

HAWAII TOURISM™

AUTHORITY



KAUAI
VISITORS BUREAU™

Kaua'i Community Meeting

Presentation on Kaua'i Destination
Management Action Plan Process and
Proposed Anchor Actions

Oct 21 and 22, 2020



AGENDA



- 5:00 pm Opening
Tech Orientation
- 5:15 pm Welcome & Introductions
Project Background
- 5:35 pm Q&A: Project/Process
- 5:45 pm Draft Actions
- 6:15 pm Q&A: Draft Actions
- 6:40 pm Closing Poll:
General Reactions
- 6:55 pm Next Steps:
Survey
Plan Development
- 7:00 pm Close

M A H A L O

ROLES



Panelists:

Idea kick-starters,
Share ideas,
Answer questions

Community Attendees:

Seek to understand
Ask questions
Prepare to offer input

Moderator:

Manage time & keep
session on track
Help field questions

Graphic Recorder

Help capture key
content in Q&A

GROUND RULES

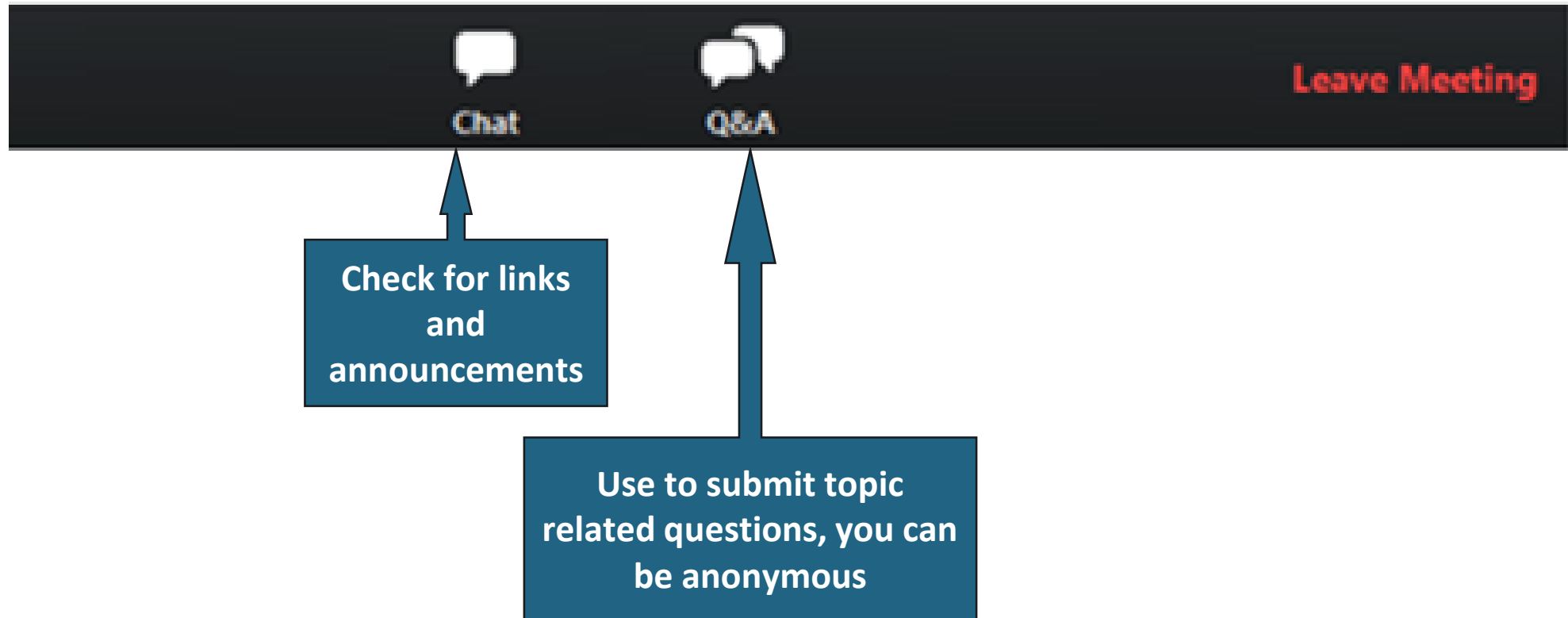
- **Kindly offer grace in the face of time and technological limitations.**
 - Chat reserved for announcements
 - Use Q&A for topical questions
- **Know that all input welcome via survey tool.**
This online presentation is not the end.
- **Be part of a solutions community.**
Participate with a constructive, solutions-oriented mindset, keep the end goal in mind.

OUTCOMES

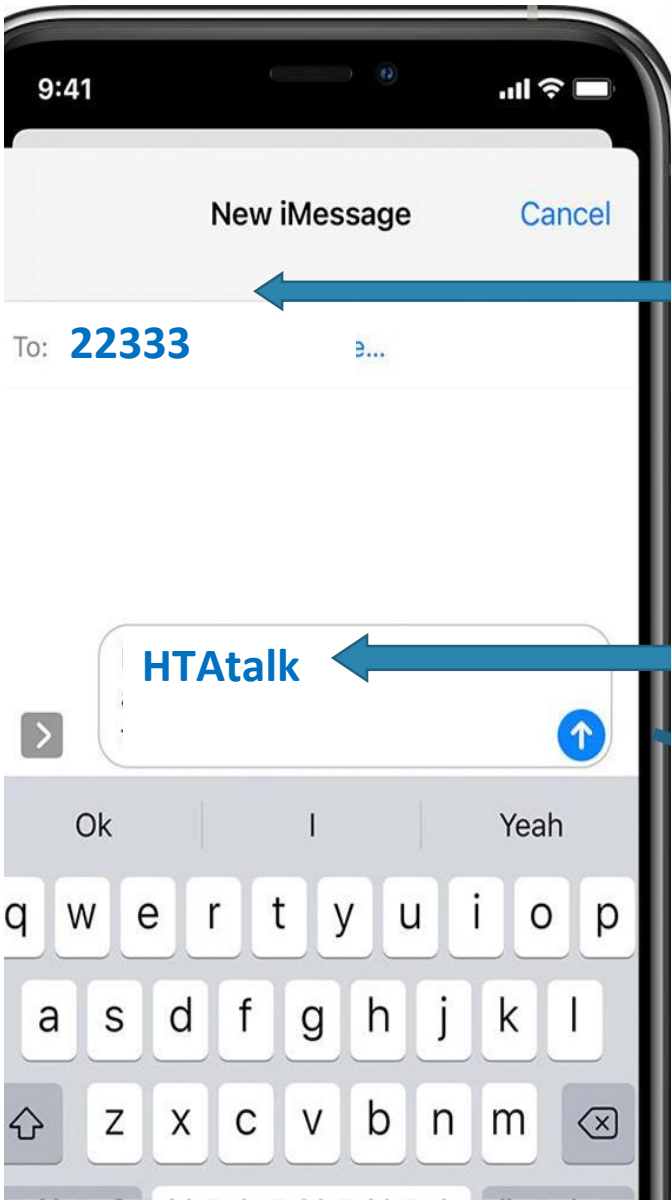
Participate in Destination Management planning for Kaua'i

- Share and receive information
 - Learn about:
 - State of tourism on Kaua'i
 - "Regenerative Tourism"
 - Planning process
- Provide constructive solutions-oriented guidance and feedback on draft actions to consider for HTAs 2020-2035 DMAP plans

Tech Orientation - Zoom



Tech Orientation – Poll Everywhere, real time reactions



Join by text:

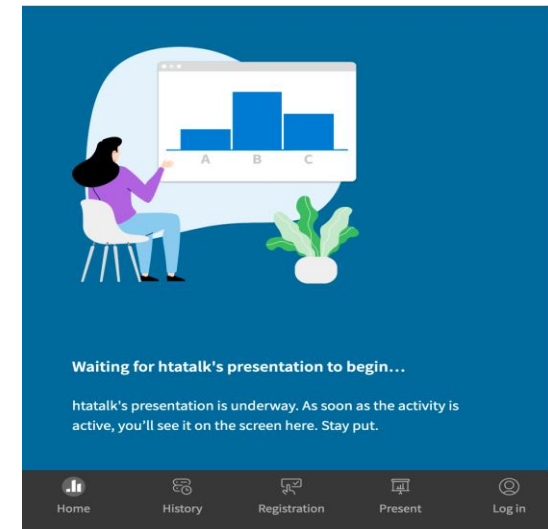
Text to: 22333

Text message: HTAtalk

Send

Wait for confirmation message.
Wait for prompts then submit poll answers

Join by web
Pollev.com/HTAtalk

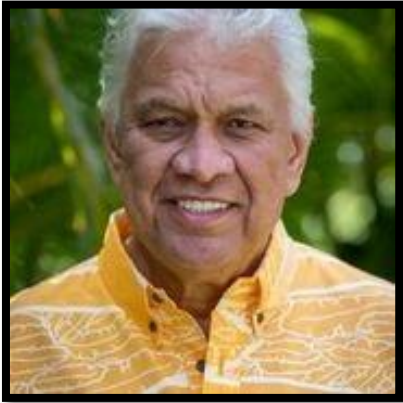


Wait for prompts then submit poll answers

Once you log in keep open so you don't have to log in again

**Share 1 word that expresses your thoughts and feelings
about tourism on Kaua'i**

Tonight's Presenters



John De Fries
Hawai'i Tourism
Authority
Kalaoa, Kona, Hawai'i
Island



Caroline Anderson
Hawai'i Tourism
Authority
Makiki, O'ahu



Kalani Ka'anā'anā
Hawai'i Tourism
Authority
Kailua, O'ahu



Nalani Brun
County of Kaua'i
Kōloa Uka



Sue Kanoho
Kaua'i Visitors Bureau
Kapa'a



Kaua'i DMAP Steering Committee Members



Fred Atkins
Kaua'i Kilohana Partners
Kalāheo



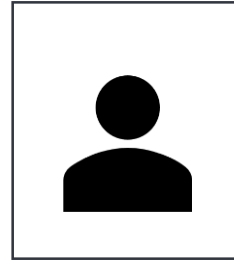
Jim Braman
The Cliffs at Princeville
Omao



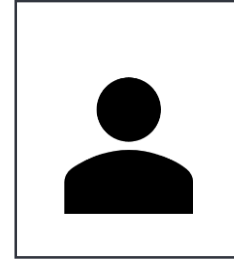
Stacie Chiba-Miguel
Alexander and Baldwin
Kalāheo



Warren Doi
North Shore
Community Member
Hanalei



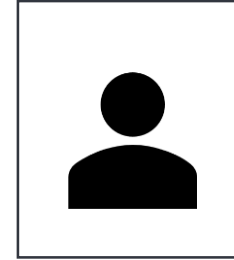
Christopher Gampon
South Side Community
Member



Joel Guy
Hanalei Initiative /
North Shore Shuttle



Kirsten Hermstad
Hui Maka'ainana o
Makana
Kīlauea



Maka Herrod
Malie Foundation



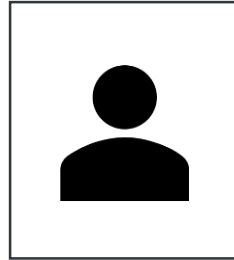
Frannie Johnson
East Side Community
Member
Kapa'a



Lea Kaiakamalie
County of Kaua'i
Planning Department
Lāwa'i



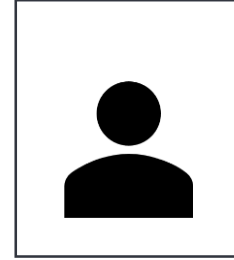
Sue Kanoho
Kaua'i Visitors Bureau
Kapa'a



John Kaohelaulii
Kaua'i Native Hawaiian
Chamber of Commerce



Sabra Kauka
Kumu
Līhu'e



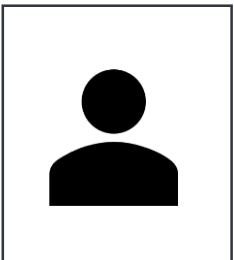
Cesare "Ce" Lucente
Outfitters Kaua'i



Will Lydgate
Lydgate Farms
Kapa'a



Thomas Nizo
Historic Waimea Theater
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dba Waimea Theater
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Mark Perriello
Kaua'i Chamber of
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Ben Sullivan
OED, County of Kaua'i
Līhu'e



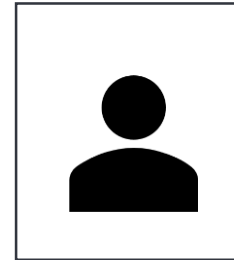
Candance Tabuchi
Hospitality and Tourism,
Kaua'i Community College
Līhu'e



Buffy Trugillo
Kamehameha Schools
Hanapēpē



Denise Wardlow
Westin Princeville
Ocean Resort Villas
Hanalei



Marie Williams
Planning Department,
County of Kaua'i
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HAWAII TOURISM

