1.34 million in visitor arrivals

$1.47 billion in tourism economy sales

$167 million in government tax revenues

$1,100 average on-island spend

20,436 tourism-related jobs

* Based on 2010 Guam Tourism Satellite Account Economic Report

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Buenas yan Håfa Adai!

As we map out our path for the tourism industry on Guam for the next several years, let us not forget to take a minute to reflect on how far we have come in the last fifty years. The partnerships forged through the years have grown this industry in ways that fifty years ago were unimaginable. In FY 2012 alone, we welcomed over 1.3 million visitors to our island. In the first quarter of 2013 we saw a 13.0% increase in arrivals over the same quarter in 2012. The future is definitely bright for the tourism industry on Guam.

Our economy is on the move again thanks to the planning, dedication and hard work of the Guam Visitor’s Bureau, our tourism industry partners both on Guam and abroad, and our local community. Our efforts in this endeavor are not singular. Together, we have reached all across the globe: to Russia, to China, to North America, to the Pacific, to Australia, to Europe, to Taiwan, to Korea, to Japan, and we are working now on developing a sustainable Micronesia Cruise Industry. However, it is only through showcasing and promoting our unique Chamorro culture that we can set ourselves apart from other similar destinations.

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

Sinseru yan magåhet,

SI SENADORALOS TINA
I Mina’Trentai Dos Na Liheslaturan Guåhan

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I Mina’Trentai Dos Na Lihesluran Guåhan

Buenas yan Håfa Adai! Annual reports are part of every organization’s responsibility to maintain a standard of transparency. They provide a comprehensive look at how an agency utilizes its budget to meet mandates, accomplish goals and set the course for long-term objectives.

We are proud to join the government of Guam’s tourism industry representatives in presenting the 2013 Guam Visitors Bureau Annual Report. This is an in-depth, data supported look at the way in which GVB utilized its funding, resources and relationships to strengthen and diversify the tourism industry.

This report details the successes of 2013 - reaffirming the commitment of hardworking men and women of GVB. As an industry heavily influenced by global forces, GVB’s strategies are led by a knowledgeable and creative team ready to adapt at a moment’s notice.

We thank you for your interest in the Guam Visitors Bureau and look forward to your input. Together we can help meet our goals and strengthen plans for the future.

Un Dångkulu Na Si Yu’os Ma’åse’;

EDDIE BAZA CALVO
Governor of Guam

RAY TENORIO
Lt. Governor of Guam

TINA ROSE MUÑA BARNES
Senator, 32nd Guam Legislature

EDDIE BAZA CALVO
Governor of Guam

RAY TENORIO
Lt. Governor of Guam

TINA ROSE MUÑA BARNES
Senator, 32nd Guam Legislature
A message from the Chairman
Guam Visitors Bureau
Board of Directors

Håfa Ada! On behalf of the Guam Visitors Bureau Board of Directors and its management and staff, we are pleased to present the GVB Fiscal Year 2013 Annual Report.

Guam recorded another banner year in tourism as arrivals soared to over 1.3 million visitors and approached record levels for the second year in a row.

This year we celebrated 50 years of tourism as we paid tribute to our pioneers and honored our core Chamorro values and the traditions that have shaped our industry.

With a clear strategic focus on leading our island’s leading industry, we worked diligently to develop Tourism 2020, a strategic plan that has the potential to move our island paradise to an entirely new level. This hard-charging plan was developed with input from private stakeholders, government leaders and the community around 8 core objectives:

- Improve Quality and Yield
- Grow Arrivals and Diversify
- Add High-End Hotel Rooms
- Focus on MICE
- Promote the Chamorro Culture
- Extend Average Length of Stay
- Promote Our Unique Attractions
- Extend Tourism Beyond Tumon

Our vision is to transform Guam into a world-class, first tier resort destination of choice making Guam a better place not only to visit but to live and work. As we continue to diversify our markets including Russia and China, we are optimistic that we can achieve our Tourism 2020 goal of reaching two million visitors between 2020-2022.

Tourism is Guam’s largest industry, employing over 18,000 people and representing 60% of our island’s business revenue. I would like to express my sincere thanks to all of the men and women who showcase the very best our island has to offer and to the hard working team at GVB.

I am confident that with the support and efforts of all Guamanians, our island will continue to thrive in the next 50 years and beyond.

Un Sen Dångkulo Na Si Yu’os Ma’åse!

Senseramente’,

MARK BALDYGA
Chairman of the Board
The Guam Visitors Bureau (GVB), a non-profit membership corporation, is the official tourism agency for the U.S. Territory of Guam. Among its responsibilities, GVB is charged with setting tourism policy and direction; developing and implementing Guam’s tourism strategic plans; managing programs and activities for arrivals, enhance and showcase Guam’s people, place and culture in order to deliver an incomparable visitor experience; and coordinating tourism-related research, finishing the year’s events and outreach activities. GVB serves as a critical bridge linking government, the tourism industry, visitors and the local community, and aims to contribute successfully to a good quality of life for residents through tourism.

Administrative Highlights

The Bureau saw major changes to its Board and Management in 2013, naming a new General Manager and welcoming six new Directors to the Board. Joann G. Camacho resigned as General Manager on December 31, 2012, and Karl A. Pangelinan, former Administrator of the Guam Economic Development Authority, took the position of GM on January 22, 2013. The GVB membership held its bi-annual election on January 8, 2013, selecting four new directors: Barry Jackson, Milton Marinaga, Nano Nakajima and N. Oscar Miyashita. During the first Board meeting of 2013 held on January 17th, Mark Baldyga was elected Chairman, Bruce Kloppenburg Vice-Chairman, N. Oscar Miyashita Treasurer, and Theresa Amiola Secretary. Mayor Robert Hofmann, Dr. Judith Guthertz and Ann Marie Muna were the new Mayors’ Council and Legislative representatives.

The new Board and Management spearheaded several initiatives including the implementation of the S.M.A.R.T. goal method, updating the GVB By-laws and development of a new long-range tourism strategic plan. Management by Objectives, or MBO, is a management strategy that uses the S.M.A.R.T. goals method—setting objectives that are specific, measurable, achievable, realistic, and timely. All GVB Committees were required to utilize this method to formulate and report on their goals for the year and this system has increased the Bureau’s focus and accountability, ensuring the entire organization is working towards the same collective goals.

One of the major S.M.A.R.T. for the year goals was to update GVB’s By-laws, which hadn’t been amended for 25 years. The By-laws went through several levels of review from starting with the Executive Committee, Membership Committee, GVB Legal Council, GVB General Membership and finally the GVB Board. All 20 proposed amendments were approved at the Quarterly Membership meeting on June 28. Some of the major amendments in the By-laws included:

- Revise GVB's PURPOSE to match with what is stated GVB’s Enabling Legislation
- Article V & VI – Clean-up the ambiguity over Election Meetings and Annual Meetings and update meeting notice procedures to follow Guam’s open government laws
- Article VIII – Revise the timing of ratification of executive committee motions to occur at the next regular board meeting

GVB is charged with setting tourism policy and direction for Guam, and the Board, led by the efforts of Chairman Baldyga with Deputy General Manager Nathan Denight and UOG Tourism Professor Dr. Fred Schumann, worked together with industry, government and community stakeholders to develop the strategic vision and plan for Guam tourism. The result was TOURISM 2020, an actionable goal-oriented plan with measurable results that has the potential to move our island paradise to an entirely new level. The 8 Objectives outlined in the plan provide the roadmap to achieving the Vision (a world-class, first-tier resort destination of choice) and Mission (Economic opportunities and an enhancement by the Fed for all Guam residents). The plan will be officially launched in February of 2014.

Marketing Highlights

GVB is the organization responsible for marketing Guam to the world as a premier tourist destination. To achieve maximum yield for the tourism industry from limited resources, GVB’s marketing activity is carefully focused on a number of key markets and a select group of consumers within those key markets. As well as marketing to consumers, our trade training, marketing and media programs are designed to ensure that those who sell Guam have the knowledge and resources to be successful.

Total visitor arrivals saw a substantial increase for FY2013, beating expectations (+3%) and increasing 5% over the previous year, from 1,270,861 to 1,337,665. In fact, March and August 2013 were the first two months for arrivals ever. The real standout was the Korean market, which posted an impressive 49% spike over the previous year, with a record-setting 232,850 visitors. The primary reason for the increase was the additional seat capacity provided by Jeju Air, which started flights from Incheon in September 2012, and Korean Air flying regularly scheduled charters out of Busan in October 2012. This positive trend is expected to continue in FY2014, and GVB is increasing its overall Korea marketing budget to support this growth in tourism and trade activities.

Public relations for the Guam brand is a major area that GVB manages, and the Bureau had to respond to several high profile incidents in FY2013. The most pressing was the 2/12 incident that resulted in the death of 3 Japanese visitors and generated much negative press, not just in Japan, but globally as well. GVB organized a coordinated response from the government, industry and community to deal with this tragic situation in a sincere, respectful way, including raising funds through the 2/12 Relief Fund to assist the victims and families with the expenses related to the incident. These efforts surely helped lessen the impact from this tragic incident. The other major issue affecting Guam was the North Korean missile threat in April, and the Bureau worked closely with our overseas offices to monitor and mitigate any security concerns in the different source markets.

Japan arrivals were up slightly (+0.5%) versus the previous year at 912,093 arrivals. The first six months of FY2012 saw a sharp 5% increase in visitors, on pace to reach 1 million arrivals for the year. However, this trend reversed during the second half of the year. GM due to weakening of the yen and the halt of marketing activities in Japan for the 2 months following the 2/12 incident. By May the yen had fallen nearly 14 percent against the dollar, making travel to U.S. destinations more expensive, and many Japanese tourists shifted to domestic travel. In fact, total outbound travel from Japan decreased leading to increased market share for Guam (FY13: 5.2% vs FY12: 4.9%). While Guam was still able to show arrival gains, the average on-island spend saw a decrease, which hurt local retailers and optional tours.

In an effort to encourage collaboration between similar areas, the GVB Board consolidated the three different Chinese markets into one committee called Greater China. Travel from the Greater China markets was mixed, with gains in Mainland China (+14.9%, 10,384 arrivals) and Hong Kong (+4.5%, 8,936 arrivals), and a slight decrease in Taiwan (-3%, 47,904 arrivals). Mainland China still has not been granted visa waiver status by the U.S. government, but great progress has been made to shorten the time and lower the costs for Chinese tourists to apply for a U.S. Visa. In fact, Hawaii had over 100,000 visitors from China, and GVB will be launching an aggressive marketing strategy in 2014 to attract more visits from what has become the world’s top source market, spending $302 billion in international tourism (UNWTO 2013 Tourism Highlights Report).
More than double the number of Russian travelers visited Guam compared to last year (+109%, 6,134 arrivals). This trend should continue with the addition of direct flights from Vladivostok and Khabarovsk in November 2012. Along with China, Russia is driving the growth of the global tourism market, moving to 5th place on the list of top tourism spenders in 2012 (US$ 43 billion), on the back of a 37% increase. While the volume was relatively small in FY2013, the average length of stay was two weeks and the total average expenditure per person was $4,203.01 (prepaid plus on-island), with $3,561.63 being spent on on-island purchase. The Russian traveler is definitely a high-spending visitor that has boosted retail sales and room rates for the industry.

In FY2012, the Marketing Department launched several important Global initiatives across all the key markets. From October 2012 to January 2013, the Shop Guam Festival campaign branded Guam as a world-class destination. The campaign was recognized as shopping destination, delivering impressive results with over $6 million in media value generated and +2 million campaign site visits. The Bureau also began work on the development of a new global website platform and customer relationship management system (CRM) that will provide a consistent website experience in all the primary languages we serve and link all GVB offices together with a central, cloud-based database. The CRM was implemented in May 2013, and the website will be launched in FY2014. Guam is known as a leisure destination, but GVB has been working to attract the business meeting market (MICE). Guam’s close proximity to Asia makes it a great destination for high-spending visitor that has boosted retail sales and room rates for the industry.

Destination Development Highlights
Destination Development’s mission is to support the development and enhancement of tourism attractions and experiences that build on our competitive product strengths, ensuring that Guam delivers on its brand promise. The importance of this division has been growing in need as the Government lacks the resources to maintain infrastructure that is critical to tourism. Guam must improve over the previous year. This is a high spending visitor and thereby improve yield. GVB’s Destination Development Department’s mission is to support the relationship management, Cultural Heritage and Community Outreach and Sports Ticketing.

The Destination Management Committee (DMC) focuses on improving tourism infrastructure, safety and satisfaction. Over the years GVB has taken on additional responsibilities originally tasked to other Government of Guam agencies such as San Vitores landscape, grass cutting and trash collection along major highways, and Hågåtña and Tumon Bay beach cleaning. Additionally planned projects in 2014, include an intensive tree trimming and removal of rhino beetle infested trees; and the installation of “X-style” crosswalks at DFS/Pizza intersection.

