

Report of Management

March 23, 2023



- Global, Regional
- NE Asia Japan Korea Taiwan, our market nexus
- Arrivals
- Two Strategic Challenges for Recovery

Marketing Updates



- Consumer travel trends
- Korea
- Japan
- Taiwan, PI, other

Destination Development



- Events Calendar
- Projects
- One Village One Attraction Initiative

Financial Controller Report



- External Audit Status
- Financial Update
- Draft FY2024 Budget

- Third Amended Bylaws
- Quarterly Review, other issues,
Recommended Correctives

Policy Initiatives (more to come)



- Visa Waiver, PI
- Expanded Air Service, American Institute in Taiwan collaboration, strategic regional air service.

Global Tourism Recovery

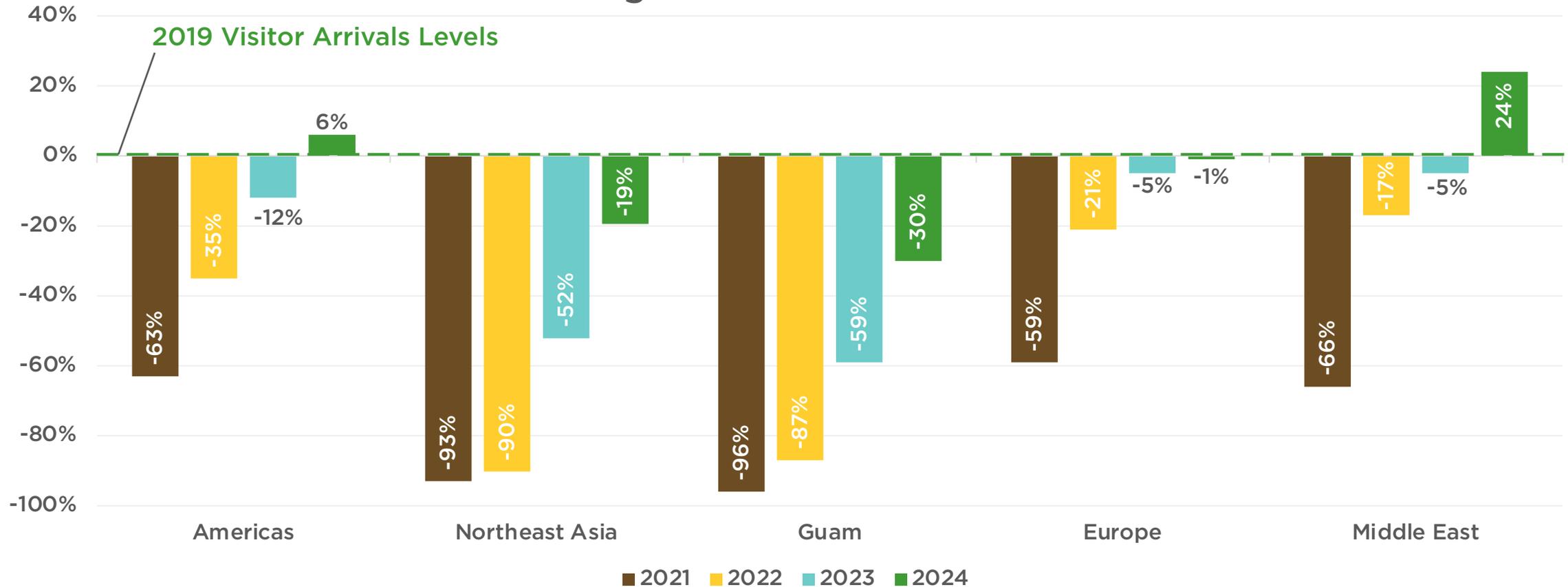


- (Q1) Japan 8% underperforming benchmark but Korea 51% overperforming benchmark
- IATA Forecast
 - Pre COVID passenger volume to recover 2024
 - Regional variations, Asia Pacific & Caribbean in 2025
 - Slow removal of travel restrictions
 - Renewed domestic restrictions, COVID outbreaks, variants

Recovery Tracker (International)

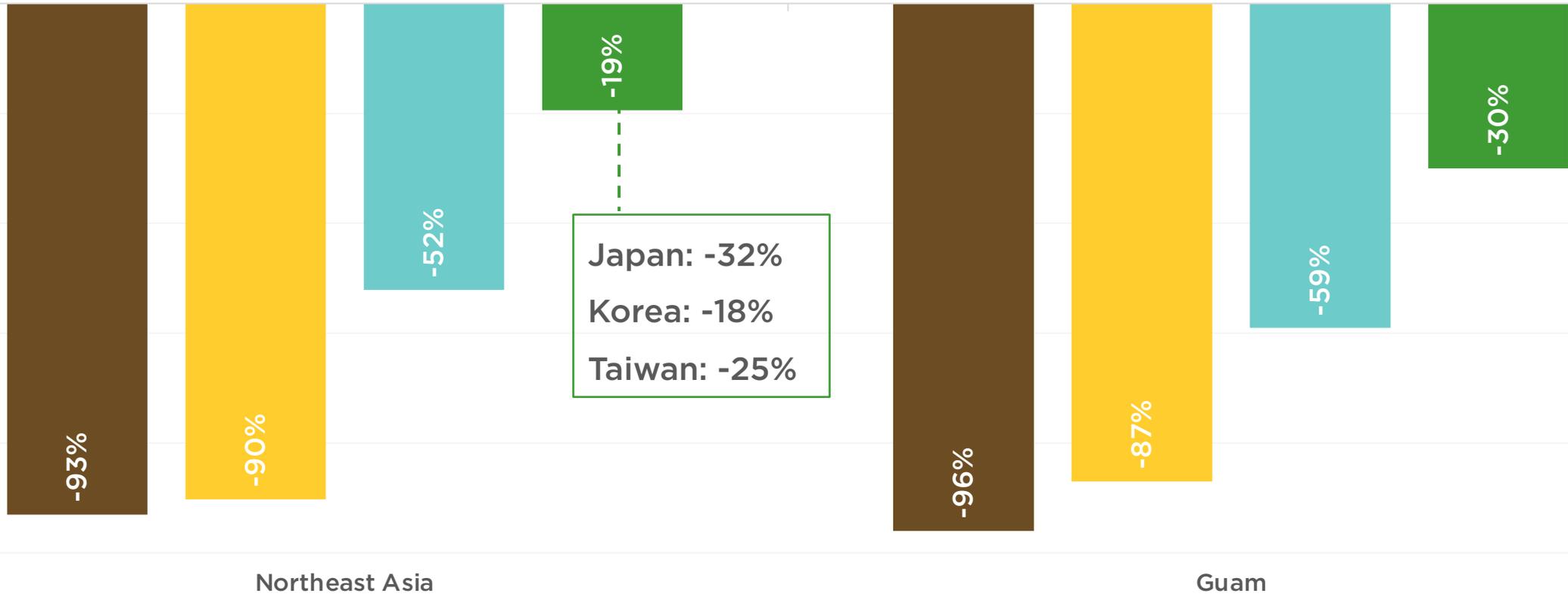


Percentage of 2019 Levels Recovered



Note: Asia Pacific recovery rates are at a severe scenario (predicted to have a slower recovery); all other markets recovery rates are at a medium scenario
Source: UNWTO and PATA Forecast

Recovery Tracker (Northeast Asia)



Japan: -32%
Korea: -18%
Taiwan: -25%

Note: Asia Pacific recovery rates are at a severe scenario (predicted to have a slower recovery); all other markets recovery rates are at a medium scenario
Source: UNWTO and PATA Forecast

February 2023



February 1-28, 2023

Total: 56,141 (+691.2%)

% Market Mix	Origin	2019	2022	2023	% to LY
11.0%	Japan	58,774	239	6,191	2490.4%
66.8%	Korea	59,429	311	37,477	11950.5%
0.1%	Taiwan	2,535	8	81	912.5%
0.1%	China	2,649	15	75	400.0%
14.2%	US/Hawaii	7,258	5,176	7,983	54.2%
2.2%	Philippines	1,281	298	1,259	322.5%
0.04%	Hong Kong	745	6	23	283.3%
0.02%	Russia	341	2	11	450.0%

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

Calendar Year to Date 2023



January – March 13, 2023

Total: 138,599 (+616.8%)

% Market Mix	Origin	2019	2022	2023	% to LY
10.7%	Japan	128,549	1,532	14,785	865.1%
67.3%	Korea	140,673	1,403	93,208	6543.5%
0.7%	Taiwan	5,077	42	957	2178.6%
0.2%	China	3,788	39	231	492.3%
13.4%	US/Hawaii	14,652	12,329	18,603	50.9%
2.2%	Philippines	2,431	768	3,005	291.3%
0.07%	Hong Kong	1,323	10	97	870.0%
0.03%	Russia	1,109	23	42	82.6%

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

Note: March 2023 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2023



October – March 13, 2023

Total: 274,925 (+523.0%)

% Market Mix	Origin	2019	2022	2023	% to LY
9.6%	Japan	263,838	2,713	26,483	876.2%
67.0%	Korea	304,006	7,499	184,257	2357.1%
0.5%	Taiwan	10,439	124	1,252	909.7%
0.2%	China	6,446	100	428	328.0%
13.8%	US/Hawaii	31,392	25,610	37,890	48.0%
2.4%	Philippines	7,734	1,770	6,619	274.0%
0.08%	Hong Kong	3,118	18	226	1155.6%
0.03%	Russia	2,373	37	81	118.9%

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

Note: March 2023 Daily Arrivals reflect Civilian Air arrivals only

Arrivals vs Forecast FY2023



Origin	Arrivals	Projection	% vs Projections
OCT	40,934	30,530	34.1%
NOV	39,852	30,175	32.1%
DEC	55,540	38,685	43.6%
JAN	56,683	45,320	25.1%
FEB	56,141	46,441	20.9%
TOTAL	249,150	191,151	30.3%

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

Two Strategic Destination Challenges for Recovery



Aligning destination visitor experiences with post covid consumer expectations, new paradigms

1

- Industry shifting globally from “marketing driven” to “destination management” philosophy
- Delivering the promised experience, products, and service
- F&B quality and, authenticity of local cuisine
- Wi-Fi service lacking or inconsistent & impediment to KOL’s SM effectiveness
- Ubiquitous Wi-Fi operating environment in source markets
- Hospitality industry migrating toward smart phone online operating environment, personalized customized bookings

Two Strategic Destination Challenges for Recovery



New solutions replacing legacy systems to improve efficiency, drive automation, allow employees to focus on added value of experience, relieve staff from routine time-consuming tasks

2

- Wider use and application of hotel apps, concierge service, net day stays, yield mgmt. and staff scheduling, “gig” employees, incentivized reward programs (employees + guests)
- Guam tourism value chain **LAGGING FAR BEHIND** expectations of source markets (need major upgrade digitized capacity)
- Contactless payments, mobile hotel check-ins, and online concierge services

<u>Korean Survey</u>	<u>Mobile Payment</u>	<u>Smart Phone QR Code</u>	<u>Cash</u>
Pre-Pandemic 2020	10%	-	55%
After Pandemic 2022	30%	20%	-

- Hand held digitized transactions and booking apps normalized in source markets J K T
- Global online booking \$782 M in 2021 and expected to grow +12% per year by 2028

Two Strategic Destination Challenges for Recovery



- Increasing use of Guam customs EDF, QR code
- 2**
- Widely used 70% by source markets
 - Residents 20% and growing

Consumer Travel Trends



- Korea
 - Korean market survey (Klook) 78% want to travel abroad in 2023, 35% plan travel more than twice
 - Quick to act, quick to recover
 - FIT package tours, M and Z generations preferring package travel for convenience
 - Influencers and their visual assets
 - Forecasted to reach 20M Outbound travelers (70% of 2019)

GVB KOREA MARKETING PROJECT OVERVIEW



TIMELINE	FY2023 Q3		
	APR	MAY	JUN
TRAVEL TRADE	Airlines / Travel Agency / OTA Co-op Promotion		
		Seoul International Travel Fair	
	Sports Specialized Tour Product Promotion Support	PCO MICE FAM Support	
PR & DIGITAL	Digital Marketing & SNS Campaign/Event		
	GVB Korea Digital Ambassador Project		
	Travel Industry Media FAM (GMIF)		TV Shooting
ADDITIONAL PROJECTS		MOU with Lotte Group	Babymoon Market Development : Co-op with consumer brand
		Destination Development : Co-op with Jeju Island	Visa Korea Co-op
			Guidebook Production

GVB KOREA MARKETING PROJECT OVERVIEW



TIMELINE	FY2023 Q4		
	JUL	AUG	SEP
TRAVEL TRADE	Airlines / Travel Agency / OTA Co-op Promotion		
	New Airline Operation Co-op		FY2024 Travel Trade / MICE Support Program Launching
PR & DIGITAL	Digital Marketing & SNS Campaign/Event		
	GVB Korea Digital Ambassador Project		
ADDITIONAL PROJECTS	Boryeong Mud Festival	GVB Korea Road Show	
		Giveaway Production	
			Korea Market Research (TBD)

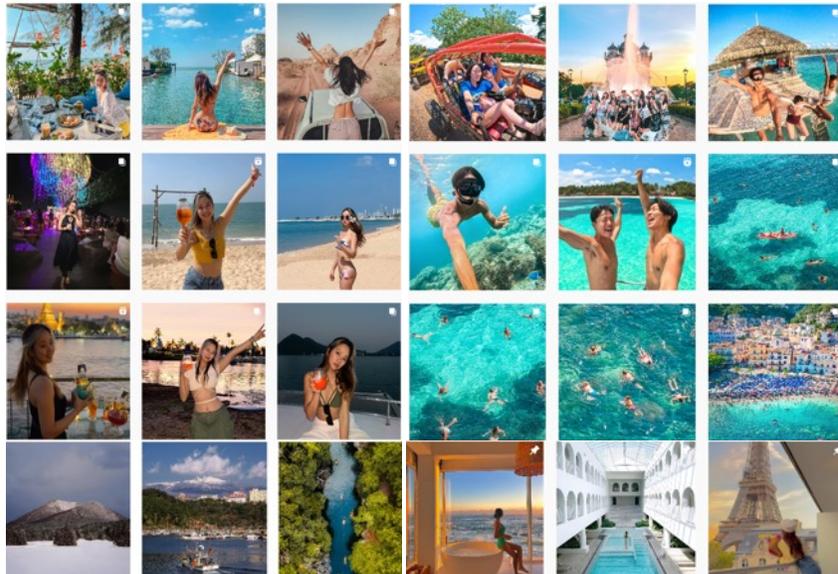
GVB KOREA MARKETING PROJECT OVERVIEW



FY2023 Q3 MARKETING PROJECTS

GVB Korea Ambassador Project

- Period: April – September
- Target: MZ generation, FITs, social media users
- Scheme:
 - ✓ Cast 11 digital influencers and assign them as [GVB Korea Digital Ambassadors](#) to promote Guam for a specific period
 - ✓ Ambassadors to travel Guam for content development and postings on their respective channels with Guam hashtags



Sports Market Development

- Period: April
- Target: Leisure & Sports group
- Scheme:
 - ✓ Host a sports FAM Tour, [inviting industry experts for each sports activity \(diving, cycling, yoga/pilates\)](#)
 - ✓ Generate contents for postings
 - ✓ Co-op with travel trade partners for Guam sports product for sales



GVB KOREA MARKETING PROJECT OVERVIEW



FY2023 Q3 MARKETING PROJECTS

Seoul International Travel Fair (SITF)

- Period: May 4 - 7
- Target: Potential travelers, travel trade partners
- Scheme:
 - ✓ GVB to participate in the Seoul International Travel Fair, one of the largest travel fairs in Korea to promote Guam
 - ✓ Invite local travel trade partners to Guam pavilion
 - ✓ GVB to provide onsite reservation booth spaces (TA participation)



Guam Micronesia Island Fair Media FAM

- Period: May 11 - 14
- Target: Travel Industry Media
- Scheme:
 - ✓ Invite travel trade media in time for GMIF in May to promote Guam's unique culture and event
 - ✓ Feature GMIF event on printed & online media



GVB KOREA MARKETING PROJECT OVERVIEW



FY2023 Q3 MARKETING PROJECTS

Destination Development - MOU with Jeju Island

- Period: in May
- Target: Potential travelers, FITs, general consumers
- Scheme:
 - ✓ GVB to conclude [MOU with Jeju Tourism Organization to co-promote safe travel](#)
 - ✓ Co-op with digital influencers to generate contents under safe travel campaign
 - ✓ Co-op with airlines to operate charters from Jeju to Guam

MOU Agreement with Lotte Group Hotel HQ

- Period: in May
- Target: Lotte memberships, general consumers
- Scheme:
 - ✓ GVB to conclude [MOU with Lotte Group Hotel HQ](#) to promote Guam through co-marketing programs
 - ✓ Co-op with Lotte Group Hotel HQ's departments - Lotte JTB, Lotte Adventure, etc. to add value



GVB KOREA MARKETING PROJECT OVERVIEW



FY2023 Q3 MARKETING PROJECTS

PCO MICE FAM Support

- Period: May 17 – 21
- No. of pax: 20pax
- Target: MICE group, Professional Convention Organizers
- Scheme:
 - ✓ Host Korean major PCOs to promote Guam and its facilities to attract incentive groups



Guam TV Shooting

- Period: in June
- Target: General consumers, FITs, all generation, media
- Scheme:
 - ✓ Support TV shooting on Guam to generate high media value and greater exposure (casts under review)
 - ✓ Introduce diverse tourist spots, food, and activities, etc.



