

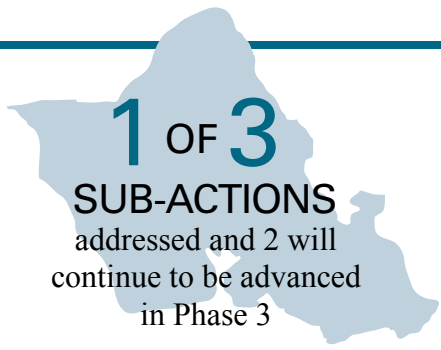


# O'AHU DESTINATION MANAGEMENT ACTION PLAN

## Phase 2 Report

The O'ahu Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority (HTA) Board of Directors in July 2021 and released to the public on August 31, 2021. The DMAP is a community-based, three-year plan, divided into three year-long phases. This report highlights the efforts made in Phase 2, from August 2022 through July 2023.

HTA works in partnership with the O'ahu Visitors Bureau (OVB) and the City & County of Honolulu's Office of Economic Revitalization. HTA thanks them for their support and partnership in moving the O'ahu DMAP actions forward. HTA also acknowledges other state, county and federal agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.



**1 OF 3**  
**SUB-ACTIONS**  
 addressed and 2 will  
 continue to be advanced  
 in Phase 3

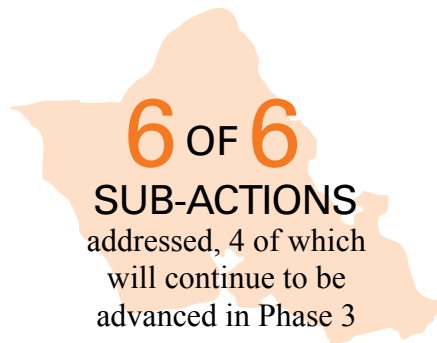
**ACTION A**

Decrease the total number of visitors to O‘ahu to a manageable level by controlling the number of visitor accommodations and exploring changes to land use, zoning and airport policies.



**1,250 INVESTIGATION REQUESTS WERE SUBMITTED** since October 23, 2022. Nearly 830 violation notices were issued, of which 186 were referred to the City and County of Honolulu’s Code Compliance Branch for civil fines.

# ACTION B



**6 OF 6**  
**SUB-ACTIONS**  
addressed, 4 of which  
will continue to be  
advanced in Phase 3


Implement a pre- and post-arrival tourism communications program to encourage respectful and supportive behavior.



## HAWAII TOURISM AUTHORITY'S GLOBAL MARKETING TEAM:

**18** PARTICIPATED IN 18 CONSUMER SHOWS reaching more than 517,000 potential visitors and 145 trade shows with more than 2,500 appointments to educate visitors and travel advisors about the values of mālama and kuleana

**172** EARNED OVER 172 BILLION DIGITAL IMPRESSIONS through public relations efforts


 DIRECTLY EDUCATED TRAVELERS ON RESPONSIBLE AND RESPECTFUL TRAVEL THROUGH ADVERTISING via targeted consumer media outlets and social channels, resulting in 187 million digital impressions

**78** TRAININGS AND WEBINARS FOR O'AHU conducted by Native Hawaiian Hospitality Association (NaHHA)

**200+** STATE DEPARTMENT OF TRANSPORTATION AIRPORT DIVISION STAFF received NaHHA's cultural training



O'AHU VISITORS BUREAU (OVV) CONTINUES TO PROMOTE AND SUPPORT the enhancement of the GoHawaii app by including visitor education messaging and resources. Planned DMAP messaging projects within the app are on hold due to an upcoming app migration.

 OVB EDUCATED VISITORS on respectful and mindful travel in its eNewsletters and social media series' with cultural focus

 HAWAII TOURISM USA (HTUSA) hosted a cultural training webinar for media at 'Iolani Palace

 HTUSA PROVIDED EDUCATIONAL MESSAGING to visitors on O'ahu via Waze navigational app



HTA PONO TRAVEL EDUCATION PROGRAM was featured at 103 premium locations at Daniel K. Inouye International Airport and gained 60,859,562 impressions between August 1, 2022, and October 31, 2022. The program was continued by HTUSA from December 2022 through June 2023, reaching 8.7 million domestic travelers.



