

GUAM VISITORS BUREAU 2013
**annual
report**



1.34
million in
visitor arrivals

\$1.47
billion in
tourism economy sales

\$167
million in
government tax revenues

\$1,100
average on-island spend

20,436
tourism-related jobs

** Based on 2010 Guam Tourism Satellite Account Economic Report*

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A message from the Governor & Lt. Governor of Guam



EDDIE BAZA CALVO
Governor



RAY TENORIO
Lt. Governor

Numbers Tell A Story: Invest in Tourism, It's Diversifying

Buenas yan Håfa Adai! Annual reports are part of every organization's responsibility to maintain a standard of transparency. They provide a comprehensive look at how an agency utilizes its budget to meet mandates, accomplish goals and set the course for long-term objectives.

We are proud to join the government of Guam's tourism industry representatives in presenting the 2013 Guam Visitors Bureau Annual Report. This is an in-depth, data supported look at the way in which GVB utilized its funding, resources and relationships to strengthen and diversify the tourism industry.

This report details the successes of 2013 - reaffirming the commitment of hardworking men and women of GVB. As an industry heavily influenced by global forces, GVB's strategies are led by a knowledgeable and creative team ready to adapt at a moment's notice.

We thank you for your interest in the Guam Visitors Bureau and look forward to your input. Together we can help meet our goals and strengthen plans for the future.

Un Dangkulu Na Si Yu'os Ma'åse',

EDDIE BAZA CALVO
Governor of Guam

RAY TENORIO
Lt. Governor of Guam



A message from the Chairwoman

Committee on Tourism, Housing, Municipal Affairs,
and Hagåtña Restoration and Redevelopment Authority



TINA ROSE MUÑA BARNES
Senator,
32nd Guam Legislature

Buenas yan Håfa Adai!

As we map out our path for the tourism industry on Guam for the next several years, let us not forget to take a minute to reflect on how far we have come in the last fifty years. The partnerships forged through the years have grown this industry in ways that fifty years ago were unimaginable. In FY 2012 alone, we welcomed over 1.3 million visitors to our island. In the first quarter of 2013 we saw a 13.0 % increase in arrivals over the same quarter in 2012. The future is definitely bright for the tourism industry on Guam.

Our economy is on the move again thanks to the planning, dedication and hard work of the Guam Visitor's Bureau, our tourism industry partners both on Guam and abroad, and our local community. Our efforts in this endeavor are not singular. Together, we have reached all across the globe: to Russia, to China, to North America, to the Pacific, to Australia, to Europe, to Taiwan, to Korea, to Japan, and we are working now on developing a sustainable Micronesia Cruise Industry. However, it is only through showcasing and promoting our unique Chamorro culture that we can set ourselves apart from other similar destinations.

Un Dangkulu Na Si Yu'os Ma'åse' to all of the exceptional employees of Guam Visitors Bureau (GVB) both past and present. As the Chairperson on Tourism, I am humbled by your accomplishments and deeply honored to support your efforts. You have my commitment that together we will continue to strengthen and expand the vital programs and policies that have brought us the success that we enjoy today.

Sinseru yan magåhet,

SI SENADORA TINA
I Mina'Trentai Dos Na
Liheslaturan Guåhan



A message from the Chairman

Guam Visitors Bureau
Board of Directors



MARK BALDYGA
Chairman

Håfa Adai! On behalf of the Guam Visitors Bureau Board of Directors and its management and staff, we are pleased to present the GVB Fiscal Year 2013 Annual Report.

Guam recorded another banner year in tourism as arrivals soared to over 1.3 million visitors and approached record levels for the second year in a row.

This year we celebrated 50 years of tourism as we paid tribute to our pioneers and honored our core Chamorro values and the traditions that have shaped our industry.

With a clear strategic focus on leading our island's leading industry, we worked diligently to develop Tourism 2020, a strategic plan that has the potential to move our island paradise to an entirely new level. This hard-charging plan was developed with input from private stakeholders, government leaders and the community around 8 core objectives:

- Improve Quality and Yield
- Grow Arrivals and Diversify
- Add High-End Hotel Rooms
- Focus on MICE
- Promote the Chamorro Culture
- Extend Average Length of Stay
- Promote Our Unique Attractions
- Extend Tourism Beyond Tumon

Our vision is to transform Guam into a world-class, first tier resort destination of choice making Guam a better place not only to visit but to live and work. As we continue to diversify our markets including Russia and China, we are optimistic that we can achieve our Tourism 2020 goal of reaching two million visitors between 2020-2022.

Tourism is Guam's largest industry, employing over 18,000 people and representing 60% of our island's business revenue. I would like to express my sincere thanks to all of the men and women who showcase the very best our island has to offer and to the hard working team at GVB.

I am confident that with the support and efforts of all Guamanians, our island will continue to thrive in the next 50 years and beyond.

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

Management's Discussion & Analysis



KARL A. PANGELINAN
General Manager



JON NATHAN DENIGHT
Deputy General Manager

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

The Bureau saw major changes to its Board and Management in 2013, naming a new General Manager and welcoming six new Directors to the Board. Joann G. Camacho resigned as General Manager on December 31, 2012, and Karl A. Pangelinan, former Administrator of the Guam Economic Development Authority, took the position as GVB GM on January 22, 2013. The GVB membership held its bi-annual election on January 8, 2013, selecting four new directors: Bartley Jackson, Milton Morinaga, Norio Nakajima and N. Oscar Miyashita. During the first Board meeting of 2013 held on January 17th, Mark Baldyga was elected Chairman, Bruce Kloppenburg Vice-Chairman, N. Oscar Miyashita Treasurer, and Theresa Arriola Secretary. Mayor Robert Hofmann, Dr. Judith Guthertz and Ann Marie Muna were the new Mayors' Council and Legislative representatives.

The new Board and Management spearheaded several initiatives including the implementation of the S.M.A.R.T. goal method, updating the GVB By-laws and development of a new long-range tourism strategic plan. Management by Objectives, or MBO, is a management strategy that uses the S.M.A.R.T. goals method—setting objectives that are specific, measurable, achievable, realistic, and timely. All GVB Committees were required to utilize this method to formulate and report on their goals for the year and this system has increased the Bureau's focus and accountability, ensuring the entire organization is working towards the same collective goals.

One of the major S.M.A.R.T. for the year goals was to update GVB's By-laws, which haven't been amended for 25 years. The By-laws went through several levels of review from starting with the Executive Committee, Membership Committee, GVB Legal Council, GVB General Membership and finally the GVB Board. All 20 proposed amendments were approved at the Quarterly Membership meeting on June 28. Some of the major amendments included:

- Revise GVB's PURPOSE to match with what is stated GVB's Enabling Legislation
- Article V & VI - Clean up the ambiguity over Election Meetings and Annual Meetings and update meeting notice procedures to follow Guam's open government laws
- Article VIII - Revise the timing of ratification of executive committee motions to occur at the next regular board meeting

GVB is charged with setting tourism policy and direction for Guam, and the Board, led by the efforts of Chairman Baldyga with Deputy General Manager Nathan Denight and UOG Tourism Professor Dr. Fred Schumann, worked together with industry, government and community stakeholders to develop the strategic vision and plan for Guam tourism. The result was TOURISM 2020, an actionable goal-oriented plan with measurable results that has the potential to move our island paradise to an entirely new level. The 8 Objectives outlined in the plan provide the roadmap to achieving the Vision (A world-class, first-tier resort destination of choice) and Mission (Economic opportunities and an enhanced quality of life for all Guamanians). The plan will be officially launched in February of 2014.

Marketing Highlights

GVB is the organization responsible for marketing Guam to the world as a premier tourist destination. To achieve maximum yield for the tourism industry from limited resources, GVB's marketing activity is carefully focused on a number of key markets and a select group of consumers within those key markets. As well as marketing to consumers, our trade training, marketing and media programs are designed to ensure that those who sell Guam have the knowledge and resources to be successful.

Total visitor arrivals saw a substantial increase for FY2013, beating expectations (+3%) and increasing 5% over the previous year, from 1,270,161 to 1,337,665. In fact, March and August 2013 were the first and third best months for arrivals ever. The real standout was the Korean market, which posted an impressive 49% spike in arrivals, finishing the year with a record-setting 232,850 visitors. The primary reason for the increase was the additional seat capacity provided by Jeju Air, which started flights from Incheon in September 2012, and Korean Air flying regularly scheduled charters out of Busan in October 2012. This positive trend is expected to continue in FY2014, and GVB is increasing its overall Korea marketing budget to expand consumer and trade activities.

Public relations for the Guam brand is a major area that GVB manages, and the Bureau had to respond to several high profile incidents in FY2013. The most pressing was the 2/12 incident that resulted in the death of 3 Japanese visitors and generated much negative press, not just in Japan, but globally as well. GVB organized a coordinated response from the government, industry and community to deal with this tragic situation in a sincere, respectful way, including raising funds through the 2/12 Relief Fund to assist the victims and families with the expenses related to the incident. These efforts surely helped lessen the impact from this tragic incident. The other major issue affecting Guam was the North Korean missile threat in April, and the Bureau worked closely with our overseas offices to monitor and mitigate any security concerns in the different source markets.

Japan arrivals were up slightly (+0.5%) versus the previous year at 912,093 arrivals. The first six months of FY2012 saw a sharp 5% increase in visitors, on pace to reach 1 million arrivals for the year. However, this trend reversed during the second half of the year mainly due to weakening of the yen and the halt of marketing activities in Japan for the 2 months following the 2/12 incident. By May the yen had fallen nearly 14 percent against the dollar, making travel to U.S. destinations more expensive, and many Japanese shifted to domestic travel. In fact, total outbound travel from Japan decreased leading to increased market share for Guam (FY13: 5.2% vs FY12: 4.9%). While Guam was still able to show arrival gains, the average on-island spend saw a decrease, which hurt local retailers and optional tours.

In an effort to encourage collaboration between similar areas, the GVB Board consolidated the three different Chinese markets into one committee called Greater China. Travel from the Greater China markets was mixed, with gains in Mainland China (+14.9%, 10,384 arrivals) and Hong Kong (+6.4%, 8,936 arrivals), and a slight decrease in Taiwan (-3%, 47,904 arrivals). Mainland China still has not been granted visa waiver status by the Federal government, but great progress has been made to shorten the time and lower the costs for Chinese tourists to apply for a U.S. Visa. In fact, Hawaii had over 100,000 visitors from China, and GVB will be launching an aggressive marketing strategy in 2014 to attract more visits from what has become the world's top source market, spending \$102 billion in international tourism (UNWTO 2013 Tourism Highlights Report).

More than double the number of Russian travelers visited Guam compared to last year (+109%, 6,134 arrivals). This trend should continue with the addition of direct flight service from Vladivostok and Khabarovsk in November 2013. Along with China, Russia is driving the growth of the global tourism market, moving to 5th place on the list of top tourism spenders in 2012 (US\$ 43 billion), on the back of a 37% increase. While the volume was relatively small in FY2013, the average length of stay was two weeks and the total average expenditure per person was \$4,203.01 (prepaid plus on-island), with \$1,596.13 being spent on-island. The Russian traveler is definitely a high-yield, high-spending visitor that has boosted retail sales and room rates for the industry.

In FY2013, the Marketing Department launched several important Global initiatives across all the key markets. From October 2012 to January 2013, the Shop Guam Festival campaign branded Guam as a world-class shopping destination, delivering impressive results with over \$6 million in media value generated and +2 million campaign site visits. The Bureau also began work on the development of a new global website platform and customer relationship management system (CRM) that will provide a consistent website experience in all the primary languages we serve and link all GVB offices together with a central, cloud-based database. The CRM was implemented in May 2013, and the website will be launched in FY2014. Guam is known as a leisure destination, but GVB has been working to attract the business meeting market (MICE). Guam's close proximity to Asia makes it a great destination for corporate incentive travel and business meetings.

Destination Development Highlights

Destination Development's mission is to support the development and enhancement of tourism attractions and experiences that build on our competitive product strengths, ensuring that Guam delivers on its brand promise. The importance of this division has been growing in need as the Government lacks the resources to maintain infrastructure that is critical to tourism. Guam must improve its quality in order to attract a high spending visitor and thereby improve yield. GVB's Destination Development Division is comprised of three committees: Destination Management, Cultural Heritage and Community Outreach and Sports and Events.

The Destination Management Committee (DMC) focuses on improving tourism infrastructure, safety and satisfaction. Over the years GVB has taken on additional responsibilities originally tasked to other Government of Guam agencies such as San Vitores landscaping, grass cutting and trash collection along major highways, and Hågatña and Tumon Bay beach cleaning. Additional progress was made in the following areas: funding was approved by the Legislature for a Tumon surveillance camera system; Tumon ponding basin and culvert cleaning; tree trimming and removal of rhino beetle infested trees; and the installation of "X-style" crosswalk at DFS/Plaza intersection.

For tourism to be thriving and sustainable, the community must have a sense of ownership and share a stake in industry processes and outcomes. The Cultural Heritage and Community Outreach Committee (CHaCO) supports the development and promotion of the Chamorro culture and other community outreach projects. 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 cornerstone of the Guam Brand initiative is the Håfa Adai Pledge program now reaching over 500 participating organizations.

Sports and events can draw new visitors, provide publicity in key source markets, enhance the image of Guam and improve the quality of life for residents. Recognizing these benefits, GVB's Sports and Events Committee supports the development and promotion of local sports and events that drive visitors to our island. The Bureau's longest running signature event, the Guam Micronesia Island Fair, was moved from October to May in 2013 to avoid the rainy typhoon season. The Ko'ko' Road Race continued to grow in participation, and a new signature running event, the Guam International Marathon, was successfully launched in April. In honor of GVB's 50th Anniversary, two fireworks shows were sponsored by the Bureau in Tumon Bay and Hagatna Bay.

Some of the other signature events included the XTERRA Triathlon, Ladies Pro-Am Golf Tournament, Junko Baseball Tournament and Smokin' Wheels Racing Weekend.

Financial Highlights

An 11% hotel occupancy tax funds the Bureau's operations, authorized through the Legislature's annual budget appropriations. In fiscal year 2013, Public Law 31-233 appropriated \$16,018,239; \$14,022,384 for GVB operations and \$1,215,855 for Special Projects. The Bureau was able to recognize \$13,849,317 of its appropriation for Operations of which \$1,000,000 was for prior year appropriations and \$1,115,573 of its Special Projects appropriation, of which \$82,096 was for prior year appropriations. Additionally, \$780,000 was appropriated to the Guam Visitors Bureau for pass-thru entities, of which \$882,654 was recognized as revenue. Of this amount, \$215,154 was for prior year appropriations. GVB Board and Management followed through with the OPA's suggestion to seek high rates of returns on its cash, and moved \$2.5 million into a TCD.

In December 2012, PL 31-270 and PL 31-281 appropriated additional monies to the Guam Visitors Bureau. PL 31-270 appropriated \$150,000 for Security Cameras along Pale San Vitores Rd, which the Bureau was able to collect and recognize in FY2013. PL 31-281 appropriated additional funding for the hiring of four (4) additional staff: Management Analyst IV, Computer Operator II, Marketing Officer I, and a Computer Specialist. While GVB's mandates have been expanding, its staffing level has not increased, and these additional personnel will fill critical areas, especially in procurement and information technology. Total appropriation for the salaries of these positions was \$170,958 of which the Bureau collected and recognized \$64,000.

The FY13 TAF collections were 11% higher than the previous year, totaling a healthy \$28,606,196. The increase can be attributed to the average room rate and occupancy rates increasing, and while FY13 room data was not yet available, from FY11 to FY12, room rates increased from \$114 to \$123, and occupancy rates went from 70% to 81%. This trend was projected to continue for FY13. Moreover, many of the hotel properties underwent major renovation, and the June 2013 Employment Report from Department of Labor noted that the hotel industry added 250 additional jobs compared to the previous year, both good signs for the economy.

Direct appropriations from the Tourist Attraction Fund increased about 75% in FY2013, from \$6,792,247 in FY 2012 to \$11,886,841. The TAF revenue projections in PL 31-233 of \$25,500,082 was amended by PL 32-057 to \$26,507,329. Comparing the total FY2013 appropriation from the TAF (\$28,253,038) and the actual collections (\$28,606,196), there was a surplus of \$353,158.

Membership dues increased from \$37,000 in FY12 to \$68,400 in FY13 because it was an election year. In-kind contributions also showed a significant increase, up 200% at \$327,992, but more efforts is needed to record all in-kind donations. GVB experienced savings of \$30,521 in rent expenses due to the construction of storage facilities at the main office, and utilities were reduced \$26,689 through a new phone system and energy efficient lighting and air conditioning.

Marketing was the largest expenditure at \$9.7 million, almost 24% more than FY2012 with Japan and Korea representing the largest share at a combined \$5.9 million. At \$2,054,929, personnel salaries and benefits increased 12% over last year due to Merit Bonuses paid to active employees, to include increments and the increases in employee benefits, but only makes up 13% of total expenditures.

Capital Assets And Long-term Debt

The Bureau is not capital intensive and therefore, significant

capital asset activity did not occur in 2013, 2012 and 2011. For additional information regarding capital assets, please refer to note 5 in the financial statements.

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

Management's Discussion and Analysis for the year ended September 30, 2012 is set forth in the Bureau's report on the audit of the financial statements, which is dated February 12, 2013, and that Discussion and Analysis explains the major factors impacting the 2012 financial statements and can be viewed at the Office of the Public Auditor's website at www.guamopa.com.

Outlook

The Bureau's efforts to diversify were clearly apparent in 2013, with the Korean market now a strong number two market representing 17% of total arrivals to Guam. Continued arrival growth of around 20% is expected for FY2014 with an increase in flights from Busan, which is important, since total outbound travel from Japan is expected to decline in 2014. Japan continues to be the island's number one source market, but now at a more comfortable level of 68% of total arrivals. While Guam has traditionally been a leisure destination for Japanese, GVB is working to attract higher yield segments such as the MICE (meetings, incentives, conferences, exhibitions), weddings and the silver (senior) markets. Flight service from Haneda airport, located in the heart of Tokyo, is also an objective that would boost arrivals from Japan.

GVB's TAF projection for FY2014 is \$28,978,077, a conservative 1.3% increase over the previous year. This is certainly achievable, especially with the opening of two new luxury hotels—the Lotte Hotel in May and the Dusit Thani in late 2014. The additional rooms are required especially for new markets such as Russia and China. The Bureau will be launching an aggressive marketing strategy for the China market, utilizing incentive support for both airlines and travel agents.

In addition to all the efforts in our primary source markets, the GVB Board is committed to improving the destination and has several projects planned in 2014, foremost of which is a Tumon surveillance system that will provide video to the Frankie Smith Precinct. Video surveillance is being successfully used in major cities throughout the world as crime deterrent, and the Bureau believes this solution can help protect the thousands of visitors and residents in our hotel zone. Other major planned improvements include bus shelters, landscape improvements, lighting and sidewalk renovations and graffiti removal. In order for Guam to improve its image and attract higher yield visitors, we must improve our brand and that starts at home.

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.

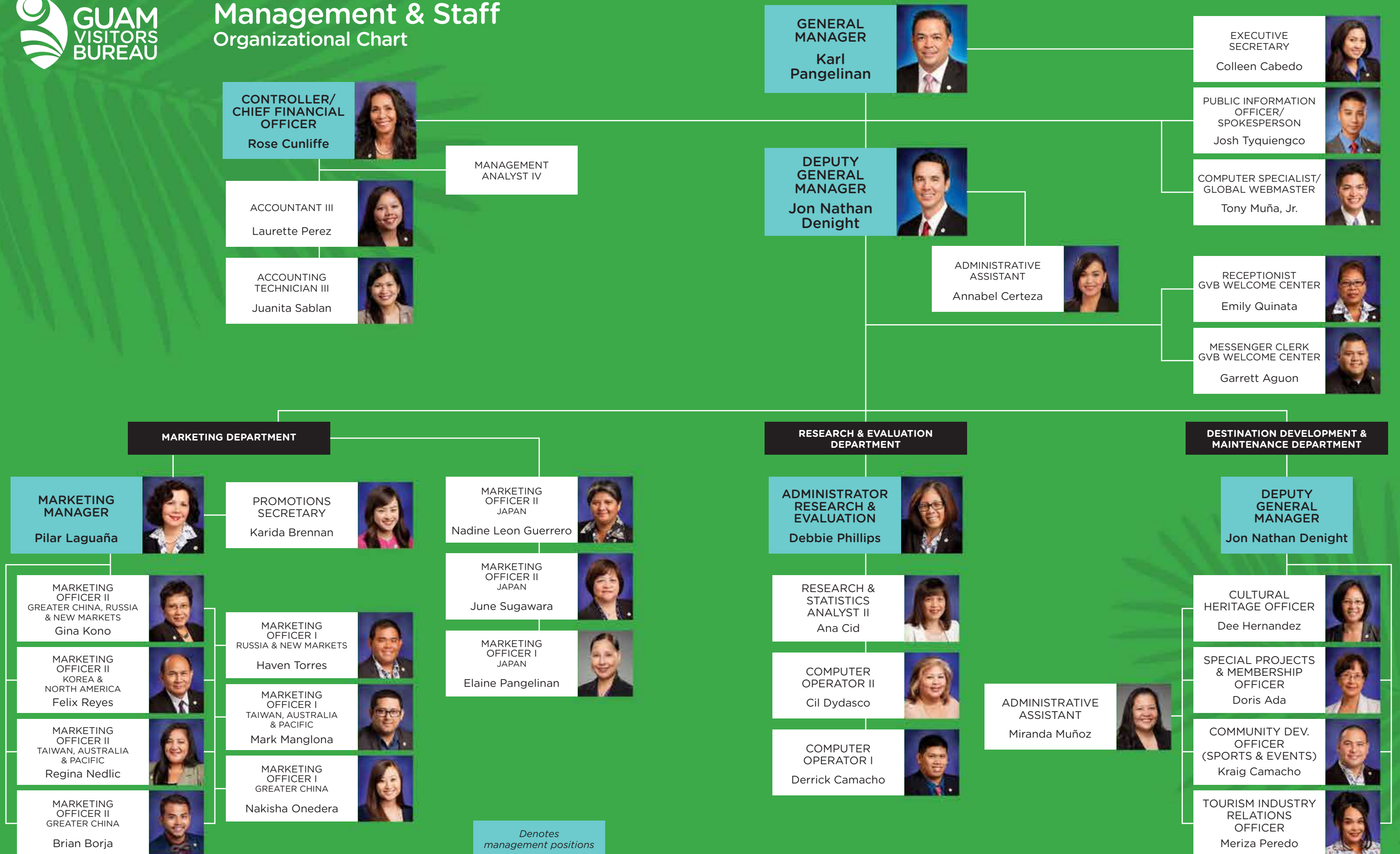


KARL PANGELINAN
General Manager



JON NATHAN DENIGHT
Deputy General Manager

Management & Staff Organizational Chart



Tourism 2020

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

8

Core Objectives

1. Improve Quality and Yield
2. Grow Arrivals and Diversify
3. Add High-End Hotel Rooms, Incentivize Reinvestment
4. Focus on MICE
5. Promote the Chamorro Culture
6. Extend Average Length of Stay
7. Promote Our Unique Attractions
8. Extend Tourism Beyond Tumon



Destination 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 a majority 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 & Events

Guam International Marathon

Topping the list of Sporting events for 2013 was the Inaugural kick-off of the Guam International Marathon on April 7, 2013. Considered Guam’s top running event and a signature-sporting event for the Guam Visitors Bureau, the Guam International Marathon recorded a whopping 2,155 participants in its first year, with roughly 1,000 overseas runners coming from Japan and Korea.

543 marathoners braved Guam’s tropical heat climate during the grueling but beautiful 26-mile course stretched along Guam’s beautiful coastline.

Taking home top honors in the Marathon “Male” division was South Korea’s Yeunsik Ham, Ham finished the course strong with a time of 2:43:06. Fellow South Korean native Eunhee Youn was able to secure the female division finishing with a time of 3:08:48.

Guam Ko’ko’ Road Race Half Marathon & Ekiden Relay

In its seventh year, the 2013 Guam Ko’ko’ Road Race Half Marathon & Ekiden Relay saw a 10% increase in runner participation over last year. A total of 700 overseas participants from Japan and Korea added to the increased pool of local competitors combining for a total of 1,804 runners. Still one of Guam’s largest running events, the Ko’ko’ features the half marathon ekiden relay, which provides both visitors and locals the opportunity to run shorter distances while trying to secure top honors and cash prizes.

Returning to defend his title was the overall 2010 and 2011 Guam Ko’ko’ Road Race half-marathon champion, Japan’s own Masashi Shirotake. Shirotake for his third straight year finished in record setting fashion besting his previous course record time of 1 hour, 12 minutes and 43 seconds and finished with a new course record of 1 hour, 11 minutes and 25 seconds. Taking the women’s division overall was Guam Olympian Amy Atkinson with a time of 01:28:04.

XTERRA Guam Championships

The 2013 XTERRA Guam Championship qualifier was once again nothing short of spectacular. The event combines a 1.5km swim, 34km mountain bike and an 8.2km trail run that has athletes navigating through jungle-rivers, bamboo forests and down slippery waterfalls.

Ben Allen and Jacqui Slack secured top finishing times in the men’s and women’s overall division. Allen now holds two consecutive first place finishes for the 2012 and 2013 XTERRA Guam Championship race series.

Guam Barbeque Block Party

The Pleasure Island Guam Barbeque Block party kicked off Guam’s first ever showcasing of Guam’s unique BBQ styles through a competitive BBQ cook off competition on May 11, 2013 at the Pleasure Island District in Tumon. Organized by the Micronesian Chefs’ Association (MCA), the event pitted 14 of Guam’s most prolific grillers in a series of events commemorating Tourism Month along with GVB’s 50th Anniversary.

In addition to the cook off, local cultural groups, live music, as well as restaurant and local goods from artisans throughout the island were featured for locals and visitors alike.

Guam Long Ride

The 2013 Guam Long Ride featured roughly 250 riders in a non-competitive cycling event, which takes riders through Southern and Central Guam. Approximately 100 cyclists from Japan joined 150 local cyclists as they made their way through the short course (60km) and/or the long course (120km). Breathtaking views and historic attractions all along the course provide each rider a peaceful and relaxing ride with family and friends.

GVB Signature Events

- Guam International Marathon
- Guam Ko’ko’ Half Marathon & Ekiden Relay
- Ko’ko’ Kids Fun Run
- Guam Long Ride
- Tropical Fantasy Fireworks
- Guam Barbeque Block Party

GVB Sponsored Events

- 9th Guam Governors Cup Ladies Golf Tournament
- 19th Friendship Junko Baseball Tournament
- Guam National Bodybuilding & Body Fitness Championships
- United Cup Golf Tournament
- Cadet Junior and Senior Oceania Wrestling Championships
- Golf for Heroes
- Electric Island Festival
- Governors Tourism Cup Championship Golf Tournament

Sports Tourism Funded Grants

- 21st Annual Marianas Cup Beach Volleyball Festival
- 30th Shell V-Power Smokin’ Wheels
- Governors Council on Physical Fitness Awards
- Guam Futures Tennis
- Guam International Largeball Table Tennis
- Cocos Crossing
- East Asian Under 18 Games
- 15th Annual Gupot Y Peskadot



Cultural Heritage and Community Outreach (CHaCO)

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

Aside from overseas marketing representation, the committee is also supportive of on island projects that are coordinated by other organizations or government agencies. It awards qualified individuals, companies, or organizations with grant money to help fund a cultural performance, project or literature.

Supported Organizations and Events:

- 2012 I Songsong Sinajana
- 2013 Malesso Crab Festival
- 2013 Malesso Fiestan Tasi
- 4th Annual Gupot Fanha’aniyan Pulan Chamoru – Chamorro Lunar Calendar Festival
- 4th Annual Mangilao Donne Festival
- 7th Annual Agat Mango Festival
- Agana Heights Annual Coconut Fair
- Archaeological Legacy Institute – History of Guam’s Transportation
- Beauty World Guam Organization – Miss World Guam 2013
- Candice Muna – Primativa Album Production
- Cantate Music Summer Festival
- Dana Quenga Cruz Kim – Chamorro Cultural Arts Program (CCAP)
- Department of Agriculture – Organic Demonstration and Plant Nursery Farm
- Department of Chamorro Affairs – Tribute to our Masters
- Eileen Rodriguez Meno – Chamorro Cultural Arts Program (CCAP)
- Federation of Asia Pacific Womens Association (FAWA) Convention
- Guam Art Exhibit VI
- Guam Beauty Organization – Miss Universe Guam 2013
- Guam Chamber of Commerce – 2012 Christmas Festival
- Guam Department of Education – Gupot Chamorro 2013
- Guam Humanities Council – Eat Your Heritage II
- Guam Library Association – 2012 PIALA Annual Conference
- Guam Museum – Latte of Freedom & Governors Hall
- Guam Society of America, Inc. – Capitol Hill Reception Liberation of Guam

- Guam Symphony Society – 23rd Annual Holiday Seaside Concert
- Guam Unique Merchandising & Art, Inc. – Cultural Fair
- Guampedia – 2nd Annual Marianas History Conference
- Guma Taotao Tano – Yokkohama & Mito Komon Festival
- Inetnon Gef Pago Cultural Arts Program – After School Instruction / Workshops
- Japan Club of Guam – 33rd Japan Autumn Festival
- Merizo GIFT – San Dimas – April 2013
- Micronesian Chef Association – Maila Ta Fan Chesa
- Micronesian Image Institute – Pig/Pork in the Park
- Pa’a Taotao Tano – Dinana Minagof
- PBS Guam – I Know Guam Series
- PBS Guam – Liberation Day Live Broadcast
- Peter John Constantino – Chamorro Cultural Arts Program (CCAP)
- Sanctuary, Inc. – 2nd Annual Blue Carpet Gala
- Santa Rita “Back to Sumay Day”
- Sinajana Municipal Planning Council – 50th Jubilee
- Soroptimist International of Guam – 2nd Annual Silibrasion Famalao’an: A Festival of Arts
- Talofofo Banana Festival
- Umatac Municipal Planning Council – Discovery Day 2012
- UOG – Annual Inacha’igen Fino’ Chamoru – Chamorro Language Competition
- UOG Foundation – 2013 Celebrity Chefs Cup
- Vicente San Nicolas – Chamorro Cultural Apprenticeship Program (CCAP)
- Ylgo GIFT – Our Lady of Lourdes – February 2013
- Yona GIFT – Saint Francis of Assisi Fiesta – October 2012

26th Guam Micronesia Island Fair (GMIF)

The Guam Micronesia Island Fair is an annual signature cultural event of the Guam Visitors Bureau, showcasing the vibrant cultures of Micronesia. This year marked a successful restoration of the Guam Micronesia Island Fair to its original scheduled date in May celebrating the 26th Annual GMIF.

Vendor participation reached a maximum for Fairgrounds capacity, which saw a 24 percent increase in the number of vendors, resulting in a commensurate increase in revenues. Overseas visitors and locals alike were able to experience the culture and arts unique to the Micronesian region during the three-day celebration complete with entertainment, arts and crafts, and Micronesian cultural delicacies.

Media promotions leading up to the Fair and the special entertainment lineup, which included fireworks every evening, helped reach an even broader audience, to which the exponential growth of the GMIF may be attributed. Featured was Tribal Theory, a reggae band out of San Diego with roots on Guam, and the much loved one man band, Parker Yobei, who closed the Fair each night.

Overseas Promotion

In working closely with the GVB’s Marketing Department, the CHaCO organizes and supervises the cultural representation of Guam during overseas promotions. The Chamorro culture is portrayed through arts and crafts in the booth décor, through dancing and singing on the Guam stage, and having weavers or other artisans on hand at the Guam booth. The Bureau sent cultural delegations to support marketing activities at the following tradeshow: HANA Tour International Travel Fair in Korea, Korea Overseas Travel Fair, Busan International Travel Fair in Korea, International Travel Fair in Taiwan, Philippines Travel Agents Association’s Annual Travel Show, Pacific International Tourism Expo in Russia, International Travel Expo in Hong Kong, and JATA.

Guam Chamorro Dance Academy

The 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 FY2013 the program drew continued support through the number of participants scheduled for the year. In fact, the GCDA students were invited to perform Guam Chamorro Dance during the Dinana Minagof held at the UOG Fieldhouse. 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 2014 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.

Aside from dance and cultural performers, GVB also sends a Miss Guam to certain promotions to assist in promoting the island. Miss Guam’s has been sent to HANA Tour ITF, KOTFA, Busan ITF, Taiwan ITF and the Guam Live Presentations in Japan.



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 right:

- 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.

Future Projects

- CCTV Cameras (Tumon - San Vitores Road, Tamuning - From Oka Payless to Sheraton & Oka Payless to Onward)
- Visitor Safety Officers (Tumon and Tamuning)
- San Vitores Street Light & Side Walk Improvements (Tumon)

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. GVB celebrated its second year
- 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, charter flights, and cruise ship greetings, as well as VIP guests upon their arrival to the island or at an event they are hosting on Guam.



