

Guam

关岛

Hafa Adai!
(Hello)

你好



Visit Guam 2019



2019年 飞往关岛



Instant Vacation + Sharing on SNS

说走就走的旅行 + 社交网络上的分享

Where is Paradise?

天堂在哪里

Flights per week: 225

每周航班班次: 225

Flights per year: 11,600

一年航班班次: 11,600

ARRIVALS入境游客

January 2018 – December 2018

2018一月至十二月

Total Visitors CYTD: 1,552,177

最近一年游客总人数: 1552,177



MARKET

PAX

Japan*日本	563,220
Korea*韩国	746,987
North America北美	93,244
Taiwan*台湾地区	27,880
Mainland China*中国大陆	16,267
Philippines菲律宾	19,091
Hong Kong*香港地区	6,574

Russia*俄罗斯 4,562

Guam-CNMI Visa Waiver Countries and regions

(关岛-北马里亚纳签证豁免项目国家和地区)

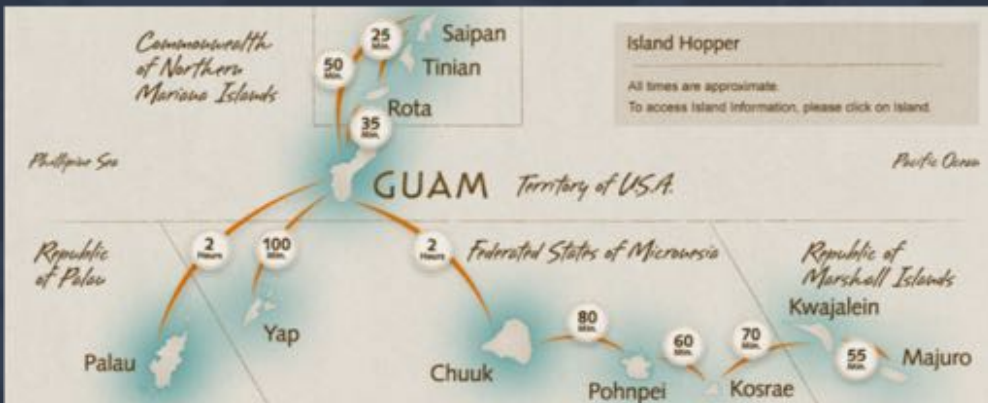
Hong Kong, Malaysia, Nauru, Papua New Guinea, Russia

(香港, 马来西亚, 瑙鲁, 巴布亚新几内亚, 俄罗斯)

U.S. Visa Waiver Countries:

(美国免签国)

Andorra, Australia, Austria, Belgium, Brunei, Chile, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary,



Our People 关岛本地居民

- Population: 170,000

总人口170,000

- 37% Chamorro 查莫洛人
- 26% Filipino 菲律宾人
- 11% other Pacific Islanders
其他太平洋岛民

- People born in Guam
are U.S. citizens 在关岛出生的人为美国公民
- Official languages:
Chamorro and English 官方语言：查莫洛语和英语



Guam History

关岛历史



A top-down view of a dining table set with a variety of Indonesian dishes. The spread includes a large plate of fried chicken (ayam goreng), a plate of seafood (seafood salad), a bowl of green vegetable soup (sayur paku), a plate of rice with various side dishes (nasi campur), a bowl of orange rice (nasi kuning), a plate of grilled ribs (bakso), a bowl of orange soup (sup), and several small bowls of dipping sauces and condiments. A hand is visible on the right side of the frame, holding a fork and spoon, ready to eat. The table is dark, and the dishes are served on white plates and bowls.

