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Input Invited on Tourism's Role In Supporting Maui's Recovery
Community Meeting to be Held at Maui Arts & Cultural Center, December 4

HONOLULU – The Hawai'i Tourism Authority (HTA) will be holding a community meeting to discuss proposed actions for tourism in support of Maui's economic recovery. The meeting will be held at the Maui Arts & Cultural Center's Morgado Hall on Monday, December 4, from 5:30 to 7 p.m. The public is invited to attend and share their feedback on draft strategies and actions informed by input from the Maui community.

As the Maui wildfires have had devastating effects on residents and businesses, a Hawai'i State Department of Health rapid assessment found that the greatest priority of wildfire survivor households was Financial Recovery (29%). Persistently high unemployment and businesses cutting hours or closing have added to the challenges.

Furthering its efforts to support Maui's recovery, HTA is developing actions to help revitalize tourism in a responsible manner based on input from the Maui community, economic data, and stakeholders statewide. These actions will support and enhance efforts already underway, guided by HTA's Strategic Plan and the community-driven Maui Nui Destination Management Action Plan.

"Community collaboration is integral to Maui's recovery, and our HTA team looks forward to reporting what we have heard from the community about how tourism can best support Maui's recovery in a meaningful way while remaining respectful to Lahaina and Upcountry families," said Daniel Nāho'opi'i. "We encourage Maui residents to attend and share their feedback."

Parking will be available at the Maui Arts & Cultural Center, and refreshments will be provided. To RSVP, visit www.smshawaii.com/hta-tourism-recovery-plan by December 3, 2024. Seating is limited. The meeting will also be held via Zoom. Visit <https://bit.ly/mauitourmtg> to register.

To learn about HTA's Maui recovery efforts, visit www.hawaiiitourismauthority.org/maui-recovery/.

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About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for representing The Hawaiian Islands around the world, and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to Mālama Hawai'i – care for our beloved home. For more information about HTA, visit hawaiiitourismauthority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), [Threads](#) and [Twitter](#).

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