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**HR-117**

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<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Melodie Aduja	OCC Legislative Priorities Committee, Democratic Party of Hawai'i	Support	No

Comments:

**LATE**

**RECEIVED**  
**Date & Time**  
Mar 19, 2018, 3:51 pm

To : Hawaii State Speaker of The House Scott K. Saiki, State of Hawaii:

Thru: Hawaii State of Representative Richard H.R. Onishi, Chair Tourism Committee, State of Hawaii

Subject: Written Testimony on H.R. No. 117 & H.C.R. No. 131 on : ' Urging the International Olympic Committee, International Paralympic Olympic Committee, United States Olympic Committee and The Tokyo Olympic Committee and The Tokyo Organizing Committee of the Olympic and Paralympic Games to Encourage Olympic and Paralympic Athletes to Train in Hawaii for The 2020 Summer Olympics and 2020 Summer Paralympics

Date: Tuesday, March 20, 2018 at 9:15 A.M., Hawaii State Capitol Room 429

From: Russell Honma, APEC Master Plan Author. APEC Hawaii

Aloha & Good Morning Representatives !

It gives me pleasure to testify today on the H.R. No. 117 and H.C.R. No. 131 on having State of Hawaii be the 'Training Grounds' for the up coming 2020 Tokyo Olympics and Paralympic Olympics.

First and foremost, as you know the 2020 Tokyo Olympics has a 'new' venue for: Surfing, Skateboarding, Baseball, Softball, Cliff Hanging and Karate as a Olympic Sports. This where the United States and State of Hawaii Athletes can excel and train for the 2020 Tokyo Olympics and for the Asian Games.

Whereas, State of Hawaii being an 'ideal location' for International Athletes to train for the Olympics and the Asian Games. Not to mention the Paralympic Athletes can also come to Hawaii with their families and train for the Olympics in the 'Spirit of Aloha'.

Whereas, sending a 'message' to the U.S. Olympic & Paralympic Committee, International Olympic and Paralympic Committee and The Tokyo Olympic and Paralympic Committee is very vital for promoting 'Sports Tourism' in Hawaii and having the Athletes to train with their families will merit the Hawaii Sports & Merchandising Industries.

Whereas, in accordance to Forbes Magazine news article that the Sports Industry in United States and State of Hawaii is expected to grow US\$ 73.5 Billion dollars by 2019 which the sports industry generates from advertisements, endorsements, media broadcasting of rights and licensing, merchandising, sporting ticket sales and fees. Therefore, Hawaii is a great location for 'Sports Marketing' for goods and services for the sports industry.

Whereas, effort from the State of Hawaii Sports Industry hosting at least ten(10) major International & National Sports Events each year, including Pro Bowl, Honolulu Marathon, Molokai Hoe Canoe Race, Vans Triple Crown & Memory of Eddie Aikau Surfing, Quicksilver Surfing Championship, XTERRA World Championship, Ironman World Championships, Maui Jim Maui Invitation, Sony Open & Mercedes Mitsubishi PGA Golf Tournaments and PAC Rim Soccer Cup.

Whereas, unfortunately in 2015 State of Hawaii lost its Multi-Year Contract to host the National Football League's (NFL) Pro Bowl in Hawaii., which generated roughly US\$ 26.2 Million dollars from the Pro Bowl in Hawaii. Therefore, the State of Hawaii and the Hawaii Tourism Authority has to refocus and come with with a new 'Strategic Marketing & Business Plans for the Sports Tourism in Hawaii.

Closing Remarks & Recommendations :

First and foremost, truly believe that the State of Hawaii and its Sports & Tourism Industries can significantly benefit from the up coming 2020 Tokyo Olympics and Paralympic Olympics. As you know the State of Hawaii is 'open' to all Paralympic Athletes with 'Persons with Disability' as in Special Olympics meeting the International Access Symbol for the Americans with Disabilities Act (ADA).

Therefore we shall work together with the U.S. Olympics Committee, International Olympic Committees and the 2020 Tokyo Olympic & Paralympic Olympic Committees with the 'new' venues of Surfing, Skateboarding, Baseball, Softball, Cliff Hanging and Karate and start a World Championship Tournaments in Hawaii.

I highly recommend that the State of Hawaii, Department of Business, Economic Development & Tourism (DBEDT) and Hawaii Tourism Authority (HTA) develop an vital Marketing Strategy is to increase other sporting events in Hawaii including the neighbor island sporting events such as; Golf, Soccer Land Endurances, Water Sports, Tennis, Rugby, Volleyball, Polo Horse and to increase visitors arrivals, expenditures and to promote sports training and 'Sports Tourism' in Hawaii

Therefore, for those above reasons I support the H.R. No. 117 and H.C.R. No. 131 to make State of Hawaii the 'Training Grounds' for the 2020 Tokyo Olympics & Paralympic Olympics. And make it 'open' to all Paralympic Athletes and Persons with Disabilities with International Access Symbol come to Hawaii.

If you have questions please contact me at: [Russellhonma@yahoo.com](mailto:Russellhonma@yahoo.com) or call at:(808) 265-5261. There is an similar Resolution prepared by the Hawaii Senate S.C.R. No. 147 being scheduled for ETT, JPC, WAM Committee.

Best wishes & All goes well !

Very truly yours,

Russell Honma  
APEC Master Plan Author  
APEC Hawaii

