

Moloka'i Community Meeting

Presentation on Moloka'i Destination Management Action Plan Process and Proposed Anchor Actions

October 29, 2020



AGENDA



- 5:00 pm Opening
Tech Orientation
- 5:15 pm Welcome & Introductions
Project Background
- 5:35 pm Q&A: Project/Process
- 5:45 pm Draft Actions
- 6:15 pm Q&A: Draft Actions
- 6:40 pm Closing Poll:
General Reactions
- 6:55 pm Next Steps:
Survey
Plan Development
- 7:00 pm Close

M A H A L O

ROLES



Panelists:

Idea kick-starters,
Share ideas,
Answer questions

Community Attendees:

Seek to understand
Ask questions
Prepare to offer input

Moderator:

Manage time & keep
session on track
Help field questions

Graphic Recorder

Help capture key
content in Q&A

GROUND RULES

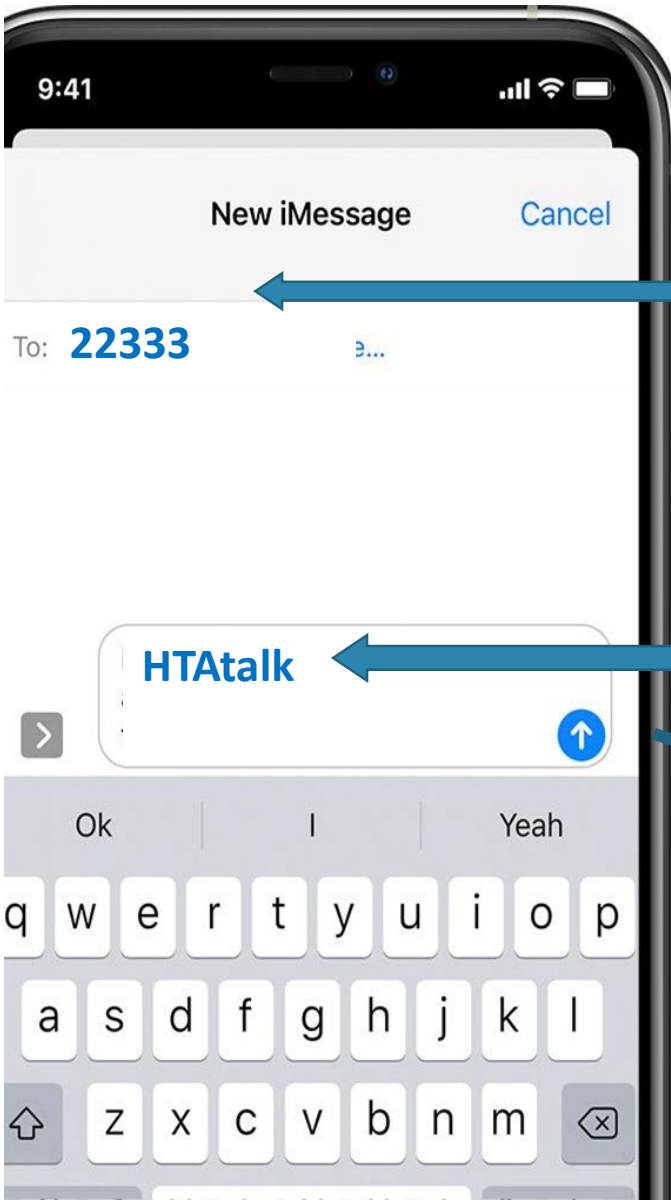
- **Kindly offer grace in the face of time and technological limitations.**
 - Chat reserved for announcements
 - Use Q&A for topical questions
- **Know that all input welcome via survey tool.**
This online presentation is not the end.
- **Be part of a solutions community.**
Participate with a constructive, solutions-oriented mindset, keep the end goal in mind.

OUTCOMES

Participate in Destination Management planning for Moloka'i

- **Share and receive information**
- **Learn about:**
 - State of tourism on Moloka'i
 - "Regenerative Tourism"
 - Planning process
- **Provide constructive solutions-oriented guidance and feedback on draft actions to consider for HTAs DMAP plans**

Tech Orientation – Poll Everywhere, real time reactions



Join by text:

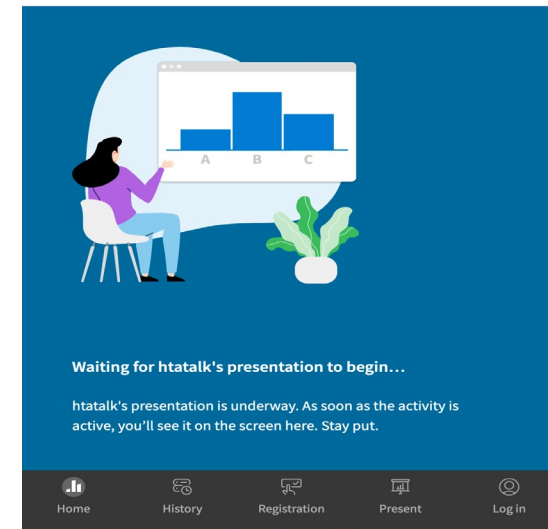
Text to: 22333

Text message: HTAtalk

Send

Wait for confirmation message.
Wait for prompts then submit poll answers

Join by web
Pollev.com/HTAtalk



Wait for prompts then submit poll answers

Once you log in keep open so you don't have to log in again

**Share 1 word that expresses your thoughts and feelings
about tourism on Moloka'i**

Tonight's Presenters



John De Fries
Hawai'i Tourism Authority
Kona, Hawai'i Island



Keith Regan
Hawai'i Tourism Authority
Kaka'ako, O'ahu



Caroline Anderson
Hawai'i Tourism Authority
Makiki, O'ahu



Kalani Ka'anā'anā
Hawai'i Tourism Authority
Kailua, O'ahu



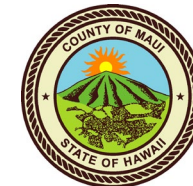
Ipo Mossmam
County of Maui
Wailuku, Maui



Cynthia Rawlins
County of Maui
Maunaloa, Moloka'i



Sherry Duong
Maui Visitors & Convention
Bureau
Nāpili, Maui





What is Destination Management?

- Defined as “attracting and educating responsible visitors; advocating for solutions to overcrowded attractions, overtaxed infrastructure, and other tourism-related problems; and working with other responsible agencies to improve natural and cultural assets valued by both Hawai‘i residents and visitors.”

