

The logo for the Hawai'i Tourism Authority features the words "HAWAII TOURISM" in a white, stylized, hand-drawn font. A horizontal brushstroke in shades of orange, yellow, and green passes behind the text. A small "TM" trademark symbol is located to the right of the word "TOURISM".

HAWAII TOURISM™

AUTHORITY

Our Mission



Our mission is to strategically manage Hawai‘i tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires and visitor industry needs.

Balancing tourism’s economic benefits with its impacts on communities and natural resources.



AUTHORITY

Hawai'i Revised Statutes Chapter 201B

HTA Strategic Plan 2020-2025

*Natural
Resources*

*Hawaiian
Culture*

Community

Branding

Destination Management Action Plans

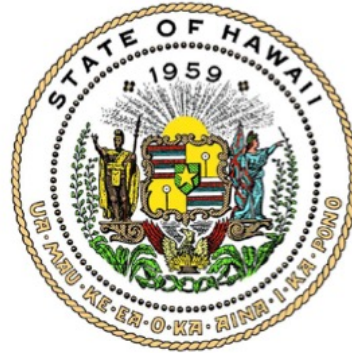
Regenerative Tourism





— *MĀLAMA* —
HAWAII

Our Mission



Except as otherwise limited by this chapter, the authority may... develop and implement emergency measures to respond to any **adverse effects on the tourism industry.**

Hawai'i Revised Statutes 201B-3 (a)(23)



Mitigation

Preparedness

Response

Recovery



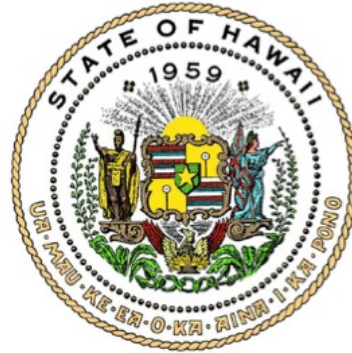
Mitigation

Preparedness

Response

Recovery

Our Mission



I hereby declare that a tourism emergency exists in the State.
I further authorize the Hawai‘i Tourism Authority... to use monies in
the Tourism Emergency Special Fund to **respond to the emergency**
and provide relief under section 201B-10, HRS.

Governor Green’s Sixth Emergency Proclamation, August 19, 2023

Our Response



August	September	October	November
<p>Liaisons in Maui & State EOCs</p> <p>Evacuation</p> <p>Media Interviews</p> <p>Pause Marketing (Aug. 8)</p> <p>Assistance Center/Shelter</p> <p>Emergency Board Meeting</p> <p>Resume Marketing (Aug. 21)</p> <p>Board Approves Initial Recovery Funding</p>	<p>Listening Tour</p> <p>Town Hall (In Person)</p> <p>Board PIG Convened</p> <p>Declaration of Tourism Emergency</p> <p>Cultural Sensitivity Training</p> <p>Media Interviews</p> <p>Restart Marketing</p> <p>Return of Meetings & Conventions</p> <p>Return of Cruise</p>	<p>Support Tourism Reopening (Phase 1)</p> <p>Town Hall (Virtual)</p> <p>Board PIG Meetings</p> <p>Cultural Sensitivity Training</p> <p>Media Interviews</p> <p>Marketing</p> <p>Maui Voices Series Launched</p> <p>Recovery Plan Development</p> <p>Compassionate Travel Tips Launched</p>	<p>Board PIG Meetings</p> <p>Recovery Plan Development</p> <p>Satellite Media Tour</p> <p>Continued Market Outreach</p>

Share *aloha* from afar. *Mabalo* for keeping a safe distance from wildlife.

HAWAII TOURISM
AUTHORITY

Learn how you can māfomo Hawai'i by visiting GOHAWAII.COM/TRAVELTIPS

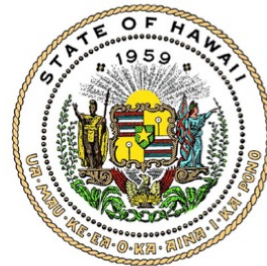


Baggage Claim  





Our Mission



Continue tourism and economic redevelopment coordination with the Hawai‘i Tourism Authority (HTA) with an emphasis on strategic public messaging.

