THE PERFECT
Destination
FOR AN INSTANT
Vacation
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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.

Despite challenges this past year of global events and changes in different visitor markets, Guam was still able to achieve its best fiscal year yet reaching 1.56 million visitors. This says a lot about our island’s hospitality, and we commend the men and women in tourism for working hard to welcome new people and showcase our culture to the rest of the world.

We congratulate the Guam Visitors Bureau on another great year of breaking records in visitor arrivals! On behalf of the people of Guam and our entire Administration, we extend a warm

Si Yu’os Ma’ase’

EDDIE BAZA CALVO
Governor of Guam

The Guam Visitors Bureau has continually pushed the envelope in promoting, protecting and preserving all that is Guam...

- our history, culture, language, air, land and sea in the promotions, events and grants they sponsor throughout the year.

As we confront the many challenges the year brings, may we always remain steadfast as resilient people of Guam.

Si Yu’os Ma’ase’ 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!

Si Yu’os Ma’ase’!

DENNIS G. RODRIGUEZ, JR.
Senator, 34th Guam Legislature
Chairman, Committee on Health, Tourism, Military Affairs and Senior Citizens
Håfa Adai!

On behalf of the Guam Visitors Bureau Board of Directors, and its management and staff, we proudly present you with the Fiscal Year 2017 Annual Report.

We are proud that Fiscal Year 2017 has become the top fiscal year in Guam’s tourism history as we welcomed about 1.56 million visitors to our island paradise. Calendar Year 2017 is also something worth highlighting, as it became the best year in visitor arrivals with 1.54 million visitors. The growth and diversification of our source markets has helped us reach these new milestones, despite challenges outside of our control.

**GVB has been working hard with its government and tourism industry partners to make Guam a better place to live, work and visit.**

As we celebrate our 55th anniversary in 2018, we are reminded of the many ways tourism works for the people of Guam.

Millions of dollars go into keeping our local residents and visitors safe, fixing our streetlights, crosswalks and sidewalks, protecting our environment, maintaining our roadways and supporting our 4,000 year old Chamorro culture. Tourism has boosted our economy and provided over 21,000 job opportunities for the community.

I want to personally thank the hard working men and women in Guam’s tourism industry for taking our island to a whole new level and congratulate them on a job well done.

Meanwhile, our work continues to showcase our unique attractions in this safe, clean, family-friendly environment and transform Guam into a world-class destination of choice. We are determined to increase airline seats and room inventory, reinvest into our aging infrastructure and improve the overall Guam product.

Si Yu’os Ma’aqē'

MILTON MORINAGA
Chairman, GVB Board of Directors
The Guam Visitors Bureau (GVB), a 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.

**ADMINISTRATIVE HIGHLIGHTS**

In FY17, the Guam Visitors Bureau was honored to become the first tourism office to win the President’s “E” Award, the highest recognition any U.S. entity can receive for making a significant contribution to the expansion of U.S. exports. U.S. Secretary of Commerce Wilbur Ross presented the recognition to GVB at a ceremony in Washington, D.C., May 22, 2017.

“The Guam Visitors Bureau has demonstrated a sustained commitment to export expansion,” said Secretary Ross in his congratulatory letter to GVB announcing its selection as an award recipient. “The “E” Awards Committee was very impressed with GVB’s Tourism 2020 strategic plan development and engagement, which resulted in exceptional year-over-year growth in tourism to Guam. The organization’s innovative and broad-reaching program to capture larger segments of the Chinese tourism market was also particularly notable. GVB’s achievements have undoubtedly contributed to national export expansion efforts that support the U.S. economy and create American jobs.”

In 2017, Guam also celebrated 50 years of tourism, and the island has come a long way since the first Pan-Am jet landed with 199 Japanese travel agents and media. In FY17, Guam welcomed a record 1.56 million visitors, and in fact, FY15-FY17 were all recorded within the Top 10 banner years for visitor arrivals.

However, it will be a challenge to repeat this success in FY18 due to external forces that have slowed our growth. That being said, GVB is confident that with the continued support of the government and the travel industry, destination Guam will recover.

**RESEARCH**

GVB conducts the Tourism Economic Impact Study in order to measure the effects of tourism on our island. This TSA (Tourism Satellite Account) report provides valuable key performance indicators relative to visitor expenditures, government revenues and job creation. GVB used to conduct the study every five years, but this year’s information is so valuable that the study will now be updated annually. The latest 2016 report presents a direct correlation between tourism expenditures and overall visitor arrivals.

For FY2016, total tourism economy sales or the total impact of our visitors equated to around $1.8 billion, an 8.4% increase from FY2015. For that same time period, our visitor arrivals grew by 10.1%. The tourism industry directly contributed to 12.1% of the total island’s GDP at 0.9% growth over 2015’s 11.2% share.

The growth in tourism industry along with visitor spending supported around 21,100 jobs, an additional 650 jobs for our economy compared to 2015. In other words, tourism supports around 34% (in every 3 jobs) of all employment on Guam. The TSA report stated that visitor spending directly supported 100% of employment in hotel lodging, 50% of retail employment and about 42% of employment in the food and beverage industry. This equates to around $301 million in the form of labor income or the compensation to our workforce.

The last time the study was conducted back in 2015, tourism expenditures generated around $246 million in government revenue. As of 2016, those revenues grew by 5.69% to around $280M. With the revised arrivals projections and current supply of airline seat and rooms, GVB forecasts the FY18 Tourism Attraction Fund collections to be between $40-42 million, based on current information and trends.

In FY17, GVB also completed the Survey of Tourism Attitudes of Resident (STAR) report, which is designed to ascertain how the people of Guam feel about the tourism industry. The report was used to gain valuable insight regarding how residents view the tourism industry, and its impact on Guam’s economy, preservation of culture, environment and quality of life. The last STAR survey was conducted by GVB in 2010.

Among its highlights, the STAR survey noted increased favorability toward tourism, with 69% of residents believing that tourism has a positive impact on them and their families and Guam overall. Most residents that took the survey agreed that tourism creates many well-paying jobs. Based on information from the STAR survey, it was recommended that GVB focus more on traditions, history and food when promoting Guam’s culture to visitors, as well as arts and crafts for community sponsored events.

**MARKETING HIGHLIGHTS**

**Japan**

Japan’s total outbound travel was up approximately 4.5% in 2017 with 17.89 million Japanese overseas travelers. Top destinations for Japanese travelers included Korea, Taiwan, Hong Kong, Vietnam, and Hawaii. A significant factor contributing to Japan outbound travel is the country’s aggressive approach to inbound tourism, with over 24 million international visitors choosing to travel to Japan in 2016, accounting for a 21.8% year-on-year growth. Intense inbound Japan travel creates tremendous outbound travel opportunities for Japanese residents providing intense competition for destinations to capture the stable and valuable Japan outbound travel market.

Guam in the Japan market suffered from a severe loss in airline seat capacity beginning in 2012, where there were more than 1.3 million seats available on direct flights. Since then, Guam has experienced a steady decline of approximately -9% air seats every year. In 2016, there were 972,436 seats available to travel to Guam from Japan, but in 2017 only 860,747 seats existed in the market equating to a year-on-year -13% loss of direct access to our island destination. These figures exclude charter operations, which occur on a seasonal basis with Guam’s airline partners.

For FY17, GVB introduced a 2-year strategic plan to reverse the negative arrivals trend in the Japan market, with the primary initiative to develop additional air service. The airline charter incentive program was successful in encouraging travel agents to add extra flights, and the number of Guam charters almost doubled from 112 in CY16 to 196 in CY17. GVB also worked closely with existing carriers to support their sales and marketing efforts, while at the same time continued meeting with potential new carriers together with the Guam International Airport Authority (GIAA).

In FY2017, GVB focused on targeted sales efforts through education to travel industry professionals and working with online travel agents such as Expedia, Rakuten and DeNA to promote and sell Guam. The annual advertising strategy shifted to focus on online and digital channels providing a dynamic opportunity to shift targeting and messaging based on market conditions and product changes. GVB did not ignore traditional media such as TV, newspapers and magazine. Instead, the Japan marketing team identified the relaxed market conditions as the opportunity to gain exposure for Guam. Successes are noted in the regional parts of Fukuoka, Osaka, Nagoya and even Tokyo where Guam was featured in television programs, and travel-related print publications. GVB participated in 12 tradeshows, conducted 57 seminars about Guam, had 16 cooperative projects and executed 8 online promotions. These efforts garnered over $118 million in exposure for Guam throughout Japan.

Korea

South Korea’s total outbound travel increased to an amazing 26.5 million (+18.4%) in CY17. Considering that the country’s total population is 51.4 million, that means more than 50% of the population traveled overseas. To put this in perspective, Japan’s CY17 total outbound was 17.89 million with a population of 126 million.

Guam’s Korea Market ended Fiscal Year 2017 with record-breaking arrival numbers that dramatically increased to 2.69 million (+13.1%) in CY17. Considering that the country’s total population is 51.4 million, that means more than 50% of the population traveled overseas. To put this in perspective, Japan’s CY17 total outbound was 17.89 million with a population of 126 million.
Meetings, and PATA Travel Mart 2017
2017, PATA Executive Board Meeting, and the region, participating in the Guam remains active in the Pacific
activities, location filming, and FAM of the beautiful island among Koreans
increased to daily flights on October
On September 12, 2017, Air Seoul
Busan-Guam route to daily flights. On October 29,
also increased their Busan-Guam
route to daily flights. On October 17, 2017, Jin Air had also increased their
passed and gained nearly 16
impressions.
Hong Kong and Taiwan had also seen
a reduction in seat capacity with the
cessation of Hong Kong Express
LLC and suspension of Eva Air in
June 2017. GVB continued to support
partners in Hong Kong by participating in
the ITE MICE, which Guam received with
the “Most Romantic Holiday Award”. GVB showed its continued
commitment to the Taiwan market by
participating in major consumer shows
such as the Kaohsiung International
Travel Fair and Taipei International
Travel Fair where top level government
officials, including Governor Eddie
Calvo, took the opportunity to also meet
with the travel trade and airline partners in the market. This resulted in
China Airlines announce its
flights in FY2017. With the limited seat
capacity, arrivals decreased 11.8%
for the movie “Beautiful Accident.”
Huayi Media Group and United Airlines
cooperation with Fliggy. In addition,
island destination to build up strategic
collaboration along major highways,
and Hagatna and Tumon Bay beach
cleaning.
CAPITAL ASSETS AND LONG-TERM DEBT
The Bureau is not capital intensive and therefore, significant capital asset
activity did not occur in 2017, 2016 and 2015. Additionally, the Bureau has no
long-term borrowings. However, for additional information, please see
GVB’s full audit report at

OUTLOOK
Before the North Korea news event in
August, total arrivals for Guam were 5%
higher than 2016, with August
arrivals at -0.5%, still making it the
second best arrivals month in Guam’s
demand. However, the months following
August showed decreases of -12.4%
(Sept.), -7.4% (Oct.), -2.7% (Nov.), and
-2.3% (Dec.). Our major source markets
except Korea experienced serious declines in the months following August,
with Japan -30% for the 1st Quarter of FY18. Despite this,
the +23.1% increase in Korea arrivals
offset some of these decreases, and
1st Quarter FY18 finished at -3.9% YOY.
For FY18, based on current capacity
and trends, the GVB Research
Department forecasts visitor arrivals of
1.44 million (-7.6% YOY).

