

TA NA SIÑA

Together, We Can



Photo by: @trulymaddy
The best friendships are LEDGEndary

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Photo by: @camillionaire23
Just skating through life right now

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The HOT Bond

Photo by: @valleyofthelatteguam
A great start to the weekend!





Guam Visitors Bureau **ANNUAL REPORT 2020**

Buenas yan Håfa Adai!

At the start of this decade, many of us were optimistic about the future of tourism. Our arrivals achieved record-breaking numbers, and we were exploring other avenues for travel, such as the small cruise ship industry. However, we now face one of the biggest challenges in our lifetimes.

COVID-19 has challenged the tourism industry—not just here but throughout the world. It has grounded airplanes, shut down hotels, and altered the traveling experience. People are more cautious about where they go and who they see. And experts say it can take months to begin recovery.

But our future certainly isn't bleak. This year, Guam has been recognized as one of the "Destinations on the Rise for 2021" by National Geographic. Our culture and hospitality have also received national attention.

COVID-19 has brought a lot of uncertainty. But in that uncertainty, I also see an opportunity—an opportunity to transform our tourism industry to meet the needs of the future. And that must begin with us. It's easy for us to take for granted where we live—in paradise. I challenge all of us to rediscover the beauty of our island and appreciate what we have. Safely enjoy a day as a tourist and see firsthand what makes Guam a world-class destination.

Biba Guam Visitors Bureau!

Lou Leon Guerrero

Lourdes A. Leon Guerrero
Maga'hågan Guåhan
Governor of Guam

Joshua F. Tenorio

Joshua F. Tenorio
Sigundo Maga'låhen Guåhan
Lieutenant Governor of Guam





MESSAGE

Håfa Adai!

The face of tourism on Guam, a bedrock of our economy, has completely changed in 2020 as the impacts of COVID-19 are being felt across the globe. This pandemic has brought great uncertainty and true vulnerability into the lives of our families, friends and neighbors. Despite the prevailing challenges, the Guam Visitors Bureau has made significant accomplishments this year and has taken proactive steps toward tourism recovery and a more resilient industry that can effectively respond to the ever-shifting health and economic environment brought forth by this pandemic.

Guam finished FY2020 in welcoming 757,385 visitors. Through the start of the second quarter, we saw a 10.6% increase in tourists from Japan, and an 11.3% increase in tourists from Korea compared to last year. The month of January showed positive growth, with 157,479 visitors welcomed to Guam, a 6.8% increase compared to January 2019, marking the best January in our tourism history.



GVB has shown remarkable adaptability with their commitment to expand our digital presence. First quarter saw the launch of *Storyboards*, providing access to data on visitor arrivals and regional source market breakdowns more efficiently. Building upon this, GVB is also working on developing a more touchless-style travel experience, starting with digital customs and visitor arrival forms that people will be able to fill out on an app or at a kiosk. In addition, two major events entered the virtual space, the Travel Talks webinar series and the United Guam Marathon.

With tourism paused, the Bureau has continued to commit resources into developing Guam as a premier destination through infrastructure upgrades for roads and flooding, islandwide cleanups and addressing abandoned buildings in Tumon. Understanding that our economy is tied to our ecosystem, GVB and the Department of Agriculture collaborated to clean about 1.5 tons of the invasive macroalgae, *Chaetomorpha*, which smothers coral and marine life, blocking the sunlight coral needs to survive.

I commend the Guam Visitors Bureau for taking the lead in preparing Guam's COVID-19 tourism response to address safety protocols for visitors once Guam is ready to receive travelers safely. In addition to promoting the Guam COVID Alert App, GVB has collaborated with the World Travel & Tourism Council's Safe Travels program which aligns common standards to ensure the safety of our hospitality patrons, workforce and visitors.

We must continue to keep our community safe, to build the Guam brand, and to bring back our tourists safely and confidently. Our island has made sacrifices to get through the toughest of times and we will require creativity, hard work, dedication and flexibility from the government of Guam and our private sector as we move forward. I encourage all our tourism-related businesses to continue to engage with the government, and to work with GVB and our travel partners to make Guam a *safer* place to live, work and visit.

Si Yuòs Maåse'

Senator Therese M. Terlaje
Chairwoman, 35th Guam Legislature Committee on
Health, Tourism, Military Affairs and Senior Citizens

"Together, we can keep our community safe, build the Guam brand, and bring back our tourists safely and confidently."

MESSAGE



Håfa Adai!

Fiscal Year 2020 was a year faced with great changes and challenges to our number one industry. What started off as a year that was on a projected path to exceed the 1.6 million visitors welcomed in the previous fiscal year quickly deflated with the onset of the COVID-19 pandemic.

Despite the halt of a once-thriving economy, Guam remains resilient. The work to contain this virus and rebuild tourism is a longer journey than we would like, but just like the island's 4,000 year old CHamoru culture, we will overcome this obstacle to show the world the uniqueness of our existence.

Collaboration has been key to the forward movement of the Guam Visitors Bureau during this pandemic. Working with many different agencies, organizations, and partners, we are tapping into innovative ways to help local businesses and our community recover safely.

We will look to new pioneers of our tourism industry to usher in a new age with the technology and practices taught to us in 2020. I remain hopeful that with great minds on our island, Guam will endure and the mission to make our home a better place to live, work and visit continues. Our board remains committed to seeing this through for our past, present, and future generations.

Si Yu'os Ma'åse',

P. Sonny Ada
Chairman, GVB Board of Directors



#GUAM Island Pride Beautification Event

"Together, we can overcome this obstacle to show the world the uniqueness of our existence."

Board of **DIRECTORS**



Milton Morinaga
Vice Chairman



Theresa Arriola
Secretary



Samuel Shinohara
Treasurer



Joann Camacho



Flori-Anne
Dela Cruz



Stephen Gatewood



Mayor Robert
Hofmann



Brad Kloppenburg



Shun Matsumoto



Satoru Murata



Derrick Muna
Quinata



Paul Shimizu



MANAGEMENT'S

Discussion and Analysis

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



**HONORABLE
CARL T.C. GUTIERREZ**
President &
Chief Executive Officer

Optimism over Guam's record trending first quarter trajectory in visitor arrivals suddenly dissipated and then crumbled, under the weight of a protracted and still lingering COVID-19 pandemic. Total arrivals decreased 15% in February during the early stages of infection, but then plummeted 98% by March following international and local government quarantine restrictions.

The precipitous drop in visitor arrivals adversely impacted hotel occupancy taxes and the Tourism Attraction Fund, from which the Bureau's operating and capital budgets are derived. In anticipating the unknown duration of this pandemic, management took action to cut operating costs and shifted stewardship of resources toward containment of the pandemic and plans for recovery when the timing is appropriate.

Unlike SARS, which took Guam only five months in 2002 to return to pre-pandemic level of visitors, COVID-19 is a far different pandemic that has proven to be more devastating, triggering the deepest global economic recession in nearly a century. In the case of SARS, travel trade and institutional infrastructure were merely paused until travel demand picked up in a somewhat stable global economy. The COVID-19 impact, however, is much more profound because of the pandemic's widespread reach in disrupting economies; threatening or hurting the health and well-being of communities; and causing bankruptcies across all economic sectors. Compared to 2019, for instance, the \$1.3 trillion estimated loss in tourism receipts was more than 11 times the economic loss from the global crisis ten years ago. The result has been and continues to be a diminished global travel demand.

Guam's tourism recovery is impacted by the market environment and the pandemic containment at home and in our key markets of Japan, South Korea, and Taiwan. Air service is also an issue. However, capacity and frequency issues will be responsive to the travel demand generated.



DR. GERALD "GERRY" PEREZ
Vice President

MANAGEMENT CONTACT

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Market Environment

Tourism is an industry built on the volume driven marketing and distribution of diverse niche markets. This aggregation of consumers, often traveling in a group and enclosed environments, where island friendly hospitality and close personal contacts are ubiquitous, was a successful tourism model that well served the island for decades. These attributes, however, are the **antithesis** of COVID-19 health safety and hygiene protocols, fundamentally disrupting the scale, configuration, and consumer demand of the industry's entire value chain. Lingering unemployment from the deep global recession is another factor exacerbating an already difficult recovery climate in the island's source markets.

Pandemic Containment

Guam confronted the initial pandemic outbreak aggressively, and good progress was made in its containment by early summer. Relaxation of COVID-19 protocols prompted discussions on reopening tourism to Japan, South Korea, and Taiwan visitors using the operational concept of quarantine corridors or "travel bubbles." This dialogue with industry and government officials, however, was promptly halted in the light of "second wave" infections that proved to be an impediment to the industry's recovery at the end of FY2020.

MARKETING

Tourism numbers in early FY2020 started off on a great note, regularly outperforming previous years. As Guam rang in the new year, arrivals were up 8%, visitor counts from both South Korea and Japan were on the rise, and our events were achieving record attendance. GVB was set to have yet another record-breaking year.

However, in early February, the world began to feel the tangible effects of the novel coronavirus (COVID-19). GVB observed a 15% decrease in arrivals, and out of an abundance of caution, marketing plans were re-evaluated, modified, and where possible, reduced to shore up for what we thought would be a virus that would affect tourism for only a few months.

When it reached our shores in mid-March, the Bureau's COVID-19 Task Force was well underway to ensure that the tourism industry was up-to-date on the latest news. What was initially believed to be a small blip in Guam's arrivals turned into a global pandemic. Travel nearly came to a complete halt, as destinations across the world enforced quarantine measures and travel advisories. By late-April, Guam's arrivals had nosedived to an extraordinary -99% and GVB's budgets had been slashed.

Concerned for our island and its people, the marketing department hunkered down and prepared for the eventual return to tourism. We began once again morphing marketing plans into recovery plans and minimizing spending on social media to save for a bigger push in the future.

By the end of the fiscal year, with no vaccine in sight and travel still at a minimum, the future of global tourism has yet to be defined. The marketing department stands by to deploy creative plans and help boost the island economy when Guam and its people are ready. Over the next few pages, you will see the marketing department's accomplishments and adaptive responses during the unprecedented highs and lows of FY2020.



Photo by: @poly.rev

RESEARCH

As Guam's tourism industry continues to change, research has become a more essential component in the decision-making process for our island leaders. The rise of the secondary Korean market coupled with the genesis of low-cost carriers (LCCs) has diversified our visitor profiles considerably. It is the responsibility of the GVB Research Department to work with other entities to collect, analyze, and evaluate pertinent data on the visitor industry in order to provide and disseminate comprehensive statistics for the benefit of our island.

In the more than twenty years since its creation, the GVB Research Department has consistently implemented the core objectives outlined in its enabling legislation by producing over 300 statistical reports, conducting and issuing information for more than 456 exit surveys analyzing responses of visitors from our major markets, producing reports on the visitor industry labor market, and analyzing data obtained from the arrival forms filled out by visitors.

DESTINATION DEVELOPMENT

Destination Development focuses on improving tourism infrastructure, safety and satisfaction. Over the years, the Bureau has taken on an increased role in the upkeep of Guam's main tourist corridor, San Vitores Road.

In FY2020, the Bureau oversaw the maintenance of major tourist infrastructures to include San Vitores Road, Tumon and Hagåtña Bays, Island Roadways, Tumon Bus Shelters, Sidewalks and Tree Mitigation. To guarantee quality standards, GVB contracts a Quality Assurance Manager, as well as an Architectural and Engineer Consultant to oversee Capital Improvement Projects, to ensure the protection of GVB's investment and to uphold a close relationship with GovGuam entities and the private sector to address and resolve issues.



OUTLOOK

The outlook for visitor arrivals in 2021 and beyond remains uncertain at a time when the survival of businesses remain at risk.

Domestic tourism has been leading the recovery in larger and more populated countries. However, Guam is several years away from the number of pre-COVID-19 visitors because of the island's small population and a tourism industry that is tethered to the east Asian market.

Major tourism trade and aviation organizations like the World Travel and Tourism Council (WTTC), United Nations World Tourism Organization (UNWTO), International Civil Aviation Organization (ICAO), and International Air Transport Association (IATA) share the common sentiment of a recovery to pre-COVID-19 levels not before 2024 at the earliest. Travel experts in a UNWTO survey were cautious in their outlook, the majority of whom do not expect a return to pre-pandemic levels before 2023. Consulting company McKinsey is projecting 70% of 2019 international visitors in 2023. The Pacific Asia Travel Association is forecasting a "mid-range" estimate of three-quarters the 2019 volume of international visitors in 2023, or a "severe scenario" of less than half the 2019 volume.

Besides structural and macroeconomic factors, cross country restrictions and consumer safety concerns are expected to determine the pace and degree of Guam's tourism recovery.

Managing the second pandemic spike proved to be very difficult toward the end of FY2020, and harsher public health restrictions were instituted. Although unpopular, this policy resulted in much improvement on the containment of COVID-19 by early December.

Visitor Arrival Projections

Forecasting the number of visitors for FY2021 is difficult at best and is dependent on how well Japan, South Korea, and Taiwan manage the COVID-19 problem. In the current environment, 83,000 visitors was estimated for FY2021. However, this estimate can be revised upward +25% with sufficient control of the virus and a more practical visitor sensitive protocol policy for the island. This increase can be supported by the number of scheduled airline seats to the island. A practical protocol policy to manage travel-related risk reduction measures, testing, contact tracing and vaccinations can be used to convey the promise of a safe destination experience.

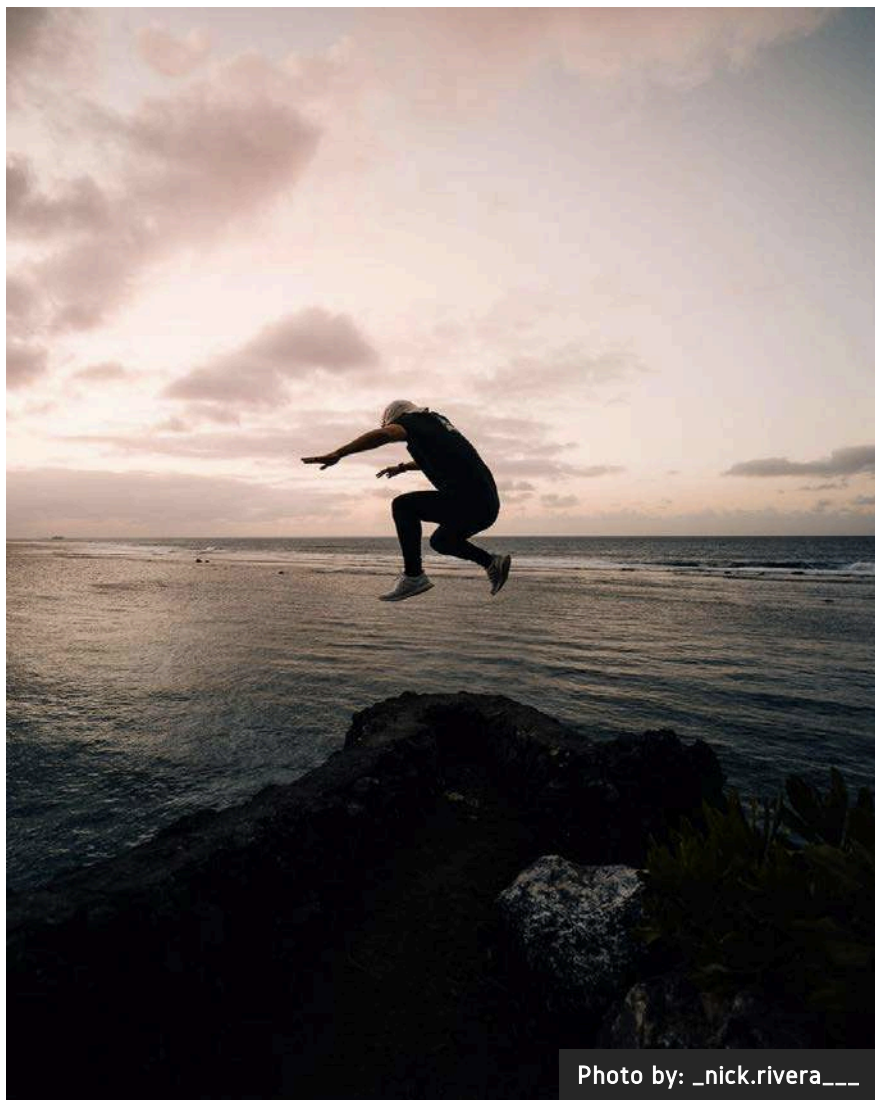


Photo by: [_nick.rivera_](#)



Photo by: [@guamfeddiver](#)

This message would appeal to pent-up demand; initially among younger and less risk averse travelers, followed by the broader market.

Based on scheduled airlift and actual loads for the first four months of the year, the estimated number of visitors to the island in this scenario could possibly reach 105,600 or more.

