



# Island of Hawai'i Destination Management Action Plan

Our journey to regenerative tourism.

He aloha Moku o Keawe, Hawai'i 2023 *"Our beloved Hawai'i"*

# Hawai'i's journey to regenerative tourism and destination management.





## STEERING COMMITTEE

[Home](#) / [What We Do](#) / [Destination Management](#) / [Island of Hawaii](#) / [Steering Committee](#)

### Steering Committee

The Steering Committee members are comprised of residents of the Island of Hawaii. They represent not only the communities that they live in, but also the visitor industry, different business sectors, community and non profit organizations. They will guide and develop suggested actions for Hawaii's Destination Management Action Plan.

#### ISLAND OF HAWAII STEERING COMMITTEE MEMBERS FOR KAUAI DESTINATION MANAGEMENT ACTION PLAN

**Micah Alameda\***  
*HTA Board Member*  
Na Leo TV

**Craig Anderson**  
*Island of Hawaii Chapter Chairperson*  
Hawaii Lodging and Tourism Association

**Ross Birch\***  
*Executive Director*  
Island of Hawaii Visitors Bureau

**Kaiulani Blankenfeld**  
*Director of Hawaiian Culture*  
Fairmont Orchid

**Ulu Ching**  
*Senior Program Manager*  
Conservation International

**Tane Datta**  
*Owner*  
Adaptations Inc.

**Jessica Ferracane**  
*Public Affairs Specialist*  
Hawaii Volcanoes National Park

**Cheryl Kauhane Lupenui**  
*President and CEO*  
The Kohala Center

**Kaiu Kimura**  
*Executive Director*  
Imiloa Astronomy Center

**Kuuipo Kumukahi\***  
*HTA Board Member*  
Hyatt Regency Waikiki

**Wendy Laros**  
*Executive Director*  
Kona Kohala Chamber of Commerce

**Bob Masuda\*\***  
*First Deputy Director*  
State of Hawaii - Department of Land & Natural Resources

**Margo Mau Bunnell**  
*General Manager*  
Roberts Hawaii

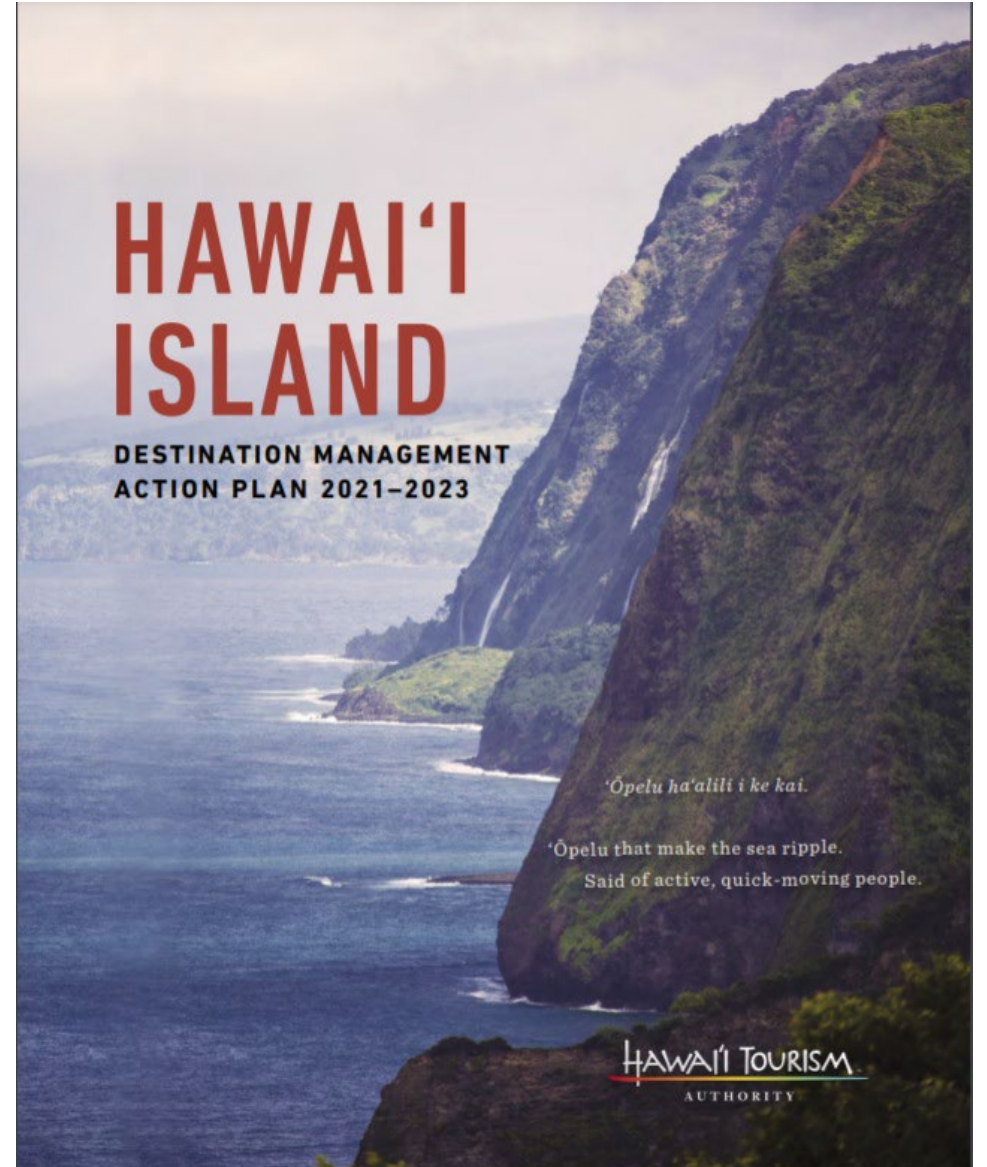
**James McCully\*\*\***  
*HTA Board Member*  
McCully Works

**Linda Nako**  
*President*  
Hawaii Island Visitors Bureau/Hilo Hawaii

**Jesse Potter**  
*President*  
Pohaha I ka Lani

**Rachel Solemsaas**  
*Chancellor*  
Hawaii Community College

**Pomai Weigert**  
*AgBusiness Consultant*  
GoFarm Hawaii







# Pololū Stewards IHVB DMAP Salary-Gap Support – DLNR, HTA, KUPU

**Action A:** Protect and preserve culturally significant places and hotspots.

- 4 months salary gap support
- \$23,600 funded
- A/A.3 Protects and preserves culturally significant places and hot spots, increase community-led initiatives to steward and manage HI's culturally significant places including Pololū Valley, Waipio Valley and other hot spot locations.



# Waipi'o Valley Interpretative signs

ACTION F (F2). Provide visitors with easy access to messaging, including increasing information pathways and educational materials, related to protecting culture and sense of place

\$5,213 funded

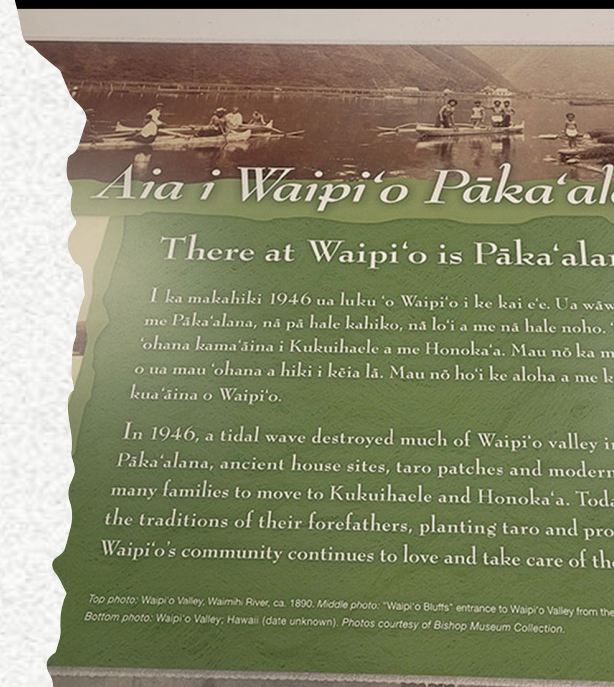






Photo credits: Island of Hawaii Visitors Bureau (IHVB) / Kirk Lee Aeder

## Island of Hawai'i Visitor Bureau Seeks Mini RFP Proposals for Events and Festivals

[Edit article](#) [View stats](#)



Rachel Kaiama  
Destination Manager - Hawai'i Island

# Supporting Communities

**Action G:** Invest in community-based programs that enhance quality of life for communities.

\$124k funded





# Community and Culture-based Education Curriculum Program for Communities with visitor facing opportunities.

There is a growing need to mitigate the impacts of tourism through the community and through the education and curriculum development of the 'āina (place) culture (mo'omeheu), history (mo'ōlelo) and people (na kānaka



**HAWAII TOURISM**  
AUTHORITY

Ke'ena Kuleana Ho'okipa O Hawai'i  
Hawaii Convention Center  
1801 Kalakaua Avenue, Honolulu, HI 96815  
kelepona tel (808) 973-2255  
kelepa'i fax (808) 973-2253  
kahua pa'a web: hawaii tourism authority.org

