

Winter 2022 Progress Report – O’ahu Destination Management Plan





The O’ahu Destination Management Action Plan (DMAP) was approved by the Hawai’i Tourism Authority’s (HTA) board of directors in July 2021. It was released to the public and published on HTA’s website on August 31, 2021.

This report provides an update on the progress toward fulfilling O’ahu’s DMAP from November 19, 2021 to March, 31 2022, and specifically provides updates on the actions identified for Phase 1 (September 2021 - 2022) implementation. Only Phase 1 sub-actions are listed unless otherwise noted. There are 37 sub-actions in Phase 1, of which 31 (84%) are in progress. Four sub-actions in phase 2 have been started and one is completed.

Mahalo to the City & County of Honolulu’s Office of Economic Revitalization and the O’ahu Visitors Bureau (OVB) for their support and partnership in moving the O’ahu DMAP actions forward. HTA also acknowledges the other state and county 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.




Winter 2022 Progress Report – O‘ahu DMAP (continued)

Action A. Decrease the total number of visitors to O‘ahu to a manageable level by controlling the number of visitor accommodations and exploring changes to land use, zoning and airport policies.

Progress	Sub-Action No.	Sub-Action
	A.1	<p>Lower the number of illegal short-term vacation rentals by supporting the County to improve enforcement of current regulations. Support the County in implementing new rules.</p> <ul style="list-style-type: none"> HTA, OVB, City & County of Honolulu, and Anthology Marketing Group developed talking points to rally testimony for Bill 41. HTA, Hawai‘i Tourism USA (HTUSA) and OVB sent email blasts to their databases, memberships, OVB Board and other partners to request testimony. HTA provided oral testimony at the hearings. OVB met with Northstar media discussing DMAP, illegal vacation rental concerns, and pre- and post- arrival messaging that are important to the destination for travel advisors to understand in their communications with the prospective visitor. The City Council approved Bill 41 on April 13, 2022. The ordinance takes affect 180 days after its approval by the Mayor.
	A.2	<p>Provide resources to engage communities and agencies to collaborate on additional rules; particularly to limit expansion of legal short-term vacation rentals outside of the resort areas.</p> <ul style="list-style-type: none"> HTA, OVB, City & County of Honolulu, and Anthology Marketing Group developed talking points to rally support of City & County bill. HTA, HVCB and OVB sent email blasts to their databases, memberships, OVB Board and other partners to request their support and testimony.
	A.3	<p>Commit resources to study methods of limiting supply such as:</p> <ul style="list-style-type: none"> Controlling new visitor accommodation development through building permits or approvals for new sites. Exploring changes to land use, zoning, airport policies, etc. that influence tourism infrastructure and ultimately determine the number of visitors that can access O‘ahu sites.

Winter 2022 Progress Report – O‘ahu DMAP (continued)

Action B. Implement a pre- and post-arrival tourism communications program to encourage respectful and supportive behavior.

Progress	Sub-Action No.	Sub-Action
	B.1	Identify the best messaging and ways to reach and communicate with visitors prior to arrival. <ul style="list-style-type: none">HTA's Global Marketing Team (GMT) shared all statewide Mālama Hawai'i and Kuleana/Travel Tips videos via owned and partners' channels.HTA is moving forward with Airport Advertising through the procurement process and will display Pono Travel tips/Mālama Hawai'i messaging, especially during summer travel.OVB is pulling together a document that provides a list of DMAP Hotspots and previous bureau Sensitive Areas, concern, recommended action and recommended messaging to be used by HTA contractors and select industry partners on a test trial.OVB met with Northstar media discussing DMAP, illegal vacation rental concerns, and pre- and post- arrival messaging that are important to the destination for travel advisors to understand in their communications with the prospective visitor.
	B.2	Support Hawaiian cultural educational and training programs – including 'Ōlelo Hawai'i (Hawaiian language) for the employees in the visitor industry (e.g. hotels, tour guides). <ul style="list-style-type: none">Native Hawaiian Hospitality Association (NaHHA) continues training/webinars.OVB is collecting data for training programs on HR programs and cultural training or improve cultural training or other resources.OVB presented DMAP and encouraged companies to support Hawaiian cultural education and training program to industry partners including airlines, hotels, attractions and activities.
	B.3	Develop a messaging program (physical and virtual) to educate visitors and locals about significant sites or areas and pono practices related to them. <ul style="list-style-type: none">HTUSA is running statewide post- arrival behavioral messaging through WAZE driving app. OVB worked on messaging to impact visitor behavior change regarding 1) community concern regarding litter and 2) resident sentiment on driving respectfully and parking in designated legal areas. OVB consulted with HTUSA marketing on Waze app priorities for hotspots on the North Shore and Kailua, Lanikai Hotspots regarding traffic and parking concerns for these locations for the app, kept message general, recommend implementing at other hotspots.HTUSA is creating assets for opportunities to place post-arrival messaging at EV charge stations at high visitor traffic areas of Ala Moana, SALT/Kaka'ako, Kaka'ako Ward and International Marketplace from April 1-May 1, 2022.HTA & HTUSA is launching program at airport with Statewide message, as it relates to Action I: Mahalo for driving safely and with aloha. OVB messaging for O'ahu: Drive with aloha and please only park in designated areas.HTUSA and OVB worked on list of areas around O'ahu where Statewide Kuleana/Travel Tip videos will be served to visitors (and secondarily to residents) as they pass these areas and are geotargeted to be served the videos.The Kāhala Hotel & Resort produced its own mālama Hawai'i video (https://youtu.be/xi5Pj5WZ8JM). In addition, through the Kāhala's Initiative for Sustainability, Culture & the Arts" (KISCA) and accredited green initiatives, they are