For tourism to be thriving and sustainable, the community must have a sense of ownership and share a stake in industry processes and outcomes. The Cultural Heritage and Community Outreach Committee (CHOCO) supports the development and promotion of the Chamorro culture and other community outreach projects. Its key programs include cultural presentations for international marketing events, the Guam Chamorro Language Committee, Guam Island Fiesta (GIFT), village festival support and development grants for cultural, educational, medical and tourism community. The Guam Visitors Bureau is helping fund the construction of storage facilities at the main office, and $1,115,573 of its Special Projects appropriation, of which $28,253,038 and the actual collections ($28,606,196), there was a surplus of $533,158.

Membership dues increased from $37,000 in FY12 to $64,000 in FY13 because it was an election year. In-kind contributions, such as the MICE (meetings, incentives, conferences, exhibitions), weddings and the silver (senior) markets. Flight service from Haneda airport, located in the heart of Tokyo, is also an objective that would boost arrivals from Japan. GVB’s TAF appropriation for FY2014 is $28,978,077, a 1% increase over the previous year. This is certainly achievable, especially with the opening of two new luxury hotels—the Lotte Hotel in May and the Dynasty Hotel in late 2014. The additional rooms are required especially for new markets such as Russia and China. The Bureau will be launching an aggressive marketing strategy for the China market, utilizing incentive support for both airlines and travel agents.

In addition to all the efforts in our primary source markets, the Guam Visitors Bureau is committed to improving the destination and has several projects under way. These include a mobile surveillance system that will provide video to the Frankie Smith Park webcam. Video surveillance is being installed at other major cities throughout the world as crime deterrent, and the Bureau believes this solution can help protect the thousands of visitors and residents in our hotels. Other planned improvements include bus shelters, landscape improvements, lighting and sidewalk renovations and graffiti removal. In order for Guam to improve its image and attract higher yield visitors, we must improve our brand and that starts at home.

Management Contact
Karl A. Pangelinan, General Manager, can be contacted at Guam Visitors Bureau, 401 Paseo Santa Rita, Hagatna, Guam 96913. Telephone: (671) 464-5728/7, or karl.pangelinan@gvbgov.com.

KARL PANGELINAN  General Manager
JOIN NATHAN DENIGHT  Deputy General Manager

GVB’s TAF projection for FY2014 is $28,978,077, a 1% increase over the previous year. This is certainly achievable, especially with the opening of two new luxury hotels—the Lotte Hotel in May and the Dynasty Hotel in late 2014. The additional rooms are required especially for new markets such as Russia and China. The Bureau will be launching an aggressive marketing strategy for the China market, utilizing incentive support for both airlines and travel agents.

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KARL PANGELINAN  General Manager
JOIN NATHAN DENIGHT  Deputy General Manager
Tourism 2020

A world class, first-tier resort destination of choice, offering a U.S. island paradise with stunning ocean vistas, for two million business and leisure visitors from across the region with accommodations and activities ranging from value to five-star luxury — all in a safe, clean, family-friendly environment set amidst a unique 4,000-year old culture.

Core Objectives

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

Summary

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 and Events Tourism Division, the Cultural Heritage and Community Division, Destination Improvement/Maintenance Division, the Membership Division and the Tourism Industry Relations Division.

The Sports and Events 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 Outreach 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.

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 a majority 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.
Sports & Events

Guam International Marathon
Topping the list of Sporting events for 2013 was the Inaugural kick-off of the Guam International Marathon on April 7, 2013. Considered Guam’s top running event and a signature-sporting event for the Guam Visitors Bureau, the Guam International Marathon recorded a whopping 2,155 participants in its first year, with roughly 1,000 overseas runners coming from Japan and Korea.

543 marathons braved Guam’s tropical heat climate during the grueling but beautiful 26-mile course stretched along Guam’s beautiful coastline.

Taking home top honors in the Marathon “Male” division was South Korea’s Yeunsik Ham. Ham finished the course strong with a time of 2:43:06. Fellow South Korean native Eunhee Youn was able to secure the female division finishing with a time of 3:08:48.

Guam Ko’ko’ Road Race Half Marathon & Ekiden Relay
In its seventh year, the 2013 Guam Ko’ko’ Road Race Half Marathon & Ekiden Relay saw a 10% increase in runner participation over last year. A total of 700 overseas participants from Japan and Korea added to the increased pool of local competitors combining for a total of 1,804 runners. Still one of Guam’s largest running events, the Ko’ko’ features the half marathon ekiden relay, which provides both visitors and locals the opportunity to run shorter distances while trying to secure top honors and cash prizes.

Returning to defend his title was the overall 2010 and 2011 Guam Ko’ko’ Road Race half-marathon champion, Japan’s own Masashi Shirotake. Shirotake for his third straight year finished in record setting fashion besting his previous course record time of 1 hour, 12 minutes and 43 seconds and finished with a new course record of 1 hour, 11 minutes and 25 seconds. Taking the women’s division overall was Guam Olympian Amy Atkinson with a time of 01:28:04.

XTERRA Guam Championships
The 2013 XTERRA Guam Championship qualifier was once again nothing short of spectacular. The event combines a 1.5km swim, 6km mountain bike and an 8.2km trail run that has athletes navigating through jungle-rivers, bamboo forests and down slippery waterfalls.

Ben Allen and Jacqui Slack secured top finishing times in the men’s and women’s overall division. Allen now holds two consecutive first place finishes for the 2012 and 2013 XTERRA Guam Championship race series.

Guam Barbeque Block Party
The Pleasure Island Guam Barbeque Block party kicked off Guam’s first ever showcasing of Guam’s unique BBQ styles through a competitive BBQ cook off competition on May 11, 2013 at the Pleasure Island District in Tumon. Organized by the Micronesian Chefs’ Association (MCA), the event pitted 14 of Guam’s most prolific grillers in a series of events commemorating Tourism Month along with GVB’s 50th Anniversary.

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

Guam Long Ride
The 2013 Guam Long Ride featured roughly 250 riders in a non-competitive cycling event, which takes riders through Southern and Central Guam. Approximately 100 cyclists from Japan joined 150 local cyclists as they made their way through the short course (60km) and/or the long course (120km). Breathtaking views and historic attractions all along the course provide each rider a peaceful and relaxing ride with family and friends.

GVB Signature Events
Guam International Marathon
Guam Ko’ko’ Half Marathon & Ekiden Relay
Ko’ko’ Kids Fun Run
Guam Long Ride
Tropical Fantasy Fireworks
Guam Barbeque Block Party

GVB Sponsored Events
9th Guam Governors Cup Ladies Golf Tournament
19th Friendship Junko Baseball Tournament
Guam National Bodybuilding & Body Fitness Championships
United Cup Golf Tournament
Cadet Junior and Senior Oceania Wrestling Championships
Golf for Heroes
Electric Island Festival
Governors Tourism Cup Championship Golf Tournament

Sports Tourism Funded Grants
21st Annual Marianas Cup Beach Volleyball Festival
30th Shell V-Power Smokin’ Wheels
Governors Council on Physical Fitness Awards
Guam Futures Tennis
Guam International Largeball Table Tennis
Cocos Crossing
East Asian Under 18 Games
15th Annual Gupot Y Peskadot
Cultural Heritage and Community Outreach (CHaCO)

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

Aside from overseas marketing representation, the committee is also supportive of on island projects that are coordinated by other organizations or government agencies. It awards qualified individuals, companies, or organizations with grant money to help fund a cultural performance, project or literature.

Supported Organizations and Events:

- 2012 I Songsong Sinajana
- 2013 Na Blues Crab Festival
- 2013 Na Blues Festival Tasi
- 4th Annual Ga'ot Fanh'ainyan Pulan Chamoru - Chamorro Lunar Calendar Festival
- 4th Annual Mangilao Donne Festival
- 7th Annual Agat Mango Festival
- Agana Heights Annual Coconut Fair
- Archaeological Legacy Institute - History of Guam’s Transportation
- Beauty World Guam Organization - Miss World Guam 2013
- Candice Muna - Primitiva Album Production
- Cantate Music Summer Festival
- Dana Quenga Cruz Kim - Chamorro Cultural Arts Program (CCAP)
- Department of Agriculture - Organic Demonstration and Plant Nursery Farm
- Department of Chamorro Affairs - Tribute to our Masters
- Eileen Rodriguez Meno - Chamorro Cultural Arts Program (CCAP)
- Federation of Asia Pacific Womens Association (FAPA) Convention - Guam Art Exhibit VI
- Guam Beauty Organization - Miss Universe Guam 2013
- Guam Chamber of Commerce - 2012 Christmas Festival
- Guam Department of Education - Guopt Chamorro 2013
- Guam Humanities Council - Eat Your Heritage II
- Guam Library Association - 2012 PLALA Annual Conference
- Guam Museum - Latte of Freedom & Governors House
- Guam Society of America, Inc. - Capitol Hill Reception Liberation of Guam
- Guam Symphony Society - 23rd Annual Holiday Seaside Concert
- Guam Unique Merchandising & Art, Inc. - Cultural Fair
- Guampeada - 2nd Annual Mariana History Conference
- Guma Taotao Tano - Yokokohama & Mito Komon Festival
- Inetnon Gef Pago Cultural Arts Program - After School Instruction / Workshops
- Japan Club of Guam - 33rd Japan Autumn Festival
- Menizo GIFT - San Dimas - April 2013
- Micronesian Chef Association - Mala Ta Fan Chesa
- Micronesian Image Institute - Pig/Park in the Park
- Pa’a Taotao Tano - Dinana Minagof
- PBS Guam - I Know Guam Series
- PBS Guam - Liberation Day Live Broadcast
- Peter John Constantino - Chamorro Cultural Arts Program (CCAP)
- Sanctuary Inc. - 2nd Annual Blue Carpet Gala
- Santa Rita “Back to Sumay Day”
- Sinajana Municipal Planning Council - 50th Jubilee
- Saroptimist International of Guam - 2nd Annual Silbrasion Famaalo’an - A Festival of Arts
- Talofolo Banana Festival
- Umatac Municipal Planning Council - Discovery Day 2012
- UOG - Annual Inacha’igen Fino’ Chamoru - Chamorro Language Competition
- UOG Foundation - 2013 Celebrity Chefs Cup
- Vicente San Nicolas - Chamorro Cultural Apprenticeship Program (CCAP)
- Yigo GIFT - Our Lady of Lourdes - February 2013
- Yona GIFT - Saint Francis of Assisi Fiesta - October 2012

26th Guam Micronesian Island Fair (GMIF)
The Guam Micronesia Island Fair is an annual signature cultural event of the Guam Visitors Bureau that showcasing the vibrant cultures of Micronesia. This year marked a successful restoration of the Guam Micronesia Island Fair to its original scheduled date in May celebrating the 26th Annual GMIF.

Vendor participation reached a maximum for Fairgrounds capacity, which saw a 24 percent increase in the number of vendors, resulting in a commensurate increase in revenues. Overseas visitors and locals alike were able to experience the culture and arts unique to the Micronesian region during the three-day celebration complete with entertainment, arts and crafts, and Micronesian cultural delicacies.

Media promotions leading up to the Fair and the special entertainment lineup, which included fireworks every evening, helped reach an even broader audience, to which the exponential growth of the GMIF may be attributed. Featured was Tribal Theory, a reggae band out of San Diego with roots on Guam, and the much loved one man band, Parker Yobe, who closed the Fair each night.

Overseas Promotion
In working closely with the GVB’s Marketing Department, the CHaCO organizes and supervises the cultural representation of Guam during overseas promotions. The Chamorro culture is portrayed through arts and crafts in the booth décor, through dancing and singing on the Guam stage, and having weavers or other artisans on hand at the Guam booth.

The Bureau sent cultural delegations to support marketing activities at the following tradeshows: HANA Tour International Travel Fair in Korea, Korea Overseas Travel Fair, Busan International Travel Fair in Korea, International Travel Fair in Taiwan, Philippines Travel Agents Association’s Annual Travel Show, Pacific International Tourism Expo in Russia, International Travel Expo in Hong Kong, and JATA.

Guam Chamorro Dance Academy
The 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 FY2013 the program drew continued support through the number of participants scheduled for the year. In fact, the GCDA students were invited to perform Guam Chamorro Dance during the Dinana Minagof held at the UOG Fieldhouse. As a result of the program, GCDA students continue to visit Guam to learn more about Chamorro culture and to participate in annual festivals in which they are invited to perform for our local audiences. The Guam Chamorro Dance Academy throughout Japan will continue in 2014 and will continue to feature Chamorro songs, dance, chants, and weaving to its students. Pa’Taotao Tano continues to work in collaboration with the GVB locally and in Japan in promoting Chamorro culture through the performing arts.

Aside from dance and cultural performers, GVB also sends a Miss Guam to certain promotions to assist in promoting the island. Miss Guam’s has been sent to HANA Tour ITF, KOFTA, Busan ITF, Taiwan ITF and the Guam Live Presentations in Japan.
Special Projects

Special Projects identifies and pursues capital improvement and maintenance projects designed to enhance Guam’s product and image as a world-class destination. To achieve this mission, GVB oversees some of the projects below and are highlighted in the map to the right:

- Tumon and Hagåtña Beach Cleaning & Maintenance
- Tumon – San Vitores Road Landscaping Maintenance
- Island Roadway Maintenance
- Holiday Illumination Project

To assist in managing these projects, GVB has contracted TG Engineers to serve as the contract and compliance manager.

