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Nine China Charter Flights Arrive for New Year

Continental Airlines charter flights from four major mainland China cities brought 1,377 visitors to Guam for the New Year holiday. The flights, which departed from Beijing, Shanghai, shenyang, and Hangzhou, from Jan. 28 to Feb. 5, represent cities that currently do not have direct flights to Guam.

"Whenever we see growth from this market, it is good news," said GVB General Manager Gerald S.A. Perez. "China has been on our radar for many years. The booming outbound travel market there has really led us to increase our marketing efforts including a presence at consumer and trade shows, and opportunities to build relationships with industry officials. These sort of results encourage us to keep moving in that same direction."

The flights served passengers using Boeing 737 aircraft.

Continental Airlines partnered with local hotels and tour companies to market the charters as travel packages. Participating hotels included 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.

"Partnerships within our visitor industry are really what produce results like this," said GVB Marketing Manager Pilar Lagunaña. "As we look toward securing direct flights from mainland China, we hope more charters emerge to allow Chinese travelers to discover Guam."

A Message from the General Manager

Hafa Adai! Changes have occurred in our GVB Board of Directors and management, but we're confident the new direction will offer the same trend of growth within our visitor industry. A renewed focus on the emerging MICE market, our new Micronesia Cruise Association, and continued promotions in our core markets have started off the new year with a boom!

Senseramente,



Gerald S.A. Perez



9th Guam Governor's Cup Ladies Golf Tournament Targets Japanese

The 9th Guam Governor's Cup Ladies Golf Tournament at Onward Talofofu Golf Course brought 75 athletes from Japan to Guam from Feb. 3-5.

The two-day competition served as a platform for visiting athletes from Japan as well as a means for Guam and the Ladies Professional Golfers Association of Japan (JLPGA) to continue building their long-term relationship.

Sponsors of the event included GVB, the Japan Travel Bureau, Kaga Electronic, and Onward Talofofu Golf Club with support by Micronesia Hospitality Inc., Planet Hollywood, Tropical Color Center, Guam Tsukumo-kai Golf Club, and DFS Galleria.

Exploring the Visitor Industry on Guam



Joann Camacho Begins as GVB Deputy GM

The incoming GVB Board of Directors approved the hiring of Joann G. Camacho, former first lady of Guam, as deputy general manager of GVB at its first meeting in January.

Camacho, who focused on promoting literacy and education, youth development, and health care needs during her time as first lady, has served as a board member for many public-sector organizations including the Guam Civil Service Commission, Alcohol Beverage Control Board, and Power Authority.

She graduated from the University of San Francisco in 1978 with a bachelor's degree in finance management. Shortly thereafter, she began a 23-year career with Duty Free Shoppers, where she served as a divisional merchandise manager.

Camacho replaces Ernie A. Galito, who played an integral part in the Guam branding initiative and village outreach programs.

Board Elects Officers, Committee Heads

GVB welcomed new board members to its meeting on Jan. 13, where officers and committee chairmen were elected.

Monte Mesa, general manager of Guam Premier Outlets, was selected as chairman; Mark Baldyga, chairman & CEO of Baldyga International Group, as board vice chairman and chairman of the Japan Marketing Committee; and former Sen. Hope Cristobal as secretary/treasurer, as well as chairman of the Administration & Government Relations Committee.

Bruce Kloppenburg was named chairman of New Market Development; Hayato "Jack" Yoshino as chairman for Existing Markets; John Limtiaco as chairman for Destination Management; Oscar Miyashita as chairman for Sports & Events; and Theresa C. Arriola as chairman for Cultural Heritage & Community Outreach.

Formation Committee Launches Micronesian Cruise Association

A formation committee representing the Port Authority of Guam, GVB, and the Pacific Asia Travel Association (PATA) Micronesia Chapter announced establishment of the Micronesian Cruise Association (MCA). The non-profit was formed to develop a sustainable emerging visitor market segment and cultivate economic activity servicing cruise ships throughout Micronesia.

Guam welcomed 8,000 passengers from six cruise ships in 2010 including the renowned Queen Mary II. The on-island spend from passengers taking shore excursions totals about \$872,000.

