

Fall 2021 Progress Report – Kaua‘i Destination Management Plan





The Kaua‘i Destination Management Action Plan (DMAP) was approved by the Hawai‘i Tourism Authority’s (HTA) board of directors in December 2020. It was released to the public and published on HTA’s website on February 5, 2021.

This report provides an update on the progress toward fulfilling Kaua‘i’s DMAP from August through November 4, 2021, and specifically provides updates on the actions identified for Phase 1 (calendar year 2021) implementation. Only Phase 1 sub-actions are listed unless otherwise noted. There are 34 sub-actions in Phase 1, of which 25 (74%) are in progress. In addition, three sub-actions that were identified to start in Phase 2 are currently being addressed in Phase 1.



Mahalo to the County of Kaua‘i’s Office of Economic Development and the Kaua‘i Visitors Bureau (KVB) for their support and partnership in moving the Kaua‘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.






Fall 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 (mālama ‘āina).

Progress	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.
<p>This action is ongoing. Alan Carpenter, Assistant Administrator, DLNR’s Division of State Parks has been added to Kaua‘i’s DMAP Steering Committee. Sue Kanoho, KVB Executive Director, is working with Dan Dennison, DLNR’s Senior Communications Manager, and Alan on issues. For example, press release and cease and desist letter issued re: illegal wedding photography on state park properties.</p>		
	A.2	Explore and implement a universal user fee model to help offset maintenance costs at 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.
<p>County of Kaua‘i has commenced a study regarding usage fees at different parks.</p>		
	A.3	Support and promote DLNR’s App (DLNRtip) which allows citizens to help with enforcement and creates public awareness.
<p>HTA promoted via social media.</p>		
	A.5	Educate tour operators and boating companies about proper etiquette to deter ocean and reef pollution.
<p>A contract has been executed with the Sustainable Tourism Association of Hawai‘i to move this action forward.</p>		
	A.6	Advocate for more stringent and intentional inspections/enforcement of camping/hiking gear and shoes upon arrival at the airport.
<p>DLNR and the State Department of Transportation’s Airports and Harbors Divisions are working to further develop a ‘Ports of Entry Biosecurity’ project for the State of Hawai‘i.</p>		
	A.7	Support awareness and education of appropriate behavior towards endangered species such as Hawaiian monk seals, sea turtles, Newell’s Shearwaters, koloa maoli (native ducks) and native birds.
<p>HTA, KVB, and the Hawai‘i Visitors and Convention Bureau (HVCB) have published social media posts about respecting wildlife to their respective profiles (@HawaiiHTA, @KauaiDiscovery and @GoHawaii). Airline partners are also doing their part to educate travelers, including Hawaiian Airlines who created a 5-minute in-flight travel pono video (https://youtu.be/KPcoUjCmhFg) which began airing in cabins the week of September 20. HTA is also in discussions with other airlines, including United Airlines.</p>		
	A.8	Advocate for increased ranger presence and enforcement at county and state parks.
<p>The County is proposing to use a portion of its Transient Accommodations Tax (TAT) to fund rangers at identified hotspot areas. They are also looking at establishing an educational ambassador program in 2022.</p>		

Fall 2021 Progress Report – Kaua‘i DMAP (continued)

Action B. Collaborate with State of Hawai‘i Department of Land & Natural Resources (DLNR) to develop and implement policies to increase monitoring and enforcement efforts.