### 12 O'AHU PROGRAMS

RECEIVED NEARLY \$600,000 IN FUNDING SUPPORT THROUGH HTA'S

ALOHA 'ĀINA PROGRAM: 808 Cleanup, Hawai'i Marine Mammal Alliance, Ka'ala Farm, Inc., Kāko'o 'Ōiwi, Kauluakalana, Kōkua Kalihi Valley Comprehensive Family Services, Kuleana Coral Reefs, Mālama Maunalua, Mālama I Nā Honu, Mālama Pūpūkea-Waimea, O'ahu Invasive Species Committee, and State Division of Forestry and Wildlife (DOFAW)

# 4 OF 7

## SUB-ACTIONS

addressed, 6 of which will continue to be advanced in Phase 3

# ACTION C

Identify sites and implement stewardship plans for key hotspots on O'ahu.



HTA ADVOCATED FOR INCREASED FUNDING AND RESOURCES for the Department of Land and Natural Resources during the 2023 Legislative Session



THE HAWAI'I HISTORIC FOUNDATION RECEIVED \$75,000 IN FUNDING THROUGH HTA'S KUKULU OLA PROGRAM, to provide stewardship training to assist Native Hawaiian Organizations (NHOs) build capacity around historic preservation and restoration of significant cultural sites. The work will assist NHOs with the Federal Section 106 Historic Preservation review process through focused technical assistance.



OVB PROVIDED TESTIMONY TO THE HONOLULU CITY COUNCIL TO PROVIDE DMAP FUNDING to the City and County of Honolulu Department of Parks and Recreation (DPR) to support an automatic gate lock solution at an O'ahu hotspot. The Council voted in favor of this solution to be accepted by the City, with procurement and construction to begin in DMAP Phase 3.



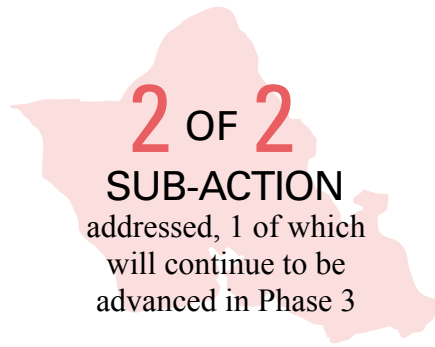
HTA, OVB, O'AHU DMAP STEERING COMMITTEE MEMBERS, AND CITY AND COUNTY OF HONOLULU OFFICE OF ECONOMIC REVITALIZATION (OER) REPRESENTATIVES toured DLNR/DOFAW hotspot Ka'ena Point to learn about management plans for the area and visited Ka'ala to see the conservation lands and projects



OVB AND OER MET WITH DPR AND A HONOLULU COUNCILMEMBER TO DISCUSS issues and a community-identified hotspot on O'ahu's west side. Discussions to identify possible solutions to continue in Phase 3.



**HAWAI'I STATE LEGISLATURE** approved \$525,000 in funding to the Department of Agriculture for a ports-of-entry biosecurity program in FY 2023



## ACTION D

Increase enforcement and active management of sites and trails.



**HONOLULU CITY COUNCIL INTRODUCED**

**BILL 47** which addresses the enforcement of park laws and rules



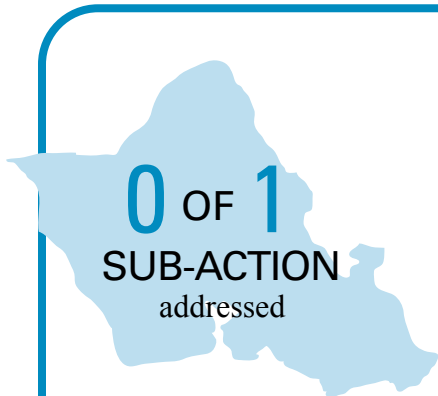
**HONOLULU CITY COUNCIL INTRODUCED**

**BILL 19** which addresses commercial activity at beach parks and lookouts on O'ahu



**HTA, OVB AND DPR CONVENED TOUR OPERATOR LEADERS FOR AN OPEN DISCUSSION** about Bill 19

impacts to tour operators and residents. From this discussion, DPR also was able to gain insights for their pilot park ranger program.



HTA is no longer investing in a statewide reservation system. The State Department of Land and Natural Resources will be developing a system through legislative-appropriated funding in FY 2024.

## ACTION E

Develop a reservation system to monitor and manage users at natural resource and cultural sites.



**HTA PROVIDED TESTIMONY** in support of site-specific fees during the 2023 Legislative Session



## ACTION F

Establish a "Regenerative Tourism Fee" to regenerate Hawai'i's resources, protect natural resources, and address unfunded conservation liabilities.



# ACTION G

**6 OF 6**  
**SUB-ACTIONS**  
addressed and will  
continue to be  
advanced in Phase 3

Develop and implement marketing programs to attract positive-impact travelers who prioritize the environment, culture and investing in our local community.

