

GUAM VISITORS BUREAU
2012 Annual Report



Mission Statement

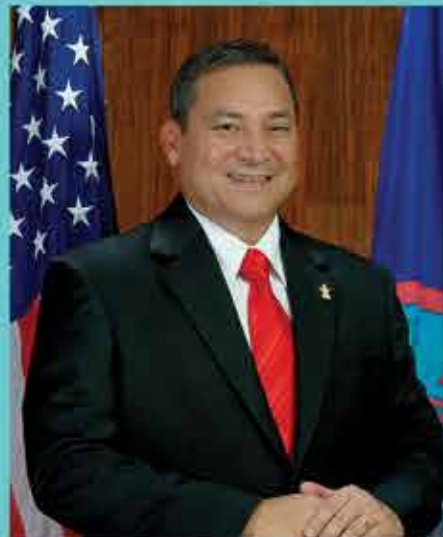
To efficiently and effectively promote and develop Guam as a safe and satisfying destination for visitors and to derive maximum benefits for the people of Guam.

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A MESSAGE FROM
THE GOVERNOR
& LT. GOVERNOR
OF GUAM



EDDIE BAZA CALVO
Governor



RAY TENORIO
Lt. Governor

*Celebrating Excellence and
Building for the Future*

Håfa Adai! Congratulations to the Guam Visitors Bureau, staff, management and Board of Directors on the completion of the 2012 GVB Annual Report.

GVB has seen its fair share of tough times – the instability of the global economy, natural disasters on Guam and throughout the region, and other unforeseen circumstances. However, the GVB Family continues to put its best foot forward to entice visitors to our Pacific paradise. You’re the hard working people behind promoting Guam’s culture, her white, sandy beaches, and the warm hospitality of her people known throughout the Pacific. We are a world-class destination because of you and your partners in tourism, and your efforts to showcase what Guam has to offer every traveler.

We are excited for the future of the markets we currently welcome to our shores. Last year, we saw some of the best visitor arrivals in our island’s history, the promising future of the Russian market, and the push to build capacity and enhance our services to make Guam a premier destination. This year, with your continued commitment to excellence, we hope to see more. Thank you for your diligence, and dedication to share Guam with the world.

Happy 50th Anniversary!

EDDIE BAZA CALVO
Governor of Guam

RAY TENORIO
Lt. Governor of Guam

A MESSAGE FROM THE CHAIRWOMAN

COMMITTEE ON TOURISM, HOUSING, MUNICIPAL AFFAIRS, AND
HAGĀTÑA RESTORATION AND REDEVELOPMENT AUTHORITY

Håfa Adai! As we close the chapter on another great year for tourism, we proudly present this 2012 Annual Report. Together with the Guam Visitors Bureau and out tourism stakeholders, we have made great strides to ensure Guam remains a beacon of the Håfa Adai spirit and the premier visitor destination of the Pacific.

Over the past year, we have increased our marketing efforts abroad to include our participation at events such as the Moscow International Travel and Tourism Exhibition and the 2012 Japan Association of Travel Agents Forum and Travel Showcase. Both events were successful ventures that increased our visibility to current and emerging markets.

By the end of the year, Guam welcomed nearly 1.3 million visitors to our island. This stellar figure is a testament to the dedication and hard work put forth by the Guam Visitors Bureau and private sector stakeholders. As we look ahead to 2013, we will utilize our understanding of the current visitor landscape to position Guam for another record breaking year of visitor arrivals.

I would like to commend the Guam Visitors Bureau, its Board of Directors, and our industry stakeholders for making 2012 a successful one. I am confident that as long as we continue our collaborative efforts to forge lasting partnerships with our visitors and industry counterparts abroad, we will ensure the sustainable growth of this vital economic industry.

Un Dångkulu Na Si Yu’os Ma’åse’ and may God continue to bless Guam.

Sinseru yan magåhet,

Si Senadora Tina
I Mina’Trentai Dos Na Liheslaturan Guåhan



TINA ROSE MUÑA BARNES
Senator, 32nd Guam Legislature



MARK BALDYGA
Chairman

A MESSAGE FROM THE CHAIRMAN

Håfa Adai! On behalf of the GVB Board of Directors and its management and staff, we are pleased to present this Annual Report for Fiscal Year 2012.

This was a banner year for Guam tourism as arrivals soared to 1.3 million visitors, a level not seen in the last 15 years. GVB launched a new corporate look to celebrate 50 years of tourism on Guam and a new modern logo that features the iconic symbols of the sun, ocean, land and proa set in an abstract sling stone. This is a fitting reminder that we must honor the traditions of the past even as we push forward towards our bright future as we begin the next 50 years of tourism on Guam.

Today, tourism is a billion dollar industry that supports tens thousands of jobs and contributes over \$150 million in revenue for the Government of Guam.

I believe that in 2022 we will look back upon 2012 as the beginning of a new period of significant growth. Our hotels are starting to be fully occupied during peak periods, our average room rates are finally moving up and we are now reaching an important cross roads as a destination. We must now deliberately begin to move from our early beginnings as a “close and cheap” getaway towards our destiny as a first-tier international standard resort destination of choice.

NEW DIRECTIONS

This year GVB will redefine its vision and begin to move towards its potential. With your help we will achieve our goal of repositioning Guam as a world-class cultural destination of choice. We will accomplish this by:

- Improving the quality of the destination to attract higher spending, longer stay, higher yield visitors
- Adding quality hotel rooms, including five star and luxury accommodations
- Diversifying our core market base including pursuit of a China Visa Waiver program
- Attracting non-leisure visitors through active pursuit of Conference and MICE business
- Focusing on increasing Chamorro cultural elements as our primary unique destination differentiator

As always, we will actively engage with the community and our stakeholders. We will explore creative and alternative sources of funding to reach our goals. We will remain mindful of sustainability issues both environmental and social. And we will strive to achieve excellence in all we do.

There is a bright future for our island community, and together we will reach new heights and take Guam into an era of significant economic prosperity. Tourism is everyone’s business and I would like to thank all the hard working men and women in the industry as well as the Guam Visitors Bureau who have done an excellent job over the past 50 years.

Together with you, I am excited to embark upon our new journey of the next 50 years.

Un Sen Dangkulo Na Si Yu’os Ma’åse!

Senseramente’,


MARK BALDYGA
Chairman of the Board

BOARD OF DIRECTORS



BRUCE KLOPPENBURG
Vice Chairman



THERESA ARRIOLA
Secretary



N. OSCAR MIYASHITA
Treasurer



ANNMARIE MUÑA



BARTLEY JACKSON



MAYOR ROBERT HOFMANN



EDUARDO CALVO



JENNIFER CAMACHO



DR. JUDITH GUTHERTZ



MILTON MORINAGA



NATHAN TAIMANGLO



NORIO NAKAJIMA



KARL A. PANGELINAN
General Manager



JON NATHAN DENIGHT
Deputy General Manager

MANAGEMENT’S DISCUSSION & ANALYSIS

YEARS ENDED SEPTEMBER 30, 2012 AND 2011

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

ADMINISTRATIVE HIGHLIGHTS

Hotel Occupancy Tax collections in Fiscal Year (FY) 2012 were up over 12% versus FY2011, and the Bureau’s operational budget of \$13,314,823, authorized by Public Law 31-77, was fully funded. However, Special Projects, which includes projects like Tumon and Hågatña beach cleaning, Tumon landscaping and islandwide road maintenance, was underfunded by \$82,096. GVB’s board, management and staff maintained a financially conservative philosophy in managing its expenditures to avoid statutory penalties associated with expenditures beyond allotments. Operating expenditures totaled \$11,880,788 for the year, which does not include pass through appropriations, promotional in-kind contributions, community programs, and depreciation.

FY2012 saw the launch of capital improvement projects that use proceeds from Hotel Occupancy Tax (HOT) Revenue Limited Obligation Bonds to fund the building of the Guam Museum as well as upgrade and refurbish some of our island’s historic sites, tourist attractions and community projects. Architects Laguana & Cristobal were selected to design the \$27 million Guam Museum, with groundbreaking scheduled for early 2013 with a completion date target of late 2014. Other key projects that were initiated were San Vitores flooding mitigation, the Plaza de España and Inarajan Community Center restoration.

Hotel room inventory (8,285) was down 6% from last year, with the decrease primarily due to GVB’s efforts to resurvey the properties to get a more accurate accounting of actual available accommodations. The weighted hotel occupancy rate (78%) was up 8 points versus FY2011, and the average daily room rate rose from \$114 to \$120. This year, the Bureau recognized \$37,600 in membership dues, up 24.5% from the prior year due to it being an election year for membership directors, which occurs every other year.

MARKETING HIGHLIGHTS

Marketing Guam as tourist destination is a top priority for GVB. The Bureau utilizes visitor data and market intelligence to develop innovative programs to grow arrivals and yield. In order to implement its long-term strategic plans, GVB focuses on major marketing areas, collaborates with its global marketing partners, and works with industry stakeholders to create efficient marketing solutions that improve and strengthen the island’s tourism economy.

Guam experienced an overall 10.7% increase in total arrivals, ending the year with a combined 1,270,161 visitors from all markets. The Japan market fully recovered from the 3/11 triple disasters, with the island welcoming 907,765 travelers from its largest source market. The Korean market also continued its upward trend with 165,143 visitors (+13.8%), and combined, Japan and Korea represent almost 85% of all arrivals. Taiwan positioned itself as the third largest Asian source market with 49,851 visitors (+22.5%).

Travel from Chinese markets remained mixed, with Hong Kong slightly down (-1.3%) and China (+46.6%) continuing to see significant gains, but together still account for only 17,436 visitors, or 1.4% of total arrivals. There was positive growth from the U.S. Mainland (53,329 pax, +10.1%), Hawaii (11,437 pax, +2.1%) and Australia (4,071 pax, +11.2%), while the Philippines (10,240 pax -4.7%) declined slightly. Collectively, Micronesia (CNMI, Palau, FSM, RMI) made up 2.5% of total arrivals to Guam, with 32,156 visitors from the region. The biggest percentage increase for the year came from Russia (2,930 pax, +456%), which was granted visa waiver status in January 2012.

JAPAN

Total Japan outbound travel made a full recovery in FY2012, and Guam benefited with a +10.2% increase in Japanese arrivals (907,765 pax) versus FY2011. All areas within Japan with direct flight service to Guam, with the exception of Hokkaido (-2.2%), showed increases. The most significant growth came from the Tohoku Region (+47.5%), the area most affected by the disaster. About half of Guam’s arrivals originate from the Kanto Region (Tokyo), which showed a +13.4 increase with 456,492 arrivals.

The strong Yen encouraged more international travel, but despite the increase in arrivals, Guam’s market share declined from 4.94% to 4.87% due to strong demand for travel to China and South Korea in the first half of FY 2012. However, later in the year, disputes over the sovereignty of the Senkaku and Takeshima Islands, caused many Japanese to cancel their trips to China and Korea. Guam was able to benefit from this, attracting both leisure and group travel looking for an alternate destination. Efforts to develop the meetings, incentive, conference, and exhibition (MICE) market continue to pay dividends with large corporate groups such as Daihatsu (1,200 pax) and Charle (4,029 pax) choosing Guam.

Improvements in the visitor profile continued in FY2012. On-island expenditures increased from \$558 to \$596, and those in the income brackets of ¥7 million (\$90,000) or higher continued to make up 31% in our visitor profile. Towards the latter part of the fiscal year, the U.S. Dollar gained strength and ended the year with an average exchange rate of ¥77.85. The weaker Yen makes Guam a more expensive destination, but at the same time boosts Japanese export earnings and increases the spending power of GVB’s Japan marketing budget.

Based upon the Japan Exit Survey, the main motivations for selecting Guam is the beaches and short travel time. The goal for FY2013 is to continue to focus on the MICE market, improve brand image and increase market share. GVB will continue to work with our industry partners to promote longer stays, increased spending and more group travel.

KOREA

FY2012 proved to be a banner year for South Korean visitors to Guam. With 165,143 arrivals, it is the second best year since 1996, and up almost 14% versus FY2011. This is attributed to several factors, one being the dispute with Japan over the Dokdo Islands, or Takeshima Islands to the Japanese, which resulted in some diverted bookings to Guam instead of Japan. In addition, the ongoing political uncertainty with North Korea provided motivation to travel abroad. Airline partners Korean Air and Jin Air continued to add seat capacity to support this increased demand.

GVB continued its focus on maintaining and developing relationships with key trade media and travel organizations in Korea. Promotion of Guam as a safe and attractive destination has resulted in a strong family market, with 83% of the visitors being married and 44% traveling with family. Repeat visits are still low, about 15%, but Guam’s share of the total Korean outbound market has grown to approximately 2%, up from less than 1% just a few years ago. The forecast looks positive especially with the addition of Jeju Air in late September 2012, and the announcement of Korean Air service from Busan in October 2012. Air seat capacity saw an 11% increase over FY2011, but next year should see an even greater increase of around 50%. On-island spend declined from \$424.40 to \$392.00, but with the increase in arrivals, total economic benefit to the island was a net increase. Average length of stay remained about the same at 3.7 days, up slightly from last year’s 3.6 days.

OTHER MARKETS

The Greater China markets made up of Taiwan (+22.5%), Hong Kong (-1.3%) and China (+46.6%) continued to see growth, accounting for 5% of total arrivals. The increase in Taiwanese visits is due in large part to additional seasonal charters by EVA Air and China Airlines. Mainland China reached record levels with 9,040 total visitors, which can be attributed to the Bureau’s efforts to support direct charter flights from major Chinese cities. GVB continues to partner with all stakeholders to lobby for the inclusion of China into the Guam-CNMI Visa Waiver program, which is still the greatest opportunity for Guam’s tourism industry.

On January 15, 2012, the Secretary of Homeland Security, through her parole authority, announced that Russian tourists were allowed to visit Guam visa free. The Bureau quickly took advantage of this opportunity and initiated its marketing plan for this new source market. In less than nine months, Guam received 2,931 travelers from Russia, a 455% increase. While the Russian outbound market potential is not as large as the Chinese, the Russian visitor typically stays longer and spends more than the average Asian, providing a greater yield per visitor.

The U.S. Mainland (+10.1%), Hawaii (+2.1%) and Australia (+11.2%) each saw positive gains while the Philippines (-4.7%) and CNMI (-3.7%) were slightly down in FY 2012. Sea arrivals (-2.1%) were also slightly lower versus the previous year at 8,526, but GVB, as a founding member of the Micronesia Cruise Association, began to actively market the region to the cruise ship industry.

DESTINATION MANAGEMENT HIGHLIGHTS

Destination Management’s primary responsibility is to ensure that Guam delivers on its brand promise. This requires initiatives that help provide an experience that is unique and enriching, while valuing and perpetuating Guam’s natural and cultural resources and honoring its people and heritage. As Guam’s visitors industry matures, the importance of this division has grown significantly over the last decade, especially as the Government lacks the funding to maintain the infrastructure that is critical to tourism. Improving our tourism product so visitors have a safe and satisfying experience is key to attracting repeat visits and increasing the yield.

The Destination Management Committee (DMC) focuses on improving tourism infrastructure, safety and satisfaction. Over the years GVB has taken on additional responsibilities originally tasked to other Government of Guam agencies such as San Vitores landscaping and culvert cleaning, grass cutting and trash collection along major highways, and Hågatña and Tumon Bay beach cleaning. A FY2012 highlight was the completion of the San Vitores streetlight project, which was funded with federal ARRA grant monies. The result is a well-lit, safer Tumon area that is enjoyed by both visitors and locals alike.

The Cultural, Heritage and Community Committee (CHaCO) works to develop the Chamorro culture and share it with visitors. Some of its key programs include cultural presentations for international marketing events, the Guam Chamorro Dance Academy, Guam Island Fiesta Tour (GIFT), village festival support and development grants for cultural, educational, medical and ecotourism. The Guam Brand initiative is the community outreach program designed to build support for improving the destination. This year’s highlights include the Håfa Adai Pledge program reaching over 350 participating organizations, a Chamorro Month PDN supplement, the Buy Local Forum and Expo at PHARE and the Guam Brand logo awareness campaign.

Sports and events can enhance Guam’s economy, image and quality of life. Recognizing these benefits, GVB’s Sports and Events Committee supports activities designed to increase Guam’s sports presence to a globally competitive level and create reasons to visit through unique events. The Bureau’s two signature events, the Guam Micronesia Island Fair and the Guam Ko’Ko Road Race saw the largest participation in 2012 in either event’s history. Other supported events included the GHRA New Year’s Eve fireworks display, XTERRA Triathlon, Ladies Pro-am Golf Tournament and Smokin’ Wheels Racing Weekend.

CAPITAL ASSETS AND LONG-TERM DEBT

The Bureau is not capital intensive and therefore, significant capital asset activity did not occur in 2012, 2011 and 2010. For additional information regarding capital assets, please refer to note 5 to the financial statements.

Additionally, the Bureau has no long-term borrowings. However, additional information concerning its other long-term liabilities can be found in note 7 to the financial statements.

Management’s Discussion and Analysis for the year ended September 30, 2011 is set forth in the Bureau’s report on the audit of the financial statements, which is dated February 27, 2012, and that Discussion and Analysis explains the major factors impacting the 2011 financial statements and can be viewed at the Office of the Public Auditor’s website at www.guamopa.com.

OUTLOOK

Guam remains well positioned to see continued arrival growth in FY2013 and GVB has set next year’s arrival target at 1,310,000 (+3%), assuming no catastrophic events occur. Japan outbound travel is projected to remain strong in 2013, and if Guam can regain some lost market share, Japan arrivals should grow to 930,000 arrivals.

