

I'ESTORIA

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GVB Celebrates Håfa Adai Spirit Week

As part of its celebration of Tourism Month, the Guam Visitors Bureau will be celebrating Håfa Adai Spirit Week next week, May 14 – 18, 2012, which means Håfa Adai Friday all week.

"This week is not only meant to celebrate tourism, but the unique hospitable spirit we as a community are known for," GVB General Manager Joann Camacho said. "We encourage all of our Håfa Adai Pledge supporters to go the extra mile in showing the Håfa Adai Spirit by wearing island wear all week or doing things at your places of business that promote the Chamorro culture."

As an added incentive to encourage island businesses to show their Hafa Adai Spirit, GVB gave away MADE IN GUAM gift packages everyday, complete with gifts from CoCo Joe's, Minagof Beer, Judy Flores Calendars, Guam's Own, and Gourmet Popcorn.



A Message from the General Manager

Håfa Adai!

The past three months have been great for Guam's tourism industry. In March we achieved the 7th best month in arrivals and the best March in Guam's history with arrivals 20.0% over March 2011 and 6.4% over the same period last fiscal year.

Additionally, this month we are celebrating tourism month. This is a time to celebrate the success we have experienced this year as well as those still to come. This month we also celebrate what makes Guam unique and that is our Chamorro identity infused with the Håfa Adai Spirit.

As we look toward the next couple of months, GVB will be preparing to celebrate its 50th anniversary next year since its inception as the Guam Tourist Commission in 1963 with events that highlight this important milestone. Si Yu'os Ma'ase and thank you for the support you have shown us over these 50 years and continue to show us as we work for a better Guam.

Senseramente',

Joann G. Camacho



EXPLORING THE VISITOR INDUSTRY ON GUAM

To enter, be a Håfa Adai Pledge supporter, take a photo of how your organization is showing the Håfa Adai Spirit during Håfa Adai Spirit Week, like GVB at www.facebook.com/guamvisitorsbureau and upload your photo.

If you are not already a Håfa Adai Pledge Supporter, but are interested in taking the pledge, please contact GVB at 646-5278. GVB will be holding a pledge signing on Wednesday, May 15, 2012 at the Council on the Arts and Humanities Agency Gallery in Hagåtña.



“From Russia with Love” Unveiled as Theme for the 10th Annual Celebrity Chef’s Cup

The UOG Endowment Foundation and the Micronesian Chefs Association unveiled “From Russia with Love” as the exciting theme for this year’s annual Celebrity Chef’s Cup at a press conference at Outrigger Guam Resort today. The 10th Annual Celebrity Chef’s Cup is scheduled to take place on May 30, 2012, at the Hyatt Regency Guam. Guests will feast on a delicious five-course dinner inspired by the art, people, grandeur and culture of Russia.

The five competing chefs were in attendance, and they each drew a piece of paper out of the Chef’s Cup trophy, which designates which course they will prepare for the Chef’s Cup event. The dinner competition will proceed in the following order:

Cold Appetizer – Geoffrey Perez, Proa

Soup – David Jones, Outrigger Guam Resort

Hot Appetizer – Chris Aguon, Table 35

Entrée – Eddie Chien, Delmonico

Dessert – Daniel Lenherr, Westin Resort Guam

“Ingredients that will be used in the preparation of the different courses will include locally grown fruits and vegetables obtained through the Farmer’s Co-Op,” said Gordon T. Mizusawa, Board Secretary for the Micronesian Chefs’ Association.

Guam Visitors Bureau has signed on to be one of the major sponsors of the event, and GVB representatives in attendance today were Pilar Laguana, Tony Muna, Josie Moyer, and Gina Kono. In 2011, the United States announced the Visit Visa waiver for Russian nationals visiting Guam, thereby opening Guam’s tourism industry to Russian visitors on a wide scale for the first time.

“As tourism professionals visit Russia and tell the Russian people about Guam, we want to help share the Russian culture with our local community and prepare them for the expansion of the Russian tourism market on our island,” said Mark Mendiola, Executive Director for the UOG Endowment Foundation.

Members of the business community are selected to participate as Celebrity Team Members for each competing chef’s team, and the Celebrity Team Members who were able to attend today’s press conference include the following:

Michael Camacho, Personal Finance Center

Duane George, Pacific Daily News

Quentin Koch, United Airlines

Krystal Paco, KUAM

Clynt Ridgell, Pacific News Center

Tom Roberto, Island Tinting

Gary Sung, Ideal Advertising

Frank Whitman, Guam Business Magazine





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The Celebrity Team Members represent a cross-section of locally-owned businesses, off-island businesses and local media. They will entertain the audience during the Chef's Cup event with video skits that have been produced in advance and encourage the audience to vote for their team.

