



13TH ANNUAL LEI SUMMARY 2025

2ND ANNUAL HTA WORK WISE PROGRAM 2025

2025 STUDENT TESTIMONIALS AND LEI OVERVIEW VIDEO

<https://youtu.be/DlaW-hmJOmw>

HTA WORK WISE PROGRAM 2025

<https://youtu.be/c0hlccP7kHg>

MAHALO TO OUR PARTNERS



13TH ANNUAL LEI SUMMARY 2025



Mahalo to all of the teachers, students, volunteers, businesses, and partners that helped the 13th annual LEI Program continue to grow bigger and better! LEI is a workforce development project to inspire Hawai'i youth to select careers in the Hawai'i visitor industry by providing them with the necessary means to achieve success. From the student's perspective LEI represents an opportunity for Leadership, Exploration, and Inspiration, and from the hospitality industry's perspective LEI provides an opportunity to Lead, Expose, and Inspire Hawai'i's youth. This year the LEI program consisted of 5 day-long events across the state.

Example of LEI Day-Long Schedule

9:20am - 10:30am	Central Location - Leadership and inspiration through guest speakers and Hawaiian culture/sense of place trainings
10:45am - 2:00pm	Industry site visits - Students will be divided into groups and sent to different locations for an overview of the visitor industry including a dining etiquette piece for lunch.
2:00pm - 3:00pm	Exposure Fair back at Central Location
3:00pm - 3:30pm	Program Closing

TOTAL # OF STUDENTS

1180

TOTAL # OF COLLEGE STUDENTS

77

TOTAL # OF TEACHERS

117

TOTAL # OF SCHOOLS

47

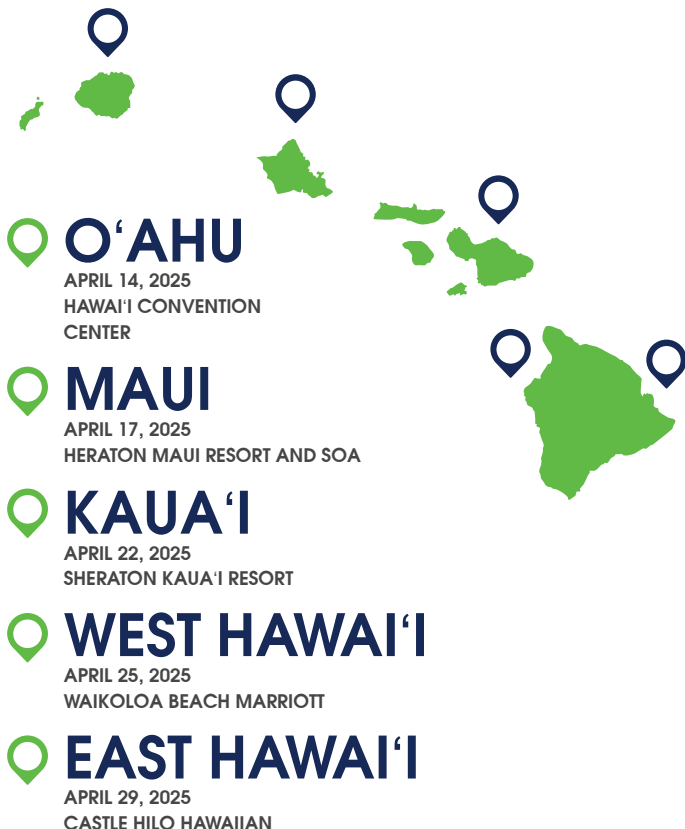
TOTAL # OF UNIQUE BUSINESSES

129

PARTICIPANT TOURISM INDUSTRY SENTIMENT (PRE VS POST - EVENT SURVEYS):

62% **(24% increase)** of students considering a career in the hospitality or culinary industry

72% **(18% increase)** of attendees have positive opinions of tourism as an industry in Hawai'i





O ' A H U
APRIL 14, 2025
HAWAII CONVENTION CENTER



OF STUDENTS

590

(UNIVERSITY OF HAWAII AT MĀNOA, UNIVERSITY OF HAWAII-WEST O'AHU, KAPI'OLANI COMMUNITY COLLEGE, CHAMINADE UNIVERSITY)

OF COLLEGE MENTORS

30

OF TEACHERS

59

OF VOLUNTEERS

180

LIST OF PARTICIPATING SCHOOLS:

- Aiea High School
- Campbell High School
- Castle High School
- Dream House High School
- Farrington High School
- Halau Ku Mana
- Kahuku High School
- Kailua High School
- Kaimuki High School
- Kaiser High School
- Kalani High School
- Kamaile Academy
- Kapolei Charter School
- Kapolei High School

- Kula Kaiapuni 'O Āhuenue
- Leilehua High School
- McKinley High School
- Mililani High School
- Moanalua High School
- Nanakuli High School
- Pearl City High School
- Radford High School
- Roosevelt High School
- Waianae High School
- Waipahu High School

OF BUSINESSES IN HOSTING

24

LIST OF HOTELS THAT PARTICIPATED IN HOSTING:

- 'Alohilani Resort Waikiki Beach
- Club Wyndham Royal Garden
- Club Wyndham Waikiki Beach Walk
- Embassy Suites by Hilton Waikiki Beach Walk
- Hale Koa Hotel
- Halekulani Hotel
- Hilton Hawaiian Village
- Hilton Waikiki Beach Hotel
- Hyatt Regency Waikiki Beach Resort and Spa
- Ka La'i Waikiki Beach, LXR Hotels & Resorts
- Kyo-Ya Hotels & Resorts LP
- Marriott Vacation Club, Waikiki
- OUTRIGGER Reef Waikiki Beach Resort
- OUTRIGGER Waikiki Paradise Hotel
- Outrigger Waikiki Beach Resort
- Outrigger Waikiki Beachcomber Hotel
- Royal Hawaiian Shopping Center
- The Imperial Hawaii Resort & Vacation Club
- The Kahala Hotel & Resort
- Wai'alae Country Club
- Waikiki at Malia
- Waikiki Beach Marriott Resort & Spa
- White Sands Hotel



LIST OF BUSINESSES THAT PARTICIPATED IN EXPOSURE FAIR:

- Aulani, A Disney Resort & Spa
- Bank of Hawaii
- Chaminade University of Honolulu - Admissions
- CIB, DBEDT
- Cirque du Soleil 'Auana
- City & County of Honolulu (Department of Parks & Recreation)
- DJRon808
- District Council 50 - Joint Apprenticeship and Training
- Dukes Waikiki
- First Hawaiian Bank
- Grand Canyon University
- HMSA
- HPM Building Supply
- Hawai'i Tourism Authority
- HVCB - Hawaii Visitors & Convention Bureau
- Hawai'i & Maui Job Corps Centers
- Hawaii Behavioral Health
- Hawaii Events Coalition
- Hawaii National Bank
- Hawaiian Airlines
- Hawaiian Electric
- Highgate Hotels
- Hilton Grand Vacations
- Hilton Waikiki Beach
- Hitachi Rail
- Ho'okua'aina
- Honolulu Community College
- IBEW Local 1186/Hawaii Electricians Training Fund
- ITO EN
- KAI Hawaii
- Kahu Malama Nurses
- Kapi'olani Community College
- Kualoa Ranch
- Kyo-ya Hotels & Resorts - Marriott International
- Leeward Community College
- Malu Productions, Inc.
- Marimed Foundation
- Marriott Vacations Worldwide
- Norwegian Cruise Line - Pride of America
- Ohana Pacific Health
- Pearl Harbor Naval Shipyard & IMF
- Pleasant Holidays
- PolyAd - Polynesian Adventure
- Robert's Hawaii
- School of Business and Communication, Chaminade University
- Seafarers International Union/ MyMaritimeCareer.org
- Sherwin Williams
- Shidler Business School
- Springboard Hospitality
- Stargazers of Hawaii
- T&C Surf
- United States Coast Guard
- University of Hawai'i at Hilo - Admissions Office
- Wai Kai
- Waialae Country Club
- Waikiki Beach Marriott Resort & Spa
- Wet n Wild Hawaii
- Y. Hata & Co., Ltd.





O ' A H U

APRIL 14, 2025
HAWAII CONVENTION CENTER

LIST OF GUEST SPEAKERS:

- Sean Dee, EVP Chief Commercial Officer, Outrigger Hospitality Group
- Representative Adrian Tam, Hawai'i State Legislature
- Ryan Sugihara, Owner, T&C Surf Designs
- Hayley Cheyney, Miss Hawaii 2024
- Lieutenant Governor Sylvia Luke, State of Hawai'i
- Titus Tanuvasa, Entertainment Executive, Malu Productions, Inc
- Bryson Tomita and Czylah Ranchez, 24VII Danceforce
- Ke Kula Kaiapuni 'O Ānuenue, Closing Protocol
- Hālau Kū Māna, Opening Protocol





OF STUDENTS

170

(UNIVERSITY OF HAWAII MAUI COLLEGE)

OF COLLEGE MENTORS

24

OF TEACHERS

14

OF VOLUNTEERS

100

LIST OF PARTICIPATING SCHOOLS:

- Baldwin High School
- King Kekaulike High School
- Kulanihako'i High School
- Lahainaluna High School
- Maui High School

LIST OF HOTELS THAT PARTICIPATED IN HOSTING:

- Hyatt Regency Maui Resort
- Ka'anapali Golf Courses
- Royal Lahaina Resort & Bungalows
- Sheraton Maui Resort & Spa
- The Westin Ka'anapali Ocean Resort Villas
- The Westin Nanea Ocean Villas, Ka'anapali

LIST OF BUSINESSES THAT PARTICIPATED IN EXPOSURE FAIR:

- Alaska Airlines
- Careers By the People
- CoralTree Residence Collection
- District Council 50 - Joint Apprenticeship and Training
DJRon808
- Fairmont Kea Lani
- Grand Canyon University
- Hawa'i & Maui Job Corps Centers
- Hawaii Air National Guard
- Hawaiian Airlines
- Hilton Grand Vacations
- HMSA
- HPM Building Supply
- HTA
- IBEW Local 1186/Hawaii Electricians Training Fund
- Malu Productions, Inc
- Marriott Vacation Club
- Marriott Vacations Worldwide
- Maui Hotel & Lodging
- Maui Visitors & Convention Bureau
Monkeypod Kitchen Wailea
- Montage International
- Norwegian Cruise Line - Pride of America
- Ohana Pacific Health
- Outrigger Kaanapali Beach
- Polynesain Adventure
- Royal Lahina
- Seafarers International Union/
MyMaritimeCareer.org
- T S Restaurants
- TerraForm Power
- The Ritz-Carlton Maui, Kapalua
- The Sherwin-Williams Company



MAUI

APRIL 17, 2025
SHERATON MAUI

LIST OF BUSINESSES THAT PARTICIPATED IN EXPOSURE FAIR:

- Trilogy Excursions Maui
- University of Hawaii at Hilo - Admissions Office
- University of Hawaii at Manoa School of Travel Industry Management
- University of Hawai'i School of Travel Industry Management

LIST OF GUEST SPEAKERS:

- Mayor Richard Bissen, County of Maui
- Hannah George-Wheeler, Professional Breakdancer
- Patti Ornellas, Destination Management, Hawaii Tourism Authority
- Tetsuji Yamazaki, General Manager & Lauren Ray, Hotel Manager, Sheraton Maui Resort & Spa





OF STUDENTS

170

(KAUA'I COMMUNITY COLLEGE)

OF COLLEGE MENTORS

5

OF TEACHERS

14

OF VOLUNTEERS

80

LIST OF PARTICIPATING SCHOOLS:

- KANAKA
- Kapaa High School
- Kauai High School
- Ke Kula Niihau o Kekaha
- Waimea High School

LIST OF HOTELS THAT PARTICIPATED IN HOSTING:

- Grant Hyatt Kauai Resort & Spa
- Hilton Vacation Club The Point at Poipu Kauai
- Keoki's Paradise
- Ko'a Kea Hotel & Resort
- Koloa Landing Resort at Poipu, Autograph Collection
- Marriott Waiohai Beach Club

- Sheraton Kauai Resort
- The Clubhouse at Kukuiula

OF BUSINESSES IN THE EXPOSURE FAIR

24

LIST OF HOTELS THAT PARTICIPATED IN HOSTING:

- Captain Andy's Sailing, Inc.
- DJRon808
- Hawa'i & Maui Job Corps Centers
- Hawaii Air National Guard
- Hawaiian Airlines
- HMSA
- Holo Holo Charters
- HPM Building Supply
- IBEW Local 1186/Hawaii Electricians Training Fund
- Kaua'i Shores Hotel
- Keoki's Paradise
- Marimed Foundation
- Marriott Vacation Club
- Norwegian Cruise Line - Pride of America
- Ohana Pacific Health
- Polynesain Adventure
- Seafarers International Union/ MyMaritimeCareer.org
- Sheraton Kauai
- Sherwin Williams
- The Sherwin-Williams Company
- Trilogy's
- University of Hawaii at Hilo - Admissions Office
- University of Hawaii at Manoa School of Travel Industry Management
- West Kaua'i Heritage Center





KAUA'I

APRIL 22, 2025
SHERATON KAUA'I RESORT

LIST OF GUEST SPEAKERS:

- Kula Aupuni Niihau A Kahelelani, Opening Protocol
- Anya Kaohi, Executive Director, West Kauai Heritage Center
- Kaui Castillo, West Kauai Heritage Center
- Mayor Derek Kawakami, County of Kaua'i
- Patti Ornellas, Destination Management, Hawaii Tourism Authority
- Jason Pagtolingan, Senior Assistant Director, Sheraton Kaua'i Resort





OF STUDENTS

100

(HAWAI'I COMMUNITY COLLEGE)

OF COLLEGE MENTORS

8

OF TEACHERS

13

OF VOLUNTEERS

90

LIST OF PARTICIPATING SCHOOLS:

- Hawaii Technology Academy
- Honoka'a High School
- Kealahou High School
- Kohala High School
- Konawaena High School
- West Hawaii Explorations Academy

LIST OF HOTELS THAT PARTICIPATED IN HOSTING:

- Blue Hawaiian Helicopters
- Hilton Grand Vacations
- Hilton Waikoloa Village
- Kings Shops
- Queens Marketplace
- Waikoloa Beach Marriott Resort & Spa

LIST OF BBUSINESSES THAT PARTICIPATED IN THE EXPOURE FAIR:

- Aha Punana Leo
- Alaska Airlines
- DJRon808
- Fairmont Orchid, Hawaii
- Hawaii Air National Guard
- Hawaii Police Department
- Hilton Grand Vacations
- HPM Building Supply
- IBEW Local 1186/Hawaii Electricians Training Fund
- Island of Hawaii Visitors Bureau
- Kuki'o Golf and Beach Club
- Mauna Kea Resort
- Mauna Lani
- Mauna Loa Helicopters & Mauna Loa Aero Marimed Foundation
- Norwegian Cruise Line - Pride of America
- Ohana Pacific Health
- Outrigger Kona Resort & Spa
- Polynesain Adventure
- The Sherwin-Williams Company
- Triology
- TSA
- University of Hawaii at Hilo - Admissions Office
- University of Hawaii at Manoa School of
- Travel Industry Management
- Waikoloa Beach Marriott Resort & Spa
- Waikoloa Beach Resort Golf

OF BUSINESSES IN THE EXPOSURE FAIR

27

LIST OF GUEST SPEAKERS:

- Matt Pickett, General Manager, Castle Hilo Hawaiian
- Micah Alameda, Executive Assistant, County of Hawai'i
- Niklas Dahm, General Manager, Castle Hilo Hawaiian
- Todd Apo, Chairman of the Board, Hawai'i Tourism Authority



EAST HAWAI'I

APRIL 29, 2025
CASTLE HILO HAWAIIAN



OF STUDENTS

150

(HAWAI'I COMMUNITY COLLEGE)

OF COLLEGE MENTORS

12

OF TEACHERS

17

OF VOLUNTEERS

50

LIST OF PARTICIPATING SCHOOLS:

- Hilo High School
- Ka'ū High & Pāhala Elementary
- Ke Kula 'O Nāwahīokalani'ōpu'u
- Kea'au High School
- Pāhoa High & Intermediate
- Waiākea High School

LIST OF HOTELS THAT PARTICIPATED IN HOSTING:

- Castle Hilo Hawaiian
- Grand Naniloa Hotel
- Polynesian Adventure

LIST OF BBUSINESSES THAT PARTICIPATED IN THE EXPOURE FAIR:

- Burns & McDonnell
- DJRon808

- Hawaii Air National Guard
- Hawaii Police Department
- Hawaiian Airlines
- Hawaiian Electric
- HMSA
- IBEW Local 1186/Hawaii Electricians Training Fund
- Island of Hawaii Visitors Bureau
- KTA Super Stores
- Marimed Foundation
- Mauna Loa Helicopters & Mauna Loa Aero
- Norwegian Cruise Line - Pride of America
- Ohana Pacific Health
- Polynesain Adventure
- Sherwin Williams
- The Sherwin-Williams Company
- Trilogy's
- TSA
- University of Hawaii at Hilo - Admissions Office
- University of Hawaii at Manoa School of Travel
- Industry Management
- Waiākea Kōkua Initiative

OF BUSINESSES IN THE EXPOSURE FAIR

23

LIST OF GUEST SPEAKERS:

- Micah Alameda, Executive Assistant, County of Hawai'i
- Todd Apo, Chairman of the Board, Hawai'i Tourism Authority
- Niklas Dahm, General Manager, Castle Hilo Hawaiian
- Matt Pickett, General Manager, Castle Hilo Hawaiian

