

Spring 2022 Progress Report – Kaua'i Destination Management Plan





This report provides an update on the progress toward fulfilling Kaua'i's Destination Management Action Plan (DMAP) from April 1 through June 30, 2022, and specifically provides **updates on the actions identified for Phase 2 (February 2022-February 2023) implementation. Only Phase 2 sub-actions are listed unless otherwise noted. There are 35 sub-actions in Phase 2, of which 33 (94%) are in progress. There are two sub-actions that have not started yet and one sub-action was carried over from Phase 1 as it had not been completed.**

The Kaua'i DMAP was approved by the Hawai'i Tourism Authority's (HTA) board of directors in December 2020. It is a three-year plan divided into three phases. It was released to the public and published on HTA's website on February 5, 2021.

HTA provides funds to the Hawai'i Visitors and Convention Bureau/Kaua'i Visitors Bureau (KVB) for a Destination Manager to assist HTA in implementing the DMAP. Mahalo to KVB and the County of Kaua'i's Office of Economic Development 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.

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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.
		<ul style="list-style-type: none"> Ongoing efforts with HTA, KVB, and the County.
	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.
		<ul style="list-style-type: none"> County of Kaua’i has commenced a study regarding usage fees at different parks.
	A.4	Identify and provide more informational signage at cultural sites, beaches and hiking spots for safety, education and a great experience.
		<ul style="list-style-type: none"> Ongoing efforts with the County and KVB.
	A.5	Educate tour operators and boating companies about proper etiquette to deter ocean and reef pollution.
		<ul style="list-style-type: none"> KVB and the Sustainable Tourism Association of Hawai’i (STAH) co-hosted an informational webinar on etiquette for marine-based activity operators on June 16. Presenters included DLNR’s Division of Aquatic Resources, Division of Boating and Ocean Recreation, NOAA, Kaua’i Chapter of Surfrider Foundation and Holo Holo Charters. The recorded webinar will be shared upon request.
	A.6	Advocate for more stringent and intentional inspections/enforcement of camping/hiking gear and shoes upon arrival at the airport.
		<p>KVB has been in discussions with the Kaua’i Invasive Species Committee to determine how they can work together.</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.
		<ul style="list-style-type: none"> HTA’s Pono Travel Education Program launched April 18 at Līhu’e Airport and others throughout the state with mālama and kuleana messaging that includes how to keep a safe and respectful distance from marine life. This program is featured in prime locations throughout Līhu’e Airport and will run through June 2023, with greater frequency during peak travel periods. KVB has been in discussions with Mālama I Nā Honu to determine how to help the situation at Po’ipū. In addition, KVB is planning to work with relevant stakeholders to do a Wildlife Summit in August.
	A.8	Advocate for increased ranger presence and enforcement at county and state parks.
		<ul style="list-style-type: none"> HTA, County and KVB submitted testimony during the 2022 State Legislative Session to support increased state and funding resources to DLNR. HB2446 SD1 passed which raised DLNR State Parks’ spending ceiling to \$12 million and added 28 new ranger positions, of which three will be on Kaua’i.

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- The County anticipates hiring two stewards that will rotate around Kaua‘i County’s parks in September 2022.
- KVB has been working with the County on creating an Ambassador handbook that will be a resource for places, place names, tips and more.



A.9 Conduct assessment of North Shore beach accesses and remediate to assure use for subsistence and traditional uses

- The Hanalei Initiative is completing a parking study, which the County will review and follow up on as needed.

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.
		<ul style="list-style-type: none"> • KVB has been working on hiring a contractor to assist with social media monitoring to be more proactive in addressing inappropriate posts and educating individuals on why it is inappropriate.
	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.
		<ul style="list-style-type: none"> • HTA, County and KVB submitted testimony during the 2022 State Legislative Session to support increased state and funding resources to DLNR. Unfortunately, HB1656 HD1 did not pass. <ul style="list-style-type: none"> ◦ HB2446 SD1 passed which raised DLNR State Parks’ spending ceiling to \$12 million and added 28 new ranger positions, of which three will be on Kaua‘i.
	B.3	Advocate for DLNR staff training and education. Committee agreed to refine this action to now read: Provide updates to DLNR and ensure the DLNR staff have the latest updates/briefs.
		<ul style="list-style-type: none"> • KVB continues to be engaged with DLNR.
	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.
		<ul style="list-style-type: none"> • HTA, County and KVB submitted testimony during the 2022 State Legislative Session to support increased state and funding resources to DLNR. <ul style="list-style-type: none"> ◦ HB2446 SD1 passed which raised DLNR State Parks’ spending ceiling to \$12 million and added 28 new ranger positions, of which three will be on Kaua‘i. ◦ Unfortunately, HB1656 SD1, which would have added 2 positions to DLNR’s Nā Ala Hele program and appropriated funding for trail management and maintenance did not pass.






