

# MAUI NUI

DESTINATION MANAGEMENT  
ACTION PLAN 2021–2023

# LĀNAʻI

*Hooehoe Lānaʻi i ke kaunaʻoa,  
Kohu kapa ʻahuʻula, hau poʻohiwi  
E ola Lānaʻi a Kaulāʻau*

*Lānaʻi distinguished by the kaunaʻoa  
Which sets like a feather cape upon its shoulders  
Let there be life for Lānaʻi of Kaulāʻau*

# Lānaʻi Summer 2022 Progress Report

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

# Intro

- This report provides an update on the progress toward fulfilling Lānaʻi's DMAP from July 1 through September 30, 2022, and specifically provides updates on the actions identified for Phase 2 (March 2022-March 2023) implementation. There are 23 sub-actions in Phase 2, of which 15 (65%) are in progress, one has not been started, and four have been completed.
- The Lānaʻi Destination Management Action Plan (DMAP) was approved by the Hawaiʻi Tourism Authority's (HTA) board of directors in January 2021. It is a three-year plan divided into three phases. The Maui Nui DMAP, which incorporates the Lānaʻi DMAP, was released to the public and published on HTA's website on March 4, 2021.
- HTA provides funds to the Hawaiʻi Visitors and Convention Bureau/Maui Visitors & Convention Bureau (MVCB) for a Destination Manager to assist HTA in implementing the DMAP. Mahalo to MVCB, the County of Maui's Office of Economic Development, and Office of the Mayor's Community Liaison for Tourism for their support and partnership in moving the Lānaʻi DMAP actions forward. HTA also acknowledges the other state and county agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.

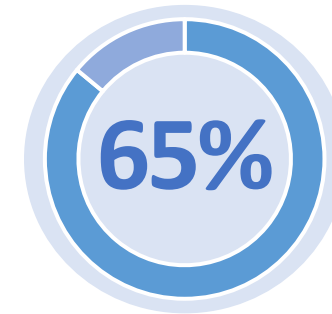
# Summer (Q3) 2022 Progress



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



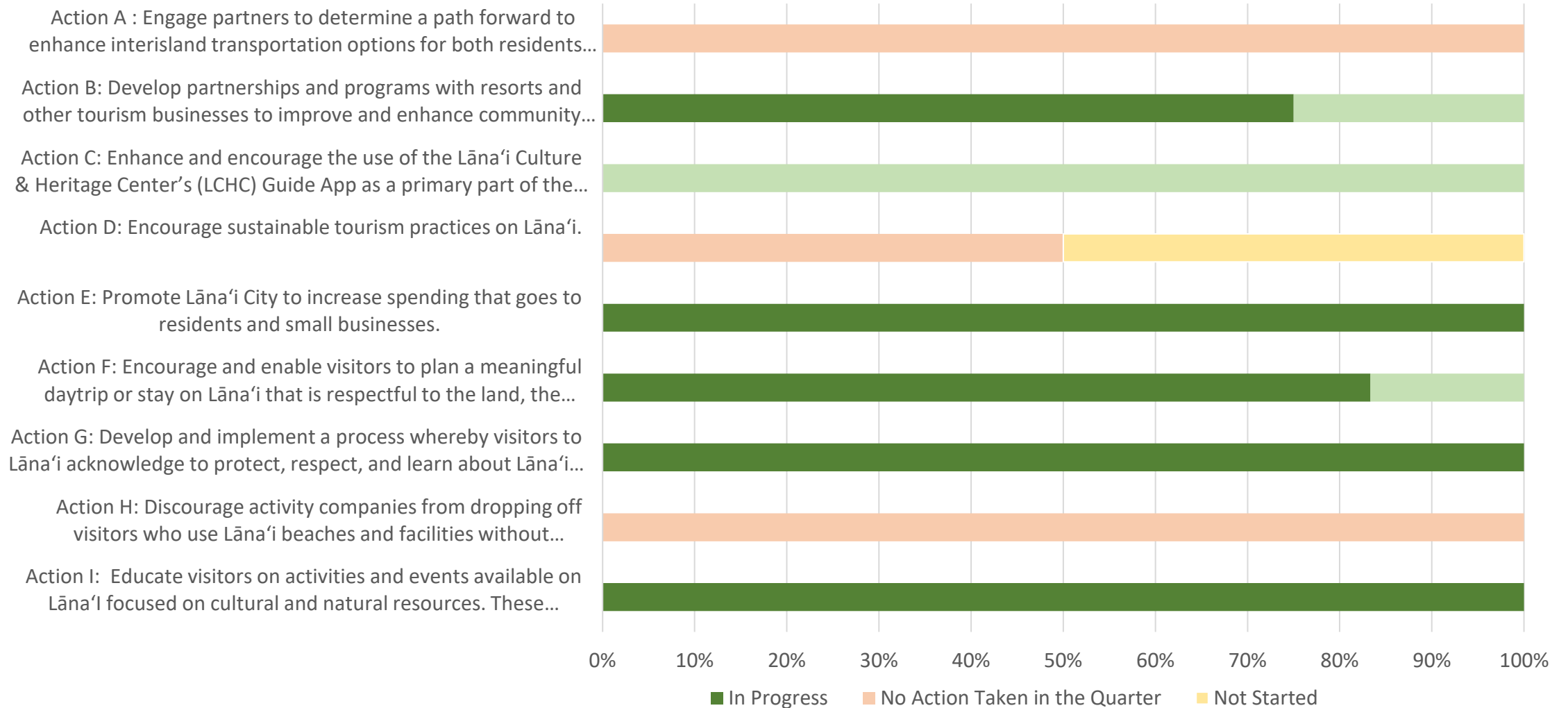
**No. of Phase 2  
Sub-Actions**



**Sub-Actions  
In Progress**

## Lānaʻi Anchor Actions In Progress (Phase 2)

### Activities from July – September 2022



**Action A. Engage partners to determine a path forward that will enhance interisland transportation options for both residents and visitors.**

- 0 of 1 sub-action in progress. This action was not worked on in Summer 2022.