Where to Stay 住宿



- 34 Hotels and Resorts 34个酒店和度假村
 - 8,883 hotel rooms 8883间客房
- Lotte Hotel 乐天酒店
 - Recently renovated (222 hotel rooms) 最近翻新 (222间客房)
- Dusit Thani 都喜天丽酒店
 - New beachside hotel (417 rooms) 新海滨酒店
 - Grand Ballroom - Largest MICE facility 宴会大厅-最大的会展设施
 - (1,155 sq. m) can accommodate 1,000 pax (1155平方米) 可容纳1000人
- Tsubaki Tower
 - Guam's first 5-star hotel (340 luxury hotel rooms) 关岛第一家5星酒店 (340间豪华客房)
 - Expected completion in 2019 预计2019年完工
- Airbnbs 民宿
 - Located all throughout the island 遍布全岛



Getting Around (出行)

With a wide variety of ways to get around the island, visitors can see & do everything on their list! 关岛提供多种出行方式，游客们可以自由选择，充分体验关岛

- Tour Buses 旅游大巴
- Wifi Taxis 提供无线网络的出租车
- Wifi Trolleys 提供无线网络的穿梭巴士
- Shopping Buses 购物大巴
- Scooter Rentals 摩托车
- Rental Cars 租车 (以下为各租车行)
 - Nissan Rent A Car
 - Avis
 - Budget
 - Dollar Rent A Car
 - Hertz
 - National Car Rental
 - Thrifty Car Rental
 - SixT Car Rental
- Stroll Guam 漫步关岛
- LUX Guam Limousine 关岛雷克萨斯豪华轿车
- Pedal Power 骑行





Top Attractions 旅游体验

Guam Museum (关岛博物馆)

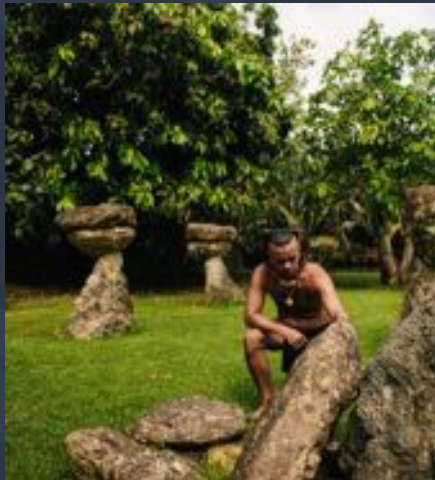
- Senator Antonio M. Palomo Guam Museum Chamorro Educational Facility opened in 2016. / 关岛博物馆，于2016年正式开放
- Showcases over 4,000 years of history & Chamorro culture./ 展示了4,000多年的历史 and 查莫洛文化
- Currently has over 250,000 unique artifacts, documents, & photographs in its collections. / 目前拥有超过25万件独特的文物、档案和照片。



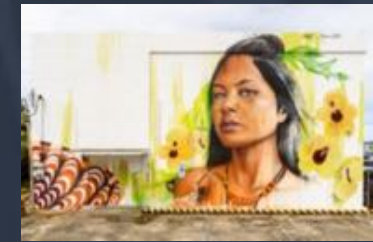
Valley of the Latte

拉提谷探险公园

- A unique and once in a lifetime experience where one will have the opportunity to travel along the Talofofo & Ugum River. / 这里提供独特的、一生一次的体验，游客将有机会沿着泰拉佛佛河和Ugum河旅行顺流而下
- Guides will share the rich history and culture of the Ancient Latte site, local waters, & wildlife. / 向导将会介绍和讲解当地丰富的历史和文化遗产，水源情况和野生动物。
- Traditional fire and basket weaving techniques / 游客还能观摩传统的生火和编织技术



Art 艺术



Take a drive around the island and snap a photo by any of the numerous [InstaSpot](#) locations including mural installations found all throughout the island! 开车绕着小岛转一圈，在众多网红打卡

GVB sponsored the Guam Art eXhibit (GAX), Pow! Wow! Guam, and the 2018 and 2019 Guam Spraycation. 点拍照

关岛观光局支持了包括Guam Art eXhibit (GAX), Pow! Wow! Guam, 以及2018和2019年 Guam Spraycation.项目

