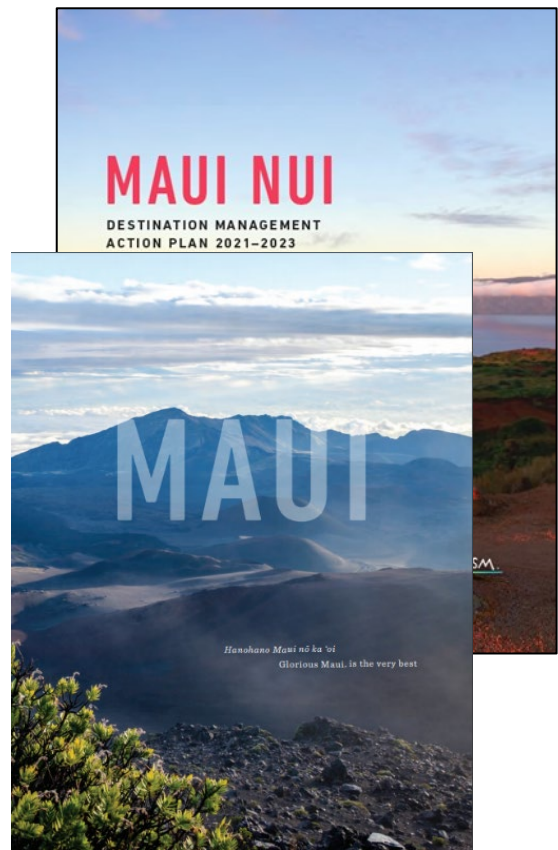


Summer 2021 Progress Report – Maui Destination Management Plan





The Maui Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority's (HTA) board in December 2020. The Maui Nui DMAP was released to the public on March 4, 2021.

This report provides an update on the progress toward fulfilling Maui's DMAP as of July 30, 2021, specifically the actions identified for Phase 1 (calendar year 2021) implementation. There are 23 sub-actions in Phase 1 of which 16 (70%) are in progress and one has been completed.

Mahalo to the County of Maui's Office of Economic Development, Office of the Mayor's Community Liaison for tourism and natural resources, and the Maui Visitors and Convention Bureau for their support and partnership in moving the Maui DMAP actions forward. HTA also acknowledges the other state, county and federal agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.







Legend

Symbol	Definition
	Not Started – Action has not begun.
	Delayed – Action was initially targeted for the identified phase, but then deferred to a later phase.
	In Progress – Action is being worked on.
	Completed – Action is finished being implemented.

Summer 2021 Progress Report – Maui DMAP (continued)

Action A. Implement a responsible tourism marketing communications program to educate visitors pre- and post-arrival about safe and respectful travel.

Progress	Sub-Action No.	Sub-Action
	A.1	Develop and implement a coordinated marketing and branding plan that defines and amplifies Regenerative tourism on Maui Island. <ul style="list-style-type: none">• The Hawai'i Visitors & Convention Bureau (HVCB)/Maui Visitors and Convention Bureau (MVCB) addresses this action through its Mālama Hawai'i campaign and creation of the Mālama Hawai'i videos released in May 2021 (www.gohawaii.com/malama). There are approximately 30 partners on Maui.• This action has also been incorporated into the HTA Global Marketing Team's Brand Management Plan (marketing plan).
	A.2	Review and enhance the goHawaii app to include more island specific features such as real time information, road closures, events, local etiquette, resource protection, and areas that are off-limits. A geo-targeted app is desired. <ul style="list-style-type: none">• HVCB launched the goHawaii app in late June 2021 (https://bit.ly/GoHawaii-App).• MVCB is also exploring the use of beacons that are geo-tagged, to be placed at strategic high-traffic points. Messaging will be done through the app and can be controlled and changed instantaneously. The island of Maui will be the pilot for this project.
	A.3	Encourage usage of the updated goHawaii app in the implementation of the marketing/branding plan (including social media). Encourage partners to also promote the goHawaii app and other visitor education programs. <ul style="list-style-type: none">• HVCB is pushing out the goHawaii app to its members, partners and platforms.• HTA is also pushing messaging through its social media platforms and its Global Marketing Team.• The County will add to the Maui Wayfinding site, and will link the goHawaii app. (beta site: www.mauiwayfinding.com)
	A.4	Continue public service announcements about being a responsible visitor on incoming flights and at airports. Ensure continued funding for program. <ul style="list-style-type: none">• HTA and HVCB discussed this with various airlines. Some airlines, like Hawaiian Airlines, are playing PSA videos.• HTA in discussions with Pacific Media Group to play the Travel Tips videos.• At Kahului Airport, HTA's Water Safety ("Respect our ocean. Know Your Limits") static boards are on display.



