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S.B. NO. 2659

A Bill for an Act Relating to Regenerative Tourism.

Be It Enacted by the Legislature of the State of Hawaii:

SECTION 1. Chapter 201B, Hawaii Revised Statutes, is amended by adding a new section to be appropriately designated and to read as follows:

“**§201B- Tourism functional plan.** Pursuant to section 226-55, the authority, in coordination with the office of planning and sustainable development, shall prepare and periodically update the tourism functional plan to include tourism economic goals set out in chapter 226, the authority’s strategic plan, and the Hawaii 2050 sustainability plan.”

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

“(b) To achieve the visitor industry objective, it shall be the policy of [this] the State to:

- (1) Support and assist in the promotion of Hawaii’s visitor attractions and facilities[-];
- (2) Ensure that visitor industry activities are in keeping with the social, economic, and physical needs and aspirations of Hawaii’s people[-];
- (3) Improve the quality of existing visitor destination areas by utilizing Hawaii’s strengths in science and technology[-];
- (4) Encourage cooperation and coordination between the government and private sectors in developing and maintaining well-designed, ad-

- equately serviced visitor industry and related developments ~~[which that are sensitive to neighboring communities and activities[-];~~
- (5) Develop the industry in a manner that will [continue];
 - (A) Continue to provide new job opportunities and steady employment for Hawaii's people[-];
 - (B) Commit to building the capacity of Hawaii's people; and
 - (C) Offer career opportunities to ultimately increase the percentage of Hawaii's people who hold management and leadership positions in the visitor industry;
 - (6) Provide opportunities for Hawaii's people to obtain job training and education that will allow for upward mobility within the visitor industry[-];
 - (7) Foster a recognition of the contribution of the visitor industry to Hawaii's economy and the need to perpetuate the aloha spirit[-];
 - (8) Foster an understanding by visitors of the aloha spirit and of the unique and sensitive character of Hawaii's cultures and values[-];
 - (9) Form community partnerships to ensure Native Hawaiian cultural integrity by:
 - (A) Supporting Hawaii's people and communities and their efforts to care for the land and protect the cultural and natural resources of the land, oceans, streams, and skies;
 - (B) Strengthening the relationships between the place and Hawaii's people and visitors alike;
 - (C) Engaging in collaborative efforts that provide visitors with genuine and meaningful experiences in Hawaii;
 - (D) Ensuring that kapu (prohibited) and environmentally sensitive contexts are protected from visitor traffic;
 - (E) Positioning local business owners and entrepreneurs in the economic value chain to ensure more meaningful visitor and resident engagement as well as economic benefit to local communities; and
 - (F) Acknowledging and, where appropriate, protecting Native Hawaiian cultural intellectual property, traditional knowledge, and traditional cultural expressions that contribute to Hawaii's economy;
 - (10) Apply innovative financial policies as well as data collection and analysis to incentivize and facilitate a shift to a regenerative visitor industry that has a smaller ecological footprint by implementing policies such as decreasing the impacts on beaches, reefs, and ocean life, and that aims to sustain and improve the quality of life for Hawaii's people by implementing policies such as decreasing the impacts of transient accommodations, vacation rentals, bed and breakfast operations, and rental cars;
 - (11) Target markets that have a high probability of alignment with the goal of cultivating a regenerative visitor industry;
 - (12) Actively support and encourage other economic sectors and clusters to reduce the State's dependence on tourism to support Hawaii's overall economic prosperity;
 - (13) Minimize negative economic, environmental, and social impacts to the State;
 - (14) Generate greater economic benefits for Hawaii's people, enhance the well-being of Hawaii's indigenous communities, and improve the working conditions of and access to the visitor industry;

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- (15) Involve Hawaii's people in decisions that affect their lives and life changes;
- (16) Make positive contributions to the conservation of natural and cultural heritage for the maintenance of Hawaii's diversity;
- (17) Provide more enjoyable experiences and a greater understanding of local cultural, social, and environmental issues for visitors through more meaningful connections with Hawaii's people; and
- (18) Provide equitable access for individuals with disabilities and socio-logically disadvantaged people that is culturally sensitive, engenders respect between visitors and Hawaii's people, and builds pride and confidence in Hawaii."

SECTION 3. Once the Hawaii tourism authority prepares and submits an updated tourism functional plan pursuant to this Act and section 226-56, Hawaii Revised Statutes, the governor shall transmit the approved tourism functional plan to the legislature no later than twenty days prior to the convening of the regular session of 2025.

SECTION 4. Statutory material to be repealed is bracketed and stricken. New statutory material is underscored.¹

SECTION 5. This Act shall take effect upon its approval.

(Approved June 28, 2024.)

Note

- 1. Edited pursuant to HRS §23G-16.5.