



Message from the General Manager

Håfa Adai!

We are halfway through 2014 and have set a record pace with hosting various GVB signature events for our local residents and tourists. We thank all of you for your support in making Guam a better place to live, work and visit.



The inaugural Lotte Duty Free Guam Live International Music Festival on June 6th and 7th was a smashing success to kick off the summer and bring international and local acts together on one stage. Over 8,000 people, eager to unwind, hang out with their loved ones and experience the unity of music, filled the Paseo Stadium in Hagåtña. Headliners Sublime with Rome, Steel Pulse, Matisyahu and Guam's own Pia Mia entertained the crowd with their performances. It was also great to see international groups such as Izah Blue, Home Made Kazoku, Popu Lady, Brown Eyed Girls and Nu'est on stage. And how about the local talent we also featured such as Love & Hafa Adai, Caleb the King and Rock Bottom?

We couldn't have accomplished the largest two-day music event in the island's recent history without the help of Lotte Duty Free, our various sponsors, support teams, volunteers and the local community. We thank you and look forward to the second Guam Live International Music Festival in 2015.

GVB is also gearing up for what should be the tastiest signature event of the summer: the second annual Pleasure Island Guam BBQ Block Party. The July 5th event will close down Pleasure Island in Tumon from 5:30 p.m. to 10 p.m. for an evening of great BBQ, live music, cultural performances and art. There's also a BBQ competition between international chefs from Russia and Korea and Guam's local grillmasters that's sure to enhance your taste buds! We invite all our visitors and local residents to make their way to heart of the island's tourism district for some family-friendly fun!

As July fast approaches, we also will celebrate Guam's 70th Liberation Day and remember those that fought and paid the ultimate sacrifice for our freedom. We are forever grateful and we will never forget them nor the survivors of World War II. Biba Guam!

Si Yu'os Ma'ase,

KARL A. PANGELINAN
General Manager

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New Nonstop Charter Service Launches Between Beijing and Guam



GVB, Dynamic Airways Partner Up to Crack Open Floodgates to China Market

On June 21, 2014, the island of Guam welcomed over 100 Chinese passengers aboard the first regularly scheduled nonstop charter flight from Beijing, China to Guam.

The new nonstop direct charter service was announced at a Gala reception in Beijing last week in partnership between Guam Visitors Bureau and US-based carrier Dynamic Airways. The new service aims to satisfy the increasing demand of Chinese tourists who prefer short-haul holidays. Guam is only a 5-hour direct flight from Beijing.

Paul Kraus, Managing Partner of Dynamic Airways said, "Chinese tourists landed in Guam on the first regularly scheduled nonstop flight from China. As Chinese tourists are very keen on visiting the US, we believe Guam will become one of the favorable short-haul destinations for Chinese, where they can enjoy fantastic tropical island scenes and unparalleled shopping experience after a 5-hour flight."

Dynamic Airways will fly a Boeing 767-200 ER direct from Beijing to Guam every five days with a seat capacity of about 235 passengers. The airline expects to fly approximately 10,000 Chinese tourists to Guam by the end of the year.

"China is the No. 1 visitor source market in the world and it continues to grow rapidly," said Guam Visitors Bureau General Manager Karl A. Pangelinan. "It's absolutely essential for Guam to get its foot in the door with this enormous market. With a strong partnership with Dynamic Airways, we are very confident and are aggressively pursuing the China market as we realize our Tourism 2020 plan."

The new scheduled nonstop service is on target with the Bureau's Tourism 2020 mission to achieve 1.5 million visitors by 2015 and to incrementally grow visitor arrivals to 2 million by 2020-23. The Bureau is pushing forward by diversifying the island's market mix and aggressively targeting the China market.

Guam's visitor arrivals from China have grown 23.3% over last year and the island has welcomed over 6,250 Chinese visitors this year so far. By 2020, GVB expects to welcome up to 200,000 Chinese visitors to Guam annually.



