

Summer 2021 DMAPS Progress Report

PRESENTED TO HTA BOARD OF DIRECTORS

BY CAROLINE ANDERSON

SEPTEMBER 2, 2021

Tracking of DMAPs Actions



“DMAP Tracker” worksheets developed. HTA Director of Planning meets with the Counties and Island Visitors Bureaus for a monthly review.



Steering Committees review of initial Summer progress reports



The Summer progress reports finalized based on their input and feedback.



Quarterly updates to the board

Kaua'i DMAP Progress



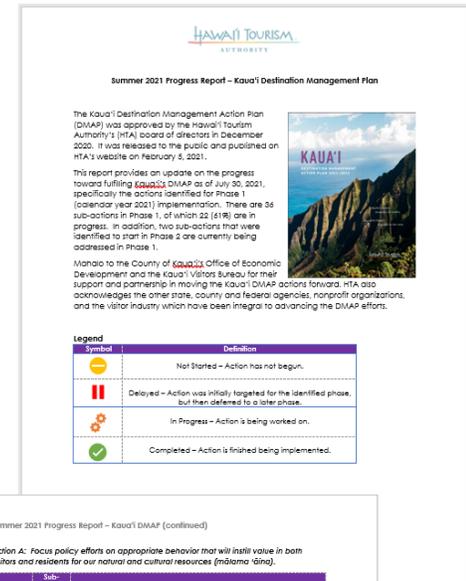
No. of Phase 1 Sub-Actions



Sub-Actions In Progress



No. of Phase 2 Sub-Actions Started



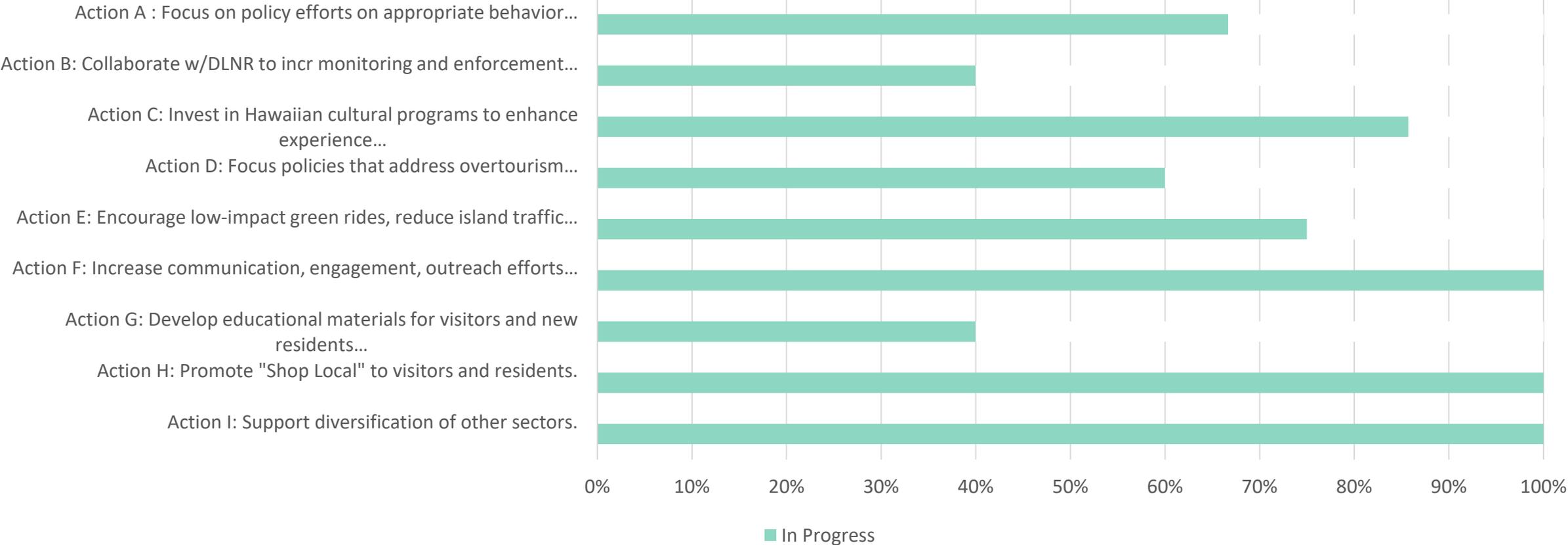
Summer 2021 Progress Report - Kaua'i DMAP (continued)

Action A: Focus policy efforts on appropriate behavior that will instill value in both visitors and residents for our natural and cultural resources (mihioma 'i'ima).

