

# Maui Community Meeting

Presentation on Maui Destination Management Action Plan Process and Proposed Anchor Actions

October 28, 2020



# AGENDA



- 5:00 pm Opening  
Tech Orientation
- 5:15 pm Welcome & Introductions  
Project Background
- 5:35 pm Q&A: Project/Process
- 5:45 pm Draft Actions
- 6:15 pm Q&A: Draft Actions
- 6:40 pm Closing Poll:  
General Reactions
- 6:55 pm Next Steps:  
Survey  
Plan Development
- 7:00 pm Close

M A H A L O

# ROLES



## Panelists:

Idea kick-starters,  
Share ideas,  
Answer questions

## Community Attendees:

Seek to understand  
Ask questions  
Prepare to offer input

## Moderator:

Manage time & keep  
session on track  
Help field questions

## Graphic Recorder

Help capture key  
content in Q&A

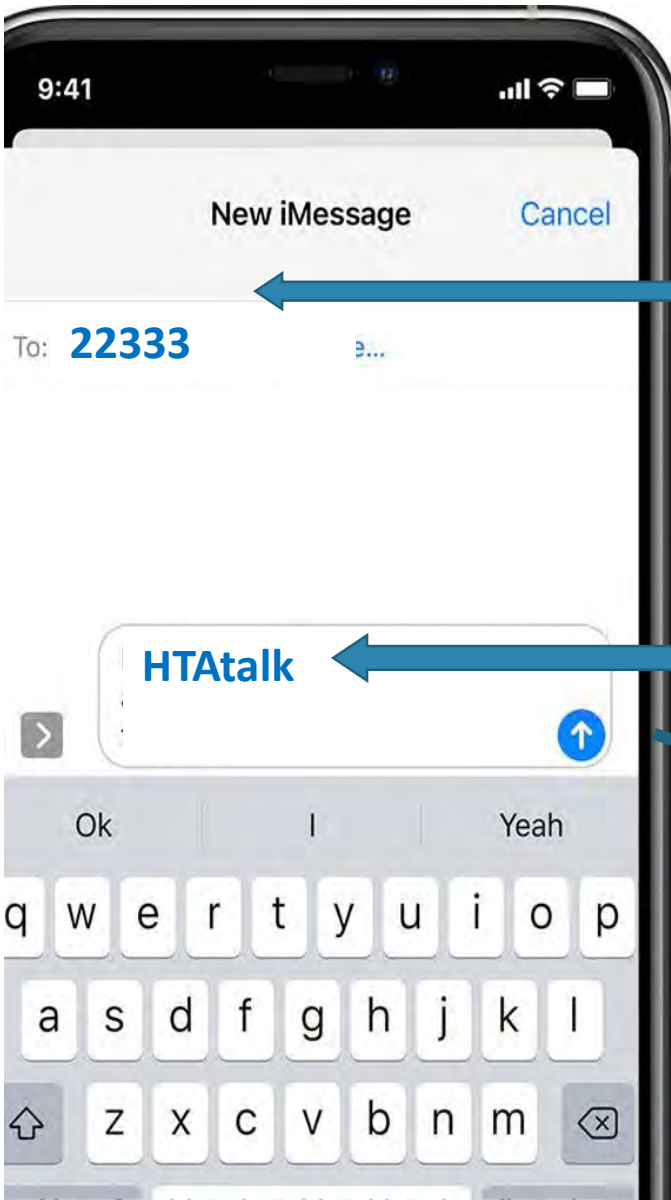
# GROUND RULES

- **Kindly offer grace in the face of time and technological limitations.**
  - Chat reserved for announcements
  - Use Q&A for topical questions
- **Know that all input welcome via survey tool.**  
This online presentation is not the end.
- **Be part of a solutions community.**  
Participate with a constructive, solutions-oriented mindset, keep the end goal in mind.

# OUTCOMES

- **Participate in Destination Management planning for Maui**
- **Share and receive information**
- **Learn about:**
  - State of tourism on Maui
  - “Regenerative Tourism”
  - Planning process
- **Provide constructive solutions-oriented guidance and feedback on draft actions to consider for HTAs DMAP plans**

# Tech Orientation – Poll Everywhere, real time reactions



**Join by text:**

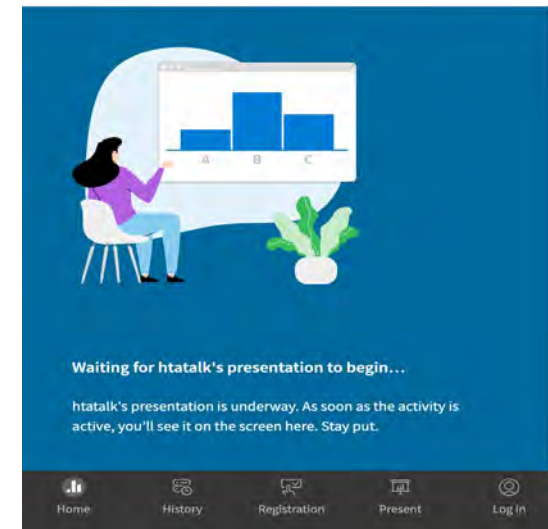
**Text to: 22333**

**Text message: HTAtalk**

**Send**

Wait for confirmation message.  
Wait for prompts then submit poll answers

**Join by web**  
**[Pollev.com/HTAtalk](https://Pollev.com/HTAtalk)**



Wait for prompts then submit poll answers

*Once you log in keep open so you don't have to log in again*

**Share 1 word that expresses your thoughts and feelings  
about tourism on Maui**

# Tonight's Presenters



John De Fries  
Hawai'i Tourism Authority  
Kona, Hawai'i Island



Keith Regan  
Hawai'i Tourism Authority  
Kaka'ako, O'ahu



Caroline Anderson  
Hawai'i Tourism Authority  
Makiki, O'ahu



Kalani Ka'anā'anā  
Hawai'i Tourism Authority  
Kailua, O'ahu



Lisa Paulson  
County of Maui  
Pā'ia



Sherry Duong  
Maui Visitors & Convention  
Bureau  
Nāpili, Maui





# What is Destination Management?

- Defined as “attracting and educating responsible visitors; advocating for solutions to overcrowded attractions, overtaxed infrastructure, and other tourism-related problems; and working with other responsible agencies to improve natural and cultural assets valued by both Hawai‘i residents and visitors.”