FUTURE PROJECTS

- CCTV Cameras
- Visitor Safety Officers
- San Vitores Street Light & Side Walk Improvements





Marketing Department

Summary

Global tourism performed strongly in 2013, supported by stable consumer confidence and improving economic conditions. This was mirrored by growth in Guam's tourist arrivals, which grew 2 percent in 2013 to 1.33 million, up from 1.3 million in 2012. 2013 is ranked the 4th-best year in Guam's 50 years of tourism history.

Social media is a powerful tool and GVB has been leading the way in encouraging our industry partners to harness the immense potential of this communication technology. One of those marketing strategies was the development of the Shop Guam Festival, Guam's very first global social media cooperative marketing campaign that aimed to aggressively brand and market the island as a modern and fashionable premier shopping destination in the Western Pacific. The campaign was a phenomenal success and generated an unprecedented \$8.4 million dollars in media exposure for Guam. The Shop Guam Festival is now an annual GVB signature event.

In 2013, the Chinese travel market proved to be the fastest growing visitor segment in the world and GVB is committed to strengthening our engagement with the China market. Our efforts to market Guam as an attractive world-class resort destination in China resulted in a 14.9 percent increase in Chinese visitor arrivals, from 9,040 in 2012 to 10,384 in 2013. We will continue to aggressively pursue the China market in 2014, as well as all of our target markets.

2013 also opened the door for a new direct charter service from Russian Far East cities Vladivostok and Khabarovsk. The new charters brought thousands of additional Russian tourists to Guam, boosting arrival numbers an incredible 109.3 percent, from 2,931 in 2012 to 6,134 in 2013, and exceeding our goal to achieve 5,000 Russian visitors in FY2013.

GVB has an incredible team of passionate professionals. Going forward into 2014 with such talented and dedicated people makes GVB confident that we will continue to meet our goals of delivering fresh ideas for attracting visitors to Guam and increasing the revenue streams into our island.

Looking forward, in 2014 we will continue to refine and enhance Guam's international tourism brand by identifying more unique travel experiences that can be leveraged in our marketing. We will continue to innovate and develop new ways of promoting Guam to the world. We will focus on the markets where we can lead and where we see opportunities for new growth and we will continue to promote Guam as a safe and satisfying world-class destination.



Marketing Calendar

DATE	PROMOTION	VENUE	MARKET
October 2012			
Oct 19	Shanghai America School Fair	Shanghai, China	China
Oct 19-22	Guam Live Presentation	Sapporo, Japan	Japan
Oct 25-30	International Travel Fair-Taipei	Taipei, Taiwan	Taiwan
November 2012			
Nov 13	National Tour Association China	Xi'an, China	China
Nov 15-18	China International Travel Market	Shanghai, China	China
Nov 17-18	Guam Chamorro Dance Academy	Japan	Japan
December 2012			
Dec 11-13	PATA Micronesia 3rd Tri Annual Chapter Meeting	Guam	Micronesia
Dec 15-17	Hong Kong Diving and Resort Travel Expo	Hong Kong	Hong Kong
January 2013			
Jan 20-24	National Tour Association Annual Convention	Orlando, Florida	USA
Jan 24-27	Guam Live Presentation	Fukuoka, Japan	Japan
February 2013			
Feb 14-17	Philippine Travel Agents Association Travel Tour Expo	Pasay City, Philippines	Philippines
Feb 14-17	Guam Live Presentation	Fukuoka, Japan	Japan
Feb 22-24	Los Angeles Times Travel Show	Los Angeles, California	USA
Feb 23-24	Guam Chamorro Dance Academy	Nagoya, Japan	Japan

Marketing Calendar

DATE	PROMOTION	VENUE	MARKET
March 2013			
Mar 7-9	Guangzhou International Travel Fair	Guangzhou, China	China
Mar 11-14	Sea Trade Cruise Ship Convention	Miami, Florida	USA
Mar 15-18	Guam Live Presentation	Nagoya, Japan	Japan
Mar 20-23	Moscow International Travel and Tourism Fair	Moscow, Russia	Russia
Mar 22-24	Diving Resort Travel Expo	Shanghai, China	China
Mar 2013	Russia Far East Cities Road Show	Khabarovsk, Vladivostok	Russia
Mar 2013	Tabi Matsuri Nagoya Travel Show	Nagoya, Japan	Japan
April 2013			
Apr 5-7	Marine Diving Fair	Tokyo, Japan	Japan
Apr 9-11	International Forum on Chinese Outbound Tourism	Beijing, China	China
Apr 9-11	China Outbound Travel and Tourism Market	Beijing, China	China
Apr 13-15	Asia Dive Expo	Singapore	Asia Pacific
Apr 24-26	PATA Micronesia Chapter 1st Tri Annual Meeting	Yap, FSM	Micronesia
Apr 27-28	Guam Chamorro Dance Academy	Nagoya, Japan	Japan
Apr 2013	Guam Live Presentation	Tokyo, Japan	Japan
May 2013			
May 17-19	Guam Live Presentation	Osaka, Japan	Japan
May 30- Jun 2	Korea World Travel Fair	Seoul, Korea	Korea
May 2013	Hana Tour International Travel Fair	Seoul, Korea	Korea
May 2013	Pacific International Tourism Expo	Vladivostok, Russia	Russia
June 2013			
Jun 8-9	Scuba Show	Long Beach, California	USA
Jun 8-12	U.S. Travel Association International Pow Wow	Las Vegas, Nevada	USA
Jun 13-16	International Travel Expo and MICE	Hong Kong	Hong Kong
July 2013			
Jul 1-5	U.S. Consulate Vladivostok Annual 4th of July Celebration	Vladivostok, Russia	Russia
Jul 2-3	Global Tourism Cities Conference 2013	Malaysia	Asia Pacific
Jul 5-8	Guam Live Presentation	Okayama, Japan	Japan
Jul 5-10	KAL Beijing FAM Tour	Beijing, China	China
Jul 24-25	Guam-Karatsu Friendship Signing	Karatsu, Japan	Japan
Jul 25-28	Kashiwa Festival	Kashiwa, Japan	Japan
Jul 26-27	Kashiwazaki Gion Festival	Japan	Japan
Jul 26-29	Guam Live Presentation	Nigata, Japan	Japan
August 2013			
Aug 4	Micronesia Cruise Association Meeting	Yap, FSM	Micronesia
Aug 5-6	PATA Micronesia 2nd Tri Annual Chapter Meeting	Yap, FSM	Micronesia
Aug 15-17	National Travel Association	Hawaii	USA
Aug 23-25	Guam Live Presentation	Nagoya, Japan	Japan
Aug 26-29	Guam Live Presentation	Sendai, Japan	Japan
September 2013			
Sep 6-9	Busan International Travel Fair	Busan, Korea	Korea
Sep 12-15	JATA Travel Showcase	Tokyo, Japan	Japan
Sep 17-19	Global Tourism Economy Forum	Macau	China
Sep 20-22	Pacific Islander Festival	San Diego, California	USA
Sep 2013	Visit USA Committee Russia Cities Road Show	Russia	Russia

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

Mainland China Market FY2013

Smart Goals

- 1. Increase Visitor Arrivals to 14,000 in FY2013
- 2. Engage in Joint Promotions
 - Co-operative advertising campaign with charter flight travel agent
 - Co-operative campaign promoting group wedding on Guam with wedding company
- 3. Increase Guam Awareness
 - Exhibit at CITM, GITF, COTTM, and IFCOT travel shows
 - Participate in Visit USA and US Commercial Service exhibitions and road shows
- 4. Increase Presence Online
 - Implement campaigns such as shopping, wedding, and family travel

Guangzhou International Travel Fair



Highlights

Island Tour Promotion Seminar
GVB participated in the Island Tour Promotion Seminar that was held in Beijing on November.

China Golf Show 2013
GVB welcomed over 380 golfers, golf companies and media outlets to their booth at China's largest golf show in Beijing, China. Over the three-day event, GVB promoted Guam as an ideal and unique golf destination, offering seven picturesque golf courses that were designed by some of the game's greats.



China Int'l Travel Mart - Shanghai
In continuing efforts to promote and increase awareness of Guam, GVB participated in one of Asia's largest professional travel shows, the China International Travel Mart. Over 100 countries participated in the event, with a staggering 2,513 exhibitors and over 100,000 attendees. GVB updated travel/trade agents on the latest Guam offerings and worked together with member hotels and travel agents to promote Guam.



Brand USA Shenyang Road Show & Jinan Road Show
GVB had the opportunity to participate in Brand USA Road Shows to promote Guam to key travel agents and partners in the cities of Shenyang and Jinan. Touting Guam as the closest U.S. destination from China, GVB promoted awareness of the diversity of Guam's offerings such as diving, wedding, shopping and exploring, to local travel agencies and media.

9th China Outbound Travel & Tourism Market
The annual China Outbound Travel & Tourism Market (COTTM) is regarded as the industry's most important platform and remains the only business to business event that focuses purely on the burgeoning outbound market. GVB was on hand to promote Guam as a wedding and honeymoon destination, as well as luxury shopping destination.



9th International Forum on Chinese Outbound Tourism
IFCOT sets itself apart from other summits and expos by combining Quality Tourism Mart and Industry Summit on Outbound Tourism together. IFCOT provides a platform to all delegates for education, market and policies information, business negotiation and networking. GVB participated in panel discussion about island resort destinations, made presentations about Guam product to China-based wholesalers, provided updated marketing collaterals about Guam offerings and met with many travel trade representatives and media.

China Incentive, Business Travel & Meetings Exhibition
CIBTM is China's leading meetings, incentives and business travel exhibition, taking place annually at the China National Convention Centre in Beijing. CIBTM provides the ultimate platform for the world's leading suppliers to the business events industry to meet top level buyers with strong purchasing power. It was GVB's first visit to CIBTM and the Guam booth exhibited under the USA Pavilion which was co-organized by the U.S. Embassy Commercial Service. CIBTM 2013 gave GVB a foothold and opportunity to network and conduct business with over 4,000 industry buyers and trade professionals.



China 101 Outbound Travel Workshop At Pata Travel Mart, Chengdu

At the China 101 Outbound Travel Workshop, GVB had the opportunity to meet with top travel agents who are currently selling Guam or are interested in including Guam in their inventory. The workshop also presented a speaking engagement opportunity for GVB in the opening session of the workshop.



Symposium Stimulates Debate on China Outbound Travel to Guam

With the support of PATA and the PATA Micronesia Chapter, GVB hosted a China Outbound Travel Market Symposium on May 22, 2013 at the Hyatt Regency Guam. Delegates numbered close to 150 and came from Guam and around the Micronesian region. Attendees were presented with a great opportunity to digest a day's worth of information and opinions on the future of China outbound travel to the island of Guam. While a healthy presence was drawn from tourism trade, the Symposium also attracted a variety of businesses interested in the possibilities this huge market presents.

GVB General Manager Karl A. Pangelinan said, "People clearly appreciated the opportunity to not only hear the latest information on China market travel to Guam, but to ask questions that pertain to their particular businesses." Pangelinan added it was important that GVB continue to promote Guam in mainland China, and to continue good relations between the government of China and important private sector organizations in this country. Pangelinan added, "We look forward to continuing to market Guam in China."



China Market FY2013 At A Glance

Trade Shows/Conventions:	9
Seminars/Workshops:	5
Cooperative Projects:	9
Travel Trade Fam Tours:	2
Media Fam Tours:	3
Online Promotions:	3

FY2013 Total Arrivals:	10,384
FY2012 Total Arrivals:	9,040
% from Last Year:	14.9%

Japan Market FY2013

Smart Goals

- 1. Drive volume business to sustain invested capacity
 - Short stays but volume contributors
 - Family market
 - OL and Youth Markets
- 2. Grow Destination Yield per visitor
 - Build brand image in market
 - Focus on MICE, Wedding, Senior
 - Industry newspaper advertising
 - Target small industry group business and MICE markets
- 3. Promote Chamorro Culture
 - Make Chamorro culture ubiquitous (Advertising message, imaging, programs)
- 4. Extend Average length of stay
 - Encourage longer stays through activities and attractions
- 5. Student Market
 - Find solutions to increase student exchange programs while meeting local school curriculum

Highlights

GVB Receives Highest NTO Award from JATA
Guam Visitors Bureau was honored at the opening ceremonies for the 2013 Japan Association of Travel Agents (JATA) Tabihaku Travel Showcase in Tokyo, Japan. The Guam Delegation, led by Governor Eddie Baza, Calvo took center stage in front of over 800 delegations from around the world to receive the Tourism Award for a National Tourism Organization (NTO), the highest award given to an NTO by JATA.

The Tourism Award is given to an NTO for their aggressive and effective promotion in Japan over the last three years. The JATA nominated GVB, and by popular vote by Japan’s Travel Industry that includes airlines, travel agents and transportation companies, was chosen to receive the honor. Additionally, GVB was recognized for their efforts and contribution to expand and develop the overseas travel market.

“We are definitely excited about receiving this award,” GVB General Manager Karl Pangelinan said. “The hard work and dedication of many people, especially the staff and management of GVB and GVB Japan, is what has gotten us this recognition. We are truly humbled and thankful all for your hard work in making our island the world-class destination of choice. As we celebrate 50 years of tourism on Guam, we remember those first pioneers who envisioned what our island as a destination could become. Here is to the next 50 years of our island’s tourism story.”



GVB, GHRA, JGTA & United Host Håfa Adai Study Tour
Together with the Guam Hotel & Restaurant Association (GHRA), the Japan Guam Travel Association (JGTA) and United Airlines, from June 27 to July 1 GVB hosted over 90 travel agents and travel trade media from nine Japanese cities that have direct services to Guam. The 2013 Håfa Adai Guam Study Tour seeks to provide the latest information about Guam as a viable and world-class destination. This year the focus was on group and wedding agents.

“The Guam Visitors Bureau continues to implement a strategy that attracts a more affluent customer profile, increasing repeat visitors and growing the wedding and group travel market for volume and yield,” GVB General Manager Karl Pangelinan said. “The Håfa Adai Study Tour has been a vehicle for the past 20 years to give travel agents and international media from Japan a unique and rewarding experience of Guam. In this way, they are able to promote Guam directly to consumers with first hand knowledge of who we are and what we offer them.”



Guam Establishes Sister Running Events With Sapporo
Organizers of the Nikkan Sports Toyohira River Marathon and organizers of the annual Guam Ko’Ko’ Road Race (GVB), have entered into an agreement to become Sister Running Events to encourage greater friendship and understanding between Guam and Sapporo, Japan. The Nikkan Sports Toyohira River Marathon is held annually in Sapporo, Japan.

In a gesture of friendship and goodwill, Guam and Sapporo have agreed to collaborate for the mutual benefit of their communities by exploring sightseeing, sports, and cultural opportunities.



“Tell Us Your Memory in Guam” campaign Runs in Japan
In July, GVB, in conjunction with United Airlines, launched “Guam no Omoide Oshiete Contest” (Tell Us Your Memory in Guam Contest) to celebrate the 15th Anniversary of direct flights from the Japan prefectures of Okayama and Niigata to Guam. Residents of Niigata or Okayama can enter the contest by submitting photos taken during their trip to Guam within the last 15 years or by submitting a short paragraph describing what she or he would like to experience in Guam.

15 winners will be selected from Niigata and Okayama (30 total) and each winner will receive two round trip tickets to Guam. The campaign aimed to increase awareness among residents of Okayama and Niigata of the availability of the direct flights to Guam.



PR in Japan
Guam was featured in Even Magazine, a Japanese golf magazine. The estimated PR value of the feature, which included information on the Guam Golf Camp, is \$117,697.41.

Japan Market FY2013 At A Glance

Trade Shows/Conventions:	3
Seminars/Workshops:	1
Cooperative Projects:	73
Travel Trade Fam Tours:	0
Media Fam Tours:	6
Online Promotions:	13
FY2013 Total Arrivals:	912,093
FY2012 Total Arrivals:	907,765
% from Last Year:	+0.5%

Korea Market FY2013

Smart Goals

1. Increase Korean Arrivals by 15.3% from 164,821 to 190,000

• Aggregate outreach and marketing efforts
2. Increase Yield (From FY12 of \$392/pax by 5% to \$411.60)

• MICE Market: Target increase of 35% to LY

• Sports Tourism: Target increase of 15% to LY

• Expats: Target the 22,450 U.S. citizens and 35,500+ Korean Americans living in Korea

• Golden Misses: Increase GM from 4% (7,313) MS to +5% to LY (10,000)
3. Increase Market Share from 1.6% to 1.7%

• Collaborative cooperation with KGTC and airlines

• Consumer awareness programs

• Trade outreach
4. New Gateways

• Increase flights from major gateways

• Open Busan as one additional gateway
5. Increase Consumer Awareness via Consumer Promotions

• Increase TV shooting in Guam from three to five shows

• Target famous stars popular also in Japan, Asia

• Power bloggers: Increase Power Blogger online postings and influence by X % with twice/year Guam Fam.

