



AMENDED TESTIMONY OF DANIEL NĀHO'OPI'I
INTERIM PRESIDENT & CEO, HAWAII TOURISM AUTHORITY
BEFORE THE SENATE COMMITTEE ON ENERGY,
ECONOMIC DEVELOPMENT, AND TOURISM
Thursday, March 14, 2024 1:01 p.m.
In consideration of
HB 2563 HD 2
RELATING TO THE HAWAII TOURISM AUTHORITY

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

The Hawaii Tourism Authority (HTA) supports the intent of this measure, which requires the Hawaii Tourism Authority to develop and publish, through a contract with a third party, a mobile application that includes all online application processes, including the collection of any applicable reservation fees, to acquire a reservation to conduct recreational and commercial activities in the State that are regulated by or under the jurisdiction of a state or county agency.

Unifying travel-related interactions with state and local government in a cohesive digital platform for visitors and kama'āina offers many opportunities to make these interactions more seamless for the consumer, and to make destination management more efficient and effective through location-aware deployment of safety and educational messages, and encouraging meaningful itineraries that drive visitors to sites and experiences with the capacity to host them appropriately.

These capabilities would also advance various priority actions identified in HTA's island-based, community-led Destination Management Action Plans.

We have one suggested technical amendment to this measure that would align Section 4 with our current administrative structure. On page 7, lines 14-15, we suggest the following change:

14 positions to manage the mobile application, to be hired by [~~the~~
15 ~~board of directors of~~] the Hawaii tourism authority.

HTA stands in support of this measure, provided that it does not adversely impact the administration's budget priorities. Mahalo for the opportunity to offer this testimony.