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## 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-7, Hawaii Revised Statutes, is  
2 amended by amending subsection (a) to read as follows:

3           "(a) The authority may enter into contracts and agreements  
4 that include the following:

5           (1) Tourism promotion, marketing, and development;

6           (2) Market development-related research;

7           (3) Product development and diversification issues focused  
8 on visitors;

9           (4) Promotion, development, and coordination of sports-  
10 related activities and events;

11           (5) Promotion of Hawaii, through a coordinated statewide  
12 effort, as a place to do business, including high  
13 technology business, and as a business destination;

14           (6) Reduction of barriers to travel;

15           (7) Marketing, management, use, operation, or maintenance  
16 of the convention center facility, including the  
17 purchase or sale of goods or services, logo items,



1 concessions, sponsorships, and license agreements, or  
2 any use of the convention center facility as a  
3 commercial enterprise; provided that effective  
4 January 1, [~~2003,~~] 2020, and thereafter, [~~the contract~~  
5 ~~for management of~~] contracts issued pursuant to this  
6 paragraph for the marketing of all uses of the  
7 convention center facility [~~shall include marketing~~  
8 ~~for all uses of the~~] may be issued separately from the  
9 management, use, operation, or maintenance of the  
10 facility;

- 11 (8) Tourism research and statistics to:
- 12 (A) Measure and analyze tourism trends;
  - 13 (B) Provide information and research to assist in the  
14 development and implementation of state tourism  
15 policy; and
  - 16 (C) Provide tourism information on:
    - 17 (i) Visitor arrivals, visitor characteristics,  
18 and expenditures;
    - 19 (ii) The number of transient accommodation units  
20 available, occupancy rates, and room rates;



1 (iii) Airline-related data including seat capacity  
2 and number of flights;

3 (iv) The economic, social, and physical impacts  
4 of tourism on the State; and

5 (v) The effects of the marketing programs of the  
6 authority on the measures of effectiveness  
7 developed pursuant to section 201B-6(b); and

8 (9) Any and all other activities necessary to carry out  
9 the intent of this chapter;  
10 provided that the authority shall periodically submit a report  
11 of the contracts and agreements entered into by the authority to  
12 the governor, the speaker of the house of representatives, and  
13 the president of the senate."

14 SECTION 2. Statutory material to be repealed is bracketed  
15 and stricken. New statutory material is underscored.

16 SECTION 3. This Act shall take effect upon its approval.  
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INTRODUCED BY:                     *Richard D.*                      
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                    *[Stricken Signature]*                                         *D. Holt*                      
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# H.B. NO. 422

**Report Title:**

HTA; Contracts; Marketing; Hawaii Convention Center; Authority;  
Powers

**Description:**

Authorizes contracts entered by the Hawaii Tourism Authority for the marketing of all uses of the Hawaii Convention Center to be issued separately from the management, use, operation, or maintenance of the facility.

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