

# UPDATE ON THE EDA'S TRAVEL, TOURISM, AND OUTDOOR RECREATION NON- COMPETITIVE STATE TOURISM GRANT

Presented by  
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# TRAVEL AND TOURISM PROJECTS

# Tourism Recovery – Branding Campaign

- **Paid Digital Media Results**

- Amazon – 14.8 million impressions
- LG – 9.8 million impressions
- Roku – 9.3 million impressions
- Samsung – 8.6 million impressions

- **Paid Social Media Results**

- Facebook – 122 million impressions
- YouTube – 70 million impressions
- Instagram – 36 million impressions
- TikTok – 30 million impressions
- Pinterest – 21 million impressions

- **Budget: \$3.2 million**



Hawaii – gohawaii.com  
Sponsored

Find connection to Hawaiian culture through food with Chef Kyle Kawakami. Click to watch his full story.

*Kyle Kawakami*  
CHEF, MAUI FRESH STREATERY

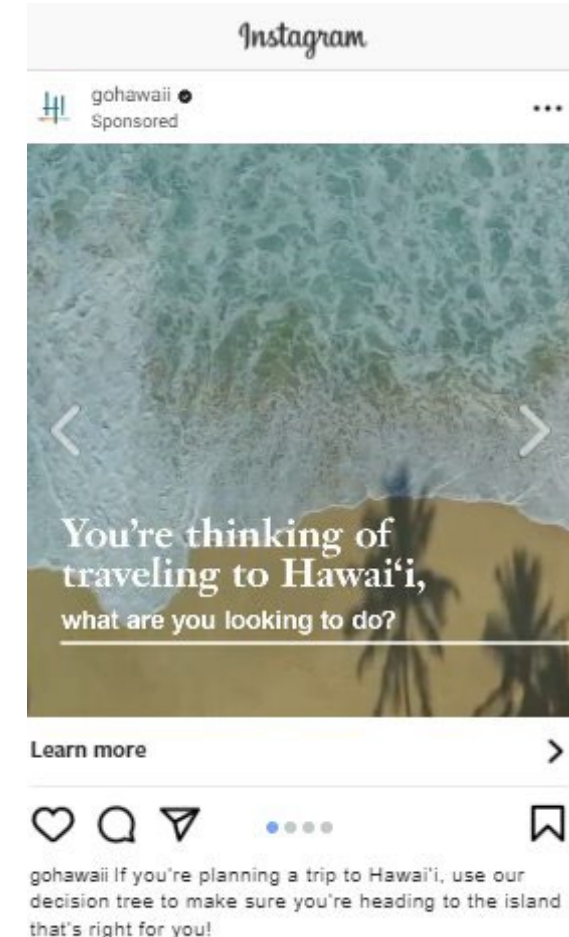
the beautiful destination

gohawaii.com  
Connect Through Cuisine

Watch more

295 12 comments 12 shares

Like Comment Share



Instagram

gohawaii  
Sponsored

You're thinking of traveling to Hawai'i, what are you looking to do?

Learn more

gohawaii If you're planning a trip to Hawai'i, use our decision tree to make sure you're heading to the island that's right for you!

# Tourism Recovery – Travel Trade Education Initiatives

- **In-market Travel Advisor Training**
  - 1,500 advisors via educational events
  - 200+ advisors through in-person appointments
  - 3,000+ advisors through Trade Shows
- **Additional Education Events**
  - June educational blitz (Denver and Salt Lake City)
  - Avoya Hawai‘i/South Pacific training event
  - Global Travel Marketplace (GTM)
  - Midwest Agents Selling Travel Conference (MAST)
  - ASTA Global Convention
  - Travel Leaders EDGE Conference
  - Signature Travel
  - Northern California and Pacific Northwest Ohana Events
- **Trade Collateral**



