clerks@guamlegislature.org

From: Speaker's Office <speaker@guamlegislature.org>
Sent: Tuesday, July 28, 2020 3:35 PM
To: Clerks Office
Cc: Rennae Meno
Subject: M&C Fwd: Guam Visitors Bureau's FY2019 Citizen-Centric Report
Attachments: 2020-07-28 - Honorable Speaker Tina Muna Barnes - GVB FY19 Citizen Centric Report.pdf; Email-GVB FY2019 CCR.pdf

07-28-20	11:11 AM	07-28-20	FY 2019 Citizen-Centric Report.*	Guam Visitors Bureau	35GL-20-2057

Sinseru yan Minagåhet,

Office of the Speaker • Tina Rose Muña Barnes
Committee on Public Accountability, Human Resources & the Guam Buildup

35th Guam Legislature
I Mina'trentai Singko na Liheslaturan Guåhan

Guam Congress Building | 163 Chalan Santo Papa | Hagatna, GU 96910
T: (671) 477-2520/1
speaker@guamlegislature.org

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Gumai pribilehu yan konfedensia este siha na mensåhi. Solo espesiåtmente para hågu ma entensioña pat ma aturisa para unrisibi. Sen prubidu kumu ti un ma aturisa para manribisa, na'setbe, pat mandespåtcha. Yanggen lachi rinisibu-mu nu este na mensåhi , put fabot ago' guatu gi I numa'huyong gi as speaker@guamlegislature.org yan despues destrosa todu siha I kopian mensåhi. Si Yu'os ma'åse'.

---------- Forwarded message ---------
From: <josie.villanueva@visitguam.org>
Date: Tue, Jul 28, 2020 at 11:11 AM
Subject: Guam Visitors Bureau's FY2019 Citizen-Centric Report
To: Speaker's Office <speaker@guamlegislature.org>
Cc: Senator Therese Terlaje <senatorterlajeguam@gmail.com>, Carl Gutierrez <carl.gutierrez@visitguam.org>, Gerry Perez <gerry.perez@visitguam.org>

Hafa Adai Honorable Speaker Barnes,

As required by Public Law 30-127, attached is the GVB's FY2019 Citizen-Centric Report. You may also view the report at GVB's website at

https://www.guamvisitorsbureau.com/docs/reports/citizen-centric-reports/

Should you have questions or clarifications, please do not hesitate to contact me.

Respectfully,

Josephine "Josie" Villanueva,

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

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 | visitguam.com

Speaker's Office <speaker@guamlegislature.org>

Guam Visitors Bureau's FY2019 Citizen-Centric Report

1 message

josie.villanueva@visitguam.org <josie.villanueva@visitguam.org> Tue, Jul 28, 2020 at 11:10 AM
To: Speaker's Office <speaker@guamlegislature.org>
Cc: Senator Therese Terlaje <senatorterlajeguam@gmail.com>, Carl Gutierrez <carl.gutierrez@visitguam.org>, Gerry Perez <gerry.perez@visitguam.org>

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35GL-20-2057
Speaker Tina Rose Muña Barnes

JUL 2 8 2020
Time 11:11 (AM) ( )PM
Received By:

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Respectfully,

Josephine "Josie" Villanueva,

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josie.villanueva@visitguam.com | visitguam.com

GUAM | GUAM VISITORS BUREAU | SHOP GUAM e-FESTIVAL 2019

2020-07-28 - Honorable Speaker Tina Muna Barnes - GVB FY19 Citizen Centric Report.pdf
9461K

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

FO-2020-0095

July 28, 2020

The Honorable Tina Muña Barnes
Speaker, 35th Guam Legislature
I Mina 'trentai Singko Na Liheslaturan Guåhan
Guam Progress Building
163 Chalan Santo Papa
Hagåtña, Guam 96910

Hafå Adai Madam Speaker:

Re: GVB FY19 Citizen-Centric Report

Buenas yan Håfa A'dai!

Transmitted herewith is the Guam Visitors Bureau Fiscal Year 2019 Citizen-Centric Report in compliance with Title 1 Guam Code Annotated Chapter 19 §1922(a).

