

Management Report

GVB Board of Directors Meeting

RÉGINE BISCOE LEE

President and CEO



RESEARCH



APRIL 2026

April 1-30, 2026

Total: 36,818 (-28.0%)

% Market Mix	Origin	2019	2025	2026	% vs LY
31.9%	Korea	54,161	21,777	11,744	-46.1%
37.9%	Japan	47,725	17,151	13,948	-18.7%
16.5%	US/Hawaii	7,716	6,271	6,058	-3.4%
3.8%	Philippines	2,433	1,705	1,381	-19.0%
1.6%	Taiwan	2,275	700	589	-15.9%
1.0%	China	738	320	361	12.8%
0.3%	Hong Kong	593	95	104	9.5%

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

CALENDAR YEAR TO DATE



January - April 1-30, 2026

Total: 244,174 (+1.1%)

% Market Mix	Origin	2019	2025	2026	% vs LY
40.2%	Korea	236,972	107,895	98,117	-9.1%
39.2%	Japan	237,494	85,893	95,698	11.4%
10.6%	US/Hawaii	32,982	26,668	25,786	-3.3%
1.9%	Philippines	6,356	4,695	4,566	-2.7%
1.4%	Taiwan	9,233	2,598	3,487	34.2%
0.8%	China	5,345	1,687	2,014	19.4%
0.1%	Hong Kong	2,208	245	286	16.7%

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

FISCAL YEAR TO DATE

October - April 1-30, 2026

Total: 473,146 (+13.5%)

% Market Mix	Origin	2019	2025	2026	% vs LY
46.5%	Korea	419,039	192,693	219,831	14.1%
35.1%	Japan	398,277	141,739	166,175	17.2%
9.0%	US/Hawaii	55,580	45,055	42,353	-6.0%
2.0%	Philippines	12,759	8,652	9,280	7.3%
1.1%	Taiwan	15,521	3,802	5,349	40.7%
0.6%	China	8,687	2,669	3,046	14.1%
0.1%	Hong Kong	4,236	409	484	18.3%

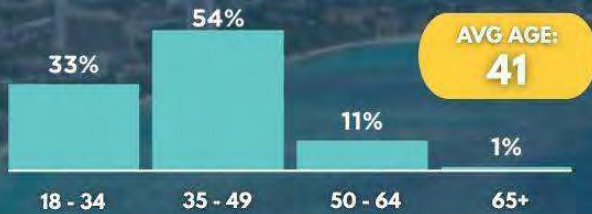
Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

SOUTH KOREA

VISITOR PROFILE

Source: GVB Visitor Exit Surveys.

AGE



TRAVEL COMPANIONS



LENGTH OF STAY

AVERAGE: 4 NIGHTS

EXPENDITURES (AVG. PER PARTY)

PREPAID \$1,032 **ON ISLAND \$1,367**

TRAVEL PLANNING



GENDER



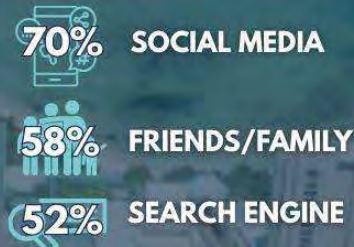
INTENT TO REVISIT



MARITAL STATUS



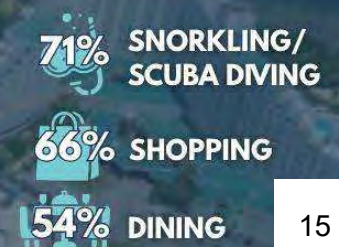
TOP 3 TRAVEL INSPIRATION SOURCES



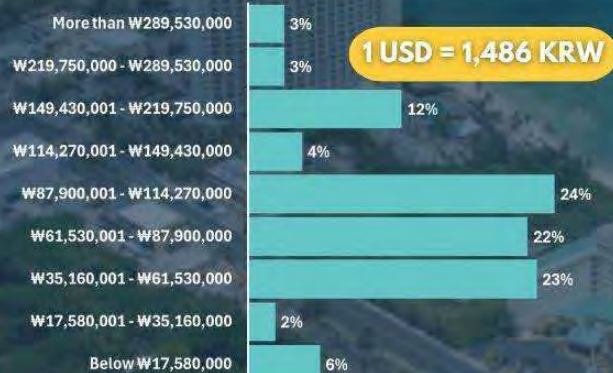
TOP 3 SATISFACTION CATEGORIES



TOP 3 ACTIVITIES



INCOME

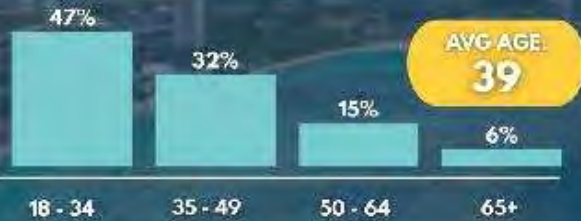


JAPAN

VISITOR PROFILE

Source: GVB Visitor Exit Surveys.

AGE



TRAVEL COMPANIONS



LENGTH OF STAY

AVERAGE: 3 NIGHTS

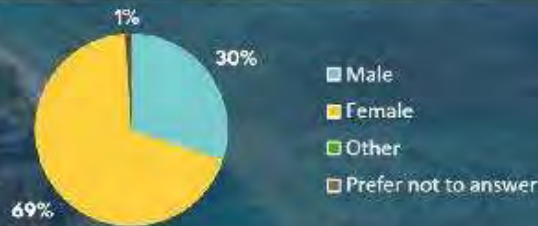
EXPENDITURES (AVG. PER PARTY)

PREPAID \$1,409 **ON ISLAND \$1,070**

TRAVEL PLANNING



GENDER



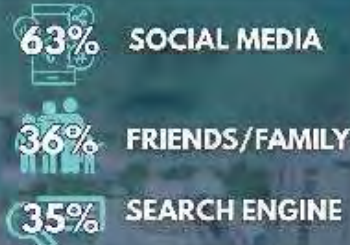
MARITAL STATUS



INTENT TO REVISIT



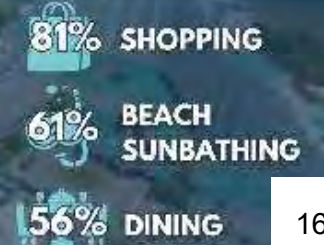
TOP 3 TRAVEL INSPIRATION SOURCES



TOP 3 SATISFACTION CATEGORIES



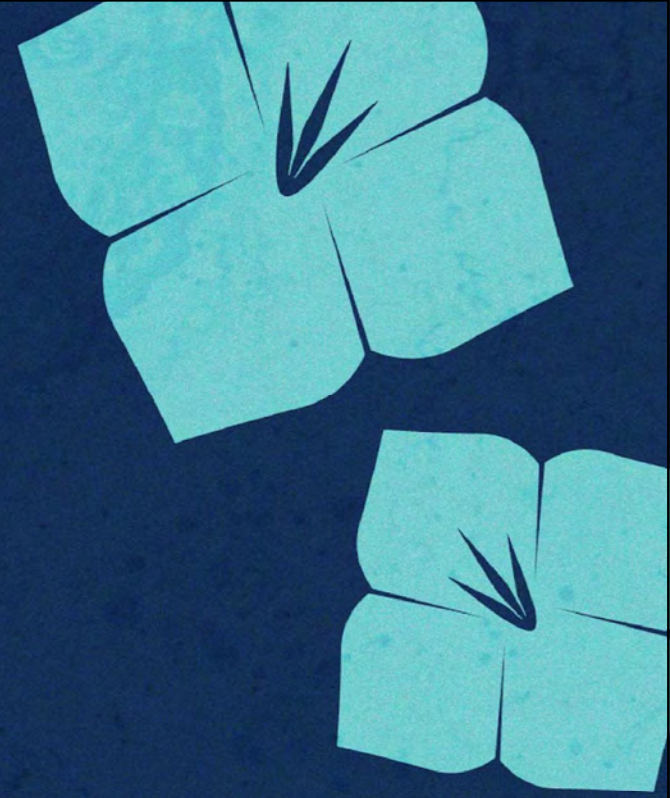
TOP 3 ACTIVITIES



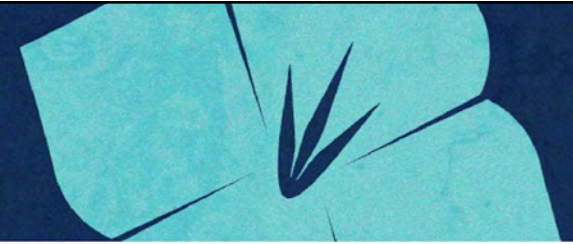
INCOME



MARKETING



KOREA

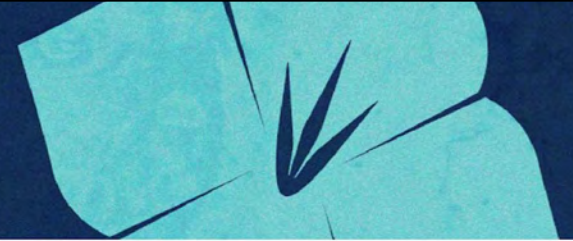


FY2026 UPCOMING PROJECT: 41ST SEOUL INTERNATIONAL TRAVEL FAIR (SITF)

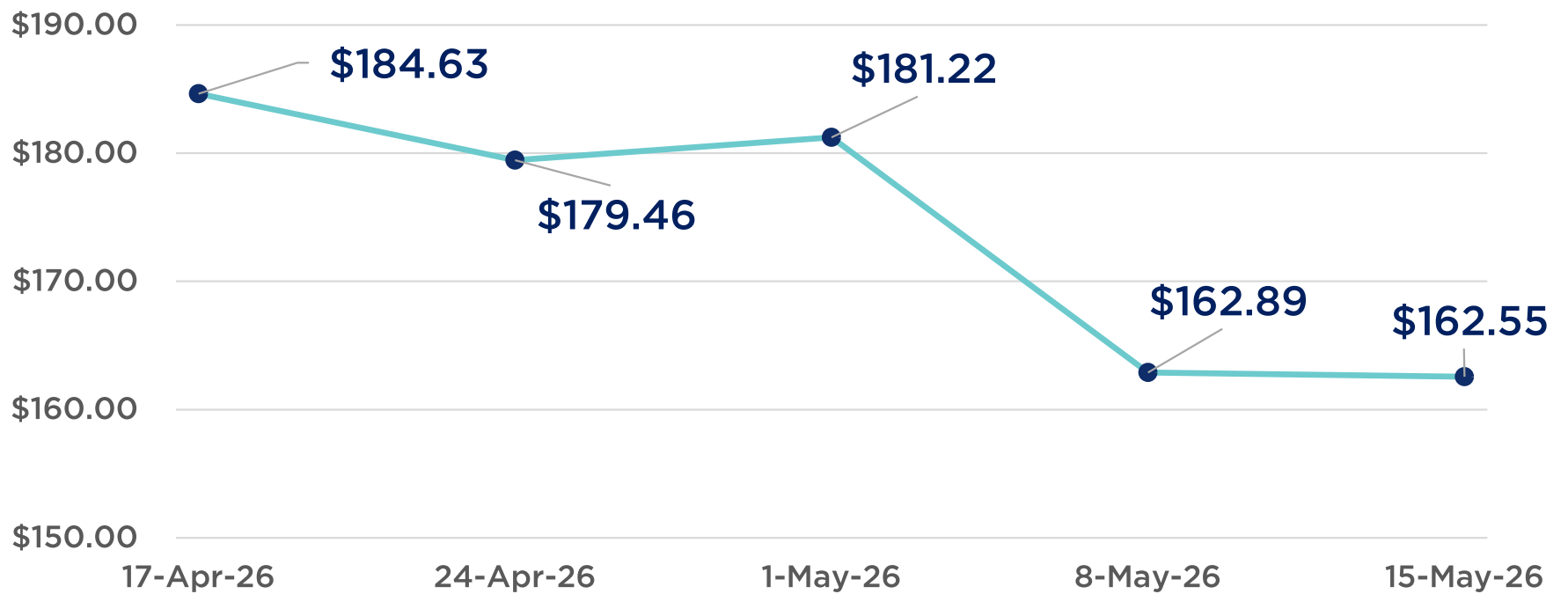
- **Period & Time:** June 4 – June 7, 2026 (10:00 – 18:00)
- **Venue:** COEX C Hall (3F), Seoul, Korea
- **Host:** Seoul International Travel Fair Organization Committee, The International Tourism Forum
- **Objective:**
 - To strengthen Guam's positioning as a premier travel destination by showcasing diverse travel experiences and partner offerings at 2026 SITF.
 - To deliver immersive and engaging brand experiences through cultural performances and interactive on-site activations.
 - To maximize market presence by targeting both B2B and B2C audiences, fostering partnerships and direct consumer engagement.
 - To drive visitor interest and participation through experiential booth programs, promotions, and giveaway initiatives.
- **Participation:** Baldyga Group, Dusit Thani Guam Resorts, KGTA, Stroll, PIC Guam, PHR, Rihga Royal Laguna Resort, Hilton Guam, The Tsubaki Tower, Hotel Nikko, Hoshino Resorts RISONARE Guam.



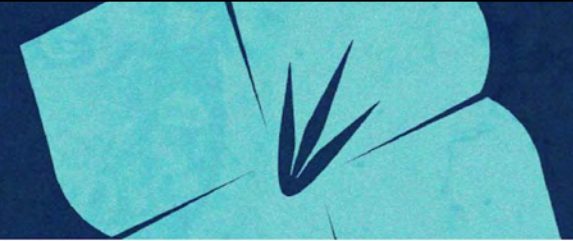
KOREA



Weekly Average Price (per barrel)



Source: IATA



The Guam Fare Advantage Program

- **Purpose:**
 - Reduce cancellations brought on by increased airfare
 - Support airlines to maintain seat capacity to Guam
 - To keep Guam competitive versus other destinations in uncertainty
 - To collaborate with our team & stakeholders in our source markets for awareness and rapid response to dynamic market conditions

- **Program:**
 - Provide added value to destination Guam package and airline purchases for the third quarter
 1. Airline Fuel Surcharge Assistance
 2. Travel Agent Promotions
 3. Credit Card added-value campaigns with members and stakeholders
 4. Extensive Marketing

JAPAN

GDO X GUAM GOLF CAMPAIGN



OBJECTIVE

- Position Guam as a premium golf travel destination
- Drive golf travel demand and destination awareness in Japan market

PARTNERSHIP

- Collaboration with GDO, Japan's leading golf platform

CONTENT

- Official Guam Golf Guidebook
- SNS video campaign featuring all 5 Guam golf courses
- Showcasing golf, dining, facilities, and travel tips

TARGET SEGMENT

- SIT-focused golf travel campaign targeting high-intent travelers

DISTRIBUTION

- Distributed at 10 major golf driving ranges across Japan
- Available to travel agencies upon request for sales support

JAPAN

FOOD TRUCK ACTIVATIONS

Meikai Global Day 2026

- May 16, 2026
- Participated in an international exchange event with students, embassies, and local communities
- Promoted CHamoru culture and unique cuisine
- Supported Meikai University's Guam study program launching August 2026



Kanmen Grand Prix 2026

- May 17-18, 2026
- Participated in a major food festival in Tokyo with a Guam-themed food truck
- Featured traditional CHamoru desserts
- Approximately 15,000 attended the event
- Around 1,000 people visited the Guam food truck
- Generated strong interest in Guam as a travel destination among families and food enthusiasts



JAPAN

DOUBLE GUAM PAY AND ENHANCED GUAM BONUS

Background & Objective

- Capture peak summer demand from Japan
- Increasing price sensitivity due to fuel costs and weak yen
 - Accelerate bookings through added value and incentives

DOUBLE GUAM PAY

Doubled Guam Pay coupon mount for August to push hesitating buyers across the line.

COUPON DOUBLED

STANDARD

\$30 /pax



AUGUST

\$60

Limited to 5,000 coupons

SUPER GUAM BONUS

Enhanced merchant offers to strengthen on-island value

OFFER BOOST

Get 10% Off Your Accommodation

→ **Stay 3 Nights, Get 1 Night Free**

10% Off the Total Amount

→ **20% Off the Total Amount**



SUPER GUAM BONUS - GVB MEMBERS

Hinekka Deli



taste

issin
Japanese Restaurant



HYATT
REGENCY
GUAM



RR
RIHGA ROYAL
LAGUNA GUAM RESORT

LACASCATA



KIRERA

TAOTAO TASI
BEACH DINNER SHOW

BigSunset
DINNER CRUISE

ZOH
STEAK CLUB

ANEMOS

the beach
RESTAURANT & BAR

Roy's

English Club
GUAM



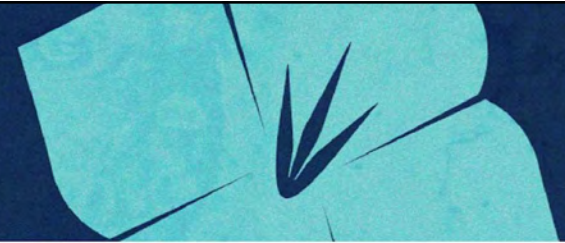
SPA ayualam

hotel nikko guam

Magellan



TAIWAN



Guam Visitors Bureau x United Airlines — Guam Product Seminar

- **Date:** May 7, 2026
- **Participants:** 77 total, from 53 travel agencies and 2 media outlets
- **Objectives**
 - Strengthen engagement with Taiwan travel trade partners
 - Reinforce awareness of Guam's direct flight accessibility
 - Support future product development and cooperation opportunities
- **Program:**
 - GVB & UA presentations, GVB member showcase videos, networking sessions, and interactive engagement
 - Collected valuable market feedback through 61 on-site survey responses, supporting future trade engagement and marketing strategies.



NORTH AMERICA

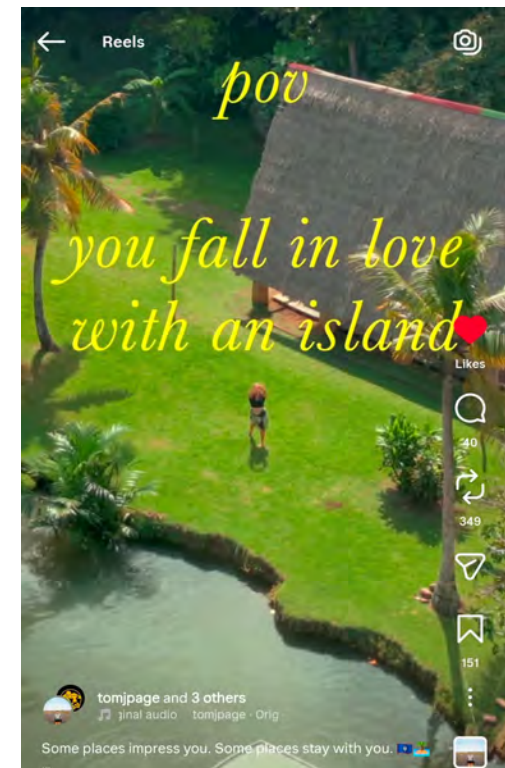
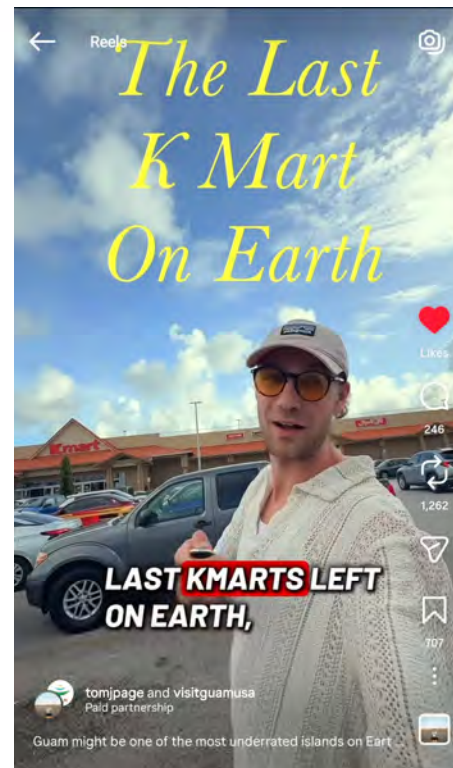
Influencer Co-op

Tom Page x GVB Collaboration

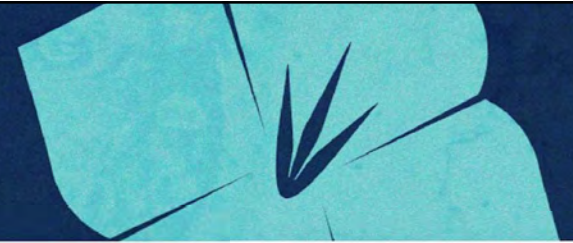
- The Worst Traveller
- FAM Tour: Feb. 17-19, 2026

Media coverage (1st week)

- Instagram
 - 47.7k views
 - 11.4k likes
 - 1.25k reposts
 - 700 saves
 - 250 comments
 - 2.8l shares
- Views across platforms
 - 250k+ views



NORTH AMERICA



IPW 2026

Date: May 17-21, 2026

Location: Fort Lauderdale, Florida



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 250th 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 4M+ visitors are anticipated!



PATA ANNUAL SUMMIT (PAS) “Navigating Towards a Resilient Future”

Date: May 11-13, 2026

Location: Pohang & Gyeongju, South Korea

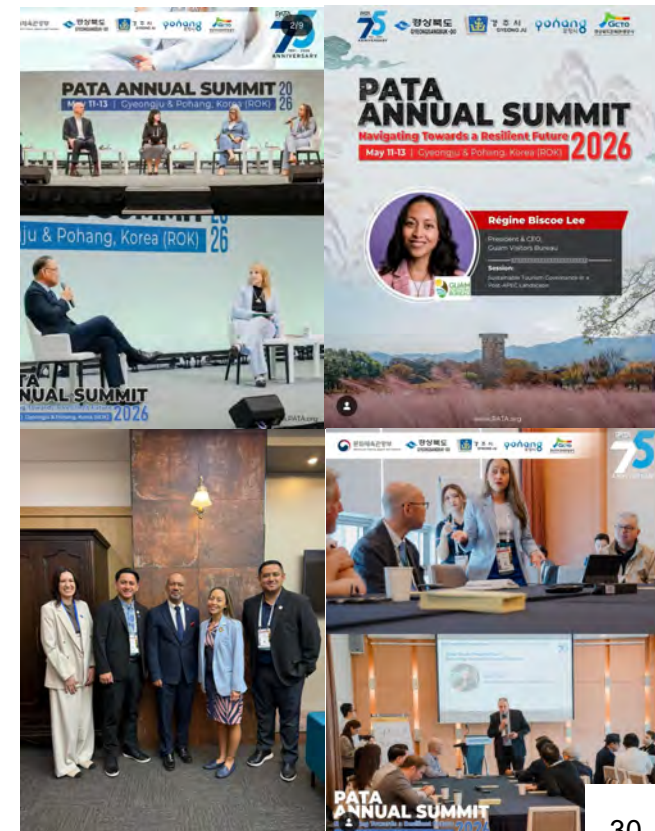
GVB attended the PATA Annual Summit Pohang and Gyeongju, South Korea.

GVB President & CEO, Régine Biscoe Lee led an Industry Roundtable discussion, “Turning Insights into Action” and sat as a panelist on the topic of “Sustainable Tourism Governance in a Post-APEC Landscape.”

GVB received the PATA-longstanding award as the organization celebrates its 75th year anniversary.

PATA CEO, Noor Ahmad Hamid, met with GVB to discuss the following:

- PATA’s support to host a Youth Empowerment Symposium on Guam
- Initiatives and assistance to grow new markets (Malaysia, Brunei, India)
- Hosting future PATA events in Guam.
- Revival of Micronesia Cruise Development conversation - Homeported, small ship cruise line



NEW MARKETS

MATTA FAIR

Date: April 3-5, 2026

Location: Malaysia

- GVB exhibited in MATTA Fair 2026 in KL, Malaysia from April 3-5, 2026.
- MATTA is the largest consumer fair in Malaysia and one of the largest in Asia with over 300,000 attendees.
- GVB highlighted Guam's unique selling points, such as visa-free travel for Malaysians, CHamoru culture, America in Asia, and proximity to Malaysia via the Philippines.
- Philippine Airlines offered a special MATTA rate for roundtrip airfare.
- GVB met with several travel agents who are interested in developing travel packages for Guam.



NEW MARKETS

Miki Travel + KKDay Collaboration Date: June 4-9, 2026

- GVB will collaborate with Miki Travel and KKDay to promote Guam in Malaysia, Singapore, and throughout Asia.
- Miki Travel is a leading B2B wholesale tour operator in Malaysia.
- KKDay is considered one of the top OTAs for tours, activities, and local experiences. Based in Taiwan, it functions as a one-stop app for travel booking.
- KKDay identified 2 influencers to create content of unique Guam experiences for promotion in their platform.



DESTINATION DEVELOPMENT



DESTINATION MAINTENANCE

PARTNER RECOVERY EFFORTS

THE GUAM ZOO



FOUNTAIN PLAZA



GUMA TRANKILIDAT



HILTON GUAM RESORT & SPA



DESTINATION MAINTENANCE



DESTINATION MAINTENANCE

Two Lovers Mural



GVB & G3 PARTNERSHIP

Friday, May 1, 2026 - Ypao Beach Park

GVB partnered up with Guam Green Growth to plant new coconut trees along Ypao Beach Park to help restore greenery lost during Super Typhoon Sinlaku in April. Special thanks to our community partners from UOG Center for Island Sustainability and Sea Grant and the Department of Agriculture for supporting this event!



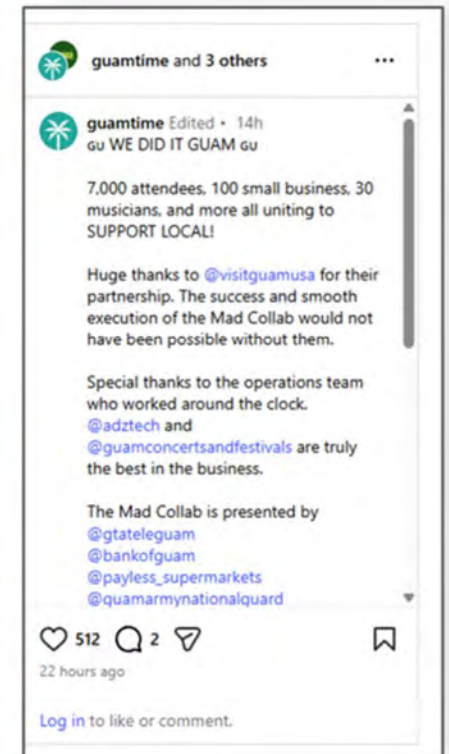
BEACH CLEANUP

Sunday, May 3, 2026 - Gun Beach

GVB team members joined the Korea Guam Travel Association at Gun Beach to help clean up debris and waste washed up on the shore from Super Typhoon Sinlaku.



TUMON NIGHT MARKET: MAD COLLAB



TUMON NIGHT MARKET: INDUSTRY NIGHT



GUAM MICRONESIA ISLAND FAIR RESCHEDULED - OCT 24-26, 2026



HÅFA ADAI PLEDGE 2.0

The *Håfa Adai* Pledge program is a cornerstone of the Guam Visitors Bureau's local community branding campaign.

Goals:

- Refresh and regrow GVB's community branding and outreach program to bring more *CHamoru* culture, values, and *Håfa Adai* Spirit to our industry and community
- Engage Members, industry, government, education, and community partners to join us in making Guam a better place to live, work, and visit
- Plan key events to promote participation and engagement
 - Monthly pledge events
 - Collaborative events with GVB Members
 - Guam Micronesia Island Fair 2026 in October



Timing of Launch: Fall 2026



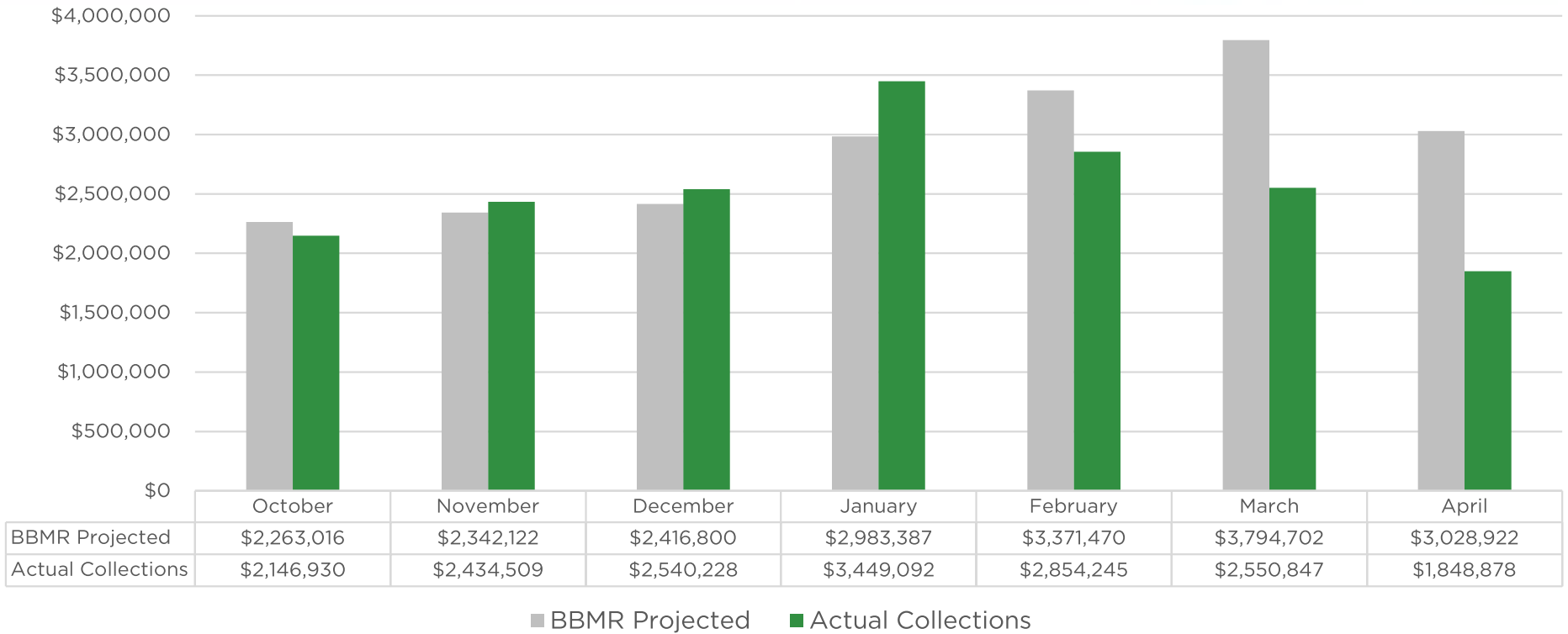
FINANCE



FY2026 TAF Projected vs. Actual



Projected vs Actual Revenue



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

Fiscal Year-To-Date TAF



Projected vs Actual Revenue



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

Fiscal Year-To-Date Revenues



Guam Visitors Bureau
(Unaudited)
As of April 30, 2026

REVENUES	<u>Fiscal Year to Date (Oct. to Apr.)</u>		
	Apr. 2026	Apr. 2025	Chng. %
Revenue - GovGuam Appropriations	\$ 16,900,734	\$ 16,426,893	3%
Revenue - Airline Incentive Fund	\$ 9,133,331	\$ -	100%
Revenue - Federal (ARP)	\$ 2,644,972	\$ 496,710	432%
Revenue - Consumption Tax Refund	\$ 662,708	\$ 368,570	80%
Other Income	\$ 154,615	\$ 431,708	-64%
Revenue - Tumon Night Market	\$ 133,517	\$ -	100%
Revenue - Interest Income - TCD	\$ 124,356	\$ 72,248	72%
Revenue - Membership Dues	\$ 33,400	\$ 52,905	-37%
Revenue - Ko'ko' Race Fees	\$ 32,430	\$ 24,830	31%
Revenue - Participation Fees	\$ 10,470	\$ 34,600	-70%
Revenue - Interest Income - Checking	\$ 5,737	\$ 6,153	-7%
Revenue - GMIF Vendor Fees	\$ -	\$ -	100%
Revenue - Gain/Loss on Foreign Exchange Transaction	\$ (2,249)	\$ (17,952)	-87%
Revenue - Gain/Loss on CD Raymond James	\$ (263)	\$ (602)	-56%
Revenue - In-Kind Contributions	\$ -	\$ 157,137	-100%
Revenue - Interest Income Cultural and Sports	\$ -	\$ -	100%
Total Revenue	\$ 29,833,758	\$ 18,053,200	65%

Fiscal Year-To-Date Expenses



Guam Visitors Bureau
Expenses by Department
& Program(Unaudited)
As of April 30, 2026

EXPENSES - MARKETING	Fiscal Year to Date (Oct. to Apr.)		
	Apr. 2026	Apr. 2025	Chng. %
Korea	\$ 4,166,120	\$ 2,789,731	49%
Japan	\$ 2,570,931	\$ 2,011,695	28%
Taiwan	\$ 228,414	\$ 553,536	-59%
Philippines	\$ 264,922	\$ 187,940	41%
Social Media	\$ 66,047	\$ 114,297	-42%
Global Website	\$ 116,705	\$ 176,393	-34%
North America	\$ 32,822	\$ 77,911	-58%
New Market Development	\$ 35,996	\$ 54,866	-34%
Print Promo	\$ 80,364	\$ 59,443	35%
Pacific	\$ 26,981	\$ 45,920	-41%
	\$ 7,589,301	\$ 6,071,731	25%

Fiscal Year-To-Date Expenses



EXPENSES - DESTINATION	<u>Fiscal Year to Date (Oct. to Apr.)</u>		
	Apr. 2026	Apr. 2025	Chng. %
Destination Management	\$ 606,683	\$ 1,684,698	-64%
Visitor Safety	\$ 1,189,146	\$ 950,219	25%
Sports & Events	\$ 1,432,372	\$ 726,746	97%
Culture & Heritage	\$ 85,265	\$ 139,930	-39%
	<u>\$ 3,313,466</u>	<u>\$ 3,501,592</u>	<u>-5%</u>

EXPENSES - RESEARCH & ADMIN	<u>Fiscal Year to Date (Oct. to Apr.)</u>		
	Apr. 2026	Apr. 2025	Chng. %
Research	\$ 446,087	\$ 231,744	92%
Administration	\$ 1,295,780	\$ 4,048,896	-68%
	<u>\$ 1,741,867</u>	<u>\$ 4,280,640</u>	<u>-59%</u>

Si Yu'os Ma'åse'