There are currently 13 members of MCA including PATA Micronesia, visitors bureaus from Yap, Marshall Islands, Palau, and Guam; Pacific Islands Small Business Development Center (SBDC); Micronesian Divers Association, Guam Publications Inc.; and Advance Management Inc.

Former Guam Port Authority Chairman Monte Mesa has been selected as the MCA interim chairman and director, while GVB Chairman Gerald S.A. Perez has been named interim vice-chairman.

Did You Know?

The second phase of a major overhaul of intersections throughout resort Tumon is currently under construction.

The Guam Department of Public Safety is staffing the project, funded through a bond issue secured by GVB nearly five years ago.

The entire scope of work will include better lighting, cross walk improvements, and road repairs aimed at making visitors safer.

Global Industry Developments & New Products



Sen. Tina Muña-Barnes, center, met with representatives from Delta Airlines, the Japan Association of Travel Agents, All Nippon Airways, Continental Airlines, and United Airlines during the Guam delegation's visit to Tokyo for the 35th anniversary of the GVB Japan office.

Guam Delegation Visits Tokyo for GVB Japan 35th

Representatives from GVB and the 31st Guam Legislature marked the 35th anniversary of the GVB Japan office at Haneda International Airport in Tokyo on Jan. 17, a milestone that has helped contributed to a 400 percent growth in the island's tourism industry since 1976.

"The importance of our Japan market cannot be overstated," said GVB General Manager Gerald S.A. Perez, who traveled to Japan with Sen. Tina Muña-Barnes. "We attribute the success we've seen within the tourism industry to the collaborative hard work of our industry stakeholders, policy makes and GVB – especially our Japan Office – and advancements within the aviation industry from loyal partners like Japan Airlines."

JAL shared in the celebration as the airline marked its 40th anniversary servicing Guam the same week.

Perez, Sen. Muña-Barnes, GVB Chairman Monte Mesa, Japan Marketing Committee Chairman Mark Baldyga, and GVB Board Member Hayato "Jack" Yoshino met with travel-trade representatives during their stay in Japan.

Taiwan Incentive Group Brings 155 to Guam

XinYi Real Estate of Taiwan brought 155 top-selling employees to Guam on Feb. 3 for a company incentive trip.

A recent boom in Taiwan's real estate industry led XinYi to reward its elite sales representatives with trips to Guam, Hokkaido, and Palau. According to GVB sales representatives in Taiwan, the Guam option filled up immediately.

"This is the type of MICE (Meetings, Incentive, Convention, and Exhibition) market growth we can achieve when our industry partners, travel trade, and GVB staff work together," said GVB General Manager Gerald S.A. Perez.

In 2010, the southern city of Taichung accounted for an 82.1 percent increase in arrivals, largely due to an increase in incentive trips and seat capacity.

All Nippon Airways Plans Charter Flights in March

Japan-based All Nippon Airways has planned three charter flights from Haneda International Airport to Guam in March to celebrate its 25th anniversary of international service to the island.

Boeing 747, each with seat capacity of 287, are scheduled for March 3, 10, and 18. One of the flights will carry members of Star Alliance, who will be meeting industry partners on Guam.

ANA's first flight on March 3, 1986, marked significant growth within the visitor industry. Along with Japan Airlines and Continental Airlines, the airline contributed to significant market growth among Japanese travelers to Guam. Following the charters, ANA will retire 747s.



Please let us know what other stories and information about Guam you would like to see featured in l'Estoria. Contact us at plaguana@visitguam.org with your ideas, suggestions, or requests for additional information.

Calendar of Events



February

February 5

Boonie Stomp to Anao

Meet at 9 a.m. in the center court of Chamorro Village in Hagåtña. For more, e-mail davelotz@ite.net.

Maina Fiesta

Join the village in celebration of Our Lady of Purification. For more, contact the Maina Mayor's Office at 472-6581.

20th Northern Lights 10K & 5K

Test your speed in this Yigo. For more, call 632-5818 or visit www.guamrunningclub.com.

February 12

Boonie Stomp to Lower Sigua Falls or Tarzan Falls

Yigo Fiesta

Join the village in celebration of Our Lady of Lourdes. For more, contact the Yigo Mayor's Office at 653-5248.

