



DEPT. COMM. NO. 19

Hawaii Tourism Authority

Hawaii Convention Center, 1801 Kalakaua Avenue, Honolulu, Hawaii 96815
Website: www.hawaii.gov/tourism

BENJAMIN J. CAYETANO
Governor

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Executive Director

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February 26, 2002

The Honorable Robert Bunda, President
and Members of the Senate
Twenty-First State Legislature
State Capitol, Room 003
Honolulu, Hawaii 96813

Dear Mr. President and Members of the Senate:

On behalf of the Hawaii Tourism Authority (HTA), I am pleased to present to you the revised *Ke Kumu*, our strategic plan, which sets the direction for the HTA. *Ke Kumu* has been rewritten to reflect lessons learned, incorporate community input, and contemplate the changes and trends in our industry. In November 2001, we took the draft of the revised plan out to the community for review, and have included some of the comments received.

Ke Kumu is intended to guide the Authority with strategies that will strengthen tourism for the benefit of the community. I hope that you will be able to use *Ke Kumu* and partake in the effort to revitalize, strengthen and sustain our visitor industry. The HTA looks forward to continuing to work in partnership with our residents, visitor industry, business community, government entities, and you to successfully bring the eight strategic initiatives to fruition.

The 2002 *Ke Kumu* can also be found on our website at:
www.hawaii.gov/tourism/kekumu2002.pdf. Should you have any questions, please feel free to call me at 973-2289.

Aloha,

Richard L. Humphreys
Executive Director

Enclosures