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# Summer 2022 DMAPS Progress

PRESENTED TO HTA BOARD OF DIRECTORS  
BY CAROLINE ANDERSON, DIRECTOR OF PLANNING  
OCTOBER 27, 2022

# Tracking of DMAPs Actions

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“DMAP Tracker” worksheets developed. HTA Director of Planning meets with the Counties and Island Visitors Bureaus for a monthly review.



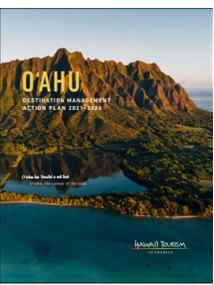
Steering Committees review of initial Spring progress reports



The Summer progress reports finalized based on their input and feedback.



Quarterly updates to the board



# O'ahu DMAP Phase 1 Report



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

## 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.

HONOLULU CITY COUNCIL PASSED BILL 41 which regulates short-term vacation rentals, including improved enforcement. County Ordinance No. 22-7 scheduled to go into effect in October 2022.

Hawai'i Tourism Authority, City and County of Honolulu, O'ahu Visitors Bureau, Hawai'i Visitors and Convention Bureau

**6 OF 6**  
SUB-ACTIONS  
addressed. Five will  
continue to be advanced  
in Phase 2

**200+**

State Department of Transportation, Airports Division staff received NaHHA cultural training

**76**

CULTURAL AND EDUCATIONAL TRAINING SESSIONS conducted by Native Hawaiian Hospitality Association (NaHHA)

## ACTION B

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



Mālama Hawai'i and Kuleana Travel Tips videos shared via owned and partner social media channels. Industry hotel and airline partners also sharing out Mālama Hawai'i videos.



- Post-arrival behavioral messaging on Waze driving app
- Communication on park reservations systems
- Enhanced GoHawai'i app includes local etiquette, resource protection, and reservation systems. Promoted app in English-speaking countries.



HTA'S PONO TRAVEL EDUCATION PROGRAM at Daniel K. Inouye International Airport and all major airports statewide includes Kuleana and Mālama messaging, as well as Ocean Safety videos at available prime locations to reach most of the traveling public.

Hawai'i Tourism Authority, Global Marketing Team, O'ahu Visitors Bureau, Department of Land and Natural Resources, City and County of Honolulu, Native Hawaiian Hospitality Association, The Kāhala Hotel & Resort, Ko Olina Resort Association

**4 OF 7**  
SUB-ACTIONS

addressed and will  
continue to be advanced  
in Phase 2

**4**

PROGRAMS FUNDED through HTA's Aloha 'Āina Program to address O'ahu's hotspots

## 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 (DLNR) during the 2022 Hawai'i State Legislative Session



RESERVATION SYSTEMS at Hanauma Bay Nature Preserve and Diamond Head (Lē'ahi) State Monument implemented

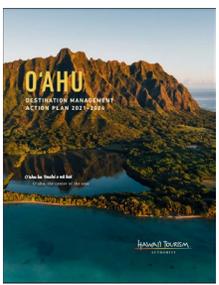


MAUNAWILI FALLS MASTER PLAN being developed by DLNR



THROUGH HTA'S KŪKULU OLA PROGRAM, the Historic Hawai'i Foundation received funding to carry out NATIVE Act Stewardship Training for Native Hawaiian Site Protection and Restoration

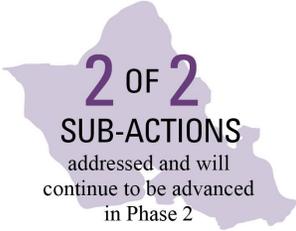
Department of Land and Natural Resources, Hawai'i Tourism Authority, City and County of Honolulu, O'ahu Visitors Bureau



# O'ahu DMAP Phase 1 Report (continue)

 **BILL 47** introduced by the Honolulu City Council addresses the enforcement of park laws and rules

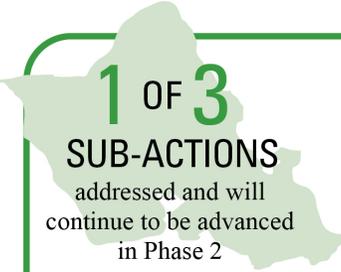


 **2 OF 2** SUB-ACTIONS addressed and will continue to be advanced in Phase 2

**ACTION D**  
Increase enforcement and active management of sites and trails.

 **PILOT PARK RANGER PROGRAM** implemented by the City and County of Honolulu's Department of Parks and Recreation

Department of Land and Natural Resources, City and County of Honolulu, Hawai'i Tourism Authority, O'ahu Visitors Bureau

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

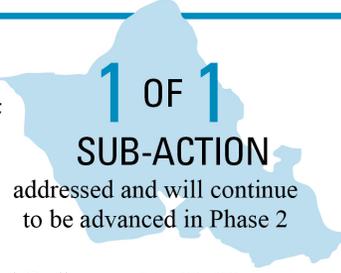


**DIAMOND HEAD (LĒ'ĀHI) STATE MONUMENT ONLINE RESERVATION SYSTEM** launched by the Department of Land and Natural Resources on April 28, 2022

Department of Land and Natural Resources

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

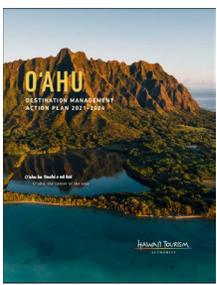
 **HTA TESTIFIED IN SUPPORT OF SITE-SPECIFIC FEES** and for a National Resource Special Fund during the 2022 Hawai'i State Legislative Session

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

**HONOLULU CITY COUNCIL** passed Bill 40 and Ordinance No. 21-33 was signed into law establishing a 3% O'ahu Transient Accommodations Tax (OTAT) on visitor accommodations beginning December 14, 2021. Of the OTAT collected, 8.34% will go to a special fund to mitigate visitor impacts on public facilities and natural resources.

City and County of Honolulu, Department of Land and Natural Resources, Hawai'i Tourism Authority

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



# O'ahu DMAP Phase 1 Report (continue)

**6 OF 6**  
**SUB-ACTIONS**  
addressed and will  
continue to be advanced  
in Phase 2



**PROMOTION OF THE MĀLAMA HAWAI'I PROGRAM AND VIDEO** to connect visitors and voluntourism opportunities

Hawai'i Tourism Authority, Global Marketing Team, O'ahu Visitors Bureau



**6** **BRAND MANAGEMENT PLANS** focused on visitor education for U.S., Canada, Japan, Korea, Oceania, and China markets



**MONTHLY PUBLIC RELATIONS INITIATIVES**  
by O'ahu Visitors Bureau

## ACTION **G**

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** promoted "buy local" programs such as the Made in Hawai'i Festival, DBEDT's Made in Hawai'i program, and Hawai'i Agriculture Foundation's Food-A-Go-Go program through in-market expos, travel agent trainings, social media channels and familiarization tours. Also included local crafts, fashion, and music.



Hawai'i Tourism Authority, Global Marketing Team, O'ahu Visitors Bureau, Native Hawaiian Hospitality Association, Department of Business, Economic Development and Tourism

**4 OF 4**  
**SUB-ACTIONS**

addressed and will continue to be advanced in Phase 2

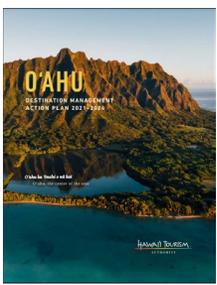


**O'AHU VISITORS BUREAU** continues to promote O'ahu artisans and farmers through its press releases, travel agent trainings, and social media channels

The Native Hawaiian Hospitality Association partnered with Purple Mai'a Foundation to implement Pākōlea, a pilot program to help local entrepreneurs foster connections and improve their business-to-business pitches to buyers and distributors. Pākōlea concluded with a Hō'ike at Royal Hawaiian Center's Lei 'Oahu Hale.

## 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.



# O'ahu DMAP Phase 1 Report (continue)

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

 **GETAROUNDOAHU.COM WEBSITE** being developed to serve as a planning tool pre and post arrival and encourage use of alternative transportation options. Set to launch in January 2023.

