

Global Strategies for Destination Stewardship: Lessons for Hawai'i's Regenerative Future

Monday, Sept. 22 | 3:15 – 4:30 PM

Speakers:

Dave Santucci, Founder & Principal Consultant,
Mission2Market

Debbie Braun, President & CEO,
Aspen Chamber Resort Association



Hawai'i Tourism Conference

Pūpūkahi | Holomua
Unite to Move Forward

Today's Speakers



Debbie Braun, CDME, IOM

President & CEO
Aspen Chamber Resort
Association



Dave Santucci

Founder & Principal Consultant
Mission2Market



Matt Sueda

Destination Manager
Hawai'i Tourism Authority
Moderator



Agenda

- 0:00–5:00 — Framing & Context
- 5:00–45:00 — Presentations by Dave Santucci & Debbie Braun
- 45:00–65:00 — Facilitated Discussion
- 65:00–75:00 — Audience Q&A
- **Highlights**
 - Learn from leading national examples of stewardship
 - Discuss stewardship approaches and outcomes
 - Explore relevance for Hawai'i

HTA's Approach to Destination Stewardship

"Implementing projects and programs that seek to balance and meet the economic, environmental, and social / cultural needs of Hawai'i while working in close partnership with the visitor industry and residents."

Destination Stewardship Initiatives

Destination Management

- Destination Management Action Plans (DMAPs)
- Visitor Education & Post Arrival Marketing
- Visitor Assistance Program

Community Engagement/ Visitor Experiences

- Kūkulu Ola (Hawaiian Culture Experiences)
- Kahu 'Āina (Natural Resource Management)
- Ho'okipa Malihini Initiative (Hawaiian Culture in Resort Areas)