Increased air seat capacity from Korea is projected to drive 50% more arrivals, or close to 200,000 Korean visitors, which would be a record for Guam. The forecast for Hotel Occupancy Tax collections, based on increases in hotel occupancy and room rates, is \$26.2 million (+1.7%).

A major challenge next year will be the shortage of quality hotel room inventory during peak seasons. This creates a bottleneck and hinders growth in new markets that do not have room blockages. GVB continues to work with the industry to mitigate the issue, and the opening of a new hotel, the Dusit Thani, will add 414 rooms. In the off-peak seasons, business (MICE) and group travel can address the historic shoulder periods.

The Bureau will continue to diversify, developing new markets like Russia and China. In mature markets like Japan, GVB will target higher yield, longer staying markets such as the silver, wedding and honeymoon segments. Efforts to improve and develop the destination and promote the island’s unique culture will also make Guam more competitive and drive demand for the Guam’s tourism product. The China Visa Waiver opportunity is still very possible, and the Bureau stays prepared to take advantage if it is granted.

MANAGEMENT CONTACT

Karl A. Pangelinan, General Manager, can be contacted at Guam Visitors Bureau, 401 Pale San Vitores Road, Tumon, Guam 96913, telephone (671) 646-5278/9, or karl.pangelinan@visitguam.org.

KARL PANGELINAN
General Manager

JON NATHAN DENIGHT
Deputy General Manager



GUAM VISITORS BUREAU
*Management
 & Staff*

1. Antonio (Tony) Muña, Jr. - Public Information Officer
2. Elaine Pangelinan - Marketing Secretary
3. Miranda Muñoz - Administrative Assistant
4. Pilar Lagunaña - Marketing Manager
5. Doris Ada - Special Project/TAF Officer/Membership Officer
6. Brian Borja - Marketing Officer I, China
7. Rose Cunliffe - Controller
8. June Sugawara - Marketing Officer II, Japan
9. Gina Kono - Marketing Officer II, China, Hong Kong, Philippines & Russia
10. Karl Pangelinan - General Manager
11. Nadine Leon Guerrero - Marketing Officer II, Japan
12. Laurette Perez - Accountant III
13. Haven Torres - Marketing Officer I, Japan
14. Jon Nathan Denight - Deputy General Manager
15. Juanita Sablan - Accounting Technician III
16. Regina Nedlic - Marketing Officer II, Pacific, Australia & Taiwan
17. Annabel Certeza - Clerk Typist III/Marketing Aide
18. Ana Cid - Research & Statistics Analyst II
19. Mark Manglona - Marketing Officer I, Korea & North America
20. Meriza Peredo - Executive Secretary
21. Felix Reyes - Marketing Officer II, Korea & North America
22. Dina Rose Hernandez - Administrative Assistant
23. Kraig Camacho - Community Development Officer, Sports Tourism

Not in photo:



Garret Aguon
Messenger Clerk



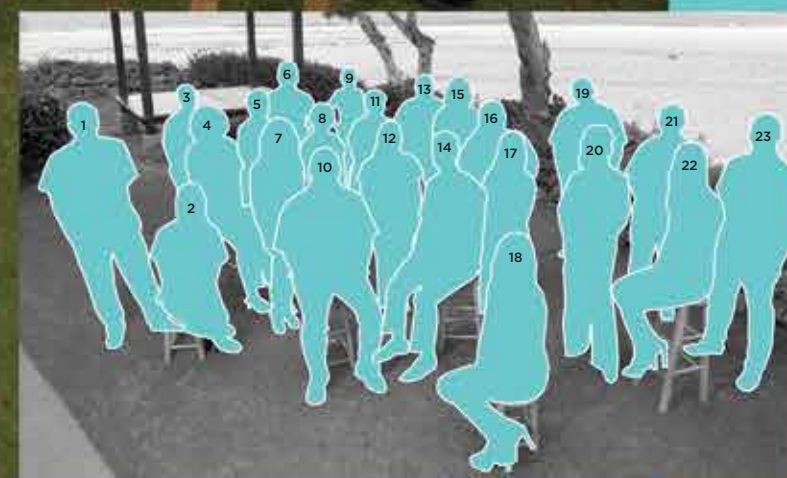
Cil Dydasco
Computer Operator I,
GVB Airport Office



Debi Phillips
Research Manager



Emily Quinata
Receptionist





Destination Management

SUMMARY

The Destination Management Department (DMD) of the Guam Visitors Bureau assists in the development of the community's needs as they relate to Guam's visitor industry. The department and its programs, intend to complement GVB's role in promoting our island as an attractive destination, focus on the harmonious interaction of the island's residents and those within the visitor industry. Within DMD, there exists the Sports and Events Tourism Division, the Cultural Heritage and Community Division, Destination Improvement/Maintenance Division, the Membership Division and the Tourism Industry Relations Division.

The Sports and Events Tourism Division identifies, advocates and further develops Guam as a sports destination. In doing so, the division assists in fostering relationships between athletes from our source markets and Guam, and encourage the continued development of local athletes.

The Cultural Heritage and Community Outreach Division is tasked to provide GVB's promotional efforts both locally and internationally, with a strong representation of Guam's culture. The division provides Guam's residents with opportunities to strengthen their cultural values through artistic means and has created and supported programs that give both visitors and residents a unique experience of the island's cultural identity.

The Destination Improvement/Maintenance Division identifies capital improvement projects that will enhance Guam's tourism infrastructure, seeks appropriations for these projects and pursues their implementation. The primary goal is to improve, upgrade and maintain infrastructure to meet the needs of the tourism industry and visitors coming to Guam.

The Membership Division maintains membership relations that will strengthen the bond of partnership between GVB, as a government office, and the private sector. This public-private partnership seeks stakeholder support for the industry that accounts for more than 60% of Guam's economy as well as to take part in GVB promotions and programs.

The Tourism Industry Relations Division ensures visitor satisfaction and safety as well as the enhancement of local residents' way of life by bridging the gap between visitors, the private sector and local residents.



SPORTS AND EVENTS TOURISM

Event Support and Sponsorship

The Sports and Events division of the Guam Visitors Bureau's Destination Management team is committed to identifying, advocating and further developing Guam's sports tourism as a tool for promoting Guam to our visitors while also encouraging the development of Guam's local athletes.

In FY2012, the Bureau focused its support and sponsorship towards organized local community sports events, attractions and programs that had the potential to attract visitors. Once again, the Bureau welcomed several overseas teams from Japan and Korea mainly participating in training camps, friendship tournaments and international competitions.

In its sixth year, the Guam Ko'ko' Road Race continued to grow in overseas and local participation and drew a record number 1630 participants. Once again, the event featured an attractive pool of competitors from Japan, Korea, North America and Philippines further elevating the level of competition in FY2012. The scenic run along Guam's coast remains to be one of Guam's more popular running events. Runners were treated to a post race breakfast, entertainment and award ceremony in which several cash prizes and airline getaways, courtesy of United Airlines (Official Ko'ko' Road Race sponsor), were awarded.

Returning to defend his title was the overall 2010 Guam Ko'ko' Road Race half-marathon winner, Japan's own Masashi Shirotake. Shirotake finished in record setting fashion once again besting his previous course record time of 1 hour 12 minutes and 52 seconds as he finished with a new course record of 1 hour 12 minutes and 43 seconds. Taking the women's division overall was Japan's Yuko Machida with a time of 01:23:24.

XTERRA Guam Championships

Considered one of the biggest off-road triathlon races in Micronesia and known throughout the world amongst off-road triathlon enthusiasts. This years inaugural 2012 XTERRA Guam Championship qualifier was nothing short of spectacular. The race highlighted Guam's natural scenic beauty with its treacherous and challenging terrain. Not to leave out, the excellent pool of professional athletes who flew half way across the globe to make this a world-class event.

Ben Allen and Renata Bucher captured the inaugural XTERRA Guam Championship. It is the second XTERRA Championship for Allen, who also won XTERRA Brazil, and the 22nd title spanning 12 countries for the illustrious career of Renata Bucher.

18th Friendship Junko Baseball Tournament

Guam once again hosted the 18th Friendship Junko Baseball Tournament. The friendship tournament features a competitive pool of athletes from Tokyo's Junko University in Japan against Guam's finest Major League teams. The tournament offers a unique experience for Guam athletes and visiting Japan teams as it uses a rubber baseball for greater trajectory and bounce when hit and fielded. The tournament is an annual celebration that highlights camaraderie and sportsmanship, but more importantly Guam's continuing success in maintaining great relationships with Japan, Guam primary source market of visitors.

Smokin' Wheels

A mutli-motorsport three-day event organized by the Guam Racing Federation continued to draw thousands of local enthusiasts to the Guam International Raceway Park. Fans and visitors alike enjoy off road competitions and stock car racing on the newly built/mile asphalt track. This year, Hundreds of spectators came out for the awesome off-road competition and great food. More importantly, the race attracts overseas competitors who participate each year.

13th Annual Micronesia Cup

Guam played host to the 13th annual Micronesia Cup. Over 37 outrigger canoe teams with over 55 entries competed in this year's event. The local community

and visitors alike were able to witness some of the fastest, toughest outrigger canoe action the region has seen, with both sprint and distance races taking place in Guam owns Matapang Beach in Tumon. Taking the overall honors in the 40mile race was Kepuha Huga.

11th Asian Seniors Bowling Championship

The 11th Asian Seniors Bowling Championship hosted by the Guam Bowling Congress showcase an excellent turnout of overseas countries participating in the tournament. Senior players from Australia, Japan, Korea, Chinese-Taipei, New Zealand, Philippines, and Guam - completed the Championships in several divisions held at Central Lanes in Tamuning. After all was said and done, it was a clean-sweep for Team Japan as the trio of Kazuyoshi Nishida, Toshihiro Takahashi and Katsumi Kamishita claimed the top three spots in the All-Events.

15th Annual TRUE GRIT Tournament

The 15th annual Budweiser "TRUE GRIT" Guam Rugby International Tournament featured Rugby squads from Asia Pacific, Micronesia and Guam. Taking the overall honors for the Men's division was Para Todu. In the women's finals, it was the visiting Japan team Little Blacks beating out on Guam's Team Poksai.

FIFA's Presidential Visit

Making headlines in 2012 was the official visit of FIFA President Joseph Blatter of the Federation International de Football Association. Blatter's visit to Guam to unveil the new world-class turf field at the Harmon fields further signifies Guam importance in the region and will help to develop the sport on island. More importantly, the new turf field provides the island with the opportunity to host international events.

6th Annual Guam International Large Ball Table Tennis Tournament

The 6th Annual Guam International Large Ball Table Tennis Tournament started roughly 6 years ago, however, this unique event continues to draw close to 100 participants each year from Japan and the local community. Held during the month of April, the tournament format of using a slightly larger pingpong ball 44-millimeters in size over the traditional 40-millimeter ball results in longer rallies and players having to use more power to return serves. Once again in 2012, Japan continued to dominate the field of competitors.

Each year through Sports Grants and Event Support and Sponsorship funding, the bureau is able to support local sports federations and non-profit entities to hold events such as the XTERRA Guam Ko'ko Kids Run, the 14th Annual Gupot Y Peskadot, The Governors Council on Physical Fitness Awards and the 2012 Guam Master Games.

In 2013, the Bureau remains focused in identifying and supporting key signature events and attractions for our local community and visitors alike, which remain critical to the development and enhancement of Sports Tourism on Island.



**Photos from the 2012 Guam Ko'ko' Road Race.*



CULTURAL HERITAGE and COMMUNITY OUTREACH (CHaCO)

Guam's culture plays a significant role in the island's attractiveness as a tourism destination. The Cultural Heritage and Community Outreach Division (CHaCO) of the Guam Visitors Bureau actively provides and maintains avenues for the continued development and strengthening of our culture and heritage in the tourism industry. CHaCO ensures that the cultural experience our visitors receive is consistent with the philosophies of our community.

The Cultural Heritage and Community Outreach Committee is tasked with the responsibility to provide a snapshot of Guam's cultural experience in GVB's promotional efforts, both locally and abroad, and to promote, support and facilitate the revitalization and display of Guam's heritage, cultural values and natural history.

The Cultural Heritage and Community Outreach Committee, chaired by Board Member Theresa C. Arriola, is comprised of representation from the island community and our tourism stakeholders. These are the programs and activities funded in FY2012:

Cultural Presentations Overseas – Guam Chamorro Dance Academy

- **Guam Chamorro Dance Academy** was first piloted in FY2010 in the Tokyo area targeting Hula Dance Clubs. Five 2-day dance workshops were conducted with up to 50 pax attending each workshop conducted by the Traditional Dance Master Frank Rabon and 2 assistant instructors. The success of the program proved that our people and heritage are enticing elements in Guam's role as an attractive destination. In FY2012 the program drew continued support through the number of participants scheduled for the year. In fact, in 2012 the GCDA students were invited to perform Guam Chamorro Dance during the Aloha Festival in Yokohama, Japan. As a result of the program, GCDA students continue to visit Guam to learn more about Chamorro culture and to participate in annual festivals in which they are invited to perform for our local audiences. The Guam Chamorro Dance Academy throughout Japan will continue in 2013 and will continue to feature Chamorro songs, dance, chants, and weaving to its students. Pa'a Taotao Tano continues to work in collaboration with the GVB locally and in Japan in promoting Chamorro culture through the performing arts.

Grants-in-Aid

GVB actively solicits individuals and organizations interested in holding events that conform to a set criteria established by GVB for community development and cultural promotion. Special emphasis was given to the development of new activities designed to attract visitors to Guam during off peak visitor arrival periods and events that offer a unique cultural experience. As a result, GVB is able to market a full year-round calendar of events that provide a range of experiences for our visitors and offers our local community a chance to interact with them.

2012 Guam Island Fiesta Tour (GIFT)

- Yona – Saint Francis of Assisi – October 2, 2011
- Tumon – Blessed San Vitores – January 15, 2012
- Yigo – Our Lady of Lourdes – February 12, 2012
- Barrigada – San Vicente Ferrer – April 15, 2012
- Merizo – San Dimas – April 29, 2012
- Santa Rita – Our Lady of Guadalupe – May 27, 2012
- Tamuning – Saint Anthony – June 10, 2012
- Agat – Santa Ana – July 29, 2012
- Agat – Santa Rosa – August 26, 2012
- Talofofo – San Miguel – September 16, 2012
- Mangilao – Santa Teresita – September 30, 2012

Other supported events:

- Guam Beauty Organization – Miss Universe Guam 2012
- Beauty World Guam Organization – Miss World Guam 2012
- Miss Earth Guam 2012
- Soroptimist International of Guam – Silibrasion Famalao'an: A Festival of Arts
- Annual Manenggon Memorial
- Guam Society of America, Inc. – Capitol Hill Reception Liberation of Guam
- 6th Annual Agat Mango Festival
- GHRA – 5th Annual Taste Guam "Celebrating the Arts"
- Talofofo Banana Festival
- Santa Rita "Back to Sumay"
- 4th Annual Gupot Fanha'aniyan Pulan Chamoru – Chamorro Lunar Calendar Festival
- Guam Symphony Society – 22nd Annual Holiday Seaside Concert
- Japan Club of Guam – 32nd Japan Autumn Festival
- GHRA – 14th Annual Pastries in Paradise "O Christmas Treat"
- Guam Department of Education – Gupot Chamorro 2012
- Umatac Municipal Planning Council – Discovery Day 2012
- UOG – 9th Annual Inacha'igen Fino' Chamoru – Chamorro Language Competition
- 2012 Malesso Crab Festival
- Agana Heights Annual Coconut Fair
- 3rd Annual Mangilao Donne Festival
- 2012 Malesso Fiestan Tasi
- Inetnon Gef Pago Cultural Arts Program – After School Instruction / Workshops
- Department of Chamorro Affairs – Nihi Ta Tafok, Let's Weave
- Tamuning-Tumon-Harmon Municipal Planning Council – 1st Annual Latte Stone Festival
- Department of Agriculture – Organic Demonstration and Plant Nursery Farm
- USO – 2012 7th Annual Guam Six Star Service Salute
- 2012 Guam International Film Festival

25th GUAM MICRONESIA ISLAND FAIR

The Guam Micronesia Island Fair is an annual signature cultural event of the Guam Visitors Bureau, showcasing the vibrant cultures of Micronesia.

In 2012 the Guam Visitors Bureau celebrated its 25th anniversary celebration of the event and expects to enhance the celebration for future events.

Overseas visitors and locals alike are able to experience the culture and arts unique to the Micronesian region during a three day celebration complete with entertainment, arts and crafts, and Micronesian cultural delicacies.

