

STAND. COM. REP. NO. 123

Honolulu, Hawaii

Feb 7, 2007

RE: H.B. No. 991

H.D. 1

Honorable Calvin K.Y. Say
Speaker, House of Representatives
Twenty-Fourth State Legislature
Regular Session of 2007
State of Hawaii

Sir:

Your Committee on Tourism & Culture, to which was referred
H.B. No. 991 entitled:

"A BILL FOR AN ACT RELATING TO TOURISM,"

begs leave to report as follows:

The purpose of this bill is to enhance local tourism-related
marketing efforts by:

- (1) Requiring the Hawaii Tourism Authority (HTA) to set
aside ten percent of its annual marketing budget to
conduct marketing campaigns locally;
- (2) Allowing HTA to promote its interest and positions and
projects within the State; and
- (3) Providing that HTA may enter into contracts and
agreements that include product and workforce
development and diversification issues focused on
visitors.

HTA opposed this bill. The Department of Business, Economic
Development, and Tourism and the Hawaii Hotel & Lodging
Association offered comments.

Your Committee has amended this bill by:


HB991 HD1 HSCR TAC HMS 2007-1701



- (1) Changing the percentage of HTA's annual marketing budget to be set aside for local marketing campaigns to an unspecified amount to encourage further discussion;
- (2) Changing the bill's effective date to July 1, 2025, to encourage further discussion;
- (3) Clarifying that HTA is authorized to promote the tourism industry's interest and positions and projects within the state, instead of its own; and
- (4) Making technical, nonsubstantive amendments for style, clarity, and consistency.

As affirmed by the record of votes of the members of your Committee on Tourism & Culture that is attached to this report, your Committee is in accord with the intent and purpose of H.B. No. 991, as amended herein, and recommends that it pass Second Reading in the form attached hereto as H.B. No. 991, H.D. 1, and be referred to the Committee on Finance.

Respectfully submitted on
behalf of the members of the
Committee on Tourism & Culture,



RYAN I. YAMANE, Chair



