

REGULAR BOARD OF DIRECTORS MEETING MINUTES

Thursday, October 23, 2025 at 1:30PM

GVB Conference Room and Teleconference – Zoom

<https://us02web.zoom.us/j/89090779984?pwd=aeGojojPvOMoNDxc4fVCdfQluBHngK.1>

Meeting ID: 890 9077 9984

Passcode: visitguam

- I. CALL TO ORDER 1:34PM
- II. ROLL CALL
 - In Person: George Chiu, Joaquin Cook, Jeff Jones, Nate Denight, Ho Eun, Mayor Robert Hoffman, Michelle Merfalen, Mike Sgro, Ken Yanagisawa, Joanne Brown, Brian Artero
 - Online: None
 - Absent: Milton Morinaga
- III. MINUTES OF THE PREVIOUS MEETING
 - [Motion to approve minutes of the previous Board of Directors Meeting minutes dated September 25, 2025. First motion made by Director Sgro and seconded by Director Cook.](#)
Motion approved.
- IV. ACTION BY THE BOARD
- V. CHAIRMAN'S REPORT
 - Chairman opted to go straight into management report in the interest of time.
- VI. MANAGEMENT REPORT

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



Market Intel - Japan



- 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**" weekends 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 5,000px
- 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

세계유학 박람회



JAPAN

Tourism Expo Japan 2025 in Nagoya

Date: September 25-28, 2025
Location: Aichi, Japan
Visitors: 126,900 total attendees

Public Days:
Chamorro dance performances
Island food tastings (Food Truck)
Giveaways and promotions
Attracted 12,000+ booth visitors

Trade Days:
11 Guam companies participated
Over 120 key Japanese buyers and media met with Guam representatives



JAPAN

JAL Guam Route 55th Anniversary Event

Date: October 1, 2025
Occasion: 55th Anniversary of Japan Airlines' Guam Route
Locations: Narita and Guam

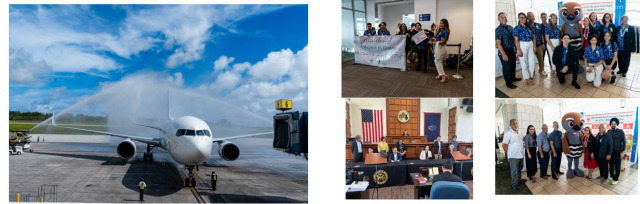
Highlights:
Chamorro dance performances at Narita Airport
Water salute and photo opportunities upon arrival in Guam
Remarks by GVB President & CEO Regine Biscoe Lee



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

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

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



TAIWAN

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



PHILIPPINES

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 A321neo 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

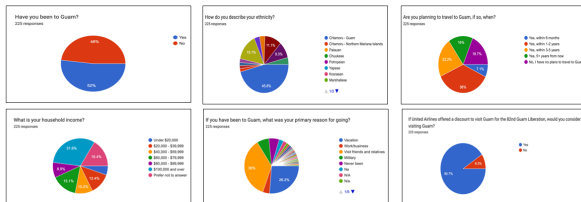
PACIFIC ISLANDER FESTIVAL ASSOCIATION (PIFA) FAIR 2025 SAN DIEGO, CALIFORNIA SEPTEMBER 20-21, 2025



- 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 2025.
- 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



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

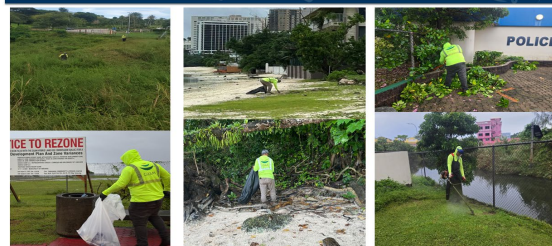


PATA Micronesia Chapter 2nd Tri-Annual Meeting October 19-21, 2025 Yap, FSM

- 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

- Chairman Chiu questioned whether it is better to outsource maintenance workers to keep maintenance workers as internal staff, to which Director of Destination Development Dee Hernandez replied the latter. Ms. Hernandez stated that with maintenance staff being internal, GVB is able to respond to complaints more quickly as well as have a large scope of work.

VISITOR/BEACH SAFETY OFFICERS



- Director Brown questioned whether Visitor Safety Officers are stationed at the Plaza de Espana on the weekends, which Ms. Hernandez confirmed.

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



- Director Denight asked if the vendors for the Tumon Night Market rotate, which GVB President and CEO Regine Biscoe Lee confirmed.