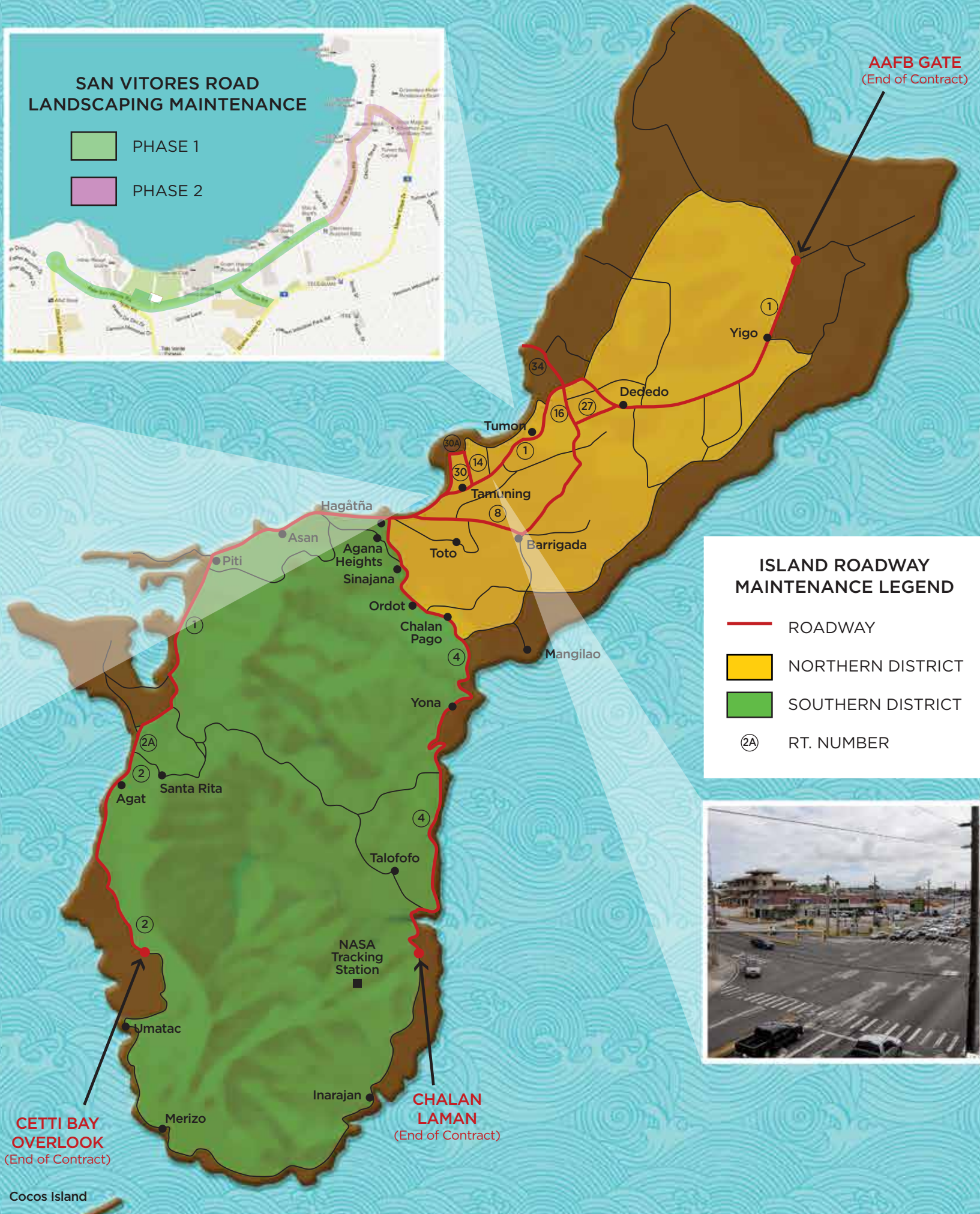
For over a quarter century, Master Carvers, Blacksmiths, traditional fishing experts, jewelers, weavers, dancers, musicians and chefs from the Federated States of Micronesia, Rota, Saipan, Tinian, Republic of Kiribati, Nauru, the Marshall Islands and Palau, have gathered on Guam to commemorate the regions largest cultural event.



**Photos from the 25th Guam Micronesia Island Fair.*



**TUMON BEACH
CLEANING & MAINTENANCE**



SPECIAL PROJECTS

Special Projects identifies and pursues capital improvement and maintenance projects designed to enhance Guam's product and image as a world-class destination. To achieve this mission, GVB oversees some of the projects below and are highlighted in the map to the left:

- Tumon and Hagåtña Beach Cleaning & Maintenance
- Tumon - San Vitores Road Landscaping Maintenance
- Island Roadway Maintenance
- Holiday Illumination Project

To assist in managing these projects, GVB has contracted TG Engineers to serve as the contract and compliance manager.

TOURISM INDUSTRY RELATIONS

Tourism Industry Relations is tasked with ensuring visitors safety and satisfaction. This division also bridges the gap between the private sector and local residents. Below are programs the Tourism Industry Relations division is responsible for overseeing:

- Golden Latte Awards - In 2012, GVB merged its Excellence in Tourism Awards with GHRA's All-Star Awards in the new Golden Latte Awards presented by GVB and GHRA. The GLA recognizes outstanding employees and companies that contribute great service within their organizations.
- Tour Guide Certification - GVB monitors tour guides and tour sites throughout Guam as well as business compliance with signage laws in Tumon.
- Airport Ambassador Program - GVB provides funding for the Ambassador Program at the A.B. Won Pat Guam International Airport, which offers assistance to arriving visitors by providing guidance on all forms and directions through the airport.
- Welcome Service - GVB provides welcome services for incentive groups as well as VIP guests upon their arrival to the island or at an event they are hosting on Guam.



*Marketing
Department*

SUMMARY

FY2012 was a year of tremendous growth and success for GVB and Guam tourism. Air seat capacity increased significantly and we welcomed a new Korean airline to Guam, Jeju Air. Also, in 2012, the implementation of the Russia visa waiver opened up a brand new and lucrative source market for the island.

On January 15, 2012 the Department of Homeland Security granted parole authority to eligible Russian tourists enabling them to visit Guam without a visa. GVB immediately took up the challenge to stage a strong presence within the Russia leisure travel market. By working closely with the U.S. Embassy, the U.S. Commercial Service, the Visit USA Russia Committee and the Bureau's Social Media Strategist, GVB was able to launch and implement an aggressive marketing plan that included developing an official Guam Russian language website. GVB also participated in travel trade shows in Russia, presented destination workshops to Russian travel agents and media in Vladivostok and Khabarovsk, and even demonstrated Chamorro culture and traditional dance on Russian national television. The result is an impressive 455.1% increase of Russian visitor arrivals in FY2012 and the development of several new businesses on Guam that cater to our Russian visitors. GVB will continue to work diligently in FY2013 to grow and expand this exciting new market.

The Chinese travel market is the fastest growing visitor segment in the world and since Guam is located so close, China has become a very significant market for our island. Guam's government and private sector leaders have been working diligently with the Commonwealth of the Northern Marianas and the U.S. Federal government to have China included in the new Visa Waiver Program being developed for the Marianas, of which Guam is a part. In the meantime, we continue to market Guam as an attractive, world-class resort destination in China and have been instrumental in minimizing the visa approval processing time down from several months to now less than a week.

In FY2012, GVB launched its first integrated cooperative social media marketing campaign, the Shop Guam Festival. The objective of the Shop Guam Festival campaign was to introduce Guam to 8 of our source markets as a trendy, diverse and duty free shopping paradise. GVB campaigned in search of 8 well-regarded and highly influential fashion bloggers from target markets in Japan, Korea, Taiwan, Hong Kong, China, Philippines, North America and Russia. Our marketing team carefully organized a week of exciting activities for the ambassadors that allowed them to experience Guam's cultural and recreational activities, retail shopping and more. The media exposure Guam gained through the campaign was just phenomenal and I am very proud and to report that the total campaign media ROI value of the Shop Guam Festival stands at \$8.4 million. This could not have been possible without the outstanding work of the GVB team and the support of our campaign sponsors and partners.

As GVB celebrates its 50th Anniversary in 2013, we will continue to invest our digital capability and capitalize on the existing social media relationships to increase further brand exposure and tourist arrivals. GVB will continue to forge and strengthen travel trade relationships within all our source markets in an effort to grow and diversify the island's tourism base and we will continue to promote Guam as a safe and satisfying world-class cultural destination.



MARKETING OBJECTIVES

- Strengthen the relationship with travel industry partners by organizing diverse programs including sales incentives and participating in tourism fairs in core markets including Japan, Korea, China, Hong Kong, Taiwan, North America, the Philippines, and Russia.
- Increase Guam’s online presence to consumers by using search engine optimization tactics such as consumer web promotion tie-ins, keyword searches, and blogging on major websites.
- Promote the beauty of Guam through location shooting of popular television drama series, music, and feature videos for each core market and generate valuable exposure value to targeted audiences of general consumers.
- Leverage popular consumer products with Guam’s messaging to travel through online promotions to produce equities of familiar brands with Guam's brand.

MARKETING CALENDAR

DATE	PROMOTION	VENUE	MARKET
OCTOBER 2011			
Sep 30 - Oct 2	JATA Tourism Forum and Travel Showcase	Tokyo, Japan	Japan
Oct 18-21	ITB Asia	Singapore	Asia Pacific
Oct 24	NTA Roadshow: Shenyang City	Liaoning Province, China	China
Oct 25	NTA Roadshow: Dalian City	Liaoning Province, China	China
Oct 27-30	(CITM) China International Travel Market	Kunming, China	China
Oct 29	Shanghai American School Centennial Int'l Fair	Shanghai, China	China
NOVEMBER 2011			
Nov 11-14	(ITF) Taipei International Travel Fair	Taipei, Taiwan	Taiwan
Nov 16-18	Cruise Shipping Asia	Marina Bay Sands, Singapore	Asia Pacific
Nov 26-27	(GCDA) Guam Chamorro Dance Academy	Osaka, Japan	Japan
DECEMBER 2011			
Dec 5-9	(NTA) National Tour Association Annual Convention	Las Vegas, Nevada	USA
Dec 13-16	PATA-Micronesia 3rd Tri-Annual Chapter Meeting	Palau	Micronesia
Dec 16-18	China International Travel Expo on Ancient Tours and Cities	Beijing, China	China
JANUARY 2012			
Jan 14-15	Los Angeles Travel & Adventure Show	Long Beach, California	USA
Jan 27-29	Los Angeles Times Travel & Adventure Show	Los Angeles, California	USA
FEBRUARY 2012			
Feb 17-19	(PTAA) Philippine Travel Agents Association Travel Tour Expo	SMX Convention Center, Mall of Asia, Pasay City, PI	Philippines
Feb 25-26	(GCDA) Guam Chamorro Dance Academy	Tokyo, Japan	Japan

MARKETING CALENDAR

DATE	PROMOTION	VENUE	MARKET
MARCH 2012			
Mar 1-3	(GITF) Guangzhou Int'l Travel Fair	Guangzhao, China	China
Mar 12-15	Seatrade Cruise Ship Convention	Miami, Florida	USA
Mar 21-24	(MITT) Moscow Int'l Travel & Tourism Fair	Moscow, Russia	Russia
Mar 26-28	Guam Road Shows	Khabarovsk & Vladivostok	Russia
Mar 29-31	PATA-Micronesia 2nd Tri Annual Chapter Meeting	Pohnpei, FSM	Microneisia
APRIL 2012			
Apr 6-8	Marine Diving Fair	Tokyo, Japan	Japan
Apr 13-15	(ADEX) Asia Dive Expo	Singapore	Asia Pacific
Apr 16	NTA Road Show	Tianjin	China
Apr 18-20	(COTTM) China Outbound Travel & Tourism Market	Beijing, China	China
Apr 20-23	PATA Annual Meeting Malaysia Asia Pacific		
April 21-25	U.S. Travel Association International Pow Wow	Los Angeles, California	USA
TBC	JGTC Meetings	TBC	Japan
MAY 2012			
May 4-6	Scuba Show	Long Beach, CA	USA
May 18-20	Hana Tour International Travel Fair	Seoul, Korea	Korea
May 25-27	(PITE) Pacific International Tourism Expo	Vladivostok	Russia
May 26-27	(GCDA) Guam Chamorro Dance Academy	Nagoya, Japan	Japan
JUNE 2012			
Jun 7-10	(KOTFA) Korea World Trade Fair	Seoul, Korea	Korea
Jun 13-14	(IFCOT) International Forum on Chinese Outbound Tourism	Beijing, China	China
Jun 14-17	(ITE) International Travel Expo Hong Kong Hong Kong China		
Jun 30-Jul 4	US Consulate Office 4th of July Celebration	Vladivostok, Russia	Russia
JULY 2012			
Jul 10-14	Busan-Daegu-Gwanju Roadshow	Busan/Daegu/Gwanju-Korea	Korea
Jul 26-29	(GCDA) Guam Chamorro Dance Academy	Tokyo, Japan	Japan
Jul 27-29	Matsue Suigo Matsuri and Kashiwa Festivals	Kashiwa, Japan	Japan
AUGUST 2012			
Aug 8-11	PATA-Mic 2nd Tri-Annual Chapter Meeting	Chuuk, FSM	Micronesia
Aug 18-22	Shenyang International Tourism Resources Exhibition	Shenyan, China	China
Aug 22	NTA China Taiyuan Roadshow	Taiyuan, China	China
Aug 20-27	Lotte Jeju Hotel Summer Guam Festival	Jeju Island, South Korea	Korea
SEPTEMBER 2012			
Sep 4-5	Visit USA Committee Russia Roadshow	Moscow, Saint Petersburg, Russia	Russia
Sep 7-10	(BITF) Busan International Travel Fair	Busan, Korea	Korea
Sep 15-19	Cruise Shipping Asia	Singapore	Asia Pacific
Sep 20-23	JATA Tourism Forum and Travel Showcase	Tokyo, Japan	Japan
Sep 20-23	(GCDA) Guam Chamorro Dance Academy	Tokyo, Japan	Japan
Sep 25-28	PATA Travel Mart	Manila, Philippines	Asia Pacific

*All events may be changed at anytime and are subject to availability of funds.

MEDIA COVERAGE HIGHLIGHTS



2012 GVB Global Media Fam Tour



SHOP GUAM FESTIVAL 2012

OVERVIEW

“Shop Guam Festival” is a global integrated cooperative social media marketing campaign that aimed to create interactive shopping experience highlighting Guam as a modern, fashionable, diverse, customer centric destination to shop. The campaign ran for a total of 120 days from September 26th 2012 to early January 25th 2013. The concept involved three Phases - “pre-qualification”, “on-island shopping” and “everybody wins”. The objectives of the campaign include sales, marketing and strategic development for the destination.

Marketing goals

- To brand and market Guam as a modern, trendy, fashionable shopping destination.
- To promote Guam’s tax-free shopping, diverse brand inventories and friendly retail staffs.
- To generate tourist’s awareness of US retail sales during year end holiday season.
- To increase GVB social media following and community engagements via retail sales incentives.
- To activate social influence via social technologies to drive interests to visit and shop in Guam.
- To achieve minimum media exposure ROI of \$2 million dollars for the entire shopping campaign.

Sales goals

- To drive current and future demands for planned or spontaneous travels to Guam for shopping.
- To stimulate local retail sales and increase spending by visitor.

Strategic goals

- To plan and execute first ever global integrated campaigns based on “team Guam” vision
- To mobilize GVB industry members to work together on a large scale global promotion program.
- To develop a successful case study to encourage GVB members participating in the future co-op.

ROADMAP

To kick off, GVB offices in China, Hong Kong, Japan, Korea, Taiwan, Philippines, North America and Russia launched a series of “Shopping Ambassador” contests to identify an influential fashion blogger to be Guam’s shopping spokesperson in each of the 8 markets. Each winner is invited to Guam for a week during “Black Friday 2012” (November 23rd to 30th) with given prize of \$6,000 USD to shop. Each is required to produce on the go social media contents via smartphones to share the visiting experience and create word of mouth about shopping on Guam.

To broaden the campaign exposure give Guam our own unique “sense of place”, GVB successfully integrated the launch of Shop Guam Festival (SGF)



with our annual signature cultural event, Guam Micronesia Island Fair (GMIF). The Bureau invited over 80 international media from print, radio, newspapers, TV to digital publications who came to Guam from Oct 2nd - 7th 2012 to report the 25th annual GMIF and SGF. The global public relations effort not only introduced the colorful and rich cultural heritage of Guam & Micronesia but also expanded the interests and awareness of Guam’s shopping ambassador contest.

Another strategic milestone of Shop Guam Festival is the successful cooperation with key industry partners on Guam. GVB developed a co-op framework to help promote tourism stakeholders in various sectors and stimulate economic opportunities for them. Campaign supporters came from retail (DFS Galleria, The Plaza, Tumon Sands Plaza, Guam Premier Outlet), banking (Bank of Guam), and leisure & transportation (Baldyga Group, Hertz, Sky Dive, Shot Gun). The comprehensive marketing plan ensured these industry members receive adequate media coverage, social media exposure, and travel agency promotion. GVB’s marketing team accomplished a very ambitious and record breaking initiative to open its global marketing network for businesses on Guam to reach potential visitors across 8 markets in one single campaign.

RESULTS

120 days and 6 months of dedicated works, Guam Visitors Bureau achieved a transformational milestone. Shop Guam Festival created tremendous shared values for every marketing dollar invested. It is the first time GVB Marketing Department successfully promotes in 8 key markets. It is a huge win for the Bureau, industry supporters and also the tourists. Shop Guam Festival generated total of \$8.4 million worth of media value in 120 days. The media value is estimated based on the advertising value equivalency (AVE). This involves determining what editorial coverage in traditional media would cost if purchased as paid advertising in our target countries.

In Phase 1, media coverage globally included 311 blog articles, 601 social media mentions, 51 news reports, 28 pages of magazine feature and 28 video episodes. Phase 2 was all about online word of mouth around Guam’s shopping experiences and brand inventories. Total social media efforts by our 8 shopping ambassadors generated 661 posts, 550,000 fans likes, 8,317 comments, 3,470 shares and 1.9 million web views. The reach, engagement and media value generated globally were 4 times higher than GVB originally set forth to achieve.

