

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



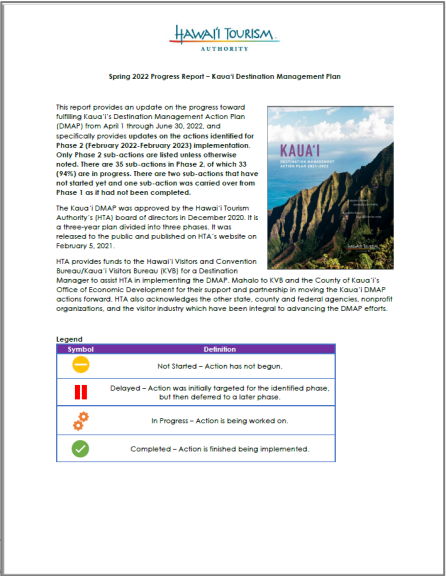
No. of Phase 2 Sub-Actions



Sub-Actions In Progress



No. of Phase 1 Sub-Actions Carried Over



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 Hawaii 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 Hawaii 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 effort.

Legend

Phase	Indicator	Description
Phase 1	Not Started	Action has not begun.
Phase 2	Delayed	Action was initially targeted for the identified phase, but then deferred to a later phase.
Phase 2	In Progress	Action is being worked on.
Phase 2	Completed	Action is finished being implemented.

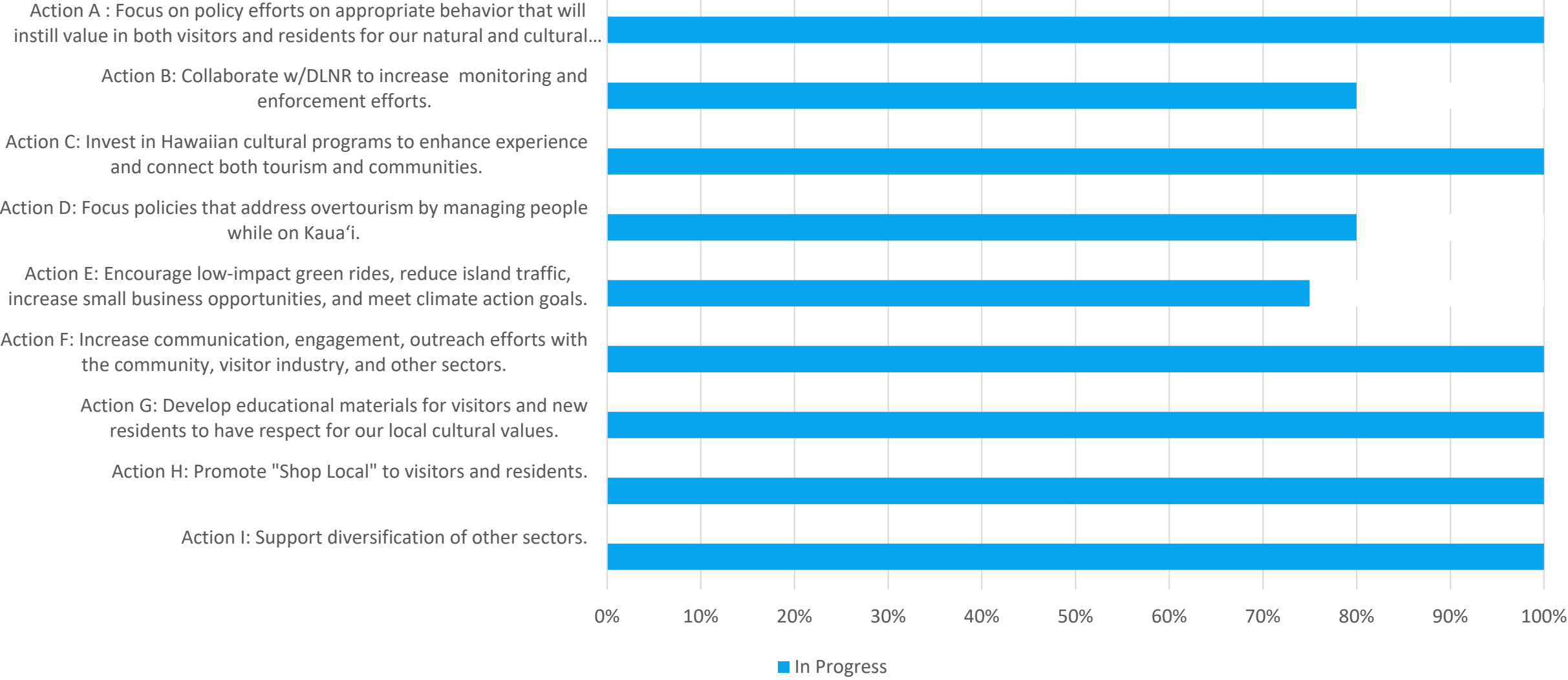
Spring 2022 Progress Report - Kaua'i Destination Management Plan

Action A. Focus policy efforts on appropriate behavior that will instill value in both visitors and residents for our natural and cultural resources (Malama 'Aina).

Phase	Action No.	Sub-Action
In Progress	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.
In Progress	A.2	Explore and implement a universal user fee model to help offset maintenance costs of 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 camps.
In Progress	A.4	Identify and provide more informational signage of 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.
In Progress	A.5	Educate law 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 Hawaii (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 Chapters. The recorded webinar will be shared upon request.
In Progress	A.6	Advocate for more stringent and intentional inspections/enforcement of campgrounds gear and shoes upon arrival at the airport. <ul style="list-style-type: none"> KVB has been in discussions with the Kaua'i Invasive Species Committee to determine how they can work together.
In Progress	A.7	Support awareness and education of appropriate behavior towards endangered species such as Hawaiian monk seals, sea turtles, Newell's Shearwaters, koloa maui (native ducks) and native birds. <ul style="list-style-type: none"> HTA's Pono Travel Education Program launched April 18 at Shree Airport and others throughout the state with malama and signage messaging that includes how to keep a safe and respectful distance from marine life. This program is featured in prime locations throughout the airport and will run through June 2023, with greater frequency during peak travel periods. KVB has been in discussions with Malama 'Aiea Hono to determine how to help the situation at Fo'opo. In addition, KVB is planning to work with relevant stakeholders to do a Wildlife Summit in August.
In Progress	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. HD244 (S) 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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Kaua'i DMAP Anchor Actions In Progress Phase 2 as of June 2022



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 team 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)

Maui DMAP Progress



No. of Phase 2 Sub-Actions



Sub-Actions In Progress



No. of Sub-Actions Completed

HAWAII TOURISM AUTHORITY

Spring 2022 Progress Report – Maui Destination Management Plan

This report provides an update on the progress toward fulfilling Maui's DMAP from April 1 through June 30, 2022, and specifically provides updates on the actions identified for Phase 2 (March 2022–March 2023) implementation. Only Phase 2 sub-actions are listed unless otherwise noted. There are 17 sub-actions in Phase 2, of which 12 (70%) are in progress and one has been completed. Three sub-actions identified in Phase 1 were carried forward to Phase 2. Four Phase 2 sub-actions have not been started and one has been completed.

The Maui Destination Management Action Plan (DMAP) was approved by the Hawaii Tourism Authority's (HTA) board of directors in December 2020. It is a three-year plan divided into 3 phases. The Maui DMAP was released to the public and published on HTA's website on March 4, 2021.

HTA provides funds to the Hawaii Visitors and Convention Bureau/Maui Visitors & Convention Bureau (MVCB) for a Destination Manager to assist HTA in implementing the DMAP. Mahalo to MVCB, the County of Maui's Office of Economic Development, and Office of the Mayor's Community Liaison for Tourism for their support and partnership in moving the Maui 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.

