



HONOLULU CITY COUNCIL
KE KANIHELA O KE KALANA O HONOLULU
CITY AND COUNTY OF HONOLULU

No. 25 - 48

RESOLUTION

URGING THE CITY ADMINISTRATION TO CREATE AN O'AHU TOURISM STRATEGIC PLAN.

WHEREAS, O'ahu's natural beauty and unique island culture attracts visitors from around the world, and the substantial revenues generated and jobs supported by visitor activities make tourism a vital component of the local economy; and

WHEREAS, in 2023, O'ahu received 5.6 million visitors (or 58 percent of the total 9.6 million visitors statewide) and visitor spending was \$9.0 billion (or 43 percent of the total \$20.8 billion spent statewide), according to the Department of Business, Economic Development, and Tourism; and

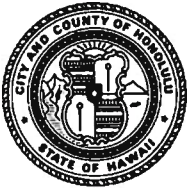
WHEREAS, in comparison, in 2023 Maui received 2.5 million visitors, and its total visitor spending was \$5.7 billion; Kaua'i received 1.4 million visitors, and its total visitor spending was \$2.8 billion; and Hawai'i Island received 1.8 million visitors, and its total visitor spending was \$3.0 billion; and

WHEREAS, although tourism remains critically important to O'ahu, the constant influx of visitors has taken a toll on the island's natural environment and has impacted residents' quality of life; and

WHEREAS, the City and County of Honolulu ("City") is the only county in the State of Hawai'i that does not have a formal tourism strategic plan, although the City Administration has previously collaborated with the Hawai'i Tourism Authority in developing the *O'ahu Destination Management Action Plan 2021–2024* ("O'ahu DMAP"); and

WHEREAS, the City Council finds that, while there may be certain areas of overlap with the O'ahu DMAP, the people of O'ahu would benefit from an independent tourism strategic plan that sets out a clear and sustainable vision for the future of tourism on O'ahu, while providing for more targeted action plans, assigned responsibilities, and a more ambitious implementation and monitoring schedule; now, therefore,

BE IT RESOLVED by the Council of the City and County of Honolulu that the City Administration is urged to create an O'ahu Tourism Strategic Plan; and



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BE IT FURTHER RESOLVED that the O'ahu Tourism Strategic Plan include a regenerative and sustainable tourism vision that balances the economic benefits of tourism with environmental protections and the quality of life needs of O'ahu residents; and

BE IT FURTHER RESOLVED that the O'ahu Tourism Strategic Plan identify specific objectives to achieve this vision and include specific action plans to track and measure progress towards these objectives; and

BE IT FURTHER RESOLVED that the O'ahu Tourism Strategic Plan be developed with environmental and cultural sensitivity in mind and in full collaboration with the island's various interested stakeholders, including the government, the private sector, and local community groups; and

BE IT FURTHER RESOLVED that the City Administration is requested to present a written update on its efforts to create the O'ahu Tourism Strategic Plan to the Council within six months after the adoption of this resolution; and



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BE IT FINALLY RESOLVED that copies of this resolution be transmitted to the Mayor, the Managing Director, the Executive Director of the Office of Economic Revitalization, and the Executive Director of the O'ahu Visitors Bureau.

INTRODUCED BY:

Esther Uiaana

DATE OF INTRODUCTION:

FEB 5 2025

Honolulu, Hawai'i

Councilmembers

Report Title:

City Administration; O'ahu Tourism Strategic Plan; Oahu Tourism Strategic Plan;
Tourism; Visitor Industry; Sustainability; Report

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