Source: HTA Strategic Plan 2020-2025

# Maui DMAP Steering Committee Members



**Seward Akahi**  
Hertz  
Paukukalo



**Rod Antone**  
Maui Hotel & Lodging  
Association



**Matt Bailey**  
Montage Hotel  
Kapalua



**Kathleen Costello**  
Wailea Resort Association  
Kihei



**Toni Davis**  
Activities & Attractions  
Association  
Makawao



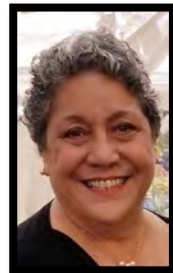
**Jim Diegel**  
Maui Health  
Wailuku



**Sherry Duong**  
Maui Visitors &  
Convention Bureau  
Nāpili



**Kawika Freitas**  
Old Lahaina Lū'au  
Makawao



**Hōkūlani Holt-Padilla**  
University of Hawai'i Maui  
College  
Kauahea, Wailuku



**Kau'i Kanaka'ole**  
Ala Kukui Hāna Retreat  
Hāna



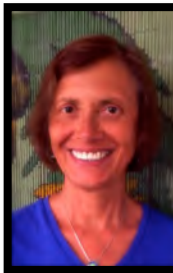
**Kyoko Kimura**  
Aqua-Aston Hospitality  
Wailea



**Marvin Moniz**  
State Dept of  
Transportation -  
Airports



**Jin Prugsawan**  
Haleakalā National Park  
Makawao



**Anne Rillero**  
Maui Nui Marine Resource  
Council  
Kula



**Andrew Rogers**  
Ritz Carlton  
Kapalua



**Pamela Tumpap**  
Maui Chamber of Commerce  
Pukalani



**John White**  
Ka'anapalii Beach Hotel  
Pukalani



**Brian Yano**  
Outlets of Maui  
Kihei

# HAWAII TOURISM



AUTHORITY

**John De Fries**

President & Chief Executive Officer











## *Strategic Plan 2020-2025*

**Natural  
Resources**

**Hawaiian  
Culture**

**Community**

**Brand  
Marketing**

## *Responsible Tourism*



## *Strategic Plan 2020-2025*

***Global Pandemic + Economic Collapse***

**Natural  
Resources**

**Hawaiian  
Culture**

**Community**

**Brand  
Marketing**

***Regenerative Tourism***

# 10,400,000

## VISITOR ARRIVALS 2019



# Global Pandemic Hits

ECONOMIC COLLAPSE  
BEGINS





*mālama*  
KU'U HOME

Caring for My Beloved Home





# **Mālama**

**The Organizing  
Principle For  
Our Work**

# **Mālama Mindset**

## **Mālama Hawai‘i**

Hawai‘i Visitors & Convention Bureau

## **Mālama Honua**

Polynesian Voyaging Society - Hōkūle‘a

## **Mālama Mandate**

Hawai‘i Green Growth - Aloha+ Challenge



*mālama*  
KU'U HOME

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A Mindset and a Call to Action

# The First 100 Days

Days  
1-25

## Reconnect & Reassess

Engage HTA board members, staff, lawmakers & elected officials, key partners & stakeholders to assess HTA recovery, marketing, communications, and community engagement plans

Days  
25-50

## Rethink & Reimagine

Expand outreach and collaboration with stakeholders, seek feedback on **Mālama Ku‘u Home** as a viable organizing principle to unify community and industry

Days  
50-75

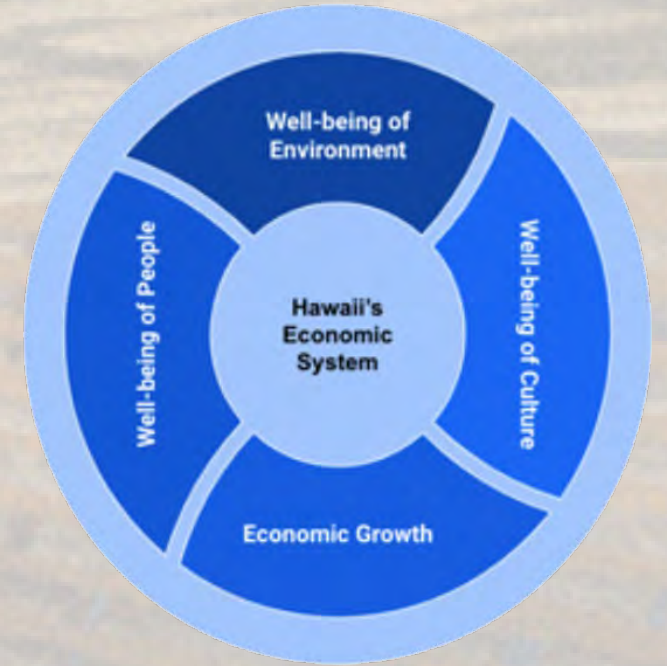
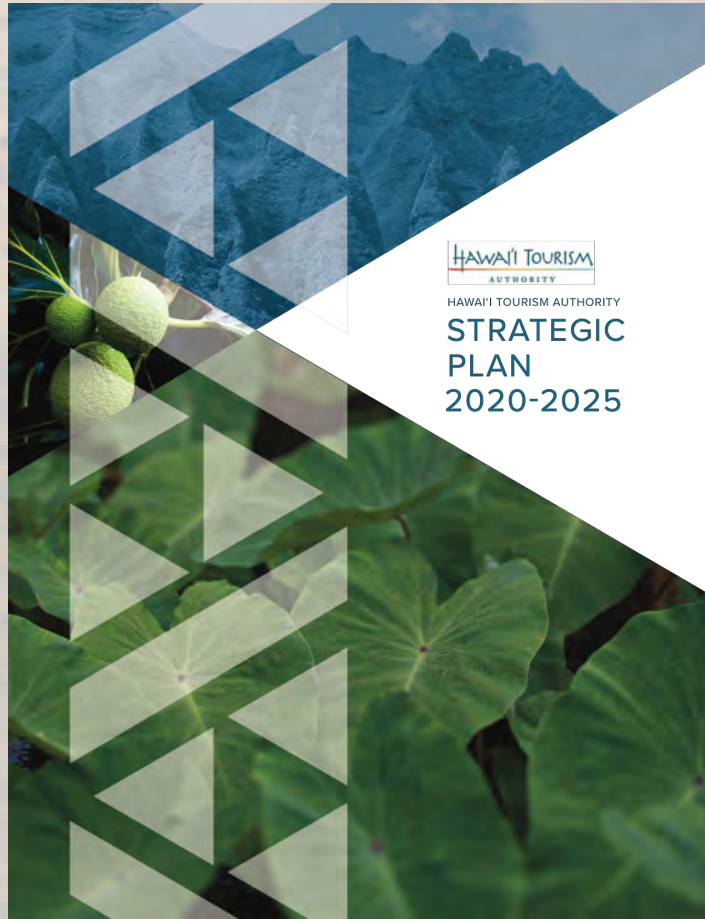
## Regroup & Repurpose

Adjust plans to reflect current local and global health and economic situation, including community and industry stakeholder input

Days  
75-100

## Reconcile & Redirect

Based on the due diligence, outreach and planning of the first 75 days, chart the course forward to achieve the goals of the HTA Strategic Plan



*mālama*  
**KU'U HOME**  
 Caring for My Beloved Home

**‘Āina Aloha**  
**ECONOMIC FUTURES**

The logo for 'Āina Aloha Economic Futures features a stylized geometric design of green and blue triangles and lines, resembling a map or a network.





POLYNESIAN VOYAGING SOCIETY

MĀLAMA HONUA  
WORLDWIDE VOYAGE

SPONSORED BY HAWAIIAN AIRLINES  
AND EDUCATION SPONSOR KAMEHAMEHA SCHOOLS

2014-2017  
MĀLAMA  
HONUA

*Caring for Island Earth*

To navigate toward  
a healthy and  
sustainable future for  
ourselves, our home,  
and our Island Earth  
through voyaging and  
new ways of learning.



