



DESTINATION DEVELOPMENT & MAINTENANCE

Attractions &
Special Events
Visitor Satisfaction
Cultural Heritage
Outreach
Membership &
Community Relations

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Attractions & Special Events

Guam is gaining in popularity as a destination among visitors who look to invigorate and refresh themselves in exciting sports and community activities with established companions and new friends to be made locally. We are growing beyond our reputation as a sleepy island that visitors trek over merely to relax, shop, and frolic on sun drenched white sand beaches.

In fiscal year 2007, GVB revamped the Destination Development and Maintenance Program to solicit individuals and organizations interested in holding events that confirm to a set of criteria established by GVB. Special emphasis was given to the development of new activities designed to attract visitors to Guam during the slower travel periods and to events that offer a unique cultural experience.

As a result, approximately twenty applicants were awarded a combined total of half a million dollars to hold special events and activities. GVB was able to market a full year-round calendar of events and activities that provide a range of experiences for our visitors and create activities for local residents to participate in and enjoy.

Activities and Special events held in 2007 included various annual sporting events such as the International Swim Meet, Super-Cross Championship, Rugby International Tournament, Tumon Bay Ocean Swim, Baseball and Basketball Tournaments. In addition, GVB sponsored a class of signature events that are marketed internationally, such as the 2nd Annual Ko'Ko' Road Race, the Kites-for-Wishes charitable event, the 4th Annual Xterra Guam Off-Road Triathlon, the Guam International Tennis Open, the Commons Cup Large Table Tennis Championships, and the Miss Guam Tourism Pageant.



SPORTS TOURISM is a relatively new program for Guam and includes all forms of active and passive involvement in sporting or recreational activity, official or friendly competition, training or exhibition, organized for leisure, business or commercial reasons, which necessitates travel away from the normal place of residence.

Professional Training. The momentum in professional teams selecting Guam for off-season training grew in 2007 as a result of Guam's favorable climate, adequate training facilities and convenient accessibility of facilities for visiting athletes. The Korea Samsung Lions held professional baseball training on Guam and the Incheon United professional soccer team trained at the Leo Palace Resort and the Guam Football Association Fields. Five Japan J-League teams, including Albirex Niigata, Gamba Osaka, Omiya Ardija, Vissel Kobe and Oita Trinita conducted their spring training on Guam from January 27 – February 8, 2007. In addition, the pitching staff of three of Japan's premier professional baseball teams, the Yomiuri Giants, the Hanshin Tigers and the Chunichi Dragons trained on Guam.



Friendship Tournaments. GVB sponsored three friendship tournaments in December 2006. The 11th Annual Junko Baseball Tournament was held at the Leo Palace Resort Stadium where several Japanese University teams competed with local teams. The 2nd Guam Table Tennis Association Friendship Tournament, held at the Guam Sports Complex in Dededo on December 9th, showcased 15 veteran female players who travel the world to experience and promote friendly competition and cultural exchange through the sport of table tennis. Perhaps the highlight of the three friendship tournaments was the McDonald's Friendship Baseball Games held at the Leo Palace Resort Baseball Field on December 27 – 28, 2006.

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The Opening Ceremony marked the start of the games between the Guam All Stars and the visiting team Kadomo Blue Mets from Osaka, Japan. After a full day of baseball, both teams and their family members were treated to a barbeque party, cultural show and a swim in the pool.

CULTURAL TOURISM. GVB's Destination Development and Maintenance Program funds and promotes events that showcase Guam's unique history, traditions, values and lifestyles of our local communities. GVB continued to play a role in facilitating the Kites for Wishes Festival, the 4th Annual Chamoru Language Competition, the Umatac Discovery Day Festivities, the Merizo Water Festival, and the 1st Annual Mango Festival in Agat.



Kites for Wishes Kite Festival. The skies came alive with a thousand colors as kites of all shapes and sizes took to the air at the Kites for Wishes Festival held at the Asan Memorial Beach Park on February 17 – 18, 2007. The Kites for Wishes is a premier fundraising event to benefit the Make-A-Wish Foundation of Guam. Kite experts from 14 different countries along with thousands of residents and visitors participated in this fundraising event.

4th Annual Chamoru Language Competition. The 4th Annual Chamoru Language Competition was held on March 13th at the University of Guam campus with participants from Guam Public School System, the Commonwealth of the Northern Marianas Public School System, and the Guam Archdiocesan School System. Categories included oratorical, poetry recitation, essay, choral reading, chant genres, singing, song and dance, and dramatic cultural interpretation genres.

Umatac Discovery Day. The traditional Discovery Day festivities took place over several weekends in March to commemorate Ferdinand Magellan's historic landing in picturesque

Umatac village. Special events included a re-enactment of Magellan sailing into Umatac's harbor, water sports and exhibitions, games, fiesta food and refreshments, and local entertainment.

Malesso Fiestan Tasi (Merizo Water Festival).

The Merizo Water Festival is a popular annual event that offers our residents and tourists a "Southern Hospitality" experience filled with boat and jet ski races, a fishing derby, spear fishing competition, cultural game events (tuba drinking, talaya, throwing competition, coconut husking, etc.), arts and crafts, Chamorro food and local music.

1st Annual Mango Festival. This festival was the first event of its kind themed around a product that is renowned to a particular village, in this case the product being the plethora and variety of Mangoes in the village of Agat. The fun-filled family event featured novel exhibits and educational programs about growing mango trees, freezing mango pulp, and preparing mango juice, jam, pickles, and preserves. Other activities included a 5K Fun Run/Walk, Outrigger Canoe Paddling Race and a Mango Cook-off Contest.



EDU TOURISM combines formal and informal education with a tourism experience to promote life-long learning experiences that can impart new knowledge, new skills and an expanded awareness of Guam's unique natural and multi-cultural environment.

Student Exchange Programs. GVB assisted Simon Sanchez High School in hosting three separate exchange programs with students from Matsumoto Shonan, Sekine Gakuen and Kita High Schools from Japan. The program allows for visiting students to tour the local high school, engage in cultural and social activities, and enjoy a plate of fiesta food on the school campus with their counterparts from Guam.

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Students from Amagasaki High School from the Hyogo Prefecture, near Osaka, visited the island for an educational and cultural exchange with Southern High School and the village of Santa Rita. The 203-member delegation was hosted to a fiesta style dinner, cultural activities and entertainment by the Santa Rita Village Mayor and the GVB. A tree planting ceremony took place on the grounds of the Mayor's Office signifying the relationship between the two schools and the start of a new friendship.

HUMAN CAPITAL DEVELOPMENT. The ability of Guam to accommodate a growing tourism population with varied expectations necessitates the investment in our local human capital development. GVB provides annual funding through direct appropriation to support the Guam Community College tourism education program.



GCC Pro Start Culinary Competition. Students enrolled in the GCC secondary Tourism program in Guam's four high schools competed in a culinary competition designed by the National Restaurant Association Educational Foundation's ProStart Program. Winning teams from the in-school competitions worked under mentor chefs from Guam's hospitality industry to enhance and improve their skills and compete for the Guam title at an all-island culinary competition. In April of 2007, the winning team from George Washington High School represented Guam in the National ProStart Student Invitational in Charlotte, North Carolina and took 6th place out of 34. A few months later members of the team were offered a two-year scholarship to the Culinary Arts Academy Ceasar Ritz College of Switzerland. A presentation was held on October 5th at the Holiday Inn Resort during the Annual GCC Retreat.

GCC Lodging and Management Competition. As with the ProStart Culinary Competition, 11th and 12th grade students enrolled in GCC secondary Tourism program had the opportunity

to compete in a Lodging Management Competition (LMP) coordinated by the American Hotel and Lodging Association Educational Institute. Teams of four demonstrated their creative abilities in a three-day competition which consisted of a question and answer knowledge bowl, room inspections, night audits, case studies and banquet planning.

GVB SIGNATURE EVENTS

Miss Guam Tourism Pageant. The Sixth Annual Miss Guam Tourism Pageant was held at the University of Guam Fieldhouse where nine island beauties vied for the title of 2007 Miss Guam Tourism. The Miss Guam Tourism winners attend various Guam Live Presentations, Travel Agent Promotions and Travel & Trade Seminars in Japan, Korea and China. This event has been an effective community outreach program that challenges young ladies from Guam to serve as an ambassador of her people in tourism activities over the course of a year.



Tiffany Marie Degracia, 19, of Yigo was crowned Miss Guam Tourism in April 2007 and received the award for Best in Native Costume. Degracia represented Guam in numerous international trips and local events throughout the year and played a vital role in GVB's marketing efforts. First Runner Up was Dianna Ladmiraault, 24, of Tamuning, who also won Best in Swimsuit and Best in Evening Gown. The honor of Second Runner Up was bestowed on Jeanne Lynn Aevermann, 18, of Dededo. All three ladies have represented Guam at various overseas promotions and courtesy visits with tour agents and government dignitaries.

