
HOUSE CONCURRENT RESOLUTION

REQUESTING THE HAWAII TOURISM AUTHORITY TO CONDUCT A FEASIBILITY
STUDY ON OPTIONS TO GENERATE MORE REVENUE FROM THE HAWAII
CONVENTION CENTER.

1 WHEREAS, the visitor sector is the primary source of income
2 for the State; and

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4 WHEREAS, visitor arrivals in the State are currently at an
5 all-time high; and

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7 WHEREAS, the Hawaii Tourism Authority expects visitor
8 spending will reach \$15.8 billion in 2013, when 500,000 more
9 visitors will arrive than in 2012, bringing total annual
10 arrivals to 8.5 million visitors; and

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12 WHEREAS, on March 12, 2013, the *Honolulu Star Advertiser*
13 published an article warning that the State's visitor-industry
14 fortunes could reverse if the State does not add more
15 accommodations as tourism surges; and

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17 WHEREAS, the Hawaii Convention Center is located in the
18 Waikiki district, which is the primary tourist district on Oahu;
19 and

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21 WHEREAS, the operational model for the Hawaii Convention
22 Center is not intended to earn profits generated by the center
23 itself; rather, its purpose is to generate tax revenues from
24 convention attendees who stay in hotels, dine at restaurants,
25 and take tours; and

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27 WHEREAS, the Hawaii Convention Center has generated an
28 average of \$540 million in economic activity annually in over
29 ten years, which is a return of \$1.40 in additional tax revenue
30 for every tax dollar spent on its operation; and



1 WHEREAS, management personnel of the Hawaii Convention
2 Center have stated that the Hawaii Convention Center "more than
3 pays for itself" but could generate additional profits; now,
4 therefore,
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6 BE IT RESOLVED by the House of Representatives of the
7 Twenty-seventh Legislature of the State of Hawaii, Regular
8 Session of 2013, the Senate concurring, that the Hawaii Tourism
9 Authority is requested to conduct a feasibility study on options
10 to generate more revenue from the Hawaii Convention Center; and
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12 BE IT FURTHER RESOLVED that the scope of the study is
13 requested to include any options that the Hawaii Tourism
14 Authority deems appropriate to address concerns regarding the
15 lack of accommodations for visitors; and
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17 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is
18 requested to include in its report of its study a review on the
19 feasibility of constructing a hotel, timeshare condominiums, or
20 a resort on top of, within, or on the land of the Hawaii
21 Convention Center; and
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23 BE IT FURTHER RESOLVED that the report is requested to also
24 include the feasibility of including partnerships with members
25 of the Hawaii Lodging and Tourism Association for the investment
26 and operations of any option to generate more revenue from the
27 Hawaii Convention Center; and
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29 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is
30 requested to submit its study report, including findings and
31 recommendations, to the Legislature no later than 20 days prior
32 to the convening of the Regular Session of 2014; and
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34 BE IT FURTHER RESOLVED that certified copies of this
35 Concurrent Resolution be transmitted to the Governor; Director
36 of Business, Economic Development, and Tourism; and the
37 President and Chief Executive Officer of the Hawaii Tourism
38 Authority.
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40 *Bill Keolu*
41 *Tommy A. Smith*
OFFERED BY:
Tommy A. Smith
Chauvel
nyell
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