



REGULAR BOARD OF DIRECTORS MEETING

Thursday, April 23, 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

I. CALL TO ORDER

- The GVB Board of Directors meetings was called to order at 1:32PM.

II. ROLL CALL

III. MINUTES OF THE PREVIOUS MEETING (March 27, 2026)

- Motion to approve meeting minutes dated March 27, 2026 made by Director Hofmann and seconded by Director Guzman. Motion approved.

IV. EXECUTIVE SESSION (As needed)

- Confidential regulatory matter, anticipated personnel litigation

V. ACTION BY THE BOARD

VI. CHAIRMAN'S REPORT

- Chairman Chiu noted a successful Ko'ko Road Race despite the weather conditions and a great Japan Festival. The Chairman further thanked staff for their hard work amidst the incoming typhoon. He also thanked GVB staff and management for work after Typhoon Sinlaku and noted that the Bureau did a fantastic job of post-typhoon clean-up, especially the efforts to restore Ypao Beach.

VII. MANAGEMENT REPORT

- See attached Management Report.
- Director Sgro noted that Cha University treated all the athletes well and that the taping station was a success.
- Mayor Hofmann asked what the solution to the broken streetlights in Tumon were to which President Lee noted that GVB is discussing with the vendor. She further noted that there are back up lights and that GVB is actively working on repairing the lights. Director Eun asked if we are going to continue solar lights to which President Lee said we can discuss with the vendor.

- Director Sgro asked what caused the influx for Sports and Events budget to which Financial Controller, Mr. Gudmalin, replied that the cause was because of the Tumon Night Market and the Marianas Open. Director Artero asked if Marianas Open has been receiving money already, which President Lee confirmed.

VIII. REPORT OF BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

B. ADMINISTRATION & GOVERNMENT

C. DESTINATION MANAGEMENT/ VISTOR SAFETY & SATISFACTION

D. CULTURAL HERITAGE & COMMUNITY OUTREACH

- Approval of FY2026 Sponsorships
 - Talafofo Municipal Planning Council - 17th Annual Banana Festival and Talafofo Fiesta
 - **MOTION:**

Motion to approve up to \$20,000.00 in event sponsorship funding for the 2026 Banana Festival (July 24-26), and the Talofofa Fiesta (on September 27th). Events help support Chamorro culture and heritage by coming together to celebrate through food and activities.

ISSUE:

Board approval required. [Motion made by Director Hofmann and seconded by Director Eun.](#) [Motion approved.](#)
 - Santa Rita-Sumai Municipal Planning Council - Back to Sumay Day, Papaya Block Party, Liberation Memorial Mass, Our Lady of Guadalupe Fiesta and Santa Rita Festival
 - **MOTION:**

Motion to approve up to \$18,000.00 in event sponsorship funding to the Santa Rita-Sumai Mayors Office for their 2026 events, including, Back to Sumay Day (May 9), the Santa Rita Fiesta (May 23), Papaya Block Party (June 13-14), and a Liberation Memorial Mass (July 18).

ISSUE:

Board approval required. [Motion made by Director Hofmann and seconded by Director Eun.](#) [Motion approved.](#)

- Agat Municipal Planning Council – 17th Annual Hagat Mango Festival, 2nd Annual Mt. Carmel Carnival, and Fena/Hagat Memorial

- **MOTION:**

Motion to approve up to \$23,000.00 in event sponsorship funding to the Agat Municipal Planning Council for the 2026 Mango Festival (May 22-24), Mount Carmel Carnival and Autoshow (July 11-12), and Fena Memorial Ceremony (July 19).

ISSUE:

Board approval required. Motion made by Director Hofmann and seconded by Director Eun. Motion approved.

E. RESEARCH

F. SPORTS & EVENTS

- Approval of FY2026 Sponsorships
 - University of Guam CIS and Sea Grant G3 – 2026 University of Guam Conference on Island Sustainability
 - Motion to approve up to \$15,000.00 in event sponsorship funding to the University of Guam CIS and Sea Grant G3 for the 2026 University of Guam Conference on Island Sustainability.

ISSUE:

Board approval required. Motion made by Director Hofmann and seconded by Director Sgro. Motion approved.

G. JAPAN

- Director Yanagisawa noted that the winners of the Ko'ko' Road Race were both Japanese in the male and female categories, and that TV Tokyo has begun filming in Guam.

H. KOREA

- Director Eun noted concerns about the increase in fuel surcharge and voiced his support of GVB's fuel surcharge alleviation program.

I. TAIWAN (Meeting minutes dated 4/2/26)

J. NORTH AMERICA, PACIFIC, PHILIPPINES & NEW MARKETS

- For Approval - Great American State Fair

- **MOTION:**

Motion to approve up to \$220,400.00 for Guam's participation in the Great American State Fair which will take place in Washington, DC from June 25 - July 10, 2026. Funding will come from the GVB Marketing (\$120,400) and Destination's Cultural Heritage (\$100,000) accounts.

ISSUE:

Board approval required. [Motion made by Director Hofmann and seconded by Director Guzman.](#) [Motion approved.](#)

K. MEMBERSHIP

L. RECOVERY COMMITTEE

IX. OLD BUSINESS CORPORATION

X. OTHER BUSINESS

- Director Guzman congratulated Mr. Frank Rabon for receiving the NEA National Heritage Fellow Award.

XI. AGENDA ITEMS FOR THE NEXT MEETING

XII. ANNOUNCEMENTS

- Upcoming Board Meetings: May 28, 2026 and June 25, 2026

XIII. ADJOURNMENT

- [Motion to adjourn meeting made by Director Artero and seconded by Director Yanagisawa.](#) [Motion approved.](#)
- The GVB Board of Directors Meeting was adjourned at 3:30PM.

MANAGEMENT REPORT

Régine Biscoe Lee, President & CEO
GVB Board of Directors Meeting
April 23, 2026

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GVB Recruitment and Selection: Internal Promotions



Lisa Bordallo
Senior Marketing Manager
Effective April 20, 2026

Overseeing planning, development, and execution of travel trade promotional programs targeting international markets, including both local and off-island initiatives within assigned regions.



Akemi Aguon
Senior Marketing Manager
Effective April 20, 2026

Overseeing planning, development, and execution of travel trade promotional programs targeting international markets, including both local and off-island initiatives within assigned regions.



Cil Dydasco
Tourism Research Analyst I
Effective March 30, 2026

In this expanded role, the position will integrate analytical insights into data-driven strategies, enhancing performance measurement, forecasting, and overall effectiveness across key initiatives.

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GVB Socials: Follow Us!



Guam Visitors Bureau
10.5K Followers



Visit Guam
10.5K Followers



Guam Visitors Bureau
1.5K Subscribers

Follow us on Facebook, Instagram, X, LinkedIn and YouTube!

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HUMAN RESOURCES

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RESEARCH

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March 2026

		Total: 58,580 (+8.6%)			
% Market Mix	Origin	2019	2025	2026	% vs LY
31.5%	Korea	46,417	19,882	18,431	-7.3%
50.1%	Japan	64,445	24,138	29,344	21.6%
10.4%	US/Hawaii	7,092	5,832	6,088	4.4%
1.3%	Philippines	1,195	1,039	768	-26.1%
0.8%	Taiwan	1,671	84	479	470.2%
0.4%	China	570	199	230	15.6%
0.1%	Hong Kong	342	64	46	-28.1%

Source: Guam Customs Declaration Forms, Processed by the Guam Visitors Bureau. Note: March 2026 Daily Arrivals reflect Custom Air arrivals only.

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GVB Recruitment and Selection: New Hire

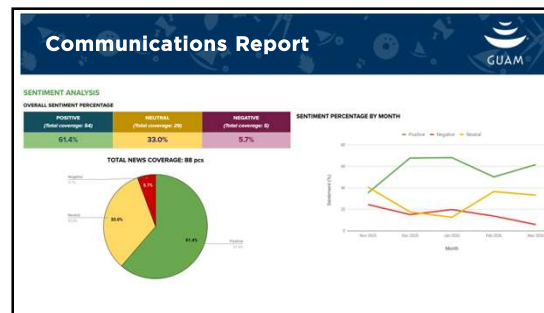
Welcome to the Guam Visitors Bureau!



Cabrini Aguon
Tourism Research Analyst I
Effective April 15, 2026

Cabrini joins the Guam Visitors Bureau to enhance enterprise-level tourism analytics and data-driven decision support capabilities.

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Calendar Year to Date 2026

		Total: 197,655 (+8.5%)			
% Market Mix	Origin	2019	2025	2026	% vs LY
42.5%	Korea	175,141	83,772	84,040	0.3%
39.4%	Japan	181,240	65,169	77,801	19.4%
9.3%	US/Hawaii	22,886	18,924	18,371	-2.9%
1.5%	Philippines	3,753	2,800	2,867	2.4%
1.4%	Taiwan	6,667	1,885	2,795	48.3%
0.8%	China	4,480	1,339	1,608	20.1%
0.1%	Hong Kong	1,541	147	160	8.8%

Source: Guam Customs Declaration Forms, Processed by the Guam Visitors Bureau. Note: March 2026 Daily Arrivals reflect Custom Air arrivals only.

