KLARA M

RFP Title:

Tourism Destination CRM, CMS & Website Services

RFP Number:

GVB RFP NO. 2025-012

Prepared for :

Regine Biscoe Lee
President and CEO
Guam Visitor's Bureau

Prepared by :

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Confidential RFP Document

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Régine Biscoe Lee
President and CEO
Guam Visitors Bureau
401 Pale San Vitores Road
Tumon, Guam 96913

August 13, 2025
Dear Ms. Régine Biscoe Lee,

On behalf of **KLARA M**, we are pleased to submit our proposal in response to **GVB's RFP 2025-012** for the development of a modern, secure, and fully integrated website and digital experience platform. This project represents a transformative opportunity not only to modernize Guam's digital tourism presence, but to position Guam as a forward-thinking, user-first destination that meets the expectations of global travelers and strategic partners alike.

We brings together a synergistic team of digital marketers, content creators, and website developers, forming a highly effective talent pool strategically positioned to deliver results. Our unique value lies in combining local insight with global standards — blending user-centric design, modern infrastructure, and meaningful storytelling to help Guam shine on the international stage. We have assembled a highly capable team of professionals for this project, including deep technical experience in enterprise-level CRM/CMS development, as well as unmatched creative and visual storytelling capabilities.

Having worked with government agencies, hospitality brands, and international partners, our agency understands the complexities of multi-stakeholder coordination, content management at scale, and the critical importance of user experience, accessibility, and multilingual support. Our submission includes a detailed technical strategy, scope response, and timeline for execution, along with a clear vision for building a robust, dynamic, and scalable system that GVB can grow with over time.

We appreciate this opportunity to support the Guam Visitors Bureau and contribute meaningfully to the future of our island's tourism economy. We are confident in our ability to deliver a digital platform that reflects the spirit of Guam and drives real-world engagement. We look forward to the possibility of working together.

Dong Won Lee, President | KLARA M

TABLE OF CONTENT

KLARA M is a full-service digital marketing and web development agency based in Guam, uniquely positioned at the intersection of creativity, technology, and strategy. Our agency brings together a high-performing team of digital marketers, content creators, software engineers, and project managers — all working collaboratively under one vision: to build meaningful, effective digital platforms that deliver measurable results.

At the core of our web development capabilities is Jordan Elizaga, a seasoned software engineer and technology leader with extensive experience in enterprise platform development, systems architecture, and cloud infrastructure. His past roles include engineering leadership at Indeed, application development at Honeywell, and full-stack engineering at fintech startup MAXEX.

On the creative, design and strategy side, KLARA M is led by Dong Won Lee, an experienced marketing strategist, creative director, and entrepreneur. With nearly a decade of experience leading brand development, content production, and digital campaigns for clients across government, hospitality, construction, and education, Dong brings a strong understanding of Guam's unique market and tourism landscape.

Together, our integrated team offers a complete solution — from front-end design and user experience to backend infrastructure, CRM/CMS configuration, data migration, content strategy, and stakeholder support. We understand the operational, cultural, and technical requirements of building a high-impact tourism platform that will serve GVB, its partners, and global travelers.

Our collective experience includes working with:

- Government agencies and public institutions
- Tourism and hospitality organizations
- Cross-sector projects in education, infrastructure, and technology

What sets our team apart is our ability to deliver both the technical foundation and the creative storytelling necessary to make Guam's tourism experience digitally accessible, engaging, and future-ready. From multilingual user interfaces and dynamic partner portals to CRM integration and custom content development, KLARA M is fully equipped to meet GVB's digital initiatives.

KEY PERSONNEL

DONG WON LEE
President and General Manager

Dong Won Lee is the President and General Manager of KLARA M, overseeing strategy, creative direction, and overall project execution. With nearly a decade of experience in digital marketing, brand development, and content production, he has led campaigns and built digital infrastructure for clients across government, tourism, hospitality, and education. His leadership blends creative vision with technical understanding, ensuring cohesive delivery across all aspects of the project.

JORDAN ELIZAGA
Chief Technology Officer

Jordan Elizaga is the lead software engineer and technical architect for this project, with over a decade of experience in platform development, full-stack engineering, and cloud infrastructure. He has led major projects at global companies including Indeed, Honeywell, and fintech startup MAXEX. As CTO of Guahan Software Services, he specializes in scalable architecture, secure backend systems, and CRM/CMS integrations.

LAURYN FERNANDEZ
Creative Director and Lead Content Creator

Lauryn leads the creative vision and execution of all content initiatives. She is responsible for the full production lifecycle — from pre-production planning to post-production editing — including photography, videography, and visual asset design.

JAVIER GARRIDO

Drone Pilot and Content Creator

Javier is KLARA M's licensed drone pilot and aerial content specialist. He manages all drone operations in compliance with FAA regulations and supports content creation through aerial cinematography and supplemental visual production.

JOHNNY ROSARIO

Digital Marketing Manager

Johnny manages the strategic implementation of digital campaigns, including social media advertising, brand messaging, and copywriting. He also provides logistical support to the content team, ensuring alignment between production, publishing, and campaign delivery.

EXECUTIVE SUMMARY

KLARA M proposes a complete redesign and modernization of the Guam Visitors Bureau's global digital ecosystem—delivering five dedicated, fully managed regional websites, an enterprise-grade CMS, and a fully integrated CRM platform that supports both visitor engagement and GVB's internal operations. Our solution will unify all markets under a single, secure infrastructure, ensuring data consistency, operational efficiency, and the flexibility to launch new campaigns and tools without disruption.

Each component is designed for scalability, interoperability, and measurable performance, providing GVB with the ability to adapt quickly to market trends, integrate emerging technologies, and optimize campaigns for maximum reach and impact. With this platform, GVB will be positioned to maintain a strong global presence, strengthen relationships with industry partners, and deliver an exceptional user experience to visitors, members, tour operators and agents, partners, and stakeholders alike.

SOW

KLARA M will design, develop, and deploy:

- Five dedicated regional websites (Japan, Korea, Taiwan, Philippines, and English) managed through a central CMS but with region-specific content, SEO, and analytics.
- Content development to support overall design, look and feel of each website in each region (photos, videos, graphic design).
- Enterprise-grade CMS capable of creating responsive microsites, landing pages, and campaign-specific content.
- Unified Repository and Integrated CRM with specialized modules for Sales, Membership, Consumer Engagement, Media & PR, Travel Trade, RFP Management, and FAM Tours—interoperable with third-party CRM platforms.
- AI-powered tools including multilingual chatbots, itinerary builder, smart mobile app, search engines, and personalized trip recommendation systems.
- Region-specific SEO strategies for each dedicated market to ensure high search visibility and culturally relevant keyword targeting.
- WCAG-compliant accessibility for inclusive experiences across all devices.
- Strict compliance with global digital privacy mandates, including GDPR, CCPA, PIPA, and LGPD.
- Ongoing hosting, analytics, SEO, and security monitoring with proactive performance optimization.
- Dynamic workflows and intuitive custom tooling empowering GVB admin and staff to rapidly create, deploy, and create microsites, manage sales pipelines, engage members, and coordinate familiarization tours—all from a centralized, intuitive interface.

WORK PLAN SUMMARY

We will deploy the solution using a modular microservices architecture hosted on a hybrid on-premise cloud infrastructure to ensure high availability, scalability, and security.

Phase 1: Discovery & Planning
- Technical assessment of current systems and integration points.
- Collaborative design sessions, prototyping, workshops with GVB stakeholders to define requirements, user flows, and content architecture.

Phase 2: CMS & CRM Development
- Build a centralized, enterprise-grade CMS for all five websites, enabling rapid content updates and microsite creation.
- Develop a powerful, modular CRM built on a single relational database and unified data repository, with clearly defined submodules that align to user workflows and functions—ensuring seamless cross-departmental data sharing, streamlined processes, and real-time reporting.
- Implement role-based access control (RBAC) for secure, modular administration.
- Design and implement a secure database infrastructure with advanced security measures to ensure robust privacy protection and safeguard sensitive data across all workflows and build tools.
- Create and manage all strategic visual content for the global websites (photos, videos, graphics).

Phase 3: AI & Digital Tools Integration

- Deploy AI-powered chatbots for 24/7 multilingual visitor support.
- Build an itinerary/trip planner, UGC aggregator, and interactive content modules.
- Integrate a smart mobile app for trip planning, digital passports, and push notifications.

Phase 4: Testing, Compliance & Optimization

- Ensure WCAG 2.1 AA accessibility compliance.
- Test cross-device and cross-browser responsiveness.
- Implement SEO and AI-search optimizations with E-E-A-T-aligned content structures.

Phase 5: Launch & Ongoing Support

- Provide a centralized, searchable knowledge base for static documents, training videos, and FAQs, integrated with AI-assisted search for instant, accurate answers.
- Migrate existing content and configure redirects for SEO continuity.
- Provide training for GVB teams, members, partners and stakeholders.
- Deliver ongoing hosting, maintenance, analytics, and security updates.

DETAILED WORK PLAN   KM

1. GLOBAL WEBSITES AND SECURE DOMAINS

Our approach begins with the creation of a secure, scalable, and globally consistent web platform designed to serve multilingual audiences with seamless responsiveness across all devices.

Global Websites for Multilingual Markets
We will deploy 5 dedicated regional websites, (English, Japan, Korea, Taiwan, and the Philippines) each tailored for its respective market while maintaining a unified core data repository and architecture. This ensures that regional sites have localized content, SEO optimization, and market-specific branding, without compromising on data consistency or operational efficiency.

To address data inconsistencies across platforms, one of the most common challenges in multi-site environments, , we will maintain a "single source of truth" through an integrated CRM and CMS repository. This centralized data hub eliminates multiple data silos and ensures that updates, media assets, and structured data are consistent across all regional sites. Our system will include:

- Cross-site change tracking and workflows — Any content change made on one site can be tracked, reviewed, and committed to other sites with proper localization workflows.
- Internationalization (i18n) workflows — Content will be easily adaptable for translation and cultural customization, ensuring efficiency while respecting market-specific needs.
- Market-specific SEO — Each site will follow region-specific SEO strategies to maximize visibility in local search engines and AI-powered search platforms.

Translations and Internationalization of Content across Global Websites

To ensure cultural and linguistic accuracy across all regional sites, we will directly source and contract professional translators from each target market (Japan, Korea, Taiwan, and the Philippines) who have proven expertise in the tourism industry. This guarantees that every translation not only conveys accurate information but also captures the tone, nuance, and appeal needed to engage travelers from each region.

Our translation process will be tightly integrated into the unified CMS-CRM system. When updates are made to the primary English site, the system will:

1. Auto-translate the content using advanced AI large language models (LLMs) for immediate synchronization across all language sites.
2. Flag changes and automatically notify designated translators and stakeholders for review.
3. Enable manual verification to ensure that AI-assisted translations are refined for cultural context, industry accuracy, and brand consistency.
4. Stage changes for approval, allowing GVB decision-makers to make the final sign-off before publishing.

This hybrid AI + manual workflow ensures speed, efficiency, and quality control, while giving GVB complete oversight of content accuracy and brand alignment across all global sites.
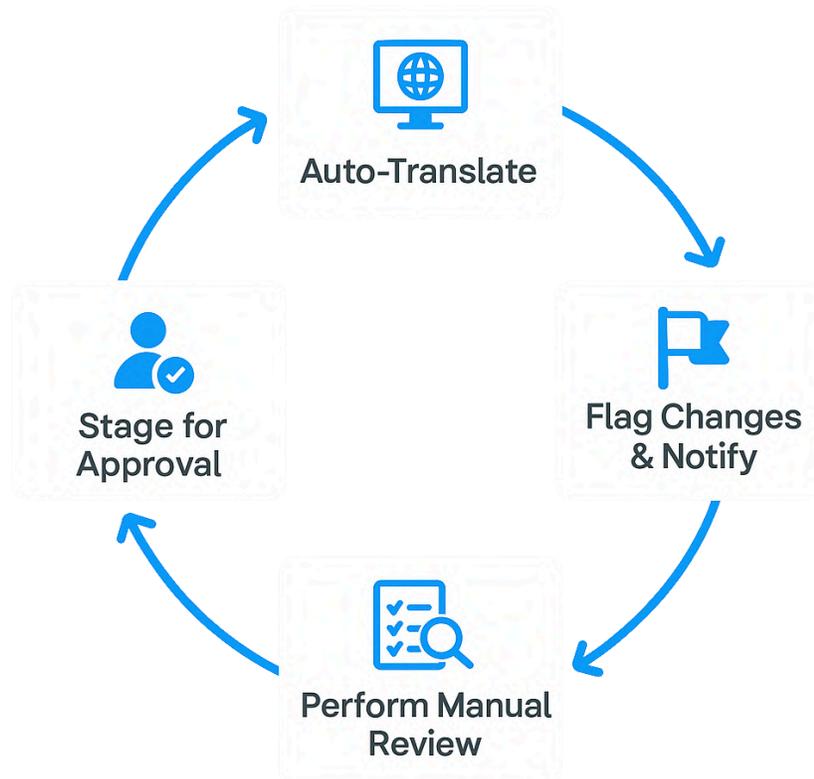
Secure Domains & Encryption
All websites will operate on secure, dedicated domains with SSL/TLS encryption to protect user data and ensure visitor trust. We will provision security through our DNS partner (e.g., Cloudflare), which provides:

- Automatic issuance and renewal of free, unshared, publicly trusted SSL certificates, including Subject Alternative Name (SAN) Certification for multi-domain coverage.
- DDoS protection and Web Application Firewall (WAF) for defense against cyberattacks.
- Content Delivery Network (CDN) integration for faster global performance and reduced latency.

2. FULLY INTEGRATED CONTENT MANAGEMENT SYSTEM (CMS)

At the core of the Guam Visitors Bureau's new digital ecosystem will be a centralized, enterprise-grade Content Management System (CMS) designed to manage multiple dedicated regional websites with ease, accuracy, and efficiency. This CMS will act as the operational command center for all web content, enabling GVB's team to update, localize, and publish information across its global sites in real time, without the need for developer intervention.

Unified Multi-Site Management
The CMS will be architected to power five dedicated, region-specific websites, (English, Japan, Korea, Taiwan, and the Philippines) each optimized for local language, SEO, and cultural nuances while maintaining GVB's core brand identity.

- Centralized control, localized freedom – GVB administrators will have full control over shared assets and global updates, while allowing regional teams to customize content for their markets.
- Single Source of Truth – All partner information, events, attractions, and resources will be stored in the unified CRM repository, eliminating data silos and providing a 360° view of all stakeholders while ensuring content consistency across every site.
- Automated content propagation – Updates made in one language or site can be flagged, translated, and pushed to other markets via an integrated translation workflow.

Content Authoring & Workflow
The CMS will include role-based access controls so different user groups—content creators, editors, and administrators—can perform tasks according to their permissions. Built-in workflows will streamline the editorial process:

- Draft creation, peer review, and approval pipelines
- Scheduled publishing for time-sensitive campaigns or announcements
- Content versioning for easy rollback and audit trails

Dynamic Content Modules
We will deploy modular, reusable content blocks so GVB can quickly build pages without technical coding:

- Dynamic event calendars with filters by category, location, or date
- Partner business listings with searchable categories and embedded maps
- Interactive trip itineraries and visitor guides
- Image and video galleries with AI-powered search and tagging
- UGC (User-Generated Content) galleries pulling approved content from social media

Multilingual & Localization Support
Rather than a simple translation plug-in, the CMS will natively support internationalization (i18n), enabling each market's site to have its own localized pages, navigation structure, and metadata.

- Market-specific SEO settings – Titles, meta descriptions, and keywords can be tailored per region for better search visibility.
- Localized media assets – Images, videos, and campaigns can be market-specific while still being tied to the global media library.

Integration & Scalability
The CMS will be built to integrate with:

- The unified CRM for partner, event, and membership data
- AI chatbot companion for real-time visitor engagement
- Smart app and itinerary builder for personalized trip planning
- External APIs for weather, flight data, booking engines, and industry feeds

This architecture will be scalable, ensuring that new microsites, landing pages, or future regional sites can be added without disruption to the core system.
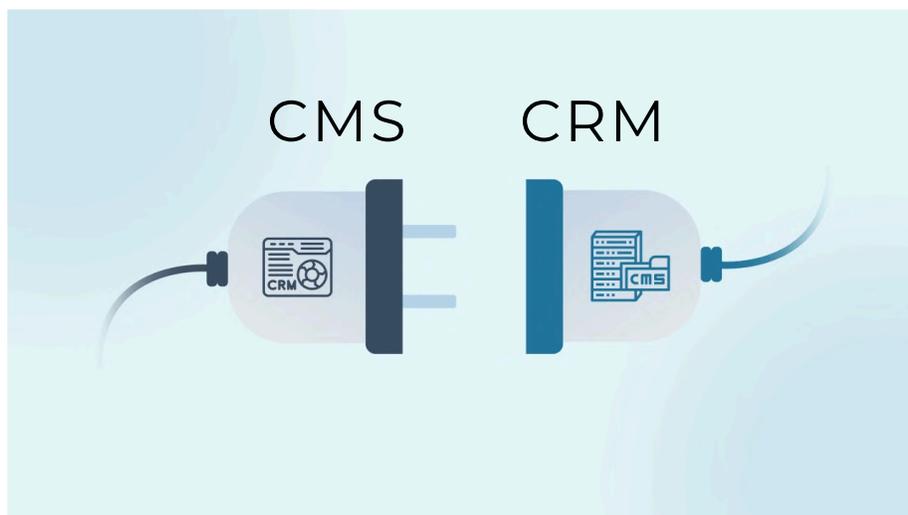
3. CUSTOMER RELATIONSHIP MANAGEMENT (CRM) INTEGRATION

KLARA M will design and implement a robust, fully integrated Customer Relationship Management (CRM) system tailored to the operational and strategic needs of the Guam Visitors Bureau. This system will become the central nervous system of GVB's digital ecosystem, linking all departments, stakeholders, and market-facing touchpoints into one secure, high-performance platform.

By consolidating data, streamlining workflows, and enabling advanced reporting, this CRM will allow GVB to:

- Manage relationships with visitors, prospects, members, partners, tour operators, travel agents, and media contacts from a single source of truth
- Coordinate seamlessly across departments without data silos
- Measure the impact of outreach, sales, and marketing activities in real time
- Deliver personalized, timely, and relevant communications to diverse audiences

This system will unify disparate datasets across multiple program areas into a highly structured, relational data environment, supporting seamless access, cross-departmental reporting, and future scalability.

All modules will be governed by a unified schema with central authentication, data integrity enforcement, and auditable change tracking. To support strategic decision-making, the platform will include custom dashboards and analytics layers, empowering stakeholders with real-time insights across verticals.

We propose a piece-by-piece migration from cloud-native applications to on-premise servers for the storage and processing of highly sensitive information, including personally identifiable information (PII) and other protected data. This hybrid architecture allows GVB to retain the flexibility and scalability of cloud infrastructure while applying enhanced privacy, compliance, and performance safeguards to mission-critical workloads.

As data sensitivity and regulatory requirements evolve, additional features and services may also migrate to bare-metal environments. This phased approach ensures careful planning, zero-downtime transitions, and granular cost control.

I. Core CRM Platform Capabilities (Cross-Departmental)

We propose to develop a unified CRM database that consolidates all contact types—businesses, media, consumers, members—into a single, structured system. Each profile will include:

- Demographics and segmentation tags (e.g., meeting planner, travel agent, journalist)
- Interaction history, preferences, and engagement metrics
- Linked records across modules (e.g., event participation, membership activity, lead status)

Our proposed CRM design ensures consistent, accurate, and up-to-date information across GVB's global ecosystem.
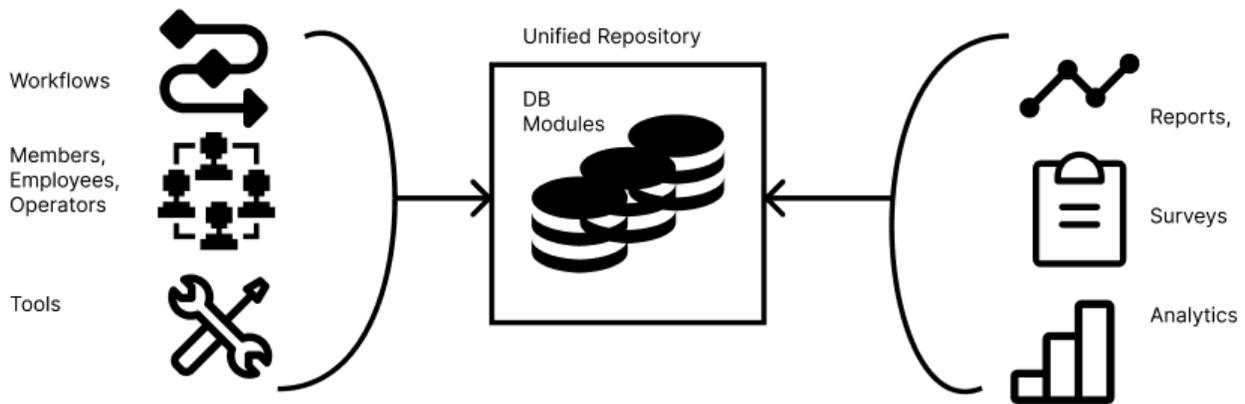
Core CRM Architecture - Key Benefits:
- Enhanced Data Ownership and Granular control through custom implementation with modern web standards ensuring interoperability, security, and precise management, sharing, and integration of data across systems.
- Hybrid cloud and on-premise deployments combine the scalability and accessibility of the cloud with the control and security of local infrastructure, minimizing exposure to multi-tenant vulnerabilities, enables advanced system hardening, and supports strict compliance with privacy regulations.
- Physical isolation of sensitive workloads ensures jurisdictional compliance and eliminates concerns over cross-border cloud storage.
- Regulatory Compliance: Supports GDPR, CCPA, LGPD, and future mandates through full control over access, retention, and audit trails.
- Improved Security Posture, Performance Optimization, Operational Flexibility
- Low-latency, high-throughput configuration avoids virtualization overhead, ideal for demanding data and client workflows.
- Hybrid model balances security, scalability, and cost-efficiency based on workload sensitivity.
- Unified contact repository encompassing individuals, organizations, businesses, media, consumers, and industry partners.

Unified Contact Repository & Elimination of Data Silos

All of this is designed to support a centralized, unified contact repository that eliminates data silos and enables a 360-degree view of all stakeholder relationships. By hosting all modules and services on a single, secure platform, and leveraging our expertise in integration architecture, we ensure seamless data flow, real-time access, and comprehensive visibility across the entire GVB ecosystem.
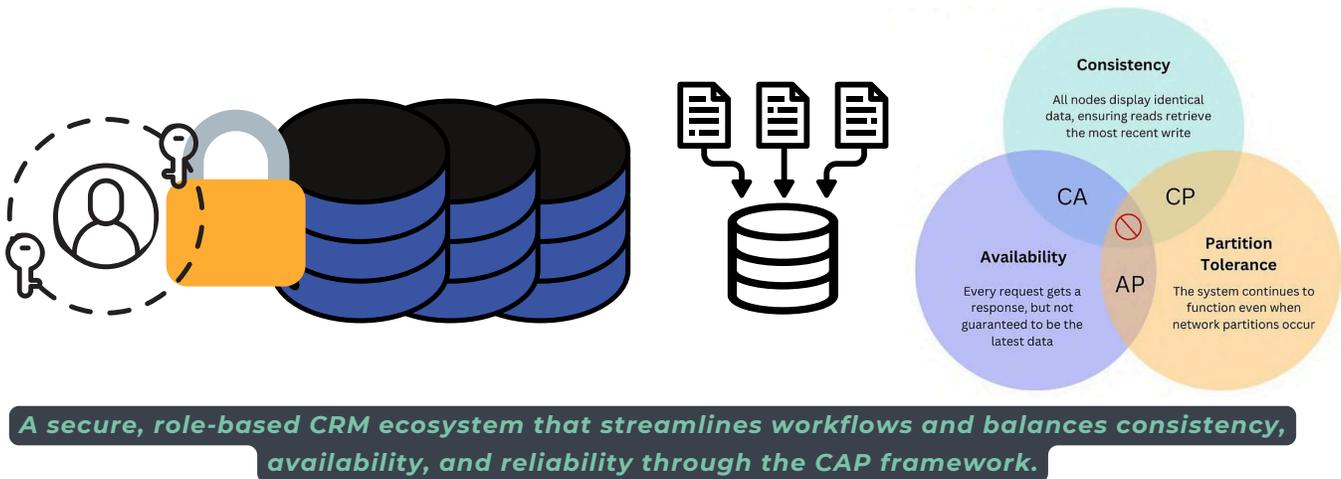
Centralized Database
Our system is centered around a centralized, unified contact repository, which consolidates and structures data across categories:

- Individuals
- Organizations
- Businesses
- Media Contacts
- Consumers
- Industry Partners & Stakeholders

Each entity will be linked to related records across modules (e.g., event participation, membership activity, lead status), creating a relational data network that enhances reporting, personalization, and outreach.

GVB staff will have role-based access to real-time, complete profiles across departments, supporting informed decisions across marketing, sales, PR, membership, and leadership.

We propose a phased implementation of a centralized, high-availability relational database to support GVB's multi-module platform.

A secure, role-based CRM ecosystem that streamlines workflows and balances consistency, availability, and reliability through the CAP framework.

Phase 1: Requirements Analysis & Schema Design
- Define data models for each module (Sales, Membership, Media, etc.)
- Conduct stakeholder interviews to identify role-based access needs
- Design a modular, normalized schema for performance and expansion
- Deliver architectural diagrams

Phase 2: Database Architecture & Environment Setup
- Deploy on secure cloud or hybrid environment with failover and DR
- Segment data based on sensitivity and user role
- Enable endpoint monitoring and secure supply chain practices
- Secure data hosting and disaster recovery through cloud and redundant server infrastructure.

Phase 3: Security & Access Control Implementation
- Authentication & Identity Management: OAuth 2.0/SAML + MFA
- Authorization: RBAC with principle of least privilege
- Data Protection: AES-256 at rest, TLS 1.3 in transit, masking for non-prod
- Auditing: Full audit trails, SIEM logging, and anomaly detection
- Vulnerability Protection: Parameterized queries, regular testing

Phase 4: Compliance & Regulatory Alignment
- Maintain GDPR/CCPA/LGPD/CASL compliance
- Support data access rights (export, deletion, rectification)
- Apply configurable retention policies
- Document lawful data-sharing and processing

Phase 5: Integrations & Interoperability
- Enable secure API integration with:
  - Google Analytics
  - Meta/Facebook, Twitter/X, and other platforms
  - Mailchimp, Salesforce, HubSpot
- Enforce API scopes, IP whitelisting, and usage monitoring

This phased plan ensures GVB's systems are secure by design, auditable, and compliant with both current and emerging data governance standards.

Enterprise-Grade Data Infrastructure
Built on a modular microservices architecture, our solution will leverage cloud-native technologies—such as AWS RDS, containerized services via Docker/Kubernetes, and secure RESTful APIs. In addition ion we propose a hybrid cloud-native and secure on-premise hosting, the CRM will deliver:

- High availability and low-latency performance
- Scalability for new modules or integrations
- Regulatory compliance with GDPR, CCPA, LGPD, and other global data privacy laws
- Physical isolation of sensitive workloads to meet jurisdictional requirements

Workflow Automation

Custom workflows will automate routine and multi-step processes—such as follow-ups, approvals, and task routing—reducing manual workloads and ensuring timely, consistent communication. Examples include:

- Automatic lead nurturing sequences for trade partners
- Triggered alerts for membership renewals
- Routing incoming inquiries to the right department

Reporting & Analytics

The CRM will include real-time dashboards and deep reporting capabilities to measure:

- Sales funnels and pipeline performance
- Partner and membership engagement
- Marketing campaign outcomes
- ROI from events, tours, and programs

Our platform will include robust, customizable reporting and visualization tools that deliver real-time insights into departmental performance, ROI, and key performance indicators (KPIs). Data visualization tools will make it easy to spot trends, identify opportunities, and act on insights quickly. Users will be able to generate detailed reports on sales pipelines, campaign effectiveness, membership growth, consumer engagement, and the performance of websites and digital channels. Integrated data visualization tools will make it easy to interpret trends, identify opportunities, and support data-driven decision-making across all GVB operations.

Security & Access Control

The platform will enforce role-based access control (RBAC) so staff can only view and edit data relevant to their role. Security features will include:

- AES-256 encryption at rest, TLS 1.3 encryption in transit
- Multi-factor authentication (MFA) for administrators
- Full audit trails for compliance and accountability
- Disaster recovery and backup protocols to maintain business continuity.
- Role-based access controls (RBAC) to ensure appropriate data visibility and functionality for different user roles and departments.
- Secure data hosting to protect sensitive information.
- Integration with popular marketing platforms including social media and Google Analytics for enhanced outreach and analytics.

This unified system combines robust encryption, strict role-based access controls, and multi-factor authentication to safeguard data while ensuring appropriate visibility and functionality across departments. Comprehensive audit trails, secure hosting, and disaster recovery protocols provide operational resilience, while seamless integration with leading marketing platforms such as social media and Google Analytics enhances outreach, engagement, and performance tracking.

II. Specific Departmental Modules

A. Meeting Sales Module
- Lead & Opportunity Tracking – Manage leads from inquiry to post-event follow-up, with full sales pipeline visibility
- Venue & Supplier Directory – Searchable database of venues and providers with availability, capacity, and contact info
- Site Visit Management – Plan and execute site inspections with itineraries, logistics, and feedback capture
- Post-Event ROI Reporting – Measure attendee numbers, room nights, and economic impact
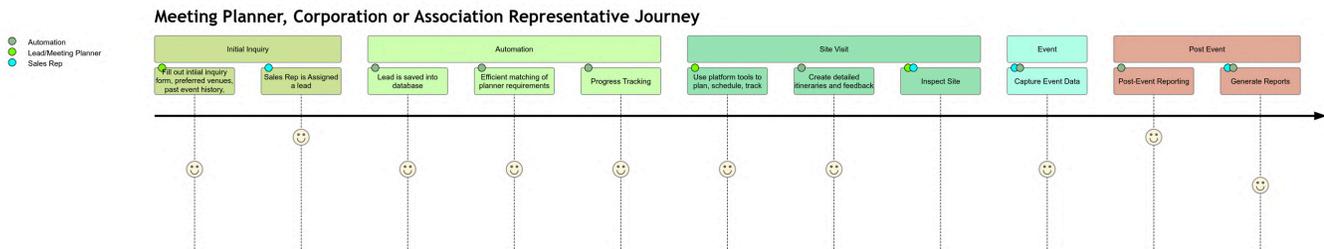
User Journey: This diagram shows the journey from initial inquiry to post-event reporting, supported by GVB's automated CRM workflows.

Our system will support:

- Detailed profiling of leads, including meeting planners, associations, and corporations
- Data fields for preferred venues, event history, attendee volumes, budgets, and more
- A pipeline-style interface to track leads from initial inquiry through event completion

We utilize a custom sales CRM solution that integrates seamlessly with industry-standard platforms such as HubSpot, Salesforce, or equivalent third-party base CRM providers, based on the client's existing ecosystem or preferred stack.

Our system supports comprehensive tracking of meeting and convention leads, from initial inquiry through to booking confirmation, with robust capabilities for post-event follow-up and ROI analysis. All lead data is centralized in a unified dashboard, enabling clear visibility across all stages of the sales journey.

The centralized lead management dashboard includes role-based access controls to maintain security and operational clarity. Administrative users or those with custom permissions can assign leads to individual sales representatives. Once a lead is assigned, the system automatically monitors its progression through defined sales stages, updating status and timelines in real-time.

In addition, the CRM supports automated and on-demand reporting, allowing stakeholders to generate detailed reports filtered by date, representative, sales stage, or outcome. These insights empower GVB to optimize its sales pipeline and make informed decisions backed by data.
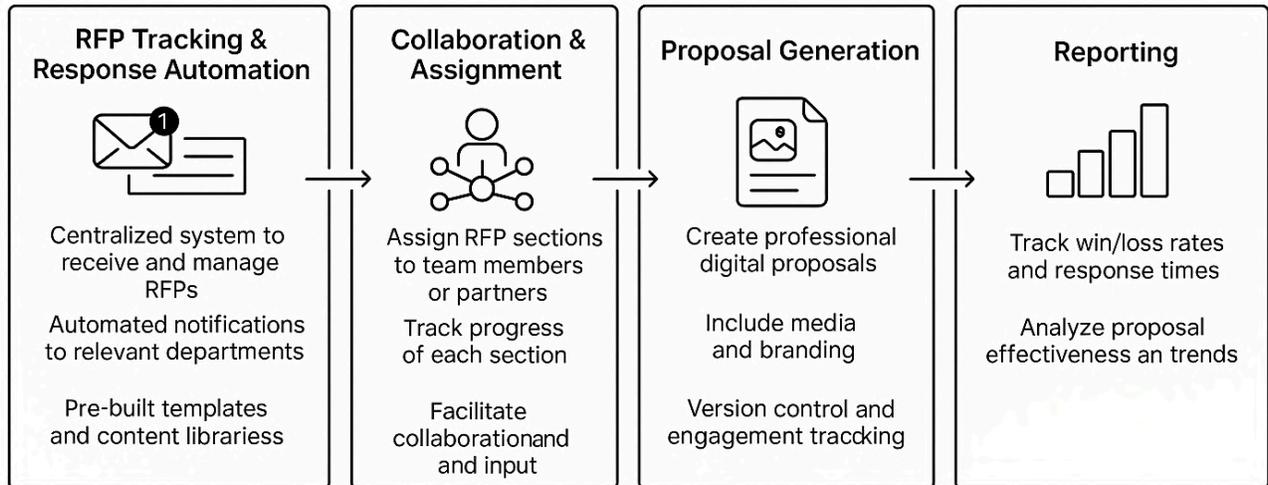
This streamlined process ensures every inquiry is efficiently routed to the right representative and progressed without delays
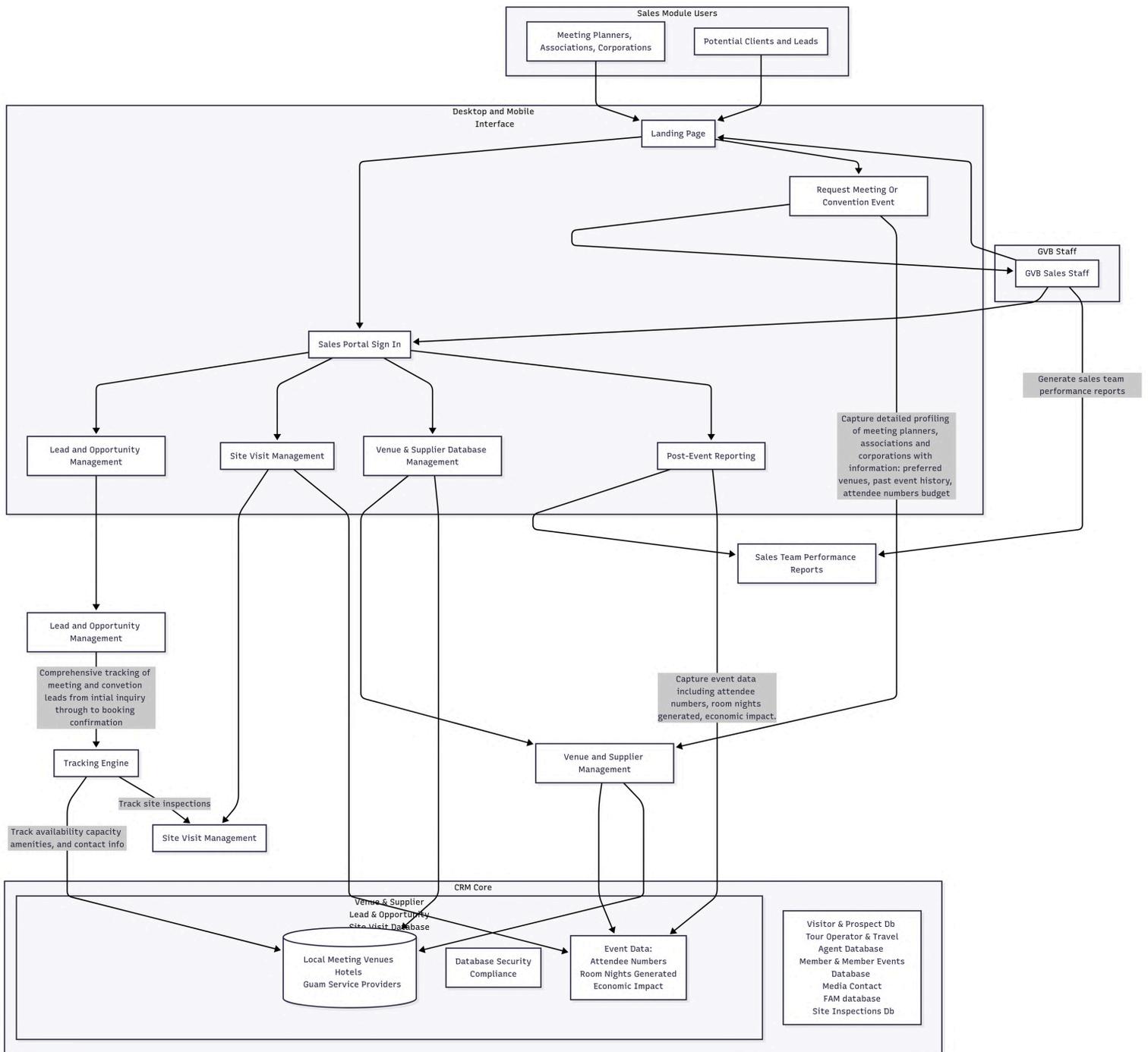
Sales Flowchart: This is a flowchart design diagram of how meeting planners, associations, or organization representatives submit event requests, with their data automatically stored in our lead generation database. GVB sales staff can access this database, along with the venue and supplier database, to assign leads to sales representatives, track progress through defined sales stages, coordinate site visits and itineraries, and manage post-event survey reporting and return on investment (ROI) analysis.

B. RFP Management Module

- RFP Tracking & Response Automation – Centralized logging, assignment, and progress monitoring
- Collaboration Tools – Assign proposal sections internally or to vendors
- Proposal Generation – Branded, multimedia-rich proposals with engagement tracking
- Performance Analytics – Monitor response rates, turnaround times, and win ratios

RFP Tracking & Response Automation	Collaboration & Assignment	Proposal Generation	Reporting
Centralized system to receive and manage RFPs	Assign RFP sections to team members or partners	Create professional digital proposals	Track win/loss rates and response times
Automated notifications to relevant departments	Track progress of each section	Include media and branding	Analyze proposal effectiveness an trends
Pre-built templates and content librariess	Facilitate collaborationand and input	Version control and engagement traccking	

RFP Process Visualization: A visualization depicting an integrated RFP management system that streamlines intake, collaboration, proposal creation, and reporting.

RFP Tracking & Response Automation

Our system centralizes the intake and tracking of all incoming Requests for Proposals (RFPs) from meeting planners and tour operators. Automated alerts ensure timely acknowledgment and routing to appropriate team members. We will build a notification system and integrated workflows within our platform to ensure the timely delivery of communications, with support for templated responses and pre-populated content to accelerate turnaround while maintaining quality, consistency, and compliance.

Collaboration & Assignment

Tasks within each RFP can be delegated to internal staff or external partners, with role-based access and progress tracking built in. Collaborative tools enable multiple contributors to work simultaneously, ensuring smooth coordination and timely delivery of complex submissions.
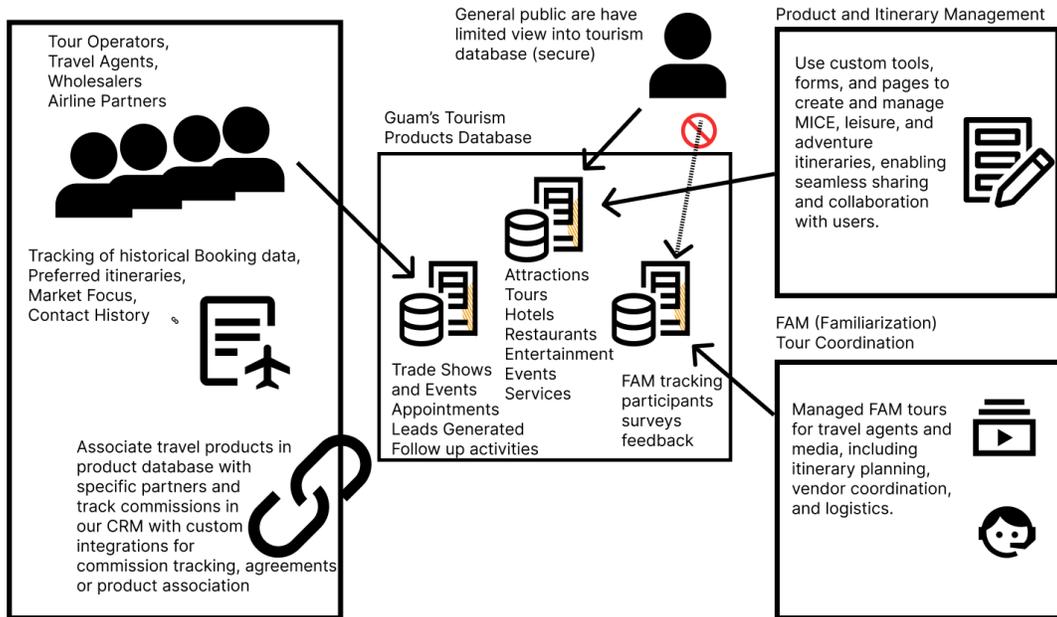
Proposal Generation

We offer branded, customizable proposal templates that support rich media, dynamic content insertion, and version control. This enables the rapid creation of compelling, professional proposals that reflect Guam's unique value proposition across diverse audiences.

Reporting

Our system generates detailed reports on RFP outcomes, including win/loss analysis, response times, and source trends. These insights inform future strategy, optimize team performance, and ensure continuous improvement in the bid process.

C. Tour, Travel & Trade Module

- Partner Database – Detailed records for travel agents, airlines, wholesalers, operators, segmented by region
- Tourism Product Database – Hotels, restaurants, attractions, and tours with structured categorization
- Itinerary Builder – Customizable itineraries tied to partner availability and preferences
- Trade Show & FAM Tools – Logistics, appointments, and follow-ups for roadshows and familiarization tours


Tour Operators, Travel Agents, Wholesalers Airline Partners

Tracking of historical Booking data, Preferred itineraries, Market Focus, Contact History

Associate travel products in product database with specific partners and track commissions in our CRM with custom integrations for commission tracking, agreements or product association

General public are have limited view into tourism database (secure)

Guam's Tourism Products Database

Trade Shows and Events Appointments Leads Generated Follow up activities

Attractions Tours Hotels Restaurants Entertainment Events Services

FAM tracking participants surveys feedback

Product and Itinerary Management

Use custom tools, forms, and pages to create and manage MICE, leisure, and adventure itineraries, enabling seamless sharing and collaboration with users.

FAM (Familiarization) Tour Coordination

Managed FAM tours for travel agents and media, including itinerary planning, vendor coordination, and logistics.

Tour, Travel and Trade System Visualization: Secure tourism CRM linking partners to our centralized unified CRM platform and database with booking history, market focus, commissions, and FAM tour coordination.

Our system enables end-to-end management of Familiarization (FAM) tours for travel agents, media representatives, influencers, and key trade partners. This module streamlines the planning, execution, and follow-up of FAM-related activities, empowering GVB to professionally showcase Guam's tourism offerings to targeted markets.

Key Features Include:

- Participant Database & Profiling
  - Implement a form workflow capturing all GVB member profiles (hotels, tour operators, etc.)
  - Track membership tiers, join and renewal dates, benefits utilized, and payment history.
  - Integrate automated validation and sync workflows to keep GVB member data accurate, current, and accessible in real time.
- Maintain comprehensive profiles of FAM participants, including professional background, market segment, media reach or agency affiliation, dietary requirements, travel documentation, and participation history. Profiles are easily searchable and categorized by target markets (e.g., Japan, Korea, North America).
- Tour Planning & Logistics Management
  - Coordinate multi-day itineraries with integrated scheduling for accommodations, site visits, transportation, dining, and activities. Collaboration tools enable seamless coordination with DMCs, hotels, restaurants, and other vendors. A centralized logistics dashboard supports day-by-day planning, task assignments, and real-time updates.
- Communication & Document Management
  - Automate participant communications, including confirmations, welcome materials, travel checklists, and itineraries. Securely manage critical documents such as passports, waivers, and consent forms, with optional integration of e-signature functionality for efficient collection and compliance.
  - Utilize check-in features to log real-time attendance and itinerary changes. Capture on-site feedback, flag logistical issues, and reduce reliance on manual tracking systems.
- Post-FAM Feedback & Reporting
  - Deploy customizable post-tour surveys to gather participant feedback. Responses are linked to participant profiles for easy access and analysis. Built-in analytics tools provide visual reporting to assess engagement, satisfaction, and tour effectiveness.
  - Performance Tracking & ROI Evaluation
  - Monitor the long-term impact of each FAM tour by tracking media coverage, bookings, and trade referrals. Outcomes can be associated with specific products, locations, or vendor partners, allowing GVB to evaluate return on investment and continuously improve future programming.
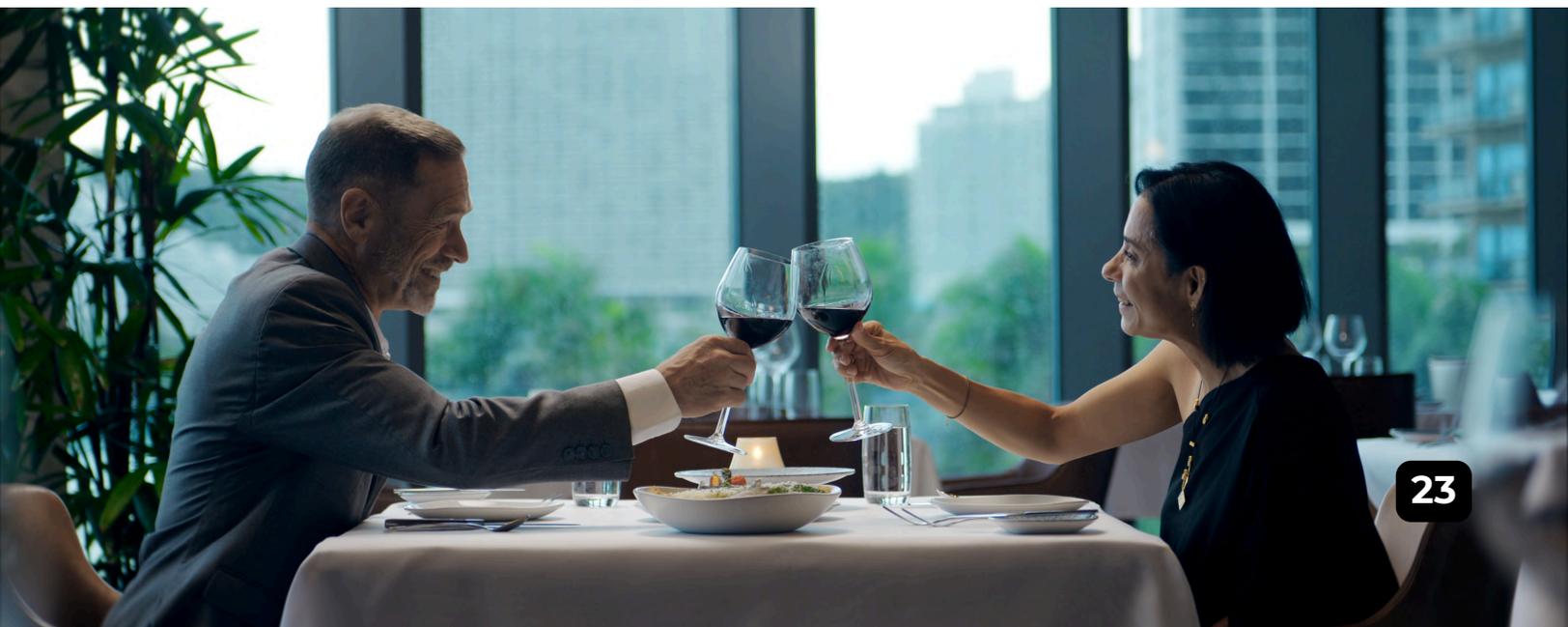
D. Membership Management Module

- Member Profiles & Tiers – Track membership status, renewals, benefits, and payments
- Self-Service Portal – Members update profiles, pay dues, and view communications securely
- Event & Communication Tools – Targeted updates, invitations, and RSVPs with engagement tracking
- Benefit Utilization Tracking – Measure which benefits are most used to inform future offerings
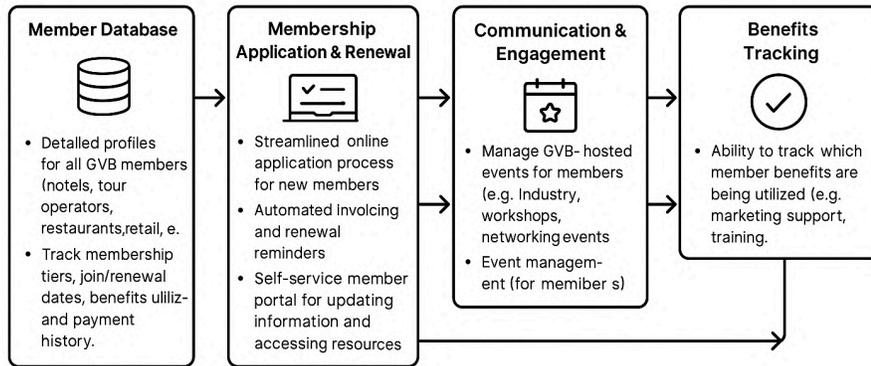
Membership Management Module Visualization: This visualization depicts a centralized Membership Management Module that streamlines the full lifecycle of GVB membership—from application and renewal to benefit tracking and engagement—enhancing communication, transparency, and collaboration across all tourism industry sectors.

We propose the development of a comprehensive Membership Management Module that enables Guam Visitors Bureau (GVB) to efficiently oversee and engage its member organizations across all sectors of the tourism industry. This system will support the full membership lifecycle—from application and renewal to benefits administration and event participation—while enhancing communication, transparency, and collaboration between GVB and its member base.

Key Features Include:

Member Database & Profiling
We will implement a centralized, searchable database to maintain detailed profiles of all GVB members, including hotels, tour operators, restaurants, attractions, retailers, and service providers. Each profile will store information such as membership tier, contact details, application and renewal history, payment status, benefits utilization, and participation in GVB-led programs. Custom tagging and segmentation tools will allow GVB to target communications, filter reporting, and deliver member-specific insights.

Membership Application & Renewal
The proposed solution includes a fully digital application process for onboarding new members, with automated workflows for application review, invoicing, and secure payment processing. Renewal reminders will be sent automatically ahead of membership expiration dates. Members will have access to a secure self-service portal (Extranet) for updating contact details, uploading required documents, and accessing exclusive GVB resources.

Communication & Engagement Tools
Our platform will enable GVB to deliver targeted communications to members based on tier, sector, or region. This includes industry updates, event invitations, promotional alerts, and custom messaging aligned with strategic initiatives. Member interaction with these communications will be tracked to assess engagement levels and inform future outreach.

Event Management for Members
We will provide a robust event management interface for coordinating GVB-hosted member events such as educational workshops, industry briefings, and networking sessions. Features will include event registration, automated confirmations, attendance tracking, and post-event survey distribution to collect feedback and evaluate member satisfaction.

Benefits Tracking & ROI Evaluation
The system will track which specific member benefits are being accessed—such as marketing support, training opportunities, GVB website listings, and participation in co-op campaigns. Benefit utilization data will be logged by member and timestamped to allow GVB to measure program reach, identify underutilized offerings, and refine benefit strategies. A reporting dashboard with visual analytics will support ongoing evaluation and demonstrate the value of membership to stakeholders.

E. Consumer Management Module
- Visitor Profiles – Aggregate data from forms, events, social media, and campaigns
- Lead Nurturing – Segment by behavior and trigger personalized communications
- Support Tools – Inquiry tracking, ticketing, and searchable knowledge base
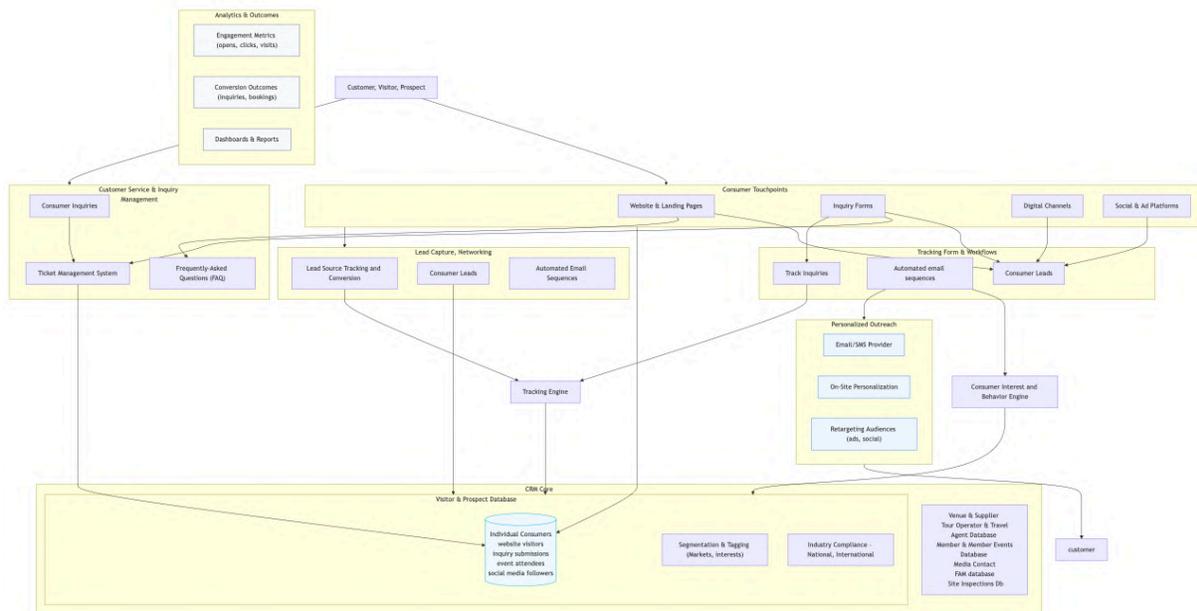
Consumer Management Flowchart: User Story, Management, Tracking, and Database Integration. O**n the next page, you'll see a design breakdown.**

Our system supports end-to-end management of individual consumer relationships by centralizing visitor data, automating lead nurturing, and streamlining customer service interactions. This module empowers GVB to better understand and engage with its global audience, driving personalized outreach, higher conversion rates, and more meaningful consumer connections.

Key Features Include:

Visitor & Prospect Database
Maintain a centralized, structured database of individual consumers who have interacted with GVB through various channels, including website visits, inquiry forms, event participation, and social media engagement. Each profile captures relevant demographic information, travel preferences, engagement history, and interest areas. The database supports market segmentation and tagging, enabling precise targeting and content personalization.

Lead Capture & Nurturing
Integrate seamlessly with website forms, social platforms, and digital campaigns to automatically capture consumer leads. Utilize behavior-driven workflows to deliver personalized content and email sequences based on consumer interests and actions. The system tracks lead sources, engagement metrics, and conversion outcomes, enabling marketing teams to refine outreach strategies and prioritize high-quality leads.

Customer Service & Inquiry Management
Streamline the intake and resolution of consumer inquiries submitted via email, phone, web chat, or other digital channels. A centralized support ticketing system tracks the status of all inquiries from receipt to resolution, while a searchable knowledge base ensures quick responses to frequently asked questions. This functionality enhances responsiveness, ensures consistency across channels, and reduces administrative workload.

Performance Tracking & Engagement Analytics
Built-in analytics dashboards provide visibility into engagement trends, content performance, lead conversion, and support response times. Data can be filtered by market, campaign, or consumer segment, supporting continuous optimization of outreach efforts and service delivery. Metrics are available in both visual and exportable formats for use in reporting and strategic planning.
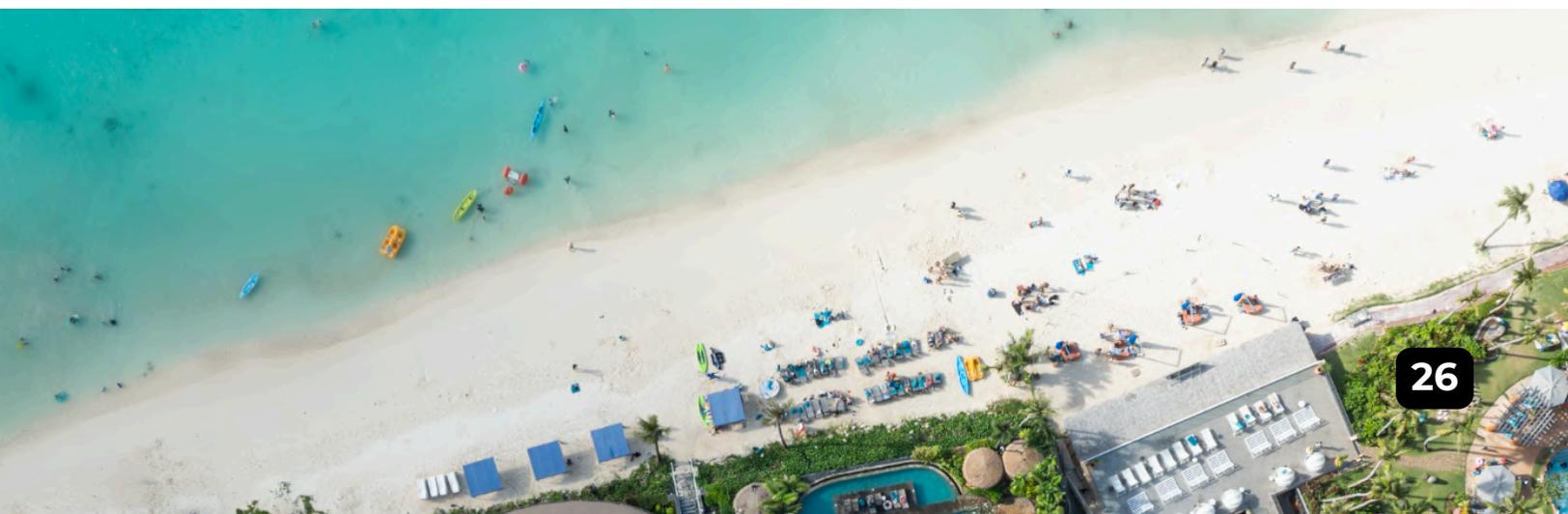
This flowchart illustrates how consumers, visitors, and prospects engage with GVB's digital ecosystem through various touchpoints, including websites, inquiry forms, social media, and other online channels.
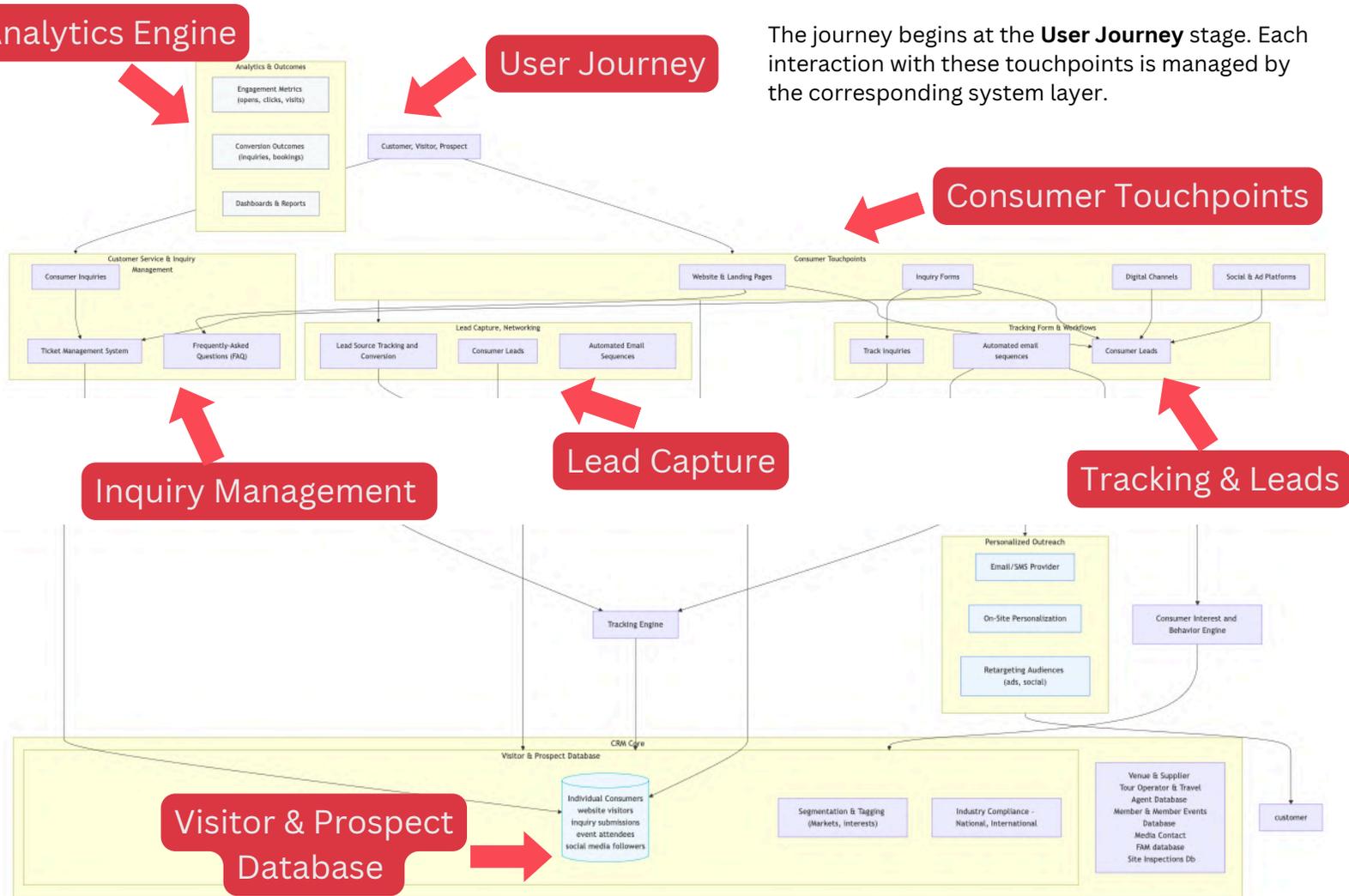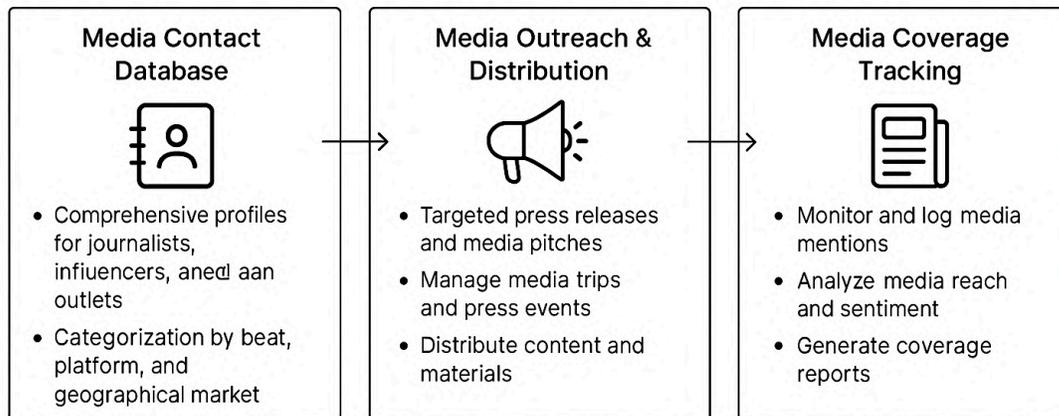
The journey begins at the **User Journey** stage. Each interaction with these touchpoints is managed by the corresponding system layer.

For example, when a user signs up as a prospect via an inquiry form, their details are stored in the Visitor & Prospect Database. From there, captured leads are processed through the sales management module. If the user submits additional inquiries, these are linked to their original profile, ensuring all interactions are tracked seamlessly over time. Tracking is also handled via a Tracking Engine that runs automation and integrations directly with the visitor database. This approach provides a complete view of each individual's engagement, enabling more targeted communication and improved conversion potential.

F. Media & Public Relations Module
- Media CRM – Records of journalists, influencers, and creators with tags for beat, region, and interests
- Engagement Logs – Track story placements, past coverage, and preferred communication channels
- Campaign Tools – Manage media blasts, pitches, and follow-ups

Media & PR Module

Media Contact Database	Media Outreach & Distribution	Media Coverage Tracking
• Comprehensive profiles for journalists, influencers, aned aan outlets • Categorization by beat, platform, and geographical market	• Targeted press releases and media pitches • Manage media trips and press events • Distribute content and materials	• Monitor and log media mentions • Analyze media reach and sentiment • Generate coverage reports

Media & PR Module: This visualization illustrates the centralization of GVB's global media contacts, tracking of interactions, and linking of engagements such as pitches, FAM tour invitations, and campaign participation to comprehensive profiles, enabling precise targeting, streamlined follow-ups, and data-driven evaluation of media outreach effectiveness.

We propose the development of a Media & Public Relations (PR) Module designed to effectively manage GVB's relationships with journalists, influencers, and media outlets worldwide. This system will support the strategic dissemination of Guam's destination messaging and provide tools to track media engagement and coverage across key markets.

Key Features Include:

Media Contact Database & Profiling
We will build a centralized, searchable database of media professionals and outlets, including journalists, editors, broadcasters, travel writers, bloggers, influencers, photographers, and publication platforms. Each profile will include detailed information such as beat/specialty (e.g., leisure travel, MICE, food & beverage, adventure, culture), platform type, geographic market, and contact preferences. Historical interaction logs will capture previous engagements, coverage history, and relevant notes. Contacts can be tagged with specific expertise areas or target audience demographics to enable precise targeting and reporting.

Media Engagement Tracking

The system will record all media interactions—such as pitch distributions, invitations to FAM tours, and campaign participation—linking them directly to individual profiles. GVB staff will be able to monitor follow-ups, responses, and resulting coverage in one streamlined interface. This functionality will help assess the effectiveness of outreach efforts and maintain continuity across media relations activities.

Coverage Logging & Analytics

We will integrate tools to track and categorize media coverage generated by PR efforts. Articles, social media posts, videos, and other mentions can be linked to the original media contact, campaign, or event. The system will support tagging by content type, sentiment, and market, with built-in analytics to visualize reach, frequency, and engagement trends across time and media segments.

Targeted Distribution & Campaign Management

Our solution will include campaign tools to send tailored press releases, media kits, and story pitches to segmented lists of contacts. Templates and scheduling features will streamline distribution, while delivery tracking and engagement metrics (opens, clicks, replies) will inform future PR strategy and messaging effectiveness.

G. FAM Tours & Site Inspections Module

- Planning Tools – Build itineraries including accommodations, transport, and activities
- Participant Management – Track preferences, dietary needs, and attendance
- Vendor Coordination – Share logistics with partners and collect feedback
- ROI Tracking – Evaluate results in terms of media value, bookings, and business pipeline
- Post Tour Inspection Follow up and Evaluation
- Customizable Checklists and Workflows
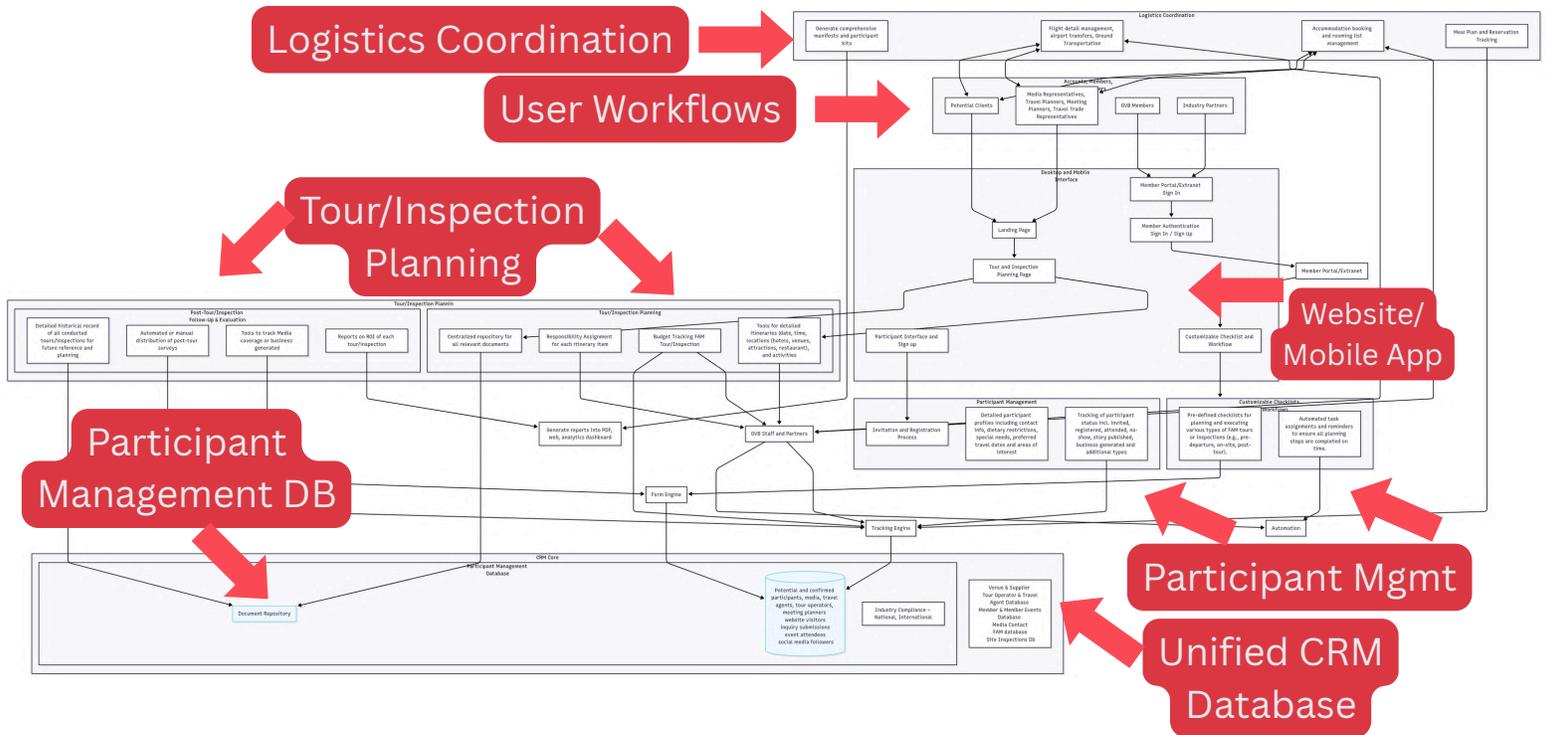
FAM Flowchart: This familiarization tours and site inspections diagram provides a top-down view of how users interact with our application, detailing how forms, workflows, tracking, and repository storage are managed. It is organized into two key areas: A detailed design breakdown is provided on the following page.

Comprehensive Tour & Inspection Planning

Our system provides a centralized itinerary planning tool that allows GVB staff to create, manage, and update detailed schedules for each familiarization tour or site inspection. The platform includes drag-and-drop scheduling with date, time, and location integration, as well as embedded mapping for route optimization. Each itinerary item can be assigned to specific GVB staff or local partners, ensuring clear accountability and task visibility. A built-in budgeting module allows costs to be tracked in real time across all major categories—flights, accommodations, transportation, meals, and activities—while a secure, searchable repository stores all supporting documents, including permits, contracts, and fact sheets.

Participant Management

We will implement a robust CRM-driven participant database that captures both contact information and detailed profiles, including dietary requirements, special needs, preferred travel dates, and areas of interest. Dynamic, web-based registration forms feed directly into the system, enabling automated invitation and confirmation workflows. Pre-arrival information packets can be distributed electronically, and attendance will be tracked using QR code check-ins or mobile app tools. Post-event outcomes— such as media coverage or confirmed bookings—are linked to each participant's record, creating a full lifecycle view for ROI measurement.

Logistics Coordination

Our logistics module consolidates all travel, lodging, and activity arrangements into a single interface. Flight information can be entered manually or pulled via integrated airline APIs, and ground transportation is tracked alongside accommodation bookings. Automated rooming list generation streamlines hotel coordination, while meal reservations and special event arrangements are linked directly to the itinerary. Staff and service providers can generate manifests at any time, ensuring everyone has the latest participant and scheduling details.

Local partners receive secure access to relevant itineraries, participant profiles, and event requirements through the partner portal. This portal enables two-way communication for acknowledging assignments, providing updates, and sharing logistical details. Feedback forms embedded in the portal allow GVB to collect partner insights after each tour, supporting continuous process improvement and strengthening local relationships.
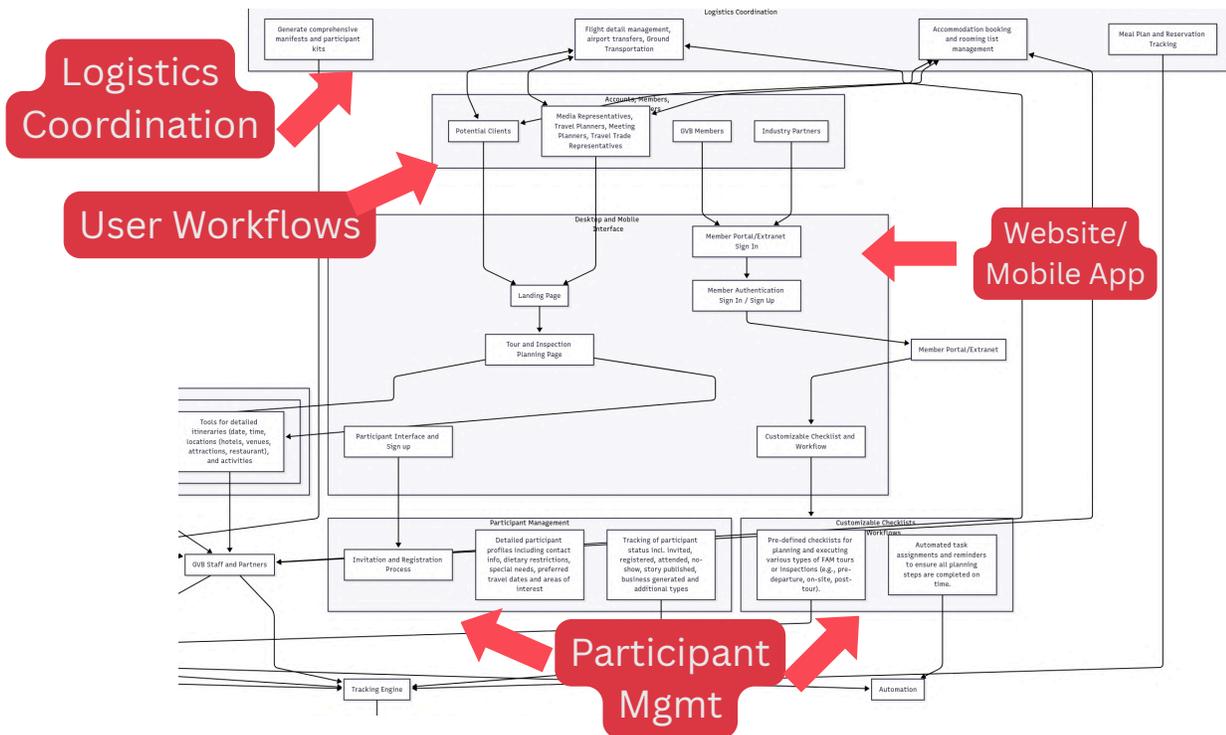
Post-Tour & Inspection Follow-up

Following each tour or inspection, automated survey tools distribute customized questionnaires to participants, capturing detailed feedback on their experiences. For media participants, integrated monitoring tools track resulting coverage, while sales pipeline tracking captures RFP submissions, confirmed bookings, and projected business. The system's ROI dashboard compares all direct and indirect results to the associated costs, providing clear evidence of program impact. All tours are archived in a searchable database, enabling quick access to historical data for future planning.
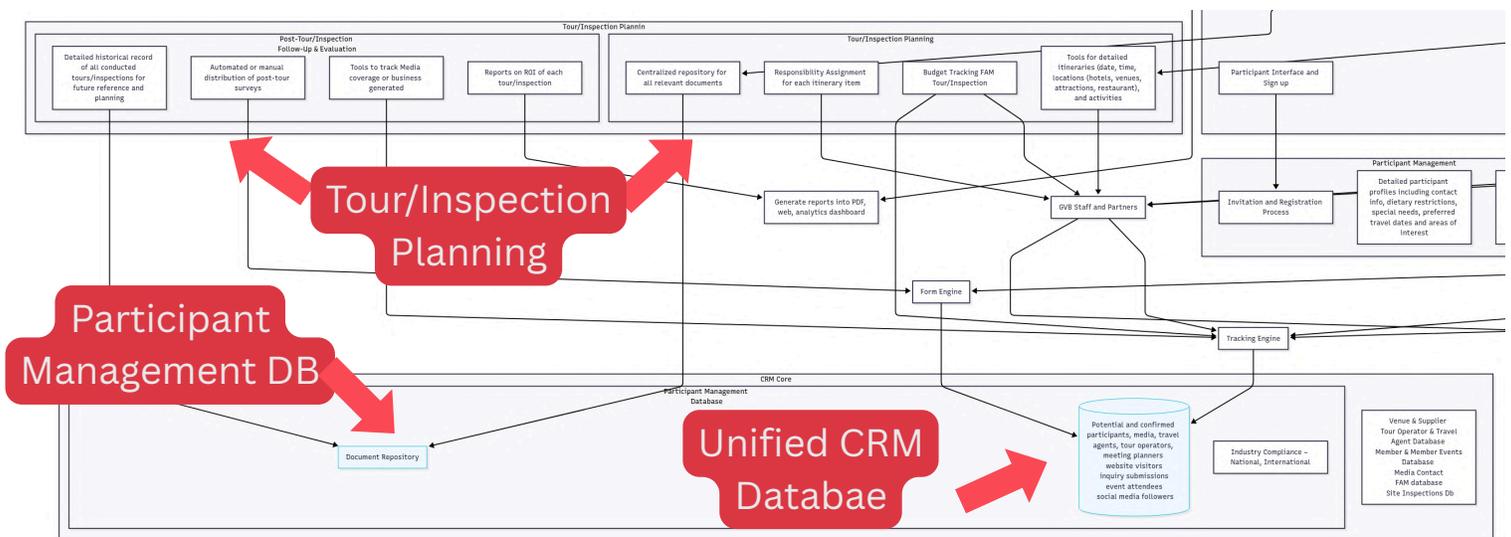
Customizable Checklists & Workflows

Our system includes a library of predefined checklist templates tailored to different event types, covering pre-departure preparations, on-site coordination, and post-tour follow-up. Each checklist item can be assigned to specific team members, with automated reminders sent ahead of deadlines. Overdue tasks are flagged within the dashboard, ensuring that every logistical and administrative detail is addressed on time.

Member Portal / Extranet Integration

The member portal is fully integrated with the CRM, ensuring that member records remain accurate and synchronized across all systems. Members can securely log in to update their official contact information, property or business profiles, and upload approved digital media assets. The portal also supports secure, PCI-compliant online payments for dues, meeting fees, and other charges. A private communications area facilitates B2B and B2C engagement, while GVB can use the platform to post notifications, advisories, and industry reports. Designed with a responsive, mobile-first approach, the portal ensures an accessible, user-friendly experience for all members, regardless of device.

Logistics Coordination

User Workflows

Website/Mobile App

Participant Mgmt

Diagram labels: Logistics Coordination · Generate comprehensive manifests and participant kits · Flight detail management, airport transfers, Ground Transportation · Accommodation booking and rooming list management · Meal Plan and Reservation Tracking · Accounts, Members, · Potential Clients · Media Representatives, Travel Planners, Meeting Planners, Travel Trade Representatives · GVB Members · Industry Partners · Desktop and Mobile Interface · Member Portal/Extranet Sign In · Landing Page · Member Authentication Sign In / Sign Up · Tour and Inspection Planning Page · Member Portal/Extranet · Tools for detailed itineraries (date, time, locations (hotels, venues, attractions, restaurant), and activities · Participant Interface and Sign up · Customizable Checklist and Workflow · Participant Management · Detailed participant profiles including contact info, dietary restrictions, special needs, preferred travel dates and areas of interest · Tracking of participant status incl. invited, registered, attended, no-show, story published, business generated and additional types · Customizable Checklists Workflows · Pre-defined checklists for planning and executing various types of FAM tours or inspections (e.g., pre-departure, on-site, post-tour). · Automated task assignments and reminders to ensure all planning steps are completed on time. · GVB Staff and Partners · Invitation and Registration Process · Tracking Engine · Automation

User Story Flowchart: This flowchart illustrates how potential clients, media representatives, travel planners, and GVB members can access the platform via a desktop or mobile interface, logging in or signing up through the Member Portal. Participants can register on the website, complete customizable forms, and have their submissions securely stored in the database.

Tour/Inspection Planning

Participant Management DB

Unified CRM Databae

Diagram labels: Tour/Inspection Plannin · Post-Tour/Inspection Follow-Up & Evaluation · Detailed historical record of all conducted tours/inspections for future reference and planning · Automated or manual distribution of post-tour surveys · Tools to track Media coverage or business generated · Reports on ROI of each tour/inspection · Tour/Inspection Planning · Centralized repository for all relevant documents · Responsibility Assignment for each itinerary item · Budget Tracking FAM Tour/Inspection · Tools for detailed itineraries (date, time, locations (hotels, venues, attractions, restaurant), and activities · Participant Interface and Sign up · Generate reports into PDF, web, analytics dashboard · GVB Staff and Partners · Participant Management · Invitation and Registration Process · Detailed participant profiles including contact info, dietary restrictions, special needs, preferred travel dates and areas of interest · Form Engine · Tracking Engine · CRM Core · Participant Management Database · Document Repository · Potential and confirmed participants, media, travel agents, tour operators, meeting planners website visitors inquiry submissions event attendees social media followers · Industry Compliance – National, International · Venue & Supplier Tour Operator & Travel Agent Database Member & Member Events Database Media Contact FAM database Site Inspections Db

Unified FAM Engine, Database Technical Details and Data Flow: The system integrates reporting, accommodation management, automated reminders, and participant tracking, ensuring seamless coordination and visibility across all stages of the FAM tour and site inspection process. All backend events are managed by a dedicated processing engine that handles forms, workflows, tracking, and automation, which GVB staff and partners can access through a separate administrative dashboard and interface for full operational control.

4. MEMBERSHIP PORTAL / EXTRANET

KLARA M will develop a secure, multilingual Membership Portal / Extranet designed exclusively for Guam Visitors Bureau (GVB) members, partners, and stakeholders. This platform will serve as a centralized hub for member communications, resource sharing, event coordination, and benefit tracking—streamlining GVB's partner engagement efforts across all five global markets.

We will provide a Member Portal/Extranet that is fully integrated with the CRM. Members and industry partners will have secure access to their accounts (driven by the CRM's centralized database) to manage official contact information, property/business details, and related digital media (logos, photographs, videos, PDF documents).

The portal will feature secure online payment processing for various fees such as membership dues and meeting registrations. A private communication area will support both member-to-member and GVB-to-member interaction, enabling B2B and B2C engagement. The platform will act as the official clearinghouse for GVB-related notifications, advisories, and industry reports, ensuring timely and accurate information distribution.

Built on the same secure infrastructure as GVB's global websites, the portal will be protected with SSL/TLS encryption, DDoS mitigation, Web Application Firewall (WAF), role-based permissions, multi-factor authentication (MFA), and full compliance with GDPR, CCPA, LGPD, and PIPA. It will be fully responsive to render seamlessly on desktops, tablets, and smartphones.
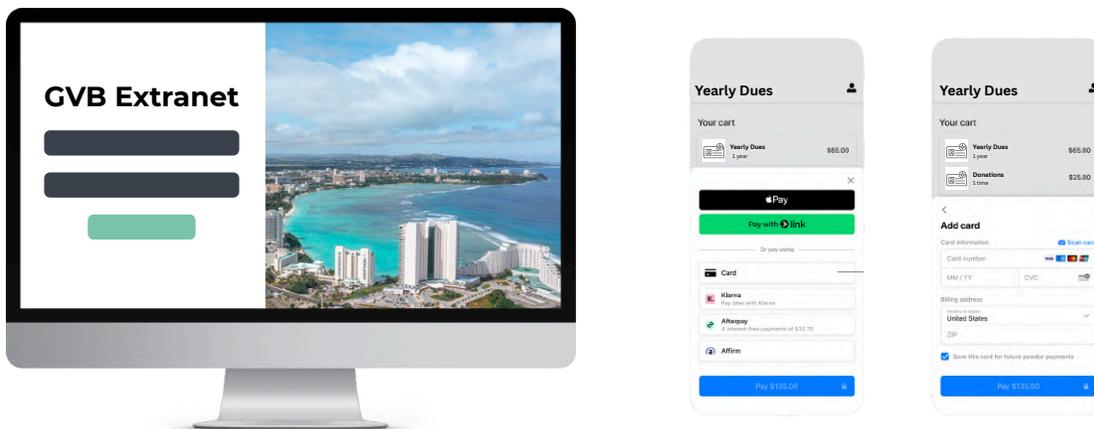
Key Features & Capabilities

A. Seamless Integration Across Global Websites
- A "Member Login" link will be embedded in the navigation menu of all five regional GVB websites (English, Japanese, Korean, Taiwanese, Filipino).
- Single sign-on (SSO) authentication to allow members with one account to access the portal regardless of the regional site they are on.
- Language localization at the login stage, ensuring users can access the portal and all content in their preferred language.

B. Secure User Authentication & Access Control
- Encrypted login system with multi-factor authentication (MFA) to safeguard member data.
- Role-based access control (RBAC) to allow different levels of access (e.g., general members, premium-tier members, GVB staff, partner organizations).
- Automated account provisioning and password reset workflows.

C. Centralized Member Resources
- Digital repository of member-only resources, including:
  - Tourism industry research reports and market intelligence.
  - Marketing assets such as high-resolution photos, videos, and brand guidelines.
  - Training materials, webinars, and recorded workshops.
- Advanced search and filter capabilities to quickly locate documents or content.

D. Communication & Engagement Tools
- Announcements & News Feed – GVB can post important updates, event invitations, and policy changes.
- Integrated Messaging – Optional internal messaging system for members to communicate with GVB staff or other members.
- Event Management – RSVP functionality, calendar integration, and access to event materials pre- and post-event.

E. Membership Benefits Management
- Digital display of member benefits and entitlements, personalized to each member's tier.
- Automated renewal reminders and online payment processing for membership dues.
- Benefit utilization tracking to help GVB measure program effectiveness and tailor offerings.

F. Integration with CRM
- All member profiles, interactions, and activities within the portal will be automatically synchronized with the unified CRM.
- This ensures a single source of truth for member data, enabling real-time updates, targeted outreach, and performance tracking.

G. Mobile-Responsive & Accessibility-Compliant
- Fully optimized for mobile devices and tablets, ensuring members can engage with the portal from anywhere.
- Designed to meet Web Content Accessibility Guidelines (WCAG) 2.1 AA, ensuring inclusivity for all users.

5. WEBSITE ACCESSIBILITY STANDARDS

KLARA M is committed to ensuring that the Guam Visitors Bureau's (GVB) global website ecosystem is accessible to all users, including those with disabilities. Our development approach will fully meet or exceed Web Content Accessibility Guidelines (WCAG) 2.1 Level AA standards—an internationally recognized benchmark for digital accessibility that aligns with U.S. federal requirements, including Section 508 of the Rehabilitation Act.

Accessibility will be treated as a core principle throughout the project lifecycle, integrated from the earliest planning stages through launch and ongoing maintenance. We will incorporate best practices into design and architecture, addressing key elements such as color contrast ratios, keyboard focus indicators, clear visual hierarchy, and semantic HTML enhanced with appropriate ARIA (Accessible Rich Internet Applications) attributes to ensure compatibility with assistive technologies.

Our approach extends to multilingual accessibility, ensuring that all five regional websites—English, Japanese, Korean, Taiwanese, and Filipino—are developed with proper language tagging for screen readers, plain language principles where possible, and consistent accessibility features across markets. Comprehensive testing will be conducted at multiple stages using automated accessibility tools alongside manual evaluation through keyboard-only navigation and screen reader testing with NVDA, JAWS, and VoiceOver, with validation from users representing diverse accessibility needs where feasible.

Prior to launch, we will perform a final accessibility audit to verify conformance and usability, delivering a detailed compliance report that outlines results, any remaining issues, and recommended remediation steps. Post-launch, accessibility compliance will be embedded into GVB's CMS workflows, ensuring ongoing monitoring and adherence to WCAG standards.

Accessibility will not be treated as an afterthought, but as a core design and development principle, integrated from the earliest stages of planning through launch and ongoing maintenance.

Alt Text for images

Screen reader compatibility

Keyboard Navigation
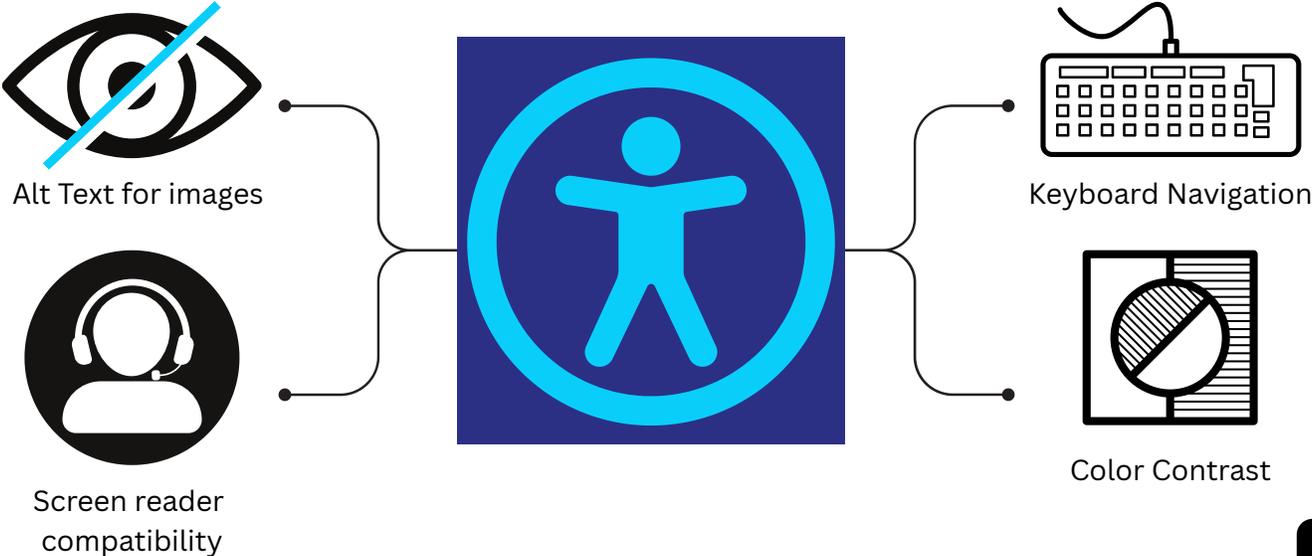
Color Contrast

A. Accessibility-First Design Principles
- Perceivable Content – Text alternatives for all non-text content, captions for multimedia, and clear color contrast for visual elements.
- Operable Interfaces – Keyboard navigation for all functionality, logical tab order, and clear focus indicators.
- Understandable Navigation – Consistent layouts, descriptive headings, and language attributes for multilingual content.
- Robust Code – Semantic HTML and ARIA (Accessible Rich Internet Applications) roles to ensure compatibility with assistive technologies such as screen readers.

B. Multilingual Accessibility
- Accessibility features will be applied consistently across all five regional websites (English, Japanese, Korean, Taiwanese, Filipino).
- Language tags in the code will enable screen readers to correctly interpret and pronounce content in each language.
- Translations will follow plain language principles where possible to enhance readability for all users.

C. Technical Compliance Measures
- Automated & Manual Testing – Use of accessibility testing tools (e.g., Axe, WAVE) alongside manual screen reader and keyboard navigation tests.
- Structured Metadata – Schema markup for better interpretation by search engines and assistive technologies.
- Scalable Text & Layout – Relative units (e.g., em, rem) for fonts and layout to support user zoom without breaking design.
- Error Prevention & Feedback – Clear error messages, input validation, and guidance for completing forms.

D. Continuous Monitoring & Maintenance
- Regular accessibility audits at defined intervals (quarterly or bi-annually).
- Accessibility compliance will be a built-in requirement for all content updates added to the CMS.
- A documented accessibility policy will guide GVB staff in content creation, ensuring long-term adherence to standards.

E. Screen Reader Support
- Pages will be structured using semantic HTML5 and ARIA (Accessible Rich Internet Applications) labels to ensure screen readers interpret the content accurately.
- Alt text will be provided for all media and imagery.
- Dynamic content (modals, pop-ups, carousels) will be built with screen-reader-accessible attributes and controls.

F. Media Accessibility
- All videos and audio content will include closed captions or transcripts.
- Background audio levels will meet accessibility guidelines to ensure clarity when paired with narration or spoken content.
- Where necessary, sign language videos may be embedded for enhanced accessibility.

G. Forms & Interactive Elements
- All forms will be built using accessible form fields, labels, and input instructions.
- Error messages will be descriptive and announced via screen readers.
- CAPTCHA alternatives will be offered to ensure access for users with visual impairments.

H. Accessibility Statement

An **Accessibility Statement**—aligned with WCAG and Section 508 guidance—will be prominently displayed on the site. This statement will articulate the site's commitment to accessibility and include clear contact information for users to report any accessibility barriers they may encounter. Accessibility reports will be recorded in our unified database, with a notification handling system in place to alert designated roles responsible for addressing any issues. Access to these reports will be made available to GVB's accessibility compliance team for review and follow-up.

To support long-term accessibility compliance, we offer the following optional services:
- Accessibility Training Workshops
- Interactive training for GVB staff on maintaining accessible content and CMS usage.
- Multilingual Accessibility Audits
- Testing of localized site versions to ensure screen reader compatibility, proper navigation, and language tag implementation across all supported languages.
- Ongoing Accessibility Monitoring
- Scheduled post-launch audits using automated tools and manual testing, with reports and remediation recommendations provided regularly.

6. USABILITY & CROSS-PLATFORM COMPATIBILITY

KLARA M will ensure the Guam Visitors Bureau's global website ecosystem delivers a consistent, intuitive, and high-performing user experience across all devices, browsers, and operating systems. Our design and development approach will prioritize mobile-first responsiveness, intuitive navigation, and fast load times, ensuring accessibility and engagement regardless of platform or connection speed.

A. Mobile-First, Responsive Design
- All five regional websites will be designed and tested for full responsiveness, adapting seamlessly to smartphones, tablets, laptops, and large desktop screens.
- Flexible grid layouts, adaptive images, and scalable typography will ensure optimal presentation on any screen size or resolution.
- The mobile-first approach will guarantee touch-friendly navigation and optimized page structures for smaller devices.

B. Browser & Device Compatibility
- Cross-browser compatibility testing for all major browsers, including Chrome, Safari, Firefox, Edge, and major mobile browsers.
- Support for both iOS and Android operating systems, ensuring consistent functionality in native mobile environments.
- Progressive enhancement techniques will ensure that essential features are accessible even on older browsers or low-bandwidth connections.

C. Usability-Centered Design Principles
- Clear Navigation – Simple, consistent menu structures with logical grouping of content.
- Readable Typography – Sizing, spacing, and contrast optimized for long-form reading and quick scanning.
- Interactive Feedback – Hover states, button animations, and form validation to guide user interaction.
- Minimal Cognitive Load – Layouts and content designed to help users find information quickly without confusion.

7. PERFORMANCE & LOAD TIMES

Fast loading times are essential for both user retention and search engine visibility. We will ensure that the website is optimized for rapid loading across all device types—including desktop, laptop, tablet, and smartphone—and under a wide range of internet conditions, including 3G, 4G, 5G, Wi-Fi, and broadband networks.

To achieve this, we will implement modern web performance best practices, including but not limited to:

- Image and video optimization, using next-generation formats such as WebP and AVIF, along with lazy loading techniques to reduce initial load time.
- Efficient code delivery, including minification, compression, and code splitting to reduce payload size and improve render speed.
- Browser caching strategies to enhance repeat visit performance.
- Optimized server response times through streamlined backend architecture and efficient resource handling.
- Content Delivery Network (CDN) integration to accelerate global content delivery and reduce latency for international users.

Performance Optimization Techniques

Browser Caching Strategies
- Setting appropriate cache-control headers to define how long different asset types (e.g., images, scripts, stylesheets) are stored in the user's browser before requiring an update.
- Utilizing ETag and Last-Modified headers to validate cached content efficiently, ensuring users receive the most up-to-date version without reloading unchanged assets.
- Versioning of static assets (also known as cache busting) to prevent stale content from being served when updates are deployed.
- Separating critical vs. non-critical resources, allowing high-priority assets to load immediately while deferring less essential scripts and media.

Content Delivery Network (CDN) Integration

CDN integration will:
- Distribute static assets across multiple edge locations worldwide
- Reduce latency by serving content from the nearest geographical node
- Improve availability and scalability during traffic spikes

Recommended CDN options include:

- **Cloudflare –** Industry-leading CDN with built-in security, performance optimization, and DDoS protection
- **Amazon CloudFront (AWS) –** Highly customizable and scalable CDN ideal for enterprise-grade performance
- **Akamai –** Trusted global CDN with strong performance in Asia-Pacific and support for advanced media delivery

We will recommend and configure the most appropriate CDN based on GVB's existing infrastructure, our proposed technical architecture, geographic user distribution, and overall performance objectives.

Post-deployment, we will provide regular performance metrics and reporting to demonstrate how the integrated CDN contributes to improved site speed, reliability, and global reach—ultimately supporting and advancing GVB's tourism promotion goals.

8. INDUSTRY COMPLIANCE - NATIONAL, INTERNATIONAL

Industry Compliance and Security

KLARA M will ensure that the Guam Visitors Bureau's global website ecosystem is fully compliant with industry standards, legal regulations, and best practices for web development, security, privacy, and accessibility. Compliance will be built into the platform architecture from the ground up, ensuring that all modules, integrations, and user interactions adhere to both local and international requirements.

A. Accessibility Compliance
- WCAG 2.2 AA Standards – All five regional websites and associated microsites will meet or exceed the Web Content Accessibility Guidelines (WCAG) 2.2 at Level AA.
- Assistive Technology Support – Compatibility with screen readers, keyboard navigation, and alternative input devices.
- Multilingual Accessibility – Language tags, accessible translation toggles, and localized alt text for images.
- Ongoing Accessibility Audits – Quarterly audits with automated and manual testing to maintain compliance.

B. Data Privacy & Protection
- Global Privacy Regulations – Compliance with GDPR, CCPA, LGPD, and other applicable data protection laws in target markets.
- Consent Management – Integrated consent banner and cookie management tools to handle opt-ins, opt-outs, and consent logging.
- User Rights Management – Built-in processes for users to request data access, correction, or deletion.
- Data Localization – Sensitive data stored according to jurisdictional requirements.

C. Security Standards
- OWASP Top 10 – Adherence to Open Web Application Security Project best practices to mitigate common vulnerabilities.
- SSL/TLS Encryption – Enforced HTTPS with TLS 1.3 for all traffic, including internal administration.
- Role-Based Access Control (RBAC) – Restricting system access based on user roles and department needs.
- Regular Penetration Testing – Annual third-party penetration tests and vulnerability scans.

D. SEO & Search Engine Guidelines
- Google Webmaster Guidelines – Ensuring all pages meet Google's best practices for indexing and ranking.
- Region-Specific SEO Compliance – Optimizing for Japan, Korea, Taiwan, and the Philippines, following search engine preferences in each market (e.g., Yahoo! Japan, Naver).
- Structured Data Markup – Schema.org implementation for enhanced search appearance.

E. Industry Certifications & Alignment
- PCI DSS – For any payment transactions within the membership portal.
- ISO/IEC 27001 – Alignment with information security management best practices.
- IAB Standards – For digital advertising placements, ensuring compatibility with global ad platforms.

F. Continuous Compliance Monitoring
- Automated Scans & Alerts – Real-time monitoring for compliance issues.
- Quarterly Compliance Reports – Delivered to GVB with findings and recommendations.
- Regulatory Watch – Ongoing tracking of changing laws and standards to ensure proactive compliance updates.

G. Secure & Industry Compliant Testing Environments
- Implement data masking to protect sensitive information during testing.
- Utilize compliant test data management practices to meet regulatory requirements.
- Leverage virtualized databases to enable thorough testing without exposing real data.
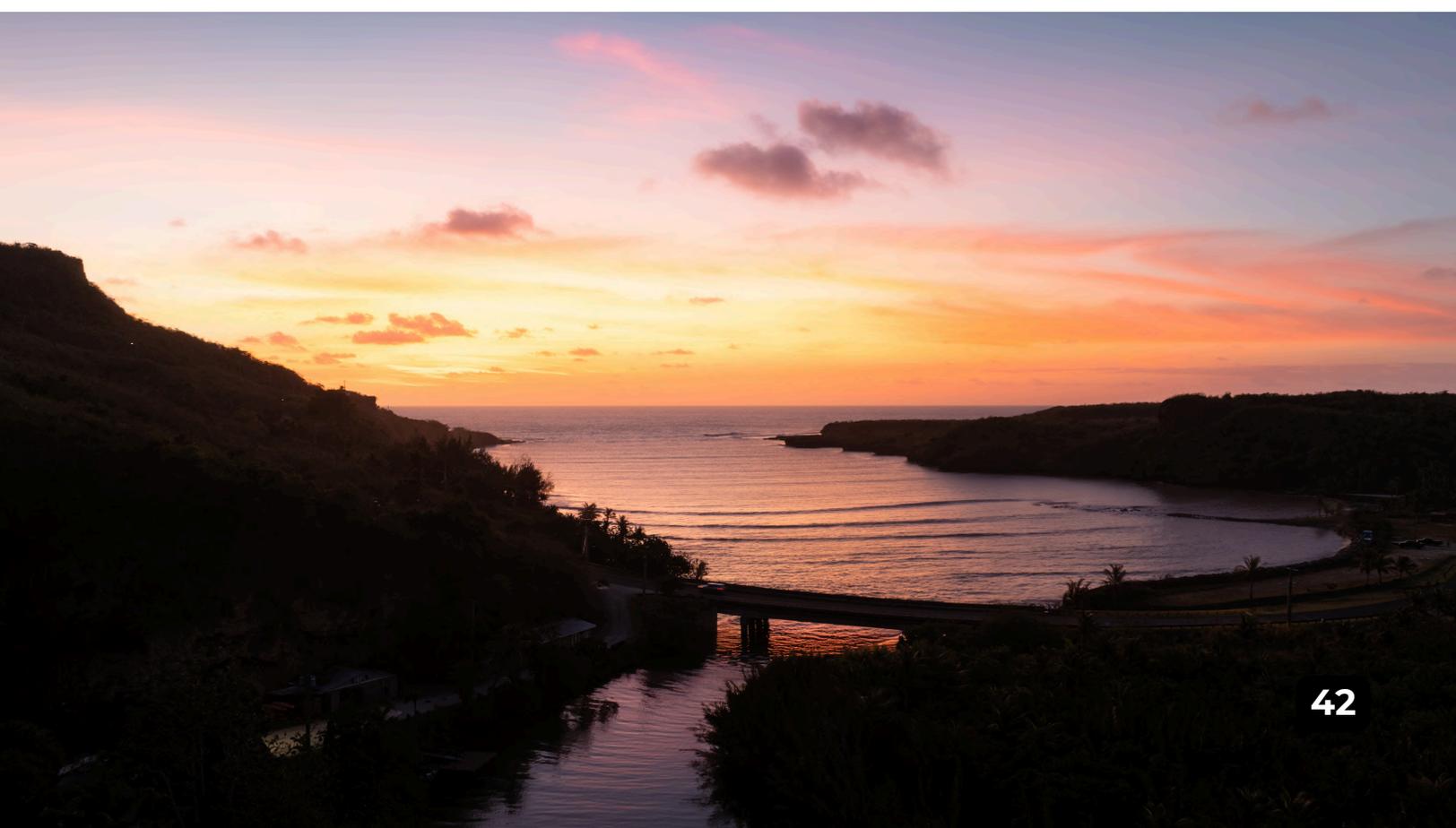
9. SECURITY

KLARA M will implement a multi-layered cybersecurity framework to safeguard the Guam Visitors Bureau's (GVB) digital ecosystem—including its CMS, CRM, Membership Portal, Extranet, and all five global consumer websites. Our approach combines proactive threat prevention, continuous monitoring, and rapid incident response, ensuring the protection of GVB's data, systems, and users from both internal vulnerabilities and external attacks.

A. Ongoing Security Planning & Policy Updates
- Regularly maintain and update GVB's security plan based on the latest threat intelligence, emerging vulnerabilities, and evolving compliance requirements.
- Documented policies for data protection, access control, user authentication, and incident response.
- Annual policy reviews with updates as needed to meet industry and regulatory standards.
- Regularly update and maintain comprehensive digital security plans in line with industry best practices.

B. Routine Security Patch Management
- Critical updates applied immediately upon release.
- Minor patches bundled and deployed regularly to ensure system stability while minimizing downtime.
- Patch management covering all software dependencies, plugins, and hosting environments.

C. Advanced Security Tools & Infrastructure
- Web Application Firewall (WAF) – Filters and blocks malicious web traffic.
- Intrusion Detection & Prevention Systems (IDPS) – Identifies and neutralizes threats in real time.
- Endpoint Protection – Safeguards devices accessing GVB's systems.
- Rate Limiting & Bot Protection – Prevents automated abuse and denial-of-service attempts.
- SSL/TLS Encryption (TLS 1.3) – Secures all data in transit with publicly trusted certificates.

D. Penetration Testing & Vulnerability Assessments
- Scheduled third-party penetration tests to simulate real-world attacks.
- Regular vulnerability scans for the CMS, CRM, Extranet, and hosting infrastructure.
- Documented results with remediation plans for any identified risks.
- Validate existing security controls and provide prioritized remediation recommendations.

E. Multi-Layered Cybersecurity
- Maintain and regularly update comprehensive digital security plans aligned with industry best practices.
- Implement and keep current multiple layers of protection, including firewalls, intrusion detection systems, endpoint security, encryption, and access controls.
- Conduct regular monitoring and testing to ensure each layer remains effective against emerging threats.

F. Secure Development Lifecycle (SDLC)

Security will be embedded in every development phase:
- Code Reviews – Adherence to secure coding standards (e.g., OWASP Top 10).
- Static Application Security Testing (SAST) – Integrated into CRM workflows.
- Sandboxed QA Environments – Isolated testing environments with data masking for quality assurance.

G. User Access Control & Audit Logging
- Role-Based Access Control (RBAC) – Restricts access based on job function.
- Multi-Factor Authentication (MFA) – Required for all admin and staff accounts.
- Strong Password Policies – Enforced complexity and expiration rules.
- Comprehensive Audit Logging – Records user activity, system changes, and access attempts.

H. Incident Response & Disaster Recovery
- Defined incident response protocol for rapid threat isolation and mitigation.
- Automated, encrypted backups with geographic redundancy.
- Disaster recovery processes ensuring minimal downtime and full data restoration.
- Communication protocols to notify stakeholders promptly in case of incidents.

I. Member Portal Extranet Security

Our Member Extranet will share the secure infrastructure of the global websites, with SSL/TLS encryption, DDoS protection, WAF, role-based access, and multi-factor authentication. Fully integrated with the unified CRM, it keeps member data synchronized, encrypted, and compliant with global privacy laws—delivering a safe, reliable platform for managing accounts, accessing resources, and engaging with GVB programs.

This infrastructure guarantees that all GVB websites not only meet international security standards but also deliver consistent speed, reliability, and trust to users worldwide.
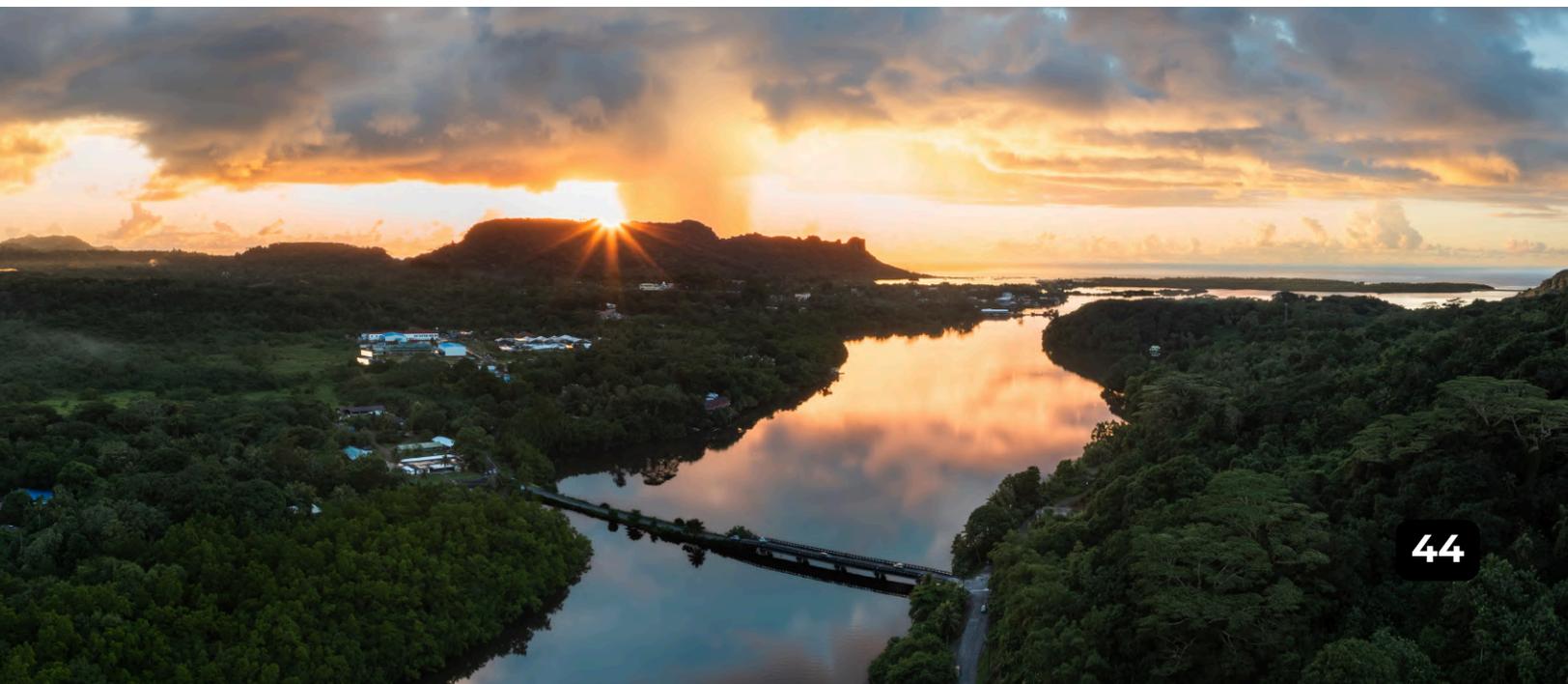
Responsive Microsite Builder

We will develop a modular, microsite-building capability within the CMS that allows GVB staff to launch responsive microsites for festivals, campaigns, and events. Each microsite will:

- Be visually consistent with the main site, yet customizable in tone or style.
- Pull in live data (events, partner info, maps, UGC, etc.) from the core CRM and CMS.
- Be discoverable via internal search and optimized for SEO and social sharing.

These microsites will be fully searchable and visually aligned with GVB's digital branding, while offering the ability to highlight time-sensitive or thematic content.

Our solution will allow each microsite to dynamically incorporate key elements from the main website, including member and partner listings, attractions, event schedules, interactive maps, promotional packages, and relevant user-generated content (UGC).

To streamline content management and ensure data consistency, the microsite builder will be tightly integrated with our unified CRM database. This integration will provide seamless access to:

- Verified member and partner data
- Tour and product inventory from the central database
- Approved UGC assets curated from social media or submissions

To support the creation of dynamic and campaign-specific microsites, we will implement a drag-and-drop visual page builder that integrates directly with our CMS and unified CRM system. This tool will streamline microsite development by enabling non-technical users to create pages efficiently, while also offering generative AI-powered templating features to assist with content creation, layout design, and localization. The selected platform will align with the overall technical architecture and will be finalized during a subsequent planning phase to ensure scalability, performance, and long-term maintainability.
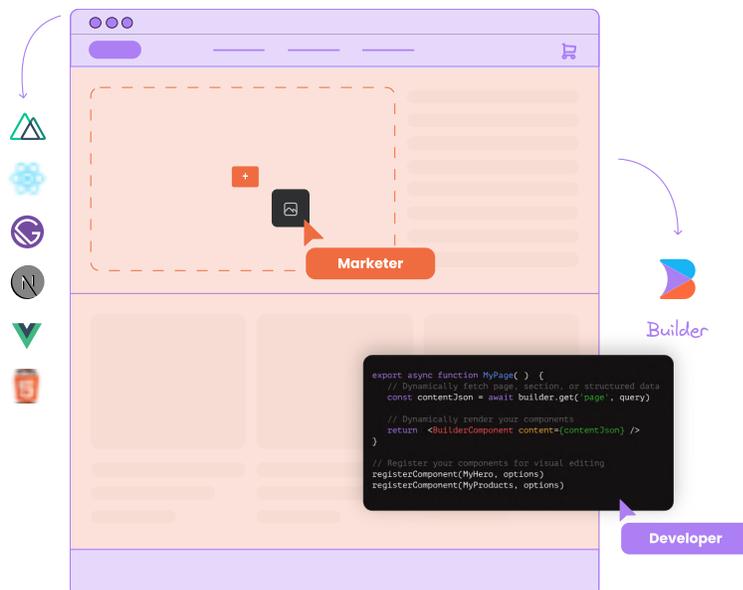
AI Chatbot Companion System

As part of our solution, we will develop and deploy AI-powered chatbot companions for each of the Guam Visitors Bureau's global websites, as well as a dedicated chatbot for the local business community website, GUAMVISITORSBUREAU.COM. These intelligent virtual assistants will serve as always-available, multilingual points of contact — delivering real-time information and support to users across web, mobile, SMS, and social media platforms.

Each chatbot will function as a virtual employee of the destination marketing organization (DMO), capable of responding to frequently asked questions related to:

- Listings and destination information
- Local events and festivals
- Transportation options
- Health and safety protocols
- Cultural experiences and activities

The platform will leverage generative AI models, contextual awareness, and structured data sources (such as the DMO's website and partner feeds) to provide highly personalized, contextually relevant interactions. These assistants are designed not only to answer questions, but to guide visitors toward revenue-generating actions, such as booking tours, purchasing event tickets, or exploring targeted itineraries.

To support performance and decision-making, the system will collect valuable analytics on visitor preferences and engagement trends, allowing GVB to refine its marketing strategies based on real-time behavior. These analytics will comply with all relevant national and international data privacy regulations, including GDPR, CCPA, CASL, LGPD, and other evolving standards. The platform will be built with privacy-by-design principles and will include configurable consent tools, data retention policies, and regular compliance updates to ensure GVB's digital platforms remain aligned with global data protection mandates.

Each chatbot will also feature a seamless handoff to live agents for complex or high-touch inquiries, ensuring no visitor is left unsupported. Additionally, inquiryasdffvvfvvgbvghui notifications will be routed to a centralized administrative dashboard, allowing administrators to monitor for missing submissions or unreported system errors.

Proposed Enhancements:
The virtual employee may, in future iterations, incorporate accessibility features such as text-to-speech and more advanced generative AI capabilities to further enhance usability and personalization. Additionally, we envision the introduction of a visual spokesperson or branded avatar to represent the AI companion across digital touchpoints — strengthening brand recognition and user trust.

Special Inclusion:
The chatbot for GUAMVISITORSBUREAU.COM will be tailored to support the local business and tourism community, including functions such as onboarding assistance, program FAQs, contact routing, and access to business resources — all available 24/7.

Smart App/Widget
We propose to design, develop, and build a mobile application that natively connects to our single-source-of-truth platform—combining CMS content, unified CRM profiles, tour/product inventories, events, maps, and approved UGC—so visitors receive consistent, personalized experiences across web and mobile.

Architecture & Data Flow
- Unified API layer (GraphQL/REST): The app consumes a versioned API that exposes CMS content (attractions, articles, itineraries), CRM-driven personalization (segments, preferences, loyalty/passport status), event listings, and partner/member data.
- Event/Webhook sync: Real-time updates from CMS/CRM propagate to the app via webhooks and delta queries to keep content in sync without full refreshes.
- Offline-first caching: On-device encrypted storage for itineraries, passes, maps, and tickets; background sync reconciles changes when connectivity returns.

Personalization & Trip Planning
- Profile-driven recommendations: CRM segments (family, adventure, food & beverage, MICE, etc.), language, and past engagement feed the app's content ranking and itinerary suggestions.
- Smart itinerary builder: Pulls live hours, capacity flags, and location data from CMS/member listings; respects travel times and user constraints.
- Dynamic localization: i18n from the CMS (copy, media variants, locale rules) ensures content parity with localized sites.

Interactive Maps & Digital Passports
- Map layers: Attractions, trails, beaches, events, parking, and accessible facilities—sourced from the central geodata store; filters by category, accessibility, and open-now.
- Digital passports: Issued from CRM; on-device QR/NFC and geofenced check-ins; progress syncs to the user's profile for rewards and reporting.

Gamification & UGC
- Challenges & badges: Defined in CMS; completion criteria tied to verified check-ins or partner scans; rewards tracked in CRM.
- UGC surfaces: Moderated/approved UGC from the unified repository (hashtags, submissions) displayed contextually on attraction and event screens.

Proximity Messaging & Push
- Geofencing & beacons: Location triggers for nearby offers, safety notices, and cultural guidance; rules and copy managed in CMS; eligibility from CRM segments.
- Push notifications: Transactional (bookings, reminders) and marketing (campaigns, passport milestones) via FCM/APNs; consent captured and stored in CRM.

Analytics & DMO Insights
- Unified analytics schema: App events (views, taps, route starts, redemptions, check-ins) stream to the analytics lake and are joined to CRM segments for funnel and ROI reporting.
- Attribution & partner impact: Click-throughs, map-to-door directions, and passport redemptions roll up to member profiles to quantify value delivered.

Security, Privacy, & Compliance
- Privacy-by-design: Consent capture, purpose-limited processing, and data minimization; regional data residency where required.
- PII protection: TLS in transit, encryption at rest, scoped tokens, and role-based API access; masked data in test environments.

Operations & Content Governance
- Single editorial workflow: DMO staff manage content once in the CMS; approval flows and scheduling publish to both web and app.
- Feature flags & remote config: Toggle campaigns, experiments, and UI variants without app releases; rollback-safe.

Outcome: A cohesive, mobile-first visitor experience powered by a single, authoritative data source, providing the DMO clear analytics on what drives visitation and spend.
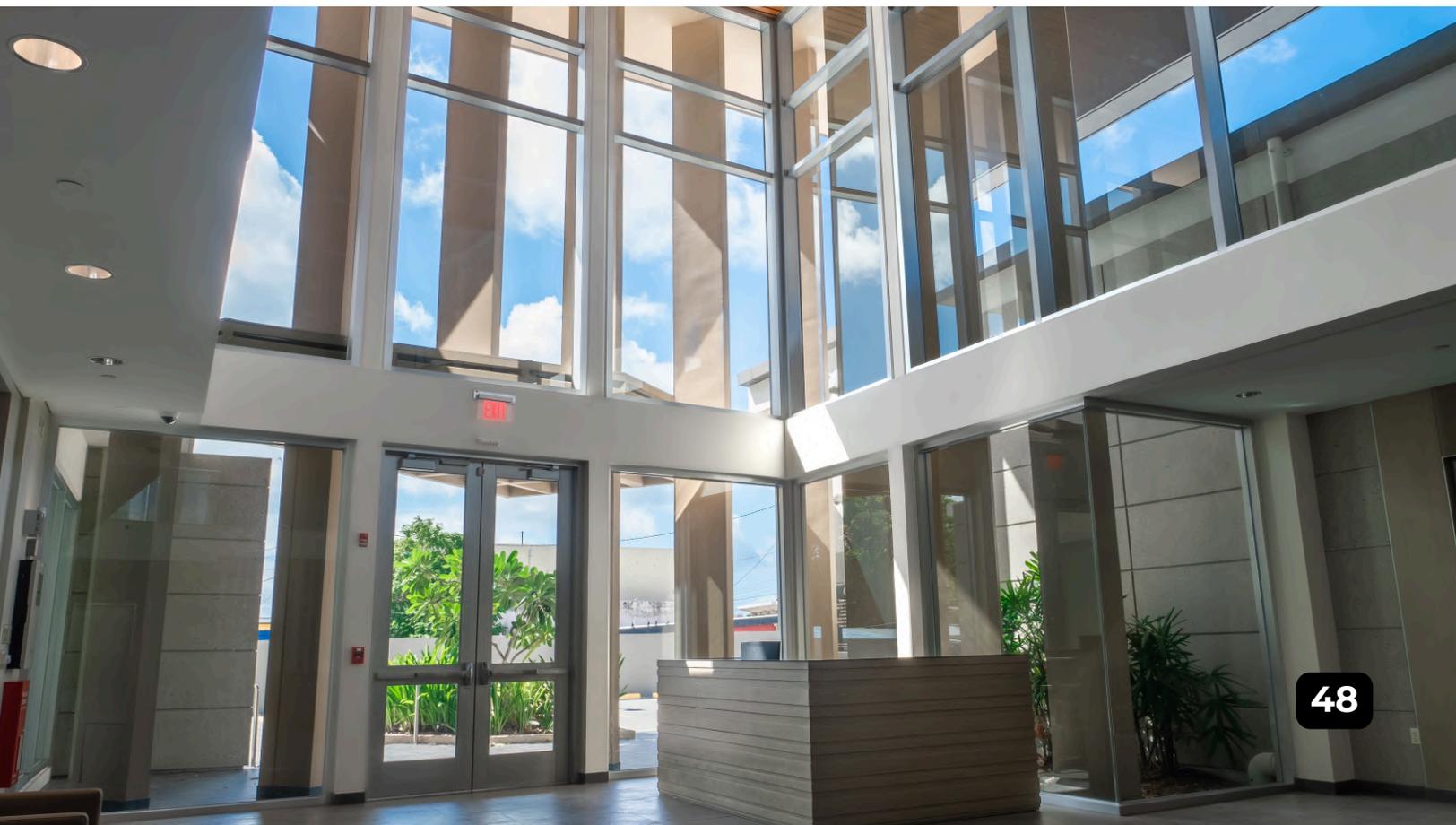
UGC Content Aggregator

We propose to implement a hybrid third-party UGC aggregation platform purpose-built for the travel and tourism sector to handle the sourcing, rights management, and curation of authentic visitor content from social media and other digital sources. This will provide GVB with a reliable and scalable tool for discovering relevant photos and videos, securing usage rights, and managing media assets.

To maximize value and create a fully branded visitor experience, we will deploy a hybrid solution:
- The third-party UGC aggregator will manage ingestion, filtering, AI-powered search, and rights requests.
- Our team will design and develop a custom front-end display layer tightly integrated with GVB's unified database and CRM.

The selection of the third-party UGC platform—such as Tint, Crowdriff, or comparable solutions—will be based on the capabilities, integration options, and pricing packages that best align with GVB's technical requirements, content strategy, and budget.

This integration will allow curated UGC to be contextually linked with:
- Member and partner profiles from the CRM
- Tourism product listings from the unified database
- Event and attraction information from the CMS

Using this approach, we will generate photo walls, web galleries, and interactive maps that showcase Guam's experiences through real visitor perspectives. These visual assets will be deployable across the main GVB website, microsites, campaign landing pages, and social media channels—reinforcing brand authenticity and driving higher engagement through the power of social proof.

**UGC Aggregtor Integrated with Unified Core CRM
for Social Media Content,
Member Profiles Information,
Tourism Product Listings,
Event and attraction information**

Trip/Itinerary Builder

The Trip Builder is more than just a planning feature—it's a strategic sales engine built to inspire, engage, and convert potential visitors. Instead of a basic drag-and-drop itinerary, we will design a curated, visually rich experience where every activity, attraction, and destination is presented in its most compelling form.

Our team has the full capability to work directly with individual businesses—hotels, restaurants, tour operators, and attractions—to capture high-quality photos, videos, and even drone footage. These assets will be integrated seamlessly into the Trip Builder, allowing users to explore Guam through immersive visuals and persuasive descriptions.

Every interaction within the Trip Builder will be an opportunity to spark excitement and win the hearts of travelers, turning casual browsers into committed visitors. This is more than itinerary planning—it's a personalized journey that sells the Guam experience from the very first click.

Visitors will be able to:

- Add attractions, events, and experiences to a sharable custom itinerary.
- Save, return to, and modify plans across devices.
- View item details, nearby venues, and embedded map navigation for seamless planning.

The trip planner will seamlessly integrate with GVB's CMS and unified database, ensuring that all information—such as operating hours, location details, images, and related experiences—is always up to date.

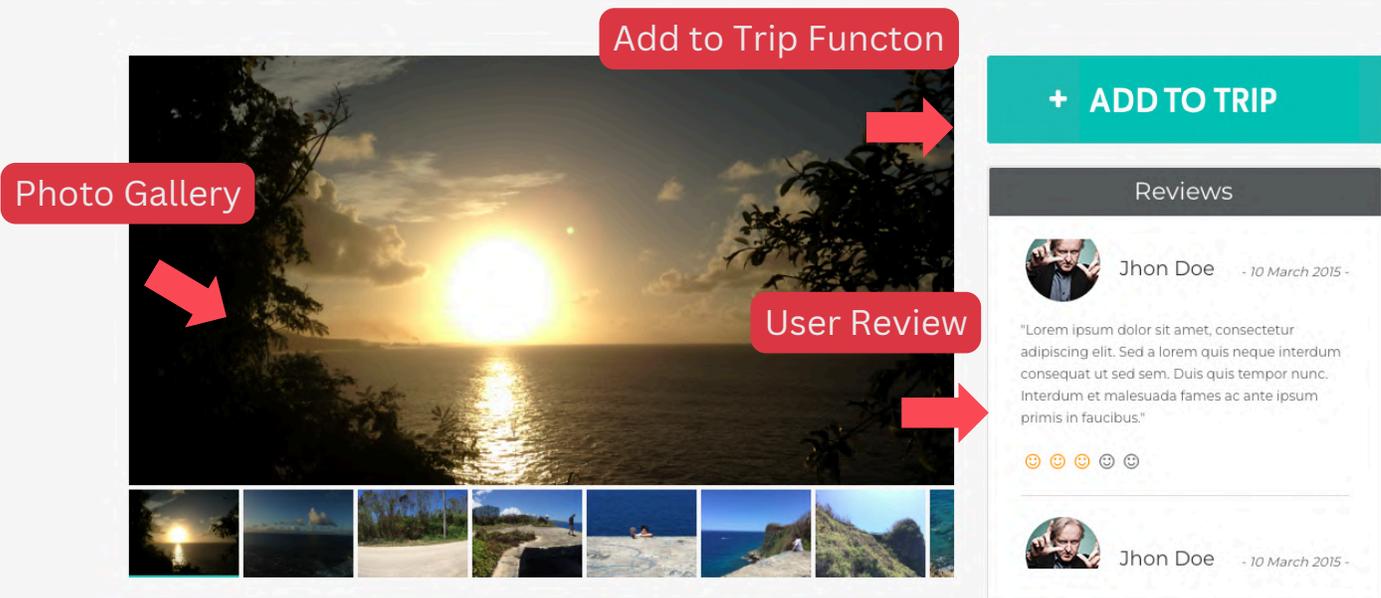**On the next page, you'll see a design breakdown.**

Commercial (auto play)
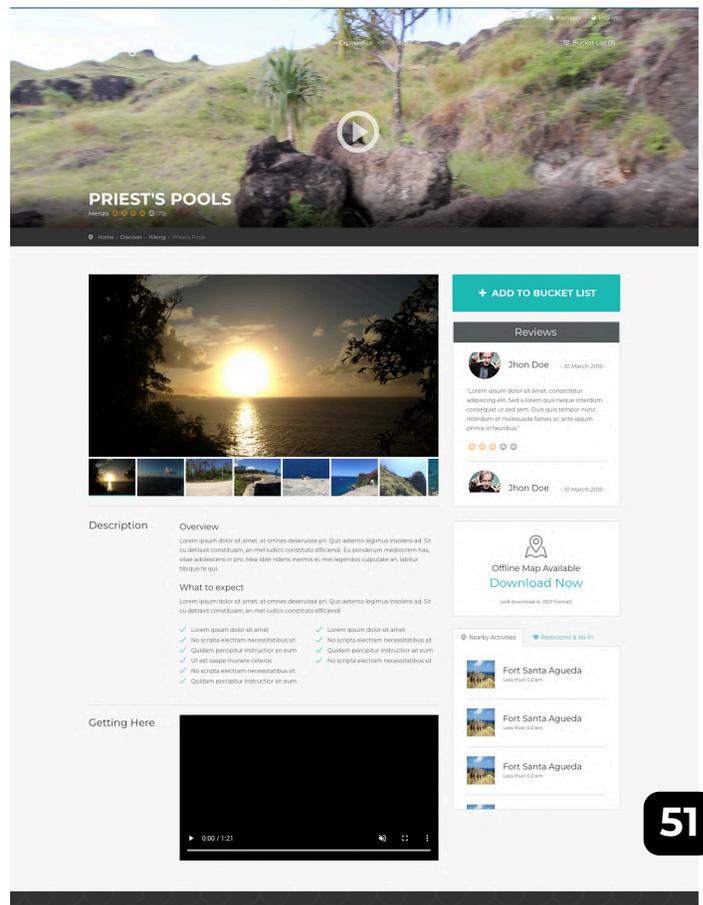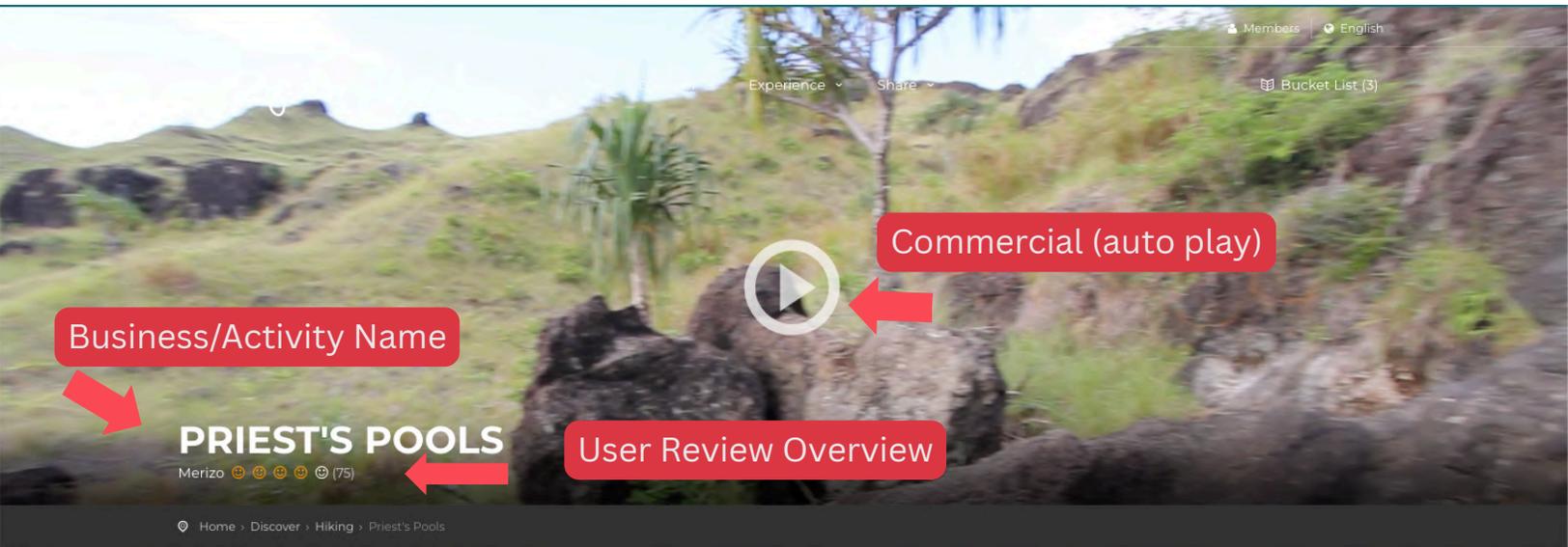
Business/Activity Name

PRIEST'S POOLS
Merizo 😊😊😊😊 (75)

User Review Overview

Home › Discover › Hiking › Priest's Pools

Add to Trip Funcion

+ ADD TO TRIP
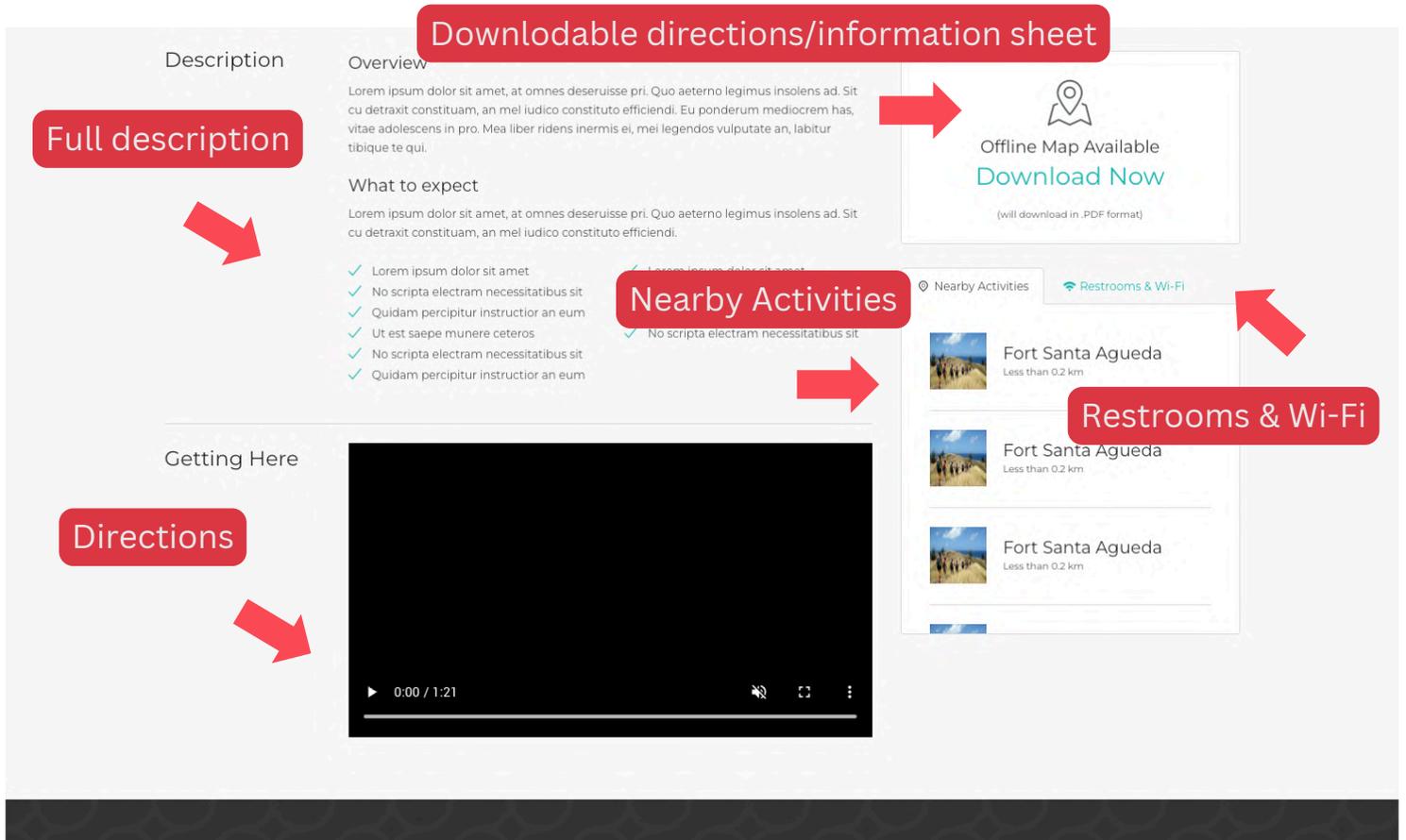
Photo Gallery

Reviews

Jhon Doe   - 10 March 2015 -

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed a lorem quis neque interdum consequat ut sed sem. Duis quis tempor nunc. Interdum et malesuada fames ac ante ipsum primis in faucibus."

😊😊😊😊😊

User Review

Jhon Doe   - 10 March 2015 -

The first section of the page is designed to "hook" the tourists with visually appealing video, photo gallery and honest reviews from real users. There's also a clear call to action for interested tourists to add to their itinerary.

52

Description

Full description

Overview

Lorem ipsum dolor sit amet, at omnes deseruisse pri. Quo aeterno legimus insolens ad. Sit cu detraxit constituam, an mel iudico constituto efficiendi. Eu ponderum mediocrem has, vitae adolescens in pro. Mea liber ridens inermis ei, mei legendos vulputate an, labitur tibique te qui.

What to expect

Lorem ipsum dolor sit amet, at omnes deseruisse pri. Quo aeterno legimus insolens ad. Sit cu detraxit constituam, an mel iudico constituto efficiendi.

- ✓ Lorem ipsum dolor sit amet
- ✓ No scripta electram necessitatibus sit
- ✓ Quidam percipitur instructior an eum
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- ✓ No scripta electram necessitatibus sit
- ✓ Quidam percipitur instructior an eum

- ✓ Lorem ipsum dolor sit amet
- ✓ No scripta electram necessitatibus sit

Downlodable directions/information sheet

Offline Map Available
Download Now
(will download in .PDF format)

Nearby Activities

⊙ Nearby Activities   📶 Restrooms & Wi-Fi

Restrooms & Wi-Fi

Fort Santa Agueda
Less than 0.2 km

Fort Santa Agueda
Less than 0.2 km

Fort Santa Agueda
Less than 0.2 km

Getting Here

Directions

▶ 0:00 / 1:21

The bottom section is designed to provide more detailed information once they are hooked. It will also recommend other nearby (or relevant) attractions as well as providing other key information, such as nearest restrooms or Wi-Fi.

Idea Center

We will incorporate dynamic content tagging and personalization tools to surface contextually relevant content based on user interests (e.g., family-friendly, cultural, romantic). The CMS will support:

- Related content modules on every page.
- Tailored homepage and landing experiences per user behavior.

To further enhance engagement, the website's navigation and content delivery will be driven by personalization features built into the CMS. These will use dynamic content and related content recommendations to adapt the experience to each visitor's interests. Categories such as cultural heritage, family activities, outdoor adventures, romance and recreational experiences will guide users toward curated suggestions, ensuring a tailored and interactive journey through Guam's tourism offerings.

Media Libraries and AI Powered Digital Asset Management System

Our CMS will feature an AI-enhanced Digital Asset Management system that includes:

- Batch upload capabilities with automated metadata tagging (images, videos, PDFs, marketing materials).
- Batch and individual uploads for various asset types
- Centralized storage with seamless linking to pages, widgets, and other CMS components
- Visual search powered by object recognition and facial detection.
- Dynamic media optimization based on device, browser, and bandwidth.
- Content moderation tools to maintain brand compliance.
- AI-driven automation, including:
- Automatic tagging of assets with keywords, categories, and metadata
- Advanced visual search to locate media based on content recognition (objects, people, landmarks)
- Content moderation to ensure brand and legal compliance before publication
- Dynamic media transformation, enabling on-the-fly optimization for resolution, format, aspect ratio, and delivery channel (desktop, mobile, social media)
- Global performance optimization via CDN-backed delivery, ensuring fast load times in all target markets
- Integration with Unified CMS & CRM
- Direct linking of assets to tourism products, member/partner profiles, events, and UGC galleries
- Version control and usage tracking for each asset
- Role-based accessed to specific digital assets

We propose to integrate an AI-powered Digital Asset Management system directly into the CMS, ensuring that all media—photos, videos, and documents—can be uploaded, organized, and deployed across all global websites and microsites with maximum efficiency, seamless user experience, and consistent brand identity.

As part of our evaluation, we will consider Adobe Experience Manager (AEM) Assets due to its robust AI-powered tagging, seamless integration with Adobe Sensei, and enterprise-grade workflow capabilities. Alternatively, we may select a DAM solution purpose-built to integrate with our chosen CMS, ensuring optimized performance, lower complexity, and faster implementation. Our final decision will be based on business factors, including:

- Integration requirements with the CMS and CRM
- Licensing and ongoing operational costs
- Scalability for global content delivery
- Ease of use for GVB staff and content teams
- Feature set alignment with the bureau's long-term marketing and technical strategy

**Digital Asset Management Solution Providers
and their market viability**

Landing Pages

GVB administrators will be able to:

- Create landing pages for campaigns or projects using pre-built or custom layouts.
- Assign vanity URLs.
- Pull CRM and CMS data dynamically for personalization and consistency.
- Integrate analytics and SEO settings for campaign tracking.

We propose to enhance the global websites with the capability to rapidly create and deploy custom landing pages for special projects, seasonal promotions, and marketing campaigns. These landing pages will be supported by a flexible page creation framework within the CMS, allowing new directories and content structures to be generated quickly as needed.

While certain landing pages may adopt unique branding or visual identities to suit specific campaign objectives, they will remain fully integrated with the main CRM and CMS platforms. This ensures all data, such as member/partner information, tourism product details, events, maps, and user-generated content, originates from the centralized unified database, eliminating duplication and maintaining accuracy across all platforms.

Vanity URLs

The CMS will support real-time creation and activation of vanity URLs. These URLs can be mapped to campaigns, partner directories, or event-specific pages for better tracking and recall.

We propose to integrate vanity URL creation and management directly into the CMS, giving GVB's global website administrators the ability to create, activate, and deactivate custom short URLs instantly—without requiring developer intervention.
How It Works:
- A dedicated Vanity URL Manager within the CMS will allow administrators to define a short, memorable URL and map it to any page, campaign, or microsite within the global websites.
- URLs can be created on demand to support marketing initiatives, events, seasonal campaigns, or special promotions.
- Administrators will have the ability to set start and end dates for automatic activation and expiration.
- All vanity URLs will be stored in the central CMS database, ensuring that routing and redirects are consistent across all domains.

The system will support real-time publishing, allowing a newly created vanity URL to be live within seconds.

Because the Vanity URL Manager will be embedded within the CMS, all URL mappings will be tied to existing CRM/CMS content IDs and metadata. This ensures that:
- Analytics and traffic reports can be linked back to campaigns in the CRM.
- Vanity URLs remain functional even if content is updated or relocated.
- Global administrators can manage URLs across multiple localized domains from one unified dashboard.

Website Link Compatibility

Our migration and QA process will:

- Redirect management for legacy links.
- Utilize crawling tools to identify and fix broken or outdated links.
- Monitor backlinks to ensure continued value from referring sites.
- Continuously monitor all inbound and outbound links to ensure they resolve correctly.
- Flag broken or redirected links for review and corrective action.
- Maintain accurate link names and anchor text to preserve brand integrity and search ranking value.
- Provide administrators with automated alerts and scheduled link status reports.
- Allow quick updates through the CMS to repair or replace links without requiring technical intervention.

To preserve search engine credibility, SEO, referral traffic, and user trust, we propose to implement an ongoing link monitoring and management program within the CMS. Integrating link management directly into the CMS, ensures that all internal and external connections with GVB remain functional and relevant, supporting both the user experience and the bureau's global digital marketing objectives.
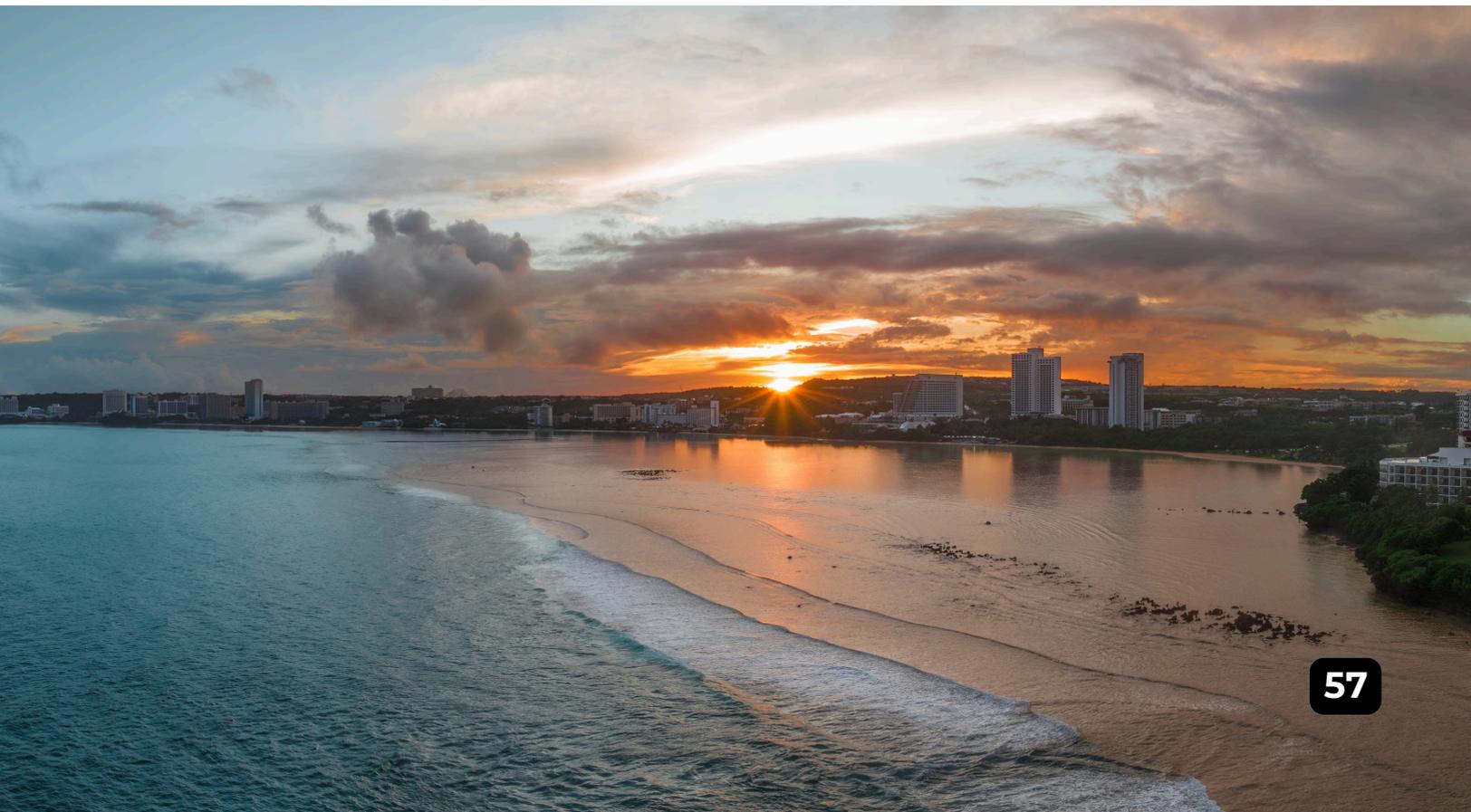
AI-Powered Search and Search Engine Optimization (SEO)
We will design and develop the site with SEO best practices embedded at every stage, ensuring both standard and customized optimization for all pages. The CMS will provide administrators with the ability to define keywords, page titles, meta descriptions, and meta tags for any newly created page, including campaign-specific landing pages and microsites.

Recognizing the rapid evolution of search technology, our approach will address both traditional SEO and emerging AI-powered search strategies. Beyond conventional keyword targeting, we will:
- Structure content for semantic understanding so search engines and AI models can accurately interpret page meaning.
- Optimize for direct answer generation to increase visibility in AI Overviews, featured snippets, and conversational AI responses.
- Apply E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) principles to reinforce credibility and relevance in search results.
- Use structured data (schema.org) to make content easily extractable by search engines and AI systems.

Continuous Optimization via Link Monitoring
To complement our SEO and AI search strategy, we will integrate a link monitoring and management system directly into the CMS. This will:
- Continuously scan inbound and outbound links to ensure they resolve correctly.
- Alert administrators when a link is broken, redirected, or contains outdated anchor text.
- Enable quick updates to preserve keyword integrity and maintain content relevance.
- Protect the site's search performance by eliminating dead links that can negatively impact SEO rankings and AI search credibility.

Analytics Integration with AI Search Visibility
We will implement a unified analytics dashboard that consolidates:
- Keyword performance tracking for both traditional search and AI-driven search results.
- AI search visibility metrics, including appearance frequency in AI Overviews, featured snippets, and conversational AI results.
- Link health reports showing the status and SEO impact of inbound and outbound links.
- Content engagement analytics (page visits, dwell time, click-through rates) tied to optimized keywords and structured data.

This dashboard will provide GVB with real-time, actionable insights into how content performs across multiple search modalities and how link integrity impacts overall visibility. By aligning analytics, link management, and content optimization, GVB can continuously adapt its strategy to maintain a competitive edge in both traditional and AI-powered discovery channels.

Statistics and User Tracking Systems

We propose to integrate robust tracking and analytics capabilities into all global websites to ensure GVB has comprehensive insight into user behavior and engagement. This will be achieved through the implementation of Google Analytics, combined with advanced click-through tracking to external links and integrated reporting features.

Key Features:
- All pages will be built with Google Analytics tracking code in place to capture page views, user journeys, and engagement metrics.
- Tracking systems will record click-through activity to external websites, enabling GVB to monitor referral traffic patterns and outbound link performance.
- Data collected will be stored and accessible through centralized analytics dashboards, supporting detailed segmentation, trend analysis, and campaign performance measurement.
- Reports will be generated on a monthly basis as part of the hosting and support services, giving GVB actionable insights to guide marketing strategies and content updates.
- Integration with the unified CRM will allow select user interaction data to be tied to audience segments for more precise targeting in follow-up campaigns.

This approach ensures that GVB can continually measure the effectiveness of its digital presence, identify opportunities for improvement, and optimize user engagement across all online multilingual websites and social media platforms.

SEO and Analytics

We propose to perform monthly SEO analysis for all global websites, incorporating both traditional search engine optimization and AI-powered search visibility tracking. This will ensure that GVB maintains competitive rankings, adapts to evolving search technologies, and continually improves content performance.

Key Features:
- Comprehensive monthly reports detailing rankings across targeted keywords, top 10 performing pages, comparisons to industry benchmarks, and the percentage of organic search traffic.
- AI-powered search visibility metrics, tracking how often GVB content appears in AI Overviews, featured snippets, and conversational AI results.
- Identification of pages or sections with low performance, with actionable recommendations for content updates, keyword adjustments, and structural improvements.
- Detection and reporting of duplicate content issues that could negatively affect SEO rankings, along with recommendations for resolution.

- Ongoing alignment of SEO strategy with E-E-A-T principles (Experience, Expertise, Authoritativeness, Trustworthiness) and semantic content structuring to enhance both search engine and AI interpretability.
- Close collaboration between SEO analysts and content managers to ensure recommended enhancements are implemented efficiently and effectively.

On-line Forms (Global Websites)
We propose to implement multilingual online form capabilities across all global websites to serve both site visitors and industry partners. These forms will be tailored to key engagement points, such as:

- Visitor Guide Requests
- E-newsletter Sign-ups
- RFP Submissions for Meeting Planners
- Travel Media Assistance Requests
- Other campaign or market-specific lead capture forms

Key Features:
- Forms will be fully translatable and localized for each international market domain.
- Submissions will feed directly into the unified CRM, ensuring that all captured data—including user preferences, language, and form context—is stored in a single, structured repository.
- The CRM will allow authorized users to create new forms as needed and deploy them seamlessly to any global website or microsite without development intervention.
- All form data will be available for segmentation, follow-up, and reporting, enabling GVB to engage audiences with targeted communications and personalized experiences.

Password Protection
Certain areas of the websites will be accessible only to authorized users through a secure password-protected systemi ntegrated with the CRM.

Key Features:
- The CRM will include an automated username/password generator, with usernames based on the user's registered email and a system-generated initial password.
- Users will be prompted to change their password upon first login, ensuring security while maintaining ease of access.
- GVB administrators will have the option to disable any user password at any time for security or access management purposes.
- Password-protected areas can be expanded as needed to accommodate member-only resources, industry partner tools, or confidential materials.

Integration with Unified Platform:
- Password-protected content areas will be managed through the CMS but authenticated against the CRM's user database, ensuring a single source of truth for user accounts and permissions.
- Access logs will be maintained for security auditing and compliance.

Mobile Capability

We propose to deliver a front-end experience that is both high-performing and fully optimized for every device, browser, and user scenario. This ensures that GVB's global websites remain visually consistent, responsive, and fast-loading—providing an intuitive and engaging experience for all visitors.

Key Features:

Responsive Design & Cross-Device Compatibility
- Fully responsive architecture that adapts seamlessly to desktop, tablet, and smartphone displays.
- Custom breakpoints to maintain optimal layout and readability in both portrait and landscape orientations, including devices with unique aspect ratios.
- Compatibility with major mobile and desktop browsers, including Safari (iOS), Chrome (Android and desktop), Firefox, Edge, and other HTML5-compliant browsers.
- Cross-platform device testing on iOS and Android to validate real-world performance and usability.
- Integration of mobile-first design principles to ensure core content and interactions are optimized for smaller screens.
- Automated visual regression testing to detect and prevent unintended design or layout changes after updates, preserving visual integrity across the site lifecycle.

Performance Optimization
- Implementation of modern performance techniques such as image/video optimization (WebP/AVIF, lazy loading), code minification, compression, and code splitting.
- Optimized server response times through streamlined backend architecture and efficient resource handling.
- Strategic browser caching and asset versioning to reduce repeat load times.
- Integration with a Content Delivery Network (CDN) to improve global delivery speeds, reduce latency, and ensure consistent performance for international audiences.
- Regular performance audits using tools such as Google Lighthouse and real-user monitoring to identify and address speed or usability issues.

By combining responsive design, cross-device/browser compatibility, and performance optimization, we ensure that GVB's websites deliver a seamless, fast, and visually consistent experience that meets modern user expectations and supports the bureau's global marketing goals.

Social Media

We propose to establish and maintain continuous connectivity between GVB's global websites and the bureau's major social media channels, ensuring a consistent and dynamic flow of content across platforms. This includes integration with UGC feeds, travel blogs, Facebook, YouTube, X, Instagram, and TikTok relevant to tourism marketing.

Key Features:

- Ongoing monitoring of all connected social media channels to ensure feeds, embeds, and integrations remain functional and up to date.
- Inclusion of international platforms and channels specific to GVB's source markets, ensuring localized engagement and culturally relevant content.
- Aggregation and display of approved UGC from multiple platforms, curated through the integrated UGC aggregator for brand consistency and quality.
- Regular content synchronization between websites and social platforms, supporting event promotion, campaign launches, and destination storytelling.
- Routine maintenance to update API connections, resolve integration issues, and adapt to platform policy or format changes.

Hardware Information/Server Hosting Requirements

A. Server Hosting Environment
- Evaluate and compare enterprise-grade providers (AWS, Azure, Digital Ocean, GCP, or equivalent) based on performance benchmarks, geographic redundancy, compliance certifications, security features, managed services, and total cost of ownership.
- Our selected provider will maintain ISO/IEC 27701 (privacy information management), SOC 2 Type II (security, availability, confidentiality), and GDPR compliance, ensuring that all GVB workloads and stakeholder data meet globally recognized privacy and security standards.
- Deploy production, staging, and development environments in a secure, high-availability cloud or hybrid infrastructure engineered for scalability, resilience, and a 99.9% uptime SLA.
- Select the provider that delivers the optimal balance of reliability, performance, security, and scalability to meet GVB's current requirements and future growth.
- Consider a hybrid cloud-to-on-premise architecture where critical workloads and sensitive datasets with PII are hosted on dedicated, proprietary infrastructure to enhance privacy, data sovereignty, and security for GVB and its stakeholders.

B. SAN Certification & HTTPS Renewal/Maintenance
- Maintain valid Subject Alternative Name (SAN) certificates covering all related domains and subdomains.
- Maintain a secure, centralized certificate inventory of all active certificates, their associated domains/subdomains, and renewal dates.
- Configure automated expiration monitoring with alerts issued at least 30 days prior to expiry.
- Coordinate annual renewal and re-issuance of SAN certificates with the designated Certificate Authority (CA) for all domains in a single consolidated process.
- Ensure compliance with encryption standards (SHA-256, 2048-bit RSA or stronger) and enforce TLS 1.3, HSTS, and secure cipher suites.
- Install renewed certificates across all relevant servers, validate chain of trust, and perform implementation testing.
- Maintain disaster recovery readiness by storing backup certificates and private keys in a secure, encrypted vault.
- Provide documentation, renewal logs, compliance evidence, and installation verification reports to GVB.
- Automate certificate issuance and renewal using ACME or equivalent, with a minimum 30-day pre-expiry buffer.

C. Annual Fees & Hosting Costs
- Budget for compute, storage, bandwidth/CDN, managed database services, and backups, with cost projections tailored to GVB's operational needs.
- Include domain registration renewals, SSL/TLS certificate costs, and WAF/DDoS protection fees.
- Provide transparent annual cost breakdown with 15% contingency for scaling or growth.

D. Security
- Enforce role-based access control (RBAC) with MFA for all administrative access.
- Encrypt data at rest (AES-256) and in transit (SSL/TLS 1.3).
- Maintain SIEM logging, anomaly detection, and quarterly vulnerability scans.

E. Reliability
- Architect multi-zone deployments with automatic failover.
- Implement CDN distribution for faster global content delivery.
- Conduct quarterly load tests and performance tuning.

F. Disaster Recovery
- Routine backups, disaster recovery planning, and scalable storage.
- Maintain geo-redundant backups with point-in-time recovery.
- Document and test disaster recovery plans bi-annually.
- Ensure RTO ≤ 4 hours and RPO ≤ 15 minutes for mission-critical systems.

G. Software Requirements (Website Managers)
- Access via modern browsers (Chrome, Firefox, Safari — last two versions).
- Minimum workstation spec: 8 GB RAM, 4-core CPU, stable broadband ≥ 25 Mbps.
- Use VPN for secure administrative access.

H. Hardware Requirements (Consumers/Viewers)
- Compatible with desktop and mobile browsers supporting TLS 1.2+.
- Minimum broadband ≥ 5 Mbps for media-rich content.
- Responsive site design for devices from 320px width upward.

KLARA M's approach to this section reflects a holistic understanding of digital tourism infrastructure. We are not simply offering a static website, but a living, interactive, and scalable digital ecosystem that empowers GVB to engage global audiences, empower industry stakeholders, and streamline internal workflows. We have architected this project to evolve in parallel with changing customer demands, requirements, security standards, privacy regulations, and reliability expectations, ensuring that GVB remains competitive and future-ready. Each component—from AI integration to mobile-first design—supports the long-term growth and adaptability of GVB's web presence.

KLARA M's modular, API-friendly development approach ensures that each of these feature sets, whether implemented at launch or phased in over time, is designed with long-term scalability, integration, and user engagement in mind.

11. FULL-SCALE TRAINING

Objective:

To equip all Guam Visitors Bureau (GVB) stakeholders, including internal staff, partners, vendors, and industry members, with the skills and resources to independently manage, update, and optimize the new digital ecosystem. This includes the global websites, CMS, CRM, Membership Portal/Extranet, and all specialized tools.

The plan ensures operational independence, reduces reliance on ongoing technical support for daily operations, and supports scalability as GVB's needs evolve.

Training Strategy:

Our approach combines role-based learning with hands-on application to address the diverse needs of each stakeholder group. Training will be delivered in three stages:

1. Onboarding & Fundamentals – Core system navigation and general features.
2. Role-Specific Application – Hands-on practice with tools relevant to each group's daily responsibilities.
3. Advanced Optimization – Best practices, analytics, and advanced functions for growth and efficiency.

Training will be delivered through live workshops, recorded tutorials, step-by-step documentation, and guided practice in a sandbox environment.

Stakeholder Groups & Training Modules:

1. GVB Internal Staff (Marketing, Sales, Membership, PR, IT, Admin)
Objective: Ensure full proficiency in managing the CMS, CRM, partner portal, and related tools.

Modules:
- CMS Management – Updating pages, content, and media; building responsive microsites and campaign landing pages; localized content workflows.
- CRM Management – Contact and lead tracking; member and partner account management; segmentation, reporting, and automation.
- Specialized Modules – Meeting Sales, RFP Management, Tour & FAM, Membership, PR/Media, Consumer Engagement.
- Security & Compliance – Data protection, access controls, and privacy policies.
- Analytics & CRO – Interpreting reports, optimizing content and campaigns for performance.

2. Tourism Industry Partners (Hotels, Attractions, Restaurants, Tour Operators)
Objective: Enable partners to maximize participation in GVB programs and campaigns.

Modules:
- Membership Portal Use – Profile management, uploading images, posting events.
- Lead & Inquiry Management – Viewing/responding to consumer and industry leads.
- Itinerary & Product Management – Adding/updating tourism products and activities.
- Digital Asset Submissions – Providing media for GVB marketing use.

3. Vendors & Service Providers
Objective: Ensure seamless technical and creative collaboration.

Modules:
- Workflow Integration – How deliverables are submitted, reviewed, and approved.
- DAM System – Uploading, tagging, and managing media assets.
- Collaboration Tools – Using shared workspaces and CRM task features.

4. Media & PR Stakeholders
Objective: Provide direct access to resources and coordination tools.

Modules:
- Media Portal – Access to press kits, fact sheets, image/video libraries.
- FAM Tour Coordination – Receiving itineraries, confirming participation, submitting coverage.

5. Specialized Component Training for GVB Staff & Select Partners

*Objective*: Ensure mastery of advanced, tourism-specific tools.

Modules:
- Virtual Tours – Recording, uploading, embedding, and tracking engagement.
- Sales Management Modules – Lead nurturing, ROI tracking, and reporting.
- FAM Management Modules – Planning, scheduling, vendor coordination, feedback collection.
- Microsite Builder – Creating localized or campaign-specific microsites integrated with CRM data.
- Mobile App Management – Content updates, push notifications, analytics.
- UGC Aggregator – Curating and rights-managing user-generated content.
- Trip & Itinerary Builder – Designing personalized travel plans with integrated business media.
- AI-Powered Digital Asset Management – Uploading, organizing, and dynamically optimizing assets with AI tagging and transformations.

Training Delivery Methods

- Live Workshops (in-person & virtual) – Interactive sessions with Q&A and real-world exercises.
- Recorded Tutorials – Short, task-specific videos for quick reference.
- Step-by-Step User Manuals – Comprehensive guides for each system component.
- Quick-Reference Cheat Sheets – Streamlined instructions for common tasks.
- Architecture Maps & Flowcharts – Visual aids for CMS/CRM structures and workflows.
- Searchable Documentation Hub – Centralized repository combining the FAM documentation repository and unified CRM document repository, accessible to GVB staff.

12. VIRTUAL TOURS
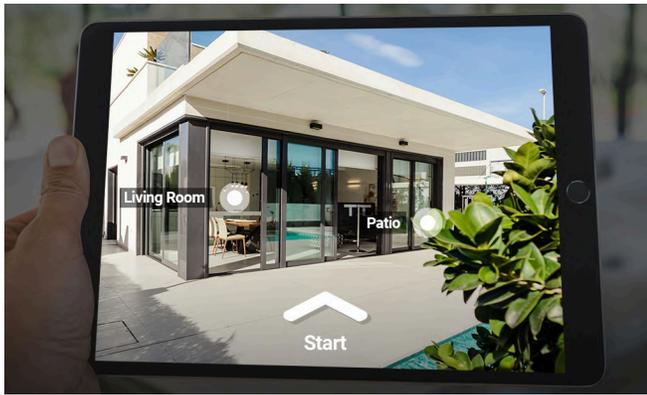
We propose to integrate 360-degree virtual tour capabilities into the global websites, enabling bureau members and industry partners such as hotels, meeting facilities, restaurants, and major attractions to showcase their locations through immersive, navigable experiences. These virtual tours will enhance visitor engagement, aid trip planning, and provide a powerful promotional tool for Guam's tourism offerings.

Key Features:
- Full-site embedding capability allowing virtual tours to be placed anywhere on the site, including within interactive maps where applicable.
- Support for third-party virtual tour integrations that provide high-resolution, responsive experiences with hotspot navigation and multimedia features.
- Seamless compatibility with our proposed CMS, ensuring that tours can be embedded directly into member profiles, attraction listings, event pages, and microsites.

3D POINT CLOUD OF TUMON

Analytics and Reporting:

Integrated analytics dashboards will provide comprehensive metrics on virtual tour engagement, including:

- Page views and unique visitors for each tour
- Engagement time and interaction hotspots clicked
- Click-through rates (CTR) to related content or booking pages
- Conversion rates for tour-driven inquiries or reservations
- Bounce rates to assess retention impact
- User demographics (age, gender) and geographic origin
- Traffic sources (direct, referral, organic, paid)
- Device and browser usage
- Membership activity such as logins, renewals, and benefit usage
- Content performance including top-performing pages, downloads, and shares
- Event participation metrics
- Form submissions and inquiry tracking

Virtual Reality Feature Support:

Our team is equipped with advanced 3D virtual tour recording technology, including Apple Vision Pro and a 3D mapping camera equivalent to Matterport, enabling the capture of high-resolution, immersive, navigable experiences for GVB members and industry partners. We will handle the full production process, from on-site recording to editing, hosting, and storage, ensuring tours are optimized for fast loading, cost-effective delivery, and smooth playback on all devices. These recordings will be fully integrated with our unified CRM, allowing them to be linked directly to member profiles, attraction listings, events, and tourism product data, providing website visitors with a seamless and engaging way to explore Guam's destinations.

We also have the capability and technology to create a **virtual, 3D twin of Guam** using advanced drone imaging. This immersive digital replica allows anyone to explore the island virtually—whether through a computer, tablet, or VR headset.

A virtual twin opens up endless possibilities, including gamification, travel planning, developmental planning, event location scouting, and more.

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# 13. CONVERSION RATE OPTIMIZATION (CRO)

We propose a structured evaluation process to increase conversions across the global websites by generating more qualified leads, referrals, and sales for GVB and its members. Our approach will begin with a comprehensive audit to identify areas for improvement, focusing on design, user experience, content strategy, and call-to-action placement. We will address friction points in conversion funnels through analytics review, UX audits, A/B testing, and technical performance assessments. Using performance data, behavioral analytics, and heatmapping tools, we will create a targeted optimization plan aligned with GVB's content strategy and marketing objectives, prioritizing actions that boost engagement, repeat visits, and tourism participation.

All captured leads will flow directly into our Sales Management Module within the unified CRM, ensuring that:
- Leads are automatically categorized by source, campaign, and market segment.
- Sales representatives or member partners can be assigned to follow up promptly.
- Lead performance and conversion metrics are tracked in real time.
- Integration with partner listings, tourism products, and event data supports personalized outreach.

Integrated Conversion Sources:
- User-Generated Content (UGC) Galleries: Interactive UGC photo walls and web galleries will include embedded calls-to-action linking to booking pages, event registrations, and partner offers, with all resulting inquiries routed to the Sales Management Module.
- Trip Planner & Itinerary Builder: Saved itineraries and "Book Now" actions will generate qualified leads tied to specific attractions, tours, or member businesses, captured directly in the CRM for follow-up.
- Virtual Tours: 360-degree immersive experiences will include embedded inquiry forms and booking links, driving high-intent leads to the Sales Management Module with source attribution for performance tracking.
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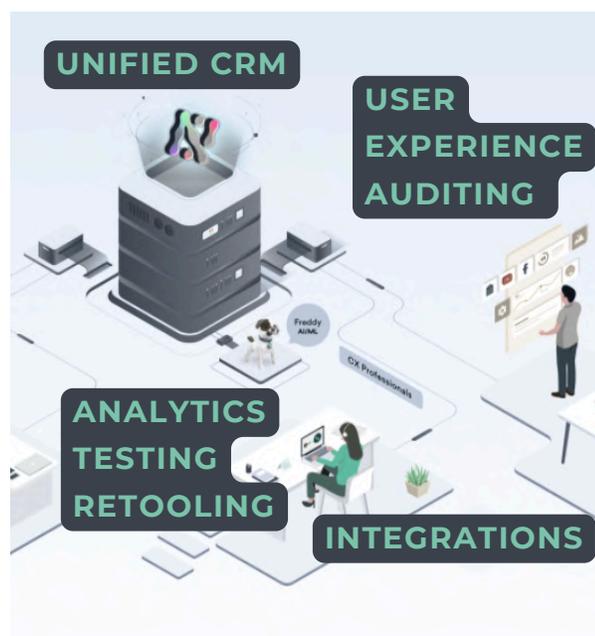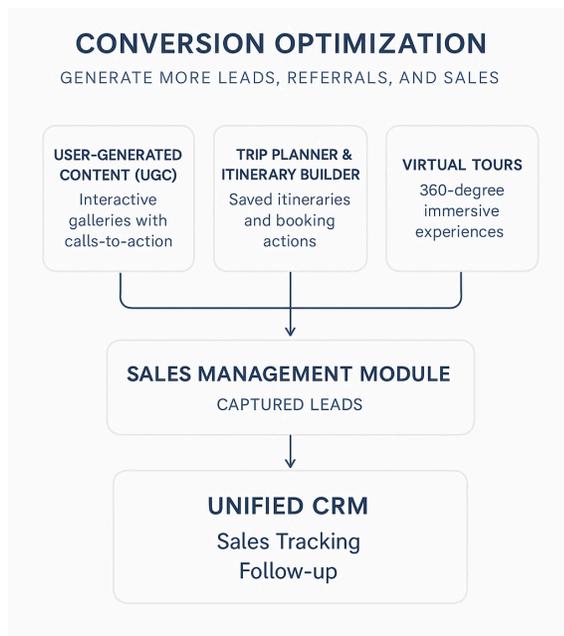
14. E-MAIL MARKETING PLATFORM)

To support the Guam Visitors Bureau's digital engagement and outreach efforts, we propose the implementation of a robust, enterprise-grade email marketing platform that integrates directly with our custom CRM. This solution will enable seamless communication across all GVB target audiences, including consumers, visitors, bureau members, meeting planners, media contacts, industry partners, and the local community.

We propose to implement an existing E-mail Marketing Platform and CRM. As the project evolves, we propose to develop additional custom features for GVB, as their technology needs evolve.

We may choose between **HubSpot**, **MailerLite** or **Brevo**, all of which provide:
- Support for marketing automation, lead scoring, behavior-based triggers, and contact segmentation
- Native or custom webhook support for real-time sync with CRM activities
- GDPR/CCPA-compliant data storage with auditing and consent history
- Seamless management of multiple audience types, ideal for GVB's B2B and B2C outreach
- Full API access for custom CRM integrations into our centralized GVB-CRM platform

We will connect the email marketing platform to GVB's CRM via a secure RESTful API, database GraphQL layer. This database layer will follow our centralized database model system.

This enables:
- Real-time contact syncing (new members, media, partners, visitors)
- Behavior-based segmentation (e.g., site visits, event signups, engagement levels)
- Campaign performance tracking directly within the CRM dashboard
- Secure integration with the CRM for contact syncing, campaign history, and user behavior

We support GVB's online marketing strategy by selecting a CRM that enables these must-have features and services:

Build Template Design & Automation Buildout
- Create branded templates for:
  - Newsletters
  - Special promotions
  - Membership announcements
  - Trade/partner updates
- Build automated workflows:
  - Welcome series
  - Event follow-up
  - Media outreach nurturing
  - Re-engagement for inactive contacts

Reporting and Testing Features:
- These platforms provide A/B testing, open/click-through analytics, and engagement scoring
- Deploy pilot campaigns for B2B and B2C segments
- Provide real-time dashboards to measure campaign performance and ROI

Key Benefits to GVB
- Centralized email and CRM activity for a 360° view of contacts
- Automated campaign flows reduce manual workload while improving personalization
- Support for multilingual campaigns to reach diverse markets
- Advanced analytics to measure campaign impact across the full customer lifecycle
- Highly technical team to develop scalable infrastructure ready to support ongoing digital growth, including integration with bureau CRM and our proposed CRM and database systems

Recommended Platform Options and Benefits

FareHarbor
- Benefits: Specializes in tours, attractions, and activities; offers dynamic availability calendars, flexible pricing, and mobile-first booking flows.
- Integration Potential: Well-documented API supports custom booking widgets directly in web components; real-time availability sync with the unified CRM for analytics and lead tracking.

Checkfront
- Benefits: Multi-industry booking system ideal for tours, events, and rentals; supports package creation and discount codes.
- Integration Potential: JSON REST API enables server-side rendering for fast, SEO-friendly booking pages; webhook support for CRM integration and automated follow-up.

Rezdy
- Benefits: Strong for tourism and travel experiences; supports multi-supplier setups, making it ideal for member-partner bookings.
- Integration Potential: API can feed availability and pricing directly into web framework dynamic routes; booking confirmations routed into the Sales Management Module for lead nurturing.

OpenTable (for Restaurants)
- Benefits: Widely recognized brand for restaurant reservations with user trust; supports table management and guest reminders.
- Integration Potential: Embed reservations via API or iframe into our CMS-managed member profile pages; track reservations as leads in the unified CRM for partner reporting.

Eventbrite (for Events)
- Benefits: Established ticketing solution with payment processing, attendee management, and promotional tools.
- Integration Potential: Our custom CRM can be integrated via Eventbrite API for listing, ticket purchase, and event detail rendering; sync attendee data to CRM for post-event marketing.

Eventbrite (for Events)
- Benefits: Established ticketing solution with payment processing, attendee management, and promotional tools.
- Integration Potential: Our custom CRM can be integrated via Eventbrite API for listing, ticket purchase, and event detail rendering; sync attendee data to CRM for post-event marketing.

Custom Booking Engine (Headless Approach)
- Benefits: Fully tailored to GVB's requirements; supports hotels, attractions, restaurants, and events under one interface with unified branding.
- Integration Potential: Built directly into the custom CMS front-end, powered by our backend and CRM; full control over user flows, sales tracking, and data capture.

Integration Approach with Custom Modern Back-end Architecture
- Server-Side Rendering (SSR) for SEO-optimized booking pages that load quickly and index well.
- RESTful API Layer to consume booking platform endpoints and unify data with CRM records in real time.
- CRM Mapping so all reservations, inquiries, and cancellations are tracked in the Sales Management Module with source attribution.
- Dynamic Routing to match bookings with related content, such as attraction pages, trip itineraries, and partner profiles.
- Analytics Hooks to measure conversion rates from booking flows and inform future optimization strategies.

KM
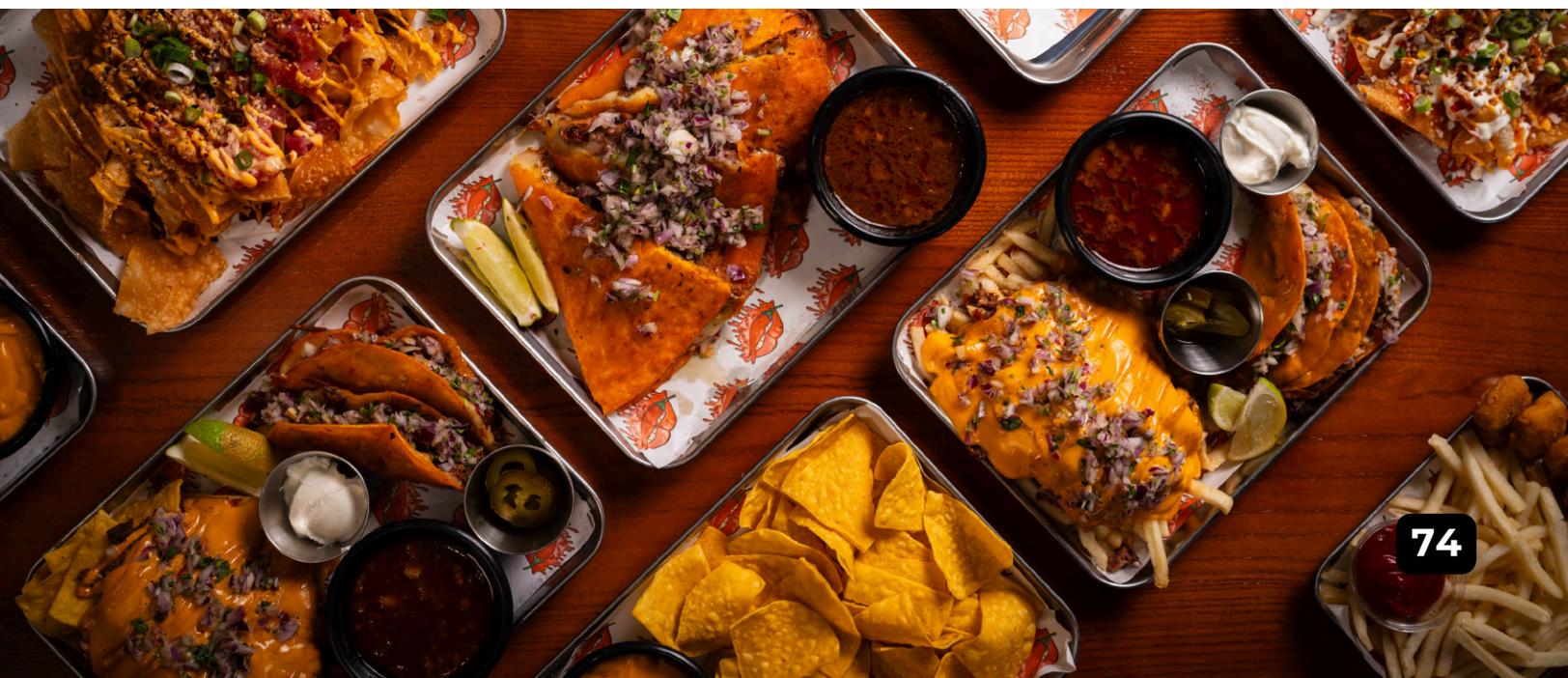
DONG WON LEE

President and General Manager

dwl@klaram.co | (671) 988-1532

Dong Won Lee is a Guam-based entrepreneur and creative director leading two innovative ventures: KLARA M, a full-service digital marketing agency, and 2cofly, the island's leader in drone services. At KLARA M, he specializes in brand development, content creation, and digital strategy.

Dong has worked with a diverse range of clients, including startups, large corporations, government agencies, and off-island organizations. He has played a pivotal role in helping businesses grow by combining strategic marketing with purposeful content. At 2cofly, he provides advanced drone-based solutions across industries such as construction, engineering, and public infrastructure.

As a leader, Dong brings a unique blend of artistic creativity and technical expertise.

WORK EXPERIENCE

KLARA M | WWW.KLARAM.CO

President and General Manager | 2018 - Present

- Lead Guam-based creative agency specializing in content, marketing, and brand strategy.
- Developed and managed digital platforms for clients
- Developed and managed digital advertising for clients
- Lead all phases of content production, from pre to post

2COFLY | WWW.2COFLY.COM
President & Chief Pilot | 2020-Present

- Developed an online test-prep curriculum for the FAA Part 107 certification, now widely used by organizations such as NASA Guam Space Grant, FedEx, local schools and more.
- Executed over 3,000 flights covering 30,000 acres for private, government and military clients.
- Lead all drone operations, working with diverse professionals, such as construction managers, engineers, surveyors, archaeologists, and more.
- Lead all marketing initiatives and campaigns

CORE COMPETENCIES

- Strategic Marketing & Brand Development
- Content Creation & Visual Storytelling
- Digital Infrastructure Development (SEO, UX, GMB, Social Media)
- Campaign Strategy, Copywriting, and Influencer Partnerships
- Drone Cinematography & FAA-Approved Aerial Operations
- LiDAR, Photogrammetry & Geospatial Mapping
- Project Management

REFERENCES

Andrew Park | *President, Hotel Tano*
andy@hoteltano.com
671-486-5460

Marissa Borja | *Cluster Director of Marketing, Dusit Properties*
marissa.borja@dusit.com
671-688-6949

JORDAN ELIZAGA

Chief Technology Officer

jordan@elizaga.dev | (671) 489-6417

Jordan Elizaga is a seasoned technology leader and software engineer with deep expertise in web development, systems architecture, and digital transformation. With a background spanning global enterprises, tech startups, and educational initiatives, he brings over a decade of experience in designing scalable platforms and building modern web applications. His career includes senior engineering roles at companies like Indeed and Honeywell, as well as leadership in fintech, where he managed platform development and cloud infrastructure.

