The Olympics of Pacific Island Culture
Guam hosts the 12th Festival of Pacific Arts
Guam hosts the 12th Festival of Pacific Arts

Within the pages of this special report are moments captured from Pulitzer Prize winning photographer Manny Crisostomo of the biggest cultural event in Guam’s history - the 12th Festival of Pacific Arts (FestPac). Beautifully framed and treated in tones of sepia, Manny’s photos complement the “Guamazing” year our island had in 2016.

We get goose bumps just looking at this magnificent photo of the canoe welcome ceremony on the very first day of FestPac. Seafarers from Guam joined by GVB President & CEO and FestPac Committee Chairman Nathan Denight, and various countries sailed into the boat basin of Guam’s capital city of Hågatña in 15 different canoes during the early morning hours of May 22, 2016. Never before has this happened in the island’s modern age. It was a beautiful gift for all who witnessed 25 island nations come together and celebrate the diverse cultures of the Pacific.

It is our hope that you enjoy looking back on the big milestones that shaped our island and our people in 2016 as we much as we did.
Buenas yan Håfa Adai! As our island's primary industry, tourism has consistently grown and continues to thrive year after year. This wouldn’t be possible without the hard work of the Guam Visitors Bureau and its partners, who have helped strengthen and sustain the lifeline of our island’s economy for decades.

2016 was our best year yet. We welcomed more than 3,000 of our brothers and sisters from throughout the Pacific for the largest cultural celebration of the region, the 12th Festival of Pacific Arts; and hosted the annual Pacific Asia Travel Association (PATA) Summit, bringing together industry leaders and professionals from throughout the world. To top it off, we welcomed 1.53 million visitors, a true testament of the growth of tourism within our island community.

We know this is just the beginning. On behalf of our entire administration, we congratulate the Guam Visitors Bureau on another great year of breaking records in visitor arrivals. We extend a warm Un dangkulu na si Yu’os Ma’åse’ to all our hardworking professionals and employees within the tourism industry who have made our successes possible. Thank you all for promoting and sharing the Håfa Adai spirit that makes Guam so special!

EDDIE BAZA CALVO
Governor of Guam

RAY TENORIO
Lt. Governor of Guam

Buenas yan Håfa Adai!

From your humble beginnings in 1963 as the Guam Tourist Commission to the establishment of the Guam Visitors Bureau in 1970, and through today, tourism on Guam has exponentially grown, achieving record-breaking numbers in tourist arrivals.

From the arrival of Guam’s first tourists in 1967, when 109 Japanese visitors arrived on a Pan American World Airways flight to over 1.5 million in 2016 on over 5 airlines, the Guam Visitors Bureau has collaborated with many public, private and not-for-profit agencies and organizations in achieving great numbers.

As Chairman of the Committee on Tourism and on behalf of I Mina’ Trentai Kuåttro na Liheslaturan Guåhan, I wish to congratulate all the hard working women and men in our tourism industry on breaking the tourist arrivals records in 2016!

Our work is far from over. The Guam Visitors Bureau has encouraged boundless opportunities for all our island residents to reap rewards in economic diversity and development. You have all contributed to building a comprehensive industry infrastructure that has provided a foundation for a world-class destination on which the people of Guam can be proud of.

Every day, every dollar and every Håfa Adai that is breathed, spent and spoken at GVB is measured from the results of positive planning, fiscal responsibility and an expression of culture that is immeasurable. No time, amount or gesture can be physically measured against the work that has been done and has yet to be accomplished.

Over the past 44 years, Guam’s culture, history and beautiful people has been part of the same foundation in which the Guam Visitors Bureau engages in travel trade promotions in every corner of the globe. The love you have for our island is a testament to the commitment you have in promoting Guam and her beauty.

Si Yu’os Ma’åse’ to all the employees at GVB, our visitor industry partners and all our people for being the warm, loving and most hospitable people in the world!

As we mark 2017 as the Year of Love, let us remain steadfast to the ‘guinaiya’ that we all have for our island home and continue to be the beacon of warmth in paradise for all our visitors, making Guam the best place to live, work and visit!

Si Yu’os Må’ase’!

DENNIS G. RODRIGUEZ, JR.
34th Guam Legislature

The love you have for our island is a testament to the commitment you have in promoting Guam and her beauty.
Fiscal Year 2016 will go down in history as the top fiscal year in Guam’s tourism history, beating out a record that was set nearly 20 years ago with over 1.51 million visitors welcomed to our island paradise. Calendar Year 2016 even exceeded that amount with 1.53 million visitors, becoming the best year for visitor arrivals to Guam. It’s a shining example of how the growth and diversification of Guam’s source markets has changed our tourism industry for the better.

While we are in the midst of accomplishing all the objectives and goals laid out in the Tourism 2020 strategic plan, our overall mission will always be to support our community and make Guam a better place to live, work and visit.

Tourism works for our people in many different ways. Millions of dollars continue to be invested every year to keep our visitors and island residents safe, clean our beaches, fix our sidewalks, crosswalks and streetlights, maintain our roadways, support our unique Chamorro culture and enhance our quality of life. It’s important to support Guam’s number one economic driver, especially since it provides a third of our work force, or 20,000 people, with job opportunities.

With all the accomplishments and records broken in 2016, I want to personally congratulate all the hard working men and women in Guam’s tourism industry on a job well done. Our successes with the Pacific Asia Travel Association Annual Summit, Festival of Pacific Arts and other major events and activities that were hosted are a collective effort. We should all be proud.

In the meantime, our work continues to transform Guam into a world-class destination of choice and showcase our attractions in this safe, clean, family-friendly environment that we call home. I look forward to seeing the many more achievements Guam will accomplish in the years to come.

Un Sen Dångkulo Na Si Yu'os Ma'ås!

Senseramente,

MILTON MORINAGA
Chairman of the Board
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.

Tourism represents over 50% of Guam’s economy. The importance of the industry to Guam’s island economy cannot be overstated. As a result, GVB launched its Tourism 2020 strategic plan in 2014. This plan primarily seeks to transform Guam into 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 Asia-Pacific 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.

ADMINISTRATIVE HIGHLIGHTS

Under the leadership of GVB President & CEO Jon Nathan Denight, fiscal year 2016 saw the greatest number of visitor arrivals to Guam’s shores in the history of the island’s tourism industry. By placing a large focus on the MICE (Meetings, Incentives, Conferences & Exhibitions) market and events tourism, GVB’s efforts realized a 10.1% increase in visitor arrivals over FY2015 or 1,511,065 arrivals.

In FY2016, GVB worked to update its tourism economic impact report. The last iteration of the Tourism Satellite Account (TSA) study was released in 2012. The 2016 TSA showed that over the last seven years, tourism has grown to support over 33% of all employment on Guam, provides over $245 million in government revenue and generates $1.5 billion dollars in economic activity for its 170,000 residents spread over 210 miles. GVB’s efforts to grow the industry are clearly shown in the economic contributions the industry provides. GVB has a presence in every visitor source market with offices in Japan, South Korea, Philippines, Hong Kong, Taiwan, Mainland China and Russia that develop relationships with the travel trade within their country of responsibility. The expertise given by the staff are used to provide the travel trade with new and relevant information aimed at generating Guam brand awareness in the country as well as interest for travel to Guam. While offices are located within first-tier cities, GVB staff plans and executes trade shows to second and third tier cities to generate and diversify demand for travel to the island.

These efforts have not only proven successful in increasing visitor arrivals, but also in generating MICE group travel (Meetings, Incentives, Conferences & Exhibitions) to Guam. More recently, GVB was able to successfully attract and host over 700 delegates to the Pacific Asia Travel Association (PATA) Annual Summit 2016. This international MICE event was hosted in partnership with the United Nations World Tourism Organization (UNWTO). Also, GVB’s contribution was the World Tourism Council, which highlighted the growing importance of the Pacific plays in the global tourism economy. This was the first time in history that the UNWTO held an event in the Pacific.

In 2016, GVB was at the forefront in planning and executing the 12th Festival of Pacific Arts, which has come to be known as the Olympics of culture. GVB’s President & CEO, Nathan Denight served as Chairman of the Coordinating Committee. Additionally, the committee tasked GVB’s Finance & Administration Department to manage the funding for the festival, which was made available through the Tourist Attraction Fund, private sponsorships and fundraisers.

The Festival of 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.

The 25 Pacific Island countries and territories that attended the festival on Guam include American Samoa, Palau, Micronesia, Easter Island, Federated States of Micronesia, Fiji Islands, French Polynesia, Guam (2016 Host), Hawaii, Kiribati, Marshall Islands, Nauru, New Caledonia, New Zealand, Niue, Northern Mariana Islands, Palau, Papua New Guinea, Samoa, Solomon Islands, Tokelau, Tonga, Tuvalu, Taiwan and Wallis and Futuna.

During the Festival, from May 22 – June 4, 2016, Guam welcomed 65,846 visitors to our shores, a 25.5% increase compared to the same period in 2015. The success of the festival made a positive impact to Guam’s economy. GVB’s Research Department has estimated that the direct, indirect and induced economic activity to the island was over $125.5 million, a $25.5 million increase compared to 2015.

GVB’s success would not be possible without the support of its membership. Working with our members, who comprise of hoteliers, airline, shopping centers, financiers, restaurateurs, etc., GVB is able to continue promoting Guam as the world-class cultural destination of choice for business and consumer travelers at the largest travel trade consumer shows in Asia. This includes Japan Association of Travel Agents trade show, the International Travel Fair in Taiwan and the Hana Tour Travel Show in South Korea.

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.

Annual strategic marketing plans are based on the direction provided by Tourism 2020. This includes a combination of consumer related marketing programs and events as well as in-country airline and travel agent workshops. The seminars and workshops delivered by GVB’s staff provide a regular update of the Guam product and promote the unique attractions that can be experienced only on Guam (i.e. the Chamorro Culture).

Visitor arrivals in fiscal year 2016 soared to a 10.3% increase over FY2015. FY2016 was confirmed as the top fiscal year in Guam’s tourism history, beating out arrivals from fiscal year 1997, the previous best year in tourism. This is the fourth consecutive year Guam has surpassed the 1.3 million arrivals mark. Consistent annual estimates keep Guam on track to achieve the goal of 1.75 million visitors without China Visa Waiver by 2020.

Japan still remains Guam’s top visitor source market, accounting for roughly 50% of all arrivals to the island. However, this market saw a slight drop in arrivals (-3.4%) versus the previous year at 752,757 arrivals. Arrivals from our largest source market have dropped in recent years due to a weaker Japanese Yen, a large focus of the Japanese Government on domestic travel and a decline in airline seats servicing Japan and Guam. To combat the rapid decline of the Japanese market, GVB focused its marketing efforts by adding a digital advertising component to reach online travel agents and free independent travelers, institute a targeted incentive plan for regional areas and to continue an aggressive group/MICE travel campaign.

Korea Arrivals for FY2016 garnered a large share of Guam’s market mix than ever before. Arrivals totaled 119,450 visitors, which is 35.2% of all visitors to the island. This marked the first time arrivals from Korea surpassed the half a million mark. The growth in the market is attributed to the collaboration between GVB and the A.B. Won Pat Guam International Airport to attract
new airlines, increase seat capacity and open new gateways from Korea to Guam. In FY2016, Jeju Air launched direct services between Busan and Guam, 4 times a week. Additionally, Jin Air and Jeju Air launched direct services between Korea to Guam. In FY2016, Jeju Air and open new gateways from new airlines, increase seat capacity and exhibiting at major travel conducting exclusive road shows and consumers through the launch of new social media campaigns, awareness among travel agents and attracting a high spending visitor improve its quality in order to critical to tourism. Guam must have a sense of ownership for tourism to be thriving and make the light park more festive, – a project of the DDC. Named Illumination project in Tumon – a project of the DDC. Named Illumination project in Tumon.
Condiments are used by many cultures throughout the world. One finds an array of dipping sauces in Asian cuisine; American fare includes condiments such as ketchup, mustard and relish. On Guam, fina’denne' is a condiment that is found in many households and restaurants and most certainly on a fiesta table. Fina’denne' may be spooned over meat, poultry and fish and rice or placed in a separate small bowl and used as dipping sauce (totche).

The frequent use of fina’denne' by Chamorros was noted by anthropologists during the early 20th century. The use of specific ingredients for sauces in Chamorro cuisine was significant enough to warrant a classification of foods known as na’yan nengkanno. These ingredients include onions, garlic, tomatoes, soy sauce, pepper, and salt. Prior to the introduction of soy sauce by Japanese, Chamorros made fina’denne' by mixing tuba vinegar (fermented coconut sap), salt, lemon, water, and fresh pepper. Filipino immigrants, during the Spanish regime in the Mariana Islands, introduced the technique of tapping coconut trees for sap to produce tuba liquor. Before the use of soy sauce and tuba vinegar, however, Chamorros used a simple fina’denne’ of salt and red peppers to complement dishes.

Excerpt via guampedia.com

**SOME LIKE IT**

**Pika**

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Excerpt via guampedia.com
**FY2016 Milestones**

**FIRST QUARTER**

**OCT 2015**
- Best October in visitor arrivals recorded - 112,292

**NOV 2015**
- 4th Shop Guam Festival held Nov. 1 - Feb. 15
- 9th year of Ko'ko' Kids Fun Run celebrated Nov. 7
- 10th year of Ko’ko’ Road Race celebrated Nov. 8
- Guam won best booth design at Taipei International Travel Fair Nov. 6 - 9
- GVB Christmas Village returned to Tumon Nov. 27 - Jan. 8
- Best November in visitor arrivals recorded - 106,130

**DEC 2015**
- Calendar Year 2015 visitor arrivals reached new record - 1.4 million
GUAM INTERNATIONAL MARATHON
2016 marked the 4th Annual Guam International Marathon which attracted over 1,600 overseas runners with a total of 20 countries represented during Guam’s premiere Long distance running and signature-sporting event. Approximately 914 visiting Japanese runners made up the majority of international overseas participants with Korea fielding 457 runners.

Overall Marathon winner: Hiroki Nakajima, Japan
Finish time: 2:30:38

Overall Half-Marathon winner: Sho Matsumoto, Japan
Finish time: 1:10:44

Overall 10K winner: Yoshiki Takahashi, Japan
Finish time: 35:29

Overall 5K winner: Shunki Niwase, Japan
Finish time: 16:59

GUAM KO’KO’ HALF MARATHON & EKitEN RELAY
The Guam Visitors Bureau celebrated 10 years of running during the 10th Annual Guam Ko’ko’ Half Marathon and Ekiden Relay. The annual Ko’ko’ event drew a record number of relay participants with over a thousand runners participating in the 4-person team ekiden relay making it the largest relay run for the Guam Visitors Bureau. Approximately 1,056 runners participated in the Ekiden Relay, with 974 runners participating in the Half Marathon course.

Overall winners: Tsukasa Kawarai 1:12:44, Male Overall
Half Marathon winner: Keiko Bando, 1:26:20, Female Overall
Half Marathon winner: Yoshimoto Premium Dreams, 1:05:20, Ekiden Overall Ekiden Relay winner

2016 GUAM LIVE INTERNATIONAL MUSIC FESTIVAL FEATURED PERFORMERS:
COLLIE BUDZ
COMMON KINGS
F11
JAY PARK
KOLOHE KAI
MANAO COMPANY
MICAH G
PIA MIA
THE JOHN DANK SHOW

GUAM BBQ BLOCK PARTY
Guam Visitors Bureau along with the Micronesian Chefs Association and Pleasure Island partners executed another successful Guam BBQ Block Party event. The event featured a Patriotic themed July 4th event complete with live art displays, live music, a Hot-Rod Car show display and dozens of food vendors featuring a variety of cuisines and local delicacies.

Highlighting the competition was the crowning of grill champions as Chef Paul Kerner secured top honors placing top three in the Chicken, Beef and Pork Categories of the grilling competition.

CHICKEN:
First Place: Ohana Hawaiian BBQ
Team captain: Jen Santa Maria
Second Place: GCC
Team captain: Paul Kerner
Third Place: Guam Barbecue Company
Team captain: Joe Okada

BEEF:
First Place: GCC
Team captain: Paul Kerner
Second Place: Team Meskla
Team captain: Peter Duenas
Third Place: Sea Grill Restaurant
Team captain: JR Kaminaga

PORK:
First Place: Team Meskla
Team captain: Peter Duenas
Second Place: GCC
Team captain: Paul Kerner
Third Place: Ohana Hawaiian BBQ
Team captain: Jen Santa Maria

SPORTS & EVENTS

GUAM BBQ Block Party
Guam International Marathon
Guam Ko’ko’ Half Marathon & Ekiden Relay
Guam Ko’ko’ Kids Fun Run
Guam Live International Music Festival
Guam Summer Beach Fest
New Year’s Eve Fireworks

GVB SIGNATURE EVENTS
• Guam BBQ Block Party
• Guam International Marathon
• Guam Ko’ko’ Half Marathon & Ekiden Relay
• Guam Ko’ko’ Kids Fun Run
• Guam Live International Music Festival
• Guam Summer Beach Fest
• New Year’s Eve Fireworks

GVB SPONSORED EVENTS
• 1st Annual Asian Friendship Table Tennis Tournament
• 5th Annual Pig Hunting Derby
• 96th Korean Sports Festival
• Guahan Napu Surf the Basin VII
• Guam Junior Golf Tournament
• Guam Sports Network Royce Grace seminar
• Konker Obstacle Course Run
• Luther Special Movie Screening
• Offset Kings
• Rigalau Foundation
• TrenchFest High Tide Concert
• The John Dank Show 2016 Tour
• Tour of Guam

SPORTS TOURISM FUNDED GRANTS
• Guam Cycling Federation - Tour of Guam Cycling Event
• Guam National Tennis Federation - Guam Futures Tennis Tournament
• Guam Racing Federation - 54th Annual Smokin’ Wheels Event
• Guam Rugby Football Union - Asia Rugby Qualifier
• Guam Triathlon Federation - Asia Rugby Qualifier
• Guam Volleyball Federation - 24th Annual Marianas Cup Beach Volleyball Festival
• Hui Nalu Ocean Club - Guam Women’s Surf Scramble
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.

GUAM CHAMORRO DANCE ACADEMY

The Guam Chamorro Dance Academy was first piloted in FY2010 in the Tokyo area targeting Hula Dance Clubs. Five two-day dance workshops were conducted with up to 50 pax attending each workshop conducted by Master of Chamorro Dance Frank Rabon. The program was successful in enticing people to learn more about Guam’s unique heritage and people. As a result of growing interest, the program expanded to include other regions of Japan. A third Guma (cultural house) was also established in Tokyo by one of the participants of the academy.

Meanwhile, the US-Guam Chamorro Dance Academy launched in California and Washington in preparation for the 12th Festival of Pacific Arts (FestPac), which was held from May 22nd - June 4th. To help achieve this objective, the Bureau worked closely with various active stateside Chamorro dance groups that were in need of more training to be qualified for FestPac.

In August 2016, the dance academy expanded to Taiwan helping foster not only cultural exchange between Taiwanese and Chamorro people, but promoting travel between our two countries.

SUPPORTED ORGANIZATIONS AND EVENTS:

- 2016 Malesso’ Crab Festival
- 2016 Malesso’ Fiestan Tåsi
- 2016 Miss Earth Guam Pageant
- 2016 Miss Universe Guam Pageant
- 2016 Miss World Guam Pageant
- 7th Annual Lunar Festival
- 7th Annual Mangilao Donne Festival
- 8th Annual Gu Aut Chu (Chamorro Lunar Calendar) Fest
- 9th Annual Agat Mango Festival
- Bernice Nelson – Traditional Healing Apprenticeship Project
- Bobbie Tainatonga – Chamorro Cultural Arts Program (CCAP)
- Brian Terlaje – Chamorro Cultural Arts Program (CCAP)
- Chamorro Village – Silibrasion Mes CHamoru
- CheLu/Uno Hit – Chamorro Cultural Fest
- Dana Quenga Cruz Kim – Chamorro Cultural Arts Program (CCAP)
- Eileen Rodriguez Meno – Chamorro Cultural Arts Program (CCAP)
- Guam Advance Marketing Evolution – Learn Chamorro App
- Guam Arts Exhibit – GAX for FestPac
- CAHA – Connect Me, Create Me, Promote Me Workshops
- Guam Department of Education – Silibrasion GuAut Chu Chamorro 2016
- Guam Society of America, Inc. – Capitol Hill Reception
- Liberation of Guam
- Japan Club of Guam – Japan Autumn Festival
- Japan Club of Guam – Japan Autumn Festival
- Jonathan Perez – Chamorro Cultural Arts Program (CCAP)
- MagPro Awards
- Maxine Bigler – Chamorro Cultural Arts Program (CCAP)
- Micronesian Archaeological Research Service – Who Wears The Beads
- Payu’Ta – 6th Non Profit Congress
- PBS Guam – Liberation Day Live Broadcast
- Raymond Lujan – Chamorro Cultural Arts Program (CCAP)
- Rosanne Barcinas – 2016 Jacoulet Exhibit: Rainbow Series
- Sanctuary, Inc. – 20th Annual Too Cool To Do Drugs 44th Anniversary
- Sanctuary, Inc. – 44th Anniversary
- Santa Rita Back to Sumay Day
- Sinajana GIFT – St. Jude Thaddeus Fiesta Activities
- Soroptimist – Erica Valentine
- St. Francis School – Kashiwa Sister City Cultural Exchange
- Talofofo Banana Festival
- Tumon GIFT – Pale San Vitores
- UOG – Annual Inacha’igen Fino’ Chamoru – Chamorro Language Competition
- UOG Endowment Foundation – Chef’s Cup
- Valley of the Latte – River Festival
- Vincent San Nicolas – Chamorro Cultural Apprenticeship Program (CCAP)
TOURISM INDUSTRY RELATIONS

Tasked with ensuring visitor safety and satisfaction, Tourism Industry Relations bridges the gap between the government, private sector and local residents.

The Tourism Industry Relations division is responsible for overseeing:

VISITOR SAFETY OFFICER PROGRAM (VSO)
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. In 2016 an audit was done on the program and the findings allowed GVB and GCC to update the certification program. The curriculum is now equipped with links and other resources that will ensure tour guides are disseminating accurate information on their tours.

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 2016, 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. The VIP program is now in its second phase with the video production. GVB’s target date to launch this product is by the end of 2017.

COMMUNITY OUTREACH PROGRAMS
As we market our island, GVB recognizes the need to build up the product quality. GVB continues to sponsor village festivals that strengthen the community’s identity such as the Agat’s Mango Festival, Merizo’s Fiesta Tåsi & Gupot Chamorro, Mangilao’s Donne Festival and Tamuning’s Latte Peace Festival.
FY2016 Milestones
SECOND QUARTER

JAN
- New Year’s Eve fireworks
- New security system active in Tumon
- Visitor Safety Officer program expanded coverage
- Illegal dump site cleaned up in Tumon
- Best January in visitor arrivals recorded – 129,259

FEB
- Guam won best decorated booth overall winner at Philippines Travel Agencies Association Feb. 2 - 7
- Best February and Best Month in visitor arrivals recorded – 142,332

MAR
- 600th Håfa Adai Pledge signing held at Valley of the Latte Adventure Park
- Guam received Best Island Destination award from Ctrip March 4 - 5
- GVB gave $200K to mayors for village improvement projects
- Second best March in visitor arrivals recorded – 135,335 visitors

Marketing Department

2016 Korea World Travel Fair
Best Tourism Publicity

2016 Korea World Travel Fair
Best Folklore Performance

2016 Busan International Travel Fair
Best Booth Design

2016 Busan International Travel Fair
Best Folklore Performance

2015 International Travel Fair
Best Booth Design

2016 Ctrip
Best Island Destination

2016 China Outbound Tourism Research Institute
Chinese Tourism Welcome Award - Overall Performance in Bronze Category

2016 Philippines Travel Agencies Association
Best Decorated Booth In The International Category
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 4.98% as of September
2. Positive feedback from participating agents
3. Conduct low season promotions targeting family and group travel
   - Group Event support campaign
   - Assisted JGTC with support to attract booking groups
   - Overall group bookings for FY2016 increased by 14.7% or 17,086 pax
4. TVCM
   - Aired 3 flights of CM in Kanto, Kansai, and Chubu. Research indicated most remembered travel commercial
5. PR Tie-In
   - Achieved $34,608,442 in PR exposure
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 in FY2016
   - TA Incentive Plan – some success for smaller agencies. More advance notice for larger TAs needed

HIGHLIGHTS
Continuous inbound demand, down pricing of competitive overseas destinations, and economic stagnation are some of the challenges faced by Guam in this competitive market.

Spending in terms of U.S. Dollars of overall (pre-paid and on-island) has increased 7.49%, totaling $1,262.32 in average according to aggregated Japanese Exit Survey in FY16.

According to the aggregated Exit survey, Visitor satisfaction mean has improved to 6.06 point from previous 6.02 (out of 7 point at maximum), marking the highest in the last decade.

Guam continues to shine with the student market. 181 schools (23,779 students) selected Guam, up 115% increase of pax from last year. With the average pax of 131 students, student travel continues to be a major source of visitors especially for the months of October, November and December.

In the Japan market, the Group Market includes MICE (Meetings, Incentive Travel, Conferences, and Exhibitions). GVB Japan has conducted a group campaign.

In this campaign, GVB Japan has provided customs forms to the non-package tour groups of more than 10 pax who stay on Guam for more than 1 night. Total number of MICE pax using this campaign in FY2016 was 17,086 pax, 312 groups. Group travel grew by 14.7%.

FY2016 also marked the launch of the GVB Travel Blitz at five cities, which showcased GVB Japan’s upcoming Marketing strategies and Chamorro Culture to more than 400 travel agents.

Guam’s Friendship City Pact with Kashiwa had commemorated its 25th Anniversary. During the Festival, the Guam delegation promoted the destination through the Guam booth, Kashiwa Dance Competition, and Chamorro Dance shows at several venues.

As for the global website in Japan, there are more than 1.8 million visits to visitguam.jp, which is a 129% increase by comparison to last year.

Guam’s gourmet received the limelight in the Japan Market. Guam came in 5th out of other worldwide destinations within the AB Road survey conducted by Recruit Co., Ltd.

GVB Japan had also conducted its “Tabelog” campaign using a website specifying in restaurant reviews. Through this campaign, 1,625 consumers had participated with the reach of 83,337, boosting the registered numbers of Guam’s restaurants into 240 (pre-campaign was 208), and word-of-mouth online comments into 982 (pre-campaign was 643).

Television remains one of the strongest influencers for behavior in Japan. To revitalize the Kantō, Kansai, and Chubu region with a long-term down trend, three flights of commercials were aired during the year-end-holiday season. With a key message focusing on the short flight to tropical resort Guam from six cities, commercials using Toshi-chan targeting the overall were aired. Toshi-chan’s special website reached 188,496 with 1,371 consumers who posted their stories on Guam.

Kanto arrivals for FY2016 were down -0.5% versus overall Japan arrivals of -3.4%, a moderate decrease by comparison to FY2015. (Kanto -3.3%, overall -5.6%).
SMART GOALS

1. Increase Korean Arrivals by 27% from 375,000 to 475,000
2. Increase Market Share from 2.0% in FY2015 to 2.1% in FY2016
3. Increase Yield from FY2015 of $431.00/pax by 20% to $517.00
4. Increase seat capacity from 500,000 to 535,000
5. Establish Busan Gateway

HIGHLIGHTS

The Korea Market ended 2016 breaking record arrivals from the previous fiscal year and dramatically increasing market share during the calendar year by 27.3%, from 427,818 in 2015 to 544,922 in 2016. Success is attributed to focused efforts to raise awareness of Guam’s appeal as a travel destination through targeted media campaigns, travel trade events, and media FAM tours.

Korean arrivals grew from 384,112 visitors in FY2015 to 519,430 visitors in FY2016. Visitors took advantage of increased flights to Guam from Busan in April 2016 when Jin Air started offering flights from April with a frequency of four times per week. On October 1, T’way launched its new Daegu-Okinawa-Guam service with a frequency of three times per week, expanding to daily service in September. Seat capacity grew from 500,000 to 590,000, a 17.8% increase in 2016. Charter flights during the Chuseok Holiday by Korean Air and Jeju Air also contributed to the increased arrivals.

GVB formed an exciting new partnership with the Korean MICE Association, signing an MOU, which was followed by a MICE FAM tour. An MOU was also signed with the Korea Professional Baseball Players Association (KPBPA), for the purpose of continuing to expand the sports tourism market, resulting in several teams conducting winter training in Guam. KPBPA held a golf tournament with professional lady golfers in December 2015 which aired on MBC Sports in 12 episodes. GVB supported the Incheon Half Marathon and promoted Guam’s signature athletic events, the Guam International Marathon and Guam Ko’ko’ Road Race.

SMART GOALS

1. Increase Taiwanese Arrivals by 5% during the Low Season (Mar-May / Sept-Nov) by targeting high spending visitors in the senior and wedding groups
2. Increase Guam’s share of voice (SOV) on news by 5%
3. Increase Guam’s influences on Social Media platforms by growing the number of GVB Taiwan’s Facebook page fans to 70,000 and achieving 200,000 page views for the Guam blog
4. Develop the MICE market by holding familiarization tours, travel agent seminars, and an incentive program for M.I.C.E to promote MICE tours, targeting at least 10 groups with over 20 pax annually

HIGHLIGHTS

The Taiwan market was able to sustain visitor arrivals to Guam thanks to China Airlines’ daytime service and increased flight frequency to 5 times per week. This allowed GVB the opportunity to develop MICE tours and promote GVB signature events.

In FY2016, the Taiwan market focused on sports tourism, realizing a 400% (167 pax) growth in Taiwanese participants in the 2016 Guam International Marathon (GIM). They also worked with the Taiwan R.O.C Association of Ultrarunner to organize the first ever Taiwanese team to participate in the Guam National Triathlon Championship in July.

In August, GVB launched the 1st Guam Chamorro Dance Academy (GCDA) in Taiwan through collaboration with the Taipei 777 Senior Association to promote Guam's unique Chamorro culture.

Additionally, through participation in travel trade shows, like the Taipei International Travel Fair, GVB was successfully awarded “The Best Booth Design Award.” Seminars, cooperative projects, and FAM tours were instrumental in gaining positive exposure for Guam. GVB Taiwan capitalized through participating in the Discover America Committee’s Kaohsiung Roadshow and ANTOR (Association of National Tourist Office Representatives) Table Marts.
China Market

AT A GLANCE

SMART GOALS
1. Increase FY2017 Mainland China visitor arrivals to 32,000 passengers by strengthening awareness of Guam among the travel trade
2. Strengthen awareness and identification of Guam by increasing 20% exposure among the consumer market
3. Help stakeholders facilitate business by conducting stakeholder engagement
4. Increase the total number of direct charter flights to Guam
5. Develop MICE support program to promote GUAM as a MICE destination

HIGHLIGHTS
The China market grew in FY2016 by 11.4% with 26,271 arrivals over the 23,589 visitors in FY2015. The GVB China office attributes the increase to working closely with airlines and travel trade partners, but also to initiating a positive relationship with online travel agent (OTA) Baicheng.com, the largest visa dealer for Chinese travelers, and engaging them to promote Guam as a travel destination, and Sparkle Tours, the country’s best travel planner for high-end consumers.

The GVB China office coordinated the 2016 GVB China Sales Mission, providing a platform for Guam stakeholders to showcase their businesses and network with the approximately 100 travel agents and media from Beijing, Shanghai and Guangzhou who also attended. The China market introduced The Great Guam Fun Run at the Great Wall with RUSHITOUR, a travel agent for international marathoners, to jointly promote Guam and the 2016 GIM.

The China market achieved media exposure for Guam through both traditional and social media platforms. The GVB China office attributes the increase to working closely with airlines and travel trade partners, but also to initiating a positive relationship with online travel agent (OTA) Baicheng.com, the largest visa dealer for Chinese travelers, and engaging them to promote Guam as a travel destination, and Sparkle Tours, the country’s best travel planner for high-end consumers.

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Russia Market

AT A GLANCE

SMART GOALS
1. Achieve at least 4,500 Russian visitors to Guam in FY2016 through engagement with TAT, airlines, corporate partners, and key media
2. Participate in at least 3 exhibitions: MITT, PITE and another travel expo
3. Conduct at least two Guam Product Update Workshops for TAs in the Far East of Russia
4. Establish close working relationships with Korean Air and engage in co-op activities such as with the promotion of the Shop Guam Festival
5. Conduct at least 3 familiarization tours for Media to participate in GVB’s signature events
6. Conduct social media campaigns with popular Russian websites and forums to stimulate discussion and interest for Guam in Russia

HIGHLIGHTS
Visitor arrivals to Guam from the Russian market decreased substantially in FY2016, however, this is a worldwide trend affecting all outbound destinations. The decrease in Russian travel has been attributed to inertia in the Russian economy and devaluation of the ruble. According to the Federal Agency for Tourism (Rosturizm), Russian travelers are currently focused on travel within the country, particularly with regional charter programs having been reduced by as much as 55%. By the same token, tour packages for outside the country are now based solely on regular flights and the costs have increased by 30-40%, making it even more attractive for the Russian market to remain in-country.

As a result of the changing travel trends in Russia, GVB focused its promotional efforts on the European part of Russia, where a wealthier market exists that continues to travel despite economic difficulties. GVB Russia participated in three main travel trade shows in Russia during FY2016: the Moscow International Travel & Tourism Exhibition (MITT) in Moscow, Pacific International Tourism Expo (PITE) in Vladivostok, and the Siberia International Travel and Tourism Exhibition (SITT) in Novosibirsk. The Russia market also conducted five Media FAM tours, to capitalize on earned media by engaging travel writers in a firsthand experience of Guam as a destination.

A dive FAM tour was also held for Predelnaja Glubina, Russia’s biggest diving magazine. The resulting article focused on Guam’s shipwrecks and was widely read. As a result, a photo exhibit was held in Vladivostok, featuring the work of Viacheslav Furasov. The exhibition received popular reviews by local media and publications.

GVB Russia conducted two workshops for travel agents with support from United Airlines and Korean Air. Similar joint activities were conducted with Korean Air and United Airlines, whose participation added additional status to the events. GVB Russia also partook three cooperative projects with established Russian partners, like the Family Contest with Vladmama.ru and the Vladivostok International Marathon, where GVB was able to promote signature athletic events like the Guam Ko’ko’ Road Race.

In light of the changing Russian market, GVB refocused its online and digital promotion efforts. Two landing pages were created for the GVB Russian website, one to promote Guam in the European part of Russia (Visa Free America concept) and the second to promote Guam in the Far East of Russia (Shop Guam Festival concept). Overall, four online promotions were conducted in FY2016.

The GVB Russia Facebook page was determined to be a very effective avenue for promotion and advertising campaigns were conducted on a regular basis in FY2016. The Russia market realized a total media value of $113,810.17 in both traditional and social media exposure.
SMART GOALS
1. Increase arrivals from North America to 76,600
2. Increase trade development by participating in trade shows and establishing working relationships with key travel and trade organizations
3. Increase exposure and number of fans to Guam’s Social Media platforms in North America
4. Expand Visiting Friends and Relatives (VFR) market
5. Expand the Diving/Adventure Travel market
6. Increase exposure of Guam’s MICE market to the North America market

HIGHLIGHTS
In FY2016, the North America market was able to compile information from a two-year study that will enable GVB to adopt a streamlined approach to attracting visitors from the US Mainland. Traditionally, this is a tough market to attract to Guam, due to the expense involved in traveling such a distance. Yet despite the challenges, the North America market realized a 9.9% increase in arrivals in FY2016 over the previous year, 70,705 to 77,679.

The MICE market has been identified as a viable target for North America. GVB attended IMEXAmerica 2015, the world’s largest MICE trade show, introducing Guam to key influential MICE buyers and planners. GVB President Nathan Dengt was interviewed for a MICE related story featured in Skift, an influential industry magazine in North America. Sports/Adventure tourism is another niche market for North America; a dive FAM and diving volume incentive program was launched in FY2016. GVB regularly participates in the Diving Equipment and Marketing Association (DEMA) and Scuba Show, establishing close ties with dive wholesalers.

GVB also completed its first ever dive inspection tour from North America featuring Happy Trails.

In FY2016, GVB North America conducted 12 online promotions, which proved a very effective avenue for marketing Guam. The North America Facebook page had an 85% increase in the number of fans, from 13,652 in FY2015 to 25,260 fans at the end of FY2016. Social marketing efforts have proven to be the most effective platform for reaching consumers in the North America market. In FY2016, the market also ran four small budget digital advertising campaigns that generated over $16,473 in media value.

SMART GOALS
1. Reach Guam’s visitor arrival target from the Philippines by utilizing cost-effective marketing and publicity tools by the end of FY2016
2. Further develop Guam’s MICE market by attracting at least ten (10) MICE trips to Guam via partnerships with airlines partners and the country’s top MICE group agencies by the end of FY2016
3. Expand Guam’s reach in the Philippines by tapping more provincial cities beyond Metro Manila through product updates and sales blitz by the end of Q2 of FY2016
4. Record at least 70,000 page likes or followers per platform by the end of FY2016
5. Increase Guam’s PR value output by 30% through Media Fam Tours and Press Releases, by the end of FY2016

HIGHLIGHTS
The Philippine market saw one of the most significant areas of growth in FY2016, increasing visitor arrivals by more than 50% with 18,704 over the 12,278 people who visited in FY2015. This positive increase was credited to additional flight services to Guam with Cebu Pacific operating since March 2016 (more frequent, inexpensive flights to Guam by Cebu Pacific Airlines and other travel partners). GVB Philippines worked closely with the US Embassy to promote the ease of obtaining visas to travel to Guam.

GVB Philippines focused on two of the country’s largest travel trade shows. The Philippines Travel Agencies Association (PTAA) was used as a platform to share Guam’s culture and promote special events like the 2016 Festival of Pacific Arts and the PATA Annual Summit. Strengthened ties with the US Embassy enabled GVB Philippines to assist in securing visas for 24 travel trade partners to visit Guam to attend the PATA Summit. While taking part in TME, GVB Philippines focused on showcasing Guam’s varied shopping opportunities, which have become of major interest and appeal to travelers from this market.

The Philippine market took a different approach to media in FY2016, focusing more of its efforts on digital and print media. Online promotions were conducted throughout the year via social media channels and websites, doubling digital media value over previous years. The focus on print over other forms of traditional media likewise produced positive results, with tripled media values.
**Hong Kong Market**

**AT A GLANCE**

- **SMART GOALS**
  1. Increase visitor arrivals from Hong Kong to 9,000 pax
  2. Improve channel partner programs by creating partnerships with travel agents for target segments and developing specific promotions with airlines
  3. Develop the market to target these segments including sports/adventure, education, wedding, MICE, FIT, and EXPAT
  4. Increase media exposure in TV, print, and online channels. GVB’s online awareness is targeted to grow 25% on SNS

- **HIGHLIGHTS**
  The Hong Kong market began FY2016 with new representation. The Asia Team Marketing Group (ATMG) hit the ground running, learning Guam’s attributes, brand, and the best practices for promoting the destination to the Hong Kong traveler. The challenge of being new was surmounted and the Hong Kong market ended FY2016 realizing a 2.9% increase in visitor arrivals.

  The target market in Hong Kong is typically the wedding market, but GVB expanded in to other underserved markets by increasing promotion of sports and adventure options, shopping, and participated in student exchanges to promote Guam’s unique culture. The Hong Kong market also participated in the International Travel Expo 2016, the region’s only travel trade show. The GVB booth at ITE was very popular, allowing trade and consumer partners to interact with visitors and sell tour packages to Guam.

  GVB Hong Kong took advantage of opportunities to participate in joint promotions to expand potential visitor awareness of Guam as an ideal destination. One promotion, conducted in conjunction with the Pulse Shopping Mall, was called the Pulse Experience. The survival format games lasted over seven weekends and encouraged a mixed group of participants, allowing GVB to reach Hong Kong citizens, expats, as well as people outside its regular marketing focus. Teams received texted clues from Whatsapp and had to figure out the clues to complete the mission. The winning team received a trip to Guam.

  Working with Wedding Centre and ESDLife.com, GVB Hong Kong conducted a Facebook game in June 2016. The winning couple won a free wedding package and the first runner-up won a free pre-wedding package. GVB Hong Kong also teamed up with Guam Holidays and DBS Bank to give away an exclusive Guam package.

  GVB Hong Kong attended two trade shows and gave a total of 5 seminars to introduce travel agents to Guam as a destination. The Hong Kong Market was able to expand its social media presence to three platforms, Facebook, YouTube, and Instagram. Combined with traditional media, the market earned a combined media value of $676,719 for FY2016.

**Pacific Market**

**AT A GLANCE**

- **SMART GOALS**
  1. Increase visitor arrivals to 32,000 and promote travel and awareness, to and within Guam and the Micronesia region to include the Asia Pacific, Micronesia and European market
  2. Market and expand Guam as a world-class diving destination to deliver higher yield visitors and align our activities and programs to support the Tourism 2020 plan in Diversified Markets
  3. Continue efforts in the involvement of the Pacific Asia Travel Association (PATA), PATA Micronesia Chapter, the Micronesia Chief Executives Summit, Guam Micronesia Island Fair, and to support relevant GVB signature events throughout the year
  4. Continue relationships with industry members, and any/all other potential business networking opportunities, and maintain the relationship with the travel trade in marketing Guam, Micronesia, Australia and Europe
  5. Integrate & develop two (2) campaigns with MicronesiaTour.com and the GVB Global Website
  6. Market aggressively and participate in regional PATA Micronesia Chapter program/activities and PATA Events to include the PATA Annual Summit and the 12th Festival of Pacific Arts
  7. Promote the MICE market by attending the MICE Asia 2016 event to support the efforts of encouraging MICE business and engage PATA and the PATA Micronesia Chapter

- **HIGHLIGHTS**
  The year 2016 was an exciting one for the Pacific market as Guam was host to both the PATA Annual Summit and the 12th Festival of Pacific Arts, which welcomed visitors from throughout the Pacific region to participate and watch these historic events. The market received additional funding from the government to promote the events and realized a 12% increase in visitor arrivals in May and the following months during the events.

  While attending promotions, the Pacific market continued to promote the 2016 PAS, which resulted in 600 registered delegates from 195 organizations, 33 countries and 97 active participants from Guam and the Micronesia Region. The event’s attendance proved Guam’s ability to host successful MICE Events.

  The Pacific market also participated in other PATA sponsored events like the PATA Adventure Travel and Responsible Tourism Travel Mart, where GVB President and CEO Nathan Denight was a guest speaker, and the PATAcademy HCD in December 2016.

  FY2016 concluded with the Pacific market promoting Guam’s MICE capability at MICE Asia Exhibition in Singapore, which was Guam’s first time to participate. In addition, GVB also participated in the ITB Asia event which was held in Singapore as well.
Guam tourism is going through a transformation. FY2016 was a record breaking year for Guam. Rapid visitor growth came from emerging middle-class travelers in Korea, China, Philippines, and Hong Kong. The industry is shifting toward FIT with increasing low-cost carriers flying to Guam. In order to prepare for the changing consumer demands, GVB has developed a visionary roadmap called “Smart Guam” in FY2016. Smart Guam encompasses a mobile first and sustainable philosophy. We began development of a proprietary software system in FY2016 to manage Guam’s data assets. The front end experience comes with an intelligence layer for ubiquitous e-tourism services on the web, mobile and consumer devices in the Internet of Things environment. Smart Guam allows GVB’s global teams to innovate faster, create effective mobile campaigns, minimize environmental wastes and influence visitor behaviors for traveling more sustainably in Guam. It is one of the most important digital initiative launched by GVB in FY2016.

SOCIAL MEDIA IN REVIEW
GVB continues to expand its presence on social media in FY2016. At the end of the fiscal year, GVB’s total social media following has reached 352,522 globally. GVB’s social media footprint also covers diverse platforms in all of our source markets not only popular ones like Facebook, YouTube, and Twitter but also China-based Tencent QQ, Sina Weibo, Russia-based VK.com and Korea-based Naver. FY 2016 is also the year of mobile. GVB has also aggressively expanded into marketing on mobile networks such as photo sharing APP Instagram. By the end of FY2016, GVB launched 8 Instagram channels across source markets with a total of 7,258 followers in less than 12 months. Finally, GVB began the migration of GVB Facebook Fan Page into a global page umbrella in FY2016 for more cohesive branding on social media. The Facebook Global Page allows GVB to implement a more coordinated social strategy across all of our source markets.

2016 ONLINE PERFORMANCE YEAR END SUMMARY
2016 was another very solid year for VisitGuam.com. The site experienced strong growth across both the main and mobile site, with the mobile version in particular growing by 83% in traffic.

Organic search traffic contributed more than ever to the strong performance, making up 75% of all traffic on the main site and still growing by 19%. With the mobile site also having more pages per visit and nearly as strong a bounce rate as the main site, users engaged in good behavior there.

Mobile APPS took center stage with 2016’s monumental events, the 12th Festival of Pacific Arts and the Pacific Asia Travel Association (PATA) Annual Summit. The FestPac APP provided festival-goers with the latest regarding country-specific performance schedules and appearances, vendor information and festival highlights. PATA’s Annual Summit (PAS) featured a specialized APP designed to serve conference attendees and presenters with meeting and session schedules and locations, conference activities and even a mobile chat encouraging attendees to introduce themselves, establish new connections and provide their own personal highlights for all to see and comment on.

Shop Guam Festival’s 2016 campaign was purely driven by its mobile APP. The festival, presented for the first time as the ‘Shop Guam e-Festival 2016’, featured beacon technology, attracting shoppers and enabling them to use their mobile phones for immediate on-site store discounts and specials.

The use of responsive ‘mini-sites’ and targeted event landing pages in 2016 added to GVB’s digital campaign, especially for mobile devices. For example, the 6-week long Guam Summer Beach Fest featured a responsive mini-site for mobile viewers to keep track of the numerous musical performances and special festival announcements.

2016 exhibited a dramatic increase in GVB’s global website activity, particularly with the back-end CMS (website Content Management System) and CRM (Customer Relationship Management) tools. As the end of 2015 brought the deployment of GVB’s final global website (Greater China), all country-specific sites gained noticeable momentum and activity. FY2016 proved to be a strong and busy year for all GVB global sites in China, Taiwan, Korea, Japan, Russia and the U.S.A. All sites consistently increased content with up-to-date events, news, special campaigns and member/partner listings and information - all in their respective languages.

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Visit Guam 2017

The Guam Visitors Bureau (GVB) proudly announced the launch of its new Visit Guam 2017 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. 2016 marks the fifth year of this significant development. In FY2016, GVB recruited additional global brands such as Coach, Michael Kors, Calvin Klein, Paul Smith, Bally and Furla, all first-time participants to the Shop Guam Festival. These brands further raised the prestigious profile. This is also the first year that GVB has gone 100% digital for SGF. GVB re-branded the campaign to Shop Guam e-Festival to reflect its focus on sustainability and mobility.

The new Shop Guam e-Festival is the first application built on top of the Smart Guam system. The brand new mobile APP included innovative features such as iBeacon on location sensor marketing, mobile sweepstake, travel trade incentive tracking system, and mobile influencer media storyboard. GVB is once again at the forefront of pushing the industry forward with digital technologies. GVB deployed 262 beacon devices throughout the island and placed them in each Shop Guam e-Festival participating stores. GVB also trained merchant staffs on iBeacon configuration, providing tremendous education value to the partners. The travel trade insight allows GVB to analyze which wholesalers are most effective in promoting the campaign in different source markets. It helps GVB reps to improve their collaborative sales and marketing with important trade partners.

The 2016 Shop Guam e-Festival is another groundbreaking achievement. Its global promotions concluded with over 27,000 APP downloads, and more than 350,000 mobile APP screen views on the Co-Op offers by APP users. The direct consumer marketing was extremely successfully capturing over 6,000 customer mobile sweepstake entries. The new beacon marketing helped Guam retailers gaining foot traffic with more than 4,000 on location scan and push notifications for using nearby offers. Finally and most importantly, the 100% mobile approach in the 2016 Shop Guam e-Festival opens a new inspiration for the sustainable tourism future in Guam.

Valley of the Latte Adventure Park is 600th Háfa Adai Pledge Participant

PROGRAM MARKS MAJOR MILESTONE DURING MES CHAMORU

Guam Visitors Bureau was thrilled to announce an important milestone in the Guam Visitors Bureau’s 600th Háfa Adai Pledge during Chamorro Month festivities held at the Valley of the Latte Adventure Park in Talofofo.

The Valley of the Latte Adventure Park, one of Guam’s most popular eco-tourism destinations, became the 600th Háfa Adai Pledge participant in the Háfa Adai Pledge program. Valley of the Latte Adventure Park hosted the ceremony and offered a private VIP tour on March 15, 2016, which also included a blessing ceremony and a performance by Pa’a Taotao Tano, and ending with a delicious Chamorro barbecue lunch. As part of the festivities, Valley of the Latte Adventure Park also announced its First Annual Valley of the Latte River Festival on April 2 & 3 from 11 a.m. to 5 p.m.

Nine local businesses and organizations took the Háfa Adai Pledge on March 15th:
- MacTech Guam – David Macapinlac, Owner
- Project Inspire – Justin Baldivino & Neil Romero, Owners
- Latte Hut Store – Flora Weakley & Laura Cepeda, Owners
- Lotus Surf – Kathleen Cepeda, Owner
- Marquen Karetan Karabao – John Aguon, Owner
- Kiko’i’ Hut – Julie Manglona, Owner
- Jungle River Boat Inc. – Hannah Kloppenburg, Marketing Manager
- Valley of the Latte – Patricia Tydingco, Managing Partner
- Jeff’s Pirates Cave – Jeff Pleadwell, Owner

The Háfa Adai Pledge program is the cornerstone of the Guam Visitors Bureau’s local community branding campaign. In its seventh year, the Háfa Adai Pledge program has grown steadily in the number of participants as well as the commitment of individual pledges. The March 15th Valley of the Latte Adventure Park ceremony marked the 600th pledge, which represents more than 32,500 individuals from private businesses, government agencies, non-profits and other organizations that have joined the Háfa Adai Pledge program.

The Year of Love

The Guam Visitors Bureau (GVB) announced its new Year of Love campaign by the Guam Visitors Bureau (GVB) Marketing Department. The Guam Visitors Bureau (GVB) Marketing Department to create an interactive shopping experience highlighting Guam as a modern, fashionable and diverse destination to shop. 2016 marks the fifth year of this significant development. In FY2016, GVB recruited additional global brands such as Coach, Michael Kors, Calvin Klein, Paul Smith, Bally and Furla, all first-time participants to the Shop Guam Festival. These brands further raised the prestigious profile. This is also the first year that GVB has gone 100% digital for SGF. GVB re-branded the campaign to Shop Guam e-Festival to reflect its focus on sustainability and mobility.

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HIGHLIGHTS OF GUAM’S YEAR OF LOVE

Visit Guam 2017 Year of Love would see the return of the popular Love Light Park in Tumon, where couples, families and friends can take pictures and share on social media.

In addition, a 2017 Year of Love adult coloring book was released focusing on environment, culture and romance. Also released was a Year of Love Chamorro CD, printed in limited edition hard copies and available digitally on online stores such as iTunes and Spotify.

Follow the Guam Visitors Bureau on Facebook (@visitguamusa), Instagram (@visitguamusa), Snapchat (@visitguam) and Twitter (@visitguam) for the latest Visit Guam 2017 updates and for upcoming contests and promotions associated with the “Year of Love” theme.
FY2016 Milestones
THIRD QUARTER

APR
- Fourth Guam International Marathon held
- GVB returned from successful sales mission in Taiwan
- Guam won Chinese Tourism Welcome award from China Outbound Tourism Research Institute April 13
- Second best April in visitor arrivals recorded – 105,446

MAY
- Pacific Asia Travel Association (PATA) Annual Summit held May 18 - 22
- 12th Festival of Pacific Arts began May 22
- Guam Live International Music Festival held May 28
- Third Best May in visitor arrivals recorded – 114,353

JUN
- 12th Festival of Pacific Arts ended June 4
- GVB and P.H.R. Ken Micronesia Inc. donated $11,000 for Kumamoto Earthquake Relief
- Guam won Best Tourism Publicity Award and Best Folklore Performance at KOTFA June 9 - 12
- GVB’s Regina Nedlic selected to attend EDIT program in Hawaii June 5 - 17
- Best June in visitor arrivals recorded – 118,373

Research & Statistics
### Fiscal Year Arrivals

#### BY ORIGIN

<table>
<thead>
<tr>
<th>AIR ARRIVALS (Civilian Armed Forces)</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>% Change LV</th>
<th>MIX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
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<td>779,405</td>
<td>752,757</td>
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<td>52.4%</td>
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<tr>
<td>Korea</td>
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<td>34.8%</td>
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<td>Taiwan</td>
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<td>2.8%</td>
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<tr>
<td>China</td>
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<td>23,589</td>
<td>26,271</td>
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<td>1.8%</td>
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<tr>
<td>U.S. Mainland</td>
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<td>56,117</td>
<td>62,479</td>
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<td>4.2%</td>
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<td>Hawaii</td>
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<td>1.0%</td>
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<tr>
<td>CNMI</td>
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<td>13,757</td>
<td>17,390</td>
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<tr>
<td>Palau</td>
<td>9,398</td>
<td>9,092</td>
<td>11,027</td>
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<td>0.7%</td>
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<tr>
<td>FSM</td>
<td>895</td>
<td>672</td>
<td>1,166</td>
<td>31.4%</td>
<td>0.1%</td>
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<tr>
<td>Philippines</td>
<td>11,742</td>
<td>12,278</td>
<td>18,704</td>
<td>52.3%</td>
<td>1.5%</td>
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<tr>
<td>Australia</td>
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<td>2,987</td>
<td>2,258</td>
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<td>0.2%</td>
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<tr>
<td>Canada</td>
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<td>960</td>
<td>952</td>
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<td>0.1%</td>
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<td>Europe</td>
<td>1,876</td>
<td>1,686</td>
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<tr>
<td>Hong Kong</td>
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<td>8,163</td>
<td>8,397</td>
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<td>0.6%</td>
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<tr>
<td>Thailand</td>
<td>450</td>
<td>459</td>
<td>483</td>
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<tr>
<td>Vietnam</td>
<td>170</td>
<td>166</td>
<td>163</td>
<td>-0.2%</td>
<td>0.0%</td>
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<tr>
<td>Russia</td>
<td>18,291</td>
<td>3,559</td>
<td>2,486</td>
<td>-29.7%</td>
<td>0.2%</td>
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<tr>
<td>Other</td>
<td>6,708</td>
<td>4,174</td>
<td>5,486</td>
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<td>0.4%</td>
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<tr>
<td>Total Air</td>
<td>1,311,957</td>
<td>1,361,088</td>
<td>1,492,249</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td>Total Civilian Sea</td>
<td>4,880</td>
<td>4,892</td>
<td>3,258</td>
<td>-33.4%</td>
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<tr>
<td>Total Armed Forces Sea</td>
<td>4,334</td>
<td>6,551</td>
<td>15,558</td>
<td>137.5%</td>
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<tr>
<td>TOTAL ARRIVALS</td>
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<td>1,372,321</td>
<td>1,511,065</td>
<td>101.1%</td>
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</table>

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau

### Visitor Mix

<table>
<thead>
<tr>
<th>Visitor Mix</th>
<th>FY2014</th>
<th>FY2015</th>
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</thead>
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<td>41.7%</td>
</tr>
<tr>
<td>KOREA</td>
<td>20.0%</td>
<td>19.4%</td>
</tr>
<tr>
<td>TAIWAN</td>
<td>5.1%</td>
<td>5.1%</td>
</tr>
<tr>
<td>CHINA</td>
<td>4.4%</td>
<td>4.4%</td>
</tr>
<tr>
<td>OTHER</td>
<td>10.4%</td>
<td>10.3%</td>
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</table>

### Seasonality

<table>
<thead>
<tr>
<th>Year</th>
<th>OCT</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>9,244</td>
<td>9,244</td>
<td>9,000</td>
<td>9,000</td>
<td>9,000</td>
<td>9,000</td>
<td>9,000</td>
<td>9,000</td>
<td>9,000</td>
<td>9,000</td>
<td>9,000</td>
<td>100,000</td>
<td></td>
</tr>
</tbody>
</table>

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau

### Visitor Arrivals from Top Six Markets (by Air)

<table>
<thead>
<tr>
<th>Year</th>
<th>JAPAN</th>
<th>KOREA</th>
<th>TAIWAN</th>
<th>CHINA</th>
<th>OTHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>9,244</td>
<td>9,244</td>
<td>9,000</td>
<td>9,000</td>
<td>9,000</td>
</tr>
<tr>
<td>2015</td>
<td>9,244</td>
<td>9,244</td>
<td>9,000</td>
<td>9,000</td>
<td>9,000</td>
</tr>
<tr>
<td>2014</td>
<td>9,244</td>
<td>9,244</td>
<td>9,000</td>
<td>9,000</td>
<td>9,000</td>
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</tbody>
</table>

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau

### Hotel Stats

#### Hotel Room Rate

<table>
<thead>
<tr>
<th>Year</th>
<th>OCT</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$120</td>
<td>$140</td>
<td>$160</td>
<td>$180</td>
<td>$200</td>
<td>$220</td>
<td>$240</td>
<td>$260</td>
<td>$280</td>
<td>$300</td>
<td>$320</td>
<td>$340</td>
</tr>
<tr>
<td>2015</td>
<td>$120</td>
<td>$140</td>
<td>$160</td>
<td>$180</td>
<td>$200</td>
<td>$220</td>
<td>$240</td>
<td>$260</td>
<td>$280</td>
<td>$300</td>
<td>$320</td>
<td>$340</td>
</tr>
<tr>
<td>2014</td>
<td>$120</td>
<td>$140</td>
<td>$160</td>
<td>$180</td>
<td>$200</td>
<td>$220</td>
<td>$240</td>
<td>$260</td>
<td>$280</td>
<td>$300</td>
<td>$320</td>
<td>$340</td>
</tr>
</tbody>
</table>

Source: Guam Hotel & Restaurant Association

#### Hotel Inventory

<table>
<thead>
<tr>
<th>Year</th>
<th>S. Rooms</th>
<th>G. Rooms</th>
<th>Total Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>9,244</td>
<td>9,244</td>
<td>18,488</td>
</tr>
<tr>
<td>2015</td>
<td>9,244</td>
<td>9,244</td>
<td>18,488</td>
</tr>
<tr>
<td>2014</td>
<td>9,244</td>
<td>9,244</td>
<td>18,488</td>
</tr>
</tbody>
</table>

Source: Guam Hotel & Restaurant Association

#### Hotel Occupancy Rate

<table>
<thead>
<tr>
<th>Year</th>
<th>OCT</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>71%</td>
<td>76%</td>
<td>79%</td>
<td>76%</td>
<td>79%</td>
<td>79%</td>
<td>79%</td>
<td>79%</td>
<td>79%</td>
<td>79%</td>
<td>79%</td>
<td>79%</td>
</tr>
<tr>
<td>2015</td>
<td>75%</td>
<td>74%</td>
<td>79%</td>
<td>78%</td>
<td>83%</td>
<td>82%</td>
<td>85%</td>
<td>84%</td>
<td>82%</td>
<td>77%</td>
<td>77%</td>
<td>77%</td>
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<tr>
<td>2014</td>
<td>60%</td>
<td>72%</td>
<td>58%</td>
<td>84%</td>
<td>62%</td>
<td>68%</td>
<td>72%</td>
<td>67%</td>
<td>77%</td>
<td>72%</td>
<td>76%</td>
<td>74%</td>
</tr>
</tbody>
</table>

Source: Guam Hotel & Restaurant Association

### Other Information

- **Visitor Spending**
  - **Average On-Island SPEND:** $1,150
  - **Tourism Economy:** $1.7 Billion
  - **Research Fun Facts:**
    - 20,332 Tourism-Related Jobs
    - $1.6 Billion Government Tax Revenue

- **Fun Facts**
  - **Travel Related Jobs:** $1.7 Billion
  - **Visit Fun Facts:**
    - Average On-Island Spend: $1,150
    - Tourism Economy: $1.7 Billion
    - Research Fun Facts:
      - 20,332 Tourism-Related Jobs
      - $1.6 Billion Government Tax Revenue
Japan Arrivals

BY REGION

Korea Arrivals

BY REGION

JAPAN ARRIVALS BY MAJOR REGIONS

<table>
<thead>
<tr>
<th>Year</th>
<th>KAN TO (TOKYO)</th>
<th>CHU BU (NAGOYA)</th>
<th>KIN (OSAKA)</th>
<th>OTHER</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>376,338</td>
<td>95,460</td>
<td>153,679</td>
<td>127,308</td>
<td>752,757</td>
</tr>
<tr>
<td>2015</td>
<td>378,167</td>
<td>100,494</td>
<td>152,330</td>
<td>142,414</td>
<td>779,405</td>
</tr>
<tr>
<td>2014</td>
<td>390,977</td>
<td>110,475</td>
<td>162,539</td>
<td>163,639</td>
<td>826,830</td>
</tr>
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</table>

KOREA ARRIVALS BY MAJOR REGIONS

<table>
<thead>
<tr>
<th>Year</th>
<th>SEOUL</th>
<th>GYEONGGI</th>
<th>GYEONGNAM</th>
<th>INCHEON</th>
<th>OTHER</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>201,378</td>
<td>111,283</td>
<td>75,596</td>
<td>9,766</td>
<td>121,407</td>
<td>519,430</td>
</tr>
<tr>
<td>2015</td>
<td>168,399</td>
<td>84,514</td>
<td>41,938</td>
<td>13,667</td>
<td>75,604</td>
<td>384,112</td>
</tr>
<tr>
<td>2014</td>
<td>139,665</td>
<td>65,286</td>
<td>21,450</td>
<td>18,197</td>
<td>91,818</td>
<td>275,437</td>
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</table>

JAPAN SPEND

- FY2016: $434,694,697
- FY2015: $368,695,899
- FY2014: $351,963,476

Avg. Exchange Rate

- FY2016: ¥102.33
- FY2015: ¥119.43
- FY2014: ¥111.82

KOREA SPEND

- FY2016: $147,140,110
- FY2015: $209,894,469
- FY2014: $276,710,090

Avg. Exchange Rate

- FY2016: ₩1,046.82
- FY2015: ₩1,114.44
- FY2014: ₩1,161.15

JAPAN VISITOR MIX

<table>
<thead>
<tr>
<th>Month</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>40,000</td>
<td>60,000</td>
<td>80,000</td>
<td>100,000</td>
<td>120,000</td>
<td>140,000</td>
<td>160,000</td>
<td>180,000</td>
<td>200,000</td>
<td>220,000</td>
<td>240,000</td>
</tr>
<tr>
<td>2015</td>
<td>32,138</td>
<td>34,914</td>
<td>36,812</td>
<td>49,543</td>
<td>45,357</td>
<td>39,744</td>
<td>36,144</td>
<td>39,064</td>
<td>37,344</td>
<td>41,294</td>
<td>46,391</td>
</tr>
<tr>
<td>2014</td>
<td>25,097</td>
<td>34,194</td>
<td>34,565</td>
<td>34,076</td>
<td>29,550</td>
<td>32,863</td>
<td>30,126</td>
<td>31,190</td>
<td>30,126</td>
<td>31,742</td>
<td>33,122</td>
</tr>
</tbody>
</table>

% Change

- FY2016: -5.6%
- FY2015: -8.8%
- FY2014: -2.3%

KOREA VISITOR MIX

<table>
<thead>
<tr>
<th>Month</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>10,000</td>
<td>20,000</td>
<td>30,000</td>
<td>40,000</td>
<td>50,000</td>
<td>60,000</td>
<td>70,000</td>
<td>80,000</td>
<td>90,000</td>
<td>100,000</td>
<td>110,000</td>
</tr>
<tr>
<td>2015</td>
<td>7,379</td>
<td>14,745</td>
<td>22,123</td>
<td>29,491</td>
<td>36,864</td>
<td>44,235</td>
<td>51,604</td>
<td>58,972</td>
<td>66,341</td>
<td>73,711</td>
<td>81,082</td>
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<tr>
<td>2014</td>
<td>5,353</td>
<td>10,706</td>
<td>16,059</td>
<td>21,413</td>
<td>26,767</td>
<td>32,121</td>
<td>37,475</td>
<td>42,830</td>
<td>48,194</td>
<td>53,558</td>
<td>60,922</td>
</tr>
</tbody>
</table>

% Change

- FY2016: 52.7%
- FY2015: 65.9%
- FY2014: 42.7%

JAPAN MONTHLY AIRLIFT

<table>
<thead>
<tr>
<th>Year</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>79,187</td>
<td>79,380</td>
<td>80,804</td>
<td>81,948</td>
<td>80,347</td>
<td>95,798</td>
<td>74,961</td>
<td>79,376</td>
<td>74,943</td>
<td>77,043</td>
<td>62,975</td>
</tr>
<tr>
<td>2015</td>
<td>68,289</td>
<td>64,326</td>
<td>70,749</td>
<td>75,215</td>
<td>68,091</td>
<td>100,860</td>
<td>75,501</td>
<td>81,350</td>
<td>76,275</td>
<td>93,156</td>
<td>90,043</td>
</tr>
<tr>
<td>2014</td>
<td>50,387</td>
<td>67,923</td>
<td>56,337</td>
<td>55,660</td>
<td>57,957</td>
<td>69,094</td>
<td>64,288</td>
<td>66,613</td>
<td>65,075</td>
<td>61,432</td>
<td>170,777</td>
</tr>
</tbody>
</table>

% Change

- FY2016: -9.0%
- FY2015: -8.2%
- FY2014: -8.4%

KOREA MONTHLY AIRLIFT

<table>
<thead>
<tr>
<th>Year</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
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<td>41,340</td>
<td>52,182</td>
<td>54,000</td>
<td>58,032</td>
<td>50,982</td>
<td>55,081</td>
<td>48,943</td>
<td>53,264</td>
<td>52,198</td>
<td>53,369</td>
<td>52,855</td>
</tr>
<tr>
<td>2015</td>
<td>22,039</td>
<td>36,018</td>
<td>39,812</td>
<td>49,543</td>
<td>45,157</td>
<td>43,744</td>
<td>39,044</td>
<td>30,046</td>
<td>27,144</td>
<td>41,024</td>
<td>46,231</td>
</tr>
<tr>
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<td>20,037</td>
<td>34,994</td>
<td>56,063</td>
<td>56,076</td>
<td>58,932</td>
<td>52,067</td>
<td>50,508</td>
<td>31,506</td>
<td>25,334</td>
<td>23,742</td>
<td>36,639</td>
</tr>
</tbody>
</table>

% Change

- FY2016: 52.5%
- FY2015: 45.4%
- FY2014: 37.6%
Financials

The Bureau also recognized $80,000 in Federal revenues, the remaining balance of an MOU with the Department of Public Health and Social Services to host the WHO (World Health Organization) conference, held October 12-16, 2015.

The FY2016 unassigned Tourist Attraction Fund (TAF) collections were 10% higher than the previous year, totaling $40,192,651. This was due to the increase in hotel occupancy and the increase in the average room rate. In FY2016, hotel occupancy increased by 8% as compared to 7.9 million in FY2015, while the average room rate increased from $95,654 to $157,799. In FY2017, the average room rate and hotel occupancy is projected to steadily increase.

Direct appropriations from the TAF unassigned balances increased about 5% in FY2016, from $10,330,357 in FY2015 to $16,218,172. This direct appropriation is inclusive of the $1,537,000 appropriated in P.L. 33-150 from revenue collected in excess of the FY2016 adopted revenues in P.L. 33-66, to the Guam Police Department, Department of Public Works, and the Guam Fire Department. In P.L. 33-66, TAF revenue projections for FY2016 was $623,000 and total appropriations from the TAF, were $3,731,172. Comparing the total FY2016 appropriation from the TAF ($3,731,172) plus the additional appropriation ($1,537,000), using $200,000 extra revenues to the actual unaudited collections ($623,000), there was a surplus of $1,724,479.

Membership dues decreased about 46% to $37,889 from $70,710 in FY2015. This large decrease was due to the membership election in FY2015. In-kind contributions decreased about 6% to $517,799 from $409,087 in FY2015.

Marketing was the largest expenditure at $15.6 million in Professional Services, with Japan and Hong Kong/China representing the largest share at a combined $7.9 million. At $2,715,025, personnel salaries and benefits increased 10% over last year largely due to 2 additional FTE’s; one hired the latter part of FY2015 and the other hired the beginning of FY2016, but still only 9% of total expenditures.

The Bureau also recognized $2,030,000 for the balance of FESTPAC’s FY2015 appropriation per P.L. 33-43; $200,000 for the Park or Attraction per Village appropriation per P.L. 33-73, and $95,654 for the FY2015 balance of the Capital Improvement Projects appropriation.

In FY2016, three other public laws appropriated additional monies to GVB from the HOT (Hotel Occupancy Tax) Surplus Fund, all of which the Bureau was able to recognize in FY2016. P.L. 33-89 appropriated $400,000 from the HOT Surplus Fund for the Guam Football Association hosting, attending, and participating in the FIFA 2018 World Cup and the AFC Asian Cup 2019. P.L. 33-112 appropriated $250,000 from the HOT Surplus Fund for a Pilot Program to support the needs of the growing Korean Market. P.L. 33-150 appropriated $2,300,000 from the HOT Surplus Fund, of which $1,300,000 was additional monies for FESTPAC Programming and $1,000,000 for Capital Improvement Projects.

Total uncollected appropriations as of 09/30/17 were $3,289,000-$3,760,250 for Operations, $28,750 for Pass-thru entities, and $40,000 for the Cultural and Sports Ambassador Fund.

HIGHLIGHTS
An 11% hotel occupancy tax funds the Bureau’s operations, authorized through the Legislature’s annual budget appropriations. In fiscal year 2016, Public Law 33-66 appropriated $22,279,911 for GVB operations. The Bureau was able to fully recognize this appropriation for Operations as well as $2,040,001 from FY2015 appropriations.

P.L. 33-66 also appropriated $712,750 to the Guam Visitors Bureau for pass-thru entities, $200,000 to the Rainy Day Fund, and $200,000 for Cultural and Sports Ambassador Fund. The Bureau was able to recognize $712,500 for pass-thru appropriations as well as $63,000 from FY2015 appropriations; the total appropriation of $200,000 for the Rainy Day Fund; and the total appropriation of $200,000 for the Cultural and Sports Ambassador Fund as well as $30,000 from FY2015 appropriations.

Additionally, the Bureau was able to recognize $2,030,000 for the balance of FESTPAC’s FY2015 appropriation per P.L. 33-43, $200,000 for the

The HOT Bond

HOT stands for Hotel Occupancy Tax, which was created to fund the operations and functions of the Guam Visitors Bureau. HOT Bond Projects are Capital Improvement Projects that use proceeds from HOT Revenue Limited Obligation Bonds to fund the building of Guam’s first permanent and comprehensive cultural and educational museum as well as upgrade and refurbish some of our island’s historic sites, tourist attractions and community projects. The HOT Bond Projects were established by Public Law 30-229.

HOT BOND PROJECTS
• Cetti Bay Point Overlook
• East Agana Picnic Shelters (Trincheras Beach Park)
• Fadl’an Point Overlook
• Fort Nuestra Senora Dela Soledad (Umatac Bay Overlook)
• GFC$A Dock and Shoreline Reinforcement Project
• Guam and Chamorro Educational Facility (GCEF) - Arts/New Signage
• Guam and Chamorro Educational Facility (GCEF) - Design, CM, Archaeology
• Guam and Chamorro Educational Facility (GCEF) - Main Building
• Guam and Chamorro Educational Facility (GCEF) - Media Production
• Guam and Chamorro Educational Facility (GCEF) - Security System
• Guam and Chamorro Educational Facility (GCEF) - Site Preparation
• Guam Farmers’ Cooperative Association Facility/Dededo Flia Market
• Guam Fisherman’s Cooperative Association (GFCA)
• Guam Preservation Trust Reimbursement
• Hagåtña Pool
• Hagåtña Tennis Courts
• Historic Hagåtña Projects – Plaza de España Restoration
• Inarajan Community Center Restoration
• Magellan Monument and Plaza
• Malesso Bell Tower
• Mangilao Public Market
• Pale San Vitores Road Streetlight Renovation
• Pedestrian Safety
• Pedro C. Santos Memorial Park
• San Vitores Flooding - Design and CM
• San Vitores Flooding - Phase 2 Construction
• Scenic National and Highway Signage
• Scenic Parks, By-ways, Overlooks and Highway Signs
• Sella Bay Point Overlook
• Senator Angel L.G. Santos Park Monument (Latter Stone Monument)
• Village Entrance and Scenic Informational and Highway Signage
• Ypao Beach Park Lighting

GVB FY2016 OTHER APPROPRIATIONS FROM THE TOURIST ATTRACTION FUND
• Balance of appropriation (DRP)
• Balance of appropriation (Mayors Council)
• Beach Monitoring (DPR)
• Customs and Quarantine Agency
• Department of Agriculture
• Department of Public Works (P.L. 33-150 FY2016 HOT SURPLUS)
• Guam Fire Department (P.L. 33-150 FY2016 HOT SURPLUS)
• Guam Museum Fund (Department of Chamorro Affairs)
• Guam Police Department
• Guam Tourism Board
• Guam Tourism Authority/FHA
• Guam Visitors Bureau
• GuamGuam Time Tourist Visitor Market (2014 HOT SURPLUS)
• Guåt	
• Guam Humanities Council
• Guam International Film Festival
• Guam Symphony Society
• Guam Unique Merchandise
• Guam Veterans Affairs Office
• Haya Cultural Preservation Foundation (Sinagga-ta Outreach)
• Historic Inalahan Foundation
• Humatak Foundation
• Huna Academy
• Inetnon Gef Pago
• Microsuan Cruises Association
• Miramar Guan
• P.L. 33-112 Pilot Program Korean Visitor Market (2014 HOT SURPLUS)
• P.L. 33-89 Guam Football Association (2014 HOT SURPLUS)
• P'a Tadate Tano
• Pacific War Museum Foundation
• Rainy Day Fund
• Tourism Education Council
• Traditions About Seafoaring Islands (TASI)
• Traditions Affirming our Seafoaring Ancestry (TASA)
### STATEMENT OF NET POSITION
(Fiscal Year Ended September 30, 2016)

#### ASSETS AND DEFERRED OUTFLOWS OF RESOURCES

**Current assets:**
- Cash - unrestricted $9,302,906
- Cash - restricted 2,455,079
- Investments 2,525,177
- Accounts receivable - Government of Guam 3,829,000
- Accounts receivable - others 390,519
- Due from Special TAF Projects Fund 64,298
- Prepaid expenses 6,452

**Total current assets** $18,573,431

**Security deposit** 118,202

**Capital assets:**
- Nondepreciable capital assets 5,992,415
- Depreciable capital assets, net of accumulated depreciation 656,977

**Total assets** $23,341,025

#### Deferred outflow of resources:
- Deferred outflow from pension 648,508

**Total** $23,989,533

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

**Current liabilities:**
- Accounts payable 3,269,774
- Accrued annual leave 159,693
- Due to FESTPAC 10,080
- Unearned income 71,905

**Total current liabilities** 3,511,452

**Net pension liability** 4,513,916

**Accrued sick leave** 170,108

**Total liabilities** 8,195,476

**Deferred inflows of resources:**
- Deferred inflows from pension 648,508

**Total** $23,989,533

#### Net position:
- Net investment in capital assets 6,649,392
- Unrestricted 8,249,657
- Restricted - expendable 2,895,008

**Total net position** $17,794,057

**Total** $25,989,533

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### STATEMENT OF REVENUE, EXPENSES AND CHANGES IN NET POSITION
(Fiscal Year Ended September 30, 2016)

#### REVENUES:
- Other income $604,618
- Consumption tax refund 502,555
- In-kind contributions from members and others 157,799
- Memberships 17,889

**Total operating revenues** 1,302,861

#### EXPENSES:
- Professional services 15,604,827
- Personnel 15,604,827
- Travel 823,001
- Utilities 210,361
- Grants 164,200
- Material and supplies 168,428
- Rent/lease 164,203
- Promotional in-kind contributions 157,799
- Depreciation 87,151
- Consumption Tax 70,727
- Equipment 43,991
- Repairs and maintenance 19,996
- Advertising 16,483
- Miscellaneous 884,313

**Total operating expenses** 30,040,507

**Operating revenues net of operating expenses** (32,737,646)

#### Nonoperating revenues (expenses):
- Grants-in-aid from Government of Guam:
  - Operations 24,749,192
  - Pass through 1,375,500
  - FESTPAC 2,330,000
- Pass through appropriations (1,375,500)
- Other collections - FESTPAC 2,023,572
- Donations - FESTPAC (8,079,292)
- Federal revenues 80,000
- Interest income 18,397
- Other nonoperating expense 47,479

**Total nonoperating revenues (expenses), net** 22,169,348

**Change in net position** (10,568,298)

**Net position at beginning of year** (10,568,298)

**Net position at end of year** 15,779,482

**Net position at end of year** 5,211,184
FY2016 Milestones
FOURTH QUARTER

JUL
- Fourth Guam BBQ Block Party held July 2
- Visit Guam 2017: Year of Love Expo held at Agana Shopping Center July 16
- First Guam Summer Beach Fest held July 16 – August 28
- Guam celebrated 72nd Liberation Day
- Third top July in visitor arrivals recorded – 122,996

AUG
- Best August and Best Month in visitor arrivals recorded – 144,758

SEP
- Guam won Best Booth Design and Best Folklore Performance at Busan International Travel Fair Sept. 9 – 12
- Guam attended JATA Tourism Expo in Japan Sept. 22 - 25
- GVB Japan Manager Yuji Mitsumori retired
- Best Fiscal Year in visitor arrivals recorded – 1.5 million
**SHOP GUAM e-FESTIVAL 2016**
December 1, 2016 - February 4, 2017 / Tumon
The Shop Guam e-Festival began in 2012 as a global social media campaign by Guam Visitors Bureau (GVB) that aimed to create an interactive shopping experience highlighting Guam's unique lifestyle, culture and diverse destination to shop. Now in its fifth year, Shop Guam has transformed into an e-Festival that fully embraces the vision of "Smart Tourism." Expect a revolutionary mobile shopping experience as the new Shop Guam app generates on-location sensor mobile marketing as a fresh way to discover Guam’s shopping and activities. This will also be the first year GVB will no longer print coupon booklets for Shop Guam but instead, offer a new Savings Passport to encourage mobile downloads for opportunities to win monthly shopping prizes. The app will additionally be available in six different languages.
Contact: Catherine Bungabong | T: 687-2696
E: shopguam@visitguam.org
W: shopguam.visitguam.org

**GUAM ART EXHIBIT (POW WOW GUAM)**
TBD / The Plaza
GAX (Pow Wow) features Guam's most talented up-and-coming artists.
Contact: Josh Agerstrand | T: 486-8550
E: josh.dizzyinc@gmail.com
W: facebook.com/guamartexhibit

**NEW YEAR'S EVE FIREWORKS**
January 1 / Tumon Bay
As the New Year's Eve celebrations kick 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

**GUAM MICRONESIA ISLAND FAIR**
May 3 - 7 / Paseo de Susana
The Guam Micronesia Island Fair is the annual signature cultural event of the Guam Visitors Bureau, showcasing the vibrant cultures of Micronesia for nearly 30 years. Experience the best of Micronesia in one exciting weekend featuring master carvers, blacksmiths, traditional sailing experts, jewelers, weavers, dancers, musicians and chefs and see first hand customs that have been in place and perpetuated for the millennia.
Contact: Dee Hernandez | T: 646-5278/9 | E: dee.hernandez@visitguam.org

**AGAT MANGO FESTIVAL**
May 26 - 28 / Agat Community Center
An enjoyable event for both participants and visitors with a platter of mango activities, contest, displays, entertainment, food and fun. Most notably see Agat’s southern hospitality and the local talent that will be there to entertain. Peruse through the various booths and demonstrations.
Contact: Agat Mayor’s Office | T: 565-4335
E: webmaster@mangofestivalgu.com
W: mangofestivalgu.com

**GUAM LIVE INTERNATIONAL MUSIC FESTIVAL**
June 3 / Governor Joseph Flores Memorial Park
The 4th annual 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
W: guamlive.com

**GUAM BBQ BLOCK PARTY**
July 1 / 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 this event that boasts delicious BBQ from the island’s top 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**
September 26 - 30 / 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

**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 in to the Global electronic music movement. What was merely a concept four 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: Andrew Hong
E: andrew@6amgroup | W: electricislandfestival.com

**JAPAN AUTUMN FESTIVAL (“AKIMATSURI”)**
TBD / Governor Joseph Flores Memorial Park
The annual Japan Autumn Festival (“Akimatsuri”) has evolved to become one of Guam’s most reputable cultural gathering, where visitors of all ages are presented with a traditional Japanese Festival including entertainment from Japan and the US, authentic 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.
T: 671-646-8066 | E: jpclub@teleguam.net

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Contact: Andrew Hong
E: andrew@6amgroup | W: electricislandfestival.com

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T: 671-646-8066 | E: jpclub@teleguam.net
GUAM GOVERNOR’S CUP LADIES GOLF TOURNAMENT
February 16 - 17 | LeoPalace Resort
A tournament comprised of a regular tournament with 100 JLPGA members and a Pro-Amateur and JTB Koncha golf tournament.
Contact: Mr. Toshiro Doi | T: 300-7792
E: toshi.doi@leopalaceguam.com
W: guamgolf.jp

39TH ANNUAL SMOKIN’ WHEELS RACING WEEKEND
April 7 - 9 | Guam International 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 caps 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: track@guam.net | W: guamraceway.com

5TH ANNUAL UNITED AIRLINES GUAM MARATHON
April 9 | Governor Joseph Flores Memorial Park
Guam Sports Events, Inc. has partnered with United Airlines, as the title sponsor, and the Guam Visitors Bureau to present the United Airlines Guam Marathon (UGM). The event, formerly known as the Guam International Marathon (GIM) includes full marathon, half marathon, 10k and 5k race distances. All races start and finish on Pale San Vitores Road in front of Governor Joseph F. Flores Memorial Park (Ypao Beach), Tumon. Get geared up and share with your family and friends.
3:00am MARATHON START | 4:30am HALF MARATHON START | 5:00am 10K START | 6:00 am 5K START
Contact: Ben Ferguson | T: 646-9171
E: BFerguson@picguam.com
W: tourofguam.com

2017 COCOS CROSSING
May 28 | Merizo Pier
Swimmers have the choice of four popular options to suit their levels, which also include kilometer races to help swimmers training for international events. Swimmers now may compete for awards in the 5k Race, which is from Cocos Island to the Merizo public pier, and 10k Race, which goes from the Merizo public pier across to Cocos Island and then back to the Merizo public pier; or they can test their personal malle in the 2.5 Mile Swim, which goes from the Merizo public pier across to Cocos Island, and the Neptune Swim, which allows swimmers to use a mask, snorkel and fins for the 2.5 Mile Swim.
Contact: Timothy Fedenko | T: 898-8466
E: tfedenko@gftunion.com

2017 GUAM FUTURES TENNIS TOURNAMENT
May 29 - June 3 | Hilton Guam Resort & Spa
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: guamtennisfederation.com

GUAM KO’KO’ KIDS FUN RUN 2017
October 28 | Hagåtña
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: Kraig Camacho | E: kraig.camacho@visitguam.org
E: info@guamkokoroadrace.com
W: guamkokoroadrace.com

GUAM KO’KO’ HALF MARATHON
October 29 | Hagåtña
Named after Guam’s territorial bird, the Guam Ko’ko’ Half Marathon celebrates 12 years of running featuring a new course in the capital city of Hågatña. Runners can choose from a half marathon, 10k & 5k run/walk to discover historic Hagåtña.
Contact: Kraig Camacho | E: kraig.camacho@visitguam.org
E: info@guamkokoroadrace.com
W: guamkokoroadrace.com

TOUR OF GUAM CYCLING
December 10 | Central and 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 45km course.
Contact: Ben Ferguson | T: 646-9171
E: BFerguson@picguam.com
W: tourofguam.com
<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT</th>
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<tbody>
<tr>
<td>Dec 1, 2016 - Feb 4, 2017</td>
<td>2017 Shop Guam e-Festival</td>
<td>Tumon</td>
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<tr>
<td>Jan 1</td>
<td>New Year’s Eve Fireworks</td>
<td>Guam International Raceway Park</td>
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<td>Jan 14</td>
<td>Slammed Society/Offset Kings</td>
<td>Guam International Raceway Park</td>
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<tr>
<td>Feb 4</td>
<td>VOLT: RAW - Strong Man Competition</td>
<td>Governor Joseph Flores Memorial Park</td>
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<td>Feb 16-17</td>
<td>Guam Governor’s Cup Ladies Golf Tournament</td>
<td>LeoPalace Resort</td>
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<td>Apr 1</td>
<td>VOLT: Apocalypse</td>
<td>Governor Joseph Flores Memorial Park</td>
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<td>Apr 7-9</td>
<td>39th Annual Smokin’ Wheels Racing Weekend</td>
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<td>May 3-7</td>
<td>Guam Micronesia Island Fair</td>
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<td>May 26-28</td>
<td>11th Annual Agat Mango Festival</td>
<td>Agat Community Center</td>
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<td>May 28</td>
<td>2017 Cocos Crossing</td>
<td>Merizo Pier</td>
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<td>May 29 - Jun 3</td>
<td>2017 Guam Futures Tennis Tournament</td>
<td>Hilton Guam Resort &amp; Spa</td>
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<td>Jun 3</td>
<td>GUAM LIVE International Music Festival</td>
<td>Governor Joseph Flores Memorial Park</td>
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<td>Jun 18</td>
<td>VOLT: Father’s Day SK Trail Run/Walk</td>
<td>Two Lovers Point</td>
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<td>Jun 24-25</td>
<td>Electric Island Festival</td>
<td>Guam International Raceway Park</td>
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<td>Jun 28</td>
<td>VOLT: SUPFEST 3</td>
<td>Hyatt Regency Guam</td>
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<tr>
<td>TBD</td>
<td>73rd Liberation Day Carnival</td>
<td>TBD</td>
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<td>Jul 1</td>
<td>Guam BBQ Block Party</td>
<td>Pleasure Island, Tumon</td>
</tr>
<tr>
<td>Jul 21</td>
<td>73rd Liberation Day Parade</td>
<td>Hagåtña</td>
</tr>
<tr>
<td>TBD</td>
<td>73rd Liberation Day Carnival</td>
<td>TBD</td>
</tr>
<tr>
<td>TBD</td>
<td>Guam Art Exhibit (SAX) Annual Gallery</td>
<td>The Plaza</td>
</tr>
<tr>
<td>Sep 3</td>
<td>VOLT: KONIUSER “The Blade Runner” (aka KS)</td>
<td>Guam</td>
</tr>
<tr>
<td>Sep 26-30</td>
<td>Guam International Film Festival (GIFF) Full International Showcase</td>
<td>Agana Center Stadium Theatres</td>
</tr>
<tr>
<td>Oct 28</td>
<td>Guam Ko’ko’ Kids Fun Run</td>
<td>Hagåtña</td>
</tr>
<tr>
<td>Oct 29</td>
<td>Guam Ko’ko’ Half Marathon</td>
<td>Hagåtña</td>
</tr>
<tr>
<td>Nov 10 - Feb 28, 2018</td>
<td>2017 Shop Guam e-Festival</td>
<td>Tumon</td>
</tr>
<tr>
<td>Dec 10</td>
<td>Tour of Guam Cycling</td>
<td>Central and Southern Guam</td>
</tr>
<tr>
<td>Dec 10</td>
<td>VOLT: Guam Sports Festival</td>
<td>Guam International Raceway Park</td>
</tr>
<tr>
<td>TBD</td>
<td>Japan Autumn Festival</td>
<td>Governor Joseph Flores Memorial Park</td>
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</tbody>
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*Event information subject to change.*