# Tourism Recovery Tactical Wholesaler Co-op Marketing

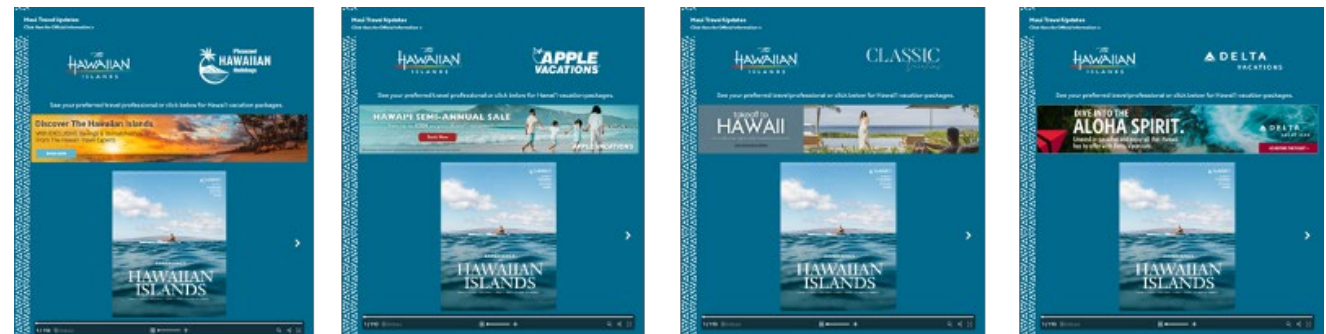
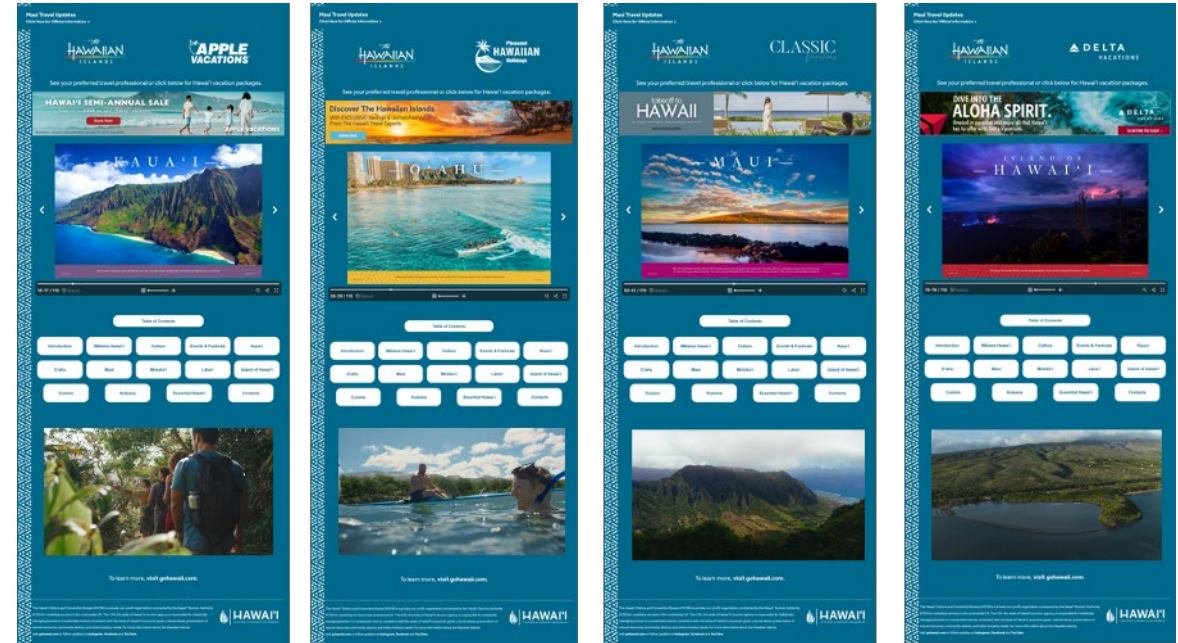
- **Co-Op Partners**

