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HTA Publishes Community-Based Tourism Management Plan for Maui Nui

HONOLULU – The Hawai'i Tourism Authority (HTA) has published the [2021-2023 Maui Nui Destination Management Action Plan \(DMAP\)](#). It is part of HTA's strategic vision and continuing efforts to manage tourism in a responsible and regenerative manner. It was developed by the residents of Maui, Moloka'i and Lāna'i, and in partnership with the County of Maui and Maui Visitors and Convention Bureau (MVCB). The DMAP serves as a guide to rebuild, redefine and reset the direction of tourism on the three islands that make up Maui Nui. It identifies areas of need as well as solutions for enhancing the residents' quality of life and improving the visitor experience.

"All credit goes to the people of Lāna'i, Moloka'i and Maui who committed themselves to the DMAP process and were willing to face tough issues, embrace diverse viewpoints, explore new ideas and identify actionable priorities. The DMAP process provides a collaborative framework within which participants are inspired to 'mālama' – to care for, nurture and protect the places and traditions they cherish most," said John De Fries, HTA's president and CEO.

The community-based plan focuses on key actions that the community, visitor industry and other sectors deem necessary over a three-year period. The foundation of the Maui DMAP is based on [HTA's 2020-2025 Strategic Plan](#). The actions are based on the four interacting pillars of HTA's Strategic Plan – Natural Resources, Hawaiian Culture, Community and Brand Marketing.

Maui

- Implement a responsible tourism marketing communications program to educate visitors pre- and post-arrival about safe and respectful travel.
- Initiate, fund and continue programs to protect the health of ocean, fresh water and land-based ecosystems and biosecurity.
- Continue to reach out to the community to understand resident sentiment, increase communications to residents, and foster collaboration.
- Continue to offer cultural education and training programs to enhance and perpetuate aloha, mālama and kuleana and the authentic Hawai'i experience.
- Develop regenerative tourism initiatives.
- Develop and promote initiatives to improve the experience of transportation and ground travel.
- Ensure more direct benefits to residents from tourism.
- Have HTA and the county advocate for consistent enforcement of laws and progress report(s) on enforcement.

Moloka'i

- Develop communication and education programs to encourage responsible visitor behaviors.

- Support the growth of Moloka'i businesses by encouraging new product development focused on regenerative tourism, while continuing support of traditional leisure tourism, to increase jobs for residents.
- Promote Moloka'i to attract kama'āina and specific visitor segments who appreciate and understand the Moloka'i lifestyle.
- Enhance resident-visitor relations by strengthening existing cultural/community-based organizations and activities.
- Provide accommodations that meet the needs of the target segments.
- Engage partners to determine a path forward that will enhance interisland transportation options for both residents and visitors.

Lāna'i

- Engage partners to determine a path forward that will enhance interisland transportation options for both residents and visitors.
- Develop partnerships and programs with resorts and other tourism businesses to improve and enhance community relationships.
- Enhance and encourage the use of the Lāna'i Culture & Heritage Center's (LCHC) Guide App as a primary part of the travel protocol for traveling to the island.
- Encourage sustainable tourism practices on Lāna'i.
- Promote Lāna'i City to increase spending that goes to residents and small businesses.
- Encourage and enable visitors to plan a meaningful daytrip or stay on Lāna'i that is respectful to the land, the people and the lifestyle on Lāna'i.
- Develop and implement a process whereby visitors to Lāna'i acknowledge to protect, respect, and learn about Lāna'i cultural and natural resources, and the community during their visit through the Mālama Maui County Pledge.
- Discourage activity companies from dropping off visitors who use Lāna'i beaches and facilities without contributing to maintenance of the beaches and facilities.
- Educate visitors on activities and events available on Lāna'i that are focused on cultural and natural resources, which could include fishpond restoration, koa tree planting, etc.

These actions were developed by the Maui, Moloka'i, and Lāna'i steering committees, comprised of residents representing the communities they live in, as well as the visitor industry, different business sectors, and nonprofit organizations, with community input. Representatives from the County of Maui, HTA, and MVCB also provided input throughout the process.

"The hidden gift of COVID-19 is that it gave everyone in Hawai'i the opportunity to pause and reevaluate the important role of our hospitality industry. By working with environmental partners, cultural experts, and other aligned stakeholders, the steering committees of Maui, Lāna'i and Moloka'i were able to incorporate special considerations for their island communities. I look forward to working with the Maui Nui Destination Management Action Plan steering committees and the Hawai'i Tourism Authority to support their commitment to accomplish the action items in this plan," said Maui County Mayor Michael Victorino.

The Maui Nui DMAP process started in July 2020 and continued with a series of virtual steering committee meetings, as well as three virtual community meetings in October and November.

“The timing of the Maui Nui DMAP is more than serendipitous. As devastating as COVID-19 has been to our community and economy, it gave us the needed ‘pause’ to truly look at ways to bring back tourism in a more thoughtful, managed way. Maui County stakeholders and community members put a lot of thought and dialogue into this plan and creation of actionable items. I am proud of the plan we have put together and look forward to the continued work as we move into the action phase,” said Lisa Paulson, community liaison for the Maui County mayor’s office.

