MAKING GUAM A BETTER PLACE TO LIVE, WORK & VISIT

Tourism works! | GUAM VISITORS BUREAU
GUAM

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

• Brief history of tourism
• Current state of tourism
• Tourism Works campaign
• Visit Guam campaign - #instaGuam
• How to learn more
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1952</td>
<td>Gov. Carlton Skinner signed Public Law 67, recognizing Guam’s potential as an international tourism destination.</td>
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<td>1962</td>
<td>President John F. Kennedy rescinded the Navy’s wartime authority to refuse entry to civilian visitors for security reasons.</td>
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<td>1963</td>
<td>The Guam Tourism Commission was created under the Guam Department of Commerce.</td>
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<td>1970</td>
<td>Executive Order 70-24 separated the Guam Tourism Commission from the Department of Commerce and renamed it the Guam Visitors Bureau.</td>
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<td>1972</td>
<td>The Guam Hotel and Restaurant Association formed.</td>
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<td>1976</td>
<td>GVB opened Japan office.</td>
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<td>1983</td>
<td>Public Law 17-32 reorganized GVB into a non-stock, nonprofit membership corporation.</td>
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<td>1988</td>
<td>The 1st annual Guam Micronesia Island Fair was held.</td>
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<td>1994</td>
<td>Guam welcomed 1 million visitors in a year for the first time.</td>
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<td>2011</td>
<td>Gov. Eddie Calvo signed the HOT Bond, funding the Guam Museum and other infrastructure projects.</td>
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<td>2013</td>
<td>GVB celebrated its 50th anniversary.</td>
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<td>2016</td>
<td>Guam welcomed 1.5 million tourists in a year for the first time.</td>
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Market Mix

2008
- Other, 160%
- Korea, 100%
- Japan, 740%

2018
- Other, 160%
- Japan, 360%
- Korea, 480%
Does tourism work for Guam?

Does it work for me?

Where does the money go?

What about jobs?

What’s the point?

What about the environment?

What about culture?

Does it keep me safe?
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
ONLY ON GUAM

VISIT GUAM 2016

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VISIT GUAM 2017

YEAR OF LOVE

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Visit Guam 2019

#instaGuam

Instant Vacation + Sharing on SNS
#instaGuam

- Share stories
- Develop Instatour
- InstaGuam Guide
How to Learn More

- Go to guamvisitorsbureau.com
- Follow facebook.com/guamvisitorsbureau
- 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