

Hawai'i Marine Stewards Program

HAWAI'I MARINE ANIMAL RESPONSE (HMAR) HOSPITALITY
INDUSTRY PARTNERSHIP PROGRAM



HAWAI'I MARINE
STEWARDS
HAWAI'I MARINE ANIMAL RESPONSE

Your property can make a powerful marine conservation impact.

Every day, your staff welcomes guests who may love the ocean but have no idea how to stay safe and respectful around the animals that call it home — not out of malice, but out of the absence of information at the right moment. That's why the right moment to educate guests **is before your guests ever leave your property.**

Hawai'i Marine Animal Response (HMAR) has spent over a decade on the frontlines answering over 90,000 hotline calls, handling thousands of field incidents and rescues, and reaching hundreds of thousands of people with outreach. Now we bring that expertise directly into your operation. You bring your reach, your team, and your relationships with guests. And together, we can protect what makes Hawai'i extraordinary.

3 program levels to deliver valuable benefits for your property, your guests, and your team.

Program Benefit	Description	Hoa Level	'Ohana Level	Mālama Kai Level
Listing on HMAR's Marine Stewards Website	Your property is recommended to the public with a link to your web page.	X	X	X
Annual CSR Impact Metrics Report	Ready for CSR reports, board presentations, and ESG disclosures.	X	X	X
Unbranded Marine Stewards Collateral	Materials to print for your guests, concierge center, and in-room publications.	X	X	X
Unbranded Marine Stewards Video	Our conservation video to display in lobbies, concierge areas, and in rooms.	X	X	X
Social Media Recognition for Joining Hawai'i Marine Stewards Program	Spotlight your property when signing up for Hawai'i Marine Stewards and reach thousands of people.	X	X	X
Press Release for Joining Hawai'i Marine Stewards Program	Radio and TV media recognition when joining Hawai'i Marine Stewards.	X	X	X
Use of Hawai'i Marine Stewards Logo	Use on your website, at your location, in print materials, and on vehicles.	X	X	X
Co-Branded Marine Stewards Collateral	Branded materials to print for guests, concierge, and in-room publications.		X	X
Co-Branded Marine Stewards Video	Your brand on our conservation video to display in lobbies, concierge areas, and in rooms.		X	X
Quarterly Social Media Posts to Boost Your Brand	Spotlights your property, building your brand, recognizing your conservation support, while reaching thousands of people.		X	X
Press Release for Annual Program Renewal	Radio and TV media recognition when renewing program participation.		X	X
Twice Yearly Employee Training Sessions	We teach your team what guests need to know - led by HMAR experts		X	X
Annual Employee Recognition Program	Behind the scenes HMAR tours and ride-alongs with the HMAR team.			X
Monthly Curated Guest Presentations	Guest presentations from HMAR conservation professionals enrich your guests with important and interesting marine conservation information.			X
Curated Guest Field Experiences	VIP guest opportunities to experience marine protected animals in the field with HMAR experts - a truly special guest amenity.			X
HMAR Field Response Signage Recognition	Huge positive brand exposure that reaches thousands of people.			X

Your Guests Become Part of the Story

An informed guest doesn't just avoid a harmful, unsafe, or inappropriate encounter — they have a better experience. When your guests know how to respect Hawai'i's marine protected animals, that becomes part of what guests remember about Hawai'i and your property. You don't just host visitors. You help shape the kind of visitors they become.



Your Team Finds Purpose in Their Work

Through employee training, recognition in the field and in the media, ride-alongs, and tours of HMAR facilities, connect your employees to something larger than their job descriptions. Employees tied to a larger mission stay longer, perform better, and bring more to every guest they serve. In a high-turnover industry, that becomes a competitive benefit.

Your guests arrive tomorrow. Let's talk today. Email info@h-mar.org.



Hawai'i Marine Animal Response (HMAR)
PROTECTING HAWAI'I'S MARINE ANIMALS FOR OVER A DECADE
h-mar.org

