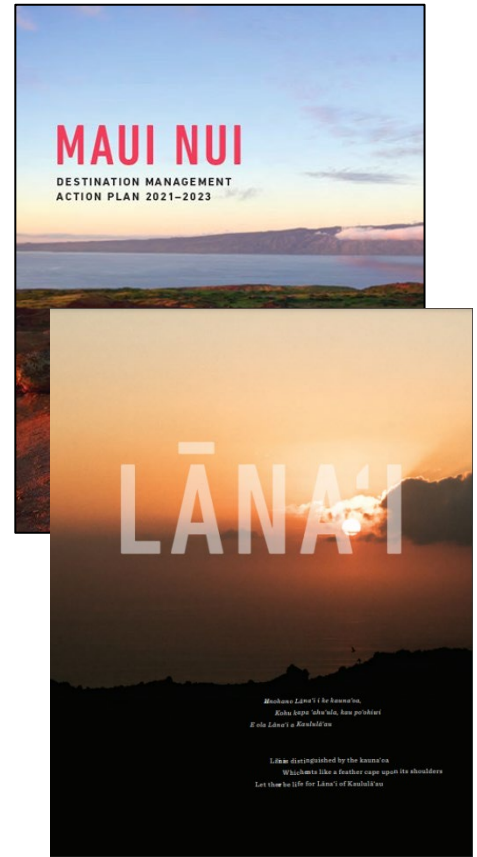


Spring 2022 Progress Report – Lānaʻi Destination Management Plan





This report provides an update on the progress toward fulfilling Lānaʻi’s DMAP from April 1 through June 30, 2022, and specifically provides **updates on the actions identified for Phase 2 (March 2022-March 2023) implementation. Only Phase 2 sub-actions are listed unless otherwise noted. There are 25 sub-actions in Phase 2, of which 19 (78%) are in progress, one has not been started, and four have been completed.**

The Lānaʻi Destination Management Action Plan (DMAP) was approved by the Hawaiʻi Tourism Authority’s (HTA) board of directors in January 2021. It is a three-year plan divided into three phases. The Maui Nui DMAP, which incorporates the Lānaʻi DMAP, was released to the public and published on HTA’s website on March 4, 2021.

HTA provides funds to the Hawaiʻi Visitors and Convention Bureau/Maui Visitors & Convention Visitors Bureau (MVCB) for a Destination Manager to assist HTA in implementing the DMAP. Mahalo to MVCB, the County of Maui’s Office of Economic Development, and Office of the Mayor’s Community Liaison for Tourism for their support and partnership in moving the Lānaʻi DMAP actions forward. HTA also acknowledges the other state and county 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.


Spring 2022 Progress Report – Lāna‘i DMAP (continued)

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


Progress	Sub-Action No.	Sub-Action
	A.1	Advocate for airlines, County, HDOT and FAA to restore affordable and dependable air and sea transportation to viable levels that meet the needs of the community.

- This situation continues to be monitored. Mokulele Airlines is bringing in a larger aircraft slated for the end of July 2022.

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

Progress	Sub-Action No.	Sub-Action
	B.1	Facilitate discussions with Four Seasons, Sensei, and Hotel Lāna‘i management to explore ways to increase guest interactions and engagements with Lāna‘i City.


- This remains an ongoing discussion.

	B.2	Encourage more resort staff and guests to participate in community workdays and volunteer opportunities.
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- MVCB contacted Pūlama Lāna‘i’s Conservation Director to explore possibilities and is waiting to connect. Four Seasons’ guests are interested in exploring volunteering activities that can even be done on-site.

	B.3	Facilitate the conversation with hotels to coordinate marketing efforts with the community and small businesses based upon HVCB’s Mālama Hawai‘i program.
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- Four Seasons is not participating in the Mālama Hawai‘i program, which incentivizes visitors to partake in voluntourism activities, because their guests would do this type of activity on their own.

	B.4	Create opportunities for residents to feel welcome at resort properties. Continue to invite Lāna‘i artists and crafts people to do workshops and fairs at the resort properties.
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- Multiple community practitioners are involved with Four Seasons’ Love Lāna‘i Program, which is designed to connect visitors and residents to the island’s heritage with Lāna‘i cultural advisors. <https://www.fourseasons.com/lanai/landing-pages/property/love-lanai/>

Spring 2022 Progress Report – Lānaʻi DMAP (continued)

Action C. Enhance and encourage the use of the Lānaʻi Culture & Heritage Center’s (LCHC) Guide App as a primary part of the travel protocol for traveling to the island.




