

## Updates from the Island Chapters and its Destination Managers on Key Projects/Activities for 2022



# KAUA'I

DESTINATION MANAGEMENT  
ACTION PLAN 2021-2023

*Maika'i Kaua'i,  
Hemolele i ka mālie.*

*Beautiful Kaua'i,  
Peaceful in the calm.*

HAWAII TOURISM  
AUTHORITY

## Kaua'i Visitors Bureau

Sue Kanoho, Executive Director

Patti Ornellas, Destination Manager

# 2022 Key Projects and Activities - Kaua'i

- *Mālama Kaua'i Videos*  
**C.3**

Promote education and awareness

- Kaua'i Museum
- Mo'olelo Murals
- National Tropical Botanical Gardens
- Prince Kūhiō Park



# 2022 Key Projects and Activities - Kaua'i



- ***Community Enrichment Program***

- C.4***

- Funded (18) events for our island of Kaua'i, amounting to \$497,455.00.

- (3) Statewide taking place on Kaua'i

# 2022 Key Projects and Activities - Kaua'i



- ***Promote "Shop Local" to visitors and residents H.1***

- Alakoko Store

- Kaua'i Made Products

# 2022 Key Projects and Activities - Kaua'i



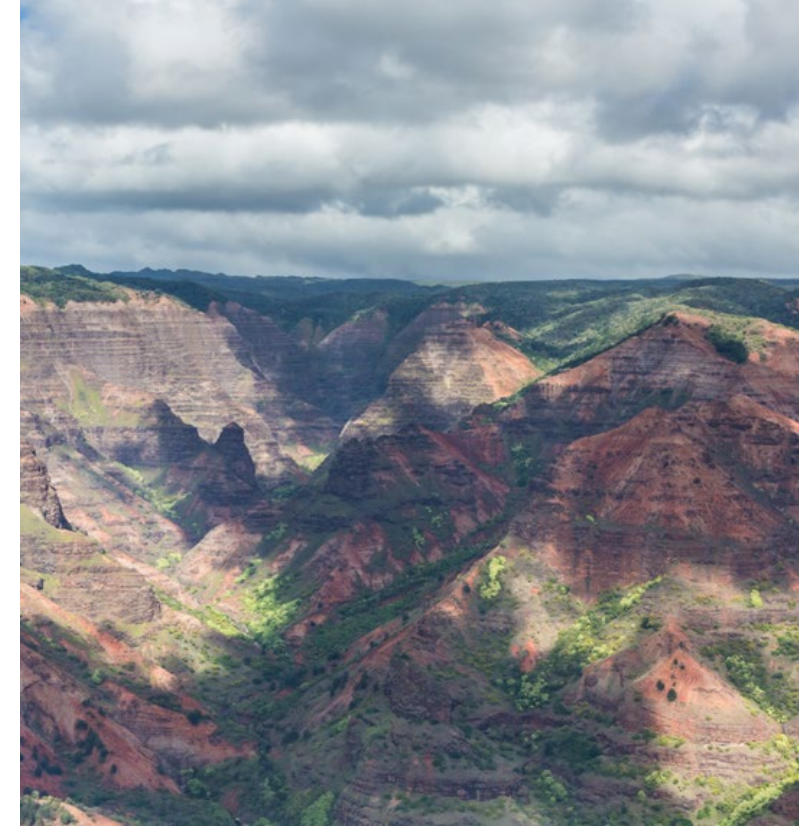
- ***Working together with State/DLNR and County***

## ***A.1 & B.1***

- Zoom meeting:  
Best Practices for Commercial Activity in State/County Parks

# Opportunities & Challenges – Kaua'i

- ***Wildlife and forestry endangerment***
  - Sustainable Tourism Association of Hawai'i (STAH) - A.5 and A.7
  - Kaua'i Invasive Species Committee (KISC) – A.6



# Opportunities & Challenges – Kaua‘i



- ***Cultural Hui Engagement***  
***C.1, C.2, C.5, C.6***

- Support a working relationship with cultural practitioners



# Opportunities & Challenges – Kaua‘i

- **Traffic**

- Energy Transitions Initiative Partnership Program (ETIPP)  
E.1, E.2



# MAUI NUI

DESTINATION MANAGEMENT  
ACTION PLAN 2021-2023

HAWAII TOURISM  
AUTHORITY

# Maui Visitors & Convention Bureau

Sherry Duong, Executive Director

Meagan DeGaia, Destination Manager

# 2022 Key Projects and Activities - Maui

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- **Maui B.1; B.4:** Partnership with Surfrider Foundation:
  - Mineral-based sunscreen dispensers.
  - Rise Above Plastics program.



An aerial photograph of a tropical coastline. The foreground shows a sandy beach with white surf washing onto the shore. The middle ground is dominated by a dense, vibrant green forest that covers a steep hillside. A winding, light-colored road or path snakes through the forest, following the curve of the coast. The background shows more of the forested hills under a bright sky. A large, semi-transparent white circle is overlaid on the left side of the image, containing text.

