



Hawai'i Convention Center
1801 Kalākāua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaii tourismauthority.org

David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

LATE

Statement of
JOHN DE FRIES

Hawai'i Tourism Authority
before the
COMMITTEE ON WAYS AND MEANS

February 22, 2022
10:00 a.m.
State Capitol
via videoconference

In consideration of
SENATE BILL NO. 2035 SD1
RELATING TO REGENERATIVE TOURISM

Aloha Chair Dela Cruz, Vice Chair Keith-Agaran, and members of the Committee on Ways and Means,

The Hawai'i Tourism Authority (HTA) appreciates the opportunity to offer comments in **support** of SB2035 SD1, which incorporates a regenerative framework into the State Planning Act by expanding objectives and policies for the visitor industry. The measure also requires an update to the State Tourism Functional Plan to be submitted to the Legislature no later than twenty days prior to the convening of the regular session of 2023.

Our 2020-2025 Strategic Plan, community-driven Destination Management Action Plans, and our commitment to Mālama Ku'u Home (care for our beloved home) all point us in the direction of regenerative tourism: seeking to balance the economics of tourism with the wellbeing of our communities and natural resources. Adding this language to the Hawai'i State Planning Act, in alignment with these principles, adds weight to the statute because it would incorporate the regenerative tourism movement which aims to improve Hawai'i for generations to come.

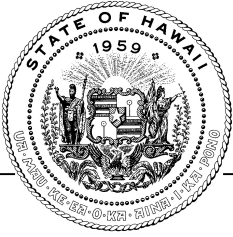
We would humbly request that additional time and funding to update the State Tourism Functional Plan be provided to update this plan that has not been updated since 1991. It should be noted that the HTA's Strategic Plan has effectively become the defacto State Tourism Functional Plan. In the 2018 Hawai'i State Plan Update: Phase 1 Final Report, HTA's Five-Year Strategic Plan 2016 is identified as correlating to the State Tourism Functional Plan.

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For reference, the HTA's Strategic Plan 2020-2025, last updated in 2019, took 8 months to complete. We would request that at least 12 months be provided to properly update this plan. We would also request that funding and a position be provided to the HTA given the extensive work that will be required to develop this plan.

As each of us personally as kama'āina and in our respective roles do our part to Mālama Ku'u Home, we thank you for the opportunity to provide these comments in **support** of SB2035 SD1.



**STATE OF HAWAII
OFFICE OF PLANNING
& SUSTAINABLE DEVELOPMENT**

LATE

DAVID Y. IGE
GOVERNOR

MARY ALICE EVANS
DIRECTOR

235 South Beretania Street, 6th Floor, Honolulu, Hawaii 96813
Mailing Address: P.O. Box 2359, Honolulu, Hawaii 96804

Telephone: (808) 587-2846
Fax: (808) 587-2824
Web: <https://planning.hawaii.gov/>

Statement of
MARY ALICE EVANS
Director, Office of Planning and Sustainable Development
before the
SENATE COMMITTEE ON WAYS AND MEANS
Tuesday, February 22, 2022
10:00 AM
State Capitol, Conference Room 211
in consideration of
SB 2035, SD 1
RELATING TO REGENERATIVE TOURISM.

Chair Dela Cruz, Vice Chair Keith-Agaran, and Members of the Senate Committee:

The Office of Planning and Sustainable Development (OPSD) **supports** this measure, which incorporates a regenerative framework into the Hawai‘i State Planning Act by expanding objectives and policies for the visitor industry.

The Office of Planning and Sustainable Development’s Statewide Sustainability Branch recently published the decennial update of the [Hawai‘i 2050 Sustainability Plan](#), which now serves as the state’s climate and sustainability strategic action plan.

Regenerative Tourism was identified as one of the major themes within the Hawai‘i 2050 Sustainability Plan, as a Focus Area to “Promote a Sustainable Economic Recovery” for the State of Hawai‘i. Specifically, the Hawai‘i 2050 Sustainability Plan identifies 2 strategies, “Strategy 7: Reduce the Environmental Footprint of the Tourism Industry,” and Strategy 8: “Support Native Hawaiian Culture and Reduce Impacts of the Tourism Industry to Local Communities” (found on page 99 of the plan, respectively). The Hawai‘i 2050 Sustainability Plan further identifies 14 recommended actions to promote and transition toward a regenerative tourism industry.

The Office of Planning and Sustainable Development understands that the State’s [Tourism Functional Plan](#) was last updated in 1991 and is over 30 years old. Given its important role within the Hawai‘i State Planning Act, the Office of Planning and Sustainable Development **strongly supports** updating the State’s Tourism Functional Plan to be in alignment with the HTA’s Strategic Plan and the Hawai‘i 2050 Sustainability Plan.

The Office of Planning and Sustainable Development finds the regenerative tourism proposals described in SB 2035, SD 1 complimentary to the State’s and the public’s intent to transition to a more sustainable and regenerative form of tourism as a part of Hawai‘i’s long-term economic recovery and resilience.

Mahalo for the opportunity to testify in support of this measure.