



## REGULAR BOARD OF DIRECTORS MEETING

Thursday, January 15, 2026 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

- The GVB Board of Directors meeting was called to order at 1:38PM.

### II. ROLL CALL

- In-Person: George Chiu, Jeff Jones, Clifford Guzman, Ho Eun, Robert Hofmann, Michelle Merfalen, Mike Sgro, Ken Yanagisawa, Joanne Brown
- Online: Joaquin Cook
- Absent: Brian Artero

### III. MINUTES OF THE PREVIOUS MEETING (December 11, 2025)

- Motion to approve meeting minutes dated December 11, 2025 made by Director Jones and seconded by Director Hofmann. Motion approved.

### IV. EXECUTIVE SESSION

- Confidential regulatory matter, anticipated personnel litigation
- Executive session canceled for this board meeting due to non-attendance of GVB legal counsel.

### V. ACTION BY THE BOARD

### VI. CHAIRMAN'S REPORT

- Chairman Chiu recognized the GVB Taiwan team member, Jessica Chang. The Chairman acknowledged that this meeting is the first of the year and thanked Director Eun for his tourism presentation at the Guam Chamber of Commerce Economic Forum that morning, noting that the December arrival numbers are a step in the right direction.

### VII. MANAGEMENT REPORT

## MANAGEMENT REPORT

Régine Biscoe Lee, President & CEO  
GVB Board of Directors Meeting  
January 15, 2026

### Events Schedule: January 2026

Sunday		January 11
<b>3RD ANNUAL TOMODACHI 5K &amp; 2K</b>		6:30AM
Celebrate friendship at this massive community race by JCB & Ken Micronesia Inc. and hosted by the Japanese Int'l Academy of Guam!		
<b>BEACH RUGBY TOURNAMENT</b>		11:00AM
Catch the best local rugby players face off for the Pura Todu Beach Rugby Club's 2026 tournament at Jimmy Dera'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
<b>GUATALI LOOP HIKE</b>		Morning
Explore the jungle of Guam and visit Guatali Falls with Guam Boonie Stompers (high difficulty)		
<b>ISLAND FEELS IN THE HILLS 4 CONCERT</b>		Evening
Catch the Guam-native winning reggae band SOJA and local artists live on stage at Leo Palace		

### Events Schedule: January 2026 (Con't)

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

### Events Schedule: January 2026 (Con't)

Sunday	January 18
<b>TUMON NIGHT MARKET</b>	5:00PM
The premiere one-stop spot for Sunday nights! Local food, products, and entertainment all in one place	
Saturday	January 24
<b>TENJO TO TARZAN FALLS HIKE</b>	Morning
Explore Guam's most iconic landmarks with Guam Boonie Stompers	
<b>GUAM COPA DE MARIANAS TOURNAMENT</b>	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%)



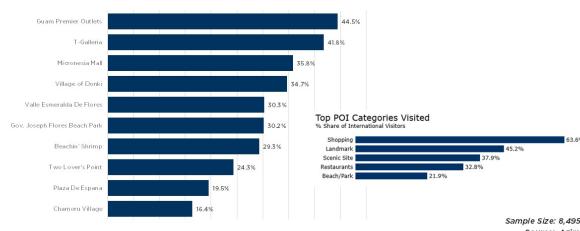
% Market Mix	Origin	2025	2026	% vs LY
54.1%	Korea	67,332	94,759	40.7%
30.0%	Japan	40,866	52,487	28.4%
7.3%	US/Hawaii	14,827	12,842	-13.4%
2.0%	Philippines	3,204	3,484	8.7%
0.8%	Taiwan	910	1,480	62.6%
0.4%	China	803	786	-2.1%
0.1%	Hong Kong	125	137	9.6%

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)



Sample Size: 8,495

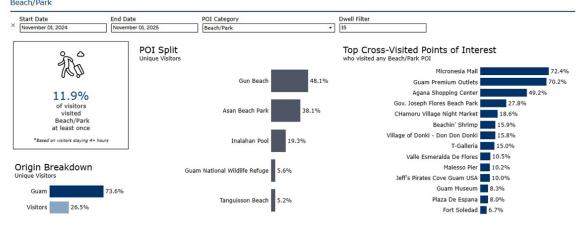
Source: Azira

## Points of Interest (POI)

POI Analysis by Category

## Points of Interest (POI)

POI Analysis by Category



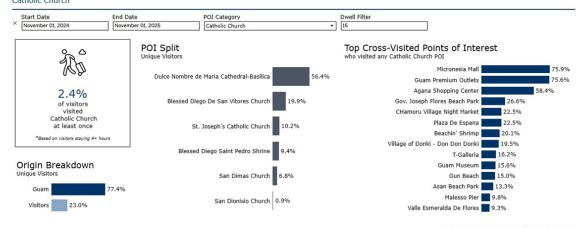
Sample Size: 4,676 | Source: Azira

## Points of Interest (POI)

POI Analysis by Category

## Points of Interest (POI)

POI Analysis by Category



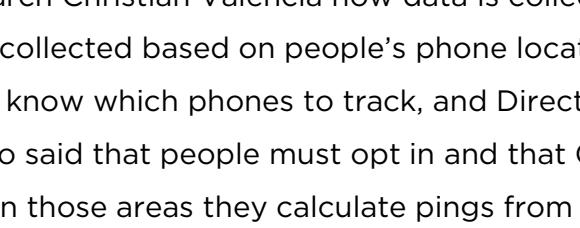
Sample Size: 3,468 | Source: Azira

## Points of Interest (POI)

POI Analysis by Category

## Points of Interest (POI)

POI Analysis by Category

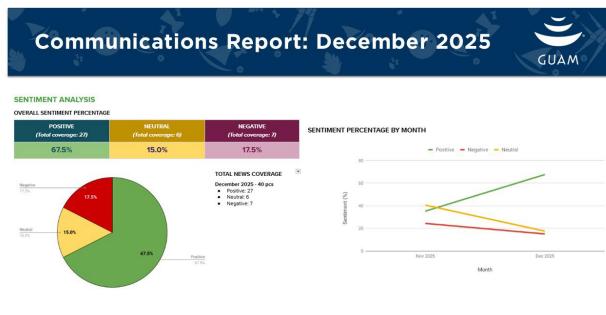


Sample Size: 1,062 | Source: Azira

- Chairman Chiu asked Director of Research Christian Valencia how data is collected, to which Mr. Valencia replied that data is collected based on people's phone locations. Chairman Chiu further asked how they know which phones to track, and Director of Global Marketing Nadine Leon Guerrero said that people must opt in and that GVB creates the geofenced areas, and within those areas they calculate pings from people's phones.



- Director Yanagisawa asked about why the Tumon Night Market is not one of the included locations. GVB President and CEO Régine Biscoe Lee noted the Tumon Night Market did not exist during the time of this project's creation.



**JAPAN**

Tokyo Seminar: Monday, January 19, 2026  
Time: 1:30 PM  
Venue: TKP Garden City PREMIUM  
Shinagawa, Takanawa-Ext  
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.

- Director Yanagisawa noted that the Yonino channel is a trend and the people in it are from a famous idol group, noting that their way of doing videos is not structured, but rather very loose which makes the content very exciting.

**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.

**GOGO!GUAM Hafa Adai**  
ハファアダイキャンペーン  
2026

**KOREA**

FY2026 ONGOING PROJECT: TRAVEL TRADE SUPPORT

Period & Time: January – March 2026 (Q2)	Channel: Airlines (Korean Air, Jin Air, Air Seoul, Air Busan)	Objective: Travel Agents (Hana Tour, Mode Tour, Very Good Tour, YB Tour, NOL Universe etc.)
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- Collaborate with airline partners to stabilize existing routes, support promotional campaigns, and expand seat capacity.
- Develop promotional materials for Korean market to increase awareness.
- 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**

## KOREA

### FY2026 UPCOMING PROJECT: GVB KOREA NEW YEAR APPRECIATION

- Period: February 5, 2026 (17:30 - 20:30pm)
- Venue: Atrium Cheongdam, Seoul, Korea
- Number of participants: Approx. 100+ (Trade partners, media, digital influencers, major partners)
- Project Type: GVB Korea New Year Appreciation, Scent of Guam project & Perfume Introduction, Dinner, Lucky draw Scheme
- Objectives:
  - 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.
  - Officially introduce the Guam perfume as part of Guam's tourism branding strategy.
  - Officially introduce the sports ambassador as part of Guam's sports tourism branding strategy.
  - Create meaningful engagement opportunities through networking to reinforce Guam's place as a preferred travel destination.



