



FO-2021-00144

May 20, 2021

**Honorable Benjamin F. Cruz**  
**Public Auditor**

Office of the Public Auditor  
Suite 401, DNA Bldg.  
238 Archbishop Flores St., Hagatna GU 96910  
Via email: [bjcruz@guamopa.com](mailto:bjcruz@guamopa.com)

Hafa A dai Honorable BJ Cruz:

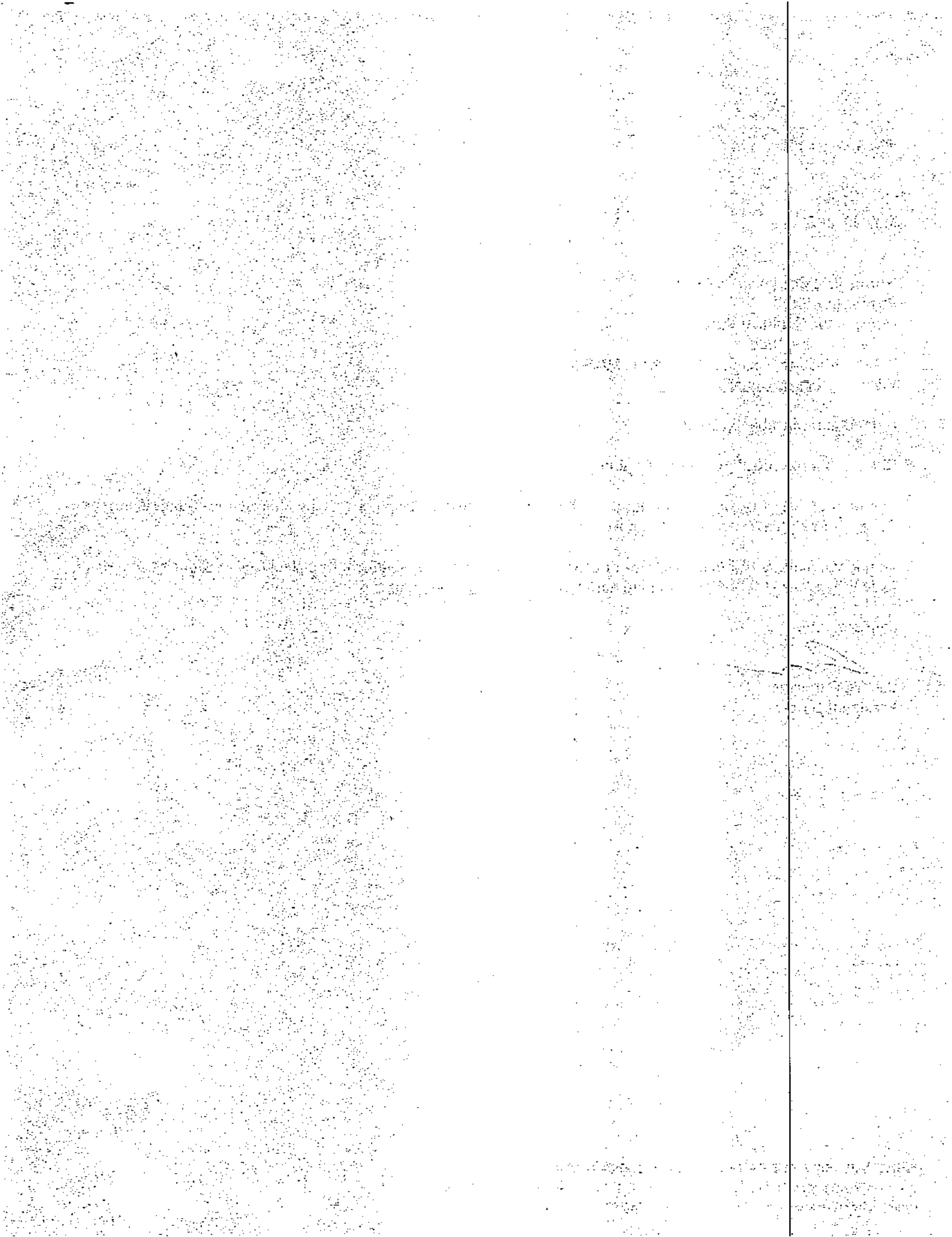
**Re: FY 2020 Citizen Centric Report**

Pursuant to Title 1 Guam Code Annotated, Chapter 19 subsection 1922(a), attached herewith is Guam Visitors Bureau's FY2020 Citizen Centric Report.

Should you have additional questions or concerns or need additional information, feel free to contact us or Ms. Josie Villanueva at 686-4829 or email her at [josie.villanueva@visitguam.org](mailto:josie.villanueva@visitguam.org).

Sensermante,

Carl TC Gutierrez  
President & CEO



### 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](http://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
<b>Total</b>	<b>39</b>

### OUR MEMBERS

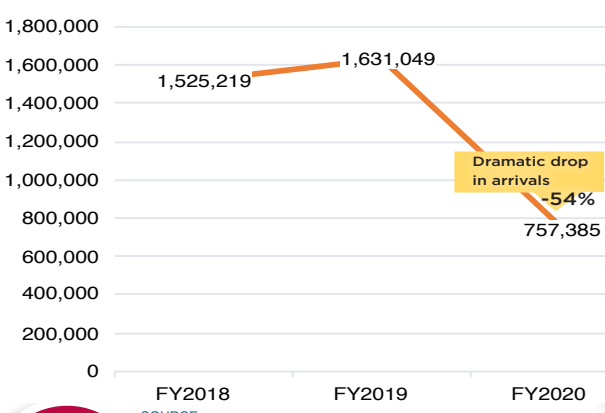


Type	2018	2019	2020
Individuals	37	121	20
Business Partners	294	283	134
<b>Total</b>	<b>331</b>	<b>404</b>	<b>154</b>



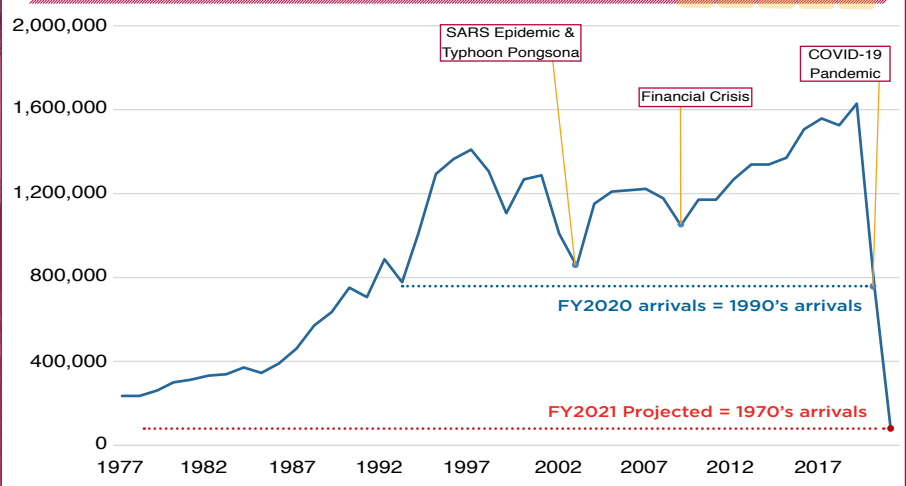
**FY FISCAL YEAR (DEFINITION)**  
Fiscal Year 2020 is designated as  
October 1, 2019 to September 30, 2020.

**TOTAL AIR ARRIVALS**



SOURCE: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

**GUAM'S TOURISM IMPACT** Fiscal Years 1977 - 2020



SOURCE: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.



**LOOKING FOR MORE STATISTICS?**

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>

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



**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

**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.

**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.

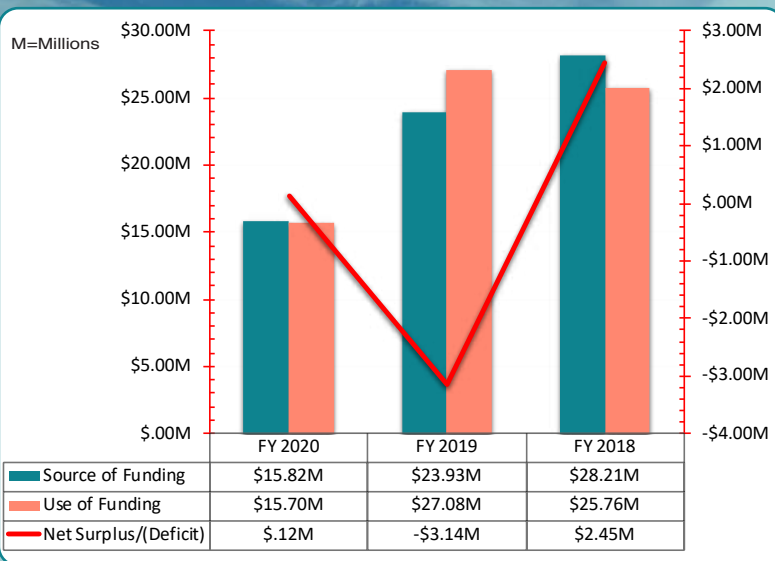
**NOTABLE 2020 EVENT CANCELLATIONS**

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.



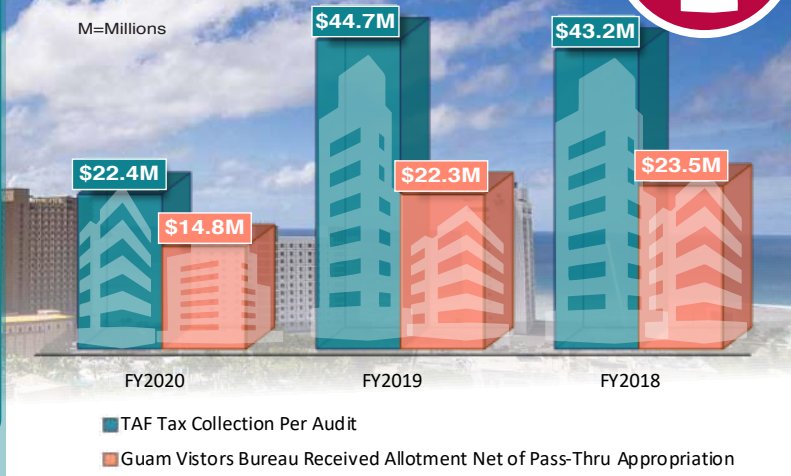
Saturday, August 1, 2020: **The Islandwide Beautification Task Force (IBTF)**, chaired by Lieutenant Governor Josh Tenorio, in collaboration with the Guam Visitors Bureau, hosted the **Give Us A Moment #GUAM** Island Pride Beautification Event. The cleanup received overwhelming support from more than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



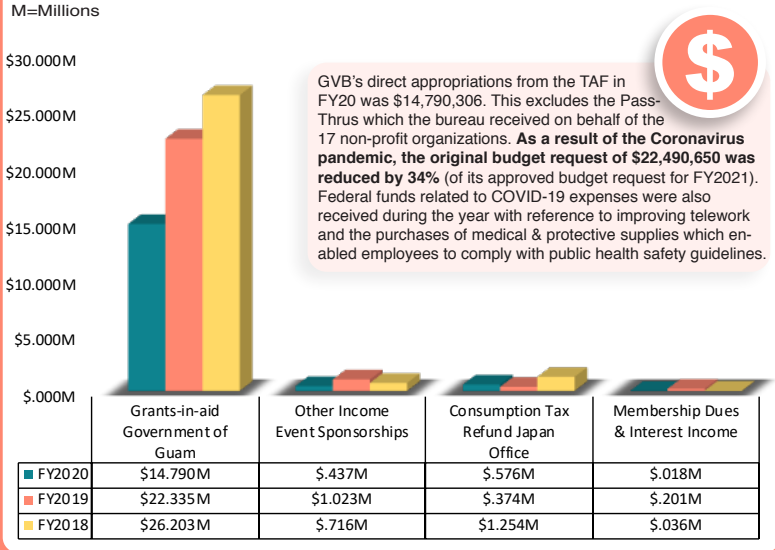
In FY2019, there were various capital expenditures that the bureau sponsored, e.g., culvert cleaning PHASE I, streetlight repairs and other maintenance activities.

**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.



**SOURCES OF FUNDING**



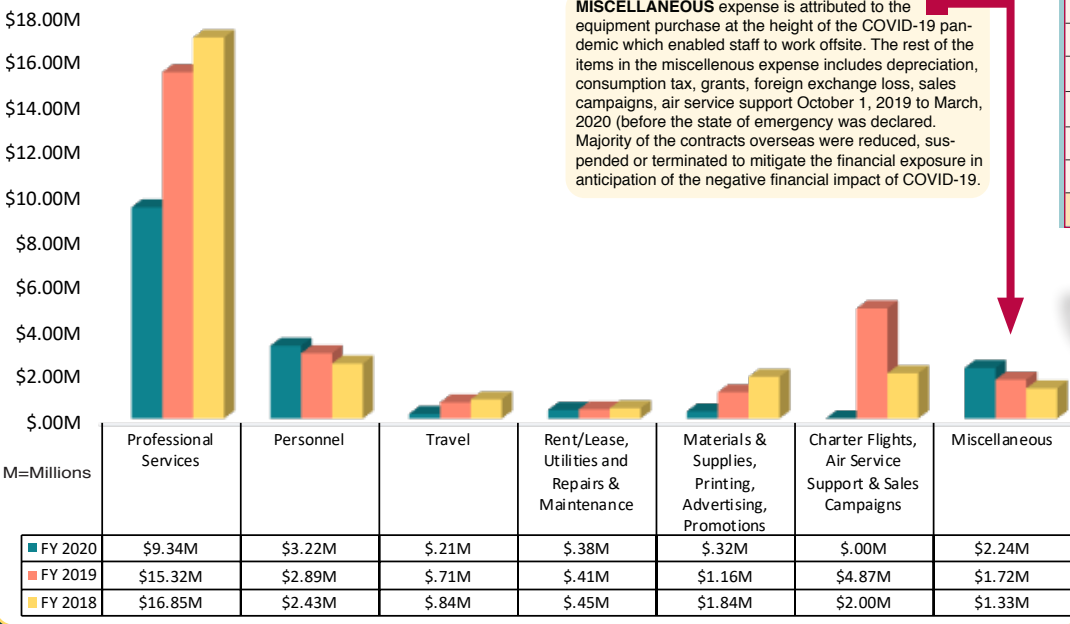
**FISCAL YEAR (DEFINITION)**  
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**PASS-THRU/NON-PROFIT ORGANIZATIONS**

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
Micronesia 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
<b>TOTAL</b>	<b>\$640,000</b>

**USE OF FUNDING**



**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



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 light 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**





Office of Public Accountability &lt;admin@guamopa.com&gt;

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**Guam Visitors Bureau FY2020 Citizen-Centric Report (CCR)**

1 message

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**josie.villanueva@visitguam.org** <josie.villanueva@visitguam.org> Thu, May 20, 2021 at 6:06 PM  
To: Benjamin Cruz <bjcruz@guamopa.com>, Vincent Duenas <vduenas@guamopa.com>, admin@guamopa.com  
Cc: Carl Gutierrez <carl.gutierrez@visitguam.org>, Gerry Perez <gerry.perez@visitguam.org>, "Office of Senator Amanda L. Shelton" <officeofsenatorshelton@guamlegislature.org>

Hafa Adai,

Please find on the attached Guam Visitors Bureau's Fiscal Year 2020 Citizen-Centric Report as required by Title 1 Guam Code Annotated subsection 1922(a).

May we respectfully request acknowledgement of the receipt of the CCR Report for our records.

Should you have questions, please do not hesitate to contact us.

**Respectfully,**

**Josephine "Josie" Villanueva,**

MBA, CPA, CGMA, CGFM, CSAF, SHRM-CP, PMP

*Director of Finance & Administration*

**GUAM VISITORS BUREAU**

401 Pale San Vitores Road | Tumon, Guam 96913 | T: (671) 648-1485 M: (671) 686-4829

[josie.villanueva@visitguam.com](mailto:josie.villanueva@visitguam.com) | [visitguam.com](http://visitguam.com)



**MY PHONE**  
**IS IN THE COVID FIGHT**  
**HELP GUAM STOP COVID-19**



I am proud to support the Guam Department of Public Health & Social Service's new app to help contain COVID-19 in Guam. Add your phone to the fight and protect your community while protecting your privacy. Download the Guam COVID Alert app for free at the [App Store](https://www.apple.com/app-store) or [Google Play](https://www.google.com/play). For more information go to [guamcovidalert.guam.gov](http://guamcovidalert.guam.gov).



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**2 attachments**



**Letter to Honorable Public Auditor - Benjamin F. Cruz GVB Citizen-Centric Report Fiscal Year 2020.pdf**  
280K



**Guam Visitors Bureau Citizen-Centric Report Fiscal Year 2020.pdf**  
9189K