



MOLOKA'I DESTINATION MANAGEMENT ACTION PLAN

Phase 1 Report

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 made available to the public on March 4, 2021. The DMAP is a community-based plan, divided into three, year-long phases. There are 6 high-level actions with 11 sub-actions in Phase 1. This report highlights the collective initiatives in Phase 1.

HTA works with the County of Maui's Office of Economic Development, Office of the Mayor's Community Liaison for tourism, and the Maui Visitors and Convention Bureau (MVCB). HTA also provided funds to the Hawai'i Visitors & Convention Bureau/MVCB to hire a Destination Manager to assist HTA in implementing the DMAP. The Destination Manager came on board in August 2021. In addition, 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.



ALOHA AMBASSADOR
VOLUNTEER PROGRAM
at Molokaʻi Airport is
being developed

1 OF 3 SUB-ACTIONS

addressed. One has been
completed and the others
will advance in Phase 2

ACTION A

Develop
communication
and education
programs to
encourage responsible
visitor behaviors.

Hawaiʻi Tourism Authority, State of Hawaiʻi Department of Transportation, Airports Division and some
Molokaʻi Steering Committee members

1 OF 1 SUB-ACTION

addressed and completed.
Two sub-actions in Phase 2
began and will continue
in Phase 2



COUNTY OF MAUI'S OFFICE OF
ECONOMIC DEVELOPMENT held
business/organizational capacity
webinars through the Kuhaʻo
Business Center on Molokaʻi.

3 HTA RFPs ISSUED



- Community Enrichment Program
- Kūkulu Ola Program
- Aloha ʻĀina Program

ACTION B

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

Hawaiʻi Tourism Authority, County of Maui

2

PROJECTS FUNDED

- Moloka'i Paniolo Heritage Kamehameha Rodeo and Workshops
- Moloka'i Holokai Ho'olaule'a



2

HTA RFPs ISSUED

to support agritourism and cultural tourism activities

- Community Enrichment Program
- Kūkulu Ola Program

2 OF 2 SUB-ACTIONS

addressed and will continue to be advanced in Phase 2

1



MOLOKA'I ADVISORY GROUP FORMED (now called Moloka'i Task Force – merging of Moloka'i Advisory Group and Steering Committee). Two meetings held.

ACTION C

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

Hawai'i Tourism Authority and its Global Marketing Team (United States, Japan, Canada, Korea, Australia, New Zealand, China), County of Maui, Youth in Motion, Council for Native Hawaiian Advancement

2 OF 3

SUB-ACTIONS

addressed and all will continue to advance in Phase 2



3

HTA RFPs ISSUED

to support voluntourism, restoration, and events-type of projects

- Community Enrichment Program
- Kūkulu Ola Program
- Aloha 'Āina Program

4

PROJECTS FUNDED

- Moloka'i Paniolo Heritage Kamehameha Rodeo and Workshops
- Moloka'i Holokai Ho'olaule'a
- Keawanui Food System Revitalization Project
- Critical Habitat Improvements within the Anapuka Predator Proof Fence Project

1

BUSINESS

ADDED TO MĀLAMA HAWAII

PROGRAM growing the number of industry partners and community organizations that offer unique volunteer opportunities

ACTION D

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

Hawai'i Tourism Authority, County of Maui, Youth in Motion, Council for Native Hawaiian Advancement, 'Āina Momona, Moloka'i Land Trust, Hotel Moloka'i

1 OF 1

SUB-ACTION

addressed and will
continue to advance
in Phase 2

ACTION

E

Provide
accommodations
that meet the
needs of the
target segments.

Maui Visitors and Convention Bureau
reached out to community members
who identified Mālama Park as a
community infrastructure in need.



Maui Visitors and Convention Bureau

1 OF 1
SUB-ACTION

addressed and will
continue to advance
in Phase 2

ACTION

F

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



The County has been working
with Congressman Kai Kahele's
office to examine how to get
Moloka'i Airport designated as
"Essential Air Service." It is
recommended that residents
contact Rep. Kahele's office to
further advocate.

County of Maui