



2026 Visitor Industry Charity Walk - O'ahu

Sponsored by the Hawai'i Lodging & Tourism Association & The Hawai'i Hotel Industry Foundation

“A Tradition of Giving”

General Information

In 1974, the Hawai'i Hotel Association sponsored a charitable "Superwalk" to benefit one major charitable organization. Later, in 1978, Hawai'i Lodging & Tourism Association (formerly known as The Hawai'i Hotel Association) members voted to extend the reach of support offered by the Charity Walk's fund-raising capability. The Visitor Industry Charity Walk is the result of this decision.

*The Visitor Industry Charity is a statewide event that occurs each year and is sponsored by the visitor industry with the goal of raising monies for local charities that support our community. This year, the Charity Walk is scheduled for **May 2nd on Kaua'i and O'ahu, and May 9th on Maui and Hawai'i Island**. Last year, we were able to raise \$3.4 million across all islands and helped hundreds of local charities.*

Since its inception in 1978, over \$51 million has been raised and has helped over a thousand local charities throughout the state.

Website

To find out more information about the Charity Walk on ALL islands, check out www.charitywalkhawaii.org.

Grant Applications will be an online submittal process and will be posted on the HLTA website:

www.hawaiilodging.org/charity-walk.html

Social Media

Follow HLTA on Instagram (@HawaiiLodging), become a fan of our Facebook page (Hawaii Lodging & Tourism Association—HLTA), and use the Charity Walk's official hashtag, #HLTAcharitywalk.

Charity Walk Video

This year our video can be viewed at <https://www.hawaiilodging.org/charity-walk.html>

Office & Hours

The HLTA office is located in the Waikiki Business Plaza (2270 Kalakaua Ave., Suite 1702). Our hours are Monday - Friday from 9:00 am - 5:00 pm (Note that the Hawaii Lodging & Tourism Association is closed on weekends, federal and state holidays).

Questions? Call the HLTA office at 923-0407 or email info@hawaiilodging.org.

O'ahu Information

Date & Time (O'ahu)

The 47th Annual CHARITY WALK on O'ahu will take place on:

SATURDAY, MAY 2, 2026 @ 7:00 AM
Registration begins 5:30 AM
MAGIC ISLAND @
ALA MOANA BEACH PARK

Laulima Loop

Launched in 2025 in partnership with AccessSurf, the Laulima Loop is a shorter, more accessible route designed to be inclusive of all participants. This ADA-friendly path allows kūpuna, individuals with disabilities, and those seeking a lighter walk to take part in Charity Walk. The Laulima Loop takes place on the same day as Charity Walk, and registration is available on the Charity Walk website.

Who Can Walk?

ANYBODY CAN! You do not have to be a hotel employee, member of the Hawaii Lodging & Tourism Association, or part of the visitor industry to participate. Invite your family, friends, neighbors, co-workers, clients, schools, clubs, visitors/tourists, etc. to join us for a morning of fun, food, entertainment, and a little exercise to help raise funds for Hawaii's local charities.

Cost to Participate

Suggested donation of **\$50** for adults (18 and older) and \$25 for children (under 18, including infants) to participate. Note that ALL participants including those under 18 years old must submit a completed original walker form (online or hard copy) for liability reasons, along with the minimum donation.

Route

The Visitor Industry Charity Walk on Oahu will begin at Magic Island at Ala Moana Beach Park, continue on a 4.5-mile tour through Waikiki, with a switchback on Kalakaua Avenue near Ka'iulani Ave, down Lewers Street's Beachwalk and ending back at Ala Moana Beach Park's Magic Island. Our iconic checkpoints, sponsored by lodging properties and allied members, will offer walkers a variety of food, beverages, and entertainment along the way.

Parking

Limited **FREE** parking, on a first-come first-served basis, for walkers is available at Ala Moana Beach Park and Magic Island. A huge mahalo to Ala Moana Shopping Center for providing complimentary parking at the mall. A parking code will be shared prior to the event for your use. Please note that the Hawaii Lodging & Tourism Association and the Hawaii Hotel Industry Foundation will not be responsible for any traffic or parking violations incurred in association with the Charity Walk. We also remind you to keep the area clean by not littering.

Company Picnics

For those companies planning to have a picnic after the Charity Walk, space is available on a first-come first-served basis outside the main tent area on the morning of the Walk. Note that **tents may NOT be set up the day prior** due to city ordinance.

Be sure your area is cleaned up before you leave the park. You or your company will be liable for any damage to the park's water pipes, drainage system, etc. Please note that you are not allowed to pound stakes into the ground for your tents. HLTA and HHIF will not be held responsible.

