



The Pacific Asia Travel Association and
The Travel & Tourism Research Association



PATA Hawai'i & TTRA Hawai'i 2025 Industry Holiday Breakfast

Friday, December 5, 2025, from 7:30am-9:30am

Halekūlani, Ballroom I and II

It's our annual Holiday event! The Hawai'i Chapters of PATA & TTRA invite you to kick off the holiday season with our Industry Holiday Breakfast and Silent Auction at Halekūlani. This is a great opportunity to get in the spirit of the holidays for giving and to network with your industry peers.

Celebrating 50 Years of Hōkūle'a - Navigator Mark Ellis will be reflecting on the extraordinary 50-year journey of Hōkūle'a, the double-hulled voyaging canoe that sparked a cultural renaissance and reawakened ancestral knowledge of wayfinding. Hōkūle'a has become a symbol of resilience, education, and global connection.

We are also celebrating **Royal Hawaiian Center 45th Anniversary** and kicking off the celebration for **Aloha Festivals 80th Anniversary** and **PATA's 75th Anniversary** in 2026!

This year we are again featuring the **Visitor Aloha Society of Hawai'i (VASH)** as the beneficiary of our silent auction, and will hear from **Jessica Lani Rich**, President and Director of VASH. VASH continues to provide much-needed services to our visitors in need. 100% of our in-person Silent Auction goes directly to VASH.



ALOHA FESTIVALS



Registration

- PATA Member \$80
- TTRA Member \$80
- Non-Members \$85
- Table Sponsor (for ten people) \$800

<https://patahawaii.starchapter.com/index.php>

Registration closes on Friday, November 28, 2025

[Click here to donate a prize for the Silent Auction benefiting VASH](#)