

MAR 14 2007

SENATE 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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31 BE IT RESOLVED by the Senate of the Twenty-fourth
32 Legislature of the State of Hawaii, Regular Session of 2007,
33 that the Department of Business, Economic Development, and



1 Tourism, the Hawaii Tourism Authority, and the Hawaii Visitors
 2 and Convention Bureau are requested to undertake activities to
 3 increase the number of visitors from Taiwan who travel to the
 4 State; and

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

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

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

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OFFERED BY:



Suzanne Chun Oalland

