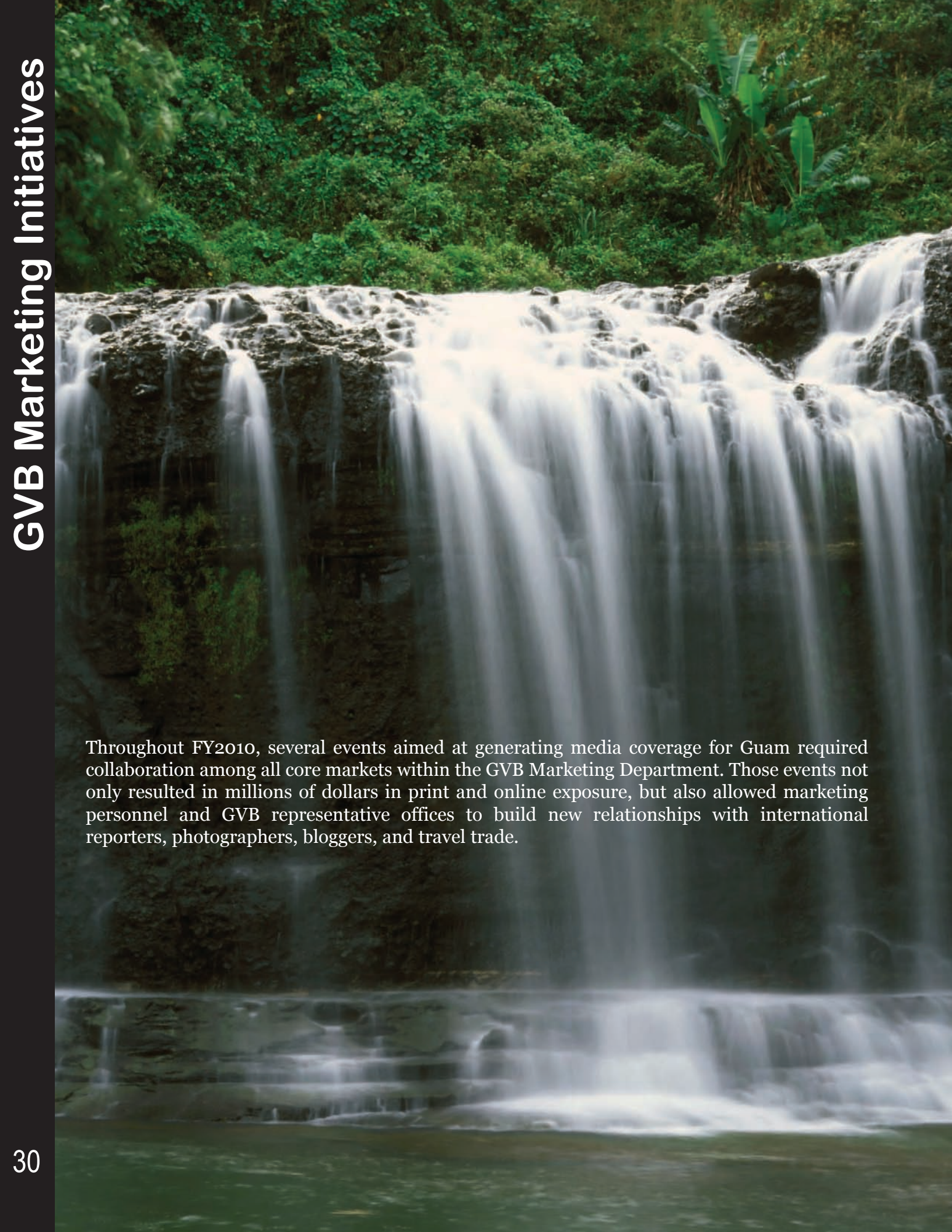


## GVB FY 2010 OVERSEAS PROMOTIONS

Apr 15-18	(GALC) Guam Ambassador At Large – Hiroshima	Hiroshima, Japan	Japan
Apr 20	JinAir Inaugural Flight	Seoul	Korea
Apr 23-27	PATA Annual General Meeting	Kuching, Sarawak, Malaysia	Asia Pacific
Apr 28-30	(COTTM) China Outbound Travel & Tourism Market	Beijing	China
<b>MAY 2010</b>			
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
<b>JUNE 2010</b>			
Jun 3-6	(KOTFA) Korea World Trade Fair	Seoul, Korea	Korea
Jun 14-16	PATA-Mic 1 <sup>st</sup> Tri-Annual Chapter Meeting	CNMI, Saipan	Micronesia
Jun 23-24	(IFCOT) 6 <sup>th</sup> International Forum on Chinese Outbound Tourism	Beijing	China
Jun 23-26	(MCES) Micronesia Chief Executives Summit	CNMI, Saipan	Micronesia
Jun 25-27	(BITE) Beijing Int'l Tourism Expo	Beijing	China
<b>JULY 2010</b>			
Jul 13-15	JGTC Meetings		Japan
July 16-18	Hong Kong Diving & Resort Travel Expo	Hong Kong	Hong Kong
July 23-25	(GCDA) Guam Chamorro Dance Academy	Tokyo, Japan	Japan
July 23-25	Kashiwa Festival	Kashiwa City, Japan	Japan
<b>AUGUST 2010</b>			
TBD	PacificFlier City Seminars		Australia
Aug 18-22	US Commercial Services Tourism Road Shows	Hangzhou, Nanjing, Hefei, Shenyang, Dalia	China
<b>SEPTEMBER 2010</b>			
Sep 8-10	PATA-Mic 2 <sup>nd</sup> Tri-Annual Chapter Meeting	Yap, FSM	Micronesia
Sep 10-13	(GALC) Guam Ambassador At Large – Sapporo	Sapporo, Japan	Japan
Sep 14-17	PATA Travel Mart 2010	Macau	
Sep 17-19	Expat Show Shanghai	Shanghai, China	China
Sep 24-26	JATA World Tourism Travel Fair	Tokyo, Japan	Japan





Throughout FY2010, several events aimed at generating media coverage for Guam required collaboration among all core markets within the GVB Marketing Department. Those events not only resulted in millions of dollars in print and online exposure, but also allowed marketing personnel and GVB representative offices to build new relationships with international reporters, photographers, bloggers, and travel trade.





