# Report shows good numbers for Guam tourism

Buenas yan håfa adai! The Guam Visitors Bureau is pleased to announce the release of the 2016 Economic Impact of Tourism on Guam report available at [guamvisitorsbureau.com](http://guamvisitorsbureau.com/). The report is produced by Tourism Economics using the U.N. World Tourism Organization Tourism Satellite Account framework, which is the recommended tool for measuring tourism globally.

The report is typically conducted every five years. The last two reports were completed for 2010 and 2015. GVB found the insight provided by the report is essential, and decided to produce the report annually. By monitoring tourism’s economic impact, policymakers can make informed decisions regarding the funding and prioritization of tourism development.

To do this, tourism must be measured in the same categories as other economic sectors –  tax generation, employment, wages and gross domestic product.

However, tourism is not so easily measured, because it is not a single industry. It is a demand-side activity, which affects multiple sectors to various degrees. It spans nearly a dozen sectors including lodging, recreation, retail, real estate, air passenger transport, food and beverage, car rental, taxi services, and travel agents.

By the numbers

Here are some of the highlights in the report:

* 2016 was a banner year for tourism on Guam, with visitation surpassing 1.5 million visitors and visitor spending reaching $1.75 billion.
* Visitor spending grew 8.5 percent and was strongest at hotels and on food & beverages.
* Visitor spending supported $2.5 billion in business sales on Guam.
* Nearly 21,100 jobs, with associated income of $617 million, were sustained by visitors in 2016.
* These jobs represent 34 percent of total employment in 2016; one in three jobs on Guam is sustained by visitor spending.
* Including indirect and induced impacts, tourism on Guam generated $260 million in taxes in 2016.
* In the absence of the state and local taxes generated by tourism, each Guam household would need to pay $5,100 to maintain the current level of government services.

I’ll be the first to admit that economic data can be a bit boring, so our friends at Tourism Economics always try to add some “fun facts.”

For example, visitor spending of $1.75 billion means that, on average, more than $200,000 was spent by visitors on Guam every hour.

Here’s one more: each 737 that lands on Guam can bring about 180 people – enough to support two-and-a-half jobs on the island.

I’m not sure how fun these facts are, but the bottom line is that the report shows that tourism is growing and working for Guam.

We will be using the report’s data in our Tourism Talks presentations to organizations and schools. Our next talk is scheduled at George Washington High School this week to help the students understand Guam’s most important industry.

If your school or organization is interested in scheduling a presentation, call GVB or send us an e-mail.

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