Objective 21c, Joint Incident Action Plan, FEMA-DR-4724-HI

What We Are Seeing

Maui

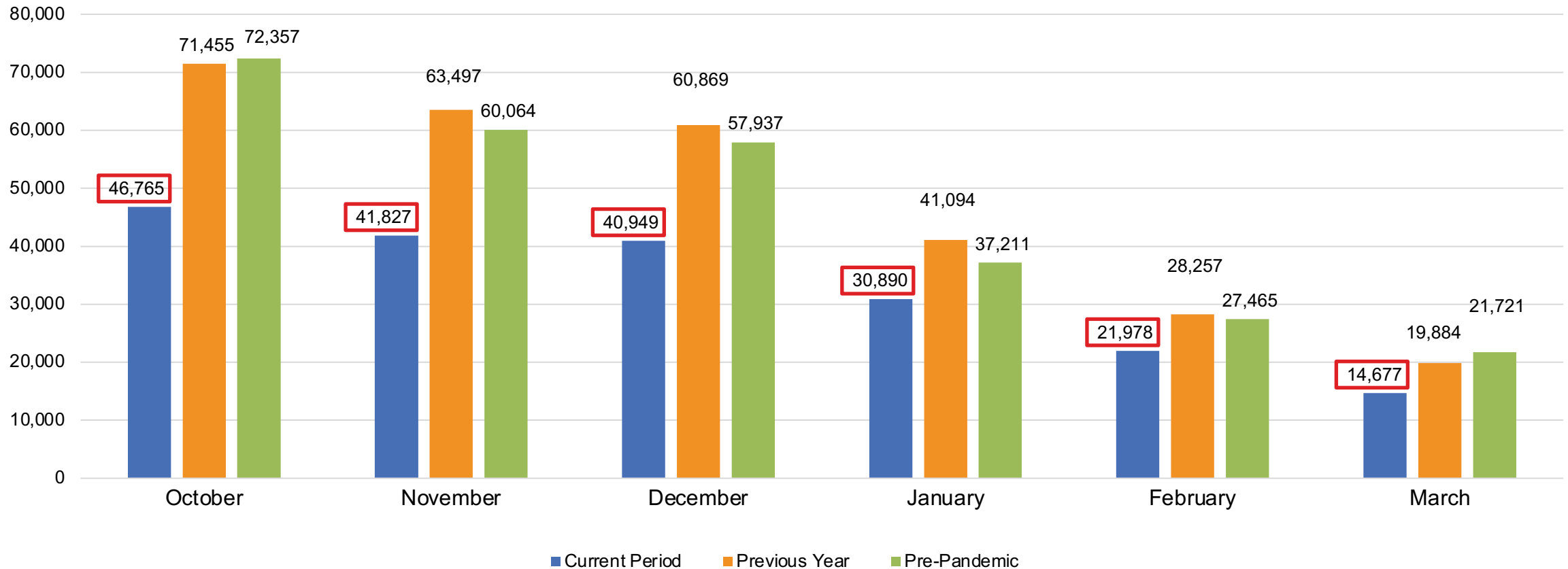
Visitor Arrivals	
October 2023	132,909
October 2022	230,512
October 2019	238,043

Visitor Spending	
October 2023	\$326.2M
October 2022	\$435.9M
October 2019	\$379.8M

Average Daily Census	
October 2023	35,526
September 2022	59,372
October 2019	59,620

