

STAND. COM. REP. NO. 1964

Honolulu, Hawaii

Aj-012 , 2007

RE: H.C.R. No. 288
H.D. 2

Honorable Calvin K.Y. Say
Speaker, House of Representatives
Twenty-Fourth State Legislature
Regular Session of 2007
State of Hawaii

Sir:

Your Committee on Tourism & Culture, to which was referred H.C.R. No. 288, H.D. 1, entitled:

"HOUSE CONCURRENT RESOLUTION REQUESTING THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM, THE HAWAII TOURISM AUTHORITY, AND THE HAWAII VISITORS AND CONVENTION BUREAU TO CONDUCT ACTIVITIES TO INCREASE THE NUMBER OF VISITORS FROM TAIWAN,"

begs leave to report as follows:

The purpose of this concurrent resolution is to request the Department of Business, Economic Development, and Tourism (DBEDT), Hawaii Tourism Authority (HTA), and the Hawaii Visitors and Convention Bureau (HVCB) to conduct activities to increase the number of visitors from Taiwan.

Two concerned individuals supported this concurrent resolution. HTA submitted comments.

Your Committee finds that HTA has already undertaken efforts in Taiwan to promote Hawaii as a visitor destination. For example, HTA has contracted with Hawaii Tourism Taiwan to conduct marketing activities, including sales calls, monthly newsletters and press releases, travel trade seminars, travel agent and media tours, and participation in trade shows including the Taipei International Trade Fair. Your Committee recognizes, however, that there exist certain obstacles that hinder visitor growth from

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Taiwan, including limited airseat capacity, as well as Taiwan's current exclusion from the federal visa waiver program.

Furthermore, your Committee notes that testimony submitted during the public hearing indicated that HVCB is no longer responsible for marketing to Taiwan.

Accordingly, your Committee has amended this measure by:

- (1) Deleting references to HVCB;
- (2) Changing its title to read: "REQUESTING THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM AND THE HAWAII TOURISM AUTHORITY TO CONDUCT ACTIVITIES TO INCREASE THE NUMBER OF VISITORS FROM TAIWAN"; and
- (3) Making technical, nonsubstantive amendments for style, clarity, and consistency.

As affirmed by the record of votes of the members of your Committee on Tourism & Culture that is attached to this report, your Committee concurs with the intent and purpose of H.C.R. No. 288, H.D. 1, as amended herein, and recommends its adoption in the form attached hereto as H.C.R. No. 288, H.D. 2.

Respectfully submitted on
behalf of the members of the
Committee on Tourism & Culture,


for RYAN I. YAMANE, Chair