***Action B. Develop partnerships and programs with resorts and other tourism businesses to improve and enhance community relationships.***

- 3 of 3 sub-actions in progress.
- MVCB in discussions with Pūlama Lānaʻi on developing a program to inform Four Seasons guests and groups of service opportunities.



**Action C. Enhance and encourage the use of the Lānaʻi Culture & Heritage Center's (LCHC) Guide App as a primary part of the travel protocol for traveling to the island.**

- This action is complete.



## ***Action D. Encourage sustainable tourism practices on Lānaʻi.***

- 0 of 2 sub-actions in progress. This action was not worked on in Summer 2022.
- MVCB is in touch with DLNR regarding their Holomua Marine 30 X 30 initiative. Once this meeting occurs, MVCB will decide next steps.
- Advisory group gave input on Expeditions website.





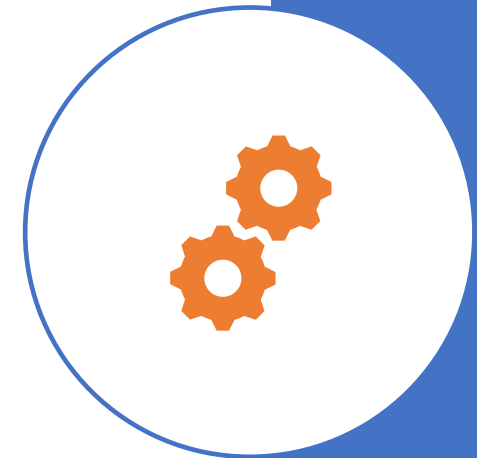
## ***Action E. Promote Lānaʻi City to increase spending that goes to residents and small businesses.***

- 3 of 3 sub-actions in progress.
- 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 contributed manaʻo on the island mood board and the 2023 Hawaiʻi State Visitors Guide.
- MVCB presented DMAP efforts to Lānaʻi Chamber of Commerce members on September 23. They are exploring their capacity to host Fifth Saturdays in 2023.



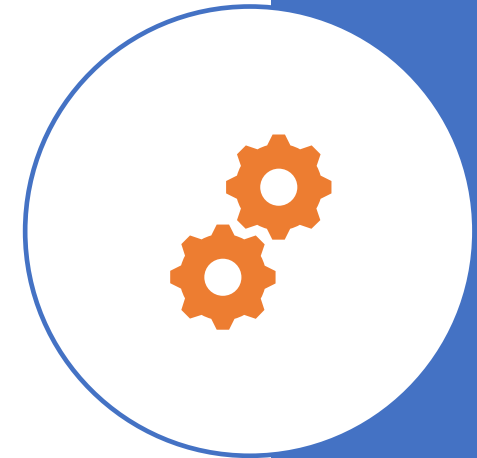
***Action F. Encourage and enable visitors to plan a meaningful daytrip or stay on Lānaʻi that is respectful to the land, the people and the lifestyle on Lānaʻi.***

- 5 of 5 sub-actions in progress.
- Collaborated with Lānaʻi Advisory Group to finalize the Lānaʻi brochure. Includes QR code of Guide App, map of Lānaʻi City and community-supported messaging. 2,500 being printed for distribution to concierge and visitor-facing businesses on the island.
- The Advisory Group also contributed manaʻo on the island mood board and 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.



***Action G. Develop and implement a process whereby visitors to Lānaʻi acknowledge to protect, respect, and learn about Lānaʻi cultural and natural resources, and community during their visit through the Mālama Maui County Pledge.***

- 2 of 2 sub-actions in progress.
- Four Seasons is now playing the Mālama Maui County Pledge in-room at both resorts.
- MVCB received permit to install mineral-only sunscreen dispenser at Hulopoʻe which will be installed by Pūlama Lānaʻi. Pūlama Lānaʻi will also maintain it with sunscreen provided by MVCB.



***Action H. Discourage activity companies from dropping off visitors who use Lānaʻi beaches and facilities without contributing to maintenance of the beaches and facilities.***

- 0 of 1 sub-actions in progress.
- This activity is being monitored. It is currently not an issue.



***Action 1. Educate visitors on activities and events available on Lānaʻi focused on cultural and natural resources. These activities could include fishpond restoration, koa tree planting, etc.***

- 2 of 2 sub-actions in progress.
- Lānaʻi Culture & Heritage Center is a 2022 Community Enrichment Program awardee for its project, "Our Living History: Lānaʻi Digital Archival"
- Distributed press release to increase awareness about Mālama Lānaʻi daytrip on October 4. Began discussions with Four Seasons and Pūlama Lānaʻi to channel groups and visitors into volunteer opportunities. Including Lānaʻi Cat Sanctuary in Lānaʻi brochure in two locations, including on map.



# Addressing Potential Hotspots

- These sites have the *potential* to become a hotspot – an area or site that attracts visitors due to its popularity, which may result in overcrowding, congestion, degradation of resources, safety hazards, and a negative experience for both residents and visitors. These sites are not being actively promoted to visitors.

## Area/site

Awalua

Awehi Trail

Kānepu‘u Reserve

Kaunolū Kaunolu Bay or Kaunolu Village Site

Keōmoku Village

Lapaiki Trail

Lopā Beach

Mānele: Hulopo‘e Marine Life Conservation District

Munro Trail

Naha Trail

Polihua Beach