

I ESTORIA

GUAM VISITORS BUREAU

2017 ANNUAL REPORT

THE PERFECT
Destination
FOR AN INSTANT
Vacation



**GUAM
VISITORS
BUREAU**
55th ANNIVERSARY
1963 - 2018



DESTINATION DEVELOPMENT | MARKETING | RESEARCH & STATISTICS
FINANCIALS | MEMBERSHIP DIRECTORY | GUAM EVENTS CALENDAR



22



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EDDIE BAZA CALVO
Governor of Guam



RAY TENORIO
Lt. Governor of Guam

BIBA GUAM VISITORS BUREAU!

Buenas yan Håfa Adai! As our island's primary industry,

tourism has consistently grown and continues to thrive year after year.

This wouldn't be possible without the hard work of the Guam Visitors Bureau and its partners, who have helped strengthen and sustain the lifeline of our island's economy for decades.

Despite challenges this past year of global events and changes in different visitor markets, Guam was still able to achieve its best fiscal year yet reaching 1.56 million visitors. This says a lot about our island's hospitality, and we commend the men and women in tourism for working hard to welcome new people and showcase our culture to the rest of the world.

We congratulate the Guam Visitors Bureau on another great year of breaking records in visitor arrivals! On behalf of the people of Guam and our entire Administration, we extend a warm *Un dangkulu na si Yu'os Ma'åse'* to the hardworking members of the Guam Visitors Bureau for all your dedication, hard work, and commitment to our island's thriving tourism industry.

Si Yu'os Ma'åse'

EDDIE BAZA CALVO
Governor of Guam

RAY TENORIO
Lt. Governor of Guam



DENNIS G. RODRIGUEZ, JR.
Senator,

34th Guam Legislature
Chairman, Committee
on Health, Tourism,
Military Affairs
and Senior Citizens

Buenas yan Håfa Adai!

For 55 years, from the Guam Tourist Commission to the Guam Visitors Bureau, Guam's visitor industry has flourished into over 1.5 million visitor arrivals annually. It is the determination of the Guam Visitors Bureau and many individuals, organizations and industry partners here at home and abroad, who have contributed to this success.

Again with record-setting arrivals in 2017, the Guam Visitors Bureau has relentlessly displayed their astuteness in promoting Guam and her beauty for all the world to see producing these records as a tangible means for our partners to continue their support of building and promoting Guam.

The work that every member of every part of our tourism fabric contributes to the growing, but challenging landscape of tourism on Guam is to be commended for their tenacity and willingness to ensure that each smile, handshake and utter of 'Håfa Adai yan Si Yu'os Ma'åse' is felt deep within each visitor, forever instilling in them the warmth and love of our island people.

Every man, woman and child who call Guam home is called to action to ensure our home is well-preserved for those who long to experience a place flourishing with 'guinaiya, lina'la', yan minagof' and for the sacred preservation of our island home for all our future generations.

The Guam Visitors Bureau has continually pushed the envelope in promoting, protecting and preserving all that is Guam...

- our history, culture, language, air, land and sea in the promotions, events and grants they sponsor throughout the year.

As we confront the many challenges the year brings, may we always remain steadfast as resilient people of Guam.

Si Yu'os Ma'åse' to all the employees at GVB, our visitor industry partners and all our people for being the warm, loving and most hospitable people in the world!

Si Yu'os Ma'åse'!

DENNIS G. RODRIGUEZ, JR.
Senator, 34th Guam Legislature



MILTON MORINAGA
Chairman,
GVB Board of Directors

Håfa Adai!

On behalf of the Guam Visitors Bureau Board of Directors, and its management and staff, we proudly present you with the Fiscal Year 2017 Annual Report.

We are proud that Fiscal Year 2017 has become the top fiscal year in Guam's tourism history as we welcomed about 1.56 million visitors to our island paradise. Calendar Year 2017 is also something worth highlighting, as it became the best year in visitor arrivals with 1.54 million visitors. The growth and diversification of our source markets has helped us reach these new milestones, despite challenges outside of our control.

GVB has been working hard with its government and tourism industry partners to make Guam a better place to live, work and visit.

As we celebrate our 55th anniversary in 2018, we are reminded of the many ways tourism works for the people of Guam.

Millions of dollars go into keeping our local residents and visitors safe, fixing our streetlights, crosswalks and sidewalks, protecting our environment, maintaining our roadways and supporting our 4,000 year old Chamorro culture. Tourism has boosted our economy and provided over 21,000 job opportunities for the community.

I want to personally thank the hard working men and women in Guam's tourism industry for taking our island to a whole new level and congratulate them on a job well done.

Meanwhile, our work continues to showcase our unique attractions in this safe, clean, family-friendly environment and transform Guam into a world-class destination of choice. We are determined to increase airline seats and room inventory, reinvest into our aging infrastructure and improve the overall Guam product.

Si Yu'os Ma'åse'

MILTON MORINAGA
Chairman, GVB Board of Directors



MONTE MESA
Vice Chairman



THERESA ARRIOLA
Secretary



SAMUEL SHINOHARA
Treasurer



EDUARDO (CHAMP) CALVO



MAYOR ROBERT HOFMANN



YOUNG SOOK HONG (KU)



BARTLEY JACKSON



BRAD KLOPPENBURG



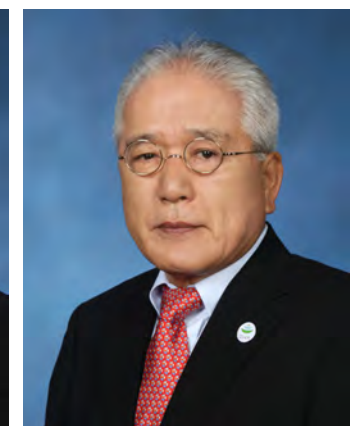
SATORU MURATA



WILLIAM NAULT



KATARINA SGRO



TATSUO (TAK) TAKANO



JON NATHAN DENIGHT
President &
Chief Executive Officer



ANTONIO MUÑA, JR.
Vice President



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The Guam Visitors Bureau (GVB), a non-profit membership corporation, is the official tourism agency for the U.S. Territory of Guam. Among its responsibilities, GVB is charged with setting tourism policy and direction; developing and implementing Guam's tourism strategic and marketing plans; managing programs and activities that enhance and showcase Guam's people, place and culture in order to deliver an incomparable visitor experience; and coordinating tourism-related research, planning, events and outreach activities. GVB serves as a critical bridge linking government, the tourism industry, visitors and the local community, and aims to contribute successfully to a good quality of life for residents through tourism.

ADMINISTRATIVE HIGHLIGHTS

In FY17, the Guam Visitors Bureau was honored to become the first tourism office to win the President's "E" Award, the highest recognition any U.S. entity can receive for making a significant contribution to the expansion of U.S. exports. U.S. Secretary of Commerce Wilbur Ross presented the recognition to GVB at a ceremony in Washington, D.C., May 22, 2017.

"The Guam Visitors Bureau has demonstrated a sustained commitment to export expansion," said Secretary Ross in his congratulatory letter to GVB announcing its selection as an award recipient. "The 'E' Awards Committee was very impressed with GVB's Tourism 2020 strategic plan development and engagement, which resulted in exceptional year-over-year growth in tourism to Guam. The organization's innovative and broad-reaching program to capture larger segments of the Chinese tourism market was also particularly notable. GVB's achievements have undoubtedly contributed to national export expansion efforts that support the U.S. economy and create American jobs."

In 2017, Guam also celebrated 50 years of tourism, and the island has come a long way since the first Pan-Am jet landed with 109 Japanese travel agents and media. In FY17, Guam welcomed a record 1.56 million visitors, and in fact, FY13-FY17 were all recorded within the Top 10 banner years for visitor arrivals.

However, it will be a challenge to repeat this success in FY18 due to external forces that have slowed our growth. That being said, GVB is confident that with the continued support of the government and the travel industry, destination Guam will recover.

RESEARCH

GVB conducts the Tourism Economic Impact Study in order to measure the effects of tourism on our island. This TSA (Tourism Satellite Account) report provides valuable key performance indicators relative to visitor expenditures, government revenues and job creation. GVB used to conduct the study every five years, but the information is so valuable that the study will now be updated annually. The latest 2016 report presents a direct correlation between tourism expenditures and overall visitor arrivals.

For FY2016, total tourism economy sales or the total impact of our visitors equated to around \$1.8 billion, an 8.4% increase from FY2015. For that same time period, our visitor arrivals grew by 10.1%. The tourism industry directly contributed to 12.1% of the total island's GDP, a 0.9% growth over 2015's 11.2% share.

This growth in the tourism industry along with visitor spending supported around 21,100 jobs, an additional 650 jobs for our economy compared to 2015. In other words, tourism supports around 34% (1 in every 3 jobs) of all employment

on Guam. The TSA report stated that visitor spending directly supported 100% of employment in hotel lodging, 50% of retail employment and about 42% of employment in the food and beverage industry. This equates to around \$617 million in the form of tourism labor income or the compensation to our workforce.

The last time the study was conducted back in 2015, tourism expenditures generated around \$246 million in government revenue. As of 2016, those revenues grew by 5.69% to around \$260M. With the revised arrivals projections and current supply of airline seats and rooms, GVB forecasts the FY18 Tourist Attraction Fund collections to be between \$40-42 million, based on current information and trends.

In FY17, GVB also completed the Survey of Tourism Attitudes of Resident (STAR) report, which is designed to ascertain how the people of Guam feel about the tourism industry. The survey is used to gain valuable insight regarding how residents view the tourism industry, and its impact on Guam's economy, preservation of culture, environment and quality of life. The last STAR survey was conducted by GVB in 2010.

Among its highlights, the STAR survey noted increased favorability toward tourism, with 69% of residents believing that tourism has a positive impact on them and their families and Guam overall. Most residents that took the survey also agreed that tourism creates many well-paying jobs. Based on information from the STAR survey, it was recommended that GVB focus more on traditions, history and food when promoting Guam's culture to visitors, as well as arts and crafts for community sponsored events.

MARKETING HIGHLIGHTS

Japan

Japan's total outbound travel was up approximately 4.5% in 2017 with 17.89 million Japanese overseas

travelers. Top destinations for Japanese travelers included Korea, Taiwan, Hong Kong, Vietnam, and Hawaii. A significant factor contributing to Japan outbound travel is the country's aggressive approach to inbound tourism, with over 24 million international visitors choosing to travel to Japan in 2016, accounting for a 21.8% year-on-year growth. Intense inbound Japan travel creates tremendous outbound travel opportunities for Japanese residents providing intense competition for destinations to capture the stable and valuable Japan outbound travel market.

Guam in the Japan market suffered from a severe loss in airline seat capacity beginning in 2012, where there were more than 1.3 million seats available on direct flights. Since then, Guam has experienced a steady decline of approximately -9% air seats every year. In 2016, there were 972,436 seats available to travel to Guam from Japan, but in 2017 only 860,747 seats existed in the market equating to a year-on-year -13% loss of direct access to our island destination. These figures exclude charter operations, which occur on a seasonal basis with Guam's airline partners.

For FY17, GVB introduced a 2-year strategic plan to reverse the negative arrivals trend in the Japan market, with the primary initiative to develop additional air service. The airline charter incentive program was successful in encouraging travel agents to add extra flights, and the number of Guam charters almost doubled from 112 in CY16 to 196 in CY17. GVB also worked closely with existing carriers to support their sales and marketing efforts, while at the same time continued meeting with potential new carriers together with the Guam International Airport Authority (GIAA).

Although the main reason for Japan visitor arrivals decline is the loss of direct air service, there are other

factors to be considered. This includes the depreciation of Japanese yen, geo-political issues such as terrorism, security and foreign affairs. Furthermore, the North Korea missile threats were heavily detrimental to Guam in the Japan market causing cancelations with school groups, MICE trips and general consumers. These market conditions are considered uncontrollable but work against the sales, public relations and marketing work completed in-market.

In FY2017, GVB focused on targeted sales efforts through education to traditional travel agents and working with online travel agents such as Expedia, Rakuten and DeNA to promote and sell Guam. The annual advertising strategy shifted to focus on online and digital channels providing a dynamic opportunity to shift targeting and messaging based on market conditions and product changes. GVB did not ignore traditional media such as TV, newspapers and magazine. Instead, the Japan marketing team identified public relations tie-up opportunities to gain exposure for Guam. Successes are noted in the regional ports of Fukuoka, Osaka, Nagoya and even Tokyo where Guam was featured in television programs, and travel-related print publications. GVB participated in 12 tradeshow, conducted 57 seminars about Guam, had 16 cooperative projects and executed 8 online promotions. These efforts garnered over \$118 million in exposure for Guam throughout Japan.

Korea

South Korea's total outbound travel increased to an amazing 26.5 million (+18.4%) in CY17. Considering that the country's total population is 51.4 million, that means more than 50% of the population traveled overseas. To put this in perspective, Japan's CY17 total outbound was 17.89 million with a population of 126 million.

Guam's Korea Market ended Fiscal Year 2017 with record-breaking arrival numbers that dramatically increased

the market share to 41.6% of Guam total arrivals. Korean arrivals have rapidly grown over the past year from 544,957 in CY2016 to a 684,443 in CY2017, an overall increase of 25.6%. In December 2016, GVB conducted a "Hafa Millionth" Event, celebrating the 500,000th Korean visitor and their family.

New airlift service from Jeju Air and Jin Air contributed to additional seat capacity. On July 6, 2017, Jeju Air increased their Incheon-Guam fleet by adding an additional aircraft, making a total of (3) daily flights. Jeju Air had also increased their Busan-Guam route to daily flights. On October 29, 2017, Jin Air had also increased their Busan-Guam route to daily flights. On September 12, 2017, Air Seoul launched the Incheon-Guam route with six daily flights a week and increased to daily flights on October 30, 2017, which provided additional 56,000 seats per year.

The breaking record arrival performance is attributed to focused efforts and aggressive activity development in travel trade across the country to attract Korean visitors to Guam as well as to raise awareness of the beautiful island among Koreans through targeted media campaigns, travel trade co-op, consumer activities, location filming, and FAM tours. In FY2017, GVB Korea had a total of 95 cooperative projects including TV home shopping, social commerce promotions, billboard advertisement, and incentive support programs.

Other Markets

Guam remains active in the Pacific Market as a member of the Pacific Asia Travel Association (PATA) and the PATA Micronesia Chapter. There has been remarkable progress for Guam and the region, participating in the ITB Asia 2016, PATA Annual Summit 2017, PATA Executive Board Meeting, PATA Micronesia Chapter Tri-Annual Meetings, and PATA Travel Mart 2017 where GVB had won the PATA Gold Award for Shop Guam e-Festival

Campaign in the Marketing Media-Mobile Travel Application category competing against 220 submissions from 77 organizations. Guam increased its presence in the North America travel trade arena through its participation in major travel trade shows like USTA's IPW, DEMA Show, Scuba Show, and also continued expanding into the MICE and LGBTQ markets through participation in IMEX America and IGLTA Travel Show. On May 22, 2017, U.S. Secretary of Commerce, Wilbur Ross, presented GVB with the "President's "E" Award, the highest recognition any U.S. entity can receive for making a significant contribution to the expansion of U.S. exports.

GVB continues to strengthen Guam's brand position to Filipino travelers, forging new trade and media partnerships. GVB participated in the TTM 2017, a B2B travel mart catering specifically to hospitality, tourism and travel stakeholders, which provided the opportunity to engage with over 650 Travel Agents in Manila and Davao. Guam participated in the Annual PTAA Travel Tour Expo, the largest travel trade show in Philippines and the Travel Madness Expo both held in Manila. The Russia market ended FY2017 with 3,151 visitors, a 26.6% increase compared to FY2016. Economic situations in Russia improved and Russian citizens started to get used to expensive currency. GVB continued to show presence in the market by working with travel trade partners and conducting workshops during travel shows. Guam participated in travel exhibitions such as MITT in Moscow and PITE in Vladivostok, which Guam received an award for the second best booth of the expo.

China saw a reduction of charter flights in FY2017. With the limited seat capacity, arrivals decreased 11.8% from last year reaching 23,169 pax. Despite the arrivals, China market continues to be active having signed an MOU with Fliggy, China's number

one travel e-commerce platform of the Alibaba group, thus making Guam the first U.S. destination and the first island destination to build up strategic cooperation with Fliggy. In addition, GVB has partnered with movie studio Huayi Media Group and United Airlines for the movie "Beautiful Accident". This project included a "Ride to Guam" contest that attracted 110,000 participants and gained nearly 16 million impressions.

Hong Kong and Taiwan had also seen a reduction in seat capacity with the cessation of Hong Kong Express LLC and suspension of Eva Air in June 2017. GVB continued to support partners in Hong Kong by participating in the ITE MICE, which Guam received with the "Most Romantic Holiday Award". GVB showed its continued commitment to the Taiwan market by participating in major consumer shows such as the Kaohsiung International Travel Fair and Taipei International Travel Fair where top level government officials, including Governor Eddie B. Calvo, took the opportunity to also meet with the travel trade and airline partners in the market. This resulted in China Airlines announcement in December 2017 to increase its flight frequency effective March 25, 2018.

DESTINATION DEVELOPMENT HIGHLIGHTS

Destination Development's mission is to support the responsible development and enhancement of tourism attractions and experiences that build on our competitive product strengths, ensuring that Guam delivers on its brand promise. The importance of this department has been growing in need as the government lacks the resources to maintain infrastructure that is critical to tourism. Guam must improve its quality in order to attract a high spending visitor and thereby improve yield. GVB's Destination Development Department is comprised of four committees: Destination Management, Culture and Heritage Committee, Visitor Safety and Satisfaction and Sports and Events.

The Destination Management Committee (DMC) focuses on improving tourism infrastructure, safety and satisfaction. Over the years, GVB has taken on additional responsibilities originally tasked to other Government of Guam agencies. In FY2017, GVB continued its commitment to complete maintenance projects that include the San Vitores landscaping, grass cutting and trash collection along major highways, and Hågatña and Tumon Bay beach cleaning.

CAPITAL ASSETS AND LONG-TERM DEBT

The Bureau is not capital intensive and therefore, significant capital asset activity did not occur in 2017, 2016 and 2015.

Additionally, the Bureau has no long-term borrowings. However, for additional information, please see GVB's full audit report at www.opaguam.org.

