

# HAWAII ISLAND

DESTINATION MANAGEMENT  
ACTION PLAN 2021-2023

*‘Ōpela ha‘a‘i‘i i ke kai.*

*‘Ōpela that make the sea ripple.  
Said of active, quick-moving*

HAWAII TOURISM  
AUTHORITY

# Hawai‘i Island Summer 2022 Progress Report

*This report shows work in the months of July,  
August and September*

HAWAII TOURISM  
AUTHORITY

# Intro

- This report provides an update on the progress toward fulfilling Hawai'i Island's Destination Management Action Plan (DMAP) from July 1 through September 30, 2022, and specifically provides updates on the actions identified for Phase 2 implementation. There are 40 sub-actions in Phase 2, of which 37 (92%) are in progress.
- The Hawai'i Island DMAP was approved by the Hawai'i Tourism Authority's (HTA) board of directors in February 2021. It is a three-year plan divided into three phases. It was released to the public and published on HTA's website on April 1, 2021.
- HTA provides funds to the Hawai'i Visitors and Convention Bureau/Island of Hawai'i Visitors Bureau (IHVB) for a Destination Manager to assist HTA in implementing the DMAP. Mahalo to IHVB, the County of Hawai'i's Department of Research & Development, Department of Land and Natural Resources, and National Park Service for their support and partnership in moving the Hawai'i Island DMAP actions forward. HTA also acknowledges the other state, county and federal agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.

