

TABLE OF CONTENTS

- 1 ABOUT GVB
- 2 PERFORMANCE
- 3 FINANCES
- 4 OUTLOOK

BOARD OF DIRECTORS

Milton Morinaga
Chairman of the Board

Paul Shimizu
Vice Chairman of the Board

Samuel Shinohara
Treasurer of the Board

Stephen R. Gatewood
Secretary of the Board

Total of 13 Board of Directors
For more information go to
[guamvisitorsbureau.com/about/
board-of-directors](http://guamvisitorsbureau.com/about/board-of-directors)



Via Zoom: Guam Visitors Bureau President Carl T.C. Gutierrez & Vice President Gerry Perez discuss plans on reviving Guam's tourism industry.

MANAGEMENT

Carl T.C. Gutierrez
President & CEO

Gerald (Gerry) S.A. Perez
Vice President

Josie G. Villanueva
Director of Finance & Administration

Nadine Leon Guerrero
Director of Global Marketing

Nico A.C. Fujikawa
Director of Tourism Research

HEADQUARTERS

GUAM VISITORS BUREAU
SETBISIÓN BISITAN GUÁHAN
401 Pale San Vitores Road
Tumon, Guam 96913
(671) 646-5278/9
visitguam.com



A world-class first resort destination of a choice, offering a U.S. island paradise with stunning ocean vistas, for two million businesses and leisure visitors from across the region with accommodation and activities ranging from value to five-star luxury -all in a safe, clean, family – friendly environment set amidst a unique 4,000 year old culture.

Tourism works!

HISTORY

In 1963, the Government of Guam established the Guam Tourist Commission within the Department of Commerce via Executive Order 63-10, which was issued by then Governor Manuel F.L. Guerrero. With an initial budget of \$15,000, the Guam Tourist Commission immediately began aggressive travel trade promotions in Japan and Southeast Asia. Additionally, the Commission worked diligently on the development of Guam's tourism plan and lobbied air carriers to increase flight service to Guam from potential market areas.

The rewards of the Commission's efforts were reaped four years later, when on May 1, 1967, Pan American World Airways landed on Guam with 109 Japanese tourists. In that first year, Guam recorded 6,600 visitor arrivals.

In July 1970, the Guam Tourist Commission was renamed Guam Visitors Bureau. Separated from the Department of Commerce, Executive Order 70-24, formally established the Bureau as a nonprofit corporation. In 1983, Public Law 17-32 (The Guam Visitors Bureau Act) was enacted, reorganizing the Bureau as a public, nonprofit, membership corporation.

The Mission of the Guam Visitors Bureau is to efficiently and effectively promote and develop Guam as a safe and satisfying destination for visitors and to derive maximum benefits for the people of Guam.


CORE OBJECTIVES

- >> • Improve Quality & Yield
- Grow Arrivals & Diversity
- Add High-End Hotel Rooms & Incentivize Reinvestment
- Promote our Unique Attractions
- Focus on MICE (Meetings, Incentives, Conferences, Exhibitions)
- Promote the Chamorro Culture
- Extend Tourism Beyond Tumon

OUR DYNAMIC TEAM

Department	Head Count
Global Marketing	15
Administration & Accounting	13
Destination Development	6
Research & Statistics	5
Total	39

