'ESTORIA

"The Story"

GVB Marketing Newsletter

Volume 7, Issue 8 | August 2014



Message from the General Manager

Håfa Adai!

After a successful month of celebrating the second annual BBQ Block Party, combined with the seventh Guam Art Exhibit (GAX), we want to thank the thousands of participants, sponsors and volunteers for making the block party of the summer such a success! For those of you that missed out on the delicious BBQ, live street art and the premiere of the Muña Brothers new film, Talent Town, you can view all the pictures on our facebook page.



It was also great to welcome back seven of Guam's liberators just in time for the island's 70th Liberation Day festivities. To hear their stories during World War II and have them reconnect with war survivors and the community was a special moment in our history. We are forever grateful for the service and the sacrifice made by our people and the liberators so we can enjoy the freedom we have today.

As we move forward, our attention at the Guam Visitors Bureau will now start to shift towards our next big signature event: the Guam Ko'ko' Half Marathon and Ekiden Relay! Get your exclusive training tees by entering in our online contests on our GVB Facebook page and Instagram account (visitguamusa). Also register to run for the half marathon or form a team for the ekiden relay at www.guamkokoroadrace.com before the rates go up. The race is on October 19th and we want to see how everyone is training on the road to Ko'ko'.

Additionally, stay tuned for more details about the upcoming third annual Shop Guam Festival that is planned for November 1 through January 12, 2015.

Have a great month and let's continue to make our island a better place to live, work and visit.

Si Yu'os Ma'ase,



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The Biggest Shopping Event in the Western Pacific Returns in November

Shop Guam Festival (SGF), the biggest annual shopping event in the Western Pacific, returns November 1, 2014 and will run through January 12, 2015. SGF 2014 will showcase Guam's tax-free shopping and island paradise activities by featuring a colossal array of incentives that



include exclusive offers on shopping, dining, optional tours and cultural activities. Additionally, visitors can explore Guam and take advantage of all the festival deals and offers with the help of free print and mobile SGF guides that will be available in six languages.

The Shop Guam Festival began in 2012 as a global social media marketing campaign by Guam Visitors Bureau and aims to create an interactive shopping experience highlighting Guam as a modern, fashionable, and diverse destination to shop. The campaign was tremendously successful in its first launch and garnered \$8.4M in media exposure coverage in 120 days. In 2013 the festival saw a successful return with increased media coverage of \$8.7M. SGF is now an annual GVB signature event.

Following the campaign's success in 2013, Shop Guam Festival received recognition from internationally acclaimed Pacific Asia Travel Association (PATA). The campaign was awarded a distinguished PATA Gold Award for Excellence in Marketing Media.



SGF 2014 aims to surpass the success of its previous years while targeting at least 270,000 in visitor arrivals during the campaign period.

Members of the Guam Visitors Bureau are participating in the SGF 2014 Co-op program by providing special coupon offers or event invitations during the festival period. To date, GVB has amassed over 180 special offers for SGF 2014. Although the deadline to be included in the SGF 2014 coupon booklet has passed, opportunities to be included in the SGF 2014 mobile app are still available.

To learn how you can be a part of Shop Guam Festival 2014, please contact GVB's Shop Guam Festival Event Liaison Jessie Rosario of Graphic Center Inc. at 472-3072 or email shopguam@visitguam.org.

GVB Meets PATA Regional Director for Greater China



On July 2 in Beijing, GVB representatives met with Bo Wu, Pacific Asia Travel Association (PATA) Regional Director-Greater China, to discuss PATA's current focus and goals in the Greater China region and to identify future opportunities for GVB to partner with PATA in order to promote travel and commerce for the island of Guam in the Asia-Pacific region.

Photo ID from left: Ning Du, GVB Beijing Marketing Representative; Brian Borja, GVB Marketing Officer; Bo Wu, PATA Regional Director-Greater China; Pilar Laguaña, GVB Marketing Manager; David Tang, GVB Beijing Marketing Representative; Bruce Fu, PATA Assistant, Intelligence Service-China





GVB Eyes Potential Target City in Central China

Eyeing a new potential target city for Guam, a GVB delegation recently visited the central China city of Wuhan as part of VisitUSA's "WoW! Family Fun, Family Products" road show. Wuhan is the capital of Hubei province and is the most populous city in central China with over 10 million residents. It was GVB's first visit to Wuhan.