## KOREA

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

- Period: February 5-14, 2026 (Tentative) / Broadcast Airing: Late April 2026 (Tentative)
- Media: EBS World Theme Tour
- Theme: Guam, the playground next door (Tentative)
- Objectives:
  - ✓ Background of Chamorro heritage
  - ✓ Island attractions
  - ✓ Historical landmarks
  - ✓ How Local People enjoy their life on the island
  - ✓ Local Events
  - ✓ Local Cuisine
  - ✓ Local Culture
  - ✓ Showcasing 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 showcase Guam's unique offerings and experiences 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.



## TAIWAN

### CNY Charter Flights

Travel Agency	Dates	Duration	Price (NT\$)	CNY Charter Seats Sold
As of 1/12/26				
Lion Travel	Feb 15 Feb 19	5 Days	56,800 (approx. USD\$1900) Price update: from \$39,990 (approx. USD\$1290).	Starlux: 176 seats per flight • 2/15: All Sold Out • 2/19: 87 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 (approx. USD \$1650) Price update: from \$39,999 (approx. USD\$1290).	UA: 75 seats per flight (Regular Charter Flight) • 2/14: 63 seats sold, 12 seats remaining • 2/18: Sold Out

## TAIWAN

### 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



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## TAIWAN

### 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.



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## MARKETING

### GUAM WELLNESS ISLAND: "WELCOME TO WELLNESS" CAMPAIGN

- Campaign Period: April 1-30, 2026
- Promotion Channels: Consumer media, 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 Guam's 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**



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## DESTINATION DEVELOPMENT



## MAINTENANCE



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

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## MAINTENANCE

### Inaláhan Village Sign Restoration



## VISITOR SAFETY

Visitor Safety Officers at Merizo Pier, Fort Apungan, Inaláhan pool and Fort Soledad



## Tumon Night Market - January 18, 2026



39 Vendors  
16 Food Trucks

Activities:  
Slingstone, Goats & Giggles,  
Pitchshop Pitter, Coconut Husking,  
Weaving, Farmers Market,  
Caricature, Muse

Entertainment:  
Vintage Band  
Blush  
DJ Samurail



## 2026 Ko'ko' Registration Update



2026 Ko'ko' Road Race Nation Statistics			
Age Group	Gender (From Registry)	Half Marathon	Total
18-24	Male	1	1
18-24	Female	12	12
25-34	Male	1	1
25-34	Female	1	1
35-44	Male	1	1
35-44	Female	1	1
45-54	Male	1	1
45-54	Female	1	1
55-64	Male	1	1
55-64	Female	1	1
65+	Male	1	1
65+	Female	1	1
Grand Total		24	24

2026 Ko'ko' Road Race Age Group Statistics			
Age Group	Gender (From Registry)	Half Marathon	Total
18-24	Male	1	1
18-24	Female	12	12
25-34	Male	1	1
25-34	Female	1	1
35-44	Male	1	1
35-44	Female	1	1
45-54	Male	1	1
45-54	Female	1	1
55-64	Male	1	1
55-64	Female	1	1
65+	Male	1	1
65+	Female	1	1
Grand Total		24	24

## 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 31<sup>st</sup> @ UOG Fieldhouse

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- Director Brown suggested having an in-person meeting over a survey going out to Tumon Night Market vendors and surrounding businesses, and emphasized that outreach is important, stating that some businesses were not aware that the Tumon Night Market would be a year-round event and should be at the table. Director Brown suggested adjusting the venue during the dry season so that there is some relief for the Pleasure Island businesses. She further noted that GVB certainly wants to support the event, but there is a need to minimize the adverse effects on surrounding businesses.



## FINANCIAL UPDATE

### Financial Update - Revenues



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

	Fiscal Year to Date	
	Dec. 2025	Dec. 2024
REVENUES		
Revenue - GovGuam Appropriations	\$ 7,241,172	\$ 7,269,313
Revenue - Airline Incentive Fund	\$ 3,873,335	-
Revenue - Federal (ARP)	\$ 1,242,902	\$ 496,710
Revenue - Consumption Tax Refund	\$ 4,000,000	\$ 4,000,000
Other Income	\$ 105,342	\$ 337,986
Revenue - Interest Income - TCD	\$ 61,176	\$ 23,790
Revenue - Membership Fees	\$ 31,700	\$ 52,100
Revenue - Non-Member Fees	\$ 4,100	\$ 4,100
Revenue - Interest Income - Checking	\$ 2,254	\$ 2,898
Revenue - KYKYO Race Fees	\$ 2,135	-
Revenue - Interest Income - Other	\$ -	\$ -
Revenue - In-Kind Contributions	\$ -	\$ 72,887
Revenue - Interest Income - Sports	\$ -	\$ -
Revenue - Interest Income on CO Raymond James	\$ (282)	\$ (323)
Revenue - Gain/Loss on Foreign Exchange Transaction	\$ (1320)	\$ 2,333
Total Revenue	\$ 15,054,354	\$ 8,585,579
	52%	

