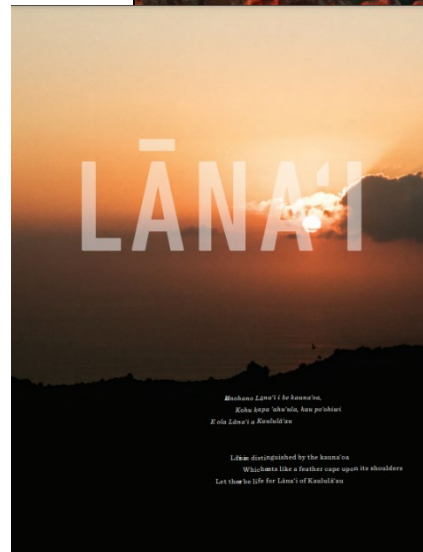


Summer 2021 Progress Report – Lāna‘i Destination Management Plan (DMAP)





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

This report provides an update on the progress toward fulfilling Lāna‘i’s DMAP as of August 18, 2021, specifically the actions identified for Phase 1 (calendar year 2021) implementation. There are 24 sub-actions in Phase 1 of which 15 (63%) are in progress and one has been completed.

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 Maui 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.




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 – Lānaʻi DMAP (continued)

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

Progress	Sub-Action No.	Sub-Action
	A.1	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.

- The County is researching the U.S. government's Essential Air Service program, which was enacted to guarantee that small communities have access to airline service that would otherwise have no scheduled service at all.


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

Progress	Sub-Action No.	Sub-Action
	B.1	Facilitate discussions with Four Seasons, Sensei, and Hotel Lānaʻi management to explore ways to increase guest interactions and engagements with Lānaʻi City.


- HTA/Maui Visitors and Convention Bureau (MVCB) and the County met with Pūlama Lānaʻi to look into this action further on August 18, 2021. Pūlama Lānaʻi advised that their resort shuttle stops in town, next to Hotel Lānaʻi and Lānaʻi Culture and Heritage Center. They also encourage their guests to download the Lānaʻi Guide App.

	B.2	Encourage more resort staff and guests to participate in community workdays and volunteer opportunities.
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- HTA/MVCB and the County met with Pūlama Lānaʻi to look into this action further on August 18, 2021. Pūlama Lānaʻi is open to their staff and guests participating in such activities. However, right now, as COVID-19 is on the upswing again, they will need to wait until it is safer to gather.

	B.3	Facilitate the conversation with hotels to coordinate marketing efforts with the community and small businesses based upon HVCB's Mālama Hawaiʻi program.
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- HTA/MVCB and the County met with Pūlama Lānaʻi to look into this action further on August 18, 2021. Further discussion is needed with Four Seasons.

	B.4	Create opportunities for residents to feel welcome at resort properties. Continue to invite Lānaʻi artists and crafts people to do workshops and fairs at the resort properties.
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- HTA/MVCB and the County met with Pūlama Lānaʻi to look into this action further on August 18, 2021. Pūlama Lānaʻi is open to this post-pandemic. Currently, the resort is only open to guests due to COVID-19 protocols.

Summer 2021 Progress Report – Lānaʻi DMAP (continued)

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.




Progress	Sub-Action No.	Sub-Action
	C.1	Identify appropriate places to visit and integrate into the app.
		<ul style="list-style-type: none"> HTA executed a contract with the Lānaʻi Culture and Heritage Center (LCHC) for enhancement of the Guide App. The contract will end in March 2022.
	C.2	Develop functionality of app to indicate potentially dangerous areas/trails that are closed or roads under construction.
		<ul style="list-style-type: none"> HTA executed a contract with LCHC for enhancement of the Guide App. The contract will end in March 2022. LCHC anticipates the app enhancement being completed by December 2021.
	C.3	Involve merchants to promote app and guide activities.
		<ul style="list-style-type: none"> HTA executed a contract with LCHC for enhancement of the Guide App in addition to working with the merchants to promote the app. The contract will end in March 2022.
	C.4	Encourage visitors to respect the land, the people and the lifestyle on Lānaʻi.
		<ul style="list-style-type: none"> HTA executed a contract with LCHC for enhancement of the Guide App. The contract will end in March 2022.

Action D. Encourage sustainable tourism practices on Lānaʻi.

Progress	Sub-Action No.	Sub-Action
	D.1	Form a work group to brainstorm and develop solutions that are sustainable and oriented toward protection and preservation of Lānaʻi natural resources.
		<ul style="list-style-type: none"> Maui Visitors and Convention Bureau’s (MVCB) Destination Manager who began on August 16, 2021 will be working on this.
	D.2	Present solutions for implementation.

