



Message from the General Manager



Håfa Adai,

I want to personally thank all of our partners for another record-breaking year. The Guam Visitors Bureau ended 2014 on a great note with total visitor arrivals exceeding over 1.34 million. This accomplishment could not have been achieved without your help.

We're already off to a busy start in 2015. In February, GVB launched our 2015 Guam Events Calendar, which features a terrific lineup that is strategically positioned during the off-peak time of the year. From sports, art, music and culture, the calendar of events has something for everyone. Log on to www.visitguam.com for more details.

We're excited about the third Guam International Marathon, which is our first signature event of the year! Over three thousand participants are expected on April 12th and new features are planned along the race route. We encourage everyone to sign up by April 7th at www.guaminternationalmarathon.com before rates go up.

Also, keep your eye on China arrivals this month. We're getting a boost of travelers as part of the Chinese Lunar Year celebration. Thanks to Dynamic Airways for bringing in 15 charter flights from 5 different cities in China, as well as United for continuing its regularly scheduled flights from Shanghai. GVB is dedicated to our emerging China market, as well as growing and diversifying all of our visitor markets.

Finally, I want to commend outgoing General Manager Karl Pangelinan for his hard work in leading the Bureau these last couple years. He left some big shoes to fill, but I'm looking forward to continuing the great things we've accomplished for Guam with our tourism partners.

Let's continue to work together to make our island home a better place to live, work and visit!

Si Yu'os Ma'ase,

Nathan Denight
General Manager

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Chinese New Year Charters Strengthen Feb-Mar Arrivals



15 Dynamic Airways charter flights have brought nearly 3,000 Chinese visitors to Guam for the 2015 Chinese Lunar New Year. The non-stop charter flights began service in February and will run until March 2. The flights are originating in the China mainland cities of Beijing, Hangzhou, Nanjin, Shenyang and Chengdu.

"Dynamic Airways has made great efforts to develop the travel market between China and Guam. The new charter flight schedule between five major cities in China Mainland and Guam again demonstrates our firm commitment to this development," said Dynamic Airways China Country Manager Oliver Hao.

On June 21, 2014, Dynamic Airways launched non-stop scheduled charter service from Beijing to Guam, with flights every five days. The carrier also announced plans to introduce more charter flights between more Chinese cities and Guam during the later half of the year.

"We are absolutely thrilled that Dynamic Airways has committed to bringing in thousands of Chinese visitors during the Chinese Lunar New Year," said GVB General Manager Karl Pangelinan. "By the end of last year, we welcomed over 16,000 Chinese travelers, which was a 45% increase over 2013. We could not have done it without the help of this airline carrier and our other industry partners. United also launched its regularly scheduled flight service from Shanghai last October, which has added to the continued success of growing and diversifying tourism. Now that we've gotten our foot in the door with the No. 1 visitor source market in the world, it's essential we continue our strong partnerships to help us push forward with our Tourism 2020 goals."



GVB Hosts Top Travel Agents from Eastern China



In partnership with DFS China, DFS Guam, and United Airlines, GVB hosted a top level group of travel agent directors and managers from the eastern China regions of Shanghai, Zhejiang, Jiangsu, and Sichuan from January 20-24. The VIPs attended a series of site-inspection tours and conducted a workshop seminar at the Hyatt Regency on January 21st where Guam travel trade professionals had the opportunity for B2B discussions.

GVB Welcomes Hong Kong AMEX-Affiliated Team



The AMEX Travel & Lifestyle Team is an affiliate of American Express Ltd. and provides exclusive services such as full air and hotel arrangements to American Express card holders. The lifestyle team provides travel recommendations to its members, most of whom are categorized as "high-spenders." The AMEX Travel & Lifestyle Team traveled to Guam from January 16th - 19th and met with the local travel trade industry to garner valuable knowledge of the island's tourism offerings in order to promote Guam as a "Sun & Beach" destination to its members.

New Features Aim to Heighten 2015 GIM Experience

Exciting new features are coming to the 2015 Guam International Marathon, including a new fiesta aid station that will serve runner friendly local food favorites that will be presented in an on-course mini "fiesta" by the Islandwide Beautification Task Force. This year's event will also see an increase in on-course entertainment provided by many of Guam's favorite local music groups. The third annual Guam International Marathon will take place on Sunday, April 12, 2015.