Winter 2022 Progress Report – O‘ahu DMAP (continued)

working to preserve O‘ahu’s natural and cultural resources for future generations (<https://www.kahalaresort.com/KISCA>).

- Ko‘olina Resort Association features the “Hawai‘i is Our Home” video on their website (<http://koolina.com>).



B.4

Enhance the goHawaii app to include more real time information, road closures, events, local etiquette, resource protection, and areas that are off-limits.

- Local etiquette, resource protection, Haunama Bay Reservation system is on the app.



B.5

Boost the goHawaii app with geofencing capabilities to notify visitors when they are in proximity to a hotspot and redirect them to other more accessible areas through a reservation system.

- OVB is working with WAZE apps and layer messaging with WAZE
- HTA and OVB working on identifying hotspots and determining how to work with organization/agency responsible for the spot.



B.6

Promote use of the goHawaii app to travelers to encourage safe travels and communicate with them to understand where to go and not go.

- This is ongoing through HTA’s Global Marketing Team in English-speaking countries.

Action C. Identify sites and implement stewardship plans for key hotspots on O‘ahu.

Progress	Sub-Action No.	Sub-Action
	C.1	<p>Work with stakeholders to identify sites associated with public impact on natural and cultural resources. Prioritize sites where:</p> <ol style="list-style-type: none"> 1) communities and/or neighborhoods have issues with visitors; 2) conflicts exist within communities regarding visitors; or 3) residents’ access and traditional cultural access need protection. <ul style="list-style-type: none"> • 8 of the 18 sites are county related - ongoing development. • OVB continued dialog with NOAA on messaging and marine life conservation and met with Mālama Maunalua Bay to determine issues and collaboration opportunities.
	C.2	<p>Work with communities to determine desired conditions or limits of acceptable change then identify management actions to achieve/ sustain those conditions to ensure integrity and avert degradation of hotspots.</p>
	C.3	<p>Develop a process to support government and community collaboration on how to manage and steward sites. Determine if there are similar issues across some of the hotspots, so they can be addressed in a group or pilot program.</p>

Winter 2022 Progress Report – O‘ahu DMAP (continued)

- HTA is developing a program called the Community Tourism Collaborative which aims to build the capacity for stewardship.
- Through HTA's Kūkulu Ola program, the Hawai'i Historic Foundation received funding to carry out a NATIVE Act Stewardship Training for Native Hawaiian Site Protection and Restoration.



C.4

Increase opportunities for community-led initiatives that steward and manage these resources, including closure of areas and managing traffic.

- There are 12 programs funded through HTA's Aloha 'āina programs for calendar 2022.



C.5

Advocate for increased funding and resources for Department of Land and Natural Resources, City and County Department of Planning and Permitting, and City and County Parks and Recreation, to better manage hotspots.

- HTA tracking bills and submitted testimony to support resources to DLNR.



C.6


Investigate site user fees or hiking permits that go directly to support and manage specific hotspots and the affected communities. Review studies to determine whether site fees are warranted and how fees are to be processed and returned to that spot or community for maintenance, management and enforcement. Evaluate if the fees are working.



