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Testimony of
Mike McCartney
President and Chief Executive Officer
Hawai'i Tourism Authority
on
H.B. No. 2436
Relating to Hawaii Tourism Authority
House Committee on Tourism
Monday, February 3, 2014
9:30 a.m.
Conference Room 312

The Hawaii Tourism Authority (HTA) strongly supports H.B. No. 2436, which is a housekeeping bill and also makes amendments in response to the Legislative Auditor's 2013 report.

H.B. No. 2436 deletes redundant language relating to the moneys deposited into the Convention Center Enterprise Special Fund and HTA's authority to "manage, improve, and protect the natural environment and areas frequented by visitors.

H.B. No. 2436 responds to the findings of the Legislative Auditor, by deleting language from the old law relating to the Office of Tourism, which was incorporated into the law when HTA was established, and inserts language to direct HTA to focus on strengthening the Hawai'i brand by marketing and development of the product and experience through a brand management plan. The brand management plan includes the strategies for brand marketing, brand sustainability, and brand experience. The "Hawaii brand" is defined as "...the programs that collectively differentiate the Hawaii experience from other destinations."

Other amendments proposed in the bill restructure the law for clarity and to conform to the other changes made in the bill.

For these reasons, we strongly urge the passage of H.B. 3436.

Thank you for the opportunity to offer these comments.