OUR MEMBERS



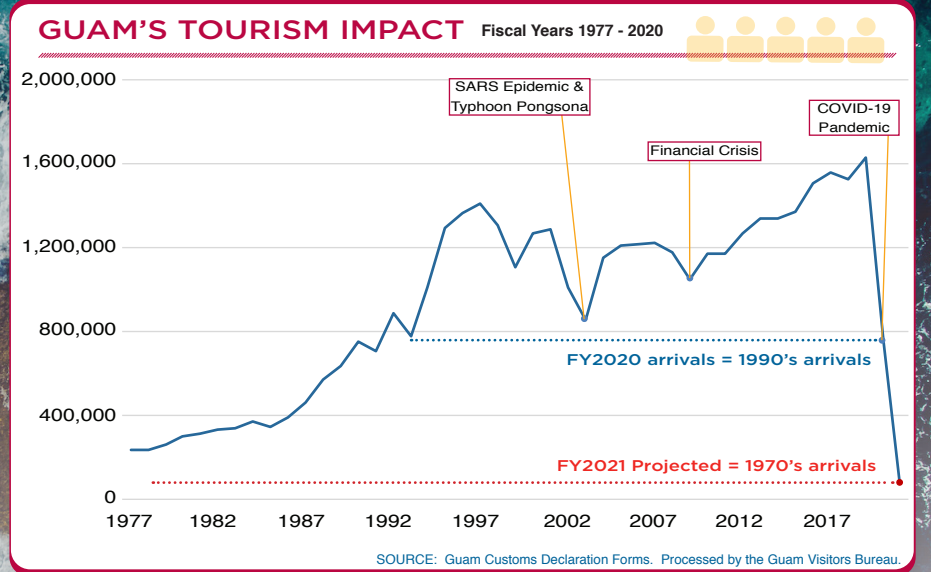
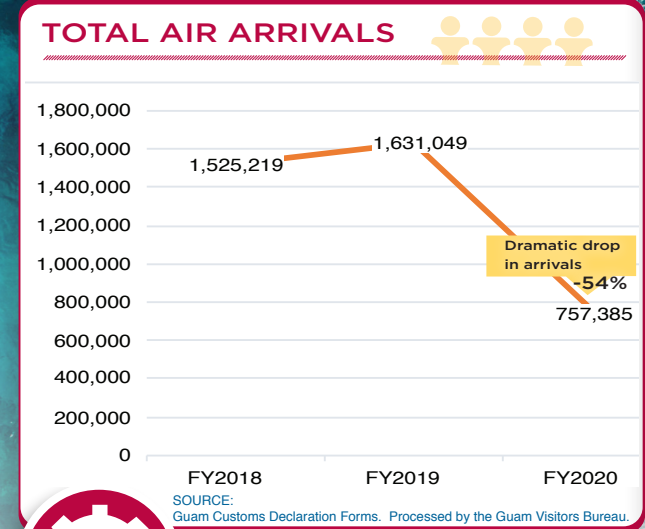
Type	2018	2019	2020
Individuals	37	121	20
Business Partners	294	283	134
Total	331	404	154

FY

FISCAL YEAR (DEFINITION)

Fiscal Year 2020 is designated as

October 1, 2019 to September 30, 2020.



LOOKING FOR

➔

More interesting statistics like Hotel Occupancy Collection, Visitor Profiles and specifics in each source market can be found in our comprehensive digital annual report at <https://www.guamvisitorsbureau.com/reports/annual-reports>

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MARKETING ACTIVITIES	FY2018	FY2019	FY2020
Tradeshows/Conventions	58	56	16
Cooperative Projects	64	192	63
Seminars/Workshops	114	89	40
Total Media Exposure	\$138M	\$79M	\$83M
Travel Trade Fam Tours	15	119	3
Media Fam Tours	42	34	5
Online Promotions	86	152	88

TOTAL MEDIA EXPOSURE

is not the actual dollar spend from the budget but rather the perceived dollar value of the exposure. The goal at a minimum is to get \$5 of value out of the \$1 spent. The division has increased virtual sales meetings and webinars, while delivering Industry Updates on a weekly basis.

VISITOR SAFETY OFFICERS

In FY2020, Guam's Visitor Safety Officers documented over 12,000 reports of assisting residents with COVID-19 advisories on social distancing and use of public parks and beaches.

