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## GUAM WELCOMES MILLIONTH VISITOR

Early on the morning of October 16, 2012 at 1:50AM, the Guam International Airport Arrivals area was lively with travel and tourism industry partners ready and eager to greet the millionth visitor to Guam for calendar year 2012. Led by Acting Governor Ray Tenorio and joined by Senator Tina Muña Barnes, GVB Representatives, GIAA Representatives, Officials from Korean Airlines, Hana Tour and the Pacific Islands Club, the delegation welcomed Mr. Hyung Suk Kim, his wife Jae Kyung Kim and their daughter Da Wool Kim.

Unaware that he was the millionth visitor, Mr. Kim and his family were surprised and pleased to learn upon entering the Arrivals area that they were being honored as the one-millionth visitor to Guam.

"We're only at mid-October and we've already welcomed our millionth tourist," Acting Governor Ray Tenorio said. "I

## A MESSAGE FROM THE GENERAL MANAGER



Håfa Adai! This past month was a great month for Guam. We celebrated the 25th Guam Micronesia Island Fair, held the largest Guam Ko'Ko' Road Race and welcomed Guam's millionth visitor for Calendar Year 2012.

With arrivals surging throughout all our source markets, we are tracking to welcome over 1.3 million visitors to Guam for Calendar Year 2012. This is great news for our island as we have not seen this level of arrivals since the mid-1990s. The increase in arrivals speak to the efforts of the entire industry in elevating the Guam's image overseas as well as improving the services that our destination provides.

Over the next couple of months, GVB will be embarking on new and exciting campaigns both locally and abroad to attract longer staying and higher spending visitors as well as to improve the destination.

This has been a great year for our island and people, and we are excited for what's to come. Tourism is everyone's business and as we embark on a new fiscal year, together, we will realize success in offering greater opportunities for all our people.

Senseramente',

Joann G. Camacho



following to congratulate the family. Mr. Kim and his family were given the VIP treatment with escorts through the Guam International Airport's Immigration and Customs Area. They were also presented with a free round trip ticket back to Guam courtesy of Korean Airlines, limo service from Hana Tour and an upgraded room from the Pacific Islands Club Guam.

"This is the first time that the millionth visitor has come from Korea," GVB General Manager Joann G. Camacho said. "Korea is growing by leaps and

bounds and with the addition of Jeju Air as well as the additional service by Korean Airlines from Busan we will be doubling our current seat capacity from the market. We are happy to welcome Mr. Kim and his family to Guam and wish him a great experience to our island and people."

On average Korean visitors vacation on Guam for five (5) days and spend on average around \$425.00 a day. Preliminary arrivals from Korea for Calendar Year 2012 show a 14.5% increase over the same period (January 2012 through September 2012) or 127,650.

Mr. Kim and his family returned to Korea on October 19, 2012.

## GUAM TO GAIN ESTIMATED \$2M IN PUBLICITY THROUGH GLOBAL MEDIA FAM TOUR

Guam Visitors Bureau has launched Shop Guam Festival 2012, Guam's first social media cooperative marketing campaign with major local industry partners. The campaign kicked off at GVB's 6th annual Global Media Fam Tour in October which hosted over 70 traditional and online media representatives from Guam's eight major tourism markets. The visiting media experienced a number of Guam cultural activities, toured the island's historical sites and shopping malls and enjoyed a local fiesta, a traditional Guam village celebration that honors its patron saint with an elaborate feast of local dishes, cultural dance performances and music. The media visit coincided with the 25th Guam Micronesia Island Fair, GVB's annual signature cultural event, showcasing the vibrant cultures of Micronesia at Ypao Beach Park.

"GVB recently hosted the annual Global Media Fam Tour wherein over 70 media representatives from all our source markets come to Guam to familiarize themselves with what we have to offer potential visitors from their countries," GVB General

hope this is a sign of a record-breaking year in tourism. This industry is strong because of the thousands of men and women who work in every profession of hospitality. Governor Calvo and I thank all the housekeepers, waitstaff, flight attendants, cooks, helpers, front desk attendants, supervisors, managers, clerks, entertainers, bartenders, bussers, concierges, HR and marketing professionals, accountants and account clerks, lifeguards, and everyone who keeps the tourism industry going. This milestone is a sign of great things to come."

