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Statement of  
**JOHN DE FRIES**  
Hawai'i Tourism Authority  
before the  
**COMMITTEE ON TOURISM**

Tuesday, February 7, 2023  
10:00 a.m.  
State Capitol Conference Room 423 & Videoconference

In consideration of  
**HOUSE BILL NO. 1240**  
**RELATING TO TRANSPORTATION**

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Aloha Chair Quinlan, Vice Chair Hussey-Burdick, and members of the Committee on Tourism,

The Hawai'i Tourism Authority (HTA) appreciates the opportunity to offer comments on HB1240 which establishes a two-year pilot program for a shuttle to operate between Hale'iwa and Turtle Bay Resort on O'ahu's north shore.

HTA's work in destination management is guided by the community-driven Destination Management Action Plans, generated by HTA in partnership with community steering committees and adopted by our board of directors. Action C of the O'ahu DMAP directs us to "identify sites and implement stewardship plans for key hotspots on O'ahu." The entire North Shore is designated in the plan as a hotspot.

Additionally, O'ahu DMAP Action I directs us to "manage visitors' use of cars as transportation on O'ahu." The shuttle pilot project proposed in HB1240 specifically addresses Subaction I.4, directing us to "look at shuttles from parking areas to sites to alleviate individual cars or parking reservation systems."

We are in support of the intent of this measure, and look forward to further discussion on models of implementation.

Mahalo for the opportunity to provide these comments on HB1240.