

Untitled

Current run (last updated May 7, 2021 8:17am)

7

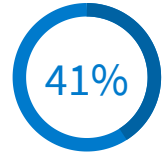
Activities

212

Participants

222

Average responses



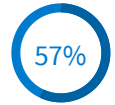
Average engagement

Share 1 word that expresses your thoughts and feelings about tourism on O'ahu



Responses

- destructive opportunity
- Not respectful, overcrowded, no aloha, do what they want, conflicted, love tourism, but we need better quality of tourist
- Exciting Economic Leakage old-fashioned parasitic
- patience Important Malama Cheap Beauty
- Grow Economy noncurated unchecked
- 20th century Overcrowded overdependent
- Too many tourists overcrowded Legacy Destructive
- Promising Hopeful aloha Htatak Vibrant
- Encouraging BOUNTIFUL Essential Agriculture
- Lots of change in the future challenging Confusing
- voiceless Unbalanced Overuse potential essential
- Exploited Opportunitychange Too much
- Overcrowded complicated irresponsible necessary
- Dismal Hopeful Potential Kuleana opportunity
- Needed precarious Greedy Over tourism Hopeful
- alohaneeded Unsustainable Resurgence
- Complicated important impactful Vital Frustrating
- Economy overuse unsustainable Conflicted
- Exploitive Overcrowded Dream challenging
- opportunity Overcrowded overcapacity Culture
- Overwhelming Livelihood Lokahi 🌺 Noelani
- unsustainable excessive optimistic Missing
- essential essential NoPivot Degradation Share
- unique Overcrowded complex Co-Dependent
- Important Important polarized decimated



Engagement

121

Responses

Responses

Disconnect	Unprepared	NEEDED	Unmanaged
Conflicted and hopeful	overcrowded	overcrowded	
Overwhelming	Relieved	hopeful	Opportunity
Critical	Frustrating	essential	Culture
EconomicEngine	Risky	Overwhelming	Aloha
Dismal	safety	opportunity	Overcrowding

What does "Mālama Ku'u Home O'ahu" and the idea of mutually beneficial tourism look like to you?

" One that focuses on decedents of Hawaii first for home ownership/enjoyment of land. Then focus on educating tourist on the culture and regulate overcrowding and destruction of our roads. "

" Our family communities are being

Responses

One that focuses on decedents of Hawaii first for home ownership/enjoyment of land. Then focus on educating tourist on the culture and regulate overcrowding and destruction of our roads.

Our family communities are being exploited. Why is HTA not prioritizing protecting our neighborhoods where our keiki are growing up from the impact of t

Question; what are some of the possible impacts on locals and communities will proposed stratigies have and how has the plan addressed those impacts to o

our island challenges of resources, environment and economy be shared with our visitors

reciprocal

culture and hawaiian practices is prevalent and integrated

respect for residents and the land Execution

take care of the land Technology Coordination

balance of guests and locals living in harmony and aloha

treading lightly on the land

Tourism is not mutually beneficial right now. We're letting uneducated tourists kill our environment because we need their money.

