

# Marketing Department

## FY2019 MILESTONES - SECOND QUARTER

JAN 2019

- GVB membership elects four members to serve in Board of Directors
- New Year, New Records: 2019 visitor arrivals start strong

FEB 2019

- Japan Airlines announces plans for Narita-Guam route
- GVB to launch InstaGuam, InstaSpot Partner Program
- Pilar Laguana leads Guam Visitors Bureau
- Guam's culture recognized with award at 2019 PTAA Expo
- February arrivals weather the storm to finish second best

MAR 2019

- Strong interest in Guam grows at travel fair in Malaysia
- GVB's Ko'ko' Kids Fest provides ultimate kids' experience; reimagined Ko'ko' event welcomed 3,000 children and parents
- Another record breaker: March welcomes over 146K visitor

## FY19 Awards



- Appreciation Award/Soomi's Side Dish TVN
- Mobil Brand Award/2019 Shop Guam Campaign
- Best Cultural Performance Group/2019 SITIF



- Best Performance Award/ 2018 Taipei International Travel Fair



- PATA Face of the Future Award, Ms. Flori-Anne Dela Cruz, GVB Board Director



- Best Performance Award/ 26th Travel Tour 2019 Expo



- KAL Dragon Boat Cup 2019



# JAPAN MARKET

## SMART GOALS

- 1. Welcome 600,000 Japanese visitors from target market segments to include family, senior, MICE/Group/School and office ladies.
- 2. Target the introduction of new flights directly servicing Guam from Japan to increase current air seat capacity.
- 3. Achieve over 200 Charter Flights.
- 4. Achieve 120,000 group/MICE arrivals.
- 5. Continue to shift aggressive advertising efforts to online and social networking services to achieve increased brand awareness amongst target segments.
- 6. Grow social networking services presence by increasing number of followers and engagement ratio.
- 7. Work closely with Destination Management to improve Guam's image.

## HIGHLIGHTS

- GVB celebrated 15 years of friendship with the city of Niigata, Japan. The delegation from Niigata hosted their anniversary reception at the Senator Antonio M. Palomo Guam Museum and Educational Facility that highlighted the historical and cultural exchanges of Guam.
- Students from Kitanagoya completed their annual study trip to Guam with a visit to GVB. Miss Guam 2018 Cyndal Abad conducted a Guam presentation to the students, showcasing tourism and Guam's unique tourism offerings. In return, each student showcased information about their distinct city to GVB applying their English-speaking presentation skills.
- GVB led a delegation of Guam's executive leadership with The Honorable Lou A. Leon Guerrero, Governor of Guam to formally introduce themselves and expressed continued commitment to the Japan travel trade high-level partners. Meetings were held with travel trade and Japan government organizations.
- The Japan-Guam air seat capacity grew year-over-year with over 860,000 seats from the main gateways like Tokyo, Osaka, Fukuoka and Nagoya. These seats also served smaller cities on a charter basis. Regular air service also expanded during this period - all due to aggressive air service incentive programs.



Kashiwa Festival 2019



Exec Leadership Intro Japan Mission



Kitanagoya Students Courtesy Visit



Guam Niigata Friendship 15-Year Anniversary

## Air Service Development

GVB continued its aggressive approach to developing more access from Japan to Guam with its air service development programs supporting charter flights and new regular air services. Guam garnered an additional 142,408 seats in the Japan market. Qualified air service providers contributed additional seats from notable Japan gateways such as Tokyo, Osaka, Nagoya, and others equating to 862,236 seats which is a 20% increase from FY2018, which had 719,828 seats.

## Travel Trade Sales Promotions and Guam Familiarization (FAM) Tours

Japanese consumer purchasing channels consist of three areas: (1) traditional travel agencies, (2) online travel agencies, and (3) direct booking to airlines. With these channels in mind, GVB has strengthened its sales promotions with the Japan Guam Travel Council (JGTC) which consists of large-scale travel wholesalers and retailers focusing on leisure and group business. Strategic development of travel packages and placement of promotions with sales partners have allowed the growing air seat capacity to be a success and garner more Japanese visitors to Guam. GVB also worked closely with JGTC to host a series of small-scale Familiarization (FAM) tours organized by agency and sales and product

development teams. These focused FAM tours allowed a more targeted Business to Business (B2B) approach and showcasing of updated products to arm the Japan sales force with knowledge and experience of selling Guam. Japan marketing focused on renewing the mold of the sales force and strengthening its ability to differentiate and focus on the Guam product when all sales opportunities are presented in-market.

## Advertising and Public Relations

Consistent branding of Guam's "#instaGuam" marketing messages were infused into the advertising and public relations. GVB utilized the Google Display Network, train station advertisements, social networking services platforms and a variety of media tie-ins to deliver the message of "#instaGuam: instant vacation + sharing on SNS". Campaigns were launched individually targeting audiences for golf, wedding, family, and students. The campaign generated over 490,000,000 impressions and over 1,000,000 total page views.

GVB cooperated with television shows such as The Bachelor Japan, KTV HMB Manabu-kun, Niji Iro Jean, and other media channels to achieve over \$12 million in exposure for Guam. With GVB's travel trade partners, cooperative publicity value was over \$165,000. In total, Guam's exposure in Japan is valued at over \$26 million with a balanced marketing mix of advertising on traditional channels, through new media and with media tie-ins.

## Sister-City and Friendship Relations

The year 2019 marked several special anniversary celebrations for Guam's and Japan's sister-city relationships. The Guam-Niigata Friendship Association celebrated fifteen years of friendship and exchanges. The friendship began by a visit to Guam in 2004 after a delegation from Niigata witnessed the damages from super typhoon Chataan and Pongsona in 2002. The desire to assist with recovery efforts was established. Guam also celebrated 28 years of friendship with the city of Kashiwa at the 42nd Kashiwa Festival held on July 27, 2019. Miss Earth Guam Emma Sheedy participated in the Kashiwa Odori dance competition and GVB delegates met with Kashiwa City Mayor Hiroyasu Akiyama. The delegation also had dinner with the Kashiwa Chamber of Commerce and met with the Kashiwa International Relations Association (KIRA) to further strengthen relations and express continued commitment for festival and exchange programs in the future. These milestones celebrated in 2019 mark small achievements in continual efforts to maintain relationships in the valuable market of Japan for economic, cultural and historical exchanges for the people of Japan and the community of Guam.





KOREA MARKET

SMART GOALS

- 1. Maintain Korean arrivals at 750,000 and increase return visits from 37% to 40%.
- 2. Increase on-island spend from \$333.44 to \$400.00.
- 3. Co-op with travel trade partners, media, and influencers to generate high media value.
- 4. Diversify the Korean market by targeting MICE and Sports Tourism.
- 5. Host Guam seminars with travel wholesalers, retail agents, and niche market travel agents on a regular basis.
- 6. Host FAM tours with travel trade partners, agents that focus on niche markets, and digital influencers.
- 7. Participate in top consumer shows and conduct GVB-hosted promotions in Korea.
- 8. Optimize communications on social media channels to increase fan base.
- 9. Conduct a minimum of 4 promotions with consumer brands.

HIGHLIGHTS

- Hosted the 2018 GVB Korea Roadshow in Busan, Daegu, and Gwangju in October 2018 with more than 350 travel trade professionals.
- Hosted the MBC Music K-pop Concert on Guam with over 16,000 local registrants. The concert was broadcasted through MBC’s channels to over 4 million viewers.
- Collaborated with Soomi’s Side Dishes to produce two episodes on Guam, which garnered nearly 2 million views.
- Enhanced the GVB Korea MICE incentive program, which increased group travel to Guam 98.87% from 3,102 pax in FY2018 to 6,169 pax in FY2019.
- Hosted a Korea MICE FAM Tour and travel mart on Guam with 18 travel agents/media partners and 24 local industry partners in June 2019.
- Participated at the Asia Pacific MICE Business Festival for the first time to promote Guam’s enhanced MICE incentive policy.
- Exhibited for the first time at the Honam International Tour Expo to generate Guam brand awareness in Gwangju.
- Jeju Air launched in-direct service via Daegu-Narita-Guam.



MBC Music K-pop Concert on Guam



Soomi’s Side Dish\_Restaurant



- **Appreciation Award/Soomi’s Side Dish TVN**
- **Mobile Brand Award/2019 Shop Guam Campaign**
- **Best Cultural Performance Group/2019 Seoul International Tourism Industry Fair (SITIF)**



Scan to check out the FY2019 highlights of the Korea Market!



Air Service Development

Guam received a notable amount of new and frequent flight service from Korea in 2019. From January 7 to March 3, Jin Air changed its twice daily flight on a B738 aircraft (189 seats) to a once daily flight on a B777 aircraft (393 seats), slightly increasing its seat capacity per flight. T’way added an additional Incheon-Guam flight, which operated once a week from April to October 23. Air Busan increased its Busan-Guam flight service from four times per week to five times per week from March 31 to October 28. Jin Air’s Incheon-Guam route increased frequency from two times daily to three times daily from July 5 to October 26. Lastly, Jeju Air launched an indirect daily flight from Daegu to Guam via Narita in April.

Guam welcomed 734,339 Korean visitors in fiscal year 2019, comprising about 45% of the market share. These arrival numbers were achieved and maintained through close partnership and cooperation with Guam’s travel trade partners. Throughout the year, GVB supported airlines through sales contests with travel agents, in-flight promotions, giveaway promotions, and more, in an effort to sustain and grow air service via Incheon and Busan.

Sales Market Development

Trade Support

GVB initiated multiple projects focused on providing support and updated information

to travel trade partners and developing future opportunities within the Korean market. GVB conducted more than 144 cooperative projects with airlines, travel agencies, and consumer brands, including business-to-business promotions, TV home shopping, social commerce, advertisements and incentive support. In particular, the Bureau hosted a MICE FAM Tour in June 2019, which provided in-depth knowledge to 18 travel agents and media partners about Guam’s facilities and fostered business connections with 24 local vendors in a GVB-hosted travel mart.

GVB held 10 seminars and workshops in-market, the most notable being the Korea Roadshow in October 2018. The roadshow in Busan, Gwangju, and Daegu provided an opportunity for local organizations to promote their properties to travel agencies in outer regions of Korea. GVB also exhibited in Korea’s most popular travel trade shows, including Hana Tour International Travel Show in Busan, Asia Pacific MICE Business Festival 2019, Honam International Tour Expo 2019 in Gwangju, Hanatour International Travel Show in Seoul, Seoul International Tourism Industry Fair and Modetour Travel Mart in Seoul.

Media Advertising

GVB collaborated with multiple TV broadcasting companies to strengthen Guam’s consumer appeal and feature the island’s culture, cuisine, and activities. The

4th Annual MBC Sports+ Golf Tournament on Guam, which premiered on January 2019, and TV program “Shall We Guam” highlighted Guam’s golf and other outdoor activities. GVB also hosted the first-ever MBC Music K-pop Concert on Guam, garnering more than 4 million viewers on Korean television. Influential TV program “Soomi’s Side Dishes” produced two Guam episodes promoting CHamoru food to Korean viewers. The Guam features accumulated more views than any other episode in the show’s history. Finally, GVB created engaging editorials and advertisements for its #instaGuam campaign in collaboration with influential Korean newspapers and magazines, including Olive Magazine, National Geographic Traveler, KTX Magazine, and the Korea Travel Times.

Familiarization (FAM) Tours and Consumer Marketing

GVB conducted 4 promotions with consumer brands, such as Kyobo Bookstore, Alvins, Canon and LG Electronics.

To create social media content for Guam and portray unique experiences from digital influencers, GVB hosted a total of 16 FAM tours in conjunction with Guam’s signature events, including the Shop Guam e-Festival, United Guam Marathon, Guam Micronesia Island Fair, 75th Guam Liberation Day, and the #instaGuam Travel Talks Digital Global Summit.



2019 GVB Korea Roadshow



2019 Seoul International Tourism Industry Fair



2019 United Airlines Guam Marathon



The 75th Guam Liberation Day



TAIWAN MARKET

- SMART GOALS**
- 1. Exceed FY2018 arrival numbers (FY2018: 27,550).
  - 2. Amplify efforts to increase awareness of Guam.
  - 3. Elevate Guam's share of voice (SOV).
  - 4. Increase Guam's social influences on Social Media networks.
  - 5. Develop MICE Market.

- HIGHLIGHTS**
- GVB Taiwan leveraged the widely celebrated Moon Festival holiday, building Guam's image as a family friendly destination to celebrate the long holiday.
  - Explored new opportunities aiming to create new topics to promote Guam in Taiwan, such as cooperating with the Hilton Taipei Sinban for the Guam Delicacy Program, a month-long program to promote Guam cuisine.
  - Constructed quality media exposure and strengthened trade relationships through 6 major familiarization tours for the 2018 Shop Guam e-Festival, Golf Digest, Lions and Rotary Clubs, 7th Annual Guam BBQ Media FAM Tour, which also covered the 75th Guam Liberation festivities, Mid-Autumn Festival Trade and Media Appreciation, and the Kaohsiung Association of Travel Agents (KATA), where GVB also hosted a mini tradeshow. GVB also cooperated with iWalker TV to film Guam content for two iWalker episodes.
  - Continued to deepen Guam's long-lasting relationship with China Airlines, the only carrier flying a Taipei-Guam route. Pursued new relationships with China Airlines Kaohsiung Branch for a long-term goal of creating direct flights from Southern Taiwan to Guam. Created new relationships with YesTrip Travel Service, a subsidiary of China Airlines which focuses on charter flights, and Starlux.

- Participated in 3 major travel shows: 2018 International Travel Fair (ITF), 2018 Kaohsiung Winter International Travel Fair (KWITF), and 2019 Taipei Tourism Expo (TTE), as well as optimized GVB connections with Taiwan's American Institute of Taiwan (AIT) and Discover America Committee (DAC) by joining their hosted events.
- Cultivated and reinforced connections with trade partners in Central Taiwan and held trade seminars for the first time in Taichung and Hsinchu. Strengthened relationship with city governments throughout Taiwan during the 2019 Taiwan Sales Mission.



- **Best Performance Award 2018 Taipei International Travel Fair**

Scan to check out the FY2019 highlights of the Taiwan Market!



CHINA MARKET

- SMART GOALS**
- 1. Welcome 15,000 Chinese visitors by the end of FY2019.
  - 2. Strengthen Guam uniqueness and visibility with precision marketing campaigns.
  - 3. Assist GVB stakeholders to develop China market.

- HIGHLIGHTS**
- **Year-round sales co-ops with airline and trade partners**  
Facing the dynamic marketing conditions, GVB China set up year-round co-ops with key partners and applied sales incentive programs to stimulate exciting segments. GVB China invested in leading Chinese online travel agents (OTAs), with their access to tourist sources through their extensive network of online channels and online retail market share by using their expansive digital presence to capture large volumes of tourists. In FY2019, an OTA partner contributed the best performance, with a 150% year-on-year sales incremental.
  - **Shop Guam eFestival (SGeF) precision marketing campaign**  
Being one of Guam thematic sales campaigns, with precisely targeted U.S. visa holders, GVB China launched SGeF campaign on Ctrip, which generated impression by 1,491,129 pax and sold 279 package tours and 2,673 air tickets from November 2018 to February 2019.



Meanwhile, to utilize a new form of online retail landscape: social-E-Commerce, which is a result of the exponential growth of social media relationships and high-quality platform-based product recommendations, GVB China initiated a precision marketing campaign with The Red, a boutique E-Commerce product recommendation platform leader, to cultivate content and strengthen Key Opinion Leader (KOL) influences. The campaign earned over 1.85 million impressions, featuring Guam as a shopping destination

- **Guam online training program**  
To further develop potential markets and give sustained support to local travel trade, GVB China launched the first Guam online trading program in mid-June. By September, there were 729 registers from 33 cities. All registrants are qualified as Guam product and sales exporters.

- **KOL social media campaign**  
GVB China's media strategy focuses heavily on new media, echoing our theme #instaGuam. #instaSpot is also the focus of our message for FY2019 since it is a much-favored topic and travel trend on China social media. GVB China closely follows KOLs and social media influencers, to cater the changing reading habit in China and to leverage their power to promote Guam. The bi-monthly user generated content (UGC) mini campaigns on GVB social medias generated over 1.37 million impressions, which engaged 42,000 interactives and earned 16,000 new followers. The integrated social media campaign, "Travel Talks" reached 1.4 million views online.

Scan to check out the FY2019 highlights of the China Market!





HONG KONG MARKET

- SMART GOALS**
- 1. Increase arrivals to 9,000 pax via Digital promotions and joint promotions with travel agents and airlines especially during low seasons.
  - 2. Increase Guam's awareness and visibility both online and off-line by 20% over FY2018.
  - 3. Increase Guam Wedding party arrivals by 5% over FY2018 and increase active wedding promoters by 2 to support the promotion of Guam as a wedding destination.
  - 4. Increase Guam adventure traveler by 15% over FY2019, and have 5 adventure travel media promoters actively

- promoting Guam as an adventure travel destination.
- HIGHLIGHTS**
- Reinforce the destination knowledge among travel agents and the public by hosting 8 seminars/workshops and 1 trade fam tour.
  - Completed 7 joint promotions with different travel agents to promote and boost Guam FIT and GIT products.
  - Completed 3 wedding promotions with media and wedding agents to introduce and increase the sales of Guam wedding products.

- Incorporated Philippine Airlines and China Airlines to Guam's product offering among the travel agents.
- Reached accumulative media value worth USD \$655,856 in FY2019.
- Worked with ViuTV to produce "Land of Gods" travel program to promote Chamorro History and Culture.

Scan to check out the FY2019 highlights of the Hong Kong Market!



NORTH AMERICA MARKET

- SMART GOALS**
- 1. Increase arrivals for FY2019 to 82,000.
  - 2. Develop solid working relationships with at least 5 new USA travel wholesalers, dive wholesalers, and MICE buyers to actively sell Guam products in FY2019.
  - 3. Organize a trade fam tour from North America to Guam in FY2019 with LGBT, adventure, dive travel wholesalers and MICE planners.
  - 4. Attend the following B2B trade shows in FY2019:
    - a. DEMA
    - b. IGLTA
    - c. IMEX
    - d. IPW
  - 5. Attend the following B2C trade shows in FY2019:
    - a. Pacific Islander Festival Association
    - b. Scuba Show
  - 6. Develop integrated approach to engage with both traditional and new media in North America for featuring Guam's main attraction, special tourism product, and events.
  - 7. Generate \$1.3M media value in FY2019.
  - 8. Continue to develop Guam's presence on popular digital media platforms like Google, Facebook, YouTube and LinkedIn

- 9. Continue efforts to work with the travel trade and media to promote Guam to the following segments:
    - a. Dive/Adventure
    - b. LGBT
    - c. Meetings, Incentives, Conventions and Exhibitions (MICE)
    - d. Military and Families
    - e. Visit Friends and Relatives (VFR)
- HIGHLIGHTS**
- GVB met with Google Brand Accelerator Program Manager, Cameron Kessel to discuss the new 2019 GVB digital programs and upcoming signature promotions, such as Shop Guam and the K-Pop concert. Also discussed were new ideas for reaching emerging markets such as Malaysia, Singapore and India.
  - GVB met with PATA NYC Chapter travel agents and IWorld of Travel President, Mr. Richard Krieger to discuss Guam's

- latest product development and new partnership with IWOT.
- GVB met with Skift Founder and CEO, Rafat Ali, to discuss Guam's latest product update and a possible partnership.
  - GVB collaborated with Deborah Yun, the strategic partnership director from Epoch Times to collaborate for the promotion of Guam's 75th Liberation in 2019.
  - Lt. Governor Honorable Joshua Tenorio, was interviewed by Skift and Epoch Times to talk about Guam as a travel destination, its history, culture and the 75th Anniversary of Guam Liberation.
  - GVB celebrated the 75th Guam Liberation on July 21, 2019 and hosted three (3) visiting WWII Veterans who had roles during the island's events 75 years ago.



Photo below: GVB hosted WWII Veterans and Guam Liberators for the 75th Guam Liberation. GVB had the honor of welcoming Raymond Faulker, Lloyd Glick and Gordon Rosengren.





