

JAN 17 2020

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. Chapter 201B, Hawaii Revised Statutes, is
2 amended by adding a new section to part I to be appropriately
3 designated and to read as follows:

4 "§201B- Five-year strategic plan. (a) The authority
5 shall develop and implement a five-year strategic plan that
6 shall include short-term objectives, goals, and strategies to
7 further the long-range strategic and tourism marketing plans
8 developed by the authority pursuant to this chapter; provided
9 that any five-year strategic plan developed pursuant to this
10 section shall include objectives, goals, and strategies to
11 reduce visitor count and increase per visitor spending.

12 (b) The authority shall develop a five-year strategic plan
13 beginning with the years 2020-2025, and shall update the five-
14 year strategic plan every five years thereafter.

15 (c) Each five-year strategic plan developed pursuant to
16 this section shall be incorporated into the annual report
17 required pursuant to section 201B-16."



1 SECTION 2. 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. The tourism marketing plan shall be a
5 single, comprehensive document that shall be updated every year
6 and include the following:

- 7 (1) Statewide Hawaii brand management efforts and
8 programs;
- 9 (2) Targeted markets;
- 10 (3) Efforts to enter into Hawaii brand management projects
11 that make effective use of cooperative 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 programs; and
- 15 (5) The authority's guidance and direction for the
16 development and coordination of promotional and
17 marketing programs that build and promote the Hawaii
18 brand, which are implemented through contracts and
19 agreements with destination marketing organizations or
20 other qualified organizations, including:
 - 21 (A) Target markets and the results being sought;



1 (B) Key performance indicators; and
 2 (C) Private sector collaborative or cooperative
 3 efforts that may be required~~[+]~~;
 4 provided that the tourism marketing plan shall be developed with
 5 the aim of reducing visitor count and increasing per visitor
 6 spending, in accordance with the five-year strategic plan
 7 developed pursuant to section 201B-_____.

8 As used in this section, "Hawaii brand" means the programs
 9 that collectively differentiate the Hawaii experience from other
 10 destinations."

11 SECTION 3. Section 201B-7, Hawaii Revised Statutes, is
 12 amended by amending subsection (b) to read as follows:

- 13 "(b) The authority shall be responsible for:
- 14 (1) Creating a vision and developing a long-range
 15 strategic plan for tourism in Hawaii;
 - 16 (2) Developing and implementing a five-year strategic plan
 17 in accordance with section 201B-_____;
 - 18 ~~[(2)]~~ (3) Promoting, marketing, and developing the tourism
 19 industry in the State;
 - 20 ~~[(3)]~~ (4) Arranging for the conduct of research through
 21 contractual services with the ~~[University]~~ university



1 of Hawaii or any agency or other qualified persons
2 concerning social, economic, and environmental aspects
3 of tourism development in the State;

4 [~~4~~] (5) Providing technical or other assistance to
5 agencies and private industry upon request;

6 [~~5~~] (6) Perpetuating the uniqueness of the native
7 Hawaiian culture and community, and their importance
8 to the quality of the visitor experience, by ensuring
9 that:

10 (A) The Hawaiian culture is accurately portrayed by
11 Hawaii's visitor industry;

12 (B) Hawaiian language is supported and normalized as
13 both an official language of the State as well as
14 the foundation of the host culture that draws
15 visitors to Hawaii;

16 (C) Hawaiian cultural practitioners and cultural
17 sites that give value to Hawaii's heritage are
18 supported, nurtured, and engaged in sustaining
19 the visitor industry; and

20 (D) A native Hawaiian cultural education and training
21 program is provided for the visitor industry



S.B. NO. 2611

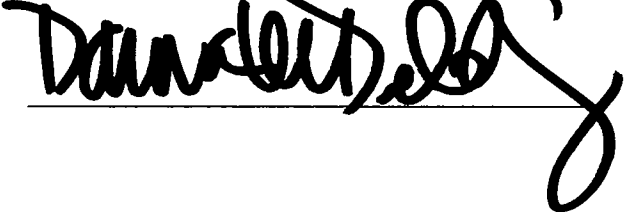
1 workforce having direct contact with visitors;

2 and

3 ~~(6)~~ (7) Reviewing annually the expenditure of public
4 funds by any visitor industry organization that
5 contracts with the authority to perform tourism
6 promotion, marketing, and development and making
7 recommendations necessary to ensure the effective use
8 of the funds for the development of tourism."

9 SECTION 4. Statutory material to be repealed is bracketed
10 and stricken. New statutory material is underscored.

11 SECTION 5. This Act shall take effect upon its approval.

12 INTRODUCED BY: 



S.B. NO. 2611

Report Title:

HTA; 5-Year Strategic Plan; Tourism Marketing Plan

Description:

Requires the Hawaii Tourism Authority to develop and implement a 5-year strategic plan for 2020 to 2025, and every 5 years thereafter, to decrease visitor counts to the State while increasing per visitor spending. Requires that any tourism marketing plan developed by the Hawaii Tourism Authority be developed with the aim of reducing visitor count and increasing per visitor spending.

The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.

