



**KOSRAE VISITORS BUREAU**  
**AN AGENCY OF THE KOSRAE STATE GOVERNMENT**  
**“The Jewel of Micronesia”**

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**Kosrae Attended 2010 Guam Micronesia Island Fair:** Exhibiting of handicrafts, food demonstration, dance performances were some of the many activities presented by the Kosrae delegation to the Guam Micronesia Island Fair (GMIF) on October 12-18, 2010. The 20-plus member delegation from Kosrae was headed by Mr. Witson Phillip (Kosrae General Manager for FSMTC Kosrae Branch and Kosrae Export Council Chairman), with the First Lady Josepha Weillbacher, Chief Justice Alikxa and Senator Lipar George. KVB took advantage of more than eight different promotional activities in Guam during this one trip. Grant Ismael, the Administrator for KVB participated in the following activities during the GMIF weekend:

- Military travel fair for the Navy base on October 13, 2010 at the Top O’ the Mar restaurant.
- China Outbound Market symposium on October 14, 2010 at the Guam Hilton Resort.
- Guam’s Humanity’s Council event on October 14, 2010 at the Ypao Beach Park am phi theatre
- Military travel fair for the Air force base on October 14, 2010 at the Andersen Golf Course Club.
- Micronesia Divers Association travel fair at Outrigger Guam Resort on October 15, 2010.
- Micronesia Cruise Association Meeting at GVB conference room on October 16, 2010.
- Guam Micronesia Island Fair Kosrae booth from October 15 to 17, 2010 Ypao beach park
- PATA Micronesia Chapter (PATA 60<sup>th</sup> Anniversary) booth from October 15 to 17, 2010 at Ypao beach.

Tourism specialist, Mrs. Angie Raffilman, was also a delegate on this trip representing KVB to the many activities held during the GMIF weekend and to pass out information and sell handicrafts for the agency. Continental Micronesia offered discount travel for the event which was a very valuable contribution.

**The New Official KVB Website is now Live!** : On November 2010, KVB staffs finally were able to view the newly revamped website for the agency. Now available online at [www.kosrae.com](http://www.kosrae.com): a totally updated website that offers details about things to do and places to stay on Kosrae. The website offers the latest information about Kosrae's white sand beaches, amazing dive sites, fun events, interesting people and ancient history, diving, fishing, jungle hiking and cultural exploration for the diver and eco-traveler interested in visiting one of the Pacific's most unspoiled islands. The new Kosrae Visitors Bureau website includes information on facts about immigration, and customs. It also includes dive boat operators, fishing charters, hotels and home stays, and archeological ruins, as well as details on tours. "Our new website will tell travelers what they need to know about diving our amazing coral reefs or exploring our ancient Kosraean culture" said Grant Ismael, Administrator of the Kosrae Visitors Bureau. "There is so much to see and do."

**KVB Administrator Elected As PATA Micronesia Chapter Chairman For Next Two Years** : The PATA Micronesia Chapter Conference in Guam in December 2010 elected its new officers for the next two years. Nine private-sector members of PATA Micronesia Chapter were elected to the executive committee at the organization's tri-annual meeting hosted by the Guam Visitors Bureau from Dec. 1-3, 2010. Katrina Adams of Kosrae Village Resort, Dianne Collins of Micronesia Dive Association (MDA) Guam, Tina Esteves of Guam Hotel & Restaurant Association (GHRA), Casey Jeszenka of Small Business Development Center Guam Network, Jackie Marati of Bank of Guam, Jae Medina of Guam Publications Inc., Monty McDowell of Advance Management Inc. (Guam), Dr. John Salas of Solutions by Salas (Guam), and Sam Scott of Sam's Tours (Palau), were elected to the chapter's executive committee. The new committee members then joined National Tourism Organizations (NTOs) and Continental Airlines in selecting chapter officers. Incoming new Chairman Grant Ismael of the Kosrae Visitors Bureau, who accepted the position previously held by Darin DeLeon of Palau Visitors Authority, received overwhelming support. Medina was named vice chair, while Judy Torres of Marianas Visitors Authority was elected secretary, and Collins was named treasurer. Committee leadership was also chosen. Salas and Esteves to co-chair the Education Committee; Pilar Laguana of Guam Visitors Bureau and Don Evans of Yap Visitors Bureau will co-chair the Marketing Committee; and Lourdes Sanchez of Continental Airlines and McDowell will co-chair the Membership Committee.

**Continental Island Hopper Changed Flight Schedule For Kosrae in 2011** : Starting on January 5, 2011, unfortunately for us, a new revised Island Hopper schedule went into effect which decreases one flight from East and one from West. Continental Island Hopper from Guam now departs GUM at 0930 on Mondays and Fridays and arrive HNL at 0400. On Wednesdays, the Island Hopper departs GUM at 1030 and overfly KSA en route, arriving HNL at 0400. For the return, the Island Hopper now departs HNL at 0550 on Mondays, Wednesdays, and Fridays. The GUM arrival on Tuesdays and Saturdays will be at 1626, while the Thursday GUM arrival will be at 1506. KVB noted that the change in schedule will reduce number of incoming visitors for the year by at least 10% or more. "It is unfortunate with this turn of events as we've been enjoying a steady growth reaching numbers before the drastic decline of three years ago", said our Administrator, Grant Ismael. "These changes are attributed mostly to the world recession causing cuts in services and workforce worldwide. One of the main factors for the decrease was based on downward trend of the number of travelers originating out of Kosrae, especially from the local population. The population being reduced in size simply cannot produce a high yield in number of travelers originating from Kosrae. This time three years ago, up to 20 passengers get on the flight but now it is less than 10 passengers per flight out of Kosrae", he added. KVB will continue to

work with the State Government, National Government and Continental airlines to find ways to counter this issue as quickly as they can.

## **Five Travel Professionals Visited Kosrae During 1<sup>st</sup> Quarter Of FY2011 (Oct to Dec) 2010 :**

Travel agents, travel journalists are just a few of the VIP's for tourism that visited the island recently. In addition to Ms. Nishijima of DMA Japan, we have Neil McNaughton from St. Olaf College in Minnesota who will start bringing college student study group tours to Kosrae annually. And also Julian Sachs from University of Washington marine science class who is also coordinating study groups annually to Kosrae. In addition, we have Dr. Steve Smith, PhD from Ocean Earth who's been consistently bringing in small dive groups every year for the past seven years for the Coral Monitoring project in partnership with Kosrae Village Ecolodges; and finally one of the successful stories of this past quarter was with Trapper Rudd and Paul Hanson's visit to Kosrae from October 5 to 15, 2010 in partnership with Kosrae Nautilus and Continental airline, and Buff Headwear USA and Kosrae Visitors Bureau. The reason for the visit was to explore the fly fishing potential of Kosrae's reef flats, mangrove forests and oceans, with the hope of sending US fly fisherman here. The activities they participated while in Kosrae included -

- Several days of Ocean Sea trolling for tuna off Tafunsak and Walung
- Fly fishing the mangrove channels of Utwe and the Finkol River
- Fly fishing the mangrove channel behind Nautilus Resort
- Fly fishing the mangrove edges of Lelu Harbor
- Night rod and reel fishing adjacent to the Mutunenea Bridge
- Early morning fly fishing at the Blue Hole near the causeway
- Fishing from Tadao Wakuk's outrigger canoe at Utwe

Mr. Trapper Rudd put together a 10 minute video that can be viewed at the following link <http://www.youtube.com/watch?v=3RN-dQLoDdc> Please note, that this movie has been viewed over 1,200 times since it was posted on October 23 2010. Trapper has a following of fly fishing enthusiasts, who subscribe to his "youtube" movies. Additionally, they mentioned Trapper and Paul's trip five times on their Face book pages at this link <http://www.facebook.com/BufInc> . The trip was a success, and Trapper and Paul left very enthusiastic about fly fishing here. Apart from that, they loved the island in general, and particularly the very friendly and helpful local people.

**Upcoming KVB FY2011 Projects :** This new fiscal year, KVB is looking at various community based tourism projects which includes funding of the Yela boardwalk, public roadside clean up campaigns, developing or improving other current visitor attractions. The agency is also continuing to conduct marketing and promotional projects such as a PR agency for the North American market, attend various tradeshow, regional and international conferences and tradeshow, Japan Rainbownesia project, and Internet and print advertisements. Last year we were successful in completing additional attractions to compliment the tourism industry community based projects such as the Sipyen waterfall boardwalk in Utwe, Japanese steps restoration in Sansrik, Olum hiking trail handrails and pathways project in Malem. The outcomes of these projects were very satisfactory. We want to focus on couple projects in Tafunsak this year to develop such as the Mutunte historical trail and the Yela boardwalk project.

**The New Micronesian Cruise Association :** The newly formed organization called the Micronesian Cruise Association was officially formulated during a meeting called by Guam Visitors Bureau in October 2010 during the GMIF week inviting government agencies of the regional tourist bureaus and the regional port authorities of each island to create a new association which will help foster economic development to the Micronesian region through the cruise ship industry. The goal of the group is to fami-

liarize itself with the cruise ship industry and to accumulate benefits for our islands' economies from this new initiative. Several presentations have been made at the most recent MCES meetings in Palau and Saipan and the leaders of the small island atolls such as Yap, Chuuk and Majuro were really interested in seeing small cruise ships visiting their outer islands. The proponents of this new association lead by Guam was positive that the cruise industry will be very interested in considering Micronesia as a new destination. The initial objectives of the newly formed organization are:

- To learn about the leisure cruise market and collaborate regionally in its development.
- To define the unique appeal of each island destination.
- To develop industry networking and productive relationships between island destinations and cruise companies.
- To develop a marketing and development strategy that harmonizes the region's regulatory environment, maritime security, and cost structure.
- To provide an opportunity for members to interact with cruise executives and maximize mutual benefits from cruise tourism.

**KVB Promotional Calendar For Year 2011** : KVB is currently and actively promoting Kosrae tourism industry in various tourist markets around the globe such as North America, Japan, Australia, Guam, Kwajalein, Asia and in FSM. These are targeted promotional activities and events planned for the upcoming year 2011:

Feb 7-11, '11	FSM Summit and FSMVB Board meeting Chuuk, ( <i>FSM</i> )
Apr-08-10 '11	North West Dive Show, (Tacoma, WA) ( <i>Kosrae Village Ecolodge</i> )
Apr 29 – Mar 3, '11	PATA-Mic 1 <sup>st</sup> Tri-Annual Chapter Meeting, Kosrae ( <i>Micronesia</i> )
Jun	Scuba Show 2011, Los Angeles-California ( <i>KVB</i> )
Jul	Australia Road Show in Cairns, Sydney, Melbourne ( <i>Micronesia</i> )
Aug	PATA-Mic 2 <sup>nd</sup> Tri-Annual Chapter Meeting, Majuro ( <i>Micronesia</i> )
Sep 8	Kosrae Liberation Celebration weeks
Sep	Kwajalein Travel Fair, CO KWAJ Onepass Travel Fair
Oct	JATA World Tourism Travel Fair, Tokyo-Japan ( <i>Micronesia</i> )
Oct	(GMIF) Guam Micronesia Island Fair, Guam ( <i>Micronesia</i> )
Oct	(MWR) Guam Navy Travel Fair, Guam ( <i>Micronesia</i> )
Oct	ITT Andersen Air Force Travel Fair, Guam ( <i>Micronesia</i> )
Dec	PATA-Mic 3 <sup>rd</sup> Tri-Annual Chapter Meeting ( <i>Guam</i> ) <i>Micronesia</i>
TBA	Micronesian Chief Executive Summit (Location to be announced)

**PR Activities In The North American Tourist Market In 2010** : Tourism blogs, destination marketing, travel journalists program are just a few of the hot new activities being talked about, tested and developed by the Kosrae Visitors Bureau and the Placemaking Group, an award winning PR agency out of Oakland, CA, representing Kosrae in the North American market, to target focused groups and leisure travelers of US regions. Last year individual blogs about Kosrae reached an unprecedented number of more than 180 different blogs appeared in more than 100 different sites reaching more than half a million people. The Kosrae Visitors Bureau press media visits generated more than 5 different story placements in magazines and newspapers across America, not to mention the press releases and social networking promotions in Facebook and Twitter. At the moment the Kosrae Facebook page is liked by more than 150 Likes and Twitter with more than 90 followers. The value of advertisements generated by all of these PR activities is altogether totaled at \$1 million US dollars. This kind of achievements could

not be possible without the support of the Kosrae State Governor's office and continued funding from OIA and the Compact sector grants which are being put to good use.

**Problems Facing Tourism Statistics :** KVB has not been able to receive tourism statistics from the national office of Statistics for 2009 and 2010, a total of two years. The problem with lack of manpower at the division of statistics at the national level in addition to the urgent priorities to complete the 2010 census report had cause this delay in statistical distribution while the tourism operators and tourism offices of each state drastically need it. In addition, the very important needs of the regional tourism organization such as PATA Micronesia need to use these stats for various purposes remain unresolved. The Kosrae Visitors Bureau is currently trying to work directly with the national Immigration office, other state tourism offices to seek ways to address this problem. According to FSMVB which is in charge of the national tourism office, they are still waiting to hear from SBOC regarding this issue, however, SBOC had informed them to work directly with FSM Immigration to resolve this issue. Hopefully, we will not have to wait until another year goes by.

## Can You Identify This Photo? Text, Email Or, Call To Win!!!!!!!!!!!!



Hint: Its somewhere in Kosrae.

Here are the contest rules:

First person to text this number 970-6631 or email [kosrae@mail.fm](mailto:kosrae@mail.fm) or call 370-2228 will win a free gift. If you are using text, your gift will be valuable than email and call, if you email it will more valuable than calling.

**So come on, we want to hear from you soon!!!!!!!!!!!!**

## Kosrae Visitors Bureau ANNOUNCEMENTS (Mark Your Calendar).

**Kosrae Roadside Clean up Campaign:** KVB is planning another roadside clean up campaign for first quarter of calendar year 2011. The clean up campaign will be similar to the one last year on September 3, 2010. The support from Department of Transportation and Infrastructure couldn't be more valuable as without them the trash would not be collected and huge lumps they were. Also appreciations to the Division of Public Safety for the contribution in prisoners manpower and collecting of trash. Credits have be given to KCSO for donating garbage bags and vehicle support, JICA FSM office for contribution of drinking bottle of water and trash bags, office of Sanitation and KIRMA. Also, the campaign was very successful with the participation of the community groups and Otta who lined the road from early morning to finish time in the afternoon. We would like to thank all the Mayors for their partnership and contribution which allowed us to work in the towns and of course the officers of each Otta's. It couldn't be more successful as we estimated more than a thousand people participated in the campaign. But as in any events, there are still few minor things to improve upon for the future. Last year not all trash bags distributed were used for collection of trash but instead it was taken home to be used for collecting recyclable aluminum cans and recyclable plastic bottles. This year, KVB kindly ask that all par-

ticipants use the trash bags accordingly to the job at hand. Together we can successfully eradicate trash on Kosrae forever and ever!!

**KVB & Senior Citizen Culture Fair:** KVB is planning to organize a handicraft demonstration and fair for Senior citizens on March 17, 2011. Anyone interested to learn our traditional culture and try out some of the food and handicrafts are encouraged to come and buy some of the local food and handicrafts they are making. We will have our event on March 17, 2011 starting at 11:30 AM to 3:00 PM.

**KVB Training Schedule For The Tourism Industry 2011:** KVB is now formulating a plan to carry out two separate workshops this year for following trainings: 1) First Aid CPR for Tour Guide, 2) Customer service training. If you are interested, please contact KVB during office hours or await the official announcements. The trainings are slated for April and July 2011.

**PATA EDIT Program Training In Hawaii:** We are pleased to announce that the 2011 EDIT Scholarship Program is now open for applications. The 33rd Executive Development Institute for Tourism (EDIT) program will take place at the School of Travel Industry Management (TIM), University of Hawaii, at Manoa in Honolulu, Hawaii, on July 11-22, 2011. The PATA Foundation is offering one scholarship for this program; this is valued at US\$5,000 and covers registration, tuition fees, and partial support for accommodation and subsistence expenses. In addition, one partial scholarship – to the value of US\$2,500 - is also kindly offered by the Jerome A Keller Memorial Fund. To be eligible to apply for either scholarship, the requesting organization must be a PATA member in good standing, and the proposed candidate should hold an executive position in the same. For information about the PATA scholarships, please contact [edit@PATA.org](mailto:edit@PATA.org); to enquire about the EDIT program, please contact the TIM school assistant director, Ms. Rachel Soma at [rsoma@hawaii.edu](mailto:rsoma@hawaii.edu)