

Honolulu, Hawaii

FEB 13 2009

RE: S.B. No. 264

Honorable Colleen Hanabusa
President of the Senate
Twenty-Fifth State Legislature
Regular Session of 2009
State of Hawaii

Madam:

Your Committee on Tourism, to which was referred S.B. No. 264
entitled:

"A BILL FOR AN ACT RELATING TO TOURISM,"

begs leave to report as follows:

The purpose of this measure is to clarify the duties of the
Hawaii Tourism Authority (Authority) regarding the development of
measures of effectiveness in assessing its marketing plan.

The measure attempts to accomplish this purpose by amending
language in the existing statute to specify that the Authority
shall develop measures of effectiveness to assess its marketing
plan, as opposed to language that only requires the Authority to
be responsible for developing measures of effectiveness to assess
its marketing plan.

Your Committee received testimony in support of the intent of
this measure from the Department of Business, Economic
Development, and Tourism. The Authority submitted testimony in
support of the measure with suggested amendments.

Your Committee finds that this measure will help address
concerns raised in the State Auditor's report that was released on
January 14, 2009, regarding the Authority and its long-term
strategy for addressing tourism in Hawaii.

Your Committee finds that this measure will clarify the
duties of the Authority regarding the development of measures of
effectiveness in assessing its marketing plan.



Your Committee further finds that the Authority has recommended that the measure be amended to further require that the measures of effectiveness shall assess and document the effectiveness of the Authority's marketing plan in:

- (1) Creating the intention to travel to Hawaii;
- (2) Establishing positive impressions of the Hawaii brand relative to its competitors; and
- (3) Measuring the specific marketing attributes of Hawaii in major market areas.

Your Committee finds that the recommendations offered by the Authority have merit and the possible inclusion of these recommendations should be discussed as the measure progresses through the legislative process.

As affirmed by the record of votes of the members of your Committee on Tourism that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 264 and recommends that it pass Second Reading and be placed on the calendar for Third Reading.

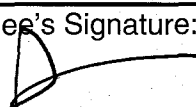
Respectfully submitted on
behalf of the members of the
Committee on Tourism,


CLARENCE K. NISHIHARA, Chair



The Senate
 Twenty-Fifth Legislature
 State of Hawaii

Record of Votes
Committee on Tourism
TSM

Bill / Resolution No.:*	Committee Referral:	Date:		
SB 264	TSM	2/5/09		
<input type="checkbox"/> The committee is reconsidering its previous decision on this measure. If so, then the previous decision was to: _____				
The Recommendation is:				
<input checked="" type="checkbox"/> Pass, unamended 2312 <input type="checkbox"/> Pass, with amendments 2311 <input type="checkbox"/> Hold 2310 <input type="checkbox"/> Recommit 2313				
Members	Aye	Aye (WR)	Nay	Excused
NISHIHARA, Clarence K. (C)	✓			
GALUTERIA, Brickwood (VC)	✓			
KIDANI, Michelle N.	✓			
TSUTSUI, Shan S.				✓
SLOM, Sam	✓			
TOTAL	4			1
Recommendation:				
<input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted				
Chair's or Designee's Signature:				
				
Distribution:				
Original File with Committee Report	Yellow Clerk's Office	Pink Drafting Agency	Goldenrod Committee File Copy	

*Only one measure per Record of Votes