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Destination Management Action Plan Community Meetings for Moloka'i Postponed

HONOLULU – The Hawai'i Tourism Authority (HTA) and Maui Visitors and Convention Bureau (MVCB) are postponing the Destination Management Action Plan (DMAP) Meetings for the island of Moloka'i.

Originally planned for Friday, November 12, 2021, the virtual community meetings for Moloka'i residents will be rescheduled to a later date.

The following community meetings for Maui and Lāna'i will continue as planned.

Maui Island Community Meeting

Tuesday, November 2, 2021

- 8:00-10:00 a.m. HST
- 6:00-8:00 p.m. HST

Lāna'i Island Community Meeting

Tuesday, November 9, 2021

- 8:00-9:30 a.m. HST
- 6:00-7:30 p.m. HST

In these virtual, interactive community meetings, tourism leaders will provide island updates specific to Maui and Lāna'i in a process that serves as a guide to rebuild, redefine and reset the direction of tourism on the respective islands. Participants will also have the opportunity to provide comments and ask questions.

The sessions will cover:

- DMAP Updates
- Updates on Island Specific Actions
- Community Enrichment Program
- Mālama Hawai'i Program
- Visitor Statistics

There are two meeting times (8:00 a.m and 6:00 p.m.) available for each island with separate webinar registration links. The meetings for Maui will span two hours and the meetings for Lāna'i will span an hour and a half. Registration links and meeting agendas for each island are available here: <https://www.hawaii tourism authority.org/what-we-do/events/>.

The presentations will be made via Zoom. Registration is free and open to the public. Advance registration is recommended, as capacity is limited. Presentations will be posted to HTA's website for those who are unable to attend.

Background on the DMAP Process

The Hawai'i Tourism Authority (HTA) published the [2021-2023 Maui Nui Destination Management Action Plan \(DMAP\)](#) in March 2021. 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.

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.

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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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