



HAWAI'I LODGING & TOURISM
A S S O C I A T I O N

June 6, 2018

The Honorable David Y. Ige
Governor of Hawai'i
Executive Chambers
State Capitol
Honolulu, Hawai'i 96813

Dear Governor Ige:

We, the members of the Hawai'i Lodging & Tourism Association, urge you to veto Senate Bill 2699, S.D. 2, H.D. 1, C.D. 1., relating to the transient accommodations tax.

The HLTA is the largest private sector visitor industry organization in the islands with nearly 700 members, 170 of which are hotels managing 51,000 rooms.

Senate Bill 2699 imposes the transient accommodations tax on resort fees, defined in the legislation as “any charge or surcharge imposed by an operator, owner, or representative thereof to a transient for the use of transient accommodations, property, services, or amenities.”

We continue to vigorously oppose this measure, for these reasons:

The language in the final version of Senate 2699 is vaguely crafted, leaving the potential that the TAT could be imposed on just about any business activity in a hotel. The Legislature also delegated the definition of resort fees to the Department of Taxation, leaving it to tax administrators to determine what is to be taxed, potentially without the scrutiny or public input of those who must pay the tax, or an analysis of the economic impact or revenue generation of this revenue source.

The TAT was not established for this purpose and places yet another financial burden on what is already the state's highest-taxed industry and greatest economic contributor. Hotel, resort, and timeshare guests presently are being taxed at a whopping 10.25 percent, with an additional 4.5 percent general excise tax added to the final charges. If Senate Bill 2699 is signed into law, taxes would account for an even larger share of the fees passed on to our guests.

Legislators promised that the TAT would revert back to 7.75 percent in 2015, but that provision died and we have since been on the watch for ever more increases that are being used to replenish state coffers. In fiscal year 2013, the general fund allocation from the TAT was 41.9 percent, five years later it ballooned to 52.3 percent, and in fiscal year 2018 it grew to 60.4 percent, a development far removed

from the original intent of the TAT which was to fund visitor industry marketing, the convention center, and county services that support tourism.

The visitor industry is the economic driver for our economy. According to the Hawai'i Tourism Authority, it generates more than 204,000 jobs, and now raises \$545 million through the TAT alone, a tax that was just raised at the beginning of the year and is levied solely on the hotel, resort, and timeshare industry.

The visitor industry, and Hawai'i's economy as a whole, have enjoyed six consecutive years of growth, meaning that TAT revenues have grown commensurately and so has the amount of revenue being diverted to the general fund. Not only is additional revenue being generated, but the visitor industry finds itself financing the City and County of Honolulu's rail project. This practice of the hospitality industry footing the bill for new mandates and to balance the budget, with the only overarching justification given that the state government needs the money, is a dangerous pattern with no end in sight. Last session it was a new increase to the TAT; this year it's a TAT on resort fees. And that doesn't include an unsuccessful attempt to amend the Constitution to increase the TAT to fund public education. We can only wonder when elected officials will come to the realization that any industry can only bear so much before competitive pressures affect its viability.

Meanwhile, our industry continues to experience the increasing costs of doing business in terms of employee payroll and benefits, construction and maintenance, utilities, and higher county property taxes—all of which must be passed on to our guests.

Early in the legislative session, we heard directly from your administration that it was supporting this resort fee taxation proposal because it would generate an estimated \$11 million in revenue. However, the impact of the ongoing Kilauea eruption on tourism should bring to mind the cyclical nature of the visitor industry. Due in part to present natural disasters, we are witnessing a recent year-over-year decline. For example, a snapshot taken during the week of May 21 revealed that Hawaii airline passengers were down 23%, total Hawai'i package sales were down 26%, and there was a total decrease in island sales. Overall, we are still up in fiscal year 2018 but we are declining quickly, and with the Kilauea volcano images headlining news stations nationwide we continue to prepare for the worst. This leads us to reiterate that while we have enjoyed record visitor arrivals for a sustained period, given what we are experiencing, this phenomenal growth is starting to slide and we must be prepared to weather any future economic downturns through competitive pricing against other destinations.

Moreover, the latest projection from the State Council on Revenues states that tax revenue for this year will grow by an estimated 7.3 percent, a 2-percent increase from the original projection of 5.3 percent, which equates to **\$125 million** in additional, unbudgeted tax collections. With such a large surplus making its way into state coffers, thanks in large part to the tourism industry's strength, why are we adding an additional burden on our hotels and visitors to make up for the aforementioned **\$11 million**?

With regard to resort fees, the TAT traditionally has not been applied to the resort fee because this charge is not part of a guest room or transient accommodation. It is for services or products used by guests, such as the use of gym and spa facilities, wifi, shuttle services, and so forth. On a global scale, applying the hotel room tax to virtually every aspect of a guest's experience is by no means a standard

practice. However, the hotels do collect and remit to the state the general excise tax on these resort fees.

Many lodging properties have decided to recover some of the costs of guest amenities through the resort fee. This fee customarily includes a bundle of services that would cost more individually if they were not grouped. Hotel surveys have revealed that guests prefer an all-inclusive resort fee rather than being charged for each service used, as was the practice in the past.

Hotels have been transparent about these resort fees. They are fully disclosed on hotel websites, as well as on online booking engines and at the time of check-in.

An agreement on the tax collection issue with transient vacation rentals has defied the best efforts of the hotel industry, Legislature, and executive branch. We believe a stronger push to enact tax legislation in that regard would have generated more than the additional revenue you seek.

For these reasons, we urge you to veto Senate Bill 2699.

Mahalo for your consideration.

