



# KAUA'I DESTINATION MANAGEMENT ACTION PLAN

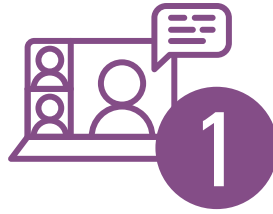
## Phase 1 Report

The Kaua'i Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority's (HTA) board of directors in December 2020 and made available to the public on February 5, 2021. The DMAP is a community-based plan, divided into three, year-long phases. There are 9 high-level actions with 34 sub-actions in Phase 1. This report highlights the collective initiatives in Phase 1.

HTA works with the County of Kaua'i's Office of Economic Development and the Kaua'i Visitors Bureau (KVB). HTA also provided funds to the Hawai'i Visitors and Convention Bureau/KVB to hire a Destination Manager to assist HTA in implementing the DMAP. The Destination Manager came on board in October 2021. HTA acknowledges the other state, county and federal agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.

# 7 OF 7 SUB-ACTIONS

addressed. Six will continue to be advanced in Phase 2. One has been completed.



**1** WORKSHOP WEBINAR HELD to address illegal commercial photography on state and county park properties



COUNTY COUNCIL INTRODUCED BILL to charge parking fees at three specific parks that are heavily used



PROMOTED DEPARTMENT OF LAND AND NATURAL RESOURCES' DLNRtip APP VIA SOCIAL MEDIA. This app provides the user the ability to submit anonymous tips to the DLNR's Division of Conservation and Resources Enforcement



HTA, KVB, COUNTY OF KAUA'I AND OTHER PARTNERS submitted and rallied testimony during the 31st State Legislature (2022) to advocate for increased ranger presence and resources

**1** 'PORTS OF ENTRY BIOSECURITY' JOINT PROJECT between DLNR and the State Department of Transportation's Airports and Harbors Divisions

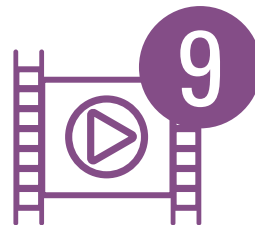
**3** COUNTY PARK RANGER POSITIONS ADDED



EDUCATION AND AWARENESS OF APPROPRIATE BEHAVIOR DONE VIA SOCIAL MEDIA POSTS by HTA, KVB, and HTA's Global Marketing Team



**1** CONTRACT ISSUED WITH SUSTAINABLE TOURISM ASSOCIATION OF HAWAII to educate tour operators and boating companies about proper etiquette to deter ocean and reef pollution. A workshop is scheduled for May 2022



**9** AIRLINES PLAYING MĀLAMA HAWAII VIDEOS Air Canada, Alaska Airlines, American Airlines, ANA, Hawaiian Airlines, Japan Airlines, Southwest Airlines, United Airlines, WestJet

Hawai'i Tourism Authority, County of Kaua'i, Kaua'i Visitors Bureau, Department of Land and Natural Resources, Department of Transportation-Harbors, HTA's Global Marketing Team (United States, Japan, Canada, Korea, Australia, New Zealand, China)

# ACTION A

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

# 4 OF 5 SUB-ACTIONS

addressed and will continue to be advanced in Phase 2



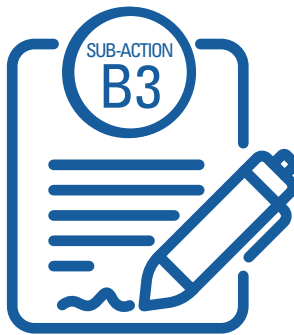
HTA, KVB, COUNTY OF KAUA'I AND OTHER PARTNERS SUBMITTED AND RALLIED TESTIMONY during the 31st State Legislature (2022) to advocate for increased ranger presence and resources



HTA, KVB AND THE COUNTY CONTINUE TO DEVELOP RELATIONSHIPS and stay connected with the various divisions within DLNR

# ACTION B

Collaborate with State of Hawai'i Department of Land and Natural Resources (DLNR) to develop and implement policies to increase monitoring and enforcement efforts.



