



# I'ESTORIA

"The Storyteller"

Marketing Newsletter  
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## Special Feature:

### GVB Members Elect Four to Board of Directors

Four board of directors were elected to the governing body of GVB by members at Hyatt Regency Guam on Jan. 4, two of which will return for their second term and two who will mark new leadership for the bureau.

Rizk Saad, COO and executive VP for Baldyga International Group; and Monte Mesa, general manager of Guam Premier Outlets and board chairman for Port Authority of Guam, were elected along with returning board members Bruce Kloppenburg, president of Kloppenburg Enterprises Inc.; and Hayato "Jack" Yoshino, president of Ken Corporation.

"Our board has made great accomplishments this term," said GVB General Manager Gerald S.A. Perez. "We look forward to welcoming our new board members, along with those who will be appointed by the governor, the Speaker of the 31st Guam Legislature, and the Mayors' Council of Guam in the coming month."

By public law, four representatives are elected by the GVB membership to serve on the Board of Directors. Gov. Eddie Calvo will appoint four members, the Speaker of the 31st Guam Legislature will appoint two board members and one alternate member, and the Mayors Council of Guam will appoint one board member. The newly formed board is expected to elect the final member of the representative body some time this month.

### New Year Charters Account for More Than 10,000 Seats

The number of New Year charters from mainland China, Taiwan, Korea, and Japan have continued to increase in recent weeks, now totalling 10,412 additional seats to Guam from the four countries this holiday season.

An extensive number of charters from Continental Airlines, along with several from China Airlines, Korean Air, and Japan Airlines has led to the boost.

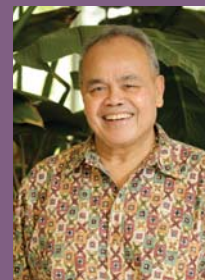


#### Inside this Issue ...

- GVB Elects Four New Board Members .....1
- Charters to Account for 10,000 Seats .....1
- Exploring the Visitor Industry on Guam .....2
- Developments in the Global Industry & New Products .....3
- GVB Japan Office Celebrates 35 Years .....3
- Calendar of Events .....4
- Visitor Arrival Statistics .....4
- Special Promotions, & Other News .....5
- Free Travel Tools .....5

#### A Message from the General Manager

*Hafa Adai!* Although 2010 has been a great year for GVB, we welcome 2011 with a renewed focus on building our core visitor markets and continuing to breathe new life into our Chamorro culture on Guam. We are confident our new board members will help us continue that mission, and we look forward to their contributions.



Senseramente,  
  
Gerald S.A. Perez

# Exploring the Visitor Industry on Guam



Inetnon Gef Págo dancers perform at Fiestan Dinaña' Minagof Chamorro Dance Festival in 2009. The annual event will be held from Feb. 12-13, 2011.

## Fiestan Dinaña' Minagof Returns to Inarajan

The annual celebration of Chamorro dance, Fiestan Dinaña' Minagof, is scheduled to return to Inarajan from Feb. 12-13, 2011 at Gef Págo Cultural Village.

The event features performances by school groups, professional and community dancers. In 2010, more than 300 performers entertained visitors and residents.

“This project is a great example of how the Guam brand can work hand in hand with our visitor industry,” said GVB General Manager Gerald S.A. Perez. “The dance festival is not only a celebration of our unique culture, but it’s a great way for visitors and residents to learn more about the dances that have been passed down from our older generations.”

Food, games, arts and crafts booths, workshops, and carabao rides will be featured at the event, which is open to the public and free to attend. For more info, visit [www.gefpagoguam.org](http://www.gefpagoguam.org).



## Charters, Extra Flights Boost Korea Arrivals

Six charter flights from Korea from Jan. 6-26 via Continental Airlines and extra flights via Korean Airlines throughout the month will account for an additional 3,492 seats from the core market this holiday season.

Departing from Busan and Muan Gwang Ju City, the flights will leave Korea twice weekly, arriving mostly in the afternoon.

Travel agents are currently packaging the charter flights with hotel stays at Holiday Resort, Hotel Nikko Guam, Pacific Islands Club, Hotel Santa Fe, and Leo Palace Resort.

The market, which has seen one of the largest jumps in 2010, saw a big boost this year thanks to the addition of Jin Air in April. Overall, Korea has seen a 62.3% growth over 2009.



## Guam Long Ride Expected to Attract 100 International Cyclists

The “Guam Long Ride 2011” on Jan. 23 is expected to bring about 100 Japanese cyclists to Guam, according to the event’s organizing committee.

