



Hawai'i Convention Center
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David Y. Ige
Governor

Chris Tatum
President and Chief Executive Officer

Statement of
CHRIS TATUM

Hawai'i Tourism Authority
before the
SENATE COMMITTEE ON WAYS AND MEANS

Friday, February 15, 2019
10:15 AM
State Capitol, Conference Room #211

In consideration of
SENATE BILL NO 992
RELATING TO TOURISM.

Chair Dela Cruz, Vice Chair Keith-Agaran, and members of the Senate Committee on Ways and Means: The Hawai'i Tourism Authority (HTA) **supports** Senate Bill 992, which separates the management contract for the Hawai'i Convention Center from the contract for marketing for all uses of the facility.

Under the current law, the management contract for the Hawai'i Convention Center is required to include the marketing of the facility. By allowing the management contract to be separate from the marketing contract, SB992 will provide HTA with the ability to centralize the sales effort for all meetings, conventions and incentives (MCI) business, which is mostly driven by consistent customer requests, to a single point of contact. In addition, centralizing the sales effort will enable efficiencies in staffing, marketing, travel and sales technology as well as leverage existing destination branding and messaging for the MCI market.

It is for these reasons that the HTA **supports** SB992. We appreciate this opportunity to provide testimony.