
HOUSE RESOLUTION

REQUESTING THE HAWAII TOURISM AUTHORITY, IN COLLABORATION WITH
THE HAWAII BOXING COMMISSION, TO CONDUCT A STUDY TO
DETERMINE THE FEASIBILITY OF BRINGING WORLD-CLASS BOXING
EVENTS TO HAWAII.

1 WHEREAS, it is essential to Hawaii's economy that our
2 visitor industry is reinvigorated, primarily by identifying and
3 developing innovative tourism markets that permit Hawaii's
4 visitor industry to develop and maintain a stronger competitive
5 advantage; and

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7 WHEREAS, sports tourism includes both spectator and
8 participant activities and attractions and is a rapidly growing
9 sector of the tourism industry; and

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11 WHEREAS, the publicity and media exposure, including
12 national and regional television broadcasts, that surround these
13 major sports events is of enormous value to tourism promotion in
14 general; and

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16 WHEREAS, these sporting events also provide business
17 opportunities for local businesses and charitable contributions
18 to our communities, which include cash donations and personal
19 visits by sports celebrities to hospitalized children; and

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21 WHEREAS, Hawaii is an established sports destination,
22 hosting, for instance, the Honolulu Marathon, the Ironman
23 Triathlon, the National Football League Pro Bowl, and various
24 Professional Golf Association events, bringing leisure and
25 business visitors to Hawaii; and

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27 WHEREAS, boxing is a popular sport in Hawaii, particularly
28 when the participating boxers have local ties, such as Brian
29 Vilorio; and



1 WHEREAS, Viloría's title defense held at the Blaisdell
2 Center in 2009 generated a great deal of excitement and
3 benefited other Hawaii boxers; and
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5 WHEREAS, Viloría has stated that he would like to fight in
6 a double-card event alongside Manny Pacquiao, a Filipino
7 professional boxer who also enjoys a strong following in Hawaii;
8 and
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10 WHEREAS, Pacquiao's November 2009 boxing match, in which he
11 won the World Boxing Organization world welterweight champion
12 title, was held in Las Vegas and was widely viewed in Hawaii;
13 and
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15 WHEREAS, the possibility of holding similar boxing matches
16 in Hawaii should be further considered; now, therefore,
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18 BE IT RESOLVED by the House of Representatives of the
19 Twenty-fifth Legislature of the State of Hawaii, Regular Session
20 of 2010, that the Hawaii Tourism Authority (HTA), in
21 collaboration with the Hawaii Boxing Commission, is requested to
22 conduct a study to determine the feasibility of bringing world-
23 class boxing events to Hawaii, and specifically, the possibility
24 of holding a Manny Pacquiao boxing match in Hawaii; and
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26 BE IT FURTHER RESOLVED that HTA is requested to:

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- 28 (1) Explore the best possible venues for boxing events;
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 - 30 (2) Weigh the advantages and disadvantages of bringing
31 such events to Hawaii, with a particular emphasis on
32 marketing; and
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 - 34 (3) Assess the infrastructure required to hold boxing
35 events in Hawaii;
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37 and
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39 BE IT FURTHER RESOLVED that HTA is requested to submit a
40 report of its findings and suggestions, including suggestions on
41 what is required to make boxing events possible in Hawaii, to

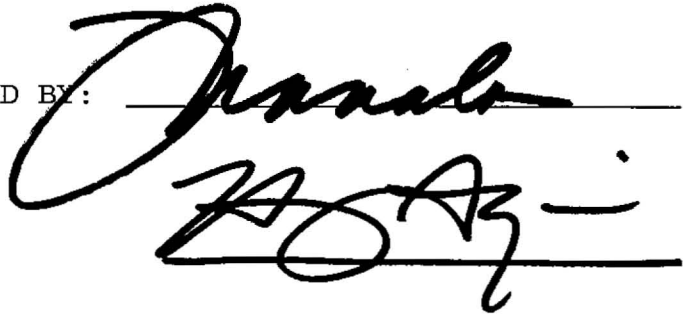


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1 the Legislature no later than 20 days prior to the convening of
2 the Regular Session of 2011; and
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4 BE IT FURTHER RESOLVED that certified copies of this
5 Resolution be transmitted to the President and Chief Executive
6 Officer of Hawaii Tourism Authority and Chairperson of the
7 Hawaii Boxing Commission.
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OFFERED BY: _____



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MAR 04 2010