DESCRIPTION	TOTAL
COVID-19 Advisory & Assistance	12,128
Traffic Assistance	8,066
Security Services	7,521
Taking Photos	3,071
Giving Directions	2,685
Community Feedback	2,496
Automotive Assistance	92
Water Related Services	12
Injury Assistance	11

NOTABLE 2020 EVENT CANCELLATIONS

SPORTS & EVENTS	Date Originally Scheduled
Guam Ko'ko' Kids Fest	March 22, 2020
United Guam Marathon	April 11, 2020
Smokin' Wheels	April 11-12, 2020
Guam Micronesia Island Fair	May 1-3, 2020
Electric Island Festival	June 20, 2020
Guam BBQ Block Party	July 11, 2020

The 2020 United Guam Marathon event registration data revealed a reported revenue loss of roughly \$5.4 million in visitor stimulus spend - not captured as a result of cancellation.

COVID-19 SIGNAGE TOOLKIT

The bureau developed a free downloadable COVID-19 signage toolkit for industry partners to utilize. The toolkit was developed to create a unified voice amongst the tourism industry in times of crisis.

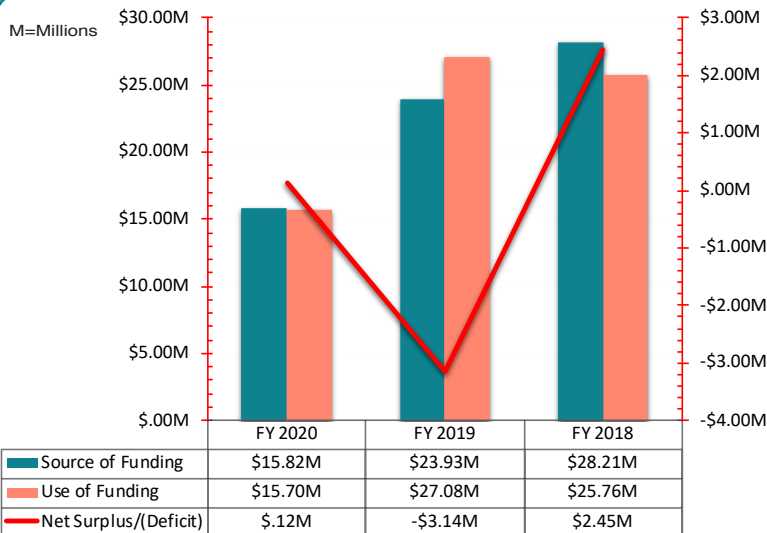
The COVID-19 signage is available for download in the Signage Toolkit tab in the Resources section at <https://www.guamvisitorsbureau.com/resources/covid-19/signage-toolkit>.

COVID ALERT APP

GVB also spearheaded the outreach efforts in support of the Guam COVID Alert App. The team was tasked to raise awareness and encourage downloads of the mobile app to reach the 60% benchmark of smartphone users on island. In partnership with Department of Public Health and Social Services, a Download@thon was broadcasted live on September 26, 2020 to encourage positive community participation in order to mitigate the spread of COVID-19.

Saturday, August 1, 2020: The Islandwide Beautification Task Force (IBTF), chaired by Lieutenant Governor Josh Tenorio, in collaboration with the Guam Visitors Bureau, hosted the **Give Us A Moment #GUAM** Island Pride Beautification Event. The cleanup received overwhelming support from more than 1,000 volunteers representing all three branches of government, the private sector, and non-profit organizations.

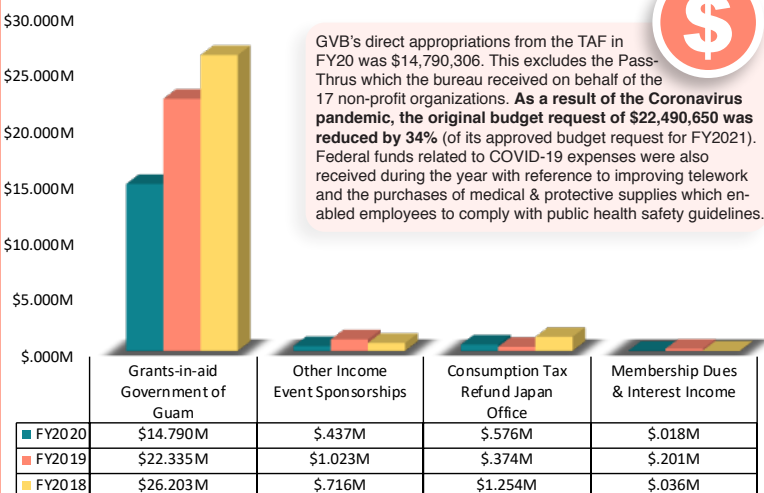
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In FY2019, there were various capital expenditures that the bureau sponsored, e.g., culvert cleaning PHASE I, streetlight repairs and other maintenance activities.

