MAUI VISITORS
& CONVENTION BUREAU

Maui Nui Regenerative Tourism Management Initiative

Meagan DeGaia

Destination Manager

MVCB

- Conservation, Environmental Education + Youth Service
- Nonprofit + Voluntourism
- Community magazines

Mid-year grant progress

Overview

- Regenerative tourism in Maui Nui
- Hotspots in Maui Nui
- Partnerships to Support Visitor Education Programs
- Messaging to the Mindful Visitor

Focus on Regenerative Tourism

Rebuild, redefine and reset the direction of tourism with a focus on regenerative tourism for each island within Maui Nui and strengthen the economic contribution of the Maui County visitor industry.

— MĀLAMA —
HAWAI‘I
TAKE A TRIP THAT GIVES BACK

MAUI

MĀLAMA HAWAIʻI PARTNERS

- Blue ʻĀina Cleanup
- Hawaiʻi Land Trust
- Hawaiʻi Wildlife Fund
- Kaʻehu
- Kipuka Ololwalu
- Lāhainā Restoration Foundation
- Lānaʻi Cat Sanctuary
- Leilani Farm Sanctuary
- Mālama Maui Nui
- Maui Cultural Lands
- Maui Sewing Hui
- Molokaʻi Land Trust
- Na Mahiʻai o Keʻanae
- Sierra Club - Maui Chapter
- Surfrider Foundation - Maui Group
- Pacific Whale Foundation
- Redline Rafting

REGENERATIVE TOURISM ACTIVITIES ON MAUI

CAPACITY-BUILDING AGRITOURISM FARM TOURS

- Pueokea Farms
- Hashimoto Persimmon Farm
- Malolo Farm Protea

IN PROGRESS

- Creating a comprehensive list and map of regenerative tourism activities in Maui to provide to visitors and industry including tour operators.

REGENERATIVE TOURISM ACTIVITIES ON MAUI

REGENERATIVE TOURISM ACTIVITIES ON MAUI

MINERAL-ONLY SUNSCREEN DISPENSERS

- MVCB working with the County on permitting process to install a minimum of 20 mineral-only sunscreen dispensers on popular beaches.
    - Beach-going as regenerative for marine ecosystem.
- Free amenity to visitors and residents.
- Educates visitors about proper sunscreen usage in support of the unanimously passed ordinance by the County Council, going into effect October 1, 2022.
- Supports marine life ecology and human health.
- Offering incentive to hotels: dispenser and first bag of sunscreen for free.
- Drives sales at local retailers.

EXAMPLE OF TOURISM BEING A DRIVER OF POSITIVE SOCIAL CHANGE

- Positive for ʻāina, kamaʻāina and malihini.
- Mahalo to legislation that brings everyone on board in guarding our natural resources.

OPPORTUNITY FOR PARTNERSHIPS

- Kīhei-Wailea Rotary Club of Maui
- Hui o Ka Wai Ola
- Pacific Whale Foundation
- Whalers Village
- Hawai‘i Wildlife Fund
- Save Honolua Coalition
- Hawai‘i Hawksbill Conservation
- Pūlama Lāna‘i
- Department of Land and Natural Resources
- Partnering with the Environmental Program Specialist from the County.
- Partnering with the Environmental Coordinator from the Mayor‘s Office; supporting the purchase of materials and installation.

REGENERATIVE TOURISM ACTIVITIES ON MAUI

Maui Nui Tourism Hotspots

A "hotspot" is an area or site that attracts visitors due to its popularity, which may result in overcrowding, congestion, degradation of resources, safety hazards, and a negative experience for both residents and visitors.

-MAUI NUI DESTINATION MANAGEMENT ACTION PLAN

MAUI DMAP HOTSPOTS

- Kaihalulu Bay (Access)
- Helele‘ike‘ōhā (Access)
- Haleakalā (Access)
- Bamboo forest, Kailua (Access, Safety, Cultural)
- Puka Maui coastline (Access, Safety, Cultural)
- Honomanū Waterfall (Access, Safety, Cultural)
- Waikani Waterfall (Access, Safety, Cultural)
- Wailuaiki Pond (Access, Safety, Cultural)
- Waioka, Venus Pool (Access, Safety, Cultural)
- Pu‘u Keka‘a (Safety)
- Highway 330: Kukui Bay to Huakini Bay (Safety and Car Rental)
- Highway 30: Honolua Bay to Kahakuloa Bay (Safety)
- Nākālele Blowhole (Safety)
- Pools of ‘Ohe‘o (Safety)
- Molokini Island (Environmental, Overcrowding)

EFFORTS

- MVCB speaking with individual community members in Ke'anae, Wailua, Hāna, and Kipahulu to gather information about hotspots and suggested management.
- MVCB working with the Office of the Mayor on the issue.
- MVCB working to eradicate illegal tour companies
    - Working with Fare Harbor to incorporate an onboarding process that requires verification of required permits and licenses.
    - Will be working with other visitor-facing websites.
    - Will be working with the concierge to ensure they are selling legal operators.
    - Providing education to tour operators; encouraging compliance with laws

EFFORTS

- The Hawai‘i Tourism Authority and MVCB will be hosting Tourism Community Collaborative workshops to increase the community‘s capacity to develop stewardship programs.
- Workshops will focus on east Maui.
- East Maui nonprofits will be invited to attend.
- MVCB will be releasing an RFP to nonprofits in east Maui to support their community-driven tourism management programs.
- Nonprofits will be invited to submit comprehensive, coordinated management proposals.
- MVCB will administer the contracts and support the community-driven management plans with community-driven messaging to visitors pre-and-post-arrival.

