

Honolulu, Hawaii

MAR 15, 2024

RE: S.B. No. 2659
S.D. 1
H.D. 1

Honorable Scott K. Saiki
Speaker, House of Representatives
Thirty-Second State Legislature
Regular Session of 2024
State of Hawaii

Sir:

Your Committee on Tourism, to which was referred S.B. No. 2659, S.D. 1, entitled:

"A BILL FOR AN ACT RELATING TO REGENERATIVE TOURISM,"

begs leave to report as follows:

The purpose of this measure is to:

- (1) Incorporate a regenerative tourism framework into the Hawaii State Planning Act by expanding objectives and policies for the tourism industry;
- (2) Require the Hawaii Tourism Authority to prepare and periodically update the Tourism Functional Plan to include the updated tourism economic goals, Hawaii Tourism Authority's strategic plan, and Hawaii 2050 Sustainability Plan; and
- (3) Require an updated Tourism Functional Plan to be submitted to the Legislature.

Your Committee received testimony in support of this measure from the Office of Hawaiian Affairs; Hawai'i Tourism Authority; Office of Planning and Sustainable Development; Fair Wind Cruises; and Maui Chamber of Commerce.



Your Committee finds that over-tourism has taken a toll on the State's natural resources. Your Committee further finds that regenerative tourism is an approach that focuses on creating positive social, environmental, and economic impacts on destination management. This holistic approach to tourism prioritizes sustainable development, community engagement, and responsible consumption. Your Committee believes that regenerative tourism represents an opportunity for the State to redevelop the tourism industry in a manner that is beneficial to visitors and residents alike.

Your Committee notes that the last Tourism Functional Plan was published in 1991. Your Committee believes that all the State's functional plans, including the Tourism Functional Plan, should be periodically updated to ensure that all the plans reflect the current needs of the State. As this measure moves through the legislative process, your Committee will continue to work with the Office of Planning and Sustainable Development to establish a periodic update of all the State's functional plans.

Your Committee has amended this measure by:

- (1) Changing the effective date to July 1, 3000, to encourage further discussion; and
- (2) Making technical, nonsubstantive amendments for the purposes of clarity, consistency, and style.

As affirmed by the record of votes of the members of your Committee on Tourism that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 2659, S.D. 1, as amended herein, and recommends that it pass Second Reading in the form attached hereto as S.B. No. 2659, S.D. 1, H.D. 1, and be referred to your Committee on Finance.



Respectfully submitted on
behalf of the members of the
Committee on Tourism,


SEAN QUINLAN, Chair



