

FEB 02 2009

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## SENATE RESOLUTION

URGING THE HERITAGE TOURISM COMMUNITY TO COLLABORATIVELY WORK TO, AMONG OTHER THINGS, CREATE A HERITAGE TOURISM MARKETING PLAN FOR USE BY THE HAWAII TOURISM AUTHORITY.

1           WHEREAS, the state of Hawaii has a rich and vibrant  
2 heritage, blending history, architecture, values, and culture  
3 from its various ethnicities to create a unique community in the  
4 world; and  
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6           WHEREAS, the state of Hawaii has transitioned from an  
7 economy dominated by agriculture to one where tourism is the  
8 main driver, contributing to over \$12,800,000,000 in direct  
9 visitor expenditures statewide in 2007 according to the 2007  
10 State of Hawaii Data Book; and  
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12           WHEREAS, one of the fastest growing niches in the tourism  
13 industry is heritage tourism, travel that focuses on  
14 experiencing the places and activities that authentically  
15 represent the stories and people of the past and present in a  
16 particular location; and  
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18           WHEREAS, according to a 2003 study by the Travel Industry  
19 Association and Smithsonian magazine, 81% of U.S. adults (118  
20 million) who travelled in 2002 were considered cultural heritage  
21 travelers; and  
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23           WHEREAS, according to the National Trust for Historic  
24 Preservation, numerous studies find that visitors to historic  
25 sites and cultural attractions stay longer and spend more money  
26 than other types of tourists, spending on average \$623 per trip  
27 compared to \$57 for all U.S. travelers excluding the cost of  
28 transportation; and  
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30           WHEREAS, in January 2009, the Auditor released a management  
31 and financial audit critical of the Hawaii Tourism Authority,  
32 the lead agency for advocating for Hawaii as a tourism  
33 destination, which noted the lack of long-term planning and  
34 strategic vision, among other things; and  
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1           WHEREAS, there have been numerous heritage tourism success  
2 stories across our nation; and  
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4           WHEREAS, facing the loss of jobs and population,  
5 communities in rural Kansas joined Marci Penner in founding the  
6 Kansas Sampler Foundation, which helped to identify resources in  
7 the community that could appeal to tourists - architecture, art,  
8 commerce, cuisine, customs, geography, history, and people, and  
9 worked to publish *the Kansas Guidebook for Explorers*, a  
10 successful guidebook that is now in its third printing and has  
11 spawned a sampler festival that attracts 6,000-8,000 attendees  
12 annually; and  
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14           WHEREAS, in response to tough economic times and the  
15 potential loss of culture, the Museum of the Southern Jewish  
16 Experience embarked on a marketing project called the Cultural  
17 Corridors project, which were tours that teamed with a bus  
18 company to increase tourism income for all towns along the route  
19 in both Mississippi and Louisiana; and  
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21           WHEREAS, by leveraging \$159,750 in advertising to secure  
22 more than a million dollars of publicity, the Museum found that  
23 after the summer of 1998, 77% of survey respondents indicated  
24 that they stayed overnight or spent money in restaurants, shops,  
25 and hotels in Jackson, Natchez, Utica, Vicksburg, Port Gibson,  
26 and Woodville, and as a result of the approximately 26,000  
27 people who saw one of the Museum's exhibits, generated an  
28 estimated economic impact of \$7.9 million for the region; and  
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30           WHEREAS, the Maine Arts Commission and the Maine Office of  
31 Tourism organized a workshop for representatives of arts  
32 organization, museums, state agencies, chambers of commerce,  
33 historical societies and businesses to discuss heritage tourism;  
34 and  
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36           WHEREAS, the Task Force that was created in the wake of  
37 that initial meeting built partnerships and sought ways to build  
38 a cultural heritage tourism in the state and were successful in  
39 conducting a statewide inventory of arts and heritage groups,  
40 creating a heritage map, and creating an out-of-state marketing  
41 campaign, which led to some museums experiencing an 80% increase  
42 in attendance and a \$3.6 million state appropriation in 1999  
43 that led to leveraging \$10 million in outside funding; and  
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1 WHEREAS, Hawaii is generally accepted as a better known  
2 tourism mecca than any of the above examples; now, therefore,  
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4 BE IT RESOLVED by the Senate of the Twenty-fifth  
5 Legislature of the State of Hawaii, Regular Session of 2009,  
6 that members of the heritage tourism community are urged to come  
7 together as a task force to collaboratively work to create,  
8 among other things, a marketing plan for use by the Hawaii  
9 Tourism Authority to more actively market Hawaii as a heritage  
10 tourist location; and  
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12 BE IT FURTHER RESOLVED that members of the task force  
13 should include the Director of the Historic Preservation Program  
14 at the University of Hawaii at Manoa, the Executive Director of  
15 the Honolulu Culture and Arts District, the Executive Director  
16 of the Historic Hawaii Foundation, a representative of the State  
17 Historic Preservation Division, an archeologist knowledgeable  
18 about the preservation of cultural sites, and a representative  
19 of the armed forces in Hawaii; and  
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21 BE IT FURTHER RESOLVED that members of the task force  
22 should also include representatives from the following  
23 organizations: Arts of Aloha, Haleiwa Main Street Program,  
24 Bishop Museum, Daughters of Hawaii, Father Damien Museum and  
25 Archives, Friends of Iolani Palace, the Hawaii State Foundation  
26 on the Culture and the Arts, the Japanese Cultural Center of  
27 Hawaii, the Hawaii Plantation Village, Scenic Hawaii, St. Andrew  
28 Cathedral, and Washington Place; and  
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30 BE IT FURTHER RESOLVED that certified copies of this  
31 Resolution be transmitted to Director of the Historic  
32 Preservation Program at the University of Hawaii at Manoa, the  
33 Executive Director of the Honolulu Culture and Arts District,  
34 the Executive Director of the Historic Hawaii Foundation, the  
35 State Historic Preservation Division, Arts of Aloha, Haleiwa  
36 Main Street Program, Bishop Museum, Daughters of Hawaii, Father  
37 Damien Museum and Archives, Friends of Iolani Palace, the Hawaii  
38 State Foundation on the Culture and the Arts, the Japanese  
39 Cultural Center of Hawaii, the Hawaii Plantation Village, Scenic  
40 Hawaii, St. Andrew Cathedral, and the Governor.  
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