



Message from the General Manager



Håfa Adai,

Summer is finally here and the Guam Visitors Bureau (GVB) has a full schedule of exciting signature events for both island residents and visitors to enjoy!

The Guam Live International Music Festival kicked things off on June 5-6, 2015 at the Paseo Stadium in Hagåtña. Two full nights of music from local and overseas talent definitely brought thousands of people together to witness performances from Cee-Lo Green, Tinashé, Common Kings, Jay Park, Hoodie Allen, w-inds., Home Made Kazoku, Far East Movement, the Mount Carmel Phoenix Stage Band and To The Hill. Guest performances from Handle Bars also filled in some of the Guam Live stage time.

In addition, the 28th Guam Micronesia Island Fair (GMIF) showcased the "Journey to FestPac" at Governor Joseph Flores Memorial (Ypao Beach) Park the following weekend on June 12-14, 2015. Those that attended the fiery opening ceremony for the island fair felt the energy and anticipation of uniting the islands of Micronesia. More so, it gave everyone a preview of the Festival of Pacific Arts (FestPac) that Guam will be hosting in 2016.

Moving forward, the GVB team and its industry partners are hard at work for the annual Guam BBQ Block Party that will be held on July 4th in the Pleasure Island area of Tumon. We'll be announcing more details soon, but log on to visitguam.com to stay connected with us.

Si Yu'os Ma'ase to everyone for supporting all these great signature events and ultimately, tourism!

Senseramente',

A handwritten signature in black ink that reads "Jon Nathan Denight". The signature is stylized and cursive.

Jon Nathan Denight
General Manager

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Thousands Turn Out for 2nd Guam Live Festival

Over 8,000 massive music fans turned out for the second annual Guam Live International Music Festival, held over the weekend of June 5th and 6th at the Paseo Stadium in Hagåtña.

Guam Live strives to curate a line-up that mixes mainstream artists from the U.S. with chart-topping international acts and this year was no exception. The diverse star-studded roster included multiple Grammy award winner CeeLo Green, platinum Korean artist Jay Park, island reggae sensations Common Kings, and electro hip hop giants Far East Movement. Other mainstream U.S. and international performers included Tinashe, Hoodie Allen, Home Made Kazoku and w-inds.

Guam Live was created in 2014 to drive international visitors and has since developed into the largest music festival in the Western Pacific region. Guam Live 2015 was promoted heavily in Guam's eight core overseas markets, resulting in an increase in international attendees over last year's festival and additional revenue for Guam.



"The second annual Lotte Duty Guam Live International Music Festival was a tremendous success. We're excited that the Festival has grown into a unique event for Guam that showcases U.S. and international music stars alongside our island's local musicians," said Guam Visitors Bureau General Manager Jon Nathan Denight.

"Promotion of the Festival in our various source markets encourages visitors to come to Guam and enjoy one of the most diversified musical weekends in the Western Pacific and Micronesia. All of the Bureau's efforts are focused on making Guam a better place to live, work and visit."

The 2015 Lotte Duty Free Guam Live International Music Festival was presented by United Airlines, Docomo Pacific, 76/Circle K, The Stations of KUAM, Guam AutoSpot, Call Guam and Heineken. The event was also supported by Hilton Guam Resort & Spa, Lotte Hotel, The Pacific Islands Club, Pacific Star Resort and Spa, Sheraton Laguna Guam, Fiesta Resort, Monster Energy, Kwikspace, Paradise Limousines, and Pepsi. Special thanks to Uno Magazine, Jack Daniel's, Jamaican Grill, Crowns Guam, The Gap, Fence Masters, Patron Tequila and Sky Vodka.

28th Guam Micronesia Island Fair Starts Countdown to FESTPAC 2016

GVB's longest-running signature event, the Guam Micronesia Island Fair (GMIF), was held over the weekend of June 12-14 and brought together visiting delegations from Palau, Yap, Kosrae, Chuuk, Pohnpei and the Marshall Islands.

