



Bobby Alvarez
Vice President

Robert “Bobby” Alvarez became the Vice President of the Guam Visitors Bureau in February 2019.

He began his career in tourism in 1984 as a windsurfing instructor at the Pacific Islands Club Guam. Alvarez assisted in the grand openings for Pacific Star Hotel, Hyatt Regency Guam, Mangilao Golf Resort, Westin Resort, Leo Palace Golf Resort, and Sandcastle during Guam’s tourism boom in the late 1980s and early 1990s.

While working at various hotels, restaurants, and entertainment venues, he quickly learned to converse in basic Japanese. He was able to work his way up to management and gave basic Japanese language instructions and customer service classes at various hotels and tourism establishments.

Alvarez played the ukulele at the Outrigger Resort for 12 years, entertaining thousands of visitors and locals alike. He also taught music at Mt. Carmel Catholic School and gave ukulele lessons to over 500 children.

Eventually venturing into government, he took on the role of the Executive Assistant and Special Projects Coordinator for former Lieutenant Governor Ray Tenorio in 2012. He most recently was Director of Business Development for Galaide Professional Services Incorporated (GPSI) Guam, pursuing and managing federal contracts.

Alvarez is an avid fisherman and practices traditional CHamoru chenchulu and talaya’ fishing. A devout Catholic, Alvarez attributes much of his success and accomplishments to his faith in God. He has four children – three daughters Nianna, Luanna, Shayanna, and his son Cameron. They reside in the village of Yigo.