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HTA Release (21-22)

Hawai'i Tourism Authority is Working to Mitigate Visitor Impact on Road to Hāna

HONOLULU – The scenic road to Hāna, officially known as Hāna Highway, is one of the top points of interest for visitors to Maui, which has resulted in traffic congestion caused in part by illegal parking and unsafe pedestrian crossing along the highway. To help alleviate the situation for Hāna residents, the Hawai'i Tourism Authority (HTA) continues to work with Maui County officials and other state agencies, and is also strongly advising visitors to join a tour from a permitted tour company instead of driving on their own or visiting other areas on Maui.

This ongoing effort is a part of HTA's [Maui Nui Destination Management Action Plan](#) (DMAP), published in March, in which a number of the hotspot areas and sites listed are either located in Hāna or along the road to Hāna. Furthermore, Action H in the Maui section of the Maui Nui DMAP created by Maui residents calls for HTA to advocate for increased enforcement of current laws.

"We take seriously, the concerns brought forth by the residents of Hāna and east Maui surrounding the impact of visitors in their community, especially along this main thoroughfare for which they rely on, and are committed to addressing them through viable solutions," said John De Fries, president and CEO of the Hawai'i Tourism Authority.

HTA, in partnership with the Hawai'i Visitors and Convention Bureau and the Maui Visitors and Convention Bureau, encourages visitors to experience the road to Hāna through a permitted tour led by professional guides. HTA has posted a list of tour operators with excursions to Hāna on its website: www.hawaii tourism authority.org/covid-19-updates/traveling-to-hawaii/tours-to-hana/

Since May, in an effort to mitigate the visitor impact in Hāna, HTA has been convening collaborative meetings with Maui County, the Maui Police Department, the Hawai'i Department of Transportation (HDOT), the Hawai'i Department of Land and Natural Resources, Haleakalā National Park Service and the Maui Visitors and Convention Bureau.

HDOT announced in a [press release](#) on June 10 that it has installed approximately 70 "no parking" signs on Hāna Highway, warning drivers about the \$35 no parking fine and a \$200 surcharge for illegally stopping on a state highway, to reduce the temptation for drivers to illegally park on Hāna Highway. Approximately ten signs were installed at each location: Waikamoi Stream Bridge, Twin Falls, Bamboo Forest, Ching's Pond, Waikalani Bridge, Pua'a Ka'a Park, and Hanawi Bridge.

According to Maui Mayor Michael Victorino's office, between June 1 and June 23, the Maui Police Department issued 389 parking citations and 83 warnings to violators on Hāna Highway between Haiku and Hāna town.

HDOT developed educational flyers for use by car rental agencies and is working on posters at Maui's Consolidated Rental Car or "ConRAC" facility at Kahului Airport.

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About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](#) is the State of Hawai'i agency responsible for strategically managing its support of the tourism industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure tourism's sustainability and the benefits it brings to residents and communities statewide.

For more information about HTA, please visit www.hawaiitourismauthority.org. Follow updates from HTA (@HawaiiHTA) on [Facebook](#), [Instagram](#), [Twitter](#) and its new [YouTube Channel](#).

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