OUTLOOK

Before the North Korea news event in August, total arrivals for Guam were 5% higher than 2016, with August ending at -0.5%, still making it the second best arrivals month in Guam's history. However, the months following August showed decreases of -12.4% (Sept.), -7.4% (Oct.), -2.7% (Nov.), and -2.3% (Dec.). All our major source markets except Korea experienced serious declines in the months following August, with Japan -30% for the 1st Quarter of FY18. Despite this, the +23.1% increase in Korea arrivals offset some of these decreases, and 1st quarter FY18 finished at -3.9% YOY. For FY18, based on current capacity and trends, the GVB Research Department forecasts visitor arrivals of 1.44 million (-7.6% YOY).

Two major considerations in arrival forecasts are seat capacity and hotel room inventory, as these are the main supply factors. There have been both positive and negative developments in regards to flights to Guam. For Japan, Delta suspended its twice-

daily service from Narita and Hong Kong Express postponed its Nagoya flight planned for October. Moreover, United canceled direct service from Sapporo and Sendai, and decreased some capacity from Narita, Osaka and Nagoya. On a positive note, GVB together, with GIAA, was able to attract a second Narita departure with Japan Airlines, which will start in March 2018. Moreover, GVB continues to incentivize travel agents to fly charters, and are expecting 30,000 - 40,000 charter flight seats in FY18.

For the Korea market, Guam welcomed Air Seoul in September, the sixth Korean carrier to fly to the island. China Airlines announced that it will add a 5th frequency in March 2018 after Governor Calvo's Taiwan trade mission. This should offset some of the seats lost with the suspension of the Eva Air flights last June. United recently announced the suspension of the 2x a week Shanghai route, but a majority of mainland China visitors travel to Guam via Incheon airport.


While Guam has added many new airlines in the last 7 years, the island has not developed the additional room inventory needed to reach the Tourism 2020 goal of 1.75 million visitors. GVB thanks GEDA and the Legislature for implementing the Special Hotel QC

program, which helped incentivize the groundbreaking of Guam's first new hotel in nearly a decade. Yet, the 350 rooms provided by the Tsubaki Tower will still leave Guam short of the 1,600 rooms needed, and the recent issues with H-2 labor have been a roadblock to attracting new hotel development. With occupancy and room rates at all time highs, the island is close to its limit in accommodations for Guam's visitor industry.

GVB anticipates FY18's decline in arrivals can still be mitigated with increased efforts in promoting Guam as a world-class resort destination of choice. The volatile nature of the travel industry only strengthens our belief that we need to continue to invest into our main economic driver, in order to ensure manageable and sustainable growth for our island.



JON NATHAN DENIGHT
President & CEO



ANTONIO MUÑA, JR.
Vice President





MANAGEMENT & STAFF Organizational Chart



**JON NATHAN
DENIGHT**

President &
Chief Executive
Officer



**MAURA
YI**

Executive Secretary



**JOSH
TYQUIENGCO**

Communications
Coordinator/
Spokesperson



**ANTONIO
MUÑA, JR.**

Vice President

ADMINISTRATION DEPARTMENT



**ROSE Q.
CUNLIFFE**

Director of Finance
& Administration



**CHRIS
LIZAMA**

Contracts
Administrator



**LAURETTE
PEREZ**

Accounting Manager



**AJ
ROSARIO**

Web & IT
Coordinator



**LISA
LINEK**

Accounting Manager



**ANNABEL
CERTEZA**

Administrative
Assistant - Finance
& Administration



**JUANITA
SABLAN**

Accounting Technician



**JAMIELYN
PINAULA**

Receptionist



**GARRETT
AGUON**

Messenger

MARKETING DEPARTMENT



**PILAR
LAGUAÑA**

Director of
Global Marketing



**ELAINE
PANGELINAN**

Marketing Manager
(Taiwan & Hong Kong)



**NADINE
LEON
GUERRERO**

Marketing Manager
(China)



**REGINA
NEDLIC**

Marketing Manager
(Russia & Philippines)



**MARK
MANGLONA**

Marketing Manager
(Pacific &
North America)



**COLLEEN
CABEDO**

Marketing Manager
(Korea)



**FRANCES
AGUON**

Administrative
Assistant - Marketing



VACANT

Marketing
Associate



**BREEANA
GARRIDO**

Marketing Coordinator
(Greater China)



**GABRYEL
FRANQUEZ**

Marketing Coordinator
(Russia & Philippines)



**MARIA
SAN NICOLAS**

Marketing Coordinator
(Pacific &
North America)



**NAKISHA
ONEDERA
GARRIDO**

Marketing Coordinator
(Korea)



**BRIAN
BORJA**

Marketing Manager
(Japan)



**JUNE
SUGAWARA**

Marketing Manager
(Japan)



**KARIDA
BRENNAN**

Marketing Coordinator
(Japan)

RESEARCH DEPARTMENT



**ANA
CID**

Director of Tourism
Research



**NICO
FUJIKAWA**

Senior Tourism
Research Analyst



**SYDNEY
LEON
GUERRERO**

Tourism Research
Analyst



**CIL
DYDASCO**

Tourism Research
Assistant



**DERRICK
CAMACHO**

Tourism Research
Associate

DESTINATION DEVELOPMENT DEPARTMENT



**DEE
HERNANDEZ**

Senior Destination
Specialist -
Chamorro Culture



**DORIS
ADA**

Senior Destination
Specialist -
Infrastructure &
Maintenance



**KRAIG
CAMACHO**

Destination Specialist
- Sports & Events



**MERIZA
PEREDO**

Destination Specialist
- Safety & Satisfaction



**MIRANDA
MUÑOZ**

Administrative
Assistant - Destination
Development

DENOTES MANAGEMENT POSITIONS



Tourism 2020

A world-class, first-tier resort destination of choice, offering a U.S. island paradise with stunning ocean vistas, for two million businesses and leisure visitors from across the region with accommodations and activities ranging from value to five-star luxury – all in a safe, clean, family-friendly environment set amidst a unique 4,000-year-old culture.

8 CORE OBJECTIVES

1 
IMPROVE
Quality and Yield

2 
GROW
Arrivals and Diversity

3 
ADD High-End Hotel Rooms,
INCENTIVIZE Reinvestment

4 
FOCUS
on MICE

5 
PROMOTE
the Chamorro Culture

6 
EXTEND
Average Length of Stay

7 
PROMOTE
our Unique Attractions

8 
EXTEND
Tourism Beyond Tumon

Destination DEVELOPMENT

FY2017 MILESTONES - FIRST QUARTER

OCTOBER 2016

Guam welcomed its best October in visitor arrivals – 122,534 visitors

GVB launches Visit Guam 2017 campaign – The Year of Love

10th Guam Ko'ko' Kids Fun Run celebrated October 29th

11th Guam Ko'ko' Road Races celebrated October 30th

NOVEMBER 2016

Best November in visitor arrivals recorded – 125,748

Guam won best booth design at 2016 Taipei International Travel Fair Nov. 4-7

DECEMBER 2016

5th Shop Guam e-Festival held December 1 – February 4

Holiday Illumination Light Park returned to Tumon December 10 – January 15

Calendar Year 2016 visitor arrivals reached new record - 1.53 million

Fun Facts

JAN 2017
01 **14** EVENTS
SPONSORED
IN 2017

5 AWARDS
GRANTED

7 SIGNATURE
EVENTS EXECUTED

- 1 29TH Guam Micronesia Island Fair
- 2 Guam BBQ Block Party
- 3 Guam Ko'ko' Half Marathon 10K and 5K
- 4 Guam Ko'ko' Kids Fun Run
- 5 Guam Live International Music Festival
- 6 New Year's Eve Fireworks
- 7 United Guam Marathon

SPORTS TOURISM – GRANTS

Guam Visitors Bureau worked with various local non-profit groups/organizations to develop and/or enhance local sports activities, programs and events that bring value, raise credibility and spread awareness about Guam's sporting facilities, events and products.

In 2017, GVB proudly sponsored Smokin' Wheels (Guam Racing Federation), Tour of Guam (Guam Cycling Federation), Dragon Boat Racing (Guam ACES, inc), Cocos Crossing (Guam Cocos Crossing) and Guam Futures Tennis Tournament (Guam National Tennis Federation).

EVENT SPONSORSHIP & EVENT SUPPORT

UNITED GUAM MARATHON

2017 kicked off the first year of United Airlines' title sponsorship of the former Guam International Marathon.

4,335 runners with 812 full marathon runners, 1,044 half-marathon runners, 1,092 10K participants and 1,387 5K participants making the 2017 Unite Guam Marathon event the largest turnout of international visitors for Guam.

Runners from around the world – Australia, Canada, China, Czech Republic, Estonia, Finland, Germany, Hong Kong, Japan, Macao, New Zealand, Russia, Serbia, Singapore, South Korea, the Philippines and Palau enjoyed Guam's biggest marathon event held each year in April.

Top Marathon Overall winners

Male

1: Hiroki Nakajima (2:30:33)

Female

1: Ryu Sungwha (3:01:54)

Top Half-Marathon Overall winners

Male

1: Shun Gorotani (1:09:17)

Female

1: Maria Yano (1:22:29)

Top 10K Overall winners

Male

1: Rui Yamagishi (0:33:23)

Female

1: Yumika Sugahara (0:44:03)

Top 5K Overall winners

Male

1: Masafumi Fukase (0:17:37)

Female

1: Tomoe Yokoyama (0:21:03)

GUAM BBQ BLOCK PARTY

The Guam Visitors Bureau annual Fourth of July themed Guam BBQ Block Party was back by popular demand in 2017. Partnered with the Micronesian Chefs Association and Tumon Pleasure Island Group, the highly attended event featured live art displays, live-music, Hot Diggety Dog Hot Dog eating competition and Guam's Champion Grilling Competition. Securing the top spot as Guam's Grill Champion was Master Chef Peter Duenas.



GVB SIGNATURE EVENTS

- Guam Live International Music Festival
- Guam BBQ Block Party
- United Guam Marathon
- Guam Ko'ko' Half Marathon 10K and 5K
- Guam Ko'ko' Kids Fun Run
- New Year's Eve Fireworks
- 29th Guam Micronesia Island Fair

GVB SPONSORED EVENTS

- World Food Championships
- 14th Annual Guam Amateur Golf Championship
- GAX Pow Wow Art Exhibit
- Department of Agriculture Kids Fishing Derby
- LGBT Guam Pride 2017 Festival
- Marianas Open Jiu Jitsu Tournament
- Payless 5K Kick the Fat Run
- 2017 Rick's Reef Classic Surf Competition
- Royce Gracie & Mugsy Bogues Anti Bully Campaign
- TrenchFest Sponsorship
- Asia Rugby Council Meeting/Seminar
- Department of Agriculture 6th Annual Pig Hunting Derby
- Konqer Obstacle Course Run
- Upshift Entertainment Events

The Cultural and Heritage Committee (CHC) is the division that ensures that Guam's culture is represented in GVB's local and overseas promotions. The CHC provides support to marketing efforts by ensuring that the Guam cultural representation is accurate and that the cultural experience our visitors receive is consistent with the philosophies of our community.

Aside from overseas marketing representation, the Cultural and Heritage division offers opportunities for on island projects that are coordinated by other organizations or government agencies. It awards qualified individuals, companies, or organizations with grant/sponsorship money related to promoting and perpetuating the Chamorro Culture.

SUPPORTED ORGANIZATIONS AND EVENTS:

- American Cancer Society – Plane Pull
- Chamorro Optimist Club – Cultural Workshops
- DFS Guam – Chamorro Month Activities
- Guam Arts Exhibit – GAX
- Guam Cancer Care – Plane Pull
- Guam Department of Education – Silibrasion Gupot Chamorro 2017
- Guam Nikkei Association – 3rd Annual Guam Lantern
- Guam Society of America, Inc. – Capitol Hill Reception Liberation of Guam
- Guam War Survivors Memorial Foundation – Sentimental Journey 2
- Guam Women's Chamber of Commerce – Hightide Women's Summit
- Guma Imahe – Annual Recital
- Japan Club of Guam – Japan Autumn Festival
- MagPro Awards
- Mayors Council of Guam – Senior Citizens Month
- Micronesia Chefs Association – Maila Ta Fan Chesa
- Payu'Ta – 7th Non Profit Congress
- PBS Guam – Liberation Day Live Broadcast
- PBS Guam – Kids Breakfast Summer Festival
- Sanctuary, Inc. – 21st Annual Too Cool To Do Drugs
- Sanctuary, Inc. – 7th Annual Youth Fest
- Sheraton Guam – Invest Guam Symposium
- Sinajana Municipal Planning Council – St. Jude Thaddeus Fiesta Activities
- Soroptimist – Earrings for Erica Valentine
- St. Francis School – Kashiwa Sister City Cultural Exchange
- Ulitao – Canoe Festival
- US Explorer & Study, Inc. – WWII Peace Memorial Service
- Valley of the Latte – River Festival



U.S. & GUAM CHAMORRO DANCE ACADEMY

The Guam Chamorro Dance Academy was first piloted in FY2010 in the Tokyo area targeting Hula Dance Clubs. Five two-day dance workshops were conducted with up to 70 pax attending each workshop conducted by Master of Chamorro Dance Frank Rabon. The program was successful in enticing people to learn more about Guam's unique heritage and people. As a result of growing interest, the program expanded to include other regions of Japan. A third Guma (cultural house) was also established in Tokyo by one of the participants of the academy. The dance academy also expanded in Taiwan to help foster not only cultural exchange between Taiwanese and Chamorro people, but promoting travel between our two countries.

Meanwhile, the Bureau continues to work closely with various active stateside Chamorro dance group with the US-Guam Chamorro Dance Academy, which launched in California and Washington.

TOURISM WORKS CAMPAIGN

The Tourism Works campaign continues to play a key role in educating our local community on the importance of tourism and how it affects their everyday lives. In 2017, the Guam Visitors Bureau shaped an extensive marketing campaign ranging from a weekly newspaper column, weekly tourism profile television feature, television and radio commercials engaging contests and community outreach program through a "tourism talk tour."

HÅFA ADAI PLEDGE PROGRAM

The Håfa Adai Pledge program continues to be the cornerstone of the Guam Visitors Bureau's local branding efforts. For 2017, Håfa Adai Pledge welcomed 114 new members from various local business, organizations and individuals with a total of 752 members; representing over 34,000 individuals. Ceremony signings were amplified with interactive and engaging activities such as an underwater signing with Guam Seawalker and a live magical ceremony with Red Door Productions – Encore. The program continues to be at the forefront of the community.



Tourism Industry Relations

Tasked with ensuring visitor safety and satisfaction, Tourism Industry Relations bridges the gap between the private sector and local residents.

The Tourism Industry Relations division is responsible for overseeing:

Airport Ambassador Program

GVB provides funding for the Ambassador Program at the A.B. Won Pat Guam International Airport, which offers assistance to arriving visitors by providing guidance on all forms and directions through the airport.

Community Outreach Programs

As we market our island, GVB recognizes the need to build up the product quality. GVB continues to sponsor village festivals that strengthen the community's identity such as the Agat's Mango Festival, Merizo's Fiestan Tasi & Gupot Chamorro, Mangilao's Donne Festival and Tamuning's Latte Peace Festival.

HERO Awards

GVB in partnership with the Guam Hotel and Restaurant Association recognizes the outstanding contributions of front line hospitality employees of the tourism industry.

Tour Guide Certification

GVB monitors tour guides and tour sites throughout Guam. GVB, in partnership with the Guam Community College has updated the certification program and offers the certification course quarterly and can support a larger number of applicants. The curriculum is now equipped with links and other resources that will ensure tour guides are disseminating accurate information on their tours.

Visitor Industry Professional (VIP)

GVB recognizes the need to strengthen Guam's hospitality workforce with the training needed to deliver consistent, high-quality service. The VIP program is in the process of developing an online education website featuring a broad library of custom made tutorial videos and training for tourism front line employees that can be accessed from a computer, tablet or smartphone. The VIP program is now in its second phase with the video production. GVB's target date to launch this product is by September 2018.

Visitor Safety Officer Program

GVB has a vested interest in protecting and ensuring the safety and security of all visitors. Crimes against tourists threaten Guam's image as a safe, family friendly destination. The VSOs serve multi-purpose roles as a concierges, tour guides, security officers, and beach safety officers that

will be able to respond to safety and security incidents and provide basic visitor information.

Welcome Service

GVB provides welcome services for incentive groups, charter flights, and cruise ship greetings, as well as VIP guests upon their arrival to the island or at an event they are hosting on Guam.

Destination Management

During FY17, GVB contributed to the efforts of island beautification, capital improvement and visitor attraction. GVB attained its goals through maintenance and beautification projects that included:

Annual Holiday Illumination

GVB successfully featured a Christmas Village across GVB in Tumon in FY17 attracting thousands during the holiday season.

Beach Cleaning Maintenance covers Hagatna Bay (from Onward to Shell Gas Station across) and Tumon Bay (from Hilton to Gun Beach). Scope of work includes mechanical & manual beach raking, trash collection, tree trimming of trees and ground cover.

