

**I MINA'TRENTAI SINGKO NA LIHESLATURAN GUÁHAN
RESOLUTIONS**

Resolution No.	Sponsor	Title	Date Intro	Date of Presentation	Date Adopted	Date Referred	Referred to	PUBLIC HEARING DATE	DATE COMMITTEE REPORT FILED	NOTES
406-35 (LS)	Tina Rose Muña Barnes	Relative to posthumously recognizing the late Yuji Mitsumori, former Manager of the Japan Branch of the Guam Visitors Bureau, and commending him for his dedicated service to Guam's tourism industry; and to further expressing condolences to his family on his passing on behalf of the people of Guam.	12/28/20 5:00 p.m.	12/30/20 TBA						

I MINA'TRENTAI SINGKO NA LIHESLATURAN GUÅHAN
2020 (SECOND) Regular Session

Resolution No. 406-35 (LS)

Introduced by:

Tina Rose Muña Barnes 

Relative to posthumously recognizing the late Yuji Mitsumori, former Manager of the Japan Branch of the Guam Visitors Bureau, and commending him for his dedicated service to Guam's tourism industry; and to further expressing condolences to his family on his passing on behalf of the people of Guam.

1 **BE IT RESOLVED BY *I MINA'TRENTAI SINGKO NA LIHESLATURAN***
2 ***GUÅHAN*:**

3 **WHEREAS**, Mr. Yuji Mitsumori was born on September 8, 1954, in Hokkaido,
4 Sapporo. He is married to the lovely Masayo Mitsumori; and they have a daughter,
5 Remi Mitsumori; and

6 **WHEREAS**, in 1975, Mr. Yuji Mitsumori graduated from the International
7 College of Tourism; and from 1975 to 1979, he was the Chef de Rang at the Luzern
8 Carlton Hotel in Tivoli, Switzerland; and

9 **WHEREAS**, in 1977, Mr. Yuji Mitsumori was the first Japanese Chef de Rang
10 recognized by the Swiss Hotel Association; and from 1979 to 1980, he served as the
11 Chef de Rang at the Hotel Nikko Dusseldorf in West Germany; and

12 **WHEREAS**, from 1980 to 1983, Mr. Yuji Mitsumori worked as the Sales
13 Manager at the JAL Hotel System-Osaka Sales Office; and from 1983 to 1985, he

1 served as the Western Japan Manager of the Osaka/Inter-Continental Hotels, Western
2 Japan Office; and

3 **WHEREAS**, from 1985 to 1990, Mr. Yuji Mitsumori was the Sales Manager for
4 the Corporate and Travel Agency of the Hyatt Hotels in Rotorua and Auckland, New
5 Zealand, and in Melbourne, Australia; and he was the Neighbor Island Sales and Service
6 Manager for the Hyatt Hotel and Resort in Oahu, Hawaii; and

7 **WHEREAS**, from 1990 to 1991, Mr. Yuji Mitsumori worked as the Japan Office
8 Manager for the Stoffer Hotel Maui-Japan Office; and from 1991 to 1993, he was the
9 Assistant General Manager of the Hotel Alpha Resorts in Tokyo, where he managed the
10 overseas hotel development and operation; and

11 **WHEREAS**, in 1993, Mr. Yuji Mitsumori joined the Guam Visitors Bureau
12 (GVB) as a Sales Manager; and he was able to achieve positive results in increasing the
13 number of Japanese tourists to Guam from five hundred forty-nine thousand nine
14 hundred forty-five (549,945) to one million thirty-three thousand six hundred thirty-two
15 (1,033,632) visitors from 1993 through 1996; and

16 **WHEREAS**, Mr. Yuji Mitsumori was responsible for the overall planning,
17 development, and implementation of GVB's sales staff in Japan, conducting sales
18 activities throughout Japan, and working with the lead sales team to secure Meetings,
19 Incentives, Conferences and Events (MICE); and

