

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

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

6:30AM

BEACH RUGBY TOURNAMENT

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

11:00AM

TUMON NIGHT MARKET

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

5:00PM

Saturday

January 17

GUATALI LOOP HIKE

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

Morning

ISLAND FEELS IN THE HILLS 4 CONCERT

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

Evening

Events Schedule: January 2026 (Con't)



| | |
|---|---------------|
| Sunday | January 18 |
| BULLDOG COLOR RUN 5K Run and support Okkodo High School's Class of 2026 | 5:30AM |
| G LEAGUE WOMEN'S SOCCER MATCH Watch Guam's top female athletes in action at GFA Soccer Field | 2:00PM |
| TUMON NIGHT MARKET The premiere one-stop spot for Sunday nights! Local food, products, and entertainment all in one place | 5:00PM |
| Wednesday | January 21 |
| RUN WITH FRIENDS Meet up with local runners and friends for a group run through Tumon! Meet up at Pacific Islands Club | 6:00PM |
| Thursday - Sunday | January 22-25 |
| FIFA TALENT ID WORKSHOP Showcase your soccer skills for FIFA scouts at Hyatt Regency Guam | TBD |
| Saturday | January 24 |
| AGFÅYAN RIVER HIKE Journey through Guam's cool freshwater river with Guam Boonie Stompers | Morning |
| FRESKU MUSIC FESTIVAL Vibe out island style with Fesku Clothing at Ypao Beach Park | 5:00PM |

Events Schedule: January 2026 (Con't)



Sunday

January 18

TUMON NIGHT MARKET

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

5:00PM

Saturday

January 24

TENJO TO TARZAN FALLS HIKE

Explore Guam's most iconic landmarks with Guam Boonie Stompers

Morning

GUAM COPA DE MARIANAS TOURNAMENT

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

All Day

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% |

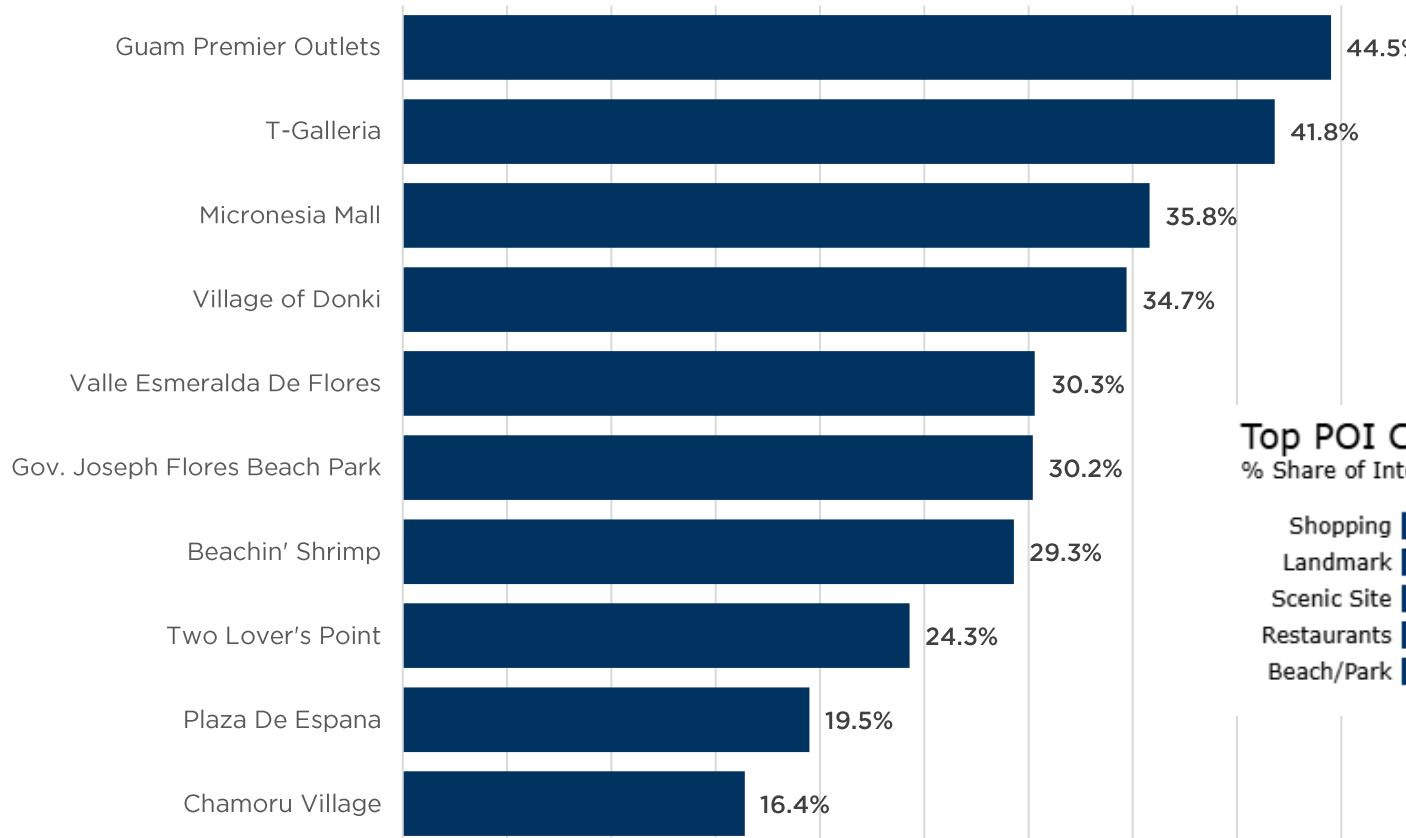
Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: December 2025 Daily Arrivals reflect Civilian Air arrivals only

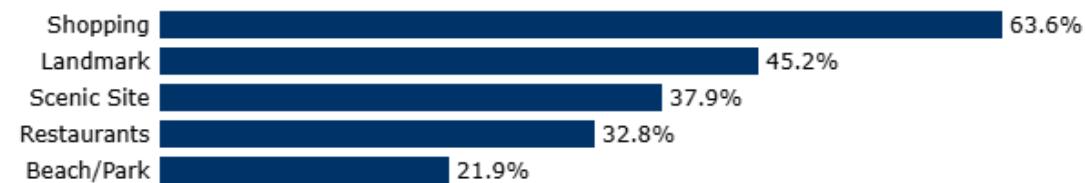
Points of Interest (POI)



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 | End Date | POI Category | Dwell Filter |
|-------------------|-------------------|--------------|--------------|
| November 01, 2024 | November 01, 2025 | Landmark | 15 |



20.2%
of visitors
visited
Landmark
at least once

*Based on visitors staying 4+ hours

Origin Breakdown

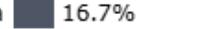
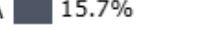
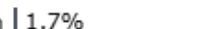
Unique Visitors

Guam  69.1%

Visitors  31.0%

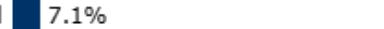
POI Split

Unique Visitors

| | |
|-------------------------------|--|
| Gov. Joseph Flores Beach Park |  60.6% |
| Plaza De Espana |  16.7% |
| Jeff's Pirates Cove Guam USA |  15.7% |
| Tumon Trade Center |  5.6% |
| Bikini Island Club |  4.1% |
| I Love MTM |  3.6% |
| I Love YPAO |  3.3% |
| Triangle Park |  3.0% |
| I Love Piti |  2.6% |
| Fort Santa Agueda |  2.4% |
| I Love Yona |  2.2% |
| Chief Quipua Statue/Park |  2.1% |
| Sandcastle, Tumon |  1.7% |
| UOG Marine Lab |  0.9% |
| I Love Assan Maina |  0.8% |

Top Cross-Visited Points of Interest

who visited any Landmark POI

| | |
|----------------------------------|---|
| Guam Premium Outlets |  69.7% |
| Micronesia Mall |  68.2% |
| Agana Shopping Center |  45.1% |
| CHamoru Village Night Market |  19.4% |
| Village of Donki - Don Don Donki |  18.2% |
| Beachin' Shrimp |  15.3% |
| T-Galleria |  14.9% |
| Gun Beach |  14.9% |
| Asan Beach Park |  13.5% |
| Valle Esmeralda De Flores |  10.7% |
| Maesso Pier |  8.4% |
| Guam Museum |  8.0% |
| Inalahan Pool |  7.1% |
| Two Lover's Point |  6.0% |

Sample Size: 6,740 | Source: Azira

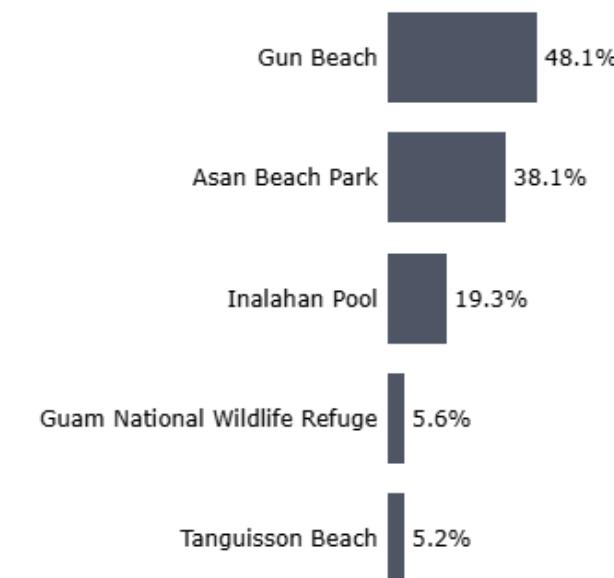
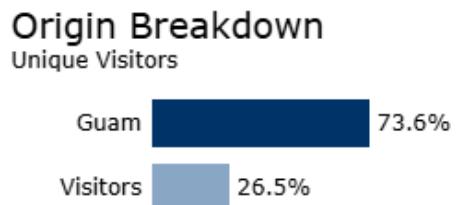
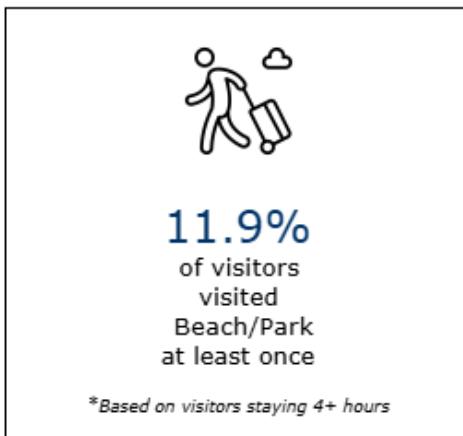
Points of Interest (POI)



