

Destination Management Support Plan (DMSP) Outline

The Destination Management Support Plan shall describe the management strategy and implementation actions aimed at fulfilling HTA Objectives, Key Performance Indicators (KPIs), and Performance Measures. The DMSP shall consist of two sections, one covering 2022 July through December and the other covering 2023 January through December. The DMSP should be clear and concise in communicating strategies, actions and project outcomes.

The DMSP shall include the following components:

NARRATIVE

A. Strategy. Identify and describe your management strategy for the following:

1. Destination Management and Regenerative Tourism

- HTA seeks to attract lifetime value, positive-impact, mindful travelers – considering who and how they interact with the residents, the impact their movement throughout the destination has on the environment, and selecting accommodations, transportation, and activities in a manner that helps preserve the destination and benefits the people who live there.
 - Describe your strategy to communicate and educate visitors both pre-arrival and post-arrival about how to travel throughout the Hawaiian Islands in a sensitive and respectful manner.
 - Describe your strategy to assist HTA in implementing the DMAP action items including the promotion of Hawai'i-made products, cultural festivals and events, community enrichment programs, and voluntourism activities.
 - Describe your strategy to communicate and collaborate with HTA and its contractors to ensure the DMAP action items are implemented to the best of your ability.
- HTA seeks to improve resident sentiment by communicating the initiatives that are being implemented to support the Destination Management Action Plans.
 - Describe your strategy to communicate and educate residents about pre-arrival and post-arrival efforts to attract and educate lifetime value, positive-impact, mindful travelers.

2. Creative Content

- The HTA seeks to globally align the Hawai'i brand positioning by centralizing its creative assets. For specific creative needs that are not available in the Knowledge Bank, please describe your strategy to work with HTA for the development of these assets.

B. Major Campaigns and Programs. Describe key campaigns and programs to include target audience, objectives, timeline, program components, budget, and projected outcomes.

C. Performance Measures Methodology. Describe the measurement methodology used to develop the targets.

HTA DMAP ACTION ITEMS

SECTION 1 – DESTINATION MANAGEMENT

Contractor will be asked to help assist HTA in implementing the goals and actions in the respective DMAPs listed below through various forms of communication, facilitation, collaboration, and promotion, including but not limited to:

- facilitating communications between industry, government and community
- facilitating community outreach and engagement for specified purposes
- promoting local goods and local businesses
- promoting sustainable and regenerative tourism choices
- promoting community-based programs and agritourism
- providing cultural education which may include the co-creation of educational materials
- providing education on natural resources and appropriate behaviors
- encouraging and supporting more collaborative, curated experiences
- discouraging undesirable activities and behaviors.

SECTION 2 – DMAP ACTIONS

Below is a list of actions excerpted from each of the four DMAPs.

KAUA'I

- 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).
- 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.
- Action C: Invest in Hawaiian cultural programs and identify funding sources that enhance the visitor experience and connect both tourism and communities.
- Action D: Focus policies that address over tourism by managing people while on Kaua'i.
- Action E: Encourage low-impact green rides to improve the visitor experience, reduce island traffic, increase small business opportunities, and meet climate action goals.
- Action F: Increase communication, engagement and outreach efforts with the community, visitor industry, and other sectors.
- Action G: Develop educational materials for visitors and new residents to have respect for our local cultural values.
- Action H: Promote "Shop Local" to visitors and residents.
- Action I: Support Diversification of Other Sectors

MAUI NUI

MAUI

- Action A: Implement a responsible tourism marketing communications program to educate visitors pre- and post-arrival about safe and respectful travel.
- Action B: Initiate, fund and continue programs to protect the health of ocean, fresh water and land-based ecosystems and biosecurity.

