

JAN 25 2012

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# A BILL FOR AN ACT

MAKING AN APPROPRIATION FOR THE HAWAII TOURISM AUTHORITY.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:**

1           SECTION 1.   On January 19, 2012, President Obama signed an  
2 executive order and announced new initiatives to significantly  
3 increase travel and tourism in the United States.   According to  
4 the United States Department of Commerce, international travel  
5 resulted in \$134,000,000,000 in United States exports in 2010  
6 and is the nation's largest service export industry, with seven  
7 per cent of total exports and twenty-four per cent of service  
8 exports.   The Bureau of Economic Analysis estimates that every  
9 additional sixty-five international visitors to the United  
10 States can generate enough exports to support one additional  
11 travel and tourism-related job.   According to the travel  
12 industry and Bureau of Economic Analysis, international travel  
13 is particularly important as overseas travelers spend on average  
14 \$4,000 on each visit.

15           The legislature finds that these initiatives to increase  
16 travel and tourism in the United States will be highly  
17 beneficial to Hawaii's tourism economy and advance efforts to  
18 help provide up to an estimated 154,000 jobs in Hawaii.   With



1 2.4 million international visitors arriving in Hawaii each year,  
2 Honolulu is the fifth busiest United States point-of-entry. The  
3 executive order will ease access for international travelers - a  
4 boon for Hawaii with its proximity to the growing Asia market.  
5 China in particular is an emerging market for Hawaii's tourism  
6 industry, with unprecedented growth potential. Visitor arrivals  
7 from China to Hawaii are expected to reach 125,394 in 2012, up  
8 twenty-eight per cent over 2011, with each visitor expected to  
9 spend \$380 per person per day, higher than any other market.  
10 The initiatives to increase the number of Chinese visas  
11 processed, and ensuring that visa applicants are interviewed  
12 within three weeks, are significant milestones for Chinese  
13 tourism to the United States and Hawaii.

14 In addition, visa waiver status for Taiwan has tremendous  
15 potential for the State's tourism industry. Following the visa  
16 waiver program with Korea in 2008, arrivals from the region  
17 increased thirty-five per cent and similar growth is anticipated  
18 with Taiwanese visitors.

19 The purpose of this Act is to appropriate funds for the  
20 Hawaii tourism authority to take advantage of new initiatives  
21 for increased travel and tourism in the United States to further  
22 establish Hawaii as a global destination and benefit the State's



1 economy. Tourism continues to be the largest generator of jobs  
2 in Hawaii and these initiatives will help to stimulate job  
3 growth for residents.

4 SECTION 2. There is appropriated out of the general  
5 revenues of the State of Hawaii the sum of \$2,000,000 or so much  
6 thereof as may be necessary for fiscal year 2012-2013 for  
7 development and implementation of initiatives to take advantage  
8 of expanded visa programs and increased travel opportunities for  
9 international visitors to Hawaii.

10 The sum appropriated shall be expended by the Hawaii  
11 tourism authority for the purposes of this Act.

12 SECTION 3. This Act shall take effect on July 1, 2012.

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INTRODUCED BY: *Simon Inoué*  
*M. N. M.*



# S.B. NO. 2642

**Report Title:**

Hawaii Tourism Authority; Appropriation

**Description:**

Appropriates \$2,000,000 for the Hawaii tourism authority for fiscal year 2012-2013 for initiatives to take advantage of expanded visa programs and increased travel opportunities for international visitors to Hawaii.

*The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.*

