

SCR143-SR103

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

Report Title: Hawaii Tourism Authority; Ocean Safety; Airlines

Description:

Companion:

Package: None

Current Referral: THA/TIA

Introducer(s): KIDANI, BAKER, ESPERO, GALUTERIA, KAHELE, KEITH-AGARAN, KOUCHI, NISHIHARA, RUDERMAN, SOLOMON, TOKUDA, WAKAI, Dela Cruz, English, Gabbard, Hee, Ihara, Shimabukuro, Slom, Taniguchi

<u>Sort by Date</u>		Status Text
3/13/2013	S	Offered.
3/19/2013	S	Referred to THA/TIA.
3/28/2013	S	The committee(s) on THA/TIA has scheduled a public hearing on 04-01-13 3:00PM in conference room 224.

TESTIMONY LIST

Mike McCartney	Hawaii Tourism Authority	SUPPORT
Gregg Stueber		SUPPORT
Javier Mendez-Alvarez		SUPPORT
Troy Abraham		SUPPORT



Hawai'i Convention Center
1801 Kalākāua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaii-tourism-authority.org

Neil Abercrombie
Governor

Mike McCartney
President and Chief Executive Officer

Testimony of
Mike McCartney
President and Chief Executive Officer
Hawai'i Tourism Authority
on
S.C.R. 143 and S.R. 103
**Requesting the Hawaii Tourism Authority to Work with
Airline Companies to Show Ocean Safety Videos on Hawaii Bound Flights**
Senate Committee on Tourism and Hawaiian Affairs
Senate Committee on Transportation and International Affairs
Monday, April 1, 2013
3:00 p.m.
Conference Room 224

The Hawai'i Tourism Authority (HTA) supports S.C.R. 143 and S.R. 103, which request the HTA to produce an ocean safety video for visitors, and to work with airline companies to show the video on Hawaii bound flights.

The HTA is already working on a comprehensive project that includes the production of a comprehensive Hawaii destination video that welcomes our visitors, informs them of water and ocean safety, hiking and trails safety, as well as agricultural inspection and the prevention of the introduction of invasive species. The project includes the production of a video to be used on in-bound aircraft, a video to be used in hotel rooms and individual vacation units, and handouts or brochures that can be placed in transient accommodations. There are many partners involved in this project, which is well on its way to addressing visitor safety information issues, including the ocean safety issue discussed in the resolutions.

Mahalo for the opportunity to offer these comments.

April 1, 2013

TO: THE HAWAII STATE SENATE - COMMITTEE ON TRANSPORTATION AND INTERNATIONAL AFFAIRS

Senator J. Kalani English, Chair
Senator Donovan M. Dela Cruz, Vice Chair

FROM: Gregg A. Stueber, a private citizen

RE: TESTIMONY SUBMISSION ON SCR 143 / SR 103 REQUESTING THE HAWAII TOURISM AUTHORITY TO WORK WITH AIRLINE COMPANIES TO SHOW OCEAN SAFETY VIDEOS ON HAWAII-BOUND FLIGHTS.

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Thank you for hearing my testimony in support of SCR143 / SR103. My name is Gregg A. Stueber, a resident of Hawaii for 54 years and career firefighter and rescue specialist. I am delivering this testimony as a concerned private citizen.

I am very pleased to see this idea proceeding through the legislative process and believe a video of this kind is long overdue. In fact, I encourage the committee to consider adding a mountain safety component to the video. As a highly experienced and lifetime surfer, diver, boater, and fisherman in addition to my work in public safety, I have seen thousands of incidents in which people have found themselves in situations they were not prepared for:

- The man and his elementary school-aged son who went out in kayaks late in the afternoon, encountered a very strong off shore current and ended up having to be rescued over a mile from shore.
- The couple whose intended half-hour afternoon hike turned into a four hour ordeal after it got dark. Without a flashlight to help illuminate their way, they were unable to find their way out or signal for help.
- The father who appeared to have come straight to Sandy Beach from the airport with his two sons - suitcases still unpacked in their car, and who broke his neck from the dangerous shore break and subsequently died.

The State of Hawaii does an excellent job promoting the beauty and culture of our islands, encouraging visitors to partake in activities on land and sea. I am encouraged that the State is now recognizing the added importance of delivering a message of safety awareness at a time when visitors' minds are focused on fun and adventure. There is no better time and venue than to deliver that message as a part of the inbound flight experience.

I also believe that this added safety message supports the efforts of our safety professionals as they do their jobs, particularly when it involves putting their own safety at risk. Even traveling

locals can benefit from the information too. It personally affects me when I see a visitor who will leave Hawaii injured or without their friend or loved one. Like you, I want them to return home safely remembering their wonderful experience in Hawaii, and looking forward to returning again to enjoy our beautiful islands.

Some of you may remember the young man who lost his life after being swept into the blowhole. Could a safety video have changed the outcome? You decide.

Respectfully,

Gregg A. Stueber

6042 Summer St.

Honolulu, HI 96821

Mobile: (808) 429.4100

Home: (808) 395.2720

eMail: psychicwear@yahoo.com

SCR143

Submitted on: 3/28/2013

Testimony for THA/TIA on Apr 1, 2013 15:00PM in Conference Room 224

Submitted By	Organization	Testifier Position	Present at Hearing
Javier Mendez-Alvarez	Individual	Support	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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SR103

Submitted on: 3/28/2013

Testimony for THA/TIA on Apr 1, 2013 15:00PM in Conference Room 224

Submitted By	Organization	Testifier Position	Present at Hearing
Javier Mendez-Alvarez	Individual	Support	No

Comments:

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SR130

Submitted on: 3/27/2013

Testimony for THA/WTL/TEC on Apr 2, 2013 13:30PM in Conference Room 225

Submitted By	Organization	Testifier Position	Present at Hearing
Troy Abraham	Individual	Support	No

Comments: I support passage if bill to allow a major celebration of Hawaii's last Queen

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