



TESTIMONY OF DANIEL NĀHO'OPI'I
INTERIM PRESIDENT & CEO, HAWAII TOURISM AUTHORITY
BEFORE THE SENATE COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT,
AND TOURISM
Thursday, February 8, 2024 1:01 p.m.
In consideration of
SB 3364
RELATING TO DESTINATION MANAGEMENT

Aloha Chair DeCoite, Vice Chair Wakai, and Members of the Committee,

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



Maui Hotel & Lodging
ASSOCIATION

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

Senate Committee on Energy, Economic Development and Tourism

Senate Bill 3364: Relating to Destination Management

February 8, 2024, 1:01 pm
Conference Room 229

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 2784**, which amends the powers and duties of the Hawaii Tourism Authority. Requires the Hawaii Tourism Authority to develop destination management action plans for each county and to perform the actions specified in each destination management action plan. Renames the Hawaii Tourism Authority'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.

February 7, 2024

RE: SB 3364 Relating to Destination Management

Dear Chair DeCoite, Vice Chair Wakai, and the Committee on Energy, Economic Development, and Tourism,

Founded in 1968, the Kona-Kohala Chamber of Commerce works to enhance the quality of life for our community through a strong, sustainable economy on Hawai'i Island. With 470 member businesses and organizations, our mission is to provide leadership and advocacy for a successful business environment in West Hawai'i.

The Kona-Kohala Chamber of Commerce **supports** SB 3364 Relating to Destination Management.

This bill amends the powers and duties of the Hawai'i Tourism Authority (HTA) and requires the HTA to develop destination management action plans for each county and to perform the actions specified in each destination management action plan. Additionally, the HTA tourism marketing plan will become a strategic tourism management plan and will include statewide destination management and regenerative tourism efforts and programs.

The Kona-Kohala Chamber strongly supports the HTA and the implementation and promotion of Destination Management Action Plans (DMAPs). In fact, we participated in developing the 2021-2023 Hawai'i Island DMAP through a position on the DMAP Steering Committee. This project took dedication and diligence. It was inspiring to see community voices elevated in this process led by HTA.

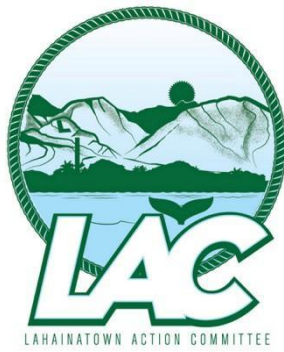
Many of our chamber members have eagerly engaged and invested in HTA DMAP concepts with promotions, initiatives, and programs. This kind of commitment from the business community demonstrates dedication to the agency and the action plans.

We ask you to vote in favor of SB 3364 Relating to Destination Management.

Sincerely,



Wendy J. Laros, President and CEO
Kona-Kohala Chamber of Commerce



Date: Feb 7th, 2024

In Support of SB3364

Aloha Senator Lynn DeCoite, Chair
Senator Glenn Wakai, Vice Chair
& Honorable Members of EET

My apologies for the late submission of this testimony. So many bills and not enough hours. I am writing to express my strong support for SB 3364, a bill that proposes significant amendments to Chapter 201B of the Hawaii Revised Statutes. As the President of the Lahaina Town Action Committee (LAC), I am acutely aware of the challenges and opportunities that tourism brings to our beloved Maui, and I believe that this bill represents a crucial step towards creating a more sustainable and responsible model for managing tourism in our state.

SB 3364 introduces the concept of destination management action plans, which are essential for guiding the strategic management of tourism in each county. These plans will provide a framework for collaborative efforts between public and private stakeholders to address the various aspects of destination management, including attracting targeted visitor markets, preserving natural and cultural resources, and developing tourism-related infrastructure. By requiring the Hawaii Tourism Authority to develop and execute these plans, SB 3364 ensures a more coordinated and proactive approach to managing tourism on Maui and throughout the state.

Outside of being the president of LAC I am also the Director of Sales for Maui Resort Rentals. Over the years, I have witnessed firsthand the transformation of Maui's tourism landscape. While tourism has undoubtedly brought economic prosperity to our communities, it has also led to unintended consequences, including commercialization and overcrowding. As a result, repeat guests have dwindled, and the once-stellar experience of visiting Maui has been marred by overcrowded beaches, congested roads, and diminished cultural authenticity.

With the recent Lahaina Wildfires we have a unique opportunity to reimagine the future of tourism on Maui. You have right now not just the political will but the will of those within the tourism industry along with the community to pass BOLD initiatives like SB 3364 which are needed to foster a new way of thinking about tourism—one that prioritizes sustainability, community well-being, and the preservation of our natural and cultural resources.