- Pleasant Holidays
- ALG/Apple Vacations
- Delta Vacations
- Classic Vacations
- Hawai'i Destinations

- **Results**

- Visitor Arrivals – 169,400
- Room Nights Booked – 77,010
- Visitor Expenditures -- \$45.5 M

- **Budget: \$750,000**



# Urban Trails

- Create unique and engaging experiences to connect residents and visitors to vibrant towns rich in culture and history.
- **Status:**
  - Waiting for approved content and updated route. Will be refurbishing markers along the Waikiki Historic Trail. Partnership with County, OVB and NaHHA. To be completed by end of 2025.
  - Will seek proposals for other areas in Q1 2025 for completion in 2026.
- **Budget:** \$750,000

# Expanding Agritourism Opportunities in Hawai'i

Hawai'i  
Agritourism  
Study

Agritourism  
Conference

Hawai'i  
Agritourism  
Plan

Agritourism  
Community  
Tourism  
Collaborative

- **Status:** Waiting for EDA approval
- **Proposed Timeline:**
  - Agritourism Study – completed in 3 months
  - Agritourism Conference – Held in April/May 2025
  - Hawaii Agritourism Plan – Completed by Q3 2025
  - Agritourism Community Tourism Collaborative – Q4 2026
- **Budget:** \$750,000





# OUTDOOR RECREATION PROJECTS



# Recreational Trails Research Project

## Research aims:

- (1) identify high risk trails based on human traffic, soil erosion, types of use (e.g., hiking, biking), and trail design
- (2) identify optimal actions to maintain trails for multiple uses, considering costs alongside social and environmental factors;
- (3) quantify willingness to pay for fee systems given user preferences

## Accomplishments in 2024:

- 5 in-person workshops to determine project scope, objectives, and trail management actions
- Statewide soil erosion modeling
- Collected data for trail vulnerability & economic assessments
- Weekly virtual planning meetings

Timeline: Project is set to be finished by December 31, 2026

Budget: \$1.1M



# NĀ MANU ‘ELELE STEWARD PROGRAM

## HAWAI‘I ISLAND

- Miloli‘i CBSFA
- Various NAH trails:
- Kaulana Manu Trail
- Kaumanā Trail
- Onomea & Donkey Trail
- Pololū Valley
- Puna Trail
- Pu‘u Huluhulu
- Pu‘u Ō‘ō

## MAUI

- Kīpahulu CBSFA
- Various NAH Trails:
- ‘Ohai Loop Trail
- Polipoli Trail
- Waihe‘e Rodge Trail
- Waihou Spring Trail
- Waikamoi Trail

## O‘AHU

- Kaneohe Bay CBSFA
- Various NAH trails:
- ‘Aihualama Trail
- Kalāwahine
- Ka‘iwa Ridge Trail
- Kanealole Trail
- Mānoa Falls Trail
- Makiki Arboretum Trail
- Makiki Valley Trail
- Maunalaha Trail
- Pauoa Flats Trails
- Pu‘u Pia Trail
- Tantalus Arboretum Trail
- ‘Ualaka‘a Trail
- Waimano Trail

The Nā Manu ‘Elele Steward program is a collaboration between DLNR and KUPU. This program was created in an effort to mitigate unwanted behaviors by trail users. Stewards engage with the public and share the history and hazards of their site.

The budget of **\$3.85 million** will last until the end of 2026. The hiring capacity of this program is for employment of 24 full-time stewards. **There are currently 25 stewards employed statewide.**

### Challenges :

- Response capacity of enforcement
- Hiring
  - Maui fire - limited job market
  - Kaua‘i wages – cost of living is high

### Outcomes:

A goal of this program is to provide community empowerment for those connected to the sites. Results would include the implementation of site-specific management practices.