MEDIA COVERAGE HIGHLIGHTS



OBJECTIVES

- Define the most attractive market segments and visitor mix
- Attract niche segments to supplement arrivals during off peak periods
- Continue brand image advertising to upscale destination
- Maintain volume for mass travel market
- Increase impact of public relations and advertising
- Focus on MICE and Group Market
- Focus on travel experience to improve appeal



Mr. Hiromi Tagawa, CEO, President and Director of JTB Corporation with Miss Asia Pacific Naomi Santos and Miss Earth Guam Anna Calvo.



Deputy General Manager Jon Nathan Denight and Miss Earth Guam Anna Calvo celebrate with Bauhaus incentive group.

JAPAN MARKET FY2012

HIGHLIGHTS

Brand Initiatives

Our branding initiatives continue to be the forefront of our advertising messages, marketing promotions and special campaigns in Japan. Our number one source market, which makes up over 75% of Guam’s total arrivals, achieved a growth of 8.6%. Guam’s growth outpaced Japan’s outbound travel that grew by 6.36%

Strengthening Of Yen Boosts Arrivals

The Japan Yen has played a vital role in the increase of outbound travel as the strengthening of its value has grown from USD1=JPY119 in FY2007 to USD1=JPY76.62 in FY2012. Japan outbound travel is expected to continue to rise over the next 5 - 10 years. Spending for our Japanese visitors is up to \$596.00 per visitor.

Making Chamorro Culture Ubiquitous

Encouraged by a visit from Mr. Hiromi Tagawa, CEO, President and Director of JTB Corporation, the Bureau continues highlighting Guam’s uniqueness with marketing programs designed to promote our rich culture and natural beauty. Our advertising and marketing programs were focused on language, cuisine and dance.

MICE Market

In FY2011 the annual project Hafa Adai Guam Study Tour participants were agents focused on MICE and Group sales. As a result, in FY2012, 1,500 employees from Daihatsu Japan came to Guam for their annual trip. Receptions were held at the Hyatt Regency Guam, Westin Resort Guam and Hotel Nikko Guam. Guam was also the destination of choice for companies such as Cosmo Oil Navi (70 pax), Bauhaus (344 pax), Tohoku Kanami (100 pax), Charle (4,029 pax).

Student Market

Student Market travel has also increased for our island over a one-year period over 100 schools from Japan selected Guam for their student exchange programs. With Guam’s population limitations, alternatives are being sought to grow this market segment further.



Other Key Initiatives

- Fine tune branding programs to promote the island as a unique destination
- Build stronger ties with national and local governments within Japan by encouraging mutual exchange programs
- Strengthen key partnerships with members of the Japan Guam Tourism Council (JGTC) comprising of top-level executives with major travel agencies in Japan.
- Work closely with the Japan Guam Tourism Council and the Japan Guam Travel Association to promote local events supporting Guam’s unique culture
- Continue with the Guam Chamorro Dance Academy creating a deeper connection with our visitors and our culture
- Design local events and promotions that promote interaction with local population
- Conduct product knowledge training and first hand experience to front line travel agents by offering three-day trips to Guam for over 90 agents who never visited the island.
- Generate Guam publicity in Japan local and national media by conducting courtesy calls on government officials with Guam goodwill ambassadors



JAPAN MARKET FY2012 AT A GLANCE

Trade Shows/Conventions/	
Special Promotions:	49
Seminars/Workshops:	47
Travel Trade Fam Tours:	2
Media Fam Tours:	76

FY 2012 Total Arrivals: 907,765 (10.2%)



OBJECTIVES

- Build the image of Guam as a family destination, like home away from home
- Position Guam as a shopping destination through co-promotion with Guam shopping centers
- Develop relaxation and “safe” concept to promote Guam as a fresh honeymoon destination
- Position Guam as a dynamic destination and actively target various sports-related SIT groups, as well as younger visitors
- Promote Guam as a destination for English learning
- Create and develop diverse programs for seniors
- Introduce various types of infrastructure for MICE travel
- Increase exposure of GVB brand and public relations through online channels
- Achieve 10% of total Korean outbound travelers



KOREA MARKET FY2012

HIGHLIGHTS

First Guam Summer Festival Held in Jeju Island
In September 2012, GVB and Lotte Hotel completed a successful weeklong Guam Summer Festival promotion in Jeju Island, South Korea. The event featured Guam cultural performances, appearances by Miss Earth Guam, live weaving demonstrations and highlighted upcoming signature Guam events such as the annual Guam Micronesia Island Fair and Guam Ko’ko Road Race. Through this promotion, GVB was able to tap into Lotte’s direct mail membership of over 100,000 subscribers and gain media exposure for Guam in several Korean magazines and websites.



GVB Hosts Korea-Guam Tourism Council Meeting in Seoul
In September 2011, GVB hosted the Guam-Korea Tourism Council (KGTC) meeting in Seoul, Korea and discussed with the Council how to increase Korea-Guam visitor arrivals, seat capacity and market share while maintaining high load factors. The KGTC is comprised of senior level executives of the top Korean travel agencies.

As part of the meeting, top Korean travel trade media interviewed the Guam delegation and the KGTC members. The delegation also had productive meetings with the American Chamber of Commerce (AMCHAM) Korea, the U.S. Commercial Service Korea, Association of National Tourist Offices Representatives (ANTOR), the Korea-Guam Marketing Committee, and various travel trade organizations as well as select airlines to solicit interest in Guam travel.

KGTC Guam Fam Tour
In February 2012, GVB hosted the Korea Guam Tourism Council for a series of meetings on Guam. The KGTC is comprised of senior level executives of the top Korean travel agencies. Discussions include support for additional airlines and gateways out of Korea to Guam.



Busan International Travel Fair (BITF)
Guam swept two awards at the Busan International Travel Fair on September 12, 2012 in Seoul, Korea — Best Folklore Performance Award and Best Tourism Marketing Award. Jesse & Ruby and the Guam cultural dancers were one of just two groups invited to perform at the opening ceremony. The Guam booth featured weaving demonstrations, live music and cultural dance performances, and meet-and-greet with Miss Earth Sarah Filush. An estimated 95,000 visitors attended the BITF, making it one of the regions largest travel fairs.

Hana Tour International Festival
On May 12, 2012, GVB participated in its first Hana International Travel Show, an exhibition that was attended by over 71,000 consumers and featured 475 organizations representing over 50 global destinations. The Guam booth featured live cultural demonstrations and a meet and greet with Miss International Guam.



KOREA MARKET FY2012 AT A GLANCE

Trade Shows/Conventions:	3
Seminars/Workshops:	1
Cooperative Projects:	76
Travel Trade Fam Tours:	0
Media Fam Tours:	1

FY 2012 Total Arrivals: 165,143 (13.8%)



Guam was presented with three awards at the 2012 Korea World Travel Fair held in Seoul. Of the 3,000 exhibitors at KOTFA 2012, GVB was presented with the prestigious “Best Tourism Publicity Award” and “Best Folklore Cultural Dance Award” while Pleasure Island Guam was awarded “Best Booth Design Award.” KOTFA 2012 drew over 3,000 exhibitors and gave them exposure and access to over 100,000 travel industry professionals, media and consumers that were in attendance over the course of four days.

OBJECTIVES

- To aggressively promote the:
 - Shoppers
 - Corporate for leisure and MICE
 - Weddings and honeymoon
 - Divers and Golfers
 - Education market
- To liaise more cost-effective joint promotion opportunities with leading travel agents, foreign chambers, and expats/local media, shopping malls, credit cards, private clubhouses, various fam tour, expats’ sponsorship events, airlines, and international expos
- To increase market share for the affluent experienced Chinese traveler and Expats
- To work closely with airlines and key travel agents for charter flights and new routes development
- To line up cross promotions opportunities with high-end shopping malls, luxury brands, credit cards, private clubhouses (golf), fashion brands, social media, etc, so as to attract more high-end segment
- To line up TV or movie management for TV/movie shootings on Guam
- To work with wedding agents for group wedding in Guam
- To line up with singers/artists for MTV/ advertisement/photography in Guam
- To launch more online campaigns with more forums and seedings at popular blog sites or SNS
- Goal pax: 12,000

CHINA MARKET FY2012 AT A GLANCE

Trade Shows/Conventions:	7
Seminars/Workshops:	6
Cooperative Projects:	10
Travel Trade Fam Tours:	1
Media Fam Tours:	2

FY 2012 Total Arrivals: 9,040 (46.3%)

CHINA MARKET FY2012

HIGHLIGHTS

GVB Appoints New China Representative Agency
In December 2011, Ivy Alliance and AQ Communications became the GVB tourism destination representatives in China. Ivy Alliance works in partnership with AQ Communications Ltd, GVB’s Hong Kong and China representatives since 2004. AQ Communications continues to provide media relations and event management execution as well as daily administrative support in Guangzhou, Shanghai, and nearby provinces.



GVB representatives for Hong Kong and China, AQ Communications Ltd. Front row from left: Naomi Lee, Account Coordinator; Barbara Lee, Account Executive; Amy Lee, Executive Director; Eunice Mui, Group Account Manager; Erin Au, Account Executive; Back row from left: Dorcus Teng, Account Manager; Christy Chau, Senior Account Executive; Cheryl Cheuk, Senior Account Executive; Angie Lam, Account Executive; Sarah Chui, Account Manager.

Charter Flights

Historically, Chinese New Year — late January to early February — is the peak travel period for Chinese visitors to Guam. However, increased efforts by GVB and industry wholesalers have resulted in an expansion in anticipation of the inclusion of China in the Guam-CNMI visa waiver program. As a result, China’s National Day has also become a peak traveling period with a total 15 charter flights sceduled in FY2012, bringing an additional 2,693 passengers to Guam.

Other Trade Shows:

- China’s 8th International Forum on Chinese Outbound Tourism (IFCOT)
- National Tour Association (NTA) Road Show
- CITM 2011

TAIWAN MARKET FY2012

HIGHLIGHTS

Taipei International Travel Fair 2011
For the 19th consecutive year, GVB attended the Taipei International Travel Fair in November 2011, the four-day event in which 1,500 exhibitors from 61 countries and approximately 250,000 consumers joined. During the grand opening ceremony, Senator Tina Rose Muña Barnes was invited on stage to participate in the ribbon cutting event. Furthermore, Guam was selected as one of the seven Best Booth Operator Award recipients for its outstanding performances.

During ITF 2011, Guam Booth integrated Facebook event “Check-in with Guam” for the first time and got positive responses from the participators. In addition, spectacular performances of Chamorro tradition and passionate interaction between the audience and the host attracted a lot of visitors, increasing the popularity of Guam Booth among people.

GVB also visited main airlines in Taiwan and AIT to strengthen partnership with them. During the courtesy visit with airlines, both airlines shared good results and charter flight plans. EVA Air also mentioned that they would begin to use Hello Kitty plane for the Taipei-Guam route starting from January 2012.



Group picture of GVB delegations and performers with AIT VIPS taken on opening of the American Pavilion on Nov. 11, 2011.

“The Fierce Wife” Movie Co-ops

GVB sponsored the Taiwanese movie, “The Fierce Wife” to shoot on Guam in February 2012. The movie was adapted from a popular TV drama and grossed over 4.3 million USD after released on August 17th.

Celebrity Ella Wedding Photoshoot and MV Shooting

GVB sponsored Taiwanese celebrity to have wedding photo and related MV both shot on Guam in April 2012. Ella was so satisfied with the scenery and chapels on Guam that she kept complimenting that Guam was very beautiful.

OBJECTIVES

- Achieve an increase on Taiwan visitors to Guam by primarily targeting the general leisure market of males and females at ages 20-40, white collar, high-mid level income & families with young children
- Promote Guam as a great destination for wedding, sports and English language learning
- Increase Guam’s share of voice on news and social media
- Target the M.I.C.E. market
- Continue positive trade relations
- Host gathering (after Chinese New Year and during ITF) to brief key agents and airlines about GVB Taiwan’s status and results from the previous year, share future plans and goals, and enhance relationships with, and show support for, our partners
- Regularly visit key agents to understand their needs and expectations, as well as provide updates about new Guam developments
- Seek possible opportunities for co-ops leveraging resources between GVB, wedding companies, and travel agencies, and possible celebrities or other third parties, which can enhance Guam’s share of voice

TAIWAN MARKET FY2012 AT A GLANCE

Trade Shows/Conventions:	9
Seminars/Workshops:	3
Cooperative Projects:	6
Travel Trade Fam Tours:	1
Media Fam Tours:	0

FY 2012 Total Arrivals: 49,851 (22.5%)

OBJECTIVES

- Continue to support the work of the bureau to market Guam as a region of Micronesia through PATA International and the PATA Micronesia Chapter
- Encourage and support Micronesia’s regional efforts
- Support the Branding of Micronesia
- Increase visitor arrivals for Guam by promoting Guam and Micronesia
- Participate in overseas promotions jointly with the other state and tourism boards to promote the region
- Aggressively promote key regional events such as the Guam Micronesia Island Fair and Maila Ta Fan Bokka to attract visitors from key markets
- Invite bloggers/media from Australia and Europe
- Pursue joint promotions with United
- Work with United to develop favorable packages to Guam and Micronesia
- Seek more opportunities in online marketing and social media
- Goal Pax: 40,000



MICRONESIA

Experience the Warmth

The brand signature was created to invoke an image, a promise of warmth and represents the peace and tranquility of Micronesia.

PACIFIC MARKET FY2012 AT A GLANCE

Trade Shows/Conventions:	8
Seminars/Workshops:	0
Cooperative Projects:	0
Travel Trade Fam Tours:	1
Media Fam Tours:	1

FY 2012 Total Arrivals: 37,793 (-0.6%)

PACIFIC MARKET FY2012

HIGHLIGHTS

GVB Participates in Productive PATA Travel Mart
GVB participated in the 2012 Pacific Asia Travel Association (PATA) Travel Mart held in Manila, Philippines in September 2012. As one of the organization’s signature annual events, the PATA Travel Mart is different from traditional consumer travel shows in that is a “business to business” travel trade show. Destinations meet with travel wholesalers and agents by mostly pre-scheduled appointment. GVB’s marketing team had nearly 40 pre-scheduled appointments in addition to several walk-ins over the course of two days.

“This year’s PATA Travel Mart was one of the most productive. Our team met with many travel wholesalers, including a number from Russia, and that has already resulted in the creation of Guam travel packages in partnership with Korean Air,” said GVB Marketing Manager Pilar Laguaña.



PATA Micronesia Chapter members (L-R) Back: Darin De Leon - Palau Visitors Authority, Mason Fritz - Chuuk Visitors Bureau, Casey Jeszenka - Pacific Islands SBDC Network, Monty McDowell - Advance Management Inc, Quentin Koch - United; Front Row (L-R): Carol Cruz - Guam Community College, Pilar Laguaña - Guam Visitors Bureau, Judy Torres - Marianas Visitors Authority, Dina Rose Hernandez - Guam Visitors Bureau

PATA Micronesia Unveils Refreshing Brand Signature
One of the main highlights of the 3rd Tri-Annual PATA Micronesia Chapter meeting in August 2012 in Chuuk included the unveiling of the chapter’s Micronesia branding initiative campaign and new logo for the region with the tagline “Micronesia - Experience the Warmth.” The brand signature was created to invoke an image, a promise of warmth and represents the peace and tranquility of Micronesia. The next phase of the Micronesia brand will involve marketing efforts by the PATA Micronesia Chapter and its members along with state and national tourism organizations of the region.

“The chapter members can now be proud that we have a cohesive brand product to market to the world which was developed to create, promote, and reinforce a consistent and positive awareness of Micronesia,” said Pilar Laguaña, Co-Chairperson of the PATA Marketing Committee.

HONG KONG MARKET FY2012

HIGHLIGHTS

Hong Thai Joint Summer Promotion
In May 2012, GVB partnered up with Hong Thai Travel, a leading travel agency in Hong Kong, in a joint summer campaign that showcased Guam and generated interest primarily through the use of social media marketing. Participants in the promotion qualified for a chance to win airline tickets and hotel stay on Guam by “liking” the GVB HK fanpage and Hong Thai fanpage and viewing a commercial on the page and answering a question about the commercial.

Chow Tai Fook Perfect One Facebook Campaign
GVB HK lined up with local jewel company Chow Tai Fook for a group wedding campaign on 11.11.2011 to promote Guam Weddings in Hong Kong. Couples entered the contest by uploading their “sweetest moment” photo and sharing, in 50 words or less, why they would like to get married on 11.11.2011. 11 couples each won a wedding trip to Guam.



International Travel Expo HK
ITE & MICE 2012 drew 54 countries and regions worldwide, 665 international exhibitors, 12,175 regional buyers and trade visitors with 27% from mainland China and abroad; and 70,430 visitors over the 4-day show. GVB distributed 2,600 travel guidebooks and presented a wedding and honeymoon seminar to travel trade representatives. GVB also presented a destination seminar to the public that was attended by over 100 participants.

