

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
358-33 (LS)	T. R. Muña Barnes Judith T. Won Pat, Ed.D. B. J. F. Cruz Frank F. Blas, Jr.	Relative to commending and congratulating the Pacific Asia Travel Association (PATA), on the auspicious occasion of its sixty-fifth (65th) Anniversary, and welcoming and extending a warm "Håfa Adai," to the Pacific Asia Travel Association, for the 2016 PATA Annual Summit on Guam.	05/03/16 1:12 p.m.	05/19/16 7:15 p.m.					05/03/16

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

Resolution No. 358-33 (LS)

Introduced by:

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

Relative to commending and congratulating the Pacific Asia Travel Association (PATA), on the auspicious occasion of its sixty-fifth (65th) Anniversary, and welcoming and extending a warm “*Håfa Adai*,” to the Pacific Asia Travel Association, for the 2016 PATA Annual Summit on Guam.

- 1 **BE IT RESOLVED BY *I MINA'TRENTAI TRES NA LIHESLATURAN***
2 ***GUÅHAN*:**
3 **WHEREAS**, the Pacific Asia Travel Association has become the voice of the
4 tourism and travel industry for the Pacific and Asia Regions; and

1 **WHEREAS**, Lorrin P. Thurston and William J. Mullahey were the visionaries
2 behind the Pacific Asia Travel Association; and

3 **WHEREAS**, the beginnings of the Pacific Asia Travel Association began with
4 discussions led by Mr. Thurston, Mr. Mullahey, and the Hawaii Visitors Bureau in the
5 early 1950's to develop strategies to promote Pacific countries to the world's travelers
6 and to find methods to grow travel industries in Pacific countries by reducing travel
7 restrictions and filling accommodation gaps; and

8 **WHEREAS**, the involvement of industry professionals was necessary to
9 discuss these strategies to advance the promotion and development of travel industries
10 within this Region; and

11 **WHEREAS**, in 1952, the first Pacific Area Travel Conference brought together
12 a delegation of around eighty-seven (87) industry professionals and government
13 representatives, including the Governor of California Earl Warren, who gave the
14 opening address; and

15 **WHEREAS**, the conference was held at the Maluhia Auditorium of Fort
16 DeRussy in Waikiki, Honolulu, Hawaii; and

17 **WHEREAS**, during the conference, a series of roundtable sessions began to
18 establish an interim travel association, encourage the development of tourist facilities
19 in the region, and ease governmental barriers to international travel; and

20 **WHEREAS**, the Pacific Interim Travel Association was created from the
21 discussions of this conference and the groundwork was laid that determined the
22 mission and purpose of the Association; and

23 **WHEREAS**, the core organizers of this historic first meeting included Lorrin P.
24 Thurston, acting Conference Chairman; William J. Mullahey, Chairman of
25 Arrangements; Robert Allen, Chairman of Registration and Housing; Melvin A.
26 Conant, Chairman of Conference Organization; Harry Dove, Chairman of Counselor

1 Liaison; John Pugh, Co-Chairman of Entertainment; John Jay Murphy, Co-Chairman
2 of Program and Protocol; William O. Cogswell, Sam N. Mercer, and Stewart E. Fern
3 of the Hawaii Visitors Bureau; and Milton O. Holst, Holst & Cummings, Ltd.; and

4 **WHEREAS**, the first Pacific Area Travel Conference has served as a model for
5 the need to continue to engage industry professionals and government entities for the
6 continual responsible development of the travel and tourism industry in the Region;
7 and

8 **WHEREAS**, the Pacific Asia Travel Association has accomplished many
9 milestones since its founding in 1952; and

10 **WHEREAS**, in 1959, the Pacific Asia Travel Association launches its first
11 consumer campaign of promoting the Pacific to the people of the United States, which
12 sparked interest and inquiries from eleven thousand (11,000) people; and

13 **WHEREAS**, in 1961, the Pacific Asia Travel Association began expanding its
14 reach with the establishment of PATA Chapters in New Zealand and Hong Kong,
15 which increased the involvement of members within this Region; and

16 **WHEREAS**, in 1962, the Checchi Report was presented at the eleventh (11th)
17 Annual Conference, which outlined the status of tourism in the Pacific Region and
18 was used as a blueprint for many National Travel Organizations and travel planners;
19 and

20 **WHEREAS**, in 1966, the Pacific Asia Travel Association assisted in the
21 establishment of the School of Tourism Industry Management at the University of
22 Hawaii, which became the first institution of its type in the Region, and marks
23 PATA's step towards promoting education and training programs; and

24 **WHEREAS**, in 1974, the PATA Development Authority was established and
25 the PATA Task Force was created with their first mission to consider the viability of
26 Chiang Mai, Thailand, as a second gateway for Thailand; and

1 **WHEREAS**, in 1976, the constitution of the Pacific Asia Travel Association
2 was amended during the twenty-fifth (25th) Annual Conference to express the
3 members' desire to protect the Pacific's unique natural social, and cultural resources;
4 and

5 **WHEREAS**, in 1977, the first PATA Annual Report was published; and

6 **WHEREAS**, in 1978, the first PATA Travel Mart was held in Manila,
7 Philippines; and

8 **WHEREAS**, in 1979, the first Travel Industry Executive Development
9 Institute, later renamed Executive Development Institute for Tourism (EDIT), was
10 launched as a six-week program sponsored by PATA and the School of Tourism
11 Industry Management of the University of Hawaii; and

12 **WHEREAS**, in 1984, the Pacific Asia Travel Association Board of Directors
13 approved the creation of the PATA Foundation to assist projects in tourism education,
14 heritage, research, and the environment; and

15 **WHEREAS**, in 1986, the Pacific Asia Travel Association took its current
16 name, reflecting the importance of Asia in commerce and world affairs; and

17 **WHEREAS**, in 1992, the Pacific Asia Travel Associations' Code for
18 Environmentally Responsible Tourism was adopted at the forty-first (41st) Annual
19 Conference; and

20 **WHEREAS**, in 1994, the Green Leaf program was launched, encouraging
21 members to incorporate the Code for Environmentally Responsible Tourism into their
22 operations; and

23 **WHEREAS**, in 1998, PATA HQ moved to Bangkok, Thailand, to be in the
24 center of its membership region; and

25 **WHEREAS**, the year 2016 marks the sixty-fifth (65th) year of the Pacific Asia
26 Travel Association's founding, which now comprises ninety-seven (97) government,

1 state, and city tourism bodies; twenty-seven (27) international airlines, airports, and
2 cruise lines; sixty-three (63) educational institutions; and hundreds of travel industry
3 companies around the world; and

4 **WHEREAS**, the Pacific Asia Travel Association has forty-three (43) active
5 PATA chapters and twelve (12) student chapters worldwide; and

6 **WHEREAS**, PATA's 2016 priorities include building the business for
7 members, providing valuable insights, forecasts and analysis to help members make
8 better business decisions, and to take a lead position on travel industry issues; and

9 **WHEREAS**, PATA's mission is to act as a catalyst for the responsible
10 development of the Pacific Asia travel and tourism industry and, in partnership with
11 PATA's private and public sector members, to enhance the sustainable growth, value
12 and quality of travel and tourism to, from, and within the Region; and

13 **WHEREAS**, during Pacific Asia Travel Association's sixty-fifth (65th) year,
14 industry professionals and representatives will convene on Guam for the PATA
15 Annual Summit 2016; and

16 **WHEREAS**, this year's theme, "Exploring the Secrets of the Blue Continent,"
17 will discuss strategies for the responsible development of the travel and tourism
18 industries of the Pacific Islands under the banner of "Code B.L.U.E.," meaning "B" –
19 Back to Basics, "L" – Leveraging our Knowledge and Expertise, "U" – Unravelling
20 the mysteries of HCD, and "E" – Energizing our eco-efforts; now, therefore be it

21 **RESOLVED**, that *I Mina'Trentai Tres Na Liheslaturan Guåhan* does hereby,
22 on behalf of the people of Guam, welcome and extend a warm, "*Håfa Adai*," to the
23 Pacific Asia Travel Association (PATA), for the PATA Annual Summit 2016 on
24 Guam; and be it further

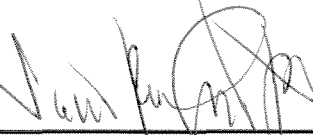
25 **RESOLVED**, that the Speaker certify, and the Legislative Secretary attest to,
26 the adoption hereof, and that copies of the same be thereafter transmitted to Kevin

1 Murphy, Chairman of Pacific Asia Travel Association; Mario Hardy, Chief Executive
2 Officer of Pacific Asia Travel Association; Pilar Laguana, Chairwoman of Pacific
3 Asia Travel Association, Micronesia Chapter; Mark Baldyga, Chairman of Guam
4 Visitors Bureau; Jon Nathan Denight, General Manager of Guam Visitors Bureau; and
5 to the Honorable Edward J.B. Calvo, *I Maga'låhen Guåhan*.

DULY AND REGULARLY ADOPTED BY *I MINA'TRENTAI TRES NA LIHESLATURAN GUÅHAN* ON THE 3RD DAY OF MAY 2016.



JUDITH T. WON PAT, Ed.D.
Speaker



TINA ROSE MUÑA BARNES
Legislative Secretary