20 **WHEREAS**, in 1996, 1997 and 2000, through his hard work and sales activities,
21 Yuji Mitsumori contributed to the increase of Guam's Japanese visitor arrivals to over
22 one million (1,000,000) visitors; and

23 **WHEREAS**, in 2005, through his hard work and dedication, Yuji Mitsumori was
24 promoted to Japan Manager of the Guam Visitors Bureau Branch Office in Japan; and

25 **WHEREAS**, Yuji Mitsumori represented GVB at several travel organizations
26 within Japan, such as the Japan Association of Travel Agents (JATA), the Japan Guam

1 Tourism Council (JGTC), and the United States Travel and Tourism Administration
2 (USTTA); and he developed the overall strategy for sales and MICE plans; and

3 **WHEREAS**, it is because of his vast experience in the tourism industry that Yuji
4 Mitsumori contributed immensely to the promotion of Guam; and he has been
5 instrumental in the development of several marketing and sales campaigns, such as:
6 “*True Guam*”; “*Smart Choice*”; “*Romance Guam*”; and “*Guam Live*”; and

7 **WHEREAS**, with his twenty-three (23) years of dedicated and selfless service,
8 Yuji Mitsumori created a longstanding positive relationship with the people and
9 Government of Guam, the Japan government, the U.S. government, and the Japan travel
10 agencies; and

11 **WHEREAS**, through his countless contributions to the development of Guam
12 tourism, the late Yuji Mitsumori continued to dedicate his time to promoting Guam as
13 the destination of choice through his participation in various travel events and seminars;
14 and

15 **WHEREAS**, the late Yuji Mitsumori is to be commended for his invaluable
16 contributions to Guam’s tourism industry, and his commitment to the island’s
17 development; and he is, therefore, honored and recognized for showcasing Guam and
18 helping to make Guam a better place to live and visit; and

19 **WHEREAS**, in Japan, the late Yuji Mitsumori was the International Tourism
20 College Group Chairman of School Personnel Committee at the International Dual
21 Business Vocational School from April 2015 to December 2017; and

22 **WHEREAS**, Yuji then became the General Manager for Facility and Lounge
23 Services at the New Chitose Airport Heiundo Hotel and Resort – Hokkaido Airport Co.,
24 Ltd. from July 2018 to December 2019; and

25 **WHEREAS**, from January to May 2020, Yuji became the Owner Liaison
26 Manager at Niseko Hanazono for PCPD Investment Limited – Japan; and

1 **WHEREAS**, the late Yuji Mitsumori was honored by all of the nineteen (19)
2 Mayors and Vice Mayors of Guam with an Honorary Resident’s Award; and was also
3 honored by the Governor and Lieutenant Governor of Guam with the prestigious
4 Governor’s Award; and

5 **WHEREAS**, the late Yuji Mitsumori passed away on December 10, 2020, at the
6 age of sixty-six (66); and his memorial services will be held on Wednesday, December
7 30, 2020; now therefore, be it

8 **RESOLVED**, that *I Mina'trentai Singko Na Liheslaturan Guåhan* does hereby,
9 on behalf of the people of Guam, posthumously recognize the late Yuji Mitsumori,
10 former Manager of the Japan Branch of the Guam Visitors Bureau, and commend him
11 for his dedicated service to our island’s tourism industry; and does further express
12 condolences to his family on his passing on behalf of the people of Guam; and be it
13 further

14 **RESOLVED**, that the Speaker certify, and the Legislative Secretary attest to, the
15 adoption hereof, and that copies of the same be thereafter transmitted to the family of
16 the late Yuji Mitsumori; to Carl T.C. Gutierrez, President and CEO of the Guam Visitors
17 Bureau; and to the Honorable Lourdes A. Leon Guerrero, *I Maga'hågan Guåhan*.

**DULY AND REGULARLY ADOPTED BY I MINA'TRENTAI SINGKO NA
LIHESLATURAN GUÅHAN ON THE DAY
OF .**

TINA ROSE MUÑA BARNES
Speaker

AMANDA L. SHELTON
Legislative Secretary