PLACEMENT respect Necessary HTAtalk kuleana

safety/love Collaboration Malama kanaka and malahine

sustainable He nohona ho'omanawanui Responsibility

respect respect Kuleana UNDERSTANDING

Kingdom of Hawai'i Lokahi Malama aina aloha

Hawaiian Respect Peace discovery Regenerative

Balanced Caring For Our Home healthy balance

aloha aina Beauty residents quality of life

Pono & Lōkahi with Innovation for local business recovery



Engagement

183

Responses

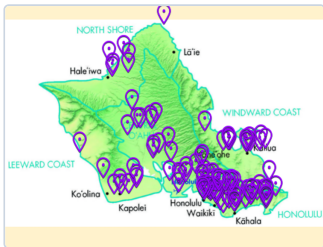
Responses

Cooperation	RESPONSIBILITY	Much higher visitor fees		
Respect	Co-learning	limits on numbers	care	
mindful	regenerative	RECIPROCAL	Respect	
LessIsMore	environmental	Htataalk caring for community		
Happy	Collaboration	Aloha	Less	HTAtalk
responsible	Kuleana	Obana		
Hawaii Families Prioritized First	Stewardship	Protected		
SenseOfPlace	collaborative	happy residents		
Mutual respect	Waiwai	hilina'i (trust)	mutual	
To me, tourism is like a drug. We think we need it but it's killing us. Our environment is being killed right this minute and there's no control because we're so desperate for the money.				
Awareness. Using influencers as advocates		RESPECT		
Carrying capacity	Sales	Balance	Respect	
HTAtalk UNDERSTANDING	Caring for community	protective		
One that benefits the host. We, the kamaaina.		Care		
optimism	Balance	Respect	balance	Care
Balance	Limits	Just	respect	respectful
Consideration	People and place first	Synergy		
KULEANA	partnerships	Equitable	Protection	
future	Kindness	Education	Stewardship	Values
Hawaiian	space	Generational	Regenerative	
balance	LessPeople	Participation	aloha aina	
Balance	giving back	Care	open minds	holistic
Minimal numbers	Understanding	Stewardship	Care	
Sustainable	Legacy	Stewardship	Kuleana	

Responses

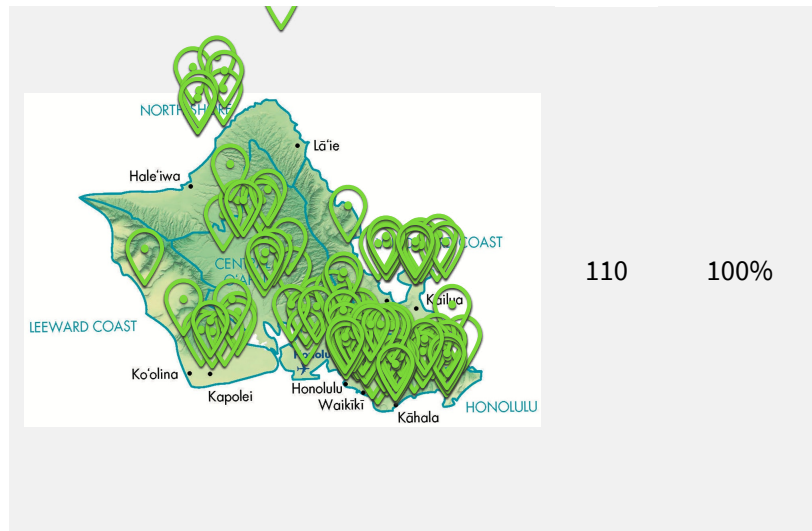
- Accountability Hawaiian values Respect managed
- balance Aloha Kuleana Aloha'Āina Kuleana
- Unity Nonextractive Community benefit stewardship
- Balance Balance Stewardship Balance balance
- Engaging Kuleana Understanding sustainable
- Support Responsibility Legacy Togetherness
- kuleana Balanced Thriving Protect authentic
- Thriving Balance SHARING Reciprocity Respect
- Kānaka Kuleana Balance smiles Balance
- Stewardship reciprocity Travel2change Balance
- Balance Commitment Aloha respectful balance
- Aloha

Click on the map to show where you live.



Response options

Count Percentage



Engagement

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Responses

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

Response options	Count	Percentage
Establish a “Regenerative Tourism Advisory Committee” for the City & County of Honolulu to identify and manage problem issues for O‘ahu.	45	7%
Manage number of visitors on O‘ahu by discouraging short-term vacation rentals.	37	6%
Identify, assess, and prioritize key hotspots on O‘ahu that need to be better managed.	52	8%
Develop a reservation system to monitor and manage users at natural resource and cultural sites.	42	7%
Develop and implement marketing programs to attract positive impact travelers who prioritize environment, culture and investing in our local community and effectively decreasing the interest of undesired travelers.	34	6%
Implement a pre- and post-arrival tourism marketing communications program to encourage respectful and supportive (regenerative) behavior.	28	5%
Develop, market, encourage, and support more collaborative, curated experiences that enrich residents and visitors alike.	30	5%
Foster seamless interaction between community and visitors through cultural experiences and knowledge.	16	3%
Work with Destination Management Companies and Meeting Planners to integrate a respectful and supportive visitor program for Meetings, Conventions & Incentives market.	32	5%
Continue to develop and implement “Buy Local” programs to promote purchase of local products and services to keep funds in our communities and minimize carbon footprint.	58	9%
Expose visitors to quality local products vs. generic/mass manufactured “local” items.	28	5%

