
A BILL FOR AN ACT

RELATING TO REGENERATIVE TOURISM.

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

1 SECTION 1. Section 226-8, Hawaii Revised Statutes, is
2 amended by amending subsection (b) to read as follows:

3 "(b) To achieve the visitor industry objective, it shall
4 be the policy of this State to:

5 (1) Support and assist in the promotion of Hawaii's
6 visitor attractions and facilities[-];

7 (2) Ensure that visitor industry activities are in keeping
8 with the social, economic, and physical needs and
9 aspirations of Hawaii's people[-];

10 (3) Improve the quality of existing visitor destination
11 areas by utilizing Hawaii's strengths in science and
12 technology[-];

13 (4) Encourage cooperation and coordination between the
14 government and private sectors in developing and
15 maintaining well-designed, adequately serviced visitor
16 industry and related developments [~~which~~] that are



- 1 sensitive to neighboring communities and
2 activities[-];
- 3 (5) Develop the industry in a manner that will continue to
4 provide new job opportunities and steady employment
5 for Hawaii's people[-], commit to building their
6 capacity, and offer career opportunities to ultimately
7 increase the percentage of Hawaii's people who hold
8 management and leadership positions in the visitor
9 industry;
- 10 (6) Provide opportunities for Hawaii's people to obtain
11 job training and education that will allow for upward
12 mobility within the visitor industry[-];
- 13 (7) Foster a recognition of the contribution of the
14 visitor industry to Hawaii's economy and the need to
15 perpetuate the aloha spirit[-];
- 16 (8) Foster an understanding by visitors of the aloha
17 spirit and of the unique and sensitive character of
18 Hawaii's cultures and values[-];
- 19 (9) Form community partnerships to ensure Native Hawaiian
20 cultural integrity by:



- 1 (A) Supporting Hawaii's people and communities and
2 their efforts to care for the land and protect
3 the cultural and natural resources of the land,
4 oceans, streams, and skies;
- 5 (B) Strengthening the relationships between the place
6 and people for Hawaii's people and visitors
7 alike;
- 8 (C) Engaging in collaborative efforts that provide
9 visitors with genuine and meaningful experiences
10 in Hawaii;
- 11 (D) Ensuring that kapu (prohibited) and
12 environmentally sensitive contexts are protected
13 from visitor traffic;
- 14 (E) Positioning local business owners and
15 entrepreneurs in the economic value chain to
16 ensure more meaningful visitor and resident
17 engagement as well as economic benefit to local
18 communities; and
- 19 (F) Acknowledging and, where appropriate, protecting
20 Native Hawaiian cultural intellectual property,



- 1 traditional knowledge, and traditional cultural
2 expressions that contribute to Hawaii's economy;
- 3 (10) Apply innovative financial policies as well as data
4 collection and analysis to incentivize and facilitate
5 a shift to a regenerative visitor industry that has a
6 smaller ecological footprint by implementing policies
7 such as decreasing the impacts on beaches, reefs, and
8 ocean life, and that aims to sustain and improve the
9 quality of life for Hawaii's people by implementing
10 policies such as decreasing the impacts of vacation
11 accommodation rentals, bed and breakfast operations,
12 and rental cars;
- 13 (11) Target markets that have a high probability of
14 alignment with the goal of cultivating a regenerative
15 visitor industry;
- 16 (12) Actively support and encourage other economic sectors
17 and clusters to reduce the State's dependence on
18 tourism to support Hawaii's overall economic
19 prosperity;
- 20 (13) Minimize negative economic, environmental, and social
21 impacts to the State;



1 (14) Generate greater economic benefits for Hawaii's
2 people, enhance the well-being of Hawaii's indigenous
3 communities, and improve the working conditions and
4 access to the visitor industry;

5 (15) Involve Hawaii's people in decisions that affect their
6 lives and life changes;

7 (16) Make positive contributions to the conservation of
8 natural and cultural heritage for the maintenance of
9 Hawaii's diversity;

10 (17) Provide more enjoyable experiences and a greater
11 understanding of local cultural, social, and
12 environmental issues for visitors through more
13 meaningful connections with Hawaii's people; and

14 (18) Provide equitable access for individuals with
15 disabilities and sociologically disadvantaged people
16 that is culturally sensitive, engenders respect
17 between visitors and Hawaii's people, and builds pride
18 and confidence in Hawaii."

19 SECTION 2. (a) Pursuant to section 226-55, Hawaii Revised
20 Statutes, the Hawaii tourism authority, in coordination with the
21 office of planning and sustainable development, shall prepare



1 and periodically update the tourism functional plan to include
2 updated tourism economic goals, the Hawaii tourism authority's
3 strategic plan, and the Hawaii 2050 sustainability plan.

4 (b) The governor shall submit an update to the state
5 tourism functional plan pursuant to section 226-56, Hawaii
6 Revised Statutes, including any proposed legislation, to the
7 legislature no later than twenty days prior to the convening of
8 the regular session of 2025.

9 SECTION 3. Statutory material to be repealed is bracketed
10 and stricken. New statutory material is underscored.

11 SECTION 4. This Act shall take effect upon its approval.



Report Title:

Hawaii Tourism Authority; Office of Planning and Sustainable Development; Objectives and Policies; Visitor Industry; State Tourism Functional Plan

Description:

Incorporates a regenerative framework into the Hawaii State Planning Act by expanding objectives and policies for the visitor industry. Requires an update to the State Tourism Functional Plan to be submitted to the Legislature no later than twenty days prior to the convening of the Regular Session of 2025. (SD1)

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