



**PRESS RELEASE**

(For immediate release)

## Guam Visitors Bureau Becomes NTA Member

(Thursday, June 19, 2008; Tumon, Guam) The Guam Visitors Bureau has become a member of the National Tour Association (NTA), the US travel trade organization facilitating inbound leisure group travel from China as part of the China Inbound Program, approved by the US Department of Commerce and Chinese National Tourism Administration (CNTA) in February 2008. The China Inbound Program makes NTA solely responsible for creating and maintaining the list of approved tour operators as required by the MOU between the US and China for inbound leisure group travelers from China.

With the MOU and China Inbound Program in place, the US is expecting an 81% increase in visitors from China from 2006. Guam can expect to benefit from this dramatic increase provided local tour operators have applied and been qualified for inclusion on the list of approved operators. To apply, GVB is strongly encouraging Guam tour operators to first become NTA members. While not a requirement, NTA membership will simplify the approval process significantly and provide for a substantially lower application fee, among other benefits.

To apply for NTA membership and/or inclusion in the China Inbound Program, Guam tour operators can apply online at [www.NTAonline.com](http://www.NTAonline.com) or contact the GVB for an application. It takes 4 – 6 weeks to process completed applications, so tour operators are urged to act upon this opportunity as soon as possible to begin reaping the positive benefits.

“The MOU between China and the US, and the implications it holds for Guam’s tourism industry, are momentous,” said General Manager Gerald S.A. Perez, “GVB immediately signed up for NTA membership and urge our tour operators to do the same so that we can all begin taking advantage of China’s inbound leisure group market as soon as possible. To speed up the process, GVB has copies of the application for the China Inbound Program available at our offices in Tumon and hope all our tour operators will take advantage of this great opportunity.”

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For more information: Gerald S.A. Perez, General Manager  
Email: [gsap43@yahoo.com](mailto:gsap43@yahoo.com)

Pilar Laguana, Marketing Manager  
Email: [plaguana@visitguam.org](mailto:plaguana@visitguam.org)

Guam Visitors Bureau  
Tel: 671-646-5278/9  
Fax: 671-646-8861