Josh Green, M.D.  
Kia'āina Governor

John De Fries  
Pelekikena & Luna Ho'okele  
President & Chief Executive Officer

For Immediate Release: April 28, 2023  
HTA Release (23-19)

## Proposals Sought for Keaukaha Community Cultural-Based Education Program on Hawai'i Island

**HAWAII ISLAND** – With funding provided by the Hawai'i Tourism Authority (HTA) and in collaboration with the County of Hawai'i, the Island of Hawai'i Visitors Bureau (IHVB) is seeking proposals from non-profit organizations to develop and operate a community cultural-based education program in the Keaukaha area that will help balance the preservation of cultural and natural resources with mindful visitation.

The residential community of Keaukaha has endured increased visitation and overcrowding at Hilo's most-visited beaches, being minutes from Hilo Harbor and the island's east-side port for cruise ship passengers, and Hilo International Airport. During HTA's [Hawai'i Island Destination Management Action Plan \(DMAP\)](#) process which began in 2020, residents called out this growing need to mitigate visitor impacts to their community through place-based education of 'āina (place), mo'omeheu (culture), mo'olelo (history) and kānaka (people).

"HTA is working alongside the community to address residents' concerns and further support cultural and natural resource preservation in Keaukaha," said HTA's President and CEO John De Fries. "We are taking the community's lead in how they envision this cultural-based educational program to be developed and look forward to supporting the important work and stewards of this special place."

**ACTION G/G1:** Invest in community-based programs that enhance quality of life for communities.

**ACTION B/B5** Increase support and opportunities for cultural practitioners and community members to interact.



ACTION D: Create opportunities for ongoing dialogue, communications, and engagement between the visitor industry, government and communities to improve community-industry relations and better serve the community.





# DESTINATION MANAGEMENT ACTION PLAN FOR HAWAII ISLAND »

The community-based plan is a three-year roadmap for redefining tourism on Hawaii Island.

[VIEW HAWAII ISLAND ACTION PLAN](#)

Topics: All [Filter by Topic](#)



HAWAII ISLAND

Jun 7, 2023

[Kīlauea Volcano Erupts Within Halema'uma'u »](#)

[Visitor Education](#)



HAWAII ISLAND

May 2, 2023

[Look Out for it this May for National Travel and Tourism Week! »](#)

[Community Programs](#)



HAWAII ISLAND

Apr 28, 2023

[Proposals Sought for Keaukaha Community Cultural-Based Education Program on Hawaii Island »](#)

[Community Programs](#)



HAWAII ISLAND

Apr 28, 2023

[HTA / IHVB Set Up Shop Over Merrie Monarch Week to Share Hawaii Island DMAP and HTA's Community Programs »](#)

[Community Programs](#)



HAWAII ISLAND

Mar 29, 2023

[Hawaii County meets with Lower Puna Coastline Community, HTA, IHVB and DOCARE to talk about Puna's visitor facing challenges »](#)

[Regenerative Tourism](#)



HAWAII ISLAND

Mar 7, 2023

[Mālama in Action: 'Āina Ho'ōla Initiative on HI Now »](#)

[Natural Resources](#)



HAWAII ISLAND

Nov 8, 2022

[Hawaii County runs first KIPA Workshop with Edith Kanaka'ole Foundation »](#)

[Visitor Education](#)



HAWAII ISLAND

Oct 28, 2022

[Hawaii Island DMAP Partners visit Waimea State Tree Nursery and Pololū Valley »](#)

[Natural Resources](#)





Stephanie Beeby  
KONA CACAO ASSOCIATION

“ I LOVE HOW WE GET TO IMPACT THE LOCAL CACAO INDUSTRY WITH ECO-TOURISM SUPPORTING THE CROSS-INDUSTRIES LIKE CULINARY, FARM, EDUCATION, AND TOURISM. ”



Robert Efford  
ARC OF HILO

“ WE WANT EVERY VISITOR TO HAWAI`I ISLAND TO EXPERIENCE ALOHA - OUR LOVE AND RESPECT FOR EACH OTHER AND OUR LAND. ”



**“What I love most about my work at the Hawai‘i Community College Hospitality and Tourism program is educating youth about the industry and inspiring leadership within them. I like meeting new people, sharing Hawai‘i and its culture and connecting visitors to local communities. With my personal interest and connections to the land, my biggest joy has been connecting people from all walks of life to the ‘āina. For visitors and for kama‘āina, I feel these experiences working or interacting with the ‘āina provide the most authentic and memorable experiences. The more people connect to the ‘āina, the better”!**



**WEN ECHO YU**  
HAWAI‘I COMMUNITY COLLEGE



**Kekai Edayan**  
MAUNA KEA RESORT



**Ka'iulani Blankenfeld**  
FAIRMONT ORCHID

**“MY INTENTION IS TO TEACH AND SHARE IN A WAY THAT HONORS OUR KŪPUNA AND TO INSPIRE VISITORS TO BE PONO”**









Join us at the next Chamber Economic Development Committee Meeting on Thursday, June 8 at 12noon-1pm on ZOOM.

