

A Bill for an Act Relating to Tourism.

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

SECTION 1. The legislature finds that new marketing initiatives and strategies will need to be undertaken if Hawaii's visitor arrival numbers are expected to grow. In particular, both the department of business, economic development, and tourism and the Hawaii visitors bureau will need to coordinate their efforts in market segmentation and targeting to improve Hawaii's market share within the new international tourism environment. The legislature believes that as the agency with the responsibility for marketing Hawaii's visitor industry, the department of business, economic development, and tourism should be responsible for the development of strategies related to segmentation and targeting.

The purpose of this Act is to require the Hawaii tourism marketing council to develop a market segmentation and long-range targeting plan.

SECTION 2. Section 201-94, Hawaii Revised Statutes, is amended by amending subsection (f) to read as follows:

“(f) The council shall annually review, evaluate, and make recommendations to the department on the State's tourism marketing and promotion programs and activities. Copies of the council's findings and recommendations shall be furnished to the governor and legislature. The review and recommendations by the council shall include but not be limited to:

- (1) The biennial tourism marketing plan, including its market segmentation and long-range targeting aspects;
- (2) Implementation of the biennial tourism marketing plan; and
- (3) Inventory and analysis of visitor satisfaction and complaints.”

SECTION 3. New statutory material is underscored.

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

(Approved April 28, 1994.)