



The Biggest Shopping Event in the Western Pacific Returns in November



The annual Shop Guam Festival returns November 29, 2013 through January 5, 2014 and is the biggest shopping event of the year in the Western Pacific. A Guam Visitors Bureau (GVB) signature event in the making, Shop Guam Festival 2013 is a colossal array of shopping incentives and events that includes 38 days of festivities featuring fashion shows, in-store events, culinary celebrations, cultural activities and special offers, all designed to attract visitors to experience Guam's tax-free shopping and paradise island activities.

This year, GVB will develop print and mobile shopping guides in eight languages to encourage and help visitors explore Guam during the. GVB will soon begin soliciting co-op marketing partnerships from its members and trade partners. Shop Guam Festival 2013 opens on Black Friday - the

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Message from the General Manager

Håfa Adai!



July has been a busy month for us. GVB held the Rediscover Guam Island Bus Tour as our way of saying thank you for your support over the last 50 years of tourism on Guam. The great feedback we received after the first two tours, prompted us to add two additional tours in August. Sometimes we take living in paradise for granted and the tour was a way to help us all remember what makes Guam a great place to live, work and visit. Un Dangkulo na Si Yu'os Ma'ase to all of our sponsors for making this tour a success.

Over the next couple of months, GVB will be busy in running a number of campaigns and trainings. We have made some headway in training the membership in using the new Extranet that will give our members access to Guam's new global website, which will promote you in eight different source markets simultaneously. Additionally, GVB has launched the summer "Find Ko'ko" campaign to attract visitors to Guam and engage them in the many popular tourist sites around the island. We also announced that on November 29, 2013, the Shop Guam Festival returns and invites our visitors and local community to take advantage of the great deals of one of Guam's most important attractions, shopping.

As we continue to grow Guam's top economic contributor, we thank you for your continued partnership in promoting our island as the world-class destination of choice.

Senseramente',

KARL A. PANGELINAN
General Manager

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perfect day for Guam businesses to showcase their best offerings for incredible savings and value to visitors who will be shopping for all their favorite luxury and American brands.

“Retail trade is one of the most important tourism attractions and economic stimulators for Guam,” GVB General Manager Karl A. Pangelinan said. “It employs thousands of Guamanians and offers opportunities for a better way of life. The Shop Guam Festival is a GVB signature event that seeks to position Guam as a world-class shopping destination, offering luxury to value deals, and showcases the unique Håfa Adai spirit and the ingenuity of our people’s cultural crafts.”

The Shop Guam Festival began in 2012 as a global social media marketing campaign by GVB that aimed to create an interactive shopping experience highlighting Guam as a modern, fashionable and diverse destination to shop. The campaign was tremendously successful for the Bureau and generated a total of \$8.4M of media exposure and coverage in 120 days.

“Building upon the global success of Shop Guam Festival 2012, the Bureau’s marketing department is looking to further expand the program and generate more diverse partnerships with global travel agents, airlines and credit card companies to develop Guam



shopping packages,” said GVB Marketing Manager Pilar Laguaña. “We are building consumer awareness so that our visitors will come to expect great shopping deals and fun events during the year-end holiday season.”

The development of Shop Guam Festival 2013 will begin August 1, 2013 and GVB will send members a co-op marketing program guide in coming weeks. To inquire about how to participate in Shop Guam Festival 2013, please contact Pilar Laguaña at 646-5278 or email pilar.laguana@visitguam.org. ■

GVB Developing Guam Global Website

GVB is pleased to be launching a new global website that will provide a seamless look and feel throughout all our source markets. It will provide additional opportunities to our members for increased exposure in all 8 source markets simultaneously and connect you directly with the consumers and travel agents seeking information about our island.

As GVB prepares for the monumental task of gathering information, we reach out to you for assistance. As part of the new Customer Relationship Management Software, each member will be given access to their membership accounts. This includes your website listing across all of GVB’s websites in all languages, benefits of membership and an area to make payments and renew your membership with us. As GVB rolls out this new feature, GVB wants to ensure you are pre-

pared and that you utilize the system to its fullest potential.

Over the next few weeks, GVB’s Public Information Officer Tony Muña, Jr. will be contacting you to set up a training time for your company to go over the new extranet. We ask that you give us 30 minutes to an hour of your time to fully review its functionality and all you can do with it. We highly suggest that your Marketing and IT departments get involved to ensure the maximum benefits of the new extranet.