Sincerely,

HLTA Executive Officers & Chapter Chairpersons:



Mufi Hannemann
President & CEO



Gregg Nelson
Chairman of the Board



Glenn Vergara
Chairperson Elect



Michael Jokovich
Vice Chairperson



Bonnie Kiyabu
Oahu Chapter Chairperson



Angela Nolan
Maui Chapter Chairperson



Steve Yannarell
Hawai'i Island Chapter Chairperson

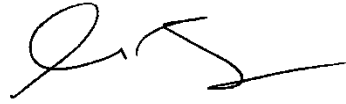


Jim Braman
Kaua'i Chapter Chairperson


Hawai'i Lodging & Tourism Association Members and Affiliates:



Kelvin Bloom
Chief Executive Officer
Aqua-Aston Hospitality



Matt Bailey
President & COO
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Harris Chan
Area Vice President, Operations –
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Chris Tatum
Area General Manager
Waikiki Beach Marriott Resort



Scott Ingwers
Regional Vice President & Managing Director
Trump International Hotel Waikiki



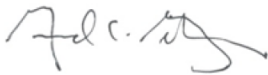
Sanjiv Hulugalle
Executive Vice President Operations
The Resort Group



Jeff Wagoner
President - CEO
Outrigger Enterprises Group



Michael Shaff
VP Hotel Operations, Hawaii & Guam
Outrigger Enterprises Group



Jerry Gibson
Vice President & Managing Director
Turtle Bay Resort



Edgar Gum
Regional Vice-President - Hawaii
Marriott Vacations Worldwide

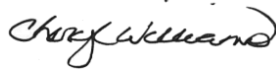


Robin Graf
Vice President of Operations
Castle Resorts & Hotels

Kelly Sanders
Vice President of Operations – Hawaii
Highgate Hotels



Rob Robinson
Complex Managing Director – Waikiki
Highgate Hotels



Cheryl Williams
Regional Vice-President of Sales and Marketing
Highgate Hotels



Kisan Jo
President & CEO
Prince Hotels Hawai'i



Craig Anderson
Vice President, Operations
Mauna Kea Resort



Michael Pye
Area General Manager, Fairmont Kea Lani
Fairmont Hotels & Resorts



Kelley Cosgrove
General Manager
The Fairmont Orchid



Douglas Chang
General Manager
The Ritz-Carlton Residences, Waikiki Beach



Sean Dee
Chief Marketing Officer
Outrigger Enterprises Group



David J. Nadeau
Chief Financial Officer
Outrigger Enterprises Group



Kelly Hoen
Area General Manager
Outrigger Reef Waikiki Beach Resort
Outrigger Waikiki Beach Resort



Revell Newton
General Manager
Outrigger Waikiki Beach Resort



Simeon Miranda
General Manager
Embassy Suites Waikiki Beach



Alan Naito
General Manager
Waikiki Beachcomber by Outrigger



Ike Cockett
General Manager
OHANA Waikiki East by Outrigger



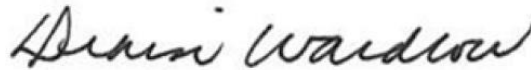
Neil Murakami
General Manager
Wyndham at Waikiki Beach Walk



Loan Freitas
General Manager
Wyndham Vacation Resorts Royal Garden at
Waikiki



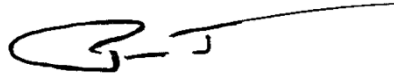
Robert Ishihara
General Manager
Hokulani Waikiki



Denise Wardlow
General Manager
The Westin Princeville Ocean Resort Villas



Chris Rabang
General Manager
Westin Nanea Ocean Villas



Paul Toner
General Manager
Kauai Marriott Resort



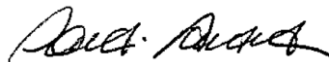
Frederick Orr
General Manager
Sheraton Princess Kaiulani



Tets Yamazaki
General Manager
Sheraton Maui



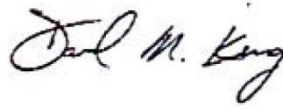
Robert Friedl
General Manager
The Laylow, Autograph Collection



Claudio Andrade
General Manager
Honua Kai Resort and Spa



Lisa Paulson
Executive Director
Maui Hotel & Lodging Association



Dan King
General Manager
Grand Hyatt Kaua'i Resort & Spa



JP Cercillieux
General Manager
The New Otani Kaimana Beach Hotel



Kyoko Kimura
Director of Owner Relations
Aqua-Aston Hospitality



Douglas Okada
General Manager
Aston Waikiki Sunset



Wes Kawakami
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Iikai Hotel & Luxury Suites



Greg Peros
General Manager
Maui Beach Hotel



Brian Cox
General Manager
Aston Mahana At Kaanapali



Patty Maher
General Manager
Aqua Palms Waikiki



Clem Lagundimao
General Manager
Luana Waikiki Hotel & Suites



Mark Demello
General Manager
Aston Waikiki Beach



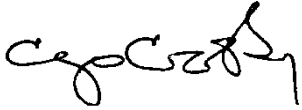
Ward Almeida
General Manager
Lotus Honolulu at Diamond Head



Mark Mrantz
General Manager
Aston Kaanapali Shores

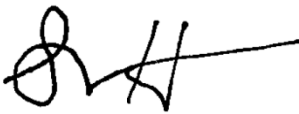


Alberto Roque
Area General Manager
Pagoda Hotel



Chip Crosby
General Manager
Waikiki Circle Hotel

Grant James
General Manager
Kaua'i Beach Resort



Stephen Hinck
General Manager
Hilton Garden Inn Waikiki Beach