OBJECTIVES

- To aggressively promote:
 - Weddings and honeymoons
 - FIT travelers
 - Families
 - Corporate and MICE
 - Golfers and divers
 - Education (Students)
- To organize a group wedding in Guam
- To work with airlines on joint ad placement
- To work with TV station, for TV episode shootings
- To work with singers/models on MTV/ photography shootings
- Create more online campaigns with more forums, seeding in the right social network communities
- To organize media tour, agency tour, and bloggers tour
- To have joint promotions with shopping malls, luxury brands, credit cards, and media to further boost awareness
- To have 2-3 “wow” public campaigns to drive visibility
- Goal Pax: 14,104

HONG KONG MARKET FY2012 AT A GLANCE

Trade Shows/Conventions:	1
Seminars/Workshops:	5
Cooperative Projects:	12
Travel Trade Fam Tours:	0
Media Fam Tours:	6

FY 2012 Total Arrivals: 8,396 (-1.4%)

OBJECTIVES

- For FY2013, achieve a minimum of +10% to FY2011 arrivals of 60,940 to 67,034 from North America, Canada, Hawaii and Military and stretch goal of achieving +5% to FY2012 goal to 75,000 pax with the military build-up lead-in to main force support
- Promote to Chamorros, Friends of Guam, Families and Reunions. Enhance database of Chamorros living in the states via social media and develop online programs to generate interest on Guam
- Outreach to Military (active/retired), Veterans, families
- Solicit local industry support to create attractive reasons to visit Guam by Adventure travelers, schools, Divers, and cultural/heritage interests



NORTH AMERICA MARKET
FY2012 AT A GLANCE

Trade Shows/Conventions:	6
Seminars/Workshops:	2
Cooperative Projects:	7
Travel Trade Fam Tours:	2
Media Fam Tours:	0

FY 2012 Total Arrivals: 65,539 (8.6%)

NORTH AMERICA
MARKET FY2012

HIGHLIGHTS

Los Angeles Times Travel Show
Held at the Los Angeles Convention Center, GVB once again made a very strong impact on over 20,000 travel enthusiasts and media who attended the show and more than 1,300 trade professionals who exhibited. Daily cultural presentations on the Cultural Stage and at the GVB booth highlighted an already festive Guam presence with colorful balloons, big smiles, staff and volunteers sharing the Hafa Adai spirit. Product update presentations by GVB staff provided insight into Guam’s allure and reasons for travel to the region. United provided complimentary round-trip tickets from the U.S. to Guam and GVB used its social media outreach to raffle off the tickets using its Facebook page – visitors to the GVB booth were encouraged to write testimonials of their visit and what they learned about Guam.



Los Angeles Travel & Adventure Show
GVB received rave reviews for its presentation at the Los Angeles Travel & Adventure Show 2012 held at the Long Beach Convention Center. Chamorro Cultural musicians and dancers from the area performed daily on the cultural stage and at the GVB booth. GVB staff made main stage presentations on Guam as a destination. United once again supported the efforts with a round-trip ticket from the U.S. to Guam and which was raffled off to GVB booth visitors. The show attracted more than 26,000 consumers, trade and media. GVB continues to reach out to Chamorros and friends of Guam living in the states and this show located in an important Guam-heavy community of California helps with GVB’s outreach efforts for Guam travel.

PHILIPPINES FY2012

HIGHLIGHTS

GVB Participates in Travel Tour Expo
Sponsored by the Philippine Travel Agencies Association (PTAA) and the Department of Tourism, the 19th annual Travel Tour Expo in Manila attracted over 80,000 consumers over the course of three days. GVB employed a photobooth to attract visitors to the Guam booth. Guests were able to take a photo with a Guam backdrop and were able to upload their photos to the GVB Philippines Facebook page for a chance to win Guam brand prizes and souvenirs.



Rogue Magazine Fam Tour
ROGUE is the Philippines’ only literary luxury magazine for a discerning and powerful audience. ROGUE is synonymous with beautiful women, world-class photography, and intelligent storytelling. A team from ROGUE visited Guam and experienced the island’s cuisine, duty-free shopping and adventure tours.



OBJECTIVES

- Enhance awareness, strengthen positive image of Guam as a family-friendly premiere island getaway for first-time travelers and repeat tourists alike
- Build on the “island getaway,” “shopping” and “culinary feast” themes throughout the PR calendar
- Generate interest in what Guam has to offer through a more experiential messaging
- Increase visibility of Guam in Philippine traveling market through
- Maintain relations with various stakeholders: airlines, TAs, media
- Attract travelers to visit Guam through key messages, marketing activities and promotions, and word-of-mouth publicity
- Build the call-to-action campaign: Got to Go to Guam
- Springboard a campaign concept for the rest of FY-2011 and beyond
- Ultimately, increase the tourist arrivals in FY2012 to 14,808, a 20% increase in the 2010 arrivals total of 12,340 from the Philippines
- Further expand the arrivals number through promoting to expatriate communities in the Philippines
- Long-term, GVB-Philippines will exploit the seeding process in the FY2011 to tap low-hanging markets to send more tourists — both Filipinos and non-Filipinos — from the Philippines

PHILIPPINES MARKET
FY2012 AT A GLANCE

Trade Shows/Conventions:	8
Seminars/Workshops:	0
Cooperative Projects:	1
Travel Trade Fam Tours:	3
Media Fam Tours:	1

FY 2012 Total Arrivals: 10,240 (-4.7%)

OBJECTIVES

- Create a Guam brand awareness that is appealing to families, adventure travelers, and housewives
- Establish close working relationship with the U.S. Commercial Services in Moscow
- Secure membership with the Visit USA Committee
- Build our trade and media contact database and establish working relationships
- Obtain market data regarding Russian east coast cities for initial Guam brand awareness work
- Develop a strong and cost effective consumer public relations program in partnership with the private sector
- Generate special airline promotions
- To further develop air accessibility
- To develop an awareness of Guam as a U.S. visa-free destination
- To increase awareness of Guam’s visitors attractions and facilities
- To position Guam as a modern pacific tropical island resort
- To stimulate inter-island travel within the Marianas Islands
- To increase the travel trade’s knowledge and selling confidence in Guam as a close by modern pacific island resort destination and prepare them with the skill sets to sell Guam



GVB Deputy General Manager Jon Nathan Denight, GVB Marketing Manager Pilar Laguaña, and GVB General Manager Joann G. Camacho welcome the Prudnikov family of four to Guam, the first Russian visitors to arrive under the Guam Russia Visa Waiver Parole Authority.

RUSSIA MARKET FY2012

HIGHLIGHTS

Department of Homeland Security Grants Visa Parole Authority for Russian Visitors to Guam
The Department of Homeland Security on November 23, 2011 granted visa parole authority for Russian visitors to come to Guam. Parole authority allows tourists to enter the island on a case-by-case basis, without the need for a visa. The parole allows Russian visitors to stay in the Marianas Islands for up to 45 days total.

GVB Marketing Manager Pilar Laguaña stated that part of GVB’s marketing plans for Russia is to attend an international travel fair, much like the JATA fair in Japan, to be held in Moscow and to put on road shows in its focus cities in the eastern and central part of the country.

Laguaña added, “It is our intention to educate the travel trade on our Parole Authority Visa Waiver approval, provide information on the accessibility to the region, inform the trade of travel and tourism offerings, and to establish media relations for future marketing campaigns.”

GVB Welcomes First Russian Visitors to Guam Since Visa Parole Authority
On January 17, 2012, GVB welcomed the first Russian visitors since the U.S. Department of Homeland Security approved visa parole for Russian citizens on January 15, 2012. The Prudnikovs, a family of four, arrived on Guam via Korean Air under the Guam Russia Visa Waiver Parole Authority. The family stayed at the Pacific Islands Club and was on Guam for three weeks.

“We are delighted to welcome the Prudnikovs out of the cold winter weather into the gorgeous tropical climate of Guam,” said GVB General Manager Joann Camacho. “We are confident this charming family of four will enjoy all the beach, water, and family activities the island has to offer and return to Russia refreshed and recharged.”

GVB Meets with US Consul General in Moscow, Launches Russian Language Website
In March 2012, an official GVB and Mariana Visitors Authority delegation traveled to Moscow and met with the US Consul General and the U.S. Commercial Service, including the Minister Counselor for Commercial Affairs of the Embassy of the United States of America and the Chairwoman of the Visit USA Russia Committee.

The meeting marked the launch of the official GVB Russian language website and supporting social media sites.

GVB Makes First Appearance in Moscow Travel Show
GVB, together with Oversight Chairperson Senator Tina Muna Barnes and three member companies - Guam Voyage, Russia Guam Tours and United, participated in the Moscow International Travel and Tourism Exhibition from March 21-24, 2012. The exhibition attracted over 82,000 visitors during the 4-day show, with over 3,000 participants and exhibitors representing 185 destinations. The US Ambassador in Moscow visited the Guam booth area and presentation.

GVB Conducts Guam Destination Workshops in Khabarovsk and Vladivostok
A GVB delegation, led by Senator Tina Rose Muña Barnes, conducted separate Guam Destination Workshops and introduced Guam, CNMI and the region of Micronesia to all major Russia media outlets and travel agents in the Russian Far East cities of Khabarovsk and Vladivostok. Attendance at the workshops greatly exceeded GVB’s expectations and the bureau is very excited and encouraged by the incredible response. Joining GVB at its presentation were United, Korean Air, Guam Troika Tours, Russia Guam Tours and Edge Realty.



GVB Launches First Consumer Promotion in Russia, Guam Cultural Group Appears on Russian National Television
In July 2012, GVB launched the island’s first consumer promotion in Vladivostok during the city’s annual City Day holiday.

“We were privileged to have taken part in Vladivostok’s 152nd anniversary. As Russia is a new market for Guam, our participation assists us in raising awareness of Guam and what we have to offer Russian visitors,” said GVB General Manager Joann Camacho.

Award-winning Guam cultural group Inetnon Gef Pa’go was featured on the Russian national television program “Tsentre Uninmania” (“The Center of Attention”). Members of the group discussed Chamorro culture and history on the show and performed signature Chamorro dances. The appearance was made possible through a partnership with the U.S. Consulate office in Vladivostok.

RUSSIA MARKET FY2012 AT A GLANCE

Trade Shows/Conventions:	2
Seminars/Workshops:	4
Cooperative Projects:	1
Travel Trade Fam Tours:	1
Media Fam Tours:	1

FY 2012 Total Arrivals: 2,931 (455.1%)



GVB Marketing Officer Il Gina Kono; Russia Guam Tours - Ioulia Safer; GVB Marketing Manager Pilar Laguaña; Senator Tina Rose Muna Barnes; and Guam Voyage - Artur Mladinov at the 2012 Moscow International Travel and Tourism Exhibition



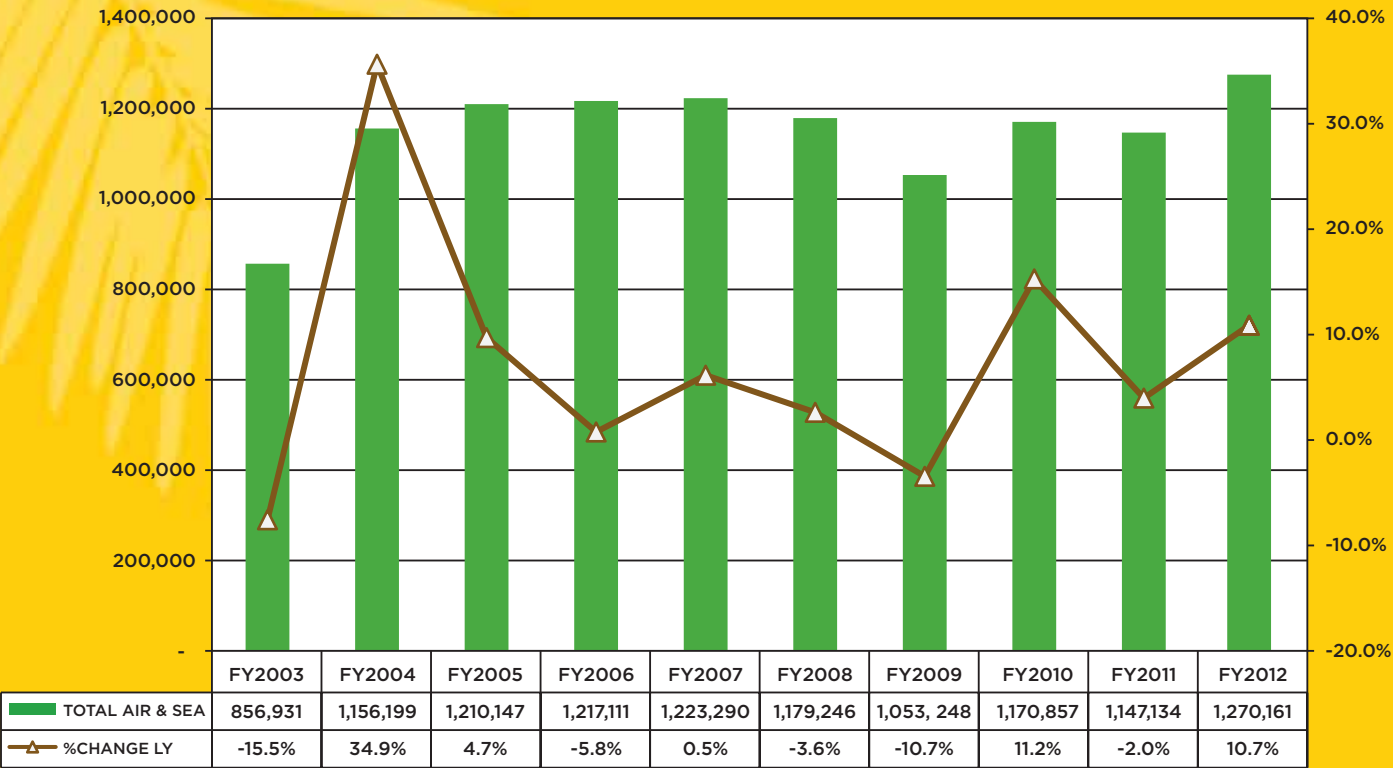
Members of Inetnon Gef Pa’go appear on the Russian television program “Tsentre Uninmania” to promote awareness of Guam culture and traditional dance.



Research & Statistics



FISCAL YEAR ARRIVALS • CIVILIAN/ARMED FORCES AIR & SEA



Compiled by the GVB Research Department.

FISCAL YEAR ARRIVALS
CIVILIAN/ARMED FORCES AIR & SEA, BY ORIGIN

	FY2008	FY2009	FY2010	FY2011	FY2012	% Change LY	MIX
Japan	882,782	815,262	884,801	819,256	901,683	10.1%	72.7%
Korea	116,041	83,639	120,002	144,844	164,821	13.8%	13.3%
Taiwan, R.O.C.	21,237	22,191	29,413	40,707	49,851	22.5%	4.0%
US Mainland	37,103	37,779	42,619	40,074	41,199	2.8%	3.3%
Hawaii	9,267	8,891	9,863	9,488	9,768	3.0%	0.8%
CNMI	18,184	17,747	18,343	17,910	17,208	-3.9%	1.4%
Palau	3,455	3,645	3,439	3,516	3,667	4.3%	0.3%
FSM	8,509	9,239	9,516	10,164	10,135	-0.3%	0.8%
RMI	1,002	1,005	1,213	1,250	1,079	-13.7%	0.1%
Philippines	10,652	11,357	11,980	10,667	10,171	-4.7%	0.8%
Australia	2,409	2,421	2,779	3,558	3,342	-6.1%	0.3%
Canada	755	672	667	703	773	10.0%	0.1%
Europe	1,584	1,564	1,577	1,465	1,555	6.1%	0.1%
Hong Kong	4,921	2,802	5,640	8,512	8,396	-1.3%	0.7%
Thailand	213	245	264	370	303	-18.3%	0.02%
China, P.R.C.	1,672	2,838	4,602	6,091	8,929	46.6%	0.7%
Vietnam	56	36	80	105	113	6.6%	0.01%
Russia	2	356	385	528	2,930	456.0%	0.2%
Other	3,987	3,430	3,664	3,715	4,097	10.3%	0.3%
Total Civilian Air	1,123,831	1,025,119	1,150,847	1,122,921	1,240,020	10.4%	100.0%
Total Civilian Sea	3,591	7,984	7,658	7,937	4,847	-38.9%	
Total AF Air	9,190	10,675	11,981	15,502	21,615	39.4%	
Total AF Sea***	42,634	9,470	371	774	3,679	375.3%	
TOTAL ARRIVALS	1,179,246	1,053,248	1,170,857	1,147,134	1,270,161	10.7%	

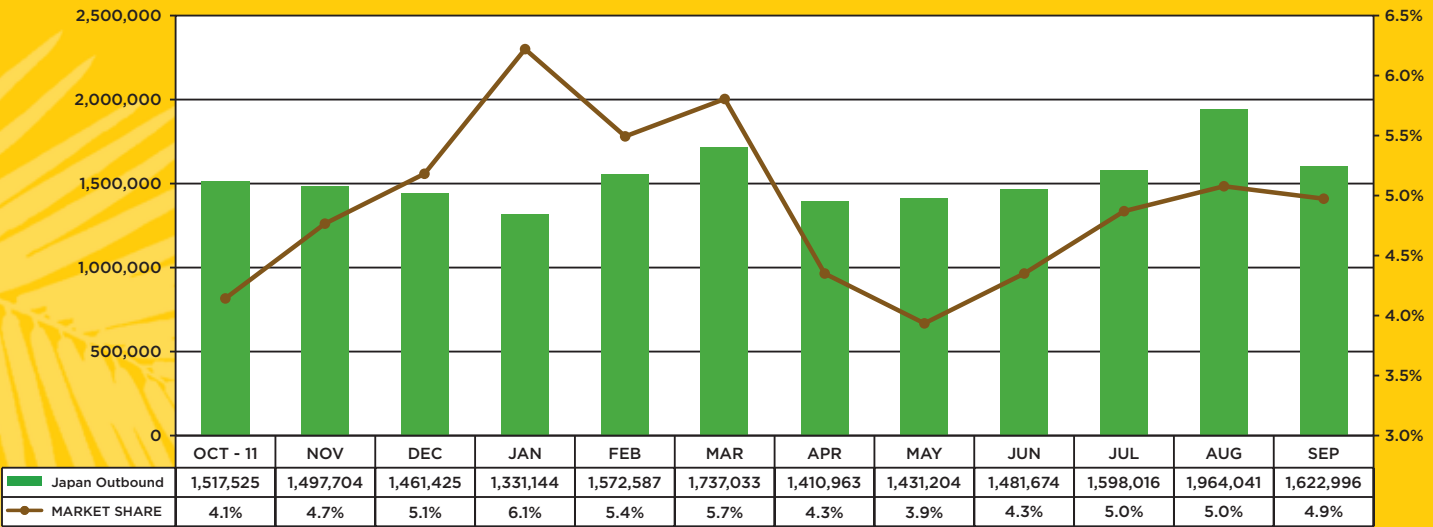
***Navy Port Control. Source: Civilian air & sea and Armed Forces arrivals, Customs and Agriculture Declaration Form, Customs & Quarantine Agency. Processed and compiled by the Guam Visitors Bureau, Research Department.