The same will also be submitted to the Office of Public Auditor and will be posted at our website with link as follows: https://www.guamvisitorsbureau.com/reports/citizen-centric-reports.

Should you require further information or clarifications, please do not hesitate to contact Mrs. Josie G. Villanueva, Director of Finance & Administration at 686-4829 or email her at josie.villanueva@visitguam.org.

Senseramente,

Carl T. C. Gutierrez
President & CEO

Cc: Senator Therese M. Terlaje, Chairwoman, 35th Guam Legislature Committee on Health, Tourism
Dr. Gerry Perez, Vice President

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN



Hinanao-ta
OUR JOURNEY

FY2019
CITIZEN-CENTRIC REPORT

TABLE OF CONTENTS

1 ABOUT GVB
2 PERFORMANCE
3 FINANCES
4 OUTLOOK

BOARD OF DIRECTORS

Peter "Sonny" Ada
Chairman of the Board

Milton Morinaga
Vice Chairman of the Board

Samuel Shinohara
Treasurer of the Board

Theresa C. Arriola
Secretary of the Board

Total of 13 Board of Directors
For more information go to 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

February 2019 - May 2020

Pilar Laguaña
Former President & CEO

Bobby Alvarez
Former Vice President

OUR MEMBERS

TYPE	2017	2018	2019
INDIVIDUALS	108	37	121
BUSINESS PARTNERS	287	294	283
TOTAL	395	331	404

HEADQUARTERS

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

CITIZEN-CENTRIC REPORTING CCR AGA

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.



OUR TEAM

EMPLOYMENT STATUS	2017	2018	2019
UNCLASSIFIED	4	4	4
CLASSIFIED	34	35	35
LIMITED TERM EMPLOYMENT	1	1	2
TOTAL	39	40	41

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.

CORE OBJECTIVES

A world-class first resort destination of 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 4,0000 year old culture.

- 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

Tourism works!

$1.85 BILLION TOURISM ECONOMY SALES

FY2019

Government Tax Revenue	$260 Million
Tourism Economy Sales	$1.85 Billion
Tourism-Related Jobs	21,091
Average On-Island Spend	$1,140
Visitor Spending Reach	$1.75 Billion

$260 MILLION GOVERNMENT TAX REVENUE

$1.75 BILLION VISITOR SPENDING REACH

21,091 TOURISM-RELATED JOBS

$1,140 AVERAGE ON-ISLAND SPEND

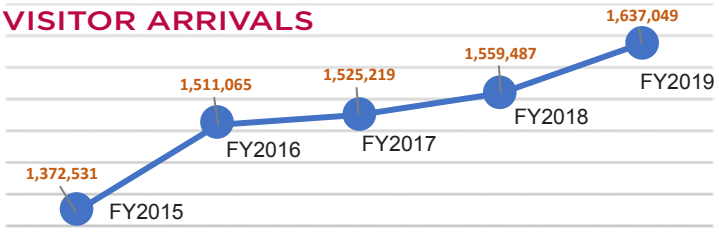
AWARDS

GVB Awards Received Overseas	FY2017	FY2018	FY2019
China Market	1	3	
Korea Market	1	3	3
Pacific Market	2	1	1
Philippine Market	2	2	1
Russia market	1	2	1
Taiwan Market	1	1	1
North America	1		
Hongkong	1		
Total	10	12	7

Doc. No. 35GL-20-2057 *

MAJOR MARKET MIX	FY2017	FY2018	FY2019	% in FY2019
Japan	674,345	530,223	664,784	25%
Korea	649,434	752,715	734,339	-2%
US/Hawaii	76,291	89,363	94,141	5%
Taiwan	36,268	27,550	28,346	3%
China	23,239	17,035	12,588	-26%
Philippines	19,817	19,026	20,708	9%
TOTAL ARRIVALS	**1,525,219**	**1,559,487**	**1,637,049**	

VISITOR ARRIVALS



OVERSEAS MARKETS: HIGHLIGHTS OF WHAT WE DO ...

