

I Mina'trentai Singko Na Liheslaturan Guåhan
BILL STATUS

BILL NO.	SPONSOR	TITLE	DATE INTRODUCED	DATE REFERRED	CMTE REFERRED	PUBLIC HEARING DATE	DATE COMMITTEE REPORT FILED	FISCAL NOTES	NOTES
87-35 (COR)	Tina Rose Muña Barnes	AN ACT TO AMEND SECTIONS 2(c) AND 5(a) OF CHAPTER XIII OF PUBLIC LAW 34-116; RELATIVE TO PROVIDING THE GUAM VISITORS BUREAU WITH THE FLEXIBILITY TO CONTINUE TO MARKET GUAM.	4/12/19 4:48 p.m.						

I MINA'TRENTAI SINGKO NA LIHESLATURAN GUÁHAN
2019 (FIRST) Regular Session

Bill No. ~~97~~ -35 (COR/LS)

Introduced by:

Tina Rose Muña Barnes



2019 APR 12 PM 4:48
Jm

**AN ACT TO AMEND SECTIONS 2(c) AND 5(a) OF
CHAPTER XIII OF PUBLIC LAW 34-116; RELATIVE
TO PROVIDING THE GUAM VISITORS BUREAU
WITH THE FLEXIBILITY TO CONTINUE TO
MARKET GUAM.**

BE IT ENACTED BY THE PEOPLE OF GUAM:

Section 1. Legislative Findings and Intent. *I Liheslaturan Guahan* finds that the “General Appropriations Act of 2019” contained certain provisions that limited the Guam Visitors Bureau’s ability to effectively support our tourism industry. These provisions include restricting the Bureau from purchasing wireless communications in their budget and prohibiting GVB board member and other government dignitaries to travel that is funded through the Tourist Attraction Fund.

The tourism industry is often considered a 24/7 operation. Many times, quick and rapid communication at any hour of the day is necessary for crisis management. The bureau must communicate with emergency responders, local consulates, as well as overseas representatives. Mobile communication is important in these situations.

Additionally, mobile phones are increasingly important in the travel and tourism industry. More travelers use their mobile phones to book flights, reserve

1 hotel rooms, and plan their itineraries. Marketing efforts in the industry are now
2 shifting to mobile phones. National tourism organizations around the world
3 develop mobile phone apps to assist tourists during their stay. Guam’s tourists
4 come from countries that are technologically savvy. It’s important that the
5 Bureau’s marketing efforts stay on trend and on par to the level of technology that
6 tourists are familiar with.

7 Furthermore, our island faces tough competition from similar destinations in
8 the region. Many of these countries have larger budgets for promotion efforts.
9 Trade missions, travel fairs, and roadshows allow the Bureau to bring our island to
10 another country and use government money efficiently and effectively.
11 Involvement of board members and government dignitaries during various trade
12 missions and meetings is necessary. Their presence expresses the government’s
13 support and commitment of the efforts of the Bureau and conveys to the other
14 government dignitaries that the safety and security of their citizens is of the utmost
15 importance.

16 The tourism industry is an important but volatile industry on Guam subject
17 to geopolitical and economic pressures outside of our control. The decline in
18 Japanese tourist arrivals as well as nuclear missile crisis in August 2017 is
19 evidence of this. While we can’t control many of these issues, we can control the
20 level of support, promotion, and destination management we dedicate to our
21 tourism industry. Despite these unprecedented shifts and challenges in Guam’s
22 tourism industry, the Guam Visitor’s Bureau continues to successfully promote our
23 island across the Asia/Pacific region from year to year. The Bureau continues to
24 receive awards overseas and was the first tourism office to receive the President’s
25 “E” Award for Export Service in 2017.

26 According to the Fiscal Year 2017 GVB Annual Report, the tourism
27 industry brings in \$260 million in tax revenue to our government and supports

1 21,091 in jobs related to tourism. Restricting the promotion and marketing efforts
2 as well as the support efforts of GVB jeopardizes this momentum. It is therefore,
3 the intent of *I Liheslatura* to amend the Appropriations Act of 2019 by giving
4 GVB the flexibility to continue their efforts in successfully promoting and
5 supporting our island destination.

6 **Section 2.** Section 2(c) of Chapter XIII of Public Law 34-116 is *amended* to
7 read:

8 “(c) travel to promote tourism on Guam; provided, that such travel is paid
9 for by the Tourist Attraction Fund ~~and is restricted to the GVB General manager or~~
10 ~~his designee, and appropriate GVB staff and cultural performers as are identified~~
11 ~~by the Board of Directors as necessary to accomplish the goal of travel;”~~

12 **Section 3.** Section 5(a) of Chapter XIII of Public Law 34-116 is *amended* to
13 read:

14 “(a) No government of Guam funds, regardless of source and including
15 funds expended by autonomous agencies, shall be expended for the use of cellular
16 telephones, cellular telephone services, and other wireless telephone services,
17 *unless* the government of Guam will be reimbursed from federal funds or other
18 grants. This Section *shall not* apply to *I Maga’låhen Guåhan; I Segundu na*
19 *Maga’låhen Guåhan;* the Speaker of *I Liheslaturan Guahan;* the Chief Justice of
20 the Supreme Court of Guam; the Presiding Judge of the Superior Court of Guam;
21 official use of the Crisis Hotline Program of the Guam Behavioral Health and
22 Wellness Center; law enforcement officials; on-call attorneys of the Office of the
23 Attorney General and Wellness Center, and the Department of Public Health and
24 Social Services; village mayors and Vice Mayors; Guam Fire Department and
25 EMS officials; on-call emergency management personnel; the Chief Medical
26 Examiner; the Guam Visitors Bureau; and the Guam Election Commission. The
27 restrictions in this Section *shall not* apply to wireless internet services, stationary

1 (non-mobile) wireless telephone, and wireless voice over internet protocol (VOiP)
2 services.”

3 **Section 4. Severability.** If any provision of this Act or its application to any
4 person or circumstance is held invalid, the invalidity *shall not* affect other
5 provisions or applications of this Act which can be given effect without the invalid
6 provision or application, and to this end the provision of this Act is severable.

7 **Section 5. Effective Date.** This Act shall become effective upon enactment.