

I Mina Trentai Dos Na Liheslaturan Guåhan

Resolutions Log Sheet

Resolution No.	Sponsor	Title	Date Intro	Date of Presentation	Date Referred	Committee / Ofc Referred	Date Adopted
13-33 (LS)	T. R. Muña Barnes B.J.F. Cruz Judith T. Won Pat, Ed.D. Frank F. Blas Jr.	Relative to recognizing and congratulating the Guam Visitors Bureau (GVB) Marketing Department on its achievement of being named the Governor's 2014 Magpro Unit of the Year Award; and to further extending a sincere Un Dångkolo Na Si Yu'os Ma'åse to GVB for its commitment and dedication to marketing and promoting the beauty and culture of our island of Guam to the world.	02/18/15 2:03 p.m.	02/26/15 10:00 a.m.			02/18/15

Resolution No. 13-33 (LS)

Introduced by:

T.R. Maria Barnes
B.J.F. Cruz
Judith T. Won Pat, E.D.D.
Frank E. Biaz Jr.

T. C. Adu Tommy Mervino
V. Anthony Adu R. J. Rosendo
FRANK B. AGUIRRE, JR. Dennis G. Rodriguez, Jr.
James M. Espaldon Michael E. O. San Nicolas
Hector T. McGrawley Alex Canacido Torres
N. B. Underwood, Ph.D.



Relative to recognizing and congratulating the Guam Visitors Bureau (GVB) Marketing Department on its achievement of being named as the Governor's 2014 MagPro "Unit of the Year"; and to further extending a sincere *Un Dangkolo Na Si Yu'os Ma'ise'* to GVB for its commitment and dedication to marketing and promoting the beauty and culture of our island of Guam to the world.

BE IT RESOLVED BY I MINA TRENTAI TRES NA LIHESLATURAN GUAHAN:

WHEREAS, the MagPro Awards is a government-wide employee recognition program within the Executive Branch of the government of Guam, which is the highest and most competitive employee awards program bestowed by *I Magsalabs Guahan* (the Governor of Guam); and which showcases the outstanding employees and programs of the government of Guam. The Guam Visitors Bureau (GVB) Marketing Department was nominated for "Unit of the Year" under the category of Small Department/Agency; and

WHEREAS, the GVB Marketing Department works diligently to strengthen the relationship with travel industry partners by organizing diverse programs, including sales incentives and participation in tourism fairs in core markets, including Japan, Korea, Russia, China, Hong Kong, Taiwan, North America, and the Philippines; and

WHEREAS, the GVB Marketing Department works to increase Guam's online presence to consumers by using search engine optimization tactics, such as consumer web promotion tie-ins, keyword searches, and blogging on major websites; and

WHEREAS, the GVB Marketing Department promotes the beauty of Guam through location shooting of popular television drama series, music, and feature videos for each core market; and generates valuable exposure to targeted audiences of general consumers; and

WHEREAS, the GVB Marketing Department works to leverage popular consumer products with Guam's messaging to travel through online promotions to produce equities of familiar brands with Guam's brand; and

WHEREAS, the GVB Marketing Department is an incredible team of passionate individuals dedicated to building and strengthening relationships with travel industry partners, increasing Guam's online presence to consumers, and promoting the beauty of Guam in core markets, including Japan, Korea, China, Russia, Hong Kong, Taiwan, North America, and the Philippines; and

WHEREAS, the GVB Marketing Department carries the tremendous responsibility of growing and diversifying Guam's tourism base by delivering fresh ideas and effective strategies for attracting visitors to Guam and increasing revenue streams into our island. One of those marketing strategies was the development of the Shop Guam Festival, Guam's first global media cooperative marketing campaign. The campaign was a phenomenal success and generated an unprecedented 8.4 Million Dollars in media exposure for Guam. The Shop Guam Festival, now in its 3rd year, has since become an annual GVB signature event and was awarded the 2014 Pacific Asia Travel Association Gold Award for Marketing Media-Consumer Travel Brochure; and

WHEREAS, in 2013, the Chinese travel market proved to be the fastest growing visitor segment in the world and the GVB Marketing Department was committed to strengthening its engagement with the China market. The Department's efforts to market Guam as an attractive world-class resort in China resulted in a 14.9 percent increase in Chinese visitor arrivals. The same aggressive marketing and relationship strengthening was mirrored in the Russia market, which saw an outstanding 109.3 percent increase in visitor arrivals with 6,134 Russian visitors in FY 2013, far exceeding the Department's goal to achieve 5,000 Russian visitors in FY 2013; and

