



# MAUI DESTINATION MANAGEMENT ACTION PLAN

## Phase 1 Report

The Maui Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority's (HTA) board of directors in December 2020 and made available to the public on March 4, 2021. The DMAP is a community-based plan, divided into three, year-long phases. There are 8 high-level actions and 18 sub-actions. This report highlights the collective initiatives in Phase 1.

HTA works in partnership with the County of Maui's Office of Economic Development, Office of the Mayor's Community Liaison for tourism, and the Maui Visitors and Convention Bureau (MVCB). HTA also provided funds to the Hawai'i Visitors & Convention Bureau/ MVCB to hire a Destination Manager to assist HTA in implementing the DMAP. The Destination Manager came on board in August 2021. In addition, HTA also acknowledges the other state, county and federal agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.



## 3 OF 3 SUB-ACTIONS

addressed. One has been completed and the others will continue in Phase 2.

Hawai‘i Tourism Authority’s Global Marketing Team executed mālama-focused, educational branding initiatives in 2021 and 2022 to support regenerative tourism on Maui.

# ACTION A

Implement a responsible tourism marketing communications program to educate visitors pre- and post-arrival about safe and respectful travel.



**MĀLAMA HAWAI‘I AND TRAVEL TIPS VIDEOS** released since May 2021



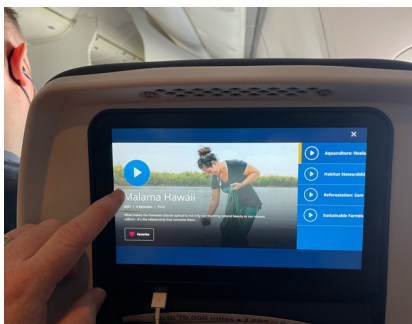
**ENHANCED GOHAWAI‘I APP** includes more island-specific features including events, local etiquette, resource protection, and areas that are off-limits and not promoted. Continue to encourage and educate potential visitors to Hawai‘i about the app.



**AIRLINES SHOWING MĀLAMA HAWAI‘I VIDEOS**  
Air Canada, Alaska Airlines, American Airlines, ANA, Hawaiian Airlines, Japan Airlines, Southwest Airlines, United Airlines, WestJet



**HTA-FUNDED AIRPORT CAMPAIGN PROVIDING MESSAGING** about being a responsible visitor will roll out in April 2022.



United Airlines is one of the airline partners making the Mālama Hawai‘i videos accessible in its library of videos and movies on all flights arriving in the Hawaiian Islands. In addition, mālama messaging is being shared during in-flight announcements. United Airlines will also be emailing these videos to all passengers when they book flights to Hawai‘i beginning Q1 2022.

Hawai‘i Tourism Authority and its Global Marketing Team (United States, Japan, Canada, Korea, Australia, New Zealand, China), Maui Visitors and Convention Bureau, Hawai‘i Visitors and Convention Bureau, Airlines

3 OF 3

### SUB-ACTIONS

addressed. One has been completed and the others will continue in Phase 2.



## 1 RFP ISSUED

- Hawai'i Tourism Authority's Aloha 'Āina Program



EDUCATION AND PROMOTION OF HAWAII'S SUNSCREEN LAW via social media, GoHawai'i app, news articles, advertisements, and a reef-safe sunscreen campaign



### "SYMPHONY DASHBOARD"

and use of Ubermedia data to track hotspots



### PARK MAUI PROGRAM

DEVELOPED by the County to address parking congestion



### "CHANNEL MANAGER SYSTEM" FUNDING

provided to develop a system that will sit on top of other reservations systems, like Department of Land and Natural Resources' Wai'ānapanapa State Park Reservation System



## 3 PROJECTS FUNDED

- The Nature Conservancy
- Hawaiian Islands Land Trust
- Friends of Auwahi Forest Restoration Project

# ACTION B

Initiate, fund and continue programs to protect the health of ocean, fresh water and land-based ecosystems and biosecurity.

Hawai'i Tourism Authority, County of Maui, Maui Visitors and Convention Bureau, Department of Land and Natural Resources' State Parks Division, The Nature Conservancy, Hawaiian Islands Land Trust, Friends of Auwahi Forest Restoration Project

**2 OF 2**  
**SUB-ACTIONS**  
addressed and will  
continue to advance  
in Phase 2



**COMMUNITY FORUM**  
held on November 2, 2021

## ACTION **C**

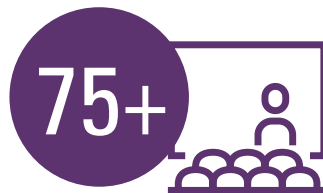
Continue to reach out to the community to understand resident sentiment, increase communications to residents, and foster collaboration.



