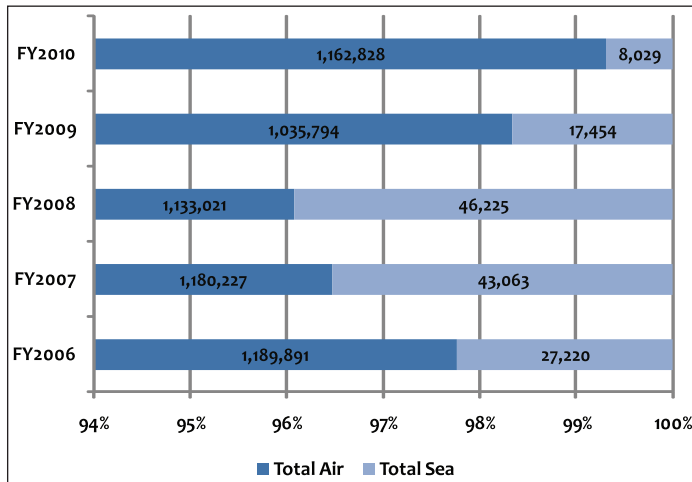
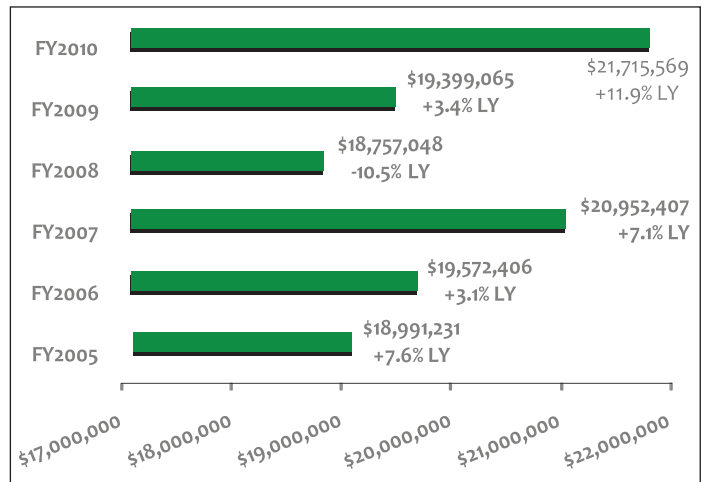


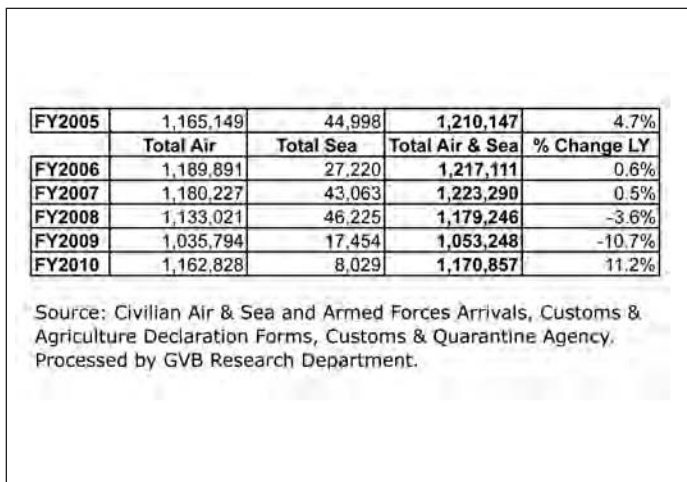
Fiscal Year Arrivals (Civilian / Armed Forces) by Air & Sea



