

JAN 18 2019

A BILL FOR AN ACT

RELATING TO TOURISM.

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,~~] July 1, 2019, and thereafter, the
5 contract for management of the convention center
6 facility shall [~~include~~] be separate from the contract
7 for marketing for all uses of the facility;

8 (8) Tourism research and statistics to:

9 (A) Measure and analyze tourism trends;

10 (B) Provide information and research to assist in the
11 development and implementation of state tourism
12 policy; and

13 (C) Provide tourism information on:

14 (i) Visitor arrivals, visitor characteristics,
15 and expenditures;

16 (ii) The number of transient accommodation units
17 available, occupancy rates, and room rates;

18 (iii) Airline-related data including seat capacity
19 and number of flights;

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



1 (v) The effects of the marketing programs of the
 2 authority on the measures of effectiveness
 3 developed pursuant to section 201B-6(b); and
 4 (9) Any and all other activities necessary to carry out
 5 the intent of this chapter;
 6 provided that the authority shall periodically submit a report
 7 of the contracts and agreements entered into by the authority to
 8 the governor, the speaker of the house of representatives, and
 9 the president of the senate."

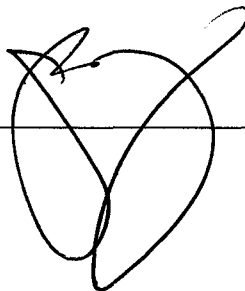
10 SECTION 2. Statutory material to be repealed is bracketed
 11 and stricken. New statutory material is underscored.

12 SECTION 3. This Act shall take effect on July 1, 2019.

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S.B. NO. 992

Report Title:

Hawaii Convention Center; Operations; Marketing; Contracts

Description:

Requires that the management contract for the Hawaii convention center be separate from the contract for marketing for all uses of the facility.

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