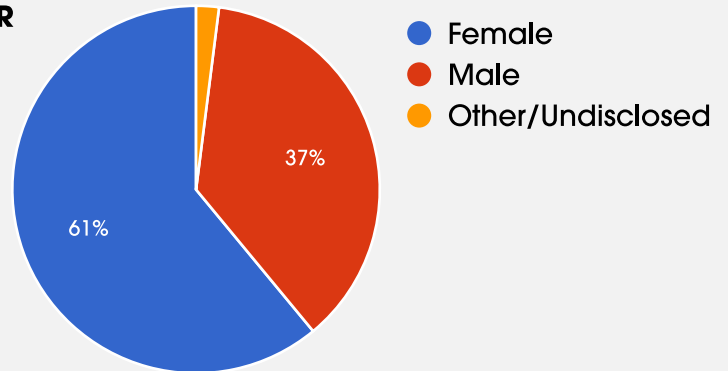


LEI SURVEY RESULTS

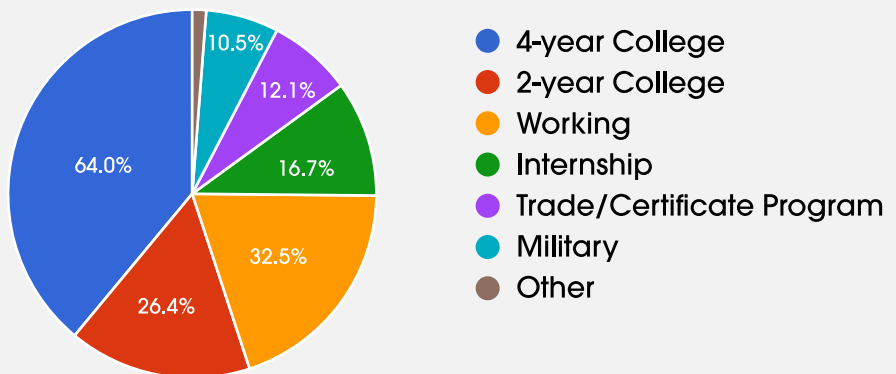
STUDENT RESPONSES - 948 RESPONSES



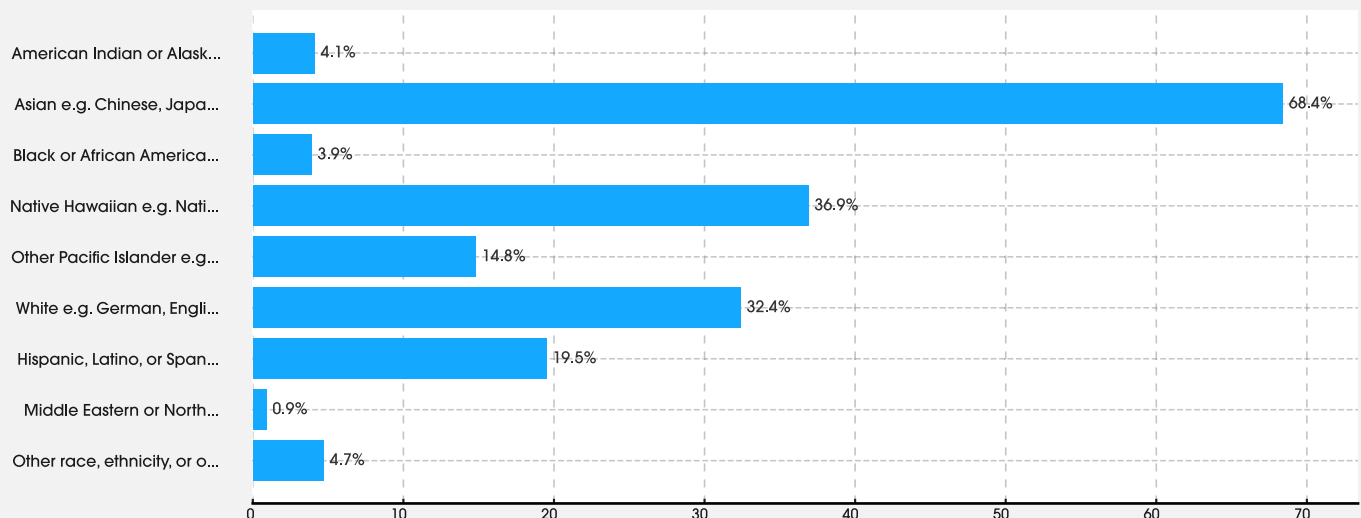
GENDER



NEXT STEPS CONSIDERING AFTER HIGH SCHOOL (Select all that apply)



RACE: (SELECT ALL THAT APPLY)





Are you considering a career in the hospitality or culinary industry? % of Yes Responses.		
Pre	Post	% change
50%	62%	24%

How did the program today affect your opinion of considering a career in the hospitality or culinary industry?	
Positively	Negatively
99%	1%

Do you feel you can live in Hawaii and be economically self-sufficient post high school?		
Pre	Post	% change
45%	62%	38%

If you answered “yes” to the question above, did the LEI Program today help in this perspective?		
100% Yes		
Are you considering a career in Hawaii?		
Pre	Post	% change
75%	83%	11%

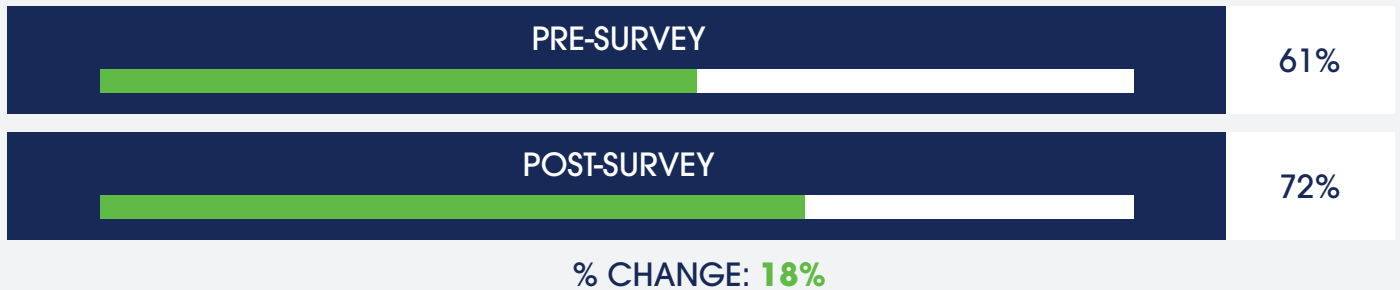
LEI PARTICIPANT TOURISM INDUSTRY SENTIMENT

Hospitality Industry Sentiment Survey Results - 1,093 responses from students (high school/college) and teachers.