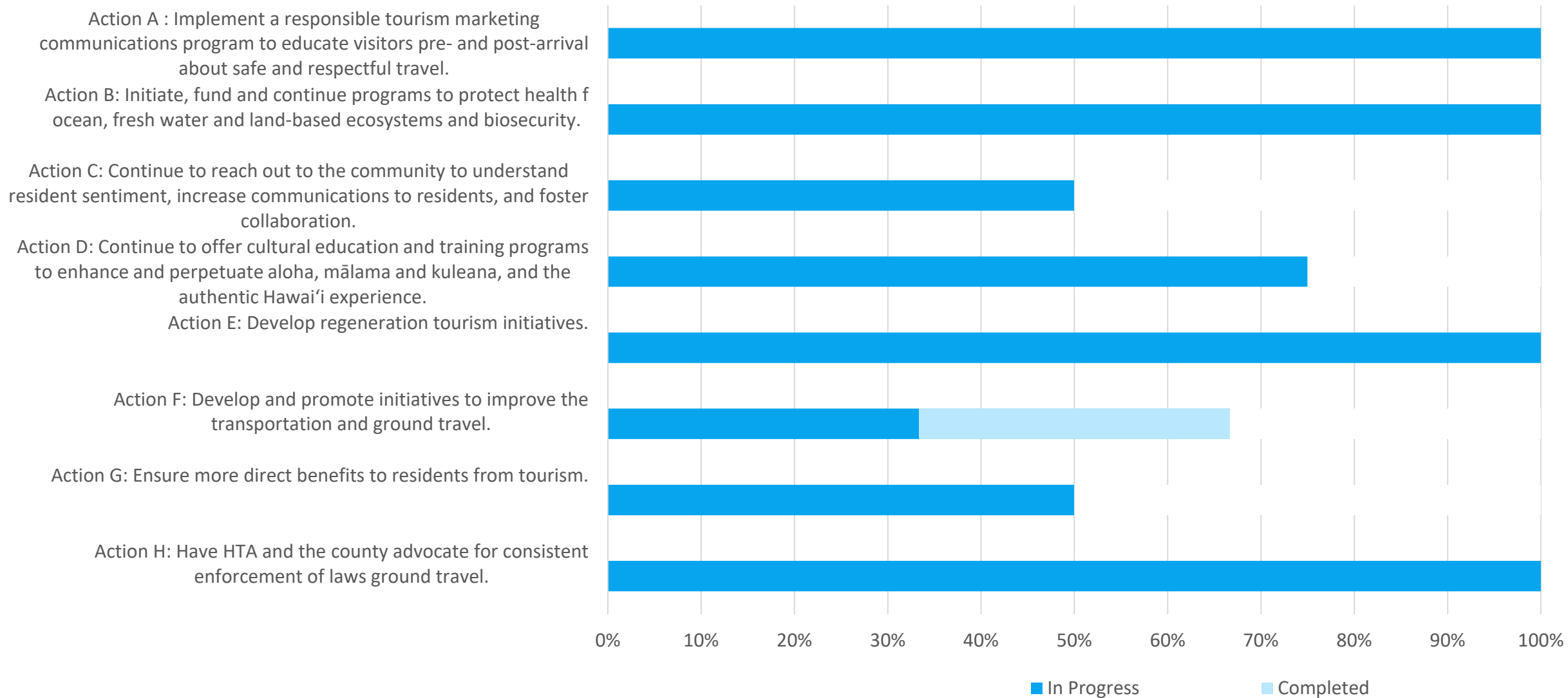
Spring 2022 Progress Report – Maui Destination Management Plan

Actions in progress are highlighted in yellow.

Program	Action No.	Sub-Action
A.1	Develop and implement a coordinated marketing and branding plan that defines and amplifies Regenerative tourism on Maui Island.	HTA's Global Marketing Team continues to incorporate Mālama Hawai'i messaging in all consumer, public relations, and travel trade initiatives.
		MVCB conducted a paid media flight at Kahului Airport, in-room media featuring the Hawaii Travel Tips video, mobile geo-targeted and geo-fenced messaging with 1Second Hawaii Travel Tips videos, and Waze app banners.
		MVCB is working with East Maui community organizations to gather information about outdoor and built relationships.
A.3	Encourage usage of the updated goHawaii app in the implementation of the marketing/branding plan (including social media). Encourage partners to also promote the goHawaii app and other visitor education programs.	HTA continues to work with its Global Marketing Team in English-speaking countries to promote the goHawaii app.
		HTA continues public service announcements about being a responsible visitor on incoming flights and at airports. Ensure continued funding for program.
A.4	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 Clean Safety videos at available game locations to reach most of the traveling public. Messaging was provided on a mixture of static tension fabric banners and digital screens. The Hawaii airport operating on the neighbor islands will continue from June 30, 2022 through June 29, 2023.	