The year 2012 marks the 10th anniversary of Guam's most eagerly anticipated food event. All the latest Chef's Cup information including the final list of the Celebrity Teams will be posted at www.uogendowment.org.

U.S. Secretary of Commerce Visits Guam Visitors Bureau at Pow Wow

U.S. Secretary of Commerce John Bryson visited the Guam Visitors Bureau booth on the convention floor during the U.S. Travel Association's 2012 International Pow Wow in Los Angeles, California. The U.S. Department of Commerce and the U.S. Commercial Service have been instrumental in supporting GVB's initiatives in source markets to drive visits and generate commerce within Guam's business community.

"It's wonderful to see how well Guam is represented here at Pow Wow on the global stage for international tourism. Prior to his keynote speech on the first day of the show, Secretary of Commerce John Bryson had time to visit a few select booths representing U.S. destinations. Guam Visitors Bureau was among the Secretary's top priorities, as one of three

U.S. destinations he chose to visit," said John Holman, Director of the Pacific Islands for the U.S. Commercial Service.

"Secretary Bryson congratulated GVB on all of their fantastic initiatives and excellent work promoting Guam worldwide. GVB Marketing Manager Pilar Lagaña and the GVB marketing team are recognized nationwide for their outstanding marketing work promoting Guam, the warm Chamorro spirit, and truly representing Guam in the best possible way," Holman added.

Secretary Bryson is a key member of President Obama's economic team. As Commerce Secretary, Bryson oversees an agency charged with helping make American businesses more innovative and successful at home and more competitive abroad. Bryson's priority as Commerce Secretary is to help American businesses "build it here and sell it everywhere."

GVB Marketing Manager Pilar Lagaña said, "The U.S. Commercial Service's support of Guam and GVB has been excellent and I truly appreciate the visit of Secretary Bryson to the GVB booth at Pow Wow".

The GVB delegation met with influential domestic and international media, destinations and buyers at Pow Wow. They also met with key U.S. Commercial Service international officials, National Tour Association leadership and the Brand USA leadership. The U.S. Travel Association and Brand USA launched its much-anticipated international marketing brand and campaign at Pow Wow and will begin outreach in Japan and Korea. In December 2011, GVB was presented the U.S. Department of Commerce Export Achievement Award.





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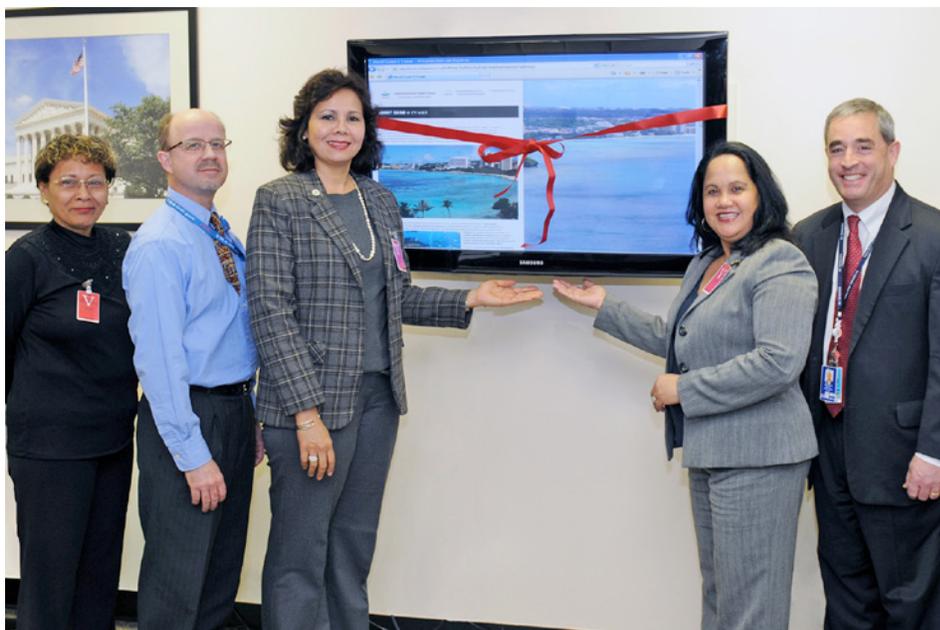
Guam Visitors Bureau Meets with US Consul General in Moscow, Launches Russian Language Website

An official Guam Visitors Bureau (GVB) and Mariana Visitors Authority delegation is in Moscow, Russia and met with the US Consul General and the U.S. Commercial Service, including the Minister Counselor for Commercial Affairs of the Embassy of the United States of America and the Chairwoman of the Visit USA Russia Committee.

The meeting marked the launch of the official GVB Russian language website and supporting social media sites and was commemorated with a ribbon cutting ceremony. The Russian language websites, funded in part by the Guam Economic Development Authority, are key components of GVB's aggressive marketing plans that are geared specifically toward the Russia leisure travel market. The URL address is www.visitguamusa.ru.

"Travel without a visa to Guam and the Commonwealth of the Northern Mariana Islands is now possible for qualified Russian travelers, and we are pleased to see the Guam Visitors Bureau actively promoting travel to these U.S. territories here in Russia. We will continue to support faster, more efficient visa processing for Russian citizens at our embassy and consulates in Russia," said Doron Bard, consul general, U.S. Embassy to the Russian Federation.

The delegation jointly participated in last week's 4-day Moscow International Travel and Tourism Exhibition (MITT),



promoting Guam and CNMI as warm, tropical island destinations that are clean, safe, family-oriented and easily accessible from Russian Far East. GVB conducted a Guam Destination Presentation for Russia travel agents and media attending the exhibit and this week will be making presentations to Russia media and travel agents in the cities of Khabarovsk and Vladivostok.

MITT is the leading travel show in Russia and is considered one of the top 5 travel exhibitions in the world, giving the bureau exposure and access to as many as 250,000 potential visitors, including many Russian travel agents and corporate visitors, over the course of 4 days. GVB intends to meet with as many Russia travel agents and media as possible throughout their visit to have further discussions in an effort to strengthen Guam's brand awareness in Russia.

"As the Chairperson of the Committee on Tourism, I am honored to be leading

this delegation. Our meetings thus far have been very productive and I look forward to establishing strong relationships with our partners in Russia. We will be traveling on from Moscow to Khabarovsk and Vladivostok and will continue building the network to grow this new and exciting market for Guam," said Senator Tina Muña Barnes, Chairwoman - Committee on Municipal Affairs, Tourism, Housing and Recreation.

On January 15, 2012, visitors from Russia became eligible to travel to Guam without a visa requirement and GVB has been aggressively campaigning in Russia in effort to grow and diversify Guam's tourism base. Since the visa waiver went into effect, visitor arrivals from Russia have increased by 192% compared to the same period last year, with 336 total Russian visitors in January and February 2012 and 115 total Russian visitors in January and February 2011.



EXPLORING THE VISITOR INDUSTRY ON GUAM

41 Additional Taiwan Summer Charter Flights Announced

As the summer peak travel months approach, Guam's Taiwan market continues to show promise with 2012 calendar year arrivals hitting an impressive 69.8% increase over the same period last year. In anticipation of expected increase of Taiwan visitors to Guam this summer, both EVA Air and China Airlines have announced their summer charter schedules, with a combined total of 41 additional flights between June and October 2012.

EVA Air's Taiwan-Guam flight schedule will increase by 30 additional charter flights from June 18 through October 8, with one flight every five days. Having recently signed an agreement to become a Star Alliance partner in 2013, EVA Air continues to demonstrate their commitment to grow their network by improving and expanding services including aircraft upgrades to the A330-300 series, which carry an additional 57 passengers per flight and are fully designed with Hello Kitty iconography. The Hello Kitty planes have been a welcome and successful marketing addition to Guam's Taiwan promotions.

China Airlines, a longtime partner in the Taiwan-Guam market, will increase their summer charter flight schedule by an additional 11 flights from June 29 to August 8, 2012. Together, both airlines are anticipating the needs of the growing Taiwan-Guam market and are prepared to accommodate the increasing number of Taiwan arrivals in the coming months.



Visitor Statistics January - April 2012

**Total: 441,366
(11.5% LY)**

% of Mkt Mix (April)	Country	Arrival Pax	Change from Last Year
70.5%	Japan	325,885	9.9%
13.3%	Korea	52,390	23%
3.8%	U.S. Main	16,234	1%
1%	Hawaii	3,567	3.4%
4.6%	Taiwan	18,049	69.8%
0.6%	China	3,781	31.7%
0.3%	Russia	925	338.4%