

Destination Management Action Plans 2026-2028

Special Advisory Board Meeting
April 15, 2026



Destination Management: HRS 201B



Strategies to attract targeted visitor markets and improve visitor experiences;



Improve natural and cultural resources for residents and visitors;



Infrastructure to prevent overcrowding and overtaking sites and resources;



Provision of services to enhance the visitor experience

Collaborative and coordinated process

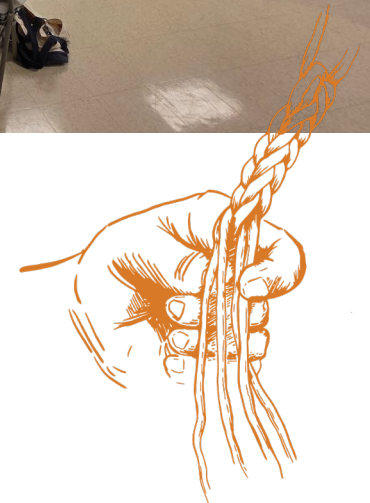
- Public (State & County agencies)
- Private (Accommodations, activities, etc.)
- Community (Nonprofits, public input)

How the Plans Were Developed

- Legislative direction and HTA priorities:
 - Site-specific, measurable action: “hotspots”
 - Clear agency roles and coordination
- Advisory Group on each island
- Community and industry engagement – **over 30 sessions**
- Agency and partner coordination and buy-in



Hanalei community input session
11/18/25



Planning Timeline

Advisory Group meetings throughout



Identifying hotspots

- Highest priority sites under strain
- Natural, cultural, and community resource impacts
- Safety, access, and infrastructure challenges
- High potential for HTA-led action

Developing actions

- Aligned to community-derived management strategies
- Focused on feasible, high-impact activities within plan timeframe
- Detailed roles and responsibilities



Kaua'i

DRAFT DESTINATION MANAGEMENT ACTION PLAN

2026-2028

Priority Hotspots:

- Kapa'a – Wailua Corridor
- Ho'opi'i Falls
- Kōke'e & Waimea Canyon



Priority Hotspot: Kapaʻa – Wailua Corridor



Community priorities: Reducing traffic and congestion along Kūhiō Highway, improving safety and wayfinding for more predictable movement, protecting cultural and community resources, advancing islandwide mobility, and ensuring visitors are better prepared to make informed choices.

DMAP Actions:

- Launch a Coconut Marketplace-based Kauaʻi Visitor Information Booth
- Design & Install Corridor Stewardship and Wayfinding Signage
- Promote and Integrate the East Kauaʻi Mobility Hub and Associated Multi-Modal Transportation Options

Priority Hotspot: Ho'opi'i Falls



Community Priorities: Ensuring safe, appropriate access, protecting the falls and surrounding natural areas, improving visitor safety and decision-making, strengthening engagement with those driving visitation, and aligning agencies, landholders, and residents around a clear, community-informed long-term management direction.

DMAP Actions:

- Advance Long-Term Access, Circulation & Stewardship Decisions
- Design & Run a Media Messaging Campaign on Site Safety & Caution
- Conduct Site-Based Data Collection to Inform Long-Term Management

Priority Hotspot: Kōke'e & Waimea Canyon



Community priorities: Improving safety and order along roads and trails, protecting local access, culture, and natural resources, strengthening coordination between agencies, and using better data and visitor management to support long-term park operations while ensuring visitation meaningfully benefits the local community.

DMAP Actions:

- Install Automated Counters for Visitor Use Data Collection
- Execute a Trail Stewardship & Safety Signage Pilot
- Conduct a Koke'e-Waimea Canyon Visitor Access & Shuttle Feasibility Study
- Develop a Waimea Canyon Drive Highway Safety & Access Management Framework

Our Fiscal Year 2027 Priorities

Kapa‘a – Wailua Corridor:

- Launch and operate a Visitor Information Booth
- Implement a coordinated wayfinding and stewardship signage system
- Position the EKMh as a multi-modal transportation hub

Ho‘opi‘i Falls:

- Convene partners and the community to define a long-term access and stewardship approach for Ho‘opi‘i Falls
- Assess current visitor conditions and management feasibility.
- Unify visitor messaging across all channels

Kōke‘e & Waimea Canyon:

- Select priority monitoring sites along the Waimea Canyon-Kōke‘e corridor (trailheads, lookouts, pullouts)
- Secure funding and coordination for automated tracker counters
- Install counters and begin data collection