LĀNA‘I

REGENERATIVE TOURISM ACTIVITIES ON LĀNAʻI

COMMUNITY-DRIVEN RE-BRANDING OF LĀNAʻI & LĀNAʻI CITY

- Lānaʻi Advisory Group
- Lānaʻi Community Meeting held on 12/3/21
- Created detailed messaging
- Directory of resources
- Sample day trip itinerary

IN PROGRESS

- Frequent updates to Lānaʻi Advisory Group to receive input and feedback
- Revising Expeditions ferry website

NEXT STEPS

- Revise Hawaiʻi Tourism Authority website
- HVCB is developing visitor messaging to go out to concierge booking day trips to Lānaʻi and other partners
- QR Code directory and community-driven social media campaign

REGENERATIVE TOURISM ACTIVITIES ON LĀNAʻI

MĀLAMA LĀNAʻI RESTORATION DAY

- Tri-partnership between Sail Trilogyʻs Blue ʻĀina, Expeditions Ferry, and Pūlama Lānaʻi
- F & B on Trilogy, cultural protocol upon arrival, ecological restoration activity on Lānaʻi, supporting the local economy in Lānaʻi City, option to visit Hulopoʻe and Puʻu Pehe (permission received).
- Cultural, ecological and historical orientations crafted by Lānaʻi Advisory Group.
- 5/7/22: 32 attendees, amenity bag provided, itinerary, and pre-surveys distributed.

IN PROGRESS

- Debriefing with stakeholders: Lānaʻi Advisory Group, Hulopoʻe Beach Council and tri-partners
- Finalizing :30 and :60 educational video for social media and website promotion

NEXT STEPS

- Next date: September 10, 2022

LĀNAʻI CAT SANCTUARY IN MĀLAMA HAWAIʻI PROGRAM

- Visitors can redeem a "Mahalo" at a participating hotel when they volunteer with the Lānaʻi Cat Sanctuary.
- Reimagining Maui Nui press trip in March hosted 4 writers on Lānaʻi who write for Outside, National Geographic, AAA, Matador Network, Travel + Leisure, Departures, Business Insider and Recorder Newspapers.

IN PROGRESS

- Including a stop at the Lānaʻi Cat Sanctuary during the next Mālama Lānaʻi Restoration Day

30 X 30 DISCUSSIONS THROUGH DIVISION OF AQUATIC RESOURCES

- Participating in these discussions through DAR which will result in 30% of Hawai‘i‘s nearshore waters being managed by 2030.
- Advocating for management of Lāna‘i nearshore waters regarding Maui commercial use.
- Lāna‘i Advisory Group wants their wahi pana to be designated as Marine Life Conservation District that prohibits motorized commercial vessels.

HOTSPOTS

- Reviewed list of hotspots with the Lānaʻi Advisory Group on 5/24/22.
- Identified needs, concerns and solutions of each location during working meeting.

LĀNAʻI DMAP HOTSPOTS

- Awalua (Access)
- Awehi Trail (Access)
- Kānepuʻu Reserve (Limited Access)
- Kaunolū (Culturally sensitive)
- Keōmoku Village (Culturally sensitive)
- Lapaiki (Access)
- Lōpā – Kīkoa Beach (Access)
- Mānele: Hulopoʻe Marine Life Conservation District (Environmental)
- Munro Trail (Access, Safety)
- Naha Trail Overlook (Safety)
- Polihua (Safety)

HOTSPOTS ON LĀNAʻI

HULOPOʻE BEACH

- Hotspot of most concern to Lānaʻi Advisory Group
- Hulopoʻe Beach Council meetings focusing on public testimony about their plans for new fee-based reservation system.

EFFORTS

- Will be working with the Hulopoʻe Beach Council to educate the public on what is decided.
- MVCB working with Pūlama Lānaʻi on installation of mineral-only sunscreen dispenser at Hulopoʻe
- Revising visitor-facing messaging to encourage visit to Lānaʻi City, educating visitors about transportation options, removing messages and images that encourage beach visits.

MOLOKA‘I

REGENERATIVE TOURISM ACTIVITIES ON MOLOKA‘I

MOLOKA‘I LAND TRUST

- Visitors are invited to plant native plants in Mokio Preserve to restore seabird habitat.