**1** **VIDEO IN PRODUCTION**  
sharing tourism's benefits to the  
island's economy

Hawai'i Tourism Authority, Maui Visitors and Convention Bureau, County of Maui

**3 OF 3**  
**SUB-ACTIONS**  
addressed and will  
continue to advance  
in Phase 2



**75+**  
**CULTURAL AND  
EDUCATION  
TRAINING  
SESSIONS**  
held via Native  
Hawaiian Hospitality  
Association

## ACTION **D**

Continue to offer cultural education and training programs to enhance and perpetuate aloha, mālama and kuleana, and the authentic Hawai'i experience.



**TOUR GUIDE CERTIFICATION  
STUDY IN THE FIELD**  
to examine best practices  
around the world



Mayor Michael Victorino's proposed  
Hālau of 'Ōiwi Art cultural center

Hawai'i Tourism Authority, County of Maui, Native Hawaiian Hospitality Association,  
University of Hawai'i at Mānoa School of Travel Industry Management

## 2 OF 2 SUB-ACTIONS

addressed and will continue to advance in Phase 2



### 3

PROJECTS FUNDED

- Maui Makers
- Friends of Auwahi Forest Restoration Project
- Hawaiian Islands Land Trust

## ACTION

# E

Develop Regenerative Tourism initiatives.

### 8

## MAUI PROGRAMS ADDED TO MĀLAMA HAWAI'I PROGRAM

Growing the number of industry partners and community organizations that offer unique volunteer opportunities such as reforestation projects and tree planting to self-directed beach clean-ups and Hawaiian quilting sessions



## 3 HTA RFPs ISSUED



- Aloha 'Āina Program
- Kūkulu Ola Program
- Community Enrichment Program

Hawai'i Tourism Authority, Maui Visitors and Convention Bureau, Maui Makers, Friends of Auwahi Forest Restoration Project, Hawaiian Islands Land Trust, Hawai'i Wildlife Fund, Ka'ehu, Mālama Maui Nui, Na Mahi'ai o Ke'anae, Leilani Farm Sanctuary, Sierra Club Maui, Surfrider Foundation-Maui

## 2 OF 2 SUB-ACTIONS

addressed and will continue to advance in Phase 2

### 1

## COUNTY OF MAUI'S PARK MAUI PLAN



**MAUI ALOHA SHUTTLE** pilot shuttle service program between airport and resort areas in Summer 2021. Based on low ridership, the program will not resume.



**RENTAL CAR WALKUP DESKS** are being brought back at some resorts

According to Department of Transportation-Airports, flight schedules are regulated by the Federal Aviation Administration (FAA). If a slot is open, DOT-Airports will need to allow the airline in.



## ACTION

# F

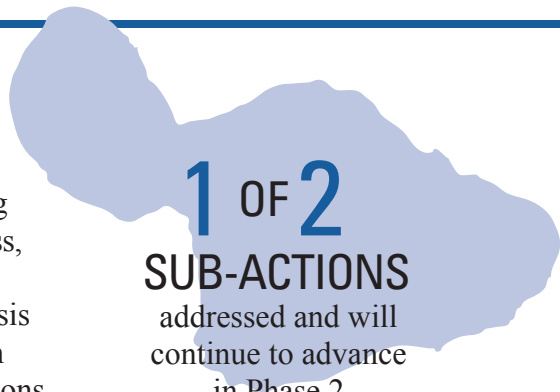
Develop and promote initiatives to improve the experience of transportation and ground travel.

County of Maui, Hawai'i Tourism Authority, Polynesian Adventure Tours, Maui Visitors and Convention Bureau, Department of Transportation-Airports



Hawai'i Tourism Authority is working with the Department of Business, Economic Development and Tourism's Research and Analysis Division to develop a report on the visitor industry's contributions to the agriculture industry

Hawai'i Tourism Authority



**1 OF 2**  
**SUB-ACTIONS**  
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## ACTION **G**

Ensure more direct benefits to residents from tourism.



**HAWAII TOURISM AUTHORITY CONVENED MEETINGS** with the County, Maui Police Department (MPD), Department of Land and Natural Resources, DOT-Highways, the National Park Service, Maui Visitors and Convention Bureau, and Maui Hotel and Lodging Association to address visitor impacts on Hāna Highway.

DOT-Highways installed No Parking signs warning of the fines. MPD increased its presence and ticket citations in June/July 2021. Developed communications piece for visitor industry amplification.



Hawai'i Tourism Authority submitted testimony during the 31st State Legislature (2022) to advocate for enforcement of laws.

Hawai'i Tourism Authority, County of Maui, Maui Police Department, Department of Land and Natural Resources, Department of Transportation-Highways, National Park Service, Maui Visitors and Convention Bureau, Maui Hotel and Lodging Association



## ACTION **H**

Have HTA and the County advocate for consistent enforcement of laws and progress report(s) on enforcement.