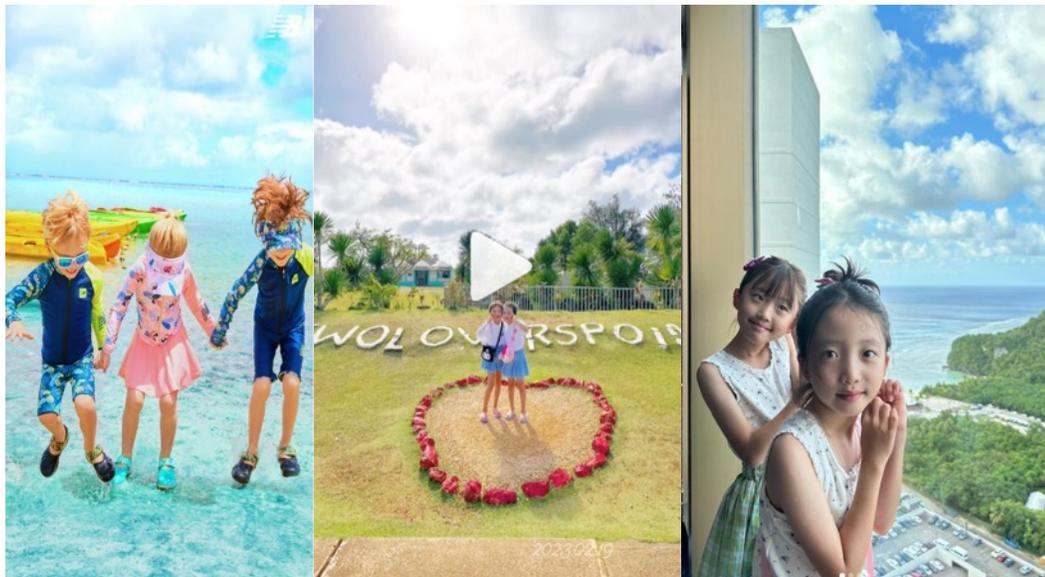
GVB KOREA MARKETING PROJECT OVERVIEW



FY2023 Q3 MARKETING PROJECTS

New Market Development - Babymoon

- Period: in June
- Target: Babymoon market, Kids & family group
- ✓ Co-op with baby/kids specialized consumer brand (TBD) to develop babymoon market
- ✓ Create contents for posting and advertising



Visa Korea Co-op

- Period: in June
- Target: Visa card holders, potential travelers
- Scheme:
- ✓ Co-op with Visa Korea to provide benefits to consumers
- ✓ Utilize visa card owned and paid channels for promotion



GVB KOREA MARKETING PROJECT OVERVIEW



FY2023 Q3 MARKETING PROJECTS

Guam Guidebook Development

- Period: in June
- Target: General consumers, FITs
- Scheme:
 - ✓ Develop Guam guidebook with updated travel information
 - ✓ Co-op with guidebook writer and travel influencer who has strong specialties in producing contents



Boryeong Mud Festival

- Period: July 21 - August 6 (GVB participate partially)
- Target: General consumers, festival lovers, FITs
- Scheme:
 - ✓ Participate in Boryeong Mud Festival, the most significant festival held annually in July-Aug and attract more than 1.8M visitors including nationals and foreigners
 - ✓ Provide Guam guidebook and giveaways at the Guam booth



GVB KOREA MARKETING PROJECT OVERVIEW



FY2023 Q3 MARKETING PROJECTS

GVB Korea Roadshow

- Period: early week of August
- Target: Travel trade partners
- Venue: Busan, Daegu, Gwangju, (Seoul TBD)
- Scheme:
 - ✓ Host GVB Korea roadshows in Busan, Daegu, Gwangju, (Seoul TBD) to network with travel trade partners
 - ✓ Update Guam information and hold travel mart for business meetings



Consumer Travel Trends



- Japan
 - Ranked Guam #2 for travel abroad in 2023
 - Kept top of mind with limited budget
 - Continue with top of mind through virtual experience (SNS)
 - Planning push for summer season

JAPAN MARKET



➤ The Japanese government decided on May 8 to move Covid-19 to "Class 5".

- Japan is moving forward with the transition to a peacetime system in medical and other settings.
- The government has announced new guidelines for wearing masks in preparation for the transition to Class 5
- March 13 - the wearing of masks indoors and outdoors will be left to the discretion of individuals
- (the wearing of masks will continue to be recommended at medical institutions, senior citizen facilities, and public transportation).



➤ 440,000 Number of Japanese departures in January
Same Level as Last Month -Japan National Tourism Organization

- According to the Japan National Tourism Organization (JNTO), the estimated number of Japanese departing Japan in January 2023 was 443,100, almost the same level as the previous month (432,100); compared to the same month in 2019, the number decreased by 69.5% (actual number in January 2019 was 1,452,157).

JAPAN MARKET



Number of Japanese Departing Japan in February: 540,000, International Flights Expand to 18 Departure Airports -Japan National Tourism Organization (Preliminary Report) as of 3/15/23

- According to the Japan National Tourism Organization (JNTO):
- Estimated number of Japanese departing in Feb 2023 - 537,700. This is an increase of @ 100,000 from the previous month (443,104) vs. the same month in 2019
- decreased by 65.0% (actual number in February 2019 was 1,534,792).
- Looking at the actual number of international flights departing from Japan in Feb 2023 from the six major domestic airports (Narita, Kansai International Airport, Haneda, Fukuoka, Nagoya, and Sapporo):
- The number of flights and the number of seats offered increased significantly by 293.9% and 279.4% to 2,576,944, respectively, from the previous year, according to data from Aviation Data OAG.
- Outside of major airports, the number of airports from which international flights departed expanded to 18, including Asahikawa and Ibaraki.

Support for one night in FY2023	
Discount Rate	20% off the trip price
Discount Limit	Accommodation with transportation 5,000 yen OFF Other than the above 3,000 yen OFF
Coupon	Weekdays: 2,000 yen Holidays: 1,000 yen Electronic coupon
Maximum Subsidized Amount	7,000 yen In the case of accommodation with transportation
Minimum Spend	Weekdays: 3,000 yen Weekends and holidays 2,000 yen *Some rates may vary.
Existing Reservation	Not applicable

JAPAN MARKET



AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA 827	NRT	11:15 / 16:05	Daily	5,146
	Available	UA 197	NRT	17:30 / 22:20	Daily	5,146
	Suspended until March 25, 2023	UA 874	NRT	21:05 / 14:5 +1	Mon, Wed, Fri, Sat	664
	Suspended until April 8, 2023	UA 865	NRT	17:25 / 22:15	Daily	-
	Available	UA 136	NGO	11:20 / 15:55	Mon, Fri	1,494
	Suspended until March 25, 2023	UA 172	NGO	20:50 / 12:5 +1	Daily	1,162
	Available	UA 150	KIX	11:05 / 15:45	Wed, Sun	1,494
	Suspended until March 25, 2023	UA 178	KIX	20:50 / 12:0 +1	Tue, Thu, Sat	498
	Available	UA 166	FUK	11:50 / 16:50	Thu, Sun	1,494
February TTL						17,098
AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Suspended until March 31, 2023	JL 941	NRT	9:30 / 14:15	Temporary	1,393
	Suspended until May 31, 2023	TW 311	KIX	10:45 / 15:10	Daily	-
	Available	7C 182	NRT	10:05 / 15:00	Daily	5,859
	Suspended until May 31, 2023	7C 3174	KIX	10:10 / 14:50	Daily	-
	Suspended until May 31, 2023	7C 3184	KIX	10:10 / 14:50	Tue	-
February TTL						7,252