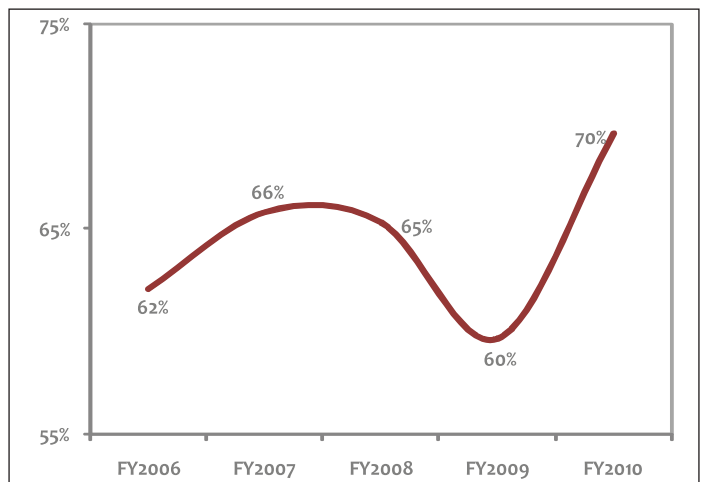
Hotel Occupancy Tax Collections



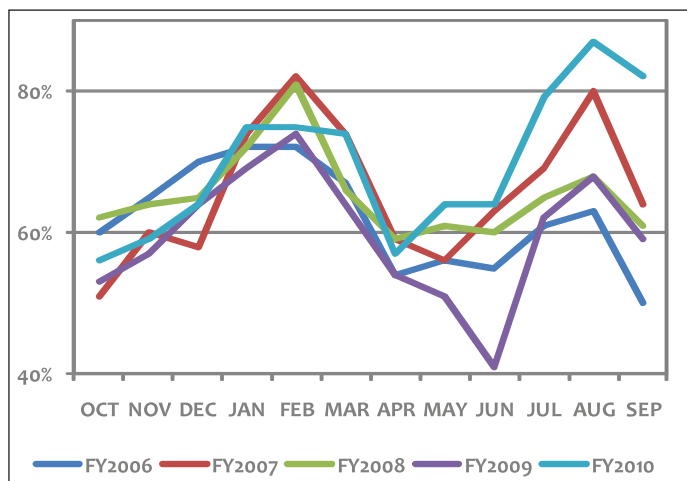
Visitor Expenditures



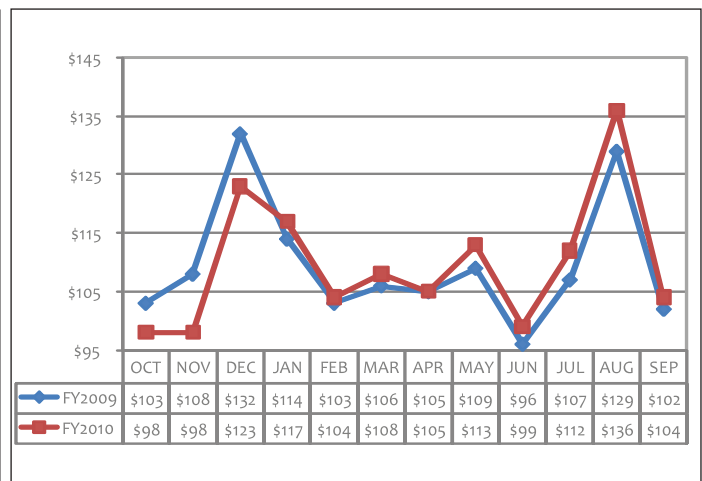
Fiscal Year Hotel Room Occupancy (weighted average)



Monthly Hotel Room Occupancy (weighted average)



Hotel Room Rates





From left, Carlen Sykes, June Sugawara, Doris Ada, Amy Pangelinan, and Sonja Lujan-Sellers

Destination Management encompasses Cultural Heritage and Community Outreach (CHaCO), Sports Tourism, Special Projects, and Tourist Attraction Fund Projects, essential components to GVB promotional efforts both locally and abroad.

With an emphasis on Guam culture and revitalization of the island's heritage and natural history, CHaCO's mission policy is to actively maintain and provide avenues for continued development and strengthening of culture and heritage. Accomplishing that helps ensure tourism is consistent with the community's philosophies.

This fiscal year, CHaCO's presence in the communities of Guam has been more dominant than ever. With various initiatives including the Guam Island Fiesta Tour and the Hafa Adai Pledge program, the committee has helped expose visitors to authentic cultural experiences while nurturing interest in that same culture among the Guam business community.