A new finish line and finisher festival location are also in the works for this year's marathon, according to Guam International Marathon Event Director Ben Ferguson. "In an effort to take advantage of the tremendous beach that we have at beautiful Governor Joseph A. Flores Memorial Park, we have decided to move the finish line of the race closer to the beach and hold our finisher's party right next to the ocean. This change will enable our resident and visiting runners with a great opportunity to put their feet in the sand and cool off with a dip in the ocean after the race".

Ferguson added, "The entire community is really coming together to promote the success of this annual event, from volunteers to race officials, our sponsors and partners, along with local and international participants. We want to encourage everyone to come out, register for the 5k, 10k half or full marathon and take advantage of this great value and awesome experience, right here at home."



GIM Sponsors and Beneficiaries (seated L to R) Katarina Sgro, GVB Board Member; Former First Lady Joann Camacho, T-Galleria by DFS & the Tourism Education Council; Ken Yanagisawa, General Manager - Pacific Islands Club; Ben Ferguson, Guam Sports Events, Inc.; Atty. Naoko Shimizu, Islandwide Beautification Task Force; Nathan Denight, General Manager - Guam Visitors Bureau; Former Senator Telo Taitague, Deputy General Manager - Guam Visitors Bureau; Sally Malay, Sales Account Manager - Guam/Micronesia, United Airlines; (standing L to R) Michelle Diego, ASC Trust Corporation; Marie Calvo Monge, Stations of KUAM; Jackie Marati, Bank of Guam; Leigh Graham, USO; Michelle Chaco, Docomo Pacific; Kazumi Lamayo, Taico; Cindy Hanson, Powerade/Foremost; and Clarence Palisoc, Take Care Insurance are pictured at the 2015 Guam International Marathon Press Conference held today at the Pacific Islands Club in Tumon.

Japan's Naoko Takahashi has been selected to serve as this year's official event ambassador. Naoko Takahashi was the gold medalist in the marathon at the 2000 Sydney Olympic Games and is one of Japan's most famous running personalities.

Key sponsors of the Guam International Marathon include Pacific Islands Club, United, the stations of KUAM, ASC Trust Corporation, Bank of Guam, T-Galleria by DFS, Docomo Pacific, A.B. Won Pat International Airport - Guam, SPPC/Circle K, Taico, Powerade and Take-Care Insurance.

The 2015 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. The public is encouraged to follow Guam International Marathon on Facebook, Instagram and Twitter. Complete event details and registration can be found on the official event website at www.guaminternationalmarathon.com.

Korea Market Gets Boost From Jeju Air

Jeju Air recently launched a new twice weekly non-stop flight service between Busan, South Korea and Guam.

An inaugural ceremony for the new flight service was held in January at the Gimhae Airport in Busan. A Guam delegation that included Lt. Governor Ray Tenorio, GVB Deputy General Manager Nathan Denight, Miss Guam Chanel Jarrett and other GVB staff were in attendance. The delegation met with Jeju Air CEO Kyu Nam Choi, Busan Regional Aviation Administration Chief Administrator Jongguk Lee and other Korean transportation and airport executives. The inaugural flight from Busan arrived into Guam in the early morning of Friday, January 9, 2015, and passengers were treated to a welcome reception.

"This is great news for Guam and we applaud the efforts of Jeju Air in helping us to grow and diversify our Korea market, which translates into more jobs and opportunities for our island people," said Lt. Governor Ray Tenorio. "Our administration and GVB continue to welcome all visitors to Guam, especially as we move forward with the Tourism 2020 goal of bringing in two million visitors."

"Jeju Air's confidence in Guam as a premier destination is definitely going to help us achieve even greater visitor arrival numbers going forward," said GVB General Manager Karl Pangelinan. "This past year alone, we received nearly 310,000 Korean visitors, which exceeded our initial 2014 goals. GVB has been working closely with the Governor's Office and Guam



New twice weekly non-stop flight service launches between Busan and Guam

International Airport Authority to encourage Jeju Air to pursue more routes to Guam. This inaugural flight is a clear demonstration of the airline's commitment to grow our Korean tourism market and we just want to thank them for their support."