Program	Sub-Action No.	Sub-Action
⚙	A.1	Include Department of Land and Natural Resources (DLNR) on all discussions and find ways for state and county departments to work together. <ul style="list-style-type: none"> • RTA added a DLNR representative to the Steering Committee. • RTA will be scheduling an RTA-DLNR/County/Visitors meeting in September 2021.
⚙	A.2	Explore and implement a universal user fee model to help offset maintenance costs of beaches and parks. Advocate for the adjustment of usage fees (camping permits) to target different levels of users and instill better management of illegal users. <ul style="list-style-type: none"> • During the 2021 legislative session, House Bill (companion bill HB664) established a green fee surcharge of \$20 on transient accommodations for the purposes of funding workforce programs and services that promote certain environmental goals. It also established a conservation workforce special fund. This bill did not move forward. • County assessments are currently being done for County parks and trails (as of 7/20/2021).
⚙	A.3	Support and promote DLNR's App (DLNRapp) which allows citizens to help with enforcement and creates public awareness. <ul style="list-style-type: none"> • RTA promoted the app on its social media platforms on 8/20/2021.
⊖	A.4	Identify and provide more informational signage of cultural sites, beaches and hiking spots for safety, education, and a great experience.
⚙	A.5	Educate tour operators and booking companies about proper etiquette to deter ocean and reef pollution. <ul style="list-style-type: none"> • RTA is funding the Sustainable Tourism Association of Hawaii's Sustainable Tour Operator Certification Program (https://www.sustainabletouroperator.com/certification)
⊖	A.6	Advocate for more stringent and intentional inspections/enforcement of camping/hiking gear and shoes upon arrival at the airport.
⚙	A.7	Support awareness and education of appropriate behavior towards endangered species such as Hawaiian monk seals, sea turtles, Newell's Shearwaters, Laysan ducks (Laysan ducks) and native birds. <ul style="list-style-type: none"> • Educational videos were created on RTA's and Department of Land and Natural Resources' social media platforms. • RTA also held interagency meetings with National Oceanic and Atmospheric Administration and DLNR. • RTA is working to have the videos played on flights, at the airport, and on hotel channels.
⚙	A.8	Advocate for increased ranger presence and enforcement at county and state parks. <ul style="list-style-type: none"> • The County, advocated with its Parks department, and they are now fully staffed.

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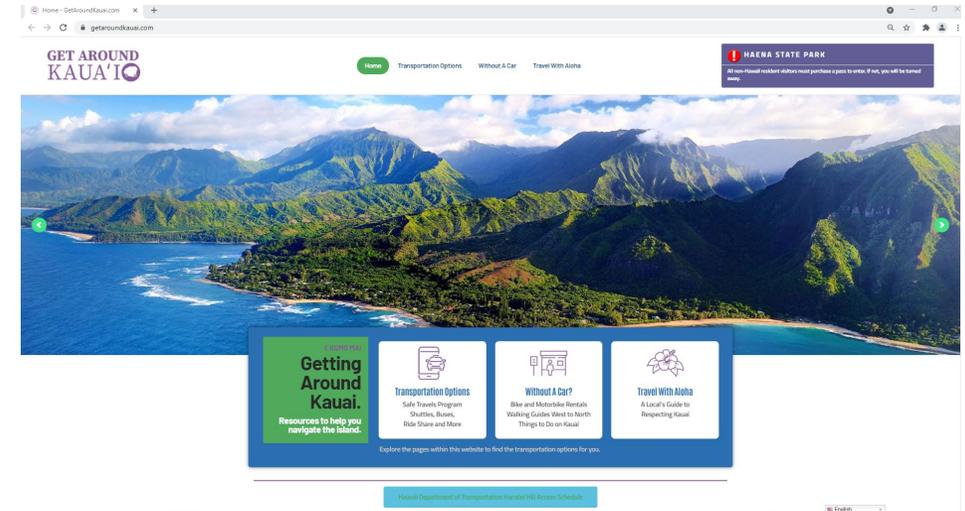
Kaua'i DMAP Anchor Actions In Progress as of July 2021





Highlights – Kaua‘i DMAP Sub-Actions In Progress

- ✓ HTA funding the Sustainable Tourism Association of Hawai‘i’s Sustainable Tour Operator Certification Program.* (A.5)
- ✓ Monitoring visitor counts at hotspot areas via UM and Symphony Dashboards.* (D.5)
- ✓ The County through HTA funding launched [GetAroundKauai.com](https://www.getaroundkauai.com), a new website aimed at informing both visitors and residents of the various transportation options available on Kaua‘i.* (E.1, E.2)
- ✓ The County is establishing the retail/networking space, *Alakoko*, for Kaua‘i Made products.* It will be located on Rice Street. Anticipated to open in Oct/Nov. (H.1)
- ✓ Relaunch of Hawai‘i Farms Trail App, Agritourism capacity building tours, Dept of Ag meetings.* (I.1)



Maui DMAP Progress



No. of Phase 1 Sub-Actions



Sub-Actions In Progress



No. of Sub-Actions Completed

The Maui Destination Management Action Plan (DMAP) was approved by the Hawaii Tourism Authority's (HTA) board in December 2020. The Maui Nui DMAP was released to the public on March 4, 2021.

This report provides an update on the progress toward fulfilling Maui'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 16 (70%) 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, county and federal agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.

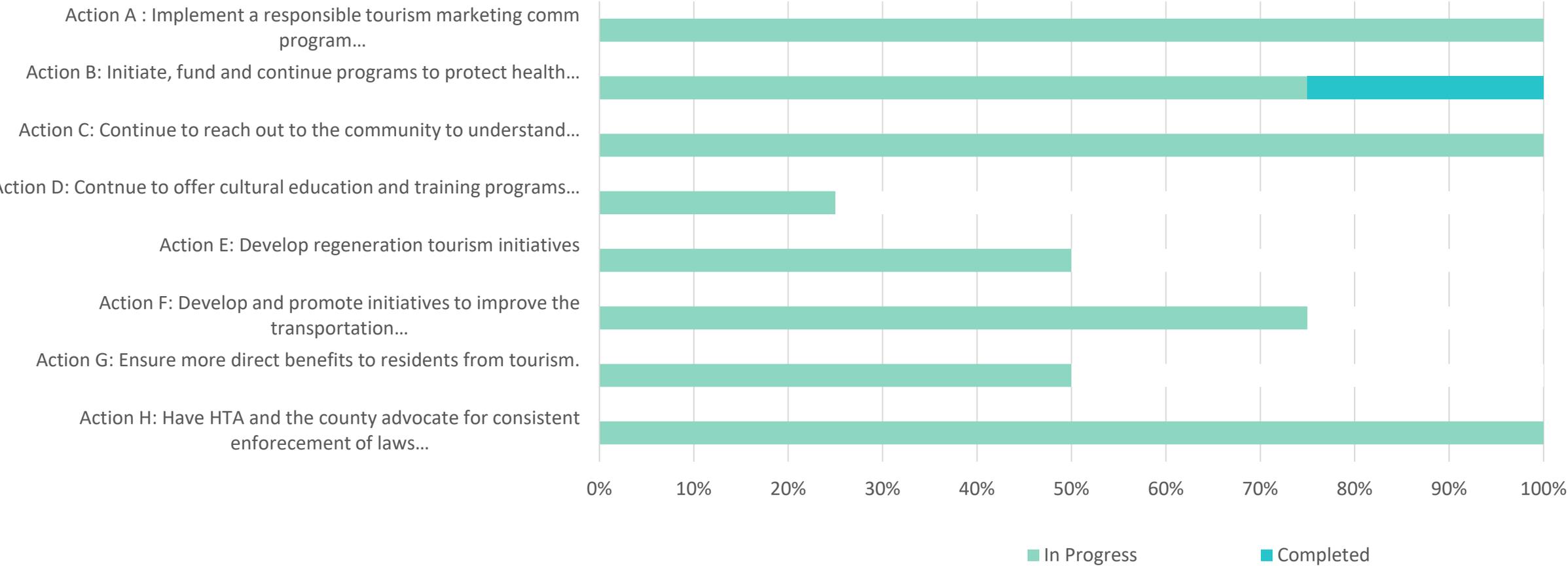


Symbol	Definition
🟡	Not Started – Action has not begun.
🛑	Delayed – Action was initially targeted for the identified phase, but then deferred to a later phase.
⚙️	In Progress – Action is being worked on.
✅	Completed – Action is finished being implemented.

