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A MESSAGE FROM THE GENERAL MANAGER



Since 2003, I have been honored to serve this community as our island's First Lady and an Ambassador of Guam. After eight years in that capacity, I was again asked to continue serving the people of Guam as General Manager for the Guam Visitors Bureau.

Over the past two years, GVB has made great strides to continually develop the offerings of our island, ensure that the cultural heritage of our people continues to be front and center as well as build upon the foundation of those who have built the tourism industry into Guam's largest economic contributor. I am grateful to have served with many talented individuals whose hearts are centered on serving our community thereby increasing opportunities for a better way of life for all our people.

It is a bittersweet decision, but with great hope for the future, I tender my resignation as General Manager for the Guam Visitors Bureau effective December 31, 2012. However, I am confident in the enthusiasm and exceptional capabilities of GVB's management and staff going forward. This year alone, we have seen arrivals increase to levels we haven't seen since the mid to late 1990s and we are seeing that arrivals over the next couple years will only continue to increase, a testament to their hard work and dedication.

For the past 10 years, I have dedicated my life to public service and will continue to serve this community in any way that I can. While I have enjoyed working in the Government of Guam, I will be pursuing opportunities in the private sector.

I have met many people both in the public and private sectors who have the people's interest at heart and I thank them for working with me as I led this dynamic and well-rounded group of individuals at GVB. I thank Governor Calvo, Lieutenant Governor Tenorio, Congresswoman Bordallo, the Legislature and the GVB Board of Directors for giving me the support I needed to do my job well.

Si Yu'os Ma'åse and thank you! May God bless you and your family always and may God bless Guam!
BIBA GUAM!

Senseraamente',


JOANN G. CAMACHO

GVB GENERAL MANAGER JOANN G. CAMACHO PURSUES PRIVATE OPPORTUNITIES

GVB Grateful for Camacho's leadership

Former First Lady Joann Garcia Camacho tendered her resignation as General Manager of the Guam Visitors Bureau, effective December 31, 2012.

In a statement released by her office, Camacho states, "I am confident in the enthusiasm and exceptional capabilities of GVB's management and staff going forward. This year alone, we have seen arrivals increase to levels we haven't seen since the mid to late 1990s and we are seeing that arrivals over the next

couple years will only continue to increase, a testament to their hard work and dedication."

"We thank former First Lady Camacho for her leadership and vision in supporting GVB's mission to grow the tourism industry on Guam. We will surely miss her and wish her well in her future endeavors." Chairman of GVB's Board of Directors, Monte Mesa said. "With the resignation of our General Manager, GVB Management and Staff will continue to excel in creating

opportunities for growth and enhancement of the industry. The Board of Directors are confident that they will continue the good work that has been done over the past two years."

On January 01, 2013, Chairman Mesa and GVB's Board of Directors will be appointing Deputy General Manager Nathan Denight as Acting General Manager until a successor can be named. ■



GVB WELCOMES SHOP GUAM FESTIVAL AMBASSADORS TO GUAM

GVB has wrapped up Phase 2 of Shop Guam Festival 2012 with the eight shopping

ambassadors representing each of Guam's eight largest tourism markets spending the week after Thanksgiving touring Guam's historical sites, experiencing a number of cultural and recreational activities, and, of course, shopping at Shop Guam Sponsor establishments with their \$6000 prize money.

The shopping ambassadors have already generated a great deal of publicity and awareness for the island on social media networks and through their personal websites and fan base. The eight shopping ambassadors were selected based on their high levels of influence and popularity in fashion and



lifestyle communities both in their home countries and online. For example, photos posted by Taiwan shopping ambassador Hsiang Hsiang Cheng each averaged several thousand “likes” and “shares” on her Facebook page; a photo she posted from the BCBG outlet at Guam Premier Outlets received over 20,000 likes and over 65 shares from fans.

GVB would like to thank all the sponsors and supporters of Shop Guam Festival 2012: Premier Sponsor Bank of Guam; Diamond Sponsors Guam Premier Outlets, The Plaza, DFS Galleria, Tumon Sands Plaza; Silver Sponsors Skydive Guam, Shotguns, Baldyga Group, Hertz Car Rental; and DOCOMO Pacific and TASA Group. ■

GUAM AIRPORT ESTABLISHES “SISTER AIRPORT” RELATIONSHIP WITH SENDAI AIRPORT

The A.B. Won Pat International Airport Authority (GIAA) is proud to announce that GIAA and Sendai Airport officially signed an agreement establishing a Sister Airport relationship between the two airports, cementing 22 years of friendship and goodwill between the Miyagi Prefecture and the People of Guam. The agreement was signed November 19, 2012.

For over 21 years, Sendai and the Miyagi Prefecture were connected to Guam with regular air service provided by Continental, now United Airlines. That connection was temporarily suspended with the closure of Sendai airport after the Great East Japan Earthquake on March 11, 2011. Presently, twice weekly flights now continue connecting Sendai and Guam. The relationship formalizes the mutual support of friendship and goodwill and economic benefits for the respective communities for the past 20 years and for many years to come.