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### Financial Update - Expenses per Market



### Financial Update - Expenses per Program



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

	Fiscal Year to Date (Oct. to Dec.)		
	Dec. 2025	Dec. 2024	Chng. %
EXPENSES - MARKETING			
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%

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

	Fiscal Year to Date (Oct. to Dec.)		
	Dec. 2025	Dec. 2024	Chng. %
EXPENSES - DESTINATION			
Visitor Safety	\$ 505,413	\$ 483,192	5%
Destination Management	\$ 391,887	\$ 1,392,355	-72%
Sports & Events	\$ 263,546	\$ 227,950	16%
Culture & Heritage	\$ 22,675	\$ 61,719	-63%
	\$ 1,183,522	\$ 2,165,216	-45%

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

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- Chairman Chiu recognized GVB Oversight Chairman, Senator Jesse A. Lujan.
- Senator Lujan noted that without change, GVB will not receive any monetary support from the Legislature. He noted that the Bureau was not producing results, saying that he took a gamble on including the \$10 million in airline incentives into the budget, and since then there has not been any real progress in increased yield.
- Director Eun stated that if a chicken is not laying eggs, the answer is not to stop feeding the chicken altogether, and that we cannot afford to think that way. Director Eun made a reference to the state of Hawaii tourism and noted that Guam is in the same situation.

- Senator Lujan noted that there was an oversight hearing with Customs and Quarantine and that the Department of Administration (DOA) had not disbursed the money the agency needed.
- President Lee stated that there is an allotment schedule for the \$10 million in airline incentives and DOA were very timely with this allotment schedule.
- Senator Lujan discussed the upcoming closure of T-Galleria as well as Lotte Department Store at the airport and noted that he will be introducing a bill in the upcoming days that will allow GVB to go back to having a governing board instead of an advisory board.
- Mr. Valencia repeated his presentation of the arrival numbers as Senator Lujan was not present for this portion of the meeting. Chairman Chiu noted that the tourism industry is recovering, and while it is not where Guam needs to be, it is a start, and thanked Senator Jesse for advocating for the \$10 million in airline incentives.

## VIII. REPORT OF BOARD COMMITTEES

### A. EXECUTIVE COMMITTEE

### B. ADMINISTRATION & GOVERNMENT

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

### D. CULTURAL HERITAGE & COMMUNITY OUTREACH

### E. RESEARCH

### F. SPORTS & EVENTS

### G. JAPAN

- Committee Meeting Minutes dated December 16, 2025

### H. KOREA

- Committee Meeting Minutes dated December 16, 2025

### I. TAIWAN

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

- Committee Meeting Minutes dated January 5, 2026
- Mayor Hofmann noted that there are 43 fiestas happening this year and that he hopes that visitors will be able to enjoy these along with residents.

### K. MEMBERSHIP

- Director Merfalen thanked those who attended the end of the year mixer as well as Director Yanagisawa for giving the opening remarks. She noted that

there are tentative dates for this year's mixer as well as the first membership meeting in the first week of February, which is also still tentative.

#### L. RECOVERY COMMITTEE

#### IX. OLD BUSINESS CORPORATION

#### X. OTHER BUSINESS

- Election of Chairpersons for Committees
  - Taiwan Marketing Committee
    - Motion to elect Director Michelle Merflaen as the Taiwan Marketing Committee Chairperson made by Director Hofmann and seconded by Director Sgro. **Motion approved unanimously.**
  - Sports & Events
    - Motion to elect Director Mike Sgro as the Sports & Events Committee Chairperson made by Director Hofmann and seconded by Director Eun. **Motion approved unanimously.**
  - Research
    - Motion to elect Director Clifford Guzman as Research Committee Chairperson made by Director Hofmann and seconded by Director Jones. **Motion approved unanimously.**

#### XI. AGENDA ITEMS FOR THE NEXT MEETING

- Director Brown requested that the status of park facilities be added to next meeting's agenda.

#### XII. ANNOUNCEMENTS

- Upcoming Board Meetings: February 26, 2026, March 26, 2026

#### XIII. ADJOURNMENT

- Motion to adjourn made by Director Sgro and seconded by Director Guzman. **Motion approved.** The GVB Board of Directors meeting was adjourned at 3:27PM.