

MAR 09 2018

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## SENATE CONCURRENT RESOLUTION

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REQUESTING THE HAWAII TOURISM AUTHORITY TO SEND A LETTER TO THE UNITED STATES OLYMPIC COMMITTEE, INTERNATIONAL OLYMPIC COMMITTEE, AND TOKYO ORGANIZING COMMITTEE OF THE OLYMPIC AND PARALYMPIC GAMES STATING THAT THE STATE OF HAWAII IS THE IDEAL LOCATION FOR SPORTS TRAINING FOR ATHLETES FOR THE UPCOMING 2020 TOKYO OLYMPICS AND PARALYMPICS.

1 WHEREAS, history shows that sports in Hawaii are a cultural  
2 and spiritual tradition, showcasing the athletic abilities of a  
3 Hawaiian warrior in events such as the Makahiki games, which  
4 included participation from the alii, trained athletes, and  
5 residents of Hawaii; and

6  
7 WHEREAS, according to Forbes Magazine, the sports industry  
8 in the United States is expected to increase by \$73,500,000,000  
9 by 2019 from advertisements, endorsements, media broadcasting  
10 rights and licensing, merchandising, ticket sales, and fees; and

11  
12 WHEREAS, Hawaii has hosted various sporting events, such as  
13 the Pro Bowl, Honolulu Marathon, Molokai Hoe Canoe Race, Vans  
14 Triple Crown Surfing, Quiksilver in Memory of Eddie Aikau,  
15 XTERRA World Championship, IRONMAN World Championship, Maui Jim  
16 Maui Invitational, Sony Open, Sentry Tournament of Champions,  
17 Mitsubishi Electric Championship, and Pacific Rim Cup; and

18  
19 WHEREAS, in 2015, the State of Hawaii lost its multi-year  
20 contract to host the National Football League's Pro Bowl in  
21 Hawaii, which previously generated approximately \$26,200,000;  
22 and

23  
24 WHEREAS, in 2016, sports tourism in Hawaii was projected to  
25 bring in roughly \$144,000,000 in revenue from the various  
26 sporting events hosted in Hawaii; and

27  
28 WHEREAS, the 2020 Olympics to be held in Tokyo presents an  
29 opportunity for Hawaii to work in cooperation with one of its



1 closest tourism partners by acting as a training ground for  
2 athletes who will participate in the 2020 Olympics and  
3 Paralympics in Tokyo, Japan; and  
4

5 WHEREAS, this body believes there is significant benefit  
6 and merit for the United States and Hawaii in working with the  
7 United States Olympic Committee, International Olympic  
8 Committee, and Tokyo Organizing Committee of the Olympic and  
9 Paralympic Games to provide a training ground for the five new  
10 sports that were added to the Olympic Games, which include  
11 baseball and softball, sports climbing, karate, skateboarding,  
12 and surfing, sports for which Hawaii has appropriate facilities  
13 for training; and  
14

15 WHEREAS, the marketing strategy of the Hawaii Tourism  
16 Authority is to increase sporting events in Hawaii throughout  
17 the State as a means to increase visitor arrivals and  
18 expenditures and promote sports tourism in the State; and  
19

20 WHEREAS, Hawaii is well situated between Asia and the  
21 American continent and well equipped with proper facilities to  
22 accommodate all athletes, providing easy access and mobility for  
23 those with disabilities, while providing beautiful scenery and  
24 the Aloha spirit during training; now, therefore,  
25

26 BE IT RESOLVED by the Senate of the Twenty-ninth  
27 Legislature of the State of Hawaii, Regular Session of 2018, the  
28 House of Representatives concurring, that the Hawaii Tourism  
29 Authority is requested to send a letter to the United States  
30 Olympic Committee, International Olympic Committee, and Tokyo  
31 Organizing Committee of the Olympic and Paralympic Games stating  
32 that Hawaii is the ideal location for sports training for  
33 athletes for the 2020 Tokyo Olympic and Paralympic Games; and  
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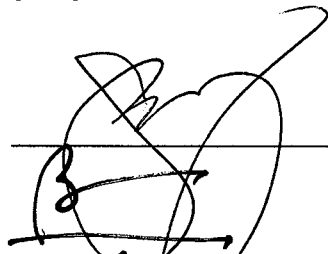



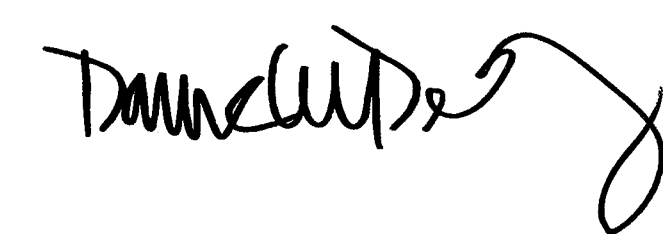
35 BE IT FURTHER RESOLVED that certified copies of this  
36 Concurrent Resolution be transmitted to President of the United  
37 States Senate, Speaker of the United States House of  
38 Representatives, United States Secretary of State, members of  
39 Hawaii's congressional delegation, Governor of Hawaii, President  
40 of Hawaii Tourism Authority, Vice President of Sales of the  
41 Hawaii Convention Center, Chairperson of the Disability and  
42 Communication Access Board, Chair of the Aloha Stadium



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1 Authority, Athletics Director of the University of Hawaii at  
 2 Manoa, Mayors of each county, Chairperson of the United States  
 3 Olympic Committee, President of the International Olympic  
 4 Committee, Chairperson of the Tokyo Organizing Committee of the  
 5 Olympic and Paralympic Games, Dean of the Consular Corps of  
 6 Hawaii, and President of Hawaii Lodging and Tourism Association.

OFFERED BY:

  
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