

MANAGEMENT REPORT

Régine Biscoe Lee, President & CEO

GVB Board of Directors Meeting
January 15, 2026

Events Schedule: January 2026



Sunday

January 11

3RD ANNUAL TOMODACHI 5K & 2K

6:30AM

Celebrate friendship at this massive community race by JCB & Ken Micronesia, Inc. and hosted by the Japanese Intl. Academy of Guam!

BEACH RUGBY TOURNAMENT

11:00AM

Catch the best local rugby players face off for the Para Todu Beach Rugby Club's 2026 tournament at Jimmy Dee's Beach Bar

TUMON NIGHT MARKET

5:00PM

The premiere one-stop spot for Sunday nights! Local food, products, and entertainment all in one place

Saturday

January 17

GUATALI LOOP HIKE

Morning

Explore the jungle of Piti and visit Guatali Falls with Guam Boonie Stompers (high difficulty)

ISLAND FEELS IN THE HILLS 4 CONCERT

Evening

Catch the Grammy-winning reggae band SOJA and local artists live on stage at Leo Palace

Events Schedule: January 2026 (Con't)



Sunday

January 18

BULLDOG COLOR RUN 5K

5:30AM

Run and support Okkodo High School's Class of 2026

G LEAGUE WOMEN'S SOCCER MATCH

2:00PM

Watch Guam's top female athletes in action at GFA Soccer Field

TUMON NIGHT MARKET

5:00PM

The premiere one-stop spot for Sunday nights! Local food, products, and entertainment all in one place

Wednesday

January 21

RUN WITH FRIENDS

6:00PM

Meet up with local runners and friends for a group run through Tumon! Meet up at Pacific Islands Club

Thursday - Sunday

January 22-25

FIFA TALENT ID WORKSHOP

TBD

Showcase your soccer skills for FIFA scouts at Hyatt Regency Guam

Saturday

January 24

AGFÅYAN RIVER HIKE

Morning

Journey through Guam's cool freshwater river with Guam Boonie Stompers

FRESKU MUSIC FESTIVAL

5:00PM

Vibe out island style with Fesku Clothing at Ypao Beach Park

Events Schedule: January 2026 (Con't)



Sunday

January 18

TUMON NIGHT MARKET

5:00PM

The premiere one-stop spot for Sunday nights! Local food, products, and entertainment all in one place

Saturday

January 24

TENJO TO TARZAN FALLS HIKE

Morning

Explore Guam's most iconic landmarks with Guam Boonie Stompers

GUAM COPA DE MARIANAS TOURNAMENT

All Day

Watch as local and international fighters compete for the Marianas Open Championship Title at UOG Calvo Field House

RESEARCH



November 2025



November 1-30, 2025

Total: 70,731 (+30.4%)

% Market Mix	Origin	2024	2025	% vs LY
52.8%	Korea	25,600	37,348	45.9%
31.8%	Japan	17,640	22,523	27.7%
6.8%	US/Hawaii	5,860	4,805	-18.0%
2.3%	Philippines	137	1,596	1065.0%
0.9%	Taiwan	251	615	145.0%
0.4%	China	248	277	11.7%
0.1%	Hong Kong	52	50	-3.8%

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

December 2025



December 1-15, 2025

Total: 42,492 (+48.3%)

% Market Mix	Origin	2024	2025	% vs LY
58.5%	Korea	13,835	24,873	79.8%
27.0%	Japan	8,845	11,486	29.9%
7.4%	US/Hawaii	3,207	3,133	-2.3%
1.2%	Philippines	507	503	-0.8%
0.4%	Taiwan	498	191	-61.6%
0.3%	China	103	134	30.1%
0.0%	Hong Kong	18	19	5.6%

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

Note: December 2025 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2025



January – December 15, 2025

Total: 728,883 (+4.1%)

% Market Mix	Origin	2024	2025	% vs LY
48.6%	Korea	356,906	353,963	-0.8%
32.3%	Japan	193,775	235,639	21.6%
10.2%	US/Hawaii	81,559	74,108	-9.1%
1.9%	Philippines	12,791	13,992	9.4%
1.1%	Taiwan	3,302	8,065	144.2%
0.6%	China	4,707	4,534	-3.7%
0.1%	Hong Kong	663	680	2.6%

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

Note: December 2025 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2026



October 2025 – December 15, 2025

Total: 175,015 (+28.7%)

% Market Mix	Origin	2025	2026	% vs LY
54.1%	Korea	67,332	94,759	40.7%
30.0%	Japan	40,866	52,487	28.4%
7.3%	US/Hawaii	14,827	12,842	-13.4%
2.0%	Philippines	3,204	3,484	8.7%
0.8%	Taiwan	910	1,480	62.6%
0.4%	China	803	786	-2.1%
0.1%	Hong Kong	125	137	9.6%

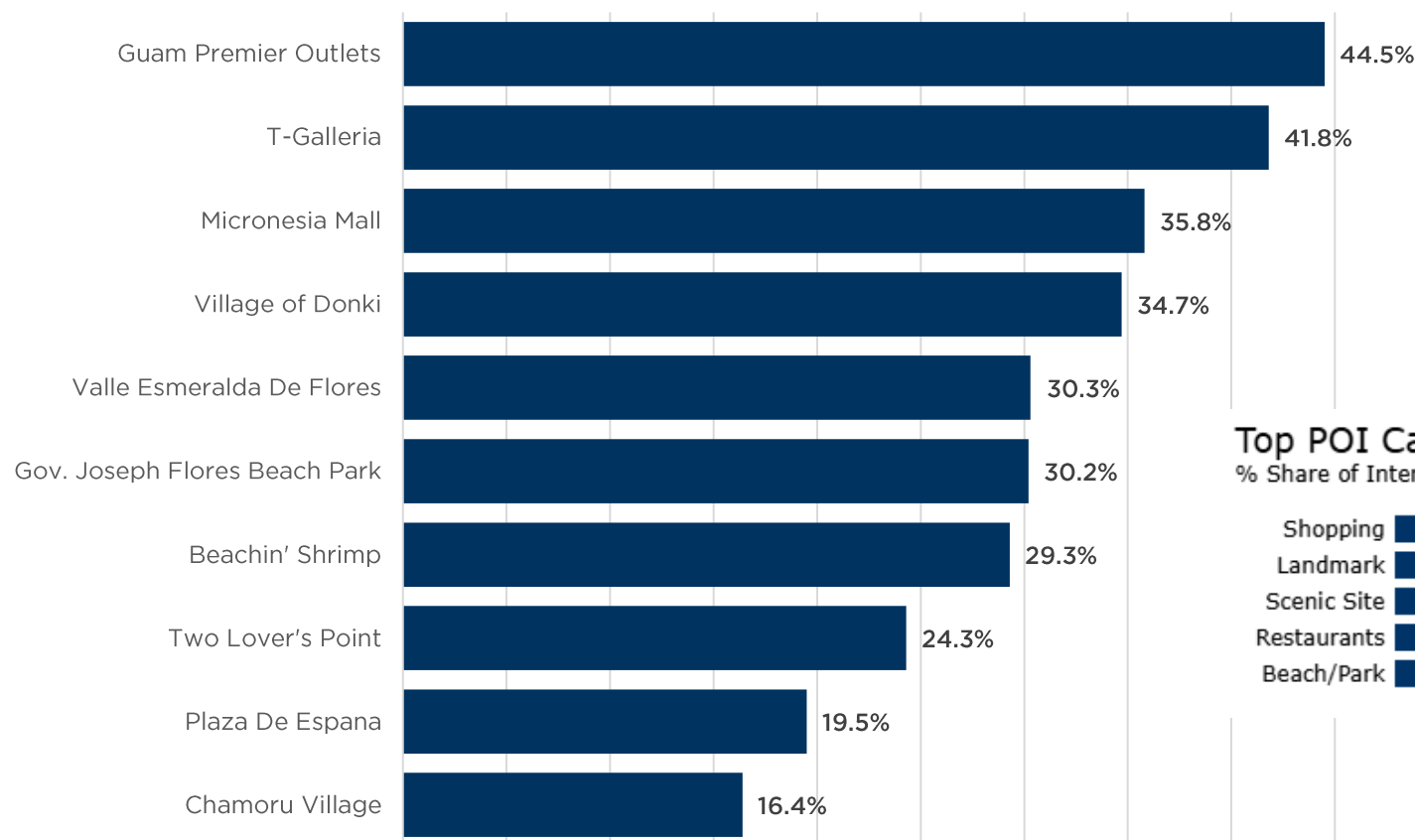
Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: December 2025 Daily Arrivals reflect Civilian Air arrivals only

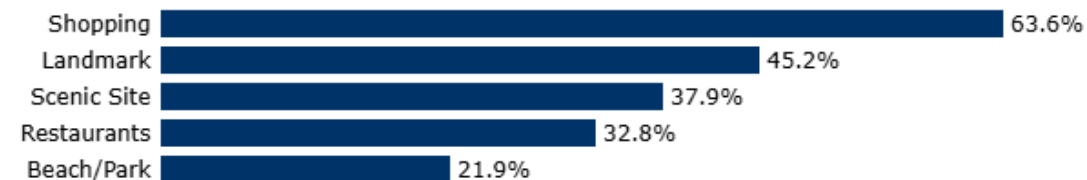
Points of Interest (POI)



Top POIs Visited (Nov. 1, 2024 to Nov. 1, 2025)



Top POI Categories Visited % Share of International Visitors



Sample Size: 8,495

Source: Azira

Points of Interest (POI)



POI Analysis by Category

Landmark

Start Date: November 01, 2024 End Date: November 01, 2025 POI Category: Landmark Dwell Filter: 15



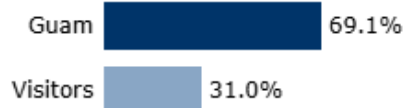
20.2%

of visitors
visited
Landmark
at least once

**Based on visitors staying 4+ hours*

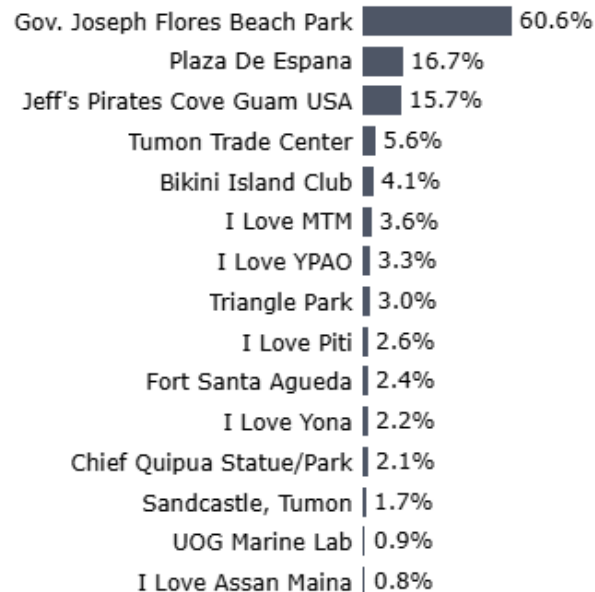
Origin Breakdown

Unique Visitors



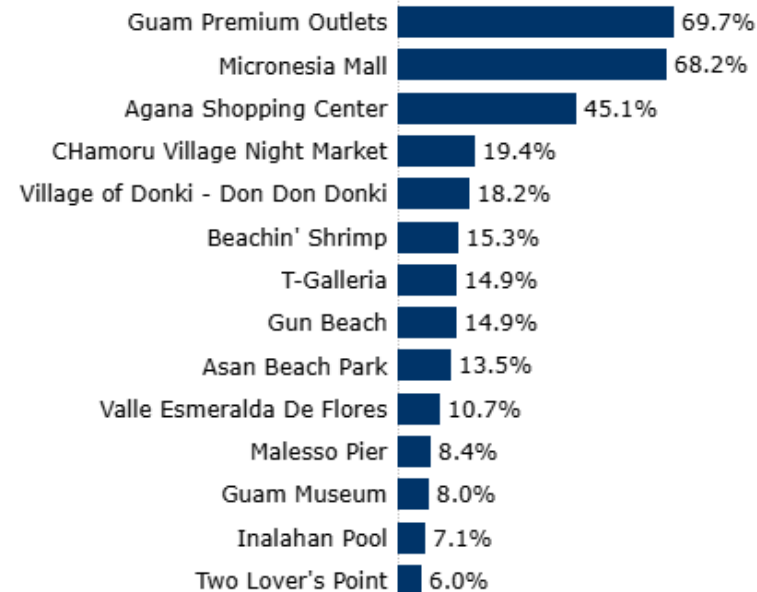
POI Split

Unique Visitors



Top Cross-Visited Points of Interest

who visited any Landmark POI



Points of Interest (POI)



POI Analysis by Category

Beach/Park

Start Date: November 01, 2024 End Date: November 01, 2025 POI Category: Beach/Park Dwell Filter: 15



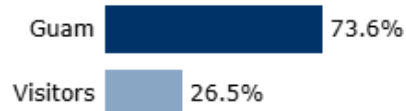
11.9%

of visitors
visited
Beach/Park
at least once

**Based on visitors staying 4+ hours*

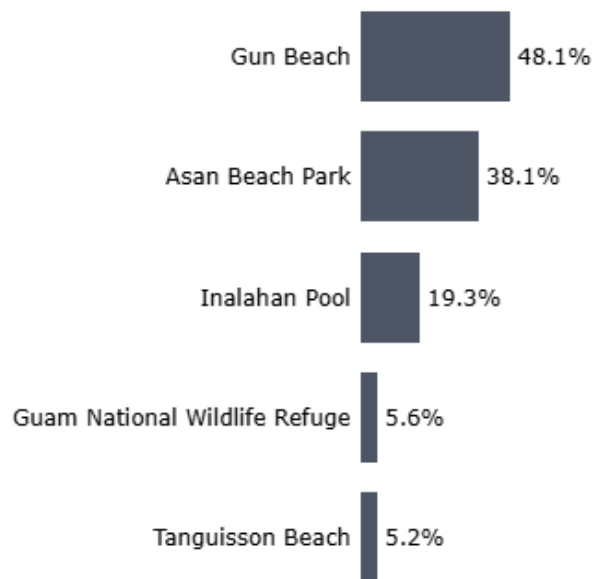
Origin Breakdown

Unique Visitors



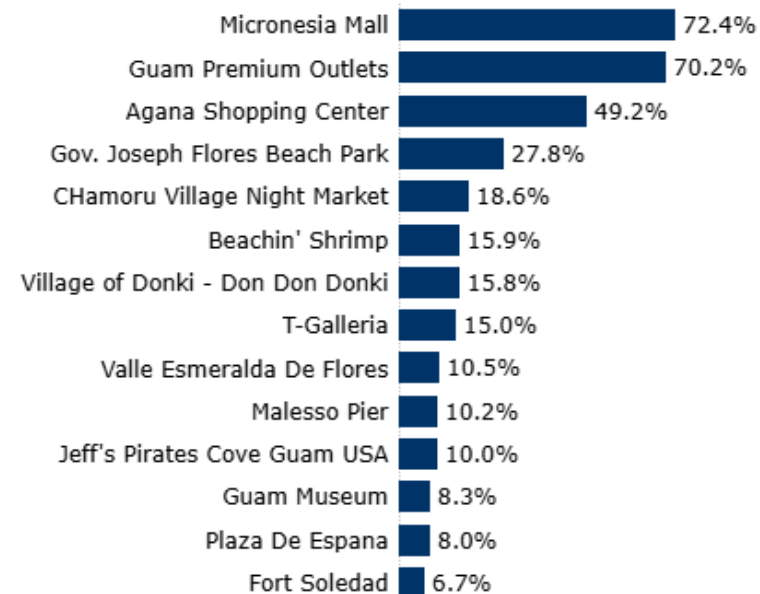
POI Split

Unique Visitors



Top Cross-Visited Points of Interest

who visited any Beach/Park POI



Sample Size: 4,676 | Source: Azira

Points of Interest (POI)



POI Analysis by Category

Scenic Site

Start Date: November 01, 2024 End Date: November 01, 2025 POI Category: Scenic Site Dwell Filter: 15



17.2%

of visitors
visited
Scenic Site
at least once

**Based on visitors staying 4+ hours*

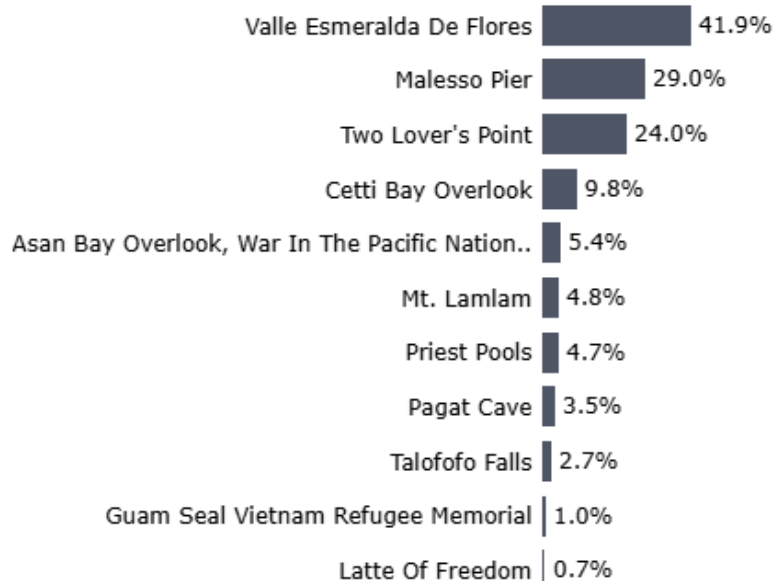
Origin Breakdown

Unique Visitors



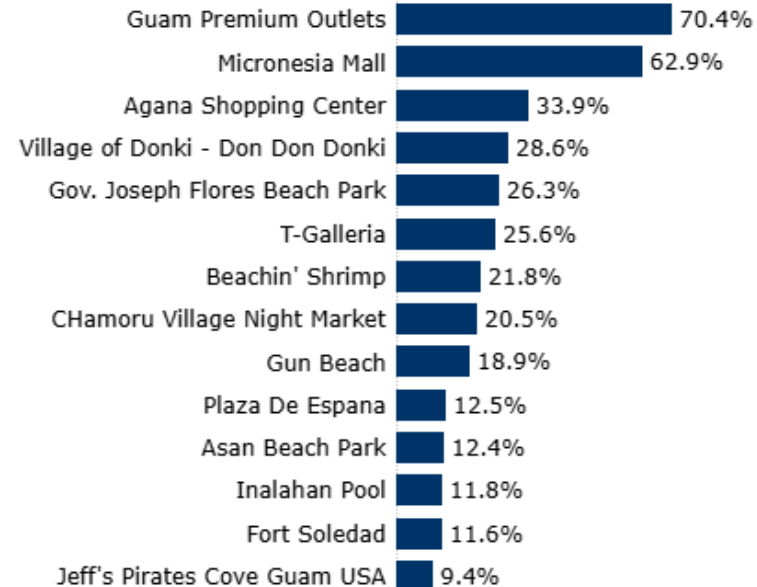
POI Split

Unique Visitors



Top Cross-Visited Points of Interest

who visited any Scenic Site POI



Sample Size: 3,468 | Source: Azira

Points of Interest (POI)



POI Analysis by Category

Catholic Church

Start Date: November 01, 2024 End Date: November 01, 2025 POI Category: Catholic Church Dwell Filter: 15

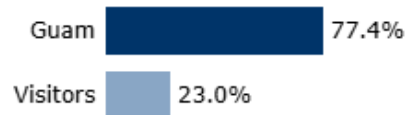


2.4%
of visitors
visited
Catholic Church
at least once

**Based on visitors staying 4+ hours*

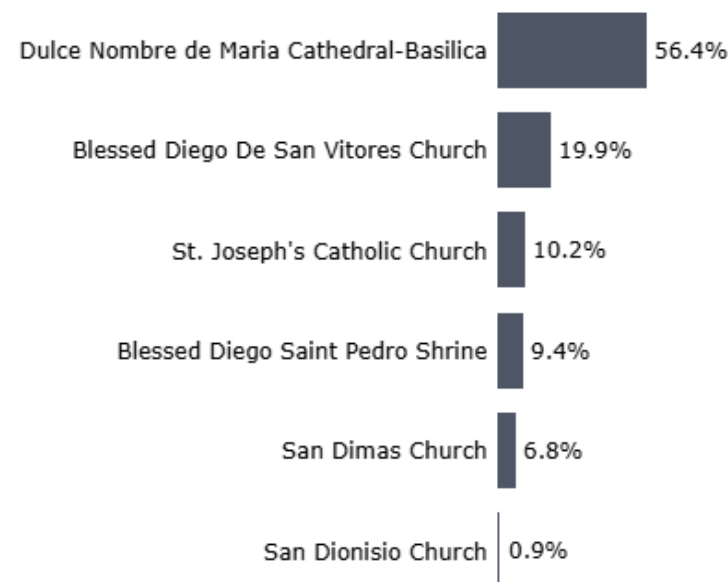
Origin Breakdown

Unique Visitors



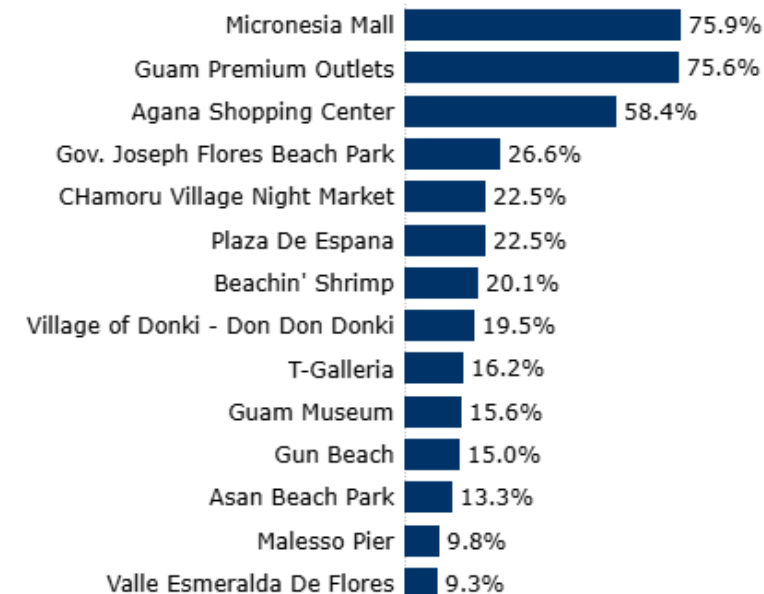
POI Split

Unique Visitors



Top Cross-Visited Points of Interest

who visited any Catholic Church POI



Sample Size: 1,082 | Source: Azira

Communications Report: December 2025

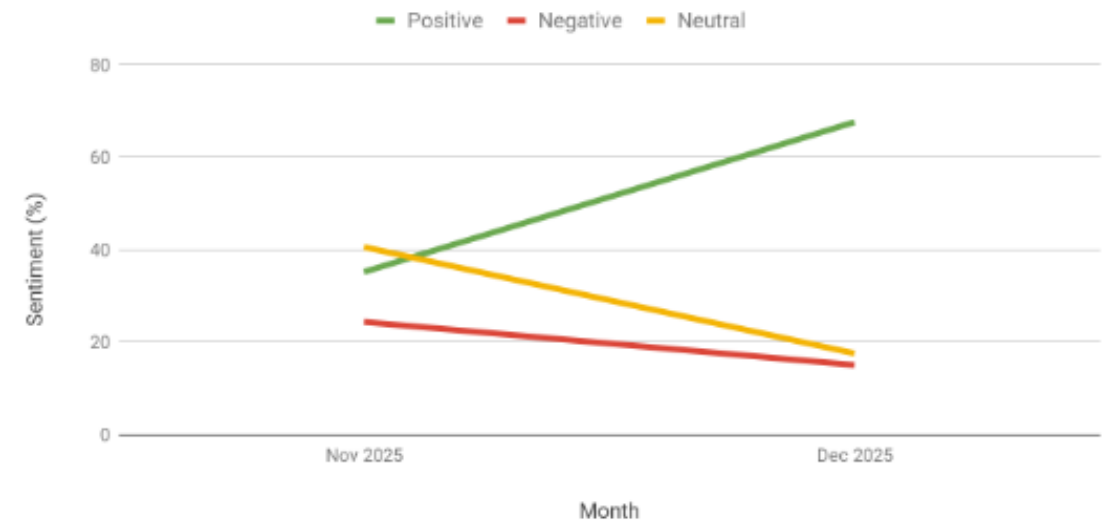


SENTIMENT ANALYSIS

OVERALL SENTIMENT PERCENTAGE

POSITIVE (Total coverage: 27)	NEUTRAL (Total coverage: 6)	NEGATIVE (Total coverage: 7)
67.5%	15.0%	17.5%

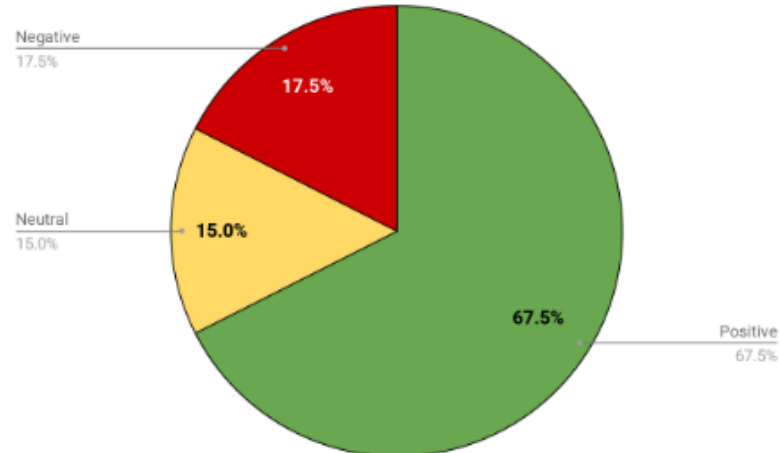
SENTIMENT PERCENTAGE BY MONTH



TOTAL NEWS COVERAGE

December 2025 - 40 pcs

- Positive: 27
- Neutral: 6
- Negative: 7



MARKETING



JAPAN



Tokyo Seminar:

Monday, January 19, 2026

Time: 1:30 PM

Venue: TKP Garden City PREMIUM
Shinagawa Takanawa-Exit
Expected Guest Count: 100

Nagoya Seminar:

Tuesday, January 20, 2026

Time: 2:00 PM

Venue: TKP Garden City PREMIUM Nagoya
Lucent Tower
Expected number of guests: 50+

Osaka Seminar & New Year Reception

Wednesday, January 21, 2026

Time: 2:00 PM

Venue: ART HOTEL Osaka Bay Tower
Expected number of guests: 50+

****24 companies/participants as of Dec 2025***

One Guam Roadshow/New Year Reception 2026 January 19-21, 2026



JAPAN



Yonino Channel Shooting: Jan 18-20, 2026
4.9M followers



Story tellers – All Stars in Guam
Shooting: Feb 24~28, 2026
7M followers



- Leverage high-impact content to cultivate future pilgrimage tours, building sustainable fan engagement and long-term travel demand through emotionally resonant storytelling and cultural relevance.

JAPAN



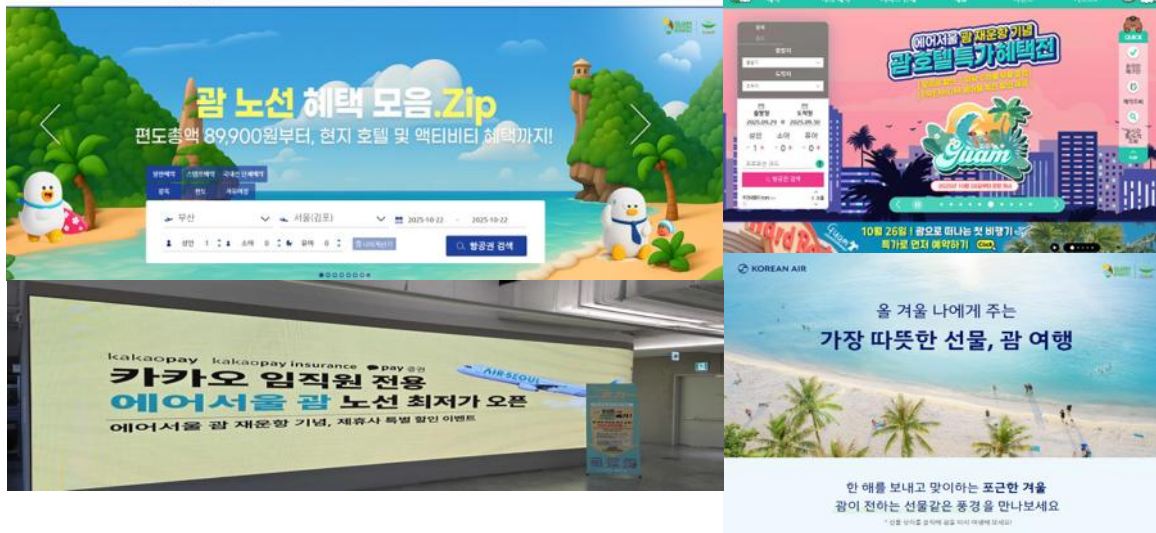
The GOGO! GUAM Hafa Adai campaign 2026 successfully launched: December 1, 2025
Strong momentum—with over 300 participants in the first few days.
GVB partner companies actively supporting the initiative with promotions across their owned media channels.



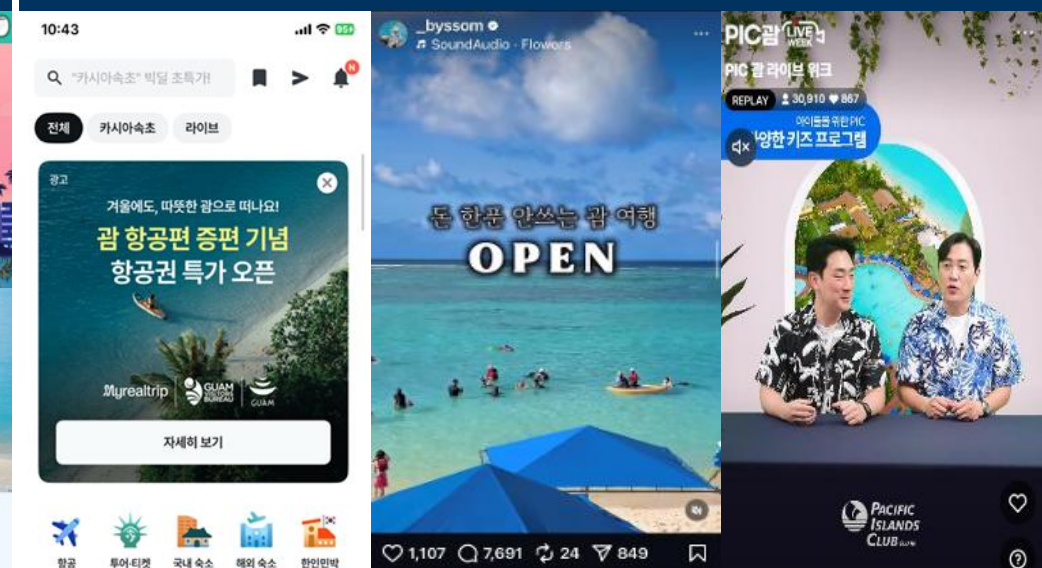
FY2026 ONGOING PROJECT: TRAVEL TRADE SUPPORT

- Period & Time: January – March 2026 (Q2)
- Channel: [Airlines](#) (Korean Air, Jin Air, Air Seoul, Air Busan) [Travel Agents](#) (Hana Tour, Mode Tour, Very Good Tour, YB Tour, NOL Universe etc.)
- Objective:
 - [Collaborate with airline partners to stabilizing existing routes, support promotional campaigns, and expand seat capacity.](#)
 - Develop co-op promotions with airlines and major travel agencies to [stimulate travel demand during Q2.](#)
 - Utilize partner-owned media, online platforms, and home-shopping/live commerce channels to [widen access to Guam travel products.](#)
 - Build sustained collaboration with airlines and travel agencies to ensure stable demand recovery and continuous Guam market expansion.

Airline promotion



TA Promotion



FY2026 UPCOMING PROJECT: GVB KOREA NEW YEAR APPRECIATION

- Period : February 5, 2026 (17:30 – 20:30 pm)
- Venue: Arzu Cheongdam, Seoul, Korea
- No. of participants: Approx. 150pax (Travel trade partners, media, digital influencers, major partners)
- Program: Opening remarks, GVB Korea presentation, [Scent of Guam project & Perfume Introduction](#), Dinner, Lucky draw
- Scheme:
 - [Host an appreciation and networking event to strengthen relationships with key GVB partners and stakeholders.](#)
 - Showcase the newly developed Guam scents as a new experiential branding element and promotional asset.
 - [Present the FY2026 marketing roadmap, highlighting Guam's sports-driven campaigns and destination positioning.](#)
 - Officially introduce the sports ambassador as part of Guam's sports tourism branding strategy.
 - Create meaningful engagement opportunities through networking to reinforce Guam's value as a preferred travel destination.

GVB Korea New Year Celebration Party Reference Photos



FY2026 UPCOMING PROJECT: GUAM CONTENT PRODUCTION - THE WORLD THEME TOUR

- Period: Shooting Schedule: February 5-14, 2026 (Tentative) / Broadcast Airing: Late April 2026 (Tentative)
- Media: EBS World Theme Tour
- Theme: Guam, the Playground for next chapter (Tentative)
- Deliverables: 2 Guam-featured episodes (50 minutes each)
- Contents:
 - ✓ Background of Chamorro heritage
 - ✓ Island of retreat
 - ✓ Hidden gem in Guam
 - ✓ How Local People enjoy their life on the island
 - ✓ Local Experiences infused with Chamorro culture
 - ✓ Experiencing Guam's Outdoor Lifestyle like a local
- Objective:
 - To expand media exposure by introducing Guam through EBS broadcast programs, allowing viewers to experience the destination in a more authentic and engaging way through video storytelling.
 - To present Guam to potential travelers through broadcast content that reflects the island's leisure offerings, outdoor experiences, local culture, and everyday Chamorro life.
 - To reach consumers through the program's broadcast exposure and strengthen Guam's overall brand image across a broad audience.

The World Theme Tour Reference



CNY Charter Flights

As of 1/12/26

Travel Agency		Dates	Duration	Price (NT\$)	CNY Charter Seats Sold
Lion Travel		Feb 15 Feb 19	5 Days	56,800 (appox. USD\$1900) Price update: from \$39,990 (approx. USD\$ 1290).	Starlux: 176 seats per flight <ul style="list-style-type: none"> 2/15: All Sold Out 2/19: 167 seats sold, 9 seats remaining
Sunny World		Feb 14 Feb 18	5 Days	53,000 Appx. \$1800 USD	Starlux: 88 seats per flight <ul style="list-style-type: none"> 2/14: Sold Out 2/18: Sold Out
Spunk Travel		Feb 14 Feb 18	5 Days	71,888 Appx. \$2400 USD	Starlux: 88 seats per flight <ul style="list-style-type: none"> 2/14: Sold Out 2/18: Sold Out
Phoenix Tour		Feb 14 Feb 18	4 Days 5 Days	48,800 (appx. USD \$1650) Price update: from \$39,999 (approx. USD\$ 1290).	UA: 75 seats per flight (<i>Regular Charter Flight</i>) <ul style="list-style-type: none"> 2/14: 63 seats sold, 12 seats remaining. 2/18: Sold Out

Upcoming Festival - Preparations

- **Taipei Lantern Festival**

- Event Date: Feb 26 – Mar 15, 2026
- Location: Taipei Expo Park



- **Sunshine Island Vibes Festival**

- Event Date: March 6-8, 2026
- Location: Kaohsiung



GVB Taiwan Fam Tour

- Date: January 10 – 17, 2026
- The new GVB Taiwan representatives will be on Guam for a Marketing Rep Fam Tour. This effort will provide overseas representatives with firsthand knowledge and experience of the island's product offerings.
- The essential visit will include hotel site inspections, local activities, and engagement with tourism partners to better equip them for promoting Guam within the Taiwan Market.

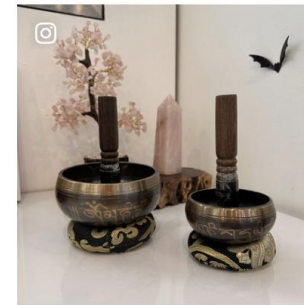
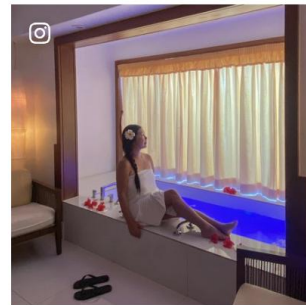


MARKETING



GUAM WELLNESS ISLAND: “WELCOME TO WELLNESS” CAMPAIGN

- Campaign Period: April 1-30, 2026
- Promotion Channels: Consumer website, OOH/media advertisements, SNS
- Objectives:
 - Position Guam as a premier wellness destination, encouraging visitors and residents to reconnect through the best of Guam’s wellness, movement, culture, nature, and culinary experiences.
 - Promote GVB and industry member wellness offerings and programs through a dedicated consumer website and calendar of local events
- Member outreach:
 - Industry members are encouraged to create, offer, and promote their wellness-themed programming or experiences for visitors and residents.
- Major Categories: Culinary & Nutrition / Fitness & Lifestyle / Mindfulness & Restoration



DESTINATION DEVELOPMENT



MAINTENANCE



Beach Tractor has been repaired.
Operations have officially
resumed as of 1/13/2026

Inalåhan Village Sign Restoration



VISITOR SAFETY



Visitor Safety Officers at Merizo Pier, Fort Apugan, Inalåhan pool and Fort Soledad





Tumon Night Market – January 18, 2026



39 Vendors

16 Food Trucks

Activities:

Slingstone, Goats & Giggles,
Pitshop Pitter, Coconut Husking,
Weaving, Farmers Market,
Caricature, Muse

Entertainment:

Vintage Band

Blush

DJ Samurai



2026 Ko'ko' Registration Update



GVB Ko'ko Kids Run

Nations Statistics

Nation.Name	.6K (4 to 6)	1.6K (7 to 9)	3.3K (10 to 12)	Total
Guam	1	1		2
Hanguk		1		1
Pilipinas	2		1	3
Total	3	2	1	6



EARLY REGISTRATION OPEN!