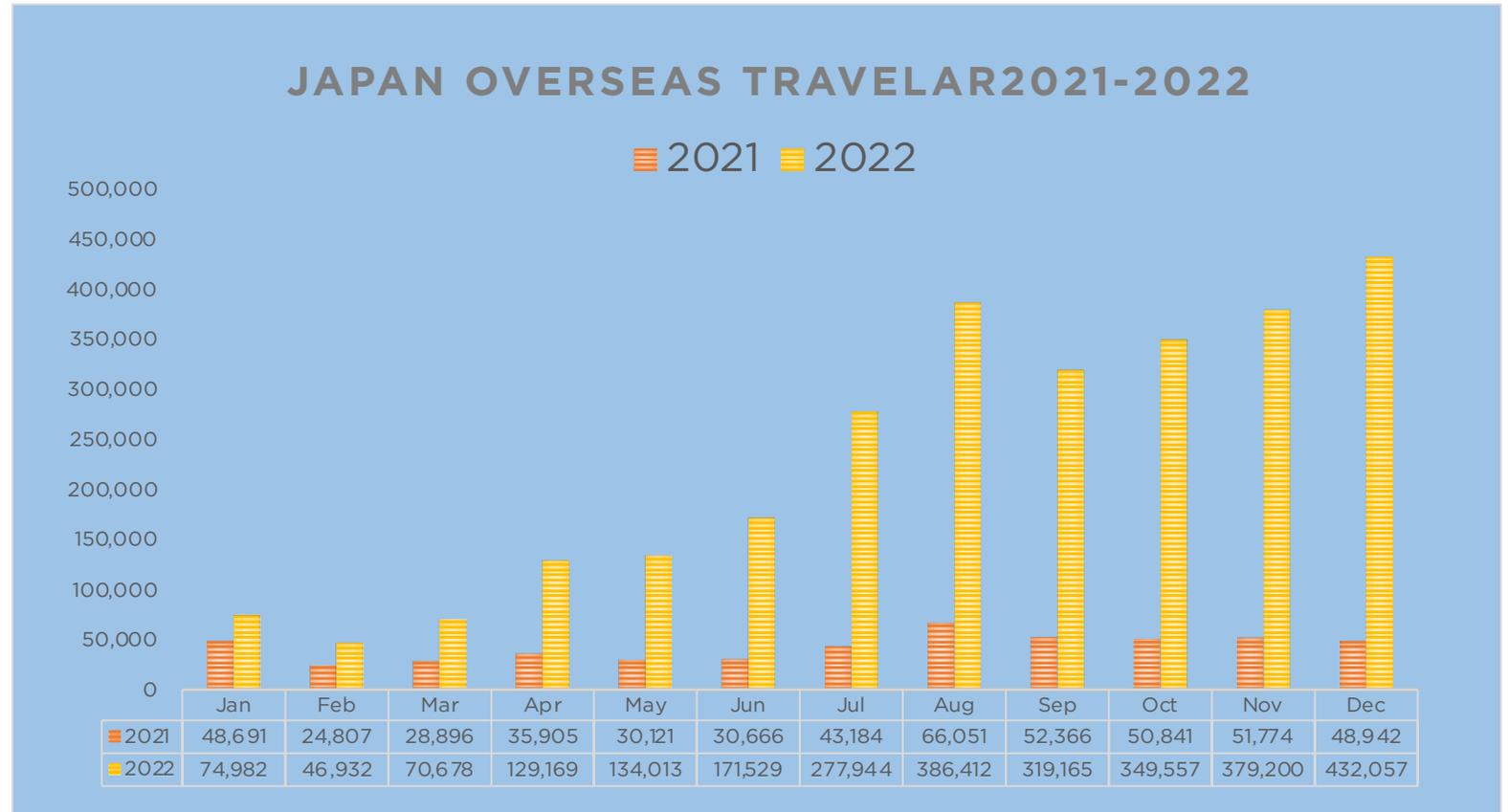
March 1 - 31
 Total Outbound Seat
 Capacity : 24,350

JAPAN MARKET



The number of departures in December 2022 was 432,100, an increase of only 82,500 from October. This is 25.2% compared to the same month in 2019 before the Corona Disaster.

	2021	2022	Changes (%)
Jan	48,691	74,982	54%
Feb	24,807	46,932	89%
Mar	28,896	70,678	145%
Apr	35,905	129,169	260%
May	30,121	134,013	345%
Jun	30,666	171,529	459%
Jul	43,184	277,944	544%
Aug	66,051	386,412	485%
Sep	52,366	319,165	509%
Oct	50,841	349,557	588%
Nov	51,774	379,200	632%
Dec	48,942	432,057	783%
Total	512,244	2,771,638	441%



JAPAN MARKET



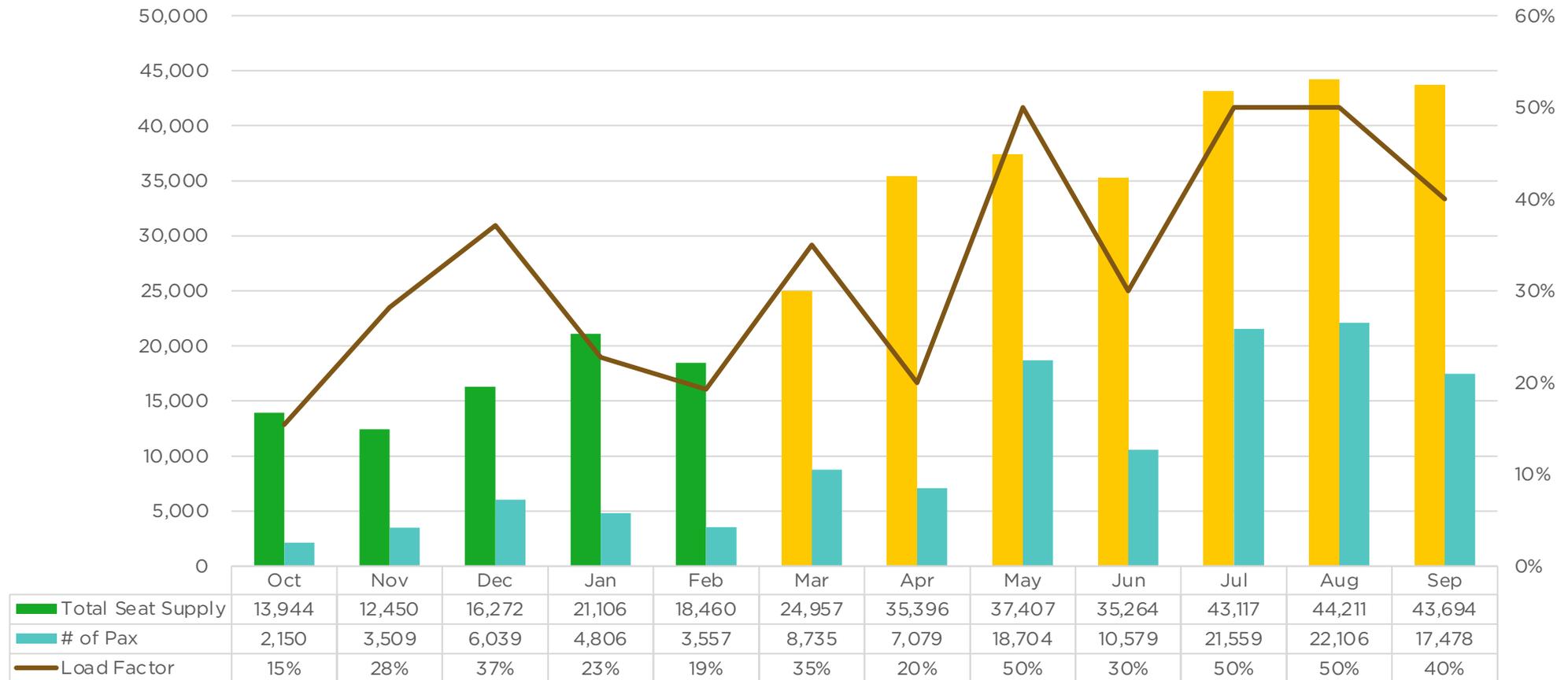
- KPI
 - Conservative: 120,000 Pax
 - Optimistic: 290,000 Pax
- Marketing Objective
 - Build Top of mind awareness through an experience (virtual) base
 - Stimulate market demand and increase flight search to be the most favored desired destination
 - Encourage the trade industry to prioritize Guam as the most sellable destination

JAPAN MARKET



- Total seat capacity is 346,278 (forecast), and achieves 120,000 pax by 33% of the load factor.

