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**HEADQUARTERS**

**GUAM VISITORS BUREAU**  
SETBISION BISITAN GUÅHAN

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Tumon, Guam 96913

(671) 646-5278/9  
(671) 646-3917 fax



[guamvisitorsbureau.com](http://guamvisitorsbureau.com)

**BOARD OF DIRECTORS**

**Milton Morinaga**  
*Chairman of the Board*

†**Paul S.N. 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)

**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 & Strategic Planning*

**MISSION**

**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.**

**STRATEGIC GOALS**

- > Maintaining visibility in our major source markets and communicating travel aspirations for Guam.
- > Retooling the tourism business model by increasing the use of technology, upskilling human resources (HR) capabilities, and developing touchless experiences.
- > Preparing for economic recovery by improving Guam's tourism physical plant and attractions, and eliminating or mitigating visual blight along the island's scenic corridors.

**MILESTONES**

1952

Guam's Development of Tourism first acknowledged in Public Law 67

1962

President John F. Kennedy lifted security restrictions, Guam's tourism development moves closer to realization

1963

Establishment of Guam Tourism Commission under Department of Commerce via Executive Order 63-10

1967

Pan American World Airways landed on Guam with 109 Japanese tourists

1970

Guam Tourist Commission was renamed Guam Visitors Bureau, separated from Department of Commerce via Executive Order 70-24

1983

Guam Visitors Bureau Act under Public Law 17-32 recognizes GVB as a public, non-profit membership corporation

1984

Public Law 17-65 passes, established the Tourist Attraction Fund (TAF) assessed at 11%

1990

Public Law 20-205 passes, established a Research Department for the collection, analysis and evaluation of data on the visitor industry

1994

Guam welcomes 1 Million visitors for the first time

2016

Guam breaks new record welcoming 1.5 Million visitors



**OUR DYNAMIC TEAM**

| Department               | Count     |
|--------------------------|-----------|
| Destination Development  | 5         |
| Finance & Administration | 14        |
| Marketing Department     | 15        |
| Tourism Research         | 5         |
| <b>Total</b>             | <b>39</b> |

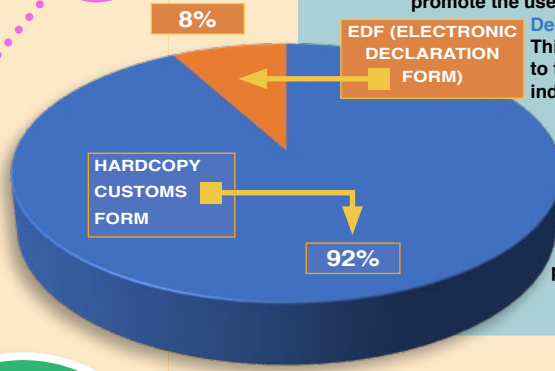
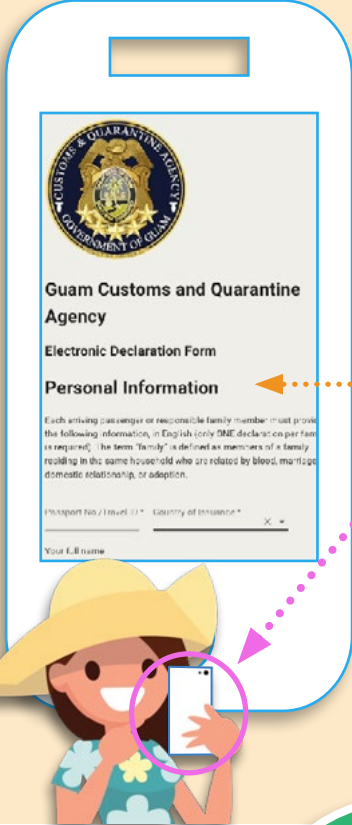
**OUR MEMBERS**

| Type             | 2021       | 2020       | 2019       |
|------------------|------------|------------|------------|
| Individual       | 14         | 20         | 121        |
| Business Partner | 123        | 134        | 283        |
| <b>Total</b>     | <b>137</b> | <b>154</b> | <b>404</b> |



