

**JAPAN MARKETING UPDATE MEETING MINUTES**  
**Tuesday, December 16, 2025 | 2:00 pm**  
**GoToMeeting | ID: 196-870-885**

**EXHIBIT A**

<p><u>GVB Board Director, Management, Staff Present:</u></p> <ol style="list-style-type: none"> <li>1. Ken Yanagisawa, JMC Chairman, Board Director</li> <li>2. Gerry Perez, Vice President</li> <li>3. Nadine Leon Guerrero, Director of Global Marketing</li> <li>4. Regina Nedlic, Senior Marketing Manager - Japan</li> <li>5. Mai Perez, Marketing Manager - Japan</li> <li>6. Brian 'OC' Cha, Information Technology Assistant</li> <li>7. Nicole Benavente, Senior Marketing Manager - Korea (Online)</li> </ol> <p><u>GVB Japan Online:</u></p> <ol style="list-style-type: none"> <li>8. Nobuyoshi Shoji - Japan Account Director</li> <li>9. Masato Wakasugi - Japan Trade Sales Director</li> <li>10. Yoshimasa Yanagihara - Japan Sales Trade Executive</li> <li>11. Yoshika Matsumoto - Japan Digital Planner</li> <li>12. Taiichi Higuchi - Japan Marketing Executive</li> <li>13. Kiyomi Kawasaki - Japan Sales Trade Assistant</li> <li>14. Samuel Takamatsu - Administrative Assistant</li> </ol>	<p><u>Observers Attendance In Person</u></p> <ol style="list-style-type: none"> <li>1. GPO- Monte Mesa</li> <li>2. United Airlines - Paula Monk</li> <li>3. Triple J - Paul Quinto, Jr.</li> </ol> <p><u>Observers Attendance Online:</u></p> <ol style="list-style-type: none"> <li>4. Baldyga - Mari Oshima</li> <li>5. Hilton - Kimi Passauer</li> <li>6. Leo Palace - Keiko Takano</li> <li>7. PIC - Koji Nagano</li> <li>8. Guam Plaza - Osamu Takahashi</li> <li>9. Rakuten - Izumi Ikeno</li> <li>10. Tramb - Natsumi Tomonari</li> <li>11. The Tsubaki Tower - Hiromi Matsuura</li> <li>12. Micronesia Mall - Francis Lira</li> <li>13. Donki - Uta Miyazawa</li> <li>14. Sentry Hospitality - Valerie Carbullido</li> <li>15. Arluis - Yoshiki Sato</li> <li>16. Micronesia Mall - Anna Tenorio</li> <li>17. Stroll - James Rosenberg II</li> <li>18. Hyatt - Chizuru Wakabayashi</li> <li>19. Rakuten - Yoshiaki Kanemitsu</li> <li>20. Nal tech - William Nault</li> <li>21. Ayualam - Yuta Hasegawa</li> </ol>
--	--

**CALL TO ORDER**

- Japan Marketing Chairman Ken Yanagisawa, GVB Board director, called the Meeting to order at 2:00 pm.

**REPORT OF MANAGEMENT**

- Ms. Regina Nedlic presented the arrival numbers for October 2025.

# Fiscal Year 2025



October 2024 – September 2025

Total: 729,124 (-3.1%)

% Market Mix	Origin	2024	2025	% vs LY
32.8%	Japan	203,482	238,998	17.5%
47.2%	Korea	392,694	344,003	-12.4%
10.9%	US/Hawaii	86,754	79,653	-8.2%
2.0%	Philippines	13,235	14,465	9.3%
1.1%	Taiwan	2,913	7,789	167.4%
0.6%	China	4,832	4,730	-2.1%
0.1%	Hong Kong	777	707	-9.0%

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

# October 2025



October 1-31, 2025

Total: 61,792 (+16.4%)

% Market Mix	Origin	2024	2025	% vs LY
29.9%	Japan	14,381	18,478	28.5%
52.7%	Korea	27,897	32,538	16.6%
7.9%	US/Hawaii	5,760	4,904	-14.9%
2.2%	Philippines	1,325	1,385	4.5%
1.1%	Taiwan	161	674	318.6%
0.6%	China	452	375	-17.0%
0.1%	Hong Kong	55	68	23.6%

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



# Calendar Year to Date 2025



January – October 31, 2025

Total: 615,660 (-0.2%)

% Market Mix	Origin	2024	2025	% vs LY
32.8%	Japan	167,290	201,630	20.5%
47.4%	Korea	317,471	291,742	-8.1%
10.7%	US/Hawaii	72,492	66,170	-8.7%
1.9%	Philippines	10,912	11,893	9.0%
1.2%	Taiwan	2,553	7,259	184.3%
0.7%	China	4,356	4,123	-5.3%
0.1%	Hong Kong	593	611	3.0%

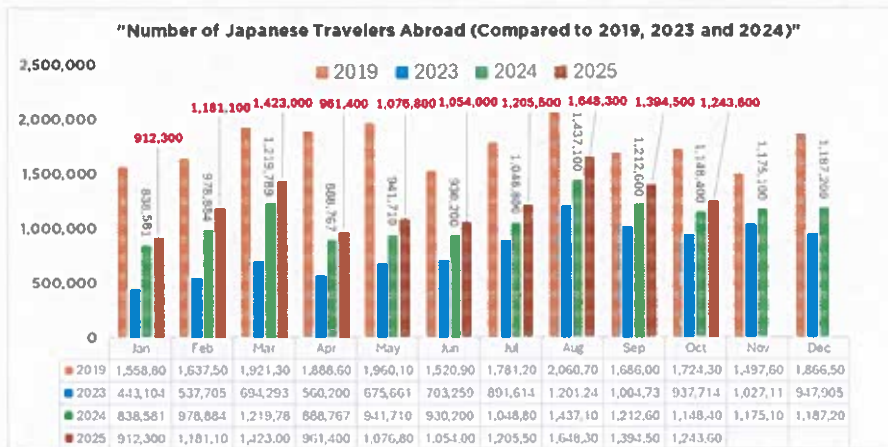
Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

## MARKET INFORMATION



### Japanese Overseas Travel Recovers:

- According to JNTO, about 1.24 million Japanese travelers went abroad in October 2025, an 8.3% increase year-over-year. Although growth returned to single digits after several months of around 14% YoY gains since May, outbound travel continues to show steady improvement
- The figure remains roughly 25% below October 2019 levels, but the gap continues to narrow, indicating a gradual and stable recovery in outbound travel demand.



- Ms. Nedlic introduced Japanese Influencers Onumaan and Yuminchu, who are visiting Guam to film content for GVB Japan's social media channels as part of the Influencer Always On Campaign.
- Chairman Yanagisawa greeted them and introduced to the committee members as well.

## MARKET INFORMATION



### JTB Year-end/New Year Outlook: Overall Japanese Overseas Travel Market



#### 1. Market Overview (All Travelers in Japan)

- Expected overseas travelers: **1 million Japanese** (+31.5% YoY).
- Average spend: **¥275,000 (approx. \$1,830 USD)**, +8.7% YoY.

#### 2. Key Trends in Japan's Market

- Favorable calendar creates up to **9 consecutive holidays**, encouraging longer trips (4–6 nights).
- Growing demand for **Hawaii, Europe, Australia/NZ**.
- Shift from short-haul trips toward longer-distance destinations.

#### 3. Key Point for Guam

- Despite long-haul growth, **mid-haul destinations like Guam remain competitive** due to short flight time and convenience.
- Strong alignment with family travel and safety-conscious travelers.



*Note: JTB data reflects the entire Japanese travel market, not JTB's own reservations.*

# MARKET INFORMATION



## HIS Year-end/New Year Travel Trends: Guam Shows Stable Demand

(Company Booking Data)



### 1. Market Overview

- HIS bookings for Dec 26–Jan 4 are **99.1% YoY**, nearly unchanged from last year.
- Top destinations: **Seoul, Taipei, Bangkok, Honolulu, and Guam.**
- Average trip cost: **¥248,000 (+5.6% YoY)** due to Europe/Middle East demand, weaker yen, and global price increases.

### 2. Destinations with Strong Growth

- **Cairo (+194%)** — driven by the Grand Egyptian Museum opening.
- **Guam (+168.8%)** — supported by **three HIS charter flights.**
- Barcelona, Ho Chi Minh City, and Cebu also increased.

### 3. