

JAN 19 2024

A BILL FOR AN ACT

RELATING TO THE HAWAII TOURISM AUTHORITY.

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

1 SECTION 1. Section 201B-7, Hawaii Revised Statutes, is
2 amended by amending subsection (a) to read as follows:

3 "(a) The authority may enter into contracts and agreements
4 that include the following:

5 (1) Tourism promotion, marketing, and development;

6 (2) Market development-related research;

7 (3) Product development and diversification issues focused
8 on visitors;

9 (4) Promotion, development, and coordination of sports-
10 related activities and events;

11 (5) Promotion of Hawaii, through a coordinated statewide
12 effort, as a place to do business, including high
13 technology business, and as a business destination;

14 (6) Reduction of barriers to travel;

15 (7) Marketing, management, use, operation, or maintenance
16 of the convention center facility, including the
17 purchase or sale of goods or services, logo items,



1 concessions, sponsorships, and license agreements, or
2 any use of the convention center facility as a
3 commercial enterprise; provided that effective
4 January 1, [~~2020,~~] 2025, and thereafter, [~~contracts~~
5 ~~issued pursuant to this paragraph for the marketing of~~
6 ~~all uses of]~~ the contract for management of the
7 convention center facility [~~may be issued separately~~
8 ~~from the management, use, operation, or maintenance of~~
9 ~~the]~~ shall include marketing for all uses of the
10 facility;

11 (8) Tourism research and statistics to:

12 (A) Measure and analyze tourism trends;

13 (B) Provide information and research to assist in the
14 development and implementation of state tourism
15 policy; and

16 (C) Provide tourism information on:

17 (i) Visitor arrivals, visitor characteristics,
18 and expenditures;

19 (ii) The number of transient accommodation units
20 available, occupancy rates, and room rates;



- 1 (iii) Airline-related data including seat capacity
- 2 and number of flights;
- 3 (iv) The economic, social, and physical impacts
- 4 of tourism on the State; and
- 5 (v) The effects of the marketing programs of the
- 6 authority on the measures of effectiveness
- 7 developed pursuant to section 201B-6(b); and
- 8 (9) Any and all other activities necessary to carry out
- 9 the intent of this chapter;

10 provided that the authority shall [~~periodically~~] _____ submit
 11 a report of the contracts and agreements entered into by the
 12 authority to the governor, [~~the~~] speaker of the house of
 13 representatives, and [~~the~~] president of the senate."

14 SECTION 2. Statutory material to be repealed is bracketed
 15 and stricken. New statutory material is underscored.

16 SECTION 3. This Act shall take effect upon its approval.

17

INTRODUCED BY: *Jose Mercedes Kim*



S.B. NO. 2406

Report Title:

HTA; Contracts; Marketing; Hawaii Convention Center; Authority;
Powers; Reports

Description:

Requires contracts entered into by the Hawaii Tourism Authority for management of the Hawaii Convention Center facility to include marketing for all uses of the facility. Requires HTA to submit a report.

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