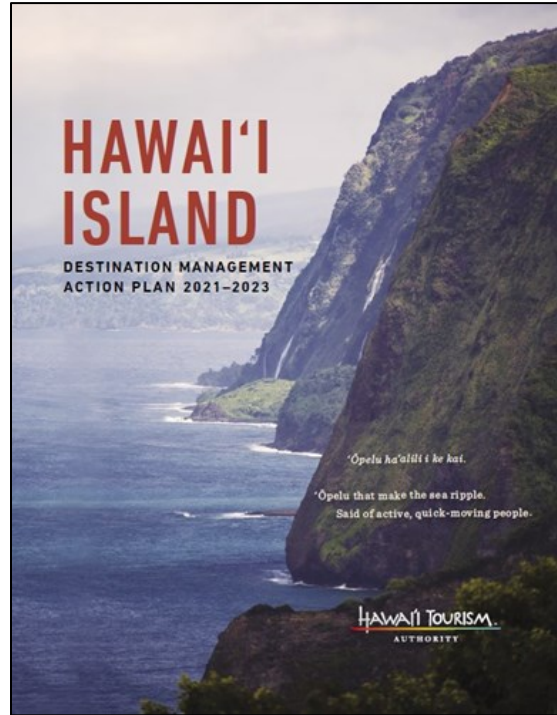


Fall 2021 Progress Report – Hawai'i Island Destination Management Action Plan





The Hawai'i Island Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority's (HTA) board of directors in February 2021. It was released to the public on HTA's website on April 1, 2021.

This report provides an update on the progress toward fulfilling Hawai'i Island's DMAP from August through November 15, 2021, and specifically provides updates on the actions identified for Phase 1 (calendar year 2021) implementation. Only Phase 1 sub-actions are listed unless otherwise noted. There are 36 sub-actions in Phase 1 of which 31 (86%) are in progress. There are also 5 phase 2 actions that have been started.

Mahalo to the County of Hawai'i's Department of Research & Development and the Island of Hawai'i Visitors Bureau (IHVB) for their support and partnership in moving the Hawai'i Island DMAP actions forward. 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.



Legend

Symbol	Definition
	Not Started – Action has not begun.
	Delayed – Action was initially targeted for the identified phase, but then deferred to a later phase.
	In Progress – Action is being worked on.
	Completed – Action is finished being implemented.

Fall 2021 Progress Report – Hawai'i Island DMAP (continued)

Action A. *Protect and preserve culturally significant places and hotspots.*

Progress	Sub-Action No.	Sub-Action
	A.1	Develop and support opportunities to mālama and steward the places and culture of Hawai'i Island for both residents and visitors, including using Native Hawaiian practices of resource and cultural stewardship. <ul style="list-style-type: none">HTA's partnership with KUPU and the Hawai'i State Department of Land and Natural Resources' (DLNR) Na Ala Hele Trail to support the Pololū Valley Stewardship Pilot Program with stewards from the area.County of Hawai'i's Innovative RFP issued in early summer resulted in awards to Liko No Ka Lama and Pohaha I Ka Kani to move this action forward.Request for Proposals were issued in September 2021 for HTA's Kūkulu Ola and Aloha 'Āina programs, which are anticipated to be awarded at the beginning of December 2021 for projects in calendar year 2022.IHVB will be facilitating meetings with community/stakeholders from Waipi'o Valley to address issues.
	A.2	Emphasize local area cultural history and expertise to further expand Hawaiian cultural values, knowledge, and language with an emphasis on connection to place. <ul style="list-style-type: none">HTA's partnership with KUPU and DLNR's Na Ala Hele Trail to support the Pololū Valley Stewardship Pilot Program with stewards from the area.County of Hawai'i's Innovative RFP issued in early summer resulted in awards for projects, including the Wahi Pana O Kahalu'u Series: Introduction & Hoolauna - The Kohala Center; Lehia to Paipai Coastline Research Project – Edith Kanaka'ole FoundationKūkulu Ola and Aloha 'Āina RFPs to be awarded at the beginning of December 2021 for projects in calendar year 2022.Native Hawaiian Hospitality Association (NaHHA) continued to conduct webinar trainings (https://www.nahha.com/training).
	A.3	Increase opportunities for community-led initiatives that steward and manage these resources, including closure of areas and managing traffic. <ul style="list-style-type: none">Kūkulu Ola and Aloha 'Āina RFPs to be awarded at the beginning of December 2021 for projects in calendar year 2022.County of Hawai'i's Innovative RFP issued in early summer resulted in awards for projects, such as Advancing a New Mālama 'Āina Vision for Tourism on Hawai'i Island - Conservation International.
	A.4	Work with the different stakeholders to communicate areas that need to be protected with the visitor industry and visitors. <ul style="list-style-type: none">IHVB is putting together a Waipi'o Valley community facilitation project which will be starting soon.The Pololū Valley Stewardship Pilot Program continues with stewards from the area.DLNR's Na Ala Hele's Universal Trail Assessment Project (UTAP) is preparing to install signage on Hawai'i Island's trails.

