MESSAGE FROM THE OFFICE OF THE GOVERNOR AND THE LT. GOVERNOR

Buenas yan Håfa Adai!

Bert Unpingco, fondly remembered as Guam’s “Mr. Tourism,” was truly a visionary. He dreamt of developing our island into a world class tourist destination. We have him to thank for laying the building blocks for Guam’s leading industry.

Fiscal Year 2018 was the second best for Guam tourism boasting 1.52 million visitors. This is no accident. We continue to break records thanks to the tireless efforts by the Guam Visitors Bureau. We also commend the hardworking men and women in our hospitality industry. They work the frontlines for our tourism market, and they help promote the Håfa Adai spirit we have become world famous for.

We congratulate the Guam Visitors Bureau! Tourism generates $1.75 billion for our local economy and supports over 21,000 jobs. The Tourist Attraction Fund is also vital to supporting agencies like the Department of Parks and Recreation, the Guam Police Department, the Mayors Council of Guam, and several non-profit organizations whose mission is to perpetuate Guam’s culture and way of life.

Biba, Guam Visitors Bureau! Biba Guam!

“\n
We continue to break records thanks to the tireless efforts by the Guam Visitors Bureau.”

LOURDES A. LEON GUERRERO
Maga’hågan Guåhan
Governor of Guam

JOSHUA F. TENORIO
Sigundo Maga’låhen Guåhan
Lt. Governor of Guam
MESSAGE FROM THE CHAIRWOMAN,
35TH GUAM LEGISLATURE COMMITTEE ON HEALTH, TOURISM, MILITARY AFFAIRS AND SENIOR CITIZENS

Buenas yan Håfa Adai!

The Guam Visitors Bureau is a key pillar not only for Guam’s economy but also in regard to the promotion and protection of our culture and our island. Guam Visitors Bureau is made up of dedicated employees, visitor industry members, and leaders in our community. Under GVB’s leadership, visitor industry partners and residents of Guam have succeeded in meeting the challenges of an ever-changing industry and world, while building a sound foundation for the quality of life for all.

Thanks to the Guam Visitors Bureau, tourism has flourished with 1.52 million visitor arrivals in 2018. GVB works tirelessly to ensure our visitors enjoy their time on Guam, with a goal of increasing repeat visitors and enticing new visitors from new markets.

Si Yu’os Ma’åse’ to all the employees at GVB, our visitor industry partners, and all our people for caring for our island, promoting Guam’s uniqueness and beauty, and welcoming our visitors from all over the world.

SENATOR THERESE M. TERLAJE
Chairwoman, 35th Guam Legislature Committee on Health, Tourism, Military Affairs and Senior Citizens

“...visitor industry partners and residents of Guam have succeeded in meeting the challenges of an ever-changing industry and world.”
MESSAGE FROM THE CHAIRMAN OF THE BOARD

Håfa Adai!

On behalf of our Board of Directors, as well as the team of professionals at the Guam Visitors Bureau, it is with great pleasure that we present the Fiscal Year 2018 Annual Report.

It’s good to return to the tourism industry once again as your board chairman in a time when the Bureau is achieving record-breaking arrivals. I am not surprised that Fiscal Year 2018 was the second best in our tourism history for total visitor arrivals. The Bureau has worked very hard to increase airline seat capacity and execute award-winning campaigns such as #instaGuam to really drive and develop our source visitor markets. As so much has changed in our industry and around our region, the Bureau must understand and respond to the new realities.

Our 4,000-year-old culture remains alive and at the forefront of our efforts to make Guam a better place to live, work and visit. However, more attention is needed to product development and maintenance. Through tourism dollars, we’ve been contributing to help keep the community and visitors safe, fix streetlights and roads, develop programs that educate students, protect our environment, and support over 21,000 jobs.

I want to thank the women and men of Guam's top industry for showcasing our Håfa Adai spirit and hospitality to everyone. While we have more improvements and positive changes to make as we move forward, I'm excited to help shape and define where we'll be in this next era of our tourism industry. Remember, people won't visit unless they're invited, so please invite your family, friends and associates to visit our beautiful island for work and play.

Si Yu’os Ma’åse’,

P. SONNY ADA
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

FY2018 was the second-best year for total arrivals with Guam welcoming 1.52 million visitors. In fact, FY16 through FY18 hold the three top spots, with each year topping 1.5 million, becoming the most successful period in Guam’s tourism history. Much of this accomplishment was due to GVB’s focusing on airline development initiatives and increased marketing efforts to include promotion of GVB signature events. The Bureau also increased digital marketing campaigns to include the award-winning #instaGuam campaign and Shop Guam app.

RESEARCH

Sales tax study

With the enactment of United States Public Law No: 115-97, “The Tax Cut and Jobs Act of 2017,” directly affecting the Government of Guam’s fiscal position, lawmakers were challenged with creating new revenue streams to mitigate any deficits associated with the new tax law. As a result, a new “Sales Tax” along with an increase in Guam’s Business Privilege Tax (BPT) were among the most feasible alternatives that were considered.

In an effort to understand the effects any increase in taxation may have on Guam’s visitor industry, GVB completed the “Economic Impact of a New Sales Tax on Guam Tourism” and the “Economic Impact of Tax Increases to Guam Tourism” reports in June and July of 2018. Based on the reports, a new sales tax could cause Guam to lose approximately $356 to $711 million while a combined increase in Hotel Occupancy Tax (HOT) and BPT could realize a loss of $201 to $525 million in visitor spending, over its first five years of implementation.

This represents a decrease of around 5.1% to 10.1% in visitor spending for a new sales tax and a 2.9% - 7.5% loss for a combined increase in HOT and BPT. Overall this equates to a loss of around 175,900 to 622,800 visitors over that same five-year period. The reports also stated the implementation of increased taxes could force the visitor industry, on average, to support 200-708 fewer jobs, with 156-553 of those being directly related to visitor establishments such as hotels, stores, and restaurants.

Consumer surveys

In FY2018, GVB also completed multiple “In-country consumer surveys” for the two major visitor markets, Japan and Korea. To provide valuable insights on the Japanese and Korean consumers, GVB conducted self-administered surveys throughout major consumer travel shows. Over 3,600 Japanese and Korean travelers participated in these surveys, enabling GVB to gain a greater understanding of their profiles, travel motivations, and their overall view of Guam as a destination. While the surveys yielded different results, some key findings showed online travel bookings continue to rise over the use of traditional travel agents with an average of about 68.5% of participants booking directly with hotels, airlines and travel websites.
Soft launch of Interactive Dashboard

The Guam Visitors Bureau continues to serve as the main source for tourism statistical data and information. To provide better accessibility to the massive amounts of data collected, GVB has been working on a user-friendly interactive dashboard platform. An initial version of the platform was launched in August 2018 to GVB employees. This soft launch served as a tester phase for the platform providing stress test scenarios for our servers and allowed GVB’s research team to make modifications accordingly. Once finalized, the research interactive dashboard will provide immediate access to the end-users and allow them to customize their data needs based on metrics like visitor arrival figures, demographics, and travel motivations.

MARKETING HIGHLIGHTS

Japan

The Japan market experienced several notable highlights in FY2018, including the 2017 Guam MegaFam Tour which GVB hosted over 300 Japan travel trade and media partners from November 30 – December 3, 2017.

The popular Japanese music sensation AKB48 brought hundreds of visitors to Guam and garnered millions in media exposure during the AKB48 Fan Tour on April 21, 2018. GVB also launched its Visit Guam 2018 theme of “WinaStaGuam” with an endorsement from AKB48 members who were named Guam ambassadors for the annual campaign. In conjunction with the Japan Guam Travel Association, GVB welcomed nearly 30 top-level executives from Japan’s travel trade industry for a VIP Fam Tour to experience the island as a world-class destination.

Overall, the number of Japanese travelers was expected to reach 329.4 million with 18.2 million people traveling overseas and 311.2 million traveling domestically within Japan. Japan outbound travel air seat capacity to Asian destinations may have increased by 5.7% and by 7.9% for destinations in Europe. Despite the increase for overseas destinations, research shows that short-haul destinations within Asia are still preferred. The outbound travel market has seen a decrease in overseas travel for people over 60 years of age, dropping from 17.5% in 2012 to 12.6% in the last five years. On the contrary, overseas travel for people in their late teens to early twenties increased from 20% five years ago to 32.6%.

Women in their twenties represent the largest segment of female travelers and set new trends for destination choice and travel style. Outbound travel has increased as a result of tour package prices, the omission of fuel surcharges, and stronger JPY. Solo travel is a rising trend, especially among men and women over 60 years of age.

The decline in air service to Guam from the Japan market resulted in a year-over-year decrease in arrivals. To counteract the decline, air services development has become a top priority for the Bureau. In partnership with the Guam International Airport Authority (GIAA), GVB continued facilitation of two incentive programs, the Japan Air Service Support Program and the Japan Charter Flight Incentive Program. Since their launch, the programs have helped to minimize the impact of the decreased air service. Through these programs and partnerships with the travel trade community, the Japan market surpassed its goal for FY2018 achieving just over 530,000 arrivals.

The Bureau worked vigorously with airline partners this fiscal year to garner additional air service. As a result, Japan Airlines launched its second daily flight from Narita in March 2018 which will continue through March 2019. Jeju Air also increased service out of Osaka with a new flight that launched in July 2018. The Japan Charter Flight Incentive Program also helped to attract 324 charter flights equating to over 59,000 additional air seats.

In sales, GVB worked closely with some of the most renowned Online Travel Agents (OTAs) including Rakuten and Expedia to develop campaigns that increased sales volume within specific periods. GVB also worked alongside airlines such as Korean Air, Japan Airlines, and T’way to launch campaigns that meet the diverse needs of Japanese travelers offering special discounted rates or special offers for choosing Guam as their next travel destination.

For advertising, GVB continued its aggressive approach in digital advertising by placing ads on various platforms with heavy traffic such as Google Display Network, Yahoo!, Expedia, and YouTube, using remarketing technology to draw potential visitors to campaign landing pages and partners’ booking sites. There was also strong presence in traditional media outlets, with transit and television ads running during the year. These advertisements were key factors in achieving over $43 million in media value during FY2018.

In public relations, tie-ins with popular Japanese television programs like “Pinko Izumi and IKKO’s Pathway to Beauty” and “World Summer’s Resort” also brought in millions of dollars in media value. Guam was also featured in various forms of print media such as the Travel with a Child Guam Guidebook and the GENIC Colorful Guam Guidebook, resources that Japanese travelers primarily use while traveling.

In Fiscal Year 2018, GVB continued leveraging the power of social media and digital platforms to promote travel.
to Guam. Collaborations with AKB48 and Beautiful Destinations, establishing “InstaSpots” throughout the island, launching the #InstaGuam landing page, and various contest activities led to increased followership on GVB’s Facebook, Twitter, and Instagram accounts.

GVB participated in 20 tradeshows and conventions, and conducted 44 seminars/workshops, 1 cooperative project, 1 media FAM tour, and 2 travel trade fam tours. They garnered $43,362,249.84 in traditional and online media exposure and held 3 online promotions. In all, GVB recorded FY2018 visit or arrivals from Japan at 530,223, a -21.4% variance from last year.

Korea
The Korea market has grown to become Guam’s top source market for the second year in a row. The island welcomed 752,715 Korean visitors in fiscal year 2018, making up almost 50% of the market share. These record-breaking numbers were achieved through the collaborative efforts of Guam’s travel trade partners and Korean media.

Guam has seen an increase in overall seat capacity from Korea. In October 2017, Jin Air’s Busan-Guam route increased flight service from four times per week to daily. In April 2018, Air Busan increased flight service from four times per week to five times per week. In June 2018, Air Seoul added a night flight. Lastly, Jeju Air launched indirect flights six times per week from Cheongju to Guam via Osaka.

GVB supported airlines with sales contests, marketing programs, and study tours with key agents, in an effort to sustain and grow service via Incheon and Busan. GVB also worked with airlines on collateral giveaways for seasonal promotions, destination marketing materials, and other media collaborations to feature our island destination.

They also conducted more than 120 co-op projects with travel trade partners, media, and consumer brands in Fiscal Year 2018. GVB hosted three travel agent FAM tours in January, March, and July 2018 with niche and key travel agents in Seoul, Busan, Daegu, Gwangju, and Cheongju. GVB held seminars for more than 350 travel agents and media partners in Busan, Gwangju, and Daegu in October 2017. The Guam partners that participated were able to establish new business relationships with trade professionals and promote their properties and services.

