



## REGULAR BOARD OF DIRECTORS MEETING

Thursday, February 26, 2026 at 1:30 p.m.

GVB 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 1:41PM.

### II. ROLL CALL

In Person: George Chiu, Clifford Guzman, Hoe Eun, Robert Hofmann, Michelle Merfalen, Mike Sgro, Joanne Brown

Online: Joaquin Cook, Ken Yanagisawa

Absent: Brian Artero, Jeff Jones

### III. MINUTES OF THE PREVIOUS MEETING (January 15, 2026)

- Motion to approve meeting minutes date January 15, 2026 made by Director Sgro and seconded by Director Artero. **Motion approved.**

### IV. EXECUTIVE SESSION

- Confidential regulatory matter, anticipated personnel litigation

### V. ACTION BY THE BOARD

- Motion to approve GVB Resolution 2026-01, relative to approving the selection of Mr. Frank P. Arriola as Deputy Manager/Vice President of the Guam Visitors Bureau made by Director Hofmann and seconded by Director Guzman. **Motion approved.**
  - *NOTE: Chairman Chiu moved this agenda item from Section X of the agenda to Section V.*

### VI. CHAIRMAN'S REPORT

- Chairman Chiu noted GVB's attendance at the legislative oversight hearing.

### VII. MANAGEMENT REPORT

## MANAGEMENT REPORT

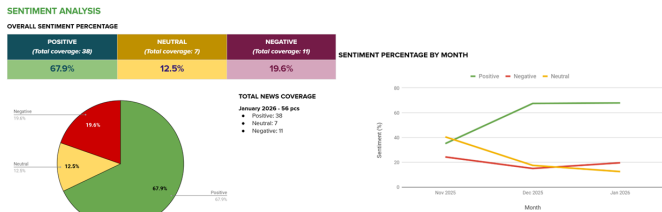
Régine Biscoe Lee, President & CEO  
GVB Board of Directors Meeting  
February 26, 2026



## RESEARCH



### Communications Report

### December 2025



**December 1-31, 2025** **Total: 96,449 (+42.0%)**

% Market Mix	Origin	2024	2025	% vs LY
53.7%	Korea	31,302	51,828	65.6%
30.6%	Japan	23,825	29,476	23.7%
7.1%	US/Hawaii	6,767	6,858	1.3%
1.8%	Philippines	1,260	1,733	37.5%
0.6%	Taiwan	792	573	-27.7%
0.4%	China	282	380	34.8%
0.1%	Hong Kong	57	80	40.4%

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

### Calendar Year 2025



**January - December 31, 2025** **Total: 782,840 (+5.9%)**

% Market Mix	Origin	2024	2025	% vs LY
48.7%	Korea	374,373	380,918	1.7%
32.4%	Japan	208,755	253,629	21.5%
9.9%	US/Hawaii	85,119	77,833	-8.6%
1.9%	Philippines	13,544	15,222	12.4%
1.1%	Taiwan	3,596	8,447	134.9%
0.6%	China	4,886	4,780	-2.2%
0.1%	Hong Kong	702	741	5.6%

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

### January 2026



**January 1-31, 2026** **Total: 69,540 (+3.3%)**

% Market Mix	Origin	2024	2025	% vs LY
48.4%	Korea	33,999	33,665	-1.0%
33.7%	Japan	20,049	23,418	16.8%
9.5%	US/Hawaii	7,088	6,576	-7.2%
1.7%	Philippines	773	1,172	51.6%
0.9%	Taiwan	1,711	644	-62.4%
0.4%	China	725	299	-58.8%
0.1%	Hong Kong	41	41	0.0%

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

### Fiscal Year to Date 2026

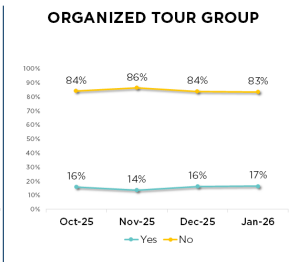
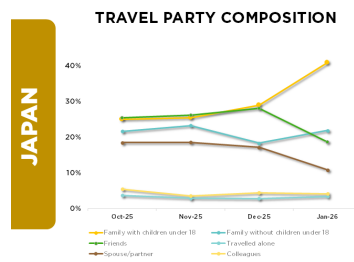


**October 2025 - January 1-31, 2026** **Total: 298,512 (+23.1%)**

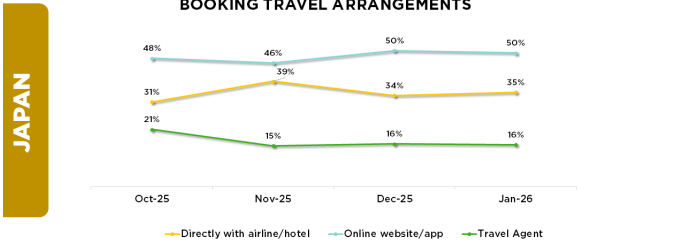
% Market Mix	Origin	2025	2026	% vs LY
52.1%	Korea	118,797	155,379	30.8%
31.4%	Japan	75,895	93,859	23.7%
7.8%	US/Hawaii	25,475	23,143	-9.2%
2.0%	Philippines	4,730	5,886	24.4%
0.8%	Taiwan	2,915	2,506	-14.0%
0.4%	China	1,707	1,331	-22.0%
0.1%	Hong Kong	205	239	16.6%