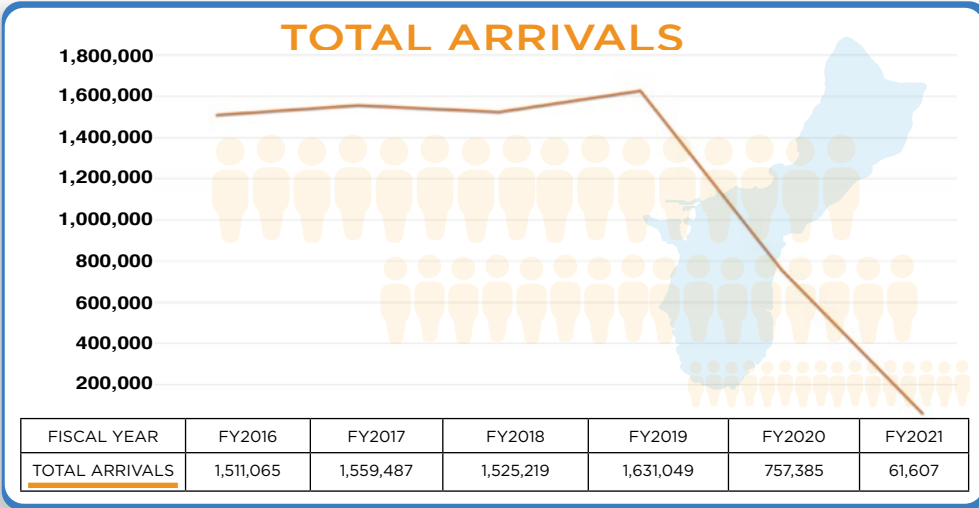
# HOW ARE WE DOING?

## ELECTRONIC DECLARATION FORM **EDF**



The bureau's Research Department is working closely with the Guam Customs & Quarantine Agency (CQA) to promote the use of the new Electronic Declaration Form (EDF). This includes outreach to the airlines and other industry partners.

The EDF has streamlined the data and audit process for the declaration requirement for arriving passengers.



### ANNUAL REPORTS

**SCAN ME!**

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> - OR scan the QR CODE above!



| ACTIVITIES             | FY 2021 | FY 2020 | FY 2019 |
|------------------------|---------|---------|---------|
| Tradeshows/Conventions | 19      | 16      | 56      |
| Cooperative Projects   | 7       | 63      | 192     |
| Seminars/Workshops     | 41      | 40      | 89      |
| Total Media Exposure   | \$9.75M | \$83M   | \$79M   |
| Travel Trade Fam Tours | 1       | 3       | 119     |
| Media Fam Tours        | 0       | 5       | 34      |
| Online Promotions      | 132     | 88      | 152     |

June 21, 2021 • The **Air V&V** Program was developed by the Bureau to encourage visitors 12 years and older to get a COVID-19 vaccine while vacationing in Guam. Participants were able to choose from travel and tour packages that were developed in collaboration with Guam's travel trade, hotel, and tourism partners.



60,000 entries by July 29, 2021 • social media reach: 3 million • clicks on campaign landing page: 104,000 • 80% adult population fully vaccinated

Before campaign: 69% adult population fully vaccinated

Vax N' Win Campaign goal at 80% herd immunity of the adult population



**AIR V&V GUAM**  
VACCINATION + VACATION  
USA

# 151

**Safe travels**

# of businesses Guam Safe Certified x WTTC Safe Travels (Mar-Sep 30, 2021)



**SIGN-UP NOW!**

GET CERTIFIED!

What would you like to see reported in this page? Please let us know by contacting Josie Villanueva, Director of Finance & Administration, at 671-686-4829 or [josie.villanueva@visitguam.com](mailto:josie.villanueva@visitguam.com).