There was continued effort to promote the Guam brand on a global scale by exhibiting in top consumer and trade shows, including Mode Tour Travel Mart 2017, the inaugural Hana Tour International Show in Busan 2017, Hana Tour International Travel Show in Seoul 2018, KOTFA Show 2018, and Mode Tour Travel Mart 2018. Moreover, GVB conducted its 2nd annual Guam Food Festival in June 2018 with more than 170 travel trade partners and media to increase awareness of Chamorro cuisine and culture.

To expand direct-to-consumer promotions, GVB launched the official Naver Cafe and Kakao Friends SNS channels. GVB also conducted a global marketing campaign with Beautiful Destinations and YouTube to promote the theme #InstaGuam.

GVB also worked with digital influencers and artists and hosted YouTuber Serim Hong in the production tour for Shop Guam. In January 2018, GVB announced child painter Hyun-Jin Lee and her family as the year’s Honorary Guam Family Ambassadors. The family created a storybook of their trip to the island, produced by Kyu Chan and illustrated by his daughter Hyun Jin. The Lee family held an art exhibition entitled “Flower-Guam” that displayed Hyun-Jin’s paintings of her unforgettable memories of Guam. In addition, GVB hosted a free Family Art Workshop at Plaza de España in collaboration with the Lee family on January 20. GVB partnered with Lotte Department Store Gallery for an exhibition featuring paintings by local artist Dr. Judy Flores and influential Korean artists who produced paintings and murals during their visit to Guam in May 2018 for GVB’s Eco-Wave Tour.

The artists produced a series of murals at Inarajan’s natural pools, the largest of which focused on Guam’s endemic Ko’ko’ bird. Their artwork — inspired by Guam’s natural beauty and clean environment — was displayed from August to October 2018 in three Lotte Department Store galleries in Youngdeungpo, Anyang, and Busan.

GVB promoted Guam as a sports destination via its Memorandum of Understanding (MOU) with the Korea Professional Baseball Players Association. In December 2017, MBC Sports+ held its 3rd Annual Golf Tournament on Guam. GVB also hosted several media FAM tours during signature events, such as Korean model Eun Jung Hahm, singer Sean, and legendary marathon runner Lee Bong Ju during the United Guam Marathon. GVB also hosted Olympus and New Balance Kids during the Guam Micronesia Island Fair. The Bureau worked with these two brands to recruit influential photographers who travelled to Guam to feature Chamorro culture.

GVB participated in 5 trade shows and conventions, 8 seminars and workshops, and 127 cooperative projects. They garnered $52,849,022,160.00 in total media exposure and held 7 travel trade FAM tours, 6 media FAM tours, and 45 online promotions.

Other Markets
In the Russia market, GVB participated in the Online Travel Mart (OTM) — an online expo which showed high efficiency and an excellent value for money for GVB members who participated. In all, Guam welcomed 4,035 pax from Russia in FY2018, a 28.1% variance compared to FY2017.

In North America, GVB partnered with leading advertising giant, Google, in an exclusive three-month program designed to maximize and transform GVB’s digital marketing efforts. The campaign period covered both the
The Bureau deepened its relations with China Airlines through strong networking meetings with the Guam government, Taiwan foreign ministry and high-level China Airlines executives. The China market continued to shine in 2018 as the leader in spending, with the average on-island spend for Chinese visitors estimated at $1,160.00 per person per trip. GVB completed 10 joint promotions in Hong Kong with United Hong Kong Vacations and incorporated the production of a television program called “Fun Abroad” — the first TV program about Guam in the past six years. They also reached an accumulative media value worth of $442,300.00 in FY2018. GVB participated in 4 shows, conducted 18 seminars and workshops, 12 cooperative projects, 2 media FAM tours, 1 trade FAM tour, and held 5 online promotions in Taiwan. They also garnered $30,073,649 in total media exposure.

In the Pacific market, GVB secured a partnership with Apple Vacations in Kuala Lumpur, Malaysia as the Bureau looks to target new markets in Southeast Asia. An all-inclusive Guam travel package has been developed and is available in the market for approximately $1,400. Finally, with more than 200 entries from 87 organizations worldwide, GVB won the 2018 Pacific Asia Travel Association Gold Award for its entry of the instaGuam campaign in the “Marketing Media – Social Media Campaign, PG” category.

It is through its innovative programs and extraordinary efforts that the GVB marketing department was able to see great return on its investments, programs and events in FY2018 and make tangible progress for the visitor economy of our island.

DESTINATION DEVELOPMENT HIGHLIGHTS
Destination Development’s mission is to support the responsible development and enhancement of tourism attractions and experiences that build on our competitive product strengths, ensuring that Guam delivers on its brand promise. The importance of this division has been growing in need as the government lacks the resources to maintain infrastructure that is critical to tourism. Guam must improve its quality in order to attract a high spending visitor and thereby improve yield. GVB’s Destination Development Division is comprised of three committees: Destination Management, Cultural Heritage, Visitor Safety and Satisfaction and Sports and Events.

The Destination Management Committee (DMC) focuses on improving tourism infrastructure, safety and satisfaction. Over the years, GVB has taken on additional responsibilities originally tasked to other Government of Guam agencies. In FY2018, GVB continued its commitment to projects that continue to enhance the image of our island. Tumon landscape maintenance and beach cleaning maintenance helped to keep Guam’s main corridor and bay area in Tumon as an attractive area of high visitor activity. The annual Holiday Illumination project remains a popular draw during the Christmas holidays. Island Road maintenance helps to keep tour routes clean. Lastly, and most importantly, GVB continues to uphold a close relationship with other GovGuam entities and the private sector to address and resolve infrastructure issues.

CAPITAL ASSETS AND LONG-TERM DEBT
The Bureau is not capital intensive and therefore, significant capital asset activity did not occur in 2018, 2017 and 2016. Additionally, the Bureau has no long-term borrowings.

Management’s Discussion and Analysis for the year ended September 30, 2017 is set forth in the Bureau’s report on the audit of the financial statements dated April 11, 2018. That discussion and analysis explains the major factors impacting the 2017 financial statements and can be viewed at the Office of the Public Auditor’s website at www.opaguam.org.

OUTLOOK
Guam’s tourism industry continues to be the foundation of our island economy. In the 55 years since its inception, it has never evolved as rapidly as it has over the past several years. With the continued diversification of our visitor market mix coupled with the rise of low costs carriers, we have seen record numbers year over year for the island.

As Guam’s tourism industry continues to diversify and evolve, it faces new challenges in the coming years. The rise of the Korean market combined with growing numbers from our secondary markets have all played a key role in keeping our visitor industry thriving. However, the volatile nature of the travel industry only strengthens the importance of continuing to invest into our main economic driver in order to ensure manageable and sustainable growth for our island residents.
DESTINATION DEVELOPMENT
SPORTS AND EVENTS

The Guam Visitors Bureau (GVB) continues to develop signature sporting and cultural events and activities that aim to attract visitors to Guam. The island’s yearly events provide visitors on island with added value while also providing new and unique experiences only found on Guam.

2018 GVB SIGNATURE EVENTS

- 30th Guam Micronesia Island Fair
- Guam BBQ Block Party
- K-Pop Concert on Guam
- Ko’ko’ Half Marathon
- Ko’ko’ Kids Fun Run
- New Year’s Eve Fireworks
- United Guam Marathon

GVB’s Sports & Events division also continued to work cooperatively with local sports and cultural organizations to sponsor and support events that benefit our local community and tourism. GVB sponsorship funds allowed local events to enhance their visitor offering and experiences with increased services, amenities and products to help raise the standard and attractiveness of events on Guam.

Once again, the United Guam Marathon, Guam’s premiere running event, attracted 3,736 total runners from around the world in 2018. Runners from 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.

Through GVB’s support of these events, the Bureau was able to realize bringing thousands of visitors to Guam’s shores, offering the opportunity for visitors and local residents to share in many different aspects of Guam’s hospitality.
2018 GVB SPONSORED EVENTS

- 17th Annual Guam Governors Cup Ladies Golf Tournament
- Boyz II Men Concert
- Food Obsession
- GHRA Friday Night Market
- Guam LGBTQ Pride Event
- Guam Spraycation
- Heineken Laugh Factory
- House of Diosa Pride LGBTQ event
- IBA Rubber Baseball Tourney (Japan)
- Inspire Guam
- International Gospel Fest
- Kids Fishing Derby Dept of Agriculture
- Korean Festival
- KTF Payless 5K
- Marianas Open Jiu Jitsu
- NESTA FEST GUAM
- Nissan Guam Amateur Golf Championship
- NTA Cup Boys and Girls Baseball Tourney
- Pig Hunting Derby
- Rakuten Japan Tennis Open
- Roque Martinez Risin MMA
- Shoyoroll & Friends Guam
- Submit Bronze
- T GALLERIA by DFS Food Festival
- Upshift Events/Trench Events

GVB SPORTS AMBASSADOR GRANT AWARDS

- Cara Flores
- Figo’/Bonsai Jiu Jitsu
- Guam Basketball Confederation
- Guam Cal Ripken 9 year old
- Guahan Women Masters Softball Association
- Guam Bowling Congress
- Guam Dragon Boat Federation Inc.
- Guam Islander Softball
- Guam Little League (9-12 year old)
- Guam Rugby Union Women’s National 7’s Team
- Guam Under 15 Boys
- Guam Women Islanders Softball Association
- Ivan Sablan (Junior Golf)
- Jasmine Nadres
- Micronesian Sports Foundation/Guam Elite Basketball
- Outrigger Guam Canoe Club
- Raymond Blas Guam Junior Golf
- Rovers Club International
- Skip Entertainment
- Trench Challenge
- World Baseball Showcase

GVB SPORTS GRANT AWARDS (NON-PROFIT)

- 36th Smokin’ Wheels
- Guam ACES Dragon Boat Racing
- Guam Futures Tennis Tournament
- Tour of Guam
For tourism to be thriving and sustainable, the community must have a sense of ownership and share a stake in industry processes and outcomes. The Cultural Heritage Committee (CHC) supports the development and promotion of the Chamorro culture and other community outreach projects. Its key programs include cultural presentations for international marketing events, village festival support and development grants for cultural, educational, medical and ecotourism.

Aside from overseas marketing representation, the Cultural 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.

CULTURAL HERITAGE DIVISION

SUPPORTED ORGANIZATIONS AND EVENTS

- Agat Mango Festival
- Agat Mayor’s Office – Christmas Lighting
- Chamorro Optimist Club – Cultural Workshops
- DFS Guam – Chamorro Month Activities
- DFS Guam – OBON 2018
- Guahan Publications – Book of Governors
- Guam Department of Education – Silibrasion Gupot Chamorro 2018
- Guam War Survivors Memorial Foundation – Gupot CHamoru
- Guam Women’s Club – Mardi Gras 2018
- Japan Club of Guam – Japan Autumn Festival
- MagPro Awards
- Mayors Council of Guam – Senior Citizens Month
- Miss Earth Guam 2018
- Miss World Guam 2018
- Payu’Ta – 8th Non-Profit Congress
- PBS Guam – Liberation Day Live Broadcast
- Pink Ball
- Sanctuary, Inc. – 8th Annual Youth Fest
- Sanctuary, Inc. – 22nd Annual Too Cool To Do Drugs
- Sanctuary, Inc. – Love Our Kids 5K Run/Walk
- Sinajana Municipal Planning Council – St. Jude Thaddeus Fiesta Activities
- Tatuha Inc. – Guam Irensia Coming Home Tour
- Valley of the Latte – River Festival
- Westcare – 2018 Veteran Health Conference
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 the Taiwanese and Chamorro people, but promoting travel between our two countries. Meanwhile, the Bureau also continues to work closely with various active stateside Chamorro dance group with the US-Guam Chamorro Dance Academy, which launched in California, Washington and North Carolina.
DESTINATION MANAGEMENT

The Destination Management Committee (DMC) is a collaborative group comprising of government and private representatives. Its mission is to identify destination management projects and programs that will enhance Guam’s visitor experience and improve the quality of life for island residents.

DMC focuses on improving tourism infrastructure, safety and satisfaction. To achieve this mission in FY2018, GVB oversaw the maintenance of major tourist infrastructure to include Tumon landscape maintenance, Tumon & Hagåtña maintenance, island roadway maintenance, streetlights and anti-graffiti projects.

GVB has also contracted Eco-Green Services, LLC as the contract and compliance manager to serve and assist in managing these projects.

Over the years, GVB has taken on additional responsibilities originally tasked to other Government of Guam agencies. The Bureau continues to uphold a close relationship with GovGuam entities and the private sector to address and resolve issues.

While GVB’s request for Capital Improvement Projects was not granted in FY2018, plans are still in place to implement additional improvements such as crosswalks, pedestrian safety, tree mitigation & beautification, and a Tumon Bay boardwalk.