Organizational CHART



Carl T.C. Gutierrez
President & CEO



Gerry S.A. Perez
Vice President

Finance & Administration Department



Josephine Villanueva
Director of Finance & Administration

Research Department



Nico A.C. Fujikawa
Director of Tourism Research

Marketing Department



Nadine Leon Guerrero
Director of Global Marketing

Destination Development Department



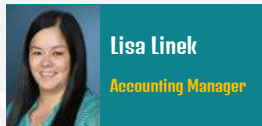
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Executive Secretary



Joshua Tyquingco
Communications Coordinator/Spokesperson



AJ Rosario
Web & IT Coordinator



Lisa Linek
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Maria Christine Lizama
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Messenger



Juanita Sablan
Accounting Technician



VACANT
Administrative Assistant - Finance & Administration



Mariane Dela Cruz
Accounting Technician



VACANT
Receptionist



Sydney Rae Leon Guerrero
Senior Tourism Research Analyst



Brayan Sinsiman
Tourism Research Analyst



Celia Dydasco
Tourism Research Assistant



Derrick Camacho
Tourism Research Associate



Elaine Pangelinan
Marketing Manager - Taiwan & Hong Kong



Gabryel Franquez
Marketing Manager - China



Regina Nedlic
Marketing Manager - Japan



Russell Ocampo
Marketing Manager - Japan



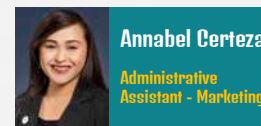
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Marketing Manager - Korea



Mark Manglona
Marketing Manager - Pacific/North America



Sharlene Guerrero
Marketing Manager - Philippines/New Markets



Annabel Certeza
Administrative Assistant - Marketing



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Nicole Benavente
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Mai Perez
Marketing Coordinator - Japan



Maria San Nicolas
Marketing Coordinator - Korea



Breeana Garrido
Marketing Coordinator - Pacific/North America



Karida Brennan
Marketing Coordinator - Philippines/New Markets



Dee Hernandez
Cultural Heritage Officer



VACANT
Special Projects Officer



Nakisha Garrido
Tourism Industry Relations Officer



Kraig Camacho
Community Development Officer



Miranda Muñoz
Administrative Assistant - Destination Development

DESTINATION DEVELOPMENT

Collaborating with public and private institutions impacting the social, economic, and environmental dimensions of tourism is a major responsibility of Destination Development and Management. The central goal of this department is delivering and exceeding the unique visitor experience promised in the marketing message conveyed to potential visitors. And this goal is achieved by showcasing our cultural heritage, organizing exciting world class events, and good stewardship of key infrastructure facilities that add value to the visitor experience and contribute to the safety and security of visitors and residents alike.

*"Alone we can do so little;
together, we can do so much."
- Helen Keller*



Photo by: @valleyofthelatteguam



Destination Development

SPORTS AND EVENTS

The COVID-19 pandemic has had a gutting effect on the event industry in 2020, and the economic impact has been significant to Guam's thriving sports tourism sector.

The infectious worldwide spread of COVID-19 imposed several unprecedented challenges throughout 2020. Enforcement of travel bans, airline shutdowns, port closures, mandatory quarantines, and stringent containment measures brought tourism to an abrupt halt.

OTHER NOTABLE 2020 EVENT CANCELLATIONS

Guam Ko'ko' Kids Fest	March 22, 2020
Smokin' Wheels	April 11-12, 2020
Guam Micronesia Island Fair	May 1-3, 2020
Guam BBQ Block Party	July 11, 2020
Electric Island Festival	June 20, 2020
Tour of Guam	December 13, 2020

2020 Olympics

Due to the one-year postponement of Japan's hosting of the 2020 Olympic games, the Bureau will now have its sights on implementing its strategy to intercept travelers converging to Japan for the rescheduled games scheduled next summer 2021. The Bureau remains hopeful that the island will benefit considerably as a viable short-stay transitional hub destination during the games.

United Guam Marathon (UGM)

The United Guam Marathon, Guam's premier running event with only weeks away from its event date eventually succumbed to COVID-19 restrictions resulting in the cancellation of the April 6th expo and April 7th run event.

Fielding over 3,000 international runners primarily from Japan and Korea, marathon organizers managed to



Photo by: @zenturtle

transform the event into an online virtual run engaging its local and international runners during peak isolation periods.

The 2020 event registration data revealed a reported loss of roughly \$5.4 million in visitor stimulus spend not captured as a result of the cancellation.

Looking ahead, all 2020 UGM registrants can look forward to transferring their original entree on to the next scheduled event when that is determined.

Event Sponsorship/NPO Grant Support

Prior to COVID-19, the development and enhancement of local sporting and recreational events supported by the Bureau have proved to be value added in luring thousands of visitors to engage in sporting events and cultural events unique to Guam (i.e. United Guam Marathon, Guam Micronesia Island Fair, and Guam BBQ Block Party).

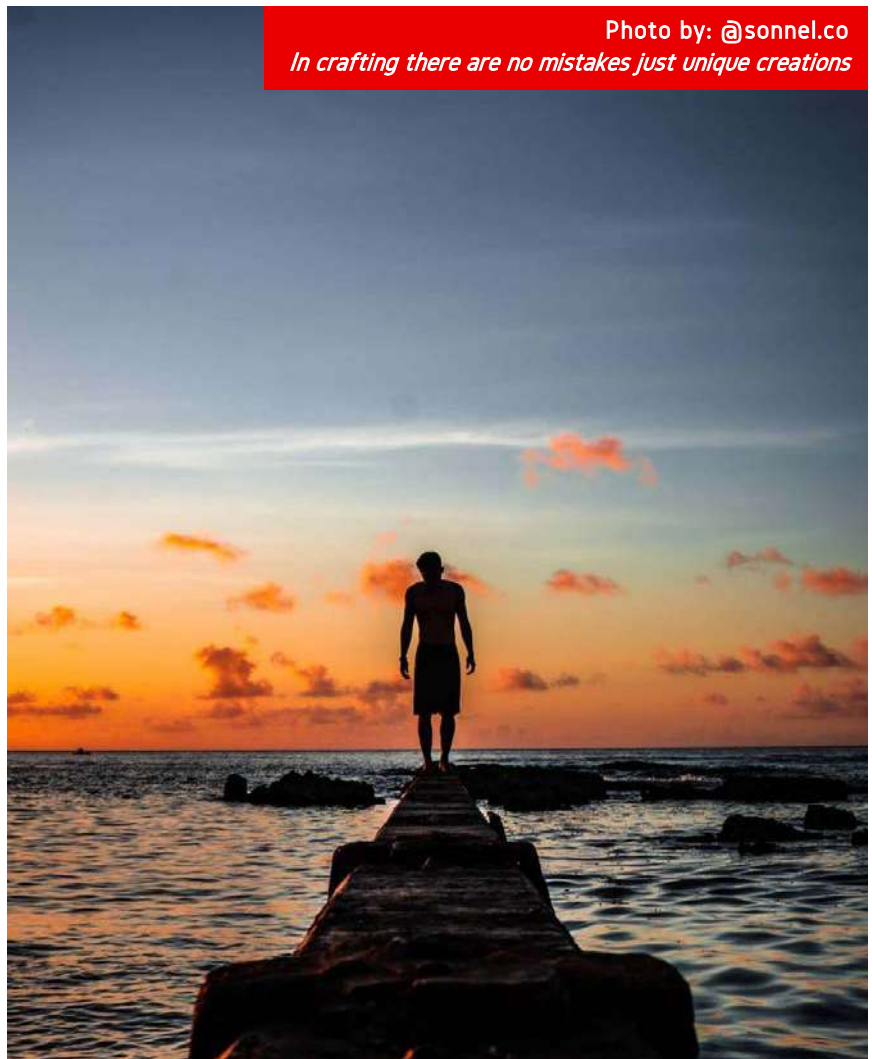


Photo by: @sonnel.co
In crafting there are no mistakes just unique creations

Photo by: @jaden_estrellado



Although priorities have been set to assist in the containment of COVID-19 for most of 2020, the Bureau continued to work diligently to upgrade event offerings to include and ensure better hygiene safety protocols and best practices when traveling and engaging socially on Guam.

The Bureau remains optimistic in future opportunities to revive local event sponsorship support along with non-profit grant support, which will be vital to Guam's tourism recovery efforts.

CULTURAL HERITAGE DIVISION

The Cultural Heritage division is comprised of Branding and Community Outreach and is tasked with the responsibility to provide the Bureau's promotional efforts, both locally and abroad, with a strong representation of Guam's culture; promote and support (or facilitate) the revitalization and display of Guam's heritage, cultural values and natural history.

During the first half of the fiscal year prior to Governor Lou Leon Guerrero signing Executive Order No. 2020-03, Declaring a State of Emergency for Guam in response to the novel coronavirus (COVID-19) on March 14, 2020, GVB offered opportunities for on island projects that are coordinated by other organizations or government agencies by awarding grant/sponsorship money related to promoting and perpetuating the CHamoru Culture.

SUPPORTED ORGANIZATIONS AND EVENTS

- Capuchin Franciscan Friars: *Christmas Village*
- Chamorro Hands in Education Links Unity: *CHamoru Cultural Festival*
- Chamorro Optimist Club of San Diego Annual Gala
- DFS Guam: *CHamoru Month*
- DFS Guam: *Holiday Cultural Festival*
- GDOE Chamorro Studies: *CHamoru Month*
- Guam Women's Chamber of Commerce: *Fanachu Famalao'an*
- Guma Imahe Cultural Event
- Irensia Dance Troupe Cultural Event
- Japan Club of Guam: *Japan Festival*
- Merizo Municipal Planning Council: *Gupot Chamorro/Crab Festival*
- Mr. Guam
- Rosanna Perez Barcinas: *Visualizing History*
- Sinajana Municipal Planning Council
- Soroptimist: *Earrings for Erica Annual Event*
- St. Francis Catholic School: *CHamoru Food Fest*
- Talofofo Mayor's Office: *Banana Festival*
- Umatac Municipal Planning Council: *Guam History and Chamorro Heritage*
- Western Pacific Islands Association of Fire Chiefs

By March 2020, most cultural activities on and off island were indefinitely closed and in-person exhibitions, events, and performances were cancelled or postponed. In response, there were intensive efforts to provide alternative or additional services through digital platforms, to maintain essential activities with minimal resources, and to document the events themselves.

The coronavirus situation has had a significant impact on Guam's visitor industry and across Guam's economy. The visitor industry has been and will continue to be the primary driver of Guam's economy, as it directly and indirectly accounts for 60% of the island's total revenues and more than 21,000 jobs on Guam. Local businesses continue to face new issues due to the coronavirus. It is important that GVB continues to be the link in providing the latest information from industry experts to assist businesses navigate through these difficult times and have the support to make the right decisions.





Photo by: @valleyofthelatteguam
There is absolutely nothing more important than family

As Guam navigates during this challenging time, industry and people's history, GVB has the opportunity to refocus to support its local and international audiences with the recovery campaign such as the "Give Us A Moment", "Give Us A Moment, Together" and "Get Up And Move" videos by showing its care and support, highlighting Guam's unique brand and informing the community on how to remain top of mind for when Guam is ready to welcome visitors once again.



The outreach efforts in support of the Guam COVID Alert team were to raise awareness and encourage downloads of the mobile app to reach the 60% benchmark of smartphone users on island. In partnership with Department of Public Health and Social Services, a Download@thon was broadcasted live on September 26, 2020 to encourage positive community participation to mitigate the spread of COVID-19.

GVB developed a free downloadable COVID-19 signage toolkit for industry partners to utilize. The toolkit was developed to create a unified voice amongst the tourism industry in times of crisis. The COVID-19 signs are available for download in the Signage Toolkit tab in the Resources section at [guamvisitorsbureau.com](https://www.guamvisitorsbureau.com). Special thanks to the Guam International Airport Authority for making the safety signs available for use island wide.

<https://www.guamvisitorsbureau.com/resources/covid-19/signage-toolkit>



DESTINATION MANAGEMENT

The objective of the Guam Visitors Bureau Destination Management Committee (DMC) is to identify projects and programs that will enhance Guam's visitor experience and improve the quality of life for island residents. While capital improvements are necessary to reinvigorate our product, consistent and effective maintenance is just as important in keeping a safe and positive image of Guam.

GVB's request for Capital Improvement Projects was granted in FY2020 to address the ongoing flooding issues along San Vitores Road.

DMC focuses on improving tourism infrastructure, safety and satisfaction. Over the years, the Bureau has taken on an increased role in the upkeep of Guam's main tourist corridor, San Vitores Road. In FY2020, GVB oversaw the maintenance of major tourist infrastructure to include San Vitores Road, Tumon and Hagåtña Bays, Island Roadways, Tumon Bus Shelters, Sidewalks and Tree Mitigation. To guarantee quality standards, GVB contracts a Quality Assurance Manager to ensure the protection of GVB's investment and to uphold a close relationship with GovGuam entities and the private sector to address and resolve issues, as well as an Architectural and Engineer Consultant to oversee Capital Improvement Projects.

Beach Cleaning Maintenance

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



Contract Administration and Inspection Services

The success of GVB contracts relies on a Quality Assurance Manager to make certain that the scope of work is kept to standard. It includes overall infrastructure inspection and coordination with GovGuam agencies to ensure safety issues are addressed in a timely manner.

Design Build Services for Median Uplighting

Design and installation of accent lighting and uplighting in planter medians along San Vitores Road. This effort also provides GVB the ability to change the lights to coincide with the holiday seasons. This project replaced the existing lighting system and upgraded wiring, switches, grounding, feeders, and boxes.



Holiday Illumination

The annual holiday illumination Christmas village is one of GVB's most successful attractions in the heart of Tumon. It offers memorable photo-ops for thousands of visitors and the local community.

Insurance Claims

GVB, with assistance from the Guam Police Department, collects police reports for accidents occurring along Pale San Vitores Road that damage GVB infrastructure (i.e., landscape and hardscape). If a police report is available, GVB files a claim against the insurance to recoup costs for repairs.

Island Road Maintenance

Maintenance of Rt. 1 (Dededo Flea Market to Naval Station), Rt. 2A and 2 (Naval Station to Cetti Bay), Rt. 16 (Rt. 1 to Harmon McDonald's), Rt. 4 (Rt. 1-Chalan Laman, Inarajan) and Rt. 34 (Two Lovers Point). Scope of work includes trash collection, grass cutting, scraping, edging and trimming.

Planning & Architectural - Engineering Services

The A & E consultant possesses technical expertise and management capabilities to oversee Capital Improvement Projects meant to encourage more investment into the tourist district and to spur additional economic activity for the benefit of the people of Guam.



Photo by: @__r.y.d.e.r__



Sidewalk Cleaning

The cleaning (water blasting and the application of an anti-mold solution) of sidewalks and concrete furniture along San Vitores Road was completed. Area was from the Archbishop Flores Rotunda to the Lotte Hotel, including JFK Road and Santos Hill (Westin Hill).



Stormwater Management System Maintenance – Phase I: Culvert Cleaning

The complete reconstruction of San Vitores Road began in 1996 through 2000 as part of the Tumon Bay Infrastructure and Beautification Project (TBIB), a special bond-funded capital improvement. Phase I of this capital improvement project included the removal of hardened sediment in the culvert systems and flushing of the storm drains.

**Stormwater Management System
Maintenance – Phase II: Fujita Ponding Basin**
Maintenance includes dewatering measures, the desilting of Fujita Ponding Basin, construction survey and staking, installation and maintenance of erosion controls, monitoring and protective measures required for the protection of the resident moorhens.

Tumon Bus Shelters

Maintenance of 12 total bus shelters at GVB, PIC, across PIC, Fountain Plaza, across Hyatt, Pacific Bay/Churrasco, Westin, Kracked Egg, Pacific Place, Holiday Resort, SandCastle and Lotte Hotel. Scope of work includes wiping down the shelters and keeping the structures graffiti-free.

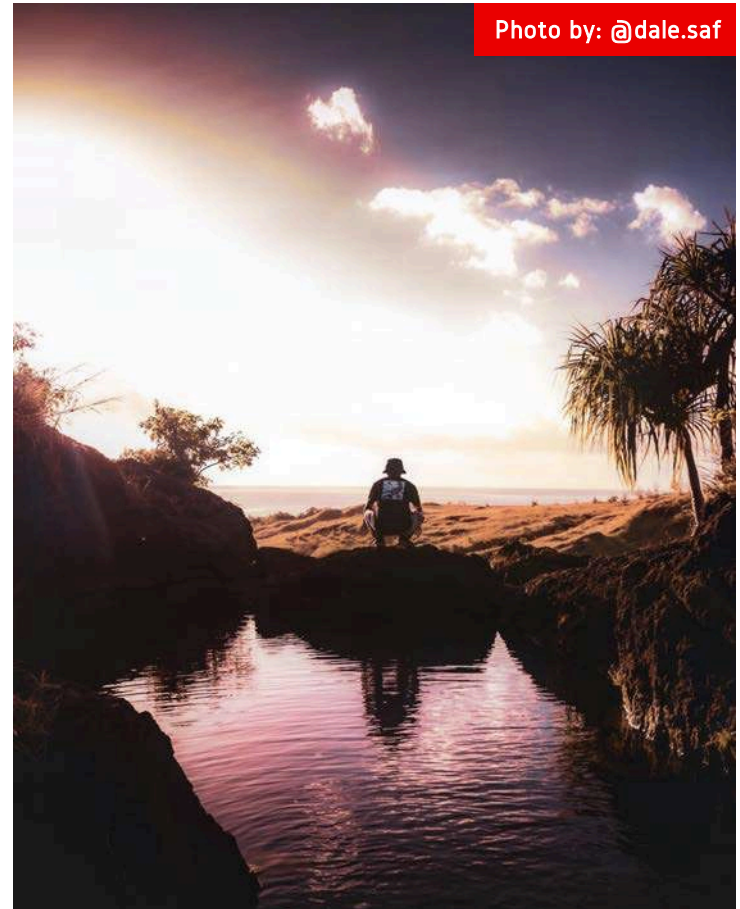


Photo by: @dale.saf



Photo by: @megu0607

Tumon Landscape Maintenance

Maintenance of Pale San Vitores Road from Archbishop Flores Rotunda to Lotte Hotel, including JFK and Westin hills. Scope of work includes tree and shrub trimming, grass cutting, sweeping/blowing of sidewalks, and trash collection (including bus shelter trash collection).

Tree Mitigation

Proper pruning of trees along San Vitores Road to manage tree health, provide clearance, improve tree structure, and reduce the risk of branch failure. This includes the removal of trees that are dead, declining in health, decaying, or have roots that pose a serious threat to infrastructure.

TOURISM INDUSTRY RELATIONS

The Guam Visitors Bureau has a vested interest in ensuring a safe and satisfying experience for our visitors. Visitor Safety & Satisfaction projects are aimed at improving conditions affecting the tourism industry and visitor experiences of our island.

In 2014, the **Visitor Safety Officer Program (VSO)**, which serves as a team of concierges, tour guides, security officers, and beach safety officers was created to be able to respond to safety and security incidents and provide basic visitor information for our visitors. In FY2016, beach safety was added with a lifeguard tower set up in north Tumon Bay, along with a roving patrol between Ypao and Matapang beach to deter littering,

VISITOR SAFETY OFFICER REPORT

DESCRIPTION	TOTAL
Traffic Assistance	8,066
Giving Directions	2,685
Taking Photos	3,071
Community Feedback	2,496
Security Services	7,521
Automotive Assistance	92
Water Related Services	12
Injury Assistance	11
COVID-19 Advisory & Assistance	12,128

public intoxication, and loitering. This program aims to support the Guam Police Department and Department of Parks and Recreation services.

In the face of the COVID-19 pandemic and the loss of visitors in early 2020, the VSO program quickly adapted to serve the community in protecting the parks and beaches of Tumon.

In FY2020, the VSOs documented over 12,000 reports of assisting residents with COVID-19 advisories on social distancing and use of public parks and beaches.

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

To assist in industry readiness, GVB held **Visitor Industry Briefings**. The first briefing was done in partnership with the Department of Public Health & Social Services on February 18, 2020. The briefing afforded tourism industry stakeholders the opportunity to learn about the latest information on the novel coronavirus as well as the protective measures implemented by the Government of Guam.



As the island came through a full month of the COVID-19 pandemic, GVB hosted a digital briefing event on May 1, 2020 to provide pertinent information to its members and tourism industry stakeholders as to how they can obtain the necessary support they need to survive the crisis.

GVB hosted the event with other key membership-based organizations, the Guam Hotel and Restaurant Association and the Guam Chamber of Commerce, to provide helpful information to members, stakeholders and the media. The guest speaker for the event was Director David Dell’Isola from the Guam Department of Labor who provided insights on pandemic unemployment assistance.

On Saturday, August 1, 2020, the Islandwide Beautification Task Force (IBTF), chaired by the Lieutenant Governor Josh Tenorio, in collaboration with the Guam Visitors Bureau, hosted the **Give Us A Moment #GUAM Island Pride Beautification Event**. The cleanup received overwhelming support from more than 1,000 volunteers representing all three branches of government, the private sector, and non-profit organizations.

Despite being postponed from its original date of June 27, many proceeded with their cleanup assignments and collected a total of 2.27 tons of trash, as recorded by the Guam Solid Waste Authority (GSWA). After the August 1 cleanup, GSWA recorded an additional 9.07 tons, totaling 11.34 tons. Items included general waste, 200 tires, white goods, and metals.



In addition to the #GUAM Cleanup, GVB and the Department of Agriculture hosted an algae cleanup in Tumon Bay. Volunteers collected approximately 1.5 tons of the invasive macroalgae known as Chaetomorpha, which harms the ecosystem as it smothers coral and marine life, blocking sunlight for coral to thrive.



MARKETING DEPARTMENT

The Marketing Department is responsible for aggregating a coherent set of messages that are segmented to generate volume, maximize yield, encourage diversification, and promote local business opportunities. Social media, communication with government officials, collaboration with industry stakeholders, and participation at trade events are the vehicles used to promote Guam as a superior alternative to the competition. And the adhesive, or brand identity, used to bring market operators, sales distribution channels, and consumers together are the differentiated attributes that make Guam stand out as a desirable travel destination.

*"If everyone is moving forward together, then success takes care of itself."
- Henry Ford*



Photo by: @guamingo
The challenging hike is like our life

AT A GLANCE

8

Trade Shows
& Conventions



8

Seminars &
Workshops

1

Cooperative
Project

231

Sales Calls &
Meetings

1

Online
Promotion

1

Trade Trade
Fair Tour

\$1M

1

Media
Fair Tour

Total Media Exposure

Traditional \$928,806

Online \$161,631

FY2020

324,574

TOTAL ARRIVALS

51% decrease

from FY2019

(664,784 TOTAL ARRIVALS)

JAPAN MARKET

Photo by: @fugitmag358guam



JAPAN

SMART GOALS

1. Welcome 690,000 Japanese visitors to include family, young generation, office ladies, MICE/Group, school trips and wedding target markets (+3.83% vs FY2019 estimation)
 - Package: 402,000 (+8.2% vs FY2019), Groups (School & MICE): 80,400 (+8.5% vs FY2019)
Airlines: 100,740 (+6.8% vs FY2019), OTAs: 126,960 (+5.5%)
2. Increase current air seat capacity by targeting the introduction of new flights, regular and charter, directly servicing Guam from Japan. Capacity target: 896,725 (+4.0% vs FY2019)
3. Maintain additional capacity and target 600 – 700 charter flights. FY2019 results: 812 flights. Capacity-wise: over 158,000 seats (more than 1% vs FY2019)
4. Grow Japan outbound travel market share; target is above 3.2%. JATA Outbound target in 2020: 20 million
5. Increase visitor spend to \$590.00+
6. Work closely with core business partners like JGTC and JGTA
7. Increase direct business opportunities with airlines and online travel agents (OTAs)
8. Shift aggressive advertising efforts to online and social networking services to achieve increased brand awareness amongst target market segments
9. Effectively grow social networking services presence by increasing the number of followers and engagement ratio

Photo by: @ayako_guamlife



JAPAN

HIGHLIGHTS

- In FY2019, the Guam Visitors Bureau highlighted a growth of over 860,000 seats to Guam from key gateways in Japan. Charter and regular scheduled flights contributed to the increase as aggressive air service incentive programs. GVB closed out FY2019 at a positive 20%.
- GVB tracked a positive trend from October 2019 to February 2020. Total arrival numbers increased to 302,807; a 9.1% increase year-over-year (YoY) compared to FY2019. However, due to the impact of the COVID-19 global pandemic, there was a sharp decline in visitor arrivals for the remaining months of March to September.
- Key airline and travel trade partners were negatively impacted with the suspension of air service and the sale of travel packages. Rising government travel restrictions initiated by Guam and Japan hindered the momentum of the recovery efforts.
- GVB prioritized aggressive plans with the continuance of incentive campaigns, advertising and PR programs, FAM tours, and air service development.
- With the Bureau's efforts shifted to online and social networking services, our overseas representative office developed various campaigns such as the "Go! Guam Go!" and the "A-Z Campaign in Guam!".



JATA Tourism Expo Japan in Osaka, Japan
October 24-27, 2019



JATA Young Overseas Travel Project
November 20-24, 2019



JATA Tour Expo Japan (TEJ) 2019

Guam participated in TEJ 2019 in Osaka from October 24-27, 2019. The Japan Association of Travel Agents (JATA) hosted a record 1,475 exhibitors from 100 regions in 2019 and welcomed more than 151,099 visitors. The expo allowed for B2B meetings and live performances by the Guam Chamorro Dance Academy (GCDA) on the main stage. Meetings with major airlines were scheduled to discuss FY2020 plans and to increase air seat capacity out of Japan. Guam delegates met with executives from JTB and HIS, the largest contributors to Guam's visitor arrivals from Japan.

JATA Young Overseas Travel Project

JATA launched its new project targeting the Generation Z segment of first-time travelers. Participants were selected across Japan for the first ever JATA Young Overseas Travel Project to Guam on November 20-24, 2019. JATA selected 14 countries to participate and worked closely with Japan's young people to develop a global mindset and build cultural understanding. The 36 participants experienced a carefully curated G-U-A-M itinerary, which resulted in 48 Facebook followers and 1,427 Instagram posts.

JAPAN

A to Z in Guam!

A to Z in Guam! was created to appeal to young females, families, couples, and joshi-tabi (Girl Travel) target segments. The campaign's website (atoz.visitguam.jp) consisted of unique site functionality, featuring an interactive map, activities search, #hashtag search functions, and a photo generator application allowing consumers to upload their own photos with the A to Z in Guam campaign graphics and share on social media. The website featured links to GVB travel trade partners in Japan to encourage consumers to book a travel package. The A to Z campaign was featured in the Japanese advertising journal, "ADSELECT MONTHLY" in July 2020 for outstanding creative campaign design.

#GiveUsAMoment Campaign

In response to the increasing challenges of the COVID-19 pandemic, GVB created the #GiveUsAMoment campaign to keep the island top-of-mind among travelers, maintain brand awareness, and provide inspiration through Guam's natural beauty and culture. The campaign ran from April 26, 2020 – September 30, 2020, and digital assets were disseminated to all of Guam's SNS channels in Japan. GVB increased engagement with followers through user-generated content (UGC), contests and "Photo of the Day" promotions, resulting in 81,184 likes, 1,517 comments, 1,219 shares and the reach of 1,559,320 viewers.

Guam Information on SNS Channels

With immigration policies in both Guam and Japan constantly evolving in response to COVID-19, GVB promoted and rehashed travel trade partners' promotions through all SNS channels and provided updates on the GVB Japan homepage on the measures that Guam's partners were taking to provide effective health and safety policies.

Weekly Guam Blog

In September, GVB created the Weekly Guam Blog (weekly.visitguam.jp), which provides three weekly articles on the latest local news and travel insights, attracting about 4,268 readers per month. In addition, weekly articles are also distributed through GVB's SNS sites, reaching 2,473,196 social media accounts year to date.



KOREA MARKET

AT A GLANCE

1
*Trade Show
& Convention*



8
*Seminars &
Workshops*

47
*Cooperative
Projects*

3
*Media
Fam Tours*

44
*Online
Promotions*

\$65.7M

Total Media Exposure

Traditional \$50,631,865

Online \$15,103,713

FY2020

325,109

TOTAL ARRIVALS

55.7% decrease

from FY2019

(734,339 TOTAL ARRIVALS)

Photo by: @rihyan_guam
Happy Thanksgiving Day

KOREA

SMART GOALS

1. Maintain Korean arrivals at 750,000 pax
2. Co-op with travel agents
3. Co-op with media
4. Conduct overseas promotions
5. Co-op with online travel agents
6. Develop education tourism
7. Grow sports tourism
8. Grow MICE business
9. Conduct market research
10. Promote Guam signature events
11. Promote CHamoru culture/history, local food, and made-in-Guam products
12. Work with small/niche travel agents
13. Grow presence and engagement on Korean social networking sites
14. Elevate Guam's consumer appeal by partnering with influential brands

HIGHLIGHTS

- Guam welcomed Jeju Air charter service from Muan, South Korea
- The Bureau extended the GVB Korea Roadshow from three to four cities
- GVB conducted the Shop Guam Ambassador Familiarization Tour
- GVB executed the Air Seoul Media Familiarization Tour
- The Bureau organized the Canon x GVB Digital Influencer Tour
- GVB hosted the Volvik Golf Wear Promotional Shooting



Award Earned from Jeju Air

BEST DESTINATION
MARKETING ORGANIZATION
JANUARY 22, 2020

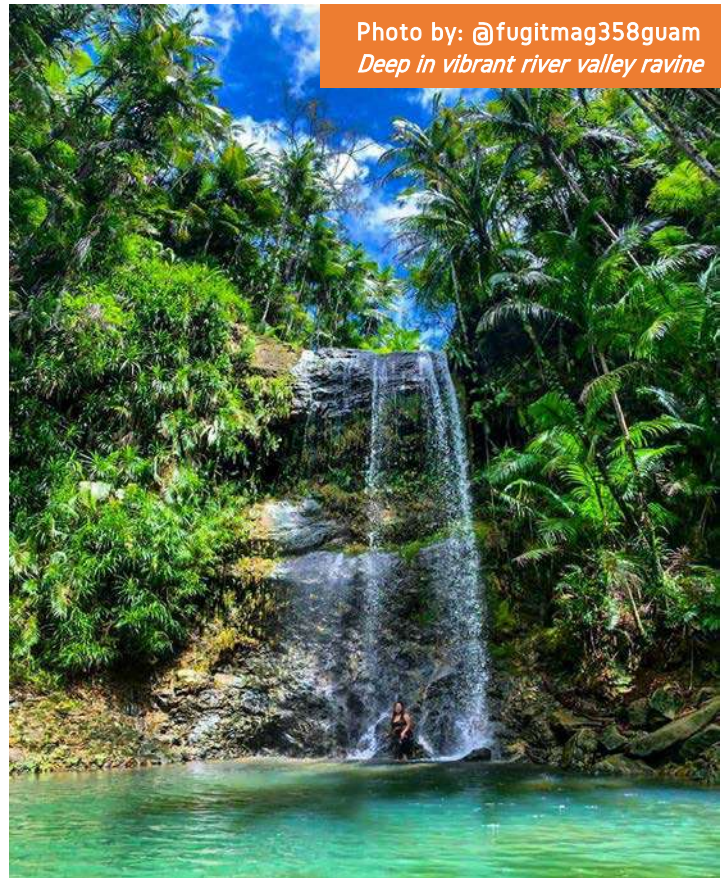


Photo by: @fugitmag358guam
Deep in vibrant river valley ravine

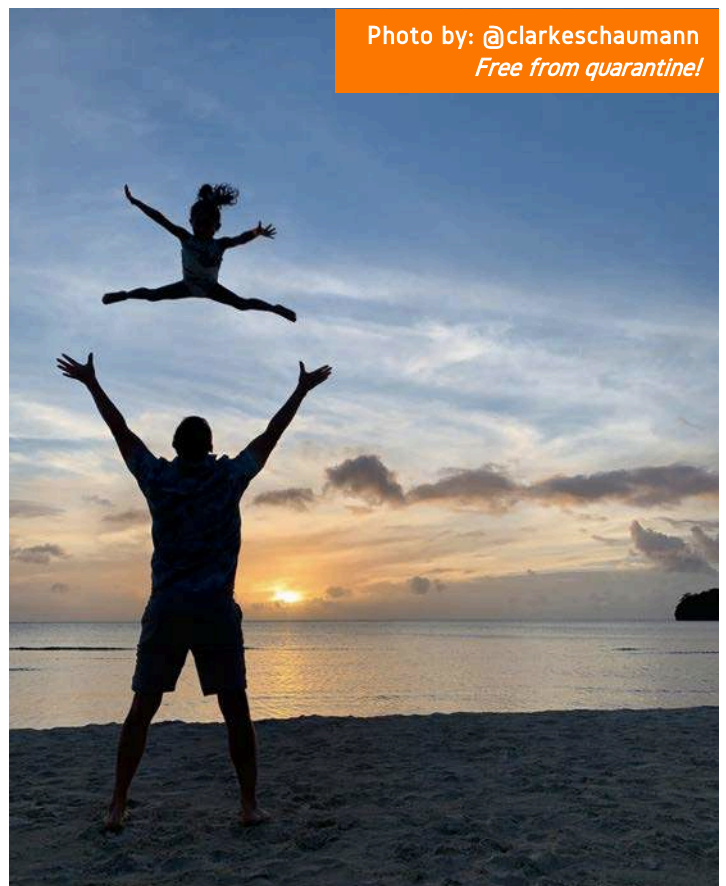


Photo by: @clarkeschumann
Free from quarantine!

KOREA

The coronavirus (COVID-19) pandemic, which was announced by the World Health Organization on March 11, 2020, severely affected the global tourism industry. Most countries imposed entry bans and travel advisories for residents and travelers. With those travel restrictions, airlines suspended and canceled their flight operations for an extended period. Travel agencies and other platforms canceled and closed their sales until the lifting of travel bans and restrictions by each country.

The Korean Ministry of Foreign Affairs issued a special travel advisory on March 23, 2020, for all countries and territories over the spread of the virus outbreak. The advisory urged South Koreans to cancel or postpone overseas trips and also called for citizens staying and traveling abroad to take extra caution. This advisory was extended to October 18, 2020, as the global spread of the virus outbreak continued.

Before COVID-19, the number of Korean outbound travelers was recorded at 28,714,247, which accounts for about 47% of the total South Korean population of 51.78 million, according to Korea Tourism Organization. However, the worldwide outbreak of COVID-19 brought the world to a standstill, and tourism affected the industry of all major economic sectors. The number of Korean outbound travelers recorded was only 3,975,579 as of August in 2020, a decrease of -80%.

Visitor Arrivals

Guam welcomed 1.63 million visitors in FY2019, 734,339 of which originated from Korea. However, the number of visitors declined significantly due to COVID-19. In FY2020, Guam welcomed 757,385 visitors, which is -53.6% from previous year. Among those visitors, South Korean visitors accounted for 325,109, which is -55.7% from last year.

Lieutenant Governor Joshua Tenorio Presents Certificate of Appreciation to Air Seoul's Vice President Mr. Jin-Man Cho
November 12, 2019



GVB Korea Roadshow at the Paradise Hotel Busan
November 18, 2019



Canon x GVB Digital FAM Tour - Dolphin Watching Tour
December 11, 2019

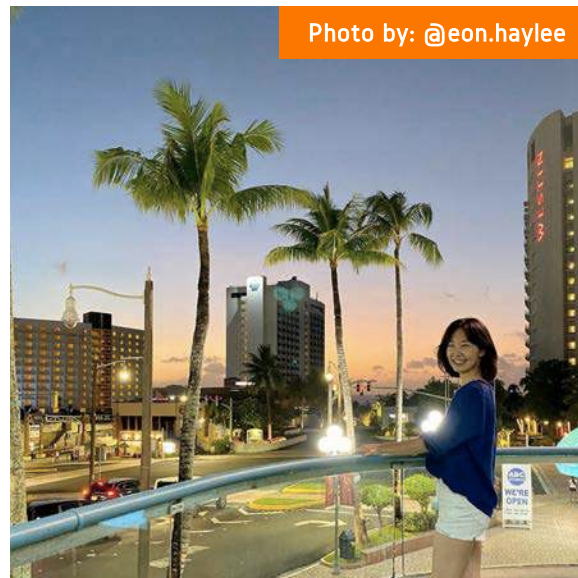


KOREA

Volvik Golf Wear Photoshoot
January 12-18, 2020



Photo by: @eon.haylee



Airlift Service

Jeju Air opened a new gateway to Guam from Muan International Airport in December 2019. Pre-COVID-19, the initial performance was positive in terms of sales and load factor, but unfortunately, Jeju Air canceled the air service due to maintenance issues caused by COVID-19.