Summer 2021 Progress Report – Maui DMAP (continued)

Action B. Initiate, fund and continue programs to protect the health of ocean, fresh water and land-based ecosystems and biosecurity.

Progress	Sub-Action No.	Sub-Action
	B.1	Promote Hawai'i's sunscreen law and educate visitors about proper sunscreen use through the goHawaii app and other visitor education programs. <ul style="list-style-type: none">HVCB and MVCB pushed out messaging encouraging reef safe sunscreen via social media.Messaging is also on the goHawaii app and on the gohawaii.com site (www.gohawaii.com/experiences/sightseeing/Beaches).
	B.2	Explore the capacity limits at hotspots through science-based data. Continue educating the community and visitors about the importance of limiting numbers to ensure the hot spots can be sustained and thrive. <ul style="list-style-type: none">HTA is currently tracking visitation at hotspots and other popular visitor areas with UM (formerly UberMedia). DLNR is also a user of this data from HTA.HTA created a "Symphony Dashboard" for each island, including Maui, to gauge not only visitor statistics but visitation to the top 30 points of interest around the island. (www.hawaiiitourismauthority.org/research/symphony-dashboards)The County's Emergency Management Department is exploring an electronic program for hotspots, for example: Red/yellow/green indicator at trailhead or hotspot, or notification of rain in certain areas.
	B.3	Pilot a reservation system (e.g., East Maui Reservation and Itinerary System) to support a sustainable capacity of visitors and explore the feasibility of expanding capabilities to other hotspots on the island <ul style="list-style-type: none">The Department of Land and Natural Resource's State Parks Division implemented a reservation system at Wai'anapanapa State Park on March 1: https://dlnr.hawaii.gov/dsp/parks/maui/waianapanapa-state-park.HTA is also supporting a statewide reservation system/portal.
	B.4	Encourage and if needed provide incentives to visitor industry partners for recycling, wastewater reuse, organic land care, and renewable energy installation. Recognize those partners who have exceeded expectations. <ul style="list-style-type: none">This is currently being done through the State's Department of Business, Economic Development and Tourism (DBEDT) Green Business Program.HTA is reviewing the County's programs.





Summer 2021 Progress Report – Maui DMAP (continued)

Action C. Continue to reach out to the community to understand resident sentiment, increase communications to residents, and foster collaboration.



Progress	Sub-Action No.	Sub-Action
	C.1	Hold regular town hall meetings to include both community members, stakeholders, and industry partners. <ul style="list-style-type: none">MVCB's new Destination Manager will be taking the lead on this, targeting one or two meetings by the end of the year, with the first meeting in Oct./Nov.
	C.2	Increase awareness of tourism benefits such as jobs, small business successes, local/Maui workforce; how resident concerns are being viewed and addressed; and how it correlates with Maui's overall economy. Use town hall meetings addressed in C.1. as one vehicle for these messages. <ul style="list-style-type: none">HTA and MVCB are working on this. HTA funds have been provided to MVCB for a campaign.MVCB is looking at vehicles to push messaging out featuring residents with testimonials on why the visitor industry is important to them.

Summer 2021 Progress Report – Maui DMAP (continued)

Action D. Continue to offer cultural education and training programs to enhance and perpetuate aloha, mālama and kuleana, and the authentic Hawai'i experience.