PACIFIC MARKET

SMART GOALS

- 1. Increase visitor arrivals to 45,000, a 10% increase compared to the previous year 2018 and promote travel and awareness to Guam and Micronesia within the region, Australia and Asia Pacific.
- 2. Market and expand Guam as a world-class destination through participation in at least three (3) key international trade/consumer promotions:
  - Apple Travel Fiesta
  - Asia Dive Expo
  - ITB Asia
  - MATTA Fair x 2 (March and September)
  - PATA Travel Mart
- 3. Continue to be involved with PATA International and the PATA Micronesia Chapter through participation in the following:
  - PATA Annual Summit
  - PATA Executive Board Meetings (3 x/year)
  - PATA Micronesia Chapter Tri-Annual Meetings
- 4. Maintain relationships with travel trade industry members through partnership, collaborations, advertising opportunities and Guam Product Updates.
- 5. Increase activity in online and social media platforms with the MicronesiaTour website and maintain search optimization ranking among the top 3 search results on Google.com.
- 6. Increase efforts in South East Asia through active engagement with Philippine Airlines, key travel trade partners and participation in consumer shows such as the Malaysian Association of Tour and Travel Agents (MATTA) Fairs in Kuala Lumpur, Malaysia and the NATAS Travel Fair in Singapore.

HIGHLIGHTS

- GVB has been working closely with Philippine Airlines and key travel agencies in Apple Vacations and Golden Tourworld Travel in Kuala Lumpur, Malaysia. All currently offer travel packages to Guam.
- GVB has welcomed 5 groups from Apple Vacations and 2 groups from Golden Tourworld Travel since December 2018.
- GVB Board of Director, Ms. Flori-Anne Dela Cruz, GVB Board Director



• **PATA Face of the Future Award, Ms. Flori-Anne Dela Cruz, GVB Board Director**



PHILIPPINES MARKET

SMART GOALS

- 1. To have at least 20,000 visitor arrivals from the Philippines by the end of FY2019.
- 2. To have at least 12 MICE/SMERF trips by the end of FY2019 via partnership with airlines and top travel agents.
- 3. To strengthen relationship with travel agencies and conduct regular sales blitz and product updates.
- 4. To increase page likes on Facebook by 10% at the end of the FY2019 by creating more relevant and interesting materials about Guam.
- 5. To implement cost effective traditional and digital marketing strategies by partnering with Airlines, Trade and Media partners. Aggressively promote Guam in Trade and consumer events in Metro Manila, Luzon, Visayas and Mindanao, platforms and collaborate with online influencers.
- 6. To increase media value by 30% through media familiarization tours and press releases by end of FY2019.

HIGHLIGHTS

- Philippines visitor arrivals for FY2019 was 20,708 vs. FY2018 at 19,026 (October 2018 to September 2019) a 8.8% increase.
- The market achieved 19 MICE/SMERF events on Guam
- Increased the Facebook page like by 10% to 80,565 vs FY19 at 66,100, joined two (2) B2B events promotions and partnered with the U.S. Commercial services to promote Shop Guam e-Festival, Instaspot, United Guam Marathon and #instaguam Travel Talks Global Digital Summit.
- Accomplished a total media value estimated at \$1.7M with the joint promotions of Shop Guam e-Festival celebrity Influencers from the Philippines to include:
  - o Shop Guam e-Festival/Instaspot campaign and the Cebu Pacific Campaign with Denise Laurel.
  - o 75th Liberation attendance on July 21st with Guam born Celebrities Ben Alves, Chelsea Robato, and others to name a few.
  - o #instaguam Travel Talks Global Digital Summit with A-list influencer Laureen Uy, to name a few.
- Implemented cost effective traditional and digital strategies partnering with airlines, trade and media partners.



• **Best Performance Award/ 26th Travel Tour 2019 Expo**





RUSSIA MARKET

- SMART GOALS**
- 1. Participate in at least 2 online/offline exhibitions.
  - 2. Conduct at least 3 Guam Product Workshops or equal events for TA in the Far East of Russia.
  - 3. Conduct at least two (2) Guam Product Workshops or equal events for TA in Siberia and European part of Russia.
  - 4. Establish close working relationships with Korean Air. Conduct at least one (1) co-op activity
  - 5. Conduct at least 2 Familiarization tours for Media or TA to participate in GVB's signature events.
  - 6. Increase Guam awareness in the Far East of Russia, Siberia and European part of Russia through continued communication with target audience via different channels (SM, exhibitions, etc.).

- HIGHLIGHTS**
- The Russian visitor arrivals ended the year with 5,189 visitors for FY2019, a 28.6% increase compared to Fiscal Year 2018.
  - Guam Product events/seminar conducted with Korean Air in March 2019 and the Online Travel Mart (OTM) in September 2019 with GVB Members and airlines that participated.
  - Guam workshop conducted in Khabarovsk and Yuzhno-Sakhalinsk in October.
  - A "Visit Guam" Lecture for Tourism Management faculty students of Vladivostok State University of Economics and Service was conducted in November 2018. Workshops also held in Moscow and Saint-Petersburg were conducted in early October.



- Four (4) co-op events conducted for Shop Guam e-Festival 2019 in cooperation with Korean Air (additional luggage space on the route Guam-Seoul-Vladivostok; Guam-Seoul-Moscow and St-Petersburg).
- Guam Product event in co-op with KAL- March 2019, Irkutsk Workshop in co-op with KAL-June 2019; Visit Guam with Jeju Air - online advertising campaign - September 2019.
- Three (3) Fam tours were conducted for the Shop Guam e-Festival Media Fam Tour, Siberia region Fam Tour with Globus Travel Agency in April 2019 bringing in 17 TA's from the region that

also participated in the United Guam Marathon and the #instaGuam Travel Talks Global Digital Summit Fam tour for Media August 2019 with Zoe Paradigma.