The members of the Maui steering committee are:

- Seward ‘Akahi (General Manager, Hertz)
- Rod Antone (Executive Director, Maui Hotel and Lodging Association)
- Matt Bailey (Managing Director, Montage Hotel)
- Kathleen Costello (Destination Diva, Wailea Resort Association)
- Toni Davis (Executive Director, Activities and Attractions Association of Hawai‘i)
- Jim Diegel (Chief Strategy Officer, Maui Health)
- Sherry Duong (Executive Director, Maui Visitors and Convention Bureau)
- Kawika Freitas (Sales/ Trainer, Old Lahiana Lū‘au)
- Hōkūlani Holt-Padilla (Director, Ka Hikina O Ka Lā, University of Hawai‘i Maui College)
- Kau‘i Kanaka‘ole (Executive Director, Ala Kukui Hāna Retreat)
- Kyoko Kimura (HTA Board Member, Aqua-Aston Hospitality)
- Marvin Moniz (Airport Manager, Department of Transportation)
- Jin Prugsawan (Public Information Officer/Chief of Interpretation & Education, Haleakalā National Park)
- Anne Rillero (Community Communications, Maui Nui Marine Resource Council)
- Andrew Rogers (General Manager, The Ritz Carlton)
- Pamela Tumpap (Maui Chamber of Commerce)
- Pomai Weigert (AgBusiness Consultant, GoFarm Hawai‘i)
- John White (Director of Marketing, Kā‘anapali Beach Hotel)
- Brian Yano (General Manager, Outlets of Maui)

“I am grateful to have been given the opportunity to contribute ideas about protecting Maui’s nearshore ocean water quality, coral reefs and marine wildlife for the Maui Nui Destination Management Action Plan. Thank you HTA for convening this collaborative project and keeping it productive and inclusive, even though we couldn’t meet together in person due to COVID-19,” said Anne Rillero, communications, community outreach, and development manager for the Maui Nui Marine Resource Council and Maui steering committee member.

The members of the Moloka‘i steering committee are:

- Julie-Ann Bicoy (Community Member)
- Kanoelani Davis (Owner, Pomahina Designs)
- Sherry Duong (Executive Director, Maui Visitors and Convention Bureau)
- Butch Hasse (Executive Director, Moloka‘i Land Trust)
- U‘i Kahue (Business Owner)
- Kyoko Kimura (HTA Board Member, Aqua-Aston Hospitality)
- Clare Mawae (Chairman at Youth In Motion, Owner Moloka‘i Outdoors and CSM Management)

- John Pele (Managing Partner and Resident Manager, Hiro's 'Ohana Grill and Paniolo Hale)
- Greg Solatorio (Hālawa Valley Falls Cultural Hike)
- Rob Stephenson (President, Moloka'i Chamber of Commerce)

"Through the remarkable partnerships and pivoting of our strategies in the development of the 2021-2023 Maui Nui DMAP, we're confident that moving forward our community and industry partners will see a strong recovery. Through these next three years, MVCB looks forward to working with the Maui Nui community to redefine and reset the direction of tourism, and rebuild our economy," said Sherry Duong, executive director of the Maui Visitors and Convention Bureau and member of the Maui, Moloka'i, and Lāna'i steering committees.

The members of the Lāna'i steering committee are:

- Nelinia Cabiles (Managing Editor, Lāna'i Today)
- Bill Caldwell (President, Expedition Ferry)
- Kathy Carroll (Owner, Mike Carroll Gallery)
- Dr. Keiki-Pua Dancil (Senior Vice President, Government Affairs and Strategic Planning, Pūlama Lāna'i)
- Sherry Duong (Executive Director, Maui Visitors and Convention Bureau)
- Lisa Grove (CEO at Grove Insight and Farmer at Ola Kamoku Farm)
- Alberta De Jetley (Community Member)
- Kyoko Kimura (HTA Board Member, Aqua-Aston Hospitality)
- Gabe Lucy (CEO, Trilogy Excursions/ Lanai Ocean Sports)
- Alastair McAlpine (General Manager, Four Seasons Lāna'i)
- Diane Preza (Director of Community Development, Pūlama Lāna'i)
- Shelly Preza (Interpretive Resource Management Specialist, Lāna'i Culture & Heritage Center)
- Stan Ruidas (Community Member)

"As a small-business owner on Lāna'i for 19 years, I was humbled and honored to play a role in helping to shape a plan that seeks to mālama the island and responsibly promote tourism," said Kathy Carroll, owner of Mike Carroll Gallery and Lāna'i steering committee member.

The Maui Nui DMAP is available on HTA's website:

www.hawaiitourismauthority.org/media/6860/hta-maui-action-plan.pdf

The Hawai'i Island DMAP is being finalized for public distribution, and O'ahu's DMAP process is expected to start this month. The Kaua'i DMAP was published in early February and is available on HTA's website: <https://www.hawaiitourismauthority.org/media/6487/hta-kauai-dmap.pdf>

To learn more about HTA's Community-Based Tourism program and to follow the progress of the DMAPs visit: www.hawaiitourismauthority.org/what-we-do/hta-programs/community-based-tourism/

Photos of the Hawaiian Islands: <https://hawaii.barberstock.com/>

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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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