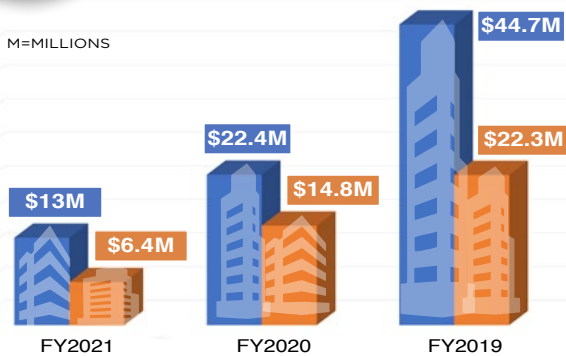


### DID YOU KNOW?

**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.

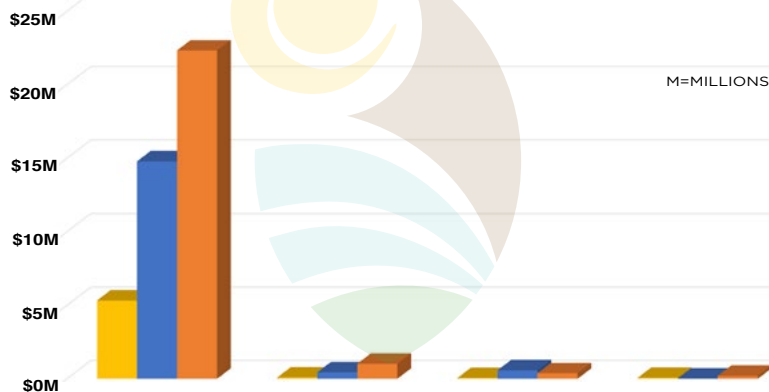
### TAF HISTORICAL COLLECTIONS

M=MILLIONS



■ TAF TAX COLLECTION PER AUDIT  
■ GVB ALLOTMENT RECEIVED NET OF PASS-THRU APPROPRIATION

### SOURCES OF FUNDS



|         | GRANTS-IN-AID FROM GOVGUAM | OTHER INCOME FROM EVENTS SPONSORSHIPS | CONSUMPTION TAX FROM JAPAN OFFICE | MEMBERSHIP DUES & INTEREST INCOME |
|---------|----------------------------|---------------------------------------|-----------------------------------|-----------------------------------|
| FY 2021 | \$5.324M                   | \$0.088M                              | \$0.057M                          | \$0.069M                          |
| FY 2020 | \$14.790M                  | \$0.437M                              | \$0.576M                          | \$0.018M                          |
| FY 2019 | \$22.335M                  | \$1.023M                              | \$0.374M                          | \$0.201M                          |

### TAF

#### TOURIST ATTRACTION FUND (DEFINITION)

Public Law 17-65 was passed in 1984, which established the Tourist Attraction Fund (TAF). Separate from the General Fund, the TAF was the source for the government's 80% share of the Bureau's budget. Funds in this account are derived from hotel occupancy taxes collected from room nights sold. The occupancy tax is currently assessed at 11 percent.