- The awareness of Guam was increased through continuous advertisement and campaigns such as Guam Visa Free Campaign for the European part of Russia and Russian Far East (later re-named into Visit Guam) from August -September. Additionally, the online advertising campaign "Visit Guam with Jeju Air", co-op with JeJu Air-September 2019 along with SGef 2019 promotional campaign brought more awareness to the island.



HÅFA ADAI PLEDGE

Formed in 2009 as a way to bring the island community together to promote and perpetuate the island's culture, the Håfa Adai Pledge (HAP) program continues to grow. The program's goal is to transcend the Guam brand in the tourism industry by providing the support and understanding to the local community through signings and community outreach activities.

In 2019, HAP welcomed over 116 new members from various local business, organizations and individuals with a total of 940 members; representing over 43,000 individuals. The program continues to grow not only in numbers but in various forms such as the type of members taking the pledge, the creativity of pledges and the overall community support of the program. HAP continued its Håfa Adai Pledge Kids Program - a program dedicated specifically for children. The monthly signings for local children and their families were hosted at the Bonita Baby store, other HAP members' place of business and GVB events. The signings included interactive activities as an initiative to the next generation of Guamanians to share and perpetuate the Håfa Adai spirit. Through this partnership, the efforts to promote the pledge among the youth continued with great momentum from its initial beginnings in 2018.

HAP hosted a "Culture Zone" at the Ko'ko' Kids Fest - children and their families had the opportunity to take the pledge and participate in activities such,

- Sling throwing hosted by Sling Guam and supported by Guam Museum who shared the history of sling throwing on Guam
- Local arts and crafts by Sweet Things & Lullabies
- Coconut husking, coconut candy making, and weaving by Chief Hurao Academy

As part of the 2019 Guam Micronesia Island Fair, GVB HAP hosted nightly signings for kids, families and visitors to take the pledge. Signings were supported by HAP members such as Bonita Baby Trading Company, UOG Sea Grant, UOG Press, Chief Hurao Academy, Sweet Things and Lullabies, Sling Guam, and Fundforte to host cultural demonstrations from coconut decorating, face painting, sling throwing, live sustainable game board, and storytelling to encourage the practice of traditional arts and an understanding of cultural values.

- 2019 MEMBERSHIP HIGHLIGHTS**
- January 20, 2019 - Largest signing: Tourism Education Council W.A.V.E. Clubs
  - February 9, 2019 - Signing in the Sky: Skydive Guam and Tandem Skydive instructor Vasilii Mladinov
  - March 24, 2019 - Signing and hosted cultural kids zone at the Guam Ko'ko' Kids Fest
  - April 27, 2019 - 35th Guam Legislature signing
  - May 29 - June 2, 2019 - Daily signings and hosted cultural immersion activities at the Guam Micronesia Island Fair
  - July 18, 2019 - Students from Japan signing with UOG PIP: Wasegaku High School visit
  - July 19, 2019 - Local Celebrities Liberation signing
  - August 30, 2019 - Agana Shopping Center Storewide signing
  - December 30, 2019 - 1st Monthly Group signing at the Guam Visitors Bureau

The next steps of the program are to further inspire and equip current and incoming members with the tools and techniques on how to expand their pledge efforts.



**AT A GLANCE**

**1** TRADESHOWS/  
CONVENTIONS

**4** SEMINARS/  
WORKSHOPS

**3** COOPERATIVE  
PROJECTS

**TOTAL media EXPOSURE**  
**\$1.9M**  
Traditional: \$650.1K  
Online: \$1.3M

**0** *travel*  
TRADE FAM  
TOURS

**4** *media*  
FAM TOURS

**3** ONLINE  
PROMOTIONS

**FY2019**  
**20,708**  
TOTAL ARRIVALS

**+8.8%**  
from last year  
**FY2018**  
**19,026**  
TOTAL ARRIVALS





## SOCIAL MEDIA STATS



**TOTAL GVB  
SOCIAL MEDIA FOLLOWING**

**517,894**

(Globally - by the  
end of FY19)

**TOTAL GVB  
SOCIAL MEDIA FANS**

**34%**

increase from  
FY18

**TOTAL GVB  
DIGITAL AD IMPRESSIONS**



**4.87 BILLION**

(Globally - by the  
end of FY19)

**TOTAL GVB  
WEBSITE TRAFFIC**

**1.75 MILLION**

**VIEWS**

(Globally in FY19)

**TOTAL GVB  
MOBILE APP DOWNLOADS**



**59,056**

(Globally in FY19)

## DIGITAL STRATEGY IN REVIEW

The Digital 360 system continues to allow the Guam Visitors Bureau (GVB) to keep track of online exposures across the markets. In 2019, the GVB team generated a total of 4.87 billion digital impressions via paid digital advertising. GVB also produced 1.14 billion key opinion leader post impressions, with 1.84 million digital clicks. The overall advertising effort resulted in more than 28,431 online travel booking.