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KOREA

OLD BUSINESS
 FY2026 ACCOMPLISHED PROJECT: KO'KO' ROAD RACE PROJECT - POST REPORT
 1) TRAVEL TRADE CO-OP PROMOTION

- Period: February - April 2026
- Partners (CO TA): Hana Tour, Mada Tour, Very Good Tour, YB tour, NCL, universe, My Real Trip, Hanjin Travel Day Tour, Nobei Tour, Travel Star & Marketing
- Channel: 1&1 Web & App, owned channel, paid channel, live commerce
- Total Fee: 98,000
- Summary:
 - Collaborated with travel agencies to develop dedicated promotion pages for the Ko'Ko' Road Race
 - Leveraged agencies owned and paid marketing channels to drive awareness and conversion
 - Introduced competitive race travel packages with value-added benefits, including discounted surface and elite check-out services
 - Strengthened booking momentum and participant acquisition by integrating event-specific packages with targeted digital promotion

Sketch Photos of Creative Tour

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KOREA

OLD BUSINESS
 FY2026 ACCOMPLISHED PROJECT: KO'KO' ROAD RACE PROJECT - POST REPORT
 4) CO-OP WITH CELEBRITY (SEAN)

- Period: April 8 - April 14, 2026
- No. of Pax: 4 Pax (1 Singer, 2 Actors, 1 Runner)
- Channel: Celebrity's social media channels including Sean
- Summary:
 - Invited Sean and his crew, including two actors and a running coach to participate in the Ko'Ko' Road Race in Guam
 - Generated authentic social media exposure through first-hand race participation and organic content sharing
 - Enhanced awareness of the Guam Marathon among Korean audiences, particularly within the running community
- Deliverables:
 - Instagram feed post
 - Instagram story
 - YouTube content (will be uploaded within May)

Sketch Photos of Sean Crew

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KOREA

OLD BUSINESS
 FY2026 ACCOMPLISHED PROJECT: KO'KO' ROAD RACE PROJECT - POST REPORT
 7) MEDIA TIE-IN (WOMEN SENSE)

- Period: April 8 - April 12, 2026
- Media: Women Sense Magazine (Target Reader: 30s-50s Young Moms)
- Website: <https://www.womensense.com>
- Channel: Instagram (M) <https://www.instagram.com/womensense/>
 @ Guam Living Year Hub Instagram (P/K) https://www.instagram.com/ily_dairy_us/
- Circulation: 100,000 monthly
- Deliverables:
 - Guam Living Year Hub Instagram (P/K) (2 posts will be uploaded within April)
 - Women Sense official Instagram & website (2 posts will be uploaded within April)
 - K-Queen Living Year Hub Instagram posting (3 posts)
 - First draft of Video will be delivered within April
 - Photo asset delivered (100)

Women Sense May Issue

K-Queen Instagram

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KOREA

OLD BUSINESS
 FY2026 ACCOMPLISHED PROJECT: KO'KO' ROAD RACE PROJECT - POST REPORT
 2) CO-OP WITH UNIVERSITY SPORTS CLUB (CHA UNIVERSITY SPORTS MEDICINE STUDENTS)

- Period: April 11-12, 2026
- Partner: CHA University students & Sangji University, Kyung Hee University, Soonchunhyang University, Shin Ansan University, Kwangwon University
- Total Fee: 98,000
- Summary:
 - Successfully promoted the Ko'Ko' Road Race Marathon to early 20s MZ generation through active engagement with students from six (6) Korean universities
 - Invited students from CHA University (Sports Medicine Department), an official MOU partner, to Guam, strengthening academic and sports collaboration
 - Enhanced event visibility and participation among young Korean travelers by positioning the marathon as a dynamic sports & wellness experience
 - Operated a sports taping support booth for marathon participants during the Ko'Ko' Road Race with CHA University students
 - Operated a sports taping support booth for marathon participants, providing professional on-site athlete care services
 - Created overall participant satisfaction and event credibility by delivering hands-on support and interactive engagement led by university students

Promotional and for university students

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KOREA

OLD BUSINESS
 FY2026 ACCOMPLISHED PROJECT: KO'KO' ROAD RACE PROJECT - POST REPORT
 5) CO-OP WITH INFLUENCERS

- Period: April 8 - April 13, 2026
- No. of Pax: 10 Pax (6 Influencers & 4 companions, 2 Q&V Korea)
- Summary:
 - Collaborated with running & sports influencers & kid influencers and created content capturing key moments of the Ko'Ko' Road Race
 - Influencers participated in half marathon as well as a kiddie relay and delivered authentic Ko'Ko' Road Race moments alongside Guam travel
- Deliverables:
 - 30 Instagram posting / 4 YouTube posting / 1 Naver blog posting / 180 photos & 30 short video clips

Influencers

<Shin Min Sup> 311k Followers Channel URL	<Taebe> 100k Followers Channel URL	<Ju Yeon> 231k Followers Channel URL	<Haebong> 201k Followers Channel URL	<Gourp> 113k Followers Channel URL	<Arin (Rame)> 27.1k Followers Channel URL
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KOREA

OLD BUSINESS
 FY2026 ACCOMPLISHED PROJECT: KO'KO' ROAD RACE PROJECT - POST REPORT
 8) MEDIA TIE-IN (DIGITAL CHOSUN)

- Period: April 8 - April 12, 2026
- Media: Digital Chosun (Business & Leisure focused online news)
- Website: N/A
- Deliverables:
 - 3 Reports
 - Ko'Ko' Road Race Media Conference (released on April 11)
 - Review of 2026 Ko'Ko' Road Race (will be released within April)
 - Guam travel articles will be released within April

Reportage

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KOREA

OLD BUSINESS
 FY2026 ACCOMPLISHED PROJECT: KO'KO' ROAD RACE PROJECT - POST REPORT
 3) CO-OP WITH CREATIVE TOUR

- Promotion Period: January 23 - Mid March
- Travel Period: April 10 - April 15
- Channel: Creative Tour Website / SNS channel
- Website Link: <https://www.creativetour.com/ko/roadrace2026>
- Total Fee: 40,000
- Summary:
 - Running specialized travel agency 'Creative Tour' developed Ko'Ko' Road Race travel package
 - 40 travelers participated in Ko'Ko' Road Race half marathon course

Sketch Photos of Creative Tour

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KOREA

OLD BUSINESS
 FY2026 ACCOMPLISHED PROJECT: KO'KO' ROAD RACE PROJECT - POST REPORT
 6) CO-OP WITH RUNNING INDUSTRY KOL

- Period: April 8 - April 13, 2026
- No. of Pax: 50 Pax (Key runners from 3 running clubs: Human Race Running Club & No Rules Running & Daegu Running Club)
- Summary:
 - Key figures from major running clubs in Korea were invited to experience the Ko'Ko' Road Race, sharing authentic race experiences through their communities (Naver Cafe and SNS) and supporting future participant recruitment
 - On-ground activations such as shakeout runs, along with consistent post-event content sharing, helped maintain engagement beyond the event itself
 - This initiative marked a strong starting point for targeting a more specific and high-tiered running audience, establishing a foundation for deeper, community-driven expansion within the core running segment

Sketch Photos of Running Clubs

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KOREA

NEW BUSINESS
 FY2026 UPCOMING PROJECT: FILA KOREA CO-OP PROJECT "TENNIS CAMP IN GUAM"

- Period: April 21 - April 26, 2026
- Target: Sports Market/Tennis Player/RTU/General consumers
- No. of Pax: 25 Pax (2 Fila tennis coaches, 10 promotion winners, 2 filming team, 1 Fila Korea, 2 GVB Korea)
- Objective:
 - Position Guam as a premium wellness & Active Lifestyle destination through tennis-focused programs
 - Leverage Fila's tennis ambassadors, influencers, and coaching network to create Guam-themed tennis content
 - Build a consumer participation model linking Fila with Guam tennis experiences
 - Extend content and activate into 'Wish Open Season 2026' for sustained exposure
- Scheme:
 - Operate a Guam-based tennis experience program with Fila ambassadors, in collaboration with the Korean Tennis Association of Guam (KTAG) through joint lessons and friendly matches
 - Capture on-site activities and local engagement to develop branded content assets for Fila and GVB Korea's marketing channels

Fila Tennis Coach Lee Hyung Tai

Fila Tennis Coach Um Sun Young

Reference Photos of "Tennis Camp in Guam"

<Hyungtaek Lee> 17.9k Followers Channel URL	<Um Sun Young> 4.5k Followers Channel URL
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KOREA