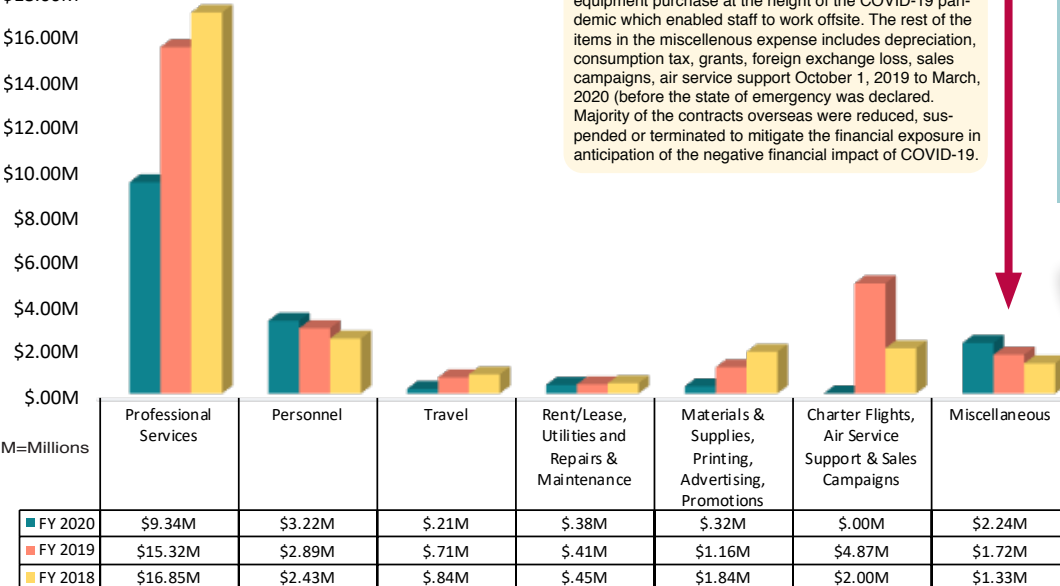
SOURCES OF FUNDING

M=Millions



USE OF FUNDING

M=Millions

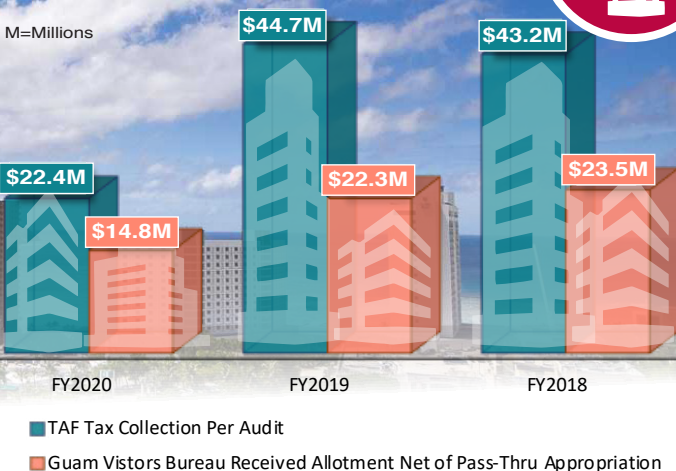


DID YOU KNOW?

HOT stands for **Hotel Occupancy Tax**, which was created to fund the operations and functions of the Guam Visitors Bureau. The HOT Bond Projects were established by Public Law 30-228.



