



**STATE OF HAWAII  
OFFICE OF PLANNING  
& SUSTAINABLE DEVELOPMENT**

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Statement of  
**SCOTT GLENN, Director**

before the  
**SENATE COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM  
SENATE COMMITTEE ON WATER AND LAND**

Tuesday, February 14, 2023, 1:00 PM  
State Capitol, Conference Room 229

in consideration of  
**SB 65  
RELATING TO REGENERATIVE TOURISM.**

Chairs DeCoite and Inouye, Vice Chairs Wakai and Elefante, and Members of the Senate Committees on Energy, Economic Development, and Tourism and Water and Land:

The Office of Planning and Sustainable Development (OPSD) **supports** SB 65, Relating to Regenerative Tourism, which amends Chapter 226, HRS, The Hawaii State Planning Act, by adding to Section 226-8, Objectives and Policies for the Economy – Visitor Industry, subsection (b)(5) and new subsections (b) (9) – (18) to incorporate a regenerative framework for the visitor industry. SB 65 requires an update to the State Tourism Functional Plan in coordination with the Office of Planning and Sustainable Development (OPSD) be submitted to the 2024 Regular Session of the Legislature.

OPSD supports this measure and offers its cooperation to the Hawaii Tourism Authority (HTA), pursuant to Ch. 226-55 and –56, HRS. The OPSD notes that the recent Destination Management Action Plan (DMAP) process and on-going implementation actions being supported by the HTA staff and community investments are consistent with this measure.

Thank you for the opportunity to testify on this measure.





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**Josh Green, M.D.**  
*Governor*

**John De Fries**  
*President and Chief Executive Officer*

Statement of  
**JOHN DE FRIES**  
Hawaii'i Tourism Authority  
before the  
**COMMITTEES ON ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM  
AND WATER AND LAND**

February 14, 2023  
1:00 p.m.  
State Capitol Conference Room 229 & Videoconference

In consideration of  
**SENATE BILL NO. 65**  
**RELATING TO REGENERATIVE TOURISM**

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Aloha Chairs DeCoite and Inouye, Vice Chairs Wakai and Elefante, and Members of the Committees on Energy, Economic Development, and Tourism and Water and Land,

The Hawaii'i Tourism Authority (HTA) appreciates the opportunity to offer comments in support of the intent of SB65, to incorporate a regenerative tourism framework into the State Planning Act by expanding objectives and policies for the visitor industry.

The ethic of mālama – care and stewardship – is the core of our visitor education and destination management efforts. HTA's work is framed by four interacting strategic pillars: Natural Resources, Hawaiian Culture, Community, and Branding – the last of which is dependent upon the strength of the first three. Regenerative tourism builds upon the mālama ethic, once masterfully presented by Senator Kenneth Brown in a 1973 address.

A framework for Hawaii'i's regenerative tourism future, which seeks to balance the economics of tourism with the wellbeing of our communities and natural resources, was laid out in HTA's 2020-2025 Strategic Plan, adopted in January 2020. Preparation of our next strategic plan, for the period of 2026-2030, will begin next year.

We strongly support the intent of SB65 and stand ready to work with our colleagues at the Office of Planning and Sustainable Development to update the state Tourism Functional Plan to reflect the principles embraced in HTA's 2020-2025 Strategic Plan, the Aloha+ Challenge and Sustainable Development Goals committed to in that plan, our board's adoption of the 'Āina Aloha Economic Futures Declaration, as well as the hard work of our communities in generating the Destination Management Action Plans, a grassroots articulation of regenerative principles.

Mahalo for the opportunity to provide these comments on SB65.



Environmental Caucus of  
The Democratic Party of Hawai'i

To: The Honorable Lynn DeCoite, Chair  
The Honorable Glenn Wakai, Vice Chair  
Members of the Committee on Energy, Economic Development, and Tourism

The Honorable Lorraine R. Inouye, Chair  
The Honolulu Brandon J.C. Elefante, Vice Chair  
Members of the Committee on Water and Land

Re: **SB 65 – RELATING TO REGENERATIVE TOURISM**

Hearing: Tuesday, February 14, 2023, 1:00 p.m., Conference Room 229 & Videoconference

Position: **Strong support**

Aloha, Chairs DeCoite and Inouye, Vice Chairs Wakai and Elefante, and Members of the Committee on Energy, Economic Development, and Tourism, and Committee on Water and Land:

The Environmental Caucus of the Democratic Party of Hawai'i stands in strong support of SB 65. This measure incorporates a regenerative framework into the State Planning Act by expanding objectives and policies for the visitor industry and it requires an update to the State Tourism Functional Plan to be submitted to the Legislature no later than twenty days prior to the convening of the Regular Session of 2024.

