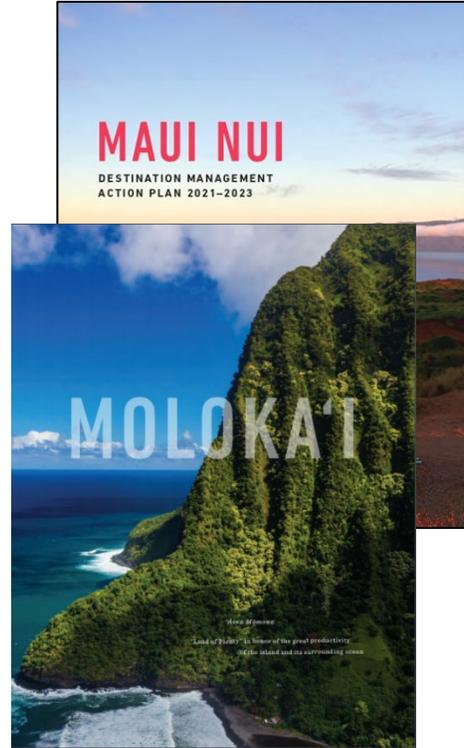


## Summer 2021 Progress Report – Moloka‘i Destination Management Plan

The Moloka‘i Destination Management Action Plan (DMAP) was approved by the Hawai‘i Tourism Authority’s (HTA) board of directors in December 2020. The Maui Nui DMAP which incorporates the Moloka‘i DMAP was released to the public on March 4, 2021.

This report provides an update on the progress of Moloka‘i’s DMAP as of July 30, 2021, specifically the actions identified for Phase 1 (calendar year 2021) implementation. There are 23 sub-actions in Phase 1 of which 14 (60%) are in progress.

Mahalo to the County of Maui’s Office of Economic Development, Office of the Mayor’s Community Liaison for tourism and natural resources, and the Maui Visitors and Convention Bureau for their support and partnership in moving the Moloka‘i 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.



### Legend

Symbol	Definition
	Not Started – Action has not begun.
	Delayed – Action was initially targeted for the identified phase, but then deferred to a later phase.
	In Progress – Action is being worked on.
	Completed – Action is finished being implemented.

## Summer 2021 Progress Report – Moloka‘i DMAP (continued)

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

Progress	Sub-Action No.	Sub-Action
	<b>A.1</b>	<b>Assess the feasibility of a visitor center open every day and fully staffed.</b> <ul style="list-style-type: none"><li>HTA is working with DOT-Airports to set up an Aloha Ambassador Volunteer Program at Moloka‘i Airport.</li></ul>
	<b>A.2</b>	<b>Develop Moloka‘i specific content for communications pieces to educate visitors about what to expect on Moloka‘i, including types of activities that are available as well as rules, sites where access is not allowed, safety rules, list of resources, etc. The content should also describe a process of mutual respect between residents and visitors.</b> <ul style="list-style-type: none"><li>Maui Visitors and Convention Bureau (MVCB) is setting up a Moloka‘i Advisory Group.</li></ul>
	<b>A.3</b>	<b>Develop a process that incoming visitors are highly encouraged to watch an orientation video at the Moloka‘i Airport.</b>
	<b>A.4</b>	<b>Explore other means of delivering orientation information to guests, pre-arrivals (i.e., videos on goHawaii.com, YouTube, printed materials to business and visitor touchpoints).</b>
	<b>A.5</b>	<b>Work with landowners and promote use of existing reservations systems to access sensitive areas (hotspots).</b> <ul style="list-style-type: none"><li>HTA has gathered a list of sites with reservation systems, and will do further follow up on the feasibility of listing them on the gohawaii.com website.</li></ul>

**Summer 2021 Progress Report – Moloka‘i DMAP (continued)**

**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.**

Progress	Sub-Action No.	Sub-Action
	B.1	<p><b>Support existing businesses to remain viable until visitor industry stabilizes - anticipated to be Summer 2021.</b>  <b>This could take the form of offering workshops on recovery, different aspects of capacity building, grants, and/or temporary offices/workspaces.</b></p> <ul style="list-style-type: none"> <li>• The County of Maui implemented a program with CARES funds and issued grants.</li> <li>• Through the County's Maui Business Resource Center (Maui) and the Kuha‘o Business Center (Moloka‘i), capacity-building webinars were conducted virtually in Q1 and Q2 of 2021. There are plans to continue these offerings.</li> </ul>
	B.2	<p><b>Support the creation of new businesses (and existing businesses looking to grow or transition into new areas) that can offer desired experiences and services to visitors and provide more job stability for residents.</b></p> <ul style="list-style-type: none"> <li>• The County is planning to assist small businesses again with American Rescue Plan (ARPA) funds. However, this will be targeted at “store fronts” rather than home-based businesses.</li> <li>• Through the County's Maui Business Resource Center (Maui) and the Kuha‘o Business Center (Moloka‘i), capacity-building webinars were conducted virtually in Q1 and Q2 of 2021. There are plans to continue these offerings.</li> </ul>
	B.3	<p><b>Community-based businesses, organizations and tourism providers to identify regenerative tourism activities that could be offered to visitors and then amplified through product development and marketing programs.</b></p> <ul style="list-style-type: none"> <li>• HTA is supporting this action through a Request for Proposal (RFP) from its Kūkulu Ola Program and Aloha ‘Āina Program via Hawai‘i Community Foundation (HCF) in addition to HTA's Community Enrichment Program via MVCB to be issued in Fall 2021 for projects in calendar year 2022.</li> </ul>

