- 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

GUAM

5. ENSURE YOUR NAME AND COMPANY IS LISTED AS A PARTICIPANT

CONFERENCE CALL ETIQUETTE
GVB BOARD OF DIRECTORS MEETING
July 24, 2025



GVB Board of Directors Meeting

July 24, 2025





1:30PM | Thursday, July 24, 2025

- I. CALL TO ORDER
- II. ROLL CALL (Board members please advise if you log off)
- III. APPROVAL OF PREVIOUS MEETING MINUTES (6/26/25)
- IV. ACTION BY THE BOARD
- V. REPORT OF THE CHAIRMAN
- VI. MANAGEMENT'S REPORT



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- II. ROLL CALL (Board members please advise if you log off)
- III. APPROVAL OF PREVIOUS MEETING MINUTES (6/26/25)
- IV. ACTION BY THE BOARD
 - Motion to appoint Mayor Robert Hofmann as the Chair of the Philippine Market
- V. REPORT OF THE CHAIRMAN
- VI. MANAGEMENT'S REPORT



- 1:30PM | Thursday, July 24, 2025
- I. CALL TO ORDER
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7

Report of Management

President & CEO Régine Biscoe Lee Vice President Gerald S. A. Perez



JUNE 2025



June 1-15, 2025 Total: 27,365 (45.1%)

% Market Mix	Origin	2019	2024	2025	% of 2019
51.7%	Korea	30,924	14,146	14,141	45.7%
24.2%	Japan	20,309	5,436	6,611	32.6%
13.2%	US/Hawaii	4,215	4,423	3,621	85.9%
2.5%	Philippines	807	598	680	84.3%
1.4%	Taiwan	1,260	75	387	30.7%
0.3%	China	369	143	95	25.7%
0.0%	Hong Kong	162	11	11	6.8%

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

Note: June 2025 Daily Arrivals reflect Civilian Air arrivals only

FISCAL YEAR TO DATE 2025



October 2024 – June 15, 2025 Total: 491,704 (43.4%)

% Market Mix	Origin	2019	2024	2025	% of 2019
46.8%	Korea	508,239	295,855	230,215	45.3%
33.1%	Japan	460,575	141,516	162,817	35.4%
10.8%	US/Hawaii	66,971	61,490	53,279	79.6%
2.2%	Philippines	15,794	9,563	10,600	67.1%
1.0%	Taiwan	19,229	2,074	4,936	25.7%
0.6%	China	9,640	3,217	3,034	31.5%
0.1%	Hong Kong	4,953	517	489	9.9%

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

Note: May 2025 Daily Arrivals reflect Civilian Air arrivals only

JAPAN MARKET INTEL



- JTB forecasting +21% summer travel July 15 Aug 31
- Hankyu July 2025 Reporting overseas travel bookings up +8% July 15-August 31, 2025, despite suppressive effects of weak yen and fuel surcharges
- **Domestic travel** is down -5% in the same period due to sluggish consumption and pricing increases
- *Travel themes* shifting from cheap, close, short trips to "valuable and meaningful experiences.

JAPAN MARKET INTEL



GVB value campaign plays into these themes

- Better travel value and experience abroad
- If already spending more domestically, why not travel abroad
- Promote Guam as providing long haul destination experiences for the price value of domestic travel

JAPAN MARKET INTEL



Positioning

- Guam is a premium and tailor-made destination
- Create "money can't buy" moments, i.e. golf experiences, scenic views and cultural exchanges, secluded beach dining, yacht charters and private spas, etc.
- Experiencing domestic value abroad

JAPAN - TV TOKYO PRESS CONFERENCE



Japanese Docu-Drama Series press conference on 6/29/25

- Announcing the Japanese docu-drama series "The Reason I'm with You A Week for Three Couples in Guam," (Watashi ga Anata to Iru Riyu) filmed entirely in Guam.
- Event featured appearances: main cast, series producer, GVB
 President RBL
- GVB President RBL expressed hopes series would deepen interest in travel to Guam
- Series premiered July 1, wedding segment featured Aug 3



TV TOKYO



MESSAGE FROM PRODUCER MATSUMOTO

- TVer (streaming service) exceeded more than 1,000,000 views in one week
- Guam series more than doubled average TV Tokyo late night viewership for dramas
- Very positive response, internal & external
- Many expressed rediscovery of Guam's charm
- Very pleased with positive feedback and will strive to deliver high-quality content



JAPAN – TV TOKYO DRAMA



Many people are talking about this drama on social media. It's a phenomenon.

- Over 65 online articles have been published about the drama.
- **5th place** on the TVer Drama Ranking in the first week of launch.
- **272,200+ followers** on TVer's drama page (as of 7/10/25)
- The official X account has approximately **10,542 followers**.
- The campaign post has been reposted more than 5,000 times and has received more than 1,000 comments (As of July 22, 2025).
- The cast actively promotes the show by sharing posts on X and other social media platforms.
- Official SNS account aggressively introduces shooting location information.











JAPAN - TV TOKYO PROGRAM AMPLIFICATION



Objective	Leverage TV TOKYO drama content to promote Guam as an emotional and aspirational destination for Japanese travelers.
Target	FITs, 20s-40s, female focused, drama fans, SNS-active, and travel-ready users. + senior
Promotion Components	SNS Engagement (Instagram, TikTok, X) Offline Experiences Travel Product Integration

Digital Initiatives

Hashtag Challenge: #LiveTheStoryInGuam

Share your own "drama moment" or recreate a scene.

Offline Promotion

Drama Pilgrimage Tour

Pilgrimage Movies

story-driven travel film that guides viewers through real-life locations featured in a drama, inspiring them to visit and relive the scenes themselves.

AR Filters & Photo Frames

Instagram story filters with Guam backgrounds.

JATA

Talk show and photo booth

OOH Ads

Emotional scenes + Guam scenery in digital signage.

T'WAY GUAM CELEBRATION NIGHT



July 17, 2025: Celebration held in Osaka for T'way Air's Kansai-Guam route restart

- 50 guests joined, travel agents, media, T'way, and GVB reps.
- GVB shared excitement about renewed ties and events like the Tumon Night Market.
- Chamoru cuisine prepared in collaboration with Chef Casey Castro from Capitol Kitchen and Mangge Food Truck Chef Daisuke
- Supported by Ken Travel, Lotte Hotel, and Baldyga Group, with warm vibes and prizes.









T'WAY RESUMES KIX REGULAR SERVICE



T'way (TW509) resumes its flight to Guam July 18, 2025

- •Welcomed @ 184 pax
- •GIAA x GVB Greeting at Gate 21 greeted
- •water salute from Guam Fire Department for the resumption of travel
- •Add'l 14,000 seats for FY25







WAILERS AND 81st LIBERATION



- Japan SNS Influencers Onuman and Ibuki visited Guam and experienced Wailer's live and Liberation parade
- They have total 400,000 of followers; Instragram/ TikTok/ X



KASHIWA FESTIVAL 2025



The "Kashiwa Festival 2025," will be held in Kashiwa City, Chiba Prefecture July 26 & 27, 20925 One of Guam's official friendship cities & one of the largest consumer events in the region, attracting over 700,000 visitors annually. Guam Visitors Bureau will be participating as a friendship city. The delegation will join the ribbon-cutting ceremony and take part in the parade alongside CHamoru dance performers from Guam and Japan.







EDUCATIONAL TRAVEL FORUM 2025



GVB x UNITED Educational Travel Forum in Tokyo 2025

- Last year, the forum was held in Nagoya and Osaka, and the number of inquiries and bookings for educational travel to Guam increased.
- Date: Thursday, August 7, 2025, scheduled to start at 1:00 p.m.
- Venue: TKP Garden City Premium Kyobashi, Tokyo
- Target: School officials and educational travel representatives from travel agencies in the Kanto region
- GVB members have signed up and details will be sent.



KOREA MARKET INTEL



Korea Travel Media Landscape

- Traditional media is still influential with terrestrial (land based) TV reaching 91.5% of households
- Mobile internet penetration 98.7% among adults and 87.5% active social media users
- Digital news consumption 89.3% among adults
- Tech savvy consumers receptive to digital travel marketing innovations

KOREA MARKET INTEL



Psychographic profile

- Exclusivity, premium service, and bragging rights for luxury
- Authenticity, historical significance and cultural immersion or other unique experiences
- Child-friendly facilities, convenience and educational value
- Destination connectivity and extended stay value

KOREAN AIR COURTESY VISIT



KOREAN AIR COURTESY VISIT

■ Period: June 5 - 8, 2025

■ Participants: [Korean Air] Koh, Jong Seob / Managing Vice President, Regional Headquarters

[Korean Air] Lim, Hyeong Seong / Group Leader, Sales Support Team

[GVB Korea] Jay Park / GVB Korea Country Manager [GVB Korea] Damian Lim / Travel Trade Manager



- Summary:
- Korean Air's Managing Vice President and Group Leader visited Guam to meet with the Governor, GVB HQ, and GIAA, discussing joint efforts for stable and sustainable route operations.
- The visit aimed to review current Guam routes and explore promotional strategies ahead of the upcoming winter season.
- A third Incheon-Guam flight has been added, and Busan-Guam service will begin August 1, 2025.



NIGHT FLIGHT PROMOTIONS



TRAVEL TRADE CO-OP (AIRLINE & TA PROMOTIONS)

■ Period & Time: June – July, 2025

■ Channel: Korean Air, Jin Air

Summary

-Korean Air: Promoted Korean Air exclusive product via TA channels with attractive package and highlighted night flight operation schedule.

-Jin Air: Offered discount code up to 15%, promoting various departure options from Incheon and Busan, and affiliated discount with Hotels.com and Kakao Pay.

■ Period & Time: May – July, 2025

■ Channel: TA channels (Hana Tour, YB Tour, Mode Tour,

Verygood Tour etc.)

Summary

- Collaborated with TAs to create dedicated promotion pages and sales campaigns.
- Offered limited-time discounts and attractive bundled hotel/activity deals.
- Increased Guam's market visibility and supported ticket sales across multiple channels.

Airline Promotion



Period: June 1 – June 30, 2025

• Channel: TA channels (5)

• Promotion Type: B2B Promotion



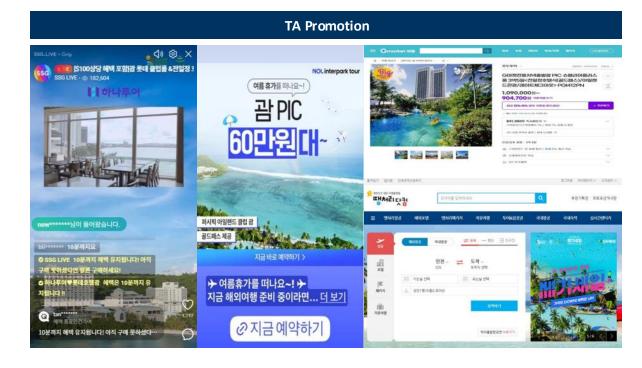


• Period: June 12 – June 30, 2025

• Channel: Jin Air channels

• Promotion Type: B2C Promotion





NIGHT FLIGHT PROMOTIONS



FY2025 ONGOING PROJECT: NIGHT FLIGHT SALES BOOST PROMOTION

July – September, 2025 Period:

Travel Trade Partners' Website Affiliate Channels Channel:

Objectives:

- To maximize seat occupancy and boost demand for flights between July and September by launching immediate and consumer-attractive promotions
- To boost short-term bookings form Guam night flights during the last quarter of the fiscal year, especially in the peak summer and early fall period
- To enhance Guam's appeal as a competitive leisure destination by offering high impact, value-driven promotions across airline, travel agency, and FIT channels

Program Overview





- Target Travel Agencies: Hana / Mode / Interpark / YB / Verygood
- Scheme: For each adult night flight ticket to Guam purchased, one accompanying child (under 12 yrs old) will receive a complimentary seat









- Channel: TA
- Scheme: Travel agencies to run limited-time flash sales in partnership with high-reach travel influencers, and influencers will post the promotions through their SNS channels. 7K pax purchased through one influencer



- Channel: TA & affiliate channels
- Scheme: A sales contest will be conducted in collaboration with airline partners, targeting their affiliated TA package teams

Potential Partners

















KOREAN AIR/AIR BUSAN FAM TOUR



FY2025 UPCOMING PROJECT: KOREAN AIR BUSAN FAM TOUR

■ Period: August 17 (Sun) – August 21 (Thu), 3N5D

■ Airline: PUS-GUM KE2259 20:55-02:10+1

GUM-PUS KE2260 03:40-06:50

■ No. of Pax: 8pax (Korean Air 1 pax / TA 5 pax / GVB Korea 2 pax)

■ Main Program: Hotel/Shopping Mall/Tourist Attraction Inspection

Objectives:

- To promote Guam to key travel agencies and airline sales representatives in the Busan region.
- To increase awareness and understanding of Guam as a travel destination, supporting product development and effective sales.
- To support the successful re-launch and stable operation of Korean Air's Busan Guam night flight by encouraging outbound demand.
- To strengthen communication and collaboration with regional partners, building a foundation for long-term promotional efforts.
- To provide firsthand experience of Guam's hotels, tourist attractions, and services, enabling participants to develop appealing travel packages.





ROADSHOW



FY2025 UPCOMING PROJECT: GVB KOREA ROADSHOW

Period: September 8 (Mon) – September 13 (Sat), 2025

Target: Travel Trade Partners (B2B)Regions: Seoul, Busan, Daegu, Daejeon

Objectives:

- To provide a platform for Guam-based partners to introduce their updated products and services directly to local travel agencies.

- To present GVB Korea's new initiatives launched in 2025 to attract Korean travelers, including targeted promotions and airline seat expansion efforts.

- To build a new business relationship with travel trade partners through networking.

Program (Tentative Program for Luncheon):

- 10:30 Registration & RSVP

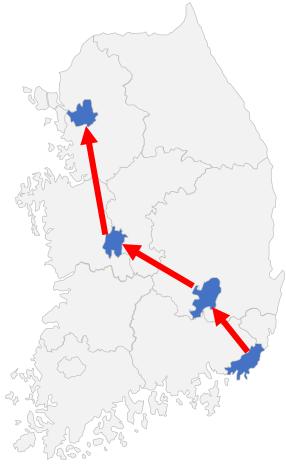
- 11:00 Opening & Guam Local Partner Presentation & B2B Networking

- 12:00 GVB Korea Presentation

- 12:30 Luncheon & Lucky Draw

- 14:00 Group Photo & Closing





Sep 12 (FRI) | Seoul

Venue (TBD): Banyan Tree Seoul

Event Type: Dinner

• Expected No.: 150 pax

Sep 11 (THU) | Daejeon

Venue (TBD): Hotel Onoma

Event Type: Luncheon

Expected No.: 100 pax

Sep 10 (WED) | Daegu

Venue (TBD): Marriott Hotel Daegu

Event Type: Luncheon

Expected No.: 100 pax

Sep 9 (TUE) | Busan

Venue (TBD): Signiel Busan

Event Type: Luncheon

Expected No.: 120 pax

TAIWAN



Taipei Summer Travel Expo

Date: July 18 - 21

- Location: Taipei World Trade Center
- First time GVB will participate in this event. GVB invited to attend opening ceremony, demonstrating the organizers' recognition of Guam's importance and their commitment to future collaboration.
- This year's expo will also feature participation from numerous international tourism bureaus, including those from the Marshall Islands, the Philippines, Japan, and Palau.
- GVB and UA promoting destination Guam, and only direct flight for the upcoming holidays: Mid-Autumn, National Day. GVB will also conduct a survey to gain deeper insights into Taiwanese travelers and organize onsite events to draw more visitors to our booth.





TAIWAN



Falun Dafa – Taiwan Marching Band

Date: July 19-23

- GVB welcomed the return of, Falun Dafa, a marching band from Taiwan who performed at the 81st Guam Liberation Parade.
- The marching band of 83 pax consisted of
 Taiwanese & Japanese Falun Dafa practitioners and
 dancers in traditional costumes, whose mission is
 to spread the spiritual practice and its principles of
 truthfulness, compassion, and forbearance.



TAIWAN



KOL Mei Guam Fam Tour, Aug 2-6

- To experience island's scenery, rich culture, delicious cuisine, tax-free shopping, and so much more!
- Mei has created numerous viral Reels, content focus on shopping tips and money-saving hacks
- Significant SM following 95K followers on IG
- With her platform, Mei will create tailored content and generate strong exposure in hopes to increase arrivals from Taiwan and position Guam as their premier destination of choice.
- The Tumon Night Market will be a special feature that will introduce the new signature event and allow for travelers arriving on the Saturday flight to experience a local night market during their visit.









TAIWAN UA Flight



PROMOTIONAL FARE

- TPE GUM: \$380~\$410 (exchange rate)
- Originally offer began March 4th expected to expire April 2nd
- Eventually, special fare extended to September 26th
- Valid for departures through December 31st

LOAD FACTOR

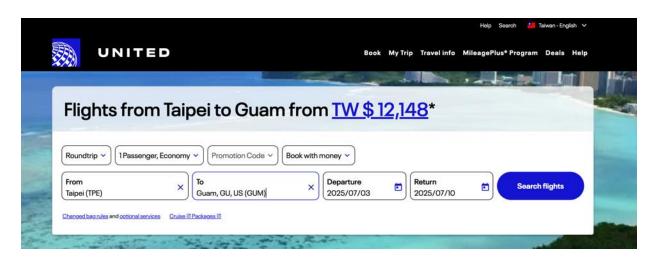
Monthly cumulative

• April: 73%

• May: 73%

• June: 81%





NORTH AMERICA







USTA IPW Tradeshow Chicago, IL June 16-18, 2025



- The leading inbound travel trade show generating more than \$5.5 billion in future travel by connecting U.S. travel exhibitors with international buyers and media.
- In three days, GVB met more than 60 travel agents and 30 media representatives from our source markets to include Taiwan, Korea, Japan, the Philippines, Malaysia, and Singapore, as well as India and Vietnam.
- More than 5,000 delegates from 60+ countries attended including nearly 1,800 international and domestic buyers and media, convened to showcase the best that America has to offer.

NORTH AMERICA















Malaysia FAM Tour & Trade Event June 25-28, 2025

In collaboration with Philippine Airlines (PAL), GVB hosted 24 travel agents and 14 media representatives from June 25-28 for a FAM tour and trade event. The group's arrival is a result of GVB's ongoing efforts to promote Guam in Malaysia and working closely with Philippine Airlines.

Mini trade event on Friday, June 27th at the Guam Museum with 14 participating members.

Special thanks to:

- Hilton Guam Resort & Spa
- The Guam Museum
- Valley of the Latte
- Fish Eye Marine Park
- Nautech
- Halal-friendly restaurants (Habibi's Mediterranean, Island Falafel, Panda Express, Benkay Japanese Restaurant at Hotel Nikko)
- and the Muslim Association of Guam







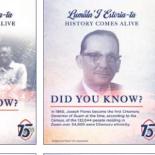






Lumåla'I Estoria-ta

HISTORY COMES ALIVE

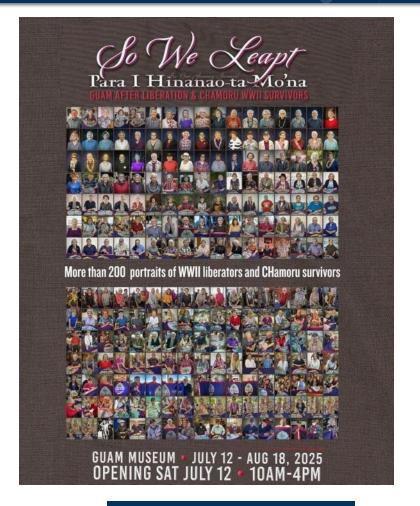












July 1 – August 3

July 12 – August 18









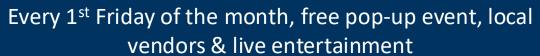
July 26 & 31

Every 1st Wednesday at 6pm

July 26 - 27



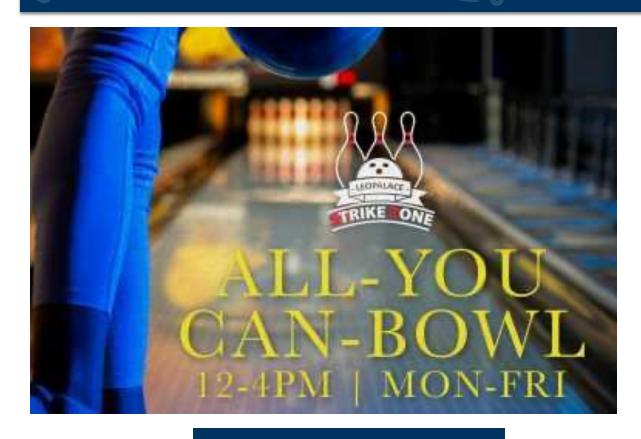






Every Saturday to December 27
Thai Cooking Class
Soi Thai Restaurant





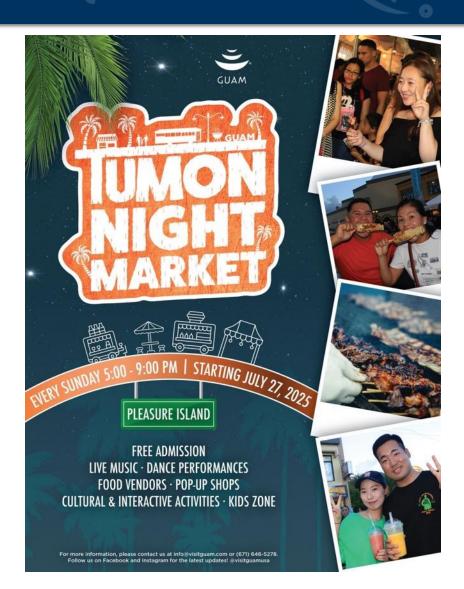


Weekdays to August 29 at Leo Palace

August 1

TUMON NIGHT MARKET





POSTPONED TO AUGUST 3RD DUE TO INCLEMENT WEATHER

SI YU'OS MA'ÅSE'







- 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



VII. REPORT OF THE BOARD COMMITTEES

- A. Executive Committee
- B. Administration and Government

Approval of FY2025 Purchase Orders, Contracts, IFBs, and RFPs

- GVB RFP 2025-009 South Korea Destination Marketing Services
- GVB RFP 2025-013 Digital Timekeeping System
- GVB RFP 2025-014 Japan Market Consultant
- GVB RFP 2025-015 Sella Bay Overlook Trail
- GVB IFB 2025-002 Copier Lease & Maintenance Services
- OPA-RFP-25-003 GVB Independent Financial Audit Services
- Purchase Order P25349 Google Workspace for GVB HQ 85 users

For Board Approval – IFB/RFP/Contract/ Purchase Order & Sponsorships





No. Department Name Close Date
RFP 2025-009 Marketing South Korea Destination Marketing Services 8/29/2025

Background

GVB issued RFP 2025-009 South Korea Destination Marketing Services seeking proposals from professional and experienced agencies to provide marketing services in Korea. The selected agency will assist GVB in promoting Guam as a tourist destination, supporting visitor arrival goals, and serving as GVB's liaison for matters concerning Guam. As required under 5 GCA §5150, this procurement was sent to the AG on 03/24/2025 for a case number assignment (AG PCF #25-0130.

Board Action

Motion to approve and authorize the President & CEO as Chief Procurement Officer to enter into negotiations with the highest rated offeror for South Korea Destination Marketing Services to commence October 1, 2025 for FY2026, with the option to renew for up to three (3) additional years, and to contract, subject to availability of funds and upon final approval of the Board.



No.	Department	Name	Close Date
RFP 2025-013	Administration	Digital Timekeeping System	8/29/2025

Background

GVB requests approval to issue RFP for an digital timekeeping system which offers on-premise and/or cloud-base application. A digital timekeeping system will transition GVB's payroll process from manual to a digital workflow. Other benefits include electronic scheduling, electronic submission of leave requests and digital access to leave hours.

Board Action

Motion to approve solicitation and authorize the President and CEO as Chief Procurement Officer to enter into negotiations with the most successful offeror.



No.	Department	Name	Close Date
RFP 2025-014	Marketing	Japan Market Consultant	9/1/2025

Background

GVB requests approval to issue RFP for motion to approve the issuance of a Japan market consultant for strategic and tactical development.

Board Action

Motion to approve solicitation and authorize the GVB President and CEO as Chief Procurement Officer to enter negotiations with the most successful offeror who can provide the professional services for Japan Market Consultant.



No.	Department	Name	Close Date
RFP 2025-015	Destination	Sella Bay Overlook Trail	9/1/2025

Background

On July 16, 2025, GVB issued Task Order Number 4 to the Planning and Architectural Consultant to prepare the Scope of Work and relevant technical information to support GVB's procurement for qualification-based and competitive pricing proposals for the conceptualizing, planning and development of the proposed Sella Bay Overlook Trail. This solicitation will be issued as GVB RFP 2025-015 Sella Bay Overlook Trail, pending funding availability and compliance with 5 GCA \$5150.

Board Action

Motion to approve solicitation and authorize the GVB President and CEO to enter negotiations with the most successful offeror who can provide the professional services of providing a comprehensive plan for the design, development and maintenance of a multi-use natural surface trail - accommodating both hiking and trail biking originating at the Sella Bay Overlook along Route 4 between Hågat and Humåtak.

Board Approval – Motions Invitation for Bid (IFB)



No.	Department	Name	Close Date
IFB 2025-002	Administration	Copier Lease & Maintenance Services	8/29/2025

Background

GVB requests approval to issue IFB for Copier Lease & Maintenance Services to commence October 1, 2025 for FY26, with the option to renew for up to three (3) additional fiscal years, and to contract, subject to the availability of funds and upon final approval of the Board of Directors.

Board Action

Motion to approve and authorize the President & CEO as Chief Procurement Officer to issue a Invitation for Bid for copier lease and maintenance services and to contract, subject to the availability of funds and upon final approval of the Board of Directors.

Board Approval – Motions Contracts for Approval



No.	Department	Name
OPA-RFP-25-003	Administration	GVB Independent Financial Audit Services

Background

OPA issued OPA-RFP-25-003 to seek qualified professional services for GVB's independent financial audit for FY2025 - FY2027, with an optional one-year renewal for FY2028. The procurement and evaluations were conducted by the OPA, with Ernst & Young LLP ("EY") selected as the highest-rated offeror. After evaluations, the OPA, GVB, and EY engaged in price negotiations.

