

Lānaʻi Community Meeting

Presentation on Lānaʻi Destination Management Action Plan Process and Proposed Anchor Actions

November 19, 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 Lānaʻi

- Share and receive information
- Learn about:
 - State of tourism on Lānaʻi
 - “Regenerative Tourism”
 - Planning process
- Provide constructive solutions-oriented guidance and feedback on draft actions to consider for HTAs DMAP plans

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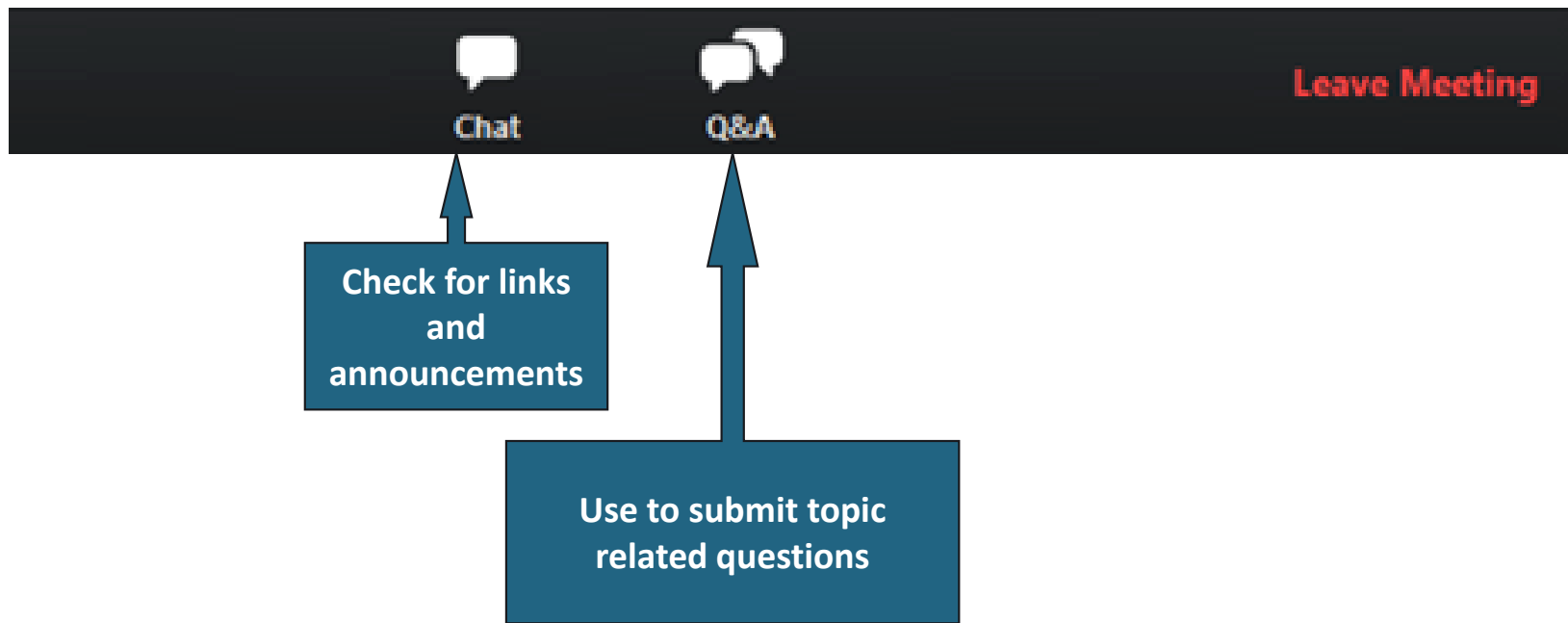
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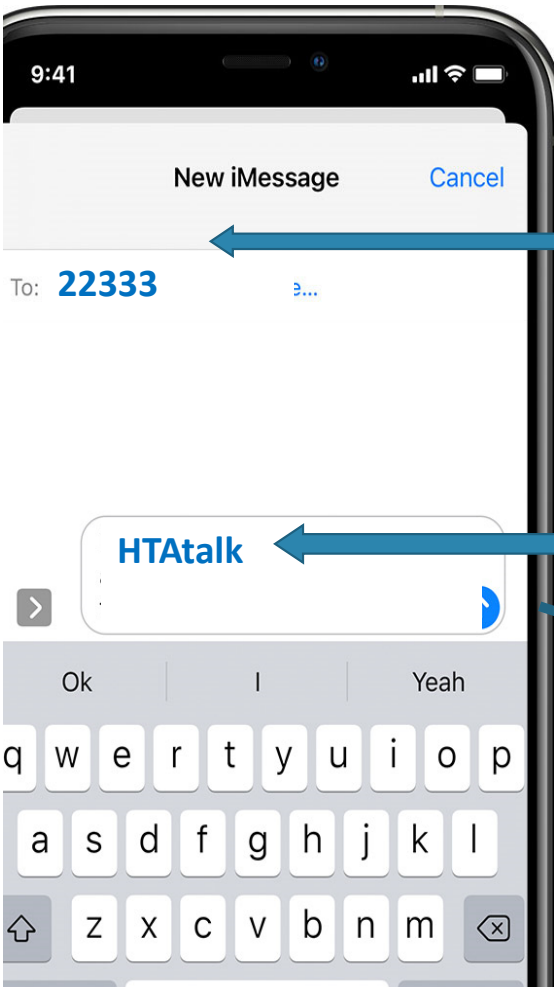
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Tech Orientation - Zoom



Tech Orientation – Poll Everywhere, real time reactions



Join by phone
with text:

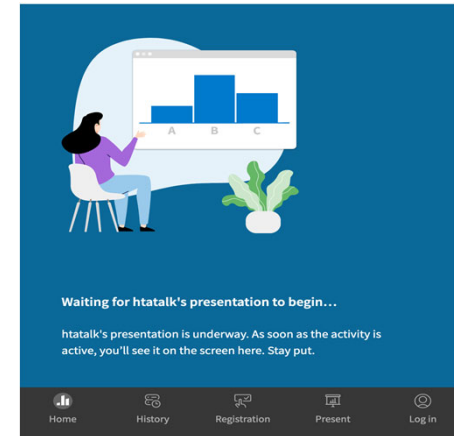
Text to: 22333

Text message: HTAtalk

Send

Wait for confirmation
message and prompts
then submit poll answers

Join by web
Pollev.com/HTAtalk

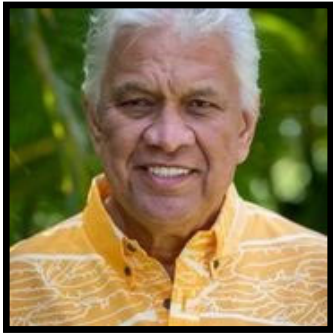


Wait for prompts then
submit poll answers

*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 Lānaʻi**

Tonight's Presenters



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



Keith Regan
Hawai'i Tourism Authority
Kaka'ako, O'ahu



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



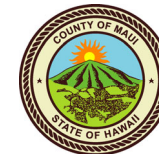
Kalani Ka'anā'anā
Hawai'i Tourism Authority
Kailua, O'ahu



Lisa Paulson
County of Maui
Pā'ia, Maui



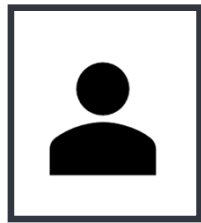
Sherry Duong
Maui Visitors & Convention
Bureau
Nāpili, Maui



Lānaʻi DMAP Steering Committee Members



Nelinia Abiles
Lānaʻi Today
Lānaʻi City



Bill Caldwell
Expedition Ferry



Kathy Carroll
Mike Carroll Gallery
Lānaʻi City



Dr. Keiki-Pua Dancil
Pūlama Lānaʻi



Alberta de Jetley
Community Member
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Sherry Duong
Maui Visitors & Convention
Bureau
Nāpili, Maui



Lisa Grove
Ola Kamoku Farm
Lānaʻi City



Kyoko Kimura
Aqua-Aston Hospitality
Wailea, Maui



Gabe Lucy
Trilogy Excursions /
Lānaʻi Ocean Sports
Wailuku, Maui



Alastair McAlpine
Four Seasons Lānaʻi
Lānaʻi City



Diane Preza
Pūlama Lānaʻi
Lānaʻi City



Shelly Preza
Lānaʻi Culture & Heritage Center
Lānaʻi City



Stan Ruidas
Community Member
Lānaʻi City



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

The background of the slide is a close-up photograph of a wood grain, showing concentric growth rings in shades of brown and tan. Overlaid on this background is the Hawaii Tourism Authority logo. The logo consists of the words "HAWAII TOURISM" in a blue, stylized, hand-drawn font. A horizontal line with a rainbow gradient (red, orange, yellow, green, blue) passes behind the text, starting from the left edge of the "H" and extending across the width of the text.

