

Summer 2021 Progress Report – Kaua‘i Destination Management Plan





The Kaua‘i Destination Management Action Plan (DMAP) was approved by the Hawai‘i Tourism Authority’s (HTA) board of directors in December 2020. It was released to the public and published on HTA’s website on February 5, 2021.

This report provides an update on the progress toward fulfilling Kaua‘i’s DMAP as of July 30, 2021, specifically the actions identified for Phase 1 (calendar year 2021) implementation. There are 36 sub-actions in Phase 1, of which 22 (61%) are in progress. In addition, two sub-actions that were identified to start in Phase 2 are currently being addressed in Phase 1.

Mahalo to the County of Kaua‘i’s Office of Economic Development and the Kaua‘i Visitors Bureau for their support and partnership in moving the Kaua‘i 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.

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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).

Progress	Sub-Action No.	Sub-Action
	A.1	<p>Include Department of Land and Natural Resources (DLNR) on all discussions and find ways for state and county departments to work together.</p> <ul style="list-style-type: none"> HTA added a DLNR representative to the Steering Committee. HTA will be scheduling an HTA/DLNR/County/KVB meeting in September 2021.
	A.2	<p>Explore and implement a universal user fee model to help offset maintenance costs at beaches and parks. Advocate for the adjustment of usage fees (camping permits) to target different levels of users and instill better management of illegal users.</p> <ul style="list-style-type: none"> During the 2021 Legislative Session, SB666 SD2 (companion bill HB805) established a green fee surcharge of \$20 on transient accommodations for the purposes of funding workforce programs and services that promote certain environmental goals. It also established a conservation workforce special fund. This bill did not move forward. County assessments are currently being done for County parks and trails (as of 7/30/2021).
	A.3	<p>Support and promote DLNR's App (DLNRtip) which allows citizens to help with enforcement and creates public awareness.</p> <ul style="list-style-type: none"> HTA promoted the app on its social media platforms on 8/2/2021.
	A.4	<p>Identify and provide more informational signage at cultural sites, beaches and hiking spots for safety, education, and a great experience.</p>
	A.5	<p>Educate tour operators and boating companies about proper etiquette to deter ocean and reef pollution.</p> <ul style="list-style-type: none"> HTA is funding the Sustainable Tourism Association of Hawai'i's Sustainable Tour Operator Certification Program (https://www.sustainabletourismhawaii.org/certification)
	A.6	<p>Advocate for more stringent and intentional inspections/enforcement of camping/hiking gear and shoes upon arrival at the airport.</p>
	A.7	<p>Support awareness and education of appropriate behavior towards endangered species such as Hawaiian monk seals, sea turtles, Newell's Shearwaters, kōloa maoli (native ducks) and native birds.</p> <ul style="list-style-type: none"> Educational videos were posted on HTA's and GoHawaii's social media platforms. HTA also held interagency meetings with National Oceanic and Atmospheric Administration and DLNR. HTA is working to have the videos played on flights, at the airport, and on hotel channels.
	A.8	<p>Advocate for increased ranger presence and enforcement at county and state parks.</p> <ul style="list-style-type: none"> The County advocated with its Parks department, and they are now fully staffed.

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	A.9	Conduct assessment of North Shore beach accesses and remediate to assure use for subsistence and traditional uses.
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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.

Progress	Sub-Action No.	Sub-Action
	B.1	<p>Include DLNR on all discussions and find ways for state and county departments to work together.</p> <ul style="list-style-type: none"> HTA added a DLNR representative to the Steering Committee. HTA will be scheduling an HTA/DLNR/County/KVB meeting in August 2021.
	B.2	<p>Advocate state/county partnerships with organizations to steward sites. Explore HTA's role in being a liaison between DLNR and Hawaiian lineage descendants for land stewardship.</p> <ul style="list-style-type: none"> HTA initially considered its role to be a liaison as suggested above, and after much deliberation, it was decided that it's not HTA's role and focus. The County currently assists stewards on county sites. The State hasn't provided much assistance to stewards of state sites with the exception of Polihale. HTA will review the list of state sites and determine potential stewardship opportunities.
	B.3	<p>Advocate for DLNR staff training and education. Committee agreed to refine this action to now read: Provide updates to DLNR and ensure the DLNR staff have the latest updates/briefs.</p> <ul style="list-style-type: none"> The County and KVB will be leading this effort, with HTA providing support.
	B.4	<p>Advocate for increased state funding within DLNR for natural resource protection, watershed management, maintenance and development of trail networks, and protection of shoreline and nearshore marine resources, all paired with increased island-specific control and input in such efforts.</p>
	B.5	<p>Encourage DLNR to review regulations for commercial boat and kayak tours along the Nāpali Coast, including schedules and capacity at the Kikiaola Boat Harbor and Port Allen. Implement restrictions if deemed necessary.</p>