In FY2019, Korea provided 1,017,351 in seat capacity, including direct flights from Incheon and Busan and indirect flights from Daegu and Cheongju, supplied by six Korean carriers— Korean Air, Jeju Air, Jin Air, T'way, Air Seoul, and Air Busan.

However, due to COVID-19, all airlines suspended flights to Guam, operating only charter flight service for limited passengers. Total seat capacity from Korea to Guam for FY2020 was around 498,377 which is -49% compared to the last fiscal year.

Pre-COVID-19, the Guam Visitors Bureau aggressively conducted sales and marketing promotional activities to ensure enough seat capacity to meet the demand for travel to Guam. The Bureau continued to diversify the market and encourage repeat visitors through co-ops with partners.

Shop Guam Ambassador So Hee Nam Participates in Paddleboard Yoga
November 6, 2019



KOREA

Amid the pandemic, all marketing activities and promotions, including seminars, workshops, media/travel trade/MICE fam tours, trade fair participation, and other events planned in FY2020, were canceled.

For Guam's tourism to recover, GVB focused on social media activities and recovery programs for travel trade partners under the theme of "Give Us A Moment". Through its campaign, GVB delivered the message that Guam will be ready to welcome visitors back once again with hospitality in the near future.

As part of its recovery plan, GVB collaborated with airlines and travel agencies to conduct the "Give Us A Moment" website promotion and SNS events through their official website and SNS channels. GVB also placed an advertisement on OTA platforms Kayak, Hotelscombined, and Skyscanner - as well as in printed and online media platforms.

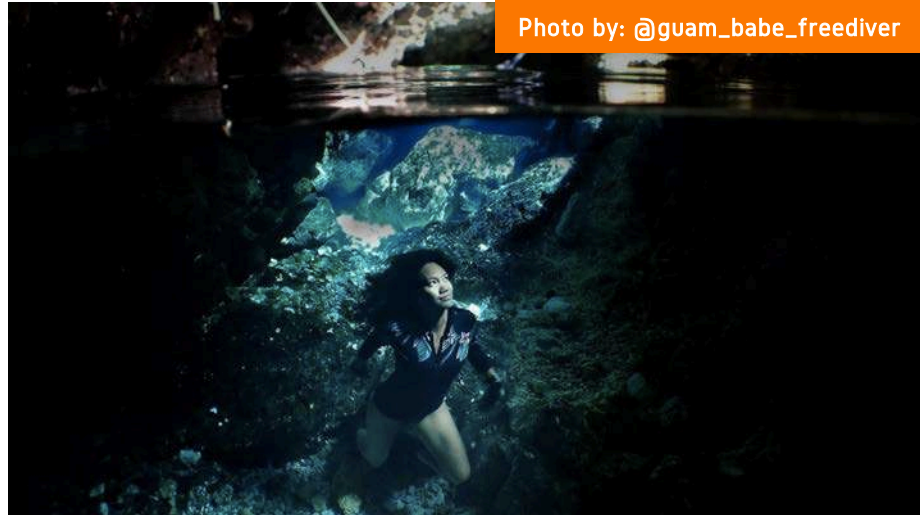


Photo by: @guam_babe_freediver

To maximize Guam's exposure and remind the Korean public of Guam, GVB collaborated with digital influencers who had been to Guam to upload beautiful photos and videos and share their Guam experiences with #GiveUsAMoment.

This fiscal year was a tough period because of the COVID-19 pandemic, but GVB carefully monitored the situation and continued its marketing activities for recovery in line with the situation.

Meeting with Governor Lou Leon Guerrero and U.S. Ambassador to South Korea, Mr. Harry B. Harris Jr. at the Conrad Hotel Seoul
November 22, 2019



(L to R: GIAA Director, Doyon Morato; GVB President & CEO, Pilar Laguna; Governor Lou Leon Guerrero; U.S. Ambassador of the Republic of Korea, Harry B. Harris Jr.; U.S. Embassy Senior Commercial Officer, Gregory Biscoe; U.S. Embassy Senior Commercial Specialist, Jessica Son; U.S. Embassy Commercial Attaché Daniel Lew)

GVB Korea Roadshow Travel Mart
at the Ramada Plaza Gwangju
November 20, 2019



Photo by: @caughtbycrank
Home school recess w/ the boys!

AT A GLANCE



FY2020	62% decrease
10,691	from FY2019
TOTAL ARRIVALS	(28,346 TOTAL ARRIVALS)

TAIWAN MARKET

TAIWAN

SMART GOALS

1. Reach FY2020 arrival goal (26,250 pax)
2. Amplify efforts to increase awareness of Guam
3. Elevate Guam's share of voice (SOV)
4. Increase Guam's influence on social media networks
5. Boost MICE market
6. Expand FIT market
7. Maintain TPE-GUM daytime flights and increase China Airlines load factor
8. Develop new airline/low-cost carrier service
9. Develop the central and southern Taiwan market



Photo by: @liquidsoulindustries

In the first quarter of FY2020, Taiwan arrival numbers were tracking similarly to the previous year — 6,158 Taiwanese visitors from October to December 2019, just -2.1% compared to FY2019. However, arrivals began rapidly declining from February onwards. China Airlines – Guam's sole airline providing direct flights from Taiwan – canceled its air service in March 2020, pending the status of the global COVID-19 situation. Taiwan travel agents suspended the sale of international travel packages indefinitely, and outbound travel from Taiwan came to a nearly complete halt. Due to the significant impact of the COVID-19 pandemic, GVB closed out the fiscal year with just 10,691 Taiwanese visitors, -62.3% compared to FY2019.

Photo by: @kasswebb_



Pre-COVID-19, GVB conducted several significant marketing events, such as the Shop Guam familiarization tour in November 2019 and the Taipei Lantern Festival in February 2020. Amid the COVID-19 pandemic, however, GVB turned its attention to online engagement by promoting "Give Us A Moment" — a global campaign to keep Guam top-of-mind for future Taiwanese travelers. GVB posted content, administered surveys, and hosted lucky draws on social media in addition to conducting trainings in-market on Guam's health and safety efforts. Finally, GVB developed plans involving airline co-ops and FIT promotions, to be implemented at different stages of Taiwan market's recovery.

Guam Lantern “The Legend of Beauty on Guam”
at the Taipei Lantern Festival
February 2020



Peter Su, Famous Taiwanese Author and Social Media
Influencer - Shop Guam e-Festival Familiarization Tour
November 2019



- GVB also welcomed Lions Club 300A1 on an incentive tour to Guam. The 36 participants paid a courtesy visit to Governor Lou Leon Guerrero and signed a friendship exchange and twinning agreement with Guam District 204 on December 1, 2019.
- In the midst of the COVID-19 pandemic, GVB proactively contacted EVA Air and assisted them in applying for a direct Guam route, in preparation for when flights can resume.

TAIWAN

HIGHLIGHTS

- The 2020 Taipei Lantern Festival was the most significant consumer event that GVB participated in — a 10-day event which welcomed 2.8 million visitors. GVB utilized the opportunity to present “The Legend of Beauty on Guam,” a customized Guam lantern placed in one of the most popular zones in Taipei – Ximending. The Guam lantern depicted the goddess Fu’una, latte stones, Ko’ko birds, and a traditional Chamoru house, providing a deeper understanding of CHamoru culture to audiences. Media coverage of GVB’s display reached a total media value of \$490,807.
- GVB partnered with Mr. Peter Su, famous Taiwanese author and social media influencer, to promote the Shop Guam e-Festival (SGeF). During the familiarization tour, Mr. Su generated incredible exposure on social media platforms, totaling \$15,227,545 in media value (as of August 2020).
- GVB exhibited at the Taipei International Travel Fair in cooperation with China Airlines and Yestrip. The Bureau provided sales incentives for travel agencies, which resulted in 93 Guam travel packages sold and more than 400 Shop Guam app downloads.



Photo by: @wakachikoyoshimi46

TAIWAN

- GVB focused its efforts on media and education in the latter half of 2020. In July alone, the Bureau garnered over 200 media mentions, totaling more than \$5 million in media value.
- GVB provided trainings at eight seminars for Taiwanese trade partners, including The Allied Association for Science Park Industries Table Mart, Taipei Association of Travel Agencies (TATA) On-Job Training Seminar, Pacific Asia Travel Association (PATA) On-Job Training Seminar, and the Chinese International Tourism Design and Development Association (CITDDA) Elite Training Course for MICE and Tourism Industry.

Photo by: @jc_photographygu



GVB Account Director Felix Yen at the Chinese International Tourism Design and Development Association Elite Training Course July 2020



Lions Club 300A1 District's Courtesy Visit to the Governor's Office December 2019



Guam Performance at the Taipei International Travel Fair November 2019



CHINA MARKET

AT A GLANCE

3
*Seminars &
Workshops*



3
*Cooperative
Projects*

1
*Media
Fam Tour*

\$854K

Total Media Exposure

Traditional \$158,785
Online \$695,500

**FY2020
4,287**
TOTAL ARRIVALS

65.9% decrease
from FY2019
(12,588 TOTAL ARRIVALS)

Photo by: @skydiveguam



CHINA

SMART GOALS

1. Reach 7,000 Chinese visitor arrivals by the end of FY2020
2. Elevate awareness of Guam as a destination of choice by focusing on three pillars: quality, safety and convenience
3. Keep efforts on digital media, social media and online community engagement
4. Engage key stakeholder's involvement in sales and product development

In the first quarter of FY2020, China arrival numbers were tracking somewhat behind previous years — 2,250 Chinese visitors from October to December 2019, -32.7% compared to the same period in FY2019. Chinese arrivals to Guam reached a peak of 27,013 in CY2016, after which there has been a steady decline year by year. Pre-COVID-19, several factors had affected the decline of Chinese tourists to Guam, such as lack of air seats due to suspended direct/chartered flights between China and Guam, China and U.S. political issues, and the increased challenge tourists faced in applying for a U.S. visa. Total air capacity from China was approximately 2,300 seats per month, as of December 2019. However, arrivals began rapidly declining from February onwards due to the global COVID-19 pandemic. Korean Air and Philippine Airlines – the main carriers to provide one-stop flights between China and Guam - ceased their services for a period of time. GVB closed out the fiscal year with 4,287 Chinese visitors, -65.9% compared to FY2019.

Pre-COVID-19, GVB participated in several significant marketing events, such as the 2019 Aviation and Tourism Forum China (AT@China) in October 2019 in Beijing. GVB had also set up year-round co-ops with key partners and applied sales incentive programs. However, as a result of the severe effects of the COVID-19 pandemic on Guam, GVB made the tough decision to terminate the marketing representation contract in mainland China on April 17, 2020, due to budget limitations. All projects, promotions and events slotted to take place in FY2020 quarter 3 and 4 were cancelled. However, in the months following, GVB continued to stay informed on the COVID-19 situation and travel trade activities in mainland China.



(L to R: GVB Hong Kong Account Director, Addison Chan; GVB China Account Director, Grace Qu; GVB Board Director, Joann Camacho; GVB Marketing Manager, Gabbie Franquez; GVB Guangzhou City Manager, Janet Huang; GIAA Program Coordinator, Elfrieda Kosiba; GIAA Airport Marketing Administrator, Rolenda Fausuamalie)

CHINA

HIGHLIGHTS

- GVB participated for the first time in the 2019 AT@China in Beijing. This inaugural forum, hosted by Travel Link and G&W Consulting, concentrated on combining aviation with tourism in the China market and provided an opportunity to develop relationships with key players from airlines, airports, aviation stakeholders and tourism destinations.
- In a post trip to Guangzhou from October 27-29, 2019, GVB hosted travel trade partners, representatives from the U.S. Commercial Service (USCS), airline partners, and media to provide them with a Guam product update.
- Facing the dynamic marketing conditions, GVB set up year-round co-ops with key partners and applied sales incentive programs to stimulate exciting segments. GVB utilized the investment of Chinese leading online travel agents (OTAs), with their access to tourist sources through their extensive network of online channels, which enabled them to dominate the online retail market share by using their expansive digital presence to capture a large volume of tourists. Additionally, each marketing campaign conducted by the Bureau was boosted and promoted through various social media platforms (WeChat, Weibo, TikTok, etc).
- GVB invited Ms. LuJie Wang "An Lan", a Chinese travel book writer with more than 690,000 social media followers, on a Shop Guam e-Festival familiarization tour in November 2019.

Photo by: @lipsticksandlandings



GVB Hosts Trade and Media Partners in Guangzhou
October 28, 2019



Travel Trade Attendees and USCS Representatives at a
Guam Product Update in Guangzhou
October 28, 2019



(L to R: U.S. Consulate General Guangzhou Commercial Specialist, Sarah Zhu; GVB Marketing Manager, Gabbie Franquez; U.S. Consulate General Guangzhou Visa Officer, Marcy O'Halloran; GVB Board Director, Joann Camacho; GVB Guangzhou City Manager, Janet Huang)

Photo by: @BrianAguilar



HONG KONG MARKET

AT A GLANCE

4
Cooperative
Projects



6
Online
Promotions

\$95K

Total Media Exposure

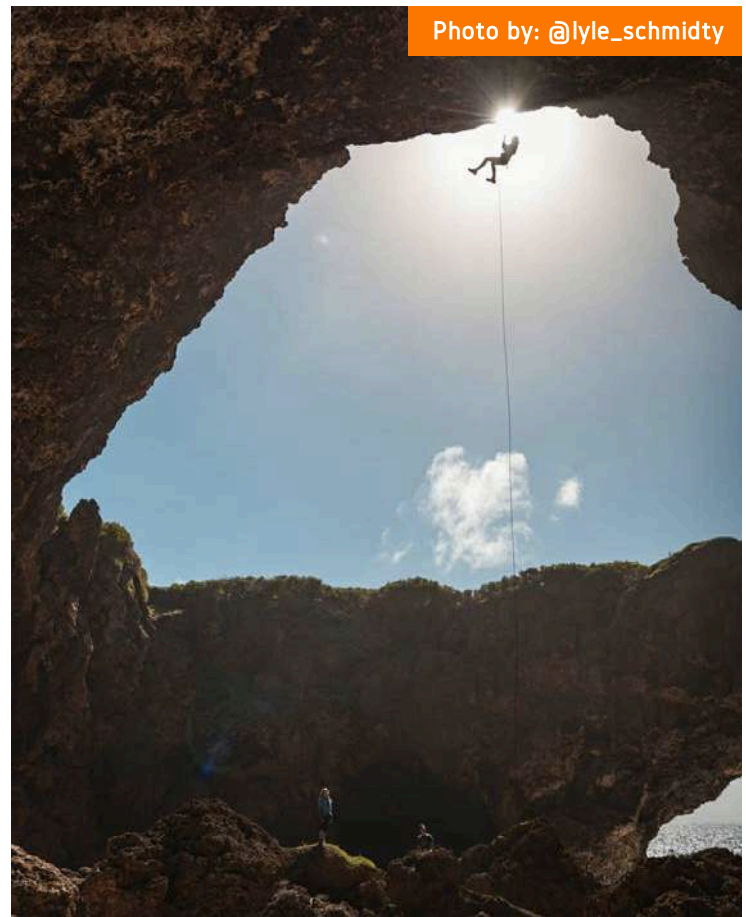
Traditional \$13,870
Online \$81,481

FY2020
1,226
TOTAL ARRIVALS

80% decrease
from FY2019
(6,395 TOTAL ARRIVALS)

Photo by: @megu0607
Happy Sunday

In the first quarter of FY2020, Hong Kong arrival numbers were tracking behind previous years — 749 Hong Kong visitors from October to December 2019, 63.1% compared to the same period in FY2019. Pre-COVID, several factors were already affecting the Hong Kong market, including anti-extradition bill protests beginning in June 2019 and the suspension of United Airlines' 4x per week direct air service to Guam in October 2019. However, Hong Kong arrivals began rapidly declining even further from February onwards due to the global COVID-19 pandemic. Korean Air and Philippine Airlines – the main carriers to provide indirect flights between Hong Kong and Guam - ceased their services for a period of time. GVB closed out the fiscal year with 1,226 Hong Kong visitors, -80.8% compared to FY2019.



HONG KONG

Pre-COVID-19, GVB was actively reaching out to non-direct carriers, cooperating with major online travel agencies, and conducting FIT consumer promotions while targeting the popular wedding market and adventure travelers. However, as a result of the declining market and negative factors impacting GVB's budget, representation services in Hong Kong were terminated on April 17, 2020. All Hong Kong operations, including marketing and promotions, were immediately closed out and remained inactive throughout the 3rd and 4th quarters of fiscal year 2020. However, GVB remained up-to-date on the COVID-19 situation and travel trade activities in Hong Kong in the months following.

