
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, accounting
7 for seven per cent of total exports and twenty-four per cent of
8 service exports. The Bureau of Economic Analysis estimates that
9 every 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 travelers from overseas spend on
14 average \$4,000 during 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 will advance efforts
18 to 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,
8 twenty-eight per cent higher than arrivals in 2011, with each
9 visitor expected to spend \$380 per day, which is higher than any
10 other market. The initiatives to increase the number of Chinese
11 visas processed, and ensuring that visa applicants are
12 interviewed within three weeks, are significant milestones for
13 Chinese 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 Korea increased
17 thirty-five per cent, and similar growth is anticipated with
18 Taiwanese visitors. Tourism continues to be the largest
19 generator of jobs in Hawaii and these initiatives will help to
20 stimulate job growth for residents.

21 The purpose of this Act is to appropriate funds for the
22 Hawaii tourism authority to take advantage of new initiatives



1 for increased travel and tourism in the United States to further
2 establish Hawaii as a global destination and benefit the State's
3 economy.

4 SECTION 2. There is appropriated out of the general
5 revenues of the State of Hawaii the sum of \$ 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.



Report Title:

Hawaii Tourism Authority; Appropriation

Description:

Appropriates an unspecified sum 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. (SD1)

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