



TESTIMONY OF DANIEL NĀHO'OPI'I  
INTERIM PRESIDENT & CEO, HAWAII TOURISM AUTHORITY  
BEFORE THE HOUSE COMMITTEE ON FINANCE  
Tuesday, April 2, 2024 – 4:00 p.m.  
In consideration of  
**SB 3364 SD 2 HD 2**  
**RELATING TO DESTINATION MANAGEMENT**

Aloha Chair Yamashita, Vice Chair Kitagawa, and Members of the Committee:

The Hawai'i Tourism Authority (HTA) appreciates the opportunity to offer our support for SB3364 SD2 HD2, which amends the powers and duties of the Hawai'i Tourism Authority, bringing our statutory mandate into alignment with the work we have been doing to advance destination management and regenerative tourism.

HTA recognizes that the impacts of tourism are real and require management. The three-year, community-led, HTA-supported Destination Management Action Plans (DMAPs) that this measure adds to Hawai'i Revised Statutes §201B have been a key initiative through which communities across Hawai'i articulated their needs, desires, and visions for tourism in their communities on their terms. We have initiated the process to develop the next round of DMAPs.

We also appreciate the explicit inclusion of regenerative tourism principles into statute.

HTA is poised and eager to continue our work in destination management and enhancing regenerative tourism in Hawai'i, and SB3364 SD2 HD2 will codify that work. Mahalo for the opportunity to provide these comments in support of this measure.



March 15, 2024

Representative Kyle Yamashita, Chair  
Representative Lisa Kitigawa, Vice Chair  
Committee on Finance  
House of Representatives  
Hawaii State Legislature

### **Support for SB3364 SD2 HD2**

Dear Chair Yamashita, Vice Chair Kitigawa and Members of the Committee on Finance,

The Kohala Coast Resort Association supports Senate Bill 3364 SD2 HD2, which amends the powers and duties of the Hawaii Tourism Authority, requires the HTA to develop destination management action plans for each county and to perform the actions specified in each destination management action plan.

We support that the strategic tourism management plan would include statewide destination management and regenerative tourism efforts and programs.

KCRA was actively involved in the creation of Hawaii Island's Destination Management Action Plan (DMAP) and our president, Craig Anderson, served on the steering committee for this project in partnership with the Island of Hawaii Visitors Bureau and the County of Hawaii Department of Research and Development. We appreciate that this bill will make explicit in an enabling statute, HRS 201B, that HTA is responsible for destination management and developing and executing destination management action plans.

We recognize that Hawaii's tourism needs greater management coordination with private and public stakeholders. We believe our resorts exemplify sustainable tourism management and we look forward to partnering with others across the state to address challenges in other areas.

On behalf our 5,000 employees and their 20,000 family members, thank you for the opportunity to support SB3364 SD2 HD2.

Sincerely,

A handwritten signature in black ink that reads "Stephanie P. Donoho". The signature is fluid and cursive.

Stephanie Donoho, Administrative Director

**Hawai'i State House of Representatives**  
**Committee on Finance**  
SB 3364 – Relating to Destination Management

RE: Strong support of SB 3364

April 2, 2024

The Council for Native Hawaiian Advancement (CNHA) writes in **strong support of SB 3364**. Since its creation, the mission of the Hawai'i Tourism Authority (HTA) has been to manage tourism in a sustainable manner that balances economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs. This bill creates the proper tools needed to fulfill HTA's kuleana to improve the quality of life for residents and communities across our pae 'āina.

The tourism industry is an enormous component of Hawai'i's economic realities. Last year, DBEDT's Quarterly Tourism Forecast reported \$20.93 billion in visitor spending alone. However, it is critical for the tourism industry to become significantly more sustainable, respectful, and responsible towards the 'āina and its people. Destination management is a means to push the redirect the tourism industry by educating visitors, collaborating with other agencies to improve natural and cultural assets, and advocating for solutions that promote regenerative tourism.

SB 3364 makes major strides in developing a more sustainable tourism industry. By providing HTA the statutory authority to implement destination management action plans, this bill sets in motion a more regenerative tourism model that is both innovative and responsible. Additionally, SB 3364 explicitly encourages a focus on perpetuating the Hawaiian culture and community, including supporting the 'Ōlelo Hawai'i and providing cultural education. If we want visitor experiences to be both authentic and respectful, Native Hawaiians must be the ones leading the conversation.

The tourism industry needs a reset and HTA requires the proper tools for it to properly and collaboratively rebuild a system that can truly work for residents and visitors alike. For these reasons, we humbly ask that you **PASS SB 3364**.

Me ka ha'aha'a,

**Kūhiō Lewis**

Chief Executive Officer, CNHA

**About the Council for Native Hawaiian Advancement**

CNHA is a member-based 501(c)3 non-profit organization with a mission to enhance the cultural, economic, political, and community development of Native Hawaiians. For more information, visit [www.hawaiiancouncil.org/](http://www.hawaiiancouncil.org/).



