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David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

Statement of
JOHN DE FRIES

Hawai'i Tourism Authority
before the
COMMITTEE ON WAYS AND MEANS
February 24, 2022
10:00 a.m.
State Capitol
via videoconference

In consideration of
SENATE BILL NO. 1065 SD2
**RELATING TO THE DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT, AND TOURISM**

Aloha Chair Dela Cruz, Vice Chair Keith-Agaran, and members of the Committee on Ways and Means.

The Hawai'i Tourism Authority is appreciative of the changes made between SB1065 SD1 and SD2, and we appreciate this opportunity to provide comments on SB1065 SD2 which includes best practice destination management and regenerative tourism under the scope and responsibilities of the Hawai'i Tourism Authority (HTA). The proposed measure also requires the HTA to develop a tourism management plan that includes tourism marketing, best practice destination management, and regenerative tourism. In addition, the measure appropriates moneys to the HTA to carry out the actions in the county destination management action plans. Many of the provisions in this measure add to the HTA's scope and responsibilities in its enabling statute that align with the direction we have been taking since the adoption of our new strategic plan in 2020 and subsequent adoption of the Destination Management Action Plans for each county.

Codifying the work being done by the HTA related to the Destination Management Action Plans (DMAPs) will further validate our support and involvement in the completion of the many community-driven actions and sub-actions that came from that process. These DMAPs have been created in each county and were designed to allow a community voice in the direction and mitigation of the impacts of tourism in those specific communities. We are encouraged by the desire to include this language in our enabling statute, in addition to appropriating funding to carry out the DMAP actions.

February 24, 2022

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We recognize that plans often require adjustments along the way, and that flexibility in implementing actions will help us deliver the best results for the communities we serve. As such, we propose the following changes:

- 1) Remove language inserted into SD2 which identifies each island's DMAP sub-actions in order for the HTA to remain flexible in moving the DMAPs forward. Every quarter we review the progress on the sub-actions with each islands' steering committees. In collaboration with our steering committees, we have been making adjustments to some of these sub-actions as noted in our quarterly progress reports.
- 2) Change identification of years "2021-2024" for each county DMAP to a "3-year plan" to ensure the continued applicability of this statute beyond the period proposed in this bill.

We appreciate the opportunity to provide these comments on SB1065 SD2. Mahalo.

DAVID Y. IGE
GOVERNOR



CRAIG K. HIRAI
DIRECTOR

GLORIA CHANG
DEPUTY DIRECTOR

EMPLOYEES' RETIREMENT SYSTEM
HAWAII EMPLOYER-UNION HEALTH BENEFITS TRUST FUND
OFFICE OF THE PUBLIC DEFENDER

STATE OF HAWAII
DEPARTMENT OF BUDGET AND FINANCE
P.O. BOX 150
HONOLULU, HAWAII 96810-0150

ADMINISTRATIVE AND RESEARCH OFFICE
BUDGET, PROGRAM PLANNING AND
MANAGEMENT DIVISION
FINANCIAL ADMINISTRATION DIVISION
OFFICE OF FEDERAL AWARDS MANAGEMENT (OFAM)

WRITTEN ONLY
TESTIMONY BY CRAIG K. HIRAI
DIRECTOR, DEPARTMENT OF BUDGET AND FINANCE
TO THE SENATE COMMITTEE ON WAYS AND MEANS
ON
SENATE BILL NO. 1065, S.D. 2

February 24, 2022
10:00 a.m.
Room 211 and Videoconference

RELATING TO THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT,
AND TOURISM

The Department of Budget and Finance (B&F) offers comments on this bill.

Senate Bill (S.B.) No. 1065, S.D. 2, adds best practice destination management and regenerative tourism under the scope of responsibilities of the Hawai'i Tourism Authority (HTA); requires HTA to develop a tourism management plan that includes tourism marketing, best practice destination management, and regenerative tourism; and appropriates an unspecified amount of general funds for FY 23 for HTA to carry out action items in each county's destination management action plan (DMAP). The measure clarifies that monies appropriated pursuant to S.B. No. 1065, S.D. 2, shall be in addition to and shall not supplant any portion of HTA's base budget.

