

**Hawai'i Tourism Authority
2025 Legislature Session
Active Bills Tracked for Testimony**

Measure	Measure/Report Title/Description	PRIORITY 1 - HTA 2 - Tourism	Bucket	POSITION (S) Support (O) Oppose (C) Comments (M) Monitor (R) Remove	POSITION/COMMENTS	Committee Referrals
Governance BILLS						
1	SB1571 SD1 RELATING TO TOURISM. Exempts all positions within the Hawai'i Tourism Authority from the state civil service law. Provides that the powers described in section 201B-3, HRS, shall be granted to the Hawai'i Tourism Authority except as otherwise provided by law. Amends the definition of "convention center facility" for purposes of chapter 201B, HRS. Amends the eligibility requirements to serve on the Hawai'i Tourism Authority board of directors. Effective 7/1/2050. (SD1)	1	Governance	C	- Exempting all positions from civil service law allows for the hiring of the best-qualified professionals. - Maintain a strong "Hawaiian sense of place" at the HCC - alignment with Strategic Plan's Hawaiian Culture pillar goal. - Role as a "policy-making and advisory board" needs clarification. Existing confusion and difficulties with blurred some lines between HTA and DBEDT. - Removing the two-year waiting period for individuals who served on HVCB board to join HTA's board diminishes the safeguards against the appearance of impropriety. - The amendment changing the phrasing from "limited by this chapter" to "provided by law" undermines the authority of Chapter 201B, impacting its operational autonomy. - Regarding HRS 226-8, the amendment to remove 'form' and replace it with 'allow the formation of' weakens the objective to establish community partnerships to ensure Native Hawaiian cultural integrity.	EDT/LBT, WAM
2	SB1536 SD1 RELATING TO THE HAWAII TOURISM AUTHORITY. Repeals exemptions of the President and Chief Executive Officer of the Hawai'i Tourism Authority from the State's Employees' Retirement System. Effective 7/1/2050. (SD1)	1	Governance	S	Allows the hiring of the CEO process to proceed per board discussion on 1/30. 2/17: WAM passed with amendments	EDT/LBT, WAM
3	SB986 SD1 RELATED TO TOURISM. Removes "global economic crisi" as opportunity to request a tourism emergency. Reduces the minimum balance to be maintained in the Tourism Emergency Special Fund (from \$5m to \$3m). Effective 7/1/2050. (SD1)	1	Governance	C	Submitted comments that a world conflict or national or global economic crisis may have the same adverse impact to Hawaii's tourism industry as a disaster.	EDT, WAM

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TAT BILLS						
4	HB1077 HD2 RELATING TO ECONOMIC DEVELOPMENT. <u>Increases the TAT</u> and allocates a portion of the tax to the general fund for projects that address climate change impacts and advance economic development and revitalization. Effective 7/1/3000. (HD2)	1	TAT	S/C	Taxes should not create barriers to travel but should provide a positive and competitive business environment. Concerned for lack a clear nexus to tourism's resiliency. HTA will work with other agencies and interested parties to discuss the issues raised. GovPolicy Admin Bill. Companion Bill: SB 1396	EEP, ECD/TOU, FIN
5	SB1396 SD1 RELATING TO ECONOMIC DEVELOPMENT. Establishes the Climate Mitigation and Resiliency Special Fund to be administered by the Department of Defense for projects addressing climate change impacts. Beginning 1/1/2026, <u>increases TAT</u> and allocates a portion to the CMRS Fund. Effective 7/1/2050. (SD1)	2	TAT	S/C	Taxes should not create barriers to travel but should provide a positive and competitive business environment [HRS 201B-3(a)(17)]. SD1 eliminates the Economic Development and Revitalization Special Fund funding from TAT. GovPolicy Admin Bill. Companion Bill HB 1077.	EDT/AEN, WAM
6	HB1076 HD1 RELATING TO STATE FUNDS. Establishes the Climate Mitigation and Resiliency Special Fund. Allows allocation of TAT to Fund, but <u>no TAT rate change</u> . Mandates the allocation of all earned interest from the Emergency and Budget Reserve Fund to the newly established special fund. Appropriates funds. Effective 7/1/3000. (HD1)	2	TAT	C	Taxes should not create barriers to travel but should provide a positive and competitive business environment [HRS 201B-3(a)(17)]. An increase in TAT for a specific purpose fund while there is a lack of a statutorily set specific dedication of any TAT for tourism through destination management, stewardship, and marketing is concerning. GovPolicy Admin Bill. Companion Bill SB 1395	EEP, FIN
7	SB1395 SD1 RELATING TO STATE FUNDS. Establishes the Climate Mitigation and Resiliency Special Fund. Requires allocation of interest from the Emergency and Budget Reserve and portion of TAT to the Fund. <u>No TAT rate change</u> . Effective 7/1/2050. (SD1)	2	TAT	C	Taxes should not create barriers to travel but should provide a positive and competitive business environment [HRS 201B-3(a)(17)]. An increase in TAT for a specific purpose fund while there is a lack of a statutorily set specific dedication of any TAT for tourism through destination management, stewardship, and marketing is concerning. GovPolicy Admin Bill. Companion Bill HB 1076	AEN, WAM
8	HB504 HD1 RELATING TO ENVIRONMENTAL STEWARDSHIP. <u>Begining 2027: Increase TAT (unspecified). Creates \$20 TAT for points, miles, or other rewards.</u> Appropriates funds to DLNR for protection, management, and restoration of the State's natural resources. Effective 7/1/3000. (HD1)	2	TAT	C	An increase in TAT for a specific purpose fund while there is a lack of a statutorily set specific dedication of any TAT for tourism through destination management, stewardship, and marketing is concerning. Tax increases should not create barriers to travel but provide a positive and competitive business environment [HRS 201B-3(a)(17)].	TOU/WAL, FIN
9	HB604 HD1 RELATING TO TAX REVENUES. Beginning on 1/1/2026, <u>increases TAT by 1%</u> . Deposits the increased revenues into the Hawaiian Home General Loan Fund. Effective 7/1/3000. (HD1)	2	TAT	C	An increase in TAT for a specific purpose fund while there is a lack of a statutorily set specific dedication of any TAT for tourism through destination management, stewardship, and marketing is concerning.	TOU/HSG, JHA, FIN
10	SB486 RELATING TO THE POMAIIKAI HAWAII FUND. Establishes the Pomaikai Hawaii Fund within the Department of Budget and Finance for administrative purposes.	2	TAT/Visitor Green Fee	C		WAM

