

**Supplemental Testimony of Carl Imparato on behalf of the Hanalei-to-Ha'ena Community Association and the Tourism Working Group of the Kauai Community Coalition**

March 14, 2017

The January 2017 Draft of the General Plan, and Supplementals 1 and 2 to the Draft, continue to conceal the extent of the problems associated with uncontrolled growth in tourism, nor do they propose any credible solutions to those problems.

**1. The Draft General Plan misrepresents the present state of affairs:**

The Plan continues to misleadingly state that "*in 2015 Kaua'i had an average daily visitor census (ADVC) of 24,533 visitors, enough to increase Kauai's population by more than 20 percent at any given time*" (General Plan, page 2-79). But:

- 2015 ADVC = 24,533 (General Plan, page 2-79)
- 2015 population = 71,735 (General Plan, page 1-3)

➤ So ADVC increases the Kauai population by an average of  $[24,533 / 71,735] = 34\%$ .

Even that 34% number understates the magnitude of the impact. For four months of the year, the ADVC is 10% to 15% higher than the annual average ADVC. Therefore, for much of the year, the ADVC increases Kauai's population by 37% to 39%... and even more on the above-average days of those months.

A more accurate and meaningful statement regarding the current state of tourism on Kauai is that the tourist population increases Kauai's population "by 34% on average, and by 40% or more during peak periods." This impact is almost twice the 20% claimed on page 2-79.

**2. The Draft General Plan conceals the magnitude of tourism's future growth and problems:**

The Plan's tourism growth projection is unrealistically low, ignores the actual growth data for the past 5 years, and conceals the true magnitude of Kauai's tourism growth management problem:

- 2010 ADVC = 19,548 (General Plan Socio-Economic Analysis & Forecasts, page 37)
- 2015 ADVC = 24,533 (General Plan, page 2-79)

➤ This is a 25.5% increase from 2010 to 2015, an average growth rate of 4.6%/year.

- 2035 ADVC = 26,589 (General Plan Socio-Economic Analysis & Forecasts, page 37)

➤ This is an increase of only 8.4% over 20 years, an average growth rate of just 0.41%/year.

It simply defies credibility that the tourism growth rate - and therefore tourism's negative impacts and the need for actions to prevent those impacts - for the twenty year period of the General Plan (2015-2035) will plummet to just one-eleventh of the rate that Kauai has actually been experiencing.

- Stated another way: the Plan predicts that total growth in tourism over the next 20 years will be no more than Kauai has experienced over just 2 recent years.
- According to the projection in the General Plan Socio-Economic Analysis & Forecasts (page 37), the actual 2016 ADVC of 24,809 should not have materialized until 2025!

We ask the Planning Commission to please insist that the Draft General Plan be revised to reflect reality regarding present conditions and projected future tourism growth. And we ask the Planning Commission to please insist that the General Plan include substantive policies and actions that will protect Kauai in general, and the Hanalei-to-Ha'ena communities in particular, from the impacts of that growth.