

**LATE**



*Maui Hotel & Lodging*  
ASSOCIATION

Testimony of  
**Lisa H. Paulson**  
Executive Director  
Maui Hotel & Lodging Association  
on  
**HB444 HD3**  
**Relating to Beach Protection**

COMMITTEE ON TOURISM AND INTERNATIONAL AFFAIRS  
COMMITTEE ON WATER AND LAND  
**Monday, March 23, 2015, 2:15pm**  
**Conference Room 225**

Dear Chairs Kahele and Thielen; Vice Chairs English and Galuteria; and Members of the Committee,

The Maui Hotel & Lodging Association (MHLA) is the legislative arm of the visitor industry. Our membership includes over 150 property and allied business members in Maui County – all of whom have an interest in the visitor industry. Collectively, MHLA's membership employs over 20,000 local residents and represents over 19,000 rooms. The visitor industry is the economic driver for Maui County. We are the largest employer of residents on the Island - directly employing approximately 40% of all residents (indirectly, the percentage increases to 75%).

MHLA **supports** HB444 HD3 which expands the scope of the Department of Land and Natural Resources' Beach Restoration Plans and Beach Restoration Special Fund to include beach conservation. Allocates funds from the Transient Accommodations Tax for beach restoration and conservation.

This Bill is critical to the restoration, conservation and protection of one of our State's most important assets, our beaches. With the constant issue of beach erosion present on our State's shores it is important that we not only look at restoration solutions but also a plan for conservation by effectively slowing the degradation of our beaches. Hawaii's beaches are naturally beautiful, provide recreational opportunities for visitors and residents alike, and provide storm wave protection for inland resources and structures.

For these reasons we urge you to **support** HB 444 HD 3.

Thank you for the opportunity to testify.