

MAR 13 2013

SENATE CONCURRENT RESOLUTION

REQUESTING THE HAWAII TOURISM AUTHORITY TO WORK WITH AIRLINE
COMPANIES TO SHOW OCEAN SAFETY VIDEOS ON HAWAII-BOUND
FLIGHTS.

1 WHEREAS, according to the Department of Health in a
2 February 7, 2013, article in the *Honolulu Star Advertiser*, two
3 hundred eighty-eight nonresidents and two hundred forty-nine
4 Hawaii residents drowned in the ocean between 2002 and 2011; and

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6 WHEREAS, so far this year, at least a dozen Hawaii visitors
7 have been killed in accidents, including drowning, and on Kauai
8 alone, at least six tourists have drowned; and

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10 WHEREAS, 2013's pace is relatively high for Hawaii, which
11 usually sees approximately sixty to seventy accidental deaths
12 among nonresidents a year; and

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14 WHEREAS, the high number of deaths in the beginning of 2013
15 follows an increase in visitor fatalities in recent years -
16 something officials say is likely due to several factors,
17 including tourists searching out remote areas to explore or
18 overestimating their swimming abilities in unfamiliar ocean
19 currents; and

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21 WHEREAS, visitors to Hawaii should be encouraged to educate
22 themselves about the State's natural attractions and beautiful
23 beaches to ensure a safe and enjoyable vacation; and

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25 WHEREAS, state and county agencies, as well as the hotel
26 industry, often provide brochures and pamphlets to visitors with
27 tips for traveling safely in the islands; and

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29 WHEREAS, airlines are key players in the Hawaii visitor
30 experience and could also help share the important message of
31 ocean safety with the millions of visitors who arrive in the
32 State each year; now, therefore,



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BE IT RESOLVED by the Senate of the Twenty-seventh Legislature of the State of Hawaii, Regular Session of 2013, the House of Representatives concurring, that the Hawaii Tourism Authority is requested to produce an ocean safety video for visitors; and

BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is requested to work with airline companies to promote the showing of the video onboard to all incoming passengers on flights to Hawaii; and

BE IT FURTHER RESOLVED that a certified copy of this Concurrent Resolution be transmitted to the Executive Director of the Hawaii Tourism Authority, who, in turn, is requested to transmit copies to each manager of Hawaii operations for all airlines operating inbound passenger flights to Hawaii.

OFFERED BY: Michelle Kakani

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