



## Message from the General Manager



Håfa Adai!

March was stacked with great opportunities for our local residents and visitors to enjoy different sides of our island. From the #GuamLove campaign finale event to the record turnout of the Guam Ko'ko' Kids Run, the 10th anniversary of XTERRA Guam and the celebration of Mes Chamorro, the Guam Visitors Bureau thanks everyone who took some time out to support and experience all of these amazing activities.

We now look ahead to two more key signature events in April that will draw thousands more to our shores.

GVB is excited to partner again with the Pacific Islands Club to support the second annual Guam International Marathon (GIM) on Sunday, April 13! If you haven't signed up yet to run the 5k, 10k, half marathon or marathon, there's still time. Go to [guaminternationalmarathon.com](http://guaminternationalmarathon.com) and register by April 8 at 8 p.m. We hope to see you at the all-new Marathon Expo on April 11 & 12, as well as on race day!

Just a little less than two weeks after GIM, Guam will play host to several of our neighboring island delegations as we celebrate the 27th Guam Micronesia Island Fair (GMIF) from April 25-27! With this year's theme set to explore the "Legends of Micronesia", this is a great time to immerse yourself in the diverse stories, arts and culture of the region. We are also happy to feature Grammy-award winning reggae group "Inner Circle" during our weekend long event!

For more details on GMIF or to see what else is ahead, log on to our website at [visitguam.com](http://visitguam.com).

Biba Guam!

Si Yu'os Ma'ase,

KARL A. PANGELINAN  
General Manager

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## Guam Wins Best Cultural Performance in Long Beach

While performing at the Los Angeles Travel and Adventure Show, GVB earned the Best Cultural Performance award for the island. The show was held at the Long Beach Convention Center on February 8 – 9, 2014, with more than 32,000 people in attendance.

Kutturan Chamorro was the cultural dance group that GVB selected to be a part of the Guam booth. They beat out performers from Hawaii, Taiwan, Thailand, Korea and other places to earn the prestigious award.

Guamanians living in the U.S. mainland also flocked to the Guam booth to volunteer their time in helping to greet and educate visitors about the island and the Chamorro culture. In fact, many visitors indicated a strong desire to discover Guam and Micronesia at the travel show. Stateside Guamanians also shared a similar sentiment in wanting to come back to the island.

"In our travels, we always meet with Chamorros and former Guamanians who crave to return. We also meet many who have never been to Guam or have kids that do not know their parents' home island," said GVB Marketing Manager Pilar Laguaña. "We are reaching out to these dear folks so they can come home and get reacquainted with the warm island hospitality, delicious Chamorro food, and Håfa Adai spirit that sets apart Guam from the rest of the world."



GVB Marketing Officer II Felix Reyes, Cultural Heritage Officer Dee Hernandez, Kutturan Chamorro dancers and volunteer Therese Limtiaco display the Best Cultural Performance award in Long Beach, CA.

Laguaña also stated the GVB team met with military veterans, including many who were stationed on Guam during the World War II, Korean War and Vietnam War eras.

Engaging with the stateside Guamanian community is part of GVB's Tourism 2020 plan to raise awareness across the U.S. to further diversify Guam's visitor markets. This unique plan is a roadmap for the island to transform into a world-class, first-tier resort destination of choice by 2020.

## GVB Launches Social Media Ambassador Program

### *Volunteers Being Sought to Tell Guam's Story Online*

GVB launched its new Social Media Ambassador Program in an effort to share different sides of Guam to the rest of the world.

The program will run from April 1 to June 7, 2014. GVB is seeking volunteers to document the island throughout various social media platforms such as facebook, Instagram, Twitter, Pinterest and YouTube.

"We encourage interested island residents that are social media savvy and have a couple free hours a week to apply for this innovative new program," said GVB Deputy General Manager Jon Nathan Denight. "Those 18 years and older that are selected to become GVB's Social Media Ambassadors will work with our

team on creative themes that will spotlight Guam in a more personal and authentic light. Who better to show the world who we are than our local community? GVB is excited to see the insightful pictures and content that can only come from a local perspective."

As an incentive for doing the 10-week program, volunteers will receive a GoPro camera and their social media content will be used on GVB's global social media channels.

Over 50 individuals submitted applications to become Guam Social Media Ambassadors. GVB is currently reviewing applications and will announce their selections shortly.

