

MAR 09 2018

SENATE RESOLUTION

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
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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
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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
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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
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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
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28 WHEREAS, the 2020 Olympics to be held in Tokyo presents an
29 opportunity for Hawaii to work in cooperation with one of its
30 closest tourism partners by acting as a training ground for
31 athletes who will participate in the 2020 Olympics and
32 Paralympics in Tokyo, Japan; and



1
2 WHEREAS, this body believes there is significant benefit
3 and merit for the United States and Hawaii in working with the
4 United States Olympic Committee, International Olympic
5 Committee, and Tokyo Organizing Committee of the Olympic and
6 Paralympic Games to provide a training ground for the five new
7 sports that were added to the Olympic Games, which include
8 baseball and softball, sports climbing, karate, skateboarding,
9 and surfing, sports for which Hawaii has appropriate facilities
10 for training; and
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12 WHEREAS, the marketing strategy of the Hawaii Tourism
13 Authority is to increase sporting events in Hawaii throughout
14 the State as a means to increase visitor arrivals and
15 expenditures and promote sports tourism in the State; and
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17 WHEREAS, Hawaii is well situated between Asia and the
18 American continent and well equipped with proper facilities to
19 accommodate all athletes, providing easy access and mobility for
20 those with disabilities, while providing beautiful scenery and
21 the Aloha spirit during training; now, therefore,
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23 BE IT RESOLVED by the Senate of the Twenty-ninth
24 Legislature of the State of Hawaii, Regular Session of 2018,
25 that the Hawaii Tourism Authority is requested to send a letter
26 to the United States Olympic Committee, International Olympic
27 Committee, and Tokyo Organizing Committee of the Olympic and
28 Paralympic Games stating that Hawaii is the ideal location for
29 sports training for athletes for the 2020 Tokyo Olympic and
30 Paralympic Games; and
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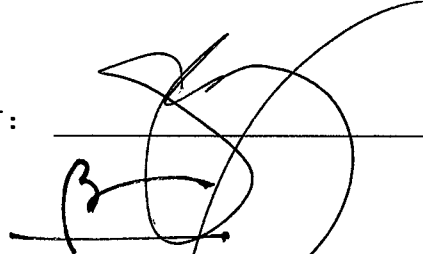
32 BE IT FURTHER RESOLVED that certified copies of this
33 Resolution be transmitted to President of the United States
34 Senate, Speaker of the United States House of Representatives,
35 United States Secretary of State, members of Hawaii's
36 congressional delegation, Governor of Hawaii, President of
37 Hawaii Tourism Authority, Vice President of Sales of the Hawaii
38 Convention Center, Chairperson of the Disability and
39 Communication Access Board, Chair of the Aloha Stadium
40 Authority, Athletics Director of the University of Hawaii at
41 Manoa, Mayors of each county, Chairperson of the United States
42 Olympic Committee, President of the International Olympic



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1 Committee, Chairperson of the Tokyo Organizing Committee of the
2 Olympic and Paralympic Games, Dean of the Consular Corps of
3 Hawaii, and President of Hawaii Lodging and Tourism Association.
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