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## HOUSE 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

5  
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

17  
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

22  
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

29  
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

4  
5 WHEREAS, there have been numerous heritage tourism success  
6 stories across our nation; and

7  
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

17  
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

33  
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

39  
40 WHEREAS, the Task Force that was created in the wake of  
41 that initial meeting built partnerships and sought ways to build



1 a cultural heritage tourism in the state and were successful in  
2 conducting a statewide inventory of arts and heritage groups,  
3 creating a heritage map, and creating an out-of-state marketing  
4 campaign, which led to some museums experiencing an 80% increase  
5 in attendance and a \$3.6 million state appropriation in 1999  
6 that led to leveraging \$10 million in outside funding; and  
7

8 WHEREAS, Hawaii is generally accepted as a better known  
9 tourism mecca than any of the above examples; now, therefore,  
10

11 BE IT RESOLVED by the House of Representatives of the  
12 Twenty-fifth Legislature of the State of Hawaii, Regular Session  
13 of 2009, the Senate concurring, that members of the heritage  
14 tourism community are urged to come together as a task force to  
15 collaboratively work to create, among other things, a marketing  
16 plan for use by the Hawaii Tourism Authority to more actively  
17 market Hawaii as a heritage tourist location; and  
18

19 BE IT FURTHER RESOLVED that members of the task force  
20 should include the Director of the Historic Preservation Program  
21 at the University of Hawaii at Manoa, the Executive Director of  
22 the Honolulu Culture and Arts District, the Executive Director  
23 of the Historic Hawaii Foundation, a representative of the State  
24 Historic Preservation Division, an archeologist knowledgeable  
25 about the preservation of cultural sites, and a representative  
26 of the armed forces in Hawaii; and  
27

28 BE IT FURTHER RESOLVED that members of the task force  
29 should also include representatives from the following  
30 organizations: Arts of Aloha, Haleiwa Main Street Program,  
31 Bishop Museum, Daughters of Hawaii, Father Damien Museum and  
32 Archives, Friends of Iolani Palace, the Hawaii State Foundation  
33 on the Culture and the Arts, the Japanese Cultural Center of  
34 Hawaii, the Hawaii Plantation Village, Scenic Hawaii, St. Andrew  
35 Cathedral, and Washington Place; and  
36

37 BE IT FURTHER RESOLVED that certified copies of this  
38 Concurrent Resolution be transmitted to Director of the Historic  
39 Preservation Program at the University of Hawaii at Manoa, the  
40 Executive Director of the Honolulu Culture and Arts District,  
41 the Executive Director of the Historic Hawaii Foundation, the



1 State Historic Preservation Division, Arts of Aloha, Haleiwa  
 2 Main Street Program, Bishop Museum, Daughters of Hawaii, Father  
 3 Damien Museum and Archives, Friends of Iolani Palace, the Hawaii  
 4 State Foundation on the Culture and the Arts, the Japanese  
 5 Cultural Center of Hawaii, the Hawaii Plantation Village, Scenic  
 6 Hawaii, St. Andrew Cathedral, and the Governor.

7  
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Jim Walsh

OFFERED BY:

Clifford W. Lewis

Guthrie Thelen

[Signature]

Barbara Manumoto

[Signature]

JAN 23 2009

