

# Destination Development

## FY2019 MILESTONES - FIRST QUARTER

OCT 2018

- GVB executes three-city roadshow and sports festival in Korea
- TWICE to perform live on Guam on December 1st
- GVB wins PATA Gold Award for #instaGuam campaign
- Guam strengthens presence at Tourism Expo Japan
- GVB to help sponsor the GRC 48th Håfa (Half) Marathon
- October visitor arrivals show Japan market recovery

NOV 2018

- 2018 Shop Guam e-Festival offers more than 250 deals
- Ken Real Estate launches daily charter flights from Narita to Guam
- 30th Anniversary of sister-city Two Lovers Points agreement commemorated
- November 2018 visitor arrivals break 2016 record

DEC 2018

- GVB Christmas Village returned Dec. 17
- GVB visitor center renamed to honor Mr. Guam Tourism
- Countdown to 2019 at the Guam Visitors Bureau New Year's Eve Fireworks Show and Food Truck Festival
- Guam achieves best Calendar Year with 1.55M visitors welcomed in 2018

## SPORTS AND EVENTS

The progressive development and enhancement of local sports and cultural events on island continues to provide our local community and visitors with an array of events and activities that make Guam a better place to live, work, and visit.

Events such as the Guam BBQ Block Party, the United Guam Marathon, the Ko'ko' Kids Fest and the 31st Guam Micronesia Island Fair continue to showcase Guam as a safe and fun family-friendly destination.



## 2019 GVB SIGNATURE EVENTS

- 31st Guam Micronesia Island Fair
- Guam BBQ Block Party
- K-Pop Concert on Guam
- Ko'ko' Half Marathon
- Ko'ko' Kids Fest
- New Year's Eve Fireworks
- United Guam Marathon

## 2019 GVB SPONSORED EVENTS

- 75th Liberation Day Fireworks Festivities
- Department of Agriculture Kids Fishing Derby
- Electric Island Festival EDM Event
- GAX POW WOW Art Exhibit
- Guam Amateur Wrestling Federation Oceania Championships
- Guam Governors Cup LPGA Ladies Pro/Amateur Golf Tournament
- Guam LGBT Pride Event
- Guam Spraycation
- Guam Women's Chamber of Commerce
- IBA Rubber Baseball Tourney (Japan)
- Japan Akimatsuri Autumn Festival
- Korean Chuseok Festival
- NTA Guam/Japan Cup Boys and Girls Baseball Tournament
- Marianas Open Jiu Jitsu Tournament
- Payless "Kick the Fat" 5K
- Pig Hunting Derby
- Rakuten Japan Tennis Open
- Shut Up and Fish Tuna/Marlin Fishing Derby
- Submit Grappling Tournament
- Upshift Events/Trench Events

## 2019 GVB SPORTS GRANT AWARDS (NON-PROFIT)

- 36th Smokin' Wheels
- Cocos Crossing
- Guam ACES Dragon Boat Racing
- Guam Futures Tennis Tournament
- Tour of Guam (Cycling Event)

## 2019 GVB AMBASSADOR GRANT AWARDS

- Fat Tofu Band
- Guahan Women Masters Softball Association
- Guam Allstars 10 and under Baseball
- Guam Bowling Congress
- Guam Cal Ripken Baseball
- Guam Dragon Boat Federation Inc.
- Guam Islander Softball Association
- Guam Little League (9-12 year old)
- Guam Masters Basketball
- Guam National Golf Federation
- Guam Women's Rugby 7's
- Guma TaoTao Tano'
- Haggan Outrigger Canoe Club
- Institute for Aikido and International Cultures
- JFKHS Girls Volleyball
- Lady Regals
- Local Deluxe Band
- Micronesia Chef's Association Guam American Seafood Cookoff
- Real Guahan Soccer Club
- Rover's Soccer FC
- Sindalun Guahan Softball Association
- Skip Entertainment
- Team Guam Men's Basketball
- Team Hatsa Volleyball
- Y IMPACT under 17 Women's Basketball Championships



## CULTURAL HERITAGE DIVISION

Guam's culture plays a significant role in the island's attractiveness as a tourism destination. The Cultural Heritage Division of the Guam Visitors Bureau actively provides and maintains avenues for the continued development and strengthening of our culture and heritage in the tourism industry. CHC ensures that the cultural experience our visitors receive is consistent with the philosophies of our community.