**MAUI**  
CHAMBER OF COMMERCE  
VOICE OF BUSINESS

**HEARING BEFORE THE HOUSE COMMITTEE ON FINANCE  
HAWAII STATE CAPITOL, HOUSE CONFERENCE ROOM 308  
Tuesday, April 2, 2024 AT 4:00 P.M.**

To The Honorable Representative Kyle T. Yamashita, Chair  
The Honorable Representative Lisa Kitagawa, Vice Chair  
Members of the Committee on Finance

**SUPPORT SB3364 SD2 HD2 RELATING TO DESTINATION MANAGEMENT**

The Maui Chamber of Commerce **SUPPORTS SB3364 SD2 HD2** which amends the powers and duties of the Hawai'i Tourism Authority (HTA), requires the HTA to develop destination management action plans for each county and to perform the actions specified in each destination management action plan, renames the HTA's tourism marketing plan as the strategic tourism management plan and amends the required components of the plan, and requires the strategic tourism management plan to include statewide destination management and regenerative tourism efforts and programs.

We have and would like to continue to be a part of the Maui Island advisory group and are strong supporters of the destination management action plans. We want HTA to continue to lead and oversee the statewide destination management and regenerative tourism plans and programs, along with related marketing to promote these.

For these reasons we **SUPPORT SB3364 SD2 HD2** and respectfully ask that it be passed.

Sincerely,

Pamela Tumpap  
President

To advance and promote a healthy economic environment for business, advocating for a responsive government and quality education, while preserving Maui's unique community characteristics.



*Maui Hotel & Lodging*  
ASSOCIATION

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

House Committee on Finance  
**Senate Bill 3364 SD2 HD2: Relating to Destination Management**

April 2, 2024, 4:00 pm  
Conference Room 308

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 SUPPORTS Senate Bill 3364 SD2 HD2**, which requires the Hawaii Tourism Authority to develop destination management action plans for each county and to perform specific actions in each plan. Expands the powers and duties of the Hawaii Tourism Authority. Repeals the exemption of the Hawaii Tourism Authority from administrative supervision of boards and commissions. Requires the strategic tourism management plan to include statewide destination management and regenerative tourism efforts and programs. Renames the tourism marketing plan as the strategic tourism management plan.

MHLA is grateful for the continued discussions about maintaining destination management efforts for our State. This bill will make explicit in an enabling statute, HRS 201B, that HTA is responsible for destination management and developing and executing destination management action plans.

We recognize that Hawaii's tourism needs greater management coordination with private and public stakeholders. MHLA is a part of the current Destination Management Plan (DMAP) Steering Committee for Maui County and would like to see the action items set forth to be able to continue along with the many alliances already established with government agencies. Additionally, we support each county receiving funds to continue this vital work.

For these reasons stated above, we are in **SUPPORT** of this Bill.

Thank you for the opportunity to provide this testimony.



**HAWAI'I LODGING & TOURISM**  
**ASSOCIATION**

**Testimony of Mufi Hannemann, President & CEO**  
**Hawai'i Lodging & Tourism Association**

**House Committee on Finance (FIN)**  
**SB3364 SD2 HD2 RELATING TO DESTINATION MANAGEMENT**  
**Tuesday, April 2, 2024**  
**Position: SUPPORT**

Chair Yamashita and members of the Committee,

On behalf of the Hawai'i Lodging & Tourism Association, the oldest and largest private sector tourism organization in the state, we support SB3364 SD2 HD2 relating to Destination Management. This bill seeks to formalize the establishment of destination management action plans for each county in the State of Hawai'i, with a focus on enhancing regenerative tourism through the Hawai'i Tourism Authority (HTA).

The Hawai'i Tourism Authority has made commendable strides in implementing destination management and stewardship as part of its overarching mission. Working alongside HLTA, the Council for Native Hawaiian Advancement (CNHA), and their tourism arm Kilohana, HTA has had extensive experience with these partnerships that have yielded positive outcomes. One example is the Visitor Industry High School Internship (VIHSI) program, a pilot program that funded high school interns to work alongside HLTA member companies. The recent Tourism Day at the Capitol in March, a yearly event, was a collaboration that successfully showcased the importance of the visitor industry, to both the Legislature and the general community. Lastly, the fourth Annual Hawai'i Hotel and Restaurant Show which featured Kilohana's Pop-Up Mākeke, a unique marketplace showcasing Hawai'i-made goods and products, brought over 4,000 attendees to the Blaisdell, with almost 300 vendors featuring the latest hospitality industry trends.

Our sector's concerted efforts to pivot towards mindful, regenerative tourism align with our local communities' vision for the visitor industry. By codifying this approach within HTA's purpose and responsibilities, we solidify the ideal tourism model that we are collectively working towards.

Mahalo for considering our testimony.

**SB-3364-HD-2**

Submitted on: 3/30/2024 1:51:02 PM

Testimony for FIN on 4/2/2024 4:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lois Crozer	Individual	Oppose	Written Testimony Only

Comments:

DO NOT EXPAND THE HTA!! What are you thinking? We don't need them. If you allow more owner occupied vacation rentals, visitors will learn from those of us who love our home. The hotels don't care, it's all about the bottom line. You shove everyone into expensive hotels and then expect them to give back because you ask them to? The locals know what this place is about and what it needs. Our rentals ask us all the time about the environment and where to go so not to feel like a tourist. They come to our homes looking for these experiences. We don't have to INVENT them!

**SB-3364-HD-2**

Submitted on: 3/30/2024 4:35:59 PM

Testimony for FIN on 4/2/2024 4:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Tonic Bille	Individual	Oppose	Written Testimony Only

Comments:

Aloha Chair and committee members.

I can't see why we would support the expansion of HTA.

Hawaii is all the countries and should not be separated In advertising costing the tax payers more money. Stop looking for more ways how to spend our money.

Mahalo. Tonic Bille