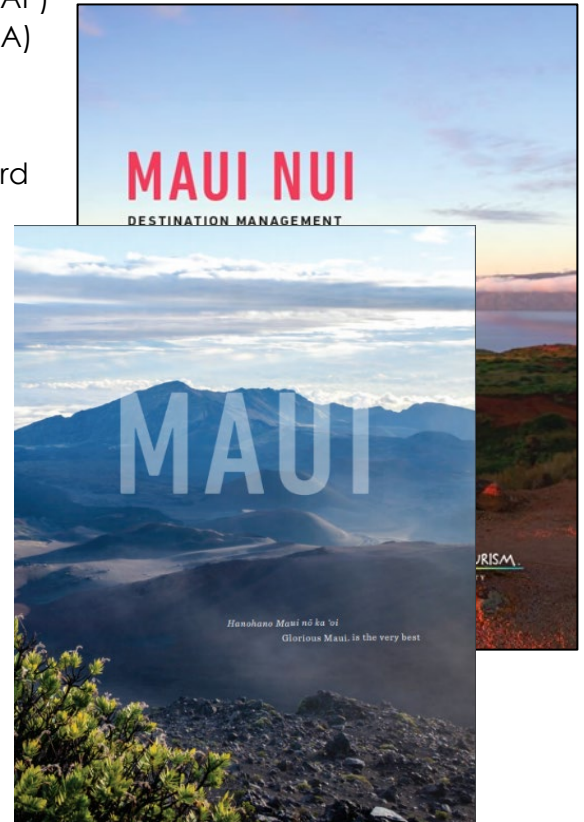


## Fall 2021 Progress Report – Maui Destination Management Action Plan





The Maui Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority's (HTA) board of directors 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 from August through as of November 15, 2021, and specifically provides updates on the actions identified for Phase 1 (calendar year 2021) implementation. Only Phase 1 sub-actions are listed unless otherwise noted. There are 18 sub-actions in Phase 1 of which 16 (78%) are in progress and one has been completed. In addition, two sub-actions identified to start in Phase 2 are currently being addressed in Phase 1.

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 (MVCB) 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.




## Fall 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
	<b>A.1</b>	<b>Develop and implement a coordinated marketing and branding plan that defines and amplifies Regenerative tourism on Maui Island.</b>
		HTA's Global Marketing Team is moving this action forward through their Brand Marketing and Management Plans, as well as the Mālama Hawai'i campaign.  Maui Visitors & Convention Bureau (MVCB) was featured on Hawaii News Now's HINow program on November 1, 2021, to showcase regenerative tourism opportunities. It featured Na Mahiai O Ke'anae, a Hawaiian culture organization. This segment also reached a West Coast audience. <a href="https://www.hawaiinewsnow.com/2021/11/02/hawaii-visitor-leaders-work-with-local-non-profits-promote-responsible-tourism/">https://www.hawaiinewsnow.com/2021/11/02/hawaii-visitor-leaders-work-with-local-non-profits-promote-responsible-tourism/</a>
	<b>A.2</b>	<b>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.</b>
		MVCB and HTA continue to work with the Hawai'i Visitors & Convention Bureau (HVCB) to enhance the app.
	<b>A.3</b>	<b>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.*</b>
		HTA continues to work with its Global Marketing Team in English speaking countries to promote the goHawaii app.  <i>* This action was to begin in Phase 2, but we are addressing it earlier.</i>
	<b>A.4</b>	<b>Continue public service announcements about being a responsible visitor on incoming flights and at airports. Ensure continued funding for program.</b>
		Airline partners are also doing their part to educate travelers, including Hawaiian Airlines who created a 5-minute in-flight travel pono video ( <a href="https://youtu.be/KPcoUjCmhFg">https://youtu.be/KPcoUjCmhFg</a> ) which began airing in cabins the week of September 20.  United Airlines is also making the Mālama Hawai'i videos accessible in its library of videos/movies on all flights arriving in the Hawaiian Islands. In addition, they have included mālama sentiments on its in-flight flight attendants' announcements. United Airlines will also be sending these videos to all passengers via email when they book flights to Hawai'i beginning Q1 2022.

