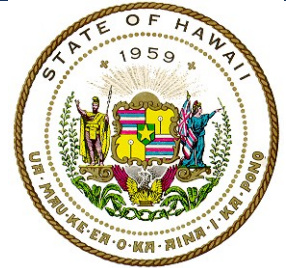


SENATOR BRICKWOOD GALUTERIA

October
2010



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TOURISM NEWS

*Serving Hawaii's
Senate District 12*

*Encompassing the
following
communities:*

Waikiki
~
Ala Moana
~
Kaka'ako
~
Downtown
~
Chinatown
~
Palama



As Vice Chair of the Senate Standing Committee on Tourism, I am very pleased and optimistic about the apparent recovery of our state's number one industry, Tourism.

According to the most recent data collected, the total visitor arrivals continue to increase for the 9th consecutive month in August 2010. Additional good news is the fact that visitor spending rose 30% to \$1.1 billion in August. These are excellent indicators of the health of our visitor industry.

But this is not the time for complacency. In mid-August I attended the HTA Tourism conference for in-depth analysis on the outlook of the industry for 2011 and beyond based on reliable research. I am confident that the strategies being employed by HTA are both smart and effective.

We have special focus these days on social media, heritage tourism, corporate meetings and incentives, festivals & events, and sports tourism in addition to

AUGUST 2010	VISITOR ARRIVALS		TOTAL EXPENDITURES (\$MIL)	
	2010p	% Change	2010p	% Change
TOTAL	680,496	11.8%	1,084.8	30.0%
Total by Air	677,885	11.4%	1,084.5	30.0%
US West	317,104	13.6%	408.5	23.4%
US East	140,876	8.8%	257.9	30.5%
Japan	119,141	1.9%	187.0	13.9%
Canada	23,784	24.7%	41.1	32.2%
All Others	76,980	20.4%	190.0	71.9%
Total by Ship	2,611	N/A	0.3	N/A

Y-T-D 2010	2010p	% Change	2010p	% Change
TOTAL	4,760,314	7.0%	7,487.0	12.7%
Total by Air	4,705,616	7.1%	7,471.7	12.7%
US West	1,993,231	5.5%	2,657.4	11.5%
US East	1,147,907	2.9%	2,022.1	7.0%
Japan	795,095	6.5%	1,197.0	1.8%
Canada	259,419	12.1%	472.4	13.5%
All Others	509,964	23.8%	1,122.8	47.1%
Total by Ship	54,698	-1.7%	15.4	12.8%



the reliable leisure travelers.

Marketing strategies have been redesigned to capture a true sense of place for each unique island destination focusing on experi-

ences that can only be had here in Hawaii.

The news is very welcome at this time and will assist our state's recovery from the last few years difficult recession.

WAIKIKI



KAKA 'AKO/ALA MOANA



DOWNTOWN



CHINATOWN



PALAMA



WHAT A DIVERSE
COMMUNITY!

REMEMBER TO VOTE - It's your civic duty

Please remember that in addition to the Federal, State and local races to be decided on **November 2nd**, you will also have the opportunity to vote on two questions to amend the Hawaii State Constitution. During the 2010 legislative Session the Legislature passed measures to be placed on the ballot for the people's consideration.

Constitutional Amendment Ballot Questions

• **HB2376—RELATING TO THE BOARD OF EDUCATION**

"Shall the Board of Education be changed to a board appointed by the Governor, with the advice and consent of the Senate, as provided by law?"

• **SB2807—RELATING TO THE TAX REBATE REQUIREMENT**

"Shall the Legislature be provided with the choice, when the state general fund balance at the close of each of two successive fiscal years exceeds five percent of the general fund revenues for each of the two fiscal years, to provide a tax refund or tax credit to the taxpayers of the State, or to make a deposit into one or more funds, as provided by law, which shall serve as temporary supplemental sources of funding for the State in times of an emergency, economic downturn, or unforeseen reduction in revenue?"



In this photo: Senators Bunda, Taniguchi, Nishihara, Tsutsui, Slom, Kouchi, Hanabusa, Figueira, Galuteria, Hee, and Chief Justice Mark Recktenwald

SENATE APPOINTEES

A warm welcome is in order for Hawaii's two newest Senators, sworn-in on Wednesday, September 22. Senator Laura Figueira (representing District 22; Mililani Mauka, Wahiawa, Haleiwa, Mokuleia, North Shore) and Senator Ronald Kouchi (representing Kauai and Niihau). These seats were vacated by Senators Bunda and Hooser, respectively. Permanent representation will be decided in the upcoming November 2nd elections.

URBAN CAUCUS UPDATE

During our September Legislative Urban Caucus meeting we continued to discuss solutions to address our homeless population. At this time we are comparing Hawaii's plan with that of other municipalities and federal models. We all know there are no easy answers, but we must start somewhere. Initiatives addressing scattered shelter and landlord liaison opportunities are at the top of our agenda. I welcome comments and suggestions from my constituents. Please contact my office at 586-6740 if you wish to provide input. Mahalo



Cleaning up our neighborhoods. Senator Brickwood Galuteria with the McKinley High School Girls Volley Ball team picked up recyclable goods all over the Urban Core.

Don't forget, you can stay in touch with me using the following social media sites:

TWITTER ~ FACEBOOK ~ MYSPACE