Fall 2021 Progress Report – Hawai'i Island DMAP (continued)

Action B. Develop resources and educational programs to perpetuate authentic Hawaiian culture and 'Ōlelo Hawai'i.

Progress	Sub-Action No.	Sub-Action
	B.1	Identify and assess proper providers and learning tools. <ul style="list-style-type: none">• The resources page on NaHHA's website continues to be developed (NaHHA.com/resources) with resources, such as dictionaries, Ma'ema'e Tool Kit, and other language and cultural resources. NaHHA is also in the process of developing a "Regenerative Tourism" video which defining the term and what does it means.• NaHHA supported the Mauiola Endowment Program -- via HTA funding (executed on September 1, 2021). This program provides access to educational learning tools for individuals and organizations -- 3 different workshops -- symposiums and conversations with community on September 19, October 10, and December 12, 2021. Make connection between traditional ways/ceremonies and perpetuate ancient practices to modern times - community cultivating project.
	B.2	Support Hawaiian cultural educational and training programs – including 'Ōlelo Hawai'i (Hawaiian language) for the employees in the visitor industry (e.g. hotels, tour guides). <ul style="list-style-type: none">• NaHHA supports the Awaiaulu Kipapa Resources, which is a free Hawaiian language educator resource program that provides a bilingual curriculum, including Hawaiian history (awaiiaulu.org/kipapa).• On September 28, 2021, NaHHA introduced "Curriculum to 'Ōlelo Hawai'i." This is a separate one-hour class. It will occur monthly through June 2022.• NaHHA is working to develop a "Hakalama Drills" video, which provides pronunciation of Hawaiian words. It will be housed on NaHHA's resource webpage.• HTA's Ma'ema'e Tool Kit is also on NaHHA's resource website.• NaHHA is working on translating the DMAPs to 'ōlelo Hawai'i.• NaHHA emailed resources to all webinar attendees.
	B.3	Develop a recognition program for businesses who complete the Native Hawaiian Hospitality Association (NaHHA) programs (e.g. placards/certification). <ul style="list-style-type: none">• There is a NaHHA certificate available should participants in their trainings request it.• NaHHA is having conversations with the Sustainable Tourism Association of Hawai'i (STAH) to find creative ways to develop a seal, but also to protect the integrity so that it's not easy to "steal".
	B.4	Actively promote HTA's Ma'ema'e Toolkit to the visitor industry and business communities.

This resource is on NaHHA's resource website.

Fall 2021 Progress Report – Hawai'i Island DMAP (continued)



B.5

Increase support and opportunities for cultural practitioners and community members to interact. Educate the visitor industry and individual companies about place-based practices to become more place-based.

- The County is funding a pilot project – Kipa Program – through the Edith Kanaka'ole Foundation.
- NaHHA offers a Wahi Pana Series webinar. It consists of nine (9) curriculums throughout the state that talk about wahi pana. There are three (3) on Hawai'i island. The next Wahi Pana Series webinar starts on November 19, 2021.
- NaHHA is working with a consultant to develop guidelines for position descriptions, qualifications, and salary ranges for cultural resources and activity jobs as a tool to educate and support hotel management.
- NaHHA support provided to Awaiaulu Kipapa Resources (<https://awaiaulu.org>).



B.6

Support a Tour Guide Certification Program.*

NaHHA has contracted with the University of Hawai'i's School of Travel Industry Management (TIM) for a Tour Guide Certification Program study funded by HTA.



B.7

Continue support of programs and projects that perpetuate the Hawaiian culture with the community and visitors, such as HTA's Kūkulu Ola program.*

- A Request for proposals for the HTA's Kūkulu Ola program was issued on September 15, 2021, and HTA's Community Enrichment Program on September 27, 2021. Decisions will be made in December 2021.
- NaHHA helps to share updates about the Kūkulu Ola and Community Enrichment programs with their network.



B.8

Encourage the integration of 'Ōlelo Hawai'i (Hawaiian language) into workforce and adult training programs.

This continues with NaHHA's webinars trainings (<https://www.nahha.com/training>).

**This is a Phase 2 sub-action which is being addressed now.*

Fall 2021 Progress Report – Hawai'i Island DMAP (continued)

Action C. Support and promote 'āina-based education and practices to protect and preserve our natural resources so that residents and visitors will aloha 'āina.

Progress	Sub-Action No.	Sub-Action
	C.1	<p>Identify, support, and partner with existing and new 'āina-based groups that are protecting and stewarding wahi pana (legendary/celebrated places or landmarks), cultural practices, and people.</p>
		<ul style="list-style-type: none"> • NaHHA and Travel2Change's Kaiāulu Ho'okipa program helps Hawai'i nonprofit organizations and community groups build capacity to host experiences for kama'āina and visitors. There are 31 in this first cohort from all islands with four from Hawai'i Island. • One of the County's recipients of its Innovation Grant is Pohaha I Ka Lani's Liko No Ka Lama project.
	C.2	<p>Create opportunities for community members to share in an ongoing way about the impact of tourism as well as the wahi pana, historically significant sites, and sacred sites that need to be protected.</p>
		<ul style="list-style-type: none"> • The County is providing funding support for The Kohala Center's Wahi Pana O Kahalu'u Series: Introduction & Ho'olauna and the Edith Kanaka'ole Foundation's Lehia to Paipai Coastline Research Project. • NaHHA offers a Wahi Pana Series webinar. It consists of nine (9) curriculums throughout the state that talk about wahi pana. There are three (3) on Hawai'i Island. The next Wahi Pana Series webinar starts on November 19, 2021. • As part of NaHHA and Travel2Change's Kaiāulu Ho'okipa program, the cohort participants were required to take a pre-requisite wahi pana training course.
	C.3	<p>Pilot a certification program, in collaboration with community leadership and the university system, for workers tied to natural resources, cultural resources, and stewardship. Identify and review existing 'āina-based curricula, and create new curricula when necessary, that emphasizes Native Hawaiian knowledge, culture, place, and pono practices-based management. Develop curriculum that is led by efforts from that area and connects firmly to place-based management and stewardship.</p>
		<p>This pilot program is funded by the County – Edith Kanaka'ole Foundation's Kipa Program.</p>
	C.4	<p>Support interested 'āina-based groups to serve as interpretive educators, trainers, and/or cultural ambassadors to share cultural knowledge with the guest and visitor industry, tour operators, and other business owners.*</p>
		<p>Through the County's Hawai'i Island Resilience Action Team pilot projects, Mālama Wai Kupuna's culture-based education program is being supported.</p>
	C.5	<p>Support enhanced interpretation and education on Maunakea, including partnership with the Hawaiian community and residents.</p>

**This is a Phase 2 sub-action which is being addressed now.*

Fall 2021 Progress Report – Hawai'i Island DMAP (continued)



C.6

Work with the different stakeholders to communicate areas that need to be protected in collaboration with the visitor industry and visitors.

- The County hold's quarterly Hawai'i Island Resilience Cohort Coalition meetings.
- Hawai'i Tourism USA's Mālama Hawai'i program continues to evolve.
- A Request for Proposals for the HTA's Aloha 'Āina program was issued on September 15, 2021. Decisions will be made in December 2021.

Action D. Connect with community networks and partner with community-based organizations to collaboratively identify sites, set carrying capacities, and implement stewardship plans to protect and preserve our natural resources.

Progress	Sub-Action No.	Sub-Action
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D.1

Build capacity in communities to support increased opportunities for community-led stewardship actions and initiatives to manage resources, such as closing areas or limiting access (visitor and potentially resident) during certain times of the year.

- IHVB is putting together a Waipi'o Valley community facilitation project which will be starting soon.
- The Pololū Valley Stewardship Pilot Program continues with stewards from the area.
- DLNR is reducing the number of permits allowable and timing for commercial beach access at Kahalu'u Bay.
- The County is supporting the following Hawai'i Island Resilience Action Team pilot project: Culture Based Education through Mālama Wahi Kupuna.
- NaHHA's Travel2Change Kaiāulu Ho'okipa program.



D.2

Implement regenerative management strategies, like those found in the kapu system, Hā'ena on Kaua'i, East Maui, and Hanauma Bay on O'ahu. Provide clear opportunities and processes for local communities to participate in visitor access and resource and congestion management in their communities.*

- IHVB is putting together a Waipi'o Valley community facilitation project which will be starting soon.
- The Pololū Valley Stewardship Pilot Program continues with stewards from the area.
- DLNR is reducing the number of permits allowable and timing for commercial beach access at Kahalu'u Bay.
- A Request for Proposals for the HTA's Aloha 'Āina program was issued on September 15, 2021. Decisions will be made in December 2021.

**This is a Phase 2 sub-action which is being addressed now.*

Fall 2021 Progress Report – Hawai'i Island DMAP (continued)



D.3

Support and advocate for stewardship efforts of coastal waters and beaches that incorporate and emphasize a mauka to makai collaborative approach given broader environmental implications.*

- IHVB is putting together a Waipi'o Valley community facilitation project which will be starting in Q1 2022.
- The Pololū Valley Stewardship Pilot Program continues with stewards from the area.
- DLNR is reducing the number of permits allowable and timing for commercial beach access at Kahalu'u Bay.
- A Request for Proposals for the HTA's Aloha 'Āina program was issued on September 15, 2021. Decisions will be made in December 2021.
- There are four ocean-related and mauka to makai related cohort members in NaHHA/Travel2Change's Kaiāulu Ho'okipa program's cohort.



D.4

Work with communities in each place to identify the carrying capacity (how many people a place can accommodate without having adverse effects and impacts on the biological resources of that place) of sites and develop a process for ongoing stewardship that is community-led. Explore the creation of pilot projects to find the balance at certain sites.*

- IHVB is putting together a Waipi'o Valley community facilitation project which will be starting soon.
- The Pololū Valley Stewardship Pilot Program continues with stewards from the area.
- DLNR is reducing the number of permits allowable and timing for commercial beach access at Kahalu'u Bay.
- A Request for Proposals for the HTA's Aloha 'Āina program was issued on September 15, 2021. Decisions will be made in December 2021.



D.5

Support opportunities that tie in Native Hawaiian practices of resource and cultural stewardship.

NaHHA and Travel2Change's Kaiāulu Ho'okipa program aims to help Hawai'i nonprofit organizations and community groups build capacity to host experiences for kama'āina and visitors.



D.6

Explore policies and regulations that aid in the implementation of stewardship plans and enforcement of critical need areas.

County is examining ways to address critical need areas.



D.7

Explore implementation of geo-fencing technology to aid management of sites.



D.8




Find ways to support communities who do not know how to deal with "rogue" visitors.

IHVB fields calls via its call center.

**This is a Phase 2 sub-action which is being addressed now.*

Fall 2021 Progress Report – Hawai'i Island DMAP (continued)

Action E. Create opportunities for ongoing dialogue, communications, and engagement between the visitor industry, government and communities to improve community-industry relations and better serve the community.

