



Message from the General Manager



Hâfa Adai!

The holiday season is upon us and we couldn't have been more successful in kicking it off with the community launch of the Shop Guam Festival. With Black Friday, the Japan Club of Guam Autumn Festival and the Guma I Taotao Peace Festival taking place this past weekend, GVB is happy to report that over four thousand island residents and visitors showed up for the SHOP GUAM | TASTE GUAM event on Sunday.

The Shop Guam Festival continues into the new year so we encourage everyone to download the free Shop Guam app at the Apple App Store for iPhone and Google Play Store for Android phones. The mobile guide is the best way to take advantage of great deals and keep in tune with various events and activities.

Thanksgiving may have passed, but we continue to be thankful for our partners in working to promote Guam as the tourist destination of choice. We are even more thankful for the community's enduring support to share our culture with others. With over four thousand years of Chamorro history to draw from, we still have much to show the world.

As we count down the days until Christmas, let us be reminded to spend time with loved ones and give back to those in need in our community.

May you have a safe and prosperous holiday season.
Filis Nabitât yan Biba Añu Nuevo!

Si Yu'os Ma'ase,

KARL A. PANGELINAN
General Manager

Please Welcome Our New Members of GVB

(As of FY2014, beginning October 1, 2014)

- Katre Bistro
- Blu Guam Dive
- Carp Streamer, Inc.
- Coast360 Federal Credit Union
- Core BBQ Garden and Bar (Core Beach Resort)
- CTS Group USA Inc.
- Gekko the Gecko
- Guam Coffee Company
- Guam Dream Dive
- Guam Korean Digest (Gios Corporation)
- Guam Night Out.com
- Izba Russian Fusion Restaurant
- Micronesia Golf Partners Inc./ Jack Nicklaus Golf Academy
- Le Tasi Bakery
- Loco Beach Factory
- Lotte Hotel Guam
- Main Restaurant (Mother Entertainment Guam LLC)
- Re/Max Diamond Realty
- Sato Motonobu
- The Real Estate Professionals
- Marina Little Ocean Guam (formerly U.S. First Port)
- Verona Resort & Spa (formerly Polaris Guam LLC)

Hâfa Adai and Si Yu'os Ma'ase!

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GVB Honors Tourism Pioneers and Closes 50th Anniversary

GVB, along with 350 industry leaders, celebrated 50 years of tourism on island at the Sandcastle in Tumon on November 20, 2013.

“Last night was a special celebration of 50 years of sharing,” said GVB General Manager Karl Pangelinan. “Sharing our home with millions of visitors across the globe. With us were some true pioneers, visionaries, and leaders. People with the foresight, the knowledge, the vision and maybe just enough crazy in them to take a risk and give Guam a chance at being a tourist destination.”

Governor Eddie Calvo congratulated GVB and industry stakeholders that have invested in tourism over the last 50 years.

“We are excited for the future of the visitor markets, we currently welcome to our shores,” said Calvo. “Last year, we experienced historic visitor arrivals; the promising future of the Russian market; and the push to build capacity and enhance our services to make Guam a premier destination. This year, with your continued commitment to excel-



Members of Inetnon Gefpã’go open 50th anniversary celebration with the Legend of Puntan and Fu’una



GVB General Manager Karl Pangelinan honors tourism pioneers and their families

lence, we hope to see more. Thank you for your diligence and dedication to share Guam with the rest of world.”

The celebration included performances by Inetnon Gefpã’go, the Guam Chamorro Dance Academy (GCDA), Magician Anthony Reed and retrospective video presentations on Guam’s history of tourism. In addition, K-57 Radio Personality and Master of Ceremonies Ray Gibson recognized tourism pioneers such as Eduardo D. Calvo, Franklin G. Perez, Guam Tourist Commission Director Rex Wills, former Congressman Antonio B. Won Pat, former Senator Frank D. Perez, Pete Sgro, Pete Ada, former Senator Tony Palomo, Bert “Mr. Tourism” Unpingco, Alfred Ysrael, Kenneth D. Jones, Robert Jones, Earl Kloppenburg, Herbert Fukuda, Akira Baba, Joe Blas, PDN Editor Joe Murphy, Johnny Reyes, former Senator Joaquin Perez, former Governor Joseph Ada, former Lt. Governor Frank Blas Sr., DFS, Continental/United, the Guam Hotel & Restaurant Association (GHRA), Japan Guam Tourism Association

(JGTA), Japan Guam Travel Council (JGTC) and Korea Guam Travel Council (KGTC).