SB 3364 presents a timely and much-needed solution to these pressing issues. By introducing destination management action plans for each county, the bill seeks to coordinate efforts between public and private stakeholders to address the challenges of

tourism management. This approach is essential for preserving the unique character of Maui while enhancing the overall visitor experience.

While I fully support the intent of SB 3364, I would like to recommend the following:

1. **Community Input and Engagement:** Ensure that the destination management action plans incorporate meaningful input from local communities, including residents, businesses, and cultural practitioners. Community engagement is essential for ensuring that the plans reflect the unique needs and values of each county.
2. **Monitoring and Evaluation Mechanisms:** Include provisions for regular monitoring and evaluation of the effectiveness of the destination management action plans. Including a yearly resident survey. By establishing clear metrics and reporting requirements, we can track progress towards achieving the goals outlined in the plans and make adjustments as needed.
3. **Incentives for Sustainable Practices:** Consider incorporating incentives for businesses that adopt sustainable tourism practices, such as eco-friendly accommodations, cultural preservation initiatives, and community-based tourism activities. Providing incentives can encourage businesses to prioritize sustainability and contribute positively to the destination.
4. **Funding Mechanisms:** Explore additional funding mechanisms to support the implementation of the destination management action plans. This could include leveraging private sector contributions, securing grants from federal and philanthropic sources, or implementing tourism-related fees or taxes earmarked for destination management efforts.

I urge you to support SB 3364 and its vision for a more sustainable and equitable tourism industry in Hawaii. By working together to implement destination management strategies and prioritize regenerative tourism practices, we can restore Maui's reputation as a world-class destination and ensure that both residents and visitors alike continue to benefit from all that our beautiful island has to offer.



Sne Patel, President

Hawai'i State Senate Committee on Energy, Economic Development, and Tourism
SB3364 – Relating to Destination Management

RE: Strong support of SB3364

February 8, 2024

The Council for Native Hawaiian Advancement (CNHA) **strongly supports SB3364**. The Hawai'i Tourism Authority (HTA) has long been entrusted with the mission of managing tourism in a sustainable manner, one that considers economic prosperity, cultural integrity, environmental preservation, community well-being, and the needs of the visitor industry. SB3364 is instrumental in equipping HTA with the necessary tools to fulfill its responsibility of enhancing the quality of life for residents and communities across our pae 'āina.

Hawai'i's tourism sector is undeniably significant to its economic landscape, as evidenced by the \$20.93 billion in visitor spending reported by DBEDT's Quarterly Tourism Forecast last year alone. However, **the industry's continued growth must be accompanied by a fundamental shift towards sustainability, respect, and responsibility towards the 'āina and its people. Destination management emerges as a pivotal strategy to steer the tourism industry in a direction that prioritizes education of visitors, collaboration with relevant agencies to enhance natural and cultural assets, and advocacy for solutions that foster regenerative tourism practices.**

SB3364 represents a significant leap forward in fostering a more sustainable tourism industry. By granting HTA the statutory authority to implement destination management action plans, this legislation initiates the adoption of a regenerative tourism model that blends innovation with responsibility. Furthermore, SB3364 explicitly emphasizes the importance of perpetuating Hawaiian culture and community, including provisions for supporting 'Ōlelo Hawai'i and cultural education. Authentic and respectful visitor experiences can only be achieved when our people, culture and land are at the forefront of these conversations.

The tourism industry is in dire need of a reset, and HTA requires the necessary tools to collaboratively rebuild a system that serves the best interests of residents and visitors alike. Therefore, we earnestly urge you to vote in favor of SB3364.

Me ka ha'aha'a,



Kūhio Lewis

Chief Executive Officer, CNHA



LATE

February 8, 2024

TESTIMONY OF THE ASSOCIATION OF HAWAIIAN CIVIC CLUBS
To the Senate Committee on Energy, Economic Development & Tourism
In Support of

SB 3364 - RELATING TO DESTINATION MANAGEMENT

Aloha Chair DeCoite, Vice Chair Wakai, and members of the Committee:

The Association of Hawaiian Civic Club supports SB 3364, which requires the Hawai'i Tourism Authority to develop destination management action plans for each county and to perform the actions specified in each destination management action plan.

