



**TESTIMONY OF JAN K. YAMANE, ACTING STATE AUDITOR,
ON HOUSE BILL NO. 1692,
RELATING TO TOURISM**

House Committee on Tourism

February 3, 2014

Chair Brower and Members of the Committee:

Thank you for the opportunity to testify in support of this bill, which would amend Sections 201B-6 and 201B-16, Hawai'i Revised Statutes (HRS), *Hawai'i Tourism Authority*, by requiring the authority's tourism marketing plan to be a single, comprehensive document and requiring the authority to report on the progress of its tourism marketing plan in its annual report.

As stated in the bill, its impetus came from recommendations in our 2013 Report No. 13-09, *Audit of Major Contracts and Agreements of the Hawai'i Tourism Authority*, in which we found that the authority's tourism marketing plan is dispersed, unwieldy, and falls short of statutory requirements. The "plan" is nearly 600 pages long and spread across more than a dozen documents. We recommended that the authority be required to develop a tourism marketing plan that is contained in a single, comprehensive document. We also recommended that the authority be required, as part of its annual report, to report on the progress of its tourism marketing plan in achieving its strategic plan goals. This bill would adopt our recommendations.

Thank you for the opportunity to testify in support of House Bill No. 1692. I am available to answer any questions you may have.

brower1-Luke

From: mailinglist@capitol.hawaii.gov
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HB1692

Submitted on: 2/1/2014

Testimony for TOU on Feb 3, 2014 09:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Wendy Miyabara	Hawaii Tourism Authority	Comments Only	Yes

Comments: We acknowledge the purpose of HB 1692, but support which address the concerns in the Auditor's report and provides further amendments to the HTA Law.

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