Progress	Sub-Action No.	Sub-Action
	C.1	Identify appropriate places to visit and integrate into the app. <ul style="list-style-type: none"> This has been incorporated into the newly enhanced app.
	C.2	Develop functionality of app to indicate potentially dangerous areas/trails that are closed or roads under construction. <ul style="list-style-type: none"> This has been completed. The app enhancements were completed in April 2022.
	C.4	Encourage visitors to respect the land, the people and the lifestyle on Lānaʻi. <ul style="list-style-type: none"> The Lānaʻi Guide was incorporated into the homepage of the Expeditions ferry website, including the Guide App video, Mālama Maui County Pledge Video and Lānaʻi City video. There is also a new tab on the Expeditions website which now includes numerous HVCB-produced Mālama, Hawaiʻi Rooted and Kuleana/Travel Tips videos, including those specifically about Lānaʻi. The "Plan your Visit" page with "do's and don't's" and a sample day trip itinerary is also featured on the site.

Action D. Encourage sustainable tourism practices on Lānaʻi.

Progress	Sub-Action No.	Sub-Action
	D.1	Form a work group to brainstorm and develop solutions that are sustainable and oriented toward protection and preservation of Lānaʻi natural resources. <ul style="list-style-type: none"> An ad-hoc committee was formed. No activity was done in Q2 2022.
	D.2	Present solutions for implementation.



Spring 2022 Progress Report – Lānaʻi DMAP (continued)

Action E. Promote Lānaʻi City to increase spending that goes to residents and small businesses.


Progress	Sub-Action No.	Sub-Action
	E.1	<p>Invite members of the community and businesses to be a part of an advisory group to guide messaging and campaigns to develop a unique brand for Lānaʻi City.</p> <ul style="list-style-type: none"> MVCB made revisions to the Expeditions website, based on guidance provided by the Lānaʻi Advisory Group. MVCB is working with HVCB and Anthology on new messaging. The Advisory Group met on May 24. MVCB provided updates and received feedback on Mālama Lānaʻi Restoration Day, Expeditions' website revisions and hotspots. The majority of hotspots listed in the DMAP were not of concern to the Advisory Group members, with the exception of Hulopoʻe beach. MVCB is monitoring discussions on a paid reservation system for Hulopoʻe through the Hulopoʻe Beach Council which will likely go into effect. The Advisory Group's messaging will exclusively guide the story angles featured in five HI Now TV spots on Hawaiʻi News Now, which will be shot in August. The spots will feature Lānaʻi City, Lānaʻi Cat Sanctuary (Mālama Hawaiʻi partner), Mālama Lānaʻi daytrip, Lānaʻi Adventure Park and the Lānaʻi Guide App.
	E.2	<p>Continue to promote day trips and one-day festivals that are popular with Maui residents. Start at mid-day so visitors can come in on the morning ferry. Develop new festivals if needed.</p> <ul style="list-style-type: none"> MVCB is in discussions with Trilogy to determine the best path forward for the Mālama Lānaʻi Restoration Day daytrip. A one-minute video was produced showcasing the experience. The plan is to market it exclusively to groups as a CSR opportunity.
	E.3	<p>Make transportation to Lānaʻi City easier for resort guests, and others that arrive via ferry and the airport.</p> <p><i>Committee agreed to refine this action to now read: "Create awareness of transportation opportunities to Lānaʻi City from the harbor and airport."</i></p> <ul style="list-style-type: none"> MVCB incorporated transportation options on the Expeditions website. This information has also been included in a tri-fold piece about Lānaʻi for groups.

Spring 2022 Progress Report – Lānaʻi DMAP (continued)


Action F. Encourage and enable visitors to plan a meaningful daytrip or stay on Lānaʻi that is respectful to the land, the people and the lifestyle on Lānaʻi.

