

OUR JOURNEY

Hinanao-fa

GUAM VISITORS BUREAU 2019 ANNUAL REPORT

Looking
into
Paradise

TRAVEL TALKS
DIGITAL GLOBAL SUMMIT

pg. 39

HÅFA ADAI PLEDGE
PERPETUATING ISLAND CULTURE

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SHOP GUAM
E-FESTIVAL

pg. 38



DESTINATION DEVELOPMENT | MARKETING | RESEARCH & STATISTICS
FINANCIALS | MEMBERSHIP DIRECTORY



Thank You

for helping us tell our story. As we evolve, we hope you join us in our journey to a more digital and sustainable decade. This FY2019 annual report features QR codes that you can scan with your phone to find videos and learn more about what we've been doing! Try it out starting with this first one!

- The GVB team



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"We encourage the people of Guam to rediscover our island."

MESSAGE FROM THE OFFICE OF THE GOVERNOR AND THE LT. GOVERNOR

Buenas yan Håfa Adai!

Tourism is and continues to be the lifeblood of our economy. During our first year in office, we were pleased to hear that our tourism market reached a record high. In 2019, Guam welcomed 1.63 million visitors for the first time. This is no accident but proof that the hardworking men and women in our tourism and hospitality industry are doing something right!

We congratulate the Guam Visitors Bureau! Tourism generates \$1.6 billion for our local economy and supports over 21,000 jobs. The Tourist Attraction Fund is also vital to supporting GovGuam agencies like the Department of Parks and Recreation, the Guam Police Department, the Mayors Council of Guam, and several non-profit organizations whose mission is to perpetuate Guam's culture and way of life.

As residents of Guam, it is easy to take for granted that we live in a Pacific paradise. All year long, we are blessed with sun, surf, and sand, and we often forget to explore our own backyard. This year, we encourage the people of Guam to rediscover our island. Grab some friends and take a trip around the island. Snorkel Tumon Bay. Visit our Guam Museum and get reacquainted with our 4,000-year history. Enjoy a day as a tourist and see firsthand what makes Guam a world-class destination.

Biba, Guam Visitors Bureau! Biba Guam!

LOURDES A. LEON GUERRERO
Maga'hågan Guåhan
Governor of Guam

JOSHUA F. TENORIO
Sigundo Maga'låhen Guåhan
Lt. Governor of Guam



"I am confident in the continued hard work and success of GVB in their dedication to our island and its people."

MESSAGE FROM THE CHAIRWOMAN, 35TH GUAM LEGISLATURE COMMITTEE ON HEALTH, TOURISM, MILITARY AFFAIRS AND SENIOR CITIZENS

Buenas yan Magof Tinilaikan Sâkkan!

As part of a concerted effort to improve the quality of life for Guam's residents, the Guam Visitors Bureau (GVB) has proven itself instrumental in expanding the tourism industry pillar of Guam's economy. GVB has successfully focused on increasing flights and filling additional seats to our island, along with ensuring a rise in local hotel occupancy. Additionally, GVB has assisted in laying the foundation for a solid and accountable Bed and Breakfast industry and short-term rental industry to further stimulate our economy. Most importantly, this agency continues to bring the community along in its vision by basing their programs on real and reliable data while adopting practices that protect our island's precious natural resources and preserve our culture.

GVB has improved Guam as both destination and home by maintaining our parks and beaches through partnerships with the Guam Police Department, the Guam Fire Department, and other government and private entities, which ensure the safety of tourists and residents alike.

In the face of known and unpredictable local and global challenges, GVB has continued to show its perseverance and resilience. I am confident in the continued hard work and success of GVB in their dedication to our island and its people. ***Un Dangkolo na Si Yu'os Ma'åse'*** to all GVB employees, visitor industry partners, and community members who have contributed to making our island a great, international tourist destination.

SENATOR THERESE M. TERLAJE
Chairwoman, 35th Guam Legislature
Committee on Health, Tourism,
Military Affairs and Senior Citizens



"We need to develop our destination in this new era and showcase island pride amongst our residents and our visitors."

Photoshoot location at the Study courtesy of Dusit Thani Guam Resort



MESSAGE FROM THE CHAIRMAN OF THE BOARD

Håfa Adai!

Tourism has really changed since I was chairman of the Guam Visitors Bureau Board of Directors 25 years ago, and you'll see that as you go through this annual report. How we spend, where we spend, and why we spend is largely driven by the Tourism 2020 Strategic Plan. The direction Guam's tourism priorities are geared toward will require a balance of growth and sustainability. A forthcoming Tourism 2025 strategic plan is underway to give a refocused direction and prioritization of resources.

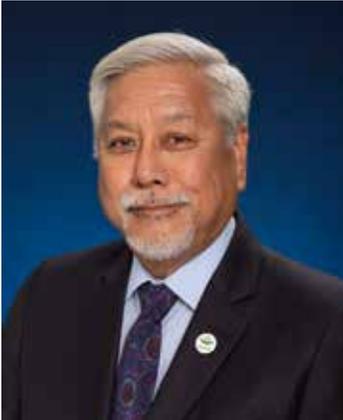
The Chamorro spirit has been awakened with all who make Guam their home. The pride of all Guamanians must be fostered, shared, and showcased for our visitors now, and in the future. With over 1.6 million visitors that came to our shores in Fiscal Year 2019, there's even more responsibility to take care of our island, our environment, and the visitor experience.

Our board is committed to making this possible because the future generations depend on it.

Si Yu'os Ma'åse',

P. SONNY ADA
Chairman, GVB Board of Directors

BOARD OF DIRECTORS



MILTON MORINAGA
Vice Chairman



THERESA ARRIOLA
Secretary



SAMUEL SHINOHARA
Treasurer



BRAD KLOPPENBURG



**DERRICK MUÑA
QUINATA**



**FLORI-ANNE
DELA CRUZ**



JOANN CAMACHO



PAUL SHIMIZU



**MAYOR ROBERT
HOFMANN**



SATORU MURATA



SHUN MATSUMOTO



STEPHEN GATEWOOD



MANAGEMENT'S DISCUSSION AND ANALYSIS

The Guam Visitors Bureau (GVB), a public non-stock, non-profit membership corporation, is the official tourism agency for the U.S. Territory of Guam. Among its responsibilities, GVB is charged with setting tourism policy and direction; developing and implementing Guam's tourism strategic and marketing plans; managing programs and activities that enhance and showcase Guam's people, place and culture in order to deliver an incomparable visitor experience; and coordinating tourism-related research, planning, events and outreach activities. GVB serves as a critical bridge linking government, the tourism industry, visitors and the local community, and aims to contribute successfully to a good quality of life for residents through tourism.



PILAR LAGUAÑA
President & Chief
Executive Officer



**ROBERT "BOBBY"
ALVAREZ**
Vice President



MANAGEMENT CONTACT

Pilar Laguaña
President & CEO
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ADMINISTRATIVE HIGHLIGHTS

FY2019, was a banner year for the island's tourism with an increase in arrivals from our leading source markets, Japan and South Korea. GVB's airline incentive program proved to be a success with the rise in seat capacity serving Japan and South Korea. The program's renewal, coupled with the change in the island's leadership and GVB's Board of Directors, continued growth of Guam's most significant economic contributor.

In January of FY2019, Governor Lourdes Leon Guerrero was sworn in as the first female Governor of Guam - I Maga'Hagan Guahan - too much excitement for the future of the island under her leadership. This included Guam's economy and its largest industry, tourism.

A month later, in February of 2019, GVB's Board of Directors approved the choice of GVB's Global Marketing Manager, Pilar Laguaña, as the bureau's new President and CEO. At the same time, the board approved Laguaña's appointment of Robert Alvarez as Vice President.

Under Laguaña's leadership, a review of marketing strategies and initiatives was initiated to ensure proper resources were provided to achieve the goals and objectives set by the board. She also led the bureau in putting a greater focus on destination development, which was received with much support.

In fiscal year 2019, Guam celebrated historical visitor arrivals equating to 1.6 million visitors, the most in Guam's history recorded at \$45 million into the Tourist Attraction Fund, compared to fiscal year 2018 visitor arrivals of 1,528,388. Visitor arrivals also infused an estimated \$946.5 million into the local economy.

With the directive to put greater focus on destination product development, resources were made available to take past efforts further by prioritizing much-needed areas throughout the tourism district of

Tumon that needed to be repaired and may pose a risk to the health and safety of the community, visitors and the environment.

RESEARCH

Survey of Attitudes of Tourism Residents (STAR 2019)

In 2018, GVB contracted Market Research & Development, Inc. (MR&D) to conduct the Survey of Tourism Attitudes among Residents (STAR) surveys. The first was held in 2017 with the follow up in 2019. The Survey of Tourism Attitudes of Residents or STAR survey is designed to ascertain how the people of Guam feel about the tourism industry and GVB. The survey is used to gain valuable insights regarding how residents feel towards the tourism industry and its overall impact on Guam's economy and the community. The design, methodology and parameters of the study were set and discussed with a final report to be released in the 2020. The study will provide valuable insights into the role tourism plays in the community and its impact on key performance indicators that measure the quality of life for local residents.

Consumer surveys

In FY2019, GVB completed multiple "In-country consumer surveys" for the two major visitor markets, Japan and South Korea. To provide valuable insights into the Japanese and South Korean consumers, GVB conducted self-administered surveys throughout major consumer travel shows. Over 3,300 Japanese and South Korean travelers participated in these surveys, enabling GVB to gain a greater understanding of their profiles, travel motivations, and their overall view of Guam as a destination. While the studies yielded different results, some key findings showed an exciting shift to sightseeing and unique attractions over beaches/

climate as the top travel motivation with an average of around 33.8% of survey participants stating it as their prime motivator.

Progression with the Interactive Dashboard

GVB continues to serve as the primary source for tourism statistical data and information. To provide better accessibility to the massive amounts of data collected, GVB has been working on a user-friendly interactive dashboard platform. The dashboard will grant stakeholders, government officials, and the island community immediate access to crucial visitor arrival data derived from the processing of Guam Customs Declaration Forms. The GVB Research Department in 2019 worked on auditing all the data from every touchpoint to ensure a smooth, error-free transmission of the scanned forms into the dashboard platform.

Quarterly Visitor Profile Report (Arrival Summary)

To provide additional vital metrics to the island community, the research division, generated a new quarterly report that provided data on visitor expenditures, length of stay, and seat capacity from the island's primary source markets. This data allows businesses and stakeholders an opportunity to determine their target markets based on the desired profiles that fit their respective business models. In addition, students and the general public can view a snapshot of the visitors that come to Guam.

LISTSERVE

In June of 2019, the GVB Director of Tourism Research and the Senior Tourism Research Analyst were instated into the global "LISTSERVE" platform. The platform allows for a direct global connection to various research and academic professionals in the tourism industry to collaborate on many studies, concepts, ideas and data collecting instruments. This platform assisted the research department in developing new studies as well as explore new opportunities to provide better data collection techniques.

MARKETING HIGHLIGHTS Japan

The Japan market's aggressive approach to developing more access from Japan to Guam with its air service development programs, supporting charter flights and regular air services accomplished the goal by welcoming 664,784 visitor arrivals by fiscal year 2019, a 25.4% increase compared to FY2018. In addition, the increase also gained an additional 142,408 seats from Japan incorporated with qualified air service providers contributing additional seats from notable Japan gateways.

Air seat capacity continued to grow with over 860,000 seats from the main gateways of Tokyo, Osaka, Fukuoka and Nagoya. These seats also served smaller cities on a charter basis and regular air services also expanded with attractive incentive programs that supported the airlines to achieve our goals.

For the sales promotion segment, the strength of Japanese purchasing relied on three areas: traditional travel agencies, online, and direct booking to airlines. Closer working relationships with the Japan Guam Travel Council (JGTC) assisted with wholesalers and retailers focusing on leisure and group business. This included strategic placements and developments of travel packages with sales partners that allowed for growing air seat capacity. Additionally, this relationship also improved with coordination of more focused FAM Tours organized by agency, sales, and product development teams. Japan worked hard to renew the sales force and in strengthening the ability to focus on Guam when the main competition was in-market.

The focus of branding #instaguam throughout the fiscal year continued by utilizing the Google Display Network, train station advertisements, social networking, and a variety of media ties to deliver the "instant vacation + sharing on SNS" message. The campaign generated 490 million impressions and over 1 million total page views. Co-op plans also took place 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 to Guam and over \$165,000 in cooperative publicity value. Japan is valued at over \$26 million with a balanced marketing mix of advertising on traditional channels through new media and with tie-ins.

The year 2019 also signified several special anniversary celebrations for Guam and Japan's sister-city relationships. The Guam-Niigata Friendship Association celebrated 15 years of friendship and 28 years with the city of Kashiwa. The relationship with Niigata began since 2004 after a delegation witnessed the damages from Typhoon Chata'an and Pongsona in 2004. The Kashiwa relationship grew from Guam's invitation to attend their Annual Summer event every year which now has evolved into our annual participation with Miss Guam participating in the Kashiwa Odori dance with the Mayor of Kashiwa city. These events showed our gradual progress in maintaining relationships for economic, historical, and cultural exchanges for the people of Guam and Japan. Lastly, Guam also hosted students from Kitanagoya on the island with English speaking presentations and showcased Guam's unique tourism offerings.

Japan market concluded FY2019 participating in 24 tradeshows and conventions, hosting 25 seminars/workshops and four (4) fam tours, conducted eight (8) cooperative projects, completing 110 travel trade fam tours, seven (7) online promotions, and collected more than \$19.5 million dollars' worth of media exposure value.

South Korea

The South Korea market continues to be Guam's #1 source market. GVB South Korea's hard-working staff, strong travel partner support, and innovative projects achieved 734,339 arrivals from South Korea with majority of our arrivals coming from Seoul and a marketing mix of 45% of the total arrivals to Guam. 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, to sustain and grow air service via Incheon and Busan.

Expanding within the Korea market will be essential to future growth. In the past years, Guam's focus on the family market from Korea has built a solid core base. In FY2019, expansion into the MICE and student markets to help build volume and to which additional seat capacity is needed.

Air service became a strong focus and priority in FY2019 as we built upon the increased in demand. Guam received a notable amount of new and frequent flight service from Korea. 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 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 from July 5 to October 26. Lastly, Jeju Air launched an indirect daily flight from Daegu to Guam via Narita in April.

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, 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 ten (10) seminars and workshops in the 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, Seoul International Tourism Industry Fair and Modetour Travel Mart in Seoul.

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

In January 2019, the 4th Annual MBC Sports + Golf Tournament premiered on Guam, together with the TV program "Shall We Guam" which 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 four promotions with consumer brands, such as Kyobo Bookstore, Alvins, Canon and LG Electronics.

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

Taiwan

Smart use of limited resources resulted in a staggering 44.92:1 return on investment for media exposure in Taiwan.

Due to limited flight schedules and seat availability, the Taiwan market continues on a slow path of growth. Focusing however on-air service development

to increase Guam arrivals should be enhanced to provide the much-needed capacity. Meetings were held with existing and potential new carriers to service the Guam route.

Guam's unique natural environment and culture has led to an appreciation of travel to Guam. The development of adventure travel packages including hiking, golfing, water sports, and skydiving have established a new niche market segment for our island.

Building relationships with established civic groups such as the Lions and Rotary in Taiwan and connecting them to the Chinese Chamber of Commerce of Guam has also increased arrivals.

Other Markets

The Russian market has shown an increase of 21% year over year. In FY2019, GVB continued its active membership participation in the Online Travel Mart. Workshops for this were held in Khabarovsk, Yuzhno-Sakhalinsk, Moscow, and Saint Petersburg along with a Visit Guam lecture for Tourism Management faculty and students at the Vladivostok State University of Economics and Service. Successful Guam Visa-Free campaigns were held with the use of social media.

The world's largest outbound market in China continues to be a challenging market for the United States. To build a base of enthusiastic travel partners, GVB 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.

Facing the dynamic marketing conditions, GVB set up year-round co-ops with critical 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 widespread 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.

Hong Kong suffered from the loss of flights and worked harder with airlines who were able to sell packages transferring through another country. Philippine Airlines and China Air schedules and packages were communicated with partner travel agents.

Partnering with Skift was the highlight for FY2019 in the North American market. Skift, the largest industry intelligence platform defining global travel trends, featured stories about Guam, and provided insights to Guam to help build our global brand.

The Philippine market exceeded its goal by achieving arrivals of 20,708. Shopping and Pilgrimage tours featured in SNS campaigns continue to dominate our market messages.

Other Marketing Activities

The 75th Guam Liberation festivities turned into a global campaign with featured guests from North America, the Philippines, South Korea and Japan. World War II liberators Raymond Faulkner, Lloyd Glick, and Gordon Rosengren increased the marketing message of Guam being a part of the United States and brought value to the island-wide events.

Shop Guam continues to be a big draw for GVB. Highlighting the year-end sales season and working closely with our membership, special offers are promoted on a global scale garnering \$34.2 million worth of publicity for Guam.

DESTINATION DEVELOPMENT HIGHLIGHTS

Destination Development's mission is to support the responsible development and enhancement of tourism attractions and experiences that build on our competitive product strengths, ensuring that Guam delivers on its brand promise. The importance of this division has been growing in need as the government lacks the resources to maintain the infrastructure that is critical to tourism. Guam must improve its quality to attract a high spending visitor and thereby improve yield. GVB's Destination Development Division is comprised of three committees: Destination Management, Cultural Heritage and Community Outreach, Visitor Safety and Satisfaction and Sports and Events.

The Destination Management Committee (DMC) focuses on improving tourism infrastructure, safety and satisfaction. Over the years, GVB has taken on additional responsibilities originally tasked to other Government of Guam agencies. In FY2019, GVB continued its commitment to projects that continue to enhance the image of our island. Tumon Landscape maintenance and Beach Cleaning maintenance helped to keep Guam's main corridor and the Tumon Bay Marine Preserve as an attractive area of high visitor activity. The Guam Visitors Bureau Annual Holiday Illumination project remains a popular draw during the Christmas holidays. Island Road maintenance helps to keep tour routes clean. Lastly and most importantly, GVB continues to uphold a close relationship with other GovGuam entities and the private sector to address and resolve infrastructure issues.

"We're so proud that this was a record-breaking year for our island."



Photoshoot location at the Villa Azul terrace courtesy of Dusit Thani Guam Resort

Branding

Since its inception in 2009, GVB's local community branding program has expanded to include support of many events as well as synergizing the GVB marketing message at home and abroad.

Guam has become a relevant and modern brand that is as attractive to visitors as it is to those who live here. It is a brand that celebrates who Guamanians are as a people, its culture, traditions and its unique sense of place as a destination. Although there has been much accomplished in the way of establishing and building the brand, it is certain that the importance of increasing visitors and community engagement does not end.

GVB continues to receive a tremendous amount of support for its branding initiatives from the Governor of Guam, the Guam Legislature, the island's mayors and community stakeholders.

CAPITAL ASSETS AND LONG-TERM DEBT

GVB is not capital intensive and therefore, significant capital asset activity did not occur in 2019 and 2018. Additionally, GVB has no long-term borrowings.

Management's Discussion and Analysis for the year ended September 30, 2018 is set forth in GVB's report on the audit of the financial statements, which is dated April 15, 2019, and that Discussion and Analysis explains the major factors impacting the 2018 financial statements and can be viewed at the Office of the Public Auditor's website at www.opaguam.org.

OUTLOOK

GVB projects continued growth of arrivals to the island as we continue to provide successful programs, the resources necessary, to innovate newer ways of extending our marketing efforts in our source markets and reach potential consumers directly. However, the Bureau still remain mindful of the fragile nature of the global travel industry and the sensitivity to global issues that may deter potential visitors from traveling to Guam.

South Korea is projected to claim the top spot among visitor source markets in FY2020, regardless of the market performance posting a 2.4% decrease in FY2019. However, with continued strong growth from Japan arrivals to Guam will offset the decrease in South Korea, while reports with actual arrival data provide more definite trend for the year.

GVB believes diversification both in-market and through the opening of new ones, as well as the commitment to develop the destination, will only provide an avenue for better recreational services for our people and an increase in visitors to the island. Diversity will pave the way for growing economic opportunities for residents and the ability to become a business owner.

Achieving this feat and building on Guam's success over the last several years, will also require investments into the destination. GVB will continue its efforts to solidify a capital investment plan for the redevelopment of the Tumon tourist district. Prioritizing and addressing immediate project needs, that may negatively affect the health and safety of our community, visitors and the environment is crucial.

This plan, once endorsed and approved by the board will allow GVB to begin discussions with Governor Leon Guerrero's Administration and the Guam Legislature on ways to fund the priority emergency projects in the interim, and then work on developing a long term funding solution for the full execution of the projects contained therein and provide for maintenance for at least one (1) year from the date of completion.

Prior to the issuance of FY19 GVB audit report, Governor Lou Leon Guerrero, in consultation with the Department of Public Health and Social Services (DPHSS) and the U.S. Centers for Disease Control Prevention (CDC), declared a Public Health Emergency on March 14, 2020. This declaration came shortly after the President of the United States declared a national emergency over the COVID-19 outbreak in the continental United States. This declaration was later followed by Governor Leon Guerrero's numerous executive orders in the suspension of non-essential Government of Guam operations and mandates of social isolation to fight the community spread of COVID-19. This pandemic severely impacted the visitor's arrival which directly affect the Tourist Attraction Fund (TAF) dollars of which GVB is primary a grant recipient of the TAF special fund. The overall financial impact of this unprecedented global crisis cannot be ascertained at this time and GVB had placed a taskforce to address this and is working on a robust tourism industry recovery plan.



PILAR LAGUAÑA

President & Chief Executive Officer



VALERIE SABLAN

Executive Secretary



JOSHUA TYQUIENGCO

Communications Coordinator/Spokesperson

FINANCE & ADMINISTRATION DEPARTMENT

MARKETING DEPARTMENT



JOSEPHINE VILLANUEVA

Director of Finance & Administration



TRIXIE NAHLOWAA

Administrative Assistant - Finance & Administration



NADINE LEON GUERRERO

Director of Global Marketing



ANNABEL CERTEZA

Administrative Assistant - Marketing



MARIA CHRISTINE LIZAMA

Management Analyst IV



LISA LINEK

Accounting Manager



ALAN JOSEPH ROSARIO

Web & IT Specialist



ANGIE MAMARIL

Accounting Manager



ASHLEY GARCIA

Receptionist



JUANITA SABLAN

Accounting Technician



GARRETT AGUON

Messenger



MARIANE DELA CRUZ

Accounting Technician



ELAINE PANGELINAN

Marketing Manager - Taiwan & Hong Kong



GABRYEL FRANQUEZ

Marketing Manager - China



RUSSELL OCAMPO

Marketing Manager - Japan



REGINA NEDLIC

Marketing Manager - Japan



COLLEEN CABEDO

Marketing Manager - Korea



MARK MANGLONA

Marketing Manager - Pacific/ North America



SHARLENE GUERRERO

Marketing Manager - PI/New Market Development



NICOLE BENAVENTE

Marketing Coordinator - Greater China



MAI PEREZ

Marketing Coordinator - Japan



MARIA SAN NICOLAS

Marketing Coordinator - Korea



BREANNA GARRIDO

Marketing Coordinator - Pacific/ North America



KARIDA BRENNAN

Marketing Coordinator - PI/New Market Development



LINDA ALEGARBES

Marketing Associate



**ROBERT
"BOBBY"
ALVAREZ**
Vice President



Organizational Chart

Indicates Management Positions
 Indicates Department

* Each employee has an assigned position title found on the staffing pattern at guamvisitorsbureau.com

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.



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
- Micronesians Chefs Association
- Micronesians Conservation Coalition: Ocean Gala
- Miss World Guam
- Pacific Historic Parks: 43rd Pacific Circle Consortium
- Payuta: 9th Micronesians 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

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.



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).





DEDEDO FLEA MARKET
(End of Contract)



NAVAL STATION GATE

CETTI BAY OVERLOOK
(End of Contract)

CHALAN LAMAN
(End of Contract)



LEGEND

- **ISLAND ROADWAY MAINTENANCE**
- **ROADWAY**
- 1 **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 (<i>Crosswalk, Traffic Control</i>)	9,752
Assistance with Directions	5,031
Taking Photos for Visitors	2,870
TOTAL	17,653

SAFETY & SECURITY 2018 REPORT	
Loitering	4,702
Public Intoxication	854
Automotive Incidents	304
Water related incidents	20
TOTAL	5,880





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.

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 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.

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.

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**

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.

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 Lagaña 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.



AT A GLANCE



24 TRADESHOWS/
CONVENTIONS



25 SEMINARS/
WORKSHOPS



8 COOPERATIVE
PROJECTS



TOTAL
media
EXPOSURE
\$19.5M
Traditional \$14.4M
Online \$5.1M



110 *travel*
TRADE FAM
TOURS



4 *media*
FAM TOURS



7 *www*
ONLINE
PROMOTIONS

FY2019
664,784
TOTAL ARRIVALS

+25.4%
from last year
FY2018
530,223
TOTAL ARRIVALS



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.



Kitanagoya Students Courtesy Visit

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.



Guam Niigata Friendship 15-Year Anniversary

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!

AT A GLANCE



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.



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.



Cultural Performance at the Guam Booth



KATA Fam Tour Group



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

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



AT A GLANCE



4 TRADESHOWS/
CONVENTIONS



17 SEMINARS/
WORKSHOPS



12 COOPERATIVE
PROJECTS



TOTAL
media
EXPOSURE
\$29.2M
Traditional: \$13M
Online: \$27.9M



5 *travel*
TRADE FAM
TOURS



1 *media*
FAM TOURS



12 *www*
ONLINE
PROMOTIONS

FY2019
28,346
TOTAL ARRIVALS

+2.9%
from last year
FY2018
27,550
TOTAL ARRIVALS

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.

AT A GLANCE



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

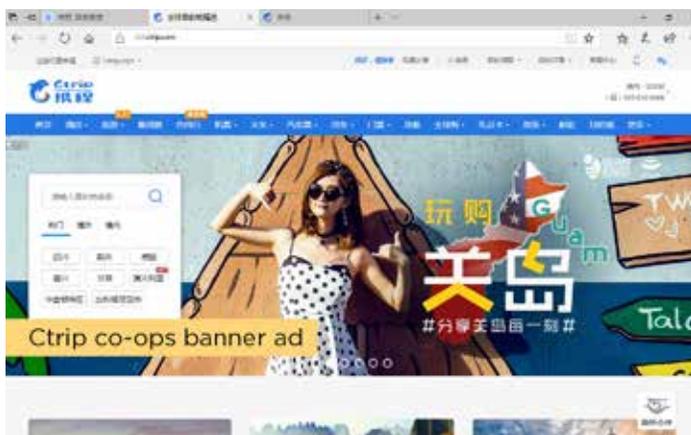
• Guam online training program

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!



AT A GLANCE



3 TRADESHOWS/
CONVENTIONS



8 SEMINARS/
WORKSHOPS



7 COOPERATIVE
PROJECTS



TOTAL
media
EXPOSURE
\$655.9K



1 travel
TRADE FAM
TOURS



3 media
FAM TOURS



6 ONLINE
PROMOTIONS

FY2019
6,395
TOTAL ARRIVALS

-4.0%
from last year
FY2018
6,663
TOTAL ARRIVALS



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.

AT A GLANCE



6 TRADESHOWS/
CONVENTIONS



2 SEMINARS/
WORKSHOPS



4 COOPERATIVE
PROJECTS



TOTAL
media
EXPOSURE
\$1.3M



0 *travel*
TRADE FAM
TOURS



2 *media*
FAM TOURS



10 ONLINE
PROMOTIONS

FY2019
94,141
TOTAL ARRIVALS

+5.3%
from last year
FY2018
89,363
TOTAL ARRIVALS

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.



The 75th Guam Liberation Day

PACIFIC MARKET

SMART GOALS

- 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.
- 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
- 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
- Maintain relationships with travel trade industry members through partnership, collaborations, advertising opportunities and Guam Product Updates.
- 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.
- 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 sits on the PATA Executive Board.



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



AT A GLANCE

 5 TRADESHOWS/ CONVENTIONS	 8 SEMINARS/ WORKSHOPS	 3 COOPERATIVE PROJECTS
		 TOTAL <i>media</i> EXPOSURE \$1M

 0 <i>travel</i> TRADE FAM TOURS	 0 <i>media</i> FAM TOURS	 2 ONLINE PROMOTIONS
		FY2019 44,519 TOTAL ARRIVALS
		+2.3% from last year FY2018 43,517 TOTAL ARRIVALS

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 Lauren 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**



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 *www*
ONLINE
PROMOTIONS

FY2019
20,708
TOTAL ARRIVALS

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

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.



- **KAL Dragon Boat Cup 2019**

AT A GLANCE



3 TRADESHOWS/
CONVENTIONS



6 SEMINARS/
WORKSHOPS



7 COOPERATIVE
PROJECTS



**TOTAL media
EXPOSURE**
\$ 90.2K
Traditional \$45.2K
Online \$ 44.9K



1 *travel*
TRADE FAM
TOURS



3 *media*
FAM TOURS



26 *www*
ONLINE
PROMOTIONS

FY2019
5,189
TOTAL ARRIVALS

+28.6%
from last year
FY2018
4,035
TOTAL ARRIVALS



HĀFA ADAI PLEDGE

Formed in 2009 as a way to bring the island community together to promote and perpetuate the island's culture, the Hāfa 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 Hāfa 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 Hāfa 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 Vasili 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.



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



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 Lagaña 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.

Lagaña 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.”



Research & Statistics

FY2019 MILESTONES - THIRD QUARTER

APR 2019

- Guam prepares for largest Golden Week expecting over 11K visitors
- GVB teams up with DPW and military volunteers for Median Improvement Project
- United Airlines Guam Marathon 2019 sets new record with more than 4,000 participants
- GVB report notes shift in visitor spend; Guam welcomes over 120K visitors in April

MAY 2019

- GVB Board of Directors elect committee chairs
- GVB Youth Board Member Flori-Anne Dela Cruz named 2019 PATA Face of the Future
- 31st Guam Micronesia Island Fair “Celebrating Peace and Friendship in the Pacific”
- GVB promotes Nadine Leon Guerrero and Nico Fujikawa to new leadership roles
- Guam achieves best tourism month numbers

JUN 2019

- InstaSpot feature on GVB’s Shop Guam app offers amazing perks and benefits
- GVB announces Travel Talks summit for tourism industry, digital creative
- AVIAREPS Japan Ltd selected as Japan Marketing Representative
- Over 123K visitors welcomed to Guam in June

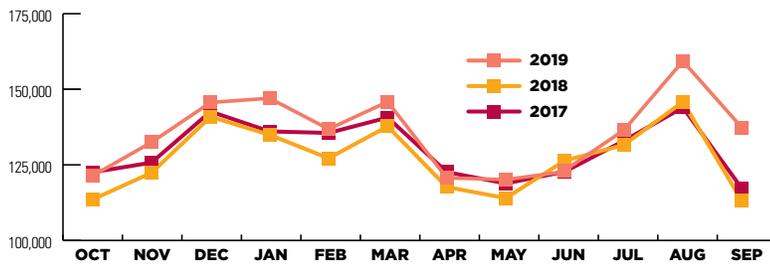
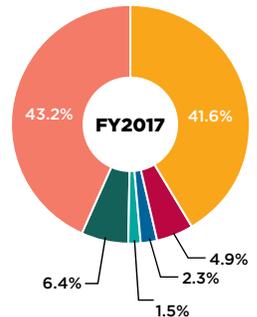
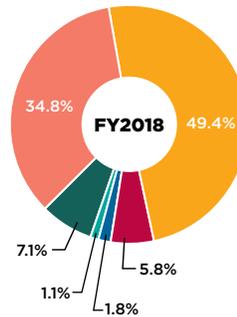
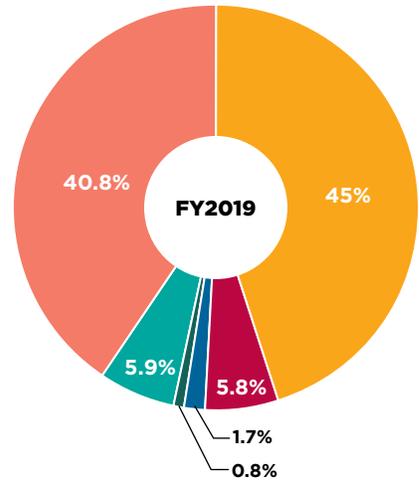


FISCAL YEAR ARRIVALS BY ORIGIN

AIR ARRIVALS (Civilian & Armed Forces)	2017	2018	2019	% Change LY	Visitor MIX
Japan	674,345	530,223	664,784	25.4%	40.8%
Korea	649,434	752,715	734,339	-2.4%	45.0%
Taiwan	36,268	27,550	28,346	2.9%	1.7%
China	23,239	17,035	12,588	-26.1%	0.8%
U.S. (incl. Hawaii)	76,291	89,363	94,141	5.3%	5.8%
CNMI	18,492	20,702	22,566	9.0%	1.4%
Palau	4,005	4,304	4,168	-3.2%	0.3%
FSM	10,958	14,728	14,023	-4.8%	0.9%
RMI	1,274	1,564	1,597	2.1%	0.1%
Philippines	19,817	19,026	20,708	8.8%	1.3%
Australia	2,227	2,285	2,250	-1.5%	0.1%
Canada	991	124	-	-	-
Europe	2,029	2,178	2,340	7.4%	0.1%
Hong Kong	16,140	6,663	6,395	-4.0%	0.4%
Thailand	445	69	-	-	-
Vietnam	128	9	-	-	-
Russia	3,151	4,035	5,189	28.6%	0.3%
Singapore	-	795	1,525	91.8%	0.1%
India	-	186	162	-12.9%	0.01%
Malaysia	-	247	436	76.5%	0.03%
Other/Unknown	5,739	8,113	5,397	-35.1%	0.3%
Total Air	1,544,973	1,501,914	1,620,954	7.9%	99.4%
Total Civilian Sea	5,731	1,539	6,836	344.2%	0.6%
Total Armed Forces Sea	8,783	21,766	3,259	-85.0%	
TOTAL ARRIVALS	1,559,487	1,525,219	1,631,049	6.9%	100.0%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Due to the implementation of the New Customs Declaration Forms in December 2017, countries have been added or omitted based on visitor market trends.

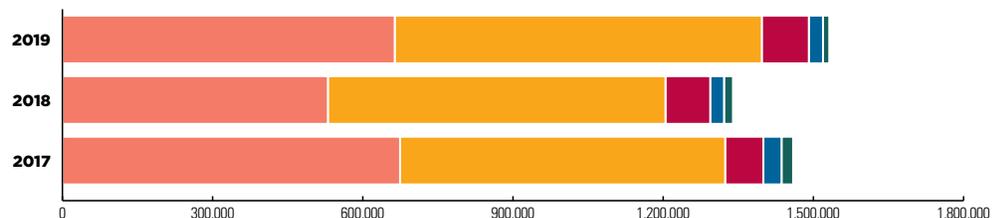
VISITOR MIX



SEASONALITY

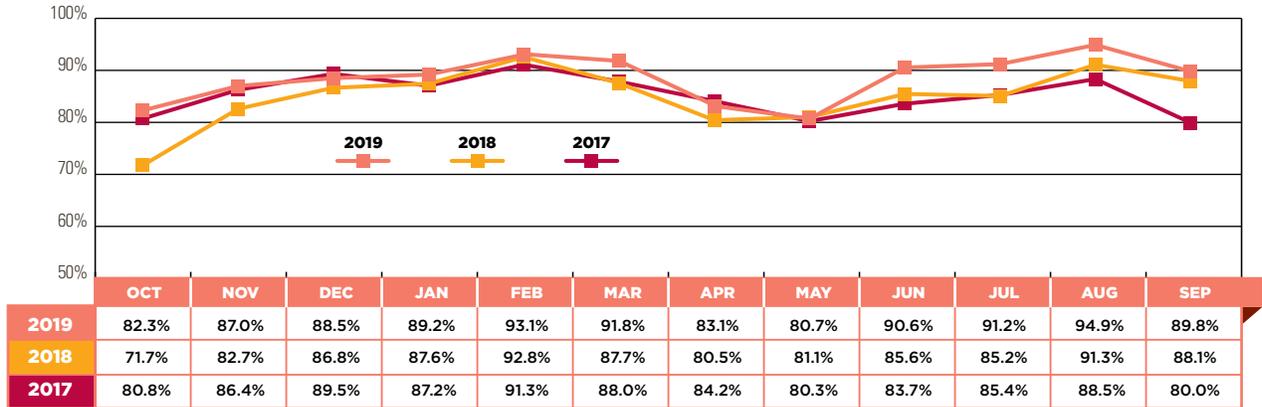
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2019	121,656	132,849	146,104	147,507	137,244	146,332	121,004	120,411	123,528	136,878	159,856	137,680	1,631,049
2018	113,526	122,377	140,918	134,939	127,185	137,734	117,678	113,995	126,391	131,594	145,817	113,065	1,525,219
2017	122,534	125,748	142,634	136,063	133,553	140,662	122,607	118,853	122,753	132,952	143,981	117,147	1,559,487
% Chg	7.2%	8.6%	3.7%	9.3%	7.9%	6.2%	2.8%	5.6%	-2.3%	4.0%	9.6%	21.8%	6.9%

VISITOR ARRIVALS FROM TOP FIVE MARKETS (BY AIR)



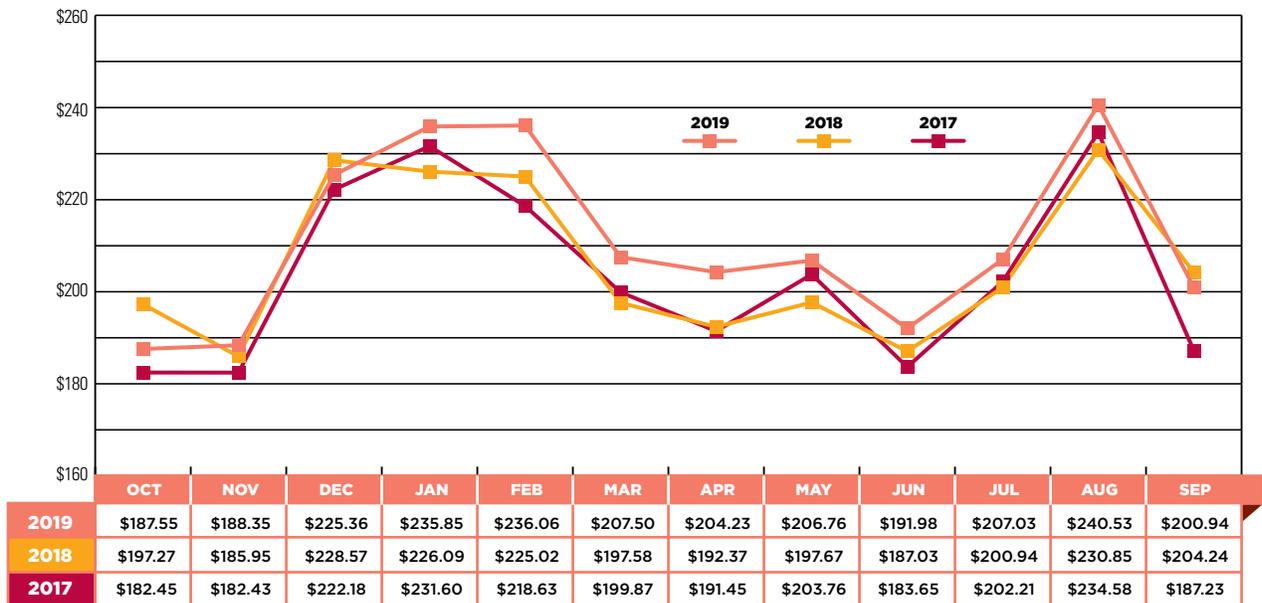
HOTEL STATS

HOTEL OCCUPANCY RATE



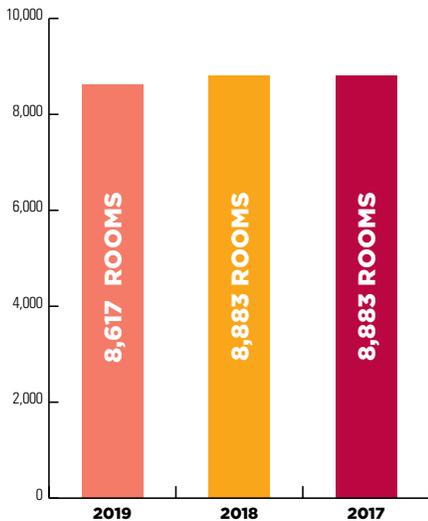
Source: STR Global Historical Report

HOTEL ROOM RATE



Source: STR Global Historical Report

HOTEL INVENTORY



VISITOR PROFILES



JAPAN



KOREA

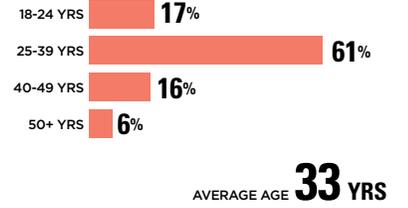
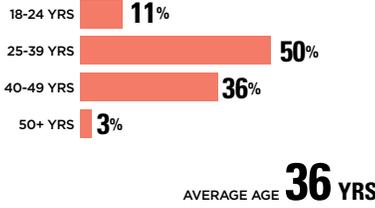
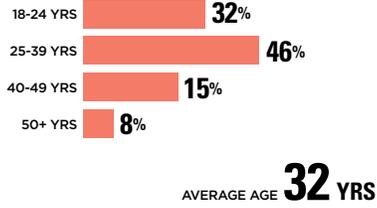


TAIWAN

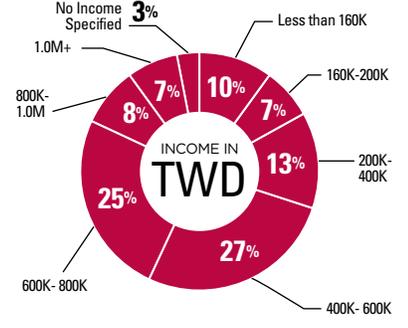
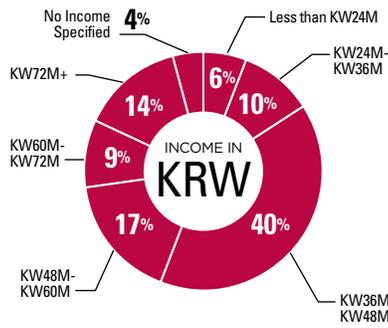
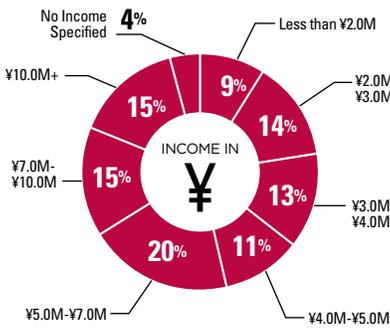
MARITAL STATUS



AGE



INCOME



TRAVEL COMPANIONS



TRIP STATUS



GENDER



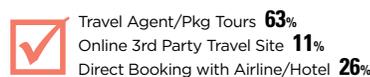
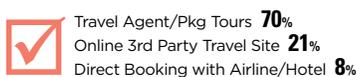
LENGTH OF STAY



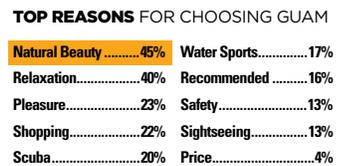
EXPENDITURES (per person)



TRAVEL PLANNING



TRAVEL MOTIVATION (reason for travel)





UNITED STATES

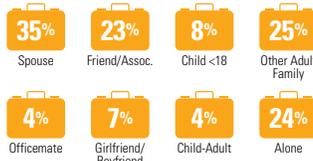
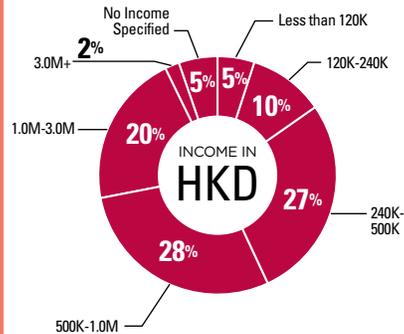
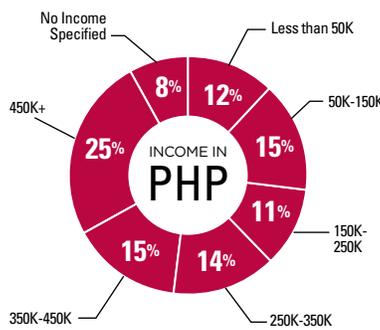
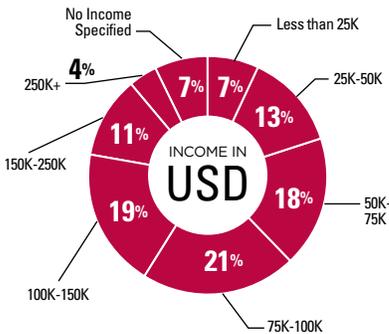
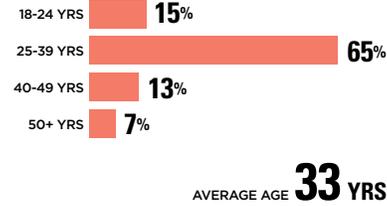
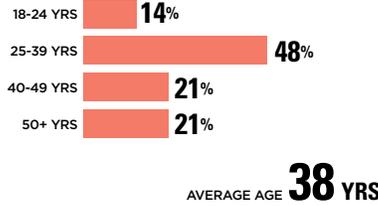
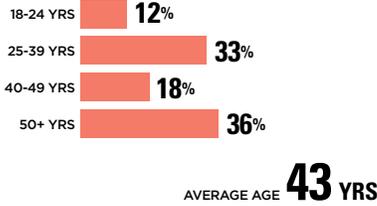


PHILIPPINES



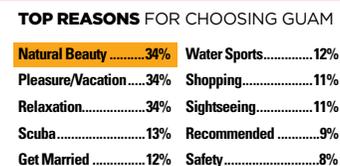
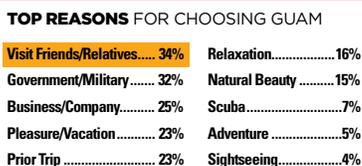
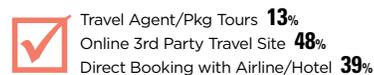
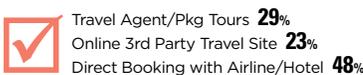
HONG KONG

VISITOR PROFILES

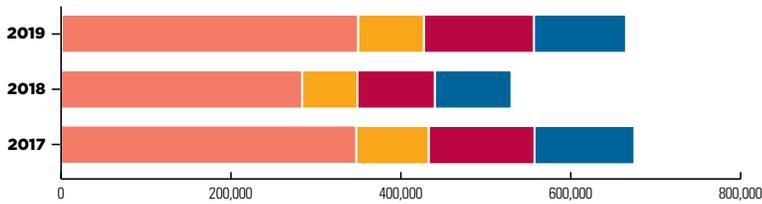


*Exchange rate source: USFOREX

*Exchange rate source: USFOREX

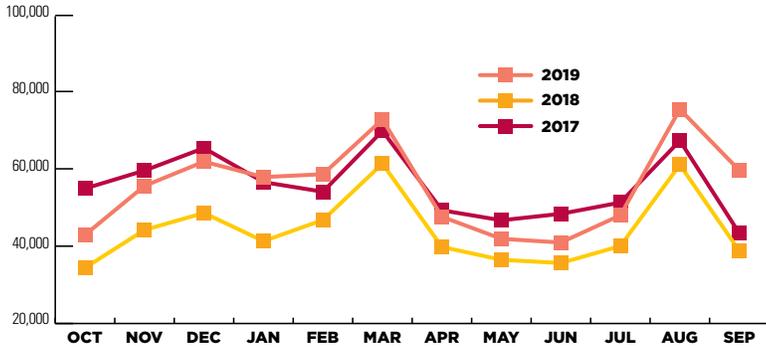
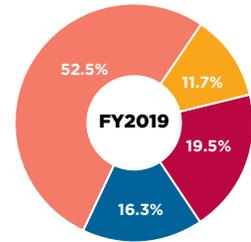


JAPAN ARRIVALS BY REGION



JAPAN ARRIVALS BY MAJOR REGIONS					
	KANTO (TOKYO)	CHUBU (NAGOYA)	KINKI (OSAKA)	OTHER	TOTAL
2019	348,976	77,589	129,605	108,614	664,784
2018	283,603	65,275	90,997	90,348	530,223
2017	346,977	85,251	124,454	117,663	674,345

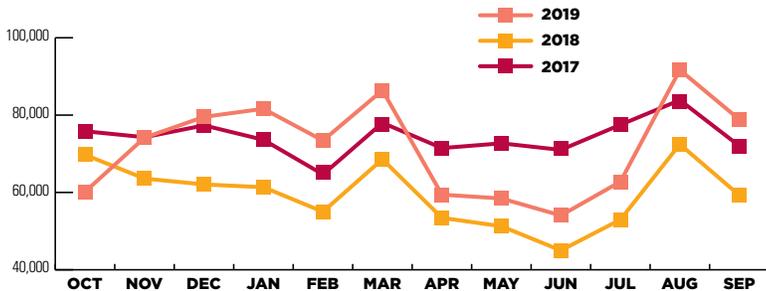
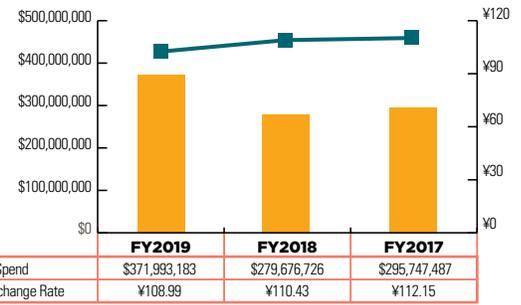
JAPAN VISITOR MIX



