

Kaua'i Summer 2022 Progress Report

*This report shows work in the months of July,
August and September*

Intro

- This report provides an update on the progress toward fulfilling Kauaʻi's Destination Management Action Plan (DMAP) from July 1 through September 30, 2022, and specifically provides updates on the actions identified for Phase 2 (February 2022-February 2023) implementation. **There are 37 sub-actions in Phase 2, of which 36 (97%) are in progress. There are three sub-action was carried over from Phase 1 as it had not been completed.**
- The Kauaʻi DMAP was approved by the Hawaiʻi Tourism Authority's (HTA) board of directors in December 2020. It is a three-year plan divided into three phases. It was released to the public and published on HTA's website on February 5, 2021.
- HTA provides funds to the Hawaiʻi Visitors and Convention Bureau/Kauaʻi Visitors Bureau (KVB) for a Destination Manager to assist HTA in implementing the DMAP. Mahalo to KVB and the County of Kauaʻi's Office of Economic Development for their support and partnership in moving the Kauaʻi 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.

Summer (Q3) 2022 Progress



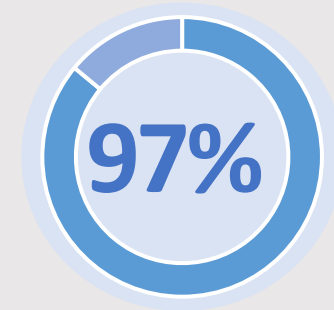
**No. of Phase 2
High-Level Actions**



**No. of Phase 2
Sub-Actions**

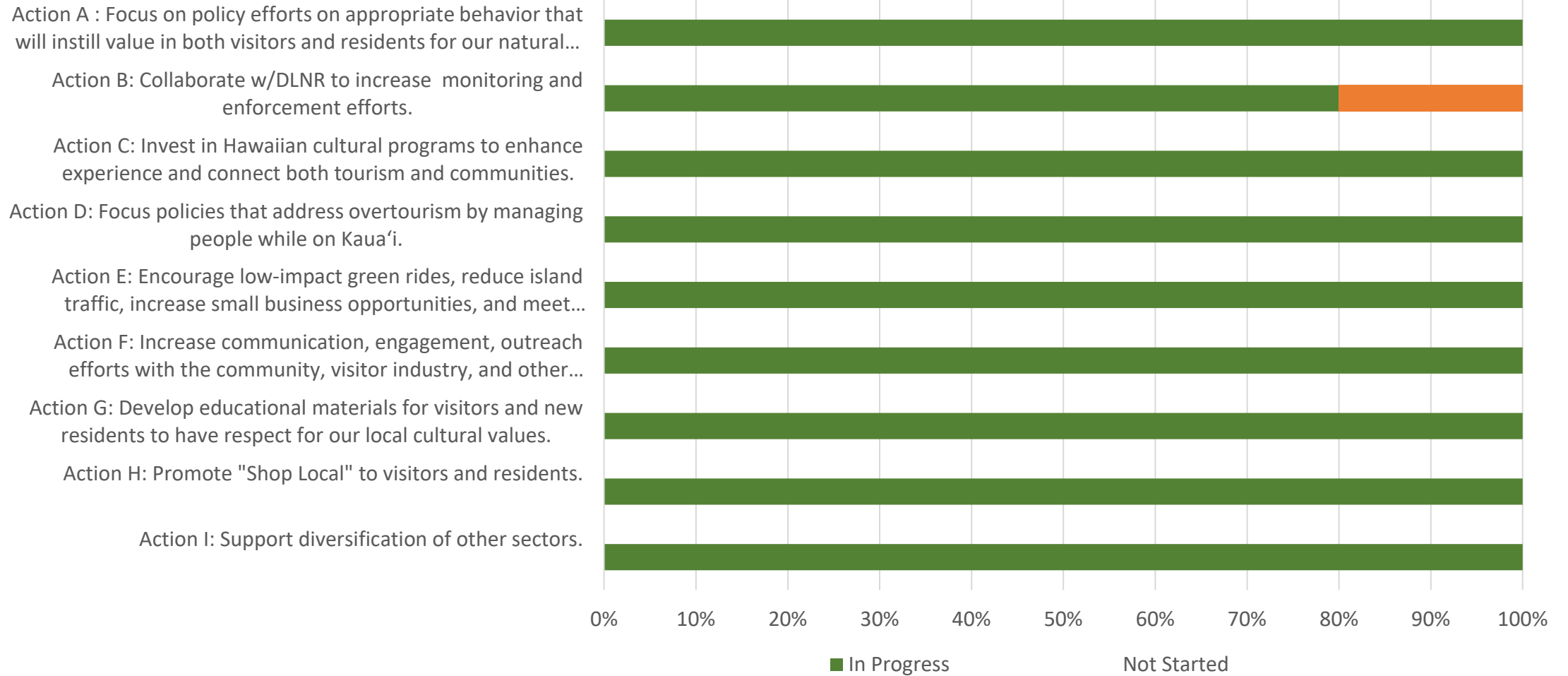


**No. of Phase 1
Sub-Actions
carried on to
Phase 2**



**Sub-Actions
In Progress**

Kaua'i DMAP Anchor Actions In Progress Phase 2 Activities from July - September 2022



