
HOUSE CONCURRENT RESOLUTION

URGING THE HAWAII TOURISM AUTHORITY TO SEEK AN AGREEMENT WITH
MAJOR TELEVISION NETWORKS AND MAINLAND WEATHER CHANNELS TO
INCLUDE A REPORT OF HAWAII'S WEATHER IN THEIR WEATHER
REPORTS.

1 WHEREAS, Hawaii is blessed with warm, tropical weather as
2 the State is cooled by the trade winds of the Pacific Ocean; and
3

4 WHEREAS, the average temperature in the State's capital,
5 Honolulu, is 76 degrees Fahrenheit, and the average annual
6 precipitation in Honolulu is 28 inches; and
7

8 WHEREAS, as major mainland cities such as Minneapolis,
9 Chicago, and New York City continue to endure bad weather,
10 Hawaii's sunny and balmy climate remains constant; and
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12 WHEREAS, while local morning and evening news television
13 stations routinely broadcast weather from across the United
14 States, the major mainland networks rarely report Hawaii's
15 weather; and
16

17 WHEREAS, mainland residents who are currently enduring bad
18 weather are likely to be influenced to visit Hawaii if major
19 mainland networks broadcasted Hawaii's alluring weather; and
20

21 WHEREAS, a cost-effective way to increase tourism to Hawaii
22 year-round is to have Hawaii's weather shown on major networks
23 and mainland weather channels; now, therefore,
24

25 BE IT RESOLVED by the House of Representatives of the
26 Twenty-sixth Legislature of the State of Hawaii, Regular Session
27 of 2011, the Senate concurring, that the Hawaii Tourism
28 Authority is urged to seek an agreement with mainland weather



1 channels and major broadcast networks to include a report of
 2 Hawaii's weather in their weather reports to promote Hawaii and
 3 influence viewers and listeners to visit Hawaii; and
 4

5 BE IT FURTHER RESOLVED that certified copies of this
 6 Concurrent Resolution be transmitted to the Chair of the Board
 7 of Directors and President of the Hawaii Tourism Authority; the
 8 Director of Business, Economic Development, and Tourism; and the
 9 Under Secretary of Commerce for Oceans and Atmosphere, and
 10 National Oceanic and Atmospheric Administration Administrator.
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OFFERED BY: Tom Brun

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 1. *[Signature]*
 2. Cindy Evans
 3. F. Q. Q.
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