*More than 100 international media gather for the 3rd Annual Media Corps Gathering welcome reception at Outrigger Guam Resort in October 2009.*

*International media, GVB staff, and employees of the Guam Department of Agriculture gather at the DOA Organic Demonstration Farm, where media were given an overview of local animals and crops.*



## KEY INITIATIVES:

### • 3rd Annual Global Media Corps Gathering

For the third consecutive year, GVB Marketing helped create a surge of media exposure for Guam by hosting more than 100 international media from a variety of fields - sports, lifestyle, travel, and online. The week-long event, which coincided with GVB signature events including the Guam Micronesia Island Fair and Guam Ko'ko' Road Race, gave media a taste of everything the island had to offer, thereby generating coverage during a traditionally slow time for the visitor industry. GVB Marketing staff coordinated airfare, ground transportation, hotel accommodations, and a welcome reception at Outrigger Guam Resort, the event's official hotel sponsor. Media from each country - Japan, Korea, Taiwan, Hong Kong, the Philippines, Australia, and the mainland United States - were provided itineraries and potential story topics based on their target audiences. The result was more

than \$4.4 million in media coverage for Guam on everything from lifestyle to sports across global newspapers, magazines, TV programs, and the web.

### • Maila Ta Fan Boka

Named after the Chamorro translation for "Come, Let's Eat," this event was developed to give international media from our core markets - Japan, Korea, Taiwan, Hong Kong, and the Philippines - an opportunity to experience Guam's Chamorro cuisine. The three-day familiarization tour in May 2010 gave local and international media an inside look at several of our island's farms, allowed them to experience an authentic Chamorro fiesta at the Muna home in Mangilao, and put them face-to-face with local chefs at the Maila Ta Fan Boka Culinary Competition in Agana Shopping Center. A joint venture with GVB Destination Management, Maila Ta Fan Boka generated nearly \$1 million.



# Japan Market FY2010



*Miss International Guam Lalaine Mercado, left, and Miss Earth Guam Naiomie Santos, right, perform the city dance at the Kashiwa Festival in Japan.*

This year, the Japan market has continued to put Guam branding initiatives at the forefront of advertising, marketing promotions and special campaigns. The strategy has helped contribute to an 8.6% growth in total arrivals to Guam from Japan, which makes up over 75% of the island's arrivals overall. Guam's growth outpaced Japan's outbound travel that grew by 6.36%.

The Japanese Yen has played a vital role in the increase of outbound travel as well, as its value has grown from USD1=JPY119 in FY2007 to USD1=JPY89.65 in FY2010. As a result, Japan outbound travel is expected to continue to rise over the next 5-10 years despite expectations the country's economic outlook will continue weakening due to the slow down of export production. Spending for Japanese visitors on Guam has decreased to \$499.40 per visitor.

Encouraged by a visit from Mr. Hiromi Tagawa, CEO, President and Director of JTB Corporation, GVB continues to highlight the island's uniqueness with marketing programs including the Guam Chamorro Dance Academy that promotes the island's rich cultural heritage articulated through the performing arts.

Government officials from Guam and Okayama signed a friendship agreement on Aug. 31. Guam Gov. Felix P. Camacho and Okayama Mayor Shigeo Takaya formalized the agreement, designed to enhance cooperation and build understanding between the two cultures, at a signing ceremony on Guam.

Another one for "books" is the finding of funds for the University of Guam's Endowment Fund. Over 20 years ago, a group led by Gov.



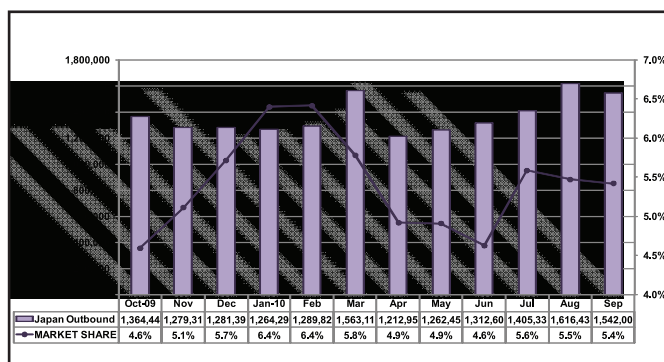


Guam Gov. Felix Camacho and Okayama Mayor Shigeo Takaya shake hands after the signing of the Okayama Guam Friendship Agreement on Aug. 31.

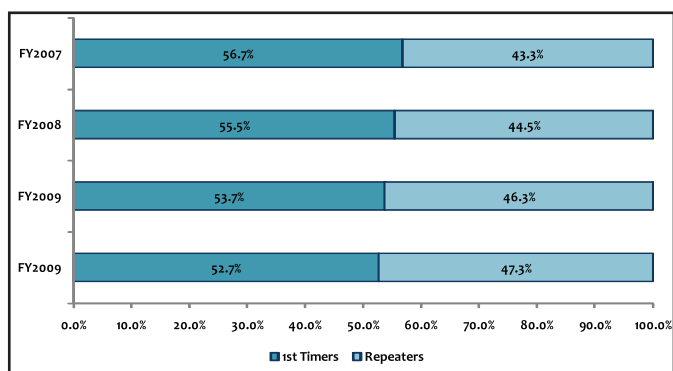
Joseph Ada including UOG President Wilfred Leon Guerrero and UOG Board of Regent Gerald S.A. Perez, headed to Japan to seek contributions to begin the endowment fund. An account that was believed closed gained years of interest. When discovered this year, Osamu Matsubara made sure the funds were turned over to UOG via the Guam Visitors Bureau.

Agreeing to a mutual exchange of promotion and runners, GVB also signed a sister race agreement with the Sapporo Track & Field Association. The Toyohira River Marathon and the Guam Ko'ko' Road Race will send the top male and female runners to participate in each other's races held in May and October, respectively.

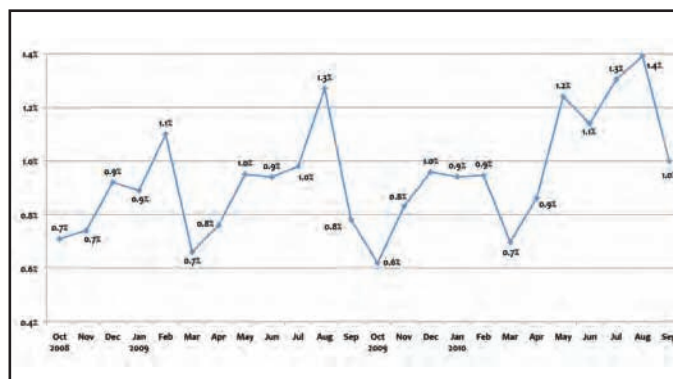
## JOT & Visitors to Guam



## Japan 1st Repeaters



## Guam Monthly Market Share



## Japan Visitor By Region of Origin

	Kanto (Tokyo)	Chubu (Nagoya)	Kinki (Osaka)	Koshinetsu	Hokuriku	Tohoku (Sendai)	Kyushu (Fukuoka)	Chugoku (Hiroshima)	Hokkaido (Sapporo)	Shikoku	Okinawa /Miya	Other	TOTAL
OCT	34,332	7,181	11,523	1,459	786	1,648	1,832	1,731	909	824	249	216	62,690
NOV	34,534	7,550	12,027	1,718	1,091	1,850	2,261	1,860	1,318	692	268	202	65,371
DEC	38,113	8,005	15,193	1,706	886	2,324	2,061	1,964	1,674	941	226	144	73,237
1st QTR TOTAL	106,979	22,736	38,743	4,883	2,763	5,822	6,154	5,555	3,901	2,457	743	562	201,298
JAN	42,357	8,661	15,951	2,304	1,003	2,626	2,110	1,664	2,929	981	174	111	80,871
FEB	43,666	8,894	15,805	2,215	1,449	2,636	2,492	2,281	1,924	1,029	181	159	82,731
MAR	46,527	10,761	17,938	2,274	1,374	2,755	2,353	2,772	1,906	1,219	186	247	90,312
2nd QTR TOTAL	132,550	28,316	49,694	6,793	3,826	8,017	6,955	6,717	6,759	3,229	541	517	253,914
APR	30,841	7,321	11,776	1,141	784	1,547	2,213	1,604	1,148	834	270	150	59,629
MAY	32,115	8,019	11,408	1,502	875	1,660	2,207	1,688	1,153	923	300	99	61,949
JUN	32,428	7,431	11,332	1,203	871	1,595	1,933	1,579	1,052	757	374	135	60,690
3rd QTR TOTAL	95,384	22,771	34,516	3,846	2,530	4,802	6,353	4,871	3,353	2,514	944	384	182,268
JUL	42,946	8,353	16,359	1,428	773	1,796	2,144	1,853	1,207	1,031	424	142	78,456
AUG	48,155	9,119	19,076	1,699	923	1,635	2,684	2,253	1,168	1,306	357	102	88,477
SEP	46,170	7,367	17,754	1,618	815	2,119	2,228	2,237	1,330	1,085	654	196	83,573
4th QTR TOTAL	137,271	24,839	53,189	4,745	2,511	5,550	7,056	6,343	3,705	3,422	1,435	440	250,506
FY2010 TOTAL	472,184	98,662	176,142	20,267	11,630	24,191	26,518	23,486	17,718	11,622	3,663	1,903	887,986
Market Mix	53.2%	11.1%	19.8%	2.3%	1.3%	2.7%	3.0%	2.6%	2.0%	1.3%	0.4%	0.2%	

Source: Civilian air & sea and Armed Forces arrivals, Customs and Agriculture Declaration Form, Customs & Quarantine Agency, Processed by the Guam Visitors Bureau, Research Department



## KEY INITIATIVES:

- Fine tune branding programs to promote the island as a unique destination through the Guam Ambassador At Large Caravan, Guam Summer Campaign and the Japan Association of Travel Agents – World Travel Fair.
- Build stronger ties with national and local governments within Japan by encouraging mutual exchange programs
- Kashiwa Festival
- Sapporo Tourist Association
- Strengthen key partnerships with members of the Japan Guam Tourism Council (JGTC) comprising of top-level executives with major travel agencies in Japan.
- Work closely with the Japan Guam Tourism Council and the Japan Guam Travel Association to promote local events supporting Guam's unique culture to include the Guam Island Fiesta Tour, Guam Micronesia Island Fair and the Guam Ko'ko' Road Race.
- Increase participation of the Guam Ko'ko' Road Race in the Japan market from 258 runners in FY2009 to 411 runners in FY2010.
- Continued the Guam Chamorro Dance Academy creating a deeper connection with our visitors and our culture by expanding the program to include 12 classes held in the city of Tokyo.



*Pacific Islands Club Fantasy Dance Company represented Guam at the Japan Association of Travel Agents World Travel Fair in September.*



*Tomohisa Suniya & Emi Suzuki was the 5,000th couple to be married at the Blue Aster chapel in Tumon on November 20, 2009.*



*Chamorro Dance Master Frank Rabon congratulates his students from the Guam Chamorro Dance Academy after a performance at the Japan Association of Travel Agents World Travel Fair in September.*

- Conducted 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.
- Conducted 50 in-country seminars to travel agents throughout Japan.
- Generate Guam publicity in Japan local and national media by conducting courtesy calls on government officials with Guam goodwill ambassadors.

# Korea Market FY2010



*GVB management, board members, Korean delegates, and representatives from Jin Air participate in a ceremony preceding the airline's inaugural flight to Guam in April 2010.*

Korea outbound travel has almost recovered from the low sale record last year caused by the global economic downturn and the H1N1 pandemic that nearly halted travel internationally. Since then the market has continued to see double-digit growth, with the number of Koreans traveling overseas up 9.4 million as of September 2010. The uptick mirrors 2007 statistics, and shows full recovery of the Korea market.

The defining moment this year for Korea was the introduction of Jin Air, which came about after several meetings between GVB Korea and Jin Air, leading to connections between the airline and valuable supporters like the U.S. Embassy in Korea and supporting travel agencies. The partnership has since led to various promotions advertised in print, TV, and among trade.