# MĀLAMA HONUA

*Caring for Island Earth*

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**150 Ports**

**18 Nations**

**100,000 People**

**8 Marine World  
Heritage Sites**

**One Canoe**

**One Island Earth**







# Moananuiākea

## *Pacific Rim Voyage*

1. Great Pacific Garbage Patch
2. Alaska
3. Canada
4. USA
5. Mexico
6. Guatemala
7. El Salvador
8. Honduras
9. Nicaragua
10. Costa Rica
11. Panama
12. Colombia
13. Ecuador
14. Peru
15. Chile
16. Rapa Nui
17. Pitcairn Islands
18. Gambier
19. Tuamoto
20. Marquesas
21. Tahiti
22. Society Islands
23. Australs
24. Cook Islands
25. Niue
26. American Samoa
27. Samoa
28. Tokelau
29. Phoenix
30. Tonga
31. Fiji
32. Kermadec
33. New Zealand
34. Australia
35. Papua, New Guinea
36. Solomon Islands
37. Micronesia
38. Satawal
39. Palau
40. Philippines
41. China
42. Taiwan
43. Okinawa
44. Japan
45. South Korea

# A Voyage of Recovery & Rediscovery



*mālama*  
KU'U HOME  
Caring for My Beloved Home

# For The Next Seven Generations



*mālama*  
**KU'U HOME**  
Caring for My Beloved Home



October 13, 2020

# Welcoming Visitors back to Hawai'i with Aloha for one another

An imperfect scenario being  
executed by imperfect people  
who have one thing in common:  
Aloha for one another.



## Visitors to Maui

2019

MAUI ISLAND

**USD 5.13B**

TOTAL SPEND

**3,059,905**

TOTAL VISITORS

AVERAGE LENGTH OF STAY



SPEND



TOTAL VISITORS DAYS (%) BY SOURCE MARKET



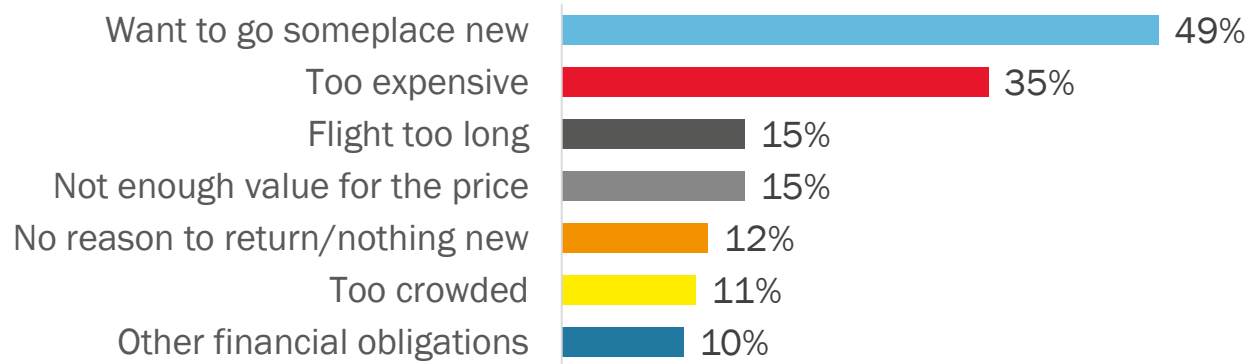
- U.S. West
- U.S. East
- Canada
- Other
- Europe
- Oceania
- Other Asia
- Japan
- Latin America

PURPOSE OF VISIT (% of responses)