From left: Governor Eddie Baza Calvo, Governor of Guam; Paul Kraus, Dynamic Airways Managing Partner; Yu Ningning, President of China International Travel Service Ltd. Head Office; and Alicia Gao, Greater China Director and Chief Representative, China Affairs, Dynamic Airways.



The first passengers off the Dynamic Airways inaugural scheduled direct flight from Beijing to Guam arrived on June 21, 2014.

International Chefs & Local Grillmasters to Throw Down at Guam BBQ Block Party



On July 5th, chefs from Russia and South Korea will be on island to compete against local BBQ teams for the Champion Grillmaster title at the second annual Pleasure Island Guam BBQ Block Party.

Specializing in European, American and Mexican cuisine, award-winning Chef Cholaki Georgii

from Vladivostock, Russia will showcase his skills at the BBQ Block Party. Chef Grigorev Roman, also from Vladivostock, will assist Chef Georgii during the competition. Chef Roman's specialties include European, American and Italian cuisine. Additionally, South Korean Chef Tae-Hyun Lee will make the trip to Guam to demonstrate his culinary expertise. He brings along years of experience with food and menu development.

The Micronesian Chefs' Association (MCA) is organizing the BBQ competition and over \$4,000 in prize money is up for grabs.

"We have the best Chamorro BBQ in the world and we are proud to welcome our international chefs to throw down against our local grill masters," said Guam Visitors Bureau (GVB) Acting General Manager Nathan Denight. "We thank Lt. Governor Ray Tenorio, Pleasure Island, the Micronesian Chefs' Association and all our partners for their support in bringing this event back for our visitors and local community to enjoy."

In addition to the BBQ competition, Pleasure Island will be filled with cultural performances, live music, artisans and food. World-renowned artist Tristan Eaton will feature his public wall art project to kick off the 7th

Guam Art Exhibit (GAX) and the Guam Unique Merchandise and Art (GUMA) Incubator Program will have arts and local crafts on display and available for purchase.

The summer GVB signature event will be on Saturday, July 5, 2014 from 5:30 p.m. to 10 p.m. at Pleasure Island in Tumon. Admission is free for this family friendly block party.

The public is being reminded that San Vitores Road from the crosswalk between UnderWater World and DFS Galleria to the traffic light in front of the entrance to SandCastle will be closed on Saturday, July 5, 2014 at 9:00 a.m. to Sunday, July 6, 2014 at 3:00 a.m.

The second annual Pleasure Island Guam BBQ Block Party is also presented by DFS, The Plaza, SandCastle, Miller Lite, Pepsi and the stations of KUAM, with special thanks to the Office of the Governor and Lt. Governor, Micronesian Chefs' Association, Triple J 5-Star Wholesale, Outrigger Guam Resort, Pacific Islands Club, Hawaiian Rock, Deloitte, Hanom, Guam Fire Department, Guam Police Department and CAPE.



Guam Wins “Most Romantic Tour” in Hong Kong

Guam was voted “Most Romantic Tour” at the 2014 Hong Kong International Travel Expo (ITE). The widely acclaimed “New Travel Routings Contest,” now in its 7th year, was co-organized by ITE and U Magazine, Hong Kong’s leading travel magazine. GVB Marketing Manager Pilar Lagaña and other representatives from Guam Visitors Bureau accepted the award at a presentation ceremony held on June 16, 2014 at the 26th Hong Kong International Travel Expo.

This is the second consecutive year Guam has been voted “Most Romantic Tour” by the public. Guam’s reputation as a premier wedding and honeymoon destination has grown steadily in the Asia-Pacific region with thousands of couples traveling to Guam every year to exchange vows. Dotted with oceanside chapels, Guam offers a wide variety of wedding packages that can be tailored to suit any budget and level of luxury. Guam’s close proximity to Asia is also a major draw—Guam is easily accessible with regular direct flight service and flights only 3 to 4 hours long.

