
HOUSE 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, that the Hawaii Tourism Authority is requested to
21 investigate and study the feasibility of creating a market in
22 the tourism industry for outdoor activities by:
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24 (1) Identifying challenges, barriers, and opportunities to
25 promote outdoor activities as a niche market in the
26 tourism industry;
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28 (2) Reviewing existing laws and rules pertaining to
29 outdoor activities; and
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31 (3) Recommending any changes to existing laws and rules to
32 promote outdoor activities as a niche market in the
33 tourism industry;
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1 and

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

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8 BE IT FURTHER RESOLVED that a certified copy of this
9 Resolution be transmitted to the Executive Director of the
10 Hawaii Tourism Authority.