Studies indicate that the tourism sector, with its large socio-economic reach, may serve as a funding and advocacy tool to protect fragile ecosystems and indigenous communities and support biodiversity conservation, climate action and social inclusion. Further, regenerative tourism is the idea that tourism leaves a place better than it was before and a successful regenerative tourism framework for Hawai'i ought to encourage local communities to maintain, perpetuate, and enhance Hawaiian values and traditions, like kapu and mālama, and could provide visitors an experience that is unique and distinct to Hawai'i, incorporating its culture and traditions. The Association of Hawaiian Civic Clubs considers this legislation to be aligned with this thought and supportive of a resolution our members adopted at our Annual Convention in 2021.

Founded by Prince Kūhiō in 1918, the Hawaiian Civic Club movement is the oldest Native Hawaiian community-based advocacy movement. The Association of Hawaiian Civic Clubs is a not-for-profit organization that is a confederation of 61 individual and autonomous Hawaiian Civic Clubs and 3,000 members located across Hawai'i and across the continental United States.

We appreciate your favorable consideration of this bill.

ASSOCIATION OF HAWAIIAN CIVIC CLUBS

A RESOLUTION

NO. 2021 - 56

RECOMMENDING HAWAI'I ADOPT A REGENERATIVE TOURISM FRAMEWORK BASED ON HAWAIIAN VALUES

WHEREAS, “regenerative tourism” may be defined as “creating the conditions for life to continuously renew itself, to transcend into new forms, and to flourish amid ever-changing life conditions” (Hutchins and Storm, 2019) - through tourism, and recognizes its “communities and places are living systems, constantly interacting, evolving, self-organizing, efficient, learning, distinct, and vital to create abundance, balance and contribute to a greater system of well-being.” (Earth Changers, 2020); and

WHEREAS, the Hawai'i State Constitution Art. XI. Sec. 1 mandates " {f}or the benefit of present and future generations, the State ... shall conserve and protect Hawai'i's natural beauty and all natural resources, including land, water, air, minerals and energy sources, and shall promote the development and utilization of these resources in a manner consistent with their conservation and in furtherance of the self-sufficiency of the State"; and

WHEREAS, the Hawai'i State Constitution Art. XI. Sec 3 mandates the "State shall conserve and protect agricultural lands, promote diversified agriculture, increase agricultural self-sufficiency and assure the availability of agriculturally suitable lands"; and

WHEREAS, Native Hawaiians have practiced ‘āina momona since time immemorial with the intentional investment into abundance for life today, preparing for life tomorrow, while honoring life yesterday; and

WHEREAS, in the Native Hawaiian wisdom tradition we acknowledge "'O ke aloha ke kuleana o kahi malihini" where we recognize it is Hawai‘i’s privilege to extend aloha to our visitors, and it is the responsibility of our visitors to extend aloha for Hawai‘i; and

WHEREAS, regenerative tourism is the idea that tourism leaves a place better than it was before; and

WHEREAS, the tourism sector, with its large socio-economic reach, may serve as a funding and advocacy tool to protect fragile ecosystems and indigenous communities and support biodiversity conservation, climate action and social inclusion (Regen Hospitality, 2020); and

WHEREAS, a successful regenerative tourism framework for Hawai‘i ought to encourage local communities to maintain, perpetuate, and enhance Hawaiian values and traditions, like kapu and mālama, and could provide visitors an experience that is unique and distinct to Hawai‘i, incorporating its culture and traditions; and

WHEREAS, a successful regenerative tourism framework will meet the needs of the local communities, visitors, and businesses that support the visitor experiences, while honoring the Native Hawaiian culture and caring for the ‘āina; and

WHEREAS, COVID-19 put much strain on the tourism sector, which came to a near standstill in 2020, resulting in many lost jobs, closed businesses, and a major decrease in tax revenue; and

WHEREAS, in the restart and recovery of tourism there is an opportunity for the tourism industry to redevelop itself in a way that doesn’t just avoid damage, but also has a positive impact on ‘āina and communities; and

WHEREAS, in 2021, the rush to restart tourism in Hawaii, without a formal statewide regenerative tourism framework in place, resulted in traffic congestion problems on the Hana Highway and local residents taking on an increasingly negative opinion of tourism (HTA Resident Sentiment Survey, 2021); and

WHEREAS, the Hawai‘i Tourism Authority has adopted a regenerative tourism approach in the development of each island Destination Management Action Plan (2021-2023); and

WHEREAS, Section 226-8 of the Hawaii Revised Statutes states the objective and policies for the visitor industry for Hawaii’s economy and does not mention a regenerative tourism as a guiding policy; and

WHEREAS, Ke One O Kākuhihewa (O‘ahu Council of Hawaiian Civic Clubs) adopted this resolution at its special meeting on August 7, 2021.

