



## REGULAR BOARD OF DIRECTORS MEETING

Thursday, November 13, 2025, at 1:30 p.m.

GBV Conference Room and Teleconference - Zoom

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

Meeting ID: 890 9077 9984

Passcode: visitguam

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### I. CALL TO ORDER

Chairman Chiu called the Board of Directors Meeting to order at 1:32pm.

### II. ROLL CALL

Present: George Chiu, Joaquin Cook, Jeff Jones, Milton Morinaga, Michelle Merfalen, Mike Sgro, Ken Yanagisawa, Brian Artero

Online: Clifford Guzman, Ho Eun, Mayor Robert Hofmann

Absent: Joanne Brown

### III. MINUTES OF THE PREVIOUS MEETING (October 23, 2025)

- **Mayor Hofmann motioned to approve the meeting minutes dated October 23, 2025, and seconded by Director Yanagisawa. Motion approved unanimously.**

### IV. ACTION BY THE BOARD

### V. CHAIRMAN'S REPORT

Chairman advised the public to watch the GVB Oversight on the Guam Legislature YouTube page in lieu of his report.

### VI. MANAGEMENT REPORT



September 2025

September 1-30, 2025		Total: 56,973 (+12.7%)			
% Market Mix	Origin	2019	2024	2025	% v/s Y
47.3%	Korea	61,406	26,161	27,183	3.9%
34.9%	Japan	58,545	15,126	16,904	51.6%
6.2%	US/Hawaii	5,385	5,195	5,250	1.7%
1.7%	Philippines	1,272	653	945	10.8%
0.9%	Taiwan	2,145	203	615	163.5%
0.8%	China	827	360	460	27.8%
0.3%	Hong Kong	344	47	40	-14.9%

Calendar Year to Date 2025

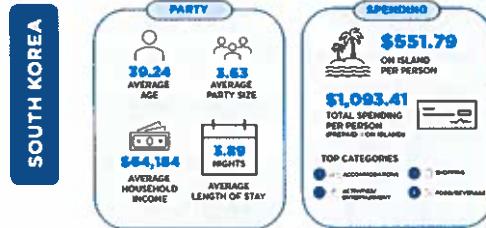
January - September 30, 2025		Total: 552,630 (-1.9%)			
% Market Mix	Origin	2019	2024	2025	% v/s Y
46.9%	Korea	582,265	269,883	299,203	-10.3%
31.1%	Japan	503,788	152,901	163,228	-10.6%
12.0%	US/Hawaii	70,795	64,303	61,051	-5.3%
1.9%	Philippines	14,305	9,587	10,510	9.5%
1.2%	Taiwan	22,058	2,282	6,522	172.7%
0.7%	China	9,246	3,889	3,748	-3.6%
0.3%	Hong Kong	4,364	538	543	0.9%

- Director Jones inquired about the rebound in Japan. Director Ken noted increased service out of Japan, and a possible new route via Fukuoka as well as the success from the TV Tokyo drama and pilgrimage tourism.

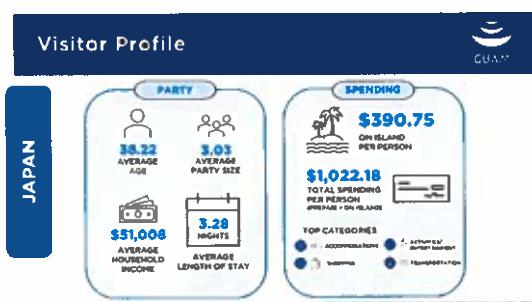
Fiscal Year to Date 2025

October 2024 - September 30, 2025		Total: 727,886 (-3.3%)			
% Market Mix	Origin	2019	2024	2025	% v/s Y
47.3%	Korea	734,332	392,681	344,002	-13.4%
32.8%	Japan	664,571	205,474	238,874	17.4%
10.8%	US/Hawaii	83,394	98,325	79,438	-4.0%
2.0%	Philippines	20,708	13,235	14,465	9.3%
1.1%	Taiwan	29,346	2,813	7,727	165.3%
0.6%	China	12,588	4,817	4,750	-1.3%
0.1%	Hong Kong	6,394	777	707	-8.0%

Visitor Profile



Visitor Profile



- Director Artero asked if average spend is higher when averaged out between days, which Director of Research, Mr. Christian Valencia, confirmed.
- Chairman Chiu inquired about who oversees these surveys, which Mr. Valencia confirmed is MR&D.
- Director Jones inquired if October numbers are available, which Mr. Valencia said no.

- Director Jones asked if GVB has research that shows satisfaction levels, which Mr. Valencia noted are online and will include in next board meeting's report.
- Director Yanagisawa inquired if GVB can ask MR&D to separate data from school trips, which Director of Global Marketing, Nadine Leon Guerrero, noted that the qualifying question on these surveys is whether the participant is 18 years of age or older.
- Director Artero requested for satisfaction report to be included in next board meeting.



**JAPAN**

**GOGO GUAM HAFA ADAI CAMPAIGN 2026**

Campaign announcement has begun

Guam travel packages or airline tickets

- Limited to 15,000 customers
- Receive a \$30 coupon
- Eligible Product Sales Period: November 1, 2025 (Sat) - Commencing sequentially by company
- Coupon Usage Period: December 1, 2025 (Mon) - April 30, 2026 (Thu)

**JAPAN**

**GUAM INTERNATIONAL DANCE FESTIVAL**

Flyer distribution at the Japan GPO Japan 2025 in Nagoya

- About 40 regional Chamber of Commerce
- Outreach: Numerous dance groups has resulted in 9 confirmed groups (as of Oct 31, 2025)
- Upcoming: Concert performances and Guam/Japan collaboration to draw audience participation.
- To attract more visitors to Guam for the event, we will collaborate with talents and influencers who have strong engagement in "Okinawas" (fan-driven culture).

**Guam Dancers**  
Gwen Sison  
Singer and dancer from Guam

**Guest Performers**  
Kathy Kiyomi  
Author and dancer from Japan

**Guest Performers**  
Bella Mendoza  
Dancer - TV Drama

**JAPAN**

**ONE GUAM MONTHLY MEETING**

GVB Japan Travel Agent Meeting - Nov 4, 2025  
Venue: TXP Harmonouchi Tokyo Station

- The primary objectives:
  - Strengthen industry relationships
  - Share timely updates on Guam's tourism developments
  - Fostering continuous collaboration between stakeholders.
- November Meeting: Announcement of the FY26 kick-off "Go Go Guam Hafa Adai Campaign"

- Chairman Chiu noted that he has heard positive feedback regarding the Guam International Dance Festival and commended GVB management.
- Director Yanagisawa noted that at the One Guam meeting, he tells the One Guam group about what is happening in Guam, especially the Tumon Night Market until the end of September, the Dance Festival, and quarterly events at the Night Market.
- Director Yanagisawa also noted there is a big focus on education, Ko'Ko Road Race, and Go Go Guam. He further noted that these efforts directly affect the results on arrivals, and that the One Guam Team stated that the TV Tokyo Drama was very helpful for



The logo for the Guam Visitors Bureau. It features the word "GUAM" in large, bold, green, block letters at the top. Below it, the words "VISITORS" and "BUREAU" are stacked in a smaller, green, sans-serif font. A thin green horizontal line runs across the bottom of the letters. Below this line, the words "SETBISION BISITAN GUÁHAN" are written in a smaller, green, sans-serif font.

Japanese tourism to Guam, which reflects on the increase in arrivals from Japan.

**JAPAN**

Connecting Where They Live, Moving How They Feel

SNS ALWAYS ON

Immersive content.  
Personalized digital journeys.

Key Initiatives: Revitalized digital hub,  
year-long multi-tiered influencer  
program, dynamic targeted  
advertising.  
Platform: YouTube/ TikTok/ X

**JAPAN**

CV ADS - SNS

• Unlike standard SNS ads that link to the advertiser's own site, this initiative directs users to pages closer to conversion (CV). Shortening the Path to Booking/Purchase  
• Encouraging Immediate Decision-Making  
• Maximizing Ad Effectiveness  
• By setting the click-through destination to high-intent pages, the same ad budget can yield greater results in terms of bookings and purchases.

Click Here for Booking!

**JAPAN**

DIGITAL PR - IN DEPTH INFORMATION

GLAM ONLINE Web Article - Story  
Telling

Positioning Guam as a Go-To  
Destination

Sustained content presence

Consistent monthly postings

Visibility year-round

Guam remains relevant and  
discoverable at any time during the  
travel consideration cycle.

**KOREA**

TRAVEL TRADE NEWS

AIR SEOUL & AIR BUSAN RESUME KOR-GUM ROUTE

Air Seoul and Air Busan resumed flights between Incheon I.I. Busan and Guam starting October 29, three years after suspending the service in 2020 due to the COVID-19 pandemic.

• **Air Seoul**  
- Sep 26, 2020 - Mar 28, 2020  
- Mar 30, 2020 - Dec 31, 2020  
- Mar 30, 2020 - Dec 31, 2021

• **Air Busan**  
- Oct 29, 2020 - Mar 28, 2020  
- Mar 29, 2020 - Dec 31, 2020

**KOREA**

TRAVEL TRADE NEWS

AIR SEOUL & AIR BUSAN RESUME KOR-GUM ROUTE

Guam Airlines Bureau and Guam International Airport Authority (GIAA) signed the Air Seoul & Air Busan Rights for Guam Rights, marking

**KOREA**

FY2026 ONGOING PROMOTIONS: TRAVEL TRADE SUPPORT

Period: October - December 2025  
• **Guam**  
- October 6, 2025 - Oct 31, 2025  
- November 1, 2025 - Nov 30, 2025  
- December 1, 2025 - Dec 31, 2025  
- January 1, 2026 - Jan 31, 2026  
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- July 1, 2064 - Jul 31, 2064  
- August 1, 2064 - Aug 31

GUAM VISITORS BUREAU | SETBISION BISITAN GUÅHAN

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# GUAM VISITORS BUREAU

SETBISION BISITAN GUĀHAN

## TAIWAN

### Guam Participated in the 2025 Taipei International Travel Fair (ITF)

Four-day consumer expo (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.



## North America, Pacific, Philippines, and New Markets

### Guam - Best Shore Diving Destination

#### Scuba Diving Magazine

- Guam was voted #1 for "Best Shore Diving Destination" among Pacific, Indian and Mediterranean destinations.
- Scuba Diving Magazine is the official publication of the magazine.
- Print circulation reaches 200,000 readers and dive shops and a combined reach (print and online) of 2.4 million audience.
- Palau also voted #1 for "Best Wall Diving Destination".



## North America, Pacific, Philippines, and New Markets

### PATA MICRONESIA CHAPTER 3rd TRI-ANNUAL MEMBERSHIP MEETING

#### PATA MICRONESIA CHAPTER

#### PATA Micronesia Chapter 3rd Tri-Annual Meeting December 8-10, 2025

Guam

- Guam will be hosting the 3rd Tri-Annual PATA Micronesia Chapter Meeting in December 8-10, 2025.
- Chapter members from around Micronesia and the Mariana will be attending the meeting.
- United Airlines is offering Chapter members a 20% discount on roundtrip economy fares.
- PATA Micronesia Chapter members are invited to experience the inaugural Guam International Dance Festival (GIDF) as a pre-meet tour experience.



## DESTINATION DEVELOPMENT

### Destination Maintenance: Pale San Vitores Road



## Destination Maintenance: Tumon Bay



### Visitor/Beach Safety Officers



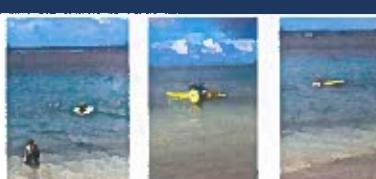
The Visitor Safety Officers (VSOs) stationed at our various tour sites continue to play a critical role in ensuring a safe and satisfying experience for all our locals & visitors.

## Partners in Progress



GVB joined the Guam Memorial Hospital Authority in their revitalization efforts, continuing beautification and cleanup efforts across the hospital campus.

### Visitor/Beach Safety Officers



The critical role that the Beach Safety Officers (BSOs) play at Ypao and Matapang Beach. Their presence is essential for maintaining beach safety and ensuring the well-being of all visitors.



### Tumon Night Market



### 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 closed on October 29<sup>th</sup>
- Over 25 dance groups registered representing Japan, Taiwan, Malaysia, Philippines, India and Guam.

### Guam International Dance Festival (GIDF)

- December 4, 2025
  - 11AM-1PM: Press Conference at Tsubaki Tower
- December 5, 2025
  - 6PM Showcase at Micronesia Hall
- December 6, 2025
  - 8:30AM-3:30PM: Competition Day 1 at Sand Island Beach
- December 7, 2025
  - 4:30PM-7PM: Competition Day 2 at Tumon Night Market
  - 8PM: After Party at Club Zoh



### Ko'ko' Registration Launch



- Register Now for "Early Bird" Period at [www.visitguam.com/koko/](http://www.visitguam.com/koko/)
- Resolidified partnership with JCOG to include Japan Festival during Ko'ko' Weekend

#### KOKO' WEEKEND EVENTS

April 11, 2026 Ko'ko' Kids Event (4-9 years old)  
 April 12, 2026 44<sup>th</sup> Harumau Turi Guam Japan Festival Half Marathon & SK Eikiden Relay

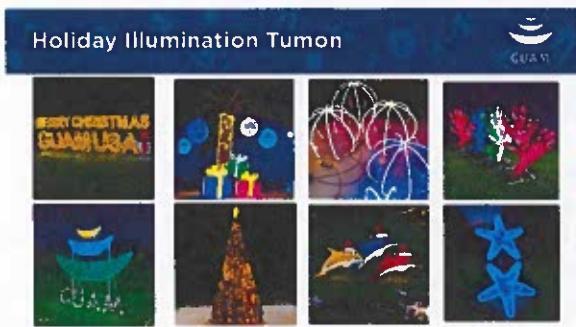
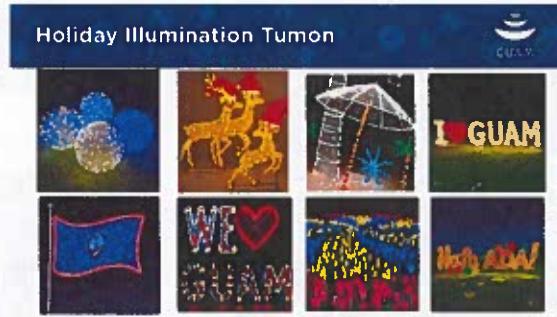
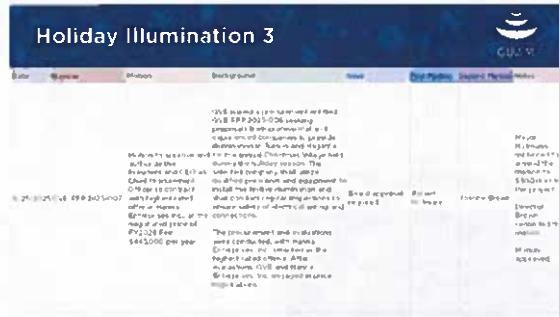
- Director Artero inquired if GVB has ever hosted a marathon, and if this could be a future event. Ms. Leon Guerrero noted that the Ko'Ko Half Marathon was encouraged by the Japan market instead of the usual marathon. Director Artero then suggested keeping the Ko'Ko event and having a secondary signature sports event.

### Holiday Illumination 1

Date	Minutes	Program	Background
4/28/2025	N/A	N/A	GVB Management presented the Budget Request for FY2026, which included a section that allotted \$450,000 for holiday illumination.

### Holiday Illumination 2

Date	Minutes	Program	Background
4/28/2025	6:28:27.5	GVB RFP 27/25-Holiday Illumination Request for FY2026	The Guam Visitors Bureau (GVB) held a budget request from the GVB to the Office of the Governor to include funding for the holiday lighting program. The GVB is requesting \$450,000 for the 2025-2026 fiscal year. The GVB has been able to secure funding for the holiday lighting program through FY2020, subject to a 50/50 match from the Office of the Governor. The GVB is requesting a 50/50 match for the 2025-2026 fiscal year.



- Chairman Chiu noted that the Board requested that GVB management reduce the cost of the lights, not reduce the scope of work. GVB Management noted that the vendor did order enough supplies based on the original funding of \$445,000 but will only put up \$300,000 worth. GVB Management also noted that these lights are reusable.
- Chairman Chiu asked if there is a motion to increase the funding for the Holiday Illumination back to \$445,000. **Director Artero made the first motion, seconded by Director Sgro.** Motion approved unanimously. However, due to the Holiday Illumination discussion not being properly noticed, GVB legal counsel noted that the motion is void, and will need to be ratified at the next GVB Board of Directors Meeting.



**Beach Cleaning & Tumon Road Maintenance Analysis**

**Cost Analysis**

Service	Estimated Contractual Cost (A.D. in Millions)	Payroll Cost	Var. (\$)	Var. (%)
Beach Maintenance & Team Payroll	\$235.549	\$192.297	(\$43.252)	(18%)
Landscape Maintenance, Plant Pickup & Tree Trimming	\$479.432	\$662.659	(\$183.227)	(-42%)
<b>Total Cost</b>	<b>\$714.981</b>	<b>\$854.946</b>	<b>(\$140.965)</b>	<b>(-8%)</b>

**Frequency Analysis**

Service	Description	Contact Frequency	Payroll Frequency
<b>Beach</b>	Beach Maintenance	2x / week	2x / week
	Beach Trash Pickup (WEEKENDS, 24/2)	3x / week	3x / week
<b>Landscape</b>	Landscape Maintenance	3x / week	3x / week
	Plant Pickup	6x / week (WEEKENDS, 24/2)	5x / week (WEEKENDS, 24/2)
	Tree Trimming	semi-annual	2-3x / year



## VII. REPORT OF BOARD COMMITTEES

### A. EXECUTIVE COMMITTEE

### B. ADMINISTRATION & GOVERNMENT

- FY2026 Purchase Orders, Contracts, IFBs, and RFPs for Board Review and Disposition by the Board

- Purchase Order No. P26055 Pacific Backflow and Plumbing

- **MOTION:**

Motion to approve and authorize the President and CEO as Chief Procurement Officer to proceed with the issuance of a purchase order to Pacific Backflow and Plumbing for the removal, disposal and replacement of all GVB Backflow Preventers, including the GVB main office, pursuant to GAR Title 28, Public Utilities Ch. 2, Guam Waterworks Authority §2114 Cross Connection Control and Backflow Prevention.

- **ISSUE:**

Board approval required.

**First motion made by Director Jones and seconded by Director Mike Sgro. Motion approved unanimously.**

- **DISCUSSION:**

Chairman Chiu questioned why GVB is responsible for installing the new units. GVB Management clarified that the units are owned by GVB, and they are used for various maintenance projects.

**C. DESTINATION MANAGEMENT/ VISTOR SAFETY & SATISFACTION**

- Committee Meeting Minutes dated September 11, 2025

**D. CULTURAL HERITAGE & COMMUNITY OUTREACH**

**E. RESEARCH**

**F. SPORTS & EVENTS**

- Sponsorships
  - Sponsorship Request for Marianas Open 2026
    - **MOTION:**  
Motion to approve the Marianas Sport Jiu-Jitsu Federation, Inc. grant/sponsorship request of Five Hundred Fifty Thousand Dollars (\$550,000.00) for the 2026 Marianas Pro Event Series.
    - **ISSUE:**  
Board approval required.
    - **DISCUSSION:**  
Mr. Steve Shimizu explained the history of the Marianas open, with 1,300 competitors coming in from 20 different countries for the most recent event.
    - Director Jones asked about the number of visitors the event brings in. The Marianas Open team explained that there were over 500 self-paid competitors in the most recent event.
    - Director Jones inquired if the \$550,000 was for just the event in Guam or for all the events which the Marianas Open team confirmed in the latter.

Director Jones noted that GVB is trying to expand on sports tourism, but that more metrics are needed to justify the amount of funding being requested.

Chairman Chiu inquired if they have ever received money from GVB before, to which Mr. Shimizu answered that they have received money for the event multiple times. Chairman Chiu asked if \$500,000 was given for this event two years ago, which GVB management confirmed. Chairman Chiu then asked how that money was expended, to which Mr. Shimizu replied that the paperwork for that event can be sent to the Board.

Director Jones questioned if GVB would have the money for this, to which GVB Management noted that management will have to identify the funding source.

Chairman Chiu noted that the Board may need more time to think on the motion and asked Mr. Shimizu what the timing of the event is. Mr. Shimizu noted that the Marianas Open team needs to reserve the venue for the event as soon as possible.

Chairman Chiu asked to clarify the number of events held, which Mr. Shimizu confirmed there were nine events in 2025.

**G. JAPAN**

- Committee Meeting Minutes dated October 28, 2025

**H. KOREA**

- Committee Meeting Minutes dated October 28, 2025

**I. TAIWAN**

**J. NORTH AMERICA, PACIFIC, PHILIPPINES & NEW MARKETS**

**K. MEMBERSHIP**

**L. RECOVERY COMMITTEE**

**VIII. OLD BUSINESS CORPORATION**

**IX. EXECUTIVE SESSION**

- Anticipated litigation

- Director Jones motioned to enter executive session, seconded by Director Yanagisawa. **Motion approved.**
- Director Jones motioned to end executive session, seconded by Director Cook. **Motion approved.**

X. OTHER BUSINESS

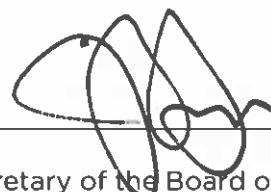
XI. AGENDA ITEMS FOR THE NEXT MEETING

XII. ANNOUNCEMENTS

- Upcoming Board Meetings: December 11, 2025, and January 22, 2026

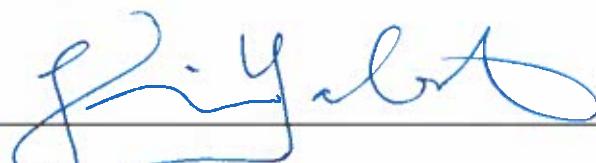
XIII. ADJOURNMENT

- Chairman Chiu called for a motion to adjourn the meeting. **Director Artero made the first motion to adjourn, seconded by Director Hofmann. Motion approved unanimously.**
- The GVB Board of Directors meeting was adjourned at 3:22PM.



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Jeffrey Jones, Secretary of the Board of Directors



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

