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H.C.R. NO. 18

HOUSE CONCURRENT RESOLUTION

URGING THE HERITAGE TOURISM COMMUNITY TO COLLABORATIVELY WORK TO, AMONG OTHER THINGS, CREATE A HERITAGE TOURISM MARKETING PLAN FOR USE BY THE HAWAII TOURISM AUTHORITY.

1 WHEREAS, the state of Hawaii has a rich and vibrant 2 heritage, blending history, architecture, values, and culture 3 from its various ethnicities to create a unique community in the 4 world; and

6 WHEREAS, the state of Hawaii has transitioned from an 7 economy dominated by agriculture to one where tourism is the 8 main driver, contributing to over \$12,800,000,000 in direct 9 visitor expenditures statewide in 2007 according to the 2007 10 State of Hawaii Data Book; and

12 WHEREAS, one of the fastest growing niches in the tourism 13 industry is heritage tourism, travel that focuses on 14 experiencing the places and activities that authentically 15 represent the stories and people of the past and present in a 16 particular location; and

18 WHEREAS, according to a 2003 study by the Travel Industry 19 Association and Smithsonian magazine, 81% of U.S. adults (118 20 million) who travelled in 2002 were considered cultural heritage 21 travelers; and

WHEREAS, according to the National Trust for Historic Preservation, numerous studies find that visitors to historic sites and cultural attractions stay longer and spend more money than other types of tourists, spending on average \$623 per trip compared to \$57 for all U.S. travelers excluding the cost of transportation; and

30 WHEREAS, in January 2009, the Auditor released a management 31 and financial audit critical of the Hawaii Tourism Authority,



H.C.R. NO. 18

1 the lead agency for advocating for Hawaii as a tourism 2 destination, which noted the lack of long-term planning and 3 strategic vision, among other things; and 4 5 WHEREAS, there have been numerous heritage tourism success stories across our nation; and 6 7 8 WHEREAS, facing the loss of jobs and population, 9 communities in rural Kansas joined Marci Penner in founding the Kansas Sampler Foundation, which helped to identify resources in 10 the community that could appeal to tourists - architecture, art, 11 commerce, cuisine, customs, geography, history, and people, and 12 13 worked to publish the Kansas Guidebook for Explorers, a successful guidebook that is now in its third printing and has 14 15 spawned a sampler festival that attracts 6,000-8,000 attendees annually; and 16 17 18 WHEREAS, in response to tough economic times and the 19 potential loss of culture, the Museum of the Southern Jewish 20 Experience embarked on a marketing project called the Cultural 21 Corridors project, which were tours that teamed with a bus 22 company to increase tourism income for all towns along the route 23 in both Mississippi and Louisiana; and 24 25 WHEREAS, by leveraging \$159,750 in advertising to secure more than a million dollars of publicity, the Museum found that 26 27 after the summer of 1998, 77% of survey respondents indicated that they stayed overnight or spent money in restaurants, shops, 28 29 and hotels in Jackson, Natchez, Utica, Vicksburg, Port Gibson, and Woodville, and as a result of the approximately 26,000 30 people who saw one of the Museum's exhibits, generated an 31 32 estimated economic impact of \$7.9 million for the region; and 33 34 WHEREAS, the Maine Arts Commission and the Maine Office of 35 Tourism organized a workshop for representatives of arts 36 organization, museums, state agencies, chambers of commerce, 37 historical societies and businesses to discuss heritage tourism; 38 and 39 40 WHEREAS, the Task Force that was created in the wake of 41 that initial meeting built partnerships and sought ways to build 42 a cultural heritage tourism in the state and were successful in 43 conducting a statewide inventory of arts and heritage groups,

44 creating a heritage map, and creating an out-of-state marketing



H.C.R. NO. \8

1 campaign, which led to some museums experiencing an 80% increase 2 in attendance and a \$3.6 million state appropriation in 1999 3 that led to leveraging \$10 million in outside funding; and 4

WHEREAS, Hawaii is generally accepted as a better known tourism mecca than any of the above examples; now, therefore,

8 BE IT RESOLVED by the House of Representatives of the 9 Twenty-fifth Legislature of the State of Hawaii, Regular Session 10 of 2009, the Senate concurring, that members of the heritage 11 tourism community are urged to come together as a task force to 12 collaboratively work to create, among other things, a marketing 13 plan for use by the Hawaii Tourism Authority to more actively 14 market Hawaii as a heritage tourist location; and 15

BE IT FURTHER RESOLVED that members of the task force 16 should include the Director of the Historic Preservation Program 17 18 at the University of Hawaii at Manoa, the Executive Director of the Honolulu Culture and Arts District, the Executive Director 19 20 of the Historic Hawaii Foundation, a representative of the State Historic Preservation Division, an archeologist knowledgeable 21 about the preservation of cultural sites, and a representative 22 of the armed forces in Hawaii; and 23 24

BE IT FURTHER RESOLVED that members of the task force 25 should also include representatives from the following 26 organizations: Arts of Aloha, Haleiwa Main Street Program, 27 Bishop Museum, Daughters of Hawaii, Father Damien Museum and 28 Archives, Friends of Iolani Palace, the Hawaii State Foundation 29 on the Culture and the Arts, the Japanese Cultural Center of 30 Hawaii, the Hawaii Plantation Village, Scenic Hawaii, St. Andrew 31 Cathedral, and Washington Place; and 32 33

BE IT FURTHER RESOLVED that certified copies of this 34 Concurrent Resolution be transmitted to Director of the Historic 35 Preservation Program at the University of Hawaii at Manoa, the 36 37 Executive Director of the Honolulu Culture and Arts District, the Executive Director of the Historic Hawaii Foundation, the 38 39 State Historic Preservation Division, Arts of Aloha, Haleiwa 40 Main Street Program, Bishop Museum, Daughters of Hawaii, Father Damien Museum and Archives, Friends of Iolani Palace, the Hawaii 41 State Foundation on the Culture and the Arts, the Japanese 42 Cultural Center of Hawaii, the Hawaii Plantation Village, Scenic 43 44 Hawaii, St. Andrew Cathedral, and the Governor.

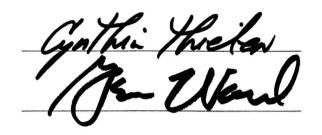


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H.C.R. NO. 18

OFFERED BY:



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