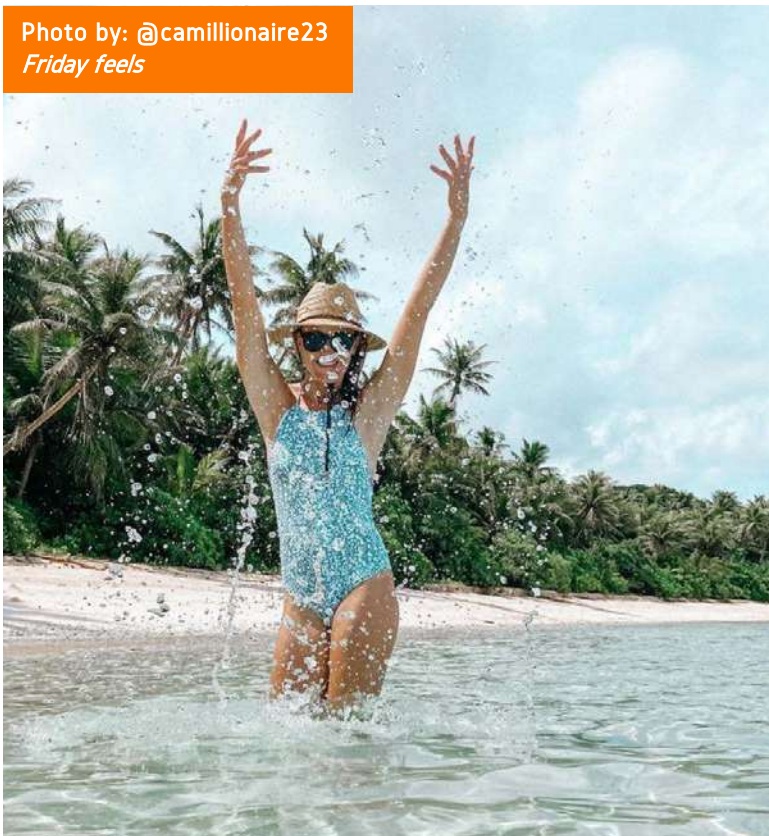
Social Media Coverage of the Shop Guam e-Festival by Hong Kong Influencer Po Yan in November 2019



HIGHLIGHTS

- The Bureau focused its efforts in Hong Kong on building attractive non-direct flight packages, cooperating with major online travel agencies, creating FIT consumer promotions, and targeting the popular wedding market and adventure travelers.
- GVB conducted several joint promotion campaigns with Hong Kong travel agents in order to promote the Shop Guam e-Festival and Guam sporting activities.
- The Bureau developed small group packages in collaboration with Miramar Travel targeting family and FIT travelers.
- GVB hosted Ms. Po Yan, Hong Kong social media influencer, during the Shop Guam e-Festival familiarization tour, which generated 726,782 impressions from key opinion leaders (KOL) engagement; 1,137,118 impressions from social media ad campaign; 580,989 views from YouTube ad campaign; and 379,241 impressions from social media joint ad campaign.
- GVB was also set to exhibit at the Wedding Expo in Hong Kong in February in order to promote Guam as a wedding and honeymoon destination; however, the event was postponed due to COVID-19.

Photo by: @camillionaire23
Friday feels



Hong Kong Influencer Po Yan Featuring Underwater World in a Shop Guam e-Festival Promo YouTube Video



Photo by: @lakwatserangnagra
Moments like these are golden

AT A GLANCE

2
Trade Shows
& Conventions



1
Seminar &
Workshop

1
Cooperative
Project

\$78K

Total Media Exposure

Traditional \$27,601

Online \$50,467

FY2020
9,344
TOTAL ARRIVALS

54.9% decrease
from FY2019
(20,708 TOTAL ARRIVALS)

PHILIPPINES MARKET

Photo by: @magnworld
Guam is indescribable to me



PHILIPPINES

SMART GOALS

1. To raise awareness with travelers from the Philippines about Guam and its CHamoru culture
2. Amplify Guam as the next travel destination to consider by building up interest for GVB's main cultural events such as the Guam Micronesia Island Fair
3. Solidify Guam as a choice travel destination for travelers from the Philippines

In the second quarter of FY2020, GVB participated in the Travel Trade Expo and Philippine Travel Agencies Association Expo as the highlight in a series of local events. On-site surveys conducted during these events yielded over 500 respondents, providing clear insights into how Filipinos currently perceive Guam. Although 85% of respondents have yet to visit Guam, 42.35% of them claimed the booth helped convince them to visit Guam within the next two to three years. Another 30.46% of respondents said they were planning to travel to Guam within the next 12 months.

GVB PI Office and Members at the 5th International Philippines Travel Agencies Association Travel Trade Expo, SMX Convention Centre in Pasay City, Philippines



(L to R: PACTOURS LLC Inbound Coordinator, Charles Megino; Guam Reef Hotel Assistant Director of Sales, Yuki Toshida; Guam Reef Hotel Director of Sales & Marketing, Akihiko Gondo; Pacific Island Holidays President, Yasuhide Torigoe; Pacific Island Holidays President & COO, Bradley Kloppenburg; Pacific Island Holidays/TravelDUO Carmel Carpio; Sentry Hospitality LLC Director of Sales & Marketing, Valerie Blas; ADF Enderun 101 Sales Manager, Philip Gejon; TravelDUO, Gab Carpio)

Pre-COVID-19, GVB leveraged data from the surveys and launched several social media posts targeting the key buy-in points of potential travelers. Discussions were also held with Philippine Airlines and United Airlines regarding flight frequency between Manila and Guam. Similarly, discussions between GVB and ABS-CBN, the biggest media network in the country, were opened regarding the possibility of filming several music videos and a film in Guam. However, these efforts were put on hold in March 2020 due to the government-imposed community quarantines.

In the midst of the pandemic, GVB's social media efforts were adjusted to position Guam as a safe and premier travel destination once travel restrictions were lifted. This was achieved by sharing the Give Us a Moment campaign, COVID-19 App, and other Guam initiatives with the Filipino market. To cap off FY2020, GVB also hosted three webinars to ensure local Guam travel partners were well-versed with the initiatives put in place to welcome back tourism: Reshaping the Guest Experience (87 attendees), Making Health & Safety Protocols a New Norm (100 attendees), and Exploring the Role of Tech in Our New Norm (84 attendees).

PHILIPPINES

HIGHLIGHTS

- \$78,000+ worth of media mileage was generated through various platforms during GVB's media launch event in the Philippines on February 5, 2020.
- GVB established a working relationship with ABS-CBN, the Philippines' largest television network, with plans to promote Guam through artist performances, films and several other media activities.
- The Bureau developed new leads with travel trade partners specializing in group and MICE travel in hopes of cultivating pilgrimage tours to Guam, a niche market segment among Filipino travelers.
- GVB also hosted three webinars to provide members and the business community with guidance and resources to operate during the COVID-19 pandemic.

27th Philippines Travel Agencies Association Travel Tour Expo at the SMX Convention Centre in Pasay City, Philippines



Photo by: @dale.saf

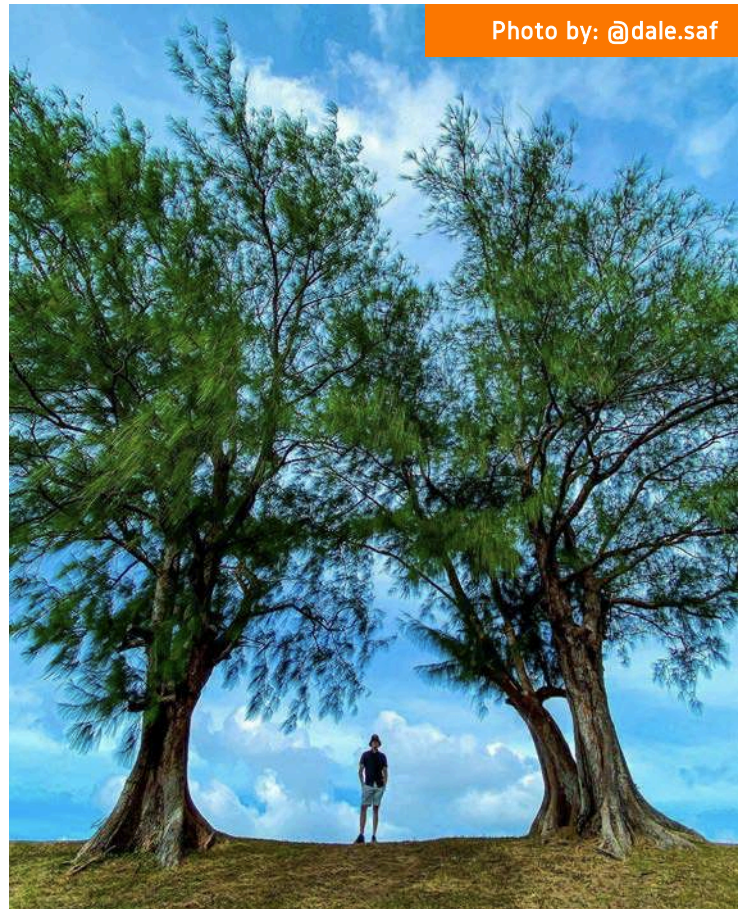


Photo by: @mob.guam



AT A GLANCE

1
Trade Show
& Convention



1
Seminar &
Workshop

1
Cooperative
Project

2
Online
Promotions

\$TBD

Total Media Exposure

Traditional \$TBD

Online \$TBD

FY2020

48,263

TOTAL ARRIVALS

48.7% decrease

from FY2019

(94,141 TOTAL ARRIVALS)

Photo by: @explorewithbianca

So ready for another ride on the batmobile!

NORTH AMERICA MARKET

NORTH AMERICA

SMART GOALS

1. Increase visitor arrivals to 95,000 in FY2020
2. Develop a solid working relationship with at least five new USA travel wholesalers, dive wholesalers, and MICE buyers to actively sell Guam
3. Attend at least four travel trade or consumer shows to promote Guam and conduct Guam Product Update Seminar:
 1. DEMA Show
 2. IPW
 3. IMEX
 4. IGLTA
4. Generate at least \$1 million in media exposure for Guam
5. Work with worldwide U.S. military organizations to promote Guam



HIGHLIGHTS

- GVB participated in the DEMA Show which took place in Orlando, Florida from November 13-16, 2019. GVB and partners from the Micronesia region were all in attendance to promote diving and to seek partnerships with dive operators from the U.S.
- GVB continues to support the various Guam/Chamorro clubs in the U.S.



Photo by: @darrylnana



PACIFIC MARKET

AT A GLANCE

3
Trade Shows
& Conventions

1
Cooperative
Project



2
Seminars &
Workshops

1
Online
Promotion

\$100K

Total Media Exposure

Traditional \$100,000

Online \$0

FY2020

21,473

TOTAL ARRIVALS

51.86% decrease
from FY2019

(44,604 TOTAL ARRIVALS)

Photo by: @valleyofthelatteguam
Kayak more, worry less

The PATA Adventure Travel Mart & Conference (PATMC) from February 12-14, 2020 in Kota Kinabalu, Malaysia



HIGHLIGHTS

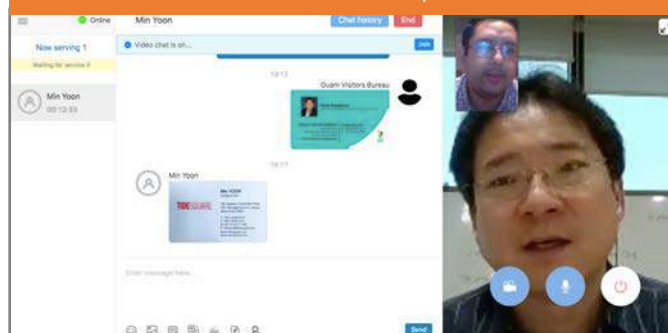
- MicronesiaTour.com ranked top two in Google using any combination that includes, "travel" and "Micronesia".
- GVB holds an Executive Board seat in the premier travel association, Pacific Asia Travel Association (PATA).
- During the COVID-19 pandemic, GVB adapted to the "new norm" by participating in virtual events at no cost due to GVB's affiliation in the premier travel organization PATA. GVB participated in the PATA Youth Symposium and the PATA Virtual Travel Mart, in which GVB secured over a dozen appointments with buyers from Korea, Japan, Malaysia, India and Singapore.

PACIFIC

SMART GOALS

1. Increase visitor arrivals to 45,000 in FY2020
2. Market and promote Guam as a world-class destination through participation in at least four key international trade/consumer shows
3. Continue to be involved in the Pacific Asia Travel Association (PATA) International and PATA Micronesia through participation in the PATA Executive Board Meetings, PATA Annual Summit, PATA Travel Mart and the PATA Micronesia Chapter Meetings
4. Maintain relationships with the travel trade industry members through partnership, collaborations, advertising opportunities and Guam Product Updates
5. Increase activity in online and social media platforms with the MicronesiaTour website and maintain search optimization ranking among the top three search results on Google.com

Virtual PATA Travel Mart from September 23-27, 2020



GVB Participated at the PATA Destinations Marketing Forum Held in Pattaya, Thailand November 27-29, 2020





AT A GLANCE

1	Strategy Report	4	Global Campaign Developments
		2	Training (Digital Strategy)
30	Special Monitoring Report (COVID-19)	2	Global Mobile Application Developments

Photo by: @meisuba88

GLOBAL SOCIAL MEDIA

GLOBAL SOCIAL MEDIA

SMART GOALS

1. Reach total of 700,000 global social media fans on all platforms
2. Reach 100 million combined organic social media post impressions globally
3. Reach 3.5 million combined social media engagements
4. Reach two billion combined digital ads impressions
5. Reach two million combined digital ads clicks
6. Reach two million combined campaign page visits/landing views
7. Reach 250,000 digital conversions

HIGHLIGHTS

- GVB planned and launched the 2019 Shop Guam e-Festival, which garnered \$68.6 million in media value globally.
- GVB hosted the 2019 Shop Guam e-Festival Familiarization Tour.
- The Bureau also conducted COVID-19 special monitoring and report delivering.
- GVB developed the campaign brief for “Give Us A Moment” to “Get Up And Move” so that we could better position its digital and social media appearances to align with local developments.

2019 Shop Guam e-Festival Fam Tour
Key Opinion Leaders Attended the Experience Tours
Hosted by Guam Local Influencers



2019 Shop Guam e-Festival Welcome Dinner
Global Digital Team at Welcome Dinner Hosted
at Three Squares Restaurant



2019 Shop Guam e-Festival Press Conference
Key Opinion Leaders from China, Taiwan, Hong Kong,
Japan and Korea Attended the 2019 Annual Shop Guam
Press Conference Hosted at GVB Office



DIGITAL STRATEGY IN REVIEW

GVB's FY2020 digital initiatives were off to a great start until a public health emergency was declared in March 2020 due to the novel coronavirus. From that point forward, GVB's global websites quickly shifted from vibrant messages inviting viewers to visit Guam and into digital vehicles and beacons for health emergency announcements and government-issued directives.

Realizing a precipitous drop in revenue from the island's tourism-based economy, the Bureau quickly called upon all its vendors to negotiate reductions or terminations in contracts in order to cope with what was coming. The contract for the global websites was no exception. Other original FY2020 digital initiatives were put on hold while reacting to global tourism coming to a screeching halt. Those initiatives included the complete redesign and development of the Bureau's official corporate website, and implementation and training of various specialty modules for the existing Customer Relationship Manager (CRM).

While the website fleet was reduced and special services removed or suspended, Guam's digital reach never went dark. GVB kept its four remaining consumer global websites (English, Japanese, Korean, Traditional Chinese) along with its official corporate website GUAMVISITORSBUREAU.COM and all its social media channels alive and busy with various mini-campaigns - reminders to keep Guam top-of-mind to its source markets in Japan, Korea, and Taiwan. Some of these mini-campaigns featured micro-surveys developed for these source markets by the Bureau's research division. The data collected was used to gauge visitor sentiment, shifts, and behaviors that would ultimately help the Bureau chart a plan for Guam's tourism industry recovery as well as craft the various messages needed for that strategy.

Other new digital initiatives were borne of the challenges brought on by the COVID-19 pandemic. Still, others are currently being planned and will launch well into the 1st and 2nd quarters of FY2021. Some of the first campaigns include the following:

Virtual Guam

A special section quickly built within the main VISITGUAM website, Virtual Guam is dedicated to the sights, smells, sounds, and tastes of Guam as an island destination.



Photo by: @natural_island_mama

Industry Recovery Updates

GVB compiled various forms of information and statistics provided by local and international sources, and disseminated these resources to its membership. The first series of the weekly industry reports debuted in March 2020 and was called the "COVID-19 Industry Update." It was later changed in mid-June to the "Weekly Industry Recovery Update," reflecting a positive atmosphere of recovery and planning. These reports were archived within the Bureau's corporate website GUAMVISITORSBUREAU.COM.

Webinar Series

The “Visitor Industry Webinar Series” was a special series of webinars featuring outreach and education for industry-specific topics (e.g., safety protocols, government assistance programs) created for the numerous professionals in Guam’s tourism industry. These recordings were also archived in the bureau’s corporate website GUAMVISITORSBUREAU.COM.

GLOBAL WEBSITES PERFORMANCE

Organic Traffic Analysis

COVID-19 continues to have an impact on Organic Traffic for all global websites.

VISITGUAM.COM

The “Events” and “Things to Do” sections were particularly affected in the last half of FY2020 negatively impacting Year over Year (YoY) organic traffic. However, the “About” section did very well almost entirely due to the performance of the “Safety” section surrounding the novel coronavirus.

The organic performance of the website in general, and in these sections specifically, is a reflection of the change in search patterns. Of the top 10 keyword phrases that brought traffic to the site, five were COVID-related.

