



**PRESS RELEASE**

(For Immediate Release)

## Guam Participates in China's 5th IFCOT

(Monday, April 27, 2009; Tumon, Guam USA) The Guam Visitors Bureau sponsored and participated in the recent International Forum on Chinese Outbound Tourism (IFCOT), held on April 24, 2009 in Beijing. This was the 5<sup>th</sup> annual International Forum on Chinese Outbound Tourism, held for the purpose of updating the transforming trends of Chinese outbound tourism, discussing newly emerged issues and solutions, and for improving communication and cooperation between buyers and suppliers.

IFCOT is strongly supported by China National Tourism Administration (CNTA), the China Tourism Association (CTA), World Tourism Organization (UNWTO) and Pacific Asia Travel Association (PATA), and organized by Ivy Alliance Tourism Consulting Co., Ltd. Since 2003, more than 1200 officials and executives from tourism boards of destination countries and tourism insiders of overseas and domestic have participated in the past forums.

Several panel discussions were held during IFCOT, with panels comprised of senior officers and executives from CNTA, state tourist boards of destinations, international tourism organizations, key tour operators, suppliers of destinations, overseas travel agencies and other tourism-related companies and attendees were able to ask questions. GVB General Manager Gerald S.A. Perez was a panelist for Unit 6: Approaching New Destination – America and discussed Guam's marketing plans in China and the pending inclusion of the PRC in the new Guam – CNMI New Visa Waiver Program, which is expected by 2010.

### NOTES -

#### Unit 6: Approaching New Destination – Focus on America

A memorandum of understanding for an agreement of ADS was signed between China and the United States in November 2007, and America has officially become the Chinese citizens' outbound destination for one year. How about the overall situation of outbound travel to America over the past year? Are there any changes in U.S. visa policy for the Chinese travelers? What are the bottlenecks to impede the substantial increase of number of Chinese travelers to America? What issues still remain to be solved?

According to the special demands and characteristics of the Chinese market, how to attract more Chinese travelers for the different states of America? Do the American travel suppliers understand and meet the needs of Chinese travelers? For American travel companies, how to build the business cooperation with the Chinese tour operators and travel agents? How to develop the wholesale business in the Chinese market?



