



TESTIMONY OF DANIEL NĀHO'OPI'I
INTERIM PRESIDENT & CEO, HAWAII TOURISM AUTHORITY
BEFORE THE SENATE COMMITTEES ON WATER AND LAND
AND ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM

Wednesday, February 14, 2024 1:00 p.m.

In consideration of

SB 2659

RELATING TO REGENERATIVE TOURISM

Aloha Chairs Inouye and DeCoite, Vice Chairs Elefante and Wakai, and Members of the Committees,

The Hawai'i Tourism Authority (HTA) supports SB2659, to incorporate a regenerative tourism framework into the State Planning Act by expanding objectives and policies for the visitor industry. The ethic of mālama – care and stewardship – is the core of our visitor education and destination management efforts.

We support the intent of SB2659 and stand ready to work with our colleagues at the Office of Planning and Sustainable Development to update the state Tourism Functional Plan to reflect the principles embraced in HTA's 2020-2025 Strategic Plan, the Aloha+ Challenge and Sustainable Development Goals committed to in that plan, our board's adoption of the 'Āina Aloha Economic Futures Declaration, as well as the hard work of our communities in generating the Destination Management Action Plans, a grassroots articulation of regenerative principles.

Mahalo for the opportunity to support SB2659.