Source: HTA Strategic Plan 2020-2025

Moloka'i DMAP Steering Committee Members



Julie-Ann Bicoy
Community Member



Kanoelani Davis
PoMahina Designs
Ahupua'a of Kamiloloa and
moku Kawela



Sherry Duong
Maui Visitors & Convention
Bureau
Nāpili, Maui



Butch Haase
Moloka'i Land Trust
Kawela



U'i Kahue-Cabanting
Cultural Practitioner
Community Activist,
Homesteader/ Business
Owner,
Ho'olehua



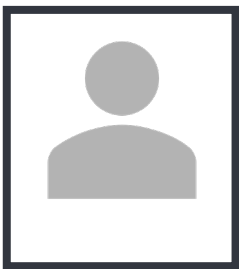
Kyoko Kimura
Aqua-Aston Hospitality
Wailea, Maui



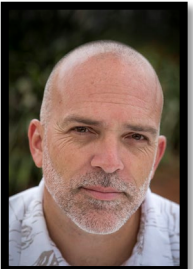
Clare Mawae
Youth In Motion, Molokai Outdoors
and CSM Management
Kamiloloa



John Pele
Hiro's 'Ohana Grill and
Paniolo Hale
Kaluakoi



Greg Solatorio
Hālawa Valley Falls
Cultural Hike
Hālawa



Rob Stephenson
Molokai Chamber of
Commerce
Maunaloa



Strategic Plan 2020-2025

**Natural
Resources**

**Hawaiian
Culture**

Community

**Brand
Marketing**

Responsible Tourism



Strategic Plan 2020-2025

Global Pandemic + Economic Collapse

**Natural
Resources**

**Hawaiian
Culture**

Community

**Brand
Marketing**

Regenerative Tourism

10,400,000

VISITOR ARRIVALS 2019



Global Pandemic Hits

ECONOMIC COLLAPSE
BEGINS





mālama
KU'U HOME

A Mindset and a Call to Action



Mālama

**The Organizing
Principle For
Our Work**

Mālama Mindset

Mālama Hawai‘i

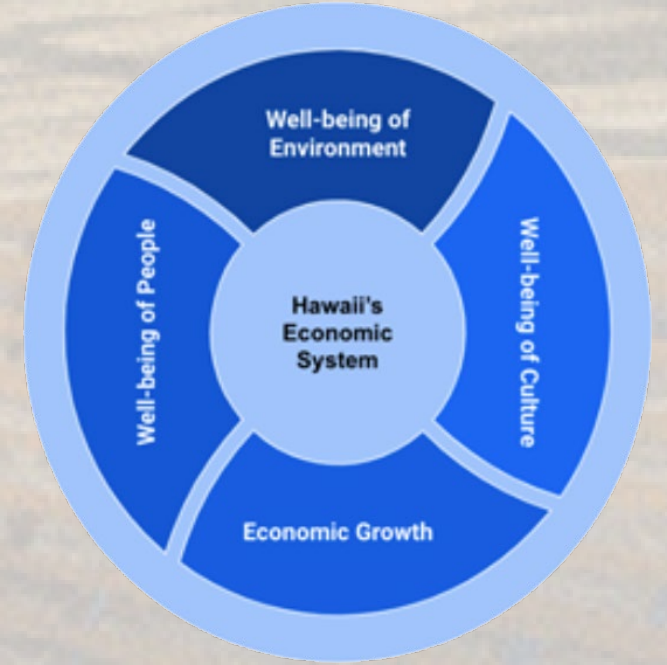
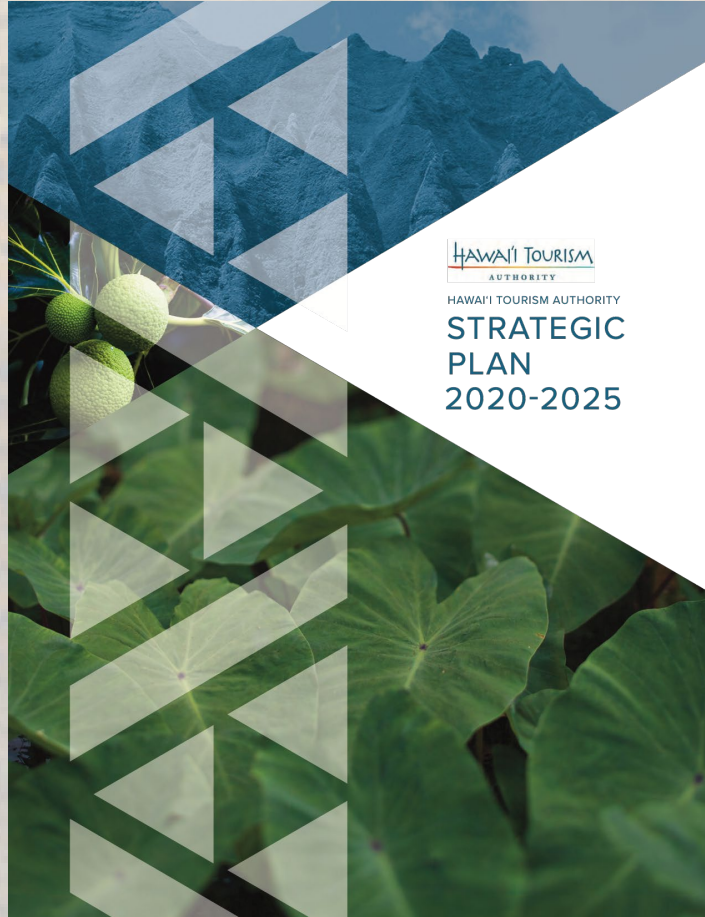
Hawai‘i Visitors & Convention Bureau

Mālama Honua

Polynesian Voyaging Society - Hōkūle‘a

Mālama Mandate

Hawai‘i Green Growth - Aloha+ Challenge



mālama
KU'U HOME
 Caring for My Beloved Home

‘Āina Aloha
 ECONOMIC FUTURES

The logo for 'Āina Aloha features a stylized green and blue geometric pattern of triangles and lines, resembling a map or a traditional Hawaiian design.





POLYNESIAN VOYAGING SOCIETY

MĀLAMA HONUA
WORLDWIDE VOYAGE

SPONSORED BY HAWAIIAN AIRLINES
AND EDUCATION SPONSOR KAMEHAMEHA SCHOOLS

2014-2017
MĀLAMA
HONUA

Caring for Island Earth

To navigate toward
a healthy and
sustainable future for
ourselves, our home,
and our Island Earth
through voyaging and
new ways of learning.



MĀLAMA HONUUA

Caring for Island Earth

150 Ports

18 Nations

100,000 People

**8 Marine World
Heritage Sites**

One Canoe

One Island Earth



A Voyage of Recovery & Rediscovery



mālama
KU'U HOME
Caring for My Beloved Home

For The Next Seven Generations




mālama
KU'U HOME
Caring for My Beloved Home



Welcoming Visitors back to Hawai'i with Aloha for one another

An imperfect scenario being
executed by imperfect people
who have one thing in common:
Aloha for one another.



What does "Mālama Ku‘u Home Moloka‘i" and the idea of mutually beneficial tourism look like to you?

A scenic photograph of a tropical beach at sunset. The sky transitions from a deep blue at the top to a vibrant orange and red near the horizon where the sun is setting. In the foreground, several tall palm trees are silhouetted against the sky. In the lower right, a man and a woman are walking hand-in-hand on the beach, their figures also silhouetted. The ocean is visible in the background, and a small island or headland is visible on the right side of the horizon.

