

MAR 14 2007

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# SENATE 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 Senate of the Twenty-fourth  
2 Legislature of the State of Hawaii, Regular Session of 2007, the  
3 House of Representatives 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

13  
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:

  
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Frananne Chun Cleveland

