



## Message from the General Manager



Håfa Adai,

We have an exciting schedule of signature events that kicked off the month of April. More than 3,240 runners from over 10 countries participated in the third Guam International Marathon (GIM) on April 12, making it another record turnout. We even had the XTERRA Guam Championship the same weekend as GIM, with some triathletes actually racing both events. I want to congratulate all our finishers, sponsors, supporters and volunteers. We could not have done these events without your continued support!

Preparations are already underway for the next two GVB signature events in May and June – the 28th Guam Micronesia Island Fair (GMIF) and the 2nd Guam Live International Music Festival. We expect both events to draw thousands of people to experience our island home in different ways. GMIF will be from May 15-17, 2015 and will serve as a preview to the Festival of Pacific Arts that Guam will host in 2016. Guam Live will follow on June 5-6, 2015 with an all-star line-up of artists that will redefine entertainment tourism on our island.

We encourage everyone to stay tuned to [visitguam.com](http://visitguam.com) as we make more exciting announcements in the coming weeks. Let's continue to make our island paradise a better place to live, work and visit!

Senseraamente',

JON NATHAN DENIGHT  
General Manager

### IN THIS ISSUE:

- |  |  |
|--|--|
| 2 Nick Jonas to Co-Headline Guam Live            | 6 GVB Promotes Guam in Southern China        |
| 3 Record Turnout for Guam Intl Marathon          | Mega Exposure for Guam in Inflight Magazines |
| 4 Recent GVB Overseas Missions                   | 7 Businesses Take the Hafa Adai Pledge       |
| 5 Guam Debuts at Spring Travel Fair in Taiwan    | 8 Best February Arrivals in Guam History     |
| Guam Wins Best Performance at Manila Travel Expo | 9 Visitor Arrivals & Upcoming Events         |

## GVB Signs Nick Jonas for Upcoming Guam Live International Music Festival



Multi-talented artist Nick Jonas will be a co-headliner for the 2nd Annual Guam Live International Music Festival slated for June 5-6, 2015 at Paseo Stadium in Hagåtña.

Nick Jonas rose to fame as part of the Grammy nominated Jonas Brothers. The 22-year-old former Disney star is stepping out on his own with his recently released self-titled

album, NICK JONAS, with his singles, "Chains" and "Jealous" topping the music charts and airwaves. Jonas also recently played an MMA prize fighter for the television show Kingdom.

"We're excited to welcome Nick Jonas to Guam as a headliner for GVB's second annual Guam Live International Music Festival," said GVB General Manager Nathan Denight. "GVB created this signature music event to benefit our local community and take tourism to greater heights. Music unites people from all walks of life and what better way to do it than on our island paradise. We encourage everyone to stay tuned as we continue to announce the line-up for all international and local acts to be featured at Guam Live."

Tickets are on sale at [www.guam-live.com](http://www.guam-live.com) and at all 76/Circle K Locations. The two-day GVB signature event will feature pop, rock, reggae, hip-hop and island music performances by international artists from all across the globe. The Guam Live festival grounds will include Chamorro Village, Paseo Park and surrounding areas. The event is expected to draw thousands of visitors to our region, boost the local economy and help with revitalization efforts in Guam's capital city of Hagåtña.

The additional headliners for the 2015 Guam Live International Music Festival will be announced soon. Last year, top-rated acts from all over the world performed at Paseo Stadium, such as Sublime with Rome, Matisyahu, Steel Pulse, and Guam's own Pia Mia. Talent from Guam's major visitor source markets also took the Guam Live stage, including Japan's Home Made Kazoku and Izah Blue, Korea's Brown Eyed Girls and NU'EST, and Taiwan's Popu Lady.



## Memorial Loop Project Complete

After nearly three years of hard work, the Archbishop Flores Memorial Loop mural and statue are finally refreshed and ready for the community to enjoy. Revitalization efforts had been made since February 2012 by Lt. Governor Ray Tenorio, Attorney Naoko Shimizu, the Island Beautification Task Force, University of Guam art students and other partners. A ribbon cutting ceremony was held on March 9, 2015 and GVB has taken on the responsibility of maintaining the memorial loop.





## Record Turnout for 2015 Guam International Marathon

*Inose from Japan & Ryu from South Korea win 3rd annual event*



GVB, along with 2015 Guam International Marathon co-hosts Pacific Islands Club Guam and United Airlines, welcomed runners from around the world on Sunday, April 12. The third annual event was the largest international road race to take place in Guam. Over 3,240 runners from Guam, CNMI, Japan, Korea, Philippines, Hong Kong, Macao, Taiwan, Switzerland, Netherlands, Palau, the United Kingdom and the U.S. took part in either a 5K, 10K, half marathon and full marathon.