In 2013, visitor arrivals to Guam topped 1.33 million and roughly 4.5% were wedding and honeymoon travelers. The island’s natural beauty provides a backdrop for romance and there are many activities for a newlywed couple to enjoy during their stay. The island’s hotels, resorts, restaurants and entertainment facilities are perfect venues to share this special occasion with family



Representatives from GVB and Guam cultural performers accept the award for “Most Romantic Tour” presented at the 2014 Hong Kong International Travel Expo in partnership with U Magazine, Hong Kong’s leading travel magazine.

U Magazine has been guiding travel enthusiasts through the world by identifying innovative travel routes. Twelve new international travel routes were presented in three successive issues of U Magazine, ranging from Southeast Asia to the Middle East and onwards to Europe.

Aviacharter Adds Three Cities to Russia Charter Service

Aviacharter has added three additional Russian Far East cities to their direct charter service to Guam and will be flying from Petropavlovsk-Kamchatsky, Yuzhno-Sakhalinsk and Blagoveschensk beginning June 2014 through December 2014. Aviacharter has been flying direct from Vladivostok and Khabarovsk since November 2013.

Aviacharter is scheduled to fly twice per month between the newly added cities with a Boeing 737 that has a seat capacity of about 189, bringing as many as 8,000 additional passengers to boost visitor arrivals by the end of the year. The new charter flights are scheduled through December 2014.

Russia visitor arrivals from January 2014 through May 2014 total 9,220, a 180.8% increase over the same period last year.



Aviacharter-DV

Guam Brings Home Two Awards from 2014 KOTFA

Guam snapped up awards for Best Booth Design and Best Folklore Performance at the 2014 Korea World Travel Fair held earlier this month in Seoul, Korea.

GVB's booth design featured a traditional house with images of Chamorro culture and various Guam activities such as sports, marine activities and shopping. The Guam cultural performers were amongst the most popular groups at the travel fair and performed songs and dances four times a day at the main stage as well as at the GVB pavilion.

KOTFA is the largest and longest established consumer travel show in Korea and boasts an estimated 100,000 consumers in attendance every year. The Guam delegation consisted of Legislative Vice Speaker Benjamin Cruz, Legislative Secretary & Senator Tina Rose Muna Barnes, GVB Board Chairman Mark Baldyga, GVB Korean Marketing Committee Chairman N. Oscar Miyashita, GVB Deputy General Manager Jon Nathan Denight, industry partners Coco Palm, Atlantis, GPO, Sky Dive Guam, as



From left: Robert Sohn, GVB Korea PR Rep; Jesse Bais, Senator Tina Muna Barnes, Jason Eay, Ruby Santos, Yahrin Blas, Kraig Camacho, GVB Community Development Officer; Lisa Pachkoski, Miss Guam Camarin Mendiola, Senator B.J. Cruz, and Felix Reyes, GVB Marketing Officer II

well as Miss World Guam, musicians Jesse Bais and Ruby Santos and Guam cultural dancers.

27 Extra Taiwan Charters to Boost Summer Arrivals

27 extra charter flights from Taiwan are scheduled to fly to Guam this summer, bringing as many as 6,000 additional visitors within the next two months. China Airlines has 8 extra charters scheduled to fly to Guam in July and EVA Airlines has 19 extra charters scheduled to fly to Guam starting July 2, 2014.

The GVB Taiwan marketing team was in Taipei last month to exhibit at the annual Taipei Tourism Expo. The Taipei Tourism Expo provided a platform for GVB to meet with tour operators, travel agents and travel industry professionals and to introduce distinct Guam travel packages and product updates.

GVB Taiwan and China Airlines are currently running a co-op promotion targeting summer charters and giving groups of 4 incentive to travel during the summer by offering free luggage upgrades.

May 2014 visitor arrivals from Taiwan totaled 3,996, a 16% growth over May 2013.

