

STAND. COM. REP. NO. **2777**

Honolulu, Hawaii

**FEB 29 2024**

RE: S.B. No. 3364  
S.D. 2

Honorable Ronald D. Kouchi  
President of the Senate  
Thirty-Second State Legislature  
Regular Session of 2024  
State of Hawaii

Sir:

Your Committee on Ways and Means, to which was referred S.B. No. 3364, S.D. 1, entitled:

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

begs leave to report as follows:

The purpose and intent of this measure is to clarify the Hawaii Tourism Authority's powers and duties.

More specifically, this measure:

- (1) Requires the Hawaii Tourism Authority to develop and execute destination management action plans;
- (2) Authorizes the Hawaii Tourism Authority to:
  - (A) Engage the services of qualified persons to implement the State's strategic tourism management plan;
  - (B) Coordinate the development of certain tourism programs;
  - (C) Undertake initiatives to enhance the State's tourism industry; and



- (D) Enter into certain additional contracts and agreements; and
- (3) Renames the Hawaii Tourism Authority's tourism marketing plan as the strategic tourism management plan and amends the required components of the plan.

Your Committee received written comments in support of this measure from the Hawaii Tourism Authority, Hawaii Lodging and Tourism Association, Maui Chamber of Commerce, Maui Hotel and Lodging Association, and one individual.

Your Committee finds that requiring the Hawaii Tourism Authority to develop and execute destination management action plans will help to ensure a more coordinated and proactive approach to managing tourism in the State.

Your Committee has amended this measure by changing the effective date to July 1, 2024.

As affirmed by the record of votes of the members of your Committee on Ways and Means that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 3364, S.D. 1, as amended herein, and recommends that it pass Third Reading in the form attached hereto as S.B. No. 3364, S.D. 2.

Respectfully submitted on  
behalf of the members of the  
Committee on Ways and Means,

  
DONOVAN M. DELA CRUZ, Chair



The Senate  
 Thirty-Second Legislature  
 State of Hawai'i

**Record of Votes**  
**Committee on Ways and Means**  
**WAM**

Bill / Resolution No.:*	Committee Referral:	Date:		
SB 3364, GD1	EET, WAM	2/23/2024		
<input type="checkbox"/> The Committee is reconsidering its previous decision on this measure. If so, then the previous decision was to: _____				
The Recommendation is: <input type="checkbox"/> Pass, unamended 2312 <input checked="" type="checkbox"/> Pass, with amendments 2311 <input type="checkbox"/> Hold 2310 <input type="checkbox"/> Recommit 2313				
Members	Aye	Aye (WR)	Nay	Excused
DELA CRUZ, Donovan M. (C)	X			
MORIWAKI, Sharon Y. (VC)	X			
AQUINO, Henry J.C.	X			
DECOITE, Lynn				X
HASHIMOTO, Troy N.	X			
INOUYE, Lorraine R.				X
KANUHA, Dru Mamo	X			
KIDANI, Michelle N.	X			
KIM, Donna Mercado	X			
LEE, Chris	X			
SHIMABUKURO, Maile S.L.	X			
WAKAI, Glenn	X			
FEVELLA, Kurt	X			
<b>TOTAL</b>	11			2
Recommendation: <input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted				
Chair's or Designee's Signature: _____				
<b>Distribution:</b> Original                      Yellow                      Pink                      Goldenrod File with Committee Report    Clerk's Office            Drafting Agency        Committee File Copy				

\*Only one measure per Record of Votes