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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.

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	<p>Develop training programs relating to Hawaiian textiles and weaving targeted at visitors and locals.</p> <ul style="list-style-type: none"> KVB and the County are working to build out a list of cultural practitioners, expanding beyond just textiles and weaving.
	C.2	<p>Work with hotels to provide cultural and history classes that guests can attend. Examples include lei making or making poi.</p> <ul style="list-style-type: none"> KVB created a group of cultural practitioners with NaHHA's Nā Lamakū Ho'okipa from Kaua'i and named it Makali'i. The first meeting was held in April to understand why we want this hui to exist, strategize our intentions moving forward and look at including other island practitioners. KVB continues to contact resorts to learn about cultural classes being offered to visitors.
	C.3	<p>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.*</p> <ul style="list-style-type: none"> KVB is in the process of developing a series of Mālama Kaua'i video series. The first video currently available is Mālama Kaua'i Museum which was released at the end of April. Three more videos are in production. A press release on the initiative and completed video(s) is forthcoming.
	C.4	<p>Support activities like kanikapila songfests featuring Hawai'i's music and musicians.</p> <ul style="list-style-type: none"> KVB manages HTA's Community Enrichment Program which supports Hawai'i's music and musicians. Projects and events that took place in Q2 2022 include Kaua'i Songwriters Festival, E Kanikapila Kākou, He Inoa No Kaumuali'i events, King Kamehameha 'Ohana Day at Royal Sonesta, and Kaua'i Soto Zen's "Celebrate The Obon Season".
	C.5	<p>Support educational programs at cultural sites and invest time into mālama sacred sites such as heiau and resources such as the kai (ocean).</p> <ul style="list-style-type: none"> KVB participated in Earth Day 2022 clean-up efforts at Hikina'akalā Heiau on April 23. KVB is working with the County to further support stewarding efforts for various cultural and sacred sites. The County is funding for stewards at Hikinaakalā, Malae, Kukui, Poliahu, Polihale, Makauwahi, Kānei'olouma, and 'Āina Ho'okupu o Kīlauea.

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C.6

Connect Hawaiian culture organizations with the visitor industry to help grow, enhance, design their programs and offering. Explore creating a resource team.

- KVB worked with the Makali‘i to see how best to build out the resource team and integrate in supporting the collaboration with Hawaiian cultural organizations and the visitor industry.



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.

- KVB is working with the County and Makali‘i to develop a comprehensive list of island weavers, Hawaiian textiles designers, and cultural practitioners to see how they can foster opportunities for sharing with the visitor industry.
- The Kāhea Greetings Harbor program at Nāwiliwili started up again in May with Hawaiian music and hula.

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.
		<ul style="list-style-type: none"> • 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 is conducting a mobility study.
	D.2	Pilot a reservation system to manage capacity of visitors and explore feasibility of expanding to other hotspot areas.
		<ul style="list-style-type: none"> • HTA’s “Channel Manager System” which will sit on top of other reservation and booking systems is currently on hold due to further deliberation needed by the Governor, DBEDT, and HTA.
	D.3	Continue the county’s stringent shut down of illegal transient vacation rentals (TVRs), such as the partnership with Airbnb and Expedia.
		<ul style="list-style-type: none"> • County 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.
		<ul style="list-style-type: none"> • This action was started in a previous quarter, but no activity taken in Q2 2022.



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.

- The County's ETIP Committee will study mobility and monitoring. A contract was issued to the Royal Coconut Coast Association. A feasibility and business plan mobility study will also occur at Coconut Marketplace. HTA is supporting the County's efforts.
- KVB worked with HTA and DBEDT to add more "Points of Interest" to track visitor and resident visitation.
- DOT-Airports held its second public meeting on May 17 regarding the Līhu'e Airport Master Plan. KVB is putting together a working group to review and discuss the proposed plans for a better understanding of the impact the three additional gates will have on Kaua'i. The County Planning Department, Office of Economic Development (OED), along with four Kaua'i State legislators submitted testimony of concern about over-tourism and the impacts of adding more gates to Līhu'e Airport. The other concern raised was the CONRAC (consolidated rent-a-car) facility and whether adding it would negatively impact the multi-modal plans OED is working on. Additionally, there are plans to have a public forum on the Turo parking challenges with proposed solutions.

