
A BILL FOR AN ACT

RELATING TO TOURISM.

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

1 SECTION 1. The legislature finds that tourism is uniquely
2 critical to the economy of the State and a significant generator
3 of government revenue. However, tourism is also a potential
4 source of intrusion onto the daily lives of residents and
5 creates strains on state and county infrastructure and services.

6 Accordingly, the legislature finds that the tourism
7 industry requires the best possible system of governance and
8 oversight, which should include coordination with state and
9 county agencies, private industry, and community stakeholders to
10 ensure a balance among visitor and resident interests, while
11 guaranteeing that there is an ultimate emphasis on protecting
12 resident prosperity and well-being. The legislature further
13 finds that coordination among these groups will ensure effective
14 and collaborative approaches to long-term planning, appropriate
15 marketing, impact mitigation and other aspects of destination
16 management, and regular analysis of tourism's costs and benefits
17 to the State and its residents.



1 The legislature recognizes that the State's economy
2 continues to experience negative impacts from the loss of
3 tourism that began with the unprecedented shutdown in April 2020
4 due to the coronavirus disease 2019. According to an October
5 2022 brief on tourism governance by the economic research
6 organization at the University of Hawaii, "strong leadership
7 from the incoming governor is essential".

8 Accordingly, the legislature finds that it is necessary and
9 appropriate to establish a cabinet-level position that
10 coordinates efforts between the tourism industry stakeholders,
11 executive agencies, and the community. Therefore, the purpose
12 of this Act is to establish the position of the tourism liaison
13 officer within the office of the governor.

14 SECTION 2. Chapter 26, Hawaii Revised Statutes, is amended
15 by adding a new section to be appropriately designated and to
16 read as follows:

17 "§26- **Tourism liaison officer.** (a) There is
18 established within the office of the governor a tourism liaison
19 officer, who shall be appointed by the governor without regard
20 to section 26-34. The tourism liaison officer shall not be
21 subject to chapters 76 and 89.



1 (b) The duties of the tourism liaison officer shall
2 include but not be limited to:

3 (1) Serving as the liaison of the governor with the Hawaii
4 tourism authority; department of business, economic
5 development, and tourism; and other public and private
6 parties on matters relating to tourism;

7 (2) Advising the governor on matters relating to the
8 State's long-term tourism strategy;

9 (3) Developing the administration's legislative package on
10 measures relating to tourism;

11 (4) Defining and implementing performance measures for the
12 Hawaii tourism authority;

13 (5) Coordinating investments that serve the tourism
14 industry and the community at large;

15 (6) Establishing international relationships and
16 strengthening existing relationships with Asia-Pacific
17 partners; and

18 (7) Performing other functions to facilitate the purpose
19 of this section.

20 (c) In carrying out the duties of this section, the
21 tourism liaison officer:



- 1 (1) May utilize the services of the State's tourism
- 2 agencies, including those of the Hawaii tourism
- 3 authority, as appropriate; and
- 4 (2) Shall seek and utilize any available funding sources,
- 5 including grant moneys."

6 SECTION 3. There is appropriated out of the general
7 revenues of the State of Hawaii the sum of \$ or so
8 much thereof as may be necessary for fiscal year 2023-2024 and
9 the same sum or so much thereof that may be necessary for fiscal
10 year 2024-2025 for the establishment of one full-time equivalent
11 (1.00 FTE) tourism liaison officer position within the office of
12 the governor.

13 The sums appropriated shall be expended by the office of
14 the governor for the purposes of this Act.

15 SECTION 4. New statutory material is underscored.

16 SECTION 5. This Act shall take effect on June 30, 3000.

17



Report Title:

Tourism Liaison Officer; Office of the Governor; Appropriation

Description:

Establishes the position of the Tourism Liaison Officer within the Office of the Governor. Makes an appropriation. Effective 6/30/3000. (HD1)

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