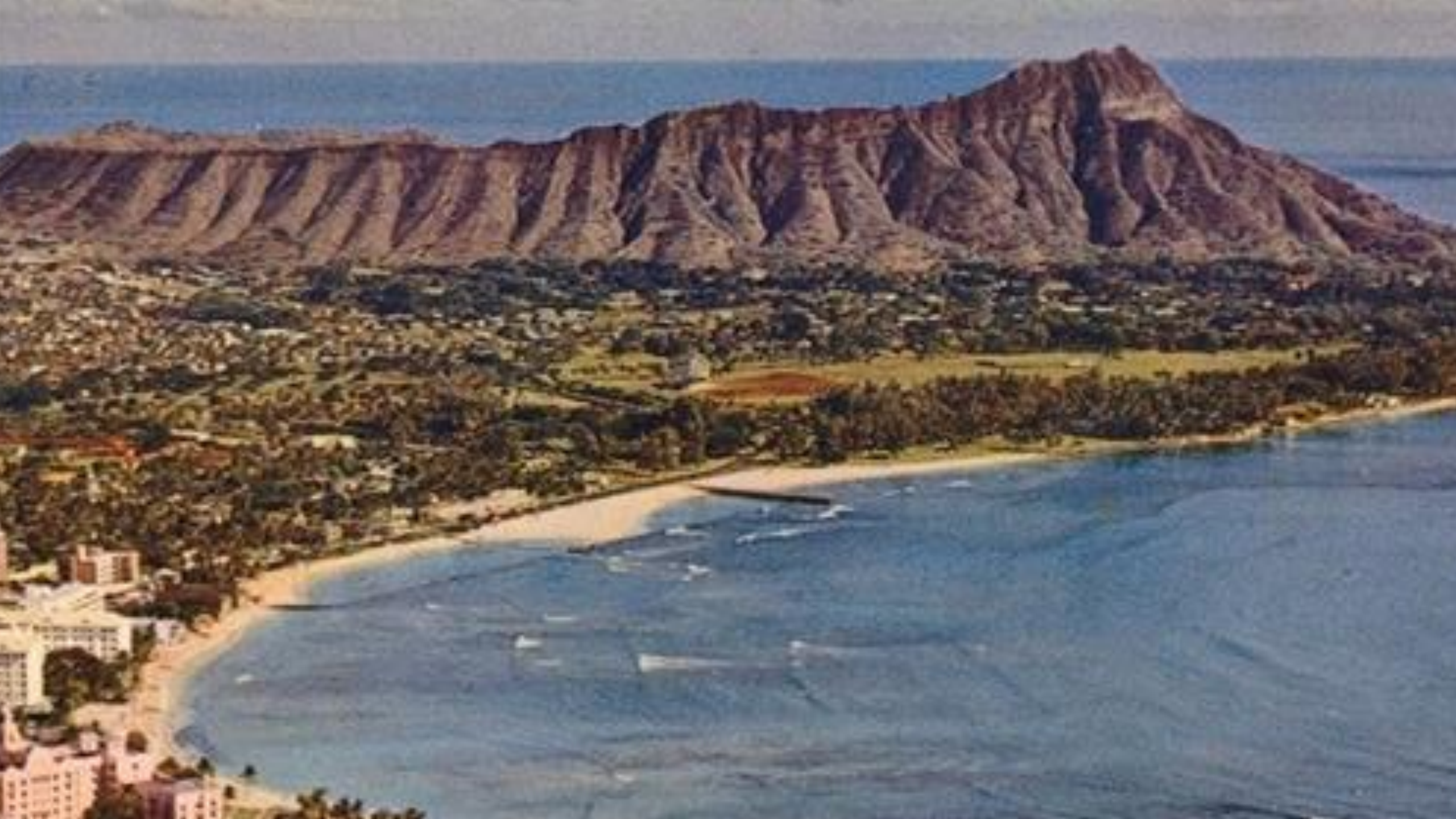


AUTHORITY

John De Fries

President & Chief Executive Officer









Strategic Plan 2020-2025

**Natural
Resources**

**Hawaiian
Culture**

Community

**Brand
Marketing**

Responsible Tourism



Strategic Plan 2020-2025

Global Pandemic + Economic Collapse

**Natural
Resources**

**Hawaiian
Culture**

Community

**Brand
Marketing**

Regenerative Tourism

10,400,000

VISITOR ARRIVALS 2019



Global Pandemic Hits

ECONOMIC COLLAPSE
BEGINS





mālama
KU'U HOME

Caring for My Beloved Home



Mālama

**The Organizing
Principle For
Our Work**

Mālama Mindset

Mālama Hawai'i

Hawai'i Visitors & Convention Bureau

Mālama Honua

Polynesian Voyaging Society - Hōkūle'a

Mālama Mandate

Hawai'i Green Growth - Aloha+ Challenge



mālama
KU'U HOME

A Mindset and a Call to Action

The First 100 Days

Days
1-25

Reconnect & Reassess

Engage HTA board members, staff, lawmakers & elected officials, key partners & stakeholders to assess HTA recovery, marketing, communications, and community engagement plans

Days
25-50

Rethink & Reimagine

Expand outreach and collaboration with stakeholders, seek feedback on **Mālama Ku‘u Home** as a viable organizing principle to unify community and industry

Days
50-75

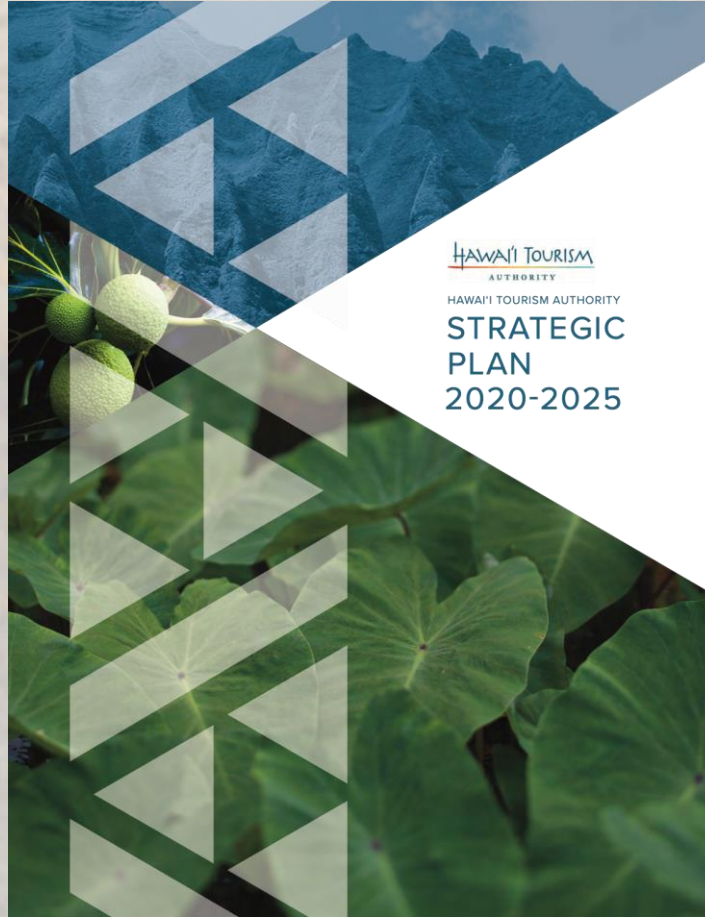
Regroup & Repurpose

Adjust plans to reflect current local and global health and economic situation, including community and industry stakeholder input

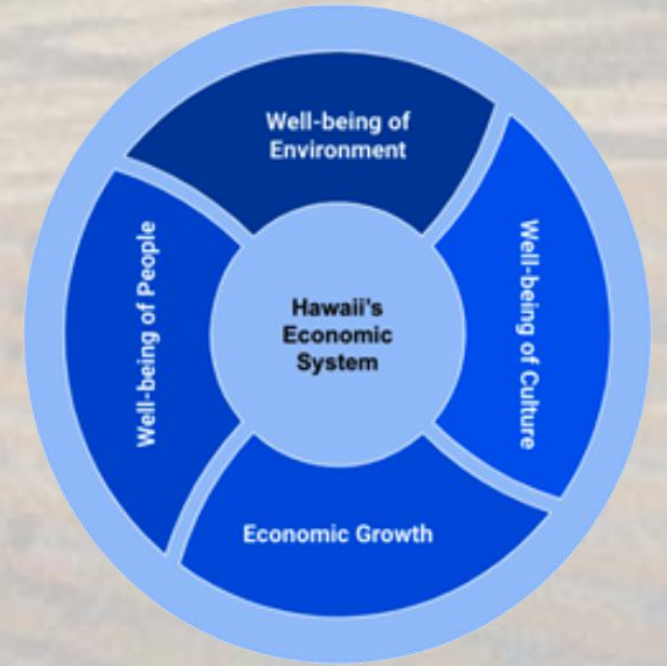
Days
75-100

Reconcile & Redirect

Based on the due diligence, outreach and planning of the first 75 days, chart the course forward to achieve the goals of the HTA Strategic Plan



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KU'U HOME
Caring for My Beloved Home



‘Āina Aloha
ECONOMIC FUTURES





POLYNESIAN VOYAGING SOCIETY

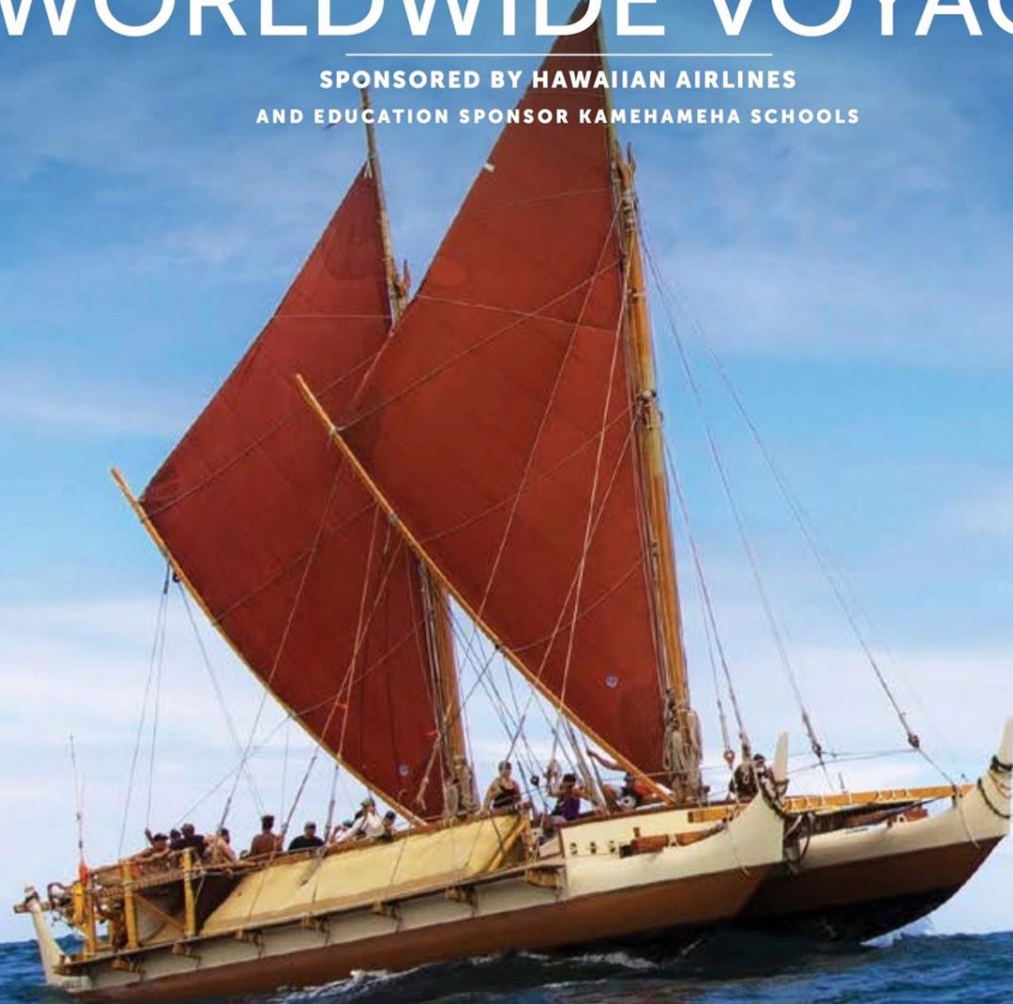
MĀLAMA HONUA
WORLDWIDE VOYAGE

SPONSORED BY HAWAIIAN AIRLINES
AND EDUCATION SPONSOR KAMEHAMEHA SCHOOLS

2014-2017
MĀLAMA
HONUA

Caring for Island Earth

To navigate toward
a healthy and
sustainable future for
ourselves, our home,
and our Island Earth
through voyaging and
new ways of learning.