Other Actions:

- Establish a Visitor Load and Destination Capacity Framework for Kaua‘i
- Conduct a Visitor Road Safety and Court
- Conduct Pilot for Values-Based Visitor Orientation in Short-Term Rentals
- Establish and Maintain a Visible Maintenance Program for Major Lookouts and High-Use Visitor Sites
- Maintain an Ongoing Community Dialogue for Kaua‘i DMAP Implementation

O'ahu

DRAFT DESTINATION MANAGEMENT ACTION PLAN
2026-2028

Priority Hotspots:

- North Shore Corridor
- Ka'iwa Ridge (Lanikai Pillbox)
- Pu'u O Hulu Kai (Mā'ili Pillbox)



Priority Hotspot: North Shore Corridor

- **Community priorities:** traffic management, safe roadside stopping, consistent tour and shuttle operation, real-time data on visitor flows
- **DMAP actions:**
 - Ocean safety and stewardship education
 - North Shore Tour & Shuttle Operator Hui – info-sharing
 - Peak time traffic advisories to visitors
 - Capacity Assessment
 - Pilot a Park-and-Ride Corridor Circulator Shuttle



Priority Hotspot: Ka'iwa Ridge (Lanikai Pillbox)

- **Community priorities:** parking management, safety and reducing rescues, managed access, trail improvements
- **DMAP actions:**
 - Evaluate managed access with DLNR DOFAW
 - Pilot Park Once → Explore by Bus & Bike program w DTS



Priority Hotspot: Pu'u O Hulu Kai (Mā'ili Pillbox)

- **Community priorities:** clear up authority and management, managed roadside parking, reduce rescue calls
- **DMAP actions:**
 - Advance Nā Ala Hele Designation with DLNR DOFAW
 - Identify practical parking improvements nearby



Our Fiscal Year 2027 Priorities

O'ahu

North Shore Corridor:

- Establish baseline data across agencies (traffic, parking, safety, visitor use)
- Convene community and industry to align on issues and solutions
- Define feasible near-term management approaches (no operations yet)

Ka'iwa Ridge Trail:

- Launch managed access feasibility study (timed entry, caps, etc.)
- Conduct community engagement on preferred access models
- Support analysis with visitor, transportation, and mobility data

Pu'u O Hulu Kai:

- Advance Nā Ala Hele trail designation process
- Prepare documentation (conditions, safety, access, cultural context)
- Coordinate with DLNR and communicate with community

Overall FY2027 Focus: Foundation-setting, feasibility, and alignment—not full implementation

Maui

DRAFT DESTINATION MANAGEMENT ACTION PLAN
2026-2028

Priority Hotspots:

- Hāna Highway
- Honolua Bay & Līpoa Point

Site of emerging strain: Kaupō



Priority Hotspot: Road to Hāna



- **Community priorities:** stronger coordination; preventing illegal parking and trespassing; community-led stewardship, education, and tour activities.
- **DMAP actions:**
 - Support efforts to convene stakeholders in managing the Hāna Highway corridor
 - “No Access” sign at Nā’ili’ilihaele designed with community
 - Community-led team to help guide visitors in Ke‘anae Peninsula
 - Place-based tour guide certification program; clarify intellectual property rights
 - Clear pull-over signs in partnership with DOT
 - Pilot host presence at Kaumahina State Wayside Park to educate and orient visitors

Priority Hotspot: Honolua Bay & Līpoa Point



- **Community priorities:** Overcrowding, coral damage, boats grounding and need for continued practitioner access.
- **DMAP actions:**
 - Support Save Honolua Coalition's plans for reservation and shuttle system.
 - Visitor education on trails and shoreline activities through empowered steward presence.

Our Fiscal Year 2027 Priorities

Maui

Hāna Highway:

- Begin activating stakeholders to discuss a Corridor Management Plan.
- Convene residents for Nā'ili'ilihale "No Access" Signage designs and locations.
- Plan for Ke'anae stewards with residents of the peninsula.

Honolua Bay and Līpoa Point:

- Gather requirements with Save Honolua Coalition (SHC) to procure a reservation and shuttle system.
- Scope needs for resident stewards on land and at sea.

Other actions:

- Develop a process for residents to design visitor education materials.
- Share DMAP updates at community venues, aligning with HTA's new strategic plan.
- Meet with Kaupō residents and County to convey safety concerns along Pi'ilani Highway.

