

STAND. COM. REP. NO. 1962

Honolulu, Hawaii

Aug 12, 2007

RE: H.C.R. No. 325

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. 325 entitled:

"HOUSE CONCURRENT RESOLUTION REQUESTING THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM AND THE HAWAII TOURISM AUTHORITY TO INCREASE THEIR MARKETING EFFORTS IN THE NICHE MARKET OF HERITAGE TOURISM, "

begs leave to report as follows:

The purpose of this concurrent resolution is to promote Hawaii's unique cultural heritage by requesting the Department of Business, Economic Development, and Tourism (DBEDT) to increase its marketing efforts in the niche market of heritage tourism.

Daughters of Hawaii supported this measure. DBEDT supported the intent of this measure. The Hawaii Tourism Authority (HTA) submitted comments.

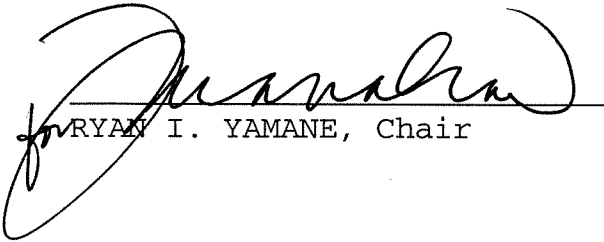
Your Committee notes that HTA annually supports over 130 projects through its Festivals and Events and Product Enrichment Programs. Many of these projects focus on cultural and heritage tourism, and provide visitors with activities that promote Hawaii's unique culture. Your Committee finds that HTA and DBEDT should continue to work together to maintain and expand these types of programs for the benefit of our visitor industry and for our state as a whole.

HCR325 HSCR TAC HMS 2007-3604



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. 325 and recommends its adoption.

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



RYAN I. YAMANE, Chair



