
HOUSE CONCURRENT RESOLUTION

REQUESTING THE HAWAII TOURISM AUTHORITY TO INCREASE SPENDING ON
MARKETING.

1 WHEREAS, the Hawaiian islands, comprised of six very
2 distinct and unique islands, draw visitors from all around the
3 world who are able to find an island and activity that satisfies
4 their personal preference making Hawaii one of the most
5 appealing and diverse vacation spots in the world; and
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7 WHEREAS, due to our warm, tropical climate Hawaii also has
8 the distinction of being a year-round vacation destination,
9 offering others a warm, summer-like sanctuary during the cold
10 winter season and due to its central location in the middle of
11 the Pacific Ocean Hawaii is also an ideal hub for American
12 military bases or International business meeting grounds.; and
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14 WHEREAS, as a cultural melting pot, modern Hawaii has a
15 rich and diverse history, blended with the traditions, foods,
16 and love of other immigrant cultures, which has built upon the
17 honored history of the Hawaiian people; and
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19 WHEREAS, people flock to the beautiful Hawaiian islands,
20 making tourism Hawaii's top industry generating in 2007 \$12.2
21 billion in visitor spending and accounting for approximately
22 22.3% or one out of every five jobs in the State; and
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24 WHEREAS, the State Council on Revenues has projected a
25 decrease in the rate of growth over the next few years, posing a
26 problem to the Legislature of finding ways to stimulate our
27 economy in order to generate more State revenue, to meet the
28 needs of the State; and
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30 WHEREAS, the Legislature must make the commitment to ensure
31 that our State's top industry is able to continue to grow
32 through increased marketing efforts; and



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2 WHEREAS, in accordance with §201B-3, Hawaii Revised
3 Statutes (HRS), it is the responsibility of the Hawaii Tourism
4 Authority (HTA) to market the Hawaiian islands through marketing
5 and promotion, development-related research, promotion of
6 sports-related activities and events; and
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8 WHEREAS, HTA's operating budget is derived from the Tourism
9 Special Fund, which receives its monies from a portion of the
10 Transient Accommodations Tax (TAT) and legislative
11 appropriations; and
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13 WHEREAS, only 34.2 percent of the TAT is deposited into the
14 Tourism Special Fund, though nearly all of it is generated by
15 the tourism industry. Of that 34.2 percent, \$1,000,000 goes
16 into the State Parks Special Fund; and
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18 WHEREAS, another 0.5 percent of the TAT that the Tourism
19 Special Fund receives is transferred into a sub-account for
20 Safety and Security; and
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22 WHEREAS, 44.8 percent of the TAT is distributed among the
23 State's four counties; and
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25 WHEREAS, the HTA's operating budget for FY 2007 totaled
26 only \$73,280,000, in comparison to the \$12.2 billion that was
27 brought in by the industry in calendar year 2007; and
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29 WHEREAS, the HTA spent only \$33,186,000 on leisure
30 marketing (45%), \$8,500,000 on business group marketing (12%),
31 and \$7,700,000 on sports events (11%) of its total operating
32 budget in FY 2007; and
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34 WHEREAS, despite the State's desire to diversify the
35 economy, we must also be realistic and recognize the important
36 role that the tourism industry plays in our State; now,
37 therefore,
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39 BE IT RESOLVED by the House of Representatives of the
40 Twenty-fourth Legislature of the State of Hawaii, Regular
41 Session of 2008, the Senate concurring, that the percent share
42 of the Hawaii Tourism Authority's budget be re-calculated to
43 distribute a larger percentage to marketing efforts, which if



1 successful, will regenerate Hawaii's economy and benefit the
2 State as a whole; and

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4 BE IT FURTHER RESOLVED that the City and County of
5 Honolulu, County of Hawaii, County of Maui and County of Kauai
6 should budget a portion of their TAT funds for marketing efforts
7 through their respective county visitor bureaus to help
8 rejuvenate Hawaii's visitor industry; and

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10 BE IT FURTHER RESOLVED that a copy of the Hawaii Tourism
11 Authority's Tourism Marketing Plan be submitted to the
12 Legislature no later than thirty days prior to the convening of
13 the Regular Session of 2009; and

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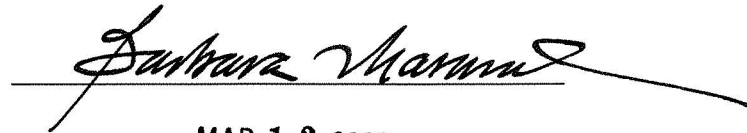
15 BE IT FURTHER RESOLVED that certified copies of this
16 Concurrent Resolution be transmitted to the Governor, the
17 Department of Business, Economic Development, and Tourism, the
18 State Tourism Liaison, the Hawaii Tourism Authority, and the
19 Mayors and County Councils of the City and County of Honolulu,
20 County of Kauai, County of Maui and County of Hawaii.

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OFFERED BY:



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