Summer 2021 DMAPS Progress Report
“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: 36
- Sub-Actions In Progress: 61%
- No. of Phase 2 Sub-Actions Started: 2
Action A: Focus on policy efforts on appropriate behavior...
Action B: Collaborate w/DLNR to incr monitoring and enforcement...
Action C: Invest in Hawaiian cultural programs to enhance experience...
  Action D: Focus policies that address overtourism...
Action E: Encourage low-impact green rides, reduce island traffic...
Action F: Increase communication, engagement, outreach efforts...
Action G: Develop educational materials for visitors and new residents...
Action H: Promote "Shop Local" to visitors and residents.
Action I: Support diversification of other sectors.

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, 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)

* HTA-funded
Maui DMAP Progress

No. of Phase 1 Sub-Actions: 23
Sub-Actions In Progress: 70%
No. of Sub-Actions Completed: 1
Maui Anchor Actions In Progress as of July 2021

- Action A: Implement a responsible tourism marketing communication program...
- Action B: Initiate, fund and continue programs to protect health...
- Action C: Continue to reach out to the community to understand...
- Action D: Continue to offer cultural education and training programs...
- Action E: Develop regeneration tourism initiatives
- Action F: Develop and promote initiatives to improve the transportation...
- Action G: Ensure more direct benefits to residents from tourism.
- Action H: Have HTA and the county advocate for consistent enforcement of laws...
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)

* HTA-funded
Moloka‘i DMAP Progress

23

No. of Phase 1 Sub-Actions

60%

Sub-Actions In Progress
Action A: Develop communication and education programs to encourage responsible visitor behavior.

Action B: Growth of Molokaʻi businesses focused on regenerative tourism...

Action C: Promote Molokaʻi to attract kamaʻāina and specific visitor segments...

Action D: Enhance resident-visitor relations by strengthening existing cultural/community organizations...

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

Action F: Engage partners to determine a path forward for interisland transportation...
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

24
No. of Phase 1 Sub-Actions

63%
Sub-Actions In Progress

1
No. of Sub-Actions Completed
Action A: Engage partners to determine a path forward to enhance interisland transportation...
Action B: Develop partnerships and programs with resorts and other tourism businesses...
Action C: Enhance and encourage use of the Lānaʻi Guide App...
Action D: Encourage sustainable tourism practices on Lānaʻi.
Action E: Promote Lānaʻi City to increase spending that goes to residents and small businesses.
Action F: Encourage and enable visitors to plan a meaningful daytrip...
Action G: Develop and implement a process whereby visitors to Lānaʻi learn about Mālama Maui Pledge...
Action H: Discourage activity companies from dropping off visitors who use Lānaʻi beaches and facilities...
Action I: Educate visitors on activities and events available on Lānaʻi...
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)

Lānaʻi Cultural & Heritage Center’s Lānaʻi 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)
Hawai‘i Island DMAP Progress

45

No. of Phase 1 Sub-Actions

73%

Sub-Actions In Progress
Hawai’i Island Anchor Actions In Progress as of July 2021

- **Action A**: Protect and preserve culturally significant places and hotspots.
- **Action B**: Develop resources and educational programs to perpetuate authentic Hawaiian culture...
- **Action C**: Support and promote ‘āina-based education and practices...
- **Action D**: Connect with community networks and partner with community-based orgs...
- **Action E**: Create opportunities for ongoing dialogue, communications, engagement...
- **Action F**: Implement a comprehensive communications and education plan, Pono Pledge...
- **Action G**: Promote agritourism, and partner with Hawai’i Island’s ag industry...
- **Action H**: Invest in community-based programs that enhance quality of life...
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)