Spring 2022 DMAPS Progress Reports

Presented to HTA Board of Directors
By Caroline Anderson, Director of Planning
July 28, 2022
Tracking of DMAPs Actions

- “DMAP Tracker” worksheets developed. HTA Director of Planning meets with the Counties and Island Visitors Bureaus for a monthly review.
- Steering Committees review of initial Spring progress reports
- The Spring progress reports finalized based on their input and feedback.
- Quarterly updates to the board
Kaua‘i DMAP Progress

- **No. of Phase 2 Sub-Actions**: 35
- **Sub-Actions In Progress**: 94%
- **No. of Phase 1 Sub-Actions Carried Over**: 1
Action A: Focus on policy efforts on appropriate behavior that will instill value in both visitors and residents for our natural and cultural...

Action B: Collaborate w/DLNR to increase monitoring and enforcement efforts.

Action C: Invest in Hawaiian cultural programs to enhance experience and connect both tourism and communities.

Action D: Focus policies that address overtourism by managing people while on Kaua‘i.

Action E: Encourage low-impact green rides, reduce island traffic, increase small business opportunities, and meet climate action goals.

Action F: Increase communication, engagement, outreach efforts with the community, visitor industry, and other sectors.

Action G: Develop educational materials for visitors and new residents to have respect for our local cultural values.

Action H: Promote "Shop Local" to visitors and residents.

Action I: Support diversification of other sectors.
Kaua‘i DMAP Subactions Q2 Highlights

✓ 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. (A.7)

✓ 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. (A5)

✓ KVB created a group of cultural practitioners and named it Makali‘i. Working together to strategize to bring culture and history classes to the hotels, building out a resource tea to support Hawaiian cultural organizations and the visitor industry, and developing a list with the County of cultural practitioners to foster opportunities with visitor industry. (C.2, C.6, and C.7)

✓ The County is conducting a mobility feasibility studies – Līhu‘e and Coconut Market Place. (D.1, D.5, E.1, E.2)

✓ KVB is creating a series of Mālama Kaua‘i videos, a new branding video and completed a new Travel Pono Video in long and short versions(C.3, G.4)

* HTA-funded
Maui DMAP Progress

17
No. of Phase 2 Sub-Actions

70%
Sub-Actions In Progress

1
No. of Sub-Actions Completed
Action A: Implement a responsible tourism marketing communications program to educate visitors pre- and post-arrival about safe and respectful travel.
Action B: Initiate, fund and continue programs to protect health of ocean, fresh water and land-based ecosystems and biosecurity.
Action C: Continue to reach out to the community to understand resident sentiment, increase communications to residents, and foster collaboration.
Action D: Continue to offer cultural education and training programs to enhance and perpetuate aloha, mālama and kuleana, and the authentic Hawai‘i experience.
Action E: Develop regeneration tourism initiatives.
Action F: Develop and promote initiatives to improve the transportation and ground travel.
Action G: Ensure more direct benefits to residents from tourism.
Action H: Have HTA and the county advocate for consistent enforcement of laws ground travel.
Maui DMAP Subactions Highlights

- HTA’s Pono Travel Education Program in May and June continued at Kahului Airport and all major airports statewide. The airport campaign included Kuleana and Mālama messaging as well as Ocean Safety videos at available prime locations to reach most of the traveling public. (A4)

- MVCB is liaising with East Maui community organizations to gather information about hotspots and build relationships (A.1)

- MVCB continues to do outreach to expand Mālama Hawai‘i programming with new industry partners and nonprofit opportunities. There are currently 17 partners. (E.1)

- DBEDT analysis of Hawai‘i visitor industry’s contribution to local agriculture industry (G.1)

- MVCB is working on addressing illegal tour operators, creating a fact sheet on permits required for legal commercial photography (H.1)

* HTA-funded
Lānaʻi DMAP Progress

25
No. of Phase 2 Sub-Actions

78%
Sub-Actions In Progress

4
No. of Sub-Actions Completed
**Lānaʻi Anchor Actions In Progress (Phase 2) as of June 2022**

- **Action A**: Engage partners to determine a path forward to enhance interisland transportation options for both residents and visitors.
- **Action B**: Develop partnerships and programs with resorts and other tourism businesses to improve and enhance community relationships.
- **Action C**: Enhance and encourage the use of the Lānaʻi Culture & Heritage Center’s (LCHC) Guide App as a primary part of the travel experience.
- **Action D**: Encourage sustainable tourism practices on Lānaʻi.
- **Action E**: Promote Lānaʻi City to increase spending that goes to residents and small businesses.
- **Action F**: Encourage and enable visitors to plan a meaningful daytrip or stay on Lānaʻi that is respectful to the land, the people and the culture.
- **Action G**: Develop and implement a process whereby visitors to Lānaʻi acknowledge to protect, respect, and learn about Lānaʻi cultural and natural resources. These activities could...
- **Action H**: Discourage activity companies from dropping off visitors who use Lānaʻi beaches and facilities without contributing to the community.