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

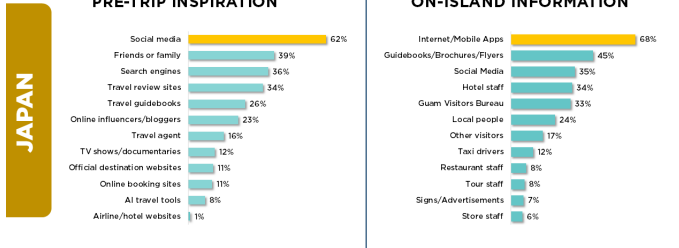
### Visitor Exit Surveys

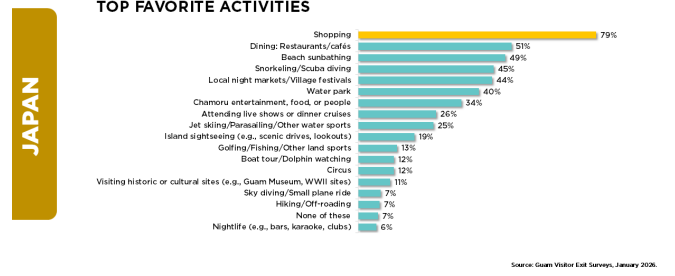
## Visitor Exit Surveys



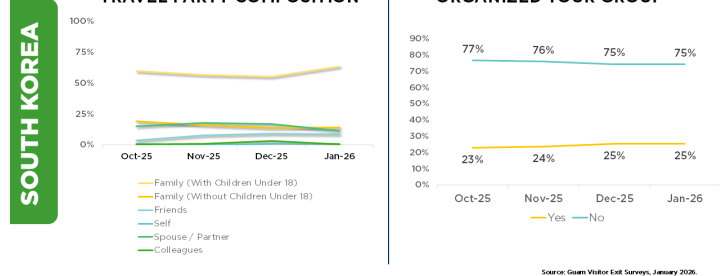
## Visitor Exit Surveys



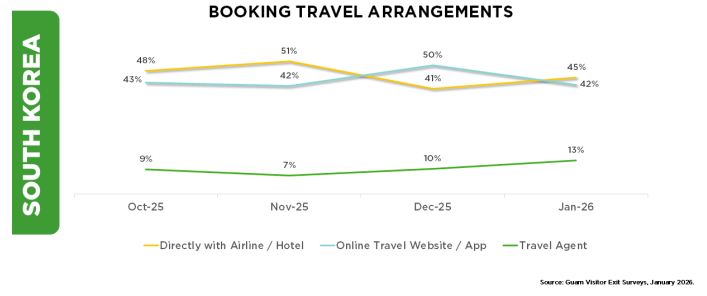
## Visitor Exit Surveys



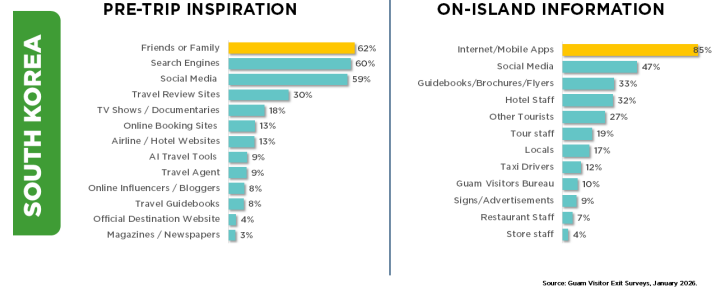
## Visitor Exit Surveys



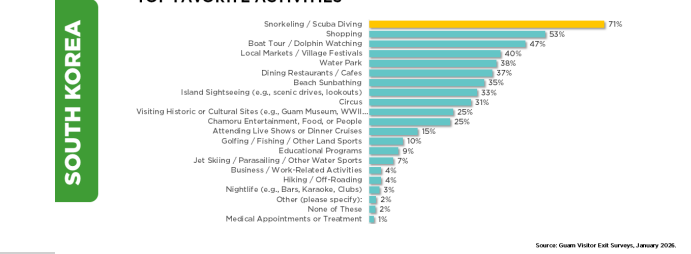
## Visitor Exit Surveys



## Visitor Exit Surveys



## Visitor Exit Surveys



## Visitor Exit Surveys

FOR MORE ON VISITOR EXIT SURVEY RESULTS:  
[guamvisitorsbureau.com/research/studies/exit-surveys](http://guamvisitorsbureau.com/research/studies/exit-surveys)

Japan Market Report FY2025		
Date	File Size	
January 2026 Japan Market Report - GVW Visitor Exit Survey	1.1 MB	<a href="#">Download PDF</a>
December 2025 Japan Market Report - GVW Visitor Exit Survey	3.3 MB	<a href="#">Download PDF</a>
November 2025 Japan Market Report - GVW Visitor Exit Survey	1.1 MB	<a href="#">Download PDF</a>
October 2025 Japan Market Report - GVW Visitor Exit Survey	1.1 MB	<a href="#">Download PDF</a>

Korea Market Report FY2025		
Date	File Size	
January 2026 Korea Market Report - GVW Visitor Exit Survey	1.1 MB	<a href="#">Download PDF</a>
December 2025 Korea Market Report - GVW Visitor Exit Survey	3.9 MB	<a href="#">Download PDF</a>
November 2025 Korea Market Report - GVW Visitor Exit Survey	1.1 MB	<a href="#">Download PDF</a>
October 2025 Korea Market Report - GVW Visitor Exit Survey	1.1 MB	<a href="#">Download PDF</a>



SCAN TO VISIT

# MARKETING



## KOREA



### FY2026 ONGOING PROJECT: SOCIAL MEDIA INFLUENCER CO-OP

Period: February – March 2026 (travel dates vary)  
Pax: 12 pax (6 Influencers & Companions)

- Scheme:**
- Host a FAM tour for influencers with high ROI and strong engagement to spread positive travel sentiment and inspire stronger consumer interest in Guam
  - Create timely and high-quality travel content that best showcase Guam's strengths and unique appeal
  - Produce diverse photos & videos for future GVB marketing initiatives and promotions

**Deliverables:** 23+ Instagram postings, 2 Naver postings, 1 YouTube postings, 300+ images, 90+ shortform videos

Influencers					
 <p>Lee Monkey 1.6M Followers 104K</p>	 <p>So Hee 4.4K Followers 4.4K</p>	 <p>Chan 67K Followers 67K</p>	 <p>Zero 11K Followers 11K</p>	 <p>Kim Soo Min 924K Followers 924K</p>	 <p>Lee Jong Deom 31K Followers 31K</p>

## KOREA



### FY2026 COMPLETED PROJECT: GVB KOREA NEW YEAR CELEBRATION PARTY

Period: February 5, 2026  
Venue: Arzu Cheongdam, Seoul, Korea  
No. of participants: ~150pax (travel trade partners, media, digital influencers, major business partners)  
Program: Remarks, GVB Presentation, Scent of Guam Project & Ambassador Introduction, Dinner, Lucky Draw  
Scheme:

- Host an appreciation and networking event to strengthen relationships with key GVB partners and stakeholders, reinforcing Guam's value as a preferred travel destination
- Showcase the newly-developed Scent of Guam as a new experiential branding element, with plans to utilize the Guam perfumes as a promotional asset in collaboration with travel partners in the future
- Present the FY2026 marketing roadmap, highlighting Guam's sports and wellness-driven campaigns and positioning
- Introduce celebrity Kang So Yeon as the new GVB Korea 2026 Sports Ambassador for Guam



## KOREA



### FY2026 ONGOING PROJECT: GUAM CONTENT PRODUCTION – THE WORLD THEME TOUR

Period: Shooting Schedule: February 19–27, 2026 / 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) – estimated 300,000 views per episode  
**Program YouTube:** 5.3M YouTube subscribers (@bsdocumentary)

- Objectives:**
- Expand Guam's media exposure through EBS broadcast programs, allowing viewers to experience Guam in a more authentic and engaging way through video storytelling.
  - Present Guam to potential travelers through broadcast content that reflects the island's leisure offerings, outdoor experiences, local culture, and everyday Chamorro life.
  - Reach consumers through the program's broadcast exposure and strengthen Guam's overall brand image across a broad audience.



## KOREA



### FY2026 UPCOMING PROJECT: AIR BUSAN FAM TOUR

Period: March 11 – 15, 2026  
Pax: 17+ pax (Air Busan reps & travel agents)  
Tentative Itinerary: Hotel/Golf/Tour Inspections, Mini Travel Mart, Welcome Dinner

- Objectives:**
- Make strategic steps toward revitalizing demand from the Busan and Yeongnam regions to Guam
  - Provide Air Busan representatives and travel agencies with first-hand experience of Guam's tourism infrastructure and diverse attractions
  - Strengthen competitiveness on the Busan-Guam route while increasing market awareness and stimulating sales



## KOREA



### FY2026 UPCOMING PROJECT: 2026 26<sup>th</sup> EDM INTERNATIONAL EDUCATION FAIR

Period: March 14 – 15, 2026  
Venue: COEX The Plaza (2F), Seoul, Korea  
Host: EDM Education  
Exhibitors: Approx. 150 booth (universities, language schools, education boards, and academies)  
Expected attendees: 5,000+ pax for 2 days  
GVB Booth: 1 standard table

- Objectives:**
- Promote Guam as a US recognized English education hub located within proximity to Korea
  - Introduce Guam's language schools, English camps, K-12 program and higher education pathways to Korean families



## KOREA



### FY2026 UPCOMING PROJECT: 2026 59<sup>th</sup> INTERNATIONAL EDUCATION & CAREER FAIR

Period: March 28 – 29, 2026  
Venue: COEX 3F, D Hall, Seoul, Korea  
Host: Korea Travel Fairs LTD  
Participating Booth: Approx. 150 booth (universities, language schools, education boards, & academies)  
Expected attendees: 12,000+ pax for 2 days  
GVB Co-Exhibitors: 4 GVB Members

- Objective:**
- Position Guam as premier English education hub near Korea
  - Promote Guam's various English education ecosystem to the Korean market
  - Provide a platform where visitors can meet GVB members in person, enabling credible and immediate consultants



## KOREA



### FY2026 UPCOMING PROJECT: SEOUL INTERNATIONAL SPORTS & LEISURE INDUSTRY SHOW (SPOEX 2026)

Period & Time: March 26 – 29, 2026  
Venue: COEX A, B, C Hall, Seoul, Korea  
Host: Korea Sports Promotion Foundation (KSPF), Korea International Trade Association (KITA)  
Expected attendees: 50,000+ pax for 4 days  
GVB Booth: 4 booth spaces

- Objective:**
- Position Guam as a leading sports destination and promote Guam's signature sporting events as key travel motivators that encourage event-led visitation and repeat travel
  - Develop a leaflet and dedicated webpage to promote Guam's tours, facilities, and activity providers across Guam's top sports, outdoor and wellness experiences



**JAPAN** 

**One Guam Roadshow 2026 Successfully Held in Japan**

Tokyo (Jan 19) | Nagoya (Jan 20) | Osaka (Jan 21)

- 22 Guam tourism stakeholders participated
- Official launch of FY26 Japan market initiatives
- Strengthened trade relationships and market positioning