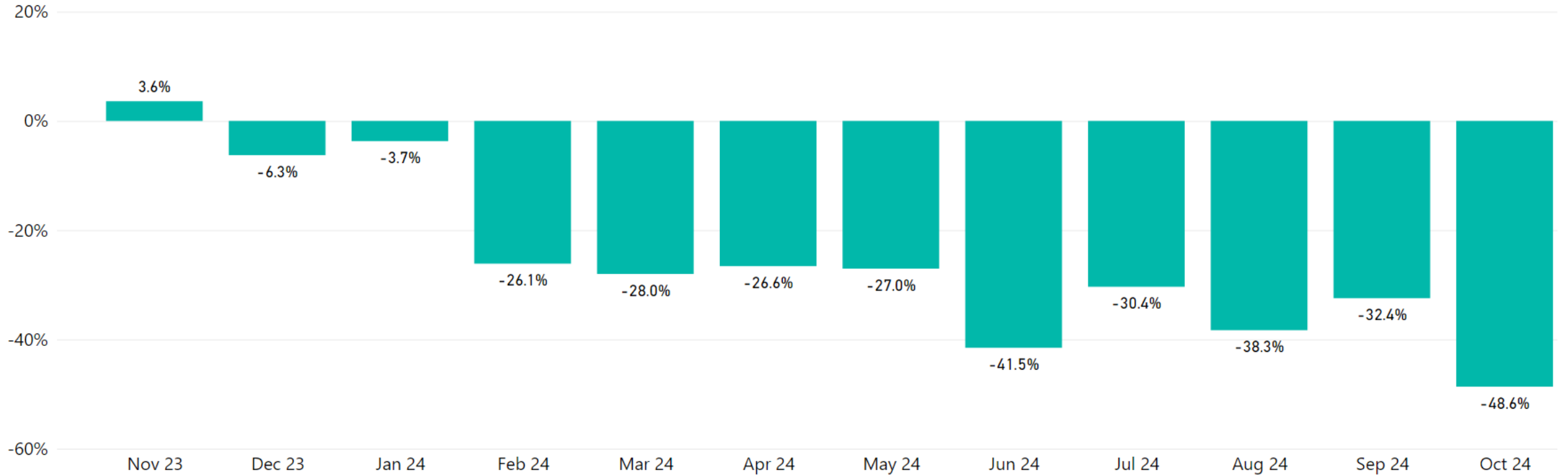
What We Are Seeing

Maui Air Bookings vs. 2022 and 2019



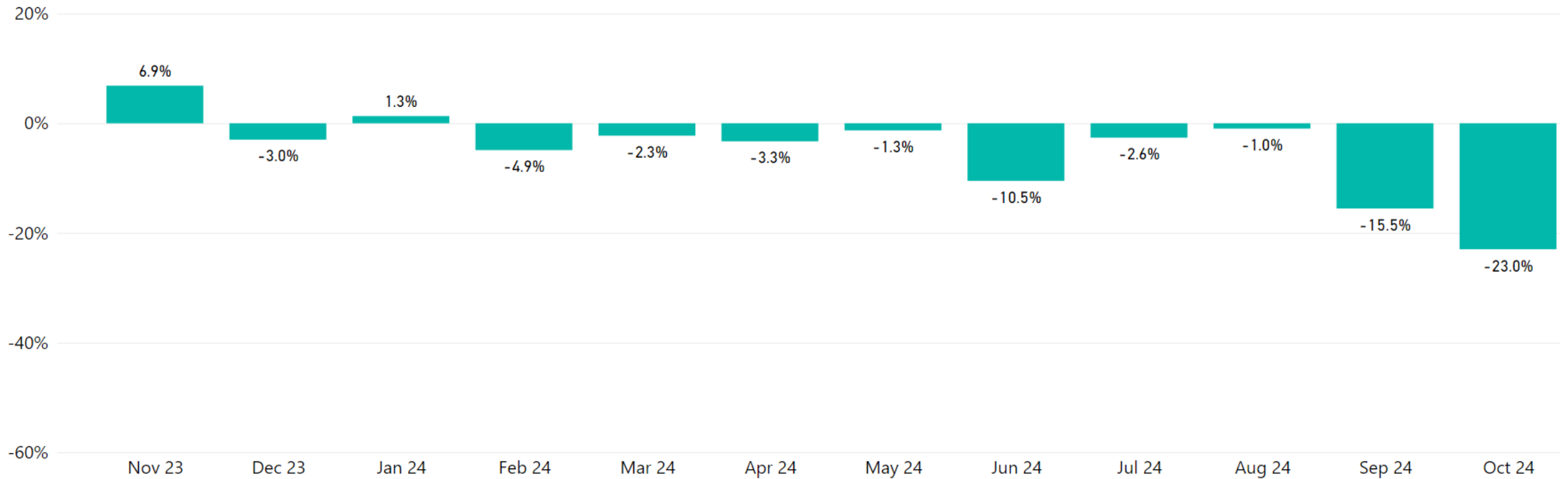
What We Are Seeing

Maui Hotel Reservations On The Books vs. 2022



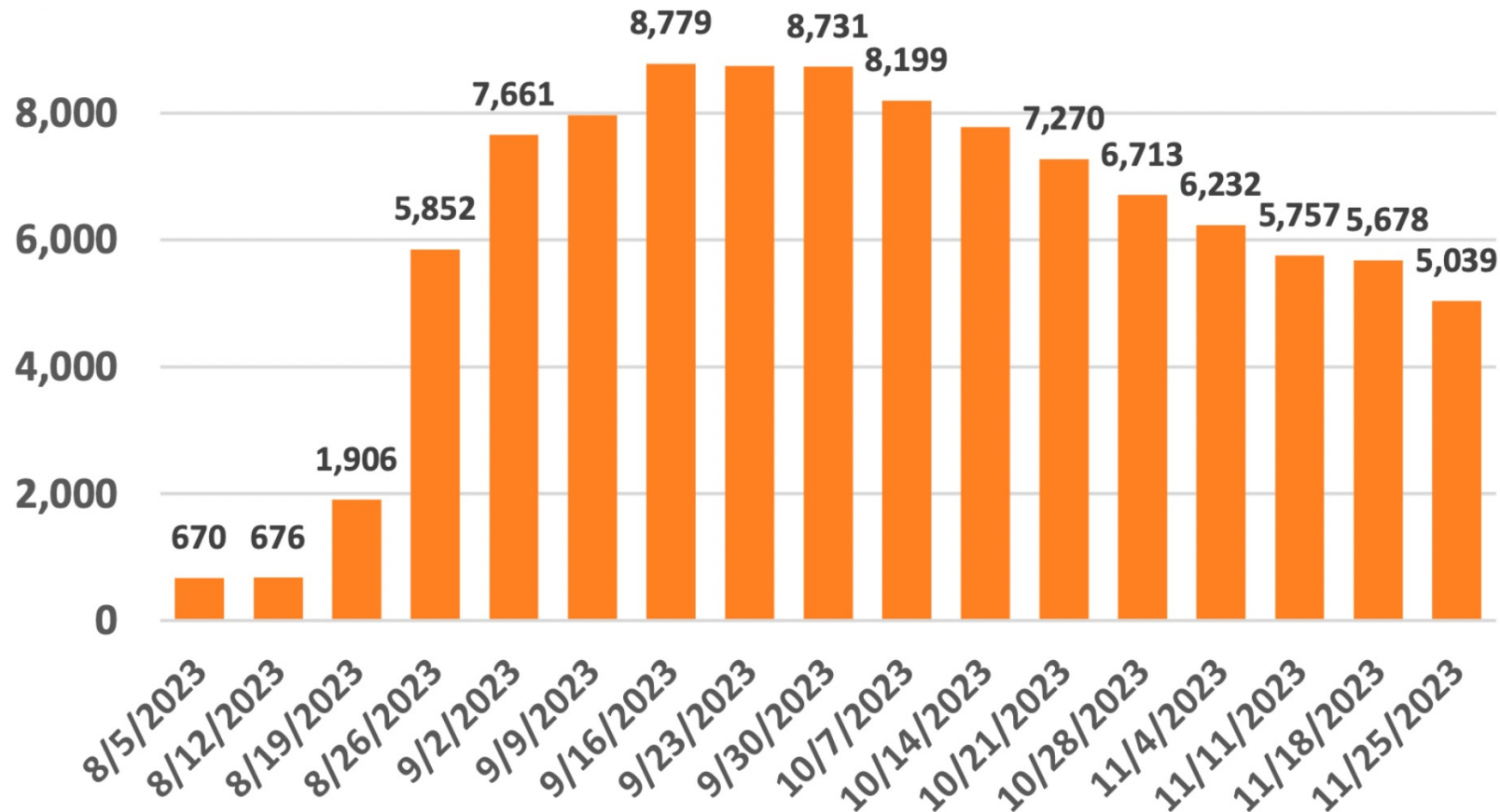
What We Are Seeing

Statewide Hotel Reservations On The Books vs. 2022



What We Are Seeing

Maui Weekly Unemployment Claims



Maui Ocean Center • The Aquarium
AN EMPLOYEED MAUI IS A RESIL



What We Are Hearing



Fewer jobs are available as overall visitor count to Maui is down, and some hotels are not back to full service.