Action 4. Implement a responsible tourism marketing communications program to educate visitors pre- and post-arrival about safe and respectful travel.

Progress	Sub-Action No.	Sub-Action
⚙️	A.1	<p>Develop and implement a coordinated marketing and branding plan that defines and amplifies Regenerative tourism on Maui Island.</p> <ul style="list-style-type: none"> The Hawaii Visitors & Convention Bureau (HVCB)/Maui Visitors and Convention Bureau (MVCB) addresses this action through its Mālama Hawaii campaign and creation of the Mālama Hawaii video released in May 2021 (https://www.goHawaii.com/malamea). There are approximately 30 partners on Maui. This action has also been incorporated into the HTA Global Marketing Team's Brand Management Plan (marketing plan).
⚙️	A.2	<p>Review and enhance the goHawaii app to include more island specific features such as real time information, road closures, events, local etiquette, resource protection, and areas that are off-limits. A geo-targeted app is desired.</p> <ul style="list-style-type: none"> HVCB launched the goHawaii app in late June 2021 (https://bit.ly/GoHawaii-App). MVCB is also exploring the use of beacons that are geo-tagged, to be placed at strategic high-traffic points. Messaging will be done through the app and can be controlled and changed instantaneously. The island of Maui will be the pilot for this project.
⚙️	A.3	<p>Encourage usage of the updated goHawaii app in the implementation of the marketing/branding plan (including social media). Encourage partners to also promote the goHawaii app and other visitor education programs.</p> <ul style="list-style-type: none"> HVCB is pushing out the goHawaii app to its members, partners and platforms. HTA is also pushing messaging through its social media platforms and its Global Marketing Team. The County will add to the Maui Wayfinding site, and will link the goHawaii app. (beta site: www.mauiwayfinding.com)
⚙️	A.4	<p>Continue public service announcements about being a responsible visitor on incoming flights and at airports. Ensure continued funding for program.</p> <ul style="list-style-type: none"> HTA and HVCB discussed this with various airlines. Some airlines, like Hawaiian Airlines, are playing PSA videos. HTA in discussions with Pacific Media Group to play the Travel Tips videos. At Kahului Airport, HTA's Water Safety ("Respect our ocean. Know Your Limits") static boards are on display.

Maui Anchor Actions In Progress as of July 2021





Highlights – Maui DMAP Sub-Actions In Progress

- ✓ HVCB's relaunch of GoHawaii App. (A.2, A.3)
- ✓ Promotion of Hawai'i's sunscreen law to visitors via social media, GoHawaii App, gohawaii.com site. (B.1)
- ✓ NaHHA's online cultural training and Ka Huina conference.* (D4)
- ✓ Convening of state/county/federal agencies/nonprofits to look at mitigating visitor impact at Hāna, Maui (H.1)
- ✓ "Maui ALOHA Shuttle" Bus to provide for alternative ground transportation option. (F)



Photo courtesy of Polynesian Adventure Tours

Moloka'i DMAP Progress



No. of Phase 1 Sub-Actions



Sub-Actions In Progress

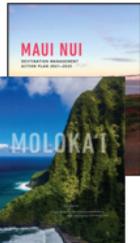
HAWAII TOURISM
AUTHORITY

Summer 2021 Progress Report – Moloka'i Destination Management Plan

The Moloka'i Destination Management Action Plan (DMAP) was approved by the Hawaii 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

