

## Maui council OKs bill that would limit new visitor accommodations

A Maui, Hawaii, County Council committee has passed a bill imposing a moratorium on building permits for visitor accommodations in west and south Maui — the county's biggest tourist districts.

The measure aims to address the problems of excessive tourism and climate change, said the legislation's introducer, committee Chair Kelly King. Development would be suspended until community plans are updated or in two years, whichever is sooner.

The Climate Action, Resilience and Environment Committee approved the bill by a 4-2 vote, The Maui News reported. The proposal now heads to the full council June 18.

– *sheltonherald.com*

## Residents support controls

A survey of Hawaiians finds support for regulation of tourism, including more government controls that could limit numbers at popular destinations across the state and charging higher user fees to offset tourists' impact across the islands.

"The big lesson here is that people want the state to be directly involved in managing tourism," said Colin Moore of the University of Hawaii Public Policy Center, which commissioned the survey.

A majority of residents – 52% – would prefer to limit the number of visitors. Some 78% would like to see visitors charged entry fees and/or required to make reservations at "hot spots" during peak times.

– *staradvertiser.com*



Photo: BACVB

## Florida residents are fed up with discourteous tourists

Anna Maria residents say they are fed up with discourteous tourists.

"The day-trippers and tourists of today, in general, are probably the rudest, most discourteous, selfish people I've ever seen," resident Ruth Cawein told city commissioners.

Cawein moved to Anna Maria from New York City 30 years ago and her parents had first lived on the island for 20 years. She told commissioners "tourism on Anna Maria Island has absolutely gotten out of control."

Michelle Santagata, whose family has lived on the island since the 1950s, said large groups of renters disregard rules, including damaging the beach habitat for wildlife, playing in dunes and leaving holes in the sand.

When she tells people the dunes are not playscapes, many respond rudely and continue to violate the regulations, Santagata said.

Grievances like Cawein's and Santagata's were the catalyst for a Love It Like A Local marketing

campaign that kicked off April 20 by the Bradenton Area Convention and Visitors Bureau, Elliott Falcione said.

Falcione, BACVB executive director, and Kelly Clark, BACVB marketing director, attended the meeting at the invitation of Mayor Dan Murphy, who wanted them to share details of the campaign.

Love It Like A Local uses positive reinforcement and offers prizes to people who complete an online 10-question quiz identifying them as an expert on best practices when visiting the area.

Clark described plans to draw attention to the campaign utilizing social media "influencers."

While Santagata said the campaign sounds great, she took issue with the use of influencers, saying social media is part of the problem behind tourists' uncouth behavior.

Commissioners complimented the campaign and expressed hope it would address local concerns.

– *islander.org*



Photo: VisitSedona.com

## Sedona politicians suggest halt to marketing

The Sedona, Ariz., City Council is requesting that the Sedona Chamber of Commerce hit the pause button on destination marketing for the next year

“I’m in favor of a pause for one year on marketing and we’ll still have to define what that is,” Mayor Sandy Moriarty said. “I, personally, don’t believe it’s going to change very much but the public believes with every fiber of their being that that’s [marketing] making all the difference. It will prove whether or not it really does and maybe it will give us a chance to catch up.”

It was standing room only during the council’s recent work session in

which the chamber’s discussed its Fiscal Year 2021-22 budget.

Many in the audience were there to support halting chamber marketing spending for a year while others were there believing council was considering cutting all funding to the chamber, which was never an option but rather misinformation spread throughout Sedona.

No official vote was taken but the consensus among those on council was that it was best to eliminate all paid marketing by the chamber for a year and revisit the issue during Fiscal Year 2022-23 discussions.

– *montereyherald.com.com*

## Rockford mayor proposes new resident campaign

Mayor Tom McNamara's administration is proposing to spend \$300,000 to promote Rockford, Ill., as an affordable and convenient place to live and put an end to declining population trends. Under the proposal, Rockford would contract with the Rockford Area Convention & Visitors Bureau to oversee a marketing campaign

designed to portray Rockford as a desirable place for visitors, workers and families to live, work and relocate.

“I think there are a lot of good things happening in our community, and we need to get that message out,” McNamara said.

– *rrstar.com*

## Connecticut attractions ‘open house’ to visitors

More than 140 attractions in the state are celebrating the state’s seventeenth annual Open House Day June 12.

This is a push by the CT Office of Tourism to get more people out doing fun things locally and learn more about the state, either virtually or in-person.

“The reason the New Britain Museum of American Art gets so excited for CT Open House Day, because it’s an opportunity for us to open our doors to even more people. It’s part of our mission to deliver art and the stories of all Americans,” said Lisa Lappe, the director of marketing for the New Britain Museum of American Art.

The Mark Twain House hosted a virtual Tom Sawyer Day with music and other performances.

For those not wanting to leave their house yet, virtual showcases were still going for Open House Day, including the CT Historical Society.

– *wfsb.com*

## Alabama creates podcast

The Alabama Civil Rights Trail Podcast features real stories of real people who were there.

They were the foot soldiers who held the front lines of the Movement. They were the freedom riders and protestors. They sat when people ordered them to leave. By telling their stories, they’ll be remembered and shared. And with the help of historians and other experts, we can learn why the events and actions from decades ago remain so relevant today.

Find the three episodes at:

<https://alabama.travel/experience-alabama/civil-rights-legacy>