



Message from the General Manager



Håfa Adai,

It's been a great summer full of GVB signature events and we want to thank the island community and our visitors for their continuous support. We do all these activities year-round for you and to better the quality of life on our island paradise. While we are on the subject of signature events, I want to again congratulate two-time "Champion Grillmaster" Asu Smokehouse, as well as the rest of the BBQ teams and visiting Korea team that competed in the third annual Guam BBQ Block Party. It was a massive success with an estimated 8,000 people turning out for the block party of the summer!

After launching our 2016 Guam Events Calendar and #OnlyOnGuam campaign, we still have much to look forward to in the months ahead. The momentum now builds up toward the Ko'ko' Half Marathon and Ekiden Relay, which celebrates 10 years running on November 8th. Make sure to register now to take advantage of discounted rates and don't forget about the Guam Ko'ko' Kids Run on November 7th as well. We are also working hard with our partners for the return of the Shop Guam Festival from November 1 - February 15, 2016. We'll announce more details soon!

In the meantime, 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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Guam Welcomes Inaugural Air Busan Flight

Direct service to run four times a week from Busan to Guam

GVB, in partnership with the Guam International Airport Authority (GIAA) welcomed over 160 passengers aboard the inaugural Air Busan flight between Busan and Guam on the morning of July 23, 2015. The new flight service runs four times a week (Wednesday, Thursday, Saturday and Sunday) and will operate an A320-232 aircraft with a seating capacity of 162.

"We are excited that Air Busan is bringing more visitors to Guam, which ties in well with our Tourism 2020 plan. Korea has seen significant growth as Guam's second largest market in recent years and we definitely want to keep up that momentum with airline partners like Air Busan," said GVB General Manager Nathan Denight. "As we continue to promote our Chamorro culture and what visitors can do only on Guam, GVB and our industry partners remain hard at work to grow and diversify arrival numbers in all our visitors markets. We hope our guests have a great time in our island paradise and we encourage everyone to visit Guam into 2016."

GVB provided a greeting service at the airport for Air Busan President Tae Keun Han, the flight crew, passengers and other airline officials. The welcome delegation consisted of Denight, Deputy General Manager Telo Taitague, GIAA Executive Manager Chuck Ada, GIAA Deputy Executive Manager Pedro Roy Martinez, GVB Board Director Hong Soon Im, GVB Marketing Manager Pilar Laguaña, GVB Marketing Officer II Gina Kono, GVB Marketing Officer I Colleen Cabedo, Miss World Guam 2014 Chanel Victoria Cruz Jarrett and other greeters.



A water salute welcomes the inaugural Air Busan flight to Guam early Thursday morning at the A.B. Won Pat Guam International Airport Authority.



Island dignitaries from GIAA and GVB come together to officially welcome Air Busan officials early morning on July 23 at the A.B. Won Pat Guam International Airport Authority.



GVB Deputy General Manager Telo Taitague greets the Air Busan flight crew.



Air Busan flight attendants are all smiles after completing the inaugural flight between Busan and Guam.

GVB seeks partners for Shop Guam Festival 2015



GVB is seeking interested businesses and industry partners that would like to team up to develop special offers for its annual signature event, the Shop Guam Festival 2015.

The Western Pacific's biggest and most highly anticipated shopping event, Shop Guam begins on November 1, 2015 and runs through February 15, 2016. It is the only cooperative campaign that Guam businesses can join free of charge for advertising to 8 international markets simultaneously;

Japan, Korea, China, Taiwan, Hong Kong, the Philippines, Russia and the United States. The GVB signature event will be promoted across traditional and social media, mobile platforms and travel trade channels.

Aimed during the holiday season and major shopping dates like Black Friday, local residents and visitors will be able to enjoy exclusive deals on retail, dining, optional tours, attractions, and entertainment. Fashion shows and other fun opportunities are also planned for people to enjoy tax-free shopping and experience Guam's unique culture.

"We invite our local businesses to continue to be a part of the Shop Guam Festival. As a highlight of this year's Shop Guam Festival, we want local residents and visitors to have better access to products made only on Guam," said GVB General Manager Nathan Denight. "Along with print guides in 6 different languages, GVB will also be bringing back the popular Shop Guam Festival mobile application that will be more informative and user-friendly than ever!"

The global social media marketing campaign was first launched in 2012 to position Guam as a modern, fashionable, and diverse destination to shop. Following the 2013 campaign, the Shop Guam Festival won a distinguished Pacific Asia Travel Association (PATA) Gold Award for excellence in marketing media and has increased media coverage to \$8.7M. The goal of the event is to provide visitors a unique, fun, and wholesome travel experience while promoting local businesses, assert Guam as a world-class destination for shopping and travel, as well as to stimulate the local economy.

For more information about participation in the Shop Guam Festival co-op program or development of special offers, please contact GVB's Shop Guam Festival Event Liaison Catherine Bungabong at 988-8871 or email shopguam@visitguam.org.



Guam Culture and Shopping Showcased in Manila

GVB Showcases Guam's Culture and Duty-Free Shopping at the 2015 Travel Madness Expo



A beautiful US island shopping destination greeted frequent Filipino travelers as GVB showcased Guam at the 2015 Travel Madness Expo from July 3rd to the 5th at the Mall of Asia SMX Convention Center in Pasay City, Manila.

Guam's natural beauty, upcoming festivals and events and duty-free shopping were just a few of the island's strengths that were marketed at the expo. In addition to showcasing the island's offerings for Filipino tourists, the Guam booth also engaged fair goers with festive and lively activities that awarded participants premium Guam-brand items.

Apart from its participation at the trade event, GVB also met with key trade partners and top-selling travel agents to further Guam sales for the Philippine market.

GVB's delegation was lead by General Manager Nathan Denight; Marketing Manager Pilar Laguaña; Marketing Officer II Mark Manglona; and GVB Philippine representatives Carmel Carpio, Fritz Cruz, and Michael Lim.



Only On Guam Campaign Launches at Tourism Expo

With the Governor of Guam proclaiming next year as "Visit Guam 2016," GVB jumpstarted a countdown to the best year to visit Guam with a Visit Guam 2016 Expo, held on July 18 at the Micronesia Mall.

Coinciding with the release of the official 2016 Guam Events calendar, the Visit Guam 2016 Expo highlighted "Only on Guam" events and attractions and provided a preview of upcoming celebrations, festivals, sports events and more. The calendar features a detailed list of many highly anticipated events such as Shop Guam Festival, Guam Live International Music Festival, Guam International Marathon and many more.

One of the most anticipated events of 2016 is the 12th Festival of Pacific Arts (FestPac). In 2016, and for the first time ever, Guam will be the host country of the colossal gathering that is FestPac. From May 22 to June 4, 2016, Guam will welcome over two thousand artists and cultural practitioners who will come together from 27 Pacific Island nations for a two-week massive celebration of cultural diversity.

The Visit Guam 2016 Expo was also an opportunity for GVB to launch the Only on Guam campaign, a concept



that celebrates the island's unique qualities through cultural, environmental and experiential thoughts and ideas that capture what it means to live, work and visit Guam. Everyone is encouraged to share their stories by using the #VisitGuamUSA and #OnlyOnGuam hashtags. Local contributors are eligible for a chance to win a GoPro Hero+ camera. Details are online at oog.visitguam.com.

Download the Visit Guam 2016 calendar at <http://www.visitguam.com/includes/content/docs/MEDIA/2015GuamEventsCalendar.pdf> and be a part of Visit Guam 2016.

Share Your "OOG" experiences, Win a GoPro Hero+

GVB has launched its "Only on Guam" social media contest, building momentum towards the Visit Guam 2016 year at oog.visitguam.com. GVB will be giving away a GO PRO Hero+ every week as an added incentive for the public to submit "Only on Guam" experiences, events and activities and share them with an international audience at oog.visitguam.com. The OOG contest began on August 10 and will run until September 26, 2015 with winners chosen weekly. Participants are also encouraged to submit photos and videos for a chance to be featured as the OOG PHOTO or VIDEO of the day.

"Through the tremendous success of our Only on Guam campaign launch, the conversations about our island home went viral with Guam's online community sharing our OOG video on social media," said GVB General Manager Nathan Denight. "There is so much our island has to offer and we're encouraging our local residents to submit their Only on Guam photos and videos so we can keep the conversations going and bring more people to Guam in 2016. Our people know Guam better than anyone else. GVB is empowering them to tell the island's story through their eyes and be proud of where they come from. There's no place in the world like Guam!"



Aqua Suites Hosts Håfa Adai Pledge Signing Ceremony

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.



Håfa Adai Pledge signing held July 23, 2015 From left: Matthew Martin, Sentry Hospitality -dba Days Inn Tamuning Guam and Aqua Suites Guam, director of sales and marketing; Sundardi Li, Sentry Hospitality - President; Joseph Cruz, The Cafeteria, owner; Aileen Cruz, The Cafeteria, owner; Bruce McKenzie, Sentry Hospitality, Chairman, and Keith Markowski, Sentry Hospitality, Director; are joined by Lieutenant Governor Ray Tenorio; Senator Tina Muna Barnes, 33rd Guam Legislature; Telo Taitague, GVB, Deputy General Manager; Dr. Judy Flores, Council of Arts & Humanities Agency, board of director and Saina Frank Rabon, Pa'a Taotao Tano, founder and director as they proudly display their newly signed Håfa Adai Pledge held at the Aqua Suites Guam.





10 YEARS RUNNING!



Get Ready! Registration Opens Saturday, July 18

Sunday, November 8 2015

Gov. Joseph Flores Memorial
Park (Ypao Beach),
Tumon

Online at
guamkokoroadrace.com

Guam Visitors Bureau
in Tumon

Registration Will Close Tuesday, November 3

REGISTRATION FEES	Until 8/31/15	Until 9/30/15	Until 11/3/15	Packet Pick Up
HALF MARATHON				
Guam Resident	\$35	\$50	\$65	\$80
Non-Resident	\$55	\$70	\$85	\$100
EKIDEN RELAY - TEAM OF 4				
Guam Resident	\$60	\$80	\$100	\$115
Non-Resident	\$75	\$100	\$125	\$140
School Division	\$40	\$60	\$80	\$95
Gov. Guam Employee	\$40	\$60	\$80	\$95

Entry fee is non-transferable and non-refundable.

✉ info@guamkokoroadrace.com

☎ (671) 648-2408

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Record Korea Arrivals Highlight Month of July

The Guam Visitors Bureau Research Department confirmed that more than 114,956 visitors enjoyed our beautiful island in July 2015. This last month ranked second in the history of tourism for Korea arrivals, totaling 35,395 visitors. The top month for Korea arrivals still belongs to January 2015, with an arrivals count of 38,845. More direct flights through Air Busan, as well as T'Way Air's upcoming service to Guam in October, will help boost arrivals in Guam's second largest market.

Guam welcomed 114,956 visitors in July 2015, a 4.7% 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 increased by 2.4%.

Although Japan arrivals displayed a slight decline, Korea arrivals showed an increase of 34%. The People's Republic of China also grew by 26.4%. Meanwhile, growth and diversification is also present in other visitor markets. Palau rose 20.3% and Thailand increased by 392.9%. Additional markets that also grew include Canada by 23.4%, Hawaii by 9.9% and the U.S. mainland by 5.2%.

Visitor Statistics
Jan 1 - July 31, 2015
Total: 786,032
(2.4% from LY)

JULY 2015: 114,956 (4.7%)

Country	Arrival Pax	Change from LY
Japan	59,062	-2.1%
Korea	35,395	34.0%
Taiwan	6,174	-17.3%
China	2,311	26.4%
U.S. Mainland	4,940	5.2%
Philippines	849	-0.6%
Hong Kong	687	7.8%
Russia	194	-92.2%

August 2015 Events

Aug 30	T'way Prelaunch Promotion at COEX	Seoul, Korea
Aug 31	T'way Prelaunch Promotion at Daegu International Airport	Daegu, Korea

September 2015 Events

Sept 4-6	PATA Executive Board Meeting	Bangalore, India
Sept 6-8	PATA Travel Mart	Bangalore, India
Sept 10-11	Korea Road Shows	Busan & Daegu, Korea
Sept 11-13	Mangilao Donne' Festival	Mangilao Mayor's Office
Sept 11-14	Busan International Travel Fair (BITF)	Kwanju, Korea
Sept 25-28	JATA Travel Showcase	Tokyo, Japan
Sept 26	Guam National Body Building & Fitness Championships	LeoPalace Resort
Sept 26-27	Pacific Islands Festival of the Arts (PIFA)	San Diego, CA
Sept 26-30	Guam International Film Festival (GIFF)	Agana Theaters

October 2015 Events

Oct 10	XTERRA Series: Progressive Triathlon: SWIM	Guam
Oct 13-15	IMEX America	Las Vegas, NV
Oct 21-23	ITB Asia	Singapore