Looking ahead, GVB is preparing to unveil Tourism 2020, which acts as a roadmap to transform the island into a high quality world-class resort destination. The long range plan seeks to reach two million visitor arrivals by 2020. GVB’s initiatives to diversify its markets, improve product and preserve and promote our local culture will be at the forefront in both the private and public sectors.

“With the upcoming launch of the Tourism 2020 plan, Guam’s tourism industry begins its exciting journey for the next 50 years,” said GVB Board Chairman Mark Baldyga. “If 2020 sounds far away, think about this. In two months from now, 2020 will be 6 years away. It is a plan that will propel Guam forward as a first tier resort destination of choice for 2 million business and leisure visitors. I know a little thing about dreaming and I’ll tell you, we can get where we need to go.” ■

GVB Launches Shop Guam Festival with Global Media Press Conference

GVB announced the start of the Shop Guam Festival at a press conference that was held at the Outrigger Resort Guam on November 29, 2013. The campaign will last 38 days and is aimed at highlighting Guam as a modern, fashionable and diverse destination. Over 70 global media from 7 source markets were present, as well as representatives from local media.

“The best way to take advantage of the shopping incentives and events that are part of our campaign is through the Shop Guam app, a first of its kind for our island,” said GVB General Manager Karl Pangelinan. “We invite our local residents and visitors to download this free mobile guide on their iPhone or Android phones so they can use it to find exclusive deals and offerings throughout the holiday season.”

Shop Guam Festival started as GVB’s first global social media campaign in 2012. After the tremendous success last year, our goal is to make our Shop Guam Festival the most exciting annual Asia Pacific island festival with all around shopping, culture and entertainment attractions.

“GVB envisions and is striving for a comprehensive tourism product that our visitors, as well as our local residents, can come to enjoy every year for a wide range of holiday shopping and special events,” said GVB Marketing Manager Pilar Laguaña.

“The consistency of making Shop Guam Festival a GVB signature



From Left to Right: Amir Alavi - The Plaza, Melissa Fernandez - The Plaza, GVB General Manager Karl Pangelinan, Francis Guerrero - DFS Galleria, Mary Rhodes - Guam Hotel & Restaurant Association, Ernie Galito - Baldyga Group, GVB Marketing Manager Pilar Laguana

annual event also enables our overseas travel and trade sales partners to develop promotions and travel tour packages for the Festival in the future, and therefore delivering greater value to our guests.”

Over 170 special offers are available during the Shop Guam Festival and can be found in the Shop Guam app. Consumers can download the Shop

Guam Festival app by visiting the GVB website at visitguam.org or by scanning this QR code with a smartphone:



Very Special Thanks to All Our Shop Guam Festival Participants

Thanks to these participants, over 170 special offers are available during the Shop Guam Festival and can be found in the Shop Guam app. Download the Shop Guam Festival app and start shopping today!

A.B. Sports
 ABC Stores
 Aerosoles
 Affiliated X Lifestyles
 Al Dente Italian Restaurant
 Audemars Piguet
 Avenue 48
 Avis Rent a Car
 BA6
 Balloon Art
 Bambu Bar
 BankPacific
 Bead Hive
 Beard Papa's
 Beauty Bar
 Body Secret
 Breeze's Sunset BBQ
 Breitling Boutique
 Capricciosa
 Caronel Rolex Center
 Caronel Watch Center
 Chili's Bar & Grill
 Chuck E. Cheese's
 Cinnabon
 Coldstone Creamery
 Coldstone Yogurt Bar
 COMPacific
 DFS Galleria
 DNA Evolution
 Docomo Pacific
 Dollars Rent a Car
 En Japanese Restaurant
 Esprit
 Everblue
 Express Care
 Framed, ETC. Gallery
 Fruits
 Fuji Ichi Ban
 GAP
 Gecko
 GNC Guam
 Guam Royal Orchid Hotel
 Guam Style
 Guam Zoological and Marine Garden
 Guess
 Hard Rock Cafe
 Heavenly Veggies
 Hertz Guam
 Historic Inalahan Foundation
 I LOVE GUAM
 International Jewelry & Watch Center
 Island Sirena Esthetic Salon

