
HOUSE CONCURRENT RESOLUTION

URGING THE HERITAGE TOURISM COMMUNITY TO COLLABORATIVELY WORK
TO, AMONG OTHER THINGS, CREATE A HERITAGE TOURISM MARKETING
PLAN FOR USE BY THE HAWAII TOURISM AUTHORITY.

1 WHEREAS, the state of Hawaii has a rich and vibrant
2 heritage, blending history, architecture, values, and culture
3 from its various ethnicities to create a unique community in the
4 world; and

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6 WHEREAS, the state of Hawaii has transitioned from an
7 economy dominated by agriculture to one where tourism is the
8 main driver, contributing to over \$12,800,000,000 in direct
9 visitor expenditures statewide in 2007 according to the 2007
10 State of Hawaii Data Book; and

11
12 WHEREAS, one of the fastest growing niches in the tourism
13 industry is heritage tourism, travel that focuses on
14 experiencing the places and activities that authentically
15 represent the stories and people of the past and present in a
16 particular location; and

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18 WHEREAS, according to a 2003 study by the Travel Industry
19 Association and Smithsonian magazine, 81% of U.S. adults (118
20 million) who travelled in 2002 were considered cultural heritage
21 travelers; and

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23 WHEREAS, according to the National Trust for Historic
24 Preservation, numerous studies find that visitors to historic
25 sites and cultural attractions stay longer and spend more money
26 than other types of tourists, spending on average \$623 per trip
27 compared to \$57 for all U.S. travelers excluding the cost of
28 transportation; and

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30 WHEREAS, in January 2009, the Auditor released a management
31 and financial audit critical of the Hawaii Tourism Authority,



1 the lead agency for advocating for Hawaii as a tourism
2 destination, which noted the lack of long-term planning and
3 strategic vision, among other things; and

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5 WHEREAS, there have been numerous heritage tourism success
6 stories across our nation; and

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8 WHEREAS, facing the loss of jobs and population,
9 communities in rural Kansas joined Marci Penner in founding the
10 Kansas Sampler Foundation, which helped to identify resources in
11 the community that could appeal to tourists - architecture, art,
12 commerce, cuisine, customs, geography, history, and people, and
13 worked to publish *the Kansas Guidebook for Explorers*, a
14 successful guidebook that is now in its third printing and has
15 spawned a sampler festival that attracts 6,000-8,000 attendees
16 annually; and

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18 WHEREAS, in response to tough economic times and the
19 potential loss of culture, the Museum of the Southern Jewish
20 Experience embarked on a marketing project called the Cultural
21 Corridors project, which were tours that teamed with a bus
22 company to increase tourism income for all towns along the route
23 in both Mississippi and Louisiana; and

24
25 WHEREAS, by leveraging \$159,750 in advertising to secure
26 more than a million dollars of publicity, the Museum found that
27 after the summer of 1998, 77% of survey respondents indicated
28 that they stayed overnight or spent money in restaurants, shops,
29 and hotels in Jackson, Natchez, Utica, Vicksburg, Port Gibson,
30 and Woodville, and as a result of the approximately 26,000
31 people who saw one of the Museum's exhibits, generated an
32 estimated economic impact of \$7.9 million for the region; and

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34 WHEREAS, the Maine Arts Commission and the Maine Office of
35 Tourism organized a workshop for representatives of arts
36 organization, museums, state agencies, chambers of commerce,
37 historical societies and businesses to discuss heritage tourism;
38 and

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40 WHEREAS, the Task Force that was created in the wake of
41 that initial meeting built partnerships and sought ways to build
42 a cultural heritage tourism in the state and were successful in
43 conducting a statewide inventory of arts and heritage groups,
44 creating a heritage map, and creating an out-of-state marketing



1 campaign, which led to some museums experiencing an 80% increase
2 in attendance and a \$3.6 million state appropriation in 1999
3 that led to leveraging \$10 million in outside funding; and
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5 WHEREAS, Hawaii is generally accepted as a better known
6 tourism mecca than any of the above examples; now, therefore,
7

8 BE IT RESOLVED by the House of Representatives of the
9 Twenty-fifth Legislature of the State of Hawaii, Regular Session
10 of 2009, the Senate concurring, that members of the heritage
11 tourism community are urged to come together as a task force to
12 collaboratively work to create, among other things, a marketing
13 plan for use by the Hawaii Tourism Authority to more actively
14 market Hawaii as a heritage tourist location; and
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16 BE IT FURTHER RESOLVED that members of the task force
17 should include the Director of the Historic Preservation Program
18 at the University of Hawaii at Manoa, the Executive Director of
19 the Honolulu Culture and Arts District, the Executive Director
20 of the Historic Hawaii Foundation, a representative of the State
21 Historic Preservation Division, an archeologist knowledgeable
22 about the preservation of cultural sites, and a representative
23 of the armed forces in Hawaii; and
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25 BE IT FURTHER RESOLVED that members of the task force
26 should also include representatives from the following
27 organizations: Arts of Aloha, Haleiwa Main Street Program,
28 Bishop Museum, Daughters of Hawaii, Father Damien Museum and
29 Archives, Friends of Iolani Palace, the Hawaii State Foundation
30 on the Culture and the Arts, the Japanese Cultural Center of
31 Hawaii, the Hawaii Plantation Village, Scenic Hawaii, St. Andrew
32 Cathedral, and Washington Place; and
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34 BE IT FURTHER RESOLVED that certified copies of this
35 Concurrent Resolution be transmitted to Director of the Historic
36 Preservation Program at the University of Hawaii at Manoa, the
37 Executive Director of the Honolulu Culture and Arts District,
38 the Executive Director of the Historic Hawaii Foundation, the
39 State Historic Preservation Division, Arts of Aloha, Haleiwa
40 Main Street Program, Bishop Museum, Daughters of Hawaii, Father
41 Damien Museum and Archives, Friends of Iolani Palace, the Hawaii
42 State Foundation on the Culture and the Arts, the Japanese
43 Cultural Center of Hawaii, the Hawaii Plantation Village, Scenic
44 Hawaii, St. Andrew Cathedral, and the Governor.



H.C.R. NO. 23

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OFFERED BY:

Cecilia M. King
[Signature]

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Tom Brown

[Signature]
Nannini

JAN 23 2009

