



NEIL ABERCROMBIE  
Governor

MIKE MCCARTNEY  
President and  
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# Hawai'i Tourism Authority

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Testimony of  
**Mike McCartney**  
President and Chief Executive Officer  
Hawai'i Tourism Authority

On

**H.C.R. 102/H.R. 93**

**URGING THE HAWAII TOURISM AUTHORITY TO SEEK AN  
AGREEMENT WITH MAJOR TELEVISION NETWORKS AND  
MAINLAND WEATHER CHANNELS TO INCLUDE A REPORT OF  
HAWAII'S WEATHER IN THEIR WEATHER REPORTS**

House Committee on Tourism  
Monday, March 21, 2011  
9:15 a.m.  
Conference Room 312

The Hawai'i Tourism Authority (HTA) opposes H.C.R. 102 and H.R. 92, which urges the HTA to seek an agreement to include Hawaii's weather report in mainland and network weather reports.

Weather reports are news reports. There are no agreements to report weather from any particular region. If there is a weather event that is news worthy, such as blizzards, floods, hurricanes, or tornados, weather channels and network news channels will report them. Hawaii suffers from not really having weather. Rather, we have a climate, and Hawaii's weather is only a concern to Hawaii residents, who want to know if it will rain or if it will be hot, or voggy. Other than major weather events, weather is local news, and not something that you enter into an agreement to include in network reports.

The recent events have caused HTA to focus our available resources on larger efforts to maintain the vigor of Hawaii's visitor industry.

Thank you for the opportunity to offer these comments, and we urge you to hold these measures.

March 16, 2011

In strong SUPPORT of HR93/HCR102  
House Committee on Tourism  
Monday, 21 March 2011 in room 312 at 0915

Chair Brower and respected members of the Committee,

I am sorry that I cannot be present in person to show my support for this fine pair of proposed resolutions. Unfortunately for the timing, I am presently on a business trip to America and will not be home again before sometime in mid April, so please accept my written testimony in my place as follows:

For many years past, without any success, I have lobbied to suggest that as we travel around the country on business we repeatedly notice that local TV and radio stations around the country regularly show the weather for all of the adjacent continental states, but very seldom do they mention the weather in Hawaii. Both Connie and I have always felt that this was a relatively inexpensive and big return for the bucks spent way to help Hawaii tourism. Just encourage the national weather distributors to the various networks to show Hawaii weather when they show the rest of the country's conditions in local and national weather broadcasts around the country. When you're freezing your okole off day after day on the mainland you will truly be impressed with the repeated day after day presentation of conditions of sun and mid 70s to 80s temperatures in Hawaii. I cannot think of a less expensive way to gain that much favorable notice for our tourism industry.

Incidentally, on this present trip we are now in Louisville, KY, and the temperatures and conditions really would make a Hawaii weather report cause wild anticipation for a trip to the islands. In the summer here they have temperatures in the mid to high 90s accompanied by high 90s humidity, again a driver to hunt for those tradewind breezes with mid 80s temperatures, blue waters and white sand beaches in Hawaii.

Please support these resolutions.

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