
HOUSE RESOLUTION

REQUESTING THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND
TOURISM TO ESTABLISH A DESTINATION MANAGEMENT TASK FORCE.

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WHEREAS, the Hawaii Tourism Authority is charged with coordinating destination management through collaboration with state and county agencies and community organizations; and

WHEREAS, although the Hawaii Tourism Authority provides planning, coordination, and visitor education, it does not possess the ability to directly address land use, transportation systems, or infrastructure needs to manage visitor behavior and the impacts to the State's cultural and environmental resources at high-use sites; and

WHEREAS, effective management of visitor hotspots requires strong coordination between state and county agencies and ongoing collaboration with community and industry stakeholders to balance the needs of the visitor industry with the needs of Hawaii's communities; now, therefore,

BE IT RESOLVED by the House of Representatives of the Thirty-third Legislature of the State of Hawaii, Regular Session of 2026, that the Department of Business, Economic Development, and Tourism is requested to establish a Destination Management Task Force; and

BE IT FURTHER RESOLVED that the Destination Management Task Force is requested to consist of the following individuals:

- (1) The Chair of the House Standing Committee with primary purview over tourism, who shall serve as a co-chair of the task force;
- (2) The Chair of the Senate Standing Committee with primary purview over tourism, who shall serve as a co-chair of the Task Force;



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(3) The Director of Business, Economic Development, and Tourism, or their designee;

(4) The President and Chief Executive Officer of the Hawaii Tourism Authority, or the President and Chief Executive Officer's designee;

(5) A representative from the Office of the Governor;

(6) A representative from each county, to be appointed by respective Mayor of each county; and

(7) Two representatives from the visitor industry, one each to be appointed by the Speaker of the House of Representatives and President of the Senate; and

BE IT FURTHER RESOLVED that the Destination Management Task Force is requested to:

(1) Review the Hawaii Tourism Authority's Strategic Plan;

(2) Improve coordination of destination management between the State and the counties; and

(3) Develop partnerships with community and visitor industry stakeholders to address the management of visitor hotspots; and

BE IT FURTHER RESOLVED that the Destination Management Task Force is requested to submit a report of its findings and recommendations, including any proposed legislation, to the Legislature no later than twenty days prior to the convening of the Regular Session of 2027; and

BE IT FURTHER RESOLVED that certified copies of this Resolution be transmitted to the Governor; Director of Business, Economic Development, and Tourism; President and Chief Executive Officer of the Hawaii Tourism Authority; and Mayors of the counties of Maui, Kauai, and Hawaii and Mayor of the City and County of Honolulu.



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OFFERED BY:



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