



(For Immediate Release)

GVB SHOWCASES GUAM AT GUANGZHOU INTERNATIONAL TRAVEL FAIR IN CHINA

(Monday, April 5, 2010; Tumon, Guam) Guam Visitors Bureau showcased Guam at the 17th Annual Guangzhou International Travel Fair (GITF) in China on March 25-27, 2010, stepping up Guam's presence before the world's largest country and potential tourism market.

GITF is recognized as one of the most influential travel exhibitions in the Asia-Pacific Region, attracting more than 460 exhibitors from 40 countries and regions each year.

"As an emerging giant visitor source market, we hope the United States will eventually adopt a visa-waiver program with China. GITF is a great place for us to increase Guam's exposure," said GVB General Manager Gerald S.A. Perez. "Nearly half of all exhibitors at GITF are from international markets, which not only allows us contact with people planning vacations, but also travel agents, airlines, and other trade in international countries."

During the event, GVB participated in a Destination Seminar promoting Guam that attracted more than 50 media representatives and Guangzhou travel agencies. The U.S. Commercial Service in Guangzhou and Thomas Leiby, consular officer of the U.S. Consulate in Guangzhou, collaborated with GVB by presenting current visa policies for Chinese visitors traveling to Guam.

GITF also gave GVB a forum to announce Continental Airlines' resumption of direct flights between Hong Kong and Guam on April 2. The expansive air service by Continental will make flights to Guam more convenient for visitors from Asia, Perez said.

GVB Marketing Manager Pilar Laguana and Marketing Officer Gina Kono attended the three-day event in Guangzhou, China.



GVB Marketing Manager Pilar Laguana with Guangzhou University student booth volunteers at the Guangzhou International Travel Fair 2010 held March 25 – 27, 2010 in China.

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