

# MANAGEMENT REPORT

Régine Biscoe Lee, President & CEO

GVB Board of Directors Meeting  
February 26, 2026



# RESEARCH



# Communications Report

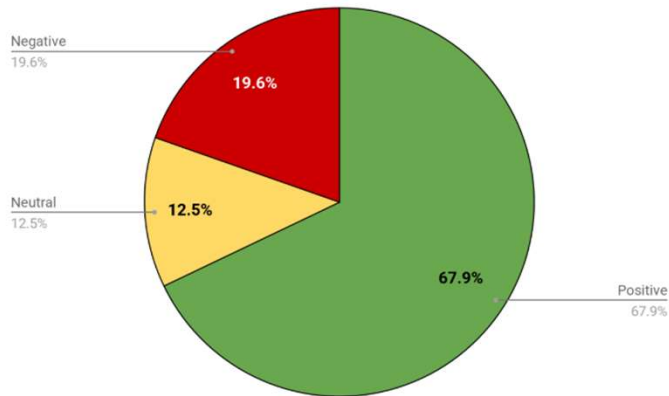
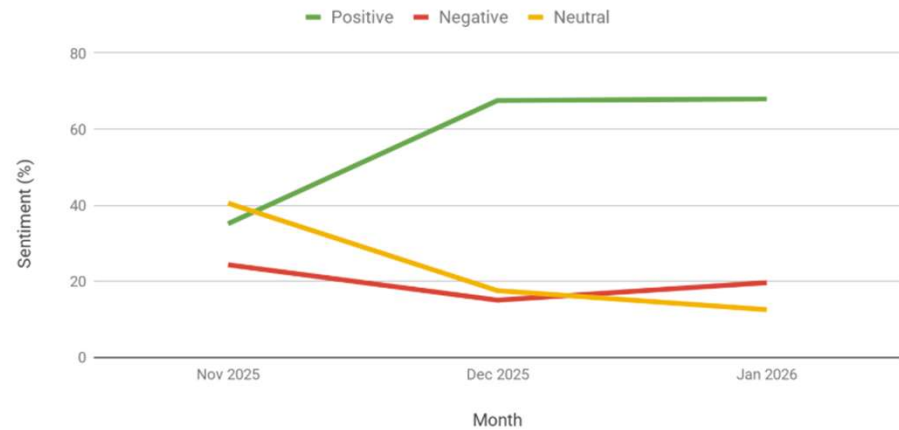


## SENTIMENT ANALYSIS

### OVERALL SENTIMENT PERCENTAGE



### SENTIMENT PERCENTAGE BY MONTH



### TOTAL NEWS COVERAGE

January 2026 - 56 pcs

- Positive: 38
- Neutral: 7
- Negative: 11

# 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%)**

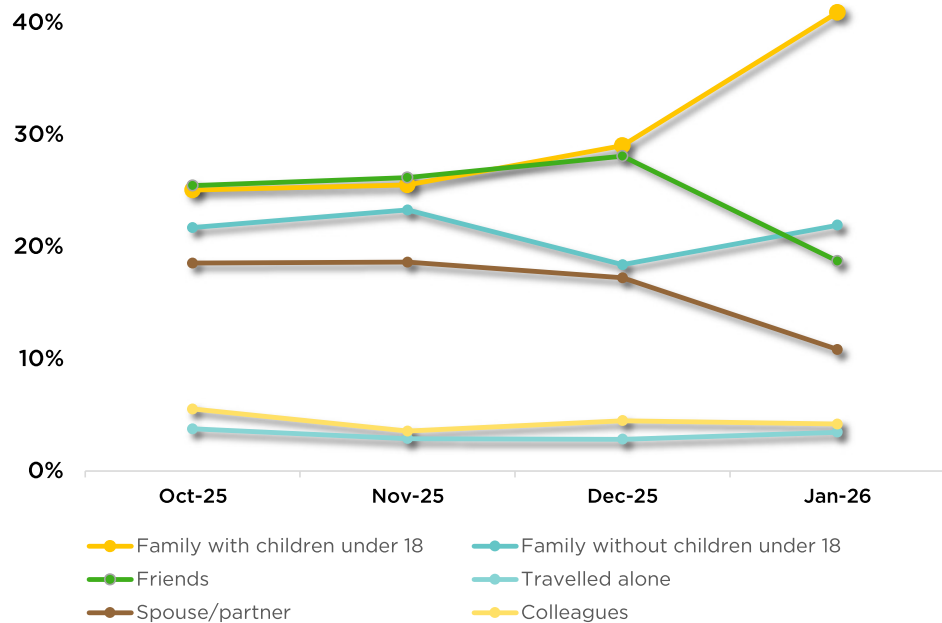
% Market Mix	Origin	2025	2026	% vs LY
52.1%	Korea	118,797	155,379	30.8%
31.4%	Japan	75,895	93,859	23.7%
7.8%	US/Hawaii	25,475	23,143	-9.2%
2.0%	Philippines	4,730	5,886	24.4%
0.8%	Taiwan	2,915	2,506	-14.0%
0.4%	China	1,707	1,331	-22.0%
0.1%	Hong Kong	205	239	16.6%

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

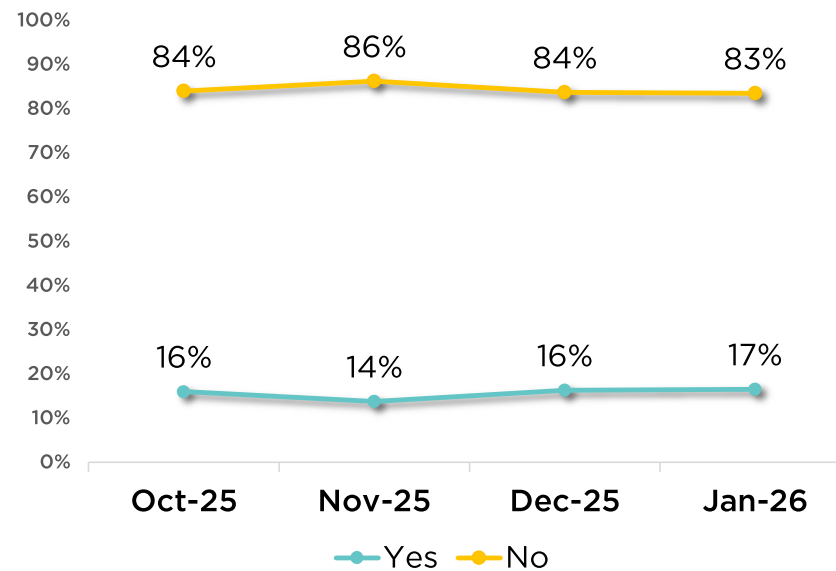
# Visitor Exit Surveys



## TRAVEL PARTY COMPOSITION



## ORGANIZED TOUR GROUP



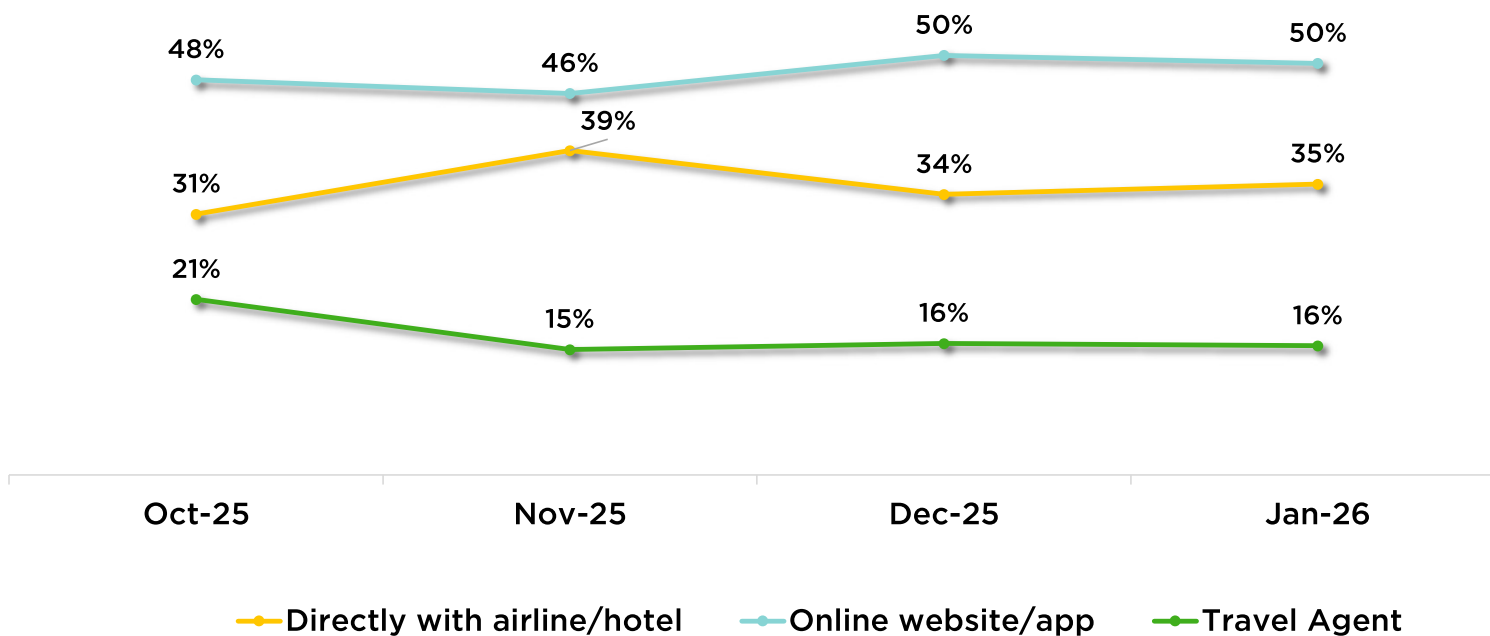
Source: Guam Visitor Exit Surveys, January 2026.

JAPAN

# Visitor Exit Surveys



## BOOKING TRAVEL ARRANGEMENTS



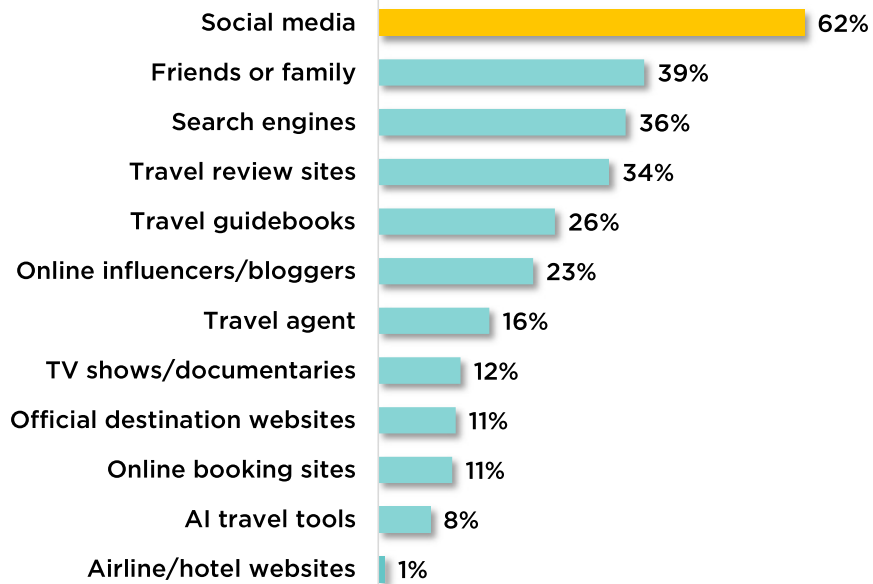
Source: Guam Visitor Exit Surveys, January 2026.

JAPAN

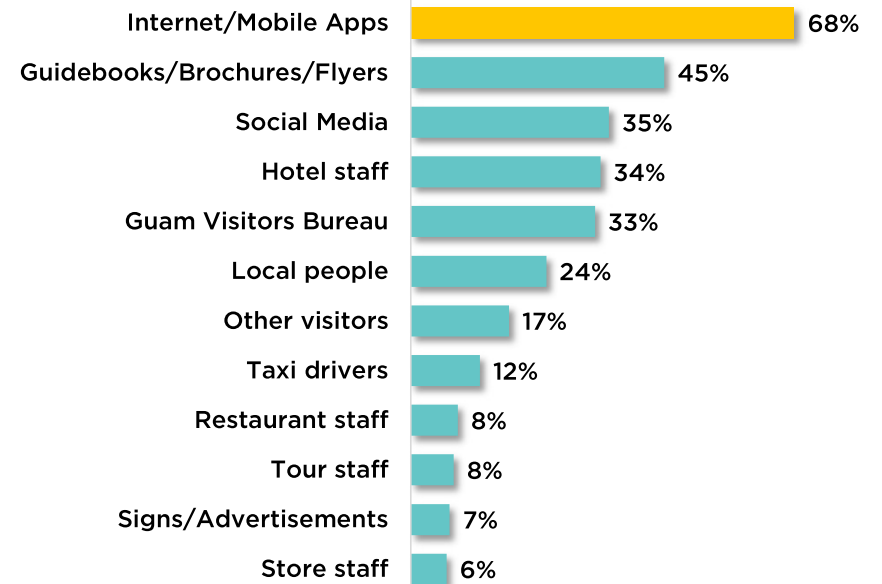
# Visitor Exit Surveys



## PRE-TRIP INSPIRATION



## ON-ISLAND INFORMATION



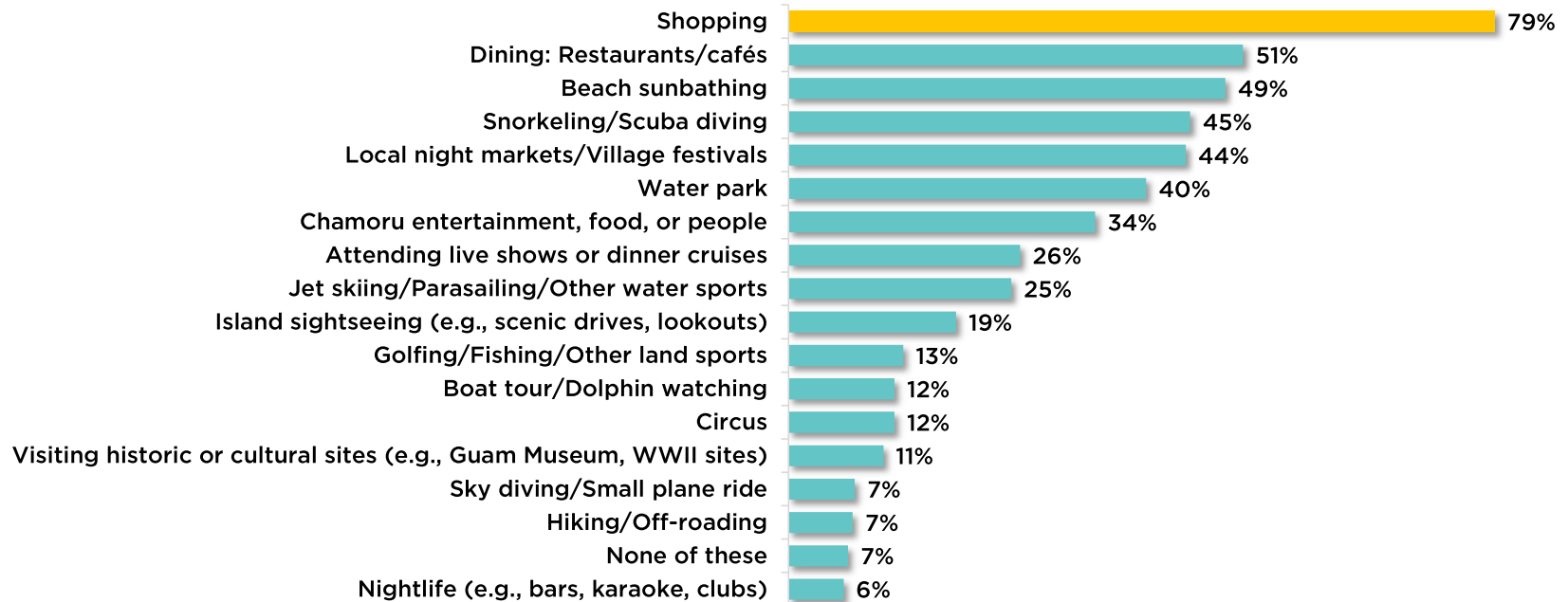
Source: Guam Visitor Exit Surveys, January 2026.

JAPAN

# Visitor Exit Surveys



## TOP FAVORITE ACTIVITIES



Source: Guam Visitor Exit Surveys, January 2026.

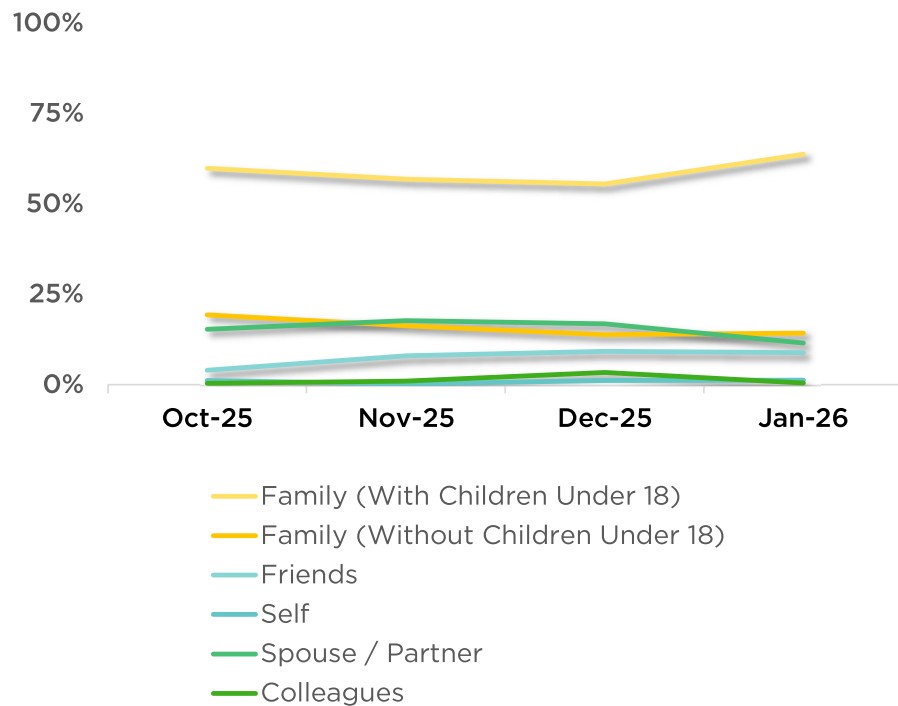
JAPAN

# Visitor Exit Surveys

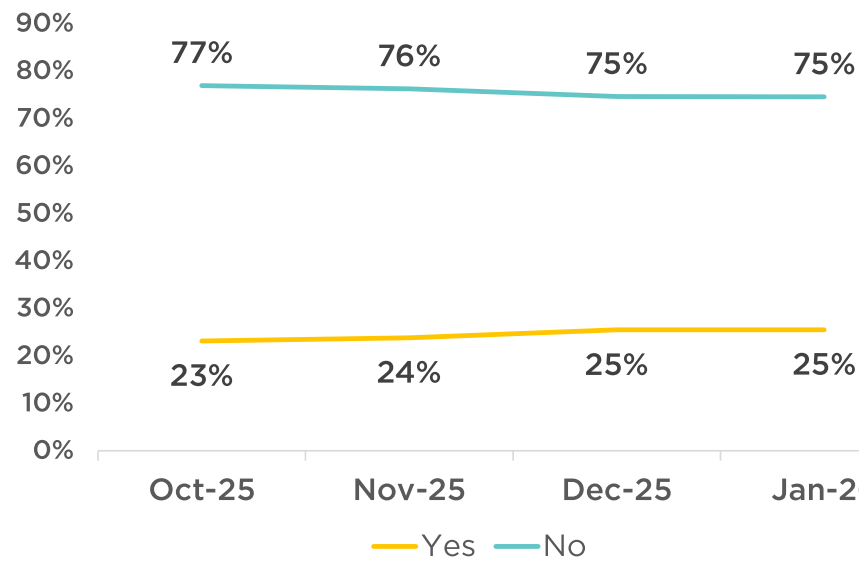


SOUTH KOREA

## TRAVEL PARTY COMPOSITION



## ORGANIZED TOUR GROUP

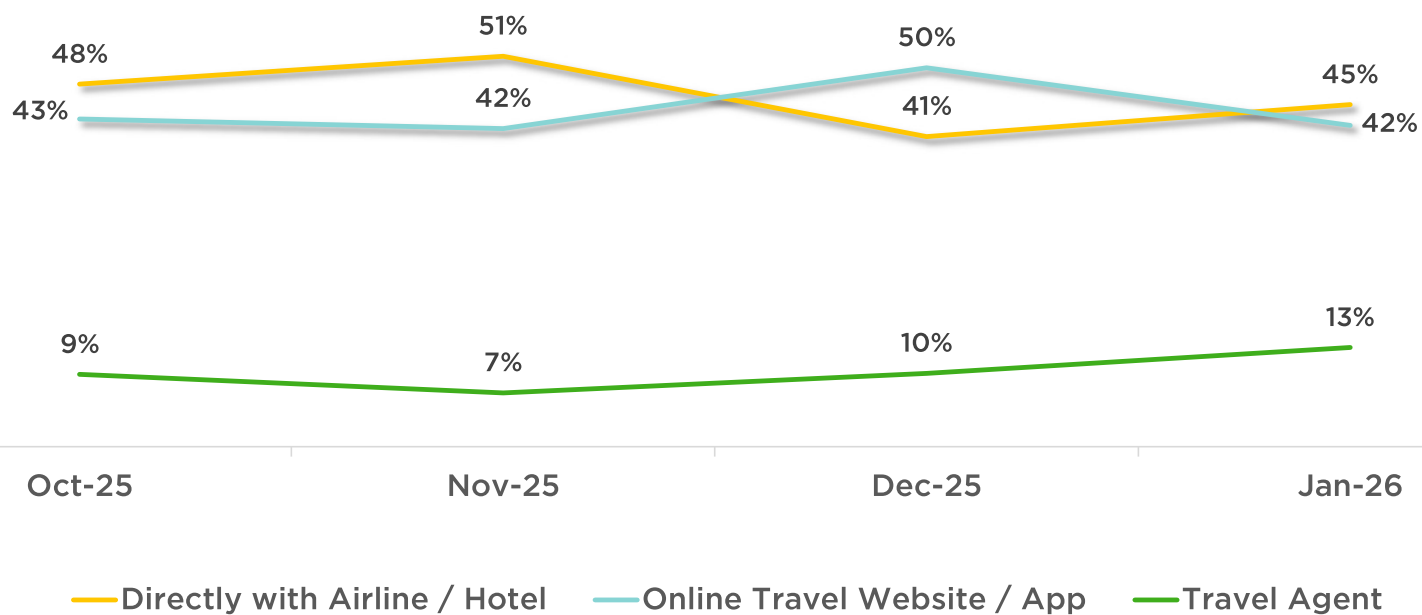


Source: Guam Visitor Exit Surveys, January 2026.

# Visitor Exit Surveys



## BOOKING TRAVEL ARRANGEMENTS



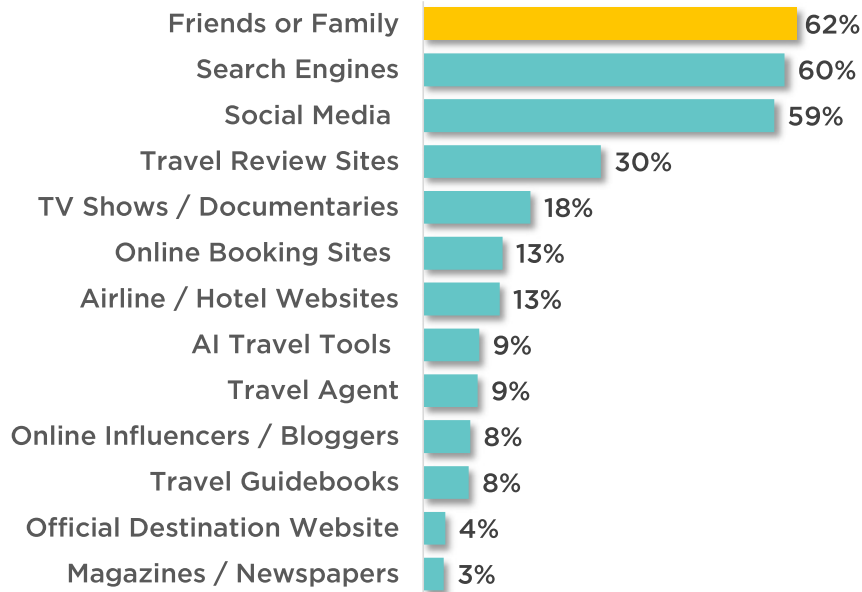
SOUTH KOREA

Source: Guam Visitor Exit Surveys, January 2026.

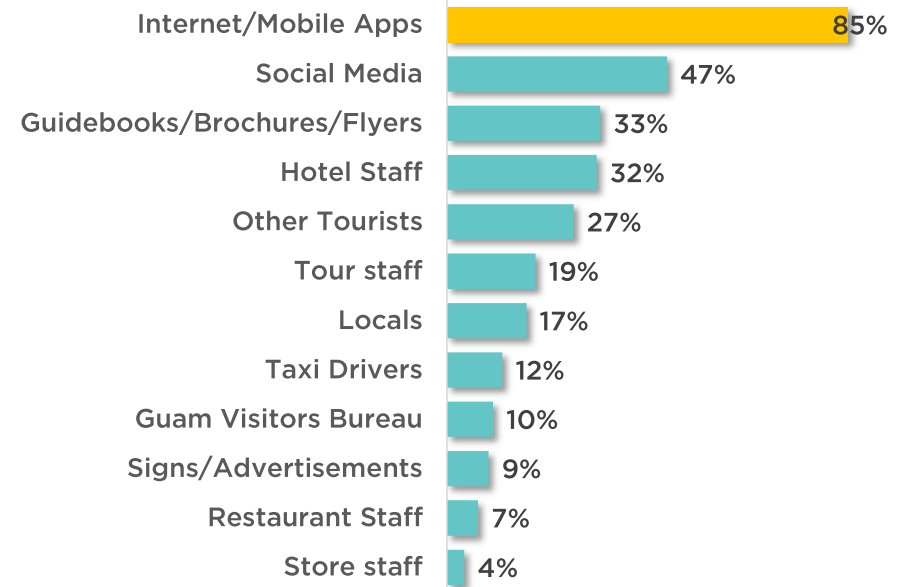
# Visitor Exit Surveys



## PRE-TRIP INSPIRATION



## ON-ISLAND INFORMATION



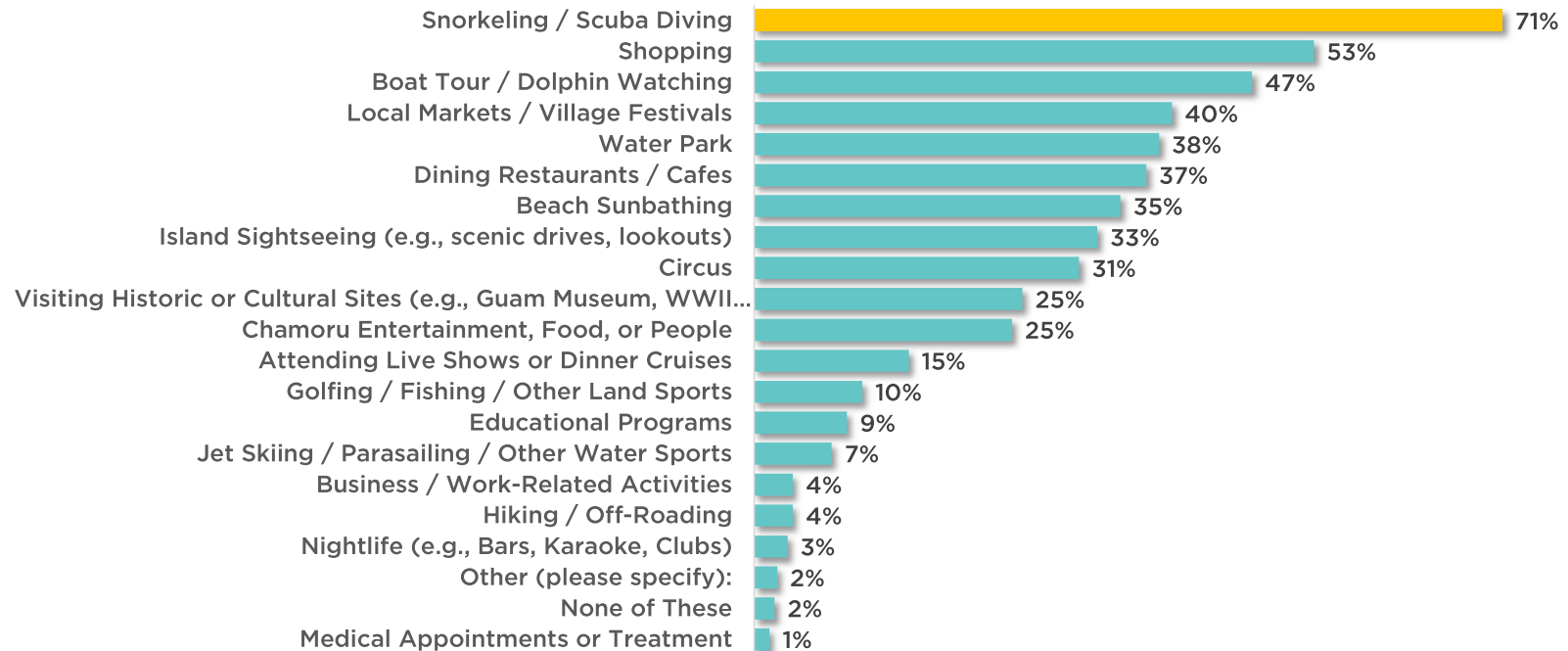
Source: Guam Visitor Exit Surveys, January 2026.

SOUTH KOREA

# Visitor Exit Surveys



## TOP FAVORITE ACTIVITIES



Source: Guam Visitor Exit Surveys, January 2026.

SOUTH KOREA

# Visitor Exit Surveys



**FOR MORE ON VISITOR EXIT SURVEY RESULTS:**

[guamvisitorsbureau.com/research/studies/exit-surveys](https://guamvisitorsbureau.com/research/studies/exit-surveys)

## Visitor Exit Surveys

Japan Market Report FY2026		
Date	File Size	
January 2026 Japan Market Report - GVB Visitor Exit Survey	1 MB	<a href="#">Download PDF</a>
December 2025 Japan Market Report - GVB Visitor Exit Survey	3.3 MB	<a href="#">Download PDF</a>
November 2025 Japan Market Report - GVB Visitor Exit Survey	1 MB	<a href="#">Download PDF</a>
October 2025 Japan Market Report - GVB Visitor Exit Survey	1 MB	<a href="#">Download PDF</a>

Korea Market Report FY2026		
Date	File Size	
January 2026 Korea Market Report - GVB Visitor Exit Survey	1.1 MB	<a href="#">Download PDF</a>
December 2025 Korea Market Report - GVB Visitor Exit Survey	3 MB	<a href="#">Download PDF</a>
November 2025 Korea Market Report - GVB Visitor Exit Survey	1.1 MB	<a href="#">Download PDF</a>
October 2025 Korea Market Report - GVB Visitor Exit Survey	1.1 MB	<a href="#">Download PDF</a>



**SCAN TO VISIT**

# MARKETING



# 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

GVB Korea New Year Celebration 2026



# KOREA



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


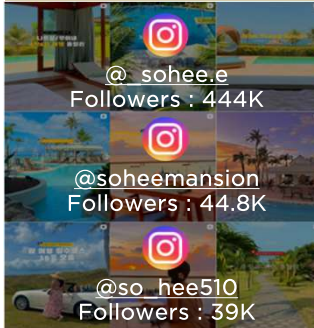




Period: February – March 2026 (travel dates vary)

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</p>  <p>@lee_monkey_ Followers : 104K</p>	<p>So Hee</p>  <p>@sohee.e Followers : 444K</p> <p>@soheemansion Followers : 44.8K</p> <p>@so_hee510 Followers : 39K</p>	<p>Chani</p>  <p>@chanifoto Followers : 67K</p>	<p>Rere</p>  <p>@rereon Followers : 116K</p>	<p>Kim Soo Min</p>  <p>@soominnnn Followers : 323K</p>	<p>Lee Jong Beom</p>  <p>@picn2k Followers : 311K</p>

# 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 \(@ebsdocumentary\)](#)

### 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.

The World Theme Tour Reference



# 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

Reference Photos from Previous Airline & Travel Agent Fam Tours



# KOREA



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

Period: March 14 - 15, 2026  
Venue: COEX The Plaza (2F), Seoul, Korea  
Host: E:DM 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 U.S recognized English education hub located within proximity to Koea
- Introduce Guam's language schools, English camps, K-12 program and higher education pathways to Korean families

2025 25<sup>th</sup> E:DM International Education Fair Sketch Photos



# 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 2days  
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



2025 58<sup>th</sup> International Education Fair Sketch Photos



# 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 (KSPO), 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



Seoul International Sports & Leisure Industry Show (SPOEX 2026) Reference Photos



# 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 Hafa 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



**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 【大型企画発動!!】こんな雪の日に投稿するの？  
の日  
よにのちゃんねる  
71万 回視聴 · 20 時間前

First video release: Sunday, February 8, 2026 at 7:00 PM  
( <https://www.youtube.com/watch?v=W5RDFIJ2-7M&t=361s> )

**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 × Social amplification reinforcing demand signals



# 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, TikTok, YouTube) + **OOH** advertising



# JAPAN



## Airline Coop – United Airlines



### 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



Airline Coop - JAL



エントリー&対象便搭乗で  
JAL限定特典が  
もりだくさん!

**JAL GUAM** 55周年  
キャンペーン実施中!

**家族**で思いっきり  
楽しみたい!

ディナーショー  
大人2人目55%OFF

対象ホテルなら  
お子様のお食事が無料

※特典のご利用には条件がございます。

©Guam Visitors Bureau

©PICグアム

JAPAN AIRLINES

GUAM VISITORS BUREAU

詳しくはこちら >>

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

エントリー&対象便搭乗で  
JAL限定特典が  
もりだくさん!

**JAL GUAM** 55周年  
キャンペーン実施中!

**ワンランク上**の  
旅行がしたい!

ビジネスクラスご利用で  
ワインボトルプレゼント

最高の  
シチュエーションで  
リゾートゴルフ

※特典のご利用には条件がございます。

©ザンバキタワ

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JAPAN AIRLINES

GUAM VISITORS BUREAU

詳しくはこちら >>

Key message: Higher-end travel experience!

# 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**



## 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!



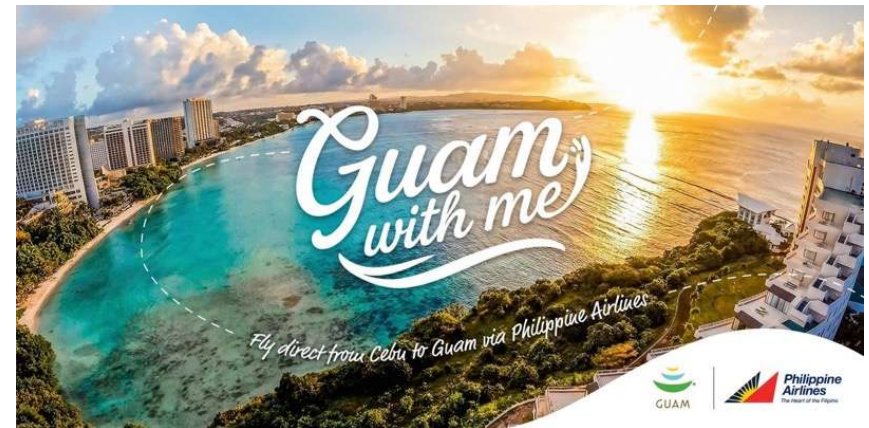
# PHILIPPINES



## 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 Cebuanos, 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



# DESTINATION DEVELOPMENT

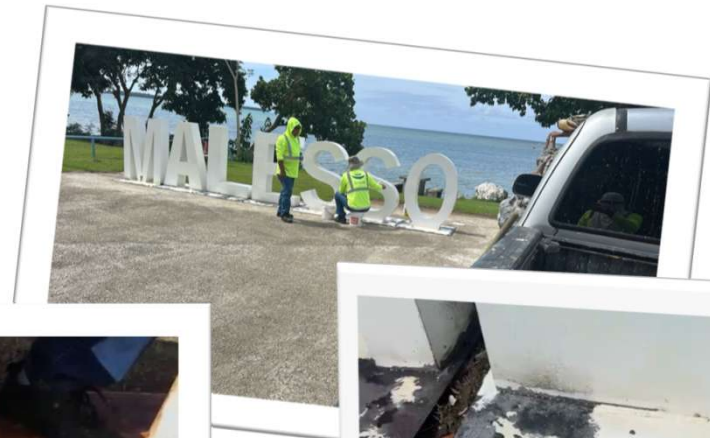


# MAINTENANCE

## Malessso & Humatak Village Sign Restoration



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



# 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

# 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.



# SPORTS & EVENTS - Guam Ko'ko' Roadrace



## Sponsorship Acknowledgment & Statistics



### 2026 Ko'ko' Road Race

#### Nations Statistics

Nation.Name	Ekiden (Team Relay)	Half Marathon	Total
American Samoa		1	1
Guam	28	126	154
Hanguk		23	23
Micronesia (Federated States of)		1	1
Nippon	16	109	125
Northern Mariana Islands		1	1
Pilipinas		14	14
Tai-wan		8	8
United Kingdom		1	1
United States of America	1	75	76
Zhong Guo	1		1
<b>Total</b>	<b>46</b>	<b>360</b>	<b>406</b>

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 & Ekiden Relay. As the exclusive beverage sponsor, Powerade and Body Armor will provide hydration to more the 3,000 runners, volunteers and staff for this years' event to include the Guam Ko'ko' Kids Fun Run. Biba Foremost & Coca-Cola Inc Guam!

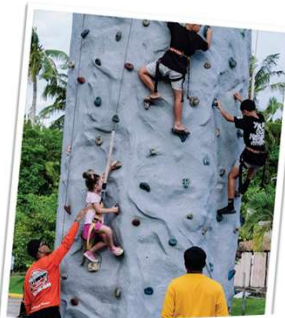
### 2026 Ko'ko' Road Race

#### Age Group Statistics

AgeGroup1.Name	Ekiden (Team Relay)	Half Marathon	Total
Female 13 & Under		1	1
Female 14-19	5	2	7
Female 20-29	4	42	46
Female 30-39	6	46	52
Female 40-49	5	27	32
Female 50-59	6	16	22
Female 60-69		9	9
Female 70 & Over		1	1
Male 13 & Under	1		1
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		18	18
Male 70 & Over	2	2	4
Male 80 & Over		1	1
<b>Total</b>	<b>46</b>	<b>360</b>	<b>406</b>



# MES CHAMORU AT THE TUMON NIGHT MARKET



*Live Local Music*

*Food & Drink Vendors offering more local Chamoru dishes*

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



# 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
<b>WED 2/25</b>	<b>Contest Announcement</b>	<b>Public / school distribution</b>
FEB 25 - MAR 20	Submission Period (3.5 weeks / 24 days)	Accept artwork entries
MAR 21 - 22	Cataloging and Prep	Logs, prep judge packets
<b>MAR 23 - 24</b>	<b>Judging Period</b>	<b>5-judge panel review</b>
MAR 25	Winner Notification	Contact winners privately
MAR 26 - 27	Public Winner Announcement	Media + Socials
<b>MAR 28 - 30</b>	<b>Exhibit Installation (GIAA)</b>	<b>Install at Airport</b>
MAR 31 / APR 1	Public Display Opens	Exhibit is live

## CATEGORIES:

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

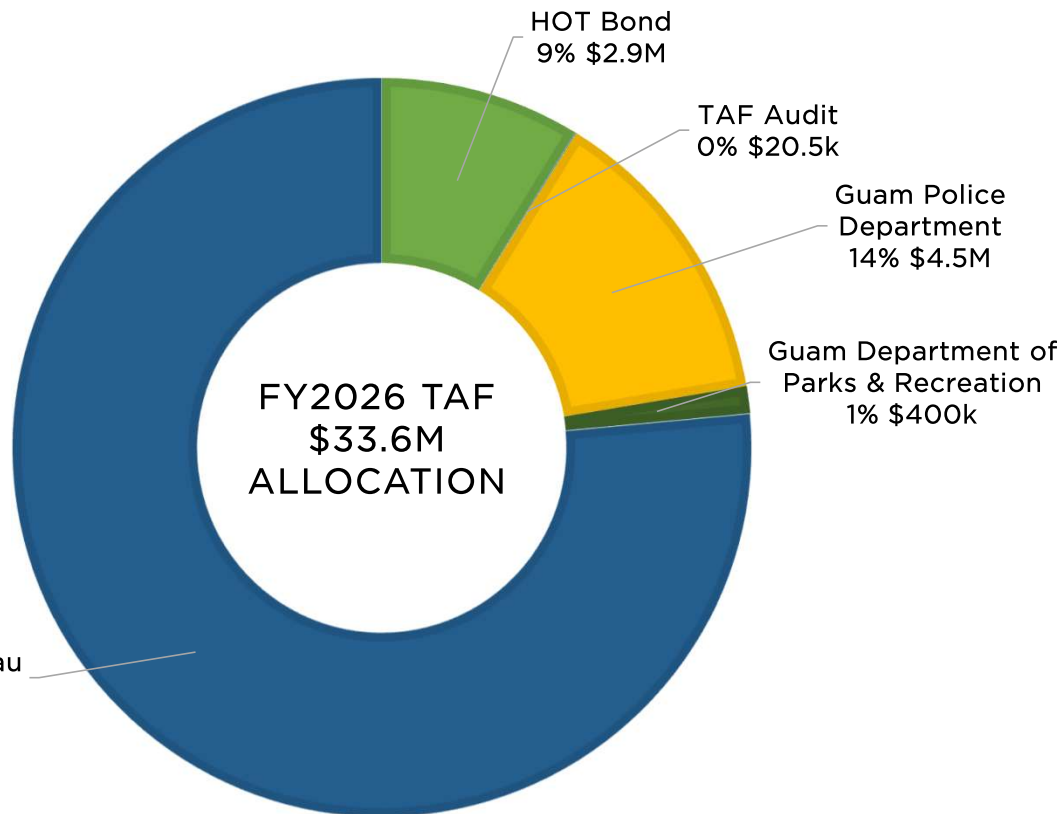
## CASH PRIZES:

1st Placement = \$100 with 3 winners  
2nd Placement = \$75 with 3 winners  
3rd Placement = \$50 with 3 winners

# FINANCIAL UPDATE



# FY2026 Tourist Attraction Fund



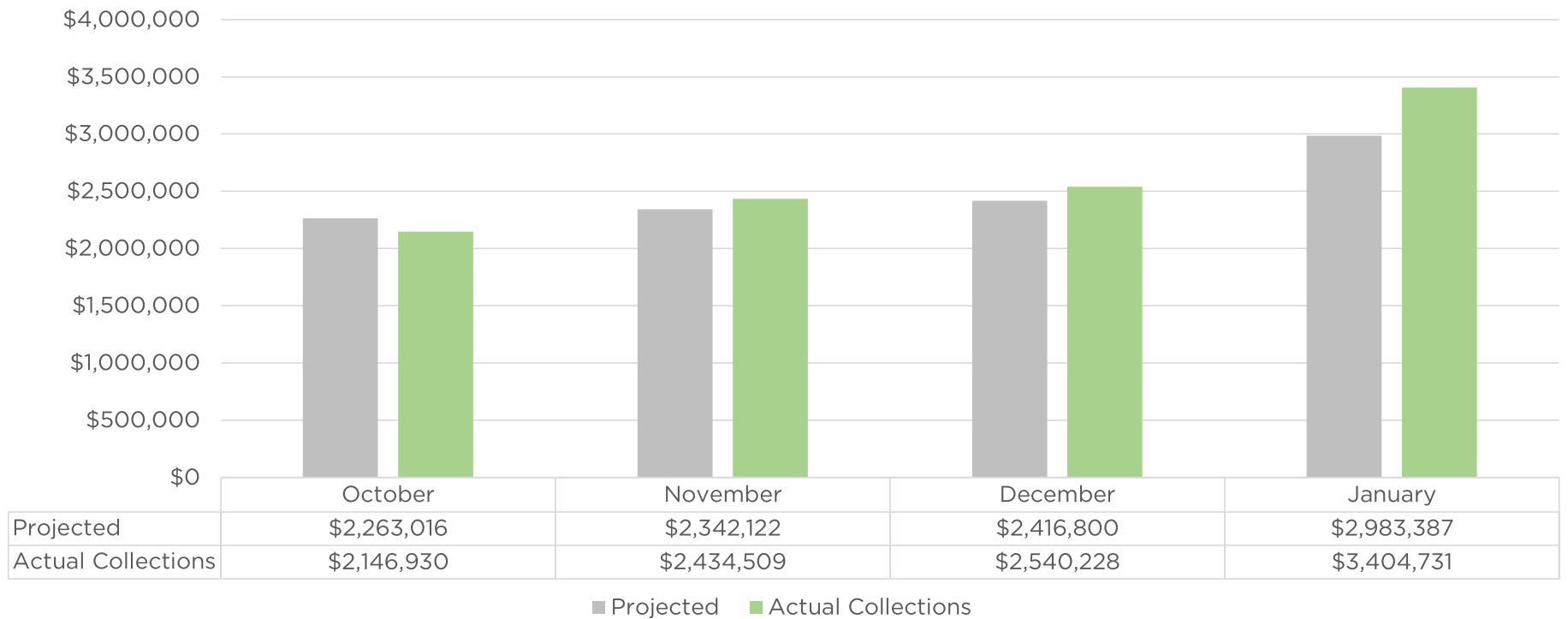
TAF Priority	
Tier 1	HOT Bond   Audit Fee
Tier 2	GVB   GPD   DPR

Source: P.L. 38-060

# FY2026 Tourist Attraction Fund



Projected vs Actual Revenue



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

## Fiscal Year to Date

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	\$ 38,648	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)	182%
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	\$ 1,252,317	\$ 926,362	35%
Taiwan	\$ 114,836	\$ 321,395	-64%
Philippines	\$ 101,059	\$ 40,729	148%
Social Media	\$ 13,270	\$ 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	\$ 5,514	\$ 44,326	-88%
	<b>\$ 4,622,058</b>	<b>\$ 2,954,844</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>\$ 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	\$ 2,799,996	-80%
	<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>\$ 3,552,371</b>	<b>\$ -</b>	<b>100%</b>

# SI YU'OS MA'ÅSE'