FORECAST



JAPAN MARKET

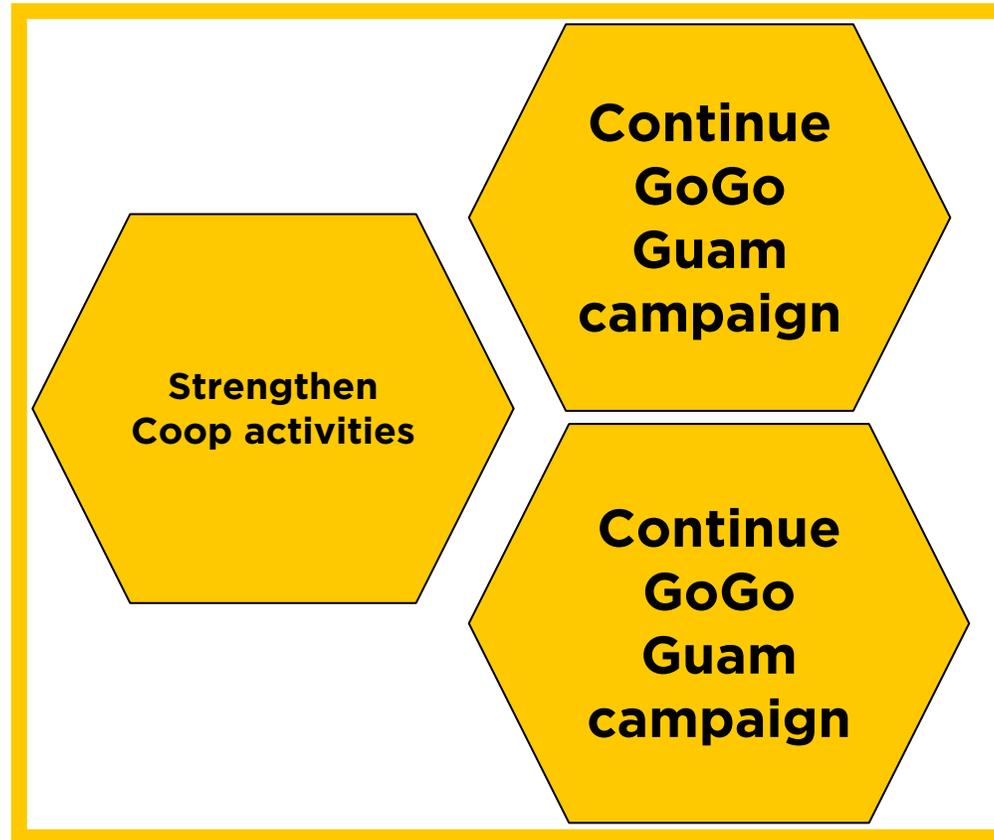
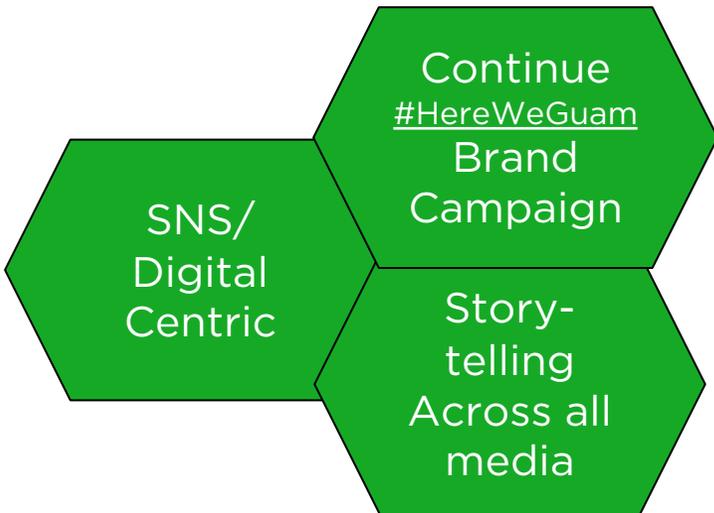


- Time to focus on TRADE

Launch Go Go Guam Summer Campaign

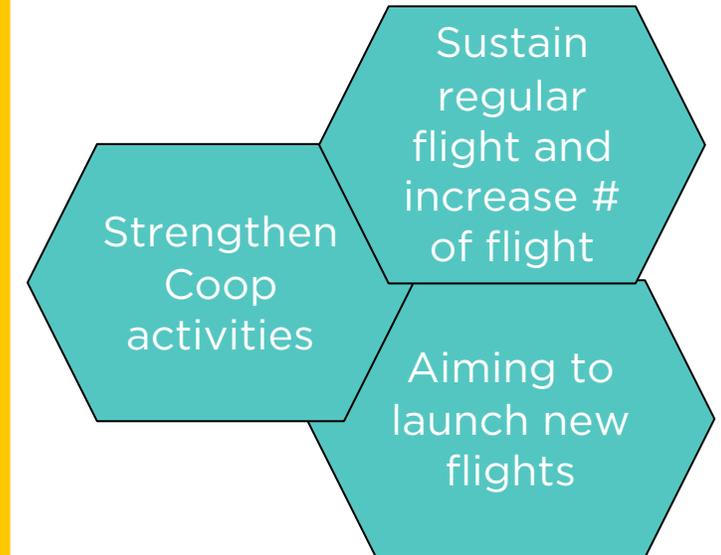
Consistently ranked in the top 10 destinations to visit

Top of mind awareness
Demand Generation



We have 346,278 of seats supply

Flight resumption
Seat Capacity



JAPAN MARKET



BE A #1 OVERSEAS TRAVEL DESTINATION POST COVID

SIMPLE AND STRONG MESSAGE THAT INSPIRE TARGET

GO GO GUAM! SUMMER CAMPAIGN

- Varying creative messages in line with seasonality.

Don't Wait for Summer

Dramatic Summer

April	May	Jun	Jul	Aug	Sep
-------	-----	-----	-----	-----	-----



JAPAN MARKET



1. JTB said 8.4 million international travellers in 2023
 - ✓ **3% of all Japanese outbound travelled to Guam - 285,600 pax (forecast of 2023)**
 - ✓ **The total seat supply is 346,278, which makes it more accessible to Guam**
2. 55.8% of Gen Z who have travelled abroad want to travel overseas in 2023
 - ✓ **GVB has been communicating with Gen Z as a gateways target**
 - ✓ **#9 wants to go destination among Gen Z**
3. 35.1% are anxious about the social situation - Removing insecurity is the only way to go overseas. And Destination selection factors are;
 - ✓ **70% security**
 - ✓ **59.5% price**
4. The trustable source is Government intel
 - ✓ **GVB is very proactive on marketing communication**

JAPAN MARKET



- Volume driven incentive programs
 - Group and MICE Support
 - Travel Agent FAM Tour Support
 - Programs begin March/April - September 30, 2023
 - Nominal financial support for qualified participants

COOP with the Airlines and TA's (work in progress)

- Coop with airlines to enhance direct channel and OTA sales
- Coop funding support to intensify flight searches (not give aways)
- Coop with TA's to generate group and package sales
- Support charter flights and scheduled service (Jeju Air and JAL) through Q4

Taiwan Market



- Pending air service
 - 3 carriers committed to flying
 - Starlux, Eva Air, China Airlines
- Celebrated our 50th Anniversary of Sister City
- 22 Charters with Lion Travel and Starlux (Dates)



TAIWAN MARKET



Date	Sales & Market Development	Details
<p><i>April 2023</i></p>	<p>Coupons for Passengers on the Lion Travel Charter Flights</p>	<p>GVB to provide a US\$50 restaurant coupon for the first 200 seats sold. In addition, GVB will provide a customized Guam tote bag and shopping discounts for every consumers who buy the package.</p> <p>ROI: Increase charter flights package sales. Provide visitors with a unique food experience. Co-op with local restaurants and drive foot traffic to their establishment.</p>
	<p>YouTuber Fam tour-Adventure Sports & YouTuber Fam tour-Family</p>	<p>Invite 1 adventure style YTRs to Guam and experience Guam’s beauty, nature, and culture. YTRs will produce Guam vlogs, SNS posts and stories.</p> <p>ROI: Over 150,000 views on YTRs’ vlog. Over 300,000 views on YTBs’ posts and stories. Over 10,000 reaches on GVB TW’s social media platforms.</p>
	<p>2023 International Spring Travel Fair</p>	<p>Participate in the 2023 International Spring Travel Fair to promote destination Guam and the charter flight promotion from April – June 2023.</p> <p>ROI: Receive over 25,000+ visitors. Increase over 300+ fans on Facebook and Instagram. Increase charter flight sales.</p>

TAIWAN MARKET



Date	Sales & Market Development	Details
<i>May 2023</i>	Taipei Tourism Exposition	<p>To participate in the 2023 TTE to promote Guam as the next destination to Taiwanese.</p> <p>ROI: Receive over 40,000+ visitors. Increase over 300+ fans on Facebook and Instagram.</p>
Date	Sales & Market Development	Details
<i>June 2023</i>	Guam Delegation Group Trip (Invite Governor Leon Guerrero)	<p>To strengthen the bilateral relationships between Taiwan and Guam. To visit Taipei, Taoyuan, Taichung, Kaohsiung Government. To visit airlines parents and work to recover direct air service. To host a gala dinner and invite airlines, government officials and sister city representatives.</p> <p>ROI: To meet airline officials and Taiwan government leaders.</p>
	Sales Mission	<p>To promote Guam and Guam's businesses to Taiwanese trade partners. To further the relationships with travel trade, airlines and government officials.</p> <p>ROI: Over 100 trade partners participate.</p>

TAIWAN MARKET



Date	Sales & Market Development	Details
<i>July 2023</i>	Guam Lantern Co-op	<p>To cooperate with a Taiwan amusement park or business and to display the Guam lantern display.</p> <p>ROI: Promote destination Guam to over 10,000+ people who visit the amusement part.</p>
Date	Sales & Market Development	Details
<i>August 2023</i>	Taiwan Austronesian Exhibition	<p>To display and promote Guam and our unique CHamoru culture to exhibition attendees.</p> <p>ROI: Increase Guam's brand awareness.</p>
	MICE promotion with Sister Cities	<p>To promote Guam as a MICE destination in conjunction with the tourism bureau of Guam-Taiwan's sister cities.</p> <p>ROI: Increase Guam's brand awareness and MICE capabilities.</p>

TAIWAN MARKET



Date	Sales & Market Development	Details
<i>September 2023</i>	Diving Fam Tour	<p>To attract dive enthusiasts in Taiwan to visit Guam for diving. Cooperate with Association of Diving School to promote Guam as diving destination. Invite diving KOL to Guam.</p> <p>ROI: KOL: 3 SNS posts, 3 stories per day, 1 vlog/reel. Promotion on Association of Diving School's website.</p>
Date	Social Media/Online Campaigns & Advertising	Details
<i>April - September 2023</i>	Social Media Plan	<p>To promote Guam through GVB TW's social media platform. (\$2,000 budget per month for SNS posting maintenance).</p> <p>ROI: To receive over 100,000 reach. To receive over 1,000 comments on major posts.</p>

Philippines



- Launch of “America’s Hidden Gem” campaign
 - Broadly target middle-upper class, well-traveled Filipinos; niche US visas, green card holders
- Sister-City Support
 - Partner with local mayors and key PI municipalities/provinces for visa waiver support and grass roots marketing
 - (April: Parañaque, Negros Occidental; May: Hågat Mango Festival; Sept: Iloilo City)
- Visa Waiver Program
 - Congressman Rufus Rodriguez resolution progress



New Markets



- MATTA (Malaysia) Fair
- Working with Apple Vacations
- Special Guam package (\$556 and \$1,076)
- Travel agent seminar held with PAL to promote



Discover the beauty of
GUAM, USA
Visa **FREE** for Malaysian
Passport Holders

Selling Period: 17 - 26 March 2023
Travel Period: On/ After 17 March 2023

KUALA LUMPUR – GUAM – KUALA LUMPUR

As low as
MYR 2,489
ALL-IN ECONOMY CLASS ROUNDTRIP FARE

As low as
MYR 4,819
ALL-IN BUSINESS CLASS ROUNDTRIP FARE

FARE CONDITIONS: Seats are subject to availability. Seasonality and blackout dates apply. Fares quoted are inclusive of government taxes, fees and surcharges. Taxes and charges are subject to change with or without prior notice by the authority. Minimum stay is 30/3M for Economy & 6M for Business. No show fee is MYR 320. Ticket is non-transferable. Ticket is refundable with MYR 400 refund fee for Economy and MYR 600 for Business. Change fee is MYR 300 for Economy and MYR 400 for Business. Accompanied child's fare is 75% of adult fare. Infant fare for infant without a seat under 2 years is 10% of adult fare. 50% Mileage accrual for Economy and 125% for Business. Baggage Allowance - Fare is inclusive of 7 kg handcarried bag. Free baggage allowance 2 pieces @ 23 kg per piece for Economy and 2 pieces @ 32 kg per piece for Business. Other travel conditions apply.

Philippine Airlines Malaysia
M-10 Mezzanine Floor, Wisma UOA II, No. 21 Jalan Pinang, 50450 Kuala Lumpur, Malaysia
+603-2181 6988 | +603-2181 3988 | Email: prksales@pal.com.ph

Destination Development



2023 Event Calendar

**2023
Guam
EVENTS**

#InstaGuam



SMOKIN' WHEELS RACING WEEKEND
April 21 - 23
Guam International Raceway Park

The Legendary Smokin' Wheels Racing kicks off Friday night at the drag strip and continues the next day with moto sports competitions including a Fiesta car show and Drag Racing Finals. Sunday caps off with the Smokin' Wheels Off-Road Buggy Endurance, Smokin' Grills BBQ competition and Mud Drags. With non-stop action, awesome food and racing, you won't want to miss this once a year motorsports festival! For more information, go to guamraceway.com.

GUAM MICRONESIA ISLAND FAIR
May 12 - 14
Governor Joseph Flores Memorial Park

The Guam Micronesia Island Fair is the annual signature cultural event of the Guam Visitors Bureau, showcasing the vibrant cultures of Micronesia for over 30 years. Experience the best of Micronesia in one exciting weekend featuring master carvers, blacksmiths, traditional sailing experts, jewelers, weavers dancers, musicians and chefs and see first hand customs that have been in place and perpetuated for the millennia.



HAGÁT MANGO FESTIVAL
May 26 - 28
Hagåt Sagan Bisita

An enjoyable event for both participants and visitors with a platter of mango activities, contest, displays, entertainment, food and fun. Most notably see Hagåt's southern hospitality and the islands talent that will be there to entertain. Peruse through the various booths and demonstrations.

ELECTRIC ISLAND FESTIVAL
June 16 - 17
Guam International Raceway Park

What started in 2013 as a simple concept to unite people in Guam and The Marianas through music and good vibes has now become the most anticipated festival series to ever hit the Micronesia region. The Electric Island Festival (EIF) is currently the longest running music festival brand from Guam and celebrates year 10 in 2023. More than just a music festival, EIF serves to utilize its platform to promote the wellness and prosperity of music, arts, fashion, and subculture lifestyles while pushing the creative boundaries and self-inspiration of the island people; utilizing electronic music as its medium to provoke the unity, positive energy and everlasting drive that EIF has come to be known as. For more information, go to eifestival.com.



TOUR OF GUAM CYCLING
December 10
Central and Southern Guam

The Tour of Guam is Guam's most prestigious competitive cycling event. The event serves as the annual event for age group racers from Guam and the CNMI. Two courses are featured for both races including the 105km course and the 42km course. For more information, go to tourofguam.com.

DATE	EVENT	LOCATION
January 1	*New Year's Eve Fireworks / Drone Light Show	Tumon Bay / Hagåtña
February 17 - 18	Chief Gadao Festival	Inaåñhan Baseball Field
March 3 - 6	Guam History and Chamoru Heritage	Humåtak Festival Grounds
March 17 - 19	Malesso' Gupot (Chamoru) Crab Festival	Malesso' Veterans Sons & Daughters Pier Park
April 14 - 16	Agana Heights Coconut Festival	Fort Apugan
April 15	*Guam Ko'ko' Kids Fun Run	Governor Joseph Flores Memorial Park
April 16	*Guam Ko'ko' Road Race	Governor Joseph Flores Memorial Park
April 21 - 23	Smokin' Wheels	Guam International Raceway Park
April 21 - 23	Talo'Yo'lo Banana Festival	Ipan Beach Park
May - Tourism Month		
May 12 - 14	*Guam Micronesia Island Fair	Governor Joseph Flores Memorial Park
May 26 - 28	Hagåt Mango Festival	Hagåt Sagan Bisita
May 29 - June 4	ITF World Tennis Tour, Grade 5 Juniors	Guam National Tennis Center - Harmon Sports Complex
June 5 - 11	King Guam World Tennis Tour	Guam National Tennis Center - Harmon Sports Complex
June 16 & 17	Electric Island Festival	Guam International Raceway Park
July 21	Liberation Day Parade	Hagåtña
September	Donne' Festival	Mangilao Night Market grounds
December 10	Tour of Guam	Central and Southern Guam

Event information subject to change. *US Signature Event

Destination Development



April 15TH



.6K /1.6K/3.3K

April 16TH



10K

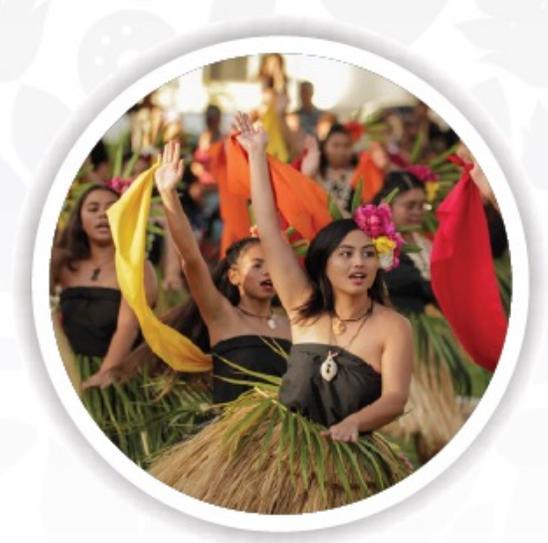
Guam Micronesia Island Fair - May 12-14

GUAM MICRONESIA ISLAND FAIR

May 12 - 14

Governor Joseph Flores Memorial Park

The Guam Micronesia Island Fair is the annual signature cultural event of the Guam Visitors Bureau, showcasing the vibrant cultures of Micronesia for over 30 years. Experience the best of Micronesia in one exciting weekend featuring master carvers, blacksmiths, traditional sailing experts, jewelers, weavers dancers, musicians and chefs and see first hand customs that have been in place and perpetuated for the millennia.



Destination Development



Festivals

2023
GUAM HISTORY
AND
CHAMORRO HERITAGE DAY
FESTIVAL

MAGELLAN Re-enactment

MONDAY, MARCH 6, 2023
2:00 PM - 3:00 PM

*Humatac Bay
Magellan Monument Park*

THIS EVENT IS SPONSORED BY
THE HUMATAK MAYOR'S OFFICE, THE UMATAK MUNICIPAL PLANNING COUNCIL,
GUAM VISITORS BUREAU, SMOONNY'S BY THE BAY, HUMATAK COMMUNITY
FOUNDATION, AND UMS HEAVY EQUIPMENT RENTAL & SK LOGISTICS, INC.

2023 MAGA'LÁHI GÁDAO GUPOT CHAMORU, INALÁHAN
FEBRUARY 17 & 18, 2023
PROGRAM

EMCEE: Brandon Sanchez / Joe Meno

FRIDAY, FEBRUARY 17, 2023

6:00 pm: OPENING CEREMONY

- Benediction by Pipit (Para I Probecu'n I Taotao-ta, Inc.)
- Welcoming Remarks by Hon. Anthony P. Chargualaf, Jr., Mayor
- Brief Remarks by Hon. Joshua F. Tenorio, Lt. Governor of Guam

6:00 pm: CONCESSION BOOTHS OPEN

6:30 pm - 10:00 pm: ENTERTAINMENT

- Guma Rason Acho' Latte' Dance Group
- Joe Garrido
- Island Katiz (Chris Kaipat)

SATURDAY, FEBRUARY 18, 2023

6:00 am: MAGA'LÁHI GÁDAO 5K RUN

12:00 pm: CONCESSION BOOTHS OPEN

12:00 pm: ENTERTAINMENT

- Eden Blaise Cruz
- Tropic Trio
- Daniel De Leon Guerrero
- Vince Peredo
- Nick Matsumiya & Francis Cruz
- Anthony Mantanona / Vince San Nicolas
- Michael Blaine Borja
- Pacific Cool
- Guma' Nina'en A'cho' Latte' (Fire Dance)
- Ed Taimanglo
- PJ & Chelsea Cruz
- Larry Chargualaf
- JJ Concepcion & Eric Reyes

10:00 pm: Fireworks, Drone Show

*** Event line-ups are subject to change***
Hosted by the Inaláhan Mayor's Office and IMPC

THE YIGO MAYOR'S OFFICE PRESENTS

YIGO FEST

LIVE ENTERTAINMENT,
COMMUNITY VENDORS,
FIESTA FOOD AND
MORE!!!

**FEB
19**
1pm - 6pm

AT THE YIGO
GYMNASIUM

SPONSORED BY THE
GUAM VISITORS
BUREAU /
GUAM ISLAND FIESTA
TOUR

FOR MORE INFORMATION
PLEASE CALL
THE YIGO MAYOR'S OFFICE
(671) 653-9446 / 5248

2023 Annual Malesso Gupot Chamorro/
CRAB FESTIVAL

Scheduled for March 17, 18 & 19

was CANCELLED and
RESCHEDULED TO April 28, 29 & 30

at the Veteran Sons & Daughters Pier Park
For more information contact the
Malesso' Mayor's Office at (671) 828-8312 / (671) 828-2941

Destination Development



Experience Island Culture Join us through out the year at the GIFT: Guam Island Fiesta Tour



Dededo



Humåtak



Agana Heights

Destination Development



Holiday Illumination

Skinner's Plaza, Government House, Plaza De Espana and Ypao Road



Destination Development



Hagåtña Beautification Projects



Fort Santa Agueda



Latte Stone Park



Tutujan Park

Destination Development



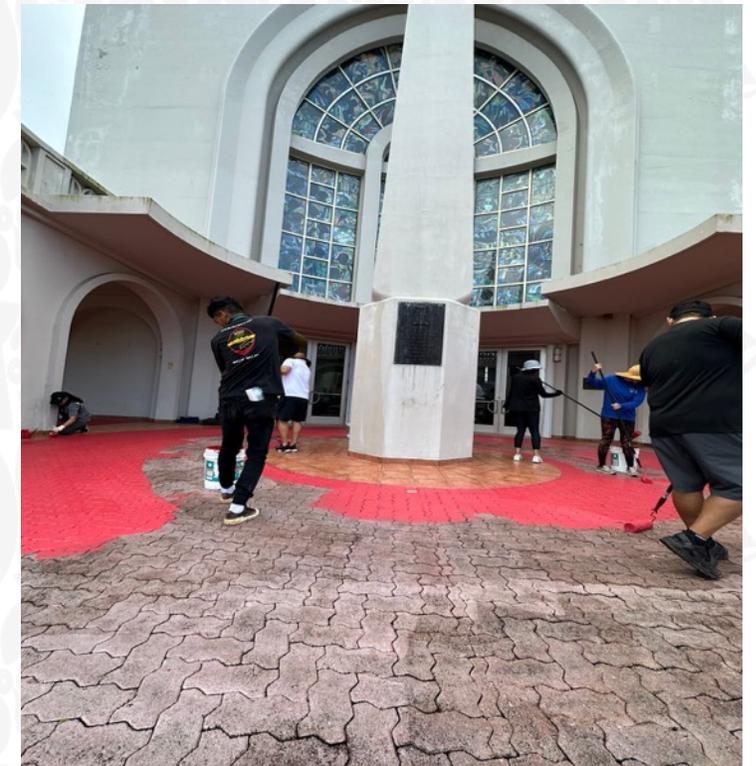
Hagåtña Beautification Projects



Fort Santa Agueda



Latte Stone Park

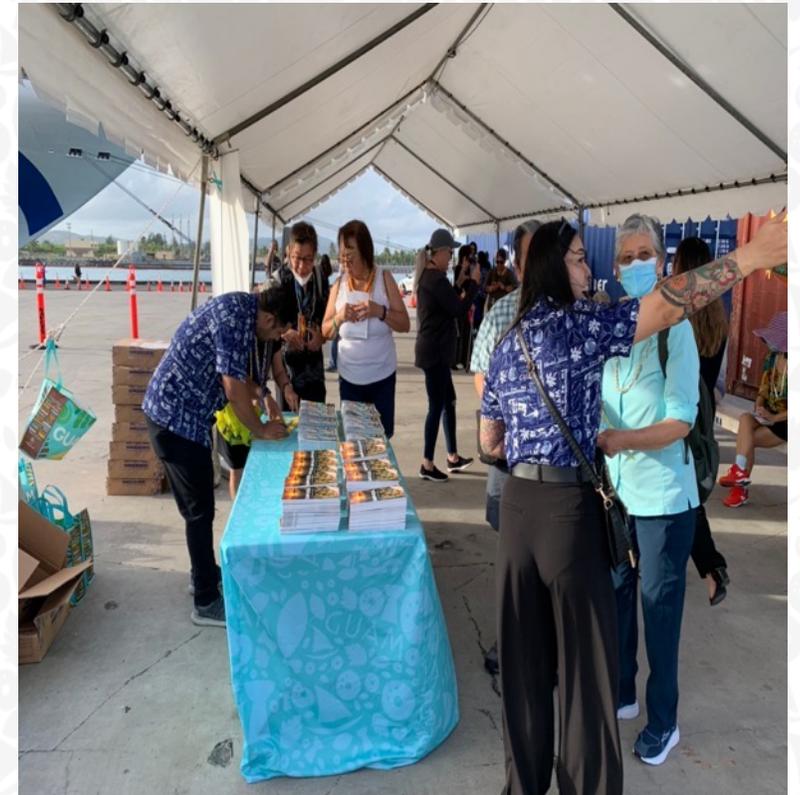


Dulce Nombre de Maria Cathedral Basilica

Destination Development



WELCOME DIAMOND PRINCESS CRUISE SHIP MARCH 3rd, 2023



Destination Development



Reinstated Visitor Safety Officers to Hagåtña! Safety and security is vital to providing quality in tourism.



Research & Strategic Planning Update



- GVB sent letter (Feb 27) to Governor with updated spending plan for \$20M ARP funds
 - Originally for Ypao “Smart Park Project”
 - Archaeological concerns an issue
 - Funding redirected to One Village, One Attraction Initiative
 - Letter request replenishment of expended ARP funds used for immediate COVID recovery during pandemic



February 23, 2023

Honorable Lourdes A. Leon Guerrero
I Mags' Hagan Guåhan
Governor of Guam
513 West Marine Corps Drive
Ricardo J. Bordallo Complex
Hagåtña, Guam 96910

RE: One Village One Attraction - Spending Plan update

Håfa Adai Governor Leon Guerrero!

Herein contains the updated spending plan for the twenty million dollars (\$20M) GVB allotment of ARP funds. As you know, approval was given to the bureau to utilize \$6.8M of this allotment for immediate tourism market recovery needs. This was done with the assurance that the expended amount would be made whole to ensure your tourism vision is accomplished.

As the Guam Visitors Bureau continues to drive tourism recovery efforts forward, we are fully committed to enhancing and developing our destination as well as the experiences captured on island. Our “One Village, One Attraction” initiative is designed to develop unique cultural attractions across the 19 villages of Guam. These new attractions are being developed and designed by the bureau’s Research & Strategic Planning Division in collaboration with the Mayors Council of Guam, to ensure the community plays a key role in determining the attractions developed within each village. Our goal is to create new economic opportunities for our people, enhance the visitor’s experiences, and perpetuate our island’s unique culture.

We look forward to your continued support and the additional resources necessary for this initiative, as we look to bring the island out of recovery and into prosperity in the years ahead.

Senseramente,


CARL T.C. GUTIERREZ
President & CEO



External Audit Update



External Audit Update



- Audit Update
 - Financial Statement Audit
 - Uniform Guidance Audit (pending)

- Draft Audit Report
 - Tentative

- Final Audit Report
 - June 30, 2023

Finance Update



Finance Update



Guam Visitors Bureau
Statement of Revenues, Expenses and Changes in Net Position
Unaudited
February 28, 2023

Revenues

GovGuam Allotments - Tourist Attraction Fund	\$ 5,466,356
GovGuam Allotments - General Fund	2,422,622
Consumption Tax	155,960
Other Income	101,640
In-Kind Contributions	94,039
Membership	53,200
Interest Income	28,992
TCD Investment Gain/(Loss)	5,095
Foreign Exchange Gain/(Loss)	(22,165)
Total Revenues	8,305,739

Expenses

Professional Services:	
Professional Service - Public Relations	\$1,609,791
Contractual Services - TAF Projects	543,146
Professional Service - Contracts	427,115
Other Professional Services	189,538
Personnel:	
Salaries	831,273
Employee Benefit - Retirement/Pension	257,105
Employee Benefit - Medical	77,980
Employee Benefit - Supplemental & COLA	71,380
Employee Benefit - Other	26,120
Other Expenses:	
Grants & Sponsorships	722,087
Travel	288,501
Miscellaneous	223,038
Repairs & Maintenance	104,069
In-Kind Contributions	94,039
Materials & Supplies	84,899
Equipment	70,007
Utilities	51,944
Depreciation	42,928
Cultural & Sports Ambassador	20,738
Amortization	19,177
Advertising & Printing	11,355
Rent/Lease	8,383
Total Expenses	5,774,614
Change in Net Position	\$2,531,125

Finance Update



Guam Visitors Bureau

Cash Balance & Restricted Funds as of February 28, 2023

Cash		\$ 29,885,457
Receivables from DOA		1,577,796
Total		<u>31,463,253</u>
Restricted Fund		
American Rescue Plan Act 2021	13,480,000	
Pale San Vitores Road Project (PL 30-196)	177,567	
Bank of Guam - Cultural & Sports Ambassador Fund (PL 33-10)	125,847	
Membership Fund	91,929	
Cruise Ship Industry Development Program (PL 32-42)	37,454	
Bank of Guam - Rainy Day Fund (PL 30-116)	4,984	
Korean Visitor Market Fund (PL 33-10)	1,205	
Tumon Beautification Fund	796	(13,919,782)
Encumbrances for FY2023		
FY2023 Contracts	7,456,047	
Estimated Payroll & Benefits	2,391,254	
FY2023 Purchase Order	417,067	
Benefits Expected Payment (OPEB Liability/Retired Benefits)	300,000	(10,564,368)
Projects & Commitments		
Carryover from FY2022	1,800,000	
Market Recovery Efforts (net of encumbrances)	1,450,650	
San Vitores Flood Mitigation Projects (Net of encumbrances)	1,177,071	
Lighting Improvement & Maintenance	1,140,812	
ARP from \$6.5M Balance	720,806	
Admin Repairs & Maintenance - Facility Enhancement	115,242	
Median Uplighting	44,582	
Stormwater Management System Phase II	20,000	(6,469,163)
Payables		(205,351)
FY2023 Operations		(304,589)
Total		\$ (31,463,253)

Finance Update



FY2023 Budget
February 28, 2023

	FY2023 Budget	Carryover FY2022	Expenditure	Encumbered	Operations
Administration	5,000,000		1,438,422	2,837,936	723,642
Administration	4,820,000		1,402,965	2,792,991	624,044
IT	180,000		35,457	44,945	99,598
Destination Development	5,100,000		1,756,590	1,928,168	1,415,242
Sports & Events	900,000		528,516	122,925	248,559
Destination Development	2,275,000		744,661	1,096,681	433,659
Culture & Branding	675,000		221,235	92,477	361,288
Visitor Safety, Tour Guide	1,250,000		262,178	616,085	371,736
Research	650,000		121,584	259,698	268,718
Research Department	650,000		121,584	259,698	268,718
Marketing	8,183,547	1,800,000 *	2,220,912	5,538,566	2,224,069
Print Promotion	100,000		8,608	14,569	76,823
Japan	2,975,000	1,800,000	1,128,073	2,214,716	1,432,211
Korea	3,500,000		652,624	2,836,087	11,289
New Market Development	50,000		971	875	48,154
Pacific	30,000		5,197	11,401	13,402
Philippines	300,000		34,926	57,820	207,254
Social Media	200,000		36,977	14,575	148,448
Taiwan	700,000		228,495	237,947	233,558
North America	78,547		47,957	-	30,590
Global Website	250,000		77,084	150,576	22,340
Total	18,933,547	1,800,000	5,537,508	10,564,368	4,631,671

* FY2022 carryover allocated to Japan market

Draft FY2024 Budget



Budget			
Department	FY2023 Approved	FY2024 Proposed	FY24 vs FY23
Administration	\$5,000,000	\$6,626,000	33%
Marketing	\$8,183,547	\$12,474,000	52%
Research	\$650,000	\$900,000	38%
Destination Development	\$5,100,000	\$9,000,000	76%
TOTAL	\$18,933,547	\$29,000,000	53%

FY24 Budget Allocation



Marketing/Research	46%
Destination Development/Improvement	31%
Admin/Personnel	23%

BUSINESS RISK COMPLIANCE & CONTROL AND BYLAWS



- Third amended bylaws
 - Now in compliance with enabling law
 - Operating even without membership approval
- Other issues pending
 - Triple “A” process to backfill or assert operating/administrative functions
 - Advance payments for off-island services
 - Board Meeting Online Attendance
 - Revised personnel rules

Policy Initiatives



- To be discussed further but some initiatives being discussed
- Guam only Visa Waiver (PI)
- Expanded Air Service (Cargo and Air passenger rights)
- Haneda Opportunity
- Media rep visas

Si Yu'os Ma'åse'!

