
HOUSE CONCURRENT RESOLUTION

REQUESTING THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND
TOURISM, THE HAWAII TOURISM AUTHORITY, AND THE HAWAII
VISITORS AND CONVENTION BUREAU TO CONDUCT ACTIVITIES TO
INCREASE THE NUMBER OF VISITORS FROM TAIWAN.

1 WHEREAS, in 2006, 593,000 visitors from Taiwan arrived in
2 the United States; and

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4 WHEREAS, Taiwan travelers to the United States represented
5 only 6.8 per cent of the total outbound travelers from Taiwan;
6 and

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8 WHEREAS, the United State's 6.8 per cent share of all
9 outbound Taiwan travelers was less than the United State's 10.0
10 per cent share of outbound Taiwan travelers in previous years;
11 and

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13 WHEREAS, the number of Taiwanese visitors to Hawaii in 2006
14 was not a significant percentage of all visitors, approximately
15 15,450 visitors; and

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17 WHEREAS, data indicates that the Taiwan market may be a
18 potential source of new visitors to Hawaii; and

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20 WHEREAS, diversification of the tourism markets from which
21 Hawaii draws visitors is a logical and important public policy
22 goal necessary to provide some protection for the State's
23 economy; and

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25 WHEREAS, activities should be undertaken by the State and
26 tourism industry to promote Hawaii as a destination for visitors
27 from Taiwan; activities to promote travel from Taiwan to Hawaii
28 would be especially appropriate since the peoples of Taiwan and
29 Hawaii have much in common; now, therefore,
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1 BE IT RESOLVED by the House of Representatives of the
 2 Twenty-fourth Legislature of the State of Hawaii, Regular
 3 Session of 2007, the Senate concurring, that the Department of
 4 Business, Economic Development, and Tourism, the Hawaii Tourism
 5 Authority, and the Hawaii Visitors and Convention Bureau are
 6 requested to undertake activities to increase the number of
 7 visitors from Taiwan who travel to the State; and

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 9 BE IT FURTHER RESOLVED that the Department of Business,
 10 Economic Development, and Tourism is requested to work with the
 11 appropriate United States government agencies to ease the travel
 12 requirements for visitors from Taiwan; and

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 14 BE IT FURTHER RESOLVED that the Department of Business,
 15 Economic Development, and Tourism, the Hawaii Tourism Authority,
 16 and the Hawaii Visitors and Convention Bureau are requested to
 17 coordinate their efforts to increase the number of visitors from
 18 Taiwan to the maximum extent possible; and

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 20 BE IT FURTHER RESOLVED that certified copies of this
 21 Concurrent Resolution be transmitted to the Director of
 22 Business, Economic Development, and Tourism, the Chairperson of
 23 the Hawaii Tourism Authority, the President of the Hawaii
 24 Visitors and Convention Bureau, and the Director General of the
 25 Taipei Economic and Cultural Office.

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OFFERED BY:

Clinton M. Long

By 2 James

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