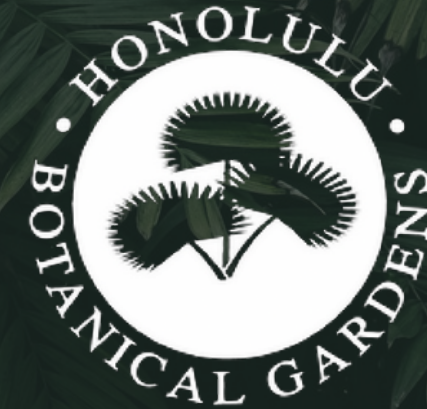




WPI



VISITOR MANAGEMENT STRATEGIES FOR HO'OMALUHIA BOTANICAL GARDEN

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PURPOSE

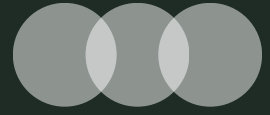
Develop suggestions for Ho‘omaluhia Botanical Garden to manage increased visitation and its impact on the nearby community



EFFECTS OF RISING VISITATION

- Creates problems in outdoor recreational areas around the world
 - Crowded visitor experience
 - Negative impact on park staff, neighbors, and the land





RISING VISITATION TO HO'OMALUHIA

- Visitation has tripled since 1982
- Visitors crowd the main road and do not fully utilize the entire garden
- Spill-over activity affects the nearby neighborhood



2015

193,986
VISITORS



2022

576,054
VISITORS



~200%
increase



STRATEGIES

01. Visitor management strategies

Influence visitor behavior patterns through signage, information availability, the placement of resources, etc.

02. Controlled access strategies

Influence the number of visitors through the use of reservation systems, admission fees, limited hours of operation, etc.





OBJECTIVES

- 01.** Analyze VM plans from similar outdoor recreational sites
- 02.** Collect and analyze visitor data at Ho‘omaluhia Botanical Garden
- 03.** Identify stakeholder concerns regarding current garden operations



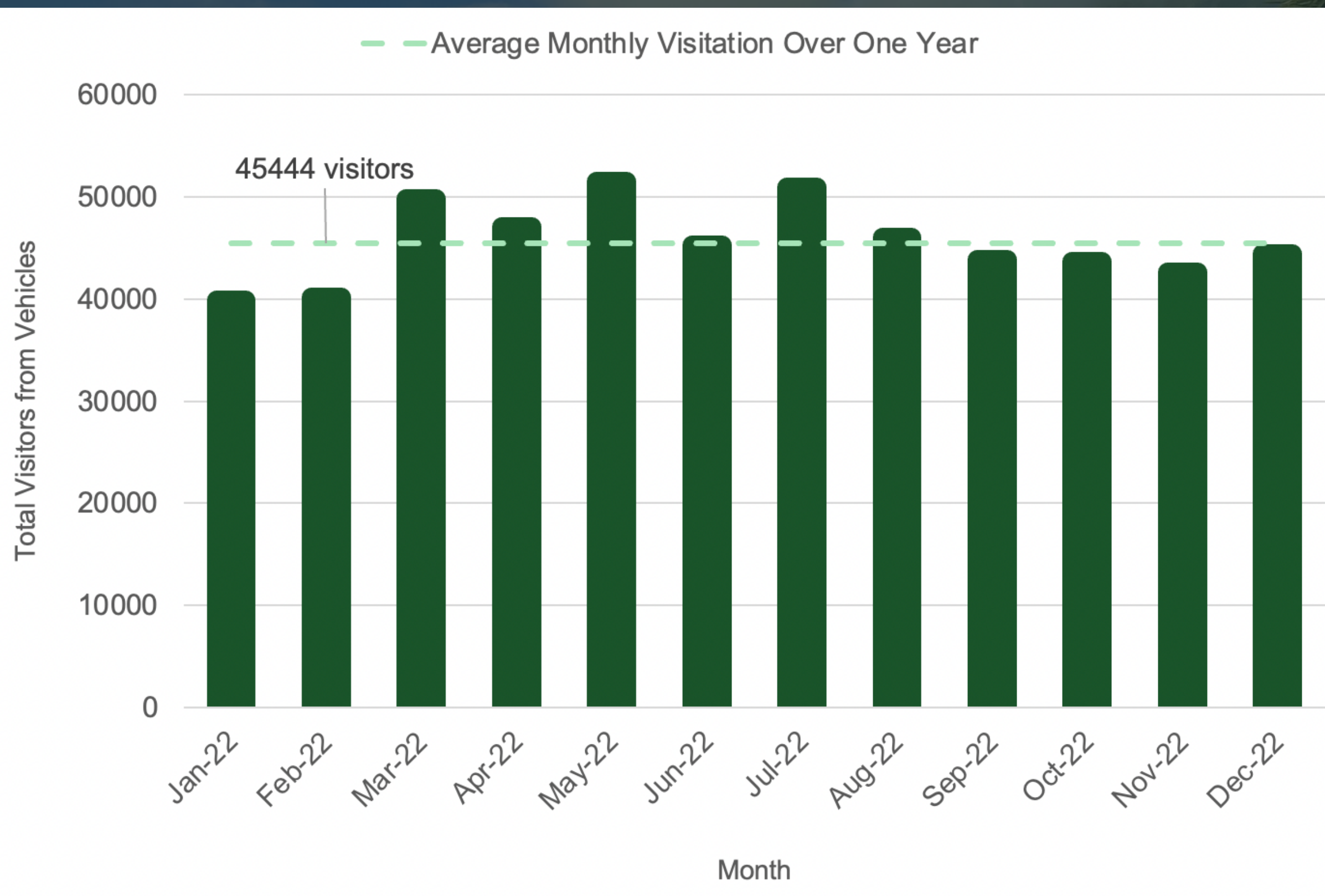
01. Analyze VM plans from similar outdoor recreational sites

