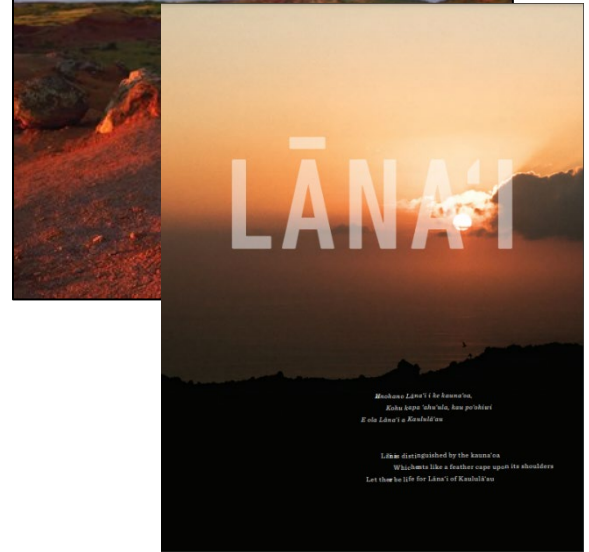


Fall 2021 Progress Report – Lāna‘i Destination Management Action Plan





The Lāna‘i Destination Management Action Plan (DMAP) was approved by the Hawai‘i Tourism Authority’s (HTA) board of directors in January 2021. The Maui Nui DMAP, which incorporates the Lāna‘i DMAP, was released to the public on March 4, 2021.

This report provides an update on the progress toward fulfilling Lāna‘i’s DMAP from August through November 16, 2021, and specifically provides updates to the actions identified for Phase 1 (calendar year 2021) implementation. Only Phase 1 sub-actions are listed unless otherwise noted. There are 23 sub-actions in Phase 1 of which 18 (78%) are in progress, four are on hold due to COVID-19, and one is completed. Two sub-actions from Phase 2 have been started of which one is completed.

Mahalo to the County of Maui’s Office of Economic Development, Office of the Mayor’s Community Liaison for tourism and natural resources, and the Maui Visitors and Convention Bureau (MVCB) for their support and partnership in moving the Maui 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. |


Fall 2021 Progress Report – Lānaʻi 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. |

Per the County Liaison, the County is working with Senator Kai Kahele’s office on this item. Lānaʻi is designated a rural airport only. Lānaʻi Airport does not have Essential Air Status (EAS) designation. This situation continues to be monitored. Essential Air Service designation & Rural designation can help with pricing. It is recommended that residents contact Senator Kahele’s office to further advocate.


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 Lānaʻi management to explore ways to increase guest interactions and engagements with Lānaʻi City. |


This remains an ongoing discussion.

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|  | B.2 | Encourage more resort staff and guests to participate in community workdays and volunteer opportunities. |
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Right now, the community/hotel are hesitant because of COVID-19 and staffing shortages. This sub-action is on hold.

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|  | B.3 | Facilitate the conversation with hotels to coordinate marketing efforts with the community and small businesses based upon HVCB’s Mālama Hawaiʻi program. |
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Right now, the community/hotel are hesitant because of COVID-19 and staffing shortages. This sub-action is on hold.

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|  | B.4 | Create opportunities for residents to feel welcome at resort properties. Continue to invite Lānaʻi artists and crafts people to do workshops and fairs at the resort properties. |
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Right now, the community/hotel are hesitant because of COVID-19 and staffing shortages. This sub-action is on hold.

Fall 2021 Progress Report – Lāna‘i DMAP (continued)

Action C. Enhance and encourage the use of the Lāna‘i 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. |
| LCHC continues to work on the enhancement of the app by identifying appropriate places to visit. | | |
|  | C.2 | Develop functionality of app to indicate potentially dangerous areas/trails that are closed or roads under construction. |
| LCHC continues to refine and enhance the functionality of the app. | | |
|  | C.3 | Involve merchants to promote app and guide activities. |
| LCHC will work on this once the enhancements are completed. | | |
|  | C.4 | Encourage visitors to respect the land, the people and the lifestyle on Lāna‘i. |
| LCHC continues to work on enhancing the app and will incorporate this into the content. | | |

Action D. Encourage sustainable tourism practices on Lāna‘i.

| 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 Lāna‘i natural resources. |
| This sub-action is on hold due to COVID-19. There are opportunities through Pūlama Lāna‘i (4 sites have been identified) and LCHC. | | |


Fall 2021 Progress Report – Lāna‘i DMAP (continued)

Action E. Promote Lāna‘i City to increase spending that goes to residents and small businesses.

| Progress | Sub-Action No. | Sub-Action |
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|  | E.1 | 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 Lāna‘i City. |
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MVCB organized the Lāna‘i Advisory Board meeting on October 25, 2021. The purpose of the Lāna‘i Advisory Board is to guide the messaging of Lāna‘i City. The committee’s brainstorm discussion focused on branding Lāna‘i City, sample day trip itineraries, and regenerative tourism activities. They also provided suggestions for website enhancements. MVCB is also looking at doing website enhancements and creating a QR code to be developed for visitors traveling by ferry.