Progress	Sub-Action No.	Sub-Action
	B.1	Include DLNR on all discussions and find ways for state and county departments to work together.
<p>KVB to stay connected with DLNR to further plan and coordinate.</p>		
	B.2	Advocate state/county partnerships with organizations to steward sites. Explore HTA’s role in being a liaison between DLNR and Hawaiian lineage descendants for land stewardship.
<p>The County continues to help some stewards on county lands.</p>		
	B.3	Advocate for DLNR staff training and education. <i>Committee agreed to refine this action to now read:</i> Provide updates to DLNR and ensure the DLNR staff have the latest updates/briefs.
<p>KVB is working with DLNR to keep its list of areas to promote and areas to not promote current.</p>		
	B.4	Advocate for increased state funding within DLNR for natural resource protection, watershed management, maintenance and development of trail networks, and protection of shoreline and nearshore marine resources, all paired with increased island-specific control and input in such efforts.
	B.5	Encourage DLNR to review regulations for commercial boat and kayak tours along the Nāpali Coast, including schedules and capacity at the Kikiaola Boat Harbor and Port Allen. Implement restrictions if deemed necessary.

Fall 2021 Progress Report – Kaua‘i DMAP (continued)






Action C. Invest in Hawaiian cultural programs and identify funding sources that enhance the visitor experience and connect both tourism and communities.

Progress	Sub-Action No.	Sub-Action
	C.1	Develop training programs relating to Hawaiian textiles and weaving targeted at visitors and locals. A Request for Proposal for the HTA's Kūkulu Ola program was issued on September 15, 2021.
	C.2	Work with hotels to provide cultural and history classes that guests can attend. Examples include lei making or making poi. Currently this is on hold at this time due to staff shortages. Will revisit at the beginning of 2022.
	C.3	Develop a video to educate groups (corporate, weddings, other larger parties) about cultural values and respecting the ‘āina and ocean. Encourage viewership of the video. KVB is working on short video vignettes using County and HTA funds. It should be completed by 1st quarter of 2022.
	C.4	Support activities like kanikapila songfests featuring Hawai‘i’s music and musicians.* An RFP for the HTA's Kūkulu Ola program was issued on September 15, 2021, and HTA's Community Enrichment Program on September 27, 2021.
	C.5	Support educational programs at cultural sites and invest time into mālama sacred sites such as heiau and resources such as the kai (ocean).* An RFP for the HTA's Aloha ‘Āina program was issued on September 15, 2021, and HTA's Community Enrichment Program on September 27, 2021.
	C.6	Connect Hawaiian culture organizations with the visitor industry to help grow, enhance, design their programs and offering. Explore creating a resource team. Native Hawaiian Hospitality Association's Kuhikuhi online directory (kuhikuhi.com) is now available. KVB will also be coordinating with Mālie Foundation to create a resource team.
	C.7	Develop ways to bridge cultural practitioners with the visitor industry and small businesses, such as connecting to meetings, conventions and incentives markets, ground operators, destination management companies, festivals and events. Explore the creation of a resource list of cultural practitioners. Native Hawaiian Hospitality Association's Kuhikuhi online directory (kuhikuhi.com) is now available. KVB will also be coordinating with Mālie Foundation to create a resource team.

* This action was to begin in Phase 2, but we are addressing it earlier.





Fall 2021 Progress Report – Kaua‘i DMAP (continued)

Action D. Focus policies that address overtourism by managing people while on Kaua‘i.


Progress	Sub-Action No.	Sub-Action
	D.1	Assess and set specific site visitor limits and create site management plans/develop and implement tourism capacity management models at “hotspot” areas. Allot rest days for hotspot areas.
This effort continues through the Department of Business, Economic Development and Tourism (DBEDT) and HTA’s Symphony Dashboards. The County’s Energy Transition Initiative Partnership Project (ETIP) working group will be conducting a mobility study.		
	D.2	Pilot a reservation system to manage capacity of visitors and explore feasibility of expanding to other hotspot areas.
HTA is investing in a “Channel Manager System.” This system will sit on top of other reservation and booking systems.		
	D.3	Continue the county’s stringent shut down of illegal transient vacation rentals (TVRs), such as the partnership with Airbnb and Expedia.
County’s efforts continue.		
	D.4	Explore and understand land use, zoning and permitting to manage number of future visitor accommodations on Kaua‘i based on current infrastructure and improve infrastructure. Create a white paper to document findings.
	D.5	Explore ways to count and manage the movement of visitors and residents at identified hotspot areas to prevent the degradation of natural resources, alleviate congestion, and manage the area. Strive for a systematic mechanism to monitor different areas.
This effort continues with the getaroundkauai.com website and County’s ETIP Committee to study mobility and monitoring.		

