

I'ESTORIA

Volume 5, Issue 5 | September 2012

IN THIS ISSUE

- 1 Jeju Air to Begin Direct Service to Guam
- 2 1st Guam Summer Festival Held in Jeju Island
- 3 GVB Participates in Visit USA Russia Road Show
- 4 Park Launches Free Cell Phone Tour
- 4 Historic Visa Agreement Between US & Russia
- 5 Beijing Mytour Fam Trip
- 6 GVB Marketing Mission Calendar Visitor Arrival Stats



(From left) Henry Lee, TLK Marketing; Vincent Cruz, General Manager- Sheraton Laguna Guam Resort; Inbum Lee, Manager-PHR Korea; Katarina Martinez, Miss Earth Guam 2013; Robert Phillips, Director of Business Development-Hilton Guam Resort and Spa; Elisha Lee, Sales Manager-Sheraton Laguna Guam Resort; Jin-A Jang, Asst. Manager of Marketing-Jeju Air; Mark Manglona, Guam Visitors Bureau; and YK Kim, TLK Marketing

JEJU AIR TO BEGIN DIRECT SERVICE TO GUAM THIS MONTH

Jeju Air, a low-cost Korean air carrier, has announced they will begin daily direct flight service from Incheon, South Korea to Guam in September 2012, adding much needed seat capacity to the island's second-largest source market.

GVB and Jeju Air made the announcement to Korea media on August 27, 2012 at an inaugural street promotion event in Seoul, South Korea. Jeju Air's inaugural flight to Guam is scheduled for September 27, 2012.

A MESSAGE FROM THE GENERAL MANAGER



Håfa Adai!

Last month, Guam welcomed over 130,000 visitors, which represents a 10.9% increase compared to August 2011. This represents a bright and exciting picture for where our Industry is headed.

Next month, we will be celebrating the 25th Annual Guam Micronesia Island Fair. This annual festival of celebrating Micronesia reaches a major milestone with the theme being, "Celebrating 25 years of Unity Through Culture." The GMIF has over 20,000 participants and fairgoers over the three day weekend, and we invite you to join us on October 5, 6 and 7 at Governor Joseph Flores Memorial Park.

The following weekend on October 14, 2012, GVB will be holding the annual Guam Ko'Ko' Road Race, an event that is meant to bring awareness to the plight of Guam's own indigenous bird. Every year, the race gets bigger and better, and this year we are excited to be launching real time racer times wherein families and friends can follow their runners or ekiden teams online at guamkokoroadrace.com. We invite all of you to take part in this event and to sign-up today.

WE ARE GUAM!


Joann G. Camacho



“Jeju Air believes that Guam will be much closer for the Korean people upon the airline’s inauguration and we are very excited to bring people to the beautiful island in the Western Pacific,” said Jeju Air Chief Financial Officer Young Cheol Park.

Jeju Air will be the second low-cost carrier to service Guam via Incheon, providing budget-conscious travelers an alternative for travel to Guam. The airline’s 737-800 aircraft will depart Incheon daily at 10:40AM and can seat up to 189 passengers.

“Korea is very important to Guam being our number two market. We must continue to work closely with our travel partners in Korea to keep Guam on top of their recommended choice for travel and we must also continue to work with our Guam partners, especially the Guam Hotel and Restaurant Association, to ensure rooms are available when demand is elevated,” said GVB General Manager Joann Camacho.

Jeju Air was established in 2005 and is currently the third-ranked Korean national air carrier, after Korean Air and Asiana Airlines. ■



Guam cultural performers demonstrate traditional weaving techniques at the Guam Summer Festival promotion in Jeju Island, South Korea

FIRST GUAM SUMMER FESTIVAL HELD IN JEJU ISLAND, SOUTH KOREA

GVB and Lotte Hotel have completed a successful weeklong Guam Summer Festival promotion in Jeju Island, South Korea. The promotional event featured Guam cultural performances, appearances by Miss Earth Guam 2013, live weaving demonstrations and highlighted upcoming signature Guam events such as the annual Guam Micronesia Island Fair and Guam Ko’ko Road Race.

GVB also revealed plans for the “Shop Guam Festival 2012,” campaign, Guam’s first global social media

marketing campaign that aims to aggressively brand and market Guam as a premier shopping destination in the Western Pacific. The campaign will award one individual from South Korea, and seven other individuals from other source markets, the opportunity to become a Shop Guam Festival Ambassador and win a sponsored trip to Guam that includes airfare, accommodations, ground transportation, a shopping budget of \$6,000.00 and a fully-sponsored shopping tour of Guam during the island’s most active retail season.

