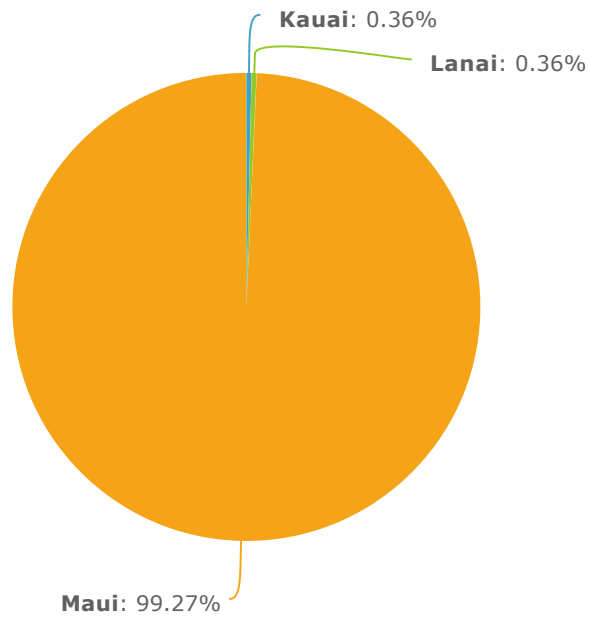


Summary Report

Community Input to Maui section for Maui Nui Destination Management Action Plan

1. What island do you reside on? Response is required.

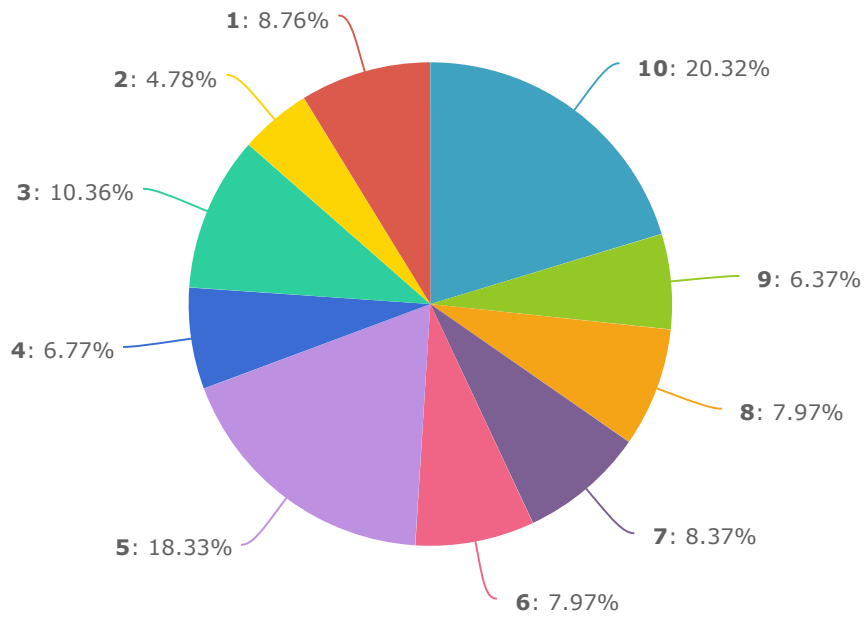












Hawaii	0.00%		0
Kauai	0.36%		1
Lanai	0.36%		1
Maui	99.27%		272
Molokai	0.00%		0
Oahu	0.00%		0
Total Responses			274
Skipped			33

2. What is your residential zip code? Response is Required.

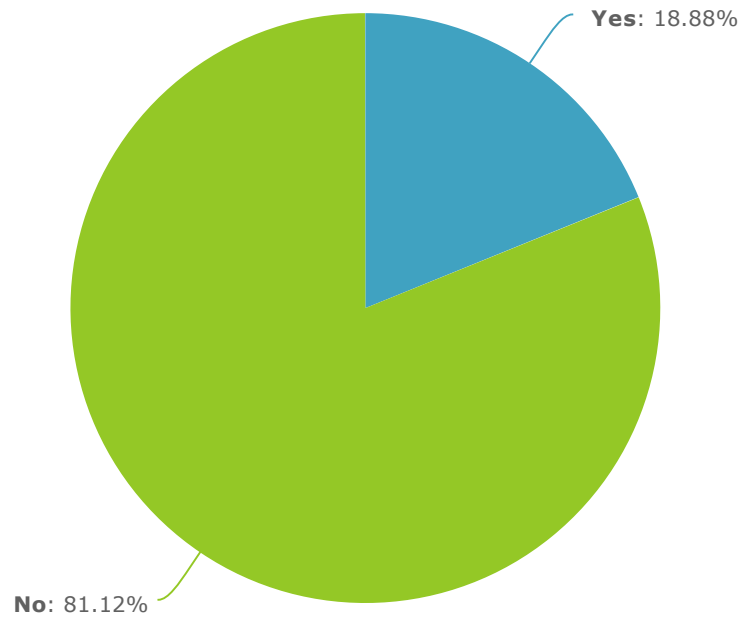
Count	Response
64	96708
1	96709
3	96713
8	96732
48	96753
1	96758
42	96761
49	96768
7	96779
3	96788
11	96790
23	96793
1	97893
2	98373
<hr/>	
	Total Responses 263
	<hr/>
	Skipped 44

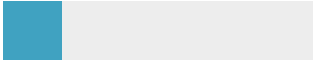

3. Using a 10-point scale, where **10** means **Completely Agree** and **1** means **Do Not Agree At All**, how much do you agree or disagree that tourism has brought more benefits than problems. Response is Required.



10	20.32%		51
9	6.37%		16
8	7.97%		20
7	8.37%		21
6	7.97%		20
5	18.33%		46
4	6.77%		17
3	10.36%		26
2	4.78%		12
1	8.76%		22
Total Responses			251
Skipped			56

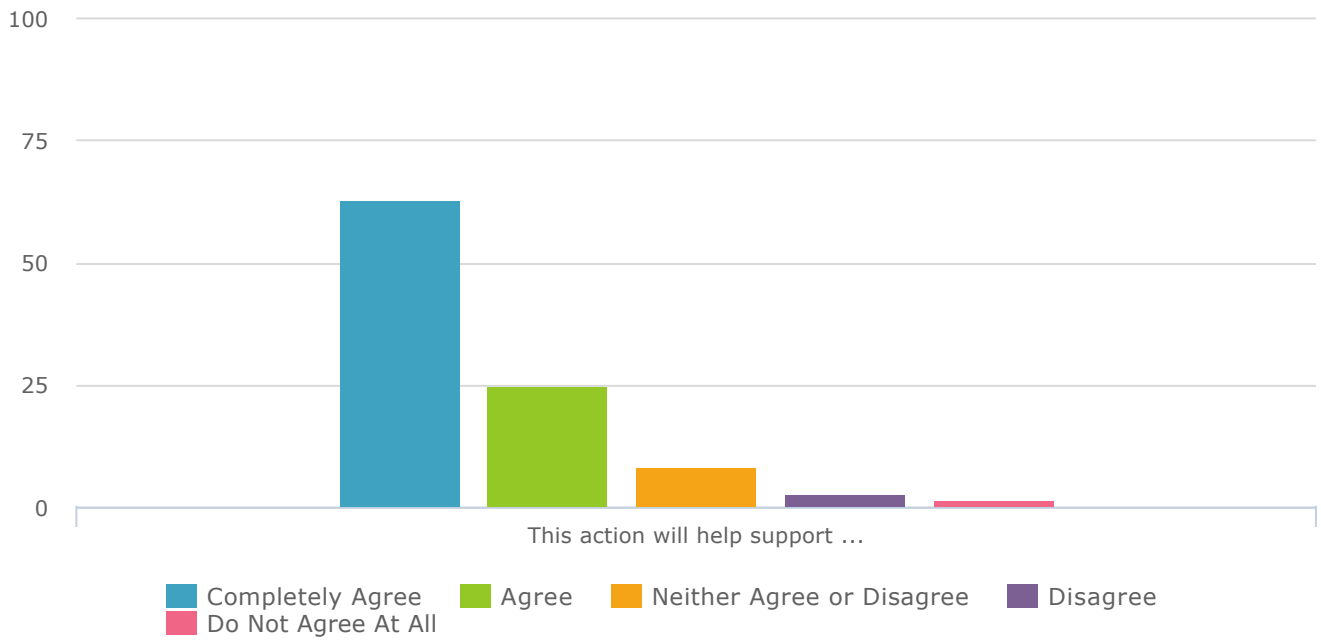
4. Did you attend the Maui Destination Management Action Plan Community Meeting?



Yes	18.88%		47
No	81.12%		202
Total Responses			249
Skipped			58

5. Action: 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.

How much do you agree or disagree with the statement below:



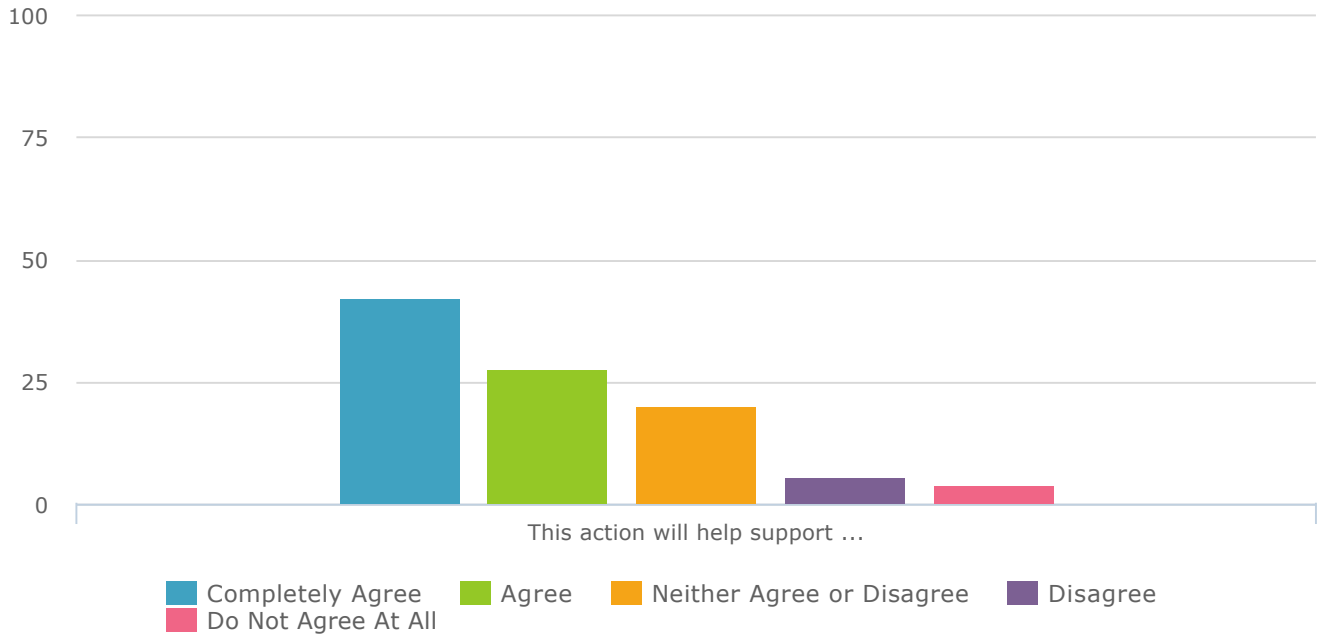
	Completely Agree	Agree	Neither Agree or Disagree	Disagree	Do Not Agree At All	Responses
This action will help support a mutually satisfying resident and visitor experience and preserve or boost economic benefits.	146 62.66%	58 24.89%	19 8.15%	6 2.58%	4 1.72%	233

Total Responses 233

Skipped 74

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

How much do you agree or disagree with the statement below:

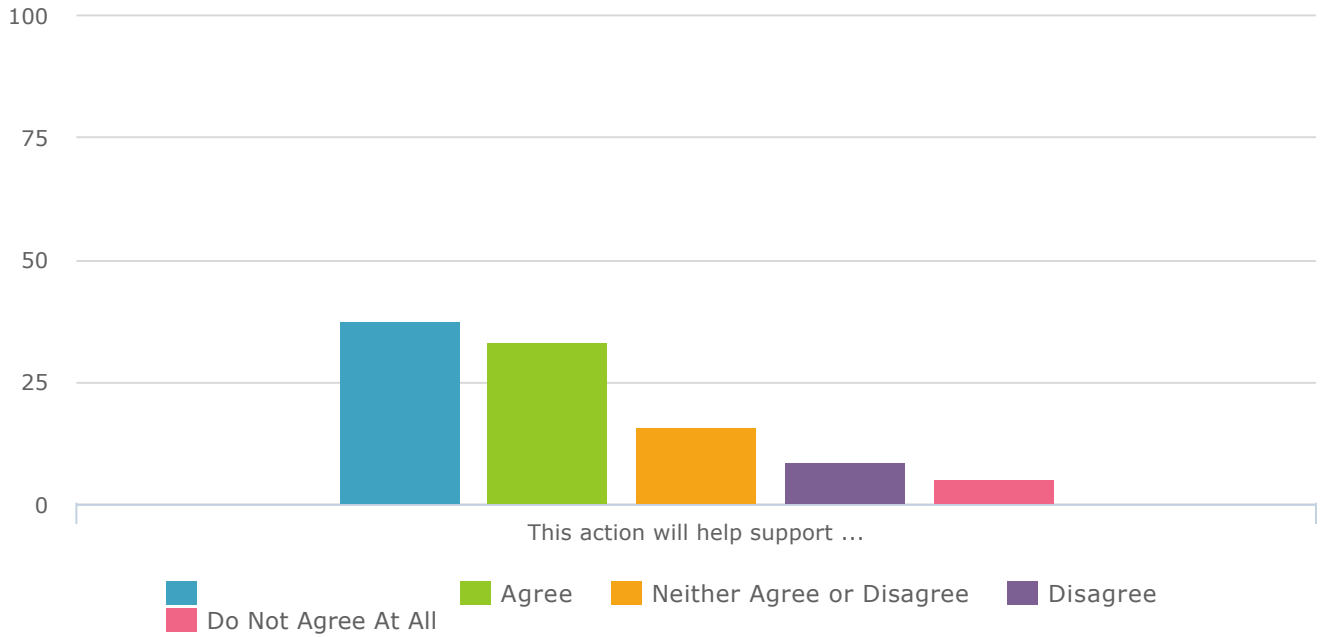


	Completely Agree	Agree	Neither Agree or Disagree	Disagree	Do Not Agree At All	Responses
This action will help support a mutually satisfying resident and visitor experience and preserve or boost economic benefits.	96 42.29%	63 27.75%	46 20.26%	13 5.73%	9 3.96%	227

Total Responses	227
Skipped	80

7. Action: Continue to offer education/training programs to enhance and perpetuate aloha, malama and kuleana and the authentic Hawaii experience.

How much do you agree or disagree with the statement below:

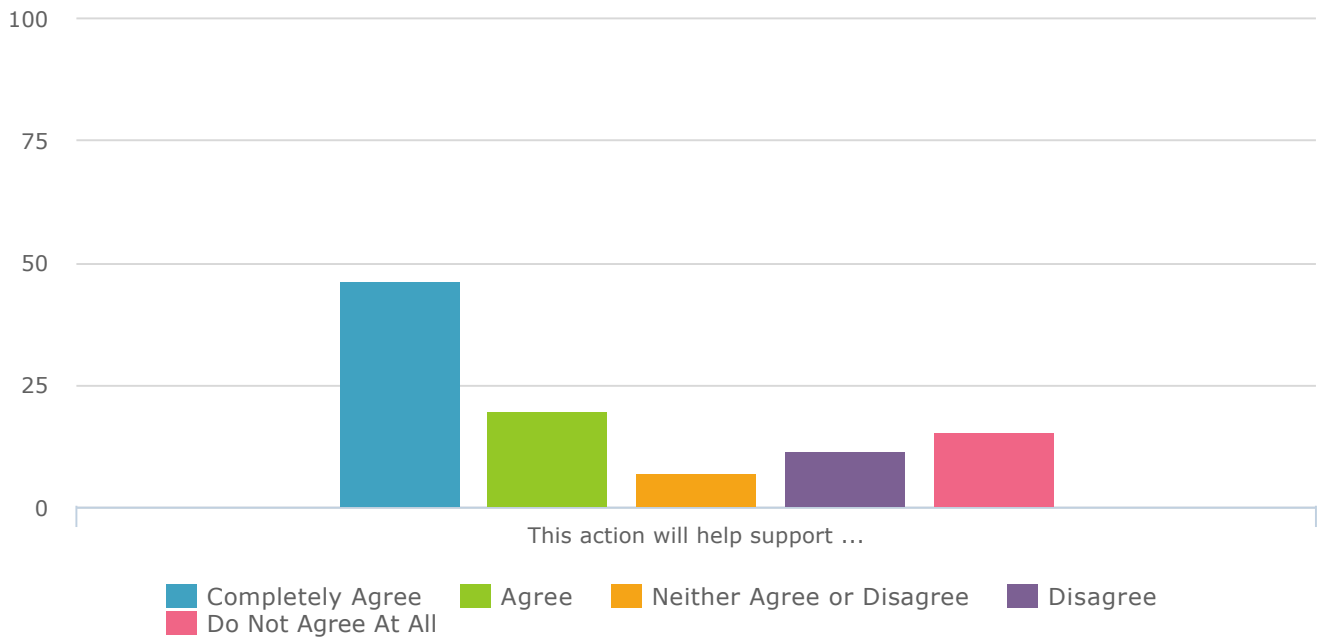


	Completely Agree	Agree	Neither Agree or Disagree	Disagree	Do Not Agree At All	Responses
This action will help support a mutually satisfying resident and visitor experience and preserve or boost economic benefits.	83 37.56%	73 33.03%	35 15.84%	19 8.60%	11 4.98%	221

Total Responses 221

Skipped 86

8.Action: Ensure more direct benefits to residents from tourism.
How much do you agree or disagree with the statement below:

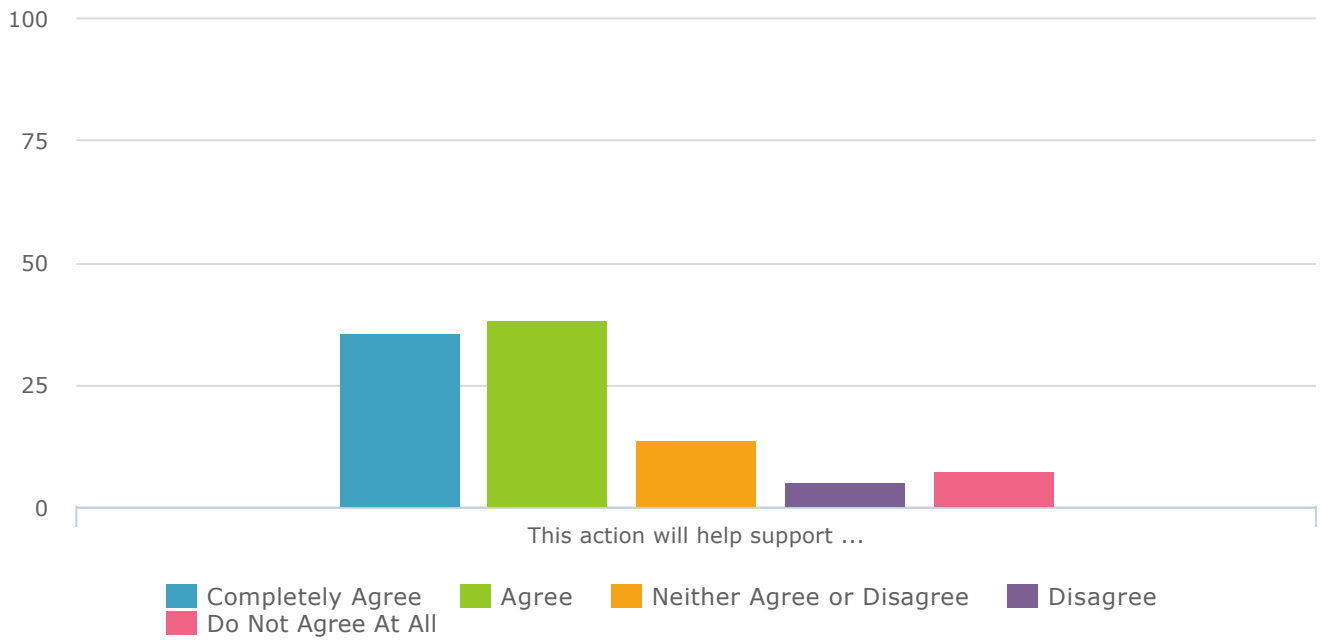


	Completely Agree	Agree	Neither Agree or Disagree	Disagree	Do Not Agree At All	Responses
This action will help support a mutually satisfying resident and visitor experience and preserve or boost economic benefits.	101 46.12%	43 19.63%	16 7.31%	25 11.42%	34 15.53%	219