- Key Outcomes:**
- Signed a **Memorandum of Understanding (MOU)** with JTB to strengthen future collaboration
  - Introduced new initiatives including the "GOGO! Guam Haha Adai Campaign," "Guam Pay," and "Guam Bonus"
  - Conducted over 400 **business-to-business meetings** across the three cities
  - Showcased **Guam's cultural appeal** through performances and media partnerships



**JAPAN** 

**Integrated Brand Campaign**



- Core concept: **"Rediscover Guam"** – positioning Guam as a premium American resort in the Pacific's front row
- Target: Achieve 350,000 visitor arrivals in FY26 through **emotional, demand-driven messaging**
- Campaign period: **Mid-January – End of March 2026**
- Channels: **Digital** (Instagram, Tik Tok, YouTube) + **OOH** advertising

**JAPAN** 

**Performance (as of Feb 23, 2026) 5.5M Views | 166K Likes | 9.3K Comments**

**Nationally Recognized J-Pop Idols on Guam** (4.94M YouTube Subscribers)

- Guam Travel experience content distributed via YouTube



#500 【大型企画動画】 人気歌人の目に映る Guam? 2026年1月19日

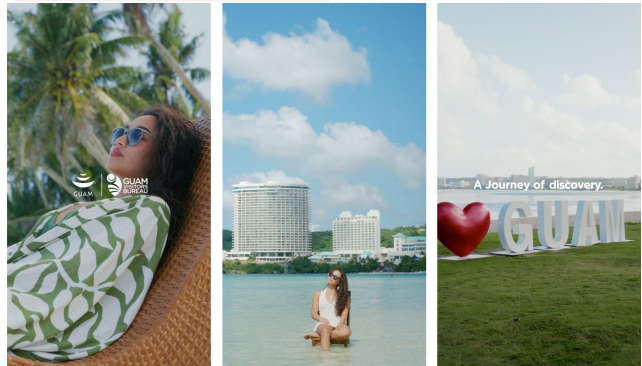
First video release: Sunday, February 8, 2026 at 7:00 PM

- Upcoming releases:**
- A total of five videos are scheduled to be released sequentially
  - Continued exposure and sustained buzz are expected through these upcoming releases

**Social Reaction Impact (X)**  
**Fan-Driven Travel Motivation**

"Nino went to Guam – now I want to go too."  
"Seeing Nino in Guam makes me want to visit."  
**Post-Release Momentum (Since Feb 8, 2026)**  
Increase in Guam-related aspirational posts  
Organic fan sharing linking idol visit to destination interest

**Impact**  
Idol visit directly influencing travel intent  
Video x Social amplification reinforcing demand signals



**JAPAN** 

Airline Coop – JAL



Key message: Let's have a blast as a family!



Key message: Higher-end travel experience!

**Customer Journey**

Customer Journey	Interest	Awareness	Booking
Key focus	Creating "What's New" awareness content	Showing "High Impact Content" for reach	Pushing "What's New" to drive immediate bookings
Strategic Decides	Show "What's New" content on WEI's YouTube channel	Provide the structure of content on WEI's social media	Drive travel demand through discounted tour packages
	Provide the appeal of Oahu-Guam based on WEI's primary goal of awareness on Guam's side	Further expand awareness through WEI's Instagram, which focuses on high-impact content of young female travelers	Provide high-value, high-price tour content based on our target audience awareness on WEI's side

**Promotion Summary**

- Guides customers from **Interest – Awareness – Booking** by targeting young travelers.
- It **creates buzz** through NEWT's YouTube, builds awareness via high-impact social media content, and drives bookings with value-driven discounted tour packages.
- The strategy focuses on young women in their 20s-30s, especially in the Chubu region, aiming to quickly generate demand for travel to Guam and convert interest into immediate bookings using NEWT's SNS and sales channels.

**JAPAN** 

**Ko'Ko' Road Race Promotion**

**Ambassador Strategy**  
Reappointed Ambassador Shinji Takeda leveraged across key visuals, events, and social media to drive Japanese participation.

**On-Site Engagement**  
GVB-hosted pre-event in Guam to enhance participant experience and integrate with official Ko'Ko' tour programs.



**JAPAN** 

**Kansai Market Activation – Ko'Ko' Road Race Promotion**

**FM Osaka Tie-Up (Feb – Apr 2026)**

Leveraging FM Osaka to build sustained awareness in the Kansai region and drive participation through trusted local media engagement.

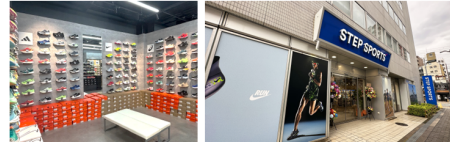
- Period: Feb 12 – late April 2026
- Frequency: Twice per month
- Length: Approx. 10 minutes per segment
- Airline and travel agency participation



**Retail Collaboration**

Partnering with a **nationwide specialty retailer** to directly reach active runners and convert retail traffic into race participation.

- Nationwide in store flyer placement
- Purchase-based lottery campaign
- Entry invitation to Ko'Ko' Road Race



## JAPAN



### Special Content Collaboration – Koyakky Studio

- Popular Japanese YouTube program “Shinjirarenai Hanashi” to film in Guam
- Filming Period: Feb 24–28, 2026
- Location: Crowne Plaza Guam

### Integrated Promotion

- Feb 26 designated as Free Exploration Day for creators
- Multi-channel exposure through individual YouTube features
- SNS-linked, 360° communication initiative



**Total Combined Followers:  
7.0M**

## TAIWAN



### Taipei Lantern Festival

#### Goals:

- Strengthen Guam’s cultural connections with Taiwan by participating in the Taipei Lantern Festival, one of the most iconic and high-traffic cultural events in Taiwan.
- Elevate Guam’s destination image by positioning it as both culturally connected and uniquely tropical, creating lasting impressions among Taiwanese visitors.