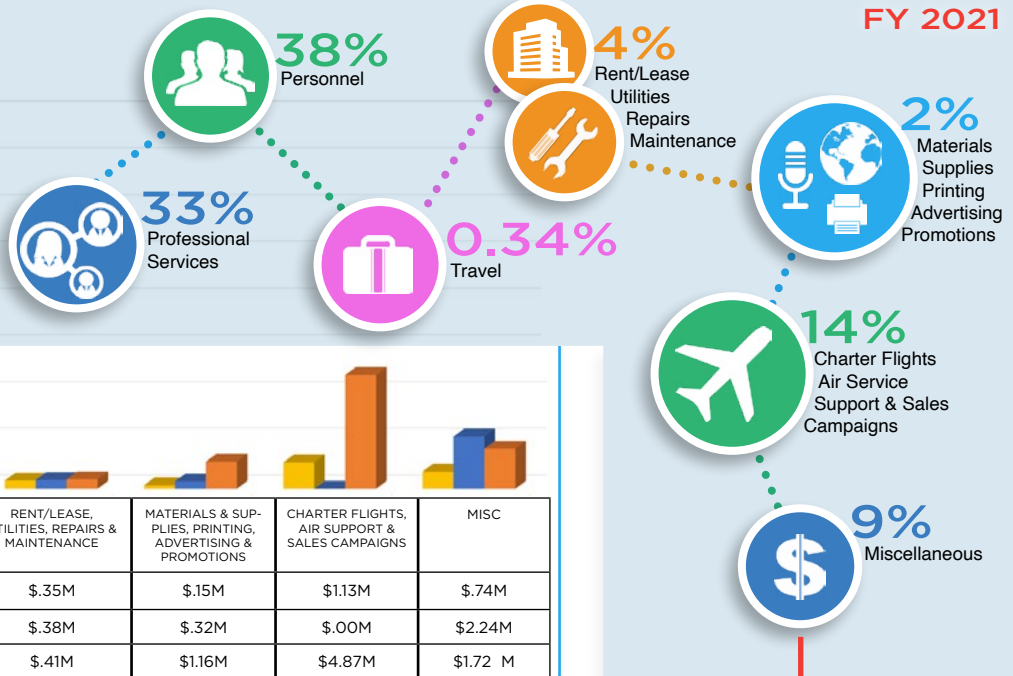
#### FISCAL YEAR (DEFINITION)

Fiscal Year 2021 is designated as October 1, 2020 to September 30, 2021.



### USE OF FUNDS

M=MILLIONS



### WE DID IT AGAIN!

An independent audit was conducted by Deloitte & Touche LLP resulting in a **CLEAN AUDIT OPINION**. Complete information can be found on both the Guam Visitors Bureau & Office of the Public Auditor official websites.

Need more info?

SCAN THESE QR CODES with your mobile phone for details on the CLEAN AUDIT OPINION.

OPA



GVB



Miscellaneous expense is attributed to the pass-thru expenses on raffle prizes for the VaxN'Win campaign, Liberation Day, and materials and equipment supporting work-from-home for staff at the height of the COVID-19 pandemic.

Other miscellaneous expenses include depreciation, consumption tax, grants, foreign exchange losses, and sales campaign support.

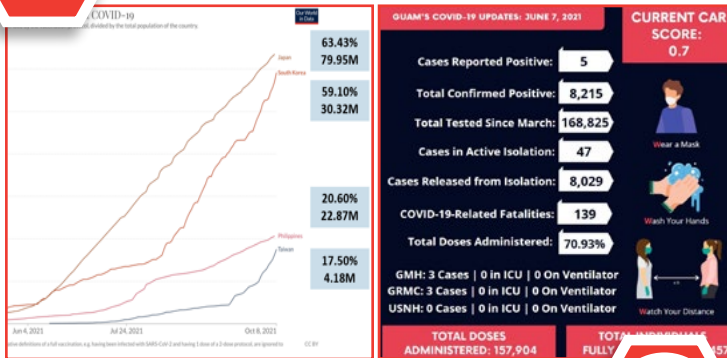


# CHALLENGES

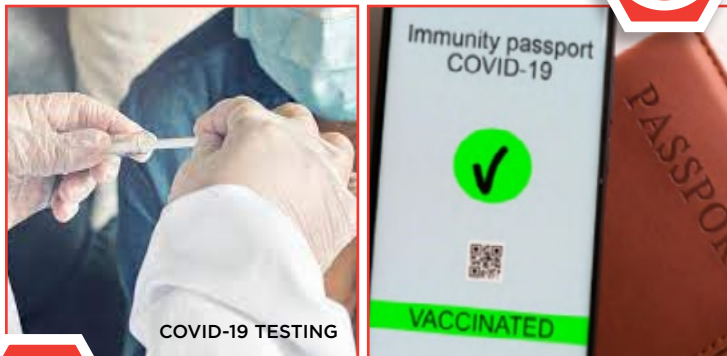
## Guam Airport at Standstill Due to COVID



## Fluctuating Guam COVID-19 Cases



## Return Travel Restrictions for Tourists



## Aging Infrastructure & Social Challenges



# FUTURE OUTLOOK

## Raise the Safety Standards



### GET YOUR BUSINESS CERTIFIED!

**APPLY TODAY**  
Click here to apply

WHAT IS GUAM SAFE CERTIFIED?      WHAT IS THE WTTC SAFE TRAVELS STAMP?



