



(For immediate release)

## **GVB REPRESENTS GUAM AT TAIPEI INTERNATIONAL FAIR (ITF), ANNOUNCES CHARTER FLIGHTS**

(Friday, Nov. 5, 2010; Tumon, Guam) For the 18<sup>th</sup> consecutive year, Guam Visitors Bureau (GVB) currently has representatives at the Taipei International Travel Fair (ITF) in Taiwan, one of several marketing efforts geared toward cultivating the Taiwanese market.

The commitment by Guam to draw visitors from Taiwan netted a special visit by James Yu, vice president of China Airlines (Taiwan), who met with GVB representatives to discuss tourism and the possibility of additional seats and daytime flights to Guam.

“Taiwan arrivals to Guam from January to October 2010 have increased more than 40.8% from the same time period last year,” said GVB Marketing Manager Pilar Laguana. “Given the increased business opportunities brought on by the military build-up, we believe the travel market will continue to grow – not only among visitors traveling for pleasure but among business travel as well. China Airlines’ Guam route has shown an average load factor of more than 80 percent, and a load factor of more than 90 percent from August to October. To accommodate any impending increase, it’s important we increase our seat capacity.”

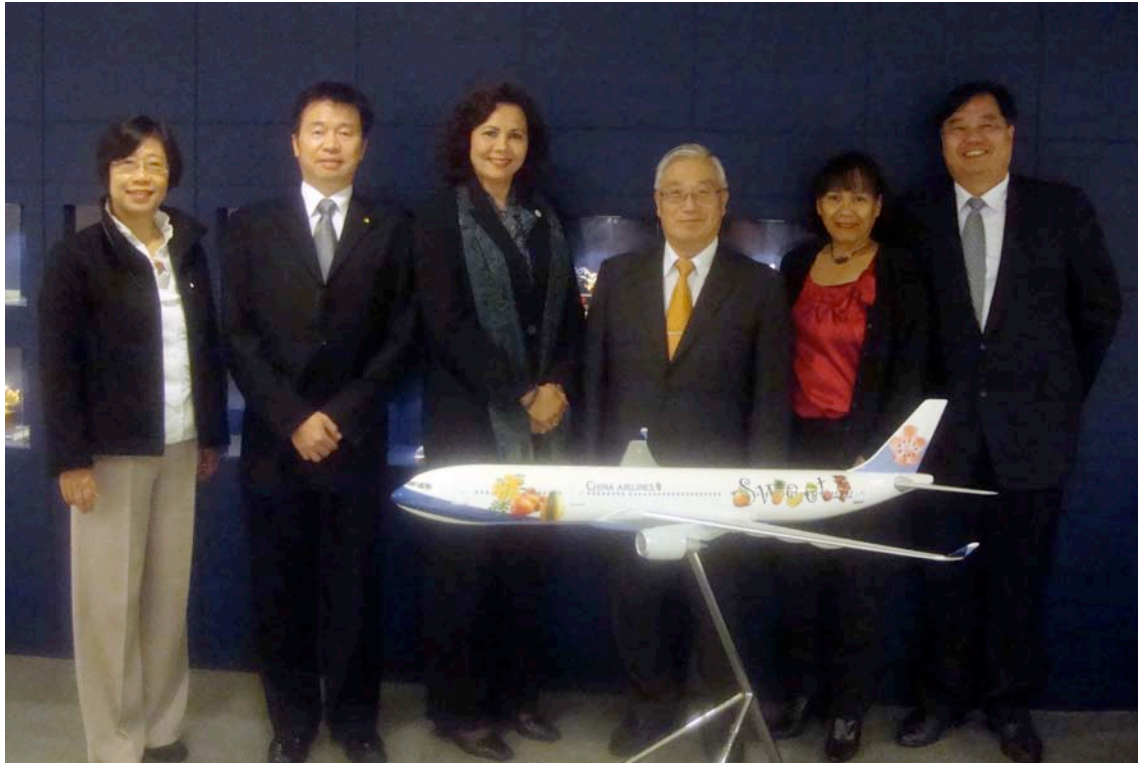
GVB’s meeting with China Airlines led to the announcement of 10 charter flights during the upcoming Chinese New Year (late January to mid-February), three of which will be daytime flights.

Six additional charter flights were also announced by Continental Airlines, which when combined with the China Airlines flights total 3,500 seats.

“This is exciting news,” Laguana said. “GVB will continue to cultivate the Taiwan market, and will continue supporting the airlines and agencies who promote Guam travel. This includes supplying various marketing resources, hosting our signature events like the Guam Micronesia Island Fair (GMIF) and the Guam Ko’Ko’ Road Race, while we simultaneously concentrate our energy on new social media tactics.”

This year’s GVB booth (A1918) will be the largest in the American Pavilion, featuring performances by traditional Chamorro music and dance, as well as authentic weaving demonstrations.





(Above) From left, Gennie Yen, GVB Taiwan Representative; Simon Lee, Marketing Director for Taiwan, China Airlines; Pilar Lagaña, GVB Marketing Manager; James Yu, VP for Taiwan, China Airlines; Gina Kono, GVB Marketing Officer II; G. F. Hao, General Manager of the Passenger Sales Department, Taipei Branch Office; discuss new China Airlines charter flights to Guam at the Taipei International Travel Fair on Friday, Nov. 5.

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