Fall 2021 Progress Report – Kaua‘i DMAP (continued)

Action E. Encourage low-impact green rides to improve the visitor experience, reduce island traffic, increase small business opportunities, and meet climate action goals.

Progress	Sub-Action No.	Sub-Action
	E.1	Foster and promote diverse mobility choices so that visitors may elect alternatives to renting cars for their entire stay. The Steering Committee refined this action further to read: Foster and promote diverse mobility choices for visitors.
County is looking to do a mobility study in Waipouli. KVB and County had two meetings with the rental car agencies regarding multiple mode choices.		
	E.2	Continuously examine the movement of visitors around the island, including popular visitor attractions and beach destinations, and encourage the development of public-private shuttle systems from the airport and in major Visitor Destination Areas (VDAs).
County is looking to do a mobility study in Waipouli. KVB and County had two meetings with the rental car agencies regarding multiple mode choices.		
	E.3	Meet with and discuss with rental car agencies and car sharing companies to provide electric vehicles, and increase incentives to install EV chargers at the airport and at potential high-use car share locations.
County is looking to do a mobility study in Waipouli.		
	E.4	Create incentives for visitors to choose alternative transportation options such as separating parking costs from resort fees and implementing paid parking at beaches and other parking-limited destinations.






Action F. Increase communication, engagement and outreach efforts with the community, visitor industry, and other sectors.

Progress	Sub-Action No.	Sub-Action
	F.1	Explore new ways to communicate with the residents and visitor industry to share information and increase understanding. Create a communications plan.

KVB is developing a communications plan.

Fall 2021 Progress Report – Kaua‘i DMAP (continued)

Action G. Develop educational materials for visitors and new residents to have respect for our local cultural values.


Progress	Sub-Action No.	Sub-Action
	G.1	Create a list of organizations to work with to build an educational program.
	G.2	Review existing publications that address respect for Kaua‘i’s local culture values. Explore the creation of a “Kaua‘i 101” curriculum for visitors and new residents. The organization, Leadership Kaua‘i, is producing a “Kaua‘i 101” for both new residents and visitors. KVB is providing support.
	G.3	Work with Hawaiian cultural practitioners when developing education materials so that the Hawaiian culture is portrayed accurately for the visitors.
	G.4	Create an educational video about entering Hawai‘i and the history, culture, people and environment of Kaua‘i. Look at the feasibility of an inflight video, and playing it at the airport. KVB plans to create an education video.
	G.5	Explore developing content for social media – “home grown media” – to showcase Kaua‘i local culture.

Action H. Promote “Shop Local” to visitors and residents.

Progress	Sub-Action No.	Sub-Action
	H.1	Expand the <i>Kaua‘i Made</i> products Program, market, promote, and brand beyond Kaua‘i’s shores. Explore an “Aloha for Kaua‘i” type of online-portal. The Alakoko storefront is anticipated to open in December/January. The County is starting to rebuild the <i>Kaua‘i Made</i> products program and is exploring a social media campaign to promote the initiative. County is supporting 6-7 vendors from Kaua‘i at the “Hawai‘i Made Festival” on O‘ahu.

Fall 2021 Progress Report – Kaua‘i DMAP (continued)

Action I. Support Diversification of Other Sectors.

Progress	Sub-Action No.	Sub-Action
	I.1	Support and preserve Kaua‘i’s agriculture industry, such as value-added products, and agritourism through amended rules/regulations

County is working on a new ordinance which allows farmers to sell produce and other goods from their agriculture lands and value-added agriculture products.