

CITY & COUNTY OF HONOLULU



OER

Office of Economic
Revitalization



**OFFICE OF
ECONOMIC
REVITALIZATION**

About OER

- **OER is planting the seeds for a post-COVID economy that is:**
 - more diverse
 - more equitable
 - better able to provide good jobs for our people



About OER

- Community
- Equity
- Good Jobs



What is Regenerative Tourism?



- A partnership with the community and the hospitality industry to better care for our people our place
- Aligned with the O'ahu Destination Management Action Plan

Our Priorities

1. Buy local
2. Transportation
3. Short-term rentals
4. Better manage popular destinations

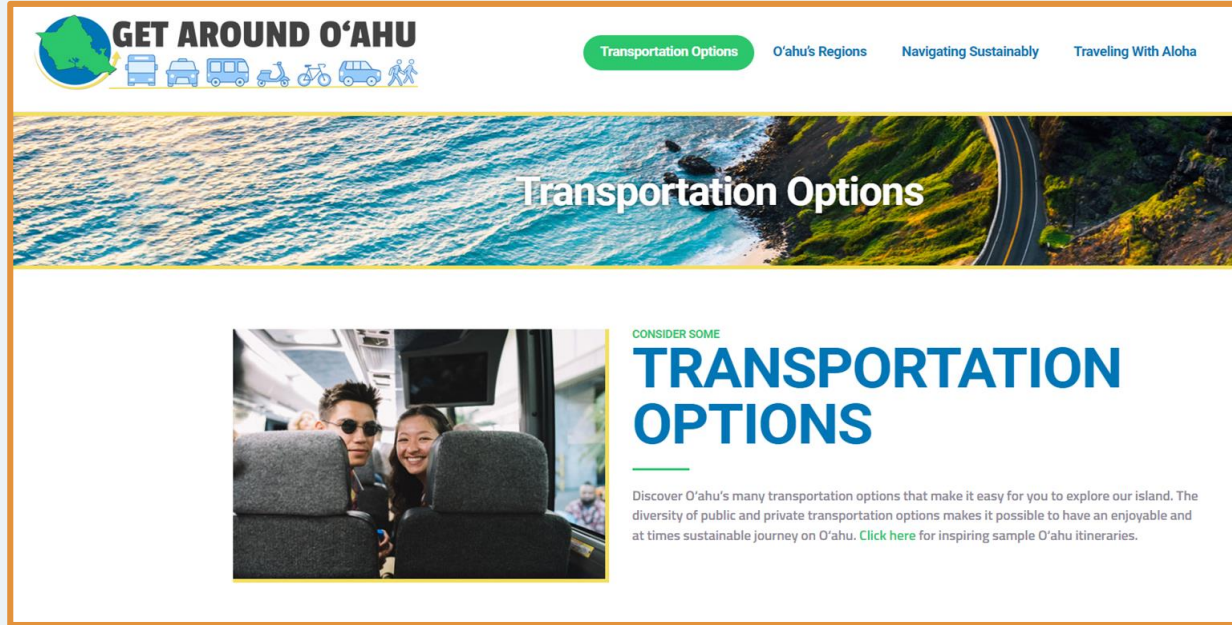


Buy Local



- Promote locally made products from Hawai‘i-owned businesses to visitors and the hospitality industry
- “Buy Local” programs to promote buying local products and services
- Keep money in our economy and minimize carbon footprint

Transportation



The screenshot shows the 'GET AROUND O'AHU' website. At the top left is a logo with a map of O'ahu and icons for various transport modes: car, van, bus, scooter, bicycle, and wheelchair. To the right are navigation links: 'Transportation Options' (highlighted in a green pill), 'O'ahu's Regions', 'Navigating Sustainably', and 'Traveling With Aloha'. Below the navigation is a large banner image of a coastal road with the text 'Transportation Options'. Underneath the banner is a photo of two people smiling on a bus. To the right of the photo is the heading 'CONSIDER SOME TRANSPORTATION OPTIONS' and a paragraph of text.

GET AROUND O'AHU

Transportation Options O'ahu's Regions Navigating Sustainably Traveling With Aloha

Transportation Options

CONSIDER SOME

TRANSPORTATION OPTIONS

Discover O'ahu's many transportation options that make it easy for you to explore our island. The diversity of public and private transportation options makes it possible to have an enjoyable and at times sustainable journey on O'ahu. [Click here](#) for inspiring sample O'ahu itineraries.

[GetAroundOahu.com](https://www.getaroundoahu.com)

Short-Term Rentals



- Limit temporary vacation rentals to designated resort areas
- Return illegal units to long-term housing for residents

Better Manage Popular Destinations



- Manage popular tourist destinations for the benefit of residents and visitors
- Work with stakeholders to identify sites associated with public impact on natural and cultural resources



Key Takeaways

- Our community wants the visitor industry to take better care of our people and place
- The City is taking a leadership role in regenerative tourism



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