



Message from the General Manager



Håfa Adai,

With the summer months fast approaching, the GVB team is working hard to bring you the best signature events that will unite thousands of island residents and international guests, and stimulate our local economy.

The first GVB signature event coming up is the 2nd Annual Lotte Duty Free Guam Live International Music Festival on June 5-6 at Paseo Stadium in Hagåtña. 5-time Grammy Award winning artist Ceelo Green and island music sensation Common Kings now complete the diverse group of star studded performers that include Tinashe, Hoodie Allen, Far East Movement, Jay Park, "w-inds.", and HOMEMADE KAZOKU. We'll soon find out what local acts will also perform on the Guam Live stage.

Following Guam Live, the next weekend will be all about the 28th Guam Micronesia Island Fair. The longest running GVB signature event was originally set for May 15-17, but had to be re-scheduled to June 12-14 due to poor weather conditions associated with Typhoon Dolphin. The great thing about pushing back GMIF is that it gives everyone more time to prepare, especially since this important cultural gathering will serve as preview to the Festival of Pacific Arts that Guam will host in 2016.

There is much more in store for this summer, but in the meantime, log on to visitguam.com to stay connected with us as we make more announcements in the next few weeks.

Senseraamente',

JON NATHAN DENIGHT
General Manager

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Checking Up On Guam's 2020 Vision

On February 4, 2014, Governor Eddie Calvo, along with officials from the Guam Visitors Bureau, Guam Economic Development Authority and Guam International Airport Authority, launched the Tourism 2020 plan. Tourism 2020, a roadmap to help shape Guam's future, is centered around eight core objectives with a goal to grow and improve the island's tourism industry and attract 1.7 million visitors annually by 2020 (2 million with a China visa waiver). By completing specific and measurable tasks, Tourism 2020 aims to provide economic opportunities and an enhanced quality of life for all Guamanians.

The Tourism 2020 vision is to develop Guam into a world class, first-tier resort destination of choice, offering a U.S. island paradise with stunning ocean vistas, for business and leisure visitors from across the region with accommodations and activities ranging from value to five-star luxury — all in a safe, clean, family-friendly environment set amidst a unique 4,000-year old culture.

Since the launch of Tourism 2020, the island's visitor industry has seen back-to-back banner years and record-setting months in visitor arrival numbers, even in spite of declining markets such as Japan and Russia. This can largely be credited to GVB's efforts in diversifying Guam's arrival base and the significant growth of the Korea market, whose 2020 goal has, in fact, already been met. Overall, the island appears to be on track to achieve the goal of 1.7 million visitors by 2020.

But is Guam prepared to host 1.7 million or more in just four years? To ready the island for the influx of visitors, GVB Chairman Mark Baldyga says the Bureau is actively engaged with all GovGuam agencies through its destination management committee and is working closely with DPW, DPR and other agencies in flood remediation and other matters. "The core infrastructure is already in place to handle this volume. Keep in mind we are only going to add 6,000 visitors per day, even at 2 million visitors, whereas we have 160,000 residents and a current base of 13,000 tourists per day. Thus, the increase is really equivalent to just a 4% population growth, yet will yield 50% higher economic contribution."

The Chairman admits the biggest challenge of the Tourism 2020 plan is raising the quality of the destination because it is such a monstrous task. "Under the leadership of Nate Denight, Clifford Guzman, Mayor Hoffman, Doris Ada and others involved in destination management, and with the support of the legislature and the administration, we are tackling our challenges one by one. We already added the visitor safety officer program, eliminated graffiti in Tumon and are adding online training programs for industry employees this year in order to improve service. But there is a great deal more to be done and we need to seriously ramp up the capital investment in our tourism district using the TAF (Tourism Attraction Fund)."

Since the Tourism 2020 plan went into action, GVB has made significant strides to improve the destination in a short period time. The bureau has also begun laying a foundation for conference or MICE business with the establishment of dedicated personnel, PR material and MICE study tours. GVB has also been actively promoting annual signature events to attract international travelers such as the Guam Live International Music Festival, Guam Micronesia Island Fair and Shop Guam Festival.

"I am excited by the rapid progress we have seen thanks to the outstanding efforts and work of GVB's management and staff and I am excited by the response from the markets," said Chairman Baldyga. "Our leading agents including the chairman of JTB and the presidents and founders of Korea's top agents (Hana and Mode) have told me that they are thrilled with the plan and are excited to have a clear blueprint to follow so that we can they can plan accordingly and we can all walk in lock step towards our future. They believe the goals are completely achievable. I to believe that, together with our membership and the support of the people of Guam, we can achieve and exceed our goals, making Guam a better place not only to visit but to live, work, and raise a family."



