

# MANAGING TOURISM

**A Pivotal Point in Time for Maui**

A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom-left towards the top-right, located in the lower right quadrant of the slide.

Began with a 10 year Tourism Plan 2016-2026

Created Mayor's Tourism Group

- Selected subjects

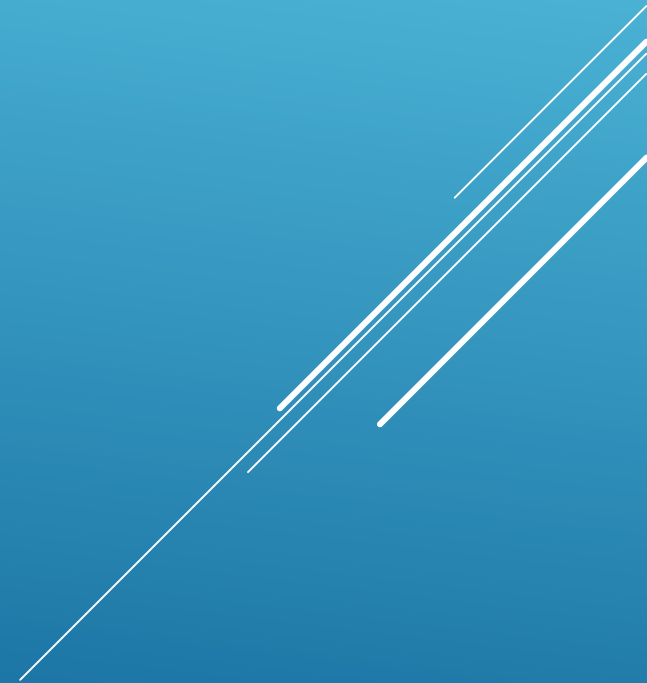
- Chose Meeting dates

- Invited Resource speakers

- Breaking down Silos

- Met twice monthly for 7 months

- Prepared a report and recommendations for Mayor



▶ Subject matters:

- ▶ Maui Nui Marine Resource Council
- ▶ Maui Metropolitan Organizations
- ▶ History & Culture
- ▶ Multi Modal Transportation
- ▶ Hawaii Tourism Authority
- ▶ First Responders (Ocean Safety)
- ▶ Illegal Rentals
- ▶ DOT Harbors
- ▶ Beach Commercialization
- ▶ Hana Highway \*



# WHERE WE BEGAN

- ▶ Videos on Airlines
- ▶ MVB using videos on SM
- ▶ Hotels playing on TV's
- ▶ MVB using videos to educate
- ▶ Press Conference
- ▶ Tourism Advisory Committee

**NEXT STEPS:**

A County App

Water Quality and Coral Reefs

Traffic

Culture and History

Multimodal Transportation

Education

Beach Protection

\*\*\*Hana Highway

# SAMPLE INITIATIVES



# MAHALO

Terryl Venci

Office of the Mayor