STEERING COMMITTEE AGREED TO REFINE SUB-ACTION B3 to "Provide updates to DLNR and ensure that DLNR staff have the latest updates and briefs"



## COUNTY STEWARDSHIP AGREEMENTS

- Poli'ahu
- Kānei'olouma
- Makauwahi
- Hikinaakalā
- Polihale



KVB IS WORKING WITH DLNR to keep its "Do Not Promote" list current

Hawai'i Tourism Authority, County of Kaua'i, Kaua'i Visitors Bureau, Department of Land and Natural Resources

5 OF 5

SUB-ACTIONS

addressed. Four will continue to be advanced in Phase 2. One has been completed.



DISCUSSIONS TAKING PLACE IN BUILDING RESOURCE of Hawaiian culture practitioners at hotels/resorts and working with Native Hawaiian Hospitality Association’s Nā Lamakū

ACTION C

Invest in Hawaiian cultural programs and identify funding sources that enhance the visitor experience and connect both tourism and communities.

3



HTA RFPs ISSUED

- Kūkulu Ola Program
- Community Enrichment Program
- Aloha ‘Āina Program

5

PROJECTS FUNDED

- E Kanikapila Kākou
- Waimea Town Celebration
- Kaua‘i Songwriters Music Festival
- ‘Ele‘ele Endangered Wildlife Mural
- Mālama Ka ‘Āina No Na Hanauna Mua



1

OF

3

VIDEOS PRODUCED TO EDUCATE VISITORS about the cultural values and respecting the ‘āina and ocean. The remaining two videos are set for completion in Q2 2022.

Hawai‘i Tourism Authority, County of Kaua‘i, Kaua‘i Visitors Bureau, Native Hawaiian Hospitality Association, Hawai‘i Community Foundation, Garden Island Arts Council, Historic Waimea Theater & Cultural Arts Center, Arts Kaua‘i, Kōke‘e Resource Conservation Program



HTA, County, KVB and Department of Land and Natural Resource’s State Parks Division and Nā Ala Hele Trails – Kaua‘i office are in communications regarding hotspot areas

5 OF 5 SUB-ACTIONS

addressed and will continue to be advanced in Phase 2

ACTION D

Focus policies that address overtourism by managing people while on Kaua‘i.

COUNTY CONTINUES EFFORTS to shut down illegal transient vacation rentals



1

“SYMPHONY DASHBOARD” and use of Ubermedia data to track hotspots



1

“CHANNEL MANAGER SYSTEM” FUNDING provided to develop a system that will sit on top of other reservations systems, like Department of Land and Natural Resources’ Hā‘ena State Park Reservation System

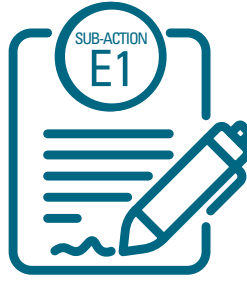


Hawai‘i Tourism Authority, County of Kaua‘i, Kaua‘i Visitors Bureau, Department of Land and Natural Resources, Department of Business, Economic Development and Tourism

4 OF 4

**SUB-ACTIONS**

addressed and will continue to be advanced in Phase 2



**STEERING COMMITTEE REVISED SUB-ACTION E1** to read “Foster and promote diverse mobility choices for visitors”

**ACTION E**

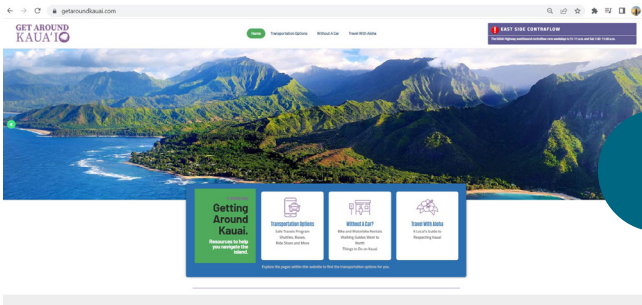
Encourage low-impact green rides to improve the visitor experience, reduce island traffic, increase small business opportunities, and meet climate action goals.