February 12-13

Fiestan Dinana' Minagof Chamorro Dance Festival

Annual festival showcasing Chamorro dance and culture. For more info, visit www.gefpagoguam.org.

14th Annual Budweiser TRU GRIT

Annual Budweiser Guam Rugby International Tournament at Wettengel Rugby Field in Dededo. For more, call 649-1946 or e-mail info@guamrugby.com.

February 19

Boonie Stomp from Atilling Acho to Sella Bay

February 19-20

4th Annual GCA Construction Rodeo

Two-day competition featuring truck drags. For more, visit www.guamcontractors.org.

February 26

Boonie Stomp to Talofofu Caves

40th Hafa Marathon (13.1 mi)

Annual event that tests the endurance of local runners. Meet at Gov. Joseph Flores Memorial Beach (Ypao) for transport to start line at Andersen Air Force Base front gate. For more, visit www.guamrunningclub.com.

March

March 4-12

Tumon Bay Music Festival

March 5

39th Hafa Marathon (13.1 mi)

Boonie Stomp from Mount Schroeder to Ija

March 6

Guam Discovery Day

March 8

8th Annual Chamoru Language Competition

March 9

UOG Charter Day

March 12

Boonie Stomp to Orote Point and Spanish Steps

13th Annual Japan Club of Guam Arts & Crafts Fair

March 26

9th Xterra Guam Off-Road Triathlon

Visitor Statistics

Jan. 1-27, 2011

(preliminary)

Total: 96,466

(5.4% LY)

% of Mkt Mix	Country	Arrival Pax	Change from Last Year
73.3%	Japan	70,692	0.8%
13.1%	Korea	12,650	38.5%
3.1%	U.S. Main	2,980	-4.7%
0.6%	Hawaii	608	-11.2%
2.7%	Taiwan	2,602	30.1%
0.2%	China	186	19.6%
0.1%	Other	142	-33.6%

Special Promotions, Incentives & Other News



GVB, Jin Air Partner for Korea Winter Promotion

GVB and Korea-based Jin Air have partnered for a winter promotion in the core market aimed at bringing repeat visitors to Guam. Since December, the airline will distribute promotional coupons to all visitors bound for Guam at the Jin Air ticket counter of Incheon International Airport.

Although all recipients will receive free Godiva chocolates from DFS and a cocktail at SandCastle Guam, a monthly drawing through Feb. 28 will also determine 39 winners of three-night stays in Guam at Hotel Nikko Guam, Outrigger Guam Resort, Hyatt Regency Guam, or Pacific Islands Club.

“Promotions like this not only build on assets that many of our travel-trade industry representatives can contribute, but also encourage repeat visitors to our island,” said GVB General Manager Gerald S.A. Perez. “That is one visitor segment we are always trying to build within our core markets.”

The promotion will also give visitors a chance to win prizes from Sea Grill, Planet Hollywood, and Underwater World.

Free Travel Tools for Agents

- **Swimsuit Optional:**
Click here to request an electronic version of the Swimsuit Optional brochure for land activities.
- **Top 10 Things To Do:**
Click here to request an electronic version of the Top 10 Things To Do On Guam flyer.
- **Marketing Tools:**
Click here to learn about more free downloadable tools.

Guam Visitors Bureau is a proud member of the following organizations:



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PATA Micronesia Chapter, Micronesian Dive Association Partners for Guam Clean-Up

Pacific Asia Travel Association (PATA) Micronesia Chapter and Micronesian Divers Association sponsored a beach clean-up at Merizo Pier on Jan. 22 in conjunction with the 60th anniversary of PATA International.

Funded by a grant from the National Oceanic and Atmospheric Administration (NOAA), data analyzing the area recently found 1,436 pounds of litter in an area of the village about the size of an average carport. Twenty-three tires, assorted household goods; and 700 glass, plastic, and aluminum recyclable beverage containers were found in the ocean.

The event, which utilized surface and dive volunteers to remove trash, netted 40 tires and eight bags of aluminum cans, as well as additional litter.

“We all know that our pristine ocean environment is a large contributor to the visitor industry in Micronesia, and it’s important for all of our islands to protect that asset,” said PATA Micronesia Chairman Grant Ismael.

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