Two major considerations in arrival forecasts are seat capacity and hotel
inventory, as these are the main
supply factors. There have been both
positive and negative developments in
regard to flights to Guam. For
Japan, Delta suspended its twice-
daily service from Narita and Hong
Kong Express postponed its Nagoya
flight planned for October. Moreover,
United canceled direct service from
Sapporo and Sendai, and decreased
some capacity from Narita, Osaka
and Nagoya. On a positive note, GVB,
cooperating with DIARA, was able to
attract a second Narita departure
with Japan Airlines, which will start in
March 2018. Moreover, GVB continues
to incentivize travel agents to fly
carters, and are expecting 30,000 -
40,000 charter flight seats in FY18.

For the Korea market, Guam welcomed
Air Seoul in September, the sixth
Korean carrier to fly to the island. China
Airlines announced that it will
add a 5th frequency in March 2018
after Governor Calvo’s Taiwan trade
mission. This should offset some of
the seats lost with the suspension of
the Eva Air flights last June. United
recently announced the suspension of
the 2x a week Shanghai route, but
a majority of mainland China
visitors travel to Guam via Incheon airport.

While Guam has added many new
airlines in the last 7 years, the island
has not developed the additional room
inventory needed to reach the Tourism
2020 goal of 1.75 million visitors. GVB
thanks GEDA and the Legislature for
implementing the Special Hotel ID.

GVB anticipates FY18’s decline in arrivals can still be mitigated with increased
efforts in promoting Guam as a world-class resort destination of choice.
The volatile nature of the travel
industry only strengthens our belief
that we need to continue to invest into
our main economic driver, in order to
manage the sustainable and
sustainable growth for our island.
Tourism 2020

A world-class, first-tier resort destination of choice, offering a U.S. island paradise with stunning ocean vistas, for two million businesses and leisure visitors from across the region with accommodations and activities ranging from value to five-star luxury – all in a safe, clean, family-friendly environment set amidst a unique 4,000-year-old culture.
Guam welcomed its best October in visitor arrivals – 122,534 visitors
GVB launches Visit Guam 2017 campaign – The Year of Love
10th Guam Ko’ko’ Kids Fun Run celebrated October 29th
11th Guam Ko’ko’ Road Races celebrated October 30th

Best November in visitor arrivals recorded – 125,748
Guam won best booth design at 2016 Taipei International Travel Fair Nov. 4-7

5th Shop Guam e-Festival held December 1 – February 4
Holiday Illumination Light Park returned to Tumon December 10 – January 15
Calendar Year 2016 visitor arrivals reached new record – 1.53 million
SPORTS TOURISM – GRANTS
Guam Visitors Bureau worked with various local non-profit groups/organizations to develop and/or enhance local sports activities, programs and events that bring value, raise credibility and spread awareness about Guam’s sporting facilities, events and products.

In 2017, GVB proudly sponsored Smokin’ Wheels (Guam Racing Federation), Tour of Guam (Guam Cycling Federation), Dragon Boat Racing (Guam ACES, inc), Cocos Crossing (Guam Cocos Crossing) and Guam Futures Tennis Tournament (Guam National Tennis Federation).

EVENT SPONSORSHIP & EVENT SUPPORT
UNITED GUAM MARATHON
2017 kicked off the first year of United Airlines’ title sponsorship of the former Guam International Marathon.

4,335 runners with 812 full marathon runners, 1,044 half-marathon runners, 1,092 10K participants and 1,387 5K participants making the 2017 United Guam Marathon event the largest turnout of international visitors for Guam.

Runners from around the world – Australia, Canada, China, Czech Republic, Estonia, Finland, Germany, Hong Kong, Japan, Macao, New Zealand, Russia, Serbia, Singapore, South Korea, the Philippines and Palau enjoyed Guam’s biggest marathon event held each year in April.

Top Marathon Overall winners
Male
1: Hiroki Nakajima (2:30:33)
Female
1: Ryu Sungwha (3:01:54)

Top Half-Marathon Overall winners
Male
1: Shun Gorotani (1:09:17)
Female
1: Maria Yano (1:22:29)

Top 10K Overall winners
Male
1: Rui Yamagishi (0:33:23)
Female
1: Yumika Sugahara (0:44:03)

Top 5K Overall winners
Male
1: Masafumi Fukase (0:17:37)
Female
1: Tomoe Yokoyama (0:21:03)

GUAM BBQ BLOCK PARTY
The Guam Visitors Bureau annual Fourth of July themed Guam BBQ Block Party was back by popular demand in 2017. Partnered with the Micronesian Chefs Association and Tumon Pleasure Island Group, the highly attended event featured live art displays, live-music, Hot Diggety Dog Hot Dog eating competition and Guam’s Champion Grilling Competition.

Securing the top spot as Guam’s Grill Champion was Master Chef Peter Duenas.

Fun Facts

JAN 2017
14 EVENTS EXECUTED
29th Guam Micronesia Island Fair
Guam BBQ Block Party
Guam Ko’ko’ Half Marathon 10K and 5K
Guam Ko’ko’ Kids Fun Run
Guam Live International Music Festival
New Year’s Eve Fireworks
United Guam Marathon

16 17

GVB SIGNATURE EVENTS
• Guam Live International Music Festival
• Guam BBQ Block Party
• United Guam Marathon
• Guam Ko’ko’ Half Marathon 10K and 5K
• Guam Ko’ko’ Kids Fun Run
• New Year’s Eve Fireworks
• 29th Guam Micronesia Island Fair

GVB SPONSORED EVENTS
• World Food Championships
• 14th Annual Guam Amateur Golf Championship
• GAX Pow Wow Art Exhibit
• Department of Agriculture Kids Fishing Derby
• LGBT Guam Pride 2017 Festival
• Marianas Open Jiu Jitsu Tournament
• Payless 5K Kick the Fat Run
• 2017 Rick’s Reef Classic Surf Competition
• Royce Gracie & Mugsy Bogues Anti Bully Campaign
• TrenchFest Sponsorship
• Asia Rugby Council Meeting/Seminar
• Department of Agriculture 6th Annual Pig Hunting Derby
• Konqer Obstacle Course Run
• Upshift Entertainment Events
Cultural and Heritage Committee (CHC)

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 Cultural and Heritage division offers opportunities for on island projects that are coordinated by other organizations or government agencies. It awards qualified individuals, companies, or organizations with grant/sponsorship money related to promoting and perpetuating the Chamorro Culture.

SUPPORTED ORGANIZATIONS AND EVENTS:
- American Cancer Society – Plane Pull
- Chamorro Optimist Club – Cultural Workshops
- DFS Guam – Chamorro Month Activities
- Guam Arts Exhibit – GAX
- Guam Cancer Care – Plane Pull
- Guam Department of Education – Sibilrasion Guput Chamorro 2017
- Guam Nikkei Association – 3rd Annual Guam Lantern
- Guam Society of America, Inc. – Capitol Hill Reception Liberation of Guam
- Guam War Survivors Memorial Foundation – Sentimental Journey 2
- Guam Women’s Chamber of Commerce – Hightide Women’s Summit
- Guma Imahe – Annual Recital
- Japan Club of Guam – Japan Autumn Festival
- MagPro Awards
- Mayors Council of Guam – Senior Citizens Month
- Micronesia Chefs Association – Mails To Fan Chees
- Payu’Ta – 7th Non Profit Congress
- PBS Guam – Liberation Day Live Broadcast
- PBS Guam – Kids Breakfast Summer Festival
- Sanctuary, Inc. – 21st Annual Too Cool To Do Drugs
- Sanctuary, Inc. – 7th Annual Youth Fest
- Sheraton Guam – Invest Guam Symposium
- Sinajana Municipal Planning Council – St. Jude Thaddeus Festes Activities
- Soroptimist – Earrings for Erica Valentine
- St. Francis School – Kashiwa Sister City Cultural Exchange
- Ultao – Canoe Festival
- US Explorer & Study, Inc. – WWII Peace Memorial Service
- Valley of the Latte – River Festival

U.S. & 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 70 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. The dance academy also expanded in Taiwan to help foster not only cultural exchange between Taiwanese and Chamorro people, but promoting travel between our two countries.

Meanwhile, the Bureau continues to work closely with various active stateside Chamorro dance group with the US-Guam Chamorro Dance Academy, which launched in California and Washington.

TOURISM WORKS CAMPAIGN

The Tourism Works campaign continues to play a key role in educating our local community on the importance of tourism and how it affects their everyday lives. In 2017, the Guam Visitors Bureau shaped an extensive marketing campaign ranging from a weekly newspaper column, weekly tourism profile television feature, television and radio commercials engaging contests and community outreach program through a “tourism talk tour.”

HÅFA ADAI PLEDGE PROGRAM

The Håfa Adai Pledge program continues to be the cornerstone of the Guam Visitors Bureau’s local branding efforts. For 2017, Håfa Adai Pledge welcomed 114 new members from various local business, organizations and individuals with a total of 752 members; representing over 34,000 individuals. Ceremony signings were amplified with interactive and engaging activities such as an underwater signing with Guam Seawalker and a live magical ceremony with Red Door Productions – Encore. The program continues to be at the forefront of the community.
Tourism Industry Relations

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

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.

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 Tasi & Guåhto Chamorro, Mangilao’s Dona Festival and Tamuning’s Lai±che Festival.

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

Tour Guide Certification
GVB monitors tour guides and tour sites throughout Guam. GVB, in partnership with the Guam Community College has updated the certification program and offers the certification course quarterly and can support a larger number of applicants. The curriculum is now equipped with links and other resources that will ensure tour guides are disseminating accurate information on their tours.

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 September 2018.

Visitor Safety Officer Program
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.

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.

Destination Management
During FY17, GVB contributed to the efforts of island beautification, capital improvement and visitor attraction. GVB attained its goals through maintenance and beautification projects that included:

Annual Holiday Illumination
GVB successfully featured a Christmas Village across GVB in Tumon in FY17 attracting thousands during the holiday season.

Beach Cleaning Maintenance covers Hagåtña Bay (from Onward to Shell Gas Station across) and Tumon Bay (from Hilton to Gun Beach). Scope of work includes mechanical & manual beach raking, trash collection, tree trimming of trees and ground cover.