Future Projects

- CCTV Cameras (Tumon - San Vitores Road, Tamuning - From Oka Payless to Sheraton & Oka Payless to Onward)
- Visitor Safety Officers (Tumon and Tamuning)
- San Vitores Street Light & Side Walk Improvements (Tumon)

Tourism Industry Relations

Tourism Industry Relations is tasked with ensuring visitors safety and satisfaction. This division also bridges the gap between the private sector and local residents. Below are programs the Tourism Industry Relations division is responsible for overseeing:

- Golden Latte Awards - In 2012, GVB merged its Excellence in Tourism Awards with GHRA’s All-Star Awards in the new Golden Latte Awards presented by GVB and GHRA. The GLA recognizes outstanding employees and companies that contribute great service within their organizations. GVB celebrated its second year
- Tour Guide Certification - GVB monitors tour guides and tour sites throughout Guam as well as business compliance with signage laws in Tumon.
- Airport Ambassador Program - GVB provides funding for the Ambassador Program at the A.B. Won Pat Guam International Airport, which offers assistance to arriving visitors by providing guidance on all forms and directions through the airport.
- Welcome Service - GVB provides welcome services for incentive groups, charter flights, and cruise ship greetings, as well as VIP guests upon their arrival to the island or at an event they are hosting on Guam.

Future Projects

- CCTV Cameras
- Visitor Safety Officers
- San Vitores Street Light & Side Walk Improvements
Marketing Department

Summary

Global tourism performed strongly in 2013, supported by stable consumer confidence and improving economic conditions. This was mirrored by growth in Guam’s tourist arrivals, which grew 2 percent in 2013 to 1.33 million, up from 1.3 million in 2012. 2013 is ranked the 4th-best year in Guam’s 50 years of tourism history.

Social media is a powerful tool and GVB has been leading the way in encouraging our industry partners to harness the immense potential of this communication technology. One of those marketing strategies was the development of the Shop Guam Festival. Guam’s very first global social media cooperative marketing campaign that aimed to aggressively brand and market the island as a modern and fashionable premier shopping destination in the Western Pacific. The campaign was a phenomenal success and generated an unprecedented $8.4 million dollars in media exposure for Guam. The Shop Guam Festival is now an annual GVB signature event.

In 2013, the Chinese travel market proved to be the fastest growing visitor segment in the world and GVB is committed to strengthening our engagement with the China market. Our efforts to market Guam as an attractive world-class resort destination in China resulted in a 14.9 percent increase in Chinese visitor arrivals, from 9,040 in 2012 to 10,384 in 2013. We will continue to aggressively pursue the China market in 2014, as well as all of our target markets.

2013 also opened the door for a new direct charter service from Russian Far East cities Vladivostok and Khabarovsk. The new charters brought thousands of additional Russian tourists to Guam, boosting arrival numbers an incredible 109.3 percent, from 2,931 in 2012 to 6,134 in 2013, and exceeding our goal to achieve 5,000 Russian visitors in FY2013.

GVB has an incredible team of passionate professionals. Going forward into 2014 with such talented and dedicated people makes GVB confident that we will continue to meet our goals of delivering fresh ideas for attracting visitors to Guam and increasing the revenue streams into our island.

Looking forward, in 2014 we will continue to refine and enhance Guam’s international tourism brand by identifying more unique travel experiences that can be leveraged in our marketing. We will continue to innovate and develop new ways of promoting Guam to the world. We will focus on the markets where we can lead and where we see opportunities for new growth and we will continue to promote Guam as a safe and satisfying world-class destination.
### Marketing Calendar

<table>
<thead>
<tr>
<th>DATE</th>
<th>PROMOTION</th>
<th>VENUE</th>
<th>MARKET</th>
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</thead>
<tbody>
<tr>
<td><strong>March 2013</strong></td>
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<tr>
<td>Mar 7-9</td>
<td>Guangzhou International Travel Fair</td>
<td>Guangzhou, China</td>
<td>China</td>
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<tr>
<td>Mar 11-14</td>
<td>Sea Trade Cruise Ship Convention</td>
<td>Miami, Florida</td>
<td>USA</td>
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<tr>
<td>Mar 15-18</td>
<td>Guam Live Presentation</td>
<td>Nagoya, Japan</td>
<td>Japan</td>
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<tr>
<td>Mar 20-23</td>
<td>Moscow International Travel and Tourism Fair</td>
<td>Moscow, Russia</td>
<td>Russia</td>
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<tr>
<td>Mar 22-24</td>
<td>Dive Resort Travel Expo</td>
<td>Shanghai, China</td>
<td>China</td>
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<tr>
<td>Mar 2013</td>
<td>Russia Far East Cities Road Show</td>
<td>Khabarovsk, Vladivostok</td>
<td>Russia</td>
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<tr>
<td>Mar 2013</td>
<td>Tabi Matsuri Nagoya Travel Show</td>
<td>Nagoya, Japan</td>
<td>Japan</td>
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<td><strong>April 2013</strong></td>
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<td>Apr 5-7</td>
<td>Marine Diving Fair</td>
<td>Tokyo, Japan</td>
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<td>Apr 9-11</td>
<td>International Forum on Chinese Outbound Tourism</td>
<td>Beijing, China</td>
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<tr>
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<td>China Outbound Travel and Tourism Market</td>
<td>Beijing, China</td>
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<tr>
<td>Apr 15-15</td>
<td>Asia Dive Expo</td>
<td>Singapore</td>
<td>Asia Pacific</td>
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<td>Apr 13-16</td>
<td>PATA Micronesia Chapter 1st Tri Annual Meeting</td>
<td>Yap, FSM</td>
<td>Micronesia</td>
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<td>Apr 27-28</td>
<td>Guam Chamorro Dance Academy</td>
<td>Nagoya, Japan</td>
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<td>Apr 2013</td>
<td>Guam Live Presentation</td>
<td>Tokyo, Japan</td>
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<td><strong>May 2013</strong></td>
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<tr>
<td>May 17-19</td>
<td>Guam Live Presentation</td>
<td>Osaka, Japan</td>
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<td>May 30-Jun</td>
<td>Korea World Travel Fair</td>
<td>Seoul, Korea</td>
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<td>May 2013</td>
<td>Hana Tour International Travel Fair</td>
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<tr>
<td>May 2013</td>
<td>Pacific International Tourism Expo</td>
<td>Vladivostok, Russia</td>
<td>Russia</td>
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<td><strong>June 2013</strong></td>
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<td>June 1-5</td>
<td>U.S. Consulate Vladivostok Annual 4th of July Celebration</td>
<td>Vladivostok, Russia</td>
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<td>Jun 2-3</td>
<td>Global Tourism Cities Conference 2013</td>
<td>Malaysia</td>
<td>Asia Pacific</td>
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<td>Jul 5-8</td>
<td>Guam Live Presentation</td>
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<td>KAL Beijing FAM Tour</td>
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<td>Jul 24-25</td>
<td>Guam-Karatsu Friendship Signing</td>
<td>Karatsu, Japan</td>
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<td>Jul 25-28</td>
<td>Kashiwa Festival</td>
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<tr>
<td>Jul 26-27</td>
<td>Kashiwazaki Gion Festival</td>
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<tr>
<td>Jul 26-29</td>
<td>Guam Live Presentation</td>
<td>Nigata, Japan</td>
<td>Japan</td>
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<tr>
<td><strong>July 2013</strong></td>
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<tr>
<td>Aug 1-5</td>
<td>Micronesia Cruise Association Meeting</td>
<td>Yap, FSM</td>
<td>Micronesia</td>
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<tr>
<td>Aug 5-6</td>
<td>PATA Micronesia 2nd Tri Annual Chapter Meeting</td>
<td>Yap, FSM</td>
<td>Micronesia</td>
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<tr>
<td>Aug 16-17</td>
<td>National Travel Association</td>
<td>Hawaii</td>
<td>USA</td>
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<tr>
<td>Aug 23-25</td>
<td>Guam Live Presentation</td>
<td>Nagoya, Japan</td>
<td>Japan</td>
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<tr>
<td>Aug 26-29</td>
<td>Guam Live Presentation</td>
<td>Sendai, Japan</td>
<td>Japan</td>
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<td><strong>August 2013</strong></td>
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<td><strong>September 2013</strong></td>
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<tr>
<td>Sep 6-9</td>
<td>Busan International Travel Fair</td>
<td>Busan, Korea</td>
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<tr>
<td>Sep 9-12</td>
<td>PATA Travel Showcase</td>
<td>Tokyo, Japan</td>
<td>Japan</td>
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<tr>
<td>Sep 17-19</td>
<td>Global Tourism Economy Forum</td>
<td>Macau</td>
<td>China</td>
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<tr>
<td>Sep 20-22</td>
<td>Pacific Islander Festival</td>
<td>San Diego, California</td>
<td>USA</td>
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<tr>
<td>Sep 2013</td>
<td>Visit USA Committee Russia Cities Road Show</td>
<td>Russia</td>
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</tbody>
</table>

*All events may be changed at any time and are subject to availability of funds.*

"We will continue to innovate and develop new ways of promoting Guam to the world."
Mainland China Market FY2013

Smart Goals
1. Increase Visitor Arrivals to 14,000 in FY2013
2. Engage in Joint Promotions
   • Co-operative advertising campaign with charter flight travel agent
   • Co-operative campaign promoting group wedding on Guam with wedding company
3. Increase Guam Awareness
   • Exhibit at CITM, GITF, COTTM, and IFcot travel shows
   • Participate in Visit USA and US Commercial Service exhibitions and road shows
4. Increase Presence Online
   • Implement campaigns such as shopping, wedding, and family travel

Guangzhou International Travel Fair

China Int’l Travel Mart - Shanghai
In continuing efforts to promote and increase awareness of Guam, GVB participated in one of Asia’s largest professional travel shows, the China International Travel Mart. Over 100 countries participated in the event, with a staggering 2,513 exhibitors and over 100,000 attendees. GVB updated travel trade agents on the latest Guam offerings and worked together with member hotels and travel agents to promote Guam.

Brand USA Shenyang Road Show & Jinan Road Show
GVB had the opportunity to participate in Brand USA Road Shows to promote Guam to key travel agents and partners in China. The annual China Outbound Travel & Tourism Market (COTTM) is regarded as the industry’s most important platform and remains the only business to business event that focuses purely on the burgeoning outbound market. GVB was on hand to promote Guam as a wedding and honeymoon destination, as well as luxury shopping destination.

China Market FY2013 At A Glance

| Trade Shows/Conventions: | 9 |
| Seminars/Workshops: | 5 |
| Cooperative Projects: | 9 |
| Travel Trade Fam Tours: | 2 |
| Media Fam Tours: | 3 |
| Online Promotions: | 3 |
| FY2013 Total Arrivals: | 10,384 |
| FY2012 Total Arrivals: | 9,040 |
| % from Last Year: | 14.9% |

Highlights
Island Tour Promotion Seminar
GVB participated in the Island Tour Promotion Seminar that was held in Beijing on November 13.
China Golf Show 2013
GVB welcomed over 380 golfers, golf companies and media outlets to their booth at China’s largest golf show in Beijing, China. Over the three-day event, GVB promoted Guam as an ideal and unique golf destination, offering seven picturesque golf courses that were designed by some of the game’s greats.

China 101 Outbound Travel Workshop At PATA Travel Mart, Chengdu
At the China 101 Outbound Travel Workshop, GVB had the opportunity to meet with top travel agents who are currently selling Guam or are interested in including Guam in their inventory. The workshop also presented a speaking engagement opportunity for GVB in the opening session of the workshop.

China Incentive, Business Travel & Meetings Exhibition
CIBTM is China’s leading meetings, incentives and business travel exhibition, taking place annually at the China National Convention Centre in Beijing. CIBTM provides the ultimate platform for the world’s leading suppliers to the Business events industry to meet top level buyers with strong purchasing power. It was GVB’s first visit to CIBTM and the Guam booth exhibited under the USA Pavilion which was co-organized by the U.S. Embassy Commercial Service. CIBTM 2013 gave GVB a foothold and opportunity to network and conduct business with over 4,000 industry buyers and travel professionals.

9th International Forum on Chinese Outbound Tourism
IFcot sets itself apart from other summits and expos by combining Quality Tourism Mart and Industry Summit on Outbound Tourism together. IFcot provides a platform to all delegates for education, market and policies information, business negotiation and networking. GVB participated in panel discussion about island resort destinations, made presentations about Guam product to China-based wholesalers, provided updated marketing collaterals about Guam offerings and met with many travel trade representatives and media.

China Outbound Travel & Tourism Market
The annual China Outbound Travel & Tourism Market (COTTM) is regarded as the industry’s most important platform and remains the only business to business event that focuses purely on the burgeoning outbound market. GVB was on hand to promote Guam as a wedding and honeymoon destination, as well as luxury shopping destination.