Water Activities水上活动

Paddle Board 单板冲浪



Jet Ski 摩托艇



Ocean Fishing 海钓



Dolphin Watching 观赏海豚



Water Activities 水上活动

Sea Walker 海底漫步



Banana Boat 香蕉船



Snorkel 浮潜



Parasail 滑翔伞



Adventure 探险

Hike 远足

the world's tallest mountain / 世界最高山



Off-Road 地形车

on a UTV over Guam's natural landscapes / 近距离感受关岛地貌



Zip Line 飞索

through the jungle overlooking the ocean / 从丛林上空
飞向海洋



Dive 深潜

and touch two shipwrecks that lay side-by-side / 游弋在两条重叠在一起的沉
船之中



Take a flight! 飞向天空

Fly an airplane! / 驾驶飞机



Sling through Guam's breezy air / 高空弹跳



... or jump out of one! / 跳伞



... or catch some indoors / 室内活动



Golf 高尔夫



Seven world class, professional golf courses with a total of 180 holes including a Jack Nicklaus course and an Arnold Palmer course.
七个世界级的专业高尔夫球场，共有180个洞，包括杰克·尼克劳斯的球场和阿诺德·帕尔默球场

The Perfect Getaway 充分放松

Get hitched 定情



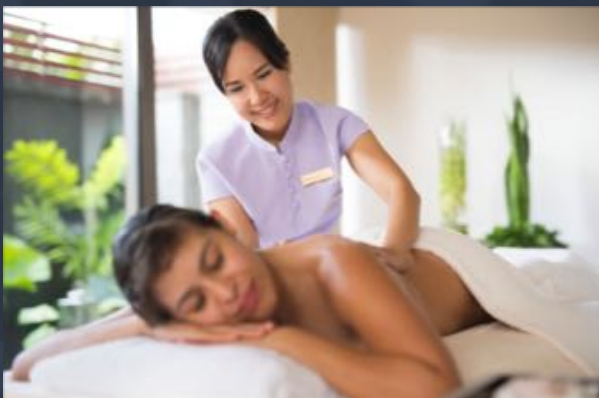
in a beautiful chapel 漂亮的教堂



Enjoy breakfast by the ocean 享受海边早餐



Escape into luxury at the spa / 做一次奢华的SPA



Wind down by the pool 在泳池边放松



Cap your night with a cultural dinner show 边吃晚餐边享受演出



Duty Free Shopping 免税购物



2019 Events 2019节庆和活动





**Guam Micronesia
Island Fair**
关岛密克罗尼西亚群岛联欢
May 29 – June 2, 2019
2019年5月29日至6月2日
Hagåtña 亚加纳



Guam Pride 2019
2019关岛骄傲节
June 7, 2019:
2019年6月7日
Hagåtña 亚加纳



Guam BBQ Block Party
关岛BBQ烤肉狂欢节
July 6, 2019
2019年7月6日
Pleasure Island 杜梦湾欢乐岛



Trench Challenge
Trench挑战
September 29, 2019
2019年9月29日



**12th Annual Tour
of Guam Cycling**
第十二届关岛之行自行车赛
December 15, 2019
2019年12月15日



75th Guam Liberation
关岛独立日75周年纪念活动
July 21, 2019
2019年7月21日

DATE	TIME	EVENT	LOCATION
Sunday - 5/12/2019		Guam Flag Day	
Wednesday - 5/29/2019	6 PM	31st Guam Micronesia Island Fair	Plaza de España, Hagåtña
Wednesday - 6/5/2019	6 PM	75th Liberation Carnival Opening	Carnival Grounds
Saturday - 6/8/2019	TBD	Guam Pride Events (LGBTQ)	Hagatna
Saturday - 6/22/2019	7 PM	Guam Electric Island Festival	Carnival Grounds
Sunday - 6/23/2019	TBD	75th Liberation Queen's Coronation	TBD
Friday - 6/28/2019	TBD	War Survivors Memorial Mass	TBD
Thursday - 7/4/2019	6 PM	A Star Spangled American Celebration	Carnival Grounds
	9 PM	4th of July Fireworks	Carnival Grounds
Sunday - 7/7/2019	9:30 AM	Manengon March/Run	Various Starting Points- End in Ylig
	9:30 AM	Manengon Memorial	Ylig, Yona
Monday - 7/8/2019	10 AM	MTM Memorial	Route 8, PHH, Across Lemai Café
Tuesday - 7/9/2019	10 AM	Jalaguac Memorial Barrigada	Tiyan, Barrigada