TUMON LANDSCAPE MAINTENANCE
San Vitores Road from Archbishop Flores Rotunda to Lotte Hotel, including JFK & Westin Hills. Scope of work includes tree & shrub trimming, grass cutting, sweeping/blowing of sidewalks, trash collection (including bus shelter trash collection).

BEACH CLEANING MAINTENANCE
Hagåtña Bay (from Apotguan Beach Pavilion) to Onward Hotel and Tumon Bay (from Hilton to Gun Beach). Scope of work includes mechanical & manual beach raking, trash collection, tree and ground cover trimming.

ISLAND ROAD MAINTENANCE
Rt. 1 (Dededo Flea Market to Naval Station), Rt. 4 (Rt. 1-Chalan Laman, Inarajan) and Rt. 34 (Two Lovers Point). Scope of work included trash collection, grass cutting, scraping, edging and trimming.

BUS SHELTERS
Total of 12 bus shelters at GVB, PIC, Across PIC, Fountain Plaza, Across Hyatt, Pacific Bay/Churrasco, Westin, Kracked Egg, Pacific Place, Holiday Resort, SandCastle and Lotte Hotel.

HOLIDAY ILLUMINATION
The annual holiday illumination Christmas village is one of GVB’s most successful events. Christmas village attracted thousands of visitors across the Hyatt Regency from December 2017 to January 2018. The theme for FY2018 was #Guamazing Christmas.
TUMON BAY STREETLIGHT REHABILITATION PROJECT

FUTURE PROJECT:
EXPANSION OF VISITORS SAFETY OFFICER PROGRAM TO HAGÁTÑA

LEGEND

- ISLAND ROADWAY MAINTENANCE
- ROADWAY
- ROUTE NUMBER
Due to the massive growth in the Korean visitor market, the Guam Legislature saw the need to assist the industry and community and created the **KOREAN CONCIERGE PROGRAM**. Since its inception the program has served to provide concierge services to all visitors arriving from Korea to include a 24/7 call-center.

GVB monitors tour guides and tour sites throughout Guam. The **TOUR GUIDE CERTIFICATION PROGRAM** was formed under Public Law 23-136 requires the training and certification of all Guam tour guides. This law requires GVB to establish guidelines regulating the conduct and operations of tour companies, inclusive of personnel. The Guam Community College conducts the instructional portion of the program, while GVB issues identification badges and handles compliance activities. To ensure efficient and effective compliance with this program, GVB has contracted a Tour Guide Enforcement Officer. Under the TGC Program we will continue to conduct instructional review and update the program based on the current needs of Guam’s tourism industry.

The experience that every visitor departs leaves a lifelong impression and this surmounts the satisfaction programs that showcases GVB’s commitment to ensure the Håfa Adai spirit and the quality of each experience. In partnership with the Guam International Airport Authority the **AIRPORT AMBASSADOR PROGRAM** augments, when necessary, a service to provide passengers additional services at Customs & Quarantine/Customs & Border Patrol during the peak arrivals periods. Airport ambassadors direct passengers to where they need to go and assist them in completing forms required for entry into Guam.

GVB also provides a **WELCOME SERVICE PROGRAM** that extends a true Håfa Adai welcome for airport and cruise ship passengers as well as for incentive groups, inaugural flights, dignitaries, media and other special groups and events. Services include shell/flower lei greeting as well as cultural welcome dances.

As part of GVB support to the front-line industry workforce we partnered with the Guam Hotel and Restaurant Association (GHRA) to create the **HOSPITALITY EMPLOYEES ARE OUTSTANDING “HERO” AWARDS**. These awards recognize the outstanding contributions of front-line hospitality employees of the tourism industry. Implemented in 1992 as the Excellence in Tourism Awards, this program continues to receive favorable participation and support from Guam’s community. The intent of the (HERO) for supervisory and non-supervisory program is to recognize outstanding front-line industry employees and organizations for their contribution to Guam’s largest economic contributor. In doing so, GVB and GHRA have identified the categories of: Håfa Adai Spirit; Rookie of the Year; HERO Middle Management; HERO Supervisory; HERO Non-Supervisory; Life Saving Award; Integrity Award.

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<th>FREE INDEPENDENT TRAVELER (FIT) TOP TEN INQUIRIES 2018 REPORT</th>
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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. Formalized in 2017, the Guam Visitors Bureau continued the extensive marketing campaign ranging from a weekly newspaper column, weekly tourism profile television feature, television and radio commercials and further expanding the community outreach program “tourism talk tour” in classrooms and among youth organization events.

In 2018, the Tourism Works campaign maintained the messaging by further highlighting the faces of the industry - frontline employees both direct and indirect were given opportunities to share their personal messages through profile features, social media features and at the tourism talk tours. The demand of the “tourism talk tour” increased heavily among schools and youth organizations mainly due to the positive messaging and the opportunity for viewers to connect on a deeper level with frontline workers and GVB representatives.
OCTOBER 2017

- Guam welcomed its second best October in visitor arrivals – 113,526 visitors
- GVB completes three-day roadshow in Korea
- 11th Guam Ko’ko’ Kids Fun Run held on Oct. 28
- 12th Guam Ko’ko’ Half Marathon held on Oct. 29

NOVEMBER 2017

- Guam welcomed its second best November in visitor arrivals – 122,377 visitors
- New Guam customs declaration forms introduced
- Guam wins best theme award at 2017 Taipei International Travel Fair
- 6th Shop Guam e-Festival held Nov. 10 to Feb. 28
- Guam shows strong presence at 2017 Modetour Travel Mart

FEBRUARY 2018

- Guam welcomed its third best February in visitor arrivals – 127,185 visitors
- Guam wins best booth performance award at PTAA Travel Tour Expo

MARCH 2018

- Guam welcomed its third best March in visitor arrivals – 137,734 visitors
- Guam selected as Best Overseas Self-driving Tour Destination by Ctrip
- Guam welcomed first Chinese Incentive Group in 2018
- China Airlines announced it would add fifth flight from Taiwan to Guam

JUNE 2018

- Guam welcomed its best June in visitor arrivals – 126,391 visitors
- Guam selected as one of the top five safe destinations for female travelers
- GVB hosted three day #instaGuam fair in Manila
- Jeju Air announced launch of Guam – Kansai service
- Guam shows strong presence at two travel shows in Korea
- Japan Airlines extends second flights to Guam through March 2019

JULY 2018

- Guam welcomed its second best July in visitor arrivals – 131,594 visitors
- Sixth Guam BBQ Block Party held on Jul. 3
- GVB and Dept. of Agriculture team up to remove invasive algae from Tumon Bay
- 2017 HERO award winners announced
- Jeju Air launches Osaka – Guam flight to meet expanding traveler demand
DECEMBER 2017
• A #Guamazing Christmas Holiday Illumination Light Park returned to Tumon Dec. 9 to Jan. 14
• Guam completes largest familiarization tour from Japan
• Calendar Year 2017 visitor arrivals reached new record – 1.54 million

JANUARY 2018
• New Year's Eve Fireworks in Tumon
• GVB launches #instaGuam theme for Visit Guam 2018 campaign
• Guam welcomed its second best January in visitor arrivals – 134,939 visitors

APRIL 2018
• Guam welcomed its second best April in visitor arrivals – 117,678 visitors
• Sixth United Guam Marathon held
• AKB48 Fan Tour held

MAY 2018
• Guam welcomed its fifth best May in visitor arrivals – 113,995 visitors
• 30th Guam Micronesia Island Fair celebrated May 2-6
• GVB x Beautiful Destinations announced launch of global campaign on Guam
• Guam strengthens Taiwan markets goals at Taipei Tourism Expo
• GVB donates Festival of Pacific Arts books to Guam DOE
• Guam wins best booth design award at tourism expo in Russia
• Korea artists conduct eco-wave tour on Guam and produce murals in Inarajan with Dr. Judy Flores

AUGUST 2018
• Guam Eco Wave Exhibition opens in Korea
• Over 400 volunteers clean up Tumon Bay and remove invasive species of algae
• Guam welcomed its best August in visitor arrivals – 145,817 visitors

SEPTEMBER 2018
• Guam welcomed its second best fiscal year in visitor arrivals – 1.52 million
• GVB announced reorganization of Japan operations
• Shop Guam expands into year-long campaign
• GVB increases VSO presence in light of recent crimes against tourists
• Travel demand for Guam strong at 2018 Modetour Travel Mart
• Guam strengthens presence at Tourism Expo Japan Sept. 20-23
• Guam wins PATA Gold award for #instaGuam campaign on Sept. 14
• Marketing Officer II June Sugawara retired after serving over 31 years at GVB
CHINA MARKET
2017 China Traveler’s Top Spot
• Top 10 Honeymoon Destination Award
• Top 10 Island Tour Destination Award

2017 Best Overseas Self-Driving Tour Destination Award
(Shanghai, China) March 2018

2018 Top 20 Global Female Safety Travel Destination Award
June 2018

KOREA MARKET
Appreciation Award
Modetour Travel Mart 2017
(Seoul, South Korea) November 19, 2017

Best Booth Design Award
KOTFA 2018
(Seoul, South Korea) June 17, 2018

Appreciation Award
Modetour Travel Mart 2018
(Seoul, South Korea) September 2, 2018

PACIFIC MARKET
PATA Gold Award
#instaGuam campaign
(Langkawi, Malaysia) October 4, 2018

PHILIPPINE MARKET
Best Performance Award
25th PTAA Travel Tour Expo
(Manila, Philippines) February 2018

Loyalty Award
PTAA Travel and Tours
General Assembly March 2018

RUSSIA MARKET
Best Booth Award
22nd Pacific International Tourism Expo (PITE)
(Vladivostok, Russia) May 2018

First Place Award and Cup of Korean Air
Korean Air Dragon Boat Competition
(Vladivostok, Russia) July 2018

TAIWAN MARKET
Best ITF Theme Award
2017 Taipei International Travel Fair
October 27-30, 2017
JAPAN MARKET

SMART GOALS
1. Welcome 530,000 Japanese visitors from target market segments to include family, senior, MICE/group/school and office ladies.
2. Continue to shift aggressive advertising efforts to online and social networking services to achieve increased brand awareness amongst target market segments.
3. Achieve 120,000 MICE/group arrivals.
4. Grow social networking services presence by increasing the number of followers and engagement ratio.
5. Achieve 200 Charter Flights.
6. Target the introduction of new flights directly servicing Guam from Japan, increasing current air seat capacity.
7. Work closely with Destination Management to improve Guam’s image.

HIGHLIGHTS
• GVB hosted over 300 Japan travel trade and media partners from November 30 – December 3 for the 2017 Guam MegaFam Tour.
• Popular Japanese music sensation AKB48 brought hundreds of visitors to Guam and garnered millions in media exposure during the AKB48 Fan Tour on April 21, 2018.
• GVB launched its Visit Guam 2018 theme of “#instaGuam” with an endorsement from AKB48 members who were named Guam ambassadors for the annual campaign.
• In conjunction with the Japan Guam Travel Association, GVB welcomed nearly thirty top-level executives from Japan’s travel trade industry for a VIP Fam Tour to experience the island as a world-class destination.

AT A GLANCE
- 20 TRADESHOWS/CONVENTIONS
- 1 COOPERATIVE PROJECTS
- 44 SEMINARS/WORKSHOPS
- $43.4M TOTAL MEDIA EXPOSURE
- 3 ONLINE PROMOTIONS
- 16 TRAVEL FAM TOURS
- FY2018 TOTAL ARRIVALS 530,223
- FY2017 TOTAL ARRIVALS 674,345

26
Japan Outbound Travel Update

In 2018, the number of Japanese travelers was expected to reach 329.4 million with 18.2 million people traveling overseas and 311.2 million traveling domestically within Japan.

Travel consumption was expected to reach over 15 billion Japanese yen (JPY) with 10.8 billion JPY going to domestic travel and 4.42 billion JPY to overseas travel. The average spend per person for domestic travel is 34,700 JPY and 243,100 JPY for overseas travel.

Japan outbound travel air seat capacity to Asian destinations may have increased by 5.7% and by 7.9% for destinations in Europe. Despite the increase for overseas destinations, research shows that short-haul destinations within Asia are still preferred.

Japan's outbound travel market has seen a decrease in overseas travel for people over the age of 60, dropping from 17.5% in 2012 to 12.6% in the last five years. On the contrary, overseas travel for people in their late teens to early twenties increased from 20% five years ago to 32.6%.

Women in their twenties represent the largest segment of female travelers and set new trends for destination choice and travel style. Outbound travel has increased as a result of tour package prices, the omission of fuel surcharges, and stronger JPY. Solo travel is a rising trend, especially among men and women over 60 years of age.