MĀLAMA HONUA

Caring for Island Earth

150 Ports

18 Nations

100,000 People

**8 Marine World
Heritage Sites**

One Canoe

One Island Earth





Moananuiākea

Pacific Rim Voyage

1. Great Pacific Garbage Patch
2. Alaska
3. Canada
4. USA
5. Mexico
6. Guatemala
7. El Salvador
8. Honduras
9. Nicaragua
10. Costa Rica
11. Panama
12. Colombia
13. Ecuador
14. Peru
15. Chile
16. Rapa Nui
17. Pitcairn Islands
18. Gambier
19. Tuamoto
20. Marquesas
21. Tahiti
22. Society Islands
23. Australs
24. Cook Islands
25. Niue
26. American Samoa
27. Samoa
28. Tokelau
29. Phoenix
30. Tonga
31. Fiji
32. Kermadec
33. New Zealand
34. Australia
35. Papua, New Guinea
36. Solomon Islands
37. Micronesia
38. Satawal
39. Palau
40. Philippines
41. China
42. Taiwan
43. Okinawa
44. Japan
45. South Korea

A Voyage of Recovery & Rediscovery



mālama
KU'U HOME
Caring for My Beloved Home

For The Next Seven Generations



mālama
KU'U HOME
Caring for My Beloved Home

Star Compass by Leighton Lam



October 13, 2020

Welcoming Visitors back to Hawaii with Aloha for one another

An imperfect scenario being executed by imperfect people who have one thing in common: Aloha for one another.



What is Destination Management?

- Defined as “attracting and educating responsible visitors; advocating for solutions to overcrowded attractions, overtaxed infrastructure, and other tourism-related problems; and working with other responsible agencies to improve natural and cultural assets valued by both Hawai‘i residents and visitors.”

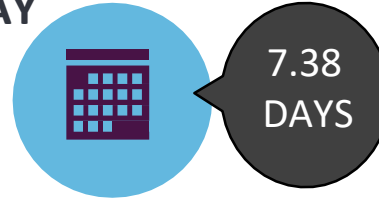
Source: HTA Strategic Plan 2020-2025

2019 Year in Review – Visitors to Kaua‘i

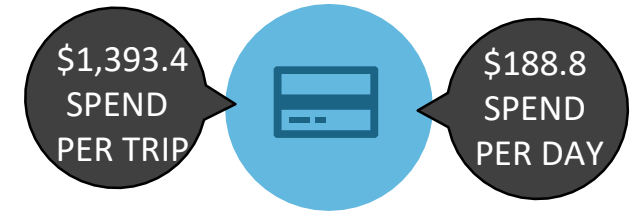
USD 1.909 B
TOTAL SPEND

1,370,029
TOTAL VISITORS

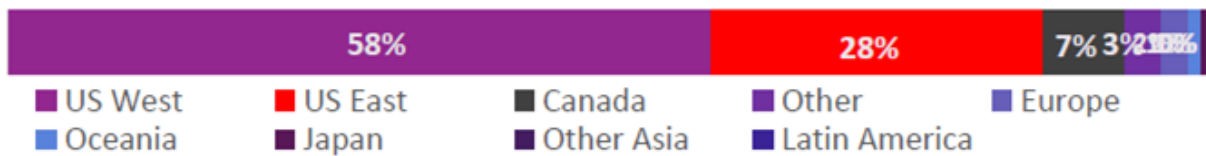
AVERAGE LENGTH OF STAY



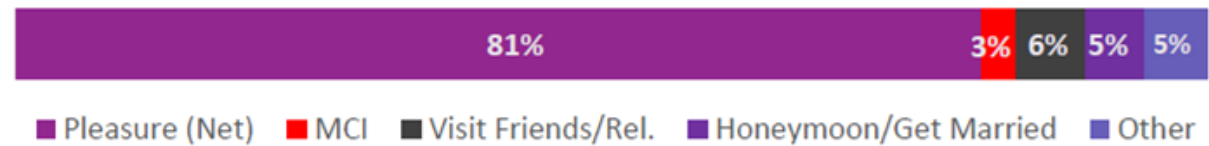
SPEND



TOTAL VISITORS DAYS (%) BY SOURCE MARKET

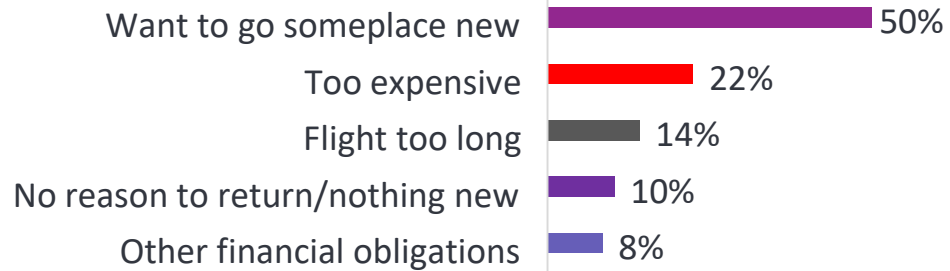


PURPOSE OF TRIP (% OF VISITORS)

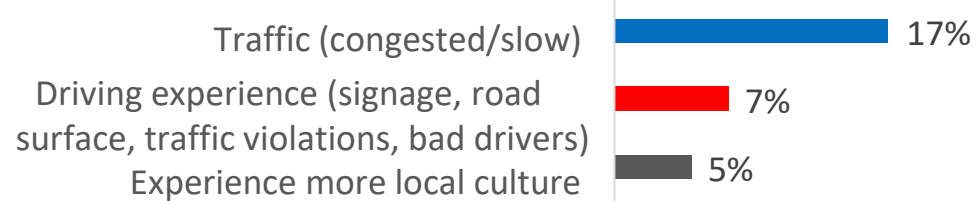


2019p Kaua'i Visitors Satisfaction

REASONS FOR NOT REVISITING (U.S. 2019P)



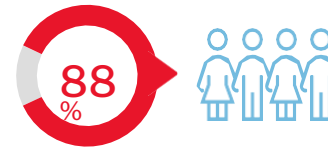
NEED MORE IMPROVEMENT (U.S. 2019P)



OVERALL SATISFACTION – U.S.**



LIKELY TO RECOMMEND – U.S.**



LIKELY TO VISIT IN NEXT 5 YRS – U.S.**

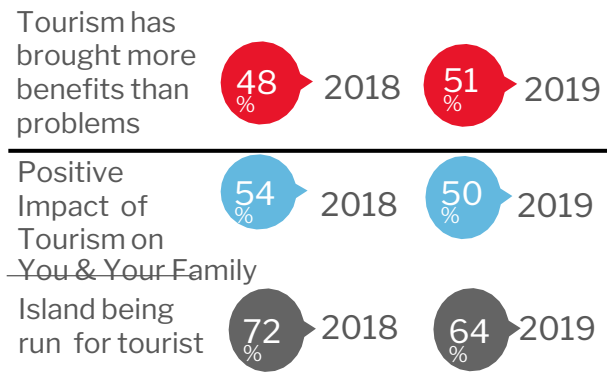


Satisfaction: The percent of visitors who rated a 7 or 8 on a scale where 1=Poor and 8=Excellent. VSAT 2019P

