The goal of the Destination Development and Maintenance (DDM) division is 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, and abundant with friendly people and varied activities.

In FY2009, GVB supported, promoted and organized community events, attractions and programs such as the Guam Micronesia Island Fair, Junko Friendship Baseball Tournament, and the Holiday Illumination Display that attract the local community and visitors participation, enriching the visitors experience through cultural understanding and social interaction.

In addition to supporting local signature events, GVB has awarded a total of $195,000.00 in sports and community and cultural development grant funds to various organizations illustrating how tourism is good for everybody.

The Sports Tourism programs support both local and oversea teams and events such as training camps, friendship tournaments and international championship competitions.

Cultural Heritage and Community Outreach (CHACO)

“Sports Tourism demonstrates to residents and visitors how Guam’s tropical climate makes for it ideal for training and competition”

– Robert Hofmann, Sinajana Vice Mayor and GVB board director.
committee aims enrich Guam’s presentation of our unique cultural identity to the world.

FY2009 Highlights

Junior Pan Pacific Swimming Championships
Teams from Australia, Canada, China, Guatemala, Guam, India, Japan, Mongolia, CNMI, New Zealand, Palau, Trinidad & Tobago and the USA participated in the Junior Pan Pacific Swimming Championship held at the LeoPalace Resort Guam from January 08 – 12, 2009.

Boy’s Football Camp
A total of 100 children from Sapporo, Sendai, Nagoya, Hiroshima and Fukuoka, Japan took part in a friendship tournament against players from the Guam Football Association and received an opportunity to learn football (soccer) from the former captain of the Japan Football National Team Mr. Masami Ihara.

7th Annual Dinana’ Minagof Chamorro Dance Festival
Pa’a Taotao Tano held the 6th Annual Dinana Minagof Dance Festival at the Mercy Heights Nursery & Kindergarten School. The Dinana Minagof Dance Festival showcases the Chamorro culture and heritage through dance and is a spectacle of sight, sound, and island pride. Pictured below are the competition’s overall winners, Inetnon Gef Pago.

Guam Micronesia Island Fair and the Guma Higai
The Guam Micronesia Island Fair is an international event to showcase and perpetuate the cultures of Guam and Micronesia. It is promoted and marketed as a local and visitor attraction in an effort to promote travel to Guam and the region.

GVB encourages the participation of neighboring Micronesian island nations to develop displays and activities of cultural arts and traditions, encourage the participation of industrial and agricultural developers in presenting goods, agricultural products and
livestock for show or for sale and to encourage the attendance of the people of Guam, visitors to Guam, buyers and all other interested parties who come from the Pacific and Asian regions and beyond.

Ipau Chamoru Cultural Village
The Ipau Chamoru Cultural Village is a replication of the dwellings of the first Chamorro settlers at the Governor Joseph Flores Park in Tumon. The village built by Frank San Nicolas and his team is a living history museum that showcases a outside kitchen, mini-museum, the men’s house, as well as a social gathering house that includes the home of the high chief and his families.

T.A.S.I. Launch
Members of the Traditions About Seafaring Islands (TASI) aboard the Saina, is the first Chamorro sakman to set sail on the open sea in over 200 years. Media crews as well as local paddling teams escorted the Saina from Hagatna to Tumon as they made their maiden voyage to Rota.

Guam Ko’ko’ Road Race FY2009
The Guam Ko’ko’ Road Race was created in 2006 as a signature sporting event to boost visitor arrivals during historically low months, diversify visitor attractions to stabilize monthly arrivals and to elevate the availability of high quality, international sporting events on the island.

It provided an additional ‘must do’ activity on Guam and created an avenue for visitors and local residents to interact and develop friendly relationships. Finally, the event generated destination specific interest in natural heritage with the highlight on the endangered Ko’ko’ bird.
Other programs

Excellence in Tourism Awards
This annual incentive program, held during National Tourism Month in May 2009, honors employees and organizations for outstanding service and contribution to tourism. The event was held on May 29 at the Hotel Nikko Guam and over 200 attended the awards ceremony. There were a total of 59 individual nominees for hero supervisory, non-supervisory and rookie categories. This year, Jeff’s Pirates Cove received the Special Recognition Award for their contribution to tourism. Golden Latte Award went to Mr. Steve Kasperbauer of Alupang Beach Club.

Tour Guide Certification Programs
To insure that the tour guides are certified in accordance with the Tour Guide Rules and Regulations, signed into law in 1997, the Guam Visitors Bureau continues to monitor tour guide operators on the field. For FY2009, there were a total of 32 applicants who had participated during December and May classes.

Welcome Service
For FY2009, the Guam Visitors Bureau provided welcoming services for many incentive groups from Japan, Korea, Taiwan, Australia and numerous ships including Asuka II (December 800 passengers and January 450 passengers) from Japan and Dawn Princess with approximately 1,900 passengers from Australia. Services include shell lei greetings by Miss Guam or other lovely Chamorritas, cultural dances and Chamorro music.

In April 2009, during the visit of Dawn Princess with 1,900 passengers, the Guam Visitors Bureau had arranged a Pier-side Program in cooperation with the Port Authority of Guam. Interested vendors who provide services or Guam products had an opportunity to set-up a booth at the dock during the ship’s visit. There were a total of 11 vendors who had participated for this event. Cultural entertainment was also provided.

Ambassador Program
For FY2009, the Guam Visitors Bureau supported funding GIAA to provide additional services during peak arrival periods when necessary. In addition to the usual peak periods, GVB also assisted with the Silver Week period in September 2009.

Lucia Quichocho represents Yona as its village ambassador

“Visitors want to find out what’s happening on the island so they can participate. And we have to provide an outlet for them to find out about events when they get here”
– Lou Aguon-Schulte, businesswoman and GVB board member.
# Marketing Department
## FY 2010 Overseas Promotions

<table>
<thead>
<tr>
<th>Date</th>
<th>Promotion</th>
<th>Venue</th>
<th>Market</th>
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</thead>
<tbody>
<tr>
<td>January 2010</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Jan 22-25</td>
<td>(GALC) Guam Ambassador At Large – Nagoya</td>
<td>Nagoya, Japan</td>
<td>Japan</td>
</tr>
<tr>
<td>Jan 29-31</td>
<td>(GCDA) Guam Chamorro Dance Academy</td>
<td>Tokyo, Japan</td>
<td>Japan</td>
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<td>Jan 30-Feb 1</td>
<td>(GALC) Guam Ambassador At Large – Tokyo</td>
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<td>February 2010</td>
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<td>Feb 6-7</td>
<td>NTA Leadership Team-Int’l Advisory Task Force China Inbound Task Force Meetings</td>
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<td>Feb 13-14</td>
<td>Los Angeles Times Travel Show With (ATE) Adventures in Travel Expo 2010</td>
<td>Long Beach, California</td>
<td>USA</td>
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<tr>
<td>Feb 19-21</td>
<td>(PTAA) Philippine Travel Agents Association Travel Tour Expo</td>
<td>Pasay City, PI</td>
<td>Philippines</td>
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<tr>
<td>Feb 20-23</td>
<td>(GALC) Guam Ambassador At Large – Niigata</td>
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<td>March 2010</td>
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<td>Mar 5-8</td>
<td>(GALC) Guam Ambassador At Large – Okayama</td>
<td>Okayama, Japan</td>
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<tr>
<td>Mar 25-26</td>
<td>(GITF) Guangzhou Intl Travel Fair</td>
<td>Guangzhou, China</td>
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<tr>
<td>Mar 26-28</td>
<td>(GCDA) Guam Chamorro Dance Academy</td>
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<td>PATA-Mic 1st Tri-Annual Chapter Meeting</td>
<td>Saipan-CNMI</td>
<td>Micronesia</td>
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<td>TBD</td>
<td>(MCES) Micronesia Chief Executives Summit</td>
<td>Saipan-CBMI</td>
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<td>Marine Dive Fair</td>
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<td>Apr 9-11</td>
<td>(ADEX) Asia Dive Expo 2010</td>
<td>Singapore</td>
<td>Asia Pacific</td>
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<td>Apr 17-20</td>
<td>(GALC) Guam Ambassador At Large – Hiroshima</td>
<td>Hiroshima, Japan</td>
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<td>Apr 23-27</td>
<td>PATA Annual General Meeting</td>
<td>Kuching, Sarawak,</td>
<td>Asia</td>
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<td>Date</td>
<td>Event Description</td>
<td>Location 1</td>
<td>Location 2</td>
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<tr>
<td>------------</td>
<td>---------------------------------------------</td>
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<td>--------------</td>
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<td>PATA Annual General Meeting</td>
<td>Malaysia</td>
<td>Pacific</td>
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<td>(COTTM) China Outbound Travel &amp; Tourism Market</td>
<td>Beijing</td>
<td>China</td>
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<td><strong>MAY 2010</strong></td>
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<tr>
<td>May 13-15</td>
<td>GVB-Korea Roadshow</td>
<td>Busan, Daegu, Seoul</td>
<td>Korea</td>
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<tr>
<td>May 15-16</td>
<td>TIA International POW WOW 2010</td>
<td>Orlando, Florida</td>
<td>US</td>
</tr>
<tr>
<td>May 27-29</td>
<td>(WTF) World Travel Fair Shanghai</td>
<td>Shanghai, China</td>
<td>China</td>
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<tr>
<td>May 28-30</td>
<td>(GCDA) Guam Chamorro Dance Academy</td>
<td>Tokyo, Japan</td>
<td>Japan</td>
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<tr>
<td></td>
<td><strong>JUNE 2010</strong></td>
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<tr>
<td>Jun 3-6</td>
<td>(KOTFA) Korea World Trade Fair</td>
<td>Seoul, Korea</td>
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<tr>
<td>Jun 22-24</td>
<td>(IFCOI) 6th International Forum on Chinese Outbound Tourism</td>
<td>Beijing</td>
<td>China</td>
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<tr>
<td>Jun 25-27</td>
<td>(BITE) Beijing Intl Tourism Expo</td>
<td>Beijing</td>
<td>China</td>
</tr>
<tr>
<td></td>
<td><strong>JULY 2010</strong></td>
<td></td>
<td></td>
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<tr>
<td>July 23-25</td>
<td>(GCDA) Guam Chamorro Dance Academy</td>
<td>Tokyo, Japan</td>
<td>Japan</td>
</tr>
<tr>
<td>July 23-25</td>
<td>Kashiwa Festival</td>
<td>Kashiwa City, Japan</td>
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<td>TBD</td>
<td>GVB-CO Micronesia Australia Roadshow</td>
<td>Cairns, Brisbane, Sydney</td>
<td>Australia</td>
</tr>
<tr>
<td></td>
<td><strong>AUGUST 2010</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aug 27-30</td>
<td>(GALC) Guam Ambassador At Large – Sapporo</td>
<td>Sapporo, Japan</td>
<td>Japan</td>
</tr>
<tr>
<td>TBD</td>
<td>PATA-Mic 2nd Tri-Annual Chapter Meeting</td>
<td>Yap, FSM</td>
<td>Micronesia</td>
</tr>
<tr>
<td></td>
<td><strong>SEPTEMBER 2010</strong></td>
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<tr>
<td>Sep 14-17</td>
<td>PATA Travel Mart 2010</td>
<td>Macau</td>
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<tr>
<td>Sep 17-19</td>
<td>Expat Show Shanghai</td>
<td>Shanghai, China</td>
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<tr>
<td>Sep 17-20</td>
<td>JATA World Tourism Travel Fair</td>
<td>Tokyo, Japan</td>
<td>Japan</td>
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</table>

*All events may be changed at anytime and are subject to availability of funds.*
GVB’s Marketing Team

Guam Office:
Seated (left to right) Gina Kono, Pilar Laguana, Nadine Leon Guerrero, Annabel Certeza, Jeffry Mindo.
Standing (left to right) Haven Torres, Regina Nedlic, Elaine Pangelinan. Not in picture: Charlene Hitosis and Kraig Camacho.

Japan Office:
Front (left to right): Kyoko Fujioka and Yoshiko Hisamichi.
Back (left to right): Junko Kitaoka, Keiko Nogawa, Yuji Mitsumori, and Keiko Shibuya.
Japanese visitors to Guam fell 7.6 percent versus last year due to H1N1 influenza outbreak (Swine Flu) and the global economic recession caused by the U.S. financial crisis forcing continual declines of Japanese outbound travel (JOT) from Japan’s nine major ports with direct flights to Guam. By the end of calendar year 2009, the JOT is expected to decline by 4.9%.

The financial crisis caused a loss in consumer confidence, reduction of spending by the private sector and the shrinkage in capital investments. To Guam’s advantage the strength of the Japanese Yen may help spur travel demand.

With uncertainty of Japan’s economical woes looming, the Guam Visitors Bureau took necessary precautions through financial cutbacks in order to address highly anticipated arrival shortfalls due to an unfavorable global economic environment.

**KEY INITIATIVES:**

- Strengthen key partnerships with members of the Japan Guam Tourism Council (JGTC) comprising of top-level executives with major travel agencies in Japan.
- Leverage Guam’s signature events, Guam Ko’ko’ Road Race and Guam Micronesia Island Fair, to attract incremental visitors during normally slack arrivals period in October.
- Highlight sports activities on Guam to gain Japan national media attention and provide valuable promotional publicity.
  - Conduct product knowledge training and first hand experience to front line travel agents by offering three-day trips to Guam for over 90 agents who never visited the island.
  - Provide fun, educational incentives for families to visit Guam during the summer season by offering seminars and lectures by popular fish expert, Sakana-kun (Fish Boy).
- Use direct marketing tactics through Guam Ambassador At Large Caravans (GALC) to support travel industry partners in exhibiting Guam’s performing arts in 15 major cities in Japan.
- Generate Guam publicity in Japan local and national media by conducting courtesy calls on government officials with Guam goodwill ambassadors.
- Conduct a Guam Chamorro Dance Academy featuring by master dance instructors during the Japan Association of Travel Agents and World Travel Fair to promote Guam’s brand awareness and generate unique publicity about the island’s culture.

Although global health and economic issues continue to detract from the bureau’s marketing efforts, the bureau remains steadfast and ever vigilant to maintain lucrative market share from Japan with the implementation of new marketing strategies in FY2010.

Source: Japan Outbound Travel: Ministry of Justice, Japan. Compiled by the Japan National Tourist Organization.
Global economic instability weakened Korean Won against US dollar and the expanding fears on H1N1 have made Koreans refrain from going overseas in FY2009. In spite of the negative factors worsening the Korea outbound tourism market development, the visitor arrivals from Korea have down only slightly from the projected number for FY2009.

**KEY INITIATIVES:**

- Strengthen the relationship with travel industry partners by organizing diverse programs including sales incentives and participating in tourism fairs in the Korea market.

- Increase Guam’s online presence to the Korean consumer by using search engine optimization tactics such as consumer web promotion tie-ins, keyword searches, and blogging on major websites.

- Promote the beauty of Guam through location shooting of Korea’s most popular television drama series and generate valuable exposure value to targeted audiences of general consumers in the 20 ~ 40 age group.

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**Guam Visitors Bureau supports the travel industry at consumer travel shows such as the Korea Overseas Travel Fair in Seoul, Korea.**

**Auction online shopping malls such Burger King and VIPS create the synergy effect through web joint promotions.**

---

**Korea Visitor Arrivals, By Region of Origin • FY2009**

<table>
<thead>
<tr>
<th>Region</th>
<th>Other</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov</td>
<td></td>
<td></td>
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<tr>
<td>Dec</td>
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<tr>
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<td></td>
</tr>
<tr>
<td>Mar</td>
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<td></td>
</tr>
<tr>
<td>2nd QTR TOTAL</td>
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</tr>
<tr>
<td>Apr</td>
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</tr>
<tr>
<td>May</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jun</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3rd QTR TOTAL</td>
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<td></td>
</tr>
<tr>
<td>Jul</td>
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<td></td>
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<tr>
<td>Aug</td>
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<td>Sep</td>
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<tr>
<td>4th QTR TOTAL</td>
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<td>FY2009 TOTAL</td>
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<tr>
<td>Market Mix</td>
<td>55.2%</td>
<td>6.1%</td>
</tr>
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</table>

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**Korea Marketing FY 2009**
Position Guam’s unique entertainment performances at the Korean Overseas Travel Fair to generate consumer awareness and travel industry publicity.

Leverage popular consumer products with Guam’s messaging to travel through on-line promotions to produce equities of familiar brands with Guam’s brand.

For FY 2010, GVB Korea will continue to maximize the exposure on Guam through the consumer promotions and through the public relations with on and offline medium. The major consumer promotions include KOTFA where Guam delegations can communicate directly with general consumers and express Guam’s hospitality to Koreans.

The effort to strengthen the relationship with travel trade industry through the promotions including the incentive awarding program, road shows, seminars and the coops will continue in 2010. Those marketing efforts will be directly related to the increase of Korean arrivals in Guam.

Famous Korean TV drama episodes, ‘Six Months’ were filmed in Guam, which delivered an exposure value of $4 million.
China Market FY 2009

The mood in China is optimistic and vigorous: real estate industry and stock markets are resurging back to their pre-crisis levels; government subsidies, easing of visa procedures and other measures taken by the destinations are all helping to offer the Chinese travelers a good deal in the last quarter of year 2009. A single-digit growth rate for 2009 and a double-digit growth rate for 2010 are likely, if H1N1 is not mutating into a more dangerous form.

Guam maintained a visual presence in China throughout the year, participating in trade shows, various cooperative programs, familiarization

China Visitors, By Region of Origin • FY2009

<table>
<thead>
<tr>
<th></th>
<th>Beijing</th>
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<th>Guangzhou</th>
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<td>155</td>
<td>190</td>
<td>27</td>
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<td>FY2009 TOTAL</td>
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<td>999</td>
<td>161</td>
<td>1,159</td>
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<td>20.6%</td>
<td>34.2%</td>
<td>5.5%</td>
<td>39.7%</td>
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</table>
tours, sales calls and advertisements. Throughout FY2009, the Guam and CNMI government worked with the US federal government in the creation of a new Guam-CNMI Visa Waiver Program.

Both local governments wanted to include China and Russia into this new visa waiver program. The final interim ruling made by the US federal government did not include either China or Russia, which would greatly affect the tourism industry of the CNMI. However, Department of Homeland Security exercised its parole authority, granting visitors from China and Russia access to the CNMI. Guam will consider petitioning DHS for its own ruling pending the outcome of the CNMI experience.

In the meantime, GVB continued is work in China to promote Guam as a destination of choice for Chinese and expatriates living in China.

**KEY INITIATIVES:**

- Build awareness of Guam to expatriates by participating in major trade shows in key cities such as the following:
  - China International Travel Mart, Shanghai
  - International Travel Fair, Hong Kong
  - World Travel Fair, Shanghai
  - International Forum on Chinese Outbound Tourism, Beijing
  - Expat Show, Shanghai

- Collaborate in cooperative programs with travel industry partners.

- Support key travel agents and tour planners with POS materials and advertising placements in tour handbooks.

- Reinforce Guam’s brand message with placed advertising in strategic publications, websites and travel directories.

<table>
<thead>
<tr>
<th>Visitor Arrivals</th>
<th>FY2008</th>
<th>FY2009</th>
<th>% Change LY</th>
</tr>
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<tbody>
<tr>
<td>Hong Kong</td>
<td>4,921</td>
<td>2,802</td>
<td>-43.1%</td>
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<tr>
<td>China, P.R.C.</td>
<td>1,672</td>
<td>2,838</td>
<td>69.7%</td>
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GVB’s Gina Kono and booth support staff at the World Travel Fair in Shanghai talking with visiting travel industry about Guam attractions and promotional materials.
The Taiwan outbound market declined by 20.3% in February, partly due to the Chinese New Year falling in January, rather than February as it did in 2008. The total outbound market for January - February was down by 10.14% relative to the same period in 2008. Also, the unemployment rate in February surged to the highest level in 31 years to 5.75%, up from 5.31% in January.

The Taiwan outbound market continues to decline but Guam enjoyed resurgence in arrivals over the Chinese New Year period. This was assisted in part by the four supplementary charters operated by China Airlines and five partner agents and delivered 614 visitors from Taipei to Guam, and the weaker US Dollar.

**KEY INITIATIVES:**

- Identify and target incentive group planners and travel agents to consider Guam as an accessible, short haul, visa-waiver, US destination.
- Promote the opportunity for English-study tours that are available on Guam for full-time students, students looking for supplemental English courses, and professionals desiring to hone English-speaking skills.
- Promote Guam’s advanced wedding industry and excess capacity to target wedding couples and accompanying members of wedding parties.
- Strengthen travel industry partnerships with joint promotions and participation in consumer and travel trade conferences and expositions.
- Leverage film and television location shootings on Guam to generate awareness and favorable exposure to general interest consumers.
- Improve Guam’s online presence in Taiwan to generate more “word-of-mouth” exposure from travelers’ first hand experience on Guam.
- Invite Taiwan media to Guam special event such as Guam Ko’ko’ Road Race, Guam Micronesia Island Fair, and celebrity weddings to generate publicity and exposure value.

The Taiwan Economics Minister, Yiin Chii-Ming reported that Taiwan’s economy is likely to rebound in the second half of 2010, adding that some industries have already shown signs of gradual recovery. The Taiwan Stock Market has gained 15 percent in the year to date to 5,390 points, the second best performance in the world after China’s equity market.

By participating in these key consumer and travel industry projects, GVB supports China Airlines, other carriers, key travel agents to promote Guam to consumers.

Most travel industry stakeholders feel that Taiwan is a good market to develop in and still have the ability to grow and are looking to cooperate with Guam in the upcoming year.
Pacific/Micronesia Market

The Pacific/Micronesia market, which includes the promotion of inter-island travel among the Pacific Asia Travel Association (PATA) Micronesia Chapter members, neighboring islands within the Micronesia region, such as the Commonwealth of the Northern Mariana Islands (Saipan, Rota & Tinian), Republic of Palau, and the Federated States of Micronesia (Pohnpei, Chuuk, Yap & Kosrae), concluded the fiscal year with a welcomed surprise of a 1.6% increase compared to last year’s visitor arrival numbers.

KEY INITIATIVES:
- Promote inter-island travel by hosting signature events such as the 22nd Guam Micronesia Island Fair (GMIF) and the 3rd Annual Ko’ko’ Road Race in October.
- Increase awareness and reinforce the Micronesia brand as a diverse unique destination.
- Support the PATA Micronesia Chapter with its efforts to market Micronesia as a single destination.
- Collaborate with PATA Micronesia Chapter members at Asia Dive Expo 2009 in Singapore to promote regional tourism to target ocean dive market segments.
- Generate destination awareness to key source markets of China, Russia, Australia, Italy, and Philippines at the annual PATA Travel Mart in Huangzhou, China.

<table>
<thead>
<tr>
<th>Visitor Arrivals</th>
<th>FY2008</th>
<th>FY2009</th>
<th>% Change LY</th>
</tr>
</thead>
<tbody>
<tr>
<td>CNMI</td>
<td>18,184</td>
<td>17,747</td>
<td>-2.4%</td>
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<tr>
<td>Palau</td>
<td>3,455</td>
<td>3,645</td>
<td>5.5%</td>
</tr>
<tr>
<td>FSM</td>
<td>8,509</td>
<td>9,239</td>
<td>8.6%</td>
</tr>
<tr>
<td>RMI</td>
<td>1,002</td>
<td>1,005</td>
<td>0.3%</td>
</tr>
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</table>

At the September annual PATA International Conference in Macau, GVB Marketing Manager was recognized for her 28 years of service to PATA as well as being honored for her 30 years of service with the Guam Visitors Bureau.

The Pacific/Micronesia market looks to increase its market share and grow visitor arrivals by promoting its annual signature events in 2010 such as the 23rd Guam Micronesia Island Fair, the Gatorade Guam Ko’ko’ Road Race, actively promoting regional marketing within the PATA Micronesia Chapter Tri-Annual Meetings, PATA Travel Mart in Macau, ADEX and increase co-op support to Continental Airlines as the main air carrier for the hub of Micronesia.

GVB looks forward to maximizing the benefits of destination Guam with all its tourism partners in increasing Guam’s volume for the upcoming year within the region of Micronesia.
Australia Market FY 2009

The Australia market ended FY2009 with a 0.5% marginal increase in visitor arrivals compared to FY2008. Although low visitor arrivals may not seem surprising as all markets experienced a shortfall at the height of the H1N1 outbreak, the Australia market still holds strong in its efforts to increase outbound for the coming years. Despite the H1N1 Swine Flu and low visitor arrival numbers, the trend from Australia was still positive and remained throughout the year for Guam.

KEY INITIATIVES:
- Support the existing air carrier routes from Australia and build travel demand by encouraging members to actively market Guam to Australian travel partners and consumers.
- Advertise the availability of direct air carrier service from Australia to Guam.
- Generate publicity and consumer interest by encouraging travel partners to participate in an Australian Road Show.
- Leverage Australia media interest in new travel destinations by hosting familiarization tours to Guam to generate news stories about Guam and events on Guam.

Outdoor billboards such as these promote direct air service to Guam and Micronesia.

Events such as the Guam Ko'ko' Road Race and Guam Micronesia Island Fair generated news coverage from many Australia print and electronic media.

To recap marketing activities in the Australia market for the year, the Guam Visitors Bureau worked closely with Continental Airlines in supporting the direct services from Guam to Cairns, Australia. The additional flights added in April gave more benefit and stability in the effort to increase more traffic within the Australia region.

For FY2010, GVB will continue to focus on the growth and development of the Australia market and supporting the efforts of Continental Airlines and all other airlines with direct services. With the recent addition of the Continental Airlines air service to Fiji, GVB is optimistic that it will give travelers more advantage in deciding which route through Australia.
North America/Military Market FY 2009

The North America and Military marketing program budget remain the greatest challenge during FY2009 due to monetary constraints. However, arrivals remained consistently positive with a 1.8% growth over last year – partly due to travel by visiting friends and relatives of residents during the summer season and persistent marketing efforts by the GVB, Continental Airlines and Northwest Airlines (now Delta).

In fact, optimism is high when Continental Airlines joined the Star Alliance; further expanding travel options around the region and to/from the US mainland and 24 member airlines in the Star Alliance network. Also, Northwest’s merger with Delta has allowed for a much larger network in travel options.

**KEY INITIATIVES:**

- Leverage GVB’s membership in the North American Travel Journalists Association (NATJA), a network of over 400 journalists, 250 travel trade media organizations, and Travel World International magazine to increase Guam publicity.
- Generate awareness and publicity to consumers and travel trade organizations by participating in trade and travel shows such as the Los Angeles Times Travel & Adventure Show and Pow Wow in Miami, Florida.
- Tap into the military market segment by hosting WWII liberators during Liberation Day for goodwill and publicity purposes.
- Advertise in Stars & Stripes as well as online travel and leisure magazines and websites to promote Guam to frequent and occasional visitors inquiring about travel to Guam.

### Visitor Arrivals FY2008 FY2009 % Change LY

<table>
<thead>
<tr>
<th>Destination</th>
<th>FY2008</th>
<th>FY2009</th>
<th>% Change LY</th>
</tr>
</thead>
<tbody>
<tr>
<td>US Mainland</td>
<td>37,103</td>
<td>37,779</td>
<td>1.8%</td>
</tr>
<tr>
<td>Hawaii</td>
<td>9,267</td>
<td>8,891</td>
<td>-4.1%</td>
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</table>

Philippine Market FY 2009

For FY2009 Philippine arrivals reached 11,379 or approximately 6.7% higher over the previous year’s 10,668, was a result of newly instituted creative efforts coupled with leveled-up programs already established to be cost-effective. This is in spite of the general decrease in travel across the region and the rest of the world due to economic slowdown.

**KEY INITIATIVES:**

- Cooperate and support travel industry partners such as airlines in their product launch and new services seminars with key travel agents.
- Develop a “leads” list of airline corporate clients to establish communication links about future promotions and travel opportunities.
- Participate in consumer promotional tie-ins to gain exposure and awareness of Guam as a favorable destination for general interest groups.
- Establish marketing partners in consumer promotions specializing in sporting interest groups and tie-in with Guam Ko’ko’ Road Race to promote special events to visitor prospects.
- Sponsor high-end golf tournaments such as the Meralco Elite Golf Tournament to showcase Guam as a premier tourist destination.
- Leverage media familiarization tours during Guam’s signature events such as the Guam Ko’ko’ Road Race and Guam Micronesia Island Fair to generate publicity about Guam as a leisure destination to the target audiences.

### Visitor Arrivals FY2008 FY2009 % Change LY

<table>
<thead>
<tr>
<th>Destination</th>
<th>FY2008</th>
<th>FY2009</th>
<th>% Change LY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philippines</td>
<td>10,652</td>
<td>11,357</td>
<td>6.6%</td>
</tr>
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</table>
Guam Visitors Bureau Membership Committee’s main objective is to grow and retain membership by providing valuable services, statistical information, tourism and destination news, opportunities and benefits that will enable its members to maximize their marketing, networking and relationship opportunities.

QUARTERLY MEMBERSHIP MEETINGS:

January 2009, Sheraton Laguna Guam Resort
Event: Membership election of four (4) new board members. The following board members were voted in to serve a term of 2 consecutive years: Jim Beighley, Jack Yoshino, Bart Jackson, Bruce Kloppenburg.

March 2009, Guam Marriott Resort
Event: After-hours cocktail mixer. GVB hosted over 100 GVB members and their guests to provide an opportunity to develop value in GVB’s membership by attracting new members and retaining existing ones. The social mixer also provided a brief brand campaign update as well as local entertainment to greet attendees.

June 2009, Westin Resort Guam
Event: Membership Meeting. Keynote speaker J. Peter Roberto, Director of Public Health and Social Services, whose topic, “How a Good Crisis Plan Kept Guam from H1N1 Paranoia” offered the audience an overview of Guam’s Pandemic Plan and how Guam improved its pandemic since the outbreak.

September 2009, Sheraton Laguna Guam Resort
Event: Membership Meeting. Keynote speaker Charles M. Duncan, President, Continental Micronesia, whose topic was “Our Partnership with GVB”, offered the audience a current update of travel trends and Continental Micronesia’s expansion plans, as well as recommendations for improving the visitor experience. The September meeting also offered the opportunity to introduce the Village Ambassadors as an important demonstration of connecting our tourism industry with the local community.

“Things don’t just happen, unless people make them happen”
– Bert Unpingco, “Mr. Tourism” GVB board member
“The monthly and annual visitor statistic reports that GVB provides to us is a very useful tool in assisting us to effectively market our shopping center to Japanese visitors. We share them with our tenants and they use them to plan their timely merchandise deliveries and make seasonal product selections to maximize their highest sales per square performance annually.”

– Monte Mesa,
genral manager Guam Premium Outlets and GVB member
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 nineteen years since its creation, the GVB Research Department has continued to implement the core projects outlined in its enabling legislation by producing over 224 statistical reports, conducting and issuing information for more than 152 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 travelers and how Guam can position itself to increase our visitor arrival traffic. To overcome this challenge, the GVB re-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 beginning fiscal year 2009. With the assistance from the airlines and the Guam Customs and Quarantine Agency, a smooth transition to the new form was successful.

The Fiscal Year 2009 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.
### Other Visitor Arrivals, By Country of Origin • FY2009

#### CANADA (civillian air only)

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<td>69</td>
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<td>40</td>
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<td>756</td>
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<tr>
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<td>33</td>
<td>48</td>
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#### EUROPE (civillian air only)

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#### THAILAND (civillian air only)

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<td>23</td>
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#### VIETNAM (civillian air only)

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#### CIVILIAN SEA ARRIVALS

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<tr>
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<td>110</td>
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#### ARMED FORCES AIR ARRIVALS

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<td>559</td>
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<td>854</td>
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<td>951</td>
<td>1,182</td>
<td>1,301</td>
<td>730</td>
<td>10,675</td>
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#### ARMED FORCES SEA ARRIVALS

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<td>2,120</td>
<td>7,594</td>
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<td>n.a.</td>
<td>n.a.</td>
<td>200</td>
<td>152</td>
<td>n.a.</td>
<td>196</td>
<td>24</td>
<td>182</td>
<td>10</td>
<td>247</td>
<td>9,470</td>
</tr>
</tbody>
</table>

### Japan Visitor Profile • FY2009

**Marital Status**
- Single: 49%
- Married: 51%

**Age**
- Less than 20 years: 2%
- 20-29 years: 46%
- 30-35 years: 27%
- 36-45 years: 15%
- 46+ years: 4%

**Income**
- Less than ¥3.0M: 16%
- ¥3.0M-¥3.9M: 14%
- ¥4.0M-¥4.9M: 14%
- ¥5.0M-¥5.9M: 16%
- ¥7.0M-¥8.9M: 16%
- ¥10.0M+: 18%
- No income specified: 3%

**Travel Companions**
- Friends: 40%
- Family: 27%
- Spouse only: 10%
- Child: 14%
- Office: 5%
- Alone: 2%
- Other: 1%

**Trip Status**
- First Timers: 63%
- Repeaters: 37%
- Repeat Visitors Last Trip: 22%
- Within the last year: 24%
- 1 to 2 years: 24%
- 2 or more years: 53%

**Gender**
- Male: 56%
- Female: 56%

**Average Length of Stay**
- 3.39 days
- 1-2 nights: 15%
- 3-4 nights: 74%
- 5-6 nights: 6%
- 7+ nights: 1%

**Expenditures (per person)**
- Prepaid: ¥895.94
- On-Island: ¥930.71
- Average Exchange Rate*: ¥125.56

**Travel Planning**
- Full tour package: 25%
- Free-time package: 65%
- Individually arranged travel: 6%
- Group tour: 3%
- Other: 1%

**Travel Motivation**
- Beach: 60%
- Travel Time: 48%
- Pleasure: 41%
- Price: 41%
- Prior Trip: 34%
- Relaxation: 34%
- Work: 31%
- Water Sports: 19%
- Safe Destination: 19%
- Recommendation: 15%
- Honeymoon: 11%
- To Get Married: 9%
- Other: 5%

**Travel Companions**
- Friends: 14%
- Family: 35%
- Spouse only: 36%
- Child: 36%
- Office: 8%
- Hotel: 8%
- To Get Married: 1%

**Trip Status**
- First Timers: 62%
- Repeaters: 18%
- Repeat Visitors Last Trip: 38%
- Within the last year: 19%
- 2 or more years: 14%

**Gender**
- Male: 50%
- Female: 50%

**Average Length of Stay**
- 3.00 days
- 1-2 nights: 4%
- 3-4 nights: 59%
- 5-6 nights: 5%
- 7+ nights: 2%

---

### Korea Visitor Profile • FY2009

**Expenditures (per person)**
- Prepaid: $666.39
- On-Island: $517.62
- Average Exchange Rate*: KWX277.8

**Travel Planning**
- Full tour package: 62%
- Free-time package: 26%
- Individually arranged travel: 7%
- Group tour: 3%
- Other: 1%

**Travel Motivation**
- Beach: 41%
- Travel Time: 23%
- Pleasure: 10%
- Price: 0%
- Prior Trip: 12%
- Relaxation: 53%
- Shop: 0%
- Water Sports: 11%
- Safe Destination: 21%
- Recommendation: 16%
- Honeymoon: 15%
- To Get Married: 1%

---

Racine Manley accepts her crown as the 2009 Miss Universe Guam. She later represented the island at the Miss Universe Pageant in the Bahamas. Miss Universe Guam is an also a goodwill ambassador, garnering many press interviews about Guam during GVB overseas marketing missions.
Guam Visitors Bureau  
Statement of Revenues and Expenditures  
Fiscal Year Ended September 30, 2009  
(UNAUDITED)

**Revenue**

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<th>Amount</th>
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<tbody>
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<td>Membership</td>
<td>41,969.00</td>
</tr>
<tr>
<td>Interest Income</td>
<td>25,820.67</td>
</tr>
<tr>
<td>Foreign Exchange Gain/Loss</td>
<td>(24,872.37)</td>
</tr>
<tr>
<td>Consumption Tax</td>
<td>226,607.72</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>119,240.69</td>
</tr>
<tr>
<td>In-Kind Contributions</td>
<td>715,215.75</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>12,873,498.46</strong></td>
</tr>
</tbody>
</table>

**Expenditures**

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel</td>
<td>1,725,934.32</td>
</tr>
<tr>
<td>Travel</td>
<td>359,155.30</td>
</tr>
<tr>
<td>Utilities</td>
<td>190,176.01</td>
</tr>
<tr>
<td>Professional Services</td>
<td>7,105,684.06</td>
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<tr>
<td>Advertising</td>
<td>31,859.69</td>
</tr>
<tr>
<td>Insurance</td>
<td>28,042.56</td>
</tr>
<tr>
<td>Materials &amp; Supplies</td>
<td>49,931.34</td>
</tr>
<tr>
<td>Rent/Lease</td>
<td>279,881.09</td>
</tr>
<tr>
<td>Repair &amp; Maintenance</td>
<td>255,876.92</td>
</tr>
<tr>
<td>Equipment</td>
<td>35,483.50</td>
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<tr>
<td>Miscellaneous</td>
<td>756,208.76</td>
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<tr>
<td>Pass Thru Appropriations</td>
<td>97,965.23</td>
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<tr>
<td>Consumption Tax</td>
<td>97,916.76</td>
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<tr>
<td>Contractual Services</td>
<td>683,319.82</td>
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<tr>
<td>In-Kind Contributions</td>
<td>715,215.75</td>
</tr>
<tr>
<td>Grants</td>
<td>138,750.00</td>
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<tr>
<td>Depreciation</td>
<td>90,919.45</td>
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<tr>
<td><strong>Total Expenditures</strong></td>
<td><strong>12,642,320.56</strong></td>
</tr>
</tbody>
</table>

**Increase(Decrease) in Net Assets**  
231,177.90
### Guam Visitors Bureau

Statement of Net Assets  
Fiscal Year Ended September 30, 2009  
(UNAUDITED)

#### Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
</tr>
<tr>
<td>Cash &amp; Cash Equivalents</td>
<td>4,324,182.08</td>
</tr>
<tr>
<td>Accounts Receivable - Appropriations</td>
<td>3,270,276.00</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>139,576.71</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>7,589.18</td>
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<tr>
<td>Accounts Receivable - Other</td>
<td>150,662.46</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td>7,892,286.43</td>
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<tr>
<td><strong>Long-term Assets</strong></td>
<td></td>
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<tr>
<td>Property &amp; Equipment</td>
<td>7,317,823.83</td>
</tr>
<tr>
<td><strong>Total Long-term Assets</strong></td>
<td>7,317,823.83</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>15,210,110.26</td>
</tr>
</tbody>
</table>

#### Liabilities

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td><strong>Current Liabilities</strong></td>
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<tr>
<td>Accounts Payable</td>
<td>1,610,851.30</td>
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<tr>
<td>Deferred Revenue</td>
<td>1,966,578.00</td>
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<tr>
<td><strong>Total Current Liabilities</strong></td>
<td>3,577,429.30</td>
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<tr>
<td>Unfunded Pension Cost</td>
<td>393,934.48</td>
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<tr>
<td>Accrued Annual Leave</td>
<td>92,391.94</td>
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<tr>
<td>Accrued Sick Leave</td>
<td>91,864.57</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>4,155,620.29</td>
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#### Net Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td><strong>Beginning Net Assets</strong></td>
<td></td>
</tr>
<tr>
<td>Net Assets</td>
<td>11,550,940.00</td>
</tr>
<tr>
<td><strong>Total Beginning Net Assets</strong></td>
<td>11,550,940.00</td>
</tr>
<tr>
<td>Adjustment to Net Assets</td>
<td>(727,627.93)</td>
</tr>
<tr>
<td>Current YTD Net Income</td>
<td>231,177.90</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td>11,054,489.97</td>
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</tbody>
</table>

#### Total Liabilities and Net Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>15,210,110.26</td>
</tr>
</tbody>
</table>
CORPORATE MEMBERS
AS OF JANUARY 2010

ACCOUNTANTS

Deloitte & Touche
Jerold W. Filush, Partner
361 South Marine Corps Drive
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Le Tasi Bistro
Maria Aguilar, Owner
Sati Bldg, S-1
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Website: www.bankofguam.com

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Website: www.fhb.com

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www.ken-realestate.jp/eng/hotel_resort.html

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JCB International (Micronesia) Ltd.
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Website: www.jcb-global.com

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Email: gjohnson@ite.net
Website: www.gimca.org

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Website: www.sandcastleguam.com

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Website: www.amiguam.com

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www.ken-realestate.jp/eng/hotel_resort.html

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#10 Montecello Pl.
Tamuning, GU 96913
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Website: www.guam-floweraya.com

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Tel: 646-0993/5 • Fax: 646-0994
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Email: ftung@guam.net
### GOLF COURSES / PRODUCTS

<table>
<thead>
<tr>
<th>Country</th>
<th>Club of the Pacific</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hajime Ogimi, General Manager</td>
</tr>
<tr>
<td></td>
<td>215 CCP Lane</td>
</tr>
<tr>
<td></td>
<td>Yona, GU 96915</td>
</tr>
<tr>
<td></td>
<td>Tel: 789-1361 • Fax: 789-1496</td>
</tr>
<tr>
<td></td>
<td>E-mail: <a href="mailto:hajimeo@tite.net">hajimeo@tite.net</a></td>
</tr>
<tr>
<td></td>
<td>Website: <a href="http://www.ccpguam.com">www.ccpguam.com</a></td>
</tr>
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### HOTELS / MOTELS/ BED & BREAKFASTS

<table>
<thead>
<tr>
<th>Days Inn - Barrigada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maria C. Daquigan, General Manager</td>
</tr>
<tr>
<td>122 Hasdiao St., Rt. 8</td>
</tr>
<tr>
<td>Barrigada, GU 96913</td>
</tr>
<tr>
<td>Tel: 472-3001 • Fax: 472-3029</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:maria.daquigan@daysinnguam.com">maria.daquigan@daysinnguam.com</a></td>
</tr>
<tr>
<td>Website: <a href="http://www.daysinnguam.com">www.daysinnguam.com</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Days Inn - Tumon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maria C. Daquigan, General Manager</td>
</tr>
<tr>
<td>155 Ypao Road</td>
</tr>
<tr>
<td>Tumon, GU 96913</td>
</tr>
<tr>
<td>Tel: 646-3297 • Fax: 646-3298</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:maria.daquigan@daysinnguam.com">maria.daquigan@daysinnguam.com</a></td>
</tr>
<tr>
<td>Website: <a href="http://www.daysinnguam.com">www.daysinnguam.com</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fiesta Resort Guam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jeffrey W. Schweizer, General Manager</td>
</tr>
<tr>
<td>801 Pale San Vitores Road</td>
</tr>
<tr>
<td>Tumon, GU 96913</td>
</tr>
<tr>
<td>Tel: 646-5881 • Fax: 646-6729</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:jws@fiestaguam.com">jws@fiestaguam.com</a></td>
</tr>
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<td>Website: <a href="http://www.fiestaguam.com">www.fiestaguam.com</a></td>
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<tr>
<th>Guam Aurora Resort Villa &amp; Spa</th>
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<tbody>
<tr>
<td>(Guam Resorts Inc)</td>
</tr>
<tr>
<td>Mark L. Day, General Manager</td>
</tr>
<tr>
<td>185 Gun Beach Road</td>
</tr>
<tr>
<td>Tumon, GU 96913</td>
</tr>
<tr>
<td>Tel: 646-6811 • Fax: 649-6597</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:markday@guamvillaresort.com">markday@guamvillaresort.com</a></td>
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<td>Website: <a href="http://www.guamauroraresort.com">www.guamauroraresort.com</a></td>
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<th>Guam Garden Villa B &amp; B Homestay</th>
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<tr>
<td>Herta Laguana, Owner</td>
</tr>
<tr>
<td>P.O. Box 326244</td>
</tr>
<tr>
<td>Hagåtña, GU 96932</td>
</tr>
<tr>
<td>Tel: 477-8166</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:reservation@guambbhomestay.com">reservation@guambbhomestay.com</a></td>
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<tr>
<td>W. Scott Sibley, General Manager</td>
</tr>
<tr>
<td>6278 Pale San Vitores Rd.</td>
</tr>
<tr>
<td>Tumon, GU 96913</td>
</tr>
<tr>
<td>Tel: 649-7827 • Fax: 649-6936</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:mhrs.gmr.td@marriott.com">mhrs.gmr.td@marriott.com</a></td>
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<td>Website: <a href="http://www.marriott.com/gumt">www.marriott.com/gumt</a></td>
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<tr>
<td>(City Hill Corp.)</td>
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<tr>
<td>Eric Ichikawa, President</td>
</tr>
<tr>
<td>1328 Pale San Vitores Road</td>
</tr>
<tr>
<td>Tumon, GU 96913</td>
</tr>
<tr>
<td>Tel: 646-7803 • Fax: 646-7809</td>
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<tr>
<td>E-mail: <a href="mailto:hr@guamplaza.com">hr@guamplaza.com</a></td>
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<tr>
<td>Eiichi Koyama, Acting General Manager</td>
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<tr>
<td>1317 Pale San Vitores Rd.</td>
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<tr>
<td>Tumon, GU 96913</td>
</tr>
<tr>
<td>Tel: 646-6881 • Fax: 649-6339</td>
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<tr>
<td>E-mail: <a href="mailto:executive@guamreef.com">executive@guamreef.com</a></td>
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<tr>
<td>Shuji Nakayama, General Manager</td>
</tr>
<tr>
<td>245 Gun Beach</td>
</tr>
<tr>
<td>Tumon, GU 96913</td>
</tr>
<tr>
<td>Tel: 649-8815 • Fax: 646-0031</td>
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<tr>
<td>E-mail: <a href="mailto:information@nikkoguam.com">information@nikkoguam.com</a></td>
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<tr>
<td>Anthony Gain, General Manager</td>
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<tr>
<td>1155 Pale San Vitores Rd.</td>
</tr>
<tr>
<td>Tamuning, GU 96913</td>
</tr>
<tr>
<td>Tel: 647-1234 • Fax: 647-1236</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:anthony.gain@hyattguam.com">anthony.gain@hyattguam.com</a></td>
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<td>Website: <a href="http://www.guam.regency.hyatt.com">www.guam.regency.hyatt.com</a></td>
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<tr>
<th>Ladera Tower (LTA, LLC)</th>
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<tr>
<td>Don H. Park, General Manager</td>
</tr>
<tr>
<td>310 Ladera Lane, Suite 2110</td>
</tr>
<tr>
<td>Mangilao, GU 96913</td>
</tr>
<tr>
<td>Tel: 735-1120 • Fax: 735-1168</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:dhpark@laderatower.com">dhpark@laderatower.com</a></td>
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<th>Ohana Bayview Guam</th>
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<tr>
<td>Sunardi Li, Hotel Manager</td>
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<tr>
<td>1475 Pale San Vitores Rd.</td>
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<tr>
<td>Tumon, GU 96913</td>
</tr>
<tr>
<td>Tel: 646-2300 • Fax: 646-8738</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:sunardi.li@ohananaguam.com">sunardi.li@ohananaguam.com</a></td>
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<td>Website: <a href="http://www.outriggerguam.com">www.outriggerguam.com</a></td>
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<tr>
<td>Vincent Cruz, Hotel Manager</td>
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<tr>
<td>1433 Pale San Vitores Rd.</td>
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<tr>
<td>Tumon, GU 96913</td>
</tr>
<tr>
<td>Tel: 646-2400 • Fax: 649-0562</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:ben.cruz@ohananaguam.com">ben.cruz@ohananaguam.com</a></td>
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<th>Outrigger Guam Resort</th>
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<tr>
<td>Charlene Goo, VP Pacific Operations</td>
</tr>
<tr>
<td>1255 Pale San Vitores Rd.</td>
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<tr>
<td>Tamuning, GU 96913</td>
</tr>
<tr>
<td>Tel: 647-7777 • Fax: 646-1724</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:takayama@outriggerguam.com">takayama@outriggerguam.com</a></td>
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<td>Website: <a href="http://www.outriggerguam.com">www.outriggerguam.com</a></td>
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<th>Pacific Bay Hotel</th>
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<tr>
<td>Susan Park, General Manager</td>
</tr>
<tr>
<td>1000 Pale San Vitores Rd.</td>
</tr>
<tr>
<td>Tumon, GU 96913</td>
</tr>
<tr>
<td>Tel: 649-8001 • Fax: 649-3400</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:susanpark.99@mac.com">susanpark.99@mac.com</a></td>
</tr>
<tr>
<td>Website: <a href="http://www.pacificbayguam.com">www.pacificbayguam.com</a></td>
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<th>Pacific Islands Club</th>
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<tr>
<td>Bartley A. Jackson, General Manager</td>
</tr>
<tr>
<td>P.O. Box 9370</td>
</tr>
<tr>
<td>Tamuning, GU 96913</td>
</tr>
<tr>
<td>Tel: 646-9171 • Fax: 648-2474</td>
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<tr>
<td>E-mail: <a href="mailto:picmail@picguam.com">picmail@picguam.com</a></td>
</tr>
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<td>Website: <a href="http://www.picresorts.com">www.picresorts.com</a></td>
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E-mail: admin@leapguam.com
Website: www.islandtime-guam.com
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<th><strong>MOMENTUM JAPAN, INC.</strong></th>
<th><strong>PACRIM MARKETING GROUP, INC.</strong></th>
<th><strong>SHOOTING STAR PRODUCTIONS</strong></th>
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<tr>
<td><strong>David Marquez-Clemente, Mktg. Communications Director</strong>&lt;br&gt;Shin Aoyama Bldg, E. Twr 12F, 1-1-1 Minami Aoyama, Minato-ku, Tokyo, Japan 107-0062&lt;br&gt;Tel: 81-3-3746-8138 • Fax: 81-3-3746-8573&lt;br&gt;Email: <a href="mailto:david.clemente@momentumww.com">david.clemente@momentumww.com</a>&lt;br&gt;Website: <a href="http://www.momentum.co.jp">www.momentum.co.jp</a></td>
<td><strong>David Erdman, President</strong>&lt;br&gt;2758 S. King Street #206&lt;br&gt;Honolulu, HI 96826&lt;br&gt;Tel: (808) 942-5251&lt;br&gt;Email: <a href="mailto:derdman@pacrimmarketing.com">derdman@pacrimmarketing.com</a>&lt;br&gt;Website: <a href="http://www.pacrimmarketing.com">www.pacrimmarketing.com</a></td>
<td><strong>Carlos S. Barretto, President</strong>&lt;br&gt;138 E. Marine Corps Dr., Bldg. C, #104&lt;br&gt;Hagåtña, GU 96910&lt;br&gt;Tel: 477-9348 • Fax: 477-6102&lt;br&gt;Email: <a href="mailto:info@sspguam.com">info@sspguam.com</a>&lt;br&gt;Website: <a href="http://www.ssguam.com">www.ssguam.com</a></td>
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<td><strong>Momentum Japan, Inc.</strong>&lt;br&gt;Hiroshi Samizo, Exec. Director&lt;br&gt;Shin Aoyama Bldg, E. Twr 12F, 1-1-1 Minami Aoyama, Minato-ku, Tokyo, Japan 107-0062&lt;br&gt;Tel: 81-3-3746-8138 • Fax: 81-3-3746-8573&lt;br&gt;Email: <a href="mailto:hiroshi.samizo@momentumww.com">hiroshi.samizo@momentumww.com</a>&lt;br&gt;Website: <a href="http://www.momentum.co.jp">www.momentum.co.jp</a></td>
<td><strong>Yasunori Kawauchi, President</strong>&lt;br&gt;Guam Broadcast Services, Inc.&lt;br&gt;1199 Pale San Vitores Rd.&lt;br&gt;Tumon, GU 96913&lt;br&gt;Tel: 646-7485 • Fax: 646-7487&lt;br&gt;Email: <a href="mailto:info@ghra.org">info@ghra.org</a>&lt;br&gt;Website: <a href="http://www.guamwalking.com">www.guamwalking.com</a></td>
<td><strong>Shooting Star Productions</strong>&lt;br&gt;Guam Governor’s Cup Golf Tournament Committee&lt;br&gt;Tatsuo Takano, President&lt;br&gt;148 Mahongang St.&lt;br&gt;Dededo, GU 96929&lt;br&gt;Tel: 727-8245&lt;br&gt;Email: <a href="mailto:tmrmm3875@ite.net">tmrmm3875@ite.net</a></td>
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<td><strong>Mosaic Network Inc.</strong>&lt;br&gt;Michael C. W. Ko, President&lt;br&gt;P.O. Box 315592&lt;br&gt;Tamuning, GU 96931&lt;br&gt;Tel: 482-8828&lt;br&gt;Email: <a href="mailto:michael88ko@gmail.com">michael88ko@gmail.com</a></td>
<td><strong>Guam Broadcast Services, Inc.</strong>&lt;br&gt;Yasunori Kawauchi, President&lt;br&gt;3F La Casa de Colina #200 Chichirica St.&lt;br&gt;Tamuning, GU 96913&lt;br&gt;Tel: 648-1043 • Fax: 648-0104&lt;br&gt;Email: <a href="mailto:yasu@ite.net">yasu@ite.net</a>&lt;br&gt;Website: <a href="http://www.kijifm104.com">www.kijifm104.com</a></td>
<td><strong>Guam Walking Association</strong>&lt;br&gt;Setsuko Woodley, Vice Chairwoman&lt;br&gt;1082 Pale San Vitores Rd.&lt;br&gt;Tumon Sands Plaza, #324&lt;br&gt;Tumon, GU 96913&lt;br&gt;Tel: 646-7485 • Fax: 646-7487&lt;br&gt;Email: <a href="mailto:Swoodley@netpacific.com">Swoodley@netpacific.com</a>&lt;br&gt;Website: <a href="http://www.guamwalking.com">www.guamwalking.com</a></td>
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<td><strong>Momentum Japan, Inc.</strong>&lt;br&gt;Yoshihito Endoh, Head of Events&lt;br&gt;Shin Aoyama Bldg, E. Twr 12F, 1-1-1 Minami Aoyama, Minato-ku, Tokyo, Japan 107-0062&lt;br&gt;Tel: 81-3-3746-8138 • Fax: 81-3-3746-8573&lt;br&gt;Email: <a href="mailto:yoshihito.endoh@momentumww.com">yoshihito.endoh@momentumww.com</a>&lt;br&gt;Website: <a href="http://www.momentum.co.jp">www.momentum.co.jp</a></td>
<td><strong>Guam TV Productions, Inc.</strong>&lt;br&gt;Monica B. Wintterle, Administrative Officer&lt;br&gt;Foundation Inc.&lt;br&gt;University of Guam Endowment&lt;br&gt;Mangilao, GU 96923&lt;br&gt;Tel: 735-2956 • Fax: 734-2952&lt;br&gt;Email: <a href="mailto:mwnterlere@uguam.uog.edu">mwnterlere@uguam.uog.edu</a>&lt;br&gt;Website: <a href="http://www.uogfoundation.org">www.uogfoundation.org</a></td>
<td><strong>Pa’a Taotao Tano’</strong>&lt;br&gt;Theresa C. Arriola, Marketing Director&lt;br&gt;238 Archbishop Flores St., #905&lt;br&gt;Hagåtña, GU 96910&lt;br&gt;Tel: 475-4721/2 • Fax: 475-8266&lt;br&gt;Email: <a href="mailto:tcarriola@yahoo.com">tcarriola@yahoo.com</a></td>
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<td><strong>Pacific Daily News</strong>&lt;br&gt;(Guam Publications Inc.)&lt;br&gt;Rindraty Limtiaco, President/Publisher&lt;br&gt;P.O. Box DN&lt;br&gt;Hagåtña, GU 96932&lt;br&gt;Tel: 479-0100 • Fax: 472-1512&lt;br&gt;Email: <a href="mailto:rlimtiaco@guampdn.com">rlimtiaco@guampdn.com</a>&lt;br&gt;Website: <a href="http://www.guampdn.com">www.guampdn.com</a></td>
<td><strong>Guam TV Productions, Inc.</strong>&lt;br&gt;Shoji Ogawa, Vice President&lt;br&gt;P. O. Box 7720&lt;br&gt;Tamuning, GU 96931&lt;br&gt;Tel: 646-7670 • Fax: 649-6506&lt;br&gt;Email: <a href="mailto:shoji@guamtv.net">shoji@guamtv.net</a>&lt;br&gt;Website: <a href="http://www.guamtv.net">www.guamtv.net</a></td>
<td><strong>Pa’a Taotao Tano’</strong>&lt;br&gt;Linda T. Reyes, CEO&lt;br&gt;238 Archbishop Flores St., #905&lt;br&gt;Hagåtña, GU 96910&lt;br&gt;Tel: 475-4721/2 • Fax: 475-8266&lt;br&gt;Email: <a href="mailto:lindataitaanoreyes@yahoo.com">lindataitaanoreyes@yahoo.com</a></td>
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<td><strong>Pacific Daily News</strong>&lt;br&gt;(Guam Publications Inc.)&lt;br&gt;Joe F. Medina, Advertising Director&lt;br&gt;P.O. Box DN&lt;br&gt;Hagåtña, GU 96932&lt;br&gt;Tel: 479-0200 • Fax: 472-1512&lt;br&gt;Email: <a href="mailto:jmedina@guampdn.com">jmedina@guampdn.com</a>&lt;br&gt;Website: <a href="http://www.guampdn.com">www.guampdn.com</a></td>
<td><strong>Powerhouse Video Production</strong>&lt;br&gt;Edwin J. Reyes, Business Manager&lt;br&gt;P. O. Box 22527&lt;br&gt;GMF, GU 96921&lt;br&gt;Tel: 647-6937 • Fax: 647-6937&lt;br&gt;Email: <a href="mailto:pwhouse@ite.net">pwhouse@ite.net</a></td>
<td><strong>Pa’a Taotao Tano’</strong>&lt;br&gt;Joshua F. Tenorio, Chairman&lt;br&gt;238 Archbishop Flores St., #905&lt;br&gt;Hagåtña, GU 96910&lt;br&gt;Tel: 475-4721/2 • Fax: 475-8266&lt;br&gt;Email: <a href="mailto:joshuatenorio@yahoo.com">joshuatenorio@yahoo.com</a></td>
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**NON-PROFIT**

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