VISITGUAM.JP

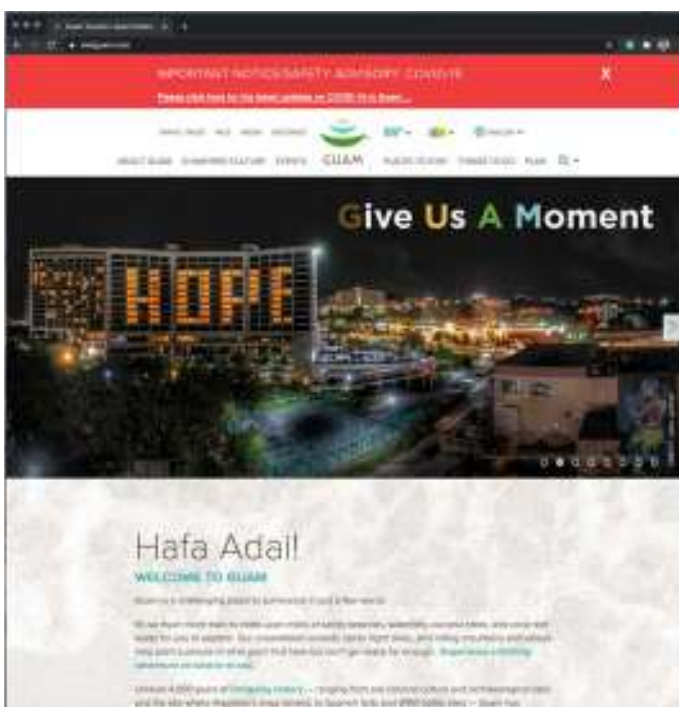
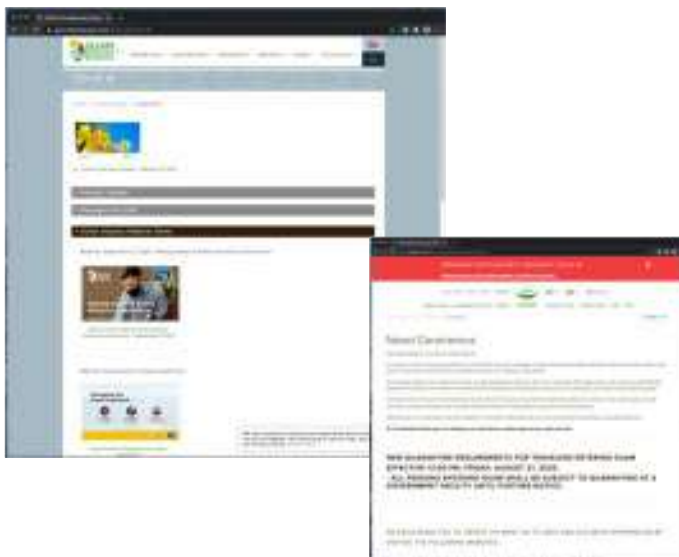
The ‘Plan your Trip’ section was the main driver behind organic traffic losses which is to be expected during the pandemic.

WELCOMETOGUAM.CO.KR

The biggest drivers of YoY organic losses were the home page and the various listings. Sessions to listings are a good indicator of intent to travel. This loss of traffic to these pages can be attributed to the pandemic.

VISITGUAM.ORG.TW

More than one-third of the YoY organic session losses came from the “Entry and Exit Formalities” page in the “About Guam” section, which is understandable based on current events.



Global Websites Outlook

The main trend to watch going forward is whether the rise in COVID-19 cases continues, and if the trend of travel interest from the spring and summer and infection rates moves in inverse directions on a destination by destination basis.

GVB anticipates interest in safe forms of travel to remain strong even if infection rates tick upward, so long as they do not strain local healthcare systems to emergency levels.

FY2021 SEO (Search Engine Optimization) Initiatives

As travel continues to be impacted by the pandemic, GVB is considering these approaches that will prepare the Bureau's global websites for the time when traffic patterns return to 2019 levels:

- **Safety-Focused/Looking Forward/Virtual Experiences Content:** GVB will concentrate on featuring content that focuses on what local businesses (hotels, restaurants, attractions, tours) are doing in order to ensure the safety of visitors. This content will convey the message that Guam is taking steps to be ready for visitors when it is safe to travel once more.
- **UGC (User-Generated Content):** GVB will continue to showcase locally-generated videos and photography as a way to keep Guam top-of-mind. The Bureau's in-market and local social media channels continue to be the most effective way to share this type of content.
- **Site Health/Best Practices:** GVB will focus on addressing the technical aspects and goals by ensuring that meta titles for pages are using keyword phrases relevant to the subject matter of its page; regularly leveraging Google's Analytics Monitoring; and routinely performing site-health scans (broken links, crawl errors, no-index pages) - includes identifying the issues and performing the necessary corrective measures.

TECHNOLOGY

The COVID-19 pandemic pushed technology to the forefront of all activity and initiatives in all the major industries – global tourism included. Although private and government sectors generally had technology expansion and other digital initiatives on their radar and in their planning strategies, the pandemic thrust the digital transformation up-front and at the speed of light.

One technology trend that quickly became business-as-usual and almost as ubiquitous as the mobile phone was online video conferencing. The most notable of the online digital video conference providers was Zoom, who quickly soared from 10 million to 200 million daily meeting attendees in March, shortly after lockdowns were imposed to slow the spread of COVID-19 in most of the world economies. Certainly, the online meeting, desktop sharing and video conferencing technology existed, but absolutely not at this scale and at this kind of growth rate within such a short period of time. In fact, pre-COVID19, the Bureau had held hundreds of online meetings with its off-island representatives in its source markets. And now, GVB finds itself conducting virtual meetings on a frequent basis with fellow local government agencies and industry partners.



Photo by: @t0n1_goes_with_the_flow

The other practice that inevitably became routine was Work from Home (WFH). This was highly dependent on the access and evolution of mainstream video conferencing, and the two quickly became synonymous with each other. Many organizations including entire school districts relied on the access and delivery of these technologies in order to navigate through the dreadful months to come.

GVB's Network Infrastructure

The Bureau was already in a perfect place with its technology infrastructure. The Local Area Network (LAN) redesign and implementation was completed prior to the second quarter of FY2020, several months before the public health emergency was declared on Guam. The entire network renovation included hardware (and software) redundant routers, firewalls and switches connected and distributed with an industry-standard CAT6A plenum cable infrastructure. A 100Mbps fiber internet backbone supports the new network and provides a stable, reliable connection to the bureau's source markets and the rest of the world.

The upgrade positioned the Bureau for the unanticipated high volume of network traffic that was to inundate daily work activities both in-office and at home and the perfect scenario of multiple concurrent, video conferencing. Official GVB Board of Directors meetings were held virtually for the first time and quickly became the accepted “safe” way to conduct official GVB business while adhering to the public health emergency directives and regulations. In addition to official Zoom and GoToMeeting accounts, the Bureau invested in LogMeIn to provide for remote access support for never-before WFH directives - rounding out GVB’s technology toolkit.

GVB looks forward with a technology-point-of-view, where Guam is morphing from a close-contact, group-based, high-volume tourism destination to a touch-less, contact-less, independent, digital destination. As the rest of the world adapts, Guam will also transform while maintaining its unique 4,000-year-old culture, close proximity, and genuine visitor intrigue.

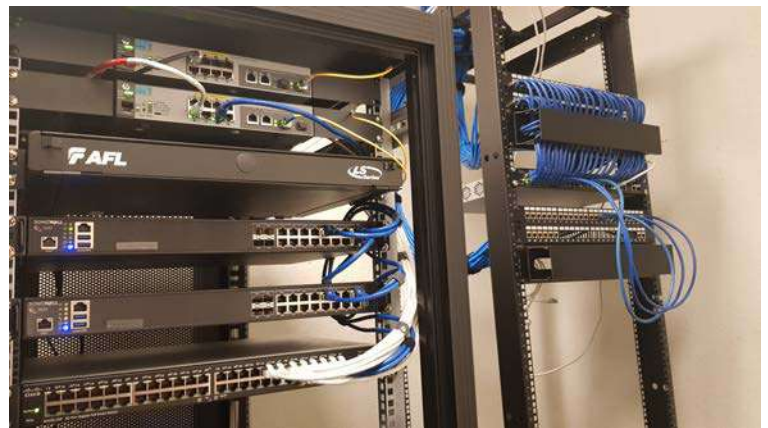


Photo by: @paul_luis74

RESEARCH DEPARTMENT

As Guam's tourism industry continues to change, research has become a more essential component in the decision-making process for our island leaders. The rise of the secondary Korean market coupled with the genesis of low-cost carriers (LCCs) has diversified our visitor profiles considerably. It is the responsibility of the GVB Research Department to work with other entities to collect, analyze, and evaluate pertinent data on the visitor industry in order to provide and disseminate comprehensive statistics for the benefit of our island.

In the more than twenty years since its creation, the GVB Research Department has consistently implemented the core objectives outlined in its enabling legislation by producing over 300 statistical reports, conducting and issuing information for more than 456 exit surveys analyzing responses of visitors from our major markets, producing reports on the visitor industry labor market, and analyzing data obtained from the arrival forms filled out by visitors.

*"Individually, we are
one drop. Together,
we are an ocean."
- Ryunosuke Satoro*



Photo by: @oceanfreak_guam

Research & Statistics

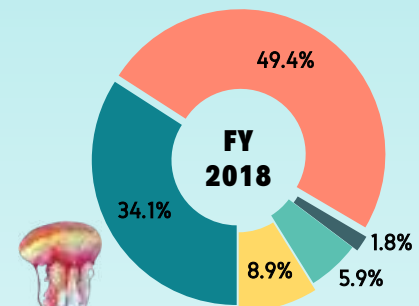
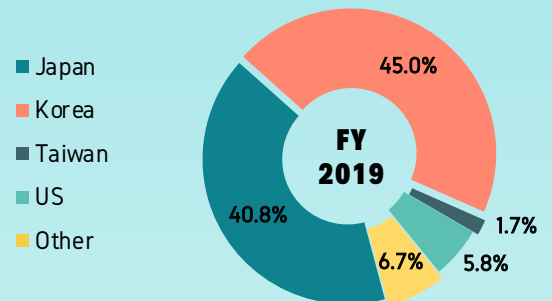
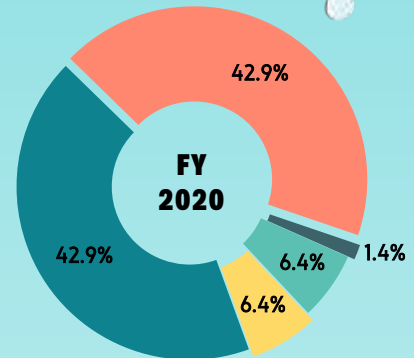


Photo by: @kaohinanii

Fiscal Year Arrivals

AIR ARRIVALS (CIVILIAN & ARMED FORCES)	2018	2019	2020	% Chg LY	Visitor Mix
JAPAN	530,223	664,784	324,574	-51.2%	42.9%
KOREA	752,715	734,339	325,109	-55.7%	42.9%
TAIWAN	27,550	28,346	10,691	-62.3%	1.4%
CHINA	17,035	12,588	4,287	-65.9%	0.6%
UNITED STATES (US)	89,363	94,141	48,263	-48.7%	6.4%
CNMI	20,702	22,566	10,318	-54.3%	1.4%
PALAU	4,304	4,168	1,959	-53.0%	0.3%
FSM	14,728	14,023	7,254	-48.3%	1.0%
RMI	1,564	1,597	645	-59.6%	0.1%
PHILIPPINES	19,026	20,708	9,344	-54.9%	1.2%
AUSTRALIA	2,285	2,250	1,297	-42.4%	0.2%
EUROPE	2,178	2,340	1,116	-52.3%	0.1%
HONG KONG	6,663	6,395	1,226	-80.8%	0.2%
RUSSIA	4,035	5,189	996	-80.8%	0.1%
SINGAPORE	795	1,525	493	-67.7%	0.1%
INDIA	186	162	104	-35.8%	0.01%
MALAYSIA	247	436	159	-63.5%	0.02%
OTHER/UNKNOWN	8,315	5,397	4,027	-25.4%	0.5%
TOTAL AIR	1,501,914	1,620,954	751,862	-53.6%	99.3%
TOTAL CIVILIAN SEA	1,539	6,836	5,129	-25.0%	
TOTAL ARMED FORCES SEA	21,766	3,259	394	-87.9%	
TOTAL ARRIVALS	1,525,219	1,631,049	757,385	-53.6%	100.0%

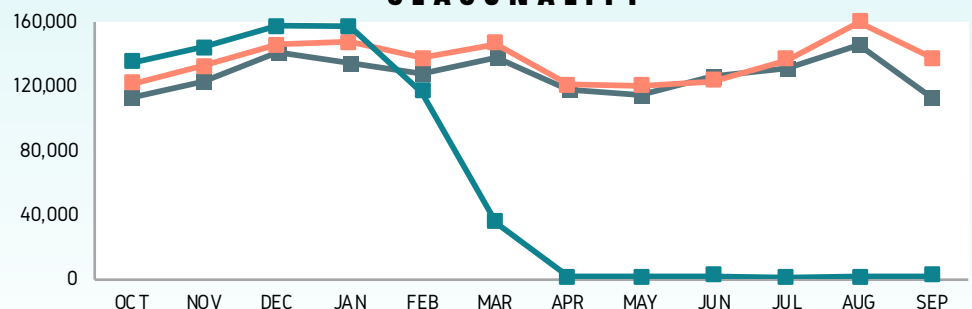
MARKET MIX



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

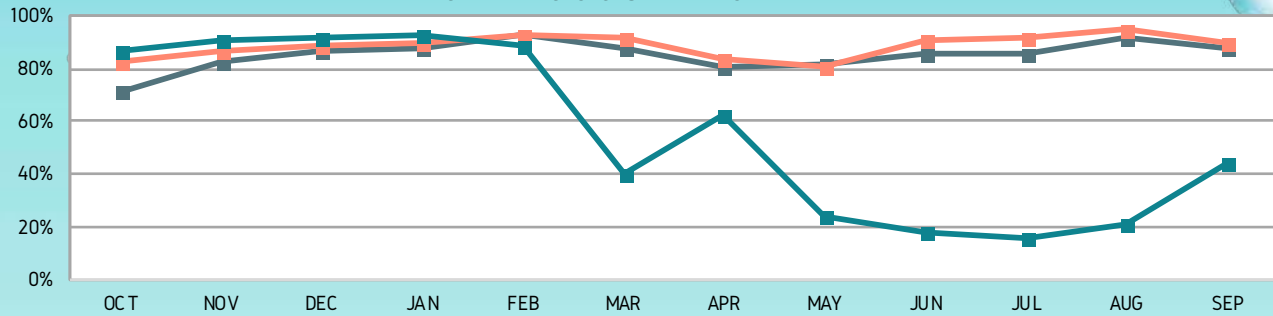
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2020	134,830	143,987	157,408	157,479	116,746	35,310	1,557	1,502	2,221	1,385	2,048	2,912	757,385
2019	121,656	132,849	146,104	147,507	137,244	146,332	121,004	120,411	123,528	136,878	159,856	137,680	1,631,049
2018	113,526	122,377	140,918	134,939	127,185	137,734	117,678	113,995	126,391	131,594	145,817	113,065	1,525,219
% CHG	10.8%	8.4%	7.7%	6.8%	-14.9%	-75.9%	-98.7%	-98.8%	-98.2%	-99.0%	-98.7%	-97.9%	-53.6%

SEASONALITY



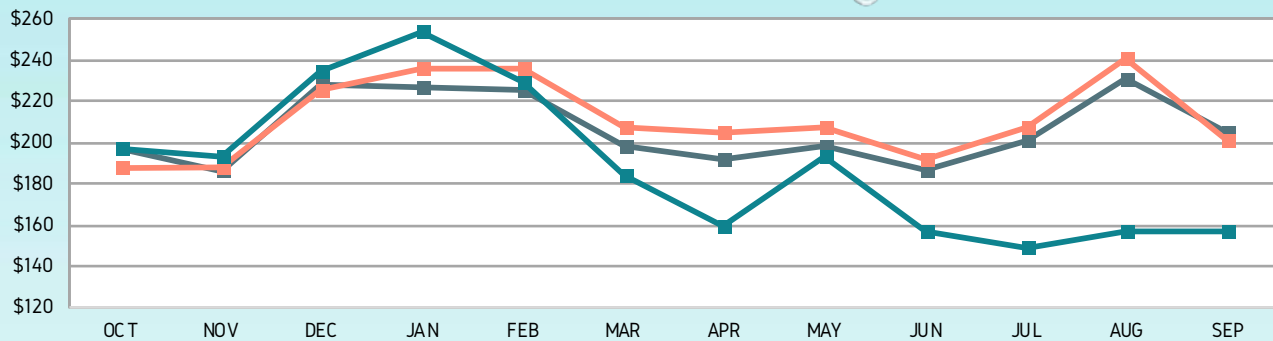
Hotel Stats

HOTEL OCCUPANCY RATE



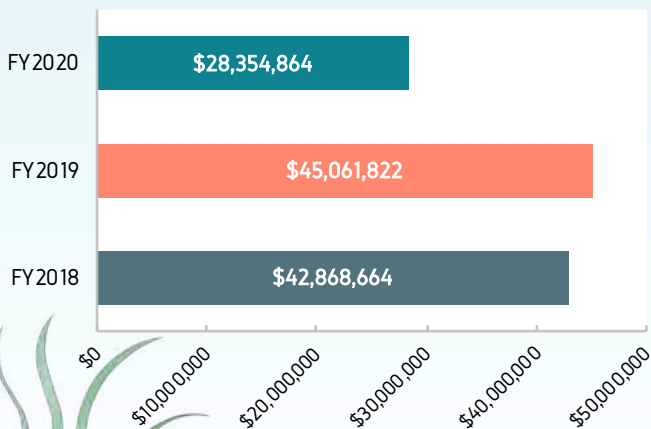
Source: STR Global

HOTEL ROOM RATE



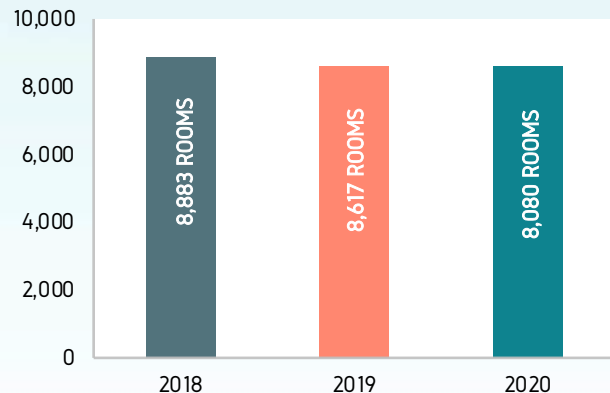
Source: STR Global

HOTEL OCCUPANCY COLLECTION












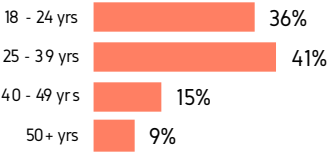
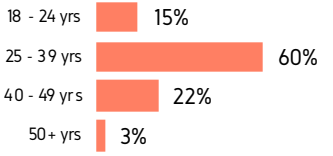
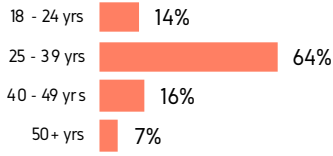