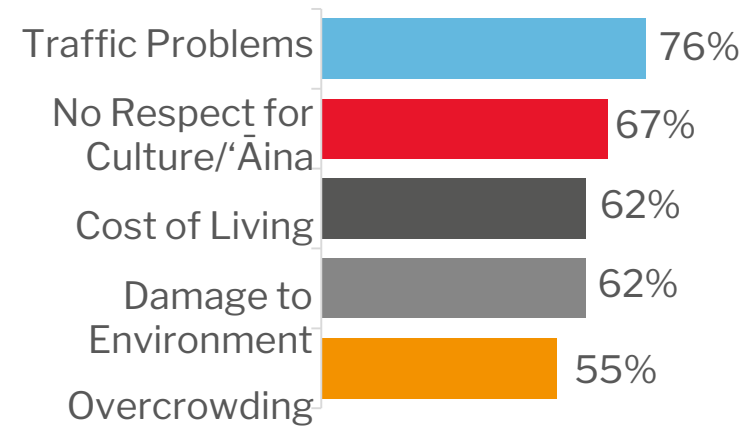
2019 Kaua'i Resident Sentiment Towards Tourism



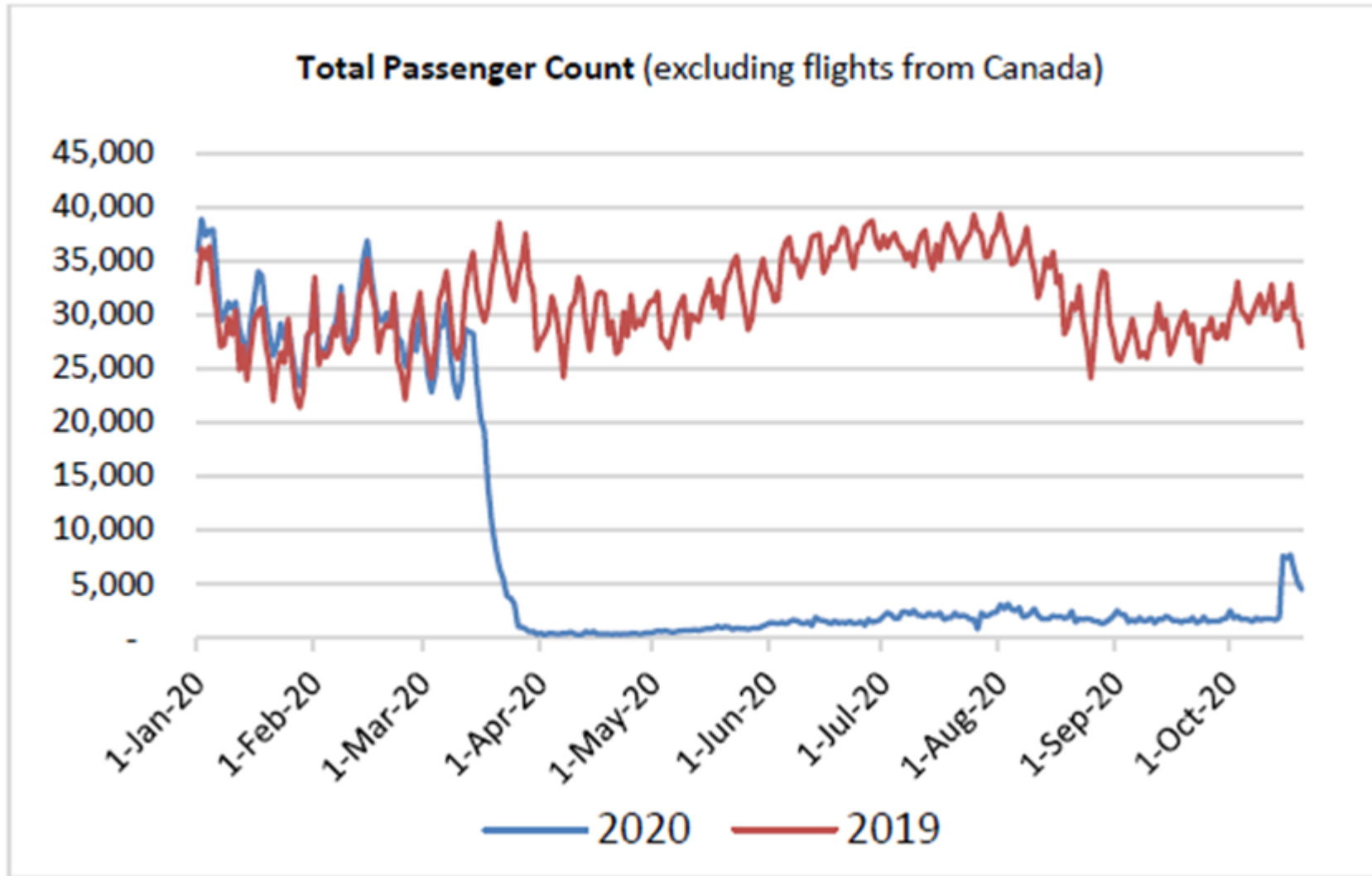
Resident Sentiment (Kaua'i 2019)



Problems Created by Tourism

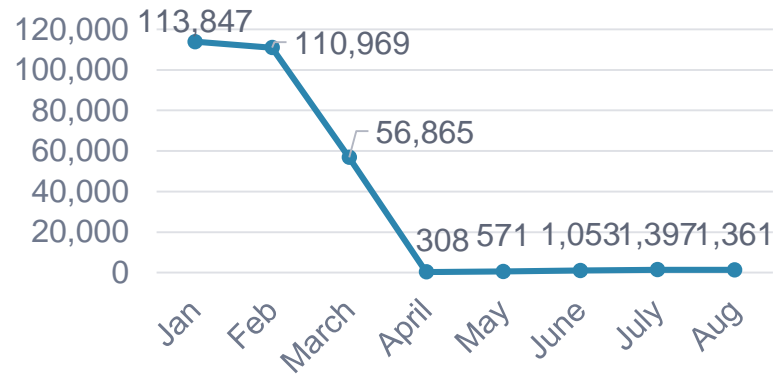


Total Transpacific Screened Passengers

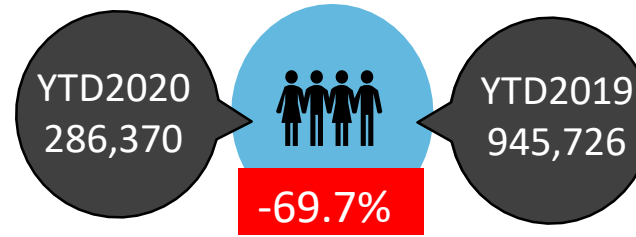


State of the Kaua'i's Visitor Industry – Year to Date August

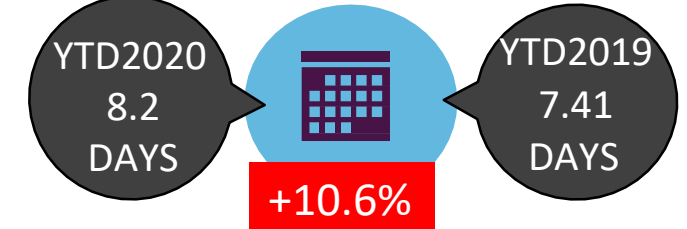
2020p Visitor Arrivals by Month



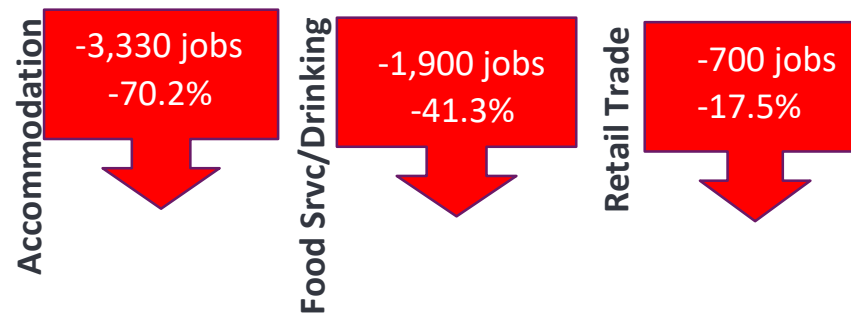
TOTAL VISITOR ARRIVALS



AVERAGE LENGTH OF STAY



LOSS OF JOBS***





Why Are We Doing A Destination Management Action Plan?