[Click here to view/download the Tourism 2020 plan.](#)

Guam Live Adds Grammy Award Winner to Line-Up



The lineup has changed for next month's Lotte Duty Free Guam Live International Music Festival. Pop-star Nick Jonas is unable to perform for Guam Live due to a scheduling conflict and has been replaced with two all-star acts. In a statement received by GVB, Nick Jonas said, "Due to a scheduling conflict it will no longer be possible for me to come play Guam. I am so sorry to deliver this bad news to my fans in Guam and look forward to finding another opportunity to deliver a concert for you in the near future."

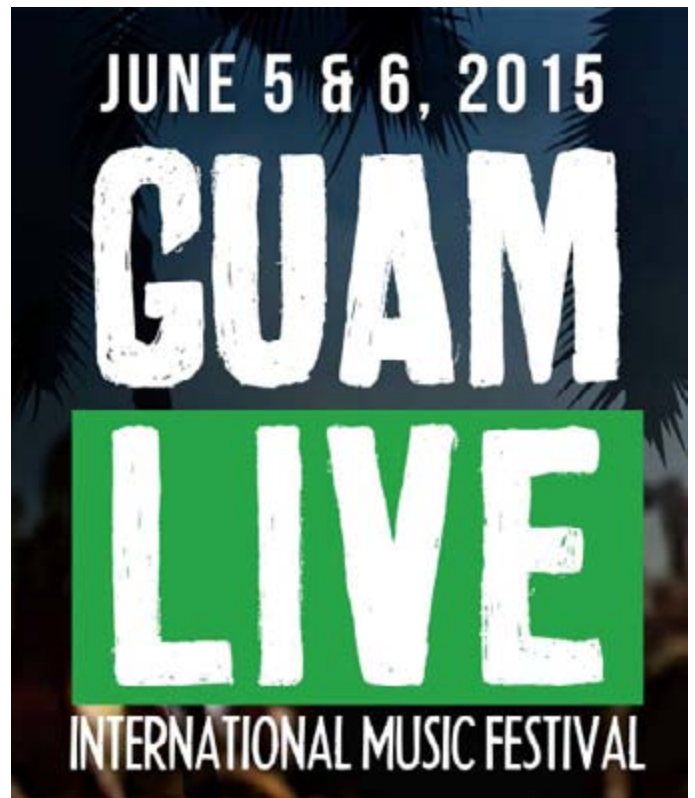
"Music Festival line-ups are subject to change leading up to the event. While we're disappointed that Nick Jonas won't be able to perform, we are ecstatic that we are adding two major acts to Guam's premier music event," GVB General Manager Nathan Denight said. "Grammy award winning artist and 'The Voice' judge CeeLo Green will join the Guam Live line-up, in addition to island music sensation Common Kings, who are fresh off a tour with Justin Timberlake."

As a 5-time Grammy Award winning singer-songwriter-producer, CeeLo Green will now co-headline Guam Live 2015 on June 5. The multi-talented star is known as a television personality, actor, entrepreneur, pop culture & fashion icon, and professional "lady killer." In addition to his success as a recording artist, CeeLo Green completed four seasons as a coach on NBC's hit show, *The Voice*, alongside mega-stars Christina Aguilera, Adam Levine and Blake Shelton.

In addition to confirming CeeLo Green for Guam Live, island music sensation, Common Kings, have committed

to performing for the GVB signature event. In just two short years, Common Kings have compiled an impressive resume, including sold-out tour stops in Hawaii, Los Angeles, Tokyo, and Australia. With an extremely loyal following of fans, over 7 million YouTube views have been generated on the group's independently-produced hits, such as "Alcoholic", "Wade In Your Water", "No Other Love", and "Fly". Common Kings have opened for several A-list artists including Justin Timberlake, Fergie and Brian McKnight.

CeeLo Green and Common Kings now complete the revised line-up for the Lotte Duty Free Guam Live International Music Festival 2015. They join a diverse group of star-studded performers that include Far East Movement, Tinashe, Hoodie Allen, Jay Park, "w-inds.", and *HOMEMADE KAZOKU*. A handful of local performers will also be selected to perform as Guam Live draws closer. Tickets are on sale now at all 76/Circle K Locations and online at guam-live.com.



Guam Micronesia Island Fair rescheduled for June

The 28th Guam Micronesia Island Fair (GMIF) has been rescheduled to June 12, 13 and 14, 2015 and will be open from 12 noon to 9:00 p.m. each day. GMIF will feature a variety of food and beverage vendors, artisans and cultural exhibitors and entertainment, including a farmer's market, local produce, petting zoo, volleyball tournament, interactive art workshops and live art demonstrations.

