



## 2nd Shop Guam Festival Launches on Black Friday

GVB is in the final planning stages of Shop Guam Festival 2013 and is set to launch on Black Friday, November 29. Shop Guam Festival 2013 is a colossal array of retail, dining and entertainment incentives packed into 38 days of festivities featuring fashion shows, in-store events, culinary celebrations and cultural activities — all carefully crafted for visitors to experience Guam's tax-free shopping and paradise island activities.

This year, GVB has developed a Shop Guam Festival print and mobile app guide in eight languages. The guides are absolutely free and are filled with information on participating vendors, exclusive offers and events that will be showcased during the festival. Currently there are 168 exclusive offers in the Shop Guam Festival guides and GVB is working to add even more before the festival begins.

*(Continued on page 2)*



## Message from the General Manager

Håfa Adai!

Last month, GVB closed our fiscal year for 2013. I have been with GVB for eight months, but it feels like years. I am confident in the work that we have done and continue to do and look forward to working with all of you during fiscal year 2014.

We closed our fiscal year with 1,330,487 arrivals to our island paradise. This is a 5.3% increase over last fiscal year and the third best fiscal year in history. There is still a lot of work to be done to ensure we protect our market share as well as continue our diversification efforts. The rise in arrivals from other markets such as Korea, Russia and Mainland China show that this diversification shift is working and we will continue to support it further within our markets.

As we come close to closing the calendar year, GVB will also be closing our yearlong celebration of 50 years of tourism on Guam with a Gala to mark this historic and auspicious occasion. This is a great milestone we have achieved together. Our future, with the Tourism 2020 strategic plan as our guide, our story over the next 50 years is only going to get better.

Biba GVB and Biba Guam!

Si Yu'os Ma'ase,

KARL A. PANGELINAN  
General Manager

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## Direct Charter Service from Russian Far East Begins in November



A new direct flight from Russian Far East cities Vladivostok and Khabarovsk will begin flying weekly to Guam in November. The flights are chartered by Russian carrier Orenair and are on Boeing 737-800 aircraft with 189-seat capacity, all economy class. Flight frequency will be once weekly from Vladivostok and once weekly from Khabarovsk. Service begins November 7 for Vladivostok, November 8 for Khabarovsk and is scheduled every week through March 2014.

“Russia continues to be a great market for Guam. We received Parole Authority for visitors from the Russian Federation on January 15, 2012 and arrivals have been growing by leaps and bounds. We are excited to be receiving direct charter flights from this dynamic market and will continue to develop it through effective and aggressive marketing campaigns by telling the story of our island and people,” said GVB General Manager Karl Pangelinan.

Visitor arrivals numbers show a total of 2,931 arrivals from Russia in FY2012. Russian arrivals increased 109.3% in FY2013 with 6,134 total arrivals.

*(“Shop Guam” continued from page 1)*

Outdoor displays, banners, participating vendor window decals and hotel room tent cards promoting the Shop Guam Festival will be installed shortly before the festival kickoff. Overseas media groups are currently being reviewed and considered for the global media fam tour that is scheduled to begin on November 28 through December 5, 2013.

“Retail trade is one of the most important tourism attractions and economic stimulators for Guam,” GVB General Manager Karl A. Pangelinan said. “It employs thousands of Guamanians and offers opportunities for a better way of life. The Shop Guam Festival is a GVB signature event that seeks to position Guam as a world-class shopping destination, offering luxury to value deals, and showcases the unique Håfa Adai spirit and the ingenuity of our people’s cultural crafts.”

The Shop Guam Festival began in 2012 as a global social media marketing campaign by GVB that aimed to create an interactive shopping experience highlighting Guam as a modern, fashionable and diverse destination to shop. The campaign was tremendously successful for the Bureau and generated a total of \$8.4M of media exposure and



## 2013 Ko'ko' Road Race Records Highest Number of Registrants



GVB welcomed 2,103 registrants to Governor Joseph Flores Memorial Park (Ypao) for the 2013 Guam Ko'ko' Half Marathon and Ekiden Relay on October 20, 2013. The number is an all-time high for the race, which is in its eighth year.