• Quarterly GVB hosted socials to maintain enthusiasm on Guam

• Expand co-marketing opportunities with major brands
6. Focus on Off-season promotion opportunities

• Volume incentive program with KGMC, L/F increase by 10%

• Enhance support with the KGMC with increased bonus incentives for productivity

• Provide cash incentive to top five KGMC agents with promotions with Jin Air during April-June 2013.

• Airline sales contests with Online Agents

• Enhance airline seat sales incentive contests with Online Agents

• Jeju online agents seat sales contest base on highest sales from 1st to 5th agent

7. Increase English Study Program

• Join UOG in the Education Fair in Seoul, November 2013
8. Develop Sister-City Relationships

• Explore Guam-Busan, Guam-Daegu or Guam-Incheon Sister-City

• Use this relationship to build collaboration with KKRR, Hafa Adai Study Tour, etc.

Highlights

Korea Arrivals Hit Record High
Calendar year 2012 proved to be a record-breaking year for arrivals to Guam. The island welcomed over 1.3 million visitors, a level not seen since the mid to late 1990s. Out of the total arrivals in 2012, 182,829 came from Korea, one of which was the millionth visitor for the year.



Celebrity Chef Films TV Show in Guam
Chef Edward Kwon, a celebrity chef in Korea who has made a mission for himself to globalize Korean cuisine, shot a segment in Guam for his KBS2 television show “Live Tong.”

The two-part series features Chef Kwon visiting Guam restaurants and talking about the food recipes and flavors. In the second segment, Chef Kwon visits a Guam Korean resident home and cooks a meal with whatever ingredients are available in the house and invites neighbors to share the meal. The estimated media value of the segment is \$700,000 USD.



Hana Tour International Travel Fair 2013
GVB exhibited at the annual Hana Tour International Travel Fair held in Seoul, Korea. The show was organized by the country's top travel agency, Hana Tour Services Inc. The show was a huge success for Guam with an incredible 1,067 Guam packages sold over three days.



Guam Wins At Korea World Travel Fair
A Guam delegation, led by GVB General Manager Karl Pangelinan, promoted the Hafa Adai Spirit of our island at the Korea World Travel Fair, the largest annual travel show in Korea. Armed with information on the latest Guam offerings, the delegation met with Airline partners, the Korean travel trade, international media and consumers to invite them to come to Guam. Guam won the awards for Best Folklore Performance and Booth Operations.



Guam Makes Waves At Busan International Travel Fair
GVB was the center of attention to more than 240 Korean travel agents in Daegu and Busan, Korea as part of a GVB-hosted Guam Product Update Roadshow & Workshop. GVB met with Korean Airlines who is considering additional flights from Busan to Guam. The Guam delegation also met with executives of E-Land Group, an investor in a number of hotel properties on Saipan, to encourage them to invest on Guam. The team won The Best Folklore and the The Best Tourism Marketing Awards for its cultural performances and overall marketing presentation.



Other Key Initiatives



Korea Market FY2013 At A Glance

Trade Shows/Conventions:	3
Seminars/Workshops:	1
Cooperative Projects:	73
Travel Trade Fam Tours:	0
Media Fam Tours:	6
Online Promotions:	13

FY2013 Total Arrivals:	232,847
FY2012 Total Arrivals:	165,143
% from Last Year:	+41%

Hong Kong Market FY2013

Smart Goals

1. Increase Visitor Arrivals to 14,000 in FY2013
- Engage in Joint Promotions in FY2013
 - Organize a group wedding in Guam
 - Work with airlines on joint ads placement
 - Work with TV station/s for TV episode shootings
 - Organize TA fam tours in development of Guam packages
2. Increase Media Exposure
- Create more online campaigns with more forums and seeding in the right social network communities
 - Organize traditional and bloggers' media fam tours
3. Promote Education in Guam
- Establish connection with UOG/GCC ESL programs
 - Create network of agencies/organization in HK interested in educational programs in Guam
 - Connect HK groups with Guam educational institutions for Summer programs

International Travel Expo



Highlights

Hong Kong MICE & Leisure Travel Agents Fam Tour
In partnership with United Airlines Hong Kong, GVB hosted a group of Hong Kong Travel Agents who specialize in the MICE and leisure travel markets. While on island, the group experience Guam cultural attractions, shopping, outdoor optional tours, and an extensive hotel site inspections with sales and marketing managers from various hotel properties.



International Travel Expo

Guam was chosen "Most Romantic Destination" by online voters at the 27th International Travel Expo held in Hong Kong June 12-17, 2013. A GVB delegation which included GVB management and staff, cultural dancers and local musicians Jesse & Ruby represented Guam and promoted the island's culture and attractions and the show.

To further promote Guam in the Hong Kong market, GVB delegation also met with United and United Holidays and conducted a trade and media reception that was attended by CNN.

Other Key Initiatives



Bus Parade Stage Performance



International Travel Expo

North America Market FY2013

Smart Goals

1. Visiting Friends and Family (VFR)
- Expand database of Chamorros living in the states
 - Continue work with United/Delta for VFR airfare packages
 - Continue engagements of hotels, rental car companies, restaurants, etc. for Guam travel packages
 - Outreach to Guamanian/Chamorro clubs at stateside universities and colleges for Guam reunions of alumni
2. WWII, Korean War, Vietnam War Veterans
- Continue work with the National Park Service to develop collateral of annual events in Guam
 - Tap into Military Historical Tours itineraries to include Guam stays and tours
3. Adventure/Scuba Dive Travel
- Expand Guam's image as a diving destination
 - Outreach to local & Micronesian dive companies to extend Guam layovers beyond one day
 - Outreach to stateside dive travel agencies to include Guam in itineraries
 - Develop incentive for diving
 - Attend Scuba Dive events, joining PATA Micronesia members, to create more effective presence
4. Military
- Work closer with each service's MWR, marketing and support centers to encourage members and families to leave bases to participate/join local events and activities
 - Work with local travel industry to develop special military packages to encourage family visits of active duty military members
 - Work closer with the Guam USO to address transportation issues
5. Cruise Vessel Visits
- Work with MCA to increase visits of cruise vessels from four in 2012 & 2013 to six in 2014
 - Increase dialogue with cruise companies
 - Review and update Pier-side Program
 - Work with PAG to study incentive options for cruise vessel visits

Highlights

WWII Veteran Visits guam for 69th Liberation
In July, GVB hosted a visit of returning WWII Guam Liberator and Marine Mr. William Mays. His visit generated much interest with the local civilian and military community as GVB provided tours, transportation and some meals.



Micronesia Cruise Association

Working closely with the Micronesia Cruise Association, GVB supported the travels of Senator Tina Muña-Barnes and GVB Board Director Ann-Marie Muña on a west coast roadshow meeting with several key cruise line executives. They also visited the Seatrade Cruise Shipping Miami Convention in Florida, also in March.



Show Us Your Chamorro campaign

At the LA Times Show in February 2013, GVB and Placemaking Group launched the "Show Us Your Chamorro" online marketing campaign. The program sought to elevate interest amongst friends and families of Guam by drawing their attention to the GVB English Facebook using catch phrases such as "Show Us Your Chamorro" and "Show Us Your Flip-Flops". To draw visits to the GVB booth, a roundtrip ticket for one was raffled. The winner was Ricky Yean, who later visited Guam and met with the GVB Marketing Department and gave a presentation on current trends in Social Media marketing.



North America Market FY2013 At A Glance

Trade Shows/Conventions:	3
Seminars/Workshops:	1
Cooperative Projects:	73
Travel Trade Fam Tours:	0
Media Fam Tours:	6
Online Promotions:	13

FY2013 Total Arrivals:	48,876
FY2012 Total Arrivals:	53,329
% from Last Year:	-8.4%

Hong Kong Market FY2013 At A Glance

Trade Shows/Conventions:	3
Seminars/Workshops:	6
Cooperative Projects:	12
Travel Trade Fam Tours:	1
Media Fam Tours:	6
Online Promotions:	10

FY2013 Total Arrivals:	8,936
FY2012 Total Arrivals:	8,396
% from Last Year:	+6.4%

Pacific/Australia/Europe Market FY2013

Smart Goals

1. Regional Promotions with PATA International & PATA Micronesia Chapter
 - Create one themed “Guam and Micronesia” promotion to promote the region and increase visitor arrivals by 2014 to 40,000 (Australia included)
 - Drive Guam Membership to PATA Int’l (Aim to encourage 3-4 add’l members from Guam to join PATA by 2015) for more leverage in the International Travel Industry
 - Drive PATA Micronesia Chapter Membership to grow and reach atleast 150 total membership by 2015
2. Expand the Dive Market - ADEX 2013-2014
 - Grow the dive industry, expand participation at ADEX
 - Measure the ROI in attending ADEX year on year and seek support of committee and management to continue ADEX as a Guam and Micronesia supported dive show
 - Look into other possible dive show attendance
3. Branding Guam and Micronesia
 - Brand awareness of Micronesia as a concentrated marketing effort using the Micronesia brand.
 - Develop the SM Platform utilizing the newly created Micronesia website, Facebook, Blog site
4. Exit Surveys for the Pacific, Micronesia and Australia Market in 2014
 - Develop Exit surveys to monitor programs/increase arrivals
 - Quantify programs to determine ROI in Guam’s participation
5. United Airlines joint promotions with Guam
 - To support the direct services to Australia, work with UA to host 2 media Fam tours to Guam and 1 roadshow for the UA TA’s in 2014
6. PATA Travel Mart/ITB Asia 2014
 - Advertise Guam as a MICE Market destination during PATA Travel Mart and ITB Asia

Highlights

Asia Dive Expo (ADEX) 2013
For the past five years, Guam has participated in Asia’s leading dive show in Singapore. GVB continues to participate and express interest and awareness to the Dive Industry by educating consumers about Guam and the Micronesia Region. Sam’s Tours and Fish N’ Fins participated with Guam to give a more regional presence during ADEX.



Media Fam Visits to Guam
Freelance Australian Travel Writer Mr. Lance Richardson from the Sydney Herald Times Traveller in collaboration with United Airlines did a cover story of Guam on May 3-6, 2013.

Mr. Mikael Bjornfot, Travel writer from Sweden from July 13-15, 2013 covered Guam and Micronesia extensively in his July story.



PATA Travel Mart 2013 and PATA Annual Board Meeting
Guam participated in the PATA Travel Mart 2013, held in Chengdu, China in September 2013. The bureau invited the GVB Hong Kong office to meet with Chinese buyers that participated during the travel mart. In addition, CNMI, Palau and the Marshall Islands participated in the travel mart to represent the Micronesia Region.

PATA Annual Summit (PAS) & Conference



Philippines Market FY2013

Smart Goals

1. Achieve at least 12,250 Filipino visitors to Guam in FY2013
2. Develop more awareness of Guam in FY2013
 - Participate in PTAA in February 2013
 - Utilize Facebook ads for wider reach with campaign period from October 2012 - September 2013
3. Conduct Guam destination seminars to United and Philippine Airlines agents in February 2013
4. Work closely with the US Embassy in FY2013

Highlights

20th Travel Tour Expo
GVB marked another successful year in the Philippines market with an appearance at the 20th Travel Tour Expo 2013 in Manila on February 15-17, 2013. The Guam delegation drew crowds of travel consumers to their booth and the PTAA main stage with their engaging performances and friendly representatives. Jesse and Ruby, along with 6 Guam cultural dancers, earned the “Best International Performance” award.



United Product Update Seminar
GVB in partnership with United executed a product update for 65 travel agents at the Hyatt Hotel and Casino Manila. Information was delivered regarding room capacity, updates on flights availability, optional tours, and group tours.



Shop Guam Festival
GVB launched the first Shop Guam Festival (SGF) which was a global integrated marketing campaign aim to create interactive shopping experience highlighting Guam as a modern, fashionable, diverse, customer centric destination to shop.

EON, GVB’s Philippines representative, selected Ms. Jenni Epperson, a power blogger, as the Philippines Shop Guam Ambassador during the SGF. Due to Ms. Epperson’s large following on Twitter and Instagram, she generated over USD 348,000 worth of media exposure.



17th Pacific International Tourism Expo (PITE)
As the largest annual trade show in the Far East of Russia, GVB’s main objective was to initiate marketing efforts and to bring awareness of our destination to trade and consumers in the region. GVB along with 6 member companies made a huge impression during the three-day show on May 17-19, 2013.

Pacific/Australia/ Europe Market FY2013 At A Glance

Trade Shows/Conventions:	10
Seminars/Workshops:	0
Cooperative Projects:	0
Travel Trade Fam Tours:	0
Media Fam Tours:	2
Website Promotions:	0
FY2013 Total Arrivals	
CNMI:	5,905 (-7.9%)
Palau:	3,021 (-17.6%)
FSM:	10,052 (-0.8%)
Marshall Islands:	903 (-16.3%)
Australia	3,265 (-19.8%)
Europe	2,101 (34.2%)
Total:	35,247

Philippines Market FY2013 At A Glance

Trade Shows/Conventions:	2
Seminars/Workshops:	1
Cooperative Projects:	73
Travel Trade Fam Tours:	0
Media Fam Tours:	6
Online Promotions:	13
FY2013 Total Arrivals:	10,564
FY2012 Total Arrivals:	10,240
% from Last Year:	+3.2%

Russia Market FY2013

Smart Goals

- 1. Achieve at least 5,000 Russian visitors to Guam in FY2013
- 2. Further develop air accessibility
 - Work to assist more charters from Far East Region
- 3. Develop more awareness of Guam as a U.S. visa-free destination
- 4. Increase awareness of Guam’s visitors attractions and facilities
- 5. Position Guam as a modern Pacific tropical resort
- 6. Stimulate inter-island travel within the Marianas Islands

20th Moscow International Travel & Tourism (MITT)
MITT is Russia’s number one travel exhibition with over 3,000 participating companies and 185 destinations. It is the key meeting place for the industry and opportunity to promote themselves to the Russian outbound travel and tourism markets. Therefore, GVB and some it’s member made its appearance to MITT on March 20-23, 2013 under the Visit USA Pavilion.



Highlights

17th Pacific International Tourism Expo (PITE)
As the largest annual trade show in the Far East of Russia, GVB’s main objective was to initiate marketing efforts and to bring awareness of our destination to trade and consumers in the region. GVB along with 6 member companies made a huge impression during the three-day show on May 17-19, 2013.



Far East Road Show
Guam Product Update Seminar were held on March 26, 2013 in Khabarovsk and March 27, 2013 in Vladivostok. Senator Tina Rose Muna Barnes and GVB Board Member Mr. Bart Jackson conducted these seminars with Ms. Gina Kono, GVB Marketing Officer and Ms. Anna Palienko, GVB Russia Marketing Representative – Vladivostok.



Shop Guam Festival
GVB launched it’s first Shop Guam Festival (SGF) which was a global integrated marketing campaign aim to create interactive shopping experience highlighting Guam as a modern, fashionable, diverse, customer centric destination to shop.

GVB head office along with Talent Basket, selected Ms. Anna Pavlova, a power blogger, as the Russia Shop Guam Ambassador during the SGF. Also accompanying Ms. Pavlova was Mr. Ivan Konishuk, a photographer who works with her.



Taiwan Market FY2013

Smart Goals

- 1. Increase Yield
 - 5% increase in arrivals in Low Season (March/May/Sept/Nov)
 - Have 3 “themed promotions” (Education/Dive/Sports – implement in 2014)
 - Develop Incentive programs with the airlines to drive more arrivals in March and May 2014
 - Develop Travel Agents promotion during Summer 2013
 - Target General Leisure market
 - Set target for high-mid level income & families with children
- 2. Increase Guam’s SOV on News by 5%
 - Measureable exposure on SM Platforms compare from beginning of promotion to the end with Google analytics
 - Recommend TV series and increase Media Exposure Value compared to 2013 TV or Celebrity visits for 2014 (Exposure far reaching in Taiwan and other Asian countries)
- 3. Increase SM Networks
 - Current Guam Taiwan Facebook has 22,000 fans, look to increase this in 2014 to 25,000
 - Develop mobile marketing tactics in 2014
 - Launch Guam Guide app in 2014 smartphones
 - Guam Guide app to achieve 1,000 downloads by the beginning of 2015 in the next 3 months
- 4. Improve Connectivity with the airlines
 - Engage GIAA and work together for incentives for the airlines
- 5. Visitor Arrivals
 - Assess Taiwan goal pax
 - Work with management on a more realistic incentive based goal pax for Taiwan
- 6. Budget for 2014
 - Increase budget for Taiwan and separate bonus and internal GVB cuts to see maximum results in arrival numbers from the Taiwan market

Airline Courtesy Visits
Following the Taipei International Travel Fair, GVB conducted airline courtesy visits and media interviews, and also held a trade gathering to interact with travel partners.