Si Yu’os Ma’ase for your continued support of the Guam Visitors Bureau. The Bureau looks forward to continue working with you to benefit all the people of Guam. ■

GVB Extends Rediscover Guam Island Bus Tour

Bus Tour resounding success; GVB schedules two more tour dates in August

Tourism celebrates 50 years on Guam and as the island's primary industry, it provides thousands of jobs to local residents, over a billion dollars to the economy and over \$150 million in revenue to the Government of Guam. To celebrate this milestone, the Guam Visitors Bureau is hosting a "Rediscover Guam Island Bus Tour", providing local residents with an opportunity to experience and participate in Guam's largest economic contributor and rediscover what makes Guam a great place to live, work and visit.

"The industry's contribution to Guam's economy and the overall way of life of our people cannot be overstated," General Manager Karl Pangelinan said. "Sometimes we take for granted all the reasons why our island is a great place to live, work and visit. This tour is a key effort to reinvigorate the community by emphasizing these strengths and rediscovering why over 1.3 million visitors come to our island every year. As we celebrate our 50th anniversary of tourism this year, GVB wanted to give back to the community for all their support in growing this dynamic industry."

GVB scheduled three bus tours for July 6, 13 and 27 with the first two bus tours being fully reserved three days before the tour was to take place. With increased demand and the success experienced by the first two tours, GVB has scheduled two additional tours for residents to take advantage of on August 3rd and 10th.

Pangelinan added, "We have been getting great feedback and positive reviews about the Rediscover Guam Island Bus Tour. Within days of announcing the tour, the first tour became fully booked. The second tour had over 60 participants, so GVB acquired the use of a 15-passenger van to accommodate the overbooking. With so many people wanting to take advantage of this opportunity, we decided to schedule two additional tours for the first two weeks of August."

To reserve a spot on the tour for August 3rd or 10th, go to facebook.com/guamvisitorsbureau and click on the "Rediscover Guam" tab. Tours are free of charge and refreshments will be available however, lunch is not provided. Participants are encouraged to bring their lunch, as well as hats, sunglasses, and sunblock.



Photo of the Latte of Freedom taken by a participant of the Rediscover Guam Island Bus Tour uploaded to Instagram using the hashtag #visitguamusa. More Photos can be viewed at www.facebook.com/guamvisitorsbureau and by clicking on the Rediscover Guam Tab.

Comfortable attire is recommended and participants are encouraged not to bring valuables.

GVB also invites participants to share their experience by taking a photo and uploading it to Instagram using the hashtag indicator #visitguamusa. Photos can be viewed on the Re-discover Guam tab on GVB's facebook or by searching #visitguamusa in the Instagram photo app.

GVB thanks all the sponsors of the tour: Triple J Wholesale, Kloppenburg Enterprises, the National Park Service, Pacific Historic Parks - T. Stell Newman Visitor Center, Two Lover's Point, the Guam Museum Foundation, Pacific War Museum, Jeff's Pirates Cove, the Department of Parks & Recreation and territorial historian Toni "Malia" Ramirez for offering our guests a wealth of knowledge and background along the tour route. ■

Registration Now Open for 2013 Guam Ko'ko' Half Marathon and Ekiden Relay

GVB now offering special rates for local students and Government of Guam employees

GVB, along with presenting sponsors United Airlines and the Pacific Islands Club announced the 2013 Guam Ko'ko' Half Marathon and Ekiden Relay will be held Sunday, October 20, 2013 at Governor Joseph Flores Memorial Part (Ypao). Registration for the race is now open at GVB in Tumon, Hornet Sports in Tamuning or online at www.guamkokoroadrace.com.

“We look forward to welcoming runners from across the globe to this exciting event,” said GVB General Manager Karl Pangelinan. “The annual Guam Ko'ko' Race provides opportunities for the local community and visitors alike to enjoy Guam's beauty as a top cultural resort and active destination.”