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|  | E.2 | 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. |
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The Lāna‘i Advisory Board members sent suggested itineraries for MVCB’s review. Advisory members would like the festivals and Saturday markets to return. However, COVID-19 restrictions are prohibiting the opening of these events. County exemptions would need to be applied for. Events such as 5th Friday and the Pineapple Festival have received County funding in the past. Currently, the County is pausing because of COVID-19 gathering restrictions.

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|  | E.3 | <p>Make transportation to Lāna‘i City easier for resort guests, and others that arrive via ferry and the airport.</p> <p>Committee agreed to refine this action to now read: “Create awareness of transportation opportunities to Lāna‘i City from the harbor and airport.”</p> |
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MVCB will need to do more education/communication to inform day trip visitors of private transportation companies available to them that take them from the harbor to Lāna‘i City. It does not look like public transportation will be placed at the harbor anytime soon. This is not an issue for resort visitors as the resort shuttle provides transportation to Lāna‘i City.

Fall 2021 Progress Report – Lāna‘i DMAP (continued)


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

| Progress | Sub-Action No. | Sub-Action |
|---|----------------|--|
|  | F.1 | Develop consistent messaging, campaign and content to encourage and enable visitors to plan a meaningful daytrip or stay on Lāna‘i and for visitors to begin learning about Lāna‘i’s unique history, culture and community. Include where to get information once on Lāna‘i and where not to go. Responsible Lāna‘i visit. |
| | | MVCB organized the Lāna‘i Advisory Board meeting on October 25, 2021. The purpose of the Lāna‘i Advisory Board is to guide the messaging of Lāna‘i City. The committee brainstorm discussion focused on branding Lāna‘i City, sample day trip itineraries, and regenerative tourism activities. They also provided suggestions for website enhancements. The information will be shared at a Lāna‘i community forum in early December 2021 for additional input. |
|  | F.2 | Create educational videos or audio files to be played on ferry, airlines/airport and hotels. Identify the current video projects. |
| | | Since August 2021, the Mālama Maui video is being played on Expeditions. It will reach 200,000+ visitors each year. There is also a Lāna‘i City video played after the Mālama Maui video. |
|  | F.3 | Create brochures for distribution by Lāna‘i businesses, hotels and kiosks. |
| | | Feedback from the initial advisory group and community forum has resulted in MVCB working on developing brochure(s). |
|  | F.4 | Work with the community and businesses to develop online and social media content. |
| | | Feedback from the initial advisory group and community has resulted in MVCB working on developing online and social media content. |
|  | F.5 | Describe what activities need to be arranged ahead of time such as reserving a 4-wheel drive vehicle. |
| | | MVCB will be working on content to be promoted. |
|  | F.6 | Prior to visitors reaching Lāna‘i, provide information on a through multiple means. Communications vehicles could include: an enhanced gohawaii.com Lāna‘i webpage to help visitors plan their trip/day on Lāna‘i ahead of time; have informational iPads available on the ferry; have a person who can assist visitors going to Lāna‘i in Lahaina Harbor ferry line; brochures to distribute; etc.* |
| | | Feedback from the initial advisory group and community has resulted in MVCB exploring channels to provide information to visitors. |
|  | 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 the Lāna‘i Airport in the summer of 2021. |

** This action was to begin in Phase 2, but we are addressing it earlier.*

Fall 2021 Progress Report – Lānaʻi DMAP (continued)

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 |
|---|----------------|--|
|  | G.1 | Support and promote the Mālama Maui County Pledge. |

This effort is done and is continuing.

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|  | G.2 | Strengthen and foster the connection with Lānaʻi. Some level of sustainable and responsible tourism as an overall theme. |
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This activity is being done through the Lānaʻi Advisory Board who is developing messaging and activities.

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. |

MVCB's Destination Manager attended the last Hulopoe Advisory Meeting. An online reservation system for non-residents is being considered.

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. |

A Request for Proposal for the HTA's Aloha 'Āina program was issued on September 15, 2021, and HTA's Community Enrichment Program on September 27, 2021, that could support such workshops.

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|  | I.2 | Encourage community service opportunities. |
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MVCB is working on identifying projects that could be promoted to visitors.