Highlights

Taipei International Travel Fair 2012
Taiwan’s largest travel show, the annual Taipei International Travel Fair (ITF), opened with a grand ceremony commemorating its 20th travel fair anniversary in 26 years. GVB received special recognition from the Tawain Visitors Bureau and was presented with an Appreciation Trophy for GVB’s committed support and participation in all 20 ITF shows over the past 26 years.



Say Yes Again Campaign



Shop Guam Festival 2012



2013 Travel Tour Expo



Cycling in Guam Fam Tour & Press Event



Russia Market FY2013 At A Glance

Trade Shows/Conventions:	2
Seminars/Workshops:	2
Cooperative Projects:	0
Travel Trade Fam Tours:	8
Media Fam Tours:	3
Online Promotions:	10
FY2013 Total Arrivals:	6,134
FY2012 Total Arrivals:	2,931
% from Last Year:	+109.3%

Taiwan Market FY2013 At A Glance

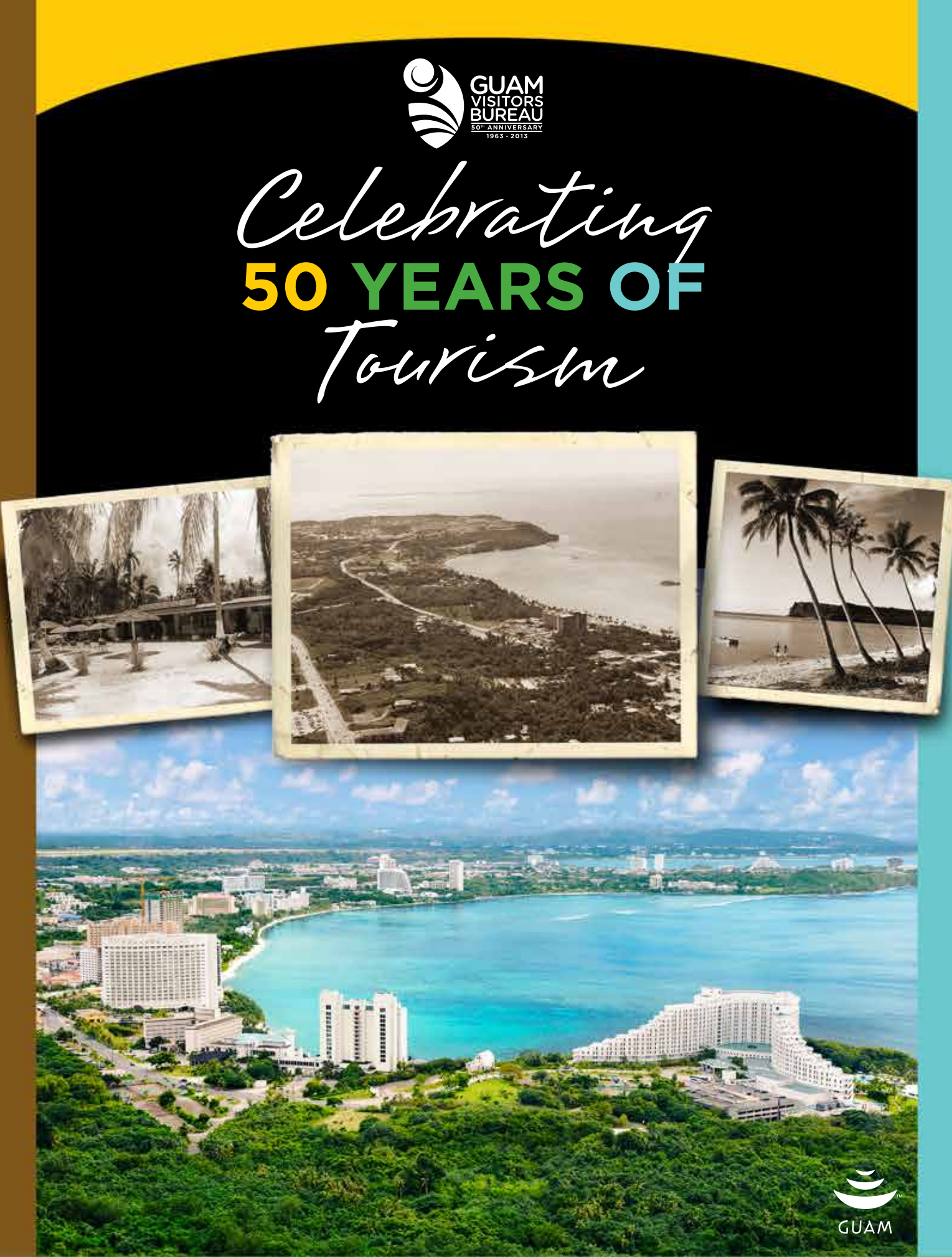
Trade Shows/Conventions:	6
Seminars/Workshops:	7
Cooperative Projects:	6
Travel Trade Fam Tours:	0
Media Fam Tours:	7
Online Promotions:	9
FY2013 Total Arrivals:	47,904
FY2012 Total Arrivals:	49,851
% from Last Year:	-3.9%

Digital Review FY2013

2013 is the year of global optimization for the Bureau's digital efforts. We made significant progress to transform Guam's tourism industry, business development, marketing practice and corporate strategy for meeting the demands of digital savvy travelers in the 21st century. Since the launch of global social media fund, Guam Visitors Bureau has grown its total social media presence globally from 149,280 in 2011 to 194,306 in 2013; 30+% increase. GVB global team also continues to monitor social media buzz and sentiment on the daily basis. Such capability was critical for our PR strategy in crisis events like the 2.12 incident and N. Korea military threat to Guam in 2013. Finally, our investment in 2 global social media campaigns in 2013 has proven to achieve scaled marketing reach, media value ROI and online user engagements; building toward the vision of a global Guam brand.

Global Digital Goals

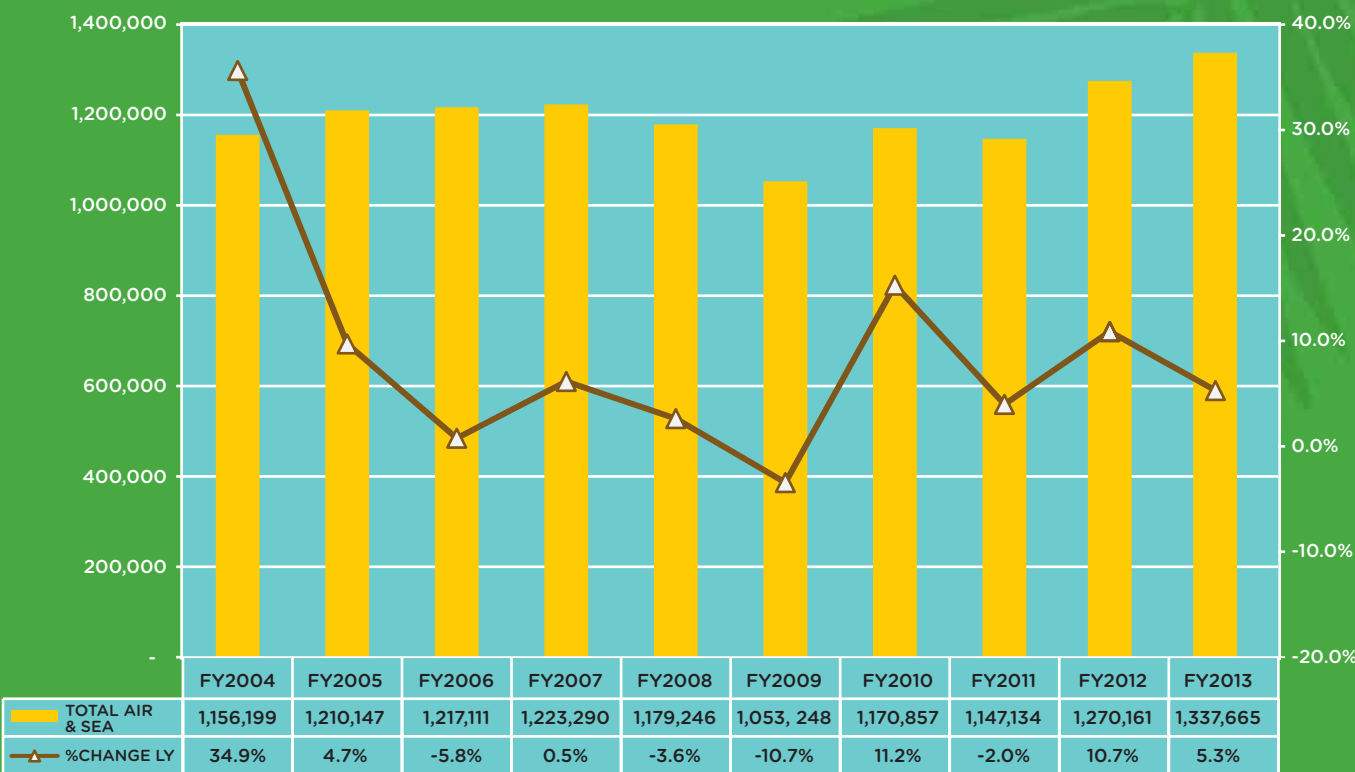
- Global sharing**
Continue to drive top-level global digital strategy from GVB HQ with a coordinated cross border implementations and regular social media insights sharing among oversea teams.
- Global platform**
Continue to consolidate GVB online brand image and work toward a synchronized digital content publishing to get ready for the launch of GVB global website.
- Global campaign**
Continue to optimize digital marketing campaigns with more global and regional collaborations to maximize media exposure, create more co op partnerships and attract visitors during low travel seasons.





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

	FY2009	FY2010	FY2011	FY2012	FY2013	% Change LY	MIX
Japan	815,262	884,801	819,256	901,683	908,215	0.7%	69.2%
Korea	83,639	120,002	144,844	164,821	232,677	41.2%	17.7%
Taiwan	22,191	29,413	40,707	49,851	47,903	-3.9%	3.6%
China	2,838	4,602	6,091	8,929	10,327	15.7%	0.8%
U.S. Mainland	37,779	42,619	40,074	41,199	38,625	-6.2%	2.9%
Hawaii	8,891	9,863	9,488	9,768	8,433	-13.7%	0.6%
CNMI	17,747	18,343	17,910	17,208	15,850	-7.9%	1.2%
Palau	3,645	3,439	3,516	3,667	3,018	-17.7%	0.2%
FSM	9,239	9,516	10,164	10,135	10,051	-0.8%	0.8%
RMI	1,005	1,213	1,250	1,079	903	-16.3%	0.1%
Philippines	11,357	11,980	10,667	10,171	10,504	3.3%	0.8%
Australia	2,421	2,779	3,558	3,342	2,831	-15.3%	0.2%
Canada	672	667	703	773	883	14.2%	0.1%
Europe	1,564	1,577	1,465	1,555	2,083	34.0%	0.2%
Hong Kong	2,802	5,640	8,512	8,396	8,936	6.4%	0.7%
Thailand	245	264	370	303	315	4.0%	0.0%
Vietnam	36	80	105	113	92	-18.6%	0.0%
Russia	356	385	528	2,930	6,134	109.4%	0.5%
Other	3,430	3,664	3,713	4,097	5,496	34.1%	0.4%
Total Civilian Air	1,025,119	1,150,847	1,122,921	1,240,020	1,313,276	5.9%	100.0%
Total Civilian Sea	7,984	7,658	7,937	4,847	6,846	41.2%	
Total Armed Forces Air	10,675	11,981	15,502	21,615	17,211	-20.4%	
Total Armed Forces Sea	9,470	371	774	3,679	332	-91.0%	
TOTAL ARRIVALS	1,053,248	1,170,857	1,147,134	1,270,161	1,337,665	5.3%	

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

Visitor Profiles

	JAPAN		KOREA	
Marital Status	Single Married	60% 40%	Single Married	17% 83%
Age	18-24 years 25-34 years 35-49 years 50+ years	32% 35% 23% 9%	Less than 25 years 25-34 years 35-49 years 50+ years	4% 52% 39% 5%
Income	Less than ¥3.0M ¥3.0M-¥3.9M ¥4.0M-¥4.9M ¥5.0M-¥6.9M ¥7.0M-¥9.9M ¥10.0M+ No income specified	19% 14% 15% 20% 15% 15% 3%	Less than KW24.0M KW24.0-K36.0M KW36.0-KW48.0M KW48.0-KW60.0M KW60.0-KW72.0M KW72.0M+ No income specified	7% 15% 17% 19% 13% 26% 2%
Travel Companions	Friends Family Spouse Child Office Alone Other	53% 39% 31% 15% 8% 1% 8%	Friends Family Spouse Child Office Alone Parents Other	12% 81% 76% 40% 6% 3% 11% 7%
Trip Status	First Tmrs Repeaters Repeat Visitors Last Trip Within the last year 1 to 2 years 2 or more years	60% 40% 22% 23% 56%	First Tmrs Repeaters Repeat Visitors Last Trip Within the last year 1 to 2 years 2 or more years	88% 12% 31% 20% 49%
Gender	Male Female	51% 49%	Male Female	50% 50%
Length of Stay	Average stay 1-2 nights 3 nights 4+ nights	2.98 days 28% 53% 19%	Average stay 1-2 nights 3 nights 4+ nights	3.45 days 2% 69% 29%
Expenditures (per person)	Prepaid On-Island Per Trip On-Island Per Day Average Exchange Rate*	\$751.20 \$498.25 \$167.20 ¥98.75	Prepaid On-Island Per Trip On-Island Per Day Average Exchange Rate	\$814.85 371.59 \$107.71 1,074.21
Travel Planning	Full tour package Free-time package Individually arranged travel Group tour Other	25% 62% 7% 3% 1%	Full tour package Free-time package Individually arranged travel Group tour Other	50% 39% 8% 0% 2%
Travel Motivation (reason for travel)	Beach* Travel Time Pleasure* Price Prior Trip Relaxation Shop Water Sports Safe Destination Recommendation To Get Married Scuba	59% 50% 52% 30% 30% 35% 37% 23% 20% 23% 6% 6%	Beach* Travel Time Pleasure Price Prior Trip Relaxation* Shop Water Sports Safe Destination Recommendation Honeymoon	49% 30% 12% 12% 7% 60% 22% 10% 26% 22% 15%

Source: 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		HONG KONG		RUSSIA	
Single Married	35% 65%	Single Married	30% 70%	Single Married	20% 80%
Less than 25 years 25-34 35-49 years 50+ years	8% 54% 33% 5%	Less than 25 years 25-34 years (FY08: 20-29) (FY09/FY2010: 19-29) 35-49 years 50+ years	9% 52% 35% 5%	18-24 years 25-34 years 35-49 years 50+ years	3% 23% 55% 20%
Less than 400K 400K-600K 600K-800K 800K-1.0M 1.0M+ No income specified	14% 21% 34% 15% 17% 1%	Less than 500K 500K-1.0M 1.0M-2.0M 2.0M-3.0M 3.0M+ No income specified	6% 35% 29% 11% 17% 3%	Less than 732,321 732,321-1,098,481 1,098,481-1,464,642 1,464,642-1,830,803 1,830,803-2,263,124 2,263,124-3,661,606 3,661,607+	18% 40% 18% 9% 7% 4% 4%
Friends Family Spouse Child Office Alone Other	24% 60% 46% 11% 5% 15% 13%	Friends Family Spouse Child Office Alone Other	20% 55% 42% 7% 4% 24% 13%	Friends Family Spouse Child Office Alone Sibling/Ext. Family Parent/Older Parent	15% 82% 74% 32% 3% 13% 9% 6%
First Tmrs Repeaters Repeat Visitors Last Trip Within the last year 1 to 2 years 2 or more years	89% 11% 26% 47% 28%	First Timers Repeaters Repeat Visitors Last Trip Within the last year 1 to 2 years 2 or more years	90% 10% 28% 45% 28%	First Tmrs Repeaters Repeat Visitors Last Trip Within the last year 1 to 2 years 2 or more years	82% 18% 66% 28% 6%
Male Female		Male Female	52% 48%	Male Female	51% 49%
Average stay 1-2 nights 3 nights 4+ nights	3.34 days 1% 69% 31%	Average stay 1-2 nights 3 nights 4+ nights	2.51 days 56% 42% 2%	Average stay 1-2 nights 3 nights 4+ nights	13.62 days 2% 1% 98%
Prepaid On-Island On-Island Per Day Average Exchange Rate	\$474.49 \$382.07 \$114.39 NT\$29.51	Prepaid On-Island On-Island Per Day Average Exchange Rate	\$382.10 \$191.65 \$76.35 \$ 7.75	Prepaid Per Trip On-Island Per Trip On-Island Per Day Average Exchange Rate	\$2,603.50 \$1,596.13 \$117.19 32.04RUB
Full tour package Free-time package Individually arranged travel Group tour Other	19% 38% 40% 1% 1%	Full tour package Free-time package Individually arranged travel Group tour Other	9% 20% 69% 1% 1%	Full tour package Free-time package Individually arranged travel Group Tour Company Paid Other	30% 37% 28% 2% 2% 1%
Natural Beauty/Beach* Golf No Visa Required Price To Get Married Relaxation* Shop Water Sports Safe Destination Recommendation Honeymoon	38% 6% 11% 6% 4% 24% 15% 8% 15% 16% 6%	Natural Beauty/Beach* Golf No Visa Required Price Business Trip Relaxation* Shop Scuba Safe Destination Recommendation Honeymoon	26% 8% 6% 3% 3% 21% 8% 10% 15% 4% 4%	Relaxation Visa Waiver* Natural Beauty* Travel Time Pleasure Safe Destination Shopping Recommendation Prior Trip Scuba Water Sports Company Organized Sport Event	60% 92% 90% 56% 35% 30% 29% 20% 15% 4% 5% NA NA