Countdown Begins for Guam to Host 12th Festival of Pacific Arts

"Olympics of Pacific Arts" to Feature 27 Island Nations in 2016

The Festival of Pacific Arts (FestPac) Coordinating Committee, along with Governor Eddie Baza Calvo, Honorary First Lady Christine Calvo, the Guam Visitors Bureau (GVB) and Guam Council on the Arts and Humanities (CAHA) announced that the countdown has begun for Guam to host the 12th Festival of Pacific Arts from May 22 – June 4, 2016.

Also known as the "Olympics of Pacific Arts," this traveling festival is hosted every four years by a different country in the Pacific and will feature delegations from 27 participating island nations. FestPac was conceived by the Secretariat of the Pacific Community (SPC) to stop the erosion of traditional practices by sharing and exchanging culture.

"We are honored and very proud to host our brothers and sisters from these participating island nations across the Pacific, as we come together to celebrate and showcase our unique indigenous practice and culture through the arts," said Theresa Arriola, FestPac Committee Chair and GVB Board Director. "On behalf of the FestPac Coordinating Committee and all the individuals already involved in the planning of this exciting event, we encourage the public to learn more about this exciting spectacle of cultural arts by visiting guamfestpac2016.com and to join us in preparing for FestPac 2016."

The theme for FestPac 2016 is "What we own, what we have, what we share – United Voice of the Pacific."



From left: Asan-Maina Mayor Joana Blas; Jackie Balbas, CAHA; Paula Monk, United Airlines; Joseph Cameron, Department of Chamorro Affairs; Governor Eddie Baza Calvo; First Lady Christine Calvo; Speaker Judi Won Pat; Monica Guzman, Galaide Group; Jackie Marati, Bank of Guam; Theresa Arriola, FEST-PAC Chairwoman; Anne Marie Arceo, Hurao Academy; Dr. Judy Flores, Inarajan Garden House; Vice Speaker BJ Cruz

The large-scale cultural event is expected to draw thousands of participants and visitors to Guam and gives the island an incredible economic and socio-cultural opportunity to truly showcase the arts and culture of the region through various exhibits, forums, performances and workshops.

In addition to the Government of Guam's commitment, two Latte level sponsors, Bank of Guam and United Airlines, have pledged their support for this endeavor with \$100,000 contributions.



Okayama City to Conduct Lecture on Recycling

The city government of Okayama will be returning to Guam from July 3-6 to meet with island leaders and educate the community on waste recycling practices. Officials will also be providing a lecture during their visit.

The lecture entitled, "Spreading Waste Recycling Practices - Ways to Use Waste Separation Collection Bins", will be at the Guam Reef & Olive Spa Resort from 11 a.m. to 12 noon on July 5th. It will be held in the Pandanus Pavilion and conducted by Dr. Takeshi Fujiwara.

Last October, the City of Okayama and business community donated 30 recycle bins to Guam to encourage recycling throughout our island. The bins have separate compartments for plastic, aluminum, and paper and feature the Guam Seal, Okayama City Seal, and a logo expressing the friendship between Guam and Okayama designed by an Okayama University student.

GVB has distributed the bins and encouraged businesses and organizations to adopt a bin and promote recycling. The donation is part of an active relationship the City of Okayama established with Guam in a Memorandum of Friendship that was signed on August 31, 2010 by the Mayor of Okayama and then Governor of Guam Felix Camacho.

"In 2012, Governor Eddie Calvo met with the Okayama Delegation here at GVB when they first announced their intentions to donate these bins," GVB Acting General Manager Nathan Denight said. "After much collaboration and hard work by GVB together with UOG, our members and the Islandwide Beautification Task Force, we are excited to have received these bins on behalf of the people of Guam and use them to keep Guam cleaner and more sustainable."

