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David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

Statement of
JOHN DE FRIES
Hawai'i Tourism Authority
before the
**COMMITTEES ON WATER AND LAND and
COMMERCE AND CONSUMER PROTECTION**

January 31, 2023
9:00 a.m.
State Capitol Conference Room 229 & Videoconference

In consideration of
SENATE BILL NO. 67
RELATING TO COMMERCIAL ACTIVITIES ON BEACHES

Aloha Chairs Inouye and Keohokalole, Vice Chairs Elefante and Fukunaga, and members of the Committees on Water and Land and Commerce and Consumer Protection,

We appreciate the opportunity to provide testimony in **support** of SB67, which prohibits any commercial vendor from presetting commercial beach equipment on any public beach under the jurisdiction of the Department of Land and Natural Resources.

The Hawai'i Tourism Authority's Destination Management Action Plans, also known as DMAPs, were developed in collaboration with Hawai'i's communities. Contained within the six plans are hundreds of actions and sub-actions identified by kama'āina, many of which speak to the need to strike a balance between the visitor industry and our residents.

SB67 addresses the balance between our residents' ability to freely utilize our beaches and the visitor industry's desire to provide amenities to their guests. Our beaches are a shared resource that should be shared in a way that affords residents the opportunity to utilize these resources without having to compete against preset and unutilized beach amenities.

In supporting this measure, we would also like to recognize those businesses in the visitor industry who comply with existing regulations in the spirit of preserving public access to our beaches.

We appreciate the opportunity to offer these comments in **support** of SB67. Mahalo.