



KAUA'I PLANNING & ACTION ALLIANCE

FOR IMMEDIATE RELEASE

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KAUA'I COUNTY TOURISM STRATEGIC PLAN UPDATE RELEASED

Lihu'e, Kaua'i, HI – 7/14/2015. The Kaua'i County Tourism Strategic Plan Update (TSPU) is now available for public viewing on-line. Residents and the visitor industry are encouraged to view the TSPU from the County of Kaua'i website at www.kauai.gov/OED.

The Kaua'i TSPU was guided by a 20-member Advisory Group that met between September 2014 and June 2015, facilitated by Diane Zachary of Kaua'i Planning & Action Alliance, with support from the Kaua'i County Office of Economic Development.

The plan reflects input from visitor industry stakeholders gathered through a survey at the launch of the planning process, and at a forum which solicited feedback on the draft plan prior to publication.

The Kaua'i TSPU Advisory Group developed the goal to: "responsibly manage the economic activity of tourism on Kaua'i in a more sustainable manner while creating memorable experiences for visitors, maintaining quality of life for residents and ensuring the stewardship of our natural and cultural resources."

The plan outlines the current opportunities and challenges that the island is facing. Objectives and strategies focus on addressing multiple issues including transportation infrastructure improvements, visitor industry workforce, affordable housing, resident sentiment, Kaua'i's unique sense of place, and visitor satisfaction.

The plan also identified suggested partners and supporting organizations to assist in implementing strategies and specific actions.

BRINGING PEOPLE TOGETHER TO CREATE A BETTER FUTURE FOR KAUA'I

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Following the plan's completion, the Office of Economic Development will work with the visitor industry on the implementation of the plan to accomplish the priority strategies within the three-year timeline.

The plan may be adapted to meet changing conditions and to take advantage of new opportunities.

Diane Zachary, President/CEO of Kaua'i Planning & Action Alliance said, "We appreciate the efforts of the Advisory Group who helped develop this plan and visitor industry stakeholders who reinforced the priority strategies and objectives chosen that will set the direction for Kaua'i's tourism industry over the next few years."

KPAA, a nonprofit organization, has been serving Kaua'i for the past decade by fostering dialogue and taking action on difficult issues facing the island, in partnership with volunteers serving on committees and action teams. Visit KPAA's website: www.kauainetwork.org.

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