Naiomi Mendiola Uncangco, a crowd favorite, was awarded both Miss Congeniality as well as the People's Choice Award. The People's Choice award was determined through on-line voting for two weeks leading up to the pageant, at the Guam Visitors Bureau website, www.visitguam.org. Lisa Therese Cruz was awarded Miss Photogenic.

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Ko'Ko' Road Race. The second annual race took place on Sunday, October 14, 2007 and was attended by over 700 runners and walkers, which doubled the number of participants from the previous year. This year's Guam Ko'Ko' Road Race was held in conjunction with the 20th Guam Micronesia Island Fair at Ypao Park.



With the inaugural event in 2006 deemed a huge success, GVB produced greater results in the number of participants from Japan and Korea, interest in Guam, and the amount of attention drawn to the race's beneficiary, Guam's territorial bird, the Ko'Ko'. Protected both locally and federally, a portion of the proceeds generated by the Guam Ko'Ko' Road Race will be donated to continue the conservation and preservation efforts being conducted worldwide to protect this endangered bird.

Sanctioned by the International Association of Athletics Federation (IAAF), the 20 km course was measured by the Association of International Marathon & Distance Racers (AIM) and runners were timed using the IPICO Tag Timing System for absolute accuracy throughout the race. The RFID, or Radio Frequency ID, chips provide immediate net and split times for every individual athlete. The Guam Ko'ko' Road Race also featured a 4 x 5 km Ekiden, or relay race, with the following team categories: Men's, Women's, Co-ed, Corporate, or Military teams.



GVB was successful in engaging large corporate sponsors for the 2nd annual race. International and US Mainland and Hawaii participants were encouraged to travel with Continental Airlines, the official air carrier of the 2007 Guam Ko'ko' Road Race. The Hilton Guam Resort & Spa came onboard as the official hotel of the 2007 Guam Ko'Ko' Road Race and Community First exclusively sponsored a special Ko'Ko' Kids Race held the Saturday before the KoKo Road Race at Ypao Beach Park.

4th Annual Xterra Guam Off-Road Triathlon. March 11th marked the 4th Annual Xterra Guam Off-Road Triathlon, combining a non-wetsuit 1km swim in the ocean behind the USO in Piti, a 27km mountain bike ride up Nimitz Hill and around the Guam High School area, climbing further into Guam's technical terrain atop Mt. Alutom, into the Mannengon Hills before returning to the transition area in Piti. The triathlon finished with a 5k trail run that meanders in and around the village of Piti. The unique and challenging terrain of Guam drew attention and accolades from international participants and media who covered the event.



Commons Cup International Large Ball Table Tennis Tournament. The Guam Table Tennis Association hosted the Commons Cup International Large Ball Table Tennis Tournament on April 21 – 22, 2007 at the University of Guam Fieldhouse. The public was invited to test their skills and play in a friendly game of large ball table tennis against 200 visiting senior citizens from Japan, ranging from fifty-nine to over seventy-five years. Unlike regular table tennis that uses 38 to 40mm balls, large ball table tennis is played with a 44mm ball.

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4th Annual Guam International Tennis Open.

Since its inception in 2004, the Guam International Tennis Open has been the premier tournament in the Pacific region outside of Hawaii and hosts players from Japan, South Korea, Hong Kong, Taiwan, Australia, the Philippines, the Commonwealth of the Northern Mariana Islands and the United States. This past year, players competed at the Guam Hilton Resort and Spa U.S.T.A. tennis facility for two consecutive weekends for a \$15,000 total prize purse.

Visitor Satisfaction & Special Projects

Destination maintenance projects are necessary components to the long-term development and enhancement of Guam as a viable destination. GVB made some progress in the maintenance of historic and natural sites through collaborative efforts with other agencies such as the Department of Public Works, Department of Parks and Recreation, Bureau of Statistics & Plans – Guam Coastal Management Program, Department of Agriculture, Department of Corrections, Superior Court of Guam, Guam Police Department, Guam Fire Department, non-profit entities such as the Lt. Governor's Beautification Task Force and industry partners like the Guam Hotel and Restaurant Association and Japan/Guam Travel Association. We began efforts to build a permanent Guam museum with the Guam Museum Task Force and are exploring the feasibility of convention centre along with the Tourism Education Council.

DESTINATION MAINTENANCE

Beach Cleaning. The bureau decreased the number of mechanical raking and trash collection days per week for austerity and ecological measures and is collaborating with the Department of Agriculture to develop a reasonable plan to keep Guam's shoreline in Tumon and Hagatna Bay clean and healthy. The bureau issued a bid and awarded a new contract for beach cleaning effective January 1, 2008, which includes an option for reduced machine raking services and increased hand raking of seaweed, at GVB's discretion. Recent indication from the Department of Agriculture is that the Tumon Bay Preserve is teaming with sea life, which has a residual effect of decreasing the amount of seaweed that washes on shore. Periodic clean up projects by civic organizations, the Guam Hotel and Restaurant association and the Japan/Guam Travel Association helped to moderate litter along our pristine beaches.



Tumon Landscaping Maintenance. GVB contracts services for landscape maintenance five days per week along Pale San Vitores Road, Bishop Flores Loop, GVB office grounds and three access roads from Marine Drive. There was marked improvement in containing plant overgrowth, reviving plant health, and recovering insurance claims for plant damage from traffic accidents. In addition, resources were directed to purchase light bulbs and other supplies needed to repair and illuminate lamp posts along Pale San Vitores Road and its access roads. The Department of Public Works and the Guam Power Authority contributed equipment and substantial manpower to the light repair project.

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Island Road Maintenance. Notwithstanding due diligence, the Bureau experienced many challenges in insuring steady performance of all three contracts for maintenance of Guam's roadsides because of the cost-sharing relationship GVB has with the Department of Public Works on this project. For the most part, GVB managed to secure regular and consistent grass cutting, trimming and trash removal throughout the island's major highways and streets, with occasional assistance from the Department of Corrections and village Mayors. The Superior Court Probation Office clients were at times called upon to assist with litter control along certain areas in Tumon.

Maintenance Inspection Services. Management of service contracts and inspection of island-wide services was conducted primarily by the Bureau's Quality Assurance Manager. As a result of the frequent field inspections, the Bureau was better poised to be more proactive and less reactive in its maintenance efforts. In addition to conducting inspections, the Quality Assurance Manager kept lines of communication open between village Mayors and GVB contractors and facilitated the scheduling of remedial jobs.

BEAUTIFICATION EFFORTS

Hagatna Gateway. The Hagatna Gateway landscape improvement project located in front of Padre Palomo Park is a pilot project for the Marine Corp Drive Landscape Beautification Project spearheaded by GVB and the Lt. Governor's Beautification Task Force. A goal of the Destination Management Committee is

to beautify Guam's major thoroughfares, beginning with highly visible intersections along Marine Corp Drive and expanding to businesses fronting the highway.

Adult Entertainment Re-districting. GVB, the Guam Hotel and Restaurant Association and other industry partners began the process of amending Guam's zoning law to rid Tumon of adult entertainment businesses and establishments and restore the wholesome family friendly environment of our main tourist district. A public hearing on the matter was conducted by the Guam Land Use Commission in September 2007 and draft legislation is pending introduction in the legislature.



Adopt-A-Park Program. The upkeep of the four most frequented parks, Fort Apugan, Angel L.G. Santos Latte Park, Statue of Liberty Park and Tepungan Park, is attributable to GVB contracting senior citizens to provide daily cleaning and maintenance of the restroom facilities and light grounds keeping. Implemented four years ago, this program will be phased out in the FY2008 fiscal year and full park maintenance will be resumed by the Department of Parks and Recreation.

Graffiti. GVB launched a graffiti clean up project with the Lt. Governor's Beautification Task Force to mitigate the run down appearance at well travelled roadways in Tumon, Tamuning, and along Marine Corp Drive. Instead of applying broad strokes to cover graffiti, volunteers with the Task Force and clients of the Department of Youth Affairs painted stencilled images of flowers, fish, and latte stones to cover graffiti on walls and power poles.

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Business Signage. With GVB leading the effort, the Lt. Governor's Beautification Task Force, the Department of Public Works and the Department of Revenue and Taxation began to notify violators and enforce existing signage laws along San Vitores Road. The objective is to get rid of non-conforming signs that clutter the Tumon business landscape.

VISITOR SATISFACTION AND SAFETY

Beach Safety. The strategic location of the recently completed Matapang Beach Lifeguard Tower adds a new level of safety to Tumon Bay. The bulk of funding for the construction of the tower came from the Guam Visitors Bureau, with assistance from the Department of Public Works and Department of Parks & Recreation. To assist emergency responders, the Bureau of Planning Coastal Management Division and the Guam Tourism Foundation donated water rescue equipment and supplies to the lifeguards.



