



(For immediate release)

GVB, CONTINENTAL AIRLINES WELCOME INAUGURAL HANGZHOU CHARTER

(Tuesday, Feb. 1, 2011; Tumon, Guam) Guam Visitors Bureau (GVB) joined Continental Airlines at A.B. Won Pat International Airport this morning for the inaugural flight from Hangzhou, one of nine charters arriving from mainland China from Jan. 28 to Feb. 5 for the New Year holiday.

The Hangzhou charter as well as a flight arriving on Friday from Shenyang mark the first time visitors from the two Chinese regions have been able to fly directly to Guam. All of the 153 seats on each flight have been sold.

“Although the Hangzhou and Shenyang charters are only two of nine flights coming from mainland China this holiday season, they are particularly significant because they represent two regions we have not been able to reach with direct air service until this point,” said GVB General Manager Gerald S.A. Perez. “We’ve worked with our industry partners at U.S. Commercial Services, travel trade and media in both of those locations in the past year, and these flights are a direct result of that work.”

In July 2010, GVB representatives joined the U.S. Commercial Service and numerous other tourism agencies and industry leaders for the C.S. Tourism Road Show in Hangzhou, Nanjin, Heifei, Shenyang, and Dalian, China. The event helped develop relationships with local tourism authorities and travel agencies.

In November 2010, after attending the Taipei International Travel Fair (ITF), GVB also held a travel seminar in Hangzhou for agents and media to learn more about Guam and encourage charter flight bookings.

Travel trade and media from mainland China have visited the island throughout the year to gather information from GVB about hotel accommodations, optional tours, and other attractions.

“Every trip we have made has helped contribute to the position we are at today,” said GVB Marketing Manager Pilar Laguaña. “Building relationships with the travel trade and sharing with them everything our beautiful island has to offer has brought us to a time where we are seeing great strides in our arrivals from China. We will continue to work to increase our presence there and cooperate with industry and government leaders to influence the U.S. Department of Homeland Security to move forward with our visa waiver initiative.”



Continental Airlines has partnered with local hotels and tour companies to market the charters as travel packages. Participating hotels include Bayview Hotel, Guam Marriott Resort & Spa, Guam Reef Hotel, Hilton Guam Resort & Spa, Hyatt Regency Guam, Outrigger Guam Resort, and The Westin Resort Guam. China International Tours, Master Tours, Favour Tours, and Blue Pacific will be handling visitors throughout their stay.



Representatives from Guam Visitors Bureau, Continental Airlines and the U.S. Commercial Service from Shanghai celebrate with passengers early Tuesday morning at A.B. Won Pat International Airport for the inaugural flight from Hangzhou, China.

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