Bus Shelters
State-of-the-art bus shelters were designed for the following locations: GVB, PIC, PIC across, Fountain Plaza, Holiday Resort, Pacific Bay Churrasc, Kracked Egg, across Pacific, Westin Hotel, Lorraine Hotel, and Sandcastle. The features at each bus stop include solar-powered lights, GVB Event Board, Map Pylons and trash receptacles.

Island Road Maintenance covers Rt. 1 (from Andersen Air Force Base Gate to Naval Station Gate), Rt. 4 (from Rt. 1-Chalan Laman, Inarajan) and Rt. 34 (Two Lovers Point). It also included Rt. 2 Agat junction to Cetti Bay. Scope of work includes trash collection, grass cutting, scraping, edging and trimming.

Streetlight Repairs
A total of 325 streetlights are now fully operational with more energy efficient LED light fixtures, including the replacement of panel boxes, conduits, and missing poles.

Tumon Landscaping Maintenance covers Tumon from Bishop Flores Rotunda to Lorraine Hotel, including JFK & Westin Hills. Scope of work includes tree & shrub trimming, grass cutting, sweeping/blowing of sidewalks, and trash collection along sidewalks, including bus shelters.

Legend

ROADWAY
NORTHERN DISTRICT
SOUTHERN DISTRICT
RT. NUMBER
FY2017 MILESTONES - SECOND QUARTER

JANUARY 2017

- New Year’s Eve fireworks
- GVB & TripAdvisor team up to host industry seminar
- New members elected to serve in GVB Board of Directors
- Best January in visitor arrivals recorded – 136,029

FEBRUARY 2017

- Second best February in visitor arrivals recorded – 133,440

MARCH 2017

- 700th Håfa Adai Pledge signing held at Amot Farm Inc.
- Best March in visitor arrivals recorded – 140,662

2017 AWARDS

- Korean Professional Baseball Players and Women Golfers December 11, 2017
  Appreciation Plaque
- 2017 Taipei International Travel Fair
  October 27-30, 2017
  Best ITF Theme Award
- The 31st International Travel Fair
  New Travel Routes Contest 2017
  Most Romantic Holiday
- 24th PTAA Travel Tour Expo
  (Manila, Philippines) February 2017
  Best Booth Performance
- Quezon City Travel Agencies Association Inc. (QCTAA)
  Appreciation Plaque
- PATA Micronesia Chapter
  September 2017
  Award of Excellence
- 2016 Shop Guam e-Festival (Macao, China)
  October 3, 2017
  PATA Gold Award
- XXI Pacific International Tourism Expo
  May 19-21, 2017
  2nd Place Best Booth Award
- Washington D.C. May 22, 2017
  President’s “E” Award for Export Service
- 2017 Sanya Global Wedding & Honeymoon Island Forum July 2017
  Best Wedding & Honeymoon Destination
SMART GOALS
1. Aggressive online advertising to reach online travel agents (OTAs) and free independent travelers (FITs)
2. MICE/Group incentive plan
3. Achieve 120,000 group/MICE arrivals
4. Increase SNS presence
5. Improve communications with the Guam International Airport Authority for better airline marketing program
6. Achieve 135 charter flights in FY2017
7. Introduce Guam repeater campaign
8. Work closely with Destination Management to improve Guam image

HIGHLIGHTS
• In July 2017, the overall number of Japanese overseas travelers was 1,482,000 which is a 3.2% increase on a year-on-year basis (preliminary figures). The total for the first seven months of 2017 was 9,094,700 (+6%).
• The average of total overseas travel expenditures per person per trip is estimated at JPY238,000, which is JPY20,000 lower than that for the previous year. This is attributed to the large number of travelers who chose short-haul and lower-priced destinations such as China and South Korea.
• The Ministry of Land, Infrastructure, Transport and Tourism (MLIT) is promoting the expansion of bilateral international exchange with the goal of increasing the number of outbound Japanese travelers to 20 million by the year 2020. To achieve this goal, the Japan Association of Travel Agents (JATA) is working to generate and promote demand for overseas travel with the Visit World campaign in cooperation with various tourism partners and government agencies.
• According to the AB-road survey, taking a longer vacation, appreciation of the yen and friends’ stories have become stronger motivation factors than last year for overseas travel. Travel purposes such as walking in a town/city and escaping from daily life increased from last year and there were fewer responses of shopping, visiting tourist and historic spots, spa/massage and cultural experiences.
• The number of international visitors to Japan was up 21.8% on a year-on-year basis to record-high 24,039,000 in 2016, marking the first year of inbound tourists over 20 million. There is now a goal of increasing the number of international visitors to Japan to 40 million by the year 2020. Due to this surge in the inbound travel market, when airlines with two-way routings have vacant seats when returning to their home countries (e.g., Taiwan, Korean, HK), they can sell the available seats at much lower fares.
• Arrival numbers have decreased since 2012. This reduction can also be attributed to the decline in air seat capacity which has also decreased by 9-10% each year. Other notable contributing factors to the decline in arrivals include the depreciation of Japanese yen, uncertainty for overseas travel stemming from terrorism, security and foreign affairs, and the increase of Guam tour prices by about 20% due to increased air fare and hotel rates.

Air Service Development
To meet market demands, GVB developed a charter flight incentive program in partnership with the Guam International Airport Authority. This program resulted in the achievement of nearly 200 charter flights equating to more than 33,000 air seats minimizing the loss of direct air service.

Advertisements
This year, GVB Japan market shifted to online digital advertisement instead of television and newspaper ads. The number of page views, clicks and the click-through-rate (CTR) surpassed market expectations.

PR
New challenges in the PR field this year were tie ins with local media for the cities/prefectures with direct service to Guam. Two local TV programs covered Guam for the United Airlines 30th anniversary of the Fukuoka-Guam flight just after airing “Dosanko Wide,” the most popular local TV program in Hokkaido. Immediately after airing, about sixty bookings to Guam were made.

Owmedia
GVB Japan (GVBJ) launched its social networking sites with profiles on Instagram, Facebook, and Twitter. Online promotions for campaigns such as the 50th anniversary of the first flight between Japan and Guam helped boost following and engagement.

Sales
During FY2017, GVBJ limited the number of presentations and seminars and devoted more time to sales calls to hear travel agencies’ opinions, needs and requests in order to invest their budget more efficiently into each client based on current market conditions. For FY2018, more strategical support is needed from travel agencies and regional areas.

GVBJ started working more closely with online travel agents (OTAs) such as Expedia, Rakuten and DoNA.
Taiwan Market

SMART GOALS
1. Increase Taiwanese Arrivals by 7% in low season (Mar – May / Sep – Nov), targeting the senior and wedding groups who competitively are high spending targets
2. Increase Guam’s share of voice (SOV) on news by 10%
3. Increase Guam’s social influences on Social Media networks
4. Develop the M.I.C.E. Market
5. Develop mobile marketing tactics

HIGHLIGHTS
Taiwan arrival performance experienced a gradual decline. Eva Air suspended its direct service indefinitely on June 7, 2017 due to internal corporate issues. China Airlines now is the only sole carrier with direct service between Taiwan and Guam.

Remarkable progress made:
Created new market opportunities through co-ops (Estée, Misun, iRobot)
Explored new market segments and maintained relationships to grow the M.I.C.E. market
Conducted quality media exposure by hosting major Fam tours. Guam received media exposure from social media platforms, media, news, media, sports media that gave Guam a lot more exposure than what was expected.

More efforts for broader direct connection with consumers were accomplished through participation at exhibitions and events as well as through social media platforms as FB and Instagram that established more direct connection.

In response to Eva Air’s unexpected flight suspension, GVB Taiwan has been working to readjust its market position into a high-end travel destination. This repositioning aim at targeting top corporate levels for MICE tours, shopaholics, golfers, etc., and will leverage traffic by cooperating with media that covers tourism news. Concurrently, GVB will continue networking and make courtesy visits to potential trade partners, relative corporations, and organizations to stimulate future MICE tours and Guam charter flights.

For consumer activity, GVB Korea co-op with Sony Korea invited 10 best photographers to Guam to take the best photos and video. GVB Korea held an exhibition at Time Square Mall to present the beautiful outputs and promotional collaterals. Moreover, GVB Korea continued promotion of Guam through participation in some of Korea’s top consumer and trade shows, including the Mode Tour Travel Fair (1,404 Guam packages sold), the Hana Tour International Travel Show (2,187 Guam packages sold) and Korea World Travel Fair (KOTFA).

Korea Market

SMART GOALS
1. Increase Korean Arrivals by 15.7% from 475,000 to 550,000
2. Develop New Niche Market: MICE & Sports
3. Host small & large scale of travel education seminar
4. Host various theme of FAM tour inviting key travel trade partners and media
5. Sales Contest with Airlines (Conduct up to 2 times of sales contest promotion with airlines)
6. Digital & Social Media (Optimize communication with potential customers through SNS channels and increase a number of fans & followers)

HIGHLIGHTS
In December 2016, GVB welcomed Hafa Millionth 500,000 Korean visitors. The number of Korean arrivals is rapidly increasing as a record for fiscal year of Korean arrivals for FY2017 is 649,428. The market share during the calendar year was dramatically increased by 25% from 519,430 (Jan-Sep) in 2016 to 649,428 (Jan-Sep) in 2017.

The increased airline seat capacities and new airlift service allowed to bring more Korean visitors. Jeju Air started offering Busan-Guam flights on a daily basis from November 2016 and they increased Incheon-Guam flights to thrice (3x) daily basis from July 4, 2017. In addition, Jin Air changed the aircraft from B736 (189 seats) to B772 (300 seats) from April that contributed to the increased arrivals. Also, Jin Air will increase Busan-Guam flights on a daily basis from the October 28, 2017. Air Seoul is newly launching Incheon-Guam flights with a frequency of six (6) times per week from September 12 with additional seats of approximately 56,000 per year. GVB supported Air Seoul inaugural ceremony at the Guam International Airport on September 13, and hosted major travel agencies’ CEO & team leader fam tour by providing in transportation and dinner reception.

The breaking record arrival and succeed performance is attributed to focused efforts and aggressive activity development in travel trade across the country to attract Korean visitors to Guam as well as to raise awareness of the beautiful island among Koreans through targeted media campaigns, travel trade co-op, consumers activities, location filming, and FAM tours. In FY2017, GVB Korea had 90 cooperative projects including TV home shopping, social commerce promotions, billboard advertisement, and incentive support programs, etc.

Moreover, GVB Korea sponsored famous Korean TV programs, ‘Flaming Youth’ which is a reality show pairs up the celebrities to feature their daily life story. The film location was Guam to introduce the island as a prime destination for couples, honeymooners, and friends. It was broadcasted through one of the major public broadcasting stations, SBS on December 6, 13, and 20, 2016 with $56,997,316.00 return on investment. Also, a MBC drama ‘A man who sets a table’ was filmed on Guam to expose the island of Guam with $62,788,800.00 PR value.

