



(For immediate release)

GVB BOOTH SHINES AT TAIPEI INTERNATIONAL TRAVEL FAIR (ITF)

(Tuesday, Nov. 9, 2010; Tumon, Guam) The final day of the Taipei International Travel Fair (ITF) in Taiwan wrapped up on Monday, Nov. 8, after bringing more than 60 countries, 1,200 booths and an estimated 200,000 consumers to the Taipei World Travel Center (TWTC) throughout the four-day event.

Guam Visitors Bureau (GVB) hosted the largest booth at the American Pavilion, showcasing traditional Chamorro song and dance, weavers, and a number of contests to get the audience involved in highlighting Guam.

“Our activities not only got people inside the Guam booth, which gave our travel agents the chance to market to consumers one-on-one, but it got people throughout the show interested in our culture,” said GVB Marketing Manager Pilar Laguana. “Marketing efforts like ITF will position us as a real competitor in the visitor industry in Taiwan at a time when their travel industry is experiencing steady growth. We want the Taiwanese public to feel Guam’s passion and beauty, then pick our island for their next destination!”

GVB representatives and overseas marketing representatives facilitated an “I Love Guam!” activity at the booth, which allowed participants to download their own photos from the GVB Facebook fanpage. Giveaways for the contest, and a separate “Quick Q&A” session included eco QQ cups, eco bags, shell leis, postcard sets featuring Guam landscapes, and other collateral.

A total of 11 travel agencies participated in the GVB booth this year, which marks the 18th consecutive time GVB participated in the Taiwan event. Special discounted packages, Chinese New Year charter flights, and wedding opportunities were promoted at the show.



(Above) The Inetnon Gef Pa'go dance troupe performs traditional Chamorro dances on the Guam stage during the Taiwan International Travel Fair (ITF) from Nov. 5-8 in Taiwan.



(Above) From left, Amy Chang, AIT Commercial Section Officer; Gennie Yen, GVB Taiwan Representative; Raymond Chang, chairman of Discover America; Helen Hwang, AIT Commercial Section Chief; William Staton, AIT Commercial Section Director; GVB Marketing Manager Pilar Laguana; Bartley Jackson, general manager of PIC Guam Resort; GVB Marketing Officer Gina Kono; and Wendy Tien, AIT Commercial Section Officer, gather at the Guam Booth at ITF.

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