To keep the pace with social marketing like Twitter, Facebook, and Me2day in Korea, GVB Korea has invested its efforts to the online marketing including co-ops with various partners such as DHC, Papa John's Pizza, and Tony Roma's; keyword advertising; and the development of SNS. Through diverse affiliate marketing in online communities, GVB was able to maximize its brand to targets and position Guam as the most familiar and valuable travel destinations for Koreans.



*GVB and Guam Airport officials greet Jin Air's inaugural flight on Guam.*

## KEY INITIATIVES FOR FY2010:

- Road shows in Busan and Daegu supported by Korean Air from July 7-8 gave GVB an opportunity to connect with numerous major travel agencies.
- GVB Korea organized a golf tournament with agents and airlines to promote Guam as a golf destination.
- A focus on mass media has led to utilization of partners with wide chains so co-promotions can launch for target markets. DHC and Kraze



*GVB representatives meet with travel trade at the road show in Busan, one of two supported by Korean Air that allowed GVB to connect with numerous travel agencies.*





The Guam delegation and members of Inetnon Gef Pa'go dance troupe are presented with awards at the Korean World Travel Fair (KOTFA) in June 2010 for "Best Booth Operation" and "Best Folklore Performance."

Burger helped GVB target women in their 20s-30s and general consumers in their 30s-40s through the affiliate marketing with Tony Roma's and Papa John's Pizza chains. A joint promotion with Coca-Cola and E-Mart was organized to target the family market in the 30s-50s age group.

- GVB has continued its presence at travel trade events including the Korea World Trade Fair (KOTFA) in Seoul from June 3-6 and the road show from July 8-9. Cultural dancers, musicians and Miss Guam participated at KOTFA to introduce the Guam culture and the island's beauty. GVB was awarded "Best Booth Operation" at the event, which also honored Inetnon Gef Pa'go for "Best Folklore Performance."

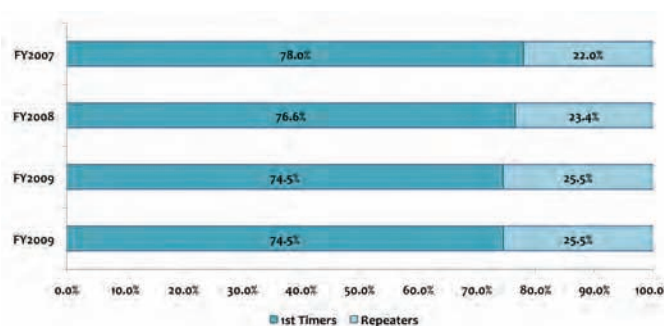
- GVB Korea will continue to focus on the online and affiliate marketing with valuable partners and to maximize the public relations for its brand value development through various types of medium in FY 2011. Its efforts to attract more airlines to Guam will also continue thanks to the success of Jin Air's Guam operation this year.

### Korea Air and Sea

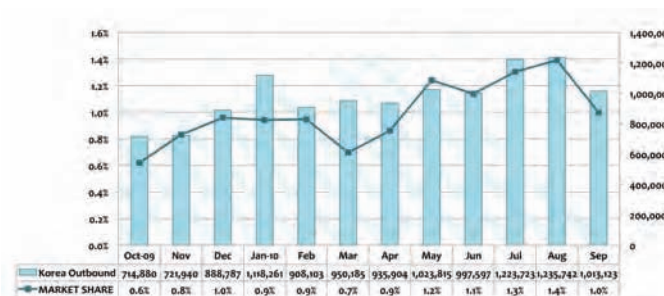
Source: Civilian Air and Sea and Armed Forces arrivals, Customs and Agriculture Declaration Form, Customs and Quarantine Agency. Processed by the Guam Visitors Bureau Research Department

	1st Timers	Repeaters	TOTAL		1st Timers	Repeaters
FY2010	32,754	11,191	43,945	FY2009	74.5%	25.5%
FY2009	29,713	10,168	39,881	FY2009	74.5%	25.5%
FY2008	38,626	11,831	50,457	FY2008	76.6%	23.4%
FY2007	42,173	11,915	54,088	FY2007	78.0%	22.0%

### Korea First and Repeaters



### Korea Market Share



### Korea Visitor Arrivals

	Korea Outbound	Korea Visitors to Guam (CIV ONLY)	MARKET SHARE
<b>Oct-09</b>	714,880	4,425	<b>0.6%</b>
<b>Nov</b>	721,940	5,999	<b>0.8%</b>
<b>Dec</b>	888,787	8,524	<b>1.0%</b>
<b>Jan-10</b>	1,118,261	10,524	<b>0.9%</b>
<b>Feb</b>	908,103	8,594	<b>0.9%</b>
<b>Mar</b>	950,185	6,624	<b>0.7%</b>
<b>Apr</b>	935,904	8,060	<b>0.9%</b>
<b>May</b>	1,023,815	12,699	<b>1.2%</b>
<b>Jun</b>	997,597	11,360	<b>1.1%</b>
<b>Jul</b>	1,223,723	15,955	<b>1.3%</b>
<b>Aug</b>	1,235,742	17,197	<b>1.4%</b>
<b>Sep</b>	1,013,123	10,104	<b>1.0%</b>
<b>TOTAL</b>	<b>11,732,060</b>	<b>120,065</b>	<b>1.0%</b>



# China Market FY2010



From left, GVB representative Daisy Lu, GVB Marketing Officer Gina Kono, and GVB Marketing Manager Pilar Laguaña meet with Dr. Xinjun Wang and David Tang of Ivy Alliance Tourism Consulting Co. Inc. in China.

Accomplishments including the Hong Kong visa-waiver program and the resumption of Continental Airlines direct air service to Guam led to a good year for both markets. Arrivals from Hong Kong were up more than 100% (5,640) while China also increased nearly 60% (4,669) over FY 2009.

GVB continued its work in China and Hong Kong as a destination of choice for Chinese and expatriates living in China and Hong Kong through a number of trade shows throughout the region. Representatives were present at the Guangzhou International Travel Fair (GITF) in March 2010; the China Outbound Tourism & Travel Mart (COTTM) in April 2010; the MegaBox HK Wedding Expo in May 2010; the World Travel Fair in Shanghai in May; the International Travel Exposition (ITE) in June; the International Forum on China Outbound Travel (IFCOT) in June, where GVB was awarded ;the Beijing International Travel

Exhibition (BITE) in June; and the Expat Show Shanghai in September.