HOTEL MOLOKA‘I

- Recently joined Mālama Hawai‘i program.

KA HONUA MOMONA + MĀLAMA HAWAI‘I

- In process of joining the program.

REGENERATIVE TOURISM ACTIVITIES ON MOLOKA‘I

MOLOKA‘I OUTDOORS

- Locally owned and operated
- Provides cultural and outdoor tours.

PURDY‘S NATURAL MACADAMIA NUTS

- Family-owned and operated.
- Homesteader interested in developing farm tours among fellow homesteaders.

HALLELUJAH HOU FISHING

- Locally owned and operated.

MOLOKAʻI DMAP HOTSPOTS

- Moʻoula Falls (Access)
- Kiowea Park (Access)
- Kapuāiwa (Access by roadside)
- Kalaupapa Trail (Access)
- Kamakou Preserve (Conservation limited access)
- Kalokoʻeli Fishpond (Access by appointment)
- Keawanui Fishpond (Access)
- Lāʻau Point (Access)
- Aliʻi Fishpond (Access)
- ʻIliʻiliʻōpae (Access)
- Moʻomomi Preserve (Conservation limited access)
- Moʻomomi Beach (Access, community issues)
- Kahinapōhaku Fishpond (Access)
- ʻUalapuʻe Fishpond (Access)

MOLOKA‘I TASK FORCE TO PROVIDE INPUT ON HOTSPOTS + CREATE VISITOR MESSAGING

- MVCB will be asking the Moloka‘i Task Force for input on hotspots regarding the needs, concerns and management solutions.
- Moloka‘i Task Force subcommittee will be creating messaging to visitors with Moloka‘i specific content for communications pieces to educate visitors about:
  - What to expect on Moloka‘i
  - Types of activities that are available
  - Rules; safety rules
  - Sites where access is not allowed
  - List of resources.
  - The content will describe a process of mutual respect between residents and visitors.
- Such messaging will mitigate challenges at hotspots.
- Moloka‘i Task Force is also interested in investigating visitor carrying capacity, which will assist in hotspot management.

Partnerships to Support Visitor Education Programs

BUILDING BRIDGES ACROSS SECTORS

MVCB's strength lives in our commitment to building bridges between industry and local nonprofit organizations.

These partnerships reduce the ecological footprint among industry leaders, educates visitors and sets an example for tourism management worldwide.

Surfrider Foundation + MVCB

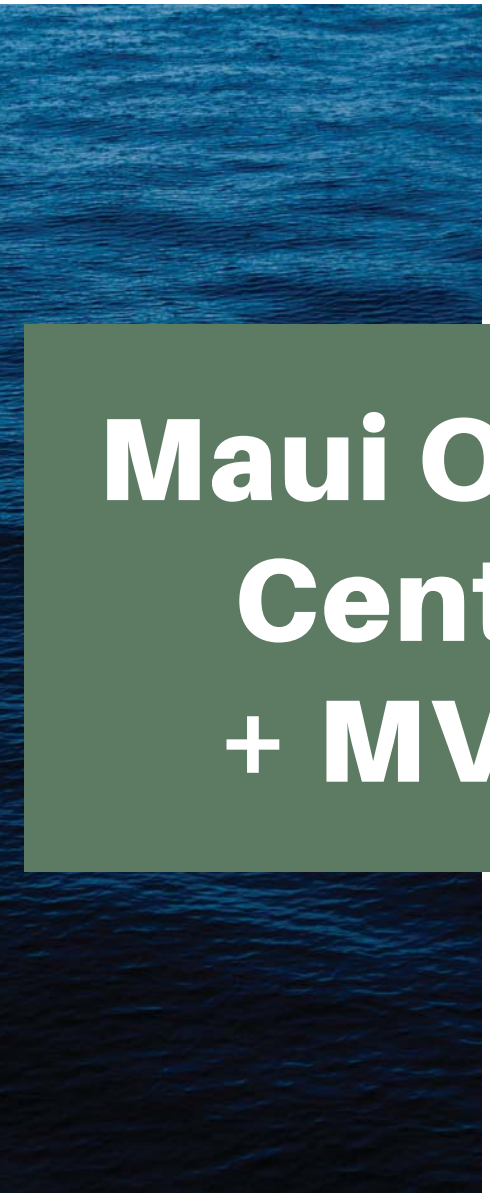
RISE ABOVE PLASTICS PROGRAM

- MVCB has partnered with Surfrider Foundation to support their Rise Above Plastics Program:
  - Encourages vacation condo complexes to provide filtered water in each unit, provide reusable water bottles for guest use and inform guests pre-arrival of this zero-waste option.
- MVCB facilitating conversations with Surfrider Foundation and Kahana Falls to reduce single-use plastics among their guests.
- MVCB providing mineral-only sunscreen dispenser and first bag of sunscreen free.
- MVCB recognizing partners who exceed expectations.

