

HAWAII TOURISM™



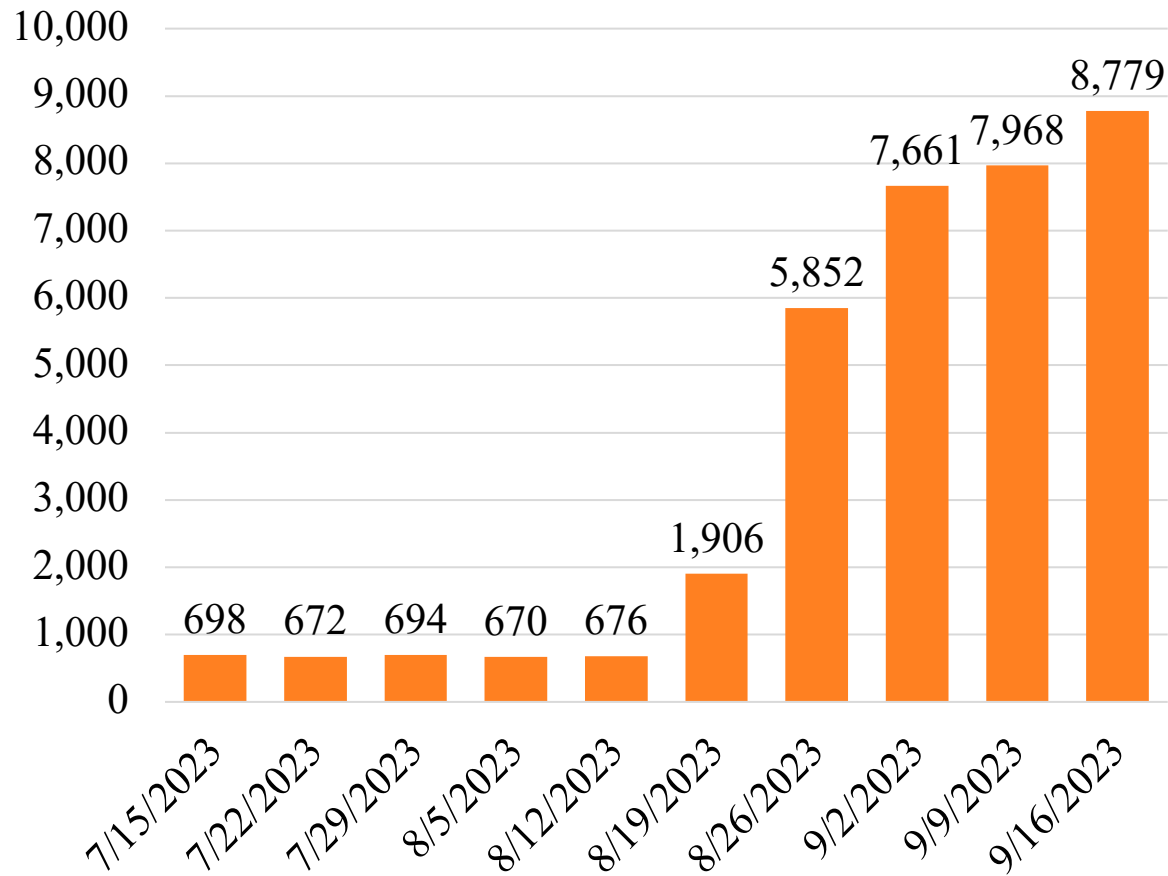
AUTHORITY

Situation

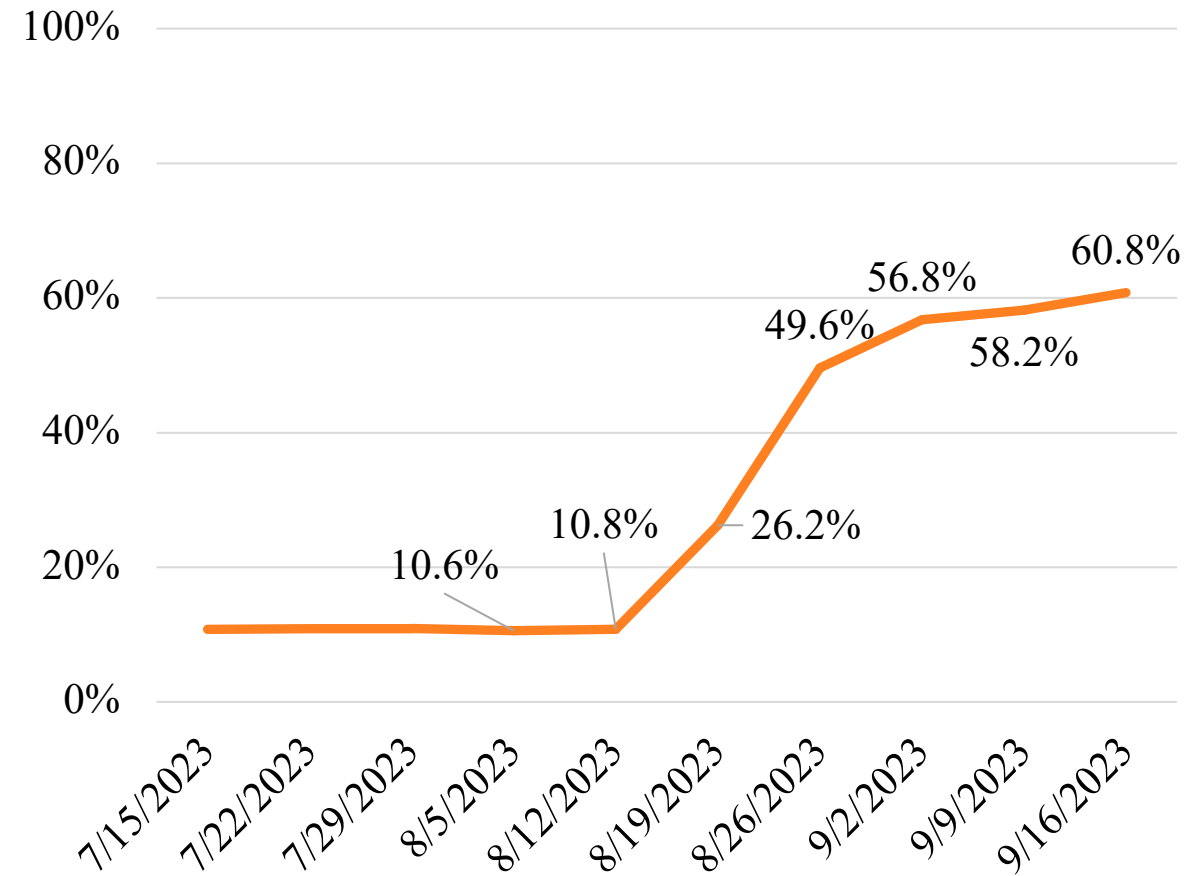
- Revised DBEDT Forecasts
 - +1.8% to +1.1% 2023
 - +2.0% to +1.5% 2024
- Loss of \$2.7 million a day for businesses impacted by wildfires.
- \$11-13 million per day economic impact statewide.
- Maui: Double-Digit Decline Through 2023

