



Kaua'i Destination Management Action Plan Steering Committee DRAFT ACTIONS FOR PUBLIC REVIEW AND INPUT

Below are **draft** actions developed by the Kaua'i Destination Management Action Plan Steering Committee. They have been organized around the four pillars of Hawai'i Tourism Authority's 2020-2025 Strategic Plan. Items A-G are the high-level actions and the sub-bullets are examples of the proposed actions.

We are seeking community input from Kaua'i residents in order to help reset tourism's future. To provide feedback, please visit <http://bit.ly/KauaiDMAPForm> or to learn more about the Destination Management Action Plan process, visit <https://hawaiiitourismauthority.org/what-we-do/hta-programs/community-based-tourism/>. The deadline to provide feedback is November 4, 2020.

Respect for Natural and Cultural Resources

- A.** Focus policy efforts on appropriate behavior that will instill value in both visitors and residents for our natural and cultural resources (mālama 'āina).
 - Set specific site visitor limits & create site management plans/develop & implement tourism capacity management model at "hot spot" areas.
 - Explore and implement a universal user fee model to cover costs of maintenance of beaches and parks.
 - Create an APP where citizens can help with enforcement, create public awareness, tell the story of the place – cultural and historical importance – and stewardship.
 - Provide more informational signage at cultural sites, beaches, and hiking spots for safety, education, and a great experience.
 - Adjust usage fees (camping permits) to target different levels of visitors. Better management of illegal users.

- B.** Collaborate with State of Hawai'i Department of Land & Natural Resources (DLNR) to develop and implement policies to increase monitoring and enforcement efforts.
 - Support DLNR staff training and education.
 - Create State/County partnerships with organizations to steward sites.
 - Include DLNR on all discussions and find ways for departments at State and County to work together.

Support Native Hawaiian Culture and Community

- C.** Invest in Hawaiian cultural programs that enhance the visitor experience.
 - Develop training programs relating to Hawaiian textile targeted at visitors and locals.
 - Work with hotels to provide cultural/history classes that guests can attend with special ticket in hotel room.

- Educate groups (corps, weddings, other larger parties) about cultural values and respecting ‘āina & ocean through a mandatory video.

Ensure Tourism & Communities Enrich Each Other

- D.** Encourage low impact “green rides” to improve the visitor experience, reduce traffic, co2 emissions and number of people impacting spaces each day.
- Petition rental car agencies to provide more electric vehicles, increase incentives (like grants) for high trafficked areas to install EV chargers.
 - Set up a model shuttle /daily rental car system. Suggest at Royal Coconut Coast Association’s resorts with rental cars based from the shopping center.
 - Foster relationship with ride-share companies so that there are less tourists renting cars and on the road.

Strengthen Tourism Contribution

- E.** Develop educational materials for visitors to have respect for our local cultural values.
- Create a list of organizations to work with to build educational program.
 - Create a “Kaua’i 101” – “Guide To Being Local” publication.
 - Create an educational video about entering Hawai’i and the history, culture, the people, and environment of the island. Petition (Work with) airlines to have it shown in-flight.
- F.** Reframe brand to promote “regenerative tourism.” (*i.e.: ecotourism, voluntourism and agritourism*)
- Create a tool kit for hosts (resident/ hotel/ timeshare) to share the right information to visitors via appropriate social media.
 - Partner with Kaua’i Visitors Bureau/Hawai’i Lodging & Tourism Association/Resort Associations and others in the creation of an incentive program to promote giving back/embracing our community and natural resources.
 - Work with county and state to remove barriers to agricultural tourism for farmers. Promote and normalize agritourism.
 - Develop voluntourism programs. Encourage non-profits to advertise their community workdays to visitors. Educate non-profits on how to set up community workdays that invite visitors.
 - Start branding of ecotourism.
 - Continue County stringent shut down of illegal TVRs.
- G.** Promote “Shop Local” to Visitors.
- Build up the Kaua’i Made Program.