

PRESS RELEASE

(For immediate release)



Travel Agents from Shanghai Participate in Guam FAM Tour

(Tuesday, December 2, 2008; Tumon, Guam) GVB welcomed two groups of travel agents and media from Shanghai, China who are visiting Guam to familiarize themselves with the “Guam Resort Destination.” The Guam FAM Tour was organized by wholesaler Shun Travel to further excite the travel agents who will be selling Guam packages to Chinese visitors taking advantage of the three special charter flights that Shun Travel has arranged for late January through February 2009, the Chinese New Year period.

Shun Travel coordinated the Guam FAM Tour with the support of GVB to create a unique island experience for the 37 travel agents and media representatives who will be promoting Guam to potential visitors interested in the special charter flights to Guam. “GVB is very excited at this opportunity to introduce Guam to the key travel agencies in Shanghai,” said Marketing Manager Pilar Lagaña, “We are making sure that they have a true understanding of our island and what makes it so appealing to visitors.”

This is the second time Guam has welcomed charter flights from China, the first during the 2008 Chinese New Year, which was fully booked and deemed highly successful. GVB anticipates good results from the three charter flights that Shun Travel has booked for the Chinese New Year. Shun Travel is considered a leader in the North America tourism wholesale market in East China.

“We are extremely grateful to Shun Travel for their interest in Guam and of organizing such an important group of industry leaders and media who will share the story of our island, it’s culture, and beauty with potential visitors in China,” said Lagaña, “Guam has a lot to offer visitors from China and we are looking forward to the charter flights in February.”

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