#### Impact:

- Maximize visibility through festival publicity, social media campaigns, and user-generated content that amplifies Guam’s brand reach far beyond the event itself.
- Encourage real-time engagement by inviting visitors to take photos at the Guam-themed lantern/photo backdrop, share them on social media, and tag Guam’s official channels.
- Provide Guam-inspired souvenirs and giveaways as incentives, turning casual interactions into memorable touchpoints that strengthen brand recall.



## TAIWAN



### 2026 Sunshine Island Vibe Fest

#### Goal:

- Promote Guam as a short-distance destination:
  - Taipei – Guam direct flight in 3.5 hours
  - Visa-free entry, natural beauty, and unique cultural experiences.
- Encourage visitors to plan travel to Guam.
- Drive engagement with GVB Facebook & Instagram to build a qualified audience for future promotions.

Event Date: March 6 – 8, 2026

Location: Central Park & Kaohsiung Station

- The 2nd SIVF organized by Kaohsiung City Government with support from AIT Kaohsiung, Japan-Taiwan Exchange Association, Manila Economic & Cultural Office, Thailand Trade & Economic Office. Showcasing island cultures and ocean-inspired lifestyles, it fosters interaction between local residents and international communities.



Event Website: <https://khh.travel/en/event/calendardetail/7274/>

## NORTH AMERICA



### MILITARY MARKET SEGMENT

#### Quality of Life Expo

- Organized by Joint Region Marianas to introduce the military community to Guam
- GVB to promote Guam’s tourism offerings (hotels, restaurants, tour activities, etc.)



#### Stars & Stripes

- Collaborate with Stars & Stripes, the military’s independent news source, to promote travel to Guam in bases across Japan and South Korea as well as Guam events to those stationed here.



## NORTH AMERICA



### CONSUMER PROMOTIONS

#### CHE’LU (March 21, 2016)

- The annual Chamoru Cultural Festival celebrates the Chamoru culture, music, dance, art, and food.
- The festival attracts Chamorros from all over the U.S. mainland, from first- to third-generation Chamorros.

#### PIFA Fair (September 26-27, 2026)

- The largest festival in the world that promotes and perpetuates the traditional cultures of the indigenous people of the Pacific.
- GVB promoted the United Discount for Guam travel.



## NORTH AMERICA



### AMERICA 250TH

#### The Great American State Fair

Date: June 25 – July 10, 2026

Location: Washington, DC

- The National Mall in Washington, DC will be transformed into the biggest, boldest state fair showcase in the U.S. for the nationwide commemoration of America’s 250<sup>th</sup> Anniversary.
- All U.S. states and territories will showcase their unique culture, innovations, and pride, including culinary specialties, cultural performances, historical tributes and interactive exhibits.
- An estimated 2M+ visitors are anticipated!



## PHILIPPINES



### AIRPORT PARTNERSHIP

#### MACTAN-CEBU AIRPORT

- February 2026
- Free billboard ad space promoting CEB-GUM route via Philippine Airlines
- Offered to both GVB and PAL
- Strategic locations within the Mactan-Cebu Airport
- ROI: Increased visibility of the direct flight from Cebu to Guam



## PHILIPPINES



### OOH PLACEMENTS

#### MODERN JEEPNEY WRAPS

- March 2026
- 10 units circulating within high-visibility, high-traffic locations
- Creates daily exposure to travel-ready audiences
- Location: Lapu Lapu City, near Mactan Cebu Airport
- ROI: Estimated exposure to over 2 million within the area, particular focus on high-income travelers and U.S. visa holders



#### BILLBOARD

- Joint promotion with PAL
- March 2026
- Size: 40’x 60’
- Location: UN Avenue, Umapad Mandaue
- ROI: Increased visibility of Guam as a nearby destination for Cebuano, estimated 300K traffic count



**PHILIPPINES**

- **GUAM WITH ME ON-GROUND EVENT - Feb 21-22, 2026**
- **Joint promotion with PAL**
- Activity Center in Ayala Malls Central Bloc
- ROI: Direct bookings for CEB-GUM route via PAL, Ko'ko' Run package sales, increased awareness of Guam among Cebuano travelers



**MAINTENANCE**  
Malessó & Humatak Village Sign Restoration

The GVB Maintenance team makes their way through the southern villages, continuing to support our mayors in restoring village signage.



**VISITOR SAFETY**

Visitor Safety Officers have been providing pedestrian assistance since January 30th. GVB continues to assist the Department of Public Works until the necessary parts arrive and repair is completed.



**MES CHAMORU AT THE TUMON NIGHT MARKET**



Live Local Music  
Food & Drink Vendors offering more local Chamoru dishes

**Cultural Activities:**  
Ifit Carving, Singstone Cage, Kåmyo, Coconut Relay, weaving, Chonka and more all month long



**DESTINATION DEVELOPMENT**

**SAFETY & SECURITY - Concierge**



When a pressing situation occurs, GVB's team is ready to respond rapidly in coordination with all relevant agencies.

- On February 7, 2026, a robbery occurred at GPO with a visitor and their family.
- GVB activated its on-site concierge service immediately
- GVB stayed in constant communication with the Guam Police Department and the Korean Consulate, providing updates for the victims, and ensuring the victims' identities remained protected while the suspects were still at large
- GVB and its members provided the family with translation, logistical support, coordination assistance and lodging until the family departed Guam

**SPORTS & EVENTS - Guam Ko'ko' Roadrace**

**Sponsorship Acknowledgment & Statistics**



**2026 Ko'ko' Road Race Nations Statistics**

Nation Name	Ekdiden (Team Relay)	Half Marathon	Total
American Samoa	1	1	2
Guam	29	126	154
Hong Kong	23	23	46
Marshall Islands	1	1	2
North Macedonia	1	1	2
Palau	1	1	2
Philippines	14	14	28
Taiwan	8	8	16
United Kingdom	1	1	2
United States of America	1	75	76
Zheng Qiao	1	1	2
Total	48	300	408

**2026 Ko'ko' Road Race Age Group Statistics**

AgeGroup/Name	Ekdiden (Team Relay)	Half Marathon	Total
Female 13 & Under	1	1	2
Female 14-19	5	2	7
Female 20-29	4	42	46
Female 30-39	6	46	52
Female 40-49	6	27	32
Female 50-59	6	16	22
Female 60-69	9	9	18
Female 70 & Over	1	1	2
Male 13 & Under	1	1	2
Male 14-19	2	1	3
Male 20-29	5	60	65
Male 30-39	6	74	80
Male 40-49	3	35	38
Male 50-59	1	25	26
Male 60-69	1	18	19
Male 70 & Over	2	2	4
Male 80 & Over	1	1	2
Total	48	390	408

Coca-Cola Beverage Co. (Guam), Inc. and Foremost Foods, Inc., have been designated as the official Beverage Sponsors for the 2026 Guam Ko'ko' Roadrace Half Marathon & Ekdiden Relay. As the exclusive beverage sponsor, Powerade and Body Armor will provide hydration to more than the 3,000 runners, volunteers and staff for this year's event to include the Guam Ko'ko' Kids Fun Run. Biba Foremost & Coca-Cola Inc Guam!



**Culture & Heritage: Mes Chamoru Youth Art Contest**



In partnership with GIAA, we aim to foster youth participation in tourism-related initiatives while strengthening community collaboration through art and tourism-education.

DATE	PHASE	ACTIONS
FEB 19-24	Final Coordinations	Confirm exhibit location and installations
WED 2/25	Contest Announcement	Public / school distribution
FEB 25 - MAR 20	Submission Period (3.5 weeks / 24 days)	Accept artwork entries
MAR 21 - 22	Cataloging and Prep	Logs, prep judge packets
MAR 23 - 24	Judging Period	Judge panel review
MAR 25	Winner Notification	Contact winners privately
MAR 26 - 27	Public Winner Announcement	Media + Socials
MAR 28 - 30	Exhibit Installation (GIAA)	Install at Airport
MAR 31 / APR 1	Public Display Opens	Exhibit is live

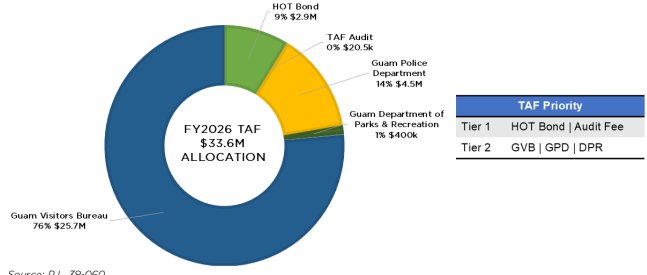
CATEGORIES: Kindergarten - 2nd Grade  
3rd Grade - 5th Grade  
6th Grade - 8th Grade

CASH PRIZES: 1st Placement - \$100 with 3 winners  
2nd Placement - \$75 with 3 winners  
3rd Placement - \$50 with 3 winners

# FINANCIAL UPDATE



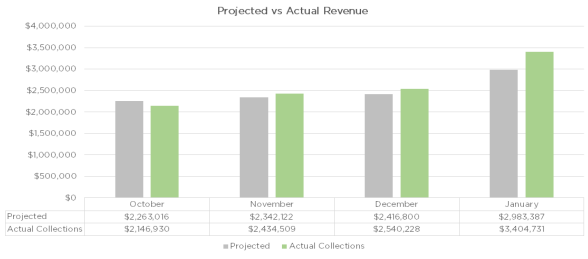
## FY2026 Tourist Attraction Fund

TAF Priority	
Tier 1	HOT Bond   Audit Fee
Tier 2	GVB   GPD   DPR

Source: P.L. 38-060

## FY2026 Tourist Attraction Fund

Note: Projected and Actual Collections data obtained from Special Revenue Fund Tracking Reports.

## Fiscal Year-to-Date Revenues



Guam Visitors Bureau (Unaudited) As of January 31, 2026

REVENUES	Jan. 2026	Jan. 2025	Chng. %
Revenue - GovGuam Appropriations	\$ 9,657,562	\$ 9,433,708	2%
Revenue - Airline Incentive Fund	\$ 5,966,670	\$ -	100%
Revenue - Federal (ARP)	\$ 1,637,803	\$ -	100%
Revenue - Consumption Tax Refund	\$ 513,544	\$ 327,984	57%
Revenue - Interest Income - TCD	\$ 76,595	\$ 36,648	98%
Revenue - GMIF Vendor Fees	\$ -	\$ -	100%
Other Income	\$ 147,794	\$ 838,877	-82%
Revenue - Tumon Night Market	\$ 47,602	\$ -	100%
Revenue - Ko'ko' Race Fees	\$ 2,135	\$ -	100%
Revenue - Gain/Loss on Foreign Exchange Transaction	\$ (22,459)	\$ (7,975)	162%
Revenue - Interest Income - Checking	\$ 3,085	\$ 3,731	-17%
Revenue - Gain/Loss on CD Raymond James	\$ (1,625)	\$ (857)	90%
Revenue - Membership Dues	\$ 32,200	\$ 52,200	-38%
Revenue - Participation Fees	\$ 4,000	\$ -	100%
Revenue - In-Kind Contributions	\$ -	\$ 98,055	-100%
Revenue - Interest Income Cultural and Sports	\$ -	\$ -	100%
<b>Total Revenue</b>	<b>\$18,064,905</b>	<b>\$ 10,784,371</b>	<b>68%</b>

