



GOV. MSG. NO. 1229

EXECUTIVE CHAMBERS
KE KE'ENA O KE KIA'ĀINA

JOSH GREEN, M.D.
GOVERNOR
KE KIA'ĀINA

June 28, 2024

The Honorable Ronald D. Kouchi
President of the Senate,
and Members of the Senate
Thirty-Second State Legislature
State Capitol, Room 409
Honolulu, Hawai'i 96813

The Honorable Scott K. Saiki
Speaker, and Members of the
House of Representatives
Thirty-Second State Legislature
State Capitol, Room 431
Honolulu, Hawai'i 96813

Dear President Kouchi, Speaker Saiki, and Members of the Legislature:

This is to inform you that on June 28, 2024, the following bill was signed into law:

SB2659 SD1 HD1 CD1

RELATING TO REGENERATIVE TOURISM.
ACT 128

Sincerely,

Josh Green, M.D.
Governor, State of Hawai'i

THE SENATE
THIRTY-SECOND LEGISLATURE, 2024
STATE OF HAWAII

S.B. NO. 2659
S.D. 1
H.D. 1
C.D. 1

A BILL FOR AN ACT

RELATING TO REGENERATIVE TOURISM.

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

1 SECTION 1. Chapter 201B, Hawaii Revised Statutes, is
2 amended by adding a new section to be appropriately designated
3 and to read as follows:

4 "§201B- Tourism functional plan. Pursuant to section
5 226-55, the authority, in coordination with the office of
6 planning and sustainable development, shall prepare and
7 periodically update the tourism functional plan to include
8 tourism economic goals set out in chapter 226, the authority's
9 strategic plan, and the Hawaii 2050 sustainability plan."

10 SECTION 2. Section 226-8, Hawaii Revised Statutes, is
11 amended by amending subsection (b) to read as follows:

12 "(b) To achieve the visitor industry objective, it shall
13 be the policy of [~~this~~] the State to:

14 (1) Support and assist in the promotion of Hawaii's
15 visitor attractions and facilities[-];

16 (2) Ensure that visitor industry activities are in keeping
17 with the social, economic, and physical needs and
18 aspirations of Hawaii's people[-];



- 1 (3) Improve the quality of existing visitor destination
2 areas by utilizing Hawaii's strengths in science and
3 technology[-];
- 4 (4) Encourage cooperation and coordination between the
5 government and private sectors in developing and
6 maintaining well-designed, adequately serviced visitor
7 industry and related developments [~~which~~] that are
8 sensitive to neighboring communities and
9 activities[-];
- 10 (5) Develop the industry in a manner that will [~~continue~~]:
- 11 (A) Continue to provide new job opportunities and
12 steady employment for Hawaii's people[-];
- 13 (B) Commit to building the capacity of Hawaii's
14 people; and
- 15 (C) Offer career opportunities to ultimately increase
16 the percentage of Hawaii's people who hold
17 management and leadership positions in the
18 visitor industry;
- 19 (6) Provide opportunities for Hawaii's people to obtain
20 job training and education that will allow for upward
21 mobility within the visitor industry[-];



1 (7) Foster a recognition of the contribution of the
2 visitor industry to Hawaii's economy and the need to
3 perpetuate the aloha spirit[-];

4 (8) Foster an understanding by visitors of the aloha
5 spirit and of the unique and sensitive character of
6 Hawaii's cultures and values[-];

7 (9) Form community partnerships to ensure Native Hawaiian
8 cultural integrity by:

9 (A) Supporting Hawaii's people and communities and
10 their efforts to care for the land and protect
11 the cultural and natural resources of the land,
12 oceans, streams, and skies;

13 (B) Strengthening the relationships between the place
14 and Hawaii's people and visitors alike;

15 (C) Engaging in collaborative efforts that provide
16 visitors with genuine and meaningful experiences
17 in Hawaii;

18 (D) Ensuring that kapu (prohibited) and
19 environmentally sensitive contexts are protected
20 from visitor traffic;