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




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

FY2026 BUDGET OPERATIONS: \$28.9M



FY2026 Budget Summary – GVB Operations \$28.9M

Summary - FY2026 GVB Operations Budget \$28.9M							
	FY2026 Budget Request (Board Approved)	FY2026 Budget P.L. 38-60	Chng. (P)	Chng. (%)	FY2025 Budget P.L. 37-125	Chng. (P)	Chng. (%)
Marketing	14,572,787	12,600,050	(1,972,737)	-14%	13,953,701	-628,987	-4%
Research	900,000	900,000	-	0%	900,000	-	0%
Destination Development	7,900,000	7,883,475	(16,525)	0%	6,350,979	1,532,026	24%
Administration	7,589,215	7,589,215	-	0%	7,768,058	(178,843)	-2%
Total Request	\$ 30,962,000	\$ 28,972,738	** \$(1,989,262)	-6%	\$ 28,972,738	0	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



	FY2026 Budget Request (Board Approved)	FY2026 Budget P.L. 38-60	Chng. (P)	Chng. (%)	FY2025 Budget P.L. 37-125	Chng. (P)	Chng. (%)
Korea	5,500,050	5,500,050	-	0%	5,500,000	50	0%
Japan	4,900,000	4,900,000	-	0%	4,400,000	500,000	11%
Taiwan	500,000	500,000	-	0%	1,000,000	(500,000)	-50%
Philippines	400,000	400,000	-	0%	350,000	50,000	14%
Prest Promo	300,000	300,000	-	0%	80,964	219,036	24%
North America	325,000	325,000	-	0%	325,000	0	0%
Global Website	300,000	300,000	-	0%	300,000	0	0%
Digital Marketing Strategy	350,000	350,000	-	0%	350,000	0	0%
Pacific	100,000	100,000	-	0%	100,000	0	0%
New Market Development	125,000	125,000	-	0%	75,000	50,000	67%
Air Service Development	1,972,737 *	-	-	-100%	1,472,737 *	500,000	34%
Total	\$ 14,572,787	\$ 12,600,050	\$(1,972,737)	-14%	\$ 13,953,701	\$ 628,987	4%

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

Marketing - Korea



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

Marketing - Japan



	FY2026 Budget Request (Board Approved)	FY2026 Budget P.L. 38-60	Chng. (P)	Chng. (%)	FY2025 Budget P.L. 37-125	FY2024 Budget P.L. 37-42
Sales Market Development	2,083,000	2,083,000	-	0%	1,883,000	1,115,000
Travel Trade Co-ops	884,399	884,399	-	0%	717,000	275,000
Advertising - Guam Brand Image	822,000	822,000	-	0%	722,000	1,004,000
Marketing Representative Fees	650,000	650,000	-	0%	650,000	768,000
Public Relations, Advertising	378,000	378,000	-	0%	278,000	370,000
Travel	102,601	102,601	-	0%	170,000	170,000
Total	\$ 4,900,000	\$ 4,900,000	\$ -	0%	\$ 4,400,000	\$ 3,800,000

Marketing - Taiwan



	FY2026 Budget Request (Board Approved)	FY2026 Budget P.L. 38-60	Chng. (P)	Chng. (%)	FY2025 Budget P.L. 37-125	FY2024 Budget P.L. 37-42	FY2023 Budget P.L. 36-107
Travel Trade Co-ops & MICE	66,133	66,133	-	0%	122,712	97,127	193,860
Travel Fairs	63,600	63,600	-	0%	190,000	18,600	38,840
Marketing Representative Fees	156,000	156,000	-	0%	144,000	156,000	288,000
Media/Travel Industry FAM Tours	58,000	58,000	-	0%	10,000	68,000	22,000
Sales Market Development	50,000	50,000	-	0%	103,000	60,000	62,000
Social Media & Digital Media Buys	24,000	24,000	-	0%	36,000	24,000	22,000
Sales Calls	12,000	12,000	-	0%	24,000	12,000	12,000
Travel	70,267	70,267	-	0%	70,268	64,273	62,000
Total	\$ 500,000	\$ 500,000	\$ -	0%	\$ 1,000,000	\$ 500,000	\$ 700,000