The donation project was supported by the City of Okayama, the Okayama Chamber of Commerce, the Congressional Association for Friendship between Okayama City and Guam, and Okayama University. Additionally, the donation was made possible by research completed through an on-going cooperation of agreement in collaborative research and student exchange between the University of Guam and Okayama University. In January 2013, interns from the UOG Center for Island Sustainability assisted Okayama University



UOG Green Interns and City of Okayama officials meet

in a survey project to determine the best areas to place recycling and waste collection bins. Okayama University started the joint survey and recycling implementation project in 2012 after Dr. Takeshi Fujiwara of Okayama University noticed that tourists in Tumon were lacking access to recycling and waste separation facilities.

"The University of Guam and Okayama University have cultivated this partnership for over 10 years, which has now resulted in a developing relationship between our island and Okayama City," said Dr. Robert A. Underwood, UOG President. "The donated recycling bins will further our island's efforts in reducing the amount of recyclable waste entering the landfill and will contribute to Guam's 'Green Dream'."

Recycling Bins have been adopted by:

1. Agana Heights Elementary School
2. Agana Shopping Center
3. Baldyga Group
4. DFS Guam
5. Guam International Airport Authority
6. Guam Legislature
7. Guam Premier Outlets
8. Guam Visitors Bureau
9. M.U. Lujan Elementary School
10. Micronesia Mall
11. Pacific Islands Club
12. Pay-Less Markets
13. The Plaza
14. Tumon Sands Plaza
15. Two Lovers Point
16. University of Guam

Buddhist Leader Draws Hundreds for Celebration



With over 5 million followers worldwide, Grand Master Living Buddha Sheng-Yen Lu, founder and spiritual leader of the True Buddha School, visited Guam to spread goodwill and a message of peace from May 4-8, 2013.

Also known as Grandmaster Lu, he was on island for the ceremony of Green Tara and a special dedication

of a new Buddhist monument at the Tamuning park commemorating world peace. Grandmaster Lu also celebrated his 70th birthday at a special luncheon that was attended by nearly 500 dignitaries and members from the Taiwanese community.

As a sign of appreciation for his visit, Grandmaster Lu was presented with a certificate of congressional recognition, a legislative resolution and the Governor's Award. Master Lu meanwhile presented the Rigalu Foundation with a \$30,000 check donation.

"He likes Guam. He was here 26 years ago and remembers how nice the people were and how beautiful the island is, so when we invited

him, he had to choose between Indonesia or Guam and he chose us," said Alice Chou, coordinator of the visit.

Grandmaster Lu is the founder and spiritual leader of the True Buddha School, a new Buddhist sect with teachings taken from Sutrayana and Vajrayana (Tantric Buddhism), as well as Taoism. He has written and published over 200 books, some of which have been translated to different languages. In his books, Grandmaster Lu describes the stages of his life's journey as learning the Dharma, propagating the Dharma, travel and spiritual retreat.

70th Guam Liberation Ceremonies and Events

DATE	DAY	EVENT	VILLAGE	TIME
July 4	Friday	Salute to America Fireworks	Tiyan	9:00PM
July 5	Saturday	Manenggon Memorial	Yona	4:00PM
July 14	Monday	Chaguian Massacre Memorial	Yigo	10:00AM
July 15	Tuesday	Faha/Tinta Visitation	Merizo	8:00AM
July 16	Wednesday	Faha/Tinta Mass and Ceremony	Merizo	4:00PM
July 17	Thursday	Sumay Cemetery Mass	Naval Station	11:00AM
July 18	Friday	Asan Memorial	Asan	11:00AM
July 19	Saturday	Fena Cave Visitation	Old Agat Cemetery	8:00AM
July 19	Saturday	Fena Massacre Memorial	Old Agat Cemetery	10:00AM
July 19	Saturday	Military Static Display	Asan National Park	6:00PM
		Sunset Ceremony & Historic Tour <i>Sponsored by National Park Service</i>		
July 20	Sunday	70th Commemoration & Ceremony <i>Sponsored by National Park Service</i>	Asan National Park	10:00AM
July 20	Sunday	Queen's Brunch	Government House	
July 21	Monday	70th Liberation Parade	Hagåtña	9:00AM
July 21	Monday	A Platinum Celebration Fireworks	Tiyan	9:00PM
July 27	Sunday	Liberation Raffle Giveaway	Tiyan	7:00PM
Aug 16	Saturday	Liberation Carnival Ends	Tiyan	10:00PM

