



MAUI NUI

DESTINATION MANAGEMENT
ACTION PLAN 2021-2023



MAUI

Helelohele Maui nō ka 'ōi
Glorious Maui. Is the very best

Maui Summer 2022 Progress Report

*This report shows work in the months of July,
August and September*

Intro

- This report provides an update on the progress toward fulfilling Maui's DMAP from July 1 through September 30, 2022, and specifically provides updates on the actions identified for Phase 2 (March 2022-March 2023) implementation. **There are 17 sub-actions in Phase 2, of which 15 (75%) are in progress and one has been completed. Three sub-actions identified in Phase 1 were carried forward to Phase 2. Two Phase 2 sub-actions have not been started and one has been completed.**
- The Maui Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority's (HTA) board of directors in December 2020. It is a three-year plan divided into 3 phases. The Maui Nui DMAP was released to the public and published on HTA's website on March 4, 2021.
- HTA provides funds to the Hawai'i Visitors and Convention Bureau/Maui Visitors & Convention Visitors Bureau (MVCB) for a Destination Manager to assist HTA in implementing the DMAP. Mahalo to MVCB, the County of Maui's Office of Economic Development, and Office of the Mayor's Community Liaison for Tourism for their support and partnership in moving the Maui DMAP actions forward. 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.

Summer (Q3) 2022 Progress



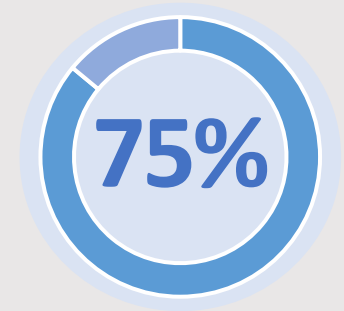
**No. of Phase 2
High-Level Actions**



**No. of Phase 2
Sub-Actions**



**No. of Phase 1
Sub-Actions
carried to Phase 2**



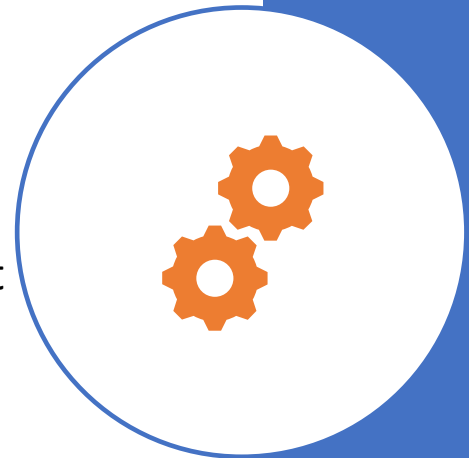
**Sub-Actions
In Progress**

Maui Anchor Actions In Progress Phase 2 Activities from July - September 2022



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

- 3 of 3 sub-actions in progress.
- Hawai'i Tourism Authority's Global Marketing Team's Brand Marketing and Management Plan incorporates responsible tourism messaging and programs.
 - Hawai'i Tourism Japan introduced activities of Sustainable Coastlines Hawai'i
 - Hawai'i Tourism Canada shared voluntourism activities at their travel agent webinar
 - Hawai'i Tourism Korea worked with Pitch by Pitch Magazine, a sustainable travel magazine to develop in-depth Mālama Hawai'i advertorial content
- GoHawai'i App continues to be promoted by English-speaking Global Marketing Team.
- MVCB continues safety messaging efforts.
- HTA's Pono Travel Education Program (airport messaging) continues as well as Mālama Hawai'i/Travel Tips videos on incoming flights and in email confirmations.



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

- 2 of 3 sub-actions in progress. 1 sub-action on hold.
- MVCB continues to work with the County for permitting and installation of 19 reef-safe sunscreen dispensers. Target for completion is December 2022.
- MVCB is in discussions with Ke Ao Hali'i and The Nature Conservancy about tourism management in east Maui and the Makai Watch Program funded through DOCARE.
- HTA's "Channel Manager System" is on hold.
- MVCB partnered with the "Rise Above Plastics on Vacation" program and purchased co-branded reusable water bottles to support the program.
- MVCB finalized the Reef Friendly Landscaping program through its partnership with Maui Nui Marine Resource Council, Beyond Plastics, Hoku Nui Environmental Solutions, and West Maui Ridge to Reef Initiative and Duane Sparkman.



