

JAN 17 2014

S.B. NO. 2674

A BILL FOR AN ACT

RELATING TO THE HAWAII TOURISM AUTHORITY.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The legislature finds that several concerns
2 were raised by the state auditor in a report titled "Audit of
3 Major Contracts and Agreements of the Hawaii Tourism Authority",
4 released in December 2013.

5 The legislature further finds that while the Hawaii tourism
6 authority has taken steps to address previously identified
7 planning and performance monitoring deficiencies, more progress
8 is needed to ensure transparency and accountability of tourism
9 marketing efforts targeted at a visitor industry that generates
10 \$14,400,000,000 in economic activity yearly and represents
11 twenty per cent of the State of Hawaii's economy.

12 In the report, the auditor noted that the tourism marketing
13 plan of the Hawaii tourism authority is dispersed and unwieldy,
14 falling short of statutory requirements that the development,
15 marketing, and research of the tourism industry in Hawaii be
16 coordinated in a manner consistent with the needs of the State.

17 The Hawaii tourism authority's current tourism marketing plan is
18 nearly six hundred pages spread across more than a dozen



1 documents. As such, the auditor recommended that the Hawaii
2 tourism authority be required to develop a tourism marketing
3 plan that is contained in a single, comprehensive document.

4 The auditor also recommended that the legislature require
5 the Hawaii tourism authority to report on the progress of its
6 tourism marketing plan in achieving its strategic plan goals in
7 the Hawaii tourism authority's annual report. This annual
8 reporting requirement would allow the legislature and governor
9 to monitor the effectiveness of the tourism marketing plan.

10 The purpose of this Act is to require the Hawaii tourism
11 authority to:

12 (1) Develop a tourism marketing plan that is contained in
13 a single, comprehensive document; and

14 (2) Report on the progress of its tourism marketing plan
15 in achieving its strategic goals in the Hawaii tourism
16 authority's annual report.

17 SECTION 2. Section 201B-6, Hawaii Revised Statutes, is
18 amended by amending subsection (a) to read as follows:

19 "(a) The authority shall be responsible for developing a
20 tourism marketing plan. The plan shall be a single,
21 comprehensive document that shall be updated every year and
22 [~~includes~~] shall include the following:



- (1) Statewide promotional efforts and programs;
- (2) Targeted markets;
- (3) Efforts to enter into brand marketing projects that make effective use of cooperative advertising programs;
- (4) Program performance goals and targets that can be monitored as market gauges and used as attributes to evaluate the authority's promotional programs; and
- (5) Coordination of marketing plans of all destination marketing organizations receiving state funding prior to finalization of the authority's marketing plan."

SECTION 3. Section 201B-16, Hawaii Revised Statutes, is amended to read as follows:

"[+]§201B-16[+] Annual report. The authority shall submit a complete and detailed report of its activities, expenditures, and results, including the progress of its tourism marketing plan towards achieving the authority's strategic plan goals, to the governor and the legislature at least twenty days prior to the convening of each regular session of the legislature."

SECTION 4. Statutory material to be repealed is bracketed and stricken. New statutory material is underscored.



S.B. NO. 2674

1 SECTION 5. This Act shall take effect upon its approval.

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INTRODUCED BY:

William R. ...

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S.B. NO. 2674

Report Title:

Hawaii Tourism Authority; Tourism Marketing Plan; Annual Report

Description:

Requires the Hawaii tourism authority's marketing plan to be a single, comprehensive document. Requires the Hawaii tourism authority to submit a complete and detailed report of the progress of its marketing plan toward achieving the authority's strategic plan goals as part of its annual report to the governor and legislature.

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