

FEB 26 2010

SENATE RESOLUTION

REQUESTING THE HAWAII TOURISM AUTHORITY TO STUDY THE FEASIBILITY
OF ESTABLISHING A "TOUR DE HAWAII" BIKE RACE.

1 WHEREAS, the Tour de France is an annual bicycle race that
2 covers around 3,500 kilometers (2,200 miles) throughout France
3 and bordering countries, lasting three weeks and attracting
4 cyclists from around the world; and
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6 WHEREAS, the Tour de France brings substantial economic
7 benefits to the participating regions, attracting spectators,
8 sports enthusiasts, and contributing to the development of
9 sports tourism; and
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11 WHEREAS, the Tour de France model has proven beneficial in
12 other states that have established similar races; and
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14 WHEREAS, for example, the 600-mile, one-week Tour de
15 Georgia, founded in 2003 as a tourism vehicle to showcase the
16 state, has attracted 3.2 million spectators and over \$186
17 million in direct economic impact to the State of Georgia in its
18 first six years, and \$38.6 million in 2008 alone - a forty per
19 cent increase over 2007; and
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21 WHEREAS, in 2008, the Tour of Missouri attracted 434,000
22 spectators and had an overall economic impact of nearly \$30
23 million, with seventy-seven per cent of out-of-state visitors at
24 the event citing the Tour as the reason for their visit to the
25 state; and
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27 WHEREAS, Hawaii is a natural venue for the establishment of
28 a "Tour de Hawaii", building on the success of other sports
29 tourism events, such as the highly competitive statewide
30 triathlon schedule and numerous cycling events and races; now,
31 therefore,
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33 BE IT RESOLVED by the Senate of the Twenty-fifth
34 Legislature of the State of Hawaii, Regular Session of 2010,
35 that the Hawaii Tourism Authority (HTA) is requested to study
36 the feasibility of establishing a "Tour de Hawaii" bike race



1 with the possibility of staging race segments on all the major
2 populated islands; and
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4 BE IT FURTHER RESOLVED that as part of its study, the HTA
5 is requested to review the models of other states and
6 appropriate jurisdictions that have established similar bike
7 racing events, including:
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9 (1) The years in which the events were established and
10 annual expenditures and economic benefits, including
11 any increases in tourism as a result of the events;
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13 (2) Infrastructure requirements, such as new or improved
14 racing venues, estimated costs, and sources of funds;
15 and
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17 (3) Recommended best practices from other states and
18 jurisdictions; and
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20 BE IT FURTHER RESOLVED that the HTA is requested to
21 consider this information in determining the feasibility of
22 establishing a "Tour de Hawaii"; and
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24 BE IT FURTHER RESOLVED that the HTA is requested to report
25 to the Legislature its findings and recommendations, including
26 benefits, costs, and a timetable for implementation, no later
27 than twenty days prior to the convening of the Regular Session
28 of 2011; and
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30 BE IT FURTHER RESOLVED that certified copies of this
31 Resolution be transmitted to the Chair of the Board of Directors
32 and to the President and Chief Executive Officer of the Hawaii
33 Tourism Authority.
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