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Other BILLS							
14	HB448 HD1	RELATING TO TECHNOLOGY ENABLEMENT. Appropriates funds to Hawai'i Technology Development Corporation to assist small businesses, including those related to the tourism sector, with technology enablement. Effective 7/1/3000. (HD1)	2	Regenerative Tourism	S	Patronizing small local businesses and purchasing local products is a key part of our message to visitors. We stand ready to assist in informing visitor industry stakeholders, and defer to HTDC for matters on implementation.	TOU/ECD, FIN
12	SB1639 SD1	RELATING TO HAWAII BEACH DAY. Establishes Hawai'i Beach Day. Requires the Hawai'i Tourism Authority, in collaboration with the Department of Land and Natural Resources, to organize and support events and activities to celebrate and observe Hawai'i Beach Day. Requires annual reports to the Legislature. Appropriates funds. Effective 7/1/2050. (SD1)	1	Regenerative Tourism	C	HTA funds similar projects that this bill suggests through our Community Enrichment and Kahu Aina programs. Look forward to continuing to work with DLNR on projects such as these. Companion Bill is DEAD - HB1332	TCA/EDT, WAM
4	SB583 SD1	RELATING TO NAMING RIGHTS. Allows the naming rights of any state-owned facility to be sold or leased to any public or private entity. Requires any revenues derived from advertising or marketing in or on any state-owned facility to be deposited into the appropriate special fund of the state agency that owns the facility or into the general fund if no appropriate special fund exists. Effective 7/1/2050. (SD1)	1	Hawaii Convention Center	C	Measure opens additional possibilities for funding to address the convention center's repair and maintenance needs into the future. Recommend changing to comments to address safeguards for outdoor signage, process for qualifying sponsors. 2/19: WAM passed with amendments	EDT/GVO, WAM
13	HB925 HD2	RELATING TO THE ARTS. Establish a Performing Arts Special Fund to be used for the coordination, planning, promotion, marketing, and execution of performing arts events and to be funded by one per cent of all ticket sales from concerts held at state venues. Effective 7/1/3000. (HD2)	2	Hawaii Convention Center	C	Fees should not create barriers to travel but should provide a positive and competitive business environment [HRS 201B-3(a)(17)]. Concerning for community and cultural organizations that typically utilize state facilities. Recommend amending bill to provide clearer guidance on how fee is implemented regarding entertainment during conventions and other broader events.	CAA, FIN
11	SB891 SD2	RELATING TO ECONOMIC DEVELOPMENT. Establishes a Tourism and Gaming Working Group within the Department of Business, Economic Development, and Tourism. Requires a report to the Legislature. Effective 7/1/2050. (SD2)	1	Gaming	C	Recommended to add HTA to gaming working group Working Group to develop a comprehensive tourism gaming policy framework. SD1 added Native Hawaiian representation and DBEDT to working group, but did not add HTA.	EDT, WAM
15	HB966 HD1	RELATING TO AGRICULTURAL TOURISM. Establishes statewide, uniform standards to promote agricultural tourism activities by establishing requirements applicable to all counties that have adopted an agricultural tourism ordinance. Effective 7/1/3000. (HD1)	2	Ag Tourism	C	Agritourism is a vital tourism niche identified in HRS 201B-3(a)(19)that advances Hawaii towards a regenerative tourism model that supports farmers and communities. Testified the same for HD 1. 2/20: JHA passed with amendments	AGR/TOU, WAL, JHA