The Cultural Heritage Committee is tasked to provide a glimpse of Guam's cultural experience in GVB's promotional efforts, both locally and abroad, and to promote, support and facilitate the revitalization and display of Guam's heritage, cultural values and natural history.

Aside from overseas marketing representation, the Cultural Heritage division offers opportunities for on island projects that are coordinated by other organizations or government agencies. It awards qualified individuals, companies, or organizations with grant/sponsorship money related to promoting and perpetuating the CHamoru Culture.



## CULTURAL PRESENTATIONS OVERSEAS

In working closely with the GVB's Marketing Department, the CHC provides cultural presentations in the form of song and dance as well as various traditional craft demonstrations. Our Chamorro entertainers and Miss Guam are our most valued marketing assets at these international shows. Their presence generates free media exposure for our island. While our brochures may describe Guam's unique culture, actually experiencing it leaves a more lasting and better impression.

In FY2010, the Bureau launched the Guam Chamorro Dance Academy and conducted five 2-day dance workshops in the Tokyo area targeting Hula Dance Clubs. Up to 50 pax attended each dance workshop conducted by Traditional Dance Instructor Frank Rabon. The success of the program proved that our people and heritage are enticing elements in Guam's role as an attractive destination. As a result of the program, three Gumas (cultural houses) were established in Tokyo and Mito City by three separate participants of the academy.

Meanwhile, the Bureau also continues to work closely with various active stateside Chamorro dance group with the US-Guam Chamorro Dance Academy, which launched in California, Washington, North Carolina, Washington D.C. and Nevada.



## SUPPORTED ORGANIZATIONS AND EVENTS

- Autism Community Together
- Capuchin Friars: Christmas Village
- Chamorro Hands in Education Links Unity: Sakman Project
- Chamorro Optimist Club
- Chelu: 10th Annual Chamorro Cultural Festival
- DFS Guam: Obon and Chuseok Festival 2019
- DFS Guam: PRC Golden Week
- GDOE Chamorro Studies: CHamoru Month
- Guam Beauty Organization: Miss Universe Guam
- Guam Heritage Association of Nevada
- Guam Humanities: Eat Your Heritage
- Guam Island Fair
- Guam Museum Foundation: Pastries in Paradise
- Guam Society of America
- Guam Unique Merchandise Art
- Haya Foundation: Eyak I Amot Apprenticeship Program
- Imahe: 2019 Unification
- Inetnon Gef Pago Cultural Arts: 3rd International Dance Festival
- Inspire Guam: Mr. Guam
- Japan Club of Guam: Japan Festival
- MagPro Awards
- Manenggon Memorial Foundation: 75th Memorial
- Mayors Council of Guam: Manamko Month
- Micronesian Chefs Association
- Micronesian Conservation Coalition: Ocean Gala
- Miss World Guam
- Pacific Historic Parks: 43rd Pacific Circle Consortium
- Payuta: 9th Micronesia Non-Profit Congress
- PBS Liberation Broadcast
- Sanctuary: 47th Anniversary
- Sanctuary: Love Our Kids 5K/Run Walk
- Sanctuary: Too Cool To Do Drugs
- Sanctuary: Youthfest
- Sinajana Municipal Planning Council
- T-Galleria CHamoru Month Festivities
- T-Galleria Holiday Cultural Presentation
- TASA: 3rd Annual Training Voyage
- Tourism Education Council
- Umatac Mayor's Office: Guam History and Chamorro Heritage
- Valley of the Latte River Festival
- Westcare: Bahaki Ball
- Westcare: Veterans Health Conference
- Yigo Mayor's Office: Citrus Festival

## GUAM MICRONESIA ISLAND FAIR

2019 marked another successful year for the Guam Micronesia Island Fair. The Guam Visitors Bureau (GVB) celebrated the 31st annual Guam Micronesia Island Fair on May 29 through June 2 at the Plaza de España in the heart of Hagåtña for the first time in the event's history. GMIF ran from 10:00 a.m. to 9:00 p.m. daily, with the exception of Sunday, when the final day of the fair took place from 10:00 a.m. to 6:00 p.m. This year's event theme, "Celebrating Peace and Friendship in the Pacific" served as a precursor for GVB's 75th Liberation festivities and theme, "A Legacy of Peace and Friendship."