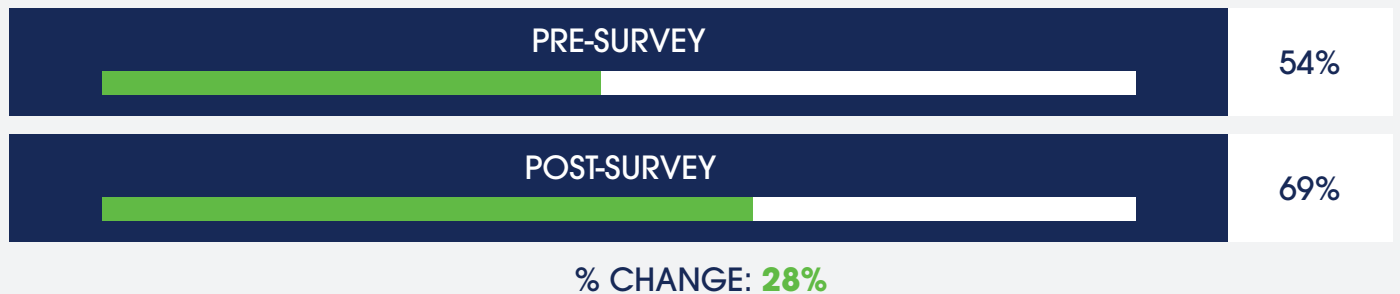
USING A 10-POINT SCALE WHERE 10 MEANS EXTREMELY
FAVORABLE AND 1 MEANS NOT FAVORABLE AT ALL.

RESULTS BELOW SHOW % OF PARTICIPANT RESPONSES IN THE 6 -10 RANGE.

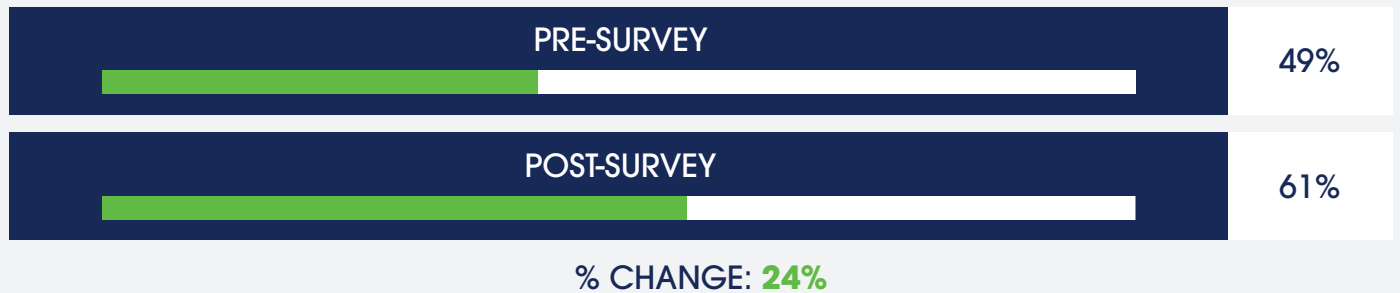
OPINION OF TOURISM AS AN INDUSTRY IN HAWAII



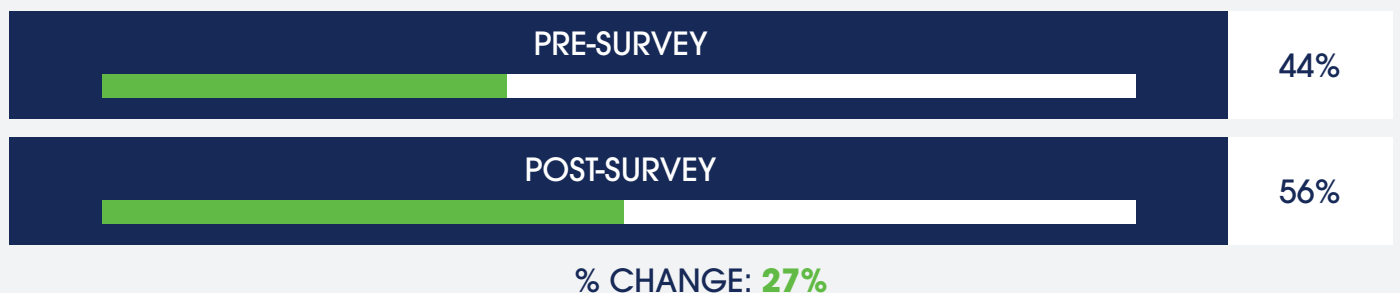
RATE IMPACT OF TOURISM ON THE STATE



RATE IMPACT TOURISM HAS ON YOU AND YOUR FAMILY



TOURISM HAS BROUGHT MORE BENEFITS THAN PROBLEMS



2ND ANNUAL HTA WORK WISE PROGRAM 2025



The 2nd Annual HTA Work Wise Program, created and executed by ClimbHI, provides participants with in-person exposure to potential part-time or full-time jobs as well as career pathing available at the participating businesses. This year's program consisted of 8 different events across 4 islands with activities ranging from being a customer, job shadowing, mentorship, site visits, hearing from business leaders, as well as direct job placement. Participants received job application support to include but not limited to: resumes, completing applications, interviews, and much, much more. Businesses shared current job openings, benefits, career pathing, and provided expedited application processes.

Work Wise Dates

8 Total Events

O'ahu

May 15

May 22

June 5

June 6

Maui

May 8

Kaua'i

June 4

June 10

West Hawai'i

June 9



HTA WORK WISE - BUSINESSES



- Blue Hawaiian Helicopters
- Blue Ocean Mariculture
- Capt Andy's
- ClimbHI
- Clinical Labs of Hawaii
- Diagnostic Laboratory Services, Inc.
- Embassy Suites by Hilton Waikiki Beach Walk
- Halepuna Waikiki by Halekulani
- Hawaii National Bank
- Hawaiian Airlines
- He'eia Pier - General Store, Deli, & Water Taxi
- Hilton Grand Vacations
- Holo Holo Charters
- Holokai Catamaran
- Il Gelato Hawaii
- Kai CoffeeHawaii
- Ko Olina Resort Operators Association
- Kona Sea Salt
- Kyo-ya Hotels & Resorts, LP
- Lanai Air
- Lunalilo Home
- Malu Productions Inc
- Marriott's Ko Olina Beach Club
- OUTRIGGER Kauai Beach Resort & Spa
- Polynesian Adventure
- Timbers Kaua'i - Ocean Club & Residences
- Waikiki Beach Services
- Wai'ala Country Club