JAPAN ARRIVALS • BY REGION OF ORIGIN

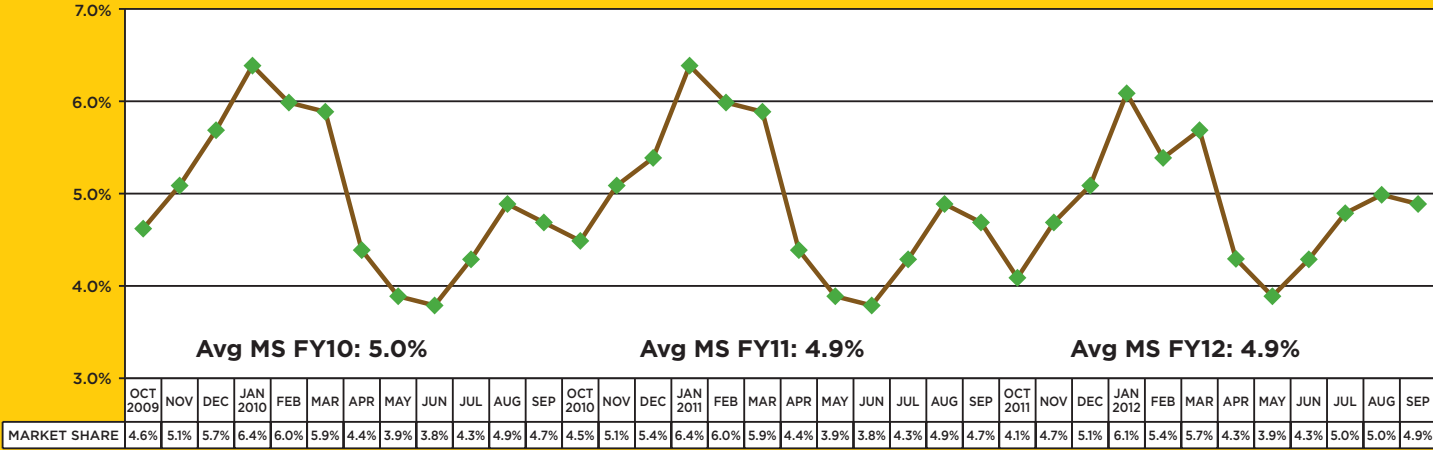
	Kanto (Tokyo)	Chubu (Nagoya)	Kinki (Osaka)	Koshinetsu	Hokuriku	Tohoku (Sendai)	Kyushu (Fukuoka)	Chugoku (Hiroshima)	Hokkaido (Sapporo)	Shikoku	Okinawa /Miya	Other	TOTAL
OCT	30,786	7,111	11,413	1,993	807	2,140	2,182	2,564	1,357	906	404	123	61,786
NOV	32,930	8,714	13,963	2,735	1,241	2,352	3,115	2,203	1,598	1,116	468	287	70,722
DEC	35,803	9,079	15,303	2,284	861	2,454	3,123	2,811	1,414	1,130	569	198	75,029
1st QTR TOTAL	99,519	24,904	40,679	7,012	2,909	6,946	8,420	7,578	4,369	3,152	1,441	608	207,537
JAN	37,940	9,784	17,002	2,493	1,088	2,861	2,515	2,255	3,135	1,021	455	89	80,638
FEB	39,855	10,548	17,465	2,458	1,352	3,267	2,955	2,401	2,410	1,128	849	182	84,870
MAR	49,825	12,330	19,523	2,691	1,510	3,424	3,384	2,797	2,037	1,182	510	328	99,541
2nd QTR TOTAL	127,620	32,662	53,990	7,642	3,950	9,552	8,854	7,453	7,582	3,331	1,814	599	265,049
APR	30,974	8,287	11,667	1,382	803	1,933	1,734	1,585	1,320	618	610	164	61,077
MAY	26,863	7,367	10,531	1,449	976	1,880	2,176	1,689	903	727	583	313	55,457
JUN	31,199	9,568	12,143	1,531	928	2,178	2,183	1,679	967	720	692	230	64,018
3rd QTR TOTAL	89,036	25,222	34,341	4,362	2,707	5,991	6,093	4,953	3,190	2,065	1,885	707	180,552
JUL	41,548	9,220	13,241	1,403	952	2,367	2,619	2,053	1,007	1,025	768	542	76,745
AUG	55,986	10,869	18,331	1,652	796	2,347	2,424	2,264	854	1,135	866	1,101	97,982
SEP	43,071	7,594	15,798	1,583	756	1,933	1,969	2,194	1,029	1,663	574	1,736	79,900
4th QTR TOTAL	140,605	27,683	47,370	4,638	2,504	6,647	7,012	6,511	2,890	3,823	2,208	3,379	255,270
FY2012 TOTAL	456,780	110,471	176,380	23,654	12,070	29,136	30,379	26,495	18,031	12,371	7,348	5,293	908,408
FY2012 Market Mix	50.3%	12.2%	19.4%	2.6%	1.3%	3.2%	3.3%	2.9%	2.0%	1.4%	0.8%	0.6%	
FY2011 Market Mix	48.9%	12.9%	21.1%	2.5%	1.3%	2.4%	3.4%	3.0%	2.2%	1.5%	0.6%	0.2%	

Source: Civilian air & sea and Armed Forces arrivals, Customs and Agriculture Declaration Form, Customs & Quarantine Agency.
Processed and compiled by the Guam Visitors Bureau, Research Department.

GUAM’S MARKET SHARE OF JAPAN OUTBOUND TRAVELLERS



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



Compiled by the GVB Research Department.

JAPAN VISITOR PROFILE

Marital Status

Single 39%
Married 61%

Age

Less than 20 years.....2%
20-29 years 54%
30-39 years 21%
40-49 years.....14%
50+ years8%

Income

Less than ¥3.0M 19%
¥3.0M-¥3.9M..... 13%
¥4.0M-¥4.9M 14%
¥5.0M-¥6.9M 20%
¥7.0M-¥9.9M..... 15%
¥10.0M+ 16%
No income specified 2%

Travel Companions

Friends 53%
Family 23%
Spouse only.....16%
Child 13%
Office 5%
Alone.....2%
Other..... 0%

Trip Status

First Timers 62%
Repeaters..... 38%
Repeat Visitors Last Trip
 Within the last year..... 23%
 1 to 2 years..... 25%
 2 or more years 51%

Gender

Male 52%
Female..... 48%

Length of Stay3.0 days

1-2 nights 29%
3 nights 52%
4+ nights 19%

Expenditures (per person)

Prepaid..... \$900.30
On-Island..... \$596.00
Average Exchange Rate.....¥76.62

Travel Planning

Full tour package 22%
Free-time package 69%
Individually arranged travel5%
Group tour3%

Travel Motivation

Beach 60%
Pleasure 50%
Travel Time..... 43%
Relaxation 34%
Shop 37%
Price 34%
Prior Trip 27%
Water Sports 24%
Safe Destination 17%
Recommendation..... 21%
Honeymoon..... 4%
Scuba 5%

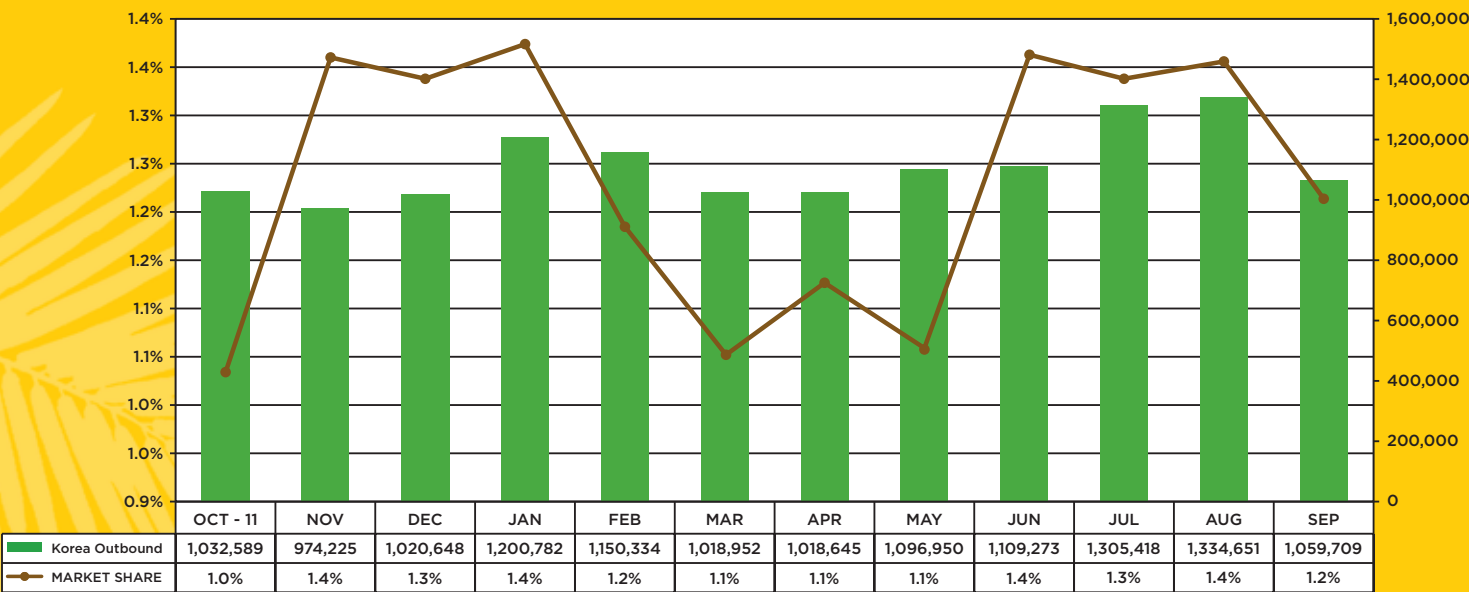
Source: FY2012 GVB Japan Exit Surveys and FY2012 Data
Aggregation Report. Fieldwork and analysis by QMark Research &
Polling Guam. Percentages are rounded and may not add up to
100%. Average exchange rate source: oanda.com

KOREA ARRIVALS • BY REGION OF ORIGIN

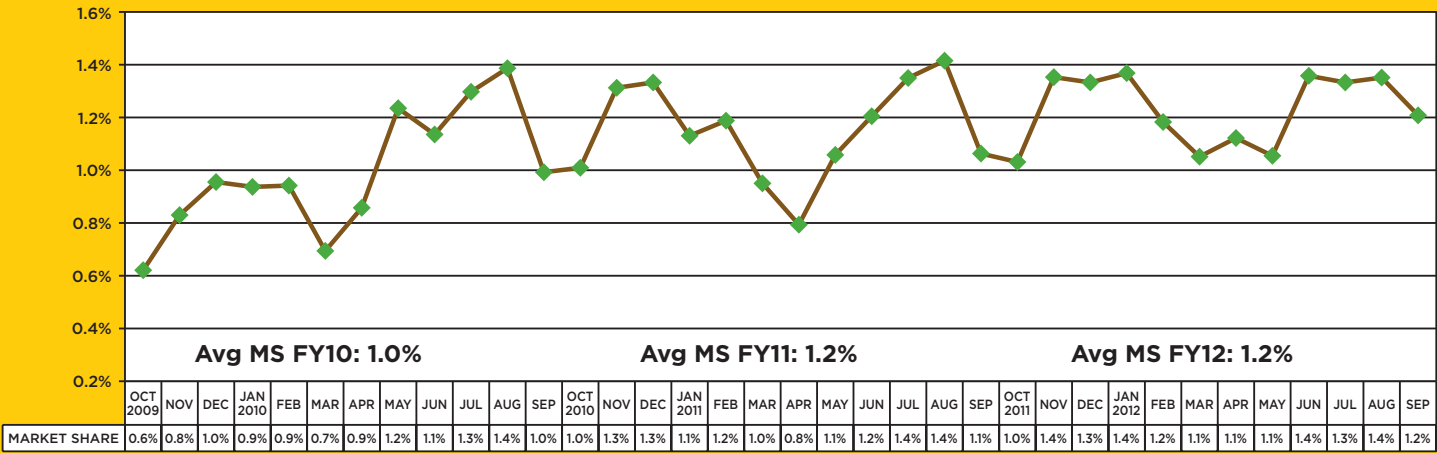
	Seoul	Inchon	Chungbuk	Chungnam	Gangwon	Jeonbuk	Gyeonbuk	Gyeonggi	Jeonnam	Gyeongnam	Other	TOTAL
OCT	5,484	618	175	365	129	165	264	2,538	222	403	333	10,696
NOV	6,754	847	178	384	175	231	364	2,895	354	628	424	13,234
DEC	7,000	749	174	501	119	177	438	2,990	277	751	490	13,666
1st QTR TOTAL	19,238	2,214	527	1,250	423	573	1,066	8,423	853	1,782	1,247	37,596
JAN	8,334	882	216	485	306	326	511	3,620	391	993	443	16,507
FEB	7,358	772	194	475	155	281	294	3,067	256	458	341	13,651
MAR	5,579	689	140	368	134	141	290	2,508	221	388	293	10,751
2nd QTR TOTAL	21,271	2,343	550	1,328	595	748	1,095	9,195	868	1,839	1,077	40,909
APR	6,000	732	181	336	144	131	361	2,540	204	474	377	11,480
MAY	6,297	743	167	313	144	137	272	2,495	234	541	270	11,613
JUN	7,455	920	231	584	134	176	458	3,631	335	732	462	15,118
3rd QTR TOTAL	19,752	2,395	579	1,233	422	444	1,091	8,666	773	1,747	1,109	38,211
JUL	9,300	992	240	507	105	221	489	3,656	246	1,016	694	17,466
AUG	9,268	1,013	234	627	127	212	496	3,723	362	1,358	793	18,213
SEP	6,844	816	156	492	134	100	255	2,988	157	467	446	12,855
4th QTR TOTAL	25,412	2,821	630	1,626	366	533	1,240	10,367	765	2,841	1,933	48,534
FY2012 TOTAL	85,673	9,773	2,286	5,437	1,806	2,298	4,492	36,651	3,259	8,209	5,366	165,250
FY2012 Market Mix	51.8%	5.9%	1.4%	3.3%	1.1%	1.4%	2.7%	22.2%	2.0%	5.0%	3.2%	
FY2011 Market Mix	52.9%	5.9%	1.3%	3.1%	0.9%	1.2%	2.7%	21.6%	2.2%	5.0%	3.1%	

Source: Civilian air & sea and Armed Forces arrivals, Customs and Agriculture Declaration Form, Customs & Quarantine Agency. Processed and compiled by the Guam Visitors Bureau, Research Department.

GUAM’S MARKET SHARE OF KOREA OUTBOUND TRAVELLERS



Source: Korea Tourism Organization.



Compiled by the GVB Research Department.