“South Korea is our second largest source market for Guam and GVB is always looking at active ways of diversifying within our source markets,”



GVB General Manager Joann Camacho said. "The Jeju Island Guam Summer Festival was a great opportunity for us to expand our reach within the Korean market and to entice potential visitors to come to Guam. We are grateful for every opportunity to showcase what our island has to offer as the world class cultural destination of choice."

Through this promotion, GVB was able to tap into Lotte's direct mail membership of over 100,000 subscribers and gain media exposure for Guam in several Korean magazines and websites. Lotte Group's major businesses are food products, shopping, finance, construction, amusement parks, hotels, trade, oil and sports.

Korea is Guam's second-largest tourism source market and GVB is continually working to increase Korean visitor arrivals by actively promoting Guam through online and traditional consumer-oriented promotions. Jeju Air, a low-cost Korean air carrier, recently announced it will begin daily direct flight service from Incheon, South Korea to Guam in September 2012, adding much needed seat capacity to the island's growing Korea market.



GVB Marketing Officer II Gina Kono and Marketing Manager Pilar Laguaña meet with Russian travel agents during the Visit USA Committee road show in Moscow and Saint Petersburg.



GVB RETURNS TO RUSSIA FOR VISIT USA COMMITTEE ROAD SHOW

Continuing their efforts to grow and diversify the island's tourism base, GVB recently joined the Visit USA Russia Committee in Russia and participated in a series of workshops in Moscow and St. Petersburg that were organized by the committee.

"These two target cities have been identified as containing the most lucrative segment of potential visitors to Guam and GVB's presence at the workshops generated positive buzz about Guam as the Bureau promoted the island as a visa-free premier travel destination," said Pilar Laguaña, GVB Marketing Manager.

Visa Section personnel presented the most current information on US Visa procedures. Each US participant was provided tabletop space to display and distribute their promotional materials and was allotted time for an introductory presentation.

In Moscow, the road show was hosted at the US Embassy on September 4th where GVB and 18 other US companies jointly participated. The US Ambassador to Russia, Mr. Michael McFaul, addressed the 120 Russian travel agents in attendance.

The road show in St. Petersburg was held at the US General Consular Residences on September 5th, where GVB and 16 other US companies participated and 100 Russian travel agents attended.



Visit USA Russia was founded in early 2010 as a not-for-profit organization whose prime objective is to bring together various tourism companies operating in Russian outbound travel to the USA, as well as to provide reliable information on USA travel destinations and products, MICE, work and travel as well as other educational programs.

As of September 17, 2012, Guam has welcomed 2,604 Russian visitors since January 1, 2012, a 574.6% increase over the same period last year. ■

NATIONAL PARK LAUNCHES FREE CELL PHONE TOUR

War in the Pacific National Historical Park continues to embrace technology and improve visitor experiences with a brand-new audio tour of the park. The free audio tour service allows users to dial in with a cell phone and follow prompts to listen to an audio segment once they have arrived at each site. While on tour, visitors can see and understand the places that have made War in the Pacific a favorite destination for visitors and locals alike.



The tour allows visitors to listen to narratives and historic recordings on their phones while exploring the former battlefields at Asan Beach, enjoying the panoramic views of Asan Bay Overlook, discovering the Japanese coastal defense guns at Piti Guns and the bunker at Fonte Plateau, and learning about the beach strategy at Ga'an and Apaca Points. The audio narration is available in both English and Japanese languages. In addition to the audio narration, smartphone users can also view pictures that help bring a visual aspect to the tour.

Although the stops are spread throughout the park, this tour is not meant to be used while operating a vehicle. Tour access information can be found on ten interpretive signs placed within the park units or at the

park visitor center. The T. Stell Newman Visitor Center is open daily from 9AM to 4:30PM and is located in Sumay in front of the Naval Base Guam main gate. To Try out the tour, dial 866-418-3963 and follow the prompts. To learn more, call 333-4050 or visit www.nps.gov/wapa/photosmultimedia. ■

HISTORIC VISA AGREEMENT BETWEEN THE UNITED STATES AND THE RUSSIAN FEDERATION ENTERS INTO FORCE SEPTEMBER 9

According to the U.S. State Department, a historic U.S.-Russia visa agreement will enter into force on September 9, 2012. The agreement facilitates travel between the



US and Russia and enables the two countries to strengthen ties between its people by benefitting the largest segments of travelers in both our countries – business travelers and tourists. Nearly 159,000 business and tourism visas were issued in FY 2011 to Russian citizens. Over 75,000 U.S. citizens travel to Russia annually, the majority of whom require Russian visas.

