



TESTIMONY OF DANIEL NĀHO'OPI'I
INTERIM PRESIDENT & CEO, HAWAII TOURISM AUTHORITY
BEFORE THE HOUSE COMMITTEE ON TOURISM
Tuesday, January 30, 2024 10:00 a.m.
In consideration of
HB 2563
RELATING TO THE HAWAII TOURISM AUTHORITY

Aloha Chair Quinlan, Vice Chair Hussey-Burdick, and Members of the Committee,

The Hawai'i Tourism Authority (HTA) supports this measure, which requires the Hawai'i 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.

In the proposed 201B-A(c), HTA offers the following language for consideration to ensure accessibility to Hawai'i's multi-lingual community as well as visitors from our key source markets:

(c) The mobile application required under subsection (a) shall be accessible to people with disabilities and available in multiple languages, including but not limited to Hawai'i's official state languages, the recommendations of the state's office of language access, and the recommendations of the authority.

We stand ready to work on this exciting initiative. Mahalo for the opportunity to testify in support of this measure.