
A BILL FOR AN ACT

RELATING TO TOURISM.

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

1 SECTION 1. Chapter 27, Hawaii Revised Statutes, is amended
2 by adding a new section to be appropriately designated and to
3 read as follows:

4 "§27- Tourism liaison officer; established. There is
5 established within the office of the governor a tourism liaison
6 officer who shall be appointed by the governor without regard to
7 section 26-34. The tourism liaison officer shall not be subject
8 to chapters 76 and 89. Notwithstanding section 76-16(b)(17),
9 the exemption from chapter 76 shall not expire."

10 SECTION 2. Section 201B-1, Hawaii Revised Statutes, is
11 amended as follows:

12 1. By deleting the definition of "destination management".

13 [~~"Destination management" means a collaborative and~~
14 ~~coordinated process with public, private, and community~~
15 ~~stakeholders to manage the various elements of a visitor~~
16 ~~destination to:~~



- 1 ~~(1) Create, implement, and monitor strategies that attract~~
- 2 ~~targeted visitor markets and improve visitor~~
- 3 ~~experiences;~~
- 4 ~~(2) Improve natural and cultural resources valued by~~
- 5 ~~Hawaii residents and visitors;~~
- 6 ~~(3) Develop and maintain tourism-related infrastructure to~~
- 7 ~~prevent overcrowding and overtaxing sites and~~
- 8 ~~resources; and~~
- 9 ~~(4) Ensure that the provision of services enhances the~~
- 10 ~~visitor experience."]~~

11 2. By deleting the definition of "regenerative tourism".
12 ~~["Regenerative tourism" means a tourism model that:~~

- 13 ~~(1) Is designed and carefully managed to bring net~~
- 14 ~~benefits to local communities and destinations; and~~
- 15 ~~(2) Implements an innovative and sustainable economic~~
- 16 ~~development plan to:~~
- 17 ~~(A) Make net positive contributions;~~
- 18 ~~(B) Create conditions that allow communities to~~
- 19 ~~flourish;~~



- 1 ~~(C) Engage in collaborative efforts that provide~~
- 2 ~~visitors with genuine and meaningful experiences~~
- 3 ~~in Hawaii; and~~
- 4 ~~(D) Improve destinations for current and future~~
- 5 ~~generations for the well-being of the~~
- 6 ~~environment, residents, indigenous communities,~~
- 7 ~~and visitors."]~~

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

10 "(a) Except as otherwise provided by law, the authority
11 may:

- 12 (1) Sue and be sued;
- 13 (2) Have a seal and alter the same at its pleasure;
- 14 (3) Through its president and chief executive officer,
15 make and execute contracts and all other instruments
16 necessary or convenient for the exercise of its powers
17 and functions under this chapter; provided that the
18 authority may enter into contracts and agreements for
19 a period of up to five years, subject to the
20 availability of funds; provided further that the
21 authority may enter into agreements for the use of the



- 1 convention center facility for a period of up to ten
2 years;
- 3 (4) Make and alter bylaws for its organization and
4 internal management;
- 5 (5) Unless otherwise provided in this chapter, adopt rules
6 in accordance with chapter 91 with respect to its
7 projects, operations, properties, and facilities;
- 8 (6) Through its president and chief executive officer,
9 represent the authority in communications with the
10 governor and legislature;
- 11 (7) Through its president and chief executive officer,
12 provide for the appointment of officers, agents, a
13 sports coordinator, and employees, subject to the
14 approval of the board, prescribing their duties and
15 qualifications, and fixing their salaries, without
16 regard to chapters 76 and 78, if funds have been
17 appropriated by the legislature and allotted as
18 provided by law;
- 19 (8) Through its president and chief executive officer,
20 purchase supplies, equipment, or furniture;



- 1 (9) Through its president and chief executive officer,
2 allocate the space or spaces that are to be occupied
3 by the authority and appropriate staff;
- 4 (10) Through its president and chief executive officer,
5 engage the services of qualified persons to implement
6 the State's strategic tourism [~~management~~] marketing
7 plan or portions thereof as determined by the
8 authority;
- 9 (11) Through its president and chief executive officer,
10 engage the services of consultants on a contractual
11 basis for rendering professional and technical
12 assistance and advice;
- 13 (12) Procure insurance against any loss in connection with
14 its property and other assets and operations in
15 amounts and from insurers as it deems desirable;
- 16 (13) Contract for or accept revenues, compensation,
17 proceeds, and gifts or grants in any form from any
18 public agency or any other source;
- 19 (14) Develop, coordinate, and implement state policies and
20 directions for tourism and related activities taking
21 into account the economic, social, and physical



- 1 impacts of tourism on the State, Hawaii's natural
- 2 environment, and areas frequented by visitors;
- 3 (15) Have a permanent, strong focus on Hawaii brand
- 4 management;
- 5 (16) Coordinate all agencies and advise the private sector
- 6 in the development of tourism-related activities and
- 7 resources;
- 8 (17) Work to eliminate or reduce barriers to travel to
- 9 provide a positive and competitive business
- 10 environment, including coordinating with the
- 11 department of transportation on issues affecting
- 12 airlines and air route development;
- 13 (18) Market and promote sports-related activities and
- 14 events;
- 15 (19) Coordinate the development of new products with the
- 16 counties and other persons in the public sector and
- 17 private sector, including the development of sports,
- 18 culture, health and wellness, education, technology,
- 19 agriculture, and nature tourism;



- 1 (20) Establish a public information and educational program
- 2 to inform the public of tourism and tourism-related
- 3 problems;
- 4 (21) Coordinate the development of tourism educational,
- 5 training, and career counseling programs;
- 6 (22) Establish a program to monitor, investigate, and
- 7 respond to complaints about problems resulting
- 8 directly or indirectly from the tourism industry and
- 9 taking appropriate action as necessary;
- 10 (23) Develop and implement emergency measures to respond to
- 11 any adverse effects on the tourism industry, pursuant
- 12 to section 201B-9;
- 13 (24) Set and collect rents, fees, charges, or other
- 14 payments for the lease, use, occupancy, or disposition
- 15 of the convention center facility without regard to
- 16 chapter 91;
- 17 (25) Notwithstanding chapter 171, acquire, lease as lessee
- 18 or lessor, own, rent, hold, and dispose of the
- 19 convention center facility in the exercise of its
- 20 powers and the performance of its duties under this
- 21 chapter;



1 (26) Acquire by purchase, lease, or otherwise, and develop,
2 construct, operate, own, manage, repair, reconstruct,
3 enlarge, or otherwise effectuate, either directly or
4 through developers, a convention center facility;

5 (27) Enhance the tourism industry in the State to grow its
6 positive contributions to residents of the State;
7 ~~[provided that the authority's initiatives shall~~
8 ~~follow destination management practices and integrate~~
9 ~~regenerative tourism;]~~ and

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

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

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

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

20 (D) A Hawaiian cultural education and training
21 program is provided for the members of the



1 visitor industry workforce who have direct
2 contact with visitors."

3 SECTION 4. Section 201B-6, Hawaii Revised Statutes, is
4 amended to read as follows:

5 "**§201B-6 Strategic tourism [management] marketing plan;**
6 **measures of effectiveness.** (a) The authority shall be
7 responsible for developing a strategic tourism [management]
8 marketing plan [~~that advances tourism marketing, complies with~~
9 ~~destination management best practices, and promotes regenerative~~
10 ~~tourism~~]. The plan shall be a single, comprehensive document
11 that shall be updated every year and include the following:

- 12 (1) Statewide Hawaii brand management efforts and
- 13 programs;
- 14 (2) Targeted markets;
- 15 (3) Efforts to enter into Hawaii brand management projects
- 16 that make effective use of cooperative programs;
- 17 (4) Program performance goals and targets that can be
- 18 monitored as market gauges and used as attributes to
- 19 evaluate the authority's programs; and
- 20 (5) The authority's guidance and direction for the
- 21 development and coordination of promotional and



1 marketing programs that build and promote the Hawaii
2 brand, which are implemented through contracts and
3 agreements with destination marketing organizations or
4 other qualified organizations, including:

5 (A) Target markets and the results being sought;

6 (B) Key performance indicators; and

7 (C) Private sector collaborative or cooperative
8 efforts that may be required~~[+and~~

9 ~~(6) Statewide destination management and regenerative~~
10 ~~tourism efforts and programs]~~.

11 (b) In accordance with subsection (a), the authority shall
12 develop measures of effectiveness to assess the overall benefits
13 and effectiveness of the strategic tourism ~~[management]~~
14 marketing plan and ~~[include documentation of]~~ maintain records
15 documenting the progress of the strategic tourism ~~[management]~~
16 marketing plan toward achieving the authority's strategic plan
17 goals."

18 SECTION 5. Section 201B-7, Hawaii Revised Statutes, is
19 amended by amending subsections (a) and (b) to read as follows:

20 "(a) The authority may enter into contracts and agreements
21 that include the following:



- 1 (1) Tourism promotion, marketing, and development [~~and~~
2 ~~destination management~~];
- 3 (2) Market development-related research;
- 4 (3) Product development and diversification issues focused
5 on visitors;
- 6 (4) Promotion, development, and coordination of festivals,
7 community events, cultural activities, environmental
8 stewardship activities, sports-related activities, and
9 events that strengthen the relationships between the
10 place and people for Hawaii's residents and visitors
11 alike;
- 12 (5) Promotion of Hawaii, through a coordinated statewide
13 effort, as a place to do business, including high
14 technology business, and as a business destination;
- 15 (6) Reduction of barriers to travel;
- 16 (7) Marketing, management, use, operation, or maintenance
17 of the convention center facility, including the
18 purchase or sale of goods or services, logo items,
19 concessions, sponsorships, and license agreements, or
20 any use of the convention center facility as a
21 commercial enterprise; provided that effective



1 January 1, 2020, and thereafter, contracts issued
2 pursuant to this paragraph for the marketing of all
3 uses of the convention center facility may be issued
4 separately from the management, use, operation, or
5 maintenance of the facility;

