
A BILL FOR AN ACT

RELATING TO THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT,
AND TOURISM.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

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PART I

SECTION 1. The legislature finds that prior to the coronavirus disease 2019 pandemic, the effects of tourism on Hawaii's economy, environment, and way of life for residents were undergoing reflection and change. However, the impact of the pandemic on the State and residents provided a greater opportunity to rethink and transform Hawaii's tourism industry for a post-pandemic world in a manner beneficial for Hawaii and its future.

In July 2021, the Hawaii tourism authority announced its intent to become a more effective destination management organization. The legislature notes that destination management has become a major focus of the Hawaii tourism authority and is at the heart of its 2020-2025 Strategic Plan Update. The legislature further notes that the Hawaii tourism authority reorganized its structure and operations to support the goal of



1 *Mālama Ku'u Home* (caring for my beloved home) through the
2 principles of regenerative tourism. Tourism marketing and
3 tourism management are fundamental responsibilities of the
4 Hawaii tourism authority and are critical to sustainable
5 tourism.

6 The legislature further finds that according to the Hawaii
7 state planning act, planning for the State's economy regarding
8 the visitor industry shall be directed toward the achievement of
9 a visitor industry that constitutes a major component of steady
10 growth for Hawaii's economy. To achieve the visitor industry
11 objective, state policy requires, among other things, the
12 following:

- 13 (1) Ensuring that visitor industry activities are in
14 keeping with the social, economic, and physical needs
15 and aspirations of Hawaii's people;
- 16 (2) Encouraging cooperation and coordination between the
17 government and private sectors in developing and
18 maintaining well-designed, adequately serviced visitor
19 industry and related developments that are sensitive
20 to neighboring communities and activities; and



1 (3) Aligning the growth, development, and management of
2 tourism in the State with the objectives and policies
3 of the Hawaii State Planning Act.

4 The legislature believes that each county should have
5 greater control of its own visitor industry. Currently, the
6 legislature appropriates moneys to the Hawaii tourism authority,
7 which then contracts with various businesses or awards grants to
8 promote the State as a visitor destination.

9 The legislature also believes that those moneys should
10 instead be expended by the counties so that each county may
11 develop a visitor marketing approach that is more appropriate to
12 the county than a singular approach by the Hawaii tourism
13 authority that applies statewide.

14 Accordingly, the purpose of this Act is to:

- 15 (1) Ensure that the scope and responsibilities of the
16 Hawaii tourism authority encompass best practice
17 destination management and regenerative tourism;
- 18 (2) Require the Hawaii tourism authority to develop a
19 tourism management plan that includes tourism
20 marketing, best practice destination management, and
21 regenerative tourism;



- 1 (3) Codify the objectives and action items from the
- 2 counties' destination management action plans; and
- 3 (4) Make appropriations.

PART II

5 SECTION 2. Section 201B-1, Hawaii Revised Statutes, is
6 amended by adding two new definitions to be appropriately
7 inserted and to read as follows:

8 "Best practice destination management" means a holistic
9 process that ensures that tourism adds value to the economy,
10 social fabric, and ecology of communities.

11 "Regenerative tourism" means tourism that focuses on
12 reducing the harm associated with tourism and restoring the
13 natural environment from the harm already done by tourism
14 through collective holistic efforts to:

- 15 (1) Make net positive contributions;
- 16 (2) Create conditions that allow life to flourish; and
- 17 (3) Improve destinations for current and future
18 generations for the well-being of the environment,
19 residents, indigenous communities, and visitors."

20 SECTION 3. Section 201B-3, Hawaii Revised Statutes, is
21 amended by amending subsection (a) to read as follows:



- 1 "(a) Except as otherwise limited by this chapter, the
2 authority may:
- 3 (1) Sue and be sued;
 - 4 (2) Have a seal and alter the same at its pleasure;
 - 5 (3) Through its president and chief executive officer,
6 make and execute contracts and all other instruments
7 necessary or convenient for the exercise of its powers
8 and functions under this chapter; provided that the
9 authority may enter into contracts and agreements for
10 a period of up to five years, subject to the
11 availability of funds; [~~and~~] provided further that the
12 authority may enter into agreements for the use of the
13 convention center facility for a period of up to ten
14 years;
 - 15 (4) Make and alter bylaws for its organization and
16 internal management;
 - 17 (5) Unless otherwise provided in this chapter, adopt rules
18 in accordance with chapter 91 with respect to its
19 projects, operations, properties, and facilities;



- 1 (6) Through its president and chief executive officer,
2 represent the authority in communications with the
3 governor and the legislature;
- 4 (7) Through its president and chief executive officer,
5 provide for the appointment of officers, agents, a
6 sports coordinator, and employees, subject to the
7 approval of the board, prescribing their duties and
8 qualifications, and fixing their salaries, without
9 regard to chapters 76 and 78, if funds have been
10 appropriated by the legislature and allotted as
11 provided by law;
- 12 (8) Through its president and chief executive officer,
13 purchase supplies, equipment, or furniture;
- 14 (9) Through its president and chief executive officer,
15 allocate the space or spaces that are to be occupied
16 by the authority and appropriate staff;
- 17 (10) Through its president and chief executive officer,
18 engage the services of qualified persons to implement
19 the State's tourism [~~marketing~~] management plan or
20 portions thereof as determined by the authority;



- 1 (11) Through its president and chief executive officer,
2 engage the services of consultants on a contractual
3 basis for rendering professional and technical
4 assistance and advice;
- 5 (12) Procure insurance against any loss in connection with
6 its property and other assets and operations in
7 amounts and from insurers as it deems desirable;
- 8 (13) Contract for or accept revenues, compensation,
9 proceeds, and gifts or grants in any form from any
10 public agency or any other source;
- 11 (14) Develop, coordinate, and implement state policies and
12 directions for tourism and related activities taking
13 into account the economic, social, and physical
14 impacts of tourism on the State, Hawaii's natural
15 environment, [~~and~~] areas frequented by visitors[+],
16 best practice destination management, and regenerative
17 tourism;
- 18 (15) Have a permanent [7] and strong focus on Hawaii brand
19 management;



- 1 (16) Coordinate all agencies and advise the private sector
2 in the development of tourism-related activities and
3 resources;
- 4 (17) Work to eliminate or reduce barriers to travel to
5 provide a positive and competitive business
6 environment, including coordinating with the
7 department of transportation on issues affecting
8 airlines and air route development;
- 9 (18) Market and promote sports-related activities and
10 events;
- 11 (19) Coordinate the development of new products with the
12 counties and other persons in the public sector and
13 private sector, including the development of sports,
14 culture, health and wellness, education, technology,
15 agriculture, and nature tourism;
- 16 (20) Establish a public information and educational program
17 to inform the public of tourism and tourism-related
18 problems;
- 19 (21) Encourage the development of tourism educational,
20 training, and career counseling programs;



- 1 (22) Establish a program to monitor, investigate, and
2 respond to complaints about problems resulting
3 directly or indirectly from the tourism industry and
4 taking appropriate action as necessary;
- 5 (23) Develop and implement emergency measures to respond to
6 any adverse effects on the tourism industry, pursuant
7 to section 201B-9;
- 8 (24) Set and collect rents, fees, charges, or other
9 payments for the lease, use, occupancy, or disposition
10 of the convention center facility without regard to
11 chapter 91;
- 12 (25) Notwithstanding chapter 171, acquire, lease as lessee
13 or lessor, own, rent, hold, and dispose of the
14 convention center facility in the exercise of its
15 powers and the performance of its duties under this
16 chapter; and
- 17 (26) Acquire by purchase, lease, or otherwise, and develop,
18 construct, operate, own, manage, repair, reconstruct,
19 enlarge, or otherwise effectuate, either directly or
20 through developers, a convention center facility."