## Keep Community Engagement

# #InstaGuam

Weekly \$100 Contest

What do you most about G

Share & Submit  
Your best photos and videos on [visitguam.com/instaguam](https://visitguam.com/instaguam)

## Increase Tourist Arrival Numbers



## Focus on New Tourist Attraction Projects



**WE WANT TO HEAR FROM YOU!** (671) 646-5278/9  
 Was this report helpful? What other information would you like to see in this report?  
[info@visitguam.com](mailto:info@visitguam.com)  
[GUAMVISITORSBUREAU.COM](http://GUAMVISITORSBUREAU.COM)

**FOLLOW US!**







Thomas Eladio Battung &lt;tbattung@guamopa.com&gt;

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**Fwd: Guam Visitors Bureau FY21 CCR Report**

1 message

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**Benjamin Cruz** <bjcruz@guamopa.com> Mon, Jun 6, 2022 at 6:22 AM  
To: Vincent Duenas <vduenas@guamopa.com>, Frederick Jones <fjones@guamopa.com>, Jerrick Hernandez <jhernandez@guamopa.com>, Johanna Pangelinan <jpangelinan@guamopa.com>, Kayleen Concepcion <kconcepcion@guamopa.com>, Mariella Cruz <mcruz@guamopa.com>, Ren Jalandoni <rjalandoni@guamopa.com>, Selina Onedera-Salas <sonederasalas@guamopa.com>, Thomas Battung <tbattung@guamopa.com>, Thyrza Bagana <tbagana@guamopa.com>, Marisol Andrade <mandrade@guamopa.com>, Kyle Bungubung <kbungubung@guamopa.com>, Thomas Quichocho <tquichocho@guamopa.com>

Sent from my iPhone

Begin forwarded message:

**From:** [josie.villanueva@visitguam.org](mailto:josie.villanueva@visitguam.org)  
**Date:** June 5, 2022 at 5:31:16 AM PDT  
**To:** Benjamin Cruz <bjcruz@guamopa.com>  
**Cc:** Johanna Pangelinan <jpangelinan@guamopa.com>, Carl Gutierrez <carl.gutierrez@visitguam.org>, Gerry Perez <gerry.perez@visitguam.com>  
**Subject:** Guam Visitors Bureau FY21 CCR Report

Hafa Adai Public Auditor Cruz,

Please find the attached GVB FY2021 CCR report with cover letter pursuant to Title 1 Guam Code Annotated, Chapter 19 subsection 1922(a).

Should you have any 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**

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

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**3 attachments**



**image001.png**  
49K



**FY2021 Guam Visitors Bureau CCR Report released 2022.06.05.pdf**  
3312K



**2022.06.03 FY21 CCR Report Cover Letter to OPA.pdf**  
202K



FO-2022-00269

June 3, 2022

**Mr. Benjamin J.F. Cruz**  
Public Auditor  
Suite 401 DNA Building  
238 Archbishop Flores Street  
Hagatna, Guam 96910  
Via email: [bjcruz@guamopa.com](mailto:bjcruz@guamopa.com)

Hafa Adai Public Auditor Cruz:

**Re: FY 2021 Citizen-Centric Report**

Pursuant to Title 1 Guam Code Annotated, Chapter 19 subsection 1922(a), attached herewith is Guam Visitors Bureau's FY2021 Citizen-Centric Report.

Should you have clarification or need additional information, feel free to contact Josie Villanueva at 671-686-4829 or email her at [josie.villanueva@visitguam.org](mailto:josie.villanueva@visitguam.org).

Sensermante,



Carl TC Gutierrez  
President & CEO