An official delegation of ten headed by the Vice Governor of Miyagi Prefecture, Shuichi Miura and the President of Sendai Airport, Katsuhiko Ito arrived November 18, 2012 to participate in the ceremony. ■

PATA MICRONESIA CHAPTER ELECTS NEW OFFICERS

The Pacific Asia Travel Association (PATA) Micronesia Chapter wrapped up its Quarterly General Membership Meeting and Election for the 2013-2014 term. The meetings took place from December 11-12, 2012 and were attended by Chapter Delegates from Guam, the Commonwealth of the Northern Mariana Islands, Federated States of Micronesia, Republic of the Marshall Islands and Republic of Palau.

In conjunction with the PATA Micronesia Chapter Quarterly Membership Meeting, Mr. Chris Flynn, PATA Regional Director - Pacific, conducted a training seminar on PATAmPower. PATAmPower is an interactive tool that aggregates travel and tourism information relevant to the Asia Pacific region and presents it to users in a dynamic format and on demand. The training seminar, which is usually provided to PATA Micronesia Chapter Members as an added benefit of membership, was open to the public at no cost and was made possible by Guam Small Business Development Center (SBDC) in partnership with Guam Visitors Bureau (GVB) and the PATA Micronesia Chapter.

The PATA Micronesia Chapter also held its board election for the 2013/2014 term. Assuming the position for Secretary is Mr.



Darin De Leon from the Palau Visitors Authority. Ms. Judy Torres from the Marianas Visitors Authority was elected Treasurer and Mr. Don Evans will serve as the chapter's Vice Chairman. Finally, Ms. Pilar Laguaña from the Guam Visitors Bureau was elected Chairwoman and will lead the chapter in the coming year.

"The PATA General Membership Meeting and PATAmPower seminar was a great success thanks to PATA for making the free training possible to members of our travel industry. I would also like to congratulate all of the newly elected PATA Micronesia Chapter Officers. I am excited to work with them and I'm also looking forward to working closely with PATA in the coming year to enhance the growth, value and quality of travel and tourism throughout our region," said Pilar Laguaña, PATA Micronesia Chapter 2013 Chairwoman.

For more information about the PATA Micronesia Chapter and how to join, please contact Lou Aguon Schulte, at e-mail dgpres@gmail.com or Sam Scott at sam@samstours.com Membership Co-Chairpersons.

Founded in Honolulu in 1951, the Pacific Asia Travel Association (PATA) is an international, non-profit membership organization whose mission is to contribute to the growth, value and quality of travel and tourism to and within the Pacific-Asia area on behalf of its members. Today, PATA is a global organization, covering over one third of the globe and represented through dozens of regional and satellite chapters. The Micronesia chapter of PATA was established 1986 as a result of increasing tourism interests in the region. Today, PATA Micronesia has numerous public and private sector members from throughout the region. ■

CONNECTWORLDWIDE RUSSIA APPOINTED OFFICIAL REPRESENTATIVE OF THE GUAM VISITORS BUREAU IN RUSSIA

Connect World Wide Russia is now the official representative of the Guam Visitors Bureau in Russia and the CIS.

GVB has appointed CONNECTWORLDWIDE (CWW) as its public relations and marketing representation in Russia. CWW is a global representation company with over 35 offices around the world, representing such companies as ACCOR hotels, Choose Chicago, NYC & Company and many more.

As GVB's new public relations and marketing representative, CWW will be tasked to promote Guam as a premier travel destination in the Western Pacific that is easily accessible from Russia Far East. CWW will create dynamic marketing campaigns targeted at encouraging travel to Guam among Russians. The primary

target markets will be in the Russia Far East region, which is where the majority of Guam's Russian visitors originate.

Visitor arrivals from Russia to Guam have increased significantly since the implementation of the Russia Visa Wavier on January 15, 2012. November 2012 Guam visitor arrivals data shows Russia arrivals have increased a remarkable 615.3 percent over the same period last year - from 485 to 3,469.