Marketing - Philippines

Programs	FY2026				FY2025			FY2024			FY2023		
	Budget Request (Board Approved)	FY2026 Budget P.L. 38-60	Chng. (\$)	Chng. (%)	Budget P.L. 37-125	Budget P.L. 37-42	Budget P.L. 36-107	Budget P.L. 37-125	Budget P.L. 37-42	Budget P.L. 36-107	Budget P.L. 37-125	Budget P.L. 37-42	Budget P.L. 36-107
Sales & Marketing Development	20,000	20,000	-	0%	163,000	132,400	125,000	163,000	132,400	125,000	163,000	132,400	125,000
Travel Trade Events/MCE	77,888	77,888	-	0%	65,796	48,387	80,000	65,796	48,387	80,000	65,796	48,387	80,000
Marketing Representative Fees	42,000	42,000	-	0%	42,000	54,000	54,000	42,000	54,000	54,000	42,000	54,000	54,000
Media/Travel Industry FAM Tours	24,500	24,500	-	0%	24,500	80,000	35,000	24,500	80,000	35,000	24,500	80,000	35,000
Information Office Expenses	3,500	3,500	-	0%	3,500	3,600	6,000	3,500	3,600	6,000	3,500	3,600	6,000
Travel	39,182	39,182	-	0%	51,204	3,613	-	51,204	3,613	-	51,204	3,613	-
	\$ 400,000	\$ 400,000	\$ -	0%	\$ 350,000	\$ 350,000	\$ 300,000	\$ 350,000	\$ 350,000	\$ 300,000	\$ 350,000	\$ 350,000	\$ 300,000

Marketing - New Market & Global Website

New Market Development Budget														
Programs	FY2026				FY2025				FY2024				FY2023	
	Budget Request	Budget	Chng.	Chng.	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	
	(Board Approved)	P.L. 38-60	(\$)	(%)	P.L. 37-125	P.L. 37-42	P.L. 36-107	P.L. 37-125	P.L. 37-42	P.L. 36-107	P.L. 37-125	P.L. 37-42	P.L. 36-107	
Sales Market Development		92,404	92,404	-	0%	31,652	75,328	30,000	43,368	24,672	20,000			
Travel		42,596	42,596	-	0%									
	\$	125,000	\$	125,000	\$	75,000	\$	100,000	\$	50,000				

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

Marketing - Pacific & North America

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

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

Marketing - Digital Marketing & Print Promo

Digital Marketing Strategy Budget													
Programs	FY2026	FY2026	Chng.		FY2025	FY2024	FY2023						
	Budget Request	Budget			Budget	Budget	Budget						
	(Board Approved)	P.L. 38-60	(\$)	(%)	P.L. 37-25	P.L. 37-42	P.L. 36-107						
Digital Media Strategy & Execution	120,000	120,000	-	0%	120,000	120,000	-						
Global Marketing Campaigns	50,000	50,000	-	0%	50,000	50,000	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	Chng.		FY2025	FY2024	FY2023						
	Budget Request	Budget			Budget	Budget	Budget						
	(Board Approved)	P.L. 38-60	(\$)	(%)	P.L. 37-25	P.L. 37-42	P.L. 36-107						
Collateral Development	30,000	30,000	-	0%	5,964	100,000	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	10,000	-						
Guam Signature Events Promotional	10,000	10,000	-	0%	-	30,000	-						
Promotional VBP/Trade Giveaways	10,000	10,000	-	0%	15,000	153,000	-						
	\$ 100,000	\$ 100,000	\$ -	0%	\$ 80,964	\$ 208,000	\$ 30,000						

Research

Research Budget													
FY2026		FY2026				FY2025				FY2024		FY2023	
Budget Request		Budget	Chng.	Chng.	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget
(Board Approved)		P.L. 38-60	(\$)	(%)	P.L. 37-125	P.L. 37-42	P.L. 36-107	P.L. 37-125	P.L. 37-42	P.L. 36-107	P.L. 37-125	P.L. 37-42	P.L. 36-107
Exit Surveys													
Electronic Declaration Form		378,562	378,562	-	378,562	250,000	150,000	378,562	250,000	150,000	378,562	250,000	150,000
Data Analytics Dashboard		75,000	75,000	-	75,000	75,000	25,000	75,000	75,000	25,000	75,000	75,000	25,000
In-Country Research		414,138	414,138	-	414,138	250,000	150,000	414,138	250,000	150,000	414,138	250,000	150,000
Subscriptions		30,000	30,000	-	30,000	122,118	89,024	30,000	122,118	89,024	30,000	122,118	89,024
Scanner and Software Maintenance		25,000	25,000	-	25,000	25,000	100,000	25,000	25,000	100,000	25,000	25,000	100,000
Supplies		25,000	25,000	-	25,000	4,000	3,000	25,000	4,000	3,000	25,000	4,000	3,000
Travel		25,000	25,000	-	25,000	63,882	62,976	25,000	63,882	62,976	25,000	63,882	62,976
		\$ 900,000	\$ 900,000	\$ -	\$ 900,000	\$ 950,000	\$ 580,000	\$ 900,000	\$ 950,000	\$ 580,000	\$ 900,000	\$ 950,000	\$ 580,000

