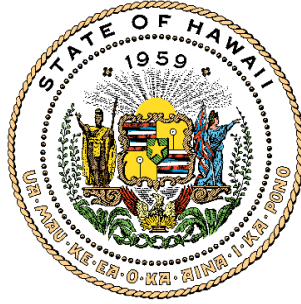




**STATE OF HAWAII**  
*KA MOKU 'ĀINA O HAWAII*

**JOSH GREEN, M.D.**  
GOVERNOR  
*KE KIA'ĀINA*

**DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM**  
*KA 'OIHANA HO'OMOHALA PĀ'OIHANA, 'IMI WAIWAI A HO'OMĀKA'IKA'I*

**JAMES KUNANE TOKIOKA**  
DIRECTOR  
*KA LUNA HO'OKELE*

**HAWAII TOURISM AUTHORITY**  
*KE'ENA KULEANA HO'OKIPA O HAWAII*

**CAROLINE ANDERSON**  
INTERIM PRESIDENT AND CEO

**HAWAII TOURISM AUTHORITY TO SHARE  
DRAFT DESTINATION MANAGEMENT ACTION PLANS  
DEVELOPED BY EACH ISLAND THIS MONTH**

**FOR IMMEDIATE RELEASE**

February 3, 2026

HONOLULU – The Hawaii Tourism Authority (HTA) is taking the next steps in its Destination Management Action Plan (DMAP) process.

From September to December 2025, HTA facilitated more than 30 in-person and virtual community listening sessions across the Hawaiian Islands. These sessions allowed residents to share ideas for tourism that preserve cultural, historic and environmental resources, while supporting community well-being, ensuring alignment with each island's unique identity and values.

The insights gathered from these community and DMAP Advisory Group meetings informed the draft DMAP for responsible tourism management at the island level. The draft plans will be shared with the public during a series of community virtual meetings. Participants must reside on the respective island, since these are island-specific actions.

“The community’s voice is important to us. We want to manage tourism in a manner that is consistent with what the community wants and the visitor industry needs,” said Caroline Anderson, HTA’s interim president and CEO. “Residents freely shared their insights with us and we listened and paid attention. We would not have been able to move these destination management action plans forward without their valuable feedback.”

The following is a schedule of HTA’s upcoming virtual community sharing meetings. Registration is required to receive the Zoom links to the virtual community meetings. Register at: [hawaii tourism authority.org/what-we-do/events/](https://hawaii tourism authority.org/what-we-do/events/)

**Hawai‘i Island:** Thursday, Feb. 12, Noon – 1 p.m.

**O‘ahu:** Wednesday, Feb. 18., 10 a.m. – 11 a.m.

**Maui:** Wednesday, Feb. 18, Noon – 1 p.m.

**Lāna‘i:** Wednesday, Feb. 18, 5:30 – 6:30 p.m.

**Kaua‘i:** Thursday, Feb. 19, Noon – 1 p.m.

**Moloka‘i:** Wednesday, Feb. 25, Noon – 1 p.m.

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### **About the Hawai‘i Tourism Authority**

The Hawai‘i Tourism Authority is the state agency responsible for representing the Hawaiian Islands around the world — and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources and visitor industry needs. HTA works with the community and industry to mālama Hawai‘i — care for our beloved home. For more information about HTA, visit [hawaii tourism authority.org](https://hawaii tourism authority.org) or follow @HawaiiHTA on [Facebook](#), [Instagram](#), [Threads](#) and [X](#).

### **Media Contacts**

Jill Byus Radke

Public Affairs Officer

Hawai‘i Tourism Authority

Cell: 808-451-9386

Email: [jill.s.radke@hawaii.gov](mailto:jill.s.radke@hawaii.gov)

Nathan Hokama  
Strategic Communication Solutions  
Cell: 808-226-7470  
Email: [nhokama@scsolutions-hi.com](mailto:nhokama@scsolutions-hi.com)