1 SECTION 4. Section 201B-6, Hawaii Revised Statutes, is
2 amended to read as follows:

3 "§201B-6 Tourism [~~marketing~~] management plan; measures of
4 effectiveness. (a) The authority shall be responsible for
5 developing a tourism [~~marketing~~] management plan[-] that
6 includes tourism marketing, best practice destination
7 management, and regenerative tourism. The plan shall be a
8 single, comprehensive document that shall be updated every year
9 and include the following:

- 10 (1) Statewide Hawaii brand management efforts and
11 programs;
- 12 (2) Targeted markets;
- 13 (3) Efforts to enter into Hawaii brand management projects
14 that make effective use of cooperative programs;
- 15 (4) Program performance goals and targets that can be
16 monitored as market gauges and used as attributes to
17 evaluate the authority's programs; and
- 18 (5) The authority's guidance and direction for the
19 development and coordination of promotional and
20 marketing programs that build and promote the Hawaii
21 brand, which are implemented through county contracts



1 and agreements with destination marketing
2 organizations or other qualified organizations,
3 including:
4 (A) Target markets and the results being sought;
5 (B) Key performance indicators; and
6 (C) Private sector collaborative or cooperative
7 efforts that may be required.

8 As used in this [~~section,~~] subsection, "Hawaii brand" means
9 the programs that collectively differentiate the Hawaii
10 experience from other destinations.

11 (b) In accordance with subsection (a), the authority shall
12 develop measures of effectiveness to assess the overall benefits
13 and effectiveness of the [~~marketing~~] tourism management plan and
14 include documentation of the progress of the [~~marketing~~] tourism
15 management plan [~~towards~~] toward achieving the authority's
16 strategic plan goals."

17 SECTION 5. Section 201B-7, Hawaii Revised Statutes, is
18 amended by amending subsections (a) and (b) to read as follows:

19 "(a) The authority may enter into contracts and agreements
20 that include the following:



- 1 (1) Tourism promotion, [~~marketing, and~~] development [~~+~~],
2 and management;
- 3 (2) Market development-related research;
- 4 (3) Product development and diversification issues focused
5 on visitors;
- 6 (4) Promotion, development, and coordination of sports-
7 related activities and events;
- 8 (5) Promotion of Hawaii, through a coordinated statewide
9 effort, as a place to do business, including high
10 technology business, and as a business destination;
- 11 (6) Reduction of barriers to travel;
- 12 (7) Marketing, management, use, operation, or maintenance
13 of the convention center facility, including the
14 purchase or sale of goods or services, logo items,
15 concessions, sponsorships, and license agreements, or
16 any use of the convention center facility as a
17 commercial enterprise; provided that effective
18 January 1, 2020, and thereafter, contracts issued
19 pursuant to this paragraph for the marketing of all
20 uses of the convention center facility may be issued



1 separately from the management, use, operation, or
2 maintenance of the facility;

3 (8) Tourism research and statistics to:

4 (A) Measure and analyze tourism trends;

5 (B) Provide information and research to assist in the
6 development and implementation of state tourism
7 policy; and

8 (C) Provide tourism information on:

9 (i) Visitor arrivals, visitor characteristics,
10 and expenditures;

11 (ii) The number of transient accommodation units
12 available, occupancy rates, and room rates;

13 (iii) Airline-related data including seat capacity
14 and number of flights;

15 (iv) The economic, social, and physical impacts
16 of tourism on the State; and

17 (v) The effects of the [~~marketing programs~~]
18 tourism management plan of the authority on
19 the measures of effectiveness developed
20 pursuant to section 201B-6(b); and



1 (9) Any and all other activities necessary to carry out
2 the intent of this chapter;
3 provided that the authority shall periodically submit a report
4 of the contracts and agreements entered into by the authority to
5 the governor, the speaker of the house of representatives, and
6 the president of the senate.

7 (b) The authority shall be responsible for:

8 (1) Creating a vision and developing a long-range
9 strategic plan for tourism in Hawaii;

10 (2) Promoting[~~, marketing,~~] and developing the tourism
11 industry in the State; provided that the authority's
12 efforts include best practice destination management
13 and regenerative tourism;

14 (3) Arranging for the conduct of research through
15 contractual services with the University of Hawaii or
16 any agency or other qualified persons concerning
17 social, economic, and environmental aspects of tourism
18 development in the State;

19 (4) Providing technical or other assistance to agencies
20 and private industry upon request;



- 1 (5) Perpetuating the uniqueness of the native Hawaiian
2 culture and community, and their importance to the
3 quality of the visitor experience, by ensuring that:
- 4 (A) The Hawaiian culture is accurately portrayed by
5 Hawaii's visitor industry;
- 6 (B) Hawaiian language is supported and normalized as
7 both an official language of the State as well as
8 the foundation of the host culture that draws
9 visitors to Hawaii;
- 10 (C) Hawaiian cultural practitioners and cultural
11 sites that give value to Hawaii's heritage are
12 supported, nurtured, and engaged in sustaining
13 the visitor industry; and
- 14 (D) A native Hawaiian cultural education and training
15 program is provided for the visitor industry
16 workforce having direct contact with visitors;
17 and
- 18 (6) Reviewing annually the expenditure of public funds by
19 any visitor industry organization that contracts with
20 the authority to perform tourism promotion,
21 ~~[marketing, and]~~ development, and management and



1 making recommendations necessary to ensure the
2 effective use of the funds for the development and
3 management of tourism."

4 SECTION 6. Section 201B-13, Hawaii Revised Statutes, is
5 amended by amending subsection (b) to read as follows:

6 "(b) The authority may establish an advisory group that
7 may meet monthly or as the authority deems necessary [~~which~~]
8 and may include the director of business, economic development,
9 and tourism, director of transportation, chairperson of the
10 board of land and natural resources, and executive director of
11 the state foundation on culture and the arts, to advise the
12 authority on matters relating to their respective departments or
13 agency in the preparation and execution of suggested:

- 14 (1) Measures to respond to tourism emergencies pursuant to
15 section 201B-9;
- 16 (2) Programs for the management, improvement, and
17 protection of Hawaii's natural environment and other
18 areas frequented by visitors;
- 19 (3) Measures to address issues affecting airlines, air
20 routes, and barriers to travel to Hawaii; [~~and~~]



- 1 (4) Programs to perpetuate the cultures of Hawaii and
2 engage local communities to sustain and preserve the
3 native Hawaiian culture[-]; and
4 (5) Programs that include tourism marketing, best practice
5 destination management, and regenerative tourism as
6 part of an overall tourism management plan."

7 SECTION 7. Section 201B-16, Hawaii Revised Statutes, is
8 amended to read as follows:

9 "§201B-16 Annual report. The authority shall submit a
10 complete and detailed report of its activities, expenditures,
11 and results, including the progress of the tourism [~~marketing~~]
12 management plan, developed pursuant to section 201B-6, toward
13 achieving the authority's strategic plan goals, to the governor
14 and the legislature at least twenty days prior to the convening
15 of each regular session of the legislature. The annual report
16 shall include the descriptions and evaluations of programs
17 funded, together with any recommendations the authority may
18 make."

19 PART III



1 SECTION 8. Chapter 201B, Hawaii Revised Statutes, is
2 amended by adding a new part to be appropriately designated and
3 to read as follows:

4 "PART . DESTINATION MANAGEMENT ACTION PLANS

5 §201B-A Destination management action plan objectives.

6 The authority shall rebuild, redefine, and reset the direction
7 of tourism. In order to achieve this goal, the authority shall
8 meet the following objectives:

- 9 (1) Create positive contributions to the quality of life
10 for each county's residents;
- 11 (2) Support the maintenance, enhancement, and protection
12 of each county's natural resources;
- 13 (3) Ensure the authentic Hawaiian culture is perpetuated
14 and accurately presented in experiences for residents
15 and visitors, materials, and marketing efforts;
- 16 (4) Maintain and improve visitor satisfaction of their
17 experience in each county;
- 18 (5) Strengthen the economic contribution of each county's
19 visitor industry; and
- 20 (6) Increase communication and understanding between the
21 residents and visitor industry.



1 §201B-B Oahu destination management action plan 2021 to
2 2024; action items. To meet the objectives under section 201B-A
3 for the city and county of Honolulu, the authority shall take
4 specific actions as outlined in its Oahu destination management
5 action plan 2021 to 2024. The actions of the Oahu destination
6 management action plan 2021 to 2024 are to:

7 (1) Decrease the total number of visitors to Oahu to a
8 manageable level by controlling the number of visitor
9 accommodations and exploring changes to land use,
10 zoning, and airport policies. Specifically, the
11 authority shall:

12 (A) Lower the number of illegal short-term vacation
13 rentals by supporting:

14 (i) The city and county of Honolulu to improve
15 enforcement of current regulations; and

16 (ii) The city and county of Honolulu in
17 implementing new rules;

18 (B) Provide resources to engage communities and
19 agencies to collaborate on additional rules;
20 particularly to limit expansion of legal short-



- 1 term vacation rentals outside of the resort
2 areas; and
- 3 (C) Commit resources to study methods of limiting
4 supply such as:
- 5 (i) Controlling new visitor accommodation
6 development through building permits or
7 approvals for new sites; and
- 8 (ii) Exploring changes to land use, zoning, and
9 airport policies that influence tourism
10 infrastructure and ultimately determine the
11 number of visitors that can access Oahu
12 sites;
- 13 (2) Implement a pre- and post-arrival tourism
14 communications program to encourage respectful and
15 supportive behavior. Specifically, the authority
16 shall:
- 17 (A) Identify the best messaging and ways to reach and
18 communicate with visitors prior to arrival;
- 19 (B) Support Hawaiian cultural educational and
20 training programs, including olelo Hawaii



- 1 (Hawaiian language) for the employees in the
2 visitor industry;
- 3 (C) Develop a messaging program to educate visitors
4 and locals physically and virtually about
5 significant sites or areas and pono (righteous)
6 practices related to them;
- 7 (D) Support the enhancement the goHawaii app to
8 include more real time information, road
9 closures, events, local etiquette, resource
10 protection, and areas that are of-limits; and
- 11 (E) Provide visitors with other means of accessing
12 information such as using artificial intelligence
13 to answer visitor questions or share videos and
14 pictures over smartphones to make it easy for
15 visitors to engage;
- 16 (3) Identify sites and implement stewardship plans for key
17 hotspots on Oahu. Specifically, the authority shall:
- 18 (A) Work with stakeholders to identify and prioritize
19 sites associated with public impact on natural
20 and cultural resources. The priority of sites
21 shall be where:



- 1 (i) Communities or neighborhoods have issues
- 2 with visitors;
- 3 (ii) Conflicts exist within communities regarding
- 4 visitors; or
- 5 (iii) Residents' access and traditional cultural
- 6 access need protection;
- 7 (B) Work with communities to determine desired
- 8 conditions or limits of acceptable change then
- 9 identify management actions to achieve or sustain
- 10 those conditions to ensure integrity and avert
- 11 degradation of hotspots;
- 12 (C) Develop a process to support government and
- 13 community collaboration on how to manage and
- 14 steward sites and determine if there are similar
- 15 issues across some of the hotspots, so the issues
- 16 can be addressed in a group or pilot program;
- 17 (D) Increase opportunities for community-led
- 18 initiatives that steward and manage these
- 19 resources, including closure of areas and
- 20 managing traffic;



- 1 (E) Advocate for increased funding and resources for
2 department of land and natural resources, city
3 and county department of planning and permitting,
4 and city and county parks and recreation, to
5 better manage hotspots;
- 6 (F) Support the department of land and natural
7 resources and the city and county of Honolulu in
8 their:
- 9 (i) Investigation of site user fees or hiking
10 permits that go directly to support and
11 manage specific hotspots and the affected
12 communities;
- 13 (ii) Review of studies to determine whether site
14 fees are warranted and how fees are to be
15 processed and returned to that spot; and
- 16 (iii) Evaluation on whether the fees are working;
17 and
- 18 (G) Support the department of land and natural
19 resources and the city and county of Honolulu as
20 they explore the process of requiring hikers to
21 apply for and acquire a hiking permit;



- 1 (4) Increase enforcement and active management of sites
- 2 and trails. Specifically, the authority shall:
- 3 (A) Support the city and county of Honolulu and the
- 4 public utilities commission as they:
- 5 (i) Explore ways to improve enforcement of
- 6 parking rules at hotspots and popular
- 7 visitor attractions; and
- 8 (ii) Crack down on illegal tour vans and buses
- 9 dropping people off at beaches and trails;
- 10 and
- 11 (B) Support the department of agriculture, the
- 12 division of forestry and wildlife within the
- 13 department of land and natural resources, and the
- 14 invasive species council as they:
- 15 (i) Promote sanitation protocols for cleaning
- 16 gear; and
- 17 (ii) Encourage responsible visitor practices like
- 18 cleaning gear at hiking trails and not
- 19 tracking in invasive species;



- 1 (5) Develop a reservation system to monitor and manage
- 2 users at natural resource and cultural sites.
- 3 Specifically, the authority shall:
- 4 (A) Explore a reservation system and demand-based fee
- 5 pricing at popular sites and hotspots;
- 6 (B) Evaluate the current reservation systems at
- 7 Hanauma Bay and Leahi (Diamond Head) to support a
- 8 sustainable capacity of visitors and advocate for
- 9 expansion to other hotspots on the island; and
- 10 (C) Pilot a program for a statewide reservation
- 11 system that can redistribute excess demand to
- 12 other sites or to other participating
- 13 attractions;
- 14 (6) Establish a regenerative tourism fee that directly
- 15 supports programs to regenerate Hawaii's resources,
- 16 protect natural resources, and address unfunded
- 17 conservation liabilities. Specifically, the authority
- 18 shall:
- 19 (A) Identify how to legally collect this fee,
- 20 distribute this type of fee, and develop
- 21 accountability measures;



- 1 (B) Educate the visitor industry on the need for the
2 fee and how it contributes to sustainability; and
- 3 (C) Share with the traveler or visitor about how the
4 fee would be used to enhance their visit by
5 protecting the place;
- 6 (7) Develop and implement marketing programs to attract
7 positive-impact travelers who prioritize the
8 environment, culture, and investing in the local
9 community. Specifically, the authority shall:
- 10 (A) Continue to develop and focus marketing messaging
11 to market segments that appreciate learning about
12 unique cultures and natural resources;
- 13 (B) Continue to develop plans to attract higher
14 spending travelers such as meetings, conventions
15 and incentives (MCI) visitors, wedding parties,
16 business travelers, medical tourists, LGBTQ, and
17 arts and culture travelers;
- 18 (C) Continue to reassess and adjust marketing Oahu
19 with context and not just surf and sand by
20 including island values and prioritizing Oahu's



1 environment and culture to attract the right kind
2 of visitors;

3 (D) Use marketing campaigns as an opportunity for
4 visitors to connect with Oahu on a deeper level
5 through immersive experiences, and to travel in a
6 way that enriches their lives while giving back
7 to the communities that they are fortunate enough
8 to visit;

9 (E) Continue to develop campaigns to shift visitation
10 from peak periods to slower shoulder periods;

11 (F) Be intentional about what it promotes to ensure
12 that what is promoted is authentic. This
13 includes enhancing the current "The Hawaiian
14 Islands" brand guidelines for industry partners
15 and encouraging its consistent use; and

16 (G) Develop metrics and collect data to measure
17 marketing effectiveness beyond the economic
18 impacts, such as Aloha+ Challenge measures, the
19 acceptance of tourism by local residents, the
20 number of visitors participating in voluntourism
21 or buying local;



- 1 (8) Continue to develop and implement "Buy Local" programs
2 to promote purchase of local products and services to
3 keep funds in the communities and minimize carbon
4 footprint. Specifically, the authority shall:
- 5 (A) Continue to encourage the visitor industry to
6 prioritize purchase of Hawaii-based, aina (earth)
7 friendly products, services and technology
8 solutions to include literature, crafts, fashion,
9 music, performance art, film, fresh produce,
10 value-added products, and software;
- 11 (B) Support Oahu Metropolitan Planning Organization
12 efforts to provide safe, convenient, reliable,
13 and efficient private and public transportation
14 to shift visitors from driving rental cars to
15 more environmentally sustainable modes. This
16 includes the development, support of, and
17 advocacy for bike paths and the promotion of
18 bicycle use;
- 19 (C) Support the city and county of Honolulu as it
20 considers creating pedestrian-oriented areas; and



- 1 (D) Promote Oahu artisans, including creators of
2 local crafts, fashion, music, performance, and
3 visual arts;
- 4 (9) Manage the visitors' use of cars as transportation on
5 Oahu. Specifically, the authority shall:
- 6 (A) Continue to encourage the visitor industry to
7 prioritize purchase of Hawaii- based, aina
8 (earth) friendly products, services and
9 technology solutions to include literature,
10 crafts, fashion, music, performance art, film,
11 fresh produce, value-added products, and
12 software;
- 13 (B) Work with hotels, restaurants, and visitor retail
14 to feature or promote local products; and
- 15 (C) Continue to leverage programs that support buying
16 local and coordinate with various certification
17 programs for a cohesive promotion program; and
- 18 (10) Work with community partners to develop, market,
19 encourage, and support more collaborative, curated
20 experiences that enrich residents and visitors alike.
21 Specifically, the authority shall:



- 1 (A) Increase the number of suitable places for
2 visitor and resident activities by renovating
3 popular hikes and sites away from residential
4 areas or developing new sites through
5 improvements such as adding walking paths or
6 developing parking and signage;
- 7 (B) Commit resources to promote alternatives for
8 visitors from overusing sites or going off the
9 beaten path; redirect visitors to areas that can
10 accept higher traffic away from residential
11 areas; and enhance these places through signage
12 and messaging, programs, educational offerings,
13 and exhibits;
- 14 (C) Support the department of land and natural
15 resources and the city and county of Honolulu as
16 they develop new recreational opportunities for
17 residents to ease the burden on sites that are
18 heavily used by visitors and residents;
- 19 (D) Support the Oahu visitor's bureau as it explores
20 the creation of a curated "city pass" program to
21 move visitors to sites and attractions that have



1 capacity and infrastructure to handle more
2 visitors; and

3 (E) Examine creation of "Kamaaina Days" at identified
4 sites with a priority for weekends.

5 §201B-C Maui Nui destination management action plan 2021
6 to 2024; action items. (a) To meet the objectives under
7 section 201B-A for island of Maui, the authority shall take
8 specific actions as outlined in its Maui Nui destination
9 management action plan 2021 to 2023. The actions for Maui
10 island under the Maui nui destination management action plan
11 2021 to 2023 are to:

12 (1) Implement a responsible tourism marketing
13 communications program to educate visitors pre- and
14 post-arrival about safe and respectful travel.

15 Specifically, the authority shall:

16 (A) Develop and implement a coordinated marketing and
17 branding plan that defines and amplifies
18 regenerative tourism on Maui;

19 (B) Review and enhance the goHawaii app to include
20 more island-specific and preferably geotargeting
21 features, such as real-time information on road



- 1 closures, events, local etiquette, resource
2 protection, and areas that are of-limits;
- 3 (C) Support the Hawaii Visitors and Convention Bureau
4 and the Maui Visitors and Convention Bureau as
5 they encourage:
- 6 (i) The usage of the updated goHawaii app in the
7 implementation of the marketing or branding
8 plan, including social media; and
- 9 (ii) Partners to also promote the goHawaii app
10 and other visitor education programs; and
- 11 (D) Ensure continued funding to continue public
12 service announcements about being a responsible
13 visitor on incoming flights and at airports;
- 14 (2) Initiate, fund, and continue programs to protect the
15 health of ocean, fresh water, and land-based
16 ecosystems and biosecurity. Specifically, the
17 authority shall:
- 18 (A) Support the Maui Visitors and Convention Bureau
19 as it promotes Hawaii's sunscreen law and educate
20 visitors about proper sunscreen use through the



- 1 goHawaii app and other visitor education
- 2 programs;
- 3 (B) Support the department of land and natural
- 4 resources as it:
 - 5 (i) Explore the capacity limits at hot spots
 - 6 through science-based data; and
 - 7 (ii) Continue educating the community and
 - 8 visitors about the importance of limiting
 - 9 numbers to ensure hot spots can be sustained
 - 10 and thrive;
- 11 (C) Pilot a reservation system like the East Maui
- 12 Reservation and Itinerary System to support a
- 13 sustainable capacity of visitors and explore the
- 14 feasibility of expanding capabilities to other
- 15 hot spots on the island; and
- 16 (D) Support the county of Maui as it:
 - 17 (i) Encourages and, if needed, provides
 - 18 incentives to visitor industry partners for
 - 19 recycling, wastewater reuse, organic land
 - 20 care, and renewable energy installation; and



1 (ii) Recognize those partners who have exceeded
2 expectations;

3 (3) Continue to reach out to the community to understand
4 resident sentiment, increase communications to
5 residents, and foster collaboration. Specifically,
6 the authority shall:

7 (A) Support the county of Maui as it holds regular
8 town hall meetings to include both community
9 members, stakeholders, and industry partners; and

10 (B) Increase awareness through town halls and other
11 vehicles of the benefits of tourism, such as
12 jobs, small business successes, and a local Maui
13 workforce; how resident concerns are being viewed
14 and addressed; and how it correlates with Maui's
15 overall economy;

16 (4) Continue to offer cultural education and training
17 programs to enhance and perpetuate aloha, malama
18 (care) and kuleana (responsibility), and the authentic
19 Hawaii experience. Specifically, the authority shall:

20 (A) Explore funding and scholarships to increase tour
21 guide certification program participation as



1 pilot project for future compulsory culture and
2 language training programs;

3 (B) Work with University of Hawaii Maui College to
4 increase and promote visitor industry training
5 programs;

6 (C) Explore options and identify community
7 organizations that can work with industry
8 partners to foster locations for educational
9 sites for learning that supports practitioners:
10 apprentice type of programs to ensure proper,
11 quality learning; and

12 (D) Support the Native Hawaiian Hospitality
13 Association as it continues to offer and promote
14 cultural education workshop series for visitor
15 industry and other businesses;

16 (5) Develop regenerative tourism initiatives.

17 Specifically, the authority shall:

18 (A) Support and incentivize product development to
19 create more packages with opportunities to not
20 only learn about Hawaii but to also make the
21 place better; and



1 (B) Identify and promote cross-discipline activities
2 into product development, such as invasive
3 species eradication, kalo (taro) planting, and
4 wildlife preservation and environmental
5 protection for visitors and residents;

6 (6) Develop and promote initiatives to improve the
7 experience of transportation and ground travel.
8 Specifically, the authority shall support the county
9 of Maui as it:

10 (A) Identifies ways to increase availability of
11 rental cars in the resort areas for on-demand
12 use; and

13 (B) Together with the airports division of the
14 department of transportation, explores options to
15 reduce the number of flights arriving near the
16 same time to reduce the related impact of high
17 traffic volume between the airport and resort
18 areas;

19 (7) Ensure more direct benefits to residents from tourism.
20 Specifically, the authority shall:



- 1 (A) Encourage hotels and restaurants to prioritize
2 purchases from local suppliers to support
3 recovery efforts and recognize those who are
4 helping; and
- 5 (B) Develop a master list of locally grown and value-
6 added products that can:
- 7 (i) Be accessed by hotels and restaurants to
8 know more easily what is available; and
- 9 (ii) Include local growers, co-ops, the volume of
10 product available, and an inventory of food
11 products and other manufactured or value-
12 added products of the members of the Maui
13 Chamber of Commerce; and
- 14 (8) Advocate for consistent enforcement of laws and
15 progress reports on enforcement. Specifically, the
16 authority shall advocate for increased enforcement of
17 current laws.
- 18 (b) To meet the objectives under section 201B-A for the
19 island of Molokai, the authority shall take specific actions as
20 outlined in its Maui Nui destination management action plan 2021



1 to 2023. The actions for Molokai island under the Maui Nui
2 destination management action plan 2021 to 2023 are to:

3 (1) Develop communication and education programs to
4 encourage responsible visitor behaviors.

