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## HOUSE 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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27           WHEREAS, comparable tourism destinations spend considerably  
28 more per visitor, such as \$92 in Palau, \$370 in the Galapagos,



1 \$188 in the Great Barrier Reef, and \$137 in New Zealand, placing  
2 Hawaii at a competitive disadvantage; and

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

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

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

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

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

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

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34 BE IT FURTHER RESOLVED that certified copies of this  
35 Resolution be transmitted to the Governor, Chairperson of the  
36 Board of Land and Natural Resources, President of the Hawaii  
37 Tourism Authority, Executive Director of the Hawaii Chapter of

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# H.R. NO. 196

1 the Sierra Club of Hawaii, Executive Director of the Nature  
 2 Conservancy of Hawaii, and President of Chamber of Commerce  
 3 Hawaii.

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OFFERED BY:

*[Signature]*  
*Gene A. Bennett*  
*B. Baker*  
*John De Cotte*  
~~*[Signature]*~~  
~~*[Signature]*~~  
*James A. ...*

MAR 08 2019