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Maui Anchor Actions In Progress Phase 2 as of June 2022



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)

Lānaʻi DMAP Progress



No. of Phase 2 Sub-Actions



Sub-Actions In Progress



No. of Sub-Actions Completed

HAWAII TOURISM AUTHORITY

Fall 2021 Progress Report – Lānaʻi Destination Management Plan (DMAP)

The Lānaʻi Destination Management Action Plan (DMAP) was approved by the Hawaii Tourism Authority's board of directors in January 2021. The Maui DMAP version incorporates the Lānaʻi DMAP and was released to the public on March 4, 2021.

This report provides an update on the progress towards fulfilling Lānaʻi's DMAP as of November 16, 2021, specifically the actions identified for Phase 1 (calendar year 2021) implementation. There are 25 sub-actions in Phase 1, of which 18 (78%) are in progress, four are on hold due to COVID-19, and one is completed. Two sub-actions from Phase 2 have been started of which one is completed.

Mahalo to the County of Maui's Office of Economic Development, Office of the Mayor's Community Liaison for tourism and natural resources, and the Maui Visitors and Convention Bureau for their support and partnership in moving the Maui DMAP actions forward. [ITA also] acknowledges the other state and county agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.

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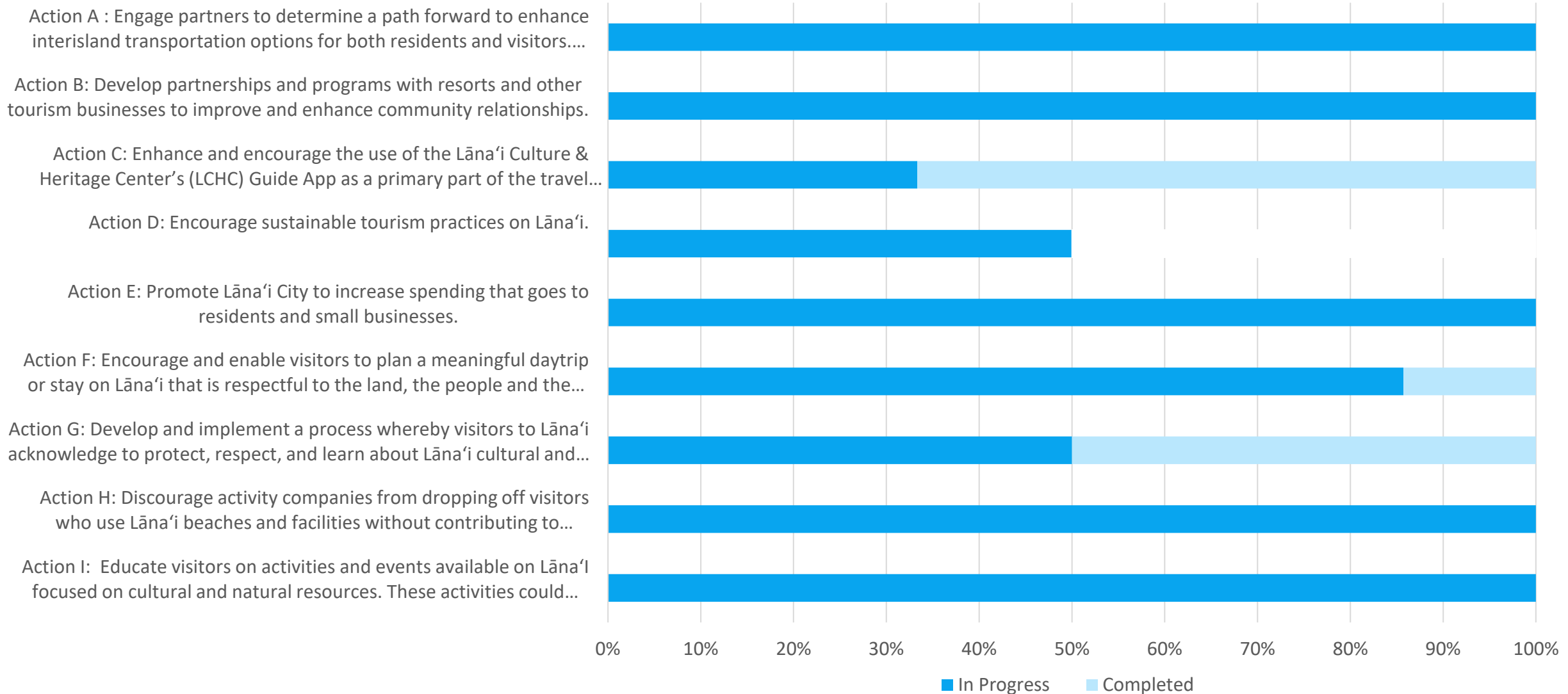
Symbol	Definition
○	Not Started – Action has not begun.
⏸	Delayed – Action was initially targeted for the identified phase, but then deferred to a later phase.
⚙️	In Progress – Action is being worked on.
✅	Completed – Action is finished being implemented.