Total Responses 219

Skipped 88

9. Action: Implement resident communications program to promote the value of tourism.
 How much do you agree or disagree with the statement below:

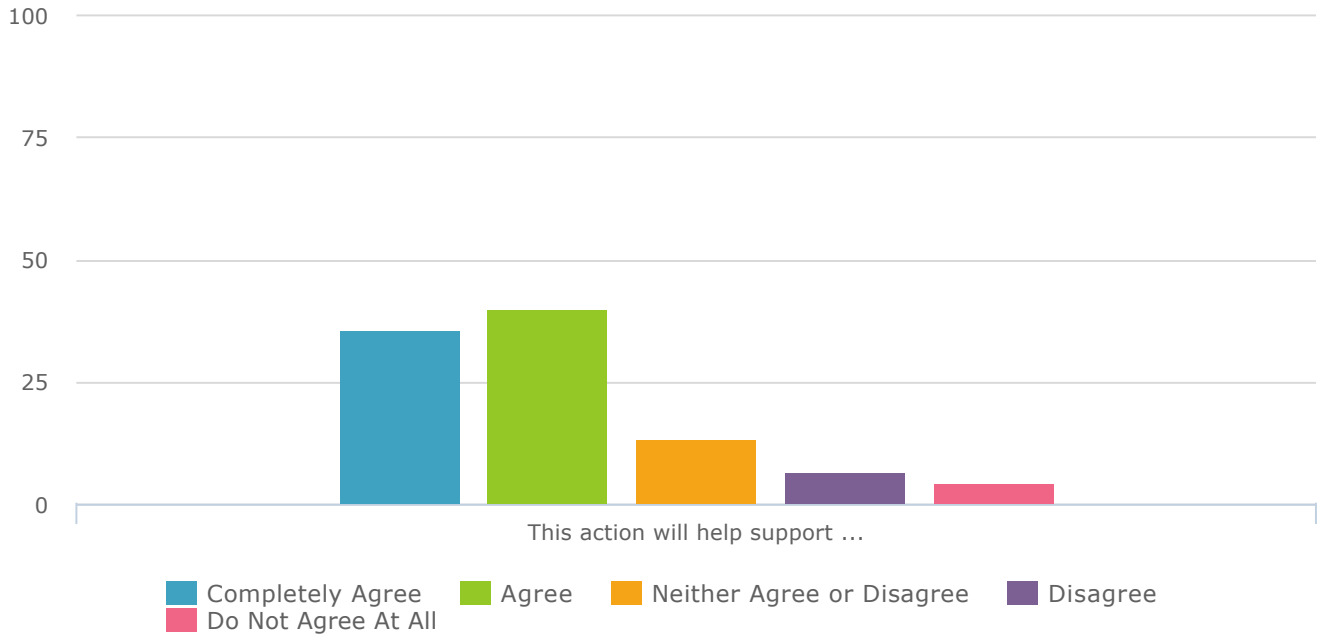


	Completely Agree	Agree	Neither Agree or Disagree	Disagree	Do Not Agree At All	Responses
This action will help support a mutually satisfying resident and visitor experience and preserve or boost economic benefits.	77 35.48%	83 38.25%	30 13.82%	11 5.07%	16 7.37%	217

Total Responses	217
Skipped	90

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

How much do you agree or disagree with the statement below:

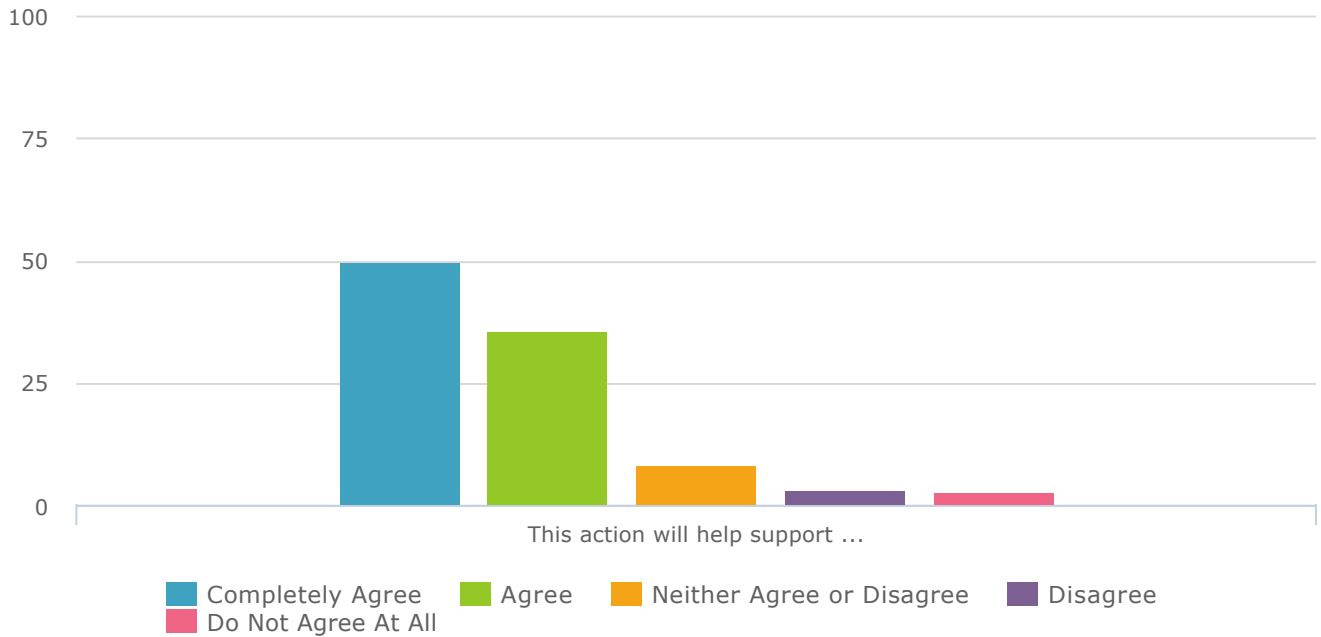


	Completely Agree	Agree	Neither Agree or Disagree	Disagree	Do Not Agree At All	Responses
This action will help support a mutually satisfying resident and visitor experience and preserve or boost economic benefits.	76 35.68%	85 39.91%	29 13.62%	14 6.57%	9 4.23%	213

Total Responses 213

Skipped 94

11. Action: Develop & promote initiatives to improve the experience of transportation & ground travel.
 How much do you agree or disagree with the statement below:



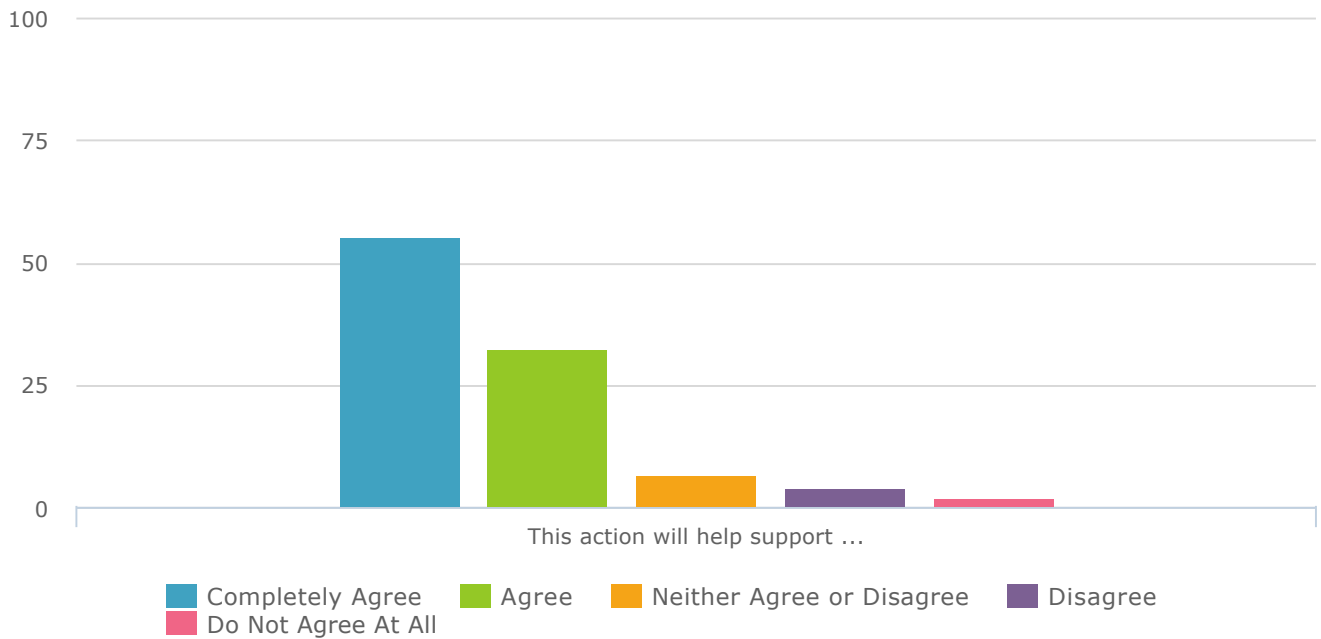
	Completely Agree	Agree	Neither Agree or Disagree	Disagree	Do Not Agree At All	Responses
This action will help support a mutually satisfying resident and visitor experience and preserve or boost economic benefits.	106 50.00%	75 35.38%	18 8.49%	7 3.30%	6 2.83%	212

Total Responses 212

Skipped 95

12. Action: Align infrastructure with County projections.

How much do you agree or disagree with the statement below:



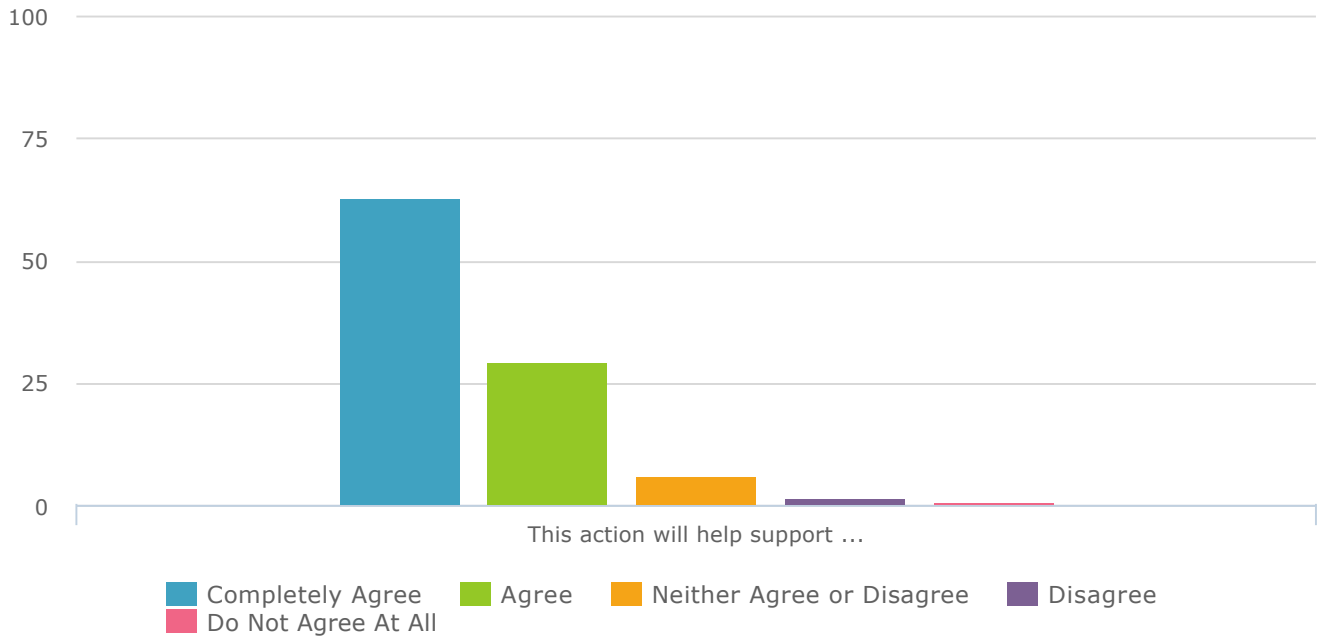
	Completely Agree	Agree	Neither Agree or Disagree	Disagree	Do Not Agree At All	Responses
This action will help support a mutually satisfying resident and visitor experience and preserve or boost economic benefits.	117 55.45%	68 32.23%	14 6.64%	8 3.79%	4 1.90%	211

Total Responses 211

Skipped 96

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

How much do you agree or disagree with the statement below:



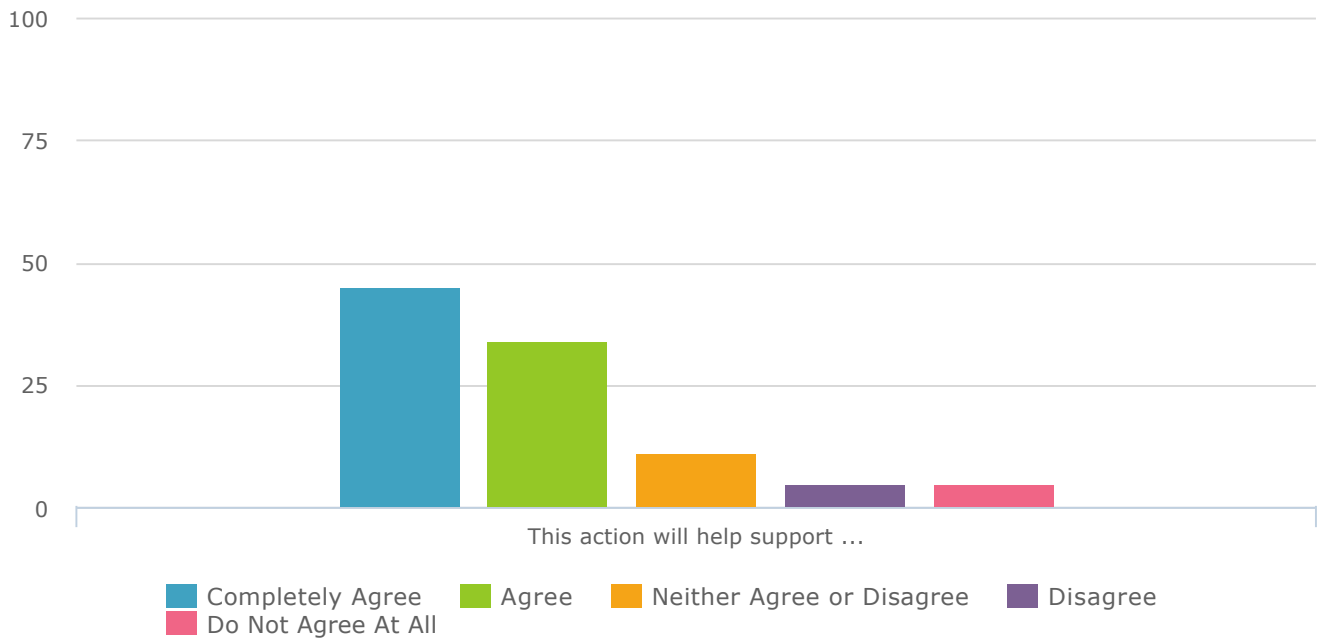
	Completely Agree	Agree	Neither Agree or Disagree	Disagree	Do Not Agree At All	Responses
This action will help support a mutually satisfying resident and visitor experience and preserve or boost economic benefits.	131 62.68%	61 29.19%	12 5.74%	3 1.44%	2 0.96%	209

Total Responses 209

Skipped 98

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

How much do you agree or disagree with the statement below:



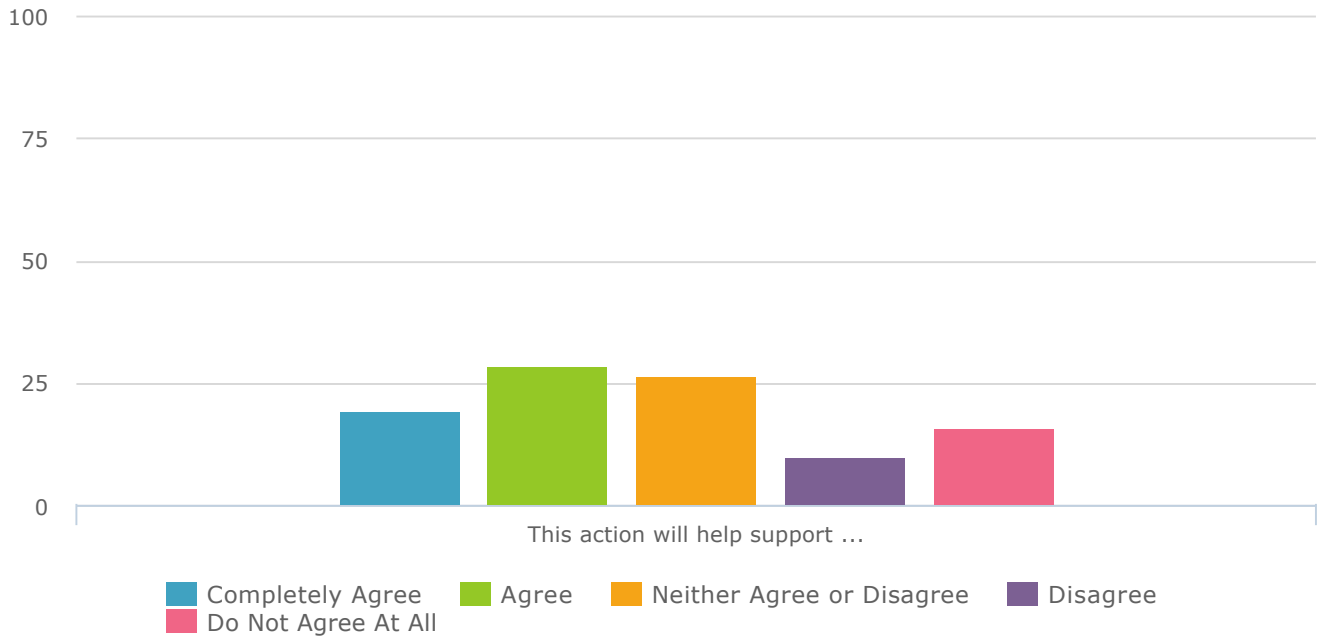
	Completely Agree	Agree	Neither Agree or Disagree	Disagree	Do Not Agree At All	Responses
This action will help support a mutually satisfying resident and visitor experience and preserve or boost economic benefits.	94 45.19%	71 34.13%	23 11.06%	10 4.81%	10 4.81%	208

