

I'ESTORIA

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China Charters on the Rise

Historically, Chinese New Year — late January to early February — is the peak travel period for Chinese visitors to Guam. However, increased efforts by Guam Visitors Bureau, Continental Airlines, and industry wholesalers have resulted in an expansion in anticipation of the inclusion of China in the Guam-CNMI visa waiver program. As a result, China's National Day is now a peak traveling period with seven charters scheduled to arrive on Guam next month.

Since 2008, there have been 2,465 China charter seats to Guam. It is projected that an additional 918 passengers will arrive in October. This is a significant increase from the 145 China charter seats in 2008.

With a visa wait time as long as 120 days, it is estimated that a visa waiver program would result in a 2,857% increase in China travelers to Guam. The average number of Chinese visitors year-to-date is 7,000 with a projected 29,000 in 2020. However, with an approved visa waiver, China visitor numbers can potentially increase to 200,000 to 400,000 in 2020.

With an average local spend of \$4,982 per Chinese traveler on Guam, or \$1,246 per day, GVB recognizes the value of promoting Guam to Chinese travelers seeking a warm and relaxing island retreat during the harsh winter season. China's major points of origin are Beijing, Hangzhou, and Shanghai.

GVB's goal is in line with the recommendation by the U.S. Travel Association to extend the visa validity period from one year to at least five years for China-U.S. mainland visa holders. There is compelling evidence that the realization of a Guam-CNMI visa waiver program for China would result in approximately \$138.5 million of additional net annual revenues to the government of Guam in 2020.

A Message from the General Manager



Hafa Adai! With China charters on the rise, GVB is excited to welcome those visitors in search of warm temperatures, pristine beaches, and a unique cultural experience.

We are confident that efforts to secure a Guam-CNMI visa waiver program will pay off locally and abroad. GVB thanks our industry partners for their support in this area.

As GVB gears up for the 24th annual Guam Micronesia Island Fair, we're infused with pride for our heritage and rich culture. Hope to see you in October!

Senseramente,



Joann G. Camacho



EXPLORING THE VISITOR INDUSTRY ON GUAM

GVB Attends PATA Travel Mart in New Delhi, India

FROM SEPTEMBER 6-9, 2011, GVB Marketing Manager Pilar Laguana and Marketing Officer Haven Torres met one-on-one with travel buyers. GVB had pre-scheduled appointments with 38 international buyers from China, Russia, U.S., Europe, and Singapore. GVB also met with U.S. Commercial Services attache Smita Joshi. GVB made a presentation to CTS Travel Agency Group, one of China's leading travel agencies, owned and controlled by the Chinese government. CTS is one of the largest movers of outbound travelers from China.



Buyers at PATA Travel Mart in New Delhi, India pose in front of the Guam booth. From left to right: Wu Yan, Vice General Manager, China Travel Service; Tony Liu, Travel Synwalk; Pilar Laguana, Marketing Manager, GVB; Guo Wei Hui, General Manager, China Travel Service; and Kate Chang, Regional Director of Beijing Office, PATA.

GVB Attends Hangzhou Luxury Tourism Event

GUAM VISITORS BUREAU representatives attended the first-ever "Luxury Tourism" event in Hangzhou, China. GVB was invited by Robert Griffiths, Consul General, U.S. Consulate General in Shanghai to participate in this prestigious industry event on Sept. 17, 2011.

By partnering with China Council for the Promotion of International Trade Hangzhou and Hangzhou Tourism Committee, Commercial Service Shanghai brings together U.S. travel destination representatives, local and provincial media, and thousands of potential travelers in East China to promote luxury tourism to the U.S. and Guam.

Commercial Service Shanghai discussed the Group Leisure Travel program, a group visa interview process that is offered exclusively by Commercial Service Shanghai and only to residents of East China.

The half-day promotional event included a 10-15 minute presentation from each U.S. participant, table top promotions, and a visa briefing by the U.S. Consulate.

Each participant invited five key contacts in the tourism industry to participate the event. The U.S. Consulate organized a marketing campaign highlighting U.S. luxury tourism participants



GVB at the Hangzhou Luxury Tourism event. L-R: Pilar Laguana, GVB Marketing Manager; Keenton Chiang, U.S. Commercial Services Officer; Gina Kono, GVB Marketing Officer; Geri Zhuang, Philippine Airlines Supervisor for Passenger Sales; Daisy Lv, GVB China Representative; and Shirley Wang, Shanghai Qiangsheng International Travel Service Manager.

throughout the online media before the event.

Participating firms included: Guam Visitors Bureau, Beverly Hills Conference and Visitors Bureau, Hilton Worldwide Hawaii, Visit Florida, California Travel and Tourism Commission China Office, Delta Airlines, Las Vegas Convention and Visitors Authority, Sea World, and American Asia.

Benefits of participation in the event included large coverage in local media and publications, representation by a U.S. government agency, lunch at the presentation, opportunity to develop relationships with local travel agencies, and exploration of new market opportunities in tourism market in Zhejiang Province.



INDUSTRY NEWS & PRODUCT DEVELOPMENTS

Guam Airport Launches Dedicated Line for ESTA

GUAM'S A.B. WON PAT INTERNATIONAL AIRPORT is bringing relief to travelers with a designated arrivals line for approved Electronic System for Travel Authorization (ESTA) holders.

The Guam airport pilot program was launched August 29, 2011 for ESTA travelers from visa waiver countries such as Hong Kong, Japan, South Korea, and Taiwan. This effort is aimed at reducing wait times by two-thirds the normal time needed for processing by U.S. Customs and Border Protection.

ESTA is an online application system to pre-screen travelers before they board a plane or ship to the United States. It is optional for travelers qualifying for the Guam-CNMI Visa Waiver Program.

Guam Visitors Bureau encourages travelers to ask about the program and for travel agents to offer ESTA at the point of sale.

Applications may be submitted online at <https://esta.cbp.dhs.gov> or through travel industry personnel. The cost is \$14.

"The ESTA pilot program on Guam is a win-win for all parties involved. It makes arriving on Guam and moving through the airport more pleasant and is a revenue source for the U.S. Department of Homeland Security. We are working closely with U.S. Customs and Border Protection Port Director Rocky Miner to make the program a success," said Joann Camacho, GVB General Manager.

Marshall Islands Hosts PATA Micronesia Meeting

THE MARSHALL ISLANDS VISITORS AUTHORITY hosted members of the Pacific Asia Travel Association (PATA) Micronesia Chapter in Majuro, Marshall Islands, for the chapter's 2nd tri-annual meeting from August 27-28 held at Hotel Robert Reimers and the Marshall Islands Resort. Several measures were discussed to further the region's exposure on a global scale.

Regional chapter members shared new promotional initiatives and reported work on the "Destination eGuides," which are electronic brochures for each island.

When all are completed, the collection of the Micronesia e-guides will be compiled into a Regional e-guide and marketed together.

The Micronesia Branding project, which aims to unify the region's image, was further discussed along with the update of the chapter's regional calendar for 2012. Other business discussed includes seeking support for attendance by all of the region's islands at the upcoming 24th Guam Micronesia Island Fair (GMIF) and Ko'ko Road Race on October 14-16, 2011.

The region is also expected to participate in the upcoming military trade shows at Naval Base Guam and Andersen Air Force Base on Guam scheduled in October.



Palau Visitors Authority Reps Make Courtesy Visit

ON AUGUST 24, 2011, GVB BOD Chairman Monte Mesa and GVB Management met with Palau Visitors Authority. With the anticipation of a forecasted increase in visitor arrivals to Palau for the next three years, PVA hopes to garner more ideas from the Guam tourism industry.

PVA also met with the Department of Chamorro Affairs and was hosted for a dinner at the Chamorro Village. In addition, PVA received a tour of Lina'la Chamorro Cultural Park and was hosted for a cocktail reception at The Beach Bar.

Palau Visitors Authority presents GVB BOD Chairman, Monte Mesa a gift. From Left to Right: Harry Fritz, Minister of Natural Resources, Environment & Tourism; Marleen Ngirametuker, PVA BOD; Lucy Sugiyama, PVA BOD; Eyos Rudimch, PVA Chairman; Terrance Ruluked, PVA Vice Chairman; Nathan Denight, GVB DGM; Monte Mesa, GVB BOD Chairman; Joann Camacho, GVB GM; Pilar Lagaña, GVB Marketing Manager; Darin De Leon, PVA Managing Director; Celine Oiterong, Exec. Secretary.



INDUSTRY NEWS & PRODUCT DEVELOPMENTS

The Guam Guide Launches Online

A COMPREHENSIVE ONLINE guide to the island of Guam launched at www.TheGuamGuide.com. The website features food, shopping, hotel, sights, and events listings.

Users can create free accounts and save favorite listings as well as pinpoint sights and businesses on the map.

TheGuamGuide.com features a commenting and ratings system for users, who may connect via Facebook and share comments on their wall.

The website contains editorial features about activities on the island such as getting married, diving, and sightseeing.

Sakman Chamorro Project Sets Sail in San Diego

SAN DIEGO, CALIFORNIA-BASED Sakman Chamorro Project has a mission and in August, the determined group reached a milestone. Their purpose was to rebuild the Sakman Chamorro, a 47-foot single outrigger sailing canoe based on the 1742 drawings by Sir George Anson.

On August 26, 2011, the Sakman Chamorro Che'lu (which means "brother or sister") sailed for the first time, proving seaworthy as she traversed San Diego Bay in both directions.

Construction of the boat began in July 2009 with funding by friends, family, and donors, including San Diego-based

Che'lu, Inc. Eventually, an 8-12 member crew will sail back to the Mariana Islands from where the Sakman tradition originated, with the Che'lu serving as a Chamorro ambassador for the islands.

Led by master carver Mario Reyes Borja, a dozen or so Chamorro supporters have worked to raise awareness about Chamorro history and culture — from the flying proas they once engineered and that were for centuries the fastest sailing vessels in the world to reviving interest in the Chamorro language among youth. The group hopes that this single vessel will help them make the journey to connect with their ancestral legacy.



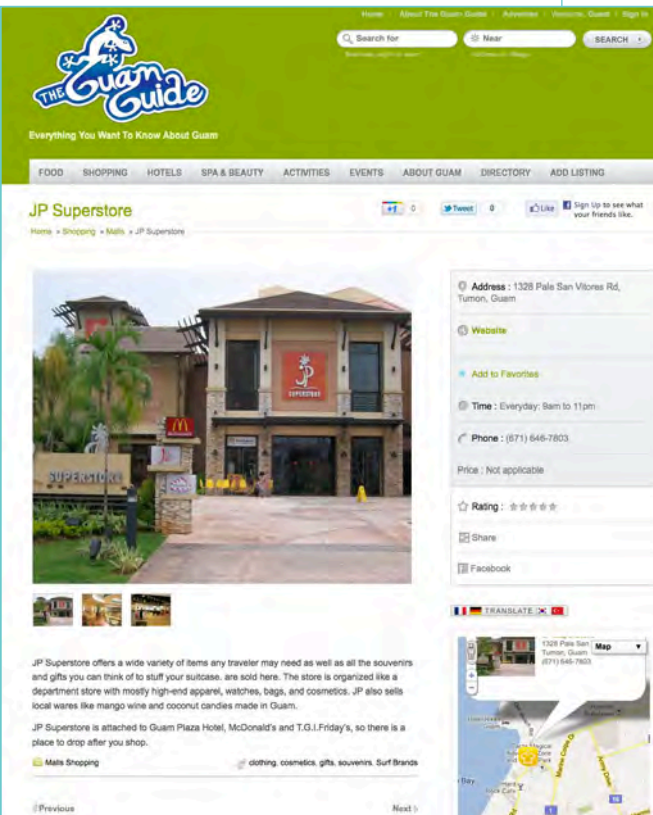
National Park Service Programs Highlight WWII History

GUAM'S WAR IN THE PACIFIC NATIONAL HISTORICAL PARK is comprised of seven different park areas — both on land and under the sea. Operated by the National Park Service, the parks honor all who participated in the Pacific Theater of WWII, including those from the United States, Japan, and the Allied nations.

Each month, the park offers free educational programs to the public. Throughout September park rangers will show movies, lead guides tours, and share historical accounts and experiences of soldiers.

The programs vary in length from 30 minutes to three hours.

For more information, call (671) 333-4050 or visit www.nps.gov/wapa.





SEPTEMBER CALENDAR OF EVENTS & VISITOR STATISTICS

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. Participate in interactive cultural displays, enjoy local music and of course, cuisine. Fee includes bus pick-up from your choice of hotel from 9:30 to 9:45 a.m., transportation to the fiesta family home, all activities at the fiesta, and transportation back to the hotel.

For reservations, contact your tour agent or call Kiyoko/Rex at Lam Lam Tours at (671) 649-5314/5.

October 1

14th Annual Pastries in Paradise

Hotels, restaurants, and bakeries will showcase their culinary talents under one roof to raise money for the Lend-A-Hand Foundation. In addition to desserts, there will be gourmet coffee, music, People's Choice competitions, the Judges Cup Culinary Competition, and a dessert challenge. The event will be held at Sheraton Laguna Guam Resort. For more information, visit www.ghra.org.

October 8

Umatac Fiesta

Join the village of Umatac and its Catholic Church in celebration of patron saint, San Dionisio. For more information, contact the Umatac Mayor's Office at 828-2940.

October 14-16

24th Guam Micronesia Island Fair

Join participants from across Micronesia at the 24th Guam Micronesia Island Fair, where traditional arts and crafts, cultural performers and regional cuisine are showcased for thousands of people each year. Sponsored by the Guam



Visitors Bureau, the signature event is a favorite annual outing for residents and visitors. For more information, view www.visitguam.org.

October 16

Guam Ko'Ko' Road Race

The 2011 Guam Ko'ko' Road Race is a half marathon and 4-person Ekiden Relay. Exchange Points 1 & 3 will be located on Marine Corps Drive, East Agana (close to Citibank) and Exchange Point 2 will be located on Marine Corps Drive, Asan. The race course begins (and ends) at Governor Joseph Flores Memorial Park (Ypao Beach Park) in Tumon. Sponsored by the Guam Visitors Bureau, the race is an annual signature event coinciding with the Guam Micronesia Island Fair.

October 29

Sinajana Fiesta

Join the village of Sinajana and its Catholic Church in celebration of patron saint, St. Jude. For more information, contact the Sinajana Mayor's Office at 472-6707.

Visitor Statistics

January - August 2011 (preliminary)

Total: 763,871
(-5.6% LY)

% of Mkt Mix	Country	Arrival Pax	Change from Last Year
70.6%	Japan	539,608	-10.5%
13.2%	Korea	100,625	10.6%
4.2%	U.S. Main	32,461	-4%
.9%	Hawaii	7,246	-3.5%
4%	Taiwan	30,423	10.6%
0.6%	China	4,497	35.3%
0.3%	Other	2,638	-5.3%



GUAM VISITORS BUREAU NEWS

GVB Korea Hosts Korea-Guam Marketing Committee Meeting

THE GUAM VISITORS BUREAU KOREA office on August 25, 2011 held its regular Korea-Guam Marketing Committee (KGMC) meeting comprised of the 15 major travel agencies in Korea.

The committee introduced GVB's Volume Incentive Program, scheduled to start September 2011, in partnership with Korean Airlines and as part of its sales and marketing strategy for Korean travel agencies. Also, as part of the introduction, GVB Korea will hold a sales contest in coordination with the travel agencies and Korea Airlines from September 1st to the end of November 2011. During the three-month period, the best performing travel agency will be presented with prize money and a trophy.

Guam Visitors Bureau

401 Pale San Vitores Rd
T: (671) 646-5278/9
F: (671) 646-8861
www.visitguam.org

Joann Camacho, General Manager
jcamacho@visitguam.org

Nathan Denight, Deputy General Manager
ndenight@visitguam.org

Pilar Laguaña, Marketing Manager
plaguana@visitguam.org

Jessica Peterson, Media Communications Specialist
jpeterson@visitguam.org

Please let us know what other stories and information about Guam you would like to see featured in l'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:

