

STAND. COM. REP. NO. 1775-26

Honolulu, Hawaii

APR 02 , 2026

RE: H.C.R. No. 49
H.D. 1

Honorable Nadine K. Nakamura
Speaker, House of Representatives
Thirty-Third State Legislature
Regular Session of 2026
State of Hawaii

Madame:

Your Committee on Tourism, to which was referred H.C.R. No. 49 entitled:

"HOUSE CONCURRENT RESOLUTION URGING THE EXECUTIVE BRANCH TO ADVANCE EFFORTS TO EMERGE AS A GLOBAL LEADER IN SUSTAINABLE TOURISM THAT PRESERVES AND RESTORES CULTURAL AND NATURAL RESOURCES, ENHANCES RESIDENT QUALITY OF LIFE, AND ENSURES HIGH-QUALITY VISITOR EXPERIENCES,"

begs leave to report as follows:

The purpose of this measure is to urge the Executive Branch to advance efforts to emerge as a global leader in sustainable tourism that preserves and restores cultural and natural resources, enhances resident quality of life, and ensures high-quality visitor experiences.

Your Committee received testimony in support of this measure from five individuals. Your Committee received comments on this measure from the Hawaii Tourism Authority.

Your Committee finds that sustainable tourism is essential to preserving and restoring Hawaii's cultural and natural resources, enhancing residents' quality of life, and ensuring high-quality visitor experiences. Your Committee further finds that unsustainable tourism practices place a strain on communities, infrastructure, and the environment as Hawaii residents compete

2026-2857 HCR49 HD1 HSCR HMSO



with visitors for the same spaces, resources, and infrastructure. Your Committee believes that advancing policies and partnerships that promote sustainable and regenerative tourism practices statewide is necessary to protect the State's cultural and natural resources.

Your Committee notes that sustainable and regenerative tourism is a central part of the Hawaii Tourism Authority's 2020-2025 Strategic Plan and updated 2026-2030 Strategic Plan, and many of the Authority's ongoing initiatives are developed with input from local communities, Native Hawaiian practitioners, and 'āina-based organizations and intentionally elevate Native Hawaiian stewardship, cultural education, and place-based practices across all islands.

Accordingly, your Committee has amended this measure by:

- (1) Inserting language describing the Certified Sustainable Destination designation from the Global Sustainable Tourism Council;
- (2) Deleting language urging the Executive Branch to advance certain efforts related to sustainable tourism, retaining language urging the Certified Sustainable Destination designation for the State;
- (3) Amending its title to reflect its amended purpose; 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 concurs with the intent and purpose of H.C.R. No. 49, as amended herein, and recommends that it be referred to your Committee on Finance in the form attached hereto as H.C.R. No. 49, H.D. 1.



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


ADRIAN K. TAM, Chair



