

GUAM



2006 ANNUAL REPORT

ABOUT THIS REPORT

As the marketing agency for the Government of Guam, the Guam Visitors Bureau - commonly known as GVB - has the mission to promote Guam as a choice destination. The GVB's mission is two-fold: while a major marketing takes place in Asia and parts of the United States on Guam, the GVB works hand in hand with the governmental agencies and private organizations to encourage infrastructure improvements, attraction and facility development and conduct public awareness and visitor satisfaction programs, taken as a whole is better known as 'Destination Development.'

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LETTER TO SHAREHOLDERS

Dear Shareholders,

I am pleased to report on your Guam Visitors Bureau activities and performance for the fiscal year ended September 30, 2006. It was a year that was about sustaining our market share in an increasingly difficult Japan overseas travel environment, continuing our recovery in Korea, and capitalizing on smaller but emerging opportunities in the region.

The year was also about reshaping our destination brand image, to confront the new market realities impacting the demographic mix of our customers, and generating visitor yield improvements. And it was as much about destination improvements to make the island a more competitive product, as it is about administrative reforms to improve management controls and accountability.

Growing and Sustaining Visitor Arrivals

Fiscal year 2006 was a year of "two contrasting halves," the first six months filled with optimism and promise, followed by one of pessimism and uncertainty in the second half of the year. Total arrivals for the year came in essentially flat (+0.5%) to last year at 1,213,932 visitors.

Japan

The first three months started off on a positive note, with arrivals up 6% over last year and finishing up 5% for the trailing six months ending March 31, 2006. The 634,392 visitors who came to the island from October 1, 2005 through March 31, 2006, were the result of a strong showing from Japan (+7%) and Korean (+8%) arrivals, both sources making up 90% of island visitors. To be sure, Japan's performance was aided greatly by:

- Capturing some 50% of Saipan's loss from the pull out of Japan Airlines;
- Geopolitical and natural events which shifted visitors our way (i.e. post tsunami, bird flu, frosty relations with China and Korea);
- The increased tempo, frequency, and coverage of our sales promotions, seminars and trade events; and
- More direct TV consumer advertising.

These factors, however, masked the troubling undercurrent of negative influences, among which include:

- Explosive growth in the number and sophistication of competing destinations at a time when Japan's outbound travel was sluggish (i.e. 1.9%);
- Unfavorable demographic shifts (i.e. 2 million fewer office ladies);
- Reduced job security arising from regulatory changes that allow employers to hire more temporary workers at reduced wages;
- More travelers choosing closer, less expensive destinations because of persistent job insecurity concerns; and
- Strong domestic demand for Okinawa.

Thus, despite sustaining the tempo of our sales promotion and advertising efforts in the second half of 2006, Japan arrivals suffered heavily, wiping out most of the gains made during the first half of the year and ending up with a slight 2% increase over 2005. The positive results in July (+6%) and August (+4%) were not enough to overcome the 5% decline in June, devastating 17% drop in September, and slight (-1%) decreases in April and May arrivals. Factors which also contributed to the second half's lackluster performance include:

- A weaker yen environment;
- Normalized market conditions (i.e. no shifting from Saipan and natural or man made events, warmer China and Korean relations);
- Changes in airline scheduling and equipment utilization (i.e. night flights and smaller aircraft); and
- Significant pressures from nearby Asian destinations.

And because much of Guam's tour products today have been "commoditized" at lower prices, the island's ability to compete with nearby Asian resort and urban destinations is acutely disadvantaged and sensitive to:

- Currency weaknesses in the region;
- Low end price value perceptions;
- Fuel surcharges; and
- Reduced agency commissions, which help to offset under priced tour products.

Despite this negative environment, however, we continue to see gains in our market share of Japanese outbound travelers. Guam's share has grown progressively from 4.7% in CY2002, to 5.38% in FY2005 and 5.58% in FY2006.

Korea

Korean arrivals are a different story, however. The strong first half-year performance at +8% over last year was sustained throughout the year, finishing up with a 9.2% increase to 114,462 visitors. Despite this significant improvement, much work still lies ahead to restore the island's lost business following Asia's currency crisis in the late 1990's.

Guam's market share of Korean overseas travelers has dwindled from the 4% peak enjoyed in calendar year 1995 when 5.3 million Koreans traveled overseas, to 1% in 2006 when more than 10.5 million traveled overseas. And although the island has recovered 60% of the nearly 200,000 Koreans who came to the island in 1995, much work yet lies ahead to restore both our historical share of market and number of visitors.

Other Markets

All other markets, which comprise 10% of island visitors, round out the year with varying results in improvement over last year. Visitors from Hong Kong and the Philippines, while comprising only 1% of our visitor mix, were up 23% in 2006, adding 2,545 to our total count. On the other hand, U.S. arrivals, about half of whom are military on R&R, now make up 3.5% of our visitors. U.S. visitors totaled 43,056 in 2006, down 8% from 2005, and can be attributed to the absence of carrier battle group visits seen in 2005. Taiwan visitors were also down 28% to 17,014. Visitors from CNMI and the island states of Micronesia were down 3% as well to 30,358, reflecting Micronesia's depressed economic environment.

Repositioning our Brand Image for Differentiation and Yield

Initial steps were taken this year to project a destination personality much more sophisticated than the historically embedded image of a cheap beach resort for the young. Many more attractions, lodging, and recreational facilities of superior quality have been built since the first tourists from Japan set foot on island nearly 40 years ago. And we have begun to communicate this message with some initial progress in the outcome of our Japan visitor spending and customer profile.

Per visitor spending has improved from \$635 two years ago to \$640 in 2006 despite a 6% weaker yen this year (116 vs. 109). To put this in perspective, the island was \$8.4 million better off in economic impact from the 961,862 Japanese tourists who came to Guam (includes 1.75 multiplier effect). Another measure of progress was the JCB and GVB campaign launched in early FY2006 and marketed to JCB's 56 million credit card-holders. Total card spending was up 19% and per card spending increased by \$61 in the first six-month period ending January 1, 2006. This joint campaign has since been renewed with more vendor participation.

Our Japan demographic profile has not changed much in the last few years. But we have made progress in the mix of higher income visitors from the same basic age and gender profile, to wit:

The percentage of visitors who have annual incomes greater than \$60,000 (@ 116 yen) grew from 9% last year to 30% in 2006. Those making more than \$86,000 (@ 116 yen) quadrupled from 4% last year to more than 15% in 2006.

Repositioning our brand image in Korea, Taiwan, and other markets is in dire need if we are to compete effectively and to differentiate ourselves from many other beach resorts in Asia. To this end, the Bureau has initiated an effort to arrive at a unified brand image common to all markets.

This will:

- Avoid conflicting images or perceptions about who and what we are as a destination;
- Leverage our communications strategy and budget to maximize synergies; and
- Enable Guam stakeholders to focus on building and delivering the promise made in our marketing message.

Improving our Destination Attraction and Administrative Process to be a Competitive Product and Responsible Stewards

We continued to administer the Beach Cleaning contract in Tumon and East Agana bays to make sure that trash, debris and other unsightly materials are removed. The Tumon San Vitores Landscaping and Maintenance contract was extended to ensure continuity, but a new contract was tendered at year's end and a new contractor awarded the job in October 2006.

Unfortunately, we have not made as much progress with the Island wide road maintenance project, which involves some coordination with other government departments including the Department of Public Works, Department of Parks and Recreation, all 19 village mayors, and certain Navy controlled segments along Marine Corps Drive leading up to Naval Base Guam.

Much of the preparation for our first annual Ko'Ko' International Road Race took place during the year and a successful event took place on October 14, 2006 with more than 350 participants. Financial and other assistance was also provided in the selection and

oversight of consulting firms that was to outline the financial feasibility of a national museum and the selection of a building design.

Administratively, the Bureau instituted a process to rationalize the basis for awarding sports tourism and community development or cultural heritage grants as authorized and appropriated by the legislature. Criteria used for this purpose are intended to:

- Leverage the fulfillment of GVB's statutory mandates;
- Facilitate financial accountability; and
- Inject objectivity and consistency in the selection of projects and amounts granted.

To meet past concerns and shortcomings raised by audits and the Office of the Public Auditor, the Bureau last year set in motion the realignment of our chart of accounts, procurement process, and other administrative procedures, all of which have been put into effect at the start of the new fiscal year on October 1, 2006. These changes should facilitate improvements in management oversight and accountability, produce timely audits, and enhance the retrieval and usefulness of financial and other information.

Coping with Financial Challenges

The Guam Visitors Bureau survives on receipts appropriated by the legislature from an 11% tax on hotel room occupancies. In fiscal year 2006, the Bureau received 84% or \$10.8 million of the \$12.8 million appropriated, a slight increase in actual receipts from the \$9.4 million actually received in fiscal year 2005. Membership dues, in-kind contributions and foreign exchange transactions represent other sources of income, accounting for 3% or \$278,000 of total revenues.

Chronic under funding and uncertainty in incremental funding levels each year continue to plague the Bureau's ability to carry out its mandate. In Fiscal year 2006, the Bureau implemented voluntary austerity measures to counter softening second half-year arrivals. Marketing and destination initiatives were realigned, in addition to a 10% across the board spending cut. Destination management initiatives i.e. Community Development, Tourist Industry Relations and Satisfaction and Sports Tourism and Administrative operations (Guam), absorbed the brunt of the cutbacks, which totaled some \$500,000. Marketing initiatives were not spared from the cutbacks as spending initiatives to the Philippines, Taiwan, Hong Kong, and Pacific saw decreases of \$23,571, \$52,673, \$10,408 and \$6,195 respectively (from the prior year spending level), in order to prioritize our marketing investments in Japan and Korea, which increased from \$5.2 to \$5.5 million and from \$800,000 to \$1 million respectively.

Total funds received (\$1.3 million) for beach cleaning, Tumon landscape maintenance, and support for DPW's Island wide road maintenance, fell \$200,000 short of what the legislature had appropriated for this purpose.

Building for the Future

The challenges gleaned to date have become the compelling force in initiating GVB's five-year strategic plan for tourism in Guam.

Four years ago, when only 856,931 visitors came to Guam (FY2003), the immediate challenge centered on as quick recovery as possible from the devastating aftermaths of Super typhoons Chataan and Pongsonga, followed by the war in Iraq, SARS, and other global instability. This urgency was confronted head on, resulting in a resurgence of arrivals and the 35% increase the following year to 1,156,199 visitors.

The last two years had been a challenge in consolidating gains, focusing on destination improvements, marketing tactically in a low budget environment, and sus-

taining our share of market in Japan. Indeed, our arrivals increased 5% in FY2005, to 1,210,147 visitors, but ended flat last year with a very slight increase (+0.5%) to 1,213,932 arrivals.

For Guam to sustain the long-term viability of this important economic sector, a longer-term strategic view must be embraced by the community at large. This long-term view has in fact been captured in a GVB strategic plan covering the period FY 2007-2011. It is a document that outlines the basis for support among stakeholders, invites ownership to the comprehensive issues that need to be addressed, and encourages community participation in its implementation.

We anticipate much discussion and collaboration among all stakeholders, public and private, upon the release of this strategic plan which Governor Felix P. Camacho and the GVB Board of Directors have instructed management and staff to prepare.

This next year will be a more difficult year to confront, as Asian destinations compete more aggressively and overseas travelers from Japan and Korea gravitate to less expensive destinations in Asia and the pull of longer haul destinations in Europe. Stimulating demand for the higher priced tour products means improving Guam's image and destination attractions, clearly a longer-term effort addressed in the strategic plan. All this we face in a no growth GVB budget scenario. And although more funding has been appropriated for 2007 than was received in 2006, it is unlikely that we will get more than the \$10.8 million received this year.

This next year will also focus on unifying our brand, stepping up our Internet marketing capabilities, and intensifying destination improvement efforts to better showcase historical and cultural assets, as well as other attractions that give credibility to our marketing message.

Thanking and Acknowledging Support

I take this opportunity, first to thank staff and management for the endless time spent on various projects, whether in Guam or while off island, in order to tend to the business of tourism. I appreciate your family's understanding, and trust that they too understand this 24/7 business from which all of your efforts are bearing fruit.

I especially thank all GVB members who have contributed generously whenever we call for assistance and other "in-kind" contributions. Most especially, I thank the various committee members and directors, chaired by David Tydingco, for their advice, unyielding support and encouragement even during the most difficult times. Their involvement in GVB has been time consuming, unpaid, and gratefully acknowledged.

Finally, I am indebted to the active support that the Bureau has received from Governor Felix P. Camacho, Lt. Governor Kaleo Moylan, and Senator Antonio R. Unpingco and his committee. Without their collective advocacy, the results contained in this annual report would not have been achieved.

Sincerely,



Gerald S.A. Perez
General Manager



BOARD OF DIRECTORS



DAVID B. TYDINGCO
Chairman
Governor Appointee



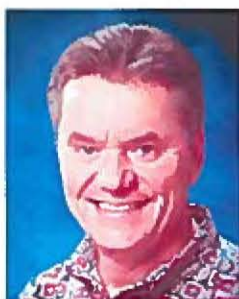
BRUCE KLOPPENBURG
Vice-Chairman
GVB Membership Elected



JOSEPH F. CAMACHO
Secretary / Treasurer
GVB Membership Elected



CARL PETERSON
GVB Membership Elected



MANFRED PIEPER
GVB Membership Elected



MONTE MESA
Governor Appointee



JUDY FLORES
Governor Appointee



RICHARD LAI
Governor Appointee



WALTER DIAS
12th Member, Voted by the Board



**VICE MAYOR
ROBERT HOFFMAN**
Mayors Counsel Appointee



THOMAS J.M. CALVO
Legislative Appointee



LEE P. WEBBER
Legislative Appointee



JESSE A. LEON GUERRERO
Legislative Appointee-Alternate Member



HONG SOON IM
Governor Appointee

ADMINISTRATION AND FINANCE



Top (L-R) Emily Quinata, Miranda Munoz
Bottom (L-R) Juanita Aguon, Nonoy Solidum, Jean Taltano
Not shown: Jay San Nicolas and Rose Cunliffe



MARY TORRES
Deputy General Manager

COMMUNITY PROGRAMS



Top (L-R) Amy Pangellinan, Vanessa Simpiciano, Margaret Imalzumi
Bottom (L-R) Doris Ada, Freida Jose, Sonja Lujan-Sellers

RESEARCH



(L-R) Ana Cid, Celia Dydasco, Debi Basa-Phillips

MARKETING



Top (L-R) Regina Nedilic, Felix Reyes, June Sugawara, Gina Kono, Elaine Pangellinan, Nadine Leon Guerrero, Dino Quintans
Bottom (L-R) Joe Okada, Jessica Camacho, Pilar Laguana, Loretta Garcia



(L-R) Mark Manglona, Juvee Atalig, Kralg Camacho

REDESIGNING THE LANDSCAPE WHILE CULTIVATING LOCAL INTEREST AND OWNERSHIP (CDC)

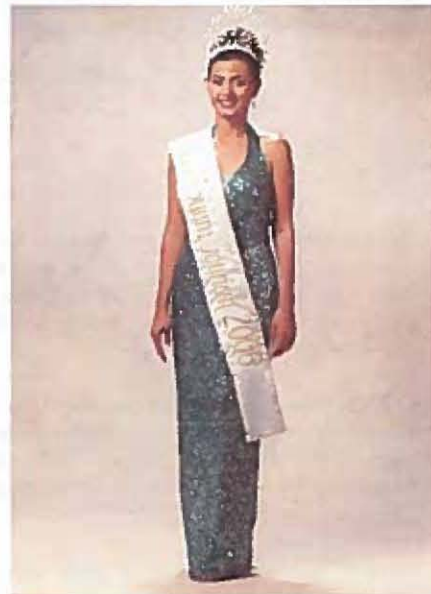
The Community Development Committee (CDC) has the responsibility of providing activities that strive to promote tourism through education and awareness programs. The committee gives support through grants-in-aid to qualified organizations and individuals that want to promote the island and the education of Guam's tourism industry.

The village of Agana Heights is the first district to develop a "Coconut Theme Park/Museum". The GVB supported the joint venture between the Agana Heights Welfare Association and the Office of the Mayor of Agana Heights, by providing \$5,000.00 as seed money to jumpstart the development of the park located at the pre-existing Tutujan Park on San Ramon Hill. The project's goal is to demonstrate for our visitors and children, how the "coconut" played a vital role in the lives of our ancestors and how it continues to be an essential part of our everyday lives.

2005 welcomed the 1st Annual Kites for Wishes project wherein the sport of kite flying was first introduced to Guam. In 2006 GVB once again supported the Make-a-Wish Foundation in this yearly fun-filled and charitable event. The affair was held at the Asan Memorial Beach Park on the 19th of February and showcased kite fliers from the United States, Australia, Guam, Japan, the Philippines and multiple Kite World Champion, Ray Bethel.

The CDC Committee gave support to the Sinajana Mayor's Office for their 'Prugraman Famagu'on (Chamorro Children's T.V. Show). The Mayor's office worked side by side with DOE Chamorro teacher, Senora Mariana Guzman and musician, Lourdes Singco to produce the program which was aired on KGTF. Students from P.C. Lujan Elementary were the featured talents in the program. The show was created to spark more interest by young viewers to explore the language and music of Guam.

The GVB continually supports annual events such as the Guam Symphony Society Seaside Concert, the Annual Governor's Tourism Championship Golf Tournament, GCC's Prostart Culinary Competition and many other valuable events.



REDESIGNING THE LANDSCAPE WHILE CULTIVATING LOCAL INTEREST AND OWNERSHIP (CHC)

The Cultural & Heritage Committee (CHC) is the division of the Bureau, which ensures that Guam's culture is represented accurately and artistically in GVB's local and overseas promotions. Aside from assisting in marketing efforts, the committee is focused on the cultivation and preservation of Guam's music, tradition, cultural groups, artisans and local performers.

FY2006 saw the explosion of Guam Live Presentations in the secondary cities of Japan. Miss Guam Tourism winners made frequent visits to various media outlets, shopping centers, travel agents, government offices and other high traffic city areas to promote Guam and invite the residents of the cities to avail of the direct flight services to the Island.

Many different cultural groups were able to perform in our key markets of Japan, Korea and China, bringing the 'Hafa Adai' spirit to foreign consumers and media. Pa'a Taotao tano, Natibu Musicanta, Jesse & Ruby, weaver, Alison McKinnon, and Master Carver, Robert Taitano, were just of the few local talents showcased in shows such as the Japan Association of Travel Agent fair (JATA), Korean Overseas Travel Fair (KOTFA), and the International Travel Fair (ITF), Taipei.

The largest cultural promotion that the CHC handles is the Guam Micronesia Island Fair. This year's 3-day event drew large crowds as local residents and visitors had the opportunity to watch Parker Yobel, the musical sensation from Palau and many other cultural groups on island who displayed several musical, dance and chant numbers. The event also featured Micronesian handicrafts, food concessions, as well as agricultural displays and products.

FY2006 monies also went to new projects such as the production of the 'Natibu Sons of Guam' CD, the UOG Foundation 'I Finene'ne'na Konferensian Chamorro, the DVD documentary for the CAP program, the Christmas Illumination for the Governor's office in Adelup, and the initial seed money for the much awaited Guam Museum.





REDESIGNING THE LANDSCAPE WHILE CULTIVATING LOCAL INTEREST AND OWNERSHIP (TAF)

The Tourism Attraction Fund Planning & Development Committee identifies and pursues capital improvement and maintenance projects designed to enhance the tourism plant to keep Guam competitive with other world-class destinations.

The GVB contracts a quality assurance manager to oversee three major projects: Tumon & Agana Beach Cleaning & Maintenance, Tumon Landscaping Maintenance and the Island-Wide Highway Maintenance projects.

Most tourists and locals frequent the beaches leading up to the capital, of Guam (Hagatna). The Tumon and Agana Beach Cleaning & Maintenance is a scheduled mechanical raking and trash pickup from Gun Beach on the northern tip of Tumon Bay to the southern reaches of Alupang Cove in East Agana.

Tumon Landscaping Maintenance is very important in ensuring that the visitor district is kept in top shape. Five-days-a-week landscaping and maintenance is done along San Vitores Road up to the Bishop Flores Rotunda. This includes the median islands, the GVB office and the three major intersections leading to 'Hotel Row' (i.e. Horizon Condominiums to Westin Resort Guam, John F. Kennedy High School to Guam Marriott Hotel, and Ypao Road to Hilton Guam Resort & Spa).

The third major project of the TAF Committee is the Island-Wide Highway Maintenance project. In partnership with the Department of Public Works, the maintenance of designated roadways and medians were outsourced to upkeep major roads.

Perhaps the TAF's most significant achievement for FY2006 was the Tumon Bay Marine Preserve Public Outreach Campaign.

Public Law 24-21 enacted in May 1997 created Tumon Bay as a marine preserve. Realizing the importance of continued efforts to preserve and simultaneously promote Tumon Bay, the Guam Visitors Bureau spearheaded the Tumon Bay Marine Preserve Public Outreach Campaign.



With an \$80,000 grant funded by the National Oceanic and Atmospheric Administration through the Bureau of Statistics & Plans, Guam Coastal Management Program (GCMP), the GVB entered into a Memorandum of Understanding with GCMP to develop a comprehensive public outreach campaign for both our visitors and our local residents to protect the Tumon Bay Marine Preserve.

The Tumon Bay Marine Preserve Public Outreach Campaign developed and produced four (4) Information Kiosks - located at Ypao Park, Matapang Beach Park, Outrigger Hotel and Okura Hotel. A Tumon Bay Map was also created giving general information on the types of marine life and coral found in Tumon as well as other general information concerning the importance of the environment.

Fish ID Cards, also called 'critter cards' were constructed and distributed to tourists and members of the general public to identify and understand the variety of sea life in Guam's waters. Lastly, a Coral Reef 15-minute Video was created to be shown at participating hotels and airlines.

The Bureau received support and professional expertise from the Dept. of Agriculture, Division of Aquatic and Wildlife, Guam Coastal Management Program, University of Guam, Guam Environmental Protection Agency, Western Pacific Regional Fishery Management Council and the Governor's Tournament of Champions which made the project possible.

The kiosk was conceptualised and designed by Taniguchi Ruth Makio Architects with construction done by Triple L Construction, Inc.



TOURISM INDUSTRY RELATIONS AND VISITOR SATISFACTION COMMITTEE (TIR/VS)

The Tourism Industry Relations/Visitor Satisfaction Committee addresses issues to ensure the safety and satisfaction of visitors to our island. Various concerns are addressed through cooperative efforts with the Guam Hotel and Restaurant Association, Japan/Guam Travel Association, Guam Police Department, Department of Revenue & Taxation, Department of Parks & Recreation, and other relevant entities.

Some of the committee's programs funded throughout the year are: Excellence in Tourism Awards, Tour Guide Certification, Welcome Services and Adopt-A-Park. In FY2006, GVB provided additional funding for projects carried out jointly with other government agencies: Airport Ambassador Program (assistance for incoming passengers during peak hours), Lt. Governor's Beautification Program (production of anti-graffiti educational campaign movie ads); Department of Parks & Recreation Restoration/Upgrade Project (for restroom facilities at various parks); Earth Day (educational outreach event at Ypao Beach Park organized by the Guam Environmental Protection Agency) and funding for production of television Safety Tip Information to be aired on the Visitors Channel for a period of two years.



REDESIGNING THE LANDSCAPE WHILE CULTIVATING LOCAL INTEREST AND OWNERSHIP (SPORTS)

On April 26, 2003, the Sports Tourism Action Group was established through Public Law 27-12 to study and develop plans for enhancing and expanding Guam's sport's facilities and infrastructure, enabling Guam to host regional and international sports events and effectively promote sports tourism. As a result of that study, the GVB Board of Directors approved the creation of the Sports Tourism Committee on October 09, 2003.

The STC, though still a fledgling amongst the committees of the Bureau, has proved itself to be highly effective and beneficial to the community. A major undertaking in FY2006 was the 1st Annual Ko'Ko' Road Race. This signature event is comprised of a 20K Road Race and 4X5K Ekiden Relay. Unlike other races and marathons, this event features cultural performers and school bands along the route, a beautiful scenic ocean view and crowds of volunteers and spectators cheering the runners on. The race was strategically named in honor of Guam's national bird, the 'Guam Rail or Ko'Ko' Bird'. The Bureau has high hopes of truly building this signature event into an international sensation, attracting runners from all over the globe.

Spectators at the 4th East Asian Games in Macau were able to get a taste of Guam's culture and hospitality as cultural dancers were brought to showcase the island flair.

FY2006 also saw the continuation of great events such as the Hilton Guam Resort & Spa's Annual Guam International Tennis Open. The tournament, sanctioned by the USTA (United States Tennis Association) draws participants from Australia, South Korea, Singapore, Japan, CNMI, Philippines and Guam.

The Tumon Bay Ocean Swim held in the heart of the visitor industry, not only showcases to visitors Guam's beautiful and pristine waters, but the event also serves as a environmentally educational sports tour as participants are educated about the ocean, coral and other sea life before swimming amongst them.

Other annual events sponsored by the Bureau include, the Guam Racing Federation's 'Smokin Wheels', the Guam Bowling Congress World Tenpin Youth Championships, the Goodwill Regatta and Cocos Cup, the FIM Asian SuperCross Championship, the Governor's Cup Golf Tournament, the Guahan International Outrigger Invitational, and many others.





REDEFINING OUR ROLE AND APPROACH IN OUR TRUSTED MARKET

JAPAN

FY2006 marked the 30th Anniversary of our operations in Japan. On January 23, 1966, the Guam Visitors Bureau opened its branch office in Tokyo. We have evolved from a three (3)-man operation in one city to nine (9) staff in two cities. According to Mr. Shinmachi, Chairman of the Japan Travel Agents Association, we have seen tourism from Japan to Guam grow in conjunction with the total outbound market from Japan. Guam holds a special place in Japan's tourism market. During this historic event a reception was held in Japan that included Governor Felix Camacho and Senator Antonio Unpingco.

The 33rd International Snow Statue Contest was held from February 4-8, as a part of 57th Sapporo Snow Festival program. A total of 15 countries/regions worldwide, including Guam, participated in this year's competition. Placing 4th overall, this year's contest marks Guam's 15th participation in the event. Team Guam was comprised of team leader, Mr. Jhamnong Kraitong (Executive Sous Chef) from the Westin Resort Guam, Mr. Ricardo Valdez (Sous Chef/Artist) from the Guam Reef Hotel and Mr. Clement Irving (Butcher Chef) from the Guam Marriott Resort & Spa.

The Guam Team was cheerful and had heartwarming conversations with tourists from around the world, and was often interviewed by national, local, and international media such as UHB TV, satellite TV, Hokkaido Newspaper, and Reuters. At the venue, GVB Japan had distributed more than 500 Guam brochures, including hotel brochures of the participating chefs.

With nine (9) cities in Japan with direct flights to Guam, the Japan market is working harder than ever with direct consumer promotions to entice visitors to our island. We will continue on into 2007 with the Guam Live Presentations (GLP), a consumer promotion where cultural entertainers, musicians or Miss Guam's are brought to Japan to meet with consumers and stage a live cultural show. GLPs were held in every city with the exception of the Kanto Region. With a budget of \$285,000 the Bureau achieved over a 5:1 ratio on publicity throughout Japan, resulting in over \$1.6 in publicity value.



The Japan market relies heavily on the support of other organizations to achieve success. Two such groups are the Japan Guam Travel Association and the Guam Hotel and Restaurant Association. From added value campaigns, such as the Guam Big Summer Festival, to travel agent FAM Tours, like the 'Hafa Adai Study Tour', our travel industry comes together to support one another, and put Guam's best foot forward for the betterment of the island.

During this year's Hafa Adai Study Tour, over 100 participants came from all over Japan to learn more about the island; therefore aiding them in the promotion and selling of packages and group tours to Guam. Agents who specialized in Senior tours were also encouraged to participate in the study tour.

In continuing our relationship with our friendship cities, Kashiwa once again played host to the Guam delegation. In celebration of the 15th anniversary of our Sister City Friendship agreement, Guam sent a delegation of cultural performers, Miss Guam Tourism and Miss Guam Island Fair to participate in the 2006 Kashiwa Festival held from July 29-30. The group was welcomed warmly and invited the Kashiwa International Relations committee to Guam to continue the celebration.

Once again, the fiscal year ended with Guam's participation at the JATA WTF. Featuring Guam's local performers, Jesse and Ruby, the Hafa Adai Guam Show was successful in attracting attention from consumers and media alike. Guam also featured Ms. Allison McKinnon, Weaver, Mr. Robert Taitano, Master Carver, Japanese actors Ms. Nami Miyahara and Mr. Shoei, resulting in once again, over \$1 million worth of publicity for Guam.



CREATING A WINNING STRATEGY FOR DEVELOPING & EMERGING MARKETS

KOREA

While most consumers in developing & emerging (D&E) markets have to be more cost conscious, they still want quality, variety and class in their choice destination. Insights into the desires of these visitors drive the solutions and marketing initiatives we bring to these markets.

For example, we identified the need for hosting Guam Food Festivals in the key cities in Korea. The Bureau has worked with major hotels and restaurants for a Guam Food Fair event with chefs brought in from Guam to cook traditional local dishes in Guam decorated venues.

In the coming year, we plan to arrange for a local chef to appear on a popular cooking show where the chef will prepare traditional Chamorro dishes and share the recipes with the Korean audience.

This year marked the first time Guam Live Presentations were brought to Korea. Gauging from the success of the Japan GLPs, the Bureau brought Miss Guam Tourism winners to Seoul and Busan, to expose Guam's beauty and grace with the general population at the major high traffic areas including shopping malls, depots, and tour agent/airline offices. After receiving favorable feedback and reception from the first GLP, the Bureau will continue the momentum and increase the number of GLPs for the coming year.

Guam was a popular filming spot for the Korean film and television industry in 2006. For example, the popular Korean entertainment program '6 Girls' filmed several episodes in the month of September. The program targets audience members ranging from young families in their 10's – 40's, the Office Lady (OL) market and the Free Independent Traveler (FIT). The show featured six top female celebrities along with other famous guests as they play several games, which are now popular in Korea.

Since it was first held in 1986, the Korea World Travel Fair (KOTFA) has grown to become a major national tourism exhibition. It is the largest participation by international and domestic tourism related organizations among travel shows in Korea. The annual event is also recognized and supported by international and domestic tourism authorities including WTO, The Ministry of Culture & Tourism of Korea, Seoul Metropolitan Government, Korea Tourism Organization and Korea Tourism Association. Guam's booth won "Best Booth Operation Award" and the cultural entertainers/dancers won the "Best Folklore Performance Award".



광 관광청 & HSBC 업무 제휴식

2005년 12월 21일 (수)



CREATING A WINNING STRATEGY FOR DEVELOPING & EMERGING MARKETS

TAIWAN

In a hyper-competitive tourism marketplace, Edelman Taiwan, looked for high-value, cost-effective strategies and tactics to build the Guam brand locally. To help focus on the “fun in the sun” elements of Guam travel, GVB Taiwan worked with SET-TV and its Treasure Hunter program.

Designed as a travel-focused game show, the program introduces tourism destinations through “treasure hunts” and adventure games for participants. Hosted by Taiwan’s top idols, the show also features popular singers, actors and other entertainers.

The objectives for the partnership with Treasure Hunter were to: 1. Meet the goal of increasing the awareness of Guam among the young, active audience; and, 2. Create programming that was engaging and interesting and not just an “advertisement” for Guam.

The Guam-based episodes of the show were its highest-rated ever and the highest audience numbers for SET-TV, with the most-watched of the 4 shows reaching 1,880,000 viewers. Most importantly, the partnership has helped position Guam as a destination of choice for fun-loving Taiwanese tourists; therefore continuously increasing the number of visitors to the island.

The Guam Visitors Bureau (GVB) has activated its Chinese-language website, which provides abundant, real time travel information, itinerary planning, photo uploading, and a discussion board.

Based on the findings from a 2005 survey of the demand and status quo of mobile/wireless applications and households’ broadband access in Taiwan, it was discovered that roughly five million Taiwan households have Internet access and it is a trend among people in Taiwan to book flights, buy tour packages, and gather travel information on-line. Moreover, because many visitors from Taiwan tend to be free independent travelers, the GVB decided to set up this website to provide the best information service to them.

The website provides comprehensive travel information on Guam, including the current weather, exchange rates between Taiwan and US Dollars, visa-free requirements, and promotional tour packages offered by travel agents. Moreover, based on different vacation purposes, e.g., weddings/honeymoons, golfing, family tours, incentive tours, etc., the Chinese-language site provides relevant information, including how to contact local hoteliers and their URLs. Information on shopping, water sports, land pursuits, as well as food and drinks are also included to facilitate a convenient and pleasurable visit to Guam.

This Web 2.0-based site enables member interactions and the arrangement of customized tours. Members are also able to seek same-minded travel mates and, after returning from Guam, are able to share with others how fun Guam is by becoming a virtual tour guide using the site's photo uploading and travelogue functions.

To date, 260 people are registered as friends of Guam and 197831 site clicks have been generated. The URL of this website is <http://www.visitguam.org.tw>.

In September of this year, Fish Leong, a leading singer of love songs in Asia, worked with the Bureau for 'Hand in Hand', the title song of her newest album. Guam's white sandy beaches, crystal blue waters, exquisite chapels, and scenic overlooks, did great justice for the interpretation of the song. Rock Group, Fish Leong's record company, worked with the Guam Visitors Bureau for the five-day shooting of the music video and TV special for 'Hand in Hand'.

The MV broadcasted on Oct. 31 and generated great coverage in newspapers, TV, magazine and website, for a total media PR value of USD 640,000. Fish used the photos that were shot in Guam as her second edition album cover and the DVD of the MV. Currently, 120,000 copies of her album were sold, which is the top 10 bestseller in Taiwan.

Moreover, during the recent International Travel Fair, Fish Leong made an appearance at the Guam booth to do a co-marketing campaign that attracted thousands of attendees.



CREATING A WINNING STRATEGY FOR DEVELOPING & EMERGING MARKETS

HONG KONG

After two to three years of intensive tactful marketing on promoting Guam as the best wedding and honeymoon destination for Hong Kong, Guam has now been frequently voted as the "Best overseas wedding destination" by many leading magazines in Hong Kong. As a result, number of visitors for FY 2006 surged over 30% in comparison to FY 2005.

In 2006, GVB HK worked closely with travel agents and designated wedding planning companies to ensure Guam is always their prioritized destination for perfect overseas wedding when talking to their customers. GVB HK provided ongoing support with promotional materials, needed information, land support, and visa applications. GVB HK also provided staff support to wedding planning companies during all wedding exhibitions in Hong Kong (Total of 9 in FY 2006) to ensure information of Guam was clearly explained and answered. In addition to staff support during wedding exhibitions, GVB HK worked closely with wedding expo. organizers for on-stage activities and seminar talks such as the Chamorro dance competition and "All about Wedding in Guam seminar talk" to further enhance Guam's visibility to the wedding audience.

On a high note, GVB HK organized the first ever "15 pairs of group wedding in Guam" in conjunction with Continental Airlines, World Bridal, and GIT in the 1st quarter of FY 2006. The event was a great success and garnered extensive media coverage. GVB HK has decided to turn this event into an annual highlight wherein "18 pairs of group weddings in Guam" was held in the 1st quarter of FY 2007.

In addition to the wedding and honeymoon market, GVB HK held two diving familiarization tours, 2 travel agency fam tours, 1 corporate MICE fam tour, and 4 leisure fam tours throughout FY 2006 so as to showcase other highlights of Guam that are hard to find elsewhere in Asia. For example, a few of the locations and activities presented were the amazing blue hole diving adventure, WWI dive site, dolphin watching, world class golf courses, and the Chamorro village.

In the coming year, GVB HK will focus a majority of our marketing efforts towards the Wedding and Leisure markets, while continuously paying special attention to the MICE, Diving, and Golf markets. GVB HK would also like to invite more celebrities to visit Guam for various activities such as MTV or commercial shooting, TV programs, golf competitions, and wedding ceremonies.



www.visitguam.org

CREATING A WINNING STRATEGY FOR DEVELOPING AND EMERGING MARKETS

PACIFIC/MICRONESIA

2006, for the Pacific market several projects took place. GVB continued to attend the Pacific Asia Travel Association (PATA) Micronesia Chapter quarterly meetings that were held in alternating Micronesia islands.

GVB hosted the visit of the lucky draw winner and his family of the 1st Bisita Marianas Campaign in early April 2006.

GVB sent a delegation to attend the annual PATA Conference that was held in Pattaya, Thailand. Senator Antonio Unpingco led the Guam delegation comprised of GVB Board Chairman David Tydingco, GVB General Manager Gerry Perez, and Ms. Pilar Laguana, GVB Marketing Manager.

Ms. Gina Kono and Mr. Mark Manglona attended the PATA Travel Mart that was held in Hong Kong. Over 60 international buyers met with the GVB delegation during one-on-one meetings held over 3 days.

AUSTRALIA

From March 2 – 5, 2006, GVB participated in a Guam & Micronesia Seminar for travel agents and co-exhibited with Continental Micronesia at the Flight Expo 2006 in the Cairns/Brisbane area in Northern Australia. Joining the GVB were Micronesia representative, Mr. John Salas, Chairman of the PATA Micronesia Chapter and Dr. Minoru Ueki of Palau, a chapter member.

In April 2006, GVB hosted a familiarization tour consisting of 6 travel agents and a rep-

representative of Continental Micronesia Australia. Ms. Jessica Johnston, a reporter from Townsville Bulletin visited Guam from September 24 – 28, 2006.

PHILIPPINES

For FY2006 Media Familiarization Tours and friendly representations to members of the television, print and trade media proved to be a more cost effective means of creating awareness for Guam.

Media Familiarization Tours were done for various television and print media such as 'Sports Unlimited', 'Unang Hirit' Television Program, and Metro Society Magazine.

Travel Agent Familiarization Tours were held in May in partnership with Continental Airlines, as well as a joint tour with Philippine Airlines in July 2006.

A major production, which took place on island, was the 'Diwata' Fashion Show in November 2005. Dita Sandico Ong, a Filipino fashion designer and celebrated wrap artiste, took Guam by storm as she showcased her natural woven fabrics and indigenous weaves. The show generated much hype both in Guam and Manila, and was featured on Filipino TV station ABS-CBN.

The Bureau was also represented at the CEBU CIIEX (Cebu International Exhibit Trade Fair), Themes & Motifs Bridal Fair Exhibit (January 2006), La Vie En Rose Bridal Fair Exhibit - Honeymoon Destination (May 2006), Visayas Mindanao Travel Mart (March 2006), and the PTAA Travel Trade Fair (February 2006), wherein GVB garnered the award for 'Best Marketing Booth'.



CREATING A WINNING STRATEGY FOR DEVELOPING AND EMERGING MARKETS

NORTH AMERICA

Being a small market for Guam, the North America/Armed Forces Marketing Committee focuses its attention on generating story ideas in key media and attending important trade shows to generate travel leads and nurture industry relationships.

In FY2006 the Friends and Family/VFR "Come Home" website was established. The 4-page site was created to offer 'Friends and Family' information about travel deals and a place to communicate their love of the Island of Guam. Stories submitted by individuals are posted regularly.

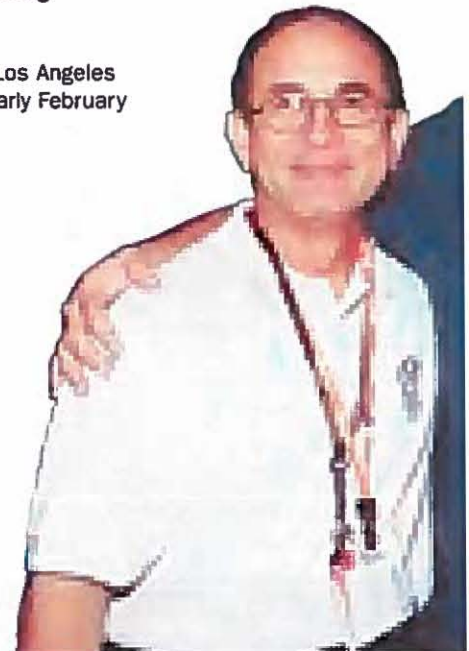
A photo contest was held to promote the web site. A total of 2500 people entered the Guam site through the Come Home site and a total of 14,000 visits to the Come Home index page.

In addition, a Dive/Adventure Landing page was put up with a slide show and a link to a PDF with complete information on diving on Guam.

GVB implemented its 1st Annual R&R Guam Tour from April 5 – 9, 2006. The project was tied in with the GHRA annual PHARE. Our neighboring islands of Micronesia were invited to participate in the R&R Guam Tour to introduce their destination to the military personnel in charge of handling active military personnel recreational activities to include travel.

GVB continued to attend the annual travel shows in the US mainland, such as, the Travel Industry Association POW WOW and DEMA (Dive Equipment and Marketing Association).

For the first time, GVB together with other Micronesia islands attended the Los Angeles Times Travel Show with Adventures in Travel Expo. This show was held in early February 2006 in Long Beach, California.





RESEARCH

On August 20, 1990, Public Law 20-205 was signed, establishing a Research Department within the Guam Visitors Bureau. The Department was given the responsibility of "working with other entities to collect, analyze, and evaluate pertinent data on the visitor industry and to disseminate comprehensive statistics and other data on a monthly, quarterly and yearly basis." Projects enumerated in the initial budget included exit surveys as well as monthly, quarterly and annual reports. The reports, surveys and studies produced by the Department are regularly provided to GVB members as a benefit of membership.

In the fifteen years since its creation, the GVB Research Department has continued to implement the core projects outlined in its enabling legislation by producing over 200 statistical reports, conducting and issuing information more than 120 exit surveys that scrutinized responses of visitors from five different markets; producing reports on the visitor industry labor market; and analyzing data obtained from the arrival forms filled out by visitors.

Since 1990, the Department has compiled numerous annual inventory reports on accommodations, optional tours, and recreational facilities; produced marketing effectiveness studies regarding performance in Japan, Korea, and Taiwan; made forecasts and projected arrivals and occupancy rates; and developed market share analyses vital to the Bureau's marketing strategies.

The Research Department assumed the duty of processing the customs forms filled out by each traveller to Guam in June 2000. For a number of years the Bureau had been providing maintenance for the equipment used to scan the customs forms and produce statistical printouts, while the actual sorting and scanning had been conducted by the Guam Department of Commerce (DOC).

By bringing the customs forms scanning in-house, the Research Department has been able to more quickly and accurately count arrivals and produce statistical data regarding Guam's visitors.

Among the Fiscal Year 2006 monthly exit surveys conducted by the Department at the A.B. Won Pat International Airport Terminal departure area, twelve were of Japanese visitors and 10 were of Korean visitors. These surveys provided a very valuable "snapshot" of visitors' perceptions while in Guam. The profile of the visitors supplies a wealth of information, including reasons for coming to Guam, length of their stay, and a rating of facilities and attractions.

FISCAL YEAR ARRIVALS AIR & SEA

	Total Air	Total Sea	Total Air & Sea	% CHG LY	Growth Rate
FY2003	810,150	46,781	856,931	-15.5%	
FY2004	1,112,231	43,968	1,156,199	34.9%	
FY2005	1,165,149	44,998	1,210,147	4.7%	
FY2006	1,189,891	27,220	1,217,111	0.6%	6.17%

FISCAL YEAR ARRIVALS MONTHLY

	FY2003	FY2004	FY2005	FY2006	% Chg LY
October	88,712	83,254	86,057	93,680	8.9%
November	95,441	97,489	91,155	99,441	9.1%
December	37,949	93,934	101,147	102,678	1.5%
January	57,826	101,809	114,446	119,562	4.5%
February	84,739	112,053	109,628	106,924	-2.5%
March	68,269	97,433	103,785	114,075	9.9%
April	57,325	79,556	88,602	87,016	-1.8%
May	61,175	86,704	92,472	92,459	0%
June	50,872	87,298	97,951	88,919	-9.2%
July	73,150	102,463	115,136	109,723	-4.7%
August	86,577	113,611	109,465	114,982	5.0%
<u>September</u>	<u>94,896</u>	<u>100,595</u>	<u>100,303</u>	<u>87,652</u>	<u>-12.6%</u>
TOTAL	856,931	1,156,199	1,210,147	1,217,111	0.6%

Source: Customs Declaration Forms, Customs & Quarantine Agency
 Processed and compiled by the GVB Research Department
 Military air & sea arrivals are included appropriately. Detailed breakdown available upon request.

FISCAL YEAR ARRIVALS BY COUNTRY

	FY2003	FY2004	FY2005	FY2006	% Chg LY
Japan	606,100	897,046	938,731	962,731	2.6%
Korea	94,429	92,559	104,844	114,471	9.2%
Taiwan, R.O.C.	17,576	24,471	23,048	17,018	-26.2%
US Mainland	33,870	35,885	38,035	34,651	-8.9%
Hawaii	8,008	8,907	9,115	8,850	-2.9%
CNMI	17,817	18,978	18,622	18,070	-3.0%
Palau	3,109	3,353	3,530	3,121	-11.6%
FSM	9,500	8,715	8,334	8,173	-1.9%
RMI	681	818	912	997	9.3%
Philippines	6,381	7,135	6,598	7,980	20.9%
Australia	1,900	2,663	2,741	2,380	-13.2%
Canada	547	582	514	579	12.6%
Europe	1,361	1,432	1,737	1,421	-18.2%
Hong Kong	5,054	5,150	4,293	5,455	27.1%
Nauru	6	14	5	10	100.0%
Thailand	219	272	161	217	34.8%
China, PRC	733	827	867	1,068	23.2%
Vietnam	27	38	31	24	-22.6%
<u>Other</u>	<u>2,832</u>	<u>3,386</u>	<u>3,031</u>	<u>2,675</u>	<u>-11.7%</u>
Total Air	810,150	1,112,231	1,165,149	1,189,891	2.1%
Total Sea	46,781	43,968	44,998	27,220	-39.5%
Total Air & Sea	856,931	1,156,199	1,210,147	1,217,111	0.6%



JAPAN VISITOR ARRIVALS BY REGION

FY 2006	Kanto	Chubu	Kinki	Tohoku	Kyushu	Chugoku	Hokkaido	Okinawa/			
(Tokyo)	(Nagoya)	(Osaka)	(Sandal)	(Fukuoka)	(Hiroshima)	(Sapporo)	(Siboku)	Mits	Other	TOTAL	
October	39,326	9,986	14,794	2,744	2,719	2,713	1,584	1,322	135	283	75,480
November	40,024	12,578	15,898	2,995	3,214	2,790	1,909	1,113	226	312	81,059
December	41,946	16,475	12,179	2,895	2,756	2,983	1,793	1,206	207	329	82,769
1st Quarter	121,296	38,949	42,871	8,634	8,689	8,486	5,250	3,641	568	924	239,308
January	44,920	13,860	18,887	3,273	2,789	3,480	4,423	1,414	202	323	93,571
February	41,148	13,779	17,617	2,592	2,796	2,714	2,561	1,116	147	403	84,873
March	45,514	15,342	20,319	2,968	3,071	3,042	2,494	1,342	195	366	94,653
2nd Quarter	131,582	42,981	56,823	8,833	8,656	9,236	9,478	3,872	544	1,092	273,097
April	35,320	10,478	11,879	2,398	2,422	2,213	1,517	845	196	262	67,530
May	33,600	11,268	14,031	2,588	2,891	3,051	1,612	1,328	150	268	67,530
June	34,829	10,971	13,062	22,232	2,368	2,208	1,670	861	575	364	89,140
3rd Quarter	103,749	32,717	38,972	27,218	7,881	7,472	4,799	3,034	921	894	227,457
July	47,009	11,101	15,436	2,238	2,264	2,422	1,268	1,154	196	299	83,837
August	48,092	12,390	17,693	1,754	2,378	2,357	1,219	1,180	373	240	87,676
September	39,157	9,095	13,723	1,670	2,372	1,912	1,246	981	195	282	70,633
4th Quarter	134,259	32,588	46,852	5,752	7,374	6,691	3,733	3,315	784	821	242,148
FY 2006 Total	490,885	147,233	185,518	50,437	32,400	31,885	23,260	13,862	2,797	3,731	982,008
Market Mix	50%	15%	19%	5%	3%	3%	2%	1%	.3%	.4%	

FY 2005	Kanto	Chubu	Kinki	Tohoku	Kyushu	Chugoku	Hokkaido	Okinawa/			
(Tokyo)	(Nagoya)	(Osaka)	(Sandal)	(Fukuoka)	(Hiroshima)	(Sapporo)	(Siboku)	Mits	Other	TOTAL	
October	36,441	11,672	12,171	2,076	2,610	2,075	1,482	1,054	277	303	70,161
November	36,697	11,738	13,279	2,646	2,979	2,573	1,734	1,206	188	256	73,296
December	38,793	13,396	14,349	3,047	2,821	3,132	1,835	1,530	127	306	79,336
1st Quarter	111,931	36,806	39,799	7,769	8,410	7,780	5,051	3,790	592	865	222,793
January	43,639	14,798	15,228	3,819	2,994	2,604	4,473	991	149	282	88,977
February	40,305	14,062	14,052	2,882	2,802	2,087	3,025	1,198	154	388	80,955
March	42,073	15,513	15,054	2,634	3,183	2,362	2,641	1,188	253	382	85,283
2nd Quarter	126,017	44,373	44,334	9,335	8,979	7,053	10,139	3,377	556	1,052	255,215
April	33,951	11,489	11,913	2,583	2,711	2,250	1,626	1,074	244	356	68,197
May	33,689	12,081	13,708	2,509	2,888	2,787	1,759	1,334	307	235	71,277
June	37,763	11,593	12,740	2,444	2,409	2,226	1,717	1,170	236	599	72,897
3rd Quarter	105,403	35,163	38,361	7,536	8,008	7,243	5,102	3,578	787	1,190	212,371
July	41,153	12,221	15,019	2,366	2,417	2,454	1,341	1,171	299	458	78,899
August	45,157	12,926	15,792	1,974	2,696	2,816	1,284	1,029	140	283	84,097
September	45,066	14,392	14,569	2,418	2,558	2,938	1,734	1,037	340	304	85,356
4th Quarter	131,378	39,539	45,380	6,758	7,671	8,208	4,359	3,237	779	1,045	248,352
FY 2005 Total	474,727	155,881	167,874	31,398	33,068	30,284	24,651	13,982	2,714	4,152	938,731
Market Mix	51%	17%	18%	3%	4%	3%	3%	1%	.3%	.4%	

JAPAN VISITOR ARRIVALS BY REGION

FY 2004	Kanto (Tokyo)	Chubu (Nagoya)	Kinki (Osaka)	Tohoku (Sendai)	Kyushu (Fukuoka)	Chugoku (Hiroshima)	Hokkaido (Sapporo)	Okinawa/ Shikoku	Miyazaki	Other	TOTAL
October	34,681	10,088	11,462	2,515	2,291	1,673	1,485	910	228	268	65,601
November	36,940	11,304	13,833	2,902	2,956	2,385	1,792	1,151	436	399	74,098
December	35,347	12,647	13,813	3,002	2,563	2,673	2,027	1,499	170	293	74,034
1st Quarter	34,681	10,088	11,462	2,515	2,291	1,673	1,485	910	228	268	213,733
January	39,841	12,654	14,509	2,922	2,383	2,028	3,677	1,065	205	356	79,640
February	38,199	13,400	13,445	2,870	3,102	2,768	2,117	1,073	259	402	77,635
March	37,816	16,148	13,707	2,571	3,264	2,506	2,649	1,270	220	264	80,415
2nd Quarter	115,856	42,202	41,661	8,363	8,749	7,302	8,443	3,408	684	1,022	237,690
April	29,950	10,702	11,691	2,656	2,568	1,954	1,629	861	175	238	62,424
May	31,962	12,836	13,488	2,301	2,818	2,474	1,467	1,036	179	326	68,887
June	36,124	11,090	11,033	2,251	2,791	1,882	1,416	943	340	287	68,157
3rd Quarter	98,036	34,628	36,212	7,208	8,177	6,310	4,512	2,840	694	851	199,468
July	39,814	12,152	15,529	2,103	2,819	2,180	1,525	1,092	420	373	78,007
August	45,207	12,544	16,307	2,111	2,698	2,971	1,410	1,277	234	386	85,145
September	42,715	15,960	13,681	2,295	3,074	2,047	1,534	1,177	221	299	83,003
4th Quarter	127,738	40,656	45,517	8,509	8,591	7,198	4,489	3,546	875	1,058	248,155
FY 2004 Total	376,309	127,574	134,852	24,595	27,808	22,483	18,909	10,704	2,481	3,199	897,046
Market Mix	50%	17%	18%	3%	4%	3%	3%	1%	.3%	.4%	