Connect World Wide provides PR, sales and marketing services with a mission to dramatically improve revenue, market share, international brand recognition, brand loyalty and brand integrity for clients by connecting them to international consumers and agents through a global network of sales, marketing and PR agencies. To learn more about CWW visit their website at www.cww.travel. ■

JANUARY 2013

January 1	GVB New Year's Fireworks, Tumon & Hagåtña
January 1	New Year's Day, GovGuam Holiday - GVB Closed
January 8	Tourism Year Proclamation Signing
January 8	GVB Membership Meeting/Board of Directors Election
January 20-24	National Tour Association (NTA) Annual Convention - Orlando, FL
January 21	Martin Luther King, Jr. Day, GovGuam Holiday - GVB Closed

FEBRUARY 2013

February 10-15	Chinese New Year
February 14-17	PTAA Travel Tour Expo, Philippines
February 22-24	L.A. Times Travel Show
February 23-24	Guam Chamorro Dance Academy, Japan

MARCH 2013

March 7-9	Guangzhao Int'l Travel Fair
March 11-14	Seatrade Cruise Ship Convention, Miami FL
March 15-18	Guam Live Presentation, Nagoya
March 18-23	Moscow Int'l Travel & Tourism Fair
March 22-24	Diving Resort Travel Expo - Shanghai

Visitor Statistics Jan. 1 - Dec. 19, 2012

**Total: 1,250,978
(12.6% LY)**

Country	Arrival Pax	Change from Last Year
Japan	888,434	12.9%
Korea	173,956	21.4%
U.S. Main	49,590	4.1%
Hawaii	11,011	2.5%
Taiwan	47,612	8.4%
China	8,704	26.3%
Russia	3,586	614.3%

GUAM SON

RECEIVES WORLD OPEN WATER SWIMMING

MAN OF THE YEAR NOMINATION

The World Open Water Swimming Association announced its 15 nominees for the 2012 World Open Water Swimming Man of the Year. The World Open Water Swimming Man of the Year is meant to honor the individual who (1) best embodies the spirit of open water swimming, (2) possesses the sense of adventure, tenacity and perseverance that open water swimmers are known for, and (3) has most positively influenced the world of open water swimming during the year.

The nominations are meant to recognize and honor some of the best that the global open water swimming world offers. Reducing the number of nominees to 15 was extraordinarily difficult due to the incredible efforts and exploits of thousands of individuals in the sport. Extreme swimmers, disabled swimmers, ice swimmers, marathon swimmers, professional swimmers, and swimmers from all walks of life thoroughly impressed their peers, the public and the media with their open water swimming exploits throughout 2013.

The 2008 recipient was Randy Nutt of the USA. The 2009 recipient was Petar Stoychev of Bulgaria. The 2010 recipient was Marcos Díaz of the Dominican Republic. The 2011 recipient was Jamie Patrick of the USA.

The 2012 nominees are (listed in alphabetical order of their first name):

1. Benjamin Schulte (Guam) – Fearless Olympic Marathoner
2. Craig Dietz (USA) – The Limbless Waterman
3. Colin Hill (Great Britain) – Olympic Showman
4. Doug Woodring (Hong Kong) – Ocean Environmentalist
5. Milko van Gool (Netherlands) – Humanitarian Swimmer
6. Oussama Mellouli (Tunisia) – Olympic Champion
7. Pierre Lafontaine (Canada) – Able & Ambitious Administrator
8. Ram Barkai (South Africa) – Mindful Ice Man
9. Salvatore Cimmino (Italy) – Swimming in the Seas of the Globe
10. Stephen Redmond (Ireland) – Oceans Seven Pioneer
11. Thomas Lurz (Germany) – Ambassador and Gentleman
12. Trent Grimsey (Australia) – English Channel Record Breaker
13. Wayne Riddin (South Africa) – Midmar Mile Director
14. Wayne Soutter (South Africa) – The Unthinkable
15. Yunfeng Wang (Taiwan) – Sun Lake Moon Director

Benjamin Schulte, Fearless Olympic Marathoner

Posted by Rowena on Oct 23, 2012 in 2012
WOWSA Man of the Year | 0 comments

16-year-old Benjamin Schulte of Guam was among the 15 nominees for the 2012 World Open Water Swimming Man of the Year that were announced today.

The World Open Water Swimming Man of the Year award honors the individual who (1) best embodies the spirit of open water swimming, (2) possesses the sense of adventure, tenacity and perseverance that open water swimmers are known for, and (3) has most positively influenced the world of open water swimming during the year.

His World Open Water Swimming Association nomination reads, "He was a boy among men, a neophyte against veterans. But the 16-year-old teenager from Guam proved grace under pressure and proudly represented not only his small nation, but also every open water swimmer who has persevered under the less-than-favorable conditions. Benjamin Schulte competed at the 2012 London Olympic Games against men double his age, significantly stronger and much more experienced. Schulte had no chance at winning and quickly fell off the pace in front of a worldwide TV audience, swimming alone in front of 30,000 spectators lining the banks of the Serpentine. But he gave it his all, swimming faster than expected and showing his potential for the next few Olympics. For his grit at never giving anything less than 100%, for his future upside demonstrated on the world's biggest stage, for his maturity and pride in embodying the Olympic ideal, young Benjamin Schulte is a worthy nominee for the 2012 WOWSA Open Water Swimming Man of the Year."

VOTE FOR BENJAMIN SCHULTE ONLINE AT

WWW.OPENWATERSWIMMINGASSOCIATION.COM/2012-WOWSA-MAN-OF-THE-YEAR-NOMINEES