

I'ESTORIA

GUAM VISITORS BUREAU

2014 ANNUAL REPORT

GRAMMY AWARD-WINNING
GROUP INNER CIRCLE
PERFORMS AT THE GUAM
MICRONESIA ISLAND FAIR

1.34 MILLION IN
VISITOR ARRIVALS

GOOGLE STREET
VIEW LAUNCHES
ON GUAM

Promoting Guam's Culture



DESTINATION DEVELOPMENT | MARKETING | RESEARCH & STATISTICS
FINANCIALS | MEMBERSHIP DIRECTORY

I'ESTORIA

"The Story"

From the very beginning when the first Chamorros sailed on their flying proas to discover a tiny island paradise in the Pacific over 4,000 years ago, Guam's story has always been one of adventure, exploration and innovation.

It's no different in 2014. From the launch of the transformative Tourism 2020 plan to the inaugural Guam Live International Music Festival, Guam's story in 2014 was a year full of events and bringing people together in new ways. It's also one of evolution and shifting with the tides of change as magnificent as the ocean waves crashing into the island's coral reefs.

At the very heart of our journey lies the Håfa Adai spirit and warm hospitality of Guam's people. It's no wonder visitors from around the world are drawn to explore the island's natural beauty, as well as the customs, traditions and values that have shaped the irreplaceable Chamorro culture. It is our hope that our story continues to be shared.

On the cover and on this page:
Marina Jesus of Guma Taotao Tano' of the umbrella organization Pa'a Taotao Tano' performs the "Lina'La" at Inarajan Pools. The Lina'La is a Chamorro dance that celebrates the ability to bring forth and nurture life.

A woman in traditional Chamorro attire is performing a dance on a sandy beach. She is wearing a red top, a green grass skirt, a large red flower headpiece, and multiple beaded necklaces and bracelets. Her arms are outstretched, and she is smiling. The background shows the ocean, rocks, and a clear sky.

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EDDIE BAZA CALVO
Governor of Guam



RAY TENORIO
Lt. Governor of Guam



OFFICE OF THE GOVERNOR OF GUAM

Congratulations Guam Visitors Bureau **Moving Our Island Forward**

Håfa Adai! Congratulations to Guam Visitors Bureau on another year of breaking records in visitor arrivals. We'd like to thank the men and women of GVB and the tourism industry for their efforts in marketing our island, but also for ensuring that visitors who come to Guam enjoy the natural beauty, learn about our unique culture, and get a glimpse of the history that forged a great people.

As part of the Government of Guam's tourism industry representatives, we are proud to present the 2014 Guam Visitors Bureau Annual Report. This is an in-depth, data-supported look at how GVB used its funding, resources, and relationships to strengthen and diversify the tourism industry.

This report details the successes of 2014 and illustrates the platform on which future growth can be built. GVB's Tourism 2020 plan sets some lofty goals that will require focus, skill, and teamwork to achieve. We believe that together we can meet those goals — and even surpass them — if we all commit to moving our island forward.

Un Dangkulu Na Si Yu'os Ma'åse',

EDDIE BAZA CALVO
Governor of Guam

RAY TENORIO
Lt. Governor of Guam



TINA ROSE MUÑA BARNES
Senator,
32nd Guam Legislature

**“The future truly
looks bright for
our tourism
industry.”**



**CHAIRWOMAN, COMMITTEE ON TOURISM,
HOUSING, MUNICIPAL AFFAIRS, AND
HAGÁTÑA RESTORATION &
REDEVELOPMENT AUTHORITY**

Buenas yan Håfa Adai!

Year after year, we are posting record numbers of visitors coming to our beautiful island. The premium we place on providing a unique and memorable experience for all of our visitors is evident in the strides we are making in improving our image, not only abroad but locally as well.

The increase in our market share for Korea, Russia and China is remarkable, and thanks to the efforts of our dedicated employees at the Guam Visitors Bureau and our industry partners, we are posed to continue to grow those numbers over the next several years. Let us take the time to celebrate our successes and reflect on how far we have come. The future truly looks bright for our tourism industry.

Un Dångkulu Na Si Yu’os Ma’åse’ to all of the exceptional employees of Guam Visitors Bureau 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



MARK BALDYGA
Chairman

“Achieving our goals will mean many thousands of new job opportunities for our people...”



**GUAM
VISITORS
BUREAU**

**CHAIRMAN,
GUAM VISITORS BUREAU
BOARD OF DIRECTORS**

Håfa Adai! On behalf of the Guam Visitors Bureau Board of Directors and its management and staff, we are pleased to present the Fiscal Year 2014 Annual Report.

It was another record-breaking year for our island as over 1.34 million visitors visited our beautiful island. Fiscal Year 2014 is now ranked as the third top fiscal year in Guam’s tourism history – a fitting way to cap off our 50th year celebration and honor our industry’s pioneers.

In 2014, we launched the Tourism 2020 strategic plan with a vision of creating a world class resort destination of choice for two million business and leisure visitors from across the region and with accommodations and activities ranging from value to five star luxury - all in a safe, clean, family-friendly environment.

The plan’s mission is to create opportunities and to enhance the quality of life for all residents, making Guam a better place not only to visit, but to live, work and raise a family. The plan has received widespread support and for this, we thank the Administration, the Legislature, all Government of Guam agencies, and of course, our members and the people of Guam. We invite you to visit the GVB website and to become a part of this exciting new vision for Guam.

We recently established a Visitor Safety Officer program and this year, we will be developing an online Tourism Academy. We continue to diversify and have seen record numbers of Korean visitors soar. We also continue to focus on the addition of more hotel rooms, conference and MICE business to fill the shoulder periods, and of course, our unique Chamorro culture.

Achieving our goals will mean many thousands of new job opportunities for our people and significantly increased revenue for the Government of Guam.

Guam has a bright future ahead and I would like to personally thank the hard working men and women of this billion-dollar industry, including the Guam Visitors Bureau. As we head into a new era of economic prosperity that is just around the corner, I am proud to be a part of this exciting vision that will allow us to showcase our unique Chamorro culture and heritage for generations to come.

Un Dangkulu Na Si Yu’os Ma’åse’

MARK BALDYGA
Chairman of the Board

BOARD OF DIRECTORS



BRUCE KLOPPENBURG
Vice Chairman



THERESA ARRIOLA
Secretary



SAM SHINOHARA
Treasurer



EDUARDO CALVO



CLIFFORD GUZMAN



**MAYOR
ROBERT HOFMANN**



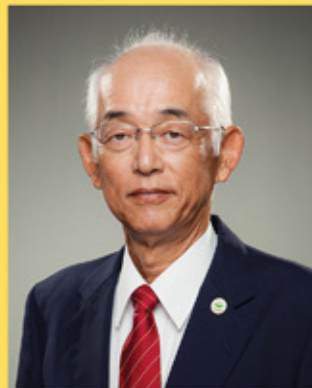
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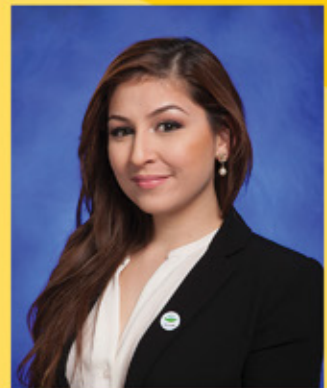
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MILTON MORINAGA



NORIO NAKAJIMA



KATARINA SGRO



JON NATHAN DENIGHT
General Manager



TELO TAITAGUE
Deputy General Manager

Management Contact

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MANAGEMENT'S DISCUSSION & ANALYSIS

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

On February 4, 2014, GVB together with Governor Eddie Calvo, the Guam International Airport Authority and Guam Economic Development Authority officially launched the Tourism 2020 Strategic Plan. The GVB Board of Directors, led by Chairman Mark 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 with 2 million visitors) and Mission (Economic opportunities and an enhanced quality of life for all Guamanians).

Other highlights include:

- Clean audit for the fourth year in a row
- Largest budget in the Bureau's history
- GVB Marketing winning Governor's MagPro Department of the Year Award

Visitor Arrivals

There was a slight increase in total visitor arrivals to Guam of 0.3% in FY 2014 (1,341,171) versus FY2013 (1,337,665), with FY2014 supplanting FY2013 as the third best arrivals year in the island's history. A core objective of the Tourism 2020 plan is the diversification of visitor source markets, and FY2014 saw Guam's market mix continue to shift, with Japan dropping to a historically low 61.6% of total arrivals, while Korea continued its increase, now representing 21.9% of total visitors. There was growth in other key market areas of Taiwan, China and Russia.

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.

Japan: Total outbound travel from Japan continued to decline due to several factors including the weak Yen and an increase in consumption taxes. Arrivals from Japan to Guam followed that trend in FY2014, down 9.5%, with a decrease in airline seat capacity to the island also contributing to the drop. However, there was an increase in yield per visitor as Japanese travel agents raised prices of their Guam packages and hotels continued to bolster room rates. The meetings, incentive group and school segments also realized positive growth in FY2014. Both trends fit with Tourism 2020 core objectives to “improve on quality and yield” and “focus on Meetings, Incentives, Conferences, Exhibitions (MICE).”

One of the primary goals of FY2015 is to stimulate consumer demand from Japan and slow the negative arrivals trend. Initiatives include the Premium Guam advertising campaign, an aggressive public relations strategy, support for travel agent brochures and groups, and hosting major events in the slow periods. Attracting new flight service will also be a primary objective, especially from the Haneda (Tokyo) Airport. Lastly, reaching higher yield segments of the market such as the weddings and seniors with targeted promotions are planned.

Korea: Korea continues its phenomenal arrivals growth, up 26% with 293,347 visitors in FY2014. Much of that increase can be attributed to additional flight service including United Airlines launching daily service from Incheon and Korean Air flying four times a week from Busan, Korea’s second largest city. FY2015 will see even more flight service with Jin Air upgrading equipment from a Boeing 737 (185 seats) to a 777 (355 seats) and Jeju Air starting flights from

Busan. The goals for FY2015 include: 375,000 (+27.7%) visitor arrivals; increase on-island spending by 20% (\$517); and a 35% increase in MICE business.

Russia: Arrivals from Russia surpassed the target of 12,500, finishing the year at 18,291 arrivals. This was the result of Aviacharter-DV’s direct flight service from the Russian Far East. However, internal issues caused them to cancel service in August 2014, but the Japanese travel agency H.I.S. is planning to re-launch direct flights in 2015. In the meantime, GVB will continue to support Korean Air, which currently offers a convenient connection to Russia through their Incheon hub.

China: China outbound travel continues to grow at a massive rate and represents the greatest opportunity for Guam tourism. Even though visa waiver has not been granted for Chinese to travel to Guam, the U.S. and China have agreed to extend visa validity from one year to ten years. This greatly reduces time and cost required for

a U.S. visa and reduces one of the roadblocks to attracting Chinese tourists to Guam. GVB's Board approved an airline incentive program that was successful in spurring United Airlines to launch regular service from Shanghai and Dynamic Airways direct charter service from Beijing. China arrivals were up 40% in FY2014 with 14,547 visitors, and the goal for next year is 20,000 arrivals.

Other: GVB launched its English global consumer website, visitguam.com, in FY2014. The consumer site will be available in other languages in 2015. Additionally, the 2nd Shop Guam Festival launched from November 2013 to January 2014. A Shop Guam | Taste Guam event was also held successfully in the heart of Pleasure Island in Tumon with fashion, food and entertainment for everyone. The #GuamLove campaign was additionally well received by local residents and visitors between February - March 2014. Cebu Pacific, a Philippine low cost carrier, is planning to launch service from Manila in 2015.

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.

Destination Development: In FY2014, GVB continued its focus on improving tourism infrastructure, safety and satisfaction. Streetlights along San Vitores Road were

“...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.”

renovated and the graffiti problem in Tumon was eradicated. The San Vitores Road medians were also renovated. Additionally, the banner removal process began and the Gun Club and Restaurant building was demolished. Progress was also made in painting Tumon fire hydrants and there was an increase in beach cleaning.

Visitor Safety and Satisfaction: The Visitor Safety Officer program was launched to help guide tourists and keep everyone safe on the streets in Tumon. New Visitor Channel safety PSAs were also launched. In addition, the Tumon Police Precinct and Koban were renovated. Multi-language signs to encourage beach safety were also erected around Tumon Bay and GVB also donated a truck and jet ski to the Department of Parks and Recreation to help with water safety efforts. GVB also supported the Attorney General's Office during the Chad DeSoto trial.

Sports and Events: GVB drew record participation for the 2nd Guam International Marathon and the Guam Ko'ko' Half Marathon and Ekiden Relay. The first Guam Live International Music Festival also premiered in June 2014 with international, stateside and local acts sharing one stage at the Paseo Stadium. The Guam Micronesia Island Fair was also well received by the island's neighboring islands and local community. Other signature events that had note-worthy moments included the

Tour of Guam/Guam Long Ride, Guam Ko'ko' Kids Run and Guam BBQ Block Party. In total, 20 events were sponsored and 9 grants were awarded.

Cultural Heritage and Community Outreach (CHaCO): GVB is leading the local and international marketing and promotion of the 12th Festival of Pacific Arts, which Guam is hosting in 2016. The Guam Chamorro Dance Academy in 2014 also saw two cultural houses established in Tokyo and Mito City. The U.S. Mainland Guam Chamorro Dance Academy was additionally launched. Meanwhile, as the cornerstone of the Guam Brand initiative, the Håfa Adai Pledge program reached 487 participants in FY2014. A total of 63 community and cultural grants were awarded.

Financial Highlights

An 11% hotel occupancy tax funds the Bureau's operations, authorized through the Legislature's annual budget appropriations. In fiscal year 2014, Public Law 32-068 appropriated \$17,487,134; \$15,487,134 for GVB operations and \$2,000,000 for Special Projects. The Bureau was able to recognize \$15,520,904 of its appropriation for Operations and \$2,132,378 of its Special Projects appropriation, of which \$182,378 was for prior year appropriations. Additionally, \$535,000 was appropriated to the Guam Visitors Bureau for pass-thru entities, of which \$436,550 was recognized as revenue. Of this amount, \$71,550 was for prior year appropriations.



The FY2014 Tourist Attraction Fund collections were 20% higher than the previous year, totaling \$34,451,301. The increase can be attributed to an increase in hotel room and occupancy rates. Direct appropriations from the Tourist Attraction Fund decreased about 14% in FY2014, from \$11,886,841 in FY2013 to \$10,205,774. Comparing the total FY2014 appropriation from the TAF (\$29,627,908) as amended by P.L. 32-181 and the actual collections (\$34,451,301), there was a surplus of \$4,823,293.

Membership dues decreased from \$68,400 in FY2013 to \$35,400 in FY2014 because it was not an election year. In-kind contributions stayed steady at \$335,736, about a 2% increase over FY2013. Marketing was the largest expenditure totaling \$11.9 million in Professional Services, with Japan and Korea representing the largest share at a combined \$8.1 million. At \$2,352,392, personnel salaries and benefits increased 14.5% over last year due to Merit Bonuses and 3 additional positions fully funded in FY2014 compared to FY2013, but were still only 13% of total expenditures.

The Guam Visitors Bureau closed Fiscal Year 2014 with a \$735,000 decrease in net position (net loss)

due to increased marketing and public relation activities needed in China and Japan.

Capital Assets And Long-term Debt

The Bureau is not capital intensive and therefore, significant capital asset activity did not occur in 2014, 2013 and 2012. For additional information regarding capital assets, please refer to note 5 to the financial statements.

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

Management's Discussion and Analysis for the year ended September 30, 2013 is set forth in the Bureau's report on the audit of the financial statements, which is dated February 5, 2014, and that Discussion and Analysis explains the major factors impacting the 2013 financial statements and can be viewed at the Office of the Public Auditor's website at www.guamopa.com.