5 Specifically, the authority shall:

6 (A) Assess the feasibility of a visitor center that
7 is open every day and fully staffed;

8 (B) Develop Molokai specific content for
9 communications pieces to educate visitors about
10 what to expect on Molokai, including types of
11 activities, rules, sites where access is not
12 allowed, safety regulations, list of resources,
13 and a process of mutual respect between residents
14 and visitors;

15 (C) Develop a process that highly encourages incoming
16 visitors to watch an orientation video at the
17 Molokai Airport;

18 (D) Explore other means of delivering orientation
19 information to guests, pre-arrivals, such as
20 videos on goHawaii.com and YouTube and printed



1 materials to business and visitor touchpoints;
2 and
3 (E) Work with landowners and promote use of existing
4 reservations systems to access sensitive areas or
5 hotspots;
6 (2) Support the growth of Molokai businesses by
7 encouraging new product development focused on
8 regenerative tourism, while continuing support of
9 traditional leisure tourism, to increase jobs for
10 residents. Specifically, the authority shall:
11 (A) Support the county of Maui as it supports the
12 creation of new businesses, and existing
13 businesses looking to grow or transition into new
14 areas, that can offer desired experiences and
15 services to visitors and provide more job
16 stability for residents through forms such as
17 offering workshops on different aspects of
18 starting up a business, start-up grants, or
19 temporary offices or workspaces; and
20 (B) Support the community-based businesses,
21 organizations, and tourism providers to identify



1 regenerative tourism activities that could be
2 offered to visitors and then amplified through
3 product development and marketing programs;

4 (3) Promote Molokai to attract kamaaina and specific
5 visitor segments who appreciate and understand the
6 Molokai lifestyle. Specifically, the authority shall:

7 (A) Support the Hawaii Visitors and Convention Bureau
8 and the Maui Visitors and Convention Bureau as
9 they invite members of the community, cultural
10 experts, and businesses to be a part of an
11 advisory group to guide messaging and campaigns
12 to evolve the positioning of Molokai towards a
13 cultural and educational experience in addition
14 to a leisure vacation destination; and

15 (B) Target marketing towards groups that match with
16 the experiences that Molokai has to offer such
17 as:

18 (i) Kamaaina visitors who better understand the
19 lifestyle and experience Molokai has to
20 offer;

21 (ii) Retreat groups;



- 1 (iii) Hunter segment who can also help manage the
- 2 deer population;
- 3 (iv) Repeat visitors to Molokai; and
- 4 (v) Visitors looking to take part in agritourism
- 5 and cultural tourism activities;
- 6 (4) Enhance resident-visitor relations by strengthening
- 7 existing cultural or community-based organizations and
- 8 activities. Specifically, the authority shall:
- 9 (A) Develop voluntourism activities that give
- 10 visitors opportunities to participate with local
- 11 nonprofit organizations in Loi Kalo (taro patch),
- 12 Loko Ia (Hawaiian fishponds), conservation, and
- 13 restoration activities;
- 14 (B) Support and strengthen existing events, create
- 15 new events by local community experts for both
- 16 residents and visitors, and ensure that cultural
- 17 events are run by someone with relevant
- 18 experience;
- 19 (C) Guide event organizers and visiting groups to
- 20 ensure they interact with the island in a
- 21 sustainable manner that enhances the environment;



- 1 (D) Support the county of Maui as it involves more
2 Molokai residents and Molokai-based tourism
3 related businesses in developing events;
- 4 (E) Encourage cultural practitioners with
5 generational ties to Molokai to participate and
6 lead in business efforts and events, to support
7 continued cultural practices on island;
- 8 (F) Identify clean-up or restoration projects that
9 could be implemented to support residents and
10 tourists alike;
- 11 (G) Identify and evaluate options on how the
12 fishponds can play a larger role in uniting the
13 community and visitors; and
- 14 (H) Hold regular town hall meetings to include both
15 community, stakeholders, and industry partners,
16 to share updates on the benefits and trade-offs
17 of tourism for Molokai, through multiple modes of
18 communication, not just online;
- 19 (5) Provide accommodations that meet the needs of the
20 target segments. Specifically, the authority shall
21 support the county of Maui as it seeks public-private



1 partnerships to improve and revitalize existing
2 accommodations to meet the needs of target segments;
3 and

4 (6) Engage partners to determine a path forward that will
5 enhance interisland transportation options for both
6 residents and visitors. Specifically, the authority
7 shall support the county of Maui as it:

8 (A) Advocates for airlines, the department of
9 transportation, and the Federal Aviation
10 Administration to restore affordable and
11 dependable air and sea transportation to viable
12 levels that meet the needs of the community; and

13 (B) Considers whether there are options to increase
14 services during high demand events without
15 increasing impact to the natural resources.

16 (c) To meet the objectives under section 201B-A for the
17 island of Lanai, the authority shall take specific actions as
18 action items outlined in its Maui Nui destination management
19 action plan 2021 to 2023. The actions for Lanai island under
20 the Maui Nui destination management action plan 2021 to 2023 are
21 to:



1 (1) Engage partners to determine a path forward that will
2 enhance interisland transportation options for both
3 residents and visitors. Specifically, the authority
4 shall advocate for airlines, county of Maui,
5 department of transportation, and Federal Aviation
6 Administration to restore affordable and dependable
7 air and sea transportation to viable levels that meet
8 the needs of the community;

9 (2) Develop partnerships and programs with resorts and
10 other tourism businesses to improve and enhance
11 community relationships. Specifically, the authority
12 shall support:

13 (A) The county of Maui as it facilitates discussions
14 with hotel management to explore ways to increase
15 guest interactions and engagements with Lanai
16 City;

17 (B) Resort property management organizations as they
18 encourage more resort staff and guests to
19 participate in community workdays and volunteer
20 opportunities;



- 1 (C) The Maui Visitors and Convention Bureau as it
2 facilitates the conversation with hotels to
3 coordinate marketing efforts with the community
4 and small businesses based upon the Hawaii
5 Visitors and Convention Bureau's Malama Hawaii
6 program; and
- 7 (D) Support resort property management organizations,
8 as they creates opportunities for residents to
9 feel welcome at resort properties and continues
10 to invite Lanai artists and crafts people to do
11 workshops and fairs at the resort properties;
- 12 (3) Enhance and encourage the use of the Lanai Culture and
13 Heritage Center's Guide App as a primary part of the
14 travel protocol for traveling to the island.
15 Specifically, the authority shall support the Lanai
16 Culture and Heritage Center as it:
- 17 (A) Identifies appropriate places to visit and
18 integrate into the app;
- 19 (B) Develop functionality of the app to indicate
20 potentially dangerous areas or trails that are
21 closed or roads under construction;



- 1 (C) Involves merchants to promote app and guide
- 2 activities; and
- 3 (D) Encourage visitors to respect the land, the
- 4 people, and the lifestyle on Lanai;
- 5 (4) Encourage sustainable tourism practices on Lanai.
- 6 Specifically, the authority shall:
- 7 (A) Form a work group to brainstorm and develop
- 8 solutions that are sustainable and oriented
- 9 toward protection and preservation of Lanai's
- 10 natural resources; and
- 11 (B) Present solutions for implementation;
- 12 (5) Promote Lanai City to increase spending that goes to
- 13 residents and small businesses. Specifically, the
- 14 authority shall:
- 15 (A) Support the Hawaii Visitors and Convention Bureau
- 16 and Maui Visitors and Convention Bureau as they
- 17 invite members of the community and businesses to
- 18 be a part of an advisory group to guide messaging
- 19 and campaigns to develop a unique brand for Lanai
- 20 City;



- 1 (B) Support the Maui Visitors and Convention Bureau
- 2 as it:
- 3 (i) Continues to promote day trips and one-day
- 4 festivals that are popular with Maui
- 5 residents;
- 6 (ii) Start its events at mid-day so visitors can
- 7 come in on the morning ferry; and
- 8 (i) Develop new festivals if needed; and
- 9 (C) Support the county of Maui as it makes
- 10 transportation to Lanai City easier for resort
- 11 guests, and others that arrive via ferry and the
- 12 airport;
- 13 (6) Encourage and enable visitors to plan a meaningful
- 14 daytrip or stay on Lanai that is respectful to the
- 15 land, the people and the lifestyle on Lanai.
- 16 Specifically, the authority shall support:
- 17 (A) The Hawaii Visitors and Convention Bureau and
- 18 Maui Visitors and Convention Bureau as they
- 19 develop consistent messaging, campaign and
- 20 content to encourage and enable visitors to plan
- 21 a meaningful daytrip or stay on Lanai, and for



