



LĀNA‘I DESTINATION MANAGEMENT ACTION PLAN

Phase 1 Report

The Lāna‘i Destination Management Action Plan (DMAP) was approved by the Hawai‘i Tourism Authority’s (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 in three year-long phases. There are 9 high-level actions and 23 sub-actions in Phase 1. This report highlights the collective initiatives made in Phase 1.

HTA works in partnership with the County of Maui’s Office of Economic Development, Office of the Mayor’s Community Liaison for tourism, and the Maui Visitors and Convention Bureau (MVCB). HTA also provided funds to the Hawai‘i Visitors & Convention Bureau/ MVCB to hire a Destination Manager to assist HTA in implementing the DMAP. The Destination Manager came on board in August 2021. HTA continues to coordinate with other state and county agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.

ACTION A

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

1 OF 1
SUB-ACTION
addressed, which
will continue
in Phase 2

AIRPORT: The County is working with U.S. Representative Kai Kahele's office on this item. Lāna'i is designated a rural airport only, therefore it does not have Essential Air Status (EAS) designation. This situation continues to be monitored. EAS designation and Rural designation can assist with pricing. It is recommended that residents contact Rep. Kahele's office to further advocate.



County of Maui

ACTION B

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

2 OF 4
SUB-ACTIONS
addressed, which will
continue in Phase 2

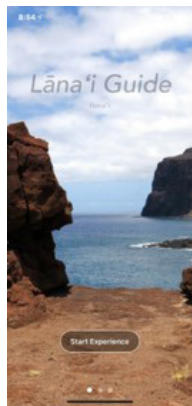
This action is currently being worked on. In its early stages, the community and hotel were hesitant due to the pandemic and related staffing shortages. Efforts were placed on hold until the beginning of 2022, and the Maui Visitors and Convention Bureau have since then resumed discussions on this matter.



Maui Visitors and Convention Bureau, Four Seasons Lāna'i



THE ENHANCED LĀNA'I GUIDE APP HAS BEEN UPDATED. Encourage all Lāna'i businesses to promote the app and encourage all visitors pre- and post-arrival to download and use it.



“Providing educational opportunities, like the guide app, to visitors to the island is a major part of working towards a sustainable tourism model that respects local communities and the biocultural landscape. We hope that the more visitors learn about the place they are visiting, the more enriching their visit will feel and the more conscientious they will be as they traverse the landscape.”

– Shelly Preza, Executive Director, Lāna'i Culture & Heritage Center

Hawai'i Tourism Authority, Lāna'i Culture & Heritage Center

4 OF 4
SUB-ACTIONS
addressed and completed

ACTION C

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



OPPORTUNITIES IDENTIFIED through Pūlama Lāna'i and Lāna'i Culture & Heritage Center



1

MINERAL-ONLY SUNSCREEN DISPENSER to be installed at Hulopo'e Beach



1

PARTNERSHIP TO MOVE THIS ACTION
Maui Visitors and Convention Bureau is working with Department of Land and Natural Resource's Division of Aquatic Resources to support its 30 x 30 Benchmarks to manage 30% of nearshore waters statewide by 2030.

Maui Visitors and Convention Bureau, Department of Land and Natural Resources, Hulopo'e Beach Council

1 OF 1
SUB-ACTION
addressed and will continue to be worked on in Phase 2

ACTION D

Encourage sustainable tourism practices on Lāna'i.

3 OF 3

SUB-ACTIONS

addressed, and will continue to be worked on in Phase 2

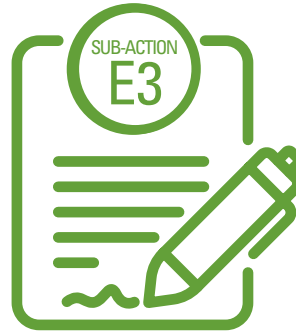


LĀNA'I ADVISORY BOARD FORMED

New day-trip itineraries developed, enhancements made to Lāna'i webpages of GoHawaii.com

ACTION E

Promote Lāna'i City to increase spending that goes to residents and small businesses.



COMMITTEE REFINES SUB-ACTION E3 TO READ:

“Create awareness of transportation opportunities to Lāna'i City from the harbor and airport.”

Maui Visitors and Convention Bureau will increase education/communication to inform day-trip visitors of private transportation companies available to take them from the harbor to Lāna'i City.

Maui Visitors and Convention Bureau

MĀLAMA MAUI COUNTY PLEDGE VIDEO playing on Expeditions Ferry

MĀLAMA MAUI COUNTY PLEDGE BROCHURES developed and distributed to businesses to hand out



5 OF 5
SUB-ACTIONS

addressed and will continue to be worked on in Phase 2

ACTION F

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

1 ADVISORY GROUP FORMED TO GUIDE MESSAGING of Lāna'i City and suggested regenerative tourism activity ideas

- Online and social media content being developed by MVCB
- New day-trip itineraries developed

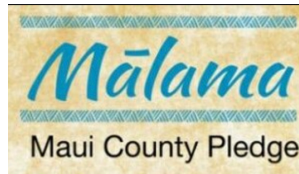


DIGITAL KIOSK installed at the Lāna'i Airport in the summer of 2021. Due to extreme lack of use, it was removed in March 2022.

County of Lāna'i, Maui Visitors and Convention Bureau, Hawai'i Tourism Authority, Expeditions Ferry, Lāna'i businesses that are distributing the Mālama Maui County Pledge

2 OF 2 SUB-ACTIONS

addressed. One has been completed and the other will continue in Phase 2.



MĀLAMA MAUI COUNTY PLEDGE VIDEO produced by Maui Visitors and Convention Bureau (MVCB) available online, pushed via social media, and playing on Expeditions Ferry

MĀLAMA MAUI COUNTY PLEDGE BROCHURE developed by MVCB and provided to Lānaʻi businesses to distribute

1 **MĀLAMA LĀNAʻI SERVICE DAY-TRIP PROGRAM** organized through partnership with Sail Trilogy, Pūlama Lānaʻi and Expeditions Ferry. This program will begin in May 2022.



LĀNAʻI ADVISORY BOARD FORMED and suggested messaging and activities

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.

County of Maui, Maui Visitors and Convention Bureau, Hawaiʻi Tourism Authority, Expeditions Ferry, Lānaʻi businesses that are distributing the Mālama Maui County Pledge, Sail Trilogy, Pūlama Lānaʻi



MVCB PARTICIPATED IN HULOPOʻE ADVISORY MEETINGS

Through discussions with community members, Maui Visitors and Convention Bureau determined that the issue is more about commercial water activities. Residents do not want commercial activities in their waters. As such, Action H will be refined to address this.



**1 OF 1
SUB-ACTION**
addressed and will continue to be advanced in Phase 2

ACTION **H**

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

Maui Visitors and Convention Bureau

2 OF 2 SUB-ACTIONS

addressed and
will continue
to be advanced
in Phase 2

1 ORGANIZATION ADDED TO MĀLAMA HAWAI'I PROGRAM

- Lāna‘i Cat Sanctuary



2 RFPs ISSUED

- Hawai‘i Tourism Authority’s Aloha ‘Āina Program
- Hawai‘i Tourism Authority’s Community Enrichment Program

ACTION I

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

2

PROJECTS MOVING ACTION I FORWARD

- Lāna‘i Culture and Heritage Center’s Biocultural Landscape Program
- Lāna‘i Culture and Heritage Center’s Our Living History: Lāna‘i Digital Archive

Hawai‘i Tourism Authority, Maui Visitors and Convention Bureau, Lāna‘i Cat Sanctuary, Lāna‘i Culture and Heritage Center