



TESTIMONY OF ANN BOTTICELLI ON BEHALF OF HAWAIIAN AIRLINES  
RE: SB2642, RELATING TO MAKING AN APPROPRIATION TO THE HAWAII TOURISM AUTHORITY  
FRIDAY, FEBRUARY 24, 2012

Aloha Chairman Ige, Vice-Chairwoman Kidani and members of the Senate Committee on Ways and Means,

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