



O'AHU DESTINATION MANAGEMENT ACTION PLAN

Phase 1 Report

The O'ahu Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority's (HTA) board of directors in July 2021 and made available to the public on August 31, 2021. The DMAP is a community-based, three-year plan, divided into three phases. Each phase is one year long. This report highlights the collective initiatives in Phase 1.

HTA works in partnership with the City and County of Honolulu's Office of Economic Revitalization and the O'ahu Visitors Bureau (OVB). HTA also provided funds to the Hawai'i Visitors and Convention Bureau/OVB to hire a Destination Manager to assist HTA in implementing the DMAP. The Destination Manager came on board in September 2021. In addition, HTA continues to coordinate and collaborate with other state agencies, such as the Department of Land and Natural Resources, as well as nonprofit organizations and businesses.



2 OF 3 SUB-ACTIONS

addressed and will continue to be advanced in Phase 2

ACTION A

Decrease the total number of visitors to O'ahu to a manageable level by controlling the number of visitor accommodations and exploring changes to land use, zoning and airport policies.

HONOLULU CITY COUNCIL PASSED BILL 41 which regulates short-term vacation rentals, including improved enforcement. County Ordinance No. 22-7 scheduled to go into effect in October 2022.

Hawai'i Tourism Authority, City and County of Honolulu, O'ahu Visitors Bureau, Hawai'i Visitors and Convention Bureau

6 OF 6 SUB-ACTIONS

addressed. Five will continue to be advanced in Phase 2

200+

State Department of Transportation, Airports Division staff received NaHHA cultural training

76



CULTURAL AND EDUCATIONAL TRAINING SESSIONS conducted by Native Hawaiian Hospitality Association (NaHHA)

ACTION B

Implement a pre- and post-arrival tourism communications program to encourage respectful and supportive behavior.



Mālama Hawai'i and Kuleana Travel Tips videos shared via owned and partner social media channels. Industry hotel and airline partners also sharing out Mālama Hawai'i videos.



- Post-arrival behavioral messaging on Waze driving app
- Communication on park reservations systems
- Enhanced GoHawai'i app includes local etiquette, resource protection, and reservation systems. Promoted app in English-speaking countries.

HTA'S PONO TRAVEL EDUCATION PROGRAM at Daniel K. Inouye International Airport and all major airports statewide includes Kuleana and Mālama messaging, as well as Ocean Safety videos at available prime locations to reach most of the traveling public.



Hawai'i Tourism Authority, Global Marketing Team, O'ahu Visitors Bureau, Department of Land and Natural Resources, City and County of Honolulu, Native Hawaiian Hospitality Association, The Kāhala Hotel & Resort, Ko Olina Resort Association

4 OF 7

SUB-ACTIONS

addressed and will continue to be advanced in Phase 2

4

PROGRAMS FUNDED through HTA's Aloha 'Āina Program to address O'ahu's hotspots



HTA ADVOCATED FOR INCREASED FUNDING AND RESOURCES for the Department of Land and Natural Resources (DLNR) during the 2022 Hawai'i State Legislative Session



RESERVATION SYSTEMS at Hanauma Bay Nature Preserve and Diamond Head (Lē'ahi) State Monument implemented



MAUNAWILI FALLS MASTER PLAN being developed by DLNR



THROUGH HTA'S KŪKULU OLA PROGRAM, the Historic Hawai'i Foundation received funding to carry out NATIVE Act Stewardship Training for Native Hawaiian Site Protection and Restoration

ACTION C

Identify sites and implement stewardship plans for key hotspots on O'ahu.

Department of Land and Natural Resources, Hawai'i Tourism Authority, City and County of Honolulu, O'ahu Visitors Bureau



BILL 47 introduced by the Honolulu City Council addresses the enforcement of park laws and rules

2 OF 2
SUB-ACTIONS
addressed and will continue to be advanced in Phase 2

ACTION D

Increase enforcement and active management of sites and trails.



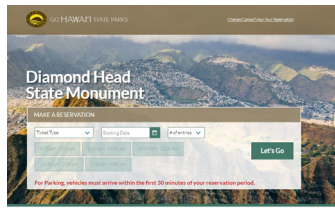
PILOT PARK RANGER PROGRAM implemented by the City and County of Honolulu's Department of Parks and Recreation

Department of Land and Natural Resources, City and County of Honolulu, Hawai'i Tourism Authority, O'ahu Visitors Bureau

1 OF 3

SUB-ACTIONS

addressed and will continue to be advanced in Phase 2



DIAMOND HEAD (LĒ'AHĪ) STATE MONUMENT

ONLINE RESERVATION SYSTEM launched by the Department of Land and Natural Resources on April 28, 2022

Department of Land and Natural Resources

ACTION E

Develop a reservation system to monitor and manage users at natural resource and cultural sites.