HAWAII TOURISM

AUTHORITY

John De Fries

President & Chief Executive Officer





Strategic Plan 2020-2025

**Natural
Resources**

**Hawaiian
Culture**

Community

**Brand
Marketing**

Responsible Tourism

HAWAII TOURISM

AUTHORITY

Strategic Plan 2020-2025

Global Pandemic + Economic Collapse

**Natural
Resources**

**Hawaiian
Culture**

Community

**Brand
Marketing**

Regenerative Tourism



10,400,000

VISITOR ARRIVALS 2019

Waikiki Dec. 2018 - Honolulu Civil Beat

Global Pandemic Hits

ECONOMIC COLLAPSE
BEGINS

Waikiki, Apr. 2020 - Honolulu Civil Beat



mālama
KU'U HOME

Caring for My Beloved Home



Mālama

**The Organizing
Principle For
Our Work**



Mālama Mindset

Mālama Hawai‘i

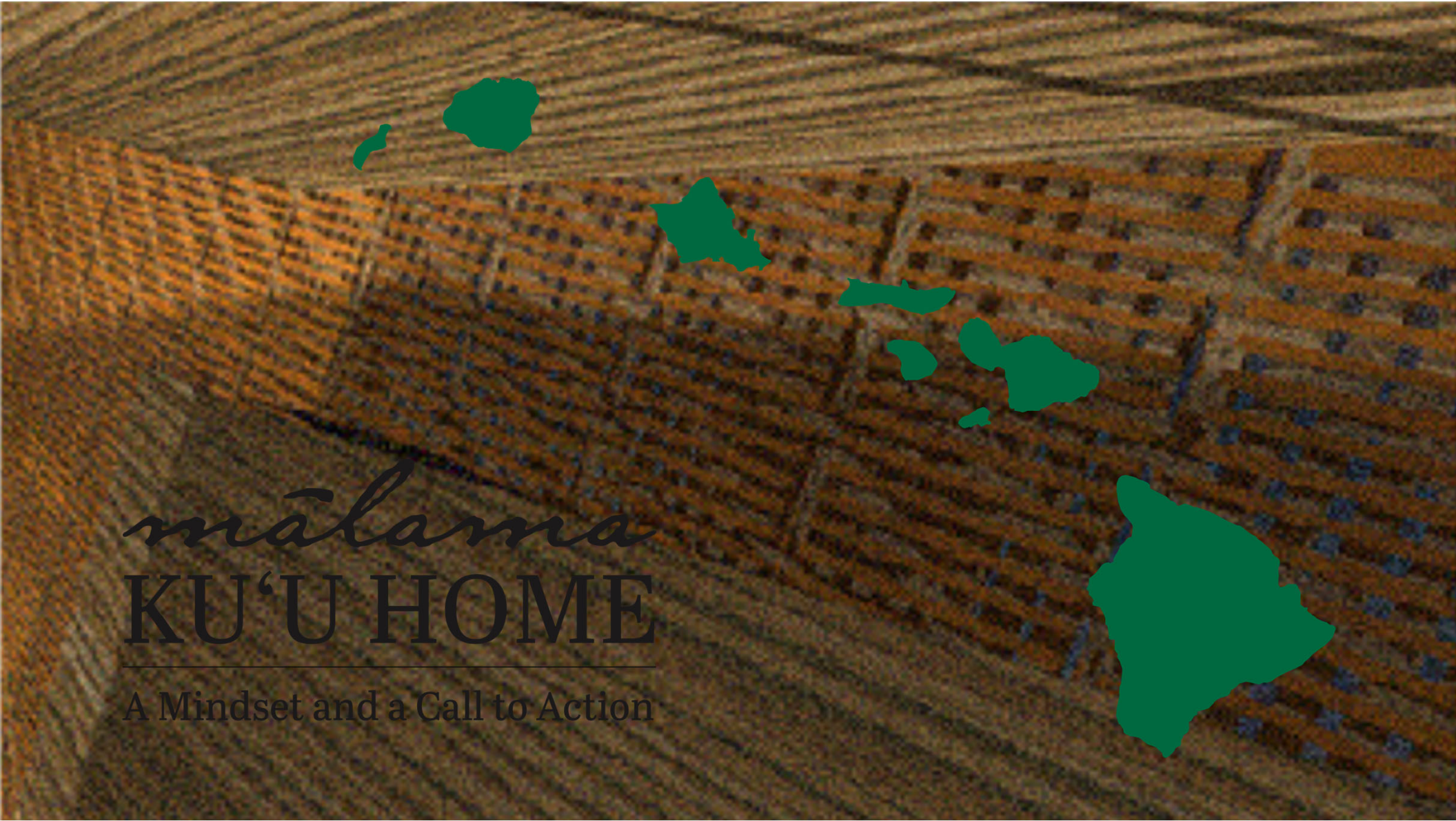
Hawai‘i Visitors & Convention Bureau

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 Kū'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



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

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 does "Mālama Ku‘u Home Lāna‘i" and the idea of mutually beneficial tourism look like to you?



Visitors to Lānaʻi



2019 VISITORS TO LĀNA‘I

84,103

TOTAL VISITORS

USD 129M

TOTAL SPEND

AVERAGE LENGTH OF STAY



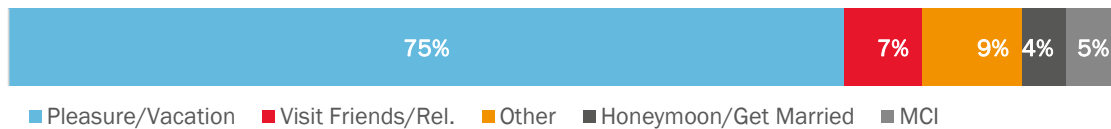
SPEND



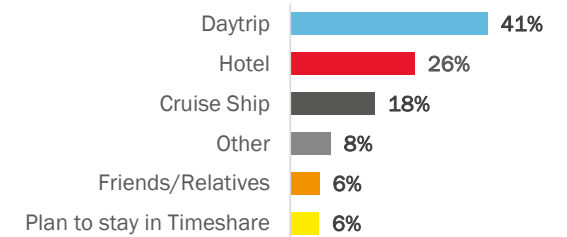
TOTAL VISITORS DAYS (%) BY SOURCE MARKET



PURPOSE OF VISIT (% of visitors)



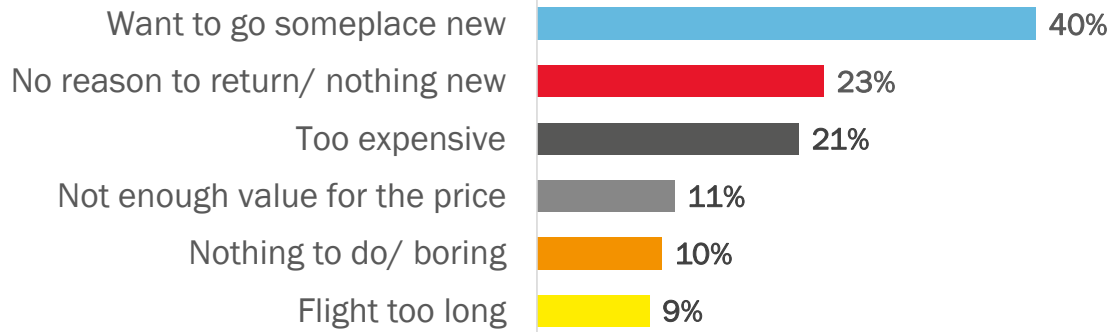
ACCOMMODATION*



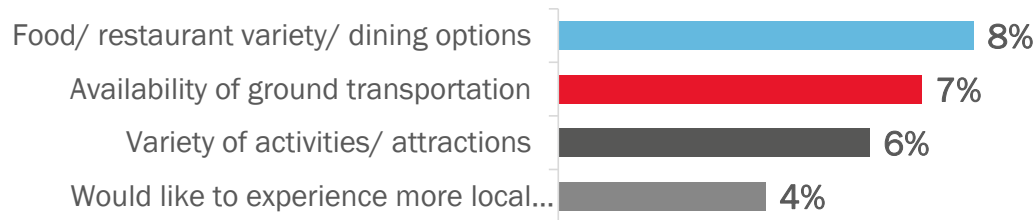
VISITOR SATISFACTION

LĀNA‘I

REASONS FOR NOT REVISITING



NEED MORE IMPROVEMENT (U.S. 2019)

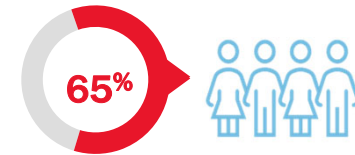


*Multiple responses, therefore, totals do not add up to 100%.

