



HAWAI'I ISLAND DESTINATION MANAGEMENT ACTION PLAN

Phase 1 Report

The Hawai'i Island Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority's (HTA) Board in February 2021 and made available to the public on April 1, 2021. The DMAP is a community-based plan, divided into three, year-long phases. There are 10 high-level actions with 36 sub-actions in Phase 1. This report highlights the collective initiatives in Phase 1.

HTA works in partnership with the County of Hawai'i's Department of Research and Development, and the Island of Hawai'i Visitors Bureau (IHVB). HTA also provided funds to the Hawai'i Visitors and Convention Bureau/IHVB to hire a Destination Manager to assist HTA in implementing the DMAP. The Destination Manager came on board in December 2021. In addition, HTA continues to coordinate and collaborate with other state agencies, such as the Department of Land and Natural Resources, as well as nonprofits and businesses.

4 OF 4 SUB-ACTIONS

addressed and will
continue to be advanced
in Phase 2

2 RFPs ISSUED



- County's Department of Research and Development Innovation Grant
- Hawai'i Tourism Authority's Aloha 'Āina Program

ACTION A

Protect and preserve
culturally significant
places and hotspots.



9 HOTSPOTS BEING ADDRESSED

- Waipi'o Valley
- Pololū Valley
- Papakōlea/
Green Sands Beach
- Kahalu'u Bay
- Kumukahi
- Keaukaha
- Kealahou Bay
State Historical Park
- Ho'okena and Miloli'i
- Pohoiki



11 ORGANIZATIONS MOVING THIS ACTION FORWARD

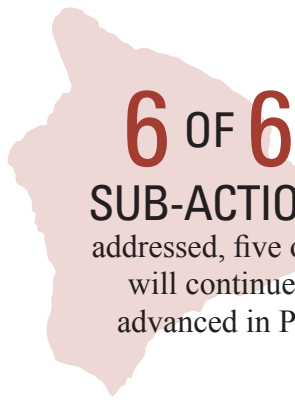
- KUPU
- Pōhāhā I Ka Lani
- Big Island Invasive Species Committee
- Hawai'i Forest Institute
- Ho'oulu Lāhui
- Hui Aloha Kīholo
- Kalanihale
- The Kohala Center, Inc.
- Waikōloa Dry Forest Initiative
- Big Island Resources Conservation and Development Council
- County's Culture-based Education Action Team

POLOLŪ VALLEY STEWARDSHIP PILOT PROGRAM

This HTA-funded pilot program is in partnership with the Department of Land and Natural Resources' Nā Ala Hele Trail and KUPU. Four stewards from North Kohala inform visitors and residents about the history, culture, and environment of the area. In addition, they provide safety services.



Hawai'i Tourism Authority, County of Hawai'i, Island of Hawai'i Visitors Bureau, Department of Land and Natural Resources, Pōhāhā I Ka Lani, KUPU, Big Island Invasive Species Committee, Hawai'i Forest Institute, Ho'oulu Lāhui, Hui Aloha Kīholo, Kalanihale, The Kohala Center, Inc., Waikōloa Dry Forest Initiative, Big Island Resources Conservation and Development Council



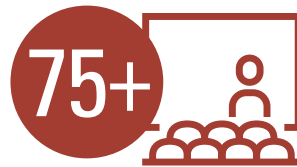
6 OF 6 SUB-ACTIONS

addressed, five of which
will continue to be
advanced in Phase 2



2 RFPs ISSUED

- County's Department of Research and Development Innovation Grant
- Hawai'i Tourism Authority's Kūkulu Ola Program



CULTURAL AND EDUCATION TRAINING SESSIONS

held via Native
Hawaiian Hospitality
Association's (NaHHA)
Wahi Pana Series and
'Ōlelo Hawai'i training

ACTION B

Develop resources
and educational
programs to
perpetuate authentic
Hawaiian culture
and 'Ōlelo Hawai'i.

1 COUNTY PROJECT: Hale Ki'i Market - KIK Ka'eaikahelani

1 TOUR GUIDE CERTIFICATION STUDY IN THE FIELD to examine best practices around the world

1 HAWAII ISLAND RESILIENCE ACTION TEAM PILOT PROJECT: Culture-Based Education, Mālama Wahi Kūpuna

4 HAWAII ISLAND KŪKULU OLA PROJECTS:

- Pa'a Pono Miloli'i
- La'i'ōpua 2020
- Pōhāhā I Ka Lani
- The Kohala Center, Inc.