## IMPACTS

- Since May 2024, stewards have collectively engaged with an approximate 160,000 users.
- Implementation of standardized data collection statewide.
- Data collection for statewide trail capacity project.
- Prevention of injuries = Less rescues.
- Prompt first aid response time.
- Assisting DOCARE and HPD by reporting infractions.
- Community engagement.
- Public education and outreach.
- Communication and collaboration between: Nā Ala Hele, KUPU, Division of Aquatic Resources, Makai Watch program, Community Based Subsistence Fishing Areas, DOCARE, Hawaii Fire Department and the Hawaii Police Department.



# Ala Kahakai National Historic Trail

## Interpretive Plan

### Research

- Extensive research on historical records and studies.
- Engagement with community members, partners, and lineal descendants.

### Planning

- Establishment of a detailed interpretive signage plan.
- Development of historic and culturally significant information that will be displayed.

### Feature Designing

- Implementation of interpretive signage, kiosks, and trail signs to highlight specific features.
- Utilizing tools to establish digital engagement.

Budget:

\$300,000

Completion:

End of 2025

Project area length

180 miles

Partners:

Ala Kahakai National Historic Trail  
HIDOT Highways,  
HI County Parks  
Local Communities

# NĀPU‘U RECREATION PLAN

## Background

The Nāpu‘u region is composed of the Pu‘uwa‘awa‘a Forest Reserve and Pu‘uanahulu Game Management Area of North Kona.

- Project area is approximately 108,000 acres.
- Project budget is \$400,000.

## Preliminary Research

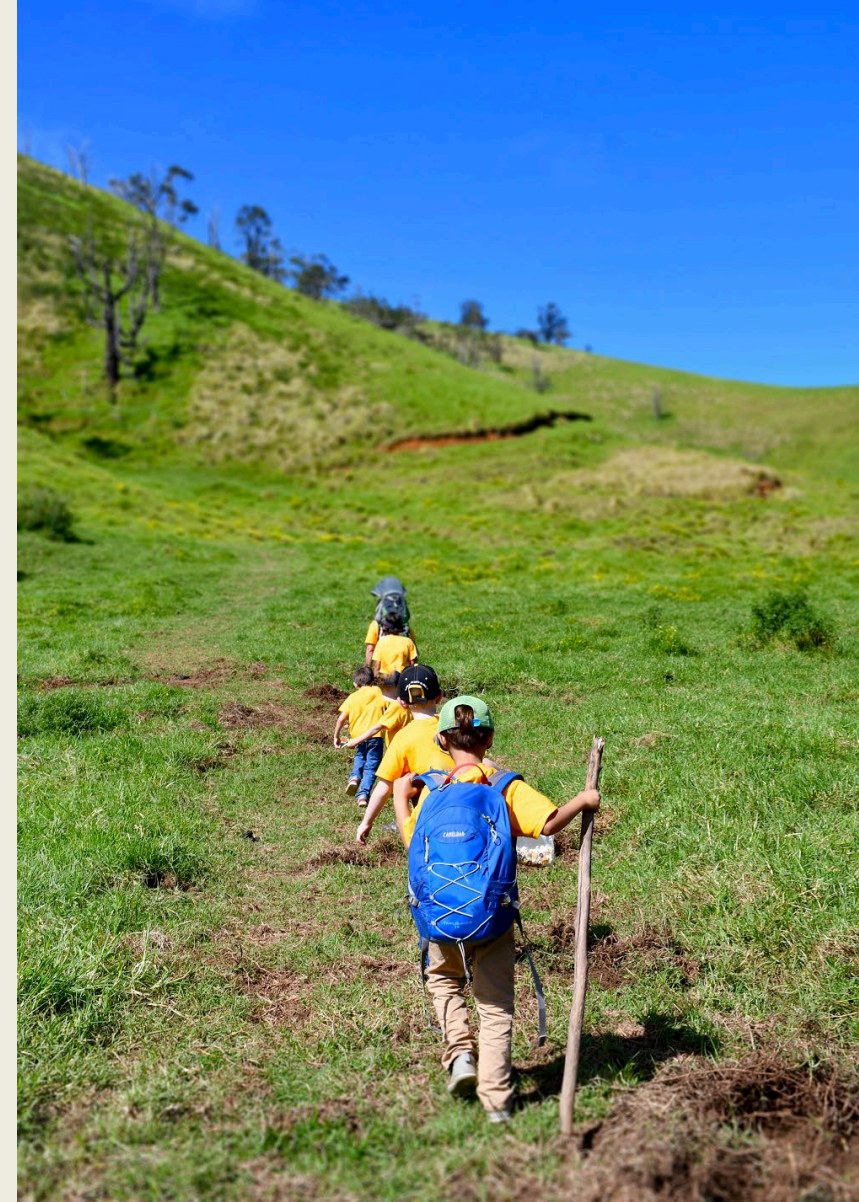
- Inventory of all existing resources that have the potential to be repurposed or reconstructed.
- Research of historic records.
- Analyzing components of potential recreational activities.