Outlook

The outlook for FY2015 is positive, with a slight 1-2% increase in total arrivals expected. Japan still

remains a challenge with the Yen continuing to weaken against the dollar, making Guam a more expensive destination. However, the Bureau remains committed to the Japanese market, and will be very active in the coming year to reverse this trend. The growth in the Korean market will make up for declines in Japan, as there will be more than half a million air seats from Korea. The China market should see growth, but there is still a lot of work to be done, as Guam is still a relatively unknown destination for Chinese travelers. GVB has contracted a prominent Chinese travel marketing company for in-market representation. The massive decline of the Russian economy and currency are major threats to arrivals from Russia, and numbers will decline unless direct air service is re-launched. Guam can expect a slight uptick in visitors from the U.S., Philippines and Taiwan.

The Bureau is also committed to improving the destination. Several capital improvement projects for Tumon are scheduled including new bus shelters, streetlight repairs and roadway renovation. Visitor safety and satisfaction is always a top priority, and the installation of a CCTV system and the establishment of a Guam Tourism Academy are planned for 2015. Promoting Guam's unique Chamorro culture, local events and attractions are also a key objective for the year. One of the limiting factors for growth is the lack of hotel rooms, especially during the peak holiday season. The Bureau has been and will continue to partner with the Guam Economic Development Authority to aggressively attract new hotel investment and encourage improvement to existing properties.

JON NATHAN DENIGHT
General Manager



MANAGEMENT & STAFF ORGANIZATIONAL CHART

GENERAL MANAGER

Jon Nathan
Denight



EXECUTIVE SECRETARY

Dara Roberto

PUBLIC INFORMATION OFFICER/ SPOKESPERSON

Josh Tyquiengco



BUSINESS DEVELOPMENT SPECIALIST

Tony Muña, Jr.



ADMINISTRATION DEPARTMENT

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Rose Q. Cunliffe



MANAGEMENT ANALYST IV

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ACCOUNTANT III

Lisa Linek



COMPUTER SPECIALIST/ GLOBAL WEBMASTER

Steve Dierking



ACCOUNTING TECHNICIAN III

Juanita Sablan



ADMINISTRATIVE ASSISTANT

Annabel Certeza



RECEPTIONIST GVB WELCOME CENTER

Emily Quinata



MESSENGER CLERK GVB WELCOME CENTER

Garrett Aguon



MARKETING DEPARTMENT

MARKETING MANAGER

Pilar Laguaña



PROMOTIONS SECRETARY

Gabryel Franquez



MARKETING OFFICER II Korea & North America

Gina Kono



CLERK TYPIST III

Breeana Quitugua



MARKETING OFFICER II Pacific & Australia

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MARKETING OFFICER I Russia & Philippines

Haven Torres



**DEPUTY
GENERAL
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Leon Guerrero



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**ADMINISTRATOR
RESEARCH &
EVALUATION**

Debbie Phillips



**RESEARCH &
STATISTICS
ANALYST II**

Ana Cid



**RESEARCH &
STATISTICS
ANALYST I**

Nic Yasuhiro



**COMPUTER
OPERATOR II**

Cil Dydasco



**COMPUTER
OPERATOR I**

Derrick Camacho



**DESTINATION DEVELOPMENT
DEPARTMENT**

**CULTURAL
HERITAGE OFFICER**

Dee Hernandez



**SPECIAL PROJECTS
& MEMBERSHIP
OFFICER**

Doris Ada



**COMMUNITY DEV.
OFFICER
(SPORTS & EVENTS)**

Kraig Camacho



**TOURISM
INDUSTRY
RELATIONS
OFFICER**

Meriza Peredo



**ADMINISTRATIVE
ASSISTANT**

Miranda Muñoz



*Denotes
management positions*



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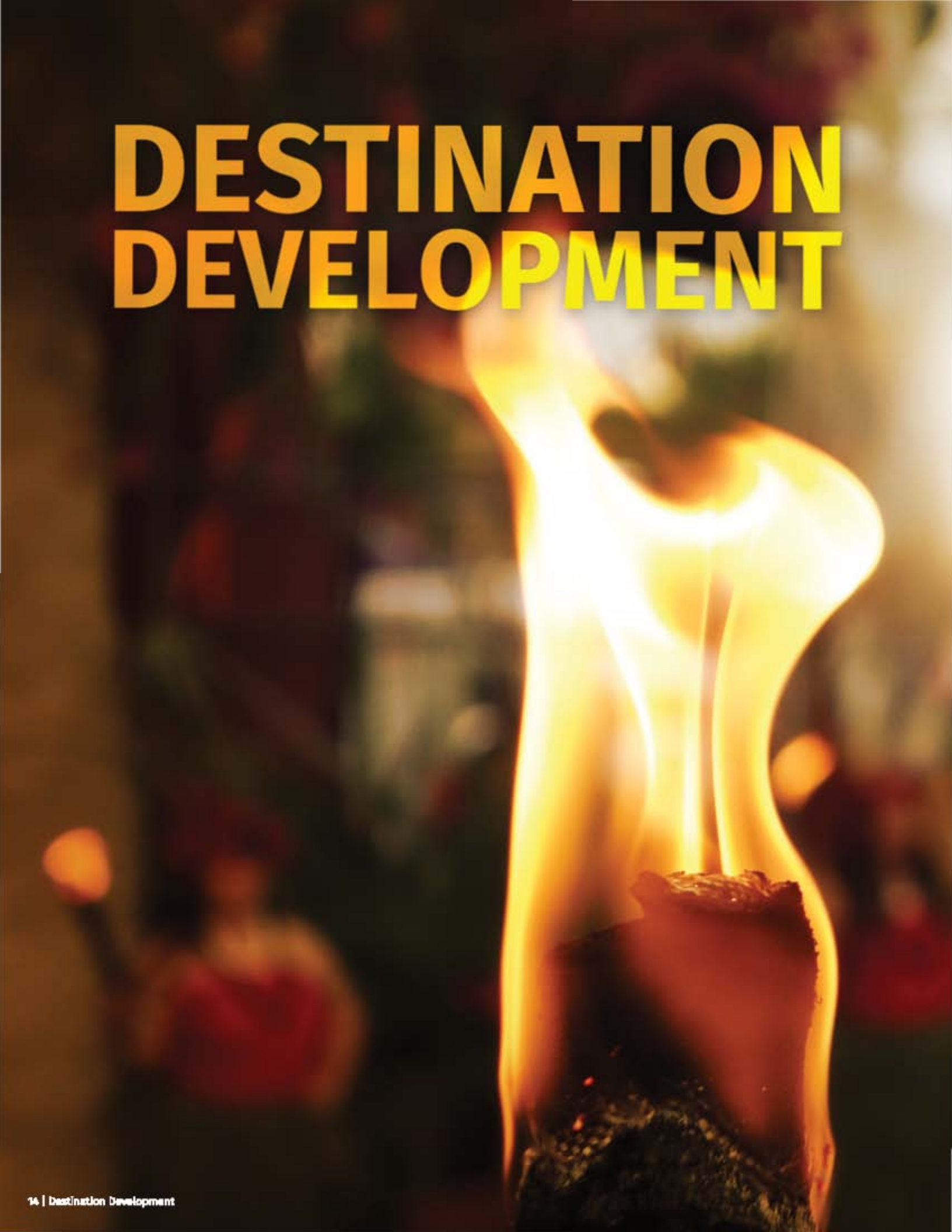
Tourism 2020

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 DEVELOPMENT



The Destination Development Department (DDD) 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 DDD, there exists the Sports and Events Tourism Division, the Cultural Heritage and Community Outreach 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 TOURISM

Fun Facts

20 events sponsored in 2014

9 grants awarded

7 signature events executed:

*Guam International
Marathon, Tour of
Guam/Guam Long Ride,
Guam Ko'ko' Kids Fun Run,
Guam BBQ Block Party, Guam
Ko'ko' Half Marathon and
Ekiden Relay, Guam Live
International Music Festival,
Guam Micronesia Island Fair*

In 2014, the Sports and Events Tourism division of the Guam Visitors Bureau focused its strategy on the continued development of Sports Tourism activities and events as a tool for promoting Guam to our visitors.

To enhance Guam's image as a sports tourism destination, key signature events such as the Guam International Marathon, Guam Long Ride, Ko'ko' Half Marathon & Ekiden Relay, Guam BBQ Block Party, Guam Live International Music Festival and Guam Micronesia Island Fair received increased funding support and was heavily promoted in all of Guam's core visitor markets.

One of the much-anticipated events of 2014 was the kick-off of the inaugural Guam Live International Music Festival. A blockbuster two day line-up of international and U.S. mainland acts were featured, including artists such as Matisyahu, Steel Pulse, Sublime, Guam's own Pia Mia, Taiwan's Popu Lady, South Korea's Brown Eyed Girls, and Japan's Home Made Kazoku in Guam's capital city of Hagåtña.

More so, GVB continued to incentivize and support traveling

sports teams and athletes seeking warmer climate destinations to hold training camps, friendship tournaments and international competitions.

With the additional launch of the Guam Events Calendar in 2014, GVB will continue to give our visitors more reasons to come to the island through the participation of activities and events which are now being developed, marketed and promoted aggressively overseas. More importantly, these events and activities also provide visitors already on-island with added value to engage in activities that are scheduled during their visit.

Guam International Marathon

In its second year, the 2014 Guam International Marathon continued to drive visitors to Guam with approximately 1,561 overseas runners participating in the island's top running and signature-sporting event for the Guam Visitors Bureau. Nearly 3,000 runners from Guam, Japan, Korea, Philippines, Hong Kong, Taiwan, Australia, United States and Palau took part in the event. The turnout shattered the previous year's record and became the largest international road race to take place in Guam.

The grueling, but beautiful 26.2-mile course stretched along Guam's beautiful coastline and was no match for overall finisher Koki Kawauchi from Japan and top female finisher Eunhee Yoon from South Korea. Kawauchi finished the course strong with a time of 2:38:06, while Yoon secured the overall female division with a time of 3:04:43.

Guam Ko'ko Half Marathon & Ekiden Relay

The 2013 Guam Ko'ko Half Marathon & Ekiden Relay celebrated its eighth year drawing record setting numbers for Guam and Micronesia.





Recording the most participants for a half marathon distance run in the region, GVB reached an overseas benchmark of about 600 runners from Japan and Korea. Changes to the Ekiden course also proved to ease race day traffic congestion along Pale San Vitores in Tumon to Route 1 on Marine Corps Drive.

XTERRA Guam Championships

In March 2014, the XTERRA Guam Championship celebrated its 10th year of racing. The off-road triathlon consists of a 1.5km swim, 34km mountain bike and an 8.2km trail run that had athletes navigating through a scenic warm-water swim, signature hills and jungle river paths, slippery waterfalls and a bamboo forest.

South Africa's Dan Hugo captured the top finishing time of 2:28:40, while "Swiss Miss" Renata Bucher completed the women's race with a winning time of 3:03:52.

Guam BBQ Block Party

The second annual Guam BBQ Block

Party returned in 2014 as the block party of the summer and had 8 competing local and international teams throw down in three different BBQ categories. Visiting chefs from Russia and Korea also gave visitors and local residents a taste of their incredible skills. When the BBQ smoke cleared, judges that were selected by the Micronesian Chefs' Association ultimately decided that Asu Smokehouse earned the "Champion Grillmaster" title.

The event was held in Pleasure Island in Tumon and was paired with the 7th Guam Art Exhibit (GAX). Global artist Tristan Eaton also finished his massive 50-foot mural on the wall of the The Plaza as local artists featured their work at GAX and a live art street booth. The Muña Brothers additionally screened their hit documentary film, Talent Town. The July 5th event also featured live music, cultural performances, and a variety of food vendors. Between 6-7 thousand people attended this GVB signature event.

GVB Signature Events

- Guam Micronesia Island Fair
- Guam International Marathon
- Guam Live International Music Festival
- Guam BBQ Block Party
- Guam Ko'ko' Half Marathon & Ekiden Relay
- Guam Ko'ko' Kids Fun Run
- Tour of Guam

GVB Sponsored Events

- Junko Friendship Rubber Baseball Tournament
- Guam National Bodybuilding & Body Fitness Championships
- New Year's Eve Fireworks Display
- Guam International Film Festival

Sports Tourism Funded Grants

- Guam Governor's Cup Ladies Golf Tournament
- 21st Annual Marianas Cup Beach Volleyball Festival
- XTERRA Guam Championships
- Guam International "TRUE GRIT" Rugby Tournament
- Guam Large Ball Table Tennis Tournament
- Smokin' Wheels Racing Challenge
- Lacoste Guam Futures 2014
- Guam Marianas International Fishing Derby
- Cocos Crossing



CULTURAL HERITAGE & COMMUNITY OUTREACH COMMITTEE (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.

27th Guam Micronesia Island Fair (GMIF)

The Guam Micronesia Island Fair is an annual signature cultural event of the Guam Visitors Bureau that showcases the cultural diversity expressed throughout the island nations of Micronesia. The 2014 theme "Legends of Micronesia" featured unique legends from each of the participating island delegations.

Tens of thousands of people were able to experience the collective cultural experience unique to the Micronesian region during the three-day celebration, complete with food, drinks, entertainment, and arts & crafts.



Featured was Grammy award winning group Inner Circle, performing their hit songs "Make you Sweat", "Bad Boys", "Black Roses" and more. In addition, a special Chamorro music legends tribute was highlighted featuring Matua Sablan, Shiabe Pangelinan, Matt Laguana and Osten Saralu, as well as a special appearance by Mariana Islands music legend Candy Taman.

The 27th GMIF also hosted a "Heroes Homecoming" celebration in special recognition of the nearly 600 Army National Guard soldiers who recently returned from their deployment to Afghanistan. The Heroes Homecoming celebration had live entertainment from special guests to honor our hometown heroes, recognize their service and celebrate their safe return home.



Supported Organizations and Events:

- 2014 Malesso Crab Festival
- 2014 Malesso Fiestan Tasi
- 2014 Manamko Month
- 2014 Miss Earth Guam Pageant
- 2014 Miss Universe Guam Pageant
- 2014 Miss World Guam Pageant
- 5th Annual Mangilao Donne' Festival
- 6th Annual Gupot Fanha'aniyan Pulan Chamoru – Chamorro Lunar Calendar Festival
- 8th Annual Agat Mango Festival
- Agana Heights Annual Coconut Fair
- Ayuda Foundation – Envisioning a Latter Period Ancient Chamorro Village
- Bobbie Tainatongo – Chamorro Cultural Arts Program (CCAP)
- Brian Terlaje – Chamorro Cultural Arts Program (CCAP)
- Cantate Music Summer Festival
- Chamorro Village – Silabrasion Mes Chamoru
- CheLu/Uno Hit – Chamorro Cultural Fest
- Christina Perez – Traditional Chamorro Cooking Project
- Dana Quenga Cruz Kim – Chamorro Cultural Arts Program (CCAP)
- Eileen Rodriguez Meno – Chamorro Cultural Arts Program (CCAP)
- Frank Rabon – Guahu Taotao Tano
- Guam Council on the Arts – Connect Me, Create Me, Promote Me Workshops
- Guam Department of Education – Silabrasion Gupot Chamorro 2014
- Guam Preservation Trust – 1st Pacific Heritage Youth Summit
- Guam Society of America, Inc. – Capitol Hill Reception Liberation of Guam
- Guam Symphony Society – 24th Annual Holiday Seaside Concert
- Guma' I Taotao Peace Festival
- Guma Taotao Tano – Cultural Exchange
- Hurao, Inc. – Tanom I Simiya
- Inspire Guam – MagPro Awards
- Japan Club of Guam – Japan Autumn Festival
- Jonathan Perez – Chamorro Cultural Arts Program (CCAP)
- Judy Flores – Ginen I Tano
- Leah's Fabulous – Miss Teen Guam International
- Manhita Chamorro – I Am Chamorro Documentary Film Project
- Maxine Bigler – Chamorro Cultural Arts Program (CCAP)
- Micronesian Chef Association – Maila Ta Fan Chesa
- Payu'Ta – 4th Non Profit Congress
- PBS Guam – 4th Summer Breakfast Festival
- PBS Guam – Liberation Day Live Broadcast
- Peter Onedera – Tinige Hinasso
- Pro Ad – Moms Rock
- Raymond Lujan – Chamorro Cultural Arts Program (CCAP)
- Rotary Club of Guam – Uffizi Virtual Museum Guam Exhibit
- Sanctuary, Inc. – 4th Annual Island Wide Youth Fest
- Santa Rita "Back to Sumay Day"
- Sinajana GIFT – St. Jude Thaddeus Fiesta
- Southern Soil – Guam Soil & Water Conservation Symposium
- Talofoto Banana Festival
- Tumon GIFT – Pale San Vitores
- Ulitao, Inc. – Project Sakman
- Umatac Municipal Planning Council – Discovery Day 2014
- Umatac GIFT – San Dionisio Fiesta
- UOG – Annual Inacha'igen Fino' Chamoru – Chamorro Language Competition
- UOG Endowment Foundation – Lina Lata – A Musical Odyssey
- UOG – Gaimamahla
- Vicente San Nicolas – Chamorro Cultural Apprenticeship Program (CCAP)
- Westcare – Pump Up Your Health Conference
- Yona GIFT – Saint Francis of Assisi Fiesta
- Zina Ruiz – Kantan Chamorrta

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)
- San Vitores Street Light Repair & Improvement (Tumon)
- San Vitores Sidewalk & Crosswalk Repairs (Tumon)

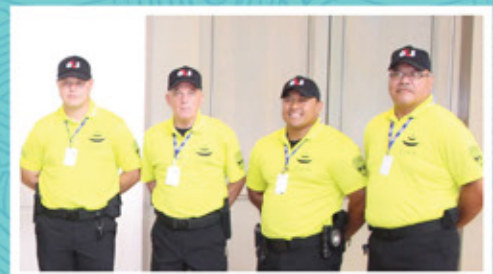
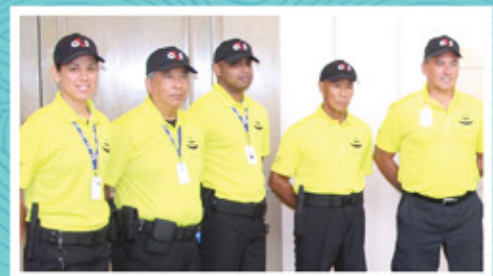
TOURISM INDUSTRY RELATIONS

Tasked with ensuring visitor safety and satisfaction, Tourism Industry Relations bridges the gap between the private sector and local residents. The Tourism Industry Relations division is responsible for overseeing:

- **Visitor Safety Officer Program** – GVB has a vested interest in protecting and ensuring the safety and security of all visitors. An increase in crimes against tourists threatens Guam's image as a safe, family friendly destination. GVB has launched the VSO Pilot program – a program that will patrol the Tumon area (and eventually the Farenholt & Governor Carlos Camacho road to Hagatna Bay). The VSOs serve multi-purpose roles as a concierges, tour guides and security officers that will be able to respond to safety and security incidents and provide basic visitor information.
- **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.
- **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.



HOLIDAY ILLUMINATION PROJECT



VISITOR SAFETY OFFICER PROGRAM



FUTURE PROJECTS



ISLAND ROADWAY MAINTENANCE LEGEND

- FUTURE PROJECTS
- ROADWAY
- NORTHERN DISTRICT
- SOUTHERN DISTRICT
- 2A RT. NUMBER

CETTI BAY OVERLOOK
(End of Contract)

CHALAN LAMAN
(End of Contract)



MARKETING DEPARTMENT



It's no secret that aggressive marketing efforts in all of our core markets during Fiscal Year 2014 contributed to Guam's milestone of recording 1.3 million visitors for the second consecutive year.

Social media led the way to encourage tourism industry partners to promote and market events like the Shop Guam Festival and other campaigns that enticed visitors to come to our island. Shop Guam, for example, was introduced in 2012 as a global social media marketing campaign aimed to create an interactive shopping experience highlighting Guam as a modern, fashionable, and diverse destination to shop. That launch

saw tremendous success and garnered \$8.4 million in media exposure. In 2013, the festival saw a successful return with increased media coverage of \$8.7 million. Now an annual Guam Visitors Bureau signature event, Shop Guam also received international recognition from the Pacific Asia Travel Association (PATA). The campaign was awarded in 2014 with a distinguished PATA Gold Award for Excellence in Marketing Media.

One of the biggest highlights of 2014 was the Destination Market Development Airline Incentive Program that GVB developed, with the help of the Guam International Airport Authority (GIAA), to crack

open the floodgates to the China tourist market. This marketing tool helped secure historic flights to Guam through Dynamic Airways and United Airlines to open direct routes out of Beijing and Shanghai.

Korea's story was also something worth telling. Arrivals grew 26% in FY2014 with the help of expanding more routes and daily service out of gateway cities like Busan and Seoul.

Moving forward, GVB will continue to look for more opportunities to promote Guam as a safe and satisfying destination and align new growth and diversification with the goals of the Tourism 2020 plan.

JAPAN MARKET FY2014

Smart Goals

1. Improve destination yield by improving Guam's perceived value
2. Increase MICE/Group travel from 112,813 pax to 116,197 pax. Actual MICE/Group arrivals at 118,072 pax
3. Increase length of stay for Wedding and Silver Markets

Length of Stay	Wedding/Honeymoon	Senior
FY13	4+ days (8%)	4+ days (10%)
FY14	4+ days (15%)	4+ days (14%)

4. Conduct low season promotions and marketing activities
 - Time Out maps and online application: Promote Guam's unique attributes to enhance visitors' experience
 - Group Event Support Campaign
 - Work with Destination Development to improve brand image through product offerings and service

Highlights

Continuing with our umbrella message of "Premium Guam", our branding initiatives were the forefront of our advertising messages, marketing promotions and special campaigns in Japan. While Guam's Japanese arrivals and Japan's outbound travel continue to decline, Yen spending for on-island and pre-paid expenses has actually grown by 1.05%. The travel industry in Japan joined our initiative by offering higher-class packages focusing on suite hotel rooms, luxury spa treatments and quality optional tour offerings.

FY2014 marked the launch of Time Out's 50 Things to Do for Guam. Time Out, a global authority on entertainment, events and unique activities in world class destinations, worked with the Guam Visitors Bureau to build a list of activities in print and a mobile app that can only be done on Guam. This partnership led to the creation of three (3) additional Time Out maps catering to the family market, Otona or grown up market, and a summer edition focusing on special promotions for children.

FY2014 also marked the beginning of more special events held on Guam designed to encourage travel.

Japan Market FY2014 at a Glance

Trade Shows/Conventions:	5
Seminars/Workshops:	68
Cooperative Projects:	11
Travel Trade Fam Tours:	1
Media Fam Tours:	123
Online Promotions:	5

FY2014 Total Arrivals:	825,830
FY2013 Total Arrivals:	912,093
% from Last Year:	-9.5%



One event in particular, the Guam Live International Music Festival, included the Japanese hip-hop trio Home Made Kazoku, a popular music duo who focused on family friendly concerts. The Guam Micronesia Island Fair also saw the return of our students from the Guam Chamorro Dance Academy singing and dancing in Chamorro to the awe of our local event attendees.

Student travel continues to be a challenge as over 150 high schools have selected Guam during FY2014 for their school trip. With the limited population of Guam versus that of Japan, travel agents are encouraged to build historical, cultural or English lesson plans to build this market segment. Working closely with our industry stakeholders, the Bureau has helped bring our cultural practitioners closer to young visitors by encouraging the establishment or expansion of lesson plans catered to their short stay on-island.

In FY2014, Guam reached a major milestone in achieving 25 million visitors since 1967, when the first international flight landed. During the Japan Association of Travel Agents Tourism Expo, a celebration was held highlighting this great achievement.

Key Initiatives

- Fine tune branding programs to promote the island as a unique destination
- Build stronger ties with national and local governments within Japan by encouraging mutual exchange programs
- Strengthen key partnerships with members of the Japan Guam Tourism Council (JGTC) comprising of top-level executives with major travel agencies in Japan.
- Work closely with the Japan Guam Tourism Council and the Japan Guam Travel Association to promote local events supporting Guam's unique culture
- Highlight sporting events to demonstrate Guam has a lot of activities to watch or to participate in.
- Continue with the Guam Chamorro Dance Academy creating a deeper connection with our visitors and our culture
- Design local events and promotions that promote interaction with the local population

Japan Market Activities

- Seminars in Major Cities: 68
- Participants: 4,101 pax
- SP-57, Travel Fair, TA's Campaign, JATA
 - Distributed over 80,000 bags/flyers/brochures
- Sales calls to 420 Travel Agent offices
- Sales Meeting: 22 times/312 pax
- General Inquires:
 - Emails/Internet: 1,250
 - Telephone: 6,361
 - Walk-ins: 4,512
 - Fax: 960



MAINLAND CHINA MARKET FY2014

Smart Goals

1. Increase the total number of direct charter flights by 67% to reach 17 flights, including flights during non-peak periods; Increase the number of non-charter visitors by travel agencies
2. Increase Guam awareness in the travel trade industry
3. Increase Guam public awareness
4. Engage in joint promotions

Highlights

Fiscal Year 2014 was a historical year for Guam in the Mainland China market. In line with Tourism 2020 and the direction of GVB's Board of Directors and management, the marketing department aggressively increased sales and promotional efforts in this fast-growing, lucrative outbound travel market.

The main achievement in FY2014 was the launch of the Guam Destination Market Development Airline Incentive Program, which established regularly scheduled charter flights from Beijing-Guam on Dynamic Airways and the announcement of regular air service from Shanghai-Guam on United Airlines. This achievement allowed Guam to enter the market with increased air capacity directly servicing our U.S island paradise.

China Market FY2014 at a Glance

Trade Shows/Conventions:	3
Seminars/Workshops:	12
Cooperative Projects:	13
Travel Trade Fam Tours:	3
Media Fam Tours:	6
Online Promotions:	TBD

FY2014 Total Arrivals:	14,542
FY2013 Total Arrivals:	10,384
% from Last Year:	+40.1%



With direct air service, GVB increased promotional momentum by welcoming over 50 media representatives and over 40 travel trade professionals to Guam on familiarization tours. The Bureau also engaged in several Guam product training seminars in first and second tier cities in China to educate China trade partners and a variety of media about Guam as an island resort destination with U.S. flavor.

On the consumer level, GVB China increased its online and social media presence by actively posting information through the WeChat mobile application and Sina Weibo micro-blogs. Marketing messages were focused on branding Guam as a high-end destination that has a clean and safe environment, a variety of

tax-free shopping for luxury goods, romantic wedding and honeymoon activities, and family-fun outdoor activities. GVB also worked closely with Beijing Television (BTV) and Youku.com to feature Guam in a reality TV series where Guam's underwater activities, luxury shopping, and unique Chamorro culture were showcased to audiences in China.

Tremendous growth in arrivals from Mainland China in a short period of time marks the success of GVB's efforts for this market, all of which is attributed to the synergistic support by Guam tourism partners, China travel trade and media professionals and the leadership of the GVB team.



KOREA MARKET FY2014

Smart Goals

1. Increase Korean Arrivals from 230,000 to 250,000 by using cooperatives and trade support
2. Increase Yield by focusing on MICE and corporate travel working with Korean travel agents and Guam hotels to create upgrades rather than discounts
3. Initiate Strategic Consumer Advertising and Promotions targeting high-end niche markets across both consumer and trade media
4. Increase MICE by 35% to last year by working with AMCHAM Korea and corporate partners
5. New Gateways: Work with GIAA to provide incentives to open Busan City as a gateway other than Incheon. Work with travel agents to develop a marketing strategy and PR outreach to increase awareness and interest in Guam travel from Korea's second largest city

Highlights

The Guam Visitors Bureau's strategy focused heavily on the trade arm of its Korea marketing in 2014 and it was supported by aggressive PR and consumer outreach.

GVB launched a Busan City Chapter of the Korea-Guam Marketing Committee (KGMC) in 2014 to create enhanced partnerships and cement relationships and to work cooperatively on the Busan City gateway supporting Korean Air's 4 weekly flights from Busan City, which started in April 2014.

A two-city roadshow, joined by 7 Guam industry partners, was held in Busan City and Daegu City, Korea's third largest city and another potential gateway attended by hundreds of travel trade industry representatives and trade media.

In September 2014, GVB joined United for the launch ceremony of its Incheon-Guam direct flights, which started in October 2014. Working with the Guam International Airport Authority (GIAA), GVB continued to pursue increased seat capacity with its airline partners, including United, Korean Air, Jin Air and Jeju Air.

Korea Market FY2014 at a Glance

Trade Shows/Conventions:	1
Consumer Shows:	2
Seminars/Workshops:	2
Cooperative Projects:	115
Media Fam Tours:	2
Online Promotions:	10

FY2014 Total Arrivals:	293,437
FY2013 Total Arrivals:	232,850
% from Last Year:	+26.0%



GVB continues to maintain presence at Korea's largest consumer shows, such as KOTFA, held in Seoul, and BITF, held in Busan City, to spread awareness of Guam's close proximity and convenience of travel with many flight and activity options. GVB also attended the Hana Tour International Travel Fair to acknowledge Korea's largest travel agency's support of the Guam market.

In addition, the Korea-Guam Tourism Council (KGTC) was formed by GVB to foster trade relations with the top Korean travel agencies. The KGTC plays a very important role in ensuring the Guam product is pushed at the sales level across Korea. GVB hosted a visit of the KGTC for strategic meetings on Guam in 2014 and regularly meets with the organization in Korea.



HONG KONG MARKET FY2014

Smart Goals

1. Engage in Joint Promotions with travel trade and media partners in FY2014
2. Market Development by executing themed promotions and developing the Guam product
3. Increase Media Exposure in FY2014

Highlights

One of the notable highlights of 2014 in the Hong Kong market was when Guam was voted as the “Most Romantic Tour” at the 2014 Hong Kong International Travel Expo (ITE). This was the second consecutive year the tropical resort island was voted “Most Romantic Tour” by the public. Guam was also featured in the widely acclaimed “New Travel Routings Contest,” now in its 7th year. It was organized by ITE and U Magazine, Hong Kong’s leading travel magazine.

Social media also played a key role in marketing the island. The Guam Visitors Bureau Hong Kong Office started to engage with fans through a variety of produced online videos, including a travel-music special filmed by Hong Kong pop duo, Robynn & Kendy. The group brought along their guitars, hopped on a plane to Guam, and documented their journey, while capturing the beautiful backdrop of paradise. The travel-music special aired on the official YouTube channel of Guam Visitor Bureau (HK) and received over 100,000 views since August 2014. Robynn & Kendy were signed to Universal Music Group in 2012 and received numerous music awards, including two gold albums, ‘Robynn & Kendy’ and ‘Dear Diary’.

Additionally, the microfilm, “Coincident in Romance”, was filmed on Guam by popular Hong Kong idols Yeung Chiu Hoi, Lulu Tong and To Siu Kiu. It attracted over 240,000 viewers on the GVB (HK) official YouTube Channel since February 2014.

Hong Kong Market FY2014 at a Glance

Trade Shows/Conventions:	2
Seminars/Workshops:	5
Cooperative Projects:	8
Travel Trade Fam Tours:	1
Media Fam Tours:	4
Online Promotions:	11

FY2014 Total Arrivals:	8,605
FY2013 Total Arrivals:	8,936
% from Last Year:	-3.7%



NORTH AMERICA MARKET FY2014

Smart Goals

1. Visiting Friends and Family (VFR)
 - Focus on VFR using consumer and trade shows such as: LA Times Travel Show, the LA Travel & Adventure Show, NTA Convention, Scuba Show, Chamorro Cultural Fair, and IPW. Engage with and attract friends of Guam.
 - Chase United/Delta Guam Only airfare packages
 - Elevate social media and online outreach
2. WWII, Korean War and Vietnam War Veterans
 - Work to highlight Guam's 70th Liberation, working with key local and stateside contacts
3. Adventure/Scuba Dive Travel
 - Expand Guam's diving options by working with local dive companies and attend overseas dive events
4. Military
 - Attend the Air Force and Navy travel fairs

Highlights

During 2014, the Guam Visitors Bureau partnered with local travel experts Mystical Tours for several stateside events. The plan was to articulate and create interest to visit Guam, especially with Chamorros and friends of Guam living in the U.S. mainland. GVB's participation at Che'lu Inc's Chamorro Cultural Festival proved successful with GVB getting a booth to share Guam collaterals and travel options. This resulted in increased travel to Guam for the 70th Liberation events. GVB's participation in other events, including dive shows and trade events kept Guam's face in the market and reinforced the value of visiting a place that many stateside Guamanians still call home.



North America Market FY2014 at a Glance

Trade Shows/Conventions:	3
Consumer Shows:	6
Seminars/Workshops:	1
Cooperative Projects:	10
Media Fam Tours:	0
Online Promotions:	16

FY2014 Total Arrivals:	67,182
FY2013 Total Arrivals:	59,507
% from Last Year:	+12.9%

PACIFIC/AUSTRALIA/EUROPE MARKET FY2014

1. Regional Promotions with PATA & PATA Micronesia Chapter
 - Create theme “Guam and Micronesia”
 - Drive Guam Membership to PATA/Increase PATA Micronesia Chapter Membership by 5%
2. Expand the Dive Market
 - Grow dive industry with participation to the Asia Dive Expo 2014
3. Branding Guam and Micronesia
 - Develop SM platform with the MicronesiaTour.com website
4. United Airlines joint promotions with Guam
 - Continue to work with United Airlines to invite travel writers or Fam Tours
5. PATA Travel Mart/ITB Asia 2014
 - Increase promotion of Guam as potential MICE Market and promote major Guam events such as the Guam Micronesia Island Fair and FESTPAC 2016

Highlights

The Pacific Market showed positive results with overall increased presence through Guam’s active involvement in the branding of the Micronesia region through its leadership in the Pacific Asia Travel Association (PATA) and the PATA Micronesia Chapter.

During the Taipei International Travel Fair on October 18-21, 2013, Guam, Palau and the CNMI utilized the “Micronesia: Experience the Warmth” logo in the Discover America Pavilion. This decision helped to further brand Guam and Micronesia as one region.

In addition to the regional presence in Taiwan, Guam also increased its presence in the Australia Market by participating in the Australia International Dive Show (AIDE) from February 22-23, 2014 in Sydney. During the 27th Guam Micronesia Island Fair, the PATA Micronesia Chapter also launched a social media promotion at the PATA/United booth increasing the website subscribers to 300 members.

The Guam Visitors Bureau proudly won a 2014 PATA Gold Award for the Marketing Media – Consumer Travel Brochure for the Shop Guam Festival Travel and Shopping Campaign. Former General Manager Karl Pangelinan, as well as GVB Marketing Manager/Chairwoman of the PATA Micronesia Chapter Pilar Lagaña, accepted the award at the PATA Travel Mart held in Cambodia.

Looking ahead, the Festival of Pacific Arts (FESTPAC) 2016 will be heavily promoted in the Pacific and Taiwan Markets.

Pacific/Australia/ Europe Market FY2014 at a Glance

Trade Shows/Conventions:	8
Seminars/Workshops:	5
Cooperative Projects:	3
Travel Trade Fam Tours:	1
Media Fam Tours:	2
Online Promotions:	2

FY2014 Total Arrivals

CNMI:	15,466	(-2.8%)
Marshall Islands:	895	(-0.9%)
FSM:	9,188	(-8.6%)
Palau:	2,936	(-2.8%)
Australia:	3,830	(+17.3%)
Europe:	1,876	(-10.7%)
Total:	34,191	(-3.0%)



PHILIPPINES MARKET FY2014

Smart Goals

1. Achieve 11,376 Filipino visitors to Guam in FY2014
2. Re-brand Guam's image through publicity positioning
3. Achieve 3.1 days length of stay by encouraging agent packages to offer 4-day packages. Strictly for Wedding and Silver market.
4. Engage airlines and travel agents for partnership in promotions and trade-related industry events

Highlights

With the 11.4% increase in visitor arrivals from the Philippines in FY14, the market has maintained its status as an emerging market for Guam. The improvement in the figures of Filipino tourists visiting the island can be attributed to the country's improving

economic status – which has likewise influenced the consumer's purchasing power, and GVB's aggressive promotional marketing and publicity efforts. It has maintained existing projects that deem to be effective in attracting more tourists – particularly the PTAA Travel Tour Expo, and likewise added new projects that will aid the bureau in achieving its tourism goals for the market. In FY14, GVB has expanded its reach outside the Metro Manila as it has recognized the growing tourism consumer markets in the Visayas region – particularly in Cebu. To support GVB's expanded reach, it participated in a travel trade business-to-business event in Cebu to directly promote Guam to travel agencies in the region; followed by a familiarization tour, in partnership with an airline partner, for top selling travel agents in region. All GVB marketing promotional efforts have also been supported by a sustained publicity strategy that resulted to a mix of digital, broadsheets, magazines, television features focusing on Guam's different propositions that appeal to the market's taste.



Philippines Market FY2014 at a Glance

Trade Shows/Conventions:	3
Seminars/Workshops:	1
Cooperative Projects:	1
Travel Trade Fam Tours:	1
Media Fam Tours:	2
Online Promotions:	0

FY2014 Total Arrivals:	11,742
FY2013 Total Arrivals:	10,564
% from Last Year:	+11.2%



RUSSIA MARKET FY2014

Smart Goals

1. Achieve at least 12,500 Russian visitors to Guam in FY2014
2. Establish direct air service
3. Increase awareness of Guam
4. Participate in MITT, MICE and PITE 2014
5. Conduct Guam Product Seminar, Road Shows and FAM tours
6. Travel Agent Co-op Program
7. Key Campaigns

Highlights

For FY2014, the marketing representation services for Russia were awarded to AA DV Region. As our full-time tourism representation company, their mission was to market and advertise destination Guam in the Far East of Russia Region.

Marketing programs were initiated by GVB head office and instructions were forwarded to the marketing rep to develop a promotional plan and budget. Total arrivals from Russia for FY2014 was 18,291, a 198.2% increase over FY2013.

In relations to social media, GVB head office tasked AA DV Region to monitor and maintain the GVB Russia Facebook fan page, vk.com fan page, odnoklassniki fan page as well as the GVB Russia website.

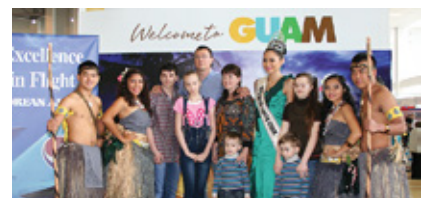
GVB attended various marketing and travel trade events such as 21st Moscow International Travel & Tourism (MITT), Moscow MICE Forum 2014, 18th Pacific International Tourism Expo (PITE), as well as various workshops in Irkutsk and Khabarovsk.

The Shop Guam Festival also highlighted the market with its global integrated marketing campaign. Brochures with coupons were produced by the GVB Russia office and distributed among travel agencies in the Far East of Russia.

Russia Market FY2014 at a Glance

Trade Shows/Conventions:	3
Seminars/Workshops:	3
Cooperative Projects:	3
Travel Trade Fam Tours:	3
Media Fam Tours:	2
Online Promotions:	7

FY2014 Total Arrivals:	18,291
FY2013 Total Arrivals:	6,134
% from Last Year:	+198.2%



TAIWAN MARKET FY2014

Smart Goals

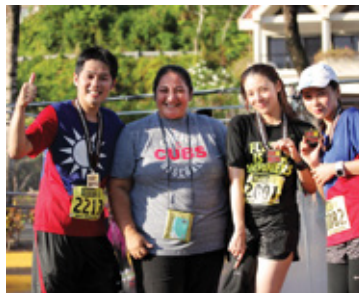
1. Increase Yield
 - 5% Increase in Low Season (March/May/Sept/Nov) to meet Goal pax of 51,750
 - Drive the Cycling and Running Campaigns
 - Create SM Platforms similar to LY "Say Yes Campaign" to have 2-3 Family groups travel to Guam
 - SGF – invite Celebrities and 4-5 Bloggers for 2014 Events
 - Develop Incentive programs with the airlines to drive more arrivals in March/May 2014
2. Increase SM Networks
 - Guam Facebook has 45,000 fans, look to increase by more than 5%
 - Achieve 50,000 page views for the Guam blog
 - Develop mobile marketing tactics as the SGF Downloads and achieve 1,000 downloads
3. Promote Guam Sports and Themed Events
 - Continue to increase Regional Promotions during ITF and the other National/State Tourism Organizations for Guam and the Micronesia Region
 - Aggressively promote the Guam Long Ride, Guam International Marathon, Guam Micronesia Island Fair, Guam Cycling Campaign, and the Guam Ko'ko' Road Race
 - Promote FESTPAC 2016

Highlights

The Taiwan market increased by 6.3% in arrivals compared to FY2013 closing out the year with 50,924 visitors. The market increased its theme promotions throughout the year with a Guam Cycling Tour taking place in the first quarter of FY2014, inviting a celebrity cyclist to do a group cycling tour on Guam in November. Celebrity runner "Gin" participated in the Guam International Marathon in April and all girl Taiwanese pop group "Popu Lady" was a guest at the 1st Guam Live International Music Festival. In addition, during the Guam BBQ Block Party in July, we also hosted celebrity Pop Group F.I.R. to participate in the event as well as 4 popular bloggers from Taiwan. All celebrity groups and bloggers filmed their music videos on Guam, which gave our island more exposure in the market.

Guam's Facebook page in Taiwan reached 55,000 fans and achieved more than 60,000 page views. The Taipei ITF 2014 (October 18-21, 2014) held a joint Micronesia regional promotion with Palau and the CNMI promoting "Micronesia: Experience the Warmth".

In addition to the ITF promotions, GVB Board Member Theresa Arriola met with Taiwan Travel Agents and the Organizers of the Council of Indigenous Peoples in Taiwan to actively promote the Festival of Pacific Arts in 2016.



Taiwan Market FY2014 at a Glance

Trade Shows/Conventions:	4
Seminars/Workshops:	6
Cooperative Projects:	7
Travel Trade Fam Tours:	1
Media Fam Tours:	6
Online Promotions:	3

FY2014 Total Arrivals:	50,924
FY2013 Total Arrivals:	47,904
% from Last Year:	+6.3%



DIGITAL REVIEW FY2014

To better support our visitors and trade partners, we revamped our consumer website, visitguam.com, turning it into a comprehensive and interactive platform.

The contemporary design plays up the Chamorro culture and features the latest visitor information. It serves as the digital gateway to America in Asia.

Expect visitguam.com to be available in other languages in 2015.

Visitguam.com Site Statistics

2014 was very successful year for GVB's online presence. visitguam.com stats are performing way above industry standards in pages per visit, time on site, and bounce rate averages over other DMO sites.

- Organic search traffic is up by 69% on visitguam.com.
- There were 262,759 visits to the site and 220,622 were unique visitors.
- A total of 990,518 page views occurred on the website.
- Organic search traffic brought 168,807 visits to the site, providing 64.24% of the total traffic.
- Referring websites sent 63,222 visits to the website, providing 24.06% of the total traffic.
- Direct traffic to the site provided 30,730 visits which made up 11.70% of the total traffic.
- Facebook campaigns drove 2,443 visits to the site while Twitter campaigns sent 112 visits.

Mobile Site Statistics

- There were 5,668 visits to the site and 3,863 were unique visitors.
- A total of 19,440 page views occurred on the mobile website.



- There were 41,294 mobile visits and 36,589 tablet visits to visitguam.com

Visits to GVB's site increased by 26% and increased by 29% when including mobile visits.

- Unique Visitors increased by 23% and increased by 25% when including mobile visits.
- Page views increased by 107% on the main site while total page views increased by 111%.
- Average visit duration increased (113%) on the main site.
- Bounce rate decreased (-24%) on the main site.
- Organic search traffic increased by 69% on the main site.

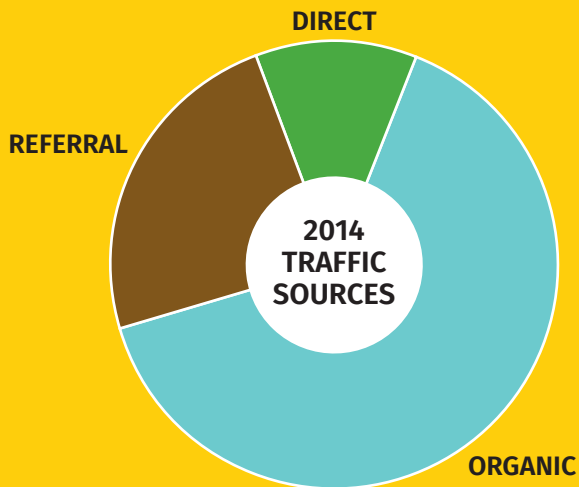
Global Digital Goals

- Launch of all GVB's Global Websites is scheduled to be released by May 2015, to include

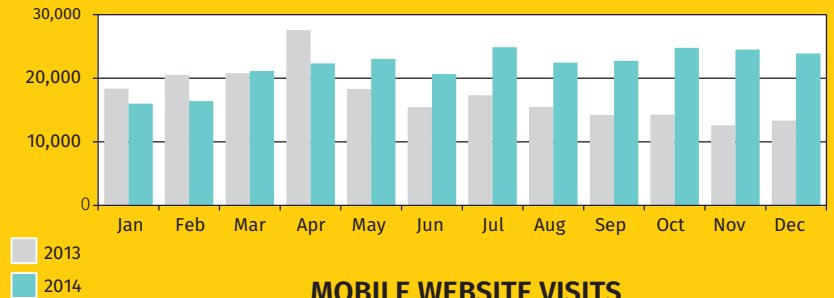
all foreign language versions of visitguam.com including: Japanese, Korean, Traditional Chinese (Taiwan + Hong Kong markets), Simplified Chinese (China market) and its new emerging Russian market.

- GVB will enhance its Membership/Partner benefits with exposure on all its Global Websites utilizing CRM/CMS lead and sales generation, bookings and management through GVB's Member Extranet Access. This will provide members real time updates on partner information and access to real time leads.
- GVB will continue its goals on the development of new, innovative mobile applications, which will allow our visitors to experience Guam with the latest information on membership information in the palm of their hands.

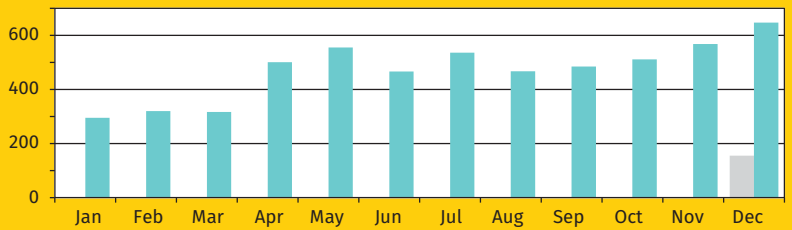
DIGITAL REVIEW FY2014 CHARTS & GRAPHS



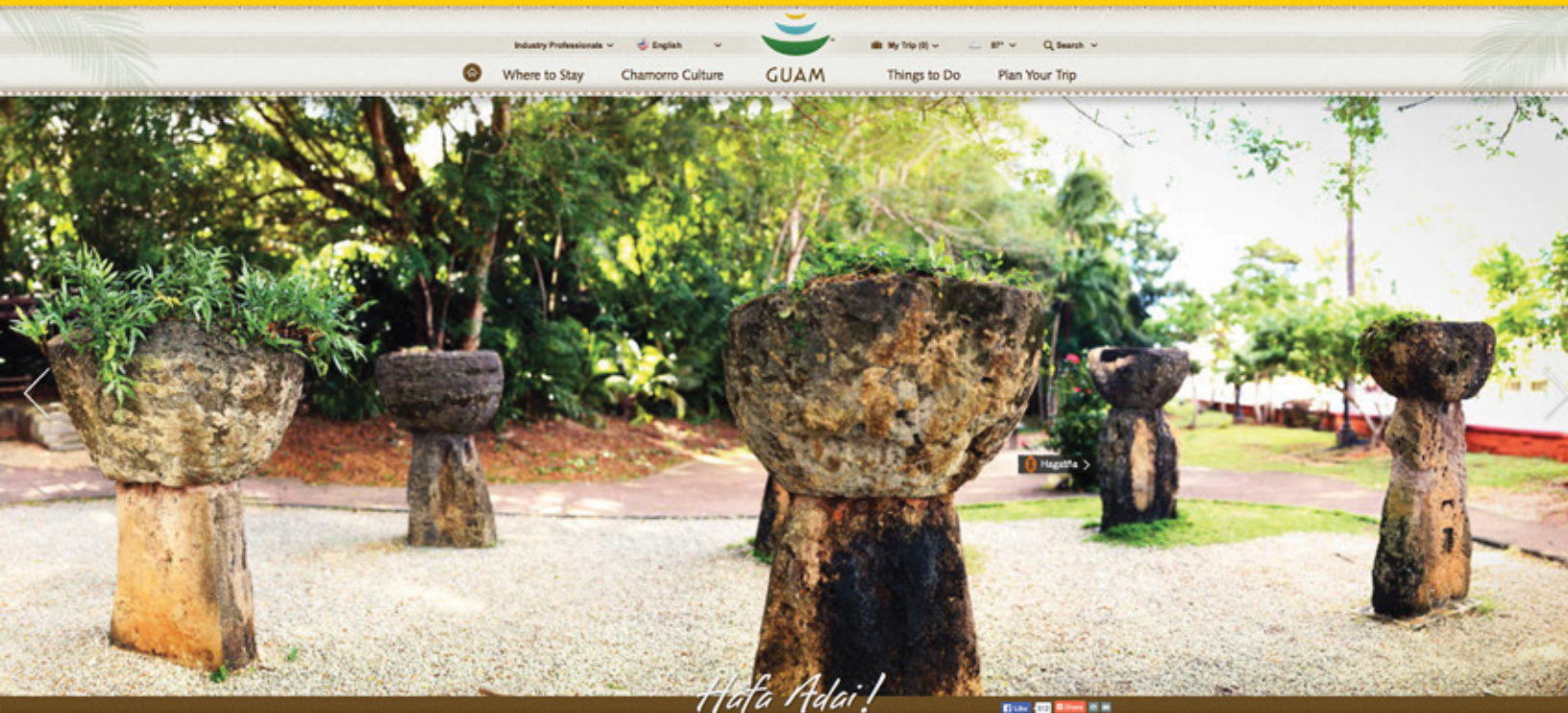
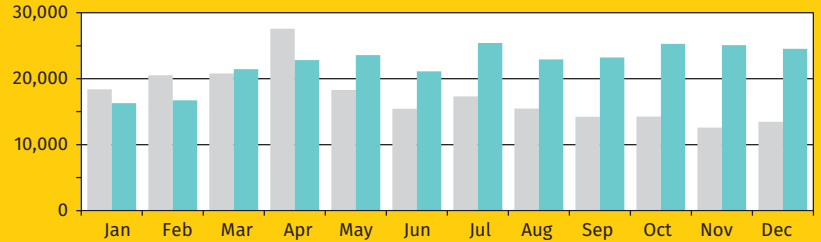
MAIN WEBSITE



MOBILE WEBSITE VISITS



TOTAL WEBSITE VISITS



Welcome to the official site of the Guam Visitors Bureau.

As Guam's tourism agency, GVB uses its research, industry and marketing expertise to develop and implement the island's strategic tourism marketing plan. GVB is responsible for supporting programs to promote and develop Guam as a safe and satisfying destination for visitors and to derive maximum benefits for the people of Guam.



Amidst a busy weekend with Thanksgiving, Black Friday, the Japan Club of Guam Autumn Festival and the Guma' I Taotao Peace Festival, over four thousand people came to Pleasure Island, Tumon on December 1, 2013 to celebrate the community launch of the Shop Guam Festival. Together with the Guam Hotel & Restaurant Association (GHRA), the Guam Visitors Bureau (GVB) and its partners organized the SHOP GUAM | TASTE GUAM event in the heart of the island's tourism district.

"We applaud the successful efforts of our partners to make everyone feel at home with great entertainment and mouth watering cuisine," said former GVB General Manager Karl Pangelinan. "We couldn't have asked for a better turnout and we thank our island community and visitors for celebrating with us."

San-ai Swimwear Image Girl Ikumi Hisamatsu kicked off the first of five fashion shows at the event with 20 other international and local models on a 24-foot catwalk. Local dance groups and DJs also kept the crowd entertained throughout the night.

International celebrity musicians Faye Chan, Ian Chen and Real Huang also attended the festivities and were introduced on stage. The trio makes up the Taiwanese pop rock group known as F.I.R. They were on Guam to shoot a music video and buy locally made

products for less fortunate children in their country.

Many island residents and visitors were likewise seen indulging on an assortment of fiesta plates, fresh fruit juices and sweet treats.

"We're extremely humbled and grateful from the response of our community. It's extremely satisfying when all of our partners from DFS Galleria, Pleasure Island and GVB continue to put out strong events," said GHRA President Mary Rhodes. "The combination of hotels, restaurants and smaller vendors really put a lot of diversity for everyone to enjoy."

In addition, Rhodes mentioned the proceeds from the food and beverage sales would benefit the Micronesian Chefs' Association, Guam Community College's Culinary Arts Program and GHRA scholarships.

Aside from the fashion and food, SHOP GUAM | TASTE GUAM was also an environmentally conscious event. iRecycle Program Administrator Peggy Denney and her team of students volunteered their time to help recycle any waste that was generated.

The Shop Guam campaign continued with more shopping incentives, cultural events and activities linked to the free Shop Guam app for iPhones and Android phones. The mobile guide is available for download on the iPhone App Store and Google Play Store.

Additionally, the community enjoyed the holiday lights in Tumon and Christmas Village display across from the Hyatt Resort. The annual holiday illumination project was another component of the Shop Guam festival to celebrate the Christmas season on Guam.

GUAM LOVE

The Guam Visitors Bureau (GVB) announced the launch of the #GuamLove campaign, which ran from February – March 15, 2014. #GuamLove was an effort to showcase 2014 as the “Year of Love” on Guam and celebrate both American Valentine’s Day (February 14) and Japanese White Day (March 14) through traditional and social media promotions, weekend fireworks displays, as well as a #GuamLove event at the GuamLove Light Park in Tumon.

“We wanted to continue to give both our visitors and local residents more reasons to fall in love with Guam and what better time of year to celebrate than during Valentine’s and White Day,” said former GVB General Manager Karl Pangelinan. “GVB encouraged the community to participate in our #GuamLove events and share with our visitors all there is to love about our island.”

GVB encouraged the local community to connect on facebook and share photos depicting what they love about Guam or snap a photo at the GuamLove Light Park in Tumon using #GuamLove to ensure entries are collected. Selected images were considered for Guam brand postcards and contest winners received a staycation package courtesy of Hyatt Regency Guam, Tango Theaters and the stations of KUAM. Four Guam-brand staycation package winners were selected throughout the course of the campaign and received a two-night stay at the Hyatt Regency Guam, dinner for two at Al Dente Italian restaurant, Tango theater movie tickets and Guam-brand items.



GOOGLE STREET VIEW



In partnership with the Guam Visitors Bureau (GVB), Google launched its first Street View imagery of Guam on September 25, 2014. The new Street View images feature panoramic views from public roads on the island, giving people a virtual road trip through street-level imagery. Google unveiled new 23 beautiful locations including beaches, parks, and tourist spots such as Two Lovers Point and the Cetti Bay Overlook. With this new Street View imagery, Guam’s beautiful landscape and tourist attractions can now be enjoyed virtually through Google Maps from anywhere in the world.

In addition, Google released new Indoor View imagery for eight shopping centers and 19 hotels on



Guam, bringing people a new way to explore some of the island’s most popular indoor destinations.

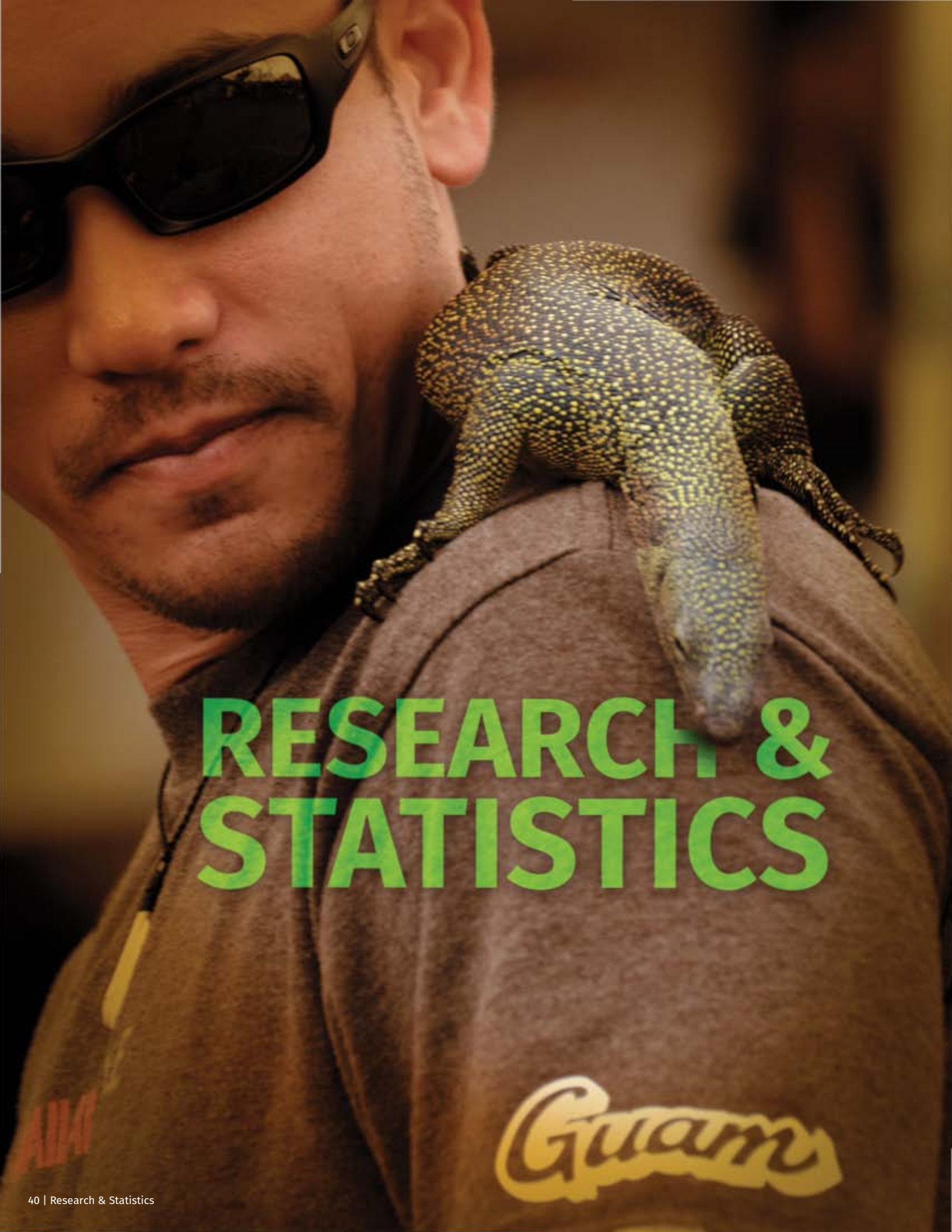
“Guam is the crown jewel of the Pacific. We have the most amazing sunsets and our people embody the Håfa Adai Spirit. We have been blessed with a rare opportunity to showcase our island home with a little help of technology thanks to Google. Now everyone around the globe will know of the treasures that our island paradise has to offer,” said Governor Eddie Baza Calvo.

To commemorate the launch, the Google Street View Trekker was on display at GVB’s booth at JATA on Saturday, September 27. The Street View Trekker is a backpack



equipped with a Street View camera system used to gather imagery in locations only accessible by foot and was used to collect off-road imagery on Guam. Visitors experienced wearing this system and took photos with their own cameras or other mobile devices.

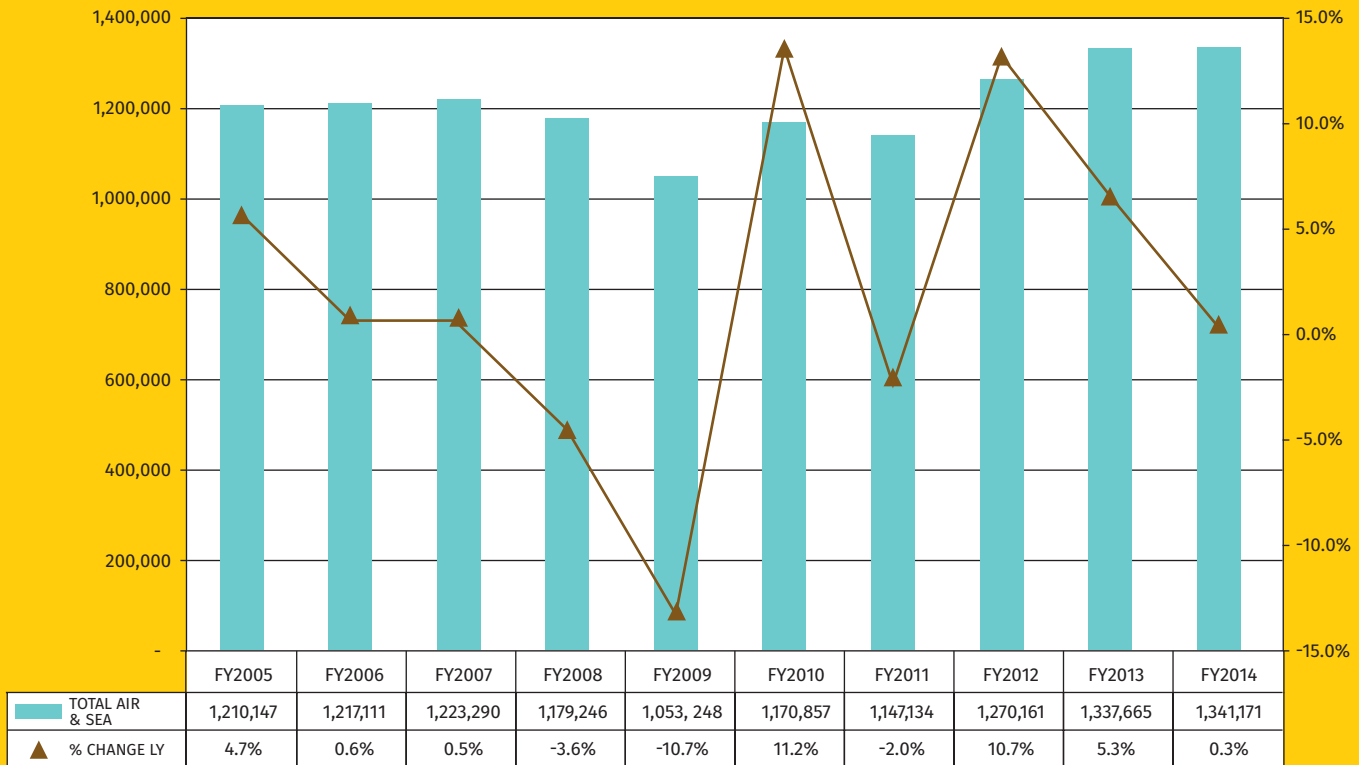
“We are excited to have partnered with Google to capture our island paradise in a way that hasn’t been done before,” said former GVB General Manager Karl Pangelinan. “With the launch of Google Street View on Guam, both our local residents and visitors have a new unique resource to explore Guam’s natural beauty and experience why we are the resort destination of choice.”



RESEARCH & STATISTICS

Guam

FISCAL YEAR ARRIVALS • CIVILIAN/ARMED FORCES AIR & SEA



Compiled by the GVB Research Department.

