



**PRESS RELEASE**

(For immediate release)

## **Guam in Top 10 Destinations Among Japanese Travelers**

(Thursday, August 7, 2008; Tumon, Guam) The Japan Travel Bureau (JTB) released the 2008 top destination choices among Japanese travelers surveyed and for the third year in a row, Guam ranked in the top 20. In fact, Guam's popularity as a favored destination jumped an impressive eleven places to be ranked as the number eight most popular destination choice in Japan.

The 2008 Most Desired Destinations report ranks Guam as the number eight most popular destination, a dramatic change over the previous two years. Guam's surge in popularity can be attributed to the lower impact of fuel surcharges in comparison to farther destinations, renewed intensity in sales promotions initiatives including celebrity endorsements and a refreshed culturally driven message.

"This is great news for Guam and GVB," said General Manager Gerald S. A. Perez, "It means that we are geographically and competitively positioned to take advantage of an opportunity created by the current business environment. The challenge now is seeing how best we can capture this opportunity."

GVB is currently accepting Request for Proposals to retain a research firm in Japan that will aid the bureau in maintaining its elevated status as a destination of choice in the country. The deadline to submit a proposal is 5 pm, August 15.

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