Visitors to Moloka'i

2019

MOLOKA'I

63,035

TOTAL VISITORS

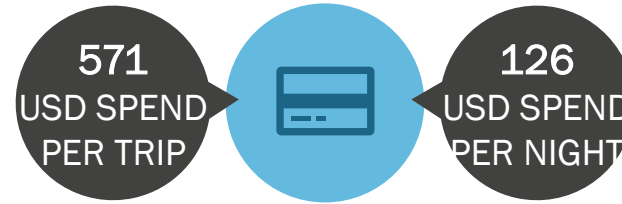
USD 36M

TOTAL SPEND

AVERAGE LENGTH OF STAY



SPEND



TOTAL VISITORS DAYS (%) BY SOURCE MARKET



- U.S. West
- U.S. East
- Other
- Latin America
- Europe
- Oceania
- Canada
- Other Asia
- Japan

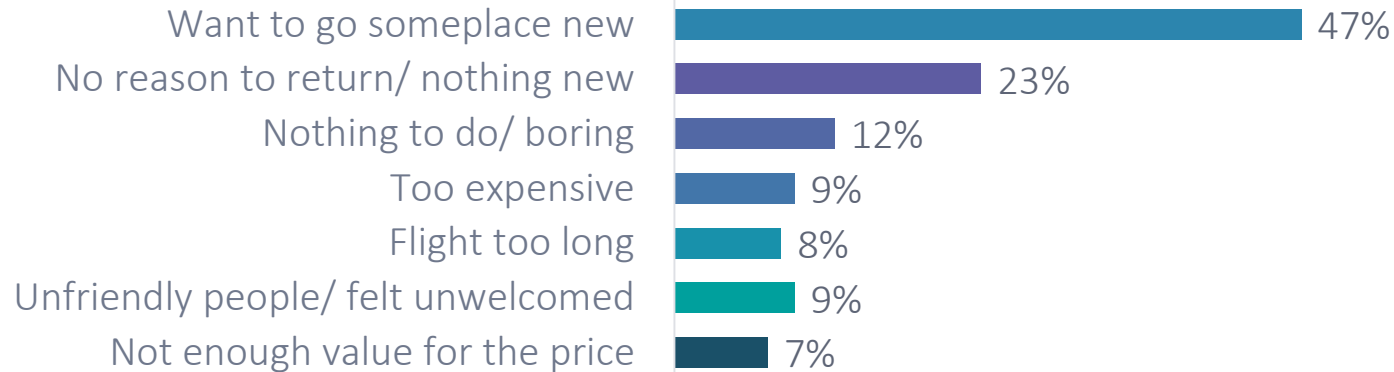
PURPOSE OF VISIT (% of visitors)



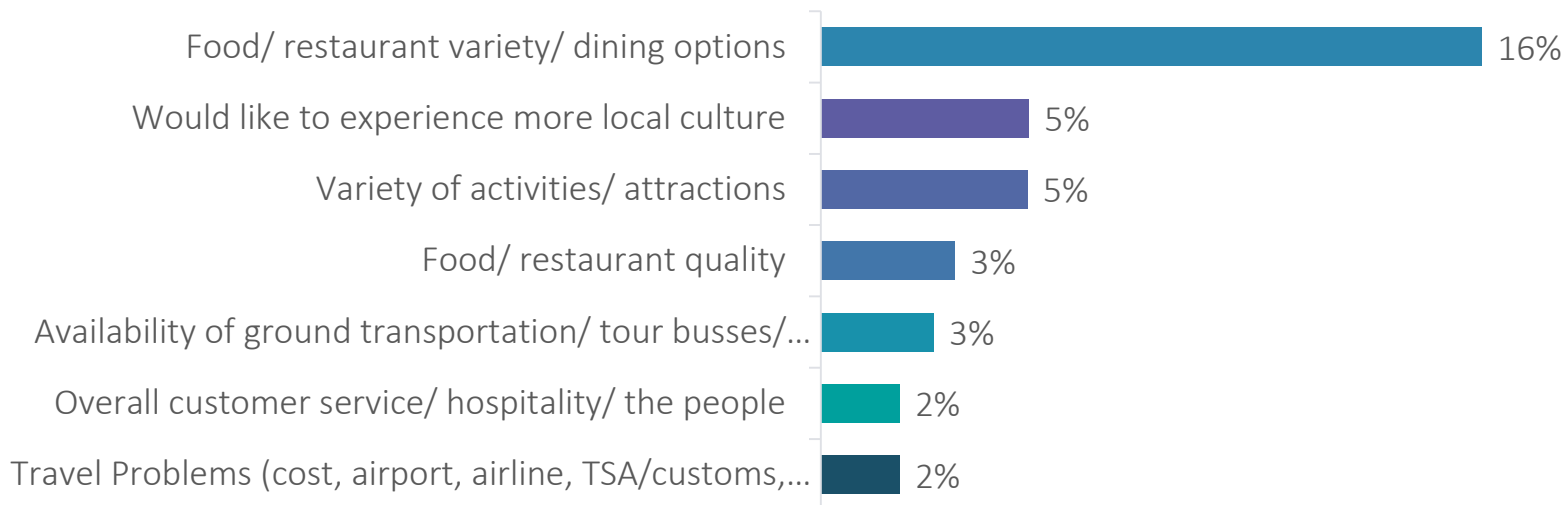
- Pleasure/Vacation
- Visit Friends/Rel.
- Other
- Honeymoon/Get Married
- MCI

2019p Moloka'i Visitors Satisfaction

REASONS FOR NOT REVISITING



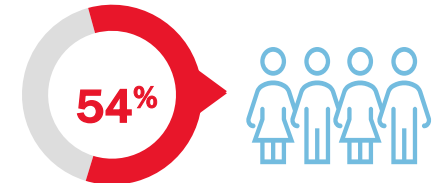
NEED MORE IMPROVEMENT



OVERALL SATISFACTION



LIKELY TO RECOMMEND

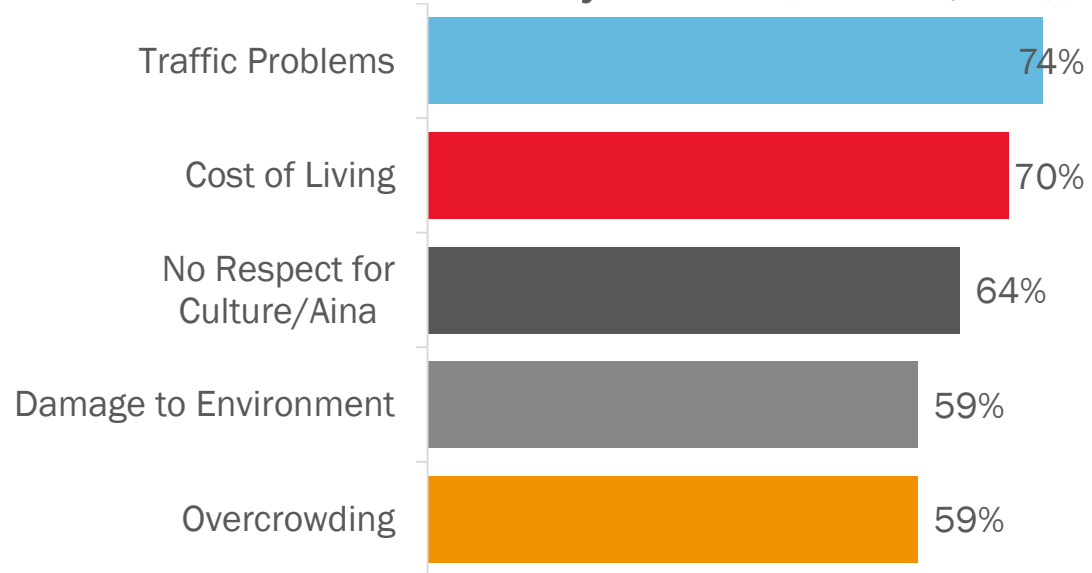


LIKELY TO VISIT MOLOKA'I IN THE NEXT 5 YEARS



Satisfaction: The percent of visitors who rated a 7 or 8 on a scale where 1=Poor and 8=Excellent.

