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[Josh Green, M.D.](#)
Governor

[John De Fries](#)
President and Chief Executive Officer

Statement of
JOHN DE FRIES
Hawai'i Tourism Authority
before the
COMMITTEE ON TOURISM

Tuesday, February 7, 2023
10:00 a.m.
State Capitol Conference Room 423 & Videoconference

In consideration of
HOUSE BILL NO. 1240
RELATING TO TRANSPORTATION

Aloha Chair Quinlan, Vice Chair Hussey-Burdick, and members of the Committee on Tourism,

The Hawai'i Tourism Authority (HTA) appreciates the opportunity to offer comments on HB1240 which establishes a two-year pilot program for a shuttle to operate between Hale'iwa and Turtle Bay Resort on O'ahu's north shore.

HTA's work in destination management is guided by the community-driven Destination Management Action Plans, generated by HTA in partnership with community steering committees and adopted by our board of directors. Action C of the O'ahu DMAP directs us to "identify sites and implement stewardship plans for key hotspots on O'ahu." The entire North Shore is designated in the plan as a hotspot.

Additionally, O'ahu DMAP Action I directs us to "manage visitors' use of cars as transportation on O'ahu." The shuttle pilot project proposed in HB1240 specifically addresses Subaction I.4, directing us to "look at shuttles from parking areas to sites to alleviate individual cars or parking reservation systems."

We are in support of the intent of this measure, and look forward to further discussion on models of implementation.

Mahalo for the opportunity to provide these comments on HB1240.



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

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

House Committee on Tourism
House Bill 1240
February 7, 2023

Chair Quinlan 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 and oldest 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—**supports House Bill 1240.**

One of the major issues cited by critics of Hawaii's tourism sector is the increase in traffic that is driven by the number of visitors to our islands. This is felt even more acutely by communities that lack the infrastructure to support high amounts of vehicular traffic—like those along Oahu's North Shore.

HLTA feels strongly that this pilot program will not only be successful, but will also serve as a model for future shuttle programs that will be of great service to our visitors while easing the burden on local roadways and communities.

For these reasons, HLTA supports House Bill 1240.

Mahalo for the opportunity to offer this testimony.