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Culture Primary Focus at L.A. Times, San Diego

For the sixth consecutive year, Guam Visitors Bureau (GVB) will attend the L.A. Times Travel & Adventure Show from March 19-20 in Los Angeles, joining more than 500 exhibitors who showcase at the event annually.

Known as the largest consumer and travel industry event in the United States, L.A. Times attracts 20,000 consumers and provides a major platform to attract potential visitors, including Chamorros living on the West Coast.

"This is the leading consumer travel show in North America," said GVB General Manager Gerald S.A. Perez. "Each year, we get a lot of support from our fellow Chamorros including former GVB General Manager Joey Cepeda and volunteers who drive up to 5 hours to help us. It's a great way for us to connect with our fellow islanders while promoting Guam."

Promotion of the island this year will build on the Guam brand image launched in 2009, which emphasizes the unique 4,000-year-old Chamorro culture. San Diego-based Chelu, Inc., a nonprofit organization comprised of Chamorros living on the West Coast, will also join GVB for a cooperative product presentation in San Diego on March 17.

A hand-built traditional Sakman, a massive canoe reminiscent of those used by ancient Chamorros for transportation and trade among neighboring Marianas Islands, will be unveiled to travel agents at the seminar by Chelu, Inc.

Representatives from Continental Airlines and PATA North America will join at both events.

A Message from the General Manager

Hafa Adai! As we welcome Fly Guam to the airspace surrounding Guam, we continue to see signs of growth within our industry. New cruise ship arrivals, recognition of our work in core markets like the Philippines, and a new agreement between leaders in the U.S. and China. There is always more work to be done, but we should be thankful for our small victories.

Senseramente,



Gerald S.A. Perez



Guam Welcomes 3,900 Passengers from Queen Mary 2 for One Day

The Micronesia Cruise Association is pleased to announce the region's reputation as a stop on international cruise liners is growing, most recently thanks to a one-day visit by the "world's most luxurious" ship.

The Queen Mary 2 brought 3,900 passengers to Guam for one day of tours and shopping, with shuttle service by Lam Lam Tours and PMT Guam Corporation.

The ship will make several stops at various ports during its 103-day voyage, including stays in Cape Town, Sydney, Hong Kong, and stops in Beijing and Sharm el Sheikh, Egypt. Passengers on board are circumnavigating the globe - beginning and ending in New York City.

Exploring the Visitor Industry on Guam



Chinese Couples Say “I Do” in Triple Wedding

Three happy couples from China said their vows at a simultaneous wedding ceremony held at St. Probus Holy Chapel at Hilton Guam Resort & Spa on Thursday, Feb. 3.

GVB representatives attended as witnesses for the wedding, held in front of a spectacular view of pristine Tumon Bay.

Watabe Inc., and Blue Pacific Tours sponsored travel costs for visiting media groups who accompanied the couples. In City TV Show from International Channel Shanghai (ICS), a lifestyle and fashion weekly program in Shanghai with 400,000 viewers per airing, were among those present.

“China is by far the world’s largest wedding market; the industry is booming with more than 10 million weddings a year,” said GVB Marketing Manager Pilar Laguaña. “We continue to build the Guam brand as a wedding destination in China, similar to Japan.”

Registration Opens for Ko’ko’ Kids Fun Run

Registration is now open for the 2nd Annual Guam Ko’ko’ Kids Fun Run, a GVB signature event for children modeled after the larger Guam Ko’ko’ Road Race that takes place annually in October.

The March 20 event will be held at Gov. Joseph Flores Memorial Park (Ypao Beach) at 8 a.m. (showtime), with a choice of either a 2K or 3K course. Competitors will race in three categories based on age – 5 to 7 years old, 8 to 10 years old, and 11 to 13 years old. Cost is \$6 per student or \$20 for a group of four students.

“We have so many young athletes on Guam, we decided this was a great way to reach them while raising awareness of the Guam Ko’ko’ bird,” said GVB General Manager Gerald S.A. Perez.

For more on the event, visit www.visitguam.org.

GVB Encourages Boost in NTA Membership Among Industry

Ground operators across the island who have recently joined the National Tour Association (NTA) not only position themselves to receive support from thousands of other National Tour Operators within the industry but also help bridge the gap between Guam and other North American destinations.

GVB is pleased to announce China International Tours, Favour Tours, and Master Tours have signed on as members of NTA, a trade organization comprised of thousands of tourism professionals dedicated to the package tour industry.

“The more ground operators we have in Guam that sign on to NTA, the more we as an island gain exposure on a national level,” said GVB General Manager Gerald S.A. Perez. “Joining organizations like NTA, which help our visitor industry members network, benefits Guam and helps our businesses learn from others.”

NTA’s members include tour operators, tour suppliers, and Destination Marketing Organizations (DMOs). GVB has been a member of the organization for several years.

Did You Know?

On Feb. 26, the National Governors Association and the Chinese People’s Association for Friendship with Foreign Countries signed an agreement to establish a China-U.S. Governors Forum.

The two governments hope to strengthen ties and establish a collaborative effort to address issues including economic development, jobs, energy efficiency, and tourism.

The first NGA meeting is set for July 2011.

Global Industry Developments & New Products



Fly Guam Begins Twice-Weekly Service to Island

Fly Guam, the combined effort of locally owned Freedom Air and Hong Kong-based World Aviation Inc. Ltd. (WAI), welcomed its inaugural flight from Hong Kong via Saipan on March 6 at A.B. Won Pat International Airport.

The airline will service Guam twice a week with flights to Hong Kong, with plans to expand to the Clark Air Field in the Philippines, Shanghai, Osaka, Palau, and possible Taipei. Tour packages with hotel stays to Guam, Saipan, and Rota will be offered through the company.

Tickets sales will be managed through the Web, travel agents, marketing and city ticket offices in the Philippines, Taiwan, Hong Kong, China (Shanghai, Beijing, Guangzhou), and Japan.

Fly Guam has dedicated itself to offering a customer experience centered on promoting the Chamorro culture through authentic in-flight meals, and its Hafa Adai magazine, which will provide insight into the unique culture.

For ticket information, call 1(671)588-0024/26.

GVB to Feature Booth at China Outbound Show

Six months after sponsoring the first China Outbound Travel Market Symposium in Guam, GVB will make the trip to Beijing for the country's main outbound travel trade event.

GVB representatives will attend the 7th China Outbound Travel and Tourism Market (COTTM) from April 13-15 at China World Trade Center, joining 230 exhibitors from 55 countries.

The business-to-business event draws over 3,000 selected Chinese outbound travel buyers, and has been named Asia's Leading Travel Exhibition by the World Travel Awards.

In light of a 45 percent increase in arrivals from mainland China in 2010, Guam continues to push for a more favorable visa policy for visitors from the country.

Shanghai CYTS Visits Guam for Incentive Trip

Junior and senior managers from Shanghai CYTS travel agency visited Guam from Feb. 10-27 as part of an incentive trip based on its successful sale of Chinese New Year packages to the island in January and February.

"This company has over 700 employees in Shanghai and over 20 years in international tourism experience," said GVB General Manager Gerald S.A. Perez. "Building relationships with agencies like this will ultimately benefit us in mainland China as we continue to grow that core market and work toward streamlining our visa policy with the country."

Known as one of the largest agencies in Shanghai, CYTS has 13 branches and has been named a Top 100 Travel Agency for domestic and global tourism.



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

 = GVB Special Event

March

March 12

Boonie Stomp to Orote Point and Spanish Steps

Meet at 9 a.m. in the center court of Chamorro Village. Fee is \$2. For more, e-mail davelotz@ite.net.

13th Annual Japan Club of Guam Arts & Crafts Fair

Enjoy Japanese arts & crafts at Hotel Nikko Guam. Free entry from 10-3. Contact the Japan Club at 646-8066.

March 13

Guam Discover Day Celebration

Witness a re-enactment of Magellan's landing at Umatac at noon. Contact the Umatac Mayor's Office at 828-2940.

March 19

Boonie Stomp from Southern Mountains to Inarajan

Meet at 9 a.m. in the center court of Chamorro Village. Fee is \$2. For more, e-mail davelotz@ite.net.

Inarajan Fiesta

Celebrate the feast day of St. Joseph with the village. For more, contact the Inarajan Mayor's Office at 734-3724.

March 20

Guam Ko'ko' Kids Fun Run

Inspired by the annual Guam Ko'ko' Road Race, this race is specifically for children aged 5-13 years old. Register at Hornet Sports or call 646-5278 for more information.

March 26

9th Xterra Guam Off-Road Triathlon

The ultimate test of swimming, biking, and running. For more, email Eric Tydingco at eric@triathlonguam.com.

Boonie Stomp to Hilaan and Lost Pond

Meet at 9 a.m. in the center court of Chamorro Village. Fee is \$2. For more, e-mail davelotz@ite.net.

GHRA/JGTA Keep Guam Clean & Na La Bonita Clean-up

Volunteer at this bi-annual shore clean-up beginning at 10 a.m. at Matapang Beach in Tumon.

March 27

40th Guam Marathon & Marathon Relay

Run along Guam's coastline. Register at Hornet Sports. For more, visit www.guamrunningclub.com.

April

April 9

Guam Island Fiesta Tour

For reservations for the fiesta, contact your tour agent or Kiyoko/Rex at Lam Lam Tours at (671)649-5314.

Barrigada Fiesta

For more info, contact the Mayor's Office at 734-3727.

April 14-17

2nd Annual Talofofu Banana Festival

For more info, contact the Mayor's Office at 789-1421.

April 18

Agafa Gumas Yigo Fiesta

For more info, contact the Mayor's Office at 653-5248.

April 30

Inarajan Fiesta

For more info, contact the Mayor's Office at 475-2509.

Fin'nana na Ferian Fina'Hechuran Unai (1st Sand Sculpture Contest)

For more information on this student-led contest, contact Peter Onedera at ponedera53@yahoo.com.

Visitor Statistics

Jan. - Feb. 2011

(preliminary)

Total: 218,251

(4.6% LY)

% of Mkt Mix	Country	Arrival Pax	Change from Last Year
75.0%	Japan	163,741	0.2%
12.6%	Korea	27,405	43.4%
3.5%	U.S. Main	7,550	-0.9%
0.8%	Hawaii	1,646	1.9%
3.2%	Taiwan	6,894	-3.5%
1.0%	China	2,221	38.6%
0.2%	Other	486	-22.9%

Special Promotions, Incentives & Other News



Dance Troupe Wins Award at PTAA in Manila

Inetnon Gef Pa'go dance troupe earned the "Most Popular Performance – International Pavilion" award for the fourth consecutive year at the 18th Travel Tour Expo 2011 in Manila on Feb. 18-20.

Sponsored by the Philippine Travel Agencies Association (PTAA), the show attracts about 80,000 consumers and 230 exhibitors annually, making it the country's largest event in the travel and tourism industry.

"Our visitor arrivals from Philippines have continued to increase this year, up 6.9% over 2010," said GVB General Manager Gerald S.A. Perez. "We attribute that jump to our continued efforts in smaller markets. Large showcases like PTAA provide a platform for maximum exposure among consumers."

GVB also launched its latest marketing campaign, "Got To Go To Guam," the first major project of the bureau's new marketing representatives, EON.

GVB Calls for Nominees from Guam Industry for Upcoming Excellence in Tourism Awards

GVB is accepting nominations from the island's visitor industry for the annual "Excellence in Tourism Awards," scheduled for May 27, 2011, at Hyatt Regency Guam.

The ceremony will honor those who have made exceptional contributions to the island's tourism industry in the following categories - Most Outstanding Promotion Overseas in 2010, Most Outstanding Local Tourism Promotion in 2010 (small and large business), Most Outstanding Local Tourism Facility/Attraction in 2010 (small and large business), Most Outstanding Local Tourism Project/Event in 2010 (small and large business), Most Outstanding Local Media Promotion in 2010, Hafa Adai Spirit, Golden Latte, Rookie of the Year, and HERO (Hospitality Employees ARE Outstanding) (supervisory and non-supervisory levels).

For more info, visit <http://www.visitguam.org/Runtime/CurrentNews.aspx> or contact June Sugawara at (671) 648-1491.

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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