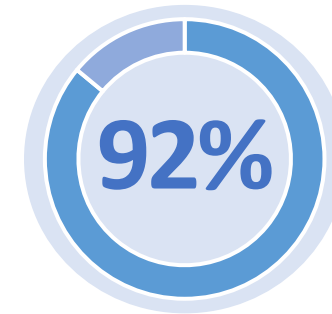
# Summer (Q3) 2022 Progress



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

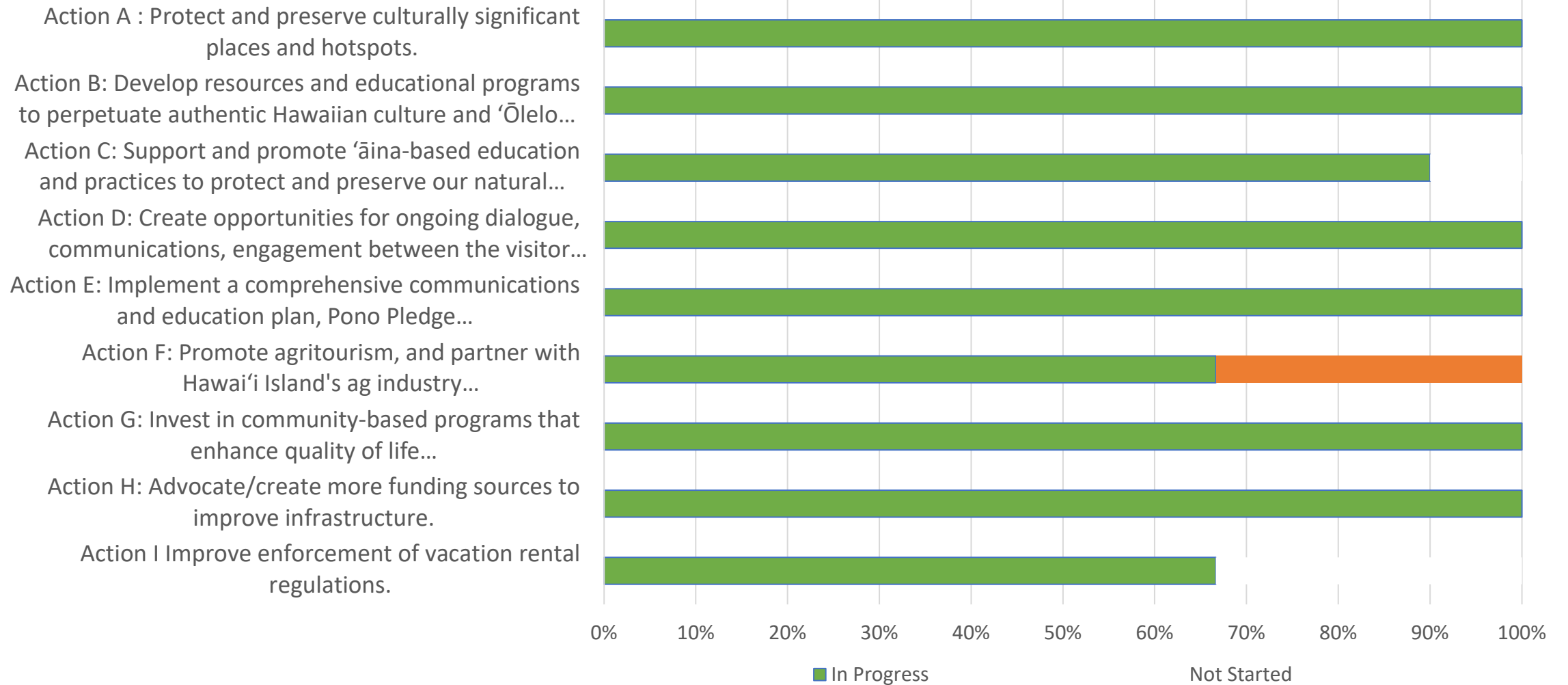


**No. of Phase 2  
Sub-Actions**



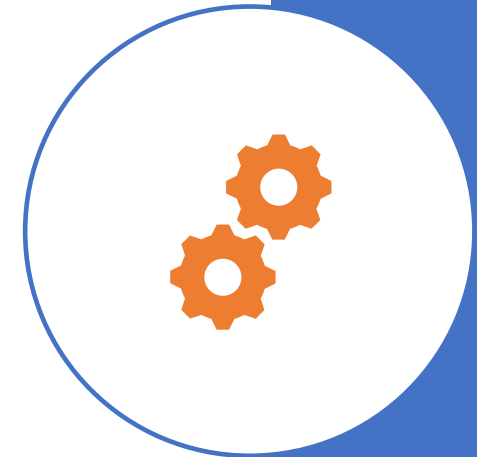
**Sub-Actions  
In Progress**

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



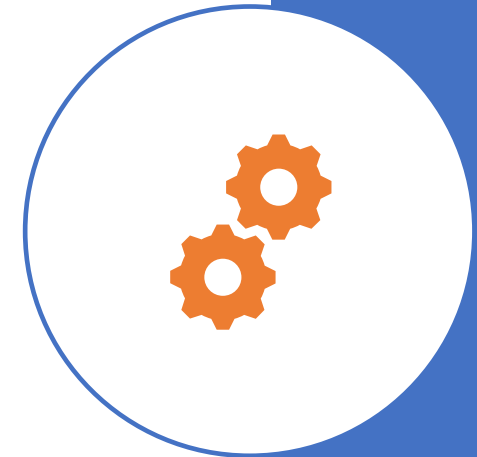
## ***Action A. Protect and preserve culturally significant places and hotspots.***

- 5 of 5 sub-actions in progress.
- Formation of Hotspot Action Team to conduct community outreach, engagement and assessment.
- County's Department of Research & Development issued Request for Proposals for its Innovation Grants.
- IHVB connecting with organizations to expand Mālama Hawai'i Program.
- IHVB and County working to address impacts at Kealakekua Bay and Keaukaha.
- DLNR/HTA Universal Trail Assessment Project with trail signage installation.
- County/IHVB/HTA addressing impacts to Waipi'o Valley with signage and additional information officers.
- HTA's Aloha 'Āina Program supporting 6 projects.
- County to introduce parking fees at Kahalu'u Bay.
- Hawai'i Volcanoes National Park acquired Kahuku-Pōhue Bay parcel.



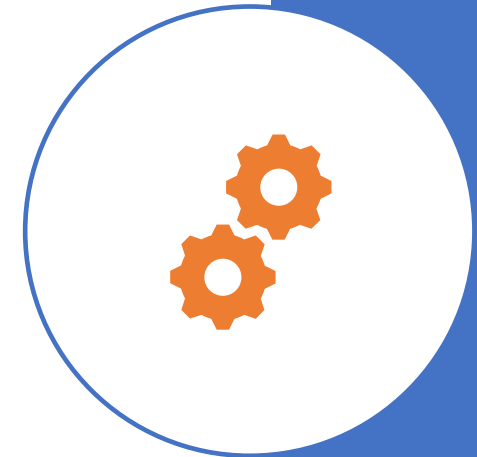
## **Action B. Develop resources and educational programs to perpetuate authentic Hawaiian culture and ‘Ōlelo Hawai‘i.**

- 7 of 7 sub-actions in progress.
- Continued promotion of HTA’s Ma‘ema‘e Toolkit.
- HTA-funded study on best practices of tour guides with UH TIM school and Native Hawaiian Hospitality Association.
- County’s Department of Research & Development issued Request for Proposals for its Innovation Grant.
- IHVB met with Hawaiian cultural ambassadors of the Kona-Kohala Coasts regarding DMAP and best practices in supporting Hawaiian culture.
- 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.
- County continued its Hawaiian cultural training for employees.



