



# US Marketing Maui Recovery Plan



# The Situation

# Travel Messaging Timeline

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

## Evolution of County and State Travel Guidance

### August 9

- All non-essential travel to Maui is strongly discouraged

### August 13

- All non-essential travel to **West Maui** is strongly discouraged

### August 16

- All non-essential travel to **West Maui** is strongly discouraged **until Aug. 31**

### September 8

- Governor Green announces Oct. 8 reopening of West Maui

### September 27

- Mayor Bissen announces phased reopening of West Maui

### October 24

- Mayor Bissen announces that Phases 2 & 3 will begin on Nov. 1

## Maui Recovery Plan Timeline

### August 8

- Pause all marketing

### August 21

- Resume marketing: Consumer Direct, Public Relations, Travel Trade, MCI

### August 31

- HTA BOD approves \$2.6M in funding for Maui Recovery

### September - December

- Maui Recovery Marketing: Consumer Direct, Public Relations, Travel Trade, MCI

# The Plan



# Budget

## Mid-August through December

<b>Consumer Direct</b>	
Paid Social Media/Content	\$1,450,000
CRM/Email	\$50,000
<b>Public Relations</b>	
Satellite Media Tour	\$75,000
New York Media Blitz	\$15,000
Condé Nast Traveler Points of View Summit Sponsorship	\$100,000
Media Visits	\$10,000
<b>Travel Trade</b>	
Cooperative Marketing	\$250,000
Paid Communications	\$50,000
<b>MCI</b>	
Retention & Business Development	\$200,000
Strategic Partnerships	\$400,000
<b>Total:</b>	<b>\$2,600,000</b>

# Recovery Plan Objectives

## Current Situation

- Travel demand for Maui is experiencing a tremendous downward trajectory that continues well into 2024. This leakage is also starting to impact bookings on the State as well.
- Beyond the tragic loss of lives, homes, and cultural sites, Lahaina hosted over one hundred retailers, over one hundred dining establishments, and many others, particularly water activity providers (snorkel, scuba dive, submarine tours).
- Without this center of cultural and historic value and activities for visitors, many will be slower to book again.

## Objective

- Re-create demand for Maui by adding dimension to the existing brand.
- Share the unique and attractive visitor activities across the island to have potential and even repeat visitors realize there is so much more to do on Maui than they have done in the past, including fire relief and recovery volunteer opportunities.
- Doing so will create an opportunity for Maui-based businesses to survive as the messaging will create a desire for visitors to support local.

# Target Audiences

## Consumer

- The Mindful Traveler
- Regional and National Media
- Industry Partners, cooperatively reach:
  - Current Maui Res Holders
  - Past Maui Visitors
  - Past Hawai'i Visitors
- HVCB owned channels to reach past and future visitors:
  - E-newsletters (membership, consumer, travel trade, MCI)
  - Websites (consumer, travel trade, MCI)
  - GoHawaii App

## Travel Trade

- Airlines
- Consortia / Wholesalers
- Travel Advisors

## MCI

- Association Planners
- Corporate Planners
- Incentive Buyers
- Third Party Planners
- MCI Strategic Partners

# Recovery Plan Overview

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

## Consumer Direct

Organic/Paid Social Media – Facebook, Instagram, YouTube | PGA, LG

PR – Virtual Media Appointments, Individual Media Visits

PR – Southern California Media Blitz

PR – CNT Points of View, NY Media Blitz

PR – Satellite Media Tour

CRM – E-newsletters owned DB, Lookalikes

Gohawaii.com Mālama Maui Content and Updates

## Travel Trade

Signature Owners Meeting  
Delta Vacations University

ALG Vacations ASCEND

Paid Advertising – Northstar, Travalliance, Meta + opportunistic

Consortia Programs - Virtuoso, Signature, Travel Leaders

Co-op Program

## Meet Hawai'i

Retention and Business Development; Strategic Partner Sales and Marketing; Paid Digital Media

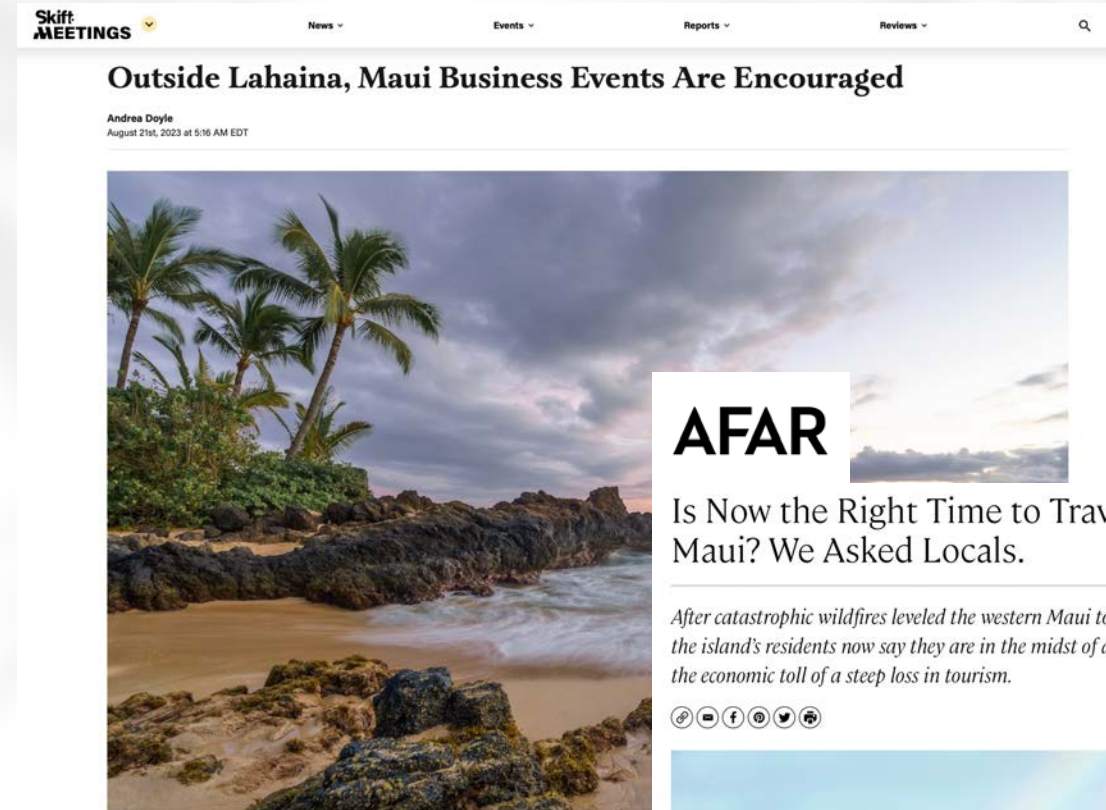
IMEX – Maui Strong Messaging



# Public Relations/Earned Media

## Objectives & Strategy

- Amplify Governor's, Mayor's and HTA's messages
- Uplift the voices of Maui
  - Small business owners, community leaders, hotel employees
- Pitching the Hot 100 List
  - Reconnect with media who first covered the disaster for follow-up stories
  - Highlight appropriate volunteer opportunities
  - Buy local: on-island or online
- Develop large-reach national editorial coverage



When visitors do come, locals ask that they be mindful of the trauma and devastation the island has been through since early August. Courtesy of Unsplash

# Public Relations/Earned Media

## News Bureau

- News Release: Wire Distribution
  - How to Mālama Maui through travel
- Virtual Media Appointments
  - AFAR, National Geographic, Vogue, Washington Post
- Individual Media Visits to Maui
  - Joel Centano, Virtuoso Magazine
  - Karla Walsh, Travel + Leisure
  - ABC Minneapolis

## 9 Tips for Traveling to Maui Responsibly As the Island Recovers From the Wildfire

By enjoying and investing dollars in the local economy, you can help locals rebuild.