1 visitors to begin learning about Lanai's unique
2 history, culture, and community;

3 (B) The Maui Visitors and Convention Bureau as it
4 creates brochures for distribution by Lanai
5 businesses, hotels, and kiosks;

6 (C) The Hawaii Visitors and Convention Bureau and
7 Maui Visitors and Convention Bureau as they work
8 with the community and businesses to develop
9 online and social media content;

10 (D) The Maui Visitors and Convention Bureau as it
11 describes what activities need to be arranged
12 ahead of time such as reserving a four-wheel
13 drive vehicle;

14 (E) The Maui Visitors and Convention Bureau as it
15 provides information to visitors through multiple
16 means prior to their reaching Lanai; and

17 (F) The Maui Visitors and Convention Bureau as it
18 explores setting up a visitors' center or kiosk
19 with a main location in town, and potentially
20 branches at the harbor and airport, dedicated to



1 providing information for all visitors upon
2 arrival;

3 (7) Develop and implement a process whereby visitors to
4 Lanai acknowledge to protect, respect, and learn about
5 Lanai's cultural and natural resources, and community
6 during their visit through the Malama Maui County
7 Pledge. Specifically, the authority shall strengthen
8 and foster the connection with Lanai with some level
9 of sustainable and responsible tourism as an overall
10 theme;

11 (8) Discourage activity companies from dropping off
12 visitors who use Lanai's beaches and facilities
13 without contributing to maintenance of the beaches and
14 facilities. Specifically, the authority shall support
15 the county of Maui as it identifies and implements the
16 best way or ways to discourage this activity; and

17 (9) Educate visitors on activities and events available on
18 Lanai-focused on cultural and natural resources.

19 Specifically, the authority shall:

20 (A) Support the development of marine science or
21 natural resources seminars and workshops that can



1 be attended by residents and tourists to tailor a
2 more educational type of vacation; and

3 (B) Encourage community service opportunities.

4 §201B-D Hawaii island destination management action plan
5 2021 to 2023; action items. To meet the objectives under
6 section 201B-A for the island of Hawaii, the authority shall
7 take specific actions as action items outlined in its Hawaii
8 island destination management action plan 2021 to 2023. The
9 actions of the Hawaii destination management action plan 2021 to
10 2023 are to:

11 (1) Protect and preserve culturally significant places and
12 hotspots. Specifically, the authority shall support
13 the county of Hawaii and the department of land and
14 natural resources as they:

15 (A) Develop and support opportunities to malama
16 (care) and steward the places and culture of
17 Hawaii island for both residents and visitors,
18 including using native Hawaiian practices of
19 resource and cultural stewardship;

20 (B) Emphasize local area cultural history and
21 expertise to further expand Hawaiian cultural



- 1 values, knowledge, and language with an emphasis
2 on connection to place;
- 3 (C) Increase opportunities for community-led
4 initiatives that steward and manage these
5 resources, including closure of areas and
6 managing traffic; and
- 7 (D) Work with the different stakeholders to
8 communicate areas that need to be protected with
9 the visitor industry and visitors;
- 10 (2) Develop resources and educational programs to
11 perpetuate authentic Hawaiian culture and olelo Hawaii
12 (Hawaiian language). Specifically, the authority
13 shall:
- 14 (A) Support the Native Hawaiian Hospitality
15 Association as it identifies and assesses proper
16 providers and learning tools;
- 17 (B) Support the Native Hawaiian Hospitality
18 Association as it supports Hawaiian cultural
19 educational and training programs, including
20 olelo Hawaii (Hawaiian language) for the
21 employees in the visitor industry;



- 1 (C) Support the Native Hawaiian Hospitality
- 2 Association as it develops a recognition program
- 3 for businesses who complete its programs;
- 4 (D) Actively promote its Maemae Toolkit to the
- 5 visitor industry and business communities;
- 6 (E) Support the Native Hawaiian Hospitality
- 7 Association as it increases support and
- 8 opportunities for cultural practitioners and
- 9 community members to interact and educates the
- 10 visitor industry and individual companies about
- 11 aina (place) based practices to become more aina
- 12 (place) based;
- 13 (F) Support a tour guide certification program;
- 14 (G) Continue support of programs and projects that
- 15 perpetuate the Hawaiian culture with the
- 16 community and visitors, such as its Kukulu Ola
- 17 program; and
- 18 (H) Support the Native Hawaiian Hospitality
- 19 Association as it encourages the integration of
- 20 olelo Hawaii (Hawaiian language) into workforce
- 21 and adult training programs;



- 1 (3) Support and promote aina (place) based education and
2 practices to protect and preserve the natural
3 resources so that residents and visitors will aloha
4 aina (the land). Specifically, the authority shall:
- 5 (A) Support the county of Hawaii and the department
6 of land and natural resources as they identify,
7 support, and partner with existing and new aina
8 (place) based groups that are protecting and
9 stewarding wahi pana (legendary or celebrated
10 places or landmarks), cultural practices, and
11 people;
- 12 (B) Support the county of Hawaii and the department
13 of land and natural resources as they create
14 opportunities for community members to share in
15 an ongoing way about the impact of tourism as
16 well as the wahi pana (legendary or celebrated
17 places or landmarks), historically significant
18 sites, and sacred sites that need to be
19 protected;
- 20 (C) Support the county of Hawaii as it:



- 1 (i) Pilots a certification program, in
2 collaboration with community leadership and
3 the university system, for workers tied to
4 natural resources, cultural resources, and
5 stewardship;
- 6 (ii) Identifies and reviews existing aina (place)
7 based curricula, and create new curricula
8 when necessary, that emphasizes native
9 Hawaiian knowledge, culture, place, and pono
10 (righteous) practices-based management; and
- 11 (iii) Develops curriculum that is led by efforts
12 from that area and connects firmly to aina
13 (place) based management and stewardship;
- 14 (D) Support the county of Hawaii as it supports
15 interested aina (place) based groups to serve as
16 interpretive educators, trainers, and cultural
17 ambassadors to share cultural knowledge with the
18 guest and visitor industry, tour operators, and
19 other business owners;
- 20 (E) Support the Imiloa astronomy center of Hawaii at
21 the University of Hawaii at Hilo as it supports



1 enhanced interpretation and education on
2 Maunakea, including partnership with the Hawaiian
3 community and residents; and

4 (F) Support the county of Hawaii as it works with the
5 different stakeholders to communicate areas that
6 need to be protected in collaboration with the
7 visitor industry and visitors;

8 (4) Connect with community networks and partner with
9 community-based organizations to collaboratively
10 identify sites, identify limits of acceptable change,
11 and implement stewardship plans to protect and
12 preserve natural resources. Specifically, the
13 authority shall:

14 (A) Support the department of land and natural
15 resources and county of Hawaii as they build
16 capacity in communities to support increased
17 opportunities for community-led stewardship
18 actions and initiatives to manage resources, such
19 as closing areas or limiting access to visitors,
20 and potentially residents, during certain times
21 of the year;



- 1 (B) Support the county of Hawaii and department of
- 2 land and natural resources as they:
- 3 (i) Implement regenerative management
- 4 strategies, like those found in the kapu
- 5 system, Haena on Kauai, East Maui, and
- 6 Hanauma Bay on Oahu; and
- 7 (ii) Provide clear opportunities and processes
- 8 for local communities to participate in
- 9 visitor access and resource and congestion
- 10 management in their communities;
- 11 (C) Support the county of Hawaii and department of
- 12 land and natural resources as they support and
- 13 advocate for stewardship efforts of coastal
- 14 waters and beaches that incorporate and emphasize
- 15 a mauka (mountain) to makai (sea) collaborative
- 16 approach given broader environmental
- 17 implications;
- 18 (D) Support the department of land and natural
- 19 resources as it:
- 20 (i) Works with communities in each place to
- 21 identify the limits of acceptable change as