SEASONALITY

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2019	43,013	55,733	62,037	58,021	58,774	72,974	47,725	41,989	41,027	48,103	75,630	59,758	664,784
2018	34,489	44,346	48,785	41,435	46,937	61,613	39,934	36,575	35,739	40,163	61,307	38,900	530,223
2017	55,636	59,918	66,035	57,041	54,354	71,384	49,834	47,140	48,971	51,811	68,351	43,870	674,345
% Chg	24.7%	25.7%	27.2%	40.0%	25.2%	18.4%	19.5%	14.8%	14.8%	19.8%	23.4%	53.6%	25.4%

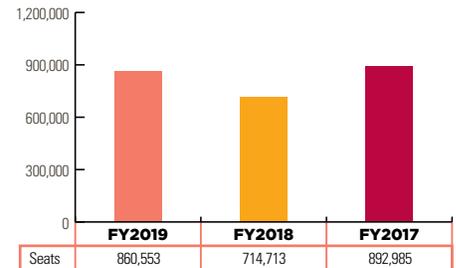
JAPAN SPEND



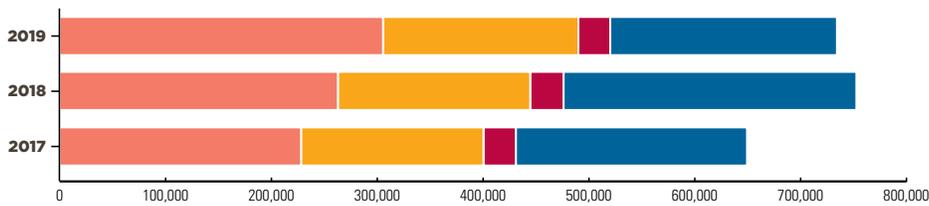
JAPAN MONTHLY AIRLIFT

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2019	60,152	74,167	79,539	81,633	73,416	86,416	59,437	58,440	54,044	62,774	91,672	78,863	860,553
2018	69,732	63,586	62,071	61,352	55,018	68,585	53,430	51,258	45,008	52,952	72,458	59,263	714,713
2017	75,884	74,342	77,401	73,660	64,712	78,067	71,529	72,762	71,063	77,551	83,938	72,076	892,985
% Chg	-13.7%	16.6%	28.1%	33.1%	33.4%	26.0%	11.2%	14.0%	20.1%	18.5%	26.5%	33.1%	20.4%

JAPAN AIRLIFT

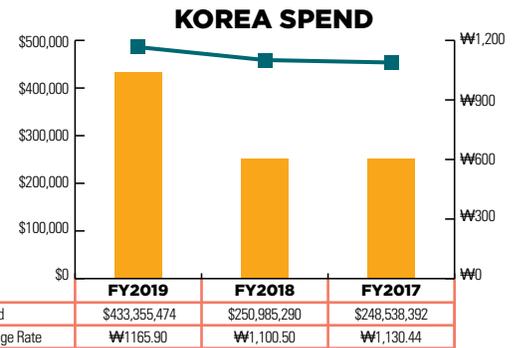
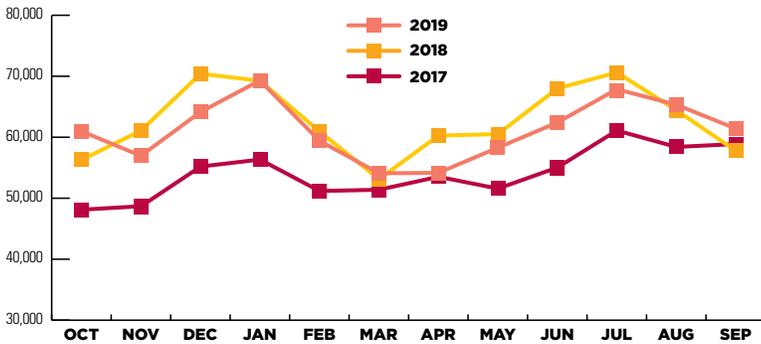
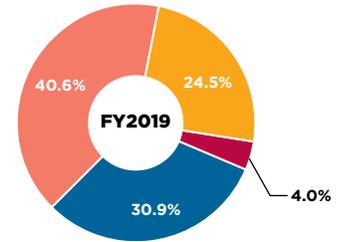


KOREA ARRIVALS BY REGION



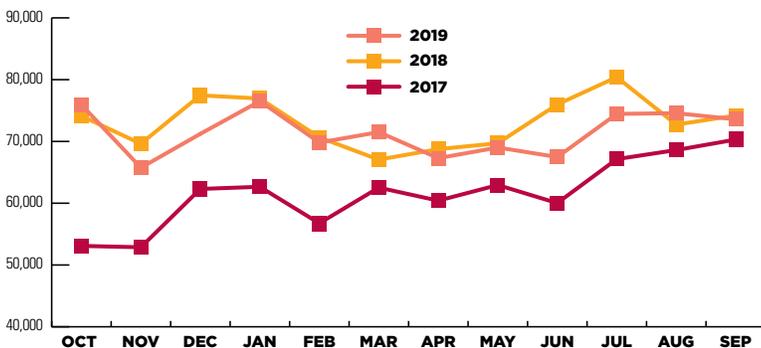
	SEOUL	INCHEON/GYEONGGI	GYEONBUK/DAEGU	OTHER	TOTAL
2019	305,656	184,492	30,100	214,091	734,339
2018	263,028	181,629	31,468	276,590	752,715
2017	228,229	172,292	30,566	218,347	649,434

KOREA VISITOR MIX



SEASONALITY

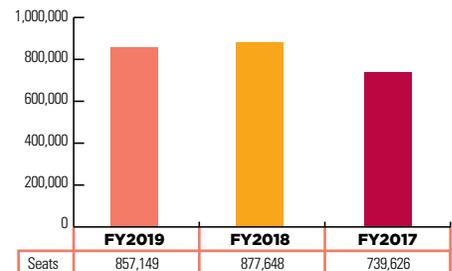
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2019	60,983	56,957	64,127	69,295	59,429	54,087	54,161	58,276	62,413	67,866	65,333	61,412	734,339
2018	56,292	61,093	70,411	69,249	60,939	53,132	60,265	60,516	67,996	70,622	64,432	57,768	752,715
2017	48,119	48,690	55,193	56,340	51,184	51,391	53,520	51,576	55,033	61,097	58,411	58,880	649,434
% Chg	8.3%	-6.8%	-8.9%	0.1%	-2.5%	1.8%	-10.1%	-3.7%	-8.2%	-3.9%	1.4%	6.3%	-2.4%



KOREA MONTHLY AIRLIFT

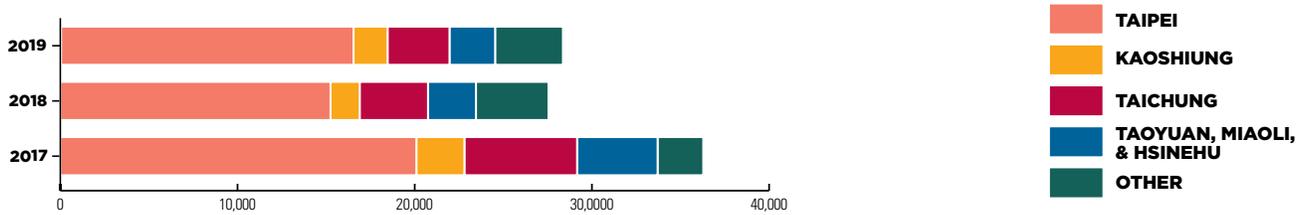
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2019	75,934	65,745	71,230	76,521	69,824	71,504	67,293	69,017	67,473	74,454	74,578	73,576	857,149
2018	74,132	69,625	77,461	76,947	70,652	67,053	68,748	69,706	75,984	80,407	72,725	74,208	877,648
2017	53,092	52,869	62,311	62,657	56,748	62,525	60,417	62,941	60,024	67,135	68,606	70,301	739,626
% Chg	2.4%	-5.6%	-8.0%	-0.6%	-1.2%	6.6%	-2.1%	-1.0%	-11.2%	-7.4%	2.5%	-0.9%	-2.3%

KOREA AIRLIFT



Source: Diio Mi Aviation Market Intelligence

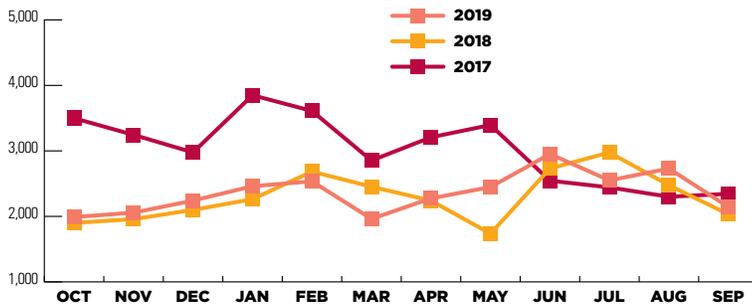
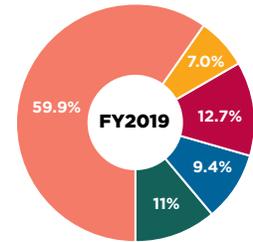
TAIWAN ARRIVALS BY REGION



TAIWAN ARRIVALS BY MAJOR REGIONS

	TAIPEI	KAOSHIUNG	TAICHUNG	TAOYUAN, MIAOLI, & HSINEHU	OTHER	TOTAL
2019	16,516	1,922	3,499	2,577	3,832	28,346
2018	15,247	1,647	3,855	2,707	4,094	27,550
2017	20,084	2,708	6,357	4,542	2,577	36,268