Over a third of wildfire survivor households ranked financial recovery and finding employment as their greatest need.

Hawai'i Department of Health Public Health Rapid Needs Assessment Preliminary Report

What We Are Hearing

Fewer jobs are available as overall visitor count to Maui is down, and some hotels are not back to full service.

The longer a household's primary wage earner is unemployed, the greater the likelihood they will leave the island.

HTA Maui Tourism Recovery Plan (Preliminary Finding)

What We Are Hearing

If you lost your household's main income, primary earner's paycheck, or public assistance, how long would you be able to live at your current address?

Preliminary: Hawai'i Housing Study

Duration	Percentage of Maui Households
Less than One Month	12.5%
One to Two Months	14.1%
Three to Six Months	17.3%
Six Months or Less	43.9%

What We Are Hearing

If you are forced to move out of your home, where would you live?

Preliminary: Hawai'i Housing Study

	Percentage of Maui Households
Move In With Family or Friends	22.0%
Move To The Continent	17.6%
Be Homeless/Camp	16.5%



Mitigation

Preparedness

Response

Recovery

A scenic view of a volcanic landscape. The foreground is dominated by dark, jagged volcanic rock formations with visible cracks and textures. The middle ground shows a transition to lighter, brownish-yellow soil with sparse, low-lying vegetation. In the background, a clear blue sky meets a calm blue ocean. The overall scene is serene and captures the raw beauty of a post-volcanic environment.

What is tourism's role in supporting Maui's recovery?

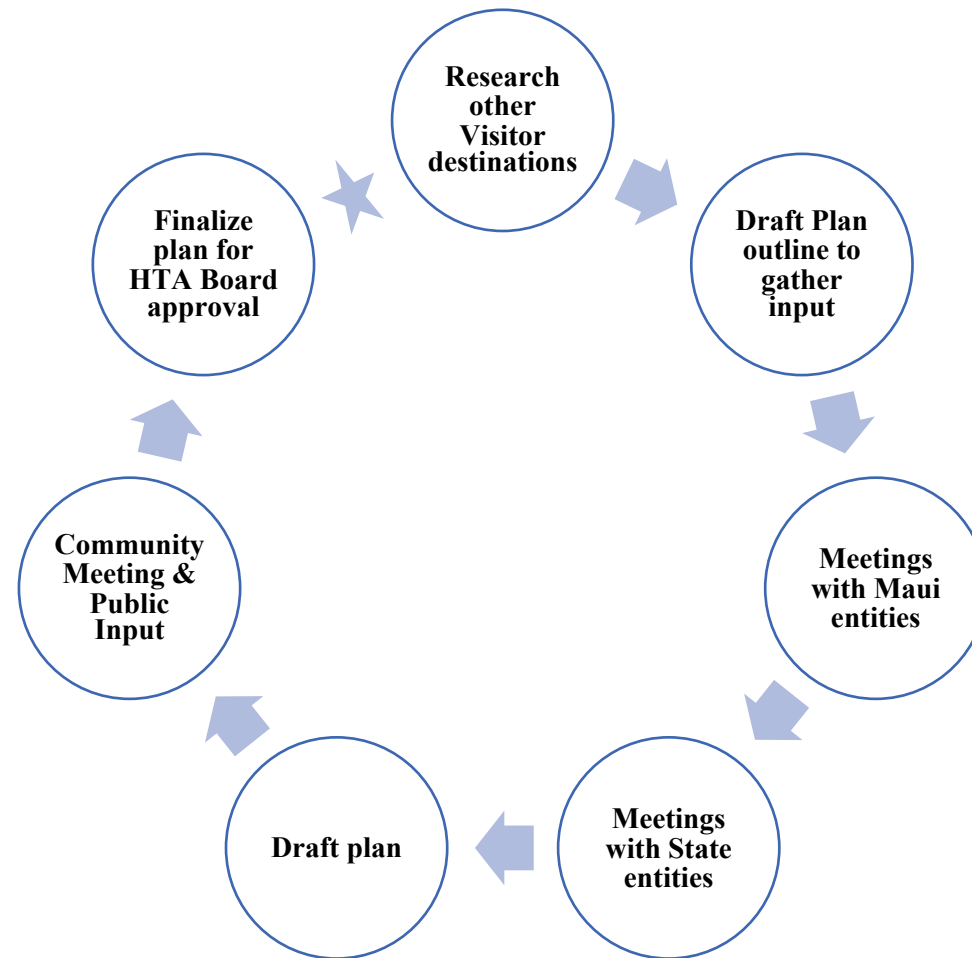
What This Is



This Tourism Support plan is to complement the current HTA Strategic Plan, Brand Marketing Plan, and Maui's Destination Management Plan.

