
SENATE RESOLUTION

REQUESTING THE HAWAII TOURISM AUTHORITY TO DEVELOP AN
IMPLEMENTATION PLAN BASED ON TOURISM HOT SPOTS IDENTIFIED
IN COUNTY DESTINATION MANAGEMENT ACTION PLANS.

1 WHEREAS, tourism is a major contributor to Hawaii's
2 economy, with visitors to Hawaii spending more than
3 \$17,000,000,000 in 2018, and generating more than \$2,000,000,000
4 in state tax revenue and supporting more than two hundred
5 thousand jobs in 2019; and
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7 WHEREAS, the number of visitor arrivals declined from more
8 than 10,000,000 in 2019 to 2,400,000 in 2020 due to the global
9 coronavirus disease 2019 (COVID-19) pandemic, causing disruption
10 to Hawaii's economy and a record 149,900 unemployed in April
11 2020; and
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13 WHEREAS, the current reduction in the number of visitors
14 provides Hawaii with the opportunity to review and restructure
15 tourism management practices that can be implemented as tourism
16 recovers; and
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18 WHEREAS, the steady increase in visitors prior to March
19 2020 caused a strain on infrastructure, facilities, and
20 attractions relied upon and enjoyed by residents and tourists
21 alike; and
22

23 WHEREAS, between 2010 and 2020, residents who agreed with
24 the statement, "tourism brings more benefits than problems",
25 declined from eighty percent to fifty-four percent; and
26

27 WHEREAS, this decline illustrates residents' growing
28 concerns with the impacts that pre-COVID-19 tourism had on
29 Hawaii's natural resources and the residents' respective
30 communities; and
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1 WHEREAS, these concerns led to the formation of grassroots
2 community groups seeking to mitigate the growing impacts of
3 tourism; and
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5 WHEREAS, the Hawaii Tourism Authority previously
6 collaborated with other agencies and entities to address the
7 impacts of tourism; and
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9 WHEREAS, the Hawaii Tourism Authority's efforts included
10 collaborating with the Department of Land and Natural Resources
11 to develop the Haena State Park management plan, funding
12 "ambassadors" to manage traffic at Maunawili Falls, and working
13 with the City and County of Honolulu to fund the installation of
14 closed-circuit cameras in Waikiki; and
15

16 WHEREAS, the goal for the Hawaii Tourism Authority's
17 destination management action plan for each island is to
18 "rebuild, redefine, and reset" the direction of tourism to
19 enhance residents' quality of life and improve the visitor
20 experience across the islands; and
21

22 WHEREAS, destination management planning includes
23 attracting and educating responsible visitors, and finding
24 solutions to overcrowded attractions and natural resources,
25 overtaxed infrastructure, and other tourism-related problems;
26 and
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28 WHEREAS, the Hawaii Tourism Authority identifies a "hot
29 spot" as an area or site that attracts visitors because of its
30 popularity, resulting in overcrowding, congestion, degradation
31 of resources, safety hazards, and a negative experience for
32 residents and visitors; and
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34 WHEREAS, destination management planning involves
35 collaboration with the federal, state, and county governments;
36 visitor industry; and impacted communities to improve Hawaii's
37 world-class natural resources and unique cultural assets; and
38

39 WHEREAS, the global COVID-19 pandemic has raised awareness
40 of visitor-industry vulnerabilities and opportunities to build
41 back better; and
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1 WHEREAS, any state or county agency may render services
2 upon the request of the Hawaii Tourism Authority; and
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4 WHEREAS, the Hawaii Tourism Authority may establish an
5 advisory group, which may meet monthly or as the Hawaii Tourism
6 Authority deems necessary, to prepare and execute programs for
7 the management, improvement, and protection of Hawaii's natural
8 environment and other areas frequented by visitors; and
9

10 WHEREAS, the advisory group may include the Director of
11 Business, Economic Development, and Tourism and the Chairperson
12 of the Board of Land and Natural Resources; and
13

14 WHEREAS, the Hawaii Tourism Authority is responsible for
15 creating a vision and a long-range strategic plan for tourism in
16 Hawaii; and
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18 WHEREAS, the Hawaii Tourism Authority adopted a new five-
19 year strategic plan in 2020 that "shifts more emphasis to
20 address tourism's impacts"; now, therefore,
21

22 BE IT RESOLVED by the Senate of the Thirty-first
23 Legislature of the State of Hawaii, Regular Session of 2021,
24 that the Hawaii Tourism Authority is requested to develop an
25 implementation plan based on tourism hot spots identified in
26 county destination management action plans; and
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28 BE IT FURTHER RESOLVED that the implementation plan:
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- 30 (1) Compile and prioritize issues and hot spots identified
31 in each island's Destination Management Action Plan;
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- 33 (2) Determine the resources, including staffing, needed to
34 facilitate multi-year discussions between public,
35 private, and community stakeholders to address issues
36 and hot spots, including discussions with each
37 respective county and state agency on who would do the
38 work and the suitable entity to retain contractors and
39 staff;
- 40 (3) Establish personnel descriptions or consultant scopes
41 of work that could be used as templates to carry out
42 the work;



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- 2 (4) Clarify and describe the process involved in the
- 3 Hawaii Tourism Authority's role to secure and
- 4 distribute resources, monitor progress at the island
- 5 level, and measure outcomes;
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- 7 (5) Develop a recommended timetable for implementation;
- 8 and
- 9
- 10 (6) Explore potential areas for increasing revenue,
- 11 including reviewing impact fees; and
- 12

13 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is
14 requested to submit the implementation plan, including any
15 proposed legislation, to the Legislature no later than twenty
16 days prior to the convening of the Regular Session of 2022; and

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18 BE IT FURTHER RESOLVED that certified copies of this
19 Resolution be transmitted to the Governor; Director of Business,
20 Economic Development, and Tourism; and President and Chief
21 Executive Officer of the Hawaii Tourism Authority.

