
A BILL FOR AN ACT

RELATING TO TOURISM RESEARCH AND STATISTICS.

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

1 SECTION 1. Section 201-3, Hawaii Revised Statutes, is
2 amended to read as follows:

3 "**§201-3 Specific research and promotional functions of the**
4 **department.** Without prejudice to its general functions and
5 duties the department of business, economic development, and
6 tourism shall have specific functions in the following areas:

7 (1) Industrial development. The department shall
8 determine through technical and economic surveys the
9 profit potential of new or expanded industrial
10 undertakings; develop through research projects and
11 other means new and improved industrial products and
12 processes; promote studies and surveys to determine
13 consumer preference as to design and quality and to
14 determine the best methods of packaging, transporting,
15 and marketing the [~~State's~~] state's industrial
16 products; disseminate information to assist the
17 present industries of the [~~State,~~] state, to attract
18 new industries to the [~~State,~~] state, and to encourage



1 capital investment in present and new industries in
2 the [~~State,~~] state; assist associations of producers
3 and distributors of industrial products to introduce
4 such products to consumers; and make such grants or
5 contracts as may be necessary or advisable to
6 accomplish the foregoing;

7 (2) Land development. The department shall encourage the
8 most productive use of all land in the [~~State~~] state
9 in accordance with a general plan developed by the
10 department; encourage the improvement of land tenure
11 practices on leased private lands; promote an
12 informational program directed to landowners,
13 producers of agricultural and industrial commodities,
14 and the general public regarding the most efficient
15 and most productive use of the lands in the [~~State,~~]
16 state; and make such grants or contracts as may be
17 necessary or advisable to accomplish the foregoing;

18 (3) Credit development. The department shall conduct a
19 continuing study of agricultural and industrial credit
20 needs; encourage the development of additional private
21 and public credit sources for agricultural and
22 industrial enterprises; promote an informational



1 program to acquaint financial institutions with
2 agricultural and industrial credit needs and the
3 potential for agricultural and industrial expansion,
4 and inform producers of agricultural and industrial
5 products as to the manner in which to qualify for
6 loans; and make such grants or contracts as may be
7 necessary or advisable to accomplish the foregoing;

8 (4) Promotion. The department shall disseminate
9 information developed for or by the department
10 pertaining to economic development to assist present
11 industry in the [~~State~~] state, attract new industry
12 and investments to the [~~State~~] state, and assist new
13 and emerging industry with good growth potential or
14 prospects in jobs, exports, and new products. The
15 industrial and economic promotional activities of the
16 department may include the use of literature,
17 advertising, demonstrations, displays, market testing,
18 lectures, travel, motion picture and slide films, and
19 such other promotional and publicity devices as may be
20 appropriate; and



1 (5) Tourism research and statistics. The department shall
2 maintain a program of research and statistics for the
3 purpose of:

4 (A) Measuring and analyzing tourism trends;

5 (B) Providing information and research to assist in
6 the development and implementation of state
7 tourism policy;

8 (C) Encouraging and arranging for the conduct of
9 tourism research and information development
10 through voluntary means or through contractual
11 services with qualified agencies, firms, or
12 persons; and

13 (D) Providing tourism information to policy makers,
14 the public, and the visitor [~~industry. This~~
15 ~~includes:~~] industry, including:

16 (i) Collecting and publishing visitor-related
17 data including visitor arrivals, visitor
18 characteristics and expenditures;

19 (ii) Collecting and publishing hotel-related
20 statistics including the number of units
21 available, occupancy rates, and room rates;



- 1 (iii) Collecting and publishing airline-related
2 data including seat capacity and number of
3 flights;
- 4 (iv) Collecting information and conducting
5 analyses of the economic, social, and
6 physical impacts of tourism on the [~~State;~~
7 state;
- 8 (v) Conducting periodic studies of the impact of
9 ongoing marketing programs of the Hawaii
10 tourism authority on Hawaii's tourism
11 industry, employment in Hawaii, state taxes,
12 and the [~~State's~~] state's lesser known and
13 underutilized destinations; and
- 14 (vi) [~~Cooperate~~] Cooperating with the Hawaii
15 tourism authority and [~~provide~~] providing it
16 with the above information in a timely
17 manner[~~-~~];
- 18 provided that the funding for tourism research and
19 statistics shall be as provided in section 201B-
20 11(c).

21 The department shall be the central agency to coordinate
22 film permit activities in the State."



1 SECTION 2. Section 201B-11, Hawaii Revised Statutes, is
2 amended by amending subsection (c) to read as follows:

3 "(c) Moneys in the tourism special fund shall be used by
4 the authority for the purposes of this chapter; provided that:

5 (1) Not more than five per cent of this amount shall be
6 used for administrative expenses, including \$15,000
7 for a protocol fund to be expended at the discretion
8 of the executive director; ~~and~~

9 (2) At least \$1,000,000 shall be made available to support
10 efforts to manage, improve, and protect Hawaii's
11 natural environment and areas frequented by
12 visitors~~[-]~~; and

13 (3) Funds in the tourism special fund shall be transferred
14 to the department of business, economic development,
15 and tourism to fund tourism research and statistics
16 under section 201-3(5); provided that the funding
17 under this paragraph shall:

18 (A) Be in accordance with a master plan and budget
19 developed by the department of business, economic
20 development, and tourism, in coordination with
21 the authority; and



1 (B) Not be considered expenditures from the tourism
2 special fund."

3 SECTION 3. Statutory material to be repealed is bracketed
4 and stricken. New statutory material is underscored.

5 SECTION 4. This Act shall take effect upon its approval;
6 provided that the amendments made to section 201B-11(c), Hawaii
7 Revised Statutes, shall not be repealed when section 201B-11,
8 Hawaii Revised Statutes, is reenacted on June 30, 2007, pursuant
9 to section 50 of Act 22, Session Laws of Hawaii 2005.

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INTRODUCED BY:

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HB2668

Report Title:

Tourism Research and Statistics

Description:

Specifies that moneys for tourism research and statistics shall be transferred from the tourism special fund to the Department of Business, Economic Development, and Tourism in accordance with a master plan and budget developed in coordination with the Hawaii Tourism Authority.

