



# KAUA‘I DESTINATION MANAGEMENT ACTION PLAN

## Phase 2 Report

The Kaua‘i Destination Management Action Plan (DMAP) was approved by the Hawai‘i Tourism Authority (HTA) Board of Directors in December 2020 and released to the public on February 5, 2021. The DMAP is a community-based, three-year plan, divided into three year-long phases. This report highlights the efforts made in Phase 2, from February 2022 through January 2023.

HTA works in partnership with the Kaua‘i Visitors Bureau (KVB) and the County of Kaua‘i’s Office of Economic Development. HTA thanks them for their support and partnership in moving the Kaua‘i DMAP actions forward. HTA also acknowledges other state, county and federal agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.

8 OF 8

### SUB-ACTIONS

addressed, 6 of which will continue to be advanced in Phase 3



HAWAI'I TOURISM JAPAN MĀLAMA HAWAI'I book on responsible

travel created and distributed to HTJ's nearly 400 satellite offices in Japan

# ACTION A

Focus policy efforts on appropriate behavior that will instill value in both visitors and residents for our natural and cultural resources (mālama 'āina).



### 7 VIRTUAL CLASSES

held by Sustainable Tourism Association of Hawai'i for marine/water-based tour operators to support and enhance a thriving ocean for Kaua'i



COLLABORATION WITH KAUA'I INVASIVE SPECIES COMMITTEE AND HO'IKE COMMUNITY TELEVISION to broadcast educational awareness videos on invasive species, bio-sanitation protocol and Rapid 'Ōhi'a Death. Videos were broadcast more than 70 times over public access and government channels.



HAWAI'I TOURISM CANADA EDUCATIONAL WEBINAR on protecting Hawai'i's native species conducted for more than 50 travel advisors, in partnership with the Native Hawaiian Hospitality Association and Spoiled Agent



TESTIMONY PROVIDED BY HAWAI'I TOURISM AUTHORITY IN SUPPORT OF INCREASED RANGERS for the Department of Land and Natural Resources during the 2022 Legislative Session

HAWAI'I TOURISM USA DMAP COMMUNICATIONS SERIES highlighted destination management projects in May 2022, including Hā'ena State Park and its shuttle services. The [video](#) gained more than 1,500 Instagram views.





**TESTIMONY PROVIDED BY**  
HTA in support of increased funding to DLNR for resource management and protection during the 2022 Legislative Session

**5 OF 5**

**SUB-ACTIONS**

addressed, 4 of which will continue to be advanced in Phase 3



**CONTINUED INCREASED COMMUNICATIONS**

between HTA, DLNR, KVB and the County. Spoke with DLNR/Division of Boating and Recreation on social media posts highlighting non-permitted commercial activities along the Nāpali Coast.



**COUNTY AND STATE STEWARDSHIP AGREEMENTS SUPPORTED**

- Poli‘ahu
- Kānei‘olouma
- Makauwahi
- Hikinaakalā
- Polihale
- Malae (Newly added since Phase 1)

**ACTION B**

Collaborate with State of Hawai‘i Department of Land and Natural Resources (DLNR) to develop and implement policies to increase monitoring and enforcement efforts.



**6 OF 6**  
**SUB-ACTIONS**  
 addressed, 4 of which  
 will continue to be advanced  
 in Phase 3

# ACTION C

Invest in Hawaiian cultural programs and identify funding sources that enhance the visitor experience and connect both tourism and communities.

## HTA PROVIDED KAMĀWAE LUALANI WITH \$25,000 IN FUNDING SUPPORT

through its Kūkulu Ola program to execute The Mo‘olelo Murals project, which seeks to honor and preserve Kaua‘i’s Native Hawaiian culture through public arts. The mural project was conducted in partnership with the YWCA Kaua‘i, Kaua‘i Museum and Rice Street Business Association, featuring three murals dedicated to “Mana Wāhine” that are special to Kaua‘i.



HTA FUNDED TWO KAUA‘I PROJECTS THROUGH ITS ALOHA ‘ĀINA PROGRAM. The Garden Island Arts Council will complete the ‘Ele‘ele Endangered Wildlife Mural featuring four endangered birds from Kaua‘i and helping to highlight the ecological value of the nearby salt pond and swamp. The organization partnered with the Pacific Birds Habitat Joint Venture to ensure culturally appropriate and scientifically accurate messaging and delivery. The second group that received Aloha ‘Āina program funding was the Kōke‘e Resource Conservation Program (KRCP) for their project, “Mālama Ka ‘Āina No Nā Hanauna Mua,” which focused on Waimea Canyon and Kōke‘e State Parks and adjacent Forest Reserves and Natural Area Reserves. The project included controlling invasive weeds to sustain native habitats, providing recreational and cultural resources, and efficiently performing vital ecological services, as well as trail maintenance, public outreach and education, and native plant propagation and out planting.