For nearly three decades, GMIF has been a meeting point for islanders from different nations to come together and celebrate art, performance and traditions that are culturally unique to their islands. The 28th Guam Micronesia Island Fair drew a crowd of 30,000 people over the course of three days and featured over 100 vendors and many dance groups and musicians including Hawaiian reggae legends The Manao' Company and Bruddah Waltah. Other features included a petting zoo, farmer's market, zip line, rock climbing and carabao rides.

64 international media from Guam's source markets attended the fair and will be publishing stories and features about GMIF to help generate content and promote FESTPAC 2016 in traditional and digital media platforms in Japan, Korea, China, Taiwan, Hong Kong, Philippines, and Russia.

This year's GMIF theme was "Bridging Past, Present and

Future - the Journey to FESTPAC" and the 28th GMIF served as a kickoff for the countdown to FESTPAC 2016. FESTPAC is considered to be the Olympics of Pacific arts - a massive celebration of cultural diversity that brings 27 island nations together for two weeks. Guam will be the host country for FESTPAC in the summer of 2016.

"Having the 'Olympics of Pacific Arts' in the capital city of Hagåtña is a monumental moment for our people, especially as we move forward together in preserving our past and growing our economy in the 21st century. Working in unison to shine a spotlight on our cultural heritage all ties into the festival theme of 'What We Own, What We Have, What We Share, United Voices of the Pacific' or 'Håfa Iyo-ta, Håfa Guinahå-ta, Håfa Ta Påtte, Dinanña Sunidu Siha Giya Pasifiku,'" said GVB General Manager Jon Nathan Denight.

The Guam Micronesia Island Fair is the island's largest annual celebration that affords visitors an opportunity to learn about and experience Chamorro culture, giving them a greater understanding and appreciation of what makes Guam a unique destination.



63 Agents from Japan Attend 2015 Hafa Adai Study Tour

GVB recently hosted 63 travel agents and travel trade media from key Japanese cities that have direct flight service to Guam. The 2015 Hafa Adai Guam Study Tour was an opportunity to provide the latest information about Guam as a viable and world-class destination. This year the study's focus was on Wedding and Group/MICE travel agents.

Agents attended one of two specialty seminars at the Hyatt Regency Guam that were followed by a trade show. Agents also conducted site inspections at participating hotels and wedding chapels. At the end of the study tour, the entire group attended the Guam Live International Music Festival.

Offers were extended to visiting agents by several Guam optional tour companies and agents were able to participate in various tours and activities including the Sand-Castle, Underwater World, Coco Palm Garden, Atlantis Submarine, Leo Palace Resort (site inspection and lunch), Alupang Beach Club (banana boat, jet ski, parasailing and dolphin watching), and skydiving with Skydive Guam Inc.

"The Hafa Adai Study Tour has been a vehicle for over 20 years to give travel agents and international media from Japan a unique and rewarding experience of Guam. In



this way, they are able to promote Guam directly to consumers with first-hand knowledge of who we are as a destination and what we have to offer," said GVB General Manager Jon Nathan Denight.

"During this year's Hafa Adai Study Tour our visiting travel agents experienced GVB's newest signature event, the Guam Live International Music Festival. The Paseo Stadium will be home to the Festival of the Pacific Arts in 2016 and this was a great opportunity to showcase the potential of our capital city, Hagatña. Our team in Japan is aggressively working with travel agents to develop package tours for FESTPAC 2016."

Ending out their GVB planned activities, Puntan Dos Amantes (Two Lovers' Point) hosted a cocktail reception where agents enjoyed a

sweeping view of Tumon Bay and learned about the famous legend of two Chamorro lovers.



Tomoko Yasoshima, a participant in the GVB Hafa Adai Study Tour, is a member of Home Made Kazoku's fan club. GVB made arrangements for her to be able to watch Home Made Kazoku's performance at Guam Live at the front of the stage.



Air Busan Announces Flight Service to Guam

Air Busan, an LCC airline based in Busan, Korea, has announced plans to begin direct service to Guam next month in July. The airline began operations in 2007 and currently services neighboring countries such as Philippines, Vietnam, Japan, China, Taiwan and Cambodia. Air Busan plans to launch Busan-Guam service on July 22 to coincide with the island's Liberation Day celebration. The airline will fly four times weekly between Busan and Guam.