- Reset, Rebuild, Redefine the Visitor Industry for Your Island
 1. Recovery
 2. Rebuild to the Desired Visitor Industry
- Collaboration with our counties, communities, visitor industry, and other state/county agencies to define and set the direction for tourism.
- Improve current or develop new tourism products and offerings
- Establish better systems for destination management



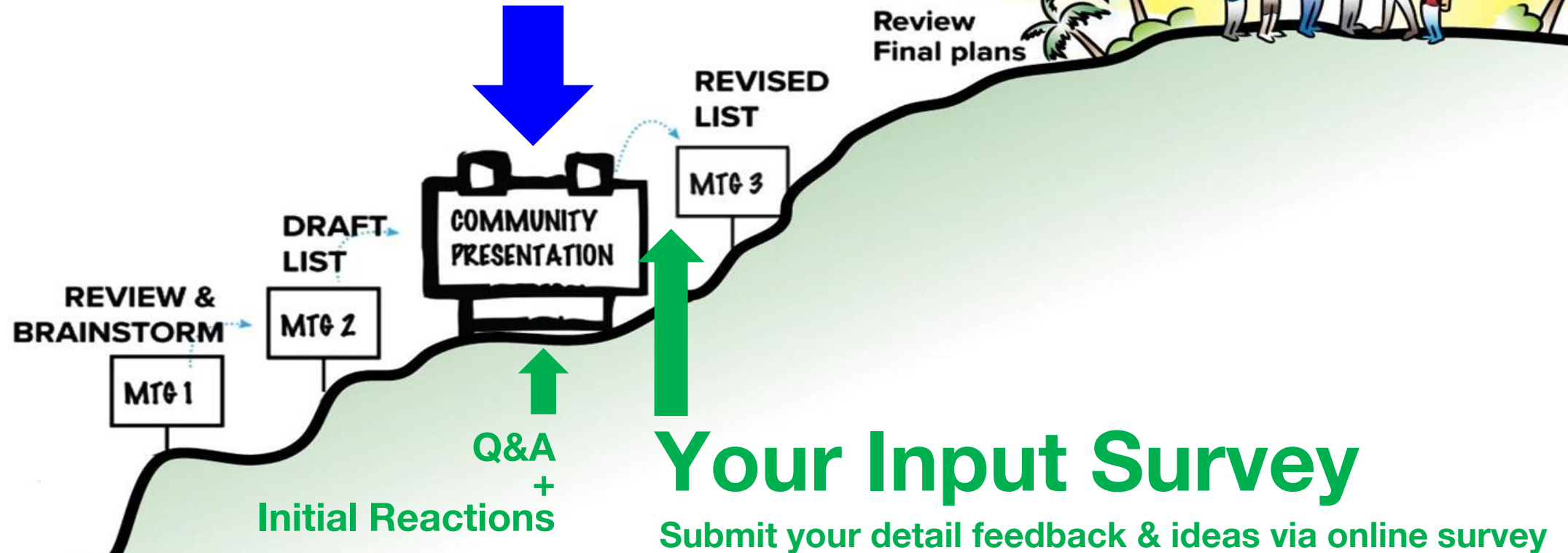
Identify Appropriate Balance

The economic benefits of tourism and impact on local services, natural and cultural resources, and residents' quality of life.

Where we are in this multi-step process:

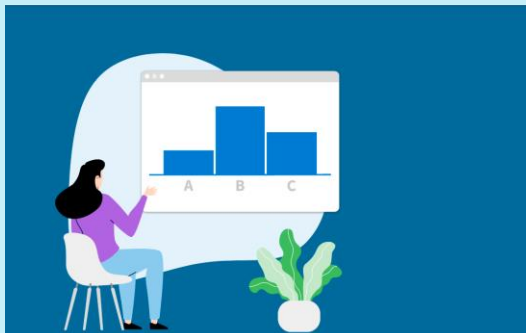
**HTAs 2020-2025
Island Destination
Management Action Plans**
For a mutually satisfying experience
of tourism for residents & visitors while
preserving or improving economic benefits

We are here



We Want to Hear From You!

LIVE
General reactions:
[Pollev.com/HTAtalk](https://pollev.com/HTAtalk)

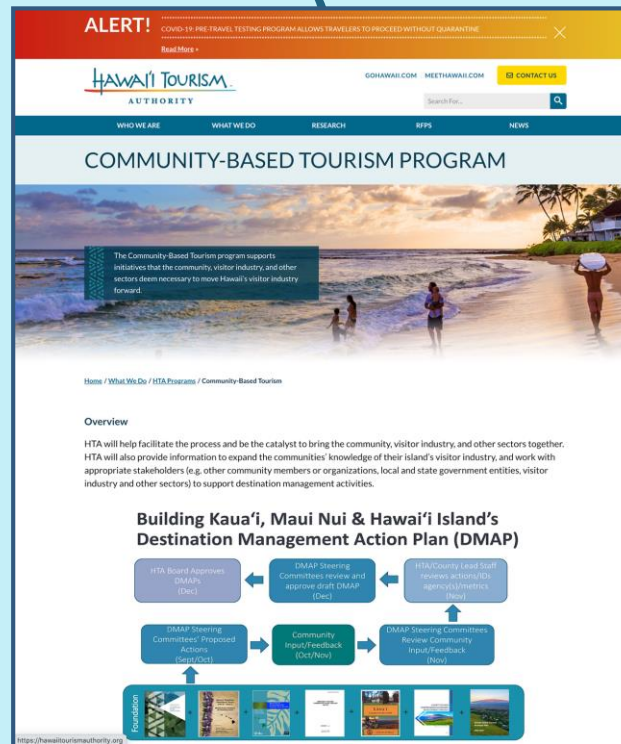


Waiting for htatalk's presentation to begin...

htatalk's presentation is underway. As soon as the activity is active, you'll see it on the screen here. Stay put.

Home History Registration Present Log in

Today through (Nov 4)
Detail input:
[\(bit.ly/KauaiDMAPForm\)](https://bit.ly/KauaiDMAPForm)



ALERT! COVID-19 PRE-TRAVEL TESTING PROGRAM ALLOWS TRAVELERS TO PROCEED WITHOUT QUARANTINE

HAWAII TOURISM AUTHORITY

COMMUNITY-BASED TOURISM PROGRAM

The Community-Based Tourism program supports initiatives that the community, visitor industry, and other sectors deem necessary to move Hawaii's visitor industry forward.

Home / What We Do / HTA Programs / Community-Based Tourism

Overview

HTA will help facilitate the process and be the catalyst to bring the community, visitor industry, and other sectors together. HTA will also provide information to expand the communities' knowledge of their island's visitor industry, and work with appropriate stakeholders (e.g., other community members or organizations, local and state government entities, visitor industry and other sectors) to support destination management activities.

Building Kaua'i, Maui Nui & Hawai'i Island's Destination Management Action Plan (DMAP)

```
graph TD
    A[HTA Board Approves DMAP (Dec)] --> B[DMAP Steering Committees review and approve draft DMAP (Dec)]
    B --> C[HTA/Industry Lead Staff reviews actions/IDL agencies/metrics (Jan)]
    C --> D[DMAP Steering Committees Review Community Input/Feedback (Nov)]
    D --> E[Community Input/Feedback (Oct/Nov)]
    E --> F[DMAP Steering Committees Proposed Actions (Jan/Feb)]
    F --> A
```

