STAND. COM. REP. NO. 251 -24

, 2024

Honolulu, Hawaii

MAR 2 1

RE:

S.B. No. 3364

S.D. 2

H.D. 2

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

Sir:

Your Committee on Judiciary & Hawaiian Affairs, to which was referred S.B. No. 3364, S.D. 2, H.D. 1, entitled:

"A BILL FOR AN ACT RELATING TO DESTINATION MANAGEMENT,"

begs leave to report as follows:

The purpose of this measure is to:

- (1) Require the Hawaii Tourism Authority to develop
 Destination Management Action Plans for each county and
 perform specific actions in the Plans to meet
 destination management objectives;
- (2) Expand the Hawaii Tourism Authority's powers and duties;
- (3) Repeals the exemption of the Hawaii Tourism Authority from administrative supervision of boards and commissions;
- (4) Requires the Strategic Tourism Management Plan to include statewide destination management and regenerative tourism efforts and programs; and
- (5) Renames the Tourism Marketing Plan as the Strategic Tourism Management Plan.

2024-2486 SB3364 HD2 HSCR HMSO

Your Committee received testimony in support of this measure from the Hawai'i Tourism Authority; Ho'omana Pono, LLC; Council for Native Hawaiian Advancement; Kohala Coast Resort Association; Maui Hotel & Lodging Association; Hawai'i Lodging & Tourism Association; and one individual.

Your Committee finds that this measure will codify the existing work performed by the Hawaii Tourism Authority to advance destination management and regenerative tourism through the creation of county specific Destination Management Action Plans.

Your Committee has amended this measure by 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 Judiciary & Hawaiian Affairs that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 3364, S.D. 2, H.D. 1, as amended herein, and recommends that it be referred to your Committee on Finance in the form attached hereto as S.B. No. 3364, S.D. 2, H.D. 2.

Respectfully submitted on behalf of the members of the Committee on Judiciary & Hawaiian Affairs,

DAVID A. TARNAS, Chair



Record of Votes of the Committee on Judiciary & Hawaiian Affairs

| Bill/Resolution No.: Committee Referral: Date: 3-19-24 | | | | |
|---|------|-----------|----------|---------|
| ☐ The committee is reconsidering its previous decision on the measure. | | | | |
| The recommendation is to: Pass, unamended (as is) Pass, with amendments (HD) Hold Pass short form bill with HD to recommit for future public hearing (recommit) | | | | |
| JHA Members | Ayes | Ayes (WR) | Nays | Excused |
| 1. TARNAS, David A. (C) | | | | |
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| 2. TAKAYAMA, Gregg (VC) | | | | |
| 3. EVSLIN, Luke A. | | | | |
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| 4. GANADEN, Sonny | | | | |
| 5 HOLT Device | | | | |
| 5. HOLT, Daniel | | | | |
| 6. ICHIYAMA, Linda | | | | |
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| 7. ILAGAN, Greggor | ~ | | | |
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| 8. KONG, Sam Satoru | | | | |
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| 9. MIYAKE, Tyson K. | | | | |
| 10. SOUZA, Kanani | | | · 等。其一种, | |
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| TOTAL (10) | 7 | | | 3 |
| The recommendation is: Adopted If joint referral, did not support recommendation. committee acronym(s) | | | | |
| Vice Chair's or designee's signature: | | | | |
| Distribution: Original (White) – Committee Duplicate (Yellow) – Chief Clerk's Office Duplicate (Pink) – HMSO | | | | |