Bus Shelters

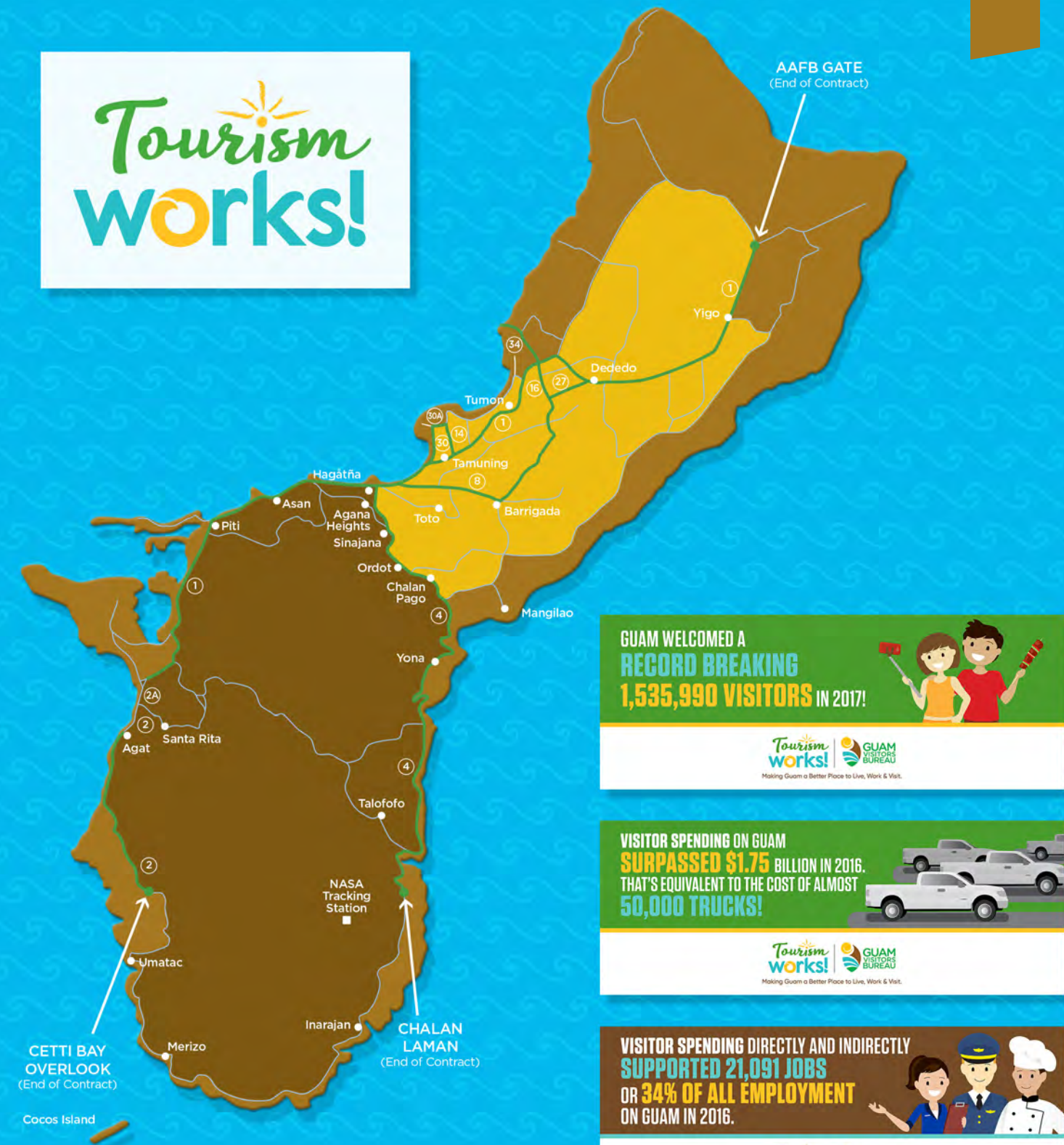
State-of-the-art bus shelters were designed for the following locations: GVB, PIC, PIC across, Fountain Plaza, Holiday Resort, Pacific Bay Churrasco, Kracked Egg, Hyatt across, Pacific Place, Westin Hotel, Lotte Hotel, and Sandcastle. The features at each bus stop include solar-powered lights, GVB Event Board, Map Pylons and trash receptacles.

Island Road Maintenance covers Rt. 1 (from Andersen Air Force Base Gate to Naval Station Gate), Rt. 4 (from Rt. 1-Chalan Laman, Inarajan) and Rt. 34 (Two Lovers Point). It also included Rt. 2 Agat junction to Cetti Bay. Scope of work includes trash collection, grass cutting, scraping, edging and trimming.

Streetlight Repairs

A total of 325 streetlights are now fully operational with more energy efficient LED light fixtures, including the replacement of panel boxes, conduits, and missing poles.

Tumon Landscaping Maintenance covers Tumon from Bishop Flores Rotunda to Lotte Hotel, including JFK & Westin Hills. Scope of work includes tree & shrub trimming, grass cutting, sweeping/blowing of sidewalks, and trash collection along sidewalks, including bus shelters.



GUAM WELCOMED A
RECORD BREAKING
1,535,990 VISITORS IN 2017!



VISITOR SPENDING ON GUAM
SURPASSED \$1.75 BILLION IN 2016.
THAT'S EQUIVALENT TO THE COST OF ALMOST
50,000 TRUCKS!



VISITOR SPENDING DIRECTLY AND INDIRECTLY
SUPPORTED 21,091 JOBS
OR **34% OF ALL EMPLOYMENT**
ON GUAM IN 2016.



EACH VISITOR THAT COMES TO GUAM
CONTRIBUTES \$175
TO THE MAINTENANCE OF
OUR PARKS AND BEACHES.



**Island
Roadway**
Maintenance
Legend

- ROADWAY
- NORTHERN DISTRICT
- SOUTHERN DISTRICT
- ① RT. NUMBER

Marketing DEPARTMENT

FY2017 MILESTONES - SECOND QUARTER

JANUARY 2017

New Year's Eve fireworks

GVB & TripAdvisor team up to host industry seminar

New members elected to serve in GVB Board of Directors

Best January in visitor arrivals recorded – 136,029

FEBRUARY 2017

Second best February in visitor arrivals recorded – 133,440

MARCH 2017

700th Hāfa Adai Pledge signing held at Āmot Farm Inc.

Best March in visitor arrivals recorded – 140,662

2017 AWARDS



Korean Professional Baseball Players and Women Golfers December 11, 2017
Appreciation Plaque



2017 Taipei International Travel Fair
October 27-30, 2017
Best ITF Theme Award



The 31st International Travel Fair
New Travel Routes Contest 2017
Most Romantic Holiday



24th PTAA Travel Tour Expo
(Manila, Philippines) February 2017
Best Booth Performance
Quezon City Travel Agencies Association Inc. (QCTAA)
Appreciation Plaque



PATA Micronesia Chapter
September 2017
Award of Excellence
2016 Shop Guam e-Festival (Macao, China)
October 3, 2017
PATA Gold Award



XXI Pacific International Tourism Expo
May 19-21, 2017
2nd Place Best Booth Award

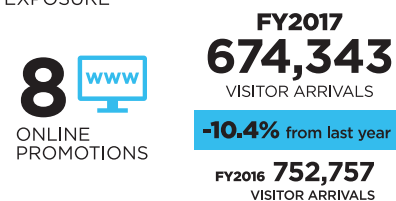


Washington D.C. May 22, 2017
President's "E" Award for Export Service



2017 Sanya Global Wedding & Honeymoon
Island Forum July 2017
Best Wedding & Honeymoon Destination

AT A GLANCE



SMART GOALS

1. Aggressive online advertising to reach online travel agents (OTAs) and free independent travelers (FITs)
2. MICE/Group incentive plan
3. Achieve 120,000 group/MICE arrivals
4. Increase SNS presence
5. Improve communications with the Guam International Airport Authority for better airline marketing program
6. Achieve 135 charter flights in FY2017
7. Introduce Guam repeater campaign
8. Work closely with Destination Management to improve Guam image

HIGHLIGHTS

- In July 2017, the overall number of Japanese overseas travelers was 1,482,000 which is a 3.2% increase on a year-on-year basis (preliminary figures). The total for the first seven months of 2017 was 9,904,700 (+6%).
- The average of total overseas travel expenditures per person per trip is estimated at JPY238,000, which is JPY20,000 lower than that for the previous year. This is attributed to the large number of travelers who chose short-haul and lower-priced destinations such as China and South Korea.
- The Ministry of Land, Infrastructure, Transport and Tourism (MLIT) is promoting the expansion of bilateral international exchange with the goal of increasing the number of outbound Japanese travelers to 20 million by the year 2020. To achieve this goal, the Japan Association of Travel Agents (JATA) is working to generate and promote demand for overseas travel with the Visit World campaign in cooperation with various tourism partners and government agencies.
- According to the AB-road survey, taking a longer vacation, appreciation of the yen and friends' stories have become stronger motivation factors than last year for overseas travel. Travel purposes such as walking in a town/city and escaping from daily life increased from last year and there were fewer responses of shopping, visiting tourist and historic spots, spa/massage and cultural experiences.
- The number of international visitors to Japan was up 21.8% on a year-on-year basis to record-high 24,039,000 in 2016, marking the first year of inbound tourists over 20 million. There is now a goal of increasing the number of international visitors to Japan to 40 million by the year 2020. Due to this surge in the inbound travel market, when airlines with two-way routings have vacant seats when returning to their home countries (e.g., Taiwan, Korean, HK), they can sell the available seats at much lower fares.
- Arrival numbers have decreased since 2012. This reduction can be attributed to the decline in air seat capacity which has also decreased by 9-10% each year. Other notable contributing factors to the decline in arrivals include the depreciation of Japanese yen, uncertainty for overseas travel stemming from terrorism, security and foreign affairs, and the increase of Guam tour prices by about 20% due to increased air fare and hotel rates.



Air Service Development

To meet market demands, GVB developed a charter flight incentive program in partnership with the Guam International Airport Authority. This program resulted in the achievement of nearly 200 charter flights equating to more than 33,000 air seats minimizing the loss of direct air service.

Advertisements

This year, GVB Japan market shifted to online digital advertisement instead of television and newspaper ads. The number of page views, clicks and the click-through-rate (CTR) surpassed market expectations.

PR

New challenges in the PR field this year were tie ins with local media for the cities/prefectures with direct service to Guam. Two local TV programs covered Guam for the United Airlines 30th anniversary of the Fukuoka-Guam flight just after airing "Dosanko Wide," the most popular local TV program in Hokkaido. Immediately after airing, about sixty bookings to Guam were made.

Ownmedia

GVB Japan (GVBJ) launched its social networking sites with profiles on Instagram, Facebook, and Twitter. Online promotions for campaigns such as the 50th anniversary of the first flight between Japan and Guam helped boost following and engagement.

Sales

During FY2017, GVBJ limited the number of presentations and seminars and devoted more time to sales calls to hear travel agencies' opinions, needs and requests in order to invest their budget more efficiently into each client based on current market conditions. For FY2018, more strategical support is needed from travel agencies and regional areas.

GVBJ started working more closely with online travel agents (OTAs) such as Expedia, Rakuten and DeNA.



AT A GLANCE


3 TRADESHOWS/
CONVENTIONS


93 COOPERATIVE
PROJECTS


14 media
FAM TOURS


8 travel
TRADE FAM
TOURS


TOTAL
media
EXPOSURE
\$163,667,294

19 ONLINE
PROMOTIONS

FY2017
649,428
 VISITOR ARRIVALS

25% from last year
FY2016 519,430
 VISITOR ARRIVALS



- Korean Professional Baseball Players and Women Golfers December 11, 2017 Appreciation Plaque



SMART GOALS

- Increase Korean Arrivals by 15.7% from 475,000 to 550,000
- Develop New Niche Market: MICE & Sports
- Host small & large scale of trade education seminar
- Host various theme of FAM tour inviting key travel trade partners and media
- Sales Contest with Airlines (Conduct up to 2 times of sales contest promotion with airlines)
- Digital & Social Media (Optimize communication with potential customers through SNS channels and increase a number of fans & followers)

HIGHLIGHTS

In December 2016, GVB welcomed Hafa Millionth 500,000 Korean visitors. The number of Korean arrivals is rapidly increasing as a record for fiscal year of Korean arrivals for FY2017 is 649,428. The market share during the calendar year was dramatically increased by 25% from 519,430 (Jan-Sept) in 2016 to 649,428 (Jan-Sept) in 2017.

The increased airline seat capacities and new airlift service allowed to bring more Korean visitors. Jeju Air started offering Busan-Guam flights on a daily basis from November 2016 and they increased Incheon-Guam flights to three (3) daily basis from July 6, 2017. In addition, Jin Air changed the aircraft from B738 (189 seats) to B772 (393 seats) from April that contributed to the increased arrivals. Also, Jin Air will increase Busan-Guam flights on a daily basis from October 29, 2017. Air Seoul is newly launching Incheon-Guam flights with a frequency of six (6) times per week from September 12 with additional seats of approximately 56,000 per year. GVB supported Air Seoul inaugural ceremony at the Guam International Airport on September 13, and hosted major travel agencies' CEO & team leader fam tour by providing in transportation and dinner reception.

The breaking record arrival and succeed performance is attributed to focused efforts and aggressive activity development in travel trade across the country to attract Korean visitors to Guam as well as to raise awareness of the beautiful island among Koreans through targeted media campaigns, travel trade co-op, consumer activities, location filming, and FAM tours. In FY2017, GVB Korea had total 93 cooperative projects including TV home shopping, social commerce promotions, billboard advertisement, and incentive support programs, etc.

GVB Korea continued to expand the sports tourism market. As GVB concluded MOU with Korea Professional Baseball Players Association (KPBPA), we had a golf championship with MBC Plus in December 2016. Korean pro-baseball players and Korean Ladies Professional Golf Association (KLPGA) golf players teamed up to compete against each other in Guam. A total of 11 episodes and many more reruns were aired on MBC Sports Plus, MBC terrestrial TV and other MBC Plus channels. A total media value of \$51,150,000.00 USD was achieved. Guam's signature sports events Ko'ko' Road Race and United Guam Marathon were also promoted by inviting Korean celebrities, a legendary marathoner, and Korea Marathon Association (KMA).

Moreover, GVB Korea sponsored famous Korean TV programs, 'Flaming Youth' which is a reality variety show pairs up the celebrities to feature their daily life story. The film location was Guam to introduce the island as a prime destination for couples, honeymooners, and friends. It was broadcasted through one of the major public broadcasting stations, SBS on December 6, 13, and 20, 2016 with \$56,997,316.00 return on investment. Also, a MBC drama 'A man who sets a table' was filmed on Guam to expose the island of Guam with \$62,788,800.00PR value.

Specially, this year, GVB Korea appointed a very popular and recognized celebrity Song, Seung Heon as an honorary ambassador for Guam's tourism to maximize investment to Guam as premiere destination. The ambassador's photo and promo video was filmed on Guam and utilized the outputs through on/offline marketing channels actively. Also, we produced a high quality 360 VR contents to establish Guam's brand image as a trendy destination. The contents have broadly used for promotion purposes not only in Korea but also other countries.

GVB Korea continued promotion of Guam through participation in some of Korea's top consumer and trade shows, including the Mode Tour Travel Fair (1,494 Guam packages sold), the Hana Tour International Travel Show (2,187 Guam packages sold) and Korea World Travel Fair (KOTFA).

For consumer activity, GVB Korea co-op with Sony Korea invited 10 best photographers to Guam to take the best photos and video. GVB Korea held an exhibition at Time Square Mall to present the beautiful outputs and promotional collaterals. Moreover, GVB Korea held Guam Food Festival at Grand Hyatt Seoul for 5 days to increase awareness of Guam's food & culture among Korean potential consumers. It was a great opportunity to expose the culture of Guam and this event has exposed through various media outlets. The cultural performances were also provided with Miss Guam. In relation to this, GVB Korea, co-op with Hana Tour, invited a celebrity chef to Guam, to show food-themed tour product for potential customers who want different travel. This was able to promote and attract more Korean visitors in time for one of the signature events, Guam BBQ Block Party.

SMART GOALS

- Increase Taiwan arrivals by 7% in low season (Mar – May / Sep – Nov), targeting the senior and wedding groups who competitively are high spending targets
- Increase Guam's share of voice (SOV) on news by 10%
- Increase Guam's social influences on Social Media networks
- Develop the M.I.C.E. Market
- Develop mobile marketing tactics

HIGHLIGHTS

Taiwan arrival performance experienced a gradual decline.

Eva Air suspended its direct service indefinitely on June 7, 2017 due to internal corporate issues. China Airlines now is the only sole carrier with direct service between Taiwan and Guam.

Remarkable progress made:

Created new market opportunities through co-ops (Eslite, Mizuno, iRobot)

Explored new market segments and maintained relationships to grow the M.I.C.E. market

Constructed quality media exposure by hosting major Fam tours. Guam received media exposure from social media platforms, key media, news media, sports media that gave Guam a lot more exposure than what was expected.

More efforts for broader direct connection with consumers were accomplished through participation at exhibitions and events as well as through social media platforms as FB and Instagram that established more direct connection.

In response to Eva Air's unexpected flight suspension, GVB Taiwan has been working to readjust its market position into a high-end travel destination. This repositioning aim at targeting top corporate levels for MICE tours, shopaholics, golfers, etc., and will leverage traffic by cooperating with media that covers tourism news. Concurrently, GVB will continue networking and make courtesy visits to potential trade partners, relative corporates, and organizations to stimulate future MICE tours and Guam charter flights.



AT A GLANCE


5 TRADESHOWS/
CONVENTIONS


15 SEMINARS/
WORKSHOPS


5 COOPERATIVE
PROJECTS


5 ONLINE
PROMOTIONS


2 travel
TRADE FAM
TOURS


TOTAL
media
EXPOSURE
\$26,036,594
FY2017
36,270
 VISITOR ARRIVALS

-12.7% from last year
FY2016 41,534
 VISITOR ARRIVALS

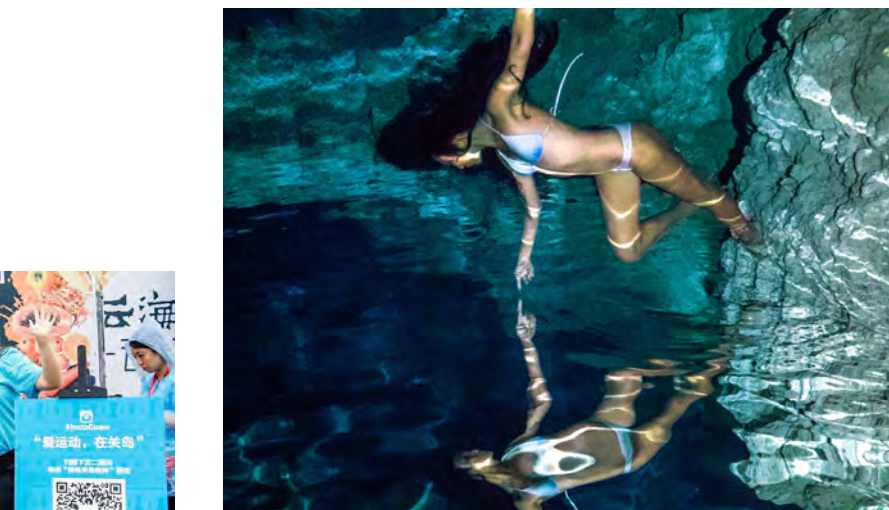

- 2017 Taipei International Travel Fair
October 27-30, 2017
Best ITF Theme Award



AT A GLANCE



- 2017 Sanya Global Wedding & Honeymoon Island Forum July 2017
Best Wedding & Honeymoon Destination



SMART GOALS

1. Strengthen Awareness of Guam among the Travel Trades: In 2017 GVB China Sales Mission, with participation of 19 Guam local industry partners, 400 travel agents and 45 medias.
2. Increase Identification of Guam among the consumer market: Three (3) Travel Bloggers, 1 print media, 1 filming team of Guangzhou TV, as well as 1 agent specializing on overseas marathon. Organized media interviews and media gathering to promote the theme "Year of Love"
3. Help Stakeholders Facilitate Business by Conducting Stakeholder Engagement: During online campaign with Fliggy, the exposure of United Airlines and 9 Guam Local Industry partners reached 610,000,000

HIGHLIGHTS

In FY2017, Guam Visitors Bureau (GVB) China office has worked closely with airlines, travel trade partners as well as media, to encourage the China visitor arrivals to reach 23,169 pax.