Specially, this year, GVB Korea appointed a very popular and recognized celebrity Song, So Young as ‘Chef’ and dinner reception. The ambassador’s photo and promo video was filmed on Guam and hosted major travel agencies’ CEO & team leader fam tour by providing in transportation and dinner reception.

For consumer activity, GVB Korea co-op with Sony Korea invited 10 best photographers to Guam to take the best photos and video. GVB Korea held an exhibition at Time Square Mall to present the beautiful outputs and promotional collaterals. Moreover, GVB Korea held Guam Food Festival at Grand Hyatt Seoul for 5 days to increase awareness of Guam’s food & culture among Korean potential consumers. It was a great opportunity to expose the culture of Guam and the event has exposed through various media outlets. The cultural performances were also provided with Miss Guam. In relation to this, GVB Korea, co-op with Hana Tour, invited a celebrity chef to Guam, to show food-themed tour product for potential customers who want different travel. This was able to promote and attract more Korean visitors in time for one of the signature events, Guam BBQ Block Party.
HIGHLIGHTS
In FY2017, Guam Visitors Bureau (GVB) China office has worked closely with airlines, travel trade partners as well as media, to encourage the China visitor arrivals to reach 23,169 pax. GVB China office hosted the 2017 GVB China Sales Mission, which attracted 19 Guam Local Industry partners to attend. The Sales Mission provided a good platform for Guam stakeholders in developing their business and network in four China major markets: Beijing, Shanghai, Guangzhou, and Hangzhou. Also around 400 travel agents and 45 media participated in the Sales Mission, harvesting more knowledge and business opportunities in the tourism of Guam.

GVB head office signed a Memorandum of Understanding with the number one e-commerce travel platform Fliggy of Alibaba group, making Guam the first U. S. destination trade partners as well as media, to facilitate business by Conducting Stakeholder Engagement: During Stakeholder Engagement: During online campaign with Fliggy, the exposure of United Airlines and 9 Guam Local Industry partners reached 619,000,000 impressions. As part of the Sales Mission, with participation of 19 Guam local industry partners, 400 travel agents and 45 media. The bureau conducted several co-op activities including a co-op campaign with Fliggy, the exposure of United Airlines and 9 Guam Local Industry partners reached 619,000,000 impressions.

To further promote summer vacation and strengthen Guam brand as perfect destination for family, China office co-branded with leading movie studio Huayi Media Group, and United Airlines, 5 key travel agents, 9 Guam Local Industry Partners, reaching a total impression of 712,000,000 and the sales of Guam products increased by 180% on Fliggy.

HIGHLIGHTS
Overall total number of arrivals from Russia for FY2017 was 3,151, a 26.6 % increase compared to FY2016. Economic situation in Russia improved and Russian citizens started to get used to expensive currency. Awareness of Guam in the European part of Russia increased through continuous targeted advertisements.

GVV continued promotions in the European part of Russia as well as the Far East of Russia as a primary market. The main reason of active promotion of Guam in the European part of Russia was still the amount of high income travelers and their desire to find new destinations for vacation. Advertising campaigns were developed to promote Guam in the European part of Russia. The focus on online and digital promotion was strengthened.

The Bureau participated in travel exhibitions such as MITT in Moscow and PITE in Vladivostok. The Guam booth at the PITE took 2nd place for Best Booth award showcasing Guam’s Year of Love campaign.

In FY2017, GVB tried a new format of communication with media - a press brunch workshop which was held in Moscow prior to MITT on March 12. The event gathered representatives of the biggest media in Russia as well as the most popular bloggers. Additionally, GVB Russia actively participated in Workshops for travel professionals in April 2017 for the Siberian market in Novosibirsk, Irkutsk and Yakutsk. It was the first time when Yakutsk was added to the list of Siberian cities for conducting workshops. For the first time participation in the workshop was indirect.

In relation to social media, GVB was tasked to monitor and maintain the GVB Russia Facebook fan page, vk.com fan page, ok.ru fan page as well as the GVB Russia website. In FY2017 accounts in Instagram and Youtube were created. Social media campaigns on Facebook and Instagram were conducted on a regular basis. For FY2018 it is recommended to continue to actively promote Guam in Instagram. The Bureau conducted several co-op activities including a co-op campaign with Vladivostok Ice Marathon, 8 channel, and Korean Air. It was very important to conduct co-op activities in period of economic instability because it enabled to support relationships with existing partners (like Korean Air) and establish new relationships which will be important for future campaigns and activities. These activities offer the possibility to cover specific target audience which might be interested in particular events on Guam make continue networking and make courtesy visits to potential trade partners, relative corporates, and organizations to stimulate future MICUTours and Guam charter flights.

SMART GOALS
1. Achieve at least 3,000 Russian visitors to Guam in FY2017 through engagement with TAs, airlines, corporate partners, and key media.
2. Participate in at least three (3) exhibitions: Moscow International Travel Tourism Exhibition (MITT), Pacific International Tourism Expo (PITE) and another travel expo.
3. Conduct at least three (3) Guam Product Update Workshops for TAs: Far East of Russia, Siberia and Moscow.
4. Increase Guam awareness in the Far East of Russia, Siberia and Moscow through continued advertising and through GVB Russia’s social media outlets.
5. Increase GVB Russia’s social networking reach and develop independent online campaigns to promote on island annual signature events and engage followers.

SMART GOALS
1. Strengthen Awareness of Guam among the Travel Trades: In 2017 GVB China Sales Mission, with participation of 19 Guam local industry partners, 400 travel agents and 45 media.
2. Increase Identification of Guam among the consumer market: Three (3) Travel Bloggers, 1 print media, 1 filming team of Guangzhou TV, as well as 1 agent specializing on overseas marathon. Organized media interviews and media gathering to promote the theme “Year of Love”.
3. Help Stakeholders Facilitate Business by Conducting Stakeholder Engagement: During online campaign with Fliggy, the exposure of United Airlines and 9 Guam Local Industry partners reached 619,000,000 impressions.

HIGHLIGHTS
In FY2017, Guam Visitors Bureau (GVB) China office has worked closely with airlines, travel trade partners as well as media, to encourage the China visitor arrivals to reach 23,189 pax. GVB China office hosted the 2017 GVB China Sales Mission, which attracted 19 Guam Local Industry partners to attend. The Sales Mission provided a good platform for Guam stakeholders in developing their business and network in four China major markets: Beijing, Shanghai, Guangzhou, and Hangzhou. Also around 400 travel agents and 45 media participated in the Sales Mission, harvesting more knowledge and business opportunities in the tourism of Guam.

GVB head office signed a Memorandum of Understanding with the number one e-commerce travel platform Fliggy of Alibaba group, making Guam the first U. S. destination
**At a Glance**

**North America Market**

**SMART GOALS**

1. Increase arrivals to 80,000, a 4.2% increase over FY2016 arrival goal of 76,727.
2. Develop the following: (a) Guam’s reputation as a prominent tourist destination with reliable local tour operators - market them on U.S. based online travel agent platforms; (b) solid working relationships with at least 5 new travel wholesalers, dive wholesalers, and MICE buyers to sell Guam products; and (c) trade relationships via PATA Chapters within North America.
3. Develop engagement with traditional and new media to feature Guam, enhance media exposure to high-end travel publications targeting affluent travelers, and engage local-level news agencies, cultural tourism and special travel interest media.
4. Generate $300,000 media value, increase Guam’s presence on Facebook - reach 25,000 fans on ‘GVB Visit USA’, and reach 500 travel trade followers on GVB USA LinkedIn page by year-end.

**Highlights**

Fiscal Year 2017 was a stand out year that saw arrivals from North America increasing slightly compared to FY2016 figures.

The Guam Visitors Bureau (GVB) increased its presence in the travel trade arena through its participation in major travel trade shows like USTA’s IPW, DEMA Show, Scuba Show, and also continued expanding into the MICE and LGBT markets through participation in IMEX America and IG LA Travel Show.

As a result of its participation in these major travel shows, GVB has developed great relations with wholesalers and reputable media representatives.

Topping the highlights for FY2017 was GVB receiving the President’s “E” Award in Washington, D.C., in May 22, 2017. U.S. Secretary of Commerce, Wilbur Ross, presented the award to GVB for demonstrating a sustained commitment to export expansion. The President’s “E” Award is the highest recognition any U.S. entity can receive for making a significant contribution to the expansion of U.S. exports.

**Philippines Market**

**SMART GOALS**

1. Achieve at least 28,000 Filipino visitors to Guam through engagement with Travel Agents (TA), airlines, corporate partners, and key players in Philippine media.
2. Participate in at least two (2) exhibitions throughout the year: Philippines Travel Agents Association (PTAA), Travel Tour Expo (TTX) & Travel Madness Expo (TME).
3. Conduct at least three (3) Guam Product Update Workshops for TAs: Metro Manila, Cebu and another in a province.
4. Establish close working relationship with United Airlines, Philippine Airlines, Cebu Pacific and travel agents to promote Guam through co-op activities, both online and offline.
5. Increase GVB Philippines’ social networking reach and develop independent online campaigns to promote on island annual signature events and engage followers.

**Highlights**

Overall, visitor arrival from the Philippines exceeded FY2016, ending the year with 19,818, 6% increase compared to FY2016. GVB Philippines continued to strengthen Guam’s brand position to Filipino travelers, forged new trade and media partnerships, increased awareness of GVB signature events and engaged trade partners in promoting Guam.

On Cebu Pacific Air’s (Ceb) first year, visitor arrivals from the Philippines increased tremendously partially due to the increase of their five-month lead time for promotion prior to launch. On its first five-month co-op campaign that would attract travelers to go to Guam. Alongside, we also reached out to United Airlines and Philippine Airlines (PAL) to work collectively to support promotions such as the PAL product updates in March as well as support for United Airlines’ 35th Anniversary route of Manila-Guam in July. In terms of trade shows, Guam participated in the Annual PTAA Travel Tour Expo, the largest travel trade show in December.

GVB continued to promote Guam through trade product updates, regular sales calls, airline partnerships, travel and media familiarization tours, collaboration with media and influencers, and participation in the biggest travel shows in the country. GVB also utilized the Key Platinum Services of the US Commercial Services to reach the right market for each promotion. Additionally, we will continue to position Guam as the nearest US destination to the Philippines and capture the on-trend shopping as the most popular activity for Filipino visitors to Guam. We will continue to support MICE planners who offer Guam to their corporate clients, create marketing activities that will target the existing US visa holders as well as the more affluent Filipino travelers, and continue to engage with our stakeholders to offer very attractive deals.
SMART GOALS
1. Increase arrivals to 10,000 pax over FY2017, via joint promotion with travel agents and airlines especially during Guam’s low season.
2. Increase Guam’s general awareness and market visibility both online and off-line by 20% over FY2017.
3. Increase Guam Wedding traveler by 5%, and increase Wedding promoters who are promoting Guam wedding market by 40% over FY2017.
4. Increase Guam adventure (surf, dive, hike) traveler by 15%, and have 5 adventure travel media promoters actively promoting Guam as an adventure travel destination over FY2017.

