



MĀLAMA MAUI: OUR CALL TO ACTION FOR VISITORS

September 2, 2023

Aloha kākou,

The world saw the devastating fire that destroyed Lahaina, and in its wake, the awe-inspiring strength of a community that came together to uplift one another. Although non-essential travel to West Maui is still discouraged at this time, as they grieve and heal, the people of West Maui are embodying the values that make Hawai'i so special.

The Hawai'i Tourism Authority is diligently collaborating with federal, state and county officials, community stakeholders, and visitor industry partners, to support and strengthen our communities in need. From people and businesses who rely on tourism to drive Maui's economy, the call is clear: **Maui needs the support of visitors now more than ever**. That is why our call to action for visitors is **Mālama Maui**.

Following are important ways that visitors can help mālama (care for) Maui, keep our residents employed and businesses open, and support the community's well-being:

- **COME WITH COMPASSION** – The people of Maui need your compassion and support. Please be respectful and mindful in our island home.
- **HELP MAUI RECOVER** – While West Maui is not accessible to visitors at this time, we strongly encourage travelers to visit the rest of Maui and the other Hawaiian Islands — Hawai'i Island, Lāna'i, Moloka'i, O'ahu and Kaua'i.
- **SUPPORT LOCAL** – Support Maui's shops and restaurants, farmers' markets, tours and activities, and festivals and events. Your dollars will support local employees and businesses.
- **DONATE TO MAUI** – If you would like to provide a monetary donation in support of ongoing relief efforts on Maui, please visit mauinuistrong.info.

We appreciate the tremendous outpouring of aloha from all corners of the world and ask for everyone's assistance as we work collectively to care for the people of Maui in the days ahead. For more resources, maps, and the latest information on responsible travel to Maui, please visit the official travel site of the Hawaiian Islands at gohawaii.com.

Mālama pono,

Daniel Nāho'opi'i
Chief Administrative Officer
Hawai'i Tourism Authority