576 runners took part in the marathon, 785 in the half marathon, 798 in the 10K and 1,085 in the 5K. Runners participated in start parties featuring a light tunnel, DJ Oz, Urban Fitness & Studio dancers, PIC Pacific Fantasies Dance Company fire show and inspirational remarks from Acting Governor Ray Tenorio before each race.

"As a GVB Signature event, the Guam International Marathon exemplifies our commitment to sports and events tourism and is critical to the success of the Tourism 2020 plan. GIM is now in its third year and continues to bring economic benefits and valuable international exposure for our island community," said Nathan Denight, Guam Visitors Bureau General

Manager. "We welcome our international participants, their families and supporters and we thank our local partners, participants and volunteers for bringing GIM's '42k of Håfa Adai' to life."

"The whole community came together and truly made this event 'more than a run, a Håfa Adai experience'. We're thrilled to have another year of record participation and we encourage everyone to join us again for the 4th Annual Guam International Marathon on April 10, 2016," said GIM Event Director, Ben Ferguson.

The Guam International Marathon is also sponsored by ASC Trust Corporation, Bank of Guam, T-Galleria by

DFS, Docomo Pacific, Powerade, SPPC/76 and Circle K, TakeCare, Taico, A.B. Won Pat International Airport Authority - Guam, RIM Architects, and the stations of KUAM.

Guam International Marathon proceeds benefit the Tourism Education Council, the Island-wide Beautification Task Force and the Guam USO.

### 2015 GIM TOP FINISHERS

#### MALE DIVISION

M	.....	Yusuke Inose	.....	JPN	.....	2:41:22
HM	.....	Sho Matsumoto	.....	JPN	.....	1:11:43
10K	.....	Hiroo Tonegawa	.....	JPN	.....	33:20
5K	.....	Yasuhiro Tago	.....	JPN	.....	16:17

#### FEMALE DIVISION

M	.....	Sung Hwa Ryu	.....	S.KOR	.....	3:08:42
HM	.....	Manami Iijima	.....	GUAM	.....	1:35:47
10K	.....	Yukie Tamura	.....	JPN	.....	40:32
5K	.....	Jacqui Slack	.....	UK	.....	19:24



## Guam Meets with Global Investors at SelectUSA Summit

GVB Deputy General Manager Telo Taitague joined Lt. Governor Ray Tenorio, Guam Economic Development Authority (GEDA) Deputy Administrator Mana Silva Taijeron and the Guam International Airport Authority (GIAA) at the SelectUSA summit in National Harbor, Maryland. GEDA took the lead in this overseas mission. The event brought 1,300 investors from around the world together to facilitate investment in the U.S. The investment focus for Guam was on real estate, specifically in hotel development in the markets of Japan, Korea, and China. The summit took place from March 23-24, 2015.



## GVB Pursues Cruise Shipping Industry

GVB Deputy General Manager Telo Taitague recently returned from representing Guam at the Seatrade Cruise Shipping Miami trade event with Tourism Committee Chair Senator Tina Muña Barnes. They met with top tier cruise company executives, attended workshops and ensured the exposure of Guam and Micronesia as a very viable cruise destination. Efforts to grow the cruise industry are all part of the Tourism 2020 plan.



## GVB and United Host Guam Seminar in Cairns

21 Australian travel agents attended the Guam/United Product Update Seminar held in Cairns on March 5-9, 2015. Overall, the travel agents were appreciative of the updates and expressed interest in group travel opportunities for upcoming events such as Guam Live, Guam Micronesia Island Fair and FESTPAC 2016. The Guam team was interviewed by local Cairns media and interviews appeared in the Cairns Post and on Channel 7 News.





## Guam Debuts at Taiwan Spring Travel Fair

Guam exhibited for the first time at the 9th Annual International Spring Travel Fair (STF) held in Taipei, Taiwan. The 4-day event boasted over 1,000 booths all created to encourage travel and tourism business opportunities. Last year alone, STF attracted 218,000 visitors and generated 1,796 news reports.

GVB Marketing Officer II Brian Borja and Marketing Officer I Kisha Onedera Garrido represented Guam with the GVB Taiwan team to highlight upcoming events such as the Guam International Marathon, Guam Micronesia Island Fair, Guam Live International Music Festival, and FESTPAC 2016.

The GVB team was interviewed by various media including TTN, a leading bi-weekly magazine that has followed tourism trends since 1990. TTN readership is comprised of over 2,800 travel agencies in Taiwan, over 100 airlines, 40 tourism bureaus, government officials and tourism associates.



## Guam Wins Best Performance at Manila Travel Expo

Guam brought home the award for Best Overall Performance from the 22nd annual PTAA Travel Expo, held in Manila in February. The expo is one of the largest held in Manila with tens of thousands consumers and travel industry professionals in attendance.