6 (8) Tourism research and statistics to:

7 (A) Measure and analyze tourism trends;

8 (B) Provide information and research to assist in the
9 development and implementation of state tourism
10 policy; and

11 (C) Provide tourism information on:

12 (i) Visitor arrivals, visitor characteristics,
13 and expenditures;

14 (ii) The number of transient accommodation units
15 available, occupancy rates, and room rates;

16 (iii) Airline-related data including seat capacity
17 and number of flights;

18 (iv) The economic, social, and physical impacts
19 of tourism on the State; and

20 (v) The effects of the strategic tourism
21 [~~management~~] marketing programs of the



1 authority on the measures of effectiveness
2 developed pursuant to section 201B-6(b); and

3 (9) Any and all other activities necessary to carry out
4 the intent of this chapter;

5 provided that the authority shall periodically submit a report
6 of the contracts and agreements entered into by the authority to
7 the governor, speaker of the house of representatives, and
8 president of the senate.

9 (b) The authority shall be responsible for:

10 (1) Creating a vision and developing a long-range
11 strategic plan for tourism in Hawaii;

12 (2) Developing [~~destination management action plans for~~
13 ~~each county,~~] and promoting branding for the State,
14 including through management of the Hawaii brand;

15 (3) Promoting, marketing, and developing the tourism
16 industry in the State;

17 (4) Arranging for the conduct of research through
18 contractual services with the [~~University~~] university
19 of Hawaii or any agency or other qualified persons
20 concerning social, economic, and environmental aspects
21 of tourism development in the State;



- 1 (5) Providing technical or other assistance to agencies
2 and private industry upon request; and
- 3 (6) Reviewing annually the expenditure of public funds by
4 any visitor industry organization that contracts with
5 the authority to perform tourism promotion, marketing,
6 and development and making recommendations necessary
7 to ensure the effective use of the funds for the
8 development of tourism."

9 SECTION 6. Section 201B-16, Hawaii Revised Statutes, is
10 amended to read as follows:

11 "**§201B-16 Annual report.** The authority shall submit a
12 complete and detailed report of its activities, expenditures,
13 and results, including the progress of the strategic tourism
14 [~~management~~] marketing plan developed pursuant to section
15 201B-6, toward achieving the authority's strategic plan goals,
16 to the governor and legislature no later than twenty days prior
17 to the convening of each regular session of the legislature.
18 The annual report shall include the descriptions and evaluations
19 of programs funded, together with any recommendations by the
20 authority."



1 SECTION 7. Section 201B-6.4, Hawaii Revised Statutes, is
2 repealed.

3 ~~["§201B-6.4] Destination management action plans;~~
4 ~~counties; objectives; execution.~~ To meet the destination
5 management objectives for each county, the authority shall
6 perform the actions specified in each of the following plans:

- 7 (1) ~~Oahu destination management action plan;~~
- 8 (2) ~~Maui-nui destination management action plan;~~
- 9 (3) ~~Hawaii island destination management action plan; and~~
- 10 (4) ~~Kauai destination management action plan;~~

11 ~~during the specified phases; provided that the execution of each~~
12 ~~destination management action plan shall be dependent on the~~
13 ~~cooperation and participation of the applicable state or county~~
14 ~~agency or an advisory group established pursuant to section~~
15 ~~201B-13."]~~

16 SECTION 8. There is appropriated out of the general
17 revenues of the State of Hawaii the sum of \$ or so
18 much thereof as may be necessary for fiscal year 2026-2027 to be
19 allocated as follows:

- 20 (1) \$ to establish one full-time equivalent
21 (1.0 FTE) tourism liaison officer position within the



1 office of the governor pursuant to section 1 of this
2 Act;

3 (2) § to establish five full-time equivalent
4 (5.0 FTE) staff positions within the office of the
5 governor to support the tourism liaison officer; and

6 (3) § for operating expenses to perform the
7 duties of the tourism liaison officer;

8 provided that in future fiscal bienniums, the amounts
9 appropriated and positions authorized pursuant paragraphs (1),
10 (2), and (3) shall be included in the governor's request for the
11 expenditure of general funds submitted pursuant to section
12 37-79, Hawaii Revised Statutes; provided further that the amount
13 requested shall be equal to twenty per cent of the total amount
14 of general funds requested to be expended pursuant to section
15 37-79, Hawaii Revised Statutes.

16 The sum appropriated shall be expended by the office of the
17 governor for the purposes of this Act.

18 SECTION 9. Statutory material to be repealed is bracketed
19 and stricken. New statutory material is underscored.

20 SECTION 10. This Act shall take effect on July 1, 2050.



S.B. NO. 2906 S.D. 1

Report Title:

HTA; Office of the Governor; Tourism Liaison Officer;
Appropriation

Description:

Establishes the Tourism Liaison Officer position within the Office of the Governor. Amends the duties of the Hawaii Tourism Authority to focus on marketing and branding, rather than destination management and regenerative tourism. Appropriates funds. Effective 7/1/2050. (SD1)

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