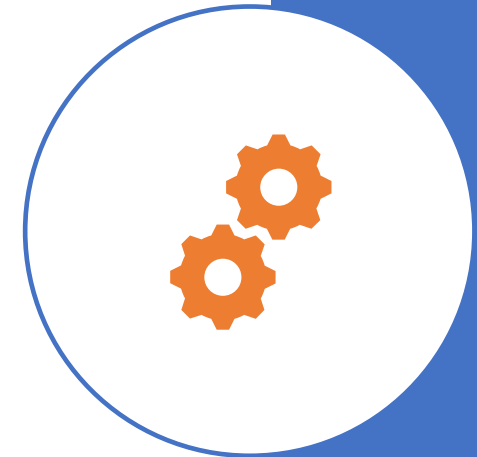
Action A. Focus policy efforts on appropriate behavior that will instill value in both visitors and residents for our natural and cultural resources (mālama ‘āina).

- 8 of 8 sub-actions in progress.
- A study on usage fees is being conducted at different County parks.
- County reviewed proposals for new signage in the Wailua area.
- KVB planning for a Wildlife Summit scheduled for January 2023.
- KVB working with Kaua‘i Invasive Species Council and Hō‘ike Community TV on education/awareness opportunities.
- County received funding to hire stewards/ambassadors at County parks. Ambassadors will collect data and educate visitors but will not have any enforcement power.



Action B. Collaborate with State of Hawai'i Department of Land & Natural Resources (DLNR) to develop and implement policies to increase monitoring and enforcement efforts.

- 4 of 5 sub-actions in progress. 1 was not worked on in Summer 2022.
- Ongoing communications with DLNR, from parks to proposed EDA-funded projects.



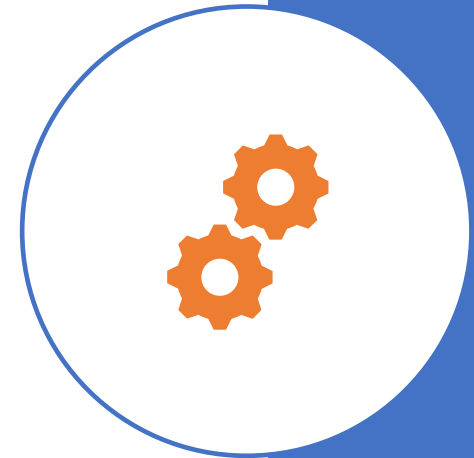
Action C. Invest in Hawaiian cultural programs and identify funding sources that enhance the visitor experience and connect both tourism and communities.

- 7 of 7 sub-actions in progress.
- KVB working with the Makali'i to build out a list of cultural practitioners.
- All 4 of the Mālama Kaua'i videos completed – Kaua'i Museum, NTBG, Mo'olelo Murals and Prince Kūhiō.
- KVB continues to administer and promote HTA's Community Enrichment program. KVB also purchased ads to support the Mokihana Festival's Composers Competition.
- County is supporting the repair of the Ki'i from Kānei'olouma.



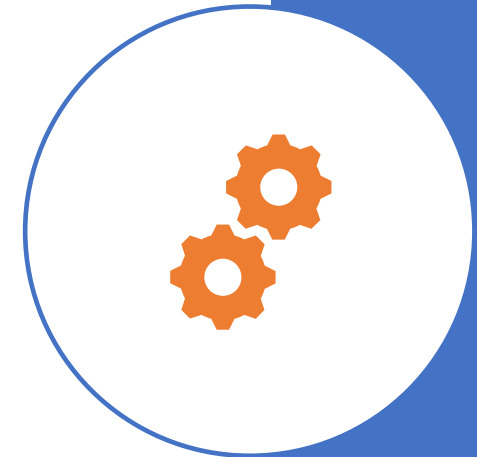
Action D. Focus policies that address overtourism by managing people while on Kaua'i.

