

HAWAII TOURISM™



AUTHORITY

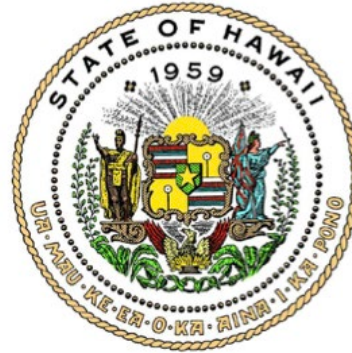
Our Mission



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

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

Our Mission

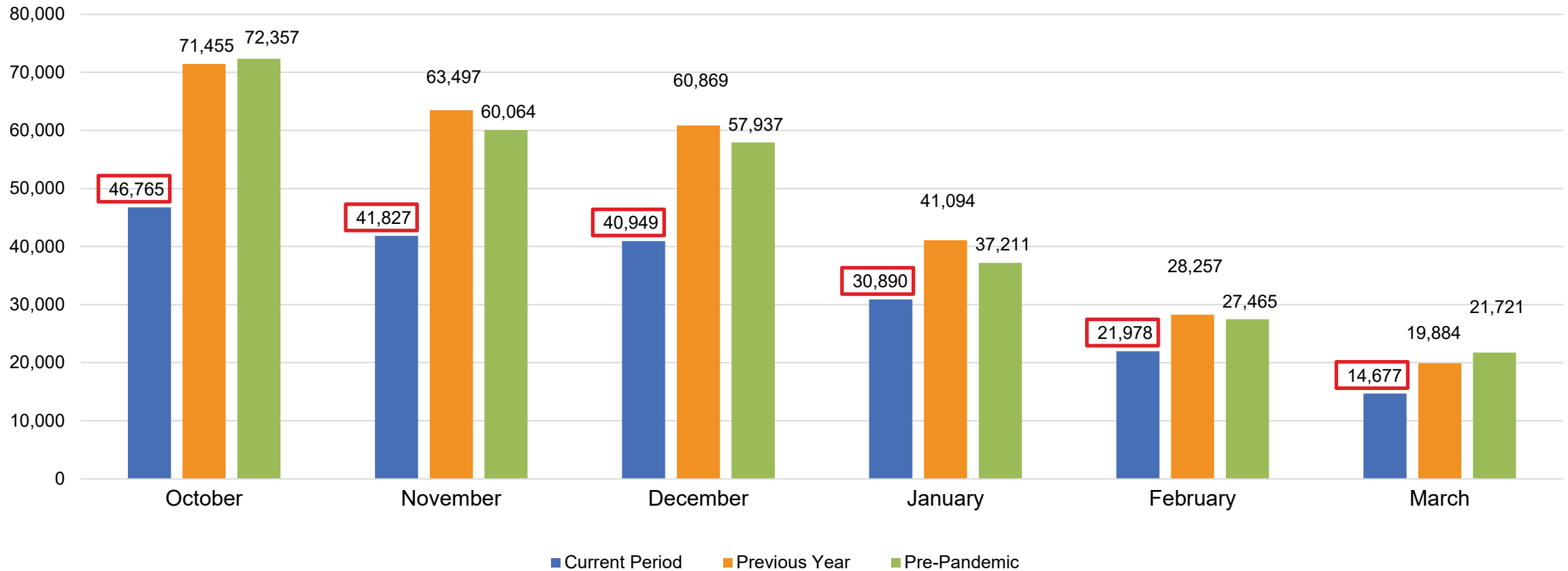


I hereby declare that a tourism emergency exists in the State.
I further authorize the Hawai‘i Tourism Authority... to use monies in
the Tourism Emergency Special Fund to **respond to the emergency**
and provide relief under section 201B-10, HRS.

