



PRESS RELEASE

(For Immediate Release)

Guam Showcased at China's Only Business to Business Outbound Travel Trade Show

(Monday, April 27, 2009; Tumon, Guam USA) Guam USA was an exhibitor and sponsor of the 5th China Outbound Travel and Tourism Market (COTTM) trade show held April 22 – 24, 2009 in Beijing. COTTM is China's only business-to-business travel trade show focusing on the country's growing outbound travel market. COTTM has increased in popularity, doubling the number of attendees last year with expectations of huge crowds this year, too.

The Guam booth shared information of the many activities, cultural and historical sites to explore, as well as Guam's beautiful natural environment. The Guam delegation, lead by General Manager Gerald S. A. Perez, also focused on sharing news of special charter flights being arranged by Century Tours from Beijing and Shanghai for the end of July.

During COTTM, the International Forum on Chinese Outbound Tourism was also held, during which Perez participated along with other tourism leaders from the US, to discuss US plans for achieving Approved Destination Status from China and Guam's own expectations for the PRC to be included in the Guam – CNMI Visa Waiver Program by 2010.

In addition to distributing brochures and other marketing materials, GVB was able to giveaway travel items like ID tags and luggage straps featuring the new Guam Brand Signature. GVB will continue to aggressively market Guam as a world-class resort destination to Chinese travelers in anticipation of China's inclusion in the Visa Waiver Program next year.

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