

Q&A HTA and County

Destination Management Project/Process

Q: Based on survey data what concrete actions will you take?

A: We reduced our budget 50%
We kept staff positions vacant & reduced staff.
We use data to inform how we direct funds.

Q: Regenerative Tourism... Aloha Kina Economic Action - have these ideas been referenced?

A: Yes! The Board of Directors signed unanimously!



Q: How can a small biz get help to start a tour biz?

A: Websites: Department of Commerce + Consumer Affairs
puc.hawaii.gov

Ind. Native Hawaiian Hospitality Association
NANHHA.com

Q: Is there a connect for shared success between hotels & convention center?

A: Yes, downside is if there is no convention in town, the hotel can suffer BUT when linked there is a benefit... Here in Waikiki hotels are in walking distance.

Q: What action is NEW & DIFFERENT?

A: If we can prove we are EXPERTS in safety (evac measures) & can do hybrid (1/2 virtual, 1/2 live) we can be LEADERS



Q: What are benefits of island re-opening to tourism?

A: JOBS and helping people get their livelihoods restored... Financial "growth"... opportunity to MALAMA and communicate with tourists how to take care.

Q: What is Obnoxious carrying capacity?

A: We don't know that yet. We are looking at how to better manage our current capacity & improve impact to be Regenerative

Q: How to deal with HOT SPOTS?

A: We are working with the agencies that are in charge of managing that specific site.

Q: How does HTA look at a GREEN FEE or TAX?

A: Has kept a close watch, concerns about how to track it.
DNR has fees + reservation systems in place at areas like Haena... We are going to work together to roll out a system wide process.

Q: What has been done so far?

A: We've done on small scale (Hanalei) looking at how to roll out to more areas ISLAND WIDE.

IDENTIFY: What is our CARRYING CAPACITY?
Need to BRING INTO BALANCE
We need to identify + MANAGE

Q: What is "REGENERATIVE TOURISM"?

A: Its tourism that makes the destination better for communities that LIVE there... COMMUNITY BENEFITS FROM TOURISM

Q: Does Dept of planning & permitting have resources to enforce illegal vacation rentals?

A: We cannot answer for DPP but we have been in touch w/ them... They need to establish a RULER + make permits

ON GOING EFFORT
if not permitted, they will get kicked off platforms

Q: aren't all these proposed under actions already in place?

A: NO not in this amount. This is a new level of COLLABORATION
We are working TOGETHER in a new way!

Q: Who will monitor/enforce ocean safety?

A: HTA has invested heavily in instructional videos on ocean safety + support ocean safety officers + jr lifeguard
visitors bureau also distributes materials

Q: Does HTA have a role in identifying carrying capacity + inspect?

A: The best we can do is partner w/ agencies that CAN take action like DNR & O&C
and engage community DIRECTLY... more power + resources close to those who can address it.

Q&A Steering Committee Proposed Actions DRAFT