The "WoW! Family Fun, Family Products" Road Show is a VisitUSA China event that offers great learning, media exposure and business development opportunities through three key components: Meet and greet with US government officials, media coverage and travel trade partnerships. In Wuhan, the GVB delegation met with US Consul General Vlad Lipschutz, newly appointed Foreign Commercial Service Officer Jing Wang, and held face-to-face meetings with agents from over 50 travel agencies. The GVB delegation promoted Guam's family-friendly activities, close proximity to China, clean environment and tax-free shopping.

Wuhan is sometimes referred to as the "Chicago of China" and is recognized as the political, economic, financial, cultural, educational and transportation center of central China.

July 2014 arrival data shows 1,814 total arrivals from Mainland China, a 126.8% increase over July of last year.



GVB Marketing Manager Pilar Laguaña and GVB Shanghai Marketing Representative Daisy LV conduct B2B meetings alongside Dynamic Airways' Oliver Hao, Country Manager-China and Alicia Gao, Greater China Director, Chief Representative-China Affairs



Participants in VisitUSA's "WoW! Family Fun, Family Products Road Show"



GVB Marketing Manager Pilar Laguaña fields questions about Guam from dozens of Wuhan travel agents and media representatives.



GVB Marketing Officer II Brian Borja and GVB Shanghai Marketing Representative Daisy LV meet with Wuhan travel agents interested in learning more about Guam and how to market the island to Wuhan travelers.





Aviacharter cancels all September and October Russia flights

Bankruptcy of Russian tour operators, decrease in sales cited as reasons for cancellations

In a letter from the General Director of Aviacharter-DV, GVB has been informed that all Aviacharter flights scheduled in September and October 2014 between Guam and Russia cities Vladivostok, Khabarovsk, Petropavlovsk-Kamchatsky, Yuzhno-Sakhalinsk and Blagoveschensk have been canceled.

"The recent bankruptcy of the big Russian tour operators and the surge of negative publications in media greatly damaged our reputation which resulted in the enormous decrease in sales," wrote Aviacharter-DV General Director Roman Cherniavskii.

The number of passengers that were expected to arrive via Aviacharter in September and October is estimated at 3,077. Aviacharter has not indicated when they will resume charter service between Russia and Guam.

GVB is working closely with Korean Air to maintain Russian arrivals and generate new interest with outdoor scrolling signage and billboards in the cities of Vladivostok, Khabarovsk, Kamchatsky, Sakhalinsk and Irkutsk. Internet banner ads, magazine ads and television commercials are also in rotation in Russian Far East. Korean Air continues to provide regular flight service for Russian visitors, flying five times weekly from Russia to Guam.

Russian visitor arrivals in July 2014 totaled 2,494, an outstanding 488.2% increase over July of last year.



GVB Gears Up for Busan International Travel Fair



Team GVB at BITF 2013 where they were presented with Best Folklore and Best Tourism Marketing awards. Clockwise from bottom left: Brittany Quichocho, Guam cultural dancer; Mr. Hyunjoo Lee, Chairman/CEO of KOTFA; Jason Buccat, Guam cultural dancer; Ann Dong, TLK Marketing PR/Marketing Supervisor; Jesse Bais; Miss Guam World Jeneva Bosko; Ruby Santos; Darin Eay, Guam cultural dancer; Kraig Camacho, GVB; Henry Lee, TLK Marketing President; YK Kim, TLK Marketing Manager; Felix Reyes, GVB Marketing Officer II; Ashley Cepeda, Guam cultural dancer

GVB is preparing for the annual Busan International Travel Fair (BITF), which will take place September 12-14, 2014 in Busan, Korea. BITF is the second largest consumer travel show in Korea and this year marks its 17th anniversary.

GVB's participation in BITF will provide Guam exposure to tens of thousands of potential travelers from Busan and the surrounding region, a possible new gateway for regular scheduled service between Guam and Korea which may boost Korean Air's thrice-weekly flights currently in place.

While in Busan, GVB has scheduled meetings with the Busan Chapter of the Korean-Guam Marketing Committee (KGMC) and various airlines and Busan travel agencies. GVB will also join other Guam tourism partners in a two-city roadshow/workshop that is expected to be attended by over 120 travel agents and media in each of the cities of Daegu and Busan.

In 2013, Guam received the highest number of Korean visitor arrivals in the island's tourism history, and Korean arrivals in 2014 have shown continued growth. In July 2014 Guam welcomed 7,466 visitors from Korea, a 16.1% increase over July 2013. Korean arrivals from January 1 to July 31, 2014 total 174,446, a 29.5% increase over the same period in 2013.



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Ko'ko' Half Marathon & Ekiden Relay Goes the Distance in 9th Year

GVB Signature Event returns with new course, race festivities and fun



GVB General Manager Karl Pangelinan is joined by Ko'ko' sponsors Sam Shinohara, Managing Director, Business Development Asia/Pacific - United Airlines; Marcos Fong, CEO - Coca-Cola/Foremost Foods; Marie Calvo-Monge, Assistant General Manager/Executive Producer - KUAM; Che'lu the Ko'ko' bird, Joann Camacho, Director of Market Development - DFS Galleria; Ron Brewster, Business Development Officer - Docomo Pacific; Ben Ferguson, Executive Director - Pacific Islands Club and Mark Baldyga, GVB Chairman, for the 2014 Ko'ko' Half Marathon and Ekiden Relay Press Conference held at the Pacific Islands Club.

GVB, along with the Pacific Islands Club, DFS, Docomo Pacific, Powerade/Fruita+, the Stations of KUAM and United Airlines, announced today that preparations are underway for the 2014 Guam Ko'ko' Half Marathon and Ekiden Relay. The GVB signature event has reached its ninth year and will take place on Sunday, October 19, 2014 at Governor Joseph Flores Memorial Park (Ypao).

"GVB is proud to bring back Ko'ko' with the help of our sponsors and supporters. We have some exciting new changes that will streamline the course and generate more fun," said GVB General Manager Karl Pangelinan. "The buzz around Ko'ko' continues to build up. Early registration numbers have already reached a 40% increase over last year in advance of the first registration cut-off on August 29th. We encourage our island residents and visitors to register, learn more about Guam's indigenous ko'ko' bird and help us celebrate our ninth year in style!"

New Features

This year, the Ko'ko' ekiden relay (four person team) course will change to the same route as the half marathon, but will turn around in Tamuning near the United

City Ticket Office. The current half marathon solo course will remain the same, starting and finishing at Governor Joseph Flores Memorial (Ypao Beach) Park with the turnaround point in the village of Asan.

Post race festivities will also begin immediately after runners complete the half marathon or ekiden relay, with an awards ceremony, cultural activities and the return of a post-race breakfast being offered.

"It's our ninth year of this GVB signature event and we wanted to do something different in celebrating how this event brings our local and international communities together," said GVB Deputy General Manager Nathan Denight. "We invite our participants to dress up in costume or wear festive running attire to mark this occasion. Everyone can also look forward to cheering squads, water stops, cool zones and entertainment along the entire course."

Race Ambassadors: Ko'ko' Roadies

As another new element to the Ko'ko' Half Marathon and Ekiden Relay, GVB decided to name several local participants Ko'ko' Ambassadors and follow their respective journeys leading up to race day through social media. Also known as the "Ko'ko' Roadies," the ambassadors include Radio personality Kai the Pinay, High School Educator Michelle Franquez, Small Business-owner and Guam Young Professional Dee Perez-Damian, American Ninja Warrior Billy Navarette, Sushi Chef Hidefumi Iseki, two-time Asian Open gold medal champion and Jiu-Jitsu practitioner Sumika San Nicolas, GVB PIO and veteran marathoner Josh Tyquiengco, and triathlon champion Gabe Lombard.

Register Now & Win

Register at the GVB Office in Tumon or online at www. guamkokoroadrace.com before August 29th and take advantage of early bird registration fees. Ekiden Relay teams entering the school division can register their teams for just \$20 or \$5 per runner.

Register now and then go online to the Ko'ko' Facebook page, GVB Instagram (@visitguamusa) and Twitter (@visitguam) to find out how you can win two round trip tickets to Hong Kong on United, an exclusive Ko'ko' training tee, and other prizes. Registration closes October 15th, but is subject to change.





Lotte Duty Free unveils retail transformation at A.B. Won Pat International Airport

\$20M investment features local Guam products alongside renowned luxury brand lineup



Mike Makio - TRMA, Alex Cook - Lightfoot Marketing, Ed Untalan - GIAA, Senator Tina Muña Barnes, First Lady Christine Calvo, Jamie Lee - Lotte Duty Free Guam, Governor Eddie Baza Calvo, Hong-Kyun Lee - Lotte Duty Free, Charles H. Ada II - GIAA, Attorney Cesar C. Cabot, Anthony Sgro and Leonard Kaae - Black Construction cut the ribbon as Lotte Duty Free unveils their newly renovated retail space at the A.B. Won Pat International Airport on July 23, 2014.

