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HEADQUARTERS

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

401 Pale San Vitores Road
Tumon, Guam 96913

(671) 646-5278/9
(671) 646-3917 fax



guamvisitorsbureau.com

BOARD OF DIRECTORS

- Milton Morinaga**
Chairman of the Board
- †Paul S.N. Shimizu**
Vice Chairman of the Board
- Samuel Shinohara**
Treasurer of the Board
- Stephen R. Gatewood**
Secretary of the Board

Total of 13 Board of Directors
For more information go to
[guamvisitorsbureau.com/about/
board-of-directors](http://guamvisitorsbureau.com/about/board-of-directors)

MANAGEMENT

- Carl T.C. Gutierrez**
President & CEO
- Gerald (Gerry) S.A. Perez**
Vice President
- Josie G. Villanueva**
Director of Finance & Administration
- Nadine Leon Guerrero**
Director of Global Marketing
- Nico A.C. Fujikawa**
*Director of Tourism Research
& Strategic Planning*

MISSION

The Mission of the Guam Visitors Bureau is to efficiently and effectively promote and develop Guam as a safe and satisfying destination for visitors and to derive maximum benefits for the people of Guam.

STRATEGIC GOALS

- > Maintaining visibility in our major source markets and communicating travel aspirations for Guam.
- > Retooling the tourism business model by increasing the use of technology, upskilling human resources (HR) capabilities, and developing touchless experiences.
- > Preparing for economic recovery by improving Guam's tourism physical plant and attractions, and eliminating or mitigating visual blight along the island's scenic corridors.

MILESTONES



OUR DYNAMIC TEAM

Department	Count
Destination Development	5
Finance & Administration	14
Marketing Department	15
Tourism Research	5
Total	39

OUR MEMBERS

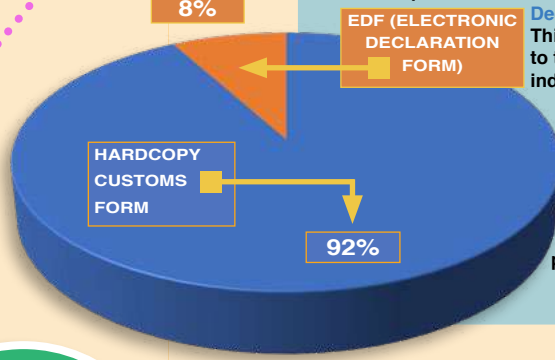
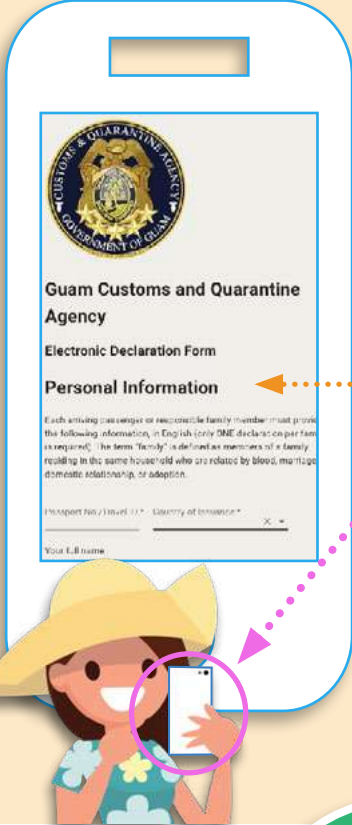
Type	2021	2020	2019
Individual	14	20	121
Business Partner	123	134	283
Total	137	154	404

- 1952** Guam's Development of Tourism first acknowledged in Public Law 67
- 1962** President John F. Kennedy lifted security restrictions, Guam's tourism development moves closer to realization
- 1963** Establishment of Guam Tourism Commission under Department of Commerce via Executive Order 63-10
- 1967** Pan American World Airways landed on Guam with 109 Japanese tourists
- 1970** Guam Tourist Commission was renamed Guam Visitors Bureau, separated from Department of Commerce via Executive Order 70-24
- 1983** Guam Visitors Bureau Act under Public Law 17-32 recognizes GVB as a public, non-profit membership corporation
- 1984** Public Law 17-65 passes, established the Tourist Attraction Fund (TAF) assessed at 11%
- 1990** Public Law 20-205 passes, established a Research Department for the collection, analysis and evaluation of data on the visitor industry
- 1994** Guam welcomes 1 Million visitors for the first time
- 2016** Guam breaks new record welcoming 1.5 Million visitors



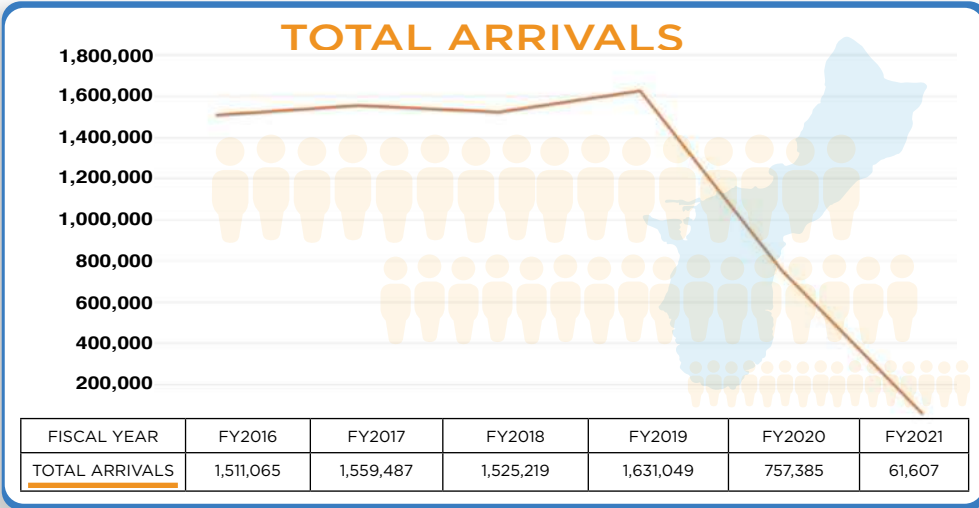
HOW ARE WE DOING?

ELECTRONIC DECLARATION FORM **EDF**



The bureau's Research Department is working closely with the Guam Customs & Quarantine Agency (CQA) to promote the use of the new **Electronic Declaration Form (EDF)**. This includes outreach to the airlines and other industry partners.

The **EDF** has streamlined the data and audit process for the declaration requirement for arriving passengers.



ANNUAL REPORTS

SCAN ME!

More interesting statistics like Hotel Occupancy Collection, Visitor Profiles and specifics in each source market can be found in our comprehensive digital annual report at <https://www.guamvisitorsbureau.com/reports/annual-reports> - OR scan the QR CODE above!



ACTIVITIES	FY 2021	FY 2020	FY 2019
Tradeshows/Conventions	19	16	56
Cooperative Projects	7	63	192
Seminars/Workshops	41	40	89
Total Media Exposure	\$9.75M	\$83M	\$79M
Travel Trade Fam Tours	1	3	119
Media Fam Tours	0	5	34
Online Promotions	132	88	152

June 21, 2021 • The **Air V&V** Program was developed by the Bureau to encourage visitors 12 years and older to get a COVID-19 vaccine while vacationing in Guam. Participants were able to choose from travel and tour packages that were developed in collaboration with Guam's travel trade, hotel, and tourism partners.



60,000 entries by July 29, 2021 • social media reach: 3 million • clicks on campaign landing page: 104,000 • 80% adult population fully vaccinated

Before campaign: 69% adult population fully vaccinated

Vax N' Win Campaign goal at 80% herd immunity of the adult population



AIR V&V GUAM
VACCINATION + VACATION
USA

151

Safe travels

of businesses Guam Safe Certified x WTTC Safe Travels (Mar-Sep 30, 2021)



SIGN-UP NOW!