## Palau Hosts PATA Micronesia Chapter Meeting

More than 60 Pacific Asia Travel Association (PATA) Micronesia Chapter members from across the Micronesia region met on the beautiful Island of Palau for the organization's Tri-Annual chapter meeting held from February 10 to 12, 2014.

The Education, Marketing and Membership committees of the chapter delivered and approved each of their 2014 Business Plans during the 2 days of meeting. In addition, Chairwoman Pilar Laguaña delivered her 2013 Year End Chapter Review during the PATA General Membership to a packed room of government and state officials, tourism industry partners and chapter members on February 12.

Keynote speaker and FESTPAC 2016 Chairwoman Therese Cruz Arriola shared Guam's progress and welcomed suggestions and recommendations from Palau in hosting the next Festival of the Pacific Arts (FESTPAC) in Guam from May 22-June 4, 2016.

The chapter's Education Committee conducted a two-day training seminar for service industry workers to enhance their abilities in providing a memorable fine dining experience in their establishments. The training seminar was cosponsored by the Pacific Islands Small Business Development Center Network and the Palau Visitors Authority. The free seminar was led by PROA Restaurant owner Chris Flores Bejado with over 27 industry workers in attendance each day.

Other highlights of the PATA Tri-Annual Meeting include a courtesy visit to Palau President Tommy E. Remengesau Jr. and First Lady Debbie Remengesau and the recruitment of an additional 40 PATA members from Palau to increase the chapter's membership to 129 members.

The chapter meetings concluded on February 12 at the Sea Passion Hotel with a local-style dinner featuring specialty dishes from all 16 states of Palau. Special thanks to the following sponsors: United, Sea Bird Cruise Palau, Sea Passion Hotel, Palau Tourism School of Hospitality and Excellence, Sam's Tours, Alibamou Resorts, 16 states of Palau, West Plaza Downtown, Roll 'Em Productions, Budget Car Rental and Carp Island Resort.



From left (standing): Regina Nedlic-Guam Visitors Bureau (GVB) Marketing Officer II; Berman Aldis-Federated States of Micronesia (FSM) Visitors Board; Judy Torres-Marianas Visitors Authority (MVA) Deputy Managing Director & PATA Micronesia Chapter Treasurer, Pilar Laguaña-GVB Marketing Manager & PATA Micronesia Chapter Chairwoman; Carol Cruz, Guam Community College Assistant Professor & PATA Micronesia Chapter Education Co-Chairwoman; Monty McDowell-CEO/Owner, Advance Management Inc. & PATA Micronesia Chapter Education Co-Chairman; Georgette Reyes-Wiltz - Pacific Islands Small Business Development Center Network-Guam; Joe Suka-Chuuk Visitors Bureau Director; Sam Scott-Sam's Tours & PATA Micronesia Chapter Membership Co-Chairman; Kadoi Ruloked-Palau Visitors Authority (PVA) Marketing Manager; Grant Ismael-Kosrae Visitors Bureau (KVB) Manager; Left to Right (sitting front): Lourdes Aguon-Schulte, Pacific Island Paradieses Inc. & PATA Micronesia Chapter Membership Co-Chairwoman and Emelyn Simon, Marshall Islands Visitors Authority (MVA) Marketing and Research Officer



From left: Honorable First Lady of Palau Debbie Remengesau; Therese Cruz Arriola-FESTPAC 2016 Chairwoman and Guam Visitors Bureau Board Member; Honorable Tommy Remengesau Jr. President of Palau; Pilar Laguaña-Guam Visitors Bureau Marketing Manager & PATA Micronesia Chapter Chairwoman; Judy Torres-Marianas Visitors Authority Deputy Managing Director and Chapter Treasurer; Regina Nedlic-Guam Visitors Bureau Marketing Officer II; and Kadoi Ruloked-Palau Visitors Authority Marketing Manager



## GVB Wins Awards at 21st PTAA Travel Tour Expo

### *Guam Showcased in Philippines*

GVB represented Guam at the biggest and most anticipated travel show in the Philippines.

The 21st Philippine Travel Agencies Association (PTAA) Travel Tour Expo was held on February 14 -16, 2014 at the SMX Convention Center in Pasay City. The expo was opened by Philippine President Benigno Aquino III, who signaled for the growth of the Filipino economy and demand for overseas travel. Over 200 airlines, cruise liners, travel agencies, hotels and tour companies participated in this year's event. The show was also well attended by over 80,000 travelers looking for affordable destination packages.

"The travel expo was a great success in showcasing our beautiful island," said GVB General Manager Karl Pangelinan. "While we highlighted Guam's rich culture, flavorful cuisine and captivating beaches, we played up how our duty free shopping is actually more affordable than the Philippines."

Denight led a small team of GVB officials consisting of Marketing Officer II Gina Kono, Marketing Officer I Haven Torres and GVB Philippine representatives on this 3 day event. They aimed to further promote shopping on Guam and group travel for professionals and entrepreneurs.

Guests that visited the GVB booth were treated to a colorful and lively show by Guam's Chamorro cultural dancers, who also performed a couple of live performances on the travel expo's main stage.



GVB also became a highlight of the event after receiving two major awards: Most Popular Booth (International Pavilion - 2nd Level) and Overall Winner for Best Performance by the Guam Cultural Chamorro Dancers.

The Guam team also promoted GVB's signature events such as the Guam International Marathon on April 13, 2014 and Guam Micronesia Island Fair on April 25-27, 2014. They also expanded on the upcoming Shop Guam Festival in November 2014 and the next Festival of the Pacific Arts (FESTPAC) that Guam will be hosting from May 22-June 4, 2016.

Additionally, GVB also attended a United Airlines Agent Seminar with over 80 travel agents, met with Philippine Airlines and the U.S. Embassy to facilitate more visitors from the Philippines to Guam.

## More Businesses Take the Hafa Adai Pledge



More businesses signed the Hafa Adai Pledge during a ceremony held Feb. 15 at the GuamLove Light Park in Tumon. In the photograph, from left, are: Guam Visitors Bureau General Manager Karl Pangelinan; Everything Guam LLC Managing Director Marie N. Guerrero; The Tea District supervisor Amando Barrozo; The Bead Hive owner Jacqueline M. Sablan; Åsu Smokehouse's Rikki Orsini; Guinifi Productions proprietor Kristine Cruz-Denight with her grandson, Zico Denight; The Guam Guide's Louis Kolb; Guam Coffee Company operations manager Nora Abdo; and Guma' Mami, Inc. Executive Director Bernadita P. Grajek.

## Record Participation in 2014 Guam Ko'ko' Kids Run

*Over 400 children turn up for event*

GVB, along with Playport and the Stations of KUAM, enjoyed record participation at the 2014 Guam Ko'ko' Kids Run on Sunday, March 23, 2014 at Governor Joseph Flores Memorial Park (Ypao). Over 400 of the island's kids between the ages of 4 and 12 years old participated in the 0.6k, 1.6k and 3.3k fun run events, as well as various games, art and cultural activities.

"GVB and our Ko'ko' Kids Run partners are thrilled to have experienced such a great response for this event, not only from local participants, but in welcoming young athletes from Japan as well," said GVB General Manager Karl Pangelinan. "We're proud to continue offering events that help our children to develop an active lifestyle, healthy sportsmanship and cultural awareness. To keep up that momentum, we've already set the date for next year's Ko'ko' Kids Run for March 22, 2015!"

Highlights of the event included PitShop's 24-foot rock climbing wall, Señot Aguon's carabao rides, caricature artist Mark Terlaje, an awards ceremony featuring Ms. Guam World First runner-up, Lisa Pachkoski and Synergy Studio's Zumba Kids warm-up featuring Che'lu, the dancing Ko'ko' bird mascot. Ko'ko' kids and their families also enjoyed breakfast offerings by the Buen Provecho 671 food truck.

Winners in the 3.3k run/10-12 year old division were 12-year old Irie Kazuki (1st place male finisher) and 10-year old Alayah Hines (1st place female finisher), running 8:42 and 10:39, respectively. Nine year olds Avhett Hines (1st place male finisher) and Jada Han (1st place female finisher) took first place in the 1.6k/7-9 year old division, coming in at 6:57.86 and 7:26.81, respectively. Six year olds Sofia Mattix (1st place female finisher) and Landon Brewster (1st place male finisher) won the 0.6k run/4-6 year old division, running 2.46.18 and 2.46.89, respectively. First place winners in the 0.6k and 1.6k divisions won a Soaring High party at Playport for them and ten of their friends. First place winners in the 3.3k division received a family day at the Pacific Islands Club, which included all-access passes to the water park and lunch at Skylight restaurant. In addition, the first, second and third place winners in each division also received a coveted Ko'ko' bird trophy. All finishers received a Ko'ko' kids dog tag, t-shirt and ditty bag.



