

PRESS RELEASE

(For immediate release)



(Pictured L to R: Ms. Pilar Laguaña, GVB Marketing Manager, Mr. Tomoyuki Goto, SandCastle Vice President of Sales & Marketing, Mr. Joe Okada, GVB Marketing Officer II)

Guam Exhibits in China's First Ever "2008 Beijing Expat Show"

(Friday, April 11, 2008; Tumon, Guam) The Guam Visitors Bureau is excited that Guam was showcased as an idyllic destination choice to over 300,000 registered expats living in China. The first ever 2008 Beijing Expat Show took place from April 4 ~ 6 at the China World Trade Center. The trade show featured over 150 exhibitors and is the first show of its kind in Beijing, China. The show provided an excellent forum for service providers to showcase their products and services to potential expat customers.

The Guam delegation, led by GVB Marketing Manager Pilar Laguaña, took advantage of the 2008 Beijing Expat Show to share the many qualities that make Guam such a perfect destination for relaxation and experiencing the island's unique culture, history, and natural beauty. "We are very excited to be a part of Beijing's first Expat Show," said Laguaña, who also added, "we have already made many valuable new contacts and friends while here that will enable Guam to expand its visitor arrivals from China and encourage more expats to visit Guam and experience our island's unique tropical appeal."

The colorful Guam booth has been a popular stop with visitors to the 2008 Beijing Expat Show and afforded the Guam representatives an occasion to promote a safe, pristine environment that is only a few hours away. Guam is the westernmost USA destination and is "Where America's Day Begins."

The Guam Visitors Bureau also met with China International Travel Service, one of China's leading and influential Chinese travel agency. According to the World Tourism Organization (WTO), China is projected to supply 100 million travelers by 2020, making it the number one supplier of outbound tourists in the world. China represents the largest and fastest growing visitor market and Guam was excited to participate in the first 2008 Beijing Expat Show that will help in the development of this lucrative market.

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