



Message from the General Manager

Håfa Adai!

September was another busy month for the Guam Visitors Bureau and the tourism industry!

We kicked things off celebrating the Mangilao Donne' Festival as well as the fourth Guam International Film Festival. We also traveled off-island to some very important events, which included the Busan International Travel Fair and the JATA Tourism EXPO Japan. Guam shined brightly as we won the Best Folklore Award and Best Tourism Publicity Award at BITF and impressed thousands at JATA. We also teamed up with United Airlines for the upcoming launch of non-stop, daily service from Guam to Seoul in late October.

Our preparations also continue as we count down the days until the 9th Guam Ko'ko' Half Marathon and Ekiden Relay! It's not too late to register to run the half marathon route or form a team for the ekiden relay at www.guamkoroarace.com. The final cut-off date is October 15th, with the race set for October 19th right in front of Governor Joseph Flores Memorial (Ypao Beach) Park. We hope to see you there!

In addition to our signature event, our marketing team is also working hard for the upcoming third annual Shop Guam Festival, which spans from November 1 through January 12, 2015. Stay tuned for all the new exclusive details from our Shop Guam partners as the holiday season quickly approaches.

Let's have a great month in making our home a better place to live, work and visit.

Si Yu'os Ma'ase,

KARL A. PANGELINAN
General Manager



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Chamorro Culture Makes Impact at JATA Expo

Guam's 4,000-year old culture was front and center at the 2014 JATA Tourism EXPO in held Tokyo, Japan in September. Thousands of travel agents and international media flooded the halls of Tokyo Big Sight for the four-day event centered on the theme "The Power of Travel." Guam was among 150 countries and regions around the globe that were showcased on an international stage.

"This weekend we had the opportunity to thank the Japanese people for being great partners over the last 50 years and to continue networking with industry professionals that can help us reach our Tourism 2020 goals," said GVB General Manager Karl Pangelinan. "Through the power of travel, Guam's story has reached new heights and we are proud to represent our people at this expo."



With more than the entire population of Guam in attendance at the 2014 JATA Tourism EXPO, Team Guam displayed the very best that the island has to offer to over 180,000 travel industry professionals and consumers in

Tokyo. Guam's culture was the main focus of the "Experience Chamorro Culture" exhibit which showcased some of Guam's best weavers and carvers. The Mount Carmel School Phoenix Stage Band, Jesse and Ruby, Pa'a Taotao Tano and the Chamorro Dance Academy also lit up the expo hall with their talents.

Led by Master Frank Rabon, nearly 100 Japanese dancers from the Guam Chamorro Dance Academy (GCDA) performed before thousands of consumers on the Guam stage, as well as on JATA's main stage. GCDA is a program that was started by the Guam Visitors Bureau in 2009 to teach interested Japanese people the art of traditional Chamorro dance. Since the program began, Rabon has taught over 1,500 students in six cities in Japan, including Tokyo and Nagoya. The program expanded to the U.S. mainland this year.



"We want to thank Japan for welcoming us and embracing the Håfa Adai spirit, especially through the Guam Chamorro Dance Academy," said GVB Deputy General Manager Nate Denight. "Team Guam has worked hard these last few weeks to share our island's story with the



Team Guam, led by Lt. Governor Ray Tenorio, takes a group delegation picture before the opening of the consumer day at the JATA Tourism EXPO Japan.



Thousands turn out for the JATA Tourism EXPO Japan with the Guam booth standing out among the various exhibitors.

international community. It's definitely important for us to continue placing our Chamorro culture, I Kottura-ta, at the forefront of JATA because it has drawn millions of people for over 20 years to visit and learn more about Guam."

To add to the island's unique appeal at JATA, the Guam booth also featured the Håfa Adai Chamorro Dance Show, a Chamorro Craft School, a Miss Guam photo session and presentations by several island businesses that were part of Team Guam. Consumers were very eager to learn more about Dusit Thani Resort Guam, Lotte Hotel/ Lotte Duty Free, United, Skydive Guam, JCB International Micronesia/Shift Guam and the Pleasure Island Group (T Galleria by DFS, Outrigger, The Plaza, Sea Grill, Sky Lounge, Hard Rock Guam, SandCastle and Mandara Spa).