At the welcoming event, Ms. World Guam, Jeneva Bosko presented leis to the three visitors with the delegation



Manager Joann G. Camacho said. "While they visited us, GVB took the opportunity to launch Guam's first global social media campaign, the Shop Guam Festival. We also treated our Media guests to a great experience of our island, people and the people of Micronesia through the 25th Guam Micronesia Island Fair. The exposure we receive will go a long way in promoting our island as the world class destination of choice."

A multinational search is now underway for eight lucky winners from eight countries to become Shop Guam Festival shopping ambassadors to Guam. The winners will each receive an all-expense paid trip to Guam that includes airfare, hotel stay, ground transportation, a shopping budget of \$6000.00, optional

tours, and a fully-sponsored shopping tour. One shopping ambassador will be selected from Japan, Korea, Taiwan, Hong Kong, China, Philippines, Russia and North America.

It is GVB's initiative to leverage its international tourism reach to promote the island as the premier shopping destination in the Western Pacific. GVB estimates to generate over \$2 million dollars in global media coverage for Guam and the cooperative sponsors through the Global Media Fam Tour and Shop Guam Festival.

The Shop Guam Festival campaign aims to promote Guam's tax-free shopping, diverse brand inventory and friendly retail staff and to generate visitor awareness of American retail sales during

the year-end holiday season. The campaign will run for 120 days, throughout the holiday sales season in Guam, from late September 2012 to early January 2013. ■



## APPRECIATION TROPHY PRESENTED TO GVB AT 2012 TAIPEI INTERNATIONAL TRAVEL FAIR

Taiwan's largest travel show, the annual Taipei International Travel Fair (ITF), opened October 26, 2012 with much fanfare and a grand ceremony commemorating its 20th travel fair anniversary in 26 years.

Guam Visitors Bureau received special recognition from the Taiwan Visitors Bureau and was presented with an Appreciation Trophy for GVB's committed support and participation in all 20 ITF shows over the last 26 years.

"The travel and tourism industry is a trillion dollar global industry that is fiercely competitive," GVB General Manager Joann G. Camacho said. "Guam is here at the 2012 ITF to show our people's spirit of welcoming hospitality and that we have what it takes to compete on the global stage."

This year, the Guam Booth is featured under the Visit USA Pavilion and boasts a large colorful stage that is busy with Chamorro cultural demonstrations, Chamorro dance and Guam information sessions. American Institute in Taiwan Director Christopher Marut visited the Guam booth to officially open the festivities



GVB accepts Appreciation Trophy presented by Taiwan Visitors Bureau at the 2012 International Travel Fair in Taipei, Taiwan.

and events under the Visit USA Pavilion.

The Guam delegation encouraged everyone to visit and learn about the Western Pacific island at the Guam booth. Woven coconut hats, fans, baskets and other handicrafts were distributed to visitors. Visitors were also able to take photos at the Guam booth, upload and check-in on Facebook and be entered into a drawing for a chance to win two round-trip tickets to Guam (sponsored by China Airlines and Eva Airlines) as part of Guam's first Global Social Media Marketing Cooperative Campaign, the Shop Guam Festival 2012. Additionally, the first 100 participating consumers every day received a free limited edition Guam passport cover.

"Taiwan is Guam's third largest market and it is important

that we continue to show our visitors what we have to offer as well as the experiences they will receive while visiting our island. We are grateful for Taiwan Visitors Bureau's recognition of GVB's efforts and as Taiwan arrivals to Guam continue to grow, we will continue to support ITF," GVB General Manager Joann G. Camacho said.

The 2012 International Travel Fair was held from October 26 to 29 at the Taipei World Trade Center Hall 1 and Hall 3, and was set to launch the latest trends and developments in tourism. In addition to the fair, there were a wide range of travel marts, product presentations and travel seminars, all geared towards bringing consumers the most up-to-date tourism information. The four-day event aimed to attract over 250,000 visitors to the exhibition. ■



## GUAM HOSTS 2012 WORLD CADET CHALLENGE INTERNATIONAL COMPETITION

64 of the world's best youth table tennis players, along with coaches, referees and International Table Tennis Federation officials have arrived on Guam from 34 countries for the start of the 2012 World Cadet Challenge. This is the first time the international competition has ever been hosted in the Oceania region and it begins October 30 at the University of Guam Fieldhouse.

Guam Governor Eddie Baza Calvo and First Lady Christine M.S. Calvo hosted the officials, players and participants at a dinner at Government House on October 27. The global contingent was given the royal treatment, with a spread of

local delicacies, entertainment, and Chamorro hospitality.