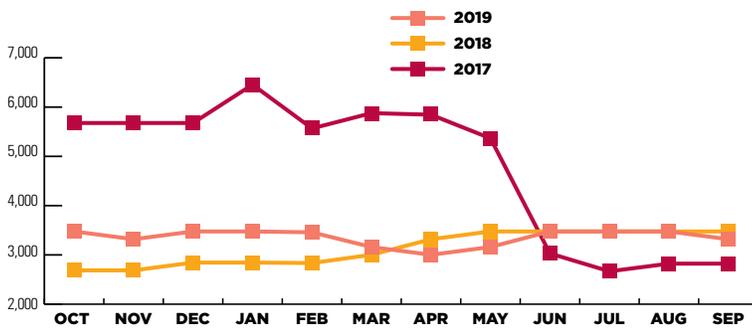
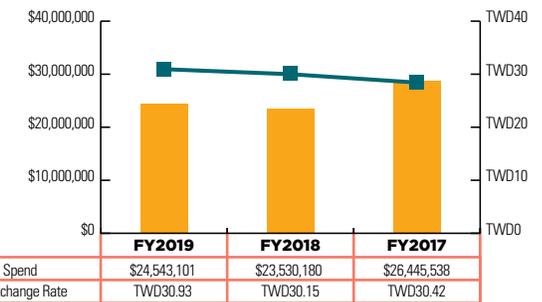
TAIWAN VISITOR MIX



SEASONALITY

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2019	1,990	2,057	2,241	2,461	2,535	1,962	2,275	2,448	2,952	2,550	2,730	2,145	28,346
2018	1,901	1,958	2,099	2,263	2,684	2,453	2,241	1,736	2,731	2,976	2,476	2,032	27,550
2017	3,499	3,245	2,977	3,848	3,610	2,853	3,208	3,395	2,545	2,443	2,300	2,345	36,268
% Chg	4.7%	5.1%	6.8%	8.7%	-5.6%	-20.0%	1.5%	41.0%	8.1%	-14.3%	10.3%	5.6%	2.9%

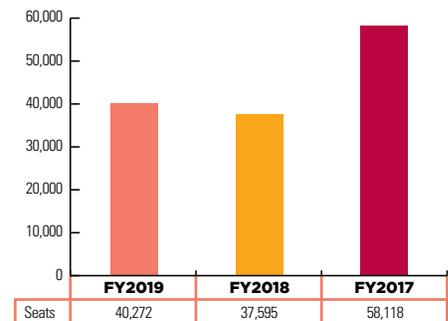
TAIWAN SPEND



TAIWAN MONTHLY AIRLIFT

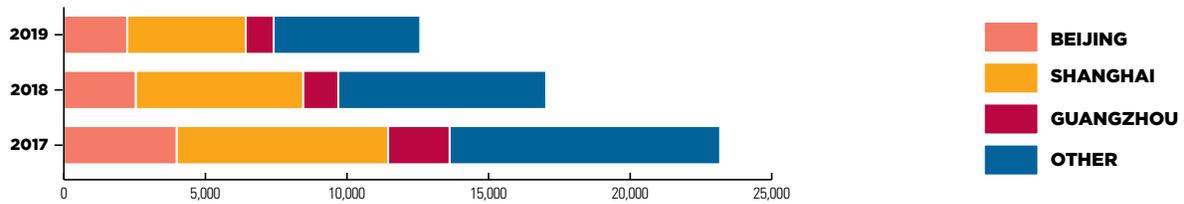
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2019	3,476	3,318	3,476	3,476	3,458	3,160	3,002	3,160	3,476	3,476	3,476	3,318	40,272
2018	2,686	2,686	2,844	2,844	2,835	3,002	3,318	3,476	3,476	3,476	3,476	3,476	37,595
2017	5,744	5,744	5,744	6,535	5,632	5,948	5,915	5,428	3,054	2,686	2,844	2,844	58,118
% Chg	29.4%	23.5%	22.2%	22.2%	22.0%	5.3%	-9.5%	-9.1%	0.0%	0.0%	0.0%	-4.5%	7.1%

TAIWAN AIRLIFT



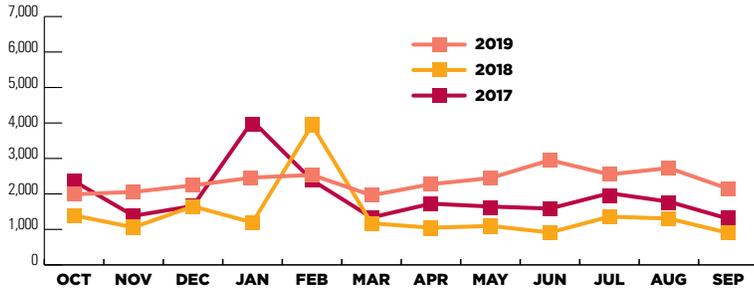
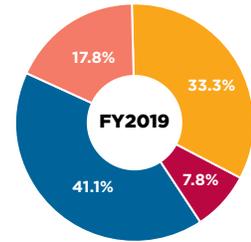
Source: Diio Mi Aviation Market Intelligence

CHINA ARRIVALS BY REGION



CHINA ARRIVALS BY MAJOR REGIONS					
	BEIJING	SHANGHAI	GUANGZHOU	OTHER	TOTAL
2019	2,235	4,188	986	5,179	12,588
2018	2,536	5,913	1,244	7,342	17,035
2017	3,973	7,485	2,218	9,563	23,239

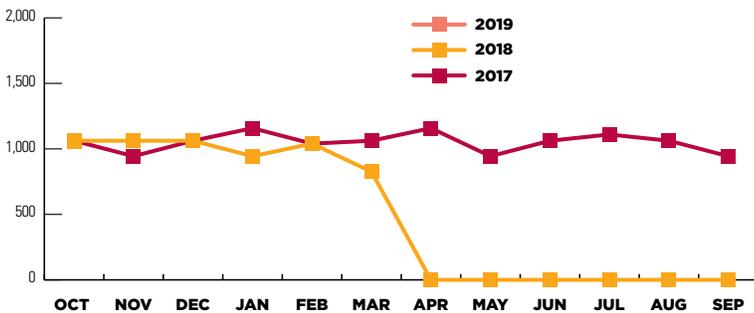
CHINA VISITOR MIX



SEASONALITY

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2019	1,325	929	1,088	1,261	2,649	697	738	584	697	817	976	827	12,588
2018	1,395	1,057	1,650	1,194	3,944	1,174	1,046	1,098	913	1,359	1,306	899	17,035
2017	2,355	1,377	1,655	4,104	2,393	1,330	1,720	1,638	1,582	2,015	1,776	1,294	23,239
% Chg	-5.0%	-12.1%	-34.1%	5.6%	-32.8%	-40.6%	-29.4%	-46.8%	-23.7%	-39.9%	-25.3%	-8.0%	-26.1%

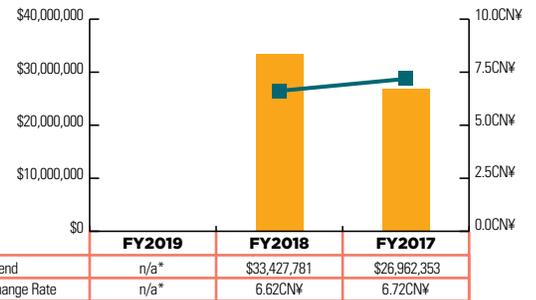
* Note: No exit surveys were conducted for FY2019 due to no direct flights between Guam and China.



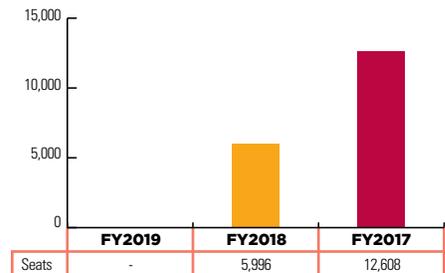
CHINA MONTHLY AIRLIFT

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2019	-	-	-	-	-	-	-	-	-	-	-	-	-
2018	1,062	1,062	1,062	944	1,040	826	-	-	-	-	-	-	5,996
2017	1,062	944	1,062	1,158	1,040	1,062	1,158	944	1,062	1,110	1,062	944	12,608
% Chg	-	-	-	-	-	-	-	-	-	-	-	-	-

CHINA SPEND



CHINA AIRLIFT



FINANCIALS

The following table summarizes the financial condition and Operations of the Bureau for the fiscal years ended 2019, 2018, and 2017:

	<u>2019</u>	<u>2018 (As restated)</u>	<u>2017 (As restated)</u>
Assets:			
Current assets	\$ 20,535,609	\$ 21,270,276	\$ 20,619,628
Other assets	133,230	133,230	133,230
Property and equipment, at cost, net	6,395,194	6,478,527	6,561,860
Deferred outflows from OPEB	1,512,028	620,916	657,515
Deferred outflows from pension	<u>849,900</u>	<u>671,022</u>	<u>740,012</u>
Total assets and deferred outflows	<u>\$ 29,425,961</u>	<u>\$ 29,173,971</u>	<u>\$ 28,712,245</u>
Liabilities:			
Current liabilities	\$ 5,337,207	\$ 3,952,423	\$ 4,782,052
OPEB liability	5,292,875	5,672,967	5,779,432
Net pension liability	4,909,463	4,553,021	5,445,987
Accrued sick leave	38,668	34,016	166,006
Deferred outflows from OPEB	2,088,264	486,129	-
Deferred inflows from pension	<u>167,345</u>	<u>267,393</u>	<u>53,500</u>
Total liabilities and deferred inflows	<u>\$ 17,833,822</u>	<u>\$ 14,965,949</u>	<u>\$ 16,226,977</u>
Net position:			
Net investment in capital assets	6,395,194	6,478,527	6,561,860
Restricted - expendable	2,707,091	2,813,882	2,840,959
Unrestricted	<u>2,489,854</u>	<u>4,915,613</u>	<u>3,082,449</u>
Total net position	<u>11,592,139</u>	<u>14,208,022</u>	<u>12,485,268</u>
Total liabilities, net position	<u>\$ 29,425,961</u>	<u>\$ 29,173,971</u>	<u>\$ 28,712,245</u>
Operating revenue	1,521,085	2,272,218	1,176,221
Operating expense	<u>26,449,818</u>	<u>25,931,337</u>	<u>25,594,144</u>
Operating revenues net of operating expenses	(24,928,733)	(23,659,119)	(24,417,923)
Non-operating revenues, net	<u>22,312,850</u>	<u>25,381,873</u>	<u>21,852,813</u>
Change in net position	<u>\$ (2,615,883)</u>	<u>\$ 1,722,754</u>	<u>\$ (2,565,110)</u>

An 11% hotel occupancy tax funds the Bureau's operations which shows as Grants-in-aid from Government of Guam. This is authorized through the Legislature's annual budget appropriations. In fiscal year 2019, Public Law 34-116 appropriated \$22,335,216 from the Tourist Attraction Fund (TAF) for GVB operations. The Bureau was able to recognize all of its appropriation for operations, of which \$1,861,268 remained uncollected as of 09/30/19.

