
HOUSE RESOLUTION

REQUESTING THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND
TOURISM TO CONDUCT A STUDY OF THE IMPACT OF THE TOURISM
AND RECREATION INDUSTRY WITHIN THE STATE OF HAWAII.

1 WHEREAS, the ocean economy includes six industrial sectors,
2 which are: marine transportation; tourism and recreation;
3 living marine resources; marine construction; ship and boat
4 building; and mineral extraction; and
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6 WHEREAS, experiencing Hawaii's natural beauty, on and under
7 the water, is part of many visitors' reasons for coming to
8 Hawaii; and
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10 WHEREAS, in Hawaii, the tourism and recreation sector of
11 the ocean economy accounts for nearly ninety-one per cent of the
12 State's ocean economy employment in coastal tourism and
13 recreation, contributing \$6,000,000,000 to the State's ocean
14 gross domestic product; and
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16 WHEREAS, although past reports and studies have examined
17 the economic impact of various activities, such as whale
18 watching and tour boats, a comprehensive study that examines the
19 economic impact of the tourism and recreation sector of Hawaii's
20 ocean economy as a whole has not been conducted; and
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22 WHEREAS, the Legislature, the Hawaii Tourism Authority, the
23 Hawaii Visitors and Convention Bureau, other relevant state and
24 county agencies, the private sector, and other decision makers
25 could use the information from such a comprehensive study to
26 make informed decisions regarding tourism and recreation; now,
27 therefore,
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29 BE IT RESOLVED by the House of Representatives of the
30 Twenty-ninth Legislature of the State of Hawaii, Regular Session
31 of 2017, that the Department of Business, Economic Development,
32 and Tourism is requested to conduct a study of the economic



1 impact of the tourism and recreation sector of the ocean economy
2 in the State of Hawaii; and
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4 BE IT FURTHER RESOLVED that the Department of Business,
5 Economic Development, and Tourism is requested to include in its
6 study, at a minimum, a survey that:
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8 (1) Identifies the types of ocean recreation activities
9 present in the State;
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11 (2) With regard to visitors to the State who engage in
12 ocean recreation activities, identifies, on an annual
13 basis, the:
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15 (A) Number of visitors who arrive in the State;
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17 (B) Number of visitors who engage in each type of
18 ocean recreation activity;
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20 (C) Aggregate expenditures of those visitors on each
21 type of ocean recreation activity; and
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23 (D) Number of visitors who stay in hotels or other
24 accommodations within the State, compared to the
25 number of visitors who only visit the State as
26 passengers on cruise ships; and
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28 (3) With regard to those businesses engaged in providing
29 ocean recreation activities, identifies, on an annual
30 basis, the:
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32 (A) Aggregate revenues of those businesses; and
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34 (B) Revenues generated by each type of ocean
35 recreation activity; and
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37 BE IT FURTHER RESOLVED that the Department of Business,
38 Economic Development, and Tourism, in advance of preparing the
39 study, is requested to engage stakeholders, such as the Chambers
40 of Commerce of the various counties, ocean recreation
41 businesses, and activity booking agents, to determine what other



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1 information would be appropriate to include in the scope of the
2 study; and

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4 BE IT FURTHER RESOLVED that the Department of Business,
5 Economic Development, and Tourism is requested to submit the
6 study's findings and recommendations in a report to the
7 Legislature no later than twenty days before the convening of
8 the Regular Session of 2018; and

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10 BE IT FURTHER RESOLVED that certified copies of this
11 Resolution be transmitted to the Director of Business, Economic
12 Development, and Tourism; the President and Chief Executive
13 Officer of the Hawaii Tourism Authority; and the President and
14 Chief Executive Officer of the Hawaii Visitors and Convention
15 Bureau.

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OFFERED BY: *Nicole E. Lowen*

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MAR 07 2017