This plan is not intended to touch on future plans for Lahaina.

The Planning Process



Challenges *(from data gathering)*

- Housing availability is an ongoing primary concern as many Lahaina residents are still living in visitor-type accommodations and housing around the island.
 - Childcare is not available in many locations.
 - Many West Maui hotel workers living across the island are having a more difficult time returning to work because of transportation and childcare issues.
 - A high unemployment rate will exacerbate the housing situation as more households will have to leave their primary residence.
- Forecast for visitor arrivals to Maui is down through 2024
- Overall, airline seats and intent to travel to Maui are down, affecting the whole island.
- Overall visitor count to the state is lower and the forecast is lower, meaning state revenue will be lower at a time we need to support Maui.
- Small businesses are seeing lower sales because of fewer visitors, loss of stores.

Challenges *(from data gathering)*

- Residents, businesses, and potential visitors are confused with inconsistent, sometimes conflicting messages.
 - Residents see too many websites and press releases, not sure where to go and which site to believe.
 - Messages not reaching the Lahaina ESL communities: Filipino and Pacific Islanders, due to primarily English messages, and different communication channels. (Affects signing up for assistance, job fairs, and knowing what to expect in the future.)
 - Some visitors still believe that the affected area is much larger than it really is, they do not understand the geography of the state or Maui.
- In surveys potential visitors choosing not to book to Maui due to “high cost and change fees” and “out of respect for Lahaina residents.”

Key Measurable Outcomes

- Increase in travel intent to Maui (number of visitors who say they plan to visit Maui in 2024 and 2025).
 - Westside and South Side
- Growth in the tourism economy throughout the state.
 - More visitors to Kaua‘i, O‘ahu, Hawai‘i Island, and Maui County in 2024 to partially make up for the reduction in visitors to Maui.
 - Boost the State economy and Maui County recovery.
- Maui residents continue to be included in the tourism recovery discussion.
 - December 4th Maui Community Meeting
- More visitor industry jobs filled, increasing employment.
 - Collaborate with other departments and agencies on this outcome

Proposed Actions

*Focus on what HTA does best:
Regenerative Tourism & Communications*

Actions that have a nexus with tourism.

Increase visibility and call to action
for travel to Hawai‘i targeting
high-potential markets.

Support businesses to continue
providing a consistent message that
Maui is open to visitors.

Proposed Action 2

Support and encourage consistent messaging and outreach to all Maui residents and businesses.

Support Maui small businesses that are experiencing significant reductions in sales because of the lower number of visitors on the island.

Proposed Action 4

Expand tourism product on Maui to provide to support Maui businesses and provide new activities for visitors.

Support providing longer-term housing for wildfire impacted households who do not have a more permanent residence by appealing to TVR owners.

Summary of Proposed Actions

- 1a. In early 2024, increase the visibility and call to action for travel to Hawai‘i targeting high-potential markets.
- 1b. Support businesses to continue providing a consistent message that Maui is open for visitors.
- 2. Support and encourage consistent messaging and outreach to Maui residents, visitor industry stakeholders and businesses.
- 3. Support Maui small businesses that are experiencing significant reductions in sales because of fewer visitors on island.
- 4. Expand tourism product on Maui to provide new activities for visitors and support Maui businesses.
- 5. Support providing longer-term housing for wildfire-impacted households living in visitor-type accommodations by assisting with communications efforts to TVR owners.

Next Steps

- For more info and to share feedback, visit smshawaii.com/hta-tourism-recovery-plan or scan the code.
- December 1 – 15, 2023 public comment period.
- December 21, 2023: The updated draft of Tourism’s Support of Maui’s Recovery will be presented to the HTA Board of Directors for approval.



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