



HAWAII ISLAND DESTINATION MANAGEMENT ACTION PLAN

Phase 2 Report

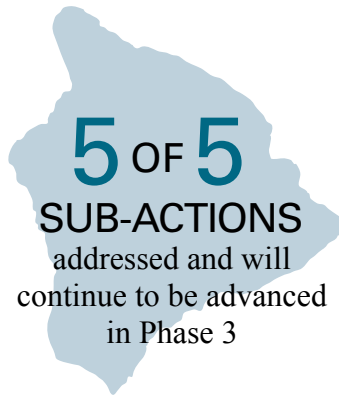
The Hawai'i Island Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority (HTA) Board of Directors in February 2021 and released to the public on April 1, 2022. The DMAP is a community-based, three-year plan, divided into three year-long phases. This report highlights the efforts made in Phase 2, from April 2022 through March 2023.

In June 2022, the Steering Committee incorporated original Action D into Actions A and C to reduce duplication. All other actions remained the same.

HTA works in partnership with the Island of Hawai'i Visitors Bureau (IHVB) and the County of Hawai'i's Department of Research and Development. HTA thanks them for their support and partnership in moving the Hawai'i Island DMAP actions forward. HTA also acknowledges other state, county and federal agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.



3 PROJECTS received the County of Hawai'i's Department of Research & Development Innovation Grants: KIPA (Known Indigenous Place Alignment) Project, Kukulū ka Pahukapu Project, and Pūlama Kahalu'u



5 OF 5 SUB-ACTIONS

addressed and will continue to be advanced in Phase 3

ACTION A

Protect and preserve culturally significant places and hotspots.



8 HOTSPOTS BEING ADDRESSED

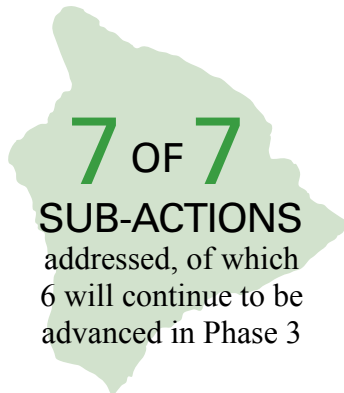
- Waipi'o Valley
- Pololū Valley
- Kahalu'u Bay
- Kumukahi
- Keaukaha
- Kealakekua Bay State Historical Park
- Punalu'u
- Pohoiki



2 STEWARDSHIP PROGRAMS continued at Pololū Valley and in Hōnaunau



4 NEW STEWARDSHIP PROGRAMS implemented in Keaukaha, Kealakekua, Punalu'u, and Pohoiki

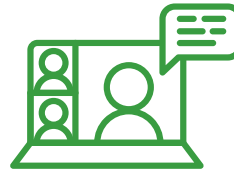


7 OF 7 SUB-ACTIONS addressed, of which 6 will continue to be advanced in Phase 3



83 CULTURAL AND EDUCATIONAL TRAINING PROGRAMS hosted by the Native Hawaiian Hospitality Association (NaHHA)

NaHHA's 2022 KA HUINA conference featured virtual sessions on June 8 and 9 with nearly 500 participants



ACTION B

Develop resources and educational programs to perpetuate authentic Hawaiian culture and 'Ōlelo Hawai'i.



COUNTY OF HAWAI'I initiated the Kuikahi Na'auao Program providing culture-based and 'ōlelo Hawai'i training to County employees. The program is ongoing.



COUNTY OF HAWAI'I collaborates with the Cultural Resilience Capacity Area Action

Team to support community-based stewardship and cultural education programs in Puna: Pōhaku Pelemaka, Nā Maka Hāloa, Puna Maka'ala, and Ho'oulu Lāhui



HAWAI'I TOURISM AUTHORITY'S Ma'ema'e Toolkit promoted through social media and e-newsletters, in addition to its partners including NaHHA and HTA's Global Marketing Team

10 OF 10 SUB-ACTIONS

addressed, of which 8 will continue to be advanced in Phase 3

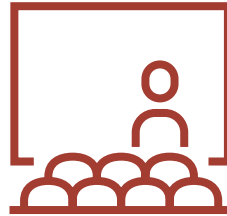


COUNTY OF HAWAI'I, in partnership with the Edith Kanaka'ole Foundation, initiated planning to scale the KIPA Certificate Program. The first cohort begins in May 2023.