GVB China office hosted the 2017 GVB China Sales Mission, which attracted 19 Guam Local Industry partners to attend. The Sales Mission provided a good platform for Guam stakeholders in developing their business and network in four China major markets: Beijing, Shanghai, Guangzhou, and Hangzhou. Also around 400 travel agents and 45 media participated in the Sales Mission, harvesting more knowledge and business opportunities in the tourism of Guam.

GVB head office signed a Memorandum of Understanding with the number one e-commerce travel platform Fliggy of Alibaba group, making Guam the first U. S. destination and the first island destination to build up strategic cooperation with Fliggy. GVB China office initiated the "Mysterious Destination" online campaign, with participation of United Airlines, 5 key travel agents, 9 Guam Local Industry Partners, reaching a total impression of 712,000,000 and the sales of Guam products increased by 180% on Fliggy.

To further promote summer vacation and strengthen Guam brand as perfect destination for family, China office co-branded with leading movie studio Huayi Media Group, and United Airlines, to launch online campaign "watch the movie beautiful accident, beautiful journey to Guam awaits you" on social media, as well as a "Ride to Guam" campaign on bike sharing app Bluegogo, attracting 110,000 participants and gaining 15,804,000 impressions.

AT A GLANCE



- XXI Pacific International Tourism Expo May 19-21, 2017
2nd Place Best Booth Award



SMART GOALS

1. Achieve at least 3,500 Russian visitors to Guam in FY2017 through engagement with TAs, airlines, corporate partners, and key media.
2. Participate in at least three (3) exhibitions: Moscow International Travel Tourism Exhibition (MITT), Pacific International Tourism Expo (PITE) and another travel expo.
3. Conduct at least three (3) Guam Product Update Workshops for TAs: Far East of Russia, Siberia and Moscow.
4. Increase Guam awareness in the Far East of Russia, Siberia and Moscow through continued advertising and through GVB Russia's social media outlets.
5. Increase GVB Russia's social networking reach and develop independent online campaigns to promote on island annual signature events and engage followers.

HIGHLIGHTS

Overall total number of arrivals from Russia for FY2017 was 3,151, a 26.6 % increase compared to FY2016. Economic situation in Russia improved and Russian citizens started to get used to expensive currency. Awareness of Guam in the European part of Russia increased through continuous targeted advertisements.

GVB continued promotions in the European part of Russia as well as the Far East of Russia as a primary market. The main reason of active promotion of Guam in the European part of Russia was still the amount of high income travelers and their desire to find new destinations for vacation. Advertising campaigns were developed to promote Guam in the European part of Russia. The focus on online and digital promotion was strengthened.

The Bureau participated in travel exhibitions such as MITT in Moscow and PITE in Vladivostok. The Guam booth at the PITE took 2nd place for Best Booth award showcasing Guam's Year of Love campaign.

In FY2017, GVB tried a new format of communication with media - a press brunch workshop which was held in Moscow prior to MITT on March 12. The event gathered representatives of the biggest media in Russia as well as the most popular bloggers. Additionally, GVB Russia actively participated in Workshops for travel professionals in April 2017 for the Siberian market in Novosibirsk, Irkutsk and Yakutsk. It was the first time when Yakutsk was added to the list of Siberian cities for conducting workshops. For the first time participation in the workshop was indirect.

In relation to social media, GVB was tasked to monitor and maintain the GVB Russia Facebook fan page, vk.com fan page, ok.ru fan page as well as the GVB Russia website. In FY2017 accounts in Instagram and Youtube were created. Social media campaigns on Facebook and Instagram were conducted on a regular basis. For FY2018 it is recommended to continue to actively promote Guam in Instagram.

The Bureau conducted several co-op activities including a co-op campaign with Vladivostok Ice Marathon, 8 channel, and Korean Air. It was very important to conduct coop activities in period of economic instability because it enabled to support relationships with existing partners (like Korean Air) and establish new relationships which will be important for future campaigns and activities. These activities offer the possibility to cover specific target audience which might be interested in particular events on Guam make continue networking and make courtesy visits to potential trade partners, relative corporates, and organizations to stimulate future MICE tours and Guam charter flights.



AT A GLANCE



- Washington D.C. May 22, 2017
President's "E" Award for Export Service



SMART GOALS

1. Increase arrivals to 80,000, a 4.2% increase over FY2016 arrival goal of 76,727.
2. Develop the following: (a) Guam's reputation as a prominent tourist destination with reliable local tour operators - market them on U.S. based online travel agent platforms; (b) solid working relationships with at least 5 new travel wholesalers, dive wholesalers, and MICE buyers to sell Guam products; and (c) trade relationships via PATA Chapters within North America.
3. Develop engagement with traditional and new media to feature Guam, enhance media exposure to high-end travel publications targeting affluent travelers, and engage local-level news agencies, cultural tourism and special travel interest media.
4. Generate \$300,000 media value, increase Guam's presence on Facebook - reach 25,000 fans on 'GVB Visit USA', and reach 500 travel trade followers on GVB USA LinkedIn page by year-end.

HIGHLIGHTS

Fiscal Year 2017 was a stand out year that saw arrivals from North America increasing slightly compared to FY2016 figures.

The Guam Visitors Bureau (GVB) increased its presence in the travel trade arena through its participation in major travel trade shows like USTA's IPW, DEMA Show, Scuba Show, and also continued expanding into the MICE and LGBT markets through participation in IMEX America and IGLTA Travel Show.

As a result of its participation in these major travel shows, GVB has developed great relations with wholesalers and reputable media representatives.

Topping the highlights for FY2017 was GVB receiving the President's "E" Award in Washington, DC., in May 22, 2017. U.S. Secretary of Commerce, Wilbur Ross, presented the award to GVB for demonstrating a sustained commitment to export expansion. The "President's "E" Award is the highest recognition any U.S. entity can receive for making a significant contribution to the expansion of U.S. exports.



SMART GOALS

1. Achieve at least 20,000 Filipino visitors to Guam through engagement with Travel Agents (TA), airlines, corporate partners, and key players in Philippine media.
2. Participate in at least two (2) exhibitions throughout the year: Philippines Travel Agents Association (PTAA), Travel Tour Expo (TTE) & Travel Madness Expo (TME).
3. Conduct at least three (3) Guam Product Update Workshops for TAs: Metro Manila, Cebu and another in a province.
4. Establish close working relationship with United Airlines, Philippine Airlines, Cebu Pacific and travel agents to promote Guam through co-op activities, both online and offline.
5. Increase GVB Philippines' social networking reach and develop independent online campaigns to promote on island annual signature events and engage followers.

HIGHLIGHTS

Overall, visitor arrival from the Philippines exceeded FY2016, ending the year with 19,818, 6% increase compared to FY2016. GVB Philippines continued to strengthen Guam's brand position to Filipino travelers, forged new trade and media partnerships, increased awareness of GVB signature events and engaged trade partners in promoting Guam.

On Cebu Pacific Air's (CEB) first year, visitor arrivals from the Philippines increased tremendously partially due to the increase of their five-month lead time for promotion prior to launch. CEB adjusted the frequency of their flights to Guam from four times a week to three times a week. In support to CEBU's current situation, GVB partnered with the airlines in launching a digital co-op campaign that would attract travelers to go to Guam. Alongside, we also reached out to United Airlines and Philippine Airlines (PAL) to work collectively to support promotions such as the PAL product updates in March as well as support for United Airlines' 35th Anniversary route of Manila-Guam in July. In terms of trade shows, Guam participated in the Annual PTAA Travel Tour Expo, the largest travel trade show in February and the Travel Madness Expo in July 2017 both held in Manila. GVB Philippines also participated in TTM 2017, a B2B travel mart catering specifically to hospitality, tourism and travel stakeholders. Two separate events took place in March to a total of over 650 Travel Agents in Manila and Davao.

GVB continued to promote Guam through trade product updates, regular sales calls, airline partnerships, travel and media familiarization tours, collaboration with media and influencers, and participation in the biggest travel shows in the country. GVB also utilized the Key Platinum Services of the US Commercial Services to reach the right market for each promotion. Additionally, we will continue to position Guam as the nearest US destination to the Philippines and capitalize on tax-free shopping as the most popular activity for Filipino visitors to Guam. We will continue to support MICE planners who offer Guam to their corporate clients, create marketing activities that will target the existing US visa holders as well as the more affluent Filipino travelers, and continue to engage with our stakeholders to offer very attractive deals.



AT A GLANCE



- 24th PTAA Travel Tour Expo (Manila, Philippines) February 2017
Best Booth Performance
- Quezon City Travel Agencies Association Inc. (QCTAA)
Appreciation Plaque



AT A GLANCE



- The 31st International Travel Fair New Travel Routes Contest 2017 Most Romantic Holiday



SMART GOALS

- Increase arrivals to 10,000 pax over FY2017, via joint promotion with travel agents and airlines especially during Guam's low season.
- Increase Guam's general awareness and market visibility both online and off-line by 20% over FY2017.
- Increase Guam Wedding traveler by 5%, and increase Wedding promoters who are promoting Guam wedding market by 40% over FY2017.
- Increase Guam adventure (surf, dive, hike) traveler by 15%, and have 5 adventure travel media promoters actively promoting Guam as an adventure travel destination over FY2017.

HIGHLIGHTS

FY2017 has seen several exciting and complex challenges throughout the year. The most exciting then most disappointing was the introduction (December 15, 2016) then cessation (June 27, 2017) of the Hong Kong Express LCC carrier that provided direct flights to Guam. While this opportunity was short-lived, GVBHK learned a great deal about the FIT traveler and saw there was a large portion of young families and young couples that traveled to Guam for their first taste of America and that there was a distinct price point at which these travelers were attracted. This information has and will be valuable in formulating future marketing campaigns and strategies for both brand awareness and direct sales of Guam holidays.

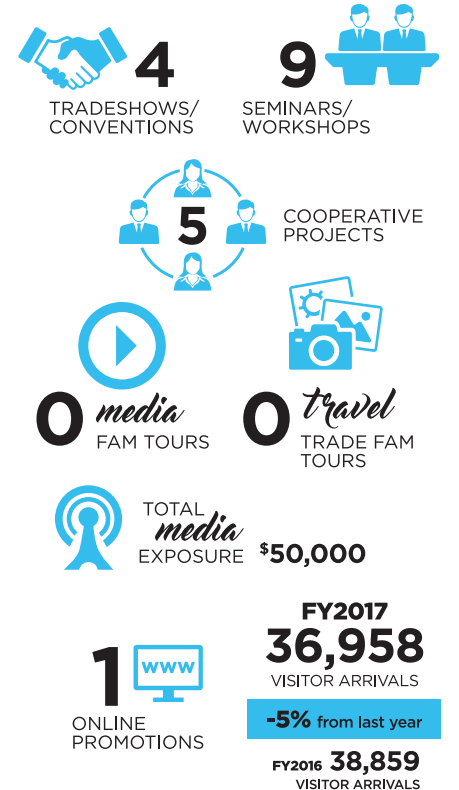
GVB Hong Kong ran several joint promotions with leading travel agencies in the city. Each of these joint promotions was well run and achieved good market acceptance. GVB HK also participated in ITE 2017 that was a major focus promotional event and this year was awarded the most romantic destination award from UMagazine. Social media has been a cornerstone for the marketing efforts in FY2017. GVBHK now has 4 platforms via Facebook, Youtube, LinkedIn and Instagram.

Hong Kong is a unique market as we compete with both short haul and long haul markets equally. This makes getting cut through with our marketing message very important, adding direct to consumer style marketing is becoming a greater need as the rise of online travel agencies start to outgrow the local corner travel agent.

Overall, the team has worked well on delivering the difficult job of cutting through the crowded Hong Kong media storm to deliver the marketing message for Guam, that can improve and will do so over the next year.



AT A GLANCE



- PATA Micronesia Chapter September 2017 Award of Excellence
- 2016 Shop Guam e-Festival (Macao, China) October 3, 2017 PATA Gold Award

SMART GOALS

- Increase arrivals to 10% via enhanced travel and awareness to and within Guam and the Micronesia region to include Australia and Europe.
- Expand and diversify market segments (to include Australia and Europe) via efforts to market Guam as a world-class diving destination and align our activities/programs with Guam's 2020 Tourism Plan.
- Continue PATA Micronesia Chapter's involvement within the Micronesia region and with PATA International as well as promote GVB's signature events throughout the year.
- Continue relationships with industry members, leverage potential business networking opportunities, and maintain travel trade relations in marketing Guam, Micronesia, Australia and Europe.
- Promote and actively engage Guam and the Micronesia region via Social Media Marketing platforms.
- Develop and integrate campaigns to brand Guam and Micronesia via MicronesiaTour.com and GVB's website.

HIGHLIGHTS

GVB participated in major events throughout FY2017 attributing to remarkable progress for Guam and the region - ITB Asia 2016, PATA Annual Summit 2017, PATA Travel Mart 2017 & PATA Executive Board Meeting, and PATA Micronesia Chapter Tri-Annual Meetings. During the course of ITB Asia's 3-day period, GVB engaged in more than 40 pre-scheduled business appointments with travel trade representatives from Guam's tourism source markets of Japan, Korea, China, Russia and the Philippines, and also from markets like Singapore and Malaysia. ITB attendees showed great interest and the Guam booth received more than 30 walk-in appointments from travel trade in our tourism source markets as well as further interest from countries of Singapore, Malaysia, India and Europe. The travel trade represented all aspects of the visitor industry including FIT, group travel, and MICE.

GVB remained active in the Pacific Market and as a member of the Pacific Asia Travel Association (PATA) and the PATA Micronesia Chapter, GVB attended several key events in the Asia Pacific region, such as the PATA Executive Board Meetings in Bangkok, the PATA Annual Summit and PATA Travel Mart. GVB currently has two (2) seats on the PATA Executive Board occupied by GVB President & CEO, Jon Nathan Denight and Director of Global Marketing, Pilar Lagunaña.

Major highlights in the Pacific Market include GVB winning the PATA Gold Award for the Shop Guam e-Festival Campaign in the Marketing Media-Mobile Travel Application category. There were a total of 220 submissions from 77 organizations and individuals around the world. The award was presented at the 2017 PATA Travel Mart in Macao during the PATA Gold Awards Luncheon.

Lastly, through the PATA Micronesia Chapter's website and mobile application, the region is able to stay up-to-date on current events as well as provide information about their local events to share with incoming visitors and other island communities. Updates were made to the MicronesiaTour.com website to make it more user-friendly, including separating Chapter information via the creation of a separate site to host Chapter-related information.



SOCIAL MEDIA
STATS

TOTAL GVB
SOCIAL MEDIA FOLLOWING

506,887

(Globally - by the end of FY17)

TOTAL GVB
SOCIAL MEDIA FANS

GROW BY
30%

TOTAL GVB
DIGITAL AD IMPRESSION

(Globally by the end of FY17)



1.245 billion

TOTAL GVB
WEBSITE TRAFFIC

1.08 million

VISITS (Globally in FY17)

TOTAL GVB
MOBILE APP DOWNLOADS



29,711

(Globally in FY17)

2017 was a year of change in Guam tourism, from the geopolitical turmoil to the emergence of new source markets, Guam Visitors Bureau continues to invest in smarter digital strategy and more programmatic advertising technology. GVB developed a new Digital 360 benchmark, combined essential digital metrics of social, web, mobile, paid ads and online user sentiments. The improved analytic system gives GVB management more profound insights into global digital marketing performance across platforms. It also provides a scientific measurement to quantify the online visitor reviews about Guam with a net promoter score.

The Digital 360 system allows us to keep track of online exposures across markets. In 2017, GVB team generated a total of 1.24 billion digital impressions via paid digital advertising, 41 million key opinion leader post impressions, 1.62 million digital clicks and 1.24 million campaign page visits. More importantly, the advertising effort resulted in more than 12,121 online travel booking and 87,000 conversions. GVB also continues to grow its organic digital reach.

In 2017, GVB initiated two innovative digital media partnerships with TripAdvisor and Google. The TripAdvisor program started with a series of destination training. GVB invited TripAdvisor experts to Guam and conducted three different workshops to teach Guam businesses how to leverage the world's largest travel review sites for managing the online reputation, responding to traveler feedback, complains and upselling products and offerings. GVB also started a pilot project with TripAdvisor to develop a premium destination page for Guam. Later in 2017, GVB also began a partnership discussion with Google's Brand Accelerator Program from New York City. The Google team worked with GVB on a year-round strategy by leveraging all of its advertising technologies to help GVB promote InstaGuam campaign in 2018.

SOCIAL MEDIA IN REVIEW

In 2017, GVB increased its total social media following to 506,887, a 30% increase from 2016. There were also a total of 1.08 million website visitors to GVB's global website and together, with over 2.49 million web page views. From our social media monitoring, GVB identified more than 25,700 international visitors who passionately promote Guam, and recommend the destination to their online peers.

