

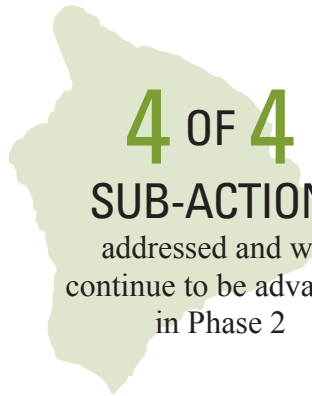


HAWAI'I ISLAND DESTINATION MANAGEMENT ACTION PLAN

Phase 1 Report

The Hawai'i Island Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority's (HTA) Board in February 2021 and made available to the public on April 1, 2021. The DMAP is a community-based plan, divided into three, year-long phases. There are 10 high-level actions with 36 sub-actions in Phase 1. This report highlights the collective initiatives in Phase 1.

HTA works in partnership with the County of Hawai'i's Department of Research and Development, and the Island of Hawai'i Visitors Bureau (IHVB). HTA also provided funds to the Hawai'i Visitors and Convention Bureau/IHVB to hire a Destination Manager to assist HTA in implementing the DMAP. The Destination Manager came on board in December 2021. In addition, HTA continues to coordinate and collaborate with other state agencies, such as the Department of Land and Natural Resources, as well as nonprofits and businesses.



4 OF 4 SUB-ACTIONS

addressed and will continue to be advanced in Phase 2

2 RFPs ISSUED



- County’s Department of Research and Development Innovation Grant
- Hawai‘i Tourism Authority’s Aloha ‘Āina Program

ACTION A

Protect and preserve culturally significant places and hotspots.



9 HOTSPOTS BEING ADDRESSED

- Waipi‘o Valley
- Pololū Valley
- Papakōlea/
Green Sands Beach
- Kahalu‘u Bay
- Kumukahi
- Keaukaha
- Kealakekua Bay
State Historical Park
- Ho‘okena and Miloli‘i
- Pohoiki



11 ORGANIZATIONS MOVING THIS ACTION FORWARD

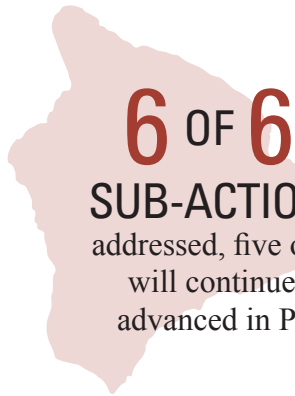
- KUPU
- Pōhāhā I Ka Lani
- Big Island Invasive Species Committee
- Hawai‘i Forest Institute
- Ho‘oulu Lāhui
- Hui Aloha Kīholo
- Kalanihale
- The Kohala Center, Inc.
- Waikōloa Dry Forest Initiative
- Big Island Resources Conservation and Development Council
- County’s Culture-based Education Action Team



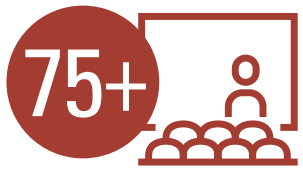
POLOLŪ VALLEY STEWARDSHIP PILOT PROGRAM

This HTA-funded pilot program is in partnership with the Department of Land and Natural Resources’ Nā Ala Hele Trail and KUPU. Four stewards from North Kohala inform visitors and residents about the history, culture, and environment of the area. In addition, they provide safety services.

Hawai‘i Tourism Authority, County of Hawai‘i, Island of Hawai‘i Visitors Bureau, Department of Land and Natural Resources, Pōhāhā I Ka Lani, KUPU, Big Island Invasive Species Committee, Hawai‘i Forest Institute, Ho‘oulu Lāhui, Hui Aloha Kīholo, Kalanihale, The Kohala Center, Inc., Waikōloa Dry Forest Initiative, Big Island Resources Conservation and Development Council



6 OF 6
SUB-ACTIONS
 addressed, five of which
 will continue to be
 advanced in Phase 2



75+
**CULTURAL AND
 EDUCATION
 TRAINING
 SESSIONS**

held via Native
 Hawaiian Hospitality
 Association's (NaHHA)
 Wahi Pana Series and
 'Ōlelo Hawai'i training

ACTION **B**

Develop resources
 and educational
 programs to
 perpetuate authentic
 Hawaiian culture
 and 'Ōlelo Hawai'i.