GET CERTIFIED!

..... What would you like to see reported in this page? Please let us know by contacting Josie Villanueva, Director of Finance & Administration, at 671-686-4829 or josie.villanueva@visitguam.com.



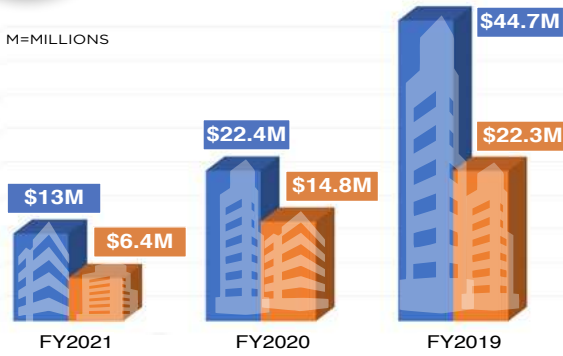


DID YOU KNOW?

HOT stands for **Hotel Occupancy Tax**, which was created to fund the operations and functions of the Guam Visitors Bureau. The HOT Bond Projects were established by Public Law 30-228.

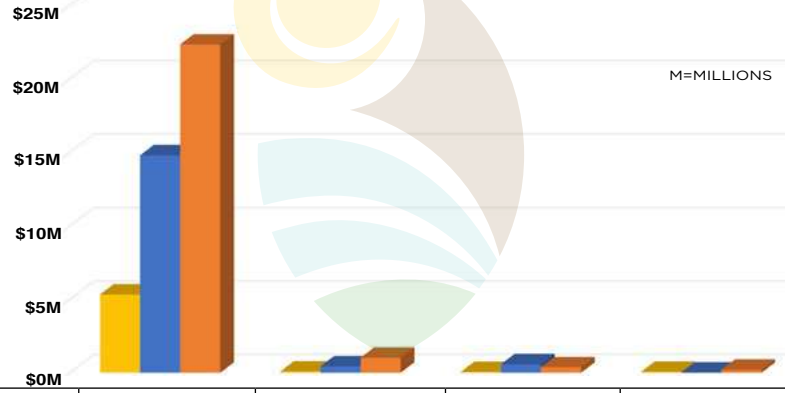
TAF HISTORICAL COLLECTIONS

M=MILLIONS



■ TAF TAX COLLECTION PER AUDIT
■ GVB ALLOTMENT RECEIVED NET OF PASS-THRU APPROPRIATION

SOURCES OF FUNDS



	GRANTS-IN-AID FROM GOVGUAM	OTHER INCOME FROM EVENTS SPONSORSHIPS	CONSUMPTION TAX FROM JAPAN OFFICE	MEMBERSHIP DUES & INTEREST INCOME
FY 2021	\$5.324M	\$0.088M	\$0.057M	\$0.069M
FY 2020	\$14.790M	\$0.437M	\$0.576M	\$0.018M
FY 2019	\$22.335M	\$1.023M	\$0.374M	\$0.201M

TAF

TOURIST ATTRACTION FUND (DEFINITION)

Public Law 17-65 was passed in 1984, which established the Tourist Attraction Fund (TAF). Separate from the General Fund, the TAF was the source for the government's 80% share of the Bureau's budget. Funds in this account are derived from hotel occupancy taxes collected from room nights sold. The occupancy tax is currently assessed at 11 percent.