SHOP GUAM E-FESTIVAL

Shop Guam e-Festival is another significant program in the year. The total mobile APP screen views in 2017 reached 2.2 million, up by 186% from 2016. The average user engagement on the APP also went up by 343% to 29.6 average screen per session. Finally, the average time spent on the APP also went up by 114% to 7:69 average session duration. The success of Shop Guam e-Festival mobile APP also won the 2017 PATA Gold Award for Marketing Media – Mobile Travel Application category.

2017 brought more digital activity across all the major global websites than ever before. All sites performed higher in most sectors than the year before. Higher Return Visits to the sites led with the most notable improvement at 32% for the Japanese website and 26% for the Russian website.

On the main website, sessions increased 42% year over year. Users increased 36% year over year. Organic search traffic sessions decreased 25% year over year, while the percentage of new sessions from organic search increased 2.5% year over year.

Like the year before, mobile APPS played an important role for the 2017 Guam Micronesia Island Fair and the Shop Guam e-Festival 2017, two of the bureau's signature events. Responsive 'mini-sites' and targeted event 'landing pages' was also a part of the various digital tools the bureau used for the year's events and campaigns. April's SMS Cormoran II event featured a responsive micro-site that served the event's schedules, participants, photos and related information. The microsite remains online as an archive of the historic event and can still be viewed today.

The end of 2017 set the stage for the strategy and initial planning of the highly anticipated global websites redesign. Each source market will be managing new responsive websites as part of a FY2018 digital initiative. With a 'mobile first' approach, the new sites will include fully responsive designs served via secure HTTPS Domains that will render seamlessly on desktops, tablets and smartphones alike. Some of the benefits of advancing to responsive design include faster load times, better focus on relevant and desired content as well as unlocking new capabilities like location detection (Geo Triggers). Responsive design will also bring higher ranking among the search engines.

Other key components in the site redesigns involve User Generated Content (UGC) and richer blog sections. The new responsive sites will be built and managed with the latest CMS (Content Management System), a more dynamic and robust upgrade from the prior release. The new CMS will allow for 'real-time feedback' page-editing, making page-creating and editing faster and more efficient than ever before. Another improvement features the Responsive Compatibility Module, an intuitive toggle allowing the editors the ability to view their pages as they'll appear at all the major breakpoints (desktop, tablet and mobile) while editing.

A new, powerful and responsive Member/ Partner EXTRANET will also be available in the middle of the year. This new on-line tool will provide real-time industry updates and reports to authorized members, member-to-member communication and the integration of the bureau's CRM (Customer Relationship Management) Lead & Sales

generation capability. Members and partners will be kept updated on numerous industry events, as well as have immediate access to many tourism-related resources and materials. The most powerful feature allows members to manage their own listings on all the bureau's global (multi-lingual) websites. This includes the ability to add or update contact information, descriptions and photographs of their properties, restaurants or services - in all the respective languages.

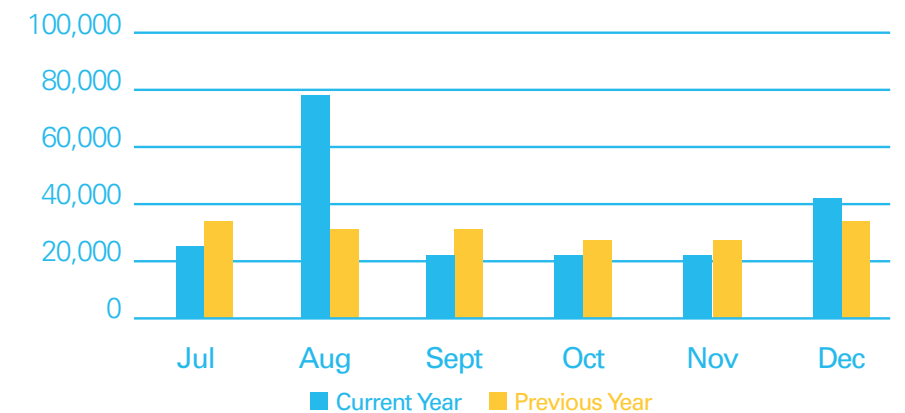
2018 is already showcasing major advancements in the bureau's digital presence. One breakthrough that promises to set the pace for the rest of the industry comes from the bureau's Research Division in the form of an on-line interactive dashboard. Fully responsive, this on-line tool will revolutionize how the bureau delivers its data and statistics, from visitor arrivals to numerous visitor demographics.

A bright digital mobile future ...

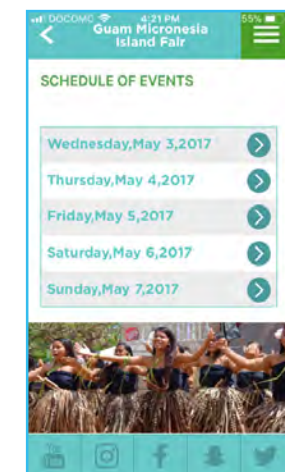
All of GVB's online assets will be fully responsive and take full advantage of the latest mobile trends.

- With a 'mobile-first' philosophy, the bureau will take full advantage of how the current and future travellers research destinations, make decisions and ultimately book their trips.
- Fully responsive online tools will be made readily available for the industry's stakeholders, partners and the bureau's membership-at-large.
- Recently forged partnerships with Google and Trip Advisor will further solidify our efforts in improving and promoting our beautiful destination.

VISITS YEAR-OVER-YEAR



Shop Guam App



GMIF App



GMIF App

Shop Guam e-Festival 2016 was another significant program in the year. It was the first time that GVB implemented a 100% mobile campaign globally. The mobile marketing has triple digital growth in all key categories. The total mobile APP screen views in 2017 reached 2.2 million, up by 186% from 2016. The average user engagement on the APP also went up by 343% to 29.6 average screen per session. Finally, the average time spent on the APP also went up by 114% to 7:69 average session duration. The success of Shop Guam e-Festival mobile APP also won the 2017 PATA Gold Award for Marketing Media – Mobile Travel Application category.

2016 Shop Guam E-Festival Global Marketing

Global online promotion posts globally = 656

Media value globally = 15.3 million USD

Mobile APP downloads globally = 29,711

Mobile APP sweepstake entries globally = 6,019

iBeacon on location scans = 4,424

Mobile APP screen views = +186% to 2.2 million

Average screen / session = +343% to 29.6

+114% to average 7:69 average session duration

Håfa Adai Pledge Program Celebrates 700th Pledge Participant

The Guam Visitors Bureau was proud to announce that its Håfa Adai Pledge program reached a milestone by welcoming Åmot Farm Inc. as the 700th member on Thursday, March 9.

The Håfa Adai Pledge program is a cornerstone of the Guam Visitors Bureau's local community branding campaign. Since its inception in 2009, the Håfa Adai Pledge program has grown steadily both in numbers of participants as well as the content of individual pledges. Private businesses, government agencies, non-profits and other organizations have joined the Håfa Adai Pledge program.



#instaGuam

The Guam Visitors Bureau proudly announced the launch of its new Visit Guam 2018 campaign. With powder sand beaches, striking sunsets, and stunning vistas, Guam is the perfect instant vacation destination to make moments and memories that can be shared on social media. This is all part of the exciting Visit Guam 2018 theme of “#InstaGuam.”

“The momentum of this new campaign follows the success of our ‘Only on Guam’ and ‘Year of Love’ campaigns and really takes elements that worked well to propel us forward in promoting our island paradise,” said GVB President and CEO Nathan Denight. The new #InstaGuam theme promotes Guam as an instant destination from major cities in this region while encouraging local residents and visitors to create their own story-driven content through the power of social media. We want to see even more photos and videos of people experiencing our island home that can be shared with the world.”

What's ahead

Unique one-of-a-kind experiences that can be found only on Guam will still continue to be pushed to generate new content, with GVB creating incentives and highlighting points of interest for local residents and visitors alike.

Rise of social media influencers

Additionally, GVB expanded its social media circle this year by seeking out brand ambassadors, who will be called “InstaGuammers.” These social media influencers will create their own unique content about Guam and have all-access media passes to GVB signature events. They will also connect with their international counterparts at these events, bringing together a community of island ambassadors that are ready to share what they love about Guam.

Follow GVB social media platforms on Instagram (@visitguamusa), Facebook (@visitguam), Twitter (@visitguam) and Snapchat (@visitguam) and YouTube (@Guam Visitors Bureau) to keep up with all things #InstaGuam. Find photos and videos by also searching the hashtags #InstaGuam and #visitguam2018.

The official #InstaGuam promotional video for the Visit Guam 2018 campaign can be found on YouTube.



#instaGuam



Research AND STATISTICS

FY2017 MILESTONES - THIRD QUARTER

APRIL 2017

Fifth United Guam Marathon held
GVB completed six city roadshow tour in Japan
Phase II of San Vitores Streetlight Improvement Project begins
100th anniversary of SMS Cormoran II celebrated
Best April in visitor arrivals recorded – 122,622

MAY 2017

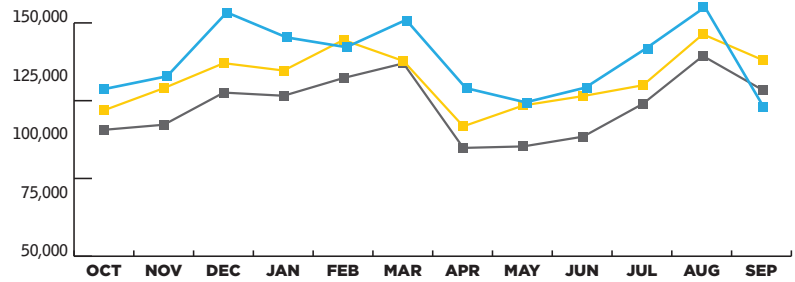
Festival of Pacific Arts book launch held at Guam Museum
GVB begins installation of Tumon bus shelters
GVB receives President's "E" Award
Second Best May in visitor arrivals recorded – 118,853

JUNE 2017

Fourth Guam Live International Music Festival held June 3
Best June in visitor arrivals recorded – 122,749

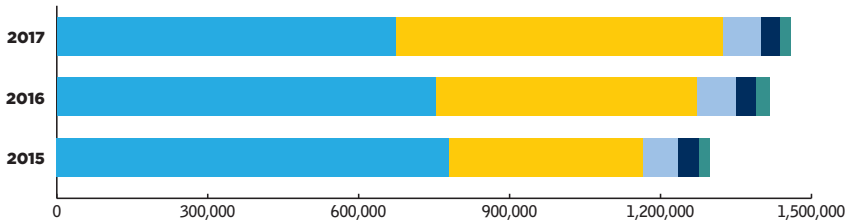
AIR ARRIVALS (Civilian & Armed Forces)	2015	2016	2017	% Change LY	MIX
Japan	779,405	752,757	674,343	-10.4%	43.2%
Korea	384,112	519,430	649,428	25%	41.6%
Taiwan	42,315	41,534	36,270	-12.7%	2.3%
China	23,589	26,271	23,178	-11.8%	1.5%
U.S. Mainland	56,117	62,479	61,200	-2%	3.9%
Hawaii	13,628	14,248	15,096	6%	1%
CNMI	13,757	17,390	18,494	6.3%	1.2%
Palau	3,429	5,028	4,005	-20.3%	0.3%
FSM	9,452	11,027	10,958	-0.6%	0.7%
RMI	872	1,146	1,274	11.2%	0.1%
Philippines	12,278	18,704	19,818	6%	1.3%
Australia	2,987	2,258	2,227	-1.4%	0.1%
Canada	960	952	991	4.1%	0.1%
Europe	1,686	2,010	2,026	0.8%	0.1%
Hong Kong	8,163	8,397	16,053	91.2%	1%
Thailand	459	463	445	-3.9%	0%
Vietnam	166	183	128	-30.1%	0%
Russia	3,539	2,488	3,151	26.6%	0.2%
Other	4,174	5,484	5,742	4.7%	0.4%
Total Air	1,361,088	1,492,249	1,544,827	3.5%	100.0%
Total Civilian Sea	4,892	3,258	5,732	75.9%	
Total Armed Forces Sea	6,551	15,558	8,836	-43.2%	
TOTAL ARRIVALS	1,372,531	1,511,065	1,559,395	3.2%	

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau



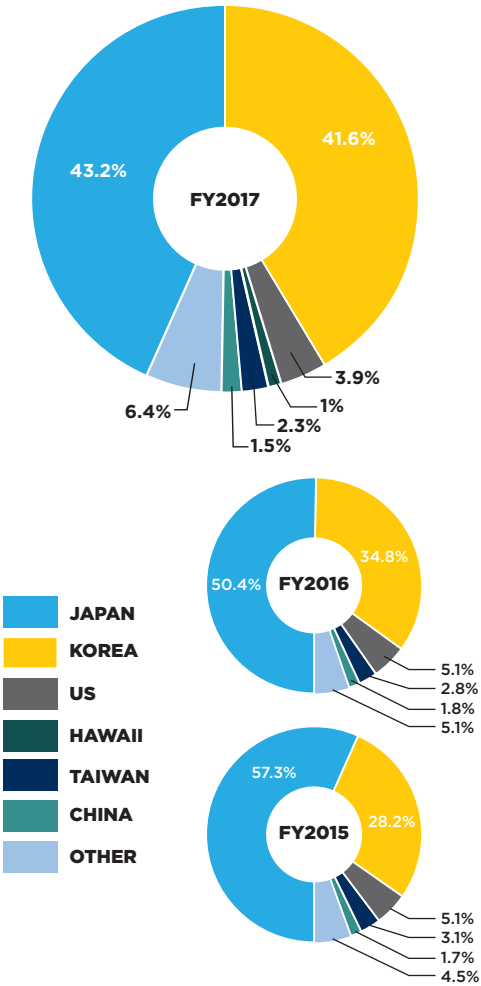
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2017	122,534	125,748	142,634	136,029	133,440	140,662	122,622	118,853	122,749	132,952	144,020	117,152	1,559,395
2016	112,292	121,752	132,419	129,259	142,332	133,335	105,446	114,353	118,373	122,996	144,758	133,750	1,511,065
2015	103,961	106,130	119,853	118,501	126,080	132,334	96,241	96,873	101,047	115,091	135,498	120,922	1,372,531
% Chg	9.1%	3.3%	7.7%	5.2%	-6.2%	5.5%	16.3%	3.9%	3.7%	8.1%	-0.5%	-12.3%	3.2%

VISITOR ARRIVALS FROM TOP FIVE MARKETS (BY AIR)



Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau

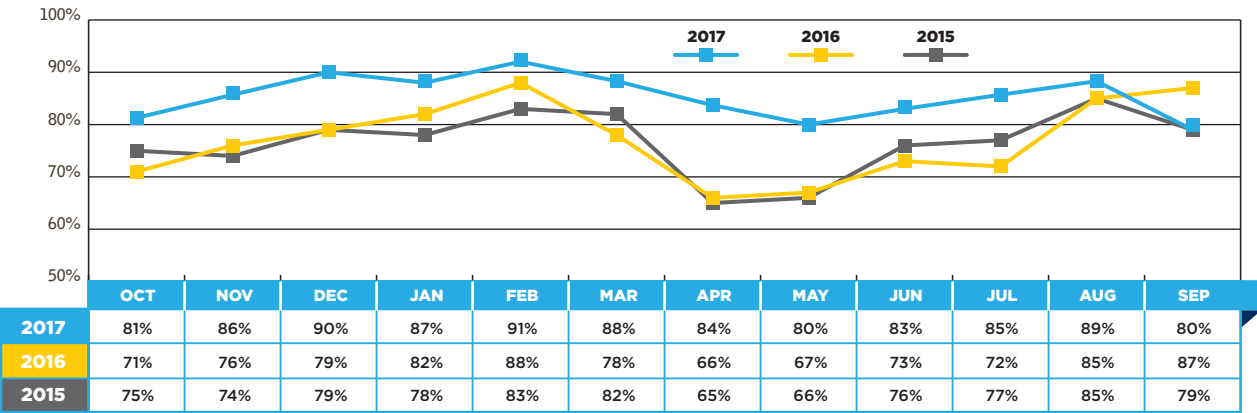
VISITOR MIX



SEASONALITY

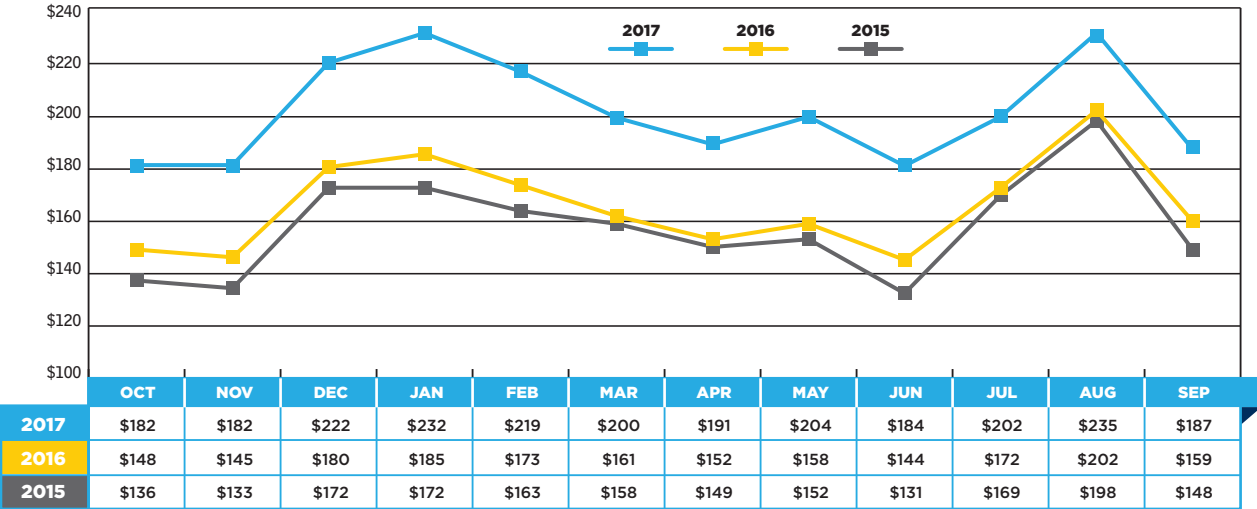


HOTEL OCCUPANCY RATE



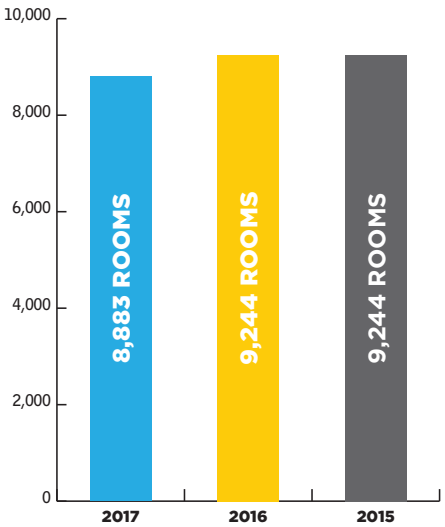
Source: Guam Hotel & Restaurant Association to STR Global Report

