

DAVID Y. IGE  
GOVERNOR OF  
HAWAII



**STATE OF HAWAII  
DEPARTMENT OF LAND AND NATURAL RESOURCES**

POST OFFICE BOX 621  
HONOLULU, HAWAII 96809

**Testimony of  
SUZANNE D. CASE  
Chairperson**

**Before the House Committee on  
LABOR & TOURISM**

**Tuesday, March 22, 2022  
9:00 AM**

**State Capitol, Conference Room 312, Via Videoconference**

**In consideration of  
SENATE BILL 2077, SENATE DRAFT 2  
RELATING TO THE HAWAII TOURISM AUTHORITY**

Senate Bill 2077, Senate Draft 2 proposes to: 1) Add the Director of Business, Economic Development, and Tourism as an ex officio voting member; Director of Transportation; Chairperson of the Board of Land and Natural Resources; Director of Agriculture; and the Executive Director of the State Foundation on Culture and the Arts as nonvoting ex officio members of the Hawaii Tourism Authority (HTA) Board of Directors; 2) Clarify the authority and responsibility of the HTA Board of Directors; 3) Rename the Tourism Marketing Plan to the Tourism Branding Plan; 4) Require any state or county agency to render services upon request of the HTA, and 5) Repeal the HTA Advisory Board. **The Department of Land and Natural Resources (Department) offers the following comments.**

In 2019 Hawaii out of state visitors topped ten million. In 2020 the pandemic impacted Hawaii and the tourism industry temporarily ceased – an unprecedented experience for Hawaii residents. This has prompted a re-examination of Hawaii tourism, particularly the role of HTA and the need for marketing. HTA pivoted in its mission to transition towards engaging in visitor management, creating the “destination management action plans” due to the considerable interest among Hawaii’s residents and government to re-evaluate how Hawaii attracts and manages the tourism industry and ancillary impacts.

The Department defers to HTA in the implications of this measure and the intent for enhanced collaboration in managing tourism by having the directors of other state departments be included on the Board of HTA in an ex officio capacity.

Thank you for the opportunity to comment on this measure.

**SUZANNE D. CASE**  
CHAIRPERSON  
BOARD OF LAND AND NATURAL RESOURCES  
COMMISSION ON WATER RESOURCE MANAGEMENT

**ROBERT K. MASUDA**  
FIRST DEPUTY

**M. KALEO MANUEL**  
DEPUTY DIRECTOR - WATER

AQUATIC RESOURCES  
BOATING AND OCEAN RECREATION  
BUREAU OF CONVEYANCES  
COMMISSION ON WATER RESOURCE MANAGEMENT  
CONSERVATION AND COASTAL LANDS  
CONSERVATION AND RESOURCES ENFORCEMENT  
ENGINEERING  
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HISTORIC PRESERVATION  
KAHOOLAWE ISLAND RESERVE COMMISSION  
LAND  
STATE PARKS



## DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

DAVID Y. IGE  
GOVERNOR

MIKE MCCARTNEY  
DIRECTOR

CHUNG I. CHANG  
DEPUTY DIRECTOR

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Statement of  
**MIKE MCCARTNEY**  
Director

Department of Business, Economic Development, and Tourism  
before the

**HOUSE COMMITTEE ON LABOR AND TOURISM**

Tuesday, March 22, 2022

9:00 AM

State Capitol, Conference Room #312

In consideration of  
**SB2077, SD2**  
**RELATING TO THE HAWAII TOURISM AUTHORITY.**

Chair Onishi, Vice Chair Sayama, and members of the Committee.

The Department of Business, Economic Development and Tourism (DBEDT) supports SB2077, SD2, which adds the Director of DBEDT as an ex-officio voting member to the Hawaii Tourism Authority board of directors.

DBEDT defers to the Hawaii Tourism Authority on the other portions of the bill regarding the responsibilities of the board and operational matters that fall into their purview.

Thank you for the opportunity to testify.



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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 LABOR & TOURISM**

March 22, 2022  
9:00 a.m.  
State Capitol  
via videoconference

In consideration of  
**SENATE BILL NO. 2077 SD2**  
**RELATING TO THE HAWAII TOURISM AUTHORITY**

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Aloha Chair Onishi, Vice Chair Sayama, and members of the Committee on Labor & Tourism.

