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## Hawai'i Tourism Authority Announces Qurator Certification of Japan's Three Largest Tour Operators

**HONOLULU / TOKYO** – Continuing its effort to strengthen the Japan visitor market for the Hawaiian Islands, the Hawai'i Tourism Authority (HTA) today announced three major new partnerships for its Qurator certification program. Japan tour operators HIS, JALPAK and JTB Hawai'i have earned Qurator recognition acknowledging each company's commitment to responsible tourism.

"The Japan market remains critical to the Hawaiian Islands, and having these three esteemed tour operators certified through Qurator reaffirms their commitment to uplifting Hawai'i's natural resources, people, cultures and communities," said Mufi Hannemann, HTA's board chair who recently returned from a delegation to Japan including legislators and industry leaders. "These companies are aligned with Hawai'i's brand values and continue to facilitate Japan travel and bookings throughout the state."



Qurator, the state of Hawai'i's official mark of excellence serves to guide visitors to products and experiences that incorporate responsible tourism practices, while adding value and recognizing those businesses for their positive contributions to the environment, community and economy. To achieve Qurator certification, applicants are evaluated based on Qurator's six categories of criteria: Environment, Cultural Support, Equity, Safety, Community, and Guest Experience.

HIS, JALPAK and JTB join a group of nearly 50 previously certified businesses operating in Hawai'i. The addition of inbound tour operators means a customer in Japan can book a tour package, flights, accommodations, and their activities all from Qurator-certified businesses.

"It is an honor that we have earned Qurator Honored Status and all six badges from the Hawai'i Tourism Authority's Qurator program," said Jun Yano, president of Hawai'i HIS Corporation. "As a leading travel company based in Hawai'i, it is our mission to promote responsible tourism through Mālama Hawai'i initiatives and furthermore, contribute to advancing regenerative tourism. We joined this program in the hopes that it would give our employees, partners, and customers confidence in what we have achieved, what we are implementing, and what we are envisioning to give back to our beautiful islands as a whole."

"As the number of companies aiming to achieve this certification increases, their participation will lead to protecting Hawai'i's precious nature, culture, and society, while contributing to the achievement of the United Nations' Sustainable Development Goals throughout the world," said Yukiharu Sekiguchi, president & CEO of JALPAK International Hawai'i. "As a result, we believe that the value of Hawai'i will continue to increase and our Islands will become an even more attractive destination."

“JTB Hawai‘i companies are honored to be certified by Hawai‘i Tourism Authority’s Qurator program, which represents our commitment to responsible and sustainable tourism in Hawai‘i,” said Tetsuya (Ted) Kubo, president of JTB Hawai‘i, Inc. “This certification recognizes our efforts to support the local community and environment and enhances our reputation among Japanese travelers who value ethical and sustainable practices. By aligning with the Qurator program’s standards, JTB Hawai‘i Group is confident that our Japanese guests will enjoy an enriching and responsible travel experience by fostering a deeper connection with Hawai‘i’s unique culture and natural beauty. With this certification, JTB Hawai‘i Group wishes to demonstrate our commitment towards sustainability and continue to contribute to Hawai‘i’s tourism industry and local community.”

Established in June 2024, HTA’s Qurator is one of the most comprehensive quality certification programs of its kind and has been recognized for its groundbreaking work in environmental protection, inclusion, and safety. In August, more than 70% of visitors to Hawai‘i were serviced by Qurator-certified businesses.

To learn more about Qurator, visit [www.qurator.travel](http://www.qurator.travel).

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### **About the Hawai‘i Tourism Authority**

The Hawai‘i Tourism Authority is the state agency responsible for representing The Hawaiian Islands around the world, and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to Mālama Hawai‘i – care for our beloved home. For more information about HTA, visit [hawaiitourismauthority.org](http://hawaiitourismauthority.org) or follow @HawaiiHTA on [Facebook](#), [Instagram](#), [Threads](#) and [X](#).

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