Maui Nui Marine Council + MVCB

REEF-FRIENDLY LANDSCAPING PROGRAM

- MVCB has partnered with Maui Nui Marine Resource Council to support their Reef Friendly Landscaping Program:
  - Pilot program with Mākena Golf & Beach Club, Wailea Community Association, Westin; Discussions with Andaz and Wailea Beach Resort.
- Program entails application of locally-made compost tea to revitalize soil microbiology, soil tests, NOFA certification.
- MVCB will be providing incentives to industry to join program by removing cost-related barriers.



Maui Ocean Center + MVCB

REDUCING ECOLOGICAL FOOTPRINT AMONG BOAT OPERATORS

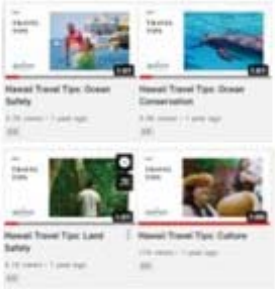
- MVCB has begun discussions with Maui Ocean Center to support their efforts in working with boat operators to reduce their ecological footprint.
- MVCB will be supporting by providing incentives to industry, visitor education and recognizing those in industry who exceed expectations.

Responsible Stewardship

Educating the Mindful Visitor

Encourage and educate visitors & residents to commit to the Maui County Pledge and protect our natural resources from mauka to makai to garner a "sense of place"

Messaging at every leg of travel journey: planning stages, in transit, upon their arrival and throughout their stay.



Mālama Hawai'i

Pre - Destination Decision
- Advertising
- Social Media
- Public Relations
- Website
- E-newsletters

Mālama Hawai'i and Kuleana

Booking
- Websites
- Mobile Apps
- Res Confirmation Emails

Kuleana / Safety Tips

En Route/Arrival
- Airline Apps
- Inflight Ent. Systems
- Airports/Baggage Claim

On Island
- Social Media
- Hotel In-room
- Mobile Apps
- Waze (navigation app)
- GoHawaii App
- Digital Media

Malama Maui County Pledge
Copy link
Watch on YouTube

MĀLAMA MAUI COUNTY PLEDGE

- Playing on Expeditions Ferry, reaching 100,000 passengers/yearly; YouTube; Akaku and Spectrum TV
- Resort Partners at their concierge and front desk staff
- Activity Partners to hand out to the guests on their tours
- Travel Trade partners — at recent Travel Trade shows on the mainland
- Meeting Planners — at recent Sales Trips/Shows on the mainland
- Media - individual visits and group press trips
- Visitors who request packets of information about Maui upon arrival or prior to their visit
- Provided artwork for Resort Partners to produce posters to place in their lobbies.
- The Lānaʻi version of the Malama Maui County Pledge Card was given to all the Lānaʻi City vendors to display in their shops.

Mālama

Maui County Pledge

I do, hereby, pledge my commitment to the following:

I pledge to ***hana kūpono*** (do what is right) while visiting the lands and waters of Maui County.

I will mindfully experience the breathtaking natural beauty of the ***ʻāina*** (ancestral land) and the welcoming aloha spirit of the ***kamaʻāina*** (local people).

I will be ***haʻahaʻa*** (humble) and ***kūpono*** (appropriate) in my actions.

I will remember that each step I take is upon land that is someone's home, sacred site, and living history. If I do not know proper, respectful, or safe behavior, it is my ***kuleana*** (responsibility) to ***ʻimi naʻauao*** (seek knowledge) and ask before acting.

I will ***makaʻala*** (be aware) while outdoors, and I will respect the strength and power of ocean currents, rushing streams and the variable and unfamiliar terrain of these islands.

I will admire wildlife from a safe and respectful distance, as Hawaii is the endangered species capital of the world.

I will take nothing from this ***wahi*** (place) but memories and leave nothing but gratitude.

I pledge to ***mālama*** (care for) Maui County, and remember that:

He aliʻi ka ʻāina; he kauā ke kanaka.
"The land is a chief; man is its servant."

Translator: Mary Kawena Pukui, ***Ōlelo No'eau*** #531.

MAUI

Road to Hāna
Code of Conduct

- Drive as *slowly* and *carefully* as you like and **use pull outs** to let faster drivers pass.
- Visit state parks and county rest facilities.
- Enjoy the various farms, botanical gardens and fruit stands along the way.
- Avoid areas that lack visitor welcoming signage, as they are likely located on or beyond private properties.
- Park in designated parking stalls; vehicles protruding onto the highway are subject to being towed.
- East Maui weather and road conditions can pose dangers – including flash flood conditions that come with mudslides, high surf and rip tides along the coast.
- Learn more at https://hanamaui.com/drivewithaloha/ with links to sign-up for alerts.

NEW Waiʻānapanapa State Park Reservation System

Waiʻānapanapa State Park, famous for its black sand beach and stunning coastal views, is now requiring reservations for entry.

