

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



August 2025



August 1-31, 2025 **Total: 79,918 (+17.9%)**

% Market Mix	Origin	2019	2021	2025	% vs 21
48.8%	Korea	65,323	38,733	39,478	103.9%
17.0%	Japan	75,630	26,396	29,399	111.3%
7.0%	US/Hawaii	7,095	8,255	8,336	101.6%
1.5%	Philippines	408	1,348	1,370	101.6%
1.2%	Taiwan	2,730	179	886	306.6%
0.6%	China	976	514	501	97.5%
0.1%	Hong Kong	181	79	82	103.8%

September 2025



September 1-15, 2025 **Total: 29,938 (+19.5%)**

% Market Mix	Origin	2019	2021	2025	% vs 21
47.2%	Korea	30,308	12,343	14,338	116.1%
33.7%	Japan	32,709	8,039	10,676	132.8%
8.6%	US/Hawaii	2,768	2,780	2,877	103.5%
1.6%	Philippines	561	400	488	122.0%
0.3%	Taiwan	1,134	82	341	306.9%
0.4%	China	299	99	111	112.1%
0.3%	Hong Kong	198	34	35	102.9%

Calendar Year to Date 2025

January - September 15, 2025 Total: 525,585 (+2.2%)

% Market Mix	Origin	2019	2024	2025	% chg
46.8%	Korea	891,389	275,646	246,353	-10.7%
33.2%	Japan	476,952	165,881	173,049	10.3%
15.2%	US/Hawaii	68,009	65,000	62,673	-3.5%
1.9%	Philippines	15,694	9,594	10,293	10.0%
1.2%	Taiwan	21,647	2,271	4,329	191.5%
0.8%	China	6,718	3,629	3,369	-4.9%
0.1%	Hong Kong	4,369	945	529	-2.7%

Fiscal Year to Date 2025

October 2024 - September 15, 2025 Total: 700,851 (+3.5%)

% Market Mix	Origin	2019	2024	2025	% chg
42.2%	Korea	703,438	370,085	330,863	-10.9%
32.9%	Japan	632,735	184,387	229,746	24.6%
16.6%	US/Hawaii	90,776	63,919	72,089	12.7%
2.0%	Philippines	20,007	12,782	14,886	16.5%
1.1%	Taiwan	27,335	2,763	2,433	-12.3%
0.6%	China	12,040	4,596	4,381	-4.8%
0.1%	Hong Kong	6,239	754	683	-9.4%

MARKET INTEL

Market Intel - Korea

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

Market Intel - 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 (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

- Project:** September 27 - September 28, 2025 (09:00 - 20:00)
- Location:** Seongsu-dong, Seongsu-gu, Seoul, Korea
- Target:** Seoul Market / Korea Market / K-Tourism consumers
- No. of Visitors:** China to 15,000 attendees
- Objectives:**

- To enhance brand visibility for *Seoul* and *Korea* through a *unique* and *interactive* experience
- 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 travel industries
- To attract *SEO* and *SEO* fans and *SEO* fans through *interactive* activities, *live* performances, and *live* performances



KOREA

FINISHED COMPLETED PROJECT: EDM EDUCATION FIRM

- Dates: 10/2021 - 01/2022, October 19, 2021 - 10/2021
- Location: GSEA Headquarters, Saipan, Guam
- Target: Parents & Students interested in studying abroad, GSEA's 6-education organizations, local media partners & society
- Goals: 1. To complete GSEA's 6-education organizations' education information by providing to parents education programs, safety, and availability. 2. To increase GSEA's 6-education organizations' visibility and other education information, programs, and opportunities. 3. To connect with local media, education, and other organizations, and to increase GSEA's visibility and participation in the community.



JAPAN

Guam Expo Japan 2025 in Nagoya

Dates: September 25-26, 2025
Location: Aichi, Japan
Visitors: 120,000 total attendees

Public Open:
Citizenship, passport requirements
Student fees, fees (Fees) for
Exhibitors and promotions
September 12, 2025 - 10/2025

Trade Open:
11 Guam companies participated
Over 100 by Japanese buyers and media visit with GSEA representatives



JAPAN

JAL Guam Route 50th Anniversary Event

Dates: October 1, 2025
Location: 50th Anniversary of Japan Airlines' Guam Route
Location: Manila and Guam

Highlights:
Citizenship, passport requirements at Manila Airport
Major airlines and ship representatives upon arrival in Guam
Remarks by GVB President & CEO Wayne Basso Lee



JAPAN

JAL Guam Route 50th Anniversary Event

Dates: October 1, 2025
Location: 50th Anniversary of Japan Airlines' Guam Route
Location: Manila and Guam



JAPAN

485 MOU - Multinational Tourism

Dates: October 1, 2025
Location: 485 MOU Signing



JAPAN

Guam English Club in Kashiwa City

Dates: September 8 and October 8, 2025
Location: Tachibana Junior High School, Kashiwa City

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

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



TAIWAN

2025 Taipei International Travel Fair (TTF)

- 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 36,000 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 tablet on 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 LG Gov. Josh Tenorio, Sen. Jesse Lujan, GVB, GMAA, and Mactan-Cebu Airport, announced on Oct 7 in Cebu the launch of the CEB-GUAM flight, set to begin on Dec 16, 2025.
- Three-weekly service (operating Tues, Thurs, and Sat)
- Flights operated using Airbus A320neo 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) FIVE 2025 SAN DIEGO, CALIFORNIA SEPTEMBER 26-28, 2025



- GVB participated in the 37th PIFA Fair in San Diego, CA to promote tourism to Guam among the US market.
- GVB also presented the United Nations' document on the Sustainable Development Goals and Guam's progress.
- A social media engagement and survey with stakeholders at the GVB booth to generate more interest in Guam and to obtain company feedback.

NORTH AMERICA

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



NORTH AMERICA

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



- INEX 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 their Guam Visitors Bureau and Las Vegas Visitors Bureau to promote our island's unique INEX 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 18-21, 2025 Yap, FSM

- The 2nd Tri-Annual PATA Micronesia Chapter Meeting was held in Yap, FSM from October 18-21, 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. Garry Domez, 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 **Guam, Dec 5-7, 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 CORI
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 local talent from the cultural heritage of the island and its people
- Registration closes on October 29th
- Over 75 dance groups representing Guam, Japan, Korea, Philippines, Taiwan, and Guam

Guam International Dance Festival
Registration Form
Guam Information



KO'KO' REGISTRATION LAUNCH

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

NEW! Weekend Events
April 11, 2025 Ko'ko' Kids Event (4-9 years old)
April 12, 2025 48th Anniversary Guam Japan Festival
Visit Maatsien & SK Elders Rally



FY2026 BUDGET OPERATIONS: \$28.9M



FY2026 Budget Summary - GVB Operations \$28.9M

	FY2025 Budget Request	FY2025 Budget	Chg	Chg %	FY2026 Budget	Chg	Chg %
Operating Expenses	\$28,920,000	\$28,920,000	\$0	0%	\$28,920,000	\$0	0%
Personnel	\$15,000,000	\$15,000,000	\$0	0%	\$15,000,000	\$0	0%
Travel	\$2,000,000	\$2,000,000	\$0	0%	\$2,000,000	\$0	0%
Marketing	\$3,000,000	\$3,000,000	\$0	0%	\$3,000,000	\$0	0%
Information Technology	\$1,000,000	\$1,000,000	\$0	0%	\$1,000,000	\$0	0%
Professional Services	\$1,000,000	\$1,000,000	\$0	0%	\$1,000,000	\$0	0%
Supplies	\$500,000	\$500,000	\$0	0%	\$500,000	\$0	0%
Utilities	\$500,000	\$500,000	\$0	0%	\$500,000	\$0	0%
Insurance	\$500,000	\$500,000	\$0	0%	\$500,000	\$0	0%
Depreciation	\$500,000	\$500,000	\$0	0%	\$500,000	\$0	0%
Other	\$500,000	\$500,000	\$0	0%	\$500,000	\$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 30-40 appropriated \$28,972,738 to GVB, a \$52,738 net gain from FY25's budget request. Please refer to subsequent slides which detail the impacts required by the reduction. Over all GVB's budget remains at the same level when using FY2025 and FY2026 funding levels.
As Service Development budget for FY2026 is \$20M, funding budget and expenses will be separately reported.

Marketing - Summary

	FY2025 Budget Request	FY2025 Budget	Chg	Chg %	FY2026 Budget	Chg	Chg %
Marketing Expenses	\$3,000,000	\$3,000,000	\$0	0%	\$3,000,000	\$0	0%
Advertising	\$1,000,000	\$1,000,000	\$0	0%	\$1,000,000	\$0	0%
Publicity	\$500,000	\$500,000	\$0	0%	\$500,000	\$0	0%
Travel	\$500,000	\$500,000	\$0	0%	\$500,000	\$0	0%
Marketing Materials	\$500,000	\$500,000	\$0	0%	\$500,000	\$0	0%
Other	\$500,000	\$500,000	\$0	0%	\$500,000	\$0	0%

Notes:
As Service Development budget for FY2026 is \$20M, funding budget and expenses will be separately reported.

Marketing - Korea

	FY2025 Budget Request	FY2025 Budget	Chg	Chg %	FY2026 Budget	Chg	Chg %
Marketing Expenses	\$1,000,000	\$1,000,000	\$0	0%	\$1,000,000	\$0	0%
Advertising	\$500,000	\$500,000	\$0	0%	\$500,000	\$0	0%
Publicity	\$250,000	\$250,000	\$0	0%	\$250,000	\$0	0%
Travel	\$250,000	\$250,000	\$0	0%	\$250,000	\$0	0%
Marketing Materials	\$250,000	\$250,000	\$0	0%	\$250,000	\$0	0%
Other	\$250,000	\$250,000	\$0	0%	\$250,000	\$0	0%

Marketing - Japan

	FY2025 Budget Request	FY2025 Budget	Chg	Chg %	FY2026 Budget	Chg	Chg %
Marketing Expenses	\$1,000,000	\$1,000,000	\$0	0%	\$1,000,000	\$0	0%
Advertising	\$500,000	\$500,000	\$0	0%	\$500,000	\$0	0%
Publicity	\$250,000	\$250,000	\$0	0%	\$250,000	\$0	0%
Travel	\$250,000	\$250,000	\$0	0%	\$250,000	\$0	0%
Marketing Materials	\$250,000	\$250,000	\$0	0%	\$250,000	\$0	0%
Other	\$250,000	\$250,000	\$0	0%	\$250,000	\$0	0%

Marketing - Taiwan

	FY2025 Budget Request	FY2025 Budget	Chg	Chg %	FY2026 Budget	Chg	Chg %
Marketing Expenses	\$1,000,000	\$1,000,000	\$0	0%	\$1,000,000	\$0	0%
Advertising	\$500,000	\$500,000	\$0	0%	\$500,000	\$0	0%
Publicity	\$250,000	\$250,000	\$0	0%	\$250,000	\$0	0%
Travel	\$250,000	\$250,000	\$0	0%	\$250,000	\$0	0%
Marketing Materials	\$250,000	\$250,000	\$0	0%	\$250,000	\$0	0%
Other	\$250,000	\$250,000	\$0	0%	\$250,000	\$0	0%

Marketing - Philippines

Item	FY2025				FY2026				FY2027			
	Budget Request	Budget	Chg	Chg	Budget Request	Budget	Chg	Chg	Budget Request	Budget	Chg	Chg
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Trade Shows/Events	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Travel Industry Fair/Trade Shows	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Travel Industry Fair/Trade Shows	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Travel Industry Fair/Trade Shows	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Total	\$10,000	\$10,000	0%	0%	\$10,000	\$10,000	0%	0%	\$10,000	\$10,000	0%	0%

Marketing - New Market & Global Website

Item	FY2025				FY2026				FY2027			
	Budget Request	Budget	Chg	Chg	Budget Request	Budget	Chg	Chg	Budget Request	Budget	Chg	Chg
Global Website Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Website Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Website Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Website Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Website Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Total	\$10,000	\$10,000	0%	0%	\$10,000	\$10,000	0%	0%	\$10,000	\$10,000	0%	0%

Marketing - Pacific & North America

Item	FY2025				FY2026				FY2027			
	Budget Request	Budget	Chg	Chg	Budget Request	Budget	Chg	Chg	Budget Request	Budget	Chg	Chg
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Total	\$10,000	\$10,000	0%	0%	\$10,000	\$10,000	0%	0%	\$10,000	\$10,000	0%	0%

Marketing - Digital Marketing & Print Promo

Item	FY2025				FY2026				FY2027			
	Budget Request	Budget	Chg	Chg	Budget Request	Budget	Chg	Chg	Budget Request	Budget	Chg	Chg
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Total	\$10,000	\$10,000	0%	0%	\$10,000	\$10,000	0%	0%	\$10,000	\$10,000	0%	0%

Research

Item	FY2025				FY2026				FY2027			
	Budget Request	Budget	Chg	Chg	Budget Request	Budget	Chg	Chg	Budget Request	Budget	Chg	Chg
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Total	\$10,000	\$10,000	0%	0%	\$10,000	\$10,000	0%	0%	\$10,000	\$10,000	0%	0%

Destination - Summary

Item	FY2025				FY2026				FY2027			
	Budget Request	Budget	Chg	Chg	Budget Request	Budget	Chg	Chg	Budget Request	Budget	Chg	Chg
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Total	\$10,000	\$10,000	0%	0%	\$10,000	\$10,000	0%	0%	\$10,000	\$10,000	0%	0%

Destination - Destination Management

Item	FY2025				FY2026				FY2027			
	Budget Request	Budget	Chg	Chg	Budget Request	Budget	Chg	Chg	Budget Request	Budget	Chg	Chg
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Global Marketing Development	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%	\$2,000	\$2,000	0%	0%
Total	\$10,000	\$10,000	0%	0%	\$10,000	\$10,000	0%	0%	\$10,000	\$10,000	0%	0%

- Chairman Chiu asked Director Yanagisawa his thoughts on the Japan marketing budget, to which Director Yanagisawa said it is a necessary amount. Chairman Chiu also asked Director Yanagisawa if he was involved with the budget decision, which he confirmed. Director Eun also confirmed that he was aware of the Korea marketing budget. Director of Global Marketing Nadine Leon Guerrero also confirmed that Taiwan Marketing Chair Director Morinaga was aware of the Taiwan marketing budget, and was concerned with the cut in the budget. Mayor Hoffman also confirmed that he was aware of the budget in his capacity as the Philippine marketing committee chair. He also noted the excitement of

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									
Visitor Safety Budget									
Category	FY2025 Budget	FY2025 Actual	Chg	%	FY2025 Budget	FY2025 Actual	Chg	%	FY2025 Budget
Guam Visitor Safety	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Visitor Safety	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Visitor Safety	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Visitor Safety	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Visitor Safety	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Visitor Safety	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Visitor Safety	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Visitor Safety	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Visitor Safety	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Visitor Safety	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000

Destination – Sports & Events									
Sports & Events Budget									
Category	FY2025 Budget	FY2025 Actual	Chg	%	FY2025 Budget	FY2025 Actual	Chg	%	FY2025 Budget
Guam Sports & Events	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Sports & Events	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Sports & Events	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Sports & Events	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Sports & Events	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Sports & Events	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Sports & Events	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Sports & Events	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Sports & Events	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Sports & Events	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000

Destination – Culture & Heritage									
Culture & Heritage Budget									
Category	FY2025 Budget	FY2025 Actual	Chg	%	FY2025 Budget	FY2025 Actual	Chg	%	FY2025 Budget
Guam Culture & Heritage	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Culture & Heritage	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Culture & Heritage	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Culture & Heritage	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Culture & Heritage	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Culture & Heritage	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Culture & Heritage	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Culture & Heritage	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Culture & Heritage	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Culture & Heritage	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000

- 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									
Payroll & Mandated Retirement Budget									
Category	FY2025 Budget	FY2025 Actual	Chg	%	FY2025 Budget	FY2025 Actual	Chg	%	FY2025 Budget
Guam Payroll & Mandated Retirement	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Payroll & Mandated Retirement	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Payroll & Mandated Retirement	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Payroll & Mandated Retirement	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Payroll & Mandated Retirement	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Payroll & Mandated Retirement	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Payroll & Mandated Retirement	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Payroll & Mandated Retirement	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Payroll & Mandated Retirement	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Payroll & Mandated Retirement	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000

Administration Services									
Administration Services Budget									
Category	FY2025 Budget	FY2025 Actual	Chg	%	FY2025 Budget	FY2025 Actual	Chg	%	FY2025 Budget
Guam Administration Services	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Administration Services	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Administration Services	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Administration Services	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Administration Services	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Administration Services	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Administration Services	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Administration Services	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Administration Services	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000
Guam Administration Services	1,000,000	1,000,000	0	0%	1,000,000	1,000,000	0	0%	1,000,000



FY2026 TAF Update

FY2026 Tourist Attraction Fund Status		
Allocation	Amount	%
Tier 1	\$ 2,845,280	8%
Tier 2	\$ 20,500	0%
Tier 3	\$ 23,727,166	70%
Tier 4	\$ 4,351,816	14%
Tier 5	\$ 800,000	2%

Notes:
* TAF projected revenue obtained from FY2026 budget law (PL 38-080)

FY2025 TAF Update

Guam Visitors Bureau
Revenue Manager (Revised)
FY2025 as of September 30, 2025

Attribution	Estimated	Calculated	Var.
Marketing	\$ 2,541,237	\$ 2,541,237	\$ 0
Admin	\$ 20,000	\$ 20,000	\$ 0
Development	\$ 2,561,237	\$ 2,561,237	\$ 0
Other	\$ 0	\$ 0	\$ 0
Total	\$ 5,122,474	\$ 5,122,474	\$ 0

Notes:
TAF attributed revenue independent of whether a different from FY2024 budget (see P.L. 17-475)
Guam TAF data collection was initiated from September 2025 Special Funds Tracking Report issued by GOM & GDA
Data for TAF cash attribution was obtained from GOM
TAF balance of \$1,544,855 representing contributions and refunds from GOM

Financial Update - Revenues

Guam Visitors Bureau
Revenue Manager (Revised)
FY2025 as of September 30, 2025

Revenue	Estimated	Calculated	Var.
Marketing	\$ 2,541,237	\$ 2,541,237	\$ 0
Admin	\$ 20,000	\$ 20,000	\$ 0
Development	\$ 2,561,237	\$ 2,561,237	\$ 0
Other	\$ 0	\$ 0	\$ 0
Total	\$ 5,122,474	\$ 5,122,474	\$ 0

Financial Update - Expense by Category

Guam Visitors Bureau
Expense Manager (Revised)
FY2025 as of September 30, 2025

Category	Estimated	Calculated	Var.
Marketing	\$ 1,574,775	\$ 1,574,775	\$ 0
Admin	\$ 440,000	\$ 440,000	\$ 0
Development	\$ 1,100,000	\$ 1,100,000	\$ 0
Other	\$ 0	\$ 0	\$ 0
Total	\$ 3,114,775	\$ 3,114,775	\$ 0

Financial Update - Expenses by Department (Unaudited)

Guam Visitors Bureau
Expense Manager (Revised)
FY2025 as of September 30, 2025

Department	FY2025
Marketing	\$ 16,637,826
Administration	\$ 6,591,572
Destination Development	\$ 5,530,701
Research	\$ 562,534
Total Expenses	\$ 29,322,633

Financial Update - Expense (by Department)

Guam Visitors Bureau
Expense Manager (Revised)
September 30, 2025

Department	Estimated	Calculated	Var.
Marketing	\$ 1,574,775	\$ 1,574,775	\$ 0
Admin	\$ 440,000	\$ 440,000	\$ 0
Development	\$ 1,100,000	\$ 1,100,000	\$ 0
Other	\$ 0	\$ 0	\$ 0
Total	\$ 3,114,775	\$ 3,114,775	\$ 0

Financial Update - Expense (by Department)

Guam Visitors Bureau
Expense Manager (Revised)
September 30, 2025

Department	Estimated	Calculated	Var.
Marketing	\$ 1,574,775	\$ 1,574,775	\$ 0
Admin	\$ 440,000	\$ 440,000	\$ 0
Development	\$ 1,100,000	\$ 1,100,000	\$ 0
Other	\$ 0	\$ 0	\$ 0
Total	\$ 3,114,775	\$ 3,114,775	\$ 0

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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.

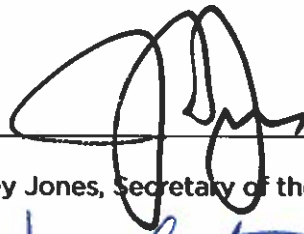
FY2026 Fee: \$328,498.00

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.



Jeffrey Jones, Secretary of the Board of Directors



Board Minutes, respectfully submitted by Kiana Joy Yabut,
Executive Assistant to the President and CEO/Interim Board Secretary