China 101 Outbound Travel Workshop At PATA Travel Mart, Chengdu
With the support of PATA and the PATA Micronesia Chapter, GVB hosted a China Outbound Travel Market Symposium on May 22, 2013 at the Hyatt Regency Guam. Delegates numbered close to 150 and came from Guam and around the Micronesian region. Attendees were presented with a great opportunity to digest a day’s worth of information and opinions on the future of China outbound travel to the island of Guam. While a healthy presence was drawn from tourism trade, the Symposium also attracted a variety of businesses interested in the possibilities this huge market presents.

GVB General Manager Karl A. Pangelinan said, “People clearly appreciated the opportunity to not only hear the latest information on China market travel to Guam, but to ask questions that pertain to their particular businesses.” Pangelinan added it was important that GVB continue to promote Guam in mainland China, and to continue good relations between the government of China and important private sector organizations in this country. Pangelinan added, “We look forward to continuing to market Guam in China.”

Symposium Stimulates Debate on China Outbound Travel to Guam
In continuing efforts to promote and increase awareness of Guam as an ideal and unique golf destination, offering seven picturesque golf courses that were designed by some of the game’s greats.

Guam International Travel Fair - Phuket, Thailand
In continuing efforts to promote and increase awareness of Guam, GVB participated in Phuket’s annual travel fair with a well-planned booth and informative presentations about Guam to over 400 travel agents.
Japan Market FY2013

Smart Goals

1. Drive volume business to sustain invested capacity
   - Short stays but volume contributors
   - Family market
   - OL and Youth Markets

2. Grow Destination Yield per visitor
   - Build brand image in market
   - Focus on MICE, Wedding, Senior
   - Industry newspaper advertising
   - Target small industry group business and MICE markets

3. Promote Chamorro Culture
   - Make Chamorro culture ubiquitous (Advertising message, imaging, programs)

4. Extend Average length of stay
   - Encourage longer stays through activities and attractions

5. Student Market
   - Find solutions to increase student exchange programs
   - while meeting local school curriculum requirements.

GVB Receives Highest NTO Award from JATA

Guam Visitors Bureau was honored at the opening ceremonies for the 2013 Japan Association of Travel Agents (JATA) Tabihaku Travel Showcase in Tokyo, Japan. The Guam Delegation, led by Governor Eddie Baza Calvo took center stage in front of over 800 delegations from around the world to receive the Tourism Award for a National Tourism Organization (NTO), the highest award given to an NTO by JATA.

The Tourism Award is given to an NTO for their aggressive and effective promotion in Japan over the last three years. The JATA nominated GVB, and by popular vote by Japan’s Travel Industry that includes airlines, travel agents and transportation companies, was chosen to receive the honor. Additionally, GVB was recognized for their efforts and contribution to expand and develop the overseas travel market.

“We are definitely excited about receiving this award,” GVB General Manager Karl Pangelinan said. “The hard work and dedication of many people, especially the staff and management of GVB and GVB Japan, is what has gotten us this recognition. We are truly humbled and thankful all for your hard work in making our island the world-class destination of choice. As we celebrate 50 years of our island’s tourism story,”

Guam Establishes Sister Running Events With Sapporo

In a gesture of friendship and goodwill, Guam and Sapporo, Japan. The Nikkan Sports Toyohira River Marathon is held annually in Sapporo, Japan. to encourage greater friendship and understanding between Guam and Sapporo, Japan. The Nikkan Sports Toyohira River Marathon is held annually in Sapporo, Japan.

In July, GVB, in conjunction with United Airlines, launched “Guam no Omoide Oshiete Contest” (Tell Us Your Memory in Guam Contest) to celebrate the 15th Anniversary of direct flights from the Japan prefectures of Okayama and Niigata to Guam. Residents of Okayama or Niigata can enter the contest by submitting photos taken during their trip to Guam within the last 15 years or by submitting a short paragraph describing what she or he would like to experience in Guam.

15 winners will be selected from Okayama and Okayama (30 total) and each winner will receive two round trip tickets to Guam. The campaign aimed to increase awareness among residents of Okayama and Niigata of the availability of the direct flights to Guam.
Korea Market FY2013

Smart Goals

1. Increase Korean Arrivals by 15.3% from 164,821 to 190,000
   • Aggregative outreach and marketing efforts
2. Increase Yield (From FY12 of $392/pax by 5% to $411.60)
   • MICE Market: Target increase of 35% to LY
   • Sports Tourism: Target increase of 15% to LY
   • Expats: Target the 22,450 U.S. citizens and 35,500+ Korean Americans living in Korea
   • Golden Misses: Increase GM from 4% (7,313) MS to +5% to LY (10,000)
3. Increase Market Share from 1.6% to 1.7%
   • Collaborative cooperation with KGTC and airlines
   • Consumer awareness programs
   • Trade outreach
4. New Gateways
   • Increase flights from major gateways
   • Open Busan as one additional gateway
5. Increase Consumer Awareness via Consumer Promotions
   • Increase TV shooting in Guam from three to five shows
   • Target famous stars popular also in Japan, Asia
   • Power bloggers: Increase Power Blogger online postings and influence by X % with twice/year Guam Fam.
   • Quarterly GVB hosted socials to maintain enthusiasm on Guam
   • Expand co-marketing opportunities with major brands
6. Focus on Off-season promotion opportunities
   • Volume incentive program with KGMC, L/F increase by 10%
   • Enhance support with the KGMC with increased bonus incentives for productivity
   • Provide cash incentive to top five KGMC agents with promotions with Jin Air during April-June 2013.
   • Airline sales contests with Online Agents
   • Enhance airline seat sales incentive contests with Online Agents
   • Jeju online agents seat sales contest base on highest sales from 1st to 5th agent
7. Increase English Study Program
   • Join UDG in the Education Fair in Seoul, November 2013
8. Develop Sister-City Relationships
   • Explore Guam-Busan, Guam-Daegu or Guam-Incheon Sister-City
   • Use this relationship to build collaboration with KKRR, Haha Adai Study Tour, etc.

Highlights

Korea Arrivals Hit Record High
Calendar year 2012 proved to be a record-breaking year for arrivals to Guam. The island welcomed over 1.3 million visitors, a level not seen since the mid to late 1990s. Out of the total arrivals in 2012, 182,829 came from Korea, one of which was the millionth visitor for the year.

Guam Wins At Korea World Travel Fair
A Guam delegation, led by GVB General Manager Karl Pangelinan, promoted the Haha Adai Spirit of our island at the Korea World Travel Fair, the largest annual travel show in Korea. Armed with information on the latest Guam offerings, the delegation met with Airline partners, the Korean travel trade, international media and consumers to invite them to come to Guam. Guam won the awards for Best Folklore Performance and Booth Operations.

Celebrity Chef Films TV Show in Guam
Chef Edward Kwon, a celebrity chef in Korea who has made a mission for himself to globalize Korean cuisine, shot a segment in Guam for his KBS2 television show “Live Tong.” The two-part series features Chef Kwon visiting Guam restaurants and talking about the food recipes and flavors. In the second segment, Chef Kwon visits a Guam Korean resident home and cooks a meal with whatever ingredients are available in the house and invites neighbors to share the meal. The estimated media value of the segment is $700,000 USD.
**Hong Kong Market FY2013**

### Smart Goals

1. **Increase Visitor Arrivals to 14,000 in FY2013**
   - Engage in Joint Promotions in FY2013
   - Organize local wedding in Guam
   - Work with airlines on joint ads placement
   - Work with TV station/s for TV episode shootings
   - Organize TA fam tours in development of Guam packages

2. **Increase Media Exposure**
   - Create more online campaigns with more forums and seeding in the right social network communities
   - Organize traditional and bloggers’ media fam tours

3. **Promote Education in Guam**
   - Establish connection with UOG/GCC ESL programs
   - Create network of agencies/organization in HK interested in educational programs in Guam
   - Connect HK groups with Guam educational institutions for Summer programs

### Other Key Initiatives

**International Travel Expo**

Guam was chosen “Most Romantic Destination” by online voters at the 27th International Travel Expo held in Hong Kong June 12-17, 2013. A GVB delegation which included GVB management and staff, cultural dancers and local musicians Jesse & Ruby represented Guam and promoted the island’s culture and attractions and the show.

To further promote Guam in the Hong Kong market, GVB delegation also met with United and United Holidays and conducted a trade and media reception that was attended by CNN.

### Highlights

**Hong Kong MICE & Leisure Travel Agents Fam Tour**

In partnership with United Airlines Hong Kong, GVB hosted a group of Hong Kong Travel Agents who specialize in the MICE and leisure travel markets. While on island, the group experienced Guam cultural attractions, shopping, outdoor optional tours, and an extensive hotel site inspections with sales and marketing managers from various hotel properties.

**International Travel Expo**

At the LA Times Show in February 2013, GVB and Placemaking Group launched the “Show Us Your Chamorro” online marketing campaign. The program sought to elevate interest amongst friends and families of Guam by drawing their attention to the GVB English Facebook using catch phrases such as “Show Us Your Chamorro” and “Show Us Your Flip-Flops”. To draw visits to the GVB booth, a roundtrip ticket for one was raffled. The winner was Ricky Year, who later visited Guam and met with the GVB Marketing Department and gave a presentation on current trends in Social Media marketing.

**Show Us Your Chamorro campaign**

Working closely with the Micronesian Cruise Association, GVB supported the travels of Senator Tina Muña-Barnes and GVB Board Director Ann-Marie Muna on a west coast roadshow meeting with several key cruise line executives. They also visited the Seatrade Cruise Shipping Miam Convention in Florida, also in March.

**North America Market FY2013**

### Smart Goals

1. **Visiting Friends and Family (VFR)**
   - Expand database of Chamorros living in the states
   - Continue work with United/Delta for VFR airfare packages
   - Continue engagements of hotels, rental car companies, restaurants, etc for Guam travel packages
   - Outreach to Guamanian/Chamorro clubs at state-side universities and colleges for Guam reunions of alumni

2. **WWII, Korean War, Vietnam War Veterans**
   - Continue work with the National Park Service to develop collateral of annual events in Guam
   - Tap into Military Historical Tours itineraries to include Guam stays and tours

3. **Adventure/Scuba Dive Travel**
   - Expand Guam’s image as a diving destination
   - Outreach to local & Micronesian dive companies to extend Guam layovers beyond one day
   - Outreach to state-side dive travel agencies to include Guam in itineraries
   - Develop incentive for diving
   - Attend Scuba Dive events, joining PATA Micronesia members, to create more effective presence

4. **Military**
   - Work closer with each service’s MWR, marketing and support centers to encourage members and families to visit Guam
   - Work with local travel industry to develop special military packages to encourage family visits of active duty military members
   - Work closer with the Guam USO to address transportation issues

5. **Cruise Vessel Visits**
   - Work with MCA to increase visits of cruise vessels from four in 2012 & 2013 to six in 2014
   - Increase dialogue with cruise companies
   - Review and update Pier-side Program
   - Work with PAG to study incentive options for cruise vessel visits

### Highlights

**WWII Veteran Visits guam for 69th Liberation**

In July, GVB hosted a visit of returning WWII Guam Liberator and Marine Mr. William Mays. His visit generated much interest amongst former military members and Guam stays and tours.

**Microonese Cruise Association**

Working closely with the Micronesian Cruise Association, GVB supported the travels of Senator Tina Muña-Barnes and GVB Board Director Ann-Marie Muna on a west coast roadshow meeting with several key cruise line executives. They also visited the Seatrade Cruise Shipping Miam Convention in Florida, also in March.

### At A Glance

**FY2013 Total Arrivals:** 8,936

**FY2012 Total Arrivals:** 8,396

**% from Last Year:** +6.4%

**Online Promotions:** 10

**Media Fam Tours:** 6

**Travel Trade Fam Tours:** 1

**Cooperative Projects:** 73

**Seminars/Workshops:** 1

**Trade Shows/Conventions:** 3
Pacific/Australia/Europe Market FY2013

Smart Goals

1. Regional Promotions with PATA International & PATA Micronesia Chapter
   - Create one themed “Guam and Micronesia” promotion to promote the region and increase visitor arrivals by 2014 to 40,000 (Australia included)
   - Drive Guam Membership to PATA Intl (Aim to encourage 3-4 addl members from Guam to join PATA by 2015) for more leverage in the International Travel Industry
   - Drive PATA Micronesia Chapter Membership to grow and reach at least 150 total membership by 2015

2. Expand the Dive Market - ADEX 2013-2014
   - Grow the dive industry, expand participation at ADEX
   - Measure the ROI in attending ADEX year on year and seek support of committee and management to continue ADEX as a Guam and Micronesia supported dive show
   - Look into other possible dive show attendance

3. Branding Guam and Micronesia
   - Brand awareness of Micronesia as a concentrated marketing effort using the Micronesia brand.
   - Develop the SM Platform utilizing the newly created Micronesia website, Facebook, Blog site

4. Exit Surveys for the Pacific, Micronesia and Australia Market in 2014
   - Develop exit surveys to monitor programs/increase arrivals
   - Quantify programs to determine ROI in Guam’s participation

5. United Airlines joint promotions with Guam
   - To support the direct services to Australia, work with UA to host 2 media Fam tours to Guam and 1 roadshow for the UA TA’s in 2014

6. PATA Travel Mart/ITB Asia 2014
   - Advertise Guam as a MICE Market destination during PATA Travel Mart and ITB Asia

Homegrown Campaigns

Media Fam Visits to Guam
Freelance Australian Travel Writer Mr. Lance Richardson from the Sydney Herald Times Traveller in collaboration with United Airlines did a cover story of Guam on May 3-4, 2013.

Mr. Mikael Bjornfot, Travel writer from Sweden from July 13-15, 2013 covered Guam and Micronesia extensively in his July story.

PATA Travel Mart 2013 and PATA Annual Board Meeting
Guam participated in the PATA Travel Mart 2013, held in Chengdu, China in September 2013. The bureau invited the GVB Hong Kong office, to meet with Chinese buyers that participated during the travel mart. In addition, CNMI, Palau and the Marshall Islands participated in the travel mart to represent the Micronesia Region.

PATA Annual Summit (PAS) & Conference

Highlights

Asia Dive Expo (ADEX) 2013
For the past five years, Guam has participated in Asia’s leading dive show in Singapore. GVB continues to participate and express interest and awareness to the Dive Industry by educating consumers about Guam and the Micronesia Region. Sam’s Tours and Fish N’ Flips participated with Guam to give a more regional presence during ADEX.

Philippines Market FY2013

Smart Goals

1. Achieve at least 12,250 Filipino visitors to Guam in FY2013
   - Participate in PATA in February 2013
   - Utilize Facebook ads for wider reach with campaign period from October 2012 - September 2013

2. Develop more awareness of Guam in FY2013
   - Utilize Facebook ads for wider reach with campaign period from October 2012 - September 2013

3. Conduct Guam destination seminars to United and Philippines Airlines agents in February 2013

4. Work closely with the US Embassy in FY2013

Homegrown Campaigns

United Product Update Seminar
GVB in partnership with United executed a product update for 65 travel agents at the Hyatt Hotel and Casino Manila. Information was delivered regarding room capacity, updates on flights availability, optional tours, and group tours.

17th Pacific International Tourism Expo (PITE)
As the largest annual trade show in the Far East of Russia, GVB’s main objective was to initiate marketing efforts and to bring awareness of our destination to trade and consumers in the region. GVB along with 6 member companies made a huge impression during the three-day show on May 17-19, 2013.

15th Pacific International Tourism Expo (PITE)
As the largest annual trade show in the Far East of Russia, GVB’s main objective was to initiate marketing efforts and to bring awareness of our destination to trade and consumers in the region. GVB along with 6 member companies made a huge impression during the three-day show on May 17-19, 2013.

Philippines Market FY2013

At A Glance

Trade Shows/Conventions: 2
Seminars/Workshops: 1
Cooperative Projects: 13
Travel Trade Fam Tours: 0
Media Fam Tours: 6
Online Promotions: 13

FY2013 Total Arrivals: 10,564
FY2012 Total Arrivals: 10,240
% from Last Year: 3.2%
Russia Market FY2013

Smart Goals

1. Achieve at least 5,000 Russian visitors to Guam in FY2013
2. Further develop air accessibility
   • Work to assist more charters from Far East Region
3. Develop more awareness of Guam as a U.S. visa-free destination
4. Increase awareness of Guam’s visitors attractions and facilities
5. Position Guam as a modern Pacific tropical resort
6. Stimulate inter-island travel within the Marianas Islands

20th Moscow International Travel & Tourism (MITT)

MITT is Russia’s number one travel exhibition with over 3,000 participating companies and 185 destinations. It is the key meeting place for the industry and opportunity to promote themselves to the Russian outbound travel and tourism markets. Therefore, GVB and some it’s member made its appearance to MITT on March 20-23, 2013 under the Visit USA Pavilion.

Taiwan Market FY2013

Smart Goals

1. Increase Yield
   • 5% increase in arrivals in Low Season (March/May/Sept/Nov)
   • Have 3 “themed promotions” (Education/Dive/Sports - implement in 2014)
   • Develop incentive programs with the airlines to drive more arrivals in March and May 2014
   • Develop Travel Agents promotion during Summer 2013
   • Target General Leisure market
   • Set target for high-mid level income & families with children
2. Increase Guam’s SOV on News by 5%
   • Measureable exposure on SM Platforms compare from beginning of promotion to the end with Google analytics
   • Recommend TV series and increase Media Exposure Value compared to 2013 TV or Celebrity visits for 2014 (Exposure far reaching in Taiwan and other Asian countries)
3. Increase SM Networks
   • Current Guam Taiwan Facebook has 22,000 fans, look to increase this in 2014 to 25,000
   • Develop mobile marketing tactics in 2014
   • Launch Guam Guide app in 2014 smartphones
   • Guam Guide app to achieve 1,000 downloads by the beginning of 2015 in the next 3 months
4. Improve Connectivity with the airlines
   • Engage GIAA and work together for incentives for the airlines
5. Visitor Arrivals
   • Assess Taiwan goal pax
   • Work with management on a more realistic incentive based goal pax for Taiwan
6. Budget for 2014
   • Increase budget for Taiwan and separate bonus and internal GVB cuts to see maximum results in arrival numbers from the Taiwan market

Taiwan Market FY2013

Highlights

Taipei International Travel Fair 2012
Taiwan’s largest travel show, the annual Taipei International Travel Fair (ITF), opened with a grand ceremony commemorating its 20th travel fair anniversary in 26 years. GVB received special recognition from the Taiwan Visitors Bureau and was presented with an Appreciation Trophy for GVB’s committed support and participation in all 20 ITF shows over the past 26 years.

Shop Guam Festival 2012

Taiwan Market FY2013

At A Glance

Trade Shows/Conventions: 2
Seminars/Workshops: 2
Cooperative Projects: 0
Travel Trade Fam Tours: 8
Media Fam Tours: 3
Online Promotions: 10

FY2013 Total Arrivals: 6,134
FY2012 Total Arrivals: 2,931
% from Last Year: +109.3%

Smart Goals

Russia Market FY2013

At A Glance

Trade Shows/Conventions: 2
Seminars/Workshops: 2
Cooperative Projects: 0
Travel Trade Fam Tours: 8
Media Fam Tours: 3
Online Promotions: 10

FY2013 Total Arrivals: 6,134
FY2012 Total Arrivals: 2,931
% from Last Year: +109.3%
Digital Review FY2013

2013 is the year of global optimization for the Bureau’s digital efforts. We made significant progress to transform Guam’s tourism industry, business development, marketing practice and corporate strategy for meeting the demands of digital savvy travelers in the 21st century. Since the launch of global social media fund, Guam Visitors Bureau has grown its total social media presence globally from 149,260 in 2011 to 194,306 in 2013; 30+% increase. GVB global team also continues to monitor social media buzz and sentiment on the daily basis. Such capability was critical for our PR strategy in crisis events like the 212 incident and N. Korea military threat to Guam in 2013. Finally, our investment in 2 global social media campaigns in 2013 has proven to achieve scaled marketing reach, media value ROI and online user engagements, building toward the vision of a global Guam brand.

Global Digital Goals

Global sharing
Continue to drive top-level global digital strategy from GVB HQ with a coordinated cross border implementations and regular social media insights sharing among oversea teams.

Global platform
Continue to consolidate GVB online brand image and work toward a synchronized digital content publishing to get ready for the launch of GVB global website.

Global campaign
Continue to optimize digital marketing campaigns with more global and regional collaborations to maximize media exposure, create more co op partnerships and attract visitors during low travel seasons.
Fiscal Year Arrivals • Civilian/Armed Forces Air & Sea

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

<table>
<thead>
<tr>
<th>Source</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>% Change LY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL ARRIVALS</strong></td>
<td>1,155,199</td>
<td>1,161,147</td>
<td>1,173,311</td>
<td>1,123,390</td>
<td>1,175,246</td>
<td>1,053,246</td>
<td>1,170,857</td>
<td>1,143,334</td>
<td>1,270,161</td>
<td>1,337,665</td>
<td>5.3%</td>
</tr>
<tr>
<td><strong>TOTAL AIR &amp; SEA</strong></td>
<td>1,156,059</td>
<td>1,160,647</td>
<td>1,172,512</td>
<td>1,123,290</td>
<td>1,175,246</td>
<td>1,053,246</td>
<td>1,170,857</td>
<td>1,143,334</td>
<td>1,270,161</td>
<td>1,337,665</td>
<td>5.3%</td>
</tr>
<tr>
<td><strong>TOTAL AIR</strong></td>
<td>1,156,059</td>
<td>1,160,647</td>
<td>1,172,512</td>
<td>1,123,290</td>
<td>1,175,246</td>
<td>1,053,246</td>
<td>1,170,857</td>
<td>1,143,334</td>
<td>1,270,161</td>
<td>1,337,665</td>
<td>5.3%</td>
</tr>
<tr>
<td><strong>TOTAL SEA</strong></td>
<td>4,440</td>
<td>4,000</td>
<td>4,829</td>
<td>4,051</td>
<td>4,900</td>
<td>1,900</td>
<td>3,000</td>
<td>3,000</td>
<td>3,000</td>
<td>3,000</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>Civilian Air</strong></td>
<td>1,156,059</td>
<td>1,160,647</td>
<td>1,172,512</td>
<td>1,123,290</td>
<td>1,175,246</td>
<td>1,053,246</td>
<td>1,170,857</td>
<td>1,143,334</td>
<td>1,270,161</td>
<td>1,337,665</td>
<td>5.3%</td>
</tr>
<tr>
<td><strong>Civilian Sea</strong></td>
<td>4,440</td>
<td>4,000</td>
<td>4,829</td>
<td>4,051</td>
<td>4,900</td>
<td>1,900</td>
<td>3,000</td>
<td>3,000</td>
<td>3,000</td>
<td>3,000</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>Armed Forces Air</strong></td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>Armed Forces Sea</strong></td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Research & Statistics

Fiscal Year Arrivals • Civilian/Armed Forces Air & Sea, By Origin

<table>
<thead>
<tr>
<th>Source</th>
<th>FY2009</th>
<th>FY2010</th>
<th>FY2011</th>
<th>FY2012</th>
<th>FY2013</th>
<th>% Change LY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>815,262</td>
<td>884,801</td>
<td>819,256</td>
<td>901,683</td>
<td>908,215</td>
<td>0.7%</td>
</tr>
<tr>
<td>Korea</td>
<td>83,639</td>
<td>120,002</td>
<td>144,844</td>
<td>164,821</td>
<td>232,677</td>
<td>41.2%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>22,181</td>
<td>29,433</td>
<td>40,707</td>
<td>49,851</td>
<td>47,903</td>
<td>-3.9%</td>
</tr>
<tr>
<td>China</td>
<td>2,838</td>
<td>4,602</td>
<td>6,091</td>
<td>8,929</td>
<td>10,327</td>
<td>15.7%</td>
</tr>
<tr>
<td>U.S. Mainland</td>
<td>37,779</td>
<td>42,619</td>
<td>49,074</td>
<td>41,199</td>
<td>38,625</td>
<td>-6.2%</td>
</tr>
<tr>
<td>Hawaii</td>
<td>8,891</td>
<td>9,863</td>
<td>9,488</td>
<td>9,768</td>
<td>8,423</td>
<td>-13.7%</td>
</tr>
<tr>
<td>CNHI</td>
<td>17,747</td>
<td>18,343</td>
<td>17,910</td>
<td>17,208</td>
<td>15,650</td>
<td>-7.9%</td>
</tr>
<tr>
<td>Philippines</td>
<td>11,577</td>
<td>11,980</td>
<td>10,667</td>
<td>10,177</td>
<td>10,504</td>
<td>3.3%</td>
</tr>
<tr>
<td>Australia</td>
<td>2,421</td>
<td>2,779</td>
<td>3,558</td>
<td>3,342</td>
<td>2,831</td>
<td>-15.3%</td>
</tr>
<tr>
<td>Canada</td>
<td>672</td>
<td>667</td>
<td>703</td>
<td>773</td>
<td>863</td>
<td>14.2%</td>
</tr>
<tr>
<td>Europe</td>
<td>1,584</td>
<td>1,577</td>
<td>1,465</td>
<td>1,555</td>
<td>2,083</td>
<td>34.0%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>2,802</td>
<td>5,640</td>
<td>8,572</td>
<td>8,396</td>
<td>8,976</td>
<td>6.4%</td>
</tr>
<tr>
<td>Thailand</td>
<td>245</td>
<td>264</td>
<td>370</td>
<td>303</td>
<td>315</td>
<td>4.0%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>36</td>
<td>80</td>
<td>105</td>
<td>113</td>
<td>92</td>
<td>-18.6%</td>
</tr>
<tr>
<td>Russia</td>
<td>356</td>
<td>385</td>
<td>528</td>
<td>2,930</td>
<td>6,134</td>
<td>109.4%</td>
</tr>
<tr>
<td>Other</td>
<td>3,340</td>
<td>3,664</td>
<td>3,713</td>
<td>4,097</td>
<td>5,496</td>
<td>34.1%</td>
</tr>
<tr>
<td>Total Civilian Air</td>
<td>1,025,119</td>
<td>1,150,847</td>
<td>1,122,921</td>
<td>1,240,020</td>
<td>1,313,276</td>
<td>5.9%</td>
</tr>
<tr>
<td>Total Civilian Sea</td>
<td>7,984</td>
<td>7,558</td>
<td>7,937</td>
<td>8,947</td>
<td>6,846</td>
<td>41.2%</td>
</tr>
<tr>
<td>Total Armed Forces Air</td>
<td>10,675</td>
<td>11,981</td>
<td>15,502</td>
<td>21,615</td>
<td>17,211</td>
<td>-20.4%</td>
</tr>
<tr>
<td>Total Armed Forces Sea</td>
<td>9,470</td>
<td>371</td>
<td>774</td>
<td>3,679</td>
<td>332</td>
<td>-91.0%</td>
</tr>
<tr>
<td><strong>TOTAL ARRIVALS</strong></td>
<td>1,053,248</td>
<td>1,170,857</td>
<td>1,147,134</td>
<td>1,270,161</td>
<td>1,337,665</td>
<td>5.3%</td>
</tr>
</tbody>
</table>

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

### Marital Status

<table>
<thead>
<tr>
<th>JAPAN</th>
<th>KOREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>Married</td>
</tr>
<tr>
<td>60%</td>
<td>17%</td>
</tr>
<tr>
<td>Married</td>
<td></td>
</tr>
<tr>
<td>40%</td>
<td></td>
</tr>
</tbody>
</table>

### Age

<table>
<thead>
<tr>
<th>JAPAN</th>
<th>KOREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24 years</td>
<td>Less than 25 years</td>
</tr>
<tr>
<td>32%</td>
<td>4%</td>
</tr>
<tr>
<td>25-34 years</td>
<td>25-34 years</td>
</tr>
<tr>
<td>35%</td>
<td>52%</td>
</tr>
<tr>
<td>35-49 years</td>
<td>35-49 years</td>
</tr>
<tr>
<td>23%</td>
<td>59%</td>
</tr>
<tr>
<td>50+ years</td>
<td>50+ years</td>
</tr>
<tr>
<td>9%</td>
<td>5%</td>
</tr>
</tbody>
</table>

### Income

<table>
<thead>
<tr>
<th>JAPAN</th>
<th>KOREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than ¥3.0M</td>
<td>Less than KW24.0 M</td>
</tr>
<tr>
<td>19%</td>
<td>7%</td>
</tr>
<tr>
<td>¥3.0M-¥4.9M</td>
<td>KW24.0-¥49.4M</td>
</tr>
<tr>
<td>14%</td>
<td>21%</td>
</tr>
<tr>
<td>¥5.0M-¥9.9M</td>
<td>KW49.4-¥60.0M</td>
</tr>
<tr>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>¥10.0M+</td>
<td>KW60.0-¥72.0M</td>
</tr>
<tr>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>No income specified</td>
<td>No income specified</td>
</tr>
<tr>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

### Travel Companions

<table>
<thead>
<tr>
<th>JAPAN</th>
<th>KOREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends</td>
<td>Friends</td>
</tr>
<tr>
<td>53%</td>
<td>12%</td>
</tr>
<tr>
<td>Family</td>
<td>Family</td>
</tr>
<tr>
<td>29%</td>
<td>8%</td>
</tr>
<tr>
<td>Spouse</td>
<td>Spouse</td>
</tr>
<tr>
<td>31%</td>
<td>76%</td>
</tr>
<tr>
<td>Child</td>
<td>Child</td>
</tr>
<tr>
<td>15%</td>
<td>40%</td>
</tr>
<tr>
<td>Office</td>
<td>Office</td>
</tr>
<tr>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Alone</td>
<td>Alone</td>
</tr>
<tr>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>Parent</td>
</tr>
<tr>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>Other</td>
<td>Other</td>
</tr>
<tr>
<td>7%</td>
<td></td>
</tr>
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</table>

### Trip Status

<table>
<thead>
<tr>
<th>JAPAN</th>
<th>KOREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Timers</td>
<td>First Timers</td>
</tr>
<tr>
<td>60%</td>
<td>88%</td>
</tr>
<tr>
<td>Repeaters</td>
<td>Repeaters</td>
</tr>
<tr>
<td>40%</td>
<td>12%</td>
</tr>
<tr>
<td>Repeat Visitors Last Trip</td>
<td>Repeat Visitors Last Trip</td>
</tr>
<tr>
<td>Within the last year</td>
<td>Within the last year</td>
</tr>
<tr>
<td>22%</td>
<td>31%</td>
</tr>
<tr>
<td>1 to 2 years</td>
<td>1 to 2 years</td>
</tr>
<tr>
<td>23%</td>
<td>20%</td>
</tr>
<tr>
<td>2 or more years</td>
<td>2 or more years</td>
</tr>
<tr>
<td>56%</td>
<td>49%</td>
</tr>
</tbody>
</table>

### Gender

<table>
<thead>
<tr>
<th>JAPAN</th>
<th>KOREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>Male</td>
</tr>
<tr>
<td>51%</td>
<td>50%</td>
</tr>
<tr>
<td>Female</td>
<td>Female</td>
</tr>
<tr>
<td>49%</td>
<td>50%</td>
</tr>
</tbody>
</table>

### Length of Stay

<table>
<thead>
<tr>
<th>JAPAN</th>
<th>KOREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average stay</td>
<td>Average stay</td>
</tr>
<tr>
<td>2.98 days</td>
<td>3.45 days</td>
</tr>
<tr>
<td>1-2 nights</td>
<td>1-2 nights</td>
</tr>
<tr>
<td>28%</td>
<td>2%</td>
</tr>
<tr>
<td>3 nights</td>
<td>3 nights</td>
</tr>
<tr>
<td>53%</td>
<td>69%</td>
</tr>
<tr>
<td>4+ nights</td>
<td>4+ nights</td>
</tr>
<tr>
<td>19%</td>
<td>29%</td>
</tr>
</tbody>
</table>

### Expenditures (per person)

<table>
<thead>
<tr>
<th>JAPAN</th>
<th>KOREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepaid</td>
<td>Prepaid</td>
</tr>
<tr>
<td>¥751.20</td>
<td>¥814.85</td>
</tr>
<tr>
<td>On-Island Per Trip</td>
<td>On-Island Per Trip</td>
</tr>
<tr>
<td>¥498.25</td>
<td>¥371.59</td>
</tr>
<tr>
<td>Average Exchange Rate*</td>
<td>Average Exchange Rate*</td>
</tr>
<tr>
<td>¥267.62</td>
<td>¥104.71</td>
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</tbody>
</table>

### Travel Planning

<table>
<thead>
<tr>
<th>JAPAN</th>
<th>KOREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full tour package</td>
<td>Full tour package</td>
</tr>
<tr>
<td>25%</td>
<td>20%</td>
</tr>
<tr>
<td>Free-time package</td>
<td>Free-time package</td>
</tr>
<tr>
<td>62%</td>
<td>39%</td>
</tr>
<tr>
<td>Individually arranged travel</td>
<td>Individually arranged travel</td>
</tr>
<tr>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Group tour</td>
<td>Group tour</td>
</tr>
<tr>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>Other</td>
</tr>
<tr>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

### Travel Motivation (reason for travel)

**Most Important Motivators**

<table>
<thead>
<tr>
<th>JAPAN</th>
<th>KOREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Motivation</td>
<td>Travel Motivation</td>
</tr>
<tr>
<td>Beach**</td>
<td>Beach**</td>
</tr>
<tr>
<td>59%</td>
<td>49%</td>
</tr>
<tr>
<td>Travel Time</td>
<td>Travel Time</td>
</tr>
<tr>
<td>50%</td>
<td>30%</td>
</tr>
<tr>
<td>Pleasure*</td>
<td>Pleasure*</td>
</tr>
<tr>
<td>52%</td>
<td>12%</td>
</tr>
<tr>
<td>Price</td>
<td>Price</td>
</tr>
<tr>
<td>30%</td>
<td>12%</td>
</tr>
<tr>
<td>Prior Trip</td>
<td>Prior Trip</td>
</tr>
<tr>
<td>30%</td>
<td>7%</td>
</tr>
<tr>
<td>Relaxation*</td>
<td>Relaxation*</td>
</tr>
<tr>
<td>35%</td>
<td>50%</td>
</tr>
<tr>
<td>Shop</td>
<td>Shop</td>
</tr>
<tr>
<td>37%</td>
<td>22%</td>
</tr>
<tr>
<td>Water Sports</td>
<td>Water Sports</td>
</tr>
<tr>
<td>23%</td>
<td>10%</td>
</tr>
<tr>
<td>Safe Destination</td>
<td>Safe Destination</td>
</tr>
<tr>
<td>20%</td>
<td>26%</td>
</tr>
<tr>
<td>Recommendation</td>
<td>Recommendation</td>
</tr>
<tr>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>To Get Married</td>
<td>To Get Married</td>
</tr>
<tr>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Scuba</td>
<td>Scuba</td>
</tr>
<tr>
<td>6%</td>
<td>15%</td>
</tr>
</tbody>
</table>

### JAPAN

- **Average stay**: 2.98 days
- **Average stay**: 3.45 days
- **Prepaid**: ¥751.20
- **On-Island Per Trip**: ¥498.25
- **Average Exchange Rate**: ¥267.62

### KOREA

- **Average stay**: 3.34 days
- **Prepaid**: ¥814.85
- **On-Island Per Trip**: ¥371.59
- **Average Exchange Rate**: ¥104.71

### TAIWAN

- **Average stay**: 2.51 days
- **Prepaid**: ¥474.49
- **On-Island Per Trip**: ¥191.65
- **Average Exchange Rate**: ¥7.77

### HONG KONG

- **Average stay**: 2.51 days
- **Prepaid**: ¥382.01
- **On-Island Per Trip**: ¥159.57
- **Average Exchange Rate**: $7.77

### RUSSIA

- **Average stay**: 13.62 days
- **Prepaid**: ¥2,603.50
- **On-Island Per Trip**: ¥1,596.13
- **Average Exchange Rate**: 32.04RUB

Source: FY2012 Data Aggregation Report, Fieldwork and analysis by QMark Research & Polling Guam. Percentages are rounded and may not add up to 100%. Average exchange rate source: cunadu.com

### Marital Status

- **Single**: 60%
- **Married**: 40%

### Age

- **18-24 years**: 32%
- **25-34 years**: 35%
- **35-49 years**: 23%
- **50+ years**: 9%

### Income

- **Less than ¥3.0M**: 19%
- **¥3.0M-¥4.9M**: 14%
- **¥5.0M-¥9.9M**: 20%
- **¥10.0M+**: 15%

### Travel Companions

- **Friends**: 53%
- **Family**: 29%
- **Spouse**: 31%
- **Child**: 15%
- **Office**: 8%
- **Alone**: 1%
- **Other**: 8%

### Trip Status

- **First Timers**: 60%
- **Repeaters**: 40%
- **Repeat Visitors Last Trip**: Within the last year 22%

### Gender

- **Male**: 51%
- **Female**: 49%

### Length of Stay

- **Average stay**: 2.98 days
- **Average stay**: 3.45 days

### Expenditures (per person)

- **Prepaid**: ¥751.20
- **On-Island Per Trip**: ¥498.25
- **Average Exchange Rate**: ¥267.62

### Travel Planning

- **Full tour package**: 25%
- **Free-time package**: 62%
- **Individually arranged travel**: 7%
- **Group tour**: 3%
- **Other**: 1%

### Travel Motivation (reason for travel)

- **Beach**: 59%
- **Travel Time**: 50%
- **Pleasure**: 52%
- **Price**: 30%
- **Prior Trip**: 30%
- **Relaxation**: 35%
- **Shop**: 37%
- **Water Sports**: 23%
- **Safe Destination**: 20%
- **Recommendation**: 23%
- **To Get Married**: 6%
- **Scuba**: 6%
**Guam's Market Share of Japanese Outbound Travellers**

<table>
<thead>
<tr>
<th>Month</th>
<th>Jan-12</th>
<th>Nov-12</th>
<th>Dec-12</th>
<th>Jan-13</th>
<th>Feb-13</th>
<th>Mar-13</th>
<th>Apr-13</th>
<th>May-13</th>
<th>Jun-13</th>
<th>Jul-13</th>
<th>Aug-13</th>
<th>Sep-13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1,175,560</td>
<td>1,135,785</td>
<td>1,195,285</td>
<td>1,263,461</td>
<td>1,321,230</td>
<td>1,366,926</td>
<td>1,406,741</td>
<td>1,654,414</td>
<td>1,708,285</td>
<td>1,592,623</td>
<td>1,704,526</td>
<td>1,706,842</td>
</tr>
</tbody>
</table>
| Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.
Taiwan Arrivals • By Region of Origin

