RELATING TO THE HAWAII TOURISM AUTHORITY.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

SECTION 1. The legislature finds that Hawaii is an attractive tourist destination for many reasons. Two factors that differentiate the Hawaii experience from many other destinations are Hawaii's pristine environment and precious coral reefs. In 2018, Hawaii became the first jurisdiction in the world to enact legislation to prohibit the sale or distribution in the State of sunscreens containing the reef-harming chemicals of oxybenzone and octinoxate; the prohibition is scheduled to take effect on January 1, 2021.

The purpose of this Act is to require the Hawaii tourism authority to highlight Hawaii's efforts to protect the environment, marine life conservation districts, and coral reefs and provide guidance on the dangers of sunscreen pollution, especially products that contain oxybenzone and octinoxate, and how tourists can help protect Hawaii's pristine environment, marine life conservation districts, and coral reefs.
SECTION 2. Section 201B-7, Hawaii Revised Statutes, is amended by amending subsection (b) to read as follows:

"(b) The authority shall be responsible for:

(1) Creating a vision and developing a long-range strategic plan for tourism in Hawaii;

(2) Promoting, marketing, and developing the tourism industry in the State;

(3) Arranging for the conduct of research through contractual services with the University of Hawaii or any agency or other qualified persons concerning social, economic, and environmental aspects of tourism development in the State;

(4) Providing technical or other assistance to agencies and private industry upon request;

(5) Perpetuating the uniqueness of the native Hawaiian culture and community, and their importance to the quality of the visitor experience, by ensuring that:

(A) The Hawaiian culture is accurately portrayed by Hawaii's visitor industry;

(B) Hawaiian language is supported and normalized as both an official language of the State as well as
the foundation of the host culture that draws
visitors to Hawaii;

(C) Hawaiian cultural practitioners and cultural
sites that give value to Hawaii's heritage are
supported, nurtured, and engaged in sustaining
the visitor industry; and

(D) A native Hawaiian cultural education and training
program is provided for the visitor industry
workforce having direct contact with visitors;

[and]

(6) Reviewing annually the expenditure of public funds by
any visitor industry organization that contracts with
the authority to perform tourism promotion, marketing,
and development and making recommendations necessary
to ensure the effective use of the funds for the
development of tourism[-]; and

(7) Promoting Hawaii as a destination that protects the
environment, coral reefs, and marine life conservation
districts and providing guidance on the dangers of
sunscreen pollution to coral reefs, especially
products that contain oxybenzone and octinoxate, and
how tourists can help protect Hawaii's pristine
environment, marine life conservation districts, and
coral reefs."

SECTION 3. There is appropriated out of the general
revenues of the State of Hawaii the sum of $1,000,000 or so much
thereof as may be necessary for fiscal year 2019-2020 for the
Hawaii tourism authority to promote Hawaii as a tourist
destination that protects its pristine environment, coral reefs,
and marine life conservation districts and provide guidance on
the dangers of sunscreens that contain oxybenzone or octinoxate
and how tourists can help protect Hawaii's environment.

The sum appropriated shall be expended by the Hawaii
tourism authority for the purposes of this Act.

SECTION 4. Statutory material to be repealed is bracketed
and stricken. New statutory material is underscored.

SECTION 5. This Act shall take effect on July 1, 2019.
Report Title:
Environment; Harmful Sunscreens; Hawaii Tourism Authority; Appropriation

Description:
Requires and appropriates funds for the Hawaii tourism authority to promote Hawaii's efforts to protect the environment, marine life conservation districts, and coral reefs and provide guidance on the dangers of sunscreens that contain oxybenzone and octinoxate and how tourists can help protect Hawaii's environment.

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