



TESTIMONY OF DANIEL NĀHO'OPI'I  
INTERIM PRESIDENT & CEO, HAWAII TOURISM AUTHORITY  
BEFORE THE SENATE COMMITTEES ON WATER AND LAND  
AND ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM

Wednesday, February 14, 2024 1:00 p.m.

In consideration of

**SB 2659**

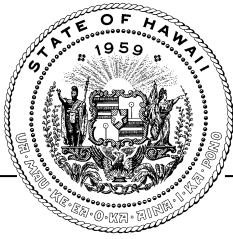
**RELATING TO REGENERATIVE TOURISM**

Aloha Chairs Inouye and DeCoite, Vice Chairs Elefante and Wakai, and Members of the Committees,

The Hawai'i Tourism Authority (HTA) supports SB2659, to incorporate a regenerative tourism framework into the State Planning Act by expanding objectives and policies for the visitor industry. The ethic of mālama – care and stewardship – is the core of our visitor education and destination management efforts.

We support the intent of SB2659 and stand ready to work with our colleagues at the Office of Planning and Sustainable Development to update the state Tourism Functional Plan to reflect the principles embraced in HTA's 2020-2025 Strategic Plan, the Aloha+ Challenge and Sustainable Development Goals committed to in that plan, our board's adoption of the 'Āina Aloha Economic Futures Declaration, as well as the hard work of our communities in generating the Destination Management Action Plans, a grassroots articulation of regenerative principles.

Mahalo for the opportunity to support SB2659.



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

**JOSH GREEN, M.D.**  
GOVERNOR

**SYLVIA LUKE**  
LT. GOVERNOR

**MARY ALICE EVANS**  
INTERIM DIRECTOR

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Statement of  
**MARY ALICE EVANS, Interim Director**

before the  
**SENATE COMMITTEES ON WATER AND LAND AND  
ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM**

Wednesday, February 14, 2024  
1:00 PM  
State Capitol, Conference Room 229

in consideration of  
**SENATE BILL 2659**  
**RELATING TO REGENERATIVE TOURISM**

Chairs Inouye and DeCoite, Vice Chairs Elefante and Wakai, and Members of the Committees on Water and Land and Energy, Economic Development, and Tourism:

The Office of Planning and Sustainable Development (OPSD) **supports** S.B. 2659, which amends Chapter 226, HRS, the Hawai'i State Planning Act, by adding to Section 226-8, Objectives and Policies for the Economy – Visitor Industry, subsection (b)(5) and new subsections (b) (9) – (18) to incorporate a regenerative framework for the visitor industry.

SB 2659 requires an update to the State Tourism Functional Plan in coordination with the Office of Planning and Sustainable Development be submitted to the 2025 Regular Session of the Legislature.

OPSD suggests one friendly housekeeping amendment to SB 2659's Report Title description, to revise the reference to the "Office of Planning and Sustainability" to the agency's official title as the "Office of Planning and Sustainable Development."

OPSD supports this measure and offers its cooperation to the Hawai'i Tourism Authority (HTA), pursuant to §§ 226-55 and -56, HRS. The OPSD notes that the recent Destination Management Action Plan (DMAP) process and on-going implementation actions being supported by the HTA staff and community investments are consistent with this measure.

Thank you for the opportunity to testify on this measure.

**SB-2659**

Submitted on: 2/12/2024 2:42:22 PM

Testimony for EET on 2/14/2024 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Ted Bohlen	Individual	Support	Written Testimony Only

Comments:

Support regenerative tourism!