

# I'ESTORIA

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## GVB Prepares for First Global Shopping Campaign

Guam Visitors Bureau is gearing up to launch Guam's first major global marketing campaign that aims to aggressively promote and highlight Guam as a modern and trendy fashion shopping destination. The Shop Guam Festival campaign will award eight individuals the opportunity to become Guam shopping ambassadors and win an all-expense paid trip to Guam that includes airfare, accommodations, ground transportation and a shopping budget of \$6,000.00.

A total of eight shopping ambassadors will be selected, one individual from 8 target markets: China, Hong Kong, Japan, South Korea, Philippines, Taiwan, North America and Russia. The shopping ambassadors will be carefully selected based upon criteria that includes the candidate's social media popularity and retail/fashion industry influence in their home country.

The shopping ambassadors will be required to travel to Guam from November 23 to November 30, 2012. Each shopping ambassador is required to document and share their Guam shopping experience with their followers and generate online social media buzz about their shopping and overall vacation experience in Guam.

"GVB is excited to launch the Shop Guam Festival. It's our first global social media campaign and one of our goals with this campaign is to create an

## A Message from the General Manager



Håfa Adai!

In the month of July Guam welcomed about 113,112 visitors. This represents a 13.6% increase over July 2011. From January to July of this year, arrivals show a 13.7% increase over the same period last year. This is a good indication that we are on target to surpass our projection of welcoming over 1.2 million visitors for this calendar year.

GVB is also preparing to launch its first global social media campaign, the "Shop Guam Festival." This campaign aims to bring one person from all eight of our source markets to experience shopping on Guam which will translate into over a million dollars of exposure for our island.

The success of our efforts would not be possible without all of our members and partners in the tourism industry. Si Yu'os Ma'ase and may God bless Guam!

Senseramente',

A handwritten signature in black ink that reads "Joann G. Camacho".

Joann G. Camacho



interactive shopping experience for our visitors that highlights Guam as a modern, diverse, customer-centric destination to shop. Guam truly has it all when it comes to shopping and we want to highlight that along with Guam's unique culture and proud heritage," said Pilar Laguaña, GVB Marketing Manager.

The Shop Guam Festival will kick off on October 4, 2012 with a Global Media Fam Tour where members of major media outlets from the 8 target markets will be invited to Guam to tour the island's cultural sites, retail shopping malls and boutique stores. The Shop Guam Festival shopping ambassador winners will be announced on October 26, 2012.

The campaign will run for a total of 120 days from late September 2012 to early January 2013, throughout the year-end holiday sales season in Guam. The campaign aims to promote Guam's tax-free shopping, diverse brand inventory and friendly retail staff and to generate tourists' awareness of US retail sales during year end holiday season.

## GVB DONATES VEHICLES TO GPD

### **GHRA & Cycles Plus Assist in Repairs & Maintenance of GPD Vehicles**

The Guam Visitors Bureau donated two vehicles to the Guam Police Department to assist them in stepping up efforts in keeping visitors and local patrons to the Tourist District of Tumon Bay safe.



"Safety is one of the top priorities of this administration, and it is important that we work with all our stakeholders to ensure that our visitors and local community are safe," Lieutenant Governor Ray Tenorio said. "On behalf of Governor Calvo, First Lady Christine, myself and Attorney Shimizu, we thank GVB, the Guam Hotel & Restaurant Association and Cycles Plus for their continued partnership."

"Safety is very important to us and today's donation of the vehicles is a testament of our support for the good work GPD does everyday," GVB General Manager Joann G. Camacho said. "We hope that they will utilize these vehicles to their fullest potential and continue to keep our visitors and our community safe."

GVB handed the keys over to one new Kawasaki KRF750 Teryx-4wd and one Kawasaki KL650ECF Motorcycle

during a press conference held at their office in Tumon. With a shortage in manpower, these utility vehicles will be used to expand current coverage of GPD's Beach Patrol as well as patrol along Pale San Vitores Road.

At the same event, Manager of Cycles Plus, Mr. Dennis Quinones said they will service these vehicles free of charge for one year. "We are one community and we are happy to have partnered with GVB and GHRA to donate these vehicles as well as perform repairs on other vehicles in their fleet," Quinones added.

The Guam Hotel & Restaurant Association was also present and spoke about the repairs they were able to provide to four vehicles in GPD's fleet.

"GHRA is proud to continue its long legacy of donating safety and security equipment to GPD and other



agencies," President of GHRA, Mary Torre said. "GHRA's partnership with the Government of Guam is not only to provide the necessary tools but to also act as its private sector partner to be the eyes and ears for the tourism industry."

GHRA will also be holding its annual Governor's Cup November 17-18, 2012 Proceeds of the tournament assist in the repairs to equipment for GPD and other agencies tasked with the safety of visitors and residents. ■

## Grand Opening of Museum Exhibits

68 years ago, American troops spilled blood and wrote history. At that time, Guam became a fiercely contested battleground, an island in the Pacific that militaries fought and killed for. The bravery and the sacrifice of those who participated in the Pacific campaigns of World War II must never be forgotten.

