
A BILL FOR AN ACT

RELATING TO BRANDING HAWAII NAME.

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

1 SECTION 1. The legislature finds that, with communications
2 technology enabling new products to be broadcast around the
3 world and copied in days and low cost labor markets in
4 competition with the United States, it is a foregone conclusion
5 that Hawaii's products and services typically cannot compete on
6 the basis of price or newness. What the State possesses is the
7 strength and power of the Hawaii brand. Hawaii is a highly
8 recognized and valued brand that carries the value-added premium
9 most brands seek in tourism, coffee, flowers, deep-sea water,
10 and astronomy. It is also emerging as a geographic brand in
11 life sciences, dual use technology, and other areas. The State
12 also has a unique opportunity because Hawaii's annual population
13 gives brands exposure not only to the 1,200,000 resident
14 population but also the more than six million visitors from the
15 mainland and Japan. Hawaii has a more diverse population than
16 most cities and provides potential annual exposure to a
17 population more than twice that of the residents of Chicago,
18 Orange County, greater San Francisco, and Boston.



1 The legislature further finds that governments around the
2 world are taking back geographic brands. Napa County succeeded
3 in prohibiting use of "Napa Valley" in the name of a wine not
4 produced with Napa grapes. Kona coffee growers succeeded in
5 setting a fifteen per cent requirement before the name "Kona"
6 can be used in a product. In the European Union, France
7 aggressively protects its brands that are dependent on the
8 French country image from wines to French chocolate.

9 The legislature notes that market research has proven that
10 different geographic areas have different images. The appeal of
11 Hawaii is widespread and many have de facto stolen Hawaii as a
12 brand name. On the other hand, Hawaii has failed to be
13 aggressive in asserting its identity where valid.

14 The purpose of this Act is to assess the value of the
15 Hawaii name brand.

16 SECTION 2. **Hawaii name brand; study.** The Hawaii tourism
17 authority shall conduct a study and in-depth assessment of the
18 Hawaii name brand, its values and its potential on a variety of
19 levels among residents and native Hawaiians, visitors from North
20 America, Japan and Asia, Europe, and among business leaders in
21 key markets. The Hawaii tourism authority shall ensure that the
22 study shall be conducted by professionals who have direct,

1 hands-on experience developing brands in these markets and who
 2 have techniques for reaching the essence of the name brand and
 3 spirit of Hawaii, including "Aloha" and "Family". The
 4 assessment shall also include legal considerations for
 5 protecting the Hawaii name brand.

6 SECTION 3. There is appropriated out of the general
 7 revenues of the State of Hawaii the sum of \$ _____, or so much
 8 thereof as may be necessary for fiscal year 2006-2007, to the
 9 Hawaii tourism authority for a study and in-depth assessment of
 10 the Hawaii name brand pursuant to this Act.

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

13 SECTION 4. This Act shall take effect upon its approval,
 14 except that section 3 shall take effect on July 1, 2006.

15

INTRODUCED BY: Calvin K. Iy
Philip P. Abinney, Jr.

JAN 20 2006



H.B. NO. 2166

Report Title:

Hawaii Tourism Authority; Study; Branding/Protecting Hawaii Name

Description:

Requires Hawaii tourism authority to conduct a study to assess the value of the "Hawaii" brand and its potential uses in key markets. Appropriates \$.