Jamaican Grill
 JiA Asia Bistro
 Joinus Restaurant
 JP Edge
 JP Extreme
 JP Superstore
 Jungle Java Cafe
 Jungle Rules Adventure Tours
 King's Restaurant
 La Fleur
 La Miranda Cafe & Restaurant
 Lana'la' (Baldyga)
 Le Premier Restaurant
 Levi's Outlet Store
 Lotte Duty Free Guam
 Manngge Pops
 MDA
 MINAGOF Pale Ale
 Nana's Cafe
 National Car Rental
 Niji Japanese Restaurant
 Ohana Beach Club
 Outback Steakhouse
 Pacific Historic Park
 Palm Cafe
 Pay-Less Supermarkets
 Pearl Factory
 Pika's Cafe
 Pink Diamonds
 Pizza Hut
 Playport
 Pretzelmaker
 Roasted Guam Coffee
 Roy's
 Ruby Tuesday
 Sabai Thai Spa
 Sand Dune Coffee Shop
 Sea Grill

Shotgun Guam
 Skechers
 Skydive Guam
 Sling Stone Coffee
 SM Store
 Small Fry Boutique
 Subway
 Summary
 Sunglasses, Etc.
 Taco Bell
 Tapioca Drink World
 Tenjudo Leisure
 The Beach BBQ
 The Deep End
 The Deli
 The Globe (Baldyga)
 Thrifty Car Rental Guam
 Time & Style by Caronel
 Time Circle
 Tommy Hilfiger
 Tony Roma's
 Top of the Reef Skybar & Lounge
 Tumon Sands Plaza
 Ture
 Twinkles
 UnderWorld
 Vince Jewelers
 Volcom
 Waon Japanese Cuisine
 Waon Japanese Restaurant
 War in the Pacific National Historic Park
 Wendy's
 Windward Hills Golf Course
 World Buffet Guam Reef
 Zories Only



Thousands Attend Shop Guam | Taste Guam Event

Food, Fashion & Fun at Pleasure Island Attracts Island Residents & Visitors

Amidst a busy weekend with Thanksgiving, Black Friday, the Japan Club of Guam Autumn Festival and the Guma' I Taotao Peace Festival, over four thousand people came to Pleasure Island, Tumon yesterday evening to celebrate the community launch of the Shop Guam Festival. Together with the Guam Hotel & Restaurant Association (GHRA), the Guam Visitors Bureau (GVB) and its partners organized the SHOP GUAM | TASTE GUAM event in the heart of the island's tourism district.

"We applaud the successful efforts of our partners to make everyone feel at home with great entertainment and mouth watering cuisine," said GVB General Manager Karl Pangelinan. "We couldn't have asked for a better turnout and we thank our island community and visitors for celebrating with us."

San-ai Swimwear Image Girl Ikumi Hisamatsu kicked off the first of five fashion shows at the event with 20 other international and local models on a 24-foot catwalk. Local dance groups and DJs also kept the crowd entertained throughout the night.

International celebrity musicians Faye Chan, Ian Chen and Real Huang also attended the festivities and were introduced on stage. The trio makes up the Taiwanese pop rock group known as F.I.R. They are on Guam to shoot a music video and buy locally made products for less fortunate children in their country.

Many island residents and visitors were likewise seen indulging on

an assortment of fiesta plates, fresh fruit juices and sweet treats. "We're extremely humbled and grateful from the response of our community. It's extremely satisfying when all of our partners from DFS Galleria, Pleasure Island and GVB continue to put out strong events," said GHRA President Mary Rhodes. "The combination of hotels, restaurants and smaller vendors really put a lot of diversity for everyone to enjoy."

In addition, Rhodes mentioned the proceeds from the food and beverage sales will benefit the Micronesian Chefs Association, Guam Community College's Culinary Arts Program and GHRA scholarships.

Aside from the fashion and food, SHOP GUAM | TASTE GUAM was also an environmentally conscious event. iRecycle Program Administrator Peggy Denney and her team of students volunteered their time to help recycle any waste that was generated.

The Shop Guam campaign continues with more shopping incentives, cultural events and activities linked to the free Shop Guam app for iPhones and Android phones. The mobile guide is available for download on the iPhone App Store and Google Play Store.

Additionally, the community can enjoy the holiday lights in Tumon and Christmas Village display across from the Hyatt Resort. The annual holiday illumination project is another component of the Shop Guam festival to celebrate the Christmas season on Guam. ■



Thousands attend Shop Guam | Taste Guam



San-ai Swimwear Models on the runway



GVB General Manager Karl Pangelinan introduces Taiwanese pop rock group F.I.R.

GVB's Regina Kono Shines At 2013 MagPRO Awards

Longtime Marketing Officer Wins Supervisor of the Year Award



From Left to Right: First Lady Christine Calvo, Governor Eddie Baza Calvo, Supervisor of the Year Gina Kono, Lt. Governor Ray Tenorio and CSC Executive Director Tony Lamorena

Just a day after closing its 50th anniversary, the GVB celebrated the hard work of one of its long-standing employees.

GVB Marketing Officer II Regina Kono won Supervisor of the Year at the 2013 Governor's MagPRO Awards that was held November 21, 2013 at the Leo Palace Resort in Yona, Guam. She was nominated by GVB for the Governor's Employee Recognition Program in the Office Management & Miscellaneous category.

"Gina is a shining example of hard work and dedication," said GVB General Manager Karl Pangelinan. "Tourism touches every corner of this island. Much of the progress we've made in growing Guam's top industry comes from experts, like Gina, who continue to share their passion for our home."

Reacting to her award, Kono said she felt honored to be recognized along with other government employees for their efforts.

"I really am honored after 30 years of being with the bureau, I feel like I achieved something," said Kono. "I think I've done a lot to help our industry and the people of Guam. I was there when we started Korea, Taiwan and Hong Kong. Now I'm involved with Russia and China. Hopefully before I retire, we will accomplish what we want to do and that's the visa waiver for China."

GVB also won the National Recognition Citation award at the event for its effective promotion efforts in Japan over the last three years. In September, Governor Eddie Baza Calvo was on hand to receive the prestigious Tourism Award for a National Tourism Organization (NTO) at the Japan Association of Travel Agents (JATA) Travel Showcase in Tokyo, Japan. This honor was the highest award given to an NTO by JATA. ■

United Launches Daily Guam-Rota Flights

United Airlines launched daily flights between Guam and Rota on Nov. 1, 2013 with the 3:10 p.m. arrival of UA5039 at A.B. Won Pat International Airport, Guam. Cape Air operates the United Express flights on this route using a 46-seat regional jet aircraft.

Passengers arriving from Rota were welcomed by representatives of the United Guam sales team, the PATA Micronesia Chapter Chairwoman Pilar Lagaña and chapter members and A.B. Won Pat International Airport Authority. One of the passengers, Rota Mayor Melchor Mendiola, thanked United for expanding their services in the islands.

"With these additional daily flights between Guam and Rota, United now offers customers more convenient access between the islands," said Sam

Shinohara, United's managing director for Business Development, Asia/Pacific. "We are excited and confident that the launch of this new route will help promote Guam and the Marianas as popular destinations for business or leisure travel in the region." ■



Representatives of United Airlines, PATA Micronesia Chapter and A.B. Won Pat International Airport Authority, Guam welcome customers arriving on the inaugural Rota - Guam flight on Nov. 1, 2013.

Top Officials meet at 19th Micronesia Chief Executives' Summit



GVB General Manager Karl Pangelinan represented the PATA Micronesia Chapter Regional Tourism Committee and delivered updates on regional marketing activities and programs at the 19th Micronesia Chief Executive's Summit (MCES) held in Saipan, CNMI on December 4, 2013 at the Fiesta Resort and Spa.

"To gather with Micronesia's top level officials and work on regional economic strategies that will help our communities is always worthwhile," GVB General Manager and PATA Executive Board Member Karl Pangelinan said. "As we focus on our region, we continue to build strength in numbers and create a synergy of awareness to market Guam and Micronesia as a place with diverse activities and cultural potency. We believe our tourism numbers have the potential to grow beyond our expectations in the coming years. This will provide increased economic opportunities for all of us."

The MCES is composed of the Chief Executives from Guam, CNMI, Palau, Marshall Islands and the Federated States of Micronesia. Since the 1st Summit was hosted in Palau in March 2003, the MCES has met biannually and has issued a series of joint communiqués and related resolutions, letters and associated actions and arrangements. ■

Guam Welcomes Inaugural Russian Charter Flights



Top row from Left: GVB Marketing Officer I Haven Torres; GVB Marketing Officer II Gina Kono; HIS General Manager Yasumitsu Sakai; Lt. Governor Ray Tenorio; GVB General Manager Karl Pangelinan; Miss Earth Guam Katarina Martinez; Senator Tina Rose Muña Barnes; GVB Cultural Heritage Officer Dee Hernandez; GVB Marketing Manager Pilar Laguaña and GIAA Deputy Director Peter Roy Martinez with Guam Cultural Dancers

A new direct flight from Russian Far East cities Vladivostok and Khabarovsk began flying weekly to Guam on November,. The flights are chartered by Russian carrier Orenair and will be flying once weekly from Vladivostok and once weekly from Khabarovsk every week through March 2014. ■