## DESTINATION MANAGEMENT

The objective of the Guam Visitors Bureau (GVB) Destination Management Committee (DMC) is to identify projects and programs that will enhance Guam's visitor experience and improve the quality of life for island residents. While capital improvements are necessary to reinvigorate our product, consistent and effective maintenance is also just as important in keeping a safe and positive image of Guam.

GVB's request for Capital Improvement Projects was not granted in FY2019, however, plans are still in place to implement additional improvements such as crosswalks, pedestrian safety, tree mitigation and beautification.

DMC focuses on improving tourism infrastructure, safety and satisfaction. Over the years, the Bureau has taken on an increased role in the upkeep of Guam's main tourist corridor, San Vitores Road. In FY2019, GVB oversaw the maintenance of major tourist infrastructure to include San Vitores Road, Tumon and Hagåtña Bays, Island Roadways, Tumon Bus Shelters, Streetlights and Medians. To guarantee quality standards, GVB contracts a Quality Assurance Manager to ensure the protection of GVB's investment and to uphold a close relationship with GovGuam entities and the private sector to address and resolve issues.

### ARCHBISHOP FLORES ROTUNDA

The Bishop Flores Rotunda was given a facelift involving water blasting, repainting of walls and curbs and repairs from car accidents.

### BEACH CLEANING MAINTENANCE

Maintenance of Hagåtña Bay (from Apotguan Beach Pavilion) to Onward Hotel and Tumon Bay (from Hilton to Gun Beach). Scope of work includes mechanical and manual beach raking, trash collection, tree and ground cover trimming.

### CONTRACT ADMINISTRATION AND INSPECTION SERVICES

The success of GVB contracts relies on a Quality Assurance Inspector to make certain that the scope of works is kept to standard. It includes overall infrastructure inspection and coordination with GovGuam agencies to ensure safety issues are addressed in a timely manner.

### HOLIDAY ILLUMINATION

The annual holiday illumination Christmas village is one of GVB's most successful attractions in the heart of Tumon. It offers memorable photo-ops for thousands of visitors and the local community.

### INSURANCE CLAIMS

GVB, with the assistance from the Guam Police Department, collects police reports for accidents occurring along Pale San Vitores Road that damage GVB infrastructure (i.e., landscape and hardscape). If a police report is available, GVB files a claim against the insurance to recoup costs for repairs.

### ISLAND ROAD MAINTENANCE

Maintenance of Rt. 1 (Dededo Flea Market to Naval Station), Rt. 2A and 2 (Naval Station to Cetti Bay), Rt. 16 (Rt. 1 to Harmon McDonald's), Rt. 4 (Rt. 1-Chalan Laman, Inarajan) and Rt. 34 (Two Lovers Point). Scope of work includes trash collection, grass cutting, scraping, edging and trimming.

### MEDIAN PAINTING ON PALE SAN VITORES ROAD

The GVB along with Department of Public Works and volunteers from the Anderson Air Force Base Sister Village Program teamed up to water blast and paint medians along Pale San Vitores as part of efforts to beautify and improve traffic safety in Tumon.

### PARK RESTROOM MAINTENANCE DURING GOLDEN WEEK

GVB collaborated with Department of Parks and Recreation to maintain restrooms in major parks at Ypao, Matapang, Paseo de Susana, Fort Apugan and Inarajan Pools. The temporary project helped prepare for the large influx of tourists during Golden Week.

### TUMON BUS SHELTERS

Maintenance of total of 12 bus shelters at GVB, PIC, Across PIC, Fountain Plaza, Across Hyatt, Pacific Bay/Churrasco, Westin, Kracked Egg, Pacific Place, Holiday Resort, SandCastle and Lotte Hotel. Scope of work includes wiping down the shelters and keeping the structures graffiti-free.

### TUMON LANDSCAPE MAINTENANCE

Maintenance of Pale San Vitores Road from Archbishop Flores Rotunda to Lotte Hotel, including JFK and Westin hills. Scope of work includes tree and shrub trimming, grass cutting, sweeping/blowing of sidewalks, trash collection (including bus shelter trash collection).



LEGEND	
<span style="color: red;">—</span>	ISLAND ROADWAY MAINTENANCE
<span style="color: yellow;">—</span>	ROADWAY
<span style="border: 1px solid black; padding: 0 2px;">1</span>	ROUTE NUMBER



## TOURISM INDUSTRY RELATIONS

The Guam Visitors Bureau (GVB) has a vested interest in ensuring a safe and satisfying experience for our visitors. Visitor Safety and Satisfaction projects are aimed at improving conditions affecting our visitors' experiences.

