
HOUSE CONCURRENT RESOLUTION

URGING THE CONSERVATION AND TOURISM COMMUNITIES TO
COLLABORATIVELY IMPLEMENT A STATEWIDE RESPONSIBLE TOURISM
INITIATIVE TO HELP ACHIEVE THE ALOHA+ CHALLENGE
SUSTAINABILITY TARGETS, IMPROVE VISITOR EXPERIENCE, AND
PROTECT OUR NATURAL AND CULTURAL HERITAGE FOR FUTURE
GENERATIONS.

1 WHEREAS, the State of Hawaii has committed to the Aloha+
2 Challenge, a statewide pledge to achieve six interconnected
3 sustainability goals by 2030; and
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5 WHEREAS, the Aloha+ Challenge is recognized as a localized
6 framework for the global United Nations Sustainable Development
7 Goals; and
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9 WHEREAS, concurrently, the State's visitor industry has
10 invested in a range of initiatives to promote sustainable
11 tourism, improve the visitor experience, and promote responsible
12 tourism; and
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14 WHEREAS, visitors travel to the Hawaiian islands to
15 experience the beauty of its natural resources, ecosystems, and
16 cultural values, contributing nearly \$17 billion to the state
17 economy each year in doing so; and
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19 WHEREAS, the number of visitors to Hawaii continues to
20 increase, nearing ten million visitors annually; and
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22 WHEREAS, although each visitor to the State spends an
23 average of \$201 per day, Hawaii spends only \$9 per visitor to
24 protect the natural resources that visitors enjoy and community
25 members rely on; and
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1 WHEREAS, comparable tourism destinations spend considerably
2 more per visitor, such as \$92 in Palau, \$370 in the Galapagos,
3 \$188 in the Great Barrier Reef, and \$137 in New Zealand, placing
4 Hawaii at a competitive disadvantage; and

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6 WHEREAS, although the health and sustainability of our
7 communities and economy are closely intertwined with the health
8 and management of our pae‘āina, the State only invests one
9 percent of its budget into its natural resources, leaving an
10 estimated \$360 million conservation budget deficit; and

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12 WHEREAS, this conservation budget deficit creates a strain
13 on our coral reefs, forests, watersheds, and biocultural
14 infrastructure; and

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16 WHEREAS, surveys show that Hawaii residents are concerned
17 about the negative impacts of tourism on the State; and

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19 WHEREAS, residents rank this concern as having the highest
20 relative importance when considering the future of tourism in
21 Hawaii; and

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23 WHEREAS, the effective management of our environment and
24 natural resources will benefit both the visitor experience and
25 the quality of life for our residents and communities; now,
26 therefore,

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28 BE IT RESOLVED by the House of Representatives of the
29 Thirtieth Legislature of the State of Hawaii, Regular Session of
30 2019, the Senate concurring, that the tourism and conservation
31 communities are urged to implement a statewide responsible
32 tourism initiative to help achieve the Aloha+ Challenge
33 sustainability targets, improve visitor experience, and protect
34 the State's natural and cultural heritage for future
35 generations; and

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37 BE IT FURTHER RESOLVED that certified copies of this
38 Concurrent Resolution be transmitted to the Governor,
39 Chairperson of the Board of Land and Natural Resources,
40 President of the Hawaii Tourism Authority, Executive Director of
41 the Hawaii Chapter of the Sierra Club of Hawaii, Executive



H.C.R. NO. 221

1 Director of the Nature Conservancy of Hawaii, and President of
2 Chamber of Commerce Hawaii.

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OFFERED BY:

Clara

Mella K. Bennett

Beth

Lyn de Corte

[Signature]

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MAR 08 2019