A pre-launch promotion was held at Haewundae Beach in Busan during the city's spring festival parade. The GVB delegation was led by GVB Deputy General Manager Telo Taitague and included Gina Kono, GVB Senior Marketing Officer; Dee Hernandez, GVB Cultural Heritage Officer; Miss Guam World Chanel Garrett, and a Guam cultural dance group.

GVB Sweeps Two Awards at KOTFA

GVB was presented with two awards at the annual Korea World Trade Fair (KOTFA) held from June 11 - 14, 2015 in Seoul, edging out over 4,800 exhibitors for Best Folklore Performance and Best Tourism Marketing. KOTFA, now in its 30th year, is the largest international travel fair in Korea with over 60 countries represented.

Korea Market Committee Chairman Bartley Jackson led the GVB Delegation which included Korea Market Committee 1st Vice Chairman Hong Soon Im; Gina Kono, GVB Senior Marketing Officer; Kraig Camacho, GVB Community Development Officer; Brittany Bell, Miss Universe Guam 2014 and the GVB Hafa Adai Cultural Show. The GVB delegation was joined by Mari Buensuceso and Pacita Tomada of National Car Rental and Monte Mesa from GPO/Tumon Sands Plaza. Adjacent to GVB's booth was the Pleasure Island booth.



GVB Showcases Guam at Hana Tour International Fair

GVB exhibited at the annual Hana Tour International Travel Fair held on June 5-7, 2015 in Seoul, Korea.

This annual trade and consumer event is organized by Hana Tour, the largest tour company in South Korea. The fair attracted 75,000 visitors over 3 days, including 3,000 of Hana Tour's retail agents.

This fair provides an excellent opportunity for GVB to raise the awareness of Guam among a wide range of market segments in South Korea.



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 this free community program, please email hafaadai@visitguam.org or call GVB at 646-5278.



Chris "Malafunkshun" Barnett (GMIF Emcee) is joined by **Henry "Jay" Nuqui** (Men & Joy BBQ, Manager), **Jonathan Jose** (Long Live Clothing Company, President), **Marie A. Manglona** (Mama Rees Sweet Treats, Owner), **Royce Hare** (SLD Clothing, Partner), **Kristine Bactad** (Leighzee Designs, Guam Artist), **Ed Gaza** (Opake Guam, President), as well as **Josh Tyquiengco** (GVB, Public Information Officer) as these GMIF vendors proudly display their newly signed Håfa Adai Pledges at the 28th annual Guam Micronesia Island Fair in Tumon on June 14, 2015.

GVB Exhibits at PITE, Hosts Seminar for Russian Travel Agents

Together with Pacific Islands Club and United Airlines, GVB participated in the annual Pacific International Tourism Expo (PITE) in Vladivostok, Russia from May 21-23, 2015.

The GVB delegation was led by Board Director Bart Jackson and included GVB Marketing Manager Pilar Laguana; GVB Marketing Officers Mark Manglona and Haven Torres and Miss Universe Guam Brittany Bell. GVB initiated marketing efforts and promoted Guam to travel trade and consumers.

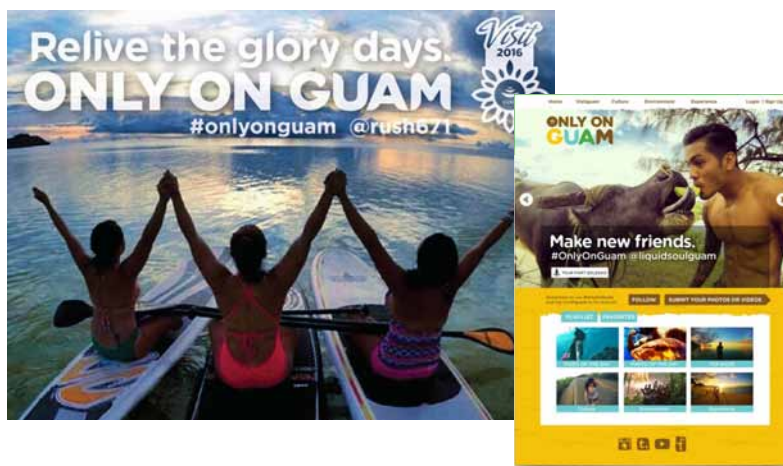
GVB also conducted a Travel Agent Workshop in Vladivostok that was attended by over 30 travel agents who were updated on the newest Guam offerings and upcoming events for 2015/2016. Also present at the Guam product seminar was the U.S. Consul General for Vladivostok, Erick Holn-Olsen and Regional Manager of Korean Air, Dong Hee Cho.