Fall 2021 Progress Report – Lānaʻi DMAP (continued)

Progress	Sub-Action No.	Sub-Action
⚙️	A.1	Advocate for airlines, County, HDOT and FAA to restore affordable and dependable air and sea transportation to viable levels that meet the needs of the community. For the County Liaison, the County is working with Senator Kai Igarashi's office. Lānaʻi is designated a rural airport only. Lānaʻi airport does not have Essential Air Status (EAS) designation. This situation continues to be monitored. Essential Air Service designation & Rural designation can help with pricing. It is recommended that residents contact Senator Igarashi's office to further advocate.
⏸	B.2	Encourage more resort staff and guests to participate in community workdays and volunteer opportunities. Right now, community/hotel are hesitant because of COVID in addition to staffing shortages, holding on this sub-action.
⏸	B.3	Facilitate the conversation with hotels to coordinate marketing efforts with the community and small businesses based upon RVCA's Mālama Hawaiʻi program. Right now, community/hotel are hesitant because of COVID in addition to staffing shortages, holding on this sub-action.
⏸	B.4	Create opportunities for residents to feel welcome at resort properties. Continue to invite Lānaʻi artists and crafts people to do workshops and fairs at the resort properties. Right now, community/hotel are hesitant because of COVID in addition to staffing shortages, holding on this sub-action.

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Lānaʻi Anchor Actions In Progress (Phase 2) 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



Hawai'i Island DMAP Progress



No. of Phase 2 Sub-Actions



Sub-Actions In Progress

HAWAII TOURISM
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Spring 2022 Progress Report – Hawai'i Island Destination Management Action Plan

This report provides an update on the progress toward fulfilling Hawai'i Island's Destination Management Action Plan [DMAP] from April 1 through June 30, 2022, and specifically provides updates on the actions identified for Phase 2 implementation. Q2 2022 marks the beginning of Phase 2 actions. **Only Phase 2 sub-actions are listed unless otherwise noted. There are 40 sub-actions in Phase 2, of which 32 (80%) are in progress.**

The Steering Committee met on June 9, 2022 to review and refine some of the sub-actions that seemed duplicative in nature. Action D in the Hawai'i Island DMAP has been incorporated into Actions A and C. All other actions remain the same.

This report also includes a section on the DMAP's hotspots and activities to date.

The Hawai'i Island DMAP was approved by the Hawai'i Tourism Authority's (HTA) board of directors in February 2021. It is a three-year plan divided into three phases. It was released to the public and published on HTA's website on April 1, 2021.

HTA provides funds to the Hawai'i Visitor and Convention Bureau/Island of Hawai'i Visitors Bureau (IHVB) for a Destination Manager to assist HTA in implementing the DMAP. Mahalo to IHVB and the County of Hawai'i's Department of Research & Development for their support and partnership in moving the Hawai'i Island 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.