Guam in the Japan Market

The decline in air service in the Japan market resulted in a year-over-year decrease in arrivals. To combat this decline, air service development has become a top priority for the Bureau. In partnership with the Guam International Airport Authority (GIAA), GVB continued facilitating two incentive programs to further this effort: the Japan Air Service Support Program and the Japan Charter Flight Incentive Program. Since their launch, the programs have helped to minimize the impact of the decreased air service. Through these programs and partnerships with the travel trade community, the Japan market surpassed its goal pax for FY2018 achieving just over 530,000 arrivals.

Sales

GVB worked closely with some of the most renowned Online Travel Agents (OTAs) including Rakuten and Expedia to develop campaigns that increased sales volume within specific periods. GVB also worked alongside airlines such as Korean Air, Japan Airlines, and T’way Air to launch campaigns that meet the diverse needs of Japanese travelers offering special discounted rates or special offers for choosing Guam as their next travel destination.

Advertisements

GVB continued its aggressive approach in digital advertising by placing ads on various platforms with heavy traffic such as the Google Display Network, Yahoo!, Expedia, and YouTube, using remarketing technology to draw potential visitors to campaign landing pages and partners’ booking sites. There was also strong presence in traditional media outlets, with transit and television ads running during the year. These advertisements were key factors in achieving over $43 million in media value during FY2018.

Public Relations

Tie-ins with popular Japanese television programs like “Pinko Izumi and IKKO’s Pathway to Beauty” and “World Summer’s Resort” also brought in millions of dollars in media value. Guam was also featured in various forms of print media such as the Travel with a Child Guam Guidebook and the GENIC Colorful Guam Guidebook, resources that Japanese travelers primarily use while traveling.

Owned-media

GVB continued leveraging the power of social media to promote travel to Guam. Collaborations with AKB48 and Beautiful Destinations, establishing “InstaSpots” throughout the island, launching the InstaGuam landing page, and various contest activities led to increased followership on GVB’s Facebook, Twitter, and Instagram accounts in Japan.
KOREA MARKET

SMART GOALS
1. Increase Korean arrivals by 10.8% from 649,435 to 720,000.
2. Grow M.I.C.E. business by 20% and the sports market by 25%.
3. Conduct training seminars with travel trade partners at least four times a year in Seoul, Busan, and other tier cities.
4. Host various themed familiarization (FAM) tour events with key trade partners and media at least four times a year.
5. Co-op with travel trade partners and media to generate maximized media value.
6. Optimize communications with consumers through GVB Korea official SNS platforms.
7. Co-op with influential consumer brands at least four times a year.

HIGHLIGHTS
• Announced the child painter Hyun-Jin Lee and Family as Guam’s Honorary Ambassadors of 2018.
• Launched Naver Cafe and Kakao Friends SNS Platforms.
• Developed the first Guam pavilion at the Mode Tour Travel Mart 2017 and Hana Tour International Show 2018.
• Hosted roadshows in Busan, Gwangju, and Daegu with more than 350 travel agents.
• Hosted the second annual Guam Food Festival in Seoul featuring local chef Lingo Quichocho from Kitchen Lingo.
• Collaborated with Air Seoul and Jin Air on two Guam promotional videos.
• Collaborated with Olympus and New Balance on campaign promotions.
• T’way launched indirect flight service from Cheongju.

AT A GLANCE

TRADESHOWS/CONVENTIONS 5
COOPERATIVE PROJECTS 127
SEMINARS/WORKSHOPS 8
TOTAL MEDIA EXPOSURE $52.8M
TRADE FAM TOURS 7
WWW ONLINE PROMOTIONS 45
MEDIA FAM TOURS 6
FY2018 752,715 TOTAL ARRIVALS
FY2017 649,434 TOTAL ARRIVALS

Appreciation Award
Modetour Travel Mart 2017
(Seoul, South Korea) November 19, 2017

Best Booth Design Award
KOTFA 2018
(Seoul, South Korea) June 17, 2018

Appreciation Award
Modetour Travel Mart 2018
(Seoul, South Korea) September 2, 2018
Air Service Development

The Korea market has grown to become Guam’s top source market for the second year in a row. The island welcomed 752,715 Korean visitors in fiscal year 2018, making up more than 50% of the market share. These record-breaking numbers were achieved through the collaborative efforts of Guam’s travel trade partners and Korean media.

Guam has seen an increase in overall seat capacity from Korea. In October 2017, Jin Air’s Busan-Guam route increased flight service from four times per week to daily. In April 2018, Air Busan increased flight service from four times per week to five times per week. In June 2018, Air Seoul added a night flight. Lastly, Jeju Air launched indirect flights six times per week from Cheongju to Guam via Osaka.

GVB supported airlines with sales contests, marketing programs, and study tours with key agents, in an effort to sustain and grow service via Incheon and Busan. The Bureau also worked with airlines on collateral giveaways for seasonal promotions, destination marketing materials, and other media collaborations to feature our island destination.

Sales Market Development

Trade Support
GVB conducted more than 120 co-op projects with travel trade partners, media, and consumer brands in Fiscal Year 2018. The office hosted three travel agent FAM tours in January, March, and July 2018 with niche and key travel agents in Seoul, Busan, Daegu, Gwangju, and Cheongju. GVB Korea held seminars for more than 350 travel agents and media partners in Busan, Gwangju, and Daegu in October 2017. The Guam partners that participated were able to establish new business relationships with trade professionals and promote their properties and services.

GVB continued to promote the Guam brand on a global scale by exhibiting in top consumer and trade shows, including Mode Tour Travel Mart 2017, the inaugural Hana Tour International Show in Busan 2017, Hana Tour International Travel Show in Seoul 2018, KOTFA Show 2018, and Mode Tour Travel Mart 2018. Moreover, GVB conducted its 2nd annual Guam Food Festival in June 2018 with more than 170 travel trade partners and media to increase awareness of Chamorro cuisine and culture.

Media Advertising
GVB promoted Guam as a sports destination via its memorandum of understanding with the Korea Professional Baseball Players Association. In December 2017, MBC Sports+ held its 3rd Annual Golf Tournament on Guam. GVB also hosted several media FAM tours during signature events, such as Korean model Eun Jung Ham, singer Sean, and legendary marathon runner Lee Bong Ju during the United Guam Marathon. GVB additionally hosted Olympus and New Balance Kids during the Guam Micronesia Island Fair. The Bureau worked with these two brands to recruit influential photographers who travelled to Guam to feature Chamorro culture.

Consumer Marketing

To expand direct-to-consumer promotions, GVB launched official Naver Cafe and Kakao Friends SNS channels. GVB also conducted a global marketing campaign with Beautiful Destinations and YouTube to promote the theme #instaGuam.

GVB also worked with digital influencers and artists and hosted YouTuber Serim Hong in the production tour for Shop Guam. In January 2018, GVB announced child painter Hyun-Jin Lee and her family as the year’s Honorary Guam Family Ambassadors. The family created a storyboard of their trip to the island, produced by father, Kyu Chan and illustrated by his daughter Hyun Jin. The Lee family held an art exhibition entitled “Flower-Guam” that displayed Hyun-Jin’s paintings of her unforgotten memories of Guam. In addition, GVB hosted a free Family Art Workshop at Plaza de España in collaboration with the Lee family on January 20.

GVB partnered with Lotte Department Store Gallery for an exhibition featuring paintings by local artist Dr. Judy Flores and influential Korean artists who produced paintings and murals during their visit to Guam in May 2018 for GVB’s Eco-Wave Tour. The artists produced a series of murals at Inarajan’s natural pools, the largest of which focused on Guam’s endemic Ko’ko’ bird. Their artwork — inspired by Guam’s natural beauty and clean environment — was displayed from August to October 2018 in three Lotte galleries in Youngdeungpo, Anyang, and Busan.
**TAIWAN MARKET**

**SMART GOALS**
1. Achieve a 5% increase in arrivals in low season (Mar-May / Sept-Nov), targeting the senior and wedding groups who competitively are the 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.
5. Develop mobile marketing tactics.
6. Achieve and maintain TPE-GUM daytime flights.

**HIGHLIGHTS**
- Created new market opportunities through co-ops with Eslite, Mizuno and Avis Taiwan.
- Explored new market segments and tour products with MICE segments and high-yield markets. GVB Taiwan established relationships with exclusive golf organizations such as Pacific Links International and Golf Digest and organized golf tours to build long-term cooperation.
- Deepened relations with China Airlines through strong networking meetings with Guam Government, Taiwan foreign ministry and high-level China Airline executives for the Southern Taiwan market development efforts.
- Constructed quality media exposure through 2 major fam tours for UGM and Pacific Links International Golf Association that elevated Guam's SOV through media exposure from social media platforms, key media, news media and sports media that was appealing to tourists.
- Participated in 2 major consumer shows: Taipei Tourism Expo and Taipei International Travel Fair (ITF)-Taipei as well as optimized GVB connections with Taiwan’s American Institute of Taiwan (AIT) and Discover America Corp (DAC) by joining their hosted and free.

**AT A GLANCE**
- **4** TRADESHOWS/CONVENTIONS
- **2** COOPERATIVE PROJECTS
- **18** SEMINARS/WORKSHOPS
- **$30.1M** TOTAL MEDIA EXPOSURE
- **1 Travel Trade Fam Tours**
- **5 Online Promotions**
- **2 Media Fam Tours**

**FY2018**
- **27,550** TOTAL ARRIVALS

**FY2017**
- **36,268** TOTAL ARRIVALS

**2017 Taipei International Travel Fair**
October 27-30, 2017

**Best ITF Theme Award**
2017 Taipei International Travel Fair
CHINA MARKET

SMART GOALS
1. Achieve an arrivals goal of 15,000 by the end of FY2018.
2. Strengthen Guam uniqueness and visibility with precision marketing campaigns.
3. Assist GVB stakeholders to develop China market.

HIGHLIGHTS
• The China outbound travel market continues to be the leader in terms of spending. The average on-island spend for Guam is estimated at $1,160.00 per person per trip.
• The overall travel market for U.S. destinations has decreased due to the trade dispute and related news in 2018. The issuance of U.S. visas has declined by an estimated 20% due to political issues.
• United Airlines ceased their direct twice weekly flights from Shanghai to Guam.
• An aggressive MICE program was established and promoted. Guam is now positioned as competitive mid-high end destination for incentive groups. In FY18, Guam received 4 incentive groups, in total over 400 pax, among which three groups benefited from the Guam U.S. visa rebate program.
• Marketing utilized various channels for promotions with trade partners, and further increased public awareness of Guam. Efforts were focused mainly on travel agency cooperative programs, online marketing, consumer events, multi-media, and cross-over campaigns.
• Various co-branding campaigns with influential brands which share the same potential clientele of Guam were the highlights of FY18. GVB launched co-branding campaign with Kindle Amazon with Hashtag #travel to Guam with Kindle, featuring Guam’s stunning nature and various local experiences. Those who purchase a Kindle with Aoyou.com during the campaign joined a lucky draw and the winners received round trip air tickets, paid for U.S. Visas when purchasing Guam products, and coupons. The campaign reached over 1 million mid-high end consumers with over 100 packages sold during the campaign.
• The online co-branding campaign with XIAOMI, smart lifestyle technology company, targeted photography lovers and promote special offers of United air tickets to millions of Mi FANS during new Mi-phone launch.
• Co-branding with United States Certified Public Accountant training institution, Golden Finance, GVB continues to attract students seeking to become a CPA as well as the alumni of the organization to travel to Guam, not only for tests but also for vacations with friends and family.
• To promote summer travel and strengthen Guam’s brand as perfect destination for family, a partnership with Xueersi, the number one children’s education group in China and VIPKID - the leading online English elementary education platform was forged. Guam was the title sponsored of the 21st Century Xueersi National English Speaking Contest, with total 200,000 participants and a documentary video about Guam summer study camp was launched on Iqiyi.com. VIPKID launched 11 English episodes of “Adventure on Guam” on the VIPKID mini app in August and the total number of students who completed the program so far is 18,630. At the launch of the program, key tour operators sold Guam packages on the platform with a special offer of $80 gift certificate provided by DFS T-Galleria for Chinese travelers with kids.

2017 China Traveler’s Top Spot
• Top 10 Honeymoon Destination Award
• Top 10 Island Tour Destination Award

2018 Top 20 Global Female Safety Travel Destination Award
June 2018

2017 Best Overseas Self-Driving Tour Destination Award
(Shanghai, China) March 2018
RUSSIA MARKET

SMART GOALS
1. Participate in at least 2 exhibitions.
2. Conduct at least 3 Guam Product Workshops for travel agents in the Far East of Russia.
3. Conduct at least 2 Guam Product Workshops for travel agents in Siberia.
4. Establish close working relationships with Korean Airlines. Conduct at least 1 co-op activity.
5. Conduct at least 2 Familiarization tours for media to participate in GVB’s signature events.
6. Increase Guam awareness in the Far East of Russia and Siberia through continues communication with target audience via different channels (SM, exhibitions, etc.).

HIGHLIGHTS
• The Guam Visitors Bureau accomplished the mission in FY2018 to promote Guam as a tourism destination in Russia (both Far East of Russia and European part of Russia) with increased awareness about events and special activities on Guam among independent travelers, travel agencies, media and attract tourists from Russia to visit Guam.

• Total number of arrivals from Russia for FY2018 (as of September 30, 2018) was 4,035, a 28.1% increase over FY2017, which demonstrated an increase of tourists from the European part of Russia as positive and important tendency for a destination. Due to continuous direct advertising and promotions through key opinion leaders, awareness of Guam in the European Russia increased significantly.

• The bureau continued to actively promote Guam in the European and Far East parts of Russia as a primary market mainly due to specific parts of Russia having a great number of family and wealthy travelers with the desire to find new destinations for vacation. According to statistics by the Association of Tour Operators of Russia (ATOR), Russian tourists travel more often with families for the past several years. Due to another situation of currency fluctuation tourists psychologically are used to saving more and spending less. Russia continues to experience a shift to domestic travel.

• The Visa Free Advertising campaign was developed to promote Guam in the European part of Russia. Current fiscal year demonstrated an increase of number of tourists from a European part of Russia as positive and important tendency for the destination.

• GVB Russia participated in the Online Travel Mart (OTM) - an online expo which showed high efficiency and an excellent value for money by GVB Members that participated. The OTM was a great success and proved to be a very cost-effective way to increase GVB’s geographical presence not only in the European part of Russia, but overall in the country.

• With the shift towards more active online, Guam promotes offline only in Vladivostok as a key market (Primorye region). The Guam booth at the Pacific Tourism Exhibition (PITE) 2018 in Vladivostok was awarded as the Best booth of the expo.

• GVB Russia also coordinated the Far East Travel Agents Road Shows, which covered Vladivostok, Khabarovsk and Yuzhno-Sakhalins. Another roadshow was conducted covering the Siberian market in Novosibirsk and Irkutsk. The workshop in Yakutsk was a joint cooperation with Korean Airlines and Aeroflot. The interest of travel agencies from Yakutsk was high thus was strongly recommended to conduct similar events there and increase efforts on advertisement for next fiscal year.

Best Booth Award
22nd Pacific International Tourism Expo (PITE) (Vladivostok, Russia) May 2018

First Place Award and Cup of Korean Air Korean Air Dragon Boat Competition (Vladivostok, Russia) July 2018

AT A GLANCE

2 TRADESHOWS/CONVENTIONS
6 COOPERATIVE PROJECTS
6 SEMINARS/WORKSHOPS
0 TRAVEL TRADE FAM TOURS

$57.3K TOTAL MEDIA EXPOSURE

12 ONLINE PROMOTIONS

3 MEDIA FAM TOURS

FY2018 4,035 TOTAL ARRIVALS

FY2017 3,151 TOTAL ARRIVALS

28.1% from last year
SMART GOALS

1. Increase arrivals for FY2018 to 82,000.
2. Develop solid working relationships with at least 5 new USA travel wholesalers, dive wholesalers, and MICE buyers to actively sell Guam products in FY2018.
3. Organize a trade familiarization tour from North America to Guam in FY2018 with adventure, dive travel wholesalers and MICE planners.
4. Attend the following B2B trade shows in FY2018:
   a. IPW
   b. DEMA
   c. IMEX
   d. ATTA
   e. IGLTA
5. Attend the following B2C trade shows in FY2018:
   a. Scuba Show
   b. Pacific Islander Festival Association
6. Generate $500,000 USD media value in FY2018.
7. Reach 60,000 Facebook fans on GVB Visit USA by the end of FY2018.
8. Continue efforts to work with the travel trade and media to promote Guam to the following segments:
   a. Visit Friends & Relatives (VFR)
   b. Dive/Adventure
   c. Military & Families
   d. Meetings, Incentives, Conventions & Exhibitions (MICE)

HIGHLIGHTS

• Partnership with iWorld of Travel (IWOT) to develop a Guam and Japan package tailored to the LGBTQ community.
  o GVB invested $25,000.00 which was also matched by IWOT to create new programs and specials that will be used to market and educate travel agents and consumers in the North American market.

  - Email campaign targeting travel agents
  - Exclusive webinar to IWOT database
  - Promotion on IWOT SM platforms and website
  - Blog posts by professional travel writers
  - B2C consumer email broadcast
  - Paid advertising on Facebook and Google
  - Web banner advertisement on IWOT website
  - Press releases

• Partnership with Deep Blue Adventures (DBA) to develop a Guam and Micronesia Dive package.
  o Through this partnership, DBA created a dive package that includes a 3-night stay at the Fiesta Resort Guam, 2 days of diving, and rental of all required dive gear.

• Partnership with leading advertising giant, Google, in an exclusive 3-month program designed to maximize and transform GVB’s digital marketing efforts.
  o Campaign started on November 6, 2017 and ran through February 19, 2018.
  o Campaign period covered both 2017 Shop Guam e-Festival and 2018 InstaGuam campaigns.
  o During the 15-week campaign, GVB generated over 20 million advertising impressions, 1.5 million video views, 100,000 click engagements and 7,390 conversion.
  o Youtube video campaign with Google focused on promoting 2 virtual reality videos and also the InstaGuam 2018 branding video.
  o Universal app campaign, used to drive SGeF app download. Resulted in 2,284 new app downloads.
  o Google search campaign used to set up keyword based advertisements to target U.S. prospects who are actively searching for Guam related topics on the internet. Google search campaign generated over 200,000 impressions, 8,712 clicks and attracting 3,626 new prospects.

• Generated over 2 million dollars of media value through offline and online media promotions.
SMART GOALS
1. To surpass the Philippines goal pax of 18,600 by the end of FY2018.
2. To have at least 10 MICE/Sports Tourism trips by the end of FY2018 via partnership with airlines and top MICE group agencies.
3. To strengthen relationship with travel agencies and conduct regular sales blitz and product updates.
4. To increase page likes on Facebook by 50% by the end of FY2018 by creating more relevant and interesting materials about Guam.
5. To implement cost effective traditional and digital marketing strategies by partnering with airlines, trade and media partners.
6. To increase media value output by 30% through media familiarization tours and press releases by the end of FY2018.

HIGHLIGHTS
• The Philippine Market concluded FY2018 tourism arrivals numbers with 19,026 from Philippines for FY2018 (as of September 30, 2018) meeting its goal pax for the fiscal year 2018.
• Guam held its first ever #instaGuam Fair, June 1-3, 2018 at the Bonifacio High Street – Taguig city, in Manila which was a huge success. The event was well attended by media editors, celebrities, influencers, and consumers. The event was a joint partnership with the Guam Economic Development Agency (GEDA), GVB Members, and event partners to further promote their products and services to the public. From discounted airline tickets (courtesy of Cebu Pacific, Philippine Airlines, and United Airlines), to special hotel rates and tour packages, travel opportunities were available, thanks to the GVB Member sponsors: Pacific Star, PacTours, Vacations Guam, Discover Guam, Phil-Guam USA Travel & Tours and Two Lovers Point. In addition to the activities highlighting the Guam “instant experience”, audiences were able to participate in different activities for the three day-event. The overall success of the event was able to establish Guam as economically capable to host travelers from the Philippines and that Guam is on its way to becoming the next popular travel destination for Filipinos.
• GVB joined consumer and business to business (B2B) events in FY2018 from the PTAA, ATTA, and TTE. Additionally, GVB partnered with the U.S. Commercial Services (USCS) under the Platinum Key Service to assist in promoting the GVB Signature Events such as Shop Guam e-Festival, United Guam Marathon and Guam Micronesia Island Fair.
• The Quezon City Travel Agents Association (QCTAA) consisting of 31 participants visited Guam. It was one of the biggest fam groups from the Philippines trade agent partners. Accompanying the groups was the United Airlines Philippines Country Manager Ms. Pam Navarro that was able to participate with hotel site inspections with the group. QCTAA had a very good experience on Guam and all the travel agents are excited to sell Guam to their clients.
• Other Guam Product seminars were scheduled at the Mall of Asia and attended by 45 Travel Agents, representatives from USCS, United Airlines, Philippine Airlines and Cebu Pacific.

AT A GLANCE
3 TRADESHOWS/ CONVENTIONS
7 SEMINARS/ WORKSHOPS
2 TRAVEL FAM TOURS
6 ONLINE PROMOTIONS
4 FAM TOURS

TOTAL ARRIVALS
FY2018 19,026
FY2017 19,817

~4% from last year

Best Performance Award
25th PTAA Travel Tour Expo (Manila, Philippines) February 2018

Loyalty Award
PTAA Travel and Tours General Assembly March 2018

AWARDS PHILIPPINES
2018
HONG KONG MARKET

SMART GOALS
1. Increase arrivals to 9,000 pax over FY2018.
2. Increase Guam’s awareness and visibility both online and off-line by 20% over FY2018.
3. Increase Guam wedding party arrivals by 5% and increase active wedding promoters by 2 to support the promotion of Guam as a wedding destination over FY2018.
4. Increase Guam adventure travelers by 15% and have 5 adventure travel media promoters actively promoting Guam as an adventure travel destination over FY2018.

HIGHLIGHTS
• Coordinated Cathay Dragon Chartered flight to Guam (Nov 2017-80 pax).
• HK focused on cooperative projects with United Airlines HK and key travel agencies as well as key OTAs.
• Completed 10 joint promotions with United HK Vacations incorporating “Fly To Guam” campaign and production of TV travel program “Fun Abroad,” the 1st TV program talking about Guam over the past 6 years in efforts to increase Guam’s SOV.
• Reached accumulative media value worth USD $442,300 in FY2018.
• Reached accumulative ROI valued at $355,275 through FAM tour and social media influencers efforts.

AT A GLANCE

<table>
<thead>
<tr>
<th>TRADESHOWS/CONVENTIONS</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEMINARS/WORKSHOPS</td>
<td>3</td>
</tr>
<tr>
<td>TOTAL MEDIA EXPOSURE</td>
<td>$797K</td>
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<tr>
<td>TRAVEL TRADE FAM TOURS</td>
<td>0</td>
</tr>
<tr>
<td>ONLINE PROMOTIONS</td>
<td>8</td>
</tr>
<tr>
<td>FAM TOURS</td>
<td>2</td>
</tr>
</tbody>
</table>

FY2018
6,663 TOTAL ARRIVALS

FY2017 16,140 TOTAL ARRIVALS

-58.7% from last year
PACIFIC MARKET

SMART GOALS
1. Increase visitor arrivals by 10% from the previous year by promoting travel and increasing awareness, to and within Guam and the Micronesia region.
2. Market Guam as a world-class destination through participation in key international trade/consumer shows.
   a. Asia Dive Expo
   b. PATA Travel Mart
   c. ITB Asia
3. Align our activities and programs with the Tourism 2020 plan to diversify market segments for Guam.
4. Continue to be involved with PATA International, PATA Micronesia Chapter and the Micronesia Island Forum to promote travel to Guam and Micronesia.
   a. Attend the PATA Executive Board and Board Meetings.
   b. Participate in the PATA Micronesia Chapter tri-annual membership meetings.
   c. Work closely with the Micronesia region to report to the Micronesia Island Forum and to seek support where needed.
5. Maintain relationships with travel trade industry members through partnerships, collaborations, advertising opportunities and Guam product update familiarization tours.
6. Utilize resources such as the MicronesiaTour.com website to market and promote Guam and Micronesia.

HIGHLIGHTS
- GVB wins PATA Gold Awards for its entry “#instaGuam” in the “Marketing Media - Social Media Campaign, PG” category of the 2018 PATA Gold Awards.
  o GVB bested over 200 entries from 87 organizations and individuals worldwide.
  o The award is given to tourism industry organizations and individuals making outstanding contributions towards the successful promotion of the travel industry throughout the Asia Pacific region.
- GVB opens the Malaysia market.
  o Secured partnership with Apple Vacations in Kuala Lumpur, Malaysia as it looks to target new markets in Southeast Asia. An all-inclusive Guam travel package has been developed and is available in the market for approximate $1,400.
  o GVB partners with Philippine Airlines in Malaysia
    - Conducted Guam Product Presentation with PAL’s key agents in September 2018.
  o GVB attends the Malaysian Association of Tour and Travel Agents (MATTA) Fair for the first time in September 2018.
- Pacific Asia Travel Association (PATA) Micronesia Chapter
  o GVB, along with the National and State Tourism Organizations in Micronesia lead the region in promoting travel to Micronesia.
  o The Chapter serves as the marketing arm of the region, as designated by the Micronesia Chief Executive Summit.
  o The Chapter has successfully provided training throughout Micronesia in the areas of hospitality, customer service, social media and first aid.

AT A GLANCE

5 TRADESHOWS/CONVENTIONS
1 COOPERATIVE PROJECTS
5 SEMINARS/WORKSHOPS
TOTAL media EXPOSURE $50K
0 TRAVEL FAM TOURS
0 www ONLINE PROMOTIONS
2 FAM TOURS

FY2018
43,537 TOTAL ARRIVALS
FY2017 36,958 TOTAL ARRIVALS

PATA Gold Award
#instaGuam campaign (Langkawi, Malaysia) Oct. 4, 2018

AWARDS PACIFIC 2018

PACIFIC MARKET
SMART GOALS
1. Increase visitor arrivals by 10% from the previous year by promoting travel and increasing awareness, to and within Guam and the Micronesia region.
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  o The Chapter has successfully provided training throughout Micronesia in the areas of hospitality, customer service, social media and first aid.
HÅFA ADAI PLEDGE

In 2018, HAP welcomed 101 new members from various local business, organizations and individuals with a total of 847 members; representing over 36,000 individuals. The program continues to grow not only in numbers but in various forms such as the type of members taking the pledge, the creativity of pledges and the overall community support of the program. HAP also introduced a dedicated program specifically intended for children, HAP Kids. The official launch and execution of monthly signings for children and their families were hosted at the Bonita Baby store that included interactive activities as an initiative to the next generation of Guamanians to share and perpetuate the Håfa Adai spirit. Through this partnership the efforts to promote the pledge among the youth kicked off with great momentum.

HAP Kids was further promoted at the 2018 Guam Micronesia Island Fair from May 2-6. GVB hosted nightly signings for kids to take the pledge. Various Håfa Adai Pledge members such as Bonita Baby Trading Company, Love from Guam, Hurao Academy, Sweet Things and Lullabies, and Mark Benavente partnered with GVB to host cultural demonstrations from coconut candy making to weaving to encourage the practice of traditional arts and an understanding of cultural values.

2018 MEMBERSHIP HIGHLIGHTS

• Sodexo employees renew commitment to Håfa Adai Pledge with over 220 employees in participation.
• Guam Association of Realtors® took the Håfa Adai Pledge during its Brokers Forum representing over 400 local members in the real estate industry.
• On June 29, 2018, the program reached another milestone by welcoming I Man Fafa’naguén Bailan Chamorro (tribal council) as the 800th pledge signer. Over 500 members represented the I Man Fafa’naguén Bailan Chamorro (tribal council) alongside nine cultural dance houses, also known as Gumas took the pledge as part of the annual Dinanna Pa’a cultural event hosted by Håfa Adai Pledge member Valley of the Latte Adventure Park.
• Global brands Tommy Hilfiger and Calvin Klein Guam stores take the pledge with 400 employees.

The next steps of the program are to further inspire and equip current and incoming members with the tools and techniques on how to expand their pledge efforts.
In Fiscal Year 2018, there were three areas of focus for GVB’s digital media strategy and execution. First, GVB continued to invest in big data and leveraged digital advertising technology to create more precise marketing, to present Guam in front of an array of global audiences. GVB incorporated programmatic methodology across representative offices, and utilized behavioral, contextual, and geolocation-based advertising to stimulate demands and increase bookings. GVB also targeted strategic regions and major cities with convenient air accesses to Guam. The programmatic media also reached multi-generational prospects more efficiently from the millennial, family, office lady, silver markets with diverse interests from leisure, business, eco, adventure, dive, LGBTQ, honeymoon, and MICE markets.

The Digital 360 system allowed GVB to keep track of online exposures across markets. In 2018, the GVB team generated a total of 3.125 billion digital impressions via paid digital advertising up by 152% from FY2017. GVB also produced 19.44 million key opinion leader post impressions, 1.72 million digital clicks. GVB effectively increased the digital marketing conversions to 7.79 million campaign page visits, up by 528% compared to last year. More importantly, the advertising effort resulted in more than 25,753 online travel booking (up by 112% from FY17) and 274,073 conversions (up by 215% from FY17). GVB also continues to grow its organic digital reach.

**GLOBAL DIGITAL ADVERTISING PERFORMANCE**
- 3.125 billion digital ad impressions globally
- 19.44 million key opinion leader post impression globally
- 1.72 million digital ad clicks globally
- 7.79 million landing page visits globally
- 25,753 online bookings globally
- 274,073 online conversions and submissions globally

In 2018, GVB continued two key digital platform partnerships with TripAdvisor and Google to help GVB promote the #instaGuam campaign in 2018. GVB also successfully integrated its travel trade partners in the global digital advertising program with Google, driving direct traffic to key travel wholesalers and airlines to increase travel conversions significantly.

**SOCIAL MEDIA IN REVIEW**

In 2018, GVB increased its total social media following to 573,535, a 13% increase from 2017. The Bureau aggressively invested in the Instagram marketing capabilities globally, with the more micro video contents. There were also a total of 764,985 website visitors to GVB’s global website and together, with over 1.89 million web page views. From our social media monitoring, GVB identified 18,767 international visitors who passionately promote Guam, and recommend the destination to their online peers.

**GLOBAL SOCIAL MEDIA PERFORMANCE**
- +13% from 506,887 to 573,535 total SNS followers

**GLOBAL WEBSITE TRAFFIC PERFORMANCE**
- 764,985 website visits globally
- 1.89 million website page views globally
- 73,628 referral traffic to website globally
- 500,402 search traffic to website globally
- 118,068 direct traffic to website globally
- 17,277 social traffic to website globally

**ONLINE REPUTATION & SOCIAL MEDIA SENTIMENT**
- 18,767 online promoters of Guam globally
FY2018 DIGITAL REVIEW
A major part of FY2018’s website initiatives was concentrated on the creative process, strategic planning and final transition for the complete redesign of the Bureau’s global website presence. The end of the year set the stage for the highly anticipated deployment of these seven new global websites for North America & Pacific, Japan, Korea, China, Taiwan, Russia and newcomer Hong Kong. Each source market is now managing their own new responsive website platform. With a ‘mobile first’ approach, the new solutions include fully responsive designs served via secure HTTPS Domains. Each website renders 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, higher ranking among the search engines and better security. Part of the major redevelopment included strict compliance with the European Union’s 2018 digital privacy initiative GDPR (General Data Protection Regulation), implemented to ensure the protection of their citizens’ data privacy across the globe. Compliance with this and other similar digital regulations change the way the bureau is managing data collection.

Other key components in the site redesigns involve User Generated Content (UGC) and richer blog sections. The new responsive sites are now managed with the latest version of the bureau’s CMS (Content Management System), upgraded in the recent months. The new CMS allows for ‘real-time feedback’ page-editing, making page-creating and editing faster and more efficient than ever. 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 especially mobile - while editing. This provides for more content creation freedom, where the editor can spend valuable time and effort in fresh, relevant, dynamic content and not coding and programming.

WEBSITE PERFORMANCE
Sessions increased 43% year over year. Users increased 25% year over year. Organic sessions increased 8% year over year. 2018’s website engagement metrics for the English flag-ship visitguam.com shows Total Pages per Session 8.35% and Page Visit Duration 6.33% above the industry average. Popular landing pages for the year included Guam visa information, events, things to do like shopping, dining and attractions, and culture and history.

FY2019 WEBSITE INITIATIVES
FY2019 will continue to bring intensified training for GVB’s marketing representatives and its members/partners alike. Specific CRM (Customer Relationship Manager) training on various RFP, events and sales modules will be dedicated to GVB’s marketing officers and overseas representatives. This will enable them to fully utilize the CRM’s automated tools to better manage their travel contacts, media partners and various sales leads. GVB will also continue to deliver additional, specific CMS training for GVB’s local and global web content managers. The new CMS (v3.0) controls all seven of the brand new global consumer websites. These mobile-first websites will feature fresh and new content driven to fully engage visitors by guiding them through the decision process with meaningful content and vibrant user-generated photos and videos of personal experiences in our island paradise.

GVB MEMBERSHIP EMPOWERMENT
Extensive training for GVB’s exclusive member/partner Extranet will be offered to GVB’s membership, particularly in the management of member-specific content. This content drives specific sections in all of the global websites related to activities, attractions, restaurants, places to stay and other tourism-related services. The system also gives them control of their respective listings that are presented in all the global markets’ languages. They will also learn to better utilize other management tools including dashboards for site and leads activity as well as visitor arrivals reports and fellow member contact information.

CORPORATE WEBSITE REDESIGN INITIATIVE
FY2019 will also bring the beginning of a dramatic redesign of the Bureau’s corporate website guamvisitorsbureau.com. One major inclusion will be seamless integration of the bureau’s data and statistics from the Research Division. It promises to set the pace for the rest of the industry in the form of interactive digital dashboards and other various implementations. Fully responsive, these on-line tools will revolutionize how the Bureau delivers its data and statistics, from visitor arrivals to numerous visitor demographics.

OUTLOOK
All of GVB’s online assets will be fully secure and responsive, seamlessly accommodating the mobile device user. With a mobile-first philosophy, the Bureau is already taking full advantage of how travelers research destinations, make decisions and ultimately book their trips. Recently forged partnerships with Google and TripAdvisor continue to solidify GVB’s efforts in digitally promoting Guam as a beautiful destination at a more competitive level.
Guam Visitors Bureau successfully concluded the 7th annual Shop Guam e-Festival. In Fiscal Year 2018, GVB attracted 178 merchants to participate in this award-winning international travel marketing campaign. There was a total of 265 exclusive retail offers promoted on the Shop Guam mobile app to visitors from Japan, Korea, Taiwan, Hong Kong, China, Russia, Philippines, North America, and to local residents in Guam. The total new mobile app downloads reached 59,643 in less than 100 days driving more than 2 million mobile screen view exposures for local businesses in Guam.

Shop Guam e-Festival 2017 achieved another breakthrough in FY2018. GVB attracted more than 200 local businesses to participate in the Shop Guam campaign. Mobile marketing also broke records in all categories. The total mobile app screen views in 2018 reached 6.38 million, up by 187% from 2017. GVB also brought in 34,039 proximity notification messages for the Shop Guam mobile app users to check out nearby offers throughout the island. Global promotion efforts have collectively generated $16.6 million worth of earned media value during the e-Festival.

GLOBAL MARKETING
693 global social promotion posts globally
16.6 million USD media value globally
47,205 mobile app downloads globally
5,479 mobile app sweepstake entries globally
34,039 iBeacon on location scans
+187% to 6.38 million mobile app screen views
GVB AND BEAUTIFUL DESTINATIONS LAUNCHED GLOBAL CAMPAIGN ON GUAM

The Guam Visitors Bureau (GVB) partnered with award-winning creative agency Beautiful Destinations (BD) to launch a global campaign about Guam through its popular social media channels in 2018.

Beautiful Destinations is behind one of the world’s largest travel communities on social media, spanning 15 million people across 180 countries. They create and distribute “social first” content for a mobile audience and were voted by FAST COMPANY as one of the world’s most innovative companies in 2017.

“We’re proud to have worked with the Beautiful Destinations team to really capture their unique experience of Guam, share it with the rest of the world and their millions of followers,” said former GVB President and CEO Nathan Denight. “Their brand greatly influences the decision-making process of travelers worldwide and we’re happy to partner with them to share Guam’s natural beauty, culture, and people. We encourage everyone to share BD’s photos and videos of Guam on their social media channels.”

“Beautiful Destinations’ mission has always been about celebrating the beauty of the world and its amazing people, places, and experiences,” said Cory Stephen Martin, Beautiful Destinations Videographer. “Our recent visit to Guam has given us a chance to immerse ourselves in a culture that is brimming with pride of its ancestral roots and people. The people of Guam immensely care for family, and they extended that familial energy to total strangers like ourselves.”

The first social media post on the global Guam campaign launched on Beautiful Destination’s Instagram, Facebook and Weibo accounts on Thursday, May 10, 2018. The second social media post featuring a one-minute video of Guam was also posted the following day, May 11, 2018 at the same time on those same channels. All of GVB’s markets then re-posted or shared the content to maximize the reach of the global BD brand and its 15 million followers to strengthen Guam’s digital presence. More photos and video content from Beautiful Destinations were shared throughout the remainder of 2018.

Martin added, “Guam is a special destination in the world because of its genuine character and energy. The people made us feel easily familiar with their home because of the warm welcome extended to us. This, and their beautiful island, is what we would like to showcase to the world.”