- All out-of-state visitors are now required to make reservations to enter the park. New fees for entry and parking are in effect. Entry for Hawaii residents remains free.
- Reservations are currently being accepted two weeks in advance of visits due to COVID-19 rules and restrictions. Same-day reservations are not available.
- Reservations to enter the park can be made at https://www.gowaianapanapa.com/.

Mālama Maui County Pledge

- Featured on Maui Now Leaderboard

Pacific Media Group Digital Campaign

Mālama Maui County Pledge

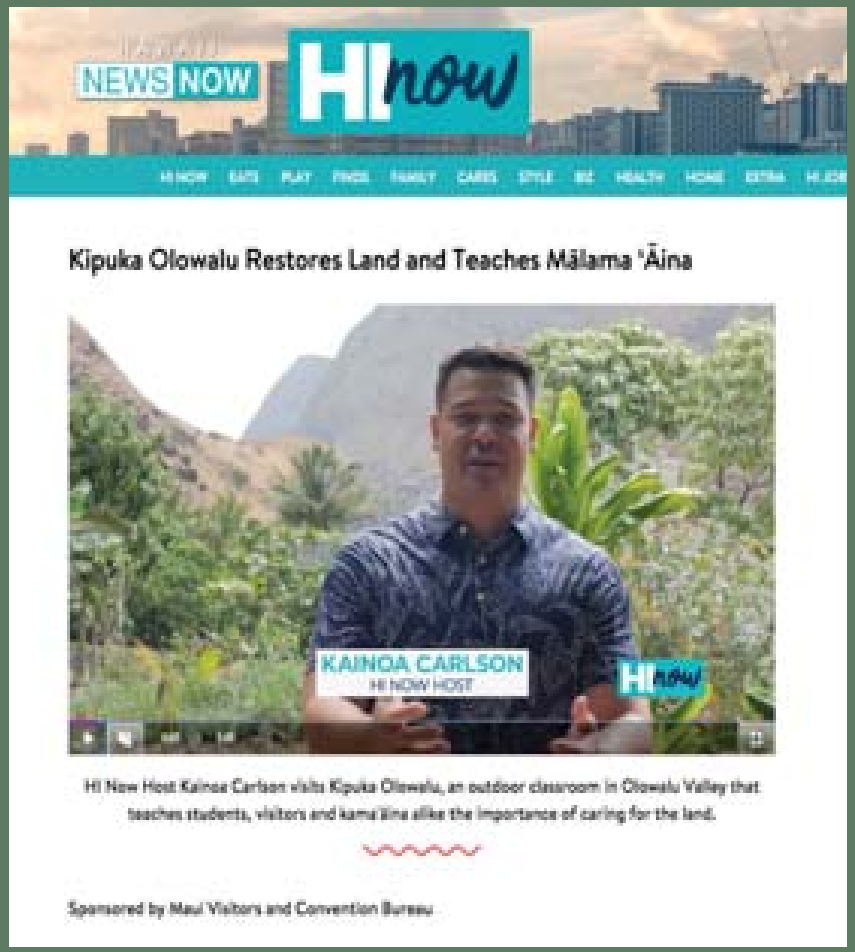
- Total impressions on KHON2 digital campaign: 428,998

KHON2 DIGITAL CAMPAIGN

Mālama Hawai‘i

- Features the ecological and cultural restoration work of Kipuka Olowalu
- Total HI Now impressions for all segments produced from January 2021-April 2022: 3,347,744
  - TV Views: 1,217,758
  - Digital Impressions: 1,953,310
  - Clicks: 19,419
- Watch in full at mauitourism.org