M=Millions



FISCAL YEAR (DEFINITION)

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PASS-THRU/NON-PROFIT ORGANIZATIONS

In fiscal year 2020, there were about 17 non-profit organizations who were supported by GVB in promoting and perpetuating the Chamorro Culture in their respective events.

Hurao Academy, Inc.	90,000
Haya Cultural Heritage and Preservation Development, Inc. (Sinanga-ta Outreach) (PL Haya Cultural Preservation Foundation)	65,000
Duk Duk Goose, Inc.	50,000
Guam International Film Festival	50,000
Pacific War Museum Foundation	50,000
Tourism Education Council	50,000
Ulitao, Inc.	45,000
Humatak Foundation	30,000
University of Guam Press	30,000
Guam Unique Merchandise and Arts (GUMA)	25,000
Historic Inalahan Foundation	25,000
Inetnon Gef Pago (PL Inetnon Gefpa 'go Cultural Arts Program, Inc.)	25,000
Micronesian Cruise Association	25,000
Amot Taotao Tano Farm	20,000
Guam Humanities Council	20,000
Traditions Affirming our Seafaring Ancestry (TASA)	20,000
Traditions Affirming Seafaring Islands (TASI)	20,000
TOTAL	\$640,000



CLEAN OPINION

An independent audit was conducted by Deloitte & Touche LLP, resulting in a **clean opinion**. Complete financial information can be found at <https://www.guamvisitorsbureau.com/reports/financial-reports>



CHALLENGES

- Retrofitting budget priorities with limited funding source.
- Build confidence in Guam as a safe and hygienic destination to include the value chain of tourism and other touch point businesses.
- Pressure on strategic initiatives and programs on tourism industry re-opening efforts amidst travel restrictions.
- Aging destination infrastructure and addressing safety in dilapidated building and littering issues.
- Alignment of source markets and air service in restoring visitor arrival numbers.
- Ever evolving global situation with COVID-19 containment.



FUTURE OUTLOOK

- Deploy marketing and public relations capabilities on COVID spread containment in scaling up vaccinations and safety protocols.
- Retooling tourism business models with the "new normal" though technology & upskill of workforce.
- Digitizing destination touchpoints to deliver a unique visitor experience that is grounded in health security, hygiene, and physical safety.
- Communication with travel trade & consumers and intensify social media presence to maintain visibility in source markets.
- Preparing the destination through island wide clean up, spruce up, flood mitigation culverts, beautification and improve Destination Product Quality.

DID YOU KNOW?

GVB had 6 employees that were temporarily detailed at both the Department of Labor and the Joint Information Center (JIC) during the height of the pandemic - **rendering a total of 942 hours!**



CULVERT CLEANING



Tumon Bay is the heart of Guam's entertainment, recreation and visitor district. Its main artery, Chalan San Vitores (also San Vitores Boulevard) connects the entire district from north to south. **Chalan San Vitores sees thousands of local residents and visitors daily along its streets and sidewalks. As such it must be maintained to provide the safest, cleanest experience possible for residents, employees and visitors.**

Integral parts of this maintenance requirement include maintenance and upkeep of the stormwater management system along the entire length of Chalan San Vitores. The maintenance sectors include Gogña Beach Road, Australian Cable Road, JFK Road and Ypao Road.

FY2020 WEBINARS - TRAVEL TALKS



Give Us A Moment



@ photo by John Larimer @johnnytsunami671

GVB launched an awareness campaign that extended Guam's Håfa Adai spirit to the world while encouraging everyone, including the island community and visitors in source markets, to stay home and stay safe. The campaign asked visitors to Give Us A Moment (#GUAM) as the island was going through the COVID-19 crisis.

STREETLIGHTS

The streetlight project will replace a minimum of **25 complete streetlight pole assemblies** including fixtures, controls, wiring and cabinet components along San Vitores Road and its main feeders.



WE WANT TO HEAR FROM YOU ...

Was this report helpful? What other information would you like to see in this report?

(671) 646-5278/9

info@visitguam.com

For additional information, please visit

GUAMVISITORSBUREAU.COM