Progress	Sub-Action No.	Sub-Action
	F.1	<p>Develop consistent messaging, campaign and content to encourage and enable visitors to plan a meaningful daytrip or stay on Lānaʻi and for visitors to begin learning about Lānaʻi’s unique history, culture and community. Include where to get information once on Lānaʻi and where not to go. Responsible Lānaʻi visit.</p> <ul style="list-style-type: none"> MVCB is working with HVCB and Anthology on new messaging with the Advisory Group's guidance. The collateral produced will be provided to concierge. MVCB is working with HI Now's Holoholo program to produce five TV spots on Hawai'i News Now. The Advisory Group's messaging will exclusively guide the featured story angles on Lānaʻi City, Lānaʻi Cat Sanctuary (Mālama Hawai'i partner), Mālama Lānaʻi daytrip, Lānaʻi Adventure Park and the Lānaʻi Guide App.
	F.2	<p>Create educational videos or audio files to be played on ferry, airlines/airport and hotels. Identify the current video projects.</p> <ul style="list-style-type: none"> In April, MVCB discovered that the Mālama Maui County Pledge video was not being played on the Expeditions ferry. MVCB worked to incorporate this. All Mālama videos were incorporated on Expeditions' website. The Mālama Maui County Pledge will also be included in Maui Ocean Center's ticket confirmation emails. MVCB is working with Four Seasons to add the Mālama Maui County Pledge video on in-room television programming.
	F.3	<p>Create brochures for distribution by Lānaʻi businesses, hotels and kiosks.</p> <ul style="list-style-type: none"> MVCB is working with HVCB to have this developed. The brochures will be provided to concierge.
	F.4	<p>Work with the community and businesses to develop online and social media content.</p> <ul style="list-style-type: none"> In May, MVCB began discussions with the Lānaʻi Advisory Group on a social media campaign to support Lānaʻi City and the new brand. In June, MVCB requested quotes from local photographers on Lānaʻi to conduct a photo shoot of Lānaʻi City and the surrounding area, to be utilized in the social media campaign and on visitor-facing websites. Input will be provided by the Lānaʻi Advisory Group.
	F.5	<p>Describe what activities need to be arranged ahead of time such as reserving a 4-wheel drive vehicle.</p> <ul style="list-style-type: none"> This information has been incorporated into the Expeditions website.

Spring 2022 Progress Report – Lānaʻi DMAP (continued)

 **F.6** Prior to visitors reaching Lānaʻi, provide information on a through multiple means. Communications vehicles could include: an enhanced gohawaii.com Lānaʻi webpage to help visitors plan their trip/day on Lānaʻi ahead of time; have informational iPads available on the ferry; have a person who can assist visitors going to Lānaʻi in Lahaina Harbor ferry line; brochures to distribute; etc.


- Enhanced information has been incorporated into the Expeditions website.

 **F.7** Explore setting up a visitors' center/kiosk with a main location in town and potentially branches at the harbor and airport dedicated to providing information for all visitors upon arrival.


- The digital kiosk was installed at Lānaʻi Airport in Summer 2021. It was removed in Q1 2022 based on feedback from the Steering Committee and usage numbers.

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.

Progress	Sub-Action No.	Sub-Action
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 **G.1** Support and promote the Mālama Maui County Pledge.


- This effort has been completed and continues forward. The Mālama Maui County Pledge and other Mālama videos were added to a new tab on the Expeditions website. The Mālama Maui County Pledge video is being added to Four Seasons' in-room television programming.

 **G.2** Strengthen and foster the connection with Lānaʻi. Some level of sustainable and responsible tourism as an overall theme.



- The Mālama Lānaʻi Restoration Day took place on May 7 with 32 visitors in attendance. MVCB conducted a debrief meeting with tri-partners Trilogy and Pūlama Lānaʻi. MVCB is continuing planning efforts for the next Mālama Lānaʻi daytrip.
- MVCB met with Pūlama Lānaʻi to move forward on installing a sunscreen dispenser at Hulopoʻe beach.

Spring 2022 Progress Report – Lānaʻi DMAP (continued)

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

Progress	Sub-Action No.	Sub-Action
	H.1	Identify and implement the best way(s) to discourage this activity. <ul style="list-style-type: none">MVCB is working with the Hulopoʻe Beach Council and attending their meetings. The Steering Committee feels that the Council is the best organization to move this action forward. They are currently working on a reservation system for the area. MVCB continues to monitor the situation.

Action I. Educate visitors on activities and events available on Lānaʻi focused on cultural and natural resources. These activities could include fishpond restoration, koa tree planting, etc.

Progress	Sub-Action No.	Sub-Action
	I.1	Support the development of marine science/natural resources seminars and workshops here that can be attended by residents and tourists to tailor a more educational type of vacation. <ul style="list-style-type: none">Activities were done in previous quarters. No action was taken in Q2 2022.
	I.2	Encourage community service opportunities. <ul style="list-style-type: none">The first Mālama Lānaʻi Restoration Day took place on May 7 with 32 visitors in attendance.Community-supported information about the Lānaʻi Cat Sanctuary was added to Expeditions' website.The Lānaʻi Cat Sanctuary and Mālama Lānaʻi daytrip opportunity will be featured in separate HI Now Spots to be shot in August.