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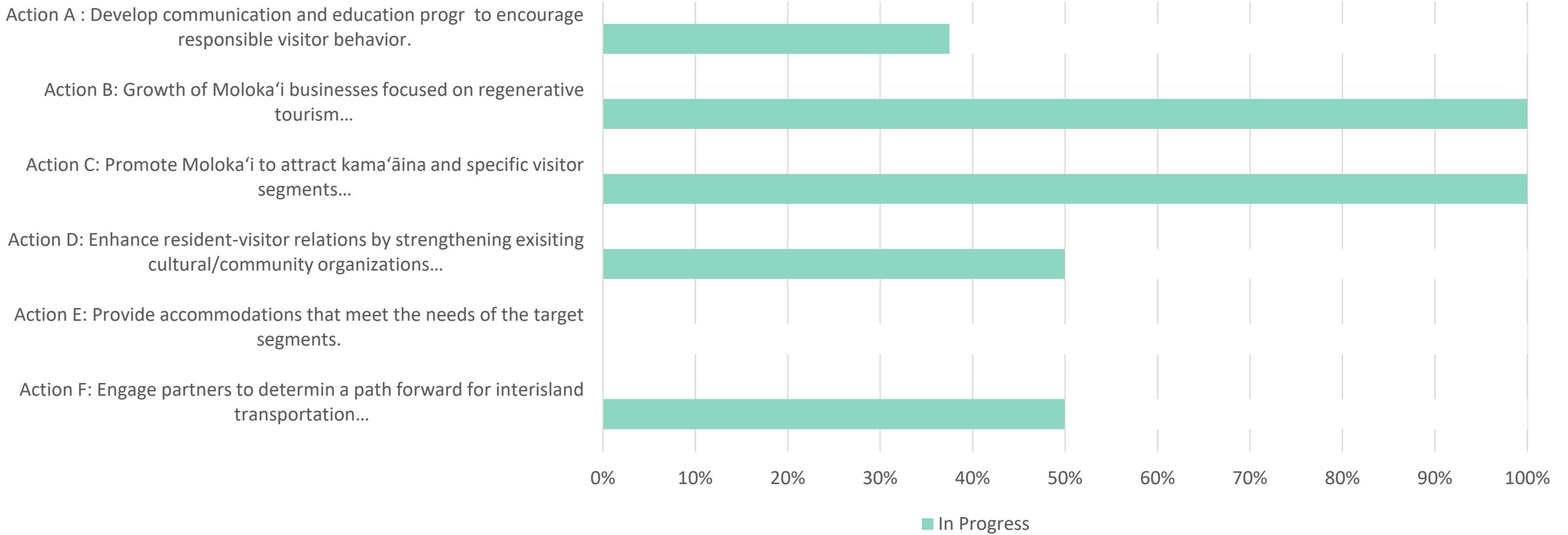
Summer 2021 Progress Report – Moloka'i DMAP (continued)

Action A.1 Develop communication and education programs to encourage responsible visitor behaviors.

Progress	Sub-Action No.	Sub-Action
⚙️	A.1	Assess the feasibility of a visitor center open every day and fully staffed. <ul style="list-style-type: none"> HTA is working with DOT/Airports to set up an Aloha Ambassador Volunteer Program at Moloka'i Airport.
⚙️	A.2	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. <ul style="list-style-type: none"> Maui Visitors and Convention Bureau (MVCB) is setting up a Moloka'i Advisory Group.
🟡	A.3	Develop a process that incoming visitors are highly encouraged to watch an orientation video at the Moloka'i Airport.
🟡	A.4	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).
⚙️	A.5	Work with landowners and promote use of existing reservations systems to access sensitive areas (hotspots). <ul style="list-style-type: none"> 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.

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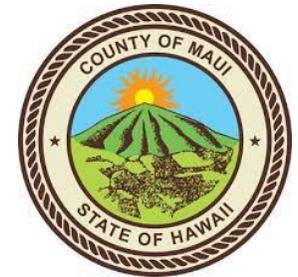
Moloka'i Anchor Actions In Progress as of July 2021





Highlights – Moloka‘i DMAP Sub-Actions In Progress

- ✓ Working with DOT-Airports to set up Aloha Ambassador Volunteer Program at Moloka‘i Airport. (A.1)
- ✓ The County of Maui implemented a program with CARES funds and issued grants to support local businesses. 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. (B1, B2)
- ✓ 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. (F.1)