**COUNTY OF KAUA'I LOOKING TO CHARGE PARKING FEES** at three county parks



**MOBILITY HUBSTUDY** planned for east side of Kaua'i by the County



1

**GETAROUNDKAUAI.COM WEBSITE LAUNCHED** in June 2021 by the County. The goal of this website is to provide residents and visitors with the resources to make more sustainable transportation choices

Hawai'i Tourism Authority, County of Kaua'i, Kaua'i Visitors Bureau, Royal Coconut Coast Association

1



**RESIDENT COMMUNICATIONS CAMPAIGN PLAN** developed by the Kaua'i Visitors Bureau

1 OF 1

**SUB-ACTION** addressed and will continue to be advanced in Phase 2

**ACTION F**

Increase communication, engagement and outreach efforts with the community, visitor industry, and other sectors.



1

**DMAP COMMUNICATIONS PLAN** developed by the Hawai'i Visitors and Convention Bureau with Kaua'i Visitors Bureau

Hawai'i Tourism Authority, County of Kaua'i, Kaua'i Visitors Bureau, Hawai'i Visitors and Convention Bureau

1 OF 1

### SUB-ACTION

addressed and will continue to be advanced in Phase 2



HTA'S GLOBAL MARKETING TEAM shares all statewide Mālama Hawai'i and Kuleana/Travel Tips videos in their markets

1

### AIRPORT CAMPAIGN

providing messaging about being a responsible visitor being funded and will roll out in April 2022



1

OF

3

VIDEOS PRODUCED TO EDUCATE VISITORS about cultural values and respecting the 'āina and ocean. The remaining two videos are set for completion in Q2 2022.

# ACTION G

Develop educational materials for visitors and new residents to have respect for our local cultural values.

THE ORGANIZATION, LEADERSHIP KAUA'I, is working with Kaua'i Visitors Bureau and Kaua'i Chamber of Commerce to produce educational materials for new residents and visitors



100,000 COPIES OF COVID-19 HEALTH AND SAFETY BROCHURES distributed at Līhu'e Airport

Hawai'i Tourism Authority, County of Kaua'i, Kaua'i Visitors Bureau, Hawai'i Visitors and Convention Bureau, HTA's Global Marketing Team (United States, Japan, Canada, Korea, Australia, New Zealand, China)

1 OF 1  
SUB-ACTION

addressed and will continue to be advanced in Phase 2



COUNTY SUPPORT FOR KAUA'I MADE POP-UP EVENTS throughout 2022

ACTION H

Promote "Shop Local" to visitors and residents.

OPEN

ALAKOKO STOREFRONT OPENED in January 2022



HTA'S GLOBAL MARKETING TEAM is building and promoting "buy local" and "made in Hawai'i" type of products and programs

ALAKOKO

Located in Downtown Līhu'e, Alakoko provides a physical and online shop for locally designed and handcrafted products. The nonprofit strives to strengthen Kaua'i's circular economy and the connection of small businesses and the community. They also offer workshops on small business mentorship and product photography, and support events such as the Downtown Līhu'e Night Market.



Hawai'i Tourism Authority, County of Kaua'i, Kaua'i Visitors Bureau, Hawai'i Visitors and Convention Bureau, HTA's Global Marketing Team (United States, Japan, Canada, Korea, Australia, New Zealand, China)



HAWAII FARM TRAILS APP to connect visitors and residents with agritourism

1 OF 1  
SUB-ACTION

addressed and will continue to be advanced in Phase 2

ACTION I

Support Diversification of Other Sectors.



COUNTY NEW ORDINANCE PASSED which allows farmers to sell produce and other goods from their agricultural lands, and value-added agriculture products



2

CAPACITY-BUILDING AGRITOURISM TOURS held to cultivate agritourism ventures

Hawai'i Tourism Authority, County of Kaua'i, Hawai'i Farm Trails, GoFarm Hawai'i, O'ahu Resource Conservation and Development Council, Hawai'i Agritourism Association