## Fall 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>B.1</b>	<b>Promote Hawai'i's sunscreen law and educate visitors about proper sunscreen use through the goHawaii app and other visitor education programs.</b>
<p>MVCB added the App Reef Safe Sunscreen information to the image carousel of the goHawaii app. So far it has received good engagement and impressions. MVCB has also published an article with the Surfrider Foundation regarding reef safe sunscreen. MVCB is conducting a reef safe sunscreen campaign for the duration of 2022.</p>		
	<b>B.2</b>	<b>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.</b>
<p>This effort continues through the Department of Business, Economic Development and Tourism (DBEDT) and HTA's Symphony Dashboards and use of Ubermedia data. The County's Management Department is working on a Park Maui program (currently in final RFP Stage) to address parking congestion.</p>		
	<b>B.3</b>	<b>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</b>
<p>HTA is investing in a "Channel Manager System." This system will sit on top of other reservation and booking systems.</p>		

### **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
	<b>C.1</b>	<b>Hold regular town hall meetings to include both community members, stakeholders, and industry partners.</b>
<p>HTA and MVCB held community forums on November 2, 2021. They were joined by DLNR and HVCB. Together they shared: 1) DMAP information and a progress report with the community, 2) updates on the Community Enrichment Program, 3) background on the reef-safe sunscreen campaign, and 4) the latest on the Mālama Maui County pledge and Maui visitor statistics. Input was also sought from participants regarding regenerative tourism. Questions were also taken from the audience.</p>		

## Fall 2021 Progress Report – Maui DMAP (continued)






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.**

Data was shared at the HTA and MVCB community forums on November 2, 2021. MVCB will be producing a commercial featuring residents speaking of tourism's benefits to the island's economy.

### **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	<b>Explore funding and scholarships to increase tour guide certification program participation as pilot project for future compulsory culture and language training programs.</b>
HTA is focusing on a tour guide certification study to be conducted by University of Hawai'i's School of Travel Industry Management for completion in 2022.		
	D.3	<b>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.</b>
This was discussed at the October Regenerative Tourism Conference held on Maui. Currently, HTA is putting together a list of practitioners for the visitor industry.		
	D.4	<b>Continue to offer and promote cultural education workshop series for visitor industry and other businesses.</b>
This continues with Native Hawaiian Hospitality Association's webinars trainings ( <a href="https://www.nahha.com/training">https://www.nahha.com/training</a> ).		

### **Action E. Develop Regenerative Tourism initiatives.**

Progress	Sub-Action No.	Sub-Action
	E.1	<b>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.</b>
HTA and MVCB collected feedback from the community forums' participants on November 2, 2021. MVCB also held two informational webinars targeted at nonprofits to share information about the Mālama Hawai'i program and encourage participation. HTA will be funding community product capacity building workshops through its FY 2022 budget.		

## Fall 2021 Progress Report – Maui DMAP (continued)



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)**

We have collected feedback from the HTA and MVCB community forums' participants on November 2, 2021. MVCB also held two informational webinars targeted at nonprofits to share about the Mālama Hawai'i program and encourage participation. HTA will be funding community product capacity building workshops through its FY 2022 budget.

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

Progress	Sub-Action No.	Sub-Action
	F.1	<b>Support the efforts of Maui Metropolitan Planning Organization on decreasing traffic (Hele Mai).</b>
	F.3	<b>Identify ways to increase availability of rental cars in the resort areas for on-demand use.</b>
	F.4	<b>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.*</b>

This effort continues.

Rental car walkup desks are being brought back at some resorts.

As stated in the summer progress report, according to Department of Transportation-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.

*\* This action was to begin in Phase 2, but we are addressing it earlier.*

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

Progress	Sub-Action No.	Sub-Action
	G.1	<b>Encourage hotels and restaurants to prioritize purchases from local suppliers to support recovery efforts and recognize those who are helping.</b>
	G.2	<b>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.</b>

HTA is in discussions with DBEDT and Hawai'i State Department of Agriculture to determine how much the visitor industry (hotels and restaurants) is purchasing from local farmers.

**Fall 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

This effort continues.