Welcome Services. In 2007, the Guam Visitors Bureau provided visitor welcoming services for many incentive groups from Japan, Korea, Taiwan and numerous ships including Fujimaru, the Golden Bear and the Chilean Tall Ship Esmeralda. Services include shell/flower lei greetings by Miss Guam Tourism or other lovely Chamorritas, cultural dances and Chamorro music.

Tour Guide Certification Programs. GVB continues to monitor tour guide operators on the field to insure that they are certified in accordance with the Tour Guide Rules and Regulations, signed into law in 1997. Prospective tour guides are instructed to sit for the Tour Guide Certification Program at Guam Community College and certified guides are required to

renew their ID badges annually at the bureau. In 2007, thirty additional applicants attended the classes, held two times each year.



SPECIAL PROJECTS

Excellence in Tourism Awards. This annual incentive program, held during national tourism month in May 2007, honours front-line employees and organizations for outstanding service and contribution to tourism. Categories of Awards include non-supervisory, middle management, rookie of the year and most outstanding. This year the GVB Manager's Choice Awards were given to GHRA, the Mayor of Tamuning and Mayor of Agat for their outstanding contribution to tourism.



Guam Museum Task Force. GVB works closely with the Guam Museum Task Force in its planning efforts to fund and build a permanent Guam Museum. GVB funded a portion of the Phase I architectural fee and assisted with the special Yokoi Exhibit and the Friends of the Museum campaign. The Guam Museum Foundation spearheaded and hosted the black tie 40th Anniversary of Tourism Gala in October 2007 Honouring the Pioneers of Tourism. This event highlighted the museum cause and the direct correlation between the preservation of Guam's cultural heritage and the viability of Guam as an alluring tourist destination with distinct cultural attributes.



Tumon Holiday Illumination Project. The Tumon Holiday Illumination project offers a beautiful and festive month long attraction for our visitors and residents during the most celebrated holiday season. Large colorfully lit Christmas lanterns interspersed with cultural themes and icons decorated Pale San Vitores Road and Governor Carlos Camacho Road throughout the month of December.

target visitor markets, the Guam Live Presentations were featured throughout Japan and in



key areas in Korea. Cultural performers, artisans and our Miss Guam Tourism finalists traveled to our top markets to display the Chamorro arts and crafts, language and dance at high consumer traffic areas such as shopping malls and train stations. The Guam Live Presentations are extremely appealing to consumers and enable our local representatives to have direct interaction with our potential visitors. Guam received the "Best Tourism Publicity and Best Folklore Representative Award" at the 20th KOTFA World Travel Fair held in June in Korea.

In February 2007 GVB was invited to do a cultural presentation at the Rotary International 2750 District Conference in Tokyo that was attended by over 2000 members. Guam's presence at this event was pivotal in prompting this influential group to hold their upcoming 2009 conference on Guam.



Promoting Guam in our Nation's Capital. For over 60 years, Liberation Day has been a momentous celebration for Guamanians. This past year, Congresswoman Bordallo invited Tiffany Degracia, Miss Guam Tourism, to Washington D.C. to help her office celebrate the end of World War II on Guam in our nation's capital. A Guam media event was held in the House of Representatives followed by an Island Fiesta that included a Chamorro menu and the Inentnon Gef'Pago Cultural Dancers.

Guam Marketing & Public Education

CULTURAL HERITAGE OUTREACH COMMITTEE.

The five year strategic plan outlines the need for our island to better develop and market its unique destination attributes such as Guam's cultural, historic and natural assets. The Bureau continues to implement projects to help engage residents in cultural preservation and to display Guam's unique culture in local and international venues.

Cultural Arts Program. The Cultural Arts Program (CAP) was started five years ago in select middle schools around the island to engage children interested in perpetuating our island culture through song, dance, and historical lessons. These groups of children participate in activities that are culturally based to ensure that our local traditions are showcased publicly. This past year, participants of the CAP program secured bookings in several of Guam's premier hotel properties who share GVB's vision of providing authentic Chamorro programs for our visitors to experience and enjoy while on Guam. The success of the students in the CAP program has spawned interest in developing similar programs throughout the island.

Guam Live Presentations. In an effort to draw attention and interest in our island culture in

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Chamorro Dance Manual. GVB commissioned the production of a Chamorro Dance Manual designed to teach the basics of Chamorro dance. Authored by Francisco Rabon, a founder of the Tao Tao Tano Cultural Group and acclaimed Master of Chamorro Dance, the manual is a colorfully illustrated guide to the art of ancient Chamorro dance and traditions. GVB intends to use the manual in various promotional incentives and provide the manual and music CD to travel agents and dance schools in Japan to generate closer affinity with Guam and the Chamorro people.

Guam Micronesia Island Fair. In preparation for the 20th Anniversary of the Guam Micronesia Island Fair, the event theme "Celebrating Island Communities" was developed to reach out to Guam's neighboring islands to encourage larger participation and to communicate the flavor and feel of the event to the general public. The Bureau also rescheduled the event from May to October to tie it with our signature Annual Ko'ko' Road Race to create a significant weekend agenda with greater marketing appeal.



GVB contracted a professional marketing firm to help execute the event and developed a sponsorship framework that drew nearly \$30,000 in cash support from both the public and private sector, including the Guam International Airport Authority, DFS Galleria, GTA Teleguam and Citibank N.A. In-kind donations of products and services valued at \$100,000 also supplemented the event and were solicited through a sponsorship program supported by the Guam Hotel and Restaurant Association.



The 20th Anniversary Celebration was the largest GMIF ever hosted to date and was attended by eight visiting delegations, 200 vendors and approximately 20,000 fair goers. Highlights of the 2007 fair included a walk through botanical garden display by the Guam Nurserymen's Association, a traditional Chamorro hut or Guma Higai display complete with traditional costumes and food preparation, a PROA canoe carving demonstration, and free PROA rides in Tumon Bay. The fair generated tremendous amount of media interest and coverage both pre and post event and great promise for future growth potential.



RESEARCH

Overview

Fiscal Year Arrivals

Japan Visitor Arrivals

Japan Visitor Profile

Korea Visitor Arrivals

Korea Visitor Profile

Taiwan Visitor Arrivals

Taiwan Visitor Profile

Visitor Arrivals by Origin

Hotel Occupancy

Economic Impact of
Tourism on Guam (2005)
& the Tourism Satellite
Account (TSA)

07 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.



In the seventeen 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 for more than 130 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.

In June 2000, the Research Department assumed the duty of processing the customs forms filled out by each traveller to Guam. By bringing the customs forms scanning in-house, the Research Department has been able to more quickly and accurately count arrivals and produce various statistical data reports regarding Guam's visitors.

The Fiscal Year 2007 exit surveys conducted by the Research Department at the A.B. Won Pat International Airport Terminal departure area include 6 bi-monthly surveys each of Japanese and Korean visitors. These surveys provide a very valuable "snapshot" of visitors' perceptions while in Guam. The profile of the visitors supplies a wealth of information, including detailed visitor demographic data, visitor satisfaction, reasons for coming to Guam, length of their stay, and a rating of facilities and attractions.

In 2007, the Research Department also completed the first Economic Impact of Tourism 2005 Study since the 1980s, and began the development of the Guam Tourism Satellite Account (TSA). A summary of findings is included in this report.



Source: Civilian air & sea and Armed Forces air arrivals, Customs & Agriculture Declaration Forms, Customs & Quarantine Agency. Processed by the Guam Visitors Bureau. Armed Forces sea arrivals compiled by the Navy Port Control.

07 RESEARCH

Fiscal Year Arrivals Civilian/Armed Forces & Sea

	Total Air	Total Sea	Total Air & Sea	% CHG LY
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%
FY2007	1,180,656	43,063	1,223,719	0.5%

Fiscal Year Arrivals Civilian/Armed Forces & Sea

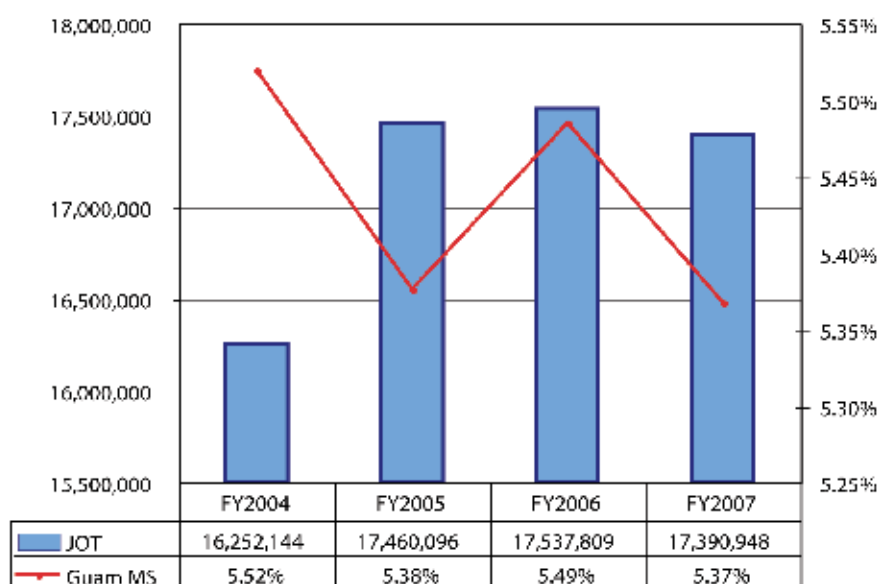
	FY2004	FY2005	FY2006	FY2007	% CHG LY
Japan	894,035	936,219	959,779	929,618	-3.1%
Korea	92,451	104,715	114,282	122,858	7.5%
Taiwan, R.O.C.	24,469	23,048	17,005	22,621	33.0%
US Mainland	32,551	33,376	31,379	34,311	9.3%
Hawaii	8,012	8,204	8,197	8,685	6.0%
CNMI	18,961	18,606	18,060	17,094	-5.3%
Palau	3,351	3,530	3,121	2,933	-6.0%
FSM	8,712	8,327	8,171	7,945	-2.8%
RMJ	818	910	997	854	-14.3%
Philippines	7,124	6,575	7,965	8,149	2.3%
Australia	2,609	2,711	2,346	2,267	-3.4%
Canada	579	512	579	625	7.9%
Europe	1,422	1,736	1,413	1,529	8.2%
Hong Kong	5,150	4,289	5,455	6,790	24.3%
Nauru	14	5	10	12	20.0%
Thailand	234	151	217	192	-11.5%
China, P.R.C.	827	867	1,061	1,379	30.0%
Vietnam	38	31	24	31	29.2%
Other	3,292	2,901	3,230	3,547	9.8%
TOTAL CIV AIR	1,104,649	1,156,713	1,183,291	1,171,440	-1.0%
TOTAL CIV SEA	5,982	2,605	2,341	2,716	16.0%
TOTAL AF AIR	7,582	8,436	6,600	9,216	39.6%
TOTAL AF SEA	37,986	42,393	24,879	40,347	62.2%
TOTAL ALL ARRIVALS	1,156,199	1,210,147	1,217,111	1,223,719	0.5%

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Japan Visitor Arrivals by Region

	Kanto (Tokyo)	Chubu (Nagoya)	Kinki (Osaka)	Tohoku (Sendai)	Kyushu (Fukuoka)	Chugoku (Hiroshima)	Hokkaido (Sapporo)	Shikoku	Okinawa (Miya)	Other	TOTAL
OCT	36,750	11,445	13,145	2,446	2,750	2,268	1,379	971	275	269	71,678
NOV	39,209	12,163	14,254	3,199	3,075	2,518	1,942	1,122	245	304	78,031
DEC	38,698	13,235	16,158	2,772	2,687	2,979	1,742	1,428	216	363	80,228
1st QTR TOTAL	114,637	36,843	43,557	8,417	8,512	7,765	5,063	3,521	736	936	229,987
JAN	42,151	13,632	15,016	3,000	2,912	2,452	3,935	1,193	102	307	85,577
FEB	40,363	13,089	15,253	2,703	3,379	2,400	2,270	1,141	154	357	81,162
MAR	45,508	15,431	17,192	2,790	3,083	3,011	2,350	1,393	197	337	91,289
2nd QTR TOTAL	128,022	42,152	48,261	8,573	9,344	7,863	8,555	3,730	533	995	258,028
APR	32,593	10,711	13,644	2,112	2,467	2,184	1,683	924	177	352	66,627
MAY	31,698	9,948	13,329	1,802	2,387	2,341	1,504	1,082	222	285	64,596
JUN	37,782	11,133	11,622	1,934	2,587	1,932	1,147	660	347	348	69,492
3rd QTR TOTAL	101,873	31,792	38,595	5,848	7,441	6,457	4,334	2,666	746	963	200,715
JUL	44,300	10,565	15,140	2,268	2,327	2,418	1,471	1,165	460	524	80,638
AUG	47,000	12,761	19,349	1,861	3,178	2,761	1,381	1,175	602	506	90,574
SEP	40,459	9,927	14,755	1,798	2,203	1,753	1,138	889	357	271	75,550
4th QTR TOTAL	131,759	33,253	49,244	5,927	7,708	6,932	3,990	3,229	1,419	1,301	244,762
FY2007 TOTAL	476,291	144,040	179,657	28,765	33,005	29,017	21,942	13,146	3,434	4,195	933,492
Market Mix	51.0%	15.4%	19.2%	3.1%	3.5%	3.1%	2.4%	1.4%	0.4%	0.4%	

Guam's Market Share of Japan Travelers



Sources: Ministry of Justice, Japan; Compiled by the Japan National Tourist Organization.

07 RESEARCH

Japan Visitor Profile • 2007

Marital Status

Married	55%
Single	45%

Overall Age

Less than 20 years	2%
20~29 years	47%
30~39 years	29%
40~49 years	16%
50+ years	7%

Personal Income

Less than ¥3M	14%
¥3M~¥3.9M	14%
¥4M~¥4.9M	12%
¥5M~¥6.9M	19%
¥7M~¥9.9M	16%
¥10M+	21%
No income/Unspec.	2%

Travel Companions

Friends	35%
With Spouse	25%
With Office Colleagues	8%
With Family	28%
With Children	18%
Travelled Alone	1%
With Others	3%

First Timers/Repeaters

First Trip	64%
Repeat Visitor	36%
Repeat Visitors Last Trip	
Within the last year	24%
1 to 2 years ago	24%
2 or more years ago	53%

Gender

Male	50%
Female	50%

Average Length of Stay

1~2 nights	11%
3 nights	50%
4 nights	30%
5+ nights	9%

Expenditures (per person)

Prepaid	\$769.80
On-island	\$584.20
Average Exchange Rate	¥118.97

Travel Planning

Full tour package	23%
Free-time package tours	64%
Individually Arranged Travel	7%
Group Travel	6%

Travel Motivation, Most Important Reason

Beaches, Seas, Climate	15%
Pleasure	14%
Short travel time	13%
Relaxation	10%
Shopping	2%
Price	8%
Prior trip	2%
Watersports	3%
Recommendation	6%
Company trip	4%

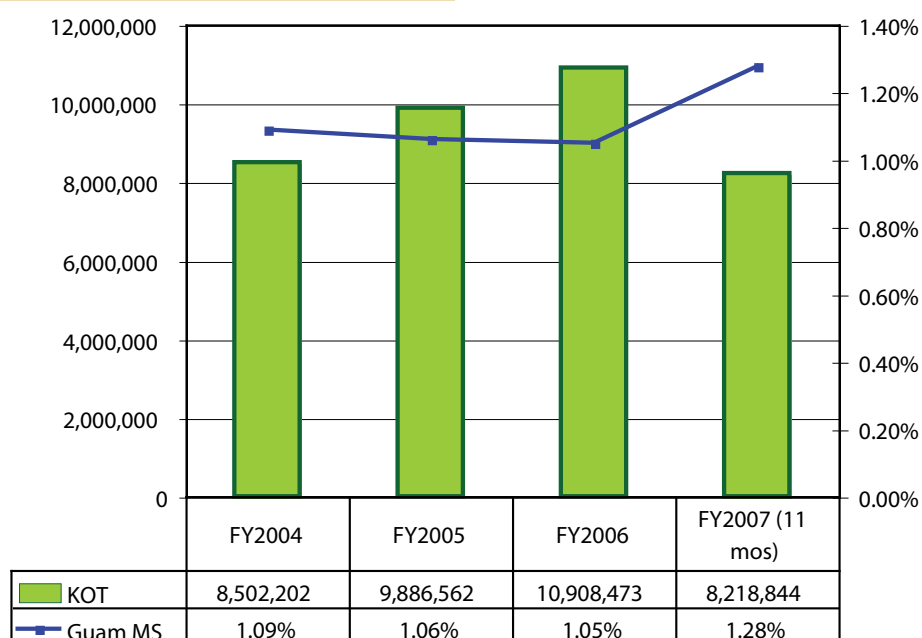
Source: FY2007 GVB Japan Exit Surveys and FY2007 Data Aggregation Report, Fieldwork and Analysis by QMark Research & Polling
Percentages are rounded and may not add up to 100%. Average exchange rate source: panda.com

07 RESEARCH

Korea Visitor Arrivals by Region

	Seoul	Pusan	Taegu	Inchon	Kwangju	Taejon	Other	TOTAL
OCT	4,719	359	261	445	143	192	1,512	7,631
NOV	5,117	322	285	459	144	218	1,550	8,095
DEC	6,294	501	288	525	184	305	1,887	9,984
1st QTR TOTAL	16,130	1,182	834	1,429	471	715	4,949	25,710
JAN	7,932	1,459	579	747	258	334	2,644	13,953
FEB	7,388	403	302	497	119	220	1,664	10,593
MAR	4,074	412	155	444	91	156	1,040	6,372
2nd QTR TOTAL	19,394	2,274	1,036	1,688	468	710	5,348	30,918
APR	4,936	372	176	397	134	179	1,321	7,515
MAY	5,922	364	243	531	143	190	1,618	9,011
JUN	6,205	394	286	527	130	200	1,380	9,122
3rd QTR TOTAL	17,063	1,130	705	1,455	407	569	4,319	25,648
JUL	9,691	774	588	734	262	407	2,535	14,991
AUG	11,901	1,346	608	828	153	330	2,894	18,060
SEP	5,366	224	192	522	42	163	1,188	7,697
4th QTR TOTAL	26,958	2,344	1,388	2,084	457	900	6,617	40,748
FY2007 TOTAL	79,545	6,930	3,963	6,656	1,803	2,894	21,233	123,024
Market Mix	64.7%	5.6%	3.2%	5.4%	1.5%	2.4%	17.3%	

Guam's Market Share of Korea Travelers



Source: Korea National Tourist Organization & Pacific Asia Travel Association (PATA).

07 RESEARCH

Korea Visitor Profile • 2007

Marital Status

Married	80%
Single	20%

Overall Age

Less than 20 years	1%
20-29 years	34%
30-39 years	51%
40-49 years	13%
50+ years	2%

Personal Income

Less than KW24M	14%
KW24M~KW36M	21%
KW36M~₩48M	16%
KW48M~KW60M	15%
KW60M~KW72M	9%
KW72M~	21%
No income/Unspec.	4%

Travel Companions

Friends	9%
With Spouse	43%
With Office Mates	8%
With Family	31%
With Children	27%
Travelled Alone	9%
With Others	1%

First Timers/Repeaters

First Trip	81%
Repeat Visitor	19%
Repeat Visitors Last Trip	
Within the last year	40%
1 to 2 years ago	19%
2 or more years ago	41%

Gender

Male	51%
Female	49%

Average Length of Stay

1~2 nights	4%
3 nights	50%
4 nights	37%
5+ nights	9%

Expenditures (per person)

Prepaid	\$983.60
On-is and	\$536.60
Average Exchange Rate	KRW942.91

Travel Planning

Full tour package	62%
Free-time package tours	23%
Individually Arranged travel	10%
Group Travel	4%

Travel Motivation, Most Important Reason

Relaxation	29%
Beaches, Seas, Climate	15%
Honeymoon	13%
Short travel time	7%
Recommendation	5%
Water sports	3%
Pleasure	2%
Shopping	2%
Price	2%
Company trip	2%
Prior trip	1%

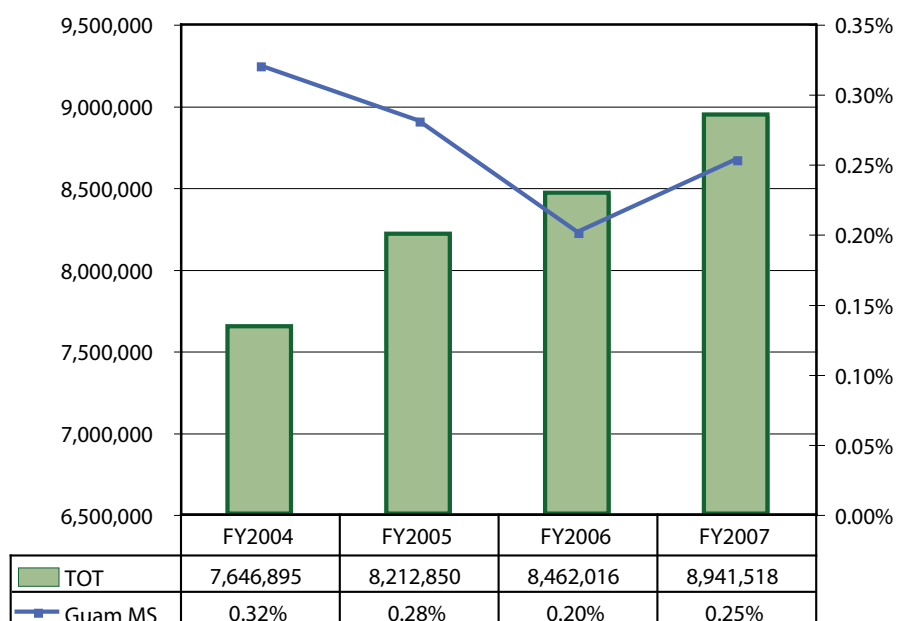
Sources: FY2007 GVB Korea Data Surveys and FY2007 Data Aggregation Report, Fieldwork and Analysis by QMark Research & Polling. Percentages are rounded and may not add up to 100%. Average exchange rate source: canda.com

07 RESEARCH

Taiwan Visitor Arrivals by Region

	Taipei	Kaohsiung	Taichung	Taoyuan, Miaoli, Hsinehu	Other	TOTAL
OCT	983	73	145	113	50	1,364
NOV	779	58	102	104	60	1,103
DEC	1,073	89	166	253	110	1,691
1st Qtr Total	2,835	220	413	470	220	4,158
JAN	859	61	118	150	76	1,264
FEB	2,880	196	367	496	241	4,180
MAR	699	41	70	73	40	923
2nd Qtr Total	4,438	298	555	719	357	6,367
APR	934	73	102	154	63	1,326
MAY	754	50	125	153	85	1,167
JUN	1,803	101	109	209	125	2,347
3rd Qtr Total	3,491	224	336	516	273	4,840
JUL	2,701	135	339	352	229	3,756
AUG	1,359	95	195	234	129	2,012
SEP	1,065	90	127	135	85	1,502
4th Qtr Total	5,125	320	661	721	443	7,270
FY2007 Total	15,889	1,062	1,965	2,426	1,293	22,635
Market Mix	70.2%	4.7%	8.7%	10.7%	5.7%	

Guam's Market Share of Taiwan Travelers



Source: Tourism Bureau, Ministry of Transportation and Communications, Republic of China.

Visitors Arrivals by Origin

HONG KONG (civilian air)

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2004	379	379	477	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
FY2007	707	649	778	437	686	558	487	570	521	576	452	489	6,790

PHILIPPINES (civilian air)

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2004	532	577	631	449	501	661	893	765	556	556	525	489	7,135
FY2005	607	493	571	576	517	698	620	601	518	525	447	455	6,598
FY2006	780	685	658	540	497	612	986	846	558	585	555	663	7,965
FY2007	794	697	793	546	447	727	872	881	772	502	598	520	8,149

MICRONESIA (civilian air)

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
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	3,376	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	2,489	2,506	3,003	3,414	2,470	2,057	30,349
FY2007	2,138	2,161	2,877	2,126	1,970	2,529	2,223	2,647	2,921	2,687	2,422	2,185	28,826

US MAINLAND (civilian air)

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
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	2,335	2,218	2,588	2,477	2,683	2,702	2,718	2,677	3,161	3,242	2,406	2,172	31,379
FY2007	2,536	2,301	3,020	2,692	2,662	3,119	2,766	2,652	3,413	3,129	3,411	2,610	34,311

HAWAII (civilian air)

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2004	747	801	665	674	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	669	766	582	669	627	731	685	704	757	675	712	620	8,197
FY2007	671	663	532	778	678	720	865	702	823	675	746	832	8,685

CIVILIAN SEA ARRIVALS

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2004	0	28	1,577	320	1,919	68	0	425	1,027	136	454	28	5,982
FY2005	40	25	1,338	0	41	225	52	474	457	9	4	0	2,605
FY2006	70	26	433	70	639	74	366	640	5	35	12	31	2,341
FY2007	0	10	1,275	75	669	354	0	385	0	12	34	22	2,716