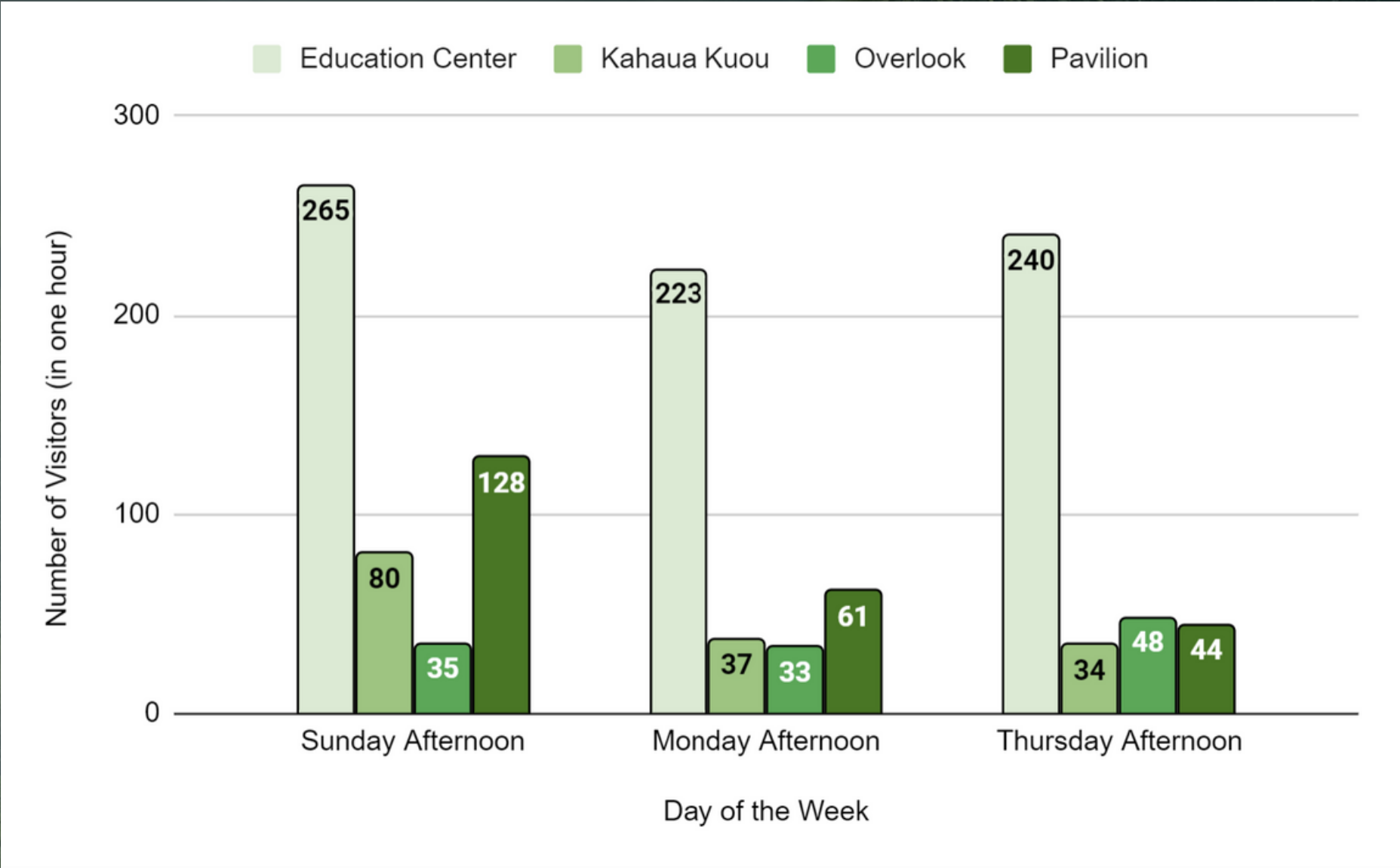
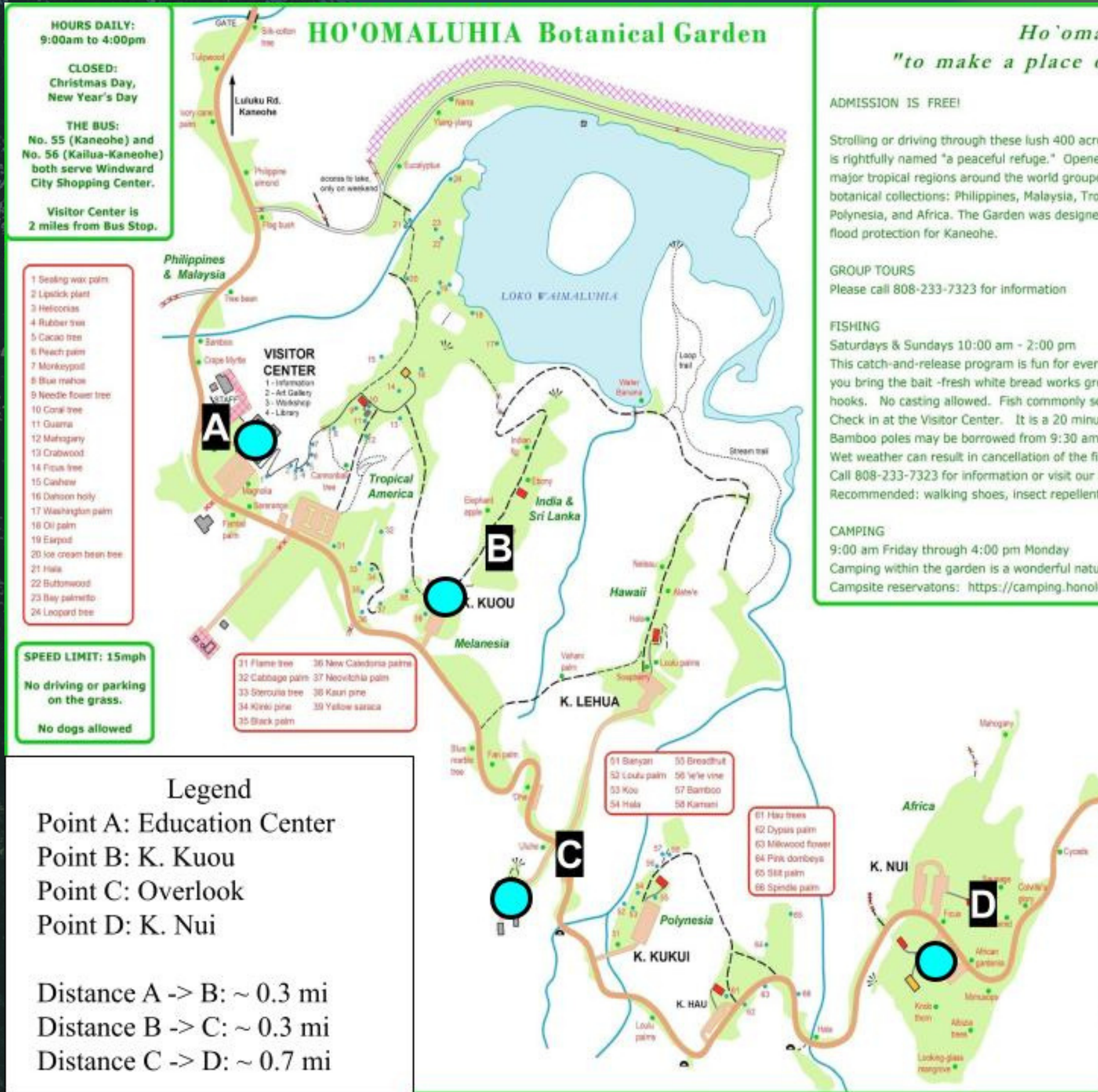
	Analysis of VM plan structure	Analysis of VM strategies	Interview with manager
Zion National Park	✓	✓	
Haleakalā National Park	✓	✓	
Diamond Head State Monument		✓	✓
Hā'ena State Park		✓	✓
Wai'ānapanapa State Park		✓	✓
Lyon Arboretum		✓	✓
Hanauma Bay State Park		✓	✓

- Format & organization
- Collaborating with the community
- Adaptive management
- Reservation systems
- Admission fee models



02. Collect and analyze visitor data







03. Identify stakeholder concerns



36

**Visitor
Interviews**



9

**Staff
Surveys**



25

**Neighbor
Surveys**

VISITOR INTERVIEWS

Potential changes

First-time visitors (26 groups)

Returning visitors (10 groups)

Reservation

65% would make a reservation to visit the garden

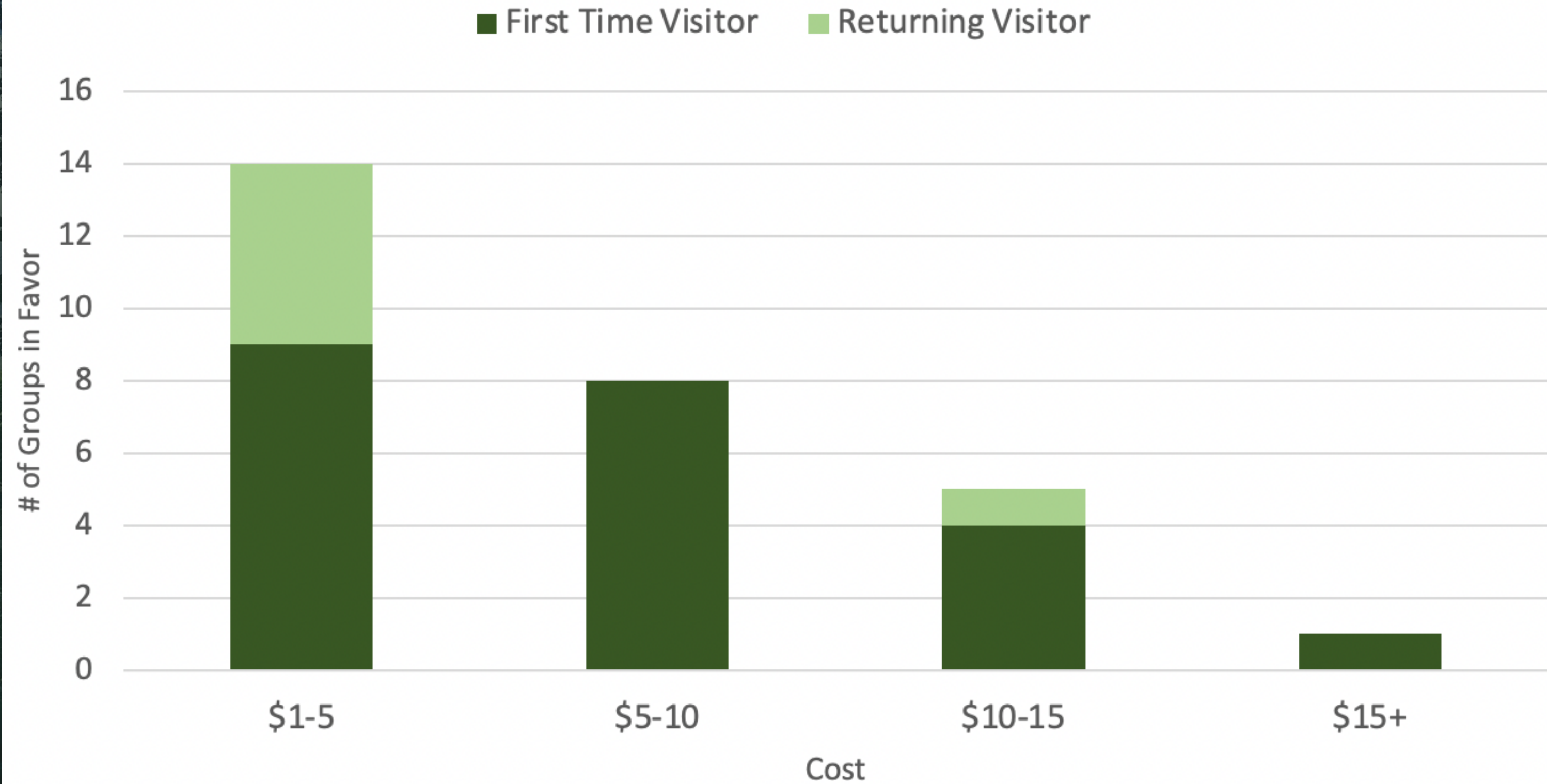
40% would make a reservation to visit the garden

