

TERRITORY OF GUAM
OFFICE OF THE GOVERNOR
AGAÑA, GUAM 96910
U. S. A.
EXECUTIVE ORDER NO. 96-21

**RELATIVE TO ESTABLISHING A TOURISM COUNCIL
TO ADDRESS THE NEED FOR A PRIVATE AND
GOVERNMENT COORDINATION TO BETTER
SUSTAIN AND PROMOTE GUAM'S VISITOR
INDUSTRY FOR THE REMAINDER OF 1996.**

WHEREAS, Guam's visitor industry is the cornerstone of the local economy; it is responsible for approximately 60% of all government revenue and is currently responsible for the existence of 67% of private sector employment or approximately 19,000 local jobs for island residents; and

WHEREAS, the visitor industry has taken Guam away from a heavy dependency on federal military spending and continues to provide crucial opportunities to ease the adverse economic effects of planned military cutbacks; and

WHEREAS, the growth of the visitor industry has resulted in new facilities, businesses, recreation, and entertainment for both visitors and residents, and has generated employment for residents and revenue for island improvements; and

WHEREAS, there is a current urgency for government representatives and private sector representatives in this vital industry to come together, united, to plan and take immediate action to maintain economic activity, increase market share, explore new markets, and join together creative resources so that Guam remains a premiere visitor destination; and


NOW, THEREFORE, I, CARL T. C. GUTIERREZ, Governor of Guam, by virtue of the authority vested in me by the Organic Act do order:

1. The "Tourism Council" is hereby created, consisting of the following members:
 - a) Governor or his representative;
 - b) Lieutenant Governor as Chairperson of the Guam Beautification Task Force;
 - c) Chairman, Legislature's Committee on Tourism and Transportation;
 - d) Chairman, Board of Directors of Guam Visitors Bureau;
 - e) General Manager, Guam Visitors Bureau;
 - f) Chairman, Board of Directors of Guam Hotel and Restaurant Association;
 - g) President, Guam Hotel and Restaurant Association;



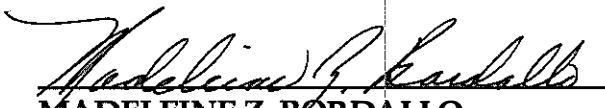
- h) Two (2) representatives, Japan Guam Travel Association, to be selected by the Governor;
 - i) Representative, Guam Korea Travel Association, to be selected by the Governor;
 - j) Representative, Continental Micronesia Airlines, to be selected by the Governor;
 - k) Two (2) representatives of the visitor retail industry, to be selected by the Governor;
 - l) Representatives, visitor optional tours businesses, to be selected by the Governor; and
2. The Tourism Council shall form a temporary body and shall meet as required in order to share information, secure additional information, pool resources and talents, concentrate efforts, formulate strategies and plans and take actions to maintain economic activity in the visitor industry, increase Guam's market share, explore new markets, and join together creative and economic resources so that Guam remains a premiere visitor destination now and in the future; and
3. The Tourism Council shall submit a report of its findings, actions, and recommendations to the Guam Visitors Bureau by December 31, 1996; thereafter, the Guam Visitors Bureau shall serve as a coordinator for implementing the recommendations of the Tourism Council.
4. The Tourism Council shall terminate December 31, 1996.

SIGNED AND PROMULGATED at Agana, Guam this 19th day of August, 1996.



CARL T. C. GUTIERREZ
Governor of Guam

COUNTERSIGNED:



MADELEINE Z. BORDALLO
Lieutenant Governor of Guam