



TESTIMONY OF DANIEL NĀHO'OPI'I  
INTERIM PRESIDENT & CEO, HAWAII TOURISM AUTHORITY  
BEFORE THE HOUSE COMMITTEE ON JUDICIARY & HAWAIIAN AFFAIRS  
Tuesday, March 19, 2024 – 2:00 p.m.  
In consideration of  
**SB 3364 SD HD1**  
**RELATING TO DESTINATION MANAGEMENT**

Aloha Chair Tarnas, Vice Chair Takayama, and Members of the Committee:

The Hawai'i Tourism Authority (HTA) appreciates the opportunity to offer our support for SB3364 SD2 HD1, 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 HD1 will codify that work. Mahalo for the opportunity to provide these comments in support of this measure.

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**HO`OMANA PONO, LLC**  
***Mamua Kānaka***

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Attn: Honorable David A. Tarnas, Chair of JHA  
Honorable Gregg Takayama, Vice Chair of JHA  
Members of JHA

March 16, 2024

Re: **SB3364 Relating to Destination Management**

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We **STRONGLY SUPPORT** this bill. As a native Hawaiian advocacy Corporation operating out of the Westside, we support our people, 96792 & cultural relative jobs.

The tourism industry is a vital component of Hawaii's Economy; however, historically native Hawaiians have been left out of the marketing of our ancestral homelands, our culture, our language and our people.

With this bill the HTA will be empowered and strengthened to steering a new course, through its Destination Management which includes the promotion of authentic native Hawaiian Culture, Language, as well as respect for our `Aina and native Hawaiians.

This bill emphasizes care and concern for the environment, residents, indigenous communities, and visitors. This is a well thought out bill, and has the promise, if implemented and followed by the HTA, will greatly enhance the tourism experience for our visitors, as well as lessen the negative impacts to our communities.

Please pass this bill. Mahalo.

*De Mont Kalai Manaole*

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De MONT Kalai Manaole, Co-Manager  
86-044 Hoaha St.  
Wai`anae, HI 96792  
Email: [Hoomanaponollic96792@gmail.com](mailto:Hoomanaponollic96792@gmail.com)

**Hawai'i State House of Representatives**  
**Committee on Judiciary & Hawaiian Affairs**  
SB 3364 – Relating to Destination Management

RE: Strong support of SB 3364

March 19, 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/).



March 15, 2024

Representative David Tarnas, Chair  
Representative Greg Takayama, Vice Chair  
Committee on Judiciary and Hawaiian Affairs  
House of Representatives  
Hawaii State Legislature

**Support for SB3364 SD2 HD1**

Dear Chair Tarnas, Vice Chair Takayama and Members of the Committee on Judiciary and Hawaiian Affairs,

The Kohala Coast Resort Association supports Senate Bill 3364 SD2 HD1, 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 HD1.

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 Judiciary and Hawaiian Affairs  
**Senate Bill 3364 SD2 HD1: Relating to Destination Management**

March 19, 2024, 2:00 pm  
Conference Room 325

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. Renames the 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.



**HAWAI'I LODGING & TOURISM**  
ASSOCIATION

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

**House Committee on Judiciary & Hawaiian Affairs (JHA)**  
**SB3364 SD2 HD1 RELATING TO DESTINATION MANAGEMENT**  
**Tuesday, March 19, 2024**  
**Position: SUPPORT**

Chair Tarnas 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 HD1 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 (CNHA) and their tourism arm Kilohana, alongside collaborations with 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.

Mahalo for considering our testimony.



# MAUI

CHAMBER OF COMMERCE

VOICE OF BUSINESS

HEARING BEFORE THE HOUSE COMMITTEE ON JUDICIARY & HAWAIIAN AFFAIRS  
HAWAII STATE CAPITOL, HOUSE CONFERENCE ROOM 325  
Thursday, March 19, 2024 AT 2:00 P.M.

To The Honorable David A. Tarnas, Chair  
The Honorable Gregg Takayama, Vice Chair  
Members of the Committee on Judiciary & Hawaiian Affairs

## SUPPORT SB3364 SD2 HD1 RELATING TO DESTINATION MANAGEMENT

The Maui Chamber of Commerce **SUPPORTS SB3364 SD2 HD1** 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 HD1** 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.

**SB-3364-HD-1**

Submitted on: 3/17/2024 2:35:02 PM

Testimony for JHA on 3/19/2024 2:00:00 PM

<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,

I support the intent of SB3364 but feel this bill lacks attention to enforcement of DMAPs and tourism activities that are not aligned to DMAPs, and recommend an amendment.

I support this bill for the following reasons:

1. Tourism negatively impacts the quality of life for Hawai‘i’s residents. The ability for tourists to do as they please, venturing into every nook and cranny of Hawai‘i that they can publicly access, sometimes illegally (hiking trails), 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. DMAPs, while not perfect, help to encourage a better aligned use of these islands for tourists.

The problem that this bill does not address, but should:

1. While DMAPs may encourage tourists to do activities less destructive and disruptive to the residents, the continued ability for tourists to do as they please in Hawai‘i 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 amendments requiring the Authority to:

1. Prioritize working with State and County departments and authorities to prevent commercial activities not aligned to DMAPs from occurring in each county.
2. Perform continuous outreach to communities in order to hear and monitor concerns noticed by residents on what and where enforcement efforts need to be placed, in order to prevent tourists from doing activities that are not aligned to a county’s DMAP.
3. Prioritize working with each county to ensure non-DMAP aligned commercial activities are not occurring.



I also suggest the following amendment:

1. Requiring counties to pass ordinances that are aligned to DMAPs and prevent non-aligned activities in each county.

It's not a perfect solution, but is a positive step to improving tourism in Hawai'i.

Mahalo nui loa for your time and consideration.

Keoni Shizuma