
HOUSE RESOLUTION

REQUESTING THE HAWAII TOURISM AUTHORITY WITH COOPERATION FROM THE DEPARTMENT OF HEALTH AND THE HAWAII VISITORS AND CONVENTION BUREAU TO IMPROVE MARKETING AND VISITOR INFORMATION STRATEGIES TO ATTRACT DISABLED TRAVELERS TO HAWAII.

1 WHEREAS, the Legislature finds that an estimated
2 1,200,000,000 people worldwide have disabilities, including
3 51,200,000 United States citizens, of which 32,500,000 have
4 severe disabilities and 18,700,000 have non-severe disabilities;
5 and

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7 WHEREAS, of the disabled United States citizens who are 21
8 to 64 years of age, approximately 43 percent with severe
9 disabilities and 82 percent with non-severe disabilities are
10 employed; and

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12 WHEREAS, of the 69,600,000 families in the United States,
13 20,300,000 have at least one member with a disability; and

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15 WHEREAS, Hawaii's tourism industry and economy will be
16 strengthened by an increase of disabled visitors who travel to
17 Hawaii and are accompanied by their families, friends, and
18 escorts; and

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20 WHEREAS, people with disabilities have more than
21 \$220,000,000,000 in discretionary spending power and these
22 individuals spend on average \$13,600,000,000 on travel which
23 does not include expenditures by their accompanying families,
24 friends, and escorts; and

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26 WHEREAS, for example, a one percent increase in the
27 penetration of the disabled-travel market in the United States
28 will generate more than \$100,000,000 in additional tourism
29 revenue for Hawaii; and



1 WHEREAS, this market is steadily growing as a higher
2 percentage of the population becomes older and requires services
3 to address their physical changes and limitations; and
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5 WHEREAS, Hawaii has a well-developed infrastructure for
6 accommodating disabled travelers, including disabled-accessible
7 hotels, restaurants, tourist attractions, airports, cruise
8 facilities, and land transportation, along with quality medical
9 facilities and personnel; and
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11 WHEREAS, the websites of the Hawaii Tourism Authority and
12 the Department of Health contain disabled-traveler information
13 that should be evaluated and optimized for content,
14 organization, and marketing effectiveness, including the
15 marketing of collateral material and advertising for disabled
16 travelers; now, therefore,
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18 BE IT RESOLVED by the House of Representatives of the
19 Twenty-seventh Legislature of the State of Hawaii, Regular
20 Session of 2013, that the Hawaii Tourism Authority, with
21 cooperation from the Department of Health and the Hawaii
22 Visitors and Convention Bureau, is requested to improve
23 marketing and visitor information, including developing a
24 comprehensive disabled visitor information page on the
25 Department of Health's and Hawaii Tourism Authority's websites,
26 to attract disabled travelers to Hawaii; and
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28 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is
29 requested to submit to the Legislature a list of strategies that
30 will attract more disabled travelers to Hawaii no later than 20
31 days prior to the convening of the Regular Session of 2014; and
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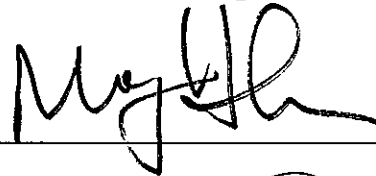
33 BE IT FURTHER RESOLVED that the month of October be known
34 as "Disabled Travelers Month" in order to expand awareness of
35 this sizeable market and promote tolerance and acceptance of
36 travelers with disabilities; and
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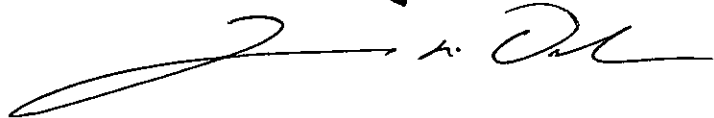
38 BE IT FURTHER RESOLVED that certified copies of this
39 Resolution be transmitted to the Governor; Director of Business,
40 Economic Development, and Tourism; Director of the Hawaii



1 Visitors and Convention Bureau, and President and Chief
2 Executive Officer of the Hawaii Tourism Authority.

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OFFERED BY:  _____



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