<table>
<thead>
<tr>
<th>Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Beijing</strong></td>
</tr>
<tr>
<td>OCT</td>
</tr>
<tr>
<td>Nov</td>
</tr>
<tr>
<td>Dec</td>
</tr>
<tr>
<td>1ST QTR TOTAL</td>
</tr>
<tr>
<td><strong>FEB</strong></td>
</tr>
<tr>
<td><strong>MAR</strong></td>
</tr>
<tr>
<td><strong>APR</strong></td>
</tr>
<tr>
<td><strong>MAY</strong></td>
</tr>
<tr>
<td><strong>JUN</strong></td>
</tr>
<tr>
<td><strong>JUL</strong></td>
</tr>
<tr>
<td><strong>AUG</strong></td>
</tr>
<tr>
<td><strong>SEP</strong></td>
</tr>
</tbody>
</table>

Source: Gu island’s Market Share of Taiwan Outbound Travellers

Guam’s Market Share of Taiwan Outbound Travellers

<table>
<thead>
<tr>
<th>Source: Tourism Bureau, Ministry of Transportation &amp; Communications, Republic of China</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Taipei</strong></td>
</tr>
<tr>
<td>OCT</td>
</tr>
<tr>
<td>Nov</td>
</tr>
<tr>
<td>Dec</td>
</tr>
<tr>
<td>1ST QTR TOTAL</td>
</tr>
<tr>
<td><strong>FEB</strong></td>
</tr>
<tr>
<td><strong>MAR</strong></td>
</tr>
<tr>
<td><strong>APR</strong></td>
</tr>
<tr>
<td><strong>MAY</strong></td>
</tr>
<tr>
<td><strong>JUN</strong></td>
</tr>
<tr>
<td><strong>JUL</strong></td>
</tr>
<tr>
<td><strong>AUG</strong></td>
</tr>
<tr>
<td><strong>SEP</strong></td>
</tr>
</tbody>
</table>

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

Guam Charter Seats to Guam by Origin

<table>
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<th></th>
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</thead>
<tbody>
<tr>
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<tr>
<td><strong>2013 Seats</strong></td>
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<tr>
<td><strong>PAX Load</strong></td>
</tr>
<tr>
<td><strong>Load Factor</strong></td>
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</table>
## Other Visitor Arrivals • By Region of Origin

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<th></th>
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<th></th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>HONG KONG</td>
<td>1,295</td>
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<td>1,304</td>
<td>590</td>
<td>662</td>
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<td>727</td>
<td>646</td>
<td>711</td>
<td>571</td>
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<td>2,774</td>
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<td>3,514</td>
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<td>32,156</td>
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<td>PHILIPPINES</td>
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<td>2,193</td>
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<td>2,390</td>
<td>2,712</td>
<td>3,185</td>
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<td>29,881</td>
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<td>JPN</td>
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<td>141</td>
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<td>194</td>
<td>216</td>
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<td>1,066</td>
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<td>1,064</td>
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<td>115</td>
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<td>182</td>
<td>209</td>
<td>238</td>
<td>238</td>
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<td>169</td>
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<td>112</td>
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<td>139</td>
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</tr>
<tr>
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<td>15</td>
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<td>13,882</td>
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<td>95,632</td>
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<td>110,656</td>
<td>110,328</td>
<td>105,238</td>
<td>68,666</td>
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<td>99,482</td>
<td>120,456</td>
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<tr>
<td>SEA ARRIVALS</td>
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<td>105,238</td>
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<td>69,759</td>
<td>75,650</td>
<td>99,482</td>
<td>120,456</td>
<td>100,396</td>
</tr>
</tbody>
</table>

## Hotel Occupancy Rates

### Hotel Room Inventory

<table>
<thead>
<tr>
<th>Year</th>
<th>Rooms</th>
<th>Occupancy</th>
<th>Rate (US$)</th>
</tr>
</thead>
<tbody>
<tr>
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<td>8,443</td>
<td>8,443</td>
<td>8,443</td>
</tr>
<tr>
<td>FY2009</td>
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</tr>
<tr>
<td>FY2010</td>
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<td>8,443</td>
</tr>
<tr>
<td>FY2011</td>
<td>8,443</td>
<td>8,443</td>
<td>8,443</td>
</tr>
<tr>
<td>FY2012</td>
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<tr>
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### Hotel Room Rates (Avg. Weighted)

<table>
<thead>
<tr>
<th>Year</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY2010</td>
<td>$98</td>
<td>$105</td>
<td>$105</td>
<td>$114</td>
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<td>$114</td>
<td>$114</td>
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<td>FY2011</td>
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<td>$140</td>
<td>$140</td>
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<td>$140</td>
<td>$140</td>
<td>$140</td>
</tr>
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<td>FY2012</td>
<td>$104</td>
<td>$104</td>
<td>$106</td>
<td>$113</td>
<td>$113</td>
<td>$113</td>
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<td>$113</td>
<td>$113</td>
<td>$113</td>
<td>$113</td>
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</tr>
<tr>
<td>FY2013</td>
<td>$112</td>
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<td>$137</td>
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<td>$137</td>
<td>$137</td>
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<td>$137</td>
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</tr>
</tbody>
</table>

### Hotel Occupancy Taxes

<table>
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<th>Year</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Total</th>
</tr>
</thead>
<tbody>
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<td>FY2008</td>
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<td>$30,000,000</td>
<td>$30,000,000</td>
<td>$30,000,000</td>
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<td>$30,000,000</td>
<td>$30,000,000</td>
<td>$30,000,000</td>
</tr>
<tr>
<td>FY2009</td>
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<td>$30,000,000</td>
<td>$30,000,000</td>
<td>$30,000,000</td>
<td>$30,000,000</td>
<td>$30,000,000</td>
<td>$30,000,000</td>
<td>$30,000,000</td>
</tr>
<tr>
<td>FY2010</td>
<td>$30,000,000</td>
<td>$30,000,000</td>
<td>$30,000,000</td>
<td>$30,000,000</td>
<td>$30,000,000</td>
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<td>$30,000,000</td>
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<td>FY2012</td>
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<td>$30,000,000</td>
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</tbody>
</table>

Source: Guam Hotel & Restaurant Association
### Financials

#### Statement of Revenue, Expenses and Changes in Net Position
**Fiscal Year Ended September 30, 2013**

**Revenues:**
- In-kind contributions from members and others $327,992
- Consumption tax refund $130,097
- Memberships $68,400
- Total revenues $1,984,497

**Expenses:**
- Professional services $9,749,172
- Personnel $2,054,929
- Pass through appropriations $668,836
- Grants $546,890
- Travel $503,284
- Promotional in-kind contributions $546,890
- Rent/lease $240,967
- Utilities $143,820
- Material and supplies $105,735
- Depreciation $85,317
- Repair and maintenance $78,619
- Equipment $52,690
- Advertising $43,384
- Community programs $20,206,194
- Other nonoperating income (expense), net $15,446,251
- Interest income $15,483
- Total nonoperating revenues, net $15,446,251
- Change in net position $15,446,251
- Net position at beginning of year $16,996,429
- Net position at end of year $17,236,486

See accompanying notes to financial statements.
### Membership Directory

**A**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC Stores - Guam Inc.</td>
<td>Aaron K. Gaskin</td>
<td>Tel: 646-8726 Fax: 646-8726</td>
</tr>
<tr>
<td>Ada’s Trust &amp; Investment, Inc.</td>
<td>P. Sonny Ads. President</td>
<td>Tel: 472-9830 Fax: 472-9834</td>
</tr>
<tr>
<td>Ada’s Trust &amp; Investment, Inc.</td>
<td>P. Sonny Ads. General Manager</td>
<td>Tel: 472-9830 Fax: 472-9834</td>
</tr>
<tr>
<td>Advance Management, Inc.</td>
<td>Monty McDowell, CEO</td>
<td>Tel: 449-6488 Fax: 646-3170</td>
</tr>
<tr>
<td>Agana Shopping Center</td>
<td>Charles McJohn I, Marketing Manager</td>
<td>Tel: 472-5029 Fax: 472-5029</td>
</tr>
<tr>
<td>Alupang Beach Club</td>
<td>Steven Kasperson, General Manager</td>
<td>Tel: 446-1940 Fax: 472-7529</td>
</tr>
<tr>
<td>AH Insurance</td>
<td>Amman T. Muna, President</td>
<td>Tel: 271-2642 Fax: 471-2602</td>
</tr>
<tr>
<td>Ambros, Inc.</td>
<td>Tom Shimizu, General Manager</td>
<td>Tel: 472-3200 Fax: 472-3296</td>
</tr>
<tr>
<td>American Printing Corporation</td>
<td>Lily Yu, Vice President</td>
<td>Tel: 446-7875 Fax: 649-0712</td>
</tr>
<tr>
<td>Andy Bent-A-Car (Hawaii)</td>
<td>Jason K. Zheng, Owner</td>
<td>Tel: 472-7896 Fax: 649-0792</td>
</tr>
<tr>
<td>ANZ Guam, Inc.</td>
<td>John Wade, President &amp; CEO</td>
<td>Tel: 449-9203 Fax: 649-3892</td>
</tr>
<tr>
<td>Aqua Mind Guam Corporation</td>
<td>Kazue Otani, President</td>
<td>Tel: 657-5959 Fax: 646-2100</td>
</tr>
<tr>
<td>Aqua Suites Guam</td>
<td>Sunardi Li, General Manager</td>
<td>Tel: 446-3060 Fax: 646-3059</td>
</tr>
<tr>
<td>Archway, Inc.</td>
<td>Mika Gibson, Vice President</td>
<td>Tel: 967-5883 Fax: 647-4004</td>
</tr>
<tr>
<td>Arkis Wedding Guam Corp.</td>
<td>Bunchi Yamashita, Assistant General Manager</td>
<td>Tel: 647-125 Fax: 647-1217</td>
</tr>
<tr>
<td>ASC Trust Corporation</td>
<td>David John, President / CEO</td>
<td>Tel: 477-2704 Fax: 477-2729</td>
</tr>
<tr>
<td>Atlantis Guam, Inc.</td>
<td>Naoko Boone, Corporate Sales Manager</td>
<td>Tel: 688-9540 Fax: 649-9547</td>
</tr>
<tr>
<td>Avanti Company, Limited</td>
<td>Yukimaro Sasaki, Owner</td>
<td>Tel: 446-8820 Fax: 646-8821</td>
</tr>
<tr>
<td>Avanti Guam</td>
<td>Naoko Boone</td>
<td>Tel: 446-8820 Fax: 646-8821</td>
</tr>
<tr>
<td>Asia Bent-A-Car</td>
<td>Cathy Mates, General Manager</td>
<td>Tel: 646-302 Fax: 649-2647</td>
</tr>
<tr>
<td>Bank of Guam</td>
<td>Frank H. Atalig, Senior Vice President</td>
<td>Tel: 472-5528 Fax: 471-0511</td>
</tr>
<tr>
<td>Bank of Guam</td>
<td>Jackie Marati, Senior Vice President</td>
<td>Tel: 472-5528 Fax: 471-0511</td>
</tr>
<tr>
<td>Bank of Guam</td>
<td>Joseph Bradley, Senior Vice President</td>
<td>Tel: 472-5528 Fax: 471-0511</td>
</tr>
<tr>
<td>Bank of Guam</td>
<td>Joyce B. Miyashita, Senior Vice President</td>
<td>Tel: 472-5528 Fax: 471-0511</td>
</tr>
<tr>
<td>Bank of Guam</td>
<td>Kevin Camacho, Vice President</td>
<td>Tel: 472-5528 Fax: 649-1259</td>
</tr>
<tr>
<td>Bank of Guam</td>
<td>Louis Leon Guerrero, President</td>
<td>Tel: 472-5528 Fax: 471-8667</td>
</tr>
<tr>
<td>Beachin’ Shrimp</td>
<td>George L. Johnson, President</td>
<td>Tel: 472-8100 Fax: 646-8005</td>
</tr>
<tr>
<td>Big Fish Creative, Inc.</td>
<td>Jerome Saville-Ok stole, Managing Partner</td>
<td>Tel: 649-3434 Fax: 649-3494</td>
</tr>
<tr>
<td>Big Media (The Visitor’s Channel, LLC)</td>
<td>Troy Williams, Director of Media &amp; Special Projects</td>
<td>Tel: 649-730 Fax: 649-7326</td>
</tr>
<tr>
<td>Blu Guam Dive</td>
<td>Hooji Song</td>
<td>Tel: 689-9529 Fax: 649-9529</td>
</tr>
<tr>
<td>Blue Persuasion Dive Boutique</td>
<td>Cathy Voicò, Owner</td>
<td>Tel: 369-4532 Fax: 649-4532</td>
</tr>
<tr>
<td>Bonita Basketb</td>
<td>Frances C. Bradly, President</td>
<td>Tel: 369-500 Fax: 649-5000</td>
</tr>
<tr>
<td>California Pizza Kitchen</td>
<td>George L. Johnson, President</td>
<td>Tel: 446-8000 Fax: 649-8005</td>
</tr>
<tr>
<td>Calvo Fisher &amp; Jacob LLP</td>
<td>Eduardo A. Calvo, Partner</td>
<td>Tel: 456-9000 Fax: 649-9403</td>
</tr>
</tbody>
</table>

