



Message from the General Manager

Håfa Adai!

May was a month packed with great events that brought the visitors, the local community and regional partners together. Being proclaimed Tourism Month by Governor Eddie Baza Calvo and Lieutenant Governor Ray Tenorio, GVB scheduled events to celebrate 50 years of tourism.

As all of you know, the tourism industry is the largest economic contributor and employer for our island. Everyone has a stake in ensuring that tourism remains a vibrant and thriving industry on Guam.

We kicked off Tourism Month with a great BBQ Block Party, featuring our Chamorro style BBQ, something we are known for. With the great help from the Pleasure Island Group and all our sponsors, we were able to host this event with over 3,000 visitors and local attendees.

The following week, GVB held the 26th Guam Micronesia Island Fair. With United and all our sponsors, we were able to bring out music headliners Tribal Theory and Parker Yobei. Every day our fairgrounds were packed with eight to ten thousand fairgoers. Our delegations put on a fantastic show that featured our cultures and gave us the Micronesia Experience all in one place.

We also held the China Outbound Travel Market Symposium that drew over 150 regional partners and local businesses to talk about the potential the China visitor has for our own destinations. International experts came to Guam and presented the expectations of visitors from Mainland China and how we can best prepare for them.

As we continue our celebration of 50 years of tourism on Guam, we thank you for the great partnership you continue to show us. Great things are still to come, so here's to the next couple of months and the next 50 years of our tourism story!

Senseramente',

KARL A. PANGELINAN
General Manager

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GVB Prepares for IFCOT 2013

Since 2003, the Beijing Tourism Administration, UNWTO, PATA China Association of Travel Services, and Ivy Alliance Tourism Consulting Co., Ltd have successfully organized IFCOT. In its 9th year, IFCOT continues to build a common platform for tourism organization and industry counterparts in Beijing and abroad to discuss and execute programs to capture the rapid development of Chinese outbound tourism within the past 10 years.



Congresswoman Madeleine Z. Bordallo speaking at IFCOT 2012

IFCOT promises a high-end industry summit with a unique platform for public and business relations to: (1) catch up with the latest trends and explore successful experiences in Chinese outbound tourism market, (2) conduct practical and effective business networking and detect cooperation opportunities, (3) learn and share the authoritative outbound tourism data/market research report, and (4) draw lessons from other organizations or companies who

have rich experiences with Chinese outbound tourism market.

As a major support of IFCOT 2013, GVB will be participating with the organizing committee to arrange an afternoon theme session to solely promote Guam, entitled "Island Leisure Tourism & U.S.A. Guam," which will include keynote speech, panel discussion, introduction of Guam tour products, etc. Attendees of this session will include top managers who cur-

rently sell U.S.A. products, especially island travel destinations as well as travel agencies who are interested in developing the Guam product for their clients.

Furthermore, GVB has an opportunity for face-to-face discussion with CNTA on the hot issues in China outbound travel market, share opinions and experiences and build up business relationships.

"Say Yes Again" Campaign Launches in Taiwan

A new promotional campaign targeted towards couples who wish to renew their wedding vows has launched in Taiwan. The "Say Yes Again in Romantic Guam" is offering an all-inclusive prize package to one lucky married couple that includes airfare from Taiwan, a three-night hotel stay and a comprehensive wedding ceremony package with the Blue Aster Chapel.

The campaign aims to highlight the value of a long lasting marriage and promote awareness of Guam's charm, cultural heritage and abundance of activities that make it an ideal wedding and honeymoon destination.

The "Say Yes Again" contest, organized by GVB in partnership with Watabe Wedding, is accepting en-



tries from May 22 to June 20. To enter, married or reunited divorced couples must post a photo on the GVB Taiwan Facebook page and share why they believe they should win the prize. The Top 20 contestants will be determined by their public popularity online. The finalists will be interviewed by a panel of judges who will select the grand prize winner.

Micronesia Launches Comprehensive Website

The Pacific Asia Travel Association (PATA) Micronesia Chapter has launched the official Micronesia tourism website at www.micronesiatour.com.

PATA Micronesia has launched a fully-featured website that is designed to assist travelers plan a vacation in a region that is renowned for unspoiled landscapes, traditional cultures and the most stunning marine environments in the world. The Micronesia website provides extensive content on five distinct countries within the region: Guam, the Northern Mariana Islands (Saipan, Tinian, Rota), the Republic of Palau, the Federated States of Micronesia (Yap, Chuuk, Pohnpei, Kosrae) and the Republic of the Marshall Islands.

"Micronesiatour.com is a well-designed, smart-built website which officially presents Micronesia to the global traveler by offering branded pages filled with relevant content, images, videos, and tons of information about Micronesia's destinations, in an easy-to-use website that is accessible on traditional computers, smartphones and other mobile devices," said Rajesh "Rhaj" K. Sharma, GuamWEBZ Lead Consultant and Developer for Micronesiatour.com.

The website enables travelers to communicate directly with tour and land operators throughout Micronesia, many of whom do not have an on-line presence elsewhere. The website also keeps an updat-



Ribbon cutting ceremony commemorating the launch of MicronesiaTour.com, the official tourism website for Micronesia on May 15, 2013. From left: Rajesh "Rhaj" K. Sharma, Guam WEBZ Lead Consultant; Mason Fritz, Executive Member, Chuuk Visitors Bureau; Don Evans, PATA Micronesia Chapter Vice Chairman, Yap Visitors Bureau; Sam Scott, Chapter Membership Co-Chairman, Sam's Tours Palau; Pilar Laguana, PATA Micronesia Chapter Chairwoman, Guam Visitors Bureau; Vincent Calvo, MVA Board Member; Representative Richard Seman, CNMI House of Representatives; Judy Torres, PATA Micronesia Chapter Treasurer, Marianas Visitors Authority; Darin De Leon, PATA Micronesia Chapter Secretary; Lou Aguon Schulte, PATA Micronesia Chapter Membership Co-Chairwoman, Pacific Island Paradises.

ed calendar of events, travel specials and promotions for all of the islands.

"The Micronesia website helps to promote Micronesia's destinations collectively by using the most innovative web applications and features, while also connecting to popular social media platforms. If someone wants to learn about Micronesia, micronesiatour.com would be the website to browse first. What is especially exciting about this website is that it can be the bridge that connects lesser-known entrepreneurs from small remote islands to the global customer," said PATA Micronesia Chairwoman Pilar Laguana.



Hong Kong Wraps Up “Love Guam-Fly to Guam” Campaign

In April 2013, United Airlines expanded its Hong Kong-Guam service and is now flying non-stop from Hong Kong to Guam four times per week. To promote the additional flight schedule and to generate awareness of Guam among residents of Hong Kong, GVB and United launched a joint promotional campaign called “Love Guam-Fly to Guam” that launched on April 29, 2013 and ended May 26, 2013.

The social media campaign was promoted on the GVB Hong Kong Facebook fan page. To enter the contest, participants were required to become fans of the GVB HK page, to answer simple questions about the flight schedule, and to share a reason they would love to visit Guam. The campaign was cross-promoted through Hong Kong travel agencies, United Airlines, Facebook advertisements and Google AdWords.

The grand prize of the campaign is two roundtrip tickets from Hong Kong to Guam. Other prizes included Hello Kitty gift items, I Love Guam gift items, travel vouchers, shopping discount coupons and Guam brand merchandise. The campaign has so far generated over 1,000 new Facebook fans and nearly 3,000 “likes” on campaign-related posts. The grand prize winner of the “Love Guam-Fly to Guam” campaign will be announced soon.

人人賞, 日日賞
玩轉關島, 陽光海灘之旅!

多謝參加關島觀光局的「Love Guam, Fly Guam」Facebook遊戲
為了感謝你的參與, 現附上HK\$100旅遊禮券一份。
齊齊去關島過一個陽光海灘的假期!

\$100 旅遊禮券 下載

旅遊禮券由一心旅遊、永安旅遊、西貢旅行社、Sun & Sea Holidays 送出 (隨機出現)

主辦單位: GUAM VISITORS BUREAU
參與旅行社: UNITED, 一團歡遊, 永安旅遊, WESTMINSTER, 香港旅行社

Symposium Stimulates Debate On China Outbound Travel To Guam

Attendees at the GVB China Outbound Travel Market Symposium were presented with a great opportunity to digest a day's worth of information and opinions on the future of China outbound travel to the island of Guam.

GVB General Manager Karl A. Pangelinan said, "People clearly appreciated the opportunity not only to hear the latest information on China market travel to Guam, but to ask questions that pertained to their particular businesses."

Pangelinan said it was important that GVB continue to promote Guam in mainland China, and to continue good relations between the government of China and important private sector organizations in this country. Pangelinan added, "We look forward to continuing to market Guam in China."

Delegates numbered close to 150 and came from Guam and around the Micronesian region. While a healthy presence was drawn from tourism trade, the Symposium also attracted a variety of businesses interested in the possibilities this huge market presents.



From left to right: Dr. Ning Li, Associate Professor of Public Administration, UOG; Moderator; Mr. Chunfeng Wang Ph.D, Vice President, Beijing Utour; Mr. George Chiu, Executive Vice President, Tan Holdings; Mr. Robert Philips, Business Development Manager, Hilton Guam Resort and Spa; and Mr. Sam Shinohara, Managing Director of Business Development for Asia/Pacific, United.

Pacific Asia Travel Association (PATA) and International Forum on Chinese Outbound Tourism (IFCOT) supported the GVB China Outbound Travel Symposium. Sponsors included United, DFS, Bisita Guahan, Pacific Islands Club Guam, Kloppenburg Enterprises, Inc., The AB Won Pat International Airport, Guam, Coast360, the Marianas Business Journal, Bank of Guam, Marianas Variety News, Tan

Holdings, American Printing, IT&E and CNN. Special thanks to the University of Guam and BankPacific.

Japan Visitor Profile • FY2012

Marital Status

Single.....	39%
Married.....	61%

Age

Less than 20 years.....	2%
20-29 years.....	54%
30-39 years.....	21%
40-49 years.....	14%
50+ years.....	8%

Income

Less than ¥3.0M.....	19%
¥3.0M-¥3.9M.....	13%
¥4.0M-¥4.9M.....	14%
¥5.0M-¥6.9M.....	20%
¥7.0M-¥9.9M.....	15%
¥3.0M+.....	16%
No income specified.....	2%

Travel Companions

Friends.....	53%
Family.....	23%
Spouse only.....	16%
Child.....	13%
Office.....	5%
Alone.....	2%
Other.....	0%

Trip Status

First Timers.....	62%
Repeaters.....	38%
Repeat Visitors Last Trip	
Within the last year.....	23%
1 to 2 years.....	25%
2 or more years.....	51%

Gender

Male.....	52%
Female.....	48%

Length of Stay

1-2 nights.....	29%
3 nights.....	52%
4+ nights.....	19%

Expenditures (per person)

Prepaid.....	\$900.30
On-Island.....	\$596.00
Average Exchange Rate.....	¥76.62

Travel Planning

Full Tour Package.....	22%
Free-time package.....	69%
Individually arranged travel.....	5%
Group tour.....	3%

Travel Motivation

Beach.....	60%
Pleasure.....	50%
Travel Time.....	43%
Relaxation.....	34%
Shop.....	37%
Price.....	34%
Prior Trip.....	27%
Water Sports.....	24%
Safe Destination.....	17%
Recommendation.....	21%
Honeymoon.....	4%
Scuba.....	5%

Source: FY2012 GVB Japan Exit Surveys and FY2012 Data Aggregation Report. Fieldwork and analysis by QMark Research & Polling Guam. Percentages are rounded and may not add up to 100%. Average exchange rate source: oanda.com

UPCOMING EVENTS

JUNE 2013

May 30- June 2	Korea World Trade Fair (KOTFA) - <i>Seoul, Korea</i>
June 1-9	2013 Guam Futures Tennis Tournament - <i>Hilton Guam Resort & Spa</i>
June 7-10	Guam Live Presentation - <i>Tokyo, Japan</i>
June 8-9	Agat Mango Festival
June 8-9	Scuba Show - <i>Long Beach, CA</i>
June 8-12	USTA International Pow Wow - <i>Las Vegas, NV</i>
June 12-17	International Travel Expo & MICE - <i>Hong Kong</i>
June 16	Tamuning Fiesta, St. Anthony
June 23-28	International Forum on Chinese Outbound Tourism (IFCOT) - <i>Beijing, China</i>
June 27-Jul 1	Hafa Adai Study Tour - <i>Guam</i>
June 28	Quarterly GVB General Membership Meeting - <i>Hotel Nikko</i>

JULY 2013

July 1-5	US Consulate Annual 4th of July Celebration/ Russia Far East Road Shows
July 4	Independence Day - GovGuam Holiday, GVB Closed
July 5-8	Guam Live Presentation - <i>Okayama, Japan</i>
July 21	Guam Liberation Day
July 22	Liberation Day (Observed) - GovGuam Holiday, GVB Closed
July 25-28	Kashiwa Festival, Japan
July 26-29	Guam Live Presentation - <i>Niigata, Japan</i>
July 27-28	Guam Chamorro Dance Academy - <i>Fukuoka, Japan</i>
July 28	Agat Fiesta, Santa Ana

Visitor Statistics
Jan. 1 - Apr. 30, 2013
Total: 466,855
(Up 5.4% Over Last Year)

APRIL 2013

Country	Arrival Pax	Change from Last Year
Japan	59,543	-2.1%
Korea	15,114	31.7%
U.S. Main	3,671	12.7%
Hong Kong	578	-4.5%
Taiwan	3,031	-23.5%
China	598	19.1%
Russia	515	79.4%
Philippines	935	-22.5%

