



**Not everyone in the visitor industry
wears a nametag.**

My machines build dreams.
My long days help families rest easy.
My steady hands help shape a community.

I am a part of the visitor industry. An important part.

I work for aloha.

IKAIKA CHONG KEE

FONG CONSTRUCTION · AMBASSADOR OF ALOHA

Maybe you make manapua. Or run a ranch. Or deliver produce.
Odds are you're still a member of Maui's tourism 'ohana.

More than half of all jobs in Maui County
are directly tied to the visitor industry, and thousands more
provide our guests with goods and services.

It's this extended 'ohana that continues
to help Maui's economy thrive, and assures Maui
stays "no ka 'oi" for visitors and kama'āina alike.

**We're all
ambassadors of aloha.**

Learn more at iworkforaloha.com



**Maui Hotel & Lodging
ASSOCIATION**