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HTA Publishes Community-Based Tourism Management Plan for O'ahu

HONOLULU – The Hawai'i Tourism Authority (HTA) has published the 2021-2024 O'ahu Destination Management Action Plan (DMAP), a guide to rebuild, redefine and reset the direction of tourism on O'ahu. The community-based plan is part of HTA's work toward Mālama Ku'u Home (caring for my beloved home) and its accelerated efforts underway to manage tourism in a regenerative manner.

Developed by the residents of O'ahu, and in partnership with the City and County of Honolulu and the O'ahu Visitors Bureau (OVB), the O'ahu DMAP identifies areas of need as well as solutions for enhancing the residents' quality of life and improving the visitor experience. Community feedback was gathered during two virtual presentations as well as an online input form.

"We appreciate the O'ahu residents who participated in the DMAP process and passionately contributed their diverse viewpoints, discussed various tourism-related challenges in their neighborhoods and helped set forth an actionable plan that is necessary for the community's well-being," said John De Fries, HTA president and CEO. "It's about continued collaboration and moving forward together to mālama this cherished place and each other, as desired by the people of O'ahu."

The DMAP focuses on key actions that the community, visitor industry and other sectors deem necessary over a three-year period. The foundation of the O'ahu DMAP is based on [HTA's 2020-2025 Strategic Plan](#), and the actions are based on the four interacting pillars – Natural Resources, Hawaiian Culture, Community and Brand Marketing.

"O'ahu is a special place and stands out from anywhere else in the world thanks to its natural beauty and its remarkable people. By working together as a community to care for our resources, we create an environment where our culture, our land and water, our economy, and our relationships can thrive," said Mayor Rick Blangiardi.

He continued, "In working with the Hawai'i Tourism Authority on O'ahu's Destination Management Action Plan, the City and County of Honolulu will focus on three community-based priorities: Protect our most popular sites and manage the experience for everyone who visits them, limit short-term rentals to resort zoned areas, and increase the use of sustainable visitor-related transportation options."

The following actions were developed by the O'ahu steering committee, comprised of residents representing the communities they live in, as well as the visitor industry, different business sectors, and nonprofit organizations, with community input.

Representatives from the City and County of Honolulu, HTA and OVB also provided input throughout the process.

- Decrease the total number of visitors to O‘ahu to a manageable level by controlling the number of visitor accommodations and exploring changes to land use, zoning and airport policies.
- Implement a pre- and post-arrival tourism communications program to encourage respectful and supportive behavior.
- Identify sites and implement stewardship plans for key hotspots on O‘ahu.
- Increase enforcement and active management of sites and trails.
- Develop a reservation system to monitor and manage users at natural resource and cultural sites.
- Establish a “Regenerative Tourism Fee” that directly supports programs to regenerate Hawai‘i’s resources, protect natural resources, and address unfunded conservation liabilities.
- Develop and implement marketing programs to attract positive-impact travelers who prioritize the environment, culture and investing in our local community.
- Continue to develop and implement “Buy Local” programs to promote purchase of local products and services to keep funds in our communities and minimize carbon footprint.
- Manage the visitors’ use of cars as transportation on O‘ahu.
- Work with community partners to develop, market, encourage, and support more collaborative, curated experiences that enrich residents and visitors alike.

Kealii Pang, president of the O‘ahu Council of the Association of Hawaiian Civic Clubs, said, "As a Steering Committee member, I was humbled by the thoughtful discussions on how tourism has impacted our communities on O‘ahu and the many diverse solutions that looked towards a future that is pono. The regenerative framework we developed should allow our local communities to maintain, perpetuate, and enhance Hawaiian values and traditions like kapu and mālama, and can provide visitors an experience that is unique and distinct to Hawai‘i, incorporating its culture, and traditions. We anticipate this plan will meet the needs of the local community, the visitors, and the businesses that support the visitor experience, while honoring the host culture and caring for the ‘āina."

The O‘ahu DMAP process began in March 2021 and continued with a series of virtual steering committee meetings, as well as two virtual community presentations in May.