- Action C: Continue to reach out to the community to understand resident sentiment, increase communications to residents, and foster collaboration.
- Action D: Continue to offer cultural education and training programs to enhance and perpetuate aloha, mālama and kuleana, and the authentic Hawai'i experience.
- Action E: Develop regenerative tourism initiatives.
- Action F: Develop and promote initiatives to improve the experience of transportation and ground travel.
- Action G: Ensure more direct benefits to residents from tourism.
- Action H: Have HTA and the county advocate for consistent enforcement of laws and progress report(s) on enforcement.

MOLOKA'I

- Action A: Develop communication and education programs to encourage responsible visitor behaviors
- Action B: Support the growth of Moloka'i businesses by encouraging new product development focused on regenerative tourism, while continuing support of traditional leisure tourism, to increase jobs for residents.
- Action C: Promote Moloka'i to attract kama'āina and specific visitor segments who appreciate and understand the Moloka'i lifestyle.
- Action D: Enhance resident-visitor relations by strengthening existing cultural/community-based organizations and activities.
- Action E: Provide accommodation that meet the needs of the target segments.
- Action F: Engage partners to determine a path forward that will enhance interisland transportation options for both residents and visitors.

LĀNA'I

- Action A: Engage Partners to determine a path forward that will enhance interisland transportation option for both residents and visitors.
- Action A: Develop partnerships and programs with resorts and other tourism businesses to improve and enhance community relationships.
- Action A: 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.
- Action A: Encourage sustainable tourism practices on Lāna'i.
- Action A: Promote Lāna'i City to increase spending that goes to residents and small businesses.
- Action A: 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.
- Action A: Develop and implement a process whereby visitors to Lāna'i acknowledge to protect, respect, and learn about Lāna'i cultural and natural resources, and community during their visit through the Mālama Maui County Pledge.
- Action A: Discourage activity companies from dropping off visitors who use Lāna'i beaches and facilities without contributing to maintenance of the beaches and facilities.
- Action A: Educate visitors on activities and events available on Lāna'i focused on cultural and natural resources. These activities could include fishpond restoration, koa tree planting, etc.

HAWAII ISLAND

- Action A: Protect and preserve culturally significant places and hotspots.
- Action B: Develop resources and educational programs to perpetuate authentic Hawaiian culture and 'Ōlelo Hawai'i.

- 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.
- Action D: Connect with community networks and partner with community-based organizations to collaboratively identify sites, identify limits of acceptable change, and implement stewardship plans to protect and preserve our natural resources.
- 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.
- Action F: Implement a comprehensive communications and education plan that facilitates positive community-visitor relations and pono practices, including the Pono Pledge.
- Action G: Promote agritourism, and partner with Hawai‘i Island’s agriculture industry to support local food security.
- Action H: Invest in community-based programs that enhance quality of life for communities.
- Action I: Advocate/create more funding sources to improve infrastructure.
- Action J: Improve enforcement of vacation rental regulations.

O‘AHU

- Action A: Decrease the total number of visitors to O‘ahu to a manageable level by controlling the number of visitor accommodations and exploring changes to land use, zoning and airport policies.
- Action B: Implement a pre- and post-arrival tourism communications program to encourage respectful and supportive behavior.
- Action C: Identify sites and implement stewardship plans for key hotspots on O‘ahu.
- Action D: Increase enforcement and active management of sites and trails.
- Action E: Develop a reservation system to monitor and manage users at natural resource and cultural sites.
- Action F: Establish a “Regenerative Tourism Fee” that directly supports programs to regenerate Hawai‘i’s resources, protect natural resources, and address unfunded conservation liabilities.
- Action G: Develop and implement marketing programs to attract positive-impact travelers who prioritize the environment, culture and investing in our local community.
- Action H: Continue to develop and implement “Buy Local” programs to promote purchase of local products and services to keep funds in our communities and minimize carbon footprint.
- Action I: Manage the visitors’ use of cars as transportation on O‘ahu.
- Action J: Work with community partners to develop, market, encourage, and support more collaborative, curated experiences that enrich residents and visitors alike.