Apart from trade shows, GVB worked to increase exposure for Guam through seminars and workshops with travel agents in Guangzhou, Hong Kong, Shanghai, and Beijing, as well as initiative cooperative programs with travel trade and government offices.

## KEY INITIATIVES FOR FY2010:

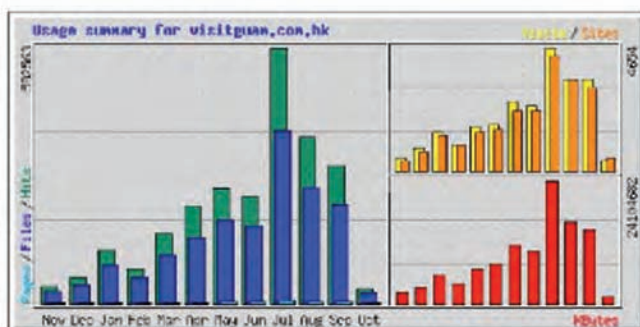
- Cooperatives that resulted in a charter flight for China National Day Holiday from Beijing via Continental, and five charters from Beijing and Shanghai for Chinese New Year via Continental
- Press conferences announcing the inclusion of Hong Kong in the U.S. Department of Homeland Security Guam-

China Visitor By Place of Origin

	Beijing	Shanghai	Guangzhou	Other	TOTAL
OCT	229	164	26	161	580
NOV	24	59	19	65	167
DEC	63	149	30	80	322
<b>1st QTR TOTAL</b>	<b>316</b>	<b>372</b>	<b>75</b>	<b>306</b>	<b>1,069</b>
JAN	37	109	19	96	261
FEB	487	565	22	269	1,343
MAR	48	46	25	96	215
<b>2nd QTR TOTAL</b>	<b>572</b>	<b>720</b>	<b>66</b>	<b>461</b>	<b>1,819</b>
APR	55	151	3	142	351
MAY	67	88	9	92	256
JUN	34	63	24	121	242
<b>3rd QTR TOTAL</b>	<b>156</b>	<b>302</b>	<b>36</b>	<b>355</b>	<b>849</b>
JUL	85	84	15	151	335
AUG	62	136	17	103	318
SEP	49	80	16	134	279
<b>4th QTR TOTAL</b>	<b>196</b>	<b>300</b>	<b>48</b>	<b>388</b>	<b>932</b>
<b>FY2010 TOTAL</b>	<b>1,240</b>	<b>1,694</b>	<b>225</b>	<b>1,510</b>	<b>4,669</b>
<b>Market Mix</b>	<b>26.6%</b>	<b>36.3%</b>	<b>4.8%</b>	<b>32.3%</b>	

## Launch of HK Website Draws Increase Number of Online Users

Summary Period: Last 12 Months  
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CNMI Visa Waiver Program (VWP) with the Hong Kong U.S. Consulate Office in December, the resumption of direct service to Hong Kong via Continental Airlines in April, and an Angelababy Photo Album featuring scenes throughout Guam in July

- Participation in HK Wedding Expo with Marry10.com in March, the HK Wedding Expo with Watabe Wedding in April, the MegaBox HK Wedding Expo, the U.S. Commercial Services Tourism Roadshow in East and Northeast China in August (Hangzhou, Nanjing, Hefei, Shenyang, and Dalian), and the Beijing Wedding Expo with Marry10.com in September

- Launch of GVB Hong Kong website, which generated more than 24,000 hits from November 2009 to September 2010

- Four travel trade familiarization tours and five media tours. An estimated \$1,920,562 in media exposure value was generated this fiscal year

- Online promotional partnerships with Hong Thai and Goldjoy, and other web projects including e-cards to travel agents for Chinese New Year, and an online competition for GVB Hong Kong site visitors

- A total of 126 meetings with travel agents, airlines, AmCham, NTA China, U.S. Commercial Services, travel show organizers,



*From left, Jennifer Lee of the U.S. Embassy in China, GVB Marketing Officer Gina Kono, and GVB Marketing Manager Pilar Lagaña meet during one of the bureau's visits to China.*

and cooperative project partners

- Updated promotional materials in simplified Chinese including the Guam Map, the Guam Pa Pa Go brochure, a wedding leaflet, and the Guam General Information Fact Sheet

- Online social media campaigns drawing visitors to GVB China site for a chance to win trips and collateral giveaways

- Celebrity campaign that brought supermodel/actress/singer Angela Baby to Guam for production of a hardcover photo book, named a bestseller in Hong Kong for several weeks



*Representatives from GVB and Marry10.com meet at the wedding show held in Hong Kong in March.*



# Taiwan Market FY2010

With emphasis on cooperative programs and online promotions, the Taiwan market saw a 32.6% gain over last year. The jump to 29,420 visitor arrivals from 22,191 can be attributed to charter flights via China Airlines and Continental Airlines during Chinese New Year and peak summer months, as well as a greater awareness of Guam among potential Taiwanese travelers.

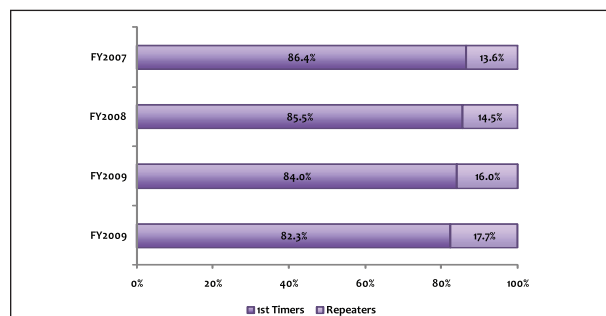
Attendance at vital trade shows and a continued emphasis on partnerships has helped build that awareness in Taipei and, most recently, in surrounding cities like Taoyuan, Tainan and Kaohsiung. GVB also launched its Taiwan Facebook page in December 2009, which spurred a number of promotions in the online market as well.

