



PRESS RELEASE

(For immediate release)

Chinese Visitors Get a Preview Glimpse of Guam

(Monday, April 28, 2008; Tumon, Guam) Visa applicants at the U.S. Embassy in Beijing will get a glimpse of Guam as they file the very paperwork that could bring them to the island to visit. Guam will be featured as one of the premiere U.S. destinations on a promotional DVD being created by the U.S. Commercial Service as part of a campaign to increase the number of visitors to the U.S. from China.

In response to the U.S. – China Group Leisure Travel Memorandum of Understanding signed in December 2007, the number of Chinese travelers is expected to increase dramatically and to take advantage, the DVD showcasing U.S. locations, like Guam, will be played continuously in the waiting rooms to an audience of potential visitors.

Each video clip will be five minutes in length with Mandarin subtitles. The Guam vignette will contain exciting footage of the outdoor activities one can enjoy daily in Guam's year round warm weather, like diving, swimming, golf, and a lot more. Guam's great shopping is highlighted in all its hustle and bustle as visitors take advantage of Guam's great bargains on high-end merchandise and throughout it all, the island's tropical beauty provides the perfect backdrop for an exciting visit.

U.S. Commercial Service expects to launch the promotional campaign in mid-May and it will run for six months. Guam is looking forward to receiving its share of new visitors from China who come the island to see all the wonderful sights from the video.

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