The members of the O‘ahu steering committee are:

- Paula Akana (Executive Director, ‘Iolani Palace)
- Jamie Barut (Vice President of Operations, Polynesian Adventure Tours)
- Adam Borrello (Executive Director, North Shore Community Land Trust)
- Kevin Chang (Co-Director, Kua‘āina Ulu ‘Auamo (KUA))
- Walea Constantinou (O‘ahu Film Commissioner, City and County of Honolulu Film Office)
- Amanda Corby Noguchi (Co-Founder, Pili Group)

- Rick Egged (Executive Director, Waikīkī Improvement Association (BID))
- Chenoa Farnsworth (Managing Partner, Blue Startups)
- Joe Ibarra (General Manager, The Kahala Hotel & Resort)
- Joseph Lapilio (President and CEO, Wai'anae Economic Development Council)
- Elissa Lines (Executive Director, Pearl Harbor Aviation Museum)
- Bob Masuda (Deputy Director, State of Hawai'i Department of Land & Natural Resources)
- June Matsumoto (Vice President, Sales, Pacific Island Institute)
- Sherry Menor-McNamara (HTA Board member and President & CEO, Chamber of Commerce)
- Maile Meyer (Founder, Nā Mea Hawai'i)
- John Morgan (President, Kualoa Ranch)
- Sweetie Nelson (Director of Destination Marketing, Ko Olina Resort Association)
- Kealii Pang, President (O'ahu Council of the Association of Hawaiian Civic Clubs)
- Benjamin Rafter (HTA Board member and President & CEO, Springboard Hospitality (OLS Hotels & Resorts))
- Noelani Schilling-Wheeler (Executive Director, O'ahu Visitors Bureau)
- Laura Thielen (Director, City and County of Honolulu Department of Parks and Recreation)
- Sunshine Topping (Workforce Development Council Member and Vice President of Human Resources, Hawai'i Pacific Health)
- Ulalia Woodside (Executive Director, Nature Conservancy of Hawai'i)

Noelani Schilling-Wheeler, executive director of the O'ahu Visitors Bureau, said, "The process, hard work and heart of every stakeholder in pulling together the O'ahu DMAP actions has been humbling and very important. This has been a collaborative effort in an important step of bringing communities, government and industry to stewarding tourism the way our people know it should be steered. Now the hard work begins and we look to everyone to helping us push tourism forward in a sustainable manner for this place we love and our communities."

HTA's Board of Directors approved the DMAP actions during the July 29 board meeting. The O'ahu DMAP is available on HTA's website:

<https://hawaii tourism authority.org/media/7785/hta-oahu-dmap.pdf>

The Summer 2021 Progress reports on the Kaua'i, Maui Nui and Hawai'i Island DMAPs were recently published and are available on HTA's website:

- Kaua'i – 61% of Phase 1 sub-actions in progress
www.hawaii tourism authority.org/media/7681/kauai-dmap-progress-report-summer-2021-final.pdf
- Maui – 70% of Phase 1 sub-actions in progress; 1 sub-action completed
www.hawaii tourism authority.org/media/7679/maui-dmap-progress-report-summer-2021-final.pdf

- Lānaʻi – 63% of Phase 1 sub-actions in progress; 1 sub-action completed
www.hawaii tourism authority.org/media/7709/lanai-dmap-progress-report_summer-2021_final.pdf
- Molokaʻi – 60% of Phase 1 sub-actions in progress
www.hawaii tourism authority.org/media/7680/molokai-dmap-progress-report_summer-2021_final.pdf
- Hawaiʻi Island – 73% of Phase 1 sub-actions in progress
www.hawaii tourism authority.org/media/7678/hawaii-island-dmap-progress-report_summer-2021_final.pdf

To learn more visit: www.hawaii tourism authority.org/what-we-do/hta-programs/community-based-tourism/

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Photos of the Hawaiian Islands: <https://hawaii.barberstock.com/>

About the Hawaiʻi Tourism Authority

The [Hawaiʻi Tourism Authority](http://www.hawaii tourism authority.org) is the State of Hawaiʻi agency responsible for strategically managing its support of the tourism industry. Established in 1998 to support Hawaiʻi's leading industry and largest employer, HTA continually strives to help ensure tourism's sustainability and the benefits it brings to residents and communities statewide.

For more information about HTA, please visit www.hawaii tourism authority.org. Follow updates from HTA (@HawaiiHTA) on [Facebook](#), [Instagram](#), [Twitter](#) and its new [YouTube Channel](#).

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