

Inside this Issue ...

Hafa Adai Study Tour
Draws Japan Trade • 2

QSC Workshops Aid
GVB Members • 2

Busan-Daegu Road
Show Nets Korea
Support • 3

GVB Readies for Road
Show in Australia • 3

Calendar of Events • 4

Visitor Arrivals • 4

Guam IFCOT Luncheon
Draws Crowd • 5

Liberators Arrive for
Annual Festivities • 5

GVB Joins Liberation Day Celebration in D.C.

For the second consecutive year, GVB joined Guam Congresswoman Madeleine Z. Bordallo for the Guam Liberation Reception on Capitol Hill in Washington D.C., where members of the U.S. Congress experienced Guam's culture and celebrate the 67th anniversary of the island's liberation.

Guam Senator Tina Muña Barnes, Chairwoman of the Committee on Municipal Affairs, Tourism, Housing and Recreation; and GVB General Manager Joann Camacho attended the July 15 event, sponsored by the Guam Society of America.

"The Liberation Reception marks the largest Guam event held in Washington D.C. each year," Camacho said. "It's a great opportunity to share more about our island with Congressmen and bring Guam to the forefront of their minds, especially as discussion for the Guam-CNMI visa waiver continues among our nation's leaders."

Attendees experienced Chamorro food, culture, and dance through a performance by Long Beach, California-based Kutturán Chamorro dance troupe, singing of the National Anthem and Guam Hymn at the Cannon Caucus Room at New Jersey and Independence avenues, where the event was held.

Chamorros living within the Washington D.C. metro area assisted with catering for the event, which hosted a meal of ribs, red rice, and kelaguen.

A Message from the General Manager

Hafa Adai! Hard work within the visitor industry has allowed us to celebrate more than just the 67th anniversary of the Liberation of Guam by U.S. forces this month. We are finally launching our long-awaited QSC Program, celebrating a successful road show in Korea, and welcoming Deputy General Manager Nathan Denight to GVB. It's bound to be a busy 4th quarter!

Senseramente,



Joann G. Camacho



Guam Delegation, Regional Leaders Testify for Congress on Visa Waiver

While in Washington D.C. to celebrate the Guam Liberation Reception with Congresswoman Madeleine Z. Bordallo, the Guam delegation submitted oral and written testimony to U.S. Congress in favor of adding China and Russia to the Guam-CNMI visa waiver program.

A congressional hearing on July 14 allowed Guam Gov. Eddie B. Calvo, Senator Tina Muña Barnes, GVB General Manager Joann Camacho to submit statements. Speaker Judith T. Won Pat, Ed. D., submitted written testimony with other Guam residents prior to the hearing.

Bordallo has urged the Department of Homeland Security to implement parole authority for a short-term solution.

Exploring the Visitor Industry on Guam



Japan travel agents visit Lina'la Chamorro Cultural Park during Hafa Adai Study Tour.

Guam Hosts Japan Trade at Hafa Adai Study Tour

GVB hosted about 90 Japanese travel agents on Guam from July 1-4, in an effort to encourage group travel with special emphasis on meetings and incentive groups. The annual event, designed to showcase the island's offerings, introduced the travel agents to sightseeing opportunities, optional tours, wedding chapels, shopping, and nightlife.

"The Hafa Adai Study Tour really gives us an opportunity to connect with these Japanese travel agents on a personal level and show off the best of Guam," said GVB General Manager Joann Camacho. "We know there is a rising interest in our island for meetings and incentive trips, especially from Japan, so that's what we focused on this year. The landscape of our largest market is constantly changing, so we have to adapt."

The three-day event, which incorporated free time based on the needs of each tour operator group, included site inspections at group travel facilities, wedding chapels, and a trade show to allow local entertainment options and hotel operators to showcase their advantages.

Denight Begins as New GVB Deputy Manager

GVB is pleased to announce Nathan Denight, a well-respected member of the island's marketing community, has been named Deputy General Manager.

Creative director for Denight Marketing Group and owner of Revolution Productions of Guam, Denight brings more than a decade of marketing experience in Guam and California, where he earned a bachelor's degree in accounting from Santa Clara University in 1999.

"With his varied experience in TV and print production as well as expansive marketing campaigns for successful local companies, we are sure Nathan is the right fit at the right time for the Bureau," said GVB General Manager Joann Camacho. "Aside from his creative ability, he also has technical knowledge of accounting and balancing budgets, which will all be valuable tools for GVB. We're excited to see where his leadership takes us on the local and international levels."