GVB gives special thanks to the generous businesses and organizations that made this event possible, including: Event Emcee Andy Wheeler, Ambros, Cycles Plus, Cocos Island Resort, Gatorade, Hyatt Regency Guam, Hornet Sports, Market Wholesale Distributors, Outrigger Guam Resort, Baldyga Group - Lina'la Cultural Park, Pay-Less Supermarkets, International Distributors, Inc., Department of Parks & Recreation, Department of Agriculture - Aquatic & Wildlife Resources, Guam Fire Department, McDonald's of Guam, Docomo Pacific, Pacific Islands Club, Foremost, PitShop Rentals, Tango Theaters, WAVE Clubs, Guam Running Club, Buen Provecho 671 Food Truck, JFK student volunteers & the USO.



## 2014 Guam Micronesia Island Fair Celebrates “Legends of Micronesia”

*Grammy-award winning group “Inner Circle” to be featured April 25-27, 2014*

Plans are underway and invitations have been sent to delegations from around the region for the 27th annual Guam Micronesia Island Fair (GMIF), “Legends of Micronesia.” GVB anticipates artisans and cultural practitioners across Micronesia to once again converge on island for this celebration of stories, arts and culture.

Each year the organizing committee, led by GVB, develops a theme that helps participants to focus on the overall development of the event program and activities.

“Legends are an important part of our cultural identity. These stories pass on the insights and wisdom that shaped Micronesia. We’re proud to host our brothers and sisters as we continue to share our legends and make history together,” said GVB General Manager Karl Pangelinan. “We’ve made contact with all of the island delegations and expect to have a spectacular and culturally relevant program for our local residents and visitors to enjoy once again.”

Additionally, a delegation from the Japanese city of Karatsu is also coming for GMIF. Governor Eddie Baza Calvo signed a friendship agreement with Karatsu back in July 2013.

GMIF will take place at Governor Joseph Flores Memorial Beach (Ypao) Park in Tumon. The weekend long event runs from April 25-27, 2014 and will feature Grammy-award winning reggae group “Inner Circle”, performing their hit songs “Make you Sweat”, “Bad Boys”, “Black Roses” and more.

The GVB signature event showcases the cultural diversity expressed throughout the island nations of Micronesia. Tens of thousands of people flock to Tumon each year for this collective cultural experience. This year’s event will feature unique legends from each of the participating island delegations, as well as various food and beverage vendors, artisans, cultural exhibitors and a wide variety of entertainment.



## Upcoming Events

### APRIL 2014

Apr 5-6	16th Guam Rugby Intl Tournament "True Grit"
Apr 5-9	Int'l Pow Wow - <i>Chicago, IL</i>
Apr 4-6	Marine Diving Fair - <i>Tokyo, Japan</i>
Apr 9-11	China Outbound Travel & Tourism Market (COTTM) - <i>Beijing, China</i>
Apr 11-13	36th Smokin' Wheels Racing Weekend - <i>Guam</i>
Apr 11-13	Asia Dive Expo (ADEX) - <i>Singapore</i>
Apr 11-13	Banana Festival - <i>Ipan Beach Park, Talofofo</i>
Apr 13	Guam International Marathon
Apr 14-17	Incentive Travel & Conventions, Meetings - <i>Shanghai, China</i>
Apr 14-18	Select USA Road Show - <i>Hong Kong, Shenzhen, Guangzhou</i>
Apr 18-20	Guam Live Presentations - <i>Tokyo, Japan</i>
Apr 25-27	27th Guam Micronesian Island Fair (GMIF)

### MAY 2014

May (TBC)	HANA Tour Travel Fair - <i>Seoul, Korea</i>
May 9-11	World Travel Fair - <i>Shanghai, China</i>
May 9-11	Guam Live Presentations - <i>Osaka, Japan</i>
May 16-18	PATA Executive Board Meeting & General Meeting - <i>Zhuhai, Southern China</i>
May 16-18	Pacific Int'l Tourism Expo - <i>Vladivostok, Russia</i>
May 26	Memorial Day - GovGuam Holiday, GVB Closed
May 29 - Jun 1	29th Korea World Travel Fair KOTFA 2014 - <i>Seoul, Korea</i>

### JUNE 2014

Jun 2-5	Int'l Luxury Travel Market Asia - <i>Shanghai, China</i>
Jun 7-8	Scuba Show - <i>Long Beach, CA</i>
Jun 8	8th Annual Agat Mango Festival - <i>Guam</i>
Jun 9-11	Guam & Micronesia Travel and Trade Show - TBC
Jun 12-15	Intl Travel Expo & MICE Travel Expo - <i>Hong Kong</i>
Jun 18-20	MICE Fair - <i>Korea</i>
Jun 27-29	Beijing Intl Tourism Expo - <i>Beijing, China</i>