Maui Unemployment Claims

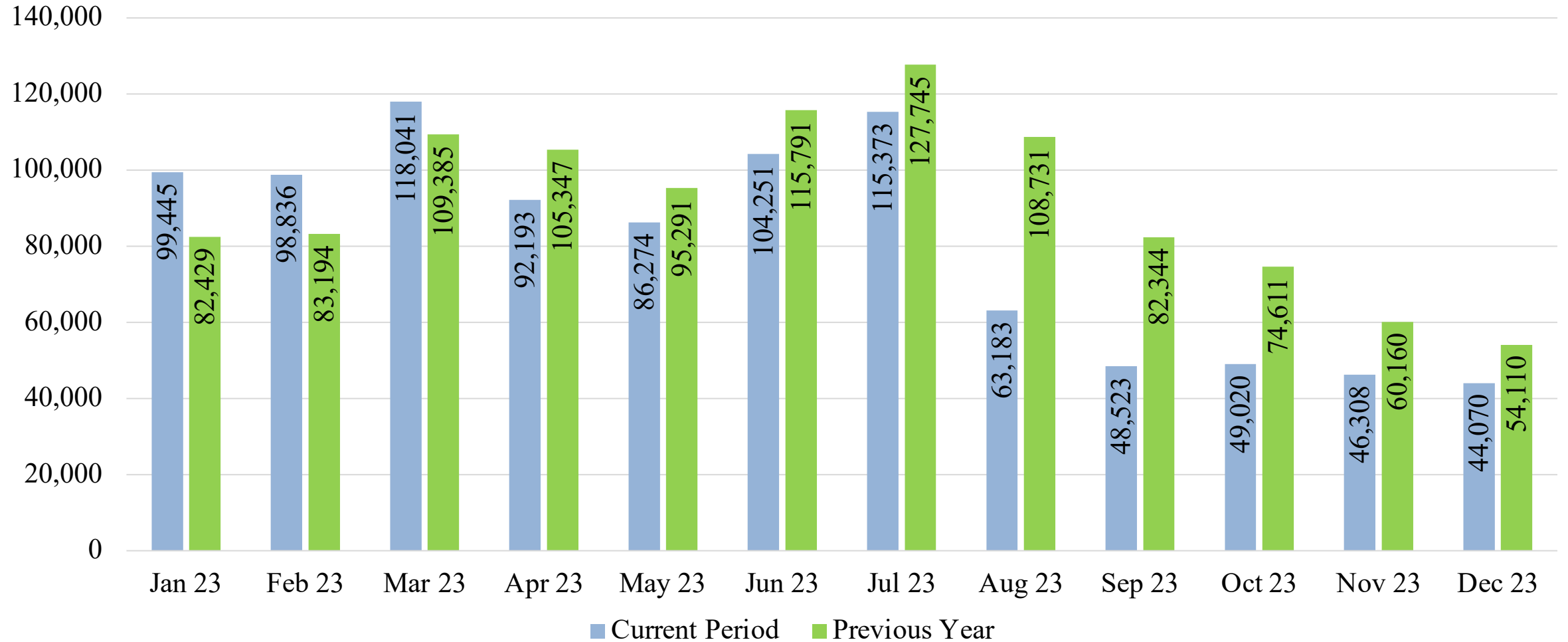
Weeks Claimed



Maui as a Percentage of State Total



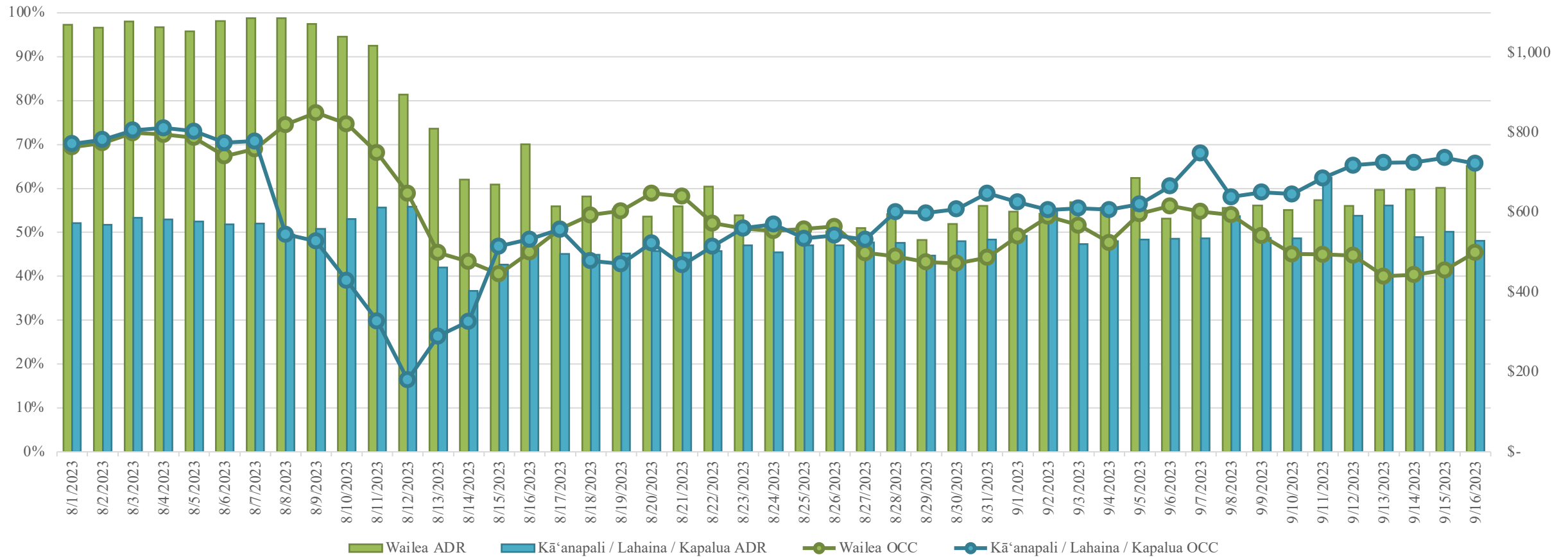
Air Ticket Bookings to Maui



Maui Hotel Performance



Wailea and Kā'anapali/Lahaina/Kapalua Daily Hotel Occupancy and ADR for Participating Properties
August 1 - September 16, 2023