“We’re here for you, to help you experience the hospitality our people are known for,” Governor Calvo told his guests. “You’ve traveled a long way to be here and you have a long and exciting tournament ahead. So, tonight, we wanted you to celebrate our global union of friendship under this roof, under the tropical stars, with delicious food and fun entertainment.”

First Lady Calvo told them, “You are our guests, and that means we will do whatever it takes to bring the best of Guam to you. So, your time here won’t just be for competition. You are also here to celebrate. Tonight we feast. In the coming days you will all enjoy the camaraderie of the tournament. And you will have a chance to see our beautiful island.”

Joining the Governor and the First Lady at the head table were ITTF Executive Vice President Petra Sorling, ITTF Deputy Chief Executive Officers Glen Tepper, ITTF Executive Director of Education and Training Mikael Andersson, ITTF Deputy Executive Director of Education and Training Polona Cehovin, and ITTF Competition Director Raul Calin.

Players and coaches from 34 countries represented their regional teams: Asia, Africa, Europe, Latin America, North America, World Hopes, Oceania, and the host - Guam. The athletic ambassadors, tired from their long travel to Guam, were upbeat and the reception was full of life. The Governor and the First Lady ended the evening by presenting gifts to everyone.

The team competitions begin immediately after the Opening Ceremonies on October 30. ■

## GVB RETURNS FROM PRODUCTIVE PATA TRAVEL MART

Continuing their efforts to grow Guam’s tourism base and expand into new markets, GVB participated in the 2012 Pacific Asia Travel Association (PATA) Travel Mart held in Manila, Philippines last month.

As one of the organization’s signature annual events, the PATA Travel Mart is different

from traditional consumer travel shows in that is a “business to business” travel trade show. Destinations meet with travel wholesalers and agents by mostly pre-scheduled appointment. GVB’s marketing team had nearly 40 pre-scheduled appointments in addition to several walk-ins over the course of two days.

“This year’s PATA Travel Mart was one of the most productive. Our team met with many travel wholesalers, including a number from

Russia, and that has already resulted in the creation of Guam travel packages in partnership with Korean Air,” said GVB Marketing Manager Pilar Lagunaña.

This year in Manila, 454 seller delegates representing 233 organizations booked almost 3,000 square meters of floor space. Of 233 seller organizations, 93 were first-time sellers to the Mart. In total, some 29 seller destinations (countries and territories) were present. PATA Travel Mart also



attracted 304 buyer delegates from 287 organizations across 52 countries and territories. ■

## NOVEMBER 2012

- November 2 All Soul's Day GovGuam Holiday - GVB Closed
- November 12 Veterans Day (Observed) GovGuam Holiday - GVB Closed
- November 13 NTA: Xi'an Road Show
- November 15-18 China International Travel Mart
- November 22 Thanksgiving GovGuam Holiday - GVB Closed
- November 23-30 Shop Guam Festival 2012 - Shopping Ambassadors Visit
- November 23 GVB Holiday Illumination at Tumon Sands Parking Lot
- November 24 33rd Japan Autumn Festival - Ypao Park
- November 30 Asia Golf Show 2012 - Shenzhen, China

## DECEMBER 2012

- December 7 Immaculate Concepcion GovGuam Holiday - GVB Closed
- December 10-13 PATA Micronesia 3rd Annual Chapter Meeting - Guam
- December 15-17 Diving & Resort Travel Expo - Hong Kong
- December 17-20 (GLP) Guam Lite Presentation - Okayama, Japan
- December 25 Christmas Day GovGuam Holiday - GVB Closed

## JANUARY 2013

- January 1 New Year's Day GovGuam Holiday - GVB Closed
- January 8 GVB Membership Meeting/Board of Directors Election
- January 20-24 National Tour Association (NTA) Annual Convention - Orlando, FL
- January 21 Martin Luther King, Jr. Day GovGuam Holiday - GVB Closed

### Visitor Statistics Jan. 1 - Oct. 24, 2012

**Total: 1,055,353  
(12.9% LY)**

Country	Arrival Pax	Change from Last Year
Japan	755,602	13.5%
Korea	139,645	16.7%
U.S. Main	42,164	7.8%
Hawaii	9,363	3.8%
Taiwan	41,997	12.0%
China	7,973	30.5%
Russia	2,884	578.6%