

Testimony to the Senate Committee on Economic Development and Tourism

**Senator Lynn DeCoite, Chair
Senator Glenn Wakai, Vice Chair**

**Tuesday, February 10, 2026, at 1:02PM
Conference Room 229 & Videoconference**

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RE: SB3228 Relating to Sustainable Tourism Infrastructure

Aloha e Chair DeCoite, Vice Chair Wakai, and Members of the Committee:

My name is Sherry Menor, President and CEO of the Chamber of Commerce Hawaii ("The Chamber"). The Chamber supports Senate Bill 3228 (SB 3228), which establishes the sustainable tourism infrastructure matching grant program within the Department of Business, Economic Development, and Tourism to support one-time capital investments that advance measurable sustainability and climate resilience outcomes within the State's visitor industry.

SB 3228 directly advances the Travel & Tourism Pillar of the Chamber's 2030 Blueprint for Hawaii, which calls for tourism strategies that protect and enhance Hawaii's natural resources, elevate the quality of visitor experiences, and strengthen the long-term resilience of the industry. Environmental stewardship is a core economic imperative for Hawaii, where the health of our natural assets is inseparable from the success of our visitor economy. Protecting and restoring these resources is essential to sustaining an industry that supports thousands of jobs and businesses across the state while preserving the very attributes that make Hawaii a globally distinctive destination.

Strong public support for the Green Fee has demonstrated clear market demand for investments in sustainable tourism and environmental protection. However, limited funding capacity means that not all worthy projects can be supported through that mechanism alone. SB 3228 supplements this enthusiasm by encouraging capital projects with measurable sustainability outcomes that safeguard the natural assets integral to Hawaii's economy, culture, and environment. The bill's matching grant structure promotes shared responsibility by leveraging private and local investment, fostering collaboration, and maximizing the impact of public dollars on infrastructure that benefits both visitors and resident communities.

For these reasons, we respectfully urge the Committee to pass Senate Bill 3228. Mahalo for the opportunity to testify.

The Chamber of Commerce Hawaii is the state's leading business advocacy organization, dedicated to improving Hawaii's economy and securing Hawaii's future for growth and opportunity. Our mission is to foster a vibrant economic climate. As such, we support initiatives and policies that align with the 2030

Blueprint for Hawaii that create opportunities to strengthen overall competitiveness, improve the quantity and skills of available workforce, diversify the economy, and build greater local wealth.