War in the Pacific National Historical Park is proud to announce the opening of its new museum exhibits at the T. Stell Newman Visitor Center. Many staff, partners, community members, and other collaborators have worked tirelessly to bring the exhibits to completion. The years and investment that went into this design and installation will pale in comparison, however, to the exhibit's longevity and the educational opportunities that will arise from it.

Guam's location and rich history have molded the island and formed it with



sensitive, sometimes controversial, stories that appeal to many. The new visitor center exhibits will reach a broad spectrum of international visitors and locals, scholars and novices, young people who are just learning about the war, and elderly who experienced it.

In conjunction with the island's 68th Liberation Festivities, the park hosted a Grand Opening night for honored visiting veterans of World War II and island's elderly who lived through the war.

Among her other remarks at the opening ceremony, visiting Pacific West Regional Director Christine Lehnertz said, "It is an achievement -- the technology here. It is amazing, and is frankly very cool as well." Perhaps she was referring to the interactivity, multiple languages, and personal

stories that make history, nature, and environmental issues relevant. Or she might have meant the groundbreaking advancements in accessibility, which open up the exhibits to those with disabilities by providing narration, captions, assisted listening, and audio description tracks.

These exhibits are a gift to the island, to use again and again. They honor the veterans and participants who attended the opening ceremony. They will continue to serve as physical, tangible references to remind visitors of the island's established legacy and traditions, as well as spark new conversations and ideas about its destiny. Yes, Guam really is that special! ■



## UOG and GVB to Bring Russian Interns to Guam

While the majority of Guam's tourists are from Japan, the island's tourism industry is looking forward to seeing more visitors from Russia. UOG, in conjunction with the Guam Visitors Bureau, recently took a trip to Vladivostok, Russia in an effort to recruit Russian-speaking interns for the hospitality industry and the English Adventure Program. Vladivostok is the administrative center of Primorsky Krai and is situated at the head of Golden Horn Bay, not far from Russia's borders with China and North Korea.

International and Professional Programs at UOG encompasses several educational programs; among them are the English Language Institute and the English Adventure Program. The English Adventure Program allows groups of college, elementary and junior high school students from various countries to visit for a two- or three-week period and engage in English language instruction along with a variety of other activities including fisheries and sports camps, "so they are learning and also having some fun in the process," said Cathleen Moore-Linn, Director of International. The English Language Institute is a more rigorous formal program designed to enhance overall language skills, speaking, writing and listening skills for college students. The participants can then matriculate into being regular University of Guam students.

The Guam Visitors Bureau invited Moore-Linn to accompany its representatives on the trip to Vladivostok from July 1 to 4, opening doors for UOG on several levels. Although the trip was short, it was fruitful with the first group of five Russians - three English Adventure Camp participants, a parent and a nanny - arriving only 10 days after the group returned to Guam on July 5. The three boys, ages 8, 9 and 13, were enrolled in the UOG Sports Adventure Camp with English tutoring in a package deal, allowing them to have a full English immersion experience with local children, said Moore-Linn. In addition to the English Adventure Program there are other programs available to the participants including the Sports Adventure Camp and the 4-H Fisheries Program. These programs are being offered as packages to the Russians and are attractive because they are not duplicated by any other destination. "This is a unique experience that is unique to Guam but also offers that cultural component into the offering that made their eyes spark up," Moore-Linn said.

"This group is the first of many to come, with the next group scheduled to arrive on Nov. 3, for a two-week period pending finalization, and we can be expecting a group of 20 to 25 students hailing from various Primorsky areas in Russia next year in June. We will also see some Russian students enrolled in our English Language Institute in the fall, adding to the mix of

Japanese, Korean and Chinese from Taiwan," said Moore-Linn. "Not only is this good for the university but it is also beneficial to the tourism industry. With the Russian tourists staying for two to three weeks at a time they are helping build tourism through the expenses associated with traveling."

According to Moore-Linn, on the horizon for the tourism industry are partnerships with several universities in Russia. Most imminent is one between Far Eastern Federal University and the hotel industry. GVB and Moore-Linn hope to work with the hotel industry to establish a Russian internship program. This program will allow interns to work for the hotels on a J-1 visa for one year and would be a step toward bridging the language gap between the guests and employees. Hoping to begin setup in August, it is possible that the first group of interns will arrive in November or December of this year. In order to qualify for the program, recruits will have to meet U.S. Department of State requirements. They must be students in hospitality or a recent college graduate with English speaking ability





to allow for interfacing with Russian guests and local staff. Once the program is set up and the information is dispensed both Moore-Linn and GVB will step away and allow for the participating hotels and the recruiter to work one-on-one. ■

## GVB to Attend 2012 China Shenyang International Tourism Festival

GVB will be attending the China Shenyang International Tourism Festival in Shenyang Zhongshan Park from August 18th to 22nd. The 2012 China Shenyang International Tourism Festival, hosted by the People's Government of Liaoning Province, undertaken by the Municipal Government of Shenyang City, will be held from 18th August to 18th September in Shenyang.