NEW BUSINESS

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

- Period & Time: June 4 - June 7, 2026 (10:00 - 18:00)
- Venue: COEX Convention Center, Seoul, Korea
- Event: Seoul International Travel Fair
- GVB Booth: To independent booth spaces
- 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: Co-exhibitors limited to (7) organizations due to limited space



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JAPAN

COUNTER MEASURE

GUAM PAY Extension in Response to Travel Trade Demand and Recent Market Shifts

Background

- Strong requests from travel agencies to continue the program
- Middle East situation creating instability in long-haul travel
- Demand shifting toward short-haul, safer destinations

Objective

- Extension decided to capture this shifting demand and maximize sales opportunities
- Strengthen bookings ahead of the fuel surcharge increase

Key Takeaways

- A timely response to changing market conditions
- Functions as a joint demand-driving tool with travel trade partners



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JAPAN

BRAND CAMPAIGN - TAXI ADS IN TOKYO



- Taxi Advertising Campaign Performance 4/13-26
- (GROWTH Network - Tokyo's 23 Wards)
- Total Video Plays: 2.4 million views
- Coverage: Taxi digital signage across Tokyo's 23 wards
- Estimated Monthly Network Reach: 10-12 million viewers
- Average Passenger Viewing Time: 15-20 minutes per ride
- Implication:
 - High-frequency exposure to urban business and high-income audiences during extended ride times, generating strong brand visibility in Tokyo's core market.

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JAPAN

KO'KO' ROAD RACE 2026

Promotional activities in the market

[Celebrities & Influencers]
In addition to the official ambassador, we invited running influencers, defending champions, Olympic gold medalists, and university Ekiden teams to enhance both the event's visibility and competitive level.

[Pre-Event Promotion]
We expanded awareness through multiple channels, including articles on RUNNET, flyer distribution at TIPNESS gyms, radio tie-up segments, and social media posts by influencers.

[On-site Promotion]
We hosted a meet-and-greet event with the ambassador and influencers, providing added value beyond the race itself and increasing participant engagement.

[Post-Event Promotion]
We continued promoting the event through media coverage and YouTube content, while also creating assets for future marketing use.



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JAPAN

YONINO CHANNEL UPDATE

Views continue to grow steadily, demonstrating sustained audience engagement and long-tail content value.


- Total Views: 13.86M (and still growing)
- Guam content has proven a repeatable path from views - buzz - on-island spending.

Key Proof

- Watz featured in Yoni's Guam episode sold out at Kmart / Don Quijote
- Customers visited stores after watching the video
- Content directly drove retail sales in Guam

Strategic Value

- This proves Guam content converts awareness into real visitor spending, creating a scalable model for future drama, influencer, and ambassador campaigns.



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TAIWAN

KO'KO' ROAD RACE

Wu Chien, SU (Solo) - @ 22.1K **Jie-Hua, Liu (Jax) - @ 15.6K**



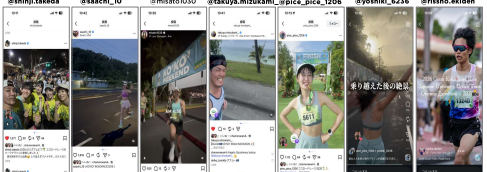
The two Key Opinion Consumers (KOC) are Taiwan based running creators and coaches from NID Run Club, a steadily growing running community with strong engagement among fitness-focused audiences. Their dual content focuses on HYROX training and experience-based travel lifestyles which allows them to deliver strong influence in the local running community in Taiwan.

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JAPAN

KO'KO' ROAD RACE 2026

Celebrities & Influencers' SNS Posts (Examples from the runners invited this time)



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JAPAN

BEYOND DIRECT FLIGHTS :

Capturing Seat Supply/Connecting Travelers Across local Markets

Promoting travel from regional cities in Japan to Guam via Incheon BY KE

- GVB Japan in collaboration with Korean Air's Japan branch launched a promotional campaign in April to encourage travel from regional cities in Japan to Guam via Incheon.
- This initiative aims to address seat shortages at existing airports and stimulate demand for travel to Guam from regional cities.
- The promotion will run online through AirTrip, a major Japanese OTA, until June.
- <https://www.skygate.co.jp/campaign/ke/gum2603/>



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TAIWAN

Ko'ko' Road Race - FAM Tour

Date: April 11 - April 13, 2026
Location: Guam, USA

- Initial date April 11 - April 15, 2026, left early due to Typhoon Sinlaku.
- GVB hosted two Taiwan-based running Key Opinion Consumers (KOCs) to participate in the Ko'ko' Road Race Half Marathon and generate organic, creator-led content highlighting run-travel and active lifestyle experiences.
- The FAM tour was shortened due to Super Typhoon Sinlaku, with early departures arranged to prioritize safety and avoid travel disruptions.
- Despite the shortened trip, KOCs Solo and Jax remain positive and committed to posting Instagram Reels with their timeline pending and links will be shared once live.



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TAIWAN

Taipei Wedding Fair
 Event Date: April 12, 2026
 Location: Taipei, Taiwan

- GVB participated in Taiwan's leading wedding fair engaging 1,500-1,800 actively planning couples and positioning Guam as a premium wedding and honeymoon destination.
- A Guam-branded booth, in collaboration with United Airlines and travel partners, showcased beachfront weddings and resort experiences.
- The event integrated multi-channel promotions (social media, wedding platforms, and on-site activations) increased awareness and generated high-value FIT leads.

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NEW MARKETS

MATTA FAIR - Malaysia
 April 3-5, 2026

- 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.

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NEW MARKETS

MATTA FAIR 2026
 Consumer Survey

What experiences do you usually look for in a leisure destination? (May select up to 3)
 711 responses

Experience	Count	Percentage
Culture and History	496	69.8%
Nature/Outdoor Exploration	406	57.1%
Culinary experiences	171	24.1%
Shopping	176	24.8%
Family-friendly activities	169	23.8%
Adventure and Sports	136	19.1%
Beach/Relaxation	308	43.3%
Meeting new people	96	13.5%
Instagram-worthy aesthetics an...	90	12.7%

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PHILIPPINES

KO'KO' ROAD RACE - FAM VISIT

- April 11-16, 2026 *cancelled flight due to Typhoon Sintaku
- GVB welcomed Aubrey Miles and Troy Montero (2.7M combined following)
- Participated in the Ekiden Relay with two local runners from the Guam Running Club
- Shared positive experiences despite the storm; high interest in visiting again

"When the rain stops and the winds die down, it's going to be a lovely day. We are with you Guam, literally and physically." @troymontero

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NEW MARKETS

MATTA FAIR 2026
 Consumer Survey

What is the primary reason why you have not visited Guam yet?
 671 responses

Reason	Percentage
Lack of awareness about Guam	49.3%
Perceived high cost of travel/itinerary	13.4%
Long travel/inconvenience	12.4%
Lack of direct flight options	10.6%
Lack of interest	7.7%
Concerns about safety/local situation	0%
Other	0%

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NEW MARKETS

MATTA FAIR 2026
 Consumer Survey

What sources influence your travel decisions?
 711 responses

Source	Count	Percentage
Social Media	425	59.8%
Online travel blogs or websites	171	24.1%
Recommendations from family...	148	20.5%
Travel fairs / expos	305	42.9%
Social Media (YouTube, Instagram)	138	19.4%
TV shows / documentaries	56	7.9%
Online ads or sponsored posts	28	3.9%

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NORTH AMERICA

IPW 2026
 Fort Lauderdale, FL
 May 17 - 21, 2026

GVB is planning to attend IPW, the U.S. Travel Association's leading inbound travel trade show generating more than \$5.5 billion in future travel by connecting U.S. travel exhibitors with international buyers and media.

In the 2025 show and in the span of 3-days, GVB met with over 60 travel agents and 50 media representatives from our source markets to include Taiwan, Korea, Japan, the Philippines, as well as new markets like Malaysia, and Singapore, as well as India and Vietnam.

More than 5,000 delegates from 60+ countries, including nearly 1,800 international and domestic buyers and media will convene to showcase the best that America has to offer.

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NEW MARKETS

MATTA FAIR 2026
 Consumer Survey

Who do you usually travel with?
 711 responses

Travel Companion	Count	Percentage
Solo	160	22.5%
Partner	248	34.9%
Family	317	44.6%
Friends	231	32.5%
Organized group	45	6.3%

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PACIFIC

PATA ANNUAL SUMMIT (PAS)
 May 11 - 13, 2026

PATA is celebrating its 75th year anniversary and GVB, as a founding member, will be accepting an award for its long-standing membership and commitment to shaping the future of travel and tourism in Asia Pacific and beyond.

PAS will comprise of a one-day meeting and a two-day conference guided by the theme, "Navigating Towards a Resilient Future." Other key discussions will focus on regional tourism driven by AI and cutting-edge technologies and the advancement of global heritage through the stewardship of cultural heritage assets.