The island-wide cycling event is not a race, but a chance for visitors to sightsee in an unconventional way, said Horishi Inoue, chairman of the Guam Long Ride Execution Committee (GLREC).

Participants will start at Gov. Joseph Flores Memorial Beach Park (Ypao) at 6:30 a.m., then cycle counter-clockwise around the island. Aid stations will be set up at Nimitz Beach Park in Agat, Gef Págo Cultural Village in Inarajan, Onward Mangilao Golf Club, and Starts Guam Golf Resort in Dededo.

“We always try to support athletic events that bring in visitors from our neighbors in Asia,” said GVB General Manager Gerald S.A. Perez. “The long ride is unlike our other events in that it is truly just a chance for those visitors to explore Guam. It’s a true testament to the idea that our island’s natural beauty can be explored differently by every visitor, and that our efforts to promote sports tourism on the island continue to generate wider interest in the region.”

For more information on GLR, call 647-0729.



## Did You Know?

Holidays usually signify a boost to the tourism industry. Mark your calendars with these 2011 Phillipine holidays:

Feb. 25	People Power Day
April 9	Day of Valour
May 1	Labor Day
June 12	Independence Day
August 21	Ninoy Aquino Day
November 2	All Souls Day
December 25	Christmas Day

## Global Industry Developments & New Products

### Cruise Association, Brand Top MCES Report

Government leaders and members of Pacific Asia Travel Association Micronesia Chapter met from Dec. 15-16 in Palau for the 14th Micronesia Chief Executives Summit (MCES).

Top concerns for the group are development of a regional brand, the Micronesia Cruise Association (MCA), and marketing to the military.

MCA is currently pursuing a charter and recruiting membership in an effort to help market ports throughout the region to major cruise lines, who have already begun adding Micronesia destinations as ports-of-call.

Supporters of the brand are currently lobbying for funding from the U.S. Department of Interior due to a projected positive economic impact on the region as a whole and individual islands.



### Guam Chamorro Dance Academy Returns to Tokyo

GVB and the Guam Chamorro Dance Academy are spreading the Hafa Adai Spirit in Japan once again. For the seventh time since the program launch in 2009, a two-day course from Jan. 29-30 in Tokyo will teach Chamorro song and dance to Japanese students.

Led by the only certified Chamorro dance master on Guam, Frank Rabon, founder of Pã'a Taotao 'Tano' dance troupe, the academy has had students perform at the Guam Micronesia Island Fair and Japan Association of Travel Agents (JATA) in September.

“Our goal is to increase the number of Japanese visitors that come to Guam, and one of the ways we’re doing that is by building interest in our Chamorro culture through programs like the Guam Chamorro Dance Academy,” said GVB General Manager Gerald S.A. Perez.

Due to a high demand among dance schools and potential visitors in Japan, GCDA will be expanding to Osaka in March and July 2011.



## GVB Japan Office Celebrates 35th Anniversary in Tokyo



Five years after GVB was named an autonomous agency by the Government of Guam, it created the GVB office in Japan to help build the core market. The result has been a growth so staggering it has changed the face of Guam. With more than 886,000 arrivals from Japan in 2010, it's time to celebrate.

Representatives from GVB will hold a luncheon reception marking the 35th anniversary of its Japan office in January. Travel agents as well as Japan government officials are expected to attend.

The new Gov. Eddie Calvo and chairwoman of the Guam Legislature Committee on Tourism, Cultural Affairs, Youth and Public Broadcasting, Sen. Tina Muña Barnes will also be introduced to industry stakeholders.



Please let us know what other stories and information about Guam you would like to see featured in I'Estoria. Contact us at [plaguana@visitguam.org](mailto:plaguana@visitguam.org) with your ideas, suggestions, or requests for additional information.

# Calendar of Events

 = GVB Special Event

## January

January 15

### **Boonie Stomp to Ague Cove**

Difficult hike into a cove ideal for swimming and snorkeling. Meet at the center court of Chamorro Village in Hagatna at 9 a.m. Cost is \$2 for all hikers over age 12. For more information, e-mail [davelotz@ite.net](mailto:davelotz@ite.net).

### **Tumon Fiesta**

Join the village of Tumon for a celebration of Blessed Diego Luis de San Vitores. For more info, contact the Tumon Mayor's Office at 646-5211.