Problems Created by Tourism (Maui County 2019p)



Resident Sentiment (Maui County 2019p)

Tourism has brought more benefits than problems



Positive Impact of Tourism on You & Your Family



Island being run for tourist



*Multiple responses, therefore, totals do not add up to 100%.
Source: HTA

YEAR TO DATE AUG 2020p AT A GLANCE

MOLOKA'I

14,825

TOTAL VISITORS

-65.3%

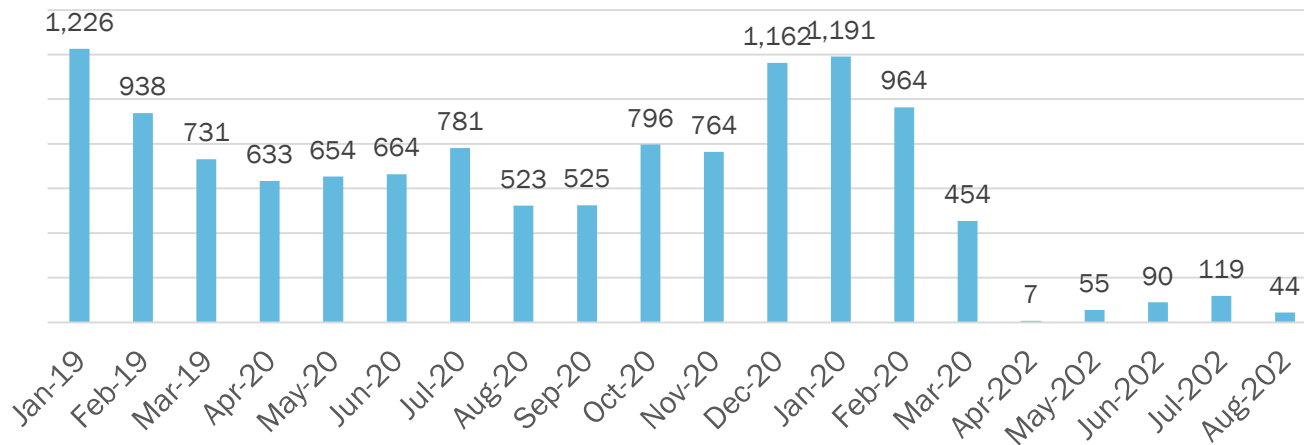
YEAR-OVER-YEAR

AVERAGE LENGTH OF STAY

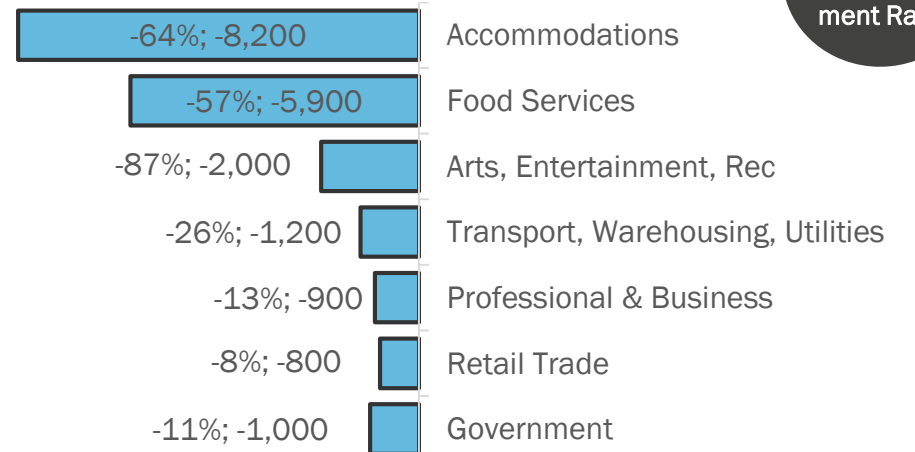


5.9
NIGHTS

AVERAGE DAILY CENSUS

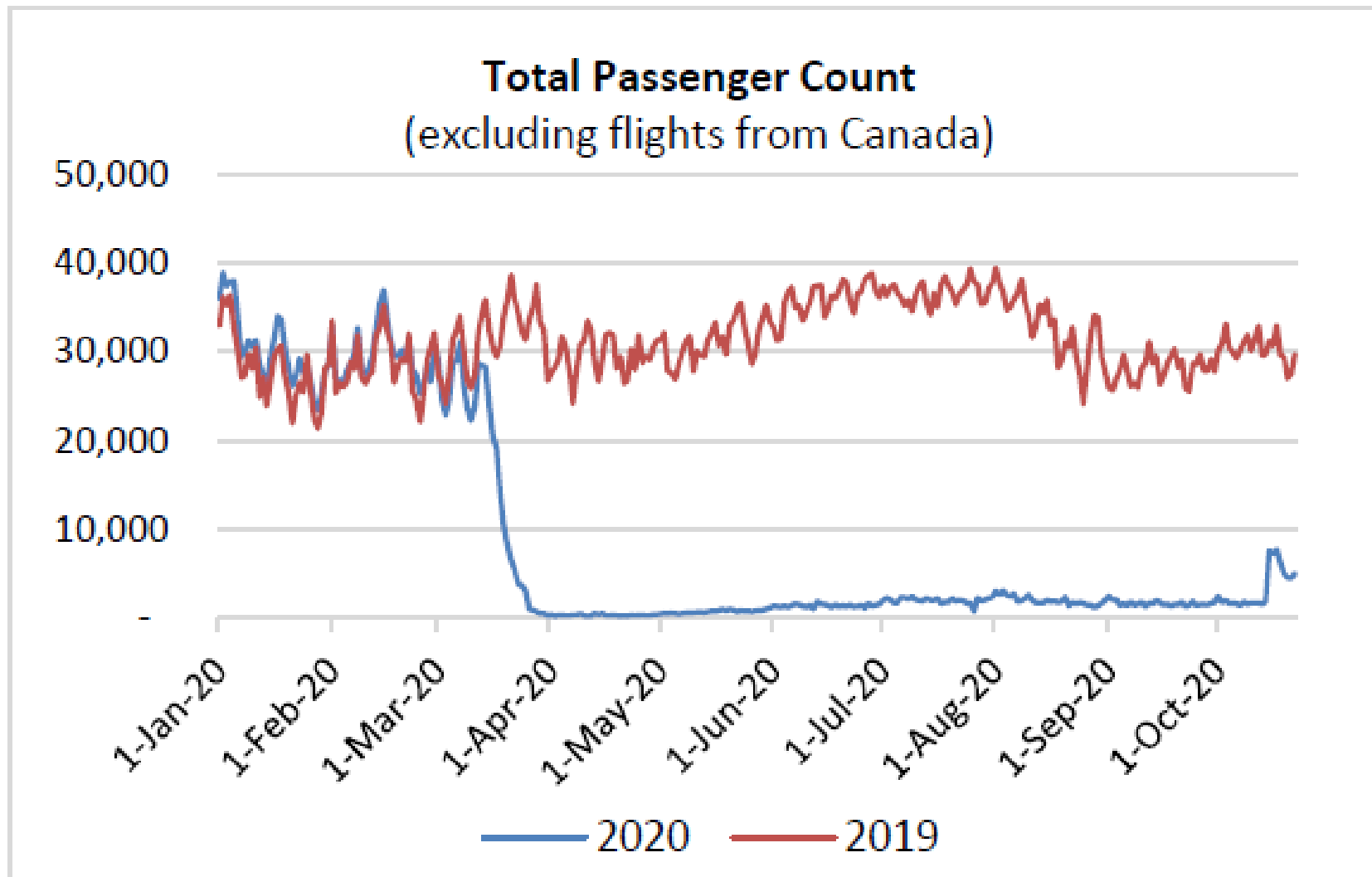


Job Loss (Maui county 2nd Qtr 2020)



-30.4%
Unemployment Rate

Total Passenger Count





Why Are We Doing A Destination Management Action Plan?

- Reset, Rebuild, Redefine the Visitor Industry for Your Island
 1. Recovery