The chart indicates the progress of each action as of June 2022.
Lānaʻi DMAP Subactions Highlights

✓ Based on the Lānaʻi Advisory Group’s recommendations MVCB is working on a social media campaign, new messaging, developing collateral, and updating information on the gohawaii.com website. (E.1, F.1, F.3, F.4, F.5, F.6)

✓ MVCB has been working with Expeditions Ferry to update the website with enhanced content and videos such as Maui County Pledge, Mālama Hawaiʻi videos, and Lānaʻi Guide App (C.4, E.1, E.3, I.2)

✓ The Mālama Lānaʻi Restoration Day took place on May 7 with 32 visitors in attendance. (E.2, G.2)
Moloka‘i DMAP Progress

- Two Moloka‘i Task Force Meetings held
- Formed 4 subject-matter committees to move 4 sub-actions related to: voluntourism, new business, messaging, and transportation
Hawaiʻi Island DMAP Progress

No. of Phase 2 Sub-Actions: 40
Sub-Actions In Progress: 88%
### Hawai’i Island Anchor Actions In Progress (Phase 2)
as of June 2022

<table>
<thead>
<tr>
<th>Action</th>
<th>Description</th>
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<tbody>
<tr>
<td>A</td>
<td>Protect and preserve culturally significant places and hotspots.</td>
</tr>
<tr>
<td>B</td>
<td>Develop resources and educational programs to perpetuate authentic Hawaiian culture and ‘Ōlelo Hawai’i.</td>
</tr>
<tr>
<td>C</td>
<td>Support and promote ‘āina-based education and practices to protect and preserve our natural resources so that residents and...</td>
</tr>
<tr>
<td>D</td>
<td>Create opportunities for ongoing dialogue, communications, engagement between the visitor industry, government and...</td>
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<tr>
<td>E</td>
<td>Implement a comprehensive communications and education plan, Pono Pledge...</td>
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<tr>
<td>F</td>
<td>Promote agritourism, and partner with Hawai’i Island’s ag industry...</td>
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<tr>
<td>G</td>
<td>Invest in community-based programs that enhance quality of life...</td>
</tr>
<tr>
<td>H</td>
<td>Advocate/create more funding sources to improve infrastructure.</td>
</tr>
<tr>
<td>J</td>
<td>Improve enforcement of vacation rental regulations.</td>
</tr>
</tbody>
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**In Progress**
Hawai‘i Island DMAP Subactions Highlights

✓ IHVB has been liaising with various community groups for stewardship opportunities targeted at DMAP hotspots – Punalu‘u, Waipi‘o Valley, and Kumukahi. (A.4)

✓ The County is supporting two Kapalilua Kia‘i ‘Āina stewardship positions that were co-created with communities to conduct support and data collection at four hotspot areas: Kealakekua, Hōnaunau, Ho‘okena and Miloli‘i. (A.3)

✓ IHVB is building its network of visitor industry cultural practitioners to engage in moving DMAP culture actions forward. IHVB worked in the Kohala and Kona areas. (B.1)

✓ The County closed Kahalu‘u Park from May 16 to 20 during the coral spawning period. (C.5)

✓ Japanese captions have been added to the Pono Pledge video, which IHVB shared at Hawai‘i Tourism Japan’s Japan Summit with travel agents representatives, Hawai‘i industry partners, and Japanese media on June 6. (E.1)

✓ HTA in partnership with the International Festivals & Events Association offered a week-long “Growing Your Success” webinar series targeted at festivals and events planners from May 16 to 20. (G.1)
O‘ahu DMAP Progress

- **37** No. of Phase 2 Sub-Actions
- **84%** Sub-Actions In Progress
- **1** No. of Phase 1 Sub-Actions Completed
**O‘ahu Anchor Actions In Progress Phase 2 as of June 2022**

**Action A:** Decrease the total number of visitors to O‘ahu to a manageable level by controlling the number of visitor...

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

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

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

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

**Action F:** Establish a "Regenerative Tourism Fee" that directly supports programs to regenerate Hawai‘i’s resources, protect natural...

**Action G:** Develop and implement marketing programs to attract positive-impact travelers who prioritize the environment, culture and...

**Action H:** Continue to develop and implement “Buy Local” programs to promote purchase of local products and services to keep funds in our...

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

**Action J:** Work with community partners to develop, market, encourage, and support more collaborative, curated experiences that enrich...
The City Council approved Bill 41 on April 13, 2022, and Mayor Rick Blangiardi signed the measure into law on April 26, 2022. The ordinance takes effect on October 23, 2022. HTA, OVB, HVCB rallied industry and community to submit testimony.

NaHHA conducted cultural training to over 200 of State Department of Transportation’s Airport Division’s staff at the Hawai‘i Convention Center in June.

DLNR’s new reservations for Diamond Head (Lē‘ahi) State Monument was up and running. Reservations for out-of-state visitors effective May 12. HTA, HVCB and OVB supported announcement of this to partners, travel trade, airlines, OTAs, and MCI clients. A link to the reservation site was also added to the gohawaii app.

OVB and the City and County of Honolulu (CCOH) continued to discuss and plan for the development of the GetAroundO‘ahu website to encourage different modes of transportation throughout the island.

OVB met with CCOH Signage Hui (OER/MOCA/OVB) on signage for significant spots around O‘ahu under the City’s jurisdiction. Significant spots include, but are not limited to, hotspots as outlined in the DMAP, CCOH cultural or historical places, CCOH botanical gardens and select HVCB Warrior Marker spots.