## Engagement

- Consultation with descendent families.
- Consultation with stakeholders.
- Public input sessions.
- Conduction of surveys.

## Output

- Recreation plan for the Nāpu‘u region.
- Findings of cultural and historic research.
- Recommendations from stakeholders/ all user groups.
- Compliance documents for implementation of recreational features.
- Interpretive and signage plan.
- Project must be completed in entirety by June 30, 2026.



# Equipment and Educational Materials

Division of Conservation and Resource Enforcement (DOCARE)

## Project Summary:

Purchase gear for equipping our Conservation Enforcement Officers and procuring educational and outreach materials for distribution to the public

## Accomplishments:

New badges and outreach materials have been purchased

## Challenges:

Procuring appropriate vendors for the types of equipment and materials needed

Completion:  
End of 2025

Budget:  
\$400,000



# Day Use Mooring Buoy Program \$400,000

## TASKS

- 1: Update statewide inventory of day-use mooring buoys
2. Update and revise DLNR DMB Management Plan
3. Develop and maintain online database of moorings and maintenance status for South Maui and Molokini DMBs ("Maui Pilot")
4. Inspect Maui Pilot moorings twice annually.
5. Maintain Maui Pilot moorings (repair and replace)
6. Develop and implement a communication plan to engage DMB users
7. Develop capacity for maintenance and inspection statewide using BMPs developed under the Maui Pilot

## Accomplishments

*Tasks 1 – 7 were subawarded to the nonprofit Malama Kai Foundation, who have developed a public-facing website for beta testing, completed the first round of inspections and repairs for the Maui pilot, and are updating the DMB management plan. **Timeline: Completion June 2026***



# O'ahu Coral Restoration Enhancement

Division of Aquatic Resources (DAR) Hawai'i Coral Restoration Nursery (HCRN)

**Project Summary:** Plant 80 - 100 nursery-grown native Hawaiian corals at existing Kewalo and/or Maunalua Bay SCUBA dive sites as educational restoration for visitors and residents

- Obj 1: Integrate stakeholder input into coral restoration plan.
- Obj 2: Implement site-specific coral restoration plans within existing Kewalo and/or Maunalua Bay recreational SCUBA dive sites.
- Obj 3: Provide outreach and education engagements with Hawai'i's communities.

## Accomplishments

- **Obj 1.** Formed the engagement team, identified stakeholders, completed outplant site assessments at Kewalo dive sites, finalizing a stakeholder engagement contractor.
- **Obj 2.** Started growing 40 coral pyramid modules from coral that would appropriate to outplant at either proposed restoration site.
- **Obj 3.** Created and implemented a new Coral Nursery Internship program for students, worked with partners to create educational materials and reached over 1,000 individuals in outreach and community events, worked with local educators to develop student-led coral restoration projects in the classroom.

**Challenges:** Delays in securing a stakeholder engagement contractor pushed stakeholder meetings to early 2025.

**Timeline:** Completed by Dec 31, 2026

**Budget:** \$750,000