KOREA VISITOR PROFILE

Marital Status

Single 17%
Married 83%

Age

Less than 20 years.....1%
20-29 years 21%
30-39 years 55%
40-49 years..... 19%
50+ years 4%

Income

Less than KW24.0M.....8%
KW24.0-KW48.0M 32%
KW48.0-KW72.0M 29%
KW72.0M+ 28%
No income specified 3%

Travel Companions

Friends9%
Family44%
Spouse only..... 37%
Child 36%
Office8%
Alone..... 4%

Trip Status

First Timers 85%
Repeaters..... 15%
Repeat Visitors Last Trip
 Within the last year..... 30%
 1 to 2 years..... 19%
 2 or more years 50%

Gender

Male 50%
Female..... 50%

Length of Stay3.70 days

1-2 nights1%
3 nights 62%
4+ nights 37%

Expenditures (per person)

Prepaid.....\$916.10
On-Island.....\$392.00
Average Exchange Rate.....KW1175.50

Travel Planning

Full tour package 55%
Free-time package 33%
Individually arranged travel6%
Group tour3%
Company Paid.....3%

Travel Motivation

Relaxation 57%
Beach.....41%
Travel Time..... 27%
Safe Destination 26%
Honeymoon..... 18%
Recommendation..... 16%
Shop 15%
Water Sports9%
Prior Trip 7%
Price6%
Business Trip.....3%
Pleasure9%

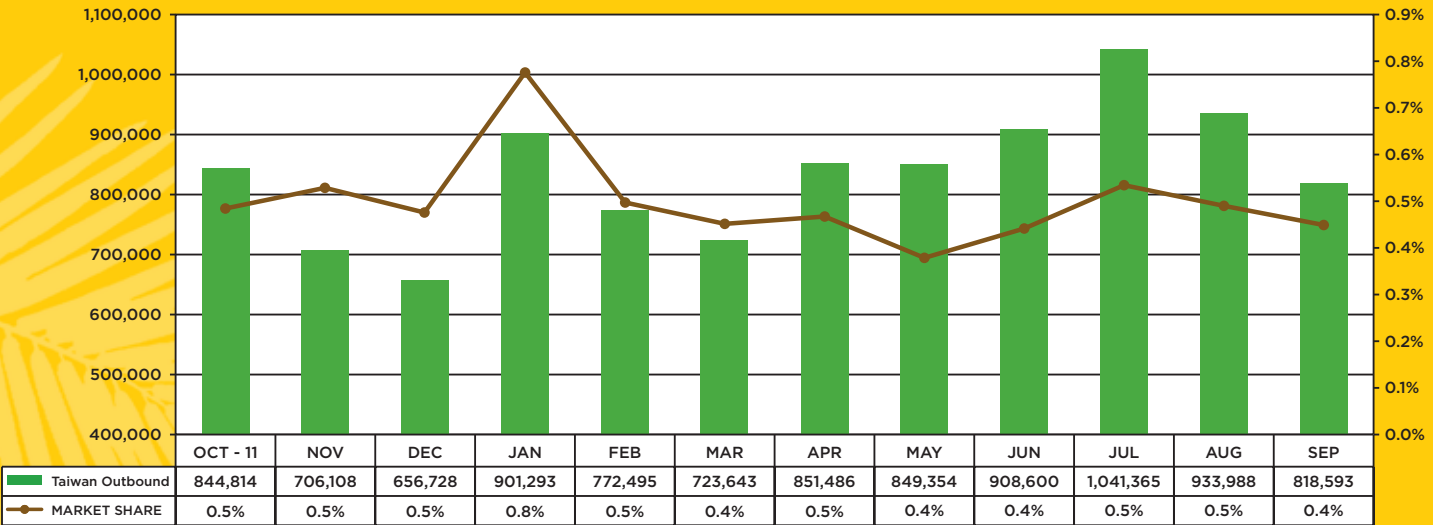
Source: FY2012 GVB Korea Exit Surveys and FY2012 Data Aggregation Report. Fieldwork and analysis by QMark Research & Polling Guam. Percentages are rounded and may not add up to 100%. Average exchange rate source: oanda.com

TAIWAN ARRIVALS • BY REGION OF ORIGIN

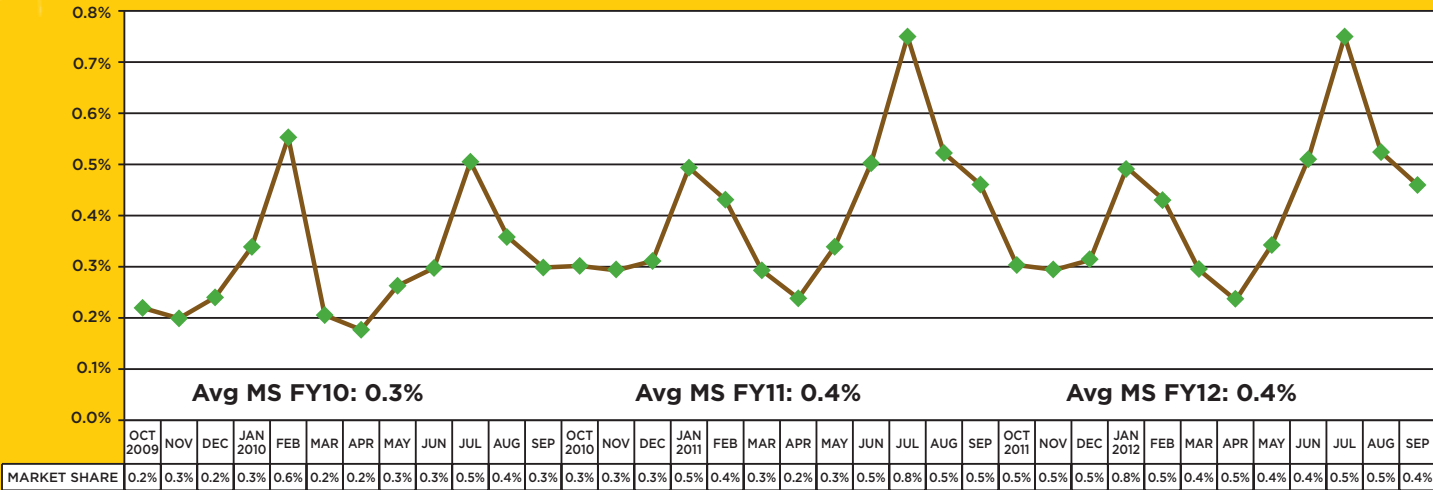
	Taipei	Kaohsiung	Taichung	Taoyuan, Miaoli, Hsinehu	Other	TOTAL
OCT	2,561	164	600	518	235	4,078
NOV	2,167	205	636	495	206	3,709
DEC	1,872	233	475	333	182	3,095
1st QTR TOTAL	6,600	602	1,711	1,346	623	10,882
JAN	4,261	447	1,039	819	449	7,015
FEB	2,509	306	445	320	236	3,816
MAR	2,264	188	440	204	159	3,255
2nd QTR TOTAL	9,034	941	1,924	1,343	844	14,086
APR	2,344	291	629	488	211	3,963
MAY	2,020	214	410	386	166	3,196
JUN	2,416	277	589	426	293	4,001
3rd QTR TOTAL	6,780	782	1,628	1,300	670	11,160
JUL	2,409	323	921	453	461	4,567
AUG	2,980	372	954	729	501	5,536
SEP	2,116	225	475	336	494	3,646
4th QTR TOTAL	7,505	920	2,350	1,518	1,456	13,749
FY2012 TOTAL	29,919	3,245	7,613	5,507	3,593	49,877
Market Mix	63.1%	5.5%	15.6%	10.0%	5.7%	

Source: Civilian air & sea and Armed Forces arrivals, Customs and Agriculture Declaration Form, Customs & Quarantine Agency. Processed and compiled by the Guam Visitors Bureau, Research Department.

GUAM’S MARKET SHARE OF TAIWAN OUTBOUND TRAVELLERS



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



Compiled by the GVB Research Department.

TAIWAN VISITOR PROFILE

Marital Status

Single 37%
Married 63%

Age

Less than 20 years.....1%
20-29 years 41%
30-39 years 38%
40-49 years..... 15%
50+ years 5%

Income

Less than NT595K..... 26%
NT595K-NT1,189K 36%
NT1,189K-NT2,379K 25%
NT2,379K+ 12%
No income specified1%

Travel Companions

Friends 27%
Family 15%
Spouse only 41%
Child 10%
Office 12%
Alone..... 7%

Trip Status

First Timers 91%
Repeaters 9%
Repeat Visitors Last Trip
 Within the last year 33%
 1 to 2 years..... 19%
 2 or more years 48%

Gender

Male 55%
Female..... 45%

Length of Stay 3.90 days

1-2 nights 0%
3 nights 33%
4+ nights 67%

Expenditures (per person)

Prepaid\$659.60
On-Island\$498.30
Average Exchange Rate..... NT30.47

Travel Planning

Full tour package 27%
Free-time package 43%
Individually arranged travel 23%
Group tour 4%
Company Paid 4%

Travel Motivation

Relaxation 32%
Beach 58%
Travel Time..... 5%
Safe Destination 20%
Honeymoon 12%
Recommendation..... 15%
Shop 20%
Water Sports 12%
Prior Trip 5%
Price 11%
Scuba 14%
Pleasure 5%
Golf 4%
Get Married..... 5%
Visit Friends & Relatives..... 3%

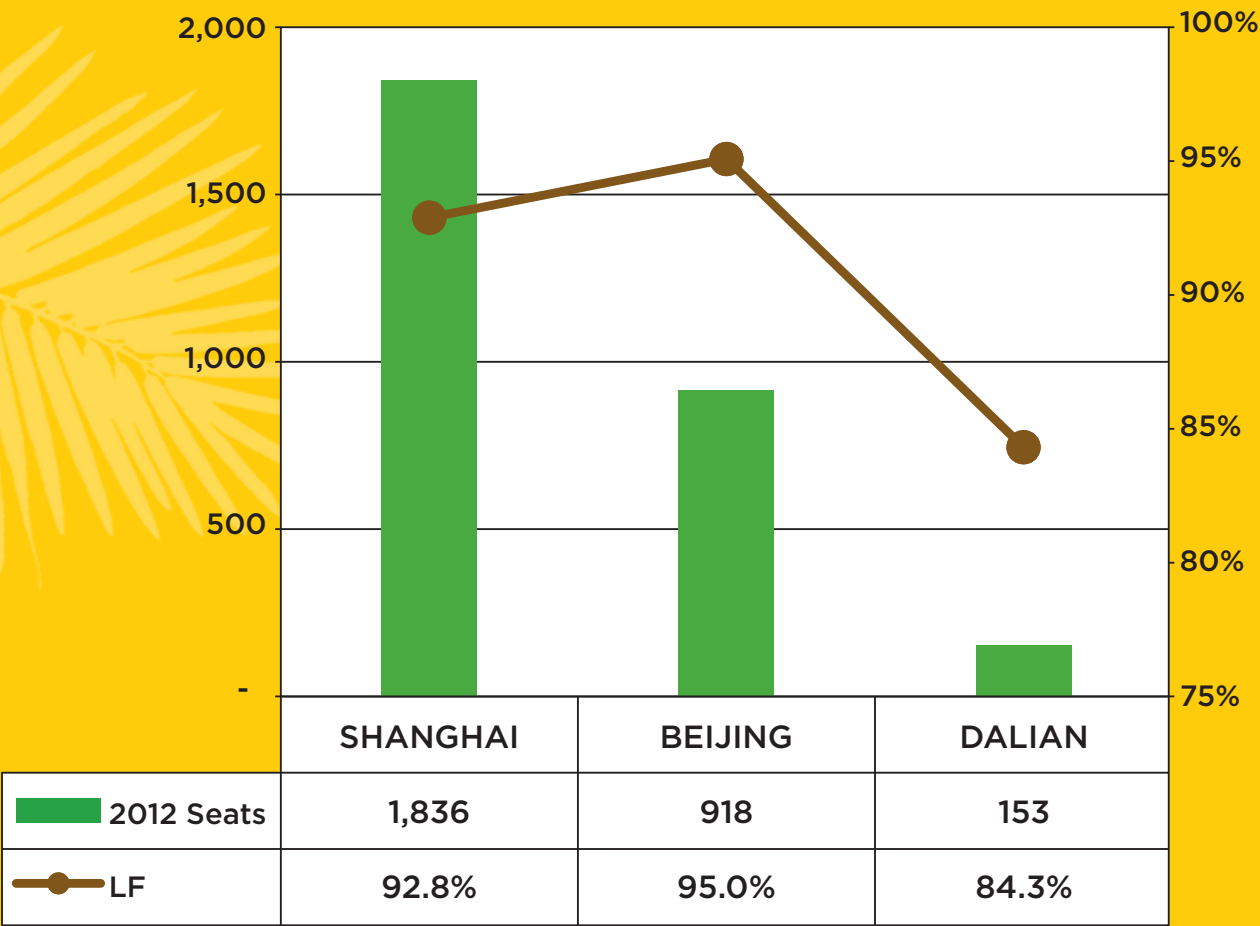
Source: FY2012 GVB Taiwan Exit Surveys and FY2012 Data Aggregation Report. Fieldwork and analysis by QMark Research & Polling Guam. Percentages are rounded and may not add up to 100%. Average exchange rate source: oanda.com

CHINA ARRIVALS • BY REGION OF ORIGIN

	Beijing	Shanghai	Guangzhou	Other	TOTAL
OCT	323	633	93	193	1,242
NOV	92	92	20	195	399
DEC	101	142	13	166	422
1st QTR TOTAL	516	867	126	554	2,063
JAN	721	898	73	827	2,519
FEB	111	57	21	151	340
MAR	98	148	9	165	420
2nd QTR TOTAL	930	1,103	103	1,143	3,279
APR	103	148	57	201	509
MAY	114	104	15	220	453
JUN	101	106	21	192	420
3rd QTR TOTAL	318	358	93	613	1,382
JUL	217	111	69	245	642
AUG	221	550	38	228	1,037
SEP	158	283	46	168	655
4th QTR TOTAL	596	944	153	641	2,334
FY2012 TOTAL	2,360	3,272	475	2,951	9,058
FY2012 Market Mix	26.1%	36.1%	5.2%	32.6%	

Source: Civilian air & sea and Armed Forces arrivals, Customs and Agriculture Declaration Form, Customs & Quarantine Agency.
Processed and compiled by the Guam Visitors Bureau, Research Department.

CHINA CHARTER SEATS TO GUAM BY ORIGIN



Compiled by the GVB Research Department.

HONG KONG VISITOR PROFILE

Marital Status

Single30%
Married70%

Age

Less than 20 years..... 0%
20-29 years44%
30-39 years 33%
40-49 years.....14%
50+ years 7%

Income

Less than HKD240K.....8%
HKD240K-HKD500K 45%
HKD500K-HKD1.0M 34%
HKD1.0M+ 12%
No income specified2%

Travel Companions

Friends 25%
Family15%
Spouse only..... 51%
Child10%
Office3%
Alone.....8%
Other..... 0%

Trip Status

First Timers90%
Repeaters10%
Repeat Visitors Last Trip
 Within the last year 33%
 1 to 2 years..... 35%
 2 or more years 31%

Gender

Male 57%
Female..... 43%

Length of Stay3.20 days

1-2 nights 25%
3 nights49%
4+ nights 26%

Expenditures (per person)

Prepaid \$860.70
On-Island \$471.10
Average Exchange Rate.....HKD7.79

Travel Planning

Full tour package5%
Free-time package 24%
Individually arranged travel68%
Group tour2%
Company Paid1%

Travel Motivation

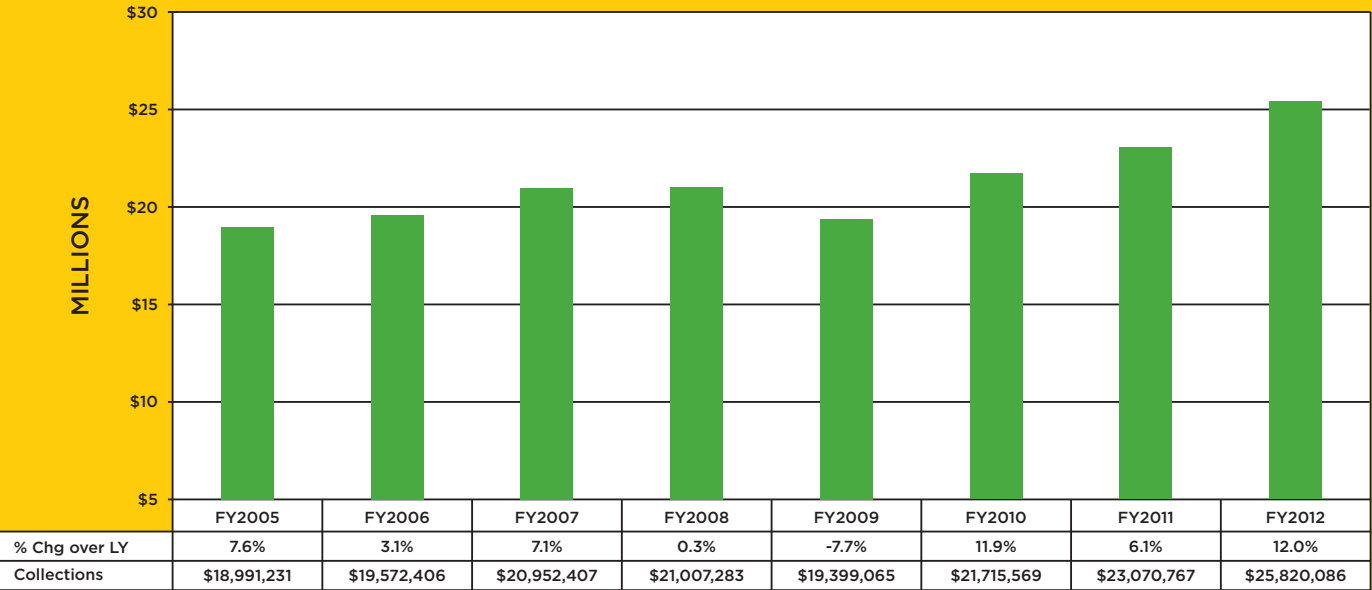
Relaxation 25%
Beach.....47%
Travel Time..... 4%
Safe Destination 13%
Honeymoon.....9%
Recommendation.....7%
Shop 16%
Water Sports 11%
Prior Trip5%
Price6%
Visit Friends & Relatives.....3%
Golf8%
Get Married.....10%

Source: FY2012 GVB Hong Kong Exit Surveys and FY2012 Data
Aggregation Report. Fieldwork and analysis by QMark Research &
Polling Guam. Percentages are rounded and may not add up to
100%. Average exchange rate source: oanda.com