Local leaders finish off the Mangilao village mural, the first to be completed in FY2010.



Village Ambassador Ernie Wusstig shows off his crop to international media during a fam tour.

Sports tourism presents an opportunity for Guam to leverage existing sports and recreation facilities to create new economic and community value by hosting international sporting events. These events bring new dollars into Guam's economy, showcase our island's assets and provide opportunities for Guam's athletes to compete against some of the best athletes in the country on their home turf.

In FY2010, the sports tourism programs supported both local and overseas teams and events such as training camps, friendship tournaments and international competitions. Over \$150,000 in funding was awarded to numerous non-profit organizations to assist in the development and promotion of such programs. Signature events such as the Guam Ko'ko' Road Race and the Guam Micronesia Island Fair attracted participants from throughout Micronesia, Asia and the United States.

The Tourist Attraction Fund, which gains income from Hotel Occupancy taxes, is used to maintain visitor infrastructure in order to create a positive impression upon our visitors and enhance the environs of our island community. GVB remains committed to carrying out the objectives of the Tourist Attraction Fund to ensure everyone benefits from a beautiful and clean environment.

KEY INITIATIVES:**Cultural Arts Grants-in-Aid**

CHaCO has continued its effort to fund Chamorro Cultural Arts programs that develop local talent, and events that enrich the visitor experience. Small grants to various organizations have helped develop and maintain a wide array of attractions and special events that distinguish Guam as a destination with unique cultural identity.

- 7th Chamoru Language Competition at the University of Guam in March
- Department of Chamorro Affairs Chamorro Dictionary
- SKIP 2010 Competition Tour
- Japan Club of Guam Autumn Festival at Gov. Joseph Flores Memorial Beach Park (Ypao) in November
- Guam Symphony Society's Holiday Seaside Concert
- The Inetnon Gef Pa'go Cultural Arts Program founded by Historic Inalahan Foundation
- Guam Department of Education's Chamorro Month Celebration

Community Development Grants-in-Aid

Much like the Cultural Arts Grant-in-Aid program, Community Development Grants-in-Aid helps organizations, villages, and even families promote cultural activities that help build the visitor destination experience at local events and increase cultural capacity. Grants are awarded based on a stringent set of criteria established by GVB. This fiscal year, special emphasis was given to the development of new activities designed to attract visitors to Guam during off-peak visitor arrival periods and to events that offer a unique cultural experience. The result has been a full calendar year of events that provide a range of experiences for both visitors and local residents.

Guam Island Fiesta Tour

A component of the Guam Branding Initiative first launched in January 2009, the Guam Island Fiesta Tour was developed to allow visitors a chance to experience a true Chamorro



Visitors enjoy an authentic fiesta experience in Merizo through the Guam Island Fiesta Tour.

fiesta at the homes of our local residents. The result has been a phenomenal response by our local community, as well as visitors, who have responded with great enthusiasm toward the program.

Village Mural Program

Another component of the Guam Branding Initiative, the village mural program was established to build community pride and encourage local residents and the Mayor's Council to have a stake in the tourism industry. Murals have been completed or planned for each of the island's 19 villages.

- Malesso Fiestan Tasi hosted by MMPC in the village of Merizo from late October through early November
- Discovery Day 2010 hosted by UMPC in the village of Umatac on December 8
- 10th Anniversary Celebration of Inetnon Gef Pa'go held in the village of Inarajan
- 2nd Annual Gupot Fanha'anoyan Pulan Chamorro hosted by the Guam Fishermen's Cooperative Association



GVB and members of the business community gather for the unveiling of Hagatna mural.

- Talofofo Banana Festival hosted by TMPC in late April
- Agat Mango Festival hosted by TMPC

Event Support & Sponsorship

From signature events to sponsorships, GVB promotes the perpetuation of Guam's heritage and cultural values by encouraging organizations to showcase our island's assets. Events range from sporting activities to beauty pageants to memorial ceremonies.