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	35,465	8,603	12,324	1,600	858	2,538	2,229	2,561	1,577	952	443	1,462	70,612
NOV	35,684	9,928	15,174	3,033	1,115	3,368	2,813	2,107	1,555	1,169	304	1,409	77,659
DEC	36,036	11,235	17,223	2,505	1,133	2,746	3,191	2,406	1,354	1,282	231	1,388	80,730
1ST QTR TOTAL	107,185	29,766	44,721	7,138	3,106	8,652	8,233	7,074	4,486	3,403	978	4,259	229,001
JAN	36,227	9,626	16,476	2,520	848	3,384	2,191	2,039	2,698	975	457	1,400	78,841
FEB	40,728	10,533	17,068	2,556	1,258	3,592	3,237	2,532	1,625	1,254	130	1,480	85,993
MAR	51,998	12,777	18,775	2,877	1,603	3,969	4,718	2,949	2,215	1,352	248	1,799	105,280
2ND QTR TOTAL	128,953	32,936	52,319	7,953	3,709	10,945	10,146	7,520	6,538	3,581	835	4,679	270,114
APR	29,699	8,641	10,531	1,279	894	1,809	1,855	1,644	1,232	762	174	1,115	59,635
MAY	24,797	7,276	9,772	1,222	1,087	1,707	2,160	1,708	1,151	931	193	1,104	53,108
JUN	28,959	8,375	12,185	1,278	1,107	2,236	2,504	2,003	995	796	483	1,156	62,077
3RD QTR TOTAL	83,455	24,292	32,488	3,779	3,088	5,752	6,519	5,355	3,378	2,489	850	3,375	174,820
JUL	37,421	8,826	12,762	1,542	671	1,891	1,895	1,789	824	800	312	1,041	69,774
AUG	53,945	10,933	16,573	1,787	691	2,036	3,370	2,332	1,066	937	626	595	94,891
SEP	39,793	7,810	14,876	1,692	653	1,975	2,449	1,778	974	908	420	165	73,493
4TH QTR TOTAL	131,159	27,569	44,211	5,021	2,015	5,902	7,714	5,899	2,864	2,645	1,358	1,801	238,158
FY2013 TOTAL	450,752	114,563	173,739	23,891	11,918	31,251	32,612	25,848	17,266	12,118	4,021	14,114	912,093
FY2013 MARKET MIX	49.4%	12.6%	19.0%	2.6%	1.3%	3.4%	3.6%	2.8%	1.9%	1.3%	0.4%	1.5%	
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%	

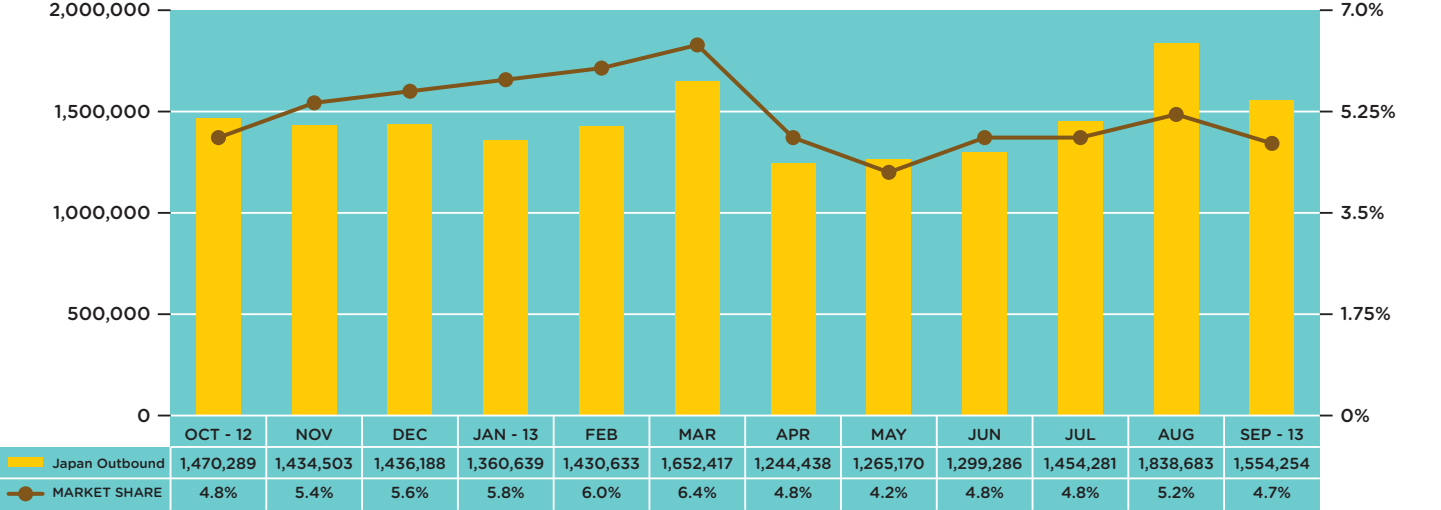
Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Korea Arrivals • By Region of Origin

	Seoul	Incheon	Chungbuk	Chungnam	Gangwon	Jeonbuk	Gyeonbuk	Gyeonggi	Jeonnam	Gyeongnam	Other	TOTAL
OCT	8047	1133	262	560	182	137	522	3598	308	640	733	16,122
NOV	8757	1106	234	562	165	250	503	3824	337	1162	796	17,696
DEC	10697	1140	292	738	158	233	663	4887	414	1250	992	21,464
1ST QTR TOTAL	27,501	3,379	788	1,860	505	620	1,688	12,309	1,059	3,052	2,521	55,282
JAN	10418	1382	471	866	462	349	816	5119	481	1450	1148	22,962
FEB	9833	1065	273	538	215	236	382	4099	400	1128	810	18,979
MAR	8017	1021	260	530	164	197	507	3572	310	1098	651	16,327
2ND QTR TOTAL	28,268	3,468	1,004	1,934	841	782	1,705	12,790	1,191	3,676	2,609	58,268
APR	7296	965	282	489	133	183	565	3318	314	1016	693	15,254
MAY	8851	1086	220	630	210	238	517	4097	429	1248	987	18,513
JUN	10177	1164	232	658	250	241	522	4633	450	1282	775	20,384
3RD QTR TOTAL	26,324	3,215	734	1,777	593	662	1,604	12,048	1,193	3,546	2,455	54,151
JUL	11254	1184	325	731	178	281	766	4701	343	1558	971	22,292
AUG	12117	1209	320	778	204	302	581	4721	534	1586	816	23,168
SEP	9851	1212	285	715	121	207	560	4396	392	1336	614	19,689
4TH QTR TOTAL	33,222	3,605	930	2,224	503	790	1,907	13,818	1,269	4,480	2,401	65,149
FY2013 TOTAL	115,315	13,667	3,456	7,795	2,442	2,854	6,904	50,965	4,712	14,754	9,986	232,850
FY2013 MARKET MIX	49.5%	5.9%	1.5%	3.3%	1.0%	1.2%	3.0%	21.9%	2.0%	6.3%	4.3%	
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%	

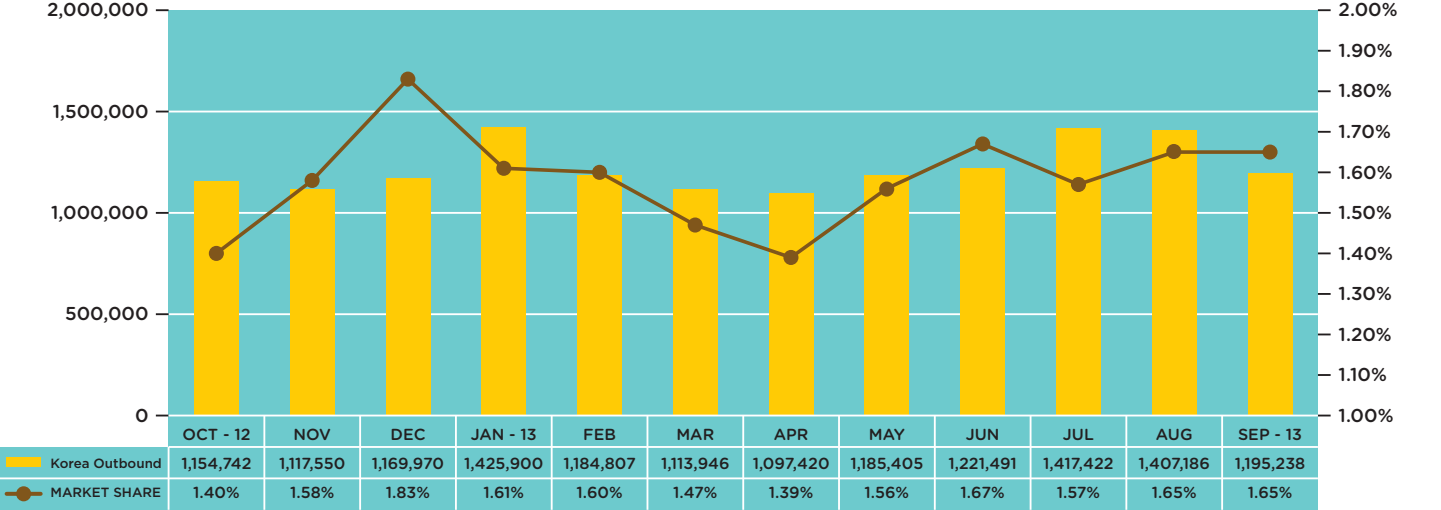
Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau

Guam’s Market Share of Japan Outbound Travellers

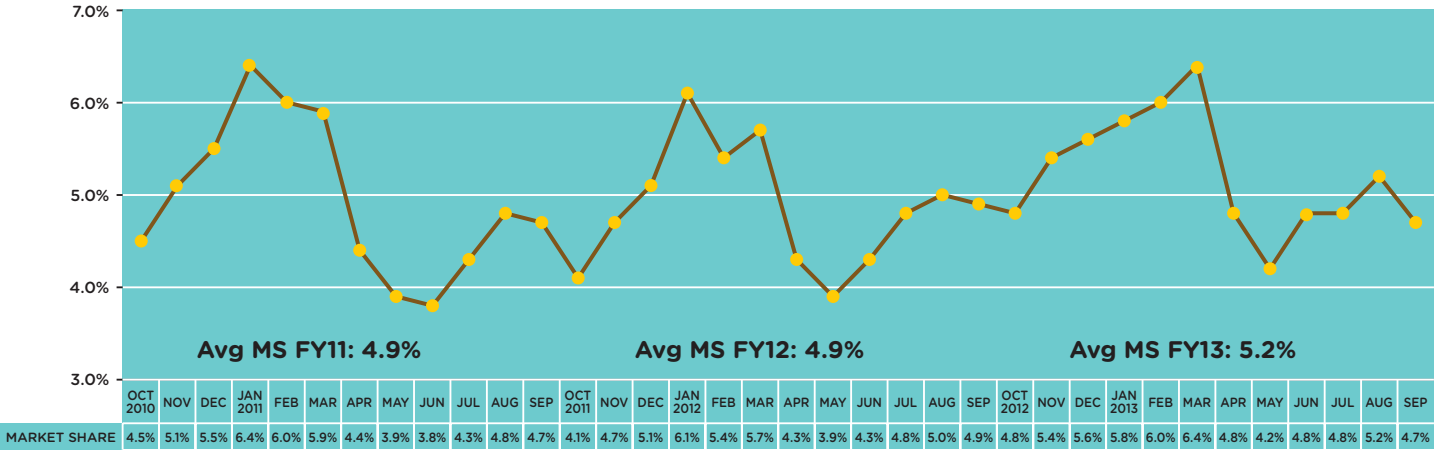


Source: Japan Overseas Travellers, Ministry of Justice, Japan National Tourist Organization (JNTO)

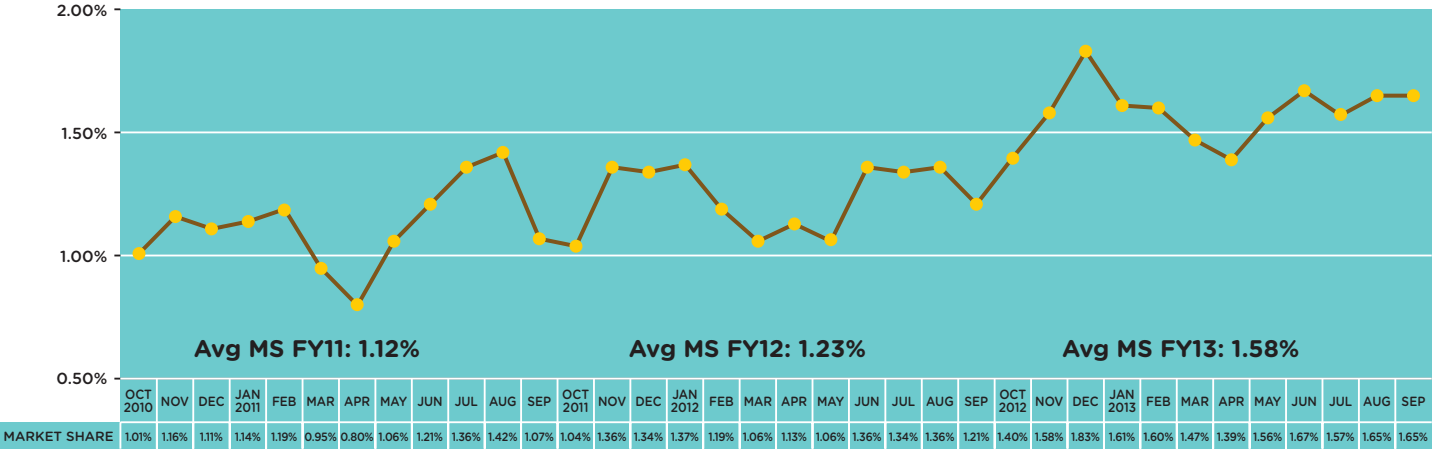
Guam’s Market Share of Korea Outbound Travellers



Source: Korea Overseas Travellers, Korea Tourism Organization (KTO)



Source: Japan Overseas Travellers, Ministry of Justice, Japan National Tourist Organization (JNTO)



Source: Korea Overseas Travellers, Korea Tourism Organization (KTO)

Taiwan Arrivals • By Region of Origin

	Taipei	Kaohsiung	Taichung	Taoyuan, Miaoli, Hsinehu	Other	TOTAL
OCT	2,029	342	601	349	367	3,688
NOV	1,606	231	506	288	320	2,951
DEC	2,079	188	527	339	403	3,536
1ST QTR TOTAL	5,714	761	1,634	976	1,090	10,175
JAN	1,849	293	467	360	393	3,362
FEB	2,493	226	837	432	564	4,552
MAR	1,797	267	506	300	342	3,212
2ND QTR TOTAL	6,139	786	1,810	1,092	1,299	11,126
APR	1,702	204	372	366	387	3,031
MAY	1,958	209	482	342	452	3,443
JUN	2,715	425	846	474	618	5,078
3RD QTR TOTAL	6,375	838	1,700	1,182	1,457	11,552
JUL	3,294	404	973	676	599	5,946
AUG	2,079	256	922	485	414	4,156
SEP	2,976	332	872	541	228	4,949
4TH QTR TOTAL	8,349	992	2,767	1,702	1,241	15,051
FY2013 TOTAL	26,577	3,377	7,911	4,952	5,087	47,904
FY2013 MARKET MIX	55.5%	7.0%	16.5%	10.3%	10.6%	
FY2012 MARKET MIX	60.0%	6.5%	15.3%	11.0%	7.2%	