- 1 associated with public impact on natural and
2 cultural resources and develop a process for
3 ongoing stewardship that is community-led;
4 and
- 5 (ii) Explores the creation of pilot projects and
6 employ adaptive management principals to
7 find the optimal balance between visitation
8 and associated impact;
- 9 (E) Support opportunities that tie in Native Hawaiian
10 practices of resource and cultural stewardship;
- 11 (F) Support the county of Hawaii as it explores
12 policies and regulations that aid in the
13 implementation of stewardship plans and
14 enforcement of critical need areas;
- 15 (G) Explore the implementation of geo-fencing
16 technology to aid management of sites; and
- 17 (H) Support the county of Hawaii as it finds ways to
18 support communities who do not know how to deal
19 with "rogue" users of natural and cultural
20 resources;



- 1 (5) Create opportunities for ongoing dialogue,
2 communications, and engagement between the visitor
3 industry, government, and communities to improve
4 community-industry relations and better serve the
5 community. Specifically, the authority shall:
- 6 (A) Develop an education and awareness campaign
7 targeted at residents using traditional and
8 social media vehicles;
- 9 (B) Create opportunities for visitor industry,
10 government, and community stakeholders to connect
11 on a regular basis for ongoing dialogue to:
- 12 (i) Create shared understanding of the issues
13 that the communities and the visitor
14 industry face;
- 15 (ii) Ensure that the visitor industry is
16 supporting a sustainable and healthy Hawaii
17 Island; and
- 18 (iii) Inform about tourism's contributions to the
19 community; and
- 20 (C) Increase and maintain regular opportunities for
21 others to collaborate with the authority on its



1 outreach efforts in the community to ensure a
2 more robust and coordinated effort, including
3 informing the industry and community about the
4 authority's mission and its resources, and
5 sharing the destination's marketing efforts and
6 activities to orient businesses and communities
7 about initiatives of the authority, its global
8 marketing team, and Island of Hawaii Visitors
9 Bureau;

10 (6) Implement a comprehensive communications and education
11 plan that facilitates positive community-visitor
12 relations and pono (righteous) practices, including
13 the Pono Pledge. Specifically, the authority shall:

14 (A) Support the Island of Hawaii Visitors Bureau and
15 the county of Hawaii as they increase messaging
16 efforts to uplift and improve access to the Pono
17 Pledge, and shift visitor and resident mindsets
18 as they travel around Hawaii island;

19 (B) Support the Island of Hawaii Visitors Bureau as
20 it provides visitors with easy access to
21 messaging, including increasing information



1 pathways and educational materials, related to
2 protecting culture and sense of place;

3 (C) Support the Island of Hawaii Visitors Bureau and
4 the county of Hawaii as they continue to
5 encourage and work with visitor industry
6 stakeholders and businesses to integrate the Pono
7 Pledge into their practices through vehicles,
8 such as business booking reservations, QR codes,
9 phone apps, and monitors at the baggage claim;
10 and

11 (D) Support the Island of Hawaii Visitors Bureau as
12 it collaborates with all segments of the visitor
13 industry and community-based organizations for
14 stewardship opportunities for visitors to leave
15 Hawaii island a better place and creates shared
16 understanding of the issues that our communities
17 and the visitor industry face;

18 (7) Promote agritourism, and partner with Hawaii island's
19 agriculture industry to support local food security.
20 Specifically, the authority shall:



- 1 (A) Create, support, and promote agritourism
2 initiatives to connect local producers with
3 visitors; provide visitors an active experience
4 with nature and agriculture; and support legal
5 vacation rentals in rural areas, through
6 accommodations such as farm stays, to alleviate
7 the need for illegal vacation rentals in rural
8 areas; and
- 9 (B) Encourage the visitor industry to buy local
10 produce, products, and goods;
- 11 (8) Invest in community-based programs that enhance
12 quality of life for communities. Specifically, the
13 authority shall:
- 14 (A) Support community-led and activated efforts and
15 offer capacity building or education
16 opportunities to strengthen Hawaii island's
17 product offerings;
- 18 (B) Support the Island of Hawaii Visitors Bureau as
19 it uplifts approaches to tourism that are
20 reflective of Hawaii island's and its different
21 communities; and



- 1 (C) Revisit measures of success and visitor industry
2 activities so that the relationship between
3 increased tourism and resident well-being would
4 lead to an increase in community improvements and
5 benefits;
- 6 (9) Advocate or create more funding sources to improve
7 infrastructure. Specifically, the authority shall:
- 8 (A) Support the county of Hawaii as it engages in
9 cohesive infrastructure planning to address
10 community and industry needs, such as
11 incorporating plans to widen bike paths in tandem
12 with other necessary road repairs;
- 13 (B) Support the county of Hawaii as it coordinates
14 with government entities, institutional
15 stakeholders, and nearby private landowners; and
- 16 (C) Advocate for capital improvement projects for
17 infrastructure related to residents and visitors;
18 and
- 19 (10) Improve enforcement of vacation rental regulations.
20 Specifically, the authority shall:



1 (A) Support the county of Hawaii as it confirms the
2 existing baseline (number) of vacation rentals to
3 gauge the capacity for current and new rentals;
4 and

5 (B) Work with short-term rental platforms to help
6 with regulation.

7 §201B-E Kauai destination management action plan 2021 to
8 2023; action items. To meet the objectives under section 201B-A
9 for the county of Kauai, the authority shall take specific
10 actions as action items outlined in its Kauai destination
11 management action plan 2021 to 2023. The actions of the Kauai
12 destination management action plan 2021 to 2023 are to:

13 (1) Focus policy efforts on appropriate behavior that will
14 instill value in both visitors and residents for
15 malama aina (natural and cultural resources).

16 Specifically, the authority shall:

17 (A) Support the county of Kauai and the Kauai
18 Visitors Bureau as they include department of
19 land and natural resources on all discussions and
20 find ways for state and county departments to
21 work together;



- 1 (B) Explore and implement a universal user fee model
2 to help offset maintenance costs at beaches and
3 parks and advocate for the adjustment of usage
4 fees, such as camping permits, to target
5 different levels of users and instill better
6 management of illegal users;
- 7 (C) Support and promote the DLNRtip app, which
8 creates public awareness and allows citizens to
9 help with enforcement;
- 10 (D) Identify and provide more informational signage
11 at cultural sites, beaches and hiking spots for
12 safety, education and a great experience;
- 13 (E) Support the Sustainable Tourism Association of
14 Hawaii as it educates tour operators and boating
15 companies about proper etiquette to deter ocean
16 and reef pollution;
- 17 (F) Advocate for more stringent and intentional
18 inspections and enforcement of camping and hiking
19 gear and shoes upon arrival at the airport;
- 20 (G) Support awareness and education of appropriate
21 behavior towards endangered species such as the



1 Hawaiian monk seal, honu (sea turtles), ao
2 (Newell's shearwaters), koloa maoli (native
3 ducks), and other native birds;

4 (H) Support the county of Kauai as it advocates for
5 increased ranger presence and enforcement at
6 county and state parks; and

7 (I) Support the county of Kauai as it conducts
8 assessments of accesses to North Shore beaches
9 and remediates accordingly to assure use for its
10 subsistence and traditional uses;

11 (2) Collaborate with the department of land and natural
12 resources to develop and implement policies to
13 increase monitoring and enforcement efforts.

14 Specifically, the authority shall:

15 (A) Support the county of Kauai as it includes the
16 department of land and natural resources on all
17 discussions and finds ways for state and county
18 departments to work together;

19 (B) Advocate for state-county partnerships with
20 organizations to steward sites and explore its
21 role as a liaison between the department of land



- 1 and natural resources and Hawaiian lineage
2 descendants for land stewardship;
- 3 (C) Advocate for the training and education of
4 department of land and natural resources staff;
- 5 (D) Advocate for increased state funding within the
6 department of land and natural resources for
7 natural resource protection, watershed
8 management, maintenance and development of trail
9 networks, and protection of shoreline and
10 nearshore marine resources, all paired with
11 increased island-specific control and input in
12 such efforts; and
- 13 (E) Encourage the department of land and natural
14 resources to review the regulations for
15 commercial boat and kayak tours along the Napali
16 Coast, including schedules and capacity at the
17 Kikiaola Boat Harbor and Port Allen, and to
18 implement restrictions if deemed necessary;
- 19 (3) Invest in Hawaiian cultural programs and identify
20 funding sources that enhance the visitor experience



1 and connect both tourism and communities.

