

I MINA'TRENTAI KU'ATTRO NA LIHESLATURAN GU'AHAN
RESOLUTION STATUS



Resolution No.	Sponsor	Title	Date Intro	Date of Presentation	Date Adopted	Date Referred	Referred to	PUBLIC HEARING DATE	DATE COMMITTEE REPORT FILED	NOTES
138-34 (COR)	Régine Biscoe Lee Dennis G. Rodriguez, Jr.	Relative to commending the Guam Visitors Bureau for their significant and continued contributions to Guam's tourism industry and the broader community, recognizing their forward-thinking strategy in developing the Guam Tourism 2020 plan to expand Guam tourism and commitment to developing our island as a first-class world destination, and honoring GVB for receiving the President's "E" Award for Export Service.	5/30/17 5:04 p.m.	6/7/17 10:00 a.m.						

IMINA'TRENTAI KUATRRO NA LIHESLATURAN GUÅHAN

2017 (FIRST) Regular Session

Resolution No. 138-34(COR)

Introduced by:

Régine Biscoe Lee 
Dennis G. Rodriguez, Jr. 

Relative to commending the Guam Visitors Bureau for their significant and continued contributions to Guam's tourism industry and the broader community, recognizing their forward-thinking strategy in developing the Guam Tourism 2020 plan to expand Guam tourism and commitment to developing our island as a first-class world destination, and honoring GVB for receiving the President's "E" Award for Export Service.

2017 MAY 30 PM 5:04

10

1 BE IT RESOLVED BY THE COMMITTEE ON RULES OF I

2 *MINA'TRENTAI KUATTRO NA LIHESLATURAN GUÅHAN:*

3 WHEREAS, in 1961, President Kennedy signed an executive order reviving

4 the World War II "E" symbol of excellence to honor and provide recognition to

5 America's exporters; and

1 **WHEREAS**, criteria for the award is based on four years of successive export
2 growth and case studies which demonstrate valuable support to exporters resulting
3 in increased exports for the company’s clients; and

4 **WHEREAS**, The President’s “E” Award is the highest recognition any U.S.
5 entity can receive for making a significant contribution to the expansion of U.S.
6 exports; and

7 **WHEREAS**, the Guam Visitors Bureau is the official tourism agency for the
8 U.S. Territory of Guam; and

9 **WHEREAS**, GVB is charged with setting tourism policy and direction;
10 developing and implementing Guam’s tourism strategic and marketing plans;
11 managing programs and activities that enhance and showcase Guam’s people, place
12 and culture in order to deliver an incomparable visitor experience; and coordinating
13 tourism-related research, planning, events and outreach activities; and

14 **WHEREAS**, Guam welcomes 1.5 million visitors annually; and

15 **WHEREAS**, tourism is Guam’s single largest industry; and

16 **WHEREAS**, visitors spending reached \$1.6 billion in 2015; and

17 **WHEREAS**, total tourism economy sales reached \$1.7 billion in 2015; and

18 **WHEREAS**, visitor spending supported nearly \$2.3 billion in business sales on
19 Guam in 2015; and

20 **WHEREAS**, the tourism industry employed more than 20,000 island residents
21 or 33% of non-federal employment in 2015; and

1 **WHEREAS**, as Guam’s largest economic sector, tourism is viewed as a
2 priority sector to achieve sustainable economic growth and reduce Guam’s
3 dependence on U.S. federal subsidies; and

4 **WHEREAS**, in early 2013, a draft of the Guam Tourism 2020 plan was
5 developed that set the vision and direction for the island’s visitor industry; and

6 **WHEREAS**, the Guam Visitors Bureau developed eight core objectives as part
7 of the Guam Tourism 2020 plan: Improve Quality and Yield; Grow Arrivals and
8 Diversify; Add High-End Hotel Rooms; Incentivize Reinvestment; Focus on MICE
9 (Meetings, Incentives, Conferences and Exhibitions); Promote the Chamorro
10 Culture; Extend Average Length of Stay; Promote Our Unique Attractions; Extend
11 Tourism Beyond Tumon; and

12 **WHEREAS**, the Guam Tourism 2020 plan resulted in exceptional year-over-
13 year growth in tourism to Guam; and

14 **WHEREAS**, GVB continues to carry out its mission through various
15 programs, events and activities that make Guam a great place to live, work and visit;
16 and

17 **WHEREAS**, the “E” Awards Committee was very impressed with GVB’s
18 Guam Tourism 2020 strategic plan development and engagement; and

19 **WHEREAS**, the Guam Visitors Bureau has demonstrated a sustained
20 commitment to export expansion; and

1 **WHEREAS**, “E” Awards Committee noted Guam Visitors Bureau’s
2 innovative and broad-reaching program to capture larger segments of the Chinese
3 tourism market; and

4 **WHEREAS**, U.S. Secretary of Commerce Wilbur Ross asserted that GVB’s
5 achievements have undoubtedly contributed to national export expansion efforts that
6 support the U.S. economy and create American jobs; and

7 **WHEREAS**, U.S. Secretary of Commerce Wilbur Ross presented the Guam
8 Visitors Bureau with the President’s “E” Award for Export Service at a ceremony in
9 Washington, D.C., May 22; now therefore, be it

10 **RESOLVED**, that the *I Mina’Trentai Kuåttro Na Liheslaturan Guåhan* does
11 hereby, on behalf of *I Liheslaturan Guåhan* and the people of Guam, the Guam
12 Visitors Bureau for their significant and continued contributions to Guam’s tourism
13 industry and the broader community, recognizing their forward-thinking strategy in
14 developing the Guam Tourism 2020 plan to expand Guam tourism and commitment
15 to developing our island as a first-class world destination, and honoring GVB for
16 receiving the President’s “E” Award for Export Service.

17 **RESOLVED**, that the Speaker and the Chairperson of the Committee on
18 Rules certify, and the Legislative Secretary attest to, the adoption hereof, and that
19 copies of the same be thereafter transmitted to the Guam Visitors Bureau, General
20 Manager Jon Nathan Denight, Guam Visitors Bureau staff and the Honorable
21 Edward J.B. Calvo, *I Maga’lahen Guåhan*.

**DULY AND REGULARLY ADOPTED BY THE COMMITTEE ON RULES
OF *I MINA'TRENTAI KUATTRO NA LIHESLATURAN GUÅHAN* ON THE
DAY OF MARCH 15, 2017.**

BENJAMIN J.F. CRUZ
Speaker

RÉGINE BISCOE LEE
Legislative Secretary

MICHAEL F.Q. SAN NICOLAS
Chairperson, Committee on Rules