Among other benefits, the agreement provides for longer visa validity which allows for expanded contacts and promotes greater mutual understanding between our societies.

U.S. Secretary of State Clinton and Russian Foreign Minister Lavrov first announced this agreement in July 2011, which was ratified by the Russia Duma and signed by President Putin in July 2012.

The agreement includes these key provisions:

- Three-year, multiple-entry visas will be issued as the standard “default” visa for U.S. citizens visiting Russia and Russian citizens visiting the United States;
- Diplomatic and official visa holders on temporary assignments will receive one-year, multiple-entry visas;
- The agreement streamlines the visa issuance process by

reducing the documentation required. For example, the Russian government will no longer require U.S. citizens to provide formal, “registered” invitation letters when applying for Russian business visas or visas for private visits, although applicants seeking Russian tourist visas must continue to hold advance lodging reservations and arrangements with a tour operator;

- Both sides have committed to keeping standard visa processing times under 15 days, although the circumstances of individual cases may require additional processing; and
- The \$100 issuance – or reciprocity – fee for Russians

issued U.S. visas for business or tourism (visa types B1/B2) will decrease to \$20. ■

BEIJING MYTOUR INTERNATIONAL TRAVEL SERVICE FAM TRIP

In August, GVB welcomed Mr. Liu Jing, Chairman of Beijing MyTour International Travel Service, to Guam. Mr. Liu is one of the founders of the brand and outbound travel business China Comfort travel group, the largest travel group in China.

Beijing Mytour International Travel Service, a leading travel tour wholesaler, plans



Chinese Tour Agency Wholesalers Develop Plan to Sell Guam: Pictured L-R – Brian Borja, GVB MOI; Joyce Cheng, GVB China Rep; Yu Guo, Beijing Mytour DGM; Joann G. Camacho, GVB GM; Jin Liu, Beijing Mytour Chairman of the Board; Pilar Lagunaña, GVB MM; Dr. Xinjun Wang, Ivy Alliance President; Chaoyu Zhou, Beijing Mytour Operation Director



to develop a Guam group schedule for November 2012 and feel that it is vital to train their agents.

“MyTour has an impressive and well-established network of approximately 1,000 agents in China. The company plans to launch an online ‘Guam selling shop’ for interested travel

agents to learn more about Guam and develop packages for their clients. Their strategy focus is high-end and FIT clientele,” said Pilar Lagaña, GVB Marketing Manager.

In addition to touring a number of Guam’s historical and cultural sites, during his 4-day visit Mr. Liu met with local

Chinese ground tour operators, visited a number of hotels and met with hotel sales managers.

Since January 1, 2012, Guam has welcomed 6,537 visitors from mainland China, a 40.6% increase over the same period last year. ■

GVB Marketing Mission Calendar OCTOBER 2012

October 3	Micronesia NTO/STO Mtg, GVB 8AM-10AM
October 3	MWR Travel Fair - Guam
October 3	Micronesia Cruise Association Meeting - Guam
October 3-7	Moscow KAL Guam Fam Tour
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 6-11	Visit USA Russia Guam Fam Tour
October 7	Guam Island Fiesta Tour - Yona
October 14	Guam Ko'ko Road Race
October 26-29	Taipei International Travel Fair - Taiwan

NOVEMBER 2012

November 2	All Soul's Day GovGuam Holiday - GVB Closed
November 12	Veterans Day (Observed) GovGuam Holiday - GVB Closed
November 14	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 Shopping Ambassadors Visit
November 24	33rd Japan Autumn Festival - Ypao Park
November 25	Guam Island Fiesta Tour - Agana Heights

DECEMBER 2012

December 2	Guam Island Fiesta Tour - Dededo
December 5-6	PATA-Micronesia 3rd TriAnnual Chapter Meeting, Guam
December 7	Immaculate Concepcion GovGuam Holiday - GVB Closed
December 25	Christmas Day GovGuam Holiday - GVB Closed

Visitor Statistics Jan. 1 - Sept. 17, 2012

**Total: 930,981
(13.0% LY)**

Country	Arrival Pax	Change from Last Year
Japan	670,890	14.7%
Korea	122,249	14.4%
U.S. Main	36,767	4.1%
Hawaii	8,292	5.6%
Taiwan	37,286	15.6%
China	6,537	40.6%
Russia	2,604	574.6%



Guam cultural performers and Miss Earth Guam meet and greet visitors at the Guam Summer Festival promotion held in Jeju Island, South Korea in August.