POI Analysis by Category

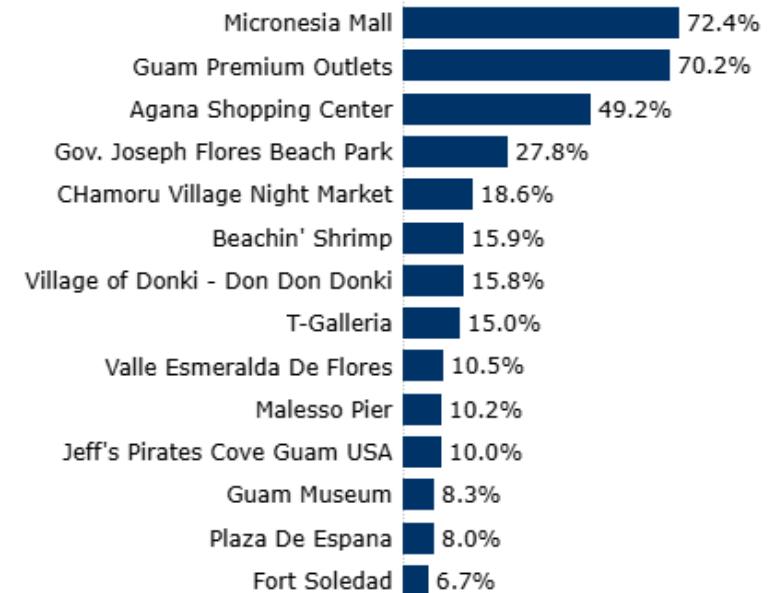
Beach/Park

| Start Date | End Date | POI Category | Dwell Filter |
|--|--|---|---------------------------------|
| <input type="text" value="November 01, 2024"/> | <input type="text" value="November 01, 2025"/> | <input type="text" value="Beach/Park"/> | <input type="text" value="15"/> |



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

Guam 49.6%

Visitors 50.6%

POI Split

Unique Visitors

| | |
|---|-------|
| Valle Esmeralda De Flores | 41.9% |
| Malessos Pier | 29.0% |
| Two Lover's Point | 24.0% |
| Cetti Bay Overlook | 9.8% |
| Asan Bay Overlook, War In The Pacific National Monument | 5.4% |
| Mt. Lamlam | 4.8% |
| Priest Pools | 4.7% |
| Pagat Cave | 3.5% |
| Talofofo Falls | 2.7% |
| Guam Seal Vietnam Refugee Memorial | 1.0% |
| Latte Of Freedom | 0.7% |

Top Cross-Visited Points of Interest

who visited any Scenic Site POI

| | |
|----------------------------------|-------|
| Guam Premium Outlets | 70.4% |
| Micronesia Mall | 62.9% |
| Agana Shopping Center | 33.9% |
| Village of Donki - Don Don Donki | 28.6% |
| Gov. Joseph Flores Beach Park | 26.3% |
| T-Galleria | 25.6% |
| Beachin' Shrimp | 21.8% |
| Chamoru Village Night Market | 20.5% |
| Gun Beach | 18.9% |
| Plaza De Espana | 12.5% |
| Asan Beach Park | 12.4% |
| Inalahan Pool | 11.8% |
| Fort Soledad | 11.6% |
| Jeff's Pirates Cove Guam USA | 9.4% |

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

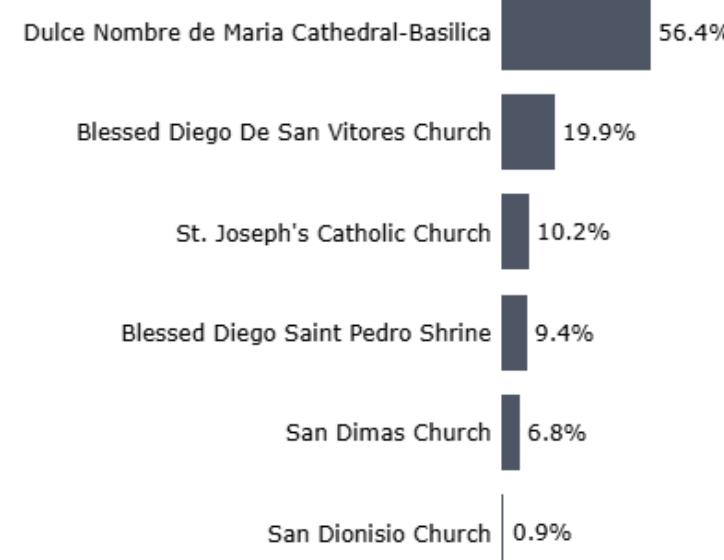
Unique Visitors

Guam 77.4%

Visitors 23.0%

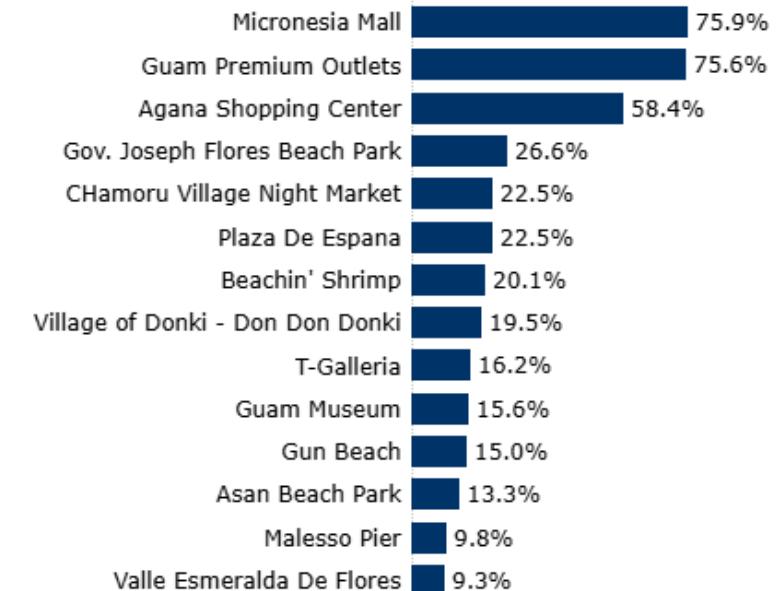
POI Split

Unique Visitors



Top Cross-Visited Points of Interest

who visited any Catholic Church POI



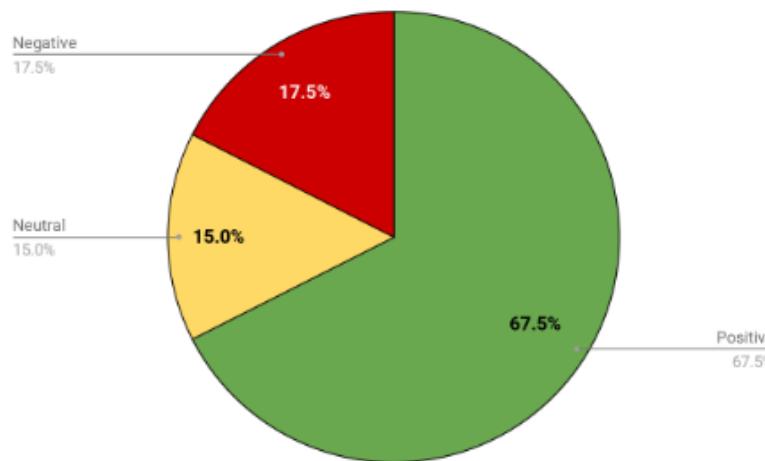
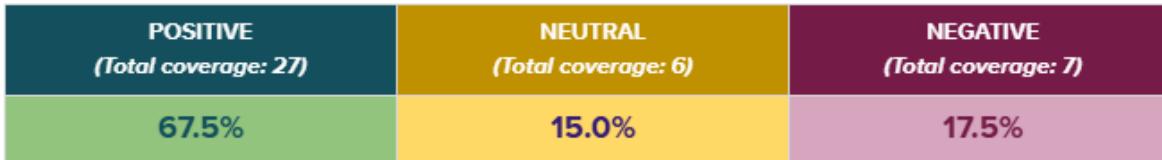
Sample Size: 1,082 | Source: Azira