## KEY INITIATIVES FOR FY2010:

- Attendance at the Taipei International Travel Fair (ITF) in late October 2009, the Kaohsiung International Travel Fair in November 2009, and the Taipei Tourism Expo (TTE) in late April 2010
- Partnerships with China Airlines and Continental Airlines to offer seminars and workshops at the Spring Wine Gathering in February 2010, and the ANTOR Table Mart in Taoyuan and Tainan in September 2010
- Participation in a number of cooperative programs including The Peak primetime TV drama shooting in October 2009; charter flights via China Airlines and Continental

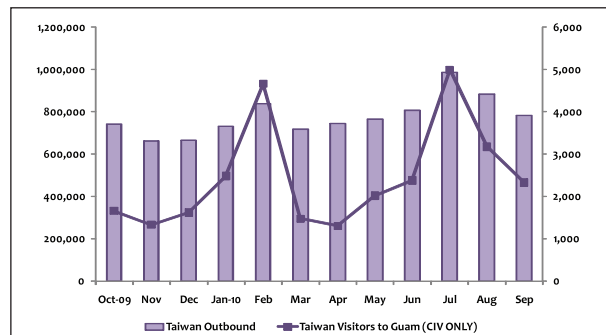
Airlines in December 2009; a joint press event with PIC Travel at the AIT office in April; a summer flight promotion with China Airlines and Continental Airlines in May 2010; photo shoots for Fashion Queen and Next magazines in May 2010; an HP Summer Promotion Campaign with print and online advertisements in July 2010

- Two travel trade familiarization tours and three media tours. An estimated \$8,659,341.47 was generated in media exposure value throughout the fiscal year.
- Online promotions using Facebook that facilitated a number of collateral giveaways. Visitors were given bags, luggage tags, coconut candy and other items if they found bus ads (summer charter promotion) in June 2010. As of September 2010, the number of Facebook fans surpassed 10,000.



Taiwan Visitor By Region of Origin

	Taipei	Kaohsiung	Taichung
OCT	1,134	122	138
NOV	900	93	167
DEC	1,090	101	193
<b>1st QTR TOTAL</b>	<b>3,124</b>	<b>316</b>	<b>498</b>
JAN	1,575	169	382
FEB	3,133	243	600
MAR	904	94	220
<b>2nd QTR TOTAL</b>	<b>5,612</b>	<b>506</b>	<b>1,202</b>
APR	821	79	179
MAY	1,340	116	286
JUN	1,618	161	312
<b>3rd QTR TOTAL</b>	<b>3,779</b>	<b>356</b>	<b>777</b>





# Pacific/Micronesia Market FY2010

The Pacific market ended the fiscal year with a comfortable 2.7% increase in visitor arrivals over last year and a healthy Pacific Asia Travel Association (PATA) Micronesia Chapter.

The chapter, which held its tri-annual meetings on Guam, Saipan, and Yap, recognized the need to create a unified brand for the region in order to increase global awareness of Micronesia and, in turn, visitor arrivals. A request for proposals was issued to qualified bidders and funding is currently being sought from private sources to accommodate the effort.

## KEY INITIATIVES:

- Awarded the prestigious PATA “Award of Excellence” by PATA International. PATA Chairman Darin De Leon accepted the award on the chapter’s behalf at the PATA Annual Meeting in Kuching, Sarawak, in April. He then presented the award to the chapter at its tri-annual meeting in Saipan in June.
- Two additional islands - Pohnpei and Yap - completed their e-guides, adding to the electronic library first formulated by the chapter two years ago. With one remaining island left to complete its e-guide, PATA Micronesia plans to compile all information into a regional e-guide to provide consumers and travel trade.



*Members of PATA Micronesia display the prestigious PATA “Award of Excellence” presented at the organization’s tri-annual meeting in Saipan.*

- Formation of the Micronesia Cruise Association (MCA), which chapter members agreed upon during the 2nd tri-annual meeting in Yap. Interest was first sparked after Monte Mesa, chairman of the Port Authority of Guam, emphasized the importance of developing the cruise industry in a presentation given during the 13th Micronesian Chief Executives Summit in Saipan in June. MCA will help facilitate unified immigration and customs clearance policies, uniform island port calls and cruise ship fee policies. Chapter officers are currently working on a charter for the organization.

- Visitors bureaus from Yap and Guam participated jointly in PATA Travel Mart 2010 in Macau, SAR. Travel agents developed several Micronesia packages for consumers by connecting flight schedules from Guam to Yap.



*Members of the PATA Micronesia Chapter meet at the chapter’s tri-annual meeting in Yap, FSM, where Yapese Dancers from Maap performed for the chapter.*

- Provided work force training for hotel and restaurant industry to improve work force on individual islands.

# Australia/Europe Market FY2010

Efforts within the Australia and European market have seen a few advancements this year, most notably the addition of Guam to the PATA UK Online Academy and the introduction of the island's first LCC carrier from Australia, PacificFlier.

The PATA UK Online Academy, which allows current members of the European chapter to host an online course for travel trade, launched a Guam module in late FY2010. Emphasis on the Chamorro culture, natural beauty, history, dining options, and numerous optional tours help travel agents within the United Kingdom to know more about the island in order to market it to potential travelers. The training concludes with 10 questions about Guam agents are required to answer before they are issued a certificate of completion. The module, endorsed by the UK Trade Association, is marketed to a travel agent database of more than 26,000.

PacificFlier, which services visitors from Guam, Palau, the Philippines, and Australia's Gold Coast, first landed on Guam in June.

## KEY INITIATIVES:

- GVB continues to work with PATA International on facilitating familiarization



*Members of the PATA Norway chapter, from left, Eirik Kraft, Sanna Länsivierito, Thor Vaz de Leon and Gerhard Kraft enjoy the sunset with local Guam historian and tour guide Toni Ramirez, second from right, during a recent visit to Guam from Norway.*

tours to Guam. A four-member group from PATA Norway visited the island in May in an effort to create the ideal Micronesia package for potential travelers from Europe. Their stay included a tour of Palau, Yap, and Guam.

- Continue to support 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.



