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### Sue Kanoho, Executive Director, Kauai Visitors Bureau, August 25, 2011

- Attending: Sue Kanoho, Ted Blake, Jim Charlier
- Kauai’s biggest challenge is infrastructure
- We need to treat island as a whole; things tend to be done piece-meal
- Private sector tourist “information” services all highlight a small number of places, including some that are not safe, while ignoring other places that are just as attractive and interesting for visitors (and safer)
- Parking at beach areas is an ongoing issue, again due in part to concentration of visitors at a small number of places
- Need for Haena shuttle is an example of a back country carrying capacity problem
- North Shore is starting to appear a little “run down” from volume of activity and lack of re-investment
- Discussion of rental car business – occasional shortages of cars; cars are shuttled back and forth between islands
- Opportunity: why are there no electric cars at rental car companies?
- Airport planning has broken down; intergovernmental coordination is lacking with airport
- Taxi issues at airport – no coordination or staging, no managed taxi stand
- Similar issues at cruise ship terminal
- Discussion of taxi company regulations – who does this? County? Hawaii Public Utilities Commission?

*Note: Basic licensing is a state function of the PUC: “The Commission regulates passenger and property motor carriers. Passenger carriers are classified by authorized vehicle seating capacity. They include tour companies, limousine services, and other transportation providers.”*

- Bicycling on Kauai is a missed opportunity for tourists and visitors; little infrastructure and few safe places to ride
- However, there are an increasing number of bike rental shops on island, indicating a growing demand
- Kauai approach to tourism: environment comes first, followed by the needs of residents, followed by tourism and needs of visitors