Total Responses 208

Skipped 99

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

How much do you agree or disagree with the statement below:



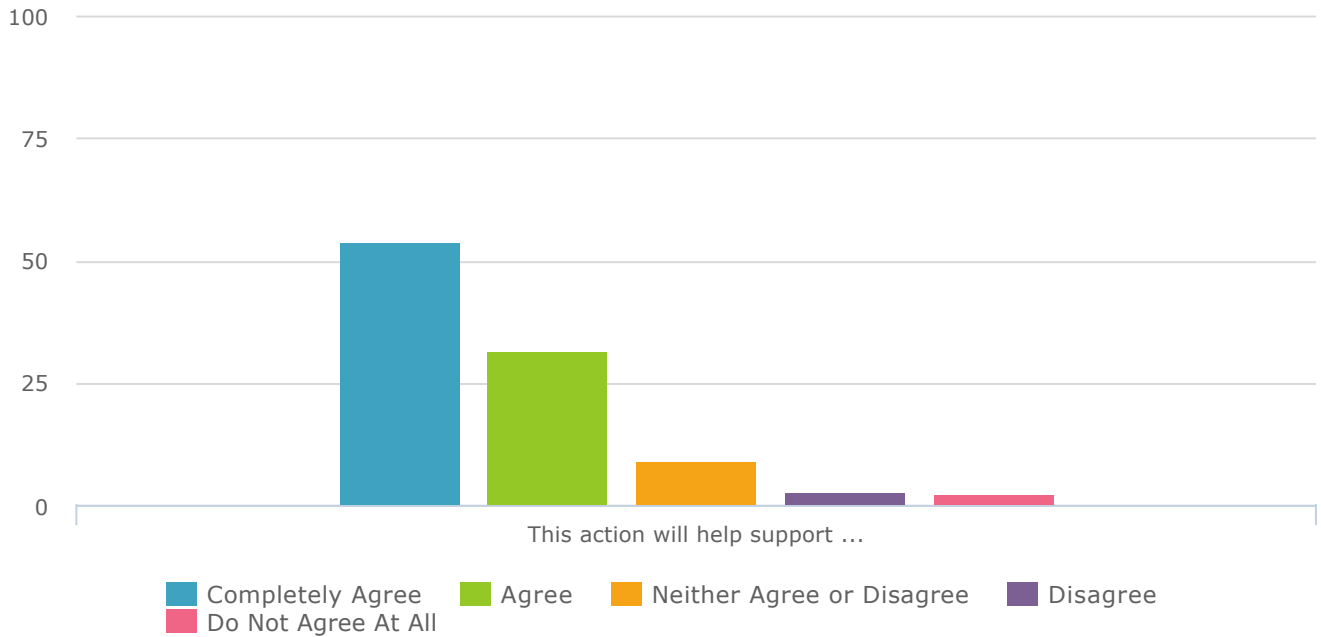
	Completely Agree	Agree	Neither Agree or Disagree	Disagree	Do Not Agree At All	Responses
This action will help support a mutually satisfying resident and visitor experience and preserve or boost economic benefits.	39 19.21%	58 28.57%	54 26.60%	20 9.85%	32 15.76%	203

Total Responses 203

Skipped 104

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

How much do you agree or disagree with the statement below:

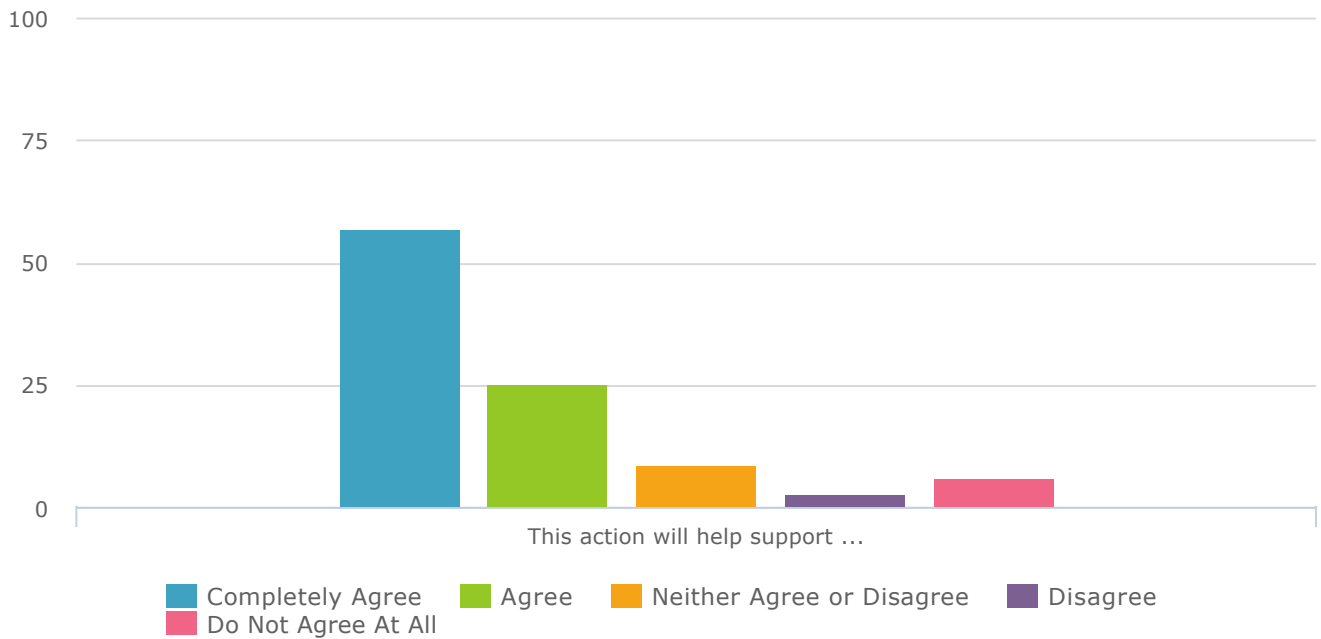


	Completely Agree	Agree	Neither Agree or Disagree	Disagree	Do Not Agree At All	Responses
This action will help support a mutually satisfying resident and visitor experience and preserve or boost economic benefits.	110 53.66%	65 31.71%	19 9.27%	6 2.93%	5 2.44%	205

Total Responses 205

Skipped 102

17. Action: Implement policies to rebalance residents' cost-of-living.
 How much do you agree or disagree with the statement below:

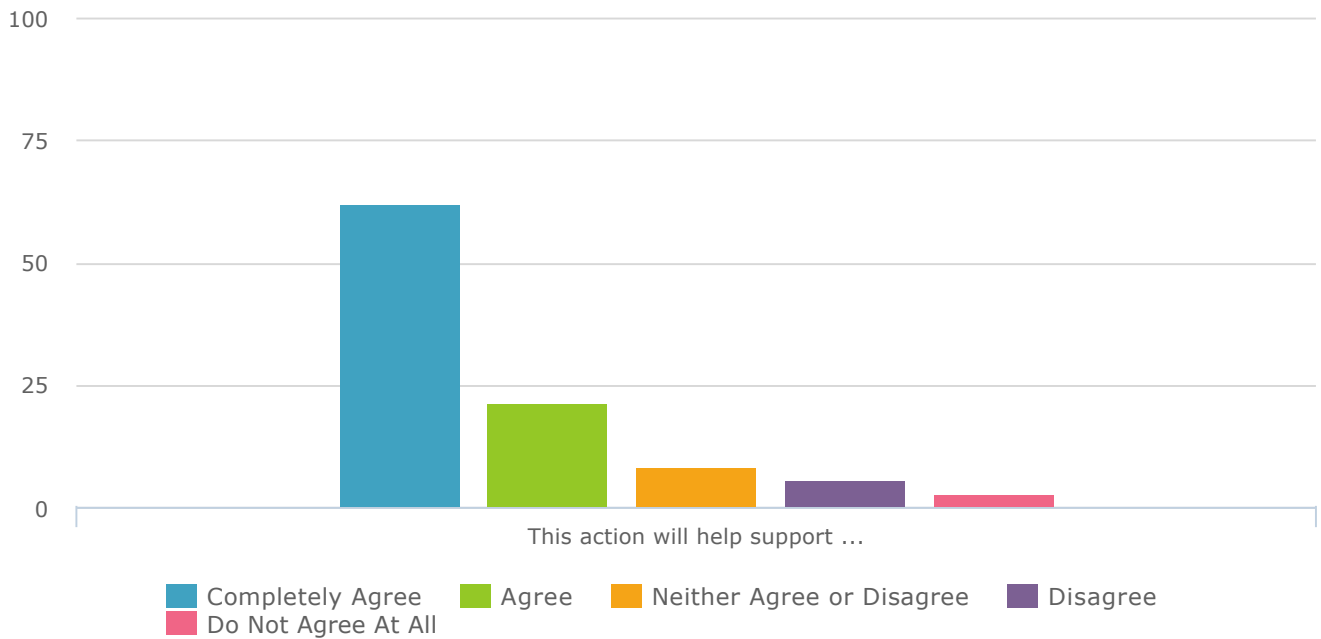


	Completely Agree	Agree	Neither Agree or Disagree	Disagree	Do Not Agree At All	Responses
This action will help support a mutually satisfying resident and visitor experience and preserve or boost economic benefits.	116 56.86%	52 25.49%	18 8.82%	6 2.94%	12 5.88%	204

Total Responses 204

Skipped 103

18. Action: Work on reducing our reliance on tourism as our sole economic driver.
 How much do you agree or disagree with the statement below:



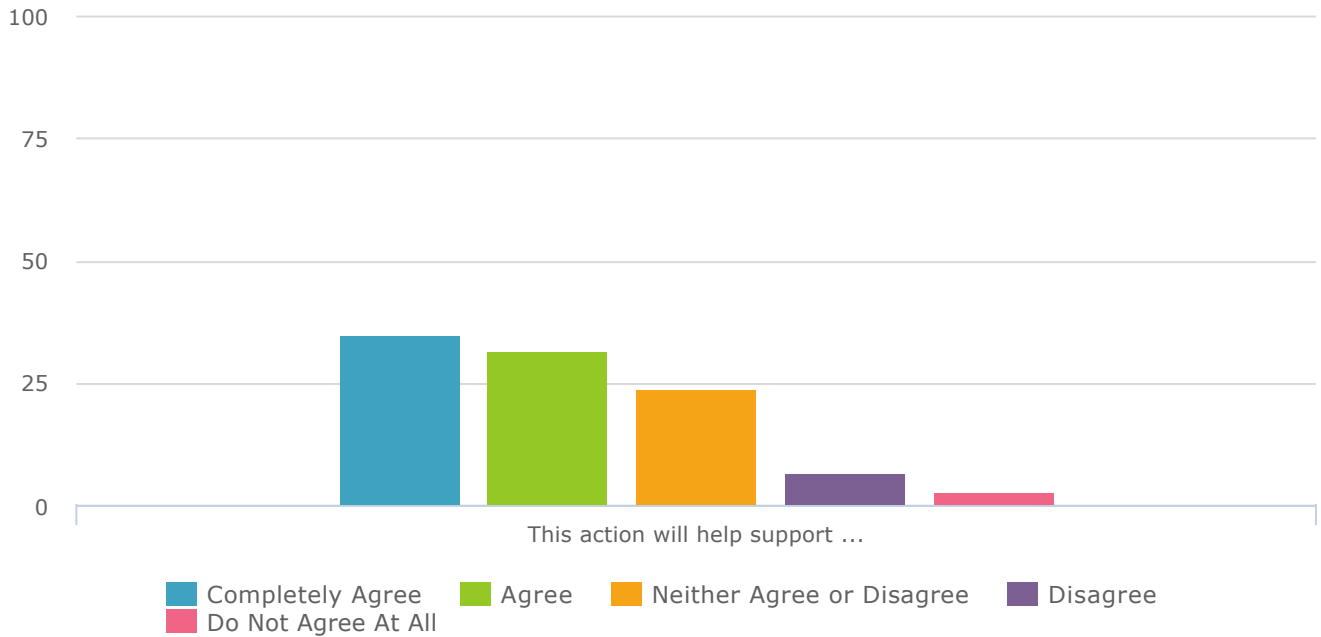
	Completely Agree	Agree	Neither Agree or Disagree	Disagree	Do Not Agree At All	Responses
This action will help support a mutually satisfying resident and visitor experience and preserve or boost economic benefits.	127 61.95%	44 21.46%	17 8.29%	11 5.37%	6 2.93%	205

Total Responses 205

Skipped 102

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

How much do you agree or disagree with the statement below:



	Completely Agree	Agree	Neither Agree or Disagree	Disagree	Do Not Agree At All	Responses
This action will help support a mutually satisfying resident and visitor experience and preserve or boost economic benefits.	72 34.95%	65 31.55%	49 23.79%	14 6.80%	6 2.91%	206

Total Responses 206

Skipped 101

20. What geographic areas, regions, or sites need to be managed more intentionally?

Count Response

-
- 1 Airspace over Ha'ikū. Too many jets flying across the island over Ha'ikū and flights from the continent flying over Ha'ikū now too.
Road to Hana. Make a reservation system for tourists. With a fee.
-
- 1 All
-
- 1 All areas!
-
- 1 All Beach Front areas need to be strongly enforced to curtail current runaway commercialism.
-
- 1 All coastal areas
-
- 1 All could be managed more intentionally
-
- 1 All culturally sensitive sites.
-
- 1 All Hawai'i. Restrict areas that tourist disturb and ruin nature, trails fresh water ponds that clearly unsafe to be at if unfamiliar. Flights over Hawai'i, if it will mean to use less fuel use the best route to save consumers money on airfare, even if that means to fly over haiku Maui . Homes should be just that a resident home, not vacation rental or bed and breakfast rental. That's what we have hotels for. Existing hotels and no need of new hotels. Manage illegal vacation rentals and suspend operation or high fines or to state or county to take ownership of home and place it for affordable resident home rental
-
- 1 All of Hawaii needs to get rid of tourism and go more into agriculture. So called affordable housing does not work, never did work and never will work. Its developer subtrafuge for getting more stupid developments granted. All that happens is more people move here, the cost of living goes up and the quality of life goes down. Who in their right mind could grant all these new development projects when the traffic is already so bad. All we have ever done is sell out this formerly magical island and diminish it. Relying on tourism to fund a bigger and bigger population base is total folly. If we really wanted to return Maui to a better state, using the land for sustainability instead of paving it would be the pono thing to do.
-
- 1 All of our beach parks!
-
- 1 All of them
-
- 1 All shorelines regularly accessed by tourists, all lands and waters waters receiving human waste (groundwaters and ocean) All waters being used to serve needs of tourism industry (streams, groundwater). More protection at Iao, Ahihi kinau, Honolua, Kealia. More public hiking trails with attractions like streams or waterfalls to keep tourists off private lands. For instance limit the huge numbers of people passing through Iao Valley by bus, but open more access to the stream for those that want to stay hike and swim. Olowalu needs to be a protected preserve.
-
- 1 All shorelines, sacred Hawaiian sites, Hana, Paia, Iao Valley.
-
- 1 All.. too many tourist at one time. Tourist need to be regulated in numbers. We residents are being crowded out of our trails, limited beach access, over crowded byways, etc.

-
- 1 Any area that could be dangerous to both tourists and residents. This includes hiking trails that are steep and are prone to flash flooding and any area that is on private land. There also needs to be a limit on how many people can be at these places at any given time. An area called Twin Falls in East Maui is an example of a place that is overrun with tourists. There are cars parked all along the road - sometimes over 100 - and they are never given tickets. Parking along Hana Hwy at Ho'okipa is another dangerous situation with people running across the road without looking.
-
- 1 Any sacred sites.
-
- 1 anywhere with too many vehicles
-
- 1 Areas, regions, sites that are heavily impacted by visitors need to be managed intentionally with accountability -- even if it means changing existing "procedures" to address current COVID situation.
-
- 1 Beach areas, coral reefs, turtle haul-outs such as Hookipa
-
- 1 Beach parking needs to increase significantly. As a resident I feel shut out of beaches all over the island. Solution - paid parking at Hookipa, Paia etc. Beach access parking at the hotels should be for residents only. The Hotels should be required to allow residents to pay for parking at their resorts to go to the beach. Whaler Mall doesn't allow beach parking any more.
Less planes coming in, Lahaina bypass was working in 2018, in 2019 Southwest and some other planes came and it backed up the Bypass just like before. Planes can come in at night when no one is on road. Honoapiilani Hwy moved inland and land on beach made park.
-
- 1 beaches
-
- 1 Beaches
-
- 1 beaches in general, Iao Valley, La Perouse Bay, Hana
-
- 1 Beaches need to be managed more intentionally. To many tourists disturb or sit on resting sea turtles for photos, etc.
-
- 1 Beaches
Especially waste management
-
- 1 Beaches, hiking trails, parks, Haleakala, Io Valley
-
- 1 coast lines
-
- 1 Coral reefs, more recycling opportunities(cardboard, light bulbs, etc) protection of/for endangered (native) birds and other animals as well as plants
-
- 1 Cut the number of tourists in half by making Maui extremely high end.
-
- 1 East Maui
-
- 1 East Maui - Hana
All beaches, we need cleaner and more restrooms
Any culturally significant areas island wide
-

1 Eliminate all rental vehicles. Transport tourists to their prospective hotels and require them to stay on site the entire time. Eliminate all short term rentals and B&B's in residential areas of Maui. Eliminate all agricultural tourism. These places in most cases become retail operations.

Disallow private jets from taking off and flying over Haleakala which happens often. Disallow helicopter tours over any part of the island.

We don't need management of any regions, we need to make all regions off limits. Stay on hotel property period.

1 Entire State of Hawaii but in the context of this meeting Maui.

1 Every single inch of these islands. These are sacred spaces that have exploited and raped by colonization for far too long. Every inch of these sacred lands need to be better protected. Everything we do needs to be more intentional. This question is weak and so is this whole survey. Quit trying to pimp out Hawai'i, then maybe we can talk more seriously about intentionally managing spaces in a more Pono way.

1 Everyone residence & visitors alike needs to be educated of responsibilities with hiking in general. How to clean their shoes, etc in order to not transport evasive species to different parts of the island/county.

Visitors needs to be educated of not to believe everything you read. For example trespassing onto private property.

1 EVERYWHERE - Tourists are everywhere. they are taking bike tours on our residential roads when we have kids to pick up from school. They are crowding our beaches, roads, stores.
There may be no cap but we are a small island. Tourism should be more expensive.

