



DEPT. COMM. NO. 7

LINDA LINGLE  
Governor

MIKE MCCARTNEY  
President and  
Chief Executive Officer

## Hawai'i Tourism Authority

Hawai'i Convention Center, 1801 Kalākaua Avenue, Honolulu, Hawai'i 96815  
Website: [www.hawaitourismauthority.org](http://www.hawaitourismauthority.org)

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September 30, 2009

The Honorable Colleen Hanabusa  
President of the Senate  
Twenty-Fifth State Legislature  
State Capitol, Room 409  
Honolulu, Hawai'i 96813

Dear President Hanabusa: *Colleen*

On behalf of the Hawai'i Tourism Authority (HTA), I would like to share with you and members of the Senate, information on our latest efforts in marketing and promoting the State of Hawai'i as a visitor destination. Beginning tomorrow, October 1, the 150<sup>th</sup> Annual Session of the American Dental Association (ADA) will be held at the Hawai'i Convention Center through October 4, 2009. The 4-day event is one of this year's major conventions for the Hawai'i Convention Center. Enclosed is a fact sheet to provide you with additional information on the ADA convention.

The ADA convention is one of many efforts that we hope will stimulate Hawai'i's visitor industry. In addition, the HTA will continue working hard on many other initiatives and activities that will help to promote travel to Hawai'i. If you have any questions, feel free to call me at 973-2288.

Very truly yours,

MIKE MCCARTNEY  
President and Chief Executive Officer

Enclosure



WHERE BUSINESS AND ALOHA MEET™

**AMERICAN DENTAL ASSOCIATION**

150<sup>th</sup> Annual Session

October 1-4, 2009

- Nation's Largest Dental Association with 157,000 members
- 24,000+ Projected Attendance
- Host Convention Venue: Hawai'i Convention Center
- Economic Impact: \$113 million direct spending plus \$11 million in tax revenue statewide
- Over 65 countries and all 50 states represented
- 40+ hotels in Waikīkī – 193,000 room nights
- 90% of attendees anticipated to extend their visit to the neighbor islands
- Met in Hawai'i in 1989, 1999, and 2009
- Welcome banners at the airport, HCC, and along Kalākaua Ave
- Transportation plan includes 60 bus routes at any one time
- 450 volunteers
- Significant involvement of Local Host Committee and HCC Client Services staff
- ADA 2009 Distinguished Speaker: Sidney Poitier
- 100 Hawaiian performers as the Final Night Extravaganza at the Waikīkī Shell