C.7

Explore the process of requiring hikers to apply for and acquire a hiking permit. Fees would also go to reimburse search and rescue expenses. The process would include mandatory education on safety and protocol while hiking.

Action D. Increase enforcement and active management of sites and trails.

Progress	Sub-Action No.	Sub-Action
	D.1	<p>Explore ways to improve enforcement of parking rules at hotspots and popular visitor attractions. Crack down on illegal tour vans and buses dropping people off at beaches and trails.</p> <ul style="list-style-type: none"> • HTA and CCOH's Department of Parks and Recreation (DPR) are working together to address unauthorized commercial activities. HTA issued a Request for Quote (RFQ) to review of City's ordinance and rules, targeting unauthorized commercial activities. However, since the time of issuing the RFQ, there was proposed legislation introduced by the City Council, so HTA cancelled the RFQ and will continue to work with DPR on future initiatives to assist. • HTA and OVB met with E Noa Tours, North Shore Neighborhood board for a site visit of Hale'iwa town on impacts of illegal tour busses and impacts of tours that bus and drop people off in residential neighborhoods beach access right aways. • CCOH's DPR will be piloting a park ranger program.

Winter 2022 Progress Report – O‘ahu DMAP (continued)



D.2

Increase biosecurity at Daniel K. Inouye International Airport and trails.

- Promote sanitation protocols for cleaning gear.
- Encourage responsible visitor practices like cleaning gear at hiking trails and not tracking in invasive species.


- DLNR working on a ports of entry biosecurity plan. Awaiting legislative approval for funding the implementation of the plan.

Action E. Develop a reservation system to monitor and manage users at natural resource and cultural sites.

Progress	Sub-Action No.	Sub-Action
	E.1	Explore a reservation system and demand-based fee pricing at popular sites and hotspots.
		<ul style="list-style-type: none"> • HTA is working with HVCB to develop a "channel manager" to move this action forward. • DLNR's Division of State Parks will be releasing a reservation system at Lē‘ahi – Diamond Head State Monument effective May 12th.
	E.2	Evaluate the current reservation systems at Hanauma Bay and Lē‘ahi to support a sustainable capacity of visitors and advocate for expansion to other hotspots on the island.
		<ul style="list-style-type: none"> • This will be done via HVCB in the development of the “channel manager” platform.
	E.3	Pilot a program for a statewide reservation system that can redistribute excess demand to other sites or to other participating attractions.
		<ul style="list-style-type: none"> • HTA is working with HVCB to develop a "channel manager" to move this action forward.


Winter 2022 Progress Report – O‘ahu DMAP (continued)

Action F. Establish a “Regenerative Tourism Fee” that directly supports programs to regenerate Hawai‘i’s resources, protect natural resources, and address unfunded conservation liabilities.


Progress	Sub-Action No.	Sub-Action
	F.1	Identify how to legally collect this fee (State gives the County the authority to establish such a fee), distribute this type of fee, and develop accountability measures. The fee would support the management system, impacted communities, and workforce development in jobs related to invasive species removal, fishpond restoration, coral growing, and native ecosystem restoration.

- There was various legislation introduced during the state legislature session on the subject. HTA testified in support of site-specific fees, and also for a Natural Resource Special Fund.

Action G. Develop and implement marketing programs to attract positive-impact travelers who prioritize the environment, culture and investing in our local community.

Progress	Sub-Action No.	Sub-Action
	G.1	Continue to develop and focus marketing messaging to market segments that appreciate learning about unique cultures and natural resources.

- GMTs have been sharing all statewide Mālama Hawai‘i and Kuleana/Travel Tips videos via owned and partners' channels.
- HTUSA and OVB PR team identifying which awardees from Kūkulu Ola, Aloha ‘Āina, and CEP to outreach for potential local and national story placements.

	G.2	Continue to develop plans to attract higher spending travelers (i.e., meetings, conventions and incentives (MCI) visitors, weddings, business travelers, medical tourism, LGBTQ, and arts and culture).
---	-----	--

- GMT continues to target high-value visitors to Hawai‘i.
- Meet Hawai‘i is addressing Corporate Social Responsibility (CSR) by including on its meetHawai‘i.com site a CSR section. <https://www.meetHawai‘i.com/csr/>
- HTUSA and OVB working on plans to further develop with additional community non-profits (incl. orgs from Kūkulu Ola and Aloha ‘Āina) able and wanting to provide group CSR options.

