

An aerial photograph of a tropical coastline. In the background, there are large, rugged mountains under a bright blue sky with scattered white clouds. The middle ground shows a peninsula or island with green vegetation and some buildings. The foreground is dominated by clear, deep blue water. A semi-transparent white box is overlaid on the center of the image, containing the title text.

Kuleana Education Video Series

A decorative horizontal border consisting of a repeating geometric pattern of triangles and diamonds in black, white, and brown. Below the border is the Maui logo, which features the word "MAUI" in a white, stylized, handwritten-style font. A horizontal line with a rainbow gradient (red, orange, yellow, green, blue) runs through the bottom of the letters. Below the logo, the words "MOLOKA'I · LANA'I" are written in a smaller, white, sans-serif font.

MAUI™
MOLOKA'I · LANA'I

RECEIVED AT EACCP MEETING ON 4/21/19
from Sherry Duong

Kuleana Education Video Series

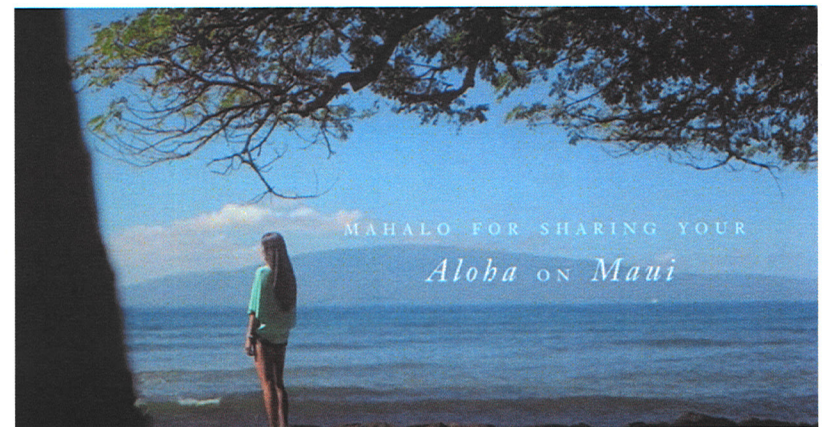


At MVCB we believe that the *kuleana* to care for our *aina* first begins with education. The ***Kuleana Maui video campaign*** was created for Maui County to help educate on-island visitors about our *kuleana* for safe and sustainable tourism.

From December 2018 to June 2019, these videos appeared directly on visitors' social newsfeeds through Facebook and Instagram.

Result:

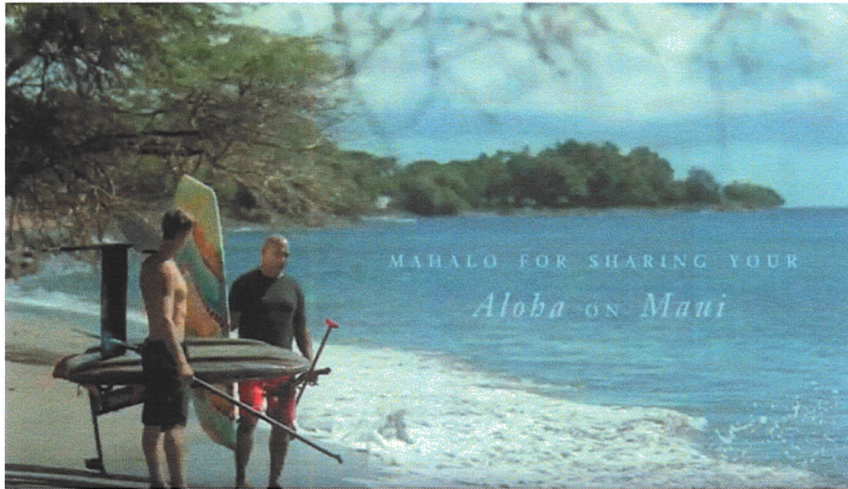
**2.4 MILLION
IMPRESSIONS**



Kuleana Education Video Series



This momentum continues through the following outlets:



- **Resort guest communication channels** including in-room TV and concierge
- **Outlets of Maui shuttle and Polynesian Adventure Tours**
- **Spectrum TV** – Hotel channels and Maui community
- **Maui signature event websites and e-blasts**
- **Hawaiian Island-wide Kuleana video** is now being shown on Southwest, Hawaiian Airlines, Alaska, United Airlines and All Nippon Airlines in-flight to visitors arriving to Hawaii

Kuleana Education Video Series



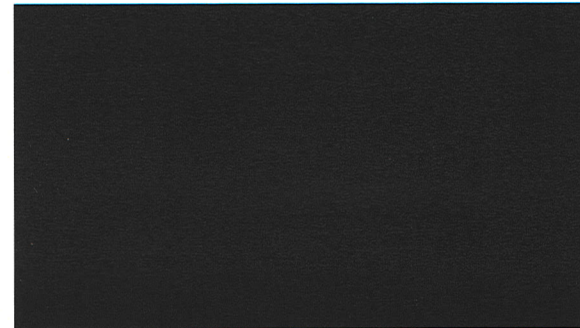
Culture



**Astute
Renting**



**Ocean
Safety**



**Ocean
Health**

