













**I MINA'TRENTAI OCHO NA LIHESLATURAN GUÁHAN
RESOLUTIONS**

Resolution No.	Sponsor	Title	Date Intro	Date of Presentation	Date Adopted	Date Referred	Referred to	PUBLIC HEARING DATE	DATE AUTHORS REPORT FILED	NOTES
178-38 (COR)	Jesse A. Lujan Christopher M. Dueñas V. Anthony Ada Frank F. Blas, Jr. Vincent A.V. Borja Shelly V. Calvo Eulogio Shawn Gumataotao Telo T. Taitague Tina Rose Muña-Barnes William A. Parkinson Sabina F. Perez Joe San Agustin	Relative to recognizing the observance of "Tourism Month" during the month of May 2026; and commending the Guam Visitors Bureau and all those who serve in the visitor industry for their commitment and dedication to the development, improvement, and promotion of tourism for our island paradise of Guam	5/7/26 2:37 p.m.	5/15/26 12:00 p.m.						

I MINA'TRENTAI OCHO NA LIHESLATURAN GUÅHAN
2026 (SECOND) Regular Session

Resolution No. 178-38 (COR)

Introduced by:

Jesse A. Lujan 
Christopher M. Duenas 
V. Anthony Ada 
Frank F. Blas, Jr. 
Vincent A.V. Boria 
Shelly V. Calvo 
Eulogio Shawn Gumataotao 
Telo T. Taitague 
Tina Rose Muna-Barnes 
William A. Parkinson 
Sabina F. Perez 
Joe San Agustin 

Relative to recognizing the observance of “*Tourism Month*” during the month of May 2026; and commending the Guam Visitors Bureau and all those who serve in the visitor industry for their commitment and dedication to the development, improvement, and promotion of tourism for our island paradise of Guam.

1 **BE IT RESOLVED BY THE COMMITTEE ON RULES OF *I***
2 ***MINA'TRENTAI OCHO NA LIHESLATURAN GUÅHAN:***

3 **WHEREAS**, the development of tourism was first envisioned by local
4 government officials and the First (1st) Guam Legislature in 1952 with the enactment
5 of Public Law No. 1-67, “An Act to Encourage the Establishment of Travel
6 Industries on Guam”; and

7 **WHEREAS**, however, the intent of Public Law No. 1-67 would not be
8 realized until 1962, when President John F. Kennedy lifted the security restrictions
9 to travel to and from Guam imposed by the former Naval Administration; and

1 **WHEREAS**, Governor Manuel F.L. Guerrero issued Executive Order 63-10
2 establishing the Guam Tourist Commission, and designated the organization a
3 budget of Fifteen Thousand Dollars (\$15,000), and hired Mr. Rex Wills as its first
4 Director; and

5 **WHEREAS**, the Commission began offering aggressive travel-trade
6 promotions to Japan and Southeast Asia, thereby developing Guam’s tourism
7 industry, and lobbying for increased air service to Guam from potential markets; and

8 **WHEREAS**, the Commission’s efforts were brought to fruition four (4) years
9 later when Pan American Airways began air service to Guam, with an initial one
10 hundred nine (109) Japanese tourists; and 1967 ended with some six thousand six
11 hundred (6,600) tourists having visited Guam; and

12 **WHEREAS**, in 1970, Executive Order 70-24 created the Guam Visitors
13 Bureau (GVB), thus renaming the Guam Tourist Commission and separating it from
14 the Department of Commerce into a public, nonprofit, membership corporation; and
15 during the past fifty (50) years, GVB has been the primary government entity behind
16 the efforts to sustain and grow Guam’s tourism industry; and

17 **WHEREAS**, in 1994, the island of Guam welcomed one million (1,000,000)
18 visitors for the first time; and in 2019, Guam welcomed over one million six hundred
19 sixty-six thousand six hundred sixty-five (1,666,665) visitors to the island, the
20 highest number of arrivals in the history of Guam’s tourism industry; and

