STAND. COM. REP. NO. 1964

Honolulu, Hawaii

RE: H.C.R. No. 288

H.D. 2

Honorable Calvin K.Y. Say Speaker, House of Representatives Twenty-Fourth State Legislature Regular Session of 2007 State of Hawaii

Sir:

Your Committee on Tourism & Culture, to which was referred H.C.R. No. 288, H.D. 1, entitled:

"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,"

begs leave to report as follows:

The purpose of this concurrent resolution is to request the Department of Business, Economic Development, and Tourism (DBEDT), Hawaii Tourism Authority (HTA), and the Hawaii Visitors and Convention Bureau (HVCB) to conduct activities to increase the number of visitors from Taiwan.

Two concerned individuals supported this concurrent resolution. HTA submitted comments.

Your Committee finds that HTA has already undertaken efforts in Taiwan to promote Hawaii as a visitor destination. For example, HTA has contracted with Hawaii Tourism Taiwan to conduct marketing activities, including sales calls, monthly newsletters and press releases, travel trade seminars, travel agent and media tours, and participation in trade shows including the Taipei International Trade Fair. Your Committee recognizes, however, that there exist certain obstacles that hinder visitor growth from

Taiwan, including limited airseat capacity, as well as Taiwan's current exclusion from the federal visa waiver program.

Furthermore, your Committee notes that testimony submitted during the public hearing indicated that HVCB is no longer responsible for marketing to Taiwan.

Accordingly, your Committee has amended this measure by:

- (1) Deleting references to HVCB;
- (2) Changing its title to read: "REQUESTING THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM AND THE HAWAII TOURISM AUTHORITY TO CONDUCT ACTIVITIES TO INCREASE THE NUMBER OF VISITORS FROM TAIWAN"; and
- (3) Making technical, nonsubstantive amendments for style, clarity, and consistency.

As affirmed by the record of votes of the members of your Committee on Tourism & Culture that is attached to this report, your Committee concurs with the intent and purpose of H.C.R. No. 288, H.D. 1, as amended herein, and recommends its adoption in the form attached hereto as H.C.R. No. 288, H.D. 2.

> Respectfully submitted on behalf of the members of the Committee on Tourism & Culture,

RYAN/I. YAMANE, Chair



State of Hawaii House of Representatives The Twenty-fourth Legislature

Record of Votes of the Committee on Tourism & Culture

Bill/Resolution No.: HCR 288 HD1	Date: 4-04-0	Date: 4-04-07			
Committee Referral: INT, TAC	☐ The committee is reconsidering its previous decision on the measure.				
The recommendation is to: Pass, unamended	Pass, with amendments				
☐ Hold	 Pass, with amendments, for recommittal for further consideration 				
TAC Members	Ayes	Ayes (WR)	Nays	Excused	
1. YAMANE, Ryan I. (C)	/				
2. MANAHAN, Joey (VC)	V				
3. BERG, Lyla B., Ph.D.	/				
4. BROWER, Tom	✓				
5. CHANG, Jerry L.	~	Maraji in Haran			
6. HANOHANO, Faye P.	1				
7. HERKES, Robert N.					
8. TSUJI, Clift	/				
9. WAKAI, Glenn	N .	, e 1 e		/	
10. YAMASHITA, Kyle T.	/				
11. CHING, Corinne W.L.	//				
12. MARUMOTO, Barbara C.	/				
TOTAL	ιl			l	
The recommendation is:					
<u>-</u>					
□ Not Adopted					
If joint referral, did not support recommendation.					
committee acronym(s)					
1/2 Jane					
Vice Chair's or designee's signature:					
Distribution: Original (White) – Committee Duplicate (Yellow) – Clerk's Office					