### Visitor Statistics Jan. 1 - February 28, 2014 Total: 234,013 (-1.9% Over Last Year)


February 2014: 116,937 (-4.2%)


Country	Arrival Pax	Change from Last Year
Japan	75,293	-12.4%
Korea	23,305	22.8%
Taiwan	3,871	-15.0%
China, P.R.C.	2,027	-27.5%
U.S. Mainland	4,419	14.2%
Hong Kong	777	15.8%
Russia	1,368	175.8%
Philippines	733	36.2%
Australia	532	77.9%

GUAM PRESENTS

## 12TH FESTIVAL OF PACIFIC ARTS

27 Countries • Hosted In Guam • May 22-June 4, 2016








**For more information: [guamfestpac2016.com](http://guamfestpac2016.com)**

# 2014 Guam Events Calendar

 GVB Signature Event

Date	Event	Location
<b>JANUARY</b>		
Jan 19	Guam Long Ride/Tour of Guam Cycling	Southern and Central Guam
Jan 26	6th Gupot Ganha'aniyan Pulan Chamorro (Chamorro Lunar Calendar Festival)	Fisherma's Co-op
Jan 30-Feb 1	Guam Governors Cup Ladies Golf Tournament	Onward Talofofo Golf Club
<b>FEBRUARY</b>		
Feb 14-Mar 2	22st Annual Marianas Cup Beach Volleyball Festival	The Beach
<b>MARCH</b>		
Mar 1-2; 7-9	Guam Discovery Day	Umatac by the Sea
Mar 22-23	Coconut Festival Agana Heights	Agana Heights
Mar 23	 Guam Ko'ko' Kids Run	Gov. Joseph Flores Memorial Park
Mar 29	XTERRA Guam Championship	Port Authority Beach, Piti
Mar 28-30	2014 Gupot Chamorro / Crab Festival	Merizo
<b>APRIL</b>		
Apr 5	Back to Sumay Day	Sumay, Naval Station
Apr 5-6	16th Annual Guam Rugby Intl Tournament "True Grit"	Wettengel Rugby Field
Apr 11 - 13	36th Smokin' Wheels Racing Weekend	Yigo Race Track
Apr 11-13	Banana Festival	Ipan Beach Park
Apr 13	 Guam International Marathon	Gov. Joseph Flores Memorial Park
Apr 25-27	 27th Guam Micronesia Island Fair	Gov. Joseph Flores Memorial Park
<b>MAY</b>		
May 22-31	70th Liberation Day Carnival	Tiyan
May 26-Jun 1	Lacoste Guam Futures 2014	Hilton Guam Resort & Spa
<b>JUNE</b>		
June 1-30	70th Liberation Day Carnival (cont'd)	Tiyan
June 7, 2014	 GUAM LIVE International Music Festival	Paseo
June 7-8	8th Annual Agat Mango Festival	Agat
<b>JULY</b>		
July 1-22	70th Liberation Day Carnival (cont'd)	Tiyan
July 5	 Guam BBQ Block Party	Pleasure Island
July 7	Guam Art Exhibit (GAX)	The Plaza
July 21	70th Liberation Day Parade	Agana
<b>AUGUST</b>		
Aug 9-10	Guam Marianas International Fishing Derby	Paseo
<b>SEPTEMBER</b>		
Sept 23	Guam International Film Festival (GIFF)	Agaña Center Stadium Theatres
TBD	Donne' Festival	Mangilao Mayor's Office
<b>OCTOBER</b>		
Oct 2	Guam Art Exhibit (GAX)	The Plaza
Oct 19	 Guam Ko'ko' Half Marathon & Ekiden Relay	Gov. Joseph Flores Memorial Park
<b>NOVEMBER</b>		
Nov 1-30	 Shop Guam Festival	Islandwide
Nov 29	Japan Autumn Festival	Gov. Joseph Flores Memorial Park
<b>DECEMBER</b>		
Dec 1-31	 Shop Guam Festival (cont'd)	Islandwide
Dec 6-7	Junko Friendship Rubber Baseball Tournament	Leo Palace Resort Baseball Field
<b>JANUARY 2015</b>		
Jan 1-12	 Shop Guam Festival (cont'd)	Islandwide

\*Event information subject to change.