

# I'ESTORIA

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## Lina'La' Chamorro Park to Open on Guam

LINA'LA' IS A NEW cultural and eco-adventure park set on 25 acres in Tumon, Guam. The primary attraction of the park is the Chamorro Cultural Park, a unique and interactive cultural center that will appeal to residents and visitors alike (in the area formerly known as "Gogna"), create significant pride in the Chamorro culture, help to extend the average length of stay, and increase visitor arrivals and repeaters.



The park will employ Chamorro-speaking individuals at I Sengsong Chamorro to live a daily recreation of pre-contact ancient Chamorro life, prior to the year 1521. This will include varied activities that Chamorros performed prior to the Spanish arrival on Guam. All roles of villagers/clan members will be cast, from Maga'lahi to common (Manachang) villagers.

According to Baldyga Group Project Manager Ernie Galito, Ron

Acfalle and the TASA group have been replicating a Chamorro village based on historic and archaeological accounts. The goal is to recreate the feeling the ancient Chamorros felt 500 years ago.

For more information, contact Ernie Galito at [egalito@baldyga.com](mailto:egalito@baldyga.com).

## A Message from the General Manager



HAFADA! As we near the end of our fiscal year, exciting things are happening on Guam and at GVB. We welcomed two new members to our team: Antonio Muña, Jr.

as the Public Information Officer and Jessica Peterson as our Media Communications Specialist. I am also excited to congratulate the 800,000th U.S. visa recipient from China with a free trip to Guam sponsored by GVB to explore our beautiful island with his wife!

Senseramente,

Joann G. Camacho



## EXPLORING THE VISITOR INDUSTRY ON GUAM

### U.S. Commercial Service partnership with GVB

TO CELEBRATE the amazing growth in Chinese travel to the United States, GVB sponsored a trip for two to Guam for the 800,000th U.S. visa recipient in Shanghai from August 2010 to August 2011. Since the U.S. Consulate General in Shanghai opened in February 2004, the consular staff in Shanghai has issued more than one million visas.

Winner Daniel Ji, an engineer at Apple in Shanghai, was pleased to accept the prize and plans to visit Guam with his wife. The prize includes complimentary airfare, hotel accommodations, and an island tour.

### GVB Joins Continental/United in Australia

GVB, TOGETHER WITH some of its Micronesian neighbors, joined Continental and United Airlines in Sydney, Australia for a destination product update to area responsive travel agents and media on Wednesday, July 27, 2011.

GVB joined representatives from the Yap Visitors Bureau, Chuuk Visitors Bureau, Kosrae Visitors Bureau, and Continental's Sales and Marketing Manager Lou Sanchez. Each entity provided highlights of their unique destination; which were received favorably by the agents and local media. A tabletop display setting with marketing collateral and gifts was provided by GVB members. The group was joined by United's Australia staff and management.

### GVB Marks 20th Anniversary of Guam-Kashiwa Friendship at Japan Festival

A GUAM DELEGATION led by Lt. Gov. Ray Tenorio celebrated the 20th anniversary of the Kashiwa City-Guam Friendship Association at the Kashiwa Festival from July 23-24 in Japan.

Signed by Mayor Suzuki of Kashiwa and Guam Gov. Joseph F. Ada on November 30, 1991, the friendship agreement between the two cities has produced a number of positive measures, including creation of the Home Stay Program between St. Francis Catholic School Guam in Yona and the Kashiwa International Relations Association (KIRA).

In celebration of the long-standing relationship, Guam has participated in the city's annual festival since 1992. This year, Guam Visitors Bureau (GVB) hosted 2011 Miss Universe Guam Shayna Jo Afaisen, musicians Jesse & Ruby, and six cultural dancers, who earned an award



*Kashiwa Mayor Tasuhiro Akiyama, seated left, meets with the Guam delegation, led by Lt. Gov. Ray Tenorio, seated right, at the 2011 Kashiwa Festival in Japan from July 23-24.*

from the United Nations Educational, Scientific and Cultural Organization (UNESCO) at the Kashiwa City Dance Competition on Saturday.

"This festival gives us an opportunity to promote our island's culture and natural beauty while we celebrate a friendship that has existed for two decades," said GVB General Manager Joann Camacho.

### Guam Governor Discusses Regional Policy at Micronesian Chiefs Summit

GOV. EDDIE CALVO SHARED HIS regional policies in his first address to Pacific leaders during the 15th Micronesian Chief Executives' Summit in Pohnpei July 27. Calvo addressed such contentious issues as the Compact Impact agreement and commitments not being met by the United States. Calvo urged Micronesian leaders to unite to implement change such as the U.N. voting members seeking a partnership with the U.S. to form a Micronesia Economic Zone. Calvo called on leaders to make their islands less dependent on other nations for resources, which would require a commitment to agricultural growth, manufacturing development, and exporting.



## EXPLORING THE VISITOR INDUSTRY ON GUAM

### Shenyang Charter Brings 108 Visitors to Guam

A SHENYANG CHINA CHARTER arrived August 6, 2011 with 108 passengers (104 customers and 4 tour escorts). They returned to Shenyang August 11, 2001 afternoon, enjoying their six tour days on Guam. GVB coordinated an exit survey to be conducted with the passengers and the tour escorts collected passenger surveys on the flight back to China. The surveys will be forwarded to the GVB Shanghai office and then to GVB headquarters Research Department for an exit survey report.

### Ypao Beach Ranked No. 2 By Japanese Tripadvisor Users

THE POPULAR consumer travel ratings site, TripAdvisor, shows Ypao Beach in Tumon, Guam ranked 2nd in the category, "The Best 20 Beaches in Japan & Overseas," after finishing 7th in "The Best Places You Have Visited" in 2010. In addition, Guam's Coco Palm Garden Beach ranked 19th, and Guam's northern Ritidian Point ranked 20th in the same category.

TripAdvisor is the world's largest travel site, enabling travelers to plan trips with advice and ratings from real travelers and planning features with links to booking tools. TripAdvisor users ranked the beaches and posted photos from their visits to Guam.

Ypao Beach is known internationally for its clear blue water, coral reefs, and a

natural white sand beach. It is a protected marine reserve and activities such as boating, jet skiing and public fishing are prohibited. The water temperature is 78-84 degrees Fahrenheit throughout the year, and is perfect for snorkeling. Governor Joseph Flores Memorial Park (Ypao Beach Park), located in front of the Ypao Beach, is a popular local spot. It is the site of the annual Guam Koko Road Race in October, Guam Micronesia Island Fair, and various concerts. The beach park is easy to access from many hotels.

Visit TripAdvisor's Japanese site at [www.tripadvisor.jp/pages/BestBeach.html#ForeignBeaches](http://www.tripadvisor.jp/pages/BestBeach.html#ForeignBeaches).

### Taiwan Aboriginal Dancers Join Liberation Day Celebration

IN PARTNERSHIP with the United Chinese Association of Guam (UCAG), the Guam Visitors Bureau (GVB) welcomed a troupe of native Taiwan dancers to Guam for the island's Liberation Day festivities in an effort to promote a cultural exchange.

The 16-member Taiwan Tajen University Aboriginal Youths Service Dance Troupe, who were joined on Guam by Kuo China Huang, chairman of the Taiwan Tajen

University Board of Directors, administrative staff, and instructors, performed at Chamorro Village, and joined the UCAG on the Liberation Day parade route.

"We were so excited to welcome these performers to our annual celebration of Guam's history and culture," said GVB



General Manager Joann Camacho. "This group, which represents four of Taiwan's distinct aboriginal groups, really helped bridge the gap between Chamorros and our neighbors to the north. Understanding our two cultures and fostering a sense of friendship is a great value to both of our destinations."

During their stay from July 20-23, the delegation also performed at a special dinner show with the Chamorrita dancers at Jimmy Dee Beach Resort, and met with students from University of Guam. GVB was pleased to provide ground transportation and City Hill Corp. provided complimentary lunch and passes for the 25-member delegation to Tarza Water Park in Tumon.



## INDUSTRY NEWS & PRODUCT DEVELOPMENTS

### GVB hosts The 24th Annual Guam Micronesia Island Fair

THE GUAM MICRONESIA ISLAND FAIR is the annual signature cultural event on Guam that showcases and celebrates the vibrant cultures of Micronesia. This year it will be held Oct. 14-16, 2011 at Gov. Joseph Flores Memorial Park at Ypao Beach.

In 1987, Public Law 19-07 established the Fair as an instrument of cultural perpetuation and

regional unity toward the development of tourism, agriculture and industry. The Commonwealth of the Northern Mariana Islands, the Republic of Palau, The Federated States of Micronesia, the Republic of the Marshall Islands, Nauru, Kiribati and Guam will be represented at the Fair by official delegations endowed with the responsibility and privilege of sharing their cultures.

The theme of the Guam Micronesia Island Fair is "Celebrating the Dance and Song of Micronesia." The Fair is coordinated by the Guam Visitors Bureau. This year, artists, entrepreneurs and visitors representing each of the island nations of Micronesia will come together to share their unique customs and traditions. Local residents and tourists alike will be invited to enjoy authentic representations of the sights, sounds, flavors

and perspectives of islanders whose histories, both shared and individual, have shaped a singular experience from a diverse spectrum.

The 2010 Guam Micronesia Island Fair saw approximately 20,000 visitors and locals over the Fair weekend and this year, the Guam Visitors Bureau intends to increase that number with personalized outreach and exciting promotions planned for the months leading up to October 14. The 2011 Fair promises a weekend of festive music and dance, as well as the storytelling, art and cuisine for which our region is famous.

### 2011 Guam Ko'ko' Road Race Ekiden Relay & Half Marathon

THE GUAM KO'KO' ROAD RACE is Guam's elite Ekiden relay and half-marathon, so named to raise awareness of the plight of Guam's territorial bird, the Guam rail or ko'ko'. A flightless bird endemic to Guam, the ko'ko' population was decimated to near extinction by the brown tree snake, pesticides and other introduced detractors. Efforts to save the ko'ko' from extinction are ongoing and public awareness and community involvement inspired by events such as

the Road Race have made a remarkable impact. A signature visitor attraction, the Race was first held in 2006



and participant numbers and prestige have grown with each succeeding year.

On October 16, 2011, the course begins at Gov. Joseph Flores Memorial Park at Ypao Beach with a hill climb and rolling slopes for the first two kilometers. The next two kilometers are relatively flat as the course winds through the residential village of Tamuning and along the west coast main thoroughfare, Marine Corps Drive, into the capital city of Hagåtña. The turnaround points for both the Ekiden relay and the half-marathon are in the village of Asan. The final leg of the course features hill climbs and a downhill slope toward the Finish Line at the Memorial Park at Ypao. The entire course is scenic and tranquil with sunrise ocean views and light, cool breezes.

Last year's Race saw 673 runners traveling from Japan to compete and this year, the Guam Visitors Bureau hopes to attract as many as 900, bringing the entire Race participation count to 2,000 runners. International media coverage will provide broad publicity for this prestigious athletic event where records are set and broken every year by runners from across the region. The record set at the 2009 Guam Ko'ko' Road Race by local runner Derek Mandell was broken in 2010 by Kagawa, Japan's Masashi Shirotake who completed the course in one hour, 12 minutes and 52 seconds.

Visit [www.guamkokoroadrace.com](http://www.guamkokoroadrace.com) for registration. Discounted fees are offered to international participants who register early.



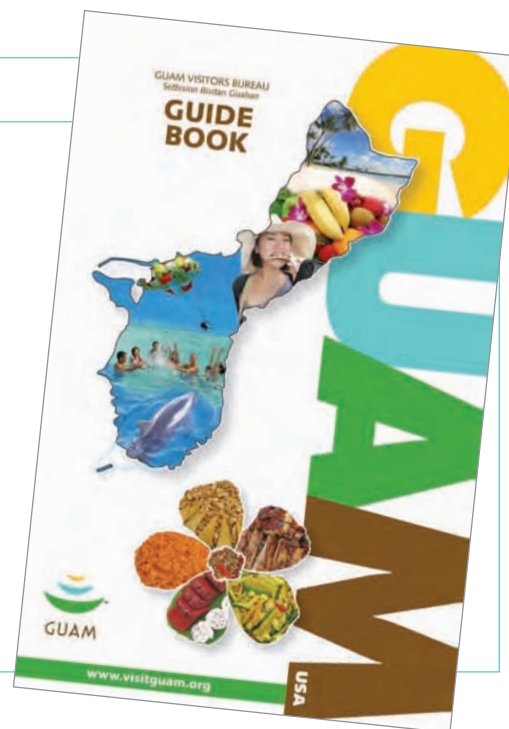
## INDUSTRY NEWS & PRODUCT DEVELOPMENTS

### GVB Publishes Informative Visitor Guide Book

GVB HAS PUBLISHED an easy-to-read, 72-page visitor guide book to Guam. It covers everything from our rich Chamorro culture to our heritage, food, and even historical landmarks that make our island unique.

Maps can be found throughout the book, particularly in the Sightseeing & Landmarks section, which offers a detailed listing of WWII sites, favorite beaches, and other Guam hot spots that may be of interest to visitors.

The book also features a listing of many hotels, restaurants, scenic spots, shopping, and transportation options, along with other members of the Guam Visitors Bureau.



### Guam To Attract Visitors at Expat Show in Shanghai

GUAM VISITORS BUREAU (GVB) will attend the fourth annual Expat Show Shanghai on September 16-18, 2011, at the Shanghai Exhibition Center in China.

Since 2007, the show has attracted up to 12,000 visitors of more than 80 nationalities in an effort to help them find information, products and services they may need for their life in Shanghai.

Consumers attend the Expat Show to gain information about everything from finance and investment to health, education, airlines, food and beverage, entertainment, insurance, lifestyle activities, and more.

The Expat Show is the biggest annual event geared towards establishing face-to-face contact between companies and expatriates. Around 200 companies, both domestic and international, are joining the event to show their products and services.

While in Shanghai, the GVB Marketing Manager Pilar Lagaña and GVB Marketing Officer Gina Kono will be conducting courtesy visits with travel partners, luxury online social media influencers and Expat organizations. They will also be holding a destination seminar for media and travel agents.

GVB representation at the show is part of an ongoing effort to increase the China visitor market on Guam. In 2011, 25.4% more visitors have come to Guam compared to last year.

#### 2010 Figures

174 Exhibitors	More than 80 nationalities
9,012 Visitors	91% of the visitors between 25 and 50
88% Foreigners	More than 85% are families
76% Managers or higher position	

Visit the Expat Show website at [www.expatshowshanghai.cn](http://www.expatshowshanghai.cn).



## SEPTEMBER CALENDAR OF EVENTS & VISITOR STATISTICS

**September 3**

### Cañada Barrigada Fiesta

Celebrate the Barrigada Fiesta (San Ramon) with the village and its Catholic Church. To learn more, contact the Barrigada Mayor's Office at 734-4537.

### 35th Ypao - Two Lovers Point 8.6M Run

A challenging but beautiful run from Tumon Bay's Gov. Flores Memorial Beach Park (Ypao) through the heart of Tumon/San Vitores Road and up to Two Lovers Point and back. For more information, contact Guam Running Club at 632-5818 or visit [www.guamrunningclub.com](http://www.guamrunningclub.com).

**September 10**

### Hagåtña Fiesta

Join the village of Hagåtña and its Catholic Church in celebration of its patron saint, Dulce Nombre de Maria. For more, contact the Hagåtña Mayor's Office at 477-8045.

**September 17**

### Talofofu Fiesta

Join the village of Talofofu and its Catholic church in celebration of the patron saint, San Miguel. For more, contact the Talofofu Mayor's Office at 789-1421.

### Boonie Stomp - Tarzan Swim Hole

Journey to a remote swimming hole to cool off. Bring: 3 quarts water, hiking boots, gloves, swimsuit, sunglasses, sunscreen, insect repellent, lunch and camera. Special Conditions: Possibly slippery slopes and mud.

### 34th 4.5M & 20K Nimitz Hill Loop

The 20K race starts at 5:15 a.m., and the 4.5 mile run begins at 5:45 a.m. For more information, visit [www.guamrunningclub.com](http://www.guamrunningclub.com).

**September 18**

### Dededo Fiesta

Join the village of Dededo and its Catholic Church in celebration of its patron saint,

St. Andrew Kim. For more, contact the Dededo Mayor's Office at 632-5203.



**September 22-25**

### 2nd Annual Mangilao Donne' Festival

A celebration of the Mangilao Donne', a hot pepper that graces many Chamorro dishes across the island. Festivities will be held across from the Mayor's Office. For more, call 734-2163.

**September 25**

### Guam Island Fiesta Tour - Mangilao

Experience an authentic Chamorro fiesta by joining the Guam Island Fiesta Tour, sponsored by the Guam Visitors Bureau in partnership with Lam Lam Tours and the Guam Mayors Council. For reservations, contact your tour agent or call Kiyoko/Rex at Lam Lam Tours at (671) 649-5314/5.

### Visitor Statistics January - July 2011 (preliminary)

**Total: 645,236  
(-6.5% LY)**

% of Mkt Mix	Country	Arrival Pax	Change from Last Year
70.3%	Japan	453,364	-11.9%
12.9%	Korea	82,938	12.4%
4.5%	U.S. Main	29,306	-2.9%
.08%	Hawaii	5,336	-6.4%
4.0%	Taiwan	25,672	32.9%
0.6%	China	3,926	30.7%
0.3%	Other	2,192	-9%



## GUAM VISITORS BUREAU NEWS & INFORMATION

### GVB hires new media communications specialist and public information officer

GVB IS PLEASED to announce two new communications staff members were hired in July and August.



Jessica Peterson, a seasoned editor and web designer, has been named Media Communications Specialist. She assists GVB in developing international public-ity campaigns and collateral materials through strategic guidance, writing ability and graphic design in order to in-crease the Bureau's international profile and promote Guam's brand awareness.

As the owner of Greta Design, Peterson has more than 13 years of experience in marketing, media, and design. Her writing and

design have appeared in AOL, MSN, Citysearch, *The Dallas Morning News*, *Guam Business Magazine*, and *Guam Pacific Daily News*.



Antonio (Tony) Muña, Jr., is the new GVB Public Information Officer. As such, Muña formulates and implements comprehensive public information and relations to enhance the Bureau's public image.

Muña has served as the Special Assistant to the Secretary of Commerce in the CNMI and the CNMI's Program Manager under the Office of the Lieutenant Governor.

He also worked at the Guam State Clearinghouse under Lt. Gov. Ray Tenorio, and most recently assisted in the communica-tions office.

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Please let us know what other stories and information about Guam you would like to see featured in I'Estoria.

### Free Travel Agent Tools

**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.

To subscribe or unsubscribe to the GVB marketing newsletter, click here.

### GVB is a proud member of these organizations:

