

STAND. COM. REP. NO. 1961

Honolulu, Hawaii

Aj 12, 2007

RE: H.R. No. 262

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. 262 entitled:

"HOUSE 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 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.

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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. 262 and recommends its adoption.

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

  
for RYAN I. YAMANE, Chair