Deadlines

PRE-REGISTRATION OF WALKERS: **APRIL 24, 2026**
 T-SHIRT COMPETITION: **APRIL 24, 2026**

Walker & Recruiter Summary Forms	<p>We encourage everyone to utilize our online fundraising platform. You can search for your team at fundraise.givesmart.com/vf/Oahu/ If you do not have a registered team with our online Give Smart platform please complete an online form at hlta.wufoo.com/forms/2025-charity-walk-team-registration/ and we will help create one for you. If you will be donating through cash or check we will also have printable pdfs of our walker forms on our Charity Walk website, www.charitywalkhawaii.org. A walker form needs to be turned in for each registered walker as each includes a waiver of liability.</p>
RECEIPTS	<p>Receipts are for distribution to the individual contributors who donate cash. The walker should issue a receipt to those individual contributors after they receive the donation. This is available on the Charity Walk website for download and print.</p>
MONIES COLLECTED/ DONATIONS	<p>All completed physical Walker Forms and monies may be turned in to the HLTA office with a Recruiter Summary Sheet. All walkers can continue to collect donations using additional walker forms. Please make sure ALL CHECKS ARE MADE OUT TO "CHARITY WALK." We also discourage postdated checks as we try to deposit all monies the day we receive them.</p>
PRE-REGISTRATION & REGISTRATION DEADLINES	<p>All walkers, regardless of age, must be registered to walk. We strongly encourage that you Pre-Register all of your walkers. To Pre-Register, simply turn in your copy of the official Walker Form along with the monies collected from each participant to the HLTA office by April 24, 2026 by 5:00 pm. Be sure that they have at least the minimum donation collected. Event wristbands will be available for pick up at the HLTA office, or available on the morning of the walk. If your walkers are pre-registered, and have their wristband, they can head directly to the starting area instead of having to stand in the long lines at the registration table on the day of the Charity Walk. There will be a registration table on site on the day of the Charity Walk. However, the Registration table is primarily for those individual walkers who are not walking with a company and therefore, are not pre-registered. For security purposes, we do not encourage company recruiters to carry around and turn in large sums of money to the registration table on the day of the Charity Walk.</p>
2026 CHARITY WALK T-SHIRTS & T-SHIRT CONTEST	<p>The Hawai'i Lodging & Tourism Association encourages all companies to be creative in printing Charity Walk shirts of their own! A high-quality image of the Charity Walk logo is available on the HLTA website.</p> <p>This year, O'ahu will once again be having a Charity Walk T-shirt Contest. The contest is open to all HLTA member companies in good standing. Shirts will be judged on originality and over all appearance. A perpetual trophy will be given to the winning company with their company name on it. Voting will be done online, and anyone can vote! We highly encourage you to share a QR code to the voting link to get as many votes as possible!</p>

REMINDERS FOR THE DAY OF THE CHARITY WALK

- ♦ *Pets are not allowed on the walk, with the exception of service animals.*
- ♦ *Eat lightly before the Charity Walk. Water and other refreshments will be provided at checkpoints along the route.*
- ♦ *Bring only items that can easily be carried.*
- ♦ *Don't forget sun block.*
- ♦ *Don't over dress as walking is a warm business, especially after the first few miles.*
- ♦ *Dress for the weather as the Charity Walk will go on, rain or shine.*
- ♦ *Wear light colored clothing so that you are more easily visible to drivers.*
- ♦ *Wear comfortable walking shoes and a thick pair of socks.*
- ♦ *Skates, roller blades, bicycles, and scooters are not allowed due to increased pedestrian and vehicle traffic.*
- ♦ *Be sure to carry some sort of identification.*
- ♦ *Walk at a rate that is best for you to conserve energy.*
- ♦ *The Charity Walk will be patrolled and walkers unable to complete the entire route will be taken to the starting point. The Charity Walk is not a race or endurance contest.*
- ♦ *If you are arranging to meet your fellow workers, friends, family, etc., pick a specific place on the grounds. Remember on the day of the walk there are over 2,000 walkers.*
- ♦ *Please note that the event staff at the Charity Walk will be unable to determine the exact location of your child, family, friends, co-workers, etc. along the route. If you feel you need to know, please ask them to call you at regular intervals.*
- ♦ *Obey all traffic regulations and always walk on the sidewalks where possible. Course Marshals will be posted to direct walkers.*
- ♦ *First Aid supplies will be on hand at all of the checkpoints along the route.*
- ♦ *Do not accept rides from any car that is not marked as an official CHARITY WALK car. Transportation in official CHARITY WALK cars will be available to return tired or injured walkers to the starting point.*
- ♦ *Keep our island clean - DO NOT LITTER!*
- ♦ *DRIVER SAFETY - We ask that all drivers obey all traffic safety rules. The Hawai'i Lodging & Tourism Association and the Hawai'i Hotel Industry Foundation will NOT be responsible or liable for any traffic violations or towed cars incurred in conjunction with the Charity Walk.*
- ♦ *For those planning to have a picnic, please be sure your area is cleaned up before you leave the park. We would also like to remind you that you will be liable for any damages that might be incurred to the park grounds. HLTA will not be responsible. Picnic areas are on a first-come first-served basis outside of the main tent area.*

*Remember to set your alarm to get up early
for the Charity Walk on May 2nd!*

Questions?

*Contact the Hawai'i Lodging & Tourism Association at
808-923-0407 or email: charitywalk@hawaiilodging.org*