By [Karla Walsh](#) | Published on November 28, 2023



PHOTO: ROSANNA U/GETTY IMAGES

*"However, now, rather than asking travelers to keep their distance, Maui lawmakers, businesses, tourism officials, and the vast majority of locals Travel + Leisure spoke to on the ground in early November are ready to welcome back guests. In fact, Hawaii's second-largest and second most visited island needs guests to return."*  
- Karla Walsh, Travel + Leisure

The Washington Post  
*Democracy Dies in Darkness*

BY THE WAY

## 5 ways to be a good visitor on Maui as tourism reopens

In the wake of Hawaii's deadly wildfires, it's better to give than take



Advice by [Andrea Sachs](#)  
Staff writer

October 23, 2023 at 8:00 a.m. EDT

# Public Relations/Earned Media

## Media Blitzes – California / NYC

- Southern California Media Blitz (Nov)
  - Los Angeles & San Diego
  - Highlighted Maui but included representation from all islands and promoted FestPAC
  - One-on-one meetings with media: AFAR, Travel + Leisure, Thrillist, Fodor's and more
  - Local ambassadors: Sissy Lake-Farm, Pomai Weigert, Makanani Salā
- New York Media Blitz (Nov)
  - One-on-one meetings with media: Hemispheres, Skift, Conde Nast Traveler and more
  - Engaged in a Mālama volunteer project in-market alongside media
  - Local ambassador: Daryl Fujiwara
- Condé Nast Traveler Points of View Summit (Nov. 2) - New York City
  - Exclusive group of 145 top travel specialists, editors, industry experts
  - Sherry Duong participated in an editor-led panel discussion
  - Separate meeting with CNT Editor Jesse Ashlock



# Public Relations/Earned Media

## Satellite Media Tour

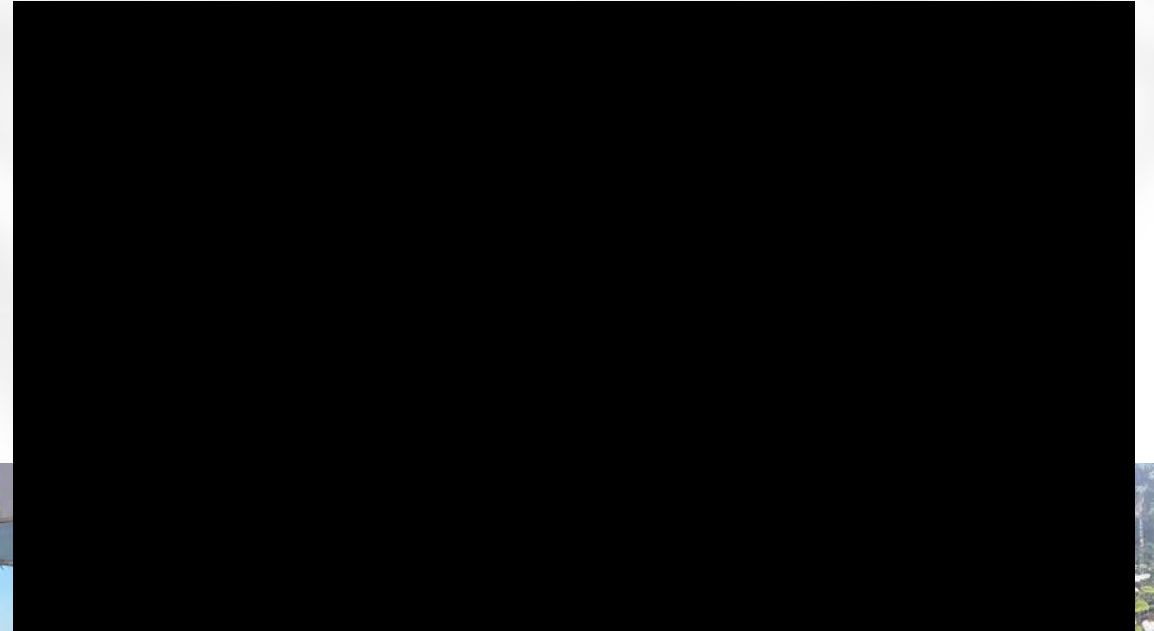
- Nov. 8, 2023 (1am – 8am)
- HTA BOD Member Mike White conducted 24 back-to-back TV and radio interviews
- **Audience of 2.6M** as of Nov. 16
- Aired in markets including LA, San Diego, Dallas, Phoenix, Seattle, Denver, Sacramento and others



# Public Relations/Earned Media

## Entertainment Tonight

- Aired daily shows across the continent from Hawai'i, Nov. 6 – 10
- Emphasized the importance of responsible, compassionate travel to Maui
- Mālama experiences on O'ahu: Kualoa Ranch, Waimea Valley, Kōkua Learning Farm
- Partnered with Hawaiian Airlines, Sheraton Waikiki, Fairmont Kea Lani
- Audience of 4M daily



# Social Messaging

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

## Mālama Maui – Relief Efforts, Mahalo Messaging, Mālama Maui

### Travel Alerts (On-going Governor Green/HTA Updates)

- Wildfire alerts and news

### Mahalo For Your Support (Series of 3)

- Mahalo - outpouring of aloha
- How You Can Help - support local orgs

### Mālama Maui (series of 4)

- Highlighting Maui towns, local businesses and experiences

### Kupa 'Āina (series of 8)

- Maui locals/voices sharing their stories

### Ola Maui

- Come visit us – Exploring Maui

## Mālama Hawai'i (not included in Maui Recovery Budget)

### Mālama Hawai'i Statewide

- Statewide + island-specific messaging including Maui CTA
- Social content series to inspire mindful travel to the islands

Organic & Paid Content



# Social Messaging

- Emergency travel alerts
- Travel updates
- Mahalo for your support
- How you can kokua



# Social Messaging

- Mālama Maui (series of 4)



❤️ 💬 📌 🔖  
 Liked by christy\_pnut and 1,379 others

Support the local communities of Maui by exploring the east side of the island. Whether you are Upcountry or on the coast, the towns of Kahului, Wailuku, Kīhei, Wailea, Mākena, Pā'ia, Makawao and Hāna each have a unique history and are open to visitors.

Mālama (care for) Maui by supporting local businesses and volunteering.

#MauiStrong #MālamaMaui



# Social Messaging

- Mālama Maui (series of 4)



# Social Messaging

- Kupa ‘āina (series of 8)
- Each video shares their personal connection to Maui, and encourages travel to support their local communities.

