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## **Destination Management Action Plan Community Meetings for Lāna'i Postponed to December 2**

**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 Lāna'i.

Originally planned for Tuesday, November 9, at 8:00 a.m. and 6:00 p.m., the virtual community meetings for Lāna'i residents have been rescheduled to Thursday, December 2, at the same times. Registration information will be forthcoming.

In these virtual, interactive community forums, tourism leaders will provide island updates specific to Lāna'i in a process that serves as a guide to rebuild, redefine and reset the direction of tourism. Participants will also have the opportunity to provide input on messaging to potential visitors to Lāna'i, in addition to asking questions.

The sessions will cover:

- DMAP Overview and Updates
- Mālama Maui County Pledge
- Mālama Hawai'i Program
- Voluntourism Tri-Partnership
- Lāna'i DMAP Advisory Board

### **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.

The DMAP 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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November 8, 2021 (21-46)

Page 2

**About the Hawai'i Tourism Authority**

The [Hawai'i Tourism Authority](#) (HTA) 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](http://www.hawaiitourismauthority.org). Follow updates from HTA (@HawaiiHTA) on [Facebook](#), [Instagram](#), [Twitter](#) and its new [YouTube Channel](#).

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