GVB to Launch New 'Only on Guam' Campaign This Summer

GVB is poised to launch "Only On Guam," a new major marketing campaign that celebrates what is unique to Guam through cultural, environmental, and experiential images, as well as thoughts and ideas that capture what it means to live, work and visit Guam.

Launching this summer, the Only On Guam campaign aims to increase visitor arrivals and also increase online and social media engagement by communicating unique personal stories about "Only On Guam" experiences, events and activities and sharing them with an international audience through GVB's various online and social media channels across all markets.



Visitor Arrivals Soar In Month Of May

The Guam Visitors Bureau Research Department confirmed that May 2015 is the sixth best May in the history of tourism, with 96,873 visitors.

Additionally, GVB's preliminary May 2015 report also noted that Japan arrival numbers are up, with the Japan market recording a 1.3% increase. Kanto (Tokyo) arrivals have also risen by 4.3%. GVB has spent a lot of time advertising and marketing the island in the Tokyo region, which makes up for 50% of Japan arrivals to Guam.

"We are constantly working with our industry partners to aggressively market and promote our island paradise," said GVB General Manager Nathan Denight. "Visitor arrivals in the various source markets continue diversifying and growing in line with the Tourism 2020 plan. This means we have more opportunities to create more additional

jobs for our people, share our unique Chamorro culture and grow a healthy and robust economy."

In May 2015, Guam welcomed 96,873 visitors, which is a 6.9% increase when compared to the previous year. Total Fiscal Year-to-Date arrivals are also up 1.9% and Calendar Year-to-Date arrivals have gone up by 2.7%.

Japan arrivals are up by 1.3%, followed by Korea with a 26.5% increase. Arrivals from The People's Republic of China also grew 40.9%. A notable 146.7% has been recorded for Shanghai, with direct flights bringing even more visitors to Guam.

Other visitor markets also recorded more diversification and growth. Vietnam rose 471.4% and Thailand increased by 15.8%. Additional markets that showed growth include Canada by 32% and the U.S. mainland by 8%.

Visitor Statistics
Jan 1 - May 31, 2015
Total: 570,029
(2.7% from LY)

May 2015: 98,873 (6.9%)

Country	Arrival Pax	Change from LY
Japan	49,270	1.3%
Korea	29,904	26.5%
Taiwan	3,338	-16.5%
China	1,092	40.9%
U.S. Mainland	4,542	8.0%
Philippines	1,156	-19.0%
Hong Kong	580	-21.8%
Russia	175	-91.6%

It also should be noted that Civilian Sea Arrivals increased by 6571.9% when compared to the previous year. The cruise ship, the Sun Princess, arrived on May 31, bringing nearly 2,000 passengers to Guam.

July 2015 Events

July 1-31	71st Liberation Day Carnival	Tiyan
July 1-Aug 1	Guam Art Exhibit (GAX) Annual Gallery	The Plaza
July 2-6	Travel Madness Expo	Manila, Philippines
July 4	Guam BBQ Block Party	Pleasure Island
July 5-10	Japan Guam Live Presentation (GLP)	Sendai and Sapporo
July 21	71st Liberation Day Parade	Agana
July 25-26	Kashiwa Festival	Japan
July 30-Aug 4	PATA Micronesia Tri-Annual Chapter Meeting	Kosrae, FSM