Friday - 7/12/2019	10 AM	Fr. Jesus Baza Duenas Memorial	Mangilao Mayor's Office
Saturday - 7/13/2019	6:30 PM	Asan Landing Memorial	Asan
Monday - 7/15/2019	8 AM	Tinta/Faha Memorial	Merizo
Tuesday - 7/16/2019	5 PM	Tinta/Faha Memorial Mass	San Dimas Catholic Church, Merizo
Friday - 7/19/2019	8:30 AM	Fena Memorial	Fena, Agat
	evenings	Flag Display (7/19- 7/21)	WPP, Asan
Saturday - 7/20/2019	7 AM	Sumay Memorial	Sumay, USN Cemetery
	TBD	Queen's Mass	TBD
	TBD	Car Show/Classic	Plaza de España, Hagåtña
Sunday - 7/21/2019	7 AM	Raider Memorial	Adelup
	7:21 AM	Liberation Mile Run	Route 1, MCD, Hagåtña
	8 AM	Queen's Breakfast	Government House
	10 AM	75th Liberation Parade	75th Liberation Parade
	TBD	Parade Awards	Carnival Grounds
	TBD	Car Show/New Models	Plaza de España, Hagåtña
	10 PM	75th Liberation Fireworks	Carnival Grounds
Monday - 7/22/2019	6 PM	75th Liberation Raffle Drawing	Carnival Grounds
Thursday - 8/8/2019	9 AM	Chagui'an Memorial & Mass	Yigo
Sunday - 8/11/2019		75th Liberation Carnival Closing	

Tax
Free

SHOP GUAM

关岛购物节

- Showcasing Guam's tax-free shopping & island activities, Shop Guam features a diverse set of shopping incentives that visitors and local residents can enjoy. / 购物节集中展示了关岛的免税购物和丰富的岛屿活动。关岛商家有许多促销活动，游客和本地居民都可参与
- Shop Guam e-Festival 2018 success: 关岛2018年购物节的成就
 - Record breaking year 破纪录的一年
 - 400,000+ international arrivals 超过40万国际游客
 - 60,000 new user acquisitions 6万新增用户
 - Generated more than 34 million dollars worth of media value 创造了价值3400多万美元的媒体价值

2019 Shop Guam eFestival 2019年关岛购物节

November 10, 2019 – February 10, 2020
2019年11月10日 – 2020年2月10日



2019

Opportunity

2019年机遇

MICE

Support Program

支持政策



MICE SUPPORT PROGRAM

MICE支持政策

Content 支持内容	GROUP SIZE 团队规模	15-49 pax 15-49人	50-100 pax 50-100人	101-500 pax 101-500人	501 + pax 501人以上
Provide small gifts to all arriving travelers 所有到达的客人享有小礼物		✓	✓	✓	✓
Welcome packets with Guam information to the Tour Leader, 为领队提供带有关岛信息的欢迎礼包		✓	✓	✓	✓
Greeting service and shell leis to all arriving travelers, 所有到达客人享有欢迎礼和花环			✓	✓	✓
Special Leis (higher value) to protocol members, 特别来宾享有定制花环				✓	✓
GVB Welcome Banner at the airport arrival area or at place of reception, 飞机场到达区或接待处的关岛观光局欢迎横幅					✓
Cultural Dancers and/or Miss Guam at place of reception, 传统舞者和/或关岛小姐机场欢迎仪式					✓
Attendance of GVB Board or Management at place of reception, if requested, 如有需求, 关岛旅游局董事会或管理层可出席欢迎仪式					✓

Conditions Apply

有条件执行

Si Yu'os Ma'åse'

(Thank you)

谢谢



#instaGuam