 **WAZE APP** featuring educational messaging on driving safely and respectfully

 **POST-ARRIVAL MESSAGING TO VISITORS** at Daniel K. Inouye International Airport to drive safely and park in designated areas

City and County of Honolulu, Hawai'i Tourism Authority, O'ahu Visitors Bureau, Global Marketing Team

**ACTION I**

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

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

**3 OF 3 SUB-ACTIONS** addressed. One has been completed and the others will continue in Phase 2.

 **STATEWIDE COMPREHENSIVE OUTDOOR RECREATION PLAN** developed by Department of Land and Natural Resources

**ACTION J**

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

DLNR's Universal Trail Assessment and Signage project in partnership with HTA for 19 trails and 2 roads on O'ahu completed.



Hawai'i Tourism Authority, O'ahu Visitors Bureau, Global Marketing Team, Department of Land and Natural Resources

# Kaua'i Summer (Q3) 2022 Progress



**No. of Phase 2  
High-Level Actions**



**No. of Phase 2  
Sub-Actions**

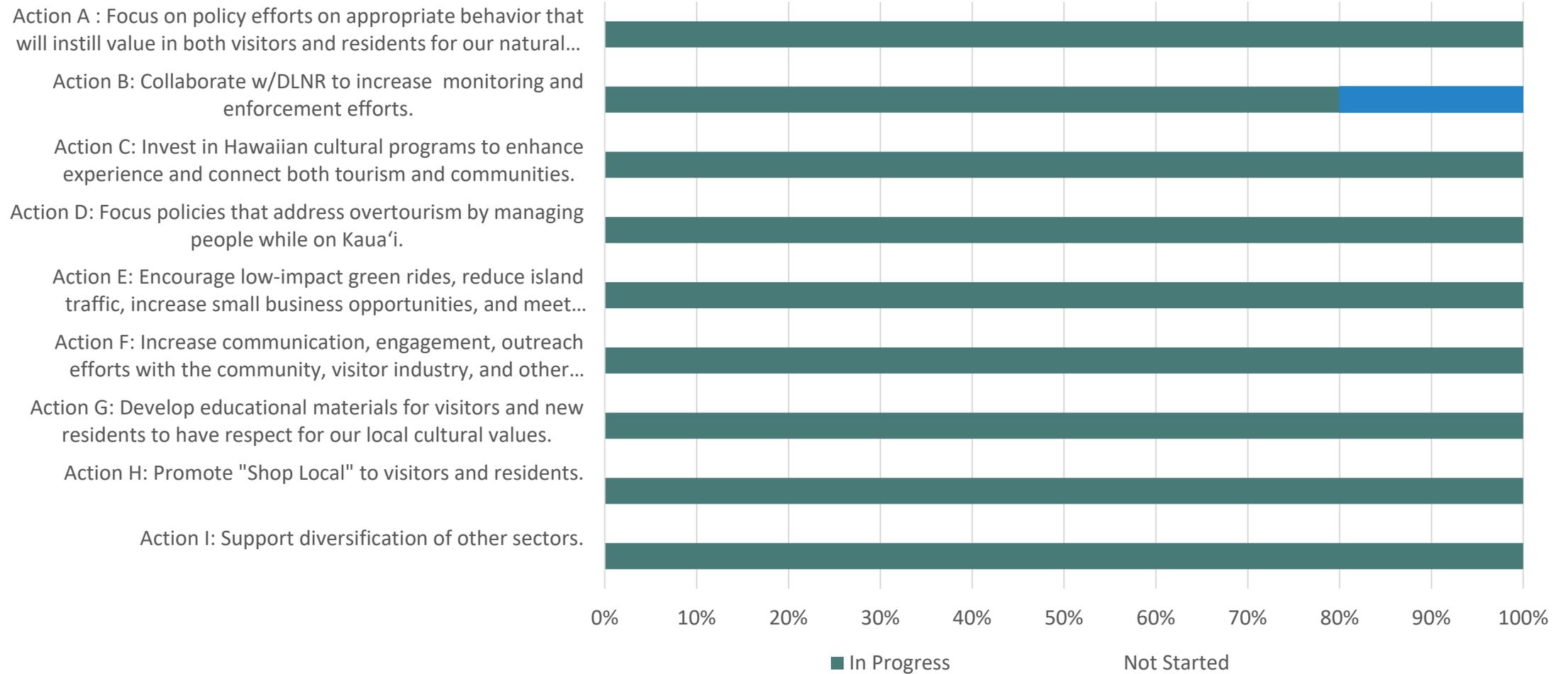


**No. of Phase 1  
Sub-Actions  
carried on to  
Phase 2**



**Sub-Actions  
In Progress**

## Kaua'i DMAP Anchor Actions In Progress Phase 2 Activities from July - September 2022



# Kaua'i DMAP Subactions Q2 Highlights

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- ✓ County received funding to hire stewards/ambassadors at County parks. Ambassadors will collect data and educate visitors but will not have any enforcement power.
- ✓ All 4 of the Mālama Kaua'i videos completed – Kaua'i Museum, NTBG, Mo'olelo Murals and Prince Kūhiō.
- ✓ County and KVB met with DOT-Airports on its proposed Airport Optimization Plan and shared their concerns. KVB also attended public meeting on the plan.
- ✓ Community meetings held on August 16 (Līhu'e) and August 17 (Princeville).
- ✓ HVCB/HTA ran resident communications via print and digital highlighting DMAP efforts/projects – Alakoko Store, Kaua'i Museum, and Legacy of King Kaumuali'i.
- ✓ HTA's Global Marketing Team continues to promote Kaua'i Made products.
- ✓ County is in planning process of establishing an Agritourism Pilot program.

