

I Mina Trentai Tres Na Liheslaturan Guåhan
Resolutions Log Sheet

Resolution No.	Sponsor	Title	Date Intro	Date of Presentation	Date Referred	Committee / Ofc Referred	PUBLIC HEARING DATE	DATE COMMITTEE REPORT FILED	Date Adopted
290-33 (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) on its achievement of receiving the Governor's 2015 Magpro "National Recognition Citation Award"; and to further extending Un Dangkolo 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.	02/17/16 5:39 p.m.	2/26/2016 12:00 p.m.					02/17/16

I MINA'TRENTAI TRES NA LIHESLATURAN GUÅHAN
2016 (SECOND) Regular Session

Resolution No. 290-33 (LS)

Introduced by:

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Judith T. Won Pat, Ed.D.
Frank F. Blas, Jr.
T. C. Ada
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FRANK B. AGUON, JR.
James V. Espaldon
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Michael F.Q. San Nicolas
Mary Camacho Torres
N. B. Underwood, Ph.D.

Relative to recognizing and congratulating the Guam Visitors Bureau (GVB) on its achievement of receiving the Governor's 2015 Magpro "National Recognition Citation Award"; and to further extending *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*:**

3 **WHEREAS,** the MagPro Awards is a government-wide employee recognition
4 program within the Executive Branch of the government of Guam, which is the highest
5 and most competitive employee awards program bestowed by *I Maga'låhen Guåhan*
6 (the Governor of Guam); and which showcases the outstanding employees and

1 programs of the government of Guam. The Guam Visitors Bureau (GVB) was
2 nominated for the “National Recognition Citation Award”; and

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

7 **WHEREAS**, the same aggressive marketing and strengthening of relationships
8 were mirrored in the China visitor market, which saw an outstanding 40.1% increase in
9 the arrivals of Chinese visitors in FY 2014, far exceeding the number of FY 2013
10 Chinese visitors. Additionally, the Guam Visitors Bureau attended two (2) consumer
11 shows in 2014 - the Korea World Travel Fair (KOTFA) and the Busan International
12 Travel Fair (BITF). With strategies and careful planning put in place by GVB’s
13 Marketing Department, the Bureau was recognized with two (2) awards from the
14 KOTFA: the “2014 Best Booth Design Award” and the “Best Folklore Performance
15 Award.” From the BITF, GVB was awarded with the “Best Folklore Performance
16 Award” and the “Best Tourism Publicity Award”; and

17 **WHEREAS**, in FY 2014, GVB’s Marketing Department was recognized with
18 many awards globally throughout our core markets, such as the “Best National Tourism
19 Organization (NTO)” from the Japan market; the “2014 International Travel Fair (ITF)
20 Best Booth Performance Award” from the Taiwan market; and the “2014 International
21 Travel Expo (ITE) Most Romantic Journey Award” from the Hong Kong market. From
22 the Philippines market, GVB received two (2) awards from the 2014 Philippine Travel
23 Asia Association: the “Best Overall Performance Award”; and the “1st Runner Up -
24 Most Popular International Booth Medium Size Award”; and

25 **WHEREAS**, GVB also received recognition from C-trip, one of China’s largest
26 on-line travel booking websites, who classified Guam as the “2014 Top 10 Best Island

1 Tourist Destinations.” From the Pacific market, GVB was awarded with the PATA Gold
2 Award for the 2013 Shop Guam Festival under the category of Marketing Media –
3 Consumer Travel Brochure; and GVB is also pleased to share that the Marketing
4 Department was recognized and awarded as the 2014 MagPro “Unit of the Year”; and

5 **WHEREAS**, the FY 2014 GVB Global Tourism Marketing Awards influencing
6 millions on the Guam Brand include: Japan Market - “Best NTO for the Year”; Korea
7 Market - 2014 KOTFA “Best Booth Design”, 2014 KOTFA “Best Folklore
8 Performance Award”, 2014 BITF “Best Folklore Performance Award”, and 2014 BITF
9 “Best Tourism Publicity Award”; China Market – C-trip 2014 Top 10 “Best Island
10 Tourist Destinations”; Taiwan Market - 2014 ITF “Best Booth Performance Award”;
11 Hong Kong Market - 2014 ITE “Most Romantic Journey Award”; Philippine Market -
12 2014 PTAA “Best Overall Performance Award”, and 2014 PTAA “1st Runner Up -
13 Most Popular International Booth Medium Size Award”; Pacific Market - “PATA Gold
14 Award Shop Guam Festival Brochure 2013 Marketing Media – Consumer Travel
15 Brochure”; and the Governor’s “2014 MagPro Unit of the Year” GVB Marketing
16 Department; and


17 **WHEREAS**, GVB is an incredible team of passionate individuals dedicated to
18 building and strengthening relationships with the visitor industry, increasing Guam’s
19 online presence to consumers, and promoting the beauty of Guam globally. GVB works
20 relentlessly to enhance Guam’s international brand by identifying unique experiences
21 that can be leveraged in marketing Guam to the world. In one year, the Bureau has
22 earned dozens of international awards from its peers, and it has made global impressions
23 that makes Guam the vibrant destination that we have become; now therefore, be it

24 **RESOLVED**, that *I Mina'Trentai Tres Na Liheslaturan Guåhan* does hereby, on
25 behalf of the people of Guam, recognize and congratulate the Guam Visitors Bureau
26 (GVB) on its achievement of receiving the 2015 Governor’s MagPro “National

1 Recognition Citation Award”; and does further extend a sincere *Un Dangkolo Na Si*
2 *Yu'os Ma'ase'* to GVB for its commitment and dedication to marketing and promoting
3 the beauty and culture of our island of Guam to the world; and be it further

4 **RESOLVED**, that the Speaker certify, and the Legislative Secretary attest to, the
5 adoption hereof, and that copies of the same be thereafter transmitted to Pilar Laguaña,
6 GVB Marketing Manager; to Jon Nathan P. Denight, GVB General Manager; and to
7 the Honorable Edward J.B. Calvo, *I Maga'låhen Guåhan*.

DULY AND REGULARLY ADOPTED BY I MINA'TRENTAI TRES NA LIHESLATURAN GUÅHAN ON THE 17TH DAY OF FEBRUARY 2016.


BENJAMIN J.F. CRUZ
Acting Speaker


TINA ROSE MUÑA BARNES
Legislative Secretary