Tali Silifaiva



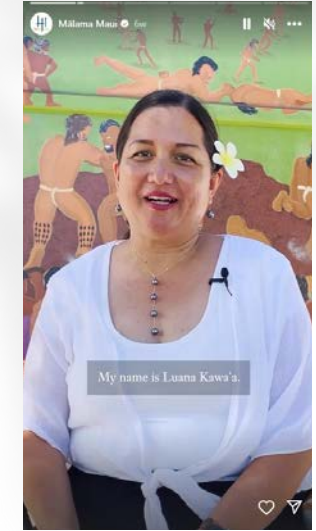
Kalei 'Uwēko'olani



Kia Ordonez



Luana Kawa'a  
"Kumu Luana"



Cody Pueo Pata



Shay Smith



Chef Taylor Ponte

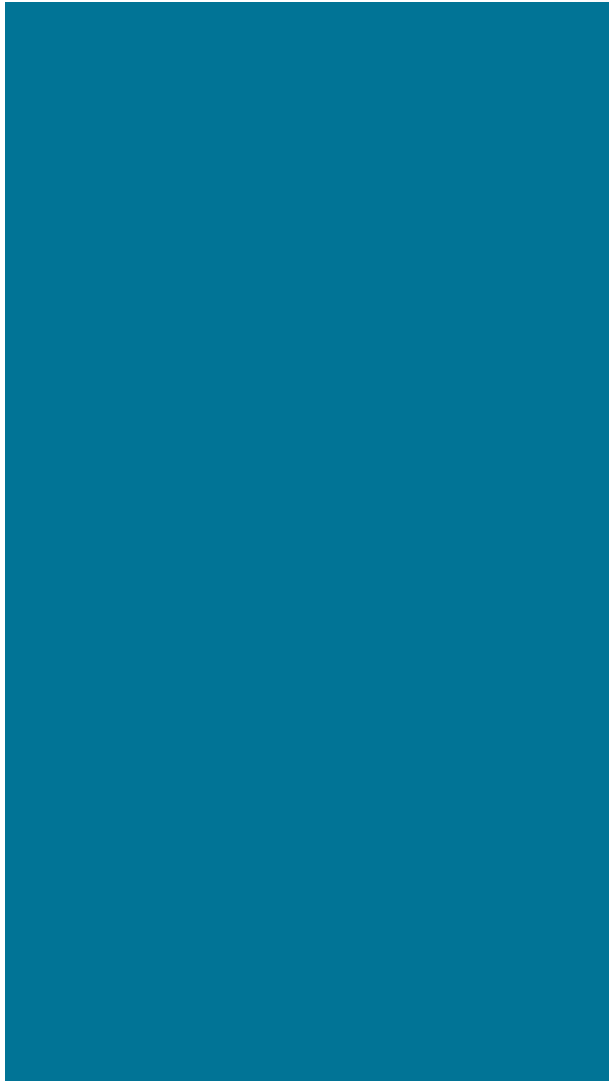


Wendy Tuivaioe  
"Aunty Wendy"

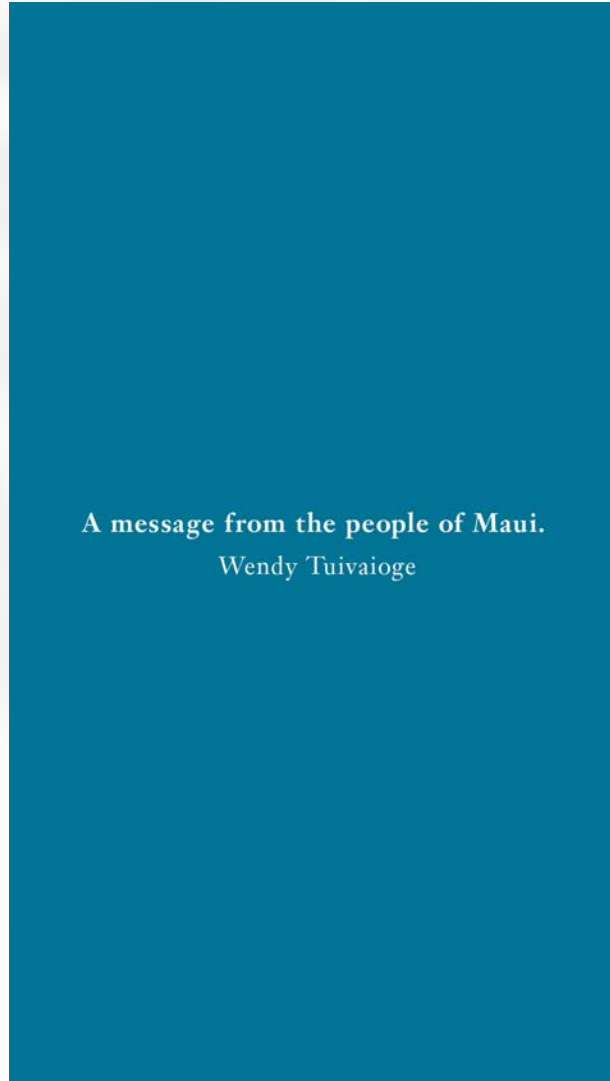


# Social Messaging

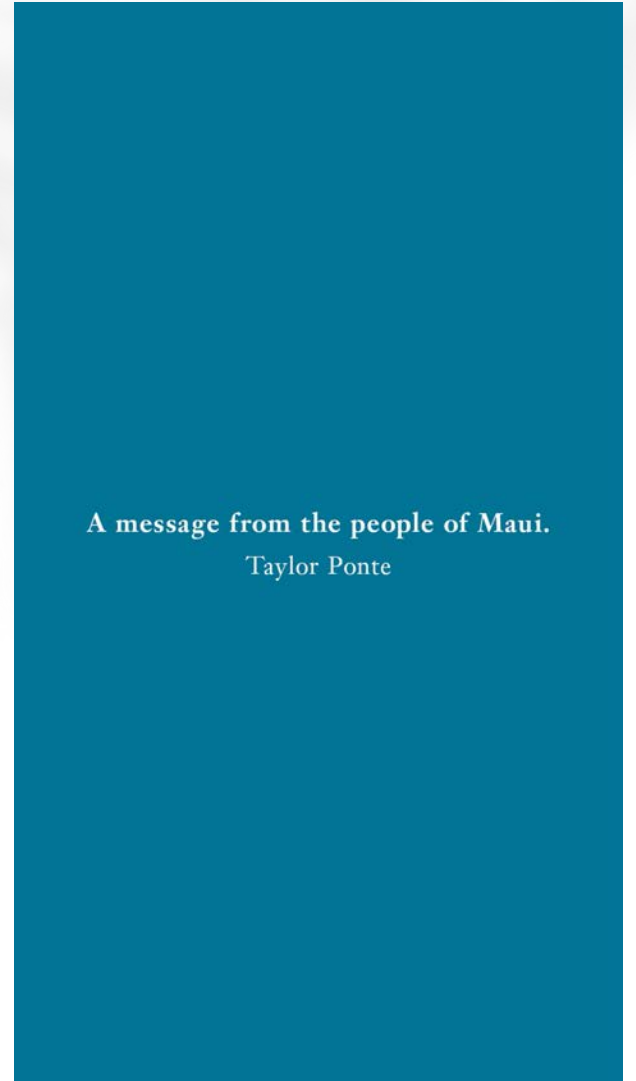
Kupa 'āina Series



A message from the people of Maui.  
Wendy Tuivaioe



A message from the people of Maui.  
Taylor Ponte



# Social Messaging

## Ola Maui Series

While Lahaina heals, Maui invites you to...

Explore the flavors of Hawai'i at the Kahului food trucks.

Walk Wailuku's Main Street and shop the local makers.

Replant trees at Kipuka Olowalu to help regrow the trees of Lahaina.