# Maui Summer (Q3) 2022 Progress



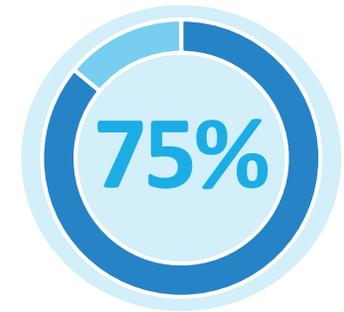
**No. of Phase 2  
High-Level Actions**



**No. of Phase 2  
Sub-Actions**

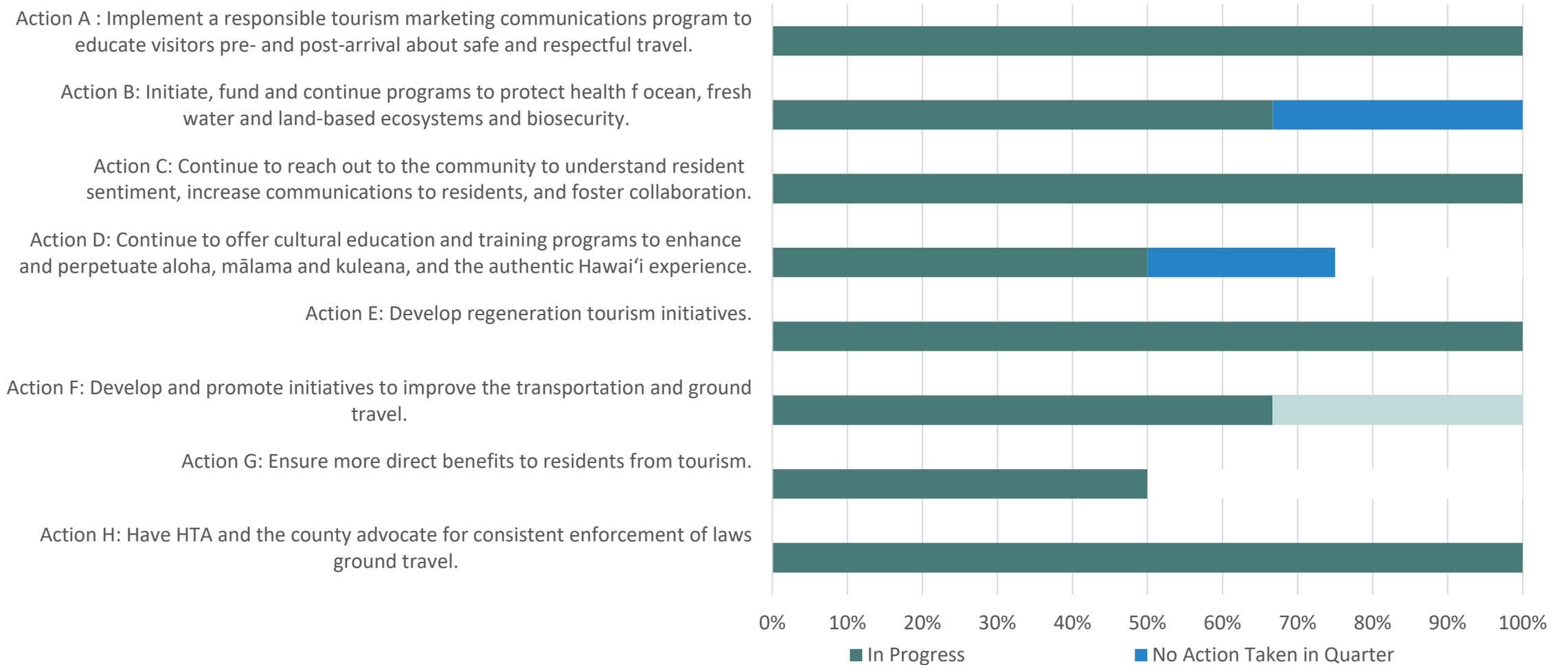


**No. of Phase 1  
Sub-Actions  
carried to Phase 2**



**Sub-Actions  
In Progress**

## Maui Anchor Actions In Progress Phase 2 Activities from July - September 2022



# Maui DMAP Subactions Highlights

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- ✓ MVCB organized the East Maui Advisory Group to provide input to MVCB's East Maui Tourism Management Pilot Program.
- ✓ MVCB partnered with the "Rise Above Plastics on Vacation" program and purchased co-branded reusable water bottles to support the program
- ✓ HTUSA completed its series of resident communications that was featured on local tv news stations. This included Daryl Fujiwara for the Emma Farden Sharpe Hula Festival & Festivals of Aloha, Jill Wirt with Maui Nui Marine Resource Council, and Caroline Anderson sharing about the Rise Above Plastics Program.
- ✓ MVCB established an East Maui Advisory Council to provide input to an East Maui Tourism Management Pilot program, and eventually, advise on messaging. Meetings held throughout September. HTA and the County also participated. HTA funded study on best practices of tour guides with UH TIM school and Native Hawaiian Hospitality Association.
- ✓ Global Marketing Team's Brand Marketing and Management Plan incorporates responsible tourism messaging and programs

