

MANAGEMENT REPORT

Régine Biscoe Lee, President & CEO

GVB Board of Directors Meeting
November 13, 2025

RESEARCH



September 2025



September 1-30, 2025

Total: 56,973 (+12.7%)

% Market Mix	Origin	2019	2024	2025	% vs LY
47.7%	Korea	61,405	26,161	27,183	3.9%
34.9%	Japan	59,545	15,126	19,904	31.6%
9.2%	US/Hawaii	5,385	5,195	5,250	1.1%
1.7%	Philippines	1,272	853	945	10.8%
0.9%	Taiwan	2,145	203	535	163.5%
0.8%	China	827	360	460	27.8%
0.1%	Hong Kong	344	47	40	-14.9%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: September 2025 Daily Arrivals reflect Civilian Air arrivals only.

Calendar Year to Date 2025



January – September 30, 2025

Total: 552,630 (-1.9%)

% Market Mix	Origin	2019	2024	2025	% vs LY
46.9%	Korea	552,265	289,561	259,203	-10.5%
33.1%	Japan	503,788	152,901	183,128	19.8%
11.0%	US/Hawaii	70,796	66,303	61,051	-7.9%
1.9%	Philippines	14,305	9,587	10,508	9.6%
1.2%	Taiwan	22,058	2,392	6,523	172.7%
0.7%	China	9,246	3,889	3,748	-3.6%
0.1%	Hong Kong	4,366	538	543	0.9%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: September 2025 Daily Arrivals reflect Civilian Air arrivals only.

Fiscal Year to Date 2025



October 2024 – September 30, 2025

Total: 727,886 (-3.2%)

% Market Mix	Origin	2019	2024	2025	% vs LY
47.3%	Korea	734,332	392,681	344,002	-12.4%
32.8%	Japan	664,571	203,474	238,974	17.4%
10.9%	US/Hawaii	93,394	86,325	79,438	-8.0%
2.0%	Philippines	20,708	13,235	14,465	9.3%
1.1%	Taiwan	28,346	2,913	7,727	165.3%
0.6%	China	12,588	4,817	4,730	-1.8%
0.1%	Hong Kong	6,394	777	707	-9.0%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

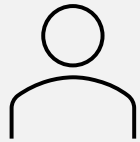
Note: September 2025 Daily Arrivals reflect Civilian Air arrivals only.

Visitor Profile



SOUTH KOREA

PARTY



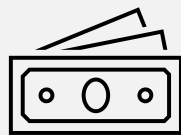
39.24

AVERAGE
AGE



3.63

AVERAGE
PARTY SIZE



\$64,184

AVERAGE
HOUSEHOLD
INCOME



3.89

NIGHTS
AVERAGE
LENGTH OF STAY

SPENDING

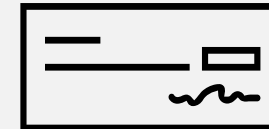


\$551.79

ON ISLAND
PER PERSON

\$1,093.41

TOTAL SPENDING
PER PERSON
(PREPAID + ON ISLAND)



TOP CATEGORIES

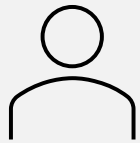
- | | |
|--|---|
| 1  ACCOMMODATIONS | 3  SHOPPING |
| 2  ACTIVITIES/
ENTERTAINMENT | 4  FOOD/BEVERAGE |

Visitor Profile



JAPAN

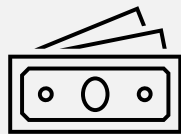
PARTY



38.22
AVERAGE
AGE



3.03
AVERAGE
PARTY SIZE



\$51,008
AVERAGE
HOUSEHOLD
INCOME



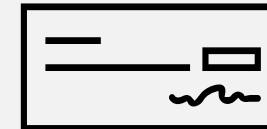
3.28
NIGHTS
AVERAGE
LENGTH OF STAY

SPENDING



\$390.75
ON ISLAND
PER PERSON

\$1,022.18
TOTAL SPENDING
PER PERSON
(PREPAID + ON ISLAND)



TOP CATEGORIES

1



ACCOMMODATIONS

2



SHOPPING

3



ACTIVITIES/
ENTERTAINMENT

4



TRANSPORTATION

MARKETING



JAPAN



GOGO GUAM HAFA ADAI CAMPAIGN 2026



Campaign announcement has begun

- Guam travel packages or airline tickets
- Limited to 15,000 customers
- Receive a \$30 coupon!
- Eligible Product Sales Period
- November 1, 2025 (Sat) ~ Commencing sequentially by company
- Coupon Usage Period: December 1, 2025 (Mon) ~ April 30, 2026 (Thu)



JAPAN



GUAM INTERNATIONAL DANCE FESTIVAL



- Flyer distribution: Tourism EXPO Japan 2025 in Nagoya.
- Media exposure: Chunichi Shimbun
- Outreach: Japanese dance groups has resulted in 9 confirmed groups (as of Oct 31, 2025).
- Upcoming: Consumer promotion and influencer collaborations to drive audience participation.
- To attract more visitors to Guam for the event, we will collaborate with talents and influencers who have strong engagement in “Oshikatsu” (fan-driven culture).



Shinji Takeda
Actor / Musician / Ko'Ko'
Road Race Ambassador



Perth Nakhun
Actor / Trilingual Performer
active in Japan



Yumeka Hatanaka
Talent / TV Reporter

ONE GUAM MONTHLY MEETING

GVB Japan Travel Agent Meeting – Nov 4, 2025
Venue: TKP Marunouchi Tokyo Station

- The primary objectives:
 - Strengthen industry relationships
 - Share timely updates on Guam's tourism developments
 - Fostering continuous collaboration between stakeholders.
- November Meeting: Announcement of the FY26 kickoff “GoGo Guam Håfa Adai Campaign”

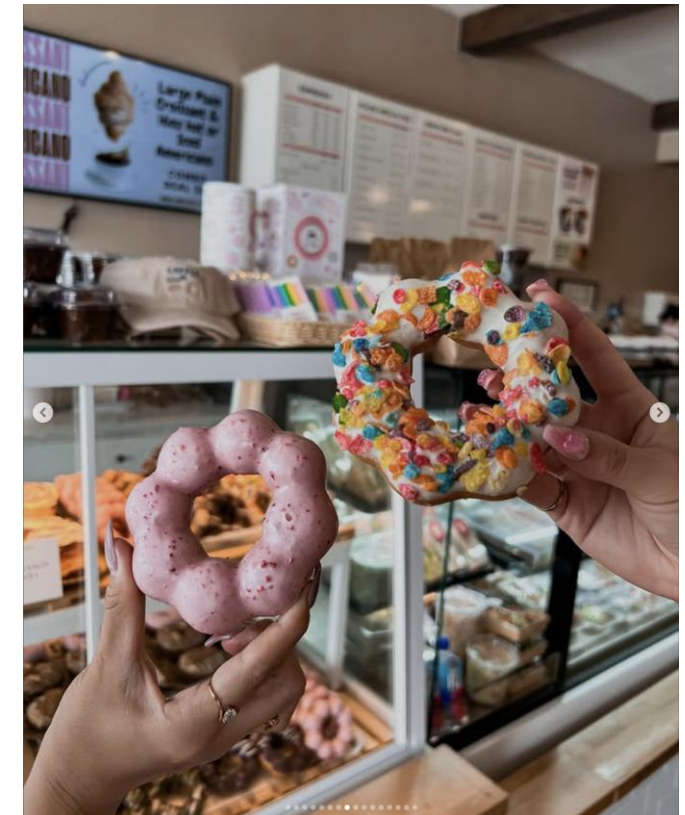


Connecting Where They Live, Moving How They Feel SNS ALWAYS ON

Immersive content.
Personalized digital journeys.

Key Initiatives: Revitalized digital hub,
year-long multi-tiered influencer
program, dynamic targeted
advertising.

Platform: YouTube/ TikTok/ X



CV ADS - SNS

- Unlike standard SNS ads that link to the advertiser's own site, this initiative directs users to pages closer to conversion (CV). Shortening the Path to Booking/Purchase
- Encouraging Immediate Decision-Making
- Maximizing Ad Effectiveness
- By setting the click-through destination to high-intent pages, the same ad budget can yield greater results in terms of bookings and purchases.



Click Here for Booking!!

JAPAN



DIGITAL PR – IN DEPTH INFORMATION

GLAM ONLINE Web Article- Story Telling

Positioning Guam as a Go-To Destination

Sustained content presence

Consistent monthly postings

Visibility year-round

Guam remains relevant and discoverable at any time during the travel consideration cycle.



Guam最新情報をご紹介
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ACTIVITY
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SHOPPING
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FOODS
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WEDDINGS
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【取材レポ】クラウンプラザリゾートグアム グアム随一の海までの近さと徹底した清潔管理が魅力の人気リゾートホテルに迫る

2025/07/01 9:01



旧フィエスタリゾートグアムから生まれ変わり、2023年3月に、グアムでIHG ホテルズ&リゾーツとしてリブランドオープンしたのが「クラウンプラザリゾートグアム」です。クラウンプラザリゾートグアムは、タモンのビーチ沿いに位置しており、ブランドへの信頼や維持運営のレベルの高さから、日本人観光客にも人気の高いリゾートホテルの1つです。今回、筆者はクラウンプラザリゾートグアムに訪問し、人気の理由となるホテルの魅

KOREA



TRAVEL TRADE NEWS

AIR SEOUL & AIR BUSAN RESUME KOR-GUM ROUTE

Air Seoul and Air Busan resumed flights between Incheon & Busan and Guam starting October 26, three years after suspending the service in 2022 due to the COVID-19 pandemic.



AIR SEOUL

Flight Details

- RS101: Oct 26, 2025 – Mar 28, 2026
- RS103: Nov 15, 2025 – Dec 31, 2025
- RS105: Nov 15, 2025 – Dec 31, 2025



AIR BUSAN

Flight Details

- BX614: Oct 26, 2025 – Mar 28, 2026
- BX618: Nov 1, 2025 – Dec 31, 2025

KOREA



TRAVEL TRADE NEWS

AIR SEOUL & AIR BUSAN RESUME KOR-GUM ROUTE

Guam Visitors Bureau and Guam International Airport Authority greeted the Air Seoul & Air Busan flights for their early morning arrival on October 27, providing the passengers and crew with promotional giveaways, Guam drive maps, etc.



KOREA



FY2026 ONGOING PROMOTIONS: TRAVEL TRADE SUPPORT

- **Period & Time:** October – December 2025
- **Channel:** Korean Air, Jin Air, Air Busan, T'way Air
- **Summary:**
 - Korean Air: Promote Korean Air exclusive events, giving out 10% discount coupons for flight purchases and prizes for event participants
 - Jin Air: Offer discount code up to 20%, promoting various departure options from Incheon and Busan, targeting families with children who have winter vacation
 - Air Busan: Discounts for air flights to Guam (2 per account), and promote via Google/Instagram ads, Kakao push, Seomyeon Station DID & other OOH, while also designing Air Busan x Guam edition key rings
 - T'way: B2B promotion ongoing from Oct – Dec

- **Period & Time:** October – December, 2025
- **Channel:** TA channel (Hana Tour, YB Tour, Mode Tour, Verygood Tour, Nol etc.)
- **Summary**
 - **Kids Fly Free Promotion:** Collaborate with all five TAs to promote free flight tickets for children. Channels include SSG, G market, Lotte On, 11st Street, and the TA channels
 - **Influencer Co-op:** Partner with Hana Tour, Mode Tour, YB Tour, and Nol to co-op with Instagram and Youtube influencers, along with show hosts to launch live promotions
 - **OTA 1+1:** Co-promote with Nol Universe to provide 50 % flight discount on Yanolja and Interpark

Airline Promotion

KOREAN AIR

- Period: Nov 20 – Jan 21, 2026
- Channel: Korean Air channels
- Promotion Type: B2C Promotion



JIN AIR

- Period: Nov 3 – 30, 2025
- Channel: Jin Air channels
- Promotion Type: B2C Promotion

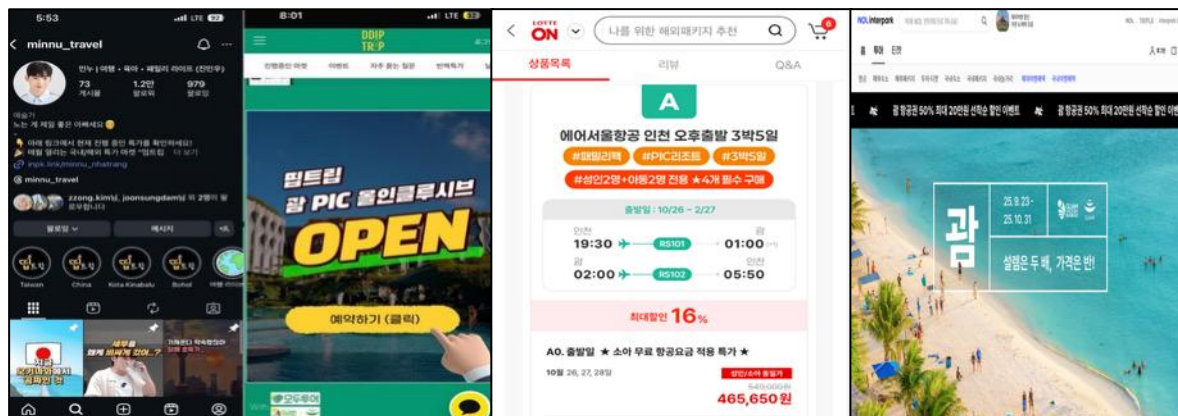


AIR BUSAN

- Period: Oct 22 – 31, 2025
- Channel: Air Busan channels
- Promotion Type: B2C Promotion



TA Promotion



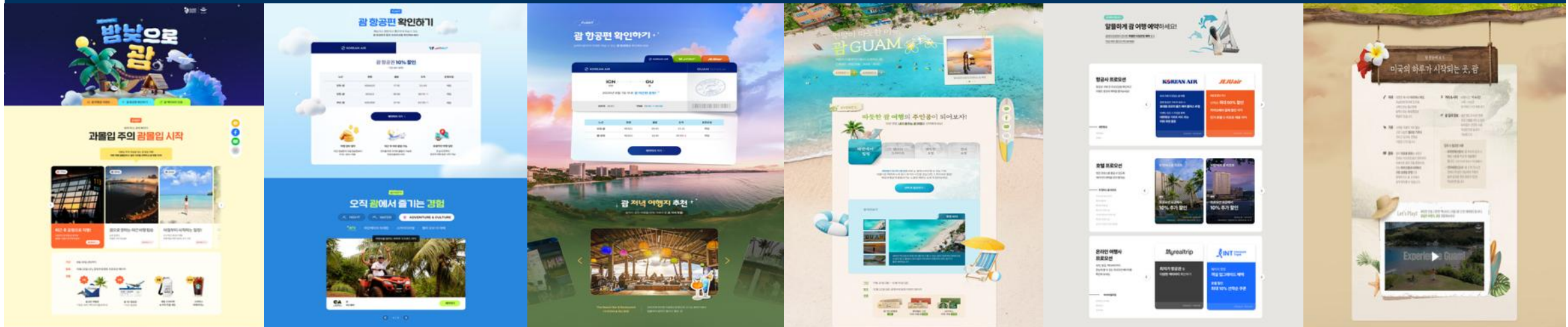
KOREA



FY2026 ONGOING PROMOTIONS: ONLINE PROMOTION

- Period: November 14 – December 5, 2025
- Channel: [GVB Korea online promotion microsite \(visitguamkr.com\)](https://visitguamkr.com)
- Promotion Name: Summer Christmas in Guam
- Objective:
 - To promote year-end travel to Guam along with travel benefits such as hotel promotions
 - To promote expanded flight options and highlight Guam's unique offerings through engaging and interactive content
- Scheme
 - Online promotion to leverage year-end travel to Guam including consumer event, Hotel promotions, flight schedules and Christmas themed attractions in Guam

Online Promotion Page Reference



Courtesy Meetings in Taipei – Council of Indigenous People (CIP)

Date: November 6, 2025



Pictured L to R: Mr. Tez Chu, Ms. Jessica Chang, Ms. Regina Bocatija, Ms. Nadine Leon Guerrero, Ms. Régine Biscoe Lee, Ms. Sabrina Salas Matanane, Mr. Ljaucu-Zingrur, Mr. Yapasuyong Poicon, Mr. Wang Ruei-Ying, Ms. Maljeveljev-Tiudjalimaw, Mr. Kony Lee, Ms. Chen, Fang-Chieh, Mr. Pan, Wen-Cheng.



Guam Participated in the 2025 Taipei International Travel Fair (ITF)

Four-day consumer expo (November 7-10, 2025) organized by the Taiwan Visitors Association, Taipei's annual travel fair is one of the largest in the city, attracting over 364,000 attendees in 2024.



TAIWAN



This premier travel event provides Guam with a valuable platform to showcase its unique attraction to Taiwanese travelers, boost media exposure and on-site visibility, and help strengthen Guam's presence in the Taiwan market to expand partnerships within the travel industry.



North America, Pacific, Philippines, and New Markets



PATA MICRONESIA CHAPTER 3rd TRI-ANNUAL MEMBERSHIP MEETING



PATA Micronesia Chapter 3rd Tri-Annual Meeting
December 8-10, 2025
Guam

- Guam will be hosting the 3rd Tri-Annual PATA Micronesia Chapter Meeting in December 8-10, 2025.
- Chapter members from around Micronesia and the Marianas will be participating in the meetings.
- United Airlines is offering Chapter members a 20% discount on roundtrip economy fares.
- PATA Micronesia Chapter members are invited to experience the inaugural Guam International Dance Festival (GIDF) as a pre-event tour experience.



Scuba Diving Magazine

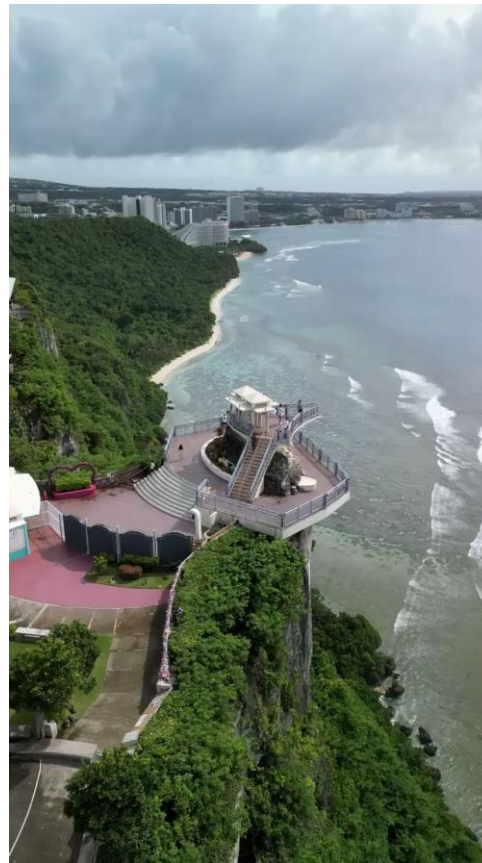
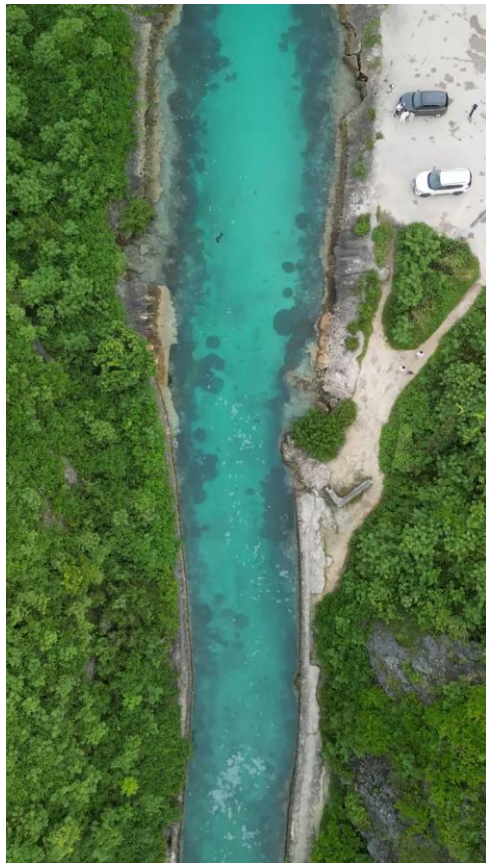
- Guam was voted #1 for “Best Shore Diving Destination” among Pacific, Indian and Mediterranean destinations.
- Scuba Diving Magazine is the official publication of PADI.
- Print circulation reaches 200,000 readers and dive shops and a combined reach (print and online) of 2.4 million audience.
- Palau also voted #1 for ”Best Wall Diving Destination”.



North America, Pacific, Philippines, and New Markets



GVB x Travel Content Creator Collaboration



Dan's Travel Adventures

📍 Australia 🌐 Fulltime Travelling 🗺️ How-To Expensive Destinations on a Budget



- GVB recently collaborated with Travel Content Creator Dan Haywood to produce new, high-quality content to promote Guam. The content will be shared with GVB's overseas offices for their marketing and promotional use.
- Dan Haywood reached out to GVB for support as he planned to visit Palau, Guam and the Marianas.

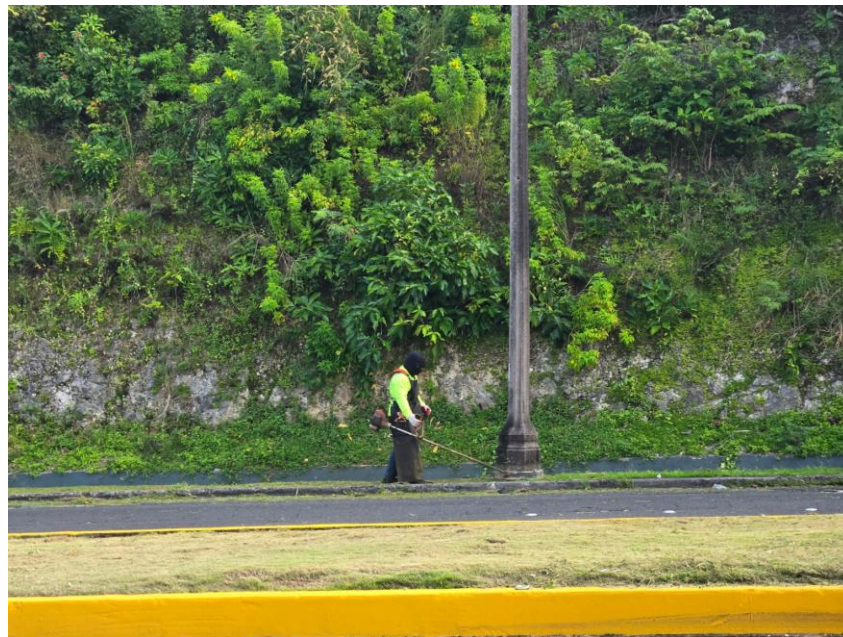
DESTINATION DEVELOPMENT



Destination Maintenance: Tumon Bay



Destination Maintenance: Pale San Vitores Road



Partners in Progress



GVB joined the Guam Memorial Hospital Authority in their revitalization efforts, continuing beautification and cleanup efforts across the hospital campus.

Visitor/Beach Safety Officers



The Visitor Safety Officers (VSOs) stationed at our various tour sites continue to play a critical role in ensuring a safe and satisfying experience for all our locals & visitors.

Visitor/Beach Safety Officers



The critical role that the Beach Safety Officers (BSOs) play at Ypao and Matapang Beach. Their presence is essential for maintaining beach safety and ensuring the well-being of all visitors.

Tumon Night Market



Guam International Dance Festival (GIDF)



- Inaugural GIDF scheduled on December 5 - 7, 2025
- Showcase and competition to celebrate cultural heritage, creative expression, and artistic excellence
- Registration closed on October 29th.
- Over 25 dance groups registered representing Japan, Taiwan, Malaysia, Philippines, India and Guam.



Guam International Dance Festival (GIDF)



- **December 4, 2025**
 - 11AM-1PM: Press Conference at Tsubaki Tower
- **December 5, 2025**
 - 6PM: Showcase at Micronesia Mall
- **December 6, 2025**
 - 9:30AM-3:30PM: Competition Day 1 at Sand Castle
- **December 7, 2025**
 - 4:30PM-7PM: Competition Day 2 at Tumon Night Market
 - 8PM: After Party at Club Zoh



Ko'ko' Registration Launch



- **Register Now** for “Early Bird” Period at www.visitguam.com/koko/
- Resolidified partnership with JCOG to include Japan Festival during Ko'ko' Weekend



KO'KO' WEEKEND EVENTS

- | | |
|----------------|---|
| April 11, 2026 | Ko'ko' Kids Event (4-9 years old) |
| April 12, 2026 | 44 th Harumatsuri Guam Japan Festival
Half Marathon & 5K Ekiden Relay |

Holiday Illumination 1



Date	Number	Motion	Background
4/28/2025	N/A	N/A	GVB Management presented the Budget Request for FY2026, which included a section that allotted \$450,000 for holiday illumination.

Holiday Illumination 2



Date	Number	Motion	Background	Issue	First Motion	Second Motion	Notes
4/28/2025	GVB RFP 2025-006	To approve and authorize the President and CEO as Chief Procurement Officer to enter into negotiations, and if successful, contract with the highest rated offeror for Holiday Illumination.	The Guam Visitors Bureau (GVB) solicited proposals from qualified firms or individuals to install Christmas lights on the medians along San Vitores Road in Tumon. The contractual obligation will begin on October 1, 2025, through September 30, 2026, for FY2026, with the option to renew for two additional years through FY2028, subject to fiscal year-end performance reviews, availability, and certification of funds from fiscal year to fiscal year. The project location will be in Tumon and Hagåtña. It includes a site in Tumon for the Christmas Village and the perimeter of the Guam Visitors Bureau, which will showcase a Christmas theme from December 1 through January (the last day to be pre-set by GVB each fiscal year). The Holiday Illumination Project begins at the Archbishop Flores Memorial Circle (Rotunda) to the Westin Hotel Intersection, including JFK Road (Route 14A) and the Australian Cable Road (Santos Hill). At the Rotunda, the holiday lights will be within the encircling sidewalk. Other sites include the Government House, with Christmas Villages at Skinner Plaza in Hagåtña and Tumon. Each fiscal year of the contract, the contractor will present a creative brief for GVB approval, showcasing a Christmas theme for the enjoyment of both visitors and the local community.	Board approval required.	Robert Hofmann	Mike Sgro	Motion approved unanimously

Holiday Illumination 3



Date	Number	Motion	Background	Issue	First Motion	Second Motion	Notes
9/25/2025	GVB RFP 2025-007	Motion to approve and authorize the President and CEO as Chief Procurement Officer to contract with highest rated offeror, Hanna Enterprises Inc., at the negotiated price of: FY2026 Fee: \$445,000 per year	GVB issued a procurement entitled GVB RFP 2025-006 seeking proposals from professional and experienced companies to provide illumination in Tumon and Hagåtña for the annual Christmas Village held during the holiday season. The selected company shall utilize qualified personnel and equipment to install the festive illumination and shall conduct regular inspections to ensure safety of electrical wiring and connections. The procurement and evaluations were conducted, with Hanna Enterprises, Inc., selected as the highest-rated offeror. After evaluations, GVB and Hanna Enterprises, Inc. engaged in price negotiations.	Board approval required.	Robert Hofmann	Joanne Brown	Mayor Hofmann motioned to amend the motion to \$300,000 for the project. Director Brown seconded the motion. Motion approved.

Holiday Illumination Tumon



Holiday Illumination Tumon



Holiday Illumination Tumon



Holiday Illumination Tumon



Holiday Illumination Tumon



FINANCIAL UPDATE



FY2025 Financial Audit



Audit Entrance Meeting (OPA, GVB, EY) – October 27, 2025

Tentative Timeline:

- Draft Report – January 30, 2026*
- Tentative Completion Date – February 27, 2026*

Note:

* Timeline is subject to the completion and availability of Pension & and Other Post Employment Benefit (OPEB) Reports from GGRF and DOA.

Proposed Audit Timeline

Milestones	OCT	NOV	DEC	JAN	FEB
Audit planning meeting with Management					
Provide year end trial balance and journal entries					
Understanding of the Company's business and walkthrough of the significant classes of transactions					
Send requests for schedules and general files					
Designing procedures and sample selection					
EY to send samples					
Last day to accept samples from Management					
Substantive testing					
General execution of procedures					
Conclusion tasks					
Issuance of draft financial statements					
Release of audited financial statements and management letter					

Beach Cleaning & Tumon Road Maintenance Analysis



Cost Analysis

Service	<u>Estimated Contractual Cost (Adj. for inflation)</u>	<u>Payroll Cost</u>	<u>Var (\$)</u>	<u>Var (%)</u>
Beach Maintenance & Trash Pickup	\$243,541	\$282,287	(\$38,746)	(16%)
Landscape Maintenance, Trash Pickup & Tree Trimming	\$479,432	\$682,658	(\$203,226)	(42%)
Total Cost	\$722,973	\$964,945	(\$241,972)	(33%)

Frequency Analysis

Service	Description	Contract Frequency	Payroll Frequency
Beach	Beach Maintenance	2x / week	7x / week
	Beach Trash Pickup	7x / week (trash bins only)	7x / week
Landscape	Landscape Maintenance	3x / week	5x / week
	Trash Pickup	6x / week (trash bins only)	5x / week (all inclusive)
	Palm Tree Trimming	Semi-annual	2-3x / annually

SI YU'OS MA'ÅSE'