ACTIVITIES	Japan	Korea	Taiwan	China	Russia	North America	Philip-pines	Hong-kong	Pacific Market
Tradeshows/ Conventions	24	7	4	5	1	6	1	3	5
Cooperative Projects	8	144	12	8	3	4	3	7	3
Seminars/ Workshops	25	10	17	11	4	2	4	8	8
Total Media Exposure	$19.5M	$20.9M	$29.2M	$2.7M	$1.9M	$1.3M	$1.9M	$655.9K	$1M
Travel Trade Fam Tours	110	3	5	0	0	0	0	1	0
Media Fam Tours	4	13	1	3	4	2	4	3	0
Online Promotions	7	101	12	8	3	10	3	6	2
Total Arrivals 2019	**664.8K**	**734.3K**	**28.3K**	**12.6K**	**20.7K**	**94.1K**	**20.7K**	**6.4K**	**44.5K**









TOUR GUIDE CERTIFICATION	2017	2018	2019
	60	58	21

CONCIERGE REPORT	2017	2018	2019
Traffic Assistance	2,155	6,685	9,752
Assistance with Directions	1,468	8,805	5,031
Taking Photo for Visitors	879	1,745	2,870
TOTAL	**4,502**	**17,235**	**17,653**

SAFETY & SECURITY REPORT	2017	2018	2019
Loitering	1,621	2,405	4,702
Public Intoxication	-	137	854
Automotive Accidents	19	143	304
Water-related Incidents	36	35	20
TOTAL	**1,676**	**2,720**	**5,880**

SPORTS & EVENTS	2017	2018	2019
GVB Signature Events	7	7	7
GVB Sponsored Events	14	25	20
Sports Grant Awards (NPO)	5	4	5
Ambassadors Grants Awards	34	21	25
Supported Organizations & Events	27	24	43











Infresi Håfa Adai SUPPORTER GUAM

HÅFA ADAI PLEDGE	2017	2018	2019
New HAP Members	114	101	116
# of Individuals Represented	34,000	36,000	43,000

SOCIAL MEDIA STATS

TOTAL GVB SOCIAL MEDIA FOLLOWING
517,894
(Globally - by the end of FY19)

TOTAL GVB SOCIAL MEDIA FANS
34%
increase from FY18

TOTAL GVB DIGITAL AD IMPRESSIONS
4.87 BILLION
(Globally - by the end of FY19)

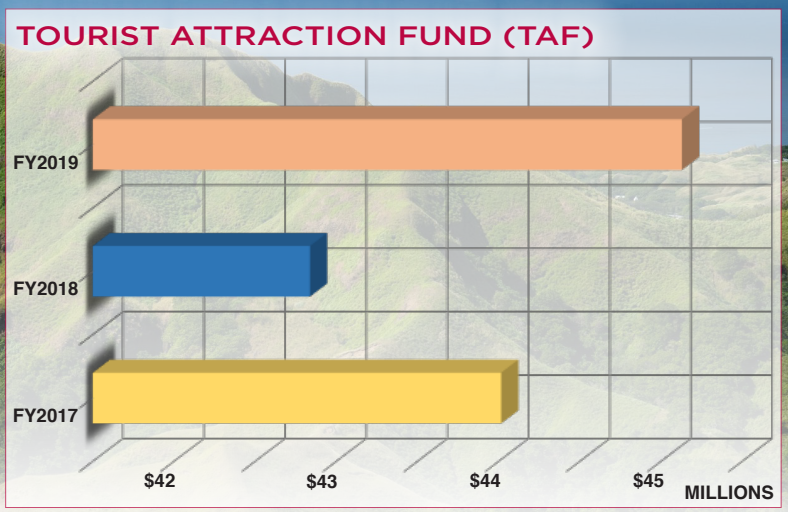
TOTAL GVB WEBSITE TRAFFIC
1.75 MILLION VIEWS
(Globally in FY19)

TOTAL GVB MOBILE APP DOWNLOADS
59,056
(Globally in FY19)

