

TERRITORY OF GUAM OFFICE OF THE GOVERNOR AGAÑA, GUAM 96910 U.S.A.

EXECUTIVE ORDER NO. 98-8

RELATIVE TO ESTABLISHING A TOURISM STRATEGIC MARKETING AND PLANNING TASK FORCE

WHEREAS, in light of the economic uncertainty and currency devaluations facing the countries of Japan, Korea, Taiwan, Hong Kong, the Philippines, and others, outbound tourist traffic to Guam is severely threatened; and

WHEREAS, while still recovering from the negative effects of the crash of Korean Air Flight No. 801, Guam's visitor industry was further affected by the devastation caused by Supertyphoon Paka; and

WHEREAS, tourism is our main economic force, providing up to 60% of our revenues to the government and is the foundation upon which our entire economy is based; and

WHEREAS, our visitor industry has already experienced major cancellations of advance bookings from our main markets for the first quarter of 1998; and

WHEREAS, industry officials' projections indicate a potential decline of as much as 20% in overall visitor arrivals for 1998; and

WHEREAS, such a decline would have a severe and debilitating effect on Guam's economy, immediately and into the future;

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

- 1. Creation and membership of a Tourism Strategic Marketing and Planning Task Force. A "Tourism Strategic Marketing and Planning Task Force" is created, consisting of the following, to be appointed by the Governor:
 - a) Chairman, Board of Directors, Guam Visitors Bureau;
 - b) General Manager, Guam Visitors Bureau;
 - c) President, Japan Guam Travel Association;
 - d) President, Guam Korea Travel Association;
 - e) President, Golf Course Association;
 - f) President, Board of Directors, Guam Chamber of Commerce;
 - g) President, Korean Association of Guam;
 - h) Chairperson, Japan Marketing Committee of the Guam Visitors Bureau;
 - i) Executive Director, Guam Hotel and Restaurant Association;

Executive Order No. 98-8
Tourism Strategic Marketing
and Planning Task Force
Page -2-



- j) One (1) Representative, Taiwan travel market;
- k) One (1) Representative, option tour industry;
- 1) One (1) Representative, retailing industry;
- m) One (1) Representative, airline industry;
- n) Executive Manager, A. B. Won Pat Guam International Airport Authority;
- o) Administrator, Guam Economic Development Authority;
- p) Director, Bureau of Planning;
- q) Director, Department of Public Works;
- r) Director, Department of Parks and Recreation;
- s) General Manager, Guam Power Authority; and
- 2. **Co-Chairs of task force.** The Governor or in the absence of the Governor the Lieutenant Governor, and the Chairperson of the Legislature's Committee on Tourism and Economic Development shall co-chair the task force; and
- 3. **Vice-Chair of the task force.** The Chairperson of the Tourism Task Force of the Vision 2001 shall be the vice-chair of the task force; and
- 4. **Administrative support.** The Guam Visitors Bureau and the Governor's Office shall provide administrative support as necessary to carry out the intent and purpose of this Executive Order; and
- 5. **Duties of the task force.** The Tourism Strategic Marketing and Planning Task Force shall undertake all efforts to address the current crisis facing our visitor industry in light of the downturn in the Asian economies and strong competition from other visitor destinations. The task force shall focus on the development and implementation of a strategic marketing plan designed to amintain and to increase our visitor numbers. The plan shall include the creation of a promotional campaign, a local implementation campaign, and a product improvement campaign; and
- 6. **Guideline** for the task force. The Strategic Marketing Plan as submitted by Strategic Marketing Committee of the Guam Visitors Bureau Board of Directors shall serve as a guideline to the task force, together with any and all data and other information, laws, rules and regulations, including the results of the "Tourism Industry Strategic Planning Summit" held on February 5, 1998.

SIGNED AND PROMULGATED at Agana, Guam this 5th day of February, 1998.

CARL T. C. GUTIERREZ
Governor of Guam

COUNTERSIGNED:

MADELEINE Z. BORDALLO Lieutenant Governor of Guam