GVB also organized a media gathering for the opportunity to interact directly with local media in Manila. 23 representatives from various digital media outlets were present.



## GVB Promotes Guam to Key Industry Leaders in Southern China

GVB exhibited at the annual Guangzhou International Travel Fair (GITF) held March 6-8, 2015. GITF receives wide attention among the tourism industry and is considered one of the most influential B2B fairs focusing on outbound, inbound and MICE travel. As the most influential travel trade fair in Southern China, GITF is recognized as the best way to get into the vast China market as well as a gateway to diversified international markets that are rooted in Guangdong, the largest tourist source market in China.

GVB met with approximately 140 local travel agents and travel partners and 26 media. GVB introduced and promoted Guam and its tourism offerings such as wedding, shopping, optional tours and MICE resources. GVB also conducted a Guam USA Sales Seminar in cooperation with United Airlines that provided a forum to conduct Guam presentations and market updates to about 80 key travel agents.



## Mega Exposure for Guam in Airline In-flight Magazines



### EVA Air enVoyage

The 5-page article, "Guam - Little America in the East" was published in the February 2015 issue and describes a visitor's vacation experience on Guam. Positioned as a distinct travel destination to get away from the daily stress of city life, the article showcases Guam's history, culture, romantic wedding experience, and food offerings.

enVoyage has a large monthly print run of 800,000 copies that are repeatedly read on all EVA Air / UNI Air international flights, Evergreen International Hotels and Evergreen buses, reaching an average monthly readership of nearly 620,000. Digital enVoyage is also available on iPad.



### Japan Airlines Skyward Magazine

Inspired by the Guam Chamorro Dance Academy lessons taking place throughout Japan, Japan Airlines Skyward Magazine highlights Guam's unique culture through song and dance in its March 2015 issue.

Featuring Chamorro Dance Master Frank Rabon, the editorial team from JAL's in-flight magazine visited our island to learn more about Guam's past in a beautifully shot 10-page article. Master Rabon shared how he has dedicated his life toward restoring, perpetuating and educating others about Chamorro traditions.

With over 30,000 flights per month and more than 7 million passengers, this Japanese language publication can be found aboard over 30% of the flights in and out of the country.

## Local Businesses Take the Håfa Adai Pledge

The Håfa Adai Pledge program is a cornerstone of the Guam Visitors Bureau's local community branding campaign. Since its inception in 2009, the Håfa 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 Håfa Adai Pledge program. For more information about the Håfa Adai Pledge program, please email [hafaadai@visitguam.org](mailto:hafaadai@visitguam.org) or call GVB at 646-5278.



### T-Galleria

Over 300 employees including management staff participated in a Håfa Adai Pledge Renewal at T-Galleria's monthly company meeting held March 10th at the Outrigger Guam Resort. Led by Lynette Johnson (DFS Group Managing Director Mid-Pacific), Catherine Denight Gayle (Human Resources Director), Joann Camacho (Director Market Development), Adrienne Camacho (Learning & Development Manager), Carlo Carino (Communications Manager) and Alicia G. Roberto (Admin Hub Manager), T-Galleria staff were joined by GVB Deputy General Manager, Telo Ta-itage. T-Galleria by DFS took the Hafa Adai Pledge in September 2010 and have renewed their pledge with employees every year.



### Tiyan High

Tiyan High and the school's Lodging Management Program signed the Håfa Adai Pledge on March 20th during the school's Mes Chamorro celebration. From left: Johnsey Hagel (Tiyan High School, Student); Senora Severina Atalig (Chamorro Teacher); Freda Arie (Assistant Principal of Curriculum Instruction & Assessment); Sophia Duenas (Principal, Tiyan High School); Maribeth Betito (Lodging Management Program Teacher); Savanah Borja (Tiyan High School, Student); Jonalyn Ceria (Assistant Principal of Business and Facilities); and Josh Tyquiengco (GVB, Public Information Officer).



### Chamorrita Swimwear

Chamorrita Swimwear also officially joined the Håfa Adai Pledge familia in March. Chamorrita Swimwear Owner/Designer Sandrine Cruz Stewart, along with GVB General Manager Nathan Denight, proudly displays her newly signed Håfa Adai Pledge at the GVB office in Tumon.



## Best February Arrivals in Guam History

*Guam visitor numbers for month of February reaches milestone*

The Guam Visitors Bureau research department has confirmed that February 2015 is ranked as the top February for visitor arrivals in Guam's history, recording 126,080 visitors.

It broke the previous record of 123,002 visitors, which was documented almost 20 years ago in February 1996. The second month of 2015 also ranked #11 on the list of "Guam's Top 15 Banner Months." March 2013 is still the top banner month in tourism history, which totaled 136,278 visitors.