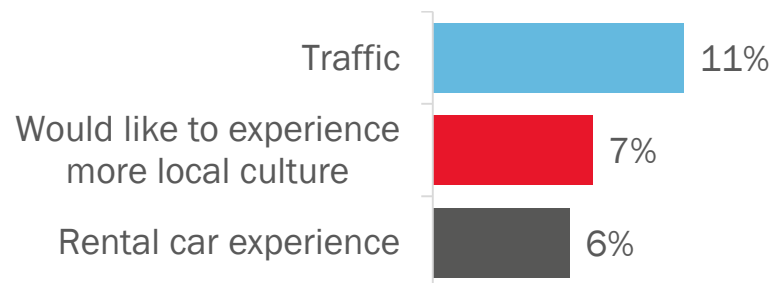


- Pleasure/Vacation
- Visit Friends/Rel.
- Honeymoon/Get Married
- MCI
- Other

## REASONS FOR NOT REVISITING



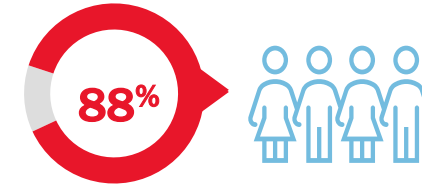
## NEED MORE IMPROVEMENT



## OVERALL SATISFACTION



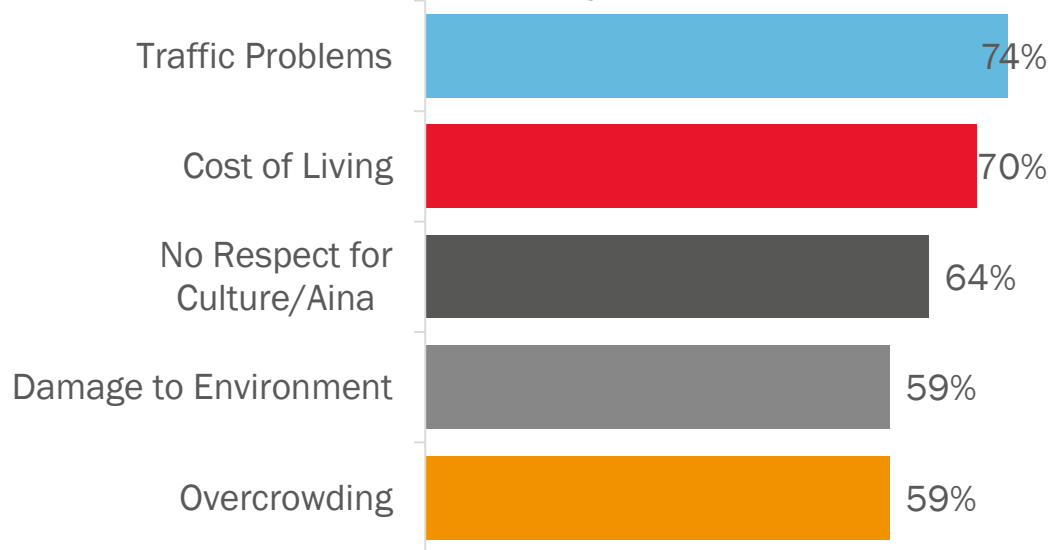
## LIKELY TO RECOMMEND



## LIKELY TO VISIT MAUI IN THE NEXT 5 YEARS



## Problems Created by Tourism (Maui County 2019p)



## Resident Sentiment (Maui County 2019p)

Tourism has brought more benefits than problems



Positive Impact of Tourism on You & Your Family



Island being run for tourist



\*Multiple responses, therefore, totals do not add up to 100%.  
Source: HTA



# YEAR TO DATE AUG 2020p AT A GLANCE

# MAUI ISLAND

**611,743**

TOTAL VISITORS

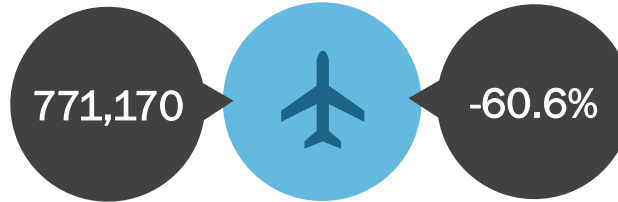
**-70.9%**

YEAR-OVER-YEAR

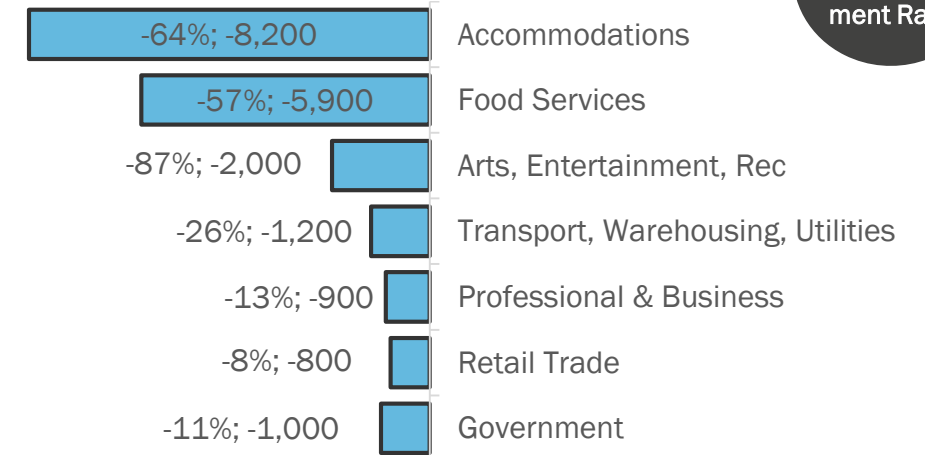
## AVERAGE LENGTH OF STAY



## SEATS

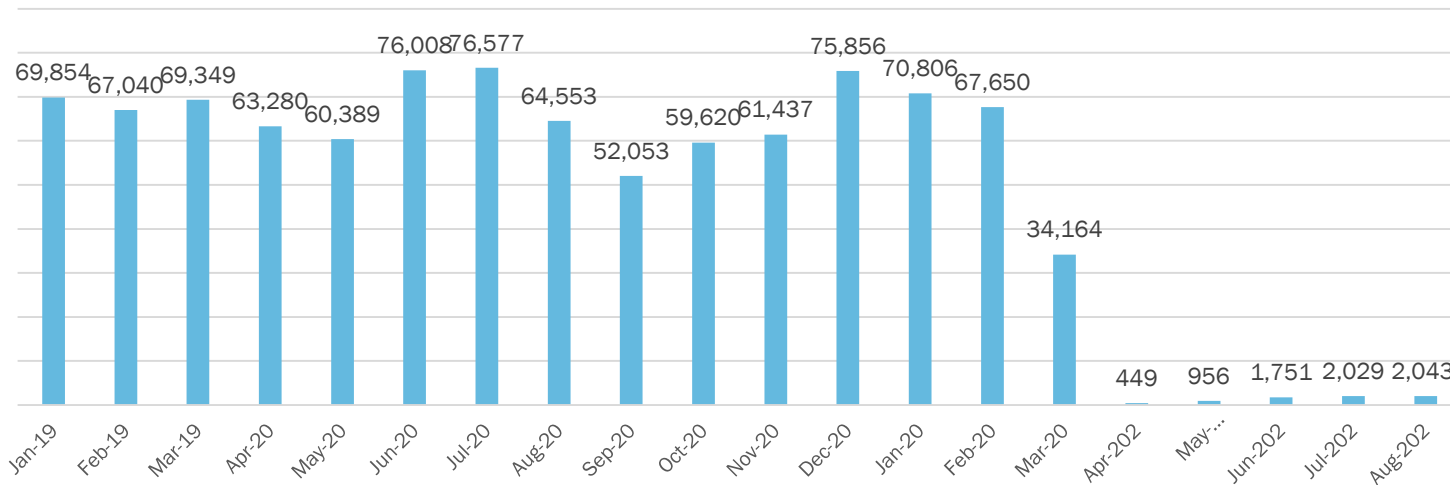


## Job Loss (Maui county 2<sup>nd</sup> Qtr 2020)

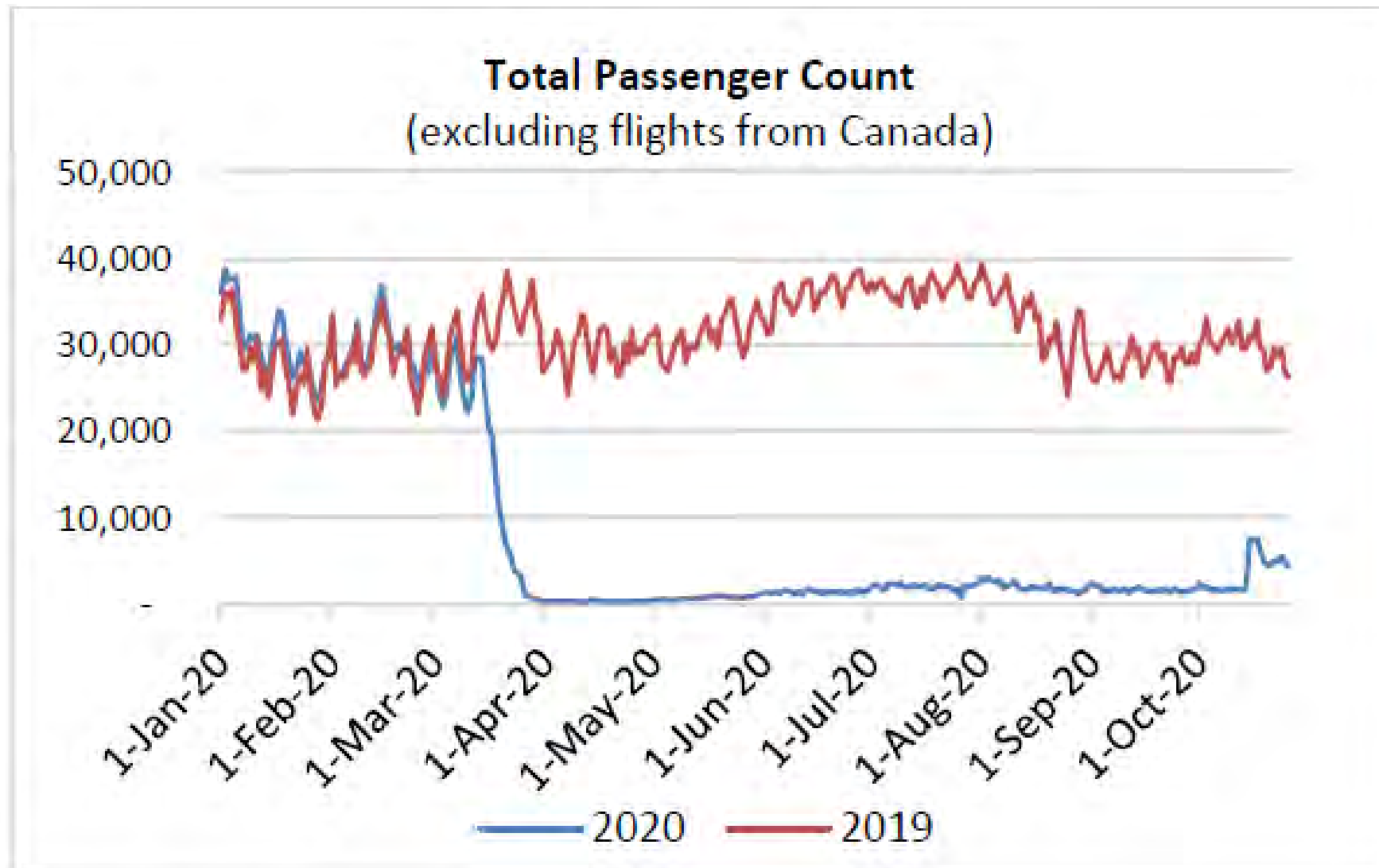


**-30.4%**  
Unemployment Rate

## AVERAGE DAILY CENSUS



# Total Passenger Count





# Why Are We Doing A Destination Management Action Plan?

- Reset, Rebuild, Redefine the Visitor Industry for Maui
  1. Recovery
  2. Rebuild to the Desired Visitor Industry
- Collaboration with our counties, communities, visitor industry, and other state/county agencies to define and set the direction for tourism.
- Improve current or develop new tourism products and offerings
- Establish better systems for destination management