- 5 of 5 sub-actions in progress.
- HTA's "channel manager" is on hold. County is exploring costs of a universal reservation system.
- County continues to execute on elimination of illegal TVRs.
- County and KVB met with DOT-Airports on its proposed Airport Optimization Plan and shared their concerns. KVB also attended public meeting on the plan.
- DBEDT/Tourism Research Division's geolocation data continues to be used to assess movement of residents and visitors throughout the island.



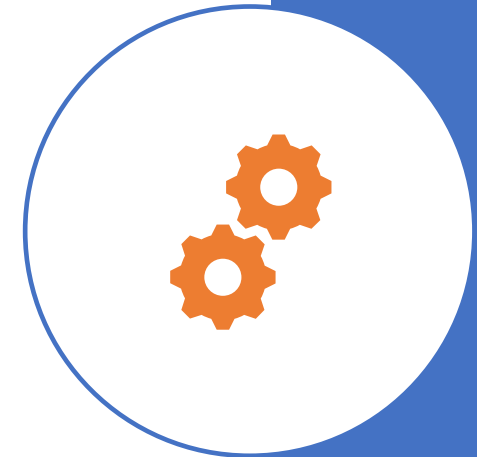
Action E. Encourage low-impact green rides to improve the visitor experience, reduce island traffic, increase small business opportunities, and meet climate action goals.

- 4 of 4 sub-actions in progress.
- Feasibility study for Coconut Marketplace completed (Phase 1). Called for creative "carrot" to get people to use other transportation. Now working on mobility study (Phase 2). County is drafting scope of work for this study.
- Turo parking lot is open. County is working on legislation at the Council level to require EV readiness at commercial locations.



Action F. Increase communication, engagement and outreach efforts with the community, visitor industry, and other sectors.

- 1 of 1 sub-action in progress.
- Community meetings held on August 16 (Līhu'e) and August 17 (Princeville).
- HVCB/HTA ran resident communications via print and digital highlighting DMAP efforts/projects – Alakoko Store, Kaua'i Museum, and Legacy of King Kaumuali'i.
- KVB paid for KONG radio ads to support Mokihana Festival, "Did You Know..." trivia questions on the Ron Wiley show.
- DMAP Microsite is being built.



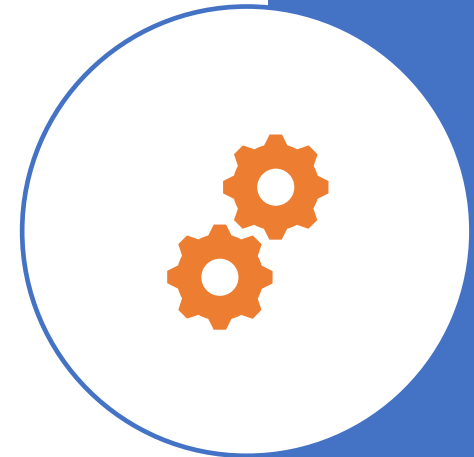
Action G. Develop educational materials for visitors and new residents to have respect for our local cultural values.

- 5 of 5 sub-actions in progress.
- Work continues on “We are Kaua‘i” project by KVB, County, Leadership Kaua‘i, and Kaua‘i Chamber of Commerce.
- KVB and County continue to build out the cultural practitioners list.
- KVB continues to post about Kaua‘i DMAP efforts via @kauaidmap on Instagram.



Action H. Promote “Shop Local” to visitors and residents.

- 1 of 1 sub-action in progress.
- Continued promotion of the Alakoko Store.
- HTA’s Global Marketing Team continues to promote Kaua’i Made products.
- County is exploring expansion of the concept of the Alakoko-style storefront to other retail locations featuring Kaua’i Made products.



Action I. Support Diversification of Other Sectors.

- 1 of 1 sub-action in progress.
- County is in planning process of establishing an Agritourism Pilot program.



Addressing Hotspots*

Area/site	Action Taken
Kalalau Trail, Ke'e Beach Park, Hā'ena State Park, Hanakāpī'ai Falls	DLNR has a online reservation in place including a shuttle service operated by a community organization. Visitor education and promotion is being done by KVB and HTA's Global marketing team to make reservations in advance
Polihale State Park	County has an agreement with Polihale 'ohana to steward land.
Po'ipū Beach Park	A parking lot was built. There is visitor education ocuring regarding the honu.
Queen's Bath	Not being actively promoted to visitors.
Ho'opi'i Falls	Not being actively promoted to visitors.
Wailua Falls	Not being actively promoted to visitors.

* an area or site that attracts visitors due to its popularity, which may result in overcrowding, congestion, degradation of resources, safety hazards, and a negative experience for both residents and visitors.