Guam Ko'ko Road Race

Created in 2006 as a half-marathon individual and 4-person Ekiden Relay, this event garners an increased interest in the island by international athletes and bring attention to the plight of Guam's territorial bird, the Guam Rail or Ko'ko'. The GVB signature event attracted more than 400 more athletes than the FY2009 event, bringing a total of 1,068 to the course beginning at Gov. Joseph Flores Memorial Beach Park (Ypao) to start the race. With 411 competitors from Japan and 651 from Guam and other destinations, the FY2009 event was the largest Guam Ko'ko' Road Race to date. This year, it was also recognized by The Governor's Council on Physical Fitness and Sports with the 2009 Sports Tourism Award.



The first competitor crosses the finish line at the 2009 Guam Ko'ko' Road Race.

Guam Extreme Adventure Race

GEAR is a 24-hour competition known arguably as the island's most challenging athletic feat. The race tests teams of two to four athletes with a course of mountain biking, kayaking, navigation, swimming and more. Athletes from around Asia were challenged by one of the most incredibly beautiful courses ever designed. GEAR was not only a great test of strength for these athletes, but an opportunity for them to discover a lot about Guam - most of which were sites and experiences the typical visitor would not see.



GVB continued sponsorship of the Guam Extreme Adventure Race.

Make-A-Wish Kites for Wishes

GVB covered entertainment costs for this annual event aimed at helping children in the Make-A-Wish program, held in late March in the War in the Pacific Historical Park in Asan.

Friendship Junko Baseball Tournament

Guam hosted the 16th Friendship Junko Baseball Tournament, featuring athletes from Junko University in Japan competing against players from the Guam Major League. The game is different from typical baseball in that it uses a rubber baseball for greater bounce and ability to fly further when hit. This friendly competition between Guam and Japan is an annual celebration of the warm relationship that exists between the island and the country responsible for 75% of Guam's tourist arrivals each year.

Asian Intercity Bowling Championship

Guam was the inaugural host of the Asian Intercity Bowling Championship in 1987 and has also hosted the 10th and 20th edition, the last of which was in 2006. This is the fourth time that Guam has played host to the Asian Intercity Bowling Championship with participants from throughout Asia and the Pacific Rim. With a seven-day minimum stay on island, the 200+ member delegation competed during the day and contributed heavily to the local economy by shopping and dining in the evenings.



International competitors gather for the Asian Intercity Bowling Championship held on Guam.



Fans enjoy the off-road competitions at Smokin' Wheels.

Smokin' Wheels

The Guam Racing Federation has organized the legendary Smokin' Wheels racing event since its establishment 28 years ago. This multi-motorsports three-day event draws thousands of local enthusiasts each year to the Guam International Raceway Park. Aside from off-road competitions and stock-car racing on the newly built/mile asphalt oval track, hundreds of spectators turned out for an awesome weekend of the Smokin' Grill BBQ competition.

Xterra Guam

In 2006, World Champion Jamie Whitmore participated in the first Xterra Guam, which garnered major coverage in multi-sport magazines. Since then triathletes from around the world including France, Switzerland, Russia, Japan, Great Britain and the mainland United States have already begun to tout the challenges, excitement and beauty of Xterra Guam, further heightening the awareness of our island and the event to traveling triathletes.

Guam Futures Tennis Tournament

With over \$143,000 worth of media exposure in key markets, professional tennis players from Japan, Korea, Oceania and Hawaii competed in this entry-level international tournament where players earned cash and ATP points enabling them to join higher-level tournaments on the ATP World Tour. A free clinic open to the general public was conducted by several of the visiting tennis professionals.

Liberation Parade Reviewing Stand

GVB hosts the reviewing stand for VIPs and island liberators at Guam's annual celebration, as well as a fiesta luncheon. The bureau also participated in the Liberation Day parade.