WHEREAS, the GVB Marketing Department works relentlessly to refine and enhance Guam's international tourism brand by identifying unique travel experiences that can be leveraged in marketing and promoting Guam to the world. This is mirrored by the growth in Guam's overall tourist arrivals, which grew 2 percent in 2013 to 1.33 million, up from 1.4 million in 2012. 2013 is ranked as the 4th best year in Guam's fifty (50) years of tourism; and

WHEREAS, the FY 2013 GVB Marketing Department's Global Awards include: "Most Romantic Tour" - 27th International Travel Expo, Hong Kong; "Best Booth Operation" - 26th Korea World Travel Fair, Seoul, Korea; "Best Foldover Performance" - 26th Korea World Travel Fair, Seoul, Korea; "Best Booth Performance" - 20th Taipei International Travel Fair, Taiwan; "Best Tourism Office" - JATA Tourism Awards, Tokyo, Japan; and "PATA Gold Award-Marketing Media-Consumer Travel Brochure" - Pacific Asian Travel Association; and

WHEREAS, the GVB Marketing Department continues to focus on the markets where Guam can lead and where it sees opportunities for new growth, and will continue to promote Guam as a safe and satisfying world-class destination; now therefore, be it

RESOLVED, that *I Mina Trentai Tres Na Liheslaturan Guahan* does hereby, on behalf of the people of Guam, recognize and congratulate the Guam Visitors Bureau (GVB) Marketing Department on its achievement of being named as the 2014 Governor's MagPro "Unit of the Year"; and does further extend a sincere *Un Dangkolo Na Si Yu'os Ma'ise'* to GVB for its commitment and dedication to marketing and promoting the beauty and culture of our island of Guam to the world; 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 Pilar Lagaña, GVB Marketing Manager, to Jon Nathan P. Doughty, GVB General Manager, and to the Honorable Edward J.B. Calvo, *I Magsalabs Guahan*.

DULY AND REGULARLY ADOPTED BY I MINA TRENTAI TRES NA LIHESLATURAN GUAHAN ON THE 18TH DAY OF FEBRUARY 2015.

JUDITH T. WON PAT, E.D.D.
Speaker

TINA ROSENDO
Legislative Secretary



JLW 2/26/15

I MINA'TRENTAI TRES NA LIHESLATURAN GUÅHAN
2015 (FIRST) Regular Session

Resolution No. 13-33 (LS)

Introduced by:

T. R. Muña Barnes
B. J.F. Cruz
Judith T. Won Pat, Ed.D.
Frank F. Blas, Jr.
T. C. Ada
V. Anthony Ada
FRANK B. AGUON, JR.
James V. Espaldon
Brant T. McCreddie
Tommy Morrison
R. J. Respicio
Dennis G. Rodriguez, Jr.
Michael F.Q. San Nicolas
Mary Camacho Torres
N. B. Underwood, Ph.D.

Relative to recognizing and congratulating the Guam Visitors Bureau (GVB) Marketing Department on its achievement of being named as the Governor's 2014 Magpro "Unit of the Year"; and to further extending a sincere *Un Dångkolo Na Si Yu'os Ma'åse'* to GVB for its commitment and dedication to marketing and promoting the beauty and culture of our island of Guam to the world.

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

1 **WHEREAS**, the MagPro Awards is a government-wide employee recognition
2 program within the Executive Branch of the government of Guam, which is the
3 highest and most competitive employee awards program bestowed by *I Maga'laha*
4 *Guåhan* (the Governor of Guam); and which showcases the outstanding employees
5 and programs of the government of Guam. The Guam Visitors Bureau (GVB)
6 Marketing Department was nominated for “Unit of the Year” under the category of
7 Small Department/Agency; and

8 **WHEREAS**, the GVB Marketing Department works diligently to strengthen
9 the relationship with travel industry partners by organizing diverse programs,
10 including sales incentives and participation in tourism fairs in core markets, including
11 Japan, Korea, Russia, China, Hong Kong, Taiwan, North America, and the
12 Philippines; and

13 **WHEREAS**, the GVB Marketing Department works to increase Guam’s online
14 presence to consumers by using search engine optimization tactics, such as consumer
15 web promotion tie-ins, keyword searches, and blogging on major websites; and

16 **WHEREAS**, the GVB Marketing Department promotes the beauty of Guam
17 through location shooting of popular television drama series, music, and feature
18 videos for each core market; and generates valuable exposure to targeted audiences of
19 general consumers; and