Lt. Gov. Ray Tenorio fired the starting gun at 5 a.m. in front of GVB headquarters in Tumon for the half marathon runners, who comprised about half of the participants. Among them were Marie Benito and Derek Mandell, two local runners who represented Guam in past Olympics. Mandell, who won the Ko'ko' Half Marathon in 2009, came in fourth overall this year with a time of 1:17:56. Benito was the second female

finisher coming in at 1:34:11. As the top male and female Guam residents, they each won roundtrip airfare, courtesy of United Airlines, to Sapporo, Japan, for the NikkanSports Toyohiragawa Marathon on May 4, 2014. Tsukasa Kawarai was first to finish the half-marathon with a time of 1:12:18.



The half marathon course ascended up JFK Hill toward Kmart and took a right turn down Route 1/Marine Corps Drive to just past Adelup, where runners made the turnaround and returned on the same course. The ekiden relay route was different this year from previous years. Instead of running the same course as the half marathon runners using a series of exchange points, the ekiden relay route made its way from GVB to the Sand Castle and back, and all runners ran the same segment.

A team of cross-country runners from John F. Kennedy High School — Michael Murphy, Rey John Flores, Kennedy Macatuno, and Karl Almoite — placed first in the relay with a time of 1:18:25 and took home a \$1,000 cash prize.

### Join GVB in Hong Kong



GVB will be exhibiting at the upcoming Diving Resort & Travel Expo (DRT) December 13-15, 2013 in Hong Kong. The DRT Show is considered to be the largest regional gathering for diving enthusiasts, marine conservationists and anyone with a passion for the underwater world.

If you are interested in becoming a co-exhibitor at the DRT Show, please contact Gina Kono at 648-1504 or email [gina.kono@visitguam.org](mailto:gina.kono@visitguam.org).

### 'Say Yes Again' Winners Renew Vows in Guam

Mr. Chan Chi Yuan and Mrs. Chan Chen Hui Min, the winning couple of the "Say Yes Again" Taiwan summer campaign renewed their wedding vows before family and friends at the San Vitores Bayside Chapel on August 25, 2013.



## Lam Lam Tours Adds 11 New Guahan Trolleys

*Upgrades began in August 2013 and will extend into the future*



New Guahan Trolleys are now in green-and-red colors, a slight departure from the classic American all-red trolleys

Lam Lam Tours and Transportation has added 11 brand new Guahan Trolleys to its fleet and plans to continue upgrading shuttle services in and around the Tumon area. The new trolleys are equipped with better noise reduction systems, are environmentally-friendly and adhere to EPA Emission Control regulations as well as both local and Federal clean-air initiatives in Guam.

The new trolleys are built to provide a more comfortable ride with built-in air suspension systems and offers passengers the choice of riding in air-conditioned or open air sections. Guahan Trolley passengers will also enjoy new special features such as automatic GPS and Wi-Fi access, which will enable passengers to track bus movements and gain access to the internet while onboard. In the future, Guahan Trolleys will be equipped with automatic bus stop announcement capability.

Lam Lam Tours and Transportation invites the community and visitors onboard to enjoy the nostalgic experience of riding one of their new Guahan American Classic Trolleys.

## 12 Chinese Couples Tie the Knot in Guam

*Shanghai's Annual Rose Wedding Event was held at Aqua Stella*



Newly-married Shanghai couples with event coordinators, GVB staff and management and Guam Tourism leaders

12 Shanghai couples were married in joint ceremonies held at the Aqua Stella Wedding Chapel at the Hilton Guam Resort & Spa on October 18, 2013. The group wedding was organized and promoted by Rose Wedding, a growing fashion-themed wedding brand from Shanghai, China.

Since 1998, Rose Wedding has developed into a large-scale event that is held annually in October. Rose Wedding has been hosted in many countries worldwide including USA, Canada, France, South Korea and Saipan. This year, Rose Wedding organizers elected to hold their event in Guam and promoted the island to Shanghai couples as a high-end paradise honeymoon destination. The campaign has generated an estimated \$385,000 in media value for Guam in print, television and internet media in Mainland China.