With this year's theme of "Bridging past, present and future - The Journey to FestPac", GVB has secured island reggae group, The Mana'o Company, to perform at the fair. Best known for their hit song "Drop Baby Drop", the award-winning band will share the GMIF Pepsi stage with local music legends,

Marianas Homegrown, who will perform celebrated songs including "Inner Voices" and "Apo Magi." Other GMIF performers include Love & Håfa Adai, Stay Tuned, R&R, Phoenix Stage Band and Rising Tide. Admission to this GVB signature cultural event is free.

"With GMIF signifying the launch and countdown to FestPac, this festival will showcase performing artists from Guam and Micronesia, alongside celebrated performers from across the Pacific," said GVB General Manager Nathan Denight. "We invite our local residents and visitors to experience the rich history of Guam, Rota, Tinian, Saipan, as well as the Federated States of Micronesia and the republics of Kiribati, Nauru, the Marshall



Islands, and Palau during this three day cultural celebration."

Vendor packet pick up will be available at the Guam Visitors Bureau in Tumon beginning on Monday, June 8.

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 500 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 or call GVB at 646-5278.



Telo T. Taitague (GVB, Deputy General Manager) joins **Amber Word** (Blue Amber Trio - Guam Art Boutique, Owner), **Myriam Wagstaff** (Pearl's Fast Food, Owner), **Raeann Aguon** (Hafa Adai Na'mu, Owner), **Jeffrey San Nicolas** (Chamorro Village, Manager), **Josh Tyquiengco** (GVB, Public Information Officer), **Charmagne Yoon** (Surf Beads, Owner), and **Demetria Aloran** (A&A Variety Gift Shop, Cashier).



Fred Eugene Bordallo III (For Peace Band- Sole Proprietor), **Derek Mandell** and **Sherwin Paet**, (Run Guam Inc. - Owners) are joined by **Telo T. Taitague** (GVB Deputy General Manager) along with **Charlotte Huntsman** (Guam Regional Medical Clinic - Director of Human Resources), **Valerie Vy Manibusan** (Roni Beans Coffee & Tea - Owner) and **Monica Cruz** (Cruz Best Foods - Administrative Officer).

PATA Selects Guam to Host 2016 Annual PATA Summit

The Pacific Asia Travel Association (PATA) has selected Guam as the location of the 2016 PATA Annual Summit, to be held at the Dusit Thani Guam Resort in May 2016. The summit, hosted by GVB, will include a one-day conference, the PATA Youth Symposium, the PATA Executive Board and Committee meetings, and Annual General Meeting 2016. Between 350 and 400 top officials in the tourism industry from more than 100 countries are expected to attend the one-day conference.

Governor of Guam Eddie Baza Calvo and PATA CEO Mario Hardy announced the Summit during a press conference at the Ricardo J. Bordallo Governor's Complex in Adelup, Guam on May 14. Governor Calvo welcomed PATA representatives and shared the importance of holding the summit on Guam.

"We're glad we're able to support the Pacific Asia Travel Association and its anniversary celebration. This event will precede the Festival of Pacific Arts, which will be held in May 2016. It will be another opportunity for Guam to demonstrate its ability to host international, multi-level conferences," said Governor Eddie Baza Calvo. "As the gateway between Asia and America, Guam's geographic location, its perfect blend of Pacific islander, Asian and American community, and its beautiful beaches all come together to provide a unique experience."

PATA CEO Mario Hardy, along with staff from PATA Headquarters, were in Guam recently to endorse the 12th Festival of Pacific Arts (FestPac) to be held in Guam from May 22 - June 4, 2016. The Festival of the Pacific Arts is held every four years since 1972, and brings together artists and cultural practitioners from around the Pacific region for two weeks of festivity.

At the press conference, Mr. Hardy added, "Founded in 1951, PATA will be holding its 65th Anniversary next year and with Guam as one of its founding members, I am delighted that we have the opportunity to host the event in this island paradise. We have plans to add more value to this event for our delegates and we are excited to be working with the wonderful people at the Guam Visitors Bureau, who I know will help deliver a truly successful event."



From left: Paul Pruangkarn, Manager – Communications, PATA; Chris Flynn, Director – Pacific, PATA; Mario Hardy, CEO, PATA; Eddie Baza Calvo; Governor of Guam; Tina Rose Muna Barnes, Legislative Secretary and Chairwoman of Committee on Municipal Affairs, Tourism, Housing and Historic Preservation, Guam Legislature; Mark Baldyga, Chairman of the Board of Directors, GVB; Jon Nathan Denight, General Manager, GVB; and Pilar Laguana, Marketing Manager, GVB, and Chairperson, PATA Micronesia Chapter.



GVB and PATA on K57's Breakfast Show with Ray Gibson talking about the PATA Annual Summit that will be hosted on Guam in May 2016.