As of August 2024
SPORTS EVENTS

Guam Long Ride/ Tour of Guam Cycling
January 19 | Hagåtña
This is a non-competitive touring ride through 12 of Guam's southern and central villages. Riders are treated to hospitality aid stations provided by the village Mayor's office and are given a commemorative souvenir Guam Village passport booklet. The Tour of Guam is Guam's most prestigious competitive cycling event. The event serves as the annual National Championship for Guam's cycling athletes and also serves as the signature competitive cycling event for age group racers from Guam and the CNMI. Two courses are featured for both races including the 105 km course and the 42km course.
Contact: Ben Ferguson | Phone: 646-9171
Email: BFerguson@picguam.com

Guam Governor's Cup Ladies Golf Tournament
January 30 – February 1 | Onward Talofalo Golf Club, Talofalo
A three-day tournament from January 30-February 1, 2014 comprised of a regular tournament with 75 JLPGA members on Island Fair 30 and 31 and a Pro-Amateur and JTBA Koncha Golf Tournament on Feb. 1.
Contact: Tak Takano | Phone: 727-8251
Email: tak.takano@dls.com

21st Annual Marianas Cup Beach Volleyball Festival
February 14 – March 2 | The Beach, Tumon
Marianas Cup Beach Volleyball Festival is the longest running and largest beach volleyball festival in the Micronesian region. The event features a pro exhibition and pro amateur event. Sanctioned by the world governing body FIVB, since 2006, the event also includes an 18 and under event and a 14 and under event to include pro teaching clinics. Pro players from Japan, Hawaii, and the United States attend the event each year to compete with over 300 players from Guam and Micronesia.
Contact: Jon Cramer | Phone: 727-4999
Email: jon.cramer@skydiveguam.com
Website: xterraguam.com

XTERRA Guam Championship
March 29 | Port Authority Beach, Piti
An exciting ‘endurance’ race on the beautiful island of Guam, the XTERRA Guam Championship is a ‘championship’ race, complete with a $15,000 pro prize purse and amateur slots to the World Championships held in Maui in late October. The XTERRA Guam Championship combines a 1.5km swim followed by a 34km mountain bike and finishes with a 8.2K trail run through jungle-rivers and waterfalls.
Contact: Eric Tydingco | Phone: 483-7773
Email: eric.tydingco@pivo24.com | Website: xterraguam.com

16th Annual Guam Rugby International Tournament “True Grit”
April 5-6 | Wettengel Rugby Field, Dededo
“True Grit” Rugby is a two day event held at the Wettengel Rugby Field in Dededo. 250 players will participate in a 10-a-side rugby tournament. All teams will participate by playing (5) 20-minute games over the duration of the weekend Tournament awards and a post tournament Fiesta all take place for participants to enjoy after the tourney!!
Contact: Peter Walls | Phone: 688-2048
Email: info@guamrugby.com

Guam Commons Cup Table Tennis Tournament
April 11-3 | University of Guam Fieldhouse
For the last few years, professional and local ping pong players have come together at the University of Guam Field House to compete in the Guam Commons Cup Table Tennis Tournament. The competition is usually held in April and various age division titles are up for grabs.
Contact: Hisamichi Hamamoto | Phone: 789-6800
Email: Hamamoto0405@gmail.com

GVB SIGNATURE EVENTS

Guam Ko’ko’ Kids Run
March 23 | Gov. Joseph Flores Memorial Park, Tumon
The Guam Ko’ko’ Kids Run is a fun-filled family event featuring a 0.6K, 1.6K and 3.3K Fun-Run for children ages 4-12 years old. All runners receive a t-shirt, finisher’s medal and a chance to win awesome prizes including Gold, Silver and Bronze Medals for the top three boys and girls in each division.
Contact: Kraig Camacho at kraig.camacho@visitguam.org
Email: info@guamkokoroadrace.com | Website: guamkokoroadrace.com

Guam International Marathon
April 13 | Gov. Joseph Flores Memorial Park, Tumon
The Guam Visitors Bureau along with the Pacific Islands Club and United Airlines, will host the Guam International Marathon (to include a half marathon, 10k and 5k) on Sunday, April 13, 2014. Get geared up and share with your family and friends. All races start and finish on Pale San Vitores Road in front of Gov. Joseph Flores Memorial Park (Ypao Beach), Tumon
3:00 am MARATHON START | 4:30 am HALF MARATHON START | 5:30 am 10K START | 5:15 am 5K START
Contact: Ben Ferguson | Phone: 646-9171
Email: BFerguson@picguam.com
Website: www.guaminternationalmarathon.com

27th Guam Micronesia Island Fair
April 25 - 27 | Gov. Joseph Flores Memorial Park, Tumon
Guam Micronesia Island Fair is the annual signature cultural event of the Guam Visitors Bureau, showcasing the vibrant cultures of Micronesia for over 25 years. Experience the best of Micronesia in one exciting weekend featuring master carvers, blacksmiths, traditional sailing experts, jewellers, weavers, dancers, musicians and chefs and see first hand customs that have been in place and perpetuated for the millennia.
Contact: Dee Hernandez | Phone: 646-5278/9
Email: dee.hernandez@visitguam.org

GUAM LIVE International Music Festival
June 7 | Paseo Stadium, Hagåtña
The first annual GUAM LIVE International Music Festival is an all-day music event showcasing top bands and artists from the US, Japan, Korea, Guam and more performing live in the heart of Hagåtña. It is destined to be the biggest music event in Guam’s history with thousands of local and international music lovers expected to attend.
Contact: Kraig Camacho | Phone: 646-5278/9
Email: kraig.camacho@visitguam.org

Guam BBQ Block Party
July 5 | Pleasure Island, Tumon
The Guam BBQ Block Party is the ultimate celebration of Guam’s authentic culinary traditions and Håfa Adai Spirit. Admission is free for this event that boasts delicious BBQ from Guam’s authentic culinary traditions and Håfa Adai Spirit.
Contact: Dee Hernandez | Phone: 646-5278/9
Email: dee.hernandez@visitguam.org

Guam Ko’ko’ Half Marathon & Ekiden Relay
October 19 | Gov. Joseph Flores Memorial Park, Tumon
The Guam Ko’ko’ Road Race is Guam’s elite half-marathon and ekiden relay, named after Guam’s territorial bird, the Guam rail or ko’ko’. Thousands of runners from Asia, the US and Guam enjoy the beautiful course which follows Guam’s picturesque waterforts route.
Contact: Kraig Camacho | kraig.camacho@visitguam.org
Email: info@guamkokoroadrace.com
Website: guamkokoroadrace.com

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Contact: Hisamichi Hamamoto | Phone: 789-6800
Email: Hamamoto0405@gmail.com
**ART & CULTURE EVENTS**

**Guam Art Exhibit (GAX)**
- **July 3 and Oct 2** | The Plaza, Tumon
  - GAX is a bi-annual art exhibit displayed in the heart of Tumon and featuring Guam's most talented up-and-coming artists.
  - Contact: Josh Agerstrand | Phone: 486-8550 | Email: joshdizzyinc@gmail.com

**Guam International Film Festival**
- **September 23**
  - The Guam International Film Festival (GIFF) is an annual event showcasing independent films from across the world. The mission of GIFF is to foster the growth of cultural identity and understanding through the art of filmmaking. GIFF aims to unify, celebrate and showcase to the region and the world, the collective experience through the universal medium of film.
  - Contact: Don Muna | Phone: 488-2468 | Website: guamfilmfestival.org

**SPORTS EVENTS**

### 36th Annual Smokin' Wheels Racing Weekend
- **April 11-13** | Yigo Raceway Park
  - 36th Annual Smokin' Wheels Racing Weekend will take place at the Guam International Raceway in Yigo. It will kick off Friday night at the Drag Strip and continue the next day with motor sports competitions including the 2nd Annual Hafadaze Auto Fiesta Car Show and Drag Racing Finals. Sunday caps off with the Smokin Wheels Off-Road Buggy Endurance, 6th Annual Smokin Grills BBQ Competition and Mud Drags. With non-stop action, awesome food, and racing, you won't want to miss this once a year motorsports festival!
  - Contact: Henry Simpson | Phone: 727-5382
  - Email: mtview@tls.net

### Lacoste Guam Futures 2014
- **May 26 - June 1** | Hilton Guam Resort & Spa Tennis Courts
  - The Guam Futures Tennis Tournament is part of the Japan Tennis Association's Futures Tournament schedule and will attract touring professional tennis players from around the world. A qualifying tournament will be held May 24 - 25 at the Hilton Guam Resort & Spa Tennis Courts.
  - Contact: Torgun Smith | Phone: 687-5483 | Email: torgun@tennisacademyguam.com

### Guam Marianas International Fishing Derby
- **August 9-10** | Paseo
  - The Guam Marianas International Fishing Derby is held in August with the 16th Annual Gupto Y Peskadot (Fisherman's Festival), the Marianas Underwater Fishing Federation's "10th Annual Marianas Spearfishing Challenge" and the Guam Organization of Saltwater Anglers "5th Annual Inshore Tournament." All events are open to the public and participation from visitors from other countries in the tournaments are welcomed!
  - Contact: John Calvo | Phone: 688-6400 | Email: jscalvoguam@gmail.com

### Junko Friendship Rubber Baseball Tournament
- **December 6 - 7** | Leo Palace Resort Baseball Field
  - A friendship tournament that features a competitive pool of athletes from Tokyo's Junko University in Japan against Guam's finest Major League teams. The tournament offers a unique experience for all athletes and visiting Japan teams as it uses a rubber baseball for greater trajectory and bounce when hit and fielded.
  - Contact: Kraig Camacho | Phone: 646-5278/9 | Email: kraig.camacho@visitguam.org

### Guam Events Calendar

**DATE** | **EVENT** | **LOCATION**
--- | --- | ---
**JANUARY**
Jan 19 | Guam Long Ride/Tour of Guam Cycling | Southern and Central Guam
Jan 26 | 6th Gupto Ganharianyan Pulan Chamorro | Fisherma's Co-op
| (Chamorro Lunar Calendar Festival) |  
Jan 30-Feb 1 | Guam Governors Cup Ladies Golf Tournament | Onward Talotofo Golf Club
**FEBRUARY**
Feb 14-Mar 2 | 22nd Annual Marianas Cup Beach Volleyball Festival | The Beach
**MARCH**
Mar 1-2 | Guam Discovery Day | Umatac by the Sea
Mar 22-23 | Coconut Festival Agana Heights | Agana Heights
Mar 23 | Guam Ko’ko’ Kids Run | Gov. Joseph Flores Memorial Park
Mar 29 | XTERRA Guam Championship | Port Authority Beach, Piti
Mar 28-30 | 2014 Gupto Chamorro / Crab Festival | Marzio
**APRIL**
Apr 5 | Back to Sumay Day | Sumay Naval Station
Apr 5-6 | 16th Annual Guam Rugby Intl Tournament “True Grit” | Wettenegal Rugby Field
Apr 11-13 | 36th Smokin' Wheels Racing Weekend | Yigo Race Track
Apr 11-13 | Banana Festival | Ipagan Beach Park
Apr 13 | Guam International Marathon | Gov. Joseph Flores Memorial Park
Apr 25-27 | 27th Guam Micronesia Island Fair | Gov. Joseph Flores Memorial Park
**MAY**
May 22-31 | 70th Liberation Day Carnival | Tyan
May 26-Jun 1 | Lacoste Guam Futures 2014 | Hilton Guam Resort & Spa
**JUNE**
June 1-30 | 70th Liberation Day Carnival (cont’d) | Tyan
June 7, 2014 | GUAM LIVE International Music Festival | Paseo
June 7-8 | 8th Annual Agat Mango Festival | Agat
**JULY**
July 1-22 | 70th Liberation Day Carnival (cont’d) | Tyan
July 5 | Guam BBQ Block Party | Pleasure Island
July 7 | Guam Art Exhibit (GAX) | The Plaza
July 21 | 70th Liberation Day Parade | Agana
**AUGUST**
Aug 9-10 | Guam Marianas International Fishing Derby | Paseo
**SEPTEMBER**
Sept. 12-14 | Donne’ Festival | Mangilao Mayor’s Office
Sept 23 | Guam International Film Festival (GIFF) | Agaña Center Stadium Theatres
**OCTOBER**
Oct 2 | Guam Art Exhibit (GAX) | The Plaza
Oct 19 | Guam Ko’ko’ Half Marathon & Ekiden Relay | Gov. Joseph Flores Memorial Park
**NOVEMBER**
Nov 29 | Japan Autumn Festival | Gov. Joseph Flores Memorial Park
**DECEMBER**
Dec 6-7 | Junko Friendship Rubber Baseball Tournament | Leo Palace Resort Baseball Field

*Event information subject to change.