GVB Holding Workshops for Members on QSC Program

GVB held three July workshops aimed at introducing the long-awaited Quality Service Certification (QSC) Program to members of the island's visitor industry.

First announced at the China Outbound Travel Market Symposium sponsored by GVB in October 2010, the QSC Program will launch on Guam in partnership with China-based Ivy Alliance Tourism Consulting Co. Inc., in an effort to give local businesses an opportunity to earn status as a "highly qualified tour operator and supplier" in the China market.

For explanation and to increase support for the program, workshops led by Ivy Alliance Assistant President David Tang were held at the GVB office in Tumon on July 18-20.

"This program requires some time and effort on the part of our business stakeholders, but the benefits far outweigh the enrollment process," said GVB Marketing Manager Pilar Lagaña. "We highly recommend our visitor industry research the QSC Program and enroll in a timely manner. Because of government restrictions that prevent free advertising, this can give businesses an advantage it cannot get otherwise."

In a country where advertising by foreign business is limited, a QSC certification could make a difference in where a growing number of Chinese visitors on Guam spends their dollars. An accompanying brochure produced by GVB about the program is available at the head office in Tumon.

Ivy Alliance is the authorized executing organizer of the QSC Program, led by the China Association of Travel Services (CATS) and endorsed by the China National Tour Association (CNTA).

Global Industry Developments & New Products



Guam representatives meet with Korean travel agents at the Busan Road Show in June.

Busan & Daegu Road Show Nets Korea Support

GVB representatives and members of the Inetnon Gef Pa'go dance troupe met with about 200 Korean travel agents on a two-day Road Show in Busan and Daegu, Korea, sponsored by Korean Air and Jin Air.

The annual event is dedicated to promoting new Guam packages among leading agents in Korea, with emphasis on participating vendors including PHR Korea (Sheraton Resort, Hilton Guam Resort & Spa, and Pacific Islands Club), Nikko Hotel Guam, Hyatt Regency Guam, Onward Beach Resort, Outrigger Resort Guam, DFS Guam, and LeoPalace Resort.

“This promotion coincides perfectly with upcoming charter flights from Korean Air in July and August,” said GVB General Manager Joann Camacho. “It’s a great time to encourage new packages to Guam in Korea due to our added seat capacity.”

In each city, a round trip ticket aboard Korean Air and Jin Air were given to two lucky winners, in addition to three nights at a hotel and \$1,000 in DFS Guam gift certificates.

GVB Readies for 3-Day Australian Road Show

GVB will participate in a Micronesia Product Update & Road Show sponsored by Continental and United Airlines in the country’s capital city from July 24-29. The event will allow marketing representatives to promote Guam with other Micronesian island destinations in Sydney for the first joint promotion from the airlines.

Special emphasis will be given to the Star Alliance Micronesia Airpass, a new tool by Continental and United introduced in May, which gives airline customers an opportunity to island hop throughout the region on one reasonably priced ticket. GVB and representatives from Yap, Chuuk, Kosrae, and the airlines will sell the pitch the pass, as well as upcoming signature events like Guam Micronesia Island Fair, to travel agents in Australia.

Guam Chamorro Dance Academy Holds First Session in Osaka

After cancelling the Guam Chamorro Dance Academy in March due to the devastating tsunami in Japan, GVB is pleased to announce the program will hold its first session in Osaka July 29-31.

Led by Master of Chamorro Dance Frank Rabon, GCDA has been held in Tokyo since it began in 2009. A growing number of dancers have participated in each camp, with 70 signing up for the last session in January.

“The increased interest in this program in Tokyo and beyond shows our potential visitors in Japan are hungry to learn more about the Chamorro culture,” said GVB General Manager Joann Camacho. “We look forward to its continuation in 2012.”



Please let us know what other stories and information about Guam you would like to see featured in l’Estoria. Contact us at plaguana@visitguam.org with your ideas, suggestions, or requests for additional information.

Calendar of Events



= GVB Special Event

July

July 20

Asan Bay Overlook Memorial Commemoration

Join War in the Pacific National Park at 10 a.m. for its annual commemoration ceremony. For more, call 333-4050.

July 21

27th Liberation Day Mile Run

Join local competitors on a run before the Liberation Day Parade. For more, visit www.guamrunningclub.com.

Wreath Laying Ceremony & Moment of Silence

Join residents as they honor a Liberation Day Parade spectator tragically killed along the parade route in 2010. Ceremony at 9:30 a.m. at the Tragedy Tree in Anigua.

