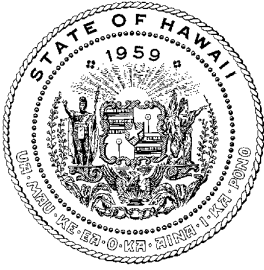


SCR132



NEIL ABERCROMBIE  
Governor

MIKE MCCARTNEY  
President and  
Chief Executive Officer

# Hawai'i Tourism Authority

Hawai'i Convention Center, 1801 Kalākāua Avenue, Honolulu, Hawai'i 96815  
Website: [www.hawaiitourismauthority.org](http://www.hawaiitourismauthority.org)

Telephone: (808) 973-2255  
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Testimony of  
**Mike McCartney**  
President and Chief Executive Officer  
Hawai'i Tourism Authority  
on  
**S.C.R. 132**  
**Requesting an Exploratory Study on Hawaii's Suitability as a  
Climatotherapy Tourism Destination for Atopic  
Disease Patients from East Asia**

Senate Committee on Education  
Senate Committee on Tourism  
Senate Committee on Health  
Wednesday, March 30, 2011  
1:15 p.m.  
Conference Room 225

The Hawai'i Tourism Authority (HTA) supports S.C.R. 132, which requests the University of Hawaii at Manoa, in partnership with the HTA to undertake a study to determine the suitability of Hawai'i's facilities and environmental factors with respect to promoting Hawai'i as a climatotherapy tourism destination for atopic disease patients.

Section 201B-3, HRS, empowers the HTA to coordinate the development of new products, including health and wellness tourism, with persons in the public and private sectors. Further, a goal of the Tourism Product Development initiative in the *Hawai'i Tourism Strategic Plan: 2005-2015 (State TSP)*, is to "provide a diverse and quality tourism product unique to Hawai'i that enhances the Hawai'i visitor experience and enriches residents' quality of life."

In addition to evaluating the suitability of Hawai'i's facilities and environmental factors relating to the promotion of Hawai'i as a climatotherapy tourism destination, the University should also identify enterprises or operators that are able to provide the services required by visitors that are atopic disease patients and the size of the East Asian market for these services.

Thank you for the opportunity to provide these comments.

**HEARING OF EDUCATION, TOURISM, AND HEALTH COMMITTEES**

**Wednesday, March 30**

**1:15pmRm 225**

**To the Senate Tourism Committee**

Senator Donna Mercado Kim, Chair

Senator Ronald D. Kouchi, Vice Chair

&

**To the Senate Health Committee**

Senator Josh Green, M.D., Chair

Senator Clarence K. Nishihara, Vice Chair

From: Annie Koh

Former resident of Seoul, Korea and current District 22 resident

**Re: SCR 132 – AN EXPLORATORY STUDY ON HAWAII'S SUITABILITY AS A CLIMATOTHERAPY TOURISM DESTINATION**

**In Strong Support**

Chairs & Committee Members:

**I strongly support SCR 132** as a much-needed way to diversify the tourism industry in Hawai`i.

While discretionary spending on honeymoons and package tours inevitably declines after natural disasters and economic downturns, health spending remains steady. Atopy is a set of allergic hypersensitivity reactions that plagues many people in developed Asian nations such as Korea, Japan, and Taiwan due to changing environmental conditions and hyper-urbanization.

Like most people in developed nations, South Koreans are anxious to provide the best for their children and . Prior to moving to Honolulu, for five years I studied at Seoul National University, where first-hand observations and media reports showed the steep increase in patients suffering from atopy, atopic dermatitis, and related conditions. Families I knew were frantic to find any kind of relief for their children, who seemed to suffer the most, and in one case, a family flew the youngest child to Colorado for a summer to avoid the muggy, polluted air. The climate and air quality in Hawai`i would be far better for treatment than Colorado.

Hawai`i has a geographic advantage and a linguistic advantage when it comes to health tourism from Asia. Let us not rely on the same-old same-old types of tourism that are so vulnerable to economic downturns, and instead provide a real service to patients suffering from atopy in Asia.

Thank you for the opportunity to submit testimony.

Annie Koh

1650 Kanunu St. #610

Honolulu, HI 96814

## Erin Conner

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**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Thursday, March 24, 2011 11:57 PM  
**To:** EDU Testimony  
**Cc:** aloha78aloha@gmail.com  
**Subject:** Testimony for SCR132 on 3/30/2011 1:15:00 PM

Testimony for EDU/TSM/HTH 3/30/2011 1:15:00 PM SCR132

Conference room: 225  
Testifier position: support  
Testifier will be present: No  
Submitted by: Hakyoon Lee  
Organization: Individual  
Address:  
Phone:  
E-mail: [aloha78aloha@gmail.com](mailto:aloha78aloha@gmail.com)  
Submitted on: 3/24/2011

### Comments:

As a person who was suffering from atopy and cured this skin/immune problem in Hawaii, I strongly agree that research into atopy tourism might be something of value for the State to pursue-for its niche tourism market value, and potential benefits to Hawaii's environment and agriculture. These days, Atopy is very common but serious problem in Asian countries, mostly in Korea and Japan because of environmental issues. Hawaii has potential environmental resources to contribute to solve this problem and it can be a good example of medical-tourism industry (increasingly popular in many Asian countries) in this global world.

## Erin Conner

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**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 29, 2011 1:09 PM  
**To:** EDU Testimony  
**Cc:** sangpahk@yahoo.com  
**Subject:** Testimony for SCR132 on 3/30/2011 1:15:00 PM

Testimony for EDU/TSM/HTH 3/30/2011 1:15:00 PM SCR132

Conference room: 225  
Testifier position: support  
Testifier will be present: No  
Submitted by: Sang-hyoun Pahk  
Organization: Individual  
Address:  
Phone:  
E-mail: [sangpahk@yahoo.com](mailto:sangpahk@yahoo.com)  
Submitted on: 3/29/2011

Comments:

## Erin Conner

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**From:** Chihiro Ishii [ishiichi@hawaii.edu]  
**Sent:** Wednesday, March 30, 2011 1:36 AM  
**To:** EDU Testimony  
**Subject:** Testimony: SCR132 Wednesday, March 30, 2011, 1:15PM

Aloha Committee Chair Tokuda, Committee Chair Kim, Committee Chair Green and Members of the Committees on Education, Health and Tourism,

I am writing in support of Senate Concurrent Resolution 132 (SCR132-Requesting and exploratory study on Hawaii's suitability as a climatotherapy tourism destination for atopic disease patients from East Asia) because I myself is one of the beneficiary of Hawaii's environment.

I had a very severe atopy that worsened further after moving to Tokyo. Increasingly it was becoming difficult for me to work; my whole body including my face was severely inflamed and were sensitive to external stimulus, and my immune system weakened and got sick frequently. This was one of the major reason why I decided to quit my work and study in US. Out of the three universities I got accepted to, I chose Hawaii because I have heard of people whose atopy symptoms improved during their stay. I studied in Hawaii for 5 years, and now I barely have any symptoms.

Often times, people with atopy is overly nervous to travel abroad because, first, the closed, dusty airplane causes their skin to become very sensitive. When I had atopy, and skin used to inflame just by sitting in the airplane. Hawaii's clean air and water do not cause any further stress to the patient's sensitive skin, and I know of many patients who have become repeating visitors to Hawaii because they are worry free during their stay in Hawaii, and even better, their symptoms improve, even during a short visit. When I lived in Hawaii, I met two families who visited Hawaii at least twice every year for 2 to 4 weeks to improve their children's atopy symptoms.

I think general recognition of the benefits of Hawaii's environment to atopy patients in East Asia will result in increasing number of long term repetitive tourists. Promoting clean and healthy environment for atopy patients could also appeal to non-atopy patients who are environmentally conscious. I strongly recommend further examination in this field of tourism.

Thank you for your consideration of my testimony

Sincerely,

Chihiro Ishii  
5-17-12-202 Nagasaki, Toshima-ku  
Tokyo, JAPAN

Aloha  
Education Committee Chair Senator Tokuda,  
Tourism Chair Senator Kim,  
Health Chair Senator Green,  
and Committee Members,

I am writing in support of Senate Concurrent Resolution 132 (SCR 132). Atopy tourism has great potential to bring greater recognition to the unique environmental conditions and natural resources that exist in Hawai'i. Atopy tourism shows promising alignment with the emerging green economy in the islands, with potential to attract visitors who would stimulate demand for local and organic food production and sustainably-sourced goods. Hawai'i provides a wonderful natural environment for addressing the symptoms of atopy. A dear friend and former housemate's atopy symptoms greatly improved while she was living in Hawaii. Quality of life for individuals suffering from atopy can be effectively raised here in Hawaii.

Mahalo for your consideration of my testimony in support of SCR 132.  
Tai-An Miao  
711 Birch St., A-1  
Honolulu, HI 96814

## Erin Conner

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**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Wednesday, March 30, 2011 9:20 AM  
**To:** EDU Testimony  
**Cc:** hyeon@hawaii.edu  
**Subject:** Testimony for SCR132 on 3/30/2011 1:15:00 PM  
**Attachments:** SCR132\_.pdf

Testimony for EDU/TSM/HTH 3/30/2011 1:15:00 PM SCR132

Conference room: 225  
Testifier position: support  
Testifier will be present: No  
Submitted by: Hyeon Ju Lee  
Organization: Individual  
Address:  
Phone:  
E-mail: [hyeon@hawaii.edu](mailto:hyeon@hawaii.edu)  
Submitted on: 3/30/2011

Comments: