



GUAM

VISITORS BUREAU

2011
ANNUAL
REPORT

MISSION STATEMENT

To efficiently and effectively promote and develop Guam as a safe and satisfying destination for visitors and to derive maximum benefits for the people of Guam.

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OFFICE OF THE GOVERNOR OF GUAM



Eddie Baza Calvo
Governor



Ray Tenorio
Lieutenant Governor

GVB Shines Through Tough Times

Håfa Adai! Congratulations to the Guam Visitors Bureau, staff, management and Board of Directors on the completion of the 2011 GVB Annual Report.

This year presented many challenges for the tourism industry. From the disasters in Japan to the worldwide economic crisis, GVB continued its mission to promote Guam as a world-class destination. The triple disasters occurring in Japan could have devastated our Guam economy, but, because of GVB's diligence, tourism arrivals remained nearly the same as the previous year.

2012 will bring with it new visitors and a stronger economy thanks to the never ending energy of the GVB representatives. With Russia parole visa waivers and continued work toward China, next year promises to be exciting for the tourism industry. Thank you to GVB for promoting Guam's unique culture to the world.

Sincerely,

Eddie Baza Calvo
Governor

Ray Tenorio
Lieutenant Governor



OFFICE OF THE LEGISLATIVE SECRETARY

I Mina' Trentai Unu Na Liheslaturan Guåhan



Tina Rose Muña Barnes
Chairwoman of the Committee
on Municipal Affairs, Tourism,
Housing and Recreation

“...our island
has endured
and overcome
economic
uncertainty.”

Håfa Adai! With the end of 2011 upon us, the time has come to present this Annual Report with the Guam Visitors Bureau. Through the hard work and dedication of so many, our island has endured and overcome economic uncertainty. Despite a series of natural disasters, there are successes both large and small which will help grow our most important economic industry.

Recently, we have been granted parole authority to allow visitors from Russia into our island. As we look to revitalize our marketing efforts abroad, I know how significant funding will continue to be. This is why I, through the legislative budget process, have achieved

an increase in appropriations for GVB. With all the hard work this agency is providing to our visitor industry, it is imperative that they have the resources they need to meet and exceed current standards.

During a recent trade mission to Taipei, Taiwan, there was a pledge by two airlines—China Air and EVA Airlines—to increase their combined seat capacity to Guam. It is estimated that over the course of the next year, the increases in seat capacity could potentially bring more Taiwanese visitors to our beautiful island. This is exciting news for our visitor industry in the wake of the natural disasters in Japan.

While we have been granted parole authority for Russian visitors and have made good progress in Taiwan, the journey to come will be a true test of our resolve. With continued collaboration from our private sector, I am confident that our visitor industry will continue to overcome economic adversity. Our collective efforts will forge lasting and fruitful partnerships with our neighbors in Asia.

I would like to thank the men and women of the Guam Visitors Bureau. Their hard work and dedication to our tourism industry must be commended. Together, we will ensure that our island remains a beacon of the Håfa Adai spirit that is representative of our people. Un Dângkulu Na Si Yu'os Ma'åse' and may God continue to bless our island.

Sincera yan magåhet,

Si Senadora Tina



CHAIRMAN'S
MESSAGE



Håfa Adai!

The Board of Directors, Management & Staff of GVB, and I are pleased to present this Annual Report for FY2011.

The past year, the tourism industry on Guam experienced major challenges. This was largely due to the triple disaster in March that devastated our largest market, Japan. While this contributed to almost a 30% decrease in arrivals to Guam in the following months, GVB stepped up efforts to market in Japanese cities not directly affected by the events and continued its Safe and Clean campaign in Korea. This, coupled with the increased seating capacity Eva Air offered from Taiwan to Guam, buffered the effect of the March 2011 events returning arrivals to near normal levels, ending the year overall with only a 2.0% decrease compared to FY2010.

In FY2011, arrivals from our second top market, Korea, grew by 20.7% and our third, Taiwan grew by 38.4%. The outlook for both markets look bright with month-to-month increases expected from both markets. In FY2011, arrivals from both China and Russia grew as well, ending the year with a 32.4% and 36.9% increase respectively.

As we move through FY2012, we are already seeing increases in all our markets, which makes for a brighter future for the tourism industry on Guam. With the newly granted Parole Authority for Russian visitors, GVB is building upon efforts to expand and diversify our tourism base, one that includes China into the Guam-CNMI Visa Waiver Program. With a robust marketing strategy for Russia and China that includes working with the Marianas Visitors Authority in the Commonwealth of the Northern Mariana Islands, we are confident in our joint efforts to maximize our limited marketing dollars for these two dynamic markets and attain maximum benefits for all our people.

GVB is also actively working with airline partners to develop markets already included in the Guam-CNMI Visa Waiver program, such as Australia, Singapore and Malaysia. Additionally, we are working with the Micronesia Cruise Association in developing a cruise passenger ship program that will add a new level of attractiveness for the region.

We are proud of the efforts made in the turbulent year of FY2011, but are looking forward to a great 2012.

Senseramente',

Monte D. M. Mesa
Chairman

BOARD OF DIRECTORS



Mark Baldyga
Vice Chairman



Theresa Arriola
Secretary



Hope Cristobal
Treasurer



Bruce Kloppenburg



Edward "Champ" Calvo



Dr. Judy Flores



Hayato "Jack" Yoshino



Jennifer Crisostomo



Oscar Miyashita



Rizk Saad



Mayor Carol Tayama



Nathaniel Taimanglo



A LETTER TO STAKEHOLDERS



Buenas yan Håfa Adai,

We are pleased to provide this report on the performance and efforts of the Guam Visitors Bureau for fiscal year 2011, which ended on September 30, 2011.

Joann G. Camacho
General Manager

ADMINISTRATIVE AND FINANCIAL HIGHLIGHTS

Hotel Occupancy Tax collections in Fiscal Year (FY) 2011 were up over 6.1% versus FY2010, which resulted in fully funding the Bureau's operational and Special Projects budget of \$13,177,625, authorized by Public Law 30-196. Bureau management and staff maintained a financially conservative philosophy in managing its expenditures to avoid statutory penalties associated with expenditures beyond allotments. Therefore, operating expenditures totaled \$12,191,179 for the year, which does not include pass-thru appropriations, promotional in-kind contributions, community programs, depreciation, and consumption tax expenditures.

Hotel room inventory (8,844) and the average room rate (\$114) increased slightly, up 1% and 4% respectively, while the weighted occupancy rate remained unchanged at 70%. This year, the Bureau recognized \$30,200 in membership dues, down 43% from the prior year due to it being a non-election year for Directors. Documented in-kind contributions continued to improve, up 14% to \$1,122,634 compared to FY2010 and 57% better than 2009.

Additionally, direct appropriations from the Tourist Attraction Fund increased 34% in FY2011, adding up to \$10,001,716.

MARKETING HIGHLIGHTS

Guam experienced an overall 2.0% decline in total arrivals, ending the year with a combined 1,147,134 visitors from all markets. Following the March 11th Triple Disaster, arrivals from Japan declined by an average of 16.1% from April to September, with the largest decrease of 27.2% in May. In response, GVB launched a marketing campaign promoting Guam as a safe destination, and by August the arrival numbers had almost fully recovered. Major increases in arrivals from Korea and Taiwan helped offset the downturn in the Japan market, due in large part to additional direct air service from both these countries. Korean arrivals were up 20.7% with 145,081 visitors, while Taiwan saw even greater gains, with a total of 40,707 arrivals, a 38.4% increase.

Travel from the Asian markets of Hong Kong (50.9%) and China (32.4%) saw significant gains, but together still account

for only 1.3% of total arrivals. There was negative growth from the U.S. Mainland (-6.0%), Hawaii (-3.8%) and Philippines (-11.0%), collectively representing 5.3% of total arrivals, while Micronesia (CNMI, Palau, FSM, RMI) made up 2.9% of total arrivals with 1.0% growth over last year.

JAPAN

The first five months of FY2011 started strong, with arrivals increasing 7.5% compared to the same period the previous year, highlighted by a 6.4% market share of the total Japan outbound in January. However, during the four months following the March disaster, arrivals dropped an average of 23.4% a month, but started to rebound by August. Market share of total outbound Japanese dipped below 6.8% following 3/11, with many travelers preferring Asian destinations because of fears that the nuclear fallout was moving east towards Guam. Group travel was also severely impacted with companies canceling incentive tours, and many businesses had to shift work hours to weekends because of decreased power production after the nuclear disaster.

The Bureau's marketing activities in Japan were halted immediately following the disaster, but resumed shortly after with an advertising campaign directed at areas not affected by the tsunami, with a special emphasis on families. GVB worked with industry partners to target Western Japan, resulting in an increase in Chubu (Nagoya) of 7.6%, while Kinki (Osaka) only declined 1.2%, with both areas accounting for 34.0% of the market mix for FY 2011. The Kanto (Tokyo) region, which made up 48.9%, experienced a sharp decline of -14.8% for the year. When compared to FY2010, the FY2011 seat capacity from major gateways in Japan was: Narita -17.2%, Haneda (seasonal charters) -26.1%, Osaka +5.2%, Nagoya +9.1%, Fukuoka +0.8%, Sendai -43.4%, Sapporo -4.1%, Okayama -4.9%, Niigata -26.1% and Hiroshima -14.2%.

While total arrivals from Japan (823,645 visitors) were 7.3% lower than FY 2010, the average on-island spend increased to \$558.50 from \$499.40 the previous year. Thus, if we multiply the total number of arrivals (823,645) by the on-island spend, and use the multiplier effect of 1.75, we reach a total

destination yield of \$805,010,032, which is 3.7% higher than FY2010. However, on the downside, average length of stay remained constant at 3.1 nights.

The goal for FY2012 is to recover lost market share of Japan overseas travelers, which decreased from 5.0% in FY2010 to 4.9% in FY2011. Guam had robust arrival numbers before the disaster in March, so it will be a challenge to surpass that strong start, but early signs show that FY2012 should be comparable to early FY2011. GVB will continue to work with our industry partners to promote longer stays, increased spending and more group travel. The U.S. dollar fell to record lows against the yen (FY2011 Avg. \$76.78) which makes Guam an extremely affordable destination for Japanese travelers, but at the same time hurts export earnings and limits the spending power of GVB's Japan marketing budget.

KOREA

For FY2011, the number of Korean outbound travelers choosing Guam as a destination continued to improve and posted 145,081 visitors, up 20.7%, and now makes up 12.6% of arrivals to Guam. The 25,016 Korean visitor increase over last year contributed \$18.5 million in additional income to the local economy. Increased airlift was a contributing factor with a 20.0% rise in capacity out of Incheon. However, Korean arrivals experienced an 8.7% decline in the months following the Japanese disaster, amid fears of possible radiation contamination in Guam. Immediately after 3/11, GVB launched a media campaign promoting the island as a "Clean & Safe" destination, which helped arrival numbers recover by June.

The Bureau continues to work with airline partners such as Korean Air and Jin Air to add more flights to Guam, while at the same time trying to attract new carriers. The on-island spend increased to \$424.40 in FY2011, up from \$412.40 the previous year, but average length of stay remained the same at 3.6 days.

OTHER MARKETS

The Chinese markets of Taiwan (38.4%), Hong Kong (50.9%) and China (32.4%) saw major increases versus 2010, but still make up just 4.8% of total arrivals. Taiwan work with the CNMI's Marianas Visitors Authority (MVA) to promote the region in Russia, mainly focusing on the far eastern region of the country that includes the cities of Vladivostok, Khabarovsk, Komsomolsk-on-Amur, Yakutsk and Yuzhno-Sakhalinsk.

Visitor arrivals from the U.S. Mainland (-6.0%), Hawaii (-3.8%), CNMI (-2.4%) and Philippines (-11.0%) all saw decreases in 2011. The slowdown in U.S. travel can be attributed to the delay in the military buildup and downturn in the U.S. economy, while the Philippine market was hampered by the challenges in obtaining U.S. Visas and Philippine Airlines flying four days a week instead of five.

DESTINATION MANAGEMENT

Now in its third year, Guam branding initiatives continue to grow and gain more community buy-in, led by the Håfa Adai

Pledge Program, now supported by more than 250 companies and organizations with over 20,000 employees participating. GVB also engaged the Mayors by funding colorful murals within each village and supporting village festivals. In March 2011, the Living the Guam Brand Conference was held to help bring together the culture and visitor industry. The Guam Island Fiesta Tour (GIFT) is another successful GVB project that enables visitors to experience local fiestas hosted by island residents.

Another of the year's highlights was the completion of the San Vitores streetlight project, which was funded with federal ARRA grant monies. The result is a well-lit, safer Tumon area that is enjoyed by both visitors and locals alike. The Bureau continues to oversee nearly a million dollars in contracts funded by the Tourist Attraction Fund for beach cleaning and roadside maintenance along Tumon Bay, Marine Corps Drive and several other main highways.

GVB also attracts visitors through sports and events marketing, spearheaded by two signature events, the Guam Micronesia Island Fair and Guam Ko'Ko Road Race. Other supported events included the GHRA New Year's fireworks, XTERRA Triathlon, Ladies Pro AM Golf Tournament, and Smokin' Wheels Racing Weekend to name a few. Several cultural and community events and programs also received funding through the GVB's Cultural, Heritage and Community (CHaCO) Committee grant program.

OUTLOOK

Assuming no catastrophic events occur, arrivals should see an increase in FY2012, due to Japan's recovery and the continued growth of Korea and Taiwan. The strong yen remains a concern, but GVB will continue to work with industry partners to encourage longer stays and increased spending. We predict that the delay in the military buildup will slow business and military related travel from the US. Our forecast for FY2012 is an 8% to 10% increase in total visitor arrivals, which would lead to an increase in the Tourist Attraction Fund of 4.9% at \$24,175,003.

Moving forward, the Bureau's focus will be to grow market share in Japan with an effective consumer marketing advertising campaign and ramping up efforts to attract more group travel. Increasing air service from Korea and Taiwan will be key to growing these markets, and GVB will work with the Guam Airport and airline partners to attract new carriers and increase flight frequency. The Bureau will also continue to diversify by developing untapped markets like Singapore and Russia, which are both visa waiver countries, while we continue to lay the groundwork in China so Guam is prepared if China is granted visa waiver status.

Senseramente',

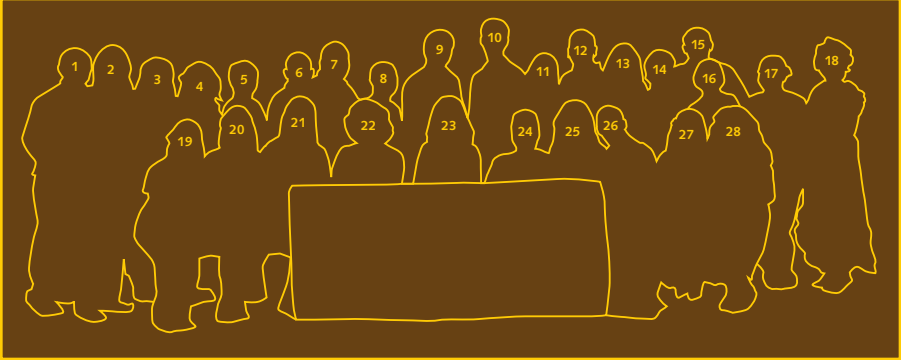
Joann G. Camacho
General Manager

GUAM VISITORS
BUREAU
MANAGEMENT
AND STAFF

8



1. Felix Reyes,
Marketing Officer II – Korea
& North America
2. Debi Phillips,
Research Manager
3. Regina Nedlic,
Marketing Officer II – Pacific,
Australia & Taiwan
4. Cil Dydasco,
Computer Operator I –
GVB Airport Office
5. Nadine Leon Guerrero,
Marketing Officer II – Japan
6. Haven Torres,
Marketing Officer I – Japan
7. Garrett Aguon,
Messenger Clerk
8. Miranda Muñoz,
Administrative Assistant
9. Antonio (Tony) Muña, Jr.,
Public Information Officer
10. Jon Nathan Denight,
Deputy General Manager
11. Charlene Hitosis,
Marketing Officer I – Pacific,
Australia & Taiwan
12. Kraig Camacho,
Community Development Officer -
Sports Tourism
13. Ana Cid,
Research & Statistics Analyst II
14. Doris Ada,
Special Project/TAF Officer/
Membership Officer
15. Mark Manglona,
Marketing Officer I – Korea
& North America
16. June Sugawara,
Marketing Officer II – Japan
17. Carlen Sykes,
Administrative Assistant –
Destination Management
18. Gina Kono,
Marketing Officer II – China,
Hong Kong, Philippines, & Russia
19. Laurette Perez,
Accountant III
20. Elaine Pangelinan,
Marketing Secretary
21. Juanita Sablan,
Accounting Technician III
22. Pilar Laguaña,
Marketing Manager
23. Joann Camacho,
General Manager
24. Emily Quinata,
Receptionist
25. Janel Perez,
Executive Secretary
26. Dina Rose Hernandez,
Marketing Officer I – China,
Hong Kong, Philippines, & Russia
27. Annabel Certeza,
Clerk Typist III/Marketing Aide
28. Rose Cunliffe,
Controller



Not shown: Sonja Lujan-Sellers,
CHaCO Officer



The Destination Improvement/Maintenance Division identifies capital improvement projects that will enhance Guam's tourism infrastructure, seeks appropriations for these projects and pursues their implementation. The primary goal is to improve, upgrade and maintain infrastructure to meet the needs of the tourism industry and visitors coming to Guam.

The Membership Division maintains membership relations that will strengthen the bond of partnership between GVB, as a government office, and the private sector. This public-private partnership seeks stakeholder support for the industry that accounts for more than 60% of Guam's economy as well as to take part in GVB promotions and programs.

The Tourism Industry Relations Division ensures visitor satisfaction and safety as well as the enhancement of local residents' way of life by bridging the gap between visitors, the private sector and local residents.

... bridging the gap between visitors, the private sector and local residents.

DESTINATION MANAGEMENT

The Destination Management Department (DMD) of the Guam Visitors Bureau assists in the development of the community's needs as they relate to Guam's visitor industry. The department and its programs, intend to complement GVB's role in promoting our island as an attractive destination, focus on the harmonious interaction of the island's residents and those within the visitor industry. Within DMD, there exists the Sports Tourism Division, the Cultural Heritage and Community Division, Destination Improvement/Maintenance Division, the Membership Division and the Tourism Industry Relations Division.

The Sports Tourism Division identifies, advocates and further develops Guam as a sports destination. In doing so, the division assists in fostering relationships between athletes from our source markets and Guam, and encourage the continued development of local athletes.

The Cultural Heritage and Community Division is tasked to provide GVB's promotional efforts both locally and internationally, with a strong representation of Guam's culture. The division provides Guam's residents with opportunities to strengthen their cultural values through artistic means and has created and supported programs that give both visitors and residents a unique experience of the island's cultural identity.





SPORTS TOURISM

Event Support and Sponsorship

The Sports and Events division of the Guam Visitors Bureau's Destination Management team is committed to identifying, advocating and further developing Guam's sports tourism as a tool for promoting Guam to our visitors, and at the same time encourage the development of Guam's local athletes. Events range from sporting activities, beauty pageants, memorial ceremonies to include a candlelight vigil and golf tournament held in support of relief efforts for victims and survivors of the Great East Tahoku tsunami and earthquake disaster in Japan.

In FY2011, the GVB remained strong in support of organized local community sports events, attractions and programs that continue to attract local community participation and visitors alike, thereby enriching the visitor experience through cultural understanding and social interaction. Sports tourism programs supported both local and overseas teams during events such as training camps, friendship tournaments and international competitions. Over \$130,000 was awarded to various on-island non-profit organizations to assist in the development and promotion of such programs.

GVB signature events such as the Guam Ko'Ko Road Race and the Guam Micronesia Island Fair attract participants from throughout Micronesia, Asia and the United States.

In addition to GVB signature events, each year the Bureau supports the Guam Hotel and Restaurant Association (GHRA) to execute events such as the GHRA Governors Tourism Cup, Jingle Bell 5K Fun Run and the Tropical Fantasy Fireworks display held New Years day.

Guam Ko'Ko Road Race

In its 5th year, the Guam Ko'Ko Road Race individual half-marathon and 4-person ekiden relay grew an overwhelming 50%, attracting a total of 1601 runners in 2010. With huge support and sponsorship from Adidas Japan in 2010, race participation from Guam's primary source market of visitors grew a whopping 64% from last year for a total 673 competitors from Japan in 2010. GVB's signature event featured an attractive pool of competitors from Japan, Korea, North America and Philippines further elevating the level of competition in 2010. The scenic run along Guam's coast began at the office of the Guam Visitors Bureau and finished at the Gov. Joseph Flores Memorial Beach Park (Ypao).

Runners were treated to a post race breakfast and award ceremony in which several cash prizes and airline getaways courtesy of Continental Airlines (official Ko'Ko Road Race sponsor) were awarded.

This year's overall half-marathon winner, Japan's own Masashi Shirotake finished marking a new Guam Ko'Ko Road Race course record time of 1 hour, 12 minutes and 51 seconds nudging out previous record holder and Guam's own Derek Mandell. Team JFK 50HH secured top honors in the Ekiden division with a time of 1 hour, 22 minutes and 54 seconds.

More importantly, each year the event brings much needed attention to the plight of the Guam territorial bird, the Guam Rail or common referred to as Ko'Ko. Special thanks to the Department of Agriculture, Guam Fire and Police Department, Department of Parks and Recreation, Guam International Airport Authority and all government agencies who helped make the event possible. Special thanks also goes to the many local businesses and Guam Sports federations who contribute immensely either through sponsorship or volunteerism during the event.

Friendship Junko Baseball Tournament

Guam hosted the 17th Friendship Junko Baseball Tournament. The friendship tournament features a competitive pool of athletes from Tokyo's Junko University in Japan against Guam's finest Major League teams. The tournament offers a unique experience for Guam athletes and visiting Japan teams as it uses a rubber baseball for greater trajectory and bounce when hit and fielded. The tournament is an annual celebration that highlights camaraderie and sportsmanship, but more importantly Guam's continuing success in maintaining great relationships with Japan, Guam's primary source market of visitors.

Smokin' Wheels

A multi-motorsport three-day event organized by the Guam Racing Federation 29 years ago continues to draw thousands of local enthusiasts each year to the Guam International Raceway Park. Fans and visitors alike enjoy off road competitions and stock car racing on the newly built/mile asphalt track. This year, hundreds of spectators came out for awesome off road competition and great food.

Guam Futures Tennis Federation

Organized by the Guam National Tennis Federation, the Guam Futures Tournament features a qualifying event with 12 players coming from Guam, Korea, Japan, Australia, Hawaii, and the U.S. Mainland. However, the highlight of the event is the main draw which features 32 players from Guam, Hawaii, Oceania, Australia, India, Germany, Korea, Japan, Taiwan, and U.S. Mainland.

As in years' past, the tournament continues to showcase Guam as a bona fide stop on the international tennis circuit. Free tennis clinics conducted by visiting players and a tennis carnival also highlighted the event, which drew many spectators and tennis enthusiasts alike.

Although Japan continued to recover from the earthquake and subsequent tsunami devastation, the tournament was able to attract more than a dozen Japanese players. This year's level of competition featured six Japanese participants ranking in Japan's top 20 tennis players along with Korea's No. 3 player. In addition, India's No. 21-ranked doubles player also joined in on the event.

Success was also achieved through extensive media coverage from the local press as well as media from the CNMI, Japan, New Zealand, Hawaii, Australia, Taiwan and the U.S. Mainland. Guam also received international coverage on the ITF web site and Tennis-navi, a Japan tennis web site with over 15,000 hits per day. The Japan web site featured information about Guam and links to informational web sites such as the Guam Visitors Bureau; <http://www.tennis-navi.jp/resort/guam/>.

1st Guam Heroes Dragon Boat Race

Guam's first dragon boat race took place at Matapang Beach February 12, 2011. The race was open to members of the first responders, Guam Police Department, Guam Fire Department, Guam National Guard, U.S. Coast Guard and Department of Customs and Quarantine as well as Guam's local paddling organizations.

The Dragon Boat races include the 300 and 500-meter distance of which each team consists of 12 paddlers, a drummer and a steersman. The event is geared to attract local and tourist audiences through the colorful array and drum beats generated by the dragon boats. With the hosting of the 1st local event, the Guam Dragon Boat Federation aims to pursue rights to host international events to enhance sports tourism on island.



CULTURE HERITAGE AND COMMUNITY OUTREACH COMMITTEE (CHaCO)

Guam's culture plays a significant role in the island's attractiveness as a tourism destination. The Cultural Heritage and Community Outreach Division (CHaCO) of the Guam Visitors Bureau actively provides and maintains avenues for the continued development and strengthening of our culture and heritage in the tourism industry. CHaCO ensures that the cultural experience our visitors receive is consistent with the philosophies of our community.

The Cultural Heritage and Community Outreach Committee is tasked to provide a glimpse of Guam's cultural experience in GVB's promotional efforts, both locally and abroad, and to promote, support and facilitate the revitalization and display of Guam's heritage, cultural values and natural history.

The Cultural Heritage and Community Outreach Committee, chaired by Board Member Theresa C. Arriola, is comprised of representation from the community and our tourism stakeholders. CHaCO was awarded a FY2011 budget of \$642,790.00. These are the programs and activities funded in FY2011:

Cultural Presentations Overseas

- *Guam Chamorro Dance Academy* was first piloted in FY2010 in the Tokyo area targeting Hula Dance Clubs. Five 2-day dance workshops were conducted with up to 50 pax attending each workshop conducted by the Traditional Dance Master Frank Rabon and 2 assistant instructors. The success of the program proved that our people and heritage are enticing elements in Guam's role as an attractive destination. In FY2011 we expanded the program to include Osaka and Nagoya as well as produced a CD with 12 traditional and contemporary dance songs, which are part of the lessons conducted. As a result of the program, GCDA students have visited Guam and attended 2 annual festivals and performed for our local audiences. The Guam Chamorro Dance Academy throughout Japan will continue in 2012 but its success abroad has sparked interest locally. Hilton Guam Resort and Spa began their Chamorro Dance Academy in October 2011 introducing Chamorro songs, dances, chants, and weaving to their hotel guests. Pa'a Taotao Tano continues to work in collaboration with GVB locally and in Japan in promoting Chamorro culture through the performing arts.
- *Sendai-Guam Charter Flights* - On March 11, the Tohoko Region was hit by a 9.0 earthquake followed by a tsunami that reached the Sendai Airport. Sendai Airport reopened for domestic service in June and later for international service. Guam was selected to be the first destination for charters out of the Sendai Airport. Guam welcomed two (2) charter flights in July from Sendai. In order to show support of the Sendai Tohoko area in conjunction with Continental

Airlines, a 4-member Guam delegation attended the airport ceremony as well as placed courtesy calls scheduled with local Japan government and media.

- *Korea World Travel Fair, June 2-6, 2011* - In July of 2011, a Guam delegation made up of GVB staff, cultural group Inetnon Gef Pago and Miss Guam, attended the largest overseas travel show in Korea. At this 4-day trade fair, the delegation promoted Guam as the destination of choice using visual images, cultural songs, dance performances, weaving demonstrations and an appearance by Miss Guam at the travel fair booth.
- *PITAA Travel Tour Expo, February 2011* - The Guam Visitors Bureau participated in the Philippines Travel Agent Association's 18th Travel Tour Expo 2011 in Pasay City, Philippines. Guam once again was poised to take advantage of increased opportunities to showcase its proximity, convenience, safety, warmth of climate and people.

The Guam delegation included tourism representatives, Government officials, and cultural performers. The cultural dance group, Inetnon Gef Pago once again was awarded the Best Cultural Performance. Expo attendees experienced a bit of Guam and learned to weave birds and fish with coconut leaves by Guam's own coconut weaver Anthony Mantanona.

Community Outreach Communication

GVB supported 2 events aimed at engaging the community support for Guam's tourism industry. Programs emphasized local cultural talent and its potential to grow interest in perpetuating Guam's culture through song, dance and other art forms. It is necessary for Guam's residents to be mindful of the need for local human capital development as we strive to sustain and grow our tourism advantage.

Promotional Fabric & Uniforms

Inline with GVB's Brand initiatives, two new designs by local designers Erisa & Maria Cristobal of Isla Designs were commissioned to design a Guam fabric. The designs are good representations of Guam's culture and heritage: one displaying cultural icons and the second of scenic sites of our island. A selection of men's shirts, ladies blouses, and dresses were then produced and has since been worn at all overseas marketing and local events. The designs and uniforms, first launched at the JATA World Travel Fair in Tokyo Japan, continue to make a huge impact with the audiences and the travel industry locally and internationally. In addition, GVB occasionally makes official gifts of men's ties and ladies scarves of the design to our international counterparts and supporters of Guam's tourism industry.



... actively provides and maintains continued development of our culture and heritage in the tourism industry.

Grants-in-Aid

GVB actively solicits individuals and organizations interested in holding events that conform to a set criteria established by GVB for community development and cultural promotion. Special emphasis was given to the development of new activities designed to attract visitors to Guam during off peak visitor arrival periods and events that offer a unique cultural experience. As a result, GVB is able to market a full year-round calendar of events that provide a range of experiences for our visitors and offers our local community a chance to interact with them.

Cultural Arts Grants-in-Aid

Funding was provided for Chamorro Cultural Arts programs designed to develop our local talent bank in the elementary, middle school, high school and in the community.

- **University of Guam** – *8th Annual Chamorro Language Competition*. Held on Tuesday, March 8, 2011 at the UOG Fieldhouse, this competition themed **I Fino Chamoru: Na'oppan, Na'a'gang, Na'famta'** continues to grow and perpetuate the Chamorro culture. This year, 42 schools (22-elementary, 13-middle and 7-high school) participated

representing Guam and the Mariana Islands competing in categories fitting their grade levels.

- **Department of Education Chamorro Studies Division** – *Interactive Activities @ GMIF*. The Guam Micronesia Island Fair 2010 included a Chamorro Cultural Arts Interactive Activity Tent. Mr. Ron Laguana, Administrator for the Chamorro Studies, along with 13 Chamorro Language & Culture instructors, exhibited, taught, and demonstrated both traditional and contemporary activities to the fairgoers. Throughout the 3-day fair, fairgoers whom range from the very young to the man'amko's of our community participated and enjoyed many recreational yet educational activities that support the perpetuation of Guam's Chamorro culture and the practice of Chamorro speaking. Chamorro cultural posters were also printed for the purposes of promoting language learning to all.
- **Guam Symphony Society** – *Holiday Seaside Concert @ Ypao Park*. The Annual Holiday Seaside Concert at Ypao Beach Park was held on December 5, 2010. This free annual event included performances by the Guam Symphony Orchestra, The Guam Symphony Community



Chorale, the Adventist Academy Hand Bell Choir, the University of Guam Jazz Band and the University of Guam Singers.

- **Inetnon Gef Pago – Cultural Arts Program.** The Inetnon Gef Pago program educates students about Guam's cultural heritage by teaching them cultural practices. This program inspires its students to take pride in their culture through performance and other forms of expressive arts. The program is in its 12th year under the tutelage of instructor Vincent Reyes.

Community Development Grants-in-Aid

- **Guam Fisherman's Cooperative – 3rd Annual Gupot Fanha'aniyan Pulan Chamorro (Lunar Festival).** John Calvo, Guam Fisherman's Cooperative, requested \$7,500.00 for the 3rd Annual Gupot Fanha'aniyan Pulan Chamorro on January 30, 2011. The 1-day festival featured exhibits, demonstrations and entertainment fully utilizing the use of the indigenous language and the distribution of the comprehensive Marianas Archipelago Chamorro Lunar Calendar."

13th Annual Gupot Y Peskadot (Fishermens Festival). The 13th Annual Gupot Y Peskadot (Fishermen's Festival) was held on August 14, 2011. This year's festival featured a cooking competition with the students of the Guam Community College Culinary Arts Academy showcasing cultural cooking methods and recipes utilizing pelagic fish.

- **Umatac MPC – Annual Discovery Day Festivities.** The Annual Discovery Day Festivities at Umatac Bay, was held March 4 - 20, 2011. The event celebrates the day Magellan landed on our island with a carnival-type setting and a myriad of cultural and traditional activities, displays and performances including a reenactment of Magellan's landing.
- **Guam Island Fiesta Tour** - The Guam Island Fiesta Tour was developed to allow the visitors a chance to experience a true Chamorro fiesta celebration at the homes of our Chamorro people. This allowed visitors to interact with our

local community and provided the opportunity to open their homes to our visitors. This gave our visitors a unique chance to experience the warm Hafa Adai spirit that is unique to each of the village fiestas and our host families. In its second year, this program in partnership with the Village Mayors and Lam Lam Tours was continued with 7 Host families each hosting up to 150 visiting tourists at their respective village fiesta. The villages of Dededo, Barrigada, Merizo, Inarajan, Talofofo, Agat, and Mangilao were the participants of this years' program.

Event Support and Sponsorship

- **Guam Chamber of Commerce – Christmas Festival 2010.** This annual event kicks off the Christmas festivities with a parade and lighted scenes of Christmas throughout Skinners Plaza in Hagåtña. Lighted displays are kept up until the end of the Christmas season and thus enjoyed by all our visitors and most especially our local community.
- **Peter R. Onedera – 1st Annual Sand Sculpture Festival.** This event was aimed to engage the visitors and local artistic community building sand sculptures and using the Chamorro language to provide oral explanations of the sculptures.
- **Japan Club of Guam – 31st Japan Autumn Festival.** This annual 1-night festival is a local favorite, held in the heart of Tumon, Ypao Beach Park. Booths lined up offering a varied of Japanese games, treats, fruits and saki for all of Guam residents and visitors to enjoy.

Other Supported Annual Events:

- **Merizo Fiestan Tasi & Crab Festival**
- **Tamuning Latte Stone Festival**
- **Agat Mango Festival**
- **Mangilao Donne' Festival**



SPECIAL PROJECTS

Special Projects identifies and pursues capital improvement and maintenance projects designed to enhance Guam's tourism plant and remain competitive with other world-class destinations.

To achieve our mission, the Bureau oversees maintenance of major tourist infrastructure such as Tumon & Hagatna Beach Cleaning & Maintenance, Tumon San Vitores Landscaping Maintenance and the Island Roadway Maintenance.

Tumon and Hagatna Beach Cleaning & Maintenance
GVB contracted beach maintenance from Gun Beach to East Agaña Beach across Citibank. Maintenance includes sand raking, trash collecting and trash receptacle maintenance. The contractor for the project is Landscape Management Systems, Inc.

Maintenance consists of grass and hedge cutting on shoulders and medians, groundcover trimming & edging, tree and shrub pruning, defruiting of coconut trees, fertilizer applications, soil analysis, mulching, power washing of sidewalks, benches, etc., street sweeping, maintenance of irrigation system and garbage collection.

The contractor for the project is Landscape Management Systems, Inc. which also handles landscaping projects for various commercial and military properties.

Tumon San Vitores Landscaping Maintenance
GVB contracted the landscaping and roadside maintenance along San Vitores Boulevard up to the Bishop Flores Rotunda, including road medians, GVB office, three major intersections leading to hotel row Westin Resort-Horizon Condo, Marriott Hotel-JFK, and Hilton-Ypao Road.

Island Roadway Maintenance
A total of 55.3 miles of roadways are maintained from northern to southern Guam. The project scope includes maintenance of medians and sidewalks at Northern Routes: 1, 14, 30, 30A, 34, 27, 16, 8 and Southern Routes: 1, 2, 2A, 4.

The contractor for the project is GEMCCO, a general contractor which also handles equipment rentals as well as construction and maintenance projects for various commercial and GovGuam entities.

Contract Administration & Inspection Services
GVB contracted TG Engineers to inspect its main projects such as Tumon & Hagatna Beach Cleaning, Tumon Landscape Maintenance and Highway Landscape Maintenance Projects.

TGE also served and assisted in bid/contract document preparation and implementation for project and liaised with GovGuam agencies or private entities to address issues related to GVB projects.

Holiday Illumination Project
Each year, the Holiday Illumination Project offers a beautiful and festive atmosphere for Guam's local community and tourists. Colorful Christmas displays are illuminated on Tumon San Vitores as well as Governor Carlos Camacho Road and are a welcome attraction for hotel guests in those particular areas. This past year's project was created and implemented by Landscape Management Systems, Inc.



TOURISM INDUSTRY RELATIONS

Excellence In Tourism Awards
This annual incentive program, held during National Tourism Month in May, honors employees and organizations for outstanding services and contributions to tourism. This fiscal year, the event was held on May 27 at the Hyatt Regency Guam with more than 200 attendees. There were a total of 57 individual nominees for hero supervisory, non-supervisory and rookie categories. A Special Recognition Award went to Mr. Cencil Tan Vy for his contribution to the success of “We are Guam” brand initiative mural paintings in Guam's villages.

The highlight of the program, the Golden Latte Award presentation, honored Mr. Tak Takano of DFS Guam for his involvement in tourism. He first came to Guam from Japan as a tour coordinator in the introductory years of tourism. He quickly realized the potential for growth in this industry, moved to Guam permanently and began his career with DFS Guam. Mr. Takano brings more than 30 years of service at a major retail store as a travel retail industry executive and has served on the GVB Japan Marketing and Korea Marketing committees.

Tour Guide Certification Program
The Tour Guide Rules and Regulation was signed into law in 1997 to ensure all tour guides are certified. GVB continues to monitor tour guide operators on the field and renew tour guide licenses annually in June. This year marks the 51st class of graduates since it began in 1997. There were a total of 61 participants for the December and May classes.

Welcome Service
The Guam Visitors Bureau provided welcome services for groups from Japan, Korea, China and Taiwan as well as inaugural flights for Fly Guam in March and Eva Air in June. GVB also provided greetings for new charter flights from Hangzhou and Shengyang, China in February. In September, United Continental started inaugural flight to Okinawa. The ship greetings included the Queen Mary 2 in March with 2,600 pax and the Sun Princess in April with 2,272 pax.

Ambassador Program
In FY2011, GVB provided funding assistance to GIAA's Airport Ambassador program. This program provides passengers additional services at customs and immigration during peak arrival periods that include the end of the Calendar Year, Chinese New Year, Golden Week and the Summer season. Airport Ambassadors direct passengers to where they need to go and assist them in completing forms required for entry into Guam.





MARKETING DEPARTMENT

The GVB Marketing Department faced dramatic challenges during FY2011, most notably the triple disaster in Japan on March 11, 2011. At the end of the 2011 fiscal year, Japan arrivals were down 9.8% compared to 2010. To combat the loss, the GVB Board of Directors approved \$250,000 to use for increased marketing efforts in areas of Japan not affected by the tsunami, with special emphasis on families.

Guam's secondary market, Korea, also had challenges connected with the Japan disaster. Korean public concern about Japan radiation leaks affected Korean arrivals. In response, GVB Korea launched a "Guam Clean & Safe" campaign. Cancellation rates following the Japan disaster were at 25%, however Korean arrivals were up 20.7% over FY2010. Valuable media exposure came from the shooting of a Korean TV drama, which aired in July. Estimated media exposure value for the show is \$1.76 million.

The GVB Marketing Department stepped up electronic media marketing with great success.

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In contrast to other markets, China arrivals increased a staggering 32.4% over FY2010. This is due, in part, to increased charter flights from Beijing, Hangzhou, and Shanghai, coupled with GVB promotions. There is still enormous potential in the China market, especially if a visa waiver program is approved. Additional charter flights in 2012 are expected to surpass 2011 arrivals.

The GVB Marketing Department stepped up electronic media marketing with great success. A social media monitoring project utilizing Brandtology software is in place, allowing GVB to measure the success of marketing campaigns as well as anticipate trends and more effectively target certain markets. All GVB offices are using Brandtology to measure market sentiments about Guam and competitor destinations. This systematic online reconnaissance allows GVB to respond in real time to potential consumers.

cont’d...

GVB overseas offices continued to leverage online exposure through their respective social media pages and channels such as Facebook and Twitter. GVB engaged influential bloggers and social media personalities through media familiarization tours such as Maila Ta Fan Boka, which generated \$2,197,411 of media exposure.

The GVB Marketing Department published a colorful 72-page Guam Guide with information about our unique heritage, cultural symbols, sights, and activities.

In addition, GVB produced a comprehensive MICE (Meetings, Incentive, Convention and Exhibition) brochure listing 18 facilities as well as compelling facts and features about Guam as a destination for such events. With more than 8,844 hotel rooms and a number of venues capable of hosting events for up to 4,000 guests, the Marketing Department recognizes the value of MICE tourism. The GVB Marketing Department worked closely with the newly formed Micronesia Cruise Association to increase interest in the islands as a cruise destination. GVB created an informative 43-page brochure highlighting with technical details about the major Micronesian ports as well as land excursions and features. The brochure will be introduced at Cruise Shipping Asia 2011, a tradeshow and conference focusing on the Asia Pacific cruise market.

The total civilian visitor arrivals achieved in FY2011 is 1,122,921.*

**Not including armed forces arrivals and emerging markets.*

MARKETING OBJECTIVES

- Strengthen the relationship with travel industry partners by organizing diverse programs including sales incentives and participating in tourism fairs in core markets including Japan, Korea, China, Hong Kong, Taiwan, North America, and the Philippines.
- Increase Guam’s online presence to consumers by using search engine optimization tactics such as consumer web promotion tie-ins, keyword searches, and blogging on major websites.
- Promote the beauty of Guam through location shooting of popular television drama series, music, and feature videos for each core market and generate valuable exposure value to targeted audiences of general consumers.
- Leverage popular consumer products with Guam’s messaging to travel through online promotions to produce equities of familiar brands with Guam’s brand.

MARKETING CALENDAR

DATE	PROMOTION	VENUE	MARKET
OCTOBER			
Oct. 10	28th Niigata City Marathon	Niigata, Japan	Japan
Oct. 20-22	JGTC Meetings	Nagoya, Osaka, Tokyo, Japan	Japan
NOVEMBER			
Nov. 5-8	(ITF) 2010 Taipei International Travel Fair	Taipei, Taiwan	Taiwan
Nov. 13-17	(NTA) National Tour Association ‘10 Convention	Montreal, Quebec	USA
Nov. 18-22	(CITM) China International Travel Market	Shanghai, China	China
Nov. 20-23	(NTA) National Tour Association 2011 Leadership Orientation	Tampa, Florida	USA
Nov. 21-23	MICE Market Meeting	Tokyo, Japan	Japan
DECEMBER			
Dec. 1-4	PATA - Mic. 3rd TriAnnual Chapter Meeting	Guam	Micronesia
Dec. 15-17	(MCES) The Micronesian Chiel Executive Summit	Palau	Micronesia
Dec. 17-21	Travel Trade Meetings	Vietnam	Asia Pacific
JANUARY			
Jan. 16-18	GVB Japan 35th Anniversary	Tokyo, Japan	Japan
Jan. 28-31	(GCDA) Guam Chamorro Dance Academy	Tokyo, Japan	Japan
FEBRUARY			
Feb. 18-20	(PTAA) 18th Philippines Travel Agents Association Travel Tour Expo	SMX Convention Center, Mall of Asia, Pasay City, PI	Philippines
MARCH			
Mar. 4-7	Fly Guam Inaugural/Guam Product Update	Hong Kong & Guangzhou, China	China
Mar. 14-17	Seatrade Cruise Ship Convention	Miami, Florida	USA
Mar. 17-20	Guam Destination Product Seminar & Los Angeles Times Travel & Adventure Show	San Diego & Los Angeles, California	USA
Mar. 24-26	(GITF) Guangzhou International Travel Fair	Guangzhao, China	China
APRIL			
Apr. 8-12	PATA Annual & 60th Conference	Beijing, China	China
Apr. 13-15	(COTTM) China Outbound Travel & Tourism Market 2011	Beijing, China	China
Apr. 17-21	JGTC Meetings	Tokyo, Nagoya, Osaka, Japan	Japan
Apr. 22-24	(ADEX) Asia Dive Expo	Suntec, Singapore	Asia Pacific
Apr. 29 - May 3	PATA - Mic. 1st TriAnnual Chapter Meeting	Kosrae, FSM	Micronesia
MAY			
May 17-21	JGTC Meetings	Tokyo, Japan	Japan
May 21-25	Chamorro Culture Fest & US Travel Association International POW WOW	San Diego & San Francisco, California	USA
May 27-30	(GCDA) Guam Chamorro Dance Academy	Tokyo, Japan	Japan
JUNE			
Jun. 2-4	(KOTFA) Korea World Trade Fair	Seoul, Korea	Korea
Jun. 4-5	Scuba Show	Long Beach, California	USA
Jun. 9-12	(ITE) 2011 International Travel Expo Hong Kong	Hong Kong	China
Jun. 15-16	(IFCOT) International Forum on Chinese Outbound Tourism	Beijing, China	China
Jun 29 - Jul. 1	Korea Road Shows	Daegu/Busan, Korea	Korea
JULY			
Jul. 7-11	Marine Diving Fair	Tokyo, Japan	Japan
Jul. 24-29	Australia “Explore Micronesia” Road Show	Molbourne, Sydney, Cairns	Australia
Jul. 29 - Aug. 1	(GCDA) Guam Chamorro Dance Academy	Osaka, Japan	Japan
AUGUST			
Aug. 26-28	(GCDA) Guam Chamorro Dance Academy	Nagoya, Japan	Japan
Aug. 26-28	PATA - Mic. 2nd TriAnnual Chapter Meeting	Republic of the Marshall Islands	Micronesia
SEPTEMBER			
Sep. 6-9	PATA Travel Mart 2011	New Delhi, India	Asia Pacific
Sep. 16-18	Expat Show Shanghai	Shanghai, China	China
Sep. 29-30	KGTC Meetings	Seoul, Korea	Korea
Sep. 29 - Oct. 3	JATA Tourism Forum and Travel Showcase	Tokyo, Japan	Japan

CORE
PROJECTS



China Outbound Travel Market Symposium speakers meet on Oct. 14, 2010 at Hilton Guam Resort & Spa.

China Outbound Travel Market Symposium

In an effort to help local businesses respond to rising interest from Chinese travelers in island resort locations like Guam, GVB and Pacific Asia Travel Association (PATA) partnered for the China Outbound Travel Market Symposium (COTMS) on Oct. 14, 2010, at Hilton Guam Resort & Spa.

The symposium featured guest speakers from the Chinese-government backed Ivy Alliance Tourism Consulting Co. Inc., PATA, Continental Airlines, and GVB who discussed such topics as the Chinese visitor profile, how to market businesses to Chinese travel agents, and the upcoming U.S. Department of Homeland Security final ruling on the Guam-CNMI visa waiver program for China.

“The number of Chinese visitors to Guam has increased dramatically this year,” said former GVB General Manager and COTMS guest speaker Gerald S.A. Perez. “Even without a visa waiver for China, we’re seeing more than 60 percent increase over the number of visitors from last year. If the U.S. Department of Homeland Security approves our request for a visa waiver, which we hope they’ll decide by November, that number will jump even more in the years to come. We want to make sure our local businesses are not only equipped logistically to handle that market, but know the expectations of Chinese travelers who visit Guam.”

Global Media Corps

GVB welcomed 74 media, and 22 delegates and travel agents from Japan, Korea, China, Hong Kong, Taiwan, the Philippines, and Vietnam to the 4th Global Media Corps Gathering from Oct. 12-20.

The annual event, which coincided with the 23rd Guam Micronesia Island Fair and 5th Guam Ko’ko’ Road Race, gave international media a chance to explore the island and generate coverage for Guam on a global scale.

“Global media first emerged four years ago to generate coverage during the slow visitor month of October,” said GVB Marketing Manager Pilar Laguaña. “We’ve grown from about 50 media that first year to 108 media last year that generated nearly \$4.4 million in magazine, newspaper, online, and TV coverage for Guam.”

The group was dominated in 2010 by bloggers, online publications, and TV film crews in an effort to get more long-term coverage instead of just the one-day shelf life that magazine and newspaper stories often produce. Travel agents from mainland China and Vietnam requested to be a part of GVB’s signature events making this the first time trade representatives have been involved.

2nd Annual Maila Ta Fan Boka

54 social media figures from seven countries converged on Guam for the 2nd Annual Maila Ta Fan Boka (“Come, Let’s Eat”) sponsored by GVB from May 26-28, 2011, in an effort to promote the island’s authentic food culture.

Bloggers and photographers from Japan, Korea, Hong Kong, China, Philippines, and Taiwan arrived for the three-day event, which allowed them to see everything from what crops are grown on Guam to how dishes are prepared in the kitchen.

“This year’s Maila Ta Fan Boka was a continuation of our efforts to highlight our unique Chamorro culture while bringing attention to our authentic cuisine,” said GVB General Manager Joann Camacho. “We want our visitors to search for finadenne’ and titiyas when they come to Guam, just like they search for sushi in Japan and escargot in France. Many times, food is the center of our culture, our celebrations, and our family get-togethers, and that’s what we want our media to experience.”

Media reps were welcomed with an orientation breakfast May 26 at Hotel Nikko Guam’s Toh-Lee Restaurant, complete with an expansive view of Tumon Bay. Bus transportation secured through Micronesian Hospitality Inc. transported them to Johnny Castro’s mango farm in Talofofo, Hamomoto Fruit World in Yona, and a hydroponic lettuce farm in Mangilao before capping the day off at the Muña home, where media learned to prepare dishes like red rice, lechen biringhenas (barbecued eggplant with coconut milk) and gollai appán lemmai (breadfruit in coconut milk) in the family’s backyard kitchen. Cultural entertainment was provided by Inetnon Gef Pa’go.

Before individual group tours on May 27, the 54-member group was treated to a special introduction of Lina’la’ Chamorro Cultural Park in Tumon. On May 28, the event

capped off with the 2nd Annual Maila Ta Fan Boka Culinary Competition at Guam Premiere Outlets and lunch at the Agat Mango Festival.

Sponsors included the Guam Hotel & Restaurant Association, The Westin Resort Guam, Lina’la’ Chamorro Cultural Park, Micronesian Chefs Association, Farmer’s Cooperative Association of Guam, Guam Premiere Outlets, Pacific Islands Club, Guam Community College, Fiesta Resort Guam, Hotel Nikko Guam, Continental Airlines, Agat Mayor’s Office, Department of Chamorro Affairs, IT&E, Nippon Rent-a-Car, DFS Guam, Outrigger Guam Resort, SandCastle, Gyoza Yatai, Skydive Guam, Alupang Beach Club, Two Lovers Point, Capricciosa, and Atlantis Submarine.

Maila Ta Fan Boka generated \$2,197,411 of combined media exposure in all seven markets.



Social media reps enjoy calamansi drinks at Hamomoto Fruit World in Yona on the first day of the three-day Maila Ta Fan Boka event.



Social media reps from seven countries gather at a sunset dinner at Outrigger Guam Resort for the final night of Maila Ta Fan Boka.



Travel trade and media from Japan, Korea, China, Hong Kong, Taiwan, the Philippines, and Vietnam gather for the 2010 Global Media Corps from Oct. 12-20, 2010, in Guam.

JAPAN MARKET FY2011

OBJECTIVES:

- Continue to aggressively promote Japanese travel to Guam by developing programs to meet and satisfy the market's requirements.
- Create a favorable situation for travel trade to sell Guam more aggressively in light of the consumer pursuit of experience and value.
- Improve Guam brand image by marketing Guam as an upscale destination while maintaining appeal for mass travel market.
- Increase impact of advertising and public relations based on smart choices of ambassadors with greater market appeal despite lower share of voice compared to competition, due to budget constraints, and the value of the Yen.
- Achieve 1,000,000 visitors from Japan.
- Reach 5.9% of Japan outbound market share.



Yuji Mitsumori, second from right, of GVB Japan delivers messages from Guam schoolchildren to Miyagi Government Office in Sendai.

Disaster Relief

The defining moment for the Japan market came on March 11, when a devastating earthquake and tsunami left more than 27,000 dead or missing, and more than 170,000 people displaced. While the world watched residents of the affected regions begin to rebuild their lives, the people of Guam helped speed the recovery with fund-raising efforts and heartfelt messages.

The GVB office in Japan personally delivered handmade well wishes from students in Guam to children in Japan by driving more than five hours to the Miyagi Government Office in Sendai, the region most affected by the natural disaster. Greeting cards produced by students at Bishop Baumgartner Memorial Catholic School, Ligan Elementary, Notre Dame High, Our Lady the Blessed Sacrament Catholic Church Confraternity of Christian Doctrine (CCD) program, and attendees from the 2011 Guam Ko'Ko Kids Fun Run were displayed at the local government office.

"This was a small way that we as a bureau could share our condolences and well wishes to the victims in this region," said GVB General Manager Joann Camacho. "We are appreciative to all of the island's students and our GVB Japan office, who helped us accomplish this. We hope it brought a little joy to the children of Sendai."

GVB also sponsored a Candlelight Prayer Vigil on Guam on March 25 at Gov. Joseph Flores Memorial Beach Park in Tumon with help from co-sponsors Delta Air Lines, Bank of Guam, IP&E Guam, and the Shell Stations of Guam.

At the event, the GVB Board of Directors presented a \$10,000 check to the American Red Cross earmarked for tsunami relief efforts. The organization's Guam Chapter and the Japan Club of Guam raised more than \$1 million from community organizations and residents following the March tragedy.

The devastation tremendously impacted the visitor industry on Guam, with visitor arrivals experiencing more than 25% decreases at several points in the months following the earthquake and tsunami. Cancellations in group travel immediately following the disaster, as well as an overall drop in visitor arrivals contributed to the decline through July 2011.

To combat the loss, the GVB Board of Directors approved \$250,000 to use for increased marketing efforts in areas of Japan not affected by the tsunami, with special emphasis on families. Western Japan was deemed a top priority, and GVB began working with industry partners in May to institute joint print advertising campaigns in Nagoya, Osaka, and Kyushu. Promoting Guam while remaining sensitive to issues relating to the disaster was a top priority for GVB. Emphasis was given to healing images and promotion of events including the 24th Guam Micronesia Island Fair and 6th Guam Ko'ko' Road Race in October.

Travel agent seminars were also held in Tokyo, Nagoya, Osaka, Okayama, and Hiroshima, areas with minimal direct effect from the tsunami.

Hafa Adai Guam 365 Monitor Tour

Ongoing marketing efforts were also given top priority in Japan including the Hafa Adai Guam 365 Monitor Tour. This online social campaign incorporates photos and blogs from Japanese visitors to Guam, reaching an estimated 2.3 million people. Appearances at major trade and consumer shows including the Marine Diving Fair in Tokyo from July 8-10 and the annual Hafa Adai Study Tour brought about 85 group planners from Japan to Guam from July 1-4 to learn more about the island's opportunities for Meetings, Incentives, Conventions and Exhibitions (MICE). Airline partners offered 10 seats for the participating cities of Sapporo, Tokyo, Nagoya, Osaka, Okayama, and Fukuoka.

In the first half of 2011, Guam generated \$15.3 million in publicity. By the completion of the year, Guam received over \$35 million in publicity with an annual PR budget of \$330,500.

TripAdvisor Rating

In August, popular consumer travel ratings site, TripAdvisor, showed Ypao Beach in Tumon ranked 2nd in the category, "The Best 20 Beaches in Japan & Overseas," after finishing 7th in "The Best Places You Have Visited" in 2010. In addition, Guam's Coco Palm Garden Beach ranked 19th, and Guam's northern Ritidian Point ranked 20th in the same category.

JATA 2011

The annual Japan Association of Travel Agents (JATA) consumer and trade show was held September 29 - October 2, 2011. Highlighting our unique culture at the JATA Tourism Forum and Travel Showcase, the Bureau provided Chamorro lessons in weaving, carving, language and dancing. The Guam booth greeted onlookers with a lively and energetic Hafa Adai Guam Cultural Dance Show. The Bureau also signed a sister race agreement for the Guam Ko'Ko Road Race (GKRR) and Teganuma Eco on Oct. 14, 2010. Marathon, which has over 8,000 participants annually. Special Advisor Hiromi Taniguchi, former Japanese Olympic Runner, joined the ceremony and encouraged the audience to participate in the GKRR. This year's JATA event attracted more than 117,000 people.

Other Key Initiatives:

- Continuation of the Guam Chamorro Dance Academy led by Master of Chamorro Dance Frank Rabon in Tokyo and, for the first time since it began in 2009, Osaka and Nagoya. Five dance academies were organized throughout the year, drawing up to 70 dancers each. Graduates from the 2010 cycle performed at the 2010 Guam Micronesia Island Fair on Guam Oct. 14-16, 2010. Due to increased participation and positive feedback, GVB plans to continue the program into FY2012.
- Represented Guam with 2011 Miss Guam Universe Shayna Jo Afaisen at the 2011 Kashiwa Festival from July 22-23.
- Increased participation in GVB signature events, the Guam Ko'Ko Road Race and Guam Micronesia Island Fair, as well as the Guam Island Fiesta Tour.
- Generated Guam publicity in Japanese local and national media by conducting courtesy calls on government officials with Guam goodwill ambassadors.

- Strengthened key partnerships with the Japan Guam Tourism Council (JGTC) comprised of top-level executives with major travel agencies in Japan.
- Built stronger ties with national and local governments within Japan by encouraging mutual exchange programs.
- Fine tuned branding programs to promote the island as a unique destination through the Guam Ambassador At Large Caravan, Guam Summer Campaign and JATA.



Students of the Guam Chamorro Dance Academy present a dance on JATA's East Stage after undergoing a two-day Chamorro dance and chant seminar with Master Frank Rabon.



Representatives from the Guam delegation perform in the 2011 Kashiwa Dance Festival during the Japanese city's annual two-day celebration from July 22-23.



Japanese actor Shoei Kaiei visits the Guam booth at JATA Travel Showcase with his son Kaiei.

KOREA MARKET FY2011

OBJECTIVES:

- Build the image of Guam as a family destination, like home away from home.
- Position Guam as a shopping destination through co-promotion with Guam shopping centers.
- Develop relaxation and “safe” concept to promote Guam as a fresh honeymoon destination.
- Position Guam as a dynamic destination and actively target various sports-related SIT groups, as well as younger visitors.
- Promote Guam as a destination for English learning.
- Create and develop diverse programs for seniors.
- Introduce various types of infrastructure for MICE travel.
- Increase exposure of GVB brand and public relations through online channels.
- Achieve 10% of total Korean outbound travelers



GVB representatives meet with Suwon Samsung Bluewings Football Club during the team's training on Guam from Jan. 10 to Jan. 31.

Clean and Safe Campaign

Following the devastating tsunami and earthquake in Japan on March 11, Korean travelers expressed concerns over air and water quality in Guam due to possible radiation contamination. Cancellation rates soared for group travel to more than 25%, prompting a response by GVB and local government authorities to promote Guam as “Clean & Safe.” On June 3, 2011, GVB sponsored several leading media from Korea on a familiarization tour to Guam, where they met with Gov. Eddie B. Calvo and several emergency response agencies to reassure Guam’s No. 2 tourism market that the island remains “clean and safe.”

Media, representing publications with a total circulation in Korea of about 25 million, included Hankook Ilbo, The Seoul Economic Daily, Segye Times, Sports Chosun, Sports Hankuk, City, Nocut News, and Metro.

Following positive exposure in each of the publications in regard to Guam's safe environment, cancellations from Korea began to slowly decline from the 8.7% dip in visitor arrivals experienced in the months following the tsunami.

The “Guam Clean & Safe” campaign continued through April, when the Korea Guam Marketing Committee (KGMC) commemorated the first anniversary of Korea-based Jin Air International with a visit to Guam. The group, comprised of leading travel and tour agents from South Korea, included Ki Su Park of Jin Air, who joined hotel inspections and meetings to share information about the ongoing marketing campaign.

GVB representatives met one-on-one with Jin Air and Korean Air to discuss new promotions and added extra flights on Korean Air in July and August that brought 10,563 to Guam during the summer.

Incentive campaigns in Korea generated an upswing in bookings that prompted Korean Air to add extra flights to Guam from two major airports in July and August, bringing 10,563 additional visitors to the island.

Busan & Daegu Road Show

GVB partnered with Korean Air and Jin Air for the Busan & Daegu Road Show on June 29-30, 2011, which featured performances by Inetnon Gef Pa’go and raffles for trips to Guam aboard charter flights from the two airlines. GVB Korea organized a workshop to introduce Guam packages using direct charter flights between the Busan/Daegu region and Guam. The workshop was held at the Lotte Hotel in Busan and Novotel in Daegu.

Thanks to such participants as Korean Air, Jin Air, PHR Korea (Sheraton, Hilton, PIC), Nikko, Guam Hyatt, LeoPalace, Outrigger, Onward, and DFS, the workshop finished successfully with over 100 attendants each. The participating hotels and airlines introduced new programs and packages utilizing the direct flights from the region for the summer season.

This workshop was held to increase air seat capacity of direct flight between Guam-Busan/Daegu and to develop the honeymoon market in this region.

From July 4-August 31, 2011, four extra flights per week, each seating 280 passengers, were scheduled from Incheon to Guam. Korean Air also added two flights per week, each seating 149 passengers, from Busan on July 27 to Aug. 17.

GVB Korea and Jin Air held an awards ceremony in celebration of the first year of launch of Jin Air’s Incheon, South Korea - Guam route with Jin Air partner travel agencies on August 9, 2011.

To celebrate its first year of launch of the Guam route, Jin Air conducted a survey from April 20 to June 30, 2011 with the 11 travel agencies and proved successful with high participation. The prize winners were selected based on the survey results.

More than \$2.4 million in exposure resulted from the prime time Korean TV drama, “Stubborn Lady,” which filmed an episode on Guam in June. The episode aired July 16.

Volume Incentive Program

The GVB Korea office on August 25, 2011 held its regular Korea-Guam Marketing Committee (KGMC) meeting comprised of the 15 major travel agencies in Korea. The committee introduced GVB’s Volume Incentive Program, scheduled to start September 2011, in partnership with Korean Airlines and as part of its sales and marketing strategy for Korean travel agencies. As part of the introduction, GVB Korea held a sales contest in coordination with the travel agencies and Korea Airlines from September 1st to the end of November 2011. During the three-month period, the best performing travel agency will be presented with prize money and a trophy. At the KGMC meeting, committee members discussed with travel agencies co-promotion opportunities during off-season periods.

GVB Board Director and Korea Marketing Committee Chairman N. Oscar Miyashita, GVB Marketing Manager Pilar Lagunaña, and Marketing Officer Felix Reyes attended the Korea-Guam Tourism Council meeting in Seoul, Korea in late September to solicit support for GVB’s marketing efforts in Korea. The team also met with Korean Air, Jin Air, Jeju Air, Eastar Airways, Asiana Air, AMCHAM Korea, ANTOR Korea, and the U.S. Commercial Service-Korea. They discussed Guam travel opportunities from Korea, including increased seat capacity, additional gateways, additional charters, and improved market share.

Cheonan World Dance Festival

Guam folk dance team, Inetnon Gef Pa’go, received the Participation Prize at the International Folk Dance Competition during the Cheonan World Dance Festival, held September 28–October 3, 2011 in Korea.

The Inetnon Gef Pa’go team visited Korea by invitation from the Cheonan World Dance Festival. The hardworking dance team participated in several parades and competed in the folk dance competition in Cheonan City, Korea.

The International Dance Competition, one of the major events of the Cheonan World Dance Festival 2011, had 28 folk dance teams from 26 countries participating. More than 1.3 million

visitors attended the festival. The Guam team was one of 10 selected for a final dance competition and eventually garnered the Participation Prize, thanks to the talent of the members and the enthusiastic audience support.

The Inetnon Gef Pa’go team consisted of 26 members led by Instructor Vince Reyes. The team has trained for many years. Their unique cultural representation in song and dance helps in efforts to attract more visitors to Guam.

Other Key Initiatives:

- GVB and the Guam delegation attended the 24th Korea World Travel Fair (KOTFA) from June 2-5, 2011 in Seoul, where Inetnon Gef Pa’go dance troupe took home the “Best Folklore Performance Award.” The Guam delegation, led by Senator Tina Muña-Barnes and GVB General Manager Joann Camacho, joined more than 94,400 trade, media and consumers at the three-day travel and tourism show.
- Training camps for professional Korean sports teams brought several delegations to LeoPalace Resort in January and February, including 75 people with Samsung Baseball Team; 35 people with Incheon United Football Club; 55 people with Suwon Samsung Bluewings Football Club; and 36 people with Ulsan Hyundai Football Team.



Filming of Korean TV drama “Stubborn Lady” on Guam.



Guam folk dance team, Inetnon Gef Pa’go, received the Participation Prize at the International Folk Dance Competition of Cheonan World Dance Festival, held September 28–October 3, 2011 in Korea.

CHINA MARKET FY2011

OBJECTIVES:

- Aggressively promote expatriates, affluent experienced Chinese traveler, corporate travel for leisure and MICE, weddings and honeymoons, and education travel.
- Liaise more cost-effective joint promotion opportunities with leading travel agents, foreign chambers, and expats/local media, agency fam tours, media fam tours, expat sponsorship events, airlines, and international expos to maintain Guam awareness under budget constraints.
- Work closely with airlines for charter flights and new route development.
- Increase visitors from Mainland China to 8,000.



The inaugural flight from Hangzhou via Continental Airlines arrived Feb. 1, marking the first scheduled for the Chinese New Year.

Charter Flights

Historically, Chinese New Year — late January to early February — is the peak travel period for Chinese visitors to Guam. However, increased efforts by Guam Visitors Bureau, Continental Airlines, and industry wholesalers have resulted in an expansion in anticipation of the inclusion of China in the Guam-CNMI visa waiver program. As a result, China's National Day is now a peak traveling period with seven charters scheduled to arrive on Guam next month.

From 2008 through October 2011, there were 2,690 China charter seats to Guam. This is a significant increase from the 145 China charter seats in 2008. China arrivals have increased more than 54% over 2010.

Visa Waiver Needed

With a visa wait time as long as 120 days, it is estimated that a visa waiver program would result in a 2,857% increase in China travelers to Guam. The average number of Chinese visitors year-to-date is 7,000 with a projected 29,000 in 2020. However, with an approved visa waiver, China visitor numbers can potentially increase to 200,000 to 400,000 in 2020.

With an average local spend of \$4,982 per Chinese traveler on Guam, or \$1,246 per day, GVB recognizes the enormous value of promoting Guam to Chinese travelers seeking a warm and relaxing island retreat during the harsh winter season. China's major points of origin are Beijing, Hangzhou, and Shanghai. A 152-passenger charter from sister city Dalian, China is expected in January 2012.

GVB's goal is in line with the recommendation by the U.S. Travel Association to extend the visa validity period from one year to at least five years for China-U.S. Mainland visa holders. There is compelling evidence that the realization of a Guam-CNMI visa waiver program for China would result in approximately \$138.5 million of additional net annual revenues to the government of Guam in 2020.

COTMS 2011

China outbound travel experts from Ivy Alliance Tourism Consulting Co. Ltd., Pacific Asia Travel Association, Continental Airlines and GVB met on Guam for the China Outbound Travel Market Symposium in October 2010, marking the first time the dynamic market was profiled for local businesses.

Quality Service Certification

One integral component to reaching the China market introduced at the symposium is the Quality Service Certification (QSC) Program, supported by the Chinese government as a means to bringing quality tour providers to Chinese visitors abroad.

Formally launched on Guam by GVB in July, the QSC Program gives local businesses an opportunity to earn status as a "highly qualified tour operator and supplier." A series of workshops led by Ivy Alliance Assistant President David Tang was held at GVB to help local industry leaders better understand the certification process.

"This program requires some time and effort on the part of our business stakeholders, but the benefits far outweigh the

enrollment process," said GVB Marketing Manager Pilar Laguaña. "Because of government restrictions that prevent free advertising, this can give businesses an advantage it cannot get otherwise."

Group Leisure Travel Program

Advancements in the China market on Guam also came as a result of a partnership between GVB and the U.S. Commercial Service, which instituted the Group Leisure Travel (GLT) program to provide a more efficient visa application process for travelers from China.

The GLT program in Shanghai was first formed as a pilot in November 2010 following concerns by GVB and Chinese travel agents about the shortage of U.S. visa interview slots in peak travel periods like Chinese New Year. The response was so positive the program was made permanent in Shanghai in April.

"Our partnership with the U.S. Commercial Service allowed us to support Shanghai travel agents in selling almost all charter air seats during the peak Chinese New Year travel time," Laguaña said.

From Jan. 28 to Feb. 5, charter flights from four major Chinese cities (Beijing, Shanghai, Shenyang, and Hangzhou) brought 1,377 visitors to Guam for the Chinese New Year. For Hangzhou and Shenyang, the charters marked the first time visitors from the two Chinese regions were able to fly directly to Guam.

5th Annual Expat Show in Shanghai

GVB delegation attended 5th Annual Expat Show Shanghai on September 16-18, 2011 to create awareness and promote Guam as a unique must-see destination to expats living in Shanghai.

GVB members also heightened awareness about the Guam Micronesia Island Fair and Ko'Ko Road Race, conducted media interviews, and met with U.S. Commercial Services, Philippine Airlines, Continental/United, Shanghai BA-SHI Int'l Travel Co., Ltd., and M3 Elite Club.

U.S. Luxury Travel Promotion and Group Leisure Travel Program Seminar

GVB delegation arrived in Shanghai on September 16th to join other U.S. travel suppliers to conduct the U.S. Luxury Travel Promotion and Group Leisure Travel (GLT) Program Seminar in Hangzhou. GVB met with Shen Feng of Shanghai Ba-Shi Int'l Travel Co., Ltd., which has spent US\$100,000 to promote Guam charters. As a result of this meeting, an additional two charter flights to Guam were arranged for after the 2012 Chinese New Year. Jin Yi, Manager of Zhejiang CTS, and Jin Lan, Vice General Manager of Hangzhou Overseas International Travel Service, advised GVB that they have confirmed two charters from Hangzhou for the 2012 Chinese New Year.

Other Key Initiatives:

- Expansion of air capacity via new air service from Shanghai to Guam aboard Dynamic Airways, which launched toward the end of July, and a new route to Shanghai via Fly Guam, which began service on Guam in March.

- Overseas promotions including the International Forum on Chinese Outbound Travel from June 14-16 in Beijing, at which GVB Board Consultant Advisor Gerald S.A. Perez served as a keynote speaker. The Guam delegation, led by Sen. Tina Muña Barnes and GVB General Manager Joann Camacho, hosted a Guam luncheon for international travel trade on June 15. GVB Marketing Manager Pilar Laguaña and GVB Marketing Officer Gina Kono also attended the three-day event.
- Managed overseas promotions in China for Guam including the China International Travel Mart from Nov. 18-21, 2010 in Shanghai, the Guangzhou International Travel Fair from March 24-26 in Guangzhou, and the China Outbound Travel Tourism Mart from April 13-15 in Beijing, China.
- Witnessed the simultaneous marriage of three Chinese couples in February at St. Probus Holy Chapel at Hilton Guam Resort & Spa.
- Promoted group travel among partner travel agents in China with emphasis on the Meetings, Incentive, Conventions & Exhibition (MICE) market. An 18-member group of mid-level and senior managers from Shanghai's largest travel agency, Shanghai CYTS, traveled to Guam on an incentive trip in late February. As part of their stay, members met GVB for a Guam product presentation and fiesta-style luncheon Feb. 28.
- Launched "Suggest a Slogan for Guam" contest on 12 social media channels and the China GVB website. The campaign produced a large database that can be leveraged for ongoing marketing initiatives. As a result, 2,541 people registered for the contest and the GVB contest landing page received 104,771 visits during the campaign.



GVB Marketing Manager Pilar Laguaña, left, and GVB Marketing Officer Gina Kono, right, meet with Chinese couples who married in a triple wedding at St. Probus Holy Chapel in Tumon on Feb. 3.



GVB met with travel industry professionals at the 2011 Expat Show in Shanghai on September 16, 2011. L-R: Gina Kono, GVB Marketing Officer; Pilar Laguaña, GVB Marketing Manager; Geri Zhuang, Philippine Airlines Supervisor for Passenger Sales; and Shirley Wang, Shanghai Qiangsheng International Travel Service Representative.

TAIWAN MARKET FY2011

OBJECTIVES:

- Continue to elaborate the theme of “Fun & Easy in Guam.”
- Further strengthen Guam’s attractiveness on quality tourism.
- Raise the image of “Guam, full of cultural-historical fascination, like no other island.”
- Generate public awareness and promote Guam to target segments.
- Achieve 5% growth for Taiwanese visitors traveling to Guam.



A crowd gathers around the Guam Hafa Adai Cultural Show at the GVB booth, shown several times a day at ITF in Taipei.

Taipei International Travel Fair

For the 18th consecutive year, GVB attended the Taipei International Travel Fair (ITF) in November 2010 in Taiwan, joining more than 60 countries and an estimated 200,000 consumers at the four-day event. GVB received a special visit by James Yu, Vice President of China Airlines (Taiwan), who announced 10 charter flights to accommodate additional visitors during 2011 Chinese New Year.

The flights, along with six Continental Airlines charters, resulted in 3,595 seats from Taipei for the holiday in January and February.

“Taiwan arrivals to Guam in FY2011 increased more than 38.4% over last year,” said GVB General Manager Joann Camacho. “We believe the travel market will continue to grow — not only among visitors traveling for pleasure but among business travelers as well. Those numbers will only increase as more seat capacity is generated by our airline partners.”

On June 18, that call was answered with the start of twice weekly direct flights to Guam from Taipei by Taiwan-based EVA Airways. Airbus A330-200 with capacity of 252 passengers arrive on Guam from Taipei every Wednesday and Sunday.

Other Key Initiatives:

- Arrival of 155 top-selling employees from XinYi Real Estate of Taiwan in February.
- Attendance at the Association of National Tourist Offices and Representatives (ANTOR) Fall Table Marts in Taoyuan & Tainan from Sept. 15-16, 2010. The event attracted more than 150 travel industry members total in both cities.
- Provided transportation from hotels to games for parents and underprivileged athletes on the Chinese Taipei baseball team competing in the 2011 Little League APAC World Championship in Guam in July. GVB Taiwan invited its Facebook fans, and the rest of Taiwan, to join in cheering on Team Taiwan in this international tournament. For each status update, GVB received over 10,000 impressions, and many “likes,” comments, and shares
- Sponsored Taiwanese celebrity Jam Hsiao, who produced a photo book on Guam released in June. GVB Taiwan invited Facebook fans to guess at which location certain photographs were taken. Fans with the correct answer were automatically entered to participate in a raffle in which prizes included Jam Hsiao postcard sets, and grand prize winners won signed “Love in Guam” photo books. As a result, GVB Taiwan’s Facebook page received over 16,000 impressions, and almost 200 “likes” and comments each.
- Since FY2010 GVB Taiwan’s Facebook fan count has increased 5,621 to a total of 15,763 fans. On average, the page receives more than 10,000 impressions for every post, which is higher in effectiveness than many other traditional and social media platforms, and therefore one of the best tools for GVB Taiwan to maintain and enhance direct relationships with consumers.
- AIT & Discover America held a year-round promotion titled, “My Dream Vacation USA.” There were four events with four different themes, held throughout the year. The September theme was “Festivals & Events,” at which GVB Taiwan promoted Guam Micronesia Island Fair and Guam Island Fiesta Tours.
- Pacific Islands Club (PIC) invited ETTV (Eastern Television in Taiwan) to its facilities in Guam to report on PIC and Guam tourism. During this tour, ETTV Anchor Jing-jing Hsu fell in love with Guam and decided to return for her own wedding in October. GVB sponsored airfare for six media passengers that covered Ms. Hsu’s wedding, as well as reported on general Guam tourism. As an added bonus, the media attendees agreed to also visit GMIF and report on the fair.



Taiwanese celebrity Jam Hsiao produced a photobook on Guam released in June.



ETTV Anchor Jing-jing Hsu fell in love with Guam and decided to return for her own wedding in October.



GVB Taiwan reps met at AIT's Kaohsiung office for a promotion titled, “My Dream Vacation USA.” Madeline Su, GVB Taiwan; Meimei Wang, State of Montana, Asia Pacific Trade Office; Ann Chen, Hawaii Airlines; Gregory Harris, AIT Kaohsiung Office; Eddie Yen, Idaho, Asia Trade Office; Daphne Fan, AIT Kaohsiung Office; and Jessica Li, GVB Taiwan.



GVB representatives meet with China Airlines leaders in November 2010, after 10 charter flights for Chinese New Year were announced.

PACIFIC/ MICRONESIA MARKET FY2011

OBJECTIVES:

- Generate interest and excitement of the travel trade to work with GVB to build Guam interest and convert their clients as inbound arrival numbers for Guam.
- Educate travel agents in the selling of Guam as the gateway to Magnificent Micronesia.
- Develop an awareness of Guam's attractions and facilities within the niche markets identified.
- Increase the awareness of Guam as an ideal location for conducting business in the Asia/Pacific area and as an extended stopover resort destination for travelers to the region.
- Continue to support the Continental Airlines (now United), the only air carrier servicing the Micronesia Islands, Australia and Fiji routes.



New officers for PATA Micronesia meet at Continental Airlines headquarters on Guam for the Tri-Annual Meeting in December.

Star Alliance Micronesia Airpass

In 2011, the Pacific and Micronesia market experienced several unifying measures aimed at boosting economic prosperity of each of the region's destinations, including the creation of a unified regional brand and introduction of the Star Alliance Micronesia Airpass. The Airpass, announced in May, allows travelers to purchase up to 10 flights on the Continental Airlines and United network across the region in a single discounted ticket.

PATA Micronesia Chapter

After months of discussion and requests for proposals, the PATA Micronesia Chapter selected Ideal Advertising of Guam to craft a brand identity for the region. Funding for Phase 1 of the process — logo creation — was approved at the Tri-Annual Meeting in Kosrae from April 29-May 3, 2011. By the next meeting in August, the marketing agency presented the finished product to chapter members. Phase II will include crafting a branding positioning statement, a corporate identity and branding guidelines to give Micronesia an identity easily recognizable on the global scale.

Other Key Initiatives:

- GVB and PATA Micronesia Chapter serve as a founding members of the Micronesia Cruise Association (MCA) along with the Chuuk Visitors Bureau, Yap Visitors Bureau, Palau Visitors Authority, Kosrae Visitors Bureau, Pohnpei Visitors Bureau, Marianas Visitors Authority, the Port Authority of Guam, and various individuals and organizations. MCA met for the first time during Guam Micronesia Island Fair 2010.
- A membership drive for PATA Micronesia hosted by Guam chapter members was held Nov. 9 at Carmen's Cha Cha Cha on Guam. More than 30 visitor industry and business leaders attended the event, which resulted in eight new members and three renewals.
- GVB hosted the PATA Micronesia Chapter Tri-Annual Meeting from Dec. 1-3, 2010, where new officers and committee chairmen were selected. Grant Ismael of the Kosrae Visitors Bureau was selected as chairman; Jae Medina of Guam Publications Inc., as vice chair; Judy Torres of Marianas Visitors Authority as secretary, and Dianne Collins of Micronesia Divers Association (MDA) as treasurer.
- Represented the chapter at the 60th Anniversary Conference for PATA International in Beijing in April with attendance by GVB Marketing Manager Pilar Laguaña, GVB Board Consultant Advisor Gerald S.A. Perez, and Monte McDowell of Advance Management Inc. of Guam.
- PATA Micronesia Education Committee Chairman Dr. John Salas conducted customer service training sessions in Pohnpei and Kosrae in May.
- A new comprehensive business profile detailing chapter background, bylaws, marketing experience, trade and consumer show appearances, and current membership.

- On August 24, 2011, GVB BOD Chairman Monte Mesa and GVB Management met with Palau Visitors Authority. With the anticipation of a forecasted increase in visitor arrivals to Palau for the next three years, PVA hopes to garner more ideas from the Guam tourism industry.
- GVB attended the PATA Micronesia Chapter in Majuro, RMI, for the organization's tri-annual meeting from August 27-28, where several measures were discussed to further the region's exposure on a global scale. Regional Tourism Committee members shared new promotional initiatives and reported work on the "Destination eGuides" which are electronic brochures for each island. When all are complete, the collection of Micronesia disks will be marketed together.
- Attended PATA Travel Mart in New Delhi, India September 5-9, 2011 where GVB Marketing Manager and Marketing Officer met one-on-one with buyers. GVB had pre-scheduled appointments with 38 international buyers from China, Russia, U.S., Europe, and Singapore. GVB also met with U.S. Commercial Services attache Smita Joshi. GVB made a presentation to CTS Travel Agency Group, one of China's leading travel agencies, owned and controlled by the Chinese government. CTS is one of the largest movers of outbound travelers from China.
- The Micronesia Branding project, which aims to unify the region's image, was further discussed. Other business at the tri-annual meeting included appearances by all of the region's islands at the 24th Guam Micronesia Island Fair on Oct. 14-16, 2011. The annual event showcases the culture of Guam and Micronesia, bringing together entrepreneurs, manufacturers, traditional artists, cultural performers, the national tourism offices of each island nation, and residents.



GVB Marketing Manager Pilar Laguaña and Haven Torres meet with industry professionals at the PATA Travel Mart in New Delhi, India.



From left, Mason Fritz, Managing Director of Chuuk Visitors Bureau; GVB Deputy General Manager Ernie Galito; Vincent Tafeliliuw, Marketing Manager of Yap Visitors Bureau; GVB General Manager Gerald S.A. Perez; Darin De Leon, Managing Director of Palau Visitors Authority; and Grant Ismael, Managing Director of Kosrae Visitors Bureau meet on Guam in September 2010 to follow up on establishing status founding members to the Micronesia Cruise Association.



In celebration of its 60th anniversary, PATA sets up a booth at the 2010 Guam Micronesia Island Fair for the first time. L-R: Darin De Leon, PATA Chairman and managing director of Palau Visitors Authority; GVB Board Member Bert Unpingco; Continental Airlines Sales and Marketing Manager Lourdes Sanchez; GVB Marketing Manager Pilar Laguaña; and Yap Visitors Bureau Marketing Manager Vincent Tafeliliuw.



PATA Micronesia Chapter members meet at the Tri-Annual Meeting in Kosrae April 29-May 3, where representatives approved funding for Phase I of the Branding Initiative.

HONG KONG MARKET FY2011

OBJECTIVES:

- Aggressively promote wedding and honeymoon travel, FIT travelers, families, corporate travel for leisure and MICE, golfers and divers, and education travel.
- Liaise more cost-effective joint promotion opportunities with airlines, leading travel agents, agency fam tours, media fam tours, media, shopping malls, and credit cards to maintain Guam awareness under budget constraints.
- Increase visitors from Hong Kong to 8,000.



Members of the GVB Board of Directors and Guam International Airport Authority meet with Fly Guam flight attendants and Lt. Gov. Ray Tenorio at the airline's launch party in March.

Fly Guam Inaugural Flight

Fly Guam, which launched as the combined effort of locally owned Freedom Air and Hong Kong-based World Aviation Inc. (WAI), marked its inaugural flight to Guam in March.

The airline, dedicated to promoting the Chamorro culture, began with flights to Guam from Hong Kong via Saipan, and soon expanded to offer direct airfare to Palau and Clark Air Force Base in Manila. As the year progressed, Fly Guam evolved into a public charter that operates as a joint venture with California-based Sky King.

"Since this airline launched, we have seen tremendous growth in their operations and in marketing ability," said GVB General Manager Joann Camacho. "They have continued to increase seat capacity through nothing short of hard work and determination, and we're excited to see them continue that trek."

Other Key Initiatives:

- Overseas promotions including the International Travel Expo (ITE) & MICE in Hong Kong from June 11-12, 2011, which allowed GVB representatives to meet directly with travel trade. The event, which attracts about 69,000 visitors each year, is Hong Kong's only travel show.
- Focus on Internet promotions, including the "Perfect Couple" Facebook contest, which encouraged couples from Hong Kong to submit photos of themselves from March 15-June 15, 2011. The couple with the most votes won a free round-trip to Guam including airfare and accommodations. Sponsors included Hyatt Regency Guam, Continental Airlines, Fiesta Resort Guam, Holiday Resort & Spa, Avis, and Alupang Beach Club.
- Launched social media campaign with Chow Tai Fook jewelers called the "Perfect One." The purpose was to engage Hong Kong netizens to submit photos and related love message or slogan. Participants first made purchase on Chow Tai Fook site to receive online access to the entry form. As a result of the campaign which ran from June 1 to September 30, 2011, the fan base grew from 93 to 12,402. The sponsors were Fly Guam, France Bridal Wedding Salon, Mosaic Creative Portraits, and RMK.
- Facilitate media familiarization tours, including one specific to dive travel trade and media from Dec. 3-6, 2010, which allowed the 10-member group to dive signature sites including Blue Hole, the Tokai Maru and SMS Cormoran, and Gab Gab II. Accommodations were provided by Outrigger Guam Resort.

National Tour Association Buyer-To-Buyer Convention

From December 5-9, 2010, GVB attended the National Tour Association Buyer-To-Buyer Convention in Montreal, Canada. In addition to westward travel from North America, this exclusive trade association is working on attracting the emerging China market and works with its membership to encourage marketing and networking.

NTA is the only U.S.-based trade association to have a tour operator qualification program approved by the China National Tourism Administration and GVB is assisting by its outreach to the Guam China tour operators to raise awareness on the Chinese traveler's expectations.

L.A. Times Travel & Adventure Show

For the sixth consecutive year, GVB attended the L.A. Times Travel & Adventure Show from March 19-20, 2011 in Los Angeles, joining more than 500 exhibitors who showcase at the event annually. Known as the largest consumer and travel industry event in the United States, L.A. Times attracts 20,000 consumers and provides a major platform for GVB to attract potential visitors, including Chamorros living on the West Coast.

While at the show, GVB representatives spoke with L.A. Times CEO & Publisher Eddy W. Hartenstein and John Moczulski, vice president/station manager of KTLA5, about future promotional opportunities for Guam and the region.

Other Key Initiatives:

- Appointment of GVB Marketing Manager Pilar Laguaña to the National Tour Association's Leadership Committee China Task Force as Chairwoman. Laguaña attended an orientation from Jan. 22-23 in Tampa, Fla., for the role.
- Partnered with the San Diego Chapter of Pacific Asia Travel Association and Che'lu Inc. for a product seminar on March 17 aimed at sharing the latest Guam offerings with travel agents in San Diego. The highlight of the afternoon was unveiling of a Sakman Chamorro replica created by Che'lu Inc. The massive canoe was used by ancient Chamorros for transportation and trade among neighboring islands.
- Attended the USTA International Pow Wow in San Francisco, California from May 21-25, 2011. The travel industry's premier international marketplace and the largest generator of Visit USA travel. Intensive pre-scheduled business appointments. Attended by more than 1,000 U.S. Travel organizations and more than 1,200 international and domestic buyers and sellers from more than 70 countries.
- Attended the 24th Scuba Show in Long Beach, California from June 4-5, 2011. Attended by more than 23,000 scuba enthusiasts looking for new dive destinations. Adventure media, dive destinations, media, and general consumers visit the show to get updated on new gear, book destinations, and interact.
- Invited two liberators to the island's Liberation Day Festivities, Marvin Ainsworth (USMC) and Dan Bradley (USN). The two were given an exclusive tour of the island and front seats to the annual parade.
- Signing of Guam's first off-island Hafa Adai Pledge by San Diego-based Che'lu Inc., which continues to promote the Chamorro culture to the West Coast through initiatives including the annual Chamorro Culture Fest in San Diego.

NORTH AMERICA/ MILITARY MARKET FY2011

OBJECTIVES:

- Maintain the total number of travelers to Guam from the Mainland from 2009 to 2010.
- Target seasonal travel by developing joint promotions and tour packages with carriers during off-peak periods.
- Increase awareness of Guam as an R&R destination for military personnel stationed in the Pacific.
- Increase utilization of the Internet as an information resource regarding travel to Guam.
- Increase number of adventure travelers to Guam through promotional activities.
- Increase the number of business travelers who visit attractions, use the facilities, and take tours.



Members of the Guam delegation gather with Long Beach-based dance troupe Kutturan Chamoru at the L.A. Times show in March.

- Search engine optimization campaigns targeting divers and visiting friends and relatives in July, August, and September.
- Participated in the U.S. Navy Travel Fair at Top O' The Mar, Nimitz Hill on October 12, 2011 as well as the U.S. Air Force Travel Fair at Andersen Air Force Base on October 13, 2011.

AUSTRALIA/ EUROPE MARKET FY2011

OBJECTIVES:

- Generate interest and excitement of the travel trade to work with GVB to build Guam interest and convert their clients as inbound arrival numbers for Guam.
- Educate travel agents in the selling of Guam as the gateway to Magnificent Micronesia.
- Develop an awareness of Guam’s attractions and facilities within the niche markets identified.
- Increase the awareness of Guam as an ideal location for conducting business in the Asia/Pacific area and as an extended stopover resort destination for travelers to the region.
- Continue to support the Continental Airlines, the only air carrier servicing the Micronesia Islands, Australia and Fiji routes.
- Gain more awareness in the European markets and welcome various fam tours for interested travel agents or media writers to explore Guam and Micronesia.
- Set aside funding for the European market for GVB to participate in various programs.
- Continue participation in activities and programs for the European market which were initiated in FY2010.

Micronesia Product Update Seminar

For the first time, GVB participated in a joint regional promotion in Australia sponsored by Continental and United Airlines. The Micronesia Product Update seminar allowed marketing representatives to promote Guam with other regional island destinations to 42 Australian travel agents in the country’s capital city of Sydney from July 24-July 29, 2011.

In an effort to increase visitors from Australia to Micronesia, Guam and other destinations gave special emphasis to the adventure traveler by promoting scuba diving, triathlons like the Guam XTERRA and signature sporting events including the Guam Ko’Ko Road Race that coincides with the Guam Micronesia Island Fair each October.

Potential long-term visitors were also introduced to the Star Alliance Micronesia Airpass, a new tool by Continental and United first introduced in May, which gives airline customers an opportunity to island hop throughout the region on one reasonably priced ticket.

GVB was joined by representatives from Yap, Chuuk, and Kosrae at the Australia event.

Other Key Initiatives:

- Renewed participation in the Pacific Asia Travel Association (PATA) UK Online Academy, which allows current members of the European charter to host an online course for the travel trade. The program, first launched on Guam in 2010, teaches travel trade selling packages to the island more about the Chamorro culture, natural beauty, dining options, and numerous optional tours. The training concluded with 10 questions about Guam that agents are required to answer before they are issued a certificate of completion. The module, endorsed by the UK Trade Association, is marked to a travel agent database of more than 26,000 throughout the United Kingdom.
- Continue to support existing air carrier routes from Australia and build travel demand by encouraging packages to Guam.



At the United/Continental Explore Micronesia Trade Seminar in Sydney July 27, 2011. L-R: Luke Crawford, United Australia/NZ; David Orr, Flight Centre King Street; Beverly Lodewick, Anywhere Travel; Lourdes Sanchez, United Australia/NZ; Kate Dingle, Flight Centre King Street; Alison Espley, United Australia/NZ Director; and Andy Smart, Flight Centre Sydney.

18th Travel Tour Expo 2011

GVB marked another successful appearance at the 18th Travel Tour Expo 2011 in Manila on February 18-20. Inetnon Gef Pa’go dance troupe earned the “Most Popular Performance - International Pavilion” for the fourth consecutive year at the event.

Sponsored by the Philippine Travel Agencies Association (PTAA) and the Department of Tourism, the Expo attracts about 80,000 consumers and 230 exhibitors annually, making it the country’s largest event in the travel and tourism industry.

“Got To Go To Guam” Campaign

GVB used the show to launch its latest marketing slogan, “Got To Go To Guam,” the first major project of new marketing representative, EON. GVB secured a contract with the Manila-based agency on October 1, 2010.

Bayview Hotel, Fiesta Resort, Oceanview Hotel & Residences, and Pacific Islands Club joined GVB at the show and at Continental Airlines’ product update for travel agents preceding the event on February 16th.

Other Key Initiatives:

- Served as a Silver Sponsor at the PTAA General Monthly Meeting on March 22 at Sofitel Philippine Plaza in Manila, where GVB marketing representative Mike Saycon of EON Inc., introduced the Got To Go To Guam campaign to travel trade and media, and met with new PTAA officers.
- Held Guam product seminars in partnership with Continental Airlines in several major Philippine cities including Manila in February, Cebu in April, and Davao from April 28-29. Information was delivered regarding the visa waiver program, optional tours, and group tours.
- Joined the U.S. Tourism Fair sponsored by the U.S. Commercial Service on March 25 in Manila in an effort to promote Guam as a U.S. destination. Other exhibitors at the fair included all U.S.-based airlines with routes to the Philippines, tourism boards from all 50 states and Puerto Rico.
- Expansion of air capacity through a new route from Guam to Clark Air Force Base in Manila aboard Fly Guam, which is scheduled for November 19, 2011.

PHILIPPINES MARKET FY2011

OBJECTIVES:

- Aggressively yet cost effectively promote Philippine travel to Guam by enhancing awareness and strengthening the positive image for the island as a safe and friendly premiere resort for first-time travelers and repeat tourists alike.
- Concentrate cost-effective marketing efforts in each identified segment in the most cost-effective manner that would translate to higher visitor arrivals.
- Expand primary market scope from Metro Manila to Cebu and Davao.
- Achieve at least a 2% growth in visitor arrivals to 12,189 for FY2011.



Inetnon Gef Pa’go performers meet with the GVB delegation and marketing representatives EON Inc. at the PTAA Guam Booth.

RESEARCH DEPARTMENT

On August 20, 1990, Public Law 20-205 was signed, establishing a Research Department within the Guam Visitors Bureau. The Department was given the responsibility of “working with other entities to collect, analyze and evaluate pertinent data on the visitor industry and to disseminate comprehensive statistics and other data on a monthly, quarterly and yearly basis.” Projects enumerated in the initial budget included exit surveys as well as monthly, quarterly and annual reports.

...working with other entities to collect, analyze and evaluate pertinent data...

In the more than twenty years since its creation, the GVB Research Department has consistently implemented the core projects outlined in its enabling legislation by producing over 240 statistical reports, conducting and issuing information for more than 176 exit surveys scrutinizing responses of visitors from five different markets; producing reports on the visitor industry labor market, and analyzing data obtained from the arrival forms filled out by visitors.

Since 1990, the Department has compiled numerous annual inventory reports on accommodations, optional tours, recreational facilities, and marriage services/facilities in Guam; produced marketing effectiveness studies regarding performance in Japan, Korea, and Taiwan; made forecasts and projected arrivals and occupancy rates; and developed market share analyses vital to the Bureau's marketing strategies.

In June 2000, the Research Department assumed the duty of processing the customs forms filled out by each traveler to Guam. By bringing the customs forms processing in-house, the Research Department has been able to more quickly and accurately count arrivals and produce a variety of statistical data reports regarding Guam's visitors. An added benefit of controlling the processing has made it possible to provide next-day preliminary arrival data, should the Department be adequately staffed to perform this function on a regular basis.

cont’d...

In Fiscal Year 2007, the Research Department also completed the first Economic Impact of Tourism Study since the 1980s, and began development of the Guam Tourism Satellite Account (TSA). This study showed the total impact of travel and tourism (direct and indirect) in 2005 was \$539.5 million or 25.9% of the gross island product. As such a large part of our annual GIP, it is thus essential to understand what motivates our travelers and how Guam can position itself to increase our visitor arrival traffic. To overcome this challenge, the GVB re-designed and expanded the customs form. This more comprehensive form allows GVB to collect additional demographics such as the China regional breakdown and valuable travel behavior patterns which include boarding point, country of passport issuance, method of booking, travel type, travel companions, etc.

The new form was implemented in September 2008, with full implementation beginning Fiscal Year 2009. With assistance from the airlines and the Guam Customs and Quarantine Agency, the transition to the new form was successful.

The Fiscal Year 2009 exit surveys conducted by the Department at the A.B. Won Pat International Airport Terminal departure area, include six bi-monthly surveys each of Japanese and Korean visitors. These surveys provide a very valuable “snapshot” of visitors’ perceptions while in Guam. The visitor profiles supplies a wealth of information, including detailed visitor demographic data, visitor satisfaction, reasons for coming to Guam, length of their stay, and a rating of facilities and attractions.

Public Law 29-02 created the Office of Finance and Budget (OFB) under the supervision of the Committee on Ways and Means, includes the Special Economic Service (SES) work group meets from time to time to discuss and develop recommendations on economic policy, provide technical assistance to the OFB and, share information relative to state of the economy. On a semiannual basis, information is presented on Guam’s economy and employment, including projections of tourism expenditures on Guam, on Guam’s economic growth, employment, tax revenues and other variables.

On a semiannual basis, this data is compiled in a report, certified by a majority of the members of the SES and submitted to the Speaker of I Liheslaturan Guåhan. Members of the SES include: the Chairman of I Liheslaturan Guåhan’s Committee on Ways and Means, the Director of the Office of Finance and Budget, the Public Auditor, the Director of the Bureau of Budget and Management Research, the Director of Revenue and Taxation, the Director of Administration, the Administrator of the Guam Economic Development and Commerce Authority, the Senior Economist of the Department of Labor, the Chief Planner of the Bureau of Statistics and Plans, the Administrator of Research and Evaluation of the Guam Visitors Bureau.

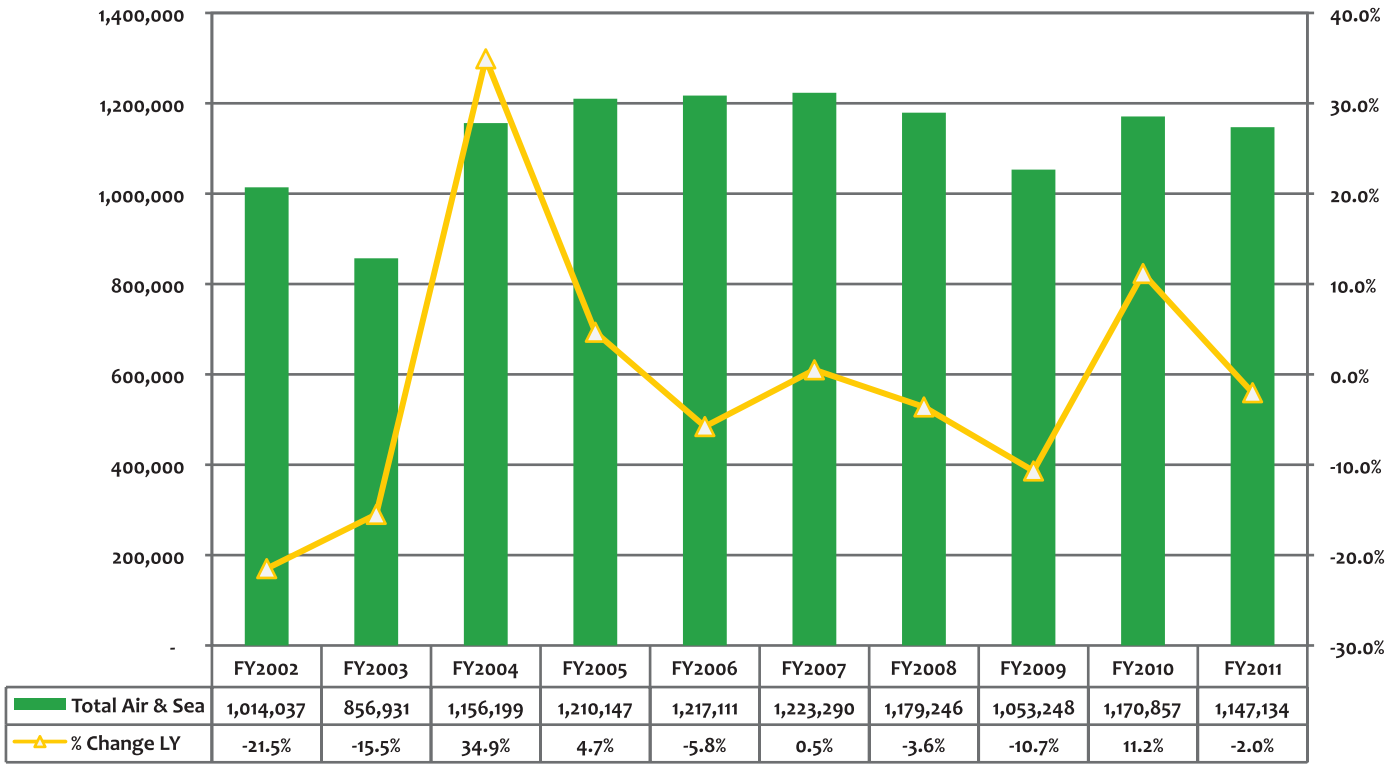
In Fiscal Year 2010, the exit survey frequency was increased to a monthly sampling of departing Japanese and Korean visitors. The frequency change allows for the GVB to include questions relative to new events that may impact visitors traveling to Guam. Also in Fiscal Year 2010, the GVB Research Department conducted a Survey of Tourism Attitudes of Residents (STAR). The STAR, a stratified random sample of 1,200 residents of Guam, was completed in June. Samples were collected in correlation (north, central, south) with the Bureau of Statistics & Plans’ 2008 Guam Statistical Yearbook. The objectives of the STAR were to collect quantitative data to assist with:

- 1) promoting Guam’s visitor industry;
- 2) promoting local interest and participation at all levels of the visitor industry;
- 3) development, implementation and promotion of programs to further education, training, employment assistance and entrepreneurial development, and
- 4) promoting development of adequate tourist and resident facilities and attractions.

The Research Department continued to administer the Japan and Korea exit surveys in Fiscal Year 2011 while a pilot exit survey was conducted with Mainland Chinese visitors. Until fieldwork logistics issues are finalized with the tour groups handling Chinese visitors, the surveys have been put on hold. An update of the 2007 Guam TSA is planned for Fiscal Year 2012. Additional exit surveys include quarterly data collection and analysis of visitors from Taiwan and Hong Kong.

Late in Fiscal Year 2011, the Research Department worked closely with the Governor’s Office to develop a statistics-based rationale to support the economic value of adding mainland Chinese and Russian visitors to the Guam visa waiver program, allowing a greater number to visit our island.

FISCAL YEAR ARRIVALS • CIVILIAN/ARMED FORCES AIR & SEA



Compiled by the GVB Research Department.

FISCAL YEAR ARRIVALS
CIVILIAN/ARMED FORCES AIR & SEA, BY ORIGIN

	FY2007	FY2008	FY2009	FY2010	FY2011	% Change LY	MIX
Japan	929,618	882,782	815,262	884,801	819,256	-7.4%	73.0%
Korea	122,858	116,041	83,639	120,002	144,844	20.7%	12.9%
Taiwan, R.O.C.	22,621	21,237	22,191	29,413	40,707	38.4%	3.6%
US Mainland	34,311	37,103	37,779	42,619	40,074	-6.0%	3.6%
Hawaii	8,685	9,267	8,891	9,863	9,485	-3.8%	0.8%
CNMI	17,094	18,184	17,747	18,343	17,910	-2.4%	1.6%
Palau	2,933	3,455	3,645	3,439	3,516	2.2%	0.3%
FSM	7,945	8,509	9,239	9,516	10,164	6.8%	0.9%
RMI	854	1,002	1,005	1,213	1,250	3.1%	0.1%
Philippines	8,149	10,652	11,357	11,980	10,669	-10.9%	1.0%
Australia	2,267	2,409	2,421	2,779	3,558	28.0%	0.3%
Canada	625	755	672	667	703	5.4%	0.1%
Europe	1,529	1,584	1,564	1,577	1,465	-7.1%	0.1%
Hong Kong	6,790	4,921	2,802	5,640	8,510	50.9%	0.8%
Thailand	192	213	245	264	371	40.5%	0.03%
China, P.R.C.	1,379	1,672	2,838	4,602	6,091	32.4%	0.5%
Vietnam	31	56	36	80	106	32.5%	0.01%
Russia**		2	356	385	527	36.9%	0.05%
Other	3,559	3,987	3,430	3,664	3,715	1.4%	0.3%
Total Civilian Air	1,171,440	1,123,831	1,025,119	1,150,847	1,122,921	-2.4%	100.0%
Total Civilian Sea	2,716	3,600	7,984	7,658	7,937	3.6%	
Total Armed Forces Air	8,787	9,181	10,675	11,981	15,502	29.4%	
Total Armed Forces Sea***	40,347	42,634	9,470	371	774	-	
TOTAL ALL ARRIVALS	1,223,290	1,179,246	1,053,248	1,170,857	1,147,134	-2.0%	

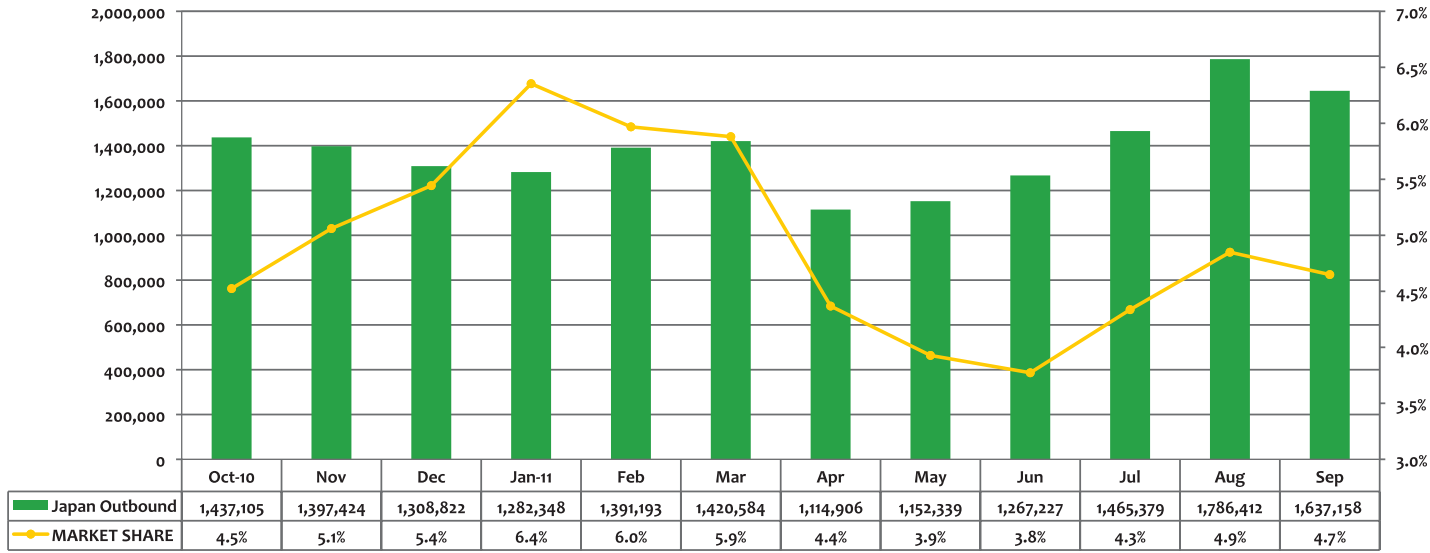
Russia FY2007 arrivals included in Other. *Navy Port Control. Source: Civilian air & sea and Armed Forces arrivals, Customs and Agriculture Declaration Form, Customs & Quarantine Agency. Processed and compiled by the Guam Visitors Bureau, Research Department

JAPAN ARRIVALS • BY REGION OF ORIGIN

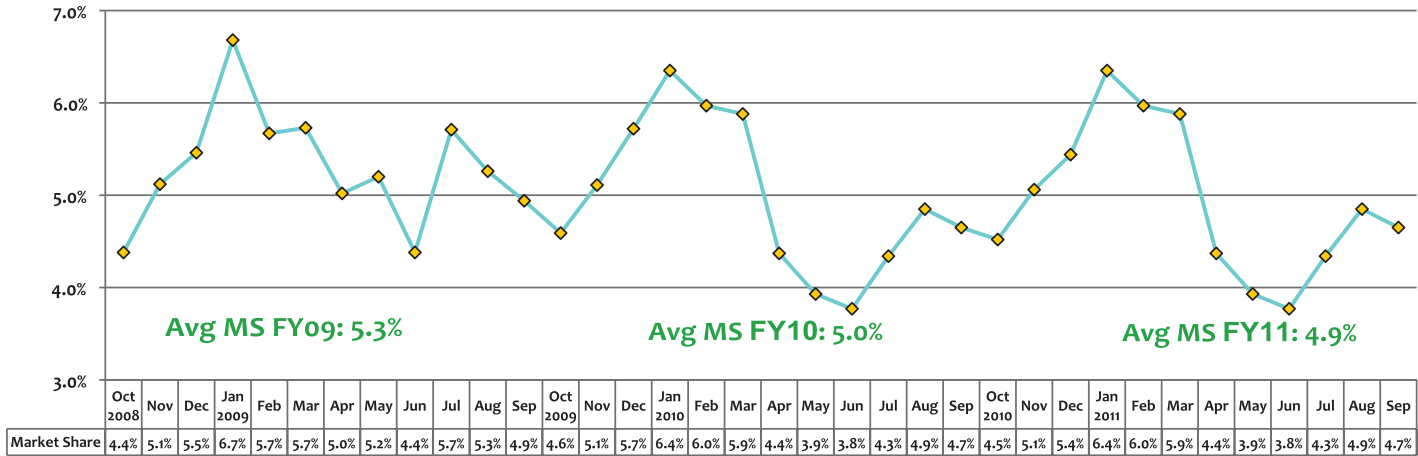
	Kanto (Tokyo)	Chubu (Nagoya)	Kinki (Osaka)	Koshinetsu	Hokuriku	Tohoku (Sendai)	Kyushu (Fukuoka)	Chugoku (Hiroshima)	Hokkaido (Sapporo)	Shikoku	Okinawa /Miya	Other	TOTAL
OCT	31,424	8,270	12,874	2,072	697	1,997	2,487	2,738	1,122	945	316	134	65,076
NOV	33,371	9,879	13,641	2,295	1,043	2,420	2,713	2,250	1,602	1,184	273	89	70,760
DEC	33,472	9,203	15,539	1,850	918	2,318	2,554	2,333	1,538	1,192	286	138	71,341
1st QTR TOTAL	98,267	27,352	42,054	6,217	2,658	6,735	7,754	7,321	4,262	3,321	875	361	207,177
JAN	38,930	10,317	16,708	2,525	1,024	2,663	2,567	2,138	3,418	890	231	66	81,477
FEB	38,768	10,829	17,597	2,500	1,434	2,842	2,573	2,582	2,122	1,332	267	185	83,031
MAR	37,656	11,025	20,562	2,092	1,303	1,427	2,650	2,944	1,940	1,352	189	400	83,540
2nd QTR TOTAL	115,354	32,171	54,867	7,117	3,761	6,932	7,790	7,664	7,480	3,574	687	651	248,048
APR	22,292	7,854	11,465	1,033	634	424	1,627	1,296	936	754	321	66	48,702
MAY	22,168	6,297	8,745	1,057	656	550	2,053	1,425	920	850	488	50	45,259
JUN	23,732	5,959	9,939	893	748	824	1,936	1,567	1,081	668	389	75	47,811
3rd QTR TOTAL	68,192	20,110	30,149	2,983	2,038	1,798	5,616	4,288	2,937	2,272	1,198	191	141,772
JUL	34,681	6,794	12,900	1,238	684	1,273	1,966	1,708	904	919	352	125	63,544
AUG	46,154	11,092	18,096	1,481	993	1,091	2,361	1,933	1,467	1,004	840	111	86,623
SEP	39,887	8,635	15,936	1,634	783	1,914	2,341	2,061	1,382	1,008	602	298	76,481
4th QTR TOTAL	120,722	26,521	46,932	4,353	2,460	4,278	6,668	5,702	3,753	2,931	1,794	534	226,648
FY2011 TOTAL	402,535	106,154	174,002	20,670	10,917	19,743	27,828	24,975	18,432	12,098	4,554	1,737	823,645
FY2011 Market Mix	48.9%	12.9%	21.1%	2.5%	1.3%	2.4%	3.4%	3.0%	2.2%	1.5%	0.6%	0.2%	
FY2010 Market Mix	53.2%	11.1%	19.8%	2.3%	1.3%	2.7%	3.0%	2.6%	2.0%	1.3%	0.4%	0.2%	

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

GUAM’S MARKET SHARE OF JAPAN OUTBOUND TRAVELLERS



Source: Ministry of Justice, Japan. Compiled by the Japan National Tourist Organization.



Compiled by the GVB Research Department.

JAPAN VISITOR PROFILE FY2011

Marital Status

Single	54%
Married	46%

Age

Less than 20 years	3%
20-29 years	49%
30-39 years	24%
40-49 years	16%
50+ years	9%

Income

Less than ¥3.0M	18%
¥3.0M-¥3.9M	14%
¥4.0M-¥4.9M	15%
¥5.0M-¥6.9M	20%
¥7.0M-¥9.9M	17%
¥10.0M+	14%
No income specified	2%

Travel Companions

Friends.....	49%
Family.....	26%
Spouse only.....	18%
Child.....	15%
Office	5%
Alone.....	2%
Other	0%

Trip Status

First Timers	61%
Repeaters	39%
Repeat Visitors Last Trip	
Within the last year	22%
1 to 2 years	24%
2 or more years	54%

Gender

Male.....	53%
Female.....	47%

Length of Stay..... 3.0 days

1-2 nights.....	26%
3-4 nights.....	70%
5-6 nights.....	3%
7+ nights.....	1%

Expenditures (per person)

Prepaid.....	\$926.60
On-Island	\$558.50
Average Exchange Rate	¥76.53

Travel Planning

Full tour package	23%
Free-time package	68%
Individually arranged travel.....	6%
Group tour	3%
Company.....	1%
Other	0%

Travel Motivation

Beach	56%
Pleasure.....	50%
Travel Time	39%
Relaxation	35%
Shop	35%
Price	30%
Prior Trip.....	29%
Water Sports	20%
Safe Destination	20%
Recommendation	18%
Honeymoon	5%
To Get Married	5%
Scuba	5%

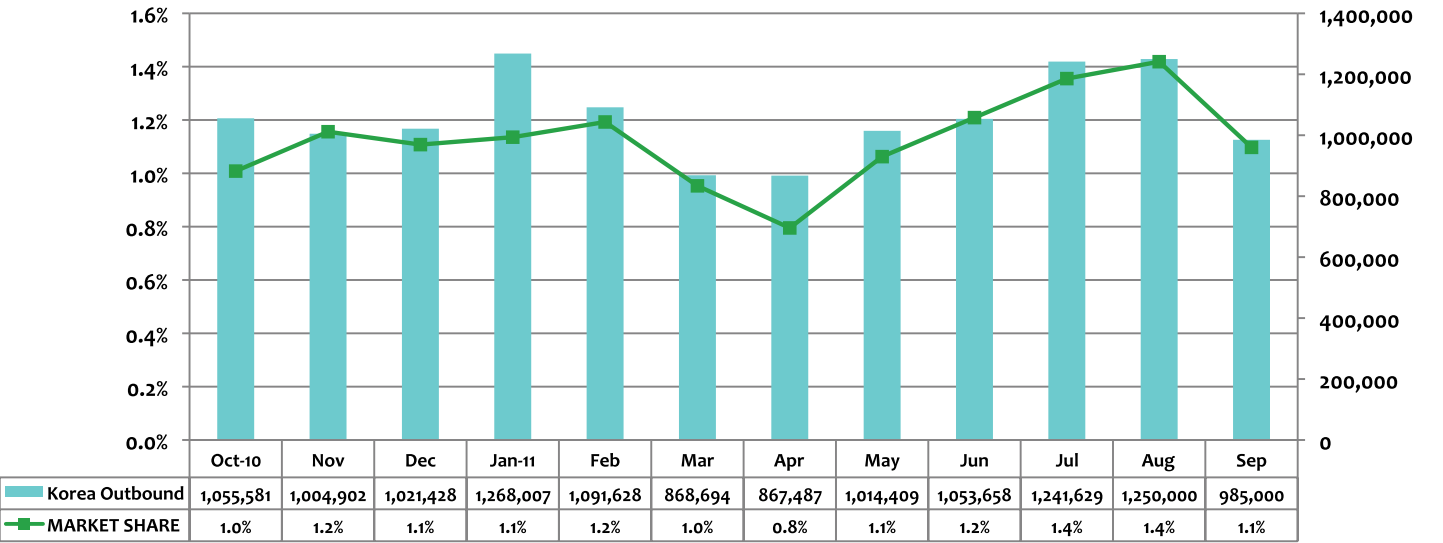
Source: FY2011 GVB Japan and Korea Exit Surveys and FY2011 Data Aggregation Reports. Fieldwork and analysis by Qmark Research & Polling Guam. Percentages are rounded and may not add up to 100%. Average exchange rate source: oanda.com

KOREA ARRIVALS • BY REGION OF ORIGIN

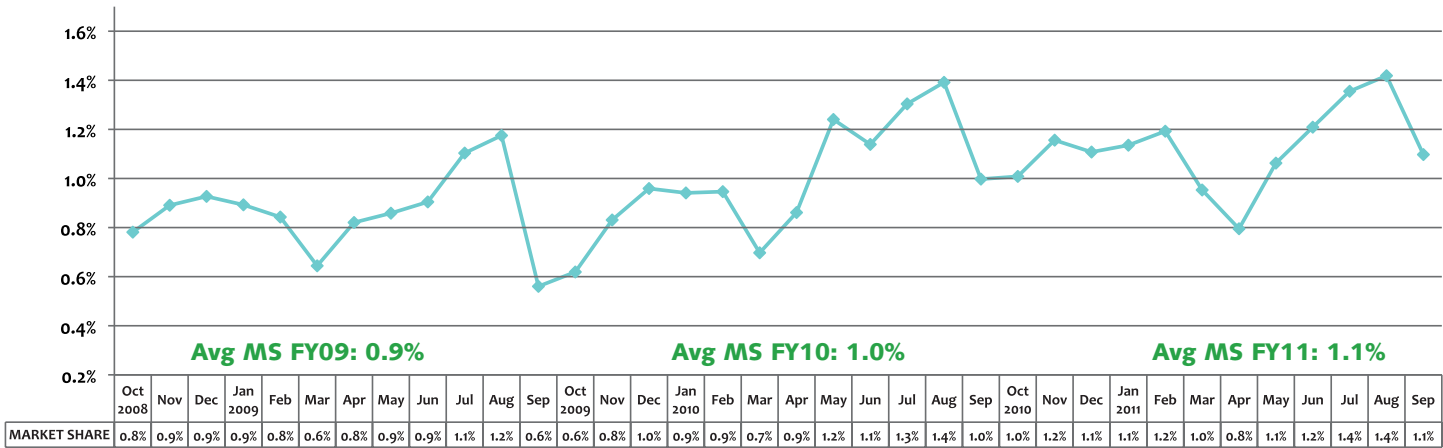
	Seoul	Inchon	Chungbuk	Chungnam	Gangwon	Jeonbuk	Gyeonbuk	Gyeonggi	Jeonnam	Gyeongnam	Other	TOTAL
OCT	5,403	723	154	356	135	160	348	2,444	200	350	371	10,644
NOV	6,101	710	226	374	100	160	313	2,590	208	457	404	11,643
DEC	5,921	649	177	303	150	155	298	2,525	238	454	444	11,314
1st QTR TOTAL	17,425	2,082	557	1,033	385	475	959	7,559	646	1,261	1,219	33,601
JAN	6,464	917	181	547	142	213	424	3,120	855	923	613	14,399
FEB	6,782	692	139	378	107	187	358	2,535	315	1,114	411	13,018
MAR	4,341	541	147	348	99	91	168	1,853	178	259	254	8,279
2nd QTR TOTAL	17,587	2,150	467	1,273	348	491	950	7,508	1,348	2,296	1,278	35,696
APR	3,681	472	89	231	70	73	189	1,333	159	337	264	6,898
MAY	5,971	676	87	290	96	108	296	2,374	153	446	282	10,779
JUN	7,075	753	164	378	132	169	307	2,725	172	517	346	12,738
3rd QTR TOTAL	16,727	1,901	340	899	298	350	792	6,432	484	1,300	892	30,415
JUL	9,172	907	201	453	105	198	485	3,917	228	750	411	16,827
AUG	9,876	929	195	524	98	173	447	3,479	362	1,183	467	17,733
SEP	5,986	629	127	321	92	98	297	2,436	152	437	234	10,809
4th QTR TOTAL	25,034	2,465	523	1,298	295	469	1,229	9,832	742	2,370	1,112	45,369
FY2011 TOTAL	76,773	8,598	1,887	4,503	1,326	1,785	3,930	31,331	3,220	7,227	4,501	145,081
FY2011 Market Mix	52.9%	5.9%	1.3%	3.1%	0.9%	1.2%	2.7%	21.6%	2.2%	5.0%	3.1%	
FY2010 Market Mix	54.9%	5.8%	1.2%	2.8%	1.0%	1.2%	2.4%	21.2%	1.7%	4.8%	3.0%	

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

GUAM’S MARKET SHARE OF KOREA OUTBOUND TRAVELLERS



Source: Korea Tourism Organization



Compiled by the GVB Research Department.

KOREA VISITOR PROFILE FY2011

Marital Status

Single 82 %
Married 18 %

Age

Less than 20 years 1 %
20-29 years 23 %
30-39 years 52 %
40-49 years 19 %
50+ years 5 %

Income

Less than KW24.0M 8 %
KW24.0M-KW48.0M 34 %
KW48.0M-KW72.0M 28 %
KW72.0M+ 28 %
No income specified 2 %

Travel Companions

Friends..... 10 %
Family..... 43 %
Spouse only..... 35 %
Child..... 36 %
Office 7 %
Alone..... 5 %
Other 0 %

Trip Status

First Timers 83 %
Repeaters 17 %
Repeat Visitors Last Trip
 Within the last year 26 %
 1 to 2 years 17 %
 2 or more years 57 %

Gender

Male..... 51 %
Female..... 49 %

Length of Stay..... 3.60 days

1-2 nights..... 2 %
3-4 nights..... 90 %
5-6 nights..... 5 %
7+ nights 3 %

Expenditures (per person)

Prepaid \$790.20
On-Island \$412.40
Average Exchange Rate KW1169.22

Travel Planning

Full tour package 57 %
Free-time package 32 %
Individually arranged travel..... 7 %
Group tour 2 %
Company..... 1 %
Other 1 %

Travel Motivation

Relaxation 58 %
Beach 44 %
Travel Time 26 %
Safe Destination 26 %
Honeymoon 18 %
Recommendation 17 %
Shop 14 %
Water Sports 9 %
Prior Trip..... 8 %
Price 6 %
Business Trip 3 %
Golf 2 %

Source: FY2011 GVB Japan and Korea Exit Surveys and FY2011 Data Aggregation Reports. Fieldwork and analysis by Qmark Research & Polling Guam. Percentages are rounded and may not add up to 100%. Average exchange rate source: oanda.com

TAIWAN ARRIVALS • BY REGION OF ORIGIN

	Taipei	Kaohsiung	Taichung	Taoyuan, Miaoli, Hsinehu	Other	TOTAL
OCT	1,350	228	447	224	133	2,382
NOV	1,275	164	147	300	126	2,012
DEC	1,406	126	313	168	98	2,111
1st QTR TOTAL	4,031	518	907	692	357	6,505
JAN	2,173	182	646	263	164	3,428
FEB	2,285	170	453	352	206	3,466
MAR	1,235	123	267	241	102	1,968
2nd QTR TOTAL	5,693	475	1,366	856	472	8,862
APR	1,156	73	261	164	115	1,769
MAY	1,698	114	486	241	213	2,752
JUN	2,903	204	758	411	266	4,542
3rd QTR TOTAL	5,757	391	1,505	816	594	9,063
JUL	4,784	401	1,215	902	445	7,747
AUG	2,948	247	840	482	234	4,751
SEP	2,485	219	534	337	206	3,781
4th QTR TOTAL	10,217	867	2,589	1,721	885	16,279
FY2011 TOTAL	25,698	2,251	6,367	4,085	2,308	40,709
FY2011 Market Mix	63.1%	5.5%	15.6%	10.0%	5.7%	
FY2010 Market Mix	65.1%	5.8%	13.9%	9.1%	6.1%	

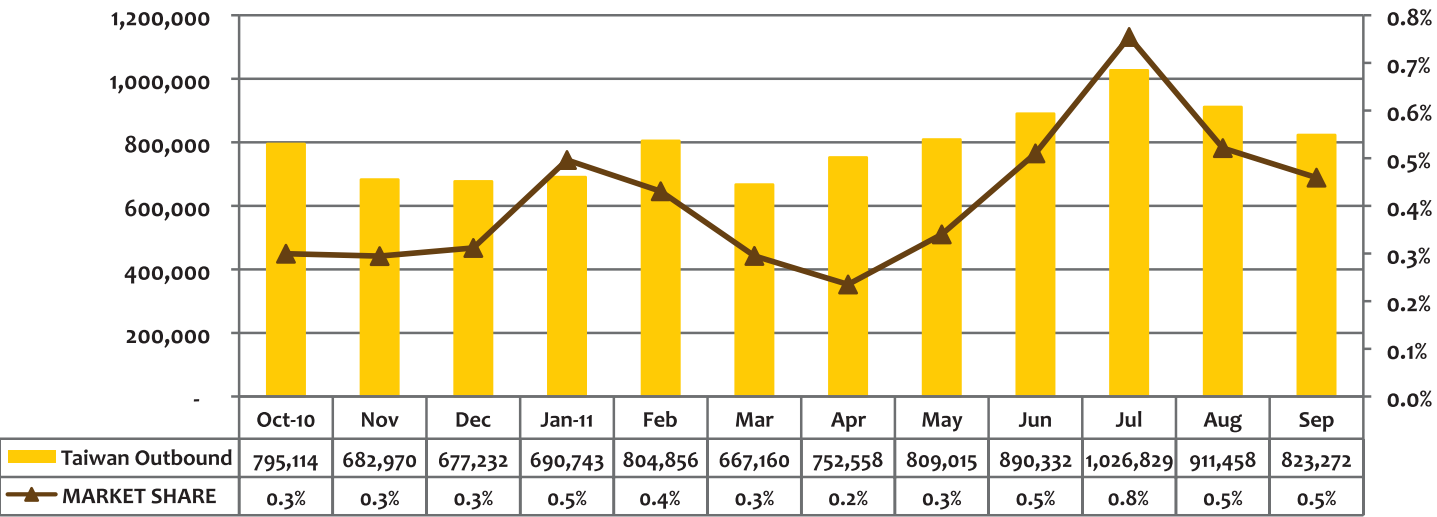
Source: Civilian air & sea and Armed Forces arrivals, Customs and Agriculture Declaration Form, Customs & Quarantine Agency. Processed by the Guam Visitors Bureau, Research Department

CHINA ARRIVALS • BY REGION OF ORIGIN

	Beijing	Shanghai	Guangzhou	Other	TOTAL
OCT	120	196	49	147	512
NOV	52	85	11	187	335
DEC	88	122	15	102	327
1st QTR TOTAL	260	403	75	436	1,174
JAN	180	318	20	140	658
FEB	376	485	35	672	1,568
MAR	29	45	98	134	306
2nd QTR TOTAL	585	848	153	946	2,532
APR	39	47	103	153	342
MAY	67	47	64	180	358
JUN	49	91	0	134	274
3rd QTR TOTAL	155	185	167	467	974
JUL	75	57	27	261	420
AUG	121	77	37	342	577
SEP	210	56	47	189	502
4th QTR TOTAL	406	190	111	792	1,499
FY2011 TOTAL	1,406	1,626	506	2,641	6,179
Market Mix	22.8%	26.3%	8.2%	42.7%	

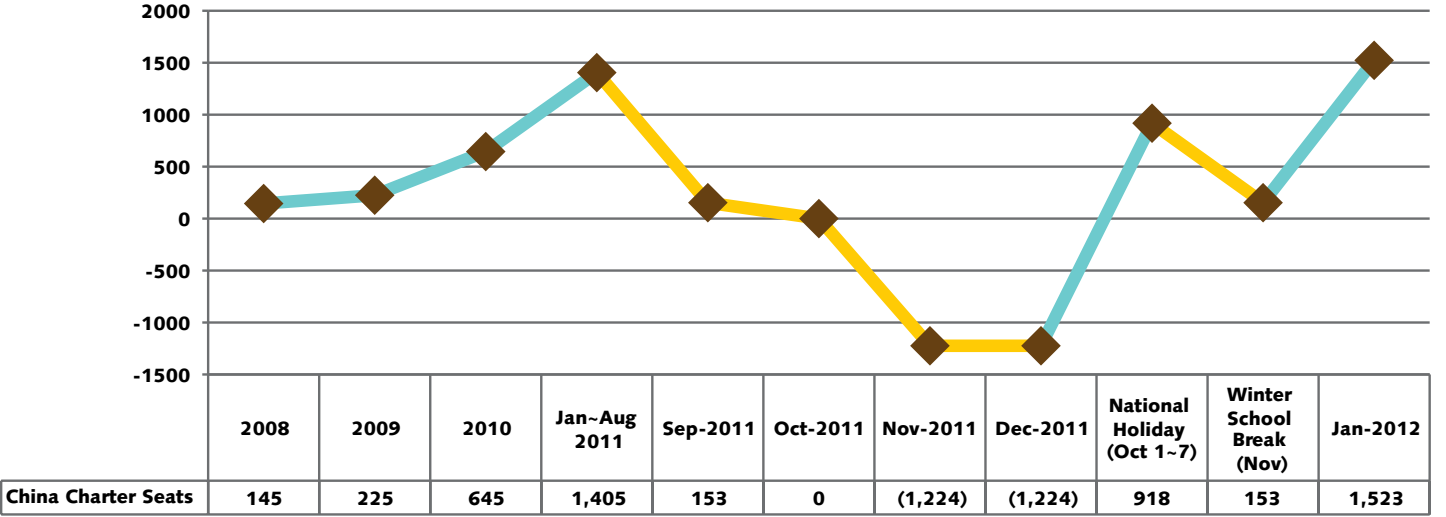
Source: Civilian air & sea and Armed Forces arrivals, Customs and Agriculture Declaration Form, Customs & Quarantine Agency. Processed by the Guam Visitors Bureau, Research Department

GUAM’S MARKET SHARE OF TAIWAN OUTBOUND TRAVELLERS

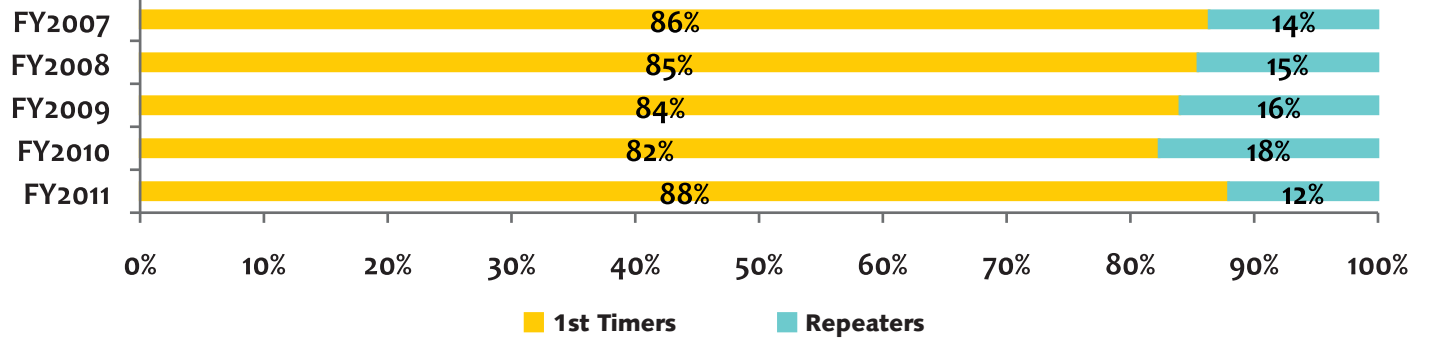


Source: Tourism Bureau, Ministry of Transportation and Communications, Republic of China

CHINA CHARTER SEATS TO GUAM

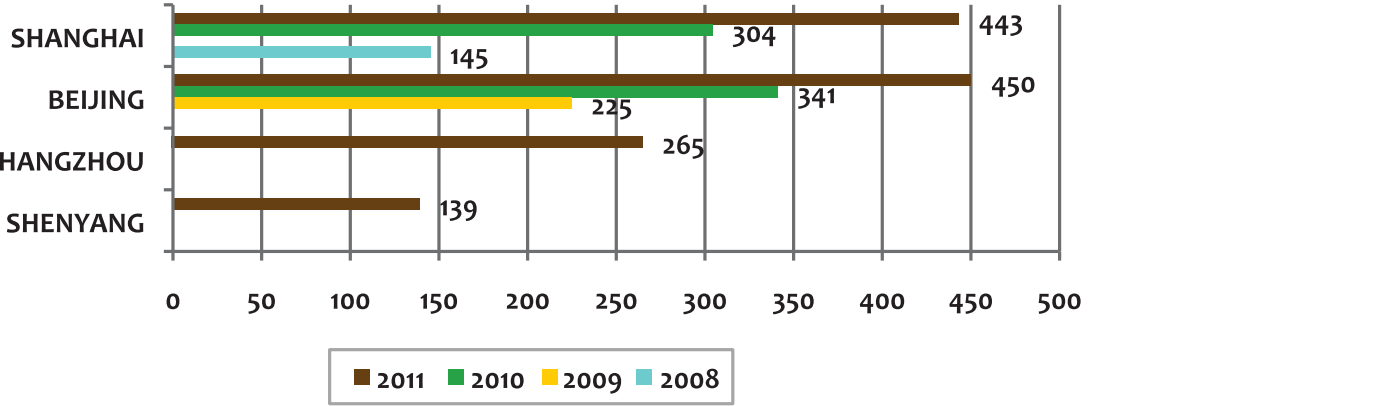


TAIWAN VISITORS TO GUAM • 1ST TIMERS VS. REPEATERS



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

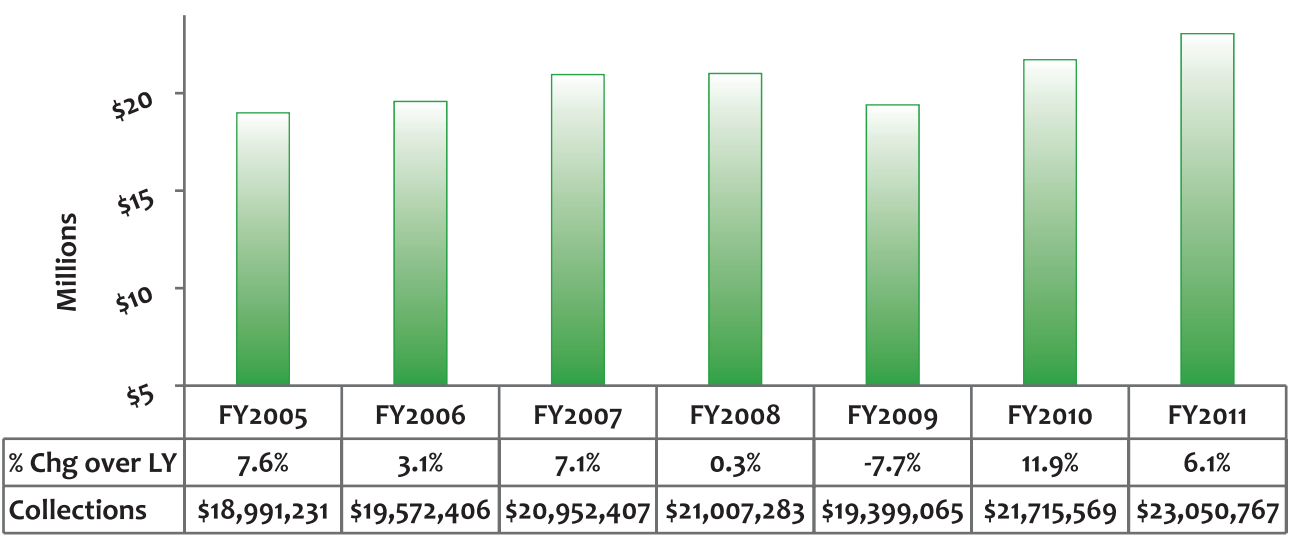
CHINA CHARTER SEATS TO GUAM BY ORIGIN



OTHER VISITOR ARRIVALS • BY REGION OF ORIGIN

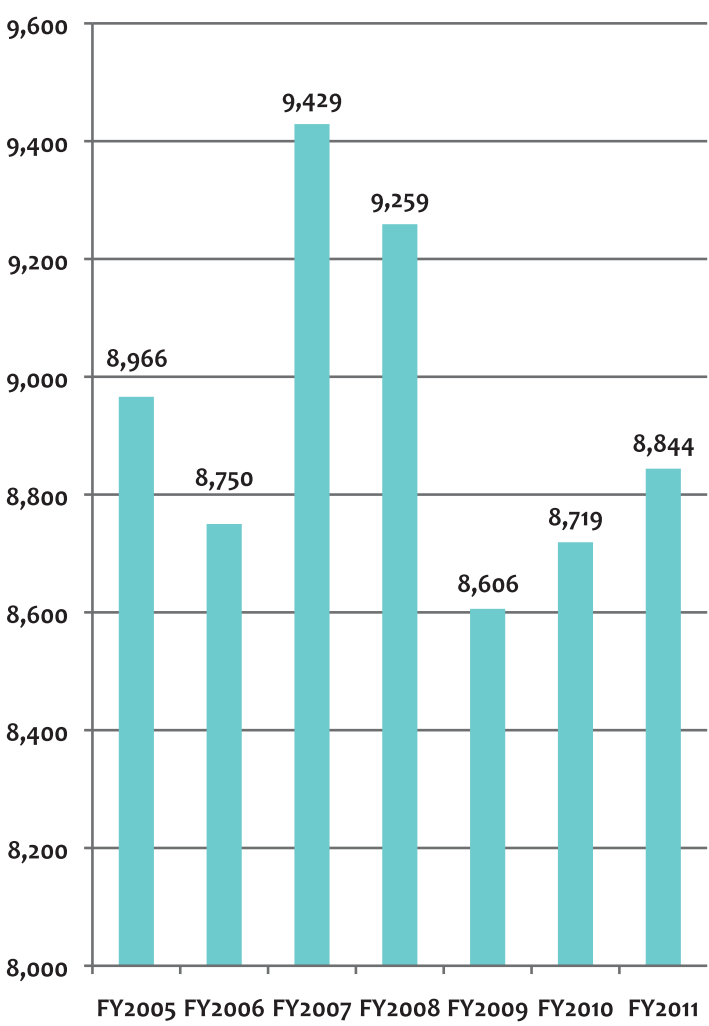
US MAINLAND (CIVILIAN AIR)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
	2,793	2,577	2,862	3,141	3,031	3,415	3,398	3,315	3,736	3,837	3,114	2,560	37,779
	3,062	2,804	3,560	3,582	3,476	3,722	3,677	3,512	4,004	4,001	3,633	3,586	42,619
	3,136	3,035	3,365	3,415	3,626	3,468	3,342	3,441	3,537	3,638	3,155	2,916	40,074
HAWAII (CIVILIAN AIR)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
	651	707	578	649	722	783	970	762	806	898	707	658	8,891
	735	774	703	829	748	967	826	862	884	822	851	862	9,963
	765	788	832	729	754	757	778	800	772	733	1,013	767	9,485
AUSTRALIA (CIVILIAN AIR)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
	229	187	172	237	129	207	226	298	192	168	165	211	2,421
	198	154	209	313	220	280	258	258	179	220	216	274	2,779
	235	236	267	300	185	239	538	499	247	310	181	321	3,558
HONG KONG (CIVILIAN AIR)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
	341	246	276	210	208	207	223	168	253	263	216	191	2,802
	362	222	349	313	465	234	657	730	554	582	632	540	5,640
	827	605	751	445	900	695	613	903	706	749	616	702	8,510
PHILIPPINES (CIVILIAN AIR)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
	1,152	875	1,067	524	814	880	1,684	1,138	866	782	819	756	11,357
	969	1,219	1,098	552	609	1,022	2,001	1,411	907	637	625	930	11,980
	1,286	1,039	1,282	590	659	809	1,123	1,237	716	646	709	571	10,669
MICRONESIA (CIVILIAN AIR)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
	2,669	2,279	2,788	2,091	2,161	2,775	2,361	2,510	3,081	3,782	2,956	2,183	31,636
	2,324	2,930	2,734	1,970	2,162	2,772	2,544	2,831	3,060	3,510	3,378	2,296	32,522
	2,574	2,457	2,921	2,322	2,257	3,065	2,946	2,563	3,019	3,435	3,026	2,255	32,840
RUSSIA (CIVILIAN AIR)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
	22	48	50	76	16	26	25	33	24	11	12	13	356
	12	23	68	115	19	41	21	26	23	16	12	9	385
	45	25	70	104	11	63	33	53	47	40	21	16	527
CANADA (CIVILIAN AIR)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
	35	67	101	84	58	46	50	80	33	38	48	32	672
	46	67	80	83	59	108	53	43	27	33	41	27	667
	43	73	71	69	72	72	59	70	47	49	37	41	703
EUROPE (CIVILIAN AIR)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
	107	121	153	128	144	150	184	87	109	174	121	86	1,564
	145	142	181	173	130	140	126	101	109	114	142	75	1,577
	85	174	151	145	152	158	112	88	69	92	136	103	1,465
THAILAND (CIVILIAN AIR)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
	30	23	34	11	11	22	28	17	11	23	25	10	245
	24	17	23	26	30	19	42	19	19	17	12	16	264
	33	27	21	25	21	39	34	34	24	67	31	14	371
VIETNAM (CIVILIAN AIR)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
	3	3	2	7	1	4	7	4	1	3	1	0	36
	7	8	10	2	20	8	2	10	4	5	4	0	80
	12	5	6	7	9	4	12	10	5	10	7	18	106
CIVILIAN SEA	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
	29	203	1,296	625	35	3,275	2,390	52	23	29	21	5	7,984
	119	25	664	15	3,299	641	2,235	246	72	82	217	43	7,658
	37	78	1,290	4	34	3,464	2,228	592	36	32	105	37	7,937
ARMED FORCES AIR	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
	962	569	584	1,282	732	928	597	857	951	1,182	1,301	730	10,675
	810	359	354	856	704	1,515	782	1,423	1,133	977	1,168	1,900	11,981
	1,142	1,249	602	733	1,452	2,619	1,296	959	1,051	1,248	1,825	1,145	15,502
ARMED FORCES SEA	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
	8,459	n/a	n/a	n/a	200	152	n/a	196	24	182	10	247	9,470
	0	105	0	198	0	0	0	0	0	68	0	0	371
	0	170	0	29	149	0	0	120	7	72	227	0	774

HOTEL OCCUPANCY TAXES



Source: Division of Accounts, Department of Administration, Government of Guam

HOTEL ROOM INVENTORY



HOTEL ROOM RATES (Avg. Weighted)

	FY2009	FY2010	FY2011
OCT	\$103	\$98	\$105
NOV	\$108	\$98	\$105
DEC	\$132	\$123	\$122
JAN	\$114	\$117	\$118
FEB	\$103	\$104	\$106
MAR	\$106	\$108	\$106
APR	\$105	\$105	\$111
MAY	\$109	\$113	\$116
JUN	\$96	\$99	\$104
JUL	\$107	\$112	\$121
AUG	\$129	\$136	\$151
SEP	\$102	\$104	\$107
FY AVG	\$110	\$110	\$114

Source: Guam Hotel & Restaurant Association

GUAM VISITORS BUREAU
STATEMENT OF REVENUES
AND EXPENDITURES

Fiscal Year Ended September 30, 2011

FINANCIALS

Revenue	
GovGuam Allotments	14,329,230
Federal	100,000
Membership	30,200
Interest Income	10,147
Foreign Exchange Gain/Loss	(942)
Consumption Tax	224,468
Miscellaneous	391,114
In-Kind Contributions	1,122,635
Total Revenue	16,206,852
Expenditures	
Professional Services	8,086,548
Personnel	1,738,183
Pass Thru Appropriations	1,151,605
In-Kind Contributions	1,122,635
Travel	442,102
Rent/Lease	286,979
Grants	276,607
Utilities	211,584
Materials & Supplies	115,706
Depreciation	113,975
Advertising	77,848
Community Programs	45,735
Repair & Maintenance	31,741
Equipment	22,744
Insurance	19,940
Miscellaneous	896,654
Total Expenditures	14,640,586
Increase (Decrease) in Net Assets	1,566,266

GUAM VISITORS BUREAU
STATEMENT OF NET ASSETS

Fiscal Year Ended September 30, 2011

Assets	
Current Assets	
Cash & Cash Equivalents	7,359,468
Accounts Receivable - Appropriations	2,182,950
Accounts Receivable - Membership	8,416
Accounts Receivable - Others	133,342
Prepaid Expenses	6,452
Total Current Assets	9,690,628
Security Deposit	133,125
Property & Equipment	7,089,874
Total Assets	16,913,627
Liabilities	
Current Liabilities	
Accounts Payable	2,431,950
Accrued Annual Leave	99,885
Total Current Liabilities	2,531,835
Accrued Sick Leave	126,352
Total Liabilities	2,658,187
Net Assets	
Beginning Net Assets	12,689,174
Increase (Decrease) in Net Assets	1,566,266
Total Net Assets	14,255,440
Total Liabilities and Net Assets	16,913,627



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