Regenerative Tourism Development

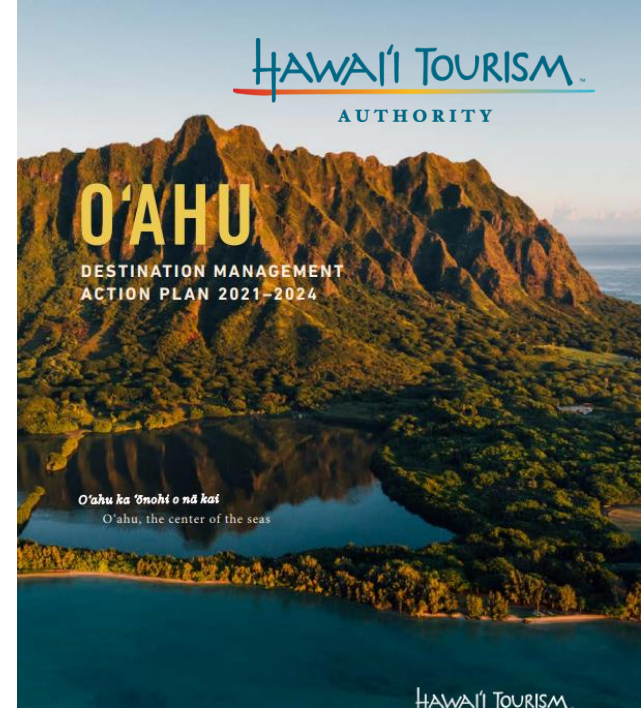
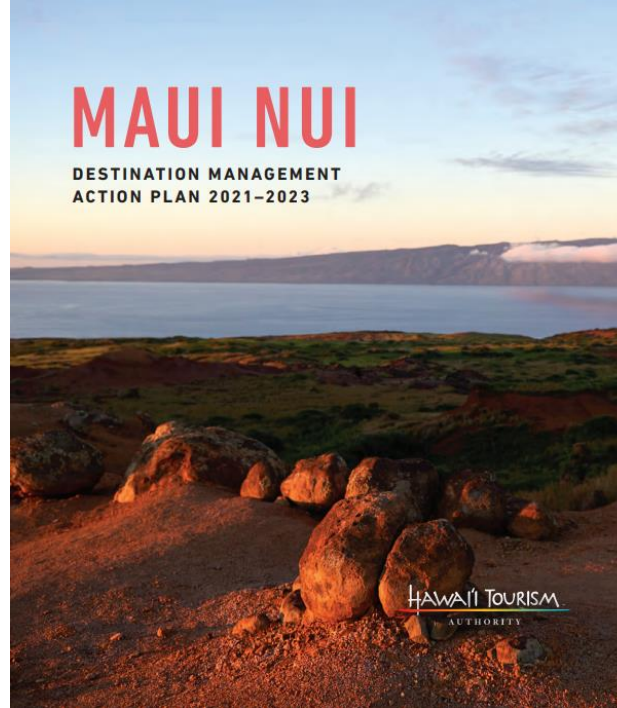
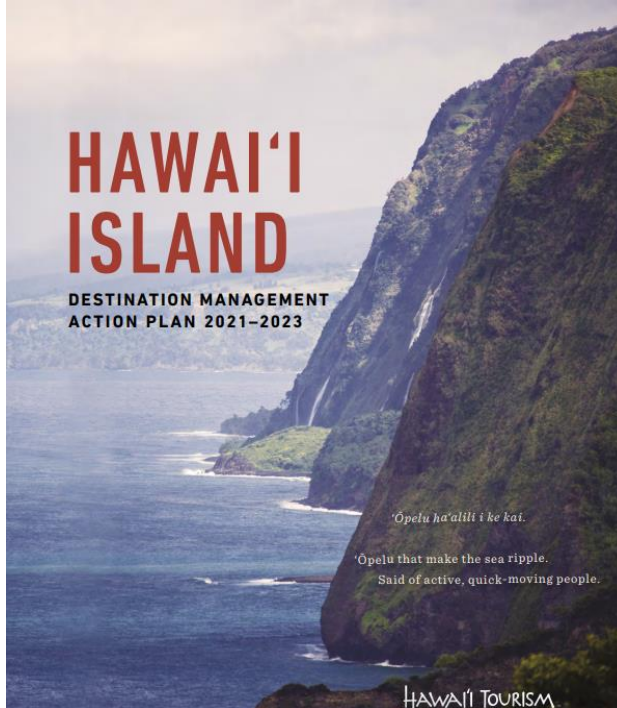
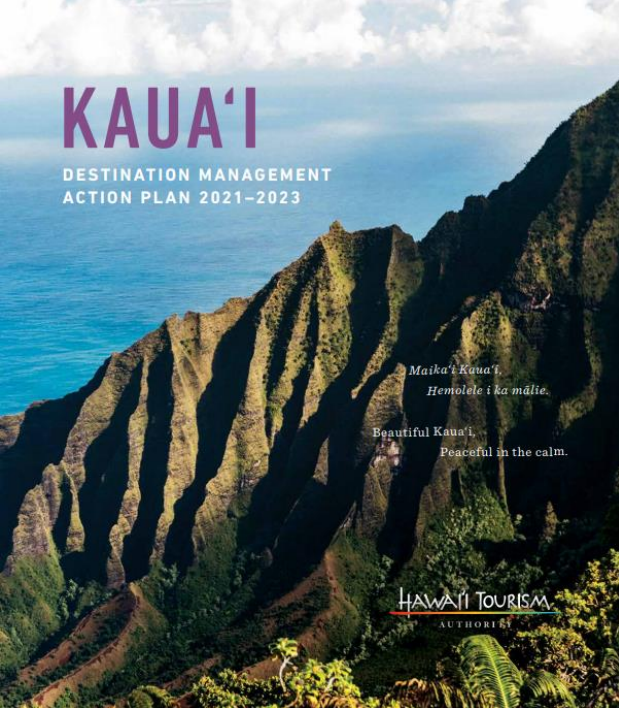
- Technical Assistance & Capacity Building
- Community Tourism Collaboratives

Workforce Development

- Ho'oilina Hawai'i Scholarship Program
- Future Workforce Development / Youth Engagement
- Hawaiian Culture Training

Sports Tourism & Signature Events

- University of Hawai'i Athletics Branding Partnership
- Major Events Funding (Sports, Culture, Arts, Film)
- Football, Golf, Volleyball, Basketball, Surfing, Endurance Sports



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DMAPS



Destination Management in Practice

DMAPs: Past, Present, and Future

- Island-specific, community-driven planning
- 2021–23: first DMAP cycle completed
- 2026–28: new cycle now in development
- Focus areas: hotspot stewardship, governance, funding, capacity building, collaboration



Balancing the Needs of Hawai'i's People, Places, and Economy

- Guided by community priorities through the DMAP process
- Seeking long-term balance of economic, cultural, and environmental outcomes
- Learning from national peers to strengthen local efforts

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