## Identify Appropriate Balance

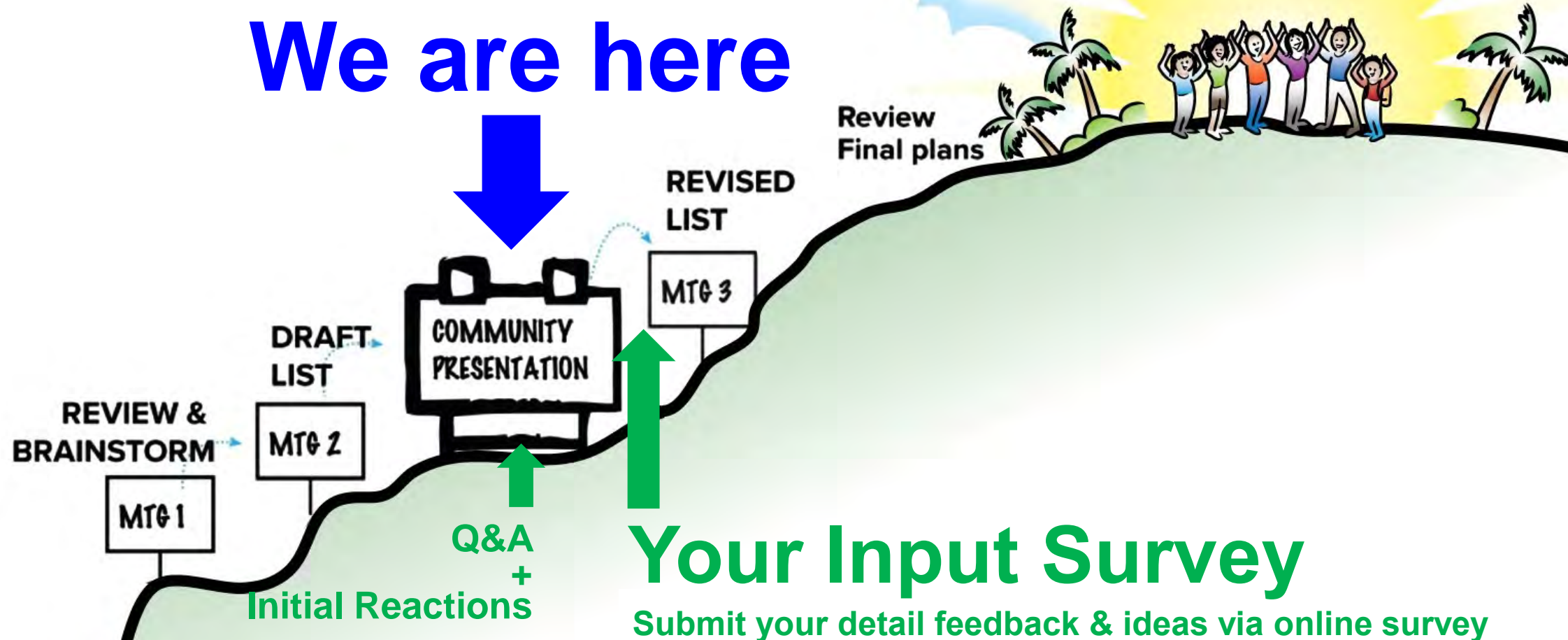
The economic benefits of tourism and impact on local services, natural and cultural resources, and residents' quality of life.

# Where we are in this multi-step process:

## Island Destination Management Action Plans

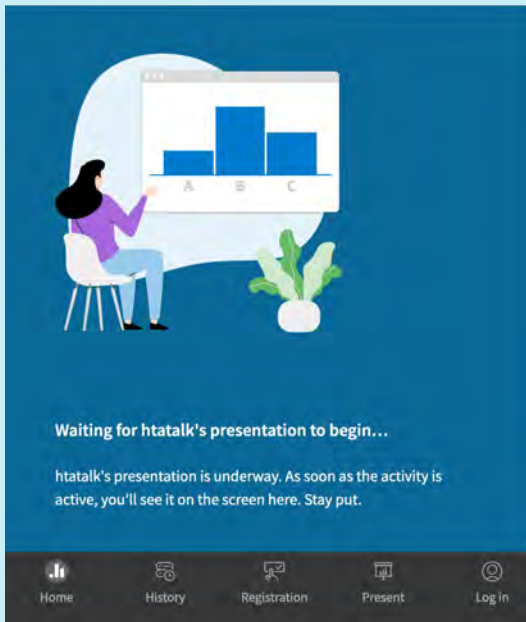
For a mutually satisfying experience of tourism for residents & visitors while preserving or improving economic benefits

