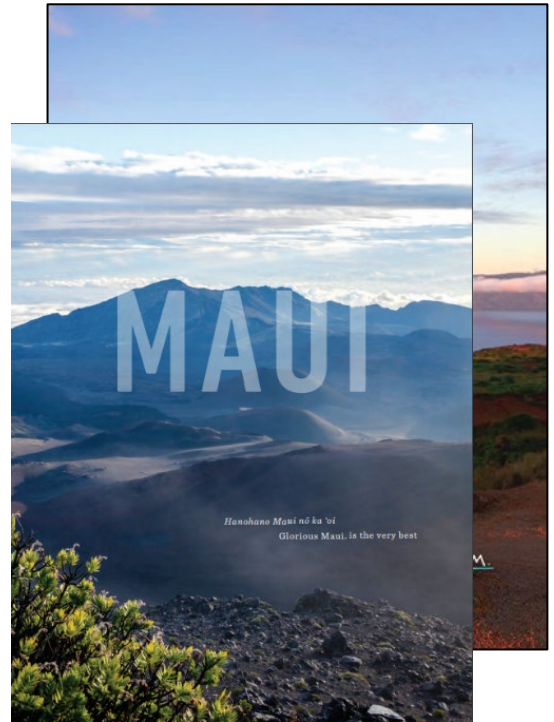


Spring 2022 Progress Report – Maui Destination Management Plan





This report provides an update on the progress toward fulfilling Maui's DMAP from April 1 through June 30, 2022, and specifically provides **updates on the actions identified for Phase 2 (March 2022-March 2023) implementation. Only Phase 2 sub-actions are listed unless otherwise noted. There are 17 sub-actions in Phase 2, of which 12 (70%) are in progress and one has been completed. Three sub-actions identified in Phase 1 were carried forward to Phase 2. Four Phase 2 sub-actions have not been started and one has been completed.**

The Maui Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority's (HTA) board of directors in December 2020. It is a three-year plan divided into 3 phases. The Maui Nui DMAP was released to the public and published on HTA's website on March 4, 2021.






HTA provides funds to the Hawai'i Visitors and Convention Bureau/Maui Visitors & Convention Visitors Bureau (MVCB) for a Destination Manager to assist HTA in implementing the DMAP. Mahalo to MVCB, the County of Maui's Office of Economic Development, and Office of the Mayor's Community Liaison for Tourism 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.




Spring 2022 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">HTA's Global Marketing Team continues to incorporate Mālama Hawai'i messaging in all consumer, public relations, and travel trade initiatives.HVCB conducted a paid media flight at Kahului Airport, in-room media featuring the Hawai'i Travel Trips video, mobile geo-targeted and geo-fenced messaging with 15-second Hawai'i Travel Tips videos, and Waze app banners.MVCB is liaising with East Maui community organizations to gather information about hotspots and build relationships.
	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">HTA continues to work with its Global Marketing Team in English-speaking countries to promote the goHawaii'i app.
	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's Pono Travel Education Program in May and June continued at Kahului Airport and all major airports statewide. The airport campaign included Kuleana and Mālama messaging as well as Ocean Safety videos at available prime locations to reach most of the traveling public. Messaging was provided on a mixture of static tension fabric banners and digital screens. The Hawai'i airport advertising on the neighbor islands will continue from June 30, 2022 through June 29, 2023.

Spring 2022 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	<p>Promote Hawai'i's sunscreen law and educate visitors about proper sunscreen use through the goHawaii app and other visitor education programs.</p> <ul style="list-style-type: none"> MVCB is working with the County and Raw Elements to put up reef-safe sunscreen dispensers at various county parks and beaches around the island. MVCB is working on the SMA permit with an anticipated Fall 2022 launch. HVCB distributed its "What's New" press release in April which included Aqua-Aston's efforts and reef-safe sunscreen.
	B.2	<p>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.</p> <ul style="list-style-type: none"> This effort continues through the Department of Business, Economic Development and Tourism (DBEDT) and HTA's Symphony Dashboards which uses Near (formerly known as UberMedia) data. The County's Management Department is working on a Park Maui program to address parking congestion.
	B.3	<p>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</p> <ul style="list-style-type: none"> HTA's "Channel Manager System" is on hold due to further deliberation needed by the Governor, DBEDT, and HTA. DLNR's Wai'ānapanapa State Park reservation system is working well. They are looking to expand this model to other areas on the island.