HIGHLIGHTS
FY2017 has seen several exciting and complex challenges throughout the year. The most exciting then most disappointing was the introduction (December 15, 2016) then cessation (June 27, 2017) of the Hong Kong Express LCC carrier that provided direct flights to Guam. While this opportunity was short-lived, GVBHK learned a great deal about the FIT traveler and saw there was a large portion of young families and young couples that traveled to Guam for their first taste of America and that there was a distinct price point at which these travelers were attracted. This information has and will be valuable in formulating future marketing campaigns and strategies for both brand awareness and direct sales of Guam holidays.

GVB Hong Kong ran several joint promotions with leading travel agencies in the city. Each of these joint promotions was well run and achieved good market acceptance.

Overall, the team has worked well on delivering the difficult job of cutting through the crowded Hong Kong media storm to deliver the marketing message for Guam, that can equally. This makes getting cut through with our marketing message very important, adding of these joint promotions was well run and achieved good market acceptance. GVBHK now has 4 platforms via Facebook, Youtube, LinkedIn and Instagram.

Hong Kong is a unique market as we compete with both short haul and long haul markets equally. This makes getting cut through with our marketing message very important, adding value in formulating future marketing campaigns and strategies for both brand awareness and direct sales of Guam holidays.

SMART GOALS
1. Increase arrivals to 10% via enhanced travel and awareness to and within Guam and the Micronesia region to include Australia and Europe.
2. Expand and diversify market segments (to include Australia and Europe) via efforts to market Guam as a world-class diving destination and align our activities/programs with Guam’s 2020 Tourism Plan.
3. Continue PATA Micronesia Chapter’s involvement within the Micronesia region and with PATA International as well as promote GVB’s signature events throughout the year.
4. Continue relationships with industry members, leverage potential business networking opportunities, and maintain travel trade relations in marketing Guam, Micronesia, Australia and Europe.
5. Promote and actively engage Guam and the Micronesia region via Social Media Marketing platforms.
6. Develop and integrate campaigns to brand Guam and Micronesia via MicronesiaTour.com and GVB’s website.

HIGHLIGHTS
GVB participated in major events throughout FY2017 attributing to remarkable progress for Guam and the region - ITB Asia 2016, PATA Annual Summit 2017, PATA Travel Mart 2017 & PATA Executive Board Meeting, and PATA Micronesia Chapter Tri-Annual Meetings. During the course of ITB Asia’s 3-day period, GVB engaged in more than 40 pre-scheduled business appointments with travel trade representatives from Guam’s tourism source markets of Japan, Korea, China, Russia and the Philippines, and also from markets like Singapore and Malaysia. ITB attendees showed great interest and the Guam booth received more than 30 walk-in appointments from travel trade in our tourism source markets as well as further interest from countries of Singapore, Malaysia, India and Europe. The travel trade represented all aspects of the visitor industry including FIT, group travel, and MICE.

GVB remained active in the Pacific Market and as a member of the Pacific Asia Travel Association (PATA) and the PATA Micronesia Chapter, GVB attended several key events in the Asia Pacific region, such as the PATA Executive Board Meetings in Bangkok, the PATA Annual Summit and PATA Travel Mart, GVB currently has two (2) seats on the PATA Executive Board occupied by GVB President & CEO, Jon Nathan Denight and Director of Global Marketing, Pilar Laguaña.

Major highlights in the Pacific Market include GVB winning the PATA Gold Award for the Shop Guam e-Festival Campaign in the Marketing Media-Mobile Travel Application category. There were a total of 220 submissions from 77 organizations and individuals around the world. The award was presented at the 2017 PATA Travel Mart in Macao during the PATA Gold Awards Luncheon.

Lastly, through the PATA Micronesia Chapter’s website and mobile application, the region is able to stay up-to-date on current events as well as provide information about their local events to share with incoming visitors and other island communities. Updates were made to the MicronesiaTour.com website to make it more user-friendly, including separating Chapter information via the creation of a separate site to host Chapter-related information.
2017 was a year of change in Guam tourism, from the geopolitical turmoil to the emergence of new source markets, Guam Visitors Bureau continues to invest in smarter digital strategy and more programmatic advertising technology. GVB developed a new Digital 360 benchmark, combined essential digital metrics of social, web, mobile, paid ads and online user sentiments. The improved analytic system gives GVB management more profound insights into global digital marketing performance across platforms. It also provides a scientific measurement to quantify the online visitor reviews about Guam with a net promoter score.

The Digital 360 system allows us to keep track of online exposures across markets. In 2017, GVB team generated a total of 1.24 billion digital impressions via paid digital advertising, 41 million key opinion leader post impressions, 1.62 million digital clicks and 1.24 million campaign page visits. More importantly, the advertising effort resulted in more than 12,121 online travel booking and 87,000 conversions. GVB also continues to grow its organic digital reach.

In 2017, GVB initiated two innovative digital media partnerships with TripAdvisor and Google. The TripAdvisor program started with a series of destination training. GVB invited TripAdvisor experts to Guam and conducted three different workshops to teach Guam businesses how to leverage the world’s largest travel review sites for managing the online reputation, responding to traveler feedback, complaints and upselling products and offerings. GVB also started a pilot project with TripAdvisor to develop a premium destination page for Guam. Later in 2017, GVB also began a partnership discussion with Google’s Brand Accelerator Program from New York City. The Google team worked with GVB on a year-round strategy by leveraging all of its advertising technologies to help GVB promote InstaGuam campaign in 2018.

SOCIAL MEDIA IN REVIEW
In 2017, GVB increased its total social media following to 506,887, a 30% increase from 2016. There were also a total of 1.38 million website visitors to GVB’s global website and together, with over 2.49 million web page views. From our social media monitoring, GVB identified more than 25,700 international visitors who passionately promote Guam, and recommend the destination to their online peers.

SHOP GUAM E-FESTIVAL
Shop Guam e-Festival is another significant program in the year. The total mobile APP screen views in 2017 reached 2.2 million, up by 186% from 2016. The average user engagement on the APP also went up by 34% to 28.4 average screen per session. Finally, the average time spent on the APP also went up by 114% to 7:69 average session duration. The success of Shop Guam e-Festival mobile APP also won the 2017 PATA Gold Award for Marketing Media – Mobile Travel Application category.

A bright digital mobile future ... Importantly online tools will be fully responsive and take full advantage of the latest mobile trends.

• With a ‘mobile-first’ philosophy, the bureau will take full advantage of how current and future travelers research destinations, make decisions and ultimately book their trips.
• Fully responsive online tools will be made readily available for the industry’s stakeholders, partners and the bureau’s membership-at-large.
• Recently forged partnerships with Google and TripAdvisor will further solidify our efforts in improving and promoting our beautiful destination.

Like the year before, mobile APPS played an important role for the 2017 Guam Micronesia Island Fair and the Shop Guam e-Festival, 2017, two of the bureau’s signature events. Responsive ‘mini-sites’ and targeted event ‘landing pages’ was also a part of the various digital tools the bureau used for the year’s events and campaigns. April’s SMS Croman II event featured a responsive micro-site that served the events schedules, participants, photos and related information. The microsite remains online as an archive of the historic event and can still be viewed today.

The end of 2017 set the stage for the strategy and initial planning of the highly anticipated global websites redesign. Each source market will be managing new responsive websites as part of a FY2018 digital initiative. With a ‘mobile-first’ approach, the new sites will include fully responsive designs served via secure HTTPS Domains that will render seamlessly on desktops, tablets and smartphones alike. Some of the benefits of advancing to responsive design include faster load times, better focus on relevant and desired content as well as unlocking new capabilities like location detection (Geo Triggers). Responsive design will also bring higher ranking among the search engines.

Other key components in the site redesigns involve User Generated Content (UGC) and richer blog sections. The new responsive sites will be built and managed with the latest CMS (Content Management System), a more dynamic and robust upgrade from the prior release. The new CMS will allow for ‘real-time feedback’ page-editing, making page-creating and editing faster and more efficient then ever before. Another improvement features the Responsive Compatibility Module, an intuitive toggle allowing the editors the ability to view their pages as they’ll appear at all the major breakpoints (desktop, tablet and mobile) while editing.

A new, powerful and responsive Member/ Partner EXTRANET will also be available in the middle of the year. This new online tool will provide real-time industry updates and reports to authorized members, member-to-member communication and the integration of the bureau’s CRM (Customer Relationship Management) Lead generation capability. Members and partners will be kept updated on numerous industry events, as well as have immediate access to many tourism-related resources and materials. The most powerful feature allows members to manage their own listings on all the bureau’s global (multi-lingual) websites. This includes the ability to add or update contact information, descriptions and photographs of their properties, restaurants or services - in all the respective languages.

2018 is already showcasing major advancements in the bureau’s digital presence. One breakthrough that promises to set the pace for the rest of the industry comes from the bureau’s Research Division in the form of an on-line interactive dashboard. Fully responsive, this on-line tool will revolutionize how the bureau delivers its data and statistics, from visitor arrivals to numerous visitor demographics.
The Guam Visitors Bureau proudly announced the launch of its new Visit Guam 2018 campaign. With powder sand beaches, striking sunsets, and stunning vistas, Guam is the perfect instant vacation destination to make moments and memories that can be shared on social media. This is all part of the exciting Visit Guam 2018 theme of “#InstaGuam.”

“The momentum of this new campaign follows the success of our ‘Only on Guam’ and ‘Year of Love’ campaigns and really takes elements that worked well to propel us forward in promoting our island paradise,” said GVB President and CEO Nathan Denight. The new #InstaGuam theme promotes Guam as an instant destination from major cities in this region while encouraging local residents and visitors to create their own story-driven content through the power of social media. We want to see even more photos and videos of people experiencing our island home that can be shared with the world.”

What’s ahead
Unique one-of-a-kind experiences that can be found only on Guam will still continue to be pushed to generate new content, with GVB creating incentives and highlighting points of interest for local residents and visitors alike.

Rise of social media influencers
Additionally, GVB expanded its social media circle this year by seeking out brand ambassadors, who will be called “InstaGuammers.” These social media influencers will create their own unique content about Guam and have all-access media passes to GVB signature events. They will also connect with their international counterparts at these events, bringing together a community of island ambassadors that are ready to share what they love about Guam.

#instaGuam

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#instaGuam

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“The momentum of this new campaign follows the success of our ‘Only on Guam’ and ‘Year of Love’ campaigns and really takes elements that worked well to propel us forward in promoting our island paradise,” said GVB President and CEO Nathan Denight. The new #InstaGuam theme promotes Guam as an instant destination from major cities in this region while encouraging local residents and visitors to create their own story-driven content through the power of social media. We want to see even more photos and videos of people experiencing our island home that can be shared with the world.”

What’s ahead
Unique one-of-a-kind experiences that can be found only on Guam will still continue to be pushed to generate new content, with GVB creating incentives and highlighting points of interest for local residents and visitors alike.

