

EACP Committee

From: Dick Mayer <dickmayer@earthlink.net>
Sent: Thursday, August 08, 2019 10:09 AM
To: EACP Committee
Subject: EACP Committee - OVERTOURISM SPREADSHEET and TEXT 8-8-2019
Attachments: EACP Committee - OVERTOURISM SPREADSHEET and TEXT 8-8-2019.docx

Aloha EACP Chair Shane Sinenci,

Attached is a spreadsheet and text document that I am submitting with regard to item **EACP-6** on your EACP committee. It deals with the issue of overtourism on Maui Island.

If you wish, I am available to speak on this item at a future EACP committee meeting.

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To: Chair Shane Sinenci and Members, Environmental, Agricultural, and Cultural Preservation Committee

From: Dick Mayer dickmayer@earthlink.net

August 8, 2019

RE: Concerns regarding Overtourism on Maui Island

RE: EACP-6 VISITOR IMPACTS TO COUNTY ENVIRONMENTAL AND INFRASTRUCTURAL RESOURCES

MAUI ISLAND VISITORS 2008 - 2018 from the Hawaii Tourism Authority											
YEAR	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Total Visitor Arrivals (Thousands)	2,075.80	1,892.40	2,092.10	2,168.50	2,309.20	2,358.80	2,417.40	2,540.20	2,634.20	2,745.00	2,914.10
Visitor Days (Thousands)	15,832	15,140	16,751	17,429	18,527	19,264	19,770	20,724	21,530	22,059	23,537
<p>The Maui Island Plan (Page 4-14, Policy 2.2.3.a) promotes "a desirable island population by striving to not exceed an island-wide visitor population of roughly 33 percent of the resident population." We are now way over the desired goal. Visitors are now 41.3% of the resident population and growing.</p>											
Average Daily VISITORS on Maui Island	43,300	41,500	45,900	47,800	50,600	52,800	54,200	56,800	58,800	60,400	64,500
Resident Population - Maui Island	140,900	142,900	144,500	146,300	148,300	150,300	152,400	153,300	154,800	155,600	156,300
Ratio of visitors to residents	30.7%	29.0%	31.8%	32.7%	34.1%	35.1%	35.6%	37.1%	38.0%	38.8%	41.3%
Ratio of residents to visitors	3.25	3.44	3.15	3.06	2.93	2.85	2.81	2.70	2.63	2.58	2.42
YEAR	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Sources: from the Hawaii Tourism Authority - via UHERO	https://data.uhero.hawaii.edu/#/category?id=36&data_list_id=41&view=table										
https://data.uhero.hawaii.edu/#/category?id=36&data_list_id=40&view=table	https://data.uhero.hawaii.edu/#/category?id=23&data_list_id=25&view=table										
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NOTE: Text continues on the 2 following pages.

To: Chair Shane Sinenci and Members, Environmental, Agricultural,
and Cultural Preservation Committee

From: Dick Mayer dickmayer@earthlink.net

August 8, 2019

RE: Concerns regarding Overtourism on Maui Island

RE: EACP-6 VISITOR IMPACTS TO COUNTY ENVIRONMENTAL
AND INFRASTRUCTURAL RESOURCES

Implement the Maui Island Plan to Protect Maui's Future

The Hawai'i Tourism Strategic Plan points out that, "the "Maui County Tourism Goal" is: To strategically manage tourism on Maui, Moloka'i, and Lāna'i in a sustainable manner that promotes economic well-being, quality of life for residents, preservation of natural and cultural resources, and quality experiences for visitors."

The Maui County Council in 2012 and 2014 adopted the Maui Island Plan as a legal binding part of the Maui County Code. It states in MCC 2.80b.030.B, that "All agencies shall comply with the general plan, and administrative actions by agencies shall conform to the general plan,"

The Maui Island Plan explains that, "The relationship between the number of residents and visitors on the island at any given time cannot be overlooked as an important public policy discussion point;"

Resort communities all around the world that are dependent on tourism have grappled with the "golden goose" debate, whereby the tourism experience may be compromised by the very nature of the area's popularity, thus threatening both the desire for tourists to visit the area and the employment of local tourism industry employees;

The Maui Island Plan (Chapter 4 Economic Development, Pages 4-8 to 4-14) states two policies, "Policy 4.2.1 Increase the economic contribution of the visitor industry to the island's environmental well-being for the island's residents' quality of life," and "Policy 4.2.1.d Provide a rich visitor experience, while protecting the island's natural beauty, culture, lifestyles, and aloha spirit."

As the scale of the visitor industry has expanded, the Hawaii Tourism Authority has reported a decline in the satisfaction of residents in their quality of life;

As tourists impact Maui more and more, the Hawaii Tourism Authority reports that we have many more visitors coming to Maui, but that they are spending less here, on an inflation-adjusted basis;

Maui now has such a low unemployment rate that if new hotels were built, workers would need to be imported from elsewhere adding to the pressure both on traffic and on housing for our existing residents;

Concerns regarding Overtourism on Maui Island

Many of the people who work in the tourist industry at hotels, restaurants, rental-car facilities, and activity centers are unable to afford a house that their family can rent or buy;

Seven or eight new hotels that are now beginning their planning, entitlement and construction process;

While local, long-time residents seek housing, many wealthy tourists come to Maui, fall in love with the island, and then return here to buy a second or third expensive home, thus out-bidding local residents for housing;

Maui's hotels are owned by off-Island investors who take their profits elsewhere, rather than having the funds circulate within the County;

The Hawai'i State Constitution provides in Article IX, Section 6 for the *Management of State Population Growth* "to protect and preserve the public health and welfare; except that each political subdivision, as provided by general law, may plan and manage the growth of its population in a more restrictive manner than the State"; and for Maui County the Maui General Plan implements Article IX, section 6;

The Countywide Policy Plan, on page 60, directs policy makers to: "Monitor the carrying capacity of the islands' social, ecological, and infrastructure systems with respect to the economy."

The Maui Island Plan declares as Objective 4.2.2 that we need to "Comprehensively manage future visitor-unit expansion;" and in Policy 4.2.2.a "Mitigate the impact of tourism on the host culture, natural environment, and resident lifestyles."

The Maui Island Plan provides a call for Council legislation by stating in "4.2.2-Action 3 "Develop programs and/or regulations to: (2) Cap the number and type of visitor accommodations that can be permitted; and (3) Manage the number and type of visitor accommodations that can be permitted;

Management of the number and type of visitor accommodations is necessary to achieve the goal of Maui Island Plan Policy 4.2.3.a, "Promote a desirable island population by striving to not exceed an island-wide visitor population of roughly 33 percent of the resident population;" and

Maui Island now has a visitor to resident ratio of 41.3%, which significantly exceeds the recommended 33% basis in the Maui Island Plan.