Highest Rated Offeror

Ernst & Young LLP

Board Action

Motion needed to approve and authorize the President & CEO as Chief Procurement Officer to contract award of OPA-RFP-25-003 to the highest-rated offeror, Ernst & Young LLP, at the negotiated price of:

<u>Fiscal Year</u>	<u>Finan</u>	<u>cial Statement Audit</u>
FY2025	\$	39,500
FY2026	\$	39,500
FY2027	\$	40,700
(Option Year)		
FY2028	\$	40,700

Board Approval – Motions Purchase Orders



No.	Vendor	Description	Am ount
P25349	Guam W EBZ	Google Workspace for GVB HQ - 85 users	\$28,437.60

Board Action

Motion to approve purchase order pursuant to 12 GCA §9111, and to authorize the President & CEO as Chief Procurem ent Officer to sign and issue the purchase order.

Board Approval – Motions Sponsorships



Organization

Event

Amount

UOG Endowment Foundation

Tumua Chee Hoo Tour Live on Guam November 1, 2025

\$20,000

Background:

The UOG Foundation, through this event, raise vital funds in support of the College Affordability. This event will provide for scholarships, academic programs, and the long-term success of UOG students.

Board Action

Motion to approve the UOG Endowment Foundation's grant/sponsorship request in the amount of Twenty Thousand Dollars (\$20,000.00) for the "Tumua Chee Hoo Tour Live on Guam" scheduled for November 1, 2025 at the UOG Calvo Field House.



- 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



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



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



- 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 Committee Meeting Minutes dated May 22, 2025
- H. Korea



- 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 Committee Meeting Minutes dated June 17, 2025



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



- I. Taiwan Committee Meeting Minutes dated June 5, 2025
 - Update on load factor
 - Length of time for promotional fares
- J. North America, Pacific, Philippines & New Markets
- K. Membership
- L. Recovery



- I. Taiwan
- J. North America, Pacific, Philippines & New Markets
 - Committee Update dated July 7, 2025
- K. Membership
- L. Recovery



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



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



VIII. OLD COPORATION BUSINESS

- Status of pending contracts/RFPs
- IX. EXECUTIVE SESSION
- X. OTHER BUSINESS
- XI. AGENDA ITEMS FOR THE NEXT MEETING
- XII. ANNOUNCEMENTS
- XIII. ADJOURNMENT



- VIII. OLD COPORATION BUSINESS
- IX. EXECUTIVE SESSION
- X. OTHER BUSINESS
- XI. AGENDA ITEMS FOR THE NEXT MEETING
- XII. ANNOUNCEMENTS
- XIII. ADJOURNMENT



- VIII. OLD COPORATION BUSINESS
- IX. EXECUTIVE SESSION
- X. OTHER BUSINESS
 - UOG Collaboration with GVB Creation of Visitors App
 - Updates to GVB website and Visit Widget
 - Election of the 12th Board Member
- XI. AGENDA ITEMS FOR THE NEXT MEETING
- XII. ANNOUNCEMENTS
- XIII. ADJOURNMENT



- VIII. OLD COPORATION BUSINESS
- IX. EXECUTIVE SESSION
- X. OTHER BUSINESS
- XI. AGENDA ITEMS FOR THE NEXT MEETING
- XII. ANNOUNCEMENTS
- XIII. ADJOURNMENT



- VIII. OLD COPORATION BUSINESS
- IX. EXECUTIVE SESSION
- X. OTHER BUSINESS
- XI. AGENDA ITEMS FOR THE NEXT MEETING
- XII. ANNOUNCEMENTS NEXT BOARD MEETINGS: 8/28/25, 9/25/25
- XIII. ADJOURNMENT



- 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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