## HTA'S GLOBAL MARKETING TEAM (GMT) IMPLEMENTED THE FOLLOWING INITIATIVES:



NEARLY 30 TRAVEL TRADE FAMILIARIZATION TRIPS (FAMs) with more than 550 travel trade professionals who visited O'ahu to learn about Hawai'i's regenerative tourism efforts and also participated in volunteer activities



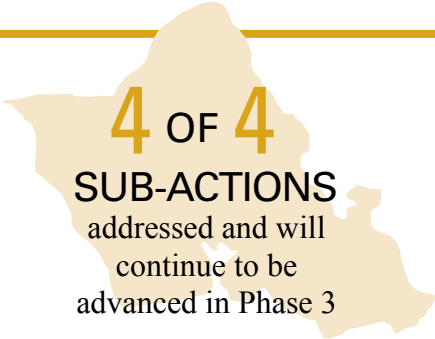
MORE THAN 30 MEDIA VISITS AND PRESS TRIPS resulting in over 230 generated articles



220 VIRTUAL AND IN-PERSON TRAVEL TRADE EDUCATION SESSIONS reaching more than 15,500 travel trade professionals who learned about Hawai'i's focus on attracting mindful travelers and developing new tour packages to include Mālama Hawai'i experiences



OVB SUPPORTED MANY ON-ISLAND GMT PROGRAMS and conducted visitor education initiatives through public relations, social media and travel trade efforts



4 OF 4  
SUB-ACTIONS  
addressed and will  
continue to be  
advanced in Phase 3

# ACTION H

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.

HTA AND OVB SUPPORTED THE CITY AND COUNTY OF HONOLULU’S LAUNCH OF THE O’AHU GOOD FOOD PROGRAM along with the visitor industry. During the Good Food Show, more than 20 O’ahu industry partners signed the pledge to begin purchasing more locally sourced products and produce. The show also allowed local farmers and producers the ability to make new connections with industry chefs to sell their products.



HTA AND OVB SUPPORTED THE EAST MEETS WEST CONFERENCE BY BLUE STARTUPS in May 2023. The conference focused on sustainable travel technology solutions, bringing Hawai‘i technology entrepreneurs together with tech experts from across Asia, the Pacific and the U.S. West Coast for tech industry support for Hawai‘i.



HTA AND OVB SUPPORTED the Department of Business, Economic Development and Tourism’s Made in Hawai‘i branding workshop in March 2023



OVB AND HAWAI‘I TOURISM USA ARE WORKING TO ENHANCE THE GOHAWAII APP to include more information about authentic entertainment and live music in resort areas

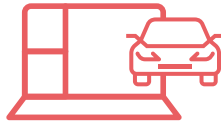


HTA’S GLOBAL MARKETING TEAM implemented nearly 4,500 initiatives and activities to promote Buying Local/Hawai‘i Made products via social and digital platforms, public relations, consumer and trade events, paid media, and other educational seminars/webinars

3 OF 4

**SUB-ACTIONS**

addressed and will continue to be advanced in Phase 3



**GET AROUND O'AHU WEBSITE CONTENT**

COMPLETED and will be migrated to be included in GoHawaii.com as a transportation pilot project in Phase 3



**POST-ARRIVAL VISITOR MESSAGING**

at Daniel K. Inouye International Airport to drive safely and park in designated areas



HTA AND OVB SUPPORTED THE COMMUTE CHALLENGE: GO MULTIMODAL by Blue Planet Foundation in August 2023 to encourage the industry workforce in resort areas to engage in O'ahu's diverse multimodal options and become ambassadors by sharing the benefits of multimodal transportation with visitors

**ACTION I**

Manage the visitors' use of cars as transportation on O'ahu.

32



**PROJECTS AND EVENTS FUNDED ON O'AHU**, including statewide events, via HTA's 2022 Community Enrichment Program

4 OF 4

**SUB-ACTIONS**

addressed, 4 of which will continue to be advanced in Phase 3



HTA AND OVB EXTENDED ITS SUPPORT for the Waikiki Improvement Association and activities at the Kūhiō Beach Hula Mound for the full year in 2023

**ACTION J**

Work with community partners to develop, market, encourage, and support more collaborative, curated experiences that enrich residents and visitors alike.



OVB AND THE CITY AND COUNTY OF HONOLULU OFFICE OF ECONOMIC REVITALIZATION WORKED TOGETHER on a tour of cacao and honey producers that may be ready to promote as an agritourism trail



OVB MET WITH GOCITY to learn about their CityPass. Discussions will continue in Phase 3.