Moloka'i

DRAFT DESTINATION MANAGEMENT ACTION PLAN
2026-2028

Priority Hotspot:

- Hālawā Valley & Moa'ula Falls

Site of emerging strain: Kūmimi Beach

Site of opportunity: Kaunakakai

HAWAII TOURISM
AUTHORITY



Priority Hotspot Hālawā Valley & Moa'ula Falls



- **Community priorities:** protection of cultural and agricultural landscape, community authority over visitor access and behavior, recognition of complex land tenure, education on road conditions
- **DMAP actions:**
 - Initiate community-led managed access framework
 - Convene stakeholders to install interpretative and safety signage at Hālawā Roadside Pull-out
 - Educate on non-essential traffic past Kūmimi, coordinate transportation, industry, and community partners

Our Fiscal Year 2027 Priorities Molokaʻi



Hālawā Valley & Moaʻula Falls

- Begin convening stakeholders for managed access framework.
- Explore signage options with community and DOT.

Other actions:

- Explore feasibility of stewardship presence and trash receptacles at Kūmimi Beach.
- Convene stakeholders on community-led visitor center and orientation hub in Kaunakakai.

Lānaʻi

DRAFT DESTINATION MANAGEMENT ACTION PLAN
2026-2028

Site of Potential Future Strain:

- *Mānele & Hulopoʻe*

Central priority:

- Support community's identified need for economic opportunities.



Lānaʻi DMAP



- **Community priorities:** strengthen economic benefits of tourism, create better linkages with town, recruit an on-island representative.
- **DMAP action:** Pilot a hop-on, hop-off shuttle linking attractions with the main port at Mānele Harbor.

Our Fiscal Year 2027 Priorities

Lānaʻi



Site of Potential Future Strain:

Mānele & Hulopoʻe

- Scope requirements to procure a pilot “hop-on, hop-off” shuttle between key places on Lānaʻi, linking the harbor with local businesses, attractions and experiences.

Other actions:

- Recruit an on-island Lānaʻi Destination Manager to implement the DMAP.
- Explore ways to reduce barriers to day trips.
- Continue ongoing work with Mokulele Airlines to produce and display visitor orientation videos at commuter terminals.

Hawai'i Island

DRAFT DESTINATION MANAGEMENT ACTION PLAN

2026-2028

Priority Hotspots:

- Keaukaha
- Kealahou & Ka'awaloa
- Ka Lae

Site of opportunity: Hilo



Priority Hotspot: Keaukaha



Community priorities: Traffic congestion; protecting resident access, practitioner use and shoreline stewardship; align tour activities with community expectations.

DMAP actions:

- Build long-term capacity of local stewards and on-site education.
- Support County's Innovation Grant and convenings.
- Establish a Cruise Coordination Hui.
- Fund a Mobility and Visitor Flow Feasibility Study with the Port of Hilo.

Priority Hotspot: Kealakekua & Kaʻawaloa



Community priorities: Need to protect cultural and lineal descendant practice, marine stewardship and health of reef life, align commercial activities with resource capacity.

DMAP actions:

- Support Hōʻala Kealakekua Nui in implementing a reservation system.
- Strengthen parallel efforts to install a visitor experience pathway.
- Share the Bay's Code of Conduct with accommodations and activities.
- Establish a process for determining and communicating rest days.

Priority Hotspot: Ka Lae



Community priorities: Protect cultural landscapes, ancestral sites, and environmental resources. Improve safety measures and sanitation. Manage access with clearer visitor expectations.

DMAP action:

- Support DHHL's (2015) *South Point Management Plan*.

Our Fiscal Year 2027 Priorities

Hawai'i Island

Keaukaha:

- Plan for programs to support Keaukaha stewards; chart long-term sustainability.
- Support upcoming convenings through the County's Innovation Grant.
- Convene a Cruise Hui to coordinate visitor movement.

Kealakekua & Ka'awaloa:

- Disseminate Bay's Code of Conduct to accommodations and activities through HTA's channels.
- Plan with HKN for access system and on-shore education infrastructure.

Ka Lae:

- Support DHHL's upcoming plans and processes.

Other actions:

- Strengthen Hilo's urban trails to alleviate pressure on Keaukaha.
- Identify ways to expand the Pono Pledge with partners.
- Engage residents and present DMAP updates at community forums.