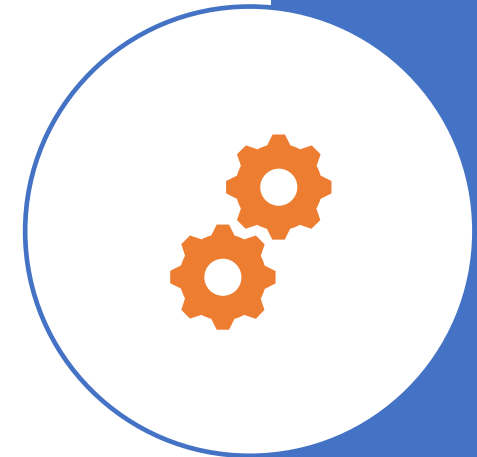
***Action C. Support and promote 'āina-based education and practices to protect and preserve our natural resources so that residents and visitors will aloha 'āina.***

- 9 of 10 sub-actions in progress.
- County's Department of Research & Development issued Request for Proposals for its Innovation Grant.
- County's support of KIPA Indigenous Alignment Certification Program by Edith Kanaka'ole Foundation.
- County's Honuiaiakea Process for Pohoiki.
- County's Resilience Corps in Keaukaha, Pohoiki and Kumukahi.
- State's Department of Land and Natural Resources is developing a Community Action Plan for Kealakekua.
- IHVB working with nonprofit in Punalu'u to educate and gather data on honu.
- Formation of Kealakekua Action team with County and IHVB.
- County's support of Kapalilua Kia'i 'Āina Program by Conservation International.
- Hawai'i Volcanoes National Park and Trust for Public Land held several public meetings to get mana'o and input on Kahuku-Pōhue and will continue to work with the local community of Ka'ū to develop interim operating procedures.



***Action D. 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.***

- 3 of 3 sub-actions in progress.
- Community campaign highlighting DMAP efforts by HVCB/HTA. Featured stories were on HI Now, Hawai'i News Now and KHON.
  - Craig Anderson, Mauna Kea Resort's efforts to Mālama Ku'u Home
  - County of Hawai'i's Hele On/mass transit program
  - The Kohala Center
  - Caroline Anderson on Conservation International's efforts at Hōnaunau Bay
- 4 Pacific Business News advertorials.
- Developing DMAP Microsite to highlight all efforts.





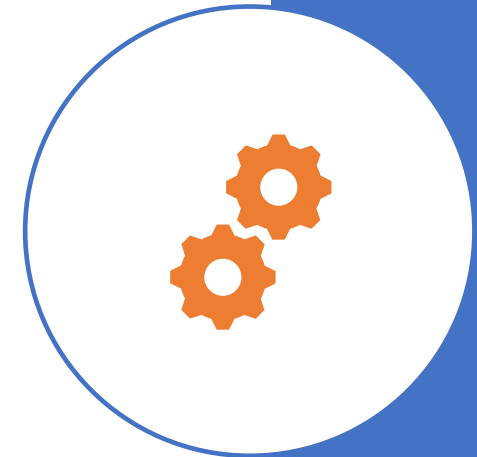
***Action E. Implement a comprehensive communications and education plan that facilitates positive community-visitor relations and pono practices, including the Pono Pledge.***

- 4 of 4 sub-actions in progress.
- IHVB held DMAP update meeting with Hawaiian cultural ambassadors of the Kona-Kohala Coasts which included discussion on the Pono Pledge and best practices as it relates to Hawaiian culture and the visitor industry.
- HTA's Global Marketing Team continues to promote Mālama Hawai'i, voluntourism programs, stewardship programs, and responsible travel.
- Continued to encourage the visitor industry and partners to promote the Pono Pledge.
- Hawai'i Volcanoes National Park's (HAVO) National Park Service Plan has a park ranger campaign targeted at residents.
- HAVO tracks its decade-long Stewardship at the Summit program which is an invasive plant removal volunteer opportunity.
- National Park Service app includes HAVO which provides for self-guided tours, alerts and other valuable information which is like "having a ranger in your pocket."
- 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.



***Action F. Promote agritourism, and partner with Hawai'i island's agriculture industry to support local food security.***

- 2 of 3 sub-actions in progress.
- County's Department of Research & Development issued an RFP for its Innovation Grant.
- Promotion of Community Enrichment Program events and festivals such as the Kona Coffee Cultural Festival and the Kona Cacao Association's Cacao Education & Culinary Exploration, and the island's farmers' markets.
- HTA spoke at Ag Conference 2022 on agritourism initiatives. HTA is in discussions with Hawai'i Food Hub Hui regarding potential partnerships in bridging visitors and agriculture.



