



For Immediate Release

Back in Tokyo: Guam returns to Tourism EXPO Japan

(September 25, 2022 – Tokyo, Japan) The Guam Visitors Bureau (GVB) and members of the island's tourism industry have returned to Tourism EXPO Japan to showcase Guam's current offerings to thousands of attendees. Organizers estimated over 150,000 participants, about the current population of Guam, were counted at the four-day event.

The annual event is at the Tokyo Big Sight from September 22-25, 2022. It is considered Japan's largest and comprehensive travel trade event that gathers key players from the world's tourism industry. About 78 countries and regions participated in this year's expo as well as 1,018 companies and organizations. Tourism Expo Japan is organized by the Japan Travel and Tourism Association, Japan Association of Travel Agents (JATA) and the Japan National Tourism Organization (JNTO).

"As part of our recovery efforts and further easing of travel restrictions in October in the Japan market, we ultimately felt it was important to show our presence at Tourism EXPO Japan," said GVB Vice President Gerry Perez. "Guam values our longstanding relationship with Japan since the dawn of the modern travel era. We continue to celebrate the 55th anniversary of when the first flight arrived to Guam from Japan back in 1967. The Bureau also thanks our GVB members for partnering with us to update the Japan travel trade on our recovery campaign."

The Guam delegation was led by GVB Director of Global Marketing Nadine Leon Guerrero with various GVB and travel trade members supporting the Guam booth at the expo. The members included Alupang Beach Club, Baldyga Group, Crowne Plaza Resort Guam, Dusit Thani Guam Resort, Dusit Beach Resort Guam, Fish Eye Marine Park, Guam Premier Outlets, Skydive Guam, and T Galleria by DFS.

B2B meetings held as culture is showcased

Event participants were treated to highlights of Guam's CHamoru culture by local musician Vince San Nicolas, and a special appearance from Guam ambassador Shiho Kinuno. Additionally, GVB held business-to-business (B2B) meetings with trade partners and engaged with expo organizers, airlines, and Japan's travel trade to discuss new promotional opportunities for Guam now that the world is navigating better through the COVID-19 pandemic.

###