With the new flight service, seat capacity aboard Jeju Air's 737-800 aircraft has the potential to bring over 18,000 additional travelers out of Busan and will help GVB reach its 2015 goal to bring in about 375,000 Korean visitors to Guam.

Jeju Air is a Korean Low Cost Carrier (LCC), affiliated with the Aekyung Group. The airline also operates daily flights to Guam out of Seoul, which began in 2012.

GVB Releases Extensive 2015 Event Calendar

The Guam Events Calendar was created to promote Guam's events on an international level. One of the challenges GVB has faced over the years is the lack of time to promote events to the different markets. This calendar is just one of the ways GVB is collaborating with industry partners to set dates far in advance so ample time is allowed to plan and promote the island's events in countries like Japan, Korea, Taiwan, Mainland China, Russia, the Philippines and the U.S. mainland.

GVB is arming the international community and local community with information that will grow tourism arrivals and tell Guam's unique story in 2015. The Guam Visitors Bureau released the 2015 Guam Events Calendar in February at an international press conference held at the Sheraton Laguna Guam Resort. See page 8 for a list of Guam 2015 Events. To download the complete Guam 2015 Calendar, go to www.visitguam.com.



Guam's Two Lovers Point and Lovers Point in Toi Celebrate 25th Anniversary of Sister Cape Alliance

Delegates from Guam Visitors Bureau participated in the commemorative signing ceremony on February 13 in celebration of the 25th anniversary of the sister cape alliance between Guam's Puntan Dos Amantes, or Two Lovers Point, and *Toi Koibito Misaki*, or Lovers' Point, in Toi, Izu City, Japan.

Lieutenant Governor Raymond S. Tenorio and 10 other delegates from Guam were present to celebrate the milestone of the long-standing exchange between Guam and Toi based on the Lovers' Points. At the signing ceremony, GVB Vice Chairman of the Japan Marketing Committee Norio Nakajima and Toi Branch of Izu City Tourism Association Branch Chief, Mr. Kazuki Yamaji signed the written declaration with the hope for long lasting friendship and prosperity for Guam and Toi. Lieutenant Governor Raymond S. Tenorio and Mayor of Izu City Yutaka Kikuchi also signed the pact as witnesses.

At the signing ceremony, Lieutenant Governor Raymond S. Tenorio said, "I am very pleased to know that exchange opened up by Lovers Points in Guam and Toi has lasted for 25 years. I hope to welcome as many Japanese tourists to Guam, and proactively strengthen mutual exchanges between Japan and Guam."

The following day, Lieutenant Governor Raymond S. Tenorio took part in the ribbon-cutting ceremony to celebrate the opening of the newly designed boardwalk (renamed as *Te wo Tsunagu Michi* which trans-



Ribbon-cutting ceremony at the opening of the newly designed boardwalk at Lovers Point in Toi

lates as A Path to Hold Hands) at the Lovers Point in Toi. The first wedding ceremony at the newly-renovated Lovers Point was held after the ribbon cutting ceremony and the delegates from Guam congratulated the newlywed couple.

About Lovers Point in Toi, Izu City

The cape is at the end of the 700-meter boardwalk with fantastic vistas of Mount Fuji Suruga Gulf. There is a bell, the same silver bell as the one presented to Guam, and is one of the popular tourist sites in Izu City. A person with unrequited love is to call the name of their beloved and ring the bell three times for success in love.

Guam Celebrates 20 Years of Friendship with Sapporo

Guam recently celebrated the 20th Anniversary of the island's Friendship Agreement with the city of Sapporo. The agreement seeks to strengthen friendship and cooperation between Guam and Sapporo through meaningful exchanges in the areas of culture, education and sports as well as economic development and tourism for the mutual benefit of both sides.

The Guam Delegation, which included Miss Guam World Chanel Jarrett, GVB Chairman Mark Baldyga and Governor Eddie Baza Calvo, met with STA Chairman Hisao Hoshino and representatives from the Friends of the Sapporo Tourist Association to resign the friendship agreement.



