
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 TRAVELERS WITH
DISABILITIES 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 United States citizens with disabilities
8 who are 21 to 64 years of age, approximately 43 percent with
9 severe disabilities and 82 percent with non-severe disabilities
10 are 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 travelers with disabilities who
17 travel to Hawaii and are accompanied by their families, friends,
18 and 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 travelers-with-disabilities market in the
28 United States will generate more than \$100,000,000 in additional
29 tourism 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 individuals' changing physical needs; and
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5 WHEREAS, Hawaii has a well-developed infrastructure for
6 accommodating travelers with disabilities, including 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 information for travelers with
13 disabilities and that information should be evaluated and
14 optimized for content, organization, and marketing
15 effectiveness, including the marketing of collateral material
16 and advertising for travelers with disabilities; 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 information page for travelers with disabilities
25 on the Department of Health's and Hawaii Tourism Authority's
26 websites, to attract travelers with disabilities 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 travelers with disabilities to Hawaii no later
31 than 20 days prior to the convening of the Regular Session of
32 2014; and
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34 BE IT FURTHER RESOLVED that the month of October be known
35 as "Travelers with Disabilities Month" in order to expand
36 awareness of this sizeable market and promote tolerance and
37 acceptance of travelers with disabilities, including by
38 establishing disability history awareness initiatives; and



1 BE IT FURTHER RESOLVED that certified copies of this
2 Resolution be transmitted to the Governor; Director of Business,
3 Economic Development, and Tourism; Director of Health; Executive
4 Director of the Disability and Communication Access Board;
5 Director of the Hawaii Visitors and Convention Bureau; and
6 President and Chief Executive Officer of the Hawaii Tourism
7 Authority.