B&F defers to HTA and each of the respective counties on the potential impacts of this measure but notes that each county's DMAP spans a different timeframe. For example, the DMAP for O'ahu and Maui is from 2021 to 2024, while the DMAP for Hawai'i Island and Kaua'i is from 2021 to 2023. Although the measure specifies that monies appropriated pursuant to this bill shall not supplant HTA's base budget for

FY 23, since the DMAPs span multiple years, it is unclear whether future specific appropriations will be needed to continue to fund DMAP activities in each county or if HTA is to continue funding these activities through its budget. Further, since the actions and objectives of each DMAP are adopted for the time periods specified, it is uncertain what happens when the DMAP period ends or if objectives are not met. B&F also defers to the appropriate and impacted entities regarding any potential impacts of codifying each county's specific DMAP.

Finally, B&F notes that, with respect to the general fund appropriation in this bill, the federal Coronavirus Response and Relief Supplemental Appropriations Act requires that states receiving Elementary and Secondary School Emergency Relief (ESSER) II funds and Governor's Emergency Education Relief II funds must maintain state support for:

- Elementary and secondary education in FY 22 at least at the proportional level of the state's support for elementary and secondary education relative to the state's overall spending, averaged over FYs 17, 18 and 19; and
- Higher education in FY 22 at least at the proportional level of the state's support for higher education relative to the state's overall spending, averaged over FYs 17, 18 and 19.

Further, the federal American Rescue Plan (ARP) Act requires that states receiving ARP ESSER funds must maintain state support for:

- Elementary and secondary education in FY 22 and FY 23 at least at the proportional level of the state's support for elementary and secondary education relative to the state's overall spending, averaged over FYs 17, 18 and 19; and

- Higher education in FY 22 and FY 23 at least at the proportional level of the state's support for higher education relative to the state's overall spending, averaged over FYs 17, 18 and 19.

The U.S. Department of Education has issued rules governing how these maintenance of effort (MOE) requirements are to be administered. B&F will be working with the money committees of the Legislature to ensure that the State of Hawai'i complies with these ESSER MOE requirements.

Thank you for your consideration of our comments.

Council Chair
Alice L. Lee

Vice-Chair
Keani N.W. Rawlins-Fernandez

Presiding Officer Pro Tempore
Tasha Kama

Councilmembers
Gabe Johnson
Kelly Takaya King
Michael J. Molina
Tamara Paltin
Shane M. Sinenci
Yuki Lei K. Sugimura



Director of Council Services
Traci N. T. Fujita, Esq.

Deputy Director of Council Services
David M. Raatz, Jr., Esq.

COUNTY COUNCIL
COUNTY OF MAUI
200 S. HIGH STREET
WAILUKU, MAUI, HAWAII 96793
www.MauiCounty.us

February 19, 2022

TO: Honorable Donovan M. Dela Cruz, Chair
Senate Committee on Ways and Means

FROM: Alice L. Lee
Council Chair

DATE: February 19, 2022

SUBJECT: **SUPPORT OF SB 1065, SD2, RELATING TO THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM**

Thank you for the opportunity to testify in **SUPPORT** of this important measure. The purpose of this measure is to update the direction of the Hawai'i Tourism Authority (HTA) in its intent to become a more effective destination management organization through the principles of regenerative tourism.

The Maui County Council has not had the opportunity to take a formal position on this measure. Therefore, I am providing this testimony in my capacity as an individual member of the Maui County Council.

I SUPPORT this measure for the following reasons:

1. The effects of tourism on Hawai'i's economy, environment, and way of life for residents has long been under reflection, and the impact of the pandemic has created an opportunity to rethink and progress Hawai'i's tourism industry.
2. This measure responds to the increasing need for sustainability practices by expanding HTA's objective beyond marketing to ensure that visitor industry activities are in keeping with the social, economic, and physical needs and aspirations of Hawai'i's people and by appropriating money to HTA to carry out the actions in the county destination management action plans.
3. This measure would encourage cooperation and coordination between government and private sectors to maintain and advance well-designed, adequately-serviced projects and developments that are inherently sensitive to neighboring communities and activities.