Progress	Sub-Action No.	Sub-Action
	D.1	Explore funding and scholarships to increase tour guide certification program participation as pilot project for future compulsory culture and language training programs.
	D.2	Work with UH MCC to increase and promote visitor industry training programs.
	D.3	Explore options and identify community organizations that can work with industry partners to foster locations for educational sites for learning that supports practitioners: apprentice type of programs to ensure proper, quality learning. <ul style="list-style-type: none"> This could be done via a request for proposal (RFP) via HTA's Kūkulu Ola program being managed by the Hawai'i Community Foundation for projects in calendar year 2022.
	D.4	Continue to offer and promote cultural education workshop series for visitor industry and other businesses. <ul style="list-style-type: none"> The Native Hawaiian Hospitality Association held a number of online trainings this year (www.nahha.com/training, in addition to the virtual Ka Huina conference (www.nahha.com/kahuina) which received good attendance.

Action E. Develop Regenerative Tourism initiatives.



Progress	Sub-Action No.	Sub-Action
	E.1	Support and incentivize product development to create more packages with opportunities to not only learn about Hawai'i but to also make the place better. <ul style="list-style-type: none"> HVCB's Mālama Hawai'i campaign efforts support this action (www.gohawaii.com/malama). HTA is also supporting this action through RFPs from HTA's Kūkulu Ola Program and Aloha 'Āina Program via the Hawai'i Community Foundation in addition to HTA's Community Enrichment Program via MVCB to be issued in Fall 2021 for projects in calendar year 2022.
	E.2	Identify and promote cross-discipline activities into product development (i.e., invasive species eradication, planting taro, wildlife preservation and environmental protection for visitors and residents)

Summer 2021 Progress Report – Maui DMAP (continued)

Action F. Develop and promote initiatives to improve the experience of transportation & ground travel.


Progress	Sub-Action No.	Sub-Action
	F.1	<p>Support the efforts of Maui Metropolitan Planning Organization on decreasing traffic (Hele Mai).</p> <ul style="list-style-type: none"> • “Park Maui,” the County’s island-wide comprehensive parking management plan, is in progress.
	F.2	<p>Work with hotels and other employers to stagger shift times to mitigate traffic congestion.</p>
	F.3	<p>Identify ways to increase availability of rental cars in the resort areas for on-demand use.</p> <ul style="list-style-type: none"> • Currently, there is an off-site car rental facility at Kapalua Airport.
	F.4	<p>Together with HDOT-Airports explore options to reduce the number of flights arriving near the same time to reduce the related impact of high traffic volume between the airport and resort areas.</p> <ul style="list-style-type: none"> • According to DOT-Airports, this is regulated by the Federal Aviation Administration (FAA) and it is difficult to change flight schedules. If a slot is open, DOT-Airports will need to let them in.

Action G. Ensure more direct benefits to residents from tourism.

Progress	Sub-Action No.	Sub-Action
	G.1	<p>Encourage hotels and restaurants to prioritize purchases from local suppliers to support recovery efforts and recognize those who are helping.</p> <ul style="list-style-type: none"> • HTA/County is working on collecting information from the hotels on the percentage currently being purchased from local suppliers. • An example of an organization implementing this action is Mahi Pono, which allocated farm acres to restaurants/hotels to grow crops specific to their chefs’ needs. The chefs can choose what to grow as long as it can be grown there.
	G.2	<p>Develop a master list of locally grown and value-added products that can be accessed by hotels and restaurants to know more easily what is available. The list can include local growers; co-ops; volume of product available; list of food products (Chamber); other manufactured/value-added products]</p>

Summer 2021 Progress Report – Maui DMAP (continued)

Action H. Have HTA and the county advocate for consistent enforcement of laws and progress report(s) on enforcement.

Progress	Sub-Action No.	Sub-Action
	H.1	Advocate for increased enforcement of current laws

- HTA has been convening meetings with the County, Maui Police Department (MPD), DLNR, DOT-Highways, the National Park Service, MVCB, and Maui Hotel and Lodging Association to address visitor impact on Hāna Highway.
- DOT-Highways installed no parking signs including verbiage of the fines. MPD increased its presence and ticket citations in June/July.