In FY19, GVB continued two key digital platform partnerships with TripAdvisor and Google to help GVB promote #instaGuam and Shop Guam campaign in late 2018 to early 2019. The Bureau also partnered with Skift to create articles in conjunction with our promotion of the first annual Travel Talks Digital Global Summit that was held in August. The summit saw more than 12.7 million in post impressions, with over \$6 million in media value globally and 893 in online promotions. The Skift articles garnered 5,430 views and hosted banner ads produced 118,761 impressions, with 227 clicks. Lastly, with the development and launch of two pages targeting LGBT and Malaysia market, GVB hopes to gain more headway in growing these markets in Fiscal Year 2020.

### SOCIAL MEDIA IN REVIEW

In 2019, GVB increased its total social media following to 517,894, a 34% increase from 2018. GVB continued to aggressively invest in Instagram marketing capabilities globally, with more micro video content. There is also a total of 836,775 website visitors to GVB's global website, with performances increased for both the search (625,896) and direct (129,419) traffic sources. For social media monitoring, GVB identified 21,849 international visitors (+3,000 from 2018), who passionately promote Guam and recommend the destination to their online peers.

### FY2019 SMART GOALS ACCOMPLISHMENTS

#### Global social media performance

**+34% from 386,830 to 517,894 total SNS followers**

#### Global website traffic performance

**+71K from 764,985 to 836,775 GVB corporate website visit globally**

**-140K from 1.89M to 1.75M GVB corporate website page views globally**

**-18K from 73,628 to 54,764 referral traffic to website globally**

**+125K from 500,402 to 625,896 search traffic to website globally**

**+11K from 118,068 to 129,419 direct traffic to website globally**

**-1.6K from 17,277 to 15,630 social traffic to website globally**

#### Global digital advertising performance

**+1.75B from 3.125B to 4.87B digital ad impressions globally**

**+94.56M from 19.44M to 1.14B key opinion leader post impression globally**

**+120K from 1.72M to 1.84M digital ad clicks globally**

**+2.6K from 25,753 to 28,431 online bookings globally**

#### Online Reputation and Social Media Sentiment

**+3K from 18,767 to 21,849 online promoters of Guam globally**

#### 2018 Shop Guam Global Marketing

**+2K from 693 to 2,600 global online promotion posts globally**

**+17.6M from 16.6M to 34.2M USD media value globally**

**+11,851 from 47,205 to 59,056 mobile APP downloads globally**

#### 2019 #instaGuam Travel Talks Digital Global Summit

**12,723,873 post impression**

**\$6,076,616 USD media value globally**

**893 online promotion**

#### TripAdvisor Banner Ads Campaign (Exclude Japan)

**1,488,918 ad impressions • 2,193 clicks**

#### TripAdvisor Japan Banner Ads Campaign

**3,008,647 ad impressions • 4,967 clicks**

#### Malaysia Jom Guam Landing Page

**25,466 visitors • 28,508 pageviews • 96,873 social media ad clicks**

**733,900 social media ad impressions • 101,713 ad clicks**

#### SKIFT

**5,430 article views • 118,761 banner ad impressions**

**227 ad clicks**



### FY2019 DIGITAL REVIEW

The beginning of FY2019 was very exciting given the deployment of the bureau's seven completely redesigned global websites. The prior fiscal year was dedicated to the designing, development and final transition of what would be the bureau's new, robust global website presence, featuring new global websites for North America & Pacific, Japan, Korea, China, Taiwan, Russia and newcomer Hong Kong.

For the last year, each source market has been managing their own new responsive website platform. With a 'mobile first' approach, the new solutions include fully responsive designs served via secure HTTPS Domains. Each website renders seamlessly on desktops, tablets and smartphones alike. The bureau has been reaping the benefits of the responsive design like faster load times, higher ranking among the search engines and better security. Part of the major redevelopment included strict compliance with the European Union's 2018 digital privacy initiative GDPR (General Data Protection Regulation). Compliance with this and other similar digital regulations change the way the bureau is managing data collection.

FY2019's successful key components within the new websites highlight User Generated Content (UGC) and relevant blog sections. All the responsive sites have been managed with the latest version of the bureau's CMS (Content Management System), deployed in the last year. Version 3.0 of the CMS allows for 'real-time feedback' page-editing, making page-creating and editing faster and more efficient and better than ever. Another improvement features the Responsive Compatibility Module, an intuitive toggle allowing the editors the ability to view their pages as they'll appear at all the major breakpoints - desktop, tablet and especially mobile - while editing. This provides for more content creation freedom, where the editor can spend valuable time and effort in fresh, relevant, dynamic content and not coding and programming.

### WEBSITE PERFORMANCE

Year over year overall traffic continues to grow despite a slow start at the beginning of the year, primarily due to the sites' redesign and launch. Organic search is the lion's share of the overall traffic at 84.5%. Chamorro Culture and Things to Do were the top areas of interest that brought visitors to the site. These 'mobile-first' websites have successfully been featuring fresh and new content that is locally-grown - driven to fully engage visitors by guiding them through the decision process

with wonderful stories and vibrant user-generated photos and videos of personal experiences in our island paradise.