1 flight patterns of aircraft to avoid Haiku

1 Golf Courses need regulating so their toxins do not flow into the ocean killing our coral and wildlife; Over fishing in and around our islands, including taking tropical fish for commercial use, needs to be stopped. Design sustainable laws regulating over fishing and taking tropical fish for commercial use; Ban all sunscreen that damages our reefs; Just as we do for fruit going into the mainland, do a bag check for non-reef safe sunscreen; Jet planes flying over our community is a safety risk as well as a contributor to noise and air pollution. A change must be put into place where airplanes do not fly over our residences or over land as much as possible to keep the noise pollution, air pollution to a minimum plus keep the safety of our community a priority

1 Haiku and Hana

1 Haiku community quality of life is being threatened by planes flying overhead. From arriving flights from the mainland, that started July 2019, to cargo and passenger flights from Kahului to Hilo and Kona that start spring 2020. They are increasing in frequency and are intrusive and noisy. They need to fly routes back offshore.

1 Haiku especially flights flying low over our community instead of over the ocean

1 Haiku Huelo ask the way to Hana

1 Haiku to Hana to Ulupalakua

1	Haiku to Hana.
1	Haleakala National Parks
1	Haleakala summit, south and west side beaches
1	Haleakala, Road to Hana, all beaches, County Parks, Molokini, South Maui and West Maui coastlines. "Down South" (toward Hawaii Island--snorkel, scuba zone).
1	Haleakela Park
1	hana
2	Hana
1	Hāna
1	Hana Makena ALL SHORELINES. West maui is becoming the Mecca for homeless People in the beach. This needs to be managed intentionally.
1	Hana and Honolua Bay, Maui
1	Hana hi way- KIPAHULU MASSIVER DEVELOPMENT OF TOURIST AHD HIGH I9NCOME COMMUNITY DEZONING. WATER MANAGEMENT!!!!
1	Hana highway
1	Hana hwy and north shore
1	Hana Haleakala
1	Hana Haleakalā Iao Keone'o'io Ahihi kinai reserve Lahaina Kahakuloa Kaupō All hiking trails and beaches
1	Hana Hookipa Beach Park Wainapanapa (Cabins too, some reserved for HI state residents)
1	Hana! Kahakuloa, Haleakala
1	Hana, Cultural sites, beaches, hiking trails, private property. Hāna highway
1	Hana, haleakala

-
- 1 Hana, Haleakala, Ho'okipa
-
- 1 Hana, Honolua
-
- 1 Hana, Honolua Bay
-
- 1 Hana, Hookipa, Baldwin Beach and Paia
-
- 1 Hana, La Perouse, Haleakala,
-
- 1 Hana, Lahaina
-
- 1 Hana, Makena, Kahakuloa
-
- 1 Hana, makena/la perouse, honolua bay, molokini
-
- 1 Hana, Molokini, Haleakala Nat'l Park
-
- 1 Hana, North Shore
-
- 1 Hana, north shore beaches,
-
- 1 Hi tourist areas like Crowded Maui beaches
-
- 1 Highway traffic
-
- 1 Hiking Trails -too many tourists get injured or lost and require local resources to help them. Also, the road to Hana in general - limiting traffic, enforcing parking restrictions, etc.
-
- 1 Hotel areas... Too much density. Smaller more spread out small resorts would be better. More Vacation homes and Bed & Breakfast to make a more local experience.
-
- 1 I
-
- 1 I believe that you are being short sighted. I'm not sure what your meaning of "managed more intentionally" means? It sound like more restrictive. Or being prejudice against tourist having access to certain areas.
- If you restrict access to anything, it needs to be for residents and visitors alike. Kind of like visiting Haleakala. The summit is limited to 250 people per day for sunrise. If you don't limit access for everyone, then you are setting yourself up for a law suite.
-
- 1 I feel that all the usual historic geographical areas should be looked at more as far as over crowding from locals and tourists i.e.- Lahaina, road to Hana, Hana, Iao, etc....
-
- 1 I see the major tourism problems related to rental cars. I suggest that we change the tourism experience to rental cars only available at hotel sites and tourists transported from the airport via vans, buses, etc. This will provide employment for residents who handle the buses, vans or pick up folks in their private cars. This would really help traffic in West Maui and South Maui.
-
- 1 I think the Road to Hana. Twin Falls area, Wai'anapanapa State Park.
-

1 I would like to address the flight path flying over Haiku..
i am not happy as a resident and B&B owner, it is very disrupting to the noise and pollution level of Haiku.
I do not feel my B&B guests are coming here to be in the middle of a flight path.

1 iao, hookipa,

1 Improve infrastructure needs to a priority for locals and guests.

1 Island wide

1 It is not the kuleana of the government to micromanage businesses. Let market forces and private industry decide how to manage their assets. When demand exceeds supply, industries can increase their prices. This will moderate overcrowding.

The government can manage parks, such as Iao's Needle, to limit entry during periods of peak overcrowding. One way to do this is a reservation system. During peak times, have potential reserve a parking place. Keep some parking spaces free for day-of-travel entry, and have others available for reservation. 15 min. after reservation time, return no-show spaces back to day-of-travel availability.

Cultural assets can be managed by increasing volunteer programs. Let the schools get involved. Have student complete cultural research projects for credit. Girl scouts and religious groups also can get involved. Promote Hawaiian language education.

1 Kaanapali-TOO many big box hotels, take steps to scale back, perhaps turn some of these into affordable housing

Wailea/Makena - TOO many big box hotels, scale back

end plans and construction of all proposed hotels or luxury developments islandwide

when ready, cap number of visitors

1 Kaumahina State Wayside Park - Very Poor Bathroom Maintenance, cleanliness and sanitation

Pua'a Ka'a State Wayside Park - Very Poor Bathroom Maintenance, cleanliness and sanitation

Pua'a Ka'a State Wayside Park

State road leading into Waianapanapa State Park - needs to be paved (at least with gravel).

Hana Bay Beach Park, Pavillion and Bathrooms

Lower Pavillions in Ho'okipa Beach Park - Major Problem of open Drug Use & Alcohol - NOT Family Friendly, at all.

1 Ke'anae, Hāna,

1 Kihei beaches, Kihei, Makena

1 Kihei, Wailea, Olowalu, Lahaina, Kahana

1 Kihei/wailea and hana!

-
- 1 Lahaina and Kehei/Wailea tourist areas. STRs permits need to be lowered to limit the continual encroachment on resident housing. Maui has reached or will shortly reach the limit of residents and visitors for the island precious natural resources.
-
- 1 Lahaina HIstoric Districts #1 and #2. We have been advocating for more enforcement of the Historic District Ordinance for decades with little improvement. The County needs to create a full time Historic District Officer, with an office in Lahaina at the Old Lahaina Courthouse, to educate the businesses and the community about the existing rules and enforce them. A current plan to implement paid parking on streets on Front Street and surrounding streets could fund this important position as well as fund other infrastructure improvements.
-
- 1 Lahaina, Kapalua, West side in general, Hāna and Ke'anae, East side
-
- 1 Lahaina, Ukumehame, Olowalu, Iao Valley, Hana
-
- 1 Lahaina: should be for walking or bikes only, no cars; encourage a better variety of local businesses, to many chains and lotion stores. Hwy 30 should be restricted. Maui Reveled should be discouraged.
Honokowai-Napili 15 years ago shoreline was a lot of long term rentals, now it is too easy for off-island owners to make money doing short term rentals.
-
- 1 lahaina; kaanapali; hana;
-
- 1 Marine preserve areas need to be more limited. Access for residents needs to be priority with tourist coming in second. Molokini and Honolua Bay Marine preserves need recovery days or even weeks. My suggestion would be to rotate ahupua'a ocean areas making them off limits for biological recovery and sustainability. The highly trafficked areas would be rotated through on a monthly basis, but not the same month every year. Create 10 modified areas, this way annually they will not repeat months off.
Mountain areas need better water management from developers on the West Side. The streams are extremely important for both the land and the sea. Create educational programs about this interactions with streams such as Kohoma from the top of the mountain to the ocean, talk about the native species and explain how the brackish water creates and sustains life in the ocean.
-
- 1 Maui needs to increase infrastructure. All of our current attractions are overrun because everyone is jammed into a small space. World population is increasing and we need to adapt.

We need to get some of the 85% privately owned land back to increase attractions for residents and tourists alike, such as camping, parks, and recreational areas to spread out the tourism population.

It just looks like overtourism because we are trying to jam everyone into 10% of the island.
-
- 1 Maui north shore.
-
- 1 Molokini and Makena area
-
- 1 Molokini and pretty much all snorkel destinations and reefs. I guess my real answer is the entire island(s).
-
- 1 Most of the hikes: twin falls, commando hike, etc.

1	nature preserve by LaPeruse, Twin Falls, Bamboo Forest trail, Big Beach. All beaches regarding walking with masks, use of correct sunscreen, and No Smoking.
1	none
1	Not certain if this is the correct venue in which to share this recommendation, but I believe there are a lot of mauka natural resources not being shared with visitors and residents for alike. For example, creating hiking and biking trails in the largely unused West Maui Mountains above Lahaina would allow for more recreational activities (hiking and biking specifically) and would alleviate some congestion along the coast, as people would have increased non-ocean related options to enjoy. This disbursement would also allow our natural ocean resources a bit more time to revive and grow
1	Not sure.
1	Olowalu, Kahakaloa, Launiupoko, Ka'anapali, Kapalua, One loa beach, Hana, Paia, Wailuku . . . Honestly. other than gated communities (which shouldn't exist), the whole island needs to be managed more intentionally. Maui has become a place where sort of wealthy people from the mainland come to invest and make money. Thus the profits from tourism go off island. The biggest problem in west Maui is actually the legal vacation rentals in historic districts and Minatoya list properties, that do NOT need permits.
1	Our roads, our parks, this surrounding ocean
1	Overcrowded attractions, like certain waterfalls or beaches especially in residential areas. Allow access to kamaaina only to these certain areas.
1	Paia, Baldwin Park, Hookipa Park
1	Paia, west side, south side
1	Pedestrian safety
1	Piilani hwy from wailuku to lahaina ***BAN THE SALE OF ALL UNAPPROVED SUNSCREEN FROM ALL RETAILERS IN HAWAII***
1	private property should be protected more from trespassing
1	Remove pollution caused by stormwater runoff going directly into the ocean. Maintain quality beach access for any new development.
1	Road to Hana used to get too crowded, Shoreline access in areas of South and West. Maui gets over run by commercial operators with no parking left for locals.
1	Road to Hana Road to Kahakoloa Protection of snorkeling reefs
1	Road to Hana Twin Falls

-
- 1 Road to Hana, Bamboo Forest, most of the waterfall visitor hotspots.
-
- 1 Road to Hana, Makena Landing, Ahi'hi Kinau Bay, Honolua Bay, Iao Valley, Molokini;
- All ocean activities should be permitted and the permitting enforced. There needs to be a limit to those permits annually with illegal operations fined heavily. We have a strong entrepreneurial spirit here in Hawaii, that should be fostered, but not to the detriment of our natural resources and the enjoyment of those resources by locals and visitors alike. Do we really need 50+ kayaks in the water at one time in Makena Landing?.....something I witnessed last year during the Christmas holidays.....with parking on both sides of the road all along Makena road. I don't believe there should be any commercial activities out of Makena Landing, an area known to have multiple Honu along the shore.
- Parking areas in many locations are adequate to allow for an appropriate number of visitors to an area, such as at Ahi'hi Bay. If the parking lot is full.....so is the ocean! Come back later, or at another time.
-
- 1 Road to Hana. Road to Lahaina. Road to Kahakuloa
-
- 1 Roads in West Maui need attention, more lanes, traffic jams are terrible, roads are constantly closed and no way out if a n accident occurs, creating traffic jams or if a fire occurs. A hospital is desperately needed on the West Side.
-
- 1 shut down all vacation rentals in neighborhoods. tourists should only be allowed in resort designated areas, not in neighborhoods
- limit tourists to a couple of beaches only, have areas for local use only
-
- 1 South and West Maui
-
- 1 South Maui and West Maui
-
- 1 South Maui, West Maui, Maui North Shore
-
- 1 South side
-
- 1 State of Hawaii has to stop favoring large big-box hotels in terms of their intentional irrigation and take-over of beach and coastal areas for the exclusive use by their guests. Most all hotels in Wailea have extended their private areas into public beach space via naupaka growing with irrigation and have erected structures on traditional public beach areas and they store privately owned equipment on the public beaches at nights. This needs to be mitigated, reversed, and better managed.
-
- 1 The beaches
-
- 1 The entire county of Maui—
Perhaps 10000 visitors a day should be the max.
Very struck enforcement of all laws, rules, traditions to insure the RESIDENTS can actually enjoy the place they have chosen to live.
-
- 1 The entire island of Maui
-
- 1 The Haiku community has been noticing a trend of flights veering over our

neighborhoods when they used to route out over the sea. There is an easy solution to go back to former patterns of flying over water or unpopulated areas, as the noise is disruptive to our quiet, peaceful community.

-
- 1 The Harbors for over people with personal boats that are over fishing. Haiku, Kahana, Lahaina. Haiku so many trees are being cleared out off the lands, not certain if the land belongs to those people but a lot of land they are removing the vegetation and trees.
-
- 1 The highway into West Maui
-
- 1 The Islands as a whole should be protected. I think reservation system to even come here to start. Ban rental cars like in Bermuda. Certain places should have a reservation system :
Road to Hana
State Parks
Unfortunately tourism is needed to sustain the massive hotels but is destroying the environment the reason people love if here. But if the word NO is not used to protect. The beauty will be gone for our future keiki.
-
- 1 The most venerable. the reefs, the sea life, and forests.
-
- 1 The reefs and ocean.
-
- 1 The road to Hana, Paia
-
- 1 The West side becomes quickly over crowded with visitors due to the high density of resorts and condo/tels in small cluster areas. This area is dangerously cut off with road closures due to fires, traffic accidents or road related county/civil closures. We simply MUST limit the amount tourist allowed to visit. Even the smallest restaurants and venues have maximum capacity limits! The incomplection of a west side hospital facility is ridiculously unacceptable! Almost if not more than 20 years in planning and the west side is still without a hospital.
-
- 1 There should be more reservations for visitors in general. We need to manage the tourist spots on Maui (Kihei and West Side) but also need to crack down on illegal rentals in Kahului, Wailuku and Haiku that can put tourists in monster houses illegally.
-
- 1 Tourist have been paying taxes for infrastructure and they are getting short changed. Maui is spending the money in general fund for community support and schools. This was never the intention, but it is so much easier to spend the tourists money than actually make a commitment to fix things. Instead of closing areas, lets improve access to those areas that are crowded. Parks that require admission should require admission for everyone. Everyone pays for the land. Let's all pay to go in. While it would be an inconvenience, it would support our resources better. Maybe we could buy an annual pass at a discount, but surely not free.
-
- 1 Trashed areas
-
- 1 Twin Falls, road to Lahaina
-
- 1 Undeveloped lands, many beaches
-
- 1 Wailea and West Maui regions. The traffic on the by pass has been increasing drastically since we re-opened the island. The rent-a-cars should be managed more

closely and a sticker should be able to identify all tourists. They should take a test before arriving on Island perhaps a common courtesy or learning the true meaning of Aloha. Common tourist practices and respect so they understand what each island needs help with (for example pick up your trash, be mindful of our limited resources = water and so forth) We need an education tool to provide an education component to them prior to their arrival, the limited resources we have are as important as providing a negative COVID test for our communities safety.

- 1 Wailuku downtown local area, Iao Valley, Hana

- 1 Waterfalls and hiking areas being used on private properties

- 1 West Maui - Kapalua, Napili. Also Wailea has had way too much new resort & hotel development in recent years. The traffic is (was) terrible yet more rooms get built.

- 1 West Maui and South Maui

- 1 West Maui, South Maui, East Maui, Molokai, Lana'i

- 1 WSide Maui -traffic, public beach areas, public parking acessability, shuttle services
Hana road- traffic control
Haleakala Nation Park- entrance limitations all day, sufficient parking, respect

Total Responses	155
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Skipped	152
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21. Are there geographic areas, regions, or sites where entry should be restricted and specific requirements should be fulfilled in order to gain access? If so, which areas should be restricted?

What should be the requirements for entry?

Count Response

- 1 -

- 1 ?

- 1 A toll or pass to enter the Road to Hana

- 1 Again, commercialism needs to be restricted to areas away from the water line, the beaches, private property ownership goes too far down to the high tide wash of the debris line, the current definition, it needs to be backed up at least 100 yards.

- 1 All aircraft should be restricted from flying over our communities. We are islands surrounded by plenty of open water where aircraft can fly, eliminating noise, air pollution, and risk of aircraft crashing into our homes. There needs to be a limit of motored boats for whale watching. Motored boats need to be restricted from approaching or being around the whales or other marine life due to the noise level

- 1 All areas on Maui County's cultural overlay map showing archaeological and cultural significance should be restricted per guidance by lineal descendents and cultural practitioners.

- 1 All current preserves should continue to be preserved. Access should continue to be restricted. Ocean preserves should not allow boating or any motorized vehicles. Foot traffic only.

- 1 All historic sites should be charging visitors a fee to visit, residents enter with valid Hawaii Driver's License or state ID.

- 1 All residential areas should be off-limits for all tourists. No rental cars, no tour buses. This is a no brainer to have a resident population that is not harassed by constant traffic, noise, rude people, etc.

- 1 All sacred sites should be restricted entry, or entry only with Hawaiian Cultural Practitioner.

- 1 Any and all sites that are culturally or environmentally sensitive areas: including but not limited to Waihe'e, Iao Valley ect. Any place with a heiau or holds other significance.

- 1 Any ecologically fragile areas.

- 1 Any sacred cultural sites that could potentially be harmed by tourists

- 1 Anywhere that gets over crowded should mean the potential for limits each day. Even the number of boats that take people out around Molokini or other areas should be limited.

- 1 Areas popular with locals. Priority of access to sites should always be given to locals.

- 1 Areas such as Hana should require a till for non residents, the proceeds of which fund Hana infrastructure.

- 1 Ban then ok Maui Revealed (Unfortunately you can't because the first amendment issues). Van all non-lease friendly sunscreen and other products. Require hotels Sheraton rentals to sell with friendly products so wr can continue to let our reefs rebound.

- 1 Beach access to Honukeana Cove

- 1 Beaches off the roads that are eroding should not allow vehicles to park and camp as it is also contributing to further damage to that part of the land instead of trying to preserve if further from erosion. Place concrete barrier such as in areas of mile post markers 12-14 Honoapiilani highway maui. Public beach parks tourist to pay entry fee, Hawaii residents with. Slid government issue I.d. From Hawaii no fee.

Metered parking stalls, and signs for no overnight parking to control any overnight parking from illegal vacation rentals and or excess cars from residents island of Maui. Close Hawaii for 3 months out of the year to allow our islands to heal from tourism. Stop boat tours, para sail, and kayaking tours, diving tours. Stop Bike down the mountain tours.

1 Coastline along mile post marker 14 Honoapi'ilani Highway. Place concrete barrier to NOT allow vehicles to park on already eroding beach side the vegetation and the trees are being trampled over by vehicles and campers. Perhaps if it is blocked it could help prolong the life of the vegetation and trees which would help slow the erosion.

1 coastlines

1 Culturally and Environmentally sensitive areas. Establish caps with required education component. Fee structure to support establishing and maintaining the program with well above minimum wages for the personnel administering and executing it with additional funding generated to support cultural and environmental sustainability.

1 Current restrictions via reservation system already in place at Haleakala. Not in favor of placing restrictions in other areas because residents need to be able to access these places.

1 DK

1 Free Parking is a must everywhere. That should be number one.

1 greater efforts should be made to define public lands open to the public and private lands that are closed to the public and proper protocols when accessing these lands and public resources

1 Haiku and Hana. There needs to be places where tax paying locals have tourist free existence.

1 Haleakala National Parks. Advance reservations a cap on number of visitors per day.

1 Haleakala with limited reservaations as I think it currently is.
Limit traffic on Hana highway and therefore in Hana town.
Limit number of rental cars available.
Limit number of daily arrivals!

