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## **Queen Kapi'olani Hotel Partners with Hawaiian Legacy Reforestation Initiative**

*The hotel honors its namesake with a pledge to plant 1,000 trees.*

HONOLULU, HAWAII (May 9, 2024) — Queen Kapi'olani Hotel in Waikīkī is proud to announce its partnership with the Hawaiian Legacy Reforestation Initiative (HLRI), a nonprofit organization dedicated to reversing two centuries of deforestation in Hawai'i through a creative collaboration of forestry, eco-science, technology, cultural/community engagement, education and tourism. With the help of its guests, the hotel has pledged to plant 1,000 native trees at HLRI's Hale'iwa Forest site on O'ahu.

“Queen Kapi'olani Hotel is pleased to play a role in bringing back Hawai'i's treasured endemic forests,” said Jak Hu, General Manager at the Queen Kapi'olani Hotel. “We are especially pleased to provide a unique opportunity for our guests to participate in the reforestation efforts with an optional Tree Dollar (\$3) fee per guest stay that goes directly to HLRI's thriving program while also enlightening visitors about Hawai'i's plight as the extinction capital of the world.”

The partnership also honors Queen Kapi'olani, who was deeply committed to the health and wellness of her people. The restoration of trees and plants used by native Hawaiians for traditional medicine – la'au lapa'au – is a priority of HLRI's “Hawaiian Legacy Healing Forest.”

To date, HLRI, through its partnerships, has planted over 600,000 native and endemic trees on O'ahu and Hawai'i Island, helping to rehabilitate Hawai'i's threatened native ecosystem. Each tree is geo-tagged with an individual radio-frequency identification chip that records everything from its genetic makeup and health to the story of its planting. Guests are also encouraged to take part in their own tree-planting ceremony on O'ahu. For more information about HLRI and its ongoing efforts, visit [LegacyTrees.org](http://LegacyTrees.org).

Queen Kapi'olani Hotel offers a variety of special rates and packages for every type of traveler. Whether a kama'āina (local), a first-time visitor to the islands, or a repeat guest, all are invited to book a stay to experience the hotel's classic charm while supporting native reforestation efforts in Hawai'i. Visit [www.queenkapiolani.com](http://www.queenkapiolani.com) to learn more and book a stay.

## **About Queen Kapi'olani Hotel**

The Queen Kapi'olani Hotel Beach is uniquely positioned where the majestic Diamond Head National Monument meets celebrated Waikiki Beach. The full-service resort offers 315 inviting and comfortable guest rooms and suites, an on-site surf school, an international culinary sensation's first concept in Hawaii, and a collection of vintage Hawaiian and local art that allows guests to immerse themselves in dreamy scenes of midcentury Hawaiiana. With quintessential landmarks at its doorstep, the Queen Kapi'olani Hotel offers stunning views of Diamond Head and is steps away from hiking, biking, surfing, paddle boarding and exploring the island of Oahu. Embracing the local lifestyle, the Queen Kapi'olani offers unique on-site activities and supports the local community as well as environment. Inspired by its namesake, the hotel strives for excellence as Queen Kapi'olani's motto - whom the hotel is named in honor of - was "Kūlia i ka nu'u," which means "Strive to reach the highest." For reservations and information, visit [www.queenkapiolani.com](http://www.queenkapiolani.com), email [reservations@queenkapiolani.com](mailto:reservations@queenkapiolani.com) or phone #1-800-533-6970.

## **About Sightline Hospitality**

Launched in September 2019, Sightline Hospitality is a hospitality management company dedicated to creating a "culture of welcome" that supports leaders of the hospitality and hotel industry, provides excellent service to guests, and fully meets the needs of hotel owners. Entrusted to manage over \$8 billion in hotel assets in the last decade, the San Francisco-based company's executive team pushes the limits of possibility with creative solutions and a dedicated focus on people, places, and possibilities. From wine tastings and mud baths in Napa Valley to adventure escapades in Lake Tahoe, and beach weddings in Kauai, Sightline's diverse portfolio of hotels and resorts focuses on the essential experiences that welcome guests not just to their rooms, but into the fabric of the local community and culture. For more information on Sightline Hospitality, please visit <https://sightlinehospitality.com/> for more information.