WHEREAS, the nations of China and Taiwan have one of the largest, fastest growing and affluent middle-class populations in the world with 41 million outbound travelers in 2007, a projected 50 million in 2010 and a projected 100 million by 2020; and

WHEREAS, the average spent in Hawaii by tourists traveling from both China and Taiwan is $283 per person, per day, the highest of any visitor from any geographic area; and

WHEREAS, hope for Hawaii's slumping economy lies in tourism from China and Taiwan and that Hawaii's window of opportunity to cement relationships with one of the most important and largest market for products and services that exist in the world is open; and

WHEREAS, the State of Hawaii has a rich and vibrant heritage, blending history, values, and culture from its various ethnicities to create a unique community in the world; and

WHEREAS, it is in the best interest of the State of Hawaii to implement a "full-court press" to tap into this vast, lucrative tourist market to its fullest extent; and

WHEREAS, the State of Hawaii has transitioned from an economy dominated by agriculture to one where tourism is the main driver, contributing to over $12,800,000,000 in direct visitor expenditures statewide in 2007, according to the 2007 State of Hawaii Data Book; now, therefore,

BE IT RESOLVED by the House of Representatives of the Twenty-fifth Legislature of the State of Hawaii, Regular Session
of 2010, that there be a task force created within the Office of
the Lieutenant Governor comprised of representatives from the
Chinese Chamber of Commerce, Department of Economic Development
and Tourism, Hawaii Tourism Authority, Hawaii Tourism Asia, and
members of the Chinese Community; and

BE IT FURTHER RESOLVED by the House of Representatives of
the Twenty-fifth Legislature of the State of Hawaii, Regular
Session of 2010, that a task force be created within the Office
of the Lieutenant Governor comprised of representatives from the
Chinese Chamber of Commerce, Department of Economic Development
and Tourism, Hawaii Tourism Authority, Hawaii Tourism Asia, and
members of the Chinese Community; and

BE IT FURTHER RESOLVED that said task force should address
the barriers that inhibit tapping into the Chinese "tour boom"
that the Hawaii Tourism Authority hasn't included in its
marketing plan; these include the lack of non-stop direct
flights between China and Hawaii, which reduces travel time by
as much as ten hours one way, in addition to the development of
relationships with government officials and private business to
grow this industry sector and support the efforts of the Hawaii
Tourism Authority; and

BE IT FURTHER RESOLVED that said task force shall educate
and prepare Hawaii businesses and residents for this new
exciting traveler from China and Taiwan in order to be in a
position to benefit from this, shall train appropriate
personnel, shall create partnerships with tourist-orientated
programs such as Kapiolani Community College's Travel and
Tourism Program and the University of Hawaii's School of Travel
Industry Management, and promote product sales in these new
developing markets; and

BE IT FURTHER RESOLVED that certified copies of this
Resolution be transmitted to the Honorable Governor of the State
of Hawaii, the Tourism Liaison for the Office of the Governor of
the State of Hawaii, the Director of the Department of Economic
Development and Tourism, the Chairman of the Hawaii Tourism
Authority, and the appropriate ethnic community organizations.
H.R. NO. 89

OFFERED BY:  

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MAR 04 2010