Communications Report: December 2025



SENTIMENT ANALYSIS

OVERALL SENTIMENT PERCENTAGE

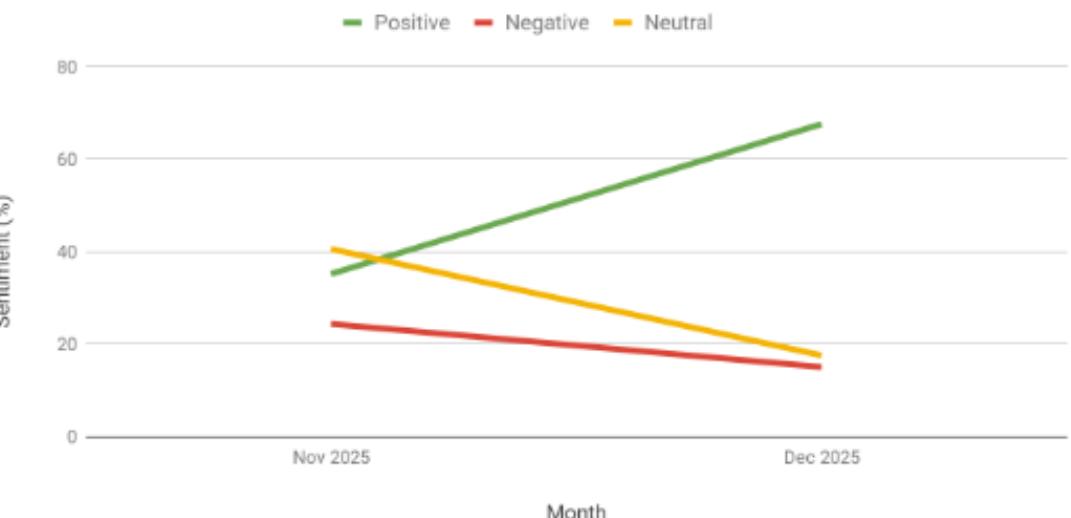


TOTAL NEWS COVERAGE

December 2025 - 40 pcs

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

SENTIMENT PERCENTAGE BY MONTH



MARKETING



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.

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.