China Shenyang International Tourism Festival has become one of the most characteristic city festival activities through seven years of hard work since 2005, and rewarded as one of the top ten most influential tourism festival activities in China. The festival is a splendid party among the different countries and cities and provides an important platform to show diverse tourism resources and cultures. As the most important session, the International Tourism Resources Exhibition will be held in Zhongshan Park from 18, August to 22, August. 34 tourism exhibitors and 8 airline companies from 24 tourist destinations



are expected to attend this exhibition to attract over 200,000 visitors.

During the festival, GVB delegates will showcase Guam as the closest U.S. destination from China and as an ideal resort getaway for mainland visitors wanting a taste of America in Asia and a relaxing island experience during the holiday season. GVB delegates will participate in the opening ceremony of the International Tourism Resources Exhibition as well as the International Tourism Communication Month launching ceremony. Also, GVB will sign an Agreement of Tourist Cooperation with Shenyang Tourist Association to establish future cooperation between the two agencies. ■

## PATA Micronesia Unveils Refreshing Brand Signature

The Pacific Asia Travel Association (PATA) Micronesia Chapter held their 3rd Tri-Annual Meeting in Chuuk, FSM from August 8-11, 2012. One of the main highlights of the meeting included the unveiling of the chapter's Micronesia branding initiative campaign and its new brand logo for the region, with the tag line "Micronesia – Experience the Warmth".



Pilar Laguana, Co-Chairperson of the PATA Marketing Committee, explained that "the chapter members can now be proud that we have a cohesive



brand product to market to the world which was developed to create, promote, and reinforce a consistent and positive awareness of Micronesia". The creation of the brand logo, which the chapter began in 2010 has completed the first phase of the PATA Micronesia Branding Initiative.

Darin De Leon, Managing Director of Palau Visitor Authority, the brand guidelines created explains "the brand signature was created to invoke the image; the promise, of warmth. Experience the warmth – the nature warmth (our year-round climate is blessed by a marriage of the Pacific Ocean's caress with the embrace of tropical beaches and breath-taking scenery); Cultural warmth (our very own culture drives the hospitality that is inherent to

our community as a whole. In effect, this is the very essence of who we are".

Casey Jeszenka, chapter board member and Network Director of the Pacific Islands SBDC Network congratulated the chapter and said that having this new regional brand image now ties all of Micronesia together as a travel and tourism destination instead of each island marketing themselves individually during regional tourism marketing initiatives, raising the awareness of the Micronesia region.

The brand signature logo represents the peace and tranquility of the Micronesia. The green palm leaves portray the life and environment that is prevalent over islands landscapes that are still covered by nature as oppose to gray found in cities,

the blue waves portray the gentle and natural beauty of marine life that cradles Micronesia and the brown circle portrays the inclusions, the whole, that is all the islands and cultures rooted together that constitutes Micronesia."

The next phase of the Micronesia Brand will involve marketing efforts by the PATA Micronesia Chapter and its members along with state and national tourism organizations of the region. The chapter is also creating a new PATA Micronesia website and social media platform with the Micronesia brand.

The next PATA Micronesia Chapter meeting will be held on Guam December 5 and 6, 2012. ■

## GVB Marketing Mission Calendar

### SEPTEMBER 2012

September 4-7	Visit US Committee Russia Road Show - Russia
September 7-10	Busan International Travel Fair - S. Korea
September 14	GVB Membership Meeting - Guam Hilton Resort & Spa
September 15-19	Asia Sea Trade Conference - Singapore
September 16	Guam Island Fiesta Tour (GIFT) - Talofofo
September 20-23	JATA Tourism Forum & Travel Showcase - Tokyo
September 22-23	Pacific Islander Festival Association (PIFA) - San Diego
September 23-28	PATA Travel Mart - Manila, Philippines
September 30	Guam Island Fiesta Tour (GIFT) - Mangilao

### OCTOBER 2012

October 3	MWR Travel Fair - Guam
October 3	Micronesia Cruise Association Meeting - Guam
October 4	AAFB Travel Fair - Guam
October 4-6	GVB Global Media Fam Tour - Guam
October 5-7	25th Annual Guam Micronesia Island Fair
October 7	Guam Island Fiesta Tour - Yona
October 14	Guam Ko'ko Road Race
October 26-29	Taipei International Travel Fair - Taiwan

## Visitor Statistics

### January 1 - August 29, 2012

**Total: 857,911**  
**(13.3% LY)**

Country	Arrival Pax	Change from Last Year
Japan	615,345	15.1%
Korea	113,773	14.0%
U.S. Main	33,716	4.4%
Hawaii	7,585	5.6%
Taiwan	35,378	17.9%
China	6,318	41.4%
Russia	2,327	525.5%