



TESTIMONY OF DANIEL NĀHO'OPI'I  
INTERIM PRESIDENT & CEO, HAWAII TOURISM AUTHORITY  
BEFORE THE HOUSE COMMITTEE ON TOURISM  
Tuesday, March 12, 2024 10:30 a.m.  
In consideration of  
**SB 3364 SD 2**  
**RELATING TO DESTINATION MANAGEMENT**

Aloha Chair Quinlan, Vice Chair Hussey-Burdick, and Members of the Committee,

The Hawai'i Tourism Authority (HTA) appreciates the opportunity to offer our support for SB3364 SD2, 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 will codify that work. Mahalo for the opportunity to provide these comments in support of this measure.



March 8, 2024

Representative Sean Quinlan, Chair  
Representative Natalia Hussey-Burdick, Vice Chair  
Committee on Tourism  
House of Representatives  
Hawaii State Legislature

### **Support for SB3364 SD2**

Dear Chari Quinlan, Chair Hussey-Burdick and Members of the Committee on Tourism,

The Kohala Coast Resort Association supports Senate Bill 3364 SD2, 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.

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

Sincerely,

A handwritten signature in black ink that reads "Stephanie P. Donoho". The signature is written in a cursive, flowing style.

Stephanie Donoho, Administrative Director



*Maui Hotel & Lodging*  
ASSOCIATION

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

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

March 12, 2024, 10:30 am  
Conference Room 423

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**, 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. Renames the HTA's tourism marketing plan as the strategic tourism management plan and amends the required components of the plan. Requires the strategic tourism management plan to include statewide destination management and regenerative tourism efforts and programs.

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.



# MAUI

CHAMBER OF COMMERCE

VOICE OF BUSINESS

HEARING BEFORE THE HOUSE COMMITTEE ON TOURISM  
HAWAII STATE CAPITOL, HOUSE CONFERENCE ROOM 423  
Tuesday, March 12, 2024 AT 10:30 A.M.

To The Honorable Sean Quinlan, Chair  
The Honorable Natalia Hussey-Burdick, Vice Chair  
Members of the Committee on Tourism

## SUPPORT SB3364 SD2 RELATING TO DESTINATION MANAGEMENT

The Maui Chamber of Commerce **SUPPORTS SB3364 SD2** 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** 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.



**HAWAI'I LODGING & TOURISM**  
**A S S O C I A T I O N**

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

House Committee Tourism  
SB3364 SD2 RELATING TO DESTINATION MANAGEMENT  
March 12, 2024  
Position: SUPPORT

Chair Quinlan 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 voice our support for SB3364 SD2 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. Their partnerships with the Council for Native Hawaiian Advancement and their tourism arm Kilohana, alongside collaborations with the counties through destination management action plans, have yielded positive outcomes. The industry'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.

For these reasons, we support this measure.

Mahalo for considering our testimony.

**SB-3364-SD-2**

Submitted on: 3/10/2024 10:18:02 AM

Testimony for TOU on 3/12/2024 10:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
MELYNDA DANT	Individual	Support	Written Testimony Only

Comments:

The Hawai'i Tourism Authority has made commendable strides in implementing destination management and stewardship as part of its mission. Their partnerships with the counties through destination management action plans, have yielded positive outcomes. The industry'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. Please SUPPORT this bill!

**SB-3364-SD-2**

Submitted on: 3/10/2024 10:18:34 AM

Testimony for TOU on 3/12/2024 10:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Keoni Shizuma	Individual	Support	Written Testimony Only

Comments:

Aloha Chair, Vice Chair, and members of the committee,

While I support the intent of SB3364 and agree that there is a strong need to better manage tourism in Hawaii, I feel the bill lacks attention to enforcement of DMAPs and tourism activities that are not aligned to DMAPs, and recommend an amendment.

Tourism has been and continues to be a burden on Hawaii's finite resources, negatively impacting the quality of life for Hawaii's resident's ever since the introduction of capitalism and the first visitors came to Hawaii. The ability for tourists to do as they please, venturing into every nook and cranny of Hawaii that they can publicly access, and sometimes illegally access (crossing private land to access illegal hiking trails, for example), continues to put a heavy strain on the relationship between residents and the tourism industry. Most residents, if they are not profiting from this extractive industry, do not appreciate and have a negative view of tourism. Most residents fully enjoyed the absence of tourists during the COVID pandemic while Hawaii was shut down. The only residents that missed tourists were the ones who were profiting from the industry.

While DMAPs in theory should help to bring attention to experiences less harmful to residents, the ability for tourists to do as they please in Hawaii will continue to burden and negatively impact the relationship between the tourism industry and residents. This bill does not call out or prioritize enforcement of activities not aligned to DMAPs. Enforcement of activities not aligned to DMAPs need to be prioritized and should be given as much, if not more, attention than activities that are DMAP aligned and being provided to tourists.

I suggest an amendment requiring the Authority to prioritize working with State and County departments and authorities to prevent commercial activities not aligned to DMAPs from occurring in each county. County ordinances should be created to prevent non-aligned activities in each county, and it should be the priority of the Authority to work with each county to ensure non-DMAP aligned commercial activities are not occurring. This shall help keep tourism related activities in tourism designated areas, allowing for residents to experience Hawaii with less of a burden of tourism.

It's not a perfect solution. The only perfect solution would be to end tourism in Hawaii, but this is a step in improving tourism in Hawaii.

Mahalo nui loa for your time and consideration.

Keoni Shizuma



**SB-3364-SD-2**

Submitted on: 3/10/2024 9:56:09 PM

Testimony for TOU on 3/12/2024 10:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Makena Carbajal	Individual	Comments	Written Testimony Only

Comments:

Aloha,

My name is Makena Carbajal and I've been a Maui resident for my entire life. Up until August 8th, 2023, I was a Lahaina resident.

There needs to be more of an emphasis on respect and compassion. Many of the local residents that help the HTA make money were affected by the devastation that occurred 8/8/23. In return, many of us have been met with entitled visitors who think they should have access to Lahaina, too. There has been no monitoring of locations like Mala Ramp from visitors who take it upon themselves to have a tour of our burned town. I can't explain the absolute heartbreak I've felt since losing my home and beloved town. It's been 7 months since I've walked my beautiful Lahaina town yet some visitors have walked right into the burn zones without any regard to those of us who have lost everything. This is unacceptable and absolutely disrespectful. I implore, please prioritize putting more emphasis on visitors staying out of Lahaina. It's simply not enough to release nicely edited videos asking visitors to malama.

**Hawai'i State House of Representatives, Committee on Tourism**

SB 3364 – Relating to Destination Management

RE: Strong support of SB 3364

March 12, 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/).

**SB-3364-SD-2**

Submitted on: 3/11/2024 7:54:56 AM

Testimony for TOU on 3/12/2024 10:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
kai nishiki	Individual	Oppose	Remotely Via Zoom

Comments:

Oppose

**SB-3364-SD-2**

Submitted on: 3/11/2024 11:18:11 AM

Testimony for TOU on 3/12/2024 10:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Regina Gregory	Individual	Comments	Written Testimony Only

Comments:

You need to address the root of the problem: too many tourists, and constant promotion of even more by HTA. Recognize limits to growth.