

DISCUSSION AND/OR ACTION ON THE TIMELINE AND OBJECTIVES FOR THE DESTINATION MANAGEMENT ACTION PLANS

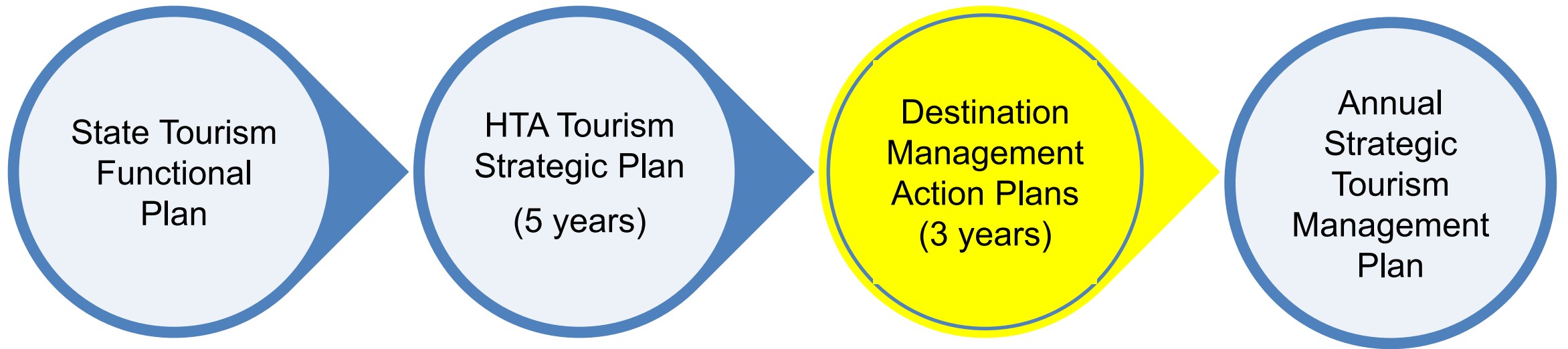
Presented by
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[§201b-6.4] Destination management action plans; counties; objectives; execution. To meet the destination management objectives for each county, the authority shall perform the actions specified in each of the following plans:

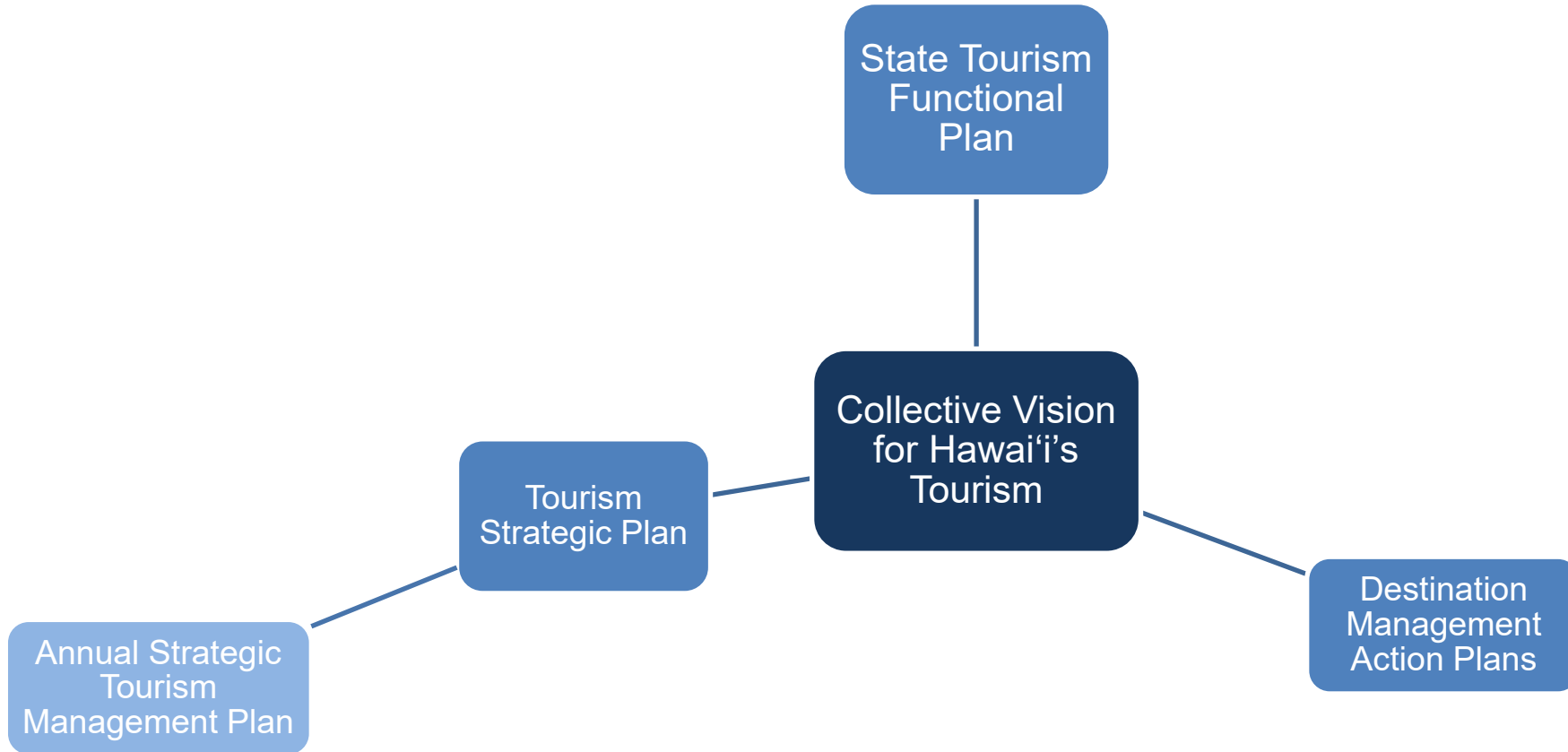
- (1) oahu destination management action plan;
- (2) maui nui destination management action plan;
- (3) hawaii island destination management action plan; and
- (4) kauai destination management action plan,

during the specified phases; provided that the execution of each destination management action plan shall be dependent on the cooperation and participation of the applicable state or county agency or an advisory group established pursuant to section 201B-13. [L 2024, c 225, §1]

Our Plans



Need For a Collective Vision for Tourism



HTA DMAP Components:

- A situation analysis in context with current tourism trends, statistics, and destination management issues
- Identification of goals, objectives, responsible entity(s) and actions
- Data-driven guidance to invest in assets and projects benefiting both residents and visitors
- Identification of Key Performance Indicators
- Targets and Milestones



We Will Assess:

- Past DMAP efforts related to destination management
- Current Hotspots List
- Current Destination Stewardship efforts
- Partnership and coordination needs in service of the objectives and actions
- Alignment with destination management and regenerative tourism best practices