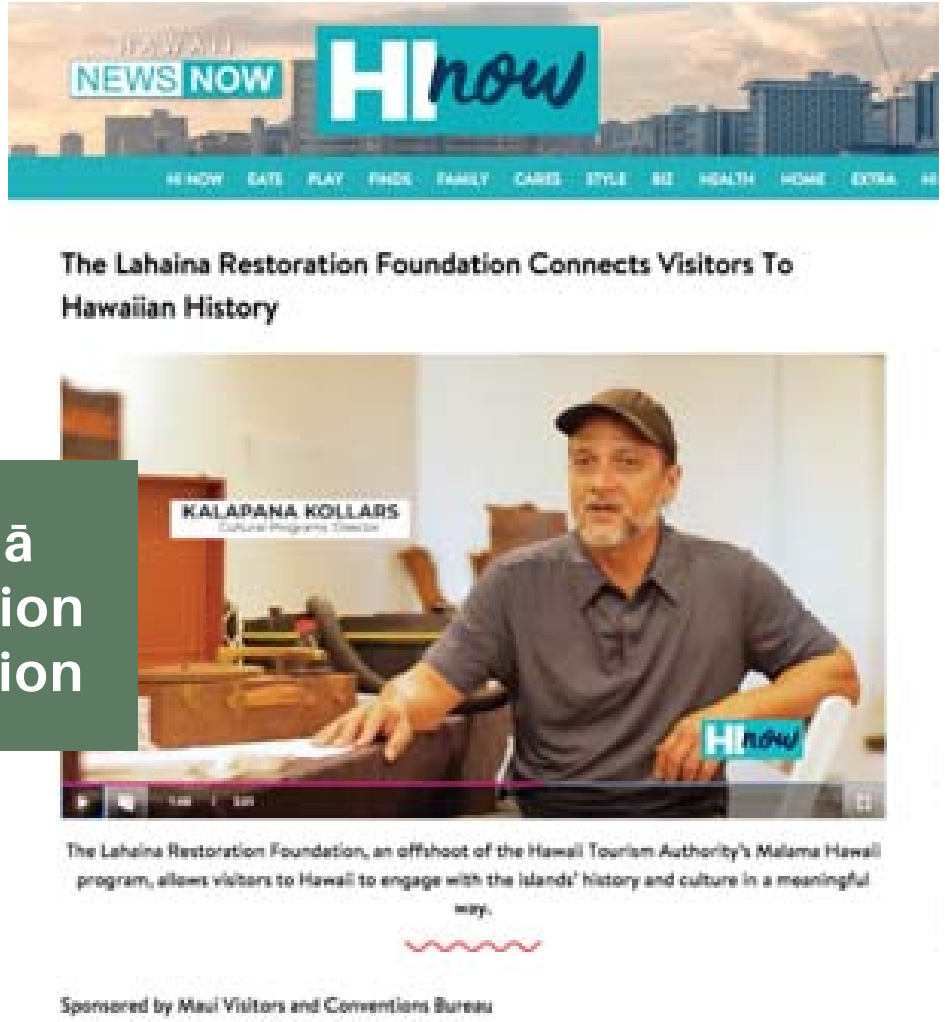
KIPUKA OLOWALU



Mālama Hawai‘i

- Connecting visitors to Hawaiian history and the opportunity to volunteer.
- Features Kalapana Kollars, Cultural Program Director
- Watch in full at mauitourism.org

Lāhainā Restoration Foundation



Mālama Hawai‘i

- Features executive director of Hawai‘i Wildlife Fund, Hannah, Bernard and Iokepa Nae‘ole from Kā‘anapali Beach Hotel.
- Watch in full at mauitourism.org

Hawai‘i Wildlife Fund

Mālama Hawai‘i

- Features Ka‘ehu executive director Kahulu Maluo-Pearson.
- This spot featured an additional segment on Na Mahi‘ai o K‘eanae nonprofit.
- Received total of 202,449 views since January on HI Now website.
- Watch in full at mauitourism.org

KA‘EHU

Mālama Hawai‘i

- Features Lucienne De Naie and Clare Mawae with volunteer group, clearing around cultural sites in Honua‘ula (Wailea 670).
- Includes short interview with a visitor volunteer.
- Sierra Club, Hawai‘i Wildlife Fund, Ka‘ehu and Na Mahi‘ai o Ke‘anae posts on HI Now social media: 154,730 impressions.
- Watch in full at mauitourism.org

Mālama Hawai‘i

- AFAR Journey‘s E-blast to West Coast Market (October 2021)
- 50k plus distribution
- Another e-blast slated for June featuring Mālama partners.

Mālama Hawai‘i & How to Be

Travel Redefined in the State of Hawai‘i

Maui

Mālama Maui Programs

Hawai‘i Wildlife Fund: Dedicated to the conservation of Hawai‘i's wildlife, volunteers can take part in a number of activities including sea turtle or hanu identification and reef watch. wildHawai‘i.org

Kipuka Olowalu: The group is working to replace invasive species with native ones. kipuaolowalu.com

Pacific Whale Foundation: Dedicated to protecting the ocean, volunteers help with beach clean-ups and conservation efforts. pacificwhale.org

Na Mahi‘ai ‘o Ke‘anae (The Farmers of Ke‘anae): Offers volunteer days at taro patches and farms on the Ke‘anae peninsula to improve the socio-economic conditions of their community. namahaioKeanae.org

Lāhaina Restoration Foundation: Sign up for hands-on preservation work on historic Hawai‘i artifacts and documents. lahainarestoration.org

Surfrider Foundation Maui: Dedicated to the protection of oceans, waves, and beaches. Clean-up days info. maui.surfrider.org

Made in Maui

Shop responsibly from these local Maui businesses that embody the definition of caring for tradition and the land.