2 RFPs ISSUED

- County's Department of Research and Development Innovation Grant
- Hawai'i Tourism Authority's Kūkulu Ola Program

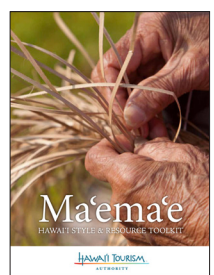
1 COUNTY PROJECT:
 Hale Ki'i Market -
 KIK Ka'eaikahelani

1 TOUR GUIDE
 CERTIFICATION
 STUDY IN THE FIELD
 to examine best
 practices around the
 world

1 HAWAI'I ISLAND
 RESILIENCE
 ACTION TEAM
 PILOT PROJECT:
 Culture-Based
 Education, Mālama
 Wahi Kūpuna

4 HAWAI'I ISLAND
 KŪKULU OLA
 PROJECTS:

- Pa'a Pono Miloli'i
- La'i'ōpua 2020
- Pōhāhā I Ka Lani
- The Kohala Center, Inc.



PROMOTION OF HTA'S MA'EMA'E TOOLKIT

3 'ŌLELO HAWAI'I PROGRAMS/RESOURCES
 SUPPORTED, including Mauiola Endowment
 Program and Awaiaulu Kīpapa Resources.
 Hawai'i Volcanoes National Park is restoring the
 original Hawaiian place names to its park maps,
 apps and signs.



NaHHA'S PROGRAM GOALS

“To promote Hawaiian culture, values, and traditions in the workplace through consultation and education, and to provide opportunities for the Native Hawaiian community to shape the future of tourism.”

Hawai'i Tourism Authority, County of Hawai'i, Island of Hawai'i Visitors Bureau,
 Native Hawaiian Hospitality Association, National Park Service

5 OF 5
SUB-ACTIONS
 addressed, all of
 which continue
 in Phase 2



Quarterly Hawai'i Island
 Resilience Cohort Coalition
 Meetings held by the County



**CULTURAL AND
 EDUCATION
 TRAINING
 SESSIONS**
 held via Native
 Hawaiian Hospitality
 Association

ACTION C

Support and promote
 'āina-based education
 and practices to
 protect and preserve
 our natural resources
 so that residents
 and visitors will
 aloha 'āina.

**1 PILOT TOUR OPERATOR
 CERTIFICATE PROGRAM**
FUNDED BY THE COUNTY:
 The Edith Kanaka'ole
 Foundation's KIPA Certificate
 Program

**2 COUNTY-SUPPORTED
 PROJECTS:**

- The Kohala Center's Wahi Pana
 O Kahalu'u Series: Introduction
 & Ho'olauna
- Edith Kanaka'ole Foundation's
 Lehia to Paipai Coastline
 Research Project

1 STUDIO PROGRAM:
 NaHHA and travel2change's
 six-week Kaiāulu Ho'okipa
 Impact Studio program
 supports community-based and
 entrepreneurial projects. The
 initiative helps Hawai'i nonprofit
 organizations and community
 groups build capacity to host
 experiences for kama'āina and
 visitors.



MĀLAMA HAWAII PROGRAM: Growing the
 number of industry partners and community
 organizations that offer unique volunteer
 opportunities such as reforestation projects
 and tree planting to self-directed beach
 clean-ups and Hawaiian quilting sessions.



EDITH KANAKA'OLE FOUNDATION KIPA CERTIFICATE PROGRAM

The KIPA Indigenous Alignment Certification Pilot Program, funded by the
 County of Hawai'i, is in partnership with the Edith Kanaka'ole Foundation.
 The program was created to help visitor industry service providers deliver rich
 experiences that honor the culture, environment and history of Hawai'i Island.

Hawai'i Tourism Authority, County of Hawai'i, Island of Hawai'i Visitors Bureau, Native Hawaiian Hospitality Association,
 travel2change, Edith Kanaka'ole Foundation, The Kohala Center, Hawai'i Visitors and Convention Bureau

5 OF 5
SUB-ACTIONS

addressed, all of which continue in Phase 2

1 RFP ISSUED

- County's Stewardship Grants



ACTION D

Connect with community networks and partner with community-based organizations to collaboratively identify sites, set carrying capacities, and implement stewardship plans to protect and preserve our natural resources.

3 REGENERATIVE MANAGEMENT STRATEGIES IMPLEMENTED AT KAHALU'U BAY

Department of Land and Natural Resources is reducing the number of permits allowable and timing for commercial beach access at Kahalu'u Bay; County is closing park on certain days

5 COUNTY PROJECTS FUNDED

CONSERVATION INTERNATIONAL – HAWAII CHAPTER

The Advancing a New Mālama 'Āina Vision for Tourism on Hawai'i Island Pilot Program, funded by the County of Hawai'i, is in partnership with Conservation International. Two community-based stewards from South Kona were hired to conduct ecological and human-use monitoring, and education in Kealahou, Hōnaunau, Ho'okena and Miloli'i.