HTA TESTIFIED IN SUPPORT OF SITE-SPECIFIC FEES and for a National Resource Special Fund during the 2022 Hawai'i State Legislative Session

HONOLULU CITY COUNCIL passed Bill 40 and Ordinance No. 21-33 was signed into law establishing a 3% O'ahu Transient Accommodations Tax (OTAT) on visitor accommodations beginning December 14, 2021. Of the OTAT collected, 8.34% will go to a special fund to mitigate visitor impacts on public facilities and natural resources.

City and County of Honolulu, Department of Land and Natural Resources, Hawai'i Tourism Authority

1 OF 1
SUB-ACTION

addressed and will continue to be advanced in Phase 2

ACTION F

Establish a "Regenerative Tourism Fee" to regenerate Hawai'i's resources, protect natural resources, and address unfunded conservation liabilities.

6 OF 6

SUB-ACTIONS

addressed and will continue to be advanced in Phase 2



6 BRAND MANAGEMENT PLANS focused on visitor education for U.S., Canada, Japan, Korea, Oceania, and China markets



MONTHLY PUBLIC RELATIONS INITIATIVES by O'ahu Visitors Bureau



PROMOTION OF THE MĀLAMA HAWAII PROGRAM AND VIDEO to connect visitors and voluntourism opportunities

Hawai'i Tourism Authority, Global Marketing Team, O'ahu Visitors Bureau

ACTION G

Develop and implement marketing programs to attract positive-impact travelers who prioritize the environment, culture and investing in our local community.



HTA'S GLOBAL MARKETING TEAM promoted "buy local"

programs such as the Made in Hawai'i Festival, DBEDT's Made in Hawai'i program, and Hawai'i Agriculture Foundation's Food-A-Go-Go program through in-market expos, travel agent trainings, social media channels and familiarization tours. Also included local crafts, fashion, and music.

4 OF 4 SUB-ACTIONS

addressed and will continue to be advanced in Phase 2

ACTION H

Continue to develop and implement "Buy Local" programs to promote purchase of local products and services to keep funds in our communities and minimize carbon footprint.



O'AHU VISITORS BUREAU continues to promote O'ahu artisans and farmers

through its press releases, travel agent trainings, and social media channels



The Native Hawaiian Hospitality Association partnered with Purple Mai'a Foundation to implement Pākōlea, a pilot program to help local entrepreneurs foster connections and improve their business-to-business pitches to buyers and distributors. Pākōlea concluded with a Hō'ike at Royal Hawaiian Center's Lei 'Olu Hale.

Hawai'i Tourism Authority, Global Marketing Team, O'ahu Visitors Bureau, Native Hawaiian Hospitality Association, Department of Business, Economic Development and Tourism

2 OF 2 SUB-ACTIONS

addressed and will continue to be advanced in Phase 2



GETAROUNDOAHU.COM WEBSITE being developed

to serve as a planning tool pre and post arrival and encourage use of alternative transportation options. Set to launch in January 2023.

ACTION I

Manage the visitors' use of cars as transportation on O'ahu.



WAZE APP featuring educational messaging on driving safely and respectfully



POST-ARRIVAL MESSAGING TO VISITORS at Daniel K. Inouye International Airport to drive safely and park in designated areas

City and County of Honolulu, Hawai'i Tourism Authority, O'ahu Visitors Bureau, Global Marketing Team

32



COMMUNITY-BASED PROJECTS AND EVENTS FUNDED ON O'AHU, including statewide events via HTA's Community Enrichment Program in 2022

3 OF 3

SUB-ACTIONS

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



STATEWIDE COMPREHENSIVE OUTDOOR RECREATION PLAN developed by Department of Land and Natural Resources

DLNR's Universal Trail Assessment and Signage project in partnership with HTA for 19 trails and 2 roads on O'ahu completed.

ACTION J

Work with community partners to develop, market, encourage, and support more collaborative, curated experiences that enrich residents and visitors alike.



Hawai'i Tourism Authority, O'ahu Visitors Bureau, Global Marketing Team, Department of Land and Natural Resources