

ACT 349

H.B. NO. 902

A Bill for an Act Relating to Tourism.

Be It Enacted by the Legislature of the State of Hawaii:

SECTION 1. In response to the management and financial audit of the state tourism office by the legislative auditor, the legislature finds that the development of a two-year rather than a one-year marketing plan provides greater flexibility for both the state tourism office and the tourism industry. A two-year marketing plan affords the industry the flexibility to react and to plan activities in order to maximize the investments of both the State and the industry in tourism promotion by minimizing duplication of resources and effort.

SECTION 2. Chapter 203, Hawaii Revised Statutes, is amended by adding a new section to be appropriately designated and to read as follows:

“§203- Biennial tourism marketing plan; procedures for submission and evaluation of proposals; measures of effectiveness; report. (a) The depart-

ACT 349

ment of business and economic development shall develop a biennial tourism marketing plan to be submitted with the executive budget request that includes the following:

- (1) Identification and evaluation of current and future tourism needs for the different regions of the State;
- (2) Goals and objectives in accordance with identified needs;
- (3) Statewide promotional efforts and programs including those which may exceed the duration of the biennium;
- (4) Target markets; and
- (5) Measures of effectiveness for its promotional programs.

(b) The department shall establish procedures for the selection and evaluation of statewide tourism promotion projects. The procedures shall include submission of proposals to the department prior to disbursement of any tourism promotion funds, and a final report at the completion of the project to be submitted by the funded entity to the department. All statewide tourism promotion contracts, including the Hawaii visitors bureau, shall be subject to this subsection.

(c) In accordance with subsection (a), the department shall develop measures of effectiveness to assess the overall benefits and effectiveness of the marketing plan and include documentation of the directly attributable benefits of the plan to the following:

- (1) Hawaii's tourism industry;
- (2) Employment in Hawaii;
- (3) State taxes; and
- (4) The State's lesser known and underutilized destinations.

(d) The department shall submit annual reports regarding the status and execution of the marketing plan and the effectiveness of the promotions to the legislature twenty days prior to the convening of the regular session in each year."

SECTION 3. New statutory material is underscored.¹

SECTION 4. This Act shall take effect upon its approval.

(Approved June 16, 1989.)

Note

1. Edited pursuant to HRS §23G-16.5.