
A BILL FOR AN ACT

RELATING TO FILM PRODUCTION.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. Section 201B-3, Hawaii Revised Statutes, is
2 amended by amending subsection (a) to read as follows:

3 "(a) Except as otherwise provided by law, the authority
4 may:

5 (1) Sue and be sued;

6 (2) Have a seal and alter the same at its pleasure;

7 (3) Through its president and chief executive officer,
8 make and execute contracts and all other instruments
9 necessary or convenient for the exercise of its powers
10 and functions under this chapter; provided that the
11 authority may enter into contracts and agreements for
12 a period of up to five years, subject to the
13 availability of funds; provided further that the
14 authority may enter into agreements for the use of the
15 convention center facility for a period of up to ten
16 years;

17 (4) Make and alter bylaws for its organization and
18 internal management;

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- 1 (5) Unless otherwise provided in this chapter, adopt rules
2 in accordance with chapter 91 with respect to its
3 projects, operations, properties, and facilities;
- 4 (6) Through its president and chief executive officer,
5 represent the authority in communications with the
6 governor and legislature;
- 7 (7) Through its president and chief executive officer,
8 provide for the appointment of officers, agents, a
9 sports coordinator, and employees, subject to the
10 approval of the board, prescribing their duties and
11 qualifications, and fixing their salaries, without
12 regard to chapters 76 and 78, if funds have been
13 appropriated by the legislature and allotted as
14 provided by law;
- 15 (8) Through its president and chief executive officer,
16 purchase supplies, equipment, or furniture;
- 17 (9) Through its president and chief executive officer,
18 allocate the space or spaces that are to be occupied
19 by the authority and appropriate staff;
- 20 (10) Through its president and chief executive officer,
21 engage the services of qualified persons to implement

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1 the State's strategic tourism management plan or
2 portions thereof as determined by the authority;

3 (11) Through its president and chief executive officer,
4 engage the services of consultants on a contractual
5 basis for rendering professional and technical
6 assistance and advice;

7 (12) Procure insurance against any loss in connection with
8 its property and other assets and operations in
9 amounts and from insurers as it deems desirable;

10 (13) Contract for or accept revenues, compensation,
11 proceeds, and gifts or grants in any form from any
12 public agency or any other source;

13 (14) Develop, coordinate, and implement state policies and
14 directions for tourism and related activities taking
15 into account the economic, social, and physical
16 impacts of tourism on the State, Hawaii's natural
17 environment, and areas frequented by visitors;

18 (15) Have a permanent, strong focus on Hawaii brand
19 management;

20 (16) Coordinate all agencies and advise the private sector
21 in the development of tourism-related activities and
22 resources;

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- 1 (17) Work to eliminate or reduce barriers to travel to
2 provide a positive and competitive business
3 environment, including coordinating with the
4 department of transportation on issues affecting
5 airlines and air route development;
- 6 (18) Market and promote film production and sports-related
7 activities and events;
- 8 (19) Coordinate the development of new products with the
9 counties and other persons in the public sector and
10 private sector, including the development of sports,
11 culture, health and wellness, education, technology,
12 agriculture, and nature tourism;
- 13 (20) Establish a public information and educational program
14 to inform the public of tourism and tourism-related
15 problems;
- 16 (21) Coordinate the development of tourism educational,
17 training, and career counseling programs;
- 18 (22) Establish a program to monitor, investigate, and
19 respond to complaints about problems resulting
20 directly or indirectly from the tourism industry and
21 taking appropriate action as necessary;

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1 (23) Develop and implement emergency measures to respond to
2 any adverse effects on the tourism industry, pursuant
3 to section 201B-9;

4 (24) Set and collect rents, fees, charges, or other
5 payments for the lease, use, occupancy, or disposition
6 of the convention center facility without regard to
7 chapter 91;

8 (25) Notwithstanding chapter 171, acquire, lease as lessee
9 or lessor, own, rent, hold, and dispose of the
10 convention center facility in the exercise of its
11 powers and the performance of its duties under this
12 chapter;

13 (26) Acquire by purchase, lease, or otherwise, and develop,
14 construct, operate, own, manage, repair, reconstruct,
15 enlarge, or otherwise effectuate, either directly or
16 through developers, a convention center facility;

17 (27) Enhance the tourism industry in the State to grow its
18 positive contributions to residents of the State;
19 provided that the authority's initiatives shall follow
20 destination management practices and integrate
21 regenerative tourism; and

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(28) Focus on perpetuating the uniqueness of the Hawaiian culture and community and their significance to the quality of the visitor experience by ensuring that:

(A) The Hawaiian culture is accurately portrayed by Hawaii's visitor industry;

(B) The Hawaiian language is supported and normalized as an official language of the State;

(C) Hawaiian cultural practitioners and cultural sites are supported, nurtured, and engaged in sustaining the visitor industry; and

(D) A Hawaiian cultural education and training program is provided for the members of the visitor industry workforce who have direct contact with visitors."

SECTION 2. New statutory material is underscored.

SECTION 3. This Act shall take effect upon its approval.

INTRODUCED BY:



BY REQUEST

JAN 26 2026

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Report Title:

HTA; Film Production

Description:

Adds the marketing and promotion of film production as a power of the Hawaii Tourism Authority.

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JUSTIFICATION SHEET

DEPARTMENT: Business, Economic Development, and Tourism

TITLE: A BILL FOR AN ACT RELATING TO FILM PRODUCTION.

PURPOSE: To add the marketing and promotion of film production as a power of the Hawaii Tourism Authority.

MEANS: Amend section 201B-3(a), Hawaii Revised Statutes.

JUSTIFICATION: The Hawaii Tourism Authority (HTA) should be statutorily empowered to market and promote film production because film is a powerful driver of tourism and economic growth. Productions filmed in the State have showcased Hawaii's landscapes and culture to global audiences, sparking travel interest and reinforcing the islands' brand as a premier destination. By integrating film promotion into its existing tourism strategy, HTA can leverage its marketing infrastructure, global partnerships, and cultural stewardship to attract high-value productions that align with Hawaii's values and environmental priorities.

Additionally, utilizing HTA's resources and expertise to market and promote film production can proactively guide sustainable tourism by managing the impact of visitor interest in filming locations on local communities.

Impact on the public: This bill would stimulate job creation and economic activity across sectors by drawing film productions to Hawaii.

Impact on the department and other agencies: None.

GENERAL FUND: None.

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OTHER FUNDS: None.

PPBS PROGRAM
DESIGNATION: BED-113.

OTHER AFFECTED
AGENCIES: None.

EFFECTIVE DATE: Upon approval.