January 17

### **Martin Luther King Jr. Day (Public Holiday)**

January 22

### **Boonie Stomp to Pagat Loop**

### **Chalan Pago Fiesta**

Join the village of Chalan Pago for a celebration of Nuestra Senora De Ila Paz y Buen Viaje. For more info, contact the Chalan Pago Mayor's Office at 472-8302.

January 23

### **Guam Island Fiesta Tour**

In partnership with Lam Lam Tours, GVB has worked with local families to provide an authentic fiesta experience for visitors. Cost to join the tour is \$30. For more info, contact your tour agent or Kiyoko/Rex at Lam Lam Tours by calling 649-5314. 

### **Guam Long Ride**

Island-wide cycling event beginning at Gov. Joseph Flores Memorial Beach Park (Ypao). Local and international athletes will tour the island counter-clockwise. For more info, call 647-0729.

January 29

### **Boonie Stomp to Dante River**

### **Mongmong Fiesta**

Join the village of Mongmong as it celebrates Nuestra Senora de las Aguas. For more info, contact the Mongmong Mayor's Office at 477-6758/9090.

## February

February 2-5

### **10th Guam Governor's Cup Ladies Golf Tournament**

Annual event for Japanese women pro- and semi-pro golfers. Up to 20 amateurs can register for the tournament. For more, visit [www.guamgolf.jp](http://www.guamgolf.jp).

February 5

### **Boonie Stomp to Anao**

### **Maina Fiesta**

February 12

### **Boonie Stomp to Lower Sigua Falls or Tarzan Falls**

February 12-13

### **Fiestan Dinana' Minagof Chamorro Dance Festival**

For more info, visit [www.gefpagoguam.org](http://www.gefpagoguam.org).

February 19

### **Boonie Stomp from Atilling Acho to Sella Bay**

February 26

### **Boonie Stomp to Talofofu Caves**

## Visitor Statistics Jan. 2010 - Dec. 2010 (preliminary) Total: 1,194,630 (13.6% LY)

% of Mkt Mix	Country	Arrival Pax	Change from Last Year
74.8%	Japan	893,561	8.3%
11.3%	Korea	134,685	62.3%
4.1%	U.S. Main	49,549	10.6%
1.0%	Hawaii	11,422	8.8%
2.6%	Taiwan	31,320	41.8%
0.4%	China	4,764	45.0%
0.3%	Other	4,088	11.5%



## Special Promotions, Incentives & Other News

### Free Travel Tools for Agents

#### Swimsuit Optional:

Click here to request an electronic version of the Swimsuit Optional brochure for land activities.

#### Top 10 Things To Do:

Click here to request an electronic version of the Top 10 Things To Do On Guam flyer.

#### Marketing Tools:

Click here to learn about more free downloadable tools.



GVB staff and Inetnon Gef Pa'go dancers display awards from the 2010 PTAA in the Philippines.

### GVB to Exhibit at PTAA with Palau, Continental

GVB will return to Pasay City from Feb. 18-20 for the Philippine Travel Agencies Association Travel Tour Expo 2011 in an effort to defend its "Best Marketing Effort" award won for the past three consecutive years.

The booth, a joint exhibit with Continental Airlines and Palau, will feature cultural dancers from Inetnon Gef Pa'go, who earned the show's "Most Popular Performance" award last year.

Known as the premier consumer showcase in the Philippines, the Travel Tour Expo 2011 hosted 62,000 people in 2010, along with 230 exhibitors.

"For the past three years, we've been successful at selling more than 500 packages to Guam at Travel Tour Expo," said GVB General Manager Gerald S.A. Perez. "Marketing efforts like this continue to keep us at the forefront of visitors' minds in the Philippines."



Guam Visitors Bureau is a proud member of the following organizations:



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### GVB to Represent Guam as Travel USA 2011 Celebrates New Year for Chinese Travelers

Guam will be featured among more than 250 travel media, tour operators, travel agents, and buyers doing business with U.S. destinations at Travel USA 2011 on Jan. 18 in Beijing.

Sponsored by the U.S. Commercial Service, the event is an effort to promote U.S. destinations to Chinese travelers, the world's fastest growing outbound travel market.

"While news from Washington D.C. regarding our request to include China in the Guam-CNMI visa waiver has yet to be announced, our work to market Guam as a destination there has not halted," said GVB Marketing Manager Pilar Lagaña. "For this event, we have once again partnered with the U.S. Commercial Service, an active participant in this core market."

Attendees will be given a Travel USA guidebook featuring Guam, as well as sales presentations on the island destination.



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