
HOUSE CONCURRENT RESOLUTION

REQUESTING THE HAWAII TOURISM AUTHORITY TO INVESTIGATE THE
FEASIBILITY OF CREATING A MARKET IN THE TOURISM INDUSTRY
FOR OUTDOOR ACTIVITIES.

1 WHEREAS, Hawaii is blessed with natural beauty and a year-
2 round climate that optimize opportunities for outdoor activities
3 from the mountains to the sea; and
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5 WHEREAS, the potential exists for a niche market in the
6 State's tourism industry for outdoor activities; and
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8 WHEREAS, outfitters and guide services have the ability to
9 grow and expand, increasing the impact of outdoor tourism
10 activities on the State's economy; and
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12 WHEREAS, an increase in the number of people paying
13 licensing and user fees, permits, and other related charges and
14 expenses would provide additional revenue to the State, grow a
15 niche tourism industry, and promote the growth of businesses
16 providing services to the activities; now, therefore,
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18 BE IT RESOLVED by the House of Representatives of the
19 Twenty-fifth Legislature of the State of Hawaii, Regular Session
20 of 2009, the Senate concurring, that the Hawaii Tourism
21 Authority is requested to investigate and study the feasibility
22 of creating a market in the tourism industry for outdoor
23 activities by:
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- 25 (1) Identifying challenges, barriers, and opportunities to
26 promote outdoor activities as a niche market in the
27 tourism industry;
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- 29 (2) Reviewing existing laws and rules pertaining to
30 outdoor activities; and
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1 (3) Recommending any changes to existing laws and rules to
2 promote outdoor activities as a niche market in the
3 tourism industry;

4
5 and

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7 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is
8 requested to submit its findings and recommendations, including
9 any proposed legislation, to the Legislature at least 20 days
10 prior to the convening of the Regular Session of 2010; and

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12 BE IT FURTHER RESOLVED that a certified copy of this
13 Concurrent Resolution be transmitted to the Executive Director
14 of the Hawaii Tourism Authority.