Admission fee

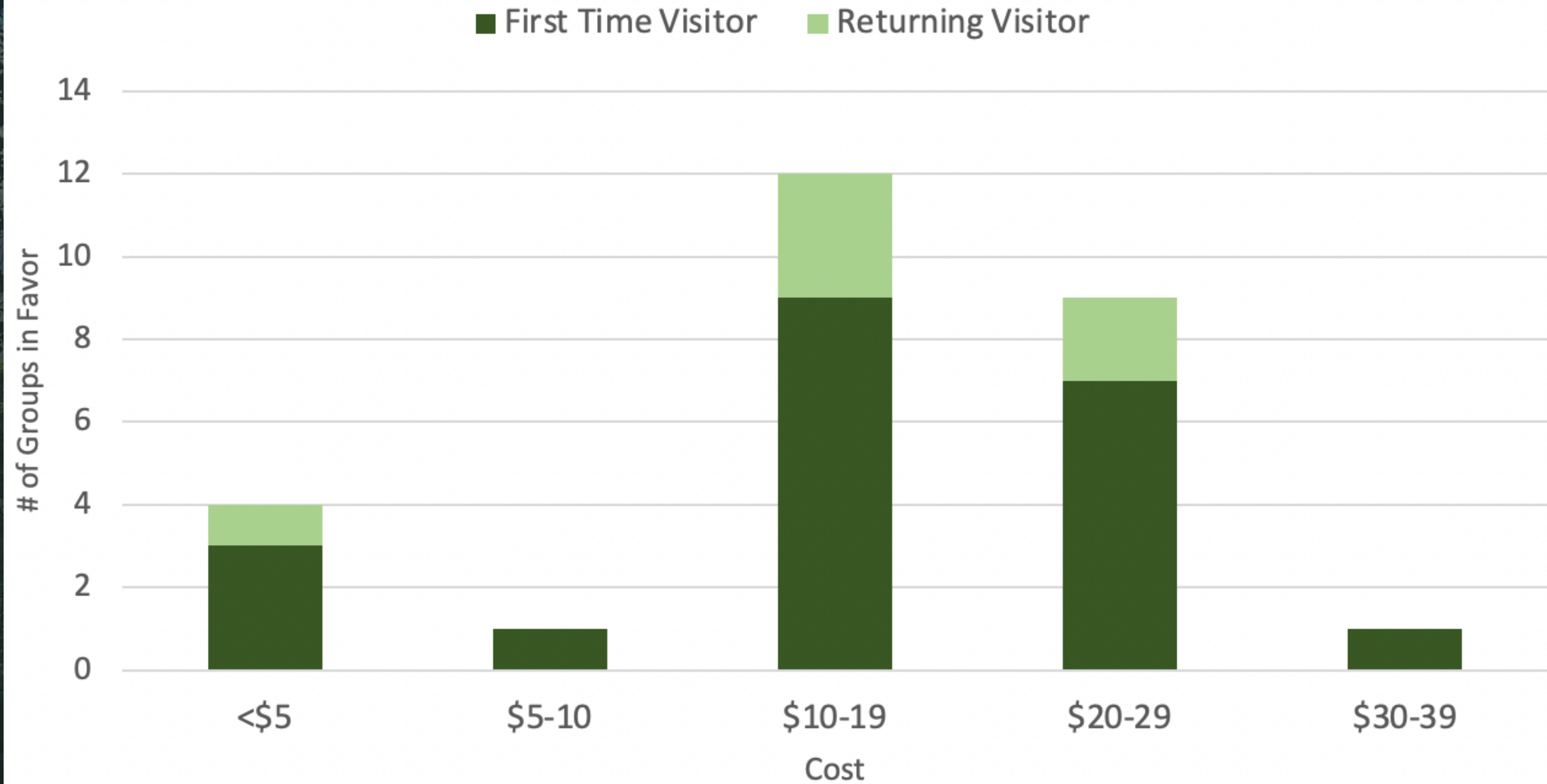
73% would be willing to pay an admission fee

40% would be willing to pay an admission fee

Appropriate Admission Fee (per person)



Appropriate Admission Fee (per vehicle)



STAFF SURVEYS

Major concerns	Specific examples
Rule enforcement	<ul style="list-style-type: none">• Too many visitors to monitor effectively• Closing time
Unauthorized photography	<ul style="list-style-type: none">• Unwanted social media exposure
Operational practices	<ul style="list-style-type: none">• Lack of centralized training• More grounds maintenance needed
Visitor experience	<ul style="list-style-type: none">• Lack of guided tours/educated garden experience

NEIGHBOR SURVEYS

Major concerns

Specific examples

Traffic disturbances

- Rideshare drop-off/pickup
- Parking outside of houses
- Unsafe driving and disregard for speed limit

Rule enforcement

- Unauthorized visitor photography within the garden

Use of garden before/after official visitor hours

- Visitors should show Hawai'i ID

RECOMMENDATIONS



SHORT-TERM SUGGESTIONS

Ho‘omaluhia could implement the following suggestions without major funding or assistance from external sources, including the city, county, state, or federal parties.

Controlled Access Strategies

Addressing issues caused by rising visitation by introducing strategies to limit daily visitation



Closing for
Maintenance



Hours of
Operation

Visitor Management Strategies

Addressing issues caused by patterns of visitor behavior to reduce unsafe behavior and encourage visitors to fully utilize all areas of the garden



Online
Presence



Communication
of Rules



LONG-TERM SUGGESTIONS

May require resources such as funding, personnel, or authorizations from the city of Honolulu. Because of this, we predict that implementing any of these solutions would take an extended period of time.

Controlled Access Strategies

Addressing issues caused by rising visitation by introducing strategies to limit daily visitation



Reservation
System



Admission
Fee

Visitor Management Strategies

Addressing issues caused by patterns of visitor behavior to reduce unsafe behavior and encourage visitors to fully utilize all areas of the garden



Pedestrian
Lane



Signage

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Hanauma Bay State Park



THANK YOU