

STAND. COM. REP. NO. 1963

Honolulu, Hawaii

Ag-12 , 2007

RE: H.R. No. 229  
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.R. No. 229, H.D. 1, entitled:

"HOUSE 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 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 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.R. No. 229, H.D. 1, as amended herein, and recommends its adoption in the form attached hereto as H.R. No. 229, H.D. 2.

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

  
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for RYAN I. YAMANE, Chair