2026 KO'KO' WEEKEND



KIDS FUN RUN
SATURDAY, APRIL 11, 2026



HALF MARATHON
& 5K EKIDEN RELAY
SUNDAY, APRIL 12, 2026

 GOVERNOR JOSEPH FLORES MEMORIAL PARK (YPAO BEACH) TUMON, GUAM

FOR MORE INFORMATION, GO TO [VISITGUAM.COM/KOKO](https://visitguam.com/koko)



2026 Ko'ko Road Race

Nations Statistics

Nation.Name	Ekiden (Team Relay)	Half Marathon	Total
American Samoa		1	1
Guam	4	32	36
Hanguk		14	14
Nippon		22	22
Pilipinas		1	1
T'ai-wan		3	3
United Kingdom		1	1
United States of America		24	24
Total	4	98	102

2026 Ko'ko Road Race

Age Group Statistics

AgeGroup1.Name	Ekiden (Team Relay)	Half Marathon	Total
Female 14-19		1	1
Female 20-29		15	15
Female 30-39		21	21
Female 40-49		8	8
Female 50-59		3	3
Female 60-69		1	1
Male 20-29	1	12	13
Male 30-39	2	22	24
Male 40-49	1	7	8
Male 50-59		5	5
Male 60-69		2	2
Male 70 & Over		1	1
Total	4	98	102

Upcoming January Events



Country	GI	NO GI	TOTAL
Guam	157	87	244
US	90	47	137
Japan	5	0	5
CNMI	5	3	8
Puerto Rico	6	4	10
Finland	2	0	2
Korea	2	0	2
Chinese Taipei	1	0	1
Micronesia FSM	0	2	1
	268	143	410



January 31st @ UOG Fieldhouse

FINANCIAL UPDATE



Financial Update – Revenues



Guam Visitors Bureau
(Unaudited)
As of December 31, 2025

REVENUES	<u>Fiscal Year to Date</u>		
	Dec. 2025	Dec. 2024	Chng. %
Revenue - GovGuam Appropriations	\$ 7,243,172	\$ 7,269,313	0%
Revenue - Airline Incentive Fund	\$ 3,833,335	\$ -	100%
Revenue - Federal (ARP)	\$ 1,242,902	\$ 496,710	150%
Revenue - Consumption Tax Refund	\$ 439,660	\$ 327,984	34%
Other Income	\$ 195,362	\$ 337,886	-42%
Revenue - Interest Income - TCD	\$ 61,176	\$ 23,790	157%
Revenue - Membership Dues	\$ 31,700	\$ 52,100	-39%
Revenue - Participation Fees	\$ 4,000	\$ -	100%
Revenue - Interest Income - Checking	\$ 2,254	\$ 2,898	-22%
Revenue - Ko'Ko Race Fees	\$ 2,135	\$ -	100%
Revenue - GMIF Vendor Fees	\$ -	\$ -	100%
Revenue - In-Kind Contributions	\$ -	\$ 72,887	-100%
Revenue - Interest Income Cultural and Sports	\$ -	\$ -	100%
Revenue - Gain/Loss on CD Raymond James	\$ (23)	\$ (323)	-93%
Revenue - Gain/Loss on Foreign Exchange Transaction	\$ (1,320)	\$ 2,333	-157%
Total Revenue	<u>\$ 13,054,354</u>	<u>\$ 8,585,579</u>	<u>52%</u>

Financial Update – Expenses per Market



Guam Visitors Bureau Expenses by Department (Unaudited) As of December 31, 2025

EXPENSES - MARKETING	<u>Fiscal Year to Date (Oct. to Dec.)</u>		
	Dec. 2025	Dec. 2024	Chng. %
Korea	\$ 1,901,722	\$ 1,166,564	63%
Taiwan	\$ 1,520,755	\$ 303,292	401%
Japan	\$ 762,897	\$ 679,770	12%
Philippines	\$ 66,248	\$ 32,051	107%
Global Website	\$ 49,515	\$ 95,066	-48%
Print Promo	\$ 12,648	\$ 6,954	82%
Social Media	\$ 9,788	\$ 45,870	-79%
North America	\$ 6,226	\$ 70,186	-91%
Pacific	\$ 5,514	\$ 19,991	-72%
New Market Development	\$ 5,448	\$ 21,216	-74%
	<u>\$ 4,340,761</u>	<u>\$ 2,440,960</u>	<u>78%</u>

Financial Update – Expenses per Program



Guam Visitors Bureau Expenses by Department (Unaudited) As of December 31, 2025

EXPENSES - DESTINATION	<u>Fiscal Year to Date (Oct. to Dec.)</u>		
	Dec. 2025	Dec. 2024	Chng. %
Visitor Safety	\$ 505,413	\$ 483,192	5%
Destination Management	\$ 391,887	\$ 1,392,355	-72%
Sports & Events	\$ 263,346	\$ 227,950	16%
Culture & Heritage	\$ 22,675	\$ 61,719	-63%
	<u>\$ 1,183,322</u>	<u>\$ 2,165,216</u>	<u>-45%</u>

EXPENSES - RESEARCH & ADMIN	<u>Fiscal Year to Date (Oct. to Dec.)</u>		
	Dec. 2025	Dec. 2024	Chng. %
Research	\$ 182,872	\$ 75,066	144%
Administration	\$ 1,685,654	\$ 1,840,573	-8%

SI YU'OS MA'ÅSE'

