

Inside this Issue ...

GVB Submits Capital Improvement Priorities • 2

Campaign Leads to Extra Korea Flights • 2

Guam Delegation to Attend IFCOT 2011 • 3

EVA Airways to Launch Direct Flights • 3

Calendar of Events • 4

Visitor Arrivals • 4

Kosrae Hosts PATA Micronesia Chapter • 5

GVB to Attend 25th ITE in Hong Kong • 5

Star Alliance Launches Micronesia Airpass

The recently announced Star Alliance Micronesia Airpass now allows travelers to purchase up to 10 flights on the Continental Airlines and United network across the region in a single ticket at a reasonable price.

GVB, a founding member of Pacific Asia Travel Association (PATA) Micronesia Chapter, sees the program as a great opportunity for potential visitors to stay within the region for island hop vacations and a potential economic boost for individual islands.

"This is really unlike any other opportunity our region has seen in terms of regional travel," said GVB General Manager Joann Camacho. "The Star Alliance Micronesia Airpass presents an opportunity for travelers to see all of our region instead of the one or two islands they usually frequent per trip. We are excited for our island and our region to begin welcoming participants of this program."

"The Micronesia Airpass again demonstrates the benefits only an airline alliance can provide," said Christopher Korenke, Vice President Commercial for Star Alliance, in a company press release. "Travellers visiting Micronesia in the past had limited choice of air travel and had to purchase separate tickets on different airlines to get to this part of the world."

Fares are set according to booking class and distance travelled, starting at \$75 for flights up to 150 miles up to \$375 for flights covering between 2001 and 2250 miles. Itineraries can cover economy class travel of up to three months, must comprise at least three flights and need to include at least two 24-hour stops at different destinations. For more, visit www.staralliance.com.

A Message from the General Manager

Hafa Adai! While our visitor arrivals have decreased following the tragedy in Japan, we continue to see growth in our other markets thanks to increased marketing efforts in Korea, Taiwan, and China. This month, we celebrate Tourism Month by looking ahead and coming up with creative solutions to problems we may encounter in our industry. Thank you for your continued support.

Senseramente,



Joann G. Camacho



Guam Visitors Bureau, Governor of Guam Mark May as Tourism Month

Guam Governor Eddie J.B. Calvo signed a proclamation on May 18 announcing May as Tourism Month.

The annual tradition of Tourism Month is shared by many other destinations throughout the world including much of the U.S. mainland, the Caribbean and the Commonwealth of the Northern Mariana Islands (CNMI).

May 1 also marked the anniversary of Guam's tourism industry, when the inaugural Pan Am flight from Tokyo, Japan, brought 109 visitors to the island in 1967.

For a listing of GVB special events and activities being held throughout the remainder of the month, please turn to the calendar on page four.

Exploring the Visitor Industry on Guam



GVB Submits Priorities for Capital Improvements

GVB Board of Directors issued a resolution detailing a list of priorities for capital improvement projects the Governor of Guam will manage using proceeds from a 1997 Hotel Occupancy Tax Bond re-issue that netted about \$55.5 million.

The bond re-issue, an effort by GVB to generate much-needed capital improvement funds, was secured by Government of Guam specifically to finance tourism-related projects.

GovGuam will be responsible for handling the net proceeds, with GVB as a recommendation body. At the top of GVB's priority list is \$27 million for design and construction of a long-awaited Guam Museum, followed by intersection and walkway improvements in Tumon, and historic preservation projects in Hagåtña, Merizo, Umatac, Talofofo, Piti, and Agat.

Community projects including the Dededo Flea Market, highway signs, village entrance signs, and improvements to sports complexes are also listed.

GVB to Hold Excellence in Tourism Awards

GVB will hold the Annual Excellence in Tourism Awards luncheon on May 27 from 11:30 a.m. to 1:30 p.m. at Hyatt Regency Guam to honor outstanding employees and management in the island's visitor industry.

The ceremony will recognize those who have made exceptional contributions to Guam's tourism industry in categories including Most Outstanding Promotion Overseas in 2011, Most Outstanding Local Tourism Promotion in 2011 (small and large business), Most Outstanding Local Tourism Facility/Attraction in 2011 (small and large business), Most Outstanding Local Tourism Project/Event in 2011 (small and large business), Most Outstanding Local Media Promotion in 2011, Hafa Adai Spirit, Golden Latte, Rookie of the Year, and HERO (Hospitality Employees ARE Outstanding) (supervisory and non-supervisory levels).

For more info, contact June Sugawara at jsugawara@visitguam.org.

Incentive Campaign Leads to Extra Flights from Korea

Incentive campaigns in Korea that generated an upswing in bookings have led Korean Air to add extra flights to Guam from two major airports in July and August, bringing 10,563 additional visitors to the island in the coming months.

From July 4 to Aug. 31, four extra flights per week, each seating 280 passengers, have been scheduled from Incheon to Guam. Korean Air will also add two flights per week, each with 149 passengers, from Busan from July 27 to Aug. 17.

"This is great news for the Korea market, particularly since we experienced significant cancellations there following the tragedy in Japan on March 11," said GVB General Manager Joann Camacho. "We have continued to push the message that Guam remains free from radiation, and it seems that Korean travelers are finally starting to heed that. We look forward to these extra flights in the coming months and the boost it will give our local visitor industry."

Incheon flights will take place on Monday, Wednesday, Friday and Sunday, and Busan flights on Wednesdays and Sundays.

The majority of additional seats were booked by leading Korean travel agencies, Hana Tour and Mode Tour, which successfully generated sales based on the "Clean and Safe" campaign spearheaded by GVB in Korea.

Since March 11, cancellations from the market have hovered around 20 to 25 percent. However visitor arrivals have reflected only slight decreases due in large part to the added seat capacity from Jin Air added in April 2010.

Global Industry Developments & New Products



Guam Delegation to Attend IFCOT 2011 in Beijing

GVB will join more than 300 domestic and international visitor industry professionals and destination representatives in Beijing from June 15-16 for the 2011 International Forum on Chinese Outbound Tourism (IFCOT), China's premier government-sponsored travel trade conference.

GVB Board Consultant Adviser Gerald S.A. Perez has been invited as a keynote speaker at the 7th IFCOT, which will focus on "Rapid Growth of Diverse Demands and Quality Suppliers."

"The China outbound travel market continues to be the fastest growing visitor market in the world," said GVB General Manager Joann Camacho. "We look forward to sharing our insight and continuing to build relationships with travel trade operators and other leaders in the industry."

IFCOT is supported by the China National Tourism Administration (CNTA), the China Tourism Association (CTA), the World Tourism Organization (UNWTO), and organized by the Ivy Alliance Tourism Consulting Co. Ltd. Sen. Tina Muña-Barnes will attend, along with Perez and Camacho.

EVA Airways to Launch Direct Service to Guam

Taiwan-based EVA Airways will officially launch direct service to Guam on June 18, according to the Guam International Airport Authority.

The airline will offer twice weekly service to Guam from Taipei on Airbus A330-200 with a capacity of 250 passengers.

"This will be a significant addition to the Taiwan market, which has already seen tremendous growth in the past five years," said GVB General Manager Joann Camacho.

In April 2011, GVB recorded an increase of 36% in visitor arrivals over 2010, the bulk of which have come from Taichung and Taipei.

EVA Airways offers flights from several destinations in Taiwan and other major Asian destinations.

GVB Readies for International Pow Wow in San Francisco

GVB will represent Guam at the International Pow Wow from May 21-25 in San Francisco, joining 1,000 other U.S. travel organizations at the largest generator of domestic travel in the country.

For more than 20 years, GVB has attended the event. The 2011 delegation, which will conduct one-on-one meetings with tour providers, will include General Manager Joann Camacho, Marketing Manager Pilar Lagaña and Marketing Officer Felix Reyes. They will also attend the May 21 Chamorro Fest in San Diego during their visit to California.

In 2010, Pow Wow was responsible for \$3.5 billion in travel secured by travel agents at the event. More than 5,000 international buyers, domestic buyers, and international journalists from more than 70 countries are expected to attend this year.

U.S. TRAVEL ASSOCIATION'S



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

May

May 21

Chamorro Cultural Fest

Annual celebration of Chamorro culture at Market Creek Plaza in San Diego. For more information, visit www.cheluinc.org.

Boonie Stomp to Nimitz Hill Caves

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

“Enchanted Evening: Rodgers & Hammerstein”

Join Guam Symphony for their season finale beginning at 6 p.m. Tickets are \$75 per person. For more, call 477-1959 or visit www.guamsymphony.com.

May 27

GVB Excellence in Tourism Awards

Annual luncheon at Hyatt Regency Guam honoring outstanding employees in the local visitor industry. For tickets, call June Sugawara at 646-5278 or email jsugawara@visitguam.org.

American Cancer Society Relay for Life

Annual event to benefit cancer research held at George Washington High School track. For more, call 477-9451 or email relayforlifeguam@gmail.com.

May 27-29

2nd Annual Maila Ta Fan Boka

Three-day international social media tour highlighting Guam cuisine - from the farm to the dinner table. For more, call 646-5278.

May 28

2nd Annual Maila Ta Fan Boka Culinary Competition

Win cash prizes by showing off your best dish using our featured ingredients. Professional and amateur categories. Number of competitors limited. For more, call 646-5278.

Boonie Stomp from Gun Beach to Tanguisson Beach

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

May 28-29

Agat Mango Festival

Come experience everything mango! For more, contact the Agat Mayor's Office at 565-2524.

June

June 4

Taste Guam! 2011

Guam's ultimate food and beverage festival under one roof. For more, call GHRA at 649-1447.

Boonie Stomp to Southwest Coast

For more, e-mail davelotz@ite.net.

June 11

Boonie Stomp to Fadian Cove

For more, e-mail davelotz@ite.net.

June 13-17

Chief Gadao Cultural Camp

Chamorro cultural camp at Gef Pa'go Cultural Village. Fee of \$13/day or \$35/week. For more, call 828-1671.

June 18

Tamuning Fiesta

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

Boonie Stomp to Double Reef Beach

For more, e-mail davelotz@ite.net.

Visitor Statistics January - April 2011 (preliminary)

Total: 399,394
(-1.4% LY)

% of Mkt Mix	Country	Arrival Pax	Change from Last Year
74.3%	Japan	296,736	-5.4%
10.7%	Korea	42,594	26.0%
4.2%	U.S. Main	16,891	2.2%
0.9%	Hawaii	3,588	-4.3%
2.7%	Taiwan	10,631	7.1%
0.7%	China	2,874	32.4%
0.3%	Other	1,187	-12.2%

Special Promotions, Incentives & Other News



Kosrae Hosts PATA Micronesia Tri-Annual Meeting

GVB Board Consultant Adviser Gerry Perez and Marketing Manager Pilar Laguana joined members of the Pacific Asia Travel Association (PATA) Micronesia Chapter at the organization's tri-annual meeting April 30 in Kosrae.

Funding was approved at the meeting for the Research & Development portion of the Micronesia Branding Initiative, which PATA Micronesia chose Ideal Advertising of Guam to manage.

The chapter also heard news from the Micronesia Cruise Association (MCA), which attended the Sea Trade Cruise Convention on March 14-18 in Florida. According to MCA, the MV Orion II luxury yacht will stop in Yap and Palau in November 2012 with about 170 guests and crew.

Free Travel Tools for Agents

- **Guam Island Fiesta Tour:**
Click here to request an electronic version of the Guam Island Fiesta Tour informational flyer.
- **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:



Guam Visitors Bureau

401 Pale San Vitores Road
Tel: (671) 646-5278/9
Fax: (671) 646-8861
www.visitguam.org

Joann Camacho
General Manager
E-mail: jcamacho@visitguam.org

Pilar Laguana
Marketing Manager
E-mail: plaguana@visitguam.org

Amanda Lawson
Writer/Media Specialist
E-mail: alawson@visitguam.org

GVB to Attend 25th International Travel Expo

GVB representatives are scheduled to attend the 25th International Travel Expo Hong Kong from June 9-12, a four-day event known as the largest trade and consumer show in the Asian hub.

Along with some 600 exhibitors from more than 50 countries and regions, ITE is supported by China National Tourism Administration (CNTA) and the Hong Kong Tourism Board.

Fly Guam and several other GVB members will co-exhibit at the show, where the first two days will be dedicated to trade and the next two to the general public. The show also coincides with ITE MICE, a forum especially dedicated to Meetings, Incentive, Conventions, and Exhibition (MICE).

"Hong Kong is one of our success stories this year," said GVB General Manager Joann Camacho. "With added seat capacity from Fly Guam and charter flights, we continue to see visitor arrivals to Guam increasing. Our presence at shows like ITE help facilitate our goal of increasing exposure of Guam as a destination in the market."

To subscribe or unsubscribe to the GVB Marketing Newsletter, click here.