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

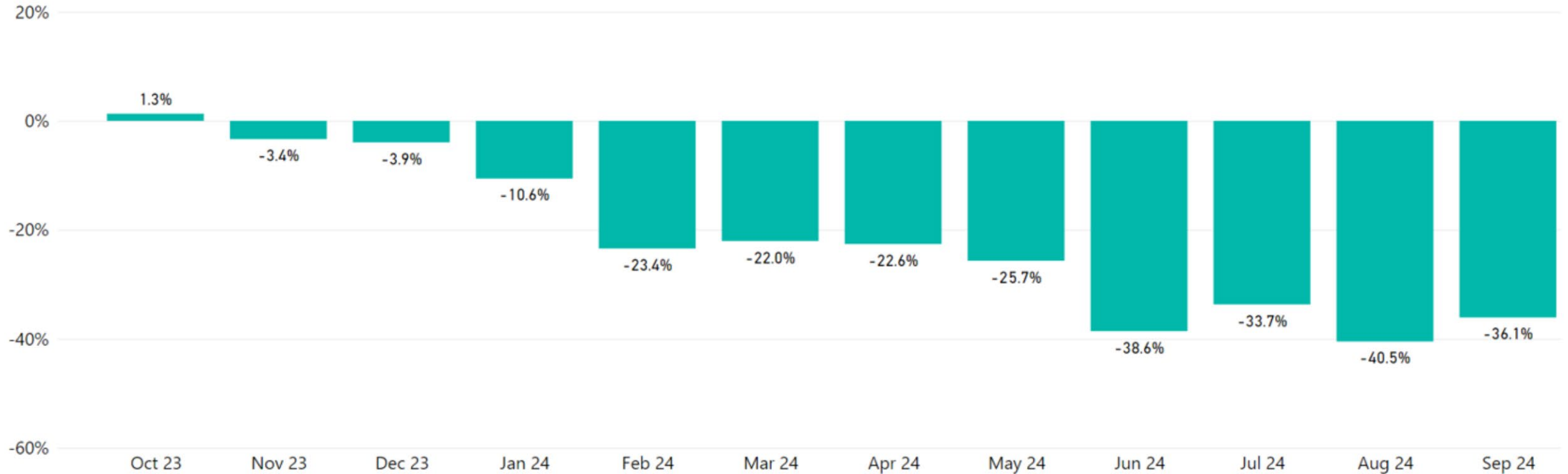
What We Are Seeing

Maui Air Bookings vs. 2022 and 2019



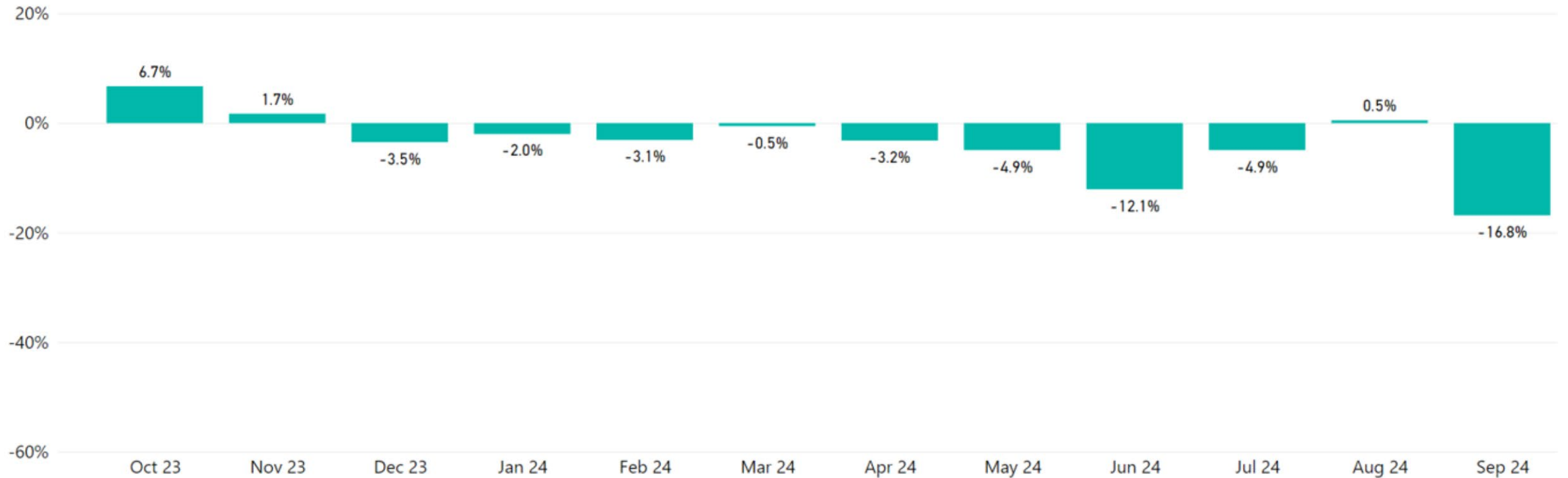
What We Are Seeing

Maui Hotel Reservations On The Books vs. 2022



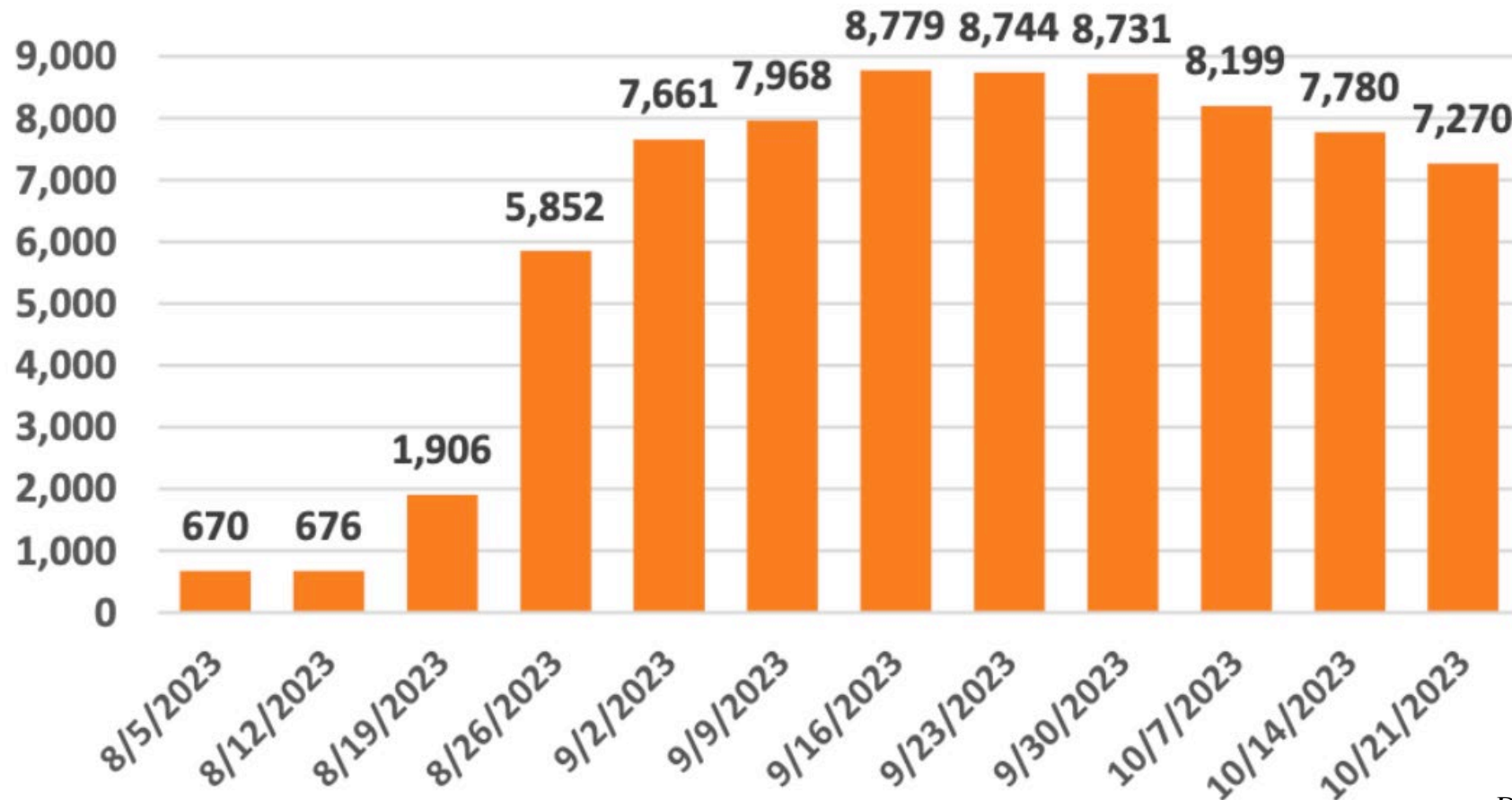
What We Are Seeing

Statewide Hotel Reservations On The Books vs. 2022



What We Are Seeing

Maui Weekly Unemployment Claims



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: HTA Maui Tourism Recovery Plan/
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%

Our Response



The Hawai‘i Tourism Authority, after listening to the Maui community and visitor industry, is supporting residents who work in the hospitality industry and business owners who count on visitor spending by **ensuring that visitors return to Maui.**

We are doing so by making the invitation clear: **respectful, compassionate, responsible travel to the island of Maui is welcome and encouraged – more now than ever.**

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>

ng in progress.
Check with accommodations
and other businesses on
availability.



Mālama Maui

