



MAKING **GUAM** A BETTER PLACE TO LIVE, WORK & VISIT

Tourism
works!



**GUAM
VISITORS
BUREAU**



GUAM



Agenda

- Brief history of tourism
- Current state of tourism
- Tourism Works campaign
- Visit Guam campaign - #instaGuam
- How to learn more

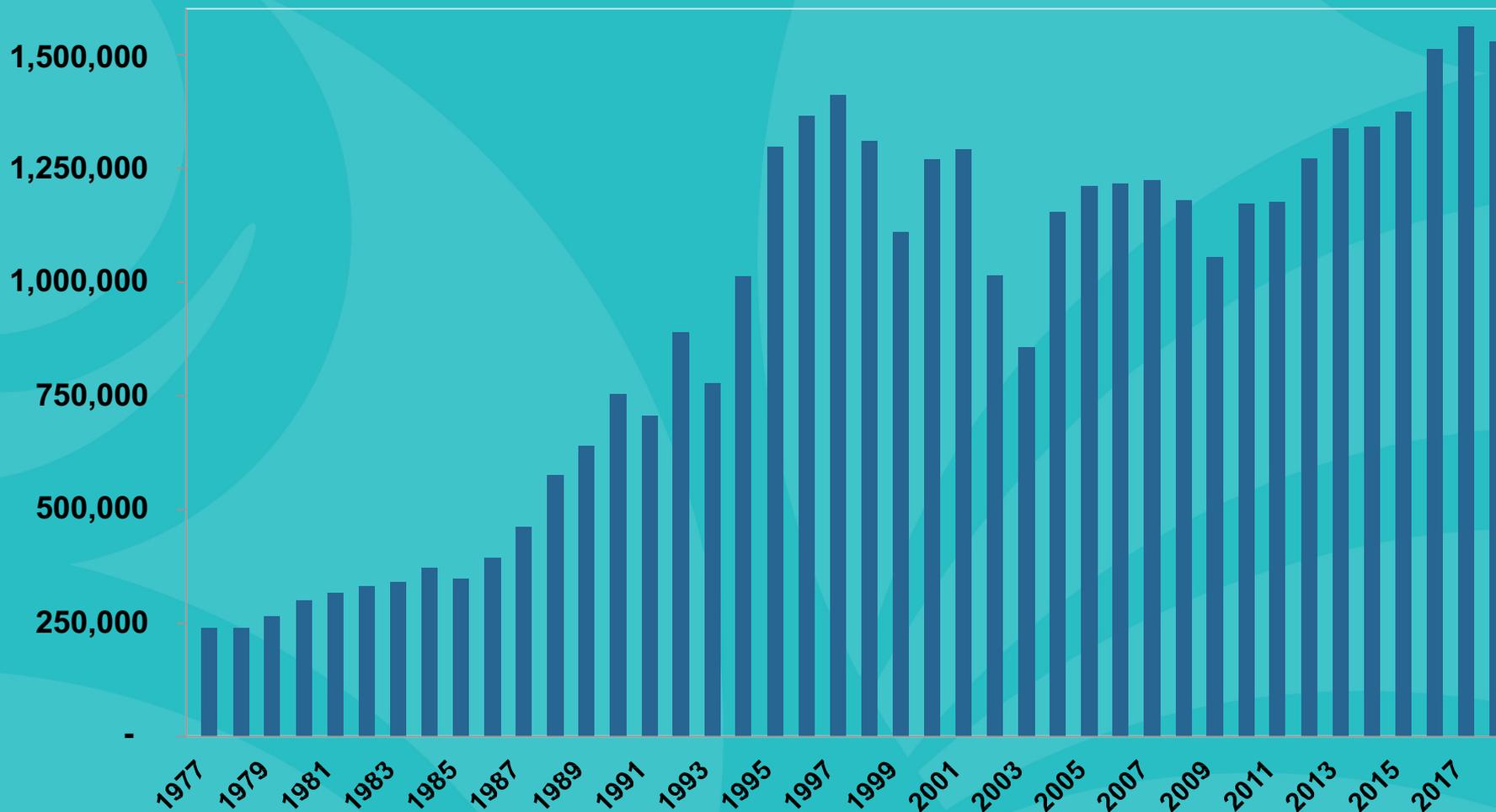


Year	Event
1952	Gov. Carlton Skinner signed Public Law 67, recognizing Guam's potential as an international tourism destination.
1962	President John F. Kennedy rescinded the Navy's wartime authority to refuse entry to civilian visitors for security reasons.
1963	The Guam Tourism Commission was created under the Guam Department of Commerce.
1967	Pan Am flight from Tokyo lands on Guam with 109 Japanese visitors. The Guam International Airport Terminal opened.
1970	Executive Order 70-24 separated the Guam Tourism Commission from the Department of Commerce and renamed it the Guam Visitors Bureau.
1972	The Guam Hotel and Restaurant Association formed.



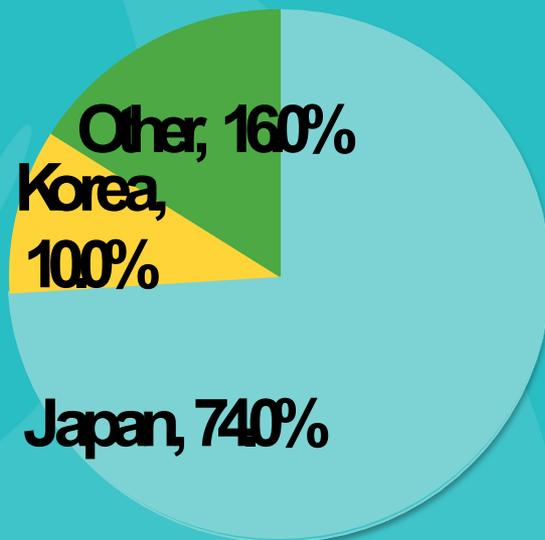
Year	Event
1976	GVB opened Japan office.
1983	Public Law 17-32 reorganized GVB into a non-stock, nonprofit membership corporation.
1988	The 1 st annual Guam Micronesia Island Fair was held.
1994	Guam welcomed 1 million visitors in a year for the first time.
2011	Gov. Eddie Calvo signed the HOT Bond, funding the Guam Museum and other infrastructure projects.
2013	GVB celebrated its 50th anniversary.
2016	Guam welcomed 1.5 million tourists in a year for the first time.

Guam Visitor Arrivals

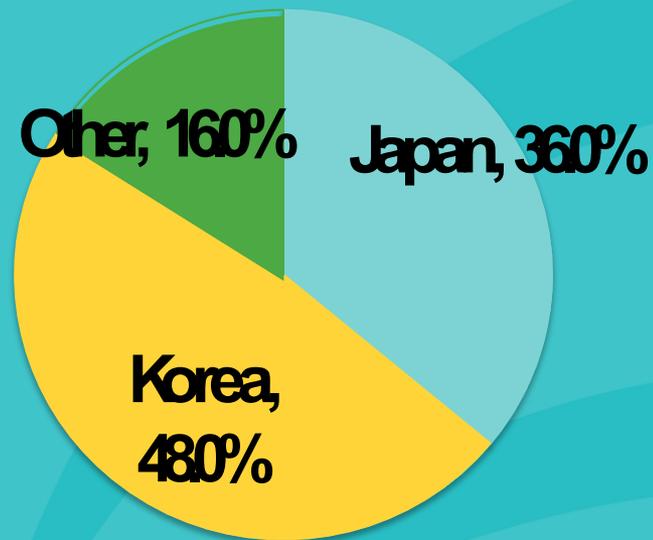


Market Mix

2008



2018



Does it support sports?



Does it work for me?

Where does the money go?

Does tourism work for Guam?

What about jobs?

What's the point?

What about the environment?

Does it keep me safe?

What about culture?

Tourism boosts the local economy

- Serves as Guam's leading industry
- Generates \$1.8 billion for the economy
- Generates over 21,000 jobs
- Taxes generate \$260 million
- Tourist Attraction Fund supports agencies
 - Department of Agriculture
 - Department of Chamorro Affairs
 - Department of Public Works
 - Guam Police Department
 - Mayors Council of Guam



Tourism helps preserve the Chamorro culture

- Supported Festival of Pacific Arts 2016
- Supports local artists and groups
 - Guam Art Exhibit
 - Hurao Academy
 - Pa'a Taotao Tano
- Supports institutions and programs
 - Guam Museum
 - Guampedia
 - Håfa Adai Pledge
- Supports village festivals