In addition to the actual wedding day, the Rose Wedding Tour also included three days of island sightseeing, recreational activities and shopping. The 12 couples traveled with various Shanghai media and Rose Wedding staff, bringing the total number in the group to 50 pax.

# RA DV Region Appointed Official GVB Representative in Russia

GVB, in its continuing efforts to sustain Russian arrival growth, has appointed RA DV Region, an established advertising agency in Vladivostok, Russia, to design and implement advertising, public relations, marketing and promotional campaigns in Russia. RA DV Region will also assist GVB in promoting Guam and to act as GVB's Marketing Representative office in matters pertaining to Guam in Russia.

"We see a need to broaden our outreach by elevating the image and brand of Guam in the minds of the general consumer. We will work with key industry leaders and the media to implement a complete strategic approach to our marketing efforts in Russia to continue growing arrivals to Guam," said Karl A. Pangelinan, GVB General Manager.

DV Region has 4 offices in the Russian Far East, a reliable reputation in the market and

vast experience of work with regional advertising suppliers in the Russian Far East and Siberia. DV Region's extensive marketing expertise and skills for the last 10 years will help GVB to be more effective in increasing the Guam brand recognition as well as achieving visitor arrival goals from Russia.

DV Region will have the task to promote Guam as a premier destination in the Western Pacific that is easily accessible geographically for the residents from the Russia Far East. Guam's primary targets markets will include cities in the Russian Far East region, which is where the majority of the island's Russian visitors originate.

Visitor arrivals numbers show a total of 2,931 arrivals from Russia in FY2012. Russian arrivals increased 109.3% in FY2013 with 6,134 total arrivals.



**Olga Gerasimova**  
Chief Guam Team



**Nastya Trigubenko**  
Guam Day-to-Day  
Routine Manager

# Alouatta, Inc. Selected to be GVB's Official Representative in the Philippines

GVB has partnered with Alouatta, Inc. to manage its marketing, public relations and other communication channels in the Philippines. After a rigorous screening process, Alouatta was selected to represent the Bureau by primarily encouraging Filipinos to visit Guam.

Alouatta, Inc. offers Marketing Communications, Public Relations and Business IT Solutions, with a current clientele reach that transcends through industries. It services some of the country's most established corporations that range from, but is not limited to telecommunications, real estate, entertainment, packaging, food and beverage, and tourism. Apart from Metro

Manila, its media reach extends to some of the country's urbanized provinces namely Iloilo, Bacolod, Baguio, Cebu, Davao, and Pampanga.

With its new venture with GVB, Alouatta will promote Guam as a premier travel destination for Filipinos by highlighting on its shopping spots, culture, nature eco-tripping adventures, as well as other leisure offerings and features.

Visitor arrivals numbers show a total of 10,240 arrivals from the Philippines in FY2012. Philippine arrivals increased 3.2% in FY2013 with 10,564 total arrivals.



**Carmel Carpio**  
PR/Marketing Director



**Herbie Arabelo**  
PR/Marketing  
Consultant

## Okayama City Donates Recycle Bins to Guam

The city government of Okayama, Japan, together with the Okayama business community, has donated 30 recycle bins to Guam to encourage recycling throughout the island. The bins have separate compartments for plastic, aluminum, and paper and features the Guam Seal, Okayama City Seal, and a logo designed by an Okayama University student that expresses the friendship between Guam and Okayama.

GVB is distributing the bins and encourages businesses and organizations to adopt a bin and promote recycling. The donation is part of an active relationship the City of Okayama established with Guam in a Memorandum of Friendship that was signed on August 31, 2010 by the Mayor of Okayama and then Governor of Guam Felix Camacho.

“Last year, Governor Eddie Calvo met with the Okayama Delegation here at GVB when they first announced their intentions to donate these bins,” GVB Deputy General Manager Nathan Denight said. “After much collaboration and hard work by GVB together with UOG, our members and the Islandwide Beautification Task Force, we are excited to be receiving these bins on behalf of the people of Guam and using them to keep Guam cleaner and more sustainable.”

