A BILL FOR AN ACT

RELATING TO THE HAWAII TOURISM AUTHORITY.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

SECTION 1. Chapter 201B, Hawaii Revised Statutes, is amended by adding a new section to part I to be appropriately designated and to read as follows:

"§201B- Five-year strategic plan. (a) The authority shall develop and implement a five-year strategic plan that shall include short-term objectives, goals, and strategies to further the long-range strategic and tourism marketing plans developed by the authority pursuant to this chapter; provided that any five-year strategic plan developed pursuant to this section shall include objectives, goals, and strategies to reduce visitor count and increase per visitor spending.

(b) The authority shall develop a five-year strategic plan beginning with the years 2020-2025, and shall update the five-year strategic plan every five years thereafter.

(c) Each five-year strategic plan developed pursuant to this section shall be incorporated into the annual report required pursuant to section 201B-16."
SECTION 2. Section 201B-6, Hawaii Revised Statutes, is amended by amending subsection (a) to read as follows:

"(a) The authority shall be responsible for developing a tourism marketing plan. The tourism marketing plan shall be a single, comprehensive document that shall be updated every year and include the following:

(1) Statewide Hawaii brand management efforts and programs;
(2) Targeted markets;
(3) Efforts to enter into Hawaii brand management projects that make effective use of cooperative programs;
(4) Program performance goals and targets that can be monitored as market gauges and used as attributes to evaluate the authority's programs; and
(5) The authority's guidance and direction for the development and coordination of promotional and marketing programs that build and promote the Hawaii brand, which are implemented through contracts and agreements with destination marketing organizations or other qualified organizations, including:

(A) Target markets and the results being sought;
(B) Key performance indicators; and
(C) Private sector collaborative or cooperative efforts that may be required;

provided that the tourism marketing plan shall be developed with the aim of reducing visitor count and increasing per visitor spending, in accordance with the five-year strategic plan developed pursuant to section 201B-."

As used in this section, "Hawaii brand" means the programs that collectively differentiate the Hawaii experience from other destinations."

SECTION 3. Section 201B-7, Hawaii Revised Statutes, is amended by amending subsection (b) to read as follows:

"(b) The authority shall be responsible for:

(1) Creating a vision and developing a long-range strategic plan for tourism in Hawaii;

(2) Developing and implementing a five-year strategic plan in accordance with section 201B-;

[+2+] (3) Promoting, marketing, and developing the tourism industry in the State;

[+3+] (4) Arranging for the conduct of research through contractual services with the [University] university
of Hawaii or any agency or other qualified persons
concerning social, economic, and environmental aspects
of tourism development in the State;

Providing technical or other assistance to
agencies and private industry upon request;

Perpetuating the uniqueness of the native
Hawaiian culture and community, and their importance
to the quality of the visitor experience, by ensuring
that:

(A) The Hawaiian culture is accurately portrayed by
Hawaii's visitor industry;

(B) Hawaiian language is supported and normalized as
both an official language of the State as well as
the foundation of the host culture that draws
visitors to Hawaii;

(C) Hawaiian cultural practitioners and cultural
sites that give value to Hawaii's heritage are
supported, nurtured, and engaged in sustaining
the visitor industry; and

(D) A native Hawaiian cultural education and training
program is provided for the visitor industry
workforce having direct contact with visitors;
and

[+6+] (7) Reviewing annually the expenditure of public funds by any visitor industry organization that contracts with the authority to perform tourism promotion, marketing, and development and making recommendations necessary to ensure the effective use of the funds for the development of tourism."

SECTION 4. Statutory material to be repealed is bracketed and stricken. New statutory material is underscored.

SECTION 5. This Act shall take effect upon its approval.

INTRODUCED BY:
Report Title:
HTA; 5-Year Strategic Plan; Tourism Marketing Plan

Description:
Requires the Hawaii Tourism Authority to develop and implement a 5-year strategic plan for 2020 to 2025, and every 5 years thereafter, to decrease visitor counts to the State while increasing per visitor spending. Requires that any tourism marketing plan developed by the Hawaii Tourism Authority be developed with the aim of reducing visitor count and increasing per visitor spending.

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