

JAN 23 2009

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# A BILL FOR AN ACT

RELATING TO TOURISM.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:**

1 SECTION 1. Section 201B-6, Hawaii Revised Statutes, is  
2 amended by amending subsection (b) to read as follows:

3 "(b) In accordance with subsection (a), the authority  
4 shall [~~be responsible for developing~~] develop measures of  
5 effectiveness to assess the overall benefits and effectiveness  
6 of the marketing plan and include documentation of the directly  
7 attributable benefits of the plan to the following:

- 8 (1) Hawaii's tourism industry;  
9 (2) Employment in Hawaii;  
10 (3) State taxes; and  
11 (4) The State's lesser known and underutilized  
12 destinations."

13 SECTION 2. Statutory material to be repealed is bracketed  
14 and stricken. New statutory material is underscored.

15 SECTION 3. This Act shall take effect upon its approval.

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INTRODUCED BY:

Clarence D. Iwamoto  
S.B.T.



**Report Title:**

Tourism

**Description:**

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

