

Red Rice District ONLY ON GUAM



Message from the General Manager



Håfa Adai!

There's so much to do and experience in September! We kicked off the month with the Guam Football Association men's national team, the Matao, challenging Oman during the FIFA World Cup qualifier match on September 8th. We're very proud of how far the Matao have come in representing our home and moving up the ranks in the world of soccer. We encourage the entire island to continue supporting them during the next home match against Iran on November 17th! For more information, check out guamfa.com.

We also celebrated the 2015 Mangilao Donne' Festival in Mangilao, which heated up the weekend of September 11-13th. It was definitely a great way to experience the culture of our beautiful island, support small businesses and taste some of the hottest and most

flavorful peppers that are grown locally.

Meanwhile, the Guam Visitors Bureau (GVB) is preparing to represent the island at the Japan Association of Travel Agents (JATA) Tourism Expo from September 24-27 in Tokyo. This is a great opportunity to network with many different countries and continue to build upon our relationship with our top market in the visitor industry.

The Guam International Film Festival (GIFF) is also something worth supporting from September 26-30. It will be held at the Agana Stadium Theaters inside the Agana Shopping Center. Log on to guamfilmfestival.org to find out what films made the cut for the 5th annual event.

While you are marking your calendars for all these activities, don't forget to register for the 10th Guam Ko'ko' Half Marathon and Ekiden Relay, as well as the 9th Guam Ko'ko' Kids Fun Run. Take advantage of the savings in registering early and winning one of those exclusive training tees. For more details, visit guamkokoroadrace.com.

Thanks for making our home the best place to live, work and visit!

Si Yu'os Ma'ase,

A handwritten signature in black ink that reads "Jon Nathan Denight".

JON NATHAN DENIGHT

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China Airlines to Expand Flights to Guam

Daytime flights to increase to four times per week from Taipei to Guam

After much effort from GVB, China Airlines will offer daytime flights from Taipei – Guam starting October 25th, as well as increase its flight service to four times a week. The new flight schedule will better support the promotion of Guam’s signature events in the Taiwan market. China Airlines previously provided twice-weekly service to Guam, departing Taipei on Wednesdays and Saturdays at 11PM and arriving on Guam at 4:30AM the next day.

“We are excited that China Airlines will be providing more flight options to Guam. The shift from early morning to afternoon arrivals to Guam is a welcome change because it provides greater convenience and a better experience for passengers,” said GVB General



Manager Nathan Denight. “Taiwan has always been a valuable market for our island and it will now be much easier for our Taiwanese visitors to participate in Guam signature events, activities, and experiences that can be found only on Guam.”

The service will officially start on October 25, 2015. Information of the new flight schedule is below.



| Route | Flight No. | Departs | Arrives | Day | Equipment | Service Starts |
|---------------|------------|---------|---------|-------------------------------------|-----------|-----------------------------------|
| Taipei - Guam | CI026 | 07:20 | 13:10 | Tuesday, Wednesday, Friday, Sunday. | 738 | October 25, 2015 - March 26, 2016 |
| Guam - Taipei | CI025 | 14:40 | 16:45 | Tuesday, Wednesday, Friday, Sunday. | 738 | October 25, 2015 - March 26, 2016 |

GVB Conducts Guam Product Update Seminar in Cebu

In August, GVB held a Guam product update seminar in Cebu, Philippines that was attended by 34 Cebu travel agents. The seminar updated the agents, as well as 13 lifestyle media, on events coming up in the year 2016 including FestPac 2016.

During the trip, GVB also met with representatives from Philippine Airlines in Cebu. Philippine Airlines announced its current Manila-Guam fare promotion, with roundtrip fares as low at \$369 beginning August 20, 2015 through May 31, 2016.

The GVB delegation was led by GVB Deputy General Manager Telo Taitague who was supported by GVB Marketing Officer Mark Manglona and Roy Abraham, General Manager of Pacific Star Resort & Spa.





GVB Brings Håfa Adai Spirit to Russkij Festival

Guam was represented at the annual Russkij Sports Festival, held every August on Russkij Island, Vladivostok. Over 10,000 people attended the 3-day festival, and many of them visited the Guam booth to learn about the abundance of sports, shopping and cultural activities available on the island.

Korean Airlines and Biletour participated alongside the GVB booth and offered 15-day Guam packages for 65,000 rubles - about \$970 - which included hotel, transportation and meals. In addition, a social media contest was held during the event to encourage Russians to visit and interact across the GVB Russia social media channels.



Strong Attendance at Dalian Training Seminar

The 2015 GVB Dalian Training Seminar was held on August 19th, 2015 at the Shangri-la Hotel in Dalian, China. 120 guests from local travel agencies attended the seminar which was opened by Senator Tina Rose Muña Barnes. Guest Speakers and presenters included Wang Shuyan, Deputy Director-General Director of International Marketing Department of Dalian Travel & Tourism Bureau Wang Shuyan; Den Hoopinggarner of the U.S. Embassy, and representatives from Korean Air and Dynamic Airways. The seminar was an opportunity for Dalian travel industry professionals to learn more about Guam in order to better promote destination Guam in China.





GVB Strengthens Ties with China Travel Trade in Beijing and Guangzhou

The Visit Guam 2016 Press Conference and 2015 Shop Guam Festival Opening Ceremony were held on August 18th and 20th, 2015 in the cities of Beijing and Guangzhou in China. The conferences aimed to showcase Guam's unique culture and attractions, and strengthen the networking and business ties between Guam and the China travel trade. The conferences provided a platform for GVB and Chinese travel agencies to openly communicate and for organizations to establish partnerships to promote travel to Guam travel in China. 73 travel professionals attended the Beijing conference and 80 in Guangzhou.

Participants of the conferences included Senator Tina Muna Barnes, Joann Camacho, GCMC Vice Chairperson; U.S. Commercial Service, Korean Air, United Airlines, Dynamic Airways, CYTS, Ctrip.com, CAISSA Travel Management Co. Ltd., Baicheng.com, GZL International Travel Service Limited, China Travel International (Guangdong) Ltd., and CTSHK Shanzhen International Travel Service Co., Ltd.



Ginen I Tano' Artists Take the Håfa Adai Pledge

The Håfa Adai Pledge program is a cornerstone of the Guam Visitors Bureau's local community branding campaign. Since its inception in 2009, the Håfa Adai Pledge program has grown steadily both in numbers of participants as well as the content of individual pledges. To date over 500 private businesses, government agencies, non-profits and other organizations have joined the Håfa Adai Pledge program. For more information about this free community program, please email hafaadai@visitguam.org or call GVB at 646-5278.



Håfa Adai Pledge signing held August 23, 2015: Ginen i Tano' artists Albert Naburn (Local Carver), Paul E. Lujan (Local Hunter / Fisherman), Julie Manglona (Director of Operations, Inarajan Garden House), Harvey Barnes (Local Crafter), Dr. Judy Flores (Owner, Hotnu Bakery and G. Flores History Center), Stephen Unpingco Madarang (Owner, Bubu Designs Guam / Fina'tinas Mad Guahan), and Anthony Ray C. Mantanona (Baker/Supervisor, Hotnu Bakery) proudly display their newly signed Håfa Adai Pledge certificates at the Ginen I Tano' Street Festival held in Inarajan on Sunday, August 23, 2015.



GUAM KOKO' KIDS RUN



**Saturday,
November 7, 2015**

**Gov. Joseph Flores Memorial
Park (Ypao Beach), Tumon**



REGISTRATION FEES

| Pre-Race Day | Race Day | Pre-Race Day <small>Wave Club Members</small> |
|--------------|----------|--|
| \$10 | \$15 | \$8 |

REGISTER AT:

- Online at guamkokoroadrace.com
- Pacific Islands Club
- Wave Club Advisors (for Wave Club Members only)

Open to the
first 500 kids
to register,
so hurry!

RACE INFO

| | Distance <small>(Tad Beach Race)</small> | Showtime | Go Time |
|------------|---|----------|---------|
| Ages 4-6 | 1K | 5:30am | 8:00am |
| Ages 7-9 | 2K | 5:30am | 7:15am |
| Ages 10-12 | 3K | 5:30am | 6:30am |

- Everyone receives a t-shirt and finisher's medal.
- Awards to the top 3 Boys & Girls in each division.
- Rock climbing, fun and games
- Meet Che'lu the koko bird mascot



REGISTER NOW!

FOR MORE DETAILS, CONTACT: (671) 648-2408 | info@guamkokoroadrace.com



August 2015 Ranks 3rd Best Month in Tourism History

Korea arrivals rank first in tourism history

GVB Research Department confirmed about 135,498 visitors were recorded in August 2015, making it the third top month in the history of tourism. Additionally, August 2015 knocked down January 2015 to become the top month for Korea arrivals, totaling 42,733 visitors.

Increased seat capacity from Incheon and additional direct flights through Busan have attributed to the monumental growth. More direct flights through Air Busan, as well as T'Way Air's upcoming service to Guam in October will also help to support increased arrivals numbers.

"Achieving another milestone in visitor arrivals is exciting for our island," said GVB General Manager Nathan Denight. "We remain focused on the Tourism 2020 plan because it is our road map to transform our island into the world class destination of choice and share what can be found only on Guam with the rest of the world. GVB continues to invest heavily into the community, bettering the places enjoyed by our residents and visitors alike. Improving our tourism product results in better econom-

ic benefits for our people, making Guam the best place to live, work and visit."

China shows strong growth

Direct charter flights from Tianjin helped to boost arrivals from China, with about 3,302 visitors that came to Guam in August.

Typhoon Soudelor affects Japan arrivals

Guam received 15.9% less visitors from Japan last month. It's estimated that nearly 1,100 Japanese travelers bound for Guam cancelled their trip as a result of Typhoon Soudelor. Meanwhile, total out-bound from Japan is still down due to a weakening yen and Japanese travelers choosing domestic travel. GVB continues to work with travel agents, implementing marketing strategies that support growth in the Japan market.

Summary of arrivals

Guam welcomed 135,498 visitors in August 2015, which is a 1.7% increase when compared to the previous year. Total Fiscal Year-to-Date arrivals are also up 1.9% and Calendar Year-to-Date arrivals have increased by 2.3%.

| Visitor Statistics Jan 1 - August 31, 2015 Total: 921,665 (2.3% from LY) | | |
|---|-------------|----------------|
| AUGUST 2015: 135,498 (1.7%) | | |
| Country | Arrival Pax | Change from LY |
| Japan | 73,692 | -15.9% |
| Korea | 42,733 | 56.8% |
| Taiwan | 3,913 | -25.2% |
| China | 3,302 | 177.7% |
| U.S. Mainland | 5,265 | 8.6% |
| Philippines | 858 | 15.5% |
| Hong Kong | 737 | 35.5% |
| Russia | 174 | -82.6% |

Japan arrivals may have been down, but Korea arrivals showed an increase of 56.8%. The People's Republic of China also grew dramatically by 177.7%. Meanwhile, visitor markets continue to grow and diversify. The U.S. mainland increased by 8.6% and the FSM increased by 13.9%. Additional markets that also grew include Philippines by 15.5%, Canada by 39.2% and the Hong Kong by 35.5%.

September 2015 Events

| | | |
|------------|---|------------------|
| Sept 25-28 | JATA Travel Showcase | Tokyo, Japan |
| Sept 26 | XTERRA Series: Progressive Triathlon: SWIM | Guam |
| Sept 26 | Guam National Body Building & Fitness Championships | LeoPalace Resort |
| Sept 26-27 | Pacific Islands Festival of the Arts (PIFA) | San Diego, CA |
| Sept 26-30 | Guam International Film Festival (GIFF) | Agana Theaters |

October 2015 Events

| | | |
|-----------|---|------------------|
| Oct 13-15 | IMEX America | Las Vegas, NV |
| Oct 18 | 2015 LeoPalace Guam International Triathlon | LeoPalace Resort |
| Oct 21-23 | ITB Asia | Singapore |

