



Message from the General Manager



Håfa Adai,

We are more than half way through the year, but our summer of events continues this month with the Guam BBQ Block Party!

While we had to postpone the third annual GVB signature event because of weather conditions associated with Tropical Storm Chan-Hom, we've moved it to a date that will pair well with our Guam Events 2016 Calendar Launch and Visit Guam 2016 Expo at the Micronesia Mall. During the daytime on July 18, find out what events in 2016 will draw thousands of people to Guam, including the Festival of Pacific Arts. In the evening, come down to Pleasure Island in Tumon to watch local and international BBQ teams face off against each to win the title of "Champion Grill Master" and \$4,000 in prize money at the Guam BBQ Block Party. There also will be live art, drinks, food, music, entertainment and a variety of vendor booths for the entire family! Make sure to save the date!

Additionally, visit the Liberation Carnival grounds this month in Tiyan and check out the Liberation Day Parade on July 21 in Hågatña. Take some time to remember those that were affected and paid the ultimate sacrifice during World War II for the freedom we enjoy today.

We want to thank our industry partners, our visitors and the entire community for their support of all these great tourism-related events. Please stay connected with us and log on to visitguam.com for more information.

Si Yu'os Ma'ase for making our island home a better place to live, work and visit!

Senseramente',

Jon Nathan Denight

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CHILL & GRILL
 A GUAM LIBERATION CELEBRATION

presented by
PLEASURE ISLAND
 GUAM



VISIT GUAM 2016
EXPO

Saturday July 18, 2015
 10:30am - 2:30pm
 Micronesia Mall, Dededo
 (Center Court)

Join us as we celebrate
 Guam's unique events
 and attractions in 2016.

Learn about the historic
 Guam Museum, catch a
 glimpse of the 12th Festival
 of Pacific Arts and mingle
 with sports, art, and cultural
 event exhibitors.

**Come and experience what is
 ONLY ON GUAM!**

- 2016 event exhibitors
- Festpac cultural demonstrations
- Entertainment by Gef Pago, Pa'a Tao Tao Tano and more!
- Free giveaways and raffle prizes

**Annual BBQ Block Party Returns
 on Saturday, July 18**

The third annual Pleasure Island Guam BBQ Block Party returns to Tumon in celebration of Guam's Liberation on Saturday, July 18, 2015 from 5:30 p.m. to 10:00 p.m.

The GVB signature event will showcase Guam's unique BBQ styles as well as food vendors and local artisans. Additionally, live art, music and entertainment will be featured at the block party of the summer.

The Micronesian Chefs' Association has partnered with GVB to present the highlighted BBQ competition between local and international teams, with over \$4,000 in prize money up for grabs. Two chefs from Korea will team up and compete with several local teams including 2014 Guam BBQ Block Party Champion Grillmasters, Asu Smokehouse.

Event organizers expect thousands of participants to turn out for this free event, in addition to global media representatives generating millions in exposure for Guam.



GVB Meets with International Travel Buyers at IPW

U.S. Travel Association's IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. — it is not a typical trade show. In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA (representing all industry category components), and more than 1,300 international and domestic buyers from more than 70 countries conduct business negotiations that result in more than \$4.7 billion of revenue generated in future U.S. travel. At IPW, buyers and sellers are able to conduct business that would otherwise be accomplished through an exhaustive number of around-the-world trips.

GVB had over 100 pre-scheduled business appointments with travel trade professionals from core markets of Japan, Korea, China, Taiwan, Russia and the Philippines and also met with interested travel trade professionals from Singapore, Australia, and Germany. The delegates also networked with over 100 international media representatives at IPW's media marketplace and had meetings with U.S. Commercial Service Officers



from Russia, Singapore and Australia. The team also attended two social mixers for the Women in Travel & Tourism International Organization and had the opportunity to meet influential women in tourism such as Kelly Craighead, the executive director of the U.S Department of Commerce's International Trade Administration and Pam Inman the National Tour Association president.

Toshi-Chan Campaign to Launch in August

Toshihiko Tahara, also known as Toshi-chan, is a Japan Music Award winning pop singer who has recorded over 65 singles, including a string of number one hits in Japan.

The Toshi-chan campaign, scheduled to launch in August, will give Japan residents chances to win merchandise and Guam holiday packages through various photo contests featuring Toshi Chan.

Toshi-chan will strike poses to express “only on Guam” feelings and share the photos on the campaign website and on social media. Campaign participants will be able to post photos of themselves mimicking Toshi-chan's poses to express their feelings. There will be two categories: the traveler category of Guam visitors posing like Toshi-chan in Guam and a category for non-visitors to express their desire to visit Guam. Toshi-chan will choose best performance entries to award Guam vacation tickets.





Ypao Gate Receives a Makeover

The main gate to Ypao beach at Governor Joseph Flores Memorial Park was recently renovated with GVB's Destination Development funding in partnership with the Office of the Governor and Lt. Governor and the Department of Parks and Recreation. Prior to the renovation work, the gate was dilapidated and falling apart. Additionally, buses and larger passenger vehicles weren't able to enter the gated area. Now, there is an overall better flow of traffic for vehicles and an improved look to the park for both island residents and visitors to enjoy. Renovations included the removal of island medians, replacement of bollards, restructuring of curbsides and a fresh coat of paint. The renovation work took about two months to complete. This area is also used for GVB signature events such as the Guam International Marathon and the Guam Ko'ko' Half Marathon and Ekiden Relay.

Photo ID: **Telo T. Taitague** (GVB, Deputy General Manager), **Ray Blas** (Director, Department of Parks and Recreation), **Ray Tenorio** (Acting Governor of Guam), **Tina Muña Barnes** (Senator, 33rd Guam Legislature and Tourism Chairperson), and **Nathan Denight** (General Manager, Guam Visitors Bureau) cut the ribbon on the newly renovated Ypao Main Gate at Governor Joseph Flores Memorial Park in Tumon on June 30, 2015.

Guam Diving Showcased in Long Beach Exhibition

GVB, along with neighboring Micronesia islands Palau and Kosrae, recently exhibited at the Long Beach Scuba Show in California. During the 2-day exhibit, GVB delegates promoted diving on Guam by engaging with show attendees who were primarily consumers and provided informational brochures about Guam's dive-experiences as well as general information about the island and its tourism offerings. In addition, the Guam Visitors Bureau and the Kosrae Visitors Bureau conducted a Dive Micronesia seminar to a full and engaged audience. The presentation highlighted the amazing diving and on-island adventures found on Guam, the "Gateway to Micronesia" and the island destination of Kosrae.

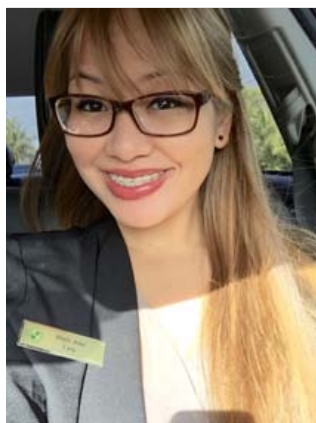


Chamorro Village Businesses Join Håfa Adai Pledge

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.



Photo ID: (from left to right) Inenton Gef Pa'go Performers join Roy R. Ignacio (Strings and Things, Owner), Representative (Island Luxury Food), Armine A. Loyola (Baker's World, Owner), Li Mei (Mei Mei's Fruit Fry Ice, Owner), Telo T. Taitague (Guam Visitors Bureau, Deputy General Manager), Laila El Sayek (Unggoy Enterprise, Owner), Representative (Se Lan Chun, Worker), Evelyn Viernes (Peakcraft Int'l, Owner), Emma M. Dela Cruz (Lucrecia Dela Cruz, Sales Representative) the recently signed participants as they proudly display their newly signed pledges on Wednesday, June 24th at Chamorro Village.



UOG Student Completes Internship with GVB

GVB sends a special thank you and congratulations to Cara J. Chamberlain for recently completing an internship with the GVB Marketing Department. Cara is a University of Guam student double majoring in Communications with a concentration in Communication Studies and Sociology. She is expected to graduate in May 2016. The duration of her internship was from June 2nd through July 2nd. Cara also works as a Customer Service Associate for Bank of Guam. Si Yu'os Ma'ase, Cara!

Meet the GVB Board of Directors



Mark Baldyga
Chairman of the Board
Governor Appointee



Bruce Kloppenburg
Vice Chairman of the Board
Elected by Membership



Theresa C. Arriola
Secretary of the Board
Legislative Appointee - Alternate Director



Samuel Shinohara
Treasurer of the Board
12th Director Elected by the Board



Eduardo Calvo
Director
Governor Appointee



Milton Morinaga
Director
Elected by Membership



Norio Nakajima
Director
Elected by Membership



Bartley Jackson
Director
Elected by Membership



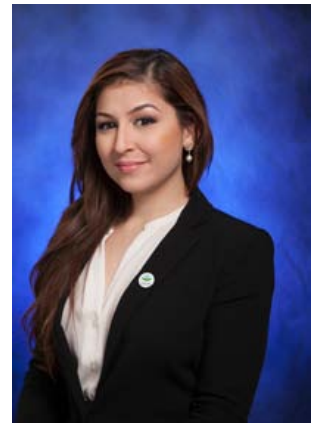
Hong Soon Im
Director
Legislative Appointee



Mayor Robert Hofmann
Director
Mayor's Council Appointee



Clifford Guzman
Director
Legislative Appointee



Katarina Sgro
Director
Governor Appointee - Youth Director



June 2015 Arrival Summary

GVB Signature Events Help June Arrivals Grow & Diversify

Guam welcomed 101,047 visitors, a slight decrease when compared to June 2014. Looking at the bigger picture, Calendar Year-to-Date arrivals are up by 2%, as well as Fiscal Year-to-Date arrivals by 1.6%.

The Guam Live International Music Festival, held June 5-6, and the Guam Micronesia Island Fair, held June 12-14, also assisted with a boost in daily arrivals days prior to the GVB signature events. Arrivals on June 4th showed a 27.5% increase, while June 11th arrivals documented growth by 34.8%, compared to the same days last year.

Guam's second largest market of Korea continues to shine with a 14.3% increase in arrivals for June over last year. Other visitor markets also documented growth and diversification. Arrivals from the People's Republic of China increased by 34.4%, while arrivals from the Philippines rose by 19.5%. Additional markets that showed growth include the U.S. mainland by 2.6%, Europe by 4.6%, and Palau by 52.4%.

Civilian Sea Arrivals also increased by 139.1% when compared to the previous year.

Visitor Statistics
Jan 1 - June 30, 2015
Total: 570,029
 (2.7% from LY)

JUNE 2015: 101,047 (-1.7%)

Country	Arrival Pax	Change from LY
Japan	54,263	-5.2%
Korea	31,161	14.3%
Taiwan	3,075	-34.5%
China	1,102	34.4%
U.S. Mainland	4,541	2.6%
Philippines	814	19.5%
Hong Kong	555	-3.0%
Russia	297	-85.7%

August 2015 Events

Aug 4-6	PATA Micronesia Tri-Annual Chapter Meeting	Kosrae, FSM
Aug 11-16	Guam Women's Baseball Cup 2015	LeoPalace Resort Guam

September 2015 Events

Sept 4-6	PATA Executive Board Meeting	Bangalore, India
Sept 6-8	PATA Travel Mart	Bangalore, India
Sept 10-11	MICE Asia Pacific Expo 2015 & MICE Awards Ceremony	Singapore
Sept 11-13	Mangilao Donne' Festival	Mangilao Mayor's Office
Sept 11-14	Busan International Travel Fair (BITF)	Kwanju, Korea
Sept 15-16	Korea Road Shows	Busan & Daegu, Korea
Sept 25-28	JATA Travel Showcase	Tokyo, Japan
Sept 26-27	Pacific Islands Festival of the Arts (PIFA)	San Diego, CA
Sept 26-30	Guam International Film Festival (GIFF)	Agana Theaters