Honorable Donovan M. Dela Cruz
February 19, 2022
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4. This measure is consistent with Maui County Council Resolution 21-18, "EXPRESSING SUPPORTING FOR SUSTAINABLE TOURISM, EMPHASIZING QUALITY OVER QUANTITY."

For the foregoing reasons, I **SUPPORT** this measure.

ocs:proj:legis:22legis:22testimony:sb1065_sd2_paf22-018(53)a_brs

SB-1065-SD-2

Submitted on: 2/19/2022 1:06:39 PM

Testimony for WAM on 2/24/2022 10:00:00 AM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Mike Moran	Testifying for Kihei Community Association (KCA)	Support	No

Comments:

Aloha Chair and Senators of the WAM committee. I am testifying for the South Maui non profit Kihei Community Association in strong support of SB1065 SD 2 at your hearing set for 2/24/22

This measure responds to the needs of residents, visitors and businesses alike, all of whom want balance and sustainability in the visitor experience and impact. This outcome will be achieved by expanding HTA's mission beyond marketing to explicitly include tourism management, sustainability and regeneration.

Without doubt tourism is a key ingredient of Hawaii's economy, but it can't continue unabated and without regard for our precious island resources, our unique culture and respect for resident quality of life. We live this experience in our district. We ask for your support Mahalo

Mike Moran



February 23, 2010

TO:

[COMMITTEE ON WAYS AND MEANS](#)

Senator Donovan M. Dela Cruz, Chair

Senator Gilbert S.C. Keith-Agaran, Vice Chair

DATE: Thursday, February 24, 2022
TIME: 10:00 A.M.
PLACE: Conference Room 211 & Videoconference

Testimony in **Strong Opposition to SB1065 SD2**

Chair Dela Cruz and Vice Chair Keith-Aragan and members of the committee:

Our family owns and operates a 50-year-old snorkel cruise company in Kona Hawaii and have been actively working with HVCB and HTA over the past 4 decades. I do not understand WHY the legislature would pull the rug under HTA in the middle of a three-year program? The shift in the direction for advertising and promoting tourism in Hawaii has finally taken a holistic position, focusing on our natural resources health and preserving and respecting the Hawaiian culture. How can HTA be successful when the legislature is causing unrest, confusion and redirecting their attention to fight to continue their mission?

Vote NO on this bill and the intent to disrupt this admirable new direction HTA has adopted to save Hawaii's tourism industry. Stop micro-managing and just support HTA in their plans and efforts.

The legislature should be solving problems not causing them for our state and residents. The only supportive letters of this bill came from residents who do not understand what HTA is doing differently from before. Every professional tourism business, organization and every county has said they oppose this bill. Stop wasting your time and everyone else who work in this industry and kill this bill.

Sincerely,
Melynda Dant
Vice President
Fair Wind Cruises



February 23, 2022

Senator Donovan Dela Cruz, Chair
Senator Gilbert Keith-Agaran, Vice Chair
Hawaii State Legislature Senate Ways and Means Committee

Comments on SB1065 SD2

Dear Chair Dela Cruz, Vice Chair Keith-Agaran and Members of the Senate Ways and Means Committee,

Thank you for the opportunity to testify on SB1065 SD2.

The Kohala Coast Resort Association's members employ 5,000 people, supporting 20,000 residents, at their hotels, timeshares, restaurants, retail shops, golf courses and spas along the Kohala Coast. Our association has been actively engaged in the creation and implementation of Hawaii Island's Destination Management Action Plan (DMAP), in partnership with leaders from the Hawaii Tourism Authority (HTA), the Island of Hawaii Visitors Bureau (IHVB), the County of Hawaii Department of Research and Development, and numerous non-profits, businesses, and educational organizations. It has been an incredible process, that continues to evolve as the needs of our island constantly change.

