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## “That’s the Last Straw”: Hilton Waikoloa Village Replaces Plastic Straws with Sustainable Alternatives

*To care for Hawaii’s marine environment, resort switches to compostable paper straws in its food and beverage operations*

WAIKOLOA, HI (February 12, 2018) – [Hilton Waikoloa Village](http://HiltonWaikoloaVillage.com) has marked “the last straw” - a new commitment to discontinue the use of plastic drinking straws resort-wide in its restaurants, bars, venues and vendors. The Hilton Waikoloa Village Last Straw Campaign comes as an effort to care for Hawaii’s ocean environment by eliminating the impact of plastic straws, one of the top ten marine debris most commonly found in Hawaii.

The resort is the first on the Island of Hawaii to implement an initiative of this kind which has substantial environmental benefits. In 2017, the Hilton Waikoloa Village used more than 800,000 plastic straws while serving more than 1 million guests. Plastic straws cannot be recycled and can have devastating effects on marine and coastal life like fish, turtles and seabirds if ingested. The resort will now offer FDA-approved, GMO and BPA-free compostable paper straws upon request.

“Over the years, concerned guests have notified us of the impact that plastic straws have on our environment. We are thrilled to be able to respond and officially say that Jan. 31, 2018 was ‘the last straw,’” said Simon Amos, hotel manager. “Hilton Waikoloa Village is uniquely gifted with a location that affords guests a front row seat to Hawaii’s spectacular marine life. We’re glad to take this step to be better stewards of this beautiful place.”

On Wednesday, Jan. 31 the resort held an informal celebration to mark this move toward greater sustainability with their partner, Dolphin Quest. The Hilton Waikoloa Village Last Straw Campaign is a proactive step to contribute to larger movements like [Strawless Ocean Initiative by Lonely Whale Foundation](#), [One Less Straw by One More Generation](#), and [The Last Plastic Straw](#), all of which challenge individuals and companies to commit to a sustainable alternative to single use plastic straws. Furthermore, a senate bill is currently being considered by Hawaii lawmakers that would prohibit the distribution, sale and provision of plastic straws in the state. The team behind the resort’s last straw campaign hopes its efforts will encourage support for the bill and continue the movement toward greater sustainability.

### **About Hilton Waikoloa Village**

The award-winning Hilton Waikoloa Village is a sweeping Pacific playground and alluring destination on the sunny Kohala Coast of the Island of Hawai’i. The resort offers island hospitality with beautifully appointed guest rooms and stunning vistas of Waiulua Bay and tropical surroundings. Guests enjoy two distinct lodging experiences from premium accommodations in MAKAI at Lagoon Tower to a grand atrium welcome at Palace Tower. Amenities include three swimming pools, an ocean-fed snorkeling Lagoon Beach, waterfalls and waterways, locally-inspired treatments at Kohala Spa, and a wide variety of dining outlets that include Legends of Hawai’i Lū’au, Kamuela Provision Company featuring panoramic sunset dining over the Pacific Ocean, Kona Tap Room, offering craft brews from Kona Brewing Company; and a Museum Walkway with 1,800 unique art pieces. Adventures within the surrounding Waikoloa Beach Resort range from two championship golf courses to world-class shopping. Hilton Waikoloa Village is a gateway to the Island of Hawai’i, engaging travelers in the area’s rich history through such interactive activities as hula and ukulele lessons and is the perfect starting point for the exploration of island attractions including active volcanoes, snow-capped mountains, lush valleys, breathtaking waterfalls, colorful beaches and deep culture, embodying the Island’s Aloha Spirit.