*From left, GVB Marketing Officer Regina Nedlic, first from left, GVB Deputy General Manager Ernie A. Galito, third from left, and A.B. Won Pat International Airport Acting Executive Manager Mary Torres, far right, greeted Pacific Flier Group General Manager Shane Styles, fifth from left, as he arrived on Guam with family members in June.*



# North America/Military Market

The greatest advancements in the military/North America market this fiscal year came within the airline industry. The Continental-United Airlines merger is expected to open numerous routes to the region via Asia, adding to the Star Alliance Network that already serves Guam. Delta Airlines also continues to support seat capacity demands from Japan and provides an alternate option for travel to and from the region.

Planning to establish a charter for the Micronesia Cruise Association is currently being formulated.

Increased activity between GVB and the National Tour Association (NTA) occurred in FY2010, including attendance at the NTA Convention in November 2009, where GVB Marketing Manager Pilar Laguna served on the International Advisory Task Force.

The much-anticipated military build-up resulting from the transfer of U.S. Marines to Guam from Okinawa has created advanced contractor travel with longer stays. In September 2009, Operation Valiant Shield, a joint Japan-US military exercise, resulted in fully booked rooms and crowded restaurants and bars. The repeal of the military only Guam hotel room tax waiver will bring with it increased tax receipts to the Tourist Attraction Fund.

## KEY INITIATIVES FOR FY2010:

- The Los Angeles Times Travel and Adventure Show, the only consumer show GVB attends in North America, saw much attention for the Guam booth. Cultural dancers, unique island décor, and hospitality of our island people created differentiation and memorable interaction for consumers. Continental Airlines Sales & Marketing representative Katie Black attended the show, where consumers were able to discuss future trips to Guam with GVB representatives.
- More than 40 one-on-one pre-scheduled and



*GVB Marketing Manager Pilar Laguna, center in blue, and GVB Marketing Officer Gina Kono, center left in cream, stand with cultural dancers and supporters of the Guam Booth at the L.A. Times Travel & Adventure Show in February 2010 in Los Angeles.*

walk-up appointments with international media and travel/trade professionals were conducted during the three-day United States Tour Association (USTA) International Pow Wow in May, creating networking opportunities and increased awareness of Guam and the region. Since the show, several agents including those in Russia have begun developing packages and sending groups to Guam.

- GVB again hosted a decreasing number of WWII Liberators and Veterans during the week leading up to Liberation Day on July 21. The community extended its arms with generosity and friendliness as they welcome back the aging heroes of Guam's past.



*Guam Liberators, from left, Paul Landgraf (USN), Stanley Botelho (USAF), Kenneth Larson (USMC), and Marvin Ainsworth (USMC) look at the Asan Bay Overlook during their stay on Guam for the 2010 Liberation Day festivities.*

# Philippines Market FY2010

Exposure for Guam among Philippine travelers got a boost in FY2010 thanks to promotions with SM Supermalls, Continental Airlines, and Philippine Airlines. Visitor arrivals grew 5.5% over last year, with the number of pax increasing from 11,386 to 12,016.

The Hafa Adai Guam exhibit at SM Supermalls from Jan. 21 to Feb. 20, 2010, brought much attention from shoppers throughout the retail giant's locations.

## KEY INITIATIVES:

- Organized three media familiarization tours, resulting in an estimated total value of \$418,813.79 in media exposure throughout the fiscal year
- Conducted 121 meetings with travel agents, airlines, AIT, travel show organizers, and promotional partners.
- Attended Travel Tour Expo in February 2010, where Inetnon Gef Pa'go dance troupe was named "Most Popular Performance" and GVB earned an award for "Best Marketing Effort."
- Facilitated a workshop with 30 PLDT, Aventus Philippine Airlines call center agents in September 2010
- Participated in several cooperative programs including the U.S. Embassy Club Bazaar in October 2009, a Continental Airlines product update in February 2010, the North Face Baguio City UltraMarathon in April 2010, and a Philippine Airlines Cebu Travel Agents Product Update in September 2010



*GVB representatives join SM Supermalls executives for the launch of the Hafa Adai Guam exhibit.*



*The Guam delegation joins GVB Philippines representatives at Travel Tour Expo 2010, where Inetnon Gef Pa'go dance troupe was named "Most Popular Performance" and GVB earned an award for "Best Marketing Effort."*





In the more than twenty years since its creation, the GVB Research Department has continued to implement the core projects outlined in its enabling legislation by producing over 240 statistical reports, conducting and issuing information for more than 176 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.



*From left, Deborah Philips, Savvy Muna, Cil Dydasco, and Ana Cid*

Since 1990, the Department has compiled numerous annual inventory reports on accommodations, optional tours, recreational facilities, and getting married in Guam; produced marketing effectiveness studies regarding performance in Japan, Korea, and Taiwan; made forecasts and projected arrivals and occupancy rates; and developed market share analysis 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 traveler to Guam. By bringing the customs forms processing in-house, the Research Department has been able to more quickly and accurately count arrivals and produce a variety of statistical data reports regarding Guam's visitors. An added benefit of processing control has made it possible to provide next-day preliminary arrival data, should the Department be adequately staffed to perform this function on a regular basis.

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 visitor profiles 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.

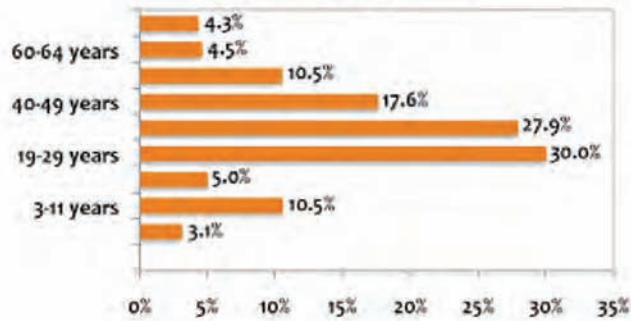
In FY2010, the exit survey frequency was increased to a monthly sampling for departing Japanese and Korean visitors. The frequency change allows for the GVB to include questions relative to new events that may

impact visitors travelling to Guam.