67th Guam Liberation Day Parade

Celebrate the 67th anniversary of Guam's liberation with the annual parade on Marine Corps Drive at 10 a.m. For more, call the Mayors Council of Guam at 472-6940.

July 22

Che'guian Massacre Memorial Service

Commemorate the Che'guian massacre in Yigo at 9:30 a.m. For more, call the Mayors Council of Guam at 472-6940.

July 23

Historic Inalahan Workshop

Learn crafts, song, and dance at Gef Pa'go in Inarajan. Fee is \$15 per person. For more, e-mail historic@teleguam.net.

Boonie Stomp to Liberation Sites

Meet at 9 a.m. in center court of Chamorro Village. Fee of \$2 for hikers over age 12. For more, e-mail davelotz@ite.net.

July 30

Historic Inalahan Workshop

Learn crafts, song, and dance at Gef Pa'go in Inarajan. Fee is \$15 per person. For more, e-mail historic@teleguam.net.

Boonie Stomp from Talofofo Bay to Inarajan Bay

Meet at 9 a.m. in center court of Chamorro Village. Fee of \$2 for hikers over age 12. For more, e-mail davelotz@ite.net.

Agat Fiesta

Join the village of Agat and its Catholic Church as it celebrates patron saint, Santa Ana. For more, contact the Agat Mayor's Office at 565-2524.

August

August 6

Tamuning Fiesta

Celebrate the feast day for patron St. Victor with the village and its Catholic Church. For more, call 646-7181.

26th Tsunami 5K

For more, call Guam Running Club at 632-5818.

August 13

Piti Fiesta

Celebrate the Assumption of Our Lady with the village and its Catholic Church. For more, call 472-1232.

August 20

39th Tumon Beach Run 5.5M

For more, contact the Guam Running Club at 632-5818.

Barrigada Fiesta

Celebrate patron saint, St. Roke with the village and its Catholic Church. For more, call 734-4537.

August 20

Agat Fiesta

Celebrate patron saint, Santa Rosa with the village and its Catholic Church. For more, call 565-2524.

Visitor Statistics January - June 2011 (preliminary)

Total: 545,654
(-5.8% LY)

% of Mkt Mix	Country	Arrival Pax	Change from Last Year
71.4%	Japan	389,820	-10.6%
12.1%	Korea	66,111	14.3%
4.6%	U.S. Main	25,130	-2.5%
1.0%	Hawaii	5,336	-7.1%
3.3%	Taiwan	17,925	25.2%
0.6%	China	3,506	31.4%
0.3%	Other	1,772	-9.8%

Special Promotions, Incentives & Other News



Travel Agents Flock to Guam Luncheon at IFCOT

GVB joined more than 300 domestic and international visitor industry professional and destination representatives in Beijing from June 15-16 for the 2011 International Forum on Chinese Outbound Tourism (IFCOT), where a luncheon hosted by Guam drew more than 100 people.

A firm supporter of IFCOT, GVB has sponsored a Guam Night at the forum for the previous two years, but decided on a luncheon for the 2011 government-sponsored travel trade conference.

“We were so thrilled to see how many travel trade and media showed up for the luncheon,” said GVB General Manager Joann Camacho. “To see interest in our small island peak at the premier show in a country that hosts the fastest growing outbound market is encouraging.”

IFCOT is supported by the China National Tourism Administration (CNTA).

Free Travel Tools for Agents

- **Guam Island Fiesta Tour:**
Click here to request an electronic version of the Guam Island Fiesta Tour informational flyer.
- **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.

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



Guam Visitors Bureau

401 Pale San Vitores Road
T: (671) 646-5278/9; F: (671) 646-8861
www.visitguam.org

Joann Camacho, General Manager
E-mail: jcamacho@visitguam.org

Nathan Denight, Deputy General Manager
E-mail: ndenight@visitguam.org

Pilar Lagaña, Marketing Manager
E-mail: plaguana@visitguam.org

Amanda Lawson, Writer/Media Specialist
E-mail: alawson@visitguam.org

Veterans Arrive on Guam for Liberation Day

Two veterans, who arrived on Guam especially for the island's Liberation Day Festivities, were given a special tour of the island's historic and scenic sites in the days leading up to the annual celebration on July 21.

Marvin Ainsworth of the U.S. Marine Corps and Dan Bradley of the U.S. Navy answered a call for veterans first issued by GVB in May. Each year, the Bureau calls on local and international media



to help find liberators from the invasion of Guam by U.S. forces in 1944. The two were the only respondents for the 2011 celebration.

To subscribe or unsubscribe to the GVB Marketing Newsletter, click here.