

I MINA 'BENTE NUEBI NA LIHESLATURAN GUÅHAN
2007 (First) REGULAR SESSION

Resolution No. 10 (EC)

Introduced by:

A.R. Unpingco
J.V. Espaldon
Edward J.B. Calvo

**RELATIVE TO COMMEMORATING THE 40TH
ANNIVERSARY OF TOURISM ON GUAM BY CHRONICLING
SIGNIFICANT MILESTONES IN THE DEVELOPMENT OF
GUAM'S TOURISM INDUSTRY.**

1 **BE IT RESOLVED BY THE PEOPLE OF GUAM:**

2 **WHEREAS**, the formal birth of tourism on Guam is recognized as the arrival of 109
3 Japanese tourists on island on May 1, 1967; and

4 **WHEREAS**, the development of tourism was first acknowledged by local government
5 officials in 1952 with the enactment of Public Law 67, "An Act to Encourage the Establishment of
6 Travel Industries on Guam"; and

7 **WHEREAS**, the measure's intent would not be initiated until 1962, when President John F.
8 Kennedy lifted the security restrictions that had been imposed by the former naval administration;
9 and

10 **WHEREAS**, Governor Manuel F.L. Guerrero issued Executive Order 63-10 establishing the
11 Guam Tourist Commission, gave it a budget of \$15,000, and hired Rex Wills as its initial director;
12 and

13 **WHEREAS**, the Commission began conducting aggressive travel-trade promotions to Japan
14 and Southeast Asia, developing Guam's tourism plant, and lobbying for increased air service to
15 Guam from potential market areas; and

16 **WHEREAS**, the fruits of the Commission's efforts were realized four years later when Pan
17 American Airways landed on Guam with those initial 109 Japanese tourists, and ended the year with
18 some 6,000 tourists recorded as having visited Guam; and

19 **WHEREAS**, in July 1970, Executive Order 70-24 was promulgated creating the Guam
20 Visitors Bureau and separating and re-naming its predecessor – the Guam Tourist Commission -
21 from the Department of Commerce;

1 **WHEREAS**, during the past forty years, the Guam Visitors Bureau has been the primary
2 entity behind efforts to build and sustain Guam's fledgling tourism industry; and

3 **WHEREAS**, during this period of time there have been many significant milestones in
4 Guam's tourism industry including the opening of the Cliff Hotel in Agana in 1967, the Fujita Guam
5 Tumon Beach Hotel in 1968, the Continental Hotel in 1970, the Guam Dai-Ichi Hotel in 1971, the
6 Guam Hotel Okura and the Guam Hilton Hotel in 1972, and the Guam Reef Hotel in 1974; and

7 **WHEREAS**, in 1972 the Guam Hotel Association Inc. was established as a private, non-
8 profit trade association until 1974 when its six-member board (Guam Hilton Hotel, Cliff Hotel,
9 Guam Dai-Ichi Hotel, Guam Hotel Okura, Fujita Guam Tumon Beach Hotel and the Guam Reef
10 Hotel) amended its bylaws to include restaurants, changing the organization's name to the Guam
11 Hotel & Restaurant Association; and

12 **WHEREAS**, on March 5, 1967 a new, \$1.6 million Guam International Airport Terminal
13 opened with two buildings and a departure and arrival section serving as Guam's gateway until
14 January 19, 1982 when a new, \$43 million Guam International Airport terminal opened; and

15 **WHEREAS**, on September 10, 1995 the Guam International Airport unveiled its \$270
16 million reconstruction and renovation, which includes multi-concourse wings, a food court, DFS
17 retail outlets, bars and coffee shops; and

18 **WHEREAS**, the Guam International Airport has had as its tenants during this forty years of
19 tourism: Pan American Airways, Continental Air Micronesia, Trans World Airlines, Air Pacific,
20 Japan Airlines, Air Nauru, Freedom Air, Braniff International, Northwest Orient Airlines, All
21 Nippon Airlines, South Pacific Airlines, Air Marianas, Aloha Airlines, Air Guam, Royal Hawaiian
22 Airlines, Maui Airlines, Hawaiian Airlines, Korean Airlines, Air Niugini, Air Mike Express,
23 Philippine Airlines, Thai Airways, Japan Asia Airways, United Airlines, Asiana Airlines, China
24 Airlines, and JALWays; and

25 **WHEREAS**, on May 17, 1971 Duty Free Shoppers Ltd. opens its initial retail shop in the
26 Guam Dai-Ichi Hotel, followed by the opening of a 25,000-square-foot store on Chalan San Antonio
27 in Tamuning on February 25, 1985, and its Tumon Galleria in 1994; and

28 **WHEREAS**, in 1986 the Omnibus Territories Act (visa waiver) is passed by the U.S.
29 Congress waiving visa requirements for travelers from Australia, Brunei, Burma, Indonesia, Japan,
30 Malaysia, Nauru, New Zealand, Papua New Guinea, Singapore, Solomon Islands, United Kingdom,
31 Hong Kong, Vanuatu and Eastern Samoa, allowing for ease of travel to Guam; and

1 **WHEREAS**, in 1990 a “Guam-only” Visa Waiver Program for South Korean travelers is
2 implemented; and

