



LATE

**TESTIMONY IN SUPPORT OF S.B. 2642, MAKING AN APPROPRIATION TO THE HAWAII TOURISM
AUTHORITY**

Thursday, February 2, 2012

Aloha Chairwoman Kim, Vice-chairman Kouchi and members of the Senate Committee on Tourism,

I appreciate the opportunity to testify in support of S.B. 2642, which provides additional funding of \$2 million to allow the Hawai'i Tourism Authority to capitalize on international marketing opportunities anticipated as a result of the expanded Visa programs currently being considered in Washington, D.C.

Hawaiian Airlines is particularly interested in visa reform in China, a potentially major source of visitors to our islands. We support additional funding to be used to market Hawai'i internationally as a visitor destination, and we support the Hawai'i Tourism Authority as the entity to determine the most effective strategies for tourism marketing.

Please advance this legislation.

Ann Botticelli
Senior Vice President, Corporate Communications/Public Affairs

February 2, 2012

Senator Donna Mercado Kim, Chair
Senator Ronald D. Kouchi, Vice Chair
Committee on Tourism
Hawaii State Capitol, Room 224
Honolulu, Hawaii 96813

Aloha Chair Kim and Vice Chair Kouchi!

This past year Enterprise Honolulu had the privilege of receiving a grant from the US Department of Commerce - Economic Development Administration to support Hawaii's efforts in positioning Hawaii for long term economic development because of the APEC Summit. One of the assets we produced was a video "What is Hawaii, What is Aloha?" there were many messages shared through this production, but the central theme was to invite people to Hawai'i. The message was less about leisure travel and more about building connections and unique relationships, to continue a legacy of solutions and innovation that have been born in Hawai'i and contribute to the world. The deep message was about sharing aloha with the world.

It is with this perspective and vision that Enterprise Honolulu unwaveringly supports SB2642. Building on the opportunities of the Federal Government's lead, to expand visa programs, it is imperative that we as a community, do our part to capitalize with wise investments, so that we can continue to share aloha with more and more people, it will also provide a financial return.

We ask for your support and consideration of SB2642.

Mahalo


Pono Shim
President and CEO Enterprise Honolulu





Dragon Tours and Travel

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LATE

January 02, 2012

To Whom It May Concern:

I am writing this letter on behalf of Dragon Tours and Travel to support S.B.No. 2642

MAKING AN APPROPRIATION FOR THE HAWAII TOURISM AUTHORITY.

Appropriates \$2,000,000 for the Hawaii tourism authority for fiscal year 2012-2013 for initiatives to take advantage of expanded visa programs and increased travel opportunities for international visitors to Hawaii.

Please feel free to contact me if there are any questions.

Sincerely
Marvin Chang