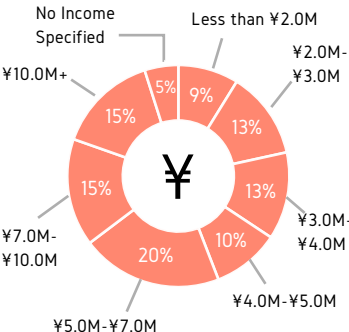
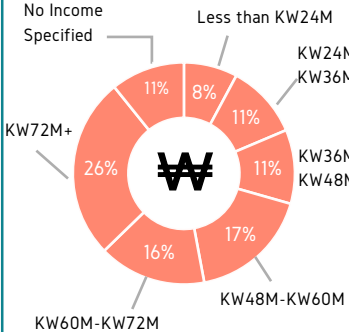
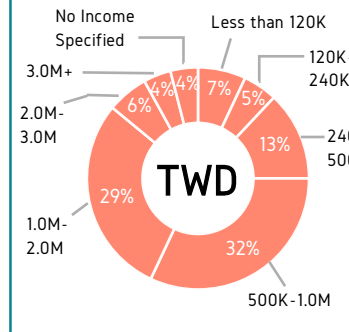
Source: Guam Department of Administration

HOTEL ROOM INVENTORY












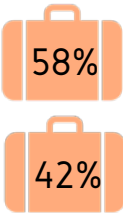
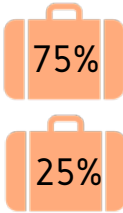
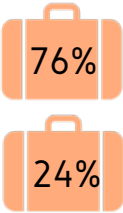





*Source: 2020 room inventory is based off STR Global report room census

Visitor Profiles

MARKET	 JAPAN	 KOREA	 TAIWAN
MARITAL STATUS	 58% SINGLE  42% MARRIED	 34% SINGLE  66% MARRIED	 52% SINGLE  48% MARRIED
AGE	 <p>18 - 24 yrs 36% 25 - 39 yrs 41% 40 - 49 yrs 15% 50+ yrs 9%</p> <p>AVERAGE AGE 32 YRS</p>	 <p>18 - 24 yrs 15% 25 - 39 yrs 60% 40 - 49 yrs 22% 50+ yrs 3%</p> <p>AVERAGE AGE 34 YRS</p>	 <p>18 - 24 yrs 14% 25 - 39 yrs 64% 40 - 49 yrs 16% 50+ yrs 7%</p> <p>AVERAGE AGE 33 YRS</p>
GENDER	 35% MALE  65% FEMALE	 43% MALE  57% FEMALE	 48% MALE  52% FEMALE
TRAVEL COMPANIONS	<p>31% SPOUSE 41% FRIEND/ASSOC</p> <p>17% CHILD <18 16% OTHER ADULT FAMILY</p>	<p>48% SPOUSE 20% FRIEND/ASSOC</p> <p>32% CHILD <18 29% OTHER ADULT FAMILY</p>	<p>37% SPOUSE 27% FRIEND/ASSOC</p> <p>12% CHILD <18 20% OTHER ADULT FAMILY</p>
INCOME	 <p>¥10.0M+ 15% ¥7.0M-¥10.0M 15% ¥5.0M-¥7.0M 20% ¥4.0M-¥5.0M 10% ¥3.0M-¥4.0M 13% ¥2.0M-¥3.0M 13% Less than ¥2.0M 9% No Income Specified 5%</p>	 <p>KW72M+ 26% KW60M-KW72M 16% KW48M-KW60M 17% KW36M-KW48M 11% KW24M-KW36M 11% Less than KW24M 8% No Income Specified 11%</p>	 <p>3.0M+ 4% 2.0M-3.0M 6% 1.0M-2.0M 29% 500K-1.0M 32% 240K-500K 13% 120K-240K 5% Less than 120K 7% No Income Specified 4%</p>

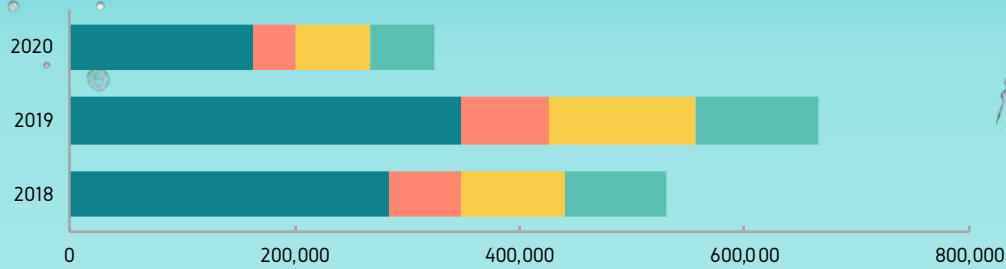
Note: Visitor Profiles reflect data from October 2019 – March 2020
Source: GVB Visitor Exit Surveys

Visitor Profiles

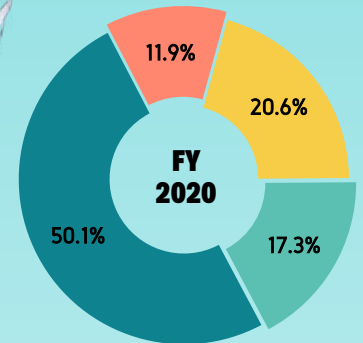
MARKET	 JAPAN	 KOREA	 TAIWAN
 LENGTH OF STAY	AVG 3 DAYS 	AVG 4 DAYS 	AVG 5 DAYS 
 TRAVEL PLANNING	71% TRAVEL AGENT 19% ONLINE TRAVEL SITE 10% DIRECT BOOKING	21% TRAVEL AGENT 30% ONLINE TRAVEL SITE 49% DIRECT BOOKING	32% TRAVEL AGENT 31% ONLINE TRAVEL SITE 38% DIRECT BOOKING
 TRIP STATUS	58% FIRST TIMERS 42% REPEAT 	75% FIRST TIMERS 25% REPEAT 	76% FIRST TIMERS 24% REPEAT 
 EXPENDITURES (per person)	\$787.47 PREPAID \$593.97 ON-ISLAND ¥109.01 AVERAGE EXCHANGE RATE 	\$767.78 PREPAID \$751.41 ON-ISLAND ₩ 1,165.70 AVERAGE EXCHANGE RATE 	\$924.94 PREPAID \$718.21 ON-ISLAND TWD30.93 AVERAGE EXCHANGE RATE 
 TRAVEL MOTIVATION	TRAVEL TIME 41% NATURAL BEAUTY 37% PLEASURE 37% SIGHTSEEING 22% PRIOR TRIP 20%	PLEASURE 66% RELAXATION 51% SHOPPING 29% NATURAL BEAUTY 26% TRAVEL TIME 21%	NATURAL BEAUTY 47% RELAXATION 41% SHOPPING 23% PLEASURE 20% SCUBA 17%

Note: Visitor Profiles reflect data from October 2019 – March 2020
Source: GVB Visitor Exit Surveys; Average Exchange Rate from irs.gov

JAPAN

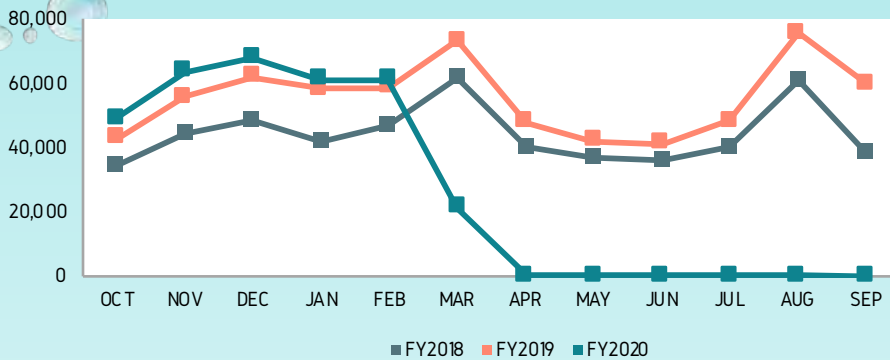


REGIONAL MIX

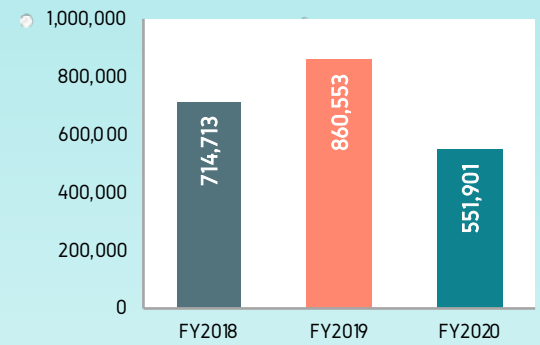


	KANTO (TOKYO)	CHUBU (NAGOYA)	KINKI (OSAKA)	OTHER	TOTAL
2020	162,737	38,560	66,983	56,294	324,574
2019	348,976	77,589	129,605	108,614	664,784
2018	283,603	65,275	90,997	90,348	530,223

SEASONALITY



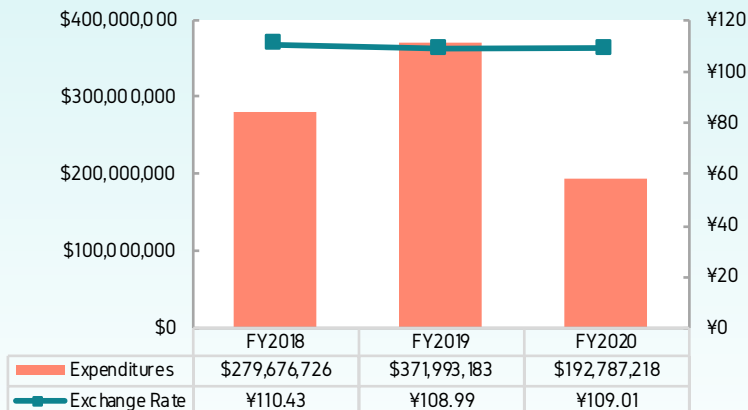
SEAT CAPACITY



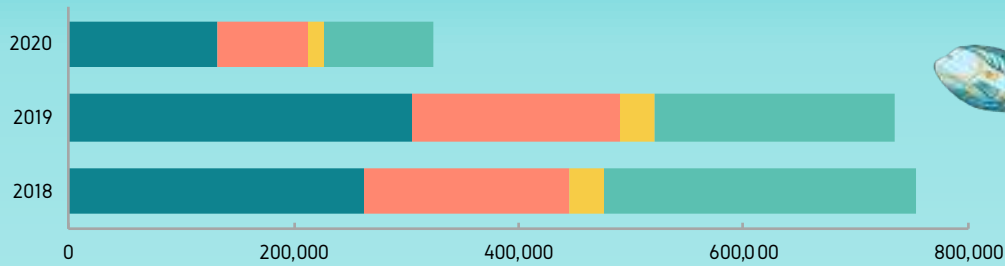
Source: Diio Mi: Market Intelligence for the Aviation Industry

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2020	49,218	63,789	67,794	61,088	60,918	21,212	338	57	40	55	39	26	324,574
2019	43,013	55,733	62,037	58,021	58,774	72,974	47,725	41,989	41,027	48,103	75,630	59,758	664,784
2018	34,489	44,346	48,785	41,435	46,937	61,613	39,934	36,575	35,739	40,163	61,307	38,900	530,223
% Chg	14.4%	14.5%	9.3%	5.3%	3.6%	-70.9%	-99.3%	-99.9%	-99.9%	-99.9%	-99.9%	-100.0%	-51.2%

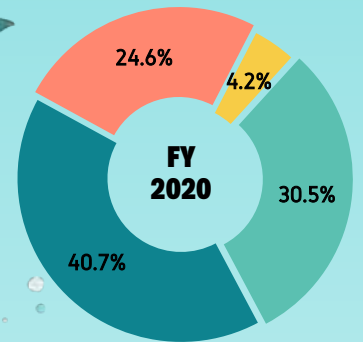
JAPAN SPEND



SOUTH KOREA

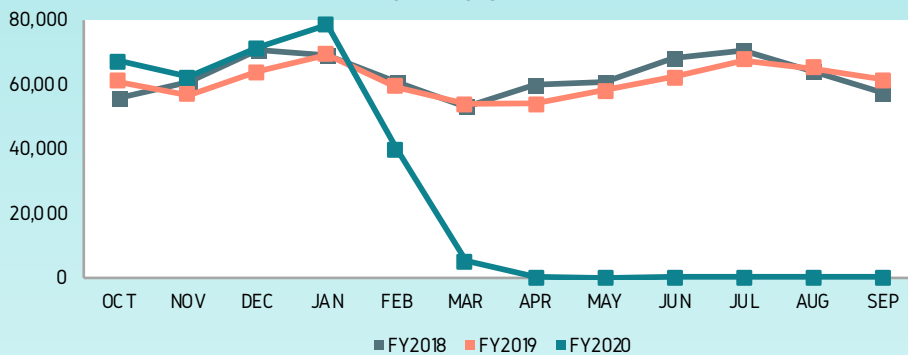


REGIONAL MIX

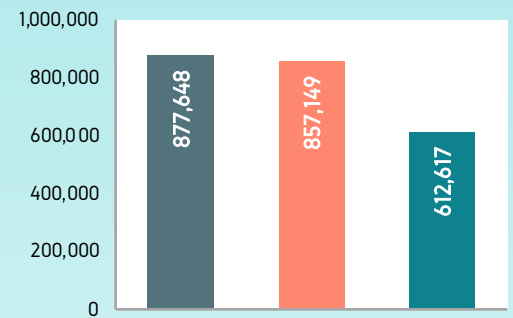


	SEOUL	INCHEON/ GYEONGGI	GYEONBUK/ DAEGU	OTHER	TOTAL
2020	132,466	80,031	13,549	99,063	325,109
2019	305,656	184,492	30,100	214,091	734,339
2018	263,028	181,629	31,468	276,590	752,715

SEASONALITY



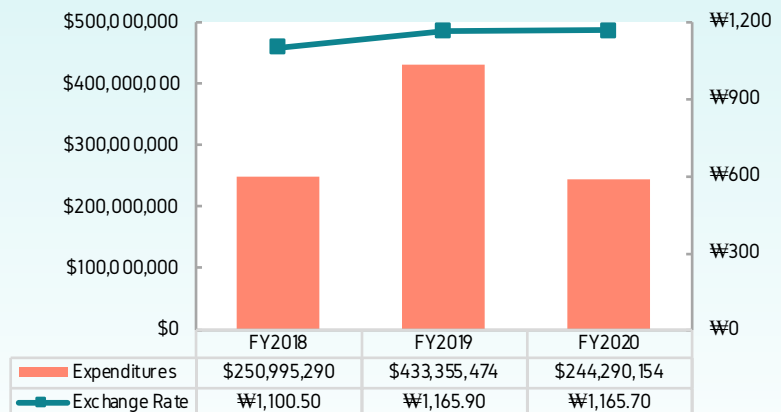
SEAT CAPACITY



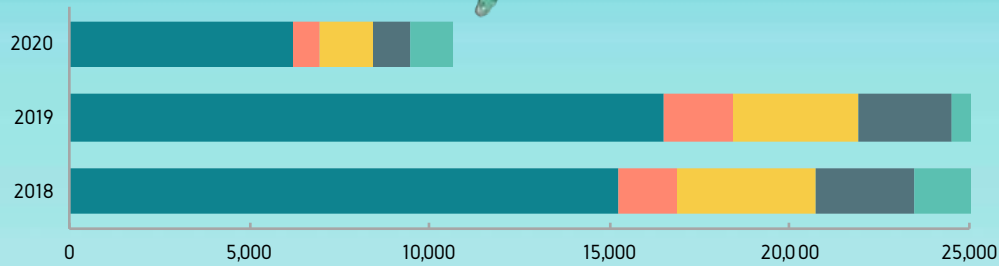
Source: Diio Mi: Market Intelligence for the Aviation Industry

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2020	67,124	62,448	71,513	78,609	40,022	5,160	6	4	5	77	95	46	325,109
2019	60,983	56,957	64,127	69,295	59,429	54,087	54,161	58,276	62,413	67,866	65,333	61,412	734,339
2018	56,292	61,093	70,411	69,249	60,939	53,132	60,265	60,516	67,996	70,622	64,432	57,768	752,715
% Chg	10.1%	9.6%	11.5%	13.4%	-32.7%	-90.5%	-100.0%	-100.0%	-100.0%	-99.9%	-99.9%	-99.9%	-55.7%