MAKALI‘I, A HUI OF ISLAND CULTURAL

PRACTITIONERS who serve as resources for residents and community, was formed



NEW PONO TRAVEL VIDEO AND MĀLAMA KAUA‘I VIDEO

produced for visitor and resident education



18 COMMUNITY ENRICHMENT PROGRAM PROJECTS on Kaua‘i supported by HTA totaling nearly \$500,000 in CY 2022

3 OF 5

**SUB-ACTIONS**

addressed and 4 will continue to be advanced in Phase 3

CONTINUED USE OF SYMPHONY DASHBOARDS AND NEAR DATA to track visitation at hotspots



**ACTION D**

Focus policies that address overtourism by managing people while on Kaua‘i.



COUNTY CONTINUES ITS STRINGENT ELIMINATION of illegal transient vacation rentals (TVRs) through partnerships with Airbnb and Expedia

PARTICIPATION IN LĪHU‘E AIRPORT MASTER PLAN on proposed airport optimization to enhance overall safety and security operations



WORKED WITH DEPARTMENT OF TRANSPORTATION, AIRPORTS DIVISION to clear out up to 200 Turo vehicles per day operating illegally in the Līhu‘e Airport general public parking lot

3 OF 4

**SUB-ACTIONS**

addressed and 2 will continue to be advanced in Phase 3

MOBILITY HUB PLAN – East side feasibility study completed. Second location on Kaua‘i underway.



**ACTION E**

Encourage low-impact green rides to improve the visitor experience, reduce island traffic, increase small business opportunities, and meet climate action goals.



GETAROUNDKAUAI.COM WEBSITE promoted to share more sustainable transportation choices and keep alternative options top-of-mind among visitors



1 OF 1

**SUB-ACTION**

addressed and will continue to be advanced in Phase 3



CREATED @KAUAIDMAP  
Instagram page



**ONGOING COMMUNITY OUTREACH**

to educate residents about the DMAP progress via radio and newspaper ads; online and in-person meeting presentations to schools, civic clubs, organizations, businesses; and social media posts

**ACTION F**

Increase communication, engagement and outreach efforts with the community, visitor industry, and other sectors.

2



**COMMUNITY MEETINGS HELD** on Kaua'i's east side and on the north shore to share the Destination Management Action Plan and progress to date



**WE ARE KAUA'I TRAINING** and onboarding outline and PowerPoint completed. The first presentation was held in January 2023.

4 OF 4

**SUB-ACTIONS**

addressed, 3 of which will continue to be advanced in Phase 3

**ACTION G**

Develop educational materials for visitors and new residents to have respect for our local cultural values.



**MAKALI'I, A HUI OF ISLAND CULTURAL PRACTITIONERS** who serve as resources for residents and community, was formed



**SOCIAL MEDIA CONTENT POSTED** to educate visitors and residents

1 OF 1

### SUB-ACTIONS

addressed and will continue to be advanced in Phase 3

HAWAI'I TOURISM USA shared examples of DMAP progress and regenerative tourism in a series of news segments. [The Alakoko Store](#) was highlighted on Hawai'i News Now and the [Kaua'i Museum](#) and [King Kaumuali'i Statue](#) were featured on KHON.

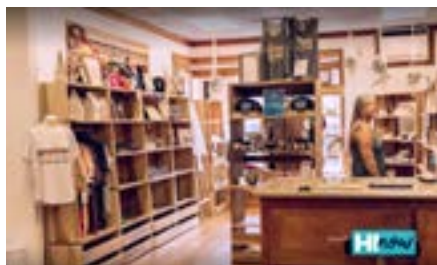


HAWAI'I TOURISM KOREA AND KOREAN AIR conducted a Made in Hawai'i campaign reaching over 53,000 people via direct emails, over 36,000 via app pushes, and over 6,000 web campaign page views

## ACTION H

Promote "Shop Local" to visitors and residents.

HAWAI'I TOURISM JAPAN promoted Made in Hawai'i products at Tourism Expo Japan reaching 20,000 visitors



INITIAL STAGES OF REVAMPING THE "ALOHA FOR KAUA'I" ONLINE PORTAL began to feature more small, local businesses

INCREASED COUNTY SUPPORT for Kaua'i Made pop-up events throughout 2022



KAUA'I MADE PRODUCTS AND WAYS for visitors to support local promoted during trade missions



CAPACITY-BUILDING TRAINING UNDERWAY to cultivate agritourism ventures and diversify farmer options

1 OF 1 SUB-ACTIONS addressed and will continue to be advanced in Phase 3

## ACTION I

Support diversification of other sectors.



BATTLE OF THE FOOD TRUCKS, a Community Enrichment Program supporting local farmers, promoted on social media