

JAN 17 2014

A BILL FOR AN ACT

RELATING TO THE HAWAII TOURISM AUTHORITY.

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 (a) to read as follows:

3 "(a) The authority shall be responsible for developing a
4 tourism marketing plan [~~that~~]. The plan shall be a single,
5 comprehensive document, be updated every year, and [includes]
6 include the following:

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



1 SECTION 2. Section 201B-16, Hawaii Revised Statutes, is
2 amended to read as follows:

3 "[+]§201B-16[+] **Annual report.** The authority shall submit
4 a complete and detailed report of its activities, expenditures,
5 and results of the progress of its marketing plan toward
6 achieving the authority's strategic plan goals to the governor
7 and the legislature at least twenty days prior to the convening
8 of each regular session of the legislature."

9 SECTION 3. Statutory material to be repealed is bracketed
10 and stricken. New statutory material is underscored.

11 SECTION 4. This Act shall take effect upon its approval.

12

INTRODUCED BY:

Gene Kokele

Shianne Chun Akland

Malama Chan

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S.B. NO. 2426

Report Title:

Hawaii Tourism Authority; Marketing Plan; Annual Report

Description:

Requires the Hawaii tourism authority's marketing plan to be a single, comprehensive document. Requires the Hawaii tourism authority to submit a complete and detailed report of the results of the progress of its marketing plan toward achieving the authority's strategic plan goals as part of its annual report to the governor and legislature.

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