# We are here

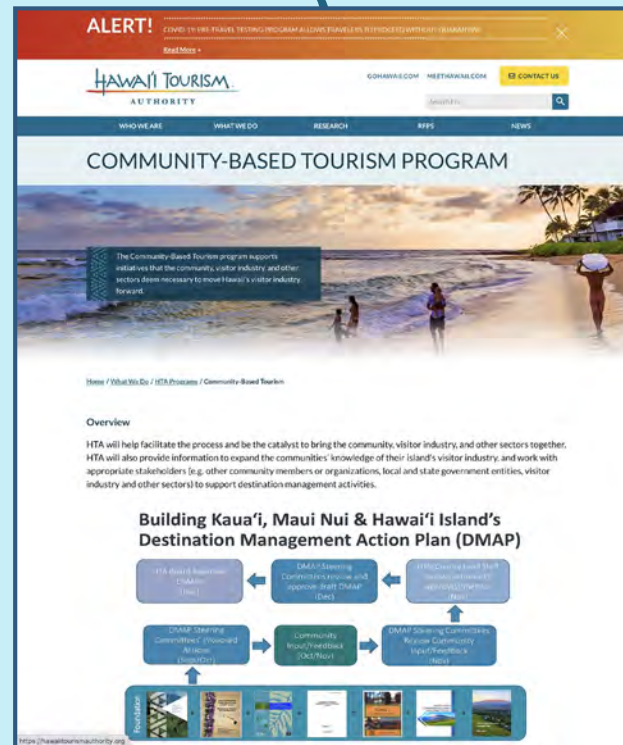


# We Want to Hear From You!

**LIVE**  
General reactions:  
[Pollev.com/HTAtalk](https://pollev.com/HTAtalk)



**Today through (Nov 9)**  
**Detail input:**  
([bit.ly/MauiDMAPForm](https://bit.ly/MauiDMAPForm))



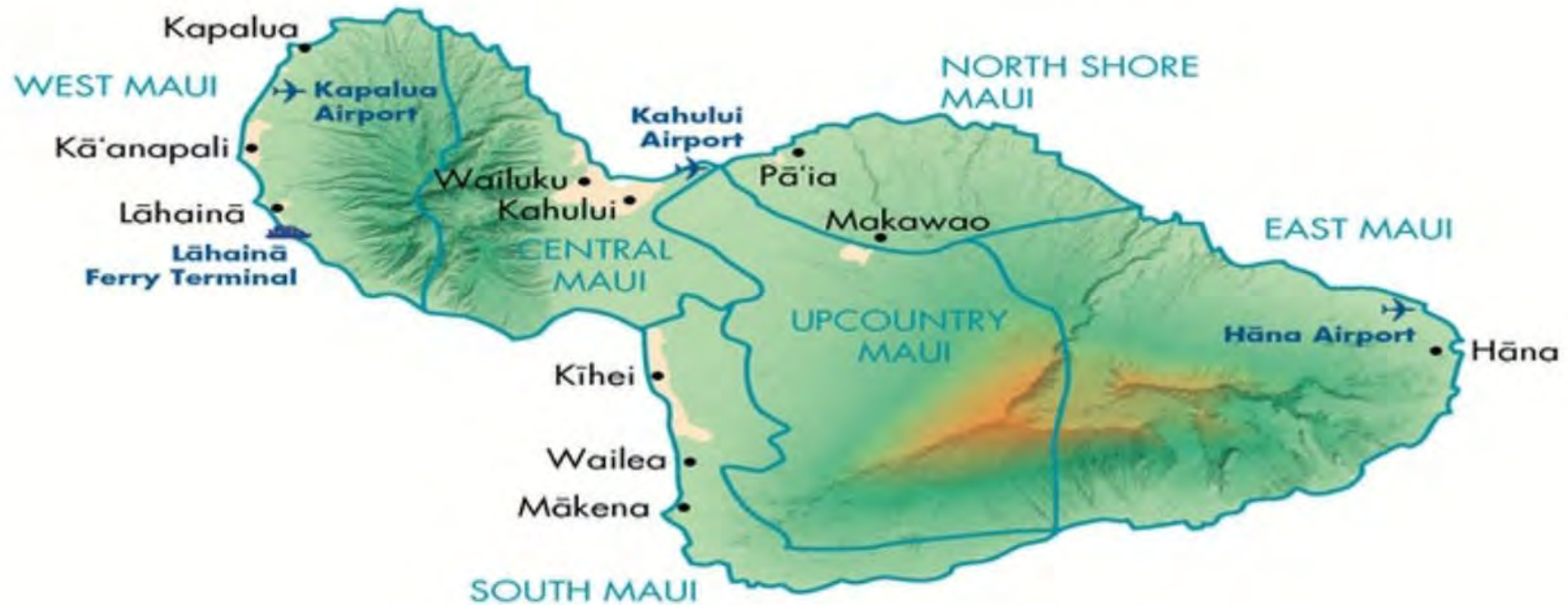
- **What HTA will do with the input:**
  - **Compile and consider**
  - **Revise action list based on input**
  - **All comments available for public viewing**



# Q&A Project & Planning



# Click on the map to show where you live.





# Steering Committee Process



# Maui DMAP Steering Committee Members



**Seward Akahi**  
Hertz  
Paukukalo



**Sherry Duong**  
Maui Visitors &  
Convention Bureau  
Nāpili



**Kawika Freitas**  
Old Lahaina Lū'au  
Makawao



**Toni Davis**  
Activities & Attractions  
Association  
Makawao



**Jin Prugsawan**  
Haleakalā National Park  
Makawao



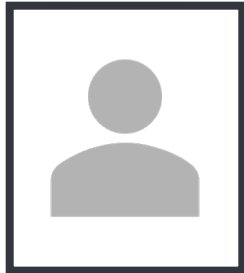
**Anne Rillero**  
Maui Nui Marine  
Resource Council  
Kula



**Pamela Tumpap**  
Maui Chamber of  
Commerce  
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**John White**  
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Kauaheha, Wailuku



**Kau'i Kanaka'ole**  
Ala Kukui Hāna Retreat  
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**Kyoko Kimura**  
Aqua-Aston Hospitality  
Wailea



**Marvin Moniz**  
State Dept of  
Transportation - Airports



**Andrew Rogers**  
Ritz Carlton  
Kapalua



**Brian Yano**  
Outlets of Maui  
Kihei

# Process Overview – Reviewed Plans/Strategies/Vision

2

## MAUI ISLAND STRATEGIC PLAN OVERVIEW (re)Orientation

### HTA Mission

To strategically manage Hawai'i Tourism in a manner that is consistent with economic goals, cultural values, preservation of natural resources, community desires and visitor industry needs.

**MAUI NUI VISION:**  
A visitor industry that successfully and proactively partners with other businesses, nonprofits, and government to balance the interests of community, culture, environment, and visitors.

#### MAUI NUI STRATEGIES

**COMMUNITY** We will convene frequent "talk-story" conversations with the community about the industry, including its benefits and costs.

**VISITORS** We will continue to rely on our existing North American markets, but also explore sustainable strategies for attracting more international visitors.

**CULTURE** We will engage industry leaders in expanding and enhancing authentic visitor experiences that foster appreciation of our Hawaiian culture as well as our multi-cultural heritage.

**ENVIRONMENT** We will increase efforts to minimize impacts on our natural environment as well as on our infrastructure, and to feature environmental quality in marketing and visitor experiences.

#### SATISFACTION

**RESIDENT Survey:** Agree tourism brings more benefits than problems, and agree tourism positively affects you/family.

**VISITOR Survey:** Overall Hawai'i vacation rating; exceeded expectations; likely to recommend Hawai'i; likely to revisit in next five years

### 2025 Hawai'i Tourism Vision

*Ho'oulu (Grow) the uniqueness & integrity of the Native Hawaiian culture & community*  
Provide a unique, memorable, & enriching visitor experience;  
Generate clear community benefits  
Responsibly manage tourism-related impacts and issues;  
Support a vital and substantial economy

#### Island Tourism Vision

**Vision elements:** Stay ahead of the competition, excellence in service and experience, sustainable, accessibility, environment, authentic experiences, Hawaiian culture

### Key Performance Indicators

#### VISITOR SPENDING

**DAILY SPEND**  
Maintain or increase

2019 Maui Avg  
PPPD: \$211.70

**TOTAL SPEND**  
Maintain or increase

2019 Maui Total  
spend: \$5,128.0  
million

From Maui County CEDS 2016\* and Maui County Tourism Industry Strategic Plan55

### Island Strategies

#### TRANSPORTATION

- Promote airlift increase.
- Expand airport terminal capacity and runway capacity.
- Develop ocean/ferry service.\*

#### CUSTOMS & IMMIGRATION

- Support pre-clearance for Maui visitors from international markets.
- Advocate if necessary for customs and immigration facility at Kahului Airport.\*