Summer 2021 Progress Report – Moloka‘i DMAP (continued)

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

Progress	Sub-Action No.	Sub-Action
	C.1	<p><b>Invite members of the community, cultural experts and businesses to be a part of an advisory group to guide messaging and campaigns to evolve the positioning of Moloka‘i towards a cultural and educational experience in addition to a leisure vacation destination.</b></p>
<ul style="list-style-type: none"> <li>MVCB's newly hired Destination Manager will be responsible for coordinating a Moloka'i Advisory Group. The first meeting is targeted for October/November.</li> </ul>		
	C.2	<p><b>Develop marketing programs for on-island businesses to attract earnest visitors who value, appreciate, want to learn about, be inspired by, and experience local cultures and lifestyles of Moloka‘i.</b></p>
<ul style="list-style-type: none"> <li>HVCB's GoHawaii App encourages movement to local businesses.</li> <li>HTA will provide a list of the Community Enrichment Program, Kūkulu Ola Program and Aloha 'Āina Program recipients and other projects to its Global Marketing Team to promote.</li> </ul>		
	C.3	<p><b>Target marketing towards groups that match with the experiences that Moloka‘i has to offer.</b></p> <ul style="list-style-type: none"> <li>- Kama‘āina visitors who better understand the lifestyle and experience Moloka‘i has to offer.</li> <li>- Retreat groups.</li> <li>- Repeat visitors to Moloka‘i.</li> </ul> <p><b>Visitors looking to take part in agritourism and cultural tourism activities. Explore further the Hunter segment who can also help manage the deer population.</b></p>
<ul style="list-style-type: none"> <li>HTA advised its Global Marketing Team – Hawai‘i Visitors and Convention Bureau (HVCB), Hawai‘i Tourism Japan, Hawai‘i Tourism Oceania, Hawai‘i Tourism Canada, and Hawai‘i Tourism Korea – of the type of visitors Moloka‘i desires.</li> </ul>		

Summer 2021 Progress Report – Moloka‘i DMAP (continued)

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

Progress	Sub-Action No.	Sub-Action
	D.1	<p><b>Develop voluntourism activities that give visitors opportunities to participate with local nonprofit organizations in Lo‘i Kalo, Loko l‘a, conservation, and restoration activities.</b></p> <ul style="list-style-type: none"> <li>HTA is supporting this action through RFPs from its Aloha ‘Āina Program and Community Enrichment Program.</li> </ul>
	D.2	<p><b>Support and strengthen existing events and create new events by local community experts for both residents and visitors. Ensure cultural events are run by someone with relevant experience.</b></p> <ul style="list-style-type: none"> <li>HTA is supporting this action through RFPs from its Kūkulu Ola Program and Community Enrichment Program.</li> <li>HTA anticipates holding a Festivals and Events seminar in Fall 2021.</li> </ul>
	D.3	<p><b>Guide event organizers and visiting groups (retreat groups, sports organizations/teams) to ensure they interact with the island in a sustainable manner that enhances the environment.</b></p>
	D.4	<p><b>Involve more Moloka‘i residents and Moloka‘i-based tourism related businesses in developing events.</b></p>
	D.5	<p><b>Encourage cultural practitioners with generational ties to Moloka‘i to participate and lead in business efforts and events, to support continued cultural practices on island.</b></p> <ul style="list-style-type: none"> <li>HTA will update its RFP criteria to incorporate this action.</li> </ul>
	D.6	<p><b>Identify clean-up/restoration projects that could be implemented to support residents and tourists alike (see A.3).</b></p> <ul style="list-style-type: none"> <li>HVCB’s Mālama Hawai‘i campaign identifies these opportunities at: <a href="http://www.gohawaii.com/malama">http://www.gohawaii.com/malama</a>.</li> <li>HTA is also supporting this action through RFPs from its Aloha ‘Āina Program and Community Enrichment Program.</li> </ul>
	D.7	<p><b>Identify and evaluate options on how the fishponds can play a larger role in uniting the community and visitors.</b></p>
	D.8	<p><b>Hold regular town hall meetings to include both community, stakeholders, and industry partners, to share updates on the benefits and trade-offs of tourism for Moloka‘i, through multiple modes of communication (not just online).</b></p>

Summer 2021 Progress Report – Moloka'i DMAP (continued)

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

Progress	Sub-Action No.	Sub-Action
	E.1	Identify community infrastructure that needs improvement/revitalization.
	E.3	Seek public-private partnership to improve and revitalize existing accommodations to meet the needs of target segments. (e.g. tentalows, The Lodge, Kaluako'i , DHHL – Coconut Grove, Lanikila)

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

Progress	Sub-Action No.	Sub-Action
	F.1	<p>Advocate for airlines, County, HDOT and FAA to restore affordable and dependable air and sea transportation to viable levels that meet the needs of the community.</p> <ul style="list-style-type: none"> <li>The County is researching the U.S. government's Essential Air Service program enacted to guarantee that small communities have access to airline service that would otherwise have no scheduled service at all.</li> </ul>
	F.2	Consider whether there are options to increase services during high demand events without increasing impact to the natural resources.