Tips for Respectful, Compassionate, Responsible Travel

SHARE ALOHA

Support the healing of Maui's people
in your words and actions.

West Maui – including Kapalua, Kahana, Nāpili, Honokōwai, and Kā'anapali – has begun a phased reopening to welcome visitors again. Lahaina Town remains fully closed to the public out of respect for the town's residents, who are still grieving and healing.

- **Make sure you've packed two things on this trip: patience and grace.** Expect to wait for longer than you're used to for food or other services. Have compassion for those you interact with, as trauma may greatly affect people's behavior right now.
- **Support local businesses.** Your visit will support Maui businesses that rely on tourism for their families' livelihood. Visit mauiunifirst.com for suggestions.
- Hosting uninvited volunteers in direct recovery work may be difficult at this time. **Visit mauiustrong.info for efforts welcoming volunteers and contributions.**



Office of
Wellness &
Resilience

HAWAII TOURISM
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Mālama Maui

Tips for Respectful, Compassionate, Responsible Travel

Act respectfully and compassionately
to avoid re-traumatizing survivors
and a community in recovery.

Many of the people you may interact with on Maui survived an extraordinary traumatic event. The impacts of the August 8 fires are still fresh in their minds and weigh heavily on their hearts.

- **Do not enter the impacted area of Lahaina Town or take photos of the area, even from afar.** The area is restricted because conditions can be hazardous to your health. Respect the privacy of survivors and the dignity of those who lost their lives.
- **Do not ask about a resident's personal experience with the disaster.** While a question such as "Were you impacted by the fire?" may be intended to be supportive, many survivors are not ready to share their experiences with others.
- **If you come across a memorial service or other private gathering, leave the area immediately.** This could be a funeral, an solemn ocean ceremony, or a demonstration. Respect the gathered survivors and residents – do not take photos or videos.



See more tips on how to visit respectfully and other resources at the website of the Governor's Office of Wellness & Resilience.

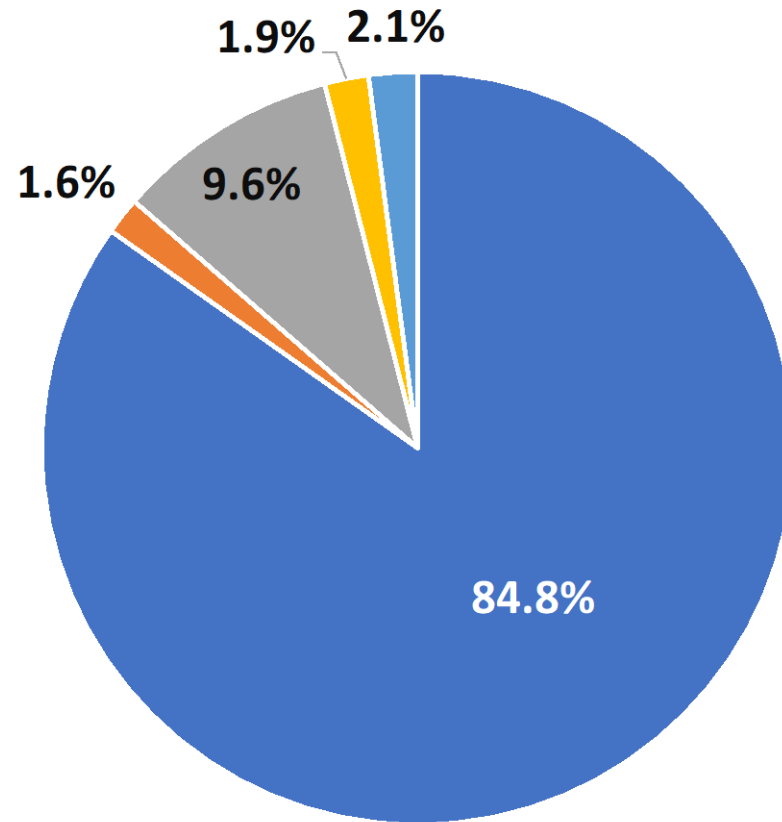


Office of
Wellness &
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Maui's Source Markets - 2019



Country	Maui Air Visitor Arrivals %
US	84.8%
Japan	1.6%
Canada	9.6%
Other Asia	1.9%
Oceania	2.1%

■ US ■ Japan ■ Canada ■ Other Asia ■ Oceania

Target Audiences

Consumer

- The Mindful Traveler
- Regional and National Media
- Industry Partners, cooperatively reach:
 - Current Maui Res Holders
 - Past Maui Visitors
 - Past Hawai'i Visitors
- HVCB owned channels to reach past and future visitors:
 - E-newsletters (membership, consumer, travel trade, MCI)
 - Websites (consumer, travel trade, MCI)
 - GoHawaii App

Travel Trade

- Airlines
- Consortia / Wholesalers
- Travel Advisors

MCI

- Association Planners
- Corporate Planners
- Incentive Buyers
- Third Party Planners
- MCI Strategic Partners