Lotte Duty Free, Korea's largest duty free retailer, officially unveiled its new retail space at A.B. Won Pat International Airport in July. Following a 12-month, \$20million refurbishment investment in the transformation of the Guam Airport's retail facilities, Governor Eddie Baza Calvo, Guam Airport Executive Manager Charles H. Ada II and Lotte Duty Free CEO Hong-Kyun Lee led a ribbon-cutting ceremony which included members of the 32nd Guam Legislature as well as representatives from Lotte Duty Free, A.B. Won Pat International Airport Guam, GVB, major tourism partners and hotels, key airlines, local business partners and members of the local and international media.

Lotte Duty Free CEO Hong-Kyun Lee commented: "This is a very proud day for Lotte Duty Free, for everyone involved in helping us deliver on our vision and, most importantly, for the island of Guam. The retail offering we unveiled today stands alongside any airport in the world, as an exceptional shopping experience. It's a fantastic impression of Guam, generating significantly increased revenues for the airport, and creating opportunities for the people and businesses of Guam. It showcases premium locally-made products alongside Lotte Duty Free's luxury global brand lineup."

Lotte Duty Free Guam runs a 24-hour/365-day operation and employs over 180 local employees.

Project specifics include:

The Guam Gateway

Lotte Duty Free, along with retail design consultant Lightfoot Space. Guam-based Architects TRMA and General Contractor Black Construction, created a unique retail concept for the duty free concession, called the Guam Gateway. The project covers over 24,000 sq ft of retail space, the main airport thoroughfare, a refurbished food court. renovated restrooms and other airport facilities, as part of the creation of a seamless passenger experience designed to maximize airside dwell-time in the commercial zone, and drive greater commercial revenues.

Sense of Place

At the heart of the Guam Gateway is a strong representation of Guam's traditional culture including a lifesized model carabao and cart featuring made-in-Guam crafts. cookies and other local products and an iconic Latte stone feature leading into the Chamorro Hut entrance of the Guam Cultural Center. This new and unique concept blends cultural experiences with tributes to Guam landmarks such as Gadao's Cave and Puntan dos Amantes (Two Lover's Point), with souvenir merchandise and local products. The centerpiece of the Cultural Center is a 45,000-gallon aquarium teeming with fish as a final photo opportunity and memory of Guam's spectacular marine environment.

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Vladivostok Family Wins Guam Essay Contest



Pilar Laguaña, Guam Visitors Bureau Marketing Manager; Aleksandr Volkov, his wife Irina Volkova, their twin sons Vasilii and Ivan, and Gina Kono, GVB Marketing Officer II.

GVB recently welcomed to Guam the Volkov family, winners of the "My Best Trip to Guam" essay contest. GVB, in partnership with Korean Air, launched the month-long campaign in April targeting families in Vladivostok, Russia on the popular Russian web forum, vladmama.ru. Vladmama has over 65,000 subscribers and is devoted to different aspects of family life including travel.

Participants were required to write an essay themed "My Best Trip to Guam" and answer questions about

("Lotte Duty Free" continued from page 6)

World-class airport shopping

The overhaul of the commercial space saw the implementation of a semi-walkthrough format, including additional space being allocated for the core categories of Perfumes and Cosmetics, Liquor, Tobacco and Food. Alongside the core category stores, Lotte most recently completed the transformation of the airport's boutique line-up, with nine new openings - Bally, Bulgari, Burberry, Chloe, Coach, Loewe, Salvatore Ferragamo, Tory Burch and Tumi. The Tory Burch boutique is a first for Guam Airport and only the third airport opening from the brand worldwide.

Korean Air and Guam culture and history. The winning essay was announced at the Pacific International Tourism Expo (PITE) that was held in Vladivostok in May.

The Volkov family received four roundtrip tickets from Vladivostok to Guam via Korean Air and a six-night hotel package from the Guam Reef & Olive Spa Resort that included a luxurious ocean view suite, daily breakfast and airport transfers. During their stay in Guam, the Volkov family enjoyed many ocean activities, shopping and touring iconic sites such as Two Lovers Point.

Since the implementation of the Russia visa waiver in January 2012, visitor arrivals from Russia to Guam have risen steadily. The number of Russian travelers to Guam doubled in 2013 to more than 8,000 tourists. Eighteen percent of Russian travelers interviewed last fiscal year were repeat visitors, and stayed for an average of 13.62 days.

The steady growth in Russia arrivals is on target with the Bureau's Tourism 2020 mission to incrementally grow Russian visitor arrivals to 20,000 and to achieve 2 million annual visitors overall by 2020. 2014 Russian visitor arrivals to Guam show a 228.9% growth over last year and the island has welcomed over 13,790 Russian visitors this year so far.

The "My Best Trip to Guam" campaign was sponsored by GVB and Korean Air with special thanks to the Guam Reef & Olive Spa Resort and DFS Galleria Guam.

Meet the Newest Member of the GVB Marketing Team



Please welcome Breeana Quitugua, the GVB Marketing Department's new Marketing Aide. Breeana attended GCC and later worked as a licensed cosmetologist while pursuing a bachelors degree in English from Ashford University. Breeana was born and raised in Guam and is from the village of Yigo.





Asu Smokehouse Named "Champion Grillmaster" at Second Guam BBQ Block Party

Thousands Flock into Tumon for BBQ, Live Music, Art and Performances



Team Asu Smokehouse wins the "Champion Grillmaster" title at the second annual Pleasure Island Guam BBQ Block Party.



Thousands walk through Pleasure Island on Saturday, July 5, 2014.

Asu Smokehouse was crowned "Champion Grillmaster" at the second annual Pleasure Island Guam BBQ Block Party.

Team Asu Smokehouse competed among eight local and international teams in three BBQ categories. The other teams included Pacific Island Grillers, Team Tunu, Chef Taga and Team Outrigger, Chef Mark Curry and Team Pacific Islands Club, Chef Georgii and Team Russia, Chef Lee and Team Korea, and 2013 Champion Grill Master, Chef Peter Duenas and Team Meskla.

Asu Smokehouse also placed first in the Beef and Pork categories, while Meskla won in the Chicken category. The Micronesian Chefs Association (MCA) selected the judges for the BBQ cook-off competition, which had over \$4,000 in prize money and trophies at stake. Deloitte tabulated the results.

"We congratulate Asu Smokehouse and all the teams that participated in the BBQ competition. GVB also thanks our visiting chefs from Russia and Korea for giving us a taste of their incredible skills," said GVB Deputy General Manager Nathan Denight. "We had a diverse mix of our local, international and military communities attend the block party of the summer and we hope everyone had a great time. Thanks to Lt. Governor Ray Tenorio, various Government of Guam agencies, the Micronesian Chefs Association, Pleasure Island and other sponsors for their support!"

Despite some rain at the beginning of the summer GVB Signature Event, the skies cleared and an estimated 6,000-7,000 people were drawn into the heart of Tumon for the BBQ, live art, music and performances.

Global artist Tristan Eaton completed a massive 50-foot mural on the wall of The Plaza as other local artists featured their work at the 7th Guam Art Exhibit (GAX) and a live art street booth. Food vendors also filled Pleasure Island with savory dishes and treats.

The second annual Pleasure Island Guam BBQ Block Party was 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, The WORKS! Foundation, 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.

Second Annual BBQ Block Party Winners:

A. Beef:

- 1. Asu Smokehouse
- 2. Meskla
- 3. Pacific Island Grillers

B. Pork:

- 1. Asu Smokehouse
- 2. Pacific Island Grillers
- 3. Tunu

C. Chicken:

- 1. Meskla
- 2. Pacific Island Grillers
- 3. Tunu
- D. 2014 Grand Champion: Asu Smokehouse





Guam International Marathon Builds Momentum in Third Year

2000 Olympic Gold medalist Naoko Takahashi named GIM Ambassador



GVB, along with the Pacific Islands Club Guam and United Airlines announced the opening of registration and exciting new features for the 2015 Guam International Marathon. The third annual Guam International Marathon (GIM) will take place on Sunday, April 12, 2015. Event organizers announced changes to the race finish, as well as the designation of world-renown Olympic gold medalist Naoko Takahashi as event Ambassador.

Other notable changes for the 2015 Guam International Marathon include an expanded post-race Finisher's Festival and event expo. Marathon organizers also continue to enhance race course aid stations and amenities to include water, Powerade and energy gel stations, live entertainment and cheering squads along on the course, as well as Cool Zone locations.

A larger post-race Finisher's Festival will begin at 6:30am at Gov. Joseph A. Flores Memorial Park at Ypao Beach in Tumon, featuring food and beverage concessions, in addition to an exciting entertainment line-up. Other key sponsors of the Guam International Marathon include the stations of KUAM, ASC Trust Corporation, Bank of Guam, DFS Galleria, Docomo Pacific, Nanbo Insurance, SPPC/Circle K, Taico, Powerade and TakeCare Insurance.

The 2nd Annual Guam International Marathon saw 2,910 runners from around the world participate, which represented a 30% increase from the inaugural event in 2012. "We expect even more runners both locally and

internationally to participate in this much anticipated event," said Guam Sports Events Managing Director Ben Ferguson. "In its third year, the Guam International Marathon continues to build momentum and gain regional recognition and notoriety. We are extremely excited to announce the designation of Naoko Takahashi as our event Ambassador. Ms. Takahashi is known the world over as a running ambassador and maintains super-celebrity status in Japan."

Naoko Takahashi is a Japanese long-distance runner competing mainly in the marathon. She is widely celebrated for her women's marathon victory at the 2000 Olympic Games in Sydney. Ms. Takahashi was the first woman to break the 2 hour and 20 minute barrier during her world-record performance at the 2001 Berlin Marathon.

This Guam International Marathon event includes 5K, 10K, Half Marathon (13.1 miles) and Marathon (26.2 miles) race distances. All courses have been officially certified by the IAAF (International Association of Athletic Federations) and AIMS (Association of International Marathons and Distance Races). This designation means that marathon runners may use this as a qualifying event for the Boston Marathon. Complete event details and registration can be found on the official event website at www.guaminternationalmarathon.com.







Visitor Numbers Continue To Grow With Guam

Korean, Chinese and Russian tourist numbers continue to soar

"The visitor industry is a volatile force with circumstances and consequences that often are beyond our control. You only need to take a look at the challenges we've overcome since the beginning of 2013 to see that Guam is resilient. We truly are a community that pulls together in tough times and we bounce back. Our growing visitor numbers are proof that tourist markets are hearing the new message: Guam is your vacation destination." - Governor Eddie Baza Calvo

Guam's second largest market, Korea continues to be a great story for Guam as arrivals show an 18.5% increase compared to July 2013 bringing in an additional 4,121 more visitors to the island.

Meanwhile, Guam's other visitor markets continue its upward trend with arrivals from the Russian Federation increasing by an outstanding 488.2%, the People's Republic of China by 126.8% and Taiwan by 25.6%. Arrivals also increased in Australia by 1.8% and Hawaii by 50.6%.

Overall for FY2014, arrivals reached over a million visitors, with 1,095,390 visitors being welcomed to Guam's shores. For CY 2014, arrivals reached 767,370.

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

JULY 2014: 90,543 (5.1%)

Pax	from Last Year
60,357	-13.5%
26,413	25.6%
7,466	16.1%
1,814	126.8%
4,694	-3.9%
637	6.2%
2,494	488.2%
854	-3.9%
276	1.8%
	26,413 7,466 1,814 4,694 637 2,494 854

Upcoming Events

AUGUST 2014

Aug 10-Sept 13	Uffiza Gallery Virtual Museum at Underwater World Complex 2
Aug 27	Micronesia Cruise Association General Membership Meeting - GVB Office
Aug 28	PATA Micronesia Chapter Committee Meetings - GVB Office
Aug 29	PATA Micronesia Chapter General Membership Meeting - Latte of Freedom, Adelup
Aug 30	2014 Guam Primary Election Day

SEPTEMBER 2014

Sept 1	Labor Day - GovGuam Holiday, GVB Closed
Sept 3	Miss World Guam 2014 Pageant - Sheraton Laguna Guam
Sept 11-14	Mangilao Donne Festival
Sept 12-16	(BITF) Busan International Travel Fair and Daegu~Busan Road Show - 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 - <i>Tokyo</i>
Sept 30-Oct 2	21st IT&CMA and 16th CTW Asia-Pacific - Bangkok, Thailand

OCTOBER 2014

Oct 19 Guam Ko'ko' Half Marathon & Ekiden Relay - *Ypao Beach, Guam*Oct 25 2014 Michelob Ultra National Bodybuilding & Body Fitness Championships and International Invitational - *Leo Palace*



