Summer 2022 DMAPS Progress

PRESENTED TO HTA BOARD OF DIRECTORS
BY CAROLINE ANDERSON, DIRECTOR OF PLANNING
OCTOBER 27, 2022
Tracking of DMAPs Actions

“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

**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.

2 of 3 SUB-ACTIONS
- Decrease total number of hotel rooms
- Control short-term rentals
- Implement improved enforcement

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

6 of 6 SUB-ACTIONS
- Pre-arrival communications
- Post-arrival communications
- Communication on public transportation

**ACTION C**
Identify sites and implement stewardship plans for key hotspots on O‘ahu.

4 of 7 SUB-ACTIONS
- HTA Advocates for Increased Funding and Resources
- Rezerv System
- Malanai Falls Master Plan
- Kūkūlului Master Plan

**PROGRAMS FUNDED**
- HTA Aloha 'Āina Program
- Hawai'i State Legislative Session
- Historic Hawai'i Foundation
- Native Hawaiian Site Protection and Restoration
O‘ahu DMAP Phase 1 Report (continue)

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

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

**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.

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

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

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

**ACTION E**

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

**Department of Land and Natural Resources**

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

**HONOLULU CITY COUNCIL** passed Bill 40 and Ordinance No. 21-33 was signed into law establishing a 5% 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.

**ACTION F**

Establish a “Regenerative Tourism Fee” to regenerate Hawai‘i’s resources, protect natural resources, and address unfunded conservation liabilities.

**City and County of Honolulu, Department of Land and Natural Resources, Hawai‘i Tourism Authority**
6 OF 6 SUB-ACTIONS addressed and will continue to be advanced in Phase 2

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

PROMOTION OF THE MĀLAMA HAWA‘I PROGRAM AND VIDEO to connect visitors and voluntourism opportunities

ACTION G

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

ACTION H

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.

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

4 OF 4 SUB-ACTIONS addressed and will continue to be advanced in Phase 2

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 ‘Olu Hale.

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

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

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

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

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

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

ACTION

Work with community partners to develop, market, encourage, and support more collaborative, curated experiences that enrich residents and visitors alike.
Kaua‘i Summer (Q3) 2022 Progress

- **No. of Phase 2 High-Level Actions**: 8
- **No. of Phase 2 Sub-Actions**: 34
- **No. of Phase 1 Sub-Actions carried on to Phase 2**: 3
- **Sub-Actions In Progress**: 97%
Action A: Focus on policy efforts on appropriate behavior that will instill value in both visitors and residents for our natural…

Action B: Collaborate w/DLNR to increase monitoring and enforcement efforts.

Action C: Invest in Hawaiian cultural programs to enhance experience and connect both tourism and communities.

Action D: Focus policies that address overtourism by managing people while on Kaua‘i.

Action E: Encourage low-impact green rides, reduce island traffic, increase small business opportunities, and meet…

Action F: Increase communication, engagement, outreach efforts with the community, visitor industry, and other…

Action G: Develop educational materials for visitors and new residents to have respect for our local cultural values.

Action H: Promote "Shop Local" to visitors and residents.

Action I: Support diversification of other sectors.
Kaua‘i DMAP Subactions Q2 Highlights

- 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.

* HTA-funded
Maui Summer (Q3) 2022 Progress

- **8** No. of Phase 2 High-Level Actions
- **17** No. of Phase 2 Sub-Actions
- **3** No. of Phase 1 Sub-Actions carried to Phase 2
- **75%** Sub-Actions In Progress
Maui Anchor Actions In Progress Phase 2
Activities from July - September 2022

Action A: Implement a responsible tourism marketing communications program to educate visitors pre- and post-arrival about safe and respectful travel.

Action B: Initiate, fund and continue programs to protect health of ocean, fresh water and land-based ecosystems and biosecurity.

Action C: Continue to reach out to the community to understand resident sentiment, increase communications to residents, and foster collaboration.

Action D: Continue to offer cultural education and training programs to enhance and perpetuate aloha, mālama and kuleana, and the authentic Hawai‘i experience.

Action E: Develop regeneration tourism initiatives.

Action F: Develop and promote initiatives to improve the transportation and ground travel.

Action G: Ensure more direct benefits to residents from tourism.

Action H: Have HTA and the county advocate for consistent enforcement of laws on ground travel.

In Progress

No Action Taken in Quarter
Maui DMAP Subactions Highlights

- 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.

*HTA-funded*
Lānaʻi Summer (Q3) 2022 Progress

- No. of Phase 2 High-Level Actions: 9
- No. of Phase 2 Sub-Actions: 23
- Sub-Actions In Progress: 65%
Lāna’i Anchor Actions In Progress (Phase 2)
Activities from July – September 2022

- **Action A**: Engage partners to determine a path forward to enhance interisland transportation options for both residents...
- **Action B**: Develop partnerships and programs with resorts and other tourism businesses to improve and enhance community...
- **Action C**: Enhance and encourage the use of the Lāna’i Culture & Heritage Center’s (LCHC) Guide App as a primary part of the...
- **Action D**: Encourage sustainable tourism practices on Lāna’i.
- **Action E**: Promote Lāna’i City to increase spending that goes to residents and small businesses.
- **Action F**: Encourage and enable visitors to plan a meaningful daytrip or stay on Lāna’i that is respectful to the land, the...
- **Action G**: Develop and implement a process whereby visitors to Lāna’i acknowledge to protect, respect, and learn about Lāna’i...
- **Action H**: Discourage activity companies from dropping off visitors who use Lāna’i beaches and facilities without...
- **Action I**: Educate visitors on activities and events available on Lāna’i focused on cultural and natural resources. These...
Lānaʻi DMAP Subactions Highlights

✓ 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: 6
- No. of Phase 2 Sub-Actions: 20
- No. of Phase 1 Sub-Actions carried to Phase 2: 2
- Sub-Actions In Progress: 45%
Action A: Develop communication and education programs to encourage responsible visitor behaviors.

Action B: Support the growth of Moloka‘i businesses by encouraging new product development focused on regenerative tourism, while continuing support of...

Action C: Promote Moloka‘i to attract kama‘āina and specific visitor segments who appreciate and understand the Moloka‘i lifestyle.

Action D: Enhance resident-visitor relations by strengthening existing cultural/community-based organizations and activities.

Action E: Provide accommodations that meet the needs of the target segments.

Action F: Engage partners to determine a path forward that will enhance interisland transportation options for both residents and visitors.
Molokaʻi DMAP Subactions Highlights

✓ Molokaʻi Task Force (this is the Steering Committee and Advisory Group combined) meetings held in August and September

✓ 4 Molokaʻi 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 Molokaʻi, 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.

* HTA-funded
Hawai‘i Island Summer (Q3) 2022 Progress

- No. of Phase 2 High-Level Actions: 9
- No. of Phase 2 Sub-Actions: 40
- Sub-Actions In Progress: 92%
Action A: Protect and preserve culturally significant places and hotspots.

Action B: Develop resources and educational programs to perpetuate authentic Hawaiian culture and ‘Ōlelo...

Action C: Support and promote ‘āina-based education and practices to protect and preserve our natural...

Action D: Create opportunities for ongoing dialogue, communications, engagement between the visitor...

Action E: Implement a comprehensive communications and education plan, Pono Pledge...

Action F: Promote agritourism, and partner with Hawai’i Island’s ag industry...

Action G: Invest in community-based programs that enhance quality of life...

Action H: Advocate/create more funding sources to improve infrastructure.

Action I: Improve enforcement of vacation rental regulations.
Hawai‘i Island DMAP Subactions Highlights

✓ 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.