

---

---

## HOUSE RESOLUTION

STRONGLY URGING THE HAWAII TOURISM AUTHORITY TO REQUIRE ALL  
TRANSIENT ACCOMMODATIONS TO INCORPORATE THE PONO PLEDGE AS  
A REQUIREMENT FOR GUEST CHECK-IN.

1           WHEREAS, Hawaii is a place of immense cultural and  
2 environmental significance, with a fragile ecosystem and deep-  
3 rooted traditions that require respectful stewardship; and  
4

5           WHEREAS, the increasing number of visitors to Hawaii has  
6 placed a significant strain on natural resources, cultural  
7 sites, and local communities; and  
8

9           WHEREAS, irresponsible tourism practices, including  
10 trespassing on sacred land, disrupting native wildlife and  
11 ecosystems, taking lava rocks, and disregarding safety  
12 precautions in hazardous areas, have led to environmental  
13 degradation; the desecration of sacred cultural sites; a lack of  
14 respect for Native Hawaiian traditions and customs, including a  
15 failure to acknowledge or understand the significance of the  
16 host culture; and unnecessarily risking the lives of first  
17 responders; and  
18

19           WHEREAS, the Pono Pledge was created to educate visitors  
20 about responsible tourism by promoting respect for Hawaii's  
21 land, ocean, culture, and local communities through a commitment  
22 to ethical and safe behavior; and  
23

24           WHEREAS, integrating the Pono Pledge into the visitor  
25 experience can foster a sense of kuleana (responsibility) and  
26 encourage sustainable tourism practices that align with Native  
27 Hawaiian values and local community interests; and  
28

29           WHEREAS, requiring all guests staying at transient  
30 accommodations, including hotels, hostels, short-term rentals,  
31 timeshares, and other lodging establishments, to take the Pono  
32 Pledge prior to check-in will ensure that visitors are informed



# H.R. NO. 137

1 of their responsibility to mālama (care for) Hawaii; now,  
2 therefore,

3

4 BE IT RESOLVED by the House of Representatives of the  
5 Thirty-third Legislature of the State of Hawaii, Regular Session  
6 of 2025, that the Hawaii Tourism Authority is strongly urged to  
7 require all transient accommodations to incorporate the Pono  
8 Pledge as a requirement for guest check-in; and

9

10 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is  
11 requested to establish procedures to require guests to take the  
12 Pono Pledge as a mandatory component of the check-in process for  
13 transient accommodations, including requiring visitors to  
14 provide proof that they have taken the Pono Pledge; and

15

16 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is  
17 requested to work in collaboration with hotel operators,  
18 property managers, and other tourism industry stakeholders to  
19 develop an accessible and effective method for visitors to take  
20 the Pono Pledge, including through online platforms, mobile  
21 applications, and in-person acknowledgments at check-in; and

22

23 BE IT FURTHER RESOLVED that certified copies of this  
24 Resolution be transmitted to the Governor; Director of Business,  
25 Economic Development, and Tourism; President and Chief Executive  
26 Officer of the Hawaii Tourism Authority, who in turn is  
27 requested to transmit copies to representatives of the  
28 hospitality industry in the State; and President and Chief  
29 Executive Officer of the Hawaii Lodging & Tourism Association.

30

31

32

OFFERED BY:



MAR 07 2025

