



**DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM**
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Statement of
JAMES KUNANE TOKIOKA
Director
Department of Business, Economic Development, and Tourism
before the
BOARD OF LAND AND NATURAL RESOURCES

Friday, May 24, 2024
DLNR Boardroom, Kalanimoku Bldg.

In consideration of
Item M-2
**Issuance of a Revocable Permit for a Marketing and Visitor Information Counter, Hilton
Grand Vacations Company, LLC, Daniel K. Inouye International Airport.**

Chairperson Chang and members of the Board.

The Department of Business, Economic Development and Tourism (DBEDT) strongly supports the issuance of a revocable permit for a marketing and visitor information counter at the Daniel K. Inouye International Airport.

The collection of visitor data is critical to the analyses necessary for campaigns, industry cooperative program evaluation, and the overall visitor experience for the Japanese visitor market. The visitor information counter will also allow for vital messaging from the state and counties to be disseminated, including safety information and community and cultural events.

As the department that oversees the tourism initiatives for the state as well as the research and economic analysis division that benefits both the public and private sectors, this visitor data is crucial for government agencies to plan, businesses to understand the needs of visitors, and economic forecasting. Ensuring a robust Japanese visitor market is also in alignment with Governor Green's priorities and the overall need to diversify and maintain Hawai'i's source markets.

Mahalo for the opportunity to support this initiative.