HTA WORK WISE - SCHOOLS AND STUDENTS



- Baldwin High School
- Farrington High School
- Hālaui Kū Māna
- Hawai'i Technology Academy
- Kaimuki High School
- Kalani High School SPED
- Kapolei Charter School
- Kauai High School
- King Kekaulike
- Kohala High School
- Konawaena High School
- Roosevelt High School

TOTAL # OF STUDENTS

60

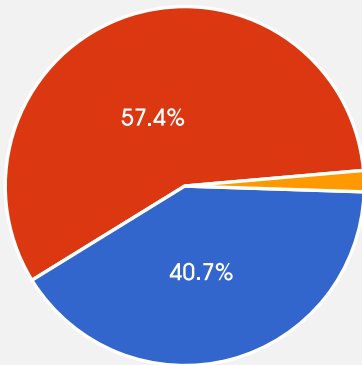


HTA WORK WISE SURVEY RESULTS

STUDENT RESPONSES - 54 RESPONSES

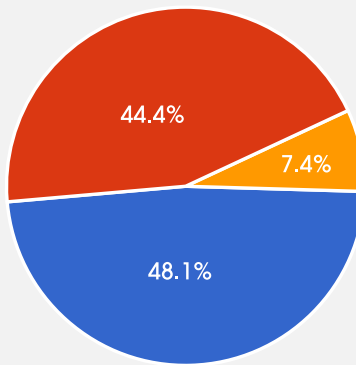
93% of attendees were recent high school graduates or incoming seniors

GENDER
54 responses



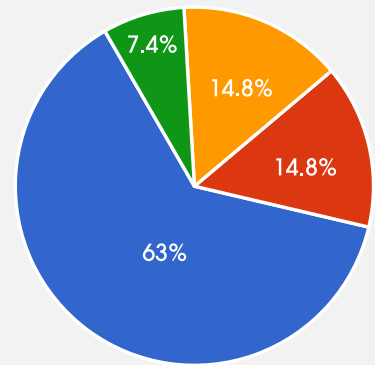
Male
Female
Other/Non Binary
Undisclosed/Prefer Not to Answer

EXPECTED GRADUATION YEAR FROM HIGH SCHOOL
54 responses



2025
2026
2027
2028

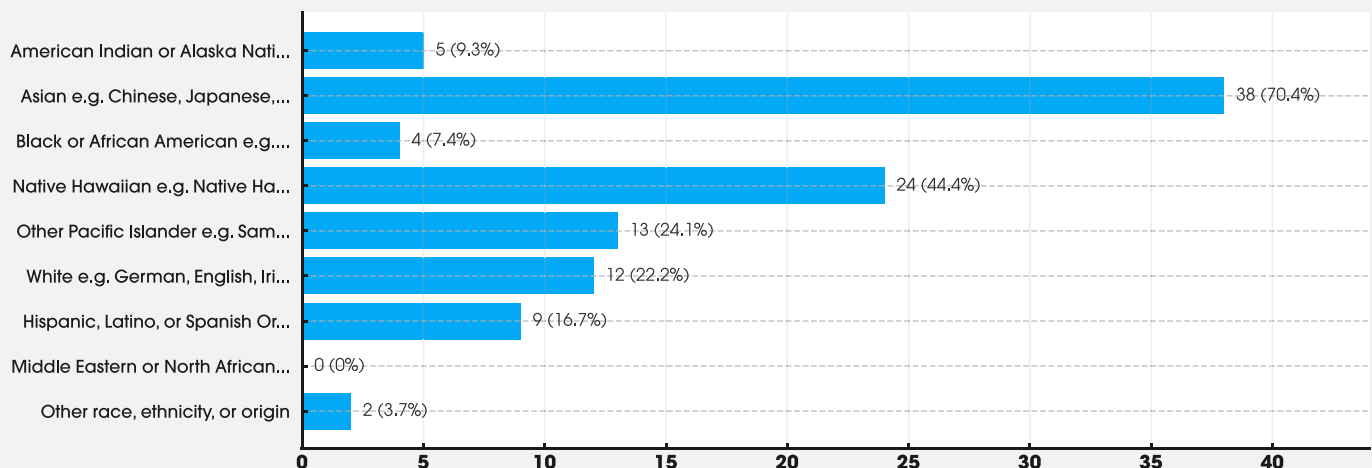
WHAT ARE YOUR PLANS POST HIGH SCHOOL GRADUATION?
54 responses