GO GO GUAM
ハファディキヤンペーン

グアム現地で使える\$30クーポンをプレゼント！

GO GO GUAM PAY! グアムでゴアゴア現地で使える\$30クーポンをプレゼント！

GO GO GUAM PAY! レストランなど使えるお一人様あたり30ドル分の電子クーポンをプレゼント！

2人なら60ドル分プレゼント！



ANA Inspiration of JAPAN

GO GO GUAM PAY! 先着75名様限定！

GO GO GUAM PAY! 30ドル分のクーポン(お1人様あたり)をプレゼント！

GO GO GUAM PAY! 30ドル分のクーポンを先着順にプレゼント！

クーポン獲得はこちる ▶

※外部サイトに移動します。



ユナイテッド航空サイトでグアム行きをご予約の先着2,000名様に！

GUAM PAY プレゼントキャンペーン！

もれなくグアムで使えるクーポン \$30を進呈

GUAM PAY プレゼントキャンペーン！

先着2,000名様に！ もれなくグアムで使えるクーポン \$30プレゼント！

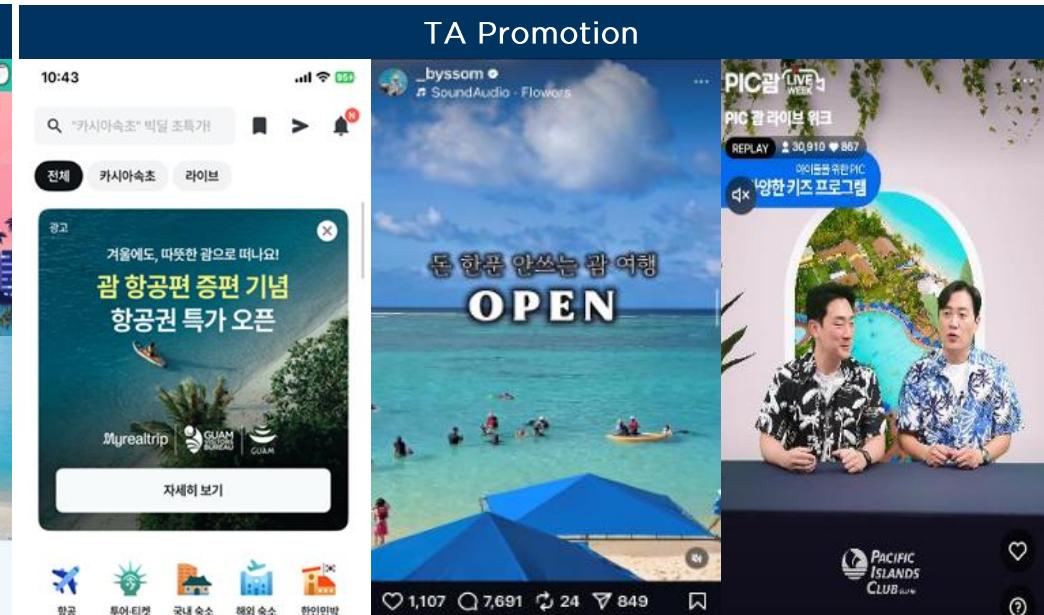
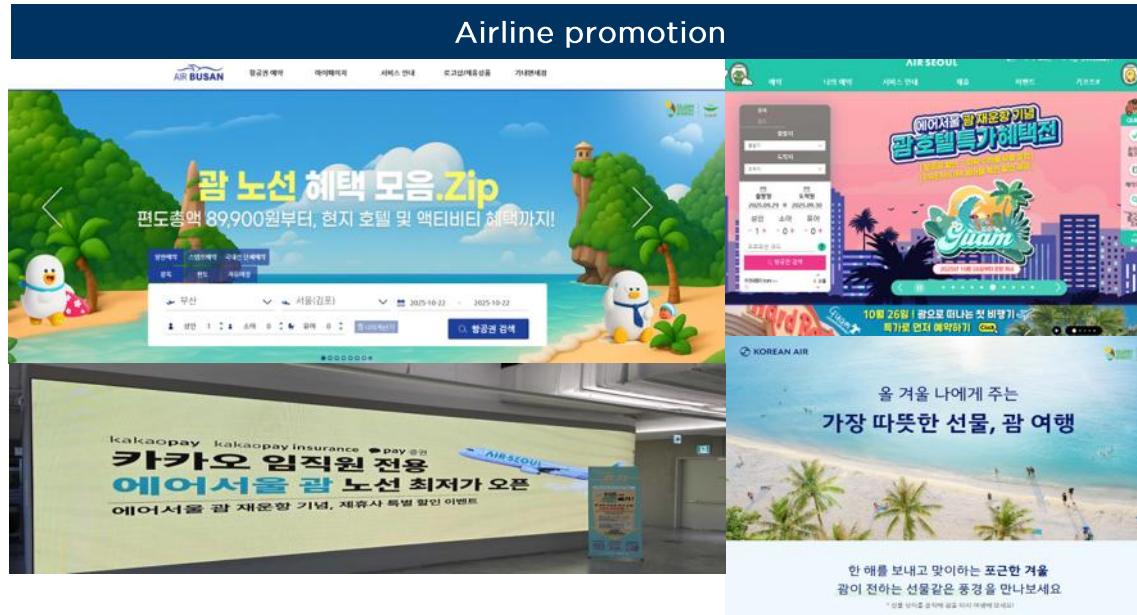
12月限定 オリジナル壁紙プレゼント！

SAIPANの美しい海で特別なひとときを 日本から世界へ！ネットワークのご案内

NEW! 航空券を検索

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 stabilize 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.



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 • 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 • 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 • 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>) • 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



GBV 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

MAINTENANCE



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 |



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 |
| Tai-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

| Age Group 1.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 | \$ 13,054,354 | \$ 8,585,579 | 52% |

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% |
| | \$ 4,340,761 | \$ 2,440,960 | 78% |

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% |
| | \$ 1,183,322 | \$ 2,165,216 | -45% |

| 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% |

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