

MAUI NUI

DESTINATION MANAGEMENT
ACTION PLAN 2021-2023



Aiwa Mōmone

*'Land of Plenty' in honor of the great productivity
of the island and its surrounding ocean*

Moloka'i 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 of the Molokaʻi Destination Management Action Plan (DMAP) from July 1 through September 30, 2022, and specifically provides updates on the actions identified for Phase 2. There are 22 sub-actions in Phase 2 of which 10 (64%) are in progress. 6 were not worked on in the quarter and 6 have not started yet.
- The DMAP was approved by the Hawaiʻi Tourism Authority's (HTA) board of directors in December 2020. The Maui Nui DMAP which incorporates the Molokaʻi DMAP was released to the public 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, Office of the Mayor's Community Liaison for tourism in moving the Molokaʻi 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



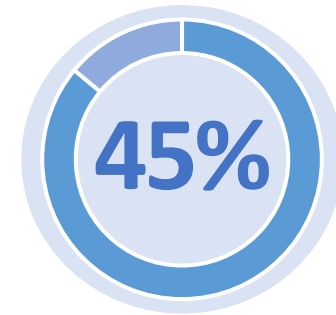
**No. of Phase 2
High-Level Actions**



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

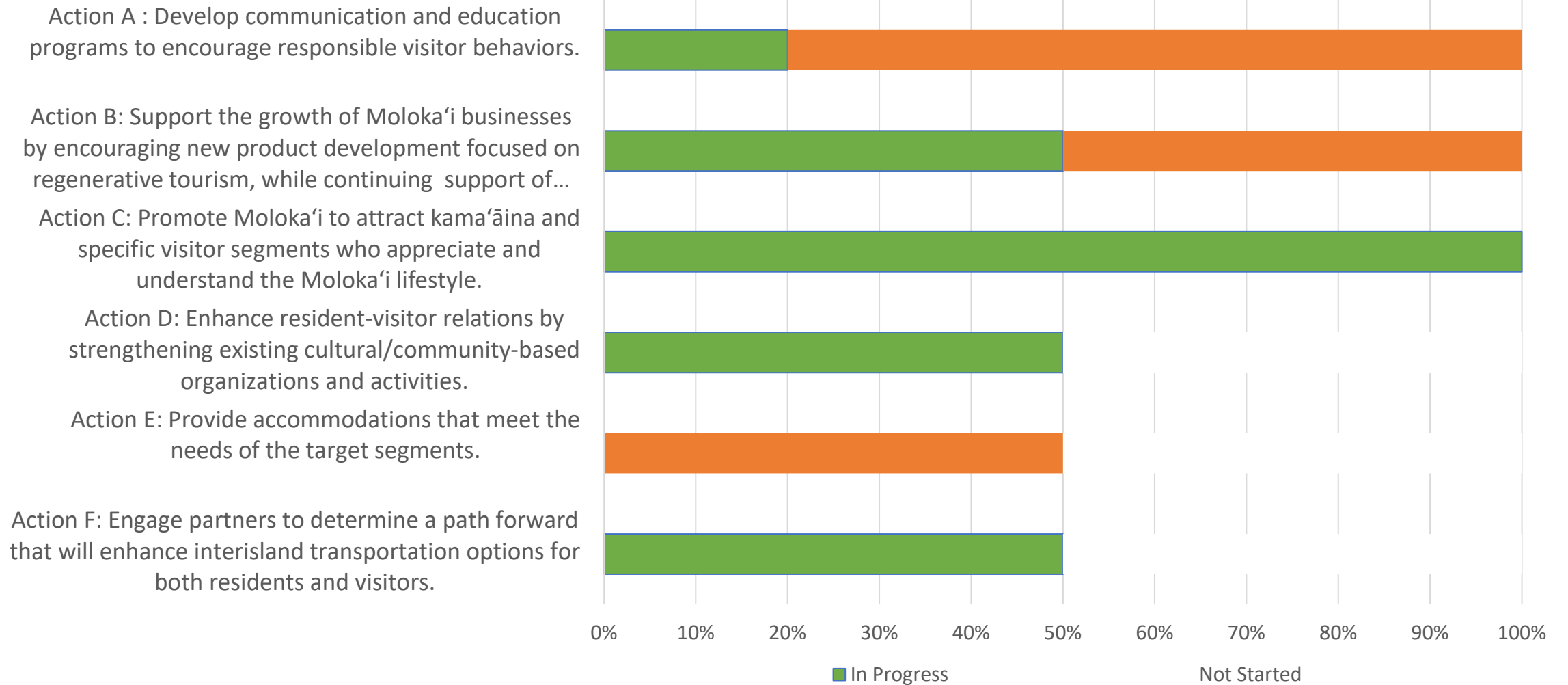


**No. of Phase 1
Sub-Actions
carried to Phase 2**



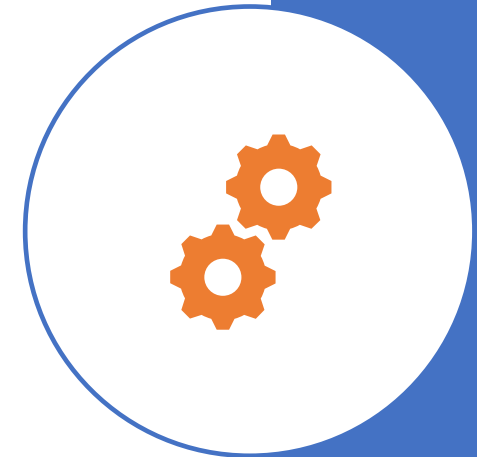
**Sub-Actions
In Progress**

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



Action A. Develop communication and education programs to encourage responsible visitor behaviors.

- 1 of 3 sub-actions in progress. 2 sub-actions were not worked on this quarter.
- A Moloka'i Task Force subject-matter committee on messaging was formed to develop communication pieces to educate visitors about what to expect on Moloka'i, including activities, safety, and mutual respect between residents and visitors. The committee met throughout July-September.



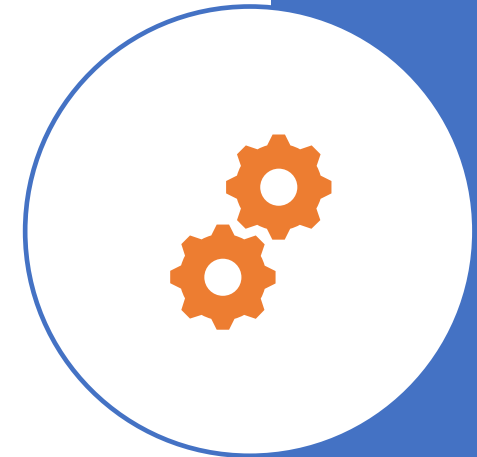