Discover what makes Maui so unique and take a trip that gives back to the local communities.

When visiting, remember to travel mindfully and *mālama* (care for) Maui. 🌈

Instagram

Facebook

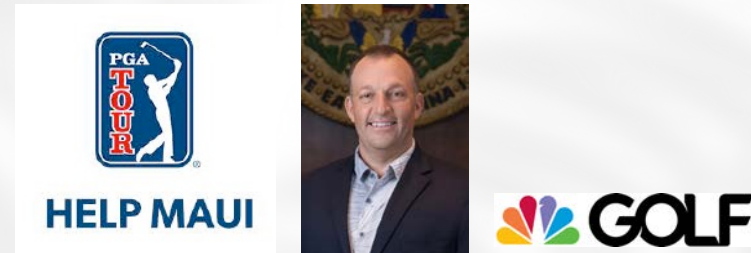
YouTube



# Media Partners

## PGA Tour / NBC Golf Channel

- TV Tournament Broadcasts  
Lower thirds, VO messaging
- Digital  
pgatour.com  
golfdigest.com  
usatoday.com  
TPC Network



## Champions Tour

- TV Tournament Broadcasts  
:30 PSAs – Golf Channel





# Media Partners

Advanced TV - LG

Native Display Ads

- Interactive units on LG Smart TVs homepage and LG content stores
- QR code drives donations to Maui Strong Fund



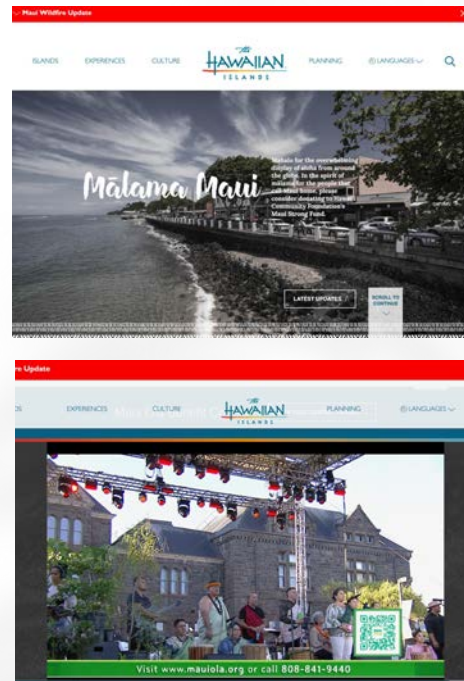
# Gohawaii.com & Gohawaii App

## Gohawaii.com

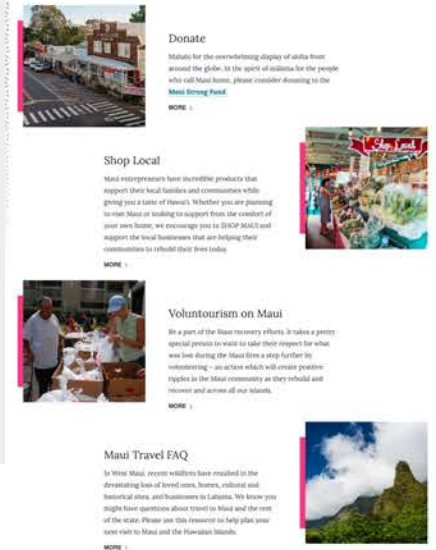
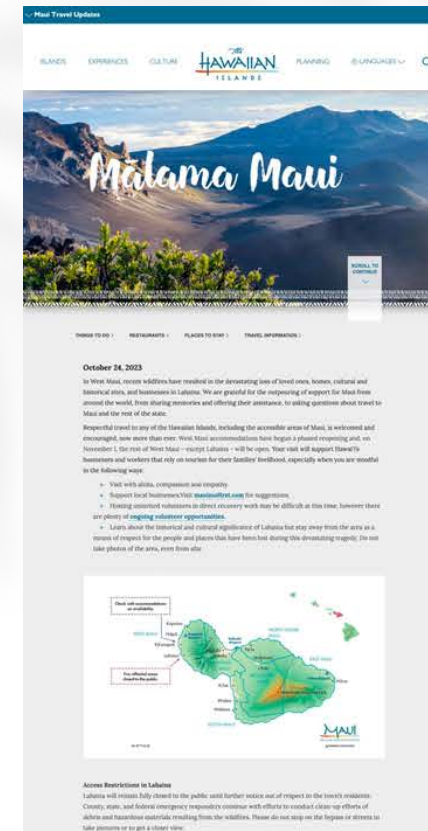
- Travel Alerts continue to be updated
- Early days were focused on relief efforts and travel alerts
- As time went on, content continued to focus on ways to donate, and respectful travel
- Supporting the local economy, shopping local, and volunteer efforts are also included



Gohawaii App



8/20 Maui Ola Live Stream from gohawaii.com





# E-newsletters/CRM

[ISLANDS](#) [EXPERIENCES](#) [CULTURE](#) [PLANNING](#)

[Click Here For Maui Wildfire Updates >](#)

## Mālama (Care for) Maui

**Aloha!**

Respectful travel to any of the Hawaiian Islands, including the accessible areas of Maui, is welcomed and encouraged, now more than ever. Your visit will support Hawai'i's businesses and workers that rely on tourism for their families' livelihood. We look forward to helping you get to know our home's local cultures and communities. When do you plan to visit? [Set Preferences.](#)

[LEARN MORE](#)

Check with accommodations on availability.

Fire-affected areas closed to the public.

WEST MAUI: Kapalua, Nāpili, Kā'anapali, Lahaina  
 CENTRAL MAUI: Kahului, Wāipaho, Kula  
 SOUTH MAUI: Kihikihi, Wailea, Mākena  
 NORTH SHORE MAUI: Hāna  
 EAST MAUI: Hāna  
 UP-COUNTRY MAUI: Makawao, Molekule National Park

As of 11.6.23

[VIEW HERE](#)

**Plan Your Dream Vacation**  
 The GoHawaii app makes it easy with:

- Exclusive insights into activities, accommodations and events
- Travel tips, interactive maps and an itinerary builder
- Special voluntourism offers to maximize your visit

[Download on the App Store](#) [GET IT ON Google Play](#)

EVENTS & FESTIVALS ISLANDS PLANNING  
 EXPERIENCES CULTURE

@GOHAWAII | #GOHAWAII

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# Knowledge Bank

## Ola Maui Asset Shoot

For all HTA GMT's, industry partners,  
and media:

- 87 video b-roll clips have been added to the platform
- Over 200 still photos are being added to the platform




# Travel Trade

## Messaging

- Mālama Maui trade messaging

## Paid Media / Owned Media

- Incremental trade media flight with increased weighting 10/10 – 12/30
- agents.gohawaii.com
- Travel Advisor e-newsletters



**Mālama Maui**

In West Maui, recent wildfires have resulted in the devastating loss of loved ones, homes, cultural and historical sites and businesses in Lahaina. To conserve resources and out of respect for our residents, access is restricted to West Maui at this time (including Lahaina, Nāpili, Kāʻanapali and Kapalua).

However, we encourage your clients to visit other areas of Maui (including Kulani, Kihunui, Wailea, Māleka, Piʻia, and Hāna), which are welcoming visitors, as are the islands of Kauaʻi, Oʻahu, Molokaʻi, Lanāʻi and the island of Hawaiʻi.

