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# HOUSE CONCURRENT RESOLUTION

URGING THE HAWAII TOURISM AUTHORITY, IN CONSULTATION WITH THE  
OFFICE OF ENTERPRISE TECHNOLOGY SERVICES, TO CONDUCT A  
STUDY ON THE SOCIAL AND SAFETY IMPACTS OF GEOTAGGING.

1           WHEREAS, geotagging is the process of appending geographic  
2 coordinates to media based on the location of a mobile device;  
3 and

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5           WHEREAS, geotagging provides helpful insight into consumer  
6 activity by allowing users to share the location where a video  
7 or picture was taken or where the user is currently located; and

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9           WHEREAS, geotagging also allows organizations to analyze  
10 where and how consumers interact with brands, thereby allowing  
11 organizations to provide specialized offers and messaging; and

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13           WHEREAS, although geotagging allows users to easily share  
14 their location or where they visited with others, there are  
15 unintended consequences of geotagging; and

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17           WHEREAS, geotagging is one of the many contributing factors  
18 of overtourism, a major problem for the State as the increase in  
19 the number of visitors each year takes a toll on the State's  
20 natural resources; and

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22           WHEREAS, geotagging can attract a large number of visitors  
23 to locations that simply do not have the infrastructure needed  
24 to support large numbers of visitors; and

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26           WHEREAS, not only does this affect natural resources that  
27 cannot support the influx of visitors, it also creates safety  
28 concerns; and



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1           WHEREAS, despite the potentially positive consumer,  
 2 marketing, and social benefits of geotagging, other impacts of  
 3 geotagging have yet to be studied in depth and need to be better  
 4 understood to address the probable social and safety impacts of  
 5 the continued or expanded use of geotagging; now, therefore,

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 7           BE IT RESOLVED by the House of Representatives of the  
 8 Thirty-second Legislature of the State of Hawaii, Regular  
 9 Session of 2024, the Senate concurring, that the Hawaii Tourism  
 10 Authority, in consultation with the Office of Enterprise  
 11 Technology Services, is urged to conduct a study of the social  
 12 and safety impacts of geotagging in the State; and

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 14           BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is  
 15 urged to submit a report of its findings and recommendations,  
 16 including any proposed legislation, to the Legislature no later  
 17 than twenty days prior to the convening of the Regular Session  
 18 of 2025; and

19  
 20           BE IT FURTHER RESOLVED that certified copies of this  
 21 Concurrent Resolution be transmitted to the President and Chief  
 22 Executive Officer of the Hawaii Tourism Authority and Chief  
 23 Information Officer of the Office of Enterprise Technology  
 24 Services.

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 26  
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OFFERED BY: 

MAR - 8 2024

