Guam

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?**

- **Flights per week:** 225
- **Flights per year:** 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：1,552,177

<table>
<thead>
<tr>
<th>MARKET</th>
<th>PAX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan*日本</td>
<td>563,220</td>
</tr>
<tr>
<td>Korea*韩国</td>
<td>746,987</td>
</tr>
<tr>
<td>North America 北美</td>
<td>93,244</td>
</tr>
<tr>
<td>Taiwan*台湾地区</td>
<td>27,880</td>
</tr>
<tr>
<td>Mainland China 中国大陆</td>
<td>16,267</td>
</tr>
<tr>
<td>Philippines 菲律宾</td>
<td>19,091</td>
</tr>
<tr>
<td>Hong Kong*香港地区</td>
<td>6,574</td>
</tr>
<tr>
<td>Russia*俄罗斯</td>
<td>4,562</td>
</tr>
</tbody>
</table>

**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
Cuisine 美食
Where to Stay

- 34 Hotels and Resorts
  - 8,883 hotel rooms
- Lotte Hotel
  - Recently renovated (222 hotel rooms)
- Dusit Thani
  - New beachside hotel (417 rooms)
- Grand Ballroom
  - Largest MICE facility
  - (1,155 sq. m) can accommodate 1,000 pax
- Tsubaki Tower
  - Guam’s first 5-star hotel (340 luxury hotel rooms)
  - Expected completion in 2019
- Airbnbs
  - Located all throughout the island
Getting Around

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** 关岛勒克斯豪华轿车
- **Pedal Power** 骑行
Top Attractions
Guam Museum

• 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多年的历史和查莫洛文化

• 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，水源情况和野生动弹。
• Traditional fire and basket weaving techniques / 游客还能观摩传统的生火和编织技术
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!

