



1. SHUT OFF CAMERA TO MINIMIZE BANDWIDTH
2. IDENTIFY YOURSELF WHENEVER YOU SPEAK
3. IF YOU'RE LATE, DON'T ANNOUNCE YOURSELF
4. REMAIN ON MUTE UNLESS SPEAKING
5. ENSURE YOUR NAME AND COMPANY IS LISTED AS A PARTICIPANT

CONFERENCE CALL ETIQUETTE
GVB BOARD OF DIRECTORS MEETING
October 23, 2025

A large, stylized graphic of waves in shades of blue, located on the right side of the slide.

GUAM VISITORS BUREAU BOARD OF DIRECTORS MEETING

October 23, 2025

Agenda



1:30PM | Thursday, October 23, 2025

- I. CALL TO ORDER
- II. ROLL CALL
- III. APPROVAL OF PREVIOUS MEETING MINUTES (Sep. 25, 2025)
- IV. ACTION BY THE BOARD
- V. REPORT OF THE CHAIRMAN
- VI. MANAGEMENT'S REPORT

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MANAGEMENT REPORT

Régine Biscoe Lee, President & CEO

GVB Board of Directors Meeting
October 23, 2025

RESEARCH



August 2025



August 1-31, 2025

Total: 79,918 (+17.9%)

% Market Mix	Origin	2019	2024	2025	% vs LY
48.8%	Korea	65,333	28,731	38,476	33.9%
37.0%	Japan	75,630	26,156	29,168	11.5%
7.0%	US/Hawaii	7,095	6,255	5,526	-11.7%
1.5%	Philippines	408	1,148	1,170	1.9%
1.1%	Taiwan	2,730	178	866	386.5%
0.6%	China	976	514	501	-2.5%
0.1%	Hong Kong	191	79	62	-21.5%

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

September 2025



September 1-15, 2025

Total: 29,938 (+19.5%)

% Market Mix	Origin	2019	2024	2025	% vs LY
47.2%	Korea	30,508	12,245	14,133	15.4%
35.7%	Japan	32,709	8,039	10,676	32.8%
9.6%	US/Hawaii	2,769	2,780	2,872	3.3%
1.6%	Philippines	581	400	488	22.0%
0.8%	Taiwan	1,134	82	241	193.9%
0.4%	China	299	99	111	12.1%
0.1%	Hong Kong	186	24	26	8.3%

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 15, 2025

Total: 525,595 (-2.2%)

% Market Mix	Origin	2019	2024	2025	% vs LY
46.8%	Korea	521,368	275,645	246,153	-10.7%
33.1%	Japan	476,952	145,814	173,900	19.3%
11.2%	US/Hawaii	68,180	63,888	58,673	-8.2%
1.9%	Philippines	13,614	9,134	10,051	10.0%
1.2%	Taiwan	21,047	2,271	6,229	174.3%
0.6%	China	8,718	3,628	3,399	-6.3%
0.1%	Hong Kong	4,208	515	529	2.7%

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 15, 2025

Total: 700,851 (-3.5%)

% Market Mix	Origin	2019	2024	2025	% vs LY
47.2%	Korea	703,435	378,765	330,952	-12.6%
32.8%	Japan	637,735	196,387	229,746	17.0%
11.0%	US/Hawaii	90,778	83,910	77,060	-8.2%
2.0%	Philippines	20,017	12,782	14,008	9.6%
1.1%	Taiwan	27,335	2,792	7,433	166.2%
0.6%	China	12,060	4,556	4,381	-3.8%
0.1%	Hong Kong	6,236	754	693	-8.1%

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

Note: September 2025 Daily Arrivals reflect Civilian Air arrivals only

MARKET INTEL



- Okinawa is trying out multilingual (20 languages) *AI Concierge service* at tourism information centers
- Full scale implementation under consideration to enhance destination experience
- Real time Q&A for FAQs, where can I buy... go for. eat, etc.
- Use *speech recognition* and *translation* technology to improve visitor convenience, satisfaction
- Tiger Air *suspending* Ibaraki-Taipei service Oct 26 due to low passenger loads impacted by schedule change from late afternoon to *late-night* departures
- Ibaraki airport is starting *new service to Seoul* in November

Market Intel - Korea



- KTO signed business agreement w/PayPal enhancing J's convenience, partnership focus on joint marketing & promotion to facilitate “seamless” travel, 2 million attractions, shops, cafes, etc. locations using Alipay+ & ZeroPay for cashless transactions
- 95% of Korean population took at least *one trip* last year,
- Top destinations for Koreans still Japan, Vietnam, and China
- Consumers have embraced “*short, high-frequency*” weekenders with emotional and wellness-driven experiences, i.e. east coast beach resorts
- Domestic digital DNA tech ecosystem provides more agility edge (vs Google, etc) competitive advantage for quick product rollouts, hyperlinks, and more responsiveness to nuanced customer needs

Market Intel - Korea (cont'd)



- *Social commerce and live content* increasing in Korean travel industry
- *Instagram* (not TikTok) dominant travel inspired and planning engine for 75% *Korean* consumers versus 45% *global average*
- Many startups emerging in AI-powered trip planning and influencer marketing science, further consolidating or fusing Korea's *technology, commerce, and culture*
- *AI* not immediate threat to *OTAs*, managing the “pipelines” or *supply chain* still crucial in *generating demand*

MARKETING



KOREA



FY2025 COMPLETED PROJECT: WHITE OPEN SEOUL OFFLINE EVENT

- Period: September 27 – September 28, 2025 (10:00 – 20:00)
- Location: Sebitseom, Banpo-gu, Seoul, Korea
- Target: Sports Market/Tennis Players/FITs/General consumers
- No. of Visitors: Close to 11,000 attendees
- Objective:



- To enhance brand visibility by associating with a sporting event hosted by a popular consumer brand
- To generate media coverage through press releases and social media engagement, leveraging the event as a platform to communicate key messages and initiatives
- To network with other sponsors, participants, and stakeholders in the tourism and sports industries
- To conduct SNS follow & mini game event and distribute sports giveaways including tennis ball, sports towel and sports string backpack

2025 FILA WHITE OPEN SEOUL



KOREA



FY2025 COMPLETED PROJECT: ED:M EDUCATION FAIR



- Period: October 18 (11:00 – 17:00) – October 19, 2025 (11:00 – 16:30)
- Location: COEX The Platz (2F), Seoul, Korea
- Target: Parents & Students interested in studying abroad, Educators & education organizations, travel trade partners & media
- Expected No. of Visitors: Total of 5,000pax
- Objective:
 - To establish Guam as a leading educational tourism destination in Korea by emphasizing its unique academic programs, safety, and affordability
 - To leverage the fair's platform to increase Guam's visibility and attract visitors via interactive activities, giveaways and promotional items
 - To connect with and attract prospective students, their parents, and educational partners and agents
 - To network and strengthen partnerships with local educational organizations to expand Guam's educational tourism sector

Sketch Photos of previous ed:m Education Fair



JAPAN



Tourism Expo Japan 2025 in Nagoya

Date: September 25–28, 2025

Location: Aichi, Japan

Visitors: 126,900 total attendees

Trade Days:

11 Guam companies participated

Over 120 key Japanese buyers and media met with Guam representatives

Public Days:

CHamoru dance performances

Island food tastings (Food Truck)

Giveaways and promotions

Attracted 12,000+ booth visitors



JAPAN



JAL Guam Route 55th Anniversary Event

Date: October 1, 2025

Occasion: 55th Anniversary of Japan Airlines' Guam Route

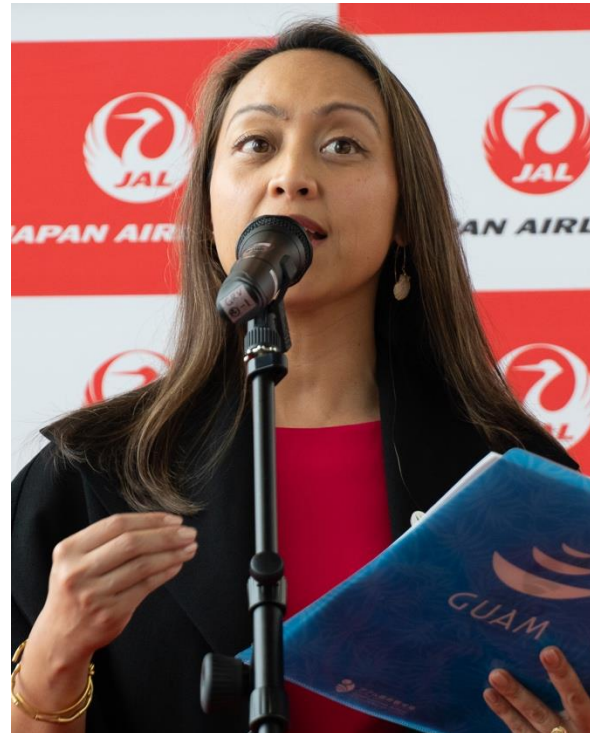
Locations: Narita and Guam

Highlights:

CHamoru dance performances at Narita Airport

Water salute and photo opportunities upon arrival in Guam

Remarks by GVB President & CEO Regine Biscoe Lee



JAPAN



JAL Guam Route 55th Anniversary Event

Date: October 1, 2025

Occasion: 55th Anniversary of Japan Airlines' Guam Route

Locations: Narita and Guam



JAPAN



HIS MOU – Wellness Tourism

Date: October 3, 2025

Occasion: HIS MOU Signing



JAPAN



Guam English Class in Kashiwa City

Date: September 11 and October 8, 2025

Location: Takayanagi Junior High School, Kashiwa City

Program Overview:

- Topics included:
 - Basic information about Guam
 - Cultural differences between Guam and Japan
 - Tourist attractions
- Quiz activity conducted by GVB Japan staff

Future Plans:

- Promote sister-city exchanges
- Support the resumption of international exchange programs
- Encourage more travelers to visit Guam



2025 Taipei International Travel Fair (ITF)

- Date: 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.
- 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.
- Participating GVB members will have the option to participate at the Guam booth which will include a promotional tabletop and stage time or have their promotional items distributed to consumers during the 4-day expo.
- **The registration deadline has ended as of Friday, October 10, 2025.**



TAIWAN



A special thank you to the GVB Members participating this year:

Package A: Booth Space



Package B: Materials Only



PHILIPPINE AIRLINES LAUNCHES FIRST-EVER CEBU-GUAM DIRECT FLIGHT

- Philippine Airlines, together with Lt. Gov. Josh Tenorio, Sen. Jesse Lujan, GVB, GIAA, and Mactan-Cebu Airport, announced on Oct 7 in Cebu the launch of the CEB-GUM flight, set to begin on Dec 16, 2025
- Thrice-weekly service (operating Tues, Thurs, and Sat)
- Flights operated using Airbus A321ceo or A321neo aircraft
- Departure from Cebu at 9:40 PM, arriving in Guam at 3:25 AM
- Return flight departs Guam at 5:15 AM, arriving in Cebu at 6:50 AM



NORTH AMERICA



PACIFIC ISLANDER FESTIVAL ASSOCIATION (PIFA) FAIR 2025 SAN DIEGO, CALIFORNIA SEPTEMBER 20-21, 2025



- GVB participated in the 31ST PIFA Fair in San Diego, CA to promote travel to Guam among the VFR market.
- GVB also promoted the United Airlines' discount for the Guam International Dance Festival and Guam Liberation 2026.
- A social media engagement and survey were conducted at the GVB booth to generate more interest in travel to Guam and to obtain consumer feedback.

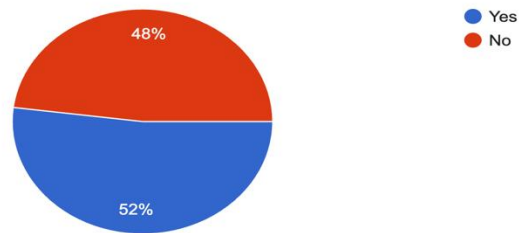
NORTH AMERICA



PACIFIC ISLANDER FESTIVAL ASSOCIATION (PIFA) FAIR 2025 CONSUMER SURVEY RESULTS

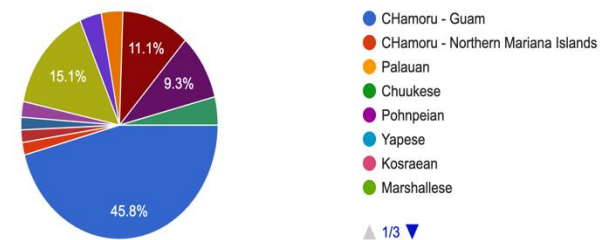
Have you been to Guam?

225 responses



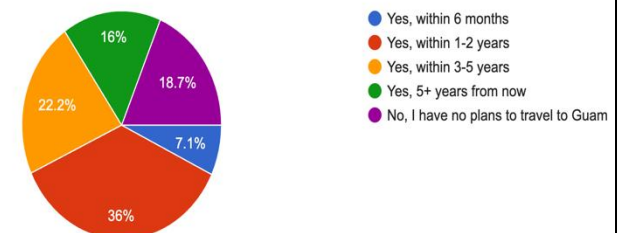
How do you describe your ethnicity?

225 responses



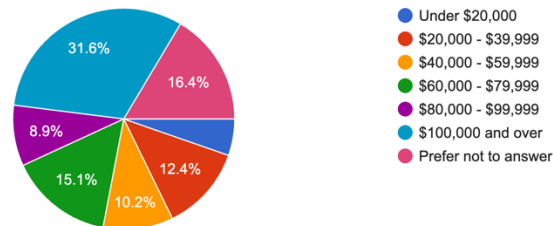
Are you planning to travel to Guam, if so, when?

225 responses



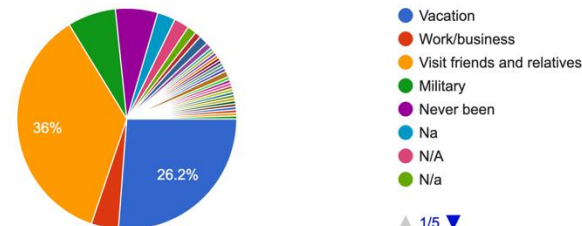
What is your household income?

225 responses



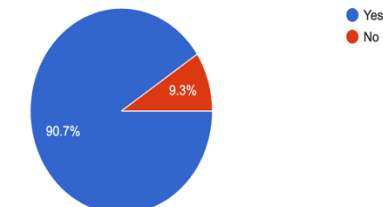
If you have been to Guam, what was your primary reason for going?

225 responses



If United Airlines offered a discount to visit Guam for the 82nd Guam Liberation, would you consider visiting Guam?

225 responses



NORTH AMERICA



IMEX America
October 7-9, 2025
Las Vegas, NV



- IMEX America 2025 was the largest ever held with record attendance reflecting a strong global business events sector.
- The more than 17,000 participants is a record-breaking achievement and more than 6,000 buyers from 74 countries were in attendance.
- GVB was joined by Dusit Thani Guam Resort and Leo Palace Resort Guam to promote our island's unique MICE offerings.

NEW MARKETS



ITB Asia & MICE Show Asia October 15-17, 2025 Singapore

- ITB Asia is one of the largest, if not the largest, B2B Travel Trade Show in Asia.
- ITB Asia co-located with MICE Show Asia to cover all major sectors of the travel industry (leisure, FIT, MICE, etc.).
- GVB secured over 80 appointments and walk-ins from travel trade agents (decision makers) from both current and new markets.
- Lots of interest for Guam and for new travel products from markets such as Europe, Malaysia, Singapore, Philippines, India, China and more.
- Follow ups are ongoing to ensure agents receive the information and industry contacts needed to create new travel packages.

PACIFIC



PATA Micronesia Chapter 2nd Tri-Annual Meeting
October 19-21, 2025
Yap, FSM

- The 2nd Tri-Annual PATA Micronesia Chapter Meeting was held in Yap, FSM from October 19-21, 2025.
- National and State Tourism Organizations and tourism stakeholders from across Micronesia convened to discuss challenges and opportunities facing the region.
- GVB Vice President, Dr. Gerry Perez, presented on the initiatives and status of the regional cruise industry.
- Guam (GVB) will be hosting the 3rd Tri-Annual PATA Micronesia Chapter Meeting in **December 8-10, 2025**, and is promoting the Guam International Dance Festival (Dec. 5-7) as a preliminary event leading up to the meetings.

DESTINATION DEVELOPMENT



DESTINATION MAINTENANCE



DESTINATION MAINTENANCE

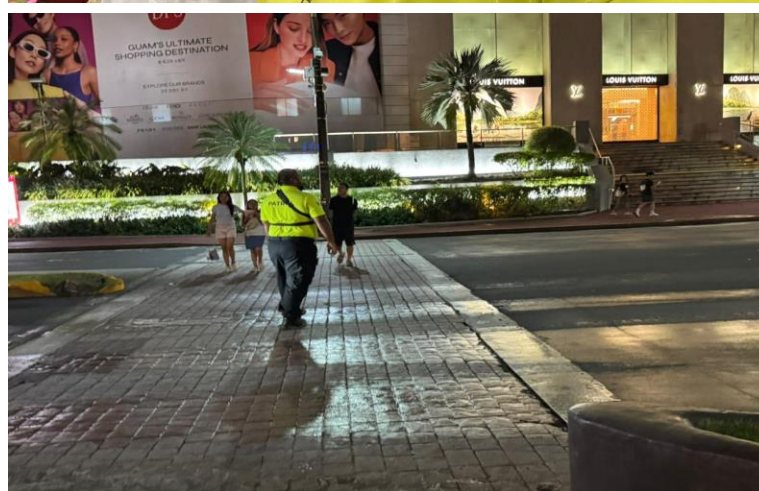


Tree Trimming & Debris Removal



Repainting of Fire Hydrants & Bollards

VISITOR/BEACH SAFETY OFFICERS



TUMON NIGHT MARKET



44 Retail Vendors
20 Food Trucks

ENTERTAINMENT LINE-UP

5:30 – 6:15 PM	Horizon (kids)
6:15 – 6:30 PM	DJ Samurai
6:30 – 7:30 PM	COR1
7:30 – 7:45 PM	DJ Samurai
8:00 – 9:00 PM	Wildcock



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 closes on October 29th.
- Over 25 dance groups registered representing Japan, Taiwan, Malaysia, Philippines, India, and Guam.

Guam International Dance Festival



The Guam International Dance Festival is a showcase and competition that brings together dancers around the world to celebrate cultural heritage, creative expression, and artistic excellence. The festival features two primary divisions: Cultural Dance and Contemporary Dance.

The inaugural Guam International Dance Festival will take place on **December 6-7, 2025!**

Registration Form

Group Information

Group Name:	
Country Representing:	
Contact Person Name:	
Contact Email:	



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)
44 th Harumatsuri Guam Japan Festival |
| April 12, 2026 | Half Marathon & 5K Ekiden Relay |

GUAM | GUAM VISITORS BUREAU

SI YU'OS MA'ÅSE
FOR YOUR PARTICIPATION AND SUPPORT!

SAVE THE DATE!

MARK YOUR CALENDARS FOR
2026 KO'KO' WEEKEND!

KIDS FUN RUN
Saturday April 11, 2026

HALF MARATHON AND 5K EKIDEN RELAY
Sunday April 12, 2026

START **FINISH**

📍 Governor Joseph Flores Memorial Park (Ypao Beach) Tumon, Guam
For more information, go to visitguam.com/koko

FY2026 BUDGET OPERATIONS: \$28.9M



FY2026 Budget Summary – GVB Operations \$28.9M



Summary – FY2026 GVB Operations Budget \$28.9M

	<i>FY2026 Budget Request (Board Approved) *</i>	<i>FY2026 Budget P L. 38-60</i>	<i>Chng. (\$)</i>	<i>Chng. (%)</i>	<i>FY2025 Budget P L. 37-125</i>	<i>Chng. (%)</i>
<i>Marketing</i>	14,572,787	12,600,050	(1,972,737)	-14%	13,953,701	-10%
<i>Research</i>	900,000	900,000	-	0%	900,000	0%
<i>Destination Development</i>	7,900,000	7,883,475	(16,525)	0%	6,350,979	24%
<i>Administration</i>	7,589,213	7,589,213	-	0%	7,768,058	-2%
<i>Total Request:</i>	\$ 30,962,000	\$ 28,972,738	** \$ (1,989,262)	-6%	\$ 28,972,738	0%

Notes

* GVB FY2026 Budget Request was presented to the Board on April 28, 2025. Please refer to subsequent slides on Board meeting minutes regarding the budget presentation.

** Public Law 38-60 appropriated \$28,972,738 to GVB, a \$1.9M reduction from GVB's budget request. Please refer to subsequent slides which detail programs impacted by the reduction. Overall, GVB's budget remains at the same level when comparing FY2026 and FY2025 funding levels.

*** Air Service Development budget for FY2026 is \$10M. Funding, budget and expenses will be separately reported.

Marketing - Summary



FY 2026 - Marketing Budget

	<i>FY2026</i>	<i>FY2026</i>			<i>FY2025</i>	
	<i>Budget Request</i>	<i>Budget</i>	<i>Chng.</i>	<i>Chng.</i>	<i>Budget</i>	<i>Chng.</i>
	<i>(Board Approved)</i>	<i>P L. 38-60</i>	<i>(\$)</i>	<i>(%)</i>	<i>P L. 37-125</i>	<i>(%)</i>
<i>Korea</i>	5,500,050	5,500,050	-	0%	5,500,000	0%
<i>Japan</i>	4,900,000	4,900,000	-	0%	4,400,000	11%
<i>Taiwan</i>	500,000	500,000	-	0%	1,000,000	-50%
<i>Philippines</i>	400,000	400,000	-	0%	350,000	14%
<i>Print Promo</i>	100,000	100,000	-	0%	80,964	24%
<i>North America</i>	325,000	325,000	-	0%	325,000	0%
<i>Global Website</i>	300,000	300,000	-	0%	300,000	0%
<i>Digital Marketing Strategy</i>	350,000	350,000	-	0%	350,000	0%
<i>Pacific</i>	100,000	100,000	-	0%	100,000	0%
<i>New Market Development</i>	125,000	125,000	-	0%	75,000	67%
<i>Air Service Development</i>	1,972,737 *	- *	(1,972,737)	-100%	1,472,737 *	-100%
	\$ 14,572,787	\$ 12,600,050	\$ (1,972,737)	-14%	\$ 13,953,701	-10%

Notes

* Air Service Development budget for FY2026 is \$10M. Funding, budget and expenses will be separately reported.

Marketing - Korea



Korea Marketing Budget

<u>Program s</u>	<i>FY2026</i> <i>Budget Request</i> <i>(Board Approved)</i>	<i>FY2026</i> <i>Budget</i> <i>P L. 38-60</i>	<i>Chng.</i> <i>(\$)</i>	<i>Chng.</i> <i>(%)</i>	<i>FY2025</i> <i>Budget</i> <i>P L. 37-125</i>	<i>FY2024</i> <i>Budget</i> <i>P L. 37-42</i>	<i>FY2023</i> <i>Budget</i> <i>P L. 36-107</i>
<i>Travel Trade Co-Ops</i>	2,174,000	2,174,000	-	0%	2,193,870	1,531,990	782,912
<i>Sales Market Development</i>	1,249,200	1,249,200	-	0%	1,249,200	1,230,000	1,035,000
<i>Public Relations, Advertising</i>	795,000	795,000	-	0%	795,000	820,000	635,000
<i>Social Media & Digital Media Buys</i>	600,000	600,000	-	0%	600,000	720,000	392,000
<i>Marketing Representative Fees</i>	396,000	396,000	-	0%	396,000	396,000	396,000
<i>South Korea Country Manager</i>	100,800	100,800	-	0%	100,800	90,000	90,000
<i>Familiarization Tours</i>	100,000	100,000	-	0%	100,000	160,000	120,000
<i>Travel</i>	85,050	85,050	-	0%	65,130	52,010	49,088
	\$ 5,500,050	\$ 5,500,050	\$ -	0%	\$ 5,500,000	\$ 5,000,000	\$ 3,500,000

Marketing - Japan



Japan Marketing Budget

<u>Program s</u>	<i>FY2026</i>	<i>FY2026</i>			<i>FY2025</i>	<i>FY2024</i>
	<i>Budget Request</i>	<i>Budget</i>	<i>Chng.</i>	<i>Chng.</i>	<i>Budget</i>	<i>Budget</i>
	<i>(Board Approved)</i>	<i>P L. 38-60</i>	<i>(\$)</i>	<i>(%)</i>	<i>P L. 37-125</i>	<i>P L. 37-42</i>
<i>Sales Market Development</i>	2,083,000	2,083,000	-	0%	1,883,000	1,113,000
<i>Travel Trade Co-Ops</i>	884,399	884,399	-	0%	717,000	275,000
<i>Advertising - Guam Brand Image</i>	822,000	822,000	-	0%	722,000	1,104,000
<i>Marketing Representative Fees</i>	630,000	630,000	-	0%	630,000	768,000
<i>Public Relations, Advertising</i>	378,000	378,000	-	0%	278,000	370,000
<i>Travel</i>	102,601	102,601	-	0%	170,000	170,000
	\$ 4,900,000	\$ 4,900,000	\$ -	0%	\$ 4,400,000	\$ 3,800,000

Marketing - Taiwan



Taiwan Marketing Budget

<u>Program s</u>	<i>FY2026</i>	<i>FY2026</i>			<i>FY2025</i>	<i>FY2024</i>	<i>FY2023</i>
	<i>Budget Request</i>	<i>Budget</i>	<i>Chng.</i>	<i>Chng.</i>	<i>Budget</i>	<i>Budget</i>	<i>Budget</i>
	<i>(Board Approved)</i>	<i>P L. 38-60</i>	<i>(\$)</i>	<i>(%)</i>	<i>P L. 37-125</i>	<i>P L. 37-42</i>	<i>P L. 36-107</i>
<i>Travel Trade Co-Ops & MICE</i>	66,133	66,133	-	0%	322,732	97,127	193,160
<i>Travel Fairs</i>	63,600	63,600	-	0%	190,000	18,600	38,840
<i>Marketing Representative Fees</i>	156,000	156,000	-	0%	144,000	156,000	288,000
<i>Media/Travel Industry FAM Tours</i>	58,000	58,000	-	0%	110,000	68,000	22,000
<i>Sales Market Development</i>	50,000	50,000	-	0%	103,000	60,000	62,000
<i>Social Media & Digital Media Buys</i>	24,000	24,000	-	0%	36,000	24,000	22,000
<i>Sales Calls</i>	12,000	12,000	-	0%	24,000	12,000	12,000
<i>Travel</i>	70,267	70,267	-	0%	70,268	64,273	62,000
	\$ 500,000	\$ 500,000	\$ -	0%	\$ 1,000,000	\$ 500,000	\$ 700,000

Marketing - Philippines



Philippines Marketing Budget

<u>Program s</u>	<i>FY2026</i>	<i>FY2026</i>			<i>FY2025</i>	<i>FY2024</i>	<i>FY2023</i>
	<i>Budget Request</i>	<i>Budget</i>	<i>Chng.</i>	<i>Chng.</i>	<i>Budget</i>	<i>Budget</i>	<i>Budget</i>
	<i>(Board Approved)</i>	<i>P L. 38-60</i>	<i>(\$)</i>	<i>(%)</i>	<i>P L. 37-125</i>	<i>P L. 37-42</i>	<i>P L. 36-107</i>
<i>Sales & Marketing Development</i>	213,000	213,000	-	0%	163,000	132,400	125,000
<i>Travel Trade Events/MICE</i>	77,818	77,818	-	0%	65,796	48,387	80,000
<i>Marketing Representative Fees</i>	42,000	42,000	-	0%	42,000	54,000	54,000
<i>Media/Travel Industry FAM Tours</i>	24,500	24,500	-	0%	24,500	80,000	35,000
<i>Information Office Expenses</i>	3,500	3,500	-	0%	3,500	3,600	6,000
<i>Travel</i>	39,182	39,182	-	0%	51,204	31,613	-
	\$ 400,000	\$ 400,000	\$ -	0%	\$ 350,000	\$ 350,000	\$ 300,000

Marketing – New Market & Global Website



New Market Development Budget

	<i>FY2026</i>	<i>FY2026</i>			<i>FY2025</i>	<i>FY2024</i>	<i>FY2023</i>
	<i>Budget Request</i>	<i>Budget</i>	<i>Chng.</i>	<i>Chng.</i>	<i>Budget</i>	<i>Budget</i>	<i>Budget</i>
<u>Programs</u>	<i>(Board Approved)</i>	<i>P.L. 38-60</i>	<i>(\$)</i>	<i>(%)</i>	<i>P.L. 37-125</i>	<i>P.L. 37-42</i>	<i>P.L. 36-107</i>
<i>Sales Market Development</i>	82,404	82,404	-	0%	31,632	75,328	30,000
<i>Travel</i>	42,596	42,596	-	0%	43,368	24,672	20,000
	\$ 125,000	\$ 125,000	\$ -	0%	\$ 75,000	\$ 100,000	\$ 50,000

Global Website Marketing Budget

	<i>FY2026</i>	<i>FY2026</i>			<i>FY2025</i>	<i>FY2024</i>	<i>FY2023</i>
	<i>Budget Request</i>	<i>Budget</i>	<i>Chng.</i>	<i>Chng.</i>	<i>Budget</i>	<i>Budget</i>	<i>Budget</i>
<u>Programs</u>	<i>(Board Approved)</i>	<i>P.L. 38-60</i>	<i>(\$)</i>	<i>(%)</i>	<i>P.L. 37-125</i>	<i>P.L. 37-42</i>	<i>P.L. 36-107</i>
<i>Global Website</i>	240,000	240,000	-	0%	240,000	289,456	250,000
<i>Programs</i>	47,704	47,704	-	0%	49,456	10,544	-
<i>Travel</i>	12,296	12,296	-	0%	10,544	-	-
	\$ 300,000	\$ 300,000	\$ -	0%	\$ 300,000	\$ 300,000	\$ 250,000

Marketing – Pacific & North America



Pacific Marketing Budget

<u>Program s</u>	<i>FY2026</i>	<i>FY2026</i>			<i>FY2025</i>	<i>FY2024</i>	<i>FY2023</i>
	<i>Budget Request</i>	<i>Budget</i>	<i>Chng.</i>	<i>Chng.</i>	<i>Budget</i>	<i>Budget</i>	<i>Budget</i>
	<i>(Board Approved)</i>	<i>P L. 38-60</i>	<i>(\$)</i>	<i>(%)</i>	<i>P L. 37-125</i>	<i>P L. 37-42</i>	<i>P L. 36-107</i>
<i>PATA /PATA Micronesia</i>	50 000	50 000	-	0 %	42 500	45 700	30 000
<i>Travel</i>	50 000	50 000	-	0 %	57 500	54 300	-
	\$ 100 000	\$ 100 000	\$ -	0 %	\$ 100 000	\$ 100 000	\$ 30 000

North America Marketing Budget

<u>Program s</u>	<i>FY2026</i>	<i>FY2026</i>			<i>FY2025</i>	<i>FY2024</i>	<i>FY2023</i>
	<i>Budget Request</i>	<i>Budget</i>	<i>Chng.</i>	<i>Chng.</i>	<i>Budget</i>	<i>Budget</i>	<i>Budget</i>
	<i>(Board Approved)</i>	<i>P L. 38-60</i>	<i>(\$)</i>	<i>(%)</i>	<i>P L. 37-125</i>	<i>P L. 37-42</i>	<i>P L. 36-107</i>
<i>Sales Market Development</i>	209 636	209 636	-	0 %	192 417	236 127	41 453
<i>Media/Advertising Co-Op</i>	25 000	25 000	-	0 %	25 000	24 000	8 547
<i>Travel</i>	90 364	90 364	-	0 %	107 583	63 873	28 547
	\$ 325 000	\$ 325 000	\$ -	0 %	\$ 325 000	\$ 324 000	\$ 78 547

Marketing – Digital Marketing & Print Promo



Digital Marketing Strategy Budget

Programs	FY2026	FY2026			FY2025	FY2024	FY2023
	Budget Request (Board Approved)	Budget P L. 38-60	Chng. (\$)	Chng. (%)	Budget P L. 37-125	Budget P L. 37-42	Budget P L. 36-107
Digital Media Strategy & Execution	120 000	120 000	-	0%	120 000	120 000	-
Global Marketing Campaigns	56 000	56 000	-	0%	96 000	96 000	188 000
Smart Guam Marketing Systems	14 000	14 000	-	0%	14 000	14 000	12 000
Digital Content & Artwork	60 000	60 000	-	0%	60 000	60 000	-
Digital and SM Co-op Projects	50 000	50 000	-	0%	60 000	60 000	-
Media Influencer Promotion	50 000	50 000	-	0%	-	50 000	-
	\$ 350 000	\$ 350 000	\$ -	0%	\$ 350 000	\$ 400 000	\$ 200 000

Print Promo Budget

Programs	FY2026	FY2026			FY2025	FY2024	FY2023
	Budget Request (Board Approved)	Budget P L. 38-60	Chng. (\$)	Chng. (%)	Budget P L. 37-125	Budget P L. 37-42	Budget P L. 36-107
Collateral Development	30 000	30 000	-	0%	5 964	120 000	30 000
Office Supplies, Computer Software	50 000	50 000	-	0%	50 000	5 000	-
Travel Show Tools	10 000	10 000	-	0%	10 000	20 000	-
Guam Signature Events Promotional	-	-	-	0%	-	30 000	-
Promotional VIP/Trade Giveaways	10 000	10 000	-	0%	15 000	153 000	-
	\$ 100 000	\$ 100 000	\$ -	0%	\$ 80 964	\$ 328 000	\$ 30 000

Research



Research Budget

<u>Program s</u>	<i>FY2026</i>	<i>FY2026</i>			<i>FY2025</i>	<i>FY2024</i>	<i>FY2023</i>
	<i>Budget Request</i>	<i>Budget</i>	<i>Chng.</i>	<i>Chng.</i>	<i>Budget</i>	<i>Budget</i>	<i>Budget</i>
	<i>(Board Approved)</i>	<i>P L. 38-60</i>	<i>(\$)</i>	<i>(%)</i>	<i>P L. 37-125</i>	<i>P L. 37-42</i>	<i>P L. 36-107</i>
<i>Exit Surveys</i>	378,562	378,562	-	0%	378,562	250,000	150,000
<i>Electronic Declaration Form</i>	300,000	300,000	-	0%	300,000	150,000	-
<i>Data Analytics Dashboard</i>	75,000	75,000	-	0%	75,000	75,000	25,000
<i>In-Country Research</i>	41,438	41,438	-	0%	41,438	250,000	150,000
<i>Subscriptions</i>	30,000	30,000	-	0%	30,000	132,118	89,024
<i>Scanner and Software Maintenance</i>	25,000	25,000	-	0%	25,000	25,000	100,000
<i>Supplies</i>	25,000	25,000	-	0%	25,000	4,000	3,000
<i>Travel</i>	25,000	25,000	-	0%	25,000	63,882	62,976
	\$ 900,000	\$ 900,000	\$ -	0%	\$ 900,000	\$ 950,000	\$ 580,000

Destination - Summary



FY2026 - Destination Development

	<i>FY2026</i>	<i>FY2026</i>			<i>FY2025</i>	
	<i>Budget Request</i>	<i>Budget</i>	<i>Chng.</i>	<i>Chng.</i>	<i>Budget</i>	<i>Chng.</i>
	<i>(Board Approved)</i>	<i>P.L. 38-60</i>	<i>(\$)</i>	<i>(%)</i>	<i>P.L. 37-125</i>	<i>(%)</i>
<i>Destination Development</i>	1,600,000	1,450,000	150,000	9%	2,203,979	-34%
<i>Visitor Safety</i>	2,800,000	2,800,000	-	0%	2,000,000	40%
<i>Sports & Events</i>	2,400,000	2,550,000	(150,000)	-6%	1,547,000	65%
<i>Culture & Branding</i>	1,100,000	1,083,475	16,525	2%	600,000	81%
	\$ 7,900,000	\$ 7,883,475	\$ 16,525	0%	\$ 6,350,979	24%

Destination – Destination Management



Destination Management Budget

Programs	FY2026	FY2026			FY2025	FY2024	FY2023
	Budget Request (Board Approved)	Budget P.L. 38-60	Chng. (\$)	Chng. (%)	Budget P.L. 37-125	Budget P.L. 37-42	Budget P.L. 36-107
Holiday Illumination	450,000	300,000	(150,000)	-33%	430,000	450,000	150,000
Contingency (Paints & Supplies)	300,000	300,000	-	0%	208,844	250,000	214,412
Tum on Street & Sidewalks Improvements	200,000	200,000	-	0%	180,000	1,500,000	20,000
Islandwide Beautification	200,000	200,000	-	0%	200,000	-	-
Culvert Cleaning Maintenance	100,000	100,000	-	0%	100,000	100,000	100,000
Tum on Tree Trimming	100,000	100,000	-	0%	80,000	100,000	60,000
Streetlight Maintenance	90,000	90,000	-	0%	-	-	-
Maintenance equipment	80,000	80,000	-	0%	80,000	80,000	-
Bus Shelter Maintenance	60,000	60,000	-	0%	40,000	-	-
Tum on Trash & Recycling Maintenance	20,000	20,000	-	0%	58,466	60,000	56,966
Beach Cleaning Maintenance	-	-	-	0%	15,884	350,000	234,888
Bus Shelter Maintenance	-	-	-	0%	80,000	100,000	47,950
Tum on Landscape Maintenance	-	-	-	0%	374,555	430,000	350,000
Quality Assurance Inspector	-	-	-	0%	-	60,000	60,000
Island Road Maintenance	-	-	-	0%	256,230	500,000	305,784
Gum a Program	-	-	-	0%	100,000	-	500,000
	\$ 1,600,000	\$ 1,450,000	\$ (150,000)	-9%	\$ 2,203,979	\$ 3,980,000	\$ 2,100,000

Destination – Visitor Safety



Visitor Safety Budget

<u>Program s</u>	<i>FY2026</i>	<i>FY2026</i>	<i>Chng.</i>	<i>Chng.</i>	<i>FY2025</i>	<i>FY2024</i>	<i>FY2023</i>
	<i>BudgetRequest</i>	<i>Budget</i>			<i>Budget</i>	<i>Budget</i>	<i>Budget</i>
	<i>(Board Approved)</i>	<i>P L. 38-60</i>	<i>(\$)</i>	<i>(%)</i>	<i>P L. 37-125</i>	<i>P L. 37-42</i>	<i>P L. 36-107</i>
<i>Visitor Safety Officer Program</i>	1,530,000	1,530,000	-	0%	1,086,000	1,200,000	800,000
<i>Language Assistance Program</i>	834,000	840,000	6,000	1%	834,000	350,000	-
<i>VSS Beautification Initiatives</i>	200,000	194,000	(6,000)	-3%	50,000	-	100,000
<i>VSS Safety Initiatives</i>	200,000	200,000	-	0%	20,000	320,000	100,000
<i>Tour Guide Certification Program</i>	36,000	36,000	-	0%	5,000	50,000	50,000
<i>Tour Guide/Marine Certification</i>	-	-	-	0%	5,000	100,000	200,000
<i>Visitor Ayuda Program</i>	-	-	-	0%	-	-	200,000
	\$ 2,800,000	\$ 2,800,000	\$ -	0%	\$ 2,000,000	\$ 2,020,000	\$ 1,450,000

Destination – Sports & Events



Sports & Events Budget

<u>Program s</u>	<i>FY2026</i> <i>Budget Request</i> <i>(Board Approved)</i>	<i>FY2026</i> <i>Budget</i> <i>P L.38-60</i>	<i>Chng.</i> <i>(\$)</i>	<i>Chng.</i> <i>(%)</i>	<i>FY2025</i> <i>Budget</i> <i>P L.37-125</i>	<i>FY2024</i> <i>Budget</i> <i>P L.37-42</i>	<i>FY2023</i> <i>Budget</i> <i>P L.36-107</i>
<i>Tum on NightMarket</i>	-	850 000	850 000	100 %	400 000	450 000	990 000
<i>Intergrated Branding & Signature Events</i>	1300 000	600 000	(700 000)	-54 %			
<i>LocalEvent Sponsorship Support</i>	350 000	350 000	-	0 %	447 000	400 000	110 000
<i>Guam Micronesian Island Fair</i>	300 000	300 000	-	0 %	300 000	200 000	-
<i>Fireworks</i>	250 000	250 000	-	0 %	200 000	250 000	-
<i>Guam Ko ko 'Road Race</i>	200 000	200 000	-	0 %	200 000	500 000	-
<i>Drone Show</i>	-	-	-	0 %	-	250 000	-
	\$ 2 400 000	\$ 2 550 000	\$ 150 000	6 %	\$ 1,547 000	\$ 2 050 000	\$ 1,100 000

Destination – Culture & Heritage



Culture & Heritage Budget

<u>Program s</u>	<i>FY2026</i> <i>Budget Request</i> <i>(Board Approved)</i>	<i>FY2026</i> <i>Budget</i> <i>P L. 38-60</i>	<i>Chng.</i> <i>(\$)</i>	<i>Chng.</i> <i>(%)</i>	<i>FY2025</i> <i>Budget</i> <i>P L. 37-125</i>	<i>FY2024</i> <i>Budget</i> <i>P L. 37-42</i>	<i>FY2023</i> <i>Budget</i> <i>P L. 36-107</i>
<i>Cultural Presentation Overseas</i>	464,467	447,942	(16,525)	-4%	253,724	293,138	276,007
<i>Community Outreach/Sponsorship</i>	200,000	200,000	-	0%	244,000	450,000	300,000
<i>Guam Chamorro Dance Academy</i>	160,724	160,724	-	0%	-	-	-
<i>Cultural Promotional Gifts</i>	100,000	100,000	-	0%	50,000	75,000	30,000
<i>Promotional Wear</i>	100,000	100,000	-	0%	50,000	75,000	15,000
<i>Promotional Items</i>	71,809	71,809	-	0%	-	56,862	73,993
<i>Postage/Courier</i>	3,000	3,000	-	0%	2,276	-	5,000
	\$ 1,100,000	\$ 1,083,475	\$ (16,525)	-2%	\$ 600,000	\$ 950,000	\$ 700,000

Payroll & Mandated Retirement



Administration Budget

	<i>FY2026</i>	<i>FY2026</i>			<i>FY2025</i>	<i>FY2024</i>	<i>FY2023</i>
	<i>Budget Request</i>	<i>Budget</i>	<i>Chng.</i>	<i>Chng.</i>	<i>Budget</i>	<i>Budget</i>	<i>Budget</i>
<u>Program s</u>	<u>(Board Approved)</u>	<u>P L. 38-60</u>	<u>(\$)</u>	<u>(%)</u>	<u>P L. 37-125</u>	<u>P L. 37-42</u>	<u>P L. 36-107</u>
<i>Regular Salaries</i>	4,123,310	4,123,310	-	0%	4,161,336	3,481,850	2,633,961
<i>Increment</i>	105,379	105,379	-	0%	105,383	92,354	52,025
<i>Mandated Retirement</i>	1,471,586	1,471,586	-	0%	1,424,541	1,054,389	793,707
<i>DDI Contributions</i>	22,275	22,275	-	0%	37,125	28,215	23,724
<i>Medicare</i>	61,314	61,314	-	0%	63,847	51,824	38,945
<i>Life Insurance</i>	12,155	12,155	-	0%	14,025	10,659	8,976
<i>Medical Premiums</i>	505,922	505,922	-	0%	609,804	267,486	201,521
<i>Dental Premiums</i>	20,948	20,948	-	0%	25,773	12,501	10,320
	\$ 6,322,889	\$ 6,322,889	\$ -	0%	\$ 6,441,834	\$ 4,999,278	\$ 3,763,179

Administration Services



Administration Services Budget

<u>Program s</u>	<i>FY2026</i>	<i>FY2026</i>			<i>FY2025</i>	<i>FY2024</i>	<i>FY2023</i>
	<i>Budget Request</i>	<i>Budget</i>	<i>Chng.</i>	<i>Chng.</i>	<i>Budget</i>	<i>Budget</i>	<i>Budget</i>
	<i>(Board Approved)</i>	<i>P L. 38-60</i>	<i>(\$)</i>	<i>(%)</i>	<i>P L. 37-125</i>	<i>P L. 37-42</i>	<i>P L. 36-107</i>
<i>Contractual Services</i>	341,472	341,472	-	0%	326,680	564,520	358,400
<i>Retiree COLA & Benefits</i>	248,593	248,593	-	0%	248,593	248,593	223,448
<i>Capital Assets</i>	133,000	133,000	-	0%	55,000	220,000	215,000
<i>Supplies & Materials</i>	50,000	50,000	-	0%	62,000	59,000	53,617
<i>Administrative Services</i>	223,585	223,585	-	0%	232,906	250,500	176,000
<i>IT Equipment</i>	66,200	66,200	-	0%	64,600	65,600	62,600
<i>Utilities</i>	148,774	148,774	-	0%	143,052	167,000	114,000
<i>Training</i>	54,700	54,700	-	0%	56,600	66,000	57,480
	\$ 1,266,324	\$ 1,266,324	\$ -	0%	\$ 1,189,431	\$ 1,641,213	\$ 1,260,545

FINANCIAL UPDATE



FY2026 TAF Update



FY2026 Tourist Attraction Fund Status

		<u>Projected</u>	
		\$	
		33,641,472	
Allocation:		Amount	%
Tier 1	Bond Payments	\$ 2,943,250	9%
	Audit Fees	\$ 20,500	0%
Tier 2	Guam Visitors Bureau	\$ 25,727,166	76%
	Guam Police Department	\$ 4,550,556	14%
	Guam Dep. Parks & Recreation	\$ 400,000	1%

Notes

* TAF projected revenue obtained from FY2026 budget law (P.L. 38-060).

FY2025 TAF Update



FY2025 Tourist Attraction Fund Status

		<u>Projected</u>		<u>Cash Collections</u>		<u>Var.</u>
		\$	35,998,148	\$	30,235,927	\$ (5,762,221)
Allocation:		Amount	%	Amount	%	
Tier 1	Bond Payments	\$ 2,943,250	8%	\$ 2,943,250	10%	\$ -
	Audit Fees	\$ 20,500	0%	\$ 20,500	0%	\$ -
	Guam Visitors Bureau	\$ 28,972,737	80%	\$ 22,055,683 *	73%	\$ (6,917,054)
Tier 2	Guam Police Department	\$ 3,661,661	10%	\$ 3,661,661	12%	\$ -
	Guam Dep. Parks & Recreation	\$ 400,000	1%	\$ 400,000	1%	\$ -

Notes

TAF projected revenue and projected allocation is obtained from FY2025 budget law (P.L. 37-125).

Data for TAF cash collection was obtained from September 2025 Special Funds Tracking Report issued by BMR & DOA.

Data for TAF cash allocation was obtained from DOA.

* TAF balance of \$1,154,833 is pending confirmation and release from DOA.

Financial Update – Revenues



Guam Visitors Bureau
Income Statement (Unaudited)
FYTD as of September 30, 2025

REVENUES	<u>Total</u>
	Sep 2025
Revenue - GovGuam Appropriations	\$ 22,055,683
Revenue - Consumption Tax Refund	\$ 453,455
Revenue - Interest Income - TCD	\$ 172,999
Revenue - GMIF Vendor Fees	\$ 9,710
Other Income	\$ 1,001,833
Revenue - KKRR Race Fees	\$ 26,810
Revenue - Gain/Loss on Foreign Exchange Transaction	\$ (11,647)
Revenue - Interest Income - Checking	\$ 10,278
Revenue - Gain/Loss on CD Raymond James	\$ (375)
Revenue - Membership Dues	\$ 53,707
Revenue - Participation Fees	\$ 46,050
Revenue - In-Kind Contributions	\$ 29,974
Revenue - Interest Income Cultural and Sports	\$ -
Total Revenue	\$ 23,848,478

Financial Update – Expense by Category



**Guam Visitors Bureau
Income Statement (Unaudited)
FYTD as of September 30, 2025**

EXPENSES	<u>Total</u>		
	Sep 2025	Sep 2024	Chng. %
Professional Services - Marketing	\$ 12,546,376	\$ 8,779,280	43%
Airline Incentives	\$ 4,612,704	\$ -	0%
Personnel	\$ 4,438,815	\$ 3,775,767	18%
Professional Services - Destination Development	\$ 3,306,317	\$ 5,999,714	-45%
Mandated Retirement Contributions	\$ 1,288,965	\$ 1,116,547	15%
Sponsorships	\$ 695,660	\$ 1,549,318	-55%
Travel	\$ 577,979	\$ 854,171	-32%
Materials & Supplies	\$ 536,184	\$ 920,880	-42%
Equipment	\$ 429,613	\$ 521,334	-18%
Professional Services - Admin	\$ 282,731	\$ 178,090	59%
Depreciation	\$ 192,475	\$ 229,249	-16%
Administrative Costs	\$ 141,568	\$ 144,859	-2%
Utilities	\$ 118,543	\$ 151,407	-22%
Insurance	\$ 69,723	\$ 35,513	96%
In-Kind	\$ 29,974	\$ 172,803	-83%
Repair & Maintenance	\$ 25,976	\$ 1,876,996	-99%
Printing	\$ 11,011	\$ 17,405	-37%
OPEB Valuation	\$ -	\$ 989,859	-100%
Grants	\$ -	\$ 13,000	-100%
Pass-thru Appropriation - Cultural and Sports Ambassador Fund	\$ -	\$ 22,075	-100%
Total Expenses	\$ 29,304,613	\$ 27,348,266	7%

Financial Update – Expenses by Department (Unaudited)



Guam Visitors Bureau
Expenses per Department
FYTD as of September 30, 2025

SUMMARY

Department	FY2025
Marketing	\$ 16,627,826
Administration	\$ 6,593,572
Destination Development	\$ 5,530,701
Research	\$ 552,514
Total Expenses	\$ 29,304,613

Financial Update – Expense (by Department)



Guam Visitors Bureau
Expenses per Market (Unaudited)
September 30, 2025

Fiscal Year to
Date (Oct. to
Sep. 2025

Marketing

Japan	\$ 5,680,405
Korea	\$ 4,205,174
Korea - Airline Incentive	\$ 3,517,000
Taiwan - Airline Incentive	\$ 1,078,836
Taiwan	\$ 1,021,442
Philippines	\$ 339,368
Global Website	\$ 263,481
Social Media	\$ 194,736
North America	\$ 125,454
New Market Development	\$ 75,876
Pacific	\$ 65,062
Print Promo	\$ 60,993
	<u>\$ 16,627,826</u>

Financial Update – Expense (by Department)



Guam Visitors Bureau
Expenses per Market (Unaudited)
September 30, 2025

Fiscal Year to
Date (Oct. to
Sep. 2025

Destination

Destination Management	\$ 2,235,285
Visitor Safety	\$ 1,643,229
Sports & Events	\$ 1,372,266
Culture & Heritage	\$ 279,921
	<u>\$ 5,530,701</u>

Research

Research	<u>\$ 552,514</u>
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Administration

Administration	\$ 6,359,207
Information Technology	\$ 199,429
Membership	\$ 34,936
	<u>\$ 6,593,572</u>

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VII. REPORT OF THE BOARD COMMITTEES

- A. Executive Committee
- B. Administration and Government
- C. Destination Management/Visitor Safety & Satisfaction
- D. Cultural Heritage & Community Outreach
- E. Research
- F. Sports & Events
- G. Japan
- H. Korea

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VII. REPORT OF THE BOARD COMMITTEES

A. Executive Committee

B. Administration and Government

- GVB RFQ 2026-012 **TOURISM DESTINATION CRM, CMS & WEBSITE SERVICES**

A. Destination Management/Visitor Safety & Satisfaction

B. Cultural Heritage & Community Outreach

C. Research

D. Sports & Events

G. Japan

H. Korea

VII. REPORT OF THE BOARD COMMITTEES

- A. Executive Committee
- B. Administration and Government

- GVB RFQ 2026-012 TOURISM DESTINATION CRM, CMS & WEBSITE SERVICES

- A. Destination Management/Visitor Safety & Satisfaction
- B. Cultural Heritage & Community Outreach
- C. Research
- D. Sports & Events
- G. Japan
- H. Korea

Board Approval – Motions Contracts for Approval



NO.:

GVB RFQ 2026-012

NAME:

TOURISM DESTINATION CRM, CMS & WEBSITE SERVICES

MOTION: Motion to authorize the GVB President and CEO to enter into a contract with Simpleview, a Granicus Company, who was the highest rated offeror in response to the Tourism Destination CRM, CMS & Website Services procurement.

BACKGROUND: The Guam Visitors Bureau (GVB) has five (5) global consumer websites: **VISITGUAM.COM, VISITGUAM.JP, WELCOMETOGUAM.CO.KR, VISITGUAM.ORG.TW, VISITGUAM.PH**. Each is specifically targeted to appeal to the travel industry and consumers in those markets. GVB's global websites are positioned to have an expansive and dynamic digital presence that effectively promotes and positions GUAM as a safe and clean family-friendly destination. GVB issued this procurement to secure website redesign and hosting, support and maintenance services for its multilingual destination marketing websites and integrated CMS, CRM and Extranet solutions, enhanced by other state-of-the-art digital tools and platforms.

After successful negotiations, the Bureau intends to contract with Simpleview, a Granicus Company, for the re-design, hosting and support of the five (5) global websites in the amount of \$328,498 annually, beginning in FY26 through FY30, subject to the availability of funds each fiscal year.

FY2026 Fee: \$328,498.00

Board Approval – Motions Contracts for Approval



NO.:

GVB RFQ 2026-012

NAME:

TOURISM DESTINATION CRM, CMS & WEBSITE SERVICES

Company Structure: Simpleview founded in 2001 HQ in Tucson AZ, acquired by Granicus 2024, HQ in Washington DC

5 Mobile-First Global Websites: U.S. (English), Japan, Korea, Taiwan, and (new addition) Philippines

- **Mission Critical – Digital Presence, Top-of-Mind, Pivot**
- **Secure Hosting, Maintenance, Support & Training, SEO, CRO**
- **SaaS Fully-Integrated CMS, CRM, Membership Portal** (extranet, individual account & content mgmt., secure online transactions for members, etc.)
- **Notable Digital Tools** (seamless integration through strategic partnerships, AI implementations)
 - Email & AI Marketing Automation Integration, Newsletter (Act-On)
 - Social Media Content Aggregator, UGC, Gamification (CrowdRiff)
 - Integrated Image, Video, Digital Asset Mgmt. & Delivery System (Cloudinary)
 - Digital Accessibility Platform, Compliance (WCAG, ADA, 1998 Amendment Section 508) (AudioEye)
 - Data Management (various sources), data warehouses/lakes, analytics (Simpleview Data Engine)
 - App, Interactive Mapping Tool, Trip Builder, Gamification, Data Insights (VisitWidget)
 - AI Chatbot includes GUAMVISITORSBUREAU.COM (Satisfi Labs)

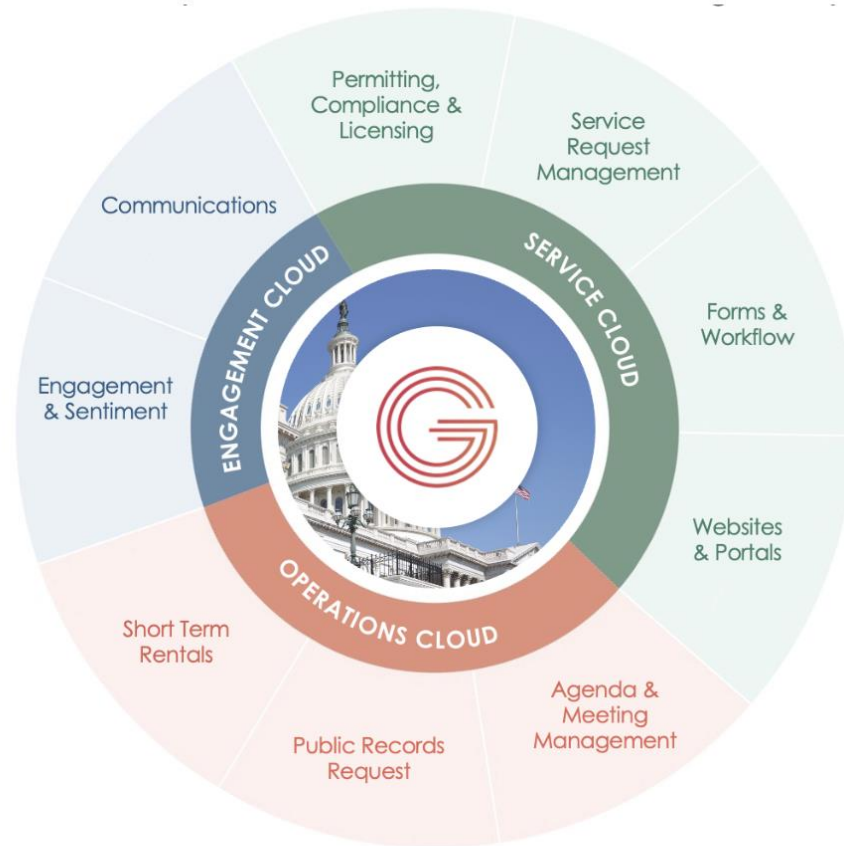
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Board Approval – Motions Contracts for Approval



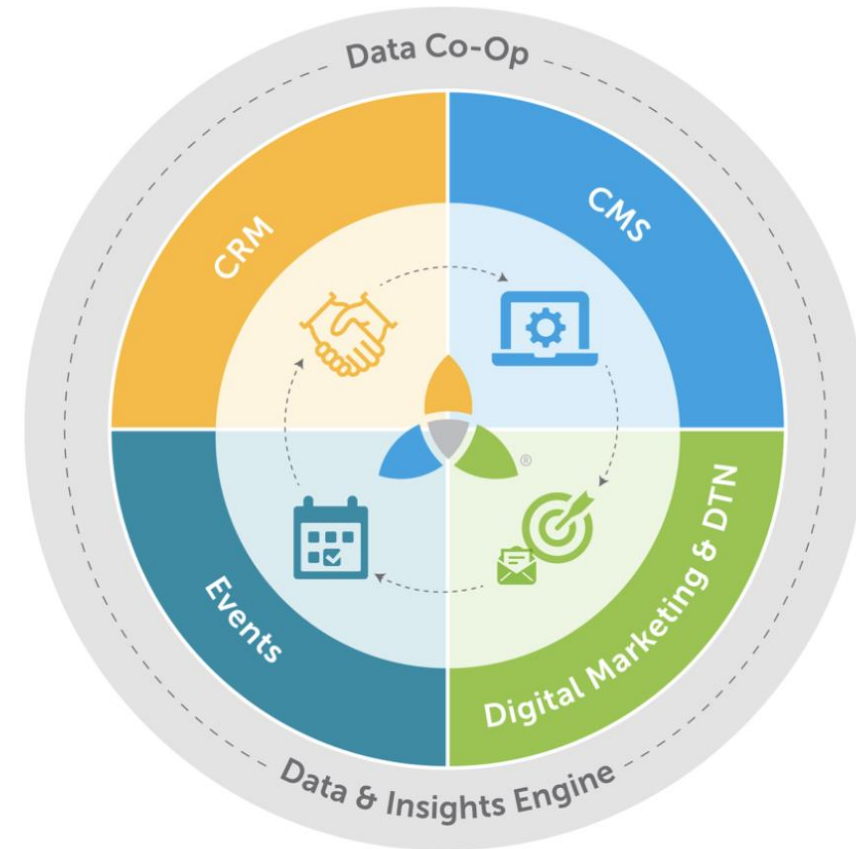
Granicus:

The Citizen Experience Platform



Simpleview:

The Visitor Experience Platform



Board Approval – Motions Contracts for Approval



The only platform that can serve communities
across the live, work, visit continuum

Invest

A place where
businesses want to
invest is a place where
people want to visit

Visit

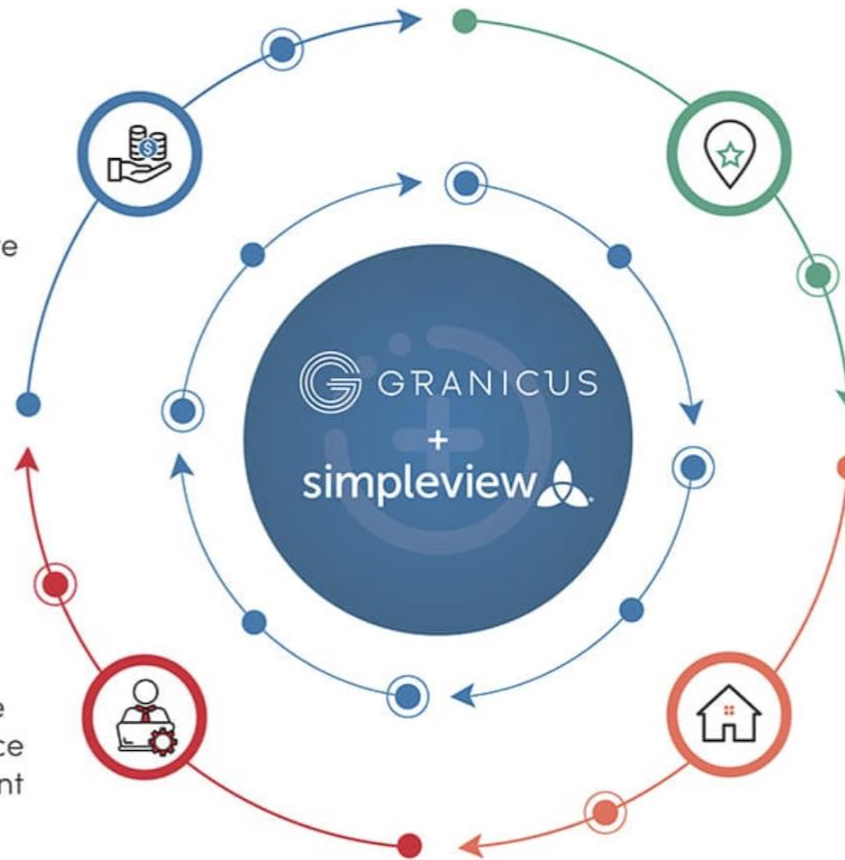
A place where
people want to visit
is a place where
people want to live

Work

A place where people
want to work is a place
where businesses want
to invest

Live

A place where
people want to live is
a place where
people want to work



Board Approval – Motions Contracts for Approval



Granicus Acquires Simpleview: Key Takeaways

- **Acquisition Announcement:** Granicus, a government experience technology leader, has acquired **Simpleview**, a global destination marketing solutions provider.
- **Simpleview's Role:** Works with over **1,000 premier destinations** (from small towns to world capitals) to:
 - Engage stakeholders.
 - Attract leisure travelers.
 - Win bids for conventions and events.
- **Combined Mission (Mark Hynes, Granicus CEO):**
 - The goal is to serve **all community members** by connecting full-time residents, visitors, and business owners.
 - Creates deeper understanding and helps deliver digital experiences for diverse audiences.
- **Combined Impact:**
 - Platforms collectively deliver **billions of digital interactions** annually.
 - Reaches and engages with **over 400 million** current and future residents, visitors, and businesses.
 - Provides data-driven insights to advance and measure community health and vitality.
- **Scale of Combined Company:** Serves **more than 7,000 organizations** worldwide with approximately **2,000 employees**.

Board Approval – Motions Contracts for Approval



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FY2026 Fee: \$328,498.00

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Agenda



VII. REPORT OF THE BOARD COMMITTEES

- I. Taiwan
- J. North America, Pacific, Philippines & New Markets
- K. Membership

Agenda



VII. REPORT OF THE BOARD COMMITTEES

I. Taiwan

J. North America, Pacific, Philippines & New Markets

K. Membership

Agenda



VII. REPORT OF THE BOARD COMMITTEES

I. Taiwan

J. North America, Pacific, Philippines & New Markets

K. Membership

Agenda



VII. REPORT OF THE BOARD COMMITTEES

I. Taiwan

J. North America, Pacific, Philippines & New Markets

K. Membership

Agenda



VIII. OLD COPORATION BUSINESS

IX. EXECUTIVE SESSION

X. OTHER BUSINESS

XI. AGENDA ITEMS FOR THE NEXT MEETING

XII. ANNOUNCEMENTS

XIII. ADJOURNMENT

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- AS NEEDED

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XII. ANNOUNCEMENTS – NEXT BOARD MEETING 11/13/2025

XIII. ADJOURNMENT

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X. OTHER BUSINESS

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