Lānaʻi DMAP Progress



No. of Phase 1 Sub-Actions



Sub-Actions In Progress



No. of Sub-Actions Completed

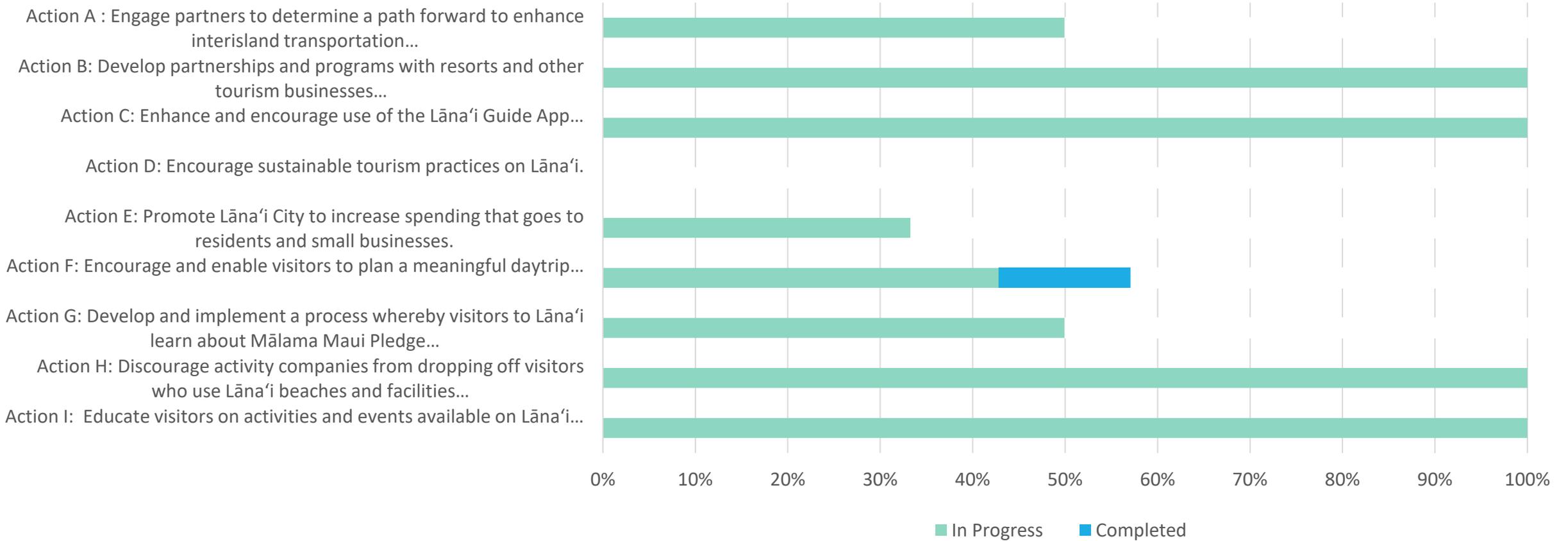


Summer 2021 Progress Report - Lānaʻi DMAP (continued)

Progress	Sub-Action No.	Sub-Action
Action A. Engage partners to determine a path forward that will enhance interisland transportation options for both residents and visitors.		
🌀	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.		
🌀	B.1	Facilitate discussions with Four Seasons, Seneel, and Hotel Lānaʻi management to explore ways to increase guest interactions and engagements with Lānaʻi City. • HTA/MVCS and the County met with ʻŌiāpapa Lānaʻi and the County met with ʻŌiāpapa Lānaʻi to look into this action further on August 18, 2021. ʻŌiāpapa 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. • HTA/MVCS and the County met with ʻŌiāpapa Lānaʻi to look into this action further on August 18, 2021. ʻŌiāpapa 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 MVCS's Mōlomo Hawaii program. • HTA/MVCS and the County met with ʻŌiāpapa 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. • HTA/MVCS and the County met with ʻŌiāpapa Lānaʻi to look into this action further on August 18, 2021. ʻŌiāpapa Lānaʻi is open to this post-pandemic. Currently, the resort is only open to guests due to COVID-19 protocols.