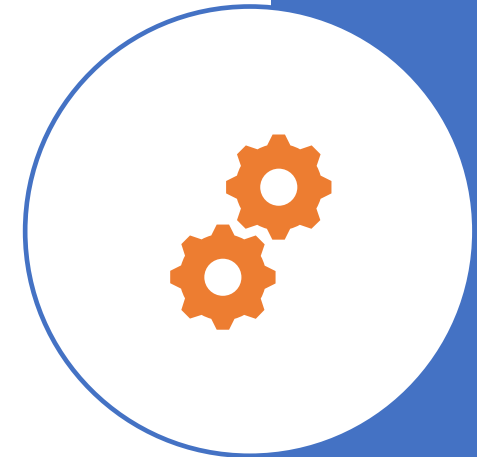
## ***Action G. Invest in community-based programs that enhance quality of life for communities.***

- 2 of 2 sub-actions in progress.
- County project assessment occurred in Puna.
- County Business and Industry Development Program initiative, i.e. develop alternative retail pop-ups.
- County's Department of Research & Development issued a Request for Proposals for its Innovation Grant. Selection held in September.
- IHVB continued to administer HTA's Community Enrichment Program by working with, promoting and evaluating CEP projects.
- Hawai'i Volcanoes National Park's Youth Ranger program provides recruitment training and hiring of local youth from Puna and Ka'ū each summer.



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

- 3 of 3 sub-actions in progress.
- Infrastructure Action Team formed.
- 10 County plans ranging from trails to multimodal and bike plans identified for review to determine priority actions, timeline, and next steps.
- County Planning Department assisting with researching CIP list to provide to Action Team for review.



## ***Action I. Improve enforcement of vacation rental regulations.***

- 2 of 3 sub-actions in progress.
- Bill has been drafted and is with the Department of Planning for review.
- IHVB and County's Department of Research & Development formed a Vacation Rental Action Team to develop strategies and hold meetings to garner support for the proposed bill.



# Addressing Hotspots

<b>Area/site</b>	<b>Action Taken</b>
<b>Waipi'o Valley</b>	IHVB and the County are in discussions to add additional informational officers and redo the informational signage at the Waipi'o Valley lookout.
<b>Pololū Valley</b>	HTA funded a Pilot Stewardship program from August 2021 to May 2022. DLNR has taken over the funding of the program.
<b>Kealakekua Bay State Historical Park</b>	DLNR is in the process of finalizing its Master Plan. Community Action Plan (CAP) meetings are being facilitated by The Nature Conservancy (TNC), and a plan is being composed. IHVB has been in contact with a community organization to assist.
<b>South Kona – Ho'okena, Miloli'i</b>	The County contracted with Conservation International for paid stewards in the area.
<b>Kahalu'u Bay</b>	The County has a pilot program that includes parking fees and park closures. The County is also funding an educational program. IHVB is communicating their messaging.

# Addressing Hotspots (cont.)

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Area/site	Action Taken
<b>Kumukahi (newest black sand beach)</b>	The County has closed this area off. However, there is continued use of the trail occurring. The County, DLNR, and University of Hawai'i are also working to make it a more protected area instead of a recreational area.
<b>Keaukaha</b>	The County is addressing issues within the community. HTA is supporting a Stewardship Pilot Program through the County's Resiliency Corp. IHVB is also working with the County. County issued an RFP to address this.
<b>Punalu'u</b>	IHVB has identified the need to conduct more educational outreach to protect the honu and is looking to support a nonprofit group to assist with data collection. The County's Ka'ū Action Committee also seeks to address issues in this area.
<b>Pohoiki</b>	HTA is partnering with the County for a Community Tourism Collaborative – a series of community events to develop a stewardship action plan from Q3 2022-Q1 2023.

## Addressing Hotspots (cont.)

<b>Ho'okena Beach</b>	Friends of Ho'okena has a stewardship program in place. This hotspot is a resting place for dolphins. This is being addressed by NOAA.
<b>Hōnaunau Bay, Captain Cook Monument</b>	The County has a contract with Conservation International and there are paid stewards at this site.
<b>La'aloa Beach (Magic Sands Beach)</b>	Monitoring; surrounding areas include Kahalu'u Bay which have similar issues (parking, coral reef) which are being addressed.
<b>Hawai'i Volcanoes National Park</b>	IHVB is providing communications as needed to visitors.
<b>Kailua Pier</b>	This is a hotspot with homeless, parking, and traffic. IHVB received proposal for a tent for the greeting arrival program. County is addressing the homeless issue.