Members of our sales and marketing teams, our Hawaiian cultural advisors, and representatives from our natural resources and culinary departments also work hand-in-hand with the leadership of HTA and IHVB, to represent our island appropriately and accurately to potential visitors from around the globe, through sales trips and marketing missions. It is **vitaly important** to tell the right stories. Collectively, we: provide in-depth education and certification programs for travel agents, airline call centers' staff, and online travel wholesalers; show a united front at trades shows, where we encourage meeting planners and corporate decision makers to engage in voluntourism opportunities; and collaborate on public relations, where we share stories that go well beyond each individual property's brand and instead elevate the work of our community farmers and our cultural practitioners to keep traditional methods alive.

We appreciate the Hawaii State Legislature's efforts to become more engaged in the DMAP process. But we have concerns that codifying the entirety of each island's DMAP actions into the language of this bill, may unnecessarily lock us into projects that are already well in hand, and being effectively managed by the community, while also not providing the flexibility to tackle issues that may emerge.

We learned all too well during the volcanic eruption in 2018, that left unchecked, media messages can quickly get out of hand. Therefore, our industry marketing partners need to be nimble and have the financial resources to pump paid advertising and public relations messages into the news cycle that accurately reflect the situation on the ground. They also have a vital role once any danger has passed, to let visitors know that Hawaii is safe and open for business. And finally, we know that visitors, especially first time visitors, don't know the differences between the islands, as some in 2018 thought the lava flows on Hawaii Island would impact their stay in Honolulu! That's why it is essential for HTA, HVCB, and IHVB to provide the wayfinding, the unique island branding, and the educational framework for all of our guests. Individual tourism industry partners then build on those messages, as they relate to our specific tourism industry niche.

We do believe there are common challenges in the DMAP, such as the proliferation of illegal short-term vacation rentals across the state, that can and should be addressed. We encourage you to focus on those efforts.

We're grateful for HTA's leadership in creating a model with the DMAP that is uniquely tailored at the island level, seamlessly integrated across the state, and flexible enough to pivot when needed. Mahalo for the opportunity to comment.

Sincerely,

A handwritten signature in black ink that reads "Stephanie P. Donoho". The signature is fluid and cursive, with the first name being the most prominent.

Stephanie Donoho, Administrative Director



HAWAI'I LODGING & TOURISM
A S S O C I A T I O N

LATE

Testimony of
Mufi Hannemann
President & CEO
Hawai'i Lodging & Tourism Association

Senate Committee on Ways & Means
Senate Bill 1065, SD2: Relating to the Department of Business, Economic Development, and
Tourism
February 24, 2022

Chair Dela Cruz, and members of the Committee, mahalo for the opportunity to submit testimony on behalf of the Hawai'i Lodging & Tourism Association, the state's largest private sector visitor industry organization.

The Hawai'i Lodging & Tourism Association—nearly 700 members strong, representing more than 50,000 hotel rooms and nearly 40,000 lodging workers—would like to offer comments on the latest draft of Senate Bill 1065, SD2.

We appreciate that the Senate responded to our concerns with Senate Draft 1 of this measure and the efforts they have taken to change the language of the bill to focus on the codification of the destination management responsibilities of the Hawai'i Tourism Authority.

However, we also feel that the inclusion of each action plan objective could possibly limit the county DMAP partners' ability to respond appropriately should new issues arise. While we do not object to the EET Committee's desires to prioritize destination management as a major pillar of HTA, we also believe that each county needs flexibility in the implementation of specific goals and objectives within their respective DMAP. For instance, listing out the exact goals of each island's DMAP through 2024 will not allow the many community and industry stakeholders the freedom or flexibility to amend or address needs and issues that can and will emerge over the next two years.

We would like to suggest that future drafts of this measure insert language that would allow the counties the capacity to adjust and respond when they need to.

Mahalo for the opportunity to provide these comments.