OTHER VISITOR ARRIVALS • BY REGION OF ORIGIN

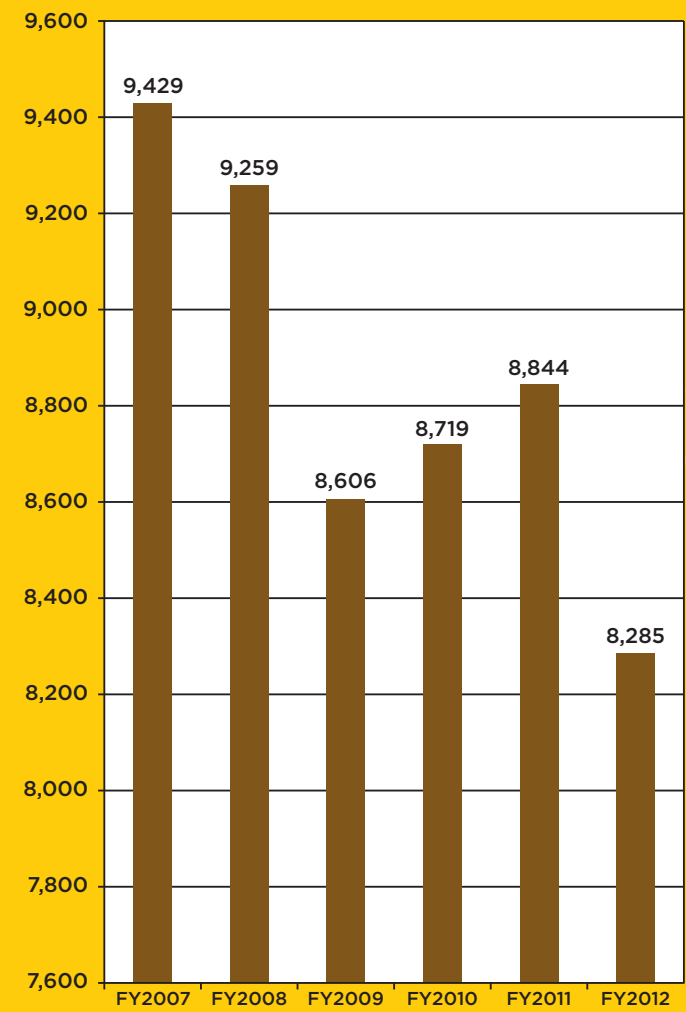
US MAINLAND (CIVILIAN AIR)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2009	2,793	2,577	2,862	3,141	3,031	3,415	3,398	3,315	3,736	3,837	3,114	2,560	37,779
FY2010	3,062	2,804	3,560	3,582	3,476	3,722	3,677	3,512	4,004	4,001	3,633	3,586	42,619
FY2011	3,136	3,035	3,365	3,415	3,626	3,468	3,342	3,441	3,537	3,638	3,155	2,916	40,074
FY2012	2,829	3,352	3,853	3,223	3,320	3,695	3,256	3,537	3,664	3,755	3,095	3,440	41,199
HAWAII (CIVILIAN AIR)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2009	651	707	578	649	722	783	970	762	806	898	707	658	8,891
FY2010	735	774	703	829	748	967	826	862	884	822	851	862	9,863
FY2011	765	788	832	729	754	757	778	800	772	733	1,013	767	9,488
FY2012	794	790	707	719	699	934	838	908	1,043	759	700	877	9,768
AUSTRALIA (CIVILIAN AIR)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2009	229	187	172	237	129	207	226	298	192	168	165	211	2,421
FY2010	198	154	209	313	220	280	258	258	179	220	216	274	2,779
FY2011	235	236	267	300	185	239	538	499	247	310	181	321	3,558
FY2012	316	322	298	340	254	306	382	234	209	180	200	301	3,342
HONG KONG (CIVILIAN AIR)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2009	341	246	276	210	208	207	223	168	253	263	216	191	2,802
FY2010	362	222	349	313	465	234	657	730	554	582	632	540	5,640
FY2011	827	605	751	445	900	695	613	903	706	749	616	702	8,512
FY2012	684	1,023	860	747	692	622	605	647	632	648	606	630	8,396
PHILIPPINES (CIVILIAN AIR)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2009	1,152	875	1,067	524	814	880	1,684	1,138	866	782	819	756	11,357
FY2010	969	1,219	1,098	552	609	1,022	2,001	1,411	907	637	625	930	11,980
FY2011	1,286	1,039	1,282	590	659	809	1,123	1,237	716	646	709	571	10,667
FY2012	954	1,031	990	458	527	757	1,206	1,234	787	763	654	810	10,171
MICRONESIA (CIVILIAN AIR)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2009	2,669	2,279	2,788	2,091	2,161	2,775	2,361	2,510	3,081	3,782	2,956	2,183	31,636
FY2010	2,324	2,930	2,734	1,970	2,162	2,772	2,544	2,831	3,060	3,510	3,378	2,296	32,511
FY2011	2,574	2,457	2,921	2,322	2,257	3,065	2,946	2,563	3,019	3,435	3,026	2,255	32,840
FY2012	2,987	2,522	2,746	2,161	2,002	2,704	2,338	2,668	3,399	3,222	3,154	2,168	32,089
RUSSIA (CIVILIAN AIR)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2009	22	48	50	76	16	26	25	33	24	11	12	13	356
FY2010	12	23	68	115	19	41	21	26	23	16	12	9	385
FY2011	45	25	70	104	11	63	33	53	47	40	21	16	528
FY2012	72	25	147	201	135	302	287	282	374	426	371	308	2,930
CANADA (CIVILIAN AIR)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2009	35	67	101	84	58	46	50	80	33	38	48	32	672
FY2010	46	67	80	83	59	108	53	43	27	33	41	27	667
FY2011	43	73	71	69	72	72	59	70	47	49	37	41	703
FY2012	62	88	91	67	69	85	62	63	59	44	33	50	773
EUROPE (CIVILIAN AIR)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2009	107	121	153	128	144	150	184	87	109	174	121	86	1,564
FY2010	145	142	181	173	130	140	126	101	109	114	141	75	1,577
FY2011	85	174	151	145	152	158	112	88	69	92	136	103	1,465
FY2012	85	153	146	125	130	168	168	83	119	113	155	110	1,555
THAILAND (CIVILIAN AIR)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2009	30	23	34	11	11	22	28	17	11	23	25	10	245
FY2010	24	17	23	26	30	19	42	19	19	17	12	16	264
FY2011	33	27	21	25	21	64	34	34	55	104	64	16	498
FY2012	29	21	21	16	32	20	29	27	21	52	18	17	303
VIETNAM (CIVILIAN AIR)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2009	3	3	2	7	1	4	7	4	1	3	1	0	36
FY2010	7	8	10	2	20	8	2	10	4	5	4	0	80
FY2011	12	5	6	7	9	4	12	10	5	10	7	18	105
FY2012	7	2	5	16	14	9	3	0	17	15	3	22	113
CIVILIAN SEA ARRIVALS	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2009	29	203	1,296	625	35	3,275	2,390	52	23	29	22	5	7,984
FY2010	119	25	664	15	3,299	641	2,235	246	72	82	217	43	7,658
FY2011	37	78	1,290	4	34	3,464	2,228	592	36	32	105	37	7,937
FY2012	2,287	51	81	452	14	1,058	336	310	28	80	36	114	4,847
ARMED FORCES AIR ARRIVALS	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2009	962	569	584	1,282	732	928	597	857	951	1,182	1,301	730	10,675
FY2010	810	359	354	856	704	1,515	782	1,423	1,133	977	1,168	1,900	11,981
FY2011	720	1,249	733	783	1,452	2,619	1,216	959	1,051	1,248	1,825	1,145	15,000
FY2012	1,280	1,722	1,469	1,450	2,117	2,166	1,197	2,196	1,154	1,593	1,637	3,634	21,615
ARMED FORCES SEA ARRIVALS	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	TOTAL
FY2009	8,459	n.a.	n.a.	n.a.	200	152	n.a.	196	24	182	10	247	9,470
FY2010	0	105	0	198	0	0	0	0	0	68	0	0	371
FY2011	0	170	0	29	149	0	0	120	7	72	227	0	774
FY2012	10	0	12	0	0	0	0	157	0	0	0	3,500	3,679

HOTEL OCCUPANCY TAXES



Source: Division of Accounts, Department of Administration, Government of Guam

HOTEL ROOM INVENTORY



HOTEL ROOM RATES (Avg. Weighted)

	FY2009	FY2010	FY2011	FY2012
OCT	\$103	\$98	\$105	\$105
NOV	\$108	\$98	\$105	\$106
DEC	\$132	\$123	\$122	\$127
JAN	\$114	\$117	\$118	\$118
FEB	\$103	\$104	\$106	\$116
MAR	\$106	\$108	\$106	\$117
APR	\$105	\$105	\$111	\$117
MAY	\$109	\$113	\$116	\$121
JUN	\$96	\$99	\$104	\$109
JUL	\$107	\$112	\$121	\$125
AUG	\$129	\$136	\$151	\$156
SEP	\$102	\$104	\$107	\$119
FY AVG	\$110	\$110	\$114	\$120

Source: Guam Hotel & Restaurant Association

SUMMARY

GVB's operations is funded through an eleven percent (11%) hotel occupancy tax, authorized through the Guam Legislature's annual budget appropriations. In fiscal year 2012, Public Law 31-77 appropriated \$14,487,625 to GVB, of which \$13,314,823 for operations and \$1,172,802 for special projects.

Hotel Occupancy Tax collections in Fiscal Year (FY) 2012 were up over 12% versus FY2011, and the Bureau's operational budget of \$13,314,823, was fully funded. However, Special Projects, which includes projects like Tumon and Hågatña beach cleaning, Tumon landscaping and islandwide road maintenance, was underfunded by \$82,096. GVB's board, management and staff maintained a financially conservative philosophy in managing its expenditures to avoid statutory penalties associated with expenditures beyond allotments. Operating expenditures totaled \$11,880,788 for the year, which does not include pass through appropriations, promotional in-kind contributions, community programs, and depreciation.

The Bureau received an additional \$530,376 for pass through appropriations, \$944,184 for Rainy Day fund and FESTPAC Trust Account (restricted), and \$380,221 for prior year appropriations. This totaled \$15,169,604 in allotment revenues. In addition, \$172,243 in Federal revenues was granted to GVB through the American Recovery and Reinvestment Act (ARRA) 2009 for the completion of the Design Build Energy Upgrade project.

Direct appropriations from the Tourist Attraction Fund decreased 32% this year, from \$10,001,716 in FY2011 to \$6,792,247. This was primarily because of the \$2,855,889 reduction in payments due to the Limited Obligation HOT Bond, Series 2011A. Comparing the total FY2012 appropriation from the TAF (\$23,160,586) and the actual collections (\$25,820,086), there was a \$2,659,500 surplus.

Marketing was the largest expenditure at \$7.6 million, almost 5% more than in FY2011. Japan and Korea represented the largest share at a combined \$5,686,784. At \$1,838,358, personnel salaries and benefits increased 6% over last year due to increments, but represent only 16% of all operational expenditures.

FY2012 saw the launch of capital improvement projects that use proceeds from Hotel Occupancy Tax (HOT) Revenue Limited Obligation Bonds to fund the building of the Guam Museum as well as upgrade and refurbish some of our island's historic sites, tourist attractions and community projects. Architects Laguana & Cristobal were selected to design the \$27 million Guam Museum, with groundbreaking scheduled for early 2013 with a completion date target of late 2014. Other key projects that were initiated were San Vitores flooding mitigation, the Plaza de España and Inarajan Community Center restoration.

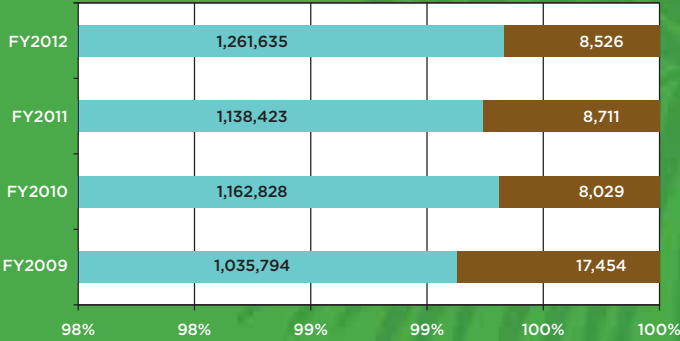
Hotel room inventory (8,285) was down 6% from last year, with the decrease primarily due to GVB's efforts to resurvey the properties to get a more accurate accounting of actual available accommodations. The weighted hotel occupancy rate (78%) was up 8 points versus FY2011, and the average daily room rate rose from \$114 to \$121. This year, the Bureau recognized \$37,600 in membership dues, up 24.5% from the prior year due to it being an election year for membership directors, which occurs every other year.



Financials

PERFORMANCE

Total arrivals to Guam



FY2012 Arrivals Summary

Guam experienced an overall 10.7% increase in total arrivals, ending the year with a combined 1,270,161 visitors from all markets. The Japan market fully recovered from the 3/11 triple disasters, with the island welcoming 907,765 travelers from its largest source market. The Korean market also continued its upward trend with 165,143 visitors (+13.8%), and combined, Japan and Korea represent almost 85% of all arrivals. Taiwan positioned itself as the third largest Asian source market with 49,851 visitors (+22.5%).

Travel from Chinese markets remained mixed, with Hong Kong slightly down (-1.4%) and China (+46.3%) continuing to see significant gains, but together still account for only 17,436 visitors, or 1.4% of total arrivals. There was positive growth from the U.S. Mainland (53,329 pax, +10.1%), Hawaii (11,437 pax, +2.1%) and Australia (4,071 pax, +11.2%), while the Philippines (10,240 pax -4.7%) declined slightly. Collectively, Micronesia (CNMI, Palau, FSM, RMI) made up 2.5% of total arrivals to Guam, with 32,156 visitors from the region. The biggest percentage increase for the year came from Russia (2,931 pax, +455%), which was granted visa waiver status in January 2012.

\$1.4bn

total tourism economy sales
(Economic Report 2012)

31%

of all jobs on Guam is supported
by the Tourism industry

20,000

number of jobs in
the tourism industry

\$400m

in hotel room night sales
in 2010

\$915m

of Guam's Gross Domestic
Product (GDP)

\$150m

in revenue generated for the
Government of Guam

\$21.8m

in Hotel Occupancy
Taxes (2010)

\$1,100

in on-island spend by each visitor
(Economic Report 2012)

FINANCIAL REPORT

	2012	2011
Revenues:		
Consumption tax refund	196,118	224,468
In-kind contributions from members and others	88,550	1,122,635
Memberships	37,600	30,200
Total revenues	322,268	1,377,303
Less:		
Bad Debts	-	-
Net Revenues	322,268	1,377,303
Expenses:		
Professional services	8,844,374	8,086,548
Personnel	1,838,358	1,738,183
Miscellaneous	881,722	896,654
Pass-thru appropriations	530,376	1,151,605
Travel	473,445	442,102
Rent/lease	271,488	286,979
Utilities	210,964	211,584
Grants	188,850	276,607
Community Programs	162,315	45,735
Materials and supplies	152,570	115,706
Depreciation	109,364	113,975
Promotional in-kind contributions	88,550	1,122,635
Equipment	42,039	22,744
Advertising	35,022	77,848
Insurance	23,458	19,940
Repair and maintenance	16,437	31,741
Total operating expenses	13,869,332	14,640,586
Operating revenues net of operating expenses	(13,547,064)	(13,263,283)
Nonoperating revenues (expenses):		
Grants-in-aid from Government of Guam		
Operations	15,729,934	13,177,625
Pass-thru	530,376	1,151,605
Federal	172,243	100,000
Other nonoperating income		
(expense), net	221,224	390,172
Interest income	12,925	10,147
Total nonoperating revenues, net	16,666,702	14,829,549
Change in net assets	3,119,638	1,566,266
Net assets at beginning of year	14,255,440	12,689,174
Net assets at end of year	17,375,078	14,255,440

INDEPENDENT AUDIT: An independent audit, performed by Deloitte & Touche, resulted in the GVB receiving an unqualified (clean) audit opinion. The Office of Public Accountability released the audited financial report dated February 21, 2013 and can be found on the OPA's website, www.guamopa.com.

LOOKING TO THE FUTURE

GVB Supported Organizations

- Department of Administration
- Department of Parks & Recreation
- FESTPAC & Folklife Festival
- Guam Community College
- Guam Council on the Arts & Humanities Agency
- Guam Environmental Protection Agency
- Guam International Film Festival
- Guam Museum Foundation
- Guam Police Department
- Guam Territorial Band
- Guam Tourism Foundation
- Guampedia Foundation
- Haya Cultural Preservation Foundation (Sinanga-ta Outreach)
- Historic Inalahan Foundation
- Mayor's Council of Guam
- Micronesia Cruise Association
- Pa'a Taotao Tano
- Pacific War Museum Foundation
- The A's and A's of Chamorro Project
- Tourism Education Council
- Traditions About Seafaring Islands (TASI)
- Traditions Affirming our Seafaring Ancestry (TASA)
- University of Guam
- World War II Survivor History - Video Commentary

HOT Bond Projects

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

The Guam Museum

The original Guam Museum was built in 1932 and about a decade later it was completely destroyed during World War II, with many artifacts dispatched for safe keeping to other museums and private collectors around the world.

The vision of the Guam Museum Foundation, Inc is to build a world class facility that is home for artifacts and historic documents; a dynamic cultural destination that reflects a sense of Guam and the Chamorro culture and stimulates community ownership and involvement.

Other Hot Bond Projects

- Restoration of Plaza de España
- San Vitores Road Flooding Mitigation
- Hagåtña Vicinity Street Light Installation
- Governor Joseph Flores Memorial Park Enhancements (Ypao Beach)



The Guam Museum



Restoration of Plaza de España



San Vitores Road Flooding Mitigation



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