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## HOUSE 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

3  
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

11  
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

26  
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, that the Hawaii Tourism Authority is requested  
9 to conduct a feasibility study on options to generate more  
10 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  
33

34 BE IT FURTHER RESOLVED that certified copies of this  
35 Resolution be transmitted to the Governor; Director of Business,  
36 Economic Development, and Tourism; and the President and Chief  
37 Executive Officer of the Hawaii Tourism Authority.  
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OFFERED BY:

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