



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
HOUSE COMMITTEE ON TOURISM & INTERNATIONAL AFFAIRS

Tuesday, March 12, 2019
9:00 AM
State Capitol, Conference Room #312

In consideration of
SENATE BILL NO 992 SD1
RELATING TO TOURISM.

Chair Onishi, Vice Chair Holt, and members of the House Committee on Tourism & International Affairs: The Hawai'i Tourism Authority (HTA) **supports** Senate Bill 992 SD1, 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 SD1 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 SD1. We appreciate this opportunity to provide testimony.



HAWAI'I LODGING & TOURISM
A S S O C I A T I O N

Testimony of

Mufi Hannemann
President & CEO
Hawai'i Lodging & Tourism Association

Committee on Tourism and International Affairs
March 12, 2019

Senate Bill 992 SD1: Relating to Tourism

Chair Onishi and members of the committee, mahalo for the opportunity to submit testimony on behalf of the Hawai'i Lodging & Tourism Association, the state's largest private sector visitor industry organization.

The Hawai'i Lodging & Tourism Association—nearly 700 members strong, representing more than 50,000 hotel rooms and nearly 40,000 lodging workers — **supports** Senate Bill 992 SD1 which would allow the Hawaii Tourism Authority to issue all marketing contracts for the use of the convention center facility separately from the management, use, operation, or maintenance of the facility.

The HLTA is in line with the Hawaii Tourism Authority in their support of this measure. Through the proposal of separating the marketing contract of the HCC and its management contract, it would allow the HTA to put a laser-like focus on maximizing sales of meetings, conventions, and incentives business through an entity that specializes in this field. Centralizing the sales effort will allow for a more efficiencies in messaging, branding, and overall operations.

Mahalo for the opportunity to offer this testimony.