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OUTRIGGER Resorts & Hotels Expands ‘Sea The Future’ Initiative with Youth Ambassadors at Kā’anapali Beach Resort

Regenerative tourism initiative rallies young environmental leaders for International Coastal Cleanup Day, uniting communities worldwide to combat ocean plastic pollution and foster cross-cultural connections



HONOLULU – [OUTRIGGER Resorts & Hotels](#) will host Youth Ambassadors at [OUTRIGGER Kā’anapali Beach Resort](#) this September as part of the expanded *Sea The Future* initiative, originally founded in Hawai‘i in 2018 and now entering a new phase that brings together young leaders from across the Pacific to champion ocean stewardship through education, cultural exchange and hands-on conservation.

In 2025, the initiative will span the Pacific Ocean, West to East, through a new partnership between Hawai‘i Tourism Oceania (HTO) and the Hawai‘i Visitors & Convention Bureau (HVCB). This year’s program gathers Youth Ambassadors from Seattle, Australia, New Zealand and Hawai‘i for a five-day immersive experience on Maui from September 19-23. The program is curated by New Zealand’s acclaimed non-profit *Sea Cleaners*, which has partnered with Hawai‘i Tourism Oceania on *Sea The Future* since 2018.

A highlight of the program is International Coastal Cleanup Day on Saturday, September 20, a global movement where volunteers join together to protect our ocean and shorelines. Hawaiian Airlines and the Youth Ambassadors will join the effort, inspiring others to protect our oceans by cleaning the coastline in their own communities. OUTRIGGER Resorts & Hotels employees will also volunteer in hands-on conservation activities across its properties over the weekend, including beach cleanups, marine debris removal and in partnership with the Genki Ala Wai Project they’ll create thousands of Genki Balls - mud balls infused with effective microorganisms designed to cleanse the Ala Wai Canal.

Additional activities for the Youth Ambassadors include workshops, beach cleanups, school visits and a farewell event with the New Zealand Consul General in Honolulu.

"As a hospitality brand that has long pioneered responsible tourism practices across its global portfolio, OUTRIGGER embraces *Sea The Future* as an extension of its company-wide sustainability values and corporate social responsibility (CSR) commitments," said Monica Salter, Vice President of Global Communications & Social Responsibility at OUTRIGGER Hospitality Group.

Since launching the OUTRIGGER Zone initiative in 2014, OUTRIGGER has advanced coral reef preservation, marine debris reduction and ocean literacy through purposeful partnerships and programming.

"*Sea The Future* is about empowering the next generation to take action and inspiring communities across the Pacific to protect the ocean we all share," said Darragh Walshe, Tourism Director at Hawai'i Tourism Oceania. "Through this partnership with Sea Cleaners, HVCB, Hawaiian Airlines and OUTRIGGER, we are demonstrating the strength of collaboration across borders. The Youth Ambassadors from Hawai'i, New Zealand, Australia and the United States embody the spirit of connection and responsibility that lies at the heart of this initiative."

Supported by OUTRIGGER Kā'anapali Beach Resort, Hawaiian Airlines, Hawai'i Tourism Oceania, the Hawai'i Visitors & Convention Bureau and local nonprofit Love the Sea, *Sea The Future* brings together young Pacific leaders to champion a shared cause.

To learn more about the New Zealand company making a difference across the Pacific, visit seacleaners.com.

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ABOUT OUTRIGGER RESORTS & HOTELS

For more than 75 years, OUTRIGGER has charted a journey of discovery – expanding from Hawai'i to premier resort destinations including Fiji, Mauritius, Thailand and the Maldives. The privately held hospitality company invites guests to 'Come Be Here' with authentic Signature Experiences and the [OUTRIGGER DISCOVERY loyalty program](#) – a member of the award-winning Global Hotel Alliance (GHA). OUTRIGGER's multi-branded portfolio includes OUTRIGGER Resorts, Hawaii Vacation Condos by OUTRIGGER®, The Kapalua Villas Maui and OUTRIGGER Honua Kai Resort & Spa while also managing select properties from top international hotel brands including Embassy Suites by Hilton®. Find out more at OUTRIGGER.com or visit @OUTRIGGERResorts on [Facebook](#) and [Instagram](#).

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