Action B. Support the growth of Moloka'i businesses by encouraging new product development focused on regenerative tourism, while continuing support of traditional leisure tourism, to increase jobs for residents.

- 1 of 2 sub-actions in progress. 1 sub-action was not worked on in this quarter.
- A Moloka'i Task Force subject-matter committee was formed 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.



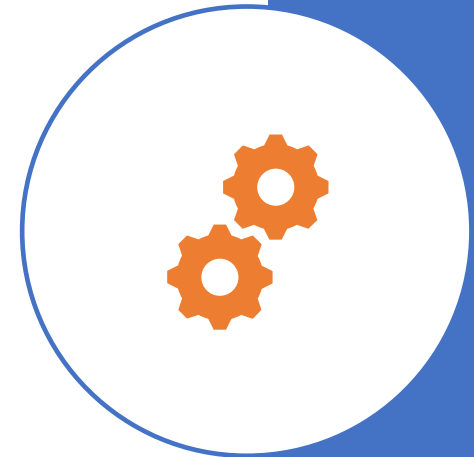
Action C. Promote Moloka'i to attract kama'āina and specific visitor segments who appreciate and understand the Moloka'i lifestyle.

- 3 of 3 sub-actions in progress.
- Moloka'i Task Force (this is the Steering Committee and Advisory Group combined) meetings held in August and September
- A Moloka'i Task Force subject-matter committee on messaging was formed. The committee met throughout July-September.



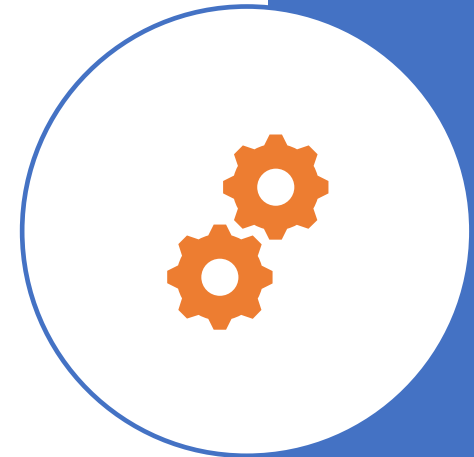
Action D. Enhance resident-visitor relations by strengthening existing cultural/community-based organizations and activities.

- 4 of 8 sub-actions in progress. 4 sub-actions have not been started yet.
- A Moloka'i Task Force subject-matter committee was formed to examine how to support new nonprofits/volunteer opportunities with visitors. The committee met in July and August. Looking at conducting a needs assessment.
- HTA's Community Enrichment Program addresses this action.



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

- 0 of 2 sub-actions were worked on.



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

- 1 of 2 sub-actions in progress. 1 sub-action was not worked on.
- A Moloka'i Task Force subject-matter committee on transportation was formed to look at transportation issues, specifically airlift and ferry service. The Committee met once, and staff met with the Chair.