Rachel Kaiama, Destination Manager- Hawai'i Island for the [Hawai'i Visitors & Convention Bureau](#) will be updating us and sharing about the Hawai'i Island Destination Management Plan. This Community-Based Tourism program supports initiatives that the community, visitor industry, and other sectors deem necessary to move Hawai'i's visitor industry forward.



[Hawai'i Island Destination Management Plan 2021-2023](#)

Email [miles.yoshioka@hicc.biz](mailto:miles.yoshioka@hicc.biz) to request the ZOOM link.




# Hawai'i Climate Fair

AFOOK-CHINEN CIVIC AUDITORIUM  
HILO, HI  
JUNE 17TH, 2023  
9:00 A.M. - 1:00 P.M.

Come connect with local organizations and find ways to be a part of building a resilient and sustainable Hawai'i.

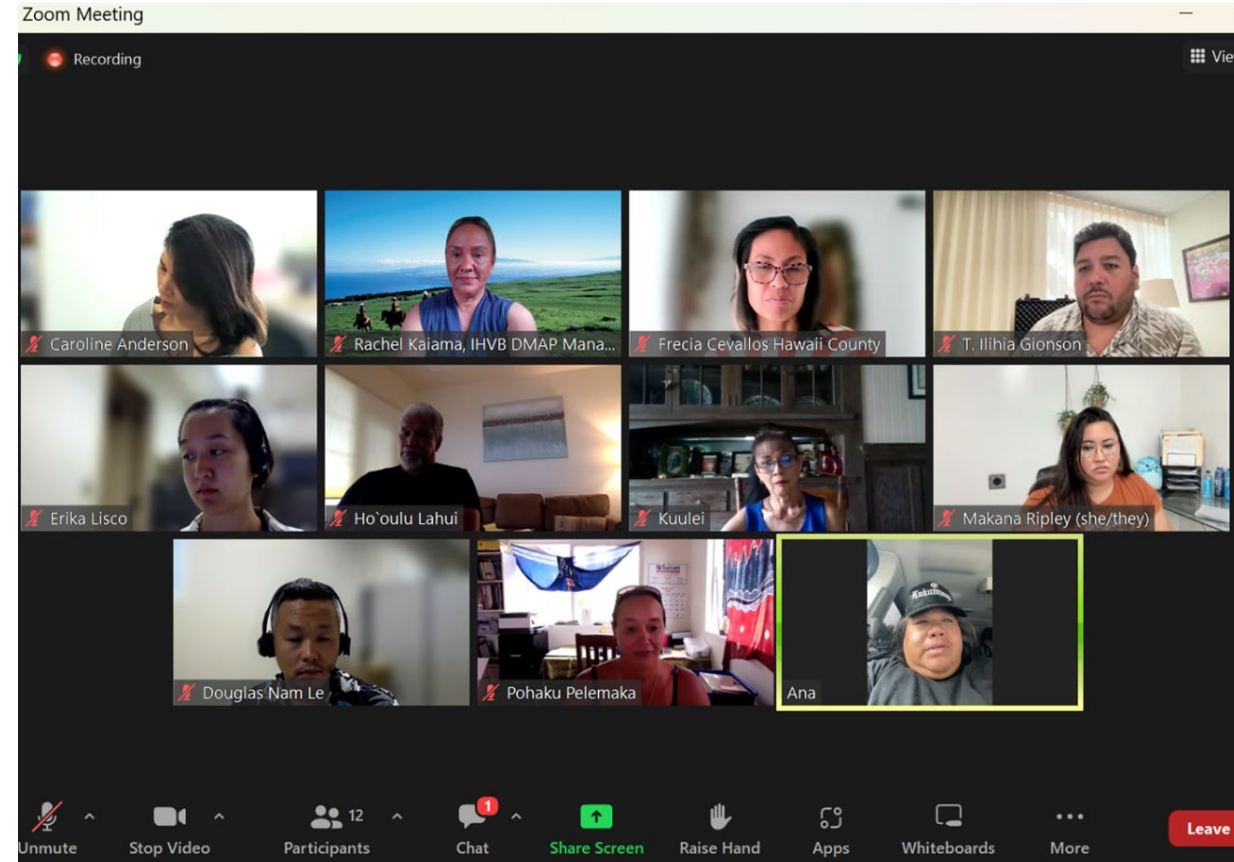
## DMAP is reaching out to our Community