Figure 1: Hawai'i Island DMAP Cover

Symbol	Definition
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⚙️	In Progress – Action is being worked on.
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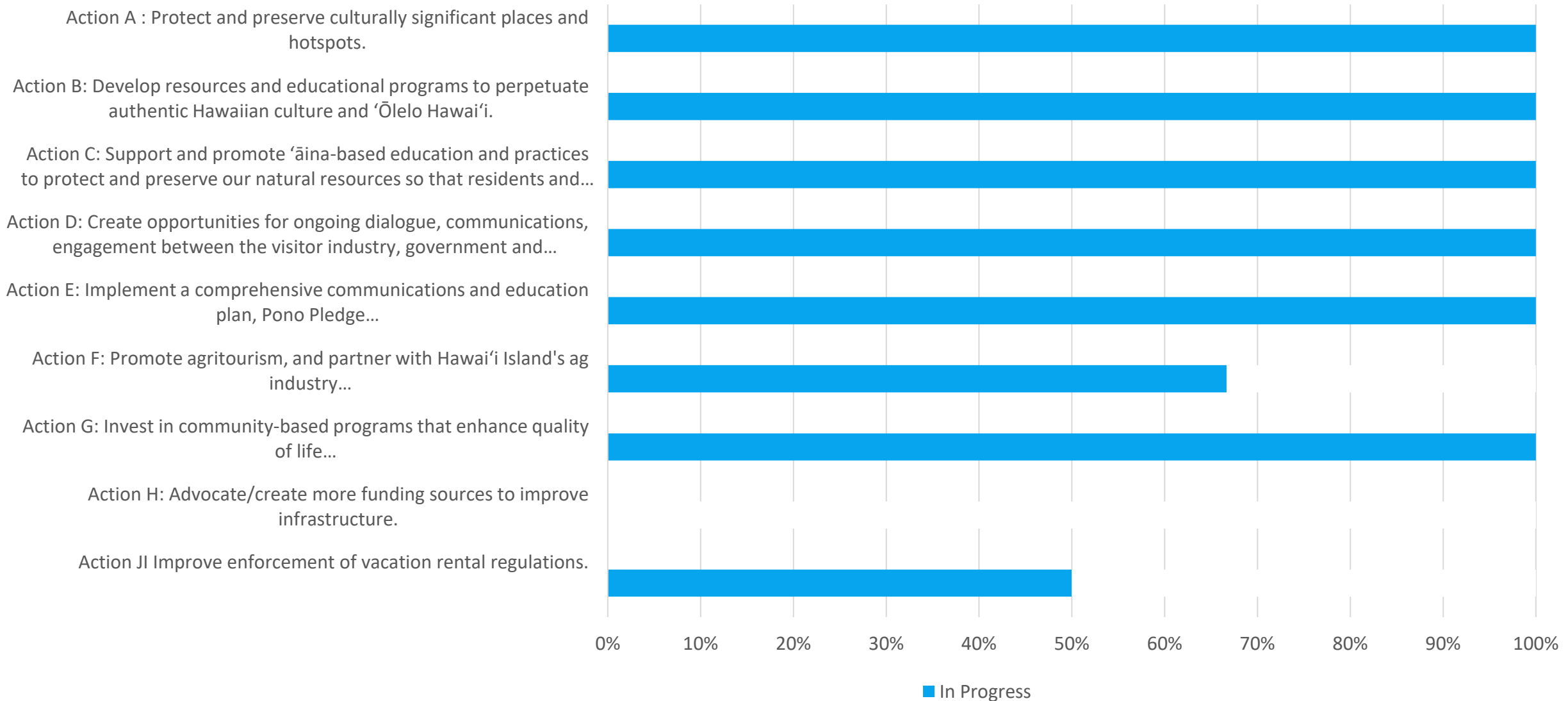
Spring 2022 Progress Report