Progress	Sub-Action No.	Sub-Action
	E.1	<p>Develop an education and awareness campaign targeted at residents using traditional and social media vehicles.</p> <p>This is being done via the Pono Pledge.</p>
	E.2	<p>Create opportunities for visitor industry, government, and community stakeholders to connect on a regular basis for ongoing dialogue to 1) create shared understanding of the issues that our communities and the visitor industry face; 2) ensure that the visitor industry is supporting a sustainable and healthy Hawai'i Island; and 3) inform about tourism's contributions to the community.</p> <ul style="list-style-type: none"> HTA conducted a Mālama Ku'u Home webinar on October 1, 2021, which provided an update on the organization's new structure, progress of the DMAPs, visitor statistics, and branding of the Hawaiian Islands. HTA's Public Affairs Officer started on November 1, 2021. NaHHA helps to share these messages to its network and on its website. A campaign is being developed to highlight tourism's contributions to the community.
	E.3	<p>Increase and maintain regular opportunities to collaborate with HTA on its outreach efforts in the community to ensure a more robust and coordinated effort. This includes informing the industry and community about HTA's mission and its resources, and sharing the destination's marketing efforts and activities to orient businesses and communities about HTA, IHVB and the Global Marketing Team's initiatives.</p> <ul style="list-style-type: none"> HTA conducted a Mālama Ku'u Home webinar on October 1, 2021, which provided an update on the organization's new structure, progress of the DMAPs, visitor statistics, and branding of the Hawaiian Islands. HTA's Public Affairs Officer started on November 1, 2021. NaHHA helps to share these messages to its network and on its website.




Fall 2021 Progress Report – Hawai'i Island DMAP (continued)

Action F. Implement a comprehensive communications and education plan that facilitates positive community-visitor relations and pono practices, including the Pono Pledge.

Progress	Sub-Action No.	Sub-Action
	F.1	Increase messaging efforts to uplift and improve access to the Pono Pledge, and shift visitor and resident mindsets as they travel around Hawai'i Island. <ul style="list-style-type: none">• Most of Hawai'i Island's hotel partners have incorporated mindful travel messaging into their email signatures and communications to guests (i.e., Four Seasons Hualālai Resort created a Pono Pledge brochure).• NaHHA listed a link to the Pono Pledge on its website as a resource (https://www.nahha.com/resources).
	F.2	Provide visitors with easy access to messaging, including increasing information pathways and educational materials, related to protecting culture and sense of place (i.e., in-flight videos on in-bound flights in multiple languages; rental cars; radio station public service announcements; podcasts; required place-based visitor orientation, etc.). <ul style="list-style-type: none">• Most of Hawai'i Island's hotel partners have incorporated mindful travel messaging into their email signatures and communications to guests (i.e., Four Seasons Hualālai Resort created a Pono Pledge brochure).• NaHHA listed a link to the Pono Pledge on its website as a resource (https://www.nahha.com/resources).
	F.3	Continue to encourage and work with visitor industry stakeholders and businesses to integrate the Pono Pledge into their practices, such as business booking reservations, QR codes, phone apps, and monitors at the baggage claim. <ul style="list-style-type: none">• Most of Hawai'i Island's hotel partners have incorporated mindful travel messaging into their email signatures and communications to guests (i.e., Four Seasons Hualālai Resort created a Pono Pledge brochure).• NaHHA listed a link to the Pono Pledge on its website as a resource (https://www.nahha.com/resources).• Hawaiian Airlines will be featuring the Pono Pledge video on its direct flights to Hawai'i Island beginning late January 2022.
	F.4	Collaborate with all segments of the visitor industry and community-based organizations for stewardship opportunities for visitors to leave Hawai'i Island a better place. <ul style="list-style-type: none">• Most of Hawai'i Island's hotel partners have incorporated mindful travel messaging into their email signatures and communications to guests (i.e., Four Seasons Hualālai Resort created a Pono Pledge brochure).• NaHHA listed a link to the Pono Pledge on its website as a resource (https://www.nahha.com/resources).• NaHHA and Travel2Change's Kaiāulu Ho'okipa program are supporting agritourism/regenerative tourism experiences through a six-week studio. The purpose is to help Hawai'i nonprofit organizations and community groups build capacity to host experiences for kama'āina and visitors.



Fall 2021 Progress Report – Hawai'i Island DMAP (continued)

Action G. Promote agritourism, and partner with Hawai'i Island's agriculture industry to support local food security.