<https://hawaii-tourism-authority.org>

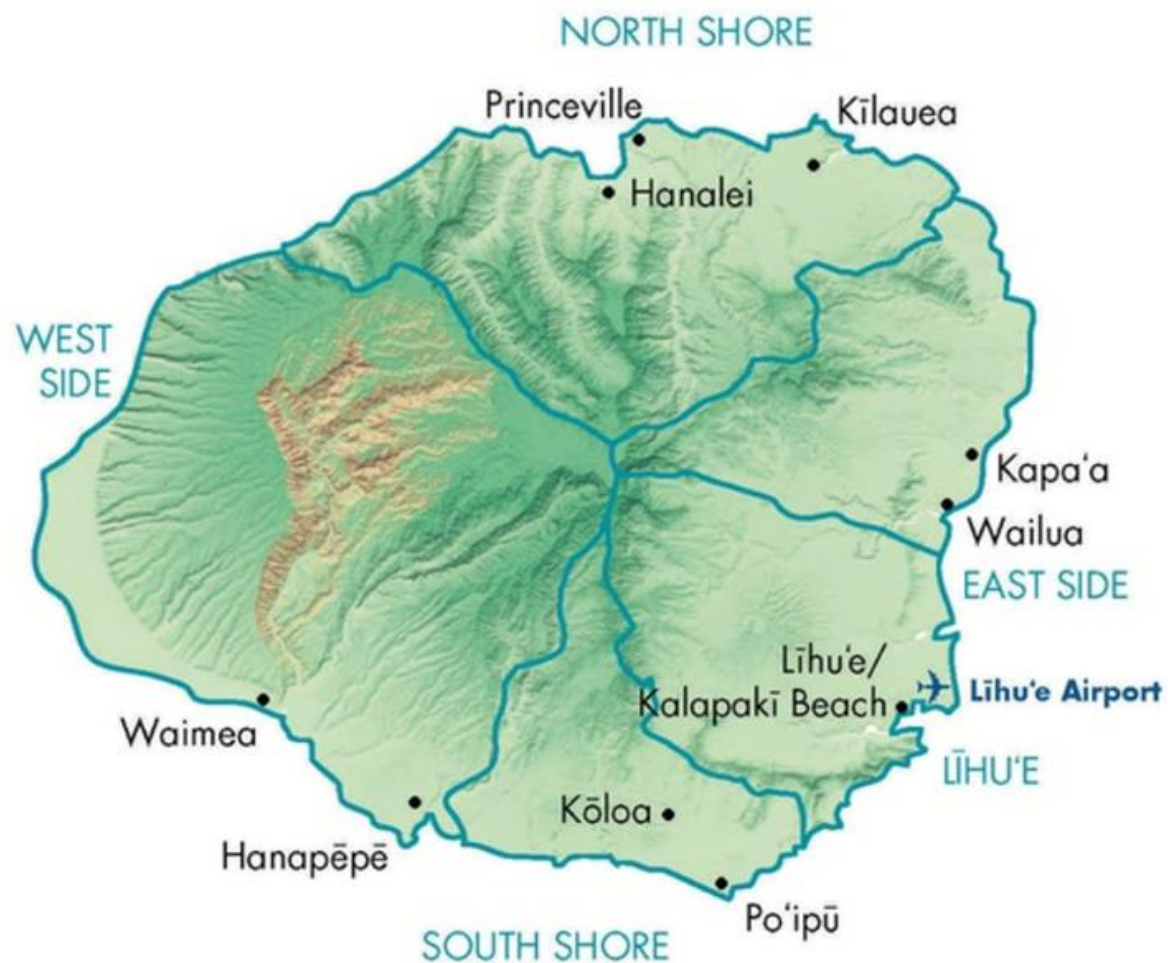
- What HTA will do with the input:
 - Compile and consider
 - Revise action list based on input
 - All comments available for public viewing



Q&A: HTA/County



Click on the map to show where you live.



Steering Committee Process



Kaua'i DMAP Steering Committee Members



Stacie Chiba-Miguel
Alexander and
Baldwin
Kalāheo



Warren Doi
North Shore
Community Member
Hanalei



Frannie Johnson
East Side
Community Member
Kapa'a



Sue Kanoho
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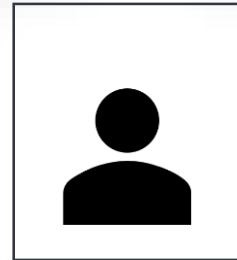
Sabra Kauka
Kumu
Līhu'e



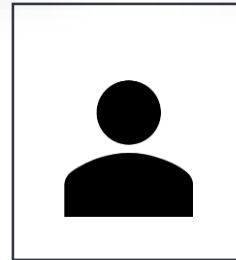
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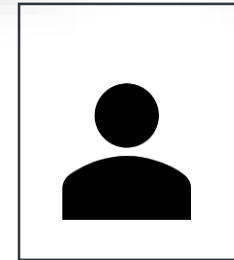
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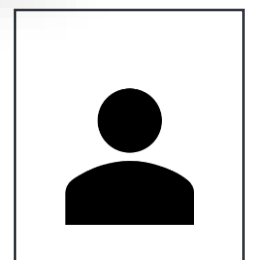
Kirsten Hermstad
Hui Maka'ainana o
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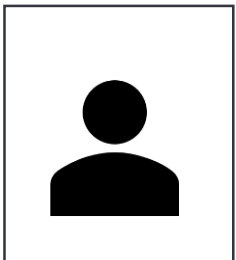
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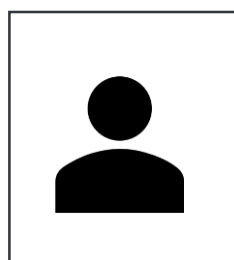
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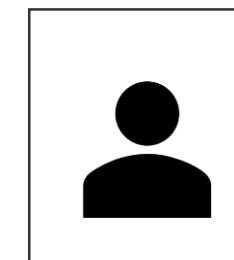
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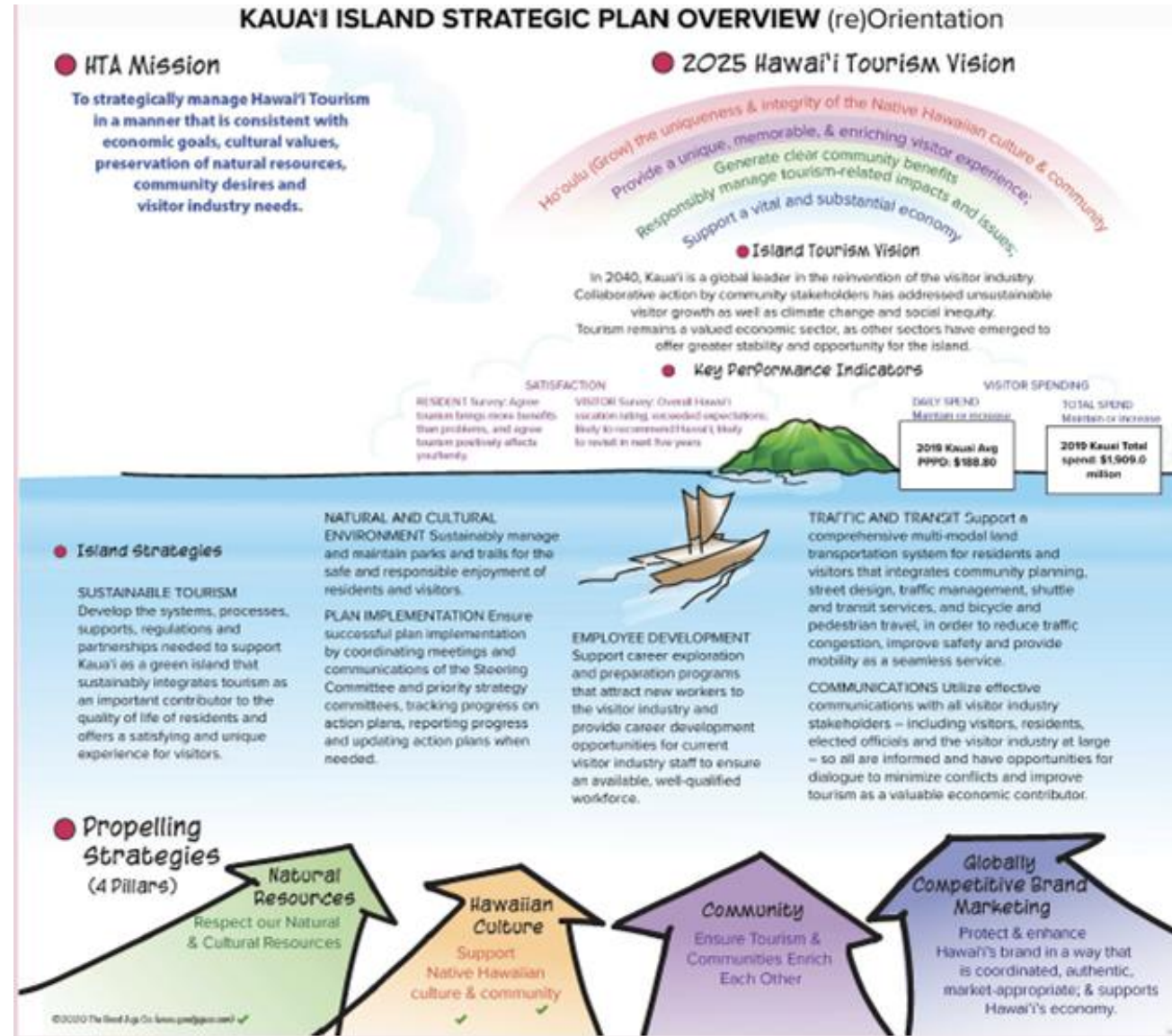