- Guam Chamber of Commerce Christmas Festival, Nov 28 Skinners Plaza
- GHRA Taste of Guam
- Miss Guam Universe Pageant
- Nihi Tate Para Sumay
- Maila Ta fan Boka
- Miss Earth Guam Pageant
- Mangilao Donne Festival

Cultural Presentations Overseas

In conjunction with Bureau's overseas marketing promotional events, Chaco support provides cultural presentations in song and dance as well as various traditional craft demonstrations and interactive activities. The cultural teams always bring home awards for best cultural performances and demonstrations at tourism fairs overseas. These performers are from various cultural arts organizations and or programs supported by the Bureau.

- Jin Air Promotion March 30 Korea
- Korea Roadshow
- Korea World Travel Fair
- Taipei International Travel Fair
- Continental Reception in Fiji
- Philippines Travel Agents Travel Tour Expo Feb 19-21
- Guam Beijing Charter Flight, Oct 3
- 5th East Asian Games Hong Kong Dec 10-14

OTHER PROGRAMS

Tourist Attraction Fund Projects

Tumon and Hagåtña Beach Cleaning

Aimed at providing a clean and comfortable experience for vacationing beach-goers, this project along the 3.5-mile stretch of Tumon Bay Marine Preserve and in the capital city of Hagatna consists of receptacle trash collection and mechanical & manual raking along shorelines at least four times per week.



Tumon San Vitores Boulevard

San Vitores Boulevard is the artery of hotel and restaurant row and where the bulk of tourism activity occurs. GVB is committed to enhancing the quality of life for its diverse community and visitors by maintaining its landscape and keeping the San Vitores roadway and sidewalks clean for pedestrians, joggers and walkers. A 3.2-mile stretch of Tumon is maintained six days a week, along with JFK Road and Australian Cable Road.

Island Roadway Maintenance

Guam's main highway maintenance is an ongoing project that consists of road cleaning, grass cutting and trash collection along a stretch of 25.4 miles in the north and 29.9 miles in the south. GVB continues to keep this project a priority in helping to keep our main highways clean and attractive to our visitors and community alike.





Hafa Adai Pledge Program

A component of the Guam Branding Initiative launched in January 2009, the Hafa Adai Pledge program is aimed at getting local businesses to incorporate specific components of the Guam culture into their day-to-day work environment. The effort has drawn support from several companies throughout the island, and from several public and private schools. From hotels to restaurants, media corporations to retail outlets, companies have initiated efforts such as



Several local businesses signed the Hafa Adai Pledge this year in an effort to promote local culture in restaurants, hotels, and other private industry.

saying "Hafa Adai" to customers, wearing island wear on Fridays, or more extensive programs like Chamorro language classes for employees.

Excellence in Tourism Awards

This annual incentive program, held during National Tourism Month in May, honors employees and organizations for outstanding services and contributions to tourism. This fiscal year, the event was held May 28 at Sheraton Laguna Guam Resort with more than 230 attendees. A total of 62 individual nominees were received for hero supervisory, non-supervisory and rookie categories. A Special Recognition award went to Peggy Denney, the driving force behind iRecycle and a promoter of eco-friendly lifestyles on Guam. The highlight of the program, the Golden Latte Award presentation, honored Seiji Sato of Lam Lam Tours & Transportation. An advocate for community involvement in tourism, Sato dedicated his resources and time to help develop the Guam Island Fiesta Tour launched in October 2009.

Tour Guide Certification Programs

In 1997, the Tour Guide Rules and Regulations was signed into law to ensure all tour guides are certified. GVB continues to monitor tour guide operators on the field and renewal of tour guide license annually. The tour guide certification



Recipients of the 2010 Excellence in Tourism Awards, an annual GVB event, were honored at a ceremony in May at Sheraton Laguna Guam Resort.



FY2010 marked the graduation of the 50th tour guide class, which all of the island's tour guides must complete before hosting visitors.

class marked its 50th class of graduates since it began in 1997. There were a total of 37 participants for the December and May classes.

Welcome Service

For FY2010, the Guam Visitors Bureau provided welcome services for groups from Japan, Korea and Taiwan as well as special inaugural flights. In December 2009, GVB provided welcome service for the Osaka

Inaugural flight, Jin Air Inaugural flight in April 2010 and Pacific Flyer in June 2010. The ship greetings included the Asuka II with 660 pax in December, Queen Mary 2 in February with 2,498 pax, Pacific Princess with 700 pax in March, Sun Princess with 1,800 pax in April and Nippon-Marui with 205 pax in May.