U.S. Recovery Plan Overview



AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

Consumer Direct

Organic/Paid Social Media – Facebook, Instagram, YouTube, TikTok. | PGA, LG

PR – Virtual Media Appointments, Individual Media Visits, Editorial Media FAMs

PR – Satellite Media Tour

PR – Southern California Media Blitz

PR – CNT Points of View, NY Media Blitz

CRM – E-newsletters owned DB, Look Alikes

Travel Trade

Signature Owners Meeting
Delta Vacations University

ALG Vacations ASCEND

Paid Advertising – Northstar, Travalliance, Meta + opportunistic

Consortia Programs - Virtuoso, Signature, Travel Leaders

Co-op Program

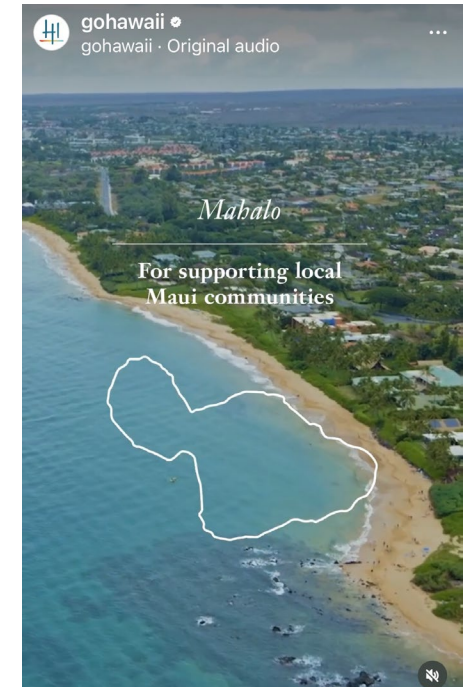
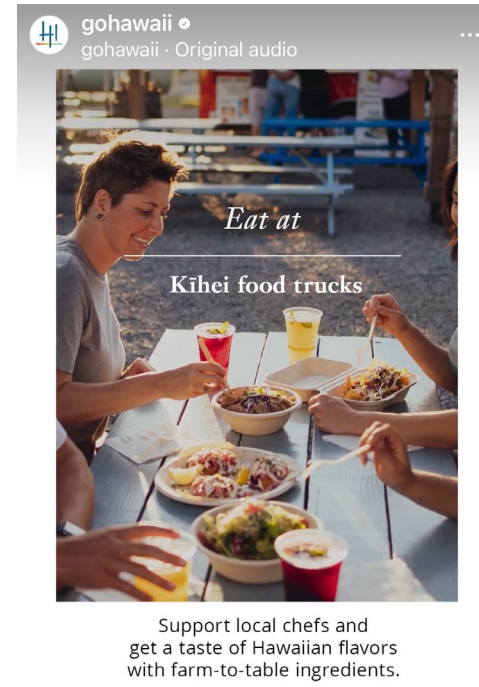
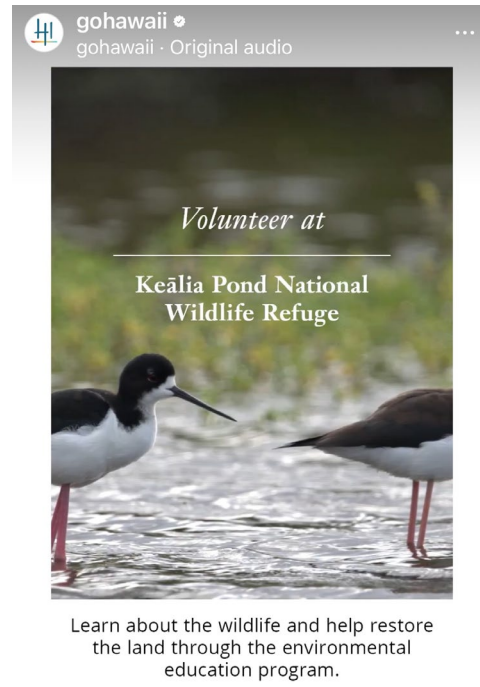
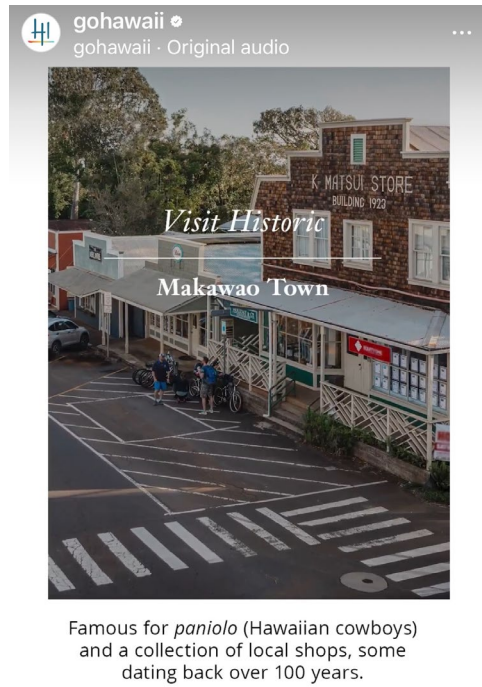
Meet Hawai'i

Retention and Business Development; Strategic Partner Sales and Marketing; Paid Digital Media

IMEX – Maui Strong Messaging

U.S. Recovery Plan Overview

Messaging



ISLANDS

EXPERIENCES

CULTURE



PLANNING

 LANGUAGES 

A wide-angle photograph of the Mauna Kea volcano in Hawaii. The foreground shows dark volcanic sand and rocky terrain. In the background, the mountain's ridges are visible against a sky filled with soft, white clouds. The overall color palette is dominated by blues, greys, and earthy tones.

Māuiama Maui

hawaiitourismauthority.org/maui-recovery

*Resources for visitors, businesses, employees, and the community
including HTA's Mālama Maui Toolkit.*

For Travel Advisors: agents.gohawaii.com

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