

EXECUTIVE CHAMBERS  
HONOLULU

BENJAMIN J. CAYETANO  
GOVERNOR

GOV. MSG. NO. 57

November 13, 2002

The Honorable Robert Bunda, President  
and Members of the Senate  
Twenty-First State Legislature  
Hawaii State Capitol, Room 003  
Honolulu, Hawaii 96813

Dear Mr. President and Members of the Senate:

In accordance with Act 002, Session Laws of Hawaii 2001, Third Special Session, I am transmitting herewith two (2) copies of the Hawaii Tourism Response and Recovery Program Final Report on the implementation of an integrated marketing plan to market and promote the State of Hawaii as a visitor destination, in response to the changed market conditions resulting from the terrorist attacks of September 11, 2001.

Please note that an interim report on the progress of this plan had been submitted to the Legislature prior to March 1, 2002.

In addition, pursuant to Act 231, SLH 2001, I would like to inform you that the report may be viewed electronically at [www.hawaii.gov/tourism/rc.html](http://www.hawaii.gov/tourism/rc.html).

With warmest personal regards,

Aloha,

  
BENJAMIN J. CAYETANO

Enclosure