- 1 (E) Positioning local business owners and
- 2 entrepreneurs in the economic value chain to
- 3 ensure more meaningful visitor and resident
- 4 engagement as well as economic benefit to local
- 5 communities; and
- 6 (F) Acknowledging and, where appropriate, protecting
- 7 Native Hawaiian cultural intellectual property,
- 8 traditional knowledge, and traditional cultural
- 9 expressions that contribute to Hawaii's economy;
- 10 (10) Apply innovative financial policies as well as data
- 11 collection and analysis to incentivize and facilitate
- 12 a shift to a regenerative visitor industry that has a
- 13 smaller ecological footprint by implementing policies
- 14 such as decreasing the impacts on beaches, reefs, and
- 15 ocean life, and that aims to sustain and improve the
- 16 quality of life for Hawaii's people by implementing
- 17 policies such as decreasing the impacts of transient
- 18 accommodations, vacation rentals, bed and breakfast
- 19 operations, and rental cars;



- 1 (11) Target markets that have a high probability of
2 alignment with the goal of cultivating a regenerative
3 visitor industry;
- 4 (12) Actively support and encourage other economic sectors
5 and clusters to reduce the State's dependence on
6 tourism to support Hawaii's overall economic
7 prosperity;
- 8 (13) Minimize negative economic, environmental, and social
9 impacts to the State;
- 10 (14) Generate greater economic benefits for Hawaii's
11 people, enhance the well-being of Hawaii's indigenous
12 communities, and improve the working conditions of and
13 access to the visitor industry;
- 14 (15) Involve Hawaii's people in decisions that affect their
15 lives and life changes;
- 16 (16) Make positive contributions to the conservation of
17 natural and cultural heritage for the maintenance of
18 Hawaii's diversity;
- 19 (17) Provide more enjoyable experiences and a greater
20 understanding of local cultural, social, and



1 environmental issues for visitors through more
2 meaningful connections with Hawaii's people; and
3 (18) Provide equitable access for individuals with
4 disabilities and sociologically disadvantaged people
5 that is culturally sensitive, engenders respect
6 between visitors and Hawaii's people, and builds pride
7 and confidence in Hawaii."

8 SECTION 3. Once the Hawaii tourism authority prepares and
9 submits an updated tourism functional plan pursuant to this Act
10 and section 226-56, Hawaii Revised Statutes, the governor shall
11 transmit the approved tourism functional plan to the legislature
12 no later than twenty days prior to the convening of the regular
13 session of 2025.

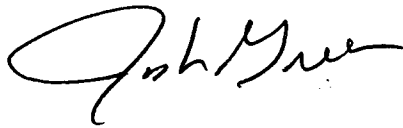
14 SECTION 4. Statutory material to be repealed is bracketed
15 and stricken. New statutory material is underscored.

16 SECTION 5. This Act shall take effect upon its approval.



S.B. NO. 2659
S.D. 1
H.D. 1
C.D. 1

APPROVED this **28th** day of **June**, 2024

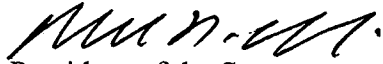



GOVERNOR OF THE STATE OF HAWAII

THE SENATE OF THE STATE OF HAWAI'I

Date: May 1, 2024
Honolulu, Hawai'i 96813

We hereby certify that the foregoing Bill this day passed Final Reading in the Senate of the Thirty-Second Legislature of the State of Hawai'i, Regular Session of 2024.


President of the Senate


Clerk of the Senate

SB No. 2659, SD 1, HD 1, CD 1

THE HOUSE OF REPRESENTATIVES OF THE STATE OF HAWAII

Date: May 1, 2024
Honolulu, Hawaii

We hereby certify that the above-referenced Bill on this day passed Final Reading in the House of Representatives of the Thirty-Second Legislature of the State of Hawaii, Regular Session of 2024.



Scott K. Saiki
Speaker
House of Representatives



Brian L. Takeshita
Chief Clerk
House of Representatives