

The New Otani

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CITY COUNCIL
HONOLULU, HAWAII

June 5, 2009

The Honorable Todd Apo, Chair
And Members of the City Council
Honolulu City Council
530 South King Street, Room 202
Honolulu, HI 96813

Dear Chair Apo and members of the City Council:

Subject: Support for FY10 Budget for the Mayor's Office of Economic Development
Bill 15 CD2 Executive Operating Budget

My name is Jean-Pierre Cercillieux, Executive Vice-President and General Manager of The New Otani Kaimana Beach Hotel and I support the idea of the City having a Tourism fund for their FY10 budget to promote Tourism to Hawaii.

To promote Hawaii we need support and periodic visits of our elected officials together with the industry stakeholders to major mainland markets and overseas.

Our economy is in a serious recession. Tourism, our number one industry, is in a crisis mode and it is imperative that leadership efforts be made now to revive and maintain the industry as much and as quickly as possible.

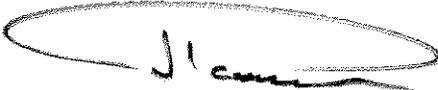
Reducing public funding for tourism marketing will be unthinkable for the next several years, regardless of the search for ways to find money during these hard times. That is because tourism marketing is an investment in jobs, future tax revenues, and economic well being for everyone in the state.

I strongly support Mayor Hannemann's proposal to work with the visitor industry and our neighbor island county mayors to support tourism and help accelerate Hawaii's economic recovery. Through the Council of Mayors, they are coming together and joining with the private sector to establish a statewide special tourism marketing fund. Mayor Hannemann is proposing a nominal amount for Honolulu of only \$100,000. He has already secured \$100,000 from a local bank to increase Honolulu's contribution to the effort and will work to raise additional funds.

One of the programs to be executed with this special tourism marketing fund is a 4-County Mayors West Coast campaign in conjunction with HVCB and all county visitors bureaus to boost visitor arrivals to benefit our counties from our largest source markets on the West Coast. This type of promotional campaign has historically proven to be successful in generating a surge of bookings.

I urge you to support this project and thank you for your continued support for the tourism industry during these economically challenging times.

With Best Aloha,



Jean-Pierre Cercillieux
Executive V.P. & General Manager

On the Beach at Waikiki

The New Otani Group of Hotels
Tokyo, Osaka, Makuhari, Los Angeles, Singapore, & Beijing

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