

JAN 18 2019

A BILL FOR AN ACT

RELATING TO THE HAWAII TOURISM AUTHORITY.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The legislature finds that Hawaii is an
2 attractive tourist destination for many reasons. Two factors
3 that differentiate the Hawaii experience from many other
4 destinations are Hawaii's pristine environment and precious
5 coral reefs. In 2018, Hawaii became the first jurisdiction in
6 the world to enact legislation to prohibit the sale or
7 distribution in the State of sunscreens containing the reef-
8 harming chemicals of oxybenzone and octinoxate; the prohibition
9 is scheduled to take effect on January 1, 2021.

10 The purpose of this Act is to require the Hawaii tourism
11 authority to highlight Hawaii's efforts to protect the
12 environment, marine life conservation districts, and coral reefs
13 and provide guidance on the dangers of sunscreen pollution,
14 especially products that contain oxybenzone and octinoxate, and
15 how tourists can help protect Hawaii's pristine environment,
16 marine life conservation districts, and coral reefs.



1 SECTION 2. Section 201B-7, Hawaii Revised Statutes, is
2 amended by amending subsection (b) to read as follows:

3 "(b) The authority shall be responsible for:

4 (1) Creating a vision and developing a long-range
5 strategic plan for tourism in Hawaii;

6 (2) Promoting, marketing, and developing the tourism
7 industry in the State;

8 (3) Arranging for the conduct of research through
9 contractual services with the University of Hawaii or
10 any agency or other qualified persons concerning
11 social, economic, and environmental aspects of tourism
12 development in the State;

13 (4) Providing technical or other assistance to agencies
14 and private industry upon request;

15 (5) Perpetuating the uniqueness of the native Hawaiian
16 culture and community, and their importance to the
17 quality of the visitor experience, by ensuring that:

18 (A) The Hawaiian culture is accurately portrayed by
19 Hawaii's visitor industry;

20 (B) Hawaiian language is supported and normalized as
21 both an official language of the State as well as



1 the foundation of the host culture that draws
2 visitors to Hawaii;

3 (C) Hawaiian cultural practitioners and cultural
4 sites that give value to Hawaii's heritage are
5 supported, nurtured, and engaged in sustaining
6 the visitor industry; and

7 (D) A native Hawaiian cultural education and training
8 program is provided for the visitor industry
9 workforce having direct contact with visitors;
10 [and]

11 (6) Reviewing annually the expenditure of public funds by
12 any visitor industry organization that contracts with
13 the authority to perform tourism promotion, marketing,
14 and development and making recommendations necessary
15 to ensure the effective use of the funds for the
16 development of tourism[-]; and

17 (7) Promoting Hawaii as a destination that protects the
18 environment, coral reefs, and marine life conservation
19 districts and providing guidance on the dangers of
20 sunscreen pollution to coral reefs, especially
21 products that contain oxybenzone and octinoxate, and



1 how tourists can help protect Hawaii's pristine
 2 environment, marine life conservation districts, and
 3 coral reefs."

4 SECTION 3. There is appropriated out of the general
 5 revenues of the State of Hawaii the sum of \$1,000,000 or so much
 6 thereof as may be necessary for fiscal year 2019-2020 for the
 7 Hawaii tourism authority to promote Hawaii as a tourist
 8 destination that protects its pristine environment, coral reefs,
 9 and marine life conservation districts and provide guidance on
 10 the dangers of sunscreens that contain oxybenzone or octinoxate
 11 and how tourists can help protect Hawaii's environment.

12 The sum appropriated shall be expended by the Hawaii
 13 tourism authority for the purposes of this Act.

14 SECTION 4. Statutory material to be repealed is bracketed
 15 and stricken. New statutory material is underscored.

16 SECTION 5. This Act shall take effect on July 1, 2019.

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S.B. NO. 266

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S.B. NO. 266

Report Title:

Environment; Harmful Sunscreens; Hawaii Tourism Authority;
Appropriation

Description:

Requires and appropriates funds for the Hawaii tourism authority to promote Hawaii's efforts to protect the environment, marine life conservation districts, and coral reefs and provide guidance on the dangers of sunscreens that contain oxybenzone and octinoxate and how tourists can help protect Hawaii's environment.

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