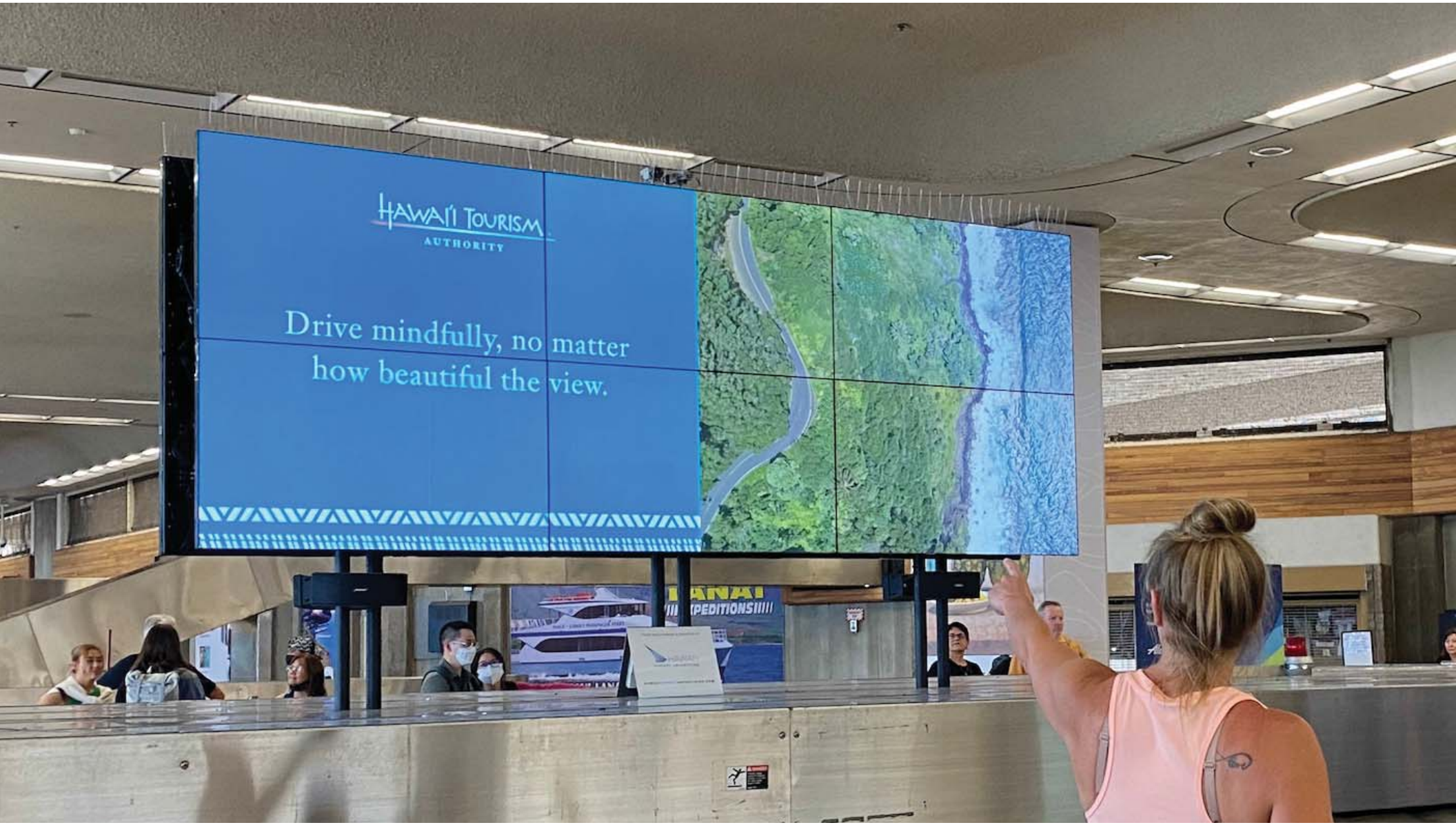
Give the Gift of Hospitality: Maui Gold

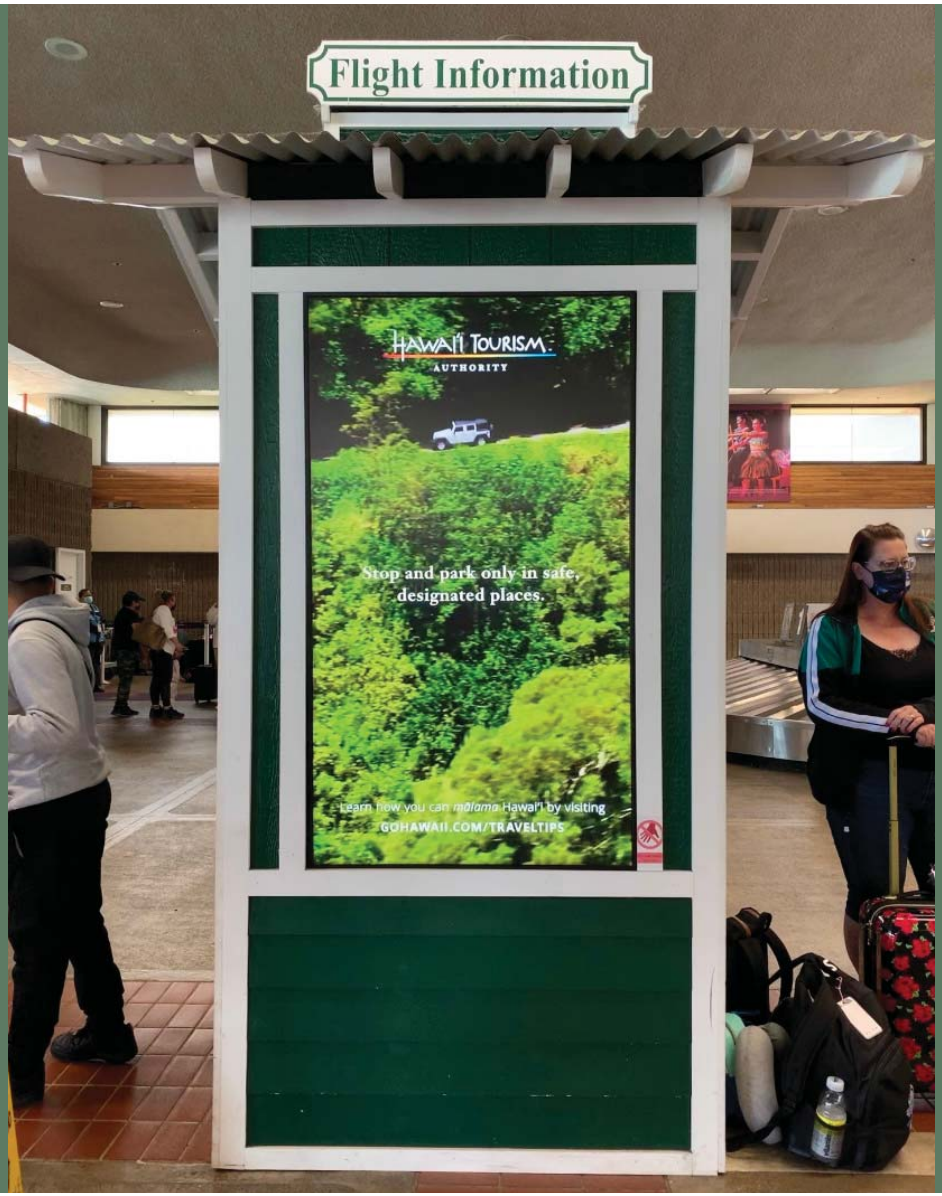
Maui Chocolate

Lei ‘Ilili Feather Hōkū‘a

Mālama Hawai‘i

- Local Getaways print piece in 2021


HAWAI'I TOURISM
AUTHORITY
Drive mindfully, no matter
how beautiful the view.


Flight Information
HAWAI'I TOURISM
AUTHORITY
Stop and park only in safe, designated places.
Learn how you can mālama Hawai'i by visiting
GOHAWAII.COM/TRAVELTIPS

HAWAII TOURISM
AUTHORITY
Drive mindfully, no matter how beautiful the view. Stop and park only in safe, designated places.
Learn how you can mālama Hawai'i by visiting
GOHAWAII.COM/TRAVELTIPS
Flight Information
POWER
Holoholo
the Service Counter

28
Share aloha from afar.
Mahalo for keeping a safe
distance from wildlife.
Learn how you can mālama Hawai'i by visiting
GOHAWAII.COM/TRAVELTIPS

Before you check in,
check out a local business.
HAWAI'I TOURISM
AUTHORITY
Learn how you can mālama Hawai'i by visiting
GOHAWAII.COM/TRAVELTIPS
DEPARTURES

Awards

BEST OF SHOW - ADVERTISING

HVCB: Mālama Campaign

PELE GOLD