Ongoing efforts to grow and diversify Guam's visitor markets helped lead to the increase in arrivals, with charter flights for the Chinese Lunar New Year giving February 2015 an added boost.

"Our efforts to diversify and grow our tourism arrivals are working! This translates into more job opportunities for our local community and tourists investing in what's great about our island. I commend the Guam Visitors Bureau and the entire tourism industry for working hard to achieve the goals in the Tourism 2020 plan," said Governor Eddie Baza Calvo.

Signs of Japan's economic recovery are showing in Japan outbound travel numbers. February 2015 indicated dramatic improvement in Japan arrivals, moving closer towards positive growth. For nearly two years, the average decline of Japan arrivals to Guam was 7%. Japan

recorded its lowest decline to date in February 2015 with a 1.5% drop. Meanwhile, GVB continues its aggressive marketing plan to address Guam's top visitor market.

"Growing and diversifying our visitor markets is paying off, but our efforts are far from over," said GVB General Manager Nathan Denight. "As we continue to promote our Chamorro culture and expand on Guam's portfolio of signature events and sports tourism, we are well on our way to achieving our Tourism 2020 goals in the next five years. I want to thank our industry and the local community for being terrific partners in helping us to showcase the very best our island has to offer."

### Guam's Top 10 February Arrivals

Rank	Month	Guam Arrivals
1.	Feb 2015	126,080
2.	Feb 1996	123,002
3.	Feb 2013	122,072
4.	Feb 1997	117,603
5.	Feb 2014	117,032
6.	Feb 2001	115,157
7.	Feb 1995	104,821
8.	Feb 2000	112,770
9.	Feb 2012	112,129
10.	Feb 2004	112,053





## March 2015 Ranks 5th in Top Visitor Arrivals

March is historically a peak period for visitor arrivals and March 2015 showed numbers that exceeded expectation. The Guam Visitors Bureau Research Department confirmed that March 2015 is the second best March in the history of tourism, with 132,334 visitors.

It also broke into the top five months, beating out the August 2001 record of 132,249 visitors to become the fifth top banner month. March 2013 remains at the top of the list with the highest monthly visitor arrival record of 136,728.

"Visitor arrivals continue to soar to new heights, which proves our markets are diversifying and growing inline with the Tourism 2020 plan," said GVB General Manager Nathan Denight. "This is the second consecutive month that arrivals have broken records. Guam is the place to be and having more visitors coming to our island paradise means more opportunities to share our irreplaceable Chamorro culture, strengthen our local economy and create more jobs for our people."

In March 2015, Guam welcomed 132,334 visitors, which is about a 0.8% increase when compared to the previous year, or 1,081 more visitors. With an increase in arrivals for January 2015 (+1.2%) and February 2015 (+7.7%), March 2015 now marks the third consecutive month of year-over-year growth. Looking at the bigger picture, total Fiscal Year-to-Date arrivals are up 1.4% and Calendar Year-to-Date arrivals have gone up by 3.2%.

### Visitor Statistics Jan 1 - Mar 31, 2015 Total: 376,915 (3.2% from LY)

#### MARCH 2015: 132,334 (0.89%)

Country	Arrival Pax	Change from LY
Japan	87,735	-5.4%
Korea	27,434	27.0%
Taiwan	3,279	1.2%
China	1,443	129.8%
U.S. Mainland	5,411	17.7%
Philippines	948	6.2%
Hong Kong	675	-7.3%
Russia	254	-85.8%
Hawaii	1,356	16.7%

## April 2015 Events

Apr 16-23	GVB China Sales Mission	Shanghai, Beijing, Chengdu, P.R. China
Apr 17-19	37th Annual Smokin' Wheels Racing Weekend	Yigo Raceway Park
Apr 18	UOG Film Festival Spring Local Showcase	University of Guam
Apr 23-26	PATA Annual Summit	Leshan, Sichuan (China)
Apr 24-26	Banana Festival	Ipan Beach Park

## May 2015 Events

May 8-10	Guam Intl Large Ball Table Tennis Tournament	UOG Fieldhouse
May 11-18	Calvo's SelectCare ITF Junior Championships Tennis Tournament	Hilton Guam Resort & Spa
May 15-17	28th Guam Micronesia Island Fair	Gov Joseph Flores Mem Park (Ypao)
May 17-30	SelectUSA Greater China Road Show	China
May 21-23	Pacific International Tourism Expo	Vladivostok, Russia
May 24	2015 Cocos Crossing	Merizo Pier
May 22-25	Taipei Tourism Expo	Taipei, Taiwan
May 25-31	King's & Delta Guam Futures Tennis Tourn	Hilton Guam Resort & Spa
May 30-Jun 3	USTA IPW	Orlando, Florida