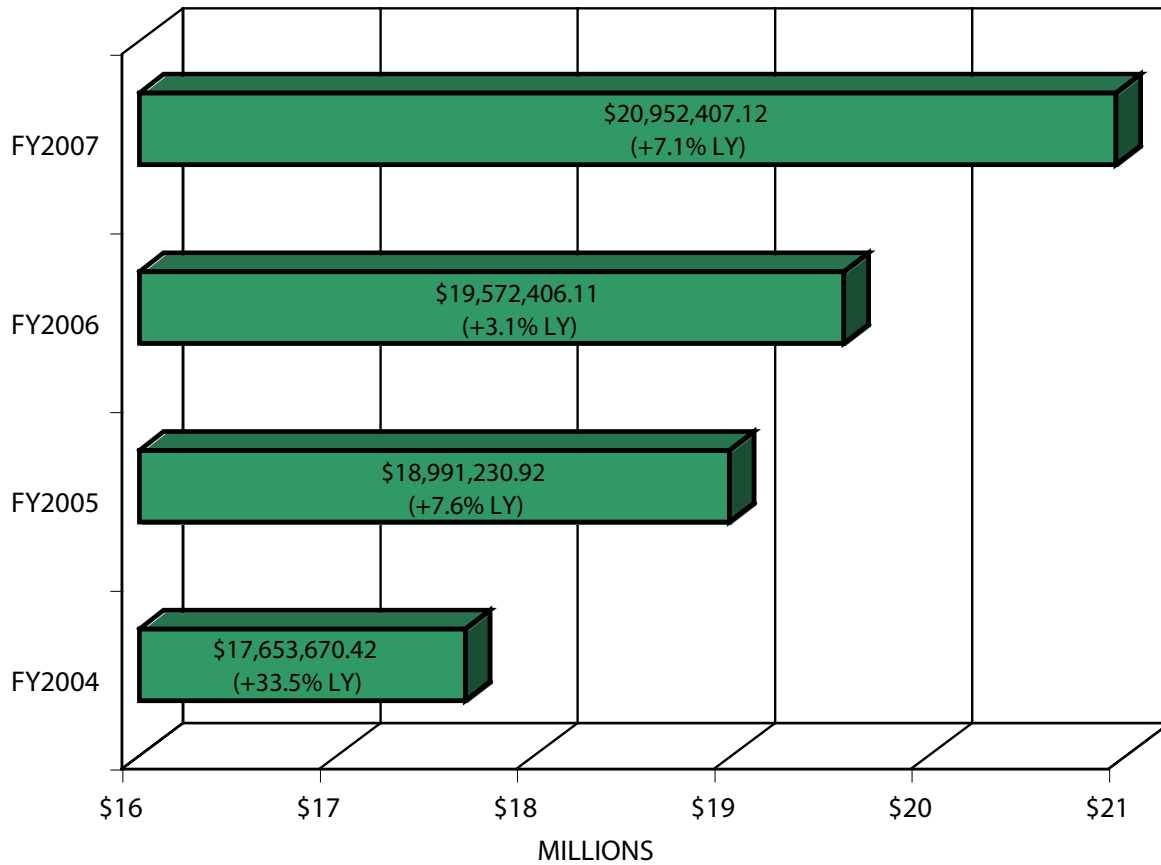
ARMED FORCES AIR ARRIVALS

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2004	409	780	402	547	562	414	399	703	543	1,234	869	720	7,582
FY2005	1,036	757	494	847	617	566	1,136	558	585	1,019	324	497	8,436
FY2006	369	253	405	328	585	566	551	561	1,164	408	697	713	6,600
FY2007	563	459	351	1,275	736	556	496	1,025	908	684	1,573	650	9,216

ARMED FORCES SEA ARRIVALS

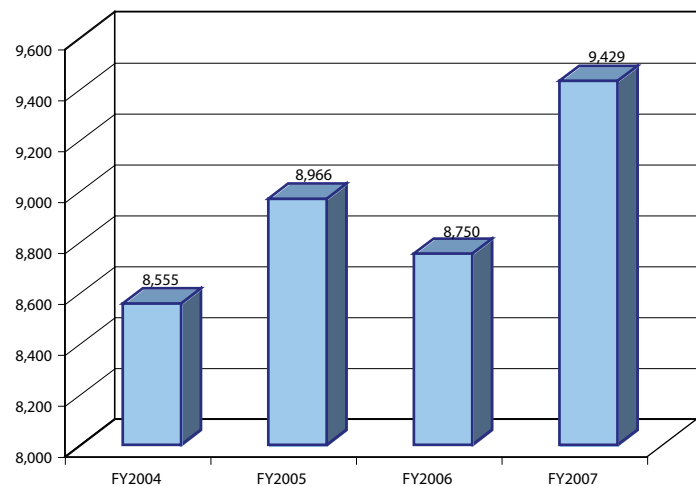
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2004	2,637	7,470	963	1,759	10,770	1,120	1,097	1,152	1,534	477	6,962	2,045	37,986
FY2005	1,049	2,470	2,990	874	7,458	1,536	2,029	1,776	5,884	13,241	2,015	1,191	42,393
FY2006	1,493	1,607	1,944	3,424	2,762	1,968	1,424	1,769	1,858	1,210	2,985	2,435	24,879
FY2007	2,053	1,655	1,151	1,279	2,584	492	6,364	2,096	8,871	3,089	8,934	1,779	40,347

Hotel Occupancy Tax Collections



Hotel Occupancy Rates • Room Inventory

	FY2004	FY2005	FY2006	FY2007
OCT	51%	54%	60%	64%
NOV	60%	54%	65%	64%
DEC	53%	60%	70%	63%
JAN	62%	72%	72%	70%
FEB	66%	72%	72%	71%
MAR	57%	64%	67%	70%
APR	49%	56%	54%	66%
MAY	52%	57%	56%	64%
JUN	55%	53%	55%	62%
JUL	60%	66%	61%	62%
AUG	68%	71%	63%	62%
SEP	64%	65%	50%	61%
FY AVG	58%	62%	62%	65%



07 RESEARCH

Economic Impact of Tourism on Guam (2005) & the Tourism Satellite Account (TSA)

Tourism has long been understood to be a vital component of the Guam economy. However, the true importance of tourism has eluded measurement as tourism defines traditional economic definitions. The reason for this is that tourism is, strictly speaking, not an industry but a series of activities. As such, tourism touches many different industries such as lodging, recreation, entertainment, food & beverage, retail trade, and transportation. The challenge lies in measuring the tourism share of these and other sectors.

To overcome this challenge, the World Tourism Organization, in partnership with the United Nations, OECD, and Eurostat developed a standardized methodology for measuring the economic value of tourism called the Tourism Satellite Account (TSA). The TSA guarantees consistency and comparability, not only across countries but also across industries. As a result, tourism can be credibly compared with manufacturing, finance or any other industry on an "apples-to-apples" basis.

A TSA seeks to measure the direct impact or contribution that tourism makes to an economy. This is sometimes referred to as "Core Tourism". Tourism also generates an indirect and induced contribution, however. If

the direct impact captures the first round of tourism oriented transactions (by consumers, business, and government), measuring the indirect contribution requires that we itemize and then aggregate all of the spending streams spawned by those initial expenditures.

For example, if a consumer travels overnight to visit Guam, the purchase of air transportation, hotel, rental car, and museum admission would all typify direct expenditures. Because of this demand placed on the hotel, for example, it must in turn purchase sheets, telephone service, insurance, and other vital business inputs. This would exemplify indirect tourism expenditures. Finally, most of the wages paid to hotel employees will be spent within the Guam economy. This would be categorized as induced tourism spending. For indirect and induced spending, the more that remains in the Guam economy, the larger the ultimate contribution of tourism.

By adopting the TSA standard, the work completed in this first go-a-round can be easily updated in subsequent years, allowing the GVB to monitor the progress of the tourism industry over time. This view of the change in tourism expenditures (jobs, taxes, etc.) will also facilitate the estimation of the return on investment of GVB promotional activities.

2005 Bottom Line

Measurement	2005	Perspective
Guam Visitation		
• Total	1.18 M	• Highest total visits since 2000
• Japan	955,000	• Japan visitors are 80.6% of all visitors to Guam
Economic Value		
• Economic Impact	\$393.9 M	• Core Tourism contributes 19.4% to GIP
• Core Tourism	\$404.8 M	• Tourism ranked as the 2nd largest private industry in the island in terms of gross island product
• Total Impact	\$429.3 M	
Wages & Salaries		
• Economic Impact	\$202.6 M	• Average annual tourism wages are \$19,468
• Core Tourism	\$202.8 M	
• Total Impact	\$222.4 M	
Employment		
• Economic Impact	10,412	• 1 out of every 4 Guam workers is directly employed by the tourism sector
• Core Tourism	10,419	
• Total Impact	10,737	
Taxes – Total Impact	\$148.9 M	• Ignoring Social Security receipts, if tourism didn't exist, each household would pay an additional \$2,710 in taxes to maintain the current level of tax receipts

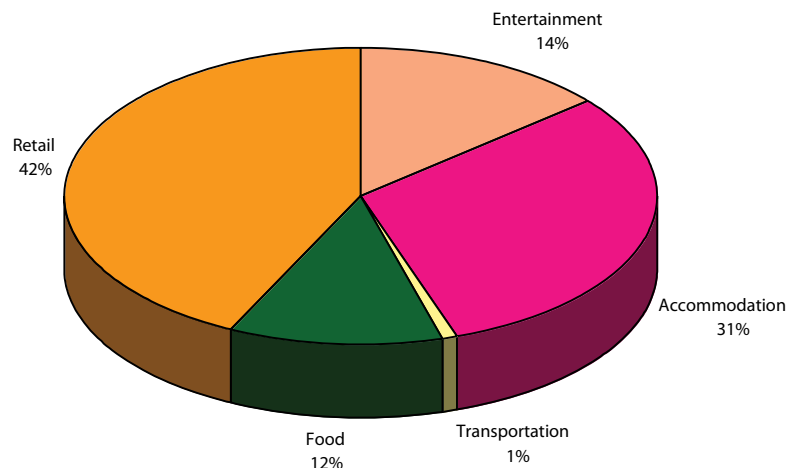
Source: Global Insight, Inc.

