I’ESTORIA
GUAM VISITORS BUREAU
2015 ANNUAL REPORT

Promoting Only On Guam
SHARING OUR ISLAND’S HIGHLIGHTS THROUGH OUR COMMUNITY

DESTINATION DEVELOPMENT | MARKETING | RESEARCH & STATISTICS
FINANCIALS | MEMBERSHIP DIRECTORY
Promoting Only On Guam

From our beautiful ocean vistas and scenic sunsets, to hidden waterfalls, tantalizing treats at family gatherings, and adventures in the sky and sea, no one knows our island paradise better than our people. It’s our main reason why the “Only on Guam” campaign is a success and continues to be a positive force around Guam and our visitor markets... because it’s driven by our local community. Throughout this special report, you will find unique perspectives in how island life is captured through content generated by the people of Guam. To everyone that calls Guam home - it’s because of you that visitors are attracted to learn more about our Chamorro culture and for records being broken in our top industry. It is our hope that memories continue to be created and shared to the world for many more years to come from our tiny island paradise in the Pacific.

“Guam is Beautiful” by Kevin Camacho - OOG submission

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MESSAGE FROM THE OFFICE OF THE GOVERNOR

EDDIE BAZA CALVO
Governor of Guam

RAY TENORIO
Lt. Governor of Guam

Congratulations Guam Visitors Bureau
Strengthening and sustaining the lifeline of our island’s economy

Håfa Adai! On behalf of our entire administration, we congratulate the Guam Visitors Bureau on another year of breaking records in visitor arrivals. Our island’s primary industry has consistently grown and continues to thrive, something that wouldn’t be possible without the hard work of GVB and its partners who continue to push aggressively to further diversify tourism year after year.

2015 was another fruitful year for our island’s tourism, marked by impressive tourism figures. This annual report serves as proven results of this, showcasing GVB’s use of its funding, resources, and partnerships to accomplish our island’s tourism goals. We commend GVB and the tourism industry for their accomplishments, which benefit everyone who calls our island paradise “home.”

Tourism has grown by leaps and bounds since Guam first became a travel destination. It plays an important role in our economy, creating more jobs for our people while also helping to improve our island’s quality of life. Despite global and international challenges, Guam’s tourism industry has remained resilient, and I’m proud of our steady progress towards Tourism 2020. With public and private support and participation, our journey we’re well on our way to not only meeting, but exceeding our Tourism 2020 goals.

EDDIE BAZA CALVO
Governor of Guam

MESSAGE FROM THE CHAIRWOMAN

TINA ROSE MUÑA BARNES
Senator, 33rd Guam Legislature

CHAIRWOMAN
Committee on Tourism, Housing, Municipal Affairs and Hagåtña Restoration & Redevelopment Authority

Buenas yan Håfa Adai!
Time and time again, the Guam Visitors Bureau delivers for the people of Guam. This year is no different. By achieving record breaking visitor arrivals the men and women of our tourism industry expanded the circle of economic opportunity on Guam, and cemented our island’s place as a world class destination in the Pacific.

Yet, your work has done more than bolster our economy; it has filled us with a sense of true pride. Because of you, our culture and way of life have touched people in every corner of the globe. You show us every day that commitment and passion can never be measured by dollars and cents.

Un Dångkulo Na Si Yu’os Ma’åse’ to all of the exceptional employees of Guam Visitors Bureau both past and present. As the Chairperson on Tourism, I am humbled by your accomplishments and deeply honored to support your efforts. You have my commitment that together we will continue to strengthen and expand the vital programs and policies that have brought us the success that we enjoy today.

Sinseru yan Magåhet,

SI SENADORA TINA
33rd Guam Legislature
MESSAGE FROM THE CHAIRMAN

Toa Adai! On behalf of the Guam Visitors Bureau Board of Directors, its management and staff, we are proud to present you with the Fiscal Year 2015 Annual Report.

Calendar Year 2015 set a new record with 1.4 million visitors and was the strongest year of all time for Guam visitors arrivals. Fiscal Year 2015 was the second best fiscal year in Guam’s tourism history with over 1.37 million visitors welcomed to our island paradise.

Tourism provides the economic engine that allows our island to prosper, but tourism is about more than just money. It is about people. We continue to follow the blueprint laid out in the Tourism 2020 strategic plan and Guam’s decision makers continue the mission of creating a world-class resort destination set in a safe, clean, family-friendly environment and filled with various events and activities found only on Guam.

GVB has invested millions of dollars to improve our sidewalks, crosswalks and streetlights, maintain our beaches and roadways, and enhance the quality of life for our people. Significant work is still needed however, and we need the support of leaders and the community to complete much needed capital improvement projects. Achieving our goals is important to creating job opportunities for our people and a significant increase in revenue for our local government.

All of these milestones would not have been possible without the hard working men and women in Guam’s number one industry. I would like to personally thank all of them for making our island home a better place to live, work and visit. As we move towards completing the goals laid out in our Tourism 2020 strategic plan, it is important that we continue to place our unique Chamorro culture and heritage at the forefront.

Un Sen Dangkulo Na Si Yu’os Ma’åse’!

Senseramente,
MARK BALDYGA
Chairman of the Board

BOARD OF DIRECTORS

BRUCE KLOPPENBURG
Vice Chairman
THINKSA ARRIOLA
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SAMUEL SHINOHARA
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KATARINA SGRO
SHELLY CALVO

MARK BALDYGA
Chairman, GVB Board of Directors

Guam Visitors Bureau

Tourism provides the economic engine that allows our island to prosper, but tourism is about more than just money.
The Guam Visitors Bureau (GVB), a public, non-stock, non-profit membership corporation, is the official tourism agency for the U.S. Territory of Guam. Among its responsibilities, GVB is charged with setting tourism policy and direction; developing and implementing Guam’s tourism strategic and marketing plans; managing programs and activities that enhance and showcase Guam’s people, place and culture in order to deliver an incomparable visitor experience; and coordinating tourism-related research, planning, events and outreach activities. GVB serves as a critical bridge linking government, the tourism industry, visitors and the local community, and aims to contribute successfully to a good quality of life for residents through tourism.

MARKETING HIGHLIGHTS
GVB is the organization responsible for marketing Guam to the world as a premier tourist destination. To achieve maximum yield for the tourism industry from limited resources, GVB’s marketing activity is carefully focused on a number of key markets and a select group of consumers within those key markets. As well as marketing to consumers, our trade training, marketing and media programs are designed to encourage them to share their “Only On Guam” story with friends, family and co-workers, and to attract more Japanese travelers and the island’s tourism industry to Guam. In FY2015, GVB continued to strategically target segments such as business groups, students, and the senior market. For FY2014, GVB continues to strategically target segments such as business groups, students, and the senior market. This past month, GVB launched the “Toshi-chan” campaign in Japan to attract more Japanese travelers and encourage them to share their “Only On Guam” experiences.

Visitor Arrivals in fiscal year 2015 soared to a 2.3% increase over FY2014. FY2015 is the second top fiscal year in Guam’s tourism history. Much of this accomplishment was due to GVB’s focusing on Visitor Safety Projects, Capital Improvement Projects and increased Marketing efforts to include promotion of GVB signature events and refocusing the Bureau’s marketing strategy to showcase the local community.

Visitor arrivals in fiscal year 2015 increased by 5.6% versus the previous year at 779,405 arrivals. Arrivals from our largest source market have dropped in recent years due to the declining outbound travelers from Japan making up 57% of Guam’s total arrival mix – down from a high of almost 80%. This is in large part to domestic issues affecting travel internationally and the increased focus on domestic visits within Japan. Total outbound travel from Japan in FY2015 saw a decrease of 5.0% versus FY2014.

Korea Arrivals for FY2015 increased to the highest levels Guam has ever experienced. Arrivals totaled 384,112 visitors, making this past fiscal year the top banner year for Korea arrivals ever. Additional support from ‘T’way and Air Busan during the tail end of the fiscal year has undoubtedly augmented availability of flights into Guam to help arrivals grow. Special attention was paid to attract an increased number of Meeting, Incentive, Exhibition and Conference (MICE) groups from Korea. Arrivals for MICE groups on Guam increased over FY2014, welcoming 35,610 participants to Guam.

Arrivals from the People’s Republic of China also grew significantly with a 62.2% increase over FY2014 numbers. Guam welcomed about 31,752 visitors from the People’s Republic of China, which surpassed GVB’s goal of 20,000 visitors for the fiscal year. The continuous support of airline carriers, such as United Airlines, is a major part of the contributing success of visitors from China.

Other visitor markets continue to grow and diversify. The Philippines increased by 20.6% and Palau increased by 54.9%. Additional markets that also grew in September include Canada by 72.4%, Europe by 29.2% and the Hong Kong by 15.3%.

In FY2015, GVB implemented a change in marketing strategy, focusing on events and things a visitor can do Only On Guam. In July 2015, GVB held a Visit Guam 2015 Expo at the Micronesia Mall for local residents. At this event, GVB hosted close to a hundred media to promote Guam events throughout our villages such as the Agat Mango Festival and Merizo Crab Festival; the much anticipated 12th Festival of the Pacific Arts; and other great things to do. At this Expo, Governor Eddie Baza Calvo proclaimed 2016 as Visit Guam Year. GVB has seen continued success over this campaign throughout the island and in our overseas source markets. For FY2017, GVB will continue to build on this success.

Other highlights include the global implementation of GVB’s new consumer website and customer relationship management system to more effectively communicate with GVB’s members and overseas partners.

ADMINISTRATIVE HIGHLIGHTS
In December of 2014, Karl Pangelinan resigned as General Manager of GVB effective February 2015. The Board of Directors named Deputy General Manager Jon Nathan Denight as Acting General Manager until a replacement could be found. On February 01, 2015, the Board of Directors unanimously approved the selection of Denight to fill the General Manager’s position. Additionally, the GVB GM Denight named former Senator and Special Assistant to Governor Eddie Baza Calvo as the new Deputy General Manager.

In FY2015, Denight led the Bureau and the island’s tourism industry in welcoming the most visitors to Guam in its tourism history. Much of this accomplishment was due to the Bureau’s marketing strategy to showcase the local community.

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competitive product strengths, ensuring that Guam delivers on its brand promise. The importance of this division has been growing in need as the Government lacks the resources to maintain infrastructure. Guam must improve its quality in order to attract a high spending visitor and thereby improve the quality of life for residents. Recognizing the need as the Government lacks the brand promise. The importance of...
A world-class, first-tier resort destination of choice, offering a U.S. island paradise with stunning ocean vistas, for two million business and leisure visitors from across the region with accommodations and activities ranging from value to five-star luxury - all in a safe, clean, family-friendly environment set amidst a unique 4,000-year old culture.

8 Core Objectives

1. Improve Quality and Yield
2. Grow Arrivals and Diversity
3. Add High-End Hotel Rooms, Incentivize Reinvestment
4. Focus on MICE
5. Promote the Chamorro Culture
6. Extend Average Length of Stay
7. Promote Our Unique Attractions
8. Extend Tourism Beyond Tumon
GUAM INTERNATIONAL MARATHON

2015 marked the 3rd Annual Guam International Marathon which continued to drive visitors to Guam with over 1,500 overseas runners participating in Guam’s premiere long distance running and signature-sporting event. Approximately 893 (+28% over 2014), Japanese participants made up the majority of overseas runners with Korea coming in at 45% participants (+19% over 2014). Overall marathon finisher Yusuke Inose from Japan and top female marathon finisher Sung Hwa Ryu from South Korea conquered the grueling, but scenic, 26-mile coastal run that stretched along Guam’s beautiful coastline.

Inose finished the course with a time of 2:41:32, with South Korea’s Ryu securing the overall female division with a time of 3:08:42.

Overall Half-Marathon winner: Sho Matsumoto, Japan. Finish time: 1:11:43

Overall 10K winner: Hiroo Togawa, Japan. Finish time: 33:20

Overall 5K winner: Yoshihiro Tago, Japan. Finish time: 16:17

GUAM KO’KO’ HALF MARATHON & EKIDEN RELAY

The 9th Annual Guam Ko’ko’ Half Marathon and EKIDEN Relay welcomed 1,152 half marathon runners making it the largest half marathon in Guam history alongside 910 runners for the EKIDEN Relay. Totaling 2,062 local and overseas participants, overseas visiting runners from Japan accounted for roughly 20%, participants made up the majority of overseas runners with Korea comprising of 8% of the total.

Overall winners:
- Tsukasa Kawarai, Male Overall Half-Marathon winner
- Satoko Uetani, Female Overall Half-Marathon winner
- Sho Matsumoto, Japan. Finish time: 1:11:43

GUAM BBQ BLOCK PARTY

The 3rd Annual Pleasure Island Guam BBQ Block party once again took to the street’s of Guam popular tourism district in Tumon.

The event showcased talented chefs and celebrities from Japan and Korea featuring Guam’s unique BBQ styles through a competitive BBQ cook off competition. Organized by the Micronesian Chefs Association (MCA), the event pitted Guam’s most prolific grillers featuring and showcasing their talents in preparing BBQ’d Chicken, Beef and Pork. Last years overall winner, Asu Smokehouse was able to secure their title for another straight year as the 2015 Pleasure Island Guam BBQ Block Party Champion Grill Master team.

In addition to the cook off, local cultural groups, live music, as well as restaurant and local goods from artisans throughout the island were featured for locals and visitors alike.

XTERRA Guam, now in its fourth year designated as a Championship series event, has been named as a Guam Visitors Bureau Signature Event, garnering millions of dollars in local and international media exposure. The event, combines a 1.5km swim in the waters of Piti, followed by an 35km mountain bike up Mt. Alutom and then down to Manknengon Hills before returning to the transition point at Port Authority Beach. The race finishes with a memorable 8.2k trail run that has athletes navigating through jungle, rivers and down slippery waterfalls. The run described as a “signature test of courage” by Inside Triathlon writer/photographer Tim Carlson was also voted as one of the “Top 5 Off-Road Triathlons in the World” in the March 2010 issue of Triathlete Magazine.

Australia’s Ben Allen continued his dominance with an overall first place finish time of 2:26:28, with Austria’s Carina Wasle taking home the overall female first place finisher honors finishing with a time of 2:44:21.

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The Cultural and Heritage Committee (CHC) is the division that ensures that Guam’s culture is represented in GVB’s local and overseas promotions. The CHC provides support to marketing efforts by ensuring that the Guam cultural representation is accurate and that the cultural experience our visitors receive is consistent with the philosophies of our community.

Aside from overseas marketing representation, the committee offers opportunities for on island projects that are coordinated by other organizations or government agencies. It awards qualified individuals, companies, or organizations with grant money related to promoting and perpetuating the Chamorro Culture.

28TH GUAM MICRONESIA ISLAND FAIR (GMIF)

The Guam Micronesia Island Fair is an annual signature cultural event of the Guam Visitors Bureau that showcases the cultural diversity expressed throughout the island nations of Micronesia. The 2015 theme “Bridging Past, Present and Future: The Journey to Festpac” featured art disciplines from each of the island delegations. During the opening ceremony, over 100 cultural performers participated during the Parade of Islands serving as a preview for the 12th Festival of Pacific Arts, which Guam will be hosting in 2016.

Over 35,000 people were able to feel the collective cultural experience unique to the Micronesian region during the three-day celebration. With the expansion of the event layout, a record number of over 100 vendors participated with a variety of food, beverages, art, and cultural exhibitions.

In addition to celebrating the cultural diversity of Micronesia, GMIF featured a free concert by “The Mana’s Company”, best known for their hit songs, “Drop Baby Drop/Who Loves You Pretty Baby”, “96 Degrees in the Shade” and “Sweet Reggae Woman.” The weekend long event also highlighted a compelling lineup of regional artists, as well as put a spotlight on local talent.

Supported Organizations and Events:

- 2015 Maesco Crab Festival
- 2015 Maesco Fiestan Tasi
- 2015 Miss Earth Guam Pageant
- 2015 Miss Universe Guam Pageant
- 2015 Miss World Guam Pageant
- 6th Annual Lunar Festival
- 6th Annual Mangilao Donne Festival
- 7th Annual Gupto Farn’yan Pulan Chamoru – Chamorro Lunar Calendar Festival
- 8th Annual Agat Mango Festival
- Berrice Nelson – Traditional Healing Apprenticeship Project
- Bobbie Tanotango – Chamorro Cultural Arts Program (CCAP)
- Brian Terlaje – Chamorro Cultural Arts Program (CCAP)
- Cantate – Handel’s Messiah Concert & Workshop
- Chamorro Village – 20th Anniversary
- Chamorro Village – Silabrasion Mes Chamoru
- ChieLu/Uno Hit – Chamorro Cultural Fest
- Dana Quenga Cruz Kim – Chamorro Village – Silibrasion Gupot Chamorro 2015
- Discovery Day 2014
- Eileen Rodriguez Meno – Chamorro Cultural Arts Program (CCAP)
- Frank Lizama – Herrero Demonstrations
- Guam Arts Council – Guam Arts Exhibit – The Portrait
- Guam Department of Education – Silabrason Guam Chamorro 2015
- Guam Micronesia Island Fair (GMIF)
- Guam Society of America, Inc. – Capital Hill Reception Liberation of Guam
- Guam Symphony Society – 24th Annual Holiday Seaside Concert
- Guam Women’s Club – Superheroes vs Villains Gala
- Japan Club of Guam – Japan Autumn Festival
- Jonathan Perez – Chamorro Cultural Arts Program (CCAP)
- Judy Flores – Ginen I Tano
- MagPro Awards
- Maxine Bigler – Chamorro Cultural Arts Program (CCAP)
- Paps/Ta 5th Non Profit Congress
- PBS Guam – Liberation Day Live Broadcast
- PBS Guam – Swing into Spring w/George
- Raymond Lujan – Chamorro Cultural Arts Program (CCAP)
- Ronald Aforaalie – Traditional Chamorro Canoe Apprenticeship Project
- Sanctuary, Inc. – 3rd Annual Blue Carpet Gala
- Sanctuary, Inc. – 19th Annual Too Cool To Do Drugs
- Santa Rita “Back to Sumay Day”
- Sinajina GIFT – St. Jude Thaddeus Fiesta Activity
- Southern High School – Drum Line Music & Cultural Exchange Project
- Talofofo Banana Festival
- Tumon GIFT – Pale San Vitores
- UOG – Annual Inacha’igen Fino’ Chamoru
- UOG Endowment Foundation – Lina Lata
- UOG – Annual Inacha’igen Fino’ Chamoru Cultural Arts Program (CCAP)
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- Umatac Municipal Planning Council – Discovery Day 2014
- Umatac GIFT – San Dionisio Fiesta
- Umatac Municipal Planning Council – Discovery Day 2014
- University of Guam – 24th Annual Hill Reception Liberation of Guam
- Western University of Guam – 24th Annual Hill Reception Liberation of Guam
- Westcare – Bahaki Ball
- Zina Ruiz – Kantan Chamorrita
Tourism Industry Relations

Tasked with ensuring visitor safety and satisfaction, Tourism Industry Relations bridges the gap between the private sector and local residents. The Tourism Industry Relations division is responsible for overseeing:

VISITOR SAFETY OFFICER PROGRAM (VSOs)

GVB has a vested interest in protecting and ensuring the safety and security of all visitors. Crimes against tourists threaten Guam’s image as a safe, family-friendly destination. The VSOs serve multi-purpose roles as a concierges, tour guides, security officers, and beach safety officers that will be able to respond to safety and security incidents and provide basic visitor information.

TOUR GUIDE CERTIFICATION

GVB monitors tour guides and tour sites throughout Guam as well as business compliance with signage laws in Tumon. GVB/GCC are currently updating the whole program.

AIRPORT AMBASSADOR PROGRAM

GVB provides funding for the Ambassador Program at the A.B. Won Pat Guam International Airport, which offers assistance to arriving visitors by providing guidance on all forms and directions through the airport.

WELCOME SERVICE

GVB provides welcome services for incentive groups, charter flights, and cruise ship greetings, as well as VIP guests upon their arrival to the island or at an event they are hosting on Guam.

HERO AWARDS

In 2015, GVB in partnership with the Guam Hotel and Restaurant Association recognizes the outstanding contributions of front line hospitality employees of the tourism industry.

VISITOR INDUSTRY PROFESSIONAL (VIP)

GVB recognizes the need to strengthen Guam’s hospitality workforce with the training needed to deliver consistent, high-quality service. The VIP program is in the process of developing an online education website featuring a broad library of custom made tutorial videos and training for tourism front line employees that can be accessed from a computer, tablet or smartphone. This approach will also facilitate cost effective remedial training for Guam’s 18,000 hospitality workers in a manner that would be nearly impossible to accomplish in a traditional classroom environment. Basic quizzes and tests can also be administered automatically online. The program will offer a variety of convenient training modules. These modules will be geared to front line staff including but not limited to subject areas such as: customer service, basic job skills, basic language skills, visitor cultural familiarization, Guam offerings, and Guam’s culture and history.
Marketing Department
SMART GOALS

1. Goal Pax Achieve 5.3% market share (estimate 867,000 pax) with a $7M budget
   - Japan outbound travel continues to decrease YoY for various reasons
   - FY Market share holding at 4.82% as of August

2. Improve Share of Voice from .5% to 1% with Co-op and TV advertising for volume
   - Share of Voice increased to 2.5%
   - Positive feedback from participating agents

3. Conduct low season promotions targeting family and group travel
   - Group Event support campaign
     - Assisted JGTA with support to attract late booking groups. Estimated an additional 4,000 pax for the fiscal year. Overall group bookings for FY15 increased by 1.17% or 117,748 pax.

4. TVCM
   - Aired 2 flights of CM in Kanto. Research indicated most remembered travel commercial

5. PR Tie-In
   - Achieved $53,659,335.60 in PR exposure (FY2014: $23,969,654.21)

6. Continue yield improvement with travel agent packages - higher quality
   - Premium packaging now included in major travel agent brochures

7. Tactical campaign to focus on volume
   - Launched Toshi-Chan campaign end of FY2015, continuing into FY2016
   - TA Incentive Plan – some success for smaller agencies. More advance notice for larger TAs needed

The depreciation of the Japanese Yen, decrease in purchasing power of outbound agents due to inbound demand, economic stagnation and trends towards domestic travel are some of the challenges faced by Guam in this competitive market.

Spending in terms of U. S. Dollars has decreased -8.12% however when converted to the Japanese Yen, in visitor perceptions, spending has increased 6.73% as of the July Japanese Exit Survey.

Despite the decrease in arrivals there are some positive highlights. Guam continues to shine with the student market. Of the 260 Japanese schools who decided to travel to the United States, 157 schools selected Guam. With the average pax of 300 students, student travel continues to be a major source of visitors especially for the months of November and December.

The coverage for Guam ended strong in the fiscal year with the launching of the Toshi-Chan Only On Guam campaign that will be carried into FY2016. The press conference garnered nearly $900,000 in publicity.

Television remains one of the strongest influencers for behavior in Japan. To revitalize the Kanto region with a long-term down trend, two flights of commercials were aired. With a key message focusing on the short flight to tropical resort Guam, commercials targeting the senior, family and office ladies were aired. Kanto arrivals for FY2015 were down -3.3% versus the overall Japan arrival of -5.6%. Total penetration was over 4 million in the region.

Working closely with our industry stakeholders during these times is key to bringing our industry together and rally behind our frontline forces in Japan. Co-op advertising and a strong TV campaign in Japan resulted in an increase of our Share of Voice from 0.5% to 2.5% within the fiscal year. The coverage for Guam ended strong in the fiscal year with the launching of the Toshi-Chan Only On Guam campaign that will be carried into FY2016. The press conference garnered nearly $900,000 in publicity.
SMART GOALS
1. Increase Korean arrivals from 293,437 to 375,000 by using cooperatives and trade support
2. Increase yield by focusing on MICE and corporate travel working with Korean travel agents and Guam hotels to create upgrades rather than discounts
3. Initiate Strategic Consumer Advertising and Promotions targeting high-end niche markets across consumer and trade media
4. Increase MICE by 35% from last year by working with AMCHAM Korea and corporate partners
5. Establish Busan and Daegu Gateways: Work with GIAA to provide incentives to open Daegu City as a new gateway. Work with airlines to convert all flights from Busan to regular scheduled daily flights

HIGHLIGHTS
FY2015 was a record-breaking year for Korea tourism. Guam welcomed 384,112 pax, an increase of 26.77% versus previous year. In December 2014, a MOU was signed between GVB and the Korea Professional Baseball Players Association (KPBPA). This agreement gives GVB access to 600 professional baseball players in Korea and the opportunity to promote and market Guam as a permanent spring training site for Korean baseball teams. In April 2015, Governor Eddie B. Calvo participated in a trade mission with GVB and GIAA to meet with investors and airlines. Two additional direct flights from Air Busan and T’way increased seat capacity from Incheon. The momentum set from increased seat capacity from Incheon has been a part of the success in boosting arrivals from Guam’s second top market.

GVB participates in Korea’s top consumer and trade shows annually, including Mode Tour Travel Fair, Hana Tour International Travel Show, Korea World Travel Fair (KOTFA), and Busan International Travel Fair. During the past FY, GVB had won four awards in Korea’s top consumer and trade shows. In June 2015, GVB won “Best Folklore Performance” and “Best Tourism Marketing”. In September, GVB won two prestigious awards “Best Folklore Performance” and “Best Booth Design” at the Busan International Travel Fair (BITF) in Korea.

TAIWAN MARKET
SMART GOALS
1. Achieve a 5% increase of arrivals in low season
2. Increase Guam’s Share of Voice on news by 5%
3. Increase Guam’s influences on SM networks by elevating the number of GVB Taiwan Facebook page fans to 55,000 and achieving 150,000 page views for the Guam blog
4. Target at least 5 MICE groups with over 100 pax annually and provide an incentive program

HIGHLIGHTS
In FY2015, China Airlines announced their daytime service increasing flight frequency to 4 times per week. This provided the perfect opportunity to heavily promote MICE tours and Guam signature events scheduled throughout the year.

Taiwan market has successfully completed various signature events to include trade shows, seminars, cooperative projects and familiarization tours. Guam was awarded “The Best Booth Performance Award” at the Taipei International Travel Fair in 2014. Celebrity Co-op and media familiarization tours remain an effective way to promote Guam. Taiwan market increased its theme promotions throughout the year with a pre-Shop Guam Festival (SGF) inspection tour and Ko’ko’ Road Race familiarization tour that took place in the first quarter of FY2014, inviting blogger and celebrity runner Frank. For the Guam International Marathon (GIM), there were nearly 40 registered runners from Taiwan despite the unfavorable flight schedule, which was the largest delegation from Taiwan compared to prior years. In addition, three Taiwan media, Danny Wen, Hsu PeiYi and Tsai ChingChing participated in the race and broadcasted via social media and TV, driving positive feedback.

To reach a high target audience, Taiwan market cooperated with Eslite Bookstore, a high quality retail bookstore chain with great brand awareness and high yield consumers. The campaigns included key exposure including in-store and outdoor advertisements, Push AD TV commercials, DMS, website promotions, press releases, theme displays and theme speeches. Taiwan market successfully tied Guam image with Eslite, a well-known brand that attracts high-end consumers in Taiwan, Hong Kong and China markets.

Taiwan market continued to push usage and exposure of their online media outlets to increase brand awareness. The GVB Taiwan’s Facebook Fan Page now reaching nearly 53,000 followers was the driver in connecting many of the successful promotions in Taiwan.
SMART GOALS
1. Increase visitor arrivals to 20,000
2. Increase the total number of direct charter flights to 40
3. Comprehensively enhance the Chinese travelers’ awareness of Guam
4. Increase Guam Awareness among the trade
5. Strongly push trade cooperation in targeted fields
6. Create focused sales activities by target cities

HIGHLIGHTS
In FY2015, by working together with our four GVB China offices located in Beijing, Shanghai, Guangzhou and Chengdu, GVB China visitors arrivals reached 23,589 pax, which is 62.1% dramatic increase comparing with FY2014. GVB had been aggressively developing travel trade filed in the past fiscal year. In FY2015, GVB launched its first-ever China Sales Mission in Beijing, Shanghai and Chengdu, which benefit 10 Guam stake holders by providing them a platform to develop their business to 1st tier travel trades and had in-depth one on one table talk with Chinese top buyers. For airline developing, GVB China surpassed the goal charter flight amount from 40 to 60. To increase load factors of regular flight and charter flight, GVB conducted 42 seminars in China’s 1st tier city and 2nd tier city by educating travel trade with Guam tourism knowledge, and conducted 11 Co-ops projects with both traditional tour operators and top Chinese OTA to increase Guam packages sales in China.

Guam’s awareness also increased among consumer market dramatically by high volume and intensive consumer advertising nationally with diversified advertising format, which covered print media, digital outdoor advertising, bus body advertising, and online advertising. Guam media exposure had been aggressively achieved by massive press release, initiating media FAM tours targeting on different type of media. By developing new cooperation opportunities, GVB China led and accomplished cooperation with JSBC, to bring the top TV reality show called “We Are In Love” on Guam, which generated massive exposure and featured Guam as a wedding and romantic destination in China market. GVB China also conducted its first-ever press conference in Beijing, Shanghai and Guangzhou to announce 2015 Shop Guam Festival Opening Ceremony to promote this GVB annual signature event in the China consumer market.
SMART GOALS

1. **Visiting Friends and Family (VFR)**
   - Attend the following consumer and trade shows: LA Times Travel Show, the LA Travel & Adventure Show, NTA Convention, Scuba Show, Chamorro Cultural Fair, PIFA and IPW
   - Build database of Chamorros living in the states by working with Chamorro Clubs
   - Elevate social media and online outreach

2. **WWII, Korean War and Vietnam War Veterans**
   - Work to highlight Guam’s 71st Liberation, working with key local and stateside contacts

3. **Adventure/Scuba Dive Travel**
   - Expand Guam’s diving options by working with local dive companies and attend overseas dive events

4. **Military**
   - Attend the Air Force and Navy travel fairs
   - Support military satellites by providing collateral supply to encourage off-base exploration

HIGHLIGHTS

During 2015, the Guam Visitors Bureau partnered with local travel experts Mystical Tours for several stateside events. The plan was to articulate and create interest to visit Guam, especially with the Chamorro community living in the U.S. mainland. GVB’s participation at Che’lu Inc.’s Chamorro Cultural Festival and Pacific Island Festival (PIFA) proved successful with GVB’s presence and Guam seminars with key travel agents, media, and consumers. GVB attended the IPW in Orlando, Florida to represent Guam at the U.S. Travel Association’s premier international marketplace and to network with officials from National Tour Association, Brand U.S.A., and the U.S. Consulate Offices. GVB also attended the DEMA and Scuba Show to join with Micronesia partners in creating a strong regional dive presence and to enhance awareness of the Micronesia region, dive spots, and offerings in the destination, as well as meet with dive wholesalers.

SMART GOALS

1. Meet the target number of tourists (12,450) visiting Guam from the Philippines through engagement with travel agents, airlines, corporate partners, and key players in Philippine media
2. Increase Guam awareness through a sustained year-round publicity program and Media Fam Tours
3. Engage corporate partners to build MICE market
4. Cultivate the MICE market by conducting Guam Product Seminars to corporate incentive planners and partnering with corporate account managers for Airlines and travel agents
5. Participate jointly in major travel shows with airlines, travel agents, and GVB members
6. Engage airlines and travel agents for partnership in promotions and trade-related industry events
7. Increase GVB Philippines’ social networking reach by developing its own SN pages with independent campaigns to promote on island annual signature events and engage followers

HIGHLIGHTS

Following a successful marketing/promotional campaign the previous year for Guam in Philippine Market, FY15 was expected to be a year where bigger strides would be made to further increase Guam’s presence in the country, which would lead to higher visitor arrivals from Manila. With an increased budget allocation, the bar was set high for GVB PH as the office aimed to implement new projects and continue past successful programs to further increase Guam’s brand awareness and cultivate the FIT and MICE market.

As part for GVB PH’s plan, the office aimed to increase participation at trade events and engagement with travel agencies in the whole of the Philippines. Keeping this objective in mind, GVB PH participated in two (2) B2B and one (1) B2B trade event - all of which became successful projects.

In support of Guam’s trade event participations, GVB PH has also held its own product updates, airline cooperative projects, sales calls, and collateral production and distribution. Lastly, to promote Guam’s annual signature events, GVB has sponsored Media and Trade Familiarization Tours with Filipino celebrities, power bloggers and traditional media representatives.
HONG KONG MARKET

AT A GLANCE

SMART GOALS
1. Increase Visitor Arrivals to 14,000 in FY2015
2. More joint promotions with GVB members and travel agents in FY2015. Further strengthen the leading position of Guam’s wedding offering
3. Market Development (continue the effort to develop education and marathon market and attract more people visiting Guam)
4. Increase Media Exposure in FY2015 (1-2 TV programs, 3-4 Media FAM, 30% growth on Facebook Fans, 160,000 view on YouTube and engage with major travel portals)

HIGHLIGHTS
GVB exhibited at the International Travel Expo (ITE) and received the “Most Romantic Journey” award in a widely acclaimed competition “New Travel Routings Contest 2015” which was co-organized by ITE and U Magazine. Concurrently, GVB also held a trade seminar to build stronger ties with industry partners and governments, which attracted more than 50 business partners, travel agents and media. The Pacific Islands Club Guam joined us this year for the booth exhibit and trade seminar and received many inquiries from travel agents in Hong Kong.

The Guam Visitors Bureau’s strategy focused to promote Guam’s sports and adventure activities. Supported by the consumer outreach and sports-specialized travel agents, we successfully recruited 55 runners from Hong Kong and Macau to join the Guam International Marathon, about 500% growth comparing with FY2014. During 2015, GVB further strengthened our partnership with key local travel agents and United Airlines to jointly launch incentive programs with support of online and offline advertising campaigns to bring more visitors to Guam.

GVB attended USA Tourism Promotion Seminar in Macau together with Delta Airlines, Hawaiian Airlines and Alamo to reconnect with travel agents in Macau. Over 35 local travel agents and media attended.

GVB participated at the ANTOR Carnival to bring shoppers an exciting in-mall travel experience during the 2-day expo. ANTOR Carnival is organized by The Association of National Tourist Office Representatives in Hong Kong (ANTOR HK), which comprises of 19 tourism representatives to promote travel destinations to Hong Kong people. Activities include cultural performances, exhibitions, and travel talks on various destinations around the world.

PACIFIC MARKET

AT A GLANCE

SMART GOALS
1. Increase arrivals with promotion, awareness, to and within Guam and Micronesia to include Australia and European Market
2. More activities in the Australia market with United Airlines
3. Promote activities on Guam in 2016 to compliment the Micronesia region to include FESTPAC 2016
4. Expand the image of www.MicronesiaTour.com to other platforms for more awareness
5. Continuous regional brand work in the Pacific Market

HIGHLIGHTS
2015 was a crucial year to promote the Micronesia region for an exciting and historical time on Guam. The main highlights for the Pacific Market were Guam’s successful bid to host the Pacific Asia Travel Association (PATA) Annual Summit on May 18-21, 2016 and the 12th Festival of Pacific Arts (FESTPAC) on May 22- June 4, 2016. PATA Chief Executive Officer (CEO) Mario Hardy also came to Guam, marking his very first visit to the Micronesia Region with PATA Pacific Director Chris Flynn and their communications team.

Another highlight was PATA Micronesia Chapter Chairwoman Pilar Laguna becoming a PATA Board Member, which took effect in September 2015. In FY2015, the bureau collectively managed joint promotions with regional partners from Guam, Palau, CNMI and FSM at signature regional dive shows under the PATA Micronesia Chapter such as the Asia Dive Expo in Singapore in April. GVB also attended and conducted the Tri-Annual PATA Micronesia Chapter meetings in the Republic of the Marshall Islands and promoted all the upcoming events for Visit Guam 2016 in Kosrae. GVB concluded our regional work at the PATA Annual Summit 2016 in Leshan, China, and the PATA Youth Symposium/PATA Board Meeting in Bangalore, India from September 6-8, 2015.

The bureau also conducted joint Travel Agent Seminars with United Airlines and Cairns Airport Authority from March 5-9, 2015. Another joint seminar was to be scheduled at the end of the 4th quarter of 2015. However, the push to increase overall arrival numbers in Australia was halted after United Airlines cancelled its direct flight service to Cairns in August.

Never-the-less, Guam will leave a lasting impression to visitors around the world in 2016 with the PATA Annual Summit, FESTPAC, and other signature events.
SMART GOALS
1. Achieve at least 9,000 Russian visitors to Guam in FY2015
2. Participate in at least 3 exhibitions: MITT, MICE and PITE
3. Conduct at least 2 Guam Product Update Workshops for TA in the Far East of Russia
4. Conduct at least 2 Guam Product Update Workshops for TA in Siberia
5. Establish close working relationship with Korea Air
6. Conduct at least 2 familiarization tours for Media
7. Maintain close relationship with HIS with the aim of possible Co-op activities
8. Foster relationship with airlines to provide regular direct air service
9. Increase Guam awareness in the Far East of Russia and Siberia through continued advertising

HIGHLIGHTS
For FY2015, AA DV Region represented the Guam Visitors Bureau in Russia for the second year. The mission of AA DV Region in FY2015 was to promote Guam in the Far East of Russia and Siberia Region, increase awareness of Russian citizens about events and special activities on Guam among independent travelers and travel agencies in Russia.

The primary focus for promoting Guam was the Far East of Russia and mainly Vladivostok, Khabarovsk and Yuzhno-Sakhalinsk. Secondary markets which include Moscow, were covered by participating in the MICE and MITT exhibition in Moscow and publications in a number of large media as GEO and GEO Traveler and TRN News (online media).

Total arrivals from Russia for FY2015 was 3,539, an 80.7% decrease over FY2014. This sharp drop might be explained by difficult economic situation in the country. For the past fiscal year Russian ruble became almost twice cheaper against US dollar so the trip for Russian citizens to Guam became almost twice more expensive. Another factor that might influence tourists flow decrease is instability of Russian ruble: potential tourists cannot plan their trips abroad because it is difficult and sometimes even impossible to estimate the final price of the trip. In this connection outbound tourism flow from Russia has decreased almost for all destinations and some travel agencies started to reorient to inbound tourism. Despite those facts citizens of the Far East of Russia still have great interest for Guam. This could be clearly seen from discussion from the internet and citizens’ interest during exhibitions and travel fairs.

GVB attended various marketing and travel trade events such as the 22nd Moscow International Travel & Tourism Fair (MITT), Moscow MICE Forum 2015, 19th Pacific International Travel Expo (PITE) as well as various workshops and road shows throughout the far east.
GVB’s consumer Web Site
VISITGUAM.COM did exceptionally well in 2015, considering its inaugural launch was only in 2014. It posted excellent growth in its first year, and performed well above industry standards as compared to other DMO Web Sites.

VISITGUAM.COM earned another 39% growth rate, and an impressive 194% on its mobile site. Having such good growth this year is quite an accomplishment, considering on-going challenges in the highly-competitive and ever-evolving search-engine marketplace.

2015 marked another accomplishment for GVB’s Global Web Site mission with the deployment of multi-lingual Web Sites for its markets in Japan, Korea, Russia, and Greater China. Each site maintains GVB’s digital flagship VISITGUAM.COM’s look and feel, yet targets each market strategically. Specific news and event announcements reach its target audience, driving vibrant activity and a healthy response rate. GVB has extended its Members/Partners’ reach through this multi-lingual digital expansion, and will continue to drive leads and awareness by improving and expanding its digital footprint.

**2015 On-Line Performance**

**MAIN SITE STATISTICS**
- There were 366,130 visits to VISITGUAM.COM, 302,872 being unique visitors.
- A total of 1,119,821 page-views occurred on the Web Site.
- Visitors saw an average of 3.06 pages per visit.
- The average visit duration was 2 minutes 35 seconds.
- The site’s bounce rate averaged 53.58% for the year.
- Organic search traffic brought 255,438 visits to the site, providing 69.77% of the total traffic.
- Referring Web Sites sent 68,819 visits, providing 18.80% of the total traffic.
- Direct traffic to the site provided 41,872 visits. This makes up 11.44% of the total traffic.
- There were 100,791 mobile visits and 40,137 tablet visits on VISITGUAM.COM.

**MOBILE SITE STATISTICS**
- There were 15,136 visits to the site. 9,667 were unique visitors.
- A total of 50,001 page-views occurred on the mobile website.
- Visitors saw an average of 3.30 pages per visit.
- The average visit duration was 1 minute 33 seconds.
- The bounce rate averaged 45.79% for the year.
- VISITS to GVB’s site increased by 39%. When including mobile visits, visits increased by 42%.
- Unique Visitors increased by 37% and increased by 39% when including mobile visits.
- Page-views increased by 13% on the main site while total page-views increased by 16%.
- Average visit duration decreased (-7%) on the main site and decreased (-13%) on the mobile site.
- Bounce rate decreased (12%) on the main site and decreased (-6%) on the mobile site.
- Organic search traffic increased by 51% on the main site.
- Referring traffic increased by 9% on the main site.

**GLOBAL DIGITAL GOALS**

On-Line Market Expansion Globally
GVB will enhance its Membership/Partner benefits with exposure on all its recently launched global Web sites, servicing the markets in Japan, Korea, Russia, Taiwan & Hong Kong (Traditional Chinese) and Greater China (Simplified Chinese).

Member/Partner On-Line Tools
GVB will launch an updated version of its Members/Partner EXTRANET, providing real-time industry updates, member to member communication and CMS/CIM lead & sales generation. This will provide members updates on industry events, real-time leads and access to many other tourism-related resources and materials.

Digital Mobility
GVB will continue to strive on the improvement and further development of its Mobile APPS, providing more value to our visitors, by allowing them to experience Guam with up-to-the-minute information on events and attractions, shopping and dining deals, hotel and tour listings and much more.
The Shop Guam Festival (SGF) began in FY2012 as a global campaign by the Guam Visitors Bureau (GVB) Marketing Department to create an interactive shopping experience highlighting Guam as a modern, fashionable and diverse destination to shop. In the past four years, we have enjoyed strong progress with tangible key performance indicator improvements each year.

In FY2015, our fourth year of SGF, GVB Marketing achieved record-breaking visitor arrivals. Total arrivals during the 2015 SGF reached 437,828, up 11.6% over the same period the previous year. We also generated record-breaking media value thanks to many integrated consumer promotions from print and outdoor to digital, mobile and social media advertising. The GVB Marketing Department is actively pursuing the dynamic future of mobile marketing. During the 2015 Shop Guam Festival, mobile app downloads increased by 99% over 2014. Finally, and most importantly, our industry partners enjoyed enormous success by participating in the 2015 SGF.

The GVB Marketing Department successfully partnered with 141 retail businesses in Guam and collected 233 special offers for the 2015 Shop Guam Festival, both record-breaking numbers. It was the first year we included vendors from Chamorro Village, creating an Only on Guam category to feature our cultural vendors. It was also our first year to utilize our mobile app to promote events occurring during the Shop Guam Festival. We featured 72 local events that took place from November 1, 2015 to February 15, 2016.

In our 2015 post-campaign survey of Shop Guam Festival Co-op merchants, 98% of the respondents indicated coupon usage by their customers. Of responding merchants, 47% considered the 2015 SGF a successful program that helped their business and 31% said they gained valuable exposure through the Festival. International tourist foot traffic increased for 38% of vendors, which led to increased sales; merchants with more international tourists enjoyed higher sales. For coupon redemption, 66% of merchants saw $4,399 in sales, while 32% reported sales of more than $5,000 through coupon redemption. Finally, 73% of merchants said their offers were mainly redeemed by tourists. Based on SGF merchant feedback, it is clear that a greater number of global visitors found the Shop Guam Festival useful and took advantage of the offers.

In our 2015 post-campaign survey in the international travel industry, 73% of agents agreed that the Festival was a successful program that helped their business. It was stated by 8% of agents that their customers found the SGF coupon book to be useful and 6% said that the Shop Guam Festival was a strong drive for customers to purchase a Guam travel package. On average, the international travel professionals who responded to our survey saw a 1-5% or greater increase in their revenue thanks to the 2015 SGF. Overall, 87% said they plan to participate in the SGF again and 85% stated they will run more promotions for SGF next year.

In our survey, 73% of agents agreed that the Festival was a successful program that helped their business.

The Guam Visitors Bureau proudly announced the launch of its “Only on Guam” social media contest at oog.visitguam.com. The OOG concept was a community-generated marketing campaign that celebrated what is unique to Guam through images, thoughts and ideas that captured the essence of the island’s people, culture and environment.

“Through the tremendous success of our Only on Guam campaign launch, the conversations about our island home went viral with Guam’s online community sharing our OOG video on social media,” said GVB President and CEO Nathan Denight. “There is so much our island has to offer and we’re encouraging our local residents to submit their Only on Guam photos and videos so we can keep the conversations going and bring more people to Guam in 2016. It’s more than just about epic sunsets, jungle adventures and culinary experiences. Our people know Guam better than anyone else. GVB is empowering them to tell the island’s story through their eyes and be proud of where they come from. There’s no place in the world like Guam!”

GVB gave away a GO PRO Hero+ every week as an added incentive for the public to submit “Only on Guam” experiences, events and activities and share them with an international audience at www.oog.visitguam.com. The contest garnered over 300 submissions and highlighted Guam’s beauty through the eyes of the community and visitors.

Visit Guam 2016 Expo

With the Governor of Guam proclaiming “Visit Guam 2016,” the Guam Visitors Bureau jumpstarted a countdown to the best year to visit Guam with a Visit Guam 2016 Expo, held on July 18, 2015 at the Micronesia Mall.

Coinciding with the release of the official 2016 Guam Events calendar, the Visit Guam 2016 Expo highlighted “Only on Guam” events and attractions and provided a preview of upcoming celebrations, festivals, sports events and more. The calendar featured a detailed list of many highly anticipated events such as Shop Guam Festival, Guam Live International Music Festival, Guam International Marathon and many more.

One of the most anticipated events of 2016 was the 12th Festival of Pacific Arts (FestPac). In 2016, and for the first time ever, Guam was the host country of the colossal gathering that is FestPac. From May 22 to June 4, 2016, Guam welcomed over two thousand artists and cultural practitioners who came together from 27 Pacific Island nations for a two-week massive celebration of cultural diversity.

The Visit Guam 2016 Expo was also an opportunity for GVB to launch the Only on Guam campaign, a concept that celebrates the island’s unique qualities through cultural, environmental and experiential thoughts and ideas that capture what it means to live, work and visit Guam. Visitors and locals are encouraged to share their stories by using the #VisitGuamUSA and #OnlyOnGuam hashtags.

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**FISCAL YEAR ARRIVALS • BY PLACE OF RESIDENCE**

<table>
<thead>
<tr>
<th>Year</th>
<th>Japan</th>
<th>Korea</th>
<th>Taiwan</th>
<th>U.S.A.</th>
<th>Greater China</th>
<th>Other</th>
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<tr>
<td>2015</td>
<td>779,405</td>
<td>384,112</td>
<td>42,315</td>
<td>69,745</td>
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**ECONOMIC IMPACT**

**FISCAL YEAR ARRIVALS • CIVILIAN/ARMED FORCES AIR & SEA**

- **2013**: 1,340,651
- **2014**: 1,341,171
- **2015**: 1,372,531

**TOTAL VISITORS**

- **Philippines**: 28%
- **Greater China**: 20%
- **U.S.A.**: 9%
- **Taiwan**: 9%
- **Korea**: 8%
- **Japan**: 77%

**VISITOR MIX**

- **Japan**: 57%
- **Korea**: 28%
- **U.S.A.**: 9%
- **Taiwan**: 9%
- **Greater China**: 8%
- **Other**: 2%

**TAXES**

- **FY2013**: $28,606,196.21
- **FY2014**: $34,451,300.65
- **FY2015**: $36,589,069.97

- **% Change from LY**
  - **FY2015**: 6.2%
  - **FY2014**: 20.4%
  - **FY2013**: 9.8%

**HOTEL OCCUPANCY RATE**

- **FY2013**: 75%
- **FY2014**: 74%
- **FY2015**: 76%

**HOTEL ROOM INVENTORY**

- **FY2013**: 8,443
- **FY2014**: 8,924
- **FY2015**: 9,380

**HOTEL OCCUPANCY RATES**

- **Japan**: 77%
- **Korea**: 74%
- **Taiwan**: 88%
- **Greater China**: 88%
- **Other**: 91%

**HOTEL ROOM RATES**

- **Source**: Guam Hotel & Restaurant Association

**HOTEL ROOM INVENTORY**

- **Source**: Division of Accounts, Department of Administration, Government of Guam. Figures are unaudited.
### TAIWAN ARRIVALS BY REGION

<table>
<thead>
<tr>
<th>Year</th>
<th>Taipei</th>
<th>Kaohsiung</th>
<th>Taichung</th>
<th>Taoyuan, Miaoli, Hsinchu</th>
<th>Other</th>
<th>Total Seats</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>23,181</td>
<td>7,787</td>
<td>5,514</td>
<td>2,928</td>
<td>42,315</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>28,001</td>
<td>3,409</td>
<td>6,342</td>
<td>3,153</td>
<td>50,924</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>26,577</td>
<td>3,377</td>
<td>7,911</td>
<td>5,087</td>
<td>47,904</td>
<td></td>
</tr>
</tbody>
</table>

- **Taipei**: 55%
- **Kaohsiung**: 18%
- **Taichung**: 13%
- **Other**: 7%
- **Total Seats**: 61K

### CHINA ARRIVALS BY REGION

<table>
<thead>
<tr>
<th>Year</th>
<th>Beijing</th>
<th>Shanghai</th>
<th>Guangzhou</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>5,999</td>
<td>6,303</td>
<td>1,351</td>
<td>9,356</td>
<td>23,589</td>
</tr>
<tr>
<td>2014</td>
<td>4,609</td>
<td>3,399</td>
<td>1,150</td>
<td>5,389</td>
<td>14,547</td>
</tr>
<tr>
<td>2013</td>
<td>2,431</td>
<td>3,021</td>
<td>817</td>
<td>4,115</td>
<td>10,384</td>
</tr>
</tbody>
</table>

- **Beijing**: 25%
- **Shanghai**: 27%
- **Guangzhou**: 6%
- **Other**: 42%
- **Total Seats**: 61K

### TAIWAN ARRIVALS BY MAJOR REGIONS

<table>
<thead>
<tr>
<th>Region</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taoyuan, Miaoli, Hsinchu</td>
<td>5,514</td>
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<td>4,952</td>
</tr>
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<tr>
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<td>28,001</td>
<td>26,577</td>
</tr>
<tr>
<td>Taichung</td>
<td>5,144</td>
<td>4,153</td>
<td>4,952</td>
</tr>
</tbody>
</table>

### CHINA ARRIVALS BY MAJOR REGIONS

<table>
<thead>
<tr>
<th>Region</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
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<tr>
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<td>5,144</td>
<td>4,153</td>
<td>4,952</td>
</tr>
</tbody>
</table>

### TAIWAN'S VISITOR MIX

- **Taipei**: 55%
- **Kaohsiung**: 18%
- **Taichung**: 7%
- **Eva Airlines**: 52%
- **Other**: 13%

### CHINA'S VISITOR MIX

- **Shanghai**: 27%
- **Beijing**: 25%
- **Other**: 42%
- **Guangzhou**: 6%

### TAIWAN'S PREFERRED AIRLINE MIX

- **Eva Airlines**: 52%
- **China Airlines**: 48%

### CHINA'S PREFERRED AIRLINE MIX

- **United Airlines**: 49%
- **Dynamic Airlines**: 35%
- **Korean Airlines**: 16%

### TAIWAN Airlift

- **Total Seats**: 61K

### CHINA Airlift

- **Total Seats**: 61K

### Taiwan Spending

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
<th>Exchange Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>$18,356,727</td>
<td>6.15CN¥</td>
</tr>
<tr>
<td>2014</td>
<td>$23,438,178</td>
<td>6.14CN¥</td>
</tr>
<tr>
<td>2015</td>
<td>$26,225,229</td>
<td>6.17CN¥</td>
</tr>
</tbody>
</table>

### China Spending

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<thead>
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<th>Year</th>
<th>Value</th>
<th>Exchange Rate</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
</tbody>
</table>
### STATEMENT OF NET POSITION
(FISCAL YEAR ENDED SEPTEMBER 30, 2015)

#### ASSETS AND DEFERRED OUTFLOWS OF RESOURCES

<table>
<thead>
<tr>
<th>Current assets:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash - unrestricted</td>
<td>$9,513,048</td>
</tr>
<tr>
<td>Cash - restricted</td>
<td>4,835,126</td>
</tr>
<tr>
<td>Investments</td>
<td>2,516,723</td>
</tr>
<tr>
<td>Accounts receivable - Government of Guam</td>
<td></td>
</tr>
<tr>
<td>Accounts receivable - others</td>
<td>293,349</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>6,452</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td><strong>$17,164,698</strong></td>
</tr>
<tr>
<td>Cash - restricted</td>
<td>0</td>
</tr>
<tr>
<td>Security deposit</td>
<td>118,202</td>
</tr>
<tr>
<td>Capital assets:</td>
<td></td>
</tr>
<tr>
<td>Nondepreciable capital assets</td>
<td>5,992,415</td>
</tr>
<tr>
<td>Depreciable capital assets, net of accumulated depreciation</td>
<td>744,308</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$24,019,823</strong></td>
</tr>
</tbody>
</table>

#### Deferred outflow of resources:

| Deferral from pension   | 649,790        |
| **Total**               | **$24,668,993**|

#### LIABILITIES, DEFERRED INFLOWS OF RESOURCES AND NET POSITION

<table>
<thead>
<tr>
<th>Current liabilities:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable</td>
<td>4,362,491</td>
</tr>
<tr>
<td>Accrued annual leave</td>
<td>442,433</td>
</tr>
<tr>
<td>Unearned income</td>
<td>11,600</td>
</tr>
<tr>
<td><strong>Total current liabilities</strong></td>
<td><strong>$4,816,524</strong></td>
</tr>
<tr>
<td>Net pension liability</td>
<td>1,826,415</td>
</tr>
<tr>
<td>Accrued sick leave</td>
<td>155,338</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>$8,499,277</strong></td>
</tr>
</tbody>
</table>

#### Nonoperating revenues (expenses), net

<table>
<thead>
<tr>
<th>Nonoperating revenues (expenses):</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants-in-aid from Government of Guam</td>
<td>20,960,088</td>
</tr>
<tr>
<td>Operations</td>
<td></td>
</tr>
<tr>
<td>Pass through</td>
<td>942,000</td>
</tr>
<tr>
<td>Federal revenues</td>
<td>215,561</td>
</tr>
<tr>
<td>Other nonoperating expense</td>
<td>(279,099)</td>
</tr>
<tr>
<td>Interest income</td>
<td>14,065</td>
</tr>
<tr>
<td><strong>Total nonoperating revenues (expenses), net</strong></td>
<td><strong>$22,104,705</strong></td>
</tr>
</tbody>
</table>

| Change in net position                | 2,544,265      |
| Net position at beginning of year     | 13,235,217     |
| Net position at end of year           | 15,779,482     |

### STATEMENT OF REVENUE, EXPENSES AND CHANGES IN NET POSITION
(FISCAL YEAR ENDED SEPTEMBER 30, 2015)

#### REVENUES:

| Other income                          | $428,610       |
| In-kind contributions from members and others | 409,087       |
| Consumption tax refund                | 445,565        |
| **Total operating revenues**          | **1,373,972**  |

#### EXPENSES:

| Professional services                 | 13,647,257     |
| Personnel                             | 2,477,382      |
| Pass through appropriations            | 942,000        |
| Travel                                | 845,333        |
| Promotional in-kind contributions      | 409,087        |
| Grants                                | 204,300        |
| Rent/lease                            | 201,253        |
| Material and supplies                 | 155,338        |
| Utilities                             | 124,122        |
| Repairs and maintenance                | 95,508         |
| Depreciation                          | 87,531         |
| Advertising                           | 87,531         |
| Equipment                             | 48,364         |
| Community programs                    |                |
| Miscellaneous                         | 1,601,723      |
| **Total operating expenses**          | **20,934,412** |
| Operating revenues net of operating expenses | (19,560,440)  |
| **Nonoperating revenues (expenses)**  |                |
| Grants-in-aid from Government of Guam  | 20,960,088     |
| Operations                            |                |
| Pass through                          | 942,000        |
| Federal revenues                      | 215,561        |
| Other nonoperating expense            | (279,099)      |
| Interest income                       | 14,065         |
| **Total nonoperating revenues (expenses), net** | **22,104,705** |

| Change in net position                | 2,544,265      |
| Net position at beginning of year     | 13,235,217     |
| Net position at end of year           | 15,779,482     |
**REAL ESTATE**

**Adra’s Trust & Investment, Inc.**
P. Sonny Ada, President
Phone: (671) 482-5103
Email: sonyeya@guam.net

**Advance Management, Inc.**
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Phone: (671) 649-4648
Email: harley@amgguam.com

**Pacific Place**
Gregory Hartop, General Manager
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Email: emonitor@guam.net

**Re/Max Diamond Realty**
P. Sonny Ada, President
Phone: (671) 688-6889
Email: phone@remaxguam.com

**RECREATIONAL ACTIVITIES**

Adventure River Cruise
Bruce E. Kloppenburg, President
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Email: bakk@guam.net

**Alaupang Beach Club**
Stevie Kasparbauer, General Manager
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Email: stevek@alaupang.com

**Aquaria**
Ivy Yick, Director of Finance
Phone: (671) 647-4976
Email: ivy@aquaria.com

**Atlantic Guam, Inc.**
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Email: info@atlanticyachts.com

**Big Ol’ Banks**
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Email: sbasa@bigolballyard.com

**Carp Streamer**
Nio Inishita, Assistant General Manager
Phone: (671) 649-4543
Email: incarpstreamer.com

**Coco Palm Garden**
Benny Saito, Managing Partner
Phone: (671) 647-7222
Email: bensaito@reproduction.com

**Ride the Duck LLC**
Sufita Basa, General Manager
Phone: (671) 781-4722
Email: ibasab@bigolballyard.com

**Delta International Defense, Corp.**
Jeffrey Ulan, President
Phone: (671) 646-4687
Email: Jeffrey@deltaintl.com

**Paddleboard Sand Resort**
Joel T. Tait, Assistant General Manager
Phone: (671) 653-7878
Email: faia@faia.com

**Fish Eye Marine Park**
American Tour, General Manager
Phone: (671) 475-7777
Email: tam@fisheye-marinepark.com

**Guam Snoopy Stompers, Inc.**
Roger Edson, Treasurer
Phone: (671) 878-4218
Email: guamboonestompers@gmail.com

**Guam Seawalker Tours**
Nichel Cruz, Accounting & Administrative Manager
Phone: (671) 477-3803/4
Email: nichel@guamseawalker.com

**Guam Zoological, Botanical & Marine Gardens**
Barbaree Kahl, General Manager
Phone: (671) 646-1447
Email: guamzoo@guamzoo.com

**Kake Island Magic Comedy Show**
Hinsa Hammond, Director of Finance
Phone: (671) 887-0452
Email: hhammond@kake.com

**National Security**
Bruce E. Kloppenburg, President
Phone: (671) 649-1241
Email: bakk@guam.net

**JC Rentals Guam**
Barbara Uluk, President
Phone: (671) 788-1194/3195
Email: admin@jcrentals.com

**Jim Den’s Paradise Beach Resort & Bar**
Zachary Knisley, General Manager
Phone: (671) 477-9490
Email: jimsbeachbar@gmail.com

**Joe’s Jet Ski & Marine Sports**
Joseph Saito, General Manager
Phone: (671) 989-8867
Email: joesjaketsi@gmail.com

**Ocean Guam**
Yuri Tanaka, General Manager
Phone: (671) 649-5338
Email: yutai@ocean-guam.com

**Red Door Productions**
Enda Zabada, Managing Partner
Phone: (671) 647-7222
Email: ezabada@reproduction.com

**Skyline Guam Inc.**
Jonathan Cramer, General Manager
Phone: (671) 477-5555/5841
Email: jccramer@skylineguam.com

**Strike Zone**
Bill Bennett, Owner/Operator
Phone: (671) 649-9965
Email: bill@bennettzmusic.com

**Talofofo Falls Resort Park**
Jon Ok Kim, General Manager
Phone: (671) 628-1732
Email: talofofalls@naver.com

**Ten Boat Charter**
Nichel Cruz, Accounting & Administrative Manager
Phone: (671) 477-6205
Email: nichel@guamseawalker.com

**Two Lovers Point**
Michelle S. Abrego, General Manager
Phone: (671) 647-9892
Email: michelle@two-lovers-point.com

**U.S. Explore & Study**
Kendell Hayage, General Manager
Phone: (671) 647-2082/1
Email: kendellhayage@uless.com

**UnderWater World**
Jeff Schlegel, General Manager
Phone: (671) 649-3911
Email: jeff@underwaterworld.com

**Valley of the Lattes LLC**
David T. Yoon, Managing Director
Phone: (671) 389-3342
Email: david@valleyofthelatte.com

**Zip Guam, Inc.**
Teresa Takao, President
Phone: (671) 646-9471
Email: brendazipguam@gmail.com

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**EAT, DRINK & BE ENTERTAINED**

**Bauhaus Bakery**
Janelle McFarland, Marketing Manager
Phone: (671) 649-8030
Email: janelle@bauhausbakery.com

**California Pizza Kitchen**
Janelle McFarland, Marketing Manager
Phone: (671) 649-8010
Email: janelle@calpizzaguam.com

**InnSuites Guam**
Jose P. Ananich, General Manager
Phone: (671) 483-5152
Email: jose@innsuitesguam.com

**Ihidu**
Suguru Ishiguro, VP of Operations/Iguam/Guam
Phone: (671) 649-9745
Email: suguru@shida.com

**I Love Guam**
Mike Gibson, Vice President/General Manager
Phone: (671) 647-5881
Email: mike@archwayinc.biz

**Lettie Duty Free Guan LLC.**
Jamie P. Torres, Vice President/Store Manager
Phone: (671) 647-9172
Email: 99908@lettie.net

**Liquor King**
Stephen Tanaka, Financial Controller
Phone: (671) 647-4646
Email: stephentanakakv@guamcell.net

**Mama Hernandez**
Marina Pilato, Owner
Phone: (671) 646-2077
Email: mike@mamahernandez.com

**McIntire’s Mall**
Yuri Tanaka, General Manager
Phone: (671) 649-2470
Email: yuri@mccintiremall.com

**Mid Pacific Distributors**
John T. Calvo, General Manager
Phone: (671) 649-4422
Email:calvo@midpacificdistributors.com

**Moda Gino’s**
Roger Sachdev, Owner
Phone: (671) 477-9885
Email: rogers@modaginos.com
NEW YEAR’S EVE FIREWORKS
January 1 | Tumon Bay
This New Year’s Eve celebration kicks off and the countdown begins, local residents and visitors alike look to the skies to enjoy a New Year’s Eve Fireworks display over beautiful Tumon Bay. Each year witness America’s first fireworks celebration.
T: 646-5278/9 | E: info@visitguam.org

SHOP GUAM FESTIVAL 2015
November 1, 2015 - February 15, 2016
Shop Guam Festival began in 2002 as a global social media campaign by Guam Visitors Bureau (GVB) that aimed to create interactive shopping experience highlighting Guam as a modern, fashionable and diverse destination to shop. It is now an annual signature event from November to February where travelers come to enjoy great shopping deals and all around events for families, couples and young adults. GVB is actively seeking partnerships with retail merchants, travel agents, airlines and credit card companies to develop Shop Guam Festival travel tour packages and international Co-op marketing opportunities.
Contact: Pilar Laguana | T: 646-5278/9 | E: shopguam@visitguam.org

GUAM ART EXHIBIT (GAX)
June 2-19 | The Plaza
GAX is a bi-annual art exhibit displayed in the heart of Tumon and featuring Guam’s most talented up-and-coming artists.
Contact: Josh Agerstrand | T: 486-8550 | E: pilar.laguana@visitguam.org

AGAT MANGO FESTIVAL
May 7-8 | Agat Community Center
An enjoyable event for both participants and visitors alike look to the skies to enjoy a New Year’s Eve Fireworks display over beautiful Tumon Bay. Each year witness America’s first fireworks celebration.
T: 646-5278/9 | E: info@visitguam.org

PATA ANNUAL SUMMIT 2016
May 18-21
The Pacific Asia Travel Association (PATA) is a non-profit membership association that is internationally acclaimed for acting as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region. The Annual Summit is a 3-4 day program consisting of the association’s executive and advisory board meetings; annual general meeting; PATA Foundation charity and Gala dinner. The one day conference agenda addressing major issues relevant and impacting travel and tourism and concluding with a prelude with the PATA Chapter meetings.
Contact: Pilar Laguana | T: 646-5278/9 | E: pilar.laguana@visitguam.org | W: pata.org

GUAM LIVE INTERNATIONAL MUSIC FESTIVAL
May 29 | Governor Joseph Flores Beach Park
The Guam Live International Music Festival is a two-day music event showcasing top bands and artists from the US, Japan, Korea, Guam and more performing live in Tumon. It is destined to be the biggest music event in Guam’s history with thousands of local and international music lovers expected to attend.
Contact: Kraig Camacho | T: 646-5278/9 | E: kraig.camacho@visitguam.org

12TH FESTIVAL OF PACIFIC ARTS
June 22 - June 4 | Paseo de Susana, Hagåtña
The Festival of the Pacific Arts is held every four years since 1972, and brings together artists and cultural practitioners from around the Pacific region for two weeks of festivity. It is recognized as a major regional cultural event and is the largest gathering in which Pacific peoples unite to enhance their respect and appreciation of one another.
Contact: Dee Hernandez | T: 646-5278/9 | E: dee.hernandez@visitguam.org

ELECTRIC ISLAND FESTIVAL
June 24-25 | Guam International Raceway Park
Electronic Music has captured the World by storm over the past 10 years emerging from the underground to the forefront of today’s pop culture revolution. The time has come again for Guam to emerge into the Global electronic music movement. What was merely a concept 4 years ago is now the most anticipated event Guam has witnessed in recent years. EIF is fueled by the Millennials and made for the open minded; a vision to unite people from all walks of life through music and good vibes.
Contact: Gabriel Lombard | E: gb@4amgroup.com | W: electricislandfestival.com

GUAM BBQ BLOCK PARTY
July 2 | Pleasure Island, Tumon
The Guam BBQ Block Party is the ultimate celebration of Guam’s authentic culinary traditions and Håfa Adai Spirit. Admission is free for the event that boasts delicious BBQ from the island’s best grill masters live performances from local musical artists, vendors selling made-in-Guam goods and cultural dances and demonstrations. We’re closing down the street in Pleasure Island for this fun-filled, family event!
Contact: Dee Hernandez | T: 646-5278/9 | E: dee.hernandez@visitguam.org

GUAM INTERNATIONAL FILM FESTIVAL
Sept 23-27 | Agana Center Stadium Theatres
The Guam International Film Festival (GIFF) is an annual event showcasing independent films from across the world. The mission of GIFF is to foster the growth of cultural identity and understanding through the art of filmmaking. GIFF aims to unify, celebrate and showcase to the region and the world, the collective experience through the universal medium of film.
Contact: Don Muna | T: 488-2468 | W: guamfilmfestival.org

10TH JAPAN AUTUMN FESTIVAL (“AKIMATSURI”)
Nov 19 | Governor Joseph Flores Beach Park
The Japanese (Japan Autumn Festival (“Akimatsuri”) has evolved to become one of Guam’s most reputable cultural gatherings, where visitors of all ages are presented with a traditional Japanese Festival including entertainment from Japan and locally, and treated to a variety of Japanese cuisine and amusing games for the children. This celebration has become the main venue where local residents and the Japanese community come together as one, to bond and enjoy each other’s presence.
Contact: T: 671-646-8066 | E: pcult@teluguam.net

12TH FESTIVAL OF PACIFIC ARTS
June 22 - June 4 | Paseo de Susana, Hagåtña
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Contact: T: 671-646-8066 | E: pcult@teluguam.net
**GUAM GOVERNOR’S CUP LADIES GOLF TOURNAMENT**

January 21-22 | LeoPalace Resort Golf Club

A tournament comprised of a regular tournament with 100 JLPGA members and a Pro-Amateur and JTB Keicho golf tournament.

Contact: Hiroiyl Miyata | T: 300-7792
E: miyata@leopalaceguam.com | W: guamgolf.jp

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**4TH ANNUAL GUAM INTERNATIONAL MARATHON**

April 10 | Gov. Joseph Flores Memorial Park, Tumon

The Guam Visitors Bureau along with the Pacific Islands Club and United Airlines, will host the Guam International Marathon, (to include a half marathon, 10k and 5k). Get geared up and share with your family and friends. All races start and finish on Paseo San Vitores Road in front of Gov. Joseph Flores Memorial Park (Ypao Beach), Tumon.

3:00 am MARATHON START
4:20 am HALF MARATHON START
5:10 am 10K START | 5:15 am 5K START

Contact: Ben Ferguson | T: 646-9171

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**38TH ANNUAL SMOKIN’ WHEELS RACING WEEKEND**

April 14-15 | Paseo Raceway Park

The Legendary Smokin’ Wheels Racing kicks off Friday night at the drag strip and continues the next day with motor sports competitions including a Fiesta car show and Drag Racing Finals. Sunday’s cap off with the Smokin’ Wheels Off-Road Buggy Endurance Smokin’ Grills BBQ competition and Mud Drags. With non-stop action, awesome food and racing, you won’t want to miss this once a year motorsports festival!

Contact: Henry Simpson | T: 727-5382
E: tracks@guam.net | W: guamraceway.com

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**2016 GUAM FUTURES TENNIS TOURNAMENT**

May 21-22 | Hilton Guam Resort & Spa Tennis Courts

The Guam Futures is an annual International Tennis Federation (ITF) Pro Circuit tournament, realized with tremendous support from the Japan Tennis Association. The summer tournament attracts touring professional tennis players worldwide to Guam to compete for coveted world-ranking points. The majority of professional players come from Japan and other East Asian countries, as well as Australia and the United States. The tournament’s main draw features both singles and doubles play, with a qualifying round held prior to the start of main draw events.

Contact: Torgun Smith | T: 687-5483
E: torgun@tennisacademyguam.com | W: guamtennisfed.com

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**2016 COCOS CROSSING**

May 29 | Merizo Pier

Cocos crossing is a rigorous 2.5 mile & 5 mile open ocean water swim in the beautiful southern village of Merizo. Participants swim from Cocos Island to the Merizo Pier.

Contact: Timothy Fidonek | T: 798-8646 | E: tfidonek@giftbank.com

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**LEOPALACE CUP**

October 16 | LeoPalace Resort

The Guam International Triathlon is an “Olympic distance” level triathlon. The course is a point to point triathlon, where the swim will start in Piti and end at the LeoPalace Resort. The bike course will be a challenging course crossing Guam over the southern portion of the island. The bike course will have many climbing sections that will take you from coast to coast offering great views of the island. The run will be two laps around the beautiful grounds of the LeoPalace Resort. There will be age divisions and team divisions. The expected participants will be around 150-175 athletes.

Contact: Mark Cruz | T: 798-5869
E: mcruz@leopalace.com | W: triathlonguam.com

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**GUAM KO’KO’ KIDS FUN RUN 2016**

October 29 | Gov. Joseph Flores Memorial Park, Tumon

The Guam Ko’ko’ Kids Fun Run is a fun-filled family event featuring a 0.6K, 1.6K and 3.3K Fun Run for children ages 4-12 years old. All runners receive a t-shirt, finisher’s medal and a chance to win awesome prizes, including Gold, Silver and Bronze Medals for the top three boys and girls in each division.

Contact: Krag Camacho at krag.camacho@visitguam.org
E: info@guamkokenroadrace.com | W: guamkokenroadrace.com

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**GUAM KO’KO’ ROAD RACES**

October 30 | Gov. Joseph Flores Memorial Park, Tumon

The Guam Ko’ko’ Road Race is Guam’s elite half-marathon, 8km relay and 10K Run Walk, named after Guam’s territorial bird, the Guam rail or Ko’ko’. Thousands of runners from Asia, the US and Guam enjoy the beautiful course which follows Guam’s picturesque western coast.

Contact: Krag Camacho at krag.camacho@visitguam.org
E: info@guamkokenroadrace.com | W: guamkokenroadrace.com

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**TOUR OF GUAM CYCLING**

December 11 | Central & Southern Guam

The Tour of Guam is Guam’s most prestigious competitive cycling event. The event serves as the annual National Championship for Guam’s cycling athletes and also serves as the signature competitive cycling event for age group racers from Guam and the CNMI. Two courses are featured for both races including the 105km course and the 42km course. The course is a point to point triathlon, where the swim will start in Piti Island to the Merizo Pier.

The run will be two laps around the beautiful grounds of the LeoPalace Resort. There will be age divisions and team divisions. The expected participants will be around 150-175 athletes.

Contact: Mark Cruz | T: 798-5869
E: mcruz@leopalace.com | W: triathlonguam.com

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**23RD JUNKO FRIENDSHIP RUBBER BASEBALL TOURNAMENT**

December 3-4 | LeoPalace Resort Baseball Field

A friendship tournament that features a competitive pool of athletes from Toyo’s Junko University in Japan against Guam’s finest Major League teams. The tournament offers a unique experience for all athletes and visiting Japan teams as it uses a rubber baseball for greater trajectory and bounce when hit and fielded. The tournament is an annual celebration that highlights sportsmanship, camaraderie and non-stop fun!

T: 646-5278/9 | E: info@visitguam.org
<table>
<thead>
<tr>
<th>DATE</th>
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<th>LOCATION</th>
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<tr>
<td>JANUARY</td>
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<tr>
<td>January 1</td>
<td>New Year’s Eve Fireworks</td>
<td>Tumon Bay</td>
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<tr>
<td>January 21 &amp; 22</td>
<td>Guam Governor’s Cup Ladies Golf Tournament</td>
<td>LeoPalace Resort Golf Club</td>
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<td>APRIL</td>
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<td>April 10</td>
<td>4th Guam International Marathon</td>
<td>Gov. Joseph Flores Memorial Park</td>
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<tr>
<td>April 15-17</td>
<td>38th Annual Smokin’ Wheels Racing Weekend</td>
<td>Guam International Raceway Park</td>
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<td>MAY</td>
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<td>May 7-8</td>
<td>10th Annual Agat Mango Festival</td>
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<td>May 18-21</td>
<td>PATA Annual Summit 2016</td>
<td>Dusit Thani Guam Resort</td>
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<td>May 22-June 4</td>
<td>12th Festival of the Pacific Arts</td>
<td>Paseo de Susana, Hagåtña</td>
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<td>May 22-31</td>
<td>2016 Guam Futures Tennis Tournament</td>
<td>Hilton Guam Resort &amp; Spa</td>
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<td>May 29</td>
<td>2016 Cocos Crossing</td>
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<td>May 29</td>
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<td>Gov. Joseph Flores Memorial Park</td>
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<td>JUNE</td>
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<td>June 1-30</td>
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<tr>
<td>June 2-19</td>
<td>Guam Art Exhibit (GAX) Showcase</td>
<td>The Plaza</td>
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<td>June 24-25</td>
<td>Electric Island Festival</td>
<td>Guam International Raceway Park</td>
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<td>JULY</td>
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<td>July 1-31</td>
<td>72nd Liberation Day Carnival</td>
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<td>July 2</td>
<td>Guam BBQ Block Party</td>
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<td>Guam Summer Beach Fest</td>
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<td>July 21</td>
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<td>Hagåtña</td>
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<td>SEPTEMBER</td>
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<td>September 23-27</td>
<td>Guam International Film Festival (GIFT) Fall International Showcase</td>
<td>Agana Center Stadium Theatres</td>
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<td>OCTOBER</td>
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<td>October 16</td>
<td>LeoPalace Cup</td>
<td>Yona, LeoPalace Resort</td>
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<td>October 29</td>
<td>Guam Koko’ Kids Fun Run</td>
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<td>October 30</td>
<td>Guam Koko’ Road Races</td>
<td>Gov. Joseph Flores Memorial Park</td>
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<td>DECEMBER</td>
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<td>December 1 - February 4, 2017</td>
<td>20K Shop Guam Festival</td>
<td>Tumon</td>
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<tr>
<td>December 3-4</td>
<td>23rd Junior Friendship Rubber Baseball Tournament</td>
<td>LeoPalace Resort Baseball Field</td>
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<tr>
<td>December 11</td>
<td>Tour of Guam Cycling</td>
<td>Central and Southern Guam</td>
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*Event information subject to change.

GVB Signature Event