21 **WHEREAS**, the global outbreak of the COVID-19 in 2020 brought
22 unprecedented disruption to international travel, resulting in a sharp decline in visitor
23 arrivals to Guam and significantly impacting the island’s economy, workforce, and
24 tourism-dependent businesses; and the pandemic underscored the critical role of
25 tourism as a cornerstone of Guam’s economy, while also revealing vulnerabilities
26 related to market concentration, air connectivity, and external shocks; and

27 **WHEREAS**, in response to these challenges, GVB, in collaboration with

1 public and private sector partners, implemented strategic initiatives to support
2 industry resilience, including targeted marketing campaigns, industry assistance
3 programs, and efforts to restore air service and traveler confidence; and

4 **WHEREAS**, tourism remains a vital pillar of Guam’s economy, generating
5 substantial economic activity through visitor spending that supports local
6 businesses, government revenues, and community development across the island;
7 and

8 **WHEREAS**, according to the 2024 Tourism Satellite Account prepared for
9 the Guam Visitors Bureau, visitors to Guam generated approximately One Billion
10 One Hundred Million Dollars (\$1,100,000,000) in direct spending, supporting local
11 businesses across accommodations, transportation, retail, food and beverage, and
12 recreation sectors; and

13 **WHEREAS**, the total economic impact of tourism, including direct, indirect,
14 and induced effects, reached approximately One Billion Four Hundred Million
15 Dollars (\$1,400,000,000) in 2024, demonstrating tourism’s role as a primary driver
16 of Guam’s economy; and

17 **WHEREAS**, the tourism industry directly and indirectly supported
18 approximately fourteen thousand four hundred (14,400) jobs in 2024, accounting for
19 approximately seventeen percent (17%) of all jobs in Guam, highlighting the
20 industry’s essential role in sustaining livelihoods for the island’s residents; and

21 **WHEREAS**, the tourism industry’s frontline workers, including those in
22 hospitality, food and beverage, transportation, retail, attractions, and visitor services,
23 serve as the face of Guam to the world, and through their dedication,
24 professionalism, and *Håfa Adai* spirit, they not only create meaningful and
25 memorable experiences for visitors, but also contribute to making Guam a more
26 vibrant, welcoming, and better place to live, work, and visit; and

27 **WHEREAS**, the continued success and sustainability of Guam’s tourism

1 industry requires a “whole-of-island” approach, and appreciation is extended to the
2 many partners across government agencies, private sector organizations, community
3 groups, and residents, whose collaboration and shared commitment help enhance
4 infrastructure, protect natural and cultural resources, improve visitor experiences,
5 and ensure that the benefits of tourism are broadly shared across the island; and

6 **WHEREAS**, the theme for Tourism Month 2026 is “*Håfa Adai Starts Here,*”
7 recognizing that Guam’s signature spirit of hospitality begins with our island’s
8 people, particularly the dedicated individuals across the tourism industry who create
9 welcoming, memorable experiences for every visitor the moment they arrive; now
10 therefore be it

11 **RESOLVED**, that the Committee on Rules of *I Mina'Trentai Ocho Na*
12 *LiheSlaturan Guåhan* does hereby, on behalf of *I LiheSlaturan Guåhan* and the
13 people of Guam, recognize the observance of “*Tourism Month*” during the month
14 of May 2026; and commend the Guam Visitors Bureau and all those serve in the
15 tourism industry for their commitment and dedication to the development,
16 improvement, and promotion of tourism for our island paradise of Guam; and be it
17 further

18 **RESOLVED**, that the Speaker and the Chairperson of the Committee on
19 Rules certify, and the Legislative Secretary attest to, the adoption hereof, and that
20 copies of the same be thereafter transmitted to the Guam Visitors Bureau; to the
21 Guam Hotel and Restaurant Association; to the Guam Tourism and Travel
22 Association; and to the Honorable Lourdes A. Leon Guerrero, *I Magå'hågan*
23 *Guåhan*.

**DULY AND REGULARLY ADOPTED BY THE COMMITTEE ON RULES
OF I MINA'TRENTAI OCHO NA LIHESLATURAN GUÅHAN ON THE ____
DAY OF _____ 2026.**

FRANK F. BLAS, JR.
Speaker

V. ANTHONY ADA
Chairperson, Committee on Rules

SABRINA SALAS MATANANE
Legislative Secretary