07 RESEARCH

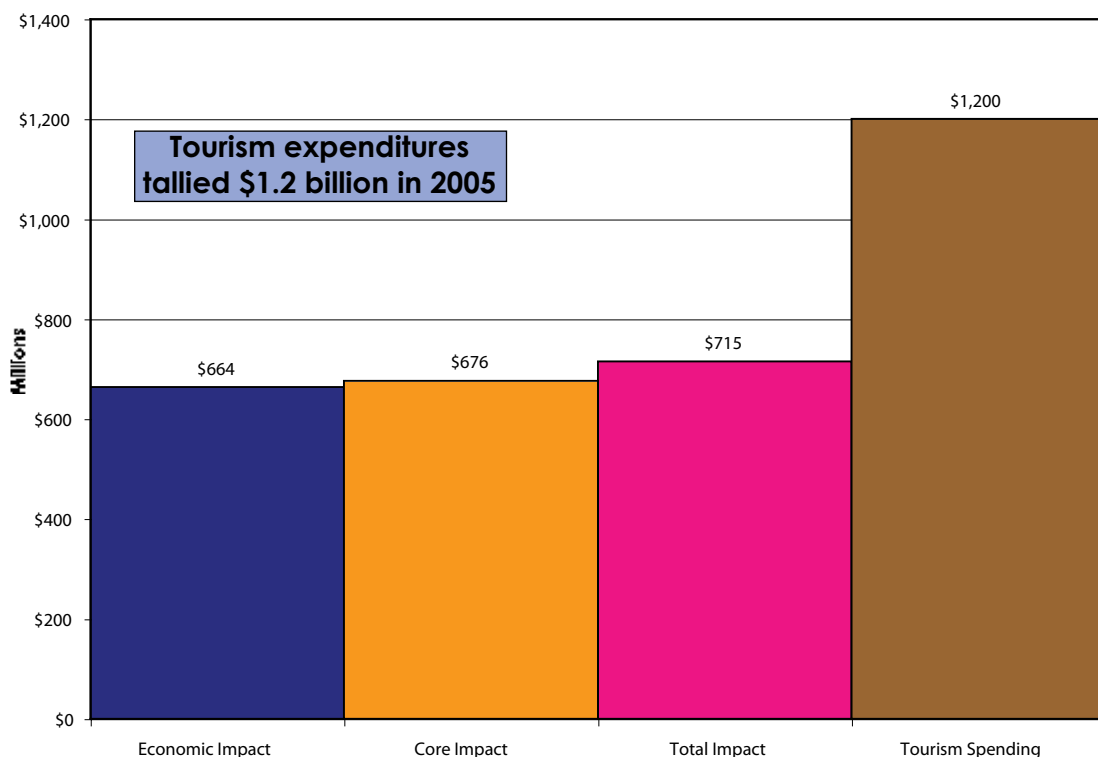
Category Distribution of Visitors Expenditures on Guam

Retail expenditures account for the largest share of tourism expenditure on Guam. Combined with accommodation, these components represent over 70% of visitor expenditures.

	\$ Millions
Entertainment	\$161.1
Accommodation	\$353.7
Transportation	\$27.1
Food	\$132.2
Retail	\$492.9
Total	\$1,167.0



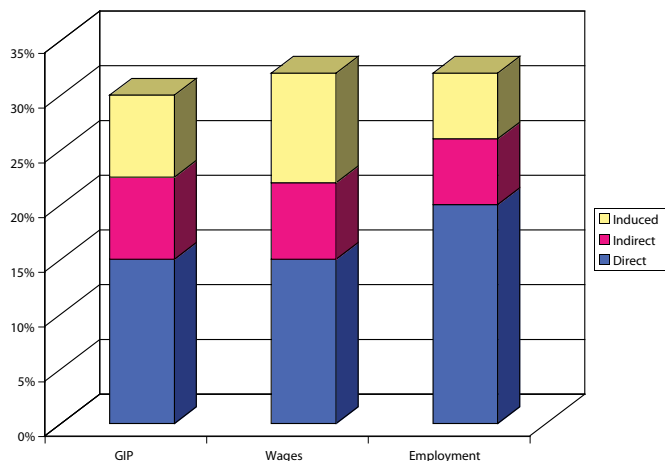
Tourism Impacts & Expenditures on Guam



Source: Guam Visitors Bureau and Global Insight, Inc.

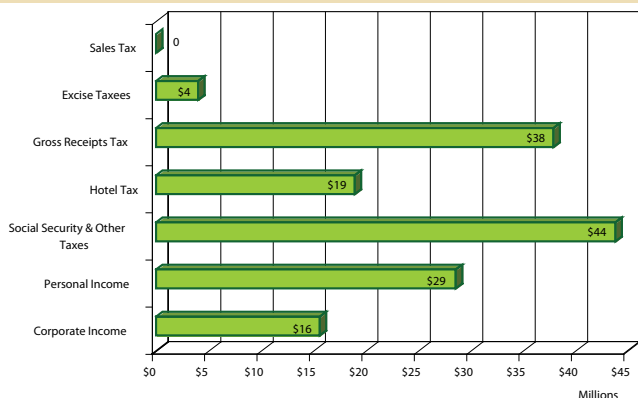
07 RESEARCH

Tourism Share of Guam's Economy



The impact of visitors represent about a third of the private economy on Guam.

Tourism-Generated Tax Revenue



Total Guam tax revenue generated from tourism: \$148,908,709

Total Impact of Tourism on Guam

- In 2005, the total impact of travel & tourism (direct and indirect) was **\$539.5 million**.
 - 25.9% of Gross Island Product**
- The ratio of the total impact to total expenditures reveals that **47% of each tourism dollar spent in Guam** is retained on Guam. The remainder represents import leakages.
- 15,198 jobs** – direct, indirect and induced – were created by travel & tourism economic activity.
 - 35.5% of total private employment on Guam
- Approximately **\$380 million in wages & salaries** was generated by travel & tourism in 2005.



The full report is available for download at:
<http://www.visitguam.org/members/?pg=research>

Useful Definitions

Core tourism: The size of the industry directly providing goods & services to the visitor.

Direct Spending/Jobs/Wages/Taxes: Industries that "touch" the visitor (e.g. hotels, restaurants, museums, etc.).

Import Leakages: The value of supply chain purchases made outside of the jurisdiction.

Indirect Spending/Jobs/Wages/Taxes: Industries that supply those that touch the visitor.

Induced Spending/Jobs/Wages/Taxes: Local spending of workers of industries that touch or supply the visitor industry.

Source: Global Insight, Inc.

Jurisdiction: Guam

Resident Tourism: Only outbound purchases made in advance of a trip are included. No resident usage of Guam tourism assets.

Total Economic Impact: ("GDP" definition) Spending minus value of supply chain purchases made elsewhere. The amount truly retained in jurisdiction.

Tourism Spending: A TSA concept, includes all spending by all constituents on travel made in the jurisdiction (Guam).

Visitor: off-island visitor.

Visitor Spending: Spending in the jurisdiction by visitors (accommodations, food & beverage, shopping, transportation, entertainment, other).

In 1967, the first Pan-Am jet landed on Guam with 109 Japanese tourists from Tokyo. Guam received nearly 3,500 tourists that year. Today, Guam welcomes over 1.2 million tourists a year and provides over 20,000 jobs on Guam.