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

Progress	Sub-Action No.	Sub-Action
	C.1	Develop training programs relating to Hawaiian textiles and weaving targeted at visitors and locals. <ul style="list-style-type: none"> This is being supported through a Request for Proposals (RFP) from HTA's Kūkulu Ola Program via Hawai'i Community Foundation to be issued in Fall 2021 for projects in calendar year 2022.
	C.2	Work with hotels to provide cultural and history classes that guests can attend. Examples include lei making or making poi. <ul style="list-style-type: none"> HTA will be restarting its Resort Area Hawaiian Cultural program in FY 2022 to fund cultural programs at resort areas, and Native Hawaiian Hospitality Association (NaHHA) to facilitate cultural advisors meetings.
	C.3	Develop a video to educate groups (corporate, weddings, other larger parties) about cultural values and respecting the 'āina and ocean. Encourage viewership of the video. <ul style="list-style-type: none"> KVB will be developing and promoting this video.
	C.4	Support activities like kanikapila songfests featuring Hawai'i's music and musicians.* <ul style="list-style-type: none"> This is being supported through an RFP from HTA's Kūkulu Ola Program via Hawai'i Community Foundation, in addition to HTA's Community Enrichment Program via Kaua'i Visitors Bureau, to be issued in Fall 2021 for projects in calendar year 2022.
	C.5	Support educational programs at cultural sites and invest time into mālama sacred sites such as heiau and resources such as the kai (ocean).* <ul style="list-style-type: none"> This is being supported through an RFP from HTA's Kūkulu Ola Program and Aloha 'Āina Program via Hawai'i Community Foundation to be issued in Fall 2021.
	C.6	Connect Hawaiian culture organizations with the visitor industry to help grow, enhance, design their programs and offering. Explore creating a resource team.
	C.7	Develop ways to bridge cultural practitioners with the visitor industry and small businesses, such as connecting to meetings, conventions and incentives markets, ground operators, destination management companies, festivals and events. Explore the creation of a resource list of cultural practitioners. <ul style="list-style-type: none"> NaHHA is compiling an online directory which is anticipated to be released in Fall 2021.

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





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

Progress	Sub-Action No.	Sub-Action
	D.1	Assess and set specific site visitor limits and create site management plans/develop and implement tourism capacity management models at “hotspot” areas. Allot rest days for hotspot areas.
	D.2	<p>Pilot a reservation system to manage capacity of visitors and explore feasibility of expanding to other hotspot areas.</p> <ul style="list-style-type: none"> DLNR State Parks implemented a Hā‘ena State Park reservation system in April 2021. DLNR is also working on a third reservation system at Lē‘ahi (Diamond Head) State Park on O‘ahu, and will be establishing a statewide parks reservation system thereafter, that could also help other state parks, like Kōke‘e. HTA is also establishing a Universal Reservation System/Portal.
	D.3	<p>Continue the county’s stringent shut down of illegal transient vacation rentals (TVRs), such as the partnership with Airbnb and Expedia.</p> <ul style="list-style-type: none"> The County is doing this.
	D.4	Explore and understand land use, zoning and permitting to manage number of future visitor accommodations on Kaua‘i based on current infrastructure and improve infrastructure. Create a white paper to document findings.
	D.5	<p>Explore ways to count and manage the movement of visitors and residents at identified hotspot areas to prevent the degradation of natural resources, alleviate congestion, and manage the area. Strive for a systematic mechanism to monitor different areas.</p> <ul style="list-style-type: none"> HTA is currently tracking visitation at hotspots and other popular visitor areas with UM (formerly UberMedia). HTA created a “Symphony Dashboard” for each island to gauge not only visitor statistics but visitation to the top 30 points of interest around the island. (https://www.hawaiiitourismauthority.org/research/symphony-dashboards)