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
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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.**

- Mobility feasibility studies are being conducted by the County.



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).

- Mobility feasibility studies are being conducted by the County.
- The County is working with DBEDT and NEAR (formerly ubermedia) to collect more relevant data to examine the movement of visitors and residents on Kaua'i.



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.

- The County has been awarded six to eight L3 chargers, and the State DOT has also been awarded high-level chargers. The County and State are working together to determine where they can be best placed for use. The County is determining locations for EV chargers via an RFP.


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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 has put together a plan that includes social media, print and radio. KVB conducted community outreach including presentations on the DMAP to the Kaua‘i Economic Development Board, Hawai‘i Community Foundation, during ClimbHI’s Lei event, Kaua‘i Wedding Professionals Association, Zonta, and island Rotary Clubs. An interview was conducted for The Garden Island newspaper in June. Ads are to be placed in the Garden Island and For Kaua‘i, and public service announcements will air on KONG radio.
- The Hawai‘i Visitors and Convention Bureau developed a resident campaign featuring DMAP activities and highlighting tourism’s contributions to the community. One of the videos showcased via social media is on Hā‘ena.

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.

- KVB is working on this with Leadership Kaua‘i, County, and Kaua‘i Chamber of Commerce.

	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.
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- KVB is working on this with Leadership Kaua‘i, County, and Kaua‘i Chamber of Commerce to develop a “We are Kaua‘i” multi-level series of materials.

	G.3	Work with Hawaiian cultural practitioners when developing education materials so that the Hawaiian culture is portrayed accurately for the visitors.
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- Efforts continue though HTA and KVB.

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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 is creating a new branding/educational video and completed a new Travel Pono video, both in long and short versions.



G.5

Explore developing content for social media – “home grown media” – to showcase Kaua'i local culture.

- An Instagram account for the Kaua'i DMAP (@kauaidmap) has been created by KVB to engage the community and showcase DMAP activities. Posts included: World Oceans Day, King Kamehameha 'Ohana Day at Royal Sonesta, Kaua'i Soto Zen's “Celebration of Obon Season,” Mālama I Ke Kai webinar and Kaua'i Museum - The Art of Kapa.

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

Progress	Sub-Action No.	Sub-Action
	H.1	Expand the Kaua'i Made products Program, market, promote, and brand beyond Kaua'i's shores. Explore an “Aloha for Kaua'i” type of online-portal.
		<ul style="list-style-type: none"> • The Alakoko Store is starting to thrive, and building out inventory and vendors. Additional Kaua'i Made vendors are projected to be in by July 15 and anticipated to fill the shelves completely. The Alakoko Store is a County initiative, which HTA provided start-up seed funding support in 2021. The County will reassess this effort in the months to come. • KVB is putting together a list of Kaua'i Made vendors and will provide it to HTA's Global Marketing Team (GMT) in July. • The GMT is promoting “shop local” as follows: <ul style="list-style-type: none"> ○ Hawai'i Tourism Japan: promoted Made in Hawai'i products at events in Tokyo and Nagoya. ○ Hawai'i Tourism Canada: Travel Courier article featured Kaua'i highlighting shop local. ○ Hawai'i Tourism Korea: introduced Farm to Bottle vendors of Hawai'i in the latest issue of Bar & Dining

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
		<ul style="list-style-type: none"> • Progress on this action continues with the County working on a new ordinance which allows farmers to sell produce and other goods from their agriculture lands and value-added agriculture products. The County is also exploring piloting one region with ag-tours in conjunction with farmers.

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Addressing Hotspots

The Kaua'i DMAP designated a number of sites as a “hotspot” location. The DMAP defines a “hotspot” as “an area/site that attracts visitors due to its popularity, and may result in overcrowding, congestion, degradation of resources, safety hazards, and a negative experience for both the resident and visitor.” HTA, KVB, DLNR and the County are in discussions as to what could be done to mitigate impacts.