LATE

SB-1065-SD-2

Submitted on: 2/23/2022 10:24:42 PM

Testimony for WAM on 2/24/2022 10:00:00 AM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Joseph Kohn MD	Testifying for We Are One, Inc. - www.WeAreOne.cc - WAO	Support	No

Comments:

Support SB1065 SD2

www.WeAreOne.cc

SB-1065-SD-2

Submitted on: 2/19/2022 8:55:18 AM

Testimony for WAM on 2/24/2022 10:00:00 AM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Mark Hyde	Individual	Support	No

Comments:

My family and I vehemently **SUPPORT SB1065** because it responds to the needs of residents, visitors and businesses alike, all of whom want **balance and sustainability** in the visitor experience and impact. This outcome will be achieved by expanding HTA's mission beyond marketing to explicitly include tourism **management, sustainability** and even **regeneration**.

Without doubt, tourism is a key ingredient of Hawaii's economy, but it can't continue unabated and without regard for our precious island resources, our unique culture and respect for resident quality of life. SB 1065 is the tonic needed to correct course so harmony among all stakeholders can be achieved.

Big Mahalo for this very important bill.

SB-1065-SD-2

Submitted on: 2/19/2022 11:42:36 AM

Testimony for WAM on 2/24/2022 10:00:00 AM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
William Greenleaf	Individual	Support	No

Comments:

My family and I strongly **SUPPORT SB1065** because it responds to the needs of residents, visitors and businesses alike, all of whom want **balance and sustainability** in the visitor experience and impact. This outcome will be achieved by expanding HTA's mission beyond marketing to explicitly include tourism **management, sustainability and regeneration**.

Without doubt tourism is a key ingredient of Hawaii's economy, but it can't continue unabated and without regard for our precious island resources, our unique culture and respect for resident quality of life. SB 1065 is the tonic needed to correct course so harmony among all stakeholders can be achieved.

SB-1065-SD-2

Submitted on: 2/19/2022 3:37:14 PM

Testimony for WAM on 2/24/2022 10:00:00 AM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Lawrence S Franco	Individual	Support	No

Comments:

I support SB1065 because we need to have tourism reach its original goal - to benefit our local people with incomes to live in Hawaii. Tourism must be managed to fulfill the dreams and lifestyle of Hawaii's people.

SB-1065-SD-2

Submitted on: 2/19/2022 9:25:28 PM

Testimony for WAM on 2/24/2022 10:00:00 AM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Megan Lamson Leatherman	Individual	Support	No

Comments:

Mahalo for the opportunity to testify on bill (**SB1065 SD2**), that includes “best practice destination management and regenerative tourism under the scope and responsibilities of the Hawaii Tourism Authority (HTA). Requires HTA to develop a tourism management plan that includes tourism marketing, best practice destination management, and regenerative tourism. Appropriates moneys to HTA to carry out the actions in the county destination management action plans.” This effort is long-awaited and much-needed and I applaud the introducer/s of this bill and especially the portions about “regenerative tourism” that considers the balance of over(tourism) and tourism dollars coming into our economy, and will assess the economic gain against resource harm to hopefully re-evaluate the current situation and plan for true ecological sustainability int the future.

Many thanks for your time and consideration.

Best,

Megan Lamson Leatherman, M. Sc.

Honalo, North Kona

SB-1065-SD-2

Submitted on: 2/20/2022 5:57:21 PM

Testimony for WAM on 2/24/2022 10:00:00 AM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Sarah K. Hofstadter	Individual	Support	No

Comments:

Hawai'i does NOT need to be "marketed" using residents' tax dollars. Our state is one of the most well-established tourist destinations on the planet. Hotels, airlines, conference organizers, and travel publications give us more than enough publicity for free. We already attract more visitors than our limited infrastructure can adequately handle. If we continue to increase visitor numbers with no regard for the consequences to our water supply, waste management infrastructure, ecosystems, and quality of life, we will ruin the physical beauty and aloha spirit that attract people here in the first place.

What Hawai'i DOES need is much better management of tourism. We need ways to keep popular sites from being overrun and/or damaged by excessive numbers of visitors. We need trained, licensed guides who can educate visitors about our history and culture while discouraging them from engaging in damaging, disrespectful behavior at cultural and sacred sites and in residential neighborhoods. We need more ocean safety and environmental education, and expanded lifeguard coverage, at all beaches frequented by visitors, especially in resort areas. We need better enforcement of regulations governing short-term rentals, bed-and-breakfast hosting, and the latest fad of renting camper vans to visitors without legal campground reservations. Those are the only kinds of purposes for which our tax dollars should be used.

