



KAUAʻI DESTINATION MANAGEMENT ACTION PLAN

Phase 1 Report

The Kauaʻi Destination Management Action Plan (DMAP) was approved by the Hawaiʻi 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 Kauaʻi's Office of Economic Development and the Kauaʻi Visitors Bureau (KVB). HTA also provided funds to the Hawaiʻi 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

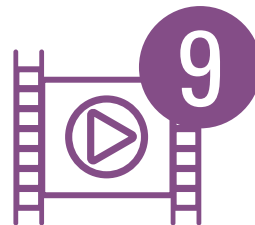
3 COUNTY PARK RANGER POSITIONS ADDED



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



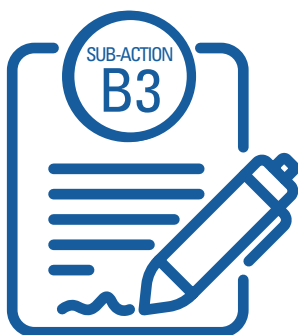
HTA, KVB, COUNTY OF
KAUA'I AND OTHER
PARTNERS SUBMITTED
AND RALLIED TESTIMONY
during the 31st State
Legislature (2022) to
advocate for increased
ranger presence and
resources



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"



5

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

COUNTY CONTINUES EFFORTS to shut down illegal transient vacation rentals



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.



1

"SYMPHONY DASHBOARD" and use of Ubermedia data to track hotspots



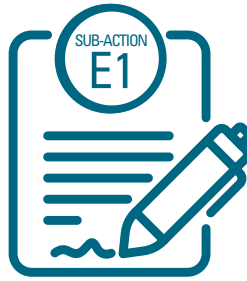
1

"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



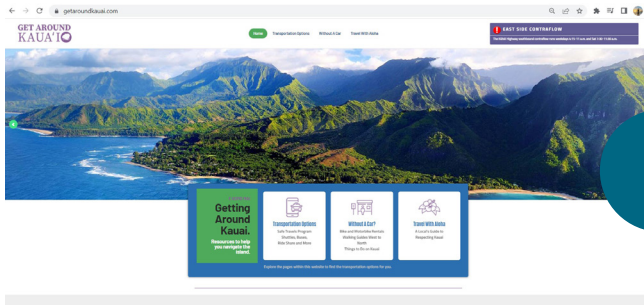
**STEERING COMMITTEE
REVISED SUB-ACTION E1**
to read “Foster and
promote diverse mobility
choices for visitors”

ACTION E

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



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.



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

ACTION G

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



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 KAUAI MADE POP-UP EVENTS throughout 2022

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

ACTION H

Promote "Shop Local" to visitors and residents.



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)



HAWAI'I 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