



Destination Stewardship Branch Strategy Overview



Functional Statement

The Destination Stewardship Branch is responsible for implementing Destination Management and Regenerative Tourism strategies that advance HTA's mission.

SB 3364: “Destination Management” means a collaborative and coordinated process with public and private stakeholders to manage the various elements of a visitor destination to:

- (1) Create, implement, and monitor strategies that attract targeted visitor markets and improve visitor experiences;
- (2) Improve natural and cultural resources valued by both Hawaii residents and visitors;
- (3) Develop and maintain tourism-related infrastructure to prevent overcrowding and overtaxing sites and resources; and
- (4) Ensure that the provision of services enhances the visitor experience.

SB 3364: "Regenerative Tourism" means a tourism model that:

- (1) Is designed and carefully managed to bring net benefits to local communities and destinations; and
- (2) Implements an innovative and sustainable economic development plan to:
 - (A) Make net positive contributions;
 - (B) Create conditions that allow communities to flourish;
 - (C) Engage in collaborative efforts that provide visitors with genuine and meaningful experiences in Hawaii; and
 - (D) Improve destinations for current and future generations for the well-being of the environment, residents, indigenous communities, and visitors.

Strategies

- Foster collaboration between local communities, government agencies, and tourism stakeholders to ensure that the voices of residents are heard and respected.
- Implement community-based tourism initiatives that allow local residents to actively participate in and benefit from tourism activities.
- Develop educational programs aimed at increasing awareness among visitors about the destination's natural and cultural heritage, as well as the importance of responsible tourism practices through HTA's Visitor Education Post Arrival Marketing (VEPAM).
- Provide training and resources for tourism industry professionals to enhance their understanding of destination stewardship principles and practices.
- Promote regenerative tourism practices that go beyond sustainability to actively contribute to the restoration and regeneration of natural and cultural resources.



Strategies

- Utilize technology, such as online booking systems and real-time data monitoring, to better manage visitor flows and distribute tourism activities more evenly throughout the destination.
- Develop comprehensive crisis management plans to address emergencies, natural disasters, and other unforeseen events that may affect the destination's sustainability and resilience.
- Continue to support programs that assist visitors in crisis through the Visitor Assistance Programs.
- Provide training and support for tourism businesses and community organizations to effectively respond to crises and minimize their impact on the destination.
- Continue to implement programs that preserve and promote Hawai'i's multi-ethnic cultural heritage through HTA's Visitor Experience products.



Strategies

- Encourage businesses to adopt environmentally friendly practices, such as reducing waste, conserving water and energy, and supporting local conservation efforts.
- Implement visitor management strategies to prevent overcrowding and minimize the negative impacts of tourism on fragile ecosystems and communities.
- Forge partnerships with other destinations, organizations, and academic institutions to share best practices, research findings, and resources related to destination stewardship.
- Collaborate with international organizations and initiatives focused on sustainable tourism development to leverage their expertise and networks.
- Establish monitoring and evaluation mechanisms to track the progress of destination stewardship initiatives and assess their impact on the destination's sustainability and resilience.
- Collect data on key indicators, such as visitor satisfaction, environmental quality, and community well-being, to inform decision-making and future planning efforts.



MAHALO!