

JALPAK International Hawaii, Inc.

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May 2, 2012

Testimony in OPPOSITION to Bill 11: Relating to Public Parks

Dear Chairperson,

My name is Naoki Shichida, President and CEO of JALPAK International Hawaii, Inc., a wholesale travel agency servicing the Japanese market. We currently bring approximately 170,000 visitors to Hawaii and employ over 160 staff including our subsidiary companies on the island of Oahu. I am testifying in OPPOSITION of Bill 11 relating to Public Parks.

First, restricting access to public parks runs counter to public policy and to the goal of our State's main economic engine: Tourism.

From the City's perspective, public parks are public; attempting to restrict access through legislation will only hurt the legitimate partners in the market. As in the case of Hanauma Bay, restrictions on access will create an artificial market for those operators who do not abide by the rules. It hurts good corporate citizen like us that will comply. The result at Hanauma Bay is "taxi" operators moving numerous loads of visitors through the park with 14 passenger vans. Visitors still go to Hanauma Bay, but they just go in a less attractive, more costly manner.

Finally, promoting tourism is in the best interests of the city. Tourism is a green, renewable industry. As the largest segment of our overall economy, it creates jobs, raise substantial taxes (TAT, income and excise) which the City shares in, and provides Honolulu residents with prosperous future.

Please let this bill die. It is in direct opposition to our goals as a city.

Thank you and respectfully yours,



Naoki Shichida
President & CEO
JALPAK International Hawaii, Inc.



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