

An aerial photograph of a vast, lush green mountain valley. A river winds through the center of the valley, surrounded by dense tropical forest. The mountains rise steeply on either side, their ridges and gullies covered in vibrant green vegetation. The sky is a clear, pale blue, and the overall scene conveys a sense of natural beauty and environmental stewardship.

The Green Fee in Focus

2025 Hawai'i Tourism Conference
September 22, 2025

Panelists



Jeff Mikulina

Climate Hawai'i



Dawn Chang

Board of Land and Natural
Resources



Jeff Wagoner

Outrigger
Hospitality Group

Today's Agenda



Act 96: The Green Fee

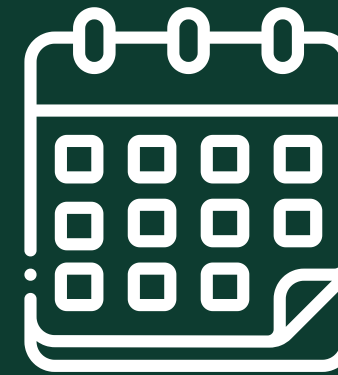
The Green Fee was established by Act 96, signed into law May 27, 2025.

Purpose: Ensure Hawai'i's environment, resilience, and visitor experience are strengthened through new dedicated funding.



0.75% Increase

- Added to the Transient Accommodations Tax (TAT) to become 11%



When Does the Tax Start?

- Effective January 1, 2026



Who Pays?

- People staying in hotels, vacation rentals, and cruise ships



~ \$100 Million Per Year

- To invest in 'āina, resilience, and community benefit

Act 96 Funding Priorities

A group of people are wading in shallow water, cleaning up a beach. They are surrounded by a large pile of driftwood and debris. The sky is blue with white clouds.

Environmental
Stewardship

An aerial view of a coastal town. In the foreground, there is a sandy beach and the ocean. Behind the beach, there are several houses and a parking lot. In the background, there is a large, flat, brown area that appears to be a dry lake bed or a field.

Hazard
Mitigation &
Infrastructure
Resilience

A waterfall cascading down a rocky cliff. The surrounding area is lush with green trees and vegetation. The water is white and frothy as it falls.

Visitor
Experience

Green Fee Advisory Council

Established by Governor Josh Green, the Green Fee Advisory Council will provide **guidance & recommendations on how to appropriate Green Fee funds** in ways that bolster environmental conservation, disaster resilience, and sustainable tourism in Hawai'i.

- Group of 10 volunteer members
- Building on the work for the Hawai'i Climate Advisory Team (CAT) and community advocates
- Guided by principles of fairness, equity, balance



Green Fee Advisory Council



Jeff Mikulina (Chair)

Climate Hawai'i



Eric Co

Castle Foundation



Lea Hong

Trust for Public Land



Dennis Hwang

University of Hawai'i



Janice Ikeda

Vibrant Hawai'i

Green Fee Advisory Council



Michelle Ka'uhane

Hawai'i Community
Foundation



Jack Kittinger, Ph.D

Conservational
International



Keoni Kuoha

Maui nonprofit leader



Carmela Resuma

Kilohana, Hawaiian Council



Jeff Wagoner

Outrigger
Hospitality Group

An aerial photograph of a vast, lush green mountain valley. The terrain is characterized by deep, winding ridges and valleys, all covered in dense, vibrant green forest. A narrow, dark river or stream winds its way through the lower part of the valley, reflecting the surrounding greenery. The lighting suggests a bright day, with the sun casting soft shadows that emphasize the topography of the landscape. The overall mood is serene and majestic.

Questions?

Stay Involved



Sign up for email newsletters from the Green Fee Advisory Council

Coming soon: Green Fee Advisory Council website

