



Destination Development and Maintenance

The Destination Development and Maintenance (DDM) committee aims to enrich the visitor experience by developing and maintaining a wide array of attractions and special events that will distinguish Guam as an island of natural beauty with a unique cultural identity, that is safe to visit, abundant with friendly people and varied activities. In doing so, the DDM committee seeks to provide our services through landscape and road maintenance, educational outlets for the betterment of island safety, service and hospitality, as well as offering a variety of attractions and special events for our local community and visitors to enjoy.

Over the 2008 Fiscal Year, the DDM committee has awarded a combined total of over \$200,000 of grant money to approximately 30 applicants. All of which support the DDM committee's goal of promoting and organizing community events, attractions, and programs that generate community participation and visitors. Furthermore, in FY2008 the DDM committee continued to support signature events such as the 6th Annual Xterra Guam Off-Road Triathlon, 6th Annual Guam Governor's Cup Ladies Golf Tournament, 21st Guam Micronesia Island Fair, and the 3rd Annual Guam Ko'Ko' Road Race that are marketed both locally and abroad. Other local events that aim to enrich visitor experiences and facilitate good will between locals and visitors include the 2nd Annual Agat Mango Festival, 5th Annual Chamoru Language Competition, Kites for Wishes Kite Festival, Manukai Cocos Crossing, and Hot Import Nights.

In addition to the grants awarded, the GVB also supported many special events that have gained media attention across the globe. Each year Guam commemorates the anniversary of the Liberation of Guam and the Battle for the Northern Marianas in Washington D.C. with a wreath laying ceremony at the Tomb of the Unknowns. For the first time, the crowned Miss Guam Liberation participated in the ceremony, honoring the liberators who paid the ultimate price on behalf of the people of Guam. Another event was the return of the Miss Guam Universe Pageant. After a 7-year hiatus, the pageant had 15 participants and was well received with the community in support of a Guam representative at the Miss Universe Pageant in Vietnam to follow.



Maintenance Facility and Recreational Improvements



Destination Maintenance projects are essential to the growth and maintenance of a clean, natural destination for our visitors. The objective of all the continuous projects is to facilitate and support destination facility and recreational improvements throughout the island providing a competitive market for other world-class destinations.

In addition to the collaborative efforts of the GVB with government agencies and community service programs, the GVB has contracted a quality assurance manager to oversee three major projects: Tumon & Agana Beach Cleaning & Maintenance, Tumon Landscaping Maintenance, and Island-Wide Highway Maintenance Projects. These projects include scheduled mechanical raking and trash pickup from the northern tip of Tumon down to East Agana and five-days-a-week landscaping and maintenance along San Vitores Road in Tumon up to the Bishop Flores Rotunda, as well as three major intersections from Marine Corps Drive leading to Tumon.

Our maintenance efforts also include the supplying of lighting fixtures for Pale San Vitores Road as well as Governor Carlos G. Camacho Road in Tamuning. During the holiday season, the GVB also supplies the festive lighting fixtures for the Holiday Illumination Project.

The GVB assisted in the Annual International Coastal Cleanup sponsored by the Bureau of Planning that aims to maintain the beauty of our island as well as protect our environment. In September, the 14th Annual International Coastal Cleanup received over 3,000 participants that collected trash along 15 shorelines and 2 dive sites. The information gathered from the collected trash was recorded and sent to the Ocean Conservancy in Washington, DC to be used for environmental studies.

In part of the maintenance and beautification efforts, the GVB funded and organized multiple upgrades across the island. The Tumon Beach Improvement Project coordinated the installation of new concrete beach furniture that has been placed between Ypao Beach and Outrigger Hotel to include 7 picnic tables, 49 stools, 5 ash receptacles, 5 trash containers, and 5 barbeque pits. Additionally, ixora plants were installed in the median fronting the Fountain Plaza in Tumon.

Improvements Educational & Incentive Programs

The DDM committee continues to improve the quality of safety and service through various projects that offer educational outlets and incentive programs aimed to support our tourism industry.

In May, the GVB participated with the Search and Rescue (SAR) Group Guam to provide advanced training by bringing in 4 Personal Water Craft (PWC) instructors as well as Chief Ralph Goto from the Honolulu County's Lifeguard Service, who volunteered to train, assist, and advise the Guam maritime first responders in their goal of achieving United States Lifesaving Association (USLA) Agency certification.

New additions to our beaches were made in FY2008 that included the Rip Current Warning signs funded by the GVB that are located in Ipan, Talofofo at Jeff's Pirate's Cove as well as in the vicinity of the Togcha River.

The Tourist Attraction Fund (TAF) provides annual funding through direct appropriation to support the Guam Community College Tourism Education Program. The GCC held its annual ProStart Culinary Competition at the Agana Shopping Center in March 2008. The GCC program also participated in the annual Lodging Management Competition (LMP) coordinated by the American Hotel and Lodging Association Educational Institute in Orlando, Florida. After a three-day competition, we celebrated the successes of the Simon Sanchez High School students who came in 2nd Place in the overall competition.

In FY2008, the GVB continued to monitor tour guide operators on the field to insure that they are certified in accordance with the Tour Guide Rules and Regulations, signed into law in 1997. In this fiscal year there were a total of 33 applicants who participated in the Tour Guide Certification Program at the Guam Community College.

Our continued support of the Guam Museum Task Force in its efforts to fund and build a permanent Guam Museum, conceptualized and presented various print materials and promotional items for their marketing and communications committee.

The GVB held its annual Excellence in Tourism Awards, an incentive program that honors outstanding service and contribution to the tourism industry. There were a total of 57 nominees for the Hospitality Employees aRe Outstanding (HERO) Supervisory and Non-Supervisory categories; GVB Manager Awards were given to the Guam Police Department, Tumon/Tamuning Precinct & Department of Parks and Recreation, and the Ypao Lifeguards. A Lifetime Achievement Award was presented to Mrs. Lagrimas "Ama" Aflague, and the Golden Latte Award was presented to Mr. Monte Mesa of the Guam Premier Outlets.



Attractions and Special Events

Sports, Cultural, and Educational Tourism Programs



Photo courtesy of Rich Cruse.

In support of various organizations, the GVB filled its calendar with events and activities for the bureau's Sports, Cultural, and Educational Tourism Programs that promote and organize community events, attractions and programs that draw community and visitor participation by enriching visitors experiences through cultural understanding and social interaction. The GVB supported such events as the New Year's Eve Tropical Fantasy Fireworks and the 35th Annual Umatac Discovery Day.

The Sports Tourism Program during FY2008 included off-season international professional training, various competitions, international tournaments, and award ceremonies. Guam welcomed professional teams from various countries to train during the frigid winter months; our warm temperatures and bright sunshine create an ideal atmosphere for athletes. This fiscal year, we were joined by players from the Korean Samsung Lions, the Incheon United Professional Soccer Team as well as players from Japan's Yomiuri Giants, Hanshin Tigers and Chunichi Dragons.

The Cultural Tourism Programs allow the GVB to market Guam as a unique destination showcasing Guam's cultural, historical, and natural assets. The Cultural Arts Program (CAP) in its 6th year, presented authentic Chamorro programs through song, dance, and historical lessons with performances at local and international venues. The Guam Live Presentations worked hand in hand with our marketing department to provide cultural entertainment to our target visitor markets. In its 5th year, students from Guam competed with students from the Commonwealth of the Northern Marianas in the Annual Chamorro Language Competition. Additionally, the CAP committee was invited to participate as a judge in the 6th Fiestan Dinana' Minagof Chamorro Dance Festival that awarded the dance troop "Rasan Acho Latte" the Overall Winner of the competition.

The Educational Tourism Program focuses on experiences as a learning tool for students with programs such as the Student Exchange Program. Of the 25 students that applied to participate in the Asian/Pacific Children's Convention in Fukuoka, Japan, 6 students were selected to visit Japan through a home-stay arrangement with a performance scheduled for the festival following the convention.

In FY07 we celebrated the 40th Anniversary of Tourism on Guam, and continued the celebration this fiscal year with an advertising campaign showcasing the importance of Tourism to the local community. The DDM committee selected 4 individuals throughout the island who were used in testimonial advertisements for print and television media.

21st Guam Micronesia Island Fair October 17-19, 2008

In commemoration of 2008 as the Year of the Proa, the Guam Micronesia Island Fair celebrated its 21st anniversary with the theme 'Celebrating our Seafaring Traditions.' As an international celebration of culture, the fair was comprised of neighboring Island Nations as well as international participation from Australia, Cook Islands, and Thailand who were encouraged to showcase and perpetuate the cultures of Micronesia in an effort to attract both the local community and overseas attendance.

The objective for this year was to promote the fair along with the 3rd Annual Guam Ko'Ko' Road Race as a weekend of events. Over 150 delegates from neighboring island nations, along with more than 100 vendors selling traditional and contemporary arts, regional cuisine, handicrafts, jewelry and souvenirs participated in the three-day fair with over 25,000 in attendance.

The highlight of the three-day event was the TASI (Traditions About Seafaring Islands) 33ft sakman that was carved during last year's fair and completed its maiden voyage in October 2008. The sakman, 'Saina' was displayed during the fair and another, smaller canoe was placed in the water for free proa rides throughout the weekend. Other features include the Chamorro village replica built by the Nusantara Guma Higai Builders, the 'Carabaos on Vacation' display from the Guam Chamber of Commerce and Landscaping Management Systems, a walk through botanical garden from the Guam Nurserymen's Association, as well as a 5' canoe carved during the fair by the Kosraean delegation. Following the fair, Consul General Gerson Jackson of the Federated States of Micronesia made a special presentation of the Kosraean canoe to the Guam Visitors Bureau as a symbol of unity and friendship.

The fair received a tremendous amount of media coverage both locally and overseas highlighting the fair as an interactive, family-friendly event that showcases the wealth of culture, history and arts throughout Micronesia.



2008 Guam Ko'Ko' Road Race October 19, 2008

The Guam Ko'Ko' Road Race was created as a signature sporting event for Guam to boost visitor arrivals during slow months and elevate the availability of international sporting events as well as to raise awareness for Guam's endangered territorial bird, the Ko'Ko'.

In its 3rd year, The Guam Ko'Ko' Road Race saw a 13% increase in participation over last year's race with over 700 participants from Guam, Japan, the United States, Korea, Philippines, and Taiwan. Additionally, there was an increase of over 200% in the number of participants from Japan, a clear indication that the GVB's marketing efforts in Japan to promote the event were well received. Two celebrity runners from the Philippines also competed, with Pepito Deapera taking overall first place in the 2008 Guam Ko'Ko' Road Race with a winning time of 1:18:14. The U.S. Navy team took first place overall in the 20k Ekiden Relay with a time of 1:20:24.

Due to the worldwide popularity of a half marathon, the soloist course for the race was increased to half marathon length, adding an additional 1.08K distance that was certified by the International Association of Athletics Federations (IAAF). Additionally, the GVB contracted JTL Timing, the only timing company in the world to produce individualized race cards to runners upon crossing the finish line. Splits and final race results were posted for both races within one hour of the race completion. Results and race photos were posted online for participants to download certificates and purchase event photos.

The international collaboration with the Guam Micronesia Island Fair through marketing materials and event logistics increased overall awareness for both events, enabling the planning committee to take advantage of cost efficiencies and provide a festive atmosphere for runners, achieving a better overall experience and executing the union of both events for participants.



SAVE THE DATES

GUAM MICRONESIA ISLAND FAIR

OCTOBER 16-18, 2009

OCTOBER 15-17, 2010

OCTOBER 14-16, 2011

GUAM KO'KO' HALF MARATHON

OCTOBER 18, 2009

OCTOBER 17, 2010

OCTOBER 16, 2011



FOR MORE INFORMATION VISIT WWW.VISITGUAM.ORG OR CALL (671) 646-5278



RESEARCH

On August 20, 1990, Public Law 20-205 was signed, establishing a Research Department within the Guam Visitors Bureau. The Department was given the responsibility of "working with other entities to collect, analyze and evaluate pertinent data on the visitor industry and to disseminate comprehensive statistics and other data on a monthly, quarterly and yearly basis." Projects enumerated in the initial budget included exit surveys as well as monthly, quarterly and annual reports.

In the eighteen years since its creation, the GVB Research Department has continued to implement the core projects outlined in its enabling legislation by producing over 212 statistical reports, conducting and issuing information for more than 140 exit surveys that scrutinized responses of visitors from five different markets; producing reports on the visitor industry labor market; and analyzing data obtained from the arrival forms filled out by visitors.

Since 1990, the Department has compiled numerous annual inventory reports on accommodations, optional tours, getting married on Guam, and recreational facilities; produced marketing effectiveness studies regarding performance in Japan, Korea, and Taiwan; made forecasts and projected arrivals and occupancy rates; and developed market share analyses vital to the Bureau's marketing strategies.

In June 2000, the Research Department assumed the duty of processing the customs forms filled out by each traveller to Guam. By bringing the customs forms scanning in-house, the Research Department has been able to more quickly and accurately count arrivals and produce various statistical data reports regarding Guam's visitors.

In 2007, the Research Department also completed first the Economic Impact of Tourism 2005 Study since the 1980s, and began the development of the Guam Tourism Satellite Account (TSA). This study showed the total impact of travel and tourism (direct and indirect) in 2005 was \$539.5 million or 25.9% of the gross island product. It is thus essential to understand what motivates our travellers and how Guam can position

itself to increase our visitor arrival traffic. To overcome this challenge, the GVB designed, expanded, and fine-tuned the new customs form to collect additional demographics such as the China regional breakdown and valuable travel behavior patterns which include boarding point, country of passport issuance, method of booking, travel type, travel companions, etc. The new form was implemented in September, 2008 with full implementation in October, 2008. With the assistance from the airlines, a smooth transition to the new form was successful.

The Fiscal Year 2008 exit surveys conducted by the Department at the A.B. Won Pat International Airport Terminal departure area, include six bi-monthly surveys each of Japanese and Korean visitors. These surveys provide a very valuable "snapshot" of visitors' perceptions while in Guam. The profile of the visitors supplies a wealth of information, including detailed visitor demographic data, visitor satisfaction, reasons for coming to Guam, length of their stay, and a rating of facilities and attractions.

Fiscal Year Arrivals

Civilian/Armed Forces Air & Sea

	Total Air	Total Sea	Total Air & Sea	% CHG LY
FY2004	1,112,231	43,968	1,156,199	34.94%
FY2005	1,165,149	44,998	1,210,147	4.67%
FY2006	1,189,891	27,220	1,217,111	0.58%
FY2007	1,180,227	43,063	1,223,290	0.51%
FY2008	1,133,012	46,234	1,179,246	-3.60%

Fiscal Year Arrivals

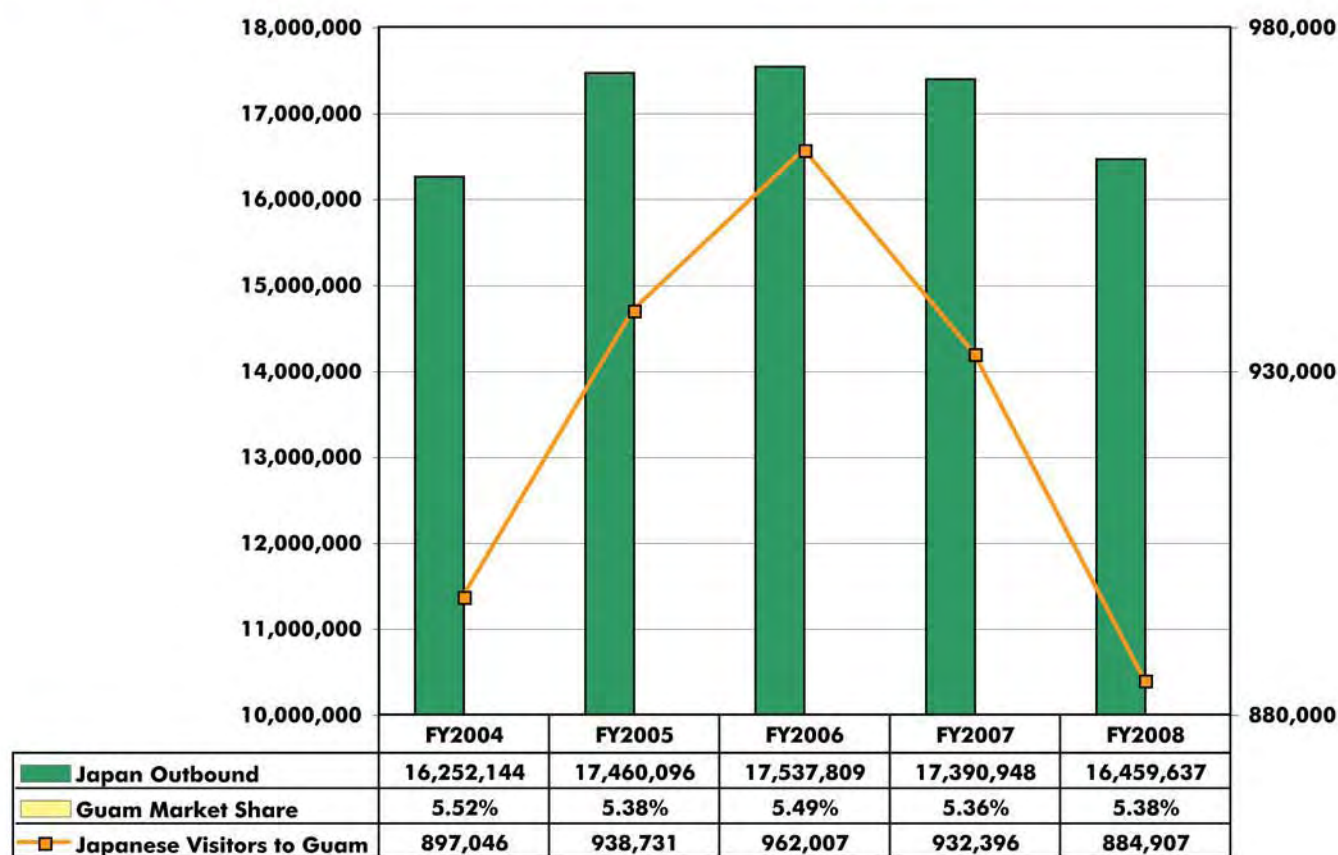
Civilian/Armed Forces Air & Sea, By Origin

	FY2004	FY2005	FY2006	FY2007	FY2008	% CHG LY
Japan	894,035	936,219	959,779	929,618	882,782	-5.04%
Korea	92,451	104,715	114,282	122,858	116,041	-5.55%
Taiwan, R.O.C.	24,469	23,048	17,005	22,621	21,237	-6.12%
US Mainland	32,551	33,376	31,379	34,311	37,103	8.14%
Hawaii	8,012	8,204	8,197	8,685	9,267	6.70%
CNMI	18,961	18,606	18,060	17,094	18,184	6.38%
Palau	3,351	3,530	3,121	2,933	3,455	17.80%
FSM	8,712	8,327	8,171	7,945	8,509	7.10%
RMI	818	910	997	854	1,002	17.33%
Philippines	7,124	6,575	7,965	8,149	10,652	30.72%
Australia	2,609	2,711	2,346	2,267	2,409	6.26%
Canada	579	512	579	625	755	20.80%
Europe	1,422	1,736	1,413	1,529	1,584	3.60%
Hong Kong	5,150	4,289	5,455	6,790	4,921	-27.53%
Nauru	14	5	10	12	25	108.33%
Thailand	234	151	217	192	213	10.94%
China, P.R.C.	827	867	1,061	1,379	1,672	21.25%
Vietnam	38	31	24	31	56	80.65%
Other	3,292	2,901	3,230	3,547	3,964	11.76%
TOTAL CIV AIR	1,104,649	1,156,713	1,183,291	1,171,440	1,123,831	-4.06%
TOTAL CIV SEA	5,982	2,605	2,341	2,716	3,600	32.22%
TOTAL AF AIR	7,582	8,436	6,600	8,787	9,181	4.59%
TOTAL AF SEA	37,986	42,393	24,879	40,347	42,634	5.67%
TOTAL ALL ARRIVALS	1,156,199	1,210,147	1,217,111	1,223,290	1,179,246	-3.60%

Japan Visitor Arrivals, By Region of Origin

	Kanto (Tokyo)	Chubu (Nagoya)	Kinki (Osaka)	Tohoku (Sendai)	Kyushu (Fukuoka)	Chugoku (Hiroshima)	Hokkaido (Sapporo)	Shikoku	Okinawa /Miya	Other	TOTAL
OCT	39,388	10,172	12,551	2,113	2,898	2,159	1,276	1,222	173	324	72,276
NOV	39,595	11,204	13,481	2,868	3,016	2,592	2,046	999	210	300	76,311
DEC	39,618	12,318	15,294	2,839	3,111	2,925	2,244	1,139	192	403	80,083
1st QTR TOTAL	118,601	33,694	41,326	7,820	9,025	7,676	5,566	3,360	575	1,027	228,670
JAN	42,101	13,174	14,248	2,906	2,632	2,518	4,546	1,041	159	399	83,724
FEB	39,910	13,282	14,079	2,552	2,831	2,319	2,195	964	174	288	78,594
MAR	43,567	14,557	16,619	2,458	2,729	2,628	2,316	1,174	176	338	86,562
2nd QTR TOTAL	125,578	41,013	44,946	7,916	8,192	7,465	9,057	3,179	509	1,025	248,880
APR	31,266	10,018	11,758	1,556	1,982	1,525	1,341	781	257	274	60,758
MAY	34,654	11,954	12,128	1,934	2,450	2,252	1,427	771	241	300	68,111
JUN	34,118	10,702	11,181	2,486	2,275	2,001	1,425	798	270	333	65,589
3rd QTR TOTAL	100,038	32,674	35,067	5,976	6,707	5,778	4,193	2,350	768	907	194,458
JUL	41,675	9,990	13,622	2,005	2,076	1,864	1,091	963	305	296	73,887
AUG	40,966	10,331	14,715	1,778	2,232	2,126	905	906	252	264	74,475
SEP	37,420	7,934	10,868	1,786	2,229	1,652	1,138	766	252	492	64,537
4th QTR TOTAL	120,061	28,255	39,205	5,569	6,537	5,642	3,134	2,635	809	1,052	212,899
FY2008 TOTAL	464,278	135,636	160,544	27,281	30,461	26,561	21,950	11,524	2,661	4,011	884,907
Market Mix	49.7%	14.5%	17.2%	2.9%	3.3%	2.8%	2.4%	1.2%	0.3%	0.4%	

Guam's Market Share of Japan Travellers



Source: Guam Customs & Agriculture Declaration Forms, processed by the GVB Research Department. Figures are for civilian air only unless specified.

Japan Visitor Profile • FY2008

Marital Status

Married.....	49%
Single	51%

Overall Age (average age: 31.8 years)

Less than 20 years.....	2%
20~29 years.....	48%
30~39 years.....	31%
40~49 years.....	12%
50+ years.....	7%

Personal Income

Less than ¥3M.....	15%
¥3M~¥3.9M	14%
¥4M~¥4.9M	12%
¥5M~¥6.9M	19%
¥7M~¥9.9M	18%
¥10M+	18%
No income/Unspecified	2%

Travel Companions

Friends.....	39%
With Spouse.....	28%
With Family.....	23%
With Children.....	11%
With Office Colleagues.....	7%
Travelled Alone	2%
With Others	2%

First Timers/Repeaters

First Trip.....	63%
Repeat Visitor.....	36%
Repeat Visitors Last Trip	
Within the last year	21%
1 to 2 years ago.....	24%
2 or more years ago.....	55%

Gender

Male	50%
Female	50%

Average Length of Stay

1~2 nights.....	15%
3~4 nights.....	78%
5~6 nights.....	6%
7+ nights.....	1%

Expenditures (per person)

Prepaid	\$846.79
On-island	\$603.26
*Average Exchange Rate.....	¥107.72

Travel Planning

Free-time package tours.....	64%
Full tour package	25%
Individually Arranged travel.....	7%
Group Travel.....	4%

Travel Motivation, Most Important Reason

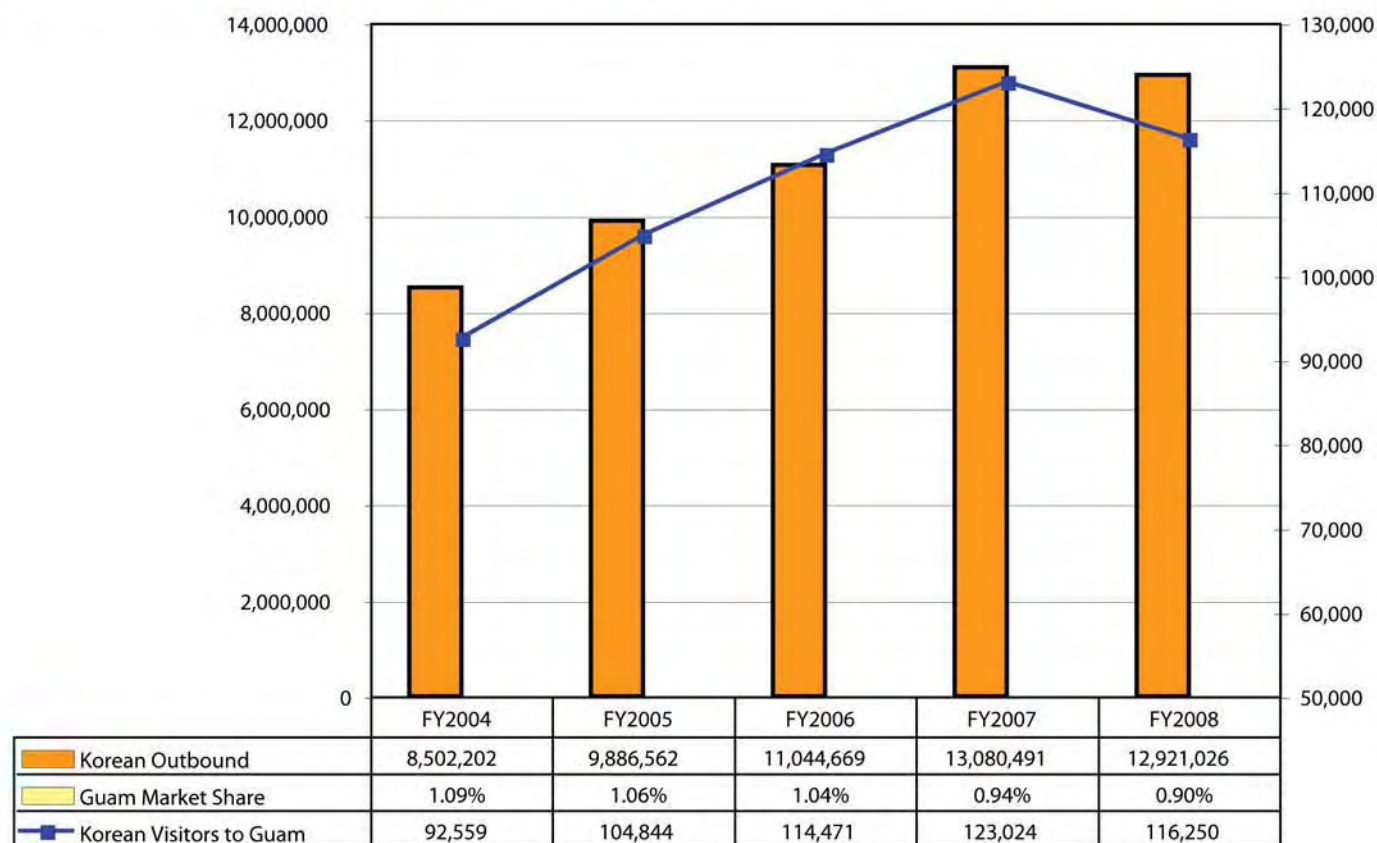
Beaches, Seas, Climate	16%
Pleasure.....	12%
Short travel time.....	10%
Price	10%
Relaxation.....	9%
Honeymoon	7%
Watersports	6%
To Get Married.....	6%
Recommendation	5%
Shopping	4%
Prior trip	3%
Safety at Destination	2%

Source: FY2008 GVB Japan Exit Surveys and FY2008 Data Aggregation Report. Fieldwork and Analysis by QMark Research Guam. Percentages are rounded and may not add up to 100%. *Average exchange rate source: oanda.com

Korea Visitor Arrivals, By Region of Origin

	Seoul	Pusan	Taegu	Inchon	Kwangju	Taejon	Other	TOTAL
OCT	4,971	290	252	405	100	292	1,299	7,609
NOV	5,221	251	253	513	166	211	1,305	7,920
DEC	6,336	317	323	629	170	250	1,879	9,904
1st QTR TOTAL	16,528	858	828	1,547	436	753	4,483	25,433
JAN	6,794	1,107	527	799	270	265	2,020	11,782
FEB	8,674	309	333	712	232	292	1,876	12,428
MAR	4,249	303	204	459	126	167	1,017	6,525
2nd QTR TOTAL	19,717	1,719	1,064	1,970	628	724	4,913	30,735
APR	5,040	234	273	424	129	342	1,386	7,828
MAY	6,738	411	294	570	168	231	2,000	10,412
JUN	6,404	271	255	566	119	233	1,608	9,456
3rd QTR TOTAL	18,182	916	822	1,560	416	806	4,994	27,696
JUL	7,277	778	477	511	130	328	1,665	11,166
AUG	9,687	1,197	430	738	249	418	2,075	14,794
SEP	4,257	215	202	408	93	168	1,083	6,426
4th QTR TOTAL	21,221	2,190	1,109	1,657	472	914	4,823	32,386
FY2008 TOTAL	75,648	5,683	3,823	6,734	1,952	3,197	19,213	116,250
Market Mix	65.1%	4.9%	3.3%	5.8%	1.7%	2.8%	16.5%	

Guam's Market Share of Korea Travellers



Source: Guam Customs & Agriculture Declaration Forms, processed by the GVB Research Department. Figures are for civilian air only unless specified.

Korea Visitor Profile • FY2008

Marital Status

Married.....	77%
Single	23%

Overall Age (average age: 33.6 years)

Less than 20 years.....	1%
20~29 years.....	29%
30~39 years.....	51%
40~49 years.....	15%
50+ years.....	3%

Personal Income

Less than KRW24M.....	9%
KRW24M~KRW48M.....	37%
KRW48M~KRW72M.....	26%
KRW72M+	24%
No income/Unspecified.....	3%

Travel Companions

With Family.....	41%
With Children.....	36%
With Spouse.....	31%
With Others	11%
Friends.....	11%
With Office Mates	8%
Travelled Alone	8%

First Timers/Repeaters

First Trip.....	80%
Repeat Visitor.....	20%
Repeat Visitors Last Trip	
Within the last year	41%
1 to 2 years ago.....	17%
2 or more years ago.....	42%

Gender

Male	51%
Female	49%

Average Length of Stay

1~2 nights.....	4%
3~4 nights.....	85%
5~ nights.....	7%
7+ nights.....	4%

Expenditures (per person)

Prepaid	\$920.20
On-island	\$484.52
Average Exchange Rate	KRW991.41

Travel Planning

Full tour package	62%
Free-time package tours.....	23%
Individually Arranged travel.....	8%
Group Travel.....	4%
Other.....	1%

Travel Motivation, Most Important Reason

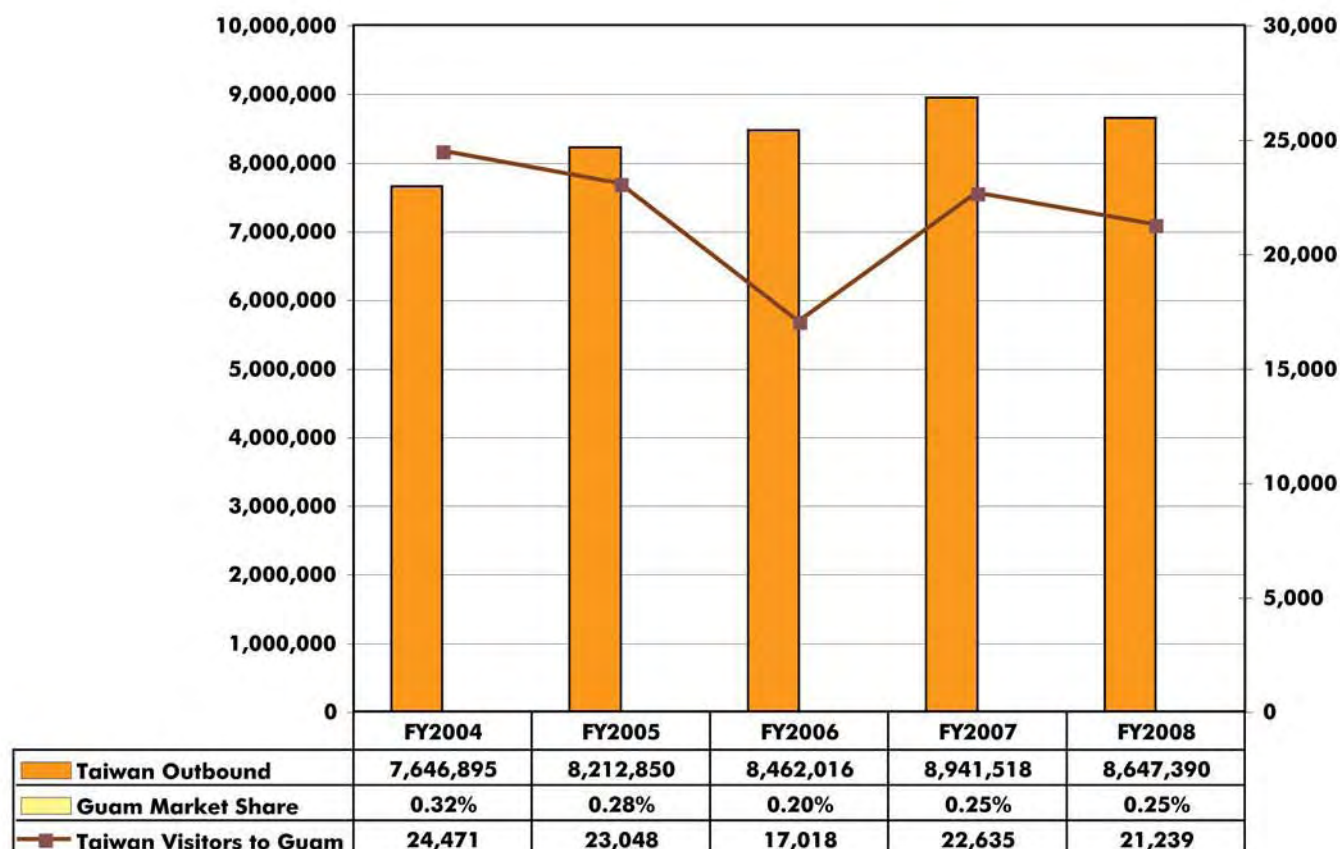
Relaxation	32%
Beaches, Seas, Climate	16%
Short travel time.....	8%
Honeymoon	7%
Recommendation	6%
Watersports	2%
Pleasure.....	2%
Shopping	2%
Price	3%
Company trip.....	3%
Prior trip	1%

Source: FY2008 GVB Korea Exit Surveys and FY2008 Data Aggregation Report. Fieldwork and Analysis by QMark Research Guam. Percentages are rounded and may not add up to 100%. *Average exchange rate source: oanda.com

Taiwan Visitor Arrivals, By Region of Origin

	Taipei	Kaohsiung	Taichung	Taoyuan, Miaoli, Hsinehu	Other	TOTAL
OCT	920	55	104	150	99	1,328
NOV	709	44	64	98	57	972
DEC	726	51	102	110	53	1,042
1st QTR TOTAL	2,355	150	270	358	209	3,342
JAN	1,304	93	144	158	133	1,832
FEB	2,115	133	168	242	172	2,830
MAR	763	82	115	116	79	1,155
2nd QTR TOTAL	4,182	308	427	516	384	5,817
APR	753	92	99	134	76	1,154
MAY	863	83	93	99	57	1,195
JUN	1,725	124	162	174	114	2,299
3rd QTR TOTAL	3,341	299	354	407	247	4,648
JUL	2,462	191	250	339	180	3,422
AUG	1,629	112	172	268	130	2,311
SEP	1,243	76	145	135	100	1,699
4th QTR TOTAL	5,334	379	567	742	410	7,432
FY2008 TOTAL	15,212	1,136	1,618	2,023	1,250	21,239
Market Mix	71.6%	5.3%	7.6%	8.9%	5.5%	

Guam's Market Share of Taiwan Travellers



Source: Guam Customs & Agriculture Declaration Forms, processed by the GVB Research Department. Figures are for civilian air only unless specified.

Other Visitor Arrivals, By Region of Origin

HONG KONG (civilian air only)

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2004	379	379	417	504	345	339	488	359	559	541	512	328	5,150
FY2005	380	357	444	230	403	353	284	421	262	291	489	379	4,293
FY2006	487	436	483	522	295	336	574	494	361	572	425	470	5,455
FY2007	707	649	718	437	686	558	487	510	521	576	452	489	6,790
FY2008	409	514	585	305	510	549	299	426	365	513	231	215	4,921

PHILIPPINES (civilian air only)

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2004	532	577	631	449	501	661	893	765	556	556	525	489	7,135
FY2005	607	493	571	516	547	698	620	601	518	525	447	455	6,598
FY2006	780	685	658	540	497	612	986	846	558	585	555	663	7,965
FY2007	794	697	793	546	447	727	872	881	772	502	598	520	8,149
FY2008	870	946	1,045	529	805	1,299	1,123	1,151	775	772	732	605	10,652

MICRONESIA (civilian air only)

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2004	2,376	2,301	3,081	2,267	2,311	2,616	2,749	2,735	2,890	4,214	2,172	2,338	32,050
FY2005	2,625	2,388	3,316	2,492	2,253	2,716	2,349	2,562	3,199	3,097	2,391	2,010	31,398
FY2006	2,192	2,426	3,003	2,108	2,060	2,621	2,489	2,506	3,003	3,414	2,470	2,057	30,349
FY2007	3,138	2,161	2,817	2,126	1,970	2,529	2,223	2,647	2,921	2,687	2,422	2,185	28,826
FY2008	2,529	2,689	2,990	2,384	2,126	2,608	2,323	2,452	2,834	3,616	2,810	1,789	31,150

US MAINLAND (civilian air only)

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2004	2,457	2,446	2,733	2,944	3,185	3,146	3,203	2,909	3,045	3,913	2,946	2,958	35,885
FY2005	3,281	2,684	3,008	3,363	3,423	3,402	3,415	3,045	3,518	3,726	2,741	2,429	38,035
FY2006	2,335	2,218	2,588	2,477	2,683	2,702	2,718	2,677	3,161	3,242	2,406	2,172	31,379
FY2007	2,536	2,301	3,020	2,692	2,662	3,119	2,766	2,652	3,413	3,129	3,411	2,610	34,311
FY2008	2,992	2,375	3,276	3,188	3,012	3,306	3,074	3,224	3,555	3,716	2,913	2,472	37,103

HAWAII (civilian air only)

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2004	747	801	665	614	716	751	686	660	927	854	750	736	8,907
FY2005	737	906	600	933	655	813	726	662	776	814	789	704	9,115
FY2006	669	766	582	669	627	731	685	704	757	675	712	620	8,197
FY2007	671	663	532	778	678	720	865	702	823	675	746	832	8,685
FY2008	773	693	733	747	663	987	793	819	707	845	756	751	9,267

CIVILIAN SEA ARRIVALS

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2004	0	28	1,577	320	1,919	68	0	425	1,027	136	454	28	5,982
FY2005	40	25	1,338	0	41	225	52	414	457	9	4	0	2,605
FY2006	70	26	433	10	639	74	366	640	5	35	12	31	2,341
FY2007	0	10	1,215	15	669	354	0	385	0	12	34	22	2,716
FY2008	170	32	1,100	67	560	1,479	122	2	3	21	35	9	3,600

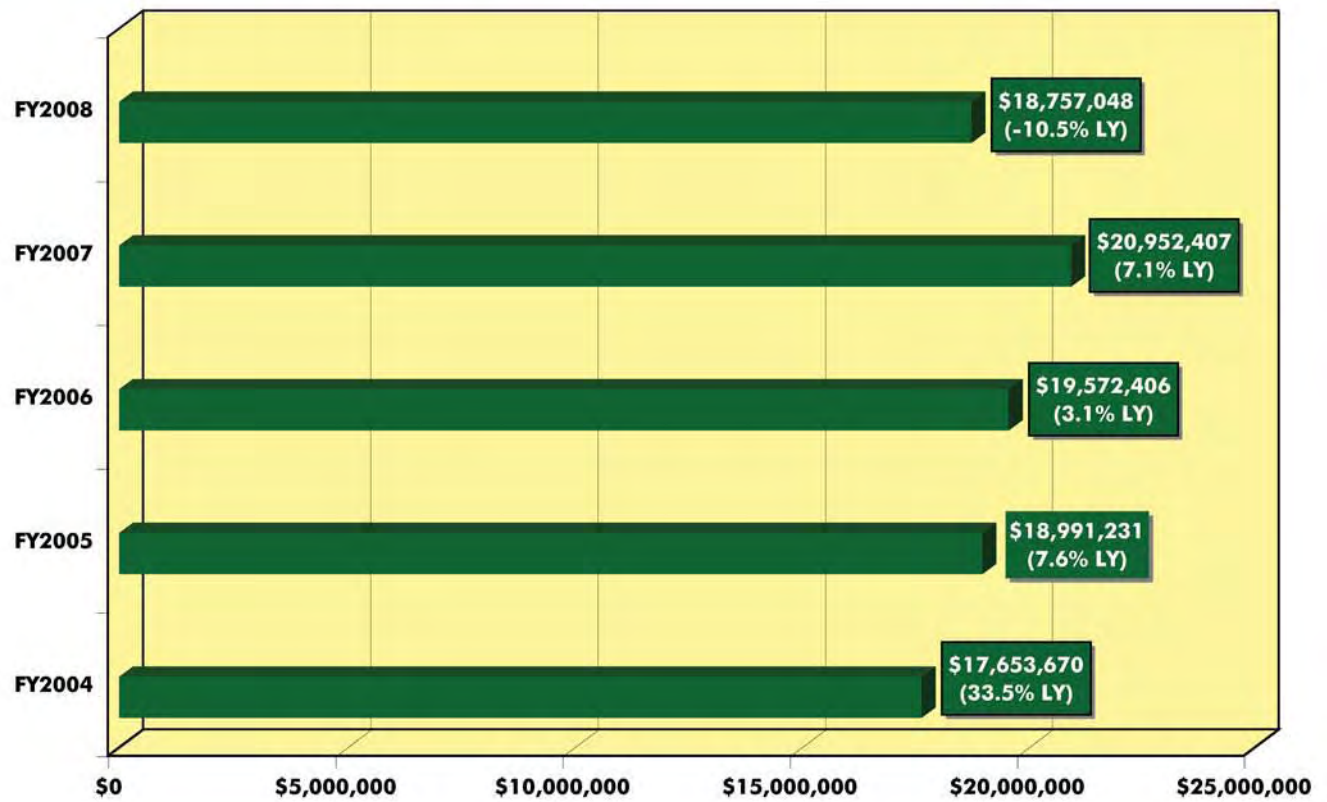
ARMED FORCES AIR ARRIVALS

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2004	409	780	402	547	562	414	399	703	543	1,234	869	720	7,582
FY2005	1,036	757	494	847	617	566	1,136	558	585	1,019	324	497	8,436
FY2006	369	253	405	328	585	566	551	561	1,164	408	697	713	6,600
FY2007	563	459	351	786	736	556	496	1,025	908	684	1,573	650	8,787
FY2008	334	290	389	1,437	551	559	1,148	741	1,109	850	854	919	9,181

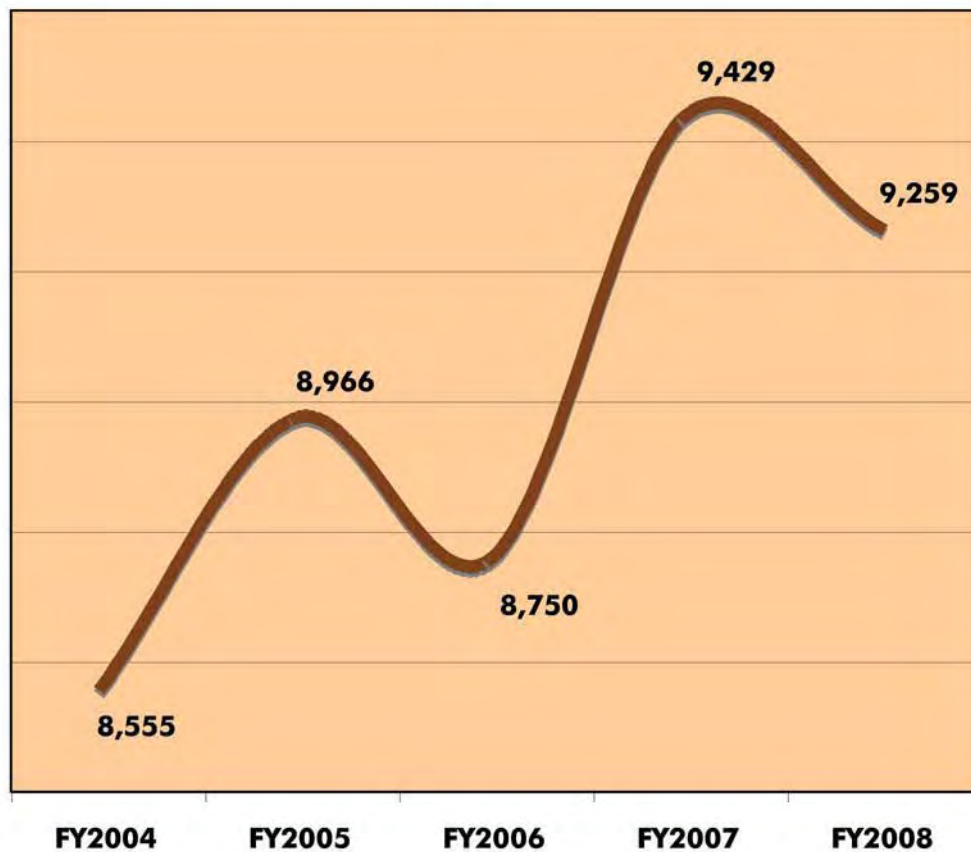
ARMED FORCES SEA ARRIVALS

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2004	2,637	7,470	963	1,759	10,770	1,120	1,097	1,152	1,534	477	6,962	2,045	37,986
FY2005	1,049	2,470	2,990	814	7,458	1,536	2,029	1,716	5,884	13,241	2,015	1,191	42,393
FY2006	1,493	1,607	1,944	3,424	2,762	1,968	1,424	1,769	1,858	1,210	2,985	2,435	24,879
FY2007	2,053	1,655	1,151	1,279	2,584	492	6,364	2,096	8,871	3,089	8,934	1,779	40,347
FY2008	1,210	2,918	2,069	1,804	1,188	759	7,764	2,120	7,594	7,417	4,591	3,200	42,634

Hotel Occupancy Tax Collections



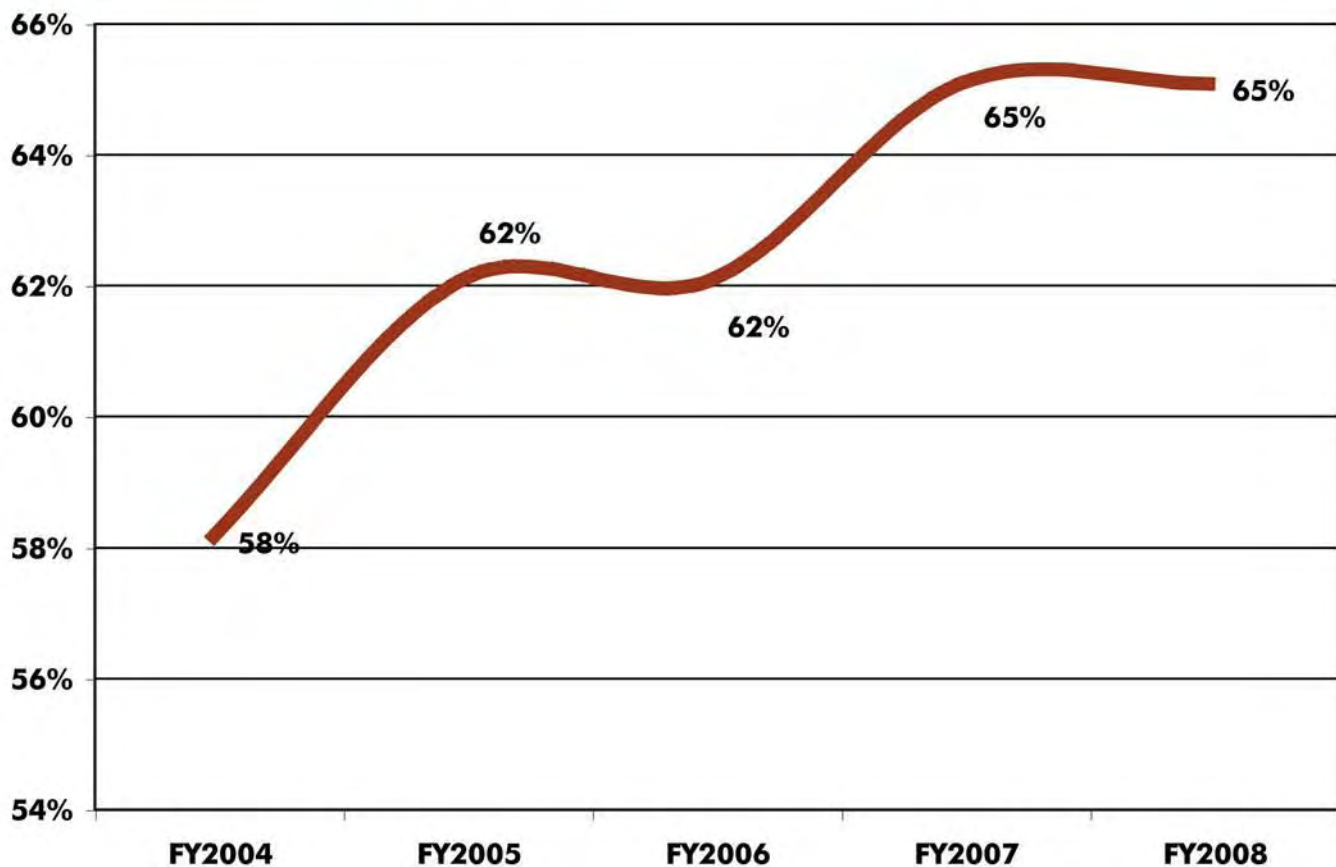
Hotel Room Inventory



Monthly Hotel Room Occupancy (weighted average)

	FY2004	FY2005	FY2006	FY2007	FY2008	MONTHLY WGHT. AVG
OCT	51%	54%	60%	51%	62%	56%
NOV	60%	54%	65%	60%	64%	61%
DEC	53%	60%	70%	58%	65%	61%
JAN	62%	72%	72%	74%	72%	70%
FEB	66%	72%	72%	82%	81%	75%
MAR	57%	64%	67%	74%	66%	66%
APR	49%	56%	54%	59%	59%	55%
MAY	52%	57%	56%	56%	61%	56%
JUN	55%	53%	55%	63%	60%	57%
JUL	60%	66%	61%	69%	65%	64%
AUG	68%	71%	63%	80%	68%	70%
SEP	64%	65%	50%	64%	61%	61%
FY WEIGHTED AVERAGE	58%	62%	62%	66%	65%	

Fiscal Year Hotel Room Occupancy (weighted average)



Fiscal Year 2008 Visitor Profile

Age

< 10 years	11%
11~17 years	6%
18~29 years	25%
30~39 years	25%
40~49 years	15%
50~59 years	10%
60+ years	8%

Gender

Male	56%
Female	44%

Trip Status

First Timers	54%
Repeaters	46%

Length of Stay

Day Trip	1%
1 night	1%
2 nights	8%
3 nights	47%
4 nights	28%
5+ nights	14%

Occupation

Sr. Management/Executive	7%
Middle Management	10%
Clerical/Sales	25%
Professional	13%
Business Owner/Self Employed	8%
Trade/Technical	9%
Homemaker	7%
Military	2%
Student	1%
Retired	3%
Other	15%

Accommodation

Hotel	94%
Condo	2%
Friend/Relatives	3%
Other	1%

Purpose of Trip

Holiday	85%
Business	2%
Golf	2%
Wedding/Honeymoon	4%
Visit Friends & Relatives	2%
Military	1%
Other	3%



Source: Guam Customs & Agriculture Declaration Forms, processed by the GVB Research Department. Figures are for civilian air only unless specified.



Guam Visitor Bureau
Statement of Revenues, Expenses, and Changes in Net Assets
Unaudited
Fiscal Year Ended September 30, 2008

Revenue	
GovGuam Allotments	13,544,746
Miscellaneous	316,892
Consumption Tax	253,276
Membership	56,021
Interest Income	21,862
Foreign Exchange Gain/Loss	(40,939)
Total Revenue	<u>14,151,858</u>
Expenditures	
Professional Services	7,645,994
Personnel	1,847,809
Miscellaneous	808,286
Travel	472,696
Repair & Maintenance	400,838
Grants	297,200
Rent/Lease	288,079
Utilities	228,467
Advertising	157,493
Consumption Tax	101,757
Depreciation	89,641
Materials & Supplies	83,579
Pass Thru Appropriations	70,328
Insurance	35,377
Equipment	27,778
Total Expenditures	<u>12,555,323</u>
Increase(Decrease) in Net Assets	<u>1,596,535</u>
Net Assets at end of the period	<u>14,638,914</u>

NOTE: CHANGE IN PRESENTATION DONE TO REFLECT REVENUE & EXPENSE TRANSACTIONS BY OBJECT CATEGORY.

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