Guam Brings Home Two Awards from Busan



Mark Manglona, GVB Marketing Officer I; Felix Reyes, GVB Marketing Officer II; Dee Hernandez, GVB Cultural Heritage Officer; Pilar Laguaña, GVB Marketing Manager; Colleen Cabedo, Miss Guam; Senator Tina Muña Barnes; Hyunjoo Lee, Chairman/CEO of BITF; Adele Kim, GVB Korea PR Representative; Robert Sohn, GVB Korea PR Representative. (Seated L to R) Donovan Afaisen, Yahryne Blas, Darin Eay

Guam received the Best Folklore Performance Award and the Best Tourism Publicity Award after impressing the international community at the Busan International Travel Fair (BITF).

More than 244 exhibitors from 44 countries were a part of the travel fair, which was held September 12-15, 2014 in Busan City. Tourism trade partners from Guam and Korea joined GVB in an outreach effort to let more than 100,000 Korean consumers know about Guam's unique attractions and travel offerings. The Guam delegation was led by Legislative Tourism Committee Chairwoman Senator Tina Muña Barnes, GVB General Manager Karl Pangelinan and GVB Marketing Manager Pilar Laguaña.

"The Busan International Travel Fair was a great way to share Guam's story and show our Korean travelers that our home is truly the destination of choice. We are honored to win two awards that showcased our

Chamorro culture and the good news about our island," said GVB General Manager Karl Pangelinan. "GVB thanks our tourism partners for investing in Guam and representing the best of what our island paradise has to offer. Korea has already been a breakout star as Guam's second top visitor market and we want to continue that momentum in the years to come."

GVB was also joined by Korean travel agents in Daegu and Busan this past weekend for the Guam Product Update Roadshow and Workshop. Korean Air, United Korea, Pacific Islands Club, PHR Korea, Leo Palace Resort, Hyatt Regency Guam, Outrigger Guam Resort, T Galleria by DFS, Pleasure Island, Hotel Nikko, Lotte Hotel Guam, Sheraton Laguna Guam Resort and other industry leaders also made presentations about their respective properties at the travel fair.

Additionally, the Guam delegation visited various trade and travel in-



Senator Tina Muña Barnes participates in the ribbon cutting ceremony to open the 2014 Busan International Travel Fair.



GVB General Manager Karl Pangelinan fields questions from KNN TV host.



Guam's cultural entertainers dance on the BITF main stage.

dustry executives and airlines to express appreciation for their support and expand upon the island's tourism network.

"Guam has seen explosive growth in Korea's arrivals during Fiscal Year 2014. We've seen an over 25% increase when compared to FY13 and we anticipate reaching close to 300,000 total Korean visitors when FY14 ends," said GVB Marketing Manager Pilar Laguaña. "We thank Korea for contributing to our island's number one industry."

PATA Micronesia Holds Tri-Annual Meeting in Guam

From across the Micronesia region, members of the Pacific Asia Travel Association (PATA) Micronesia Chapter gathered for the organization's Tri-Annual chapter meeting held in beautiful Guam on August 28 and 29, 2014.

"PATA Micronesia's second tri-annual meeting was very productive. It was a great time for our members to connect and empower one another, and even take some time to enjoy some of Guam's attractions and optional tours," said Pilar Laguaña, PATA Micronesia Chairwoman.

The Education Committee discussed initiatives to move forward with the ServSafe program, a U.S. national standard in food and beverage management and safety that the organization believes is lacking in Micronesia. The PATA Micronesia Chapter is aiming to be proactive in raising food service standards in the region and has applied for a PATA grant in order to continue providing training opportunities for its members and the industry.

At the general membership meeting, Sam Shinohara, United Airlines Managing Director of Business Development for Asia Pacific, shared the latest air service expansion information and pledged support for the chapter. He went on to say United is committed to working closely with the PATA Micronesia Chairwoman and supporting the upcoming regional marketing.

Guest speaker Nathan Denight, Guam Visitors Bureau Deputy General Manager, shared an informative presentation on Guam's branding work and the Bureau's efforts to move forward towards the island's Tourism 2020 plan.