39%

Engagement

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Responses

Response options	Count	Percentage
Expand on programs that strengthen partnerships and encourage mutual support between the visitor industry and community organizations.	48	8%
Create certification programs to ensure that visitor industry professionals are more knowledgeable and share appropriately with visitors.	35	6%
Expand programs in hospitality training across all facets of the visitor industry.	25	4%
Implement communications program to encourage resident participation and better understanding of the how “regenerative tourism” is being implemented.	33	5%
Deepen investment in partnerships with industry to expand sustainable environmental practices.	34	6%
Establish a “Regenerative Tourism Fee” where money goes directly to support repair/restoration of hotspots, management of sites, unfunded conservation liabilities and natural resources issues.	40	6%

What other important Anchor Actions should HTA consider?

“ Improved Airport Experience ”

“ We have a changing community and our anchor is the host culture. So please connect with Filipinos, other Pacific Islands etc. That way, regenerative is defined well. ”

“ Not sure where this fits but have

Responses

Improved Airport Experience

We have a changing community and our anchor is the host culture. So please connect with Filipinos, other Pacific Islands etc. That way, regenerative is defined well.

Not sure where this fits but have local newscasters please do not wear suits and ties for the men

Showing the people of Hawaii and their communities that they are the priority, they matter and are valued

Zero carbon goals

Determine carrying capacity including the number of residents, military, tourists for each island, each community, beaches, cultural sites, hiking trails etc. per day and month.

Support all HTA strategic plan pillars - not just "marketing". It feels like "advertising" is the giant pillar and the others relatively small pillars. And clarify to stakeholders that "marketing" doesn't equal "advertising" - it covers the range from client needs assessment, product development, all the way through advertising and the feedback loop after the product is delivered.

Reach out to the community and listen to their concerns. This has been an issue with covid and community, as well as the concerns addressed here.

Let's make the private rentals prove to us why they should have a license, not going with a simple lottery to see who gets a license

Interaction of legislature with key customers (Leisure and MCI) to share the message so there is more understanding of the hospitality viewpoint.

Fund signage and local tour educators to mālama their ahupua'a and find resources to continue that cultural awareness

Diversify hta board

We need better vocabulary for the players in this. We are all living here, even if it's only for a week.



Engagement

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Responses

Responses

Funding is key. Most of the good words and thoughts are not new.

Please consider adding actions that mitigate invasive species intro and spread.

More options for state maintained trails with fees to cover restoration and preservation to decant areas being run into the ground

Make high visitor fees that go back into conservation

Vacation rental control and contribution to local cultures and programs.

receive the support of the elected officials to let HTA do their job and support the community

We must allocate needed funds to agencies who can help reverse the damage done to our state.

More sustainability within industries and businesses

Educate tourists on how to be responsible - health, culture, environmental.

Manage the bathrooms and showers at the beaches since both residents and visitors use them. Our crown jewel.

Being able to make Best Management Practices that are not economically driven but more protection of our natural and cultural resources.

Invest in marketing cultural educational content that can partner with hotels, airlines, etc. .. ie: Intro video of Hawaiian values on flights heading to Hawaii and QR code's to download and continue watching

Include the overall community in the input including military and government residents

Improve Airport Experience (Fast, Efficient) so visitors can get out of their and spend their time

Continue to explore ways to limit the number of non-resident visitors beyond limiting non-licensed short-term rentals.

Responses

Partner with the legislation to prioritize the TAT funding that is not reinvested in HTA and gain more transparency overall (ie where does the other \$500million get spent to support infrastructure, parks, resources)

Proactive communication & education with visitors prior to arrival

More specific information on YouTube to educate before guests come ... on specific topics. Wave education is key.

Eliminate Single-Use Plastic in Hawaii so waste is not such a big problem - we are an island

Support tourism industry workers- better pay and more advancement and educational opportunities

The culture of Aloha is built on the shoulders of locals. Happy locals = happy tourists who will return.

We must have a maximum number of arrivals into Oahu. Quality of life & pleasant vacation is more important than money.