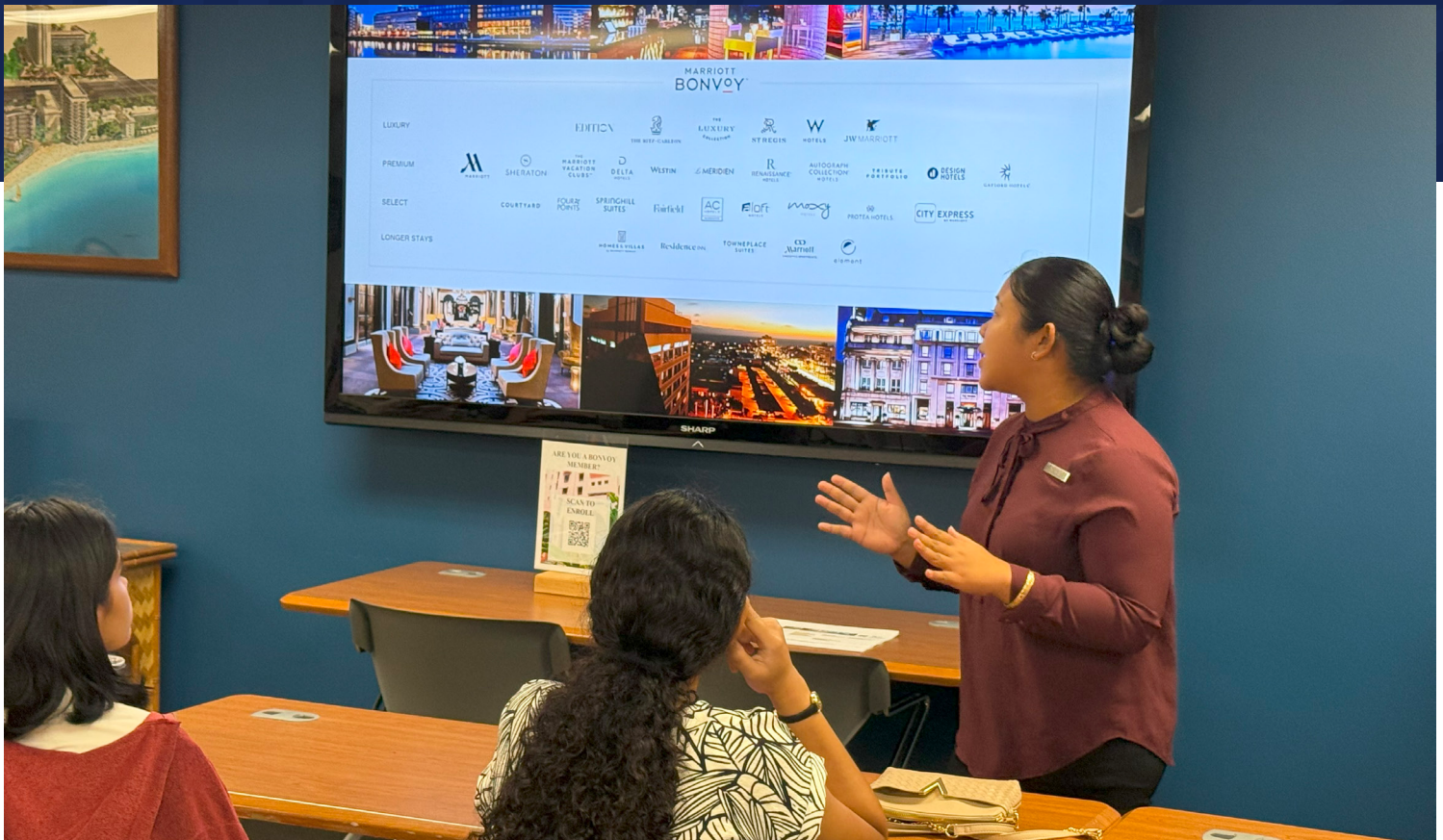


College/Post Secondary Education
Trade/Skilled Labor
Work
Other

70% of the students were of asian ancestry
44% of the students were of native hawaiian ancestry

RACE: (SELECT ALL THAT APPLY)
54 responses





Student experience at the HTA Work Wise Program (choices: positive, neutral, or negative experience)

100% Positive

Students considering a career in the hospitality of culinary industry

Pre	Post	% change
50%	61.3%	23%

Students considering a career in Hawai'i

Pre	Post	% change
83%	90%	8%

Pre-Event Question: Do you feel you can live in Hawai'i and be economically self-sufficient post high school?

Pre

46%

Post-Event Question: Did this program help you feel you can live in Hawai'i and be economically self-sufficient post high school?

Post

97%

HTA WORK WISE: APPLICATION & HIRING SUMMARY

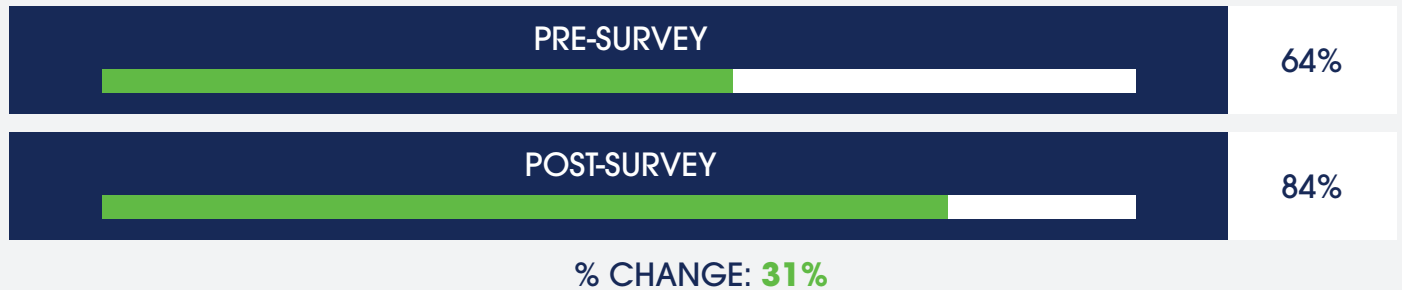


		Application Submitted		
Business	Pending Requirements to Apply (Age, Drivers License, etc)	In Process	Hired	No Hire
Blue Hawaiian Helicopter				1 (Student Not Available for Provided Hours)
Clinical Labs Hawaii		1		
ClimbHI			1	
Halepuna				1 (Student Not Available for Provided Hours)
Hawaiian Airlines	5			5 (Missing Requirements)
Hawaii National Bank	1			
He'eia Pier			1	
Holokai Catamaran	2			
Il Gelato			1	1 (Student Not Available for Provided Hours)
Ko Olina Aloha Team				3 (All Positions Were Filled)
Lanai Air	1			
Lunalilo Home			1	
Malu Productions Inc			2	
Marriot's Ko Olina Beach Resort	1			
Wai'ala Country Club	1			
Total	11	1	6	12

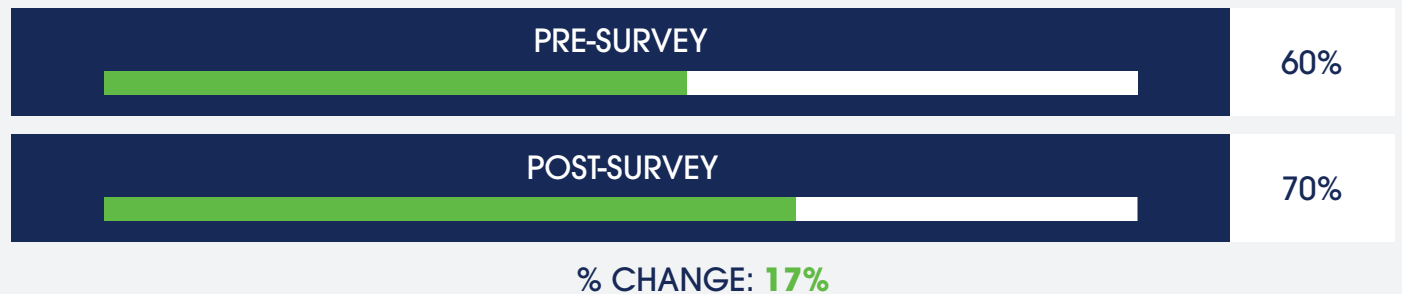
HTA WORK WISE PARTICIPANT TOURISM INDUSTRY SENTIMENT

USING A 10-POINT SCALE WHERE 10 MEANS EXTREMELY FAVORABLE AND 1 MEANS NOT FAVORABLE AT ALL.
RESULTS BELOW SHOW % OF PARTICIPANT RESPONSES IN THE 6 -10 RANGE.

