



STAFF REPORT TO THE BOARD

December 21, 2023

REQUEST: To review and discuss the proposed strategies, actions and budget to support Maui's recovery from the wildfires.

FACTS:

1. On August 15, 2023 the Hawai'i Tourism Authority (HTA) board of directors formed the Disaster Response Permitted Interaction Group to address Maui's communities and visitor industry impacts.
2. On September 12, 2023, HTA issued an Invitation for Bid for planning services for a messaging strategy and tourism recovery plan. SMS Research Marketing Services, Inc. was awarded the contract in October.
3. SMS Research Marketing Services, Inc. efforts included researching other visitor destination recovery efforts, reviewing Hawai'i tourism data and economic forecasts, interviews with 55 individuals/29 businesses, organizations, and government entities, and organizing a community meeting.
4. The draft proposed strategies, actions and budget was presented to the HTA Board on November 30, 2023.
5. A community meeting was held at the Maui Arts & Culture Center on December 4, 2023 to share and receive feedback on the draft strategies and actions. Over 200 people attended in-person and on Zoom. In addition, an online form was also created for public feedback. 123 people responded.

DISCUSSION:

1. With the additional input obtained during the public comment period, additional strategies and actions have been developed and the proposed budget revised.

BUDGET IMPLICATIONS: \$2,150,000 from the Tourism Emergency Special Fund.

RECOMMENDATION: Staff recommends board approval of the proposed strategies, actions, and budget to support Maui's recovery from the wildfires.

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Hawai'i Tourism Authority
Summary of Recommended Funding from Tourism Emergency Special Fund

		Cost for Recommended Action	Proposed Amount to be funded Tourism Emergency Fund	Potential Vendors
1a	In early 2024, increase the visibility and call to action for travel to Hawai'i targeting high-potential markets.			
US Maui Recovery Marketing Program #2	\$ 2,500,000	\$ 900,000	Hawai'i Tourism USA
Canada Maui Recovery Marketing Program #1	\$ 900,000		Hawai'i Tourism Canada
1b	Support businesses to continue providing a consistent message that Maui is open for visitors.			
Enhancement of the gohawaii.com site	\$ 250,000	\$ 250,000	Hawai'i Tourism USA
HTA-subsidized booth space or reduced participation fees at certain domestic roadshows or travel trade events.	\$ 200,000	\$ 200,000	Hawai'i Tourism USA
2	Support and encourage consistent messaging and outreach to Maui residents, visitor industry stakeholders and businesses.			
Develop and air local messages that share that many Maui residents want to return to work full-time and it is a path to economic recovery (TV, social, radio - Maui Focus) (Makaukau)	\$ 350,000	\$ 350,000	No Current Vendor
2b	Support and encourage consistent Mālama Maui message to visitors.			
Increase post-arrival visitor communication and education: Develop messaging that is more Maui site-specific and addresses some of the changes post-disaster	\$ 350,000	\$ 300,000	Kilohana Collective/CNHA/MVCB
3	Support Maui small businesses that are experiencing significant reductions in sales because of lower number of visitors on island.			
Support Maui small businesses and Maui Made products. Promotion of "Maui Made" products during West Coast saturation visits.	\$ 250,000	\$ 100,000	\$100,000 for Maui Made product markets through the County; In-market promotion of Maui Made products through the Hawai'i Tourism USA campaign #2
4	Expand tourism product on Maui to provide new activities for visitors and support Maui businesses.			
Create opportunities that allow potential visitors to explore different parts of Maui to see what is available.	\$ -	\$ -	Hawai'i Tourism USA campaign #2
Encourage and support capacity building for small businesses	\$ -	\$ -	Kilohana Collective/CNHA can assist through its technical assistance & capacity building contract.
5	Support providing longer-term housing for wildfire-impacted households living in visitor-type accommodations by appealing to TVR owners.			
Increase communication efforts encouraging out-of-state owners to rent to displaced Lahaina residents.	\$ -	\$ 50,000	No Current Vendor
		\$ 4,800,000	\$ 2,150,000	