ACTION C

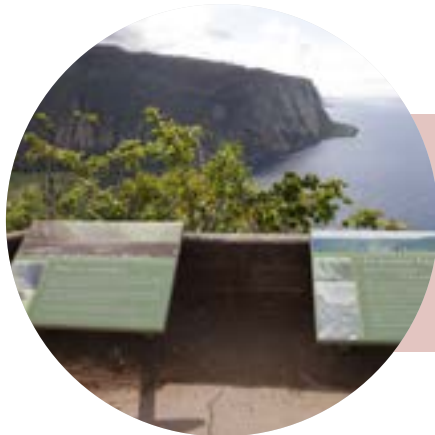
Support and promote 'āina-based education and practices to protect and preserve our natural resources so that residents and visitors will aloha 'āina.

COUNTY OF HAWAI'I, in partnership with Conservation International, initiated the planning process to sustain the Kapalilua Kia'i 'Āina Program at Hōnaunau and scale it to other South Kona communities



HAWAI'I TOURISM AUTHORITY AND HAWAI'I TOURISM USA coordinated a [HINow television segment](#) highlighting the Kapalilua Kia'i 'Āina Program and how it advances the DMAP

ORGANIZATIONS FUNDED IN 2022 THROUGH HTA'S ALOHA 'ĀINA PROGRAM: Pōhāhā I Ka Lani, Big Island Invasive Species Committee, Hawai'i Forest Institute, Ho'oulu Lāhui, Hui Aloha Kīhōlo, Kalanihale, The Kohala Center, Inc., Waikoloa Dry Forest Initiative, and Big Island Resources Conservation and Development Council



HTA AND ISLAND OF HAWAI'I VISITORS BUREAU (IHVB) administered DMAP funding for Waipi'o Valley Interpretive signs in partnership with the County of Hawai'i's Department of Parks and Recreation

IHVB SUPPORTED Leleiwi community cruise ship and passenger impact study and signage for Waiuli (also known as Richardson Ocean Park) for the month of October 2022



ACTION D

Create opportunities for ongoing dialogue, communications, engagement between the visitor industry, government and communities to improve community-industry relations and better serve the community.

3 OF 3
SUB-ACTIONS
addressed and will
continue to be advanced
in Phase 3



TELEVISION SEGMENTS HIGHLIGHTING DMAP IMPLEMENTATION

on KHON and Hawai'i News Now

[Kapalilua Kia'i 'Āina Stewardship Program](#)

[Mauna Kea Resort](#)



HTA AND HAWAII TOURISM USA produced two videos that featured destination management on Hawai'i Island and were shared on social media

[Pololū Trail Steward Program](#) (202,000 views)

[Waikōloa Dry Forest Initiative](#) (263,000 views)



HAWAII TOURISM JAPAN sponsored the television program, “Mālama, A New Hawai'i Trip,” featuring 13 episodes that generated over 47 million impressions. The program aired every Saturday from October to December 2022.



CANADA-BASED WESTJET shared the Mālama Hawai'i message on its in-flight entertainment system and a dedicated Hawai'i web page



HAWAII TOURISM CHINA participated in ITB Shanghai and conducted 27 travel trade meetings to promote Mālama Hawai'i

HAWAII TOURISM OCEANIA shared HTA's Ma'ema'e Toolkit with external campaign partners, including MyHawai'i, Expedia and TripAdvisor, and during media familiarization (FAM) trips. Information was also provided on the island of Hawai'i's Pono Pledge, Mālama Hawai'i and Hawai'i's deep-rooted culture.



4 OF 4

SUB-ACTIONS

addressed. This action has been completed.



ISLAND OF HAWAI'I VISITORS BUREAU promoted the Pono Pledge via its agent trainings, newsletters, and travel trade and media familiarization (FAM) tours



HAWAI'I TOURISM OCEANIA AND HAWAIIAN AIRLINES hosted a group of influential media on Hawai'i Island timed with the July 4 restart of air service between New Zealand and Hawai'i. The media itinerary emphasized the concept of mālama and featured a mix of new experiences along with exciting reminders of what makes Hawai'i Island so special to the Kiwi traveler, resulting in positive news coverage.