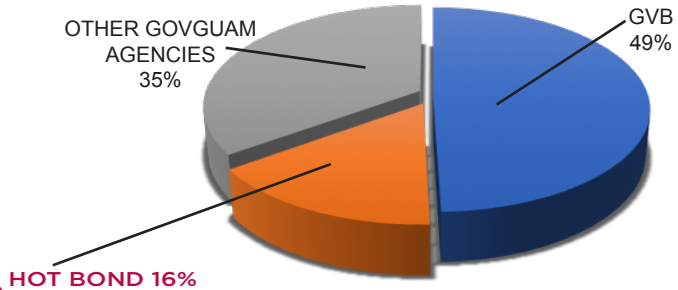
TAF TRACKING	FY17	FY18	FY19
October	$3,645,108	$3,117,363	$3,491,511
November	$3,056,702	$2,851,304	$3,147,390
December	$3,399,476	$3,035,574	$3,277,741
January	$4,465,705	$3,922,838	$4,201,286
February	$4,135,417	$4,395,390	$4,575,021
March	$4,216,841	$4,047,195	$4,302,124
April	$3,896,347	$3,666,966	$4,017,332
May	$3,291,997	$3,133,749	$3,125,362
June	$3,319,630	$3,069,071	$3,248,954
July	$2,949,948	$3,686,719	$3,250,871
August	$3,637,488	$3,526,348	$3,392,504
September	$4,002,049	$4,386,221	$5,100,012
Total	**$44,016,708**	**$42,838,738**	**$45,130,108**
GVB Allotments	**$22,367,472**	**$23,835,216**	**$22,335,216**
% of TAF to GVB	51%	56%	49%
Public Law No.	33-185	34-42	34-116

GVB receives an average of 52% of TAF for its operation.

TOURIST ATTRACTION FUND (TAF)

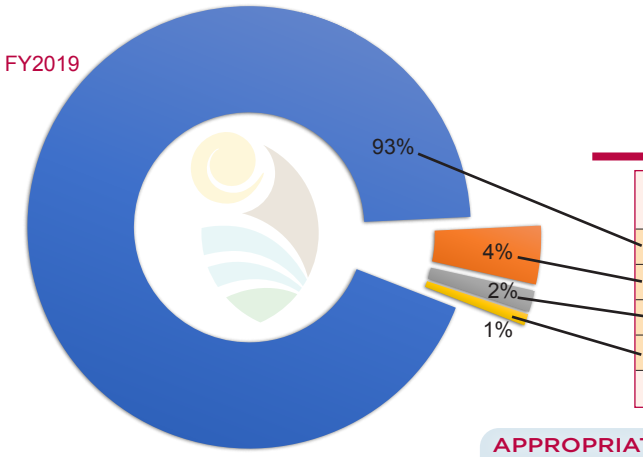


DISTRIBUTION OF TAF FY2019



HOT BOND 16%

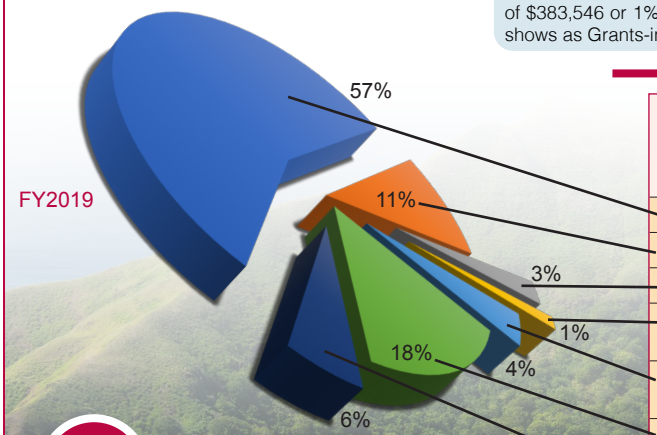
HOT stands for Hotel Occupancy Tax, which was created to fund the operations and functions of the Guam Visitors Bureau. HOT Bond Projects are Capital Improvement Projects that use proceeds from HOT Revenue Limited Obligation Bonds to fund the building of Guam's first permanent and comprehensive cultural and educational museum as well as upgrade and refurbish some of our island's historic sites, tourist attractions and community projects. The HOT Bond Projects were established by Public Law 30-228.



SOURCES OF FUNDING	FY 2017	FY 2018	FY 2019	% CHANGE FY19 vs. FY18
Grants-in-aid from Government of Guam	$22,767,472	$26,203,484	$22,335,216	-15%
Other Income from Events Sponsorships	$551,303	$715,657	$1,022,975	43%
Consumption Tax Refund from Japan Office	$411,083	$1,253,600	$374,310	-70%
Membership Dues & Interest Income	$93,411	$36,420	$201,485	453%
TOTAL	**$23,823,269**	**$28,209,161**	**$23,933,986**	

APPROPRIATIONS

GVB's direct appropriations from the TAF decreased in FY19 by 6%, from $23,835,216 in FY18 to $22,335,216 in FY19. In PL 34-116, TAF revenue projections for FY19 were $44,746,562 of which actual collections were $45,130,108 which result to an overage of $383,546 or 1% above TAF prjection during the fiscal year. An 11% hotel occupancy tax funds the Bureau's operations which shows as Grants-in-aid from Government of Guam. This is authorized through the Legislature's annual budget appropriations.



USE OF FUNDING	FY 2017	FY 2018	FY 2019	% CHANGE FY19 vs. FY18
Professional Services	$16,850,942	$16,853,8800	$15,319,920	-9%
Personnel	$3,148,675	$2,429,695	$2,886,579	19%
Travel	$809,853	$844,689	$711,305	-16%
Rent/Lease, Utilities, Repairs & Maintenance	$541,995	$451,971	$407,303	-10%
Materials & Supplies, Printing, Advertising & Promotions	$483,436	$1,844,873	$1,163,831	-37%
Charter Flights, Air Service Support & Sales Campaigns	$-	$1,997,903	$4,870,210	144%
Miscellaneous	$1,419,548	$1,332,326	$1,715,858	29%
TOTAL	**$23,254,449**	**$25,755,337**	**$27,075,006**	

CLEAN OPINION

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



FUTURE OUTLOOK

- 3-4 years Tourism Recovery Roadmap
- Expanding Membership Outreach by providing added value benefits to members
- Build strong partnerships with other governmental agencies to search for grants and funding opportunities for infrastructure rehabilitation and upgrades
- Continuous collaboration with Guam Economic Development Authority (GEDA) to improve business liquidity
- Promoting shared responsibility in keeping the island clean to mitigate garbage and trash accumulation and vandalism through island-wide collaboration and initiatives

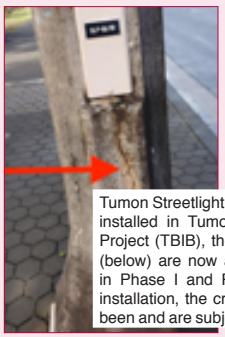
CHALLENGES

- Building island residents and visitors confidence to rebuild tourism industry post COVID-19
- Retooling the future in adopting to new norms and a digitized destination
- Addressing homelessness issue to ensure health, security and safety as Guam being the destination of choice
- Aging infrastructure that requires major rehabilitation and repairs
- Funding uncertainty with the limited inflow of Tourist Attraction Fund (TAF) dollars

Fujita Ponding Basin: Trash and debris composed of plastics, furniture, tree branches, cans, bottles, etc., found inside the ponding basin.







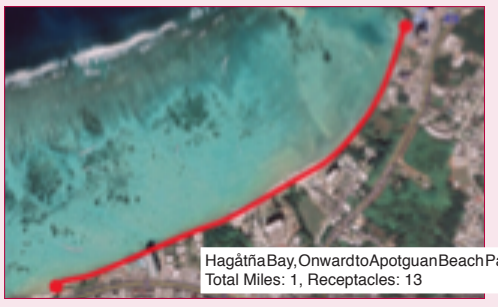


Tumon Streetlight Poles: Along with the other infrastructure installed in Tumon Bay Infrastructure and Beautification Project (TBIB), the street lighting and crosswalks systems (below) are now approaching 23 and 19 years of service in Phase I and Phase II, respectively. Since their initial installation, the crosswalks and streetlighting system have been and are subject to the wear and tear of traffic and time.





Crosswalks: Both these systems have been repaired through individual maintenance efforts, but a continuous servicing of these systems is required especially because they are at the end of their useable life.



Hagåtña Bay, Onward to Apotguan Beach Park
Total Miles: 1, Receptacles: 13









Specific box culverts are 6' wide by 4' deep and due to the lack of maintenance, the buildup of sand, silt and other debris has calcified to become cement-like, decreasing the storm water conveyance and maximum water holding capacity by more than half.