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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. The legislature finds that several concerns  
2 were raised by the state auditor in a report titled, "Audit of  
3 Major Contracts and Agreements of the Hawaii Tourism Authority,"  
4 released in December 2013.

5           The auditor reported that while the Hawaii Tourism  
6 Authority has taken steps to address previously identified  
7 planning and performance monitoring deficiencies, more progress  
8 is needed to ensure transparency and accountability of tourism  
9 marketing efforts targeted at a visitor industry that generates  
10 \$14,400,000,000 in economic activity yearly and represents  
11 twenty per cent of the State of Hawaii's economy.

12           Further, the auditor noted that the tourism marketing plan  
13 of the Hawaii Tourism Authority is dispersed and unwieldy and  
14 falls short of statutory requirements that the development,  
15 marketing, and research of the tourism industry in the State of  
16 Hawaii be coordinated in a manner consistent with the needs of  
17 the State. The Hawaii Tourism Authority's current tourism  
18 marketing plan is nearly six hundred pages and is spread across



1 more than a dozen documents. As such, the auditor recommended  
2 that the Hawaii Tourism Authority should be required to develop  
3 a tourism marketing plan that is contained in a single,  
4 comprehensive document.

5 The auditor also recommended that the legislature require  
6 the Hawaii Tourism Authority to report on the progress of its  
7 tourism marketing plan in achieving its strategic plan goals in  
8 the Hawaii Tourism Authority's annual report. This annual  
9 reporting requirement would allow the legislature and governor  
10 to monitor the effectiveness of the tourism marketing plan.

11 The purpose of this Act is to require the Hawaii Tourism  
12 Authority to:

- 13 (1) Develop a tourism marketing plan that is contained in  
14 a single, comprehensive document; and  
15 (2) Report on the progress of its tourism marketing plan  
16 in achieving its strategic goals in the Hawaii Tourism  
17 Authority's annual report.

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

20 "(a) The authority shall be responsible for developing a  
21 tourism marketing plan. The plan shall be a single,



1 comprehensive document that shall be updated every year and  
2 shall ~~[includes]~~ include the following:

- 3 (1) Statewide promotional efforts and programs;
- 4 (2) Targeted markets;
- 5 (3) Efforts to enter into brand marketing projects that  
6 make effective use of cooperative advertising  
7 programs;
- 8 (4) Program performance goals and targets that can be  
9 monitored as market gauges and used as attributes to  
10 evaluate the authority's promotional programs; and
- 11 (5) Coordination of marketing plans of all destination  
12 marketing organizations receiving state funding prior  
13 to finalization of the authority's marketing plan."

14 SECTION 3. Section 201B-16, Hawaii Revised Statutes, is  
15 amended to read as follows:

16 "[+]§201B-16[+] Annual report. The authority shall submit  
17 a complete and detailed report of its activities, expenditures,  
18 and results, including the progress of its tourism marketing  
19 plan towards achieving the authority's strategic plan goals, to  
20 the governor and the legislature at least twenty days prior to  
21 the convening of each regular session of the legislature."



1 SECTION 4. Statutory material to be repealed is bracketed  
2 and stricken. New statutory material is underscored.

3 SECTION 5. This Act shall take effect upon its approval.  
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# H.B. NO. 1692

**Report Title:**

Hawaii Tourism Authority; Marketing Plan; Annual Report

**Description:**

Requires the Hawaii Tourism Authority's tourism marketing plan to be a single, comprehensive document and requires the Hawaii Tourism Authority to report on the progress of its tourism marketing plan in its annual report.

*The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.*