OVERALL SATISFACTION



LIKELY TO RECOMMEND



LIKELY TO VISIT LANAI IN THE NEXT 5 YEARS

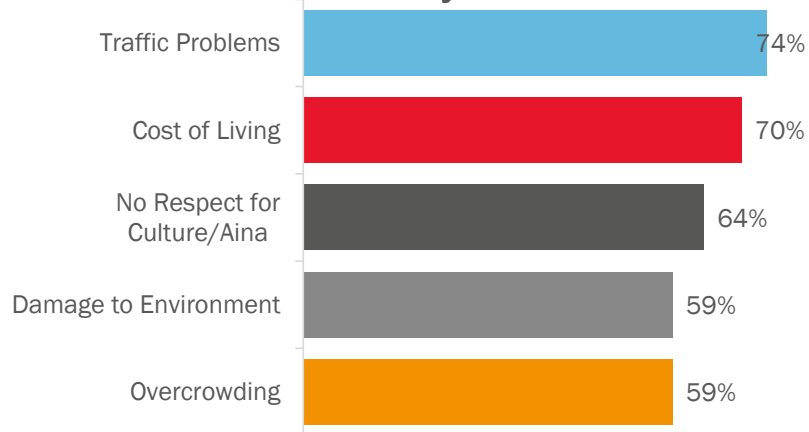


Satisfaction: The percent of visitors who rated a 7 or 8 on a scale where 1=Poor and 8=Excellent. VSAT 2019p

RESIDENT SENTIMENT

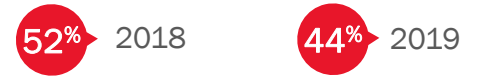
Maui County

Problems Created by Tourism (Maui County 2019)



Resident Sentiment (Maui County 2019)

Tourism has brought more benefits than problems



Positive Impact of Tourism on You & Your Family



Island being run for tourist



*Multiple responses, therefore, totals do not add up to 100%.

2020 YEAR-TO-DATE AUGUST

LĀNA‘I

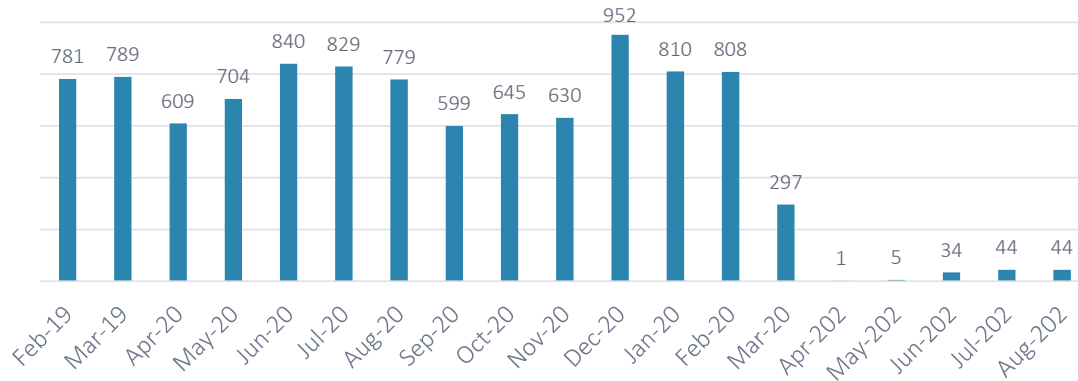
15,176
TOTAL VISITORS

-74.5%
YEAR-OVER-YEAR

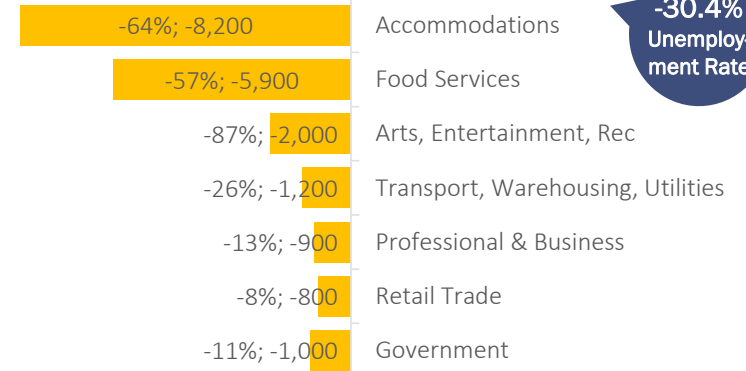
AVERAGE LENGTH OF STAY



AVERAGE DAILY CENSUS

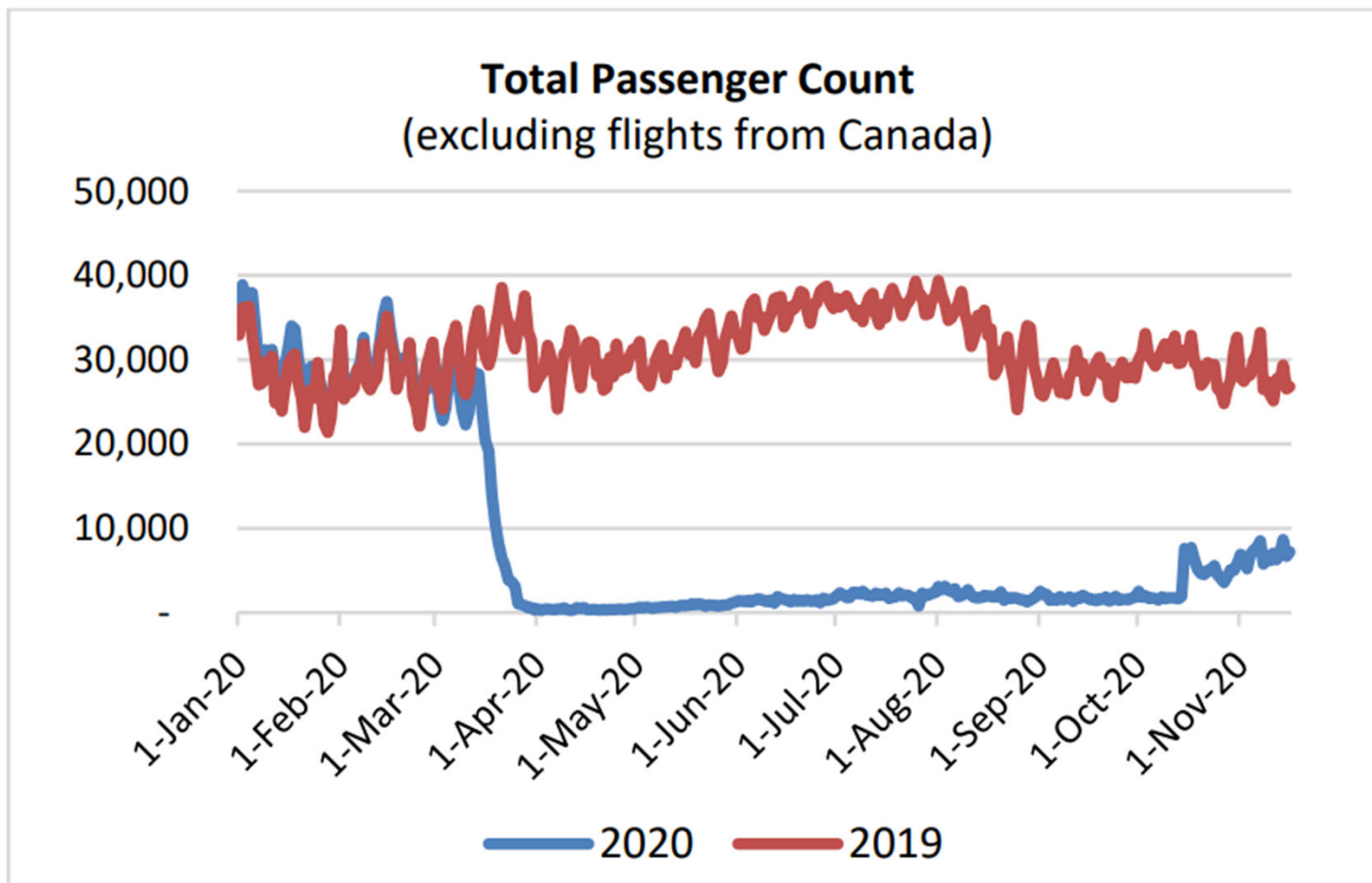


Job Loss (Maui County 2nd Qtr 2020)



-30.4%
Unemployment Rate

Total Transpacific Screened Passengers



Source: <https://www.hawaiitourismauthority.org/covid-19-updates/hta-news-releases-tourism-brief/>



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

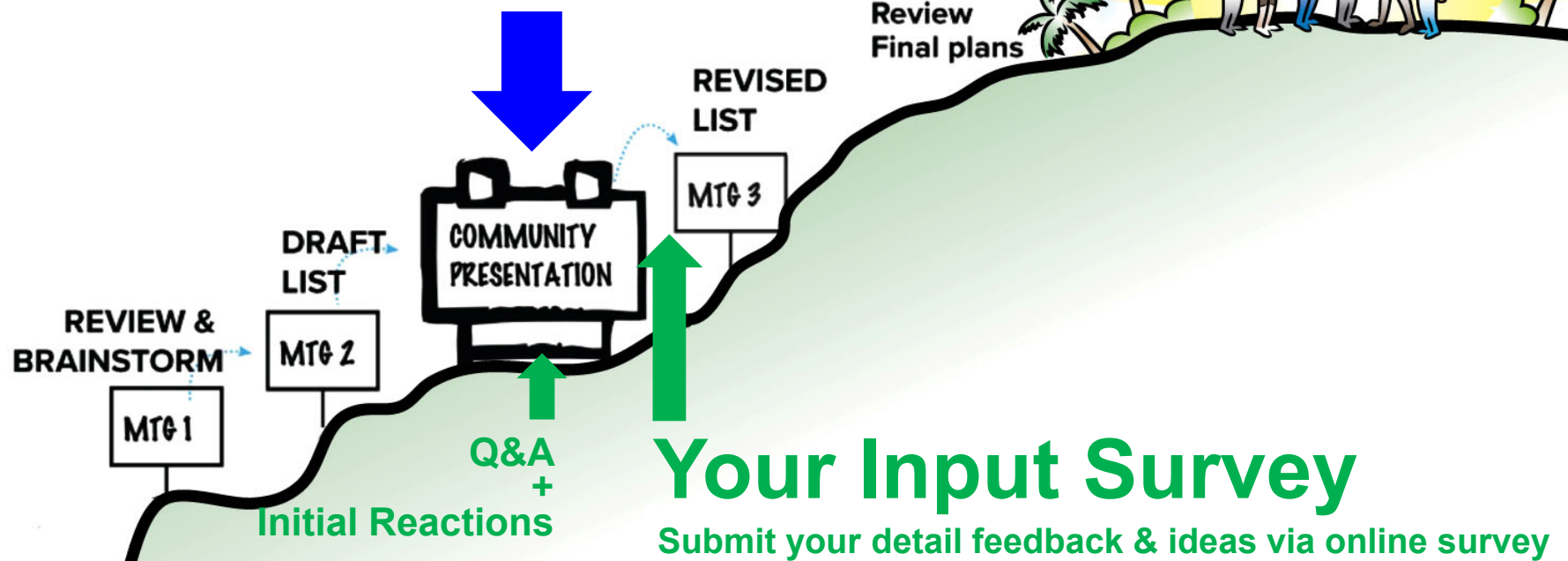
The economic benefits of tourism and impact on local services, natural and cultural resources, and residents' quality of life.