Action A. Protect and Preserve

Progress	Sub-Action No.	Sub-Action
⚙️	A.1	Develop and support opportunities to Mālama and steward the places and culture of Hawai'i Island for both residents and visitors, including using Native Hawaiian practices of resource and cultural stewardship. <ul style="list-style-type: none"> HTA's partnership with KUPU and the Hawai'i State Department of Land and Natural Resources' (DLNR) Nā Ala Hele Trail program to support the Poko'lo Valley Stewardship Pilot Program with stewards from the area ended in May 2022. The stewardship program will be continued by DLNR. IHVB facilitated meetings with community members and stakeholders from Waipi'o Valley to address issues. Liko Ho Ka Lani community steward membership and volunteer programs were created and implemented through County support. Culture-based education and stewardship activities continue on a weekly basis.
⚙️	A.2	Emphasize local area cultural history and expertise to further expand Hawaiian cultural values, knowledge, and language with an emphasis on connection to place. <ul style="list-style-type: none"> HTA's partnership with KUPU and the Hawai'i State Department of Land and Natural Resources' (DLNR) Nā Ala Hele Trail program to support the Poko'lo Valley Stewardship Pilot Program with stewards from the area ended in May 2022. The stewardship program will be continued by DLNR. IHVB conducted an island of Hawai'i Mālama familiarization trip in May with 10 pre-qualified travel advisors. The FAM included Poko'lo Valley Lookout – interacting with stewards to be educated on the Stewardship Program and desired messaging for future visitors, education on the Waipi'o Valley road closure and future messaging, storytelling, cultural activities, connection to place, and featuring Anna and Danny Akaka, Jr. of Mauna Lani, Auberge Resorts Collection, Karolani Blankensfield of Fairmont Orchid, Ka'uhane Hale'aka of Courtyard King Kamehameha's Kona Beach Hotel, and Glenn Manabou of Grand Hana'iloa Hotel Hilo. Attendees were introduced to hotel experiences such as the Ulu Pono Garden Experience at Fairmont Orchid, the future reforestation program of The Westin Hapuna Beach Resort, reef talks, reef clean ups, and Mālama partner volunteer programs: <ul style="list-style-type: none"> Kona Joe's Coffee Farm (roasting experience) Kona Soap and Chocolate Tour Hawaiian Vanilla Company Farmers Markets and supported small town visits through lunch and shopping Introduction to Hawai'i Ocean Science & Technology Park businesses offering tours Kona Sea Salt Farm Tour Chef dinner featuring island products The Native Hawaiian Hospitality Association (NHHHA) continued to conduct webinar trainings (https://www.nhhha.com/trainings) The County's 2022 grant projects included: <ul style="list-style-type: none"> Wahi Puna O Kāhala's video outline and script were drafted. Focus areas include historical, cultural and ecological significances of the bay, as well as appropriate visitation behaviors.

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Hawai'i Island Anchor Actions In Progress (Phase 2) as of June 2022