FISCAL YEAR (DEFINITION)

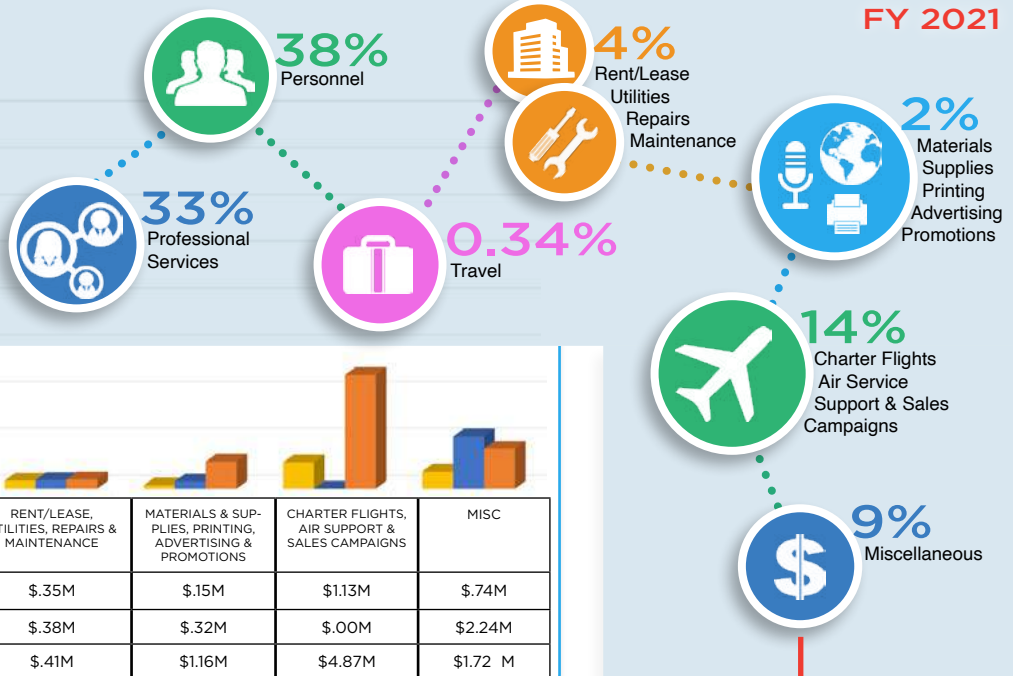
Fiscal Year 2021 is designated as October 1, 2020 to September 30, 2021.

FY



USE OF FUNDS

M=MILLIONS



WE DID IT AGAIN!

An independent audit was conducted

by Deloitte & Touche LLP resulting in a **CLEAN AUDIT OPINION**. Complete information can be found on both the Guam Visitors Bureau & Office of the Public Auditor official websites.

Need more info?

SCAN THESE QR CODES with your mobile phone for details on the **CLEAN AUDIT OPINION**.

OPA



GVB



Miscellaneous expense is attributed to the pass-thru expenses on raffle prizes for the VaxN'Win campaign, Liberation Day, and materials and equipment supporting work-from-home for staff at the height of the COVID-19 pandemic.

Other miscellaneous expenses include depreciation, consumption tax, grants, foreign exchange losses, and sales campaign support.

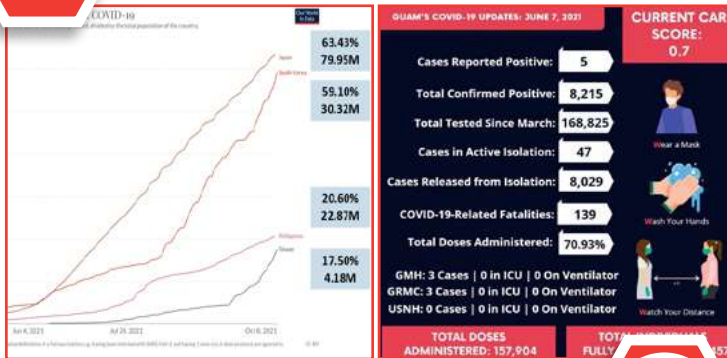


CHALLENGES

Guam Airport at Standstill Due to COVID



Fluctuating Guam COVID-19 Cases



Return Travel Restrictions for Tourists



Aging Infrastructure & Social Challenges



FUTURE OUTLOOK

Raise the Safety Standards



GET YOUR BUSINESS CERTIFIED!

APPLY TODAY
Click here to apply

CERTIFIED SAFE GUAM X **Safe travels**

WHAT IS GUAM SAFE CERTIFIED? WHAT IS THE WTTC SAFE TRAVELS STAMP?

Keep Community Engagement



#InstaGuam What do you most about G

Weekly \$100 Contest

Share & Submit your best photos and videos on visitguam.com/instaguam

Increase Tourist Arrival Numbers



Focus on New Tourist Attraction Projects



WE WANT TO HEAR FROM YOU! (671) 646-5278/9
 Was this report helpful? What other information would you like to see in this report?
info@visitguam.com
GUAMVISITORSBUREAU.COM

FOLLOW US!





FO-2022-00269

June 3, 2022

Mr. Benjamin J.F. Cruz
Public Auditor
Suite 401 DNA Building
238 Archbishop Flores Street
Hagatna, Guam 96910
Via email: bjcruz@guamopa.com

Hafa Adai Public Auditor Cruz:

Re: FY 2021 Citizen-Centric Report

Pursuant to Title 1 Guam Code Annotated, Chapter 19 subsection 1922(a), attached herewith is Guam Visitors Bureau's FY2021 Citizen-Centric Report.

Should you have clarification or need additional information, feel free to contact Josie Villanueva at 671-686-4829 or email her at josie.villanueva@visitguam.org.

Sensermante,



Carl TC Gutierrez
President & CEO

From: josie.villanueva@visitguam.org
To: "Benjamin Cruz"
Cc: "Johanna Pangelinan"; "Carl Gutierrez"; "Gerry Perez"
Subject: Guam Visitors Bureau FY21 CCR Report
Date: Sunday, June 5, 2022 10:31:09 PM
Attachments: [image001.png](#)
[FY2021 Guam Visitors Bureau CCR Report released 2022.06.05.pdf](#)
[2022.06.03 FY21 CCR Report Cover Letter to OPA.pdf](#)

Hafa Adai Public Auditor Cruz,

Please find the attached GVB FY2021 CCR report with cover letter pursuant to Title 1 Guam Code Annotated, Chapter 19 subsection 1922(a).

Should you have any questions, please do not hesitate to contact us.

Respectfully,

Josephine "Josie" Villanueva,

MBA, CPA, CGMA, CGFM, CSAF, SHRM-CP, PMP

Director of Finance & Administration

GUAM VISITORS BUREAU

401 Pale San Vitores Road | Tumon, Guam 96913 | **T:** (671) 648-1485 **M:** (671) 686-4829

josie.villanueva@visitguam.com | visitguam.com





June 3, 2022

Honorable Senator Therese M. Terlaje
Speaker of the 36th Guam Legislature
163 Chalan Santo Papa Hagatna, GU 96910
Via email: speaker@guamlegislature.org

Hafa Adai Honorable Speaker Terlaje:

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Sensermante,

Carl TC Gutierrez
President & CEO

From: josie.villanueva@visitguam.org
To: speaker@guamlegislature.org
Cc: "[Carl Gutierrez](#)"; "[Gerry Perez](#)"
Subject: Guam Visitors Bureau FY21 CCR Report
Date: Sunday, June 5, 2022 10:34:01 PM
Attachments: [image001.png](#)
[2022.06.03 FY21 CCR Report Cover Letter to Speaker.pdf](#)
[FY2021 Guam Visitors Bureau CCR Report released 2022.06.05.pdf](#)

Hafa Adai Hon. Speaker Terlaje,

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Should you have any questions, please do not hesitate to contact us.

Respectfully,

Josephine "Josie" Villanueva,

MBA, CPA, CGMA, CGFM, CSAF, SHRM-CP, PMP

Director of Finance & Administration

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