



LINDA LINGLE
Governor

LLOYD I. UNEBASAMI
Interim President and
Chief Executive Officer

Hawai'i Tourism Authority

Hawai'i Convention Center, 1801 Kalākāua Avenue, Honolulu, Hawai'i 96815
Website: www.hawaiitourismauthority.org

Telephone: (808) 973-2255
Fax: (808) 973-2253

LATE
TESTIMONY

Testimony of
Lloyd I. Unebasami
Interim President and Chief Executive Officer
Hawai'i Tourism Authority
on
H.C.R. 18 and H.R. 20
**Urging the Heritage Tourism Community to Collaboratively Work to
Among Other Things, Create a Heritage Tourism Marketing Plan
For Use by the Hawai'i Tourism Authority**

House Committee on Tourism, Culture, & International Affairs
Monday, March 30, 2009
9:40 a.m.
Conference Room 312

The Hawai'i Tourism Authority (HTA) offers the following comments on H.C. R. 18 and H.R. 20 which urges the heritage tourism community to collaboratively work to create a heritage tourism marketing plan for use by the HTA.

At present, the HTA is involved in several efforts related to supporting and marketing cultural and heritage tourism in Hawai'i. These include the following efforts:

- HTA provides support to cultural and heritage tourism events and projects through its Product Enrichment Program (PEP), Major Festivals Programs and Hawaiian Cultural Programs. Specifically, in the PEP, cultural tourism is identified as one of the niche areas that the program. Additionally, it should be noted that HTA is already working with many of the organizations named in these resolutions including Bishop Museum, Iolani Palace, Hawai'i's Plantation Village, Haleiwa Arts Festival, Japanese Cultural Center of Hawai'i and State Foundation of Culture and the Arts as well as others throughout the state.
- In terms of marketing the destination as a diverse place with so much to see and do, the HTA is involved in several efforts, including those listed below:
 - Each year, HTA's marketing contractors develop **one year annual tourism marketing plans** that reflect Hawai'i's various product offerings including but not limited to cultural and heritage tourism.
 - **HTA's Post-Arrival Promotional Campaign** is a comprehensive effort that includes a Festivals of Hawai'i calendar that is done on a quarterly basis and includes the various festivals and events that HTA supports through its Major Festivals, PEP and Hawaiian Cultural Programs.
 - **So Much More Hawai'i** is a publication that highlights various events and activities statewide that may be of interest to our marketing partners and contractors throughout the world and is used to promote Hawai'i's diversity as a visitor destination.

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- **Online marketing initiative.** In an effort to increase online marketing efficiencies, HTA has begun to centralize its marketing contractors' websites under one physical location. One of the results of this initiative is improved cross-selling of the islands including product offerings.

Because the HTA is already working with various entities including those named in these resolutions to promote Hawai'i as a diverse visitor destination through its various programs, these resolutions are unnecessary and we request that they be held.

Thank you for the opportunity to testify on this measure.

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TESTIMONY

March 30, 2009

To: The Honorable Representative Joey Manahan, Chair
The Honorable Representative James Kunane Tokioka, Vice Chair
House Committee on Tourism, Culture and International Affairs

From: Corinne W. L. Ching

Subject: House Concurrent Resolution 18 - Relating to Heritage Tourism

I submit testimony in **strong support** of House Concurrent Resolution 18 - Relating to Heritage Tourism.

The state of Hawaii has a culture and history that is unmatched in our Union. This culture and history creates an extraordinary opportunity for Hawaii to thrive in the Heritage Tourism Industry. The time for Heritage Tourism is upon us. It can not be more clear in these economic times, that we start to think outside the proverbial box of traditional tourism. We should consider ourselves very fortunate that our great State provides us with the cultural, architectural, natural and historically significant features required for Heritage tourism success. There is more to Hawaii than beaches, sand, and sun.

Heritage Tourism has a vast range of benefits to the State and to the tourist themselves. When the Heritage Tourist visits, they stay longer and spend more money. Of course Heritage Tourism will bring money to the hotels, resorts, and airlines but more importantly they will bring revenue to the small businesses. In times of economic hardship we must build from the bottom up. Sustaining our small businesses is essential to economic growth and Heritage Tourism can provide the shot needed to our small towns and businesses. I can't help but think of Haleiwa Town, Hilo, and Liliha, which along with many other small towns in Ahupua'a are included in the pending Heritage Corridor legislation before the U.S. Congress

It's a shame that more often than not a guest of ours might board their plane home, having never seen one of the only three existing palaces in the United States, all of which are located here in Hawaii. It disheartens me that over the years hundreds of thousands of people have come to visit our magnificent State but have never experienced firsthand our mom and pop stores, learned our history, tasted mocha, walked on our sacred ground, or visited our small towns. The reason for this is the lack of education we give the tourist. We need to make tourist aware of what else Hawaii has to offer. For Heritage Tourism to exist and flourish, preservation, protection and awareness of our historic sites is necessary. We legislators and the people of Hawaii must do everything in our power to make sure our beautiful State maintains its natural and one of a kind man-built appeal.

Heritage Tourism if done correctly can be an important source of revenue for our State. I say its time to be proactive and help get the ball rolling on Heritage Tourism. It can not be more evident in these economic times that we reach across the aisle and unite for the people of Hawaii. I implore all my friends, on both side of the aisle, to come together and help me preserve and protect the treasures of Hawaii so we can prosper as a State and as a people.

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