The Membership Committee reported 13 new members have been recruited since February 2014. Currently, the PATA Micronesia Chapter is comprised of over 85 travel industry professionals and business owners from Guam, the Commonwealth of the Northern Mariana Islands, the Federated States of Micronesia, the Republic of Palau and the Republic of the Marshall Islands.

Two marketing workshops were offered to members during the 2-day conference: "Creating Your Online Presence" led by Rhaj Sharma of GuamWEBZ and "Social Media Marketing with Instagram" led by Josie Moyer.

The tri-annual chapter meeting concluded with a farewell reception at Meskla on the Cove on August 29. The next Tri-Annual Chapter meeting is slated to take place in December 2014 in Guam.



Bermance Aldis, FSM Visitors Board; Pilar Laguaña, PATA Micronesia Chapter Chairwoman/GVB Marketing Manager; Lt. Governor of Guam Honorable Ray Tenorio; Emelyn Simon, Marshall Islands Visitors Authority; Judy Torres, Marianas Visitors Authority; Celine Oiterong, Palau Visitors Authority; Karl Pangelinan, GVB General Manager/PATA Executive Board Member; Sam Scott, Sam's Tours-Palau & PATA Micronesia Chapter Membership Committee Co-Chairman



PATA Micronesia Chapter Members taking a Group Photo at the Latte of Freedom before General Membership Meeting on August 29th held in the Conference Room.

Special thanks to the following sponsors: Guam Museum Foundation (Latte of Freedom), Baldyga Group, Zipline Guam, Macy's Guam, United Airlines, Bayview Hotel, Garden Villa Hotel, Grand Plaza Hotel, Guam Airport Hotel, Guam Plaza Hotel, Oceanview Hotel, Palm Ridge Inn, Royal Orchid Hotel, Verona Resort Guam, Hotel Santa Fe, Tumon Bay Capital Hotel, Avis Car Rental, Dollar Rent a Car, Hertz Rental Guam, Islander Rent a Car, National Car Rental and GuamWEBZ.

Island Leaders Prepare for Guam's First Economic Symposium

The Guam Economic Development Authority (GEDA) and Guam Visitors Bureau along with other private and public partners are predicting unprecedented growth for Guam. Investors from throughout Asia and the U.S. have been invited to Guam from October 22 to October 24, 2014 to discuss and explore how to participate and capitalize on the potential that Guam offers. The economic symposium "Invest Guam - The Time is Now" will be held at the Hyatt Regency Guam.

Governor Eddie Baza Calvo commented on the importance of the symposium stating, "Guam's economy is at a crucial growth period that will present a wealth of opportunities and lay a solid foundation for the island's steady, continuous, and sustained economic growth."

This world-class conference will explore in detail three areas of the economy that are poised to grow: the Visitor industry, Utilities & Infrastructure, and the Defense industry. Altogether it is estimated these three sectors will add an additional US\$12 to \$15 billion in investment and income over the next 7 to 10 years in Guam. Experts from the tourism, finance, defense and development sectors will provide facts and discuss contracting opportunities and development plans for the island.

EJ Calvo, Chairman of GEDA stated, "Guam is currently at the cusp of the largest sustained period of economic growth in the island's history. This upcoming conference will not only look at how the island can continue to develop, but also what that growth means for Guam in relation to Asia, America, and the rest of the world."



Jon Nathan Denight, Guam Visitors Bureau Deputy General Manager; Mana Silva Taijeron, Guam Economic Development Authority Acting Administrator; Guam Governor Eddie Baza Calvo; EJ Calvo, Guam Economic Development Authority Chairman of the Board; Karl A. Pangelinan, Guam Visitors Bureau General Manager; Mark Baldyga, Guam Visitors Bureau Chairman of the Board

Joshua Cooper Ramo is slated to be the symposium's keynote speaker. A former senior editor of Time magazine (and the youngest in the magazine's history), Mr. Ramo is Vice Chairman of Kissinger Associates and author of "The Age of the Unthinkable: Why the New World Disorder Constantly Surprises Us and What We Can Do About It." Mr. Ramo will be speaking on Guam's role as a portal for commerce between America and Asia. Other topics that will be addressed at the conference include Guam's Strategic Plan for Visitor Industry Growth, The Potential of Real Estate Investment on Guam, The Role of the Commercial Port in Guam's Economy, the U.S. National Defense Posture in the Asia Pacific Region, and many more topics relevant to Guam's economic growth and development.