Rise of social media influencers
Additionally, GVB expanded its social media circle this year by seeking out brand ambassadors, who will be called “InstaGuammers.” These social media influencers will create their own unique content about Guam and have all-access media passes to GVB signature events. They will also connect with their international counterparts at these events, bringing together a community of island ambassadors that are ready to share what they love about Guam.

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FY2017 MILESTONES - THIRD QUARTER

APRIL 2017

- Fifth United Guam Marathon held
- GVB completed six city roadshow tour in Japan
- Phase II of San Vitores Streetlight Improvement Project begins
- 100th anniversary of SMS Cormoran II celebrated
- Best April in visitor arrivals recorded – 122,622

MAY 2017

- Festival of Pacific Arts book launch held at Guam Museum
- GVB begins installation of Tumon bus shelters
- GVB receives President’s “E” Award
- Second Best May in visitor arrivals recorded – 118,853

JUNE 2017

- Fourth Guam Live International Music Festival held June 3
- Best June in visitor arrivals recorded – 122,749
## Visitor Mix

<table>
<thead>
<tr>
<th>Country</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>% Change (LY)</th>
<th>Mix</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>779,405</td>
<td>752,757</td>
<td>674,343</td>
<td>-10.4%</td>
<td>43.2%</td>
</tr>
<tr>
<td>Korea</td>
<td>584,102</td>
<td>519,430</td>
<td>649,428</td>
<td>25%</td>
<td>41.6%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>42,215</td>
<td>41,534</td>
<td>36,270</td>
<td>-12.7%</td>
<td>2.3%</td>
</tr>
<tr>
<td>China</td>
<td>23,589</td>
<td>22,271</td>
<td>23,178</td>
<td>-1.6%</td>
<td>1.5%</td>
</tr>
<tr>
<td>U.S. Mainland</td>
<td>56,117</td>
<td>62,479</td>
<td>61,200</td>
<td>-2%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Hawaii</td>
<td>15,628</td>
<td>14,248</td>
<td>15,096</td>
<td>6%</td>
<td>1%</td>
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<tr>
<td>CNMI</td>
<td>13,757</td>
<td>17,390</td>
<td>18,494</td>
<td>6.3%</td>
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<tr>
<td>Palau</td>
<td>3,429</td>
<td>5,028</td>
<td>4,005</td>
<td>-20.3%</td>
<td>0.3%</td>
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<tr>
<td>FSM</td>
<td>6,452</td>
<td>11,027</td>
<td>10,958</td>
<td>-0.6%</td>
<td>0.7%</td>
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<tr>
<td>BHS</td>
<td>8,72</td>
<td>1,946</td>
<td>1,274</td>
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<td>0.1%</td>
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<tr>
<td>Philippines</td>
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<td>16,704</td>
<td>19,818</td>
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<td>1.5%</td>
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<tr>
<td>Australia</td>
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<td>2,258</td>
<td>2,227</td>
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<tr>
<td>Canada</td>
<td>960</td>
<td>952</td>
<td>991</td>
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<td>0.1%</td>
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<tr>
<td>Europe</td>
<td>1,866</td>
<td>2,010</td>
<td>2,026</td>
<td>0.8%</td>
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<tr>
<td>Hong Kong</td>
<td>8,963</td>
<td>8,397</td>
<td>16,053</td>
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<tr>
<td>Thailand</td>
<td>459</td>
<td>463</td>
<td>445</td>
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<tr>
<td>Vietnam</td>
<td>166</td>
<td>185</td>
<td>128</td>
<td>-30.1%</td>
<td>0%</td>
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<tr>
<td>Russia</td>
<td>3,539</td>
<td>2,488</td>
<td>3,351</td>
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<tr>
<td>Other</td>
<td>4,174</td>
<td>5,484</td>
<td>5,742</td>
<td>4.7%</td>
<td>0.4%</td>
</tr>
<tr>
<td>Total Air</td>
<td>1,361,088</td>
<td>1,492,249</td>
<td>1,544,827</td>
<td>3.5%</td>
<td>100%</td>
</tr>
<tr>
<td>Total Civilian Sea</td>
<td>4,892</td>
<td>3,258</td>
<td>5,732</td>
<td>75.9%</td>
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<tr>
<td>Total Armed Forces Sea</td>
<td>6,551</td>
<td>15,558</td>
<td>8,836</td>
<td>-43.2%</td>
<td></td>
</tr>
<tr>
<td>TOTAL ARRIVALS</td>
<td>1,572,831</td>
<td>1,571,065</td>
<td>1,559,395</td>
<td>3.2%</td>
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</table>

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

## Seasonality

<table>
<thead>
<tr>
<th>Month</th>
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<th>2016</th>
<th>2017</th>
<th>% Change</th>
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<tbody>
<tr>
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<td>122,534</td>
<td>123,749</td>
<td>143,024</td>
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<td>Nov</td>
<td>135,896</td>
<td>136,039</td>
<td>133,441</td>
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<tr>
<td>Dec</td>
<td>133,440</td>
<td>123,745</td>
<td>142,625</td>
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</tr>
<tr>
<td>Jan</td>
<td>123,822</td>
<td>118,833</td>
<td>116,036</td>
<td>-2%</td>
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<tr>
<td>Feb</td>
<td>122,848</td>
<td>118,074</td>
<td>113,855</td>
<td>-2.3%</td>
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<tr>
<td>Mar</td>
<td>122,769</td>
<td>112,682</td>
<td>114,802</td>
<td>1%</td>
</tr>
<tr>
<td>Apr</td>
<td>122,952</td>
<td>114,600</td>
<td>114,802</td>
<td>0.8%</td>
</tr>
<tr>
<td>May</td>
<td>132,935</td>
<td>111,970</td>
<td>114,768</td>
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<tr>
<td>Jun</td>
<td>144,020</td>
<td>129,196</td>
<td>123,750</td>
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</tr>
<tr>
<td>Jul</td>
<td>137,532</td>
<td>97,532</td>
<td>107,532</td>
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<tr>
<td>Aug</td>
<td>1,215,345</td>
<td>1,215,345</td>
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<tr>
<td>Sep</td>
<td>1,215,345</td>
<td>1,215,345</td>
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</table>

Source: Guam Hotel & Restaurant Association to STR Global Report

## Visitor Arrivals from Top Five Markets (By Air)

<table>
<thead>
<tr>
<th>Country</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>779,405</td>
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<td>23,589</td>
<td>22,271</td>
<td>23,178</td>
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<tr>
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<td>62,479</td>
<td>61,200</td>
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</table>

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

## Hotel Occupancy Rate

<table>
<thead>
<tr>
<th>Month</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct</td>
<td>81%</td>
<td>86%</td>
<td>80%</td>
</tr>
<tr>
<td>Nov</td>
<td>71%</td>
<td>76%</td>
<td>79%</td>
</tr>
<tr>
<td>Dec</td>
<td>75%</td>
<td>74%</td>
<td>79%</td>
</tr>
<tr>
<td>Jan</td>
<td>62%</td>
<td>68%</td>
<td>78%</td>
</tr>
<tr>
<td>Feb</td>
<td>66%</td>
<td>67%</td>
<td>66%</td>
</tr>
<tr>
<td>Mar</td>
<td>73%</td>
<td>72%</td>
<td>85%</td>
</tr>
<tr>
<td>Apr</td>
<td>72%</td>
<td>72%</td>
<td>87%</td>
</tr>
<tr>
<td>May</td>
<td>66%</td>
<td>64%</td>
<td>66%</td>
</tr>
<tr>
<td>Jun</td>
<td>76%</td>
<td>77%</td>
<td>81%</td>
</tr>
<tr>
<td>Jul</td>
<td>79%</td>
<td>85%</td>
<td>79%</td>
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</table>

Source: Guam Hotel & Restaurant Association to STR Global Report

## Hotel Room Rate

<table>
<thead>
<tr>
<th>Month</th>
<th>2015</th>
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<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct</td>
<td>$182</td>
<td>$182</td>
<td>$222</td>
</tr>
<tr>
<td>Nov</td>
<td>$182</td>
<td>$232</td>
<td>$219</td>
</tr>
<tr>
<td>Dec</td>
<td>$200</td>
<td>$191</td>
<td>$200</td>
</tr>
<tr>
<td>Jan</td>
<td>$172</td>
<td>$169</td>
<td>$172</td>
</tr>
<tr>
<td>Feb</td>
<td>$172</td>
<td>$169</td>
<td>$172</td>
</tr>
<tr>
<td>Mar</td>
<td>$172</td>
<td>$169</td>
<td>$172</td>
</tr>
<tr>
<td>Apr</td>
<td>$172</td>
<td>$169</td>
<td>$172</td>
</tr>
<tr>
<td>May</td>
<td>$172</td>
<td>$169</td>
<td>$172</td>
</tr>
<tr>
<td>Jun</td>
<td>$172</td>
<td>$169</td>
<td>$172</td>
</tr>
<tr>
<td>Jul</td>
<td>$148</td>
<td>$145</td>
<td>$145</td>
</tr>
<tr>
<td>Aug</td>
<td>$145</td>
<td>$142</td>
<td>$145</td>
</tr>
<tr>
<td>Sep</td>
<td>$142</td>
<td>$140</td>
<td>$142</td>
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</tbody>
</table>

Source: Guam Hotel & Restaurant Association to STR Global Report

## Hotel Inventory

<table>
<thead>
<tr>
<th>Year</th>
<th>Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>9,833</td>
</tr>
<tr>
<td>2018</td>
<td>9,345</td>
</tr>
<tr>
<td>2019</td>
<td>9,345</td>
</tr>
</tbody>
</table>

Source: Guam Hotel & Restaurant Association to STR Global Report
TAIWAN ARRIVALS BY MAJOR REGIONS

<table>
<thead>
<tr>
<th>Region</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taipei</td>
<td>20,084</td>
<td>22,436</td>
<td>23,181</td>
</tr>
<tr>
<td>Kaohsiung</td>
<td>2,710</td>
<td>2,826</td>
<td>2,905</td>
</tr>
<tr>
<td>Taichung</td>
<td>6,357</td>
<td>7,980</td>
<td>7,787</td>
</tr>
<tr>
<td>Taoyuan, Miaoli &amp; Hsinchu</td>
<td>4,542</td>
<td>5,499</td>
<td>5,154</td>
</tr>
<tr>
<td>Other</td>
<td>2,577</td>
<td>2,033</td>
<td>2,928</td>
</tr>
<tr>
<td>Total</td>
<td>36,270</td>
<td>43,534</td>
<td>42,315</td>
</tr>
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</table>

