



BENEFIT CONCERT

Featuring performances and messages
from local and international personalities
with ties to Hawai'i



Olivia Newton-John
Jason Mraz ♦ Raiatea Helm
Tua Tagovailoa ♦ Robert Cazimero
Chris Berman ♦ Alice Cooper
Martin Nievera ♦ Kapena
Jake Shimabukuro ♦ Terry Crews

MANY MORE

Sat., April 25
9–10 pm Hawai'i time
also on KHON facebook
and khon2.com/live-events
Rebroadcast on KHII
Sat., May 2, 7–8 pm

BROUGHT TO YOU BY



**HAWAII LODGING
& TOURISM**
ASSOCIATION



Stay home now, travel to Hawai'i after COVID-19



Now is not the time to travel to Hawai'i, but we're excited to see you later!

Staying home to prevent the spread of COVID-19 also means putting off a vacation to Hawai'i. We want you to stay healthy at home so we can welcome you to our beautiful islands later in the year. We need to keep our isolated archipelago protected from outside travel for now, so that we can be ready to jump right back into doing what we do best when the time is right: providing world-class hospitality and aloha to all who visit. So stay home now. Travel to Hawai'i after COVID-19.

For More Information

For more on how the visitor industry is devoting its resources to caring for island families, first-responders, essential workers, and community organizations, visit Hawai'i Lodging & Tourism Association <hawaiilodging.org> or Hawai'i Tourism Authority <hawaii-tourismauthority.org/news/alerts/covid-19-novel-coronavirus/>

Questions or Inquiries

alohalater@hawaiilodging.org
(808) 234-7245 | alohalater.org

Help relief efforts now, earn discounts later

Purchasing an Aloha Later ribbon (\$20) comes with one redemption code, which will be sent by mail. The code can be used during a future Hawai'i vacation to redeem one discount per participating vendor, based on the then-active offer list from our growing list of participating vendors.

Call (808) 234-7245 to speak with a friendly Aloha Later volunteer to make your donation, receive an immediate coupon code, and confirm your mailing address. They will quickly mail your ribbon and coupon.

The ribbon-code discounts and incentives will only be valid in Hawai'i after the threat of COVID-19 has passed and state and county travel and quarantine orders have been lifted.

The funds you donate from your Aloha Later ribbon purchase go to relief for furloughed hospitality workers and their families. These unsung heroes are the backbone of our tourism industry.

Mahalo,

Mufi Hannemann
President & CEO, HLTA



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HAWAII HOTEL INDUSTRY
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Cha Thompson • Shep Gordon • Rick Bartalini • Tracy Bennett • Lori Hamamoto • Wanda Tsukiyama

"Stay Home Now, Aloha Later" is trademarked and copyrighted, and is a subsidiary of the Hawai'i Hotel Industry Foundation. HHIF is the nonprofit 501(c)(3) arm of the Hawai'i Lodging & Tourism Association, the largest private-sector tourism association in the state, representing over 700 businesses, including nearly 200 hotels and over 50,000 rooms statewide.