FY 2003	Kanto (Tokyo)	Chubu (Nagoya)	Kinki (Osaka)	Tohoku (Sendai)	Kyushu (Fukuoka)	Chugoku (Hiroshima)	Hokkaido (Sapporo)	Okinawa/ Shikoku	Miyazaki	Other	TOTAL
October	31,833	10,813	12,235	2,343	3,001	2,187	1,778	1,234	344	482	66,250
November	34,675	11,264	13,087	2,292	2,666	1,861	2,123	1,243	203	245	69,659
December	11,509	4,008	4,231	1,080	1,133	794	775	550	86	165	24,331
1st Quarter	78,017	26,085	29,553	5,715	6,800	4,842	4,676	3,027	633	892	180,240
January	20,344	7,030	7,308	1,726	1,499	1,113	1,916	771	127	232	42,066
February	25,712	9,295	10,406	1,916	2,272	1,576	2,171	1,068	95	165	54,676
March	24,609	9,298	10,877	1,852	1,831	1,536	1,570	879	144	238	52,834
2nd Quarter	70,665	26,623	28,591	5,494	5,602	4,225	5,657	2,718	366	635	149,576
April	17,494	5,347	5,948	1,041	1,500	938	791	482	215	283	34,039
May	15,984	4,517	6,351	892	1,363	977	769	408	114	222	31,597
June	18,647	3,692	6,114	1,292	1,217	1,070	766	485	304	178	33,765
3rd Quarter	52,125	13,556	18,413	3,225	4,080	2,985	2,326	1,375	633	683	99,401
July	28,686	6,645	10,410	1,235	1,482	1,059	1,044	720	306	270	51,857
August	36,565	8,337	11,986	1,688	1,902	1,813	986	914	114	215	64,520
September	42,883	12,517	15,090	2,265	2,381	2,219	1,622	1,059	212	258	80,506
4th Quarter	108,134	27,499	37,486	5,188	5,785	5,091	3,652	2,893	632	743	196,883
FY 2003 Total	308,941	92,763	114,043	19,822	22,247	17,143	16,311	9,813	2,264	2,953	606,100
Market Mix	51%	15%	19%	3%	4%	3%	3%	2%	.4%	.5%	

GUAM'S MARKETSHARE OF JAPAN TRAVELERS

	FY2003	Guam	Guam	FY2004	Guam	Guam	FY2005	Guam	Guam	FY2006	Guam	Guam
	JOT ¹	Pax ²	MS ³	JOT ¹	Pax ²	MS ³	JOT ¹	Pax ²	MS ³	JOT ¹	Pax ²	MS ³
October	1,483,874	66,250	4.46%	1,295,142	65,601	5.07%	1,556,712	70,161	4.51%	1,502,194	75,480	5.02%
November	1,396,561	69,659	4.99%	1,259,963	74,098	5.88%	1,484,702	73,296	4.94%	1,500,684	81,059	5.40%
December	1,392,127	24,331	1.75%	1,327,133	74,034	5.58%	1,425,000	79,336	5.57%	1,401,797	82,769	5.90%
1st Quarter	4,272,562	160,240	3.75%	3,882,238	213,733	5.51%	4,466,414	222,793	4.99%	4,404,675	239,308	5.43%
January	1,262,094	42,066	3.33%	1,189,547	79,640	6.69%	1,453,740	88,977	6.12%	1,343,554	93,571	6.96%
February	1,318,859	54,676	4.15%	1,256,253	77,635	6.18%	1,374,771	80,955	5.89%	1,398,661	84,873	6.07%
March	1,256,784	52,834	4.20%	1,312,696	80,415	6.13%	1,533,379	85,283	5.56%	1,577,432	94,653	6.00%
2nd Quarter	3,837,737	149,576	3.90%	3,758,496	237,690	6.32%	4,361,890	255,215	5.85%	4,319,647	273,097	6.32%
April	719,127	34,039	4.73%	1,208,082	62,424	5.17%	1,329,301	68,197	5.13%	1,280,116	67,530	5.28%
May	567,832	31,597	5.56%	1,289,328	68,887	5.43%	1,261,561	71,277	5.65%	1,385,268	70,787	5.11%
June	662,259	33,765	5.10%	1,350,207	68,157	5.05%	1,355,480	72,897	5.38%	1,425,400	69,140	4.85%
3rd Quarter	1,949,218	99,401	5.10%	3,827,617	199,468	5.21%	3,946,342	212,371	5.38%	4,090,784	207,457	5.07%
July	973,241	51,857	5.33%	1,468,142	78,007	5.31%	1,422,240	78,899	5.55%	1,448,126	83,837	5.79%
August	1,295,385	64,520	4.98%	1,676,206	85,145	5.08%	1,628,000	84,097	5.17%	1,704,010	87,676	5.15%
September	1,358,511	80,506	5.93%	1,639,445	83,003	5.06%	1,624,000	85,356	5.26%	1,627,000	70,633	4.34%
4th Quarter	3,627,137	196,883	5.43%	4,783,793	246,155	5.15%	4,674,240	248,352	5.31%	4,779,136	242,146	5.07%
FY TOTAL	13,686,654	606,100	4.43%	16,252,144	897,046	5.52%	17,448,886	938,731	5.38%	17,594,242	962,008	5.47%

1 Japan Overseas Travellers. NOTE: 2003-2005 figures are final. September 2006 are preliminary. Source: Ministry of Justice, Japan. Compiled by the Japan National Tourist Organization

2Guam's Pax, Source: Customs Declaration Forms, Customs & Quarantine Agency. Compiled by the Guam Visitors Bureau

3Guam Market Share

FY2006 JAPAN VISITOR PROFILE

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness with the respondent present.
- A total of 4,823 departing Japanese visitors (October 2005~September 2006) were randomly interviewed at the Guam A.B. Wonpat International Airport's departure and waiting areas.
- The margin of error for a sample of 4,823 is +/-1.47 percentage points with a 95% confidence level. That is, if all Japanese visitors who traveled to Guam in the same time period were asked these questions, we can be 95% certain that their responses would not differ by +/-1.47 percentage points.

Marital Status	FY2006/FY2005	Average Length of Stay	
Married	35%/35%	1~2 nights	26%/9%
Single	65%/65%	3 nights	67%/84%
		4+ nights	7%/7%
Overall Age		Travel Planning	
Less than 20 years	3%/4%	Full tour package	19%/14%
20~29 years	58%/60%	Free-time package tours	69%/74%
30~39 years	26%/24%	Individually arranged travel	3%/5%
40~49 years	10%/8%	Group Tour	8%/7%
50+ years	4%/5%		
Personal Income		Most Travel Motivation Reason Important	
Less than ¥3M	21%/34%	Beaches, seas, climate	57%/47%
¥3M~¥3.9M	16%/18%	Pleasure	50%/41%
¥4M~¥4.9M	12%/12%	16%/14%	
¥5M~¥6.9M	17%/10%	Short travel time	47%/29%
¥7M~¥9.9M	13%/5%	9%/8%	
¥10M+	17%/4%	Relaxation	35%/29%
No income/unspecified	4%/18%	10%/8%	
Travel Companions		Shopping	34%/29%
Friends	53%/57%	4%/5%	
With Spouse	18%/16%	Price	33%/29%
With Office Mates	13%/13%	10%/9%	
With Family	14%/12%	Prior trip	29%/25%
With Children	7%/6%	2%/9%	
Travelled Alone	0%/1%	Watersports	20%/15%
Other	3%/1%	3%/3%	
First Timers/Repeaters		Recommendation	19%/13%
First Trip	70%/71%	6%/4%	
Repeat Visitor	30%/29%	Company trip	na/11%
Repeat Visitors Last Trip:			
Within the last year	18%/23%		
1to 2 years ago	24%/20%		
2 or more years ago	58%/57%		
Gender		Expenditures Per Person (mean average)	
Male	50%/50%	Prepaid	\$622.04/\$600.70
Female	50%/50%	On-Island	\$666.21/\$675.56



KOREAN VISITOR ARRIVALS BY REGION

FY 2006	Seoul	Pusan	Taegu	Inchon	Kwangju	Taejon	Other	TOTAL
October	4,393	364	305	409	163	153	1,555	7,342
November	5,165	348	358	457	148	209	1,508	8,193
December	4,852	447	250	310	113	206	1,442	7,620
1st Quarter	14,410	1,159	913	1,176	424	568	4,505	23,155
January	7,325	1,180	643	617	256	292	2,140	12,453
February	5,972	715	379	477	220	239	1,784	9,786
March	5,479	396	283	443	134	243	1,433	8,411
2nd Quarter	18,776	2,291	1,305	1,537	610	774	5,357	30,650
April	5,161	356	287	450	166	187	1,457	8,064
May	6,510	431	343	363	207	194	1,678	9,726
June	4,597	364	265	423	156	192	1,373	7,370
3rd Quarter	16,268	1,151	895	1,236	529	573	4,508	25,160
July	8,220	859	559	534	297	299	2,618	13,386
August	9,979	1,037	621	662	407	389	2,463	15,558
September	4,410	180	257	369	106	170	1,070	6,562
4th Quarter	22,609	2,076	1,437	1,565	810	858	6,151	35,506
FY 2006 Total	72,063	6,677	4,550	5,514	2,373	2,773	20,521	114,471
Market Mix	63%	6%	4%	5%	2%	2%	18%	

FY 2005	Seoul	Pusan	Taegu	Inchon	Kwangju	Taejon	Other	TOTAL
October	2,997	180	88	303	50	68	858	4,544
November	4,194	278	172	429	88	106	1,332	6,599
December	5,072	300	214	353	152	181	1,249	7,521
1st Quarter	12,263	758	474	1,085	290	355	3,439	18,664
January	7,428	1,893	953	674	322	326	2,989	14,585
February	6,003	934	376	345	223	280	1,675	9,836
March	3,981	308	236	390	134	235	1,300	6,584
2nd Quarter	17,412	3,135	1,565	1,409	679	841	5,964	31,005
April	4,967	932	255	377	134	274	1,702	8,641
May	4,960	1,196	347	480	151	219	1,829	9,182
June	4,820	368	239	370	103	187	1,273	7,360
3rd Quarter	14,747	2,496	841	1,227	388	680	4,804	25,183
July	6,697	848	408	456	130	284	1,832	10,655
August	8,516	1,058	514	488	162	396	2,469	13,603
September	3,786	207	214	313	91	124	999	5,734
4th Quarter	18,999	2,113	1,136	1,257	383	804	5,300	29,992
FY 2005 Total	63,421	8,502	4,016	4,978	1,740	2,680	19,507	104,844
Market Mix	60%	8%	4%	5%	2%	3%	19%	

KOREAN VISITOR ARRIVALS BY REGION

FY 2004	Seoul	Pusan	Taegu	Inchon	Kwangju	Taejeon	Other	TOTAL
October	3,848	384	236	398	108	164	1,026	6,164
November	5,324	332	222	399	109	163	1,229	7,778
December	4,687	440	269	304	144	198	1,315	7,357
1st Quarter	13,859	1,156	727	1,101	361	525	3,570	21,299
January	6,000	417	268	601	218	314	1,746	9,564
February	7,467	672	450	547	284	336	2,367	12,123
March	3,839	257	174	453	116	134	905	5,878
2nd Quarter	17,306	1,346	892	1,601	618	784	5,018	27,565
April	3,849	277	130	261	110	134	929	5,690
May	3,944	307	227	235	103	105	1,049	5,970
June	3,558	331	216	299	73	189	890	5,556
3rd Quarter	11,351	915	573	795	286	428	2,868	17,216
July	6,597	463	515	362	159	211	1,450	9,757
August	6,898	572	364	536	189	233	1,966	10,758
September	4,037	272	155	248	82	124	1,046	5,964
4th Quarter	17,532	1,307	1,034	1,146	430	568	4,462	26,479
FY 2004 Total	60,048	4,724	3,226	4,643	1,695	2,305	15,918	92,559
Market Mix	65%	5%	3%	5%	2%	2%	17%	

FY 2003	Seoul	Pusan	Taegu	Inchon	Kwangju	Taejeon	Other	TOTAL
October	3,848	384	236	398	108	164	1,026	11,114
November	5,324	332	222	399	109	163	1,229	13,541
December	4,687	440	269	304	144	198	1,315	3,732
1st Quarter	13,859	1,156	727	1,101	361	525	3,570	28,387
January	4,180	383	242	357	147	181	990	6,480
February	5,579	399	308	459	182	150	1,476	8,553
March	3,764	287	181	475	106	146	894	5,853
2nd Quarter	13,523	1,069	731	1,291	435	477	3,360	20,886
April	3,066	350	225	330	152	109	880	5,112
May	4,565	373	198	333	96	151	866	6,582
June	4,576	470	190	332	84	164	924	6,740
3rd Quarter	12,207	1,193	613	995	332	424	2,670	18,434
July	6,460	567	348	386	114	199	1,324	9,398
August	7,154	1,381	511	529	146	219	1,599	11,539
September	3,789	369	227	281	92	114	913	5,785
4th Quarter	17,403	2,317	1,086	1,196	352	532	3,836	26,722
FY 2003 Total	56,992	5,735	3,157	4,583	1,480	1,958	13,436	94,429
Market Mix	65%	7%	4%	5%	2%	2%	15%	

GUAM'S MARKETSHARE OF KOREA TRAVELERS

	FY 2003	Guam	Guam	FY 2004	Guam	Guam	FY 2005	Guam	Guam	FY 2006	Guam	Guam
	KOT ¹	Pax ²	MS ³	KOT ¹	Pax ²	MS ³	KOT ¹	Pax ²	MS ³	KOT ¹	Pax ²	MS ³
October	605,926	11,114	1.83%	648,368	6,164	0.95%	757,538	4,544	0.60%	848,088	7,342	0.87%
November	580,686	13,541	2.33%	640,191	7,778	1.21%	745,887	6,599	0.88%	784,032	8,193	1.04%
December	559,489	3,732	0.67%	617,180	7,357	1.19%	725,697	7,521	1.04%	790,681	7,620	0.96%
1st Quarter	1,746,101	28,387	1.63%	1,905,739	21,299	1.12%	2,229,122	18,664	0.84%	2,422,801	23,155	0.96%
January	742,059	6,480	0.87%	793,478	9,564	1.21%	897,406	14,585	1.63%	985,287	12,453	1.26%
February	621,505	8,553	1.38%	670,447	12,123	1.81%	745,998	9,836	1.32%	944,596	9,786	1.04%
March	519,583	5,853	1.13%	587,629	5,878	1.00%	707,058	6,584	0.93%	823,918	8,411	1.02%
2nd Quarter	1,883,147	20,886	1.11%	2,051,554	27,565	1.34%	2,350,462	31,005	1.32%	2,753,801	30,650	1.11%
April	339,376	5,112	1.51%	642,413	5,690	0.89%	762,096	8,641	1.13%	855,082	8,064	0.94%
May	360,293	6,582	1.83%	680,185	5,970	0.88%	802,497	9,182	1.14%	848,492	9,726	1.15%
June	483,965	6,740	1.39%	712,260	5,556	0.78%	864,057	7,360	0.85%	837,738	7,370	0.88%
3rd Quarter	1,183,634	18,434	1.56%	2,034,858	17,216	0.85%	2,428,650	25,183	1.04%	2,541,312	25,160	0.99%
July	729,337	9,398	1.29%	897,234	9,757	1.09%	1,020,757	10,655	1.04%	n/a	13,386	n/a
August	793,315	11,539	1.45%	930,573	10,758	1.16%	1,069,400	13,603	1.27%	n/a	15,558	n/a
September	591,151	5,785	0.98%	682,244	5,964	0.87%	785,549	5,734	0.73%	n/a	6,562	n/a
4th Quarter	2,113,803	26,722	1.26%	2,510,051	26,479	1.05%	2,875,706	29,992	1.04%	n/a	35,506	n/a
FY TOTAL	6,926,685	94,429	1.36%	8,502,202	92,559	1.09%	9,883,940	104,844	1.06%	n/a	114,506	n/a

¹ Korea Overseas Travellers. Source: Korea National Tourist Organization

²Guam's Pax, Source: Customs Declaration Forms, Customs & Quarantine Agency

³ Guam Market Share

TAIWAN VISITOR ARRIVALS BY REGION

				Taoyuan, Miaoli, Hsinchu		
FY2006	Taipei	Kaohsiung	Taichung		Other	TOTAL
October	1,381	63	83	176	85	1,788
November	849	71	99	104	60	1,183
December	941	91	186	159	99	1,476
1st Quarter	3,171	225	368	439	244	4,447
January	1,889	118	224	250	141	2,622
February	1,217	75	157	195	133	1,777
March	594	88	100	81	88	951
2nd Quarter	3,700	281	481	526	362	5,350
April	609	69	79	109	76	942
May	888	78	70	81	59	1,176
June	944	49	120	147	70	1,330
3rd Quarter	2,441	196	269	337	205	3,448
July	1,233	87	218	136	142	1,816
August	667	80	152	118	87	1,104
September	612	49	62	85	45	853
4th Quarter	2,512	216	432	339	274	3,773
FY2006 Total	11,824	918	1,550	1,641	1,085	17,018
Market Mix	69%	5%	9%	10%	6%	

				Taoyuan, Miaoli, Hsinchu		
FY2005	Taipei	Kaohsiung	Taichung		Other	TOTAL
October	1,237	76	127	125	110	1,675
November	978	58	75	77	58	1,246
December	811	55	97	170	55	1,188
1st Quarter	3,026	189	299	372	223	4,109
January	1,437	90	123	145	95	1,890
February	2,415	138	231	296	118	3,198
March	1,077	123	127	99	63	1,489
2nd Quarter	4,929	351	481	540	276	6,577
April	995	95	56	66	40	1,252
May	1,452	76	80	190	97	1,895
June	1,690	124	181	179	117	2,291
3rd Quarter	4,137	295	317	435	254	5,438
July	2,164	165	237	380	259	3,205
August	1,631	112	114	213	144	2,214
September	1,101	77	88	169	70	1,505
4th Quarter	4,896	354	439	762	473	6,924
FY2005 Total	16,988	1,189	1,536	2,109	1,226	23,048
Market Mix	74%	5%	7%	9%	5%	

TAIWAN VISITOR ARRIVALS BY REGION

FY2004	Taipei	Kaohsiung	Taichung	Taoyuan, Miaoli, Hsinchu	Other	TOTAL
October	1,278	72	145	130	55	1,680
November	728	58	111	70	62	1,029
December	1,223	140	148	109	94	1,714
1st Quarter	3,229	270	404	309	211	4,423
January	2,020	135	297	405	119	2,976
February	1,278	118	99	195	96	1,786
March	1,127	121	177	145	113	1,683
2nd Quarter	4,425	374	573	745	328	6,445
April	1,076	89	118	146	114	1,543
May	1,478	113	103	171	126	1,991
June	1,888	148	168	140	96	2,440
3rd Quarter	4,442	350	389	457	336	5,974
July	1,944	132	215	295	214	2,800
August	1,929	153	160	263	192	2,697
September	1,557	134	109	207	125	2,132
4th Quarter	5,430	419	484	765	531	7,629
FY2004 Total	17,526	1,413	1,850	2,276	1,406	24,471
Market Mix	72%	6%	8%	9%	6%	

FY2003	Taipei	Kaohsiung	Taichung	Taoyuan, Miaoli, Hsinchu	Other	TOTAL
October	1,128	78	96	122	60	1,484
November	781	84	48	74	47	1,034
December	808	0	0	0	0	808
1st Quarter	2,717	162	144	196	107	3,326
January	1,008	83	80	118	87	1,376
February	1,848	150	245	268	119	2,630
March	652	48	20	55	40	815
2nd Quarter	3,508	281	345	441	246	4,821
April	526	67	61	40	41	735
May	446	35	47	27	33	588
June	779	55	86	75	88	1,083
3rd Quarter	1,751	157	194	142	162	2,406
July	1,959	135	234	221	91	2,640
August	2,034	101	140	207	91	2,573
September	1,329	111	92	185	93	1,810
4th Quarter	5,322	347	466	613	275	7,023
FY 2003 Total	13,298	947	1,149	1,392	790	17,576
Market Mix	76%	5%	7%	8%	4%	

GUAM'S MARKETSHARE OF TAIWAN TRAVELERS

	FY 2003	Guam	Guam	FY 2004	Guam	Guam	FY 2005	Guam
Guam	FY 2006	Guam	Guam					
MS ¹	TOT ¹	Pax ²	MS ³	TOT ¹	Pax ²	MS ³	TOT ¹	Pax ²
October	615,504	1,484	0.24%	651,386	1,680	0.26%	684,425	1,675
0.24%	710,221	1,788	0.25%					
November	506,730	1,034	0.20%	536,481	1,029	0.19%	579,489	1,246
0.22%	560,080	1,183	0.21%					
December	503,234	808	0.16%	508,667	1,714	0.34%	566,377	1,188
0.21%	555,265	1,476	0.27%					
1st Quarter	1,625,468	3,326	0.20%	1,696,534	4,423	0.26%	1,830,291	4,109
0.22%	1,825,566	4,447	0.24%					
January	542,979	1,376	0.25%	668,148	2,976	0.45%	568,456	1,890
0.33%	667,004	2,622	0.39%					
February	619,199	2,630	0.42%	506,105	1,786	0.35%	712,463	3,198
0.45%	710,619	1,777	.025%					
March	470,929	815	0.17%	576,992	1,683	0.29%	598,709	1,489
0.25%	651,368	951	.015%					
2nd Quarter	1,633,107	4,821	0.30%	1,751,245	6,445	0.37%	1,879,628	6,577
0.35%	2,028,991	5,350	0.26%					
April	232,836	735	0.32%	630,184	1,543	0.24%	700,031	1,252
0.18%	732,699	942	0.13%					
May	112,983	588	0.52%	605,731	1,991	0.33%	701,569	1,895
0.27%	699,865	1,176	0.17%					
June	249,789	1,083	0.43%	720,843	2,440	0.34%	729,041	2,291
0.31%	757,014	1,330	0.18%					
3rd Quarter	595,608	2,406	0.40%	1,956,758	5,974	0.31%	2,130,641	5,438
0.26%	2,189,578	3,448	0.16%					
July	678,036	2,640	0.39%	831,624	2,800	0.34%	890,098	3,205
0.36%	902,710	1,816	0.20%					
August	718,522	2,573	0.36%	755,375	2,697	0.36%	785,337	2,214
0.28%	816,489	1,104	0.14%					
September	601,265	1,810	0.30%	655,359	2,132	0.33%	696,855	1,505
0.22%	698,982	853	0.12%					
4th Quarter	1,997,823	7,023	0.35%	2,242,358	7,629	0.34%	2,372,290	6,924
0.29%	2,417,881	3,773	0.16%					
FY TOTAL	5,852,006	17,576	0.30%	7,646,895	24,471	0.32%	8,212,850	23,048
0.28%	8,462,016	17,018	0.20%					