The donation was made possible by research completed through an on-going cooperation of agree-



ment in collaborative research and student exchange between the University of Guam and Okayama University. In January 2013, interns from the UOG Center for Island Sustainability assisted Okayama University in a survey project to determine the best areas to place recycling and waste collection bins. Okayama University started the joint survey and recycling implementation project in 2012 after Dr. Takeshi Fujiwara of Okayama University noticed that tourists in Tumon were lacking access to recycling and waste separation facilities. The City of Okayama spent approximately \$70,000.00 to manufacture and ship the recycle bins to Guam.

Guam Businesses and Organizations that have adopted a Recycle Bin:

1. Guam Premier Outlets
2. Micronesia Mall
3. Agana Shopping Center
4. DFS
5. The Plaza
6. Baldyga Group
7. Pacific Islands Club
8. Two Lovers Point
9. Pay Less Markets
10. Guam Legislature
11. University of Guam
12. M.U. Lujan
13. Agana Heights Elementary
14. Guam International Airport Authority
15. Tumon Sands Plaza
16. Guam Visitors Bureau

**For information on how your business or organization can adopt a Recycle Bin, please contact Tony Muna at 646-5278.**

# Guam Highlights Investment Opportunities at HICAP



Guam took center stage at the Hotel Investment Conference Asia Pacific (HICAP), where GVB General Manager Karl Pangelinan presented “Guam— America and Asia’s Best Kept Secret” to approximately 800 distinguished investors from around the globe.

“For over twenty years, HICAP has been the unequalled annual gathering place for Asia Pacific’s hotel investment community, attracting the most influential owners, developers, lenders, executives and professional advisors from around the globe,” said GVB General Manager Karl Pangelinan.

The Guam delegation included representatives from GVB, Guam Economic Development Authority (GEDA) and the Guam International Airport Authority (GIAA). The event provided an opportunity for the Guam delegation to meet the region’s preeminent players and executives, to explore investment opportunities, exchange ideas and push toward Governor Eddie Calvo’s goal to increase the number of Guam hotel rooms by adding an additional 2,000 rooms by the year 2020.

“It’s no secret that we need hotel rooms, especially on the high end. Our Tourism 2020 strategic plan lays out very real and achievable goals to this end that we will continue to work on over the next 7 years,” added GVB General Manager Karl Pangelinan.”



The Guam delegation met with some of the region’s most influential hotel owners and developers including the Shangri-La Hotels and Resorts, Samsung Development Group, Regent Hotel Group and many others.

# GVB Hires PR Agency in South Korea

GVB has engaged PROMAC Partnership, an established public relations agency in Seoul, South Korea, to design and implement advertising, public relations and promotional campaigns in South Korea and to assist GVB in promoting Guam tourism and achieving visitor arrival goals from South Korea, and to act as GVB’s PR liaison office in matters pertaining to Guam in South Korea.



**Robert Sohn**  
President & CEO  
PROMAC Partnership



**Adele Kim**  
Executive Director  
PROMAC Partnership

GVB has retained its Korea General Services Agency (GSA), TLK Marketing, as its sales and marketing arm in South Korea. TLK Marketing has proven success with its outreach to the Korean traveling public and most effectively with the Korean travel trade. Guam has seen record numbers in Korea arrivals in 2013.

“We are seeing results of our hard efforts to work closely with our local industry and with travel trade in South Korea,” said GVB General Manager Karl Pangelinan. “To complement our success with the trade, we’ve decided to broaden our outreach by engaging a PR agency to elevate the attractions and assets of Guam in the minds of the general consumer. TLK Marketing will continue to work with key industry leaders while PROMAC Partnership will work with the media. I’m confident with this complete approach to our marketing efforts in South Korea, Guam will continue to see arrivals growth going forward.”

Visitor arrivals numbers show a total of 165,143 arrivals from Korea in FY2012. Korean arrivals increased 41.0% in FY2013 with 232,847 total arrivals.

# Guam Shines at Taipei International Travel Fair

A Guam delegation, led by GVB that included co-exhibitors Pacific Islands Club and SkyDive Guam and musicians Jesse & Ruby, exhibited at the 21st Taipei International Travel Fair held October 17 - 23, 2013 in Taipei, Taiwan. With over 1,200 booths and 260,000 visitors, the ITF is undoubtedly the largest travel tradeshow held in Taiwan and gave the Guam delegation the opportunity to reach, network and promote awareness to a staggering number of travel professionals and consumers.