CHINA ARRIVALS BY MAJOR REGIONS

<table>
<thead>
<tr>
<th>Region</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beijing</td>
<td>3,982</td>
<td>4,866</td>
<td>5,999</td>
</tr>
<tr>
<td>Shanghai</td>
<td>7,469</td>
<td>8,224</td>
<td>6,105</td>
</tr>
<tr>
<td>Guangzhou</td>
<td>2,171</td>
<td>2,210</td>
<td>1,351</td>
</tr>
<tr>
<td>Other</td>
<td>9,556</td>
<td>10,971</td>
<td>9,736</td>
</tr>
<tr>
<td>Total</td>
<td>23,378</td>
<td>26,271</td>
<td>23,589</td>
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TAIWAN VISITOR MIX

<table>
<thead>
<tr>
<th>Region</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>TAIPEI</td>
<td>75.1%</td>
<td>75.4%</td>
<td>71.8%</td>
</tr>
<tr>
<td>KAOSHING</td>
<td>9.2%</td>
<td>9.5%</td>
<td>10.5%</td>
</tr>
<tr>
<td>TAICHUNG</td>
<td>12.4%</td>
<td>15.1%</td>
<td>24.5%</td>
</tr>
<tr>
<td>TAOYUAN, MIAOLL &amp; HSIENHU</td>
<td>15.4%</td>
<td>15.0%</td>
<td>13.7%</td>
</tr>
<tr>
<td>OTHER</td>
<td>10.6%</td>
<td>8.0%</td>
<td>6.5%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

CHINA VISITOR MIX

<table>
<thead>
<tr>
<th>Region</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEIJING</td>
<td>45.2%</td>
<td>41.2%</td>
<td>49.0%</td>
</tr>
<tr>
<td>SHANGHAI</td>
<td>17.3%</td>
<td>17.3%</td>
<td>13.4%</td>
</tr>
<tr>
<td>GUANGZHOU</td>
<td>12.5%</td>
<td>17.2%</td>
<td>16.5%</td>
</tr>
<tr>
<td>OTHER</td>
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<td>24.2%</td>
<td>25.1%</td>
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<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
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TAIWAN SPEND

<table>
<thead>
<tr>
<th>Region</th>
<th>FY2015</th>
<th>FY2016</th>
<th>FY2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taiwan Spend</td>
<td>$26,225,229</td>
<td>$26,446,996</td>
<td>$28,000,000</td>
</tr>
<tr>
<td>Avg. Exchange Rate</td>
<td>NT$31.32</td>
<td>NT$32.47</td>
<td>NT$30.28</td>
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</table>

CHINA SPEND

<table>
<thead>
<tr>
<th>Region</th>
<th>FY2015</th>
<th>FY2016</th>
<th>FY2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>China Spend</td>
<td>$31,948,965</td>
<td>$33,708,118</td>
<td>$32,000,000</td>
</tr>
<tr>
<td>Avg. Exchange Rate</td>
<td>6.17CN¥</td>
<td>6.53CN¥</td>
<td>6.51CN¥</td>
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TAIWAN MONTHLY AIRLIFT

<table>
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<th>2015</th>
</tr>
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<tr>
<td>Oct</td>
<td>5,746</td>
<td>5,764</td>
<td>5,764</td>
</tr>
<tr>
<td>Nov</td>
<td>5,635</td>
<td>5,620</td>
<td>5,632</td>
</tr>
<tr>
<td>Dec</td>
<td>5,948</td>
<td>5,236</td>
<td>5,206</td>
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<tr>
<td>Jan</td>
<td>5,915</td>
<td>4,964</td>
<td>5,712</td>
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<tr>
<td>Feb</td>
<td>5,428</td>
<td>4,702</td>
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<td>Mar</td>
<td>2,054</td>
<td>5,794</td>
<td>5,534</td>
</tr>
<tr>
<td>Apr</td>
<td>2,044</td>
<td>6,134</td>
<td>4,040</td>
</tr>
<tr>
<td>May</td>
<td>2,044</td>
<td>6,799</td>
<td>4,663</td>
</tr>
<tr>
<td>Jun</td>
<td>2,044</td>
<td>6,770</td>
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</tr>
<tr>
<td>Jul</td>
<td>2,044</td>
<td>6,782</td>
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</tr>
<tr>
<td>Aug</td>
<td>2,044</td>
<td>6,789</td>
<td>4,837</td>
</tr>
<tr>
<td>Sep</td>
<td>2,044</td>
<td>6,800</td>
<td>4,851</td>
</tr>
<tr>
<td>Total</td>
<td>18,780</td>
<td>22,270</td>
<td>21,641</td>
</tr>
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</table>

CHINA MONTHLY AIRLIFT

<table>
<thead>
<tr>
<th>Month</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct</td>
<td>1,042</td>
<td>1,024</td>
<td>1,024</td>
</tr>
<tr>
<td>Nov</td>
<td>1,116</td>
<td>1,042</td>
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<tr>
<td>Dec</td>
<td>1,156</td>
<td>1,058</td>
<td>1,062</td>
</tr>
<tr>
<td>Jan</td>
<td>1,156</td>
<td>1,062</td>
<td>1,062</td>
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<tr>
<td>Feb</td>
<td>1,156</td>
<td>1,062</td>
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<tr>
<td>Mar</td>
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<td>1,062</td>
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<tr>
<td>Apr</td>
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<tr>
<td>May</td>
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<td>Jun</td>
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<tr>
<td>Jul</td>
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<tr>
<td>Aug</td>
<td>1,156</td>
<td>1,062</td>
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</tr>
<tr>
<td>Sep</td>
<td>1,156</td>
<td>1,062</td>
<td>1,062</td>
</tr>
<tr>
<td>Total</td>
<td>12,608</td>
<td>13,791</td>
<td>13,936</td>
</tr>
</tbody>
</table>

Source: Diio Mi Aviation Market Intelligence
The following table summarizes the financial condition and Operations of the Bureau for the fiscal years ended 2017, 2016, and 2015:

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assets:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current assets</td>
<td>$20,101,727</td>
<td>$18,573,431</td>
<td>$17,164,698</td>
</tr>
<tr>
<td>Other assets</td>
<td>133,339</td>
<td>118,202</td>
<td>118,202</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>6,561,860</td>
<td>6,649,392</td>
<td>6,726,922</td>
</tr>
<tr>
<td>Total assets</td>
<td>27,605,817</td>
<td>25,341,025</td>
<td>24,019,823</td>
</tr>
<tr>
<td>Deferred outflows from pension</td>
<td>74,012</td>
<td>74,607</td>
<td>57,172</td>
</tr>
<tr>
<td>Total assets and deferred outflows</td>
<td>$27,679,829</td>
<td>$26,085,632</td>
<td>$24,590,995</td>
</tr>
</tbody>
</table>

| Liabilities: |      |      |      |
| Direct appropriations from the Tourist Attractions Fund increased about 10% in FY 2017, from $16,218,172 in FY 2016 to $17,849,983. In PL 33-185, TAF revenue projections for FY 2017 were $41,502,465 and total appropriations from the TAF were $41,502,465. Comparing the total FY 2017 appropriation from the TAF ($41,502,465) to the actual unallocated collections ($41,011,988), there was a surplus of $2,990,477. |
| Net position: |      |      |      |
| Net investment in capital assets | 6,561,860 | 6,649,392 | 6,726,922 |
| Unrestricted | 6,204,366 | 7,036,364 | 3,791,366 |
| Restricted | 2,933,212 | 2,895,008 | 5,001,110 |
| Total net position | 17,599,438 | 17,380,764 | 15,529,419 |
| Total liabilities, net position | $27,679,829 | $26,085,632 | $24,590,995 |

| Operating revenues | $1,176,282 | $1,302,861 | $1,373,872 |
| Operating expenses | 23,352,449 | 21,620,864 | 19,742,949 |
| Operating revenues net of operating expenses | (22,176,167) | (1,298,003) | (16,368,377) |
| Non-operating revenues, net | 21,796,062 | 22,169,348 | 21,162,705 |
| Change in net position | $1,104,205 | $1,851,345 | $2,794,328 |

The Bureau also recognized $106,433 in Federal revenues, of which $71,433 was a FY 2015 reimbursement from FEMA related to Typhoon Dolphin and $35,000 of which was part of a memorandum of understanding with the University of Guam Marine Laboratory regarding the Recreational User Certification Course: Diver Damage Study.

The FY 2017 unappropriated Tourism Attractions Fund (TAF) collections were 10% higher than the previous year, totaling $41,502,465. Hotel occupancy increased from 80% in FY16 to 84.1% in FY17, while the average room rate increased to $206 from $198.

Direct appropriations from the Tourist Attractions Fund increased about 10% in FY 2017, from $16,218,172 in FY 2016 to $17,849,983. In PL 33-185, TAF revenue projections for FY 2017 were $41,502,465 and total appropriations from the TAF were $41,502,465. Comparing the total FY 2017 appropriation from the TAF ($41,502,465) to the actual unallocated collections ($41,011,988), there was a surplus of $2,990,477.

Membership dues increased 147% from $37,889 in FY 2016 to $93,411 in FY 2017. This significant increase was due to the membership election held in January 2017. In-kind contributions decreased about 24% from $22,169,348 in FY 2016 to $17,380,764 in FY 2017. Membership dues increased 147% from $37,889 in FY 2016 to $93,411 in FY 2017. This significant increase was due to the membership election held in January 2017. In-kind contributions decreased about 24% from $22,169,348 in FY 2016 to $17,380,764 in FY 2017. Membership dues increased 147% from $37,889 in FY 2016 to $93,411 in FY 2017. This significant increase was due to the membership election held in January 2017. In-kind contributions decreased about 24% from $22,169,348 in FY 2016 to $17,380,764 in FY 2017. Membership dues increased 147% from $37,889 in FY 2016 to $93,411 in FY 2017. This significant increase was due to the membership election held in January 2017.