Progress	Sub-Action No.	Sub-Action
	G.1	<p>Create, support, and promote agritourism initiatives to connect local producers with visitors; provide visitors an active experience with nature and agriculture; and support legal vacation rentals in rural areas (e.g. farm stays) to alleviate the need for illegal vacation rentals in rural areas.</p> <ul style="list-style-type: none"> • A Request for Proposals was issued on September 27, 2021, for the HTA's Community Enrichment Program. Decisions will be made in December 2021. • HTA continues its partnership with GoFarm Hawai'i to educate farmers and businesses on capacity building for those interested in expanding to agritourism. • NaHHA and Travel2Change's Kaiāulu Ho'okipa program are supporting agritourism/regenerative tourism experiences through a six-week studio. The purpose is to help Hawai'i nonprofit organizations and community groups build capacity to host experiences for kama'āina and visitors. • The County is supporting the following projects: Hawai'i Farm Trails; Big Island Made; Locavore Store, Hawai'i Island Agriculture Partnership, Big Island Box, Farm-to-Car, and marketing and promotional activities of the ornamental flower industry.
	G.2	<p>Encourage the visitor industry (e.g., hotels and restaurants) to buy local produce, products, and goods.</p> <ul style="list-style-type: none"> • HTA is in discussions with the Hawai'i State Department of Business, Economic Development & Tourism (DBEDT) and Department of Agriculture (DOA) to determine the visitor industry's (hotels and restaurants) economic impact on the local agriculture industry. • Kohala Coast Resort Association is working with the County to examine opportunities between the resorts and the local farmers. Currently, there is direct purchasing between individual chefs and farmers. However, they are looking to streamline those communications to be more proactive with the farmers. The goal is to identify the needs of hotels/resorts and share that information with farmers, so they have an opportunity to plant crops in advance with a commitment from the hotels/resorts to purchase the produce. • Adaptations Inc. is working with over 100 farmers and developing a support network with food hubs across Hawai'i Island, Maui and O'ahu. They work with hotels, schools and hospitals.
	G.3	<p>Support efforts of local producers to sell their goods online by strengthening online infrastructure, transportation of goods, marketing, and fulfillment of orders.</p>

Fall 2021 Progress Report – Hawai'i Island DMAP (continued)

Action H. Invest in community-based programs that enhance quality of life for communities.



Progress	Sub-Action No.	Sub-Action
	H.1	<p>Support community-led and activated efforts and offer capacity building/education opportunities to strengthen Hawai'i Island's product offerings.</p> <ul style="list-style-type: none"> HTA will be funding Community Product Capacity Building workshops through its FY 2022 budget. On November 4 and 16, 2021, NaHAA executed the Ho'okahua Workshop Part 1 and Ho'okahua Workshop Part 2 with Travel2Change to support community-based and entrepreneurial projects.
	H.2	<p>Uplift approaches to tourism that are reflective of Hawai'i Island and its different communities.</p> <p>The County hired a Community Well-Being Specialist. The County is also exploring how to support local childcare needs and childcare infrastructure, such as co-located childcare in a workplace (such as a hotel) for employees. Partners include Early Childhood Action Strategy and the Hawai'i Children's Action Network.</p>

Action I. Advocate/create more funding sources to improve infrastructure.

Progress	Sub-Action No.	Sub-Action
	I.1	<p>Engage in cohesive infrastructure planning to address community and industry needs, such as incorporating plans to widen bike paths in tandem with other necessary road repairs.</p>
	I.2	<p>Coordinate with government entities, institutional stakeholders, and nearby private landowners.</p>

Fall 2021 Progress Report – Hawai'i Island DMAP (continued)

Action J. Improve enforcement of vacation rental regulations.

Progress	Sub-Action No.	Sub-Action
	J.1	Confirm the existing baseline of (number of) vacation rentals. Gauge the capacity for current and new rentals.
		IHVB, Hawai'i County Mayor Mitch Roth, the County's Department of Research & Development, Department of Finance, and ZENDO met on September 15, 2021, to discuss efforts to tighten up the short-term vacation rentals market. There is potentially new county council legislation being proposed which ties into the 3% county transient accommodations tax.
	J.2	Explore ways to improve enforcement.
		IHVB, Hawai'i County Mayor Mitch Roth, the County's Department of Research & Development, Department of Finance, and ZENDO met on September 15, 2021, to discuss efforts to tighten up the short-term vacation rentals market. There is potentially new county council legislation being proposed which ties into the 3% county transient accommodations tax.