Local Campaign Advertising - Television Advertising - Regional/National "Mālama: Sustainable Farming TV"

PELE GOLD

Local Campaign Advertising - Television Advertising - Regional/National "Mālama: Habitat Stewardship TV"

PELE GOLD

Local Campaign Advertising - Television Advertising - Regional/National "Mālama: Aquaculture TV Spot

Awards

PELE GOLD

Local Campaign Advertising - Television Advertising - Regional/National "HVCB: Mālama TV Campaign"

PELE GOLD

Branded Content & Entertainment - Branded Content - Non-Broadcast Campaign "HVCB Mālama Long Format Video Camapign"

PELE GOLD

Online Film, Video & Sound - Branded Content for FIlm, Video & Sound "Mālama: Aquaculture Lf Video"

Awards

PELE GOLD
Online Film, Video & Sound - Branded Content for Film, Video & Sound "Mālama: Habitat Stewardship Lf Video"

PELE GOLD
Online Film, Video & Sound - Branded Content for Film, Video & Sound "Mālama: Reforestation Lf Video"

PELE GOLD
Film & Video - Cinematography
"Aquaculture - Mālama Hawai‘i"

PELE GOLD
Film & Video - Cinematography
"Reforestation - Mālama Hawai‘i"
*Also won national award

MAHALO

MEAGAN DEGAIA

meagan@mauivb.com

Maui Visitors & Convention Bureau