



Hawai'i's Regenerative Tourism Movement – Maui

The Hawai'i Tourism Authority is committed to regenerative tourism for Hawai'i, seeking to balance the economics of tourism with the wellbeing of our communities, natural resources, and culture. This includes attracting and educating positive-impact travelers who are mindful of how they respect and interact with residents, of how their movement through Hawai'i impacts the environment positively and of how they value and respect the Hawaiian culture and other cultures of Hawai'i. This commitment to regenerative tourism advocates for solutions to overcrowded sites, overtaxed infrastructure, and other tourism-related issues; and works with responsible agencies, community, and stakeholders to improve natural and cultural assets valued by Hawai'i's residents.

Advance Reservation Systems

As part of an effort to promote regenerative tourism, counties, and state agencies in Hawai'i, along with national parks are actively managing hotspot attractions by implementing advance reservation systems. These systems are instrumental in managing visitor capacity, protecting Hawai'i's natural environment and cultural sites, improving experiences and allowing us to better steward the Hawaiian Islands. Educate and advise your clients on the importance of making advance reservations so they can better enjoy Hawai'i and *mālama* (care for, protect and preserve) Hawai'i.

- **ʻĪao Valley State Monument Park:** Advance reservations are now required for out of state visitors. Parking is \$10 per vehicle. Visitors making parking reservations will be required to select a time slot to spread out visitation across the day. The additional non-resident entrance fee is \$5 per person with no charge for children under three-years of age. Reservations can be made within 30 days at <https://gostateparks.hawaii.gov/iao-valley>
- **Waiʻānapanapa State Park** - Advance reservations are required for out of state visitors. Parking is \$10. Visitors making parking reservations will be required to select a time slot to spread out visitation across the day. Reservations can be made within 30 days at <https://www.gowaianapanapa.com>
- **Haleakalā National Park** – For the summit sunrise an advance reservation is required for each vehicle entering the park from 3:00 a.m. to 7:00 a.m. The tickets are per vehicle, not per person. Tickets are limited to one per customer every 3 days. You may book the reservation up to 60 days in advance at <https://www.recreation.gov/ticket/facility/253731>

Mālama Maui, Travel with Purpose

In the Hawaiian culture, caring for the ʻāina (land) is not just a responsibility for all who live on it, but is expected of guests to our islands. It is an act that connects to life itself, as the ʻāina and people are connected. As visitors plan their travel to the Islands, participating in opportunities to *mālama* (care for, protect and preserve) Hawai'i while traveling and visiting Hawai'i will provide a profound connection to our natural world, culture, and communities. For those seeking to connect more deeply with our island, opportunities abound: plant trees alongside Kaʻehu volunteers, engage in cultural preservation efforts with Maui Cultural Lands, or simply support our local businesses with intention and aloha. In immersing themselves in the very best of Maui, visitors take part in meaningful experiences while actively contributing to the strength, vitality, and spirit of our community.

- **Maui Cultural Lands Honokowai Valley:** Extensive archeological surveys of Honokowai Valley conducted in 1999 revealed that beneath the tangle of foliage lay numerous archaeological sites, including homes, farms, trails and heiaus (places of worship), dating back more than a century ago. By the 1920s, sugar dominated the islands' economy, and stream water was diverted for its cultivation. Without a source of fresh water, families left the valley to find new ways to live. In 2002, when Ed Lindsey founded Maui Cultural Lands to facilitate the restoration of cultural sites, Honokowai was number one on the list. Volunteers have since helped to uncover miles of rock walls, along with home sites and heiau along with planting thousands of native plants and trees, restoring loʻi for dryland taro, planted vegetable gardens, and even built a simple hale in the region. Volunteer maintenance work projects dedicated to preserving the Honokowai Valley project takes place every Saturday at 9am. To learn how to get involved, please visit: [Honokowai Valley - Maui Cultural Lands](#)

- **Ka'ehu:** Ka'ehu is a nonprofit organization with the goal of restoring the land and perpetuating traditional Hawaiian culture using a community-based, inclusive, family-oriented approach to environmental stewardship and sustainable agriculture. Workday Activities include: Mālama 'Āina - working and maintaining taro patches, restoration of streams, and native plants, clearing overgrowth, removal of invasive species, and more; Mālama Kai - Clearing of beach debris along the shore of Ka'ehu Bay. Please visit to learn how to get involved: [HOME | Ka'ehu](#)
- **Leilani Farm Sanctuary:** The mission of Leilani Farm Sanctuary is to provide care for rescued animals and humane education to the community. Leilani Farm Sanctuary offers a variety of projects for volunteers. They welcome visitors to come and brush the goats and the donkey, garden, pick fruit, spread straw, clean the barns, feed the animals, and collect eggs. The Sanctuary also participates in Tourism Cares, a global non-profit uniting the travel industry for positive and environmental impact. For more information, please visit: [Leilani Farm Sanctuary](#)

Support Local and Engage with Community

Visitors can make a meaningful impact by supporting local businesses and engaging in our community events, from weekly farmers' markets to cultural festivals. Maui Friday Town Parties in Wailuku and Kihei are a unique opportunity to experience the distinct character of each community across the island.

- Take day trip to Lāna'i and visit Lāna'i City to explore the local shops and restaurants. Volunteer at the Lāna'i Cat Sanctuary.
- Farmers Markets: Upcountry Farmers Market, Wailea Village Farmers Market, Maui Sunday Market, Kumu Farms at the Country Market, Napili Farmers Market, Po'okele Farmers Market, South Maui Gardens, Oko'a Farms
- Cultural Festivals: Lā 'Ulu Breadfruit Festival, Maui AgFest, East Maui Taro Festival
- Maui has a wide variety of farm tours that offer visitors an opportunity to not only support local but see where their meals are sourced.
 - **Westside Maui Farm Tours:** Maui Ku'ia Estate Chocolate Factory Tour, Maui Butterfly Farm
 - **Upcountry Maui Farm Tours:** O'o Farms, Kula Country Farm, Surfing Goat Dairy, Maui Gold Pineapple, Ali'i Kula Lavendar Farm, Maui Tea Farm, Maui Bees Farm, Lā Kaheā Community Farm
 - **Eastside Maui Farm Tours:** Ono Organic Farm, Hāna Tropicals
 - **Visit Lahaina and Support Resilience** – With many Lahaina businesses reopened, travelers play a vital role in supporting our community's continued resilience. Notable reopenings include beloved establishments like Old Lahaina Lū'au, Star Noodle, and Sale Pepe.

Mineral-only Sunscreen

Maui Nui is committed to protecting the ocean and our marine wildlife neighbors. In October 2022, Maui County – with the support of their residents and in response to the Maui Destination Management Action Plan – put into effect a law banning the sale and use of chemical sunscreen. It is an important move which promises to reverse the negative impact that the chemical sunscreen has on our coral reefs, other marine life, and our shoreline. Travelers visiting Maui are encouraged to purchase mineral-only sunscreen on-island at local Maui retailers instead of bringing their own sunscreen. This ensures that mineral-only sunscreens are used. Visitors can also enjoy free mineral-only sunscreen from dispensers at 20 popular beaches throughout Maui and one beach on Lāna'i. Visitors can also enjoy free mineral-only sunscreen from dispensers at numerous popular beaches and other areas throughout Maui and one beach on Lāna'i.