

Fall 2021 Progress Report – Moloka'i Destination Management Action Plan

The Moloka'i Destination Management Action Plan (DMAP) was approved by the Hawai'i 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 from August through November 15, 2021, and specifically provides updates on the actions identified for Phase 1 (calendar year 2021) implementation. Only Phase 1 subactions are listed unless otherwise noted. There are 11 sub-actions in Phase 1 of which 7 (64%) are in progress. In addition, five sub-actions that were identified to start in Phase 2 are currently being addressed in Phase 1.

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 (MVCB) 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

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.

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

Sub-Progress	Sub-Action No.	Sub-Action
	A.1	Assess the feasibility of a visitor center open every day and fully staffed.
		<p>On November, 4, 2021, HTA met with the Hawai'i State Department of Transportation – Airports Division (DOT-A), County and some of the Moloka'i Steering Committee members to discuss an Aloha Ambassador Volunteer Program at Moloka'i Airport.</p>
	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.
	A.3	Develop a process that incoming visitors are highly encouraged to watch an orientation video at the Moloka'i Airport.

Action B. Support the growth of Moloka'i businesses by encouraging new product development focused on regenerative tourism, while continuing support of traditional leisure tourism, to increase jobs for residents.

Sub-Progress	Sub-Action No.	Sub-Action
	B.1	Support existing businesses to remain viable until visitor industry stabilizes - anticipated to be Summer 2021. This could take the form of offering workshops on recovery, different aspects of capacity building, grants, and/or temporary offices/workspaces.
		<p>County of Maui's Office of Economic Development held webinars in the first half of 2021 through the Kuha'o Business Center on Moloka'i. Workshops aimed to help build business capacity/organizational capacity. There was good participation. These will continue through the end of 2021.</p>
	B.2	Support the creation of new businesses (and existing businesses looking to grow or transition into new areas) that can offer desired experiences and services to visitors and provide more job stability for residents.*

Request for proposals were issued in September 2021 for HTA's Community Enrichment, Kūkulu Ola, and Aloha 'Āina programs for 2022.

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

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B.3

Community-based businesses, organizations and tourism providers to identify regenerative tourism activities that could be offered to visitors and then amplified through product development and marketing programs.*

Request for proposals were issued in September 2021 for HTA's Community Enrichment, Kūkulu Ola, and Aloha 'Āina programs for 2022.

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

Action C. Promote Moloka'i to attract kama'āina and specific visitor segments who appreciate and understand the Moloka'i lifestyle.

Sub-Progress	Sub-Action No.	Sub-Action
	C.1	<p>Invite members of the community, cultural experts and businesses to be a part of an advisory group to guide messaging and campaigns to evolve the positioning of Moloka'i towards a cultural and educational experience in addition to a leisure vacation destination.</p> <p>The first Moloka'i Advisory Group meeting took place on October 29, 2021. The next one is scheduled for mid-December 2021.</p> <p>Target marketing towards groups that match with the experiences that Moloka'i has to offer.</p> <ul style="list-style-type: none">- Kama'āina visitors who better understand the lifestyle and experience Moloka'i has to offer.- Retreat groups.- Repeat visitors to Moloka'i. <p>Visitors looking to take part in agritourism and cultural tourism activities. Explore further the Hunter segment who can also help manage the deer population. *</p>
	C.3	

This has been communicated to the HTA's Global Marketing Team. Request for proposals were also issued in September 2021 for HTA's Community Enrichment Program and Kūkulu Ola Program to support agritourism and cultural tourism activities.

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

Action D. Enhance resident-visitor relations by strengthening existing cultural/community-based organizations and activities.

Sub-Progress	Sub-Action No.	Sub-Action
	D.1	<p>Develop voluntourism activities that give visitors opportunities to participate with local nonprofit organizations in Lo'i Kalo, Loko I'a, conservation, and restoration activities.</p> <p>Request for proposals were issued in September 2021 for HTA's Community Enrichment Program and Aloha 'Āina Program to support voluntourism activities. MVCB is in discussions/consultation with 'āina Momona and Moloka'i Land Trust.</p>

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	D.2	Support and strengthen existing events and create new events by local community experts for both residents and visitors. Ensure cultural events are run by someone with relevant experience.*
Request for proposals were issued in September 2021 for HTA's Community Enrichment Program for 2022.		
	D.5	Encourage cultural practitioners with generational ties to Moloka'i to participate and lead in business efforts and events, to support continued cultural practices on island.
Request for proposals were issued in September 2021 for HTA's Community Enrichment, Kūkulu Ola, and Aloha 'Āina programs.		
	D.6	Identify clean-up/restoration projects that could be implemented to support residents and tourists alike (see A.3).*
Request for proposals were issued in September 2021 for HTA's Community Enrichment, Kūkulu Ola, and Aloha 'Āina programs.		
	D.8	Hold regular town hall meetings to include both community, stakeholders, and industry partners, to share updates on the benefits and trade-offs of tourism for Moloka'i, through multiple modes of communication (not just online).

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

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

Progress	Sub-Action No.	Sub-Action
	E.1	Identify community infrastructure that needs improvement/revitalization.

MVCB's Destination Manager has been in discussion with some community members in an effort to identify community infrastructure in need of repairs, such as Mālama Park. The County's Community Liaison recommended getting a list from the community which can then be shared with the appropriate departments for review and consideration.

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

Progress	Sub-Action No.	Sub-Action
	F.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.

This is currently in the hands of Hawai'i Congressman Kai Kahele. The County has been working with Congressman Kahele's office to examine how to get Moloka'i Airport designated as "Essential Air Service."