



Maui Hotel & Lodging ASSOCIATION

The Maui Hotel & Lodging Association (MHLA) is a nonprofit organization that was founded in 1987. MHLA represents Maui County's visitor industry on policymaking and industry-related issues on the county and state government levels; and serves as the industry's liaison to the general public.

MHLA's membership is comprised of hotels, timeshares, resort condominiums and allied businesses – all who understand the importance of supporting an association that is ***“The Voice of the Visitor Industry.”***

MHLA advocates the needs of its members to Federal, State and County government officials. The organization also provides timely information and appropriate resources to its members, legislators, the media and community. Whenever necessary, MHLA provides written or oral testimony on issues that could impact both the visitor industry and community. MHLA partners with Civil Defense, Maui Police Department, Department of Transportation, Department of Health, Maui Visitors Bureau, Maui Chamber of Commerce and various other agencies to ensure necessary and timely information is disseminated to visitors and employees in times of crisis.

MHLA supports the Hawaii Tourism Authority's strategic plan for workforce development: to ensure a sufficient and highly-qualified workforce is provided with meaningful careers and advancement opportunities. MHLA administers a program entitled the Academy of Hospitality & Tourism that is currently a part of the curriculum of 3 public high schools on Maui. It is MHLA's objective to better prepare our youth for employment in the industry and keep them in Hawaii for the future. MHLA is also a gold sponsor for the Newspapers in Education program which provides newspapers in 7 classrooms throughout Maui County.

Giving-back to the community is one of MHLA's primary goals. An integral part of MHLA's community involvement includes the sponsorship of several key annual events:

- Visitor Industry Charity Walk: A fundraising event held each May that raises significant funds to support numerous Maui County charitable organizations. In 2009, MHLA raised over \$312,000 which benefitted over 80 non-profit entities on Maui, Molokai & Lanai.
- Na Kupuna Dinner: A Holiday event that pays tribute to and honors Maui's Kupuna. During the 2009 event, MHLA provided a holiday fest for approximately 500 senior citizens.
- Excellence in Education Golf Tournament: Held each August, proceeds from this fundraising event provides valuable scholarship funds for the Academy of Hospitality & Tourism high school students and Maui Community Colleges Culinary Academy and Hospitality & Tourism students. The 2009 golf tournament raised over \$13,000 for Maui's future business leaders.

MHLA affords its members excellent networking opportunities and provides a vital setting for members to gain valuable insight from colleagues. MHLA also offers opportunities and positive synergies within the visitor industry.

MHLA's goal is to advocate for the visitor industry, assist with workforce development, support the community and provide networking & lobbying opportunities for its members.