



Hawaii Tourism Authority

Hawaii Convention Center, 1801 Kalakaua Avenue, Honolulu, Hawaii 96815
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Testimony of
Rex Johnson
President and Chief Executive Officer
Hawaii Tourism Authority
on
H.C.R. 213 and H.R. 181
Requesting the Hawai'i Tourism Authority to Negotiate a Contract
Extension with the National Football League to Keep the
Pro Bowl in Honolulu

House Committee on Tourism and Culture
Monday, March 31, 2008
9:30 a.m.
Conference Room 325

The Hawai'i Tourism Authority (HTA) strongly opposes H.C.R. 213 and H.R. 181, which requests the Hawai'i Tourism Authority to negotiate with the National Football League (NFL) the extension of the contract to hold the annual Pro Bowl in Hawai'i.

Negotiation is the process of submission and consideration of offers until an acceptable offer is made and accepted. The HTA is engaged in on-going negotiations with the NFL on the Pro Bowl. The adoption of resolutions such as these will weaken the HTA's negotiating position.

Further, the figures in the fourth WHEREAS should be corrected. The Pro Bowl does not bring "hundreds of millions of dollars" in revenue each year. The 2008 Pro Bowl, in February, brought in 24,761 visitors, who accounted for \$28 million in spending and generated \$2.5 million in state taxes.

Because the HTA is already in negotiation with the NFL on the Pro Bowl, these resolutions are not necessary, and we request that they be held.

Thank you for the opportunity to provide these comments.

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Hearing Notice
Monday, March 31, 2008
9:30AM
State Capitol Conference Room 325

House Committee on Tourism & Culture
Representative Ryan Yamane, *Chair*

RE: Testimony supporting HCR 213 & HIR 181 (Requesting The Hawaii Tourism Authority To Negotiate A Contract Extension With The National Football League To Keep The Pro Bowl In Honolulu)

Aloha Chair Yamane & Committee Members,

I strongly supporting HCR 213 & HIR 181. This is one of the most important events that contributes to our economy. Also since we are an *island state* it give us an opportunity to meet the players and likewise brings the pro bowl football players who are unfamiliar or never came to Hawaii. Additionally the broadcast coverage by such entities like *ESPN Sports* is great for Hawaii. **We deserve to keep the NFL Pro Bowl here in Honolulu, Hawaii. Mahalo nui loa.**

Thomas T Shirai Jr