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

- 1 of 2 sub-actions in progress.
- HTUSA completed its series of resident communications that was featured on local tv news stations. This included Daryl Fujiwara for the Emma Farden Sharpe Hula Festival & Festivals of Aloha, Jill Wirt with Maui Nui Marine Resource Council, and Caroline Anderson sharing about the Rise Above Plastics Program.
- MVCB established an East Maui Advisory Council to provide input to an East Maui Tourism Management Pilot program, and eventually, advise on messaging. Meetings held throughout September. HTA and the County also participated.
- A DMAP microsite is being developed.



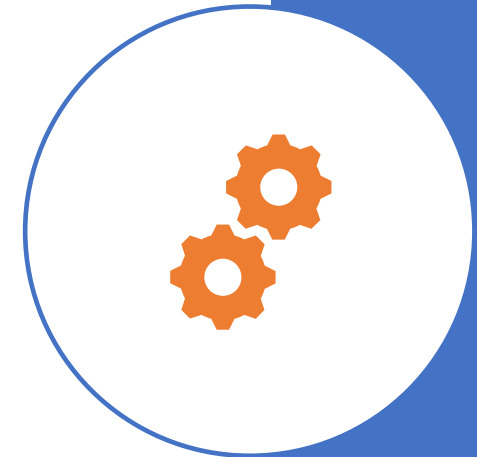
Action D. Continue to offer cultural education and training programs to enhance and perpetuate aloha, mālama and kuleana, and the authentic Hawai'i experience.

- 2 of 4 sub-actions in progress. 2 were not worked on during Summer 2022.
- HTA funded study on best practices of tour guides with UH TIM school and Native Hawaiian Hospitality Association.
- A coalition of Maui Kumu Hula and the County of Maui working to establish a cultural center in Wailuku, “Hālau of ‘Ōiwi Art.”



Action E. Develop Regenerative Tourism initiatives.

- 2 of 2 sub-actions in progress.
- Continued promotion of HTA's Community Enrichment Program projects and Mālama Hawai'i initiatives.



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

- 1 of 2 sub-actions in progress. 1 was not worked on during the Summer 2022.
- County of Maui continues to develop its comprehensive parking management plan, Park Maui.



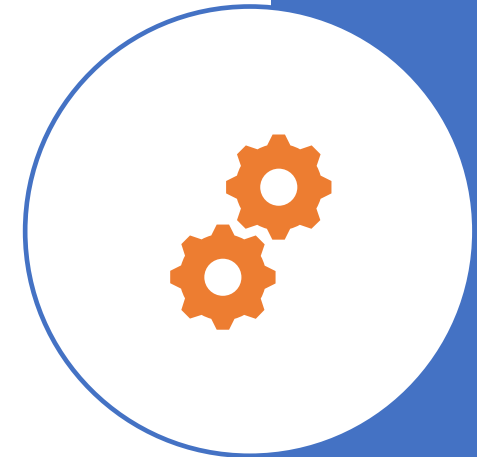
Action G. *Ensure more direct benefits to residents from tourism.*

- 1 of 2 sub-actions in progress.
- MVCB continues to message to visitors via social media about the Maui Hub, an online farmers market selling fresh produce and nonperishable farm-made products.
- Through the Community Enrichment Program, HTA provided support for the “Localicious” website which promotes restaurants and businesses that support Hawai‘i’s agriculture and fishing industries.



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

- 1 of 1 sub-action in progress.
- East Maui Tourism Management Pilot program will be monitoring for illegal tour operators.



Addressing Hotspots*

Area/site	Action Taken
Kaihalulu Bay (Red Sand Beach)	This site is not promoted to visitors
Hwy 360, Mile Marker 6.5 Bamboo Forest	This is one site being explored to be part of the East Maui Tourism Management Pilot program
Puka Maui Trail	This site is not promoted to visitors
Waioka (Venus Ponds)	This is one site being explored to be part of the East Maui Tourism Management Pilot program
Honolua Bay	This site is not promoted to visitors
Nākālele Blowhole	This site is not promoted to visitors
‘Ohe‘o Gulch / Seven Sacred Pools	This site is closed, and is not promoted to visitors

* an area or site that attracts visitors due to its popularity, which may result in overcrowding, congestion, degradation of resources, safety hazards, and a negative experience for both residents and visitors.