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

开车绕着小岛转一圈，在众多网红打卡点拍照！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

Paddle Board

Jet Ski

Ocean Fishing

Dolphin Watching
Water Activities

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

**Dive** 深潜
and touch two shipwrecks that lay side-by-side / 游弋在两条重叠在一起的沉
Take a flight!

*Fly an airplane!*
*Sling through Guam’s breezy air!*

... or jump out of one!
*or catch some indoors*

驾駛飛機
高空彈跳
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

Get hitched

Escape into luxury at the spa

in a beautiful chapel

Wind down by the pool

Enjoy breakfast by the ocean

Cap your night with a cultural dinner show
Duty Free Shopping 免税购物
2019 Events

2019年节庆和活动
<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
<th>EVENT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday - 5/12/2019</td>
<td></td>
<td>Guam Flag Day</td>
<td></td>
</tr>
<tr>
<td>Wednesday - 5/29/2019</td>
<td>6 PM</td>
<td>31st Guam Micronesia Island Fair</td>
<td>Plaza de España, Hagåtña</td>
</tr>
<tr>
<td>Wednesday - 6/5/2019</td>
<td>6 PM</td>
<td>75th Liberation Carnival Opening</td>
<td>Carnival Grounds</td>
</tr>
<tr>
<td>Saturday - 6/8/2019</td>
<td>TBD</td>
<td>Guam Pride Events (LGBTQ)</td>
<td>Hagåtña</td>
</tr>
<tr>
<td>Saturday - 6/22/2019</td>
<td>7 PM</td>
<td>Guam Electric Island Festival</td>
<td>Carnival Grounds</td>
</tr>
<tr>
<td>Sunday - 6/23/2019</td>
<td>TBD</td>
<td>75th Liberation Queen’s Coronation</td>
<td>TBD</td>
</tr>
<tr>
<td>Friday - 6/28/2019</td>
<td>TBD</td>
<td>War Survivors Memorial Mass</td>
<td>TBD</td>
</tr>
<tr>
<td>Thursday - 7/4/2019</td>
<td>6 PM</td>
<td>A Star Spangled American Celebration</td>
<td>Carnival Grounds</td>
</tr>
<tr>
<td>Wednesday - 7/10/2019</td>
<td>9 PM</td>
<td>4th of July Fireworks</td>
<td>Carnival Grounds</td>
</tr>
<tr>
<td>Sunday - 7/7/2019</td>
<td>9:30 AM</td>
<td>Manengon March/Run</td>
<td>Various Starting Points–End in Yigo</td>
</tr>
<tr>
<td>Monday - 7/8/2019</td>
<td>10 AM</td>
<td>MTM Memorial</td>
<td>Route 8, PIH, Across Lemat Café</td>
</tr>
<tr>
<td>Tuesday - 7/9/2019</td>
<td>10 AM</td>
<td>Jalaguac Memorial Barrigada</td>
<td>Tiyan, Barrigada</td>
</tr>
<tr>
<td>Friday - 7/12/2019</td>
<td>10 AM</td>
<td>Fr. Jesus Baza Duenas Memorial</td>
<td>Mangilao Mayor’s Office</td>
</tr>
<tr>
<td>Saturday - 7/13/2019</td>
<td>6:30 PM</td>
<td>Asan Landing Memorial</td>
<td>Asan</td>
</tr>
<tr>
<td>Monday - 7/15/2019</td>
<td>8 AM</td>
<td>Tinta/Faha Memorial</td>
<td>Merizo</td>
</tr>
<tr>
<td>Tuesday - 7/16/2019</td>
<td>5 PM</td>
<td>Tinta/Faha Memorial Mass</td>
<td>San Dimas Catholic Church, Merizo</td>
</tr>
<tr>
<td>Friday - 7/19/2019</td>
<td>8:30 AM</td>
<td>Fena Memorial</td>
<td>Fena, Agat</td>
</tr>
<tr>
<td></td>
<td>evenings</td>
<td>Flag Display (7/19–7/21)</td>
<td>WPP, Asan</td>
</tr>
<tr>
<td>Saturday - 7/20/2019</td>
<td>7 AM</td>
<td>Sunay Memorial</td>
<td>Sunay, USN Cemetery</td>
</tr>
<tr>
<td></td>
<td>TBD</td>
<td>Queen’s Mass</td>
<td>TBD</td>
</tr>
<tr>
<td></td>
<td>TBD</td>
<td>Car Show/Classic</td>
<td>Plaza de España, Hagåtña</td>
</tr>
<tr>
<td>Sunday - 7/21/2019</td>
<td>7 AM</td>
<td>Raider Memorial</td>
<td>Adelup</td>
</tr>
<tr>
<td></td>
<td>7:21 AM</td>
<td>Liberation Mile Run</td>
<td>Route 1, MCD, Hagåtña</td>
</tr>
<tr>
<td></td>
<td>8 AM</td>
<td>Queen’s Breakfast</td>
<td>Government House</td>
</tr>
<tr>
<td></td>
<td>10 AM</td>
<td>75th Liberation Parade</td>
<td>75th Liberation Parade</td>
</tr>
<tr>
<td></td>
<td>TBD</td>
<td>Parade Awards</td>
<td>Carnival Grounds</td>
</tr>
<tr>
<td></td>
<td>TBD</td>
<td>Car Show/New Models</td>
<td>Plaza de España, Hagåtña</td>
</tr>
<tr>
<td></td>
<td>10 PM</td>
<td>75th Liberation Fireworks</td>
<td>Carnival Grounds</td>
</tr>
<tr>
<td>Monday - 7/22/2019</td>
<td>6 PM</td>
<td>75th Liberation Raffle Drawing</td>
<td>Carnival Grounds</td>
</tr>
<tr>
<td>Thursday - 8/8/2019</td>
<td>9 AM</td>
<td>Chagui’an Memorial &amp; Mass</td>
<td>Yigo</td>
</tr>
<tr>
<td>Sunday - 8/11/2019</td>
<td></td>
<td>75th Liberation Carnival Closing</td>
<td></td>
</tr>
</tbody>
</table>
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
<table>
<thead>
<tr>
<th>Content</th>
<th>GROUP SIZE</th>
<th>15-49 pax</th>
<th>50-100 pax</th>
<th>101-500 pax</th>
<th>501+ pax</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide small gifts to all arriving travelers.</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Provide information packets to the Tour Leader.</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Greeting service and staff to all arriving travelers.</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Special Leis (higher value) to protocol members.</td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>GVB Welcome Banner at the airport arrival area or at place of reception.</td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Cultural Dancers and/or Miss Guam at place of reception.</td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Attendance of GVB Board or Management at place of reception. Requested.</td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

*Conditions Apply*

有条件执行
Si Yu’os Ma’åse’
(Thank you)
谢谢