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






Progress	Sub-Action No.	Sub-Action
	E.1	<p>Foster and promote diverse mobility choices so that visitors may elect alternatives to renting cars for their entire stay.</p> <p>The Steering Committee refined this action further to read: Foster and promote diverse mobility choices for visitors.</p> <ul style="list-style-type: none"> On July 20, 2021, the County through HTA funding launched GetAroundKauai.com, a new website aimed at informing both visitors and residents of the various transportation options available on Kaua'i. It was created in response to the rental car shortage, but has a broader goal of providing people with the resources they need to make more sustainable transportation choices. In addition, the County is looking at working with hotels and resorts to decouple the parking fee from the resort fee.
	E.2	<p>Continuously examine the movement of visitors around the island, including popular visitor attractions and beach destinations, and encourage the development of public-private shuttle systems from the airport and in major Visitor Destination Areas (VDAs).</p> <ul style="list-style-type: none"> On July 20, 2021, the County through HTA funding launched GetAroundKauai.com, a new website aimed at informing both visitors and residents of the various transportation options available on Kaua'i. It was created in response to the rental car shortage, but has a broader goal of providing people with the resources they need to make more sustainable transportation choices. State of Hawai'i Department of Business, Economic Development, and Tourism, KVB and the County also worked with private industry ground transportation companies to encourage shuttle service from the airport to the Visitor Destination Areas.
	E.3	<p>Meet with and discuss with rental car agencies and car sharing companies to provide electric vehicles, and increase incentives to install EV chargers at the airport and at potential high-use car share locations.</p> <ul style="list-style-type: none"> The County is seeking federal funding for EV superchargers and EV buses, and is also looking to submit a grant to see how EV modes can work together.
	E.4	<p>Create incentives for visitors to choose alternative transportation options such as separating parking costs from resort fees and implementing paid parking at beaches and other parking-limited destinations.</p>

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

Progress	Sub-Action No.	Sub-Action
	F.1	Explore new ways to communicate with the residents and visitor industry to share information and increase understanding. Create a communications plan.
		<ul style="list-style-type: none"> HTA and KVB are working on this effort.

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


Progress	Sub-Action No.	Sub-Action
	G.1	Create a list of organizations to work with to build an educational program.
	G.2	Review existing publications that address respect for Kaua'i's local culture values. Explore the creation of a "Kaua'i 101" curriculum for visitors and new residents.
		<ul style="list-style-type: none"> The County created "Tips from Auntie Lani: How to travel with Aloha" on GetAroundKauai.com. There are planned Kaua'i 101 "sessions" from <i>Leadership Kaua'i</i>.
	G.3	Work with Hawaiian cultural practitioners when developing education materials so that the Hawaiian culture is portrayed accurately for the visitors.
	G.4	Create an educational video about entering Hawai'i and the history, culture, people and environment of Kaua'i. Look at the feasibility of an inflight video, and playing it at the airport.
		<ul style="list-style-type: none"> KVB will be producing a video and determining the appropriate vehicles to display it on.
	G.5	Explore developing content for social media – "home grown media" – to showcase Kaua'i local culture.

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

Progress	Sub-Action No.	Sub-Action
	H.1	Expand the <i>Kaua'i Made</i> products Program, market, promote, and brand beyond Kaua'i's shores. Explore an “Aloha for Kaua'i” type of online-portal. <ul style="list-style-type: none">HTA provided funds to the County to establish the retail/networking space, <i>Alakoko</i>, for Kaua'i Made products. It will be located on Rice Street and is anticipated to open in October/November.The County is trying to get more businesses to participate in the <i>Kaua'i Made</i> program.The Meetings, Conventions & Incentives (MCI) market has been using the <i>Kaua'i Made</i> program, and some hotels/resorts have been bringing <i>Kaua'i Made</i> businesses onto their properties.HTA has also advised its Global Marketing Team to promote <i>Kaua'i Made</i> products and buying local.

Action I: Support Diversification of Other Sectors.

Progress	Sub-Action No.	Sub-Action
	I.1	Support and preserve Kaua'i's agriculture industry, such as value-added products, and agritourism through amended rules/regulations <ul style="list-style-type: none">HTA partnered with GoFarm Hawai'i to update the AgriBusiness Guidebook: Starting an Agri-Tourism Operation. https://www.hawaii tourism authority.org/media/6899/agritourism-agribusiness-guidebook-3921.pdfHTA issued a call to action for farms to be listed on the Hawai'i Farm Trails App via social media and also issued an announcement in March 2021. https://www.hawaii farm trails.com/HTA supported the Hawai'i Farm Trails App launch on April 22, 2021.HTA partnered with GoFarm Hawai'i for capacity building/networking agritourism tours held on May 22, 2021.HTA met with the State Department of Agriculture (DOA) in April and June 2021. HTA is looking at promoting Hawai'i agricultural products via social media with DOA and HVCB/goHawaii.HTA is funding another round of capacity building/networking agritourism tours through GoFarm Hawai'i in early 2022.The County is using ARPA funds to get farmers certified to sell is agriculture products.This action will also be supported through HTA's Community Enrichment Program.