The following table summarizes the financial condition and Operations of the Bureau for the fiscal years ended 2017, 2016, and 2015:

| Operating revenues net of operating expenses | (22,176,167) | (1,298,003) | (16,368,377) |
| Non-operating revenues, net | 21,796,062 | 22,169,348 | 21,162,705 |
| Change in net position | $1,104,205 | $1,851,345 | $2,794,328 |
# Statement of Net Position

(Fiscal Year Ended September 30, 2017)

## Assets and Deferred Outflows of Resources

### Current assets:
- **Cash - unrestricted**: $14,390,076
- **Cash - restricted**: 2,504,198
- **Investments**: 2,537,450
- **Accounts receivable - Government of Guam**: 140,000
- **Accounts receivable - others**: 421,414
- **Due from Special TAF Projects Fund**: -
- **Prepaid expenses**: 17,589

**Total current assets**: $20,010,727

- **Security deposit**: 133,230

### Capital assets:
- **Nondepreciable capital assets**: 5,992,415
- **Depreciable capital assets, net of accumulated depreciation**: 569,445

**Total assets**: $26,705,817

## Deferred Outflow of Resources

### Deferred outflow from pension:
- 740,012

**Total**: $27,445,829

## Liabilities, Deferred Inflows of Resources and Net Position

### Current liabilities:
- **Accounts payable**: 4,559,222
- **Accrued annual leave**: 142,976
- **Due to FESTPAC**: -
- **Unearned income**: 18,700

**Total current liabilities**: $4,720,898

### Net pension liability:
- 5,445,987

### Accrued sick leave:
- 166,006

**Total liabilities**: $10,332,981

### Deferred inflows of resources:
- **Deferred inflows from pension**: 53,500

### Commitments and contingencies:
- **Net position**:
  - Net investment in capital assets: 6,561,860
  - Unrestricted: 8,204,366
  - Restricted - expendable: 2,293,212

**Total net position**: $17,059,438

**Total**: $27,445,829

### Statement of Revenue, Expenses and Changes in Net Position

(Fiscal Year Ended September 30, 2017)

#### Revenues:
- **Other income**: $551,303
- **Consumption tax refund**: 411,083
- **In-kind contributions from members and others**: 120,424
- **Memberships**: 94,411

**Total operating revenues**: $1,176,221

#### Expenses:
- **Professional services**: 16,850,942
- **Personnel**: 3,448,675
- **Miscellaneous**: 1,159,485
- **Travel**: 809,853
- **Utilities**: 226,463
- **Rent/lease**: 225,449
- **Material and supplies**: 224,414
- **Promotional in-kind contributions**: 120,424
- **Grants**: 111,619
- **Printing**: 107,554
- **Repairs and maintenance**: 90,083
- **Depreciation**: 87,532
- **Consumption tax**: 43,681
- **Equipment**: 37,231
- **Advertising**: 31,044

**Total operating expenses**: 23,254,449

**Operating revenues net of operating expenses**: ($22,078,228)

#### Nonoperating revenues (expenses):
- **Grants-in-aid from Government of Guam**:
  - Operations: 22,767,472
  - Pass through: 1,085,000
  - **FESTPAC**: 0
  - **Pass through appropriations**: (1,085,000)
  - **Other collections - FESTPAC**: 150
  - **Donation expense - FESTPAC**: (90,230)
  - **Federal revenues**: 35,000
  - **Interest income**: 13,549
  - **Other nonoperating expense**: (1,069,439)

**Total nonoperating revenues (expenses), net**: 21,756,902

**Change in net position**: ($321,326)

**Net position at beginning of year**: 17,380,764

**Net position at end of year**: 17,059,438
Best July in visitor arrivals recorded – 144,758

Korean TV drama series “Man Who Sets training camp

GVB and TripAdvisor team up to host Adai Study Tour

130 travel trade professionals attend Håfa FY2017 MILESTONES - FOURTH QUARTER
Shop Guam e-Festival
November 2018 - February 2019 | Islandwide

The Shop Guam 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 as a modern, fashionable and diverse destination to shop. Now in its sixth 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. The app will additionally be available in six different languages.

Contact: Catherine Bungabong
T: 687-2696 | E: shopguam@visitguam.org

New Year’s Eve Fireworks
December 31 | 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 2-6, 2018 | Festival Huts Paseo De Susana Hagatña

The Guam Micronesia Island Fair is the annual signature cultural event of the Guam Visitors Bureau, showcasing the vibrant cultures of Micronesia for 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

12th Annual Agat Mango Festival
May 25-27 | 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 island talent that will be there to entertain. Forage through the various booths and demonstrations.

Contact: Agat Mayor’s Office
T: 646-439 | E: webmaster@agatmango.org
W: mango@agatmango.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 musicians, vendors selling made-in-Guam goods and other activities. DVB is closing down the street in Pleasure Island for this fun-filled, family event!

Contact: kane.camarillo@visitguam.org
T: 646-5278 | E: kane.camarillo@visitguam.org

8th Annual Guam International Film Festival
October 3-7, 2018 | Guam Museum

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

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Contact: Don Muna
T: 488-2468 | W: guamfilmfestival.org

Electric Island Festival
March 24, 2018 | Guam Globe Nightclub
June 16, 2018 | Guam International Raceway
August 25, 2018 | TBD
December 1, 2018 | Pacific Star

EIF is fueled by individuals who share the concept of having an open-heart and open-mind realizing that Art, Music, Culture, and fashion lead to positive growth, progress, power, weapons, dancers, musicians and chefs and see first hand customs that have been in place and perpetuated for the millennium. We are inspired by the people of Guam and Saipan who want nothing more than to be represented and hold a stance at a global level. In the past five years, EIF has grown by leaps and bounds thanks to your support, welcoming international artists and guests from all over the world and drawing attendees from other countries in the Asia Pacific region, as well as countless of Guam and Saipan residents that find in EIF the perfect escape and energy to refuel your soul and positive vibes.

Contact: Andrew Hong
E: andrew@6amgroup.com | W: electricislandfestival.com
facebook.com/eifestival | twitter.com/eifestival | instagram.com/eifestival/ | snapchat.com/add/eifestival

Guam Art Exhibit (GAX)
TBD | The Plaza

GAX is a bi-annual art exhibit displayed in the heart of Tumon and featuring Guam’s most talented up-and-coming artists.

Contact: Josh Agerson
T: 486-8355 | E: josh.designdm@gmail.com
25th Junko Friendship Rubber Baseball Tournament
December 1-2 | LeoPalace Resort Baseball Field

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

T: 646-5278 | E: info@visitguam.org

Tour of Guam Cycling
December 5 | 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 42km course.

Contact: Ben Ferguson
T: 646-9171 | E: BFerguson@picguam.com | W: tourofguam.com

16th Annual Guam Governor’s Cup Ladies Golf Tournament
February 15-16 | LeoPalace Resort

A tournament comprised of 18 holes for tournament with 100 JLPGA members and a Pro-Amateur and JTBC Korea golf tournament.

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

40th Annual Smokin’ Wheels Racing Weekend
April 13-15 | 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 Tuna car show and Drag Racing Finals. Sunday caps off with the Smokin’ Wheels Off-Road Boggy 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

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February 15-16 | LeoPalace Resort

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

6th Annual United Guam Marathon
April 8 | Governor Joseph Flores Memorial Park

This Guam Visitors Bureau along with the Pacific Riders Club and United Airlines, will host the 6th Annual Guam United Marathon & Half Marathon to include a trail marathon, 10K and 5K. Get geared up and share with your family and friends. All races start and finish on Pale San Vitores Road in front of Governor Joseph Flores Memorial Park (Ypao Beach), Tumon.

3:00 am MARATHON START
4:30 am HALF MARATHON START
5:30 am 10K START | 5:15 am 5K START

Contact: Ben Ferguson
T: 646-9171 | W: unitedguammarathon.com

2018 Cocos Crossing
May 27 | Merizo Pier

Experience the beauty of Cocos Lagoon and the exhilaration of an open ocean swim wrapped in the warmth of Guam’s legendary hospitality. The Guam Cocos Crossing is an annual ocean swim that takes place between Merizo and Cocos Island, near hundreds of surfers from across the island and the Region, and share lifelong memories. Choose from 3 distance options: 3k, 5k and 10k.

Contact: Catherine Gayle or Tim Fedenko
T: 488-2222 | E: info@guamcocoscrossing.com
W: guamcocoscrossing.com

2018 King’s Guam Futures Tennis Tournament
May 25 - 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
<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 2017</td>
<td>Shop Guam e-Festival</td>
<td>Islandwide</td>
</tr>
<tr>
<td>Dec. 31</td>
<td>New Year’s Eve Fireworks</td>
<td>Tumon Bay</td>
</tr>
<tr>
<td>Feb. 15-16</td>
<td>11th Annual Guam Governor's Cup Ladies Golf Tournament</td>
<td>LasaPalace Resort</td>
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<tr>
<td>Feb. 24</td>
<td>Battle Showcase</td>
<td>Guam International Raceway Park</td>
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<tr>
<td>March 24</td>
<td>Road to EIF</td>
<td>Guam Globe Nightclub</td>
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<tr>
<td>March 31</td>
<td>Trench Kids</td>
<td>Guam International Raceway Park</td>
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<tr>
<td>Apr. 8</td>
<td>6th Annual United Guam Marathon</td>
<td>Governor Joseph Flores Memorial Park</td>
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<tr>
<td>Apr. 13-15</td>
<td>40th Annual Smokin’ Wheels Racing Weekend</td>
<td>Guam International Raceway Park</td>
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<td>Apr. 20-22</td>
<td>Talofofo Banana Festival</td>
<td>Ioan Beach Park</td>
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<tr>
<td>Apr. 22</td>
<td>Mattanus Open Eleven</td>
<td>FD Phoenix Center</td>
</tr>
<tr>
<td>May 2-6</td>
<td>Guam Micronesia Island Fair</td>
<td>Festival Hutts-Paseo De Susana Hagåtña</td>
</tr>
<tr>
<td>May 25-27</td>
<td>5th Annual Agat Mango Festival</td>
<td>Agat Community Center</td>
</tr>
<tr>
<td>May 27</td>
<td>World’s Pier</td>
<td>Pacific Pier</td>
</tr>
<tr>
<td>May 29 - June 3</td>
<td>King’s Guam Futures Tennis Tournament</td>
<td>Hilton Guam Resort &amp; Spa</td>
</tr>
<tr>
<td>June 16</td>
<td>EIF, Guam</td>
<td>Guam International Raceway Park</td>
</tr>
<tr>
<td>July 7</td>
<td>Guam BBQ Block Party</td>
<td>Pleasure Island, Tumon</td>
</tr>
<tr>
<td>July 21</td>
<td>74th Liberation Day Parade</td>
<td>Hagåtña</td>
</tr>
<tr>
<td>July 22</td>
<td>Guam Liberation Festival</td>
<td>Hagåtña</td>
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<tr>
<td>Aug. 20</td>
<td>EIF End of Summer</td>
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<tr>
<td>Sept. 30</td>
<td>Trench Challenge</td>
<td>Guam International Raceway Park</td>
</tr>
<tr>
<td>Sept.</td>
<td>Guam International Film Festival (GIFF)</td>
<td>Guam Museum</td>
</tr>
<tr>
<td>Oct. 3-7</td>
<td>8th Annual Guam International Film Festival (GIFF)</td>
<td>Guam Museum</td>
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<tr>
<td>Oct. 27-28</td>
<td>Copa de Marianas</td>
<td>TBD</td>
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<tr>
<td>Nov. 2018 - Feb. 2019</td>
<td>Shop Guam e-Festival</td>
<td>Islandwide</td>
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<td>Dec. 1</td>
<td>EIF Winter Wonderland</td>
<td>Pacific Star</td>
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<tr>
<td>Dec. 1-2</td>
<td>25th Jurea Friendship Rubber Baseball Tournament</td>
<td>LasaPalace Resort Baseball Field</td>
</tr>
<tr>
<td>Dec. 9</td>
<td>Tour of Guam Cycling</td>
<td>Central and Southern Guam</td>
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