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<td>272-32 (LS)</td>
<td>T.R. Muña Barnes, B.J.F. Cruz</td>
<td>RELATIVE TO RECOGNIZING AND COMMEMORATING THE GUAM VISITORS BUREAU ON THEIR 50TH ANNIVERSARY</td>
<td>11/08/13 8:53 a.m.</td>
<td>11/20/13 7:00 p.m.</td>
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Resolution No. 272-32 (LS)

Introduced by: T. R. Muña Barnes
B. J. F. Cruz
T. C. Ada
V. Anthony Ada
FRANK B. AGUON, JR.
Chris M. Dueñas
Michael T. Limtiaco
Brant T. McCreadie
Tommy Morrison
Vicente (ben) C. Pangelinan
R. J. Respicio
Dennis G. Rodriguez, Jr.
Michael F. Q. San Nicolas
Aline A. Yamashita, Ph.D.
Judith T. Won Pat, Ed.D.

Relative to recognizing and congratulating the Guam Visitors Bureau on its Fiftieth (50th) Year Anniversary.

BE IT RESOLVED BY I MINA'TRENTAI DOS NA LIHESLATURAN GUÅHAN:

WHEREAS, since its inception in 1963, the Guam Visitors Bureau has come a long way to be what it is today with the team effort of all its employees, both past and present; and

WHEREAS, the development of tourism was first envisioned by local government officials in 1952 with the enactment of Public Law 1-67, “An Act to Encourage the Establishment of Travel Industries on Guam”; and
WHEREAS, Public Law 1-67’s intent would not be realized until 1962, when President John F. Kennedy lifted the security restrictions imposed by the former Naval Administration; and

WHEREAS, Governor Manuel F.L. Guerrero issued Executive Order 63-10 establishing the Guam Tourist Commission, gave it a budget of Fifteen Thousand Dollars ($15,000), and hired Mr. Rex Wills as its first Director; and

WHEREAS, the Commission began offering aggressive travel-trade promotions to Japan and Southeast Asia, developing Guam’s tourism plant, and lobbying for increased air service to Guam from potential markets; and

WHEREAS, the Commission’s efforts were brought to fruition four years later when Pan American Airways landed on Guam, with an initial one hundred nine (109) Japanese tourists; and 1967 ended with some six thousand (6,000) tourists having visited Guam; and

WHEREAS, in 1970, Executive Order 70-24 created the Guam Visitors Bureau, thus renaming the Guam Tourist Commission and separating it from the Department of Commerce; and

WHEREAS, during the past fifty years, the Guam Visitors Bureau has been the primary entity behind the efforts to build and sustain Guam’s tourism industry; and

WHEREAS, in 1996, at the height of travel and tourism on Guam, the island welcomed over one hundred ninety-four thousand (194,000) visitors from Korea, the most we have seen from that source market; and

WHEREAS, today, the Guam Visitors Bureau’s Research Department has confirmed that Guam has welcomed the most Korean tourists ever in the fifty years of the island’s tourism history; and
WHEREAS, the Guam Visitors Bureau reports that from October 1, 2012 to August 24, 2013, Guam had welcomed just over two hundred eight thousand (208,000) Korean visitors in FY 2013; and

WHEREAS, out of the total visitor arrivals last year, one hundred eighty-two thousand eight hundred twenty-nine (182,829) came from Korea, one of which was the millionth visitor for the year; and

WHEREAS, in Fiscal Year 2013, Guam welcomed one million three hundred thirty-seven thousand six hundred sixty-five (1,337,665) visitors, the third highest fiscal year number of tourist arrivals in the last fifty years of tourism on Guam; and

WHEREAS, tourism contributes over fifty percent (50%) of the Gross Island Product, and the industry is considered to be the main economic contributor to Guam’s economy; and

WHEREAS, as the official marketing agency for the Government of Guam, the Bureau strives to promote and develop Guam as a viable destination overseas;

WHEREAS, additionally, programs and activities also support the duration and awareness of the local community in regards to the importance of tourism; and

WHEREAS, the Guam Visitors Bureau supports government and community organizations, such as the Department of Administration; the Department of Parks and Recreation; the FESTPAC & Folklife Festival; the Guam Community College; the Guam Council on the Arts and Humanities Agency; the Guam Environmental Protection Agency; the Guam International Film Festival; the Guam Museum Foundation; the Guam Police Department; the Guam Territorial Band; the Guam Tourism Foundation; the Guampedia Foundation; the Haya Cultural Preservation Foundation (Sinanga-ta Outreach); the Historic Inalahan Foundation; the Mayors Council of Guam; the Micronesia Cruise Association; Pa’a Taotao Tano; the Pacific War Museum Foundation; the Á’s and
Å’s of *Chamorro* Project; the Tourism Education Council; Traditions About Seafaring Islands (TASI); Traditions Affirming our Seafaring Ancestry (TASA); the University of Guam; the World War II Survivor History-Video Commentary; the *Humatak* Foundation; *Hurao* Academy; *Inetnon Gef Pago*; and Duk Duk Goose, Inc.; and

**WHEREAS**, the Guam Visitors Bureau promotes and develops community outreach programs to preserve the *Chamorro* culture, and to take pride in the unique identity of the native inhabitants of Guam; now therefore, be it

**RESOLVED**, that *I Mina’Trentai Dos Na Liheslaturan Guåhan* does hereby, on behalf of *I Liheslaturan Guåhan* and the people of Guam, recognize and congratulate the staff and management of the Guam Visitors Bureau on its Fiftieth (50th) Year Anniversary, and for its contributions to the people of Guam; and be it further

**RESOLVED**, that the Speaker certify, and the Legislative Secretary attest to, the adoption hereof, and that copies of the same be thereafter transmitted to Mr. Karl Pangelinan, General Manager, Guam Visitors Bureau; to Mr. Jon Nathan Denight, Assistant General Manager, Guam Visitors Bureau; and to the Honorable Edward J.B. Calvo, *I Maga’lahen Guåhan*.

**DULY AND REGULARLY ADOPTED BY I MINA’TRENTAI DOS NA LIHESLATURAN GUÅHAN ON THE 8TH DAY OF NOVEMBER 2013.**

[Signature]

**JUDITH T. WON PAT, Ed.D.**

Speaker

[Signature]

**TINA ROSE MUÑA BARNES**

Legislative Secretary