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February 19, 2022

TO: Honorable Donovan M. Dela Cruz, Chair  
Senate Committee on Ways and Means

FROM: Alice L. Lee  
Council Chair

DATE: February 19, 2022

SUBJECT: **SUPPORT OF SB 1065, SD2, RELATING TO THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM**

Thank you for the opportunity to testify in **SUPPORT** of this important measure. The purpose of this measure is to update the direction of the Hawai'i Tourism Authority (HTA) in its intent to become a more effective destination management organization through the principles of regenerative tourism.

The Maui County Council has not had the opportunity to take a formal position on this measure. Therefore, I am providing this testimony in my capacity as an individual member of the Maui County Council.

I SUPPORT this measure for the following reasons:

1. The effects of tourism on Hawai'i's economy, environment, and way of life for residents has long been under reflection, and the impact of the pandemic has created an opportunity to rethink and progress Hawai'i's tourism industry.
2. This measure responds to the increasing need for sustainability practices by expanding HTA's objective beyond marketing to ensure that visitor industry activities are in keeping with the social, economic, and physical needs and aspirations of Hawai'i's people and by appropriating money to HTA to carry out the actions in the county destination management action plans.
3. This measure would encourage cooperation and coordination between government and private sectors to maintain and advance well-designed, adequately-serviced projects and developments that are inherently sensitive to neighboring communities and activities.

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4. This measure is consistent with Maui County Council Resolution 21-18, "EXPRESSING SUPPORTING FOR SUSTAINABLE TOURISM, EMPHASIZING QUALITY OVER QUANTITY."

For the foregoing reasons, I **SUPPORT** this measure.

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