GVB's exit surveys indicate that safety is a top travel motivator across all of Guam's tourism source markets. Crimes against tourists threaten Guam's image as a safe, family-friendly destination. GVB has a vested interest in protecting and ensuring the safety and security of all visitors and launched the Visitor Safety Officer program in 2014.

The Visitor Safety Officers serve multi-purpose roles in visitor relations acting as concierges, tour guides, security officers, and beach safety officers. The program has shown great success in providing service to visitors in Tumon and with working to support the Guam Police Department and the Department of Parks and Recreation's Park Patrol.

In May of 2019 the program was extended to provide the presence of concierge and safety to the foot traffic in our capital village of Hågatña.

### FY2019 VISITOR SAFETY OFFICER REPORT

#### CONCIERGE 2019 REPORT

Traffic Assistance (Crosswalk, Traffic Control)	9,752
Assistance with Directions	5,031
Taking Photos for Visitors	2,870
<b>TOTAL</b>	<b>17,653</b>

#### SAFETY & SECURITY 2018 REPORT

Loitering	4,702
Public Intoxication	854
Automotive Incidents	304
Water related incidents	20
<b>TOTAL</b>	<b>5,880</b>



The Tourism Works campaign continues to play a key role in educating our local community on the importance of tourism and how it affects their everyday lives. Formalized in 2017, the Guam Visitors Bureau continued the extensive marketing campaign ranging from a weekly newspaper column, weekly tourism profile television feature, television and radio commercials and further expanding the community outreach program "tourism talk tour" in classrooms and among youth organization events.

In 2019, the Tourism Works campaign maintained the messaging by further highlighting the faces of the industry - frontline employees both direct and indirect were given opportunities to share their personal messages through profile features, social media features and at the tourism talk tours. The demand of the "tourism talk tour" increased heavily among schools and youth organizations mainly due to the positive messaging and the opportunity for viewers to connect on a deeper level with frontline workers and GVB representatives.

Due to the massive growth in the Korean visitor market, the Guam Legislature saw the need to assist the industry and community and created the **Korean Concierge Program**. Since its inception the program has served to provide concierge services to all visitors arriving from Korea to include a 24/7 call-center.

GVB monitors tour guides and tour sites throughout Guam. The **Tour Guide Certification Program** was formed under Public Law 23-136 requires the training and certification of all Guam tour guides. This law requires GVB to establish guidelines regulating the conduct and operations of tour companies, inclusive of personnel. The Guam Community College conducts the instructional portion of the program, while GVB issues identification badges and handles compliance activities. To ensure efficient and effective compliance with this program, GVB has contracted a Tour Guide Enforcement Officer. Under the TGC Program we will continue to conduct instructional review and update the program based on the current needs of Guam's tourism industry. In FY19 GVB certified 44 new tour guides to add to the 300 certified tour guides registered under the program.

The experience that every visitor departs leaves a lifelong impression and this surmounts the satisfaction programs that showcases GVB's commitment to ensure the Håfa Adai spirit and the quality of each experience. In partnership with the Guam International Airport Authority the **Airport Ambassador**

**Program** augments, when necessary, a service to provide passengers additional services during the peak arrivals periods. Airport ambassadors direct passengers to where they need to go and assist them in completing forms required for entry into Guam.

GVB also provides a **Welcome Service Program** that extends a true Håfa Adai welcome for airport and cruise ship passengers as well as for incentive groups, inaugural flights, dignitaries, media and other special groups and events. Services include shell / flower lei greeting as well as cultural welcome dances.

As part of GVB support to the front-line industry workforce we partnered with the Guam Hotel and Restaurant Association (GHRA) to create the **Hospitality Employees aRe Outstanding "HERO" Awards**. These awards recognize the outstanding contributions of front-line hospitality employees of the tourism industry. Implemented in 1992 as the Excellence in Tourism Awards, this program continues to receive favorable participation and support from Guam's community. The intent of the (HERO) for supervisory and non-supervisory program is to recognize outstanding front-line industry employees and organizations for their contribution to Guam's largest economic contributor. In doing so, GVB and GHRA have identified the categories of: Håfa Adai Spirit; Rookie of the Year; HERO Middle Management; HERO Supervisory; HERO Non-Supervisory; Life Saving Award; Integrity Award.