Holiday Illumination

A unique element promoting Guam culture during the holiday season, the Holiday Illumination promotes the Guam brand and lights up downtown Tumon with a light displays incorporating traditional Christmas scenes accented with Chamorro cultural flair. The FY2010 Christmas Village site, located across from Hyatt Regency Guam, drew hundreds of visitors and local families. Landscape Management Systems designed and implemented the festive décor.



Cultural dancers welcomed the Asuka II in December, giving the ship's 660 passengers a show to kick off their short stop on Guam.

The GVB 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 our members to maximize marketing, networking, and relationship opportunities.

The committee also distributes a monthly electronic newsletter called "In The Know," which aims to keep members informed on GVB events, industry news, and upcoming events.

The following quarterly membership meetings were held this fiscal year:

January 2010, Pacific Islands Club

Speaker: Jose Ma. Lorenzo "Lory" Tan, CEO and Vice Chairman, WWF-Philippines
Special guests sponsored by GVB Members: Village Mayors

April 2010, Onward Agana Beach Hotel

GVB Update on Five-Year Strategic Plan & Tourism Month Proclamation Signing
Special guests sponsored by GVB Members: Tourism Education Council Students from JFK High School, Okkudo High School and Astumbo Elementary School

July 2010, Hyatt Regency Guam

Speaker: University of Guam Professor Annette Taijeron Santos
Special guests sponsored by GVB Members: UOG School of Business Capstone Students

September 2010, Westin Resort Guam

GVB fiscal year-end update
Special guests sponsored by GVB Members: Village Mayors





From left, Haven Torres, Nadine Leon Guerrero, Jeff Mindo, Annabel Certeza, Pilar Laguaña, Kraig Camacho, Charlene Hitosis, Amanda Lawson, Gina Kono, Felix Reyes, and Regina Nedlic.



GVB Japan staff pictured are, standing from left, Ai Nagasawa, Keiko Shibuya, Yoshiko Hisamichi, Junko Kitagawa; and seated, from left, Kaori Hata, Yuji Mitsumori, Keiko Nogawa, and Satoe Mukai.

Guam Visitors Bureau
Sethbision Bisitan Guåhan



MARKETING DEPARTMENT FY 2010 OVERSEAS PROMOTIONS

DATE	PROMOTION	VENUE	MARKET
OCTOBER 2009			
Oct 2-5	(GALC) Guam Ambassador At Large – Sendai	Sendai, Japan	Japan
Oct 30 – Nov 1	(GALC) Guam Ambassador At-Large – Fukuoka	Fukuoka, Japan	Japan
Oct 30 – Nov 2	(ITF) Taipei International Travel Fair	Taipei, Taiwan	Taiwan
NOVEMBER 2009			
Nov 14-18	(NTA) National Tour Association '09 Convention	Reno, NE	USA
Nov 20-23	(GALC) Guam Ambassador At Large – Osaka	Osaka, Japan	Japan
DECEMBER 2009			
Dec 1-2	PATA-Mic 3 rd TriAnnual Chapter Meeting	Guam	Micronesia
Dec 3-4	(MCES) The Micronesian Chiefs Executives Summit	Guam	Micronesia
Dec 10-13	East Asian Games	Hong Kong	China
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 25-27	(GITF) Guangzhou Int'l Travel Fair	Guangzhao, China	China
Mar 26-28	(GCDA) Guam Chamorro Dance Academy	Tokyo, Japan	Japan
Mar 26	GVB-CNMI Joint Meeting	Rota	Micronesia
Mar 26-31	Toyohira Marathon & Airlines Meetings	Sapporo/Tokyo	Japan
APRIL 2010			
April 1-5	Marine Dive Fair	Tokyo, Japan	Japan
Apr 9-11	(ADEX) Asia Dive Expo 2010	Singapore	Asia Pacific
Apr 11-16	JGTC Meetings		Japan