Residents overwhelmingly support better tourism management. If HTA is to have any continued entitlement to our tax dollars, it MUST be converted into an agency whose SOLE purpose is to find creative ways to manage tourism with the goal of preserving our islands' beauty, the sustainability of our economy, and residents' quality of life.

SB-1065-SD-2

Submitted on: 2/21/2022 12:16:09 AM

Testimony for WAM on 2/24/2022 10:00:00 AM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Cara Flores	Individual	Support	No

Comments:

Our residents and wildlife are suffering from overtourism. Hawai'i is the last place on Earth that needs marketing. What we need is tourism management and controls. We need to regulate the tourism industry much better. I would much rather see tax money go somewhere other than HTA but if it has to go to HTA then it should be spent on Tourism Management not marketing.

Mahalo

SB-1065-SD-2

Submitted on: 2/21/2022 9:05:26 AM

Testimony for WAM on 2/24/2022 10:00:00 AM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Scott Young MD	Individual	Support	No

Comments:

Aloha

Senator Donovan M. Dela Cruz, Chair

Senator Gilbert S.C. Keith-Agaran, Vice Chair

I support SB 1065.

This is a common sense bill that adds a long needed management mandate to the Hawaiian Tourism Authority responsibilities. We are in a period of too much tourism and in order to prevent killing the golden goose by allowing tourism to grow without care and management we must convert the HTA to a management organization. We do not need to attract more tourists but emphasize quality over quantity tourism. We have too many visitors and that is making the experience for the residents and the tourists and the visitor industry and the environment an increasingly negative experience and problem. We must have management as the focus of the HTA.

Mahalo,

Scott Young MD 726 Kumulani Dr., Kihei, Maui.

DATE: Thursday, February 24, 2022

TIME: 10:00 A.M.

PLACE: Conference Room 211 & Videoconference

TIMESLOT: WAM

SB-1065-SD-2

Submitted on: 2/21/2022 9:46:46 AM

Testimony for WAM on 2/24/2022 10:00:00 AM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Rob Weltman	Individual	Support	No

Comments:

It is high time to invest in managing Hawai'i tourism so that its short-term and long-term benefits are not outweighed by negative consequences for our environment and quality of life, rather than focusing on increasing the level of tourism without bounds.

SB-1065-SD-2

Submitted on: 2/22/2022 9:01:53 PM

Testimony for WAM on 2/24/2022 10:00:00 AM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Jenny Welch	Individual	Support	No

Comments:

Aloha,

I'm writing to voice my strong support for SB1065. I believe that it is crucial for Hawaii to focus on quality over quantity with regard to tourism. Tourism management is necessary, not only to ensure the preservation of the Hawaiian culture but also to make the travel experience a positive one for guests visiting the islands. The "Aloha Spirit" of old has become elusive in many cases due to a feeling that the islands have become overrun with tourists running rampant, with no regard for the land or its people.

Thank you for your consideration and support of this very important matter.

Regards,

Jenny Welch

3146A Makamae Place

Kihei, HI 96753

SB-1065-SD-2

Submitted on: 2/23/2022 9:27:06 AM

Testimony for WAM on 2/24/2022 10:00:00 AM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Joy Kaaz	Individual	Support	No

Comments:

I am submitting this testimony in favor of SB1065, tourism management. Tourism in Hawai'i is a necessary to help support our economy. Unfortunately our islands are now being overwhelmed by tourism, using our limited resources and destroying our quality of life.

With regards to Maui, where I live, the county plan of 2012 specifies that tourists will be limited to 1 tourist for every 3 residents, that number is currently much closer to 1 tourist to every 2 residents. This has placed an undue burden on water usage in the midst of a drought, our sewage system, dumping thousands of improperly treated sewage into our coastal waters daily, roads, traffic and causing damage to our beautiful beaches and forests, including our flora and fauna. This has had a severe negative impact on our quality of life.