## Fiscal Year-to-Date Expenses



Guam Visitors Bureau Expenses by Department & Program (Unaudited) As of January 31, 2026

EXPENSES - MARKETING	Fiscal Year to Date (Oct. to Jan.)		
	Jan. 2026	Jan. 2025	Chng. %
Korea	\$ 3,020,313	\$ 1,322,364	128%
Japan	\$ 1,252,397	\$ 926,362	35%
Taiwan	\$ 114,836	\$ 321,395	-64%
Philippines	\$ 301,059	\$ 40,729	148%
Social Media	\$ 12,270	\$ 75,273	-82%
Global Website	\$ 66,020	\$ 116,558	-43%
North America	\$ 14,704	\$ 77,636	-81%
New Market Development	\$ 19,378	\$ 23,129	-16%
Print Promo	\$ 14,647	\$ 7,073	107%
Pacific	\$ 1,534	\$ 44,326	-97%
<b>Total</b>	<b>\$ 4,622,058</b>	<b>\$ 2,964,944</b>	<b>56%</b>

EXPENSES - DESTINATION	Fiscal Year to Date (Oct. to Jan.)		
	Jan. 2026	Jan. 2025	Chng. %
Destination Management	\$ 458,014	\$ 1,568,170	-71%
Visitor Safety	\$ 677,446	\$ 618,666	10%
Sports & Events	\$ 560,581	\$ 403,450	39%
Culture & Heritage	\$ 32,105	\$ 66,442	-52%
<b>Total</b>	<b>\$ 1,728,147</b>	<b>\$ 2,656,728</b>	<b>-35%</b>

## Fiscal Year-to-Date Expenses



Guam Visitors Bureau Expenses by Department & Program (Unaudited) As of January 31, 2026

EXPENSES - RESEARCH & ADMIN	Fiscal Year to Date (Oct. to Jan.)		
	Jan. 2026	Jan. 2025	Chng. %
Research	\$ 219,897	\$ 120,231	83%
Administration	\$ 558,638	\$ 2,793,996	-80%
<b>Total</b>	<b>\$ 778,535</b>	<b>\$ 2,920,227</b>	<b>-73%</b>

EXPENSES - Other	Fiscal Year to Date (Oct. to Jan.)		
	Jan. 2026	Jan. 2025	Chng. %
Airline Incentive Fund	\$ 62,651	\$ -	100%
Recovery Committee	\$ 244,364	\$ -	100%
ARP Grant	\$ 1,637,803	\$ -	100%
Taiwan - UA Airline Program	\$ 1,607,553	\$ -	100%
<b>Total</b>	<b>\$ 3,552,371</b>	<b>\$ -</b>	<b>100%</b>

# SI YU'OS MA'ÅSE'




## VIII. REPORT OF BOARD COMMITTEES

### A. EXECUTIVE COMMITTEE

### B. ADMINISTRATION & GOVERNMENT

- Approval of FY2026 Purchase Orders, Contracts, IFBs, and RFPs for Board Review and Disposition by the Board
  - P26121 Office Chairs
    - **MOTION:**

Motion to approve P26121 with a total cost of \$31,984.13. The cost includes assembly and delivery of 50 ergonomic chairs to be used in GVB's office and the removal and disposal of old office chairs.
    - **BACKGROUND:**

GVB's office chairs were acquired in FY2012 and have surpassed their useful life, resulting in a hazard due to degradation of lumbar and mechanical support. This procurement is necessary for GVB's compliance with OSHA guidelines, elimination of workplace hazard, and for the health of employees.
    - **ISSUE:**

Board approval required. *Motion made by Director Hofmann and seconded by Director Sgro. Motion approved.*
  - GVB RFP 2026-001 Public Restroom Maintenance Project
    - **MOTION:**

Motion to approve and authorize the President & CEO as Chief Procurement Officer to procure and enter negotiations with the highest rated offeror for GVB RFP 2026-001 Public Restroom Maintenance Project. Service shall commence upon OAG approval via \$5150 and final approval by the GVB Board.
    - **BACKGROUND:**

GVB seeks to issue a procurement titled GVB RFP 2026-001 seeking proposals from professional and experienced contractors to provide Public Restroom Maintenance services. The selected vendor will

provide maintenance services for up to five (5) public bathrooms situated in highly visited tourism sites. The RFP's scope of work includes daily inspection, condition monitoring and thorough cleaning and maintenance 2-4 times per day.

- **ISSUE:**

Board approval required. Motion made by Director Hofmann and seconded by Director Guzman. Motion withdrawn.

- **DISCUSSION:**

Director Hofmann inquired about the source of funding for the project to which GVB Financial Controller Mr. Rudd Gudmalin noted the visitor safety fund.

Director Eun inquired if this is allowable by law to which GVB President Lee noted that GVB is currently in collaboration with the Department of Parks and Recreation (DPR) to sign a memorandum of agreement (MOA).