Traffic from mobile devices has tremendously increased globally this year, resulting in an overall decrease in site engagement industry-wide. In order to address the decline, the bureau will focus on content development along with additional internal link placements - vital steps in improving site engagement. Additional industry tools included in the bureau's FY2020 Website Initiatives, i.e., (CRO) Conversion Rate Optimization, Content Development, will help increase site engagement and overall improve site performance.

### FY2020 WEBSITE INITIATIVES

SEO (Search Engine Optimization), CRO (Conversion Rate Optimization), Content Development and Custom Analytics & Tracking are just some of the initiatives the bureau will continue strong in the coming fiscal year. While various CRM and Extranet training is on-going for GVB's marketing representatives and members/partners, specific digital tools and strategies will continue to be introduced to GVB's marketing officers and overseas representatives. We will also continue to deliver additional training for GVB's CMS to local and global web content managers.

### CORPORATE WEBSITE REDESIGN INITIATIVE

FY2020 will also unleash a dramatic redesign of the bureau's Corporate website GUAMVISITORSBUREAU.COM. One major inclusion will be seamless integration of the bureau's data and statistics from the Research Division. It promises to set the pace for the rest of the industry in the form of interactive digital dashboards and other various implementations. Fully responsive, these on-line tools will revolutionize how the bureau delivers its data and statistics, from visitor arrivals to numerous visitor demographics.

### OUTLOOK

The bureau continues to pursue fully secure and responsive online assets and digital tools, seamlessly accommodating the mobile device user. With a mobile-first philosophy, the bureau is already taking full advantage of how travelers research destinations, make decisions and ultimately book their trips. Continued partnerships with Google and Trip Advisor continue to solidify our efforts in digitally promoting our beautiful destination at a more competitive level.





# SHOP GUAM

The 7th annual Shop Guam e-Festival achieved more notable breakthroughs in FY2019. GVB attracted more than 260 local businesses to participate in this year's Shop Guam campaign. There was a significant increase in mobile app downloads, up by more than 11,850 from 2018. The Bureau's global promotion efforts collectively generated a record breaking \$34.2 million worth of earned media value, with online promotion posts increasing by 2,000 for the 2018 Shop Guam e-Festival.

## 2018 SHOP GUAM GLOBAL MARKETING

**2,600 global online promotion posts globally (+2K)**  
**\$34.2M USD media value globally (+17.6M)**

**59,056 mobile APP downloads globally (+11,851)**  
**2.01M mobile app screen views**  
**10.76 average screen / session**  
**4:41 average session duration**

## SGF / PAST 7-YEAR ANALYSIS (2012-2018)

| CATEGORY                              | FY12-13       | FY13-14       | FY14-15       | FY15-16        | FY16-17        | FY17-18        | FY18-19         |
|---------------------------------------|---------------|---------------|---------------|----------------|----------------|----------------|-----------------|
| Estimated arrivals (Nov. 10 - Feb 28) | n/a           | n/a           | 436,338       | 482,179        | 490,195        | 481,267        | 423,529         |
| Media value generation                | \$8.4 Million | \$8.7 Million | \$8.1 Million | \$11.4 Million | \$15.3 Million | \$16.6 Million | \$34.23 Million |
| Total offline media coverage          | 18            | 55            | 55            | 123            | 68             | 261            | 54              |
| Total online media coverage           | 44            | 253           | 538           | 1174           | 656            | 693            | 2600            |
| Total co-op partners                  | 11            | 126           | 129           | 141            | 180            | 197            | 178             |
| Total branded promotion offers        | 12            | 174           | 226           | 233            | 262            | 306            | 265             |
| Total mobile APP downloads (globally) | n/a           | 6,564         | 15,666        | 30,034         | 29,711         | 47,205         | 59,056          |



## GVB TRAVEL TALKS DIGITAL GLOBAL SUMMIT



Over 400 attendees packed a sold-out Guam Convention Center at the Dusit Thani Guam Resort on August 14, 2019 to listen and learn from a global panel of experts in the digital space.

Summit participants included a wide range of local businesses, entrepreneurs, social media influencers and students. A highlight of the summit was the successful collaboration of 8 global content creators who paired with 8 local content creators to deliver experiential presentations to the audience and ultimately share Guam with the world. GVB President and CEO Pilar Laguaña said, "one of our goals of the summit and at GVB is to further develop our local talent and grow the collective skillset of our local community. This will only serve us well and better aid us in competing in the global tourism marketplace."



Keynote speaker Sam Kolder began the summit with a backflip and a dramatic presentation on social responsibility and authenticity as a means to define oneself in the burgeoning social media space. Kolder is world renown with a global following of nearly 1.5 million on Instagram. Kolder is also working closely with the GVB team to develop social media and visual assets to assist Guam's marketing message.

Another highlight of the Summit was a practical demonstration and electrifying presentation by MQ Wang co-founder and CEO of Zero Zero Robotics. Mr. Wang's presentation demonstrated firsthand the maneuverability and practicality of the Hover Camera, a mass consumer targeted drone aiming to capture authentic moments closer than a commercial drone and wider than a selfie stick.

Laguaña went on to conclude, "with the blessing of our Board of Directors we plan on making GVB's Travel Talks an annual event. While we can always improve, the positive feedback on this event has been overwhelming. I want to thank our team of professionals at GVB along with the event sponsors for helping to make this landmark event a success."