HOTEL ROOM RATE

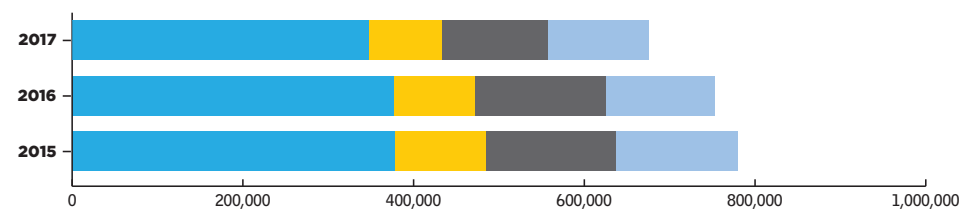


Source: Guam Hotel & Restaurant Association to STR Global Report

HOTEL INVENTORY



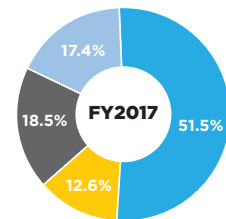
JAPAN		KOREA		TAIWAN		RUSSIA		CHINA		PHILIPPINES		HONG KONG	
MARITAL STATUS													
SINGLE 55% MARRIED 45%		SINGLE 22% MARRIED 78%		SINGLE 44% MARRIED 56%		SINGLE 37% MARRIED 63%		SINGLE 22% MARRIED 78%		SINGLE 42% MARRIED 58%		SINGLE 36% MARRIED 64%	
AGE													
29% 18-24 YEARS 43% 25-39 YEARS 18% 40-49 YEARS Average Age: 33 7% 50-59 YEARS 3% 60+ YEARS		6% 18-24 YEARS 65% 25-39 YEARS 23% 40-49 YEARS Average Age: 36 5% 50-59 YEARS 2% 60+ YEARS		14% 18-24 YEARS 56% 25-39 YEARS 19% 40-49 YEARS Average Age: 35 7% 50-59 YEARS 3% 60+ YEARS		0% 18-24 YEARS 63% 25-34 YEARS 23% 35-49 YEARS Average Age: 39 15% 50+ YEARS		5% 18-24 YEARS 67% 25-39 YEARS 17% 40-49 YEARS Average Age: 36 7% 50-59 YEARS 4% 60+ YEARS		10% 18-24 YEARS 40% 25-39 YEARS 24% 40-49 YEARS Average Age: 41 15% 50-59 YEARS 11% 60+ YEARS		9% 18-24 YEARS 62% 25-39 YEARS 17% 40-49 YEARS Average Age: 35 7% 50-59 YEARS 4% 60+ YEARS	
INCOME													
TRAVEL COMPANIONS													
38% Spouse 10% Girlfriend/Boyfriend 35% Friend/Assoc. 7% Officemate 19% Child <18 3% Child-Adult 12% Other Adult Family 2% Alone		72% Spouse 3% Girlfriend/Boyfriend 53% Child <18 2% Alone 22% Other Adult Family 2% Child-Adult 12% Friend/Assoc. 2% Officemate		37% Spouse 12% Girlfriend/Boyfriend 28% Friend/Assoc. 10% Officemate 23% Family-Adult 7% Alone 17% Child <18 2% Child-Adult		54% Family 24% Child 52% Spouse 10% Friends 30% Alone 8% Sibling/Ext. Family		57% Spouse 12% Alone 21% Child <18 4% Officemate 17% Other Adult Family 2% Girlfriend/Boyfriend 13% Friend/Assoc. 1% Child-Adult		36% Spouse 15% Child <18 24% Other Adult Family 8% Child 18+ 23% Alone 4% Office 19% Friends 3% Girlfriend/Boyfriend		48% Spouse 15% Girlfriend/Boyfriend 22% Friend/Assoc. 9% Alone 21% Child <18 3% Child-Adult 19% Other Adult Family 1% Officemate	
TRIP STATUS													
53% FIRST TIMERS 47% REPEATERS		83% FIRST TIMERS 17% REPEATERS		81% FIRST TIMERS 19% REPEATERS		74% FIRST TIMERS 26% REPEATERS		89% FIRST TIMERS 11% REPEATERS		67% FIRST TIMERS 33% REPEATERS		88% FIRST TIMERS 12% REPEATERS	
GENDER													
MALE 51% FEMALE 49%		MALE 50% FEMALE 50%		MALE 49% FEMALE 51%		MALE 56% FEMALE 44%		MALE 51% FEMALE 49%		MALE 47% FEMALE 53%		MALE 46% FEMALE 54%	
LENGTH OF STAY													
AVERAGE 3 days 1-2 NIGHTS 14% 3 NIGHTS 58% 4+ NIGHTS 28%		AVERAGE 4 days 1-2 NIGHTS 1% 3 NIGHTS 49% 4+ NIGHTS 50%		AVERAGE 4 days 1-2 NIGHTS 2% 3 NIGHTS 28% 4+ NIGHTS 71%		AVERAGE 8 days 1-2 NIGHTS 0% 3 NIGHTS 3% 4+ NIGHTS 97%		AVERAGE 4 days 1-2 NIGHTS 26% 3 NIGHTS 26% 4+ NIGHTS 48%		AVERAGE 6 days 1-2 NIGHTS 12% 3 NIGHTS 28% 4+ NIGHTS 59%		AVERAGE 5 days 1-2 NIGHTS 5% 3 NIGHTS 15% 4+ NIGHTS 80%	
EXPENDITURES (per person)													
Prepaid \$853.76 On-island \$438.57 Average Exchange Rate ¥114.27		Prepaid \$788.49 On-island \$382.70 Average Exchange Rate KRW 1,090.42		Prepaid \$944.38 On-island \$729.17 Average Exchange Rate TWD 29.58		Prepaid \$1,524.36 On-island \$496.24 Average Exchange Rate RUB 67.77		Prepaid \$1,284.85 On-island \$1,160.22 Average Exchange Rate CNY 6.51		Prepaid \$348.52 On-island \$463.20 Average Exchange Rate PHP 50.32		Prepaid \$1,095.14 On-island \$1,199.08 Average Exchange Rate HKD 7.80	
*Exchange rate source: USFOREX		*Exchange rate source: USFOREX		*Exchange rate source: USFOREX		*Exchange rate source: USFOREX		*Exchange rate source: USFOREX		*Exchange rate source: USFOREX		*Exchange rate source: USFOREX	
TRAVEL PLANNING													
Online Travel Agent 52% Travel Agent/Pkg Tours 35% Direct with Airline/Hotel 9% Online 3rd Party Travel Site 5%		Direct with Airline/Hotel 33% Travel Agent/Pkg Tours 31% Online Travel Agent 28% Online 3rd Party Travel Site 8%		Travel Agent/Pkg Tours 64% Direct with Airline/Hotel 20% Online Travel Agent 11% Online 3rd Party Travel Site 5%		Free-time Package 40% Individually Arranged Travel 32% Full Tour Package 19% Company 8% Group Tour 2%		Online 3rd Party Travel Site 53% Direct with Airline/Hotel 26% Travel Agent/Pkg Tours 15% Online Travel Agent 6%		Direct with Airline/Hotel 60% Online 3rd Party Travel Site 23% Online Travel Agent 9% Travel Agent/Pkg Tours 8%		Online 3rd Party Travel Site 37% Direct with Airline/Hotel 36% Travel Agent/Pkg Tours 18% Online Travel Agent 9%	
TRAVEL MOTIVATION (reason for travel)													
TOP REASONS for choosing Guam		TOP REASONS for choosing Guam		TOP REASONS for choosing Guam		TOP REASONS for choosing Guam		TOP REASONS for choosing Guam		TOP REASONS for choosing Guam		TOP REASONS for choosing Guam	
Beauty.....60% Price.....21% Travel Time40% Recommended ... 18% Pleasure28% Safety.....16% Prior Trip28% Relaxation.....16% Shopping22% Water Sports.....15%		Beach/Nature52% Travel Time24% Relaxation.....46% Water Sports.....21% Safety.....38% Pleasure.....16% Recommended29% Price.....13% Shopping25% Prior Trip10%		Beach/Nature63% Scuba.....16% Relaxation.....36% Safety.....16% Shopping.....30% Prior Trip12% Recommended22% No Visa11% Water Sports.....17% Pleasure.....9%		Natural Beauty.... 51% Relaxation24% Pleasure41% Visit Someone.... 21% Recommended... 37% Prior Trip.....17% Scuba.....27% Safety.....17% Shopping25% Safety.....16%		Beach/Nature59% Recommended18% Relaxation.....42% Safety.....17% Travel Time32% Water Sports.....16% Shopping26% Price.....11% Pleasure18% Honeymoon.....7%		Shopping51% Travel Time24% Relaxation.....41% Recommended19% Pleasure37% Prior Trip.....17% Beach/Nature31% Price.....15% Visit Frd/Rel26% Safety.....13%		Beach/Nature63% Recommended .. 16% Relaxation30% No Visa12% Water Sports.....25% Price.....11% Shopping17% Safety.....11% Scuba.....17% Prior Trip6%	



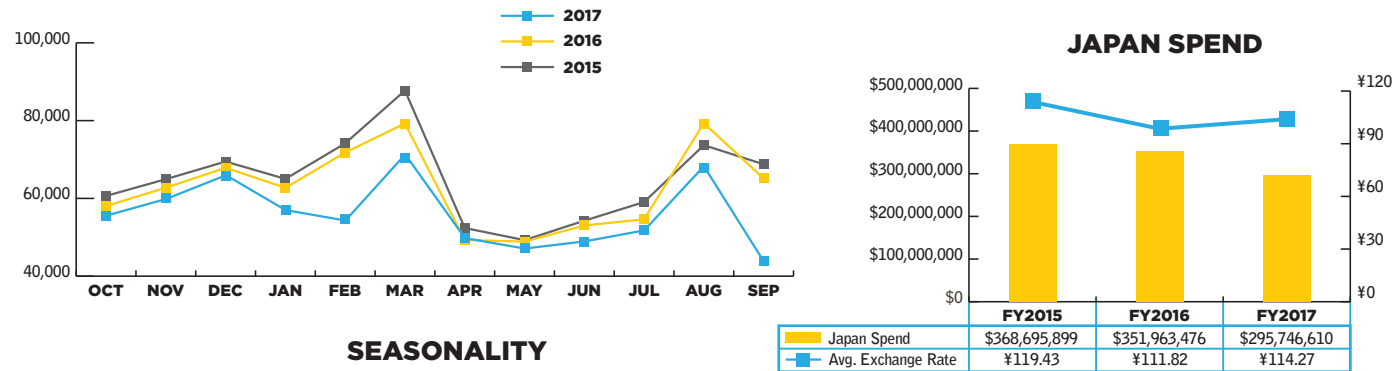
JAPAN ARRIVALS BY MAJOR REGIONS

	KANTO (TOKYO)	CHUBU (NAGOYA)	KINKI (OSAKA)	OTHER	TOTAL
2017	346,980	85,251	124,454	117,658	674,343
2016	376,330	95,440	153,679	127,308	752,757
2015	378,167	106,494	152,330	142,414	779,405

JAPAN VISITOR MIX



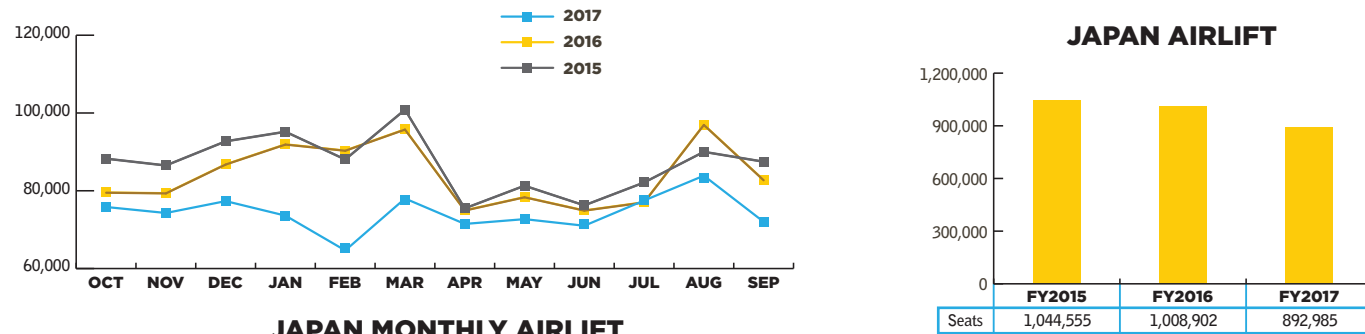
JAPAN SPEND



SEASONALITY

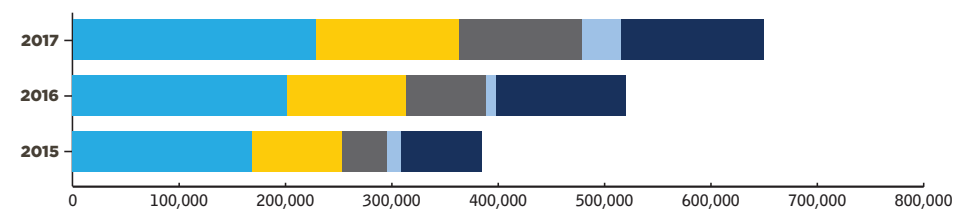
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2017	55,636	59,918	66,035	57,037	54,356	71,384	49,834	47,140	48,971	51,811	68,351	43,870	674,343
2016	58,030	62,760	67,876	62,716	71,796	79,256	49,295	48,891	53,040	54,625	79,342	65,130	752,757
2015	60,637	64,939	69,476	65,011	74,153	87,735	52,393	49,270	54,263	59,062	73,692	68,774	779,405
% Chg	-4.1%	-4.5%	-2.7%	-9.1%	-24.3%	-9.9%	1.1%	-3.6%	-7.7%	-5.2%	-13.9%	-32.6%	-10.4%

JAPAN AIRLIFT



JAPAN MONTHLY AIRLIFT

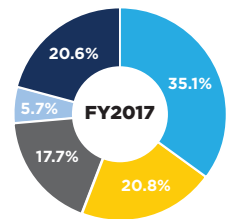
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2017	75,884	74,342	77,401	73,660	64,712	78,067	71,529	72,762	71,063	77,551	83,938	72,076	892,985
2016	79,557	79,380	86,806	91,948	90,347	95,798	74,961	78,376	74,942	77,043	96,987	82,757	1,008,902
2015	88,288	86,536	92,748	95,213	88,081	100,880	75,501	81,330	76,275	82,156	90,043	87,504	1,044,555
% Chg	-4.6%	-6.3%	-10.8%	-19.9%	-28.4%	-18.5%	-4.6%	-7.2%	-5.2%	0.7%	-13.5%	-12.9%	-11.5%



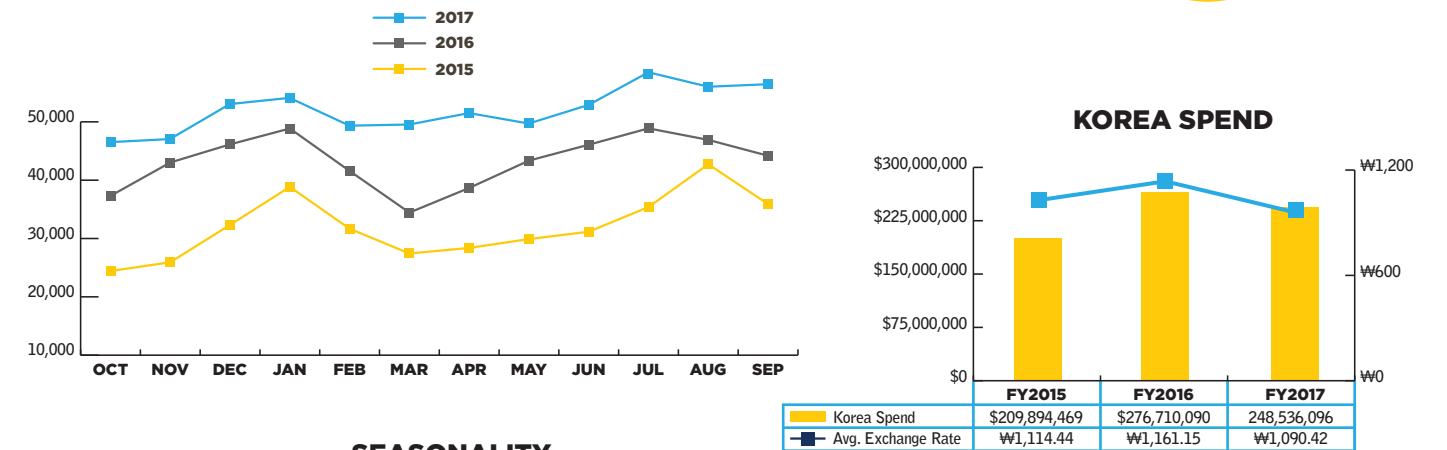
KOREA ARRIVALS BY MAJOR REGIONS

	SEOUL	GYEONGGI	GYEONGNAM	INCHEON	OTHER	TOTAL
2017	228,227	135,092	114,959	37,200	133,950	649,428
2016	201,378	111,283	75,596	9,766	121,407	519,430
2015	168,389	84,514	41,938	13,667	75,604	384,112