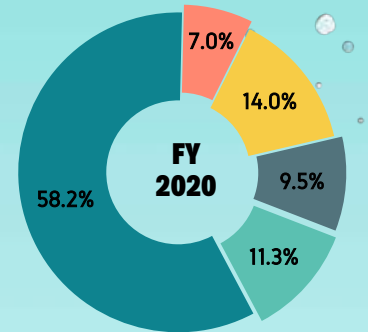
KOREA SPEND



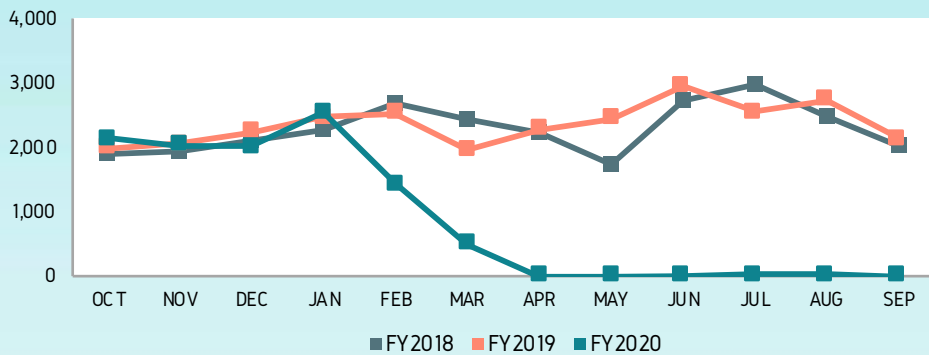
TAIWAN



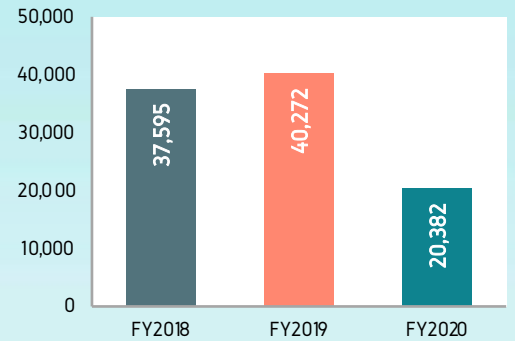
REGIONAL MIX



SEASONALITY



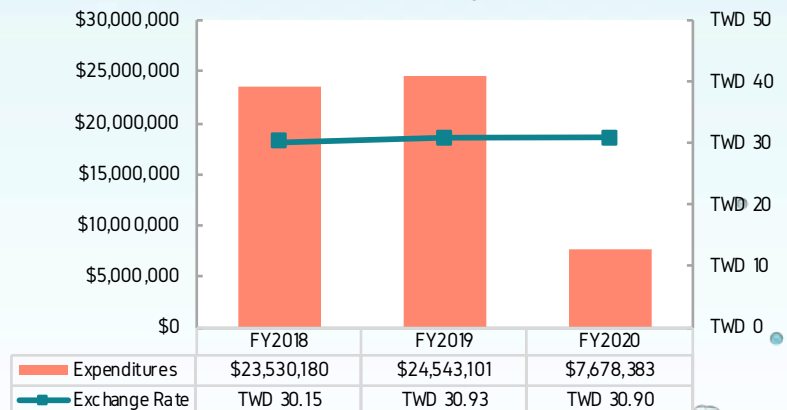
SEAT CAPACITY



Source: Diio Mi: Market Intelligence for the Aviation Industry

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2020	2,131	2,023	2,004	2,544	1,438	498	4	5	2	15	15	12	10,691
2019	1,990	2,057	2,241	2,461	2,535	1,962	2,275	2,448	2,952	2,550	2,730	2,145	28,346
2018	1,901	1,958	2,099	2,263	2,684	2,453	2,241	1,736	2,731	2,976	2,476	2,032	27,550
% Chg	7.1%	-1.7%	-10.6%	3.4%	-43.3%	-74.6%	-99.8%	-99.8%	-99.9%	-99.4%	-99.5%	-99.4%	-62.3%

TAIWAN SPEND



Financials



Photo by: @jeannie_jaunts

SUMMARY

The following table summarizes the change in net position of Guam Visitors Bureau for the fiscal years ended 2020, 2019 and 2018.

	<u>2020</u>	<u>2019</u>	<u>2018</u> <u>(As Restated)</u>
Assets:			
Current assets	\$ 16,052,535	\$ 20,535,609	\$ 21,270,276
Other assets	133,230	133,230	133,230
Property and equipment, at cost, net	6,339,885	6,395,194	6,478,527
Deferred outflows from OPEB	2,630,159	1,512,028	620,916
Deferred outflows from pension	<u>1,031,159</u>	<u>849,900</u>	<u>671,022</u>
Total assets and deferred outflows	<u>\$ 26,186,968</u>	<u>\$ 29,425,961</u>	<u>\$ 29,173,971</u>
Liabilities:			
Current liabilities	\$ 1,354,740	\$ 5,337,207	\$ 3,952,423
OPEB liability	7,392,672	5,292,875	5,672,967
Net pension liability	4,739,535	4,909,463	4,553,021
Accrued sick leave	42,891	38,668	34,016
Deferred inflows from OPEB	1,658,564	2,088,264	486,129
Deferred inflows from pension	<u>418,557</u>	<u>167,345</u>	<u>267,393</u>
Total liabilities and deferred inflows	15,606,959	17,833,822	14,965,949
Net position:			
Net investment in capital assets	6,339,885	6,395,194	6,478,527
Restricted - expendable	1,668,070	2,707,091	2,813,882
Unrestricted	<u>2,572,054</u>	<u>2,489,854</u>	<u>4,915,613</u>
Total net position	<u>10,580,009</u>	<u>11,592,139</u>	<u>14,208,022</u>
Total liabilities, net position	<u>26,186,968</u>	<u>29,425,961</u>	<u>29,173,971</u>
Operating revenue	786,935	1,521,085	2,272,218
Operating expense	<u>15,704,425</u>	<u>26,441,717</u>	<u>25,931,337</u>
Operating revenues net of operating expenses	(14,917,490)	(24,928,733)	(23,659,119)
Non-operating revenues, net	<u>13,905,360</u>	<u>22,304,749</u>	<u>25,381,873</u>
Change in net position	<u>\$ (1,012,130)</u>	<u>\$ (2,615,883)</u>	<u>\$ 1,722,754</u>

An 11% hotel occupancy tax funds the Bureau's operations which shows as Grants-in-aid from Government of Guam. This is authorized through the Legislature's annual budget appropriations. In Fiscal Year 2020, Public Law 35-36 originally appropriated \$21,850,650 from the Tourist Attraction Fund (TAF) for GVB operations. With the challenges that COVID-19 brought, and deflated the tourist arrivals, the Bureau was able to recognize only 69% of the funds appropriated, of which \$1,730,293 remained uncollected, as of September 30, 2020, but which was subsequently collected.

TOURIST ATTRACTION FUND APPROPRIATION



TAF revenue projections for FY2020 were \$44,941,131, but unaudited actual collections were 37% short at \$28,390,797, resulting in a shortfall of \$16,550,334 below TAF projections during the fiscal year.

At \$15,704,425, FY2020 operating expenses were lower by 41% compared to FY2019. Drastic cost cutting measures were instituted in anticipation of acute revenue shortfalls in TAF funding.

Professional services were cut 39% from the FY2019 budget and all marketing representations overseas were adjusted to a minimum fee just to maintain market presence. Japan \$4.08M, Destination Management \$2.5M and Korea \$863K accounted for 47% of the Bureau's total operating expenses.

The second major expenditure category is professional services for the management improvement and maintenance of destination facilities, attractions, and safety.

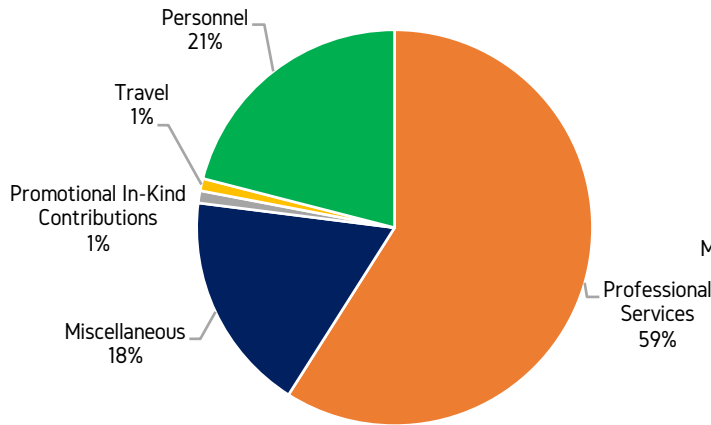
Personnel expenses increased by 12% and attributed to several filled positions previously vacated since FY2019. Travel authorizations in FY2020 were controlled by the Bureau of Budget and Management Research (BBMR) but subsequently reverted to the new GVB board in FY2021.

The majority of GVB's variable expenses decreased because of the COVID-19 impact and included 71% reduction in travel. Promotional and in-kind expenses were also down 62% this year.

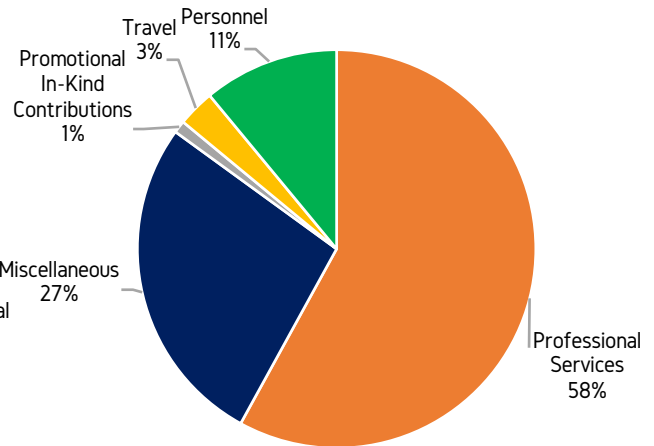
Consolidated other expenses, such as supplies, depreciation, utilities, printing, and foreign currency loss, among others, decreased - a record 41% over the previous year and also reflective of inactive air service initiatives to conserve cash.

GVB EXPENSES

FISCAL YEAR 2020



FISCAL YEAR 2019



During this COVID-19 pause in activity, the finance and administration department is working to automate admin and accounting processes that will enable staff to work remotely when needed. In FY2020, the Bureau shifted most of its payment processing through an online banking platform.

Finally, the Bureau also received the Gold Award for the Excellence in Citizen-Centric Reporting for FY2019 and is included among other agencies of Government of Guam on the Accountability and Transparency in Citizen-Centric Reporting Award for Fiscal Years 2010-2019.

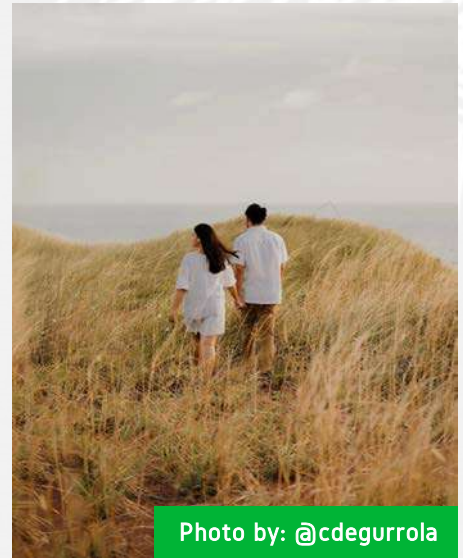


Photo by: @cdegurrola

The unrestricted cash decreased by 30% compared to previous years. The \$4.7M decrease is attributed to the cash needed to augment the shortfall on the actual allotment received and provide funding to continuously sustain maintenance and work under the Destination Development management. This is necessary to preserve the island infrastructure while the tourism industry is at a pause.

The accounts payable has also drastically decreased by 77% from prior year which is relative to the efficient and timely processing of payment, use of an online banking platform, and additional staffing in addition to the decrease in operational activity.

Statement of Revenue, Expenses, and Changes in Net Position

(Fiscal Year Ended September 30, 2018, 2019, and 2020)

Revenues:	2020	2019	2018
Consumption tax refund	\$ 576,480	\$ 656,158	\$ 715,657
In-kind contributions from members and others	143,675	374,310	1,253,600
Other income	49,078	366,817	266,541
Memberships	<u>17,702</u>	<u>123,800</u>	<u>36,420</u>
	<u>786,935</u>	<u>1,521,085</u>	<u>2,272,218</u>
Expenses:			
Professional services	9,343,475	15,319,920	16,853,880
Personnel	3,219,026	2,886,579	2,429,695
Travel	208,245	711,305	844,689
Rent/Lease	188,788	180,993	203,981
Utilities	155,429	178,356	202,360
Promotional in-kind contributions	143,675	374,310	1,253,600
Material and supplies	99,734	372,758	169,439
Equipment	91,114	133,116	141,218
Depreciation	87,292	83,333	83,333
Consumption Tax	76,799	55,496	61,119
Grants	58,750	164,500	51,250
Printing	44,178	68,197	101,514
Repairs and maintenance	34,246	47,954	45,630
Advertising	31,995	348,566	320,320
Foreign currency loss (gain)	25,186	(8,101)	66,301
Miscellaneous	<u>1,896,493</u>	<u>5,524,435</u>	<u>2,993,309</u>
Total operating expenses	<u>15,704,425</u>	<u>26,441,717</u>	<u>25,821,638</u>
Operating revenues net of operating expenses	<u>(14,917,490)</u>	<u>(24,920,632)</u>	<u>(23,549,420)</u>
Non-operating revenues (expenses):			
Grants-in-aid from Government of Guam	15,430,306	22,335,216	26,993,484
Federal Contributions	111,699	-	-
Contribution from component units	87,691	176,000	180,556
Pass through appropriations	(640,000)	-	(790,000)
Interest income	44,779	77,685	49,086
Other non-operating expense	<u>(1,129,115)</u>	<u>(284,152)</u>	<u>(1,160,952)</u>
Total non-operating revenues (expenses), net	<u>13,905,360</u>	<u>22,304,749</u>	<u>25,272,174</u>
Change in net position	(1,012,130)	(2,615,883)	1,722,754
Net position at beginning of year	<u>11,592,139</u>	<u>14,208,022</u>	<u>12,485,268</u>
Net position at end of year	<u>\$ 10,580,009</u>	<u>\$ 11,592,139</u>	<u>\$ 14,208,022</u>

Consumption tax refund decreased by 12% due to the Japan Marketing activity which was mostly put-on hold. The in-kind contributions and other income from sponsorship also decreased by an average of 86% from prior year because of the various GVB signature events that were postponed and or cancelled.

In FY2020, there were about 17 non-profit entities funded bypass-through appropriation. Compared to FY18, there were stringent administrative processes in place of which the finance department has to monitor compliance required by public law.

The finance team worked closely with the non-profit organizations. At the close of FY2020, about 71% of the pass-thru appropriation were already disbursed and the remainder is ready for release of funding contingent on submission of requirements.

In FY2020, the Bureau also recorded federal contributions primarily from CARES Act funding amounting to \$111,699. The funds were used to facilitate remote work and set up online meetings platform and implement various protocols for the health and safety of the Bureau's staff and visitors.

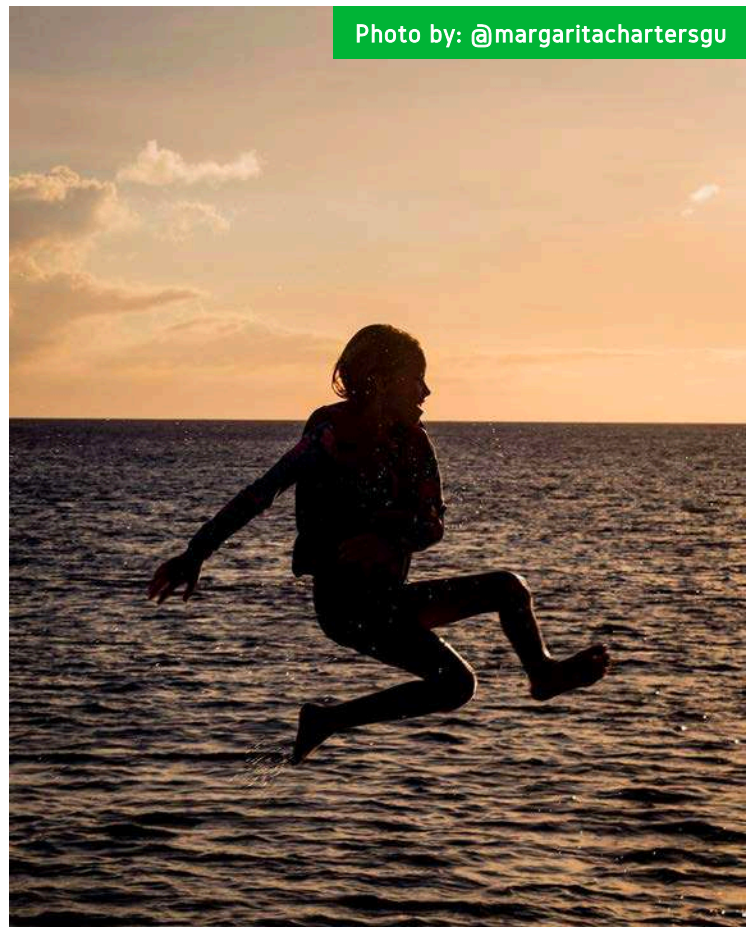


Photo by: @omarli_stills

HOT BOND

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



Photo by: @jc_photographygu

HOT BOND PROJECTS

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

GVB FY2020 PASS-THRU APPROPRIATIONS

- Åmot Taotao Tano
- Duk Duk Goose, Inc.
- Guahan Humanities
- Guam International Film Festival
- Guam Unique Merchandise and Arts (GUMA)
- Håya Cultural Preservation Foundation
- Historic Inalahan Foundation
- Humatak Foundation
- Hurao Academy, Inc.
- Inetnon Gef Pá'go Cultural Arts Program, Inc.
- Micronesia Conservation Association
- Pacific War Museum Foundation
- Tourism Education Council
- Traditions About Seafaring Islands (TASI)
- Traditions Affirming our Seafaring Ancestry (TASA)
- Ulitao
- University of Guam Press

OTHER APPROPRIATIONS FROM THE TOURIST ATTRACTION FUND

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

Photo by: @sonnel.co



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