



TESTIMONY OF
DANIEL NĀHO'OPI'I
Interim President & CEO
Hawai'i Tourism Authority
before the
HOUSE COMMITTEE ON TOURISM
Thursday, March 20, 2025
10:00 a.m.
State Capitol, Room 423

In consideration of
HCR 143 / HR 137
**STRONGLY URGING THE HAWAII TOURISM AUTHORITY TO REQUIRE ALL TRANSIENT
ACCOMMODATIONS TO INCORPORATE THE PONO PLEDGE AS A REQUIREMENT FOR
GUEST CHECK-IN**

Aloha Chair Tam, Vice Chair Templo, and Members of the Committee,

The Hawai'i Tourism Authority (HTA) offers comments on HCR 143 / HR 137, which strongly urges the Hawai'i Tourism Authority to require all transient accommodations to incorporate the Pono Pledge as a requirement for guest check-in.

The HTA does not have the authority to require all transient accommodations to implement the Pono Pledge as a condition for guest check-in. Changing HTA's authority would require a legislative mandate. The County of Hawai'i and the Island of Hawai'i Visitors Bureau created the Pono Pledge specifically for Hawai'i Island. Maui has its own Mālama Maui County Pledge, while Kaua'i features The Aloha Pledge, which are similar initiatives. However, there is no official state-wide pledge. HTA's approach to informing visitors about traveling responsibly is through targeted pre- and post-arrival marketing and education efforts, raising awareness of the issues these pledges seek to address.

Mahalo for the opportunity to share our comments.

HCR-143

Submitted on: 3/17/2025 4:14:23 PM

Testimony for TOU on 3/20/2025 10:00:00 AM

Submitted By	Organization	Testifier Position	Testify
MELYNDA DANT	Fair Wind Cruises	Support	Written Testimony Only

Comments:

Educating our visitors is crucial in regenerating and protecting our environment, this can help.