KOREA VISITOR MIX



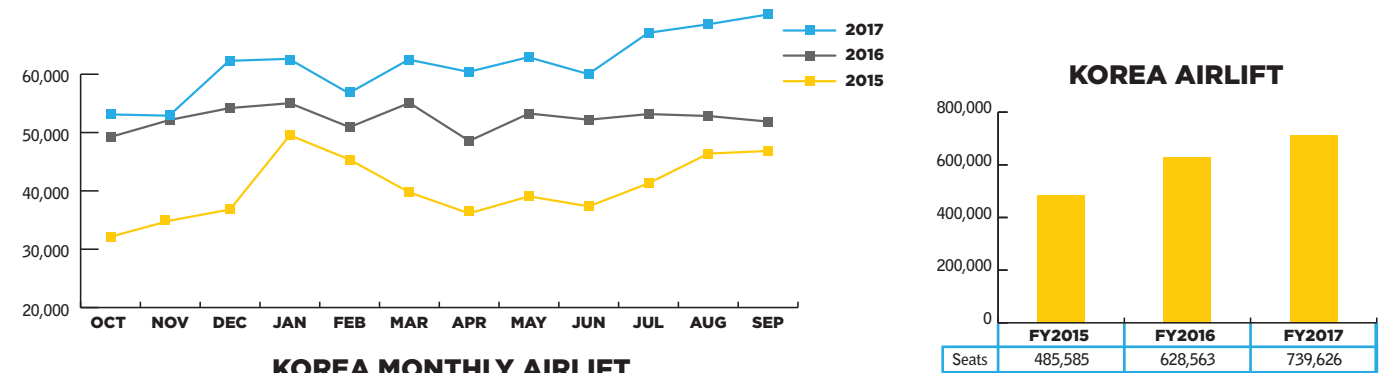
KOREA SPEND



SEASONALITY

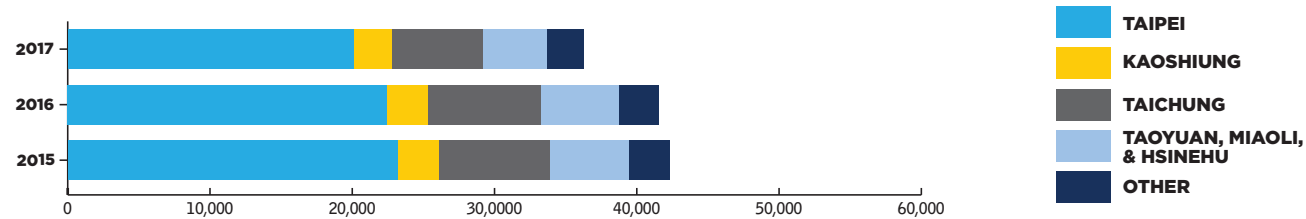
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2017	48,119	48,690	55,193	56,341	51,181	51,390	53,517	51,576	55,033	61,097	58,411	58,880	649,428
2016	37,306	43,030	46,139	48,859	41,576	34,444	38,667	43,354	46,078	48,883	46,909	44,185	519,430
2015	24,423	25,930	32,334	38,845	31,677	27,434	28,381	29,904	31,161	35,395	42,733	35,895	384,112
% Chg	29%	13.2%	19.6%	15.3%	23.1%	49.2%	38.4%	19%	19.4%	25%	24.5%	33.3%	25%

KOREA AIRLIFT



KOREA MONTHLY AIRLIFT

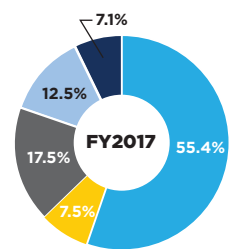
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2017	53,092	52,869	62,311	62,657	56,748	62,525	60,417	62,941	60,024	67,135	68,606	70,301	739,626
2016	49,240	52,182	54,200	55,032	50,922	55,081	48,563	53,264	52,198	53,168	52,835	51,878	628,563
2015	32,138	34,914	36,812	49,543	45,357	39,744	36,144	39,064	37,344	41,294	46,391	46,840	485,585
% Chg	7.8%	1.3%	15%	13.9%	11.4%	13.5%	24.4%	18.2%	15%	26.3%	29.8%	35.5%	17.7%



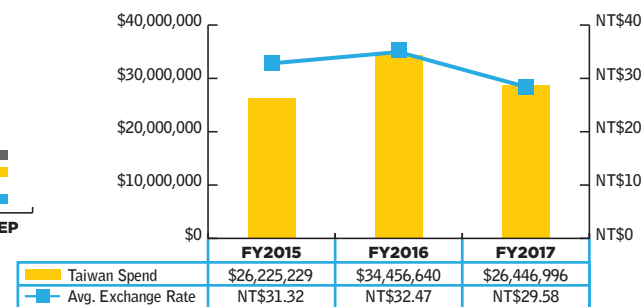
TAIWAN ARRIVALS BY MAJOR REGIONS

	TAIPEI	KAOSHIUNG	TAICHUNG	TAOYUAN, MIAOLI, & HSINEHU	OTHER	TOTAL
2017	20,084	2,710	6,357	4,542	2,577	36,270
2016	22,436	2,826	7,980	5,489	2,803	41,534
2015	23,181	2,905	7,787	5,514	2,928	42,315

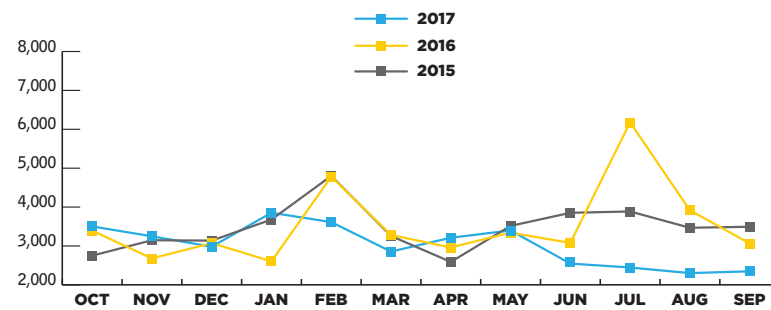
TAIWAN VISITOR MIX



TAIWAN SPEND

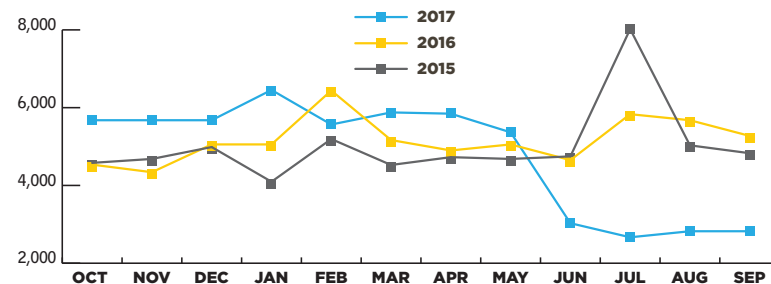


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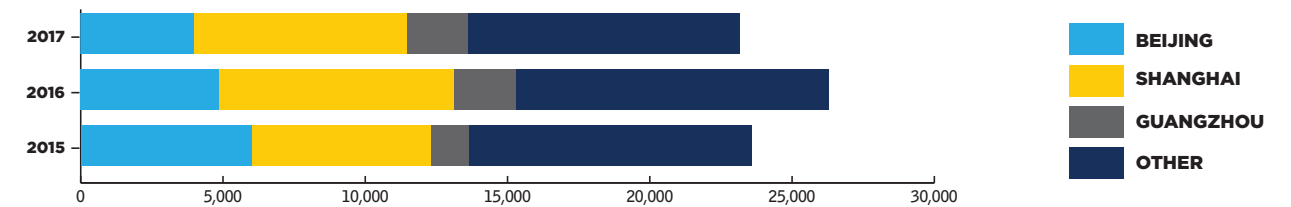
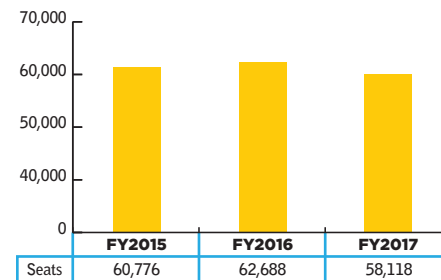
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2017	3,499	3,245	2,977	3,850	3,610	2,853	3,208	3,395	2,545	2,443	2,300	2,345	36,270
2016	2,748	3,144	3,134	3,675	4,796	3,253	2,587	3,512	3,848	3,883	3,464	3,490	41,534
2015	3,389	2,677	3,070	2,602	4,776	3,279	2,959	3,338	3,075	6,174	3,913	3,063	42,315
% Chg	27.3%	3.2%	-5%	4.8%	-24.7%	-12.3%	24%	-3.3%	-33.9%	-37.1%	-33.6%	-32.8%	-12.7%

TAIWAN MONTHLY AIRLIFT



	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2017	5,744	5,744	5,744	6,535	5,632	5,948	5,915	5,428	3,054	2,686	2,844	2,844	58,118
2016	4,584	4,386	5,112	5,112	6,520	5,226	4,954	5,112	4,702	5,902	5,744	5,334	62,688
2015	4,630	4,733	5,043	4,137	5,253	4,575	4,779	4,733	4,799	8,124	5,088	4,882	60,776
% Chg	25.3%	31%	12.4%	27.8%	-13.6%	13.8%	19.4%	6.2%	-35%	-54.5%	-50.5%	-46.7%	-7.3%

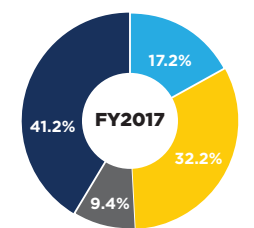
TAIWAN AIRLIFT



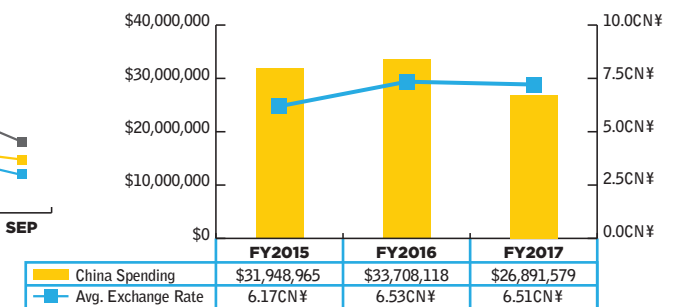
CHINA ARRIVALS BY MAJOR REGIONS

	BEIJING	SHANGHAI	GUANGZHOU	OTHER	TOTAL
2017	3,982	7,469	2,171	9,556	23,178
2016	4,866	8,224	2,210	10,971	26,271
2015	5,999	6,303	1,351	9,936	23,589

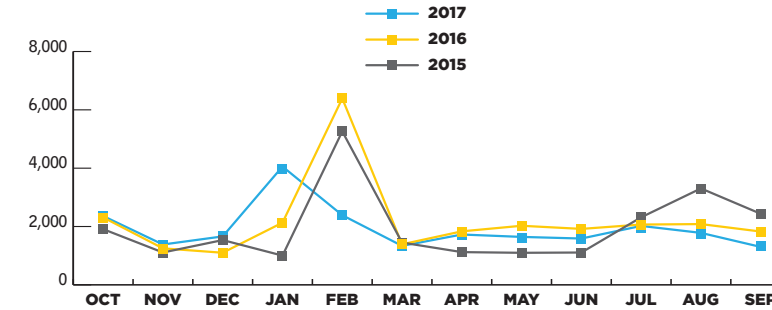
CHINA VISITOR MIX



CHINA SPEND

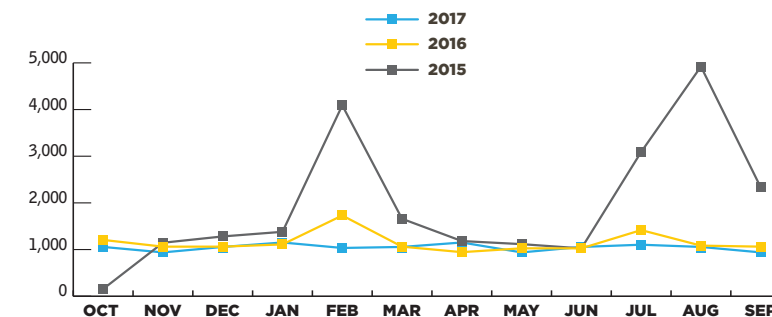


SEASONALITY



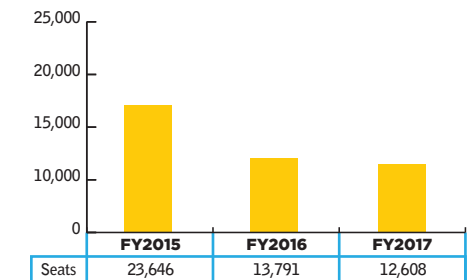
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2017	2,355	1,377	1,655	4,053	2,383	1,330	1,720	1,638	1,582	2,015	1,776	1,294	23,178
2016	2,306	1,245	1,094	2,127	6,391	1,384	1,829	2,020	1,913	2,062	2,078	1,822	26,271
2015	1,904	1,103	1,529	996	5,259	1,443	1,116	1,092	1,102	2,311	3,302	2,432	23,589
% Chg	2.1%	10.6%	51.3%	90.6%	-62.7%	-3.9%	-6%	-18.9%	-17.3%	-2.3%	-14.5%	-29%	-11.8%

CHINA MONTHLY AIRLIFT



	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2017	1,062	944	1,062	1,158	1,040	1,062	1,158	944	1,062	1,110	1,062	944	12,608
2016	1,206	1,062	1,062	1,110	1,730	1,062	944	1,026	1,026	1,417	1,084	1,062	13,791
2015	155	1,413	1,281	1,380	4,090	1,659	1,182	1,116	1,025	3,091	4,921	2,333	23,646
% Chg	-11.9%	-11.1%	0%	4.3%	-39.9%	0%	22.7%	-8%	3.5%	-21.7%	-2%	-11.1%	-8.6%

CHINA AIRLIFT



Financials

Effective October 1, 2016, GVB implemented GASB Statement No. 73, which resulted in the restatement of GVB’s 2016 financial statements to reflect the reporting of net pension liability for ad hoc Cost of Living Adjustments and supplemental annuity payments. Refer to Note 4 for more information regarding GVB’s pensions.

The following table summarizes the financial condition and Operations of the Bureau for the fiscal years ended 2017, 2016, and 2015:

	2017	2016 (As restated)	2015 (As restated)
Assets:			
Current assets	\$ 20,010,727	\$ 18,573,431	\$ 17,164,698
Other assets	133,230	118,202	118,202
Property and equipment, net	<u>6,561,860</u>	<u>6,649,392</u>	<u>6,736,923</u>
Total assets	26,705,817	25,341,025	24,019,823
Deferred outflows from pension	<u>740,012</u>	<u>744,507</u>	<u>571,172</u>
Total assets and deferred outflows	<u>\$ 27,445,829</u>	<u>\$ 26,085,532</u>	<u>\$ 24,590,995</u>
Liabilities:			
Current liabilities	\$ 4,720,898	\$ 3,511,452	\$ 4,516,525
Net pension liability	5,445,987	5,012,556	4,098,479
Accrued sick leave	<u>166,006</u>	<u>170,108</u>	<u>155,338</u>
Total liabilities	10,386,391	8,694,116	8,770,342
Deferred inflows from pension	<u>53,500</u>	<u>10,652</u>	<u>291,234</u>
Total liabilities and deferred inflows	<u>10,386,391</u>	<u>8,704,768</u>	<u>9,061,576</u>
Net position:			
Net investment in capital assets	6,561,860	6,649,392	6,736,923
Unrestricted	8,204,366	7,836,364	3,791,386
Restricted	<u>2,293,212</u>	<u>2,895,008</u>	<u>5,001,110</u>
Total net position	<u>17,059,438</u>	<u>17,380,764</u>	<u>15,529,419</u>
Total liabilities, net position	<u>\$ 27,445,829</u>	<u>\$ 26,085,532</u>	<u>\$ 24,590,995</u>
Operating revenues	\$ 1,176,221	\$ 1,302,861	\$ 1,373,972
Operating expenses	<u>23,254,449</u>	<u>21,620,864</u>	<u>19,742,349</u>
Operating revenues net of operating	(22,078,228)	(20,318,003)	(18,368,377)
Non-operating revenues, net	<u>21,756,902</u>	<u>22,169,348</u>	<u>21,162,705</u>
Change in net position	<u>\$ (321,326)</u>	<u>\$ 1,851,345</u>	<u>\$ 2,794,328</u>

An 11% hotel occupancy tax funds the Bureau’s operations, authorized through the Legislature’s annual budget appropriations. In fiscal year 2017, Public Law 33-185 appropriated \$22,367,472 for GVB operations. The Bureau was able to recognize \$22,367,472 of its appropriation for Operations, of which \$140,000 remained uncollected as of 09/30/17.

PL 33-185 also appropriated \$1,085,000 to the Guam Visitors Bureau for pass-thru entities, \$200,000 to the Rainy Day Fund, and \$200,000 for Cultural and Sports Ambassador Fund. The Bureau was able to recognize all appropriations for pass-thru entities, the Rainy Day Fund, and the Cultural and Sports Ambassador Fund.

In FY 2017, two other public laws appropriated additional monies to the GVB from the unappropriated, unallocated fund balance of the FY 2016 Tourist Attraction Fund, all of which the Bureau was able to recognize in FY 2017. PL 33-232 appropriated \$150,000 from the FY 2016 Tourist Attraction Fund for the Hurão Academy’s development of Chamoru language “immersion” pre-school program. PL 33-233 appropriated \$50,000 from the FY 2016 Tourist Attraction Fund to Guinahan Famagu’on Corporation for the printing and distribution of Chamoru literature for schoolchildren in the Chamoru Language and Culture Program of the Guam Department of Education.

The Bureau also recognized \$106,433 in Federal revenues, of which \$71,433 was a FY 2015 reimbursement from FEMA related to Typhoon Dolphin and \$35,000 which was part of a memorandum of understanding with the University of Guam Marine Laboratory regarding the Recreational User Certification Course: Diver Damage Study.

The FY17 unaudited Tourist Attraction Fund (TAF) collections were 10% higher than the previous year, totaling \$44,011,958. Hotel occupancy increased from 80% in FY16 to 84.1% in FY17, while the average room rate increased to \$206 from \$198.

Direct appropriations from the Tourist Attraction Fund increased about 10% in FY 2017, from \$16,218,172 in FY 2016 to \$17,849,983. In PL 33-185, TAF revenue projections for FY 2017 were \$41,502,455 and total appropriations from the TAF were \$41,502,455. Comparing the total FY 2017 appropriation from the TAF (\$41,502,455) to the actual unaudited collections (\$44,011,958), there was a surplus of \$2,309,503.