Karl Pangelinan, General Manager of GVB said, "We are pleased to partner with GEDA to make this symposium a success. We need to attract investors to build hotel rooms and attractions to support the growth that is expected." Over 400 investors and policy makers have been invited and are expected to attend. Mana Silva Taijeron, GEDA Acting Administrator said, "Conference registrations are selling fast. It is important that those who are interested register now so they don't miss this opportunity."

For more information about the conference, visit www.investguam.com/now.

Shop Guam Festival Wins PATA Gold

In recognition for outstanding achievement in marketing media, GVB received the 2014 Pacific Asia Travel Association (PATA) Gold Award for Marketing Media - Consumer Travel Brochure. The award was presented during the PATA Travel Mart in Phnom Penh, Cambodia on September 19, 2014.

The 2014 PATA Gold Award was presented in recognition of GVB's Shop Guam Festival Guidebook. The annual Shop Guam Festival (SGF) was created and developed by GVB in 2012 as the island's first global marketing campaign. Now in its third year, SGF strives to offer visitors an interactive shopping experience that highlights Guam as a modern, fashionable and diverse destination. The SGF Guidebook contains hundreds of exclusive offers and discounts on retail, dining and entertainment that are available only during the festival period. The SGF Guidebook is available in print and mobile app and is translated in six languages: English, Japanese, Korean, Russian, traditional Chinese and simplified Chinese.

"Shop Guam Festival has grown tremendously since it was created two years ago and the campaign's tremendous success has exceeded our expectations. Receiving international recognition for our Shop Guam Festival guidebook is the result of GVB's commitment to innovate



GVB General Manager Karl A. Pangelinan and GVB Marketing Manager Pilar Lagunaña receive the PATA Gold Award from PATA CEO Martin J. Craigs and Macau Government Tourist Office Advisor Susana Esmeriz.

and develop new ways of promoting Guam to the world," said GVB Marketing Manager Pilar Lagunaña.

Shop Guam Festival 2014 aims to surpass the success of its previous years while targeting at least 270,000 in visitor arrivals during the campaign period. Shop Guam Festival 2014 kicks off on November 1, 2014 and will run through January 5, 2015.

VIP Travel Agents from Beijing Experience Guam



Zeng Song, CEO, Baicheng.com; Yue Xiong, Chief Consultant & Board of Director, Hua yuan International Travel Service Co.; Wang Lihong, Marketing Director, CITS; Qin Tong, Managing Director, Beijing Anjie International Travel Service Co.; Chen Chaofeng, General Manager, Beijing Beichen International Travel Service Co.; Zhang Dejie, General Manager, Jianguo CYTS; Wang Lei, General Manager, Beijing Xinjie International Travel Service Co.; Sun Min, General Manager, China International Travel Service Co.; Qiu Feng, Vice GM, Shen Zhen Confort International Travel Service Co.; ZhuGe Hong, Vice GM, Beijing Wanda Global Tour Travel Service; Yu Haolan, Vice GM of Outbound Tourism Center, U-Tour International Travel Service; Dong Lei, Vice GM of Outbound Tourism Center, Beijing Xinhai International Travel Service Co.; Wang Li, Director of FIT Department, CITS Travel Service Co.; Wang Yifang, Director Of Asian operations, Hua yuan International Travel Service Co.; Liao Zhuojun, Tangshan Travel Service Co.; Feng Tian, Marketing Manager, Beijing China Travel Service Co.,Ltd; Du Ning, Marketing Representative, GVB; Hao Huan (Oliver), GM, Dynamic Airline; Richard Zhou, VP, DFS Group; Jiang Miao, Director, Travel Industry Marketing, DFS Group China Marketing Office; Wang Tianqi, Executive, Travel Industry Marketing, DFS Group China Marketing Office; Province Poppe, Miss Guam; Steve Del Rosario, Operations Control Director, T Galleria Guam; Terry Chung, Sales & Marketing Manager, T Galleria Guam