# Lānaʻi Summer (Q3) 2022 Progress



**No. of Phase 2  
High-Level Actions**

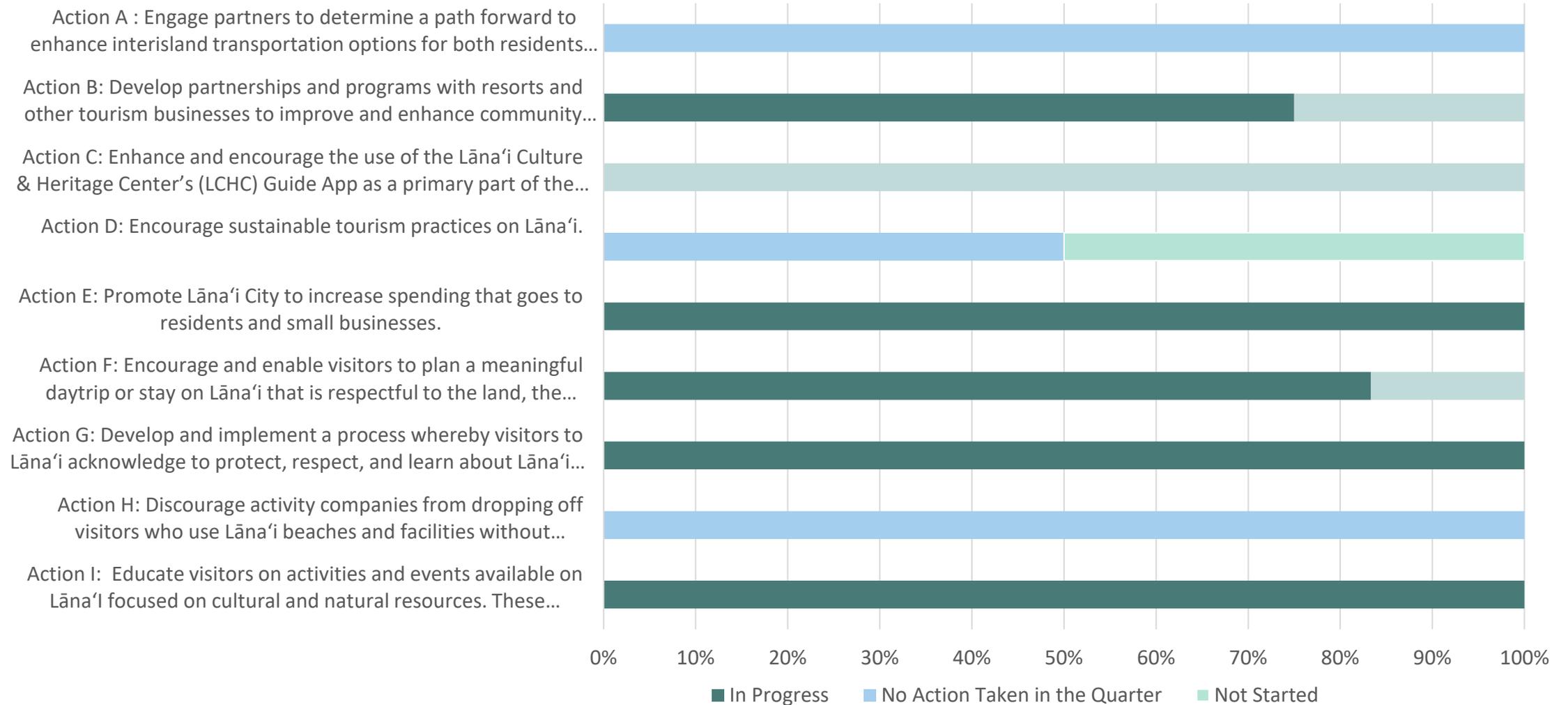


**No. of Phase 2  
Sub-Actions**



**Sub-Actions  
In Progress**

## Lānaʻi Anchor Actions In Progress (Phase 2) Activities from July – September 2022



# Lānaʻi DMAP Subactions Highlights

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- ✓ MVCB worked with Lānaʻi Advisory Group to finalize the Lānaʻi brochure, which contains messaging, a daytrip itinerary with stops in Lānaʻi City, a map of Lānaʻi City and community-supported activities
- ✓ Lānaʻi Advisory Group also contributed manaʻo to the 2023 Hawaiʻi State Visitors Guide.
- ✓ Mālama videos continue to educate guests aboard ferry; Mālama Maui County Pledge now playing in-room at both Four Seasons resorts.
- ✓ Lānaʻi-based photographer continues to provide new photo assets for visitor-facing websites, brochure being developed and new social media campaign. Lānaʻi Advisory Group will review social media campaign before it is finalized.