Upcoming Events

JULY 2014

****Liberation Carnival Open Now thru August 16 in Tiyan****

- July 3 Guam Art Exhibit (GAX) 7, The Plaza
- July 4 Independence Day - GovGuam Holiday, GVB Closed
- July 5 2nd Guam BBQ Block Party, Pleasure Island
- July 12-13 Guam Chamorro Dance Academy - Tokyo
- July 21 70th Guam Liberation Day - GovGuam Holiday, GVB Closed
- July 21 70th Liberation Day Parade, Hagåtña
- July 26 Electric Island Festival - Paseo Riverside
- July 26-27 Kashiwa Festival

AUGUST 2014

- Aug 10-Sept 13 Uffiza Gallery Virtual Museum at Underwater World Complex 2
- Aug 27-29 PATA Micronesia 2nd Tri-Annual Chapter Meeting - Guam
- Aug 16 Liberation Carnival Closes

SEPTEMBER 2014

- Sept 11-14 Mangilao Donne Festival
- Sept 12-15 BITF Busan Int'l Travel Fair - Kwangju, Korea
- Sept 17-19 PATA Travel Mart - Phnom Penh, Cambodia
- Sept 19-21 PATA Executive Board Meeting - Cambodia
- Sept 23-28 Guam International Film Festival
- Sept 25-28 JATA Travel Showcase - Tokyo

Congratulations to all the 2014 GOLDEN LATTE AWARD WINNERS:

- | | |
|------------------------------------|-------------------------------------|
| Golden Latte - Individual | Joann Camacho - DFS |
| Golden Latte - Hotelier | Hyatt Regency Guam |
| Golden Latte -Restaurateur | Meskla - Peter Duenas |
| Golden Latte - Allied | Miki Taxi |
| Håfa Adai Spirit - Individual | Phillip San Nicolas - Outrigger |
| Håfa Adai Spirit - Business | Hotel Nikko |
| HERO - Supervisory | Jeromie Mariano - PIC |
| HERO - Supervisory | Ray Vergara - SandCastle |
| HERO - Supervisory | Leilani Champaco - DFS |
| HERO - Non-Supervisory | Kevin Ragat - Hotel Nikko |
| HERO - Non-Supervisory | Jennifer Palacios - DFS |
| HERO - Non-Supervisory | Valisa Maiava - Westin |
| Most Outstanding Tourism Promotion | "Festival of Trees" - DFS |
| Most Outstanding Tourism Facility | PIC - Pacific Fantasies Dinner Show |
| Most Outstanding Project/Event | "Earth Day/Earth Hour" - DFS |
| Most Outstanding Optional Tour | The Beach BBQ - Baldyga Group |

Visitor Statistics Jan. 1 - May 31, 2014 Total: 554,726 (0.3% Over Last Year)

MAY 2014: 90,543 (5.1%)

Country	Arrival Pax	Change from Last Year
Japan	48,654	-8.4%
Korea	23,640	27.7%
Taiwan	3,996	16.1%
China, P.R.C.	775	14.1%
U.S. Mainland	4,204	9.2%
Hong Kong	742	7.2%
Russia	2,091	378.5%
Philippines	1,427	21.1%
Australia	363	25.6%



*Happy 70th
Liberation, Guam!*

To inquire about advertising opportunities in GVB's commemorative Guam-WWII brochure, please contact Felix Reyes at 648-1518 or email felix.reyes@visitguam.org.