County of Hawai'i, Department of Land and Natural Resources, Conservation International, The Kohala Center, Edith Kanaka'ole Foundation



MONTHLY HTA E-BULLETINS

2 OF 2
SUB-ACTIONS

addressed, all of which continue in Phase 2



HTA WEBINAR UPDATES –
Fall and Winter

10+ COUNTY ONLINE AND IN-PERSON INFORMATIONAL SESSIONS



HAWAII ISLAND LEGISLATURE CAUCUS MEETING
held with HTA and Island of Hawai'i Visitors Bureau

ACTION E

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

3 OF 3 SUB-ACTIONS

addressed, all of which continue in Phase 2



1 PONO PLEDGE VIDEO PRODUCED AND PROMOTED BY THE COMMUNITY

5 HOTELS AND RESORTS SHARING THE PONO PLEDGE

515% INCREASE IN PONO PLEDGE SIGN UPS (+15,500 INDIVIDUALS) SINCE JULY 2021

2 AIRLINES SHOWING PONO PLEDGE IN-FLIGHT VIDEO

- Hawaiian Airlines
- American Airlines

ACTION F

Implement a comprehensive communications and education plan that facilitates positive community-visitor relations and pono practices, including the Pono Pledge.

County of Hawai'i, Island of Hawai'i Visitors Bureau, Hawaiian Airlines, American Airlines

7 COUNTY-SUPPORTED PROJECTS:

- Hawai'i Farm Trails
- Big Island Made
- Locavore Store
- Hawai'i Island Agriculture Partnership
- Big Island Box
- Farm-to-Car
- Marketing and promotional activities of the ornamental flower industry

APP TO CONNECT VISITORS/RESIDENTS WITH AGRITOURISM: Hawai'i Farm Trails

3 OF 3 SUB-ACTIONS

addressed, all of which continue in Phase 2



HTA-SUPPORTED CAPACITY-BUILDING AGRITOURISM TOURS HELD TO CULTIVATE AGRITOURISM VENTURES:

- GoFarm Hawai'i
- Hawai'i Agritourism Association
- O'ahu RC&D

ACTION G

Promote agritourism, and partner with Hawai'i Island's agriculture industry to support local food security.

KOHALA COAST RESORT ASSOCIATION

Working with the County to develop opportunities to connect the island's hotels and resorts with farmers.



Hawai'i Tourism Authority, County of Hawai'i, Kohala Coast Resort Association, Hawai'i Farm Trails, GoFarm Hawai'i, O'ahu Resource Conservation and Development Council, Hawai'i Agritourism Association, Native Hawaiian Hospitality Association

2 OF 2 SUB-ACTIONS

addressed, all of which will continue in Phase 2



1 RFP ISSUED

Hawai'i Tourism Authority's Community Enrichment Program



CULTURAL AND EDUCATION TRAINING SESSIONS

held via Native Hawaiian Hospitality Association

ACTION H

Invest in community-based programs that enhance quality of life for communities.

15 HAWAII ISLAND COMMUNITY ENRICHMENT PROGRAM PROJECTS FUNDED

1 COMMUNITY WELL-BEING SPECIALIST HIRED by the County's Department of Research and Development

1 STUDIO PROGRAM: NaHHA and travel2change's six-week Kaiāulu Ho'okipa Impact Studio program supports community-based and entrepreneurial projects. The initiative helps Hawai'i nonprofit organizations and community groups build capacity to host experiences for kama'āina and visitors.

Hawai'i Tourism Authority, County of Hawai'i, travel2change, Native Hawaiian Hospitality Association

1 OF 2 SUB-ACTIONS

addressed, which will continue in Phase 2

ACTION I

Advocate/create more funding sources to improve infrastructure.

2 PROGRAMS TO PROVIDE SUPPORT FOR ALTERNATIVE MODES OF TRANSPORTATION FOR HOTEL WORKERS



- County is launching the Vanpool program with the Kohala Coast Resort Association



- Greatly increased Hele On route schedule including routes between airport and resorts. Hele On travel is also free through December 31, 2023 and bike racks were installed on buses.

County of Hawai'i, Island of Hawai'i Visitors Bureau

ACTION J

Improve enforcement of vacation rental regulations.



MEETINGS HELD AND LEGISLATION INTRODUCED in the County Council

1 SUB-ACTION

addressed, which will continue in Phase 2

County of Hawai'i, Island of Hawai'i Visitors Bureau