This year marks the eighth anniversary of the race, which is half a marathon solo and ekiden relay (4-person team) road race. Both races start and end at the Governor Joseph Flores Memorial (Ypao Beach) Park. The half marathon solo race course showcases the villages of Tumon, Tamuning, Asan and the capital city of Hagåtña, while the ekiden relay will remain entirely in the village of Tumon. Additionally, there will be cheering groups along the race course from the community as well as cultural entertainers. The International Association of Athletics Federation certified the race course as officially 13.1 miles long. Touted as one of Guam's signature sports tourism events, the Guam Ko'ko' Race attracts visitors to Guam as well as benefits Guam's indigenous Guam Rail, also known as the ko'ko' bird.

Efforts in conjunction with the Department of Agriculture, Division of Aquatic and Wildlife Resources raise awareness of the plight of the flightless bird and help preserve this endangered species. 'Che'lu' is the official mascot for the Guam Rail and interacts with the community of Guam and visitors endearing them to Guam's territorial bird.

Over the past 50 years Guam's tourism product has matured into a world-class destination serving over 1.3 million visitors annually. As GVB celebrates their 50th anniversary, this GVB signature event continues to grow in overseas and local participation, further developing sports tourism on Guam.

GUAM KO'KO' HALF MARATHON and EKIDEN RELAY 2013

THE RUN IS JUST HALF THE FUN!

SUNDAY, OCTOBER 20, 2013 | 5AM
GOV. JOSEPH FLORES MEMORIAL PARK (YPAO BEACH), TUMON

REGISTRATION IS NOW OPEN

REGISTER NOW!

Online at guamkokoroadrace.com | Hornet Sports in Tamuning | Guam Visitors Bureau in Tumon

Registration will close on Wednesday, October 16, 2013

REGISTRATION FEES	Until 08/30/13	Until 9/13/13	Until 10/16/13
INTERNATIONAL			
Soloist Half Marathon	\$50	\$60	\$70
Ekiden Relay	\$75	\$100	\$125
GUAM RESIDENT/U.S. MILITARY			
Soloist Half Marathon	\$30	\$40	\$50
Ekiden Relay	\$60	\$75	\$100
High School (and below) Ekiden Relay	\$20	\$30	\$40
GovGuam Employee Ekiden Relay	\$20	\$30	\$40

*Entry fee is non-transferable and non-refundable.

Logos: GUAM VISITORS BUREAU, GUAM, UNITED, PACIFIC ISLANDS CLUB GUAM

FOR MORE INFORMATION:
 ✉ info@guamkokoroadrace.com | ☎ (671) 635-1126 | 📘 Like us on Facebook

Online registration is open now through the October 16th closing deadline at guamkokoroadrace.com. Early bird registration fees are available for international, Guam Residents and U.S. Military participants in both the Soloist Half Marathon and the Ekiden Relay, with the school division for the Ekiden Relay set at just \$20, or \$5 per runner, to encourage as many students as possible to participate. In addition, the Guam Ko'ko' Ekiden Relay has expanded to include a special rate and division for Government of Guam employees, also set at just \$20, or \$5 per runner until the August 31st early bird deadline. GVB is also proud to offer a complimentary “In Training” Dri-Fit t-shirt to the first 100 local registrants. ■

Korean Celebrity Chef Films TV Show on Guam

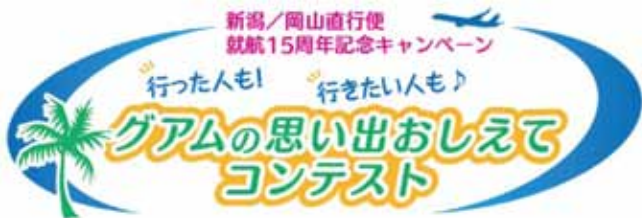


Chef Edward Kwon, a celebrity chef in Korea who has made a mission for himself to globalize Korean cuisine, recently shot a segment on Guam for his KBS2 television show “Live Tong.”

The two-part series, scheduled to air in August 2013, features Chef Kwon visiting Guam restaurants and talking about the food recipes and flavors. In the second segment, Chef Kwon visits a Guam Korean resident home and cooks a meal with whatever ingredients are available in the house and invites neighbors to share the meal.

