
HOUSE CONCURRENT RESOLUTION

ENCOURAGING THE HAWAII TOURISM AUTHORITY TO DEVELOP A VOLUNTARY REGISTRATION PROGRAM FOR MAINLAND HAWAIIAN ORGANIZATIONS TO MARKET HAWAII AS A VISITOR DESTINATION AND TO SHARE AND DISTRIBUTE EVENT INFORMATION, PRODUCT DEVELOPMENT IDEAS, AND WORKFORCE OPPORTUNITIES.

1 WHEREAS, due to the high cost of living in Hawaii,
2 including the skyrocketing costs of purchasing a home in the
3 current housing market, many local residents have left the state
4 to pursue their dreams on the mainland; and
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6 WHEREAS, in spite of the time and energy these individuals
7 and families devote to finding a new place for themselves in
8 their mainland communities, the unique cultural values and
9 traditions that embody the spirit of "Hawaii" remain; and
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11 WHEREAS, the unique cultural heritage that binds former
12 Hawaii residents to each other manifests itself through a
13 variety of mainland Hawaiian associations, groups, clubs, and
14 organizations; and
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16 WHEREAS, these mainland Hawaiian organizations provide an
17 opportunity for former Hawaii residents to reconnect with, and
18 perpetuate, the culture and traditions of Hawaii; and
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20 WHEREAS, mainland Hawaiian organizations also have the
21 potential to serve as cultural ambassadors, sharing the culture
22 and traditions of Hawaii with communities throughout the
23 country; and
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25 WHEREAS, this potential to showcase the Hawaiian culture
26 through personal, face-to-face contact represents a largely
27 untapped resource that may prove invaluable in generating
28 interest and marketing Hawaii as a visitor destination; and