Director Eun inquired about the time span of the project to which President Lee noted that the project would cover until the end of the current fiscal year with the option to renew. Director Eun noted that GVB should consider upgrading the restrooms to establish a standard. Chairman Chiu noted that the proposal is vague and questioned what it would entail to be the "highest rated offeror" for this project.

Director Cliff Guzman suggested establishing a scope of work and identifying funding within the proposal.

Chairman Chiu asked which restrooms are covered to which President Lee noted that GVB has data on the highest points of interest.

Director Hofmann noted that some mayors take care of the park restrooms and suggested advertising to tourists that they come visit local mayor's offices if they need the restrooms. He further noted that every park needs a different solution as some restrooms are in more dilapidated states than others.

Director Eun noted that to clean restrooms at this level, there needs to be a person assigned to the restrooms. Director Eun questioned why the scope of the project is small and why an RFP is being used instead of IFB.

- GVB 2025-014 Japan Market Consultant
  - **MOTION:**

Motion to approve and authorize the President and CEO as Chief Procurement Officer to contract with the highest rated offeror, JTB Tourism Research & Consulting Co., at the negotiated price of \$300,000.00 from March 1, 2026, to Sept 30, 2026, or \$42,857.14 per month for the remaining seven (7) months of FY26 or until services are complete.
  - **BACKGROUND:**

GVB issued GVB RFP 2025-014 to seek professional services for a Japan market consultant. The RFP was issued at the request of GVB management and the recovery committee and was approved by the GVB Board on July 24, 2025. The RFP closed on October 10, 2025, with five (5) proposals submitted. Evaluations were conducted by GVB, with JTB Tourism Research & Consulting Co. selected as the highest-rated offeror. After evaluations, GVB engaged in price negotiations.
  - **ISSUE:**

Board approval required. [Motion made by Director Hofmann and seconded by Director Merfalen.](#) [Motion approved.](#)
  - **DISCUSSION:**

Director Hofmann inquired why a Japanese consultant is needed if there is already a GVB Japan team and multiple consultants. Chairman Chiu noted the Japan market is at 33% of 2019 levels. He further noted that Guam’s market share has not improved significantly since 2024 so this consultant will help GVB understand changes in the Japan market.

C. DESTINATION MANAGEMENT/ VISTOR SAFETY & SATISFACTION

D. CULTURAL HERITAGE & COMMUNITY OUTREACH

- Ratification of FY2026 Sponsorship
  - Humatak Municipal Planning Council - 2026 Guam History and CHamoru Heritage Day Festival
    - **MOTION:**  
Motion to ratify the sponsorship of \$25,000 for the Humatak Municipal Planning Council's 2026 Guam History and Chamoru Heritage Day Festival.
    - **ISSUE:**  
Board approval required. Motion made by Director Hofmann and seconded by Director Sgro. Motion approved.
- Approval of FY2026 Sponsorships
  - Chamorro Hands in Education Links unity (CHE'LU) - 14<sup>th</sup> Annual CHamoru Cultural Festival
    - **MOTION:**  
Motion to approve the sponsorship of \$25,000 for the Chamoru Hands in Education Links Unity (CHE'LU) 's 14th Annual Chamoru Culture Festival.
    - **ISSUE:**  
Board approval required. Motion made by Director Hofmann and seconded by Director Sgro. Motion approved.
  - Malesso Municipal Planning Council - 18<sup>th</sup> Annual Malesso Gupot CHamoru/Crab Fest
    - **MOTION:**  
Motion to approve the sponsorship of \$15,000 for the Malesso Municipal Planning Council's 18th Annural Malesso Gupot Chamoru and Crab Festival.
    - **ISSUE:**  
Board approval required. Motion made by Director Hofmann and seconded by Director Sgro. Motion approved.

E. RESEARCH

F. SPORTS & EVENTS



- Approval of FY2026 Sponsorships
  - Visitor Industry Education Council – Annual WAVE Kick-Off
    - **MOTION:**  
Motion to approve the sponsorship of \$50,000 for the Visitors Industry Education Council’s Annual WAVE Kick Off.
    - **ISSUE:**  
Board approval required. Motion made by Director Sgro and seconded by Director Hofmann. Motion approved.
  - Guam Cycling Federation – Tour of Guam 2026
    - **MOTION:**  
Motion to approve the sponsorship of \$30,000 for the Guam Cycling Federation’s Tour of Guam 2026.
    - **ISSUE:**  
Board approval required. Motion made by Director Sgro and seconded by Director Artero. Motion approved.

#### G. JAPAN

#### H. KOREA

#### I. TAIWAN

- Meeting minutes dated February 5, 2026

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

- Director Hofmann noted that the budget for the committee will be presented at the next board meeting.

#### K. MEMBERSHIP

- Director Merfalen noted that the next GVB Membership Meeting will take place on March 21, 2026 with the venue to be announced.

#### L. RECOVERY COMMITTEE

#### IX. OLD BUSINESS CORPORATION

#### X. OTHER BUSINESS

- Approval of Resolution No. 2026-01, Approval of Mr. Frank P. Arriola Deputy General Manager/Vice President of the Guam Visitors Bureau
  - *NOTE: Please see Section V of the agenda.*



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

- Director Artero requested a summary of GVB's overseas marketing relationships.
- Chairman Chiu requested for a more detailed budget breakdown.
- Director Sgro requested to include a geofencing report.

#### XII. ANNOUNCEMENTS

- Upcoming Board Meetings: March 26, 2026, April 23, 2026

#### XIII. ADJOURNMENT

- Motion to adjourn made by Director Sgro and seconded by Director Artero. Motion approved.
- The GVB Board of Director meeting was adjourned at 3:46PM.