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Lānaʻi Anchor Actions In Progress as of July 2021





Highlights – Lāna‘i DMAP Sub-Actions In Progress

- ✓ 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. (A.1)
- ✓ Lāna‘i Cultural & Heritage Center’s Lāna‘i Guide App Enhancement.* (C.1-C4)
- ✓ MVCB installed a digital kiosk on June 29 at Kahului Airport. (F.7)
- ✓ MVCB developed rack cards for Mālama Maui County Pledge. (G.1)



* HTA-funded

Hawai'i Island DMAP Progress



No. of Phase 1 Sub-Actions



Sub-Actions In Progress

HAWAII TOURISM AUTHORITY

Summer 2021 Progress Report – Hawai'i Island Destination Management Plan

The Hawai'i Islands Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority's (HTA) board of directors in February 2021. It was released to the public on HTA's website on April 1, 2021. This report provides an update on the progress toward fulfilling Hawai'i Island's DMAP as of July 30, 2021, specifically the actions identified for Phase 1 (calendar year 2021) implementation. There are 45 sub-actions in Phase 1 of which 33 (73%) are in progress.

Māhala to the County of Hawai'i's Department of Research & Development and the Islands of Hawai'i Visitors Bureau for their support and partnership in moving the Hawai'i Island 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.

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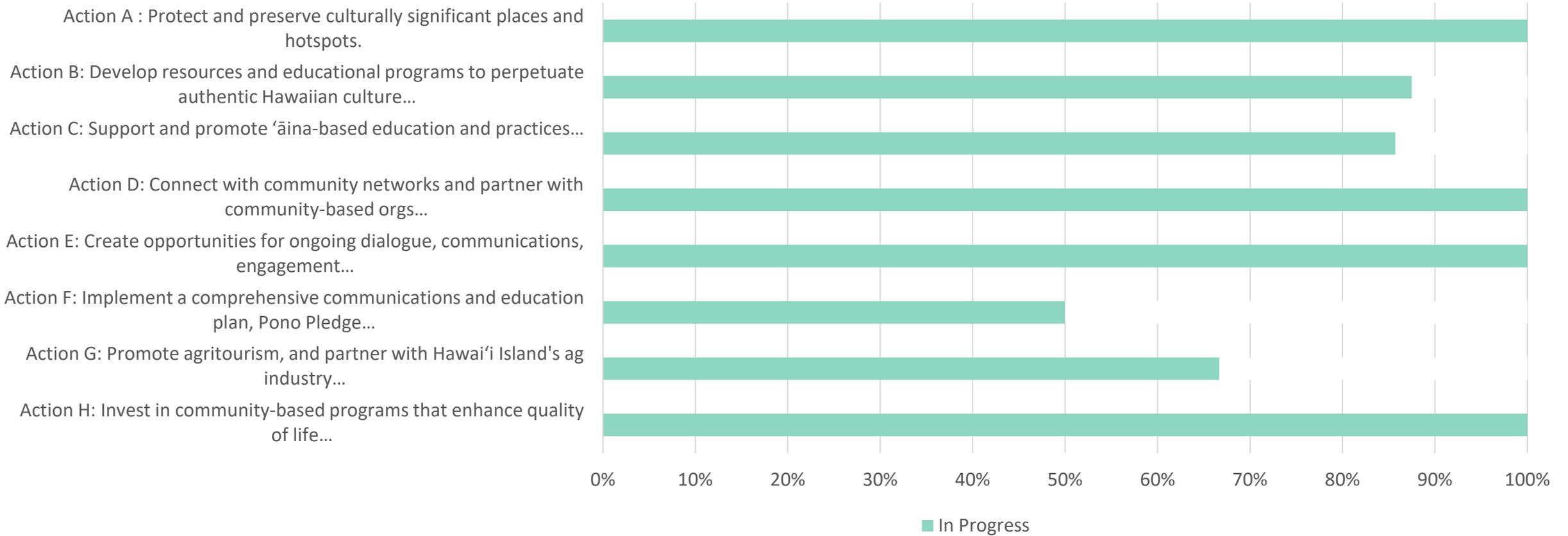
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✅	Completed – Action is finished being implemented.