Local Businesses Take the Hafa Adai Pledge

The Hafa Adai Pledge program is a cornerstone of the Guam Visitors Bureau's local community branding campaign. Since its inception in 2009, the Hafa Adai Pledge program has grown steadily both in numbers of participants as well as the content of individual pledges. To date, over 490 private businesses, government agencies, non-profits and other organizations have joined the Hafa Adai Pledge program. For more information about the Hafa Adai Pledge program, please email hafaadai@visitguam.org or call GVB at 646-5278.



Top L to R: Karl Pangelinan (Guam Visitors Bureau) joins Taz Ada (Blu Wave), Su Cha Ko (Accessorize Me), Putu Junsay (Our Crafts), Marilyn Salas (Salas Gardens), Jeffrey San Nicolas (Chamorro Village)

Bottom L to R: Kyong Hee Lee (Chamorro Brand Gifts & Clothing), Melinda A. Motes (Handicraft by Kinky), Won Sooh Hee (Modemore) as they proudly display their newly signed Hafa Adai Pledges at the Chamorro Village Main Pavilion.



Top L to R: Shawn Camacho (Prubechu, General Manager), Nicholas B. Santos (GuamStyle Clothing Co., Managing Partner), Alfred O'Mallan (GuamStyle Clothing Co., Managing Partner), Karl Pangelinan (GVB, General Manager), John O'Mallan (O'Bros Entertainment, Promoter)

Bottom L to R: Shawn Naputi (Prubechu, Chef), Tomas O'Mallan (GuamStyle Clothing Co., Managing Partner), Mike O'Mallan (O'Bros Entertainment, Promoter) and Chris Carriaga (O'Bros Entertainment, Trenchfest Logistics Manager) present their newly signed Hafa Adai Pledges.



L to R: Telo T. Taitague (GVB, Acting General Manager) welcomes Jonte De Leon (SUP Shack, Sole Proprietor), Gilda Eay Espaldon (Essence Hair Artistry, Owner), Jessica and Olivia Stout (Bonita Trading Company, Owner), Barbara Whitman (The Spot, Owner), Leonard K. Kaae, Jr. (Hafalohe, Inc., President & CEO) into the Hafa Adai Pledge familia as they proudly display their newly signed pledges at the Guam Visitors Bureau.



L to R: Karl Pangelinan, GVB General Manager joins Ronin and Elisa Arevalo, Owner - Procreate, Vana Quichocho, Owner, Sushiphilic and Tracy Voacolo, President - Micronesia Renewable Energy, Inc. proudly display their newly signed Hafa Adai Pledges at the Guam Visitors Bureau in Tumon.

Arrivals Up in January 2015

For the first month of 2015, Guam welcomed 117,244 visitors, which is an 0.1% increase over the previous year. Fiscal Year 2015 is also up by 0.5%, or more than 2,000 visitors.

As Guam's second largest market, arrivals from Korea continue to trend upwards, with a 35.6% increase compared to January 2014. Other visitor markets also show continued diversification and growth. U.S. mainland arrivals grew by 7.3%, while arrivals from Hawaii rose 25.3%. In addition, markets that showed an increase include Canada by 25.9%, and Hong Kong by 6.1%.

Civilian Sea Arrivals also shot up by 330.8% when compared to the previous year.

Visitor Statistics Jan. 1 - 31, 2015 Total: 117,244 (+0.1% Over Last Year)

JANUARY 2015: 117,244 (0.1%)

Country	Arrival Pax	Change from Last Year
Japan	64,111	-7.3%
Korea	38,765	35.6%
Taiwan	2,602	47.0%
China, P.R.C.	952	-55.0%
U.S. Mainland	4,695	7.3%
Philippines	723	-0.8%
Hong Kong	6116	.1%
Russia	691	-69.3%
Australia	19	-4.2%

March 2015 Events

6-8	Guam Discovery Day	Umatac by the Sea
6-8	Guangzhou International Travel Fair	Guangzhou, China
6-9	Guam Travel Agent Seminar	Cairns, Australia
10	UOG Charter Day	University of Guam
13-20	Guam Art Exhibit (GAX) Showcase	The Plaza
15-17	Routes Asia 2015	Kunming, Yunman, China
16	Moscow MICE Forum	Moscow, Russia
16-19	Sea Trade Cruise Ship Convention	Miami, Florida
18-21	Moscow International Travel & Tourism Exhibition	
18	Day of America	Moscow, Russia
21-22	Coconut Festival	Agana Heights
23-24	SelectUSA Investment Summit	Washington, D.C.
26-29	Spring Travel Fair	Taipei, Taiwan
27-29	2015 Gupot Chamorro/Crab Festival	Merizo
28	Che'lu Chamorro Cultural Festival	San Diego, CA
28	Marianas Open Jiu Jitsu Tournament	Father Duenas Phoenix Center

