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## GVB Launching Quality Certification for China

GVB is pleased to announce a partnership with China-based Ivy Alliance Tourism Consulting Co. Inc., has generated approval for Guam to launch the long-awaited Quality Service Certification (QSC) Program.

First announced at the China Outbound Travel Market Symposium sponsored by GVB in October 2010, the program gives businesses on Guam the opportunity to be recognized as a "highly qualified tour operator and supplier" in the China market.

Once certification is approved by Ivy Alliance, the organization will promote those select businesses among travel agents in China. In a country where advertising by foreign business is restricted, the advantage could make a major difference in where the growing number of Chinese visitors on Guam spends their dollars.

"This program requires some time and effort on the part of our business stakeholders, but the benefits far outweigh the enrollment process," said GVB Marketing Manager Pilar Laguaña. "We highly recommend our visitor industry research the QSC Program and enroll in a timely manner."

Information and an accompanying brochure produced by GVB will be available at the head office in Tumon after June 20, 2011, at which time businesses may apply for a recommendation letter from GVB. For more information, visit [www.qualitytourism.cn](http://www.qualitytourism.cn).

## A Message from the General Manager

*Hafa Adai!* Summer is an exciting time here at GVB - new direct flights from Taiwan aboard EVA Airways, added extra flights by Korean Air, and introduction of the QSC Program to help build business from China. This summer, we'd like to encourage our members to look into new opportunities to reach emerging visitor markets like the QSC detailed above.

Senseramente,



Joann G. Camacho



## Extra Flights from Two Major Korea Cities Still on Track for July, August

Added extra flights in July and August from two major airports in Korea are still on track to bring an additional 10,563 visitors to the island this summer.

From July 8 to Aug. 31, four extra flights per week, each seating 280 passengers, have been scheduled from Incheon to Guam. Two flights per week from Busan will also seat 149 passengers each from July 27 to Aug. 17.

The Incheon flights will take place on Monday, Wednesday, Friday and Sunday, while flights from Busan are scheduled on Wednesdays and Sundays.

The majority of additional seats were booked by leading Korean travel agencies, Hana Tour and Mode Tour.

## Exploring the Visitor Industry on Guam



### GVB Honors DFS Guam's Takano with Golden Latte

DFS Guam Vice President, Travel Industry Marketing Tak Takano was awarded the prestigious Golden Latte Award for outstanding personal and direct service in the Guam visitor industry on Friday, May 27 at the GVB Excellence in Tourism Awards.

The luncheon, held at Hyatt Regency Guam, is an annual tradition to honor those who've made exceptional contributions to the island's visitor industry.

Takano garners more than 30 years of service at DFS as a travel retail industry executive. He serves on the GVB Japan Marketing and Korean Marketing committees and has been instrumental in GVB initiatives including development of website marketing, public relations, and the annual Holiday Illumination display.

Many others were honored with HERO (Hospitality Employees Are Outstanding) awards, recognizing those employees that make a day-to-day difference in visitor experiences including everyone from customer service representatives to hotel maintenance department workers.

"These employees – whether they work in the maintenance departments at our island's hotels or in the kitchens at our restaurants – are the backbone of our visitor industry," said GVB General Manager Joann Camacho. "It is our pleasure to give them some of the recognition they deserve."

Also receiving special recognition by GVB for his contributions to Guam was Cencio Tan C. Vy of Benson Guam, which has been an instrumental force in the creation of the village murals, a component of the Guam Branding Initiative.

### Media Converge for Annual Maila Ta Fan Boka

More than 50 social media from seven countries converged on Guam for the 2nd Annual Maila Ta Fan Boka sponsored by GVB from May 26-28, in an effort to promote the island's authentic food culture.

Bloggers and photographers from Japan, Korea, Hong Kong, China, Philippines, Taiwan, and the United States attended the three-day event, which allowed them to explore everything from what crops are grown on Guam to how dishes are prepared in the kitchen.

"This year's Maila Ta Fan Boka was a continuation of our efforts to highlight our unique Chamorro culture while bringing attention to our authentic cuisine," said GVB General Manager Joann Camacho. "We want our visitors to search for finadenne' and titiyas when they come to Guam, just like they search for sushi in Japan and escargot in France. Many times, food is the center of our culture, our celebrations, and our family get-togethers, and that's what we want our media to experience."

### Guam Hosts Famed Conductor at Music Festival

Internationally acclaimed conductor, Dr. Weston Noble, has arrived on Guam to appear as a guest at Guam's Pacific Summer Music Festival from June 11 to June 17.

Hailed as an accomplished and honored American conductor, Noble has appeared at more than 900 music festivals throughout the United States, Asia, Australia, Canada, Europe, Russia, and South America including events at Carnegie Hall, the Lincoln Center, the Kennedy Center, and Bolshoi Hall in Moscow. He is the only non-Mormon to receive the Distinguished Service Award from The Church of Christ of Latter-Day Saints.

Organized by Cantate, a project of Hu Na'e Hao Kanta Inc., the annual Guam event will feature rehearsals and clinics with Cantate's Founder and Artistic Director, Dr. Lisa Lutter, conductor of the award-winning Ramapo Chorale of Ramapo College of New Jersey.

## Global Industry Developments & New Products



### GVB, Inetnon Gef Pa'go Partner at 24th KOTFA

GVB and the Guam delegation promoted the island at the 24th Korea World Travel Fair (KOTFA) from June 2-5 in Seoul, where Inetnon Gef Pa'go dance troupe took home the Best Folklore Performance Award.

Sponsored by the Ministry of Culture, Sports, and Tourism; the Korea Tourism Organization; UN-WTO; and Korean Air Lines Co., KOTFA draws more than 2,850 international exhibitors to the capital each year.

The Guam delegation, led by Senator Tina Muña Barnes, chairwoman of the Committee on Municipal Affairs, Tourism, Housing and Recreation for the 31st Guam Legislature; GVB General Manager Joann Camacho; GVB Marketing Manager Pilar Laguaña; GVB Marketing Officer Regina Nedlic; and GVB Cultural Heritage Officer Sonja Lujan-Sellers joined more than 94,400 trade, media and consumers at the three-day travel and tourism show.

Pleasure Island promoted Guam's shopping and restaurant hub alongside the Guam booth, where Outrigger Guam Resort and the Hyatt Regency Guam participated as co-exhibitors.

### EVA Airways on Track for June 18 Guam Launch

GVB is pleased to announce the inaugural direct flight for Taiwan-based EVA Airways is on track for arrival at A.B. Won Pat International Airport in Guam on June 18.

EVA Airways CEO Kuo-Wei Chang will be piloting the B777-300, which is expected to carry airline executives, Taiwan travel agents and media, along with more than 200 arriving visitors.

Following the inaugural flight, passengers will be served by twice weekly flights on Wednesdays and Sundays from Taipei aboard Airbus A330-200.

"We've been anticipating the arrival of direct flights aboard EVA Airways since early this year, so it's exciting to know they will arrive on Guam in a few days," said GVB General Manager Joann Camacho.

### KGTC Discusses "Clean & Safe" Campaign

GVB representatives met with several leading tour operators for the Korea Guam Tourism Council (KGTC) meeting on June 3 in Seoul in an effort to strengthen industry ties and encourage promotion of the "Guam Clean & Safe" campaign.

The meeting also marked the first time Hana Tour, Mode Tour, Redcap Tour, Tour 2000, Hanjin Travel, Jau Tour, Very Good Tour, BT&I Korea, and Jin Air were introduced to Senator Tina Muña Barnes and GVB General Manager Joann Camacho.

GVB representatives met one-on-one with Jin Air and Korean Air following KGTC, to discuss new promotions and extra flights by Korean Air in July and August that could bring 10,563 more visitors to Guam during the summer.



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](mailto:plaguana@visitguam.org) with your ideas, suggestions, or requests for additional information.

# Calendar of Events



= GVB Special Event

## June

June 8-July 24

### **67th Liberation Carnival**

Celebrate the season of Liberation with carnival games and cultural performances in Hagåtña. For more, call 472-6940.

June 13-17

### **Chief Gadao Cultural Camp**

Chamorro cultural camp at Gef Pa'go Cultural Village in Inarajan. Participants learn Chamorro words and phrases, cooking, crafts, and history. Fee of \$13/day or \$35/week. For more, call 828-1671.

June 15

### **Miss Earth Guam Coronation Pageant**

Watch the crowning of this year's Miss Earth Guam at 7 p.m. at Sheraton Laguna Guam Resort in Tamuning. For more, e-mail missearthguam@hotmail.com.



June 18

### **Tamuning Fiesta**

Celebrate patron saint, St. Anthony. For more, call the Tamuning Mayor's Office at 646-5211.

### **Boonie Stomp to Double Reef Beach**

Meet at Chamorro Village center court at 9 a.m. Fee of \$2 for hikers over 12 years old. For more, e-mail davelotz@ite.net.

### **Guam Moments Preserved Photo Exhibit**

Explore images of Guam by Noly Caluag beginning with a grand reception at 3 p.m. at Royal Orchid Guam. For more, call 637-7000.

June 20-24

### **Chief Gadao Cultural Camp**

Chamorro cultural camp at Gef Pa'go Cultural Village in Inarajan. Participants learn Chamorro words and phrases, cooking, crafts, and history. Fee of \$13/day or \$35/week. For more, call 828-1671.

June 25

### **Boonie Stomp to Ague Cove**

Meet at Chamorro Village center court at 9 a.m. Fee of \$2 for hikers over 12 years old. For more, e-mail davelotz@ite.net.

### **Ordot Fiesta**

Celebrate patron saint, San Juan Bautista. For more, call the Chalan Pago-Ordot Mayor's Office at 472-8302.

## July

July 1

### **Chalan Pago Fiesta**

For more, call the Chalan Pago Mayor's Office at 472-8302.

July 2

### **Toto Fiesta**

For more, call the Toto Mayor's Office at 479-6800.

July 2, 9, 16, 23, 30

### **Historic Inalahan Workshop**

Participate in craft lessons like weaving, carving, at Gef Pa'go Cultural Village. For more, e-mail historic@teleguam.net.

July 4

### **Independence Day**

Celebrate the United States' independence from Britain.

### **39th Spirit of 76 6.7-Mile Run**

Annual run beginning in the capital city of Hagåtña. For more, visit [www.guamrunningclub.com](http://www.guamrunningclub.com).

July 16

### **Agat Fiesta**

Celebrate patron saint, Our Lady of Mount Carmel. For more, call the Agat Mayor's Office at 565-2524.

## Visitor Statistics January - May 2011 (preliminary)

**Total: 469,919**  
**(-4.8% LY)**

% of Mkt Mix	Country	Arrival Pax	Change from Last Year
72.7%	Japan	342,005	-8.9%
11.4%	Korea	53,373	14.8%
4.4%	U.S. Main	20,903	-1.0%
0.9%	Hawaii	4,460	-5.8%
2.8%	Taiwan	13,383	12.1%
0.7%	China	3,232	33.2%
0.3%	Other	1,502	-9.5%

# Special Promotions, Incentives & Other News



## Guam Promotes Unique Sites at Scuba Show 2011

GVB joined several hundred exhibitors, including five from Micronesia at the largest consumer dive exposition in the United States from June 4-5 in Long Beach, Calif.

Scuba Show 2011 drew more than 11,000 consumers, more than any other year in the show's history.

"Events like this help us continue to build Guam's reputation as a dive destination," said GVB General Manager Joann Camacho. "Our unique sites give divers experiences they can't get anywhere else in the world."

Other participants from the region included Kosrae Visitors Bureau, Fish 'N Fins & Ocean Hunter Palau, Sam's Tours, Palau Pacific Resort, and Manta Ray Hotel & Yap Divers.

## Japan Operators Selling Extended Guam Stays

Leading travel agents in Japan are encouraging extended stays in Guam for July through September, with trip options ranging from 7 to 10 days. With an average stay of 3 days among Japanese visitors, the promotion marks the first major push for longer stays from Japan tour operators.

"To put it simply, we have found that people want more time in Guam for optional tours and shopping, so we're collaborating with our trade partners in Japan to see if visitors respond to the opportunity," said GVB General Manager Joann Camacho.

JTB, one of Japan's leading travel agencies, will market the "Guam Tour Special Promotion" from June 13-17, packaging travel via Narita International Airport with accommodations at Outrigger Guam Resort, Hilton Guam Resort & Spa, Guam Plaza Hotel, or Ocean View.

To promote the opportunity within the Kanto region, GVB will target eight JTB sales offices in Tachikawa, Yokohama, Ohmiya, Kichijyoji, Shinjyuku, Koshigaya, Kawasaki, and Ikebukuro for Guam product seminars.

## Free Travel Tools for Agents

- **Guam Island Fiesta Tour:**  
Click here to request an electronic version of the Guam Island Fiesta Tour informational flyer.
- **Guam Micronesia Island Fair/Guam Koko Road Race:**  
Click here to request an electronic version of the Save the Date 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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