 2. Rebuild to the Desired Visitor Industry
- Collaboration with our counties, communities, visitor industry, and other state/county agencies to define and set the direction for tourism.
- Improve current or develop new tourism products and offerings
- Establish better systems for destination management



Identify Appropriate Balance

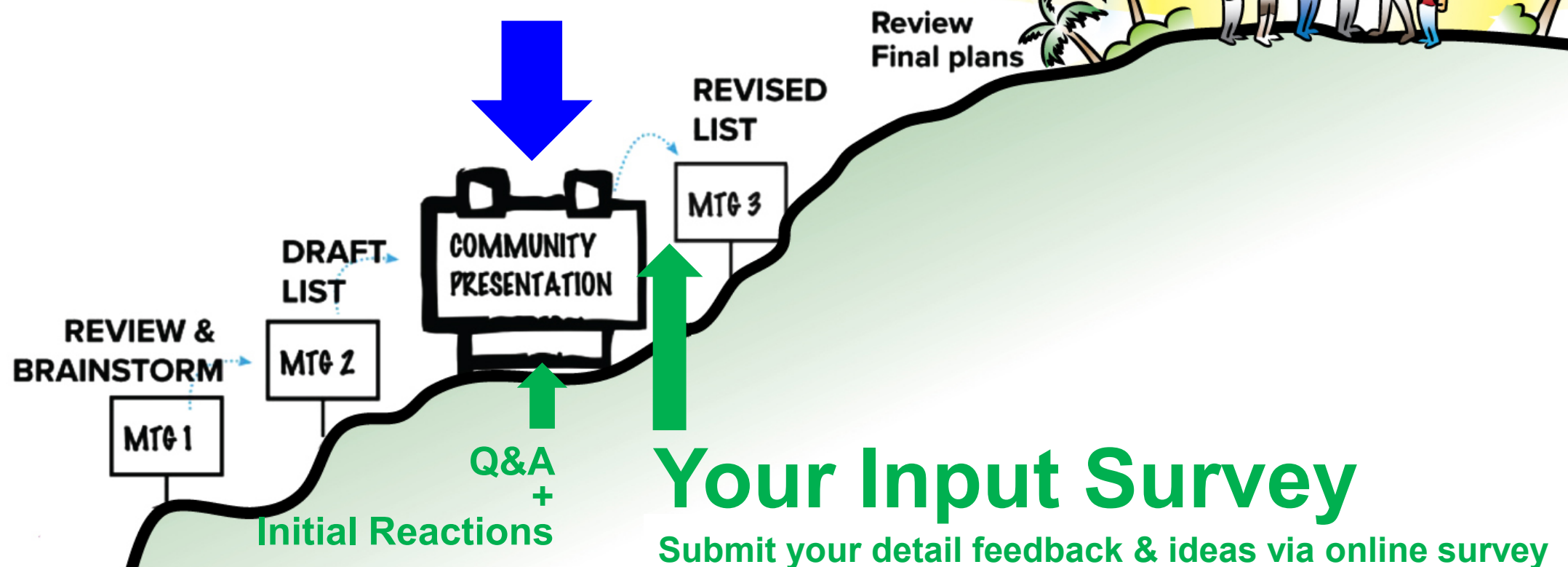
The economic benefits of tourism and impact on local services, natural and cultural resources, and residents' quality of life.

Where we are in this multi-step process:

HTAs 2020-2025 Island Destination Management Action Plans

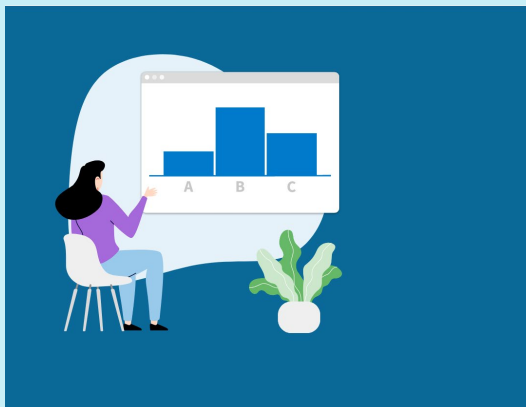
For a mutually satisfying experience
of tourism for residents & visitors while
preserving or improving economic benefits

We are here



We Want to Hear From You!

LIVE
General reactions:
[Pollev.com/HTAtalk](https://pollev.com/HTAtalk)

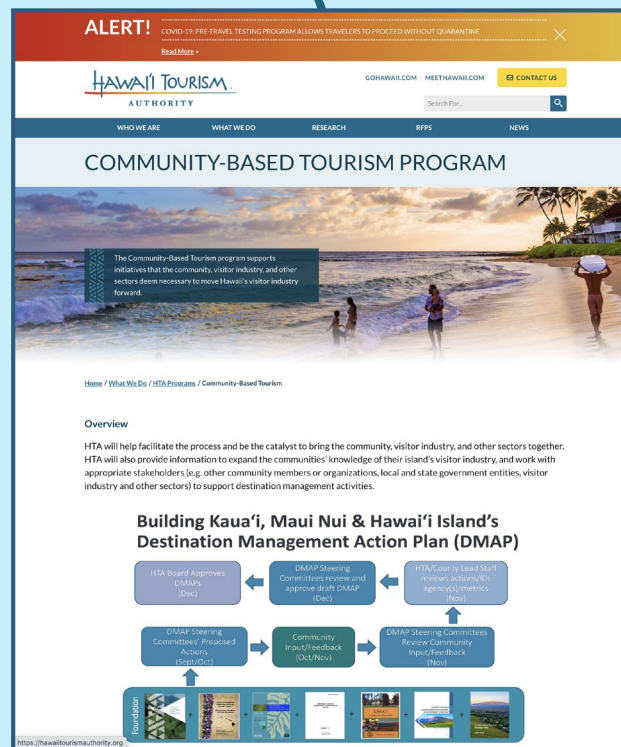


Waiting for htatalk's presentation to begin...

htatalk's presentation is underway. As soon as the activity is active, you'll see it on the screen here. Stay put.

Home History Registration Present Log in

Today through (Nov 10)
Detail input:
 [\(bit.ly/MolokaiDMAPForm \)](https://bit.ly/MolokaiDMAPForm)



ALERT! COVID-19 FREE TRAVEL TESTING PROGRAM ALLOWS TRAVELERS TO PROCEED WITHOUT QUARANTINE

HAWAII TOURISM AUTHORITY

COMMUNITY-BASED TOURISM PROGRAM

The Community-Based Tourism program supports initiatives that the community, visitor industry, and other sectors deem necessary to move Hawaii's visitor industry forward.

Overview

HTA will help facilitate the process and be the catalyst to bring the community, visitor industry, and other sectors together. HTA will also provide information to expand the communities' knowledge of their island's visitor industry, and work with appropriate stakeholders (e.g., other community members or organizations, local and state government entities, visitor industry and other sectors) to support destination management activities.

Building Kaua'i, Maui Nui & Hawai'i Island's Destination Management Action Plan (DMAP)

HTA Board Approves (Dec)

DMAP Steering Committee Review and approve draft DMAP (Dec)

HTA County Lead Staff reviews actions/DI agency's/metrics (Nov)

DMAP Steering Committee's Proposed Actions (Nov/Dec)

Community Input/Feedback (Oct/Nov)

DMAP Steering Committee Review Community Input/Feedback (Nov)

<https://hawaii-tourism-authority.org>

- What HTA will do with the input:
 - Compile and consider
 - Revise action list based on input
 - All comments available for public viewing



Q&A Project & Planning



Click on the map to show where you live.



Steering Committee Process



Moloka'i DMAP Steering Committee Members



Kanoelani Davis
PoMahina Designs
Ahupua'a of Kamiloloa and
moku Kawela



Sherry Duong
Maui Visitors &
Convention
Bureau
Nāpili, Maui



Butch Haase
Moloka'i Land Trust
Kawela



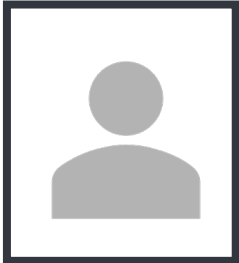
U'i Kahue-Cabanting
Cultural Practitioner
Community Activist,
Homesteader/
Business Owner,
Ho'olehua



Rob Stephenson
Molokai Chamber of
Commerce
Maunaloa



Greg Solatorio
Hālawā Valley Falls
Cultural Hike
Hālawā



Julie-Ann Bicoy
Community Member



Kyoko Kimura
Aqua-Aston Hospitality
Wailea, Maui



Clare Mawae
Youth In Motion, Molokai
Outdoors, Teacher, and
CSM Management
Kamiloloa



John Pele
Hiro's 'Ohana Grill and
Paniolo Hale
Kaluakoi

Process Overview – Reviewed Plans/Strategies/Vision

2

MOLOKA'I ISLAND STRATEGIC PLAN OVERVIEW (re)Orientation

HTA Mission

To strategically manage Hawai'i Tourism in a manner that is consistent with economic goals, cultural values, preservation of natural resources, community desires and visitor industry needs.

MAUI NUI VISION:
A visitor industry that successfully and proactively partners with other businesses, nonprofits, and government to balance the interests of community, culture, environment, and visitors.

MAUI NUI STRATEGIES

COMMUNITY We will convene frequent "talk-story" conversations with the community about the industry, including its benefits and costs.

VISITORS We will continue to rely on our existing North American markets, but also explore sustainable strategies for attracting more international visitors.

CULTURE We will engage industry leaders in expanding and enhancing authentic visitor experiences that foster appreciation of our Hawaiian culture as well as our multi-cultural heritage.

ENVIRONMENT We will increase efforts to minimize impacts on our natural environment as well as on our infrastructure, and to feature environmental quality in marketing and visitor experiences.

RESIDENT SURVEY: Agree tourism brings more benefits than problems, and agree tourism positively affects you/family.

SATISFACTION

VISITOR SURVEY: Overall Hawai'i vacation rating; exceeded expectations; likely to recommend Hawai'i; likely to revisit in next five years

2025 Hawai'i Tourism Vision

Ho'oulu (Grow) the uniqueness & integrity of the Native Hawaiian culture & community
Provide a unique, memorable, & enriching visitor experience;
Generate clear community benefits
Responsibly manage tourism-related impacts and issues;
Support a vital and substantial economy

Island Tourism Vision

Vision elements: Community-based tourism that supports the conservation of Moloka'i's natural and cultural resources, the protection of Moloka'i's rural lifestyle and cultural traditions, and the sustainability of the island.

Key Performance Indicators

VISITOR SPENDING

DAILY SPEND
Maintain or increase

2019 Moloka'i Avg
PPPD: \$126.00

TOTAL SPEND
Maintain or Increase

2019 Moloka'i Total
spend:
\$36.0 million

From Moloka'i Island Community Plan Update 2018*

Island Strategies

TYPES OF TOURISM

Support the expansion of complementary tourism markets, including kama'aina, cultural, religious pilgrimage, ecotourism, agricultural, and sports in a manner that supports the conservation of Moloka'i's natural and cultural resources, the protection of Moloka'i's rural lifestyle and cultural traditions, and the sustainability of the island.*

TRANSPORTATION

- Support the expansion of air services to Moloka'i as needed.
- Explore options for a direct barge service or a passenger ferry that can carry goods from Moloka'i to Maui.*
- Encourage State and County efforts to secure Federal funds to subsidize interisland transportation.*

ACCOMMODATIONS

- Support the limited growth of permitted alternative lodging units that do not create an adverse impact on the neighborhood.*
- Support increased enforcement of Chapter 19.65, MCC, the County's Short-Term Rented Home ordinance, to address the adverse impacts short-term rentals have on neighborhoods.*

REDEVELOPMENT

Support redevelopment projects, such as the Kaluako'i Hotel and Golf Course, and the reopening of the Moloka'i Ranch Lodge with community input to incorporate community culture and lifestyle.*

Propelling Strategies (4 Pillars)

Natural Resources
Respect our Natural & Cultural Resources

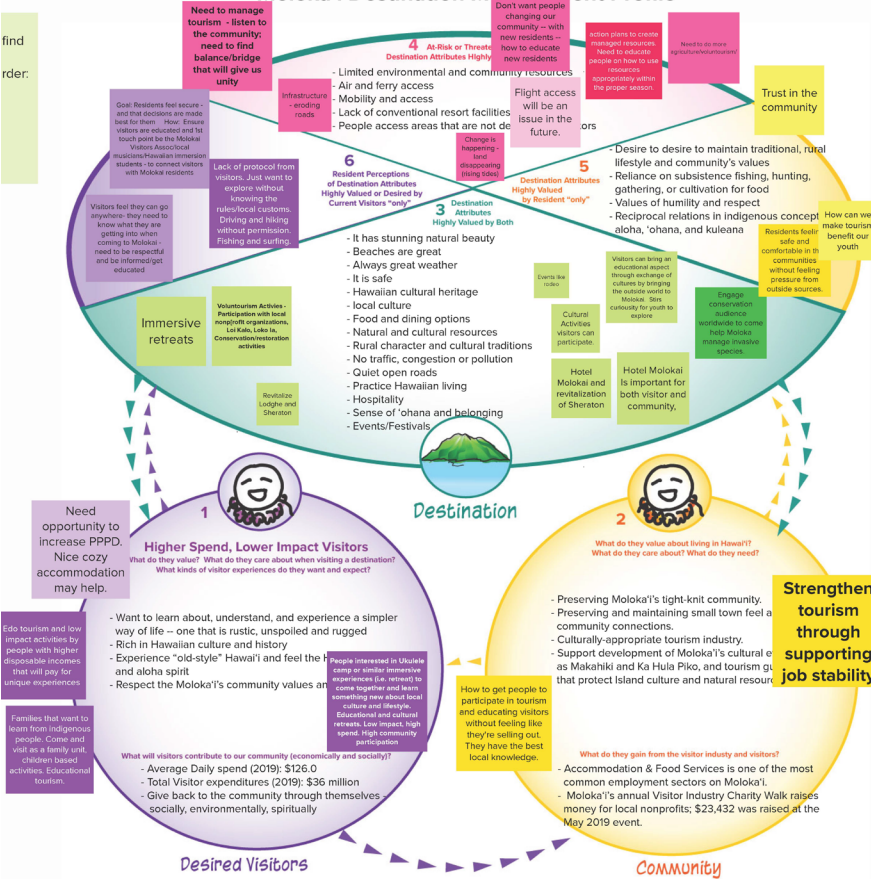
Hawaiian Culture
Support Native Hawaiian culture & community

Community
Ensure Tourism & Communities Enrich Each Other

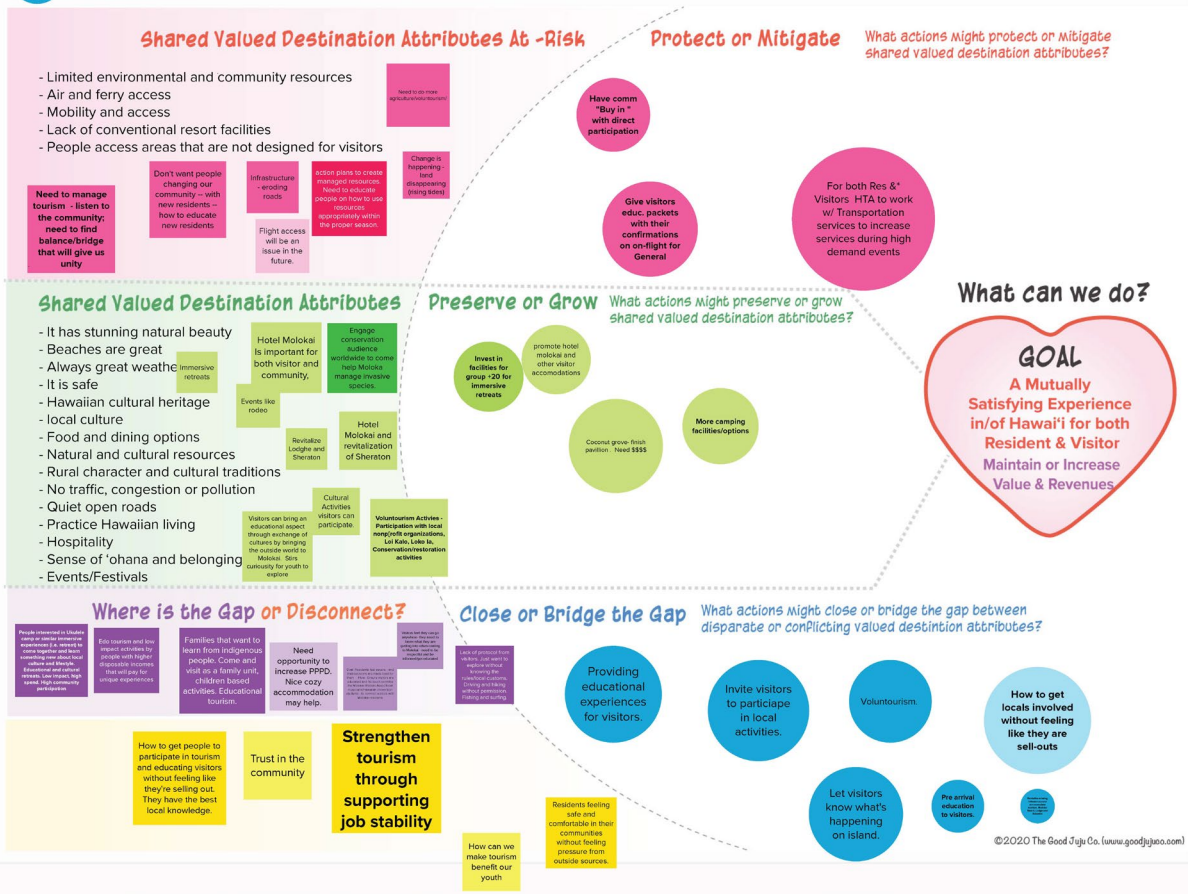
Globally Competitive Brand Marketing
Protect & enhance Hawai'i's brand in a way that is coordinated, authentic, market-appropriate; & supports Hawai'i's economy.

The Steering Committee's Work...

