SENATE CONCURRENT RESOLUTION

REQUESTING THE HAWAII TOURISM AUTHORITY TO DEVELOP AND IMPLEMENT A FIVE-YEAR STRATEGIC PLAN TO REDUCE VISITOR COUNTS AND INCREASE PER VISITOR SPENDING.

WHEREAS, according to the Hawaii Tourism Authority's 2018 Annual Visitor Research Report, total visitor arrivals and visitor spending to the State increased in 2018, the seventh consecutive year of record growth in both categories; and

WHEREAS, in 2018, visitor arrivals totaled 9,888,845 individuals arriving in the State by air service or cruise ships, an increase of 5.2 percent over the previous record of 9,404,346 visitor arrivals in 2017; and

WHEREAS, when adjusted for inflation, 2018 visitor spending in the State totaled $17,640,000,000, a gain of 5.1 percent over 2017; and

WHEREAS, the average per person spending by visitors to the State totaled $198, similar to 2017 data; and

WHEREAS, continuing record increases of visitor arrivals in the State is unsustainable; and

WHEREAS, the concomitant environmental degradation, overcrowding, and dangerous conditions caused by these high and increasing numbers of visitors to the State can be addressed only through a decrease in the number of visitors; and

WHEREAS, despite concerns regarding the record increasing visitor counts to the State, tourism remains a critical industry, supporting the employment of over 217,000 individuals in the State; and

WHEREAS, developing and implementing strategies to increase per person visitor spending the State, even while reducing the
number of visitors to the State, will ensure that the tourism
industry remains vibrant while enhancing visitor experiences
through the reduction in overcrowding at visitor attractions; now, therefore,

BE IT RESOLVED by the Senate of the Thirtieth Legislature
of the State of Hawaii, Regular Session of 2020, the House of
Representatives concurring, that the Hawaii Tourism Authority is
requested to develop and implement a five-year strategic plan
for 2020-2025, and every five years thereafter, to decrease
visitor counts to the State and increase per visitor spending; and

BE IT FURTHER RESOLVED that the Legislature requests that
any five-year strategic plan developed and implemented by the
Hawaii Tourism Authority include specific objectives, goals, and
strategies to reduce visitor count and increase per visitor
spending in the State; and

BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is
requested to develop any tourism marketing plan with the aim of
reducing visitor counts and increasing per visitor spending the
State; and

BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is
requested to submit a report to the Legislature of its findings
and recommendations, including any proposed legislation, no
later than twenty days prior to the convening of the Regular
Session of 2021; and

BE IT FURTHER RESOLVED that certified copies of this
Concurrent Resolution be transmitted to the Governor; Director
of Business, Economic Development, and Tourism; Chairperson of
the Hawaii Tourism Authority Board of Directors; and President
and Chief Executive Officer of the Hawaii Tourism Authority.

OFFERED BY:

[Signatures]