The FY19 unaudited TAF collections were 5% more than the previous year, totaling \$45,130,108. Hotel occupancy was 88.5% in FY19 compared to 85.1% in FY18 and average room rates increased to \$211 from \$206 in FY18.

GVB's direct appropriations from the TAF decreased in FY19 by 6%, from \$23,835,216 in FY18 to \$22,335,216 in FY19. In PL 34-116, TAF revenue projections for FY19 were \$44,746,562 of which actual collections were \$45,130,108 which result to an overage of \$383,546 or 1% above TAF projection during the fiscal year.

FY19 operating expense totals \$26,449,818 which is higher by 2% compared to FY18 total operational expenses of \$25,931,337.

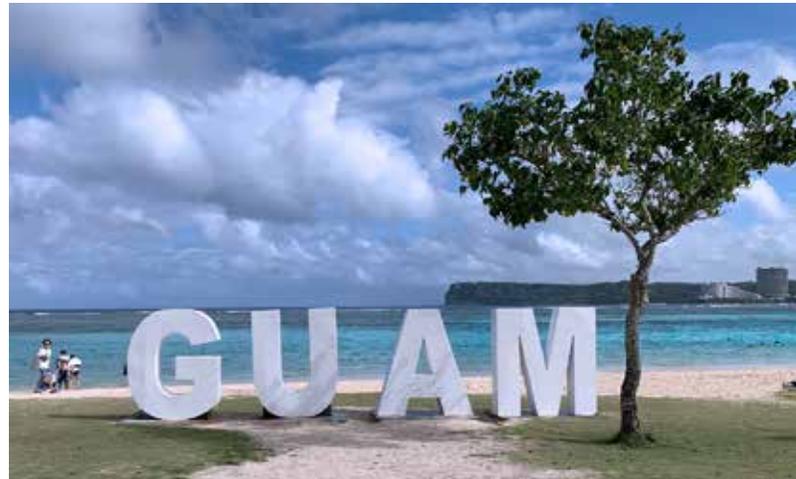
GVB's major expense is professional services. For FY19, professional services represent 57% of the total operating expense which includes overseas marketing professional services of \$5.5M for Japan and \$2.8M for Korea, respectively. The professional services are \$1,533,960 or 9% lower compared to FY18 as a result of the Japan Overseas market restructuring.

Promotional in-kind contribution expenses decreased by 70% compared to FY18. This decrease is attributed to the events and marketing recoveries from the North Korean threat in FY18 which did not exist in FY19.

FY19 Miscellaneous Expense has increased by \$2,531,126, which nearly double compared to FY18. The significant increase was due to aggressive marketing in Japan through air service development programs, supporting charter flights and sales campaigns.

THE HOT BOND

HOT stands for Hotel Occupancy Tax, which was created to fund the operations and functions of the Guam Visitors Bureau. HOT Bond Projects are Capital Improvement Projects that use proceeds from HOT Revenue Limited Obligation Bonds to fund the building of Guam's first permanent and comprehensive cultural and educational museum as well as upgrade and refurbish some of our island's historic sites, tourist attractions and community projects. The HOT Bond Projects were established by Public Law 30-228.



HOT BOND PROJECTS

- Agana Bay Vicinity Streetlight Renovation
- Guam Fisherman's Cooperative Association (GCFA) Facility & Dock
- Guam and Chamorro Educational Facility (GCEF) Project Admin
- GCEF Design
- GCEF Construction (incl. site prep, security system, archaeology, exhibit, media prod.)
- GCEF Construction Management
- Guam Farmers' Cooperative Association Facility/Dededo Flea Market
- Guam Preservation Trust Reimbursement
- Hagåtña Pool
- Hagåtña Tennis Courts
- Historic Hagåtña Projects - Plaza de España Restoration
- Inarajan Community Center Restoration
- Magellan Monument and Plaza
- Malessos' Bell Tower
- Mangilao Public Market
- Pale San Vitores Road Streetlight Renovation
- San Vitores Flooding - Design and CM, PMO/GEDA
- San Vitores Flooding - Phase 2 Construction
- Scenic Parks, By-ways, Overlooks and Historic Sites
- Skinner Crosswalk
- Supplemental Funding for Projects under the Hagåtña Master Plan

GVB FY2018 PASS-THRU APPROPRIATIONS

- Æmot Taotao Tano Farm
- Ayuda Foundation, Inc.
- Duk Duk Goose, Inc.
- Guafi, Inc.
- Guam Humanities Council
- Guam International Film Festival
- Guam Symphony Society
- Guam Unique Merchandise and Arts (GUMA)
- Haya Cultural Heritage and Preservation Development, Inc. (Sinanga-ta Outreach)
- Historic Inalahan Foundation
- Humatak Foundation
- Hurao Academy
- Inetnon Gef Pã'go
- Micronesia Conservation Trust
- Pa'a Taotao Tano'
- Pacific War Museum Foundation
- Tourism Education Council
- Traditions Affirming our Seafaring Ancestry (TASA)
- Traditions Affirming our Seafaring Islands (TASI)
- Ulitao, Inc.
- University of Guam Press

OTHER APPROPRIATIONS FROM THE TOURIST ATTRACTION FUND

- Beach Monitoring (GEPA)
- Chamorro Affairs Operations
- Commission on Chamorro Language and the Teaching of the History
- Department of Agriculture
- Department of Parks and Recreation Operations
- Guam CAHA Operations
- Guam Fire Department Operations
- Guam Police Department
- Guam Territorial Band (CAHA)
- Guampedia Foundation (UOG)
- Hagåtña Restoration and Redevelopment Authority Operations
- Island-wide Village Beautification Projects (Mayors Council)
- Limited Obligation Hotel Occupancy Tax (HOT) Series 2011A
- Lodging Management Program (GCC)
- Maintenance and Repair Public Restrooms & Pool Facilities (DPR)
- Mayors Council Operations
- Single Audit Report (DOA)
- Street Maintenance and Beautification (Mayors Council)

Financial Statements

STATEMENT OF NET POSITION

(Fiscal Year Ended September 30, 2019)

ASSETS AND DEFERRED OUTFLOWS OF RESOURCES

Current assets:

Cash - unrestricted	\$ 15,848,274
Cash - restricted	1,570,551
Investments	835,376
Accounts receivable - Government of Guam	1,861,268
Accounts receivable - others	377,315
Prepaid expenses	42,825

Total current assets **\$20,535,609**

Security deposit 133,230

Capital assets:

Nondepreciable capital assets	5,992,415
Depreciable capital assets, net of accumulated depreciation	402,779

Total assets **\$27,064,033**

Deferred outflow of resources:

Deferred outflow from OPEB	1,512,028
Deferred outflow from pension	849,900

Total deferred outflows of resources 2,361,928

Total **\$29,425,961**

LIABILITIES, DEFERRED INFLOWS OF RESOURCES AND NET POSITION

Current liabilities:

Accounts payable	5,198,333
Accrued annual leave	122,423
Unearned income	16,451

Total current liabilities **\$5,337,207**

OPEB liability	5,292,875
Net pension liability	4,909,463
Accrued sick leave	38,668

Total liabilities **\$15,578,213**

Deferred inflows of resources:

Deferred inflows from OPEB	2,088,264
Deferred inflows from pension	167,345

Total deferred outflows of resources 2,255,609

Commitments and contingencies

Net position:

Net investment in capital assets	6,395,194
Restricted - expendable	2,707,091
Unrestricted	2,489,854

Total net position **\$11,592,139**

Total **\$29,425,961**

STATEMENT OF REVENUE, EXPENSES AND CHANGES IN NET POSITION

(Fiscal Year Ended September 30, 2019)

REVENUES:

Consumption tax refund	\$ 656,158
In-kind contributions from members and others	374,310
Other income	366,817
Memberships	123,800

Total operating revenues	\$1,521,085
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EXPENSES:

Professional services	15,319,920
Personnel	2,886,579
Travel	711,305
Promotional in-kind contributions	374,310
Material and supplies	372,758
Advertising	348,566
Rent/lease	180,993
Utilities	178,356
Grants	164,500
Equipment	133,116
Depreciation	83,333
Printing	68,197
Consumption Tax	55,496
Repairs and maintenance	47,954
Miscellaneous	5,524,435

Total operating expenses	\$26,449,818
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Operating revenues net of operating expenses	(24,928,733)
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Nonoperating revenues (expenses):

Grants-in-aid from Government of Guam:	
Operations	22,335,216
Pass through	-
Contribution from component units	176,000
Pass through appropriations	-
Interest income	77,685
Other nonoperating expense	(276,051)

Total nonoperating revenues (expenses), net	\$22,312,850
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Change in net position	(2,615,883)
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Net position at beginning of year	14,208,022
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Net position at end of year	\$11,592,139
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Membership Directory

FY2019 MILESTONES - FOURTH QUARTER

JUL 2019

- GVB celebrates 7th Annual Pleasure Island Guam BBQ Block Party
- TripAdvisor to present on travel trends at Travel Talks Summit
- GVB and GHRA recognize 74 Outstanding Hospitality Industry Heroes
- Visitors Spending More in Less Time; Best July in Tourism History!

AUG 2019

- GVB announces impressive roster of speakers for the island's first #instaGuam Travel Talks Digital Global Summit; keynote speaker Sam Kolder opens
- August becomes best month in Guam's tourism history

SEPT 2019

- Guam achieves best fiscal year to date with a total of 1.63 million visitors



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