



TESTIMONY OF DANIEL NĀHO'OPI'I  
INTERIM PRESIDENT & CEO, HAWAII TOURISM AUTHORITY  
BEFORE THE SENATE COMMITTEE ON COMMERCE AND CONSUMER PROTECTION  
Friday, February 2, 2024 9:30 a.m.  
In consideration of  
**SB 2239**  
**RELATING TO CONSUMER PROTECTION**

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee,

The Hawai'i Tourism Authority (HTA) offers the following comments for consideration on this measure which prohibits advertising, displaying, or offering a price for a transient accommodation that does not include all taxes and fees imposed by a government entity at the time of purchase.

In the most recently available Visitor Satisfaction and Activity survey – fielded in the third quarter of 2023 – visitors who said they are unlikely to return to Hawai'i identified cost and value as some of their top reasons. We generally believe that transparency is important in this area.

We stand ready to assist with outreach to the visitor industry should this measure be enacted.

Mahalo for the opportunity to offer these comments on this measure.