



Aloha kākou!

The Hawai'i Tourism Authority (HTA) extends a warm welcome to all attendees, partners, and sponsors of the Honolulu Festival. As one of Hawai'i's premier cultural events, this festival serves as a vibrant celebration of our diverse heritage, uniting communities from across the Asia-Pacific region.

Under the theme of "Pacific Harmony," this multi-day celebration offers exciting performances, educational programs, culinary exhibits, and traditional art demonstrations, showcasing the unique blend of Asia, Pacific, and Hawai'i cultures to the world.

Amidst the lively showcase of multicultural activities, the Honolulu Festival highlights Hawai'i's enduring partnership and deep-rooted connection with the people of Japan which extends beyond tourism.

Through our 2024 Community Enrichment Program, HTA is proud to support a variety of festival activities enjoyed by residents and visitors alike, including experiences being held at the exceptional Hawai'i Convention Center. The Honolulu Festival resonates with HTA's mission to enrich the community and thus, the visitor experience, by fostering cultural exchange while uplifting local cultural practitioners, artists, and craftsmen.

We extend our heartfelt mahalo to the volunteers, partners, community members, organizers, and sponsors whose dedication makes this festival possible. We look forward to a great weekend and hope you enjoy the festivities.

Mahalo,

Daniel Nāho'opi'i  
Interim President and CEO

Mufi Hannemann  
Board Chair