



# LĀNA‘I DESTINATION MANAGEMENT ACTION PLAN

## Phase 2 Report

The Lāna‘i Destination Management Action Plan (DMAP) was approved by the Hawai‘i Tourism Authority (HTA) Board of Directors in January 2021. The Maui Nui DMAP, which incorporates the Lāna‘i DMAP, was released to the public on March 4, 2021. 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 March 2022 through February 2023.

HTA works in partnership with Maui Visitors and Convention Bureau (MVCB) and the County of Maui’s Office of Economic Development and the Office of the Mayor’s Community Liaison for tourism. HTA thanks them for their support and partnership in moving the Lāna‘i DMAP actions forward. HTA also acknowledges other state and county agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.

## ACTION A

No action was taken in this area during Phase 2.

1 OF 1  
SUB-ACTION  
addressed in  
Phase 1

Engage partners to determine a path forward that will enhance interisland transportation options for both residents and visitors.



DISCUSSIONS HELD with Maui Visitors and Convention Bureau, Four Seasons and Pūlama Lānaʻi

4 OF 4  
SUB-ACTIONS  
addressed, one of which  
will continue to be  
advanced in Phase 3



LOVE LĀNAʻI CULTURAL EXCHANGE PROGRAM launched by Four Seasons Resort Lānaʻi in August 2022. The program is open to resort guests, Island Club members and Lānaʻi residents with reservations.

## ACTION B

Develop partnerships and programs with resorts and other tourism businesses to improve and enhance community relationships.

THIS ACTION WAS COMPLETED IN PHASE 1. The app is continually promoted by HTA and its partners.



## ACTION C

Enhance and encourage the use of the Lānaʻi Culture & Heritage Center's (LCHC) Guide App as a primary part of the travel protocol for traveling to the island.



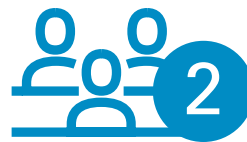
**MAUI VISITORS AND CONVENTION BUREAU** brought this action item to discussion during an in-person Lānaʻi Advisory Group meeting in February 2023. The group deemed this action not a priority to focus on. Hawaiʻi Tourism Authority and MVCB will continue to encourage sustainable events and for industry partners to support regenerative tourism practices.

**1 OF 1**  
SUB-ACTION  
addressed

## ACTION **D**

Encourage sustainable tourism practices on Lānaʻi.

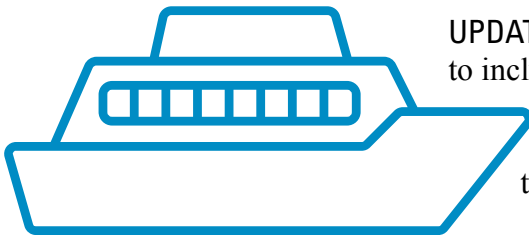
**3 OF 3**  
SUB-ACTIONS  
addressed and will  
continued to be  
advanced in Phase 3



**TWO LĀNAʻI  
ADVISORY GROUP**  
meetings held  
in-person

## ACTION **E**

Promote Lānaʻi City to increase spending that goes to residents and small businesses.



**UPDATED EXPEDITIONS FERRY WEBSITE**  
to include a day-trip itinerary, map of Lānaʻi City, and information on multiple ways to book transportation on Lānaʻi

**ONE SOCIAL MEDIA  
CAMPAIGN** launched with a focus on local economy and community-supported activities



**NEW PHOTO ASSETS**  
procured to reflect community-developed Lānaʻi brand





**5 OF 5**  
**SUB-ACTIONS**  
 addressed, of which two  
 will continue to be  
 advanced in Phase 3

# ACTION F

Encourage and enable visitors to plan a meaningful day-trip or stay on Lānaʻi that is respectful to the land, the people and the lifestyle on Lānaʻi.

**HAWAII TOURISM AUTHORITY BRAND GUIDELINES** posted to HTA's website. The update includes Lānaʻi's unique offerings which its community helped to identify.



**ONE MINERAL-ONLY SUNSCREEN DISPENSER** installed for free public use at Hulopoʻe Bay through partnership with Pūlama Lānaʻi

**1**



**NEW COMMUNITY-CREATED LĀNAʻI BROCHURE** featuring newly procured photos, community-supported messaging, a map of Lānaʻi City, a day-trip itinerary and a QR code for the Lānaʻi Guide app



**FIVE HI NOW THREE-MINUTE TELEVISION SEGMENTS** produced featuring Lānaʻi City, Lānaʻi Cat Sanctuary, Lānaʻi Guide app, and Lānaʻi Adventure Park. Condensed 30-second ad aired in key locations over

8 weeks, generating more than 500,000 impressions and nearly 70% video completion rate.

**PROMOTION OF THE LĀNAʻI CAT SANCTUARY**, the only Mālama Hawaiʻi nonprofit partner on Lānaʻi, which protects native bird species



## MĀLAMA LĀNAʻI DAY TRIP promoted by HTA's Global Marketing Team



**INFORMATION SHARED** on Hawaiʻi Tourism China's social channels totaling nearly 40,000 views and over 5,300 interactions



**TRAVEL AGENTS EDUCATED** during Japan mission in November 2022



**PRESS RELEASE** distributed to Canadian media database and Korea travel trade media and consumer e-newsletters to over 20,000 people



2 OF 2

**SUB-ACTIONS**

addressed, one of which will continued to be advanced in Phase 3



ONE MĀLAMA MAUI COUNTY PLEDGE VIDEO continues to play on Expeditions Ferry and on their website, and in-room at Four Seasons Resort Lānaʻi



17 VIDEOS ADDED TO THE NEW WEBPAGE on Expeditions Ferry's website, educating visitors about how to explore Lānaʻi responsibly

LĀNAʻI SECTION ON GOHAWAII.COM updated to reflect multiple DMAP messages articulated by the Lānaʻi Advisory Board



**ACTION G**

Develop and implement a process whereby visitors to Lānaʻi acknowledge to protect, respect, and learn about Lānaʻi cultural and natural resources, and community during their visit through the Mālama Maui County Pledge.

THIS ACTIVITY IS BEING MONITORED.  
It is currently not an issue.



**ACTION H**

Discourage activity companies from dropping off visitors who use Lānaʻi beaches and facilities without contributing to maintenance of the beaches and facilities.



## 6 EDUCATIONAL WEBINARS

held by Sustainable Tourism Association of Hawai'i (STAH) for marine/water-based tour operators to discuss various topics that support and enhance a thriving ocean across the Hawaiian Islands

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

## ACTION

Educate visitors on activities and events available on Lānaʻi focused on cultural and natural resources. These activities could include fish-pond restoration, koa tree planting, etc.

**2** PROGRAMS FUNDED through Hawai'i Tourism Authority's Aloha ʻĀina program totaling nearly \$50,000



LĀNA'I CULTURE & HERITAGE CENTER'S HANA KA LIMA PROJECT aims to help the community and students on Lānaʻi learn about the island's biocultural landscape through a series of workshops and a culminating biocultural event.



THE NATURE CONSERVANCY OF HAWAII'S ALOHA ʻĀINA MA UKA TO MA KAI PROJECT focuses ma kai (toward the ocean) at Mānele and Hulopoʻe Bays. Activities include data collection to inform policy and sustainable tourism, education, and volunteer and outreach programs such as docent training, service trips, monthly hikes and presentations.