[MAUI MAP >](#)


**Become a certified Hawaiʻi Destination Specialist today.**

Demand for Hawaiʻi is timeless and consistently high—and so are satisfaction levels from visitors to the Hawaiian Islands. In addition to fortifying you with the expertise and insight to enrich your clients' visits, this program provides exclusive benefits.

**Here's what you'll receive:**




- Multiple tiers to complete at your own pace
- Qualified customer referrals
- Priority invitation to Hawaiʻi educational events
- Access to specialist-only webinars
- Use of the Hawaiʻi Destination Specialist badge
- Continuing education credits from The Travel Institute

[GET CERTIFIED >](#)



**The HAWAIIAN ISLANDS**

#HMLAMAHAWAII

**Mālama (Care for) Maui  
by Visiting Mindfully**



[LEARN MORE >](#)

**The HAWAIIAN ISLANDS**

agents.gohawaii.com

# Travel Trade

## Travel Advisor Educational Events

- Virtuoso Travel Week - Aug
- Signature Owners Meeting - Sept
- Delta Vacations University - Sept
- ALG Vacations ASCEND - Oct
- Travel Weekly Maui Roundtable - Oct
- Signature Conference - Nov
- USE Educational Blitz - Nov
- O'ahu/Maui FAM - Dec

## Training & Education Results – Aug-Nov

- 3,228 Advisors Trained
- 470 Appointments Reaching Over 1,000 Advisors
- 3,085 Tradeshow Attendees



— MĀLĀMA —  
MAUI

BRING YOUR CLIENTS BACK TO  
**MAUI**

**LIVE WEBINAR**  
MONDAY, OCT 9 | 2PM ET | 11AM PT

Join Travel Weekly, TravelAge West and TravelPulse and the the Hawaiian Islands as we bring you the destination of Maui. The island is open, with the exception of Lahaina, and respectful travel is welcomed and encouraged, now more than ever. This discussion will include hoteliers, wholesalers and destination partners as we explore the opportunities for your clients to return to Maui with aloha and compassion. In addition to having an incredible experience, your clients will help revitalize Maui's economy and community by supporting Maui's businesses and workers that rely on tourism for their families' livelihoods. Participating partners include Classic Vacations, Pleasant Holidays, Marriott International – Hawaii, Hiltons of Hawaii/Grand Wailea, A Waldorf Astoria Resort and United Airlines.



One lucky, live attendee will win an air-inclusive chance to go visit Maui, while all attendees will gain confidence in selling the destination to clients as well as understand all that awaits from your partners in travel.

**REGISTER NOW**

SPONSOR



PRODUCED BY



# Travel Trade

## Cooperative Marketing

### Airline-Hotel Program

\$250k HTA Investment /  
\$250k Matching Funds

- Alaska Airlines
- Hawaiian Airlines
- Hilton Hawai'i
- Marriott Hawai'i
- Southwest Airlines

### Consortia Program

### Trade & Consumer Tactics

- Virtuoso
- Signature
- Travel Leaders

**HAWAIIAN ISLANDS** **HAWAIIAN AIRLINES**

**MAUI**

**Mālama (Care for) Maui with Your Visit**

If you've ever considered traveling to the beautiful Hawaiian Islands, your visit can make a positive impact on our communities — now more than ever.

In the aftermath of the wildfires that devastated Lahaina, the spirit of Maui remains strong. At this time, the best way to mālama (care for) Maui is to visit mindfully and come support its local businesses. With the exception of Lahaina, the accessible areas of Maui, as well as the other Hawaiian Islands, are open and welcoming visitors. Your visit will support Hawai'i's economy and make a positive impact on Maui's road to recovery.

**— MAUI —**

[Table of Contents](#)

Hear from Hawaiian Airlines employees who live on Maui and understand how the local economy relies on the support of visitors. Their favorite Maui businesses are ready to welcome you.

In the videos below, explore Upcountry Maui, Kihel, and Wailuku with Flight Attendant Kiakona, explore Pā'ia with Guest Service Agent Gerraine, and explore Kahului and Wailuku with A321neo Captain Sheila.

**Mālama Maui**

**HAWAIIAN ISLANDS** **MARRIOTT BONVOY**

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**HAWAIIAN ISLANDS** **Alaska AIRLINES**

**NO CHANGE FEES. EVER.** **Alaska AIRLINES**

We sent our change fees packing on all Main and First Class fares. [BOOK NOW](#)

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**Maui** **HAWAIIAN ISLANDS** **Hilton FOR THE STAY**

**IT MATTERS WHERE YOU STAY.** **HAWAII** **Hilton FOR THE STAY**

[BOOK NOW](#)

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**O'ahu** **SUPPORT LOCAL BUSINESSES** **HAWAIIAN ISLANDS** **Southwest**

**SHERAT WAIKII**

**Show your love for Maui.**  
Here are ways to bring your Aloha Spirit to the island. [Learn more](#)

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# MCI

## MCI Maui Objectives

- Retain existing business in West or South Maui
- If not possible re-book at later date in West Maui or move or to other Maui or State of Hawai'i locations
- Generate new demand and bookings for Maui.

## Retain Existing Bookings

Retained American Fascial Distortion Model Sept 24 – 29, 2024 (250 attendees) for West Maui hotel via Maui Retention Fund used for transportation transfers. Estimated economic impact is \$971,472 due to Maui Wildfires group was looking to relocate to Seattle or San Francisco.

Assisted in retaining Relocated Maui Jim Invitational from Maui to O'ahu due to Maui Wildfires. Site visits were coordinated and held with selected hotels on O'ahu to facilitate the relocation. Estimated economic impact is \$24,017,203 attracting 3,000 attendees with total of 7,802 total definite room nights from November 1- 25, 2023.

## Generate New Bookings

Meet Hawai'i is soliciting new MCI business for Maui through customized strategic partnerships with Northstar Meetings, Society Incentive Travel Executives (SITE), Helms Briscoe, Hotel Performance Network, Incentive Research Foundation and Corporate Event Marketing Association (CEMA) via digital marketing, event participation, educational webinars and customized member engagement programs

- Solicited 38 MCI customers at Northstar November Destination Hawai'i Maui Appointment Show.
- Dedicated Maui presentation on December 11th at Northstar Leadership Forum attended by top corporate, association and third party customers
- Hosting Maui SITE Webinar Dec 8, 2023 to promote Maui to incentive customers.
- CEMA December Roadshow showcasing Maui to corporate event decision makers in Boston and Philadelphia.
- Hotel Performance Network dedicated Maui enhanced marketing assistance added Maui banner on HPN global website and presented Malama Maui and November Monthly Meeting
- Finalizing Maui customized program reaching 1400 Helms Briscoe associates
- Finalizing Maui customized program reaching Incentive Research Foundation database of 8,000 active constituency



# MCI

## Public Relations

- IMEX (Oct. 17-19)
  - Media interviews
  - SITE Reception in the Meet Hawai'i booth 50 SITE members attended
  - 105 Maui related appointments, securing Five Maui leads three for 2025 (\$4.2m), one for 2026(\$1.1m) & one for 2028 (\$3.2M). Total EEI \$8.5m
- News Releases

## Direct MCI Outreach

- Ongoing HTA Maui Wildfire Updates
- Organized Wailea DOSM Zoom Meeting(s)
- West Maui DOSM Zoom Meeting(s)
- Updates to our 14 key Strategic MCI Partners
- Individual MCI Customer Meetings

Meet HAWAII

IMEX America Bayside / D3221

Throughout our storytelling series, glimpses of Hawai'i's culture, values, heritage and stewardship have helped shape stories and inspirations for meetings and conventions in our destination. A connection through each story has been mālama.

