

SB2426

Measure Title: RELATING TO THE HAWAII TOURISM AUTHORITY.

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.

Companion:

Package: None

Current Referral: TSM, WAM

Introducer(s): KAHELE, CHUN OAKLAND, GALUTERIA, KEITH-AGARAN, SOLOMON, Slom, Taniguchi, Wakai

<u>Sort by Date</u>		Status Text
1/17/2014	S	Introduced.
1/21/2014	S	Passed First Reading.
1/21/2014	S	Referred to TSM, WAM.
1/24/2014	S	The committee(s) on TSM has scheduled a public hearing on 01-29-14 3:00PM in conference room 229.



**TESTIMONY OF JAN K. YAMANE, ACTING STATE AUDITOR,
ON SENATE BILL NO. 2426,
RELATING TO THE HAWAI'I TOURISM AUTHORITY**

Senate Committee on Tourism

January 29, 2014

Chair Kahele 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.

The impetus for this bill 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 Senate Bill No. 2426. I am available to answer any questions you may have.



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Neil Abercrombie
Governor

Mike McCartney
President and Chief Executive Officer

Testimony of
Mike McCartney
President and Chief Executive Officer
Hawai'i Tourism Authority
on
S.B. No. 2426
Relating to Hawaii Tourism Authority
Senate Committee on Tourism
Wednesday, January 29, 2014
3:00 p.m.
Conference Room 229

The Hawaii Tourism Authority (HTA) offers the following comments on S.B. No. 2426, which requires the HTA's marketing plan to be a single, comprehensive documents, and to submit a complete and detailed report of the results of the progress of its marketing plan toward achieving the HTA's goals.

S.B. No. 2426, responds to the finding by the Legislative auditor that the HTA's marketing plan is "dispersed, unwieldy, and noncompliant with statutory requirements."

HTA is responding to the findings of the Auditor in S.B. 2432, which in addition to addressing the Auditor's marketing plan findings, proposes various amendments to clarify the HTA law, many parts of which are provisions of the old law relating to the Office of Tourism.

We support the proposals in S.B. 2432, and recommend that S.B. 2426 be held.

Thank you for the opportunity to offer these comments.