Winter 2022 Progress Report – O‘ahu DMAP (continued)



G.3 Continue to reassess and adjust marketing O‘ahu with context and not just surf and sand. Include island values, prioritize environment and culture to attract the right kind of visitors.

- GMT continues to target mindful visitors and promote voluntourism in market.
- HTUSA hosted and OVB met with TravelAge West (Northstarmedia) discussing DMAP, the illegal vacation rental concerns and pre- and post- arrival messaging that are very important to the destination for travel advisors to understand in their communications with the prospective visitor. HTUSA also hosted media visit by AFAR who experienced Gunstock Ranch tree planting and was connected to the Mālama Hawai‘i positioning for the Hawaiian Islands.



G.4 Use marketing campaigns as an opportunity for visitors to connect with O‘ahu on a deeper level through immersive experiences, and travel in a way that enriches their lives while giving back to the communities they are fortunate enough to visit.

- GMT continues to target mindful visitors and promote voluntourism in market
- HTA's Kulāiwi series is a 7-part video messaging series with call to action for visitors and locals to support local businesses on an e-commerce site.
- HTUSA continued to share the Mālama Hawai‘i initiative with media interested in Hawai‘i, including senior travel editor for AFAR.
- Hawai‘i Tourism Japan conducted seminars for travel agents and introduced several volunteer opportunities provided by NPOs such as beach clean ups by Sustainable Coastline Hawai‘i.
- Hawai‘i Tourism Canada promoted Mālama Hawai‘i program on every platform and campaign in the Canadian market; the Mālama Hawai‘i video "Habitat Stewardship" is being shown in all the WestJet flights bound to Hawai‘i encouraging passengers to participate in these programs.
- Hawai‘i Tourism Korea introduced via B2C e-newsletter Hyatt Place Waikīkī Beach's Reforestation Mālama Program.
- HTUSA and OVB continue to develop Mālama Hawai‘i opportunities and have continued to share these stories with media through PR efforts. HTUSA continues to distribute the evergreen release that promotes O‘ahu's CEP events and Mālama Maunaloa.



G.5 Continue to develop campaigns to shift visitation from peak periods to slower shoulder periods.

- GMT continues to promote shoulder periods



G.6 Be intentional about what we promote to ensure that it is authentic. Enhance the current "The Hawaiian Islands" brand guidelines for the industry partners and encourage consistent use.

- HTA is updating and optimizing Ma‘ema‘e Toolkit with NaHHA to create an engaging and interactive experience.
- HTUSA will be reviewing and updating all digital content, including goHawaii website to determine Hawaiian words that do not use diacritical markings. HTA requested to convert all digital copy to include ‘Ōlelo Hawai‘i orthography.

Winter 2022 Progress Report – O‘ahu DMAP (continued)







G.7

Develop metrics and collect data to measure marketing effectiveness beyond the economic impacts (e.g., Aloha+ Challenge measures, acceptance of tourism by local residents, visitors participating in voluntourism, buying local, etc.).*

- GMT started tracking voluntourism participation by visitors.





** This is a phase 2 sub-action in progress now.*

Action H. Continue to develop and implement “Buy Local” programs to promote purchase of local products and services to keep funds in our communities and minimize carbon footprint.

Progress	Sub-Action No.	Sub-Action
	H.1	<p>Continue to encourage the visitor industry to prioritize purchase of Hawai‘i based, ‘āina friendly products, services and technology solutions to include literature, crafts, fashion, music, performance art, film, fresh produce, value-added products, and software.</p> <ul style="list-style-type: none"> • HTA is working with DBEDT to create videos showcasing locally made companies, call to action - Made in Hawaii online ecommerce. • HTA met with other key stakeholders to discuss our statewide efforts toward supporting local, which contributes to the Kulāiwi Series outcome.
	H.2	<p>Work with hotels, restaurants, and visitor retail to feature or promote local products.</p> <ul style="list-style-type: none"> • OVB presented DMAP and encouraged companies to support Hawaiian cultural education and training program to industry partners including airlines, hotels, attractions and activities
	H.3	<p>Continue to leverage programs that support buying local. Coordinate with various certification programs for a cohesive promotion program.</p> <ul style="list-style-type: none"> • GMT continues to develop and promote various “buy local” programs.
	H.4	<p>Promote O‘ahu artisans, including local crafts, fashion, music, performing, and visual arts.</p> <ul style="list-style-type: none"> • GMT continues to develop and promote various “buy local” programs. • HTA will be issuing a request for proposal for its Resort Association Hawai‘i Cultural Initiative to support providing a “Hawaiian sense of place” including local entertainment at resort areas statewide. • HTA, OVB, HTUSA continue promoting through various social media and other media.