Friendship Baseball Tournament Opens at Leo Palace



Miss World Guam Camarin Mendiola threw the honorary "First Pitch" at the Leo Palace Resort Guam Baseball field to kick off the 20th Friendship Junko Rubber Baseball tournament on Nov. 30, 2013. The tournament fielded four visiting college teams from Japan against three Guam Major League teams and one select amateur team from the Guam Amateur Baseball Association. Congratulations to Tokyo Big - 6 for winning this years' tournament. ■

Association. Congratulations to Tokyo Big - 6 for winning this years' tournament. ■

New Faces at GVB



Josh Tyquiengco
Public Information Officer

Josh Tyquiengco is a son of Guam and from the village of Malesso'. After graduating from Southern High School, he went on to attend the University of California-Berkeley. Josh joins GVB after nearly 7 years as a reporter and TV news anchor for the Pacific News Center. In his free time, Josh enjoys running, triathlons, traveling and spending time with family and friends.



Tanya Shiroma
*Marketing Department
Administrative Secretary*

Since moving back to Guam in 2009, Tanya Shiroma has worked for the Law Offices of Lujan, Aguigui and Perez as a Legal Secretary and also served as Program Coordinator for the Department of Labor. She joined the Bureau in September as the Admin Secretary for the Marketing Manager.



Anne Camacho
Management Analyst

Prior to joining the Bureau in November, Anne Camacho was an Admin Officer and Management Analyst with the Office of Public Accountability (formerly known as the Office of the Public Auditor). She was also a Management Analyst with the University of Guam. "The transition here at GVB has been seamless because the management style is in the spirit of collaboration and teamwork, backed by strong leadership."

SHOP GUAM FESTIVAL 2013

November 29, 2013 to January 5, 2014

Shop in Style with this FREE* Shop Guam Festival Shopping Bag!

Receive a FREE Shop Guam Festival shopping bag and charm when you spend \$500.00 at participating Shop Guam Festival vendors. *Present your receipts totaling \$500.00 or more to Guam Visitors Bureau in Tumon to receive your free Shop Guam Festival Shopping Bag. While supplies last from November 29, 2013 to January 5, 2014.

SCAN THIS for the Shop Guam mobile App!

FREE GIFT with purchase!

Guam Visitors Bureau
401 Pale San Vitores Road
Tumon, Guam 96913

OPEN: Monday-Saturday, 8AM-5PM
Closed Sunday and holidays

Tel: (671) 646-5278 | visitguam.org

Map locations: Hilton Guam Resort & Spa, Ypao Beach Park, Guam Visitors Bureau, Proa Restaurant, Pacific Islands Club, PALE SAN VITORES ROAD, TUMON



Colleen Cabedo
Executive Secretary

Colleen Cabedo is a 2012 graduate of the University of Guam and achieved a bachelor's degree in Business Administration with a concentration in Marketing. Prior to joining GVB in November as Executive Secretary, Colleen was a Marketing Consultant with KUAM. Colleen was also an intern with the GVB Marketing Department in 2012.

Upcoming Events

DECEMBER 2013

- Dec 1 Shop Guam Taste Guam - *Pleasure Island, Tumon, Guam*
- Dec 4-6 Micronesian Chief Executive Summit - *Saipan*
- Dec 9 Our Lady of Kamalin (Observed) - *GovGuam Holiday, GVB Closed*
- Dec 13-15 Diving Resort & Travel Expo - *Hong Kong*
- Dec 25 Christmas Day - *GovGuam Holiday, GVB Closed*
- Dec 31 New Year's Eve

JANUARY 2014

- Jan 1 New Year's Day - *GovGuam Holiday, GVB Closed*
- Jan 5 Shop Guam Festival 2013 Ends
- Jan 10-12 Chicago Travel Adventure Show - *Chicago, Illinois*
- Jan 15 Russia Visa Waiver 2nd Year Anniversary
- Jan 16-19 16th Annual LA Times Travel Show - *Los Angeles, California*
- Jan 19 Guam Longride 2014
- Jan 21 Martin Luther King, Jr. Day - *GovGuam Holiday, GVB Closed*
- Jan 29-Feb 1 PATA Micronesia Chapter Tri-Annual Membership meeting - *Palau*

Visitor Statistics Jan. 1 - October 31, 2013 Total: 1,108,429 (Up 2.5% Over Last Year)

October 2013

Country	Arrival Pax	Change from Last Year
Japan	66,874	-5.3%
Korea	19,247	19.4%
Taiwan	4,107	11.4%
China, P.R.C.	1,519	39.7%
U.S. Mainland	3,021	-19.3%
Hong Kong	648	-13.1%
Russia	416	15.2%
Philippines	1,206	-15.0%