- Hawai'i Hilo Chamber of Commerce Economic Development Committee
- First annual Hawai'i Climate Fair
- Hawai'i Island PR Colleague Luncheon
- Kona – Kohala Chamber of Commerce Annual Meeting
- Hawaiian Culture Ambassadors update



# Upcoming – Community Driven DMAP Initiatives

- Community Culture-based Education Program Keaukaha (Pilot) Assessment & Evaluation
  - Build capacity for other hotspot communities to develop **Culture-based education** programs - G/G.1 B/B.5
- Community-based Action Stewardship Program RFP (HICASP) – Pohoiki (Pilot).
  - Build capacity for other hotspot **Stewardship programs** – C/C3 also A, B
- Resort and Resident Food Hub Fall Communication Initiative – F also D & G
- Ongoing community outreach: Joint County & HTA Community Meeting, hotspot community meetings, Hawaiian Culture Ambassadors. – D also G







JUNE 2023 RFP - Hawai'i Island  
DMAP Community-based Action  
Stewardship Program (HICASP)





## DESTINATION MANAGEMENT ACTION PLAN – HAWAII ISLAND HOTSPOTS

Priority	Area/site	Access	Capacity	Community Impact	Culturally Sensitive	Environmental Impact	Safety	Traffic	Owner	Activity to Address/What is being done
	Waipi'o Valley	X	X	X	X	X	X	X	County/Bishop Museum/KSBE/Private	Mitigate security/safety/Facilitated Steering Committee meetings/Action Plan via IHVB
	Pololū Valley	X		X	X	X	X		DLNR – Na Ala Hele	Pilot Stewardship program (HTA)
	Kealakekua Bay State Historical Park					X			DLNR	In the process of finalizing their Masterplan. Community Action Plan meetings are occurring with Nature Conservancy.
	Ka'ū – Papakōlea/Green Sands Beach	X					X		DHHL	EDA proposal submitted by a nonprofit organization. Waiting for results.
	South Kona – Ho'okena, Miloli'i	X	X	X	X	X	X	X	County	County Contract with Conservation International. There are paid stewards.
	Kahalū'u Bay	X	X	X	X	X	X	X	County	County has a pilot program with parking fees and park closure. They are also funding an educational program.
	Kumukahi (newest black sand beach)	X							County	County has closed this area off. Planning is on hold.
	Keaukaha	X		X					County	<ul style="list-style-type: none"> <li>County is working on this.</li> <li>HTA to support a Stewardship Pilot Program/County's Resiliency Corp</li> <li>IHVB also working with County.</li> <li>Cruise ships tour operators accessing it, but it is conflicting with residents' use.</li> </ul>
	Maunakea	X					X		County	Pending. We need to get past Legislative session.
	Punalū'u					X				<ul style="list-style-type: none"> <li>Need to do more education to protect the honu.</li> <li>The County's Ka'ū Action Committee will be meeting.</li> </ul>





Resort-resident and Resident Communication Initiative to promote local food hubs

ACTION F: Promote agritourism, and partner with Hawai'i island's agriculture industry to support local food security





# Create High Quality Low Impact program

- In partnership with a nonprofit org and the Waimea Tree Nursery
- Create a seed to tree steward program (targets MICE groups that want to give back)





# What we have learned

- Not one solution fits all – what works in Hā'ena or at Lē'ahi (Diamond Head) are not always the approach Hawai'i Island communities want to follow.
- Community First - Work through the communities for a regenerative tourism approach, local and culture understanding, and for 'ike kūpuna.
- Communicate, educate, and inform through an integrated communications approach (video, social media, on-line and articles, press releases, messaging).
- Partner with existing programs, cultural practitioners, and local stewards and State and County agencies.



# Embrace and Encourage the Concept of Mālama Ku‘u Home

---

- *Let's "Live right with the land and the sea"* E ola pono me ka 'āina a me ke kai
- Take and share the Pono Pledge (E1)
- Invite yourself to wahi pana training with NaHHA, learn about our storied places. (B1/B2)
- Say yes to volunteer work with nonprofit organizations and Mālama Hawai'i voluntourism programs. (G2)
- Share mindful travel through your own experiences (social media, press releases, travel trade shows, with clients, friends and family). (E1, E3, E4)
- Call to action – continue to support the travel and tourism industry, share community programs and educate visitors and employees and share positive and uplifting changes in visitor behavior.