Limit the number of rental cars

More partnership opportunities with tourism industry companies "adopting" locations and helping to maintain them "together" with state and local workers.

Develop our youth to become the future leaders to carry on this vision in collaboration, cultural appropriateness, and cross-sector connections to make sure we mālama i ko kākou home in perpetuity.

Capping visitors per year

develop a volunteer program within communities to assist with monitoring and enforcing rules in critical areas

Manage marketing contractors so that their messages and visitors are more aligned with the plan. I can't forget the marketing video that featured parrots in a rainforest that was NOT Hawaii.

Tourism experts with authority in other gov departments

Have tourist reserve to come to hawaii that is how you could keep track of them

Responses

seeking alternative short term revenue sources; example - analyze existing real estate licensing laws to seek registration of all rental agents of vacation rentals. HTA could use this as a revenue opportunity to be the central agency with licensing oversight.

Continue to communicate and use community outreach as much as possible

More Community partnerships and empower HTA to collaborate with other agencies...make a HUI

Work with the counties to manage our resources. Too many tents and umbrellas taking up the beaches. Need to look at revenue for the counties.

Involve our schools so they learn about the communities they live in and develop the respect we need for long term sustainability

Synergy with existing orgs & E Ohana Hou. No one left behind

Encourage educate NEW residents to connect them to the aina and people of our history legacies and aloha

Keep HTA more funded

Implement impact fees for hotspot areas.

The state needs to gather all the community service projects and organizations where a tourist can participate before they come so they know what the

Working with community leaders to attract sustainable group business (like John's IUCN reference)

Educate residents how MICE visitors contribute to our local economy and community, especially CSR opportunities. MICE visitors don't necessarily behave the same as some FIT visitors.

This could be a huge platform for green jobs, including entry level - let's stop the brain drain!

Focus on appropriate cultural integration within visual advertisement in Waikiki and beyond

Supporting regulating commercial tours and their presence and use of our beaches AND their penetrating residential areas to get to attractions/beaches

Responses

Active participation in High Schools with tourism programs

Educate legislators on the importance of supporting these initiatives.

Incentive high guest to visitor ratios (i.e. more local jobs)

Collabrative organization to Focus on decedent residents that are struggling as tourist drive up cost of living

Limit the number of hotel rooms

Better enforcement of laws especially protecting our nature and sealife

Follow up committees/Recommendations by planning district

Recognize and support those that are doing it well so the industry has positive examples, and hopefully to help encourage - and ideally build capacity - of those doing it well.

Off peak revitalization of natural resources

Resident education to take care of oahu

HTA RECEIVE THE PROPER FUNDING TO MARKET HAWAII

We must have a reporting system for residents to report, and have action taken, when illegal operations, unsafe situations, etc. We feel powerless now.

If you make Hawai'i good for Native Hawaiians, it will be good for everyone.

is there any current data that supports the vision of these desired visitors?

Reduce the amount of people coming in general - its unfair to focus just on short term rentals - why not limit hotel growth and limit expansion?

Seeding feasibility studies for activities which meet the DMP guidelines.

It's important to educated tourists on how to be responsible stewards of our Aina, but also important for locals (especially younger ones) to Malama our

Partnerships with private companies who can "adopt" areas such as trails, etc..

Responses

Involve the generations to come: they need to be excited about keeping this new industry going.

It is critical we define the lead agency(ies) that are responsible to manage tourism. As noted, the City and DLNR do not currently have the capacity.

Policies and/or programs that prioritize residents interests and efforts to partner with other industries outside of tourism. Diversify.

Incentivize sustainable business practices

What is our Tourism Culture

If you make Hawai`i good for the residents, it will be good for our visitors

Each community has its own issues. One size will not fit all.

Pauses in tourism or no tourism windows

INFRASTRUCTURE

One issue which should be addressed is the management of tourism services vendors to ensure that they deliver their experiences with minimal impact on citizens. There should be a Vendor Management entity in HTA to work with vendors to minimize impacts and to accept complaints and work with vendors to resolve. The approach can be collaborative rather than having to have legal authority. Examples which come to mind are tour busses with loud speakers (where in Europe they have headphones), Segways running people over on sidewalks in Waikiki, Surf Schools using Kuhio beach and park and parking all day in 2 hour limit areas. There are plenty more. Bob M. mentioned a "Pono" certification for vendors. This entity could be used to designate vendors who are deserving.