20 **WHEREAS**, the GVB Marketing Department works to leverage popular
21 consumer products with Guam’s messaging to travel through online promotions to
22 produce equities of familiar brands with Guam’s brand; and

23 **WHEREAS**, the GVB Marketing Department is an incredible team of
24 passionate individuals dedicated to building and strengthening relationships with

1 travel industry partners, increasing Guam's online presence to consumers, and
2 promoting the beauty of Guam in core markets, including Japan, Korea, China,
3 Russia, Hong Kong, Taiwan, North America, and the Philippines; and

4 **WHEREAS**, the GVB Marketing Department carries the tremendous
5 responsibility of growing and diversifying Guam's tourism base by delivering fresh
6 ideas and effective strategies for attracting visitors to Guam and increasing revenue
7 streams into our island. One of those marketing strategies was the development of the
8 Shop Guam Festival, Guam's first global media cooperative marketing campaign. The
9 campaign was a phenomenal success and generated an unprecedented 8.4 Million
10 Dollars in media exposure for Guam. The Shop Guam Festival, now in its 3rd year, has
11 since become an annual GVB signature event and was awarded the 2014 Pacific Asia
12 Travel Association Gold Award for Marketing Media-Consumer Travel Brochure; and

13 **WHEREAS**, in 2013, the Chinese travel market proved to be the fastest
14 growing visitor segment in the world and the GVB Marketing Department was
15 committed to strengthening its engagement with the China Market. The Department's
16 efforts to market Guam as an attractive world-class resort in China resulted in a 14.9
17 percent increase in Chinese visitor arrivals. The same aggressive marketing and
18 relationship strengthening was mirrored in the Russia market, which saw an
19 outstanding 109.3 percent increase in visitor arrivals with 6,134 Russian visitors in FY
20 2013, far exceeding the Department's goal to achieve 5,000 Russian visitors in FY
21 2013; and

22 **WHEREAS**, the GVB Marketing Department works relentlessly to refine and
23 enhance Guam's international tourism brand by identifying unique travel experiences
24 that can be leveraged in marketing and promoting Guam to the world. This is mirrored

1 by the growth in Guam’s overall tourist arrivals, which grew 2 percent in 2013 to 1.33
2 million, up from 1.4 million in 2012. 2013 is ranked as the 4th best year in Guam’s
3 fifty (50) years of tourism; and

4 **WHEREAS**, the FY 2013 GVB Marketing Department’s Global Awards
5 include: “Most Romantic Tour” - 27th International Travel Expo, Hong Kong; “Best
6 Booth Operation” - 26th Korea World Travel Fair, Seoul, Korea; “Best Folklore
7 Performance” - 26th Korea World Travel Fair, Seoul, Korea; “Best Booth
8 Performance” - 20th Taipei International Travel Fair, Taiwan; “Best Tourism Office” -
9 JATA Tourism Awards, Tokyo, Japan; and “PATA Gold Award-Marketing Media-
10 Consumer Travel Brochure” - Pacific Asian Travel Association; and

11 **WHEREAS**, the GVB Marketing Department continues to focus on the
12 markets where Guam can lead and where it sees opportunities for new growth, and
13 will continue to promote Guam as a safe and satisfying world-class destination; now
14 therefore, be it

15 **RESOLVED**, that *I Mina'Trentai Tres Na Liheslaturan Guåhan* does hereby,
16 on behalf of the people of Guam, recognize and congratulate the Guam Visitors
17 Bureau (GVB) Marketing Department on its achievement of being named as the 2014
18 Governor’s MagPro “Unit of the Year”; and does further extend a sincere *Un*
19 *Dångkolo Na Si Yu'os Ma'åse'* to GVB for its commitment and dedication to
20 marketing and promoting the beauty and culture of our island of Guam to the world;
21 and be it further

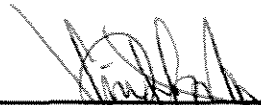
22 **RESOLVED**, that the Speaker certify, and the Legislative Secretary attest to,
23 the adoption hereof, and that copies of the same be thereafter transmitted to Pilar
24 Laguaña, GVB Marketing Manager; to Jon Nathan P. Denight, GVB General

1 Manager; and to the Honorable Edward J.B. Calvo, *I Maga'lahaen Guåhan*.

DULY AND REGULARLY ADOPTED BY *I MINA'TRENTAI TRES NA LIHESLATURAN GUÅHAN* ON THE 18TH DAY OF FEBRUARY 2015.



JUDITH T. WON PAT, Ed.D.
Speaker



TINA ROSE MUÑA BARNES
Legislative Secretary