Chef Kwon was formerly the hotel Head Chef of the Burj Al Arab Hotel and has cooked for Hollywood A-Listers such as Madonna, Tiger Woods and President George Bush. The estimated media value of the segment is \$700,000 USD. ■

“Tell Us Your Memory in Guam” Runs in Japan



In July, GVB, in conjunction with United Airlines, launched “Guam no Omoide Oshiete Contest” (Tell Us Your Memory in Guam Contest) to celebrate the 15th Anniversary of direct flights from the Japan prefectures of Okayama and Niigata to Guam. Residents of Niigata or Okayama can enter the contest by submitting photos taken during their trip to Guam within the last 15 years or by submitting a short paragraph describing what she or he would like to experience in Guam.

15 winners will be selected from Niigata and Okayama (30 total) and each winner will receive two round trip tickets to Guam. The campaign aimed to increase awareness among residents of Okayama and Niigata of the availability of the direct flights to Guam. ■

Extra Flights and Summer Charters Arriving from Japan

It’s peak summer season for Japan and Guam will see an influx of visitor arrivals from Kita Kyushu, Kansai and Narita. Over 37,325 additional seats are chartered for the months of July, August and September 2013.

Seats by Airport

Kita Kyushu	1,950
Kansai	11,965
Narita	23,410

Seats by Carrier

Eva Air	728
Star Flyer	1,950
China Airlines	2,965
Korean Air	9,152
Delta Airlines	10,440
United Airlines	12,090

Seats by Month

July 2013	5,923
August 2013	19,655
September 2013	11,747

Total Seats	37,325
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GVB Launches Special Marketing Programs to Boost Taiwan Arrivals

In an effort to boost Taiwan visitor arrivals in the 4th quarter, GVB has developed and launched two special marketing campaigns that aim to attract more visitors to Guam and to push Taiwan travel agencies to sell Guam packages in August and September 2013.

The first of the two strategies is a Trade Incentive Program that is designed to motivate travel agents to aggressively sell Guam packages by offering incentives such as convenience store vouchers valued at 1,000NT (approximately \$33USD) for every 10 pax visitors. In addition, every week in September, GVB will select an MVP (Most Valuable Player) in the program and reward them with a family trip to Guam (4 pax) in November to experience the 2013 Shop Guam Festival.

The second of the two strategies is a co-op program with EVA Air and China Airlines that is targeted at consumers. Coming off the heels of GVB's successful "Say Yes Again" campaign in June, the program is designed to encourage the Top 20 couples of the

campaign to bring their families to Guam by providing special offerings and incentives with EVA Air.

A co-op program with China Airlines and PIT called "Hundred Bikes, Hundred Miles" is aimed to not only boost Guam sales but to develop a cycling tour as a new Guam product. An estimated 100 cycling participants and their families are expected to participate in the program. GVB and partners will work with the Taiwan Cyclist Federation to recruit participants and invite influential cycling media and bloggers and key persons from bike associations to join the inspection tour. A press conference is planned to kick off the "Hundred Bikes, Hundred Miles" campaign.

These special marketing campaigns were created to stimulate Taiwan arrivals, which has seen a slight decline in recent months. Some contributing factors to the decline were fewer Chinese New Year charter flights and the North Korea threats to Guam earlier this year.



GVB Gives Away Two Tickets to Guam at A-Fu Concert

At a recent A-Fu concert in Taiwan, two tickets to Guam were given away in a lucky draw event during the show. GVB Taiwan, together with PaPaYO Travel Service, had a booth at the concert to promote Guam to the young adult audience.

A-Fu Teng started out as a YouTube sensation, gaining instant stardom with her covers of B.o.B and Bruno Mars's "Nothin' on You". With her YouTube channel views over 12 million, the singer was signed to Forward Music just 8 months after her YouTube debut.



Del Monte Green Family Promo in Hong Kong

Residents in Hong Kong can win a trip for two by purchasing Del Monte Green Family products at their local markets. The campaign period is from July 5 to August 15, 2013 and is being marketed to the 25-50 age demographic through print and online advertising as well as through social media channels such as Facebook.

