

MAR 05 2020

SENATE 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
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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
33 number of visitors to the State, will ensure that the tourism
34 industry remains vibrant while enhancing visitor experiences



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1 through the reduction in overcrowding at visitor attractions;
2 now, therefore,

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

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

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

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

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

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~~DAVID I. WELLS~~ OFFERED BY: DAVID I. WELLS
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