# Moloka'i Summer (Q3) 2022 Progress



**No. of Phase 2  
High-Level Actions**



**No. of Phase 2  
Sub-Actions**



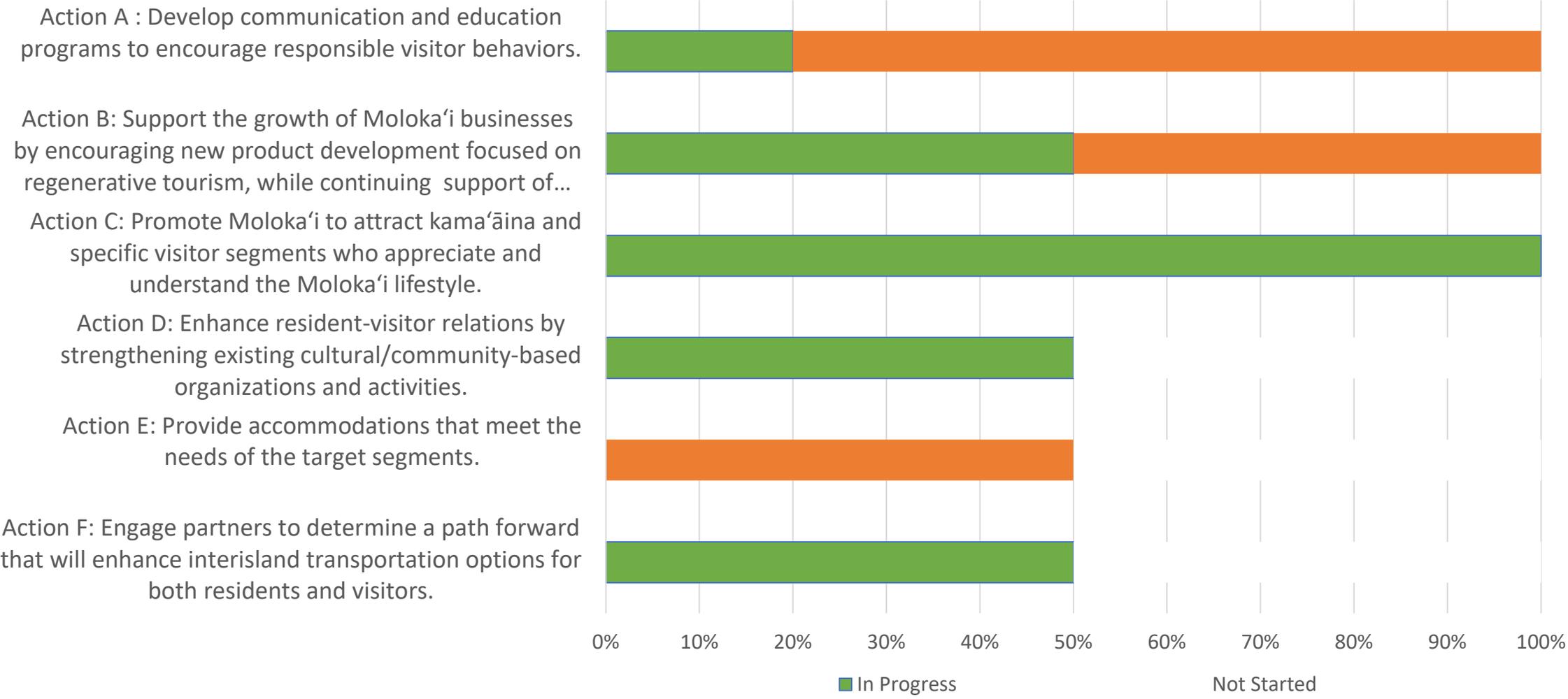
**No. of Phase 1  
Sub-Actions  
carried to Phase 2**



**Sub-Actions  
In Progress**

# Moloka'i Anchor Actions In Progress (Phase 2)

## Activities from July - September 2022



# Moloka'i DMAP Subactions Highlights

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- ✓ Moloka'i Task Force (this is the Steering Committee and Advisory Group combined) meetings held in August and September
- ✓ 4 Moloka'i Task Force subject-matter committees formed:
  1. To examine how to support new businesses/existing business to transition in new areas. The committee met in July. Looking at conducting a needs assessment.
  2. To focus on messaging to develop communication pieces to educate visitors about what to expect on Moloka'i, including activities, safety, and mutual respect between residents and visitors.
  3. To examine how to support new nonprofits/volunteer opportunities with visitors. The committee met in July and August. Looking at conducting a needs assessment.
  4. To look at transportation issues, specifically airlift and ferry service. The Committee met once, and staff met with the Chair.

# Hawai'i Island Summer (Q3) 2022 Progress



**No. of Phase 2  
High-Level Actions**

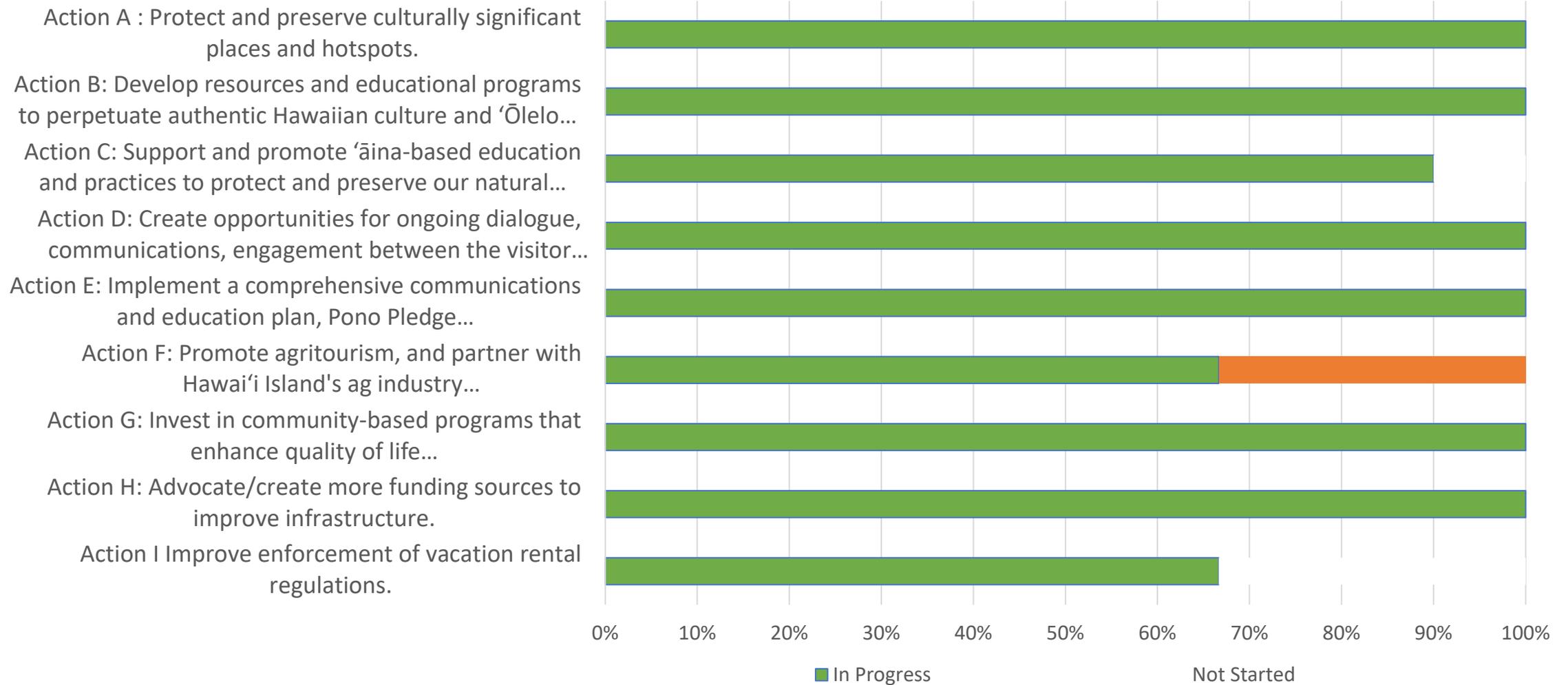


**No. of Phase 2  
Sub-Actions**



**Sub-Actions  
In Progress**

## Hawai'i Island Anchor Actions In Progress (Phase 2) Activities from July - September 2022



# Hawai'i Island DMAP Subactions Highlights

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- ✓ County's Department of Research & Development issued Request for Proposals for its Innovation Grants.
- ✓ IHVB and County working to address impacts at Kealakekua Bay and Keaukaha.
- ✓ DLNR/HTA Universal Trail Assessment Project with trail signage installation.
- ✓ HTA's Workforce Needs Assessment was completed in September and showed that Hawaiian language and cultural training is favorable/desired in the tourism industry and that more awareness and resources is needed.
- ✓ Hawai'i Volcanoes National Park's 'Ike Hana No'eau video series was completed and is available on the park website and shared on Big Island TV, Spectrum, and in-room channels at many resorts.
- ✓ The Kohala Center released 'Āina Aloha Kahulu'u, a series of short videos intended to help beachgoers to get to know the bay before they visit.
- ✓ IHVB and County's Department of Research & Development formed:
  - Infrastructure Action Team formed to review 10 County plans ranging from trails to multimodal and bike plans identified to determine priority actions, timeline, and next steps.
  - Vacation Rental Action Team to develop strategies and hold meetings to garner support for a proposed bill to address illegal short term vacation rentals.