Membership dues increased 147% from \$37,889 in FY 2016 to \$93,411 in FY 2017. This significant increase was due to the membership election held in January 2017. In-kind contributions decreased about 24% to \$120,424 in FY 2017 from \$157,799 in FY 2016.

Marketing was the largest expense at \$16.9 million in Professional Services, with Japan and Korea representing the largest share at a combined \$8.4 million. At \$2,667,901, personnel salaries and benefits decreased 2% over last year due to the retirement of 2 employees, but still only 11% of total expenses.

The HOT Bond

HOT stands for Hotel Occupancy Tax, which was created to fund the operations and functions of the Guam Visitors Bureau. HOT Bond Projects are Capital Improvement Projects that use proceeds from HOT Revenue Limited Obligation Bonds to fund the building of Guam’s first permanent and comprehensive cultural and educational museum as well as upgrade and refurbish some of our island’s historic sites, tourist attractions and community projects. The HOT Bond Projects were established by Public Law 30-228.

Hot Bond Projects

- Agana Bay Vicinity Streetlight Renovation
 - Archaeology
 - Community Sports Recreational Improvement
 - Fafai Beach, a.k.a. Gun Beach and Gogna Cove
 - Guam and Chamorro Educational Facility (GCEF) - Arts/New Signage/DCA
 - Guam and Chamorro Educational Facility (GCEF) - Exhibits/AV/Specialty Lighting
 - Guam and Chamorro Educational Facility (GCEF) - Main Building
 - Guam and Chamorro Educational Facility (GCEF) - Media Production
 - Guam and Chamorro Educational Facility (GCEF) - Security System
 - Guam and Chamorro Educational Facility (GCEF) - Site Preparation/Relocate GTA
 - Guam Farmers' Cooperative Association Facility/ Dededo Flea Market
 - GFCA Dock and Shoreline Reinforcement Project
 - Guam Fisherman's Cooperative Association (GFCA)
 - Guam Preservation Trust Reimbursement
 - Hagåtña Pool
 - Hagåtña Tennis Courts
 - Historic Hagåtña Projects – Plaza de España Restoration
 - Inarajan Community Center Restoration
 - Magellan Monument and Plaza
 - Malesso Bell Tower
 - Mangilao Public Market
 - Pale San Vitores Road Streetlight Renovation
 - Pedestrian Safety
 - San Vitores Flooding - Design and CM, PMO/GEDA
 - San Vitores Flooding - Phase 2 Construction
 - Scenic Parks, By-ways, Overlooks and Historic Sites
 - Supplemental Funding for Projects under the Hagåtña Master Plan
 - Village Entrance and Scenic Informational and Highway Signs
 - Ypao Beach Park Lighting
- Guam Unique Merchandise
 - Haya Cultural Preservation Foundation (Sinanga-ta Outreach)
 - Haya Cultural Preservation Foundation (Ta Adahi Yo'na Heritage)
 - Historic Inalahan Foundation
 - House of Chamorro (Guma' Chamorro) Project
 - Humatak Foundation
 - Hurao Academy
 - Inetnon Gef Pago
 - Learn Chamorro
 - Micronesian Cruise Association
 - Mister Guam
 - Pa'a Taotao Tano
 - Pacific War Museum Foundation
 - PL 33-233 Guinahan Famaguon Corp FY 2016 Unappropriated
 - PL 33-232 Hurao Academy
 - Tourism Education Council
 - Traditions About Seafaring Islands (TASI)
 - Traditions Affirming our Seafaring Ancestry (TASA)

Other Appropriations From the Tourist Attraction Fund

- Beach Monitoring (GEPA)
- Department of Agriculture
- Department of Parks and Recreation Operations
- DOA (Fallen Heroes Monument)
- DRT (Veteran's License Plate template)
- Guampedia Foundation (UOG)
- Guam Museum Operations (Chamorro Affairs)
- Guam Police Department
- Guam Territorial Band (CAHA)
- Island-wide Village Beautification Projects (Mayors Council)
- Limited Obligation Hotel Occupancy Tax (HOT) Series 2011A
- Lodging Management Program (GCC)
- Maintenance and repair Public Restrooms (DPR)
- Maintenance of pool facilities (DPR)
- Mayors Council Operations
- Single Audit Report (DOA)
- Street Maintenance and Beautification (Mayors Council)

GVB FY2017 Pass - thru appropriations

- Amot Taotao Tano Farm
- Ayuda Foundation, Inc.
- Duk Duk Goose, Inc.
- Guafi, Inc.
- Guam Humanities Council (Humanities Guahan)
- Guam International Film Festival
- Guam Liberation Day Fishing & Sporting Events
- Guam Symphony Society

STATEMENT OF NET POSITION

(Fiscal Year Ended September 30, 2017)

ASSETS AND DEFERRED OUTFLOWS OF RESOURCES

Current assets:	
Cash - unrestricted	\$14,390,076
Cash - restricted	2,504,198
Investments	2,537,450
Accounts receivable - Government of Guam	140,000
Accounts receivable - others	421,414
Due from Special TAF Projects Fund	-
Prepaid expenses	17,589
Total current assets	\$20,010,727
Security deposit	133,230
Capital assets:	
Nondepreciable capital assets	5,992,415
Depreciable capital assets, net of accumulated depreciation	569,445
Total assets	26,705,817
Deferred outflow of resources:	
Deferred outflow from pension	740,012
Total	\$27,445,829
LIABILITIES, DEFERRED INFLOWS OF RESOURCES AND NET POSITION	
Current liabilities:	
Accounts payable	4,559,222
Accrued annual leave	142,976
Due to FESTPAC	-
Unearned income	18,700
Total current liabilities	4,720,898
Net pension liability	5,445,987
Accrued sick leave	166,006
Total liabilities	10,332,891
Deferred inflows of resources:	
Deferred inflows from pension	53,500
Commitments and contingencies	
Net position:	
Net investment in capital assets	6,561,860
Unrestricted	8,204,366
Restricted - expendable	2,293,212
Total net position	17,059,438
Total	\$ 27,445,829

STATEMENT OF REVENUE, EXPENSES AND CHANGES IN NET POSITION

(Fiscal Year Ended September 30, 2017)

REVENUES:	
Other income	\$551,303
Consumption tax refund	411,083
In-kind contributions from members and others	120,424
Memberships	93,411
Total operating revenues	1,176,221
EXPENSES:	
Professional services	16,850,942
Personnel	3,148,675
Miscellaneous	1,139,485
Travel	809,853
Utilities	226,463
Rent/lease	225,449
Material and supplies	224,414
Promotional in-kind contributions	120,424
Grants	111,619
Printing	107,554
Repairs and maintenance	90,083
Depreciation	87,532
Consumption Tax	43,681
Equipment	37,231
Advertising	31,044
Total operating expenses	23,254,449
Operating revenues net of operating expenses	(22,078,228)
Nonoperating revenues (expenses):	
Grants-in-aid from Government of Guam:	
Operations	22,767,472
Pass through	1,085,000
FESTPAC	0
Pass through appropriations	(1,085,000)
Other collections - FESTPAC	150
Donation expense - FESTPAC	(10,230)
Federal revenues	35,000
Interest income	33,949
Other nonoperating expense	(1,069,439)
Total nonoperating revenues (expenses), net	21,756,902
Change in net position	(321,326)
Net position at beginning of year	17,380,764
Net position at end of year	17,059,438

Membership DIRECTORY



FY2017 MILESTONES - FOURTH QUARTER

JULY 2017

- Fifth Guam BBQ Block Party held July 1
- 130 travel trade professionals attend Håfa Adai Study Tour
- GVB and TripAdvisor team up to host training camp
- Korean TV drama series “Man Who Sets the Table” films four episodes on island
- Best July in visitor arrivals recorded – 132,952

AUGUST 2017

- STAR survey findings released to show tourism has positive impact on Guam
- Second best August in visitor arrivals recorded – 144,758
- Marketing Officer II Gina Kono retired after serving over 33 years at GVB

SEPTEMBER 2017

- Guam welcomes Air Seoul’s inaugural flight
- Guam attended Tourism Expo Japan Sept. 21-24
- Best Fiscal Year in visitor arrivals recorded – 1.56 million

A

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Shop Guam e-Festival

November 2018 - February 2019 | Islandwide

The Shop Guam Festival began in 2012 as a global social media campaign by Guam Visitors Bureau (GVB) that aimed to create an interactive shopping experience highlighting Guam as a modern, fashionable and diverse destination to shop. Now in its sixth year, Shop Guam has transformed into an e-Festival that fully embraces the vision of "Smart Tourism." Expect a revolutionary mobile shopping experience as the new Shop Guam app generates on-location sensor mobile marketing as a fresh way to discover Guam's shopping and activities. The app will additionally be available in six different languages.

Contact: Catherine Bungabong

T: 687-2696 | **E:** shopguam@visitguam.org



New Year's Eve Fireworks

December 31 | Tumon Bay

As the New Year's Eve celebrations kick off and the countdown begins, local residents and visitors alike look to the skies to enjoy a New Year's Eve Fireworks display over beautiful Tumon Bay. Each year, witness America's first fireworks celebration!

T: 646-5278/9 | **E:** info@visitguam.org



Guam Micronesia Island Fair

May 2-6, 2018 | Festival Huts Paseo De Susana Hagatña

The Guam Micronesia Island Fair is the annual signature cultural event of the Guam Visitors Bureau, showcasing the vibrant cultures of Micronesia for 30 years. Experience the best of Micronesia in one exciting weekend featuring master carvers, blacksmiths, traditional sailing experts, jewelers, weavers, dancers, musicians and chefs and see first hand customs that have been in place and perpetuated for the millennia.

Contact: Dee Hernandez

T: 646-5278/9 | **E:** dee.hernandez@visitguam.org



12th Annual Agat Mango Festival

May 25-27 | Agat Community Center

An enjoyable event for both participants and visitors with a platter of mango activities, contest, displays, entertainment, food and fun. Most notably see Agat's southern hospitality and the islands talent that will be there to entertain. Peruse through the various booths and demonstrations.

Contact: Agat Mayor's Office

T: 565-4335 | **E:** webmaster@mangofestivalgu.com

W: mangofestivalgu.com



Guam BBQ Block Party

July 7 | Pleasure Island, Tumon

The Guam BBQ Block Party is the ultimate celebration of Guam's authentic culinary traditions and Håfa Adai Spirit. Admission is free for this event that boasts delicious BBQ from the island's top grill masters, live performances from local musicians, vendors selling made-in-Guam goods and other activities. GVB is closing down the street in Pleasure Island for this fun-filled, family event!

Contact: Kraig Camacho

T: 646-5278/9 | **E:** kraig.camacho@visitguam.org



8th Annual Guam International Film Festival

October 3- 7, 2018 | Guam Museum

The Guam International Film Festival (GIFF) is an annual event showcasing independent films from across the world. The mission of GIFF is to foster the growth of cultural identity and understanding through the art of filmmaking. GIFF aims to unify, celebrate and showcase to the region and the world, the collective experience through the universal medium of film.

Contact: Don Muna

T: 488-2468 | **W:** guamfilmfestival.org



Electric Island Festival

March 24, 2018 | Guam Globe Nightclub

June 16, 2018 | Guam International Raceway

August 25, 2018 | TBD

December 1, 2018 | Pacific Star

EIF is fueled by individuals who share the concept of having an open-heart and open-mind realizing that Art, Music, Culture, and Fashion is what pushes society to move forward, become more creative and innovative citizens. We are inspired by the people of Guam and Saipan who want nothing more than to be represented and hold a stance at a global level. In the past five years, EIF has grown by leaps and bounds (thanks to your support), welcoming international artists and guests from all over the world and drawing attendees from other countries in the Asia Pacific region, as well as countless of Guam and Saipan residents that find in EIF the perfect escape and energy to refuel your soul and positive vibes.

Contact: Andrew Hong

E: andrew@6amgroup.com | **W:** electricislandfestival.com
facebook.com/eifestival | twitter.com/eifestival | instagram.com/eifestival/ | snapchat.com/add/eifestival



Guam Art Exhibit (GAX)

TBD | The Plaza

GAX is a bi-annual art exhibit displayed in the heart of Tumon and featuring Guam's most talented up-and-coming artists.

Contact: Josh Agerstrand

T: 486-8550 | **E:** josh.dizzyinc@gmail.com





16th Annual Guam Governor's Cup Ladies Golf Tournament

February 15-16 | LeoPalace Resort

A tournament comprised of a regular tournament with 100 JLPGA members and a Pro-Amateur and JTB Koncha golf tournament.

Contact: Hiroyuki Miyata
T: 300-7792 | E: miyata@leopalaceguam.com
W: guamgolf.jp



40th Annual Smokin' Wheels Racing Weekend

April 13-15 | Guam International Raceway Park

The Legendary Smokin' Wheels Racing kicks off Friday night at the drag strip and continues the next day with motor sports competitions including a Fiesta car show and Drag Racing Finals. Sunday caps off with the Smokin' Wheels Off-Road Buggy Endurance, Smokin' Grills BBQ competition and Mud Drags. With non-stop action, awesome food and racing, you won't want to miss this once a year motorsports festival!

Contact: Henry Simpson
T: 727-5382 | E: track@guam.net | W: guamraceway.com



6th Annual United Guam Marathon

April 8 | Governor Joseph Flores Memorial Park

The Guam Visitors Bureau along with the Pacific Islands Club and United Airlines, will host the 6th Annual Guam United Marathon (to include a half marathon, 10k and 5k). Get geared up and share with your family and friends. All races start and finish on Pale San Vitores Road in front of Governor Joseph Flores Memorial Park (Ypao Beach), Tumon.

3:00 am MARATHON START
4:30 am HALF MARATHON START
5:30 am 10K START | 5:15 am 5K START

Contact: Ben Ferguson
T: 646-9171 | W: unitedguamarathon.com



2018 Cocos Crossing

May 27 | Merizo Pier

Experience the beauty of Cocos Lagoon and the exhilaration of an open ocean swim wrapped in the warmth of Guam's legendary hospitality. The Guam Cocos Crossing is an annual ocean swim that takes place between Merizo and Cocos Island. Join hundreds of swimmers from across the island and the Region, and make lifelong memories. Choose from 3 distance options: 3k, 5k and 10k.

Contact: Catherine Gayle or Tim Fedenko
T: 488-2222 | E: info@guamcocoscrossing.com
W: guamcocoscrossing.com



2018 King's Guam Futures Tennis Tournament

May 29 - June 3 | Hilton Guam Resort & Spa

The Guam Futures is an annual International Tennis Federation (ITF) Pro Circuit tournament, realized with tremendous support from the Japan Tennis Association. The summer tournament attracts touring professional tennis players worldwide to Guam to compete for coveted world-ranking points. The majority of professional players come from Japan and other East Asian countries, as well as Australia and the United States. The tournament's main draw features both singles and doubles play, with a qualifying round held prior to the start of main draw events.

Contact: Torgun Smith
T: 687-5483 | E: torgun@tennisacademyguam.com
W: guamtennisfederation.com



25th Junko Friendship Rubber Baseball Tournament

December 1-2 | LeoPalace Resort Baseball Field

A friendship tournament that features a competitive pool of athletes from Tokyo's Junko University in Japan against Guam's finest Major League teams. The tournament offers a unique experience for all athletes and visiting Japan teams as it uses a rubber baseball for greater trajectory and bounce when hit and fielded. The tournament is an annual celebration that highlights sportsmanship, camaraderie and non-stop fun!

T: 646-5278/9 | E: info@visitguam.org



Tour of Guam Cycling

December 9 | Central and Southern Guam

The Tour of Guam is Guam's most prestigious competitive cycling event. The event serves as the annual National Championship for Guam's cycling athletes and also serves as the signature competitive cycling event for age group racers from Guam and the CNMI. Two courses are featured for both races including the 105km course and the 42km course.

Contact: Ben Ferguson
T: 646-9171 | E: BFerguson@picguam.com | W: tourofguam.com











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2018 Guam Events

DATE	EVENT	LOCATION
2017		
Nov. 10, 2017 - Feb. 28, 2018	 Shop Guam e-Festival	Islandwide
December 31	 New Year's Eve Fireworks	Tumon Bay
FEBRUARY		
February 15-16	16th Annual Guam Governor's Cup Ladies Golf Tournament	LeoPalace Resort
February 24	Battle Showcase	Guam International Raceway Park
MARCH		
March 24	Road to EIF	Guam Globe Nightclub
March 31	Trench Kids	Guam International Raceway Park
APRIL		
April 8	 6th Annual United Guam Marathon	Governor Joseph Flores Memorial Park
April 13-15	40th Annual Smokin' Wheels Racing Weekend	Guam International Raceway Park
April 20-22	Talofofo Banana Festival	Ipan Beach Park
April 22	Marianas Open Eleven	FD Phoenix Center
MAY		
May 2-6	 Guam Micronesia Island Fair	Festival Huts Paseo De Susana Hagatña
May 25-27	12th Annual Agat Mango Festival	Agat Community Center
May 27	2018 Cocos Crossing	Merizo Pier
May 29 - June 3	King's Guam Futures Tennis Tournament	Hilton Guam Resort & Spa
JUNE		
June 16	EIF Guam	Guam International Raceway
JULY		
July 7	 Guam BBQ Block Party	Pleasure Island, Tumon
July 21	74th Liberation Day Parade	Hagåtña
July 11-22	Guam Liberation Festival	Hagåtña
AUGUST		
August 25	EIF End of Summer	TBD
SEPTEMBER		
September 30	Trench Challenge	Guam International Raceway Park
September	Guam International Film Festival (GIFF) Fall International Showcase	Guam Museum
OCTOBER		
October 3-7	8th Annual Guam International Film Festival	Guam Museum
October 27-28	Copa de Marianas	TBD
NOVEMBER		
November 2018 - February 2019	 Shop Guam e-Festival	Islandwide
DECEMBER		
December 1	EIF Winter Wonderland	Pacific Star
December 1-2	25th Junko Friendship Rubber Baseball Tournament	LeoPalace Resort Baseball Field
December 9	Tour of Guam Cycling	Central and Southern Guam

*Event information subject to change.





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