FISCAL YEAR ARRIVALS • BY PLACE OF RESIDENCE

	FY2010	FY2011	FY2012	FY2013	FY2014	% Change LY	MIX
Japan	887,986	823,645	907,765	912,093	825,830	-9.5%	62.0%
Korea	120,065	145,081	165,143	232,850	293,437	26.0%	22.0%
Taiwan	29,420	40,709	49,851	47,904	50,924	6.3%	3.8%
China	4,669	6,179	9,040	10,384	14,547	40.1%	1.1%
U.S. Mainland	49,340	48,437	53,329	48,876	53,292	9.0%	4.0%
Hawaii	11,311	11,199	11,437	9,670	12,859	33.0%	1.0%
CNMI	18,369	17,932	17,272	15,905	15,466	-2.8%	1.2%
Palau	3,441	3,516	3,668	3,021	2,936	-2.8%	0.2%
FSM	9,520	10,167	10,137	10,052	9,188	-8.6%	0.7%
RMI	1,215	1,250	1,079	903	895	-0.9%	0.1%
Philippines	12,016	10,748	10,240	10,564	11,742	11.2%	0.9%
Australia	2,896	3,660	4,071	3,265	3,830	17.3%	0.3%
Canada	672	703	773	961	1,031	7.3%	0.1%
Europe	1,589	1,511	1,566	2,101	1,876	-10.7%	0.1%
Hong Kong	5,640	8,519	8,396	8,936	8,605	-3.7%	0.6%
Thailand	327	498	383	382	400	4.7%	0.0%
Vietnam	80	105	113	92	100	8.7%	0.0%
Russia	385	528	2,931	6,134	18,291	198.2%	1.4%
Other/Unknown	3,887	4,036	4,441	6,394	6,708	4.9%	0.5%
Total Air	1,162,828	1,138,423	1,261,635	1,330,487	1,331,957	0.1%	100.0%
Total Sea	8,029	8,711	8,526	7,178	9,214	28.4%	
TOTAL ARRIVALS (Air + Sea)	1,170,857	1,147,134	1,270,161	1,337,665	1,341,171	0.3%	

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

VISITOR PROFILES

	JAPAN		KOREA		TAIWAN	
Marital Status	Single Married	58% 42%	Single Married	23% 77%	Single Married	48% 52%
Age	18-24 years 25-34 years 35-49 years 50+ years	31% 33% 26% 10%	Less than 25 years 25-34 years 35-49 years 50+ years	6% 52% 38% 3%	Less than 25 years 25-34 35-49 years 50+ years	15% 52% 28% 6%
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	17% 13% 17% 20% 14% 14% 4%	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% 14% 17% 19% 13% 25% 6%	Less than 400K 400K-600K 600K-800K 800K-1.0M 1.0M+ No income specified	23% 27% 22% 10% 16% 3%
Travel Companions	Friends Family Spouse Child Office Alone Other	47% 39% 30% 17% 12% 2% 14%	Friends Family Spouse Child Office Alone Parents Other	13% 78% 70% 34% 4% 7% 11% 8%	Friends Family Spouse Child Office Alone Parents Other	35% 51% 39% 15% 10% 7% 12% 11%
Trip Status	First Timers Repeaters Repeat Visitors Last Trip Within the last year 1 to 2 years 2 or more years	56% 44% 23% 24% 54%	First Timers Repeaters Repeat Visitors Last Trip Within the last year 1 to 2 years 2 or more years	85% 15% 29% 17% 53%	First Tmers Repeaters Repeat Visitors Last Trip Within the last year 1 to 2 years 2 or more years	85% 15% 30% 29% 41%
Gender	Male Female	50% 50%	Male Female	50% 50%	Male Female	53% 47%
Length of Stay	Average stay 1-2 nights 3 nights 4+ nights	2.98 days 31% 48% 21%	Average stay 1-2 nights 3 nights 4+ nights	3.68 days 2% 56% 41%	Average stay 1-2 nights 3 nights 4+ nights	3.40 days 1% 70% 29%
Expenditures <i>(per person)</i>	Prepaid On-Island Per Trip Average Exchange Rate	\$774.17 \$488.15 ¥102.33	Prepaid On-Island Per Trip Average Exchange Rate	\$833.74 483.79 1,043.87	Prepaid On-Island Average Exchange Rate	\$692.55 \$460.91 NT\$29.99
Travel Planning	Full tour package Free-time package Individually arranged travel Group tour Company Other	22% 60% 9% 5% 3% 1%	Full tour package Free-time package Individually arranged travel Group tour Company Other	37% 44% 16% 1% 2% 0%	Full tour package Free-time package Individually arranged travel Group tour Other	22% 46% 28% 2% 2%
Travel Motivation <i>(reason for travel)</i>	Natural Beauty/Beach* Pleasure Travel Time Relaxation Shop Price Prior Trip Water Sports Safe Destination Recommendation To Get Married Business Trip Scuba	57% 48% 49% 34% 33% 24% 34% 21% 23% 22% 5% 9% 6%	Natural Beauty/Beach Pleasure Travel Time Relaxation* Shop Price Prior Trip Water Sports Safe Destination Recommendation Visit Company Honeymoon	46% 13% 29% 53% 28% 12% 10% 11% 26% 19% 4% 4% 16%	No Visa Required Natural Beauty/Beach* Pleasure Travel Time Relaxation Shop Price Prior Trip Water Sports Safe Destination Recommendation Scuba Honeymoon	24% 56% 8% 8% 36% 25% 14% 6% 18% 23% 22% 18% 7%

* Top reason for choosing Guam.

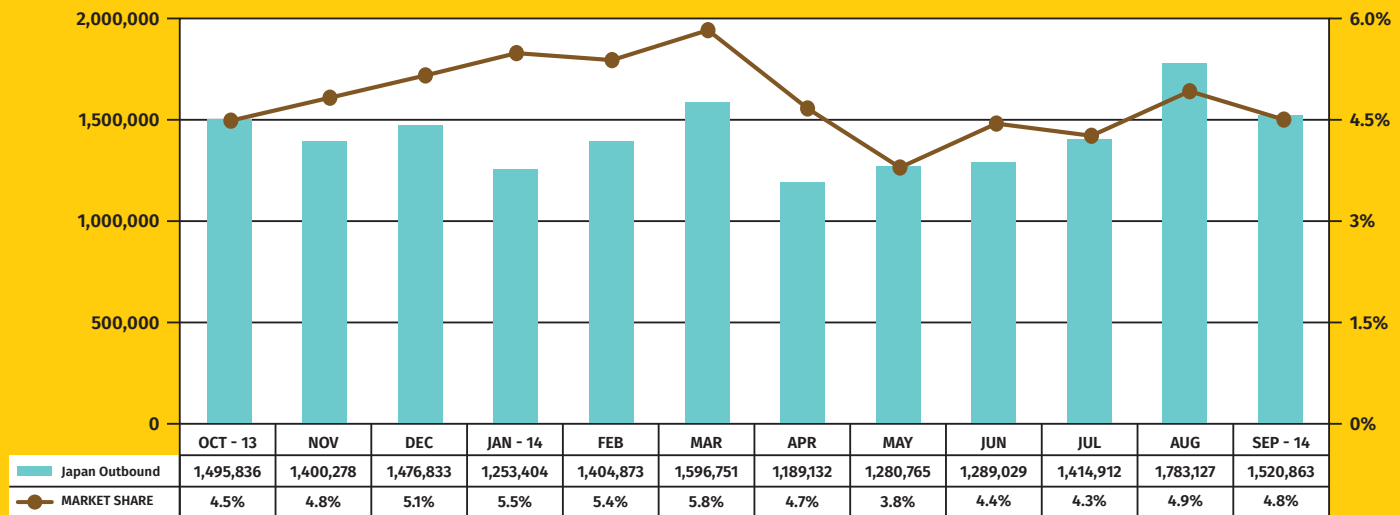
HONG KONG		RUSSIA		CHINA	
Single	32%	Single	81%	Single	84%
Married	68%	Married	19%	Married	16%
Less than 25 years	7%	18~24 years	5%	18~24 years	7%
25~34 years	48%	25~34 years	26%	25~34 years	41%
35~49 years	37%	35~49 years	45%	35~49 years	40%
50+ years	9%	50+ years	24%	50+ years	12%
Less than 500K	39%	Less than 732,321	17%	Less than 60K	14%
500K~1.0M	31%	732,321~1,098,481	39%	60K~80K	13%
1.0M~2.0M	22%	1,098,481~1,464,642	18%	80K~120K	18%
2.0M~3.0M	4%	1,464,642~1,830,803	9%	120K~240K	25%
3.0M+	3%	1,830,803~2,263,124	5%	240K+	29%
No income specified	1%	2,263,124+	7%	No income specified	1%
No income specified	1%	No income specified	1%		
Friends	32%	Friends	19%	Friends	15%
Family	58%	Family	72%	Family	82%
Spouse	48%	Spouse	59%	Spouse	47%
Child	15%	Child	28%	Child	18%
Office	6%	Office	7%	Alone	5%
Alone	10%	Alone	20%	Parent	14%
Parent	10%	Parent	4%	Other	4%
Other	6%	Other	8%		
First Timers	85%	First Timers	89%	First Timers	90%
Repeaters	15%	Repeaters	11%	Repeaters	10%
Repeat Visitors Last Trip		Repeat Visitors Last Trip		Repeat Visitors Last Trip	
Within the last year	39%	Within the last year	78%	Within the last year	75%
1 to 2 years	35%	1 to 2 years	14%	1 to 2 years	0%
2 or more years	26%	2 or more years	8%	2 or more years	25%
Male	51%	Male	50%	Male	60%
Female	49%	Female	50%	Female	40%
Average stay	3.32 days	Average stay	11.84 days	Average stay	3.94 days
1-2 nights	28%	1-2 nights	2%	1-2 nights	1%
3 nights	48%	3 nights	1%	3 nights	14%
4+ nights	24%	4+ nights	97%	4+ nights	85%
Prepaid	\$803.91	Prepaid Per Trip	\$1,644.43	Prepaid Per Trip	\$1,271.82
On-Island	\$523.52	On-Island Per Trip	\$1,225.85	On-Island Per Trip	\$1,145.50
Average Exchange Rate	\$ 7.75	On-Island Per Day	\$117.19	Average Exchange Rate	CNY 6.14
		Average Exchange Rate	RUB34.6745		
Full tour package	6%	Full tour package	35%	Full tour package	15%
Free-time package	35%	Free-time package	55%	Free-time package	75%
Individually arranged travel	54%	Individually arranged travel	5%	Individually arranged travel	9%
Group tour	2%	Group Tour	0%	Group Tour	0%
Company	2%	Company Paid	3%	Company	0%
Other	1%	Other	1%	Other	1%
No Visa Required	18%	Visa Waiver	94%	Natural Beauty/Beach*	64%
Natural Beauty/Beach*	41%	Natural Beauty/Beach*	96%	Pleasure	10%
Pleasure	5%	Pleasure	40%	Travel Time	26%
Travel Time	5%	Travel Time	87%	Relaxation	38%
Relaxation*	26%	Relaxation	71%	Shopping	47%
Shop	13%	Shopping	25%	Price	20%
Price	8%	Price	37%	Prior Trip	5%
Water Sports	12%	Prior Trip	10%	Water Sports	24%
Safe Destination	16%	Water Sports	4%	Safe Destination	25%
Recommendation	15%	Safe Destination	44%	Recommendation	26%
Married	9%	Recommendation	52%	Golf	3%
Scuba	12%	Scuba	3%	Scuba	6%
Honeymoon	6%	Company	4%	Company	5%

JAPAN ARRIVALS • BY REGION

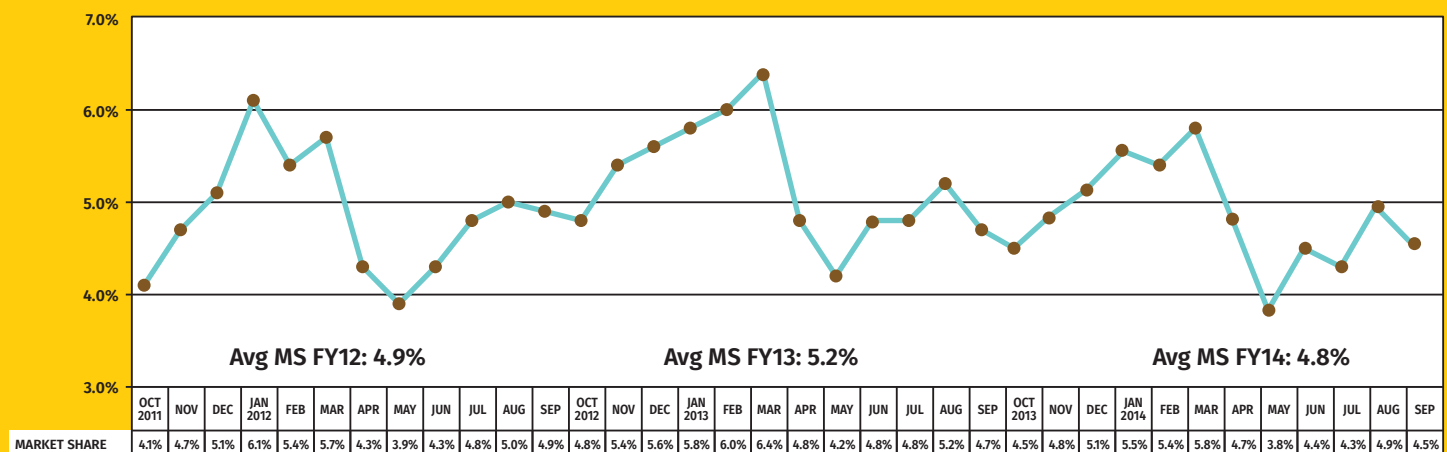
	Kanto (Tokyo)	Chubu (Nagoya)	Kinki (Osaka)	Koshinetsu	Hokuriku	Tohoku (Sendai)	Kyushu (Fukuoka)	Chugoku (Hiroshima)	Hokkaido (Sapporo)	Shikoku	Okinawa /Miya	Other	TOTAL
OCT	32,022	9,189	12,953	1,836	956	2,556	2,331	2,509	1,080	924	303	215	66,874
NOV	29,266	8,703	14,942	2,964	1,058	2,662	2,326	2,163	1,391	883	483	516	67,357
DEC	31,947	10,517	16,719	2,872	1,021	2,854	3,232	2,746	1,450	1,244	443	750	75,795
1st QTR TOTAL	93,235	28,409	44,614	7,672	3,035	8,072	7,889	7,418	3,921	3,051	1,229	1,481	210,026
JAN	30,496	8,524	14,887	2,179	910	2,961	2,262	1,950	2,569	1,023	355	1,025	69,141
FEB	34,802	10,337	14,386	2,032	1,301	3,005	3,048	2,270	1,692	1,015	420	985	75,293
MAR	42,188	12,427	17,918	2,644	1,409	3,271	5,278	3,195	1,895	1,221	272	1,031	92,749
2nd QTR TOTAL	107,486	31,288	47,191	6,855	3,620	9,237	10,588	7,415	6,156	3,259	1,047	3,041	237,183
APR	26,217	9,158	10,443	1,202	1,087	1,579	2,216	1,426	1,178	689	269	849	56,313
MAY	22,924	6,361	9,584	1,120	717	1,588	2,364	1,497	935	817	182	565	48,654
JUN	27,137	8,467	9,983	1,172	1,082	1,848	2,411	1,507	1,111	1,091	504	912	57,225
3rd QTR TOTAL	76,278	23,986	30,010	3,494	2,886	5,015	6,991	4,430	3,224	2,597	955	2,326	162,192
JUL	30,724	7,826	12,058	1,091	779	1,638	2,200	1,815	787	739	343	348	60,348
AUG	48,902	10,339	15,606	1,436	777	1,851	3,746	2,315	844	925	502	429	87,672
SEP	34,352	8,627	12,060	1,826	846	2,029	3,197	2,047	1,054	803	837	731	68,409
4th QTR TOTAL	113,978	26,792	39,724	4,353	2,402	5,518	9,143	6,177	2,685	2,467	1,682	1,508	216,429
FY2014 TOTAL	390,977	110,475	161,539	22,374	11,943	27,842	34,611	25,440	15,986	11,374	4,913	8,356	825,830
FY2014 MARKET MIX	47.3%	13.4%	19.6%	2.7%	1.4%	3.4%	4.2%	3.1%	1.9%	1.4%	0.6%	1.0%	
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%	

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)