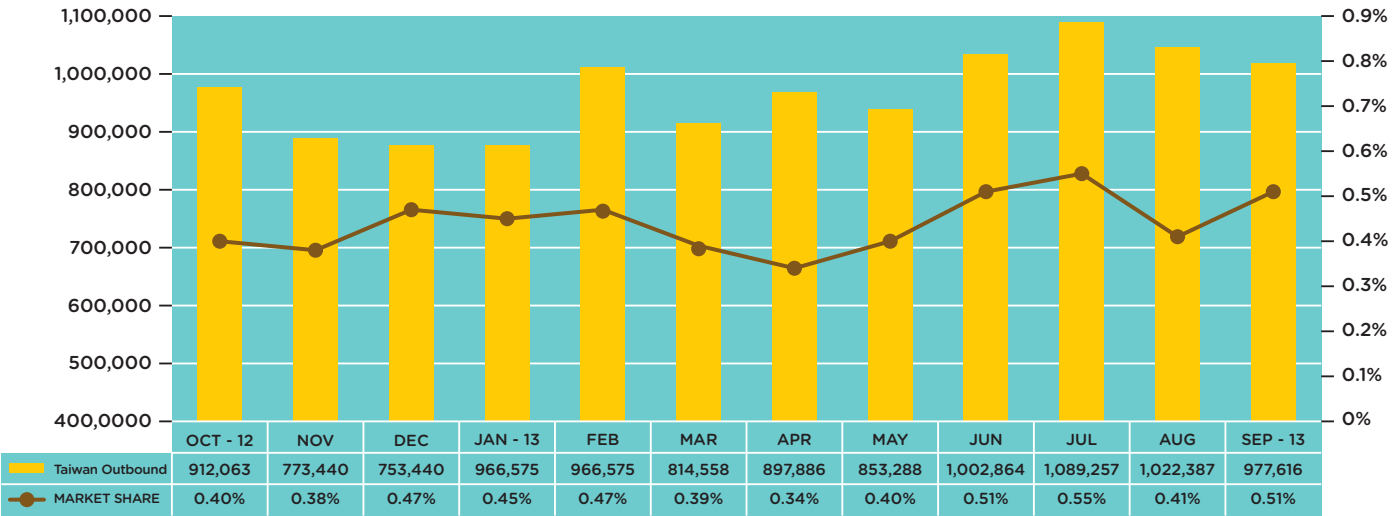
Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

China Arrivals • By Region of Origin

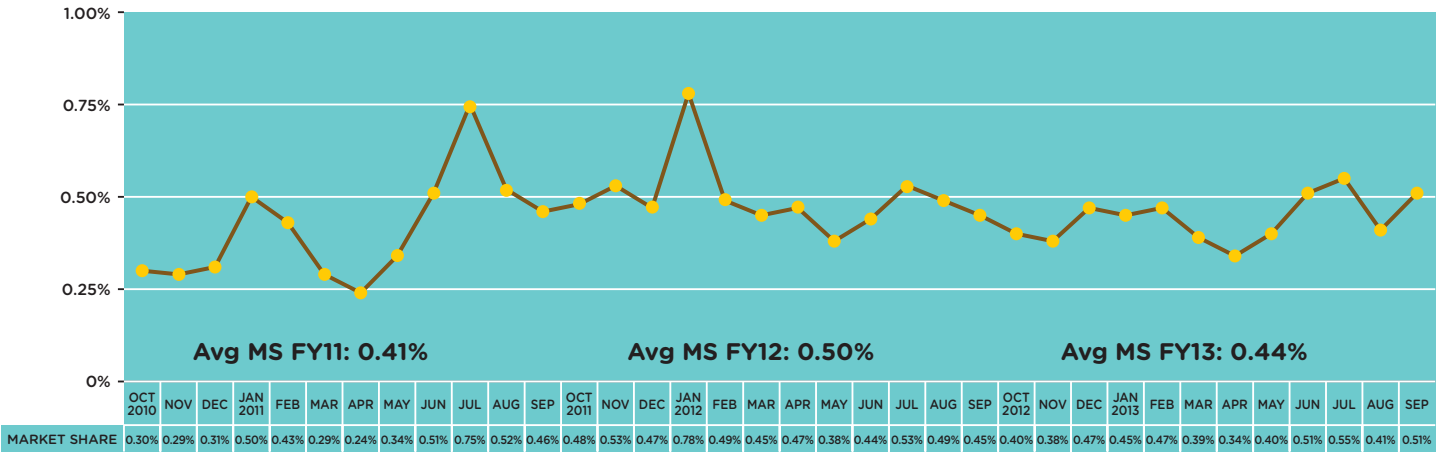
	Beijing	Shanghai	Guangzhou	Other	TOTAL
Oct	135	333	72	547	1,087
Nov	47	98	47	205	397
Dec	93	185	6	194	478
1ST QTR TOTAL	275	616	125	946	1,962
Jan	193	170	42	140	545
Feb	566	1017	64	1149	2,796
Mar	94	144	36	174	448
2ND QTR TOTAL	853	1,331	142	1,463	3,789
Apr	214	126	33	226	599
May	139	217	80	243	679
Jun	175	135	48	356	714
3RD QTR TOTAL	528	478	161	825	1,992
Jul	187	207	134	272	800
Aug	244	221	167	336	968
Sep	344	168	88	273	873
4TH QTR TOTAL	775	596	389	881	2,641
FY2013 TOTAL	2,431	3,021	817	4,115	10,384
FY2013 MARKET MIX	23.4%	29.1%	7.9%	39.6%	
FY2012 MARKET MIX	60.0%	6.5%	15.3%	11.0%	

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

Guam’s Market Share of Taiwan Outbound Travellers

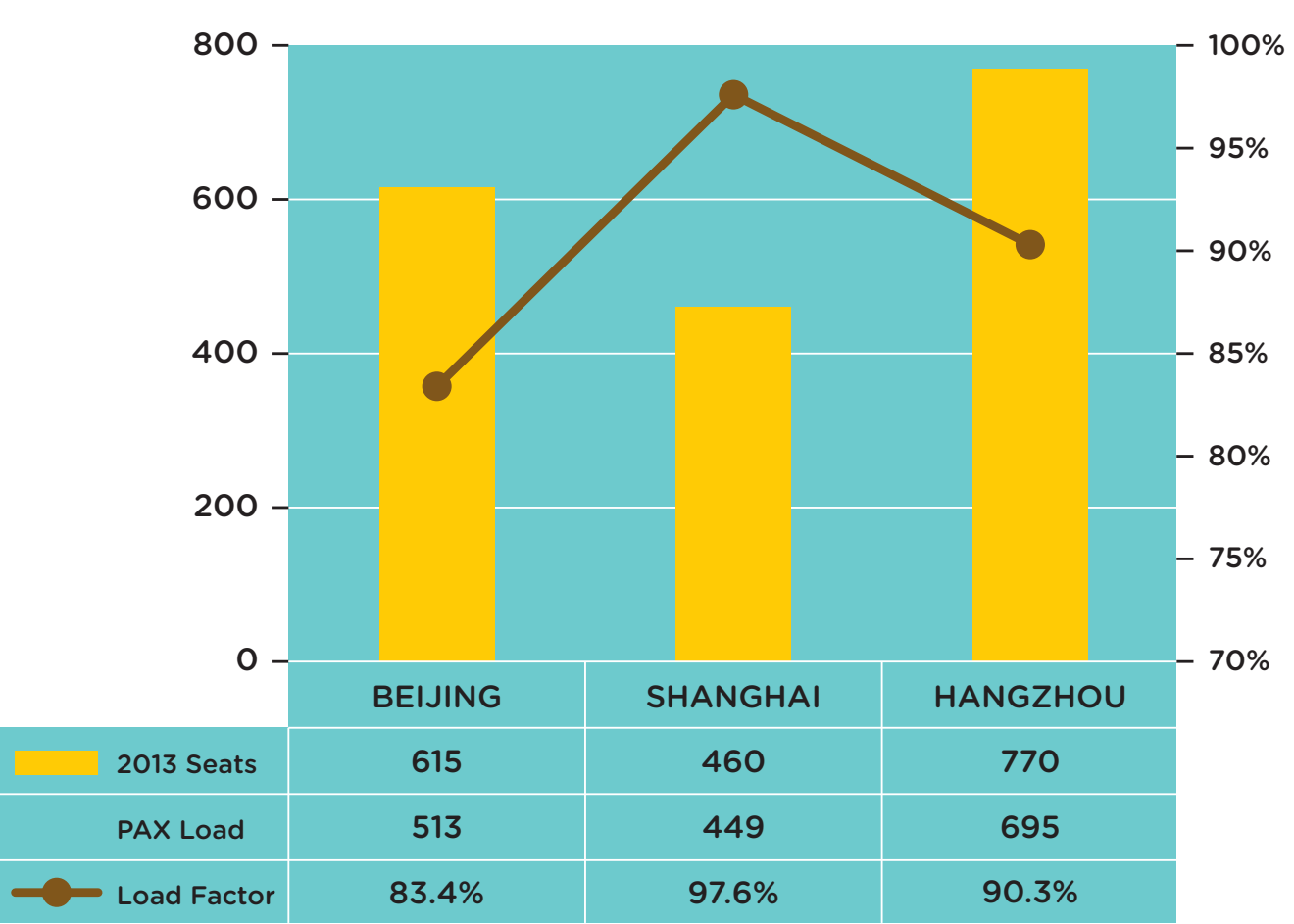


Source: Tourism Bureau, Ministry of Transportation & Communications, Republic of China



Source: Tourism Bureau, Ministry of Transportation & Communications, Republic of China

China Charter Seats to Guam by Origin



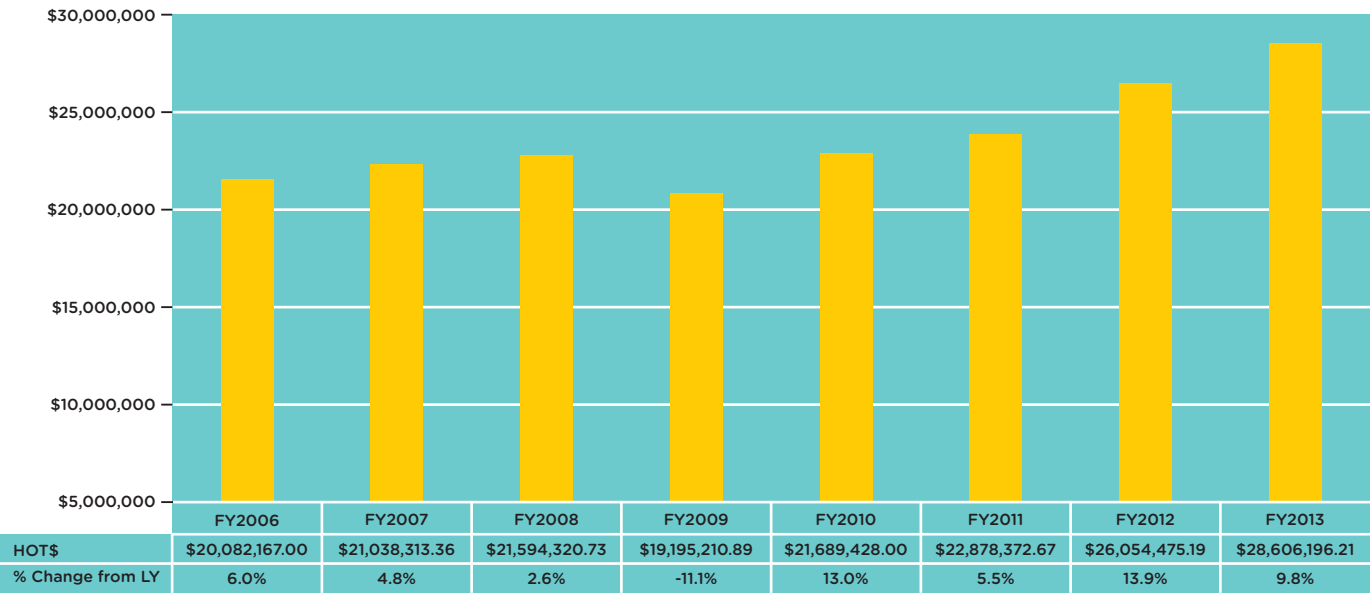
Source: United Airlines Flight Schedule. Compiled by the Guam Visitors Bureau

Other Visitor Arrivals • By Region of Origin

US MAINLAND	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2011	3,784	3,892	3,762	3,929	4,183	4,617	4,241	3,946	4,214	4,176	4,222	3,471	48,437
FY2012	3,708	4,688	4,844	4,124	4,096	4,758	3,955	4,844	4,137	4,651	3,898	5,626	53,329
FY2013	3,743	3,746	3,743	3,938	3,869	4,198	4,689	3,849	4,100	4,883	4,032	4,086	48,876
HAWAII	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2011	957	892	927	895	801	975	920	871	877	894	1,244	946	11,199
FY2012	933	942	811	867	780	1,082	1,014	1,037	1,206	914	784	1,067	11,437
FY2013	871	913	762	935	652	687	747	621	937	690	945	910	9,670
AUSTRALIA	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2011	271	254	267	301	190	239	538	499	247	329	204	321	3,660
FY2012	353	322	324	340	571	366	433	253	224	239	256	390	4,071
FY2013	321	148	222	411	299	264	336	289	225	271	196	283	3,265
HONG KONG	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2011	827	605	751	445	900	695	613	910	706	749	616	702	8,519
FY2012	684	1,023	860	747	692	622	605	647	632	648	606	630	8,396
FY2013	746	999	1,035	886	671	696	578	692	839	600	565	629	8,936
PHILIPPINES	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2011	1,293	1,043	1,304	590	662	810	1,145	1,246	727	646	711	571	10,748
FY2012	962	1,034	993	463	527	767	1,219	1,240	794	767	658	816	10,240
FY2013	1,419	835	978	500	538	961	952	1,178	810	889	779	725	10,564
MICRONESIA	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2011	2,580	2,461	2,929	2,323	2,259	3,065	2,946	2,567	3,019	3,435	3,026	2,255	32,865
FY2012	2,991	2,524	2,774	2,162	2,004	2,705	2,338	2,708	3,402	3,224	3,154	2,170	32,156
FY2013	2,564	2,488	2,438	2,024	2,193	2,316	2,044	2,390	2,712	3,185	3,418	2,109	29,881
RUSSIA	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2011	45	25	70	104	11	63	33	53	47	40	21	16	528
FY2012	72	25	147	201	135	302	287	282	374	427	371	308	2,931
FY2013	361	421	571	1,074	496	761	515	437	486	424	350	238	6,134
CANADA	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
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
FY2013	112	72	98	66	92	67	60	87	77	53	86	91	961
EUROPE	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2011	85	174	151	145	169	179	112	90	71	92	139	104	1,511
FY2012	85	153	146	125	130	169	168	85	119	118	155	113	1,566
FY2013	168	153	180	171	195	267	236	172	112	183	154	110	2,101
THAILAND	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2011	33	27	21	25	21	64	34	34	55	104	64	16	498
FY2012	29	21	21	16	32	53	29	27	38	70	18	29	383
FY2013	24	17	30	25	55	42	28	16	27	46	36	36	382
VIETNAM	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
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
FY2013	6	5	5	14	4	6	5	0	8	19	5	15	92
OTHER/UNKNOWN	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2011	383	338	280	227	296	362	302	315	270	420	481	362	4,036
FY2012	291	408	375	329	388	433	328	325	361	384	368	451	4,441
FY2013	486	400	382	340	440	467	699	621	527	1,176	507	349	6,394
AIR ARRIVALS	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2011	88,927	94,539	95,632	109,022	110,656	105,238	68,666	69,759	75,650	99,482	120,456	100,396	1,138,423
FY2012	87,979	99,294	103,603	116,136	112,115	125,318	87,470	82,230	94,920	111,890	131,952	108,728	1,261,635
FY2013	102,330	108,900	116,652	116,094	121,824	135,999	89,408	86,095	99,113	111,231	134,256	108,585	1,330,487
SEA ARRIVALS	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2011	37	248	1,290	33	183	3,464	2,228	712	43	104	332	37	8,711
FY2012	2,297	51	93	452	14	1,058	336	467	28	80	36	3,614	8,526
FY2013	2,004	233	1,072	464	248	729	2,091	75	37	76	99	50	7,178

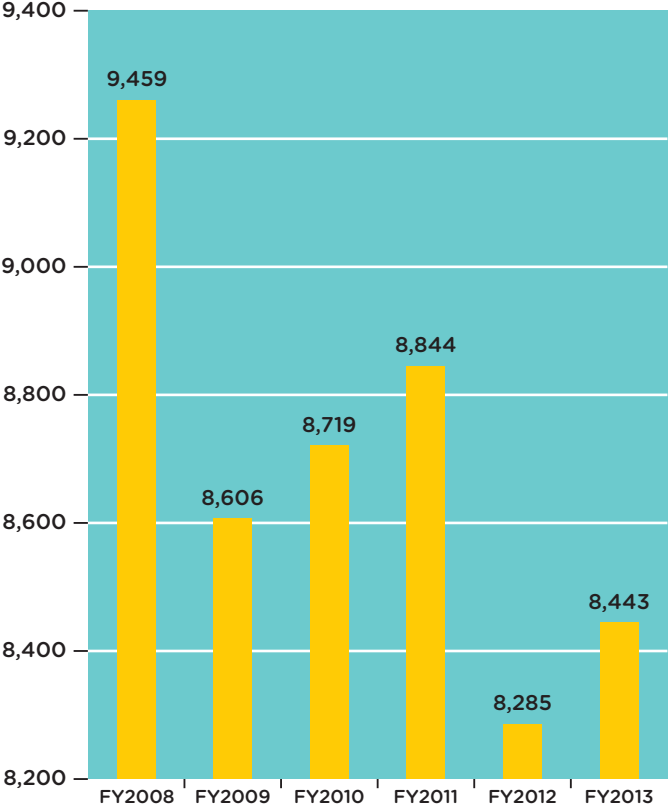
Source: United Airlines Flight Schedule. Compiled by the Guam Visitors Bureau

Hotel Occupancy Taxes



Source: Department of Administration, Accounting Division, HOT collections are unaudited.

