



MOLOKA'I DESTINATION MANAGEMENT ACTION PLAN

Phase 1 Report

The Moloka'i Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority's (HTA) board of directors in December 2020. The Maui Nui DMAP which incorporates the Moloka'i DMAP was made available to the public on March 4, 2021. The DMAP is a community-based plan, divided into three, year-long phases. There are 6 high-level actions with 11 sub-actions in Phase 1. This report highlights the collective initiatives in Phase 1.

HTA works 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. In addition, HTA also acknowledges the other state, county and federal agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.



ALOHA AMBASSADOR VOLUNTEER PROGRAM at Moloka‘i Airport is being developed

1 OF 3
SUB-ACTIONS

addressed. One has been completed and the others will advance in Phase 2

ACTION **A**

Develop communication and education programs to encourage responsible visitor behaviors.

Hawai‘i Tourism Authority, State of Hawai‘i Department of Transportation, Airports Division and some Moloka‘i Steering Committee members

1 OF 1
SUB-ACTION

addressed and completed. Two sub-actions in Phase 2 began and will continue in Phase 2



COUNTY OF MAUI’S OFFICE OF ECONOMIC DEVELOPMENT held business/organizational capacity webinars through the Kuha‘o Business Center on Moloka‘i.

3 HTA RFPs ISSUED



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

ACTION **B**

Support the growth of Moloka‘i businesses by encouraging new product development focused on regenerative tourism, while continuing support of traditional leisure tourism, to increase jobs for residents.

Hawai‘i Tourism Authority, County of Maui

ACTION C

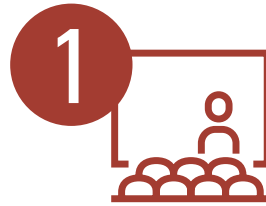
Promote Moloka‘i to attract kama‘āina and specific visitor segments who appreciate and understand the Moloka‘i lifestyle.

2 PROJECTS FUNDED

- Moloka‘i Paniolo Heritage Kamehameha Rodeo and Workshops
- Moloka‘i Holokai Ho‘olaule‘a

2 OF 2 SUB-ACTIONS

addressed and will continue to be advanced in Phase 2



1 MOLOKA‘I ADVISORY GROUP FORMED (now called Moloka‘i Task Force – merging of Moloka‘i Advisory Group and Steering Committee). Two meetings held.

2 HTA RFPs ISSUED



to support agritourism and cultural tourism activities

- Community Enrichment Program
- Kūkulu Ola Program

Hawai‘i Tourism Authority and its Global Marketing Team (United States, Japan, Canada, Korea, Australia, New Zealand, China), County of Maui, Youth in Motion, Council for Native Hawaiian Advancement

ACTION D

Enhance resident-visitor relations by strengthening existing cultural/community-based organizations and activities.

2 OF 3 SUB-ACTIONS

addressed and all will continue to advance in Phase 2

4 PROJECTS FUNDED

- Moloka‘i Paniolo Heritage Kamehameha Rodeo and Workshops
- Moloka‘i Holokai Ho‘olaule‘a
- Keawanui Food System Revitalization Project
- Critical Habitat Improvements within the Anapuka Predator Proof Fence Project

3 HTA RFPs ISSUED



to support voluntourism, restoration, and events-type of projects

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

1 BUSINESS ADDED TO MĀLAMA HAWAI‘I PROGRAM growing the number of industry partners and community organizations that offer unique volunteer opportunities

Hawai‘i Tourism Authority, County of Maui, Youth in Motion, Council for Native Hawaiian Advancement, ‘Āina Momona, Moloka‘i Land Trust, Hotel Moloka‘i

ACTION E

Provide accommodations that meet the needs of the target segments.

1 OF 1

SUB-ACTION

addressed and will continue to advance in Phase 2

Maui Visitors and Convention Bureau reached out to community members who identified Mālama Park as a community infrastructure in need.



Maui Visitors and Convention Bureau

ACTION F

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

1 OF 1
SUB-ACTION

addressed and will continue to advance in Phase 2

The County has been working with Congressman Kai Kahele's office to examine how to get Moloka'i Airport designated as "Essential Air Service." It is recommended that residents contact Rep. Kahele's office to further advocate.



County of Maui