



Hawai'i Convention Center
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David Y. Ige
Governor

Chris Tatum
President and Chief Executive Officer

Statement of
CHRIS TATUM

Hawai'i Tourism Authority
before the
HOUSE COMMITTEE ON FINANCE

Wednesday, April 3, 2019
2:00 PM
State Capitol, Conference Room #308

In consideration of
SENATE BILL NO 992 SD1 HD2
RELATING TO TOURISM.

Chair Luke, Vice Chair Cullen, and members of the House Committee on Finance: The Hawai'i Tourism Authority (HTA) **supports** Senate Bill 992 SD1 HD2, which separates the management contract for the Hawai'i Convention Center from the contract for marketing for all uses of the facility.

Under the current law, the management contract for the Hawai'i Convention Center is required to include the marketing of the facility. By allowing the management contract to be separate from the marketing contract, SB992 SD1 HD2 will provide HTA with the ability to centralize the sales effort for all meetings, conventions and incentives (MCI) business, which is mostly driven by consistent customer requests, to a single point of contact. In addition, centralizing the sales effort will enable efficiencies in staffing, marketing, travel and sales technology as well as leverage existing destination branding and messaging for the MCI market.

It is for these reasons that the HTA **supports** SB992 SD1 HD2. We appreciate this opportunity to provide testimony.