## 2022 Key Projects and Activities - Maui

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- **Action B/Hotspots:** East Maui Tourism Management RFP to follow capacity building workshops offered by HTA to the community.

# 2022 Key Projects and Activities - Maui

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- **Maui Action E: Develop Regenerative Tourism Initiatives:** Strengthening Mālama Hawai'i Program
  - 14 nonprofit partners currently
  - Hosted separate webinars for nonprofit partnership and industry partners
  - Prospecting additional organizations.





# Opportunities & Challenges - Maui

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## **Challenges:**

- Ensuring longevity of programs through ongoing funding.
- Needing industry to have more involvement with the Mālama Hawai'i Program.

## **Opportunities:**

- Fostering relationships with Hawaiian cultural practitioners.



## 2022 Key Projects and Activities – Moloka‘i

- **Moloka‘i C1:** Moloka‘i Advisory Group
  - Purpose is to guide messaging about responsible behavior
  - Assist in implementation of the DMAP



## 2022 Key Projects and Activities – Molokaʻi

- **Molokaʻi E.1:** Supporting Mālama Cultural Park



# 2022 Key Projects and Activities – Moloka‘i

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- **Moloka‘i B.3:** Supporting Mālama Hawai‘i program
  - Moloka‘i Land Trust
  - Ka Honua Momona
  - ‘Āina Momona
  - Hotel Moloka‘i
  - Sustainable Moloka‘i



Anapuka Dune Restoration Project  
Mokio Preserve, Moloka'i

# Opportunities & Challenges – Molokaʻi

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## **Building trust with the community:**

- They value transparency, being part of the process, whole community participation and action.
- They value models of tourism with high community benefit and control.



# 2022 Key Projects and Activities – Lānaʻi

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- **Lānaʻi E.1:** Lānaʻi Advisory Group
- **Lānaʻi E:** Promote Lānaʻi City to increase spending that goes to residents and small businesses.



# 2022 Key Projects and Activities – Lānaʻi

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- **Lānai E.2, G.2:** Mālama Lānaʻi service daytrip through partnership with Sail Trilogy, Pūlama Lānaʻi and Expeditions Ferry.





## 2022 Key Projects and Activities – Lānaʻi

- **Action I.2: Encourage community service opportunities:** Growing Mālama Hawaiʻi:
  - Trilogy's Blue 'Āina Campaign
  - Lānaʻi Cat Sanctuary
    - Saving cats, protecting birds.

# HOLOMUA

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## MARINE 30x30 INITIATIVE

Effective Management of Hawai'i's Nearshore Waters  
for Healthy Reefs, Fish, and Communities

### 2022 Key Projects and Activities – Lānaʻi

- **Lānaʻi Action D: Encouraging sustainable tourism practices on Lānaʻi:**
  - Working with DAR to support 30 x 30 Benchmarks to manage 30% of nearshore waters statewide by 2030.

An aerial photograph of a white boat with a purple canopy on the deck, floating in clear, vibrant blue water. The water's clarity reveals a rocky seabed with patches of coral and algae. In the upper right, a dark, rocky coastline with white surf is visible. A large, semi-transparent white circle is overlaid on the left side of the image, containing text.

# Opportunities & Challenges – Lānaʻi

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## **Opportunities:**

- Building trust with Lānaʻi community
- Supporting local economy and ʻāina

## **Challenges:**

- Expecting pushback from Maui commercial vessels limiting commercial snorkel activity in Lānaʻi waters

# HAWAII ISLAND

DESTINATION MANAGEMENT  
ACTION PLAN 2021-2023

*'Ōpelu ha'alili i ke kai.*

*'Ōpelu that make the sea ripple.  
Said of active, quick-moving people*

HAWAII TOURISM  
AUTHORITY

## Island of Hawai'i Visitors Bureau

Ross Birch, Executive Director

Rachel Kaiama, Destination Manager





# 2022 Key Projects and Activities

1. (Action A) Protect and preserve culturally significant places and hotspots.

- (3 specific initial locations identified by the DMAP Steering Committee)
- Pololū Valley Pilot Project – Partnership with HTA/KUPU/DLNR community-based information/safety officers
- Waipi‘o Valley – Community Driven Conversation underway
- Papakolea Greensand Beach – Start Dialog with DHHL and beneficiaries

2. (Action E) 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.

- Kohala Coast and Kona hotel Hawaiian culture practitioners, understanding what land-based Hawaiian culture learning is occurring for visitors and employees?
- Mālama Hawai‘i, orientation for non-profit and for-profit voluntourism program

3. (Action J) Improve enforcement of vacation rental regulations.