Mālama- to care for, protect and preserve, even to cherish - has added importance in the aftermath of the West Maui wildfires: [Mālama Maui](#).

The best way to mālama (care for) Maui is to visit mindfully and come support its local businesses. By meeting in or visiting Maui - Hawai'i's second-largest island - your group helps support Hawai'i's economy.

All of Maui - with the exception of Lahaina - as well as the other Hawaiian islands are open and welcoming meeting attendees and visitors. Your visit will make a positive impact on Maui's road to recovery.

[THIS IS MĀLAMA MAUI →](#)

Maui Travel Updates

[STAY UPDATED →](#)

Meet HAWAII

MEETINGS MODE CULTURE MODE

### Mālama Maui

In West Maui, recent wildfires have resulted in the devastating loss of loved ones, homes, cultural and historical sites and businesses in Lahaina. To conserve resources and out of respect for our residents, access is restricted to West Maui at this time (including Lahaina, Nāpili, Kā'anapali and Kapoho).

However, we encourage your clients to visit other areas of Maui (including Kahala, Waikoloa, Kihei, Wailea, Makena, Piia and Haia), which were unaffected and are welcoming visitors, as are the islands of Kaua'i, O'ahu, Molokai, Lanai, and the island of Hawai'i.

[MAUI MAP →](#)

### Mālama

Mālama is the Hawaiian cultural value that means "to care for" and the practice of it allows your attendees to find purpose, meaning and a deeper connection while experiencing Hawai'i.

"I love showing people how to mālama 'āina. Teaching people how we protect and cherish our lands." -Kia'i Collier, Field Supervisor at Kapoho, Wahe'e for Hawai'i Land Trust (HLT)

[SEE PDF APPENDIX OF RESOURCES →](#)

### Hawai'i's Green Initiatives | Sustainability

The Hawaiian Islands are some of the most ecologically diverse in a single location. With 10 of the world's 14 climate zones, Hawai'i is 'all the world in one place.' On the island of Hawai'i alone, attendees can experience four of the world's five major climate zones - and all but four of the world's subzones.

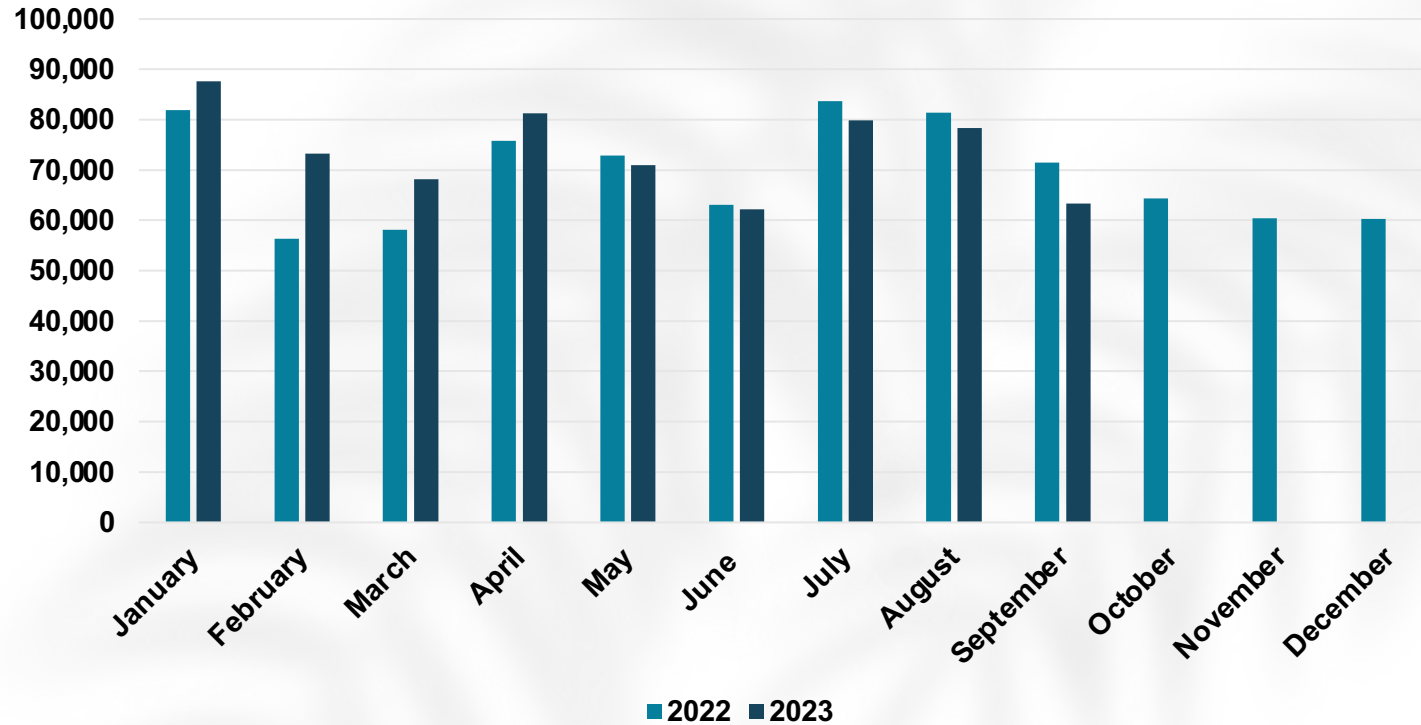
The islands' beauty is unsurpassed, and their fragility equally so. The people of Hawai'i are committed to supporting programs that protect their verdant beauty for generations to come. Stewardship of our islands inspires everything we do.