Russia Visitor Profile 2nd Qtr. FY2013, Jan-Mar 2013

Marital Status

Single	23%
Married.....	77%

Age

18-24 years	1%
25-34 years	21%
35-49 years	59%
50+ years	19%

Income (30.32 rubles = \$1)

Less than 732,321.....	17%
732K-1,098,481	82%
1,646,643-1,830,803.....	9%
1,830,803-2,263,124.....	5%
2,263,125-3,661,606.....	2%
3,661,607+	1%

Travel Companions

Friends	24%
Family	89%
Spouse only	85%
Child.....	23%
Office	1%
Alone	6%
Sibling/Extended Family	6%
Parent/Older Parent.....	4%

Trip Status

First Timers	82%
Repeaters.....	18%
Repeat Visitors Last Trip	
Within the last year	41%
1 to 2 years.....	82%
2 or more years	7%

Gender

Male.....	50%
Female.....	50%

Length of Stay 14.33 days average

1-2 nights	1%
3 nights.....	0%
4+ nights	99%

Expenditures (per person)

Prepaid.....	\$3,020.12
On-Island.....	\$1,621.85
Average Exchange Rate	30.20 rubles

Travel Planning

Full Tour Package	32%
Free-time package	38%
Individually arranged travel.....	30%
Group tour	0%
Company Paid.....	0%
Other.....	0%

Travel Motivation

Relaxation	56%
Visa Waiver	93%
Natural Beauty.....	93%
Travel Time	35%
Pleasure	30%
Safe Destination	0%
Shopping.....	26%
Recommendation	14%
Prior Trip.....	16%
Scuba.....	1%
Water Sports	3%
Company.....	2%
Organized Sport Event.....	1%

Source: FY2013 GVB Russian Second Quarter Exit Survey. A total of 151 departing Russian visitors were randomly interviewed and was coordinated with the Russian tour agents to be interviewed by QMark interviewers before departing the island. Analysis by QMark Research & Polling Guam. Percentages are rounded and may not add up to 100%. Average exchange rate source: oanda.com

UPCOMING EVENTS

AUGUST 2013

- Aug 4 Micronesia Cruise Association (MCA) Meeting - Yap, FSM
- Aug 5-6 PATA Micronesia Chapter 2nd Tri-Annual Membership Meeting - Yap, FSM
- Aug 15-17 24th Annual Hong Kong Food Expo - Hong Kong
- Aug 23-25 Guam Live Presentation - Nagoya, Japan
- Aug 25 Guam Island Fiesta Tour - Agat (Santa Rosa)
- Aug 26-29 Guam Live Presentation - Sendai, Japan

SEPTEMBER 2013

- Sept 2 Labor Day - **GovGuam Holiday, GVB Closed**
- Sept 6-9 Busan International Travel Fair - Busan, Korea
- Sept 12-15 JATA Travel Showcase - Tokyo, Japan
- Sept 14-15 PATA Executive Board and PATA Board Meeting - Chengdu, China
- Sept 15-17 PATA Travel Mart - Chengdu, China
- Sept 17-19 Global Tourism Economy Forum - Macau
- Sept 20-22 Pacific Islander Festival - San Diego
- Sept 22 Guam Island Fiesta Tour - Talofofo
- Sept 29 Guam Island Fiesta Tour - Mangilao

OCTOBER 2013

- Oct 1-5 21st Incentive Travel & Conventions, Meetings Asia - Bangkok, Thailand
- Oct 6 Guam Island Fiesta Tour - Yona
- Oct 8 PATA Hub City Forum - Jakarta, Indonesia
- Oct 8-10 Cruise Shipping Asia - Singapore
- Oct 16-18 Hotel Investment Conference Asia Pacific - Hong Kong
- Oct 18-21 International Travel Fair - Taipei, Taiwan
- Oct 21-23 World Tourism Conference - Malaysia
- Oct 23-25 ITB Asia - Suntec, Singapore
- Oct 24-27 China International Travel Mart - Kunming, China
- Oct 20 Guam Ko'ko' Road Race

Visitor Statistics Jan. 1 - June 30, 2013 Total: 652,177 (Up 5.1% Over Last Year)

June 2013		
Country	Arrival Pax	Change from Last Year
Japan	62,077	-3.0%
Korea	20,384	34.8%
U.S. Main	4,100	-0.9%
Hong Kong	839	32.8%
Taiwan	5,078	26.9%
China	714	70.0%
Russia	486	29.9%
Philippines	810	2.0%



PFC William Mays was 19 years old when he arrived with the 2nd wave of U.S. Marines at Ga'an Point in Agat on July 21, 1944 to help liberate Guam from Japan. Mr. Mays visited Guam for the 69th Liberation Day festivities.