

35 businesses approved for revamped Guam Safe Travels Stamp Program

The Guam Visitors Bureau (GVB), in collaboration with the Guam Hotel & Restaurant Association (GHRA), has announced that 35 businesses have been approved for the newly revamped Guam Safe Travels Stamp program.

The Safe Travels Stamp was created by the World Travel & Tourism Council (WTTC) as the world's first-ever global safety and hygiene stamp. The stamp enables travelers to recognize destinations around the world that have adopted health and hygiene global standardized protocols. The Safe Travels initiative is globally accepted and instills a level of confidence in both tourism trade and international visitors.

GVB serves as the official organization to advocate for the implementation of these protocols in Guam and to issue the Safe Travels stamp to local businesses. The first version of the program was launched in 2021.

“We have streamlined the Safe Travels Stamp program to bring a better global approach to the latest health and safety practices in Guam as we learn to live with COVID,” said GVB Vice President Dr. Gerry Perez. “We thank all the proactive businesses that have pledged to uphold the highest standards of hygienic practices and we look forward to announcing even more businesses that will be approved through this program.”

The approved business applicants that have been issued certificates include Min's Lounge, Guam Ocean Park, APRA Dive & Marine Sports, Guam Reef Hotel, Jeff's Pirates Cove, Dulce Nombre de Maria Cathedral-Basilica, The Tsubaki Tower, Micronesian Divers Association, The Westin Resort Guam, National Association of State Boards of Accountancy, Sheraton Laguna Guam Resort, Excellent Driving School LLC, LYT Restaurant and Bar, Veterans of Foreign Wars Post 1509, Capricciosa, Tony Roma's, Pacific Islands Club Guam, Onward Beach Resort, Country Club of the Pacific, Hertz & Dollar Car Rental, Outback Steakhouse Guam, Airport Tentekomai, Kitchen Tenten, Fish Eye Marine Park, Papa John's Guam, Valley of the Latte, Pacific Island Holidays LLC, PMT GUAM, TGIFRIDAYS Guam, California Pizza Kitchen, Beachin' Shrimp, Pika's Cafe, Little Pika's, Ban Thai, and Eat Street Grill.

The approved businesses are also featured on GVB's consumer site, visitguam.com in English, Japanese, Korean, and Chinese. The Safe Travels Stamp certificate is valid through December 31, 2022.

The program is free and available to all eligible businesses in Guam that implement health and hygiene protocols. For more information and to apply, go to <https://guamvisitorsbureau.com/tools-resources/safe-travels>.



HOW TO APPLY FOR THE SAFE TRAVELS STAMP

- 1 Go to guamvisitorsbureau.com
- 2 Select **Tools & Resources** on the menu, then click on **Safe Travels**
- 3 Click on the **Safe Travels Application Form** and fill in the required information
- 4 Upload your **company logo** along with **6-10 photos** that best showcase your business
- 5 Read and agree to the **Safe Travels Pledge** and click **Submit**

GVB will email your certificate and the WTTC Safe Travels logo toolkit and branding guidelines. Kindly allow several days for review.

FOR INQUIRIES, EMAIL US AT MARKETING@VISITGUAM.COM



GVB prepares for 55th anniversary of first Japan flight to Guam

With the Japanese market slowly emerging from pandemic travel restrictions, the Guam Visitors Bureau (GVB) is hard at work to prepare for the 55th anniversary of the first flight from Japan to the island. It was on May 1, 1967 that Pan American Airways flew in 109 Japanese tourists to Guam to mark the beginning of the modern age of travel.

Fast forward to 2022, several different campaigns and initiatives have been launched to help with the recovery of the Japan market in preparation for the 55th anniversary.

“We’re proud of the work our team has been doing to keep a consistent presence in Japan during the pandemic and we’re excited to set our sights on the 55th anniversary of that first flight,” said GVB Director of Global Marketing Nadine Leon Guerrero. “We invite our Japanese family and friends to re-discover our beautiful home again and know that they’re safe and taken care of while they are visiting us.”



Photo caption - GVB President & CEO Carl T.C. Gutierrez, Director of Global Marketing Nadine Leon Guerrero, and Japan Marketing Manager Regina Nedlic welcome Japanese TikTok influencers who are on Guam for a familiarization tour of the island through March 26, 2022.

3,000 Additional Seats Anticipated from South Korea in April

The Guam Visitors Bureau (GVB) has announced that airlines out of South Korea are planning to add more seats to Guam for eligible travelers from the country. This decision is a result of the Korean government recently announcing that its mandatory quarantine will be lifted by March 21 for returning travelers that were fully vaccinated in Korea.

Airlines adjust schedule from Incheon

Korean Air plans to expand flights from its current twice-weekly schedule to four times a week by April 20. T'way is also planning to resume service twice a week starting April 23. In addition, Jin Air announced it will continue to service direct flights to Guam twice a week. The adjusted schedule is estimated to bring 5,307 total seats to Guam from Incheon.

Flights from Busan increase

While most of the air seats will come from Incheon, Jin Air and Air Busan announced both airlines will resume services from Korea's southern city, Busan. Jin Air will start twice-weekly service on April 16 while Air Busan will start service on April 30.

The updated schedule will bring the total seat capacity for April to 6,500 seats, which is 3,000 more seats when compared to March 2022. The total seat capacity for March is 3,400.

"We're excited for the return of travelers and we thank the airlines flying from South Korea for their continued partnership," said President & CEO Carl T.C. Gutierrez. "It's been a long journey but our island is ready to welcome our visitors back to Destination Guam with our warm hospitality and Håfa Adai spirit."

More flights are anticipated going into the summer season. In May, Air Seoul and Jeju Air are considering resuming direct services to Guam.

Fandanña Friday to begin February 18

In partnership with the Department of Parks and Recreation (DPR) and local food trucks, the Guam Visitors Bureau (GVB) is proud to announce a new event for the island community to enjoy – Fandanña Friday. Governor Joseph Flores Memorial Park (Ypao Beach) will play host to this event starting February 18, 2022 at 5 p.m.

Fandanña Friday is a free family-friendly event. GVB asks participants and vendors to adhere to common courtesies such as proper disposal of trash and following social distancing guidelines. Several event trash receptacles will be positioned throughout the event area.



#InstaGuam contest returns with weekly giveaways

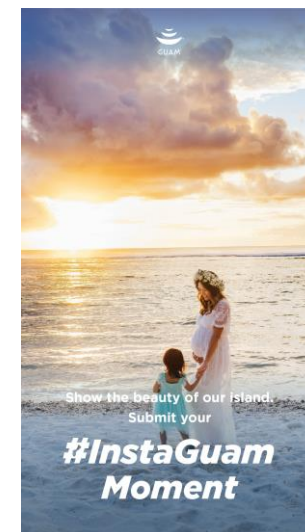
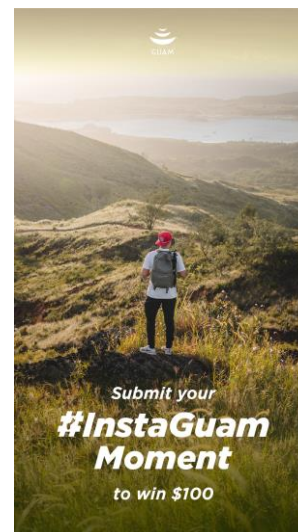
#InstaGuam

The Guam Visitors Bureau (GVB) is proud to announce the return of its weekly #InstaGuam photo and video contest.

The contest was part of GVB's popular #InstaGuam theme that promoted Guam as an instant destination from its major source markets while encouraging local residents and visitors to create their own story-driven content through the power of social media. The #InstaGuam hashtag has also grown to over 210K posts over the past three years since the original campaign launched in 2018.

"InstaGuam was successful in showcasing unique one-of-a-kind experiences that can be found only on Guam with photos and videos of people experiencing our island. With the return of our weekly contest, we want to see what you love most about Guam so we can share it with the rest of the world," said Nadine Leon Guerrero, GVB Director of Global Marketing.

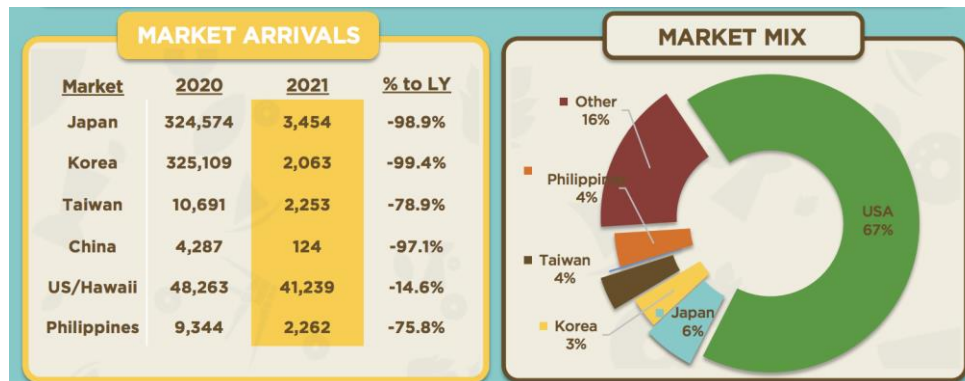
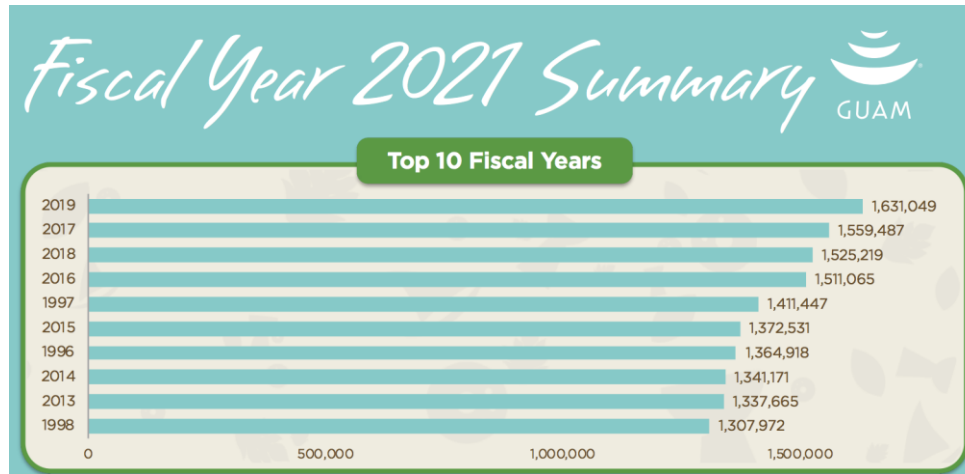
GVB is encouraging everyone to share and submit their best photos or videos for a chance to win weekly a \$100 cash prize.



2021 Visitor Arrivals



	CYTD 2020 (Jan - Dec '20)	CYTD 2021 (Jan - Dec '21)	% from LY	FYTD 2020 (Oct '19 - Sep '20)	FYTD 2021 (Oct '20 - Sep '21)	% from LY
Air Arrivals ^a	326,592	78,469	-76.0%	751,862	60,683	-91.9%
Sea Arrivals ^a	1,581	920	-41.8%	5,523	924	-83.3%
TOTAL VISITOR ARRIVALS	328,173	79,389	-75.8%	757,385	61,607	-91.9%



2022 Visitor Arrivals



	CYTD 2021 (Jan - Feb '21)	CYTD 2022 (Jan - Feb '22)	% from LY	FYTD 2021 (Oct '21 - Feb '22)	FYTD 2022 (Oct '21 - Feb '22)	% from LY
Air Arrivals ^a	7,961	16,014	101.2%	14,695	40,534	175.8%
Sea Arrivals ^a	43	48	11.6%	322	323	0.3%
TOTAL VISITOR ARRIVALS	8,004	16,062	100.7%	15,017	40,857	172.1%

February 2022 Arrivals

DID YOU KNOW?
GVB, in partnership with DPR, is hosting *Fandanña Friday* at Governor Joseph Flores Memorial Park (Ypao Beach).

ARRIVALS

FEB Arrivals: 7,002 (101.3% ↑)
 CYTD Arrivals: 16,062 (100.7% ↑)
 FYTD Arrivals: 40,857 (172.1% ↑)

Top 5 February Arrivals

2016	142,332
2019	137,244
2017	133,553
2018	127,185
2015	126,080

MARKET MIX

USA	73%
Other	15%
Philippines	4%
Korea	5%
Japan	3%

MARKET SNAPSHOT

Market	2021	2022	% to LY
Japan	249	211	-15.3%
Korea	77	311	303.9%
Taiwan	9	8	-11.1%
China	4	15	275.0%
US/Hawaii	2,542	5,122	101.5%
Philippines	125	298	138.4%

MARKET MIX (FY)