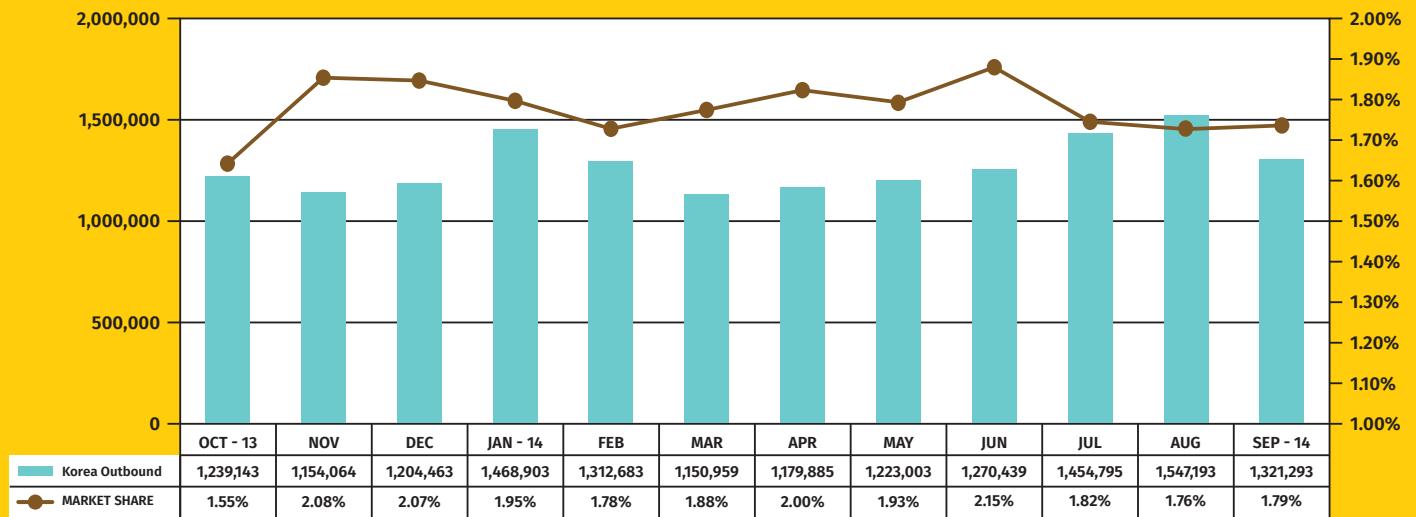
Source: Japan Overseas Travellers, Ministry of Justice, Japan National Tourist Organization (JNTO)

KOREA ARRIVALS • BY REGION OF ORIGIN

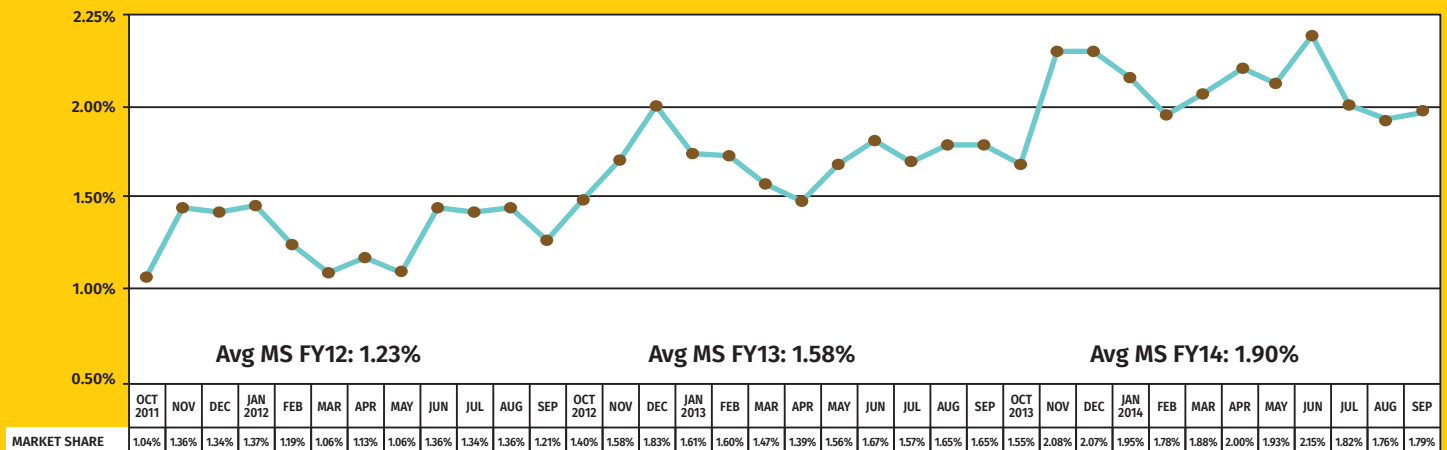
	Seoul	Incheon	Chungbuk	Chungnam	Gangwon	Jeonbuk	Gyeonbuk	Gyeonggi	Jeonnam	Gyeongnam	Other	TOTAL
OCT	9,019	1,334	286	728	257	268	679	4,419	476	1,142	639	19,247
NOV	11,466	1,493	490	769	320	325	810	5,440	504	1,566	784	23,967
DEC	11,795	1,541	451	895	270	351	1,046	5,523	531	1,565	905	24,873
1st QTR TOTAL	32,280	4,368	1,227	2,392	847	944	2,535	15,382	1,511	4,273	2,328	68,087
JAN	13,362	1,720	483	931	446	545	859	6,403	750	1,720	1,371	28,590
FEB	11,454	1,250	428	933	328	378	760	4,993	545	1,385	851	23,305
MAR	10,303	1,557	378	823	231	276	659	4,783	428	1,462	700	21,600
2nd QTR TOTAL	35,119	4,527	1,289	2,687	1,005	1,199	2,278	16,179	1,723	4,567	2,922	73,495
APR	10,675	1,409	449	943	257	383	911	5,171	544	1,929	969	23,640
MAY	11,257	1,550	296	796	213	280	705	5,358	472	1,845	868	23,640
JUN	12,661	1,740	400	850	208	268	796	6,255	562	2,384	1,133	27,257
3rd QTR TOTAL	34,593	4,699	1,145	2,589	678	931	2,412	16,784	1,578	6,158	2,970	74,537
JUL	12,572	1,548	403	947	199	428	924	5,693	472	2,124	1,104	26,414
AUG	13,324	1,529	436	856	203	325	923	5,558	482	2,499	1,112	27,247
SEP	10,798	1,526	394	851	248	308	827	5,690	440	1,829	746	23,657
4th QTR TOTAL	36,694	4,603	1,233	2,654	650	1,061	2,674	16,941	1,394	6,452	2,962	77,318
FY2014 TOTAL	138,686	18,197	4,894	10,322	3,180	4,135	9,899	65,286	6,206	21,450	11,182	293,437
FY2014 MARKET MIX	47.3%	6.2%	1.7%	3.5%	1.1%	1.4%	3.4%	22.2%	2.1%	7.3%	3.8%	
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%	

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

GUAM'S MARKET SHARE OF KOREA OUTBOUND TRAVELLERS



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



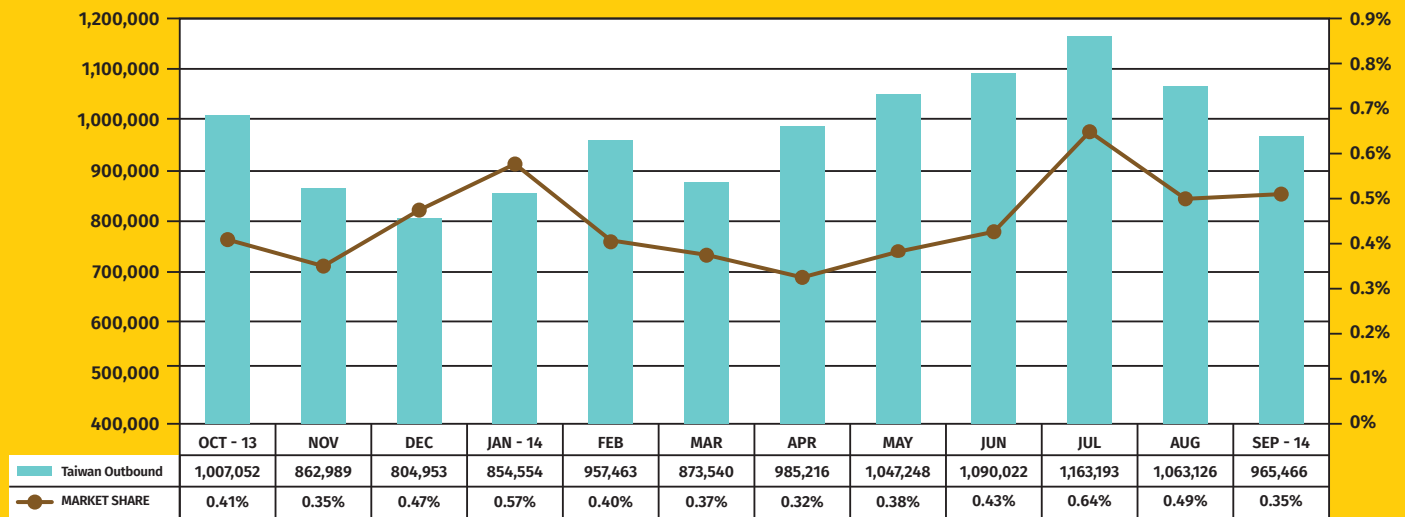
Source: Korea Overseas Travellers, Korea Tourism Organization (KTO)

TAIWAN ARRIVALS • BY REGION

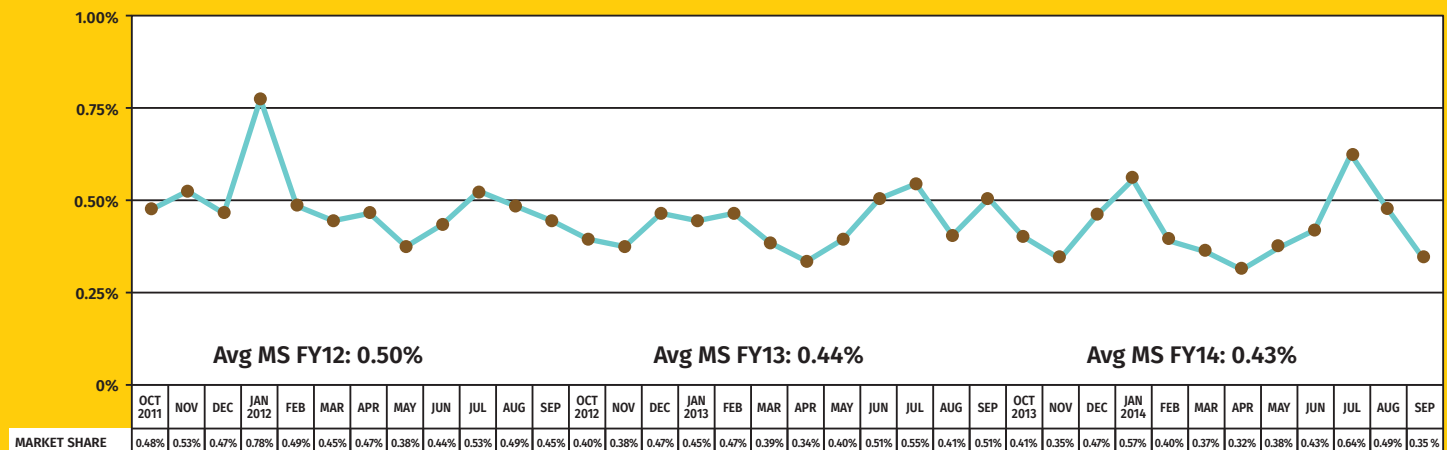
	Taipei	Kaohsiung	Taichung	Taoyuan, Miaoli, Hsinehu	Other	TOTAL
OCT	2,369	333	782	338	285	4,107
NOV	1,692	251	504	306	243	2,996
DEC	2,029	309	705	406	372	3,821
1st QTR TOTAL	6,090	893	1,991	1,050	900	10,924
JAN	2,698	351	791	615	457	4,912
FEB	2,061	239	676	471	424	3,871
MAR	1,644	276	542	487	292	3,241
2nd QTR TOTAL	6,403	866	2,009	1,573	1,173	12,024
APR	1,754	172	591	348	313	3,178
MAY	1,971	230	568	850	377	3,996
JUN	2,629	345	752	591	377	4,694
3rd QTR TOTAL	6,354	747	1,911	1,789	1,067	11,868
JUL	4,104	436	1,391	960	575	7,466
AUG	2,929	294	1,074	610	327	5,234
SEP	2,121	173	643	360	111	3,408
4th QTR TOTAL	9,154	903	3,108	1,930	1,013	16,108
FY2014 TOTAL	28,001	3,409	9,019	6,342	4,153	50,924
FY2014 MARKET MIX	55.0%	6.7%	17.7%	12.5%	8.2%	
FY2013 MARKET MIX	55.5%	7.0%	16.5%	10.3%	10.6%	

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



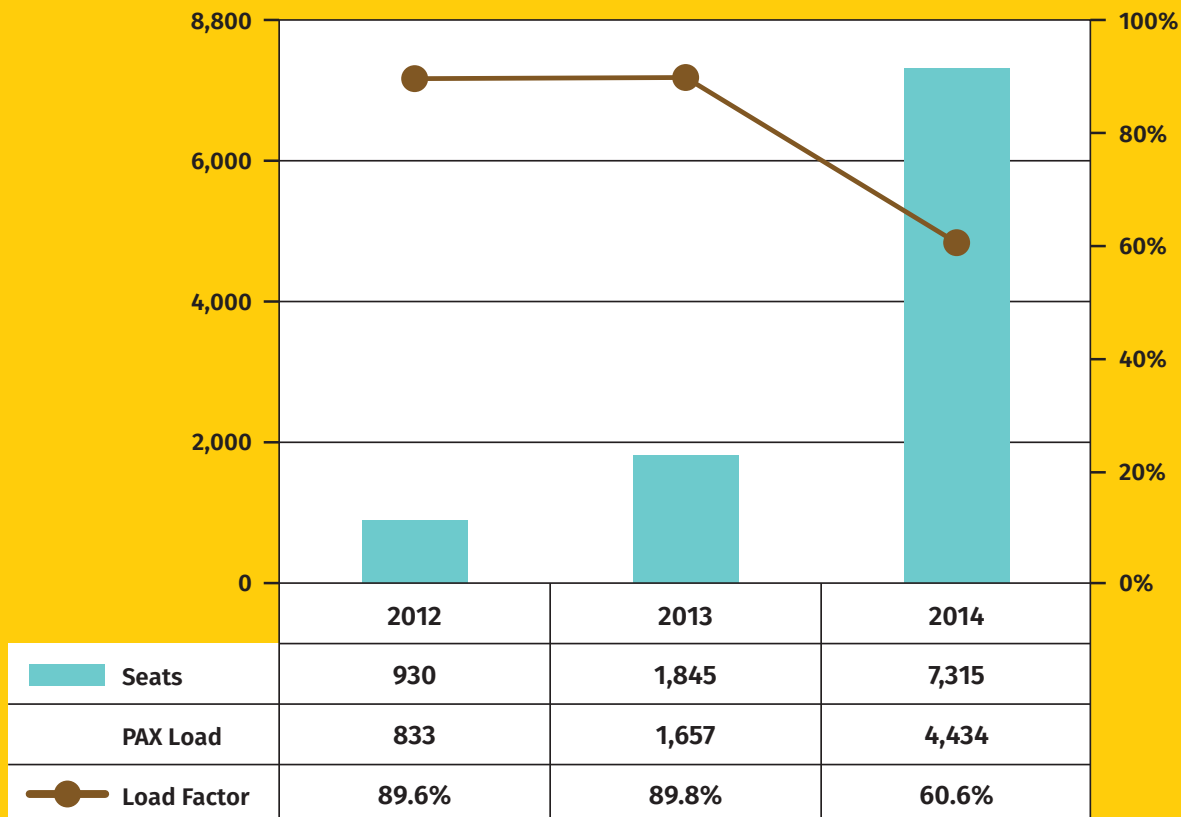
Source: Tourism Bureau, Ministry of Transportation & Communications, Republic of China