2015 GUAM EVENTS

GVB Signature Event

DATE	EVENT	LOCATION
JANUARY		
Jan 1	Tropical Fantasy Fireworks	Tumon Bay
Jan 29 & 30	Guam Governor's Cup Ladies Golf Tournament	LeoPalace Resort Golf Club
FEBRUARY		
Feb 26-Mar 14	23rd Annual Marianas Cup Beach Volleyball Festival	Ypao Beach Park
MARCH		
Mar 6-8	Guam Discovery Day	Umatac by the Sea
Mar 13-20	Guam Art Exhibit (GAX) Showcase	The Plaza
Mar 21-22	Coconut Festival	Agaña Heights
Mar 27-29	2015 Gupot Chamorro / Crab Festival	Merizo
Mar 28	Marianas Open Jiu Jitsu Tournament	Father Duenas Phoenix Center
APRIL		
Apr 4	Back to Sumay Day	Sumay, Naval Station
Apr 11	XTERRA Guam Championship	Port Authority Beach, Piti
Apr 12	3rd Guam International Marathon	Gov. Joseph Flores Memorial Park
Apr 17-19	37th Annual Smokin' Wheels Racing Weekend	Yigo Raceway Park
Apr 18	UOGFF (University of Guam Film Festival) Spring Local Showcase	University of Guam
Apr 24-26	Banana Festival	Ipan Beach Park
MAY		
May 8-10	Guam International Large Ball Table Tennis Tournament	University of Guam Fieldhouse
May 15-17	28th Guam Micronesia Island Fair	Gov. Joseph Flores Memorial Park
May 11-18	2015 Calvo's SelectCare ITF Junior Championships Tennis Tournament	Hilton Guam Resort & Spa
May 24	2015 Cocos Crossing	Merizo Pier
May 25-31	2015 King's and Delta Guam Futures Tennis Tournament	Hilton Guam Resort & Spa
JUNE		
June 1-30	71st Liberation Day Carnival	Tiyan
June 5-6	GUAM LIVE International Music Festival	Paseo
June 6-7	9th Annual Agat Mango Festival	Agat
June 21	XTERRA Series: Father's Day Trail Run	TBD
JULY		
July 1-31	71st Liberation Day Carnival	Tiyan
July 1-Aug 1	Guam Art Exhibit (GAX) Annual Gallery	The Plaza
July 4	Guam BBQ Block Party	Pleasure Island
July 21	71st Liberation Day Parade	Agaña
AUGUST		
Aug 11-16	Guam Women's Baseball Cup 2015	LeoPalace Resort
SEPTEMBER		
Sept 11-13	Donne' Festival	Mangilao Mayor's Office
Sept 26-30	Guam International Film Festival (GIFF) Fall International Showcase	Agaña Center Stadium Theatres
OCTOBER		
Oct 10	XTERRA Series: Progressive Triathlon - SWIM	TBD
TBD	Guam National Body Building & Fitness Championships	LeoPalace Resort
NOVEMBER		
Nov 1-Feb 15	Shop Guam Festival	Tumon
Nov 14	1st Annual XTERRA Games & Halom Fachi Mud Run	TBD
Nov 28	Japan Autumn Festival	Gov. Joseph Flores Memorial Park
TBD	Tour of Guam Cycling	Southern and Central Guam
DECEMBER		
Dec 5	XTERRA Series: Progressive Triathlon - BIKE	TBD
Dec 5-6	22nd Junko Friendship Rubber Baseball Tournament	LeoPalace Resort Baseball Field
Dec 6	Guam Ko'ko' Half Marathon & Ekiden Relay	Gov. Joseph Flores Memorial Park
Dec 6	Guam Ko'ko' Kids Fun Run	Gov. Joseph Flores Memorial Park

* Event information subject to change.