Destination - Summary

FY2026 - Destination Development														
	FY2026		FY2025		FY2024		FY2023		FY2022		FY2021		FY2020	
	Budget Request (Board Approved)	FY2026 Budget P.L. 38-60	Chng. (\$)	Chng. (%)	Budget P.L. 37-125	Budget P.L. 37-42	Budget P.L. 36-107	Budget P.L. 37-125	Budget P.L. 37-42	Budget P.L. 36-107	Budget P.L. 37-125	Budget P.L. 37-42	Budget P.L. 36-107	Budget P.L. 36-107
Destination Development	1,600,000	1,600,000	-	0%	1,600,000	1,600,000	150,000	1,600,000	1,600,000	150,000	1,600,000	1,600,000	150,000	1,600,000
Visitor Safety	2,800,000	2,800,000	-	0%	2,000,000	2,000,000	400,000	2,000,000	2,000,000	400,000	2,000,000	2,000,000	400,000	2,000,000
Sports & Events	2,400,000	2,550,000	(150,000)	-6%	1,547,000	1,547,000	653,000	1,547,000	1,547,000	653,000	1,547,000	1,547,000	653,000	1,547,000
Culture & Branding	1,820,000	1,981,547	(161,547)	-9%	650,000	650,000	870,000	650,000	650,000	870,000	650,000	650,000	870,000	650,000
	\$ 7,900,000	\$ 8,481,547	\$ (581,547)	-7%	\$ 5,357,000	\$ 5,357,000	\$ 2,123,000	\$ 5,357,000	\$ 5,357,000	\$ 2,123,000	\$ 5,357,000	\$ 5,357,000	\$ 2,123,000	\$ 5,357,000

local Cebuano people surrounding the new Guam to Cebu roundtrip flight. Mayor Hoffman also expressed his desire for more of a budget for the new markets as there is growing interest from those markets, specifically Malaysia and Brunei.

Destination – Visitor Safety



Destination – Sports & Events



Visitor Safety Budget									
Programs	FY2026 Budget Request (Board Approved)	FY2026 Budget P.L. 38-60	Chng. (\$)	Chng. (%)	FY2025 Budget P.L. 37-125	FY2024 Budget P.L. 37-42	FY2023 Budget P.L. 36-107		
Visitor Safety Officer Program	1,530,000	1,530,000	-	0%	1,086,000	1,200,000	800,000		
Language Assistance Program	834,000	840,000	6,000	1%	834,000	350,000	-		
VSS Beautification Initiative	200,000	84,000	(116,000)	-58%	30,000	120,000	800,000		
VSS Safety Initiatives	200,000	200,000	-	0%	20,000	320,000	300,000		
Tour Guide Certification Program	36,000	36,000	-	0%	5,000	50,000	30,000		
Tour Guide/Name Certification	-	-	-	0%	5,000	300,000	200,000		
Visitor Apuda Program	-	-	-	0%	-	-	200,000		
	\$ 2,800,000	\$ 2,800,000	\$ -	0%	\$ 2,000,000	\$ 2,020,000	\$ 1,450,000		

Sports & Events Budget									
Programs	FY2026 Budget Request (Board Approved)	FY2026 Budget P.L. 38-60	Chng. (\$)	Chng. (%)	FY2025 Budget P.L. 37-125	FY2024 Budget P.L. 37-42	FY2023 Budget P.L. 36-107		
Tumon Night Market	-	850,000	850,000	100%	-	-	-		
Integrated Branding & Signature Events	1,500,000	1,500,000	-	0%	447,000	400,000	180,000		
Local Event Sponsorship Support	350,000	350,000	-	0%	350,000	200,000	-		
Guam Micronesian Island Fair	800,000	800,000	-	0%	200,000	250,000	-		
Fireworks	250,000	250,000	-	0%	200,000	200,000	-		
Guam Kick' Road Race	200,000	200,000	-	0%	-	-	-		
Drone Show	-	-	-	0%	-	-	-		
	\$ 2,400,000	\$ 2,350,000	\$ 50,000	2%	\$ 1,547,000	\$ 1,250,000	\$ 1,000,000		