CHINA ARRIVALS • BY REGION

	Beijing	Shanghai	Guangzhou	Other	TOTAL
OCT	407	625	111	376	1,519
NOV	145	127	50	371	693
DEC	98	171	67	255	591
1st QTR TOTAL	650	923	228	1,002	2,803
JAN	552	639	97	826	2,114
FEB	578	438	112	899	2,027
MAR	112	131	73	312	628
2nd QTR TOTAL	1,242	1,208	282	2,037	4,769
APR	164	145	63	334	706
MAY	165	135	101	374	775
JUN	268	148	130	274	820
3rd QTR TOTAL	597	428	294	982	2,301
JUL	857	306	88	578	1,829
AUG	580	199	134	276	1,189
SEP	683	335	124	514	1,656
4th QTR TOTAL	2,120	840	346	1,368	4,674
FY2014 TOTAL	4,609	3,399	1,150	5,389	14,547
FY2014 MARKET MIX	31.7%	23.4%	7.9%	37.0%	
FY2013 MARKET MIX	23.4%	29.1%	7.9%	39.6%	

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

CHINA CHARTER SEATS TO GUAM

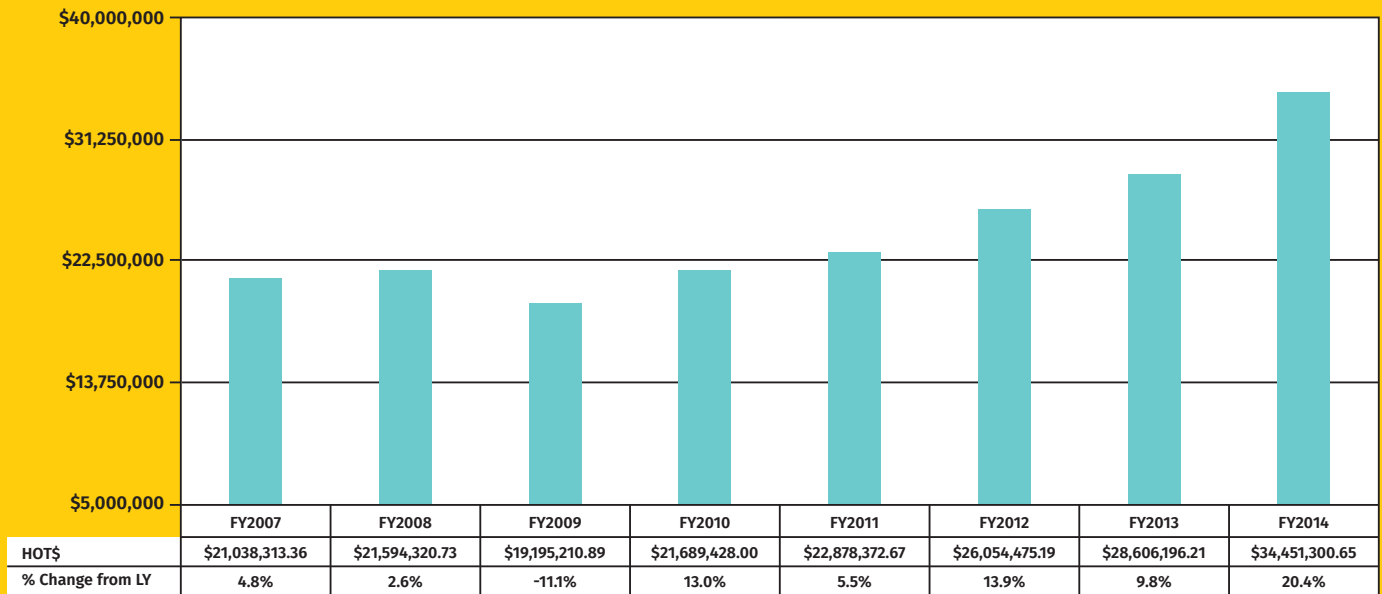


Source: United Airlines and Dynamic Airways flight schedules. Compiled by the Guam Visitors Bureau

OTHER VISITOR ARRIVALS • BY PLACE OF RESIDENCE

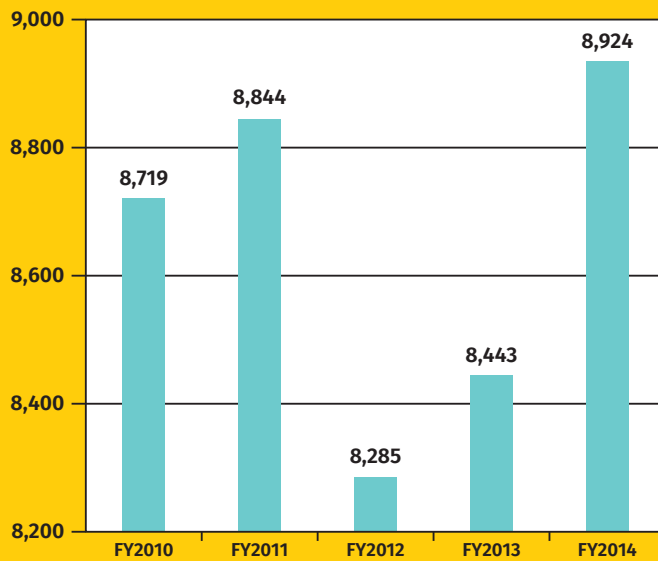
US MAINLAND	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2012	3,708	4,688	4,844	4,124	4,096	4,758	3,955	4,844	4,137	4,651	3,898	5,626	53,329
FY2013	3,743	3,746	3,743	3,938	3,869	4,198	4,689	3,849	4,100	4,883	4,032	4,086	48,876
FY2014	3,021	3,967	4,204	4,375	4,419	4,597	4,004	4,204	4,428	4,694	4,847	6,532	53,292
HAWAII	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
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
FY2014	773	974	875	839	873	1,162	1,342	1,329	1,309	1,039	1,093	1,251	12,859
AUSTRALIA	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
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
FY2014	230	260	275	333	532	306	373	363	296	276	235	351	3,830
HONG KONG	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
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
FY2014	648	947	1,106	576	777	728	718	742	572	637	544	610	8,605
PHILIPPINES	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
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
FY2014	1,206	1,297	1,085	729	733	893	1,341	1,427	681	854	743	753	11,742
MICRONESIA	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
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
FY2014	2,059	2,660	2,700	2,111	1,945	2,495	2,416	2,381	2,353	2,862	2,663	1,840	28,485
RUSSIA	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
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
FY2014	416	1,472	1,415	2,249	1,368	1,783	1,729	2,091	2,078	2,494	1,000	196	18,291
CANADA	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
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
FY2014	69	147	201	85	93	98	64	75	55	64	51	29	1,031
EUROPE	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
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
FY2014	109	186	236	221	156	211	175	110	87	153	136	96	1,876
THAILAND	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
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
FY2014	28	22	35	30	38	56	40	38	51	14	32	16	400
VIETNAM	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
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
FY2014	12	2	11	17	4	3	15	7	5	9	9	6	100
OTHER/UNKNOWN	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
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
FY2014	331	484	853	587	732	521	596	578	667	446	489	424	6,708
AIR ARRIVALS (TOTAL)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
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
FY2014	100,649	107,431	118,076	116,909	116,166	131,071	96,650	90,410	102,578	109,599	133,184	109,234	1,331,957
SEA ARRIVALS (TOTAL)	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
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
FY2014	1,306	49	512	167	866	182	2,173	241	215	153	53	3,297	9,214

HOTEL OCCUPANCY TAXES



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

HOTEL ROOM INVENTORY



HOTEL ROOM RATES (Avg. Weighted)

	FY2011	FY2012	FY2013	FY2014
Oct	\$105	\$105	\$114	\$123
Nov	\$105	\$106	\$113	\$123
Dec	\$122	\$127	\$140	\$153
Jan	\$118	\$131	\$136	\$167
Feb	\$106	\$116	\$132	\$150
Mar	\$106	\$117	\$133	\$147
Apr	\$111	\$117	\$129	\$136
May	\$116	\$121	\$132	\$139
Jun	\$104	\$109	\$120	\$132
Jul	\$121	\$125	\$137	\$147
Aug	\$151	\$156	\$165	\$186
Sep	\$107	\$119	\$123	\$143
FY AVG	\$114	\$121	\$131	\$146

Source: Guam Hotel & Restaurant Association



FINANCIALS

STATEMENT OF NET POSITION

(Fiscal Year Ended September 30, 2014)

ASSETS

Current assets:

Cash - unrestricted	\$ 7,939,858
Cash - restricted	1,872,412
Investments	2,511,793
Accounts receivable - Government of Guam	450,000
Accounts receivable - others	164,074
Prepaid expenses	6,452

Total current assets \$ 12,944,589

Cash - restricted 1,546,798
Security deposit 118,202

Capital assets:

Nondepreciable capital assets	5,992,415
Depreciable capital assets, net of accumulated depreciation	832,039

\$ 21,434,043

LIABILITIES AND NET POSITION

Current liabilities:

Accounts payable	\$ 4,294,617
Accrued annual leave	141,969
Unearned income	18,500

Total current liabilities 4,455,086

Accrued sick leave 149,927

Total liabilities 4,605,013

Commitments and contingencies

Net position:

Net investment in capital assets	6,824,454
Unrestricted	6,589,202
Restricted - expendable	3,415,374

Total net position 16,829,030

\$ 21,434,043

STATEMENT OF REVENUE, EXPENSES AND CHANGES IN NET POSITION

(Fiscal Year Ended September 30, 2014)

Revenues:	
Other income	\$ 421,198
In-kind contributions from members and others	335,736
Consumption tax refund	312,426
Memberships	35,400
Total operating revenues	1,104,760
Expenses:	
Professional services	11,995,304
Personnel	2,352,392
Travel	797,542
Pass through appropriations	436,550
Promotional in-kind contributions	335,736
Grants	255,304
Rent/lease	226,098
Material and supplies	166,856
Utilities	135,668
Depreciation	83,333
Equipment	63,582
Repairs and maintenance	51,117
Advertising	12,151
Community programs	1,888
Miscellaneous	864,055
Total operating expenses	17,777,576
Operating revenues net of operating expenses	(16,672,816)
Nonoperating revenues (expenses):	
Grants-in-aid from Government of Guam:	
Operations	15,520,904
Pass through	436,550
Federal revenues	-
Other nonoperating expense	(34,066)
Interest income	13,980
Total nonoperating revenues (expenses), net	15,937,368
Change in net position	(735,448)
Net position at beginning of year	17,564,478
Net position at end of year	16,829,030





MEMBERSHIP DIRECTORY



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ABC Stores - Guam Inc.

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District Manager-Retail Operations
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Ada's Trust & Investment, Inc.

Patty Ada, General Manager
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Adventure River Cruise

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ANZ Guam, Inc.

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Communications Manager

Beachin' Shrimp (Seafood Masters, Inc.)

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Jacqueline Yap

Talent Support Manager
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Wayne Ymballa

Product Manager, Airport
Email: wayne.ymballa@dfs.com

ART, CULTURE AND FESTIVALS

**GAX
VII**

Guam Art Exhibit (GAX)

Showcase: March 13-20 | Annual Gallery: Jul 1 - Aug 1
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



**ISLAND
FAIR**



28th Guam Micronesia Island Fair

May 15-17 | 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



GUAM LIVE International Music Festival

June 5-6 | Paseo Stadium, Hagåtña

The second annual GUAM LIVE International Music Festival is a two-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**



Guam BBQ Block Party

July 4 | 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



GIFF
GUAM INTERNATIONAL
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Guam International Film Festival

Sept 26-30 | Agaña Center Stadium Theaters

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

**Shop
Guam
FESTIVAL**



Shop Guam Festival

November 1 - February 15

The Shop Guam Festival is an annual event from November to February where travelers come to Guam for great shopping deals and all around events for families, couples and young adults. The festival is aimed to create an interactive shopping experience highlighting Guam as a modern, fashionable, and diverse destination to shop.

Contact: Pilar Lagaña | Phone: 646-5278/9 | email: shopguam@visitguam.org



GVB Signature Event

SPORTS



Guam Governor's Cup Ladies Golf Tournament

January 29 & 30 | LeoPalace Resort Golf Club

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

Contact: Hiroyuki Miyata | Phone: 300-7792 | Email: miyata@leopalaceguam.com

Website: www.guamgolf.jp



23rd Annual Marianas Cup Beach Volleyball Festival

February 26 - March 14 | Gov. Joseph Beach Park

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: guamvolleyball@gmail.com



Marianas Open Jiu Jitsu Tournament

March 28 | Father Duenas Phoenix Center

The 2015 Marianas Open Jiu Jitsu Tournament is slated to be Guam's biggest and most successful Brazilian Jiu Jitsu/Submission Grappling Tournaments in the Marianas and Micronesian region. The highlight of the 2015 event will feature a Black Belt division tournament with a prize purse offering of \$10,000 to the overall black belt division winner. The tournament each year provides local Jiu Jitsu enthusiasts the opportunity to continuously grow and improve as they prepare for national and international competitions.

Contact: Steve Shimizu | Phone: 777-9044 | Website: www.marianasopen.com



XTERRA Guam Championship

April 11 | 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 an 8.2k trail run through jungle-rivers and waterfalls.

Contact: Eric Tydingco | Phone: 483-7773

Email: eric.tydingco@pivot24.com | Website: xterraguam.com



3rd Guam International Marathon

April 12 | 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) Sunday April 12, 2015. 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



37th Annual Smokin' Wheels Racing Weekend

April 17-19 | Yigo Raceway Park

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

Contact: Henry Simpson | Phone: 727-5382 | Email: track@guam.net | Website: guamraceway.com



Guam International Large Ball Table Tennis Tournament

May 8-10 | University of Guam Fieldhouse

Professional and local table tennis players come together at the University of Guam Field House to compete. This 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



2015 Cocos Crossing

May 24 | Merizo Pier

Cocos Crossing is a vigorous 2.5 mile & 5 mile open ocean water swim in the beautiful southern village of Merizo. Participants swim from Cocos Island to the Merizo Pier.

Contact: Timothy Fedenko | Phone: 898-8466 | Email: manukaiathleticclub@gmail.com



2015 King's and Delta Guam Futures Tennis Tournament

May 25 to 31 | Hilton Guam Resort & Spa Tennis Courts

The Guam Futures is an annual International Tennis Federation (ITF) Pro Circuit tournament, realized with tremendous support from THE Japan Tennis Association. The summer tournament attracts touring professional tennis players worldwide to Guam to compete for coveted world-ranking points. The majority of professional players come from Japan and other East Asian countries, as well as Australia and the United States. The tournament's main draw features both singles and doubles play, with a qualifying round held prior to the start of main draw events. The 2015 edition of the tournament begins May 25.

Contact: Torgun Smith | Phone: 687-5483 | Email: torgun@tennisacademyguam.com

Website: guamtennisfederation.com



Guam Women's Baseball Cup

August 11 to 16 | Leo Palace Resort Baseball Field

Women's baseball teams from around the world will converge on the Island of Guam to display their athletic skills and compete in the inaugural 6 team international event "Guam Women's Baseball Cup", to be held at Leo Palace Resort beginning August 11th-16th.

Contact: Brad Hewitt | Phone: 787-4880 | Email: nextleveldsptc@gmail.com



22nd Junko Friendship Rubber Baseball Tournament

December 5-6 | 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



Guam Ko'ko' Kids Fun Run

November 7 | 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 | kraig.camacho@visitguam.org | Email: info@visitguam.org



Guam Ko'ko' Half Marathon & Ekiden Relay

November 8 | 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



Guam National Bodybuilding and Fitness Championships & International Invitational

September 26 | LeoPalace Resort

Contact: Maryann Pangelinan | Phone: 929-0963

Email: maryann_pangelinan@hotmail.com



Tour of Guam Cycling

TBD

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



2015 GUAM EVENTS



GVB Signature Event

DATE	EVENT	LOCATION
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Jan 29 & 30	Guam Governor's Cup Ladies Golf Tournament	LeoPalace Resort Golf Club
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MARCH		
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Mar 21-22	Coconut Festival	Agaña Heights
Mar 27-29	2015 Gupot Chamorro / Crab Festival	Merizo
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APRIL		
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Contact: Eric Tydingco | Phone: 483-7773

Email: eric.tydingco@pivot24.com | Website: xterraguam.com



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SPORTS



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Contact: Maryann Pangelinan | Phone: 929-0963

Email: maryann_pangelinan@hotmail.com



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