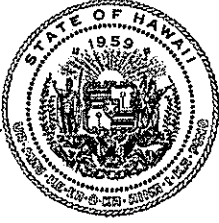


## **SB 264 – Relating to Tourism**

**Makes technical amendment to tourism law regarding development of measures of effectiveness.**



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## TOURISM LIAISON

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Statement of  
**MARSHA WIENERT**  
**Tourism Liaison**  
Department of Business, Economic Development & Tourism  
before the  
**SENATE COMMITTEE ON TOURISM**  
Tuesday, February 3, 2009  
2:45 p.m.  
State Capitol, Conference Room 229

in consideration of  
**SB 264**  
**RELATING TO TOURISM.**

Chair Nishihara, Vice Chair Galuteria and Members of the Senate Committee on Tourism.

The Department of Business, Economic Development and Tourism supports the intent of SB 264, which amends Section 201B-6 (b), Hawaii Revised Statutes, by stating that the tourism authority shall *develop* measures, rather than *be responsible for developing* measures of effectiveness to assess the overall benefits and effectiveness of the marketing plan.

Currently, the authority has several measurement programs in place: 1) the TNS study, 2) the visitor arrival and expenditure studies and 3) the visitor satisfaction study. All of these measurements are valid, effective, and very important and should be continued. Although the authority and its marketing contractors do not have the ability to “close the sale” (nor should they), this issue should continue to be discussed in order to better understand what measurements could be developed to meet the intent of SB 264.

Thank you for the opportunity to provide comments on SB 264.



LINDA LINGLE  
Governor

LLOYD I. UNEBASAMI  
Interim President and  
Chief Executive Officer

# Hawai'i Tourism Authority

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Testimony of  
**Lloyd Unebasami**  
Interim President and Chief Executive Officer  
Hawai'i Tourism Authority  
on  
**S.B. 264**  
**Relating to Tourism**

Senate Committee on Tourism  
Tuesday, February 3, 2009  
2:45 p.m.  
Conference Room 229

The Hawaii Tourism Authority (HTA) supports the intent of S.B. 264 which directs the HTA to develop measures of effectiveness to assess the overall benefits and effectiveness of its marketing plan and document the benefits to the tourism industry, employment, state taxes, and underutilized destinations.

HTA's role is to promote tourism by creating an awareness of the Hawai'i brand, rather than the direct sale and purchase of travel products such as hotel rooms and visitor attractions, over which HTA has not control. Therefore, HTA's measures of effectiveness focus on determining the success of its marketing contractors in developing an awareness of the Hawai'i brand and not actual bookings. While HTA does monitor market performance indicators such as visitor spending, visitor arrivals, and visitor satisfaction, these are measures that are affected by factors outside the influence of HTA's marketing programs.

As a result, HTA contracts with TNS, a leading international research company, to develop and implement a system to track the impact and effectiveness of its marketing programs in three major marketing areas – U.S. East, U.S. West and Japan. This includes intention to travel, the positive impression of the Hawai'i brand relative to its competitors, and measures of specific marketing attributes of Hawai'i in those major marketing areas.

We recommend that the bill be amended to have the measures of effectiveness assess and document the effectiveness of HTA's marketing plan:

- In creating the intention to travel to Hawai'i;
- In establishing positive impressions of the Hawai'i brand relative to its competitors; and
- Measuring the specific marketing attributes of Hawai'i in major market areas.

With the proposed amendments, we support S.B. 264.

Thank you for the opportunity to testify on this measure.