- Work with County Administration (Support Efforts in identifying the total number, location and compliance)



# Opportunities & Challenges

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- Opportunities
  - Develop community-consensus for managing natural resource
  - Develop landscape analysis of Hawaiian cultural programs for visitors and employees
  - Develop networks of support for HI Island DMAP Initiatives
- Challenges
  - Continuous funding for current successful, and future land-based community management programs
  - Time needed from development to action
  - Distance (the vastness and subsets of the island)



# O'ahu Visitors Bureau

Noelani Schilling-Wheeler, Executive Director

Catherine Orlans, O'ahu

# 2022 Key Projects & Activities

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*Manage the visitors' use of cars as transportation on O'ahu (Anchor Action I)*

- Collaborate with City & County of Honolulu's (CCOH) various departments jointly: OER, DTS, CCSR & DPR
- Determine CCOH projects that synergize with O'ahu DMAP; Supporting CCOH Complete Streets efforts in Waikiki and other hot spots
- Collaborative effort to create a GetAroundO'ahu "hub" site with content for both visitors and residents on alternative transportation options, facilitate more use of public transportation and behavior expectations
- Set up beacon pilot (GoHawaii app) to create awareness of TheBus options along Kuhio Avenue
- Work with private tour companies to encourage new tour experiences



# 2022 Key Projects & Activities

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*Identify sites and implement stewardship plans for key hotspots on O'ahu (Anchor Action C)*

- Collaborate with City & County of Honolulu's (CCOH) various departments jointly: OER, DTS, CCSR & DPR
- Prioritize CCOH hotspots under DPR jurisdiction, starting with Hanauma Bay
- Looking at beacon pilot program to see if this technology can make changes to visitor movement
- Determining if HVCB's marketing program with WAZE can change visitor movement
- Collaborative with DLNR on Statewide hotspots: Understand projects underway or planned to determine possible additional improvements for both residents and visitors



# 2022 Key Projects & Activities

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*Lower the number of illegal short-term vacation rentals by supporting the County to improve enforcement of current regulations. Support the County in implementing new rules. (A.1 and A.2)*

- Working closely with HTA on supporting the County's effort with Bill
- Updating industry to support the community's appeal for enforcement of illegal short-term vacation rentals



**SUBMIT TESTIMONY ON BILL 41  
REGARDING SHORT-TERM VACATION RENTALS**

**Honolulu City Council Meeting  
Wednesday, January 26, 2022  
10:00 a.m.**

Aloha kākou,

The Hawai'i Tourism Authority continues to monitor and support the passage of Bill 41 addressing short-term vacation rentals in our neighborhoods, as it is scheduled to go before the full Honolulu City Council at **10:00 A.M., WEDNESDAY, JANUARY 26**. [View the agenda.](#)

We encourage the visitor industry and community to review [Bill 41 CD1](#) and voice your opinion in support. The proposed bill includes increased fines for first-time and repeat violations, allows the Department of Planning and Permitting to post violation notices on-property for better enforcement, and imposes stricter advertising requirements on short-term vacation rental listings.

Efforts to eliminate illegal vacation rentals for the well-being of our communities directly



# 2022 Key Projects & Activities

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*Implement a pre- and post-arrival tourism communications program to encourage respectful and supportive behavior. (B.1, B.3, B.5, B.6)*

- Continue the development and dissemination of Kuleana & Mālama messaging as grounded in the Mālama Ku'u Home direction by HTA
- Support HTA, HVCB and community in developing messaging, creative and dissemination plan
- Ensure that GMTs and industry partners are pushing out consistent messaging
- Review opportunities with the existing GoHawaii app and other consumer facing platforms
- Collaborate with community (i.e. NOAA and NaHHA)
- Support HTA and NaHHA on cultural educational and training programs (B.2)

# 2022 Key Projects & Activities

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

## 2022 Community Enrichment Program Management

- Supporting 21 O'ahu and 13 Statewide Programs or Events that include O'ahu
- Enhances the unique offerings and treasured experiences developed by the community
- Increases the number of authentic experiences that offer visitor and resident interaction
- Shifts visitors to non-peak season periods





# Challenges

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- Continuous education of and buy in from stakeholders is necessary and ongoing
  - Vast network of stakeholders and communities
- Product maturity
  - Large number of residents and visitors competing for the same resources
  - Traffic is an issue for residents and visitors alike
  - Availability of cultural experiences on island
- Uncertainty with continuous support and funding for the community/industry/government DMAP initiatives
  - Timeline of DMAP project development and implementation



# Opportunities

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- Building trust and relationships with various non-industry communities.
- Elevate cultural and environmental exchange and engagement with stakeholders through collaboration with community, industry, and government.
  - Industry led community initiatives that support service and training for community
  - Gives community led stewardship groups a voice in management of areas
  - Voluntourism, Ecotourism and authentic cultural experiences for visitors and residents alike.
- Diversify our economy by supporting other industries that are complementary with the visitor industry.
  - Made and Grown in Hawai'i
  - Film industry