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

Action E. Promote Lāna‘i City to increase spending that goes to residents and small businesses.

Progress	Sub-Action No.	Sub-Action
	E.1	Invite members of the community and businesses to be a part of an advisory group to guide messaging and campaigns to develop a unique brand for Lāna‘i City. <ul style="list-style-type: none">MVCB's Destination Manager will be responsible for coordinating this, and will include the Lāna‘i Chamber of Commerce.
	E.2	Continue to promote day trips and one-day festivals that are popular with Maui residents. Start at mid-day so visitors can come in on the morning ferry. Develop new festivals if needed. <ul style="list-style-type: none">MVCB is currently promoting day trips.
	E.3	Make transportation to Lāna‘i City easier for resort guests, and others that arrive via ferry and the airport.



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

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

Progress	Sub-Action No.	Sub-Action
	F.1	<p>Develop consistent messaging, campaign and content to encourage and enable visitors to plan a meaningful daytrip or stay on Lāna‘i and for visitors to begin learning about Lāna‘i’s unique history, culture and community. Include where to get information once on Lāna‘i and where not to go. Responsible Lāna‘i visit.</p> <ul style="list-style-type: none"> This is currently being done.
	F.2	<p>Create educational videos or audio files to be played on ferry, airlines/airport and hotels. Identify the current video projects.</p> <ul style="list-style-type: none"> MVCB has created the Mālama Maui video, and is still working to get it onto the ferry.
	F.3	<p>Create brochures for distribution by Lāna‘i businesses, hotels and kiosks.</p> <ul style="list-style-type: none"> MVCB's Destination Manager will be responsible for this.
	F.4	<p>Work with the community and businesses to develop online and social media content.</p> <ul style="list-style-type: none"> MVCB's Destination Manager will be responsible for this.
	F.5	<p>Describe what activities need to be arranged ahead of time such as reserving a 4-wheel drive vehicle.</p> <ul style="list-style-type: none"> MVCB's Destination Manager will be responsible for this.
	F.6	<p>Prior to visitors reaching Lāna‘i, provide information on a through multiple means. Communications vehicles could include: an enhanced gohawaii.com Lāna‘i webpage to help visitors plan their trip/day on Lāna‘i ahead of time; have informational iPads available on the ferry; have a person who can assist visitors going to Lāna‘i in Lahaina Harbor ferry line; brochures to distribute; etc.</p> <ul style="list-style-type: none"> MVCB installed a digital kiosk on June 29, 2021. MVCB produced and distributed the Mālama Maui brochure to businesses in June.
	F.7	<p>Explore setting up a visitors' center/kiosk with a main location in town and potentially branches at the harbor and airport dedicated to providing information for all visitors upon arrival.</p> <ul style="list-style-type: none"> MVCB installed a digital kiosk on June 29 at Kahului Airport. MVCB also looked at installing one at the harbor, but determined it was not feasible.

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



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

Progress	Sub-Action No.	Sub-Action
	G.1	Support and promote the Mālama Maui County Pledge.
		<ul style="list-style-type: none"> MVCB produced the Mālama Maui rack card with specific information on Lāna‘i. A video was also produced and is available. MVCB is working to get the video played on the ferries.
	G.2	Strengthen and foster the connection with Lāna‘i. Some level of sustainable and responsible tourism as an overall theme.

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

Progress	Sub-Action No.	Sub-Action
	H.1	Identify and implement the best way(s) to discourage this activity.
		<ul style="list-style-type: none"> HTA will coordinate a meeting with the appropriate state and county agencies, Hulopo‘e Beach Park Council and MVCB.

Action I. Educate visitors on activities and events available on Lāna‘i focused on cultural and natural resources. These activities could include fishpond restoration, koa tree planting, etc.

Progress	Sub-Action No.	Sub-Action
	I.1	Support the development of marine science/natural resources seminars and workshops here that can be attended by residents and tourists to tailor a more educational type of vacation.
		<ul style="list-style-type: none"> HTA is supporting this action through a Request for Proposal (RFP) from its Aloha ‘Āina Program via Hawai‘i Community Foundation, in addition to its Community Enrichment Program (CEP) via MVCB, to be issued in Fall 2021 for projects in calendar year 2022. HTA contracted with Sustainable Tourism Association of Hawai‘i in June 2021 to certify sustainable tour operators (www.sustainabletourismhawaii.org/certification/).
	I.2	Encourage community service opportunities.
		<ul style="list-style-type: none"> HVCB’s Mālama Hawai‘i program addresses this action (www.gohawaii.com/malama). However, no hotels on Lāna‘i are participating at this time. HTA is also supporting this action through RFPs from its Aloha ‘Āina program and CEP.

