



North Asia, Hawaii & South Pacific Area Office

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CITY COUNCIL
HONOLULU, HAWAII

June 4, 2009

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

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CITY CLERK
HONOLULU, HAWAII

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 Ed Hubennette and I lead Marriott Hawaii Resorts here in Hawaii.

On behalf of myself and the more than 3800 associates who work with me at Marriott I want to express our support for the Mayor's Office of Economic Development and in particular, the proposed increase in the FY10 budget for tourism support.

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. Seventy percent of all the jobs in Hawaii are either directly or indirectly related to tourism and we need to urgently get out into our key markets and sell.

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.

MISC. COM. 1170

COUNCIL