



GOV. MSG. NO. **223**

EXECUTIVE CHAMBERS

HONOLULU

BENJAMIN J. CAYETANO
GOVERNOR

March 1, 2002

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

Dear Mr. President and Members of the Senate:

For your information and consideration, I am transmitting herewith two (2) copies of the Hawaii Tourism Authority's (HTA) report on the immediate implementation of an integrated marketing plan to market and promote the State of Hawaii as a visitor destination, in response to the changed market conditions resulting from the terrorist attacks of September 11, 2001, in accordance with Act 002, SLH 2001, Third Special Session. In addition, pursuant to Act 231, Session Laws of Hawaii 2001, I am also informing you that the report may be viewed electronically at www.hawaii.gov/tourism/rc.html.

With warmest personal regards,

Aloha,

BENJAMIN J. CAYETANO

Enclosure