NOW, THEREFORE, BE IT RESOLVED, by the Association of Hawaiian Civic Clubs at its 62nd Annual Convention held online, in the malama of Kā‘elo and the rising of Hoku, this 16th day of January 2022, recommending Hawai‘i adopt a regenerative tourism framework based on Hawaiian values; and

BE IT FURTHER RESOLVED, that the Association urge the state legislature to amend HRS Section 226-8 to require regenerative tourism based on Hawaiian values as a guiding policy; and

BE IT FURTHER RESOLVED, that the regenerative tourism framework should foster enlightenment within our visitors so that they are able to leave Hawai‘i better than they found it; and

BE IT FURTHER RESOLVED, that a certified copy of this resolution be transmitted to the Executive Director of the Hawai'i Tourism Authority, as well as the Governor of the State of Hawai'i, President of the State Senate, Speaker of the State House of Representatives, Chair of the State Senate subject matter committee on Hawaiian Affairs, Chair of the State House subject matter committee on Hawaiian Affairs, Chair of the Board of Trustees of the Office of Hawaiian Affairs, and all County Mayors.



The undersigned hereby certifies that the foregoing Resolution was duly adopted in the malama of Kā'elo and the rising of Hoku, on the 16th day of January 2022, at the 62nd Annual Convention of the Association of Hawaiian Civic Clubs held online.

A handwritten signature in black ink, appearing to read "Hailama V.K.K. Farden".

Hailama V.K.K. Farden, President



MAUI
CHAMBER OF COMMERCE
VOICE OF BUSINESS

LATE

**HEARING BEFORE THE SENATE COMMITTEES ON
ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM
HAWAII STATE CAPITOL, SENATE CONFERENCE ROOM 229
Thursday, February 8, 2024, 1:01 PM**

To The Honorable Senator Lynn DeCoite, Chair
The Honorable Senator Glenn Wakai, Vice Chair
Members of the Committee on Energy, Economic Development, and Tourism

SUPPORT SB3364 RELATING TO DESTINATION MANAGEMENT

The Maui Chamber of Commerce **SUPPORTS SB3364** 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** and respectfully ask that it be passed to the next committee.

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.



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

**Senate Committee on Energy, Economic Development and Tourism (EET)
SB3364 RELATING TO DESTINATION MANAGEMENT
February 8, 2023
Position: SUPPORT**

Chair DeCoite 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 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 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 SB3364.

Mahalo for considering our testimony.

LATE

SB-3364

Submitted on: 2/8/2024 7:03:08 AM

Testimony for EET on 2/8/2024 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Kilia Purdy-Avelino	Individual	Oppose	Written Testimony Only

Comments:

Aloha,

my name is Kilia Purdy-Avelino. I am from Hoolehua, Molokai. Our family has been part of the visitor industry, running a small farm business for 41-years. At the same time, we value our island, its resources, our lifestyle, and our culture far more than money, and we educate the visitor on our mission to protect these things we hold dear.

I have been part of the Molokai DMAP since April 2022. I decided to volunteer on the DMAP to assure that as a community, we would be able to manage our tourism responsibly the way that Molokai feels appropriate for us. Our A2 Messaging Committee was tasked with designing the content of the travel brochure and videos. We met consistently and with much time, deliberation, and effort, we completed the first of the task, the brochure, by HTA's deadline. Our next step was to come before our community for input on our draft, make necessary revisions, before sending back to HTA for a final draft. Our committee planned community meetings several times and was asked each time by HTA to wait/hold off. Our committee finally decided that we needed to move forward with our community meetings holding ourselves accountable first to our community, despite HTA pulling their support, changing things in our draft Molokai brochure that we were to present to our community without notifying us, and not attending any of our four community meetings we recently completed (as of last night.) Our committee and community are disappointed with the inability for HTA to follow through with the support they promised through this DMAP initiative.

Although there are many good points in the bill, especially items related to our environment and culture, two things stood out to me:

- 1) why does a lot of the wording imply that through/for the benefit of tourism first, there's an effort to protect and preserve our cultural resources; why not protect it for the kanaka first?
- 2) based on the experience we have had through the DMAP, I am concerned that HTA will not be able to follow through with the intent of the DMAP, that management would be community-driven.

For these reasons, I am in opposition of this bill.

Mahalo,

Kilia Purdy-Avelino

SB-3364

Submitted on: 2/7/2024 1:28:44 PM

Testimony for EET on 2/8/2024 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
stephanie iona	Individual	Support	Written Testimony Only

Comments:

In support of this measure as HTA moves forward in defining the parameters of tourism engagement in Hawaii.

Thank you.