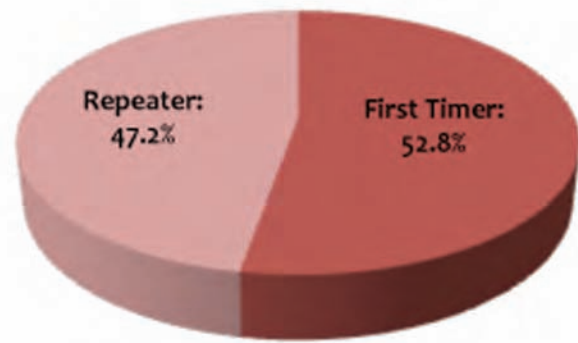
Also in FY 2010, the GVB Research Department conducted a Survey of Tourism Attitudes of Residents (STAR). The STAR, a stratified random sample of 1,200 residents of Guam, was completed in June. Samples were collected in correlation (north, central, south) with the Bureau of Statistics & Plans' 2008 Guam Statistical Yearbook. The objectives of the STAR were to collect quantitative data to assist with: 1) promoting Guam's visitor industry; 2) promoting local interest and participation at all levels of the visitor industry; 3) development, implementation and promotion of programs to further education, training, employment assistance and entrepreneurial development, and 4) promoting development of adequate tourist and resident facilities and attractions.



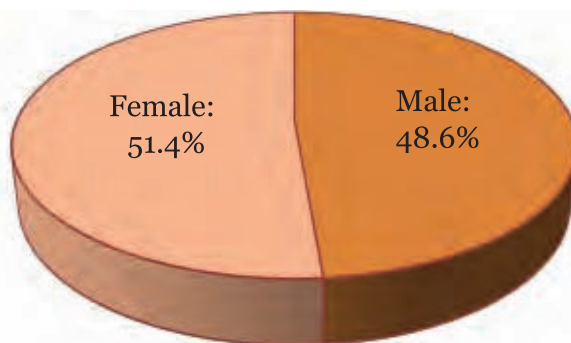
Age Breakdown of Visitors



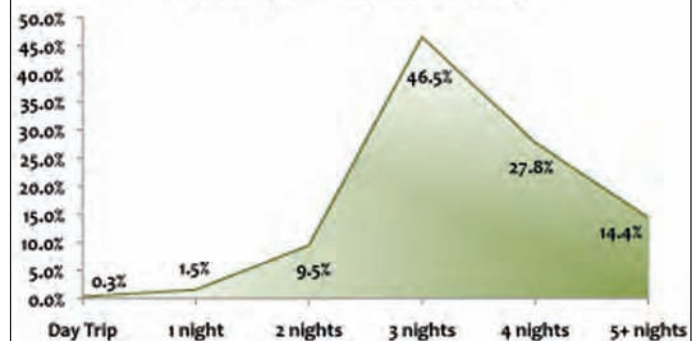
First Timers & Repeaters



Gender Breakdown of Guam Visitors



Average Length of Stay



Guam Visitor Arrival Statistics - By Origin for FY2010

Civilian	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	FY Total
Japan	62,597	65,326	73,127	80,677	82,498	89,686	59,490	61,753	60,403	78,057	88,179	83,008	884,801
Korea	4,425	5,999	8,523	10,522	8,592	6,624	8,046	12,699	11,351	15,950	17,170	10,101	120,002
Taiwan, R.O.C.	1,657	1,331	1,617	2,481	4,663	1,475	1,301	2,013	2,379	5,001	3,175	2,320	29,413
US Mainland	3,062	2,804	3,560	3,582	3,476	3,722	3,677	3,512	4,004	4,001	3,633	3,586	42,619
Hawaii	735	774	703	829	748	967	826	862	884	822	851	862	9,863
CNMI	1,210	1,670	1,564	1,131	1,320	1,553	1,423	1,574	1,524	2,059	1,968	1,347	18,343
Palau	296	233	295	179	226	306	241	315	441	390	297	220	3,439
FSM	735	941	793	614	556	841	817	825	873	900	973	648	9,516
RMI	83	86	82	46	60	72	63	117	222	161	140	81	1,213
Philippines	969	1,219	1,098	552	609	1,022	2,001	1,411	907	637	625	930	11,980
Australia	198	154	209	313	220	280	258	258	179	220	216	274	2,779
Canada	46	67	80	83	59	108	53	43	27	33	41	27	667
Europe	145	142	181	173	130	140	126	101	109	114	141	75	1,577
Hong Kong	362	222	349	313	465	234	657	730	554	582	632	540	5,640
Thailand	24	17	23	26	30	19	42	19	19	17	12	16	264
China, P.R.C.	575	164	321	253	1,341	211	345	252	239	326	317	258	4,602
Vietnam	7	8	10	2	20	8	2	10	4	5	4	0	80
Russia	12	23	68	115	19	41	21	26	23	16	12	9	385
Other/Unknown	244	259	262	302	286	332	350	303	288	390	378	270	3,664
<b>TOTAL CIVILIAN AIR</b>	<b>77,382</b>	<b>81,439</b>	<b>92,865</b>	<b>102,193</b>	<b>105,318</b>	<b>107,641</b>	<b>79,739</b>	<b>86,823</b>	<b>84,430</b>	<b>109,681</b>	<b>118,764</b>	<b>104,572</b>	<b>1,150,847</b>
Civilian SEA Arrivals	119	25	664	15	3,299	641	2,235	246	72	82	217	43	7,658
Military SEA Arrivals	0	105	0	198	0	0	0	0	0	68	0	0	371
Military AIR Arrivals	810	359	354	856	704	1,515	782	1,423	1,133	977	1,168	1,900	11,981
<b>GRAND TOTAL CIV/MIL</b>	<b>78,311</b>	<b>81,928</b>	<b>93,883</b>	<b>103,262</b>	<b>109,321</b>	<b>109,797</b>	<b>82,756</b>	<b>88,492</b>	<b>85,635</b>	<b>110,808</b>	<b>120,149</b>	<b>106,515</b>	<b>1,170,857</b>

FY2009	86,213	80,552	87,734	98,298	93,455	100,940	80,706	71,897	60,100	97,650	103,577	92,126	1,053,248
% DIFFERENCE	-9.2%	1.7%	7.0%	5.0%	17.0%	8.8%	2.5%	23.1%	42.5%	13.5%	16.0%	15.6%	11.2%