Follow Beautiful Destinations on Instagram, Facebook and Weibo (@beautifuldestinations), as well as the Guam Visitors Bureau on Instagram (@visitguamusa), Facebook (@visitguam), and YouTube (@guamvisitorsbureau) for more content.
## FISCAL YEAR ARRIVALS BY ORIGIN

<table>
<thead>
<tr>
<th>AIR ARRIVALS (Civilian &amp; Armed Forces)</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>% Change</th>
<th>MIX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>752,757</td>
<td>674,345</td>
<td>530,223</td>
<td>-21.4%</td>
<td>34.8%</td>
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<tr>
<td>Korea</td>
<td>519,430</td>
<td>649,434</td>
<td>752,715</td>
<td>15.9%</td>
<td>49.4%</td>
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<tr>
<td>Taiwan</td>
<td>41,534</td>
<td>36,268</td>
<td>27,550</td>
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<tr>
<td>China</td>
<td>26,271</td>
<td>23,239</td>
<td>17,035</td>
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<td>1.1%</td>
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<tr>
<td>U.S. (incl. Hawaii)</td>
<td>76,727</td>
<td>76,291</td>
<td>89,363</td>
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<td>Palau</td>
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<td>4,304</td>
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<tr>
<td>FSM</td>
<td>11,027</td>
<td>10,958</td>
<td>14,728</td>
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<td>1.0%</td>
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<tr>
<td>RMI</td>
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<td>1,274</td>
<td>1,564</td>
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<tr>
<td>Philippines</td>
<td>18,704</td>
<td>19,817</td>
<td>19,026</td>
<td>-4.0%</td>
<td>1.2%</td>
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<tr>
<td>Australia</td>
<td>2,258</td>
<td>2,227</td>
<td>2,285</td>
<td>2.6%</td>
<td>0.1%</td>
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<tr>
<td>Canada</td>
<td>952</td>
<td>991</td>
<td>124</td>
<td>-</td>
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<tr>
<td>Europe</td>
<td>2,010</td>
<td>2,029</td>
<td>2,178</td>
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<tr>
<td>Hong Kong</td>
<td>8,397</td>
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<tr>
<td>Thailand</td>
<td>463</td>
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<td>Vietnam</td>
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<td>128</td>
<td>9</td>
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<tr>
<td>Singapore</td>
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<td>-</td>
<td>795</td>
<td>-</td>
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<tr>
<td>India</td>
<td>-</td>
<td>-</td>
<td>186</td>
<td>-</td>
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</tr>
<tr>
<td>Malaysia</td>
<td>-</td>
<td>-</td>
<td>247</td>
<td>-</td>
<td>0%</td>
</tr>
<tr>
<td>Other/Unknown</td>
<td>5,484</td>
<td>5,739</td>
<td>8,113</td>
<td>41.4%</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

**Total Arrivals:** 1,511,065

**Total Civilian Sea:** 3,258

**Total Armed Forces Sea:** 15,558

**Total Arrivals:** 1,511,065

### Visiting Mix

- **Japan:** 49.4%
- **Korea:** 5.8%
- **U.S. (incl. Hawaii):** 7.1%
- **Taiwan:** 1.6%
- **China:** 1.1%
- **Others:** 34.4%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Due to the implementation of the New Customs Declaration Forms in December 2017, countries have been added or omitted based on visitor market trends.

### Seasonality

<table>
<thead>
<tr>
<th></th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>113,526</td>
<td>122,377</td>
<td>140,918</td>
<td>134,939</td>
<td>127,185</td>
<td>137,734</td>
<td>117,678</td>
<td>113,995</td>
<td>126,391</td>
<td>131,594</td>
<td>145,817</td>
<td>113,065</td>
<td>1,525,219</td>
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<tr>
<td>2017</td>
<td>122,534</td>
<td>125,748</td>
<td>142,634</td>
<td>136,063</td>
<td>133,553</td>
<td>140,662</td>
<td>122,607</td>
<td>118,853</td>
<td>122,753</td>
<td>132,952</td>
<td>143,981</td>
<td>117,147</td>
<td>1,559,487</td>
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<tr>
<td>2016</td>
<td>112,292</td>
<td>121,752</td>
<td>132,419</td>
<td>129,259</td>
<td>142,332</td>
<td>133,335</td>
<td>105,446</td>
<td>114,353</td>
<td>118,373</td>
<td>122,996</td>
<td>144,758</td>
<td>133,750</td>
<td>1,511,065</td>
</tr>
</tbody>
</table>

% Chg: -7.4% -2.7% -1.2% -0.8% -4.8% -2.1% -4.0% -4.1% 3.0% -1.0% 1.3% -3.5% -2.2%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Due to the implementation of the New Customs Declaration Forms in December 2017, countries have been added or omitted based on visitor market trends.

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

- **Japan:** 2018
- **Korea:** 2018
- **Taiwan:** 2018
- **China:** 2018
- **U.S. (incl. Hawaii):** 2018

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Due to the implementation of the New Customs Declaration Forms in December 2017, countries have been added or omitted based on visitor market trends.
### HOTEL STATISTICS

#### HOTEL OCCUPANCY RATE

<table>
<thead>
<tr>
<th></th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>71.7%</td>
<td>82.7%</td>
<td>86.8%</td>
<td>92.8%</td>
<td>87.7%</td>
<td>80.5%</td>
<td>81.1%</td>
<td>85.6%</td>
<td>85.2%</td>
<td>91.3%</td>
<td>88.1%</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>80.8%</td>
<td>86.4%</td>
<td>89.5%</td>
<td>91.3%</td>
<td>88.0%</td>
<td>84.2%</td>
<td>80.3%</td>
<td>83.7%</td>
<td>85.4%</td>
<td>88.5%</td>
<td>80.0%</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>65.5%</td>
<td>73.7%</td>
<td>79.9%</td>
<td>79.6%</td>
<td>88.2%</td>
<td>76.9%</td>
<td>74.8%</td>
<td>78.6%</td>
<td>81.5%</td>
<td>83.3%</td>
<td>90.9%</td>
<td>90.2%</td>
</tr>
</tbody>
</table>

Source: STR Global Historical Report

#### HOTEL ROOM RATE

<table>
<thead>
<tr>
<th></th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$197.27</td>
<td>$185.95</td>
<td>$228.57</td>
<td>$226.09</td>
<td>$225.02</td>
<td>$197.58</td>
<td>$192.37</td>
<td>$197.03</td>
<td>$200.94</td>
<td>$230.85</td>
<td>$204.24</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>$182.45</td>
<td>$182.43</td>
<td>$222.18</td>
<td>$231.60</td>
<td>$218.63</td>
<td>$199.87</td>
<td>$191.45</td>
<td>$203.76</td>
<td>$183.65</td>
<td>$202.21</td>
<td>$234.58</td>
<td>$187.23</td>
</tr>
<tr>
<td>2016</td>
<td>$175.47</td>
<td>$177.81</td>
<td>$221.71</td>
<td>$214.01</td>
<td>$216.43</td>
<td>$191.52</td>
<td>$180.39</td>
<td>$189.21</td>
<td>$177.85</td>
<td>$197.54</td>
<td>$225.47</td>
<td>$197.79</td>
</tr>
</tbody>
</table>

Source: STR Global Historical Report

#### HOTEL INVENTORY

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rooms</td>
<td>9,244</td>
<td>8,883</td>
<td>8,883</td>
</tr>
</tbody>
</table>
### Korea Arrivals by Region

**Korea Visitation Mix**

- **FY2018**
  - Seoul: 34.9%
  - Incheon/Gyeonggi: 40.6%
  - Gyeongnam: 24.1%
  - Other: 0.4%

**Korea Monthly Airlift**

- **FY2018**
  - $877,648
  - $739,626
  - $629,063

**Korea Spend**

- **FY2018**
  - $250,985,290
  - $248,538,392
  - $219,505,924

**Korea Arrivals by Major Regions**

<table>
<thead>
<tr>
<th></th>
<th>Seoul</th>
<th>Incheon/Gyeonggi</th>
<th>Gyeongnam</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2016</strong></td>
<td>201,378</td>
<td>142,393</td>
<td>75,596</td>
<td>100,063</td>
<td>519,430</td>
</tr>
<tr>
<td><strong>2017</strong></td>
<td>228,227</td>
<td>172,292</td>
<td>114,959</td>
<td>133,957</td>
<td>649,428</td>
</tr>
<tr>
<td><strong>2018</strong></td>
<td>263,028</td>
<td>181,629</td>
<td>3,114</td>
<td>304,944</td>
<td>752,715</td>
</tr>
</tbody>
</table>

**Seasonality**

<table>
<thead>
<tr>
<th></th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2016</strong></td>
<td>37,306</td>
<td>43,030</td>
<td>46,139</td>
<td>48,859</td>
<td>41,576</td>
<td>50,922</td>
<td>55,440</td>
<td>48,883</td>
<td>52,835</td>
<td>51,878</td>
<td>519,430</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2018</strong></td>
<td>56,292</td>
<td>61,093</td>
<td>70,411</td>
<td>69,249</td>
<td>60,939</td>
<td>53,132</td>
<td>60,265</td>
<td>60,516</td>
<td>67,996</td>
<td>70,622</td>
<td>64,432</td>
<td>57,768</td>
<td>752,715</td>
</tr>
</tbody>
</table>

% Chg:
- **2016-2017**: 17.0%
- **2017-2018**: 25.5%

Source: Diio Mi Aviation Market Intelligence
**TAIWAN ARRIVALS BY REGION**

**TAIWAN ARRIVALS BY MAJOR REGIONS**

<table>
<thead>
<tr>
<th>Year</th>
<th>TAIPEI</th>
<th>KAOSHIUNG</th>
<th>TAICHUNG</th>
<th>TAOYUAN, MIAOLI, &amp; HSINEHU</th>
<th>OTHER</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>15,247</td>
<td>1,647</td>
<td>3,855</td>
<td>2,707</td>
<td>4,094</td>
<td>27,550</td>
</tr>
<tr>
<td>2017</td>
<td>20,084</td>
<td>2,710</td>
<td>6,357</td>
<td>4,542</td>
<td>2,577</td>
<td>36,270</td>
</tr>
<tr>
<td>2016</td>
<td>22,436</td>
<td>2,826</td>
<td>7,980</td>
<td>5,489</td>
<td>2,803</td>
<td>41,534</td>
</tr>
</tbody>
</table>

**TAIWAN VISITOR MIX**

**TAIWAN SPEND**

- **Taiwan Spend**: $23,530,180, $26,445,538, $31,921,786
- **Avg. Exchange Rate**: NT$30.15, NT$29.58, NT$32.47

**CHINA ARRIVALS BY MAJOR REGIONS**

<table>
<thead>
<tr>
<th>Year</th>
<th>BEIJING</th>
<th>SHANGHAI</th>
<th>GUANGZHOU</th>
<th>OTHER</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>2,536</td>
<td>5,913</td>
<td>1,244</td>
<td>7,342</td>
<td>17,035</td>
</tr>
<tr>
<td>2017</td>
<td>3,982</td>
<td>7,469</td>
<td>2,171</td>
<td>9,556</td>
<td>23,178</td>
</tr>
<tr>
<td>2016</td>
<td>4,866</td>
<td>8,224</td>
<td>2,210</td>
<td>10,971</td>
<td>26,271</td>
</tr>
</tbody>
</table>

**CHINA SPEND**

- **China Spend**: 55.3%, 14.9%, 9.8%, 14.9%, 6.0%

**SEASONALITY**

<table>
<thead>
<tr>
<th>Year</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>1,901</td>
<td>1,958</td>
<td>2,099</td>
<td>2,263</td>
<td>2,684</td>
<td>2,453</td>
<td>2,241</td>
<td>1,736</td>
<td>2,731</td>
<td>2,976</td>
<td>2,476</td>
<td>2,032</td>
<td>27,550</td>
</tr>
</tbody>
</table>

**% Chg**

<table>
<thead>
<tr>
<th>Year</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>-45.7%</td>
<td>-39.7%</td>
<td>-29.5%</td>
<td>-41.2%</td>
<td>-25.7%</td>
<td>-30.1%</td>
<td>-48.9%</td>
<td>7.3%</td>
<td>21.8%</td>
<td>-13.3%</td>
<td>-24.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>-40.8%</td>
<td>-23.2%</td>
<td>-0.3%</td>
<td>-70.9%</td>
<td>64.8%</td>
<td>-11.7%</td>
<td>-39.2%</td>
<td>-33.0%</td>
<td>-42.3%</td>
<td>-32.6%</td>
<td>-26.5%</td>
<td>-30.5%</td>
<td>-26.7%</td>
</tr>
</tbody>
</table>