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	<p>Hold regular town hall meetings to include both community members, stakeholders, and industry partners.</p> <ul style="list-style-type: none"> There were no town hall meetings held in Q2 2022.
	C.2	<p>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.</p> <ul style="list-style-type: none"> MVCB spoke at several Rotary Club meetings about the Maui DMAP in May.

Spring 2022 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. <ul style="list-style-type: none"> HTA is focusing on a tour guide certification study conducted by the University of Hawai'i's School of Travel Industry Management. It is anticipated the study will be completed in September 2022.
	D.2	Work with UHMC 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"> The County's proposed Hawaiian cultural center, Hālau of 'Ōiwi Art, will move this action forward (https://www.hoamaui.com/).
	D.4	Continue to offer and promote cultural education workshop series for visitor industry and other businesses. <ul style="list-style-type: none"> This continues with Native Hawaiian Hospitality Association's webinar trainings (https://www.nahha.com/training).

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"> The Global Marketing Team's efforts in this area are ongoing. MVCB continues to do outreach to expand Mālama Hawai'i programming with new industry partners and nonprofit opportunities. There are currently 17 partners. HVCB is working with United Airlines on a mileage promotion that encourages Hawai'i customers to watch various Mālama Hawai'i videos before they arrive.
	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) <ul style="list-style-type: none"> HVCB distributed news releases that included Mālama Hawai'i messaging, Kipuka Olowalu information, and links to Hawai'i Rooted and Hawai'i Travel Tips videos.

Spring 2022 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	Support the efforts of Maui Metropolitan Planning Organization on decreasing traffic (Hele Mai). <ul style="list-style-type: none"> This effort continues.
	F.2	Work with hotels and other employers to stagger shift times to mitigate traffic congestion.
	F.4	Together with the 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. <ul style="list-style-type: none"> This action was completed in Phase 1. As stated in the Summer Progress Report, according to the 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 the airline in.

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

Progress	Sub-Action No.	Sub-Action
	G.1	Encourage hotels and restaurants to prioritize purchases from local suppliers to support recovery efforts and recognize those who are helping. <ul style="list-style-type: none"> At the request of HTA, the Hawai'i State Department of Business, Economic Development & Tourism (DBEDT) provided an analysis of Hawai'i visitor industry's contribution (visitor spending) to the local agriculture industry. This provides baseline data. To view the study, visit: https://bit.ly/tourismandagriculture MVCB is taking steps to share the Maui Hub website on social media and with industry partners. This website is an online farmers' market offering fresh produce and nonperishable farm-made products for sale. Maui County recently started a Department of Agriculture, which will help move this action forward.
	G.2	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. <ul style="list-style-type: none"> As part of HTA's Local Business Support program, HTA will compile a list of local vendors that the visitor industry can work with to include in their products and services.

Spring 2022 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.

- MVCB met with a consultant about illegal tour operators to gather information and also requested a proposal for a complete list of illegal operators in east Maui and those operating commercially in the water. MVCB met with A3H to gather information about illegal tour companies. MVCB obtained a list of PUC-licensed operators, DLNR and Commercial Ocean Recreational Activity (CORA) permitted operators. MVCB met with Fare Harbor, an online booking system, to work together on adapting their intake system to ensure verification of required permits and licenses; and will be providing them a list of illegal operators.
- HTA and MVCB met with DLNR's Division of Conservation Resources Enforcement to understand how they give citations and problem areas.
- MVCB is compiling a fact sheet on the permits required for commercial photography on beaches and has identified the business, Pacific Dreams, which is the primary offender of operating unlicensed. MVCB has been creating a list of illegal land-based and ocean-based tour operators. MVCB is collaborating with the other island chapters to collectively approach visitor-facing websites and distribute a letter to illegal operators.

Addressing Hotspots

The Maui DMAP designated a number of sites as a “hotspot” location. The DMAP defines a “hotspot” as “an area/site that attracts visitors due to its popularity, and may result in overcrowding, congestion, degradation of resources, safety hazards, and a negative experience for both the resident and visitor.” HTA, MVCB, and the County are in discussions as to what could be done to mitigate impacts.