Where we are in this multi-step process:

**HTAs 2020-2025
Island Destination
Management Action Plans**

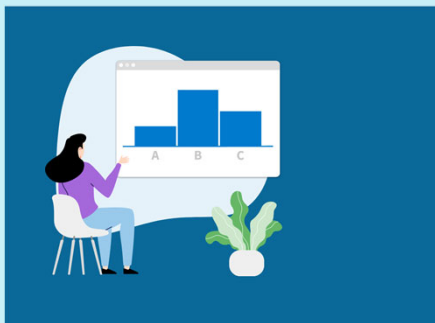
For a mutually satisfying experience
of tourism for residents & visitors while
preserving or improving economic benefits

We are here



We Want to Hear From You!

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

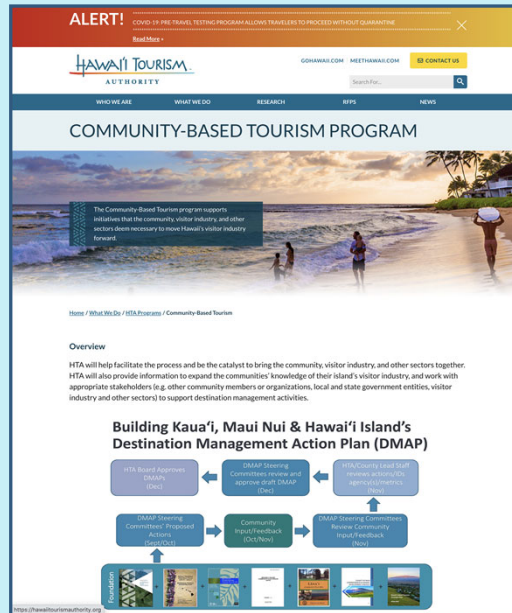


Waiting for htatalk's presentation to begin...

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 (Dec 3)
Detail input:
(bit.ly/LanaiDMAPForm)



