



Start line at Guam Ko'Ko Road Race along San Vitores Road.

Destination Development

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 overseas 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 to 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.



Ipau Chamoru Cultural Village



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.



Former Vice Mayor Jesus B. Chaco stands amongst the mangoes entered in the various mango competitions during the 3rd Annual Agat Mango Festival held on June 26-28, 2009 at Nimitz Beach in Agat.

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.



Boys' Football Camp at LeoPalace Resort.





"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.

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

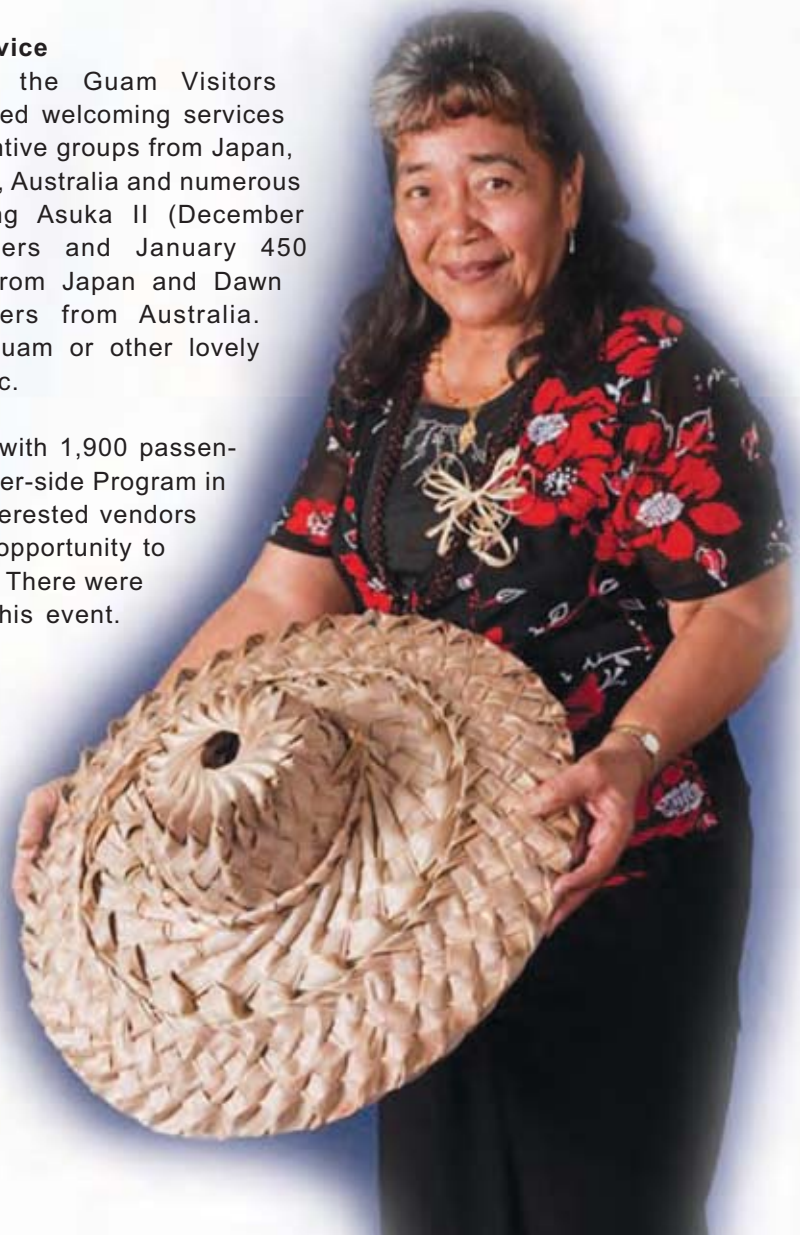
Princess with approximately 1,900 passengers from Australia. Services include shell lei greetings by Miss Guam or other lovely Chamorritas, cultural dances and Chamorro music.

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





MARKETING DEPARTMENT FY 2010 OVERSEAS PROMOTIONS

DATE	PROMOTION	VENUE	MARKET
JANUARY 2010			
Jan 22-25	(GALC) Guam Ambassador At Large – Nagoya	Nagoya, Japan	Japan
Jan 29-31	(GCDA) Guam Chamorro Dance Academy	Tokyo, Japan	Japan
Jan 30-Feb 1	(GALC) Guam Ambassador At Large – Tokyo	Tokyo, Japan	Japan
FEBRUARY 2010			
Feb 6-7	NTA Leadership Team-Int'l Advisory Task Force China Inbound Task Force Meetings	Washington DC	USA China
Feb 13-14	Los Angeles Times Travel Show With (ATE) Adventures in Travel Expo 2010	Long Beach, California	USA
Feb 19-21	(PTAA) Philippine Travel Agents Association Travel Tour Expo	Pasay City, PI	Philippines
Feb 20-23	(GALC) Guam Ambassador At Large – Niigata	Niigata, Japan	Japan
MARCH 2010			
Mar 5-8	(GALC) Guam Ambassador At Large – Okayama	Okayama, Japan	Japan
Mar 25-26	(GITF) Guangzhou Int'l Travel Fair	Guangzhao, China	China
Mar 26-28	(GCDA) Guam Chamorro Dance Academy	Tokyo, Japan	Japan
TBD	PATA-Mic 1 st Tri-Annual Chapter Meeting	Saipan-CNMI	Micronesia
TBD	(MCES) Micronesia Chief Executives Summit	Saipan-CBMI	Micronesia
APRIL 2010			
April 5-7	Marine Dive Fair	Tokyo, Japan	Japan
Apr 9-11	(ADEX) Asia Dive Expo 2010	Singapore	Asia Pacific
Apr 17-20	(GALC) Guam Ambassador At Large – Hiroshima	Hiroshima, Japan	Japan
Apr 23-27	PATA Annual General Meeting	Kuching, Sarawak,	Asia

MARKETING DEPARTMENT FY 2010 OVERSEAS PROMOTIONS

Apr 23-27	PATA Annual General Meeting	Malaysia	Pacific
Apr 28-30	(COTTM) China Outbound Travel & Tourism Market	Beijing	China
MAY 2010			
May 13-15	GVB-Korea Roadshow	Busan, Daegu, Seoul	Korea
May 15-16	TIA International POW WOW 2010	Orlando, Florida	US
May 27-29	(WTF) World Travel Fair Shanghai	Shanghai, China	China
May 28-30	(GCDA) Guam Chamorro Dance Academy	Tokyo, Japan	Japan
JUNE 2010			
Jun 3-6	(KOTFA) Korea World Trade Fair	Seoul, Korea	Korea
Jun 22-24	(IFCOT) 6 th International Forum on Chinese Outbound Tourism	Beijing	China
Jun 25-27	(BITE) Beijing Int'l Tourism Expo	Beijing	China
JULY 2010			
July 23-25	(GCDA) Guam Chamorro Dance Academy	Tokyo, Japan	Japan
July 23-25	Kashiwa Festival	Kashiwa City, Japan	Japan
TBD	GVB-CO Micronesia Australia Roadshow	Cairns, Brisbane, Sydney	Australia
AUGUST 2010			
Aug 27-30	(GALC) Guam Ambassador At Large – Sapporo	Sapporo, Japan	Japan
TBD	PATA-Mic 2 nd Tri-Annual Chapter Meeting	Yap, FSM	Micronesia
SEPTEMBER 2010			
Sep 14-17	PATA Travel Mart 2010	Macau	
Sep 17-19	Expat Show Shanghai	Shanghai, China	China
Sep 17-20	JATA World Tourism Travel Fair	Tokyo, Japan	Japan

*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 Hitoris and Kraig Camacho.



Japan Office:
Front (left to right): Kyoko Fujioaka and Yoshiko Hisamichi.
Back (left to right): Junko Kitagawa, Keiko Nogawa, Yuji Mitsumori, and Keiko Shibuya

Japan Marketing FY2009

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.



Japanese cultural dance students practice at the Guam Chamorro Dance Academy held in September in Tokyo, Japan



Japan media and consumers capture images and message to visit Guam during the Japan Association of Travel Agents and World Travel Fair hosted in Tokyo, Japan

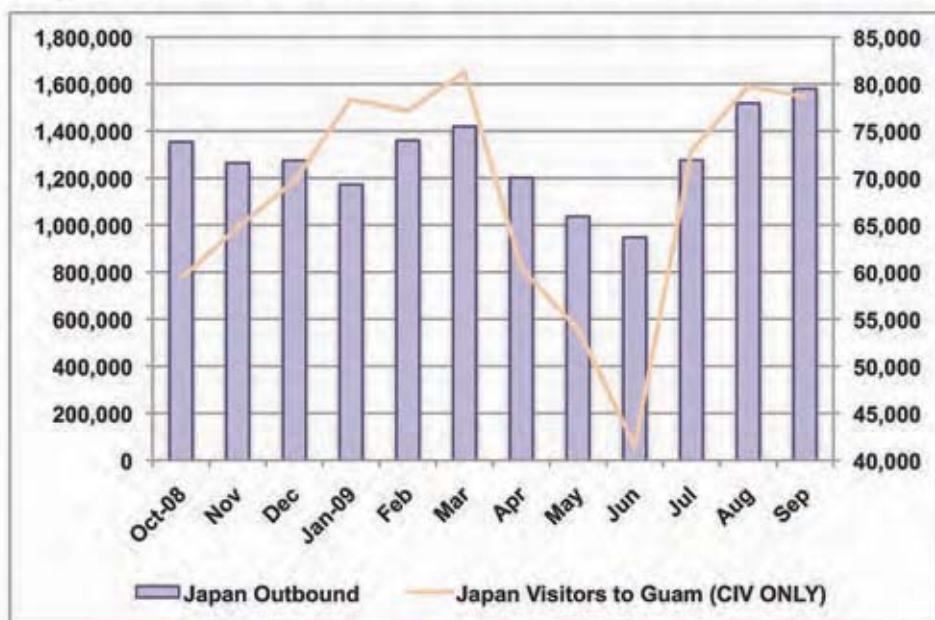


Guam Ambassadors At Large Caravans market Guam directly to Japanese consumers supporting Guam travel industry partners in 15 major cities.

- 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.

Japan Outbound and Visitors to Guam • FY2009



Guam's Market Share of Japan Outbound • FY2009



Source: Japan Outbound Travel; Ministry of Justice, Japan. Compiled by the Japan National Tourist Organization.

Korea Marketing FY 2009

The 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.



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 as Burger King and VIPS create the synergy effect through web joint promotions.

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.



Korea Visitor Arrivals, By Region of Origin • FY2009

	Seoul	Inchon	Chungbuk	Chungnam	Gangwon	Jeonbuk	Gyeongbuk	Gyeonggi	Jeonnam	Gyeongnam	Other	TOTAL
OCT	3,755	554	150	247	103	103	215	1,427	173	382	178	7,287
NOV	3,246	471	82	215	81	76	206	1,279	197	240	205	6,298
DEC	3,220	357	76	182	95	64	285	1,276	142	324	167	6,188
1st QTR TOTAL	10,221	1,382	308	644	279	243	706	3,982	512	946	550	19,773
JAN	3,793	474	84	217	105	99	193	1,481	133	453	224	7,256
FEB	3,482	342	64	187	97	68	192	1,331	113	263	213	6,352
MAR	2,590	316	66	174	40	52	98	807	67	150	162	4,522
2nd QTR TOTAL	9,865	1,132	214	578	242	219	483	3,619	313	866	599	18,130
APR	3,261	422	77	169	67	39	162	1,225	92	279	236	6,029
MAY	3,451	377	37	195	61	62	134	1,431	90	249	244	6,331
JUN	3,923	411	30	167	77	76	118	1,399	70	195	147	6,613
3rd QTR TOTAL	10,635	1,210	144	531	205	177	414	4,055	252	723	627	18,973
JUL	6,374	519	79	218	64	106	237	2,221	172	669	339	10,998
AUG	7,039	624	92	299	106	90	208	2,335	104	1,025	317	12,239
SEP	2,157	231	23	163	43	33	41	696	53	132	118	3,690
4th QTR TOTAL	15,570	1,374	194	680	213	229	486	5,252	329	1,826	774	26,927
FY2009 TOTAL	46,291	5,098	860	2,433	939	868	2,089	16,908	1,406	4,361	2,550	83,803
Market Mix	55.2%	6.1%	1.0%	2.9%	1.1%	1.0%	2.5%	20.2%	1.7%	5.2%	3.0%	

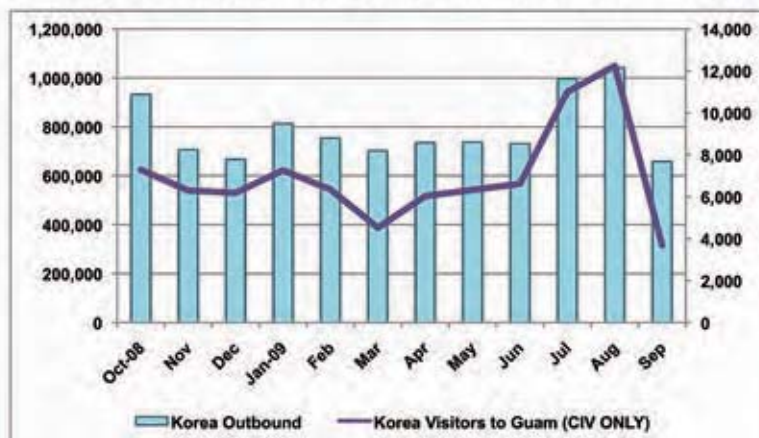
- Position Guam's unique entertainment performances at the Korean Overseas Travel Fair to generate consumer awareness and travel industry publicity.

- 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.

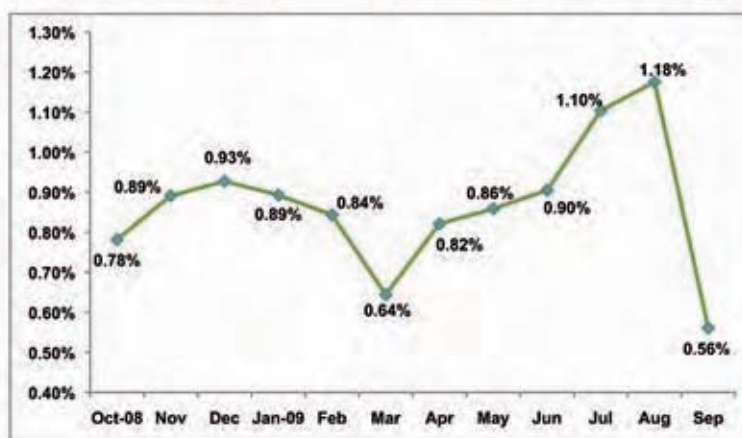
The effort to strengthen the relationship with travel trade industry through the promotions including the incentive awarding program, road shows, seminars and the coops will continue in 2010. Those marketing efforts will be directly related to the increase of Korean arrivals in Guam.

Korea Outbound and Visitors to Guam • FY2009



Source: Korea Outbound Travel: Korea Tourism Organization.

Guam's Market Share of Korea Outbound • FY2009



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



Mr. Perez, seated at far left in photo during panel discussions at IFCOT topic was "Approaching New Destination – Focus on America." Joining him are from left to right, Ms. Jaime Lee, Chairperson, The AmCham-China Tourism Forum; Mr. Chen Aiguo, General Manager, Shanghai China International Travel Service Ltd.; Mr. Sandeep Bahl, General Manager-China & Hong Kong, Northwest/Delta Air Lines; and Ms. Gwen B. Lyle, Commercial Officer, U.S. Embassy in China.

China Visitors, By Region of Origin • FY2009

	Beijing	Shanghai	Guangzhou	Other	TOTAL
OCT	65	77	0	144	286
NOV	24	111	16	45	196
DEC	13	98	20	92	223
1st QTR TOTAL	102	286	36	281	705
JAN	101	184	17	182	484
FEB	28	49	7	77	161
MAR	50	130	5	83	268
2nd QTR TOTAL	179	363	29	342	913
APR	27	68	19	104	218
MAY	79	73	7	129	288
JUN	61	19	43	62	185
3rd QTR TOTAL	167	160	69	295	691
JUL	64	56	9	101	230
AUG	51	66	8	73	198
SEP	40	68	10	67	185
4th QTR TOTAL	155	190	27	241	613
FY2009 TOTAL	603	999	161	1,159	2,922
Market Mix	20.6%	34.2%	5.5%	39.7%	

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 its 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

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.

● 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.

Visitor Arrivals	FY2008	FY2009	% Change LY
Hong Kong	4,921	2,802	-43.1%
China, P.R.C.	1,672	2,838	69.7%

Taiwan Marketing FY 2009

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.

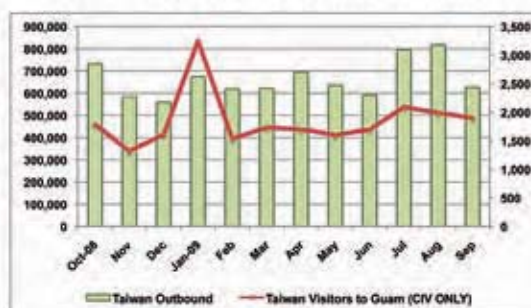
By participating in these key consumer and travel industry projects, GVB supports China Airlines, other carriers, key travel agents to promote Guam to consumers.

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.

Taiwan Visitors, By Region of Origin • FY2009

	Taipei	Kaohsiung	Taichung	Taoyuan, Miaoli, Hsinchu	Other	TOTAL
OCT	1,195	170	168	157	75	1,785
NOV	796	119	151	142	109	1,317
DEC	1,047	100	206	199	52	1,608
1st QTR TOTAL	3,038	389	547	498	236	4,708
JAN	2,104	209	418	308	207	3,246
FEB	841	105	269	206	114	1,535
MAR	1,143	97	250	148	93	1,731
2nd QTR TOTAL	4,088	411	937	662	414	6,512
APR	1,113	126	250	133	79	1,701
MAY	1,115	94	180	138	73	1,600
JUN	1,184	86	187	151	86	1,694
3rd QTR TOTAL	3,412	306	617	422	238	4,995
JUL	1,468	140	166	198	118	2,090
AUG	1,423	93	262	144	65	1,987
SEP	1,425	111	169	99	95	1,899
4th QTR TOTAL	4,316	344	597	441	278	5,976
FY2009 TOTAL	14,854	1,450	2,698	2,023	1,166	22,191
Market Mix	66.9%	6.5%	12.2%	9.1%	5.3%	

Guam's Market Share of Taiwan Outbound • FY2009



Source: Taiwan Outbound Travel, Tourism Bureau, Ministry of Transportation and Communications, Republic of China.

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.

Visitor Arrivals

	FY2008	FY2009	% Change LY
CNMI	18,184	17,747	-2.4%
Palau	3,455	3,645	5.5%
FSM	8,509	9,239	8.6%
RMI	1,002	1,005	0.3%

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.



Dolores Debrum-Kattil, GM of Marshall Islands Visitors Authority, GVB Marketing Manager, Mr. Saho Qiwei, Chairman of China National Tourism Administration (CNTA) and his colleague pay a visit to the Micronesia Pavillion during the PTM in Huangzhou, China.

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.



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



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.

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

Visitor Arrivals

Australia

FY2008

2,409

FY2009

2,421

% Change LY

0.5%

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.



Guam Liberators John Grudysnki, Thomas Spry, Sr., Gerald Hanson, and James Hutchison join grand marshal Piti mayor Vicente "Ben" Gumataotao in a group pose.

Visitor Arrivals

US Mainland
Hawaii

FY2008

37,103
9,267

FY2009

37,779
8,891

% Change LY

1.8%
-4.1%

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.



Guam cultural show at PTAA Travel Tour Expo 2009. Performers were Ruby Santos, Jesse Bais and 4 Miss Guam Universe representatives: Siera Robertson (Miss Guam Universe 2008); Ms. Maria Luisa Santos (Best in Swimsuit 2008); Ms. Danielle Leon Guerrero (2nd runner-up Miss Guam Universe 2008); Ms. Tiffany Bourgeois (Miss Guam Universe contestant).

Visitor Arrivals

Philippines

FY2008

10,652

FY2009

11,357

% Change LY

6.6%

MEMBERSHIP FY2009

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.



Richard Lai, Jeffrey Schweizer, and Jack Yoshino share a laugh at GVB's After Hours Membership Mixer.

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.



Guest speaker Charles Duncan, president of Continental Micronesia, gives his remarks at the September quarterly membership meeting.



GVB bi-weekly electronic newsletter keeps members "In the Know" about Guam tourism.

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.

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 of.

September 2009,

Sheraton Laguna Guam Resort

Event: Membership Meeting. Keynote speaker Charles M. Duncan, President,



"Things don't just happen, unless people make them happen"

— Bert Unpingco,
"Mr. Tourism"
GVB board member

GVB's Research Team



Left to right:
Deborah Phillips,
Monica Leasiolagi,
Celia Dydasco,
Ana Cid.

"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,
general 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.

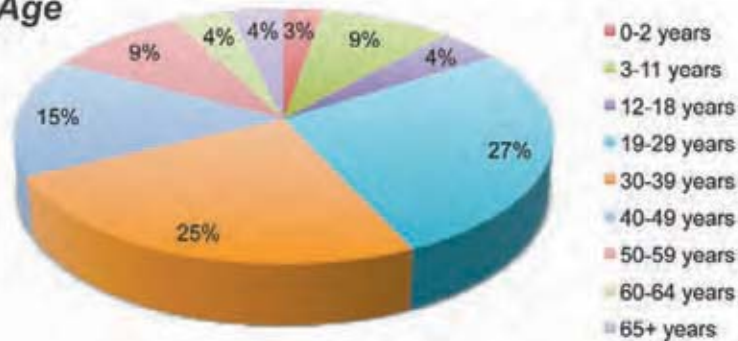
In the nineteen years since its creation, the GVB Research Department has continued to implement the core projects outlined in its enabling legislation by producing over 224 statistical reports, conducting and issuing information for more than 152 exit surveys that scrutinized responses of visitors from 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.

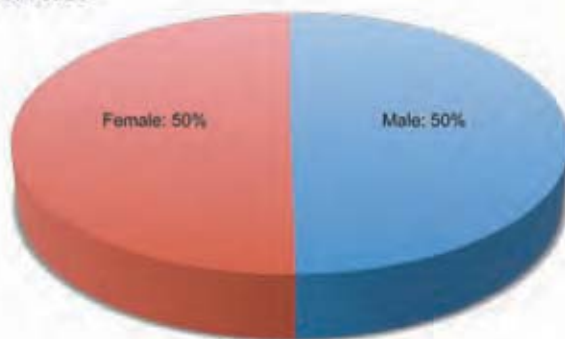
In June 2000, the Research Department assumed the duty of processing the customs forms filled out by each traveller to Guam. By bringing the customs forms scanning in-house, the Research

Fiscal Year 2009 Visitor Profile

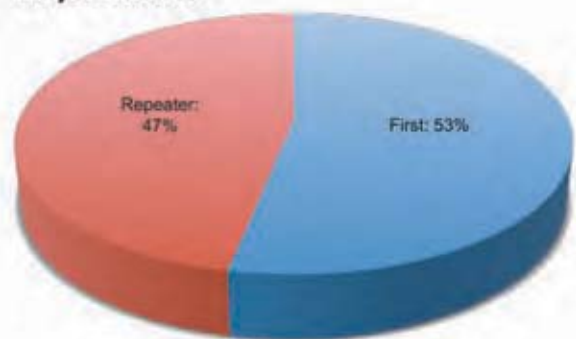
Age



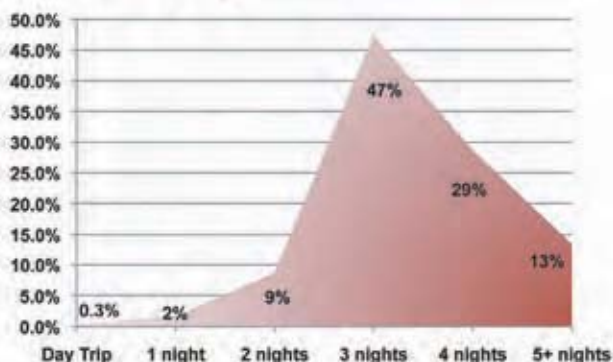
Gender



Trip Status



Length of Stay



Accommodations

Hotel/Motel	94%
Friends/Relatives.....	3%
On-Board Ship.....	0.1%
Condo	2%
Military Residence	1%
Other.....	0.4%

Occupation

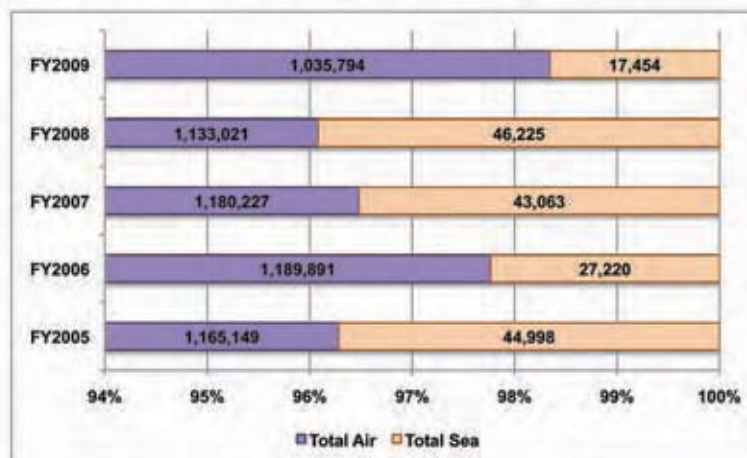
Company Employee: Other	33%
Student	12%
Company Employee: Managerial	10%
Self Employed	9%
Professional/Specialist	7%
Company Employee: Executive	6%
Homemaker	5%
Government Employee: Other/Military	4%
Teacher	2%
Retired	2%
Skilled Worker	1%
Government Employee: Managerial	1%
Government Employee: Executive	1%
Other	5%

Purpose of Trip to Guam

Holiday	74%
Wedding	4%
Honeymoon	3%
Other	3%
Golf	3%
Visit Friends & Relatives	3%
Business Travel	2%
Company Sponsored	2%
Diving	1%
Shopping	1%
Military	1%
School Excursion	1%
Educational CPA Testing	1%
Government	1%
Convention/Conference	0.4%
Sports	0.4%
Incentive Travel	0.3%
Medical	0.2%
Adventure	0.1%

Fiscal Year Arrivals Civilian/Armed Forces Air & Sea

	Total Air	Total Sea	Total Air & Sea	% Change LY
FY2005	1,165,149	44,998	1,210,147	4.7%
FY2006	1,189,891	27,220	1,217,111	0.6%
FY2007	1,180,227	43,063	1,223,290	0.5%
FY2008	1,133,021	46,225	1,179,246	-3.6%
FY2009	1,035,794	17,454	1,053,248	-10.7%



Fiscal Year Arrivals Civilian/Armed Forces Air & Sea, By Origin

	FY2008	FY2009	% Change LY
Japan	882,782	815,262	-7.6%
Korea	116,041	83,639	-27.9%
Taiwan, R.O.C.	21,237	22,191	4.5%
US Mainland	37,103	37,779	1.8%
Hawaii	9,267	8,891	-4.1%
CNMI	18,184	17,747	-2.4%
Palau	3,455	3,645	5.5%
FSM	8,509	9,239	8.6%
RMI	1,002	1,005	0.3%
Philippines	10,652	11,357	6.6%
Australia	2,409	2,421	0.5%
Canada	755	672	-11.0%
Europe	1,584	1,564	-1.3%
Hong Kong	4,921	2,802	-43.1%
Nauru*	25	n.a.	-
Thailand	213	245	15.0%
China, P.R.C.	1,672	2,838	69.7%
Vietnam	56	36	-35.7%
Russia**	2	356	-
Other/Unknown	3,962	3,430	-13.4%
Total Civilian Air	1,123,831	1,025,119	-8.8%
Total Civilian Sea	3,591	7,984	122.3%
Total Armed Forces Air	9,190	10,675	16.2%
Total Armed Forces Sea***	42,634	9,470	-
TOTAL ALL ARRIVALS	1,179,246	1,053,248	-10.7%

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 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 (civilian air only)

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2008	51	73	62	109	93	67	54	67	69	44	40	27	756
FY2009	35	67	101	84	58	46	50	80	33	38	48	32	672

EUROPE (civilian air only)

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2008	114	123	168	187	151	118	146	111	105	169	141	72	1,605
FY2009	110	125	153	128	144	152	184	89	109	174	123	90	1,581

THAILAND (civilian air only)

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2008	20	36	22	7	18	31	18	12	18	10	8	17	217
FY2009	30	23	34	11	17	23	28	17	11	23	63	10	290

VIETNAM (civilian air only)

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2008	0	0	3	6	9	12	2	3	4	7	4	6	56
FY2009	3	3	2	7	1	4	7	4	1	3	1	0	36

CIVILIAN SEA ARRIVALS

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2008	170	32	1,100	67	551	1,479	122	2	3	21	35		3,582
FY2009	29	203	1,296	625	35	3,275	2,390	52	23	29	22	5	7,984

ARMED FORCES AIR ARRIVALS

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2008	334	290	389	1,437	560	559	1,148	741	1,109	850	854	919	9,190
FY2009	962	569	584	1,282	732	928	597	857	951	1,182	1,301	730	10,675

ARMED FORCES SEA ARRIVALS

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
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
FY2009	8,459	n.a.	n.a.	n.a.	200	152	n.a.	196	24	182	10	247	9,470

Japan Visitor Profile • FY2009

Marital Status	
Single	49%
Married	51%

Age	
Less than 20 years	2%
20-29 years	49%
30-39 years	27%
40-49 years	15%
50+ years	8%

Income	
Less than ¥3.0M	16%
¥3.0M-¥3.9M	14%
¥4.0M-¥4.9M	14%
¥5.0M-¥6.9M	18%
¥7.0M-¥9.9M	16%
¥10.0M+	18%
No income specified	3%

Travel Companions	
Friends	40%
Family	27%
Spouse only	25%
Child	14%
Office	5%
Alone	2%
Other	2%

Trip Status	
First Timers	63%
Repeaters	37%
Repeat Visitors Last Trip	
Within the last year	22%
1 to 2 years	25%
2 or more years	53%

Gender	
Male	50%
Female	50%

Average Length of Stay	3.30 days
1-2 nights	19%
3-4 nights	74%
5-6 nights	6%
7+ nights	1%

Expenditures (per person)	
Prepaid	\$865.94
On-Island	\$605.71
Average Exchange Rate*	¥95.25

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	40%
Prior Trip	34%
Relaxation	34%
Shop	31%
Water Sports	19%
Safe Destination	18%
Recommendation	15%
Honeymoon	11%
To Get Married	8%
Scuba	5%

Source: FY2009 GVB Japan Exit Surveys and FY2009 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 Profile • FY2009

Marital Status		Expenditures (per person)	
Single	74%	Prepaid	\$666.99
Married	26%	On-Island	\$317.62
		Average Exchange Rate*	KW1327.78

Age		Travel Planning	
Less than 20 years	1%	Full tour package	62%
20-29 years	33%	Free-time package	28%
30-39 years	50%	Individually arranged travel	7%
40-49 years	13%	Group tour	3%
50+ years	3%	Other	1%

Income		Travel Motivation	
Less than KW24.0M	11%	Beach	41%
KW24.0-KW48.0M	40%	Travel Time	23%
KW48.0-KW72.0M	23%	Pleasure	10%
KW72.0M+	23%	Price	9%
No income specified	3%	Prior Trip	12%

Travel Companions		Relaxation	53%
Friends	14%	Shop	9%
Family	35%	Water Sports	11%
Spouse only	36%	Safe Destination	21%
Child	29%	Recommendation	15%
Office	8%	Honeymoon	19%
Alone	8%	To Get Married	na
Other	1%	Scuba	na

Trip Status		Source: FY2009 GVB Korea Exit Surveys and FY2009 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	
First Timers	82%		
Repeaters	18%		
Repeat Visitors Last Trip			
Within the last year	38%		
1 to 2 years	19%		
2 or more years	44%		

Gender	
Male	50%
Female	50%

Average Length of Stay	3.60 days
1-2 nights	4%
3-4 nights	89%
5-6 nights	5%
7+ nights	2%

GVB's Accounting Team



Left to right:
Juanita Aguon,
Laurette Perez,
Rose Cunliffe,
Pedro Tajalle.



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

GovGuam Allotments	11,769,517.00
Membership	41,969.00
Interest Income	25,820.67
Foreign Exchange Gain/Loss	(24,872.37)
Consumption Tax	226,607.72
Miscellaneous	119,240.69
In-Kind Contributions	715,215.75

Total Revenue	12,873,498.46
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Expenditures

Personnel	1,725,934.32
Travel	359,155.30
Utilities	190,176.01
Professional Services	7,105,684.06
Advertising	31,859.69
Insurance	28,042.56
Materials & Supplies	49,931.34
Rent/Lease	279,881.09
Repair & Maintenance	255,876.92
Equipment	35,483.50
Miscellaneous	756,208.76
Pass Thru Appropriations	97,965.23
Consumption Tax	97,916.76
Contractual Services	683,319.82
In-Kind Contributions	715,215.75
Grants	138,750.00
Depreciation	90,919.45

Total Expenditures	12,642,320.56
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Increase(Decrease) in Net Assets	231,177.90
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Guam Visitors Bureau
Statement of Net Assets
Fiscal Year Ended September 30, 2009
(UNAUDITED)

Assets

Current Assets	
Cash & Cash Equivalents	4,324,182.08
Accounts Receivable - Appropriations	3,270,276.00
Prepaid Expenses	139,576.71
Other Current Assets	7,589.18
Accounts Receivable - Other	150,662.46
Total Current Assets	7,892,286.43
Long-term Assets	
Property & Equipment	7,317,823.83
Total Long-term Assets	7,317,823.83
Total Assets	15,210,110.26

Liabilities

Current Liabilities	
Accounts Payable	1,610,851.30
Deferred Revenue	1,966,578.00
Total Current Liabilities	3,577,429.30
Unfunded Pension Cost	393,934.48
Accrued Annual Leave	92,391.94
Accrued Sick Leave	91,864.57
Total Liabilities	4,155,620.29

Net Assets

Beginning Net Assets	
Net Assets	11,550,940.00
Total Beginning Net Assets	11,550,940.00
Adjustment to Net Assets	(727,627.93)
Current YTD Net Income	231,177.90
Total Net Assets	11,054,489.97

Total Liabilities and Net Assets	15,210,110.26
---	----------------------



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A message from the Guam Hotel & Restaurant Association

TOURISM

is our economy.



The Guam tourism industry brings **millions of visitor dollars** to Guam annually.

That money goes to support *the needs* of our island and the things the government needs to pay for like **public safety & education**.

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*Source: 2008 New Year Strategic Plan: Global Insights and Comments of Guam, Department of Labor (2008).
**Source: Global Insights and Comments of Guam, Department of Labor and Tax.
***Source: Department of Labor.

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