PROMOTION OF HTA'S MA'EMA'E TOOLKIT

3 'ŌLELO HAWAII PROGRAMS/RESOURCES SUPPORTED, including Mauiola Endowment Program and Awaiaulu Kīpapa Resources. Hawai'i Volcanoes National Park is restoring the original Hawaiian place names to its park maps, apps and signs.

NaHHA'S PROGRAM GOALS

"To promote Hawaiian culture, values, and traditions in the workplace through consultation and education, and to provide opportunities for the Native Hawaiian community to shape the future of tourism."



Hawai'i Tourism Authority, County of Hawai'i, Island of Hawai'i Visitors Bureau,
Native Hawaiian Hospitality Association, National Park Service

5 OF 5 SUB-ACTIONS

addressed, all of
which continue
in Phase 2



Quarterly Hawai'i Island
Resilience Cohort Coalition
Meetings held by the County



CULTURAL AND EDUCATION TRAINING SESSIONS

held via Native
Hawaiian Hospitality
Association

ACTION C

Support and promote
‘āina-based education
and practices to
protect and preserve
our natural resources
so that residents
and visitors will
aloha ‘āina.

1 PILOT TOUR OPERATOR CERTIFICATE PROGRAM

FUNDED BY THE COUNTY:

The Edith Kanaka‘ole
Foundation's KIPA Certificate
Program

2 COUNTY-SUPPORTED PROJECTS:

- The Kohala Center's Wahi Pana
O Kahalu'u Series: Introduction
& Ho'olauna
- Edith Kanaka'ole Foundation's
Lehia to Paipai Coastline
Research Project

1 STUDIO PROGRAM:

NaHHA and travel2change's
six-week Kaiāulu Ho'okipa
Impact Studio program
supports community-based and
entrepreneurial projects. The
initiative helps Hawai'i nonprofit
organizations and community
groups build capacity to host
experiences for kama'āina and
visitors.

1



MĀLAMA HAWAII PROGRAM: Growing the
number of industry partners and community
organizations that offer unique volunteer
opportunities such as reforestation projects
and tree planting to self-directed beach
clean-ups and Hawaiian quilting sessions.

EDITH KANAKA'OLE FOUNDATION KIPA CERTIFICATE PROGRAM

The KIPA Indigenous Alignment Certification Pilot Program, funded by the
County of Hawai'i, is in partnership with the Edith Kanaka'ole Foundation.
The program was created to help visitor industry service providers deliver rich
experiences that honor the culture, environment and history of Hawai'i Island.



Hawai'i Tourism Authority, County of Hawai'i, Island of Hawai'i Visitors Bureau, Native Hawaiian Hospitality Association,
travel2change, Edith Kanaka'ole Foundation, The Kohala Center, Hawai'i Visitors and Convention Bureau

5 OF 5 SUB-ACTIONS

addressed, all of
which continue
in Phase 2

1 RFP ISSUED

- County's Stewardship Grants



ACTION D

Connect with community networks and partner with community-based organizations to collaboratively identify sites, set carrying capacities, and implement stewardship plans to protect and preserve our natural resources.

3 REGENERATIVE MANAGEMENT STRATEGIES IMPLEMENTED AT KAHALU'U BAY

Department of Land and Natural Resources is reducing the number of permits allowable and timing for commercial beach access at Kahalu'u Bay; County is closing park on certain days

5 COUNTY PROJECTS FUNDED



CONSERVATION INTERNATIONAL – HAWAII CHAPTER

The Advancing a New Mālama 'Āina Vision for Tourism on Hawai'i Island Pilot Program, funded by the County of Hawai'i, is in partnership with Conservation International. Two community-based stewards from South Kona were hired to conduct ecological and human-use monitoring, and education in Kealahou, Hōnaunau, Ho'okena and Miloli'i.

County of Hawai'i, Department of Land and Natural Resources, Conservation International, The Kohala Center, Edith Kanaka'ole Foundation



MONTHLY HTA
E-BULLETINS



HTA WEBINAR
UPDATES –
Fall and
Winter



HAWAII ISLAND LEGISLATURE CAUCUS MEETING
held with HTA and Island of Hawai'i Visitors
Bureau

2 OF 2 SUB-ACTIONS

addressed, all of
which continue
in Phase 2

10+ COUNTY ONLINE
AND IN-PERSON
INFORMATIONAL SESSIONS



ACTION E

Create opportunities for ongoing dialogue, communications, engagement between the visitor industry, government and communities to improve industry relations and better serve the community.