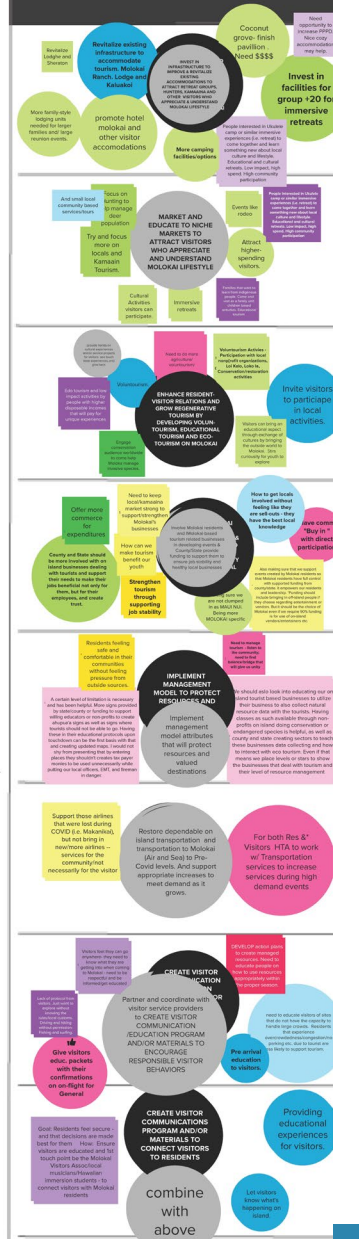
Moloka'i Destination Management Profile



8 Brainstorm Strategic Actions



ACTIONS



©2020 The Good Guys Co. www.goodguys.com
Sources: Hawaii Tourism Authority Visitor Statistics; Moloka'i Island Community Plan 2018; DestinationNext Study; Maui County Tourism Industry Strategic Plan 2017; HVCB Island Brand Identity/Visitor Profile; U.S. Census Bureau; Hawaii Lodging & Tourism Association

©2020 The Good Guys Co. (www.goodguys.com)

Proposed Anchor Actions Summary

Respect for Natural & Cultural Resources

Implement a management model that will protect resources and valued destination attributes.

Support for Native Hawaiian Culture & Community

Attract visitors who want to learn about local cultures and lifestyles.

Enhance resident-visitor relations by developing cultural / community-based activities.

Ensure Tourism & Communities Enrich Each Other

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

Develop communications/ education programs to encourage responsible visitor behaviors.

Develop events for both residents and visitors.

Support Moloka'i-based tourism related businesses to support jobs for residents.

Grow regenerative tourism by developing voluntourism, agritourism educational tourism, and eco-tourism on island.

Strengthen Tourism Contribution

Invest in infrastructure to improve and revitalize existing accommodations to meet the needs of target segments (see above).

Restore dependable on-island transportation and land and sea transportation to Moloka'i to pre-COVID levels. Consider whether there are options to increase services during high demand events.

GOAL
A Mutually Satisfying Experience in/of Hawai'i for both Resident & Visitor
Maintain or Increase Value & Revenues



Proposed Draft High-Level Actions

By Moloka'i DMAP Steering
Committee

Proposed Anchor Action



Respect for Natural & Cultural Resources

Implement a management model that will protect resources and valued destination attributes.

- Questions? Post them in Q&A

Proposed Anchor Actions



Support for Native Hawaiian Culture & Community

Enhance resident-visitor relations by developing cultural/community-based activities.

Attract visitors who want to learn about local cultures and lifestyles.

- Questions? Post them in Q&A

Proposed Anchor Actions



Ensure Tourism & Communities Enrich Each Other

Promote Molokaʻi to attract kamaʻāina and specific visitor segments who appreciate and understand the Molokaʻi lifestyle.

Develop communications/education programs to encourage responsible visitor behaviors.

Grow regenerative tourism by developing voluntourism, agritourism, educational tourism, and eco-tourism on island.

Support Molokaʻi-based tourism related businesses to support jobs for residents.

Develop events for both residents and visitors.

- Questions? Post them in Q&A

Proposed Anchor Actions



Strengthen Tourism Contribution

Invest in infrastructure to improve and revitalize existing accommodations to meet the needs of target segments (see above).

Restore dependable on-island transportation and land and sea transportation to Moloka'i to pre-COVID levels. Consider whether there are options to increase services during high demand events.

Q&A Draft Actions

Proposed Anchor Actions Summary

Respect for Natural & Cultural Resources

Implement a management model that will protect resources and valued destination attributes.

Support for Native Hawaiian Culture & Community

Attract visitors who want to learn about local cultures and lifestyles.

Enhance resident-visitor relations by developing cultural / community-based activities.

Ensure Tourism & Communities Enrich Each Other

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

Develop communications/ education programs to encourage responsible visitor behaviors.

[Go to pollev.com/HTAtalk](https://pollev.com/HTAtalk) to submit your response

Strengthen Tourism Contribution

Invest in infrastructure to improve and revitalize existing accommodations to meet the needs of target segments (see above).

Restore dependable on-island transportation and land and sea transportation to Moloka'i to pre-COVID levels. Consider whether there are options to increase services during high demand events.

GOAL
A Mutually Satisfying Experience in/of Hawai'i for both Resident & Visitor
Maintain or Increase Value & Revenues

Develop events for both residents and visitors.

Grow regenerative tourism by developing voluntourism, agritourism, educational tourism, and ecotourism on island.

Support Moloka'i-based tourism related businesses to support jobs for residents.

Which actions do you believe will lead to a mutually satisfying resident and visitor experience AND preserve or boost economic benefits on Moloka'i. (Use as many or few responses as you like.)

Implement a management model that will protect resources and valued destination attributes.

Attract visitors who want to learn about local cultures and lifestyles.

Enhance resident-visitor relations by developing cultural / community-based activities.

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

Develop communications/ education programs to encourage responsible visitor behaviors.

Develop events for both residents and visitors.

Support Moloka'i-based tourism related businesses to support jobs for residents.

Grow regenerative tourism by developing voluntourism, agritourism educational tourism, and eco-tourism on island.

Invest in infrastructure to improve and revitalize existing accommodations to meet the needs of target segments (see above).

Restore dependable on-island transportation and land and sea transportation to Moloka'i to pre-COVID levels. Consider whether there are options to increase services during high demand events.

What other important Anchor Actions should be considered or added?

Implement a management model that will protect resources and valued destination attributes.

Attract visitors who want to learn about local cultures and lifestyles.

Enhance resident-visitor relations by developing cultural / community-based activities.

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

Develop communications/ education programs to encourage responsible visitor behaviors.

Develop events for both residents and visitors.

Support Moloka'i-based tourism related businesses to support jobs for residents.

Grow regenerative tourism by developing voluntourism, agritourism educational tourism, and eco-tourism on island.

Invest in infrastructure to improve and revitalize existing accommodations to meet the needs of target segments (see above).

Restore dependable on-island transportation and land and sea transportation to Moloka'i to pre-COVID levels. Consider whether there are options to increase services during high demand events.

"Hot Spots"- List areas/sites you feel are or may become over-crowded, too heavily impacted, or have other tourism related issues and should be managed more intentionally, if any.

Next Steps?

Community:

- Submit meeting evaluation.
- Complete online input webform: bit.ly/MolokaiDMAPForm (Nov 10)
- Go to [HawaiiTourismAuthority.org](https://hawaii-tourism-authority.org) for
 - Answers to tonight's questions (early-mid Nov)
 - Community input survey results (early-mid Nov)

Moloka'i Steering Committee:

- Will meet in mid-November to review and finalize proposed draft actions.





'A'ōhe hana nui ke alu 'ia.
No task is too big when done together by all.



Mahalo

www.hawaiitourismauthority.org

HAWAII TOURISM
AUTHORITY