Winter 2022 Progress Report – O‘ahu DMAP (continued)

Action I. Manage the visitors’ use of cars as transportation on O‘ahu.

Progress	Sub-Action No.	Sub-Action
	I.1	<p>Work with the O‘ahu Metropolitan Planning Organization to examine the issues stemming from visitor traffic in impacted communities. Determine how to alleviate those issues such as developing infrastructure to reduce stress on residential areas or a penalty structure to discourage visitors or industry from violating restrictions.</p> <ul style="list-style-type: none"> HTUSA is running statewide post- arrival behavioral messaging through WAZE driving app program. One of the HTUSA Statewide banner’s message is “Mahalo for driving safely and with aloha.” OVB worked on messaging to impact visitor behavior change regarding resident sentiment on driving respectfully and parking in designated legal areas. HTUSA is creating assets for opportunities to place post-arrival messaging at EV stations at high visitor traffic areas of Ala Moana, SALT/Kaka‘ako, Kaka‘ako Ward and International Marketplace. HTUSA & HTA launching post- arrival messaging/Island specific video wall ads program at airport. Statewide message, as it relates to Action I: Mahalo for driving safely and with aloha. OVB messaging for O‘ahu will be: Drive with aloha and please only park in designated areas.
	I.2	<p>Support O‘ahu Metropolitan Planning Organization efforts to provide safe, convenient, reliable and efficient private and public transportation to shift visitors from driving rental cars to more environmentally sustainable modes. Include the development, support of, and advocacy for bike paths and the promotion of bicycle use.</p> <ul style="list-style-type: none"> OVB and CCOH will develop a GetAroundO‘ahu website to encourage different modes of transportation throughout the island. HTUSA/OVB will implement goHawai‘i app beacons along Kalākaua Avenue to bring awareness of more sustainable forms of transportation along Kūhiō Avenue to visitors. OVB working on identifying hotspots and determining how to work with organization/agency responsible for the spot.
	I.3	<p>Consider creating pedestrian-oriented areas.</p> <ul style="list-style-type: none"> OVB met with Complete Streets administrator, focusing on Kūhiō and Ala Wai improvements in 2022. <p><i>* This is a phase 2 sub-action in progress now.</i></p>
	I.4	<p>Look at shuttles from parking areas to sites to alleviate individual cars or parking reservation systems.</p> <ul style="list-style-type: none"> OVB met with Complete Streets administrator, focusing on Kūhiō and Ala Wai improvements. <p><i>* This is a phase 2 sub-action in progress now.</i></p>

Winter 2022 Progress Report – O‘ahu DMAP (continued)

Action J. Work with community partners to develop, market, encourage, and support more collaborative, curated experiences that enrich residents and visitors alike.

Progress	Sub-Action No.	Sub-Action
	J.1	Increase the number of suitable places for visitor and resident activities by renovating popular hikes/sites away from residential areas or developing new sites. Improvements would include adding walking paths, developing parking, signage, etc.
		<ul style="list-style-type: none"> OVB met with SSA Group and Deputy Director of CCOH's Dept. of Enterprise Services to discuss DMAP with possible collaboration with post- arrival messaging.
	J.3	Develop new recreational opportunities for residents to ease the burden on sites that are heavily used by visitors and residents.
		<ul style="list-style-type: none"> This action continues to be worked on.
	J.4	Explore the creation of a curated “city pass” program to move visitors to sites and attractions that have capacity and infrastructure to handle more visitors.
		<ul style="list-style-type: none"> OVB assessing curated city pass. OVB met with Go City to better understand their “city pass” product and discussed with SSA Group – a ticketing/food/retail management company utilized by various attractions. Looking to work with Go City and monitor their product as they are one of the largest in the US/global. O‘ahu is not a large enough destination to have multiple attraction passes without it cannibalizing on the attraction’s business (operationally and from a revenue standpoint). OVB met with SSA Group and Deputy Director of CCOH's Dept of Enterprise Services to discuss DMAP with possible collaboration and viability of a CCOH pass. Later is not viable.
		<i>* This is a phase 2 sub-action in progress now.</i>
	J.5	Examine creation of “Kama‘āina Days” at identified sites with priority for weekends.
		<ul style="list-style-type: none"> This action continues to be worked on.