GVB also paid courtesy visits to China Airlines and EVA Air and met with several dozen travel agents.



And, in sharing the Hafa Adai Spirit, Guam cultural dancers and musicians performed for patients and staff at the National Taiwan University Hospital.





## Korea Visitor Profile FY 2012

### Marital Status

Single .....	17%
Married.....	83%

### Age

Less than 20 years .....	1%
20-29 years .....	21%
30-39 years .....	55%
40-49 years .....	19%
50+ years .....	4%

### Income

Less than KW24.0M .....	8%
KW24.0-KW48.0.....	32%
KW48.0-KW72.0M .....	29%
KW72.0M+.....	28%
No income specified .....	3%

### Travel Companions

Friends .....	9%
Family .....	44%
Spouse only .....	37%
Child.....	36%
Office .....	8%
Alone .....	4%

### Trip Status

First Timers .....	85%
Repeaters.....	15%
Repeat Visitors Last Trip	
Within the last year .....	30%
1 to 2 years.....	19%
2 or more years .....	50%

### Gender

Male .....	50%
Female.....	50%

### Length of Stay..... 3.7 days average

1-2 nights .....	1%
3 nights.....	62%
4+ nights .....	37%

### Expenditures (per person)

Prepaid.....	\$916.10
On-Island.....	\$392.00
Average Exchange Rate .....	KW1175.50

### Travel Planning

Full Tour Package .....	55%
Free-time package .....	33%
Individually arranged travel.....	6%
Group tour .....	3%
Company Paid.....	3%

### Travel Motivation

Relaxation .....	57%
Beach.....	41%
Travel Time .....	27%
Safe Destination .....	26%
Honeymoon.....	18%
Recommendation .....	16%
Shopping.....	15%
Water Sports .....	9%
Prior Trip.....	7%
Price .....	6%
Business.....	3%
Pleasure .....	9%

Source: FY2012 GVB Korea Exit Surveys and FY2012 Data Aggregation Report. Fieldwork and analysis by QMark Research & Polling Guam. Percentages are rounded and may not add up to 100%. Average exchange rate source: oanda.com

## Upcoming Events

### NOVEMBER 2013

- Nov 1 All Souls Day (Observed) - *GovGuam Holiday, GVB Closed*
- Nov 2 All Souls Day - *Guam*
- Nov 4-7 World Travel Market - *London, UK*
- Nov 11 Veterans Day - *GovGuam Holiday, GVB Closed*
- Nov 20 GVB 50th Anniversary Celebration - *SandCastle Guam*
- Nov 23 Cycling on Guam - *Taiwan Campaign*
- Nov 28 Thanksgiving - *GovGuam Holiday, GVB Closed*
- Nov 29 Shop Guam Festival 2013 Launch

### DECEMBER 2013

- Dec 1 Shop Guam Taste Guam - *Pleasure Island, Tumon, Guam*
- Dec 4-6 Micronesian Chief Executive Summit - *Saipan*
- Dec 7-8 18th Friendship Junko Rubber Baseball Tournament
- Dec 9 Our Lady of Kamalin (Observed) - *GovGuam Holiday, GVB Closed*
- Dec 10-13 PATA Micronesia Chapter Tri-Annual Membership meeting - *Palau*
- Dec 13-15 Diving Resort & Travel Expo - *Hong Kong*
- Dec 25 Christmas Day - *GovGuam Holiday, GVB Closed*
- Dec 31 New Year's Eve

### Visitor Statistics Jan. 1 - September 30, 2013 Total: 1,006,474 (Up 3.0% Over Last Year)

#### September 2013

Country	Arrival Pax	Change from Last Year
Japan	73,493	-8.0%
Korea	19,686	53.1%
Taiwan	4,949	35.7%
China, P.R.C.	873	33.3%
U.S. Mainland	4,086	-27.4%
Hong Kong	629	-0.2%
Russia	238	-22.7%
Philippines	725	-11.2%

