



GUAM

**Specialist
Course**

An aerial photograph of a circular observation tower situated on a wooden pier extending into the turquoise waters of a bay in Guam. The tower has a white upper section with a glass-enclosed viewing area and a blue lower section. A flagpole with the Guam flag is on top. In the background, a lush green hill rises from the shoreline under a blue sky with scattered white clouds.

Welcome to Your Guam Journey!

This certification aims to:

- Equip you with in-depth knowledge about Guam.
- Transform you into an expert in selling this captivating destination.
- Empower you to create unforgettable and tailored client experiences.
- Understand Guam's unique appeal, diverse attractions, and essential travel information.

SECTION 1

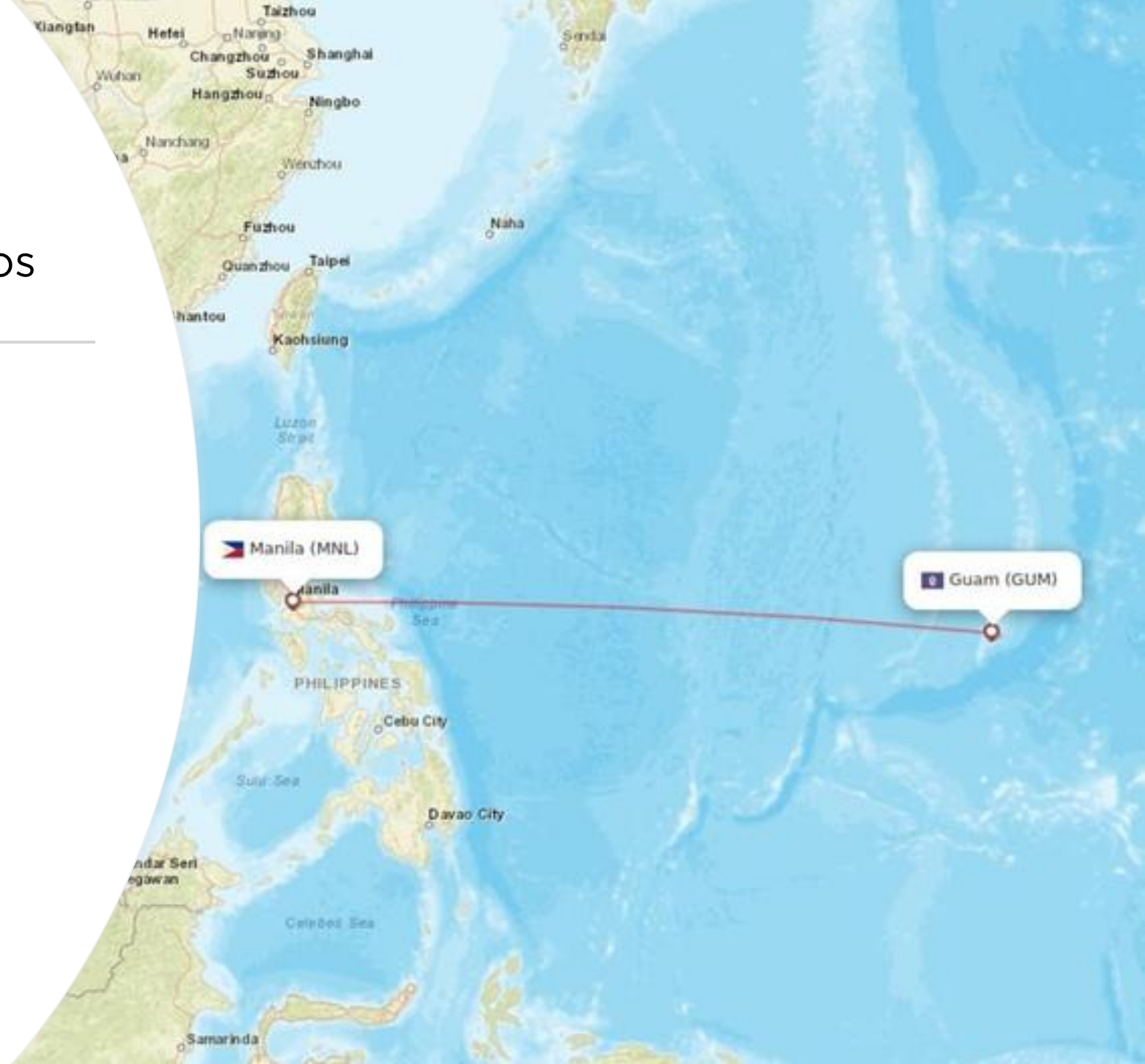
Why Guam?

The Filipino Traveler's Paradise

WHY GUAM?

The perfect getaway for Filipinos

- Unbeatable Proximity & Accessibility:
 - Remarkably, a quick 3.5-hour flight from Manila.
 - Ideal for short-haul trips and long weekends.
 - Direct flights from multiple airlines.
 - **Time Zone Advantage:** "America's Day Begins" – literally ahead of PH.



WHY GUAM?

Comfort of U.S. Standards & Familiarity

- **Infrastructure:** Well-maintained roads, modern facilities, reliable services.
- **Currency:** United States Dollar (USD) simplifies transactions.
- **Safety & Security:** High U.S. safety standards, peace of mind.
- **Language:** English widely spoken, easy communication.
- **Visual Suggestion:** Images of modern infrastructure, USD currency, happy families.



WHY GUAM?

Beyond Beaches: Shopping & Soulful Connections

- A Shopper's Ultimate Paradise:
 - Duty-Free Status: Luxury goods, electronics, U.S. brands at competitive prices.
 - "Black Friday" (day after Thanksgiving holiday): Prime time for deals
- Deep Cultural Connection & Warm Hospitality:
 - CHamoru Heritage: Shared historical roots and cultural nuances with Filipinos.
 - "Håfa Adai" Spirit: Genuine warmth and friendliness of locals.
 - Festivals & Events: Authentic cultural immersion opportunities.



WHY GUAM?

Activities for Every Interest & Ideal Family Destination

- Diverse Activities for Every Interest:
 - Pristine beaches & water sports hub (snorkeling, diving, jet-skiing).
 - Historical exploration (WWII sites, ancient CHamoru ruins).
 - Nature & adventure (jungles, waterfalls, hiking, natural pools).
 - Entertainment (cultural shows, modern complexes).
- Ideal Family Destination:
 - Kid-friendly resorts with clubs, pools.
 - Safe environment for families.
 - Activities for all ages (water parks, indoor & outdoor aquariums, circus).



SECTION 2

Guam's Irresistible
Attractions

Guam's Pristine Shores & Underwater Wonders

- Tumon Bay: Iconic, calm waters, resorts, sunsets. (Swimming, snorkeling, jet-skiing, paddleboarding).
- Ritidian Point: Untouched, dramatic cliffs, nature refuge (experienced swimmers).
- Ypao Beach Park: Public, family-friendly, picnics.
- Diving & Snorkeling: World-renowned, clear visibility, coral gardens, WWII shipwrecks (SMS Cormoran, Tokai Maru).
- Dolphin Watching Cruises: Spot wild spinner dolphins.

Ypao Beach



Tumon Bay



Ritidian Point





War in the Pacific National Historical Park



Guam Museum



Chamorro Village



Two Lovers Point



Latte Stone Park



Plaza De España

Unveiling Guam's Rich Heritage

- **Chamorro Village (Hagåtña):** Lively cultural hub, shops, food. Highlight: Wednesday Night Market!
- **Two Lovers Point:** Breathtaking cliff-top views, romantic CHamoru legend.
- **Guam Museum:** 4,000 years of CHamoru history.
- **War in the Pacific National Historical Park:** WWII sites (Asan Beach, Piti Guns).
- **Plaza de España:** Spanish colonial remnants.
- **Latte Stone Park:** Ancient CHamoru house pillars.



DFS T Galleria



CHamoru BBQ



Kelaguen

Retail Therapy & Culinary Delights

◦ Shopping:

- Guam Premier Outlets (GPO): Only outlet mall, U.S. brands.
- Micronesia Mall: Largest shopping center.
- DFS T Galleria: Luxury brands, high-end duty-free.

◦ CHamoru Cuisine (Fusion Flavors):

- Red Rice (staple).
- Kelaguen (citrus-marinated, like ceviche).
- CHamoru BBQ (famous marinated meats, fina'denne' sauce).
- Kådu (soup with either chicken or beef).



Guam Premier Outlet



Micronesia Mall



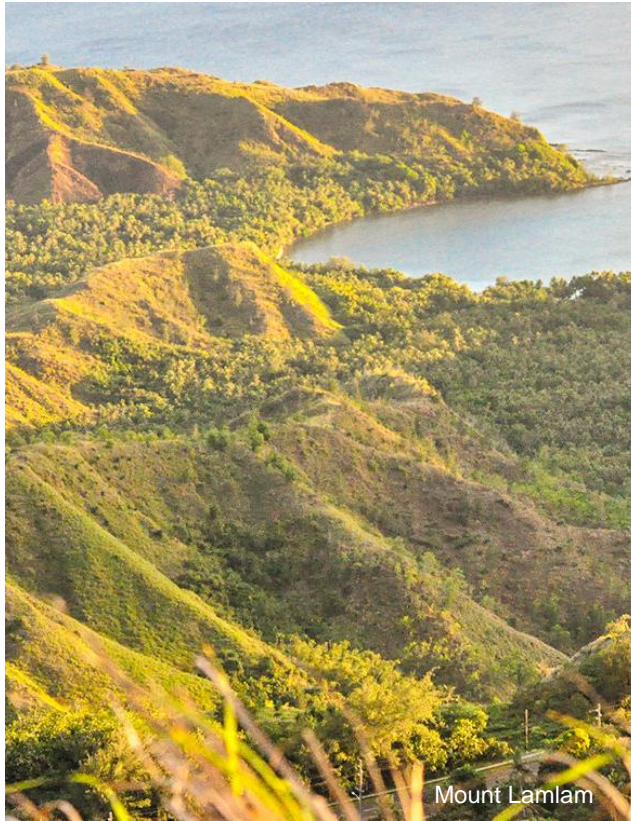
Talo'fo'fo Falls



Valley of the Latte



Inalåhan Natural Pool



Mount Lamlam

Beyond the Beaches: Adventure & Natural Wonders

- **Valley of the Latte Adventure Park:** Riverboat cruises, kayaking, cultural demos.
- **Inalåhan Natural Pool:** Unique saltwater swimming hole protected by volcanic rock
- **Mount Lamlam:** One of the world's highest from its base (easy hike, panoramic views).
- **Talo'fo'fo Falls Resort Park:** Waterfalls, historical cave, recreation.

SECTION 3

Practical Information
for Your Clients

Smooth Sailing: Visa & Entry Requirements

- **U.S. Visa Required:** Filipino citizens need a valid U.S. non-immigrant visa (B1/B2 tourist visa) to travel to Guam.
- **Application Process:** Apply in advance via U.S. Embassy Manila (DS-160, fee, interview).
- **Passport Validity:** 6 months beyond stay.
- **Electronic Guam Customs Declaration Form:** Mandatory, complete online (up to) 72 hrs prior.



Know Before You Go: Practicalities

- **Currency:** United States Dollar (USD). ATMs & credit cards widely accepted.
- **Language:** English & CHamoru (official). Japanese/Korean understood in tourist areas. Encourage "Håfa Adai!"
- **Best Time to Visit:**
 - **Dry Season** (Dec-Jun): Peak, sunny, low humidity. Jan-May ideal.
 - **Wet Season** (Jul-Nov): More showers, lower prices, fewer crowds.
 - **Typhoon Season** (late Aug-Nov): Advise travel insurance.



Getting Around & Where to Stay

- Flights:
 - Philippine Airlines and United Airlines fly direct from Manila to Guam daily.
- Transportation:
 - Rental Cars: Highly recommended for independence.
 - Taxis & Ride-Sharing: Available.
 - Hotel Shuttles & Trolley Buses: Convenient for tourist areas.
- Accommodation Options:
 - Luxury Resorts: Located in Tumon Bay.
 - Mid-Range Hotels: Good value.
 - Budget-Friendly Options: Guesthouses.
 - Serviced Apartments: For longer stays/families.



Ensuring a Safe & Respectful Trip

- **General Safety:** Safe destination, normal precautions.
- **Sun Protection & Hydration:** Essential in tropical climate.
- **Ocean Safety:** Beware of strong currents, swim in designated areas.
- **Medical Facilities:** Modern hospitals, travel insurance recommended.
- **Emergency Number:** 911.
- **Local Etiquette:** Respect for elders, using "Hāfa Adai," modest dress at religious sites, tipping customary.



SECTION 4

Selling Guam to Your Clients



Who's Going to Guam? Tailoring Your Pitch

- **Families with Children:** Safe, fun, kid-friendly resorts, water parks, dolphin watching.
- **Shoppers & Fashion Enthusiasts:** Duty-free luxury, U.S. brands.
- **Couples & Honeymooners:** Romantic sunsets, secluded beaches, Two Lovers Point, fine dining.
- **Adventure Seekers & Water Enthusiasts:** Diving, snorkeling, WWII shipwrecks, hiking, water sports, skydiving.
- **History Buffs & Culture Enthusiasts:** 4,000 years of history, Chamorro traditions, WWII sites, museums.
- **Religious:** Guam has a lot of historic churches and is where Filipino saint Pedro Calungsod was martyred.
- **Sports Enthusiasts:** Basketball and golf are something both Filipinos and Chamorros enjoy. Guam has 7 golf courses and over 180 holes.



Guam's Irresistible USPs

- **"America in Asia":** U.S. standards + tropical beauty + Asian proximity.
- **The "Håfa Adai" Spirit:** Genuine warmth and hospitality.
- **A Culinary Journey:** Fusion of CHamoru, Spanish, Filipino, Japanese, American flavors.
- **Gateway to Micronesia:** Hub for exploring other islands (e.g., Saipan, Palau).
- **Year-Round Tropical Escape:** Sunshine.

Addressing Client Concerns

- "Just another beach destination": Emphasize culture, history, shopping.
- "Too expensive (U.S.)": Highlight duty-free, varied accommodation, value packages.
- "Too far/difficult visa": Reiterate short flight, familiar U.S. visa process, 70% visa approval rate, offer guidance.



Crafting Unforgettable Guam Experiences



- Sample 3-Day Itinerary (Short Getaway):
 - Day 1: Arrival, Tumon Bay, sunset dinner.
 - Day 2: Two Lovers Point, Guam Museum, Shopping (GPO/Micronesia Mall), Chamorro Village Night Market.
 - Day 3: Dolphin watching, snorkeling, departure.
- Sample 5-Day Itinerary (Extended Exploration):
 - Days 1-3: (as above)
 - Day 4: Southern Island Tour (Inalåhan Natural Pool, Talo'fo'fo Falls, Mount Lamlam).
 - Day 5: Adventure Day (diving/snorkeling or Valley of the Latte).

Promoting Guam Effectively

- **Visuals:** High-quality images/videos.
- **Testimonials:** Share positive Filipino traveler experiences.
- **Social Media:** Engage with content, polls, Q&A.
- **Partnerships:** Collaborate with airlines, hotels, tour operators.
- **Webinars/Info Sessions:** Educate potential clients.



Key Resources for Travel Agents

- Guam Visitors Bureau (GVB) - visitguam.ph
- Airline Partners (Philippine Airlines, United Airlines)
- Hotel & Tour Operator Contacts.
- Online Travel Agent (OTA) Portals.



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DATA SERVICES

Stay connected in Guam.

MIFI DEVICE
E-COMMUNICATIONS
Make online reservations at guamecom.com. Connects up to 15 devices. Located in the arrivals lobby at GIAA.
(671) 989-7788

PREPAID SIM
(see sites for shop locations)
GTA: gta.net/mobile/prepaid/
IT&E: store.ite.net/prepaid/
DOCOMO PACIFIC: docomopacific.com/shop/mobile/prepaid



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TRANSPORTATION

Secure your transportation prior to your arrival and feel the ease of airport pick up for rental cars. Taxis, shared rides, and scooter rentals are also available. Go to visitguam.com for contact info.

Car Rentals located at Guam Airport

- AVIS Rent A Car
- HERTZ Rent A Car
- NATIONAL Car Rental
- NISSAN Rent-A-Car

Bus Transportation Companies

- Guam Sanko Transportation
- Japan Bus Lines
- Lam Lam Tours & Transportation
- LUX Guam
- Turtle Tours
- Zeus Tours



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ACCOMMODATIONS

Explore visitguam.com to plan where to stay in Guam. Guam has a variety of hotels and other accommodations.



Si Yu'os Ma'åse'!

[Click here to take the Guam
Specialist Certification Evaluation](#)