



The Senate

STATECAPITOL
HONOLULU, HAWAII 'I 96813

October 28, 2020

Mr. John De Fries, CEO
Hawaii Tourism Authority
1801 Kalakaua Avenue
Honolulu, HI, 96815

Dear Mr. De Fries:

RE: Messaging to Visitors

As I am sure you are aware, there are numerous anecdotal reports throughout the state of visitors failing to comply with the various county mask mandates and other public health policies instituted throughout the state. Whether there is any truth to these reports or not, this committee is interested in seeing what efforts are being made to inform the growing number of visitors of the numerous state and county orders prior, and immediately following, their arrival in the state.

We have pursued similar messaging efforts previously through the Hawaii Tourism Authority (HTA), so we are aware of some of the challenges you continue to face in mandating messaging through the many airlines, hotels, and travel agencies. With that in mind, this committee is interested to know what strategies, if any, you have utilized to account for those challenges, and if there are ways in which our committee, and the larger legislature, can assist your efforts.

We are aware of the HTA's campaign to educate visitors, but it is unclear to what degree the resources produced by the HTA will be utilized by the groups mentioned above. Additionally, we have some concerns that videos produced portray our various county mask mandates as a suggestion, rather than a policy enforceable by law.

We understand that the variances in county mask mandates undoubtedly add to the challenge of messaging the policies to the public and visitors of our state. Still, we remain committed to ensuring that the state and counties institute sound public health policies and that those policies are understood and followed by all that enjoy our public spaces.

For this reason, we ask that you provide additional documentation of your efforts thus far in messaging these policies to visitors and provide any information you may have on future messaging efforts that you are considering at this time. The committee requests that you provide the requested information by **10:00 AM, Friday, October 30, 2020**. Please email your response to all Senate Special Committee COVID-19 members. Should you have any questions, please contact Duncan Osorio at 586-6800 or via email at d.osorio@capitol.hawaii.gov.

Sincerely,

Senator Donovan M. Dela Cruz
Senator Michelle N. Kidani
Senator Sharon Moriwaki

Senator Jarrett Keohokalole
Senator Donna Mercado Kim
Senator Kurt Fevella

Cc: Senate President