#### REMAIN A COMPETITIVE DESTINATION

- Improve infrastructure (roads, parks, restrooms, broadband, wireless, etc.).
- Maintain clean beaches and parks.
- Encourage investment and revitalization of visitor accommodations.
- Create expedited "one-stop shop" for event permits.
- Create a plan for sustainable eco-tourism that accounts for environmental protection and alien species mitigation.\*

#### MAINTAIN/IMPROVE VISITOR SATISFACTION

- Maintain and improve infrastructure (parks, beach sanitation, etc.).\*
- Support excellence in customer service experience ("with aloha")\*
- Improve road infrastructure to West Maui and Hana (Keanae to Kahikinui).\*

#### IMPROVE FACILITIES

- Encourage/incentivize revitalization and upgrades to visitor accommodations.\*
- Expedite permitting process for buildings, renovation.\*

#### TYPES OF TOURISM\*

- Ecotourism
- Agritourism
- Voluntourism
- Sports tourism
- Medical tourism through health & wellness retreats

### Propelling Strategies (4 Pillars)

Natural Resources

Respect our Natural & Cultural Resources

Hawaiian Culture

Support Native Hawaiian culture & community

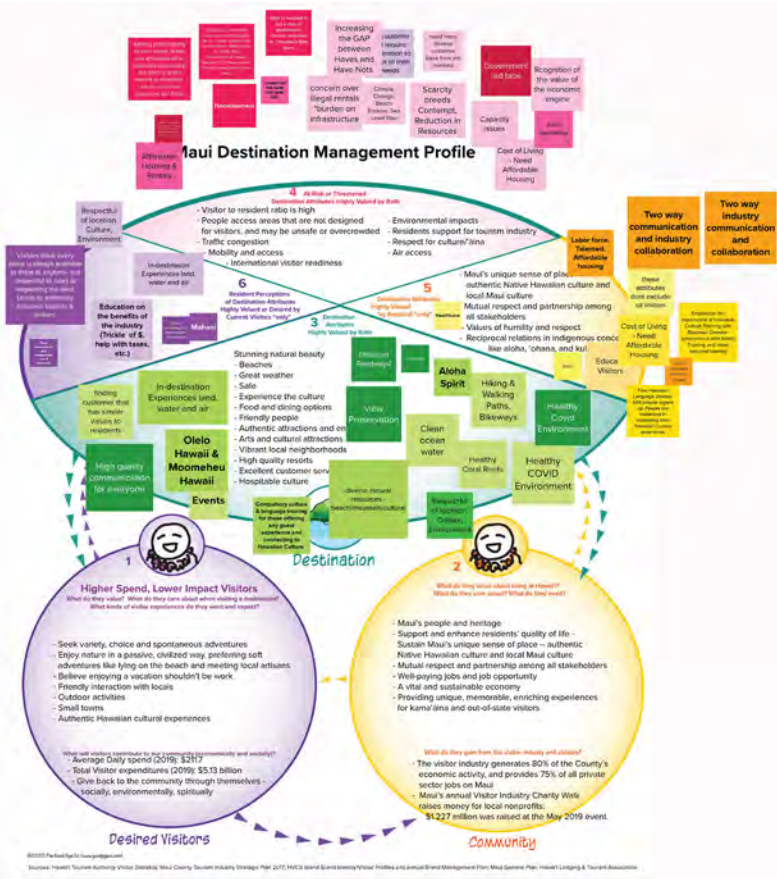
Community

Ensure Tourism & Communities Enrich Each Other

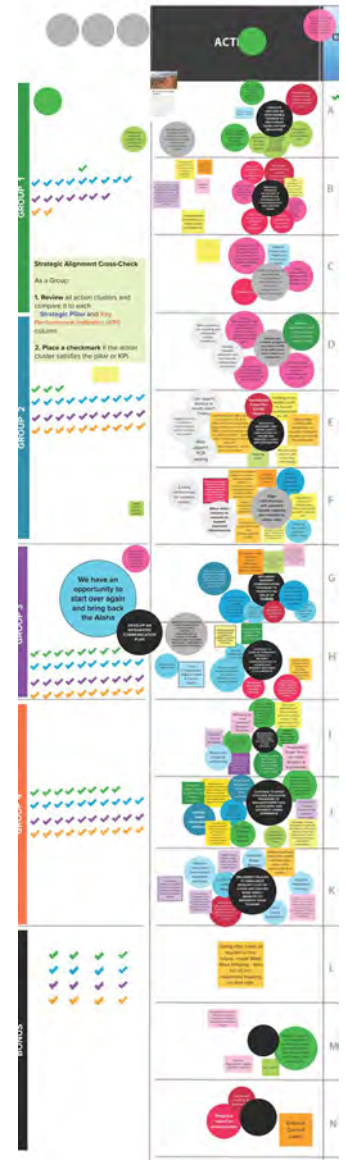
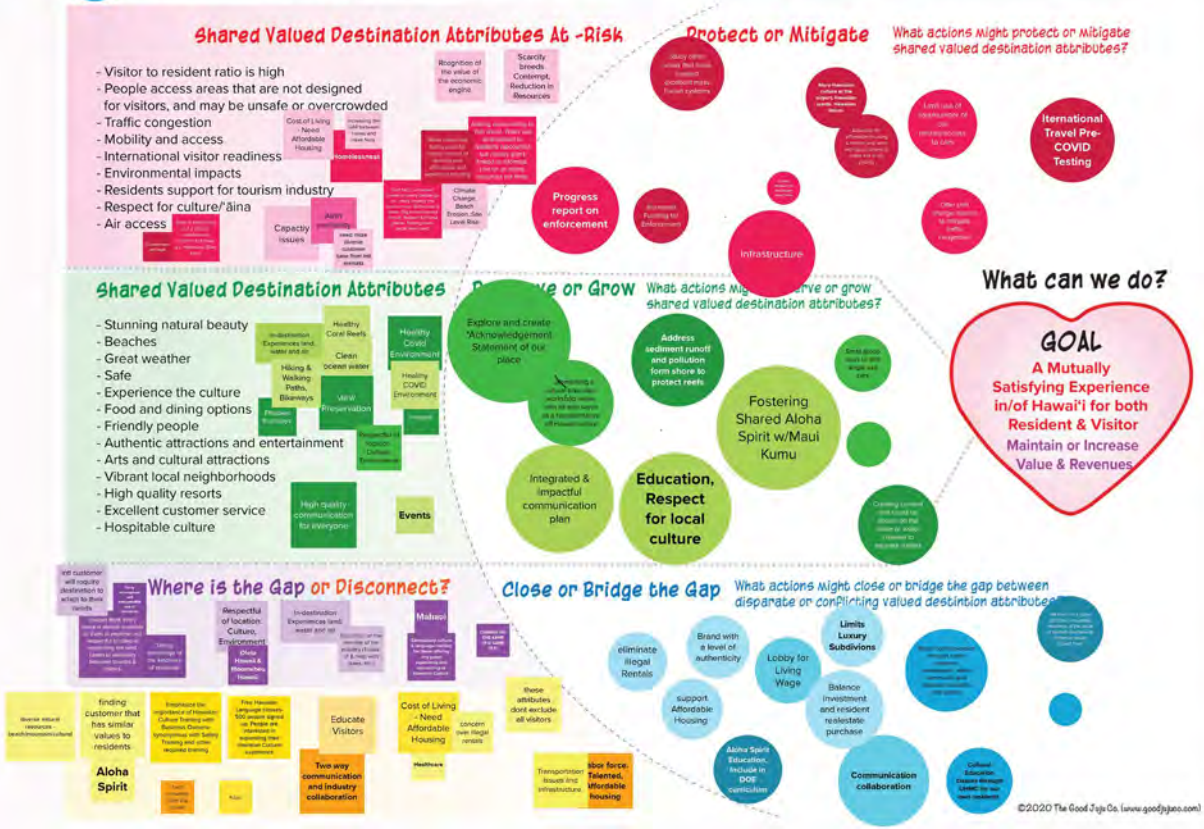
Globally Competitive Brand Marketing

Protect & enhance Hawai'i's brand in a way that is coordinated, authentic, market-appropriate; & supports Hawai'i's economy.