Jordan currently serves as the Chief Technology Officer overseeing the website development strategy for KLARA M. He is highly skilled in front-end and back-end technologies, cloud services, and CRM/CMS integrations, and has a strong passion for building inclusive digital experiences. With a Master's in Computer Science from Georgia Tech and dual degrees in Electrical Engineering and Mathematics, Jordan brings both technical rigor and creative problem-solving to every project.

WORK EXPERIENCE

INDEED | GLOBAL JOB PLATFORM

Senior Software Engineer, Platform Development, Technical Lead
March 2022 - April 2023

- Led redesign of key enterprise feature, Indeed Featured Employer, a marketing tool provided for SMBs, middle-market, and enterprise clients who received benefits and rewards based on business spending, marketing efforts, and recurring usage.
- Transformed a large monolithic system into modular, distributed components, enabling parallel development across dozen micro-engineering teams.
- Managed cross-functional deliverables and product expectations while implementing robust testing protocols that significantly reduced bugs and improved client satisfaction.
- Mentored and managed junior and mid-level engineers, focusing on career development, technical development skills, and team-building. Conducted monthly new-hire engineering interviews.
- Co-facilitated engaging discussions in a management book club to promote leadership development and peer collaboration.

MAXEX | FINTECH STARTUP

Software Engineering Lead (Full-Stack)

- Built and maintained scalable backend services using .NET and Go, handling millions of concurrent requests with a focus on reliability and performance. Implemented AWS technologies GenAI, NoSQL
- Developed automated tools, back-end services, and implemented database optimizations, improving operational efficiency such as reducing web page load times from minutes to seconds for clients and their financial servicers.

HONEYWELL

Web Development | August 2018 - March 2020

- Developed internal cloud-based web applications supporting Experion (PKS C300) process control systems and Honeywell thermostat management.
- Rotational Engineering program with experience in aerospace, commercial building technology, and process controls engineering. Developed features across various products including web services (C#/.NET), Swift and Objective-C (iOS), db (MSSQL), and web development (Typescript, Node, Angular, React).
- Designed and deployed secure applications aligned with cybersecurity standards in industrial environments.
- Improved system reliability and usability by modernizing legacy tools and integrating user feedback from cross-functional stakeholders in Automation, Process Control, Aerospace, and Building Technology..

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY

Masters in Computer Science | GPA: 3.8

UNIVERSITY OF ALABAMA

BS in Electrical Engineering, Dual BS Mathematics (Analysis) | GPA: 4.0
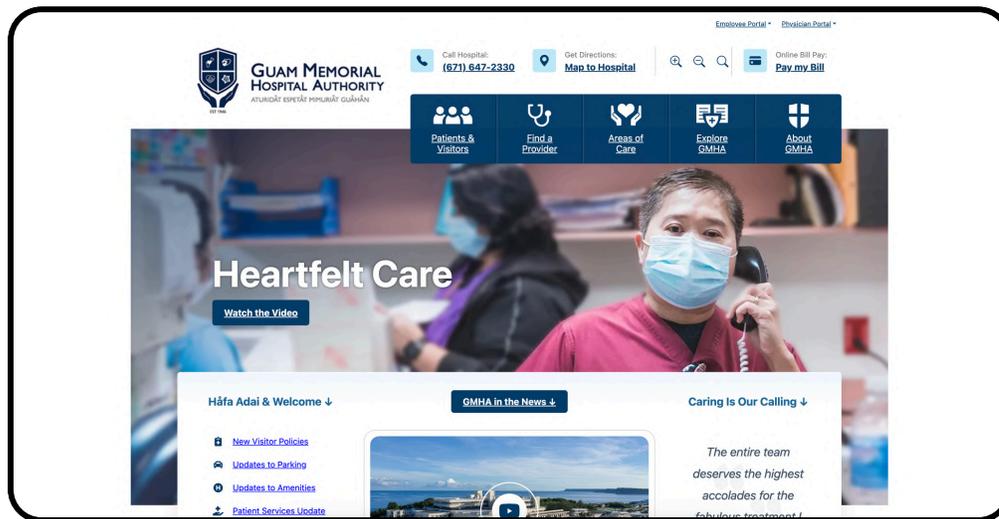
RELEVANT SKILLS AND CERTIFICATION

Programming Languages*: (C#) .NET, JavaScript, TypeScript, Node.js, Go, C++, Python, React, Wordpress*
Database Experience*: MSSQL, AWS s3, Azure Blob Storage, Postgres, MySQL, GraphQL (neo4j), DocumentDb, NoSQL, Blockchain*
Cloud*: Amazon Web Services (AWS), Azure, Google Cloud Platform (GCP), Cloudflare*

## GUAM MEMORIAL HOSPTIAL | 2019

Scope of Work: Full brand overhaul, modern website development, and creative content production to restore public trust, improve communication, and highlight GMH's essential services.

KLARA M led a comprehensive rebranding and digital transformation for Guam Memorial Hospital (GMH), Guam's only public hospital. The goal was to rebuild public trust and modernize the hospital's communications, both visually and digitally. Our team developed a new brand identity, redesigned the website with mobile-first accessibility, and produced professional photo and video content to better engage the community.

Key Highlights:

- Complete rebranding – New visual identity to reflect professionalism, care, and trust.
- Website design & development – Mobile-first, accessible, and CMS-powered for easy content management.
- Emergency alert system – Integrated alert sytem for urgent updates to the public.
- Job application system – Streamlined application portal for healthcare recruitment.
- Department & staff directory – Custom templates for departments and physician/staff profiles.
- Media production – High-quality photography and cinematic video content for marketing, recruitment, and outreach.
- Public-facing & internal communications – Tools to improve how GMH communicates with the public and its stakeholders.
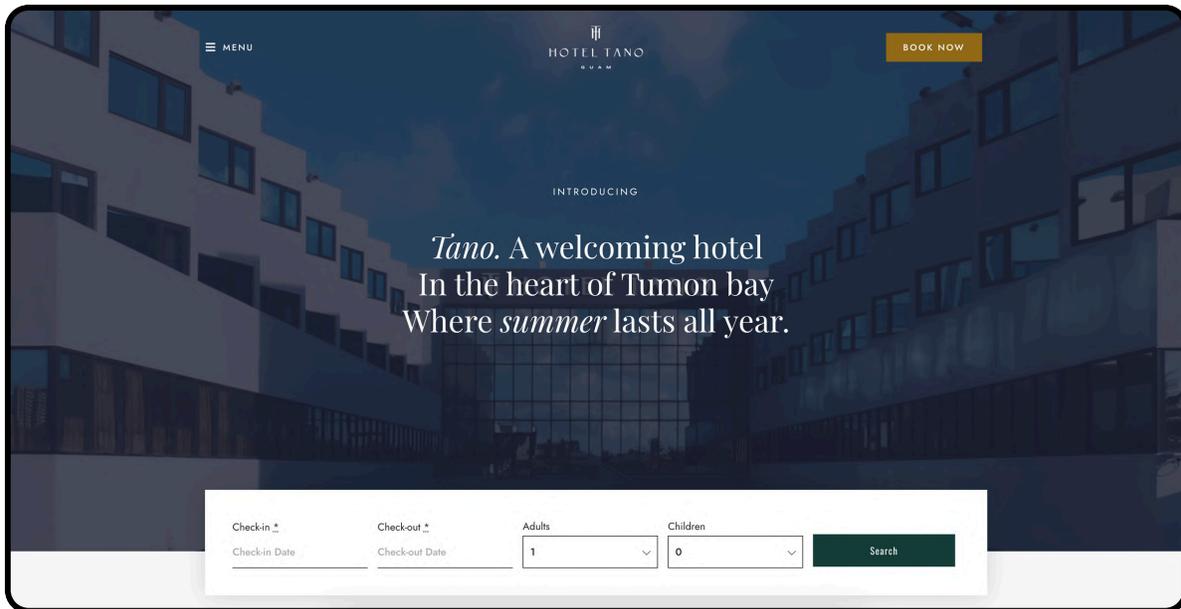
KLARA M partnered with Hotel Tano, Guam's newest locally owned boutique hotel, to launch its brand from the ground up. The goal was to craft a distinct identity that blends Chamorro hospitality with a modern, minimalist aesthetic to appeal to both local guests and international travelers.

Our team handled all creative and digital aspects of the launch, from brand development to website creation and full-scale content production.

Key Highlights:

- Brand strategy & identity design – Developed the hotel's name, logo, brand voice, and visual style.
- Custom website development – Built a user-friendly, mobile-first website optimized for direct bookings.
- Online booking integration – Seamless integration with third-party reservation systems.
- Content production – Full photography and cinematic video package for launch and digital campaigns.
- Social media support – Developed launch content and social media materials to generate excitement and build awareness.
- Local storytelling – Infused Guam's cultural elements throughout the brand to appeal to culturally curious visitors.

Jordan Elizaga partnered with Maxex, an Atlanta-based financial services company, to launch its brand from the ground up. He led the development of a next-generation financial technology system that made it easier for clients and staff to efficiently manage their data solutions and provided beautifully, rich user interface (UI) updates.

Our team handled all creative and digital aspects of the launch, from brand development to website creation and full-scale content production.

Key Highlights:

- Increased workflow efficiencies on legacy components – Loan search workflows (serving tens of thousands of users) were optimized to load in seconds through efficient pagination, in-depth debugging, and advanced technical problem-solving.
- Deployment and Hosting – Built a robust, automated deployment framework that streamlined releases and cut down on costly emergencies and after-hours support.
- Workflow management – Launched an intuitive internal platform that accelerated lead capture, improved customer retention, and optimized the full lifecycle of employee workflows, resulting in faster cycle times and increased operational efficiency.
- Automated Document Management – Implemented automated processing with Optical Character Recognition (OCR) to digitize, extract, and organize data from physical and scanned documents, enabling faster document generation across workflows.
- Our Clients – Served a diverse client base, including major commercial banks, local credit unions, and industry leaders such as Fannie Mae and Freddie Mac.
- Technologies – Built a cloud-native internal platform using AWS, modern .NET, and Go to improve server efficiency, concurrency, and performance. Utilized Docker for containerization and automated deployments, enabling reliable, scalable hosting and rapid development cycles.
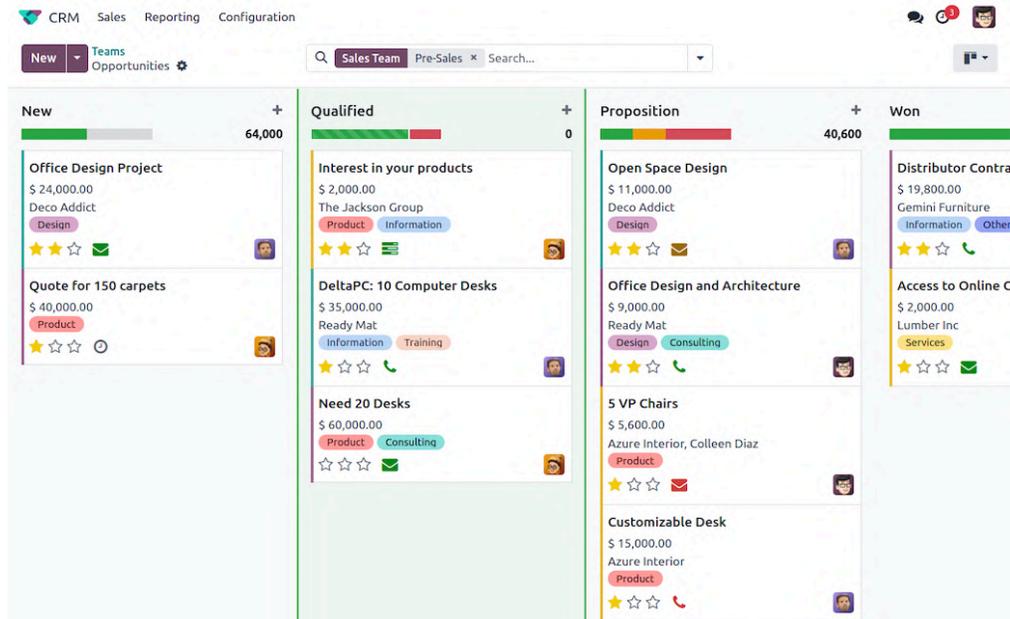
Jordan Elizaga designed, developed, and integrated a custom Odoo CRM for a fintech loan origination sales team, tailoring the platform to their high-volume, compliance-heavy workflow. By automating lead intake, streamlining approval handoffs, and integrating directly with internal underwriting and document management systems, reducing the average deal cycle time. These efficiencies allowed the sales team to focus more on client relationships, contributing to an increase in closed deals within the first six months of launch.

Key Highlights:

- Automated Lead Capture – Integrated inbound lead generation from email, VoIP, social media, website forms, events, and support tickets, eliminating manual entry.
- Lead Nurturing & Scoring – Deployed automated campaigns tailored to lead segments, predictive scoring, and SEO/A/B testing tools to boost acquisition.
- Opportunity & Pipeline Management – Built a drag-and-drop pipeline with customizable stages, meeting scheduling, activity planning, and 360° visibility into customer journeys.
- Data Enrichment & Deduplication – Automated contact completion from email or phone data, maintaining a clean, accurate database.
- Workflow Automation – Created task queues for calls and activities to ensure timely follow-ups.
- Modern UI & Mobile Access – Implemented an intuitive, filter-driven dashboard with embedded tips and best practices, optimized for mobile devices to support on-the-go sales teams.
- Communication Tools – Integrated VoIP, email templates, and rules-based lead assignment to streamline team coordination.
- Advanced Reporting – Developed custom dashboards, cohort analysis, and KPI tracking to monitor conversion rates, lead sources, and campaign ROI.
- Technologies: PostgreSQL, Node.js, and customized Odoo ORM

FAMGURU | 2023-2024
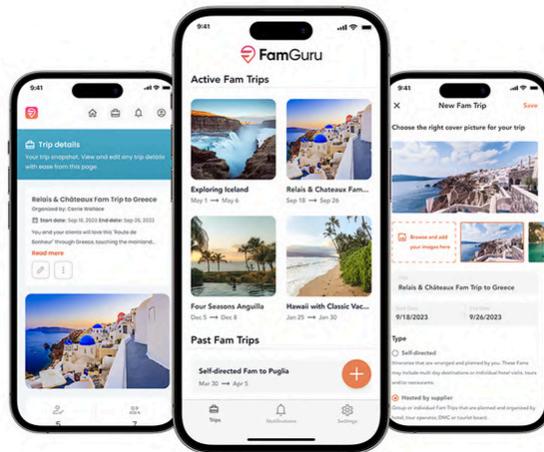
Jordan contracted with FamGuru's engineering team to design and implement an optimized FAM tour management system. The solution featured robust budget tracking for each tour or site inspection, covering expenses such as flights, accommodations, ground transportation, meals, and activities. It also included advanced itinerary management tools, enabling the creation and organization of schedules with specific dates, times, and locations for hotels, venues, attractions, and restaurants.

Key Highlights:

- Budget Tracking – Implemented detailed expense tracking per FAM tour or inspection, covering flights, accommodations, ground transportation, meals, and activities.
- Itinerary Management – Delivered tools to create and manage itineraries with specific dates, times, and locations for hotels, venues, attractions, and restaurants.
- Logistics Coordination – Centralized travel and accommodation planning, including automated rooming lists, manifests, and transport schedules.
- Local Partner Coordination – Built tools for seamless communication with hotels, local venues, and service providers, enabling requirement sharing and post-event feedback data collection.
- Mobile-First Development – Designed with a responsive, mobile-first architecture to ensure optimal usability for field staff and partners accessing the system on smartphones and tablets.
- Customizable Checklists & Workflows – Created pre-defined and user-editable checklists for planning and executing tours, with automated task assignments and reminders.
- Tech Stack – Developed natively in Swift for iOS, leveraging Apple's UIKit and Core Data frameworks for performance and offline capabilities; integrated RESTful APIs for real-time updates and synchronization with the central CRM.
- Secure Online Payment via Credit Card – Integrated PCI-DSS compliant payment processing for membership dues, event fees, and other transactions.
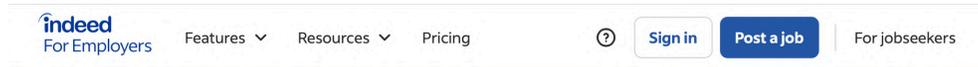
Jordan Elizaga led the design, development, and architecture of a large-scale refactor of Indeed's sales and revenue rewards program for partnered employers. The transformation introduced powerful workflow efficiencies that streamlined feature development and accelerated delivery. These enhancements enabled developers to ship high-impact features faster and empowered sales teams to deliver exceptional service to employers.

Key Highlights:

- Employer & Employer Rewards Database – Designed and implemented a centralized rewards database linking employer accounts with incentive tracking and performance metrics.
- Leads Management & Rewards Tracking – Built an end-to-end lead management and rewards system with customizable pipelines, stage tracking, and automated reminders.
- Recording Detailed Profiles – Enabled comprehensive employer and lead profiles with historical interaction data, performance stats, and notes for personalized engagement.
- Streamlined Invitation & Registration Process – Automated event and rewards program invitations, registration tracking, and confirmation workflows.
- Post-Hire Reporting – Created analytics tools to measure post-hire outcomes, including performance-based reward distribution.
- Workflow Automation (Cron Jobs) – Scheduled background processes for reward calculations, data syncing, and report generation to eliminate manual tasks.
- Communications & Engagement – Integrated email templates, in-app messaging, and notification triggers for proactive client engagement.
- Advanced Reporting – Developed KPI dashboards, cohort analysis, and reward program ROI tracking with PostgreSQL-backed queries.
- Scalable Architecture – Engineered a modular, large-scale system architecture leveraging Odoo CRM for data integrity, Java Spring Boot for backend scalability, and a GraphQL data layer for efficient, flexible API querying and integration across services.
- Modern UI & React Front End – Delivered a responsive, mobile-first interface optimized for both desktop and mobile sales workflows.

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MARKETING AND MEDIA ADVANTAGE

In today's digital environment, visuals are not just decoration—they are the foundation of a compelling user experience. The photos, videos, infographics, and graphics displayed on a website do more than fill space; they set the mood, communicate the tone, and guide the entire design direction. A well-crafted visual library can inspire visitors, tell Guam's story in an instant, and influence a traveler's decision to visit the island.

At KLARA M, we are uniquely positioned to deliver this level of visual storytelling because we are not just a website developer; we are a creative agency at the forefront of marketing and media production in Guam and across the Pacific. From cinematic tourism campaigns to strategic digital content for global audiences, we understand how to blend aesthetics with strategy to achieve measurable results.

ROTA | DRONE SHOT BY KLARA M

Unlike many agencies that outsource creative production, KLARA M executes every stage of content creation in-house. This ensures speed, quality control, and brand consistency, while enabling us to respond quickly to emerging opportunities or market shifts.

Our production capabilities include:

- Cinematic video production for tourism, hospitality, and cultural storytelling
- Professional photography
- Infographic and motion graphics design for data-driven storytelling
- Drone aerial content and 3D spatial video capture
- User-generated content aggregation and curation
- Multilingual adaptations for relevant languages

This advantage means that as we design and build GVB's new website ecosystem, we can directly integrate stunning, on-brand visuals that resonate with each target audience. We will not be limited to stock imagery or generic templates—instead, we will showcase Guam through authentic, high-impact media that inspires travelers to act.

Our marketing and media advantage is not just about visuals; it's about combining creative excellence with strategic execution to drive engagement, conversion, and loyalty. With KLARA M as your partner, the GVB website will not simply inform—it will inspire.

TESTIMONIAL HIGHLIGHTS

JESSICA ANINZO, OWNER, SAYS:

Our team has had the pleasure of working with Klara M for the past year, and I'm incredibly impressed with their professionalism and expertise! Their ability to tailor our posts to the right audience has been outstanding. They consistently come up with fresh, creative ideas that resonate with our customers. Since partnering with them, they have created our first official website that has been increasing traffic each month and our social media engagement has increased incredibly! We've seen a real boost in brand awareness. What I truly appreciate is how communicative and responsive they are. They're always available to discuss ideas, and they take the time to understand our vision and goals. I highly recommend Klara M to any business looking for a team that delivers results and brings innovative marketing strategies to the table. They're simply amazing! Thank you Klara M for your hard work!

MARISSA, CLUSTER DIRECTOR OF MARKETING, SAYS:

[KLARA M's] enthusiasm, work ethic, professionalism and commitment to completing a last minute project for our corporate office was unbelievable. There are many production companies on Guam and freelancers that we could have worked with on this project, but I am so glad we went with Klara M. He completely went above and beyond. From scripting, to improvising, staging scenes, recommending music and working well past the anticipated shooting time - I guarantee you will not find anyone else who is willing to provide the type of quality attention and product that Klara M produces at such an affordable rate. As a seasoned professional in media and marketing, I absolutely recommend Klara M to anyone seeking drone footage, commercials or corporate-style videos. Among the most crucial components to projects is communication, vision and deadlines. Klara M exceeded every single one. Well done and thank you for your outstanding work!


"

Klara M, a Guam digital marketing agency captured the essence of my final retirement flight to perfection. The production was so good I was asked what US mainland company produced the various videos. They were impressed to learn of Klara M's expertise and their ability to rival other companies.

United Airlines Chief Pilot Pierre Frenay

NAVFAC Project

"I am thrilled to express my sincere appreciation for the outstanding work KLARA M did on the NAVFAC Marianas recruitment video. From start to finish, their professionalism and dedication to quality were evident, and the final product surpassed our expectations.
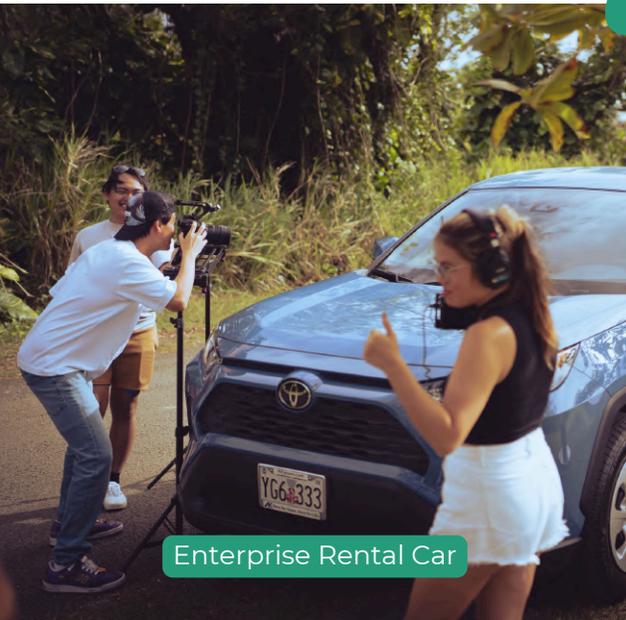
Enterprise Rental Car

"Dong Won Lee and the KLARA M Team were excellent and flexible through our projects together. The team was resourceful, provided a high-quality service with punctuality and concise updates, and delivered a high-quality video product while providing a number of options in production. With the creative vision of Lee and his team, being able to capture breath-taking and stunning shots. I would highly recommend KLARA M to anyone looking to start projects and businesses -- both big and small-- and for their services in videography and digital marketing. The next perfect shot may yet only be a drone shot away in the sky.

Deposition Filming

"I hired Dong to assist with a very complex patent deposition in Guam and he did an amazing job. He was professional, responsive, and went above and beyond what was asked. The videography was perfect, he provided additional devices for real-time, and he added in the successful setup and troubleshooting of our Zoom session. I would highly recommend.

Ignite Juice Bar

"

Dong is very knowledgeable with his service and easy to work with. He helped us out with branding Ignite Juice Bar from the ground up. Highly recommended to any types of businesses that need helps with their online presence.

Local Jerk

"

Local Jerk has had the pleasure of working with Klara M Marketing Services for over the past year and I must say, the experience was nothing short of exceptional. From the outset, the team demonstrated a comprehensive understanding of our business needs and objectives. They crafted a tailored marketing strategy that not only addressed our immediate goals but also aligned with our long-term vision.

The creativity and innovation that Klara M brought to the table were impressive. Their campaigns were fresh, engaging, and most importantly, effective. We saw a significant increase in our online engagement and a notable rise in our customer engagement on our social media platforms.

Klara M team's commitment, communication and collaboration is excellent. They kept us informed at every stage, welcomed our feedback, and made adjustments promptly. This level of service and dedication truly set them apart from other marketing agencies we've worked with in the past.

Overall, we highly recommend Klara M Marketing Services to any business seeking a strategic partner to elevate their marketing efforts. Their expertise, creativity, and client-focused approach make Klara M our go to choice for all our marketing needs.

KLARA M is one of the highest-rated marketing agencies in Guam. We focus on delivering <u>results</u> to our clients - even if it means losing out on profit. Read all the Google reviews our clients took the time to leave us!

CLOSING STATEMENT

The Guam Visitors Bureau stands at a pivotal moment to reimagine its digital presence, not just as an information hub but as a dynamic, integrated platform that inspires, engages, and drives measurable results for Guam's tourism industry. With KLARA M, you gain more than a developer; you gain a strategic partner with expertise in world-class web development, secure and scalable infrastructure, robust CRM and partner tools, and an unmatched command of marketing and media production.

Our proposed solution unifies technology, design, and storytelling to showcase Guam's unique identity to the world while equipping GVB's team and partners with the tools, training, and insights to operate with confidence and independence for years to come. Every component is purpose-built to serve GVB's global vision, elevate the visitor experience, and deliver long-term return on investment for the island's tourism ecosystem.

We are ready to move forward, execute with precision, and work hand in hand with your team to bring this vision to life. Together, we will position Guam as a must-visit destination, set a new standard for destination marketing, and ensure that the world experiences Guam at its very best.