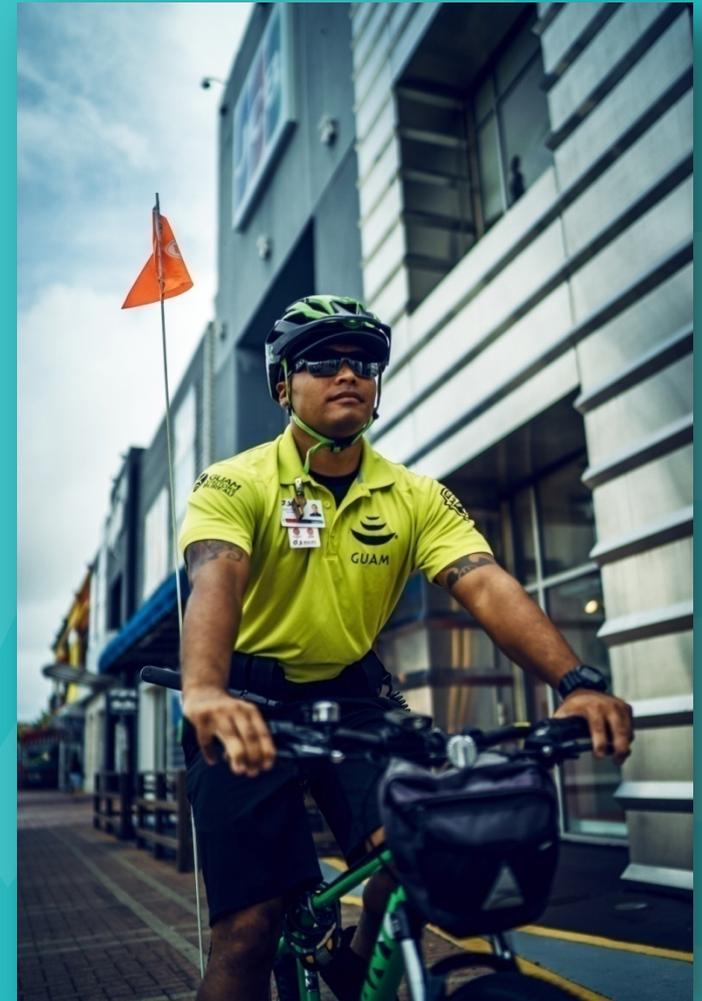
Tourism helps protect the environment

- Beach cleanups
- Beach monitoring
- Maintenance of pool facilities
- Maintenance of public parks
- Street maintenance
- Ypao renovation and improvements
- Rhinoceros Beetle Program (University of Guam)



Tourism supports safety

- Visitor Safety Officers
- Beach safety signs
- Guam Police Department (Tumon Precinct funding)
- Donation of safety equipment (jet skis, vehicles)



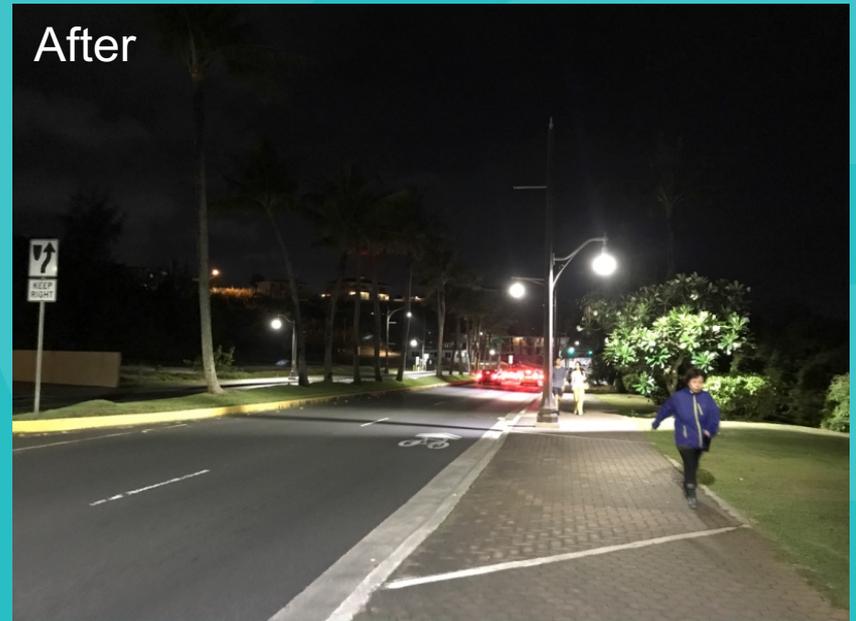
Tourism funds Capital Improvement Projects

- San Vitores Streetlight Improvement Project
- Bus Shelter Project
- Crosswalk and sidewalk improvements

Before



After



Tourism brings events

Guam Ko'ko' Kids Festival

United Airlines Guam
Marathon

Guam Micronesia Island
Fair

75th Guam Liberation
Festivities

Guam BBQ Block Party



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VISIT **GUAM** 2017
YEAR OF **LOVE**

Visit Guam 2019



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- InstaGuam Guide



How to Learn More

- Go to [guamvisitorsbureau.com](https://www.guamvisitorsbureau.com)
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- Follow @visitguamusa on Instagram



Look Out For



- Tourism Works GVB President's Column
 - Every Tuesday
 - Pacific Daily News
- Tourism Works GVB Board of Directors Column
 - Last Tuesday of each month
 - Guam Daily Post
- Tourism Works Profile Features
 - Every Friday
 - KUAM News

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OPINION

Pilar Laguaña: Excited, proud to lead Bureau team

Pilar Laguaña Published 11:40 a.m. ChT Feb. 25, 2019

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Buenas yan háfa adai! After my first full week leading this exceptional Guam Visitors Bureau team, I thought I'd introduce myself and talk a little about some of the exhilarating work at the bureau.

I've enjoyed 40 fulfilling years with GVB, and I like to say that the industry and I have come a long way from my days as an intern in the seven-person tourism office. Tourism was very young, and so was I.

I'm excited to take on the role as president and CEO. There are tremendous and exciting new opportunities to pursue to grow our reach internationally and expand our local economy.

I grew up in tourism and I know firsthand that it offers many career options college students to support it. With passion and hard work, the visitor industry offers

Pilar Laguaña (Photo11: Courtesy of GVB)

Tourism Works! GUAM VISITORS BUREAU

Tourism Works: GAS keeping Guam safe for everyone

206 views

kuamnews Published on Aug 23, 2018

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