PATA Micronesia Holds Tri-Annual Meeting in Majuro

GVB and members of the Pacific Asia Travel Association (PATA) Micronesia Chapter gathered in the Republic of the Marshall Islands for the organization's first tri-annual chapter meeting on April 7-8, 2015.

The Marketing, Education and Membership committees discussed future promotions and activities, including PATA CEO Mario Hardy's visit to Guam for the 28th Guam Micronesia Island Fair (GMIF) and the upcoming military travel fairs at Andersen Air Force Base and Naval Base Guam. Chapter goals between 2015-2016 were also reviewed.

"Our meeting in Majuro was very productive and we have a great team of PATA Micronesia Chapter officers and members that truly represent the interests of our region in the Pacific," said Pilar Laguaña, PATA Micronesia Chairwoman. "This tri-annual meeting is a wonderful opportunity to network with various island nations to continue promoting Micronesia."

Chapter members also held a silent auction for the victims affected by the aftermath of Typhoon Mayasak in Chuuk and Yap. Proceeds from the auction were donated to assist the typhoon victims and provide relief.

The General Membership meeting concluded on April 8 with guest speaker and poet Kathy Jetnil-Kijner sharing her story and her poem, "Dear Matafele Peinem", to PATA Micronesia members, which was presented at the 2014 United Nations Climate Summit in New York.

The next PATA Micronesia Chapter meeting will be held in Kosrae, FSM from August 4-6, 2015.



Group photo with Guest Speaker Kathy Jetnil-Kijner for the PATA Micronesia Chapter 1st Tri-Annual General Membership Meeting on Eneko Island, Majuro, RMI on April 8.



PATA Micronesia Chapter members gather for a committee meeting day at the Majuro International Convention Center on April 7, 2015.

GVB Sponsors Chamorro Festival in San Diego

The 6th annual Chamorro Cultural Festival, organized by the Chamorro Hands in Education Links Unity (CHELU), welcomed over 4,000 visitors and 40 vendors to the California State University San Marcos Campus in San Diego. As the main sponsor of the event, GVB exhibited at the festival, conducted interviews with local media and hosted a Guam Product Seminar on campus.



Arrivals Continue To Grow In April 2015

Tourism numbers for Korea and China continued to increase in April, surpassing the numbers recorded for the previous year. More so, the arrival numbers for both of these visitor markets are helping to boost overall year to date arrivals for 2015.

Guam's second largest market of Korea generated a sizable increase in arrivals for April, rising 20.1% over last year's numbers. Growth and diversification are also noticeable in other visitor markets as well. Arrivals from the People's Republic of China increased by 58.3%, while arrivals from the Philippines rose by 3.7%. Additionally, markets that showed growth include the U.S. mainland by 14.5%, Canada by 21.9%, and Vietnam by 20%. Armed Forces Sea Arrivals also increased by 260.3% when compared to the previous year.

The Preliminary Month-to-Date arrivals report for April 2015 shows Guam welcomed 96,256 visitors, which is a slight decrease when compared to April 2014. However, thanks to the record-breaking arrival numbers seen during the first three months of the year, Calendar Year-to-Date arrivals for 2015 are up by 1.9% to 473,171 visitors. Fiscal Year-to-Date arrivals have also grown to 803,115 visitors, which is nearly 11,000 more or 1.4% higher when compared to FY2014.

Visitor Statistics
Jan 1 - Apr 30, 2015
Total: 473,171
(1.9% from LY)

April 2015: 96,256 (-2.6%)

Country	Arrival Pax	Change from LY
Japan	52,411	-6.9%
Korea	28,381	20.1%
Taiwan	2,959	-6.9%
China	1,116	58.1%
U.S. Mainland	4,585	14.5%
Philippines	1,390	3.7%
Hong Kong	720	0.3%
Russia	218	-87.4%

June 2015 Events

June 1-30	71st Liberation Carnival	Tiyan, Guam
June 3-5	Korea MICE Expo	Seoul, Korea
June 5-6	Guam Live International Music Festival	Paseo, Guam
June 5-7	Scuba Show	Long Beach, California
June 5-7	HANA Tour International Show	Ilsan, Korea
June 6-7	Agat Mango Festival	Agat, Guam
June 10	Andersen Travel Fair	Coral Reef Fitness Center, AAFB
June 11	Naval Base Travel Fair	Charles King Fitness Center, Naval Base Guam
June 11-14	Korea World Travel Fair (KOTFA)	Seoul, Korea
June 11-14	Hong Kong International Travel Expo and MICE Travel Expo	Hong Kong
June 12-14	28th Guam Micronesia Island Fair	Gov. Joseph Flores Memorial Park (Ypao Beach)
June 19-20	South Pacific Tourism Exchange	Melbourne, Australia
June 21	XTERRA Series: Father's Day Trail Run	Guam