Destination – Culture & Heritage



Culture & Heritage Budget									
Programs	FY2026 Budget Request (Board Approved)	FY2026 Budget P.L. 38-60	Chng. (\$)	Chng. (%)	FY2025 Budget P.L. 37-125	FY2024 Budget P.L. 37-42	FY2023 Budget P.L. 36-107		
Cultural Presentation Oversight	464,467	447,942	(16,525)	-4%	393,234	393,138	276,007		
Community Outreach/Sponsorship	200,000	200,000	-	0%	244,000	450,000	300,000		
Guam Chamber Dance Academy	86,724	86,724	-	0%	-	-	-		
Cultural Promotional Gifts	100,000	100,000	-	0%	50,000	75,000	80,000		
Promotional Wear	100,000	100,000	-	0%	50,000	75,000	80,000		
Promotional Items	71,809	71,809	-	0%	56,862	73,943	-		
Postage/Courier	3,000	3,000	-	0%	2,276	-	5,000		
	\$ 1,000,000	\$ 1,088,475	\$ 88,475	9%	\$ 600,000	\$ 950,000	\$ 700,000		

- Chairman Chiu noted a 40% increase in GVB's visitor safety budget.
- Director Brown questioned if GVB paid for the islands I LOVE GUAM signs, which Ms. Hernandez confirmed. Director Brown also asked what is being done to maintain the signs, which Mayor Hoffman said is now done by the mayors. Director Brown further noted the need to follow up on maintenance on these signs as they are popular tourist spots.

Payroll & Mandated Retirement



Administration Services



Administration Budget									
Programs	FY2026 Budget Request (Board Approved)	FY2026 Budget P.L. 38-60	Chng. (\$)	Chng. (%)	FY2025 Budget P.L. 37-125	FY2024 Budget P.L. 37-42	FY2023 Budget P.L. 36-107		
Regular Salaries	4,323,390	4,323,390	-	0%	4,361,156	3,481,850	2,635,961		
Increment	105,379	105,379	-	0%	105,383	92,354	52,025		
Mandated Retirement	1,471,586	1,471,586	-	0%	1,424,541	1,054,389	793,707		
DDI Contributions	22,275	22,275	-	0%	37,125	28,215	23,724		
Medicare	61,314	61,314	-	0%	63,847	51,824	38,945		
Life Insurance	12,155	12,155	-	0%	14,025	10,659	8,976		
Medical Premiums	505,922	505,922	-	0%	609,804	267,486	201,521		
Dental Premiums	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 Budget									
Programs	FY2026 Budget Request (Board Approved)	FY2026 Budget P.L. 38-60	Chng. (\$)	Chng. (%)	FY2025 Budget P.L. 37-125	FY2024 Budget P.L. 37-42	FY2023 Budget P.L. 36-107		
Contractual Services	341,472	341,472	-	0%	326,680	564,520	358,400		
Retiree COLA & Benefits	248,593	248,593	-	0%	248,593	248,593	223,448		
Capital Assets	133,000	133,000	-	0%	55,000	220,000	215,000		
Supplies & Materials	50,000	50,000	-	0%	62,000	59,000	53,617		
Administrative Services	223,585	223,585	-	0%	232,906	250,500	178,000		
IT Equipment	66,200	66,200	-	0%	64,600	65,600	62,600		
Utilities	148,774	148,774	-	0%	143,052	87,000	114,000		
Training	54,700	54,700	-	0%	55,600	66,000	57,680		
	\$ 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

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

Notes

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

FY2025 TAF Update

FY2025 Tourist Attraction Fund Status

Allocation:	Projected		Cash Collections		Var.
	\$	%	\$	%	
Tier 1	\$ 2,943,250	8%	\$ 2,943,250	100%	\$ -
Bond Payments	\$ 20,500	0%	\$ 20,500	0%	\$ -
Guam Visitors Bureau	\$ 28,972,737	80%	\$ 22,055,685	73%	\$ (6,917,054)
Tier 2	\$ 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 BBMR & 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

	Total
	Sep 2025
REVENUES	
Revenue - Gov Guam Appropriations	\$ 22,055,683
Revenue - Consumption Tax Refund	\$ 453,455
Revenue - Interest Income - TCD	\$ 172,999
Revenue - OMTF Vendor Fees	\$ 8,710
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

	Sep 2025	Sep 2024	Chg. %
EXPENSES			
Professional Services - Marketing	\$ 12,546,376	\$ 6,779,280	43%
Airline Incentives	\$ 4,612,704	\$ -	0%
Personnel	\$ 4,418,811	\$ 3,774,767	17%
Professional Services - Destination Development	\$ 3,396,317	\$ 5,999,714	-43%
Maiden Retirement Contributions	\$ 1,288,968	\$ 1,116,647	15%
Sponsorships	\$ 695,660	\$ 1,549,318	-55%
Travel	\$ 577,979	\$ 854,171	-32%
Materials & Supplies	\$ 516,184	\$ 520,880	-2%
Equipment	\$ 429,613	\$ 521,334	-18%
Professional Services - Admin	\$ 282,731	\$ 178,699	58%
Depreciation	\$ 192,475	\$ 229,249	-16%
Administrative Costs	\$ 141,568	\$ 144,859	-2%
Utilities	\$ 118,543	\$ 151,487	-22%
Insurance	\$ 69,723	\$ 35,913	96%
In-Kind	\$ 29,974	\$ 172,803	-83%
Repair & Maintenance	\$ 25,976	\$ 1,576,996	-99%
Printing	\$ 11,011	\$ 17,495	-37%
Office Validation	\$ -	\$ 989,859	-100%
Grants	\$ -	\$ 13,000	-100%
Passive Appropriation - Cultural and Sports Ambassadors Fund	\$ -	\$ 24,075	-100%
Total Expenses	\$ 29,304,613	\$ 37,548,366	-22%

Financial Update – Expenses by Department (Unaudited)



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

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

	Date (Oct. to Sep. 2025)
Marketing	
Japan	\$ 5,680,405
Korea	\$ 4,200,174
Korea - Airline Incentive	\$ 3,517,000
Taiwan - Airline Incentive	\$ 1,078,836
Taiwan	\$ 1,025,442
Philippines	\$ 339,368
Global Website	\$ 261,481
Social Media	\$ 194,736
North America	\$ 125,454
New Market Development	\$ 75,876
Pacific	\$ 65,062
Print Promo	\$ 60,993
Total	\$ 16,627,826

Financial Update – Expense (by Department)



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

	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
Total	\$ 5,530,701
Research	
Research	\$ 552,514
Administration	
Administration	\$ 6,359,207
Information Technology	\$ 199,429
Membership	\$ 34,936
Total	\$ 6,593,572

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- The Chairman noted concerns with the increase in salary numbers since 2023. He noted that this could be partly because of the recent Government of Guam 22% salary increase. Mayor Hoffman also noted that there are new positions that did not priorly exist that help to fulfill GVB mandates.
- Director Brown requested a summary of administrative costs for the board's knowledge as well as for public inquiries.

VII. REPORT OF THE BOARD COMMITTEES

A. Executive Committee

B. Administration & Government

- Approval of FY2026 GVB Operational Budget
 - First motion made by Director Hoffman to approve the FY2026 GVB Operational Budget and seconded by Director Eun. Motion approved.
- Approval of FY2026 Purchase Orders, Contracts, IFBs and RFPs
 - RFPs:

GVB RFP 2026-012 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

Issue

Board approval required. First motion made by Director Hoffman and seconded by Director Denight. Motion approved.

- C. Destination Management/Visitor Safety and Satisfaction
- D. Cultural Heritage & Community Outreach
- E. Research
- F. Sports & Events
- G. Japan
 - Committee Meeting Minutes dated September 16, 2025
- H. Korea
 - Committee Meeting Minutes dated September 23, 2025
- I. Taiwan

- Committee Meeting Minutes dated October 2, 2025
 - J. North America, Pacific, Philippines & New Markets
 - K. Membership
 - L. Recovery Committee
- VIII. OLD CORPORATION BUSINESS
- IX. EXECUTIVE SESSION
 - First motion to enter executive session was made by Director Jones and seconded by Director Yanagisawa. Motion approved.
 - First motion was made by Director Hoffman to end executive session made by Director Hoffman and seconded by Director Eun. Motion approved.
- X. OTHER BUSINESS
- XI. AGENDA ITEMS FOR THE NEXT MEETING
- XII. ANNOUNCEMENTS
 - Upcoming Board Meetings: 11/13/2025, 12/11/2025
- XIII. ADJOURNMENT
 - First motion to adjourn was made by Director Hoffman and seconded by Director Artero. Meeting adjourned at 3:38PM.