

Hotel on Beach Is Favored in Survey Report

A de luxe 400 room hotel should be built on Waikiki beach—and 1,250 additional moderate-cost rooms should be provided if Hawaii's tourist industry is to realize its potential during the next five years.

That's the unequivocal recommendation made in the long awaited survey report on Hawaii hotels, made public today by the Hawaii Visitors Bureau.

It had been just received from the Mainland survey firm of Harris, Kerr, Forster & Co.

The report, which HVB officials emphasized was done independently of Visitors Bureau control or guidance, pulls no punches in wading into the controversial issue of development of Waikiki beach.

COULD MAKE PROFIT

The survey holds that such hotel developments as recommended could be operated at a profit. The margin of profit would depend on the degree of occupancy.

Referring to the controversy over whether the beach should be dedicated in future development to public parks or partially for hotel facilities, the report declares, "The hiatus must be overcome."

It goes as far as advocating that, "If private capital interests can not be found to undertake a development of this sort, in our opinion, the city of Honolulu, or the government of the Territory should undertake to organize and finance such a hotel."

SURVEY COST \$20,000

These findings are but a few of hundreds reached in the voluminous all-island report. An inch and a half thick, it was completed at a cost of \$20,000 by the survey firm which HVB officials described as "eminent in its field of making such surveys throughout the world." It was paid for from subscription, non-government funds.

Before moving into the conclusion phase of the study, the surveyors laid down a foundation of findings that point to a promising tourist future for Hawaii.

Between the 1920s and the 1950s, tourist travel to the Islands gained 200 per cent. A projection of this long range trend would bring travel up to 75,000 visitors annually by 1957.

WOULD RISE TO 100,000

The accelerated postwar period, if projected, would boost the projected figure to 100,000.

Even the more modest figure would be more than 50 per cent of present volume. The recommended hotel facilities are based on the minimum figure of 75,000 visitors.

Noting the important role of air transportation, the survey sees continued development in this field, barring the inability of Hawaii "to take care of passengers the car-

Turn to Page 5, Column 1