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 Processes / 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 Committee meets and approves draft DMAP (Dec)]
    B --> C[DMAP Steering Committee based on input/feedback/adjusts DMAP]
    C --> D[DMAP Steering Committee Review community input/feedback/adjusts]
    D --> E[DMAP Steering Committee Approves DMAP (Dec)]
    E --> F[DMAP Steering Committee Approves DMAP (Dec)]
```

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

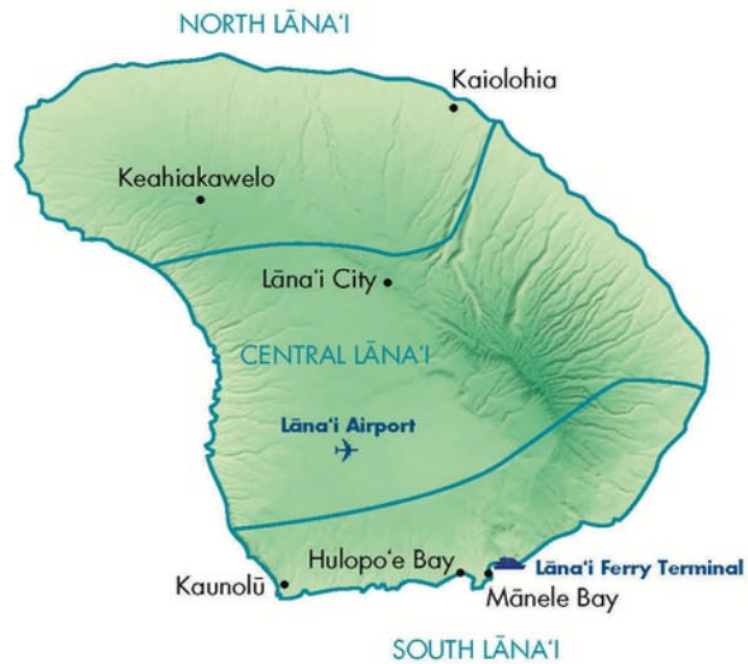
- What HTA will do with the input:
 - Compile and consider
 - Revise action list based on input
 - All comments available for public viewing



Q&A Project & Planning



Click on the map to show where you live.



Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

Steering Committee Process



Lānaʻi DMAP Steering Committee Members



Nelinia Abiles
Lānaʻi Today
Lānaʻi City



Kathy Carroll
Mike Carroll Gallery
Lānaʻi City



Alberta de Jetley
Community Member
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Maui Visitors &
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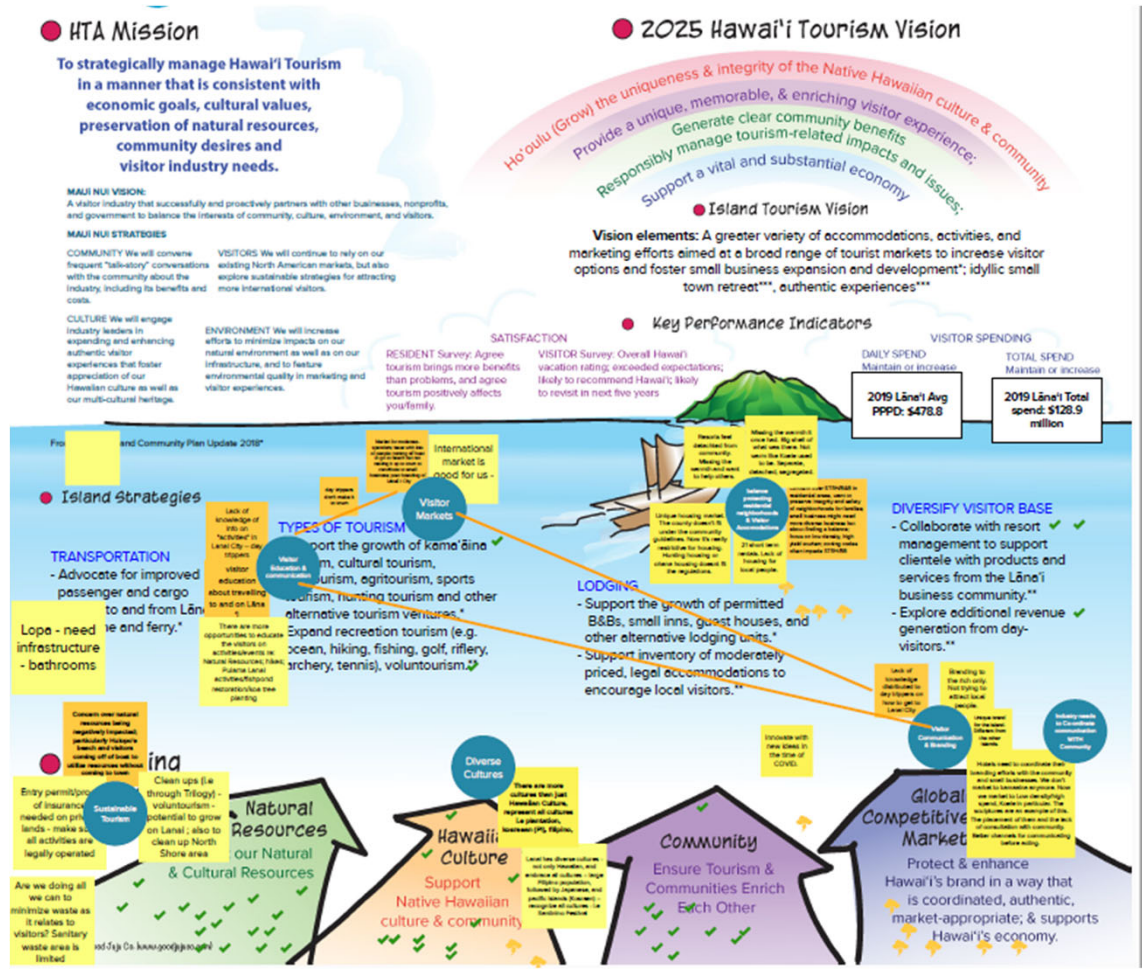


Shelly Preza
Lānaʻi Culture &
Heritage Center
Lānaʻi City

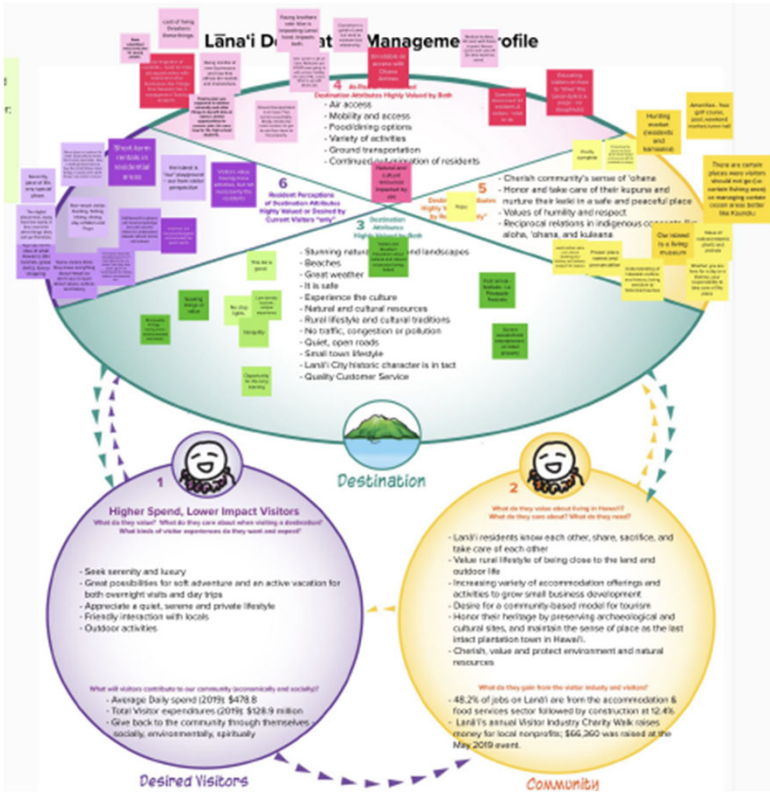


Stan Ruidas
Community Member
Lānaʻi City

Process Overview – Reviewed Plans/Strategies/Vision



The Steering Committee's Work...



Proposed Anchor Action Summary

Respect for Natural & Cultural Resources

Develop and implement a process whereby visitors to Lānaʻi acknowledge (pledge) to protect, respect, and learn about Lānaʻi cultural and natural resources, and community during their visit. This could possibly be called a Mālama Pledge.

Educate visitors on activities and events available on Lānaʻi focused on cultural and natural resources. These activities could include fishpond restoration, koa tree planting, etc.

Discourage activity companies from dropping off visitors who swim to Lānaʻi beaches and use facilities **without contributing to maintenance** of the beaches and facilities.

Encourage Sustainable Tourism practices by working with the County to support efforts such as recycling.

Strengthen Tourism Contribution

Market Lānaʻi City, not just resorts, to increase spending that goes to residents and small businesses.

Encourage and enable visitors to plan a meaningful daytrip or stay on Lānaʻi prior to arriving on island.

Explore setting up a visitors' center with a main location in town and potentially branches at the harbor and airport dedicated to providing information for all visitors upon arrival.

GOAL

A Mutually Satisfying Experience in/of Hawai'i for both Resident & Visitor
Maintain or Increase Value & Revenues

Ensure Tourism & Communities Enrich Each Other

Enhance and encourage the use of the Lānaʻi Culture & Heritage Center's Lānaʻi Guide App as part of the travel protocol for traveling to the island. Can HTA specify a private product in this plan?

Develop and implement programs to help Lānaʻi small businesses during this downturn and how best to recover.

Develop and promote niche markets, (such as hunters, historical buffs) to bring visitor dollars directly to residents.

Develop partnerships and programs with resorts and other tourism businesses to improve and enhance community relationships.

Explore ways to improve communication and safety infrastructure for residents and visitors e.g. Wi-Fi hotspots.

Support for Native Hawaiian Culture & Community

Create more educational videos or audio files to be played on ferry, airlines/airport, and hotels for visitors to begin learning about Lānaʻi's unique history, culture and community.

Support organizations that perpetuate the Hawaiian culture.



Proposed Draft High-Level Actions

By Lānaʻi DMAP Steering
Committee

Proposed Anchor Action



Respect for Natural & Cultural Resources

Develop a process for **Lānaʻi visitors acknowledge (pledge) to protect, respect, and learn about Lānaʻi** cultural and natural resources, and community.

Educate visitors on activities and events available on Lānaʻi focused on cultural and natural resources.

Discourage activity companies from dropping off visitors who use Lānaʻi beaches and facilities **without contributing to maintenance.**

Encourage Sustainable Tourism based on best practices for Pacific Islands.

- Questions on this topic? Use the Q& A Panel

Proposed Anchor Action



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Proposed Anchor Action



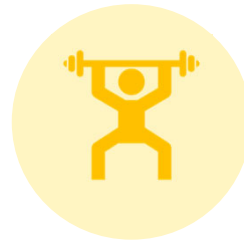
Ensure Tourism & Communities Enrich Each Other (continue)

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Strengthen Tourism Contribution

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Q&A Draft Actions



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Explore ways to improve communication and safety infrastructure for residents and visitors e.g. Wi-Fi hotspots.

Strengthen Tourism Contribution

Market Lānaʻi City, not just resorts, to increase spending that goes to residents and small businesses.

Encourage and enable visitors to plan a meaningful daytrip or stay on Lānaʻi prior to arriving on island.

Explore setting up a visitors' center with a main location in town and potentially branches at the harbor and airport dedicated to providing information for all visitors upon arrival.