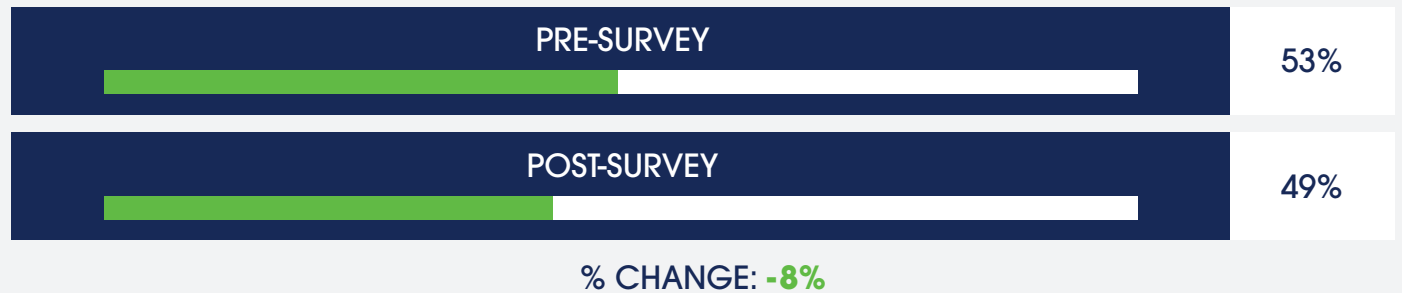
OPINION OF TOURISM AS AN INDUSTRY IN HAWAII



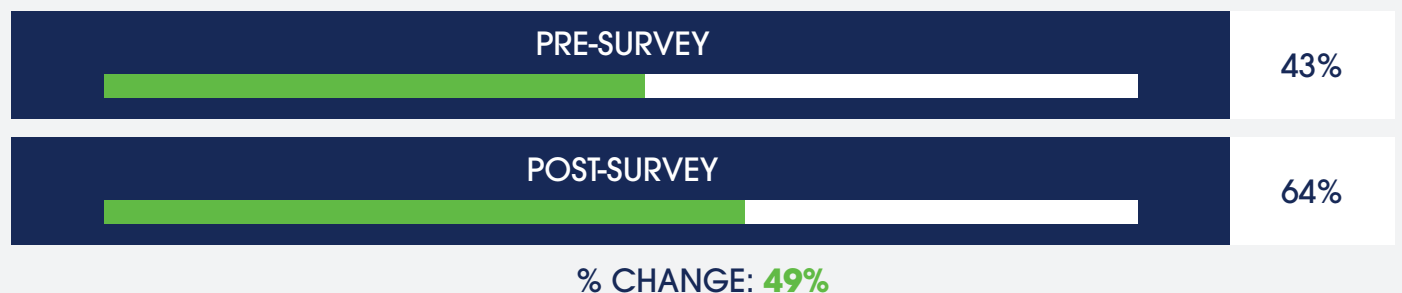
RATE IMPACT OF TOURISM ON THE STATE



RATE IMPACT TOURISM HAS ON YOU AND YOUR FAMILY



TOURISM HAS BROUGHT MORE BENEFITS THAN PROBLEMS



PARTICIPANT KEY TAKEAWAYS



“

My favorite part of this experience was being able to do and see things hands-on

”

“

The key take away that I had was when Ryan Tanaka told us he owed 7 companies it showed me no matter where we are from, we can do anything.

”

“

My key takeaway was that Hospitality is the gateway to many other industries and careers.

”

“

This experience helped me to realize that there are job options here in Hawaii that don't require a degree, and allow me to be financially secure, so that I can stay here. This is very exciting for me because a lot of my family has sadly succumbed to diaspora.

”

“

I appreciated how welcoming everyone was, and it really made me realize that there's so much out there I never knew about.

”

“

I did not realize so many jobs fall into the hospitality industry.

”

LEI AND HTA WORK WISE MEDIA COVERAGE SUMMARY 2025

2025 STUDENT TESTIMONIALS AND LEI OVERVIEW VIDEO

<https://youtu.be/DlaW-hmJOmw>

HTA WORK WISE PROGRAM 2025

<https://youtu.be/c0hlccP7kHg>

IN THE NEWS

HAWAII NEWS NOW

<https://www.hawaiinewsnow.com/video/2025/04/08/climbhi-host-leadership-exploration-inspiration-event-monday/>

PACIFIC BUSINESS NEWS

<https://www.bizjournals.com/pacific/news/2025/04/14/hawaii-tourism-authority-partners-climbhi.html>

MAUI NOW

<https://mauinow.com/2025/04/22/200-maui-students-participate-in-lei-workforce-development-event/>

THE GARDEN ISLAND (PRINT COVER FEATURE)

<https://www.thegardenisland.com/2025/04/23/lifestyles/hands-on-leadership-exploration-inspiration/?TGI=2740864db23f67408e624a802bc9541bf8db8116>

KAUAI NOW

<https://kauainownews.com/2025/04/24/nearly-200-high-school-students-participate-in-climbhis-13th-annual-leadership-exploration-inspiration-kauai/>

BIG ISLAND NOW

<https://bigislandnow.com/2025/05/01/workforce-development-event-connects-local-students-with-career-opportunities/>

PACIFIC EDGE MAGAZINE

<https://fliphtml5.com/homepage/dtqxz/pacific-edge-magazine/>

HVCB INDUSTRY UPDATE NEWSLETTER

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