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POSTPONED: August 15 Moloka'i Community Meeting on Destination Management

HONOLULU – The Hawai'i Tourism Authority (HTA), Maui Visitors and Convention Bureau, and Moloka'i task force have postponed the Moloka'i Destination Management Action Plan (DMAP) community meeting on Tuesday, August 15, at the Mitchell Pau'ole Community Center.

The announcement of a rescheduled date for the Moloka'i DMAP meeting will be forthcoming and communicated through media and various channels, including HTA's website and social media pages.

Moloka'i residents are encouraged to attend the rescheduled meeting, where they will have the opportunity to provide feedback on the proposed recommendations that were provided by residents in previous community meetings.

Background on the DMAP Process

Destination management is a key component of the Hawai'i Tourism Authority's work to balance tourism's economic benefits with its impacts. The DMAP implementation is a key component of HTA's strategic vision and continuing efforts to manage tourism in a responsible and regenerative manner. HTA published the community-led [2021-2023 Maui Nui Destination Management Action Plan \(DMAP\)](#) in March 2021. It was developed by residents of Maui, Moloka'i and Lāna'i, and in partnership with the County of Maui and Maui Visitors and Convention Bureau.

The DMAP serves as a guide to rebuild, redefine and reset the direction of tourism for Maui Nui – Maui, Moloka'i and Lāna'i. It identifies areas of need as well as solutions for enhancing the residents' quality of life and improving the visitor experience.

The community-based plan focuses on key actions that the community, visitor industry and other sectors deem necessary over a three-year period. The foundation of the DMAP for Moloka'i is based on [HTA's 2020-2025 Strategic Plan](#). The actions are based on the four interacting pillars of HTA's Strategic Plan – Natural Resources, Hawaiian Culture, Community and Brand Marketing.

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About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for representing The Hawaiian Islands around the world, and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to Mālama Ku'u Home – care for our beloved home. For more information about HTA, visit www.hawaiiitourismauthority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), Threads and [Twitter](#).

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