# The Steering Committee's Work...



## 8 Brainstorm Strategic Actions



# Proposed Anchor Action Summary

## Respect for Natural & Cultural Resources

Initiate, fund, and continue programs to protect the health of coral reefs, clean ocean water, native fish and marine wildlife, as well as land-based ecosystems, and biosecurity.

## Support for Native Hawaiian Culture & Community

Develop and implement marketing with place-based authenticity to attract visitors and reinforce this authenticity to visitors during their stay on Maui.

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

## Ensure Tourism & Communities Enrich Each Other

Ensure more direct benefits to residents from tourism.

Implement resident communications program to promote the value of tourism.

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

Align infrastructure with County projections.

Continue to reach out to the community to understand resident sentiment and to promote collaboration.

## Strengthen Tourism Contribution

Create County and/or State Cabinet level position with hospitality background to provide tourism updates and facilitate progress to residents and elected officials.

Implement a Responsible Tourism marketing communications program to educate visitors both pre- and post-arrival with specific information about safe and respectful travel.

Develop and implement new travel safety regulations to ensure and promote a COVID-safe destination.

### GOAL

A Mutually Satisfying Experience in/of Hawai'i for both Resident & Visitor  
Maintain or Increase Value & Revenues

Increase funding for enforcement, enforce current laws, and provide progress report on enforcement.

Implement policies to rebalance residents' cost-of-living.

Address impacts of sea level rise, including repair and rebuilding of roads and properties to ensure resilience.

Work on reducing our reliance on tourism as our sole economic driver.

## Island Resource Management



# Proposed Draft High-Level Actions

By Maui DMAP Steering  
Committee

# Proposed Anchor Action



## Respect for Natural & Cultural Resources

Initiate, fund, and continue programs to protect the health of coral reefs, clean ocean water, native fish and marine wildlife, as well as land-based ecosystems, and biosecurity.

- Questions? Post them in Q&A

# Proposed Anchor Actions



## Support for Native Hawaiian Culture & Community

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# Proposed Anchor Actions



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- Questions? Post them in Q&A

# Proposed Anchor Actions



## Ensure Tourism & Communities Enrich Each Other (continue)

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

Align infrastructure with County projections.

- Questions? Post them in Q&A

# Proposed Anchor Action



## Strengthen Tourism Contribution

Implement a **Responsible Tourism marketing communications program** to educate visitors both pre- and post-arrival with specific information about safe and respectful travel.

Develop and implement **new travel safety regulations** to ensure and promote a COVID-safe destination.

Create **County and/or State Cabinet level position with hospitality background** to provide tourism updates and facilitate progress to residents and elected officials.

- Questions? Post them in Q&A

# Proposed Anchor Action



## Island Resource Management

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# Q&A Draft Actions

# Proposed Anchor Action Summary

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**Go to [pollev.com/HTAtalk](https://pollev.com/HTAtalk) to submit your response**

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## Island Resource Management

Implement policies to rebalance residents' cost-of-living.

Address impacts of sea level rise, including repair and rebuilding of roads and properties to ensure resilience.

Work on reducing our reliance on tourism as our sole economic driver.

# Which actions do you believe will lead to a mutually satisfying resident and visitor experience AND preserve or boost economic benefits on Maui. (Use as many or few responses as you like.)

Initiate, fund, and continue programs to protect the health of coral reefs, clean ocean water, native fish and marine wildlife, as well as land-based ecosystems, and biosecurity.

Develop and implement marketing with place-based authenticity to attract visitors and reinforce this authenticity to visitors during their stay on Maui.

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

Ensure more direct benefits to residents from tourism.

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

Align infrastructure with County projections.

Implement resident communications program to promote the value of tourism.

Continue to reach out to the community to understand resident sentiment and to promote collaboration.

Create County and/or State Cabinet level position with hospitality background to provide tourism updates and facilitate progress to residents and elected officials.

Implement a Responsible Tourism/marketing communications program to educate visitors both pre- and post-arrival with specific information about safe and respectful travel.

Develop and implement new travel safety regulations to ensure and promote a COVID-safe destination.

Increase funding for enforcement, enforce current laws, and provide progress report on enforcement.

Implement policies to rebalance residents' cost-of-living.

Address impacts of sea level rise, including repair and rebuilding of roads and properties to ensure resilience.

Work on reducing our reliance on tourism as our sole economic driver.

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## What other important Anchor Actions should be considered or added?

- A Initiate, fund, and continue programs to protect the health of coral reefs, clean ocean water, native fish and marine wildlife, as well as land-based ecosystems, and biosecurity.
- B Develop and implement marketing with place-based authenticity to attract visitors and reinforce this authenticity to visitors during their stay on Maui.
- C Continue to offer cultural education/training programs to enhance and perpetuate aloha, mālama and kuleana and the authentic Hawai'i experience.
- D Ensure more direct benefits to residents from tourism.
- E Develop & promote initiatives to improve the experience of transportation & ground travel.
- F Align infrastructure with County projections.
- G Implement resident communications program to promote the value of tourism.
- H Continue to reach out to the community to understand resident sentiment and to promote collaboration.
- I Create County and/or State Cabinet level position with hospitality background to provide tourism updates and facilitate progress to residents and elected officials.
- J Implement a Responsible Tourism marketing communications program to educate visitors both pre- and post-arrival with specific information about safe and respectful travel.
- K Develop and implement new travel safety regulations to ensure and promote a COVID-safe destination.
- L Increase funding for enforcement, enforce current laws, and provide progress report on enforcement.
- M Implement policies to rebalance residents' cost-of-living.
- N Address impacts of sea level rise, including repair and rebuilding of roads and properties to ensure resilience.
- O Work on reducing our reliance on tourism as our sole economic driver.



**"Hot Spots"- List areas/sites you feel are or may become over-crowded, too heavily impacted, or have other tourism related issues and should be managed more intentionally, if any.**

# Next Steps?

## Community:

- Submit meeting evaluation.
- Complete online input webform: [bit.ly/MauiDMAPForm](https://bit.ly/MauiDMAPForm) (Nov 9)
- Go to [HawaiiTourismAuthority.org](https://hawaii-tourism-authority.org) for
  - Answers to tonight's questions (early-mid Nov)
  - Community input survey results (early-mid Nov)

## Maui Steering Committee:

- Will meet in mid-November to review and finalize proposed draft actions.





*'A'ōhe hana nui ke alu 'ia.*  
No task is too big when done together by all.



# Mahalo

[www.hawaiitourismauthority.org](http://www.hawaiitourismauthority.org)

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