

Honolulu, Hawaii

MAR 21

, 2024

RE: S.B. No. 3364
S.D. 2
H.D. 2

Honorable Scott K. Saiki
Speaker, House of Representatives
Thirty-Second State Legislature
Regular Session of 2024
State of Hawaii

Sir:

Your Committee on Judiciary & Hawaiian Affairs, to which was referred S.B. No. 3364, S.D. 2, H.D. 1, entitled:

"A BILL FOR AN ACT RELATING TO DESTINATION MANAGEMENT,"

begs leave to report as follows:

The purpose of this measure is to:

- (1) Require the Hawaii Tourism Authority to develop Destination Management Action Plans for each county and perform specific actions in the Plans to meet destination management objectives;
- (2) Expand the Hawaii Tourism Authority's powers and duties;
- (3) Repeals the exemption of the Hawaii Tourism Authority from administrative supervision of boards and commissions;
- (4) Requires the Strategic Tourism Management Plan to include statewide destination management and regenerative tourism efforts and programs; and
- (5) Renames the Tourism Marketing Plan as the Strategic Tourism Management Plan.



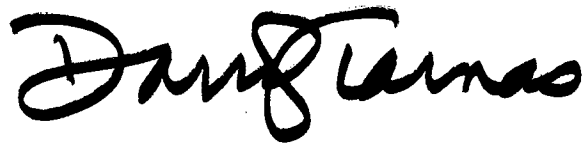
Your Committee received testimony in support of this measure from the Hawai'i Tourism Authority; Ho'omana Pono, LLC; Council for Native Hawaiian Advancement; Kohala Coast Resort Association; Maui Hotel & Lodging Association; Hawai'i Lodging & Tourism Association; and one individual.

Your Committee finds that this measure will codify the existing work performed by the Hawaii Tourism Authority to advance destination management and regenerative tourism through the creation of county specific Destination Management Action Plans.

Your Committee has amended this measure by making technical, nonsubstantive amendments for the purposes of clarity, consistency, and style.

As affirmed by the record of votes of the members of your Committee on Judiciary & Hawaiian Affairs that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 3364, S.D. 2, H.D. 1, as amended herein, and recommends that it be referred to your Committee on Finance in the form attached hereto as S.B. No. 3364, S.D. 2, H.D. 2.

Respectfully submitted on
behalf of the members of the
Committee on Judiciary &
Hawaiian Affairs,



DAVID A. TARNAS, Chair



