

October 1, 2024

Re: 5 GCA §23112 Non-Employee Travel Justification Statement

Subj: Back to Our Future, Guam – Diaspora Campaign
Las Vegas, Nevada – October 6, 2024

Håfa Adai:

Pursuant to 5 GCA §23112, the Guam Visitors Bureau ("the Bureau") submits this justification statement for travel to Las Vegas, Nevada.

From October 5, 2024 to October 11, 2024 (travel dates vary), the following individual(s) travel on behalf of the Bureau to travel to participate in the *Back to Our Future, Guam Island Fiesta* to be held on October 6, 2024. – Diaspora Campaign.

This event is being held as part of GVB's Guam Diaspora Campaign aimed to promote the following objectives:

- * Cultural Awareness: by promoting Guam's unique culture and heritage among the diaspora in sharing stories, traditions, and local events to foster a sense of community.
- * Economic Engagement: to encourage investments and business partnerships. Highlight opportunities in tourism, real estate, and local enterprises.
- * Political Advocacy: to mobilize the diaspora to support policies that benefit Guam. This includes advocating for greater political representation and federal support.
- * Networking Events: organize virtual and in-person gatherings to connect people from Guam and those who identify as Guamanians or CHamorus fostering collaboration and community-building.
- * Education and Scholarships: Create programs that support Guam students studying abroad and students from abroad coming to Guam including scholarships and mentorship.
- * Social Media Campaigns: Utilize platforms to share content about Guam, engage the diaspora to return home.
- * Volunteer Initiatives: Encourage the diaspora to participate in charitable efforts, both locally and within their communities, to support Guam's development.

As GVB will be exhibiting at IMEX in Las Vegas from October 7-9, 2024, and while there, it is fitting to maximize this opportunity to execute the diaspora campaign. GVB invites 5 cultural performers to entertain at the Guam Island Fiesta.

A professional broadcaster will serve as the MC for the Island Fiesta, aiming to showcase Guam's warm Hafa Adai experience. Local media in Guam will actively participate in highlighting, advertising, and promoting all of GVB's programs and activities throughout Fiscal Year 2025. As part of this initiative, we have extended an invitation to Mr. Ray Gibson and his personal assistant, Ms. Rie Reyes, to take part in this travel. Their travel dates: October 5-7, 2024

In addition, GVB has invited the local band "Mixed Plate" as Guam's cultural performers to set the spirit and mood of the island fiesta theme to invited guests and audience. Their travel dates: October 5-7, 2024.

TA No.	Traveler	Position
GVB25-	Raymond William Gibson	Broadcasting Professional
GVB25-	Rie Tezuka Rayes	Personal Assistant to Broadcasting Professional
GVB25-021	Laloulu Henry	Cultural performer
GVB25-022	Elia T Henry	Cultural performer
GVB25-023	Richard Anthony B Hofschneider	Cultural performer
GVB25-024	Sauia Filemoni Keresoma	Cultural performer
GVB25-025	Daniel DeLeon Guerrero	Cultural performer
GVB25-026	Hollander Asiolefolasa Fitiausi	Cultural performer

Should you need additional information, please contact the Guam Visitors Bureau office at (671) 646-5278.

Senseramente,

Carl T.C. Gutierrez
President & CEO