

FEB 02 2009

SENATE 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

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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

11
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

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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

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

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30 WHEREAS, in January 2009, the Auditor released a management
31 and financial audit critical of the Hawaii Tourism Authority,
32 the lead agency for advocating for Hawaii as a tourism



1 destination, which noted the lack of long-term planning and
2 strategic vision, among other things; and

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4 WHEREAS, there have been numerous heritage tourism success
5 stories across our nation; and

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7 WHEREAS, facing the loss of jobs and population,
8 communities in rural Kansas joined Marci Penner in founding the
9 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 worked to publish *the Kansas Guidebook for Explorers*, a
13 successful guidebook that is now in its third printing and has
14 spawned a sampler festival that attracts 6,000-8,000 attendees
15 annually; and

16
17 WHEREAS, in response to tough economic times and the
18 potential loss of culture, the Museum of the Southern Jewish
19 Experience embarked on a marketing project called the Cultural
20 Corridors project, which were tours that teamed with a bus
21 company to increase tourism income for all towns along the route
22 in both Mississippi and Louisiana; and

23
24 WHEREAS, by leveraging \$159,750 in advertising to secure
25 more than a million dollars of publicity, the Museum found that
26 after the summer of 1998, 77% of survey respondents indicated
27 that they stayed overnight or spent money in restaurants, shops,
28 and hotels in Jackson, Natchez, Utica, Vicksburg, Port Gibson,
29 and Woodville, and as a result of the approximately 26,000
30 people who saw one of the Museum's exhibits, generated an
31 estimated economic impact of \$7.9 million for the region; and

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33 WHEREAS, the Maine Arts Commission and the Maine Office of
34 Tourism organized a workshop for representatives of arts
35 organization, museums, state agencies, chambers of commerce,
36 historical societies and businesses to discuss heritage tourism;
37 and

38
39 WHEREAS, the Task Force that was created in the wake of
40 that initial meeting built partnerships and sought ways to build
41 a cultural heritage tourism in the state and were successful in
42 conducting a statewide inventory of arts and heritage groups,
43 creating a heritage map, and creating an out-of-state marketing
44 campaign, which led to some museums experiencing an 80% increase



1 in attendance and a \$3.6 million state appropriation in 1999
2 that led to leveraging \$10 million in outside funding; and
3

4 WHEREAS, Hawaii is generally accepted as a better known
5 tourism mecca than any of the above examples; now, therefore,
6

7 BE IT RESOLVED by the Senate of the Twenty-fifth
8 Legislature of the State of Hawaii, Regular Session of 2009, the
9 Senate concurring, that members of the heritage tourism
10 community are urged to come together as a task force to
11 collaboratively work to create, among other things, a marketing
12 plan for use by the Hawaii Tourism Authority to more actively
13 market Hawaii as a heritage tourist location; and
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15 BE IT FURTHER RESOLVED that members of the task force
16 should include the Director of the Historic Preservation Program
17 at the University of Hawaii at Manoa, the Executive Director of
18 the Honolulu Culture and Arts District, the Executive Director
19 of the Historic Hawaii Foundation, a representative of the State
20 Historic Preservation Division, an archeologist knowledgeable
21 about the preservation of cultural sites, and a representative
22 of the armed forces in Hawaii; and
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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
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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 Executive Director of the Honolulu Culture and Arts District,
37 the Executive Director of the Historic Hawaii Foundation, the
38 State Historic Preservation Division, Arts of Aloha, Haleiwa
39 Main Street Program, Bishop Museum, Daughters of Hawaii, Father
40 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 Hawaii, St. Andrew Cathedral, and the Governor.
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S.C.R. NO. 4

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