Denise Wardlow
Westin Princeville
Ocean Resort Villas
Hanalei



Marie Williams
Planning Department,
County of Kaua'i
Līhu'e

Process Overview – Reviewed Plans/Strategies/Vision



Proposed Anchor Action Summary





Proposed Draft High- Level Actions

By Kaua'i DMAP Steering
Committee

Proposed Anchor Action



Focus policy efforts

on appropriate behavior that will
instill value in both visitors and residents
for our natural and cultural resources

- Questions? Post them in Q&A

Proposed Anchor Action



Collaborate with DLNR

to develop and implement policies to increase monitoring and enforcement efforts

- Questions? Post them in Q&A

Proposed Anchor Action



**Invest in Hawaiian cultural programs
that enhance the visitor experience**

- Questions? Post them in Q&A

Proposed Anchor Action



Promote low impact “green rides”
to improve the visitor experience, reduce traffic, co2 emissions and number of people impacting spaces each day

- Questions? Post them in Q&A

Proposed Anchor Action



Develop educational materials
for visitors to have respect for our local
cultural values

- Questions? Post them in Q&A

Proposed Anchor Action



Reframe brand
to promote “regenerative tourism”
*(i.e.: ecotourism, voluntourism and
agritourism)*

- Questions? Post them in Q&A

Proposed Anchor Action

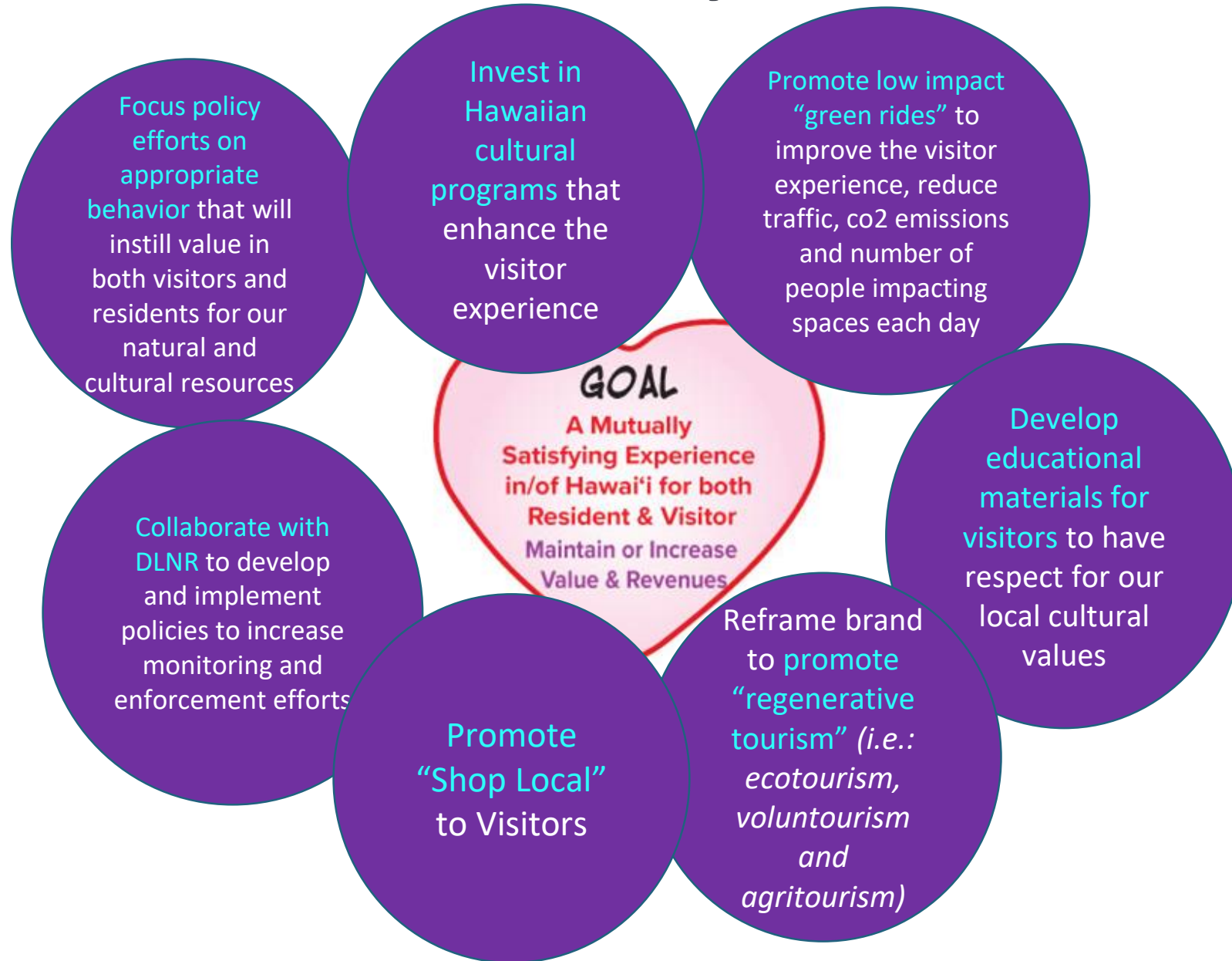


Promote “Shop Local” to Visitors

- Questions? Post them in Q&A

Q&A Draft Actions

Proposed Anchor Action Summary



Which actions do you believe will lead to a mutually satisfying resident and visitor experience AND preserve or boost economic benefits on Kauaʻi.



Which actions do you believe will lead to a mutually satisfying resident and visitor experience AND preserve or boost economic benefits on Kauai. (Use as many or few responses as you like.)

Invest in Hawaiian cultural programs that enhance the visitor experience

Promote low impact “green rides” to improve the visitor experience, reduce traffic, co2 emissions and number of people impacting spaces each day

Develop educational materials for visitors to have respect for our local cultural values

Reframe brand to promote “regenerative tourism” (i.e.: eco-tourism, volun-tourism and ag-tourism)

Promote “Shop Local” to Visitors

Collaborate with DLNR to develop and implement policies to increase monitoring and enforcement efforts

Focus policy efforts on appropriate behavior that will instill value in both visitors and residents for our natural and cultural resources

What other important Anchor Actions should be considered or added?

Invest in Hawaiian cultural programs that enhance the visitor experience

Promote low impact “green rides” to improve the visitor experience, reduce traffic, co2 emissions and number of people impacting spaces each day

Develop educational materials for visitors to have respect for our local cultural values

Reframe brand to promote “regenerative tourism” (i.e.: eco-tourism, volun-tourism and ag-tourism)

Promote “Shop Local” to Visitors

Collaborate with DLNR to develop and implement policies to increase monitoring and enforcement efforts

Focus policy efforts on appropriate behavior that will instill value in both visitors and residents for our natural and cultural resources

"Hot Spots"- List areas/sites you feel are or may become over-crowded, too heavily impacted, or have other tourism related issues and should be managed more intentionally, if any.

Next Steps?

Community:

- Submit meeting evaluation: <http://bit.ly/KauaiDMAPMtgEval>
- Submit input: <http://bit.ly/KauaiDMAPForm> (Nov 4)
- Go to HawaiiTourismAuthority.org for
 - Answers to tonight's questions (Oct 26)
 - Community input survey results (Nov 9)

Kaua'i Steering Committee:

- Will meet in mid-November to review and finalize proposed draft actions.





'A'ohē hana nui ke alu 'ia.
No task is too big when done together by all.



Mahalo

www.hawaiitourismauthority.org

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