Summer 2021 Progress Report – Hawai'i Island DMAP (continued)

Progress	Sub-Action No.	Sub-Action
Action A: Protect and preserve culturally significant places and hotspots.		
🔧	A.1	Develop and support opportunities to engage and steward the places and culture of Hawai'i Island for both residents and visitors, including using Native Hawaiian practices of resource and cultural stewardship.
		<ul style="list-style-type: none"> HTA is supporting this action through Request for Proposals (RFP) from its Kūia Oia Program via the Hawai'i Community Foundation to be issued in Fall 2021 for projects in calendar year 2022. The County of Hawai'i is also supporting this through its Department of Research & Development Innovation Grant RFP for FY 2021-2022. Awards were recently made in August 2021. Conservation International is also moving this action through its outreach and education to the public (www.conservation.org/places/hawaii/).
🔧	A.2	Emphasize local area cultural history and expertise to further expand Hawaiian cultural values, knowledge, and language with an emphasis on connection to place.
		<ul style="list-style-type: none"> HTA is supporting this action through its Kūia Oia Program RFP. The County also supported this through its Innovation Grant RFP. Awards were recently made in August 2021. Hawai'i Volcanoes National Park is restoring the original Hawaiian place names to its park maps, apps and signs (www.nps.gov/havo/learn/history/culture/place-names.htm).
🔧	A.3	Increase opportunities for community-led initiatives that steward and manage these resources, including closure of areas and managing traffic.
		<ul style="list-style-type: none"> HTA is supporting this action through an RFP from its Alpha Oia Program via the Hawai'i Community Foundation to be issued in Fall 2021 for projects in calendar year 2022. The County also supported this through its Innovation Grant RFP. Awards were recently made in August 2021.
🔧	A.4	Work with the different stakeholders to communicate areas that need to be protected with the visitor industry and visitors.
		<ul style="list-style-type: none"> HTA and the Islands of Hawai'i Visitors Bureau (IHVB) have been addressing this through the DMAP hotspot initiatives, i.e. Palolo Valley Stewardship Pilot Program as well as the upcoming Waipahoehoe Valley community convening and discussions with Department of Hawaiian Home Lands regarding Waipahoehoe (Green Sand Beach).

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Hawai'i Island Anchor Actions In Progress as of July 2021





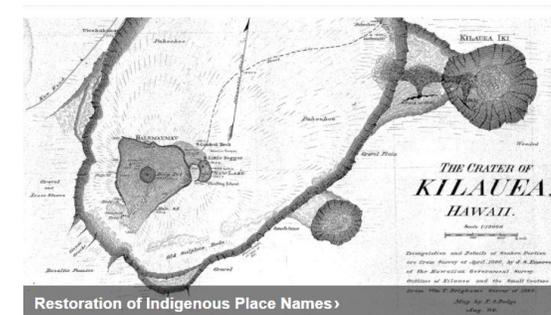
Highlights – Hawai‘i Island DMAP Sub-Actions In Progress

- ✓ The County of Hawai‘i is also supporting this through its Department of Research & Development Innovation Grant RFP for FY 2021-2022. Awards were recently made in August 2021. (A.1, A.2, A.3, C.1, C.2, D.1)
- ✓ Hawai‘i Volcanoes National Park is restoring the original Hawaiian place names to its park maps, apps, and signs. (A.2)
- ✓ Pololū Trail Steward Program.* (A.4, D.4)
- ✓ County issued an RFP for Stewardship Grants (D.5)
- ✓ NaHHA's online cultural training and Ka Huina conference.* (B.2)
- ✓ The County is funding a pilot certification program in fiscal year 2022 specifically targeted at tour operators. (C.3)
- ✓ IHVB investment in the Pono Pledge video (F.1)
- ✓ Relaunch of Hawai‘i Farms Trail App, Agritourism capacity building tours, Dept of Ag meetings.* (G.1)



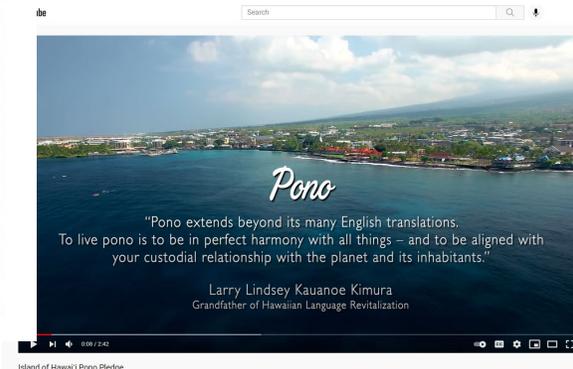
NPS.gov / Park Home / Learn About the Park / History & Culture

History & Culture



Restoration of Indigenous Place Names >

Place names can be more than just a place. These names can actually help to preserve a language and restore a culture.



Island of Hawai'i Pono Pledge