

STAND. COM. REP. NO. **1803**-24

Honolulu, Hawaii

APR 05, 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 Finance, to which was referred S.B. No. 3364, S.D. 2, H.D. 2, entitled:

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

begs leave to report as follows:

The purpose of this measure is to:

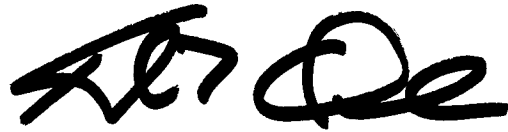
- (1) Require the Hawaii Tourism Authority to develop Destination Management Action Plans for each county and perform specific actions in the Plans to meet destination management objectives;
- (2) Expand the Hawaii Tourism Authority's powers and duties;
- (3) Repeal the exemption of the Hawaii Tourism Authority from administrative supervision of boards and commissions;
- (4) Require the Strategic Tourism Management Plan to include statewide destination management and regenerative tourism efforts and programs; and
- (5) Rename 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; Kohala Coast Resort Association; Council for Native Hawaiian Advancement; Maui Chamber of Commerce; Maui Hotel & Lodging Association; and Hawai'i Lodging & Tourism Association. Your Committee received testimony in opposition to this measure from two individuals.

As affirmed by the record of votes of the members of your Committee on Finance 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. 2, and recommends that it pass Third Reading.

Respectfully submitted on
behalf of the members of the
Committee on Finance,



KYLE T. YAMASHITA, Chair



