

LATE TESTIMONY

HOUSE OF REPRESENTATIVES  
25<sup>th</sup> LEGISLATURE  
REGULAR SESSION of 2009

COMMITTEE ON TOURISM, CULTURE & INTERNATIONAL AFFAIRS  
Representative Joey Manahan, Chair

2/09/09  
8:30 AM

HB 1763  
Relating to Hawaii Tourism Authority (HTA)

Chair Manahan and members of this Committee, my name is Max Sword, here on behalf of Outrigger Hotels, to speak in opposition to this bill.

In the past the tourism-marketing was under the direction of the Department of Business, Economic Development & Tourism (DBEDT). Because DBEDT was a government agency and had to work under a process that is required of a State department, it was very cumbersome. That arrangement did not allow for one of the important pillars in worldwide marketing, flexibility to adjust to change.

This bill would return tourism marketing back to the "dark ages" of inflexible marketing efforts, which is why the HTA was formed in the first place. This is a step backwards, not forward.

We urge that you hold this bill.

Mahalo for allowing me to testify.

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