

LATE TESTIMONY

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

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

2/02/09  
8:30 AM – Room 312

HB 682  
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 oppose this bill.

This bill would hinder the marketing efforts of HTA, by not allowing it to enter into long-term commitments and do long-term planning.

As in my previous testimony, one of the pillars of good world-wide marketing is the ability to plan long term. This bill does not allow that.

We urge that you hold this bill and mahalo for allowing me to testify.

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