3 **WHEREAS**, in May 1973 the Country Club of the Pacific opened in Yona, followed by the
4 Windward Hills Country Club in 1986, the Hatsuho Guam Golf Resort in Dededo in 1987, and the
5 Mangilao Golf Resort in 1992, the LeoPalace Resort Country Club in 1993, the Guam International
6 Country Club in 1994, and the Talofofu Golf Resort and Target Golf in 1996; and

7 **WHEREAS**, Guam has been fortunate to have an array of attractions and facilities built to
8 provide a myriad of activities for tourists to enjoy including: the Guam Greyhound Park opened in
9 Tamuning in 1977 with several hundred greyhounds imported from Australia, the Agana Shopping
10 Center opened in 1978 featuring Town House Department Store and other retail outlets,
11 Windjammer Cruises of Guam begins sailing charters out of Apra Harbor and Cocos Island Resort
12 opens off the southern coast of Guam, offering aqua sports and other tourist-related activities in
13 1982, Atlantis Guam Inc., a subsidiary of Baba Corp., begins operating a 46-passenger submarine
14 that is part of a worldwide fleet of submarines in Aruba, Cayman Islands, Hawaii, St. Thomas and
15 Barbados, and the SandCastle opened in Tumon in 1990, featuring a \$30 million discotheque and
16 Las Vegas-style shows, the Chamorro Village opened in Agana in 1994, featuring local arts & crafts
17 and other Guam-made products, the world's largest Kmart opened on Guam, measuring 168,000
18 square feet and housing a Little Caesar's Pizza Station, Pleasure Island opened in Tumon, touting
19 GameWorks, UnderWater World aquarium, Sam Choy's restaurant and shopping outlets, Micronesia
20 Mall, the largest indoor shopping center in Micronesia since October 1988, unveils its multimillion-
21 dollar expansion that includes an indoor amusement park, a new food court, parking garages and a
22 10-screen theater, enhancing Guam's image as a shopping destination; and in 1999 Calvo Enterprises
23 Inc. and the government of Guam unveiled a renovated Two Lovers' Point park, boasting an art
24 gallery, two-tiered lookout point and walkways; and

25 **WHEREAS**, then-Senator Frank D. Perez successfully passed a bill creating the Guam
26 Economic Development Authority in 1965, and during the organization's first five years, \$2 million
27 in foreign investment is brought to Guam, and much more has been invested over the years; and

28 **WHEREAS**, Public Law 10-166 authorized the collection of an excise tax on the occupancy
29 of hotel and similar lodging facilities, more commonly known today as the “Hotel Occupancy Tax”;
30 and

1 **WHEREAS**, in 1981 the Guam Legislature created the Hotel Development Corp. as part of
2 the Guam Economic Development Authority's plans to promote hotel expansion; and

3 **WHEREAS**, a delegation at Guam International Airport welcomed Mr. Kazunori Suzuki, the
4 1 millionth visitor to the island in 1994 as he and his family arrived from Kansai, Japan, on
5 Continental Micronesia Flight 708,

6 **WHEREAS**; in 1997 Public Law 23-136 becomes law, requiring tour guides to be certified
7 via classes at Guam Community College, and earlier that same year the Guam Legislature approved
8 a \$52.9 million Tumon Redevelopment and Beautification bond issue that was to be used to upgrade
9 sewer and infrastructure along "hotel row" in Tumon; and

10 **WHEREAS**, Guam has welcomed more than 1 million visitors each of the past thirteen
11 years except for 2003, when our island was recovering from the ravages of Super-Typhoon
12 Pongsona; now, therefore, be it

13 **RESOLVED**, that *I Liheslaturan Guåhan* does hereby, on behalf of the people of Guam
14 commemorate the 40th Anniversary of tourism on Guam by chronicling significant milestones during
15 the period; and be it further

16 **RESOLVED** that *I Liheslaturan Guåhan* does hereby, on behalf of the people of Guam,
17 extends *Un Dankulu na si Yu'us Ma'ase* to members of Guam's tourism industry for their tireless
18 efforts to grow and sustain our island's largest economic sector; and be it further

19 **RESOLVED**, that an appropriate expression of the importance of achieving this anniversary
20 be embodied in the presentation of this legislative resolution at a time and place to be designated by
21 the Guam Visitors Bureau, and be it further

22 **RESOLVED**, that the Speaker certify, and the Secretary of the Legislature attest to, the
23 adoption hereof, and that copies of the same be thereafter transmitted to: Mr. David B. Tydingco,
24 Chairman of the Board, Guam Visitors Bureau; to Mr. Richard Rennie, Chairman of the Board,
25 Guam Hotel & Restaurant Association; to Mr. Frank F. Blas, Chairman of the Board, Guam
26 International Airport Authority; to Mr. Steven C. Ruder, Chairman of the Board, Guam Chamber of
27 Commerce; to Mr. Masanori Kanasugi, Chairman, Japan-Guam Travel Association; and, to the
28 Honorable Felix P. Camacho, *I Maga'lahaen Guåhan*.

**DULY AND REGULARLY ADOPTED BY *I MINA'BENTE NUEBI NA LIHESLATURAN*
GUÅHAN ON THE __ DAY OF _____, 2007.**

MARK FORBES
Speaker

RAY TENORIO
Senator and Secretary of the Legislature