3 OF 3 SUB-ACTIONS

addressed, all of
which continue
in Phase 2



2 AIRLINES SHOWING PONO PLEDGE IN-FLIGHT VIDEO

- Hawaiian Airlines
- American Airlines



1 PONO PLEDGE VIDEO PRODUCED AND PROMOTED BY THE COMMUNITY

5 HOTELS AND RESORTS SHARING THE PONO PLEDGE

515% INCREASE IN
PONO PLEDGE
SIGN UPS (+15,500 INDIVIDUALS)
SINCE JULY 2021

ACTION F

Implement a comprehensive communications and education plan that facilitates positive community-visitor relations and pono practices, including the Pono Pledge.

County of Hawai'i, Island of Hawai'i Visitors Bureau, Hawaiian Airlines, American Airlines

7 COUNTY-SUPPORTED PROJECTS:

- Hawai'i Farm Trails
- Big Island Made
- Locavore Store
- Hawai'i Island Agriculture Partnership
- Big Island Box
- Farm-to-Car
- Marketing and promotional activities of the ornamental flower industry



APP TO CONNECT
VISITORS/RESIDENTS
WITH AGRITOURISM:
Hawai'i Farm
Trails



3 HTA-SUPPORTED CAPACITY-BUILDING AGRITOURISM TOURS HELD TO CULTIVATE AGRITOURISM VENTURES:

- GoFarm Hawai'i
- Hawai'i Agritourism Association
- O'ahu RC&D

3 OF 3 SUB-ACTIONS

addressed, all of which
continue in Phase 2

ACTION G

Promote agritourism, and partner with Hawai'i Island's agriculture industry to support local food security.

KOHALA COAST RESORT ASSOCIATION

Working with the County to develop opportunities to connect the island's hotels and resorts with farmers.

Hawai'i Tourism Authority, County of Hawai'i, Kohala Coast Resort Association, Hawai'i Farm Trails, GoFarm Hawai'i, O'ahu Resource Conservation and Development Council, Hawai'i Agritourism Association, Native Hawaiian Hospitality Association



2 OF 2 SUB-ACTIONS

addressed, all of
which will continue
in Phase 2

1 RFP ISSUED

Hawai'i Tourism Authority's
Community Enrichment Program



CULTURAL AND EDUCATION TRAINING SESSIONS

held via Native
Hawaiian Hospitality
Association

ACTION H

Invest in
community-based
programs that
enhance quality
of life for
communities.

15 HAWAII ISLAND COMMUNITY ENRICHMENT PROGRAM PROJECTS FUNDED

1 COMMUNITY WELL-BEING SPECIALIST HIRED by the County's Department of Research and Development

1 STUDIO PROGRAM: NaHHA and travel2change's six-week Kaiāulu Ho'okipa Impact Studio program supports community-based and entrepreneurial projects. The initiative helps Hawai'i nonprofit organizations and community groups build capacity to host experiences for kama'āina and visitors.

Hawai'i Tourism Authority, County of Hawai'i, travel2change, Native Hawaiian Hospitality Association

1 OF 2 SUB-ACTIONS

addressed, which
will continue in
Phase 2

ACTION I

Advocate/create
more funding
sources to improve
infrastructure.

2

PROGRAMS TO PROVIDE SUPPORT FOR ALTERNATIVE MODES OF TRANSPORTATION FOR HOTEL WORKERS



- County is launching the Vanpool program with the Kohala Coast Resort Association
- Greatly increased Hele On route schedule including routes between airport and resorts. Hele On travel is also free through December 31, 2023 and bike racks were installed on buses.

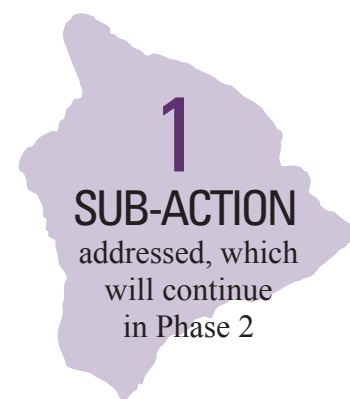
County of Hawai'i, Island of Hawai'i Visitors Bureau



MEETINGS
HELD AND
LEGISLATION
INTRODUCED
in the County
Council

ACTION J

Improve enforcement
of vacation rental
regulations.



1
SUB-ACTION
addressed, which
will continue
in Phase 2

County of Hawai'i, Island of Hawai'i Visitors Bureau