

MAR 05 2020

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# SENATE CONCURRENT RESOLUTION

REQUESTING THE HAWAII TOURISM AUTHORITY TO DEVELOP AND IMPLEMENT  
A FIVE-YEAR STRATEGIC PLAN TO REDUCE VISITOR COUNTS AND  
INCREASE PER VISITOR SPENDING.

1           WHEREAS, according to the Hawaii Tourism Authority's 2018  
2 Annual Visitor Research Report, total visitor arrivals and  
3 visitor spending to the State increased in 2018, the seventh  
4 consecutive year of record growth in both categories; and  
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6           WHEREAS, in 2018, visitor arrivals totaled 9,888,845  
7 individuals arriving in the State by air service or cruise  
8 ships, an increase of 5.2 percent over the previous record of  
9 9,404,346 visitor arrivals in 2017; and  
10

11           WHEREAS, when adjusted for inflation, 2018 visitor spending  
12 in the State totaled \$17,640,000,000, a gain of 5.1 percent over  
13 2017; and  
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15           WHEREAS, the average per person spending by visitors to the  
16 State totaled \$198, similar to 2017 data; and  
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18           WHEREAS, continuing record increases of visitor arrivals in  
19 the State is unsustainable; and  
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21           WHEREAS, the concomitant environmental degradation,  
22 overcrowding, and dangerous conditions caused by these high and  
23 increasing numbers of visitors to the State can be addressed  
24 only through a decrease in the number of visitors; and  
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26           WHEREAS, despite concerns regarding the record increasing  
27 visitor counts to the State, tourism remains a critical  
28 industry, supporting the employment of over 217,000 individuals  
29 in the State; and  
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31           WHEREAS, developing and implementing strategies to increase  
32 per person visitor spending the State, even while reducing the



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1 number of visitors to the State, will ensure that the tourism  
 2 industry remains vibrant while enhancing visitor experiences  
 3 through the reduction in overcrowding at visitor attractions;  
 4 now, therefore,

5  
 6 BE IT RESOLVED by the Senate of the Thirtieth Legislature  
 7 of the State of Hawaii, Regular Session of 2020, the House of  
 8 Representatives concurring, that the Hawaii Tourism Authority is  
 9 requested to develop and implement a five-year strategic plan  
 10 for 2020-2025, and every five years thereafter, to decrease  
 11 visitor counts to the State and increase per visitor spending;  
 12 and


13  
 14 BE IT FURTHER RESOLVED that the Legislature requests that  
 15 any five-year strategic plan developed and implemented by the  
 16 Hawaii Tourism Authority include specific objectives, goals, and  
 17 strategies to reduce visitor count and increase per visitor  
 18 spending in the State; and

19  
 20 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is  
 21 requested to develop any tourism marketing plan with the aim of  
 22 reducing visitor counts and increasing per visitor spending the  
 23 State; and

24  
 25 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is  
 26 requested to submit a report to the Legislature of its findings  
 27 and recommendations, including any proposed legislation, no  
 28 later than twenty days prior to the convening of the Regular  
 29 Session of 2021; and

30  
 31 BE IT FURTHER RESOLVED that certified copies of this  
 32 Concurrent Resolution be transmitted to the Governor; Director  
 33 of Business, Economic Development, and Tourism; Chairperson of  
 34 the Hawaii Tourism Authority Board of Directors; and President  
 35 and Chief Executive Officer of the Hawaii Tourism Authority.

OFFERED BY:

  
 Clarence A. Bush