Short term:

Becoming a carbon neutral destination

"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.

- " Nuuanu "
- " Makaha "
- " Waimea "
- " Lanikai "
- " Pupukea MLCD "

Responses

Nuuanu Makaha Waimea Lanikai Pupukea MLCD

diamond head area overall china walls

koko head stairs, haunama bay, other hiking trails

Leeward's challenge is how not to be like the heavily impacted, and over-crowded areas, and be exemplary in community-based regenerative tourism. HTA can also motivate roactivpe rather than reactive.

Ali'i Beach Park All of Oahu Makapuu hiking trail

Oahu

right now the roads into/through/throughout Hale'iwa are too congested to be able to accommodate more tourists and keep residents happy

North Shore FROM KAENA TO KAHALUU

Our beaches and our freshwater sources PCC

Hawaii Kai and Waimanalo Chun's reef. farmers markets

North Shore, many beaches and trails Kailua

Piikoi Onramp The freeways Waikiki Kailua

Beach parking Laniakea ... sad All hiking trails.

All hiking All hiking areas Parks

hiking areas with limited parking

The number of visitors RIGHT NOW is about max.

Sunset beach Ocean Tours along Waianae Coast

Diamond Head Keawaula North Shore Beach Parks

Hiking spots, including Lanikai pill box - encroachment on residential properties. Kailua, Oahu.

Waimanalo Beach Makaha/Waianae Beach park parking

Everywhere becomes crowded when social media influencers post without proper education



Engagement

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Responses

Responses

Pill box hikes

Pearl harbour

More public restrooms in Haleiwa and the North Shore.

Country

Kailua

Lanikai

Hanauma

Monk seal sanctuary > Kaimana Beach

vacation use homes

Lanikai

kapahulu avenue

Town

Waikiki, Lanikai.

Sidewalks of Waikiki. Bicycles, Segways, Skateboards should be banned. And there should be signs on light poles to make visitors aware.

TRAFFIC!! our roads are jammed!

Sharks Cove

Pretty much all the main spots - Waikiki, east side, North shore...

Waikiki

Hawaii Kai

North Shore

Kailua- pill box, the mokes, boat ramp, lanikai

All trails

Makua

NORTH SHORE, NORTH shore, NORTH shore, NORTH SHORE

Hiking spots and Koko Crater

Ka'ena Point

Waimea Bay

Hawaii Kai marina and Maunalua Bay, we've allowed visitors to chase the whales & dolphins away

Wahiawa

north shore

Trails & beaches that are not audited and protected by local residents

Sharks Cove

Kailua

Edges of Waikiki

Manoa Falls trail can be like a continuous line of people.

Every beach and hike!

Lanikai / residential

North Shore, kailua

Kaimana Beach

All hiking!!!!!!!

Hiking trails

Need more parking in Haleiwa

Hiking trails especially Moanalua Valley/ Kamananui trail leading to Stairway to heaven/ Haiku

Waikiki

Haleiwa

Waikiki/Ala Moana

All of Oahu

Responses

Manoa	Spitting caves
koko head - both residents and tourists	kailua
any hike with a waterfall	
The entire North Shore and Lanikai. Makapuu tide pools.	
Ala Wai: canal, marina and magic island	parking
	Waikiki
LANIKAI PILL BOX HIKE	Lanikai
	Wahiawa
Mokulua Islands	Koko Head Trail, Lanikai Beach
Entry level trails	Kaena point
	Diamond Head
	Kailua
Makua	Vacation rentals
	Kailua
	Kailua
	Waikiki
The core of Waikiki	lanikai
	Diamond head
Sharks Cove // pupukea Marine Life Conservation District.	
Kailua!!!	All hiking spots
	All of Oahu
	North shore
>sigh < LANIAKEA	Waikiki Waikiki Waikiki
	Waikiki Beach
All easy hikes	Lanikai beach
	Waikiki Beach
Karen's point	Waianaes
	NORTH SHORE IN ITS ENTIRETY
Kailua	