Source: Hawai'i Tourism Authority

Our Response



The Hawai‘i Tourism Authority, after listening to the Maui community and visitor industry, is supporting residents who work in the hospitality industry and business owners who count on visitor spending by **ensuring that visitors return to Maui.**

We are doing so by making the invitation clear: **respectful, compassionate, responsible travel to the island of Maui is welcome and encouraged – more now than ever.**

Our Messaging Apparatus



Message At-A-Glance



	Short Term	Medium Term	Long Term
Timing	While West Maui Is Closed	When West Maui Reopens <i>October 8 On</i>	The Path Forward
Theme	Kūlike (Stand Together) Empathy and Unity	Kūpa‘a (Stand Strong) Resilience and Steadfastness	Holomua (Move Forward) Advancement
Message	<p>Mahalo for your aloha.</p> <p>HTA is encouraging mindful travel to Maui (except West Maui) and the other Hawaiian Islands. Visit with compassion and patience and help keep our residents employed and businesses afloat.</p> <p>If you cannot visit, donate.</p> <p>HTA and the visitor industry continue to step up and support relief efforts.</p>	<p>Welcome back.</p> <p>HTA is encouraging mindful travel to Maui and the Hawaiian Islands. West Maui is open, but refrain from visiting Lahaina out of respect to the community.</p> <p>Travel with compassion and patience. Express your care by keeping our residents working and businesses afloat.</p> <p>HTA and the visitor industry continue to step up and support relief efforts.</p>	<p>Coming is caring. Come with purpose.</p> <p>HTA is encouraging mindful travel to Maui and the Hawaiian Islands. Visit with compassion and respect.</p> <p>Support local shops, restaurants, businesses, and experiences.</p> <p>Join the community by participating in volunteer experiences. (When community/capacity allows).</p>

Audience At-A-Glance



Audience	Channels	Voices	Products
<p>Residents</p>	<p>HTA Community Meetings Other Community Meetings HTA Website Inquiries to HTA HTA Email List & Social Media Media Interviews</p>	<p>HTA Spokespeople Mālama Ambassadors (Previous) Maui Voices (In Development) CEP / Sig / KO / A‘Ā Partners Governor</p>	<p>Community Meetings Inclusion in Products Social Media Posts Earned News Coverage</p>
<p>Visitors</p>	<p>Source Market Channels (On 8/21) GoHawaii.com, App and Call Center GoHawaii Social Media MeetHawaii.com Media Interviews</p>	<p>HTA Spokespeople Mālama Ambassadors (Previous) Maui Voices (In Development) Governor</p>	<p>Mālama Hawai‘i Videos (Previous) Maui Voices (In Development) Maui Map and Itineraries Satellite Media Tour Earned News Coverage Governor’s Message</p>
<p>Visitor Industry <i>Local, National, Global</i> <i>Travel Trade</i> <i>MCI</i></p>	<p>HTA Email List & Social Media HTA Website Source Market Channels (On 8/21) HTA Hawai‘i Tourism Conference Industry Conferences Media Interviews</p>	<p>HTA Spokespeople HTA Board Leadership Maui Voices (In Development) Governor</p>	<p>Weekly Industry Updates on Efforts Bi-Monthly Hospitality Meetings Quarterly Market Meetings Sector-Specific Messages & Tools Monthly HTA E-Bulletin Earned News Coverage Governor’s Message HTA Letter</p>

Highlights of HTA's Response



<p>Week 4 <i>August 31-September 6</i></p>	<p>Week 5 <i>September 7-13</i></p>	<p>Week 6 <i>September 14-20</i></p>	<p>Week 7 <i>September 21-27</i></p>
<p>Board Meeting</p> <p>Recovery PIG Meeting</p> <p>Lahaina Business Meeting</p> <p>Media Interviews</p>	<p>Recovery PIG Meeting</p> <p>Governor Announcement of West Maui Reopening Date</p> <p>Issued IFB For Recovery Planning Support</p> <p>Media Interviews</p>	<p>Recovery PIG Meeting</p> <p>On-The-Ground Meetings</p> <p>PAO Deployed To Support Maui County</p> <p>Leadership Review of 2024 BMPs</p> <p>Media Interviews</p>	<p>Recovery PIG Meeting</p> <p>PAO Deployed</p> <p>HTA Meets With House Working Group</p> <p>County Community Informational Meetings</p> <p>Mayor Announcement of West Maui Reopening Phases</p> <p>Media Interviews</p>





DO NOT
ENTER

AUTHORIZED
PERSONNEL
ONLY

NOTICE
ENTER AT OWN RISK!
HEALTH AND PHYSICAL
HAZARDS EXIST