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



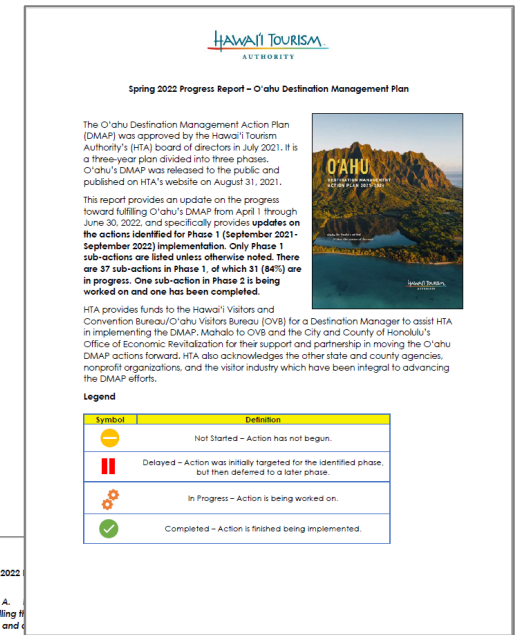
No. of Phase 2 Sub-Actions



Sub-Actions In Progress



No. of Phase 1 Sub-Actions Completed



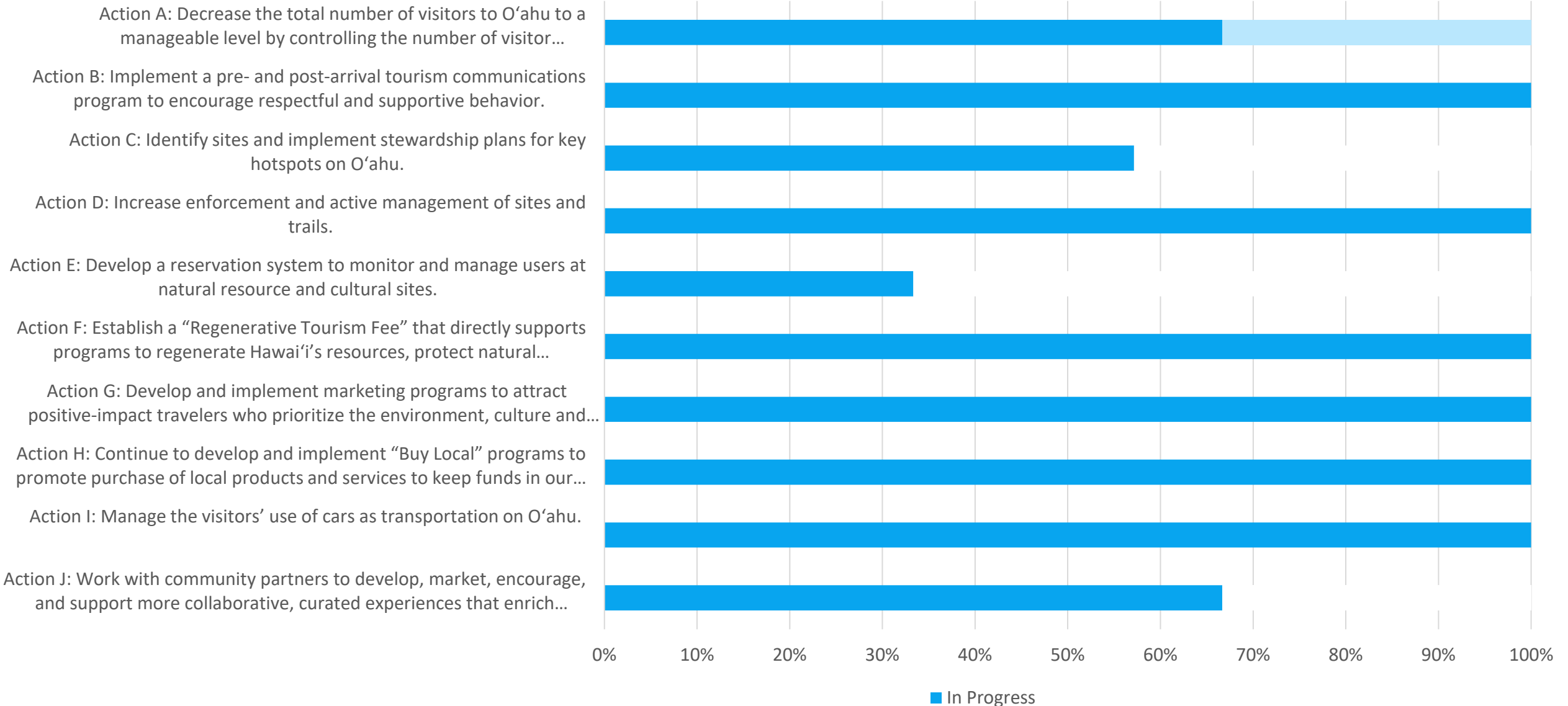
Spring 2022

Action A. Controlling zoning and

Progress	Sub-Action No.	Sub-Action
🔴	A.1	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. <ul style="list-style-type: none"> 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. Transient Vacation Units are allowed in resort areas. In other places, guests can stay a minimum of 90 days. The City's Department of Planning and Permitting will provide enforcement with new staff federally funded by the American Rescue Plan Act. There is currently a federal lawsuit filed; however, unless the court orders it to stop, the City will continue to move forward on this.
🟡	A.2	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. <ul style="list-style-type: none"> HTA, HVCB and OVB sent email blasts to its databases, memberships, the OVB Board and other partners to request their support and testimony on Bill 41. OVB met with HVCB membership to review the changes in Bill 41 for O'ahu members that would be affected by the change of law, which will take effect on October 23.
🟢	A.3	Commit resources to study methods of limiting supply such as: <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.

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O'ahu Anchor Actions In Progress Phase 2 as of June 2022





Highlights – O‘ahu DMAP Sub-Actions In Progress

- ✓ 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(A.2)
- ✓ 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 (B.2)
- ✓ 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. (B.3, B.4, E.1)
- ✓ 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. (I.2)
- ✓ 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. (J.1)