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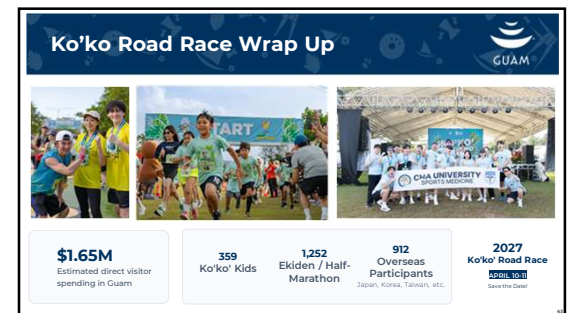
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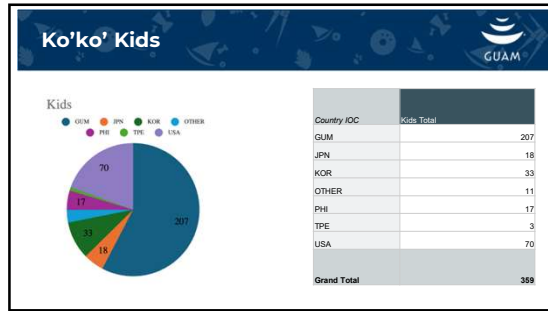
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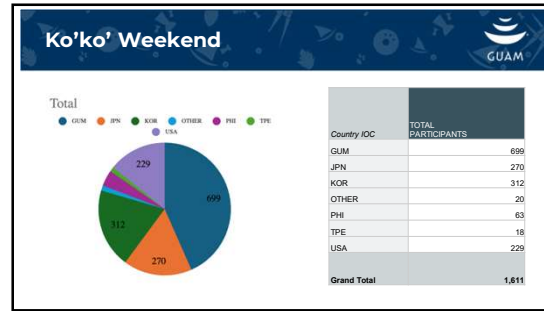
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GUAM MICRONESIA ISLAND FAIR

- Event Date: TBD
- Location: Governor Joseph Flores Memorial Park (Ypao Beach)

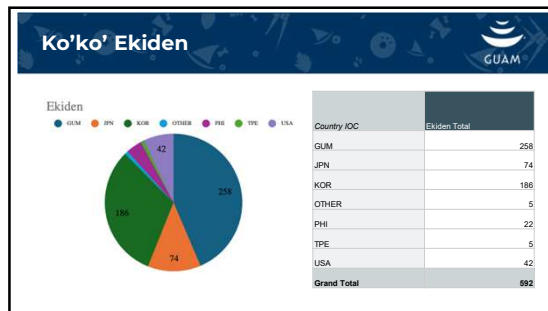
In light of the impacts of Typhoon Sinleku across Micronesia, the Guam Micronesia Island Fair has been postponed.

The powerful storm brought widespread damage across the region, particularly in the Northern Mariana Islands and Chuuk, with destructive winds, flooding, power outages, and ongoing recovery efforts affecting thousands.

In recognition of these challenges, the decision reflects Guam's commitment to solidarity, respect, and support for Micronesian communities during this time of recovery.

JUNE 6 & 7, 2026
GOVERNOR JOSEPH FLORES MEMORIAL PARK
YPAO BEACH

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TUMON NIGHT MARKET

TNM Status & Stakeholders Meeting

- TNM resumes this Sunday, April 26, 2026 after a 1 week pause after the storm
- We invite the managers across the hotel industry to join us for the next scheduled TNM Stakeholders Meeting on Thursday, April 30, 2026 at 10:00 a.m. at CVB.
- Due to damage sustained to the electrical infrastructure, we are evaluating alternative venues for the market.

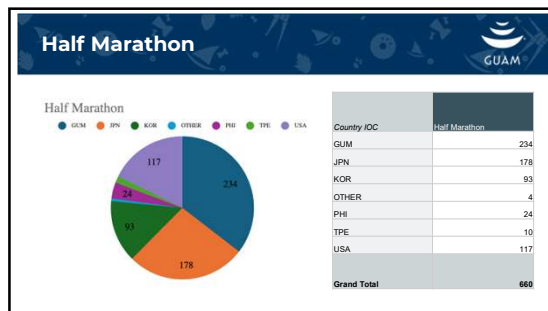
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MEMBERSHIP

GVB Quarterly Membership Meeting

- Date: Tentatively - Tuesday, May 26, 2026
- 8:30 a.m. - 10:00 a.m.
- Location: TBD
- Tourism Month Highlights

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TOUR OF GUAM

- Period: TBD
- Location: Central & southern Guam / Starting Point: Skinner Plaza / Guam Museum

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ISLAND INTEL

EPISODE 1: MASTER THE TOOLS, OWN THE RESULTS.