The Democratic Party of Hawai'i Environmental Platform Planks set policies to protect and preserve Hawai'i's environment and achieve energy sustainability, advance measures to re-establish a healthy climate and environment for humans and fellow species, including actions to urgently address climate change, and work towards 100% renewable energy goals.

We believe that all people have the right to live in a clean, healthy and safe environment. We believe that the preservation of our natural environment and its ecological well-being is essential to ensuring a safe, healthy, bountiful life for future generations in Hawai'i. We support policies that create a more sustainable society. We support the restoration, preservation, and protection of native ecosystems.

We believe in the resource management principles outlined in the Public Trust doctrine of [Article XI, Section 1 of] the Hawai'i State Constitution." [OUR PLATFORM | DPH \(hawaiidemocrats.org\)](https://www.hawaiidemocrats.org)

The Environmental Caucus supports this bill, especially on page 5 which provides for the application of innovative financial policies and data collection and analysis that incentivizes and facilitate a shift to a regenerative visitor industry with a smaller ecological footprint by implementing policies that decreases the impacts on beaches, reefs, and ocean life, and that aims to sustain and improve the quality of life for Hawaii's people by implementing policies such as decreasing the impacts of vacation accommodation rentals, bed and breakfast operations, and rental cars.



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Incorporating a regenerative framework into the State Planning Act by expanding objectives and policies for the visitor industry and requiring an update to the State Tourism Functional Plan to be submitted to the Legislature no later than twenty days prior to the convening of the Regular Session of 2024 are consistent with the state and counties' duties under Article XI, Section 1 on the Public Trust Doctrine; and the DPH Platform environmental policy that all people have the right to live in a clean, healthy and safe environment. This bill will help reduce the adverse effects of the tourism industry on our residents and environment through the policies set forth in regenerative tourism.

Please support and pass this bill.

/s/ Melodie Aduja and Alan Burdick

Co-Chairs, Environmental Caucus of the Democratic Party of Hawai'i



*Maui Hotel & Lodging*  
ASSOCIATION

**LATE**

Testimony of  
Lisa H. Paulson  
Executive Director  
Maui Hotel & Lodging Association

Senate Committee on Energy, Economic Development and Tourism

Senate Committee on Water and Land

**Senate Bill 65: Relating to Regenerative Tourism**

February 14, 2023, 1:00 pm

Conference Room 229

The Maui Hotel & Lodging Association (MHLA) is the legislative arm of the visitor industry for Maui County. We represent over 180 property and allied business members and 22,000 employees. **MHLA would like to offer comments for Senate Bill 65**, which incorporates a regenerative framework into the State Planning Act by expanding objectives and policies for the visitor industry. Requires an update to the State Tourism Functional Plan to be submitted to the Legislature no later than twenty days prior to the convening of the Regular Session of 2024.

We recognize that Hawaii's tourism needs greater management coordination with private and public stakeholders. While MHLA agrees with the intent of this Bill, we would like to offer comments.

Many of the objectives outlined in Senate Bill 65 have already been discussed in developing the Destination Management Plans (DMAP) for each County. We would like to see the action items already set forth in the DMAP's be able to continue along with the many alliances already established with government agencies.

In reference to workforce development, we would like to see support for Senate Bill 391 and Senate Bill 834 which would appropriate funds for workforce training through The University of Hawaii community colleges.

**MHLA respectfully submits these comments for your consideration for Senate Bill 65.**

Thank you for the opportunity to provide this testimony.

**SB-65**

Submitted on: 2/12/2023 7:40:31 PM

Testimony for EET on 2/14/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Will Caron	Individual	Support	Written Testimony Only

Comments:

Please support SB65.