



TESTIMONY OF DANIEL NĀHO'OPI'I  
INTERIM PRESIDENT & CEO, HAWAII TOURISM AUTHORITY  
BEFORE THE SENATE COMMITTEE ON WAYS AND MEANS  
Friday, February 23, 2024 10:30 a.m.  
In consideration of  
**SB 3364 SD 1**  
**RELATING TO DESTINATION MANAGEMENT**

Aloha Chair Dela Cruz, Vice Chair Moriwaki, and Members of the Committee,

The Hawai'i Tourism Authority (HTA) appreciates the opportunity to offer our support for SB3364 SD1, which amends the powers and duties of the Hawai'i Tourism Authority, bringing our statutory mandate into alignment with the work we have been doing to advance destination management and regenerative tourism.

HTA recognizes that the impacts of tourism are real and require management. The three-year, community-led, HTA-supported Destination Management Action Plans (DMAPs) that this measure adds to Hawai'i Revised Statutes §201B have been a key initiative through which communities across Hawai'i articulated their needs, desires, and visions for tourism in their communities on their terms. We have initiated the process to develop the next round of DMAPs.

We also appreciate the explicit inclusion of regenerative tourism principles into statute.

HTA is poised and eager to continue our work in destination management and enhancing regenerative tourism in Hawai'i, and SB3364 SD1 will codify that work. Mahalo for the opportunity to provide these comments in support of this measure.



*Maui Hotel & Lodging*  
ASSOCIATION

Testimony of  
Lisa H. Paulson  
Executive Director  
Maui Hotel & Lodging Association

Senate Committee on Energy, Economic Development and Tourism

**Senate Bill 3364 SD1: Relating to Destination Management**

February 23, 2024, 10:30 am

Conference Room 211

The Maui Hotel & Lodging Association (MHLA) is the legislative arm of the visitor industry for Maui County. We represent over 180 property and allied business members and 22,000 employees. **MHLA SUPPORTS Senate Bill 3364 SD1**, which amends the powers and duties of the Hawaii Tourism Authority. Requires the HTA to develop destination management action plans for each county and to perform the actions specified in each destination management action plan. Renames the HTA's tourism marketing plan as the strategic tourism management plan and amends the required components of the plan. Requires the strategic tourism management plan to include statewide destination management and regenerative tourism efforts and programs.

MHLA is grateful for the continued discussions about maintaining destination management efforts for our State. This bill will make explicit in an enabling statute, HRS 201B, that HTA is responsible for destination management and developing and executing destination management action plans.

We recognize that Hawaii's tourism needs greater management coordination with private and public stakeholders. MHLA is a part of the current Destination Management Plan (DMAP) Steering Committee for Maui County and would like to see the action items set forth to be able to continue along with the many alliances already established with government agencies. Additionally, we support each county receiving funds to continue this vital work.

For these reasons stated above, we are in **SUPPORT** of this Bill.

Thank you for the opportunity to provide this testimony.



**MAUI**  
CHAMBER OF COMMERCE  
VOICE OF BUSINESS

**LATE**

**HEARING BEFORE THE SENATE COMMITTEE ON  
WAYS AND MEANS  
HAWAII STATE CAPITOL, SENATE CONFERENCE ROOM 225  
Friday, February 23, 2024, 10:30 A.M.**

To The Honorable Senator Donovan M. Dela Cruz, Chair  
The Honorable Senator Sharon Y. Moriwaki, Vice Chair  
Members of the committee on Ways and Means

**SUPPORT SB3364 RELATING TO DESTINATION MANAGEMENT**

The Maui Chamber of Commerce **SUPPORTS SB3364** which amends the powers and duties of the Hawai'i Tourism Authority (HTA), requires the HTA to develop destination management action plans for each county and to perform the actions specified in each destination management action plan, renames the HTA's tourism marketing plan as the strategic tourism management plan and amends the required components of the plan, and requires the strategic tourism management plan to include statewide destination management and regenerative tourism efforts and programs.

We have and would like to continue to be a part of the Maui Island advisory group and are strong supporters of the destination management action plans. We want HTA to continue to lead and oversee the statewide destination management and regenerative tourism plans and programs, along with related marketing to promote these.

For these reasons we **SUPPORT SB3364** and respectfully ask that it be passed.

Sincerely,

Pamela Tumpap  
President

To advance and promote a healthy economic environment for business, advocating for a responsive government and quality education, while preserving Maui's unique community characteristics.



**LATE**

**Testimony of Mufi Hannemann, President & CEO  
Hawai'i Lodging & Tourism Association**

**Senate Committee on Ways and Means (WAM)  
SB3364 SD1 RELATING TO DESTINATION MANAGEMENT  
Friday, February 23, 2023  
Position: SUPPORT**

Chair Dela Cruz and members of the Committee,

On behalf of the Hawai'i Lodging & Tourism Association, the oldest and largest private sector tourism organization in the state, we support SB3364 SD1 relating to Destination Management. This bill seeks to formalize the establishment of destination management action plans for each county in the State of Hawai'i, with a focus on enhancing regenerative tourism through the Hawai'i Tourism Authority (HTA).

The Hawai'i Tourism Authority has made commendable strides in implementing destination management and stewardship as part of its overarching mission. Their partnerships with the Council for Native Hawaiian Advancement (CNHA) and their tourism arm Kilohana, alongside collaborations with counties through destination management action plans, have yielded positive outcomes. The industry's concerted efforts to pivot towards mindful, regenerative tourism align with our local communities' vision for the visitor industry. By codifying this approach within HTA's purpose and responsibilities, we solidify the ideal tourism model that we are collectively working towards.

Mahalo for considering our testimony.



February 22, 2024

**LATE**

Senator Donovan Dela Cruz, Chair  
Senator Sharon Moriwaki, Vice Chair  
Committee on Ways and Means  
The Senate  
Hawaii State Legislature

### **Support for SB3364 SD1**

Dear Chari Dela Cruz, Vice Chair Moriwaki and Members of the Committee on Ways and Means,

The Kohala Coast Resort Association supports Senate Bill 3364 SD1, which amends the powers and duties of the Hawaii Tourism Authority, requires the HTA to develop destination management action plans for each county and to perform the actions specified in each destination management action plan.

We support that the strategic tourism management plan would include statewide destination management and regenerative tourism efforts and programs.

KCRA was actively involved in the creation of Hawaii Island's Destination Management Action Plan (DMAP) and our president, Craig Anderson, served on the steering committee for this project in partnership with the Island of Hawaii Visitors Bureau and the County of Hawaii Department of Research and Development. We appreciate that this bill will make explicit in an enabling statute, HRS 201B, that HTA is responsible for destination management and developing and executing destination management action plans.

We recognize that Hawaii's tourism needs greater management coordination with private and public stakeholders.

On behalf our 5,000 employees and their 20,000 family members, thank you for the opportunity to support SB3364 SD1.

Sincerely,

A handwritten signature in black ink that reads "Stephanie P. Donoho".

Stephanie Donoho, Administrative Director