The Hawai'i Tourism Authority appreciates the opportunity to testify in **support** of SB2077 SD2, which makes changes to the membership of HTA's board of directors, clarifies the authority and responsibility of the board, and other updates to HTA's enabling statute.

We believe that the updating of HRS §201B, as reflected in this proposed measure, better aligns the HTA with our focus on destination management by acknowledging the strategic plan and the destination management action plans as part of the statutory responsibilities of the HTA and enables the HTA to more effectively partner with other state and county agencies to resolve issues and effectuate change.

We also recommend the establishment and appropriation of an additional full-time equivalent position to address the appointment of an officer of meetings, conventions and incentives as specified under this proposed measure.

We appreciate this opportunity to **support** SB2077 SD2. Mahalo.



**HAWAII**

STATE FOUNDATION on  
CULTURE and the ARTS

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250 South Hotel Street  
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Honolulu, HI 96813

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**TESTIMONY OF  
THE STATE FOUNDATION ON CULTURE AND THE ARTS  
TO THE HOUSE COMMITTEE ON LABOR & TOURISM  
March 22, 2022 Conference Room 312 & Videoconference at 9:00AM  
S.B. 2077 SD2  
RELATING TO THE HAWAII TOURISM AUTHORITY**

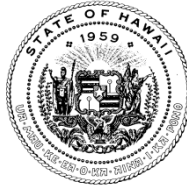
Chair Onishi and members of the Committee, I am Jonathan Johnson, Executive Director of the State Foundation on Culture and the Arts (SFCA), and we are grateful for the opportunity to testify with COMMENTS on S.B. 2077 SD2.

The State Foundation on Culture and the Arts supports its Executive Director participating as a “nonvoting ex-officio member” of the Hawaii Tourism Authority Board of Directors as presented in S.B. 2077 SD2. Incorporating the perspective of the State Arts Agency is an important component to understanding the impact of culture and arts on the State’s economy and the visitor industry.

The State Foundation on Culture and the Arts welcomes the opportunity to lend our expertise to support the visitor industry through the arts, culture, and humanities in Hawai`i. When our visitor industry and cultural arts sectors work together, we invest in Hawaii’s economic stability and vibrant community.

Thank you for the opportunity to submit testimony on this matter.

DAVID Y. IGE  
GOVERNOR



TESTIMONY BY:

JADE T. BUTAY  
DIRECTOR

Deputy Directors  
ROSS M. HIGASHI  
EDUARDO P. MANGLALLAN  
PATRICK H. MCCAIN  
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STATE OF HAWAII  
DEPARTMENT OF TRANSPORTATION  
869 PUNCHBOWL STREET  
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March 22, 2022  
9:00 AM  
State Capitol, Teleconference

**S.B. 2077, S.D. 2  
RELATING TO THE HAWAII TOURISM AUTHORITY.**

House Committee on Labor and Tourism

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The Department of Transportation **supports** this bill which adds the Director of Business, Economic Development, and Tourism; Director of Transportation; Chairperson of the Board of Land and Natural Resources; Director of Agriculture; and the Executive Director of the State Foundation on Culture and the Arts as ex officio nonvoting members of the Hawaii Tourism Authority board of directors. Clarifies the authority and responsibility of the Hawaii Tourism Authority Board of Directors. Renames the Tourism Marketing Plan to the Tourism Branding Plan. Repeals the Hawaii Tourism Authority Advisory Board.

The DOT has a deep interest in the prosperity of tourism. Tourism is fundamental to our economy and to DOT. Enplanement and wharfage fees and other fees related to tourism, is a major source of income for DOT. We look forward to working closely with the authority on sustainability and overcoming the challenges of the global pandemic.

Thank you for the opportunity to provide testimony.

**SB-2077-SD-2**

Submitted on: 3/21/2022 5:28:01 PM

Testimony for LAT on 3/22/2022 9:00:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Pamela Tumpap	Maui Chamber of Commerce	Support	Written Testimony Only

Comments: