
HOUSE CONCURRENT RESOLUTION

ENCOURAGING THE HAWAII TOURISM AUTHORITY TO DEVELOP A VOLUNTARY
REGISTRATION PROGRAM FOR MAINLAND HAWAIIAN ORGANIZATIONS TO
MARKET HAWAII AS A VISITOR DESTINATION AND TO SHARE AND
DISTRIBUTE EVENT INFORMATION, PRODUCT DEVELOPMENT IDEAS,
AND WORKFORCE OPPORTUNITIES.

1 WHEREAS, due to the high cost of living in Hawaii,
2 including the skyrocketing costs of purchasing a home in the
3 current housing market, many local residents have left the state
4 to pursue their dreams on the mainland; and
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6 WHEREAS, in spite of the time and energy these individuals
7 and families devote to finding a new place for themselves in
8 their mainland communities, the unique cultural values and
9 traditions that embody the spirit of "Hawaii" remain; and
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11 WHEREAS, the unique cultural heritage that binds former
12 Hawaii residents to each other manifests itself through a
13 variety of mainland Hawaiian associations, groups, clubs, and
14 organizations; and
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16 WHEREAS, these mainland Hawaiian organizations provide an
17 opportunity for former Hawaii residents to reconnect with, and
18 perpetuate, the culture and traditions of Hawaii; and
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20 WHEREAS, mainland Hawaiian organizations also have the
21 potential to serve as cultural ambassadors, sharing the culture
22 and traditions of Hawaii with communities throughout the
23 country; and
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25 WHEREAS, this potential to showcase the Hawaiian culture
26 through personal, face-to-face contact represents a largely
27 untapped resource that may prove invaluable in generating
28 interest and marketing Hawaii as a visitor destination; and



1 WHEREAS, one way to accomplish this is through a
 2 coordinated effort by the Hawaii Tourism Authority (HTA) to
 3 actively recruit mainland Hawaiian organizations to share and
 4 distribute event information, product development ideas, and
 5 workforce opportunities; now, therefore,

6
 7 BE IT RESOLVED by the House of Representatives of the
 8 Twenty-fourth Legislature of the State of Hawaii, Regular
 9 Session of 2007, the Senate concurring, that HTA is encouraged
 10 to develop a voluntary registration program for mainland
 11 Hawaiian organizations to market Hawaii as a visitor
 12 destination, and to share and distribute event information,
 13 product development ideas, and workforce opportunities; and
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15 BE IT FURTHER RESOLVED that mainland Hawaiian organizations
 16 are encouraged to participate in the voluntary registration
 17 program as a way to promote Hawaiian interests abroad; and
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19 BE IT FURTHER RESOLVED that a certified copy of this
 20 Concurrent Resolution be transmitted to the Executive Director
 21 of the HTA.
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OFFERED BY:

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