The HTA has shown themselves to be very adept at marketing to bring tourists to Hawai'i, but appears unable to manage them and the destructive impact they have on our islands once they arrive. Changing the focus from marketing to sustainable management is an imperative if we are to preserve our unique beauty and sustain a manageable level of tourism for the future. If our beaches, forests and infrastructure are destroyed by over-tourism, we will have essentially killed a major economic resource for our state, not to mention significantly degraded the quality of life of that makes Hawai'i so attractive for both residents and tourists.

I urge you. to vote yes on this bill, and change the focus from marketing to sustainable management.

Sincerely,

Joy Kaaz

SB-1065-SD-2

Submitted on: 2/23/2022 9:38:32 AM

Testimony for WAM on 2/24/2022 10:00:00 AM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
heidi kreul	Individual	Support	No

Comments:

Aloha,

Thank you for the opportunity to submit testimony in support of this bill. The HTA should switch from advertising and marketing to managing tourism in Hawai'i. There already is a huge demand by continental US tourist to visit Hawai'i. Pre-pandemic we received record number of people arriving in our state. We do not need 10,000,000 people a year. This has negative impact on the visitors experience as well as the quality of life for the residents.

HTA needs to manage tourism. Find balance for the community and ensure that the beauty of Hawaii, which is being destroyed by over tourism, will be here for future generations.

Mahalo nui loa,

Heidi

SB-1065-SD-2

Submitted on: 2/23/2022 2:32:04 PM

Testimony for WAM on 2/24/2022 10:00:00 AM

LATE

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Eileen McKee	Individual	Support	No

Comments:

Aloha,

I support the passage of SB1065 SD2. This legislation is a good start in trying to balance our overtourism situation. We certainly don't need to advertise our islands when we see them overrun by tourists. Traffic, no beach parking, empty shelves, etc. They will come regardless of promotion. Let's instead look for solutions to curtail the number of visitors. This bill does not do that, but it is a move in the right direction.

Mahalo for considering my testimony.

Eileen McKee

Kihei

SB-1065-SD-2

Submitted on: 2/23/2022 3:24:03 PM

Testimony for WAM on 2/24/2022 10:00:00 AM



Submitted By	Organization	Testifier Position	Remote Testimony Requested
Luanne Teoh	Individual	Support	No

Comments:

There is absolutely no reason for the HTA to keep marketing Hawaii as a vacation destination because the entire world already knows that. The fact that travel rebounded to pre-pandemic levels without any kind of marketing is proof of that.

As someone who has been to over 40 countries, the moment I say I'm from Hawaii, people's faces light up and they start up a conversation to tell me how lucky I am to live there. We already have a positive global reputation as an amazing place to visit. The HTA has done its marketing job and has done it too well. It is now time to malama aina to ensure Hawaii remains amazing for future generations.

1. As a homeowner, business owner and full time resident of South Kihei, the daily traffic along South Kihei road is terrible and is getting worse. Tourists outnumber residents exponentially by at least 3 to 1, without a doubt.

2. Hawaii is THE most expensive state to live in and it should not be a cheap place to visit. We want quality tourists who will respect our culture and laws, and not a Disneyland cheap vacation destination it is quickly becoming especially with the cheap round trip tickets to and from the mainland.

3. As residents going about our daily lives, we don't want to have to jostle with tourists all the time from basic things like not being able to get a reservation at a restaurant because they are all booked up for months in advance.

4. If the HTA wants a role in this, be a steward of the land and engage in educational campaigns for tourists on basic stuff like not touching the marine life, using reef safe sunscreen etc. This should begin in the aircraft for ALL Hawaii bound flights.

In its current state, tourists add absolutely nothing to my life as a resident. I feel a great deal of resentment when I see entitled, disrespectful and obnoxious tourists telling locals that Hawaii needs tourism. No we do NOT need tourism. We need tourism management and economic diversification.

Please do a better job in both limiting and managing tourism. Our island resources are limited, the residents of Hawaii deserve better and we demand better from our elected officials.

Mahalo.