GOAL

A Mutually Satisfying Experience in/of Hawai'i for both Resident & Visitor
Maintain or Increase Value & Revenues

Support for Native Hawaiian Culture & Community

Create more educational videos or audio files to be played on ferry, airlines/airport, and hotels for visitors to begin learning about Lānaʻi's unique history, culture and community.

Support organizations that perpetuate the Hawaiian culture.

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

- Develop and implement a process whereby visitors to Lānaʻi acknowledge (pledge) to protect, respect, and learn about Lānaʻi cultural and natural resources, and community during their visit. This could possibly be called a Mālama Pledge. **A**
- Educate visitors on activities and events available on Lānaʻi focused on cultural and natural resources. These activities could include fishpond restoration, koa tree planting, etc. **B**
- Discourage activity companies from dropping off visitors who swim to Lānaʻi beaches and use facilities without contributing to maintenance of the beaches and facilities. Identify and implement the best way(s) to discourage this activity. **C**
- Encourage Sustainable Tourism practices by working with the County to support efforts such as recycling **D**
- Create more educational videos or audio files to be played on ferry, airlines/airport, and hotels for visitors to begin learning about Lānaʻi's unique history, culture and community. **E**
- Support organizations that perpetuate the Hawaiian culture. **F**
- Promote and encourage the use of the Lānaʻi Culture & Heritage Center's Lānaʻi Guide App as part of the travel protocol for traveling to the island. **G**
- Develop and implement programs to help Lānaʻi small businesses during this downturn and how best to recover. **H**
- Develop and promote niche markets, (such as hunters, historical buffs) to bring visitor dollars directly to residents. **I**
- Develop partnerships and programs with resorts and other tourism businesses to improve and enhance community relationships. **J**
- Explore ways to improve communications and safety infrastructure for residents and visitors e.g. Wi-Fi hotspots **K**
- Encourage and enable visitors to plan a meaningful daytrip or stay on Lānaʻi prior to arriving on island. **L**
- Explore setting up a visitors' center with a main location in town and potentially branches at the harbor and airport dedicated to providing information for all visitors upon arrival. **M**
- Market Lānaʻi City, not just resorts, to increase spending that goes to residents and small businesses. **N**

What other important Anchor Actions should be considered?

Develop and implement a process whereby visitors to Lānaʻi acknowledge (pledge) to protect, respect, and learn about Lānaʻi cultural and natural resources, and community during their visit. This could possibly be called a Mālama Pledge.

Educate visitors on activities and events available on Lānaʻi focused on cultural and natural resources. These activities could include fishpond restoration, koa tree planting, etc.

Discourage activity companies from dropping off visitors who swim to Lānaʻi beaches and use facilities without contributing to maintenance of the beaches and facilities. Identify and implement the best way(s) to discourage this activity.

Encourage Sustainable Tourism practices by working with the County to support efforts such as recycling

Create more educational videos or audio files to be played on ferry, airlines/airport, and hotels for visitors to begin learning about Lānaʻi's unique history, culture and community.

Support organizations that perpetuate the Hawaiian culture.

Enhance and encourage the use of the Lānaʻi Culture & Heritage Center's Lānaʻi Guide App as part of the travel protocol for traveling to the island.

Develop and implement programs to help Lānaʻi small businesses during this downturn and how best to recover.

Develop and promote niche markets, (such as hunters, historical buffs) to bring visitor dollars directly to residents.

Develop partnerships and programs with resorts and other tourism businesses to improve and enhance community relationships.

Explore ways to improve communications and safety infrastructure for residents and visitors e.g. Wi-Fi hotspots

Encourage and enable visitors to plan a meaningful daytrip or stay on Lānaʻi prior to arriving on island.

Explore setting up a visitors' center with a main location in town and potentially branches at the harbor and airport dedicated to providing information for all visitors upon arrival.

Market Lānaʻi City, not just resorts, to increase spending that goes to residents and small businesses.

"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.
- Complete online input webform: bit.ly/LanaiDMAPForm (Dec 3)
- Got to [Hawaiiauthority.org](https://hawaiiauthority.org) for
 - Answers to tonight's questions (week of Dec 1)
 - Community input survey results (week of Dec 7)

Lānaʻi Steering Committee:

- Will meet in early December to review and finalize proposed draft actions.





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

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Mahalo

www.hawaiiitourismauthority.org

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