STAND. COM. REP. NO. 1963

Honolulu, Hawaii

RE: H.R. No. 229

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.R. No. 229, H.D. 1, entitled:

"HOUSE 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 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 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

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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.R. No. 229, H.D. 1, as amended herein, and recommends its adoption in the form attached hereto as H.R. No. 229, 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

HR 229		Date: 4-04-	07		
Committee Referral: INT, TAC		☐ The committee is reconsidering its previous decision on the measure.			
The recommendation is to:	☐ Pass, unamended	<b>∠</b> Pa	ss, with amendment	S	
	☐ Hold		ss, with amendment	s, for recommittal for	or further
TAC Members		Ayes	Ayes (WR)	Nays	Excused
1. YAMANE, Ryan I. (C)					
2. MANAHAN, Joey (VC	)	<u> </u>			
3. BERG, Lyla B., Ph.D.		<u> </u>			
4. BROWER, Tom		<u> </u>			
5. CHANG, Jerry L.	1	1			4
6. HANOHANO, Faye P.		1/			
7. HERKES, Robert N.		_/_		A. H. T.	
8. TSUJI, Clift		<b>/</b>			
9. WAKAI, Glenn					<b>✓</b>
10. YAMASHITA, Kyle T.		<b>/</b>			
11. CHING, Corinne W.L.			·		
12. MARUMOTO, Barbar	a C.				
TOTAL		1(			1
The recommendation is:	Adopted				
	☐ Not Adopted				
If joint referral, did not support recommendation.					
1/	com	mittee acronym(	s)		
1 James					
Vice Chair's or designee's sign	aguré:				
Distribution: Original (White) – Committee Duplicate (Yellow) – Clerk's Office					