**TAIWAN AIRLIFT**

<table>
<thead>
<tr>
<th>Year</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>5,744</td>
<td>5,744</td>
<td>5,744</td>
<td>6,535</td>
<td>6,532</td>
<td>5,948</td>
<td>5,915</td>
<td>5,428</td>
<td>3,054</td>
<td>2,686</td>
<td>2,844</td>
<td>2,844</td>
<td>58,118</td>
</tr>
<tr>
<td>2016</td>
<td>4,584</td>
<td>4,386</td>
<td>5,112</td>
<td>5,112</td>
<td>6,520</td>
<td>5,226</td>
<td>4,954</td>
<td>5,112</td>
<td>4,702</td>
<td>5,902</td>
<td>5,744</td>
<td>5,334</td>
<td>62,688</td>
</tr>
</tbody>
</table>

**% Chg**

<table>
<thead>
<tr>
<th>Year</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>-53.2%</td>
<td>-53.2%</td>
<td>-50.5%</td>
<td>-56.5%</td>
<td>-49.7%</td>
<td>-49.5%</td>
<td>-43.9%</td>
<td>-36.0%</td>
<td>13.8%</td>
<td>29.4%</td>
<td>22.2%</td>
<td>22.2%</td>
<td>-35.3%</td>
</tr>
</tbody>
</table>

Source: Diio Mi Aviation Market Intelligence
## FINANCIALS

The following table summarizes the financial condition and Operations of the Bureau for the fiscal years ended 2018, 2017, and 2016:

<table>
<thead>
<tr>
<th>Assets:</th>
<th>2018</th>
<th>2017 (As restated)</th>
<th>2016 (As restated)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current assets</td>
<td>$20,568,765</td>
<td>$20,010,727</td>
<td>$18,573,431</td>
</tr>
<tr>
<td>Other assets</td>
<td>133,230</td>
<td>133,230</td>
<td>118,202</td>
</tr>
<tr>
<td>Property and equipment, at cost, net</td>
<td>6,476,527</td>
<td>6,561,860</td>
<td>6,649,392</td>
</tr>
<tr>
<td>Total assets</td>
<td>27,180,522</td>
<td>26,705,817</td>
<td>25,341,025</td>
</tr>
<tr>
<td>Deferred outflows from OPEB</td>
<td>620,916</td>
<td>740,012</td>
<td>53,697</td>
</tr>
<tr>
<td>Deferred outflows from pension</td>
<td>642,778</td>
<td>657,515</td>
<td>744,507</td>
</tr>
<tr>
<td>Total assets and deferred outflows</td>
<td>$28,444,216</td>
<td>$28,103,344</td>
<td>$26,139,229</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities:</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Current liabilities</td>
<td>$3,771,867</td>
<td>$4,720,898</td>
<td>$3,511,452</td>
</tr>
<tr>
<td>OPEB liability</td>
<td>5,672,967</td>
<td>5,799,987</td>
<td>4,728,112</td>
</tr>
<tr>
<td>Net pension liability</td>
<td>4,553,021</td>
<td>5,445,987</td>
<td>5,012,556</td>
</tr>
<tr>
<td>Accrued sick leave</td>
<td>34,016</td>
<td>166,006</td>
<td>170,108</td>
</tr>
<tr>
<td>Total liabilities</td>
<td>14,031,871</td>
<td>16,112,323</td>
<td>13,422,228</td>
</tr>
<tr>
<td>Deferred outflows from OPEB</td>
<td>486,129</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Deferred inflows from pension</td>
<td>239,149</td>
<td>53,500</td>
<td>10,652</td>
</tr>
<tr>
<td>Total liabilities and deferred inflows</td>
<td>$14,757,149</td>
<td>$16,165,823</td>
<td>$13,432,880</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net position:</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Net investment in capital assets</td>
<td>6,478,527</td>
<td>6,561,860</td>
<td>6,649,392</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>4,915,613</td>
<td>3,082,449</td>
<td>7,836,364</td>
</tr>
<tr>
<td>Restricted</td>
<td>2,292,927</td>
<td>2,293,213</td>
<td>(1,779,407)</td>
</tr>
<tr>
<td>Total net position</td>
<td>13,687,067</td>
<td>11,937,521</td>
<td>12,706,349</td>
</tr>
<tr>
<td>Total liabilities, net position</td>
<td>$28,444,216</td>
<td>$28,103,344</td>
<td>$26,139,229</td>
</tr>
</tbody>
</table>

| Operating revenues           | 2,272,218        | 1,176,221          | 1,302,861          |
| Operating expenses           | (23,723,329)     | 23,701,951         | (26,295,279)       |
| Operating revenues net of operating expenses | (23,451,111) | (22,525,730) | (24,992,418) |
| Non-operating revenues, net | 25,200,657       | 21,756,902         | 22,169,348         |
| Change in net position       | $1,749,546       | $(768,828)         | $(2,823,070)       |

An 11% hotel occupancy tax funds the Bureau’s operations, authorized through the Legislature’s annual budget appropriations. In Fiscal Year 2018, Public Law 34-42 appropriated $22,335,216 from the Tourist Attraction Fund (TAF) and $1,500,000 from the TAF fund balance for GVB operations. The Bureau was able to recognize $23,835,216 of its appropriation for operations, of which $1,973,768 remained uncollected as of 09/30/18.

PL 34-42 also appropriated $790,000 to the Guam Visitors Bureau for pass-thru entities, $200,000 to the Rainy Day Fund, and $200,000 for Cultural and Sports Ambassador Fund. The Bureau was able to recognize all appropriations for pass-thru entities, the Rainy Day Fund, and the Cultural and Sports Ambassador Fund. The FY2018 unaudited TAF collections were 3% less than the previous year, totaling $42,868,664. Hotel occupancy was 85.1% in FY2018 compared to 85.4% in FY2017 and average room rates increased to $206 from $203 in FY2017.

Direct appropriations from the Tourist Attraction Fund increased about 18% in FY2018, from $17,849,983 in FY2017 to $21,087,281. In PL 34-42, TAF revenue projections for FY2018 were $44,662,497 and total appropriations from the TAF were $44,662,497. Comparing the total FY2018 appropriation from the TAF ($44,662,497) to the actual unaudited collections ($42,868,664), there was a shortage of $1,793,833.

Membership dues decreased 61% from $93,411 in FY2017 to $36,420. The decrease is attributed to a non-voting year for the Board of Directors. In-kind contributions increased about 940% to $1,253,600 from $120,424 in FY2017. This significant increase is due to the recovery and marketing efforts in Japan after the North Korea news event.

Marketing was the largest expenditure at $13.8 million in Professional Services, with Japan and Korea representing the largest share at a combined $10 million. Personnel salaries accounted for 10% of total expenditures.
THE HOT BOND

HOT stands for Hotel Occupancy Tax, which was created to fund the operations and functions of the Guam Visitors Bureau. HOT Bond Projects are Capital Improvement Projects that use proceeds from HOT Revenue Limited Obligation Bonds to fund the building of Guam’s first permanent and comprehensive cultural and educational museum as well as upgrade and refurbish some of our island’s historic sites, tourist attractions and community projects. The HOT Bond Projects were established by Public Law 30-228.

HOT BOND PROJECTS

- Agana Bay Vicinity Streetlight Renovation
- Guam Fisherman’s Cooperative Association (GCFCA) Facility & Dock
- Guam and Chamorro Educational Facility (GCEF) Project Admin
- GCEF Design
- GCEF Construction (incl. site prep, security system, archaeology, exhibit, media prod.)
- GCEF Construction Management
- Guam Farmers’ Cooperative Association Facility/Dededo Flea Market
- Guam Preservation Trust Reimbursement
- Hagåtña Pool
- Hagåtña Tennis Courts
- Historic Hagåtña Projects – Plaza de España Restoration
- Inarajan Community Center Restoration
- Magellan Monument and Plaza
- Malesso’ Bell Tower
- Mangilao Public Market
- Pale San Vitores Road Streetlight Renovation
- San Vitores Flooding - Design and CM, PMO/GEDA
- San Vitores Flooding - Phase 2 Construction
- Scenic Parks, By-ways, Overlooks and Historic Sites
- Skinner Crosswalk
- Supplemental Funding for Projects under the Hagåtña Master Plan

GVB FY2018 PASS-THRU APPROPRIATIONS

- Ámot Taotao Tano Farm
- Ayuda Foundation, Inc.
- Duk Duk Goose, Inc.
- Guafi, Inc.
- Guam Humanities Council
- Guam International Film Festival
- Guam Symphony Society
- Guam Unique Merchandise and Arts (GUMA)
- Haya Cultural Heritage and Preservation Development, Inc. (Sinanga-ta Outreach)
- Historic Inalahan Foundation
- Humatak Foundation
- Hurao Academy
- Inetnon Gef Pá’go
- Micronesian Conservation Trust
- Pa’a Taotao Tano’
- Pacific War Museum Foundation
- Tourism Education Council
- Traditions Affirming our Seafaring Ancestry (TASA)
- Traditions Affirming our Seafaring Islands (TASI)
- Ulitao, Inc.
- University of Guam Press

OTHER APPROPRIATIONS FROM THE TOURIST ATTRACTION FUND

- Beach Monitoring (GEPA)
- Chamorro Affairs Operations
- Commission on Chamoru Language and the Teaching of the History
- Department of Agriculture
- Department of Parks and Recreation Operations
- Guam CAHA Operations
- Guam Fire Department Operations
- Guam Police Department
- Guam Territorial Band (CAHA)
- Guampedia Foundation (UOG)
- Hagåtña Restoration and Redevelopment Authority Operations
- Island-wide Village Beautification Projects (Mayors Council)
- Limited Obligation Hotel Occupancy Tax (HOT) Series 2011A
- Lodging Management Program (GCC)
- Maintenance and Repair Public Restrooms & Pool Facilities (DPR)
- Mayors Council Operations
- Single Audit Report (DOA)
- Street Maintenance and Beautification (Mayors Council)
# Statement of Net Position

*(Fiscal Year Ended September 30, 2018)*

## Assets and Deferred Outflows of Resources

### Current assets:
- Cash - unrestricted: $13,885,027
- Cash - restricted: 1,535,353
- Investments: 2,567,898
- Accounts receivable - Government of Guam: 2,039,601
- Accounts receivable - others: 522,161
- Prepaid expenses: 18,725

**Total current assets:** $20,568,765

### Security deposit: 133,230

### Capital assets:
- Nondepreciable capital assets: 5,992,415
- Depreciable capital assets, net of accumulated depreciation: 486,112

**Total assets:** $27,180,522

### Deferred outflow of resources:
- Deferred outflow from OPEB: 620,916
- Deferred outflow from pension: 642,778

**Total deferred outflows of resources:** 1,263,694

**Total:** $28,444,216

## Liabilities, Deferred Inflows of Resources and Net Position

### Current liabilities:
- Accounts payable: 3,572,849
- Accrued annual leave: 154,718
- Unearned income: 44,300

**Total current liabilities:** $3,771,867

### OPEB liability: 5,672,967
- Net pension liability: 4,553,021
- Accrued sick leave: 34,016

**Total liabilities:** $14,031,871

### Deferred inflows of resources:
- Deferred inflows from OPEB: 486,129
- Deferred inflows from pension: 239,149

**Total deferred inflows of resources:** 725,278

### Net position:
- Net investment in capital assets: 6,478,527
- Unrestricted: 2,292,927
- Restricted - expendable: 4,915,613

**Total net position:** $13,687,067

**Total:** $28,444,216
# STATEMENT OF REVENUE, EXPENSES AND CHANGES IN NET POSITION

(Fiscal Year Ended September 30, 2018)

## REVENUES:
- In-kind contributions from members and others: $1,253,600
- Consumption tax refund: 715,657
- Other income: 266,541
- Memberships: 36,420

**Total operating revenues:** $2,272,218

## EXPENSES:
- Professional services: 16,821,872
- Personnel: 2,429,695
- Promotional in-kind contributions: 1,253,600
- Travel: 844,689
- Advertising: 320,320
- Rent/lease: 203,981
- Utilities: 202,360
- Material and supplies: 169,439
- Equipment: 141,218
- Printing: 101,514
- Depreciation: 83,333
- Consumption Tax: 61,119
- Grants: 51,250
- Repairs and maintenance: 45,630
- Miscellaneous: 2,993,309

**Total operating expenses:** $25,723,329

Operating revenues net of operating expenses: $(23,451,111)

## Nonoperating revenues (expenses):
- Grants-in-aid from Government of Guam:
  - Operations: 26,203,484
  - Pass through: 790,000
  - Pass through appropriations: $(790,000)
  - Federal revenues: 0
  - Interest income: 48,426
  - Other nonoperating expense: $(1,051,253)

**Total nonoperating revenues (expenses), net:** $25,200,657

Change in net position: 1,749,546

Net position at beginning of year: 11,937,521

Net position at end of year: $13,687,067
<table>
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