Hotel Room Inventory



Hotel Room Rates (Avg. Weighted)

	FY2010	FY2011	FY2012	FY2013
OCT	\$98	\$105	\$105	\$114
NOV	\$98	\$105	\$106	\$113
DEC	\$123	\$122	\$127	\$140
JAN	\$117	\$118	\$131	\$136
FEB	\$104	\$106	\$116	\$132
MAR	\$108	\$106	\$117	\$133
APR	\$105	\$111	\$117	\$129
MAY	\$113	\$116	\$121	\$132
JUN	\$99	\$104	\$109	\$120
JUL	\$112	\$121	\$125	\$137
AUG	\$136	\$151	\$156	\$165
SEP	\$104	\$107	\$119	\$123
FY AVG	\$110	\$114	\$121	\$131

Source: Guam Hotel & Restaurant Association



Statement of Net Position

Fiscal Year Ended September 30, 2013

ASSETS	
Current assets:	
Cash - unrestricted	\$ 10,717,092
Cash - restricted	1,660,291
Investments	2,508,296
Accounts receivable - Government of Guam	19,520
Accounts receivable - others	39,880
Prepaid expenses	6,452
Total current assets	\$ 14,951,531
Cash - restricted	1,135,196
Security deposit	133,125
Capital assets:	
Nondepreciable capital assets	5,992,415
Depreciable capital assets, net of accumulated depreciation	902,778
	\$ 23,115,045
LIABILITIES AND NET POSITION	
Current liabilities:	
Accounts payable	\$ 5,269,273
Accrued annual leave	123,646
Unearned income	9,200
Total current liabilities	5,402,119
Accrued sick leave	148,448
Total liabilities	5,550,567
Commitments and contingencies	
Net position:	
Net investment in capital assets	6,895,193
Unrestricted	7,963,280
Restricted - expendable	2,706,005
Total net position	17,564,478
	\$ 23,115,045

See accompanying notes to financial statements.

Financials

Statement of Revenue, Expenses and Changes in Net Position

Fiscal Year Ended September 30, 2013

Revenues:	
In-kind contributions from members and others	\$ 327,992
Consumption tax refund	130,097
Memberships	68,400
Total revenues	198,497
Expenses:	
Professional services	9,749,172
Personnel	2,054,929
Pass through appropriations	668,836
Grants	546,890
Travel	503,284
Promotional in-kind contributions	327,992
Rent/lease	240,967
Utilities	143,820
Material and supplies	105,735
Depreciation	85,317
Repair and maintenance	78,619
Equipment	52,690
Advertising	43,184
Community programs	-
Miscellaneous	803,256
Total operating expenses	15,404,691
Operating revenues net of operating expenses	(15,206,194)
Nonoperating revenues (expenses):	
Grants-in-aid from Government of Guam:	
Operations	14,416,348
Pass through	677,573
Federal revenues	17,755
Other nonoperating income (expense), net	319,092
Interest income	15,483
Total nonoperating revenues, net	15,446,251
Change in net position	240,057
Net position at beginning of year	16,996,429
Net position at end of year	\$ 17,236,486

See accompanying notes to financial statements.

Membership Directory

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Patty Ada, General Manager
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GVB SIGNATURE EVENTS



Guam Ko'ko' Kids Run

March 23 | Gov. Joseph Flores Memorial Park, Tumon

The Guam Ko'ko' Kids Run is a fun-filled family event featuring a 0.6K, 1.6K and 3.3K Fun-Run for children ages 4-12 years old. All runners receive a t-shirt, finisher's medal and a chance to win awesome prizes including Gold, Silver and Bronze Medals for the top three boys and girls in each division.

Contact: Kraig Camacho at kraig.camacho@visitguam.org

Email: info@guamkokoroadrace.com | Website: guamkokoroadrace.com



Guam International Marathon

April 13 | Gov. Joseph Flores Memorial Park, Tumon

The Guam Visitors Bureau along with the Pacific Islands Club and United Airlines, will host the Guam International Marathon (to include a half marathon, 10k and 5k) on Sunday, April 13, 2014. Get geared up and share with your family and friends. All races start and finish on Pale San Vitores Road in front of Gov. Joseph Flores Memorial Park (Ypao Beach), Tumon.

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

Contact: Ben Ferguson | Phone: 646-9171 | Email: BFerguson@picguam.com

Website: www.guaminternationalmarathon.com



27th Guam Micronesia Island Fair

April 25 - 27 | Gov. Joseph Flores Memorial Park, Tumon

The Guam Micronesia Island Fair is the annual signature cultural event of the Guam Visitors Bureau, showcasing the vibrant cultures of Micronesia for over 25 years. Experience the best of Micronesia in one exciting weekend featuring master carvers, blacksmiths, traditional sailing experts, jewelers, weavers, dancers, musicians and chefs and see first hand customs that have been in place and perpetuated for the millennia.

Contact: Dee Hernandez | Phone: 646-5278/9 | Email: dee.hernandez@visitguam.org



GUAM LIVE International Music Festival

June 7 | Paseo Stadium, Hagåtña

The first annual GUAM LIVE International Music Festival is an all-day music event showcasing top bands and artists from the US, Japan, Korea, Guam and more performing live in the heart of Hagåtña. It is destined to be the biggest music event in Guam's history with thousands of local and international music lovers expected to attend.

Contact: Kraig Camacho | Phone: 646-5278/9 | Email: kraig.camacho@visitguam.org



Guam BBQ Block Party

July 5 | Pleasure Island, Tumon

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

Contact: Dee Hernandez | Phone: 646-5278/9

Email: dee.hernandez@visitguam.org



Guam Ko'ko' Half Marathon & Ekiden Relay

October 19 | Gov. Joseph Flores Memorial Park, Tumon

The Guam Ko'ko' Road Race is Guam's elite half-marathon and ekiden relay, named after Guam's territorial bird, the Guam rail or ko'ko'. Thousands of runners from Asia, the US and Guam enjoy the beautiful course which follows Guam's picturesque western coast.

Contact: Kraig Camacho | kraig.camacho@visitguam.org

Email: info@guamkokoroadrace.com

Website: guamkokoroadrace.com



SPORTS EVENTS



Guam Long Ride/ Tour of Guam Cycling

January 19 | Hagåtña

The Guam Long Ride is a non-competitive touring ride through 12 of Guam's southern and central villages. Riders are treated to hospitality aid stations provided by the village Mayor's office and are given a commemorative souvenir Guam Village passport booklet. The Tour of Guam is Guam's most prestigious competitive cycling event. The event serves as the annual National Championship for Guam's cycling athletes and also serves as the signature competitive cycling event for age group racers from Guam and the CNMI. Two courses are featured for both races including the 105 km course and the 42km course.

Contact: Ben Ferguson | Phone: 646-9171

Email: BFerguson@picguam.com



Guam Governor's Cup Ladies Golf Tournament

January 30 - February 1 | Onward Talofofo Golf Club, Talofofo

A three-day tournament from January 30-February 1, 2014 comprised of a regular tournament with 75 JLPGA members on January 30 and 31 and a Pro-Amateur and JTB Koncha Golf Tournament on Feb. 1.

Contact: Tak Takano | Phone: 727-8251

Email: tak.takano@dfs.com



21st Annual Marianas Cup Beach Volleyball Festival

February 14 - March 2 | The Beach, Tumon

Marianas Cup Beach Volleyball Festival is the longest running and largest beach volleyball festival in the Micronesian region. The event features a pro exhibition and pro amateur event. Sanctioned by the world governing body FIVB, since 2006, the event also includes an 18 and under event and a 14 and under event to include pro teaching clinics. Pro players from Japan, Hawaii, and the United States attend the event each year to compete with over 300 players from Guam and Micronesia.

Contact: Jon Cramer | Phone: 727-4999 | Email: jon.cramer@skydiveguam.com



XTERRA Guam Championship

March 29 | Port Authority Beach, Piti

An exciting 'endurance' race on the beautiful island of Guam, the XTERRA Guam Championship is a 'championship' race, complete with a \$15,000 pro prize purse and amateur slots to the World Championships held in Maui in late October. The XTERRA Guam Championship combines a 1.5km swim followed by a 34km mountain bike and finishes with a 8.2k trail run through jungle-rivers and waterfalls.

Contact: Eric Tydingco | Phone: 483-7773 | Email: eric.tydingco@pivot24.com | Website: xterraguam.com



16th Annual Guam Rugby International Tournament "True Grit"

April 5-6 | Wettengel Rugby Field, Dededo

"True Grit" Rugby is a two day event held at the Wettengel Rugby Field in Dededo, 250 players will participate in a 10-a-side rugby tournament. All teams will participate by playing (5) 20-minute games over the duration of the weekend! Tournament awards and a post tournament Fiesta all take place for participants to enjoy after the tourney!!

Contact: Peter Walls | Phone: 688-2048 | Email: info@guamrugby.com



Guam Commons Cup Table Tennis Tournament

April 11-13 | University of Guam Fieldhouse

For the last few years, professional and local ping pong players have come together at the University of Guam Field House to compete in the Guam Commons Cup Table Tennis Tournament. The competition is usually held in April and various age division titles are up for grabs.

Contact: Hisamichi Hamamoto | Phone: 789-6800 | Email: Hamamoto0405@gmail.com



SPORTS EVENTS

36th Annual Smokin' Wheels Racing Weekend

April 11-13 | Yigo Raceway Park
April 11-13th will mark the 36th year of the legendary Smokin' Wheels Racing weekend that will take place at the Guam International Raceway in Yigo. It will kick off Friday night at the Drag Strip and continue the next day with motor sports competitions including the 2nd Annual Hafadaze Auto Fiesta Car Show and Drag Racing Finals. Sunday caps off with the Smokin Wheels Off-Road Buggy Endurance, 6th Annual Smokin Grills BBQ Competition and Mud Drags. With non-stop action, awesome food, and racing, you won't want to miss this once a year motorsports festival!
Contact: Henry Simpson | Phone: 727-5382
Email: mtview@ite.net



Lacoste Guam Futures 2014

May 26 - June 1 | Hilton Guam Resort & Spa Tennis Courts
The 2014 Guam Futures Tennis Tournament is part of the Japan Tennis Association's Futures Tournament schedule and will attract touring professional tennis players from around the world. A qualifying tournament will be held May 24 - 25 at the Hilton Guam Resort & Spa Tennis Courts.
Contact: Torgun Smith | Phone: 687-5483 | Email: torgun@tennisacademyguam.com

Guam Marianas International Fishing Derby

August 9-10 | Paseo
The Guam Marianas International Fishing Derby is held in August with the 16th Annual Gupot Y Peskdadot (Fisherman's Festival), the Marianas Underwater Fishing Federation's "10th Annual Marianas Spearfishing Challenge" and the Guam Organization of Saltwater Anglers "5th Annual Inshore Tournament." All events are open to the public and participation from visitors from other countries in the tournaments are welcomed!!
Contact: John Calvo | Phone: 688-6400 | Email: jscalvoguam@gmail.com

Junko Friendship Rubber Baseball Tournament

December 6 -7| Leo Palace Resort Baseball Field
A friendship tournament that features a competitive pool of athletes from Tokyo's Junko University in Japan against Guam's finest Major League teams. The tournament offers a unique experience for all athletes and visiting Japan teams as it uses a rubber baseball for greater trajectory and bounce when hit and fielded. The tournament is an annual celebration that highlights sportsmanship, camaraderie and non-stop fun!!
Contact: Kraig Camacho | Phone: 646-5278/9 | Email: kraig.camacho@visitguam.org

ART & CULTURE EVENTS

Guam Art Exhibit (GAX)

July 3 and Oct 2 | The Plaza, Tumon
GAX is a bi-annual art exhibit displayed in the heart of Tumon and featuring Guam's most talented up-and-coming artists.
Contact: Josh Agerstrand | Phone: 486-8550 | Email: josh.dizzyinc@gmail.com

Guam International Film Festival

September 23
The Guam International Film Festival (GIFF) is an annual event showcasing independent films from across the world. The mission of GIFF is to foster the growth of cultural identity and understanding through the art of filmmaking. GIFF aims to unify, celebrate and showcase to the region and the world, the collective experience through the universal medium of film.
Contact: Don Muna | Phone: 488-2468 | Website: guamfilmfestival.org

2014 Guam Events Calendar

GVB Signature Event		
DATE	EVENT	LOCATION
JANUARY		
Jan 19	Guam Long Ride/Tour of Guam Cycling	Southern and Central Guam
Jan 26	6th Gupot Ganha'aniyan Pulan Chamorro (Chamorro Lunar Calendar Festival)	Fisherma's Co-op
Jan 30-Feb 1	Guam Governors Cup Ladies Golf Tournament	Onward Talofofo Golf Club
FEBRUARY		
Feb 14-Mar 2	22st Annual Marianas Cup Beach Volleyball Festival	The Beach
MARCH		
Mar 1-2; 7-9	Guam Discovery Day	Umatac by the Sea
Mar 22-23	Coconut Festival Agana Heights	Agana Heights
Mar 23	Guam Ko'ko' Kids Run	Gov. Joseph Flores Memorial Park
Mar 29	XTERRA Guam Championship	Port Authority Beach, Piti
Mar 28-30	2014 Gupot Chamorro / Crab Festival	Merizo
APRIL		
Apr 5	Back to Sumay Day	Sumay, Naval Station
Apr 5-6	16th Annual Guam Rugby Intl Tournament "True Grit"	Wettengel Rugby Field
Apr 11 - 13	36th Smokin' Wheels Racing Weekend	Yigo Race Track
Apr 11-13	Banana Festival	Ipan Beach Park
Apr 13	Guam International Marathon	Gov. Joseph Flores Memorial Park
Apr 25-27	27th Guam Micronesia Island Fair	Gov. Joseph Flores Memorial Park
MAY		
May 22-31	70th Liberation Day Carnival	Tiyan
May 26-Jun 1	Lacoste Guam Futures 2014	Hilton Guam Resort & Spa
JUNE		
June 1-30	70th Liberation Day Carnival (cont'd)	Tiyan
June 7, 2014	GUAM LIVE International Music Festival	Paseo
June 7-8	8th Annual Agat Mango Festival	Agat
JULY		
July 1-22	70th Liberation Day Carnival (cont'd)	Tiyan
July 5	Guam BBQ Block Party	Pleasure Island
July 7	Guam Art Exhibit (GAX)	The Plaza
July 21	70th Liberation Day Parade	Agana
AUGUST		
Aug 9-10	Guam Marianas International Fishing Derby	Paseo
SEPTEMBER		
Sept. 12-14	Donne' Festival	Mangilao Mayor's Office
Sept 23	Guam International Film Festival (GIFF)	Agaña Center Stadium Theatres
OCTOBER		
Oct 2	Guam Art Exhibit (GAX)	The Plaza
Oct 19	Guam Ko'ko' Half Marathon & Ekiden Relay	Gov. Joseph Flores Memorial Park
NOVEMBER		
Nov 29	Japan Autumn Festival	Gov. Joseph Flores Memorial Park
DECEMBER		
Dec 6-7	Junko Friendship Rubber Baseball Tournament	Leo Palace Resort Baseball Field

* Event information subject to change.



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