



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

**My research helps protect our reef.
My studies help preserve the sea around us.
My message fosters wonder and respect for Hawai'i.**

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

I work for aloha.

JEFF HEDLUND

MAUI OCEAN CENTER · AMBASSADOR OF ALOHA

Maybe you care for animals. Or pour concrete. Or deliver food. 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**