**Recovery Plan Results Available To Date**



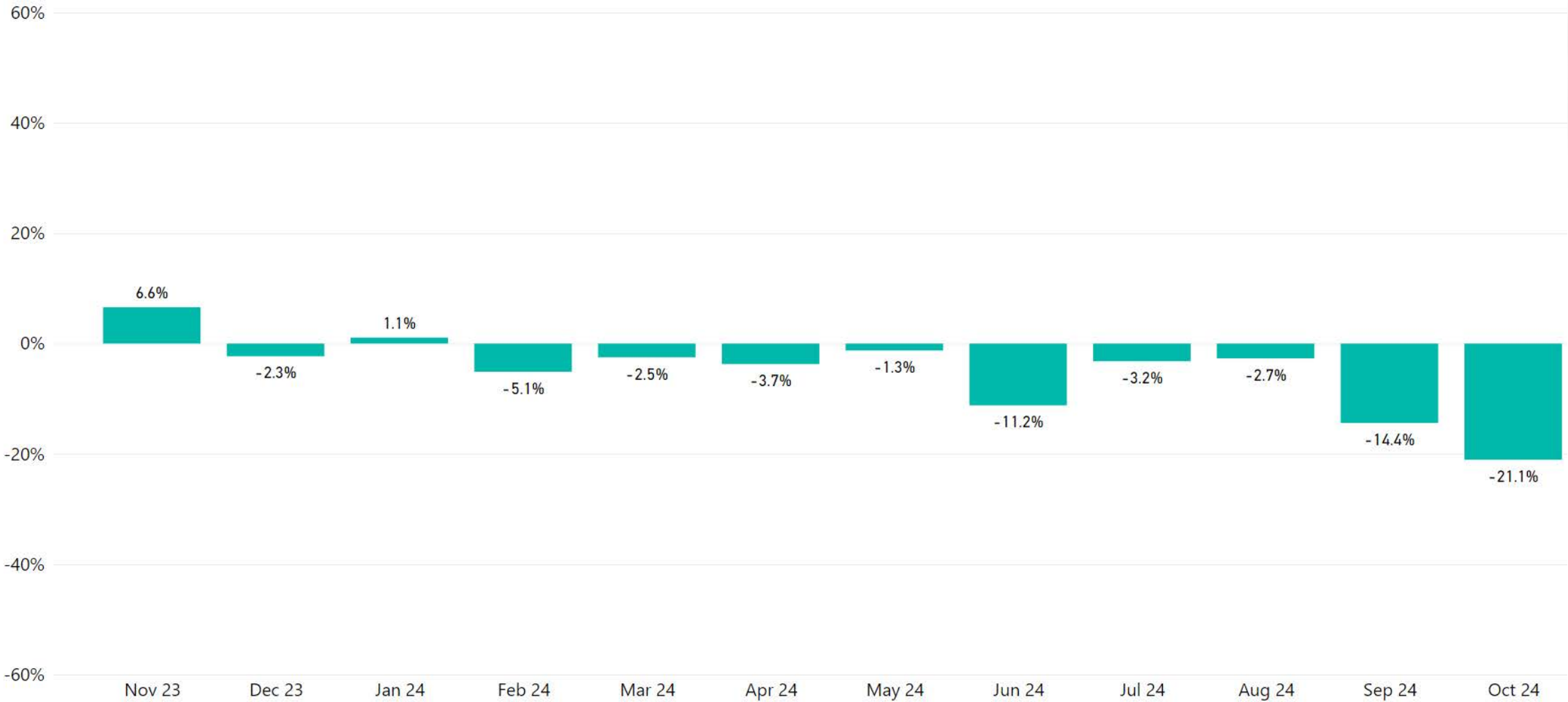
# Transient Accommodation Collections

## 2023 YTD September, 2022



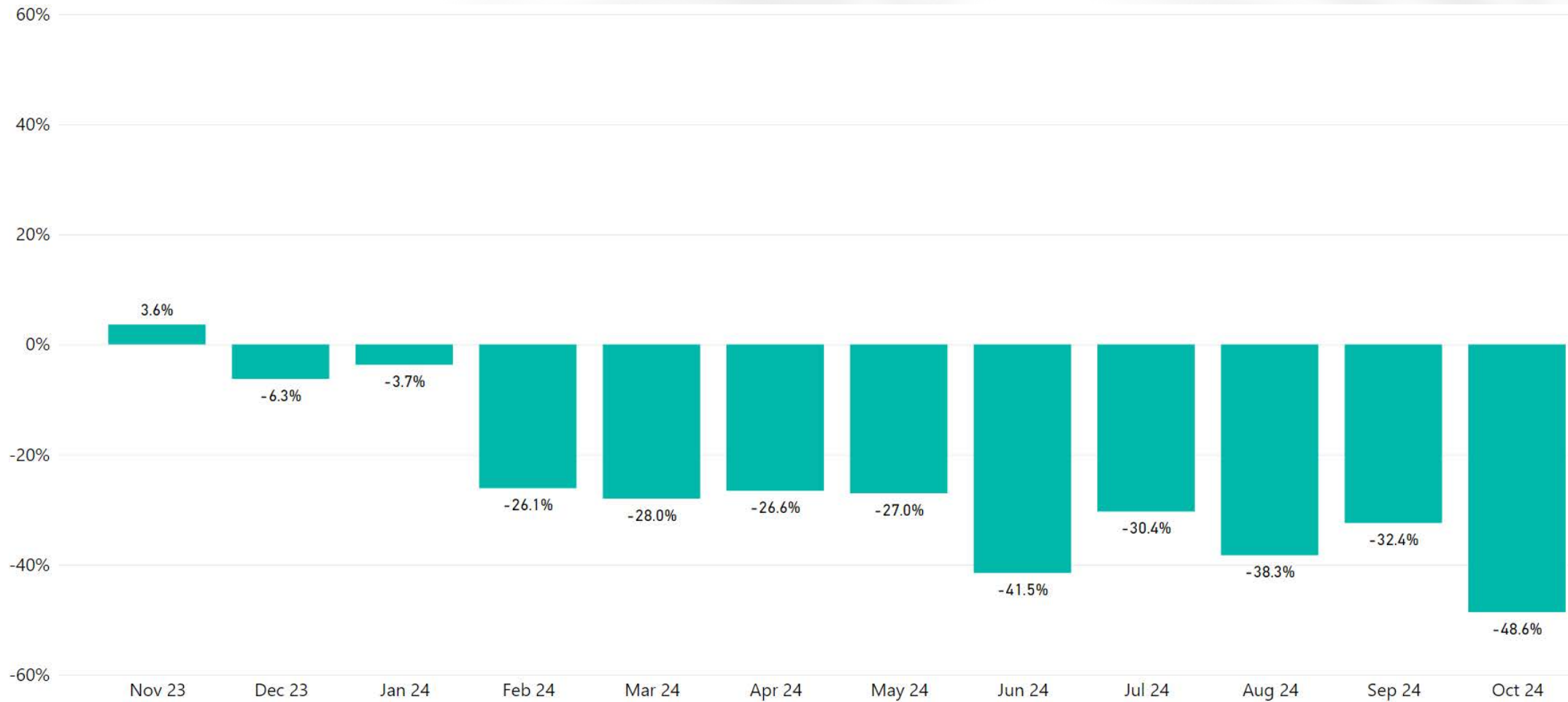
	January	February	March	April	May	June	July	August	September	October	November	December
2022	\$81,958	\$56,297	\$58,163	\$75,852	\$72,917	\$63,040	\$83,726	\$81,450	\$71,463	\$64,420	\$60,471	\$60,299
2023	\$87,621	\$73,233	\$68,127	\$81,284	\$70,912	\$62,227	\$79,838	\$78,322	\$63,357			
% change	7%	30%	17%	7%	-3%	-1%	-5%	-4%	-11%			

