

Honolulu, Hawaii
MAR 13 , 2024

RE: S.B. No. 3364
S.D. 2
H.D. 1

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

Sir:

Your Committee on Tourism, to which was referred S.B. No. 3364, S.D. 2, 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 the counties and perform specific actions in the Plans to meet destination management objectives;
- (2) Expand the Hawaii Tourism Authority's powers and duties; and
- (3) Rename the Tourism Marketing Plan as the Strategic Tourism Management Plan and include statewide destination management and regenerative tourism efforts and programs in the Plan.

Your Committee received testimony in support of this measure from the Hawai'i Tourism Authority; Kohala Coast Resort Association; Maui Hotel & Lodging Association; Maui Chamber of Commerce; Hawai'i Lodging & Tourism Association; Council for Native



Hawaiian Advancement; and two individuals. Your Committee received testimony in opposition to this measure from one individual. Your Committee received comments on this measure from two individuals.

Your Committee finds that there is a need for improved management and coordination between the State and private stakeholders in the tourism industry to address the impacts of tourism. The implementation of a community-led Destination Management Action Plan has allowed communities in each county to express their specific needs, desires, and visions for the tourism industry in that particular county. This measure will ensure the Hawaii Tourism Authority focuses on creating a sustainable tourism industry while also encouraging regenerative tourism in the State.

Your Committee has amended this measure by:

- (1) Expanding the definition of "destination management" to include collaboration and coordination with community stakeholders;
- (2) Repealing the exemption of the Hawaii Tourism Authority from administrative supervision of boards and commissions;
- (3) Changing the effective date to July 1, 3000, to encourage further discussion; and
- (4) 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 Tourism that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 3364, S.D. 2, as amended herein, and recommends that it pass Second Reading in the form attached hereto as S.B. No. 3364, S.D. 2, H.D. 1, and be referred to your Committee on Judiciary & Hawaiian Affairs.



Respectfully submitted on
behalf of the members of the
Committee on Tourism,



SEAN QUINLAN, Chair