1 Haleakala, Limited to 3 visits a day per tour company, Baggage check to ensure anything that shouldn't be taken from the mauna, isn't taken. some type of informational guide to educate tourists on Hawaiian culture. Maybe make reservations to visit state parks and Historic areas.

1 Haleakala. locals should have priority access to Haleakala, Ioa, Hana etc. too many tourists crowding roads and access to culturally significant areas and slowing routes for local industry movements

6 Hana

1 Hana either tours only so they only go where allowed unless you are a full rime resident of Maui

Or major reservation system with specific stops only and IF you stop elsewhere your ticketed

Make Hana a toll road

This is IMPORTANT Hana is being overrun

-
- 1 Hāna - for residents only especially during COVID

 - 1 Hana access via Kaupo; buses and shuttles should be restricted, frightening to see them crowd and attempt to navigate this tiny, poorly maintained road. No rental vehicles, liability too great.

 - 1 Hana and Honolua Bay education of code of conduct.

 - 1 Hana and Honolua Bay, Maui

 - 1 Hana highway

 - 1 Hana Highway, state parks, Haleakala limit non resident travel via permit system with priority to residents. Enforce no parking on side of Hana Highway

 - 1 hana kipoahulu

 - 1 Hana
All State Pars
A reservation system for all tourist.
Open always for locals.

 - 1 Hana! Haleakala, Kahakuloa. Cultural educating required for tourists upon entering. Enforcement of How many tourists entering per day.

 - 1 Hana, Haleakala

 - 1 Hana, Haleakala, Twin Falls, Iao, Blow Hole, Wainapapa,
These places should have limited amount of people at a time so locals can actually enjoy it. Tours can be limited to times per day and people per tour. They could also have a learning protocol with a Hawaiian practitioner to educate them on the area so they learn about the history of each place. This could also provide jobs to locals to "man the area" so when tourists do arrive they are taught and can ask questions. They can learn basic pule's and why you shouldn't take lava rocks, shells, or sand from our sacred places.

 - 1 Hana, Makena, Kahakuloa completed course on sensitivity

 - 1 Hana, reservation or permit to grant access to the area, also establish clear access guidelines to educate and promote safety and sustainable experiences.

 - 1 Hana, restrict number of cars allowed to travel roads entering Hana.

 - 1 Hana. Make a reservation to drive the road if you are a visitor, regulate the number of vehicles per day.

 - 1 Have visitors pay for a USE pass based on the length of stay and enforce. Use the money for protection, management, and infrastructure.

 - 1 Hawaii is for all, residents and visitors alike.

 - 1 Hawaiian cultural sites should be restricted from tourist, and access allowed with

-
- 1 Hi driver's license
-
- 1 hiking trails prone to flash flooding (i.e. bamboo forest) or ones that are very remote (13 crossings) should be restricted to locals only
-
- 1 Huelo, Hana residents should have placard. LIMIT number of tourists on the road. Honopou Rd should be completely restricted from all visitors!
-
- 1 Hwy 30 and Hana Hwy but if there were less Malihini maybe it wouldn't be so irritating. We need more access to walking trails and hikes for residents and more restrictions for visitors. Hiking trails and beach camping should be restricted to people who know how to malama the native forest and the beach.
-
- 1 I don't know if areas need to be completely restricted because that does not seem fair to residents but better management of the number of visitors would at least help keep the island(s) healthy. It's better to give less tourists a better experience on a more environmentally healthy island than it is to simply cram as many people in as possible. Everyone loses in that scenario. Who wants to visit an overcrowded polluted island?
-
- 1 I propose a toll fee on Hana Highway from Kauoakalua to the Tedeshi Winery. Only charge rental cars and tour buses. Have it done electronically and charge a 20\$ fee per vehicle. Use the funds for the Paia bypass, extension of Honopiilani bypass and have safe slow lanes and turnouts for viewing. To have the only highway be 30mph on the north shore only makes road rage. Add many tourist trains going even slower just isn't right for us who work and need to do business in town.
-
- 1 I think fee-based entry is key, although I support outreach and education for responsible tourism, cultural awareness. Fee-based could ultimately help fund protection and improved infrastructure of popular delicate destinations such as Molokini. In some cases, access could be limited by stricter licensing of charter operations.
-
- 1 I think you are solving a problem that you don't have. The question should be, Where is it that we have overcrowding? The next question is what is the problem that is happening because of overcrowding? Is it an access problem or an education problem. Right now, it appears to be Tourist bad, local good. So as of this moment, the only real problem is overcrowding on the summit of Haleakala which was solved by limiting the number of visitors by issuing reservations. The more restrictive you are the less tourist dollars you will be seeing. Maui's current climate is currently anti tourist. Like it or not Maui has no industry, not agriculture, limited government jobs. Maui's beauty and ocean life is what brings dollars to the county. As I see it now, your good intentions are going to kill Maui's economy.
-
- 1 iao
-
- 1 Iao Valley
-
- 1 IAO valley
-
- 1 Iao Valley, Hana, Haleakala National Park
-
- 1 If the ecology in an area is too stressed, then limits should be applied to numbers of folks allowed or the area shut down for recovery for a period of time. We need

more life guards so if fees would be able to cover that additional expense, then access fees should be charged. Basically, I think tourists will appreciate our care for the islands.

-
- 1 IF there's a warning for flash flooding in an area & someone needs to be rescued. That person or persons needs to be given a fine due to irresponsibility & not adhering to the warnings.

There's no need to risk someone else's life because their being irresponsible.

-
- 1 I'm not sure about how to manage the above areas. I'm opposed to areas being restricted, unless they are deemed sensitive areas.

-
- 1 La Peruse

-
- 1 LaPerouse, kahakalooa, makenna

-
- 1 Limit the number of tour buses allowed to travel to Hana and to Haleakala

-
- 1 Locals should have a pass for access to sites that have limited access. Our roads are places of private commerce with rental cars and bike tours. Our parks are places of private commerce with bikes and tour vans. Our beaches have board and kayak rentals. And the ocean is full of snorkel boats. There are few places left for local to go without being overrun. And prices of local food are higher because locals are competing with vacationers who drive up the price for food and lodging

-
- 1 Maui is already mostly private property. More than most places in US. We should be buying and conserving lands with public funds. Making parks, etc.

-
- 1 Maui needs to create more preserve areas that will never be developed. The water availability should determine how big these areas should be.

-
- 1 Molokini and Honolua Bay should be restricted. The snorkel boats need to be limited in size and passenger count at minimum. With recovery days, like Hanauma Bay. La Perouse bay as well.

Hana should also have a limited number of tourists allowed per day. Create a toll road for tourists with a manned booth. Locals can bypass but tourists must pay and be limited. This would pay the booth workers along with assist in road maintenance. Many of the areas on the Hana Highway need to be more restricted and road rules need to be enforced.

-
- 1 national parks

-
- 1 No opinion

-
- 1 No tourist activities in agricultural or residential areas - no ziplines, no retail shops, no fake museums working as fronts to a tourist activity, etc.

Leave Ho'okipa and other north shore beaches alone.

Stay away from Hana, Keanae, Wailua, Kaupo, Kanaio, Kahikinui, Kahakuloa

Reduce tourists overall and the transient community that comes with it.

-
- 1 No. None.

1	none
1	None
1	North shore residents need some restrictions at Hookipa. The beach is relatively small and hundreds of tourist trample up and down the beach every day to see the turtles. It is difficult for residents to enjoy the beach with the constant tourist traffic. Also the turtles need protection from some tourist as they approach the turtles too closely.
1	Not sure how to do it but just limit the number of visitors per day. I'm sure the residents at both area get sick of all the traffic.
1	Our state law says that the entire state is open to everyone. While I have no idea the origins of their thinking, I would guess that it was to prevent local high chiefs with their own agendas, Senator Kalani English comes to mind, everyone knows Hana is a hot bed for drugs, from trying to keep others out. The state should be open to everyone. While I get it that the Mayor wants to become an elite destination with tourists scared to leave their resorts like Jamaica, where rumor has it they will cut off your hand for your ring, if you have it on outside your resort. This is not a good thing for Maui in my opinion. The internet did not start exploration. People with money did. Lonely Planet popularized it. The internet facilitated it. Want to keep people at resorts, provide a free shuttle from the airport. Rental cars are a hassle. The county buses are terrible.
1	Paia, Baldwin Park, Hookipa Park. No tourists at Baldwin Park or Hookipa Park. Should be for residents only. Also, limit tourist in Paia town, have a set number of entry to Paia permits similar to the sunrise permits at Haleakala.
1	Pay a toll
1	Pay for parking/access for non-residents at all beach and county and state parks - most resort towns do this on mainland. Reservation system for Hana highway. Mandatory snorkeling class prior to any snorkeling/diving for non-residents
1	People give lip service to all the jobs the tourists create but without the tourists and our stupid politicians' cowtowing to the construction industry to get votes we would have a better chance at creating a sustainable balance instead of going as fast as we can for overpopulation and more vulnerability when the inevitable next crisis arrives.
1	Places like 7 sacred pools, Twin Falls, the road to Hanna
1	Private lands. Enforce proper entry points to National Park areas.
1	Private properties listed in Maui Revealed book restricted. Books like this should be removed as they show no respect for land.
1	private property should be protected from trespassing
1	reduce # of on your own visitors driving on these roads and also need to improve these roadways
1	Rental cars to Hana should be by reservation only. No rental cars past Honolua Bay on Westside and past Kiahulu on East end. No bikes tours allowed on public roads.

- 1 Requirements and restrictions should be based on the maximum number of visitors that the region can accommodate on any given day without destroying the site.

- 1 Reservations system to sites, look for Hāna rep i.e political reps, and or community rep, or organization to help with how to set up system and other ways to promote visitation to selected sites.

- 1 Restrict trespassing on private coastal lands. Hawaiian law permits people to access the coastal areas but provides no liability protection to the land owners when liability lawsuits result from injury or death of "visitors." At the very least, individuals who want access to private land should be required to sign a waiver holding the landowner harmless and blameless in case of death or injury.

- 1 Road to Hana - Bamboo forest trail (on Private property) just past Kailua and just before Rainbow Eucalyptus trees.

- 1 Road to Hāna and Lahaina. Either start a toll system or something similar to a sticker/display of some sort at rental cars which has been paid for access to these specific sites.

- 1 Road to Hana should require reservations just like we did for sunrise at Haleakala

- 1 Road to Hana, no access.

- 1 Road to Hana. Perhaps a toll road to control traffic and generate revenue

- 1 Road to hana. Reservation system with fees.

- 1 road to hana; honolua bay; visitors & kama'aina should have to watch an educational video prior to entry.

- 1 Same as above

- 1 Set a limit on the number of rental cars , busses, and vans on Hana Hwy east of Paia

- 1 Some natural and cultural areas should be given to locals only, like being able to hike like in the La Purouse area where locals can no longer go to. Restrict turtle siting at the beach to local access only, it's horrible how tourist come down to to beach just to take photos of turtels. Locals should not have to pay to see the sunset atop Haleakala, etc.

- 1 Stop flying jets over Haiku.

- 1 Stress importance in all areas of maintaining the natural environment

- 1 Stupid question. Too many tourist. Limit their numbers. Overcrowding iof ALL of our natural resources.

- 1 The entire Hawaiian Islands should be restricted in order to comply with International Law!

There was no treaty of annexation with the US and it is a war crime of Genocide to allow US citizens to move to Hawaii and visit Hawaii without a visa.

It has been part of a century-long US strategy to overpopulate Hawaii with its

citizen in order to obliterate the Hawaiian Nationals and their culture, and yes the legal name for that is Genocide and it is happening as we speak with the complicity of our elected officials who have been put on notice by the UN, and are therefore willingly and knowingly committing these war crimes, for which they are personally liable under International Law and will be judged sooner than we think.

Everything and everyone is suffering from it, and return to Hawaiian sovereignty is the only way to restore true Aloha and stop these hideous and silent crimes, as the UN is now finally investigating and there will be no other way to avoid this return to International Law. (Except maybe another false flag ballistic missile inside job to nuke Hawaii for good?)

So let's be proactive and start thinking about the huge benefits it will have to be a sovereign nation and be able to design our laws and our future! It will literally solve all the tourism and housing problems and enable better solutions for everything you are trying to suggest but that can't really happen properly within the highly destructive & disrespectful US framework based on so-called "free enterprise", which BTW is only the freedom to do evil without thinking about long-term consequences! It is seeding destruction everywhere it goes. Killing the Aina, killing ancient cultures, killing the wellbeing of the people, and even killing our souls.

Mahalo Ke Akua it is all falling apart and the Hawaiian Kingdom will prevail. May you be an active part of this rebirth and may God bless you with purpose, courage, and strength!

1 The road between Kapalua and Wailuku (to Kahakaloa, honokahau) and the road to Hana. A cultural and environmental class and a reservation for tourists. Once the class is passed residents would not need a reservation (so we can go see friends).

1 the road to Hana comes to mind: There should be a finite number of private vehicles allowed on any given day, with a permitting process. (This would exclude residents). There should be only so many tour vans/buses permitted to go daily. this would require monitoring at both Huelo and Kaupo.

Wainapanapa State Park. Has anyone asked the residents on that road how they feel about the constant flow of traffic in and out on the small narrow road?? I've lived here 35 years and remember when it was a pristine, quiet area.....not anymore. Flow into the park needs to be managed at the entrance with some form of gate/monitor. If the parking lot is full, no entry would be allowed instead of the flow of traffic only to find no parking available once you reach the lot.

1 The Road to Hana should be an automatic toll road for passing rental cars, all generated funds should go back to the county

1 This doesn't sound like a legal idea.

1 To protect our marine life and coral, it would be beneficial to alternate availability at protected sites such as Honolua Bay and Molokini. For example, during the off season, close these sites to commercial activity one or two days each week.

1 Toll for tourist!

1 Tourists should have to buy a pass to go to Hana. Scan your pass and the gate will open and you can enter. This will help pay for upkeep of the road and increase revenue to the state.

-
- 1 Tourists, not residents, should be restricted. Require permits to limit number of visitors, but do not require permits for residents. I have not been able to go to sunrise at Haleakala or camp at Wainapapa the past few years (as had been my custom for the previous decade or more) because I cannot compete with hordes of tourists to get a permit or reservation. Keep some space and accommodations for local residents only.
Severely restrict the numbers of tourists on busses coming through Iao Valley. Have them stop below at Kepaniwai County Park, redevelop the County Park where there are restrooms to take pressure off the upper valley. Rdevelop the cultural hales to educate about Maui's diverse population. Allow safe access to the stream at Kepaniwai to prevent people from trespassing above to get to stream. Limit number of rental cars especially on Hana Highway. Encourage visitors to book shuttle with tour by culturally knowledgeable guide. Limit Hana highway to MAui residents, let torurists take shuttles
-
- 1 Trails and beaches...
Tolls to Lahaina and Hana due to limited roads and infrastructure (ie one lane roads) overcrowding with traffic.
-
- 1 Trespassing on private property should not be allowed (e.g. hiking trails, places along the road to Hana and within Hana)
Maybe require a hiking "training" or pass or require a guide for more rural areas that have proven to be dangerous in the past.
-
- 1 Ukumehame valley
-
- 1 Yes! Hana access !
Vistors need to be reminded that they are in local community & not Disneyland. Perhaps a Fee per vehicle or lottery per day.(Hawaii Driver licence exempt or discounted)Portion of fees to go to road/ parking matenence . Brochure with Hana history, community/ aina respect suggestions, Cautions & safety (flash flooding, rough seas, hiking in not designated areas & trails) pack it in-pack it out suggestions.
Same for Haleakala NP-too crowded & recless parking daily.(NP should have more rangers monitoring this)
-
- 1 Yes, everything should be for a fee like the state/Fed does. Iao you pay, Hookipa is free? Haleakala Crater you pay but Paia and Kaanapali are free? That needs to end. I am from Calif. When I visit I surf there and I pay \$16 at state beaches and \$8 at county beaches for 4 hours or so and they always have parking for me. I love it, my resident family has passes that still have a fee, just less. Residents should have to pay too, just less There should be a fee to leave the airport by rental car. A fee to arrive at the airport by rental car. Trips to and from the airport should be complimentary bus from the state. Rental cars should be in Lahaina and Kihei to reduce traffic.
-
- 1 Yes, Hana and Kaupo should be restricted as well as the north side.
-
- 1 Yes. I believe the above mentioned areas - dangerous hiking sites - should be restricted. You should have to get a permit to hike on those areas. Our resources are impacted, not to mention lives of visitors, when helicopters have to be sent out to pick people up who have either fallen or are stranded. Many areas near the coast are dangerous. Most residents know to never turn your back on the ocean and not to go close to cliffs when the waves are large. Tourists do not seem to

know this. A combination of education, signs, and enforcement or rules/laws needs to be in place. We are so afraid of making the tourist uncomfortable or scaring them that we put their lives in danger.

1 Yes. Almost every area that is sacred to Hawaiian people should be restricted with NO access to visitors. This is not a playground or a theme park. This is a paradise that was protected by ancient stewards for centuries before colonization, plantation days, and now the rape of tourism. These islands have endured enough.

1 Yes. More information about risks and dangers needs to be available. Violators should be charged for their rescue.

Total Responses 131

Skipped 176

22. What other actions or critical components should be considered for the Maui section of the Maui Nui Destination Management Action Plan?

Count Response

1 - Better covid testing plan (second test), mask enforcement, and quarantine check-ups to protect our kamaaina

1 #ONE most important! CONTROL COVID-19 State wide!
 fEVERYONE boarding a plane into Hawaii needs to have had a negative test result!
 Residents, visitors, front line workers EVERYONE! You wouldnt be sitting in a confined area w someone who could be infecting you. Plus no more quarantine insufficient monitoring to be done!
 Also MTA needs a great video presentation on all Flights arriving.(it's a captive audience!)
 It needs to convey that they are entering an Island Community & it's differences from elsewhere, (expectations of respect, pace of life here, the gift of Aloha, how to experience the best of Maui Nui, etc)

1 ***BAN THE SALE OF ALL UNAPPROVED SUNSCREEN AT ALL RETAILERS IN HAWAII***

1 Absolute enforcement of beach access for residents over tourists. Absolute enforcement of no commercial operations on public beaches. Get the canoe, kayak, SUP rentals off the beaches completely. No tour buses or vans allowed to bring tourists to public beaches. No weddings.

1 Add a one or two cabinet positions with environmental or cultural backgrounds to

talk about how the tourism industry is doing in addressing community concerns.