HTA'S PONO TRAVEL EDUCATION PROGRAM messaging reached an estimated 1.3 million travelers at Hilo International Airport and 3 million at Ellison Onizuka Kona International Airport at Keāhole annually

ACTION E

Implement a comprehensive communications and education plan that facilitates positive community-visitor relations and pono practices, including the Pono Pledge.

3 OF 3
SUB-ACTIONS
 addressed and 2 will
 continue to be advanced
 in Phase 3



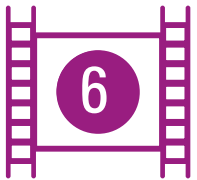
“TOURISM CONTRIBUTION TO HAWAII’I AGRICULTURE INDUSTRY”
 report issued in July 2022

ACTION F
 Promote agritourism,
 and partner with
 Hawai’i Island’s
 agriculture industry
 to support local food
 security.

3 AGRITOURISM PROJECTS SUPPORTED BY HTA through its 2022 Community Enrichment Program: Ka’ū Coffee Festival (April 2022), 51st Annual Kona Coffee Cultural Festival (Nov 2022), and Kona Cacao Association, Inc.’s Cacao Education & Culinary Exploration (Nov 2022)

7 AGRITOURISM PROJECTS SUPPORTED BY THE COUNTY OF HAWAII’I: Hawai’i Farm Trails, Big Island Made, Locavore Store, Hawai’i Island Agriculture Partnership, Big Island Box, Farm-to-Car, and marketing and promotional activities of the ornamental flower industry

1 AGRITOURISM/ REGENERATIVE TOURISM EXPERIENCE supported through the Native Hawaiian Hospitality Association/ travel2change’s Kaiāulu Ho’okipa program

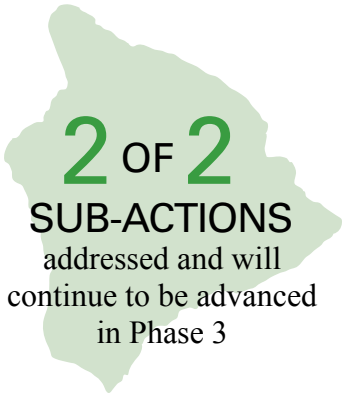


6 PROMOTIONAL VIDEOS FEATURING THE MADE IN HAWAII’I FESTIVAL and products created and released by Hawai’i Tourism Japan on YouTube with over 11,000 views to date



MADE IN HAWAII’I CAMPAIGN conducted by Hawai’i Tourism Korea in partnership with Baskin-Robbins 31 and Interpark with approximately 530,000 participants and over 30,000 downloads of the Hawai’i travel coupon from Interpark





2 OF 2
SUB-ACTIONS

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ACTION G

Invest in community-based programs that enhance quality of life for communities.

15

PROJECTS FUNDED IN 2022 THROUGH HTA'S COMMUNITY ENRICHMENT PROGRAM



RFP FOR FESTIVALS AND EVENTS OCCURRING BETWEEN FEBRUARY AND APRIL 2023 issued by the Island of Hawai'i Visitors Bureau. Three events were awarded funding.



COUNTY OF HAWAI'I DEPARTMENTS

working together to review and identify projects

ACTION H

Advocate/create more funding sources to improve infrastructure.



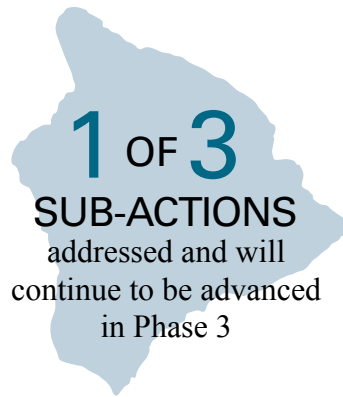
1 OF 3
SUB-ACTIONS

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HAWAI'I COUNTY COUNCIL MEMBERS HELD COMMUNITY

MEETINGS in late 2022 through early 2023 with a proposed bill that would amend the transient accommodations law in Hawai'i County. The council worked with the County's planning department to draft amendments to the transient accommodation rentals ordinance and solicited community feedback. Discussions are continuing.



1 OF 3
SUB-ACTIONS

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ACTION I

Improve enforcement of vacation rental regulations.