1 Taiwan Overseas Travellers. Source: Tourism Bureau, Ministry of Transportation and Communications, Republic of China

2 Guam's Pax, Source: Customs Declaration Forms, Customs & Quarantine Agency

3 Guam Market Share



VISITOR ARRIVALS BY COUNTRY

HONG KONG

	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APR</u>	<u>MAY</u>	<u>JUN</u>	<u>JUL</u>	<u>AUG</u>	<u>SEP</u>	<u>TOTAL</u>
FY2002	391	658	1,009	489	869	660	731	987	861	860	976	402	8,893
FY2003	645	607	357	216	575	327	437	327	341	383	509	330	5,054
FY2004	379	379	417	504	345	339	488	359	559	541	512	328	5,150
FY2005	380	357	444	230	403	353	284	421	262	291	489	379	4,293
FY2006	487	436	483	522	295	336	574	494	361	572	425	470	5,455

PHILIPPINES

	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APR</u>	<u>MAY</u>	<u>JUN</u>	<u>JUL</u>	<u>AUG</u>	<u>SEP</u>	<u>TOTAL</u>
FY2002	494	527	527	404	509	754	629	550	589	522	466	456	6,427
FY2003	537	648	466	460	369	521	697	667	591	511	495	419	6,381
FY2004	532	577	631	449	501	661	893	765	556	556	525	489	7,135
FY2005	607	493	571	516	547	698	620	601	518	525	447	455	6,598
FY2006	781	685	658	543	497	614	990	846	560	585	555	665	7,979

MICRONESIA

CNMI • Palau • FSM • RMI

	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APR</u>	<u>MAY</u>	<u>JUN</u>	<u>JUL</u>	<u>AUG</u>	<u>SEP</u>	<u>TOTAL</u>
FY2002	2,198	3,170	3,080	2,673	2,258	2,695	2,405	2,772	3,055	2,932	2,742	2,188	32,168
FY2003	2,559	2,697	1,682	2,240	2,460	2,561	2,960	2,837	3,089	3,160	2,671	2,219	31,107
FY2004	2,376	2,301	3,081	2,267	2,311	2,616	2,749	2,735	2,890	4,214	2,172	2,338	32,050
FY2005	2,625	2,388	3,316	2,492	2,253	2,716	2,349	2,562	3,199	3,097	2,391	2,010	31,398
FY2006	2,192	2,426	3,003	2,108	2,060	2,621	2,491	2,507	3,006	3,414	2,470	2,060	30,358

NORTH AMERICA • HAWAII ARMED FORCES

Hawaii (civilian air & sea)

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2003	2,911	2,412	3,200	2,728	3,165	3,098	3,049	3,091	2,929	2,838	2,354	2,095	33,870
FY2004	2,457	2,446	2,733	2,944	3,185	3,146	3,203	2,909	3,045	3,913	2,946	2,958	35,885
FY2005	3,281	2,684	3,008	3,363	3,423	3,402	3,415	3,045	3,518	3,726	2,741	2,429	38,035
FY2006	2,627	2,302	2,839	2,656	2,794	2,972	2,656	2,907	3,375	2,656	2,764	2,558	33,466

U.S. Mainland (civilian air & sea)

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2003	671	719	589	686	579	803	652	747	657	672	561	672	8,008
FY2004	747	801	665	614	716	751	686	660	927	854	750	736	8,907
FY2005	737	906	600	933	655	813	726	662	776	814	789	704	9,115
FY2006	700	822	635	692	667	825	692	763	823	692	752	679	8,742

Armed Forces (air & sea)

	2006			2005			2004			2003		
	AIR	SEA	TOTAL	AIR	SEA	TOTAL	AIR	SEA	TOTAL	AIR	SEA	TOTAL
OCT	369	1,493	1,862	494	2,990	3,484	409	2,637	3,046	938	1,328	2,266
NOV	253	1,607	1,860	757	2,470	3,227	780	7,470	8,250	322	3,447	3,769
DEC	405	1,944	2,349	1,036	1,049	2,085	402	963	1,365	556	583	1,139
1st QTR	1,027	5,044	6,071	2,287	6,509	8,796	1,591	11,070	12,661	1,816	5,358	7,174
JAN	328	3,424	3,752	847	814	1,661	547	1,759	2,306	364	959	1,323
FEB	585	2,762	3,347	617	7,458	8,075	562	10,770	11,332	686	11,064	11,750
MAR	566	1,968	2,534	566	1,536	2,102	414	1,120	1,534	561	453	1,014
2nd QTR	1,479	8,154	9,633	2,030	9,808	11,838	1,523	13,649	15,172	1,611	12,476	14,087
APR	551	1,424	1,975	1,136	2,029	3,165	399	1,097	1,496	627	9,063	9,690
MAY	561	1,769	2,330	558	1,716	2,274	703	1,152	1,855	453	13,665	14,118
JUN	1,164	1,858	3,022	585	5,884	6,469	543	1,534	2,077	416	1,050	1,466
3rd QTR	2,276	5,051	7,327	2,279	9,629	11,908	1,645	3,783	5,428	1,496	23,778	25,274
JUL	408	1,210	1,618	1,019	13,241	14,260	1,234	477	1,711	472	1,085	1,557
AUG	697	2,985	3,682	324	2,015	2,339	869	6,962	7,831	195	748	943
SEP	713	2,435	3,148	497	1,191	1,688	720	2,045	2,765	451	506	957
4th QTR	1,818	6,630	8,448	1,840	16,447	18,287	2,823	9,484	12,307	1,118	2,339	3,457
FY Total	6,600	24,879	31,479	8,436	42,393	50,829	7,582	37,986	45,568	6,041	43,951	49,992

HOTEL OCCUPANCY TAX COLLECTIONS

	FY2003	FY2004	FY2005	FY2006
COLLECTIONS	\$13,224,215.64	\$17,653,670.42	\$18,991,230.92	\$19,572,406.11
% CHG OVER LY	-11.9%	33.5%	7.6%	+3.1%

HOTEL OCCUPANCY RATES

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	FY AVG
FY2003	55%	59%	32%	55%	68%	55%	47%	45%	40%	49%	57%	63%	52%
FY2004	51%	60%	53%	62%	66%	57%	49%	52%	55%	60%	68%	64%	58%
FY2005	54%	54%	60%	72%	72%	64%	56%	57%	53%	66%	71%	65%	62%
FY2006	60%	65%	70%	72%	72%	67%	54%	56%	55%	61%	63%	50%	61%

ROOM INVENTORY

2003	2004	2005	2006
8,915	8,555	8,966	8,750



Guam Visitors Bureau
Setbision Bisitan Guahan

Guam Visitors Bureau
Statement of Revenues and Expenditures (Unaudited) - TAF
From 10/1/2005 Through 9/30/2006

	<u>Actual</u>	<u>Total Budget</u>	<u>Total Budget Variance</u>
REVENUE:			
GovGuam Allotments Received	1,108,333.32	0.00	1,108,333.32
GovGuam Allotment for the Year	0.00	0.00	0.00
Additional GovGuam Appropriation	200,000.00	0.00	200,000.00
Interest Income	331.30	0.00	331.30
Total REVENUE:	<u>1,308,664.62</u>	<u>0.00</u>	<u>1,308,664.62</u>
EXPENSES:			
Special Projects			
Tumon & Hagatna Beach Cleaning Maintenance	202,118.52	300,000.00	97,881.48
Tumon Landscaping Maintenance	396,818.26	400,000.00	3,181.74
Islandwide Roadways Beautification Maintenance	431,333.11	350,000.00	(81,333.11)
Tumon Holiday Illumination	89,644.00	100,000.00	10,359.00
Village Beautification Project	0.00	100,000.00	100,000.00
Guam Museum	14,200.00	50,000.00	35,800.00
Total Special Projects	<u>1,137,110.89</u>	<u>1,300,000.00</u>	<u>162,889.11</u>
Direct Appropriation			
Gef'Pago'	99,999.96	0.00	(99,999.96)
Pa'a Taotao Tano'	99,999.96	0.00	(99,999.96)
Total Direct Appropriation	<u>199,999.92</u>	<u>0.00</u>	<u>(199,999.92)</u>
Total EXPENSES:	<u>1,337,110.81</u>	<u>1,300,000.00</u>	<u>(37,110.81)</u>
REVENUE OVER EXPENSES	<u>(28,446.19)</u>	<u>(1,300,000.00)</u>	<u>1,271,553.81</u>

*NOTE: Figures are not final yet

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Guam Visitors Bureau
Setbision Bisitan Guahan

Guam Visitors Bureau
Statement of Revenues and Expenditures (Unaudited) - Combined Operating and Membership
From 10/1/2005 Through 9/30/2006

	<u>Actual</u>	<u>Total Budget</u>	<u>Total Budget Variance</u>
Revenue			
Gov/Guam Allotments Received	10,836,244.98	0.00	10,836,244.98
Membership Dues & Contributions	53,025.00	0.00	53,025.00
Gain(Loss) on Foreign Exchange Transactions	110,392.99	0.00	110,392.99
Consumption Tax Refund	232,823.23	0.00	232,823.23
Interest Income	19,436.12	0.00	19,436.12
In-Kind Contributions	234,427.35	0.00	234,427.35
Other	11,478.44	0.00	11,478.44
Total Revenue	11,497,828.11	0.00	11,497,828.11
Expenses			
Guam	1,936,350.22	2,143,141.00	176,793.78
Japan	5,523,916.05	6,770,211.00	1,246,294.95
North America	219,482.84	275,000.00	55,517.16
Pacific	51,813.20	80,000.00	28,186.80
Taiwan	198,110.11	300,000.00	101,889.89
Korea	1,001,969.28	1,000,000.00	11,969.28
Hong Kong	159,735.49	175,000.00	15,264.51
Philippines	87,839.16	100,000.00	12,160.84
Australia	56,038.89	75,000.00	18,961.11
China	151,941.27	175,000.00	23,058.73
Community Development	134,578.86	185,000.00	50,421.14
Sports Tourism	351,779.50	500,000.00	148,220.50
Cultural Heritage	280,459.64	415,000.00	134,540.36
Tourist Industry Relation	191,066.04	315,000.00	123,933.96
Research	282,326.59	355,500.00	73,173.41
Membership	70,278.87	0.00	(70,278.87)
Consumption Tax	63,680.08	0.00	(63,680.08)
Depreciation	130,116.25	0.00	(130,116.25)
In-kind expenses	234,427.35	0.00	(234,427.35)
Total Expenses	11,426,209.79	12,833,855.00	1,707,645.21
Net Revenue over Expenses	371,618.32	(12,833,855.00)	13,205,473.32

NOTE: Figures not final yet.

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