

JAN 21 2022

A BILL FOR AN ACT

RELATING TO TOURISM.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The legislature finds that many state and
2 county parks charge entrance and parking fees to non-Hawaii
3 residents. Currently, fees are set according to four
4 categories: monument, park, recreational area, and wilderness
5 park. Collected revenues are used as a funding mechanism for
6 site maintenance and improvements.

7 The legislature also finds that critics argue that because
8 the fees are not set based on visitor data at specific
9 locations, the fees do not effectively reduce congestion at
10 popular public tourist sites. Setting different fees, i.e.
11 charging the "market price" of attendance, to accommodate for
12 different locations, travel seasons, and times of day is a more
13 effective method of destination management. Setting varied fees
14 and collecting them in the most efficient manner requires
15 quantitative data on non-resident visitors at popular public
16 sites.



1 Accordingly, the purpose of this Act is to establish a
2 tourist destination congestion management task force to study
3 tourist congestion and determine the appropriate fees to be
4 charged at various popular tourist destinations.

5 SECTION 2. (a) There shall be established within the
6 department of business, economic development, and tourism, the
7 tourist destination congestion management task force. The task
8 force shall:

- 9 (1) Estimate the number of non-residents that utilize
10 popular public sites, market price for entrance to
11 popular public tourist sites, including parks,
12 beaches, and nature reserves at different times of the
13 year, days of the week, and times of the day;
- 14 (2) Explore innovative methods to disincentivize
15 congestion at popular public tourist sites, including
16 raising or implementing parking fees, entrance fees,
17 and mandatory paid reservation time slots;
- 18 (3) Investigate feasible ways in which new technologies
19 can be implemented to assist in destination
20 management;



1 (4) Evaluate methods in which collected revenues can be
2 directed back into the maintenance of popular public
3 tourist sites or surrounding communities; and

4 (5) Determine the effect residents have in contributing to
5 congestion in public tourist sites.

6 The task force shall make recommendations to the
7 legislature addressing any other issue that the task force deems
8 appropriate to address in accordance with this Act.

9 (b) The director of business, economic development, and
10 tourism or their designee shall be the chair of the tourist
11 destination congestion management task force. The task force
12 shall include the following members or their designees:

13 (1) The chairperson of the board of land and natural
14 resources;

15 (2) President of the University of Hawaii system;

16 (3) An individual representing the hotel and tourism
17 industry in Hawaii, to be appointed by the speaker of
18 the house of representatives;

19 (4) An individual representing the hotel and tourism
20 industry in Hawaii, to be appointed by the president
21 of the senate;



- 1 (5) A representative from the Chamber of Commerce Hawaii;
2 and
3 (6) The mayors of each county.

4 The Hawaii tourism authority shall provide administrative
5 support to the tourist destination congestion management task
6 force.

7 (c) The tourist destination congestion management task
8 force, in conjunction with the department of business, economic
9 development, and tourism, shall submit a report to the
10 legislature with findings and recommendations, including any
11 proposed legislation, to no later than twenty days prior to the
12 convening of the regular session of 2024.

13 SECTION 3. There is appropriated out of the general
14 revenues of the State of Hawaii the sum of \$ or so
15 much thereof as may be necessary for fiscal year 2022-2023 for
16 the purposes of this Act.

17 The sum appropriated shall be expended by the department of
18 business, economic development, and tourism for the purposes of
19 this Act.

20



S.B. NO. 2190

1 SECTION 4. This Act shall take effect on July 1, 2022, and
2 shall be repealed on June 30, 2024.

3

INTRODUCED BY:

Bennette J. Misulubwa



S.B. NO. 2190

Report Title:

Tourism Destination Congestion Management Task Force;
Appropriation

Description:

Establishes the Tourism Destination Congestion Management Task Force to estimate the market price for entrance to popular public tourist sites, explore innovative methods to disincentivize congestion at popular public tourist sites, investigate feasible ways in which new technologies can be implemented to assist in destination management, evaluate methods in which collected revenues can be directed back into the maintenance of popular public tourist sites or surrounding communities, and determine the contribution residents make to tourist congestion. Repeals on June 30, 2024.

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