



# MAUI DESTINATION MANAGEMENT ACTION PLAN

## Phase 2 Report

The Maui Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority (HTA) Board of Directors in December 2020. The Maui Nui DMAP, which incorporates the Maui DMAP, was released to the public on March 4, 2021. The DMAP is a community-based, three-year plan, divided into three year-long phases, with eight high-level actions and 18 sub-actions for Maui. This report highlights the efforts made in Phase 2, from March 2022 through February 2023.

HTA works in partnership with the Maui Visitors and Convention Bureau (MVCB), County of Maui's Office of Economic Development and Office of the Mayor's Community Liaison for tourism.

HTA thanks them for their support and partnership in moving the Maui DMAP actions forward. HTA also acknowledges other state and county agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.



**3 OF 3**  
**SUB-ACTIONS**  
 addressed and will  
 continue to be  
 advanced in Phase 3

# ACTION A

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

**HAWAI'I TOURISM AUTHORITY PONO TRAVEL EDUCATION PROGRAM** reached an estimated 6.6 million visitors traveling to Maui annually. Hawai'i Tourism USA (HTUSA) shared these messages beyond the airport on shuttles, in hotel rooms, and on the WAZE app.



**HAWAI'I TOURISM KOREA** partnership with Hana

Card featured Mālama Hawai'i videos on large screen outside Hana Financial Group headquarters in Seoul and on Hana Card's website, generating over 177,000 page views



**HTUSA DMAP COMMUNICATIONS SERIES** featured Kīpuka Olowalu and gained more than 2,000 Instagram views



**HAWAI'I TOURISM CHINA** partnership with Ctrip, the largest OTA in China, promoted sustainable travel and giving back messaging to over 300 million registered members



**HAWAI'I TOURISM CANADA** article in Offshore Magazine with Mālama Hawai'i message distributed to 20,000 subscribers and 25,000 travel agents

**HAWAI'I TOURISM JAPAN** Mālama Hawai'i concept video placed on out-of-home ads, YouTube, SNS, TV program distribution application Tver, and online TV platform Abema TV, generating over 13 million views



1 OF 2

**SUB-ACTIONS**  
addressed, 1 of which  
will continue to be  
advanced in Phase 3

20

**20 MINERAL-ONLY SUNSCREEN DISPENSERS** installed for free public use on popular beaches, including at Wai'anapanapa State Park and four at Whalers Village



# ACTION B

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



**HAWAII TOURISM USA** weekly promotion of mineral-only sunscreen awareness through Maui Nui social media platforms



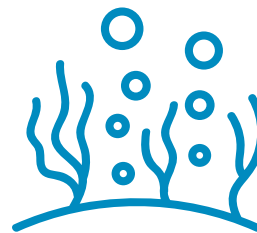
**MINERAL-ONLY SUNSCREEN DISPENSERS** provided to resorts with the first bag of sunscreen free



**COLLABORATION WITH THE NEWLY CONVENED EAST MAUI ADVISORY GROUP** to manage hotspots through the development of the East Maui Tourism Management Pilot Program



**5 PROPERTIES RECRUITED AND SUPPORTED** to join the Rise Above Plastics on Vacation program through partnership with Surfrider Foundation



**10 RESORTS BROUGHT INTO THE REEF-FRIENDLY LANDSCAPING PILOT PROGRAM**, in which resorts stop the usage of chemical landscaping on a portion of their property. A total of 14 partners were brought on with both



DMAP and Maui Nui Marine Resource Council funds through the Reef Friendly Landscaping Coalition we were part of.



**MEETINGS CONVENED AND CONDUCTED** with the newly formed East Maui Advisory Group to better learn resident sentiment and foster collaboration

**2 OF 2 SUB-ACTIONS** addressed and will continue to be advanced in Phase 3

# ACTION C

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



**3 HTA-SPONSORED VIDEOS** aired on Hawai'i News Now sharing positive impact of destination management for communities through regenerative tourism

**EMMA FARDEN SHARPE HULA FESTIVAL & FESTIVALS OF ALOHA**



**MAUI NUI MARINE RESOURCE COUNCIL**



**RISE ABOVE PLASTICS**



**HTA INVESTMENT IN A TOUR GUIDE CERTIFICATION STUDY** conducted by University of Hawai'i's School of Travel Industry Management, which was completed in 2022. See the final report on [HTA's website](#).

**3 OF 4 SUB-ACTIONS** addressed and will continue to be advanced in Phase 3

# ACTION D

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

**HĀLAU OF 'ŌIWI ART** being developed by the County of Maui in Wailuku, which is dedicated to the study, practice, and perpetuation of hula and various 'ōiwi arts connected to hula.



**NATIVE HAWAIIAN HOSPITALITY ASSOCIATION (NaHHA)** cultural and education training sessions during the 2022 Fiscal Year with 3,000+ visitor industry workforce and community participants. More than 70 sessions were held with participants from 13 countries (United States, Canada, Japan, China, Korea, Australia, New Zealand, United Kingdom, Germany, Switzerland, India, Philippines, and Saipan). The training topics included Aloha, Ho'okipa, Kuleana, Mālama, Makahiki, 'Ōlelo Hawai'i – An Intro to Hawaiian Language, Wahi Pana Series – Maui (Lahaina, Wailuku, Kula), Wahi Pana Series – Hawai'i Island (Keauhou, Kohala, Hilo), and Wahi Pana Series – Waikīkī (Part 1 & Part 2).

2 OF 2

**SUB-ACTIONS**

addressed and will continue to be advanced in Phase 3



**MĀLAMA HAWAI'I**

**PROGRAM** added three new nonprofit organizations

**ACTION**

**E**

Develop Regenerative Tourism initiatives.



**MORE THAN \$200,000 IN TOTAL FUNDING REINVESTED TO MAUI ORGANIZATIONS BY THE HAWAI'I TOURISM AUTHORITY THROUGH ITS 2022 KUKULU OLA PROGRAM** to support community-based projects that perpetuate Hawaiian culture: Hāna Arts, Hōlani Hāna, Ke Kula 'o Pi'ilani, and the Kimokeo Foundation



**1 REGENERATIVE TOURISM EXPERIENCE** along the road to Hāna to be developed and supported

**MORE THAN \$240,000 IN TOTAL FUNDING REINVESTED TO MAUI ORGANIZATIONS BY HTA THROUGH ITS 2022 ALOHA 'ĀINA PROGRAM** to support projects that preserve and protect natural resources: Friends of Auwahi Forest Restoration Project, Hawaiian Islands Land Trust, Ma Ka Hana Ka 'Ike Building Program, Maui Nui Botanical Gardens, and the Nature Conservancy of Hawai'i



0 OF 2

**SUB-ACTIONS**

addressed and will continue to be advanced in Phase 3

**ACTION**

**F**

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



**REPORT ON THE VISITOR INDUSTRY'S CONTRIBUTION TO AGRICULTURE** (9.4% in 2019) developed by the Hawai'i Tourism Authority and Department of Business, Economic Development, and Tourism's Research and Analysis Division

**1 OF 2**  
**SUB-ACTIONS**  
addressed which will continue to be advanced in Phase 3

## ACTION **G**

Ensure more direct benefits to residents from tourism.

**1 OF 1**  
**SUB-ACTIONS**  
addressed, and will continue to be advanced in Phase 3



**HAWAII TOURISM AUTHORITY** continues to advocate for consistent enforcement of laws

## ACTION **H**

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