The path to outperform your peers through the GVB Membership Portal.

- Leverage advanced analytics to boost your ratings and outperform your peers
- Gain insights on your competitors in Guam, Korea, Taiwan and Philippines
- Collaborate, learn, and share
- 20 minutes online on Tuesday, 10:00 a.m. to 10:30 a.m. for members only
- Boost your visibility
- Enhance AI insights
- Connect online to expand your social footprint

REGISTER NOW


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FINANCIAL UPDATE



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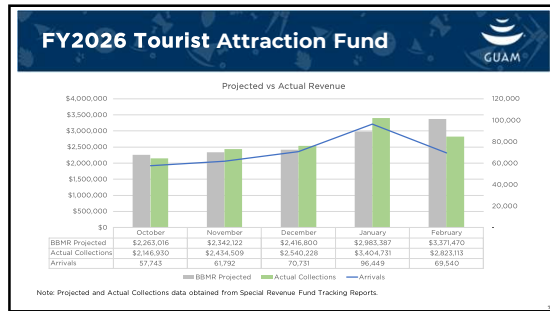
Fiscal Year-to-Date Expenses



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


EXPENSES - MARKETING	Fiscal Year to Date (Oct. to Jan.)		
	Mar. 2026	Mar. 2025	Chng. %
Korea	\$ 3,721,283	\$ 2,502,502	49%
Japan	\$ 2,535,895	\$ 15,421,618	64%
Taiwan	\$ 335,035	\$ 380,478	-12%
Philippines	\$ 254,632	\$ 19,230	97%
Social Media	\$ 45,211	\$ 117,894	-63%
Global Website	\$ 100,000	\$ 102,705	-2%
North America	\$ 14,704	\$ 77,911	-81%
New Market Development	\$ 19,678	\$ 32,072	-39%
Print Promo	\$ 35,088	\$ 58,384	-40%
Pacific	\$ 26,981	\$ 44,326	-39%
Total	\$ 7,084,696	\$ 4,958,116	42%

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Fiscal Year-to-Date Expenses




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

EXPENSES - DESTINATION	Fiscal Year to Date (Oct. to Jan.)		
	Mar. 2026	Mar. 2025	Chng. %
Destination Management	\$ 1,128,685	\$ 1,620,122	-30%
Visitor Safety	\$ 926,280	\$ 812,842	14%
Sports & Events	\$ 1,291,905	\$ 651,328	105%
Culture & Heritage	\$ 36,416	\$ 104,743	-65%
Total	\$ 3,583,297	\$ 3,189,036	7%

EXPENSES - RESEARCH & ADMIN	Fiscal Year to Date (Oct. to Jan.)		
	Mar. 2026	Mar. 2025	Chng. %
Research	\$ 315,146	\$ 37,987	99%
Administration	\$ 796,565	\$ 3,624,223	-79%
Total	\$ 1,111,711	\$ 3,662,210	-72%

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Fiscal Year-to-Date Revenues



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

REVENUES	Fiscal Year to Date		
	Mar. 2026	Mar. 2025	Chng. %
Revenue - Gov/Guam Appropriations	\$ 14,486,343	\$ 14,262,458	2%
Revenue - Airline Incentive Fund	\$ 8,698,604	\$ -	100%
Revenue - Federal (GDP)	\$ 2,237,064	\$ -	100%
Revenue - Consumption Tax Refund	\$ 383,544	\$ 327,984	57%
Revenue - Interest Income - TCD	\$ 86,299	\$ 53,059	63%
Revenue - GME/Vendors Fees	\$ -	\$ -	100%
Other Income	\$ 130,879	\$ 96,292	86%
Revenue - Fusion Night Market	\$ 133,817	\$ -	100%
Revenue - No Yo' Race Fees	\$ 24,273	\$ 16,046	38%
Revenue - Guam/US on Foreign Exchange Transaction	\$ 222,849	\$ 17,903	100%
Revenue - Interest Income - Checking	\$ 3,869	\$ 5,349	-28%
Revenue - Guam/US on CD Raymond James	\$ 1,981	\$ 1,071	83%
Revenue - Membership Dues	\$ 33,000	\$ 52,602	-37%
Revenue - Participation Fees	\$ 10,000	\$ -	100%
Revenue - In Kind Contributions	\$ -	\$ 125,559	100%
Revenue - Interest Income Cultural and Sports	\$ -	\$ -	100%
Total Revenue	\$ 26,377,334	\$ 15,797,698	67%

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SI YU'OS MA'ASE'




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