# Statewide Total Room Nights on the Books by Month YOY % Change (as of November 19, 2023)

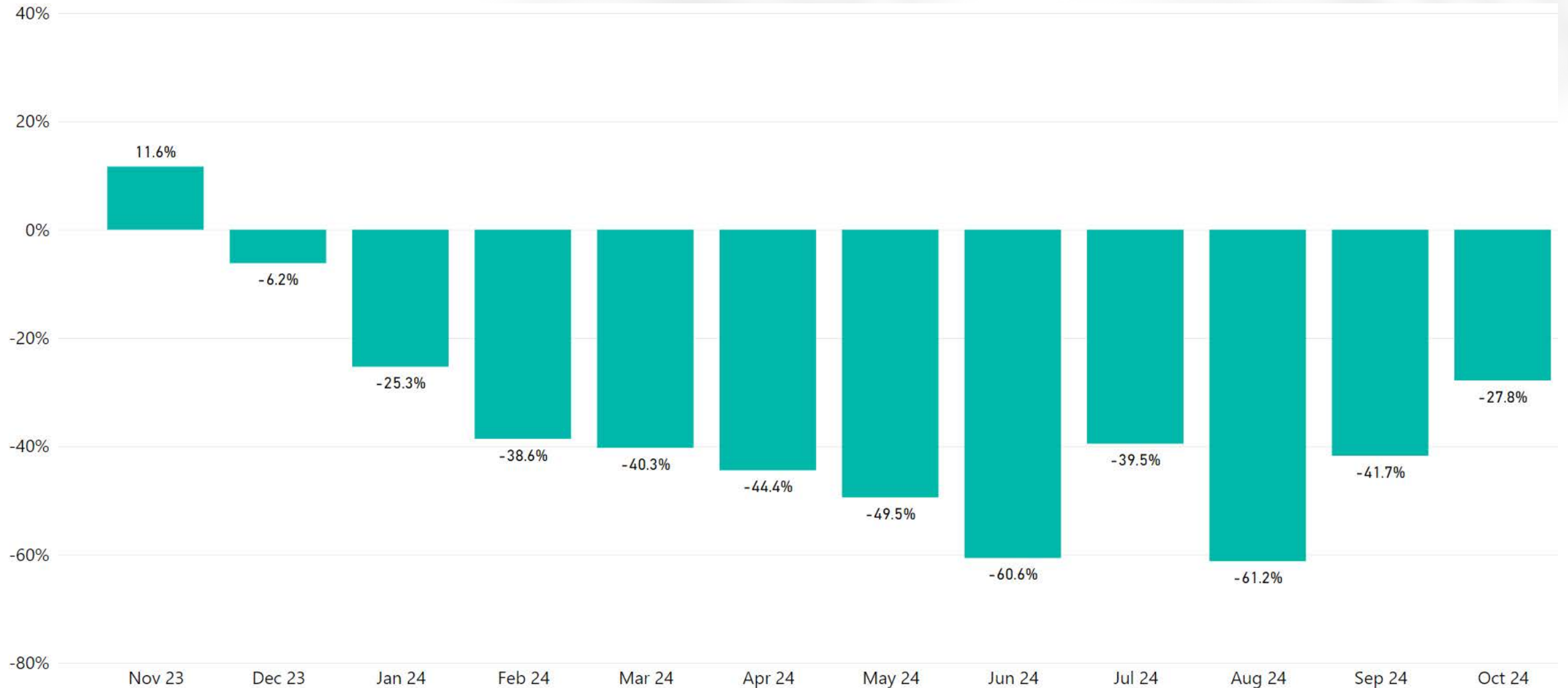


Source: HVCB analysis of TravelClick Data

# Maui Total Room Nights on the Books by Month YOY % Change (as of November 19, 2023)

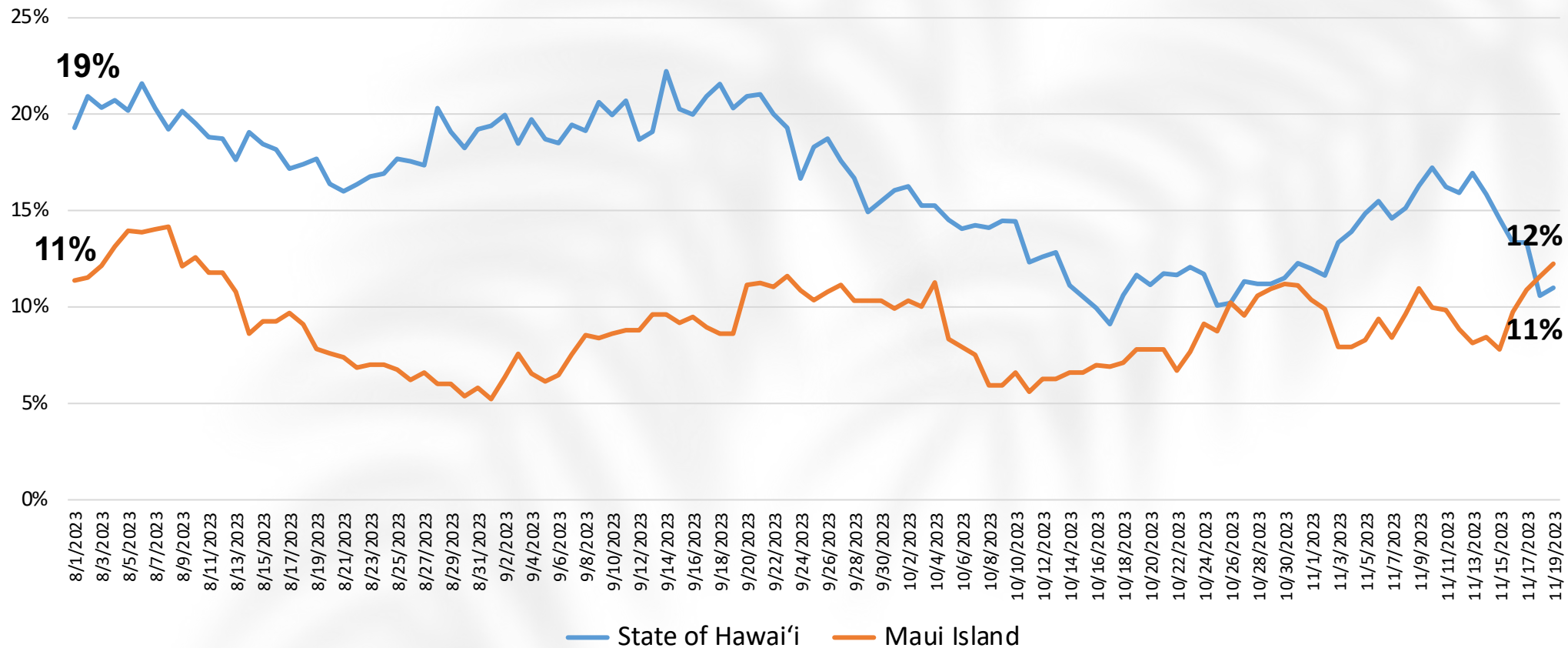


# West Maui Total Room Nights on the Books by Month YOY % Change (as of November 19, 2023)



# U.S. Hawai'i Target Traveler - Intent to Travel to State of Hawai'i and Maui Island

## 2 Week Rolling Average August 1- November 19, 2023



# U.S. Hawai'i Target Traveler Intent to Travel to State of Hawai'i and Maui Island Recontact Survey Results

Of those Intending on travel to Maui;

- 45% say they haven't booked their trip yet to Maui, but still intend to
- 29% say they will not be booking a trip to Maui
- 11% are still traveling as planned

For those who haven't booked their trip yet to Hawai'i or are no longer planning to travel to Hawai'i, the top two reasons are:

- Cost or change fees (45%)
- Out of respect for the victims and residents of Lahaina (38%)
- Concern for myself/family's safety (17%)

\*Fielded 9/25-11/7

	Total	Intend to Visit Maui but have not booked	Intended to visit Maui and will not be booking a trip
<b>Cost or Change Fees</b>	<b>45%</b>	<b>41%</b>	<b>58%</b>
<b>Out of Respect for the residents of Lahaina</b>	<b>38%</b>	<b>43%</b>	<b>26%</b>
<b>Not sure of availability of amenities</b>	<b>22%</b>	<b>24%</b>	<b>18%</b>
<b>Concern for my own or family's safety</b>	<b>17%</b>	<b>18%</b>	<b>12%</b>
<b>I thought we cannot travel to Maui</b>	<b>15%</b>	<b>16%</b>	<b>16%</b>

**Mahalo**