2 Specifically, the authority shall:

- 3 (A) Support the county of Kauai as it develops
4 training programs relating to Hawaiian textiles
5 and weaving targeted at visitors and locals;
- 6 (B) Work with hotels to provide cultural and history
7 classes, such as those on lei making or making
8 poi, that guests can attend;
- 9 (C) Develop and encourage viewership of a video to
10 educate corporate teams, wedding parties, and
11 other larger groups about cultural values and
12 respecting the aina (land) and kai (ocean);
- 13 (D) Support activities like kanikapila songfests
14 featuring Hawaii's music and musicians;
- 15 (E) Support educational programs at cultural sites
16 and invest time into the malama (care) of sacred
17 sites such as heiau (temples or places of
18 worship) and resources, such as the kai (ocean);
- 19 (F) Connect Hawaiian cultural organizations with the
20 visitor industry to help grow, enhance, and



- 1 design their programs and offering, while
2 exploring the creation of a resource team; and
3 (G) Develop ways to bridge cultural practitioners with
4 the visitor industry and small businesses, such
5 as connecting to meetings, conventions, and
6 incentives markets, ground operators, destination
7 management companies, festivals, and events,
8 while exploring the creation of a resource list
9 of cultural practitioners;
- 10 (4) Focus on policies that address overtourism by managing
11 people while on Kauai. Specifically, the authority
12 shall:
- 13 (A) Pilot a reservation system to manage capacity of
14 visitors and explore feasibility of expanding to
15 other hotspot areas;
- 16 (B) Support the county of Kauai as it continues its
17 stringent shut down of illegal transient vacation
18 rentals through solutions like its partnerships
19 with online vacation rental and travel platforms;
- 20 (C) Support the county of Kauai as it:



- 1 (i) Explores and understands land use, zoning,
2 and permitting to manage number of future
3 visitor accommodations on Kauai based on
4 current infrastructure;
- 5 (ii) Improves infrastructure; and
6 (iii) Creates a white paper to document its
7 findings; and
- 8 (D) Explore ways to count and manage the movement of
9 visitors and residents at identified hotspot
10 areas to prevent the degradation of natural
11 resources, alleviate congestion, and manage the
12 area, while striving for a systematic mechanism
13 to monitor different areas;
- 14 (5) Encourage low-impact green rides to improve the
15 visitor experience, reduce island traffic, increase
16 small business opportunities, and meet climate action
17 goals. Specifically, the authority shall support the
18 county of Kauai as it:
- 19 (A) Fosters and promotes diverse mobility choices so
20 that visitors may elect alternatives to renting
21 cars for their entire stay;



- 1 (B) Continuously examines the movement of visitors
2 around the island, including popular visitor
3 attractions and beach destinations, and
4 encourages the development of public-private
5 shuttle systems from the airport and in major
6 visitor destination areas;
- 7 (C) Meets with and discusses with rental car agencies
8 and car sharing companies to provide electric
9 vehicles, and increase incentives to electric
10 vehicles chargers at the airport and at potential
11 high-use car share locations; and
- 12 (D) Create incentives for visitors to choose
13 alternative transportation options such as
14 separating parking costs from resort fees and
15 implementing paid parking at beaches and other
16 parking-limited destinations;
- 17 (6) Increase communication, engagement, and outreach
18 efforts with the community, visitor industry, and
19 other sectors. Specifically, the authority shall:



- 1 (A) Explore new ways to communicate with the
2 residents and visitor industry to share
3 information and increase understanding; and
- 4 (B) Create a communications plan;
- 5 (7) Develop educational materials for visitors and new
6 residents to have respect for local cultural values.
7 Specifically, the authority shall:
- 8 (A) Create a list of organizations to work with to
9 build an educational program;
- 10 (B) Review existing publications that address respect
11 for Kauai's local cultural values and explore the
12 creation of a "Kauai 101" curriculum for visitors
13 and new residents;
- 14 (C) Work with Hawaiian cultural practitioners when
15 developing education materials so that the
16 Hawaiian culture is portrayed accurately for the
17 visitors;
- 18 (D) Create an educational video about entering Hawaii
19 and the history, culture, people, and environment
20 of Kauai and look at the feasibility of an
21 infight video and playing it at the airport; and



1 (E) Explore developing home grown media content for
2 social media to showcase Kauai local culture;

3 (8) Promote "Shop Local" to visitors and residents.

4 Specifically, the authority shall support the county
5 of Kauai as it:

6 (A) Expands the Kauai Made program, market, promote,
7 and brand beyond Kauai's shores; and

8 (B) Explores the creation of an "Aloha for Kauai"
9 type of online portal; and

10 (9) Support the diversification of other sectors.

11 Specifically, the authority shall support and preserve
12 Kauai's agriculture industry, such as value-added
13 products and agritourism through amended rules and
14 regulations."

15 SECTION 9. There is appropriated out of the general
16 revenues of the State of Hawaii the sum of \$ or so
17 much thereof as may be necessary for fiscal year 2022-2023 for
18 the Hawaii tourism authority to carry out the action items
19 outlined in the Oahu destination management action plan 2021 to
20 2024 pursuant to section 8 of this Act; provided that any funds
21 appropriated pursuant to this section shall be in addition to



1 and shall not supplant any portion of the base budget of the
2 Hawaii tourism authority.

3 The sum appropriated shall be expended by the Hawaii
4 tourism authority for the purposes of this Act.

5 SECTION 10. There is appropriated out of the general
6 revenues of the State of Hawaii the sum of \$ or so
7 much thereof as may be necessary for fiscal year 2022-2023 for
8 the Hawaii tourism authority to carry out the action items
9 outlined in the Maui Nui destination management action plan 2021
10 to 2023 pursuant to section 8 of this Act; provided that any
11 funds appropriated pursuant to this section shall be in addition
12 to and shall not supplant any portion of the base budget of the
13 Hawaii tourism authority.

14 The sum appropriated shall be expended by the Hawaii
15 tourism authority for the purposes of this Act.

16 SECTION 11. There is appropriated out of the general
17 revenues of the State of Hawaii the sum of \$ or so
18 much thereof as may be necessary for fiscal year 2022-2023 for
19 the Hawaii tourism authority to carry out the action items
20 outlined in the Hawaii island destination management action plan
21 2021 to 2023 pursuant to section 8 of this Act; provided that



1 any funds appropriated pursuant to this section shall be in
2 addition to and shall not supplant any portion of the base
3 budget of the Hawaii tourism authority.

4 The sum appropriated shall be expended by the Hawaii
5 tourism authority for the purposes of this Act.

6 SECTION 12. There is appropriated out of the general
7 revenues of the State of Hawaii the sum of \$ or so
8 much thereof as may be necessary for fiscal year 2022-2023 for
9 the Hawaii tourism authority to carry out the action items
10 outlined in the Kauai destination management action plan 2021 to
11 2023 pursuant to section 8 of this Act; provided that any funds
12 appropriated pursuant to this section shall be in addition to
13 and shall not supplant any portion of the base budget of the
14 Hawaii tourism authority.

15 The sum appropriated shall be expended by the Hawaii
16 tourism authority for the purposes of this Act.

17 PART IV

18 SECTION 13. Statutory material to be repealed is bracketed
19 and stricken. New statutory material is underscored.



1 SECTION 14. This Act shall take effect upon its approval;
2 provided that sections 9, 10, 11, and 12 shall take effect on
3 July 1, 2022.



Report Title:

Hawaii Tourism Authority; Tourism Management Plan; Best Practice Destination Management; Regenerative Tourism; Destination Action Management Plans; Appropriation

Description:

Includes best practice destination management and regenerative tourism under the scope and responsibilities of the Hawaii Tourism Authority (HTA). Requires HTA to develop a tourism management plan that includes tourism marketing, best practice destination management, and regenerative tourism. Appropriates moneys to HTA to carry out the actions in the county destination management action plans. (SD2)

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