

# Southwest Airlines Recognized By Hawaii Tourism Authority

It's been five years since we began serving Hawaii, a milestone we're thrilled to celebrate! Besides the appreciation of our Customers for what our Employees do in connecting them with and across Hawaii, Island communities are grateful for how we're doing business in a responsible way. The Hawaii Tourism Authority (HTA) recently recognized Southwest with its Qurator designation. Qurator is the State of Hawaii's official mark of excellence for Hawaii-based and operating businesses that confers the [Qurator certification](#) based on six categories of performance criteria.

We're thrilled to have achieved the overall designation of "Honored" and badges for all six categories: Environment, Cultural Support, Equity, Safety, Community, and Guest Experience. We take pride in being a good community partner, and this recognition celebrates our unwavering focus and dedication to the Hawaii community.

The Qurator recognition serves to guide visitors to Hawaii products and experiences that incorporate responsible tourism practices while adding value and recognizing those businesses for their positive contributions to the environment, community, and economy. For Southwest, recent contributions and highlights to Hawaii's communities include:

- Environment: Southwest proudly sponsored the Pacific Whale Foundation's film festival that aims to raise awareness about the vital role of oceans and the profound wisdom of indigenous communities.
- Cultural Support: Southwest serves as the presenting sponsor of the [Kilohana Hula show](#), bringing authentic Hawaiian hula and culture to Waikiki for visitors and kamaaina to experience every Monday through Wednesday at the Kuhio Beach hula mound.
- Equity: As a sponsor for AccessSurf, a free program that provides life-changing accessible water programs for people with disabilities, Southwest provides ticket and in-kind donations to support their Hawaii Adaptive Surf Competition and year-round programming.
- Community: In collaboration with the Waikiki Improvement Association and the City and County of Honolulu, hosted [Sunset on the Beach](#) movie screening series. This event helped bring people together for family-friendly movie nights.

Congratulations to everyone who helped make possible this recognition of not just what Southwest means to Hawaii but who we are as a Company!



# Southwest Airline Hawaii Tourism Authority



