
HOUSE 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

29 WHEREAS, one way to accomplish this is through a
30 coordinated effort by the Hawaii Tourism Authority (HTA) to
31 actively recruit mainland Hawaiian organizations to share and



1 distribute event information, product development ideas, and
 2 workforce opportunities; now, therefore,

3
 4 BE IT RESOLVED by the House of Representatives of the
 5 Twenty-fourth Legislature of the State of Hawaii, Regular
 6 Session of 2007, that HTA is encouraged to develop a voluntary
 7 registration program for mainland Hawaiian organizations to
 8 market Hawaii as a visitor destination, and to share and
 9 distribute event information, product development ideas, and
 10 workforce opportunities; and

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 12 BE IT FURTHER RESOLVED that mainland Hawaiian organizations
 13 are encouraged to participate in the voluntary registration
 14 program as a way to promote Hawaiian interests abroad; and

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 16 BE IT FURTHER RESOLVED that a certified copy of this
 17 Resolution be transmitted to the Executive Director of the HTA.
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OFFERED BY:

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