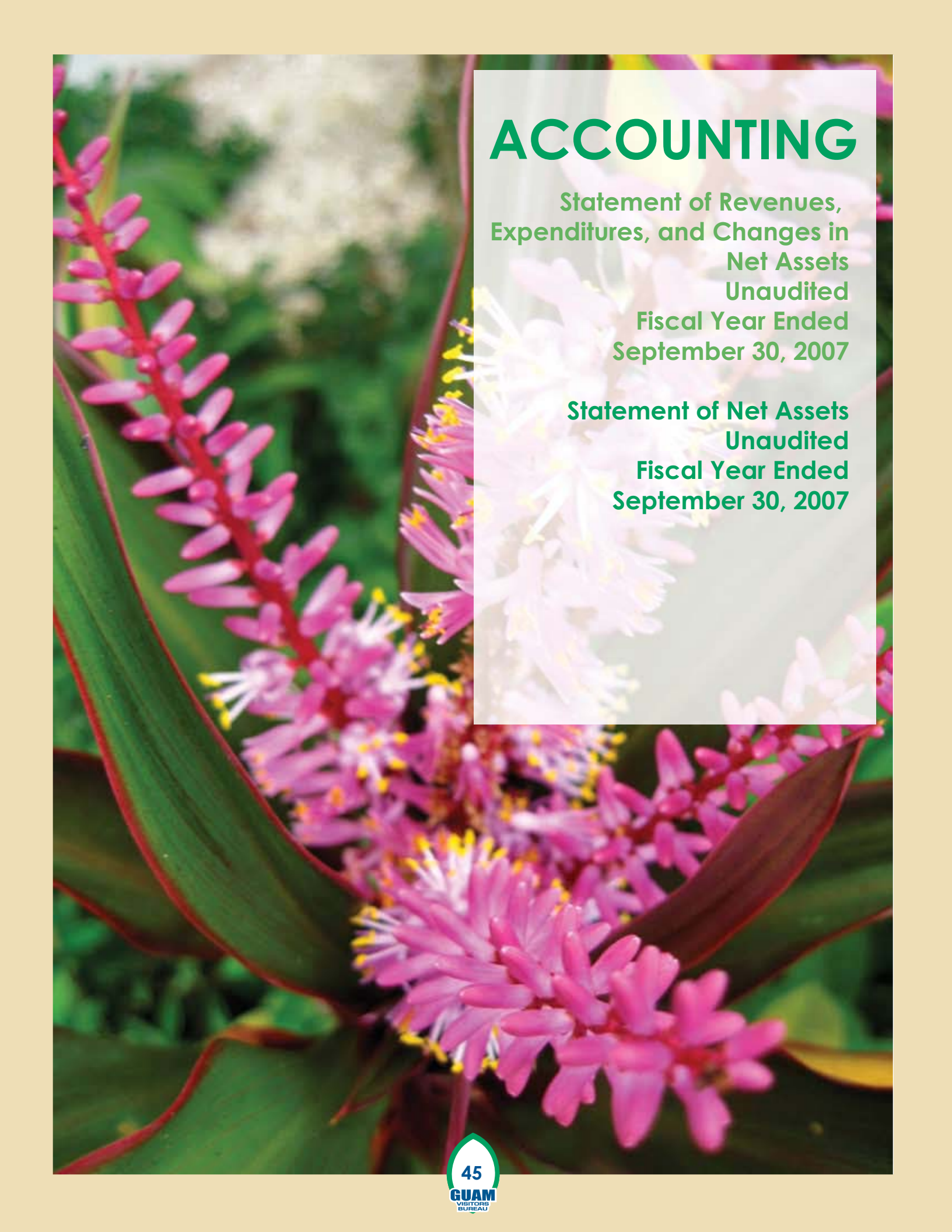
WE'RE ALL ON THE SAME TEAM



Join us as we celebrate 40 years of Tourism on Guam. Honoring our past, acknowledging the present, and securing the future.

Tourism Works for Us.





ACCOUNTING

Statement of Revenues,
Expenditures, and Changes in
Net Assets
Unaudited
Fiscal Year Ended
September 30, 2007

Statement of Net Assets
Unaudited
Fiscal Year Ended
September 30, 2007



Statement of Revenues, Expenses, and Changes in Net Assets
Unaudited
Fiscal Year Ended September 30, 2007

	Operating <u>Fund</u>	Membership <u>Fund</u>	Tourist Attraction <u>Fund</u>	Total
Revenue				
Membership	0	39,556	0	39,556
GovGuam Allotments	11,636,086	2,193	1,271,200	12,909,478
Interest Income	27,322	24	625	27,971
In-Kind	336,566	0	0	336,566
Gain/loss Foreign Exchange	94,584	0	0	94,584
Collateral Material Sales	335	0	0	335
Other Income	10,585	0	0	10,585
Professional Services	1,610	0	0	1,610
Other Services	0	31,060	0	31,060
Food,Beverage, Miscellaneous	5,804	4	0	5,808
Consumption Tax	<u>229,941</u>	<u>0</u>	<u>0</u>	<u>229,941</u>
Total Revenue	12,342,833	72,837	1,271,824	13,687,494
Expenditures				
In-Kind	336,566	0	0	336,566
Collateral Material Sales	0	0	0	0
Personnel	1,911,493	48	0	1,911,541
Travel	625,967	546	0	626,513
Professional Services	6,298,413	24,380	953,253	7,276,046
Advertising	996,618	552	150	997,320
Materials & Supplies	144,580	4,910	6	149,496
Equipment	27,708	0	0	27,708
Other Services	337,797	8,500	0	346,298
Repair & Maintenance	70,402	25	0	70,427
Food,Beverage, Miscellaneous	300,072	22,864	41,000	400,932
Utilities	120,588	0	53,832	174,419
Pass Thru Appropriations	0	0	200,000	200,000
Consumption Tax	27,171	0	0	27,171
Grants	470,645	0	0	470,645
Depreciation Expense	<u>94,118</u>	<u>0</u>	<u>0</u>	<u>94,118</u>
Total Expenditures	11,762,138	61,825	1,248,241	13,109,200
Increase(Decrease) in Net Assets	580,693	11,012	23,583	615,289
Net Assets at beginning of year	9,152,327	(14,008)	297,736	9,436,055
Total Net Assets at beginning of year	<u>9,152,327</u>	<u>(14,008)</u>	<u>297,736</u>	<u>9,436,055</u>
Net Assets at end of period	<u>9,733,021</u>	<u>(2,996)</u>	<u>321,320</u>	<u>10,051,344</u>

NOTE: Figure not final.

**Statement of Net Assets
Unaudited
Fiscal Year Ended September 30, 2007**

	<u>Operating Fund</u>	<u>Membership Fund</u>	<u>Tourist Attraction Fund</u>	<u>Total</u>
Petty Cash	23,700	0	0	23,700
Cash In Bank - Checking	3,154,625	14,403	224,712	3,393,740
Accounts Receivable - GovGuam	3,274,560	0	423,340	3,697,900
Inter-Fund Receivables	270,166	(826)	25,000	294,340
Other Receivables	276,085	(8,712)	(27,121)	240,252
Prepaid Expenses	139,577	0	0	139,577
Investments	515,306	0	0	515,306
Property and Equipment, at cost, net	7,415,384	0	0	7,415,384
Total Assets	<u>15,069,402</u>	<u>4,865</u>	<u>645,931</u>	<u>15,720,199</u>
Accrued Annual Leave	100,878	0	0	100,878
Accounts Payable & Others	2,909,882	7,861	195,611	3,113,355
Unfunded Pension Cost	301,827	0	0	301,827
Accrued Sick Leave	75,241	0	0	75,241
Accrued Expenses - Other	8,554	0	0	8,554
Deferred Revenue	1,940,000	0	129,000	2,069,000
Total Liabilities	5,336,382	7,861	324,612	5,668,855
Net Assets	9,733,021	(2,996)	321,320	10,051,344
Total Liabilities and Net Assets	<u>15,069,402</u>	<u>4,865</u>	<u>645,931</u>	<u>15,720,199</u>

NOTE: Figure not final.



Get Involved with Guam's No. 1 Industry!

WHY TOURISM

The tourism industry is big business and is the largest private sector on Guam. The challenge is to keep it big and make it grow to continue providing maximum benefits for the people of Guam.

Would you believe that tourism contributes as much as 50% of the total revenues of the Government of Guam through such taxes as gross receipts, hotel room occupancy, fuel, admission, assessment, and others. Tourism puts dollars into the pockets of each and every resident through direct tourist expenditures and indirectly through local purchases made at hotels, restaurants, bus companies, rent-a-car firms, gift shops, airlines, and other tourism-related businesses.

WHAT IS THE ROLE OF GVB

The Guam Visitors Bureau's mission is to grow and diversify visitor arrivals by creating the reasons to visit, attracting visitors from various markets, and providing a destination experience second to none.

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

HOW IS GVB ORGANIZED

The Guam Visitors Bureau is a public, non-profit membership corporation created by law to stimulate interest in Guam as a travel destination and to encourage the development of the island's visitor industry. GVB's foremost responsibility is to develop, promote, and facilitate travel to Guam from Japan and throughout the world.

Membership in GVB is granted to any individual, organization, or business with an interest in the promotion and development of Guam's tourism industry.

GVB has more than 300 members, including airlines, hotels, wholesale tour operators, sightseeing and recreational operators, travel agencies, restaurants, retailers and other promotion and development oriented organizations and businesses engaged in or directly related to the travel industry.

BENEFITS OF A GVB MEMBERSHIP

Opportunities to participate in the development and growth of Guam's #1 industry

Voting rights to select representatives to the GVB Board of Directors

Greeting services for visiting dignitaries/groups

Possible exposure to travel writers and visiting dignitaries/groups

Exposure on the GVB website and some promotional materials and publications

Opportunities to co-op in marketing programs

Quarterly general membership meetings

Representations in government, business, and the community

Display company brochures at GVB offices

Dissemination of member information at international forums

BECOME A MEMBER TODAY

Log on to
www.visitguam.org
or call the GVB office at
646-5278



Our greatest supporter in an ever evolving industry. Senator Antonio Unpingco's passion for a better Guam will be missed by us all.

GUAM/USA
www.visitguam.org

JAPAN
<http://www.visitguam.jp>

KOREA
<http://www.welcometoguam.co.kr>

HONG KONG
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<http://www.visitguam.org.tw>