Since the launch of the first direct charter service from Beijing to Guam in June, GVB has been working diligently to continue the promotional momentum and growth in the Mainland China market. In September, GVB partnered with T-Galleria and Dynamic Airways to host 21 VIP agents from some of Beijing's top travel agencies. This group of high-profile executives specialize in selling the US and island resort product to the Chinese traveler and were provided opportunities to experience and learn about Guam's unique Chamorro culture and history, tax-free shopping, luxury golfing, various adventure activities and guided island tours. The VIP agents also connected with key sales and marketing managers in the Guam tourism industry to develop Guam packages.

Special thanks to T-Galleria Guam and China, Dynamic Airway, Puntan Dos Amantes, Hilton Guam Resort & Spa, Easy Travel, Alupang Beach Club, SeaGrill Restaurant, Skydive Guam, SandCastle, Lana'la' Chamorro Cultural Park and Micronesia Aviation.

Google Launches Guam Street View

On September 25, in partnership with GVB, Google launched its first Street View imagery of Guam. The new Street View images feature panoramic views from public roads on the island, giving people a virtual road trip through street-level imagery. Google also unveiled 23 beautiful locations including beaches, parks, and tourist spots such as Two Lovers Point and the Cetti Bay Overlook. With Street View imagery, Guam's beautiful landscape and tourist attractions can be enjoyed virtually through Google Maps from anywhere in the world.

In addition, Google is releasing new Indoor View imagery for eight shopping centers and 19 hotels on Guam, bringing people a new way to explore some of the island's most popular indoor destinations.

"We are excited to have partnered with Google to capture our island paradise in a way that hasn't been done before," said GVB General Manager Karl Pangelinan. "With the launch of Google Street View on Guam, both our local residents and visitors have a new unique resource to explore Guam's natural beauty and experience why we are the resort destination of choice."



About Google Street View

Street View is a popular feature of Google Maps, already available in 59 countries, that allows people to virtually explore and navigate a neighborhood through panoramic street-level images. In countries where Street View is available, users can access street-level imagery by zooming into the location on Google Maps, or by dragging the orange "Pegman" icon from the bottom right-hand corner of the map onto a blue highlighted street.

Guam areas available on Google Street View:

- **Public roads**

- **Special collection (beaches, parks, tourist spots):**

Guam Community College	Park University of Guam
Alupang Beach Club	Cetti Bay Overlook
Family Beach	Fort Nuestra Senora de la Soledad
Fort Santa Agueda	Gun Beach
Fish Eye Marine Park	Leo Palace Resort Guam
Inarajan Natural Pool	Ritidian Beach
Tagachang Beach	Talaifak Bridge
Talofofu Beach Park	Talofofu Falls Park
Tumon Beach	Two Lovers Point
Ypao Beach Park	Underwater World
Umatac Bay Park	Ipan Beach Park
West Hagåtña Beach	

- **Business and commercial sites:**

- Agana Shopping Center
- Guam Premier Outlets
- Micronesia Mall
- Tumon Sands Plaza
- T Galleria by DFS
- JP Superstore
- The Plaza Shopping Center
- Chamorro Village

- **Hotels:**

- Alupang Beach Tower
- Fiesta Resort Guam
- Grand Plaza Hotel
- Guam Reef & Olive Spa Resort
- Holiday Resort & Spa Guam
- Leopalace Resort Guam
- Onward Beach Resort & Waterpark
- Pacific Islands Club
- Royal Orchid Guam
- Bayview Hotel
- Garden Villa Hotel
- Guam Plaza Hotel & Tarza Waterpark
- Hilton Guam Resort & Spa
- Hyatt Regency Guam
- Oceanview Hotel and Residences
- Outrigger Guam Resort
- Pacific Star Resort & Spa
- The Westin Resort Guam
- Lotte Hotel Guam

GVB and PAL Host Cebu Travel Agent FAM Tour



Travel agents from Cebu were on island in September for a PAL Cebu Travel Agent FAM Tour that was organized by GVB and Philippine Airlines. There has been a notable increase in inquiries from Philippine travel agents about travel to Guam from Cebu and the Central Visayas area. Metro Cebu is the main urban and economic hub of the Visayan region with 2.5 million residents and the Metro Cebu airport is the second busiest airport behind Metro Manila. Cebu residents are fond of international travel, even if it requires transiting through Manila if Cebu direct flights are not available.

Philippine Airlines will begin daily flight service from Manila on October 26.

Guam Photo Exhibit Opens in Khabarovsk



The “Let’s Travel to Guam” photo exhibit, featuring photographs of Guam by Dmitry Kulikov, opened at TREND Café in Khabarovsk on September 4th and remained on display until September 25. Dmitry Kulikov is a Russian travel blogger and photographer who has visited Guam three times, each time capturing Guam’s beautiful landscapes and culture.

Guam Featured in Popu Lady Music Video



Taiwanese girl group Popu Lady debuted the music video for their new single “Different When With You” in August. The video was filmed in Guam during the group’s visit for the Guam International Music Festival just this past summer and features scenes at various locations around the island including Fisheye Marine Park, Tagada Theme Park, St. Laguna Chapel, Guam Reef and Olive Spa Resort and more.

The music video has been viewed over 220,000 times and has an overall positive rating. Watch “Different When With You” on YouTube at <http://youtu.be/oe37allTpCc>.

Universal FAM Tour from Moscow Visits Guam



Moscow-based Universal Tours caters to VIP and luxury segment travel and boasts more than 1000 agencies in Moscow as well as in other regions of Russia. During their visit to Guam they were particularly interested in visiting hotels and experiencing excursions to aid in developing Guam packages to offer to potential clients.

Upcoming Events

OCTOBER 2014

- Oct 15-17 (HICAP) Hotel Investment Conference Asia Pacific - *Hong Kong*
- Oct 16 Great Guam Shakeout, 10:16AM - www.shakeout.org/guam
- 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*
- Oct 26 Luna Festival - *Jeff's Pirates Cove*
- Oct 29-31 ITB Asia - International Travel Bureau Asia - *Singapore*
- Oct 30-Nov 2 Mode Tour International Travel Fair - *Seoul, Korea*

NOVEMBER 2014

- Nov 7-9 Cycle Mode International - Tokyo, Japan
- Nov 7-10 (ITF) International Travel Fair - Taipei, Taiwan
- Nov 14-16 (CITM) China International Travel Mart - Shanghai, China
- Nov 19-22 (DEMA) Diving Equipment & Marketing Association - Las Vegas, Nevada
- Nov 20-21 Cruise Shipping Asia-Pacific - Hong Kong
- Nov 24-26 USCA Harbin Road Show - Harbin, China

Visitor Statistics
Jan. 1 - Aug. 31, 2014
Total: 900,491
(+0.3% Over Last Year)

AUGUST 2014: 133,237 (-0.8%)

Country	Arrival Pax	Change from Last Year
Japan	80,672	-7.6%
Korea	27,247	17.6%
Taiwan	5,234	25.9%
China, P.R.C.	1,189	22.8%
U.S. Mainland	4,847	20.2%
Hong Kong	544	-3.7%
Russia	1,000	185.7%
Philippines	743	-4.6%
Australia	235	19.9%

New Faces at GVB



Gabryel Franquez
Marketing Secretary

Please welcome Gabryel Franquez, our Marketing Secretary. Gabbie is a recent graduate of the University of Guam, who majored in Business Administration with a concentration in Marketing and Human Resources Management. She plans to start her Masters Program next year, focusing on business strategy. Please welcome Gabbie!



Norwick Waltu
Shop Guam Festival Intern



Joleen Leon Guerrero
Shop Guam Festival Intern

Please welcome our Shop Guam Festival Interns, Norwick Waltu and Joleen Leon Guerrero. Norwick and Joleen attend the University of Guam and both are majoring in Business Administration with a concentration in International Tourism. Norwick is expected to graduate in May 2015 while Joleen is anticipating graduation this coming December. The duration of their internship with GVB will be from September 22nd through November 18th. Please welcome Norwick and Joleen!