
HOUSE RESOLUTION

REQUESTING THAT A TOURISM TASK FORCE BE CREATED AND TO FOCUS ON
INCREASING TOURISM FROM TAIWAN AND CHINA.

1 WHEREAS, the nations of China and Taiwan have one of the
2 largest, fastest growing and affluent middle-class populations
3 in the world with 41 million outbound travelers in 2007, a
4 projected 50 million in 2010 and a projected 100 million by
5 2020; and

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7 WHEREAS, the average spent in Hawaii by tourists traveling
8 from both China and Taiwan is \$283 per person, per day, the
9 highest of any visitor from any geographic area; and

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11 WHEREAS, hope for Hawaii's slumping economy lies in tourism
12 from China and Taiwan and that Hawaii's window of opportunity to
13 cement relationships with one of the most important and largest
14 market for products and services that exist in the world is
15 open; and

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17 WHEREAS, the State of Hawaii has a rich and vibrant
18 heritage, blending history, values, and culture from its various
19 ethnicities to create a unique community in the world; and

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21 WHEREAS, it is in the best interest of the State of Hawaii
22 to implement a "full-court press" to tap into this vast,
23 lucrative tourist market to its fullest extent; and

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25 WHEREAS, the State of Hawaii has transitioned from an
26 economy dominated by agriculture to one where tourism is the
27 main driver, contributing to over \$12,800,000,000 in direct
28 visitor expenditures statewide in 2007, according to the 2007
29 State of Hawaii Data Book; now, therefore,

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31 BE IT RESOLVED by the House of Representatives of the
32 Twenty-fifth Legislature of the State of Hawaii, Regular Session



1 of 2010, that there be a task force created within the Office of
2 the Lieutenant Governor comprised of representatives from the
3 Chinese Chamber of Commerce, Department of Economic Development
4 and Tourism, Hawaii Tourism Authority, Hawaii Tourism Asia, and
5 members of the Chinese Community; and

6
7 BE IT FURTHER RESOLVED by the House of Representatives of
8 the Twenty-fifth Legislature of the State of Hawaii, Regular
9 Session of 2010, that a task force be created within the Office
10 of the Lieutenant Governor comprised of representatives from the
11 Chinese Chamber of Commerce, Department of Economic Development
12 and Tourism, Hawaii Tourism Authority, Hawaii Tourism Asia, and
13 members of the Chinese Community; and

14
15 BE IT FURTHER RESOLVED that said task force should address
16 the barriers that inhibit tapping into the Chinese "tour boom"
17 that the Hawaii Tourism Authority hasn't included in its
18 marketing plan; these include the lack of non-stop direct
19 flights between China and Hawaii, which reduces travel time by
20 as much as ten hours one way, in addition to the development of
21 relationships with government officials and private business to
22 grow this industry sector and support the efforts of the Hawaii
23 Tourism Authority; and

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25 BE IT FURTHER RESOLVED that said task force shall educate
26 and prepare Hawaii businesses and residents for this new
27 exciting traveler from China and Taiwan in order to be in a
28 position to benefit from this, shall train appropriate
29 personnel, shall create partnerships with tourist-orientated
30 programs such as Kapiolani Community College's Travel and
31 Tourism Program and the University of Hawaii's School of Travel
32 Industry Management, and promote product sales in these new
33 developing markets; and

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35 BE IT FURTHER RESOLVED that certified copies of this
36 Resolution be transmitted to the Honorable Governor of the State
37 of Hawaii, the Tourism Liaison for the Office of the Governor of
38 the State of Hawaii, the Director of the Department of Economic
39 Development and Tourism, the Chairman of the Hawaii Tourism
40 Authority, and the appropriate ethnic community organizations.
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