-
- 1 All owners need to be represented.
-
- 1 Approval of maui coast hotel expansion with strict supervision. Also approval of maui research homes off Līpoa near maui brewing company is important with strict supervision.
-
- 1 As a long time hotel professional, I have often had guests for a Hawaii resident's perspective on certain topics, such as "how do people in Hawaii feel about tourism," or "How do people in Hawaii feel about developing rural areas." I think by providing residents' perspectives on these topics (either through in-flight videos, periodicals, speakers in very public areas), our visitors gain the understanding of what is important to us. I feel that knowing what is important to residents (protecting and caring for the land, ocean, as well as taking care of another through positive interactions), would allow our visitors to reprioritize what is important to them during their visit
-
- 1 avoid aircraft flight patterns over Haiku. at all hours.
-
- 1 Beach clean ups
-
- 1 considering the lack of spending they bring and the amount of traffic derived from them the County needs to move away from Time Share properties. We need tourism but we need to focus on limiting tourist to higher end spending. Time share crowds or streets and beaches while actually not spending much for the community. The other islands can focus on this type of tourist but Maui has the opportunity to go after the more affluent travel. We need the money but we don't need the extra bodies
-
- 1 Cruises visiting the islands are a daily challenge that needs to be addressed. These bigger and bigger ships make traffic and downtown Lahaina a disaster zone all too often.
-
- 1 Cultural education, airport signage, mandatory lessons are all just words. Tourists don't care about culture or adhering to it. They are here to do what they want, when they want, how they want. When is the last time anyone ever heard a tourist concerned about Hawaiian culture. These are little crumbs which don't add up to anything. The problem has little to do with this. For example. If you have 1000 tourists and you force them all through a class on culture, there will still be 1000 more cars on the road clogging everything up and making everyone uptight.
-
- 1 Cut back on the amount of rental cars on our roads. Rental Car agencies should take more responsibility on educating visitors what roads are off limits.
-
- 1 Cut tourism in half;
Develop jobs where residents can work remotely, bringing in income and generating taxes without over loading infrastructure.
-
- 1 Definitely stopping illegal vacation rentals and increasing violation costs of those people.
-
- 1 Develop greenways separated from roadways for safe walking, biking, races, etc. Generally, think along the lines of lowering the emphasis on cars. Electric bikes are getting very popular but no bikes are safe on roads here. I don't think tourists as a rule think how much fun driving on Maui will be and we can safely change their

transportation options.

-
- 1 Dissolve the Maui Visitor's Bureau - let the hotels advertise for their own business
- Eliminate the Maui Hotel and Lodging group from any discussions as they are self-serving.
-
- 1 DK
-
- 1 DO NOT Raise taxes on Short Term Rentals. Legal Short Term Rental are already paying high rates of taxes. Legal Short Term rental permits should have their permit extended for 10 years.
- Lower tax rates on short term rentals.
- Shut down the illegal rentals.
-
- 1 dont know
-
- 1 Education of locals on the benefits of tourism, responsibility of locals to maintain and promote the brand. Community input should not be 100% negative.
- Address directly grandiose plans for economic diversification--demonstrate limits of diversification in terms of job creation, viability.
- Need for understanding (among influencers, planners) that restriction on tourism, demands on tourists will have a negative impact on the Brand--future growth of tourism
- Openly discuss need for long-term, multi-generational growth of jobs, economic growth in Per Capital GDP.
- Understand impact on Brand of traffic, destruction of reefs, other physical and cultural assets
- Understand difficulty of changing corporate behavior in hotels, other mainland based businesses, BUT negotiate with them continuously for better deal for locals. They want and need the Hawaii market. Insist on local hires at management level with sponsored training if necessary to develop executive capabilities.
-
- 1 Ensuring guests take the proper COVID test before coming to Maui
-
- 1 Establish a maximum capacity limit on tourism which could vary depending on the "seasons" or a monthly limit. We simply CANNOT continue to accommodate the influx of visitors, overcrowding of roads, excessive amounts of rental cars, destruction of our reefs, etc.
-
- 1 FAA has authorized flight paths over residential land area of upcountry (Makawao, Paia, Haiku) on Maui of which most of these are bringing tourists. Now that tourism is coming back to the islands, there is a huge up tic of flights returning. These low flying aircraft are causing undue loud noise and pollution to hundreds of residents. Planes need to be redirected over the ocean. Tourism is important to the islands, but residents be considered first.
-
- 1 Find alternative transport from airport to south side hotels to reduce rental traffic on highways. The number of rental vehicles parked during the pandemic was truly amazing and explains traffic congestion.
-
- 1 Fire safety
-
- 1 Flight paths over Haiku and Hana must be rerouted over the ocean. Since the Coronavirus hit planes are flying low and loud over residential neighborhoods at all

times of the day and night. Specifically Trans Air to Hilo at 4-6 AM with deafening noise. Disturbing the peace and waking all of us up. Day flights are also flying lower than ever over Haiku town. Something must be done immediately.

-
- 1 Flight patterns over residential areas should be reviewed. No fly zones for commercial airplanes and noise abatement policies should be adopted to ensure residents and tourists are not impacted by loud plane noise especially in the early morning or night hours. Many mainland airports have instituted noise abatement laws that reduce the number of hours airplanes may take off or land using flight patterns that fly over residential communities. Mainland airports have also required steep ascents and descents into airports where they fly over residential communities. This is critical in order to keep residents in support of tourism. The new flight patterns over the 96708 zip code with loud plane noise flying over at 6am, throughout the day and even as late as 8pm need to be addressed and flight patterns changed to ensure ongoing residential support of tourism on Maui. We have a lot of ocean these planes could easily fly over without disturbing our ohana.
-
- 1 Flights over Haiku should be eliminated! Especially the 6am flights to BI
-
- 1 Focus on shifting our economy from tourism-based, to a self sustainable/agricultural economy
-
- 1 Forget about moving the road mauka in the area between Lahaina and Papalaua. This would be very expensive and impractical. It would be only a matter of time before the road would have to be moved again, and again, etc. Instead, build seawalls where the ocean is undermining the road. Then put large rocks on the makai side to prevent ocean water from splashing onto the road like it does now at Ukumehame. Recent legislation expressly permits government agencies an exception to the prohibition of constructing of new seawalls. The tax payers, both residents and visitors, have paid for that road. It is totally irresponsible for the county government to allow the road to deteriorate because of coastal erosion. We have no practical alternative to this road. The road between Honolua Bay and Kahakuloa is too slow and hazardous in some places to permit heavy use for either residents or visitors to West Maui. It is time for government officials start listening to the "silent" majority of residents and not the Sierra Club, which fails to consider the practical impacts of their idealistic recommendations.
-
- 1 Funds for Tourism Development are a waste and should be re-allocated toward these objectives. Other tourist destinations have limited the number of tourists. How did they do it? Lets learn from them.
This should be closely coordinated with the appropriate Committee of the County Council
-
- 1 GIVE HAWAIIAN LAND BACK
QUIT RAPING THE ISLANDS FOR PROFIT
QUIT HOLDING THE PEOPLE HOSTAGE TO TOURISM
QUIT TRYING TO CONVINCING US TOURISM IS GOOD FOR US
TAKE BETTER CARE OF THE AINA AND ITS PEOPLE.
-
- 1 Give the same benefits to Legal short-term vacation rentals as Hotels and Resorts.
-
- 1 Greater protection of the reefs by way of managing adjacent developments' runoff, seawalls, banning toxic sunscreen, and dumping.
-
- 1 Honoapiilani Highway cannot be at a daily stand still. Move the road inland, take out

the bypass merge at Launiupoko and make a light so that traffic moves. Make right turn lanes in Olowalu town so traffic does not queue there. Move road away from the water so the queueing stops there. There should be limits on the number of tour boats that can operate.

Limit planes and rental cars. stagger times when planes can land. Make more beach parking. Make paid parking.

-
- 1 I appreciate the action plan team allowing residents to fill out and share their feedback. It is truly important that we find a balance with re-opening up our beautiful islands and not find restrictions rather educate each and every person coming to visit. I also think we should not allow just anyone to purchase land or a home here, we make it extremely easy for someone to do that and do not even require them to be on island to purchase anything.
-
- 1 I think visitors need to be better educated while they are on the plane coming into Maui, prior to their arrival via a video. They are a captive audience.
-
- 1 I would like to see more investigation and commitment to limiting the number of visitors that can be on Maui at any given time. Working with the airlines and having an attitude that less is better can make this happen. I also wonder if there is a way to STOP building the mega-mansions in Wailea, Makena, and Kapalua.
-
- 1 If Covid-19 persists, Hotels should have available masks, gloves, sanitizers, etc. free to visitors.
-
- 1 Implement reservation system to limit visitor access to over-used parks, beaches, road to Hana, etc.
-
- 1 Increase hospital capacity so we don't over run our current capacity. Lock down is not the answer.
-
- 1 Increase property taxes on hotels / resorts substantially. Maui is a popular destination, and we barring the pandemic, we aren't at equilibrium on what is being charged and what people will pay to visit. Out of fairness, existing timeshare owners shouldn't have their taxes increased because they don't get to choose each year if they will come or not and the resale market is minimal, but new timeshare sales should have increased taxes as well.
-
- 1 Infrastructure, with emphasis on Highway's, oceans resources, and community education.
-
- 1 Issue citations to people who are not wearing masks!!
-
- 1 It is idiotic for visitors to rent a car at the airport to drive across the island to their resort, pay to park the car at their resort and then not drive anywhere for a couple of days. It would make MUCH more sense, for them and for us, to have more rental cars available in West Maui. Visitors could then rent a car, jeep or whatever, by the day, depending on what activity they plan to do. I live in Lahaina and the biggest complaint I and many residents have is the insane (and unnecessary) traffic generated by rental cars. We actually have to plan our trips to Kahului around flight arrivals and departures and there is only a small window of time when we can drive the 20 miles to Kahului in an hour or less. One of the silver linings of the pandemic has been the dramatic reduction in traffic on the highway
-
- 1 It would be great if for a certain amount of time during the year that they give this

island a vacation from tourist. To allow nature to heal from human abuse. After this shut down the islands was able to restore naturally, the ocean was cleaner and much more marine life was seen out there in the obvious.

1 li8miut number of tourists and rental cars

water management to control growth

AG OPPORTUNITIES, WINDBREAKS TO MAKE WAY FOR GROWING CROPS

1 Limit number of rental cars on island. More electric option for tourists.

1 Limit the amount of tourists coming in / have a Travel tax/fee to visitors coming in to HI.

Limit the amount of rental cars in Hawaii.

1 LIMIT THE NUMBER OF RENTAL CARS available. Taxis/ Uber/Lyft can be used. I cannot go back to waiting an hour to get over the Pali.

1 Limit tourist travel to Paia, Haiku and Hana. We are over run and quality of life has diminished. The economy will (and already has) adjusted to much less tourism.

1 Limit visitors to reef destinations, ie. Molokini. Incentivize cross-cultural activities such as invasive species eradication, planting taro, wildlife preservation and protection.

1 Make masks mandatory as long as COVID is an issue, require second test of all visitors until threat is over

1 Make sure all controls for incoming travel with regards to COVID is in place. Staff is provided ongoing training.

1 Many of your examples are putting vacation rentals on the chopping block. This is both unfair, and (I think) uninformed.
First off - vacation rentals are small businesses owned 50% by Maui residents! This keeps the money earned in these small businesses both employing local residents, but also keeps the money on island. It is a distributed (more durable) model for tourism. Also, it's one of the models of the future.
Also, there are only 200 permitted vacation rentals and only 200 BnB's. That's a very small number of options for our guests who do not prefer the Grand or the Marriott.

1 More awareness by tourists that Maui is not just a play ground for them to do whatever they like.

1 more enforcement on illegal operators

1 More functional and greener/sustainable infrastructure. An educational video for airlines, airports, hotels, and other recreational authorities to broadcast for tourists to become knowledgeable on Hawaiian language, culture, history, and environment. More affordable housing and make vacation rental illegal.

1 More parking is needed for residents of Paia that should be free. And putting a huge parking lot by Baldwin beach for scores of tourists to arrive from the cruise ships is not ok. You will have MANY angry residents and NO ALOHA if you do this. Also,

resident only beach days should be allowed. Like weekends are for locals only?

-
- 1 No additional hotel rooms. No new time share properties
-
- 1 No more construction of new hotels and resorts. We have more than enough already to sustain a profitable tourism industry. Grow the quality of the guest experience rather than simply bringing more people here. Perfect what we have rather than creating more unmanageable problems.
-
- 1 No opinion
-
- 1 Of traffic and impact on our natural resources I think the major concerns have been addressed. Affordable housing is another but not sure if fits here but tourism does drive up prices because they always want to move here.
-
- 1 Paia by-pass road project needs to be restarted and completed to reduce traffic through the Paia area.
-
- 1 Penalties for breaking rules/damaging the environment/ignoring regulations need to be strong enough to provide a real deterrent.
- Offer more eco-tourism packages with opportunities to not only learn about Hawaii but give back. Take part in the ReTree program or beach cleanup for example.
- STOP allowing builders to skirt zoning, ignore resource scarcity, use loopholes for required workforce housing. The current level of construction is NOT sustainable. Do we really want 75000 visitors or more a day? That's increasing the total population on the island by 50%.
-
- 1 Please consider abandoned car and trash dumping management and enforcement. One solution for car dumping could be a surcharge/deposit on every new car to be used as rebate on dumping fee at the end of its life. Those funds as accumulated and with investment interest could be used to offset current dumping fees and/or recovery and clean up.
-
- 1 Please limit the number of visitors as our quality of life has decreased with the increased number of tourist. There is rising resentment against tourist because of this.
-
- 1 Please stop adding vacation rentals to our neighborhoods. Enforce the laws about illegal vacation rentals.
Traffic! Do something about it!
Limit the number of visitors to our islands. We can not abide over tourism. Too many visitors have told me Maui is too commercialized and overrun with tourists
-
- 1 Police investigate break-ins
-
- 1 Promote intelligent Native Hawaiian history and traditions in a respectful format
-
- 1 promote island owned and operated businesses including owner operated bed and breakfasts and resident owned small business.
-
- 1 Put safety at top of list with regards to tourism. If COVID numbers spike, we should prohibit tourism until safe.
-
- 1 Raise hotel tax! If the market supports \$500+ per night for our hotels, more profit

should be coming back to us. Encourage luxury and high dollar tourism, not cheap hotels and cruise ships

- 1 Rather than just keep promoting and pushing for higher volume, (and lower cost) what if we positioned Maui as an eco-tourism destination? The entire visit is designed to minimize impact and is offset in some way...yes this would probably raise the cost of vacationing here but lower volume also means a more positive experience too.
-

- 1 Recouping of our generated tax money.

We need to be able to retain more of the tax money that we create. Because we only receive a trickle of the tax money we have little money to increase our tourism infrastructure. With funds that our island generated we could buy back private land and create 20 more parks and 20 more camping areas on island it to spread out tourism.

- 1 reduction in guest administrative requirements
Make visiting easy and rewarding
-

- 1 Remember that short term rental housing is not taking away local rental stock if 1) the owners stay in the place at least 1 month of the year. Cannot put long-term renters and still have the owners be able to use. And 2) if the property is ocean/beachside and has a worth of \$1M or more the monthly rent far exceeds the ability of the local people that need a place to rent. Lastly, STRH and B&B generate jobs and direct and indirect taxes which pay for infrastructure. Limiting out-of-state ownership would be a good compromise.
-

- 1 Rental cars with tourists not knowing where they are or how their rental works is dangerous. They should be instructed on how their car works and where roads are perplexing, like on Dairy Road going toward Lahaina. Often tourists going to the airport from Lahaina miss their turn & keep going and then need to make a U-turn. I'm guessing maps and maps in books are outdated
-

- 1 Reservations to highly visited areas.
Protect Maui as we do our keiki. Restrict tourism and create alternate means of sustainability.
Agriculture
Remote Tech Companies
Some of the Ag land specific for affordable housing. A cap on the value of a bond built in these areas to stop high end homes which are not a benefit to the average worker.
-

- 1 Restrict access on private property that was exposed through Maui Reveal. Allow property owners to come up with a visitor plan if owners want.
-

- 1 Restrict areas that tourist disturb and ruin nature, trails fresh water ponds that clearly unsafe to be at if unfamiliar. Flights over Hawai'i, if it will mean to use less fuel use the best route to save consumers money on airfare, even if that means to fly over haiku Maui . Homes should be just that a resident home, not vacation rental or bed and breakfast rental. That's what we have hotels for. Existing hotels and no need of new hotels. Manage illegal vacation rentals and suspend operation or high fines or to state or county to take ownership of home and place it for affordable resident home rental
-

-
- 1 Restrict number of rental cars, implement reservation and permit to drive hana highway, construct sound walls on Hana Highway in Haiku, the traffic noise has reached an unbearable volume.
-
- 1 Restrict the amount of tourist rental cars allowed on island. Prohibit foreign ownership of land.
-
- 1 Restricting short term rental cottage industry, and thus Turing over that business to large hotels, most who are owned by out of state, out of the country corporations, and who pollute, is WRONG!!
-
- 1 See Maui County's cultural overlay map and speak to lineal and cultural descendents to define areas where development, renovation, or other construction shall be disallowed. No shoreline hardening, and a total moratorium on building and rebuilding.
-
- 1 Show more respect for legal vacation rentals!!!!
-
- 1 Stop flights over Haiku
Prioritise resident quality of life over tourism
Stop developing tourist accommodations and resorts
Limit amount of tourists on island on a daily basis
Limit rental cars on the roads
-
- 1 Stop flights over Haiku-Pauwela community.
-
- 1 Stop flying so many planes over Haiku!!!
-
- 1 Sustainable tourism initiatives.
-
- 1 Sustainable tourism practices should be kept at the forefront of all decision and policy making with it comes to tourism;
1. Tourist activities should directly BENEFIT the indigenous Hawaiian population and full-time residents, AKA incentivize local resident ownership of segments of the tourism industry, for example, short-term vacation rentals, we need more local resident and Hawaiian ownership here AND/OR a greater segment of monies collected routed to organizations that support indigenous Hawaiians.
 2. Tourist activity should directly BENEFIT the environment
 3. Offshore and out of state ownership should be scaled back
 4. Hotels should not block access to the beach, all hotels should have to create better access and more parking and they should not be allowed to set up chairs and cabanas on the beach, at all.
- Residents and Hawaiians should have more ownership in this segment of our economy
-
- 1 Tax tourists for every single geological, or cultural areas of interest.
-
- 1 Tell the FAA to stop flights over Haiku
-
- 1 The County of Maui needs to better maintain the county Parks that already exist BEFORE planning and building ANY new parks. Tables, Bathrooms, Pavilions and grounds for Many Park - Island-wide -are in a state of disrepair and neglect. By improving these facilities people would be able to "spread out" to more locations, thus, reducing compression, congestion and the risk of transmission of covid-19.

1 The destination needs to offer more options to visitors than just Large corporate hotels. There is a large segment of our customers that look for alternative accommodation. You cannot from a business standpoint say no to this segment. You need to have offerings and plan for this segment as well, not ignore it. That is how you will get your air seat lift filled and profitable. And maximize your marketing efforts meeting all segments.

Local entrepreneurs should be encouraged as they can share a local Hawaiian experience. I felt that Toni Davis was quite critical of locals in the lodging industry and enthusiastically supportive of punitive measures against them. As if the large corporate hotels were somehow sacred and the only ones capable to provide a Malama Maui experience, over a small operator.

Kind of Hypocritical when she represents many activity companies that intrude on our local community recreation areas pretty insensitively in the past, and most never adapted to developing their Hawaiian Cultural delivery of their product..

1 The flight path over Maui is a big consideration. Many residents are in uproar about the noise level, air pollution and safety issues around aircraft flying over our communities. There is plenty of ocean to fly over without disrupting residents peace and quiet and sense of safety. At times, planes fly over our community when they could just as easily flown over the ocean. I know the airlines are concerned with time and fuel costs, but they are doing this at the expense of the residents of Maui

1 The ocean needs help. Over fishing and not enough enforcement. The reefs need help as well. The abandoned cars could be cleaned up, sand blasted down to bare metal and could be tied together to create artificial reefs for divers and snorkelers alike. Similar structures have shown great success in other parts of the world. We could do sculptures and make it interesting all while creating new reefs for ocean wildlife. There needs to be moratoriums on fishing for certain species. Lobster and octopus to start, these are incredibly important species to the ecosystem and they are disappearing due to over harvesting. This applies to many other shell fish.

1 The plan really needs to do more to address the issue of lodging. Visitors who stay in hotel rooms contribute more money to the local economy than those who stay in short term vacation rentals or condos. Consider that those in hotels will dine out more often. Those is vacation rentals and condos go to Costco (which is NOT a local business) and cook for themselves. Hotels employ more staff (cleaning staff, grounds staff etc.) than short term vacation rentals.

Short term vacation rentals have a large detrimental effect on the local economy. They take housing out of the long term rental pool contributing significantly to a housing shortage. They are often owned by non residents who see them as a business investment. That investment income leaves our state.

Your plan should not only include tighter enforcement on illegal rentals and higher taxes, but also a concerted move toward reducing the number of rentals. We should have maximum allowable numbers of short term rentals by census tract. We should make sure that any permits already granted are not necessarily renewed or carried over with a change of ownership.

I also see that you are discouraging the building of new hotels. I agree wholeheartedly BUT we should also discourage the building of new high end condos. Maui does not need more high end housing that does nothing to solve the affordable housing shortage while utilizing and adding to the strain on our resources. (and please no more "affordable" housing projects that are really all about big developers slipping their market priced developments in under the guise of affordable housing.) We should also enact laws that halt the creation of any

more timeshare properties. Timeshares and short term vacation rentals have both contributed mightily to the pre pandemic situation (that is, a decrease in the amount of money contributed to the local economy per tourist visitor). We need to maximize the contribution each tourist makes to our local economy while keeping the numbers manageable to decrease the pressure on our local resources, and the harm to our environment.

-
- 1 There seems to be no systematic analysis relating causes to impacts, or metrics that reflect the relationship of cause to impact. For instance the number of people here on a given day determines the amount of human waste and food waste, and pollution from motor vehicles. The waste and pollution are what degrade our air and water quality. Limit tourism such that the pollutant load that tourism brings does not exceed our ability to handle it, and make sure tourism industry pays its fair share of infrastructure costs. R-1 water is loaded with nutrients that is bad for the reef. IF you dont treat the waste more, and more people keep coming, the waste load of nutrients goes up. R-1 just tells you it is low in solids and has low microbial count, it tells you nothing about the waste load of nutrients and toxic compounds. IT is the wasteload that degrades water quality in the ocean. IF you use polluted R-1 water for irrigation, the pollution makes its way back to the ocean through groundwater and stormwater.. We need to limit the torurism such that is is within the carrying capacity of the isalnds resources. We have to have a systematic approach to doing that
-
- 1 This plan should be a cooperative effort to economically diversify the return to tourism revenue.
-
- 1 Time is now to redefine tourism as we need a paradigm shift because the past trajectory is not sustainable. HTA/HVCB/MVCB budgets need to be divested away from marketing efforts to sustainability; environmental, conservation, cultural, etc. If we lose the special character, sense of place, of Maui Nui then we have failed in our responsibility for our future generations. For example we can start by charging every visitor \$125 "environmental fee" for the privilege of coming to Maui and this funding can support the above along with infrastructure improvements. Education and communication are the key to effectively manage tourism and if done right I bet tourists would be very happy to pay this "environmental fee" as it becomes clear that we as a community value our aina/kai. The perception of the Maui brand would be elevated.
-
- 1 toll to Hana on front and back side road for visitors- funds go to local land conservation efforts
toll to travel between Honolua area and Mendes Ranch Wai he'e area- funds to go to land conservation efforts
start raising money and completing studies to move the highway away from coast between na pali (grandmas surf spot) and Oluwalu area.
Thus
plan a mixed use coastal experience with some areas left wild, and some with slight developments.
-
- 1 Tourism in Maui needs to follow models from other islands like the Caribbeans or French Polynesia.
Tourists do not rent cars and overcrowd the island. They stay in hotels that give them the entire experience. Hotels provide shuttles/tours to various places/activities around the island. Tourists are in tourist markets, villages, restaurants. They are spending money.
Tourists in those islands are not overcrowding residence roads, stores, gas stations

(like Costco here). Rental cars are clearly marked with big orange stickers.

1 Tourism needs to be kept in balance with other non tourism commercial activities, we should not be dumping all our commercial efforts into tourism, just take a good honest look at the effect on our community with sugar/pineapple went out, tourism took over, and the pandemic hit us. That never should have happened.

1 Water resources that get used by the hotels should also be limited if there are droughts. Don't expect just us residents to comply with those water advisories and not the tourists.

1 We need to focus on quality visitors: people who respect the residents, the culture, the environment. These might actually be guests who stop for a plate lunch instead of going to Mama's Fish House or volunteer to restore native habitat instead of paying for an activity.

Encourage guests who want to know Maui, instead of Guests who want to be catered to on Maui.

1 West Maui needs more roads, no new hotels nor housing until we can get out of this side of the island should an accident, fire or emergency occurs. or just in everyday life trying to get to the other side of the highway..

1 When you say vans to improve ground transportation, I say it's good but what we need is an efficient public transportation system.

We should have fast buses staying on highways with fewer stops that connect with local door-to-door smaller buses or soon; self-driving vehicles.

I designed such a plan 2 years ago:

https://drive.google.com/file/d/1PSHs6aCaGP8_crvKNeCifg1EpFkKovI5/view?usp=sharing

The public transit should be extended and include the ferries to Molokai & Lanai and also extend routes to Haleakala and Hana.

Tourist would pay a week pass for the same price as a monthly kama'aina. The bus will need a marketing budget to promote it as the best way to move around the island.

Only when travel times will become similar to cars, frequency of service increased, with price cut in 4 compared to owning a car, proper marketing & design improvements to make it sexy, only then social acceptance will build and provide a sustainable means of transportation for Maui.

This can start by raising rental car taxes in order to finance its expansion, but my proposed plan starts by optimizing the performance of existing vehicles&drivers with better routes that can save up to 60% travel time as demonstrated in the fully redesigned schedules and network connections in my white paper.

I hold diplomas in marketing, public transportation, and hospitality management, and I would Love to participate, but up until now, no-one responds.

1 While I do not support requiring cultural activities, they could be very beneficial for all involved. Hawaii is a part of the United States. We get a lot more money from

the federal government than we contribute. If we want that special treatment, it comes with responsibilities. We should teach and speak English. However, schools should all offer optional language clubs. And probably a class in Hawaiian culture at some point. Too often culture gets quickly commercialized. I think the hula is amazing and is a tradition worth learning. But coconuts and grass skirts? Really? Surely, it can be better. Let's do real education for the locals and the tourists. If someone did something authentic, I believe people would pay.

- 1 Work toward non-tourism based economy. Provide non-tourism employment opportunities.
 Tech: Make and Market Hawaii as the highest tech (universal highspeed internet to all households rural and urban) state in the union. Provide tech training at local community colleges for installation and maintenance of network. High tech immigration will provide tax resources.
 Energy: set goal of fossil fuel independent in 10 years. Provide community college education for installation and maintenance of solar, wind, battery storage for our islands. Require all rental cars to be electric
 Education: Make educator training, compensation and retention a priority for the state of Hawaii. Our Keiki should enter a system that is the equivalent of private education available to the few. Our graduates easily can be the envy of the Union.

- 1 You've mentioned illegal vacation rentals.....the enforcement of laws/rules in place needs to be a priority, not just in that area, but across many sectors. Regulations are put in place, but little seems to be done to enforce regulations.....even the obvious ones.....like illegal vehicles on the road (jacked up trucks, wide tires, etc.) If those laws are not enforced how can we believe the less obvious ones, like the illegal rentals are even being considered. This is a huge problem, and one that I know will not be corrected over night and will take considerable manpower behind the scenes.
 There should be a limit to the total number of private vacation rentals island wide, especially in some of our quieter neighborhoods that wish to remain that way.

Total Responses	113
Skipped	194

23. Any other comments?

Count Response

- 1 A visitor told me she thought all flight passengers needed to get a COVID test; didn't know quarantine was an option. A flight with some tested and others not is unsafe. She also didn't realize, therefore, that she should get tested on arrival, that testing was offered for free. She'd depended on her airline to give her adequate info.

Mahalo for seeking input. I saw it on the front page of the Maui News

- 1 Absolutely the County should enforce existing laws about illegal vacation rentals. Note legal vacation rental owners have been suffering financial hardships with no government help due to shutdown of the tourism industry. Do not increase property taxes
Absolutely encourage development of varied industry. However agriculture is not the end all be all. Those working in agriculture jobs tend to receive very little pay, hence the large immigrant workforce on the mainland. Think outside the box for better ideas.

- 1 Allow Native Hawaiians to have a voice in all discussions.

- 1 Allow Promote many different cottage industry's on Maui!

- 1 Any downturn in visitor numbers (economic recessions or now covid) highlight the over dependance of the economy on tourism. This survey doesn't capture this reality. What you are trying to do is improve the visitor experience and in the structure of the questions assuming that that also translates in to a resident benefit. Except for those directly involved in benefitting from more visitors the two are incompatible. Job number ! has to be to lower dependence on travel and tourism.

- 1 Cap the number of rental cars at 10K and add a \$50 per day charge to fund free public shuttles.

- 1 Clearly what COVID has shown us is that tourism is not paying for its impact. All the money that comes into Maui from tourism does not provide beach parking, beach access, and traffic improvements. I am not sure where the money is going honestly. The homeless situation is another issue. They take beach parking as well. Working residents are getting parking tickets and homeless and living on the beach and don't get in any trouble. It is the working residents who are paying the price. It is a privilege to come here. The visitors need to pay more. They should have zero impact on residents.

- 1 Consider the locals and families first. They are the ones who must be accommodated first.

- 1 COVID PLAN IS CRAP. I KNOW MOST TOURISTS DO NOT FOLLOW QUARANTINE AT ALL!
We are in great danger due to incomplete plans and no real contact tracing. COVID is our greatest weakness and programs SUCK!

- 1 Covid testing results need to be accepted from any CLIA certified lab, not just a handful of "trusted partners" in order to get more visitors safely back to the islands

- 1 Diversify!! If the pandemic showed us anything it showed us we are way too dependent on tourism in Maui. Please diversify! It's vital to our well being. IT should be bigger here,

- 1 Do not tax short term rentals additionally as they are already the highest taxed entity; however, allocate the tax funds received in order to better serve the needs of the community.

- 1 Don't tax short term rentals more: the owners are normal people who live here and they are already taxed at the highest rate of any property on maui. Instead, tax the hotels which bring in far more people, provide a less authentic experience,

and send their profits OUT OF HAWAII.

-
- 1 Eliminate vacation rentals in neighborhoods. Allow them only in the condo/hotel corridors. Attract business to the State that operates outside of the tourist industry. Implement a cap on the number of visitors arrivals per day. Prioritize visitor responsibility and respect of the islands and culture.
-
- 1 Enforcement of mask laws if still in force.
Undo all the no parking along Hana Hwy at Baldwin. Put down to dusk parking hours. No overnight parking.
Eliminating all that parking was a very bad idea.
-
- 1 Finally I believe there needs to be more local ownership of hotels and vacation rentals. Create a coop that residents, and only residents, can buy into hotel ownership for a share of the income. This would incentivize locals to want the economy to do well and keep more of the tourism dollars on Maui and in Hawaii in general.
-
- 1 Fix the rules on face masks, social distancing, testing so it is consistent and easy to follow AND REASONABLE
-
- 1 Focus on sustainability.
-
- 1 For flights into Hawaii to use best and safe routes if that will help with fuel cost to avoid high airfare cost. Even if it means to fly over haiku. State of Hawaii in conjunction with each county should collect destination tax fees for all ways of travel into each island, separate from car rental fees. Beaches off the roads that are eroding should not allow vehicles to park and camp as it is also contributing to further damage to that part of the land instead of trying to preserve if further from erosion. Place concrete barrier such as in areas of mile post markers 12-14 Honoapiilani highway maui. Public beach parks tourist to pay entry fee, Hawaii residents with. Slid government issue I.d. From Hawaii no fee. Metered parking stalls, and signs for no overnight parking to control any overnight parking from illegal vacation rentals and or excess cars from residents island of Maui. Close Hawaii for 3 months out of the year to allow our islands to heal from tourism. Stop boat tours, para sail, and kayaking tours, diving tours. Stop Bike down the mountain tours.
-
- 1 Good luck getting any of this done.
-
- 1 Hana, Cultural sites, beaches, hiking trails, private property. Hāna highway
-
- 1 Having many visitor accommodation alternatives is DIVERSITY... Sharing our local community culture is a good thing versus jamming visitors into a few small overcrowded areas. Let's make the world a better place with our Hawaiian values.
-
- 1 Hawaii should not have State Income tax, if we are ti contunue to be so heavily reliant on tourism. Just like in Florida, for example.
-
- 1 I agree that "bigger/more is not better, but disagreed with the rest of E. Do NOT advertise how great tourism is for Maui. Instead work towards actually making tourism great for Maui. A good start would be decreasing how many tourists come.
- Maui does not need to be advertised as a destination but as a beautiful place to be taken care of by all who came to enjoy her beauty and culture.

I agree with L. except the inclusion of properties. Shore line retreat should be the resort (and all oceanfront owners) default plan.

Finally your panel (and all stakeholder meetings) need to be a more diverse representation of the community. I respect the years of experience the members have serving tourists, but that is not a fair representation of how the community feels about tourism. It is also evident in the listed actions, like advertising how much we need tourism to residents. No one outside the managers office would have thought this was a good idea.

1 I am not a scientist. I am not a researcher. I am simply a human being living on stolen land. I, along with MANY other, beg you to stop the pillaging and pimping of a land and it's people. This is immoral. Tourism here in the ways it's been done for decades now is IMMORAL. To see it any other way shows the conditioning capitalism has inflicted upon you. It shouldn't be some far off day dream to expect what is right to be what is done. This land was stolen and is being illegally occupied. Return the land and it's management to the rightful heirs and stewards, and see how much it benefits Maui Nui. All around the world, we are realizing we need to better involve and support indigenous communities, here in Hawai'i is no different. Until the people are TRULY cared for and given what they deserve, tourism will always be IMMORAL. I disagreed with everything this survey suggested about including more Hawaiian culture because to PIMP OUT an entire culture for profit is sickening and literal genocide. To encourage more and more visitors here under the guise of "learning about a culture" while members of said culture live unhoused and hungry is appalling and IMMORAL. I am sickened by this survey and everything it represents. We need to move back to agriculture and into tech and indigenous studies. Sustainability is NOT possible with capitalism and tourism is just a symptom of the disease.

1 I am pleased that there is a committee to address these concerns.

1 I have been in the Hospitality business on Maui for 50 years, so I understand the importance of the Visitor Industry. I feel however, that we have grown too fast & too much! Sacrificing quality for quantity has become ugly and distroying so much for what has always made Maui Nui very special. If we dont prioritize our community needs, then more of our familys are forced to move away and our culture become just like any other place. As my husband's grandfather coined the phase 4 generations ago "Maui No Ka Oi"We are and we need to remember & share why we are. Mahalo for listening

1 I have many wonderful Hawaiian friends and many wonderful white friends. Many of them do what is pono, and many don't. Aloha is missing from so many now. It is so sad. Let's go back and set a good example at the top. Even if it does not fit your personal agenda. We talk about the tourists being disrespectful, but everyone needs the education, not just the tourists. We spent a lot of wonderful time at the uncrowded beach this year. Many times, too many to count, we would be sitting back from the ocean on the sand and 50 feet from anyone, and a local family would set up their umbrella in front of us and start applying spray on sunscreen. We could tell they were local because they often had a dog with them. Then they would turn on a loud radio and then all of them would jump in the ocean for a while, with the radio still blasting.

1 I hope this effort is sincere - Maui has such amazing natural resources and beauty that deserves to be protected so generations can enjoy it. Mahalo!

1 I truly believe that now we should regulate the number of tourists that are allowed on the island at any time. I don't know how this would be done. I also believe that Maui should try to attract other industries to the island. One idea I have is to incentivize companies to build call centers that employ semi skilled educated workers to take care of customer service needs. Many people love to live on the island. They come from the mainland and have to work in hotel or hospitality jobs because that's about all there is. But if we had call centers were able to service businesses like

1 I was very put off by the webinar. 2 hours of my life is precious time. I spent 15 minutes of that learning the background of the HTA president. While his life story growing up in Waikiki was fascinating, I am not convinced that was the best use of my personal time nor supporting how to economically diversity Maui away from a single point economic fail-point that is and continues to be tourism.

1 I'd really love to see water filling stations and the promotion of reusable water bottles and overall reduced plastic use on our island. Having worked in the visitor industry for years, multiple cases of water is something almost all tourists buy!

1 I'm concerned putting more hawaiian words/culture in the airport will only deepens tourists feelings that Hawaii is a foreign country and they can come here and lose all social courtesy

1 I'd like to see rental cars offered ice cooler rentals so they don't need to buy/use foam ones

1 If Maui changes as much in the next 20 years as the last 20, it will be unrecognizable. Are the dollars really worth seeing condos built all the way up slope above Maui Meadows? Do we really want to line everything mauka of 31 with buildings?

We keep hearing that Maui needs "higher end tourists." How about Eco Tourists? Responsible tourists? We don't need the ones who are only here for selfies at Twin Falls and Big Beach with no regard for the environment.

1 Island Resource Management is the most important piece of your plan but it comes at the end. I hope that is not indicative of the priority you are giving it. This committee needs to seek the expertise of more people outside the tourism industry in order to move forward with a serious push toward new industries on Maui. Creating centers for medical expertise and exploring potential of other growth industries must be a priority . We need smarter tourism hand in hand with diversification of our economy.

Finally enforcement is key and must be funded. We know from experience that tighter restrictions mean nothing without public and visible enforcement of those rules and regulations.

1 Kihei, Wailea, Olowalu, Lahaina, Kahana

1 Last night in Paia, estimated mask compliance was 10%. Write some tickets! No one is taking this seriously. Respect the people and laws of Hawaii. Send that message, that it matters.

1 Let's make caring for the land and water our highest priority.

1 Look at removing obstacles to diversified economy. Allow different types of tourism

such as retreat centers or ag education centers on ag lands. Remove zoning restrictions on virtual businesses and give incentives to businesses that allow employees to work virtually. Currently zoning does not allow operation of a virtual business in a residential zone if the business has employees, even if the employees work in remote locations and never come to the residence. These archaic rules keeps us from developing the kind of businesses we need in a pandemic plagued world. Food security should include food processing industry which requires waste treatment which requires environmental engineering. These industries provide economic diversification and technical jobs with skills that can be exported through virtual work such as consulting.

-
- 1 Mahalo for finally addressing tourist impacts on our island economy. I know that affordable housing is another major concern but not sure if it fits here. An idea to put somewhere is to limit the sale of homes to residents with min of 10+ years living here before able to buy a home. Limit prices to new developments to \$200k-\$300k. Anything above that is not affordable to local residents.
-
- 1 Mahalo for listening
-
- 1 Make changes soon before tourism returns in full force. Maui has healed so much in these last 8 months.
-
- 1 Make HI a marijuana recreational state, we are missing out on so much financial opportunity but not being recreational.
-
- 1 make these management action plans for 5-10- more years out, looking into the future.
-
- 1 Many of the subjects in these questions were not applicable to Maui causing me to respond Disagree even though I agreed with some of the points.
-
- 1 More education, not only about our culture, but also about our resources. Have tourists understand that this isn't their playground - it is our home. Stress education of sustainability, shopping locally, and being environmentally friendly in hotels (turning off lights, trash, recycling, etc)
-
- 1 Nice to see some forward thinking going on! Care must be taken in these initiatives as the cost of travel/vacationing here is out of reach for many, so is the cost of owning property here as well living here!
-
- 1 No
-
- 1 Nobody wants to face up to the fact that you can't have it both ways, there are no ameliorating measures which will make overpopulation on this island more desirable. Traffic jams are everywhere. Where do the planners live anyway? Surely they can't be happy to be stuck on traffic everywhere they go because they granted all the development projects. The water is dirty, the fish are gone, no parking at the beaches, no parking anywhere basically, congestion everywhere, a cost of living which only rich haoles from other places can afford. How can our supposed leaders not see all the degradation they have caused with overdevelopment. Shame on all of them for ruining this beautiful place..
-
- 1 none
-
- 1 One suggestion for over crowding is to have a lottery system for people coming onto the island. Many tourist destinations are considering this system to limit the

impact tourists have on their communities. Residents can't enjoy their own 'aina without being over-crowded and crowded out by tourists.

Tourist industries need to consider the people that live here. Airlines need to divert their planes away from flying over our communities as a way to respect our 'aina and have aloha for the people. Golf Courses need to stop letting their pollutants flow into our oceans, destroying that ecosystem, Hotels and Developers need to stop developing such big hotels to stop the over-flow of tourists on such a small island. Car rental agencies need to start using electric cars to eliminate toxins in our environment

-
- 1 Ongoing communication and updates with key stakeholders and local communities.
-
- 1 Over tourism has destroyed Hawaii. I have lived here more than 50 years and am appalled at the attitudes of tourists as well as Johnny come lately business who defy laws and simply don't understand what they are doing all in the name of a fast buck.
Going to the beach in the past 6 months (time of COVID) has been a delight and only reinforces my belief that Hawaii/Maui needs to severely curtail the numbers coming here.
-
- 1 People that own STR's are being taxed higher than Hotels, STR's are mostly comprised of the little guys trying to run legitimate businesses. All we hear about are the "cheaters" with STR's, when you raise property taxes on STR's which is currently higher than hotels, it creates those "cheaters" who do not want to pay the high taxes, while it penalizes all the legitimate STR's , just trying to pay their expenses, there are many legitimate condotels, suffering from higher property taxes while the state chases the few STR's that are the "cheaters".. that needs to stop. Stop penalizing the "little guy" running a legitimate business, while pandering to the hotels. The Little guys" are the ones suffering from higher property taxes..
-
- 1 Please be aware that legal condo vacation rentals on Maui already pay, by several factors, much higher property taxes than other, resident occupied, units in the same complex. Vacation rentals have been shut down with no revenue from which to pay property taxes. Increases seem grossly unfair at this time.
-
- 1 PLEASE focus on diversity in our economy. When Tourism is interrupted everyone in Hawai'i suffers. 911, financial meltdown, now Covid. All-leaders need to come up with a plan for our state.
The counties also need to get a larger share of the TAT and GET than the state gives. KEEP MAUI and all of HAWAII' I NO KA OI.
-
- 1 Protect Maui and all the islands from greed!
-
- 1 Provide visitors with more information on kapu activities - teach them what it means to give aloha and receive aloha.
-
- 1 Regulate the amount of tourist arrival daily.
-
- 1 Required post travel covid testing
-
- 1 See the testimony from Wailea's contested case hearing where the developers' lawyers repeatedly thwart attempts to hold their client accountable to the community plan. Review the expert testimony given in regards to environmental impacts of renovation and opposition by cultural practitioners.
-
- 1 Short term rentals are already the highest taxed category and contribute the

largest amount of money to the county.

-
- 1 Short term rentals generate a significant amount of funds to the county, these funds should be better allocated and not to be continued to be raised. These raises are passed on to the guests who may decide to visit other islands instead of the high costs associated with Maui.
-
- 1 short term vacation rentals is a big mistake. the only people who defend this practice are people who financially benefit from this business. our neighborhoods give up their peace and quiet so a select few can monetize our homes. it is also a leading factor in why we don't have affordable rentals for our residents. our island has plenty of vacation rentals in the resorts that need to be utilized and this business keep out of our communities
-
- 1 Slowly phase out about 50% of all Hotels/ condos as the structures age and as shoreline erosion threatens the structures. Many structures were built upon the sand dunes with almost no setback, therefore the beaches do not get natural sand replenishment. Get rid of the buildings and preserve the beaches. There really is no choice.
-
- 1 So many, to start with any "Stakeholder" meeting should include a diverse representation of Maui, small business owners, teaches, conservationists. We are all Stakeholders. Asking tourism professionals to the solution to overtourism doesn't seem wise. Many of the actions/ critical component were great and very community oriented EXCEPT one tourism centered element, which would make disagree with sentiments I otherwise thought were great. Hawaii and HTA must truly start putting full time residents quality of life first.
-
- 1 Staycations for residents should be given a better rate in general to allow the locals to be able to enjoy our island. We can't afford anything over \$60.00 as their resort fees, etc are more then we can afford.
-
- 1 Stop advertising to come to Maui and Hawaii in general. Hawaii/Maui are a well established tourist destination and people do not need prompting to come. Funds can be redirected to support organic regenerative farming practices. Which will expand and bring down the cost of healthy, nutrient rich foods for our local populations. We have to have a better food system to stop our reliance of imports. Build our soil back to absorb more carbon, replenish water cycles and stop erosion.
-
- 1 Stop allowing planes to fly over Haiku in the early morning and any time. It is not necessary.
-
- 1 STOP FLIGHTS OVER HAIKU.
-
- 1 Stop flying so many planes over Haiku! Totally unnecessary to have Haiku be under the flight path.
-
- 1 Stop selling Maui to tourists who are destroying it by misuse and overuse. The indigenous people should have use of the land. Why don't we just let fewer people in and charge more money, so the resources are not depleted.
-
- 1 STOP THE AIR TRAFFIC OVER HAIKU AND HANA!
-
- 1 Support and encourage our businesses
-
- 1 Thank you for all of your hard work!

1 Thank you for doing this. As long as we can protect the natural and cultural wonders of Maui, we will remain relevant and jewel. The more we commoditize these, the more we will resemble another Disney World.

1 thank you for including the community in this very important process. I look forward to attending more virtual meetings in the future.

1 Thank you for listening

1 Thank you for reading this, much appreciated.

1 Thank you for your commitment to changing the way Maui regards tourism and unbridled development. One of the great tragedies that happened on Maui is the loss of the original Kapalua Hotel and the erosion of that beach. During the pandemic, when tourists were not here, my family went to Napili for a staycation which was great. It broke my heart to walk over to Kapalua and see the hundreds of millions (probably billions) of dollars that went into building the Mantage and all those gated communities and houses. Everything was empty. I had the thought that Maui sold their soul to the devil. I'm not totally convinced that we can redeem our soul.

1 Thank you, I look forward to seeing if you care about my comments and if they make sense to you. I would love to get involved in shaping the future of Maui Tourism .

I also sent a letter to Mayor Victorino's office about reshaping tourism, back on April 24th 2020, for which I got no response.... :(I think the suggestions I made are still very relevant in terms of marketing strategies for our destination.

"I also offered to the Maui Hotel and Lodging Association,(as we are members and following up closely) to organize a task-force to brainstorm "10 best ways to change the service offering to offer a safe stay in Maui Hotels & BnBs", and then do some serious needs-based marketing research with different segments of travelers to identify which of those 10 service offerings resonate more with the different types of travelers.

Your leadership would help move that process forward. I would be happy to be at service to help facilitate this process in an efficient manner.

Then once the market research is nailed down, we should reshape our Tourism Marketing with online micro-targeting campaigns at low cost and see what works best before we scale up, as funds are precious and shouldn't be wasted. We need to be ready to radically differentiate our destination in our target markets as soon as the lockdown stops, especially we need to focus on the new core needs of safety that travelers will have.

If we want to avoid our economy to take years to recover, we need to take action NOW for the tens of thousands of Mauians on unemployment, we need to be smarter than ever to be sure our tourism kicks back in as soon as possible! Just being the destination Maui isn't a good enough strategy anymore.

And again, all this depends on some serious needs-based targeting, especially now

that potential visitors are broke, we will have more competition from Mexico and cheaper destinations and we will need to focus on a new "Safe Luxury" branding.

The Lt. Gov. said that airlines will be willing to test people before boarding planes to Maui, so that's already a huge help. All that can also help make the citizen feel safe and stop being so aggressive against visitors.

I am looking forward to your response and to furthering this conversation with you."

1 The airport to hotel shuttle program that was suggested was a good idea, but it will likely require some financial push via increased rental car charges to encourage tourists to use them instead of renting a car because they always think "what if I end up needing a car".

1 The average home price has sky rocketed on Maui to such ridiculously high levels it's no wonder why so many long time residents have to leave the island - only to be replaced by part time (or hardly any time) Maui residents. Approval of so many rarely owner occupied huge mansions have forced our kama'aina away while driving the home prices to unreachable levels.

1 The moderator for the Maui community zoom meeting was fantastic!!

1 This is long overdue. Before Covid, it was to the point that residents were crowded out from previously pristine natural areas over run with tourists. . Get rid of videos in hotels and books that encourage visitors to trespass and frequent dangerous areas.

1 This measures appear to be anti-tourism. Guised in the mask of protecting Maui's resources. Educating visitors to help us protect and utilize our resources is a good thing. But cutting off the hand that feeds us is another. As it is now, STR's are seen as the bad guys, but the hotels are getting a pass. Most STR's are Mom & Pop operations. While the hotels are major corporations who appear to have major sway with local politicians. We need to look at the Hospitality Industry as a whole and not just one portion of it.

There needs to be a balance on our approach to tourism. How do we maximize our tourist dollars and provide the best environmental protection at the same time. For some reason our local politicians are binary in their approach. It seems like they only see all in or all out. They lack the ability to see that there is middle ground and we can have both, protect our resources/environment and have tourism flourish at the same time.

1 This pandemic made residents realized that Tourism was toxic, overcrowded, and mismanaged. Without tourists, we were able to enjoy our own island. Enjoyed the beach and surf without dealing with the surf classes. Enjoyed the ride to the west, east, south, north... there was no traffic, no slow car with cameras out the window. Could go to the stores with no crowds or long checkout lines. The Aloha for tourism is gone. We need to focus on other economic opportunities. Stop thinking about what tourist needs.

1 Tourists are good people but we have allowed too much development of that industry while eliminating sugar and other industries that Hawaii was built around.

1 Traffic on Pali

1 use fees or reservation systems to manage overuse

1 Vacation rentals on Maui should not be taxed more! Vacation rentals are already the highest taxed category bringing in the largest amount of money into the County through Real Property Tax. The short term rental property tax classification is the largest contributor to the County Affordable Housing Fund annually. Rather than trying to squeeze more money out of individual property owners, who are providing jobs for locals and are already struggling with the high cost of living on Maui, the County needs to focus their efforts on how they allocate these funds. The hotels, having a lower tax rate could certainly afford to pay more in property taxes.

1 Visitor industry: promote locally owned tourism. Educate local residents through local colleges to manage their own BB, STR, small hotels. Keep tax and direct revenue on island. Limit each island visitor capacity.

1 We in Hawaii never should have let Washington, DC start allowing low cost cane sugar (grown with near slavery level paid workers, our Hawaii workers were ILWU, and were paid a decent living wage) come into the western US and put our Hawaii sugar growers out of business. Yes, the big bosses in DC wanted to be buddies with the top level Mexicans, most of whom were connected to the profits from their sugar operations in one way or another, but to eliminate the balancing of import tariffs on Mexican sugar, and put our Hawaii growers out of business, should have been blatantly illegal.

1 We should have a law that says a non-Hawaii resident can only purchase house/property currently owned by a non-Hawaii resident. A Hawaii resident may purchase any available home/property. This way ALL new housing is for residents and not luxury communities for non-residents. New revenues can be raised by implementing a scratch off lottery. Visitors will buy nice Hawaiian themed tickets to bring back to friends at home. Also, expand legal cannabis to mainland visitors with either taxes on purchase or access fees such as exist now for medical use.

1 We should not block opportunities for our local entrepreneurial opportunities I think John DeFries was quite supportive of this. Maui Repsrepresent an all in for big corporate hotels and large commercial activities and lu`au. Local people should not be blocked from entering the marketplace in a small legal and sensitive way. You have no one on your committee representing the small business, except perhaps Pam Tumpap and Toni Davis but even their not open to the unrepresented at the table.. Why should we help businesses that only send their profits out of state and then put the screws to all the locals? There should be someone representing local entrepreneurs B&B's and vacation rentals.

1 What is happening with new new museum next to mana Kai hotel ?

1 Why the focus, in your DMAP, on Short term rentals. If you tax for any purposes, include all stake holders. Hotels, rental car companies, airlines, tour operations, restaurants etc. They can all contribute to any impact Visitors coming to Hawaii may cause.

1 Within those limits, accelerate complete conversion of rental car market to electric vehicles with corresponding increase in charging infra.

On-going and periodic video spots during flights from East and West (language sensitive) promoting responsible tourism, respect of host culture, delicacy of ocean and other natural environment destinations.

Develop affordable tourist options--emphasis on genuine culture experiences BUT, also expand fee-based access. Parks, surcharge on charters, tours, rental cars, etc. I do not believe additional fees are deterrence to growth.

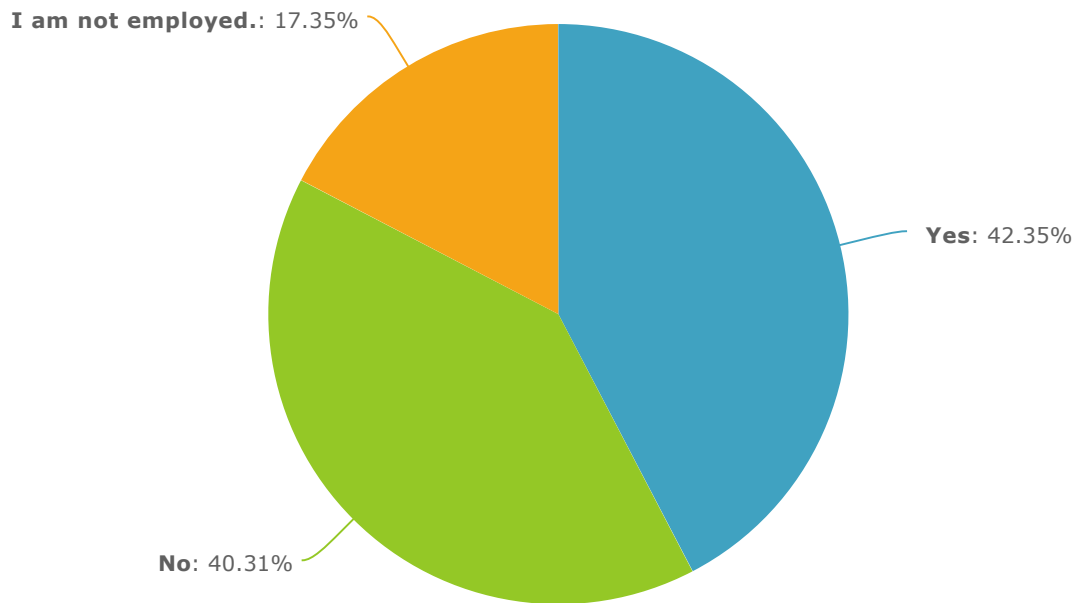
1 Wonderful questions
Common sense and natural law confirms

1 You people are the antithesis to quality of life here. Tourism is driven by greed and has damaged almost irreparably the pristine qualities that attracted me here to live. I have come to despise tourism and those who are responsible for the gross over-tourism allowed now.

Total Responses	101
Skipped	206

24. Let's define the "visitor industry" as any business depending mostly on tourists or depending on other businesses working with tourists.

Is your current job part of the visitor industry?



Yes	42.35%		83
No	40.31%		79
I am not employed.	17.35%		34
Total Responses			196
Skipped			111

25. If you are answering on behalf of an organization or business, please list its name.

Count Response

1	3 deep breaths LLC & Precision House LLC
1	Ali'i Resorts, LLC
1	DOE
1	Everyone on Maui is in the Tourist industry. So yes I am.
1	Haiku Guesthouse B&B
1	Hale Akua Garden Farm and Eco-Retreat Center
2	Hawaii Pacific Parks Association
1	HAWAIIAN CLASSIC PERFUMES
1	Island Art Party
1	Island star Excursions
1	La Costa Realty Hawai'i, LLC
1	Lapa'au Farm LLC
1	Maui Crafts Guild
1	Maui Ocean Center
1	Maui Paradise Propertes
1	Maui Wedding Group Inc.
1	n/a
1	na
2	NA
2	no
3	No
1	No.
1	none
1	Personal
1	Private Paradise Villas
1	Rentals Maui, Inc.
1	Self - Employed
1	Self employed vacation rental manager
1	Short Term Rental

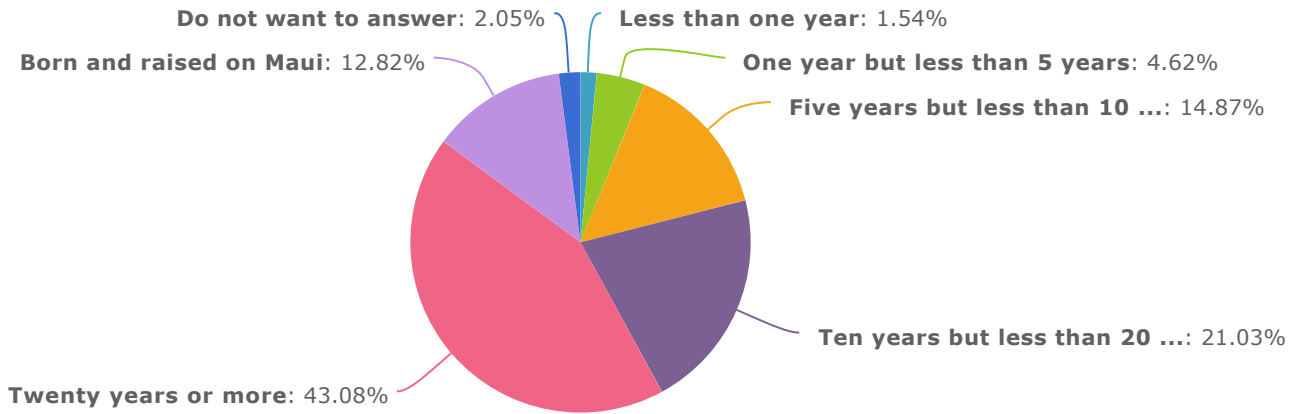
- 1 The Maui Miracle.org

- 1 The Old Wailuku Inn Ltd co owner

- 1 Water Quality Consulting, Inc.

Total Responses	37
Skipped	270

26. How many years have you lived in Maui?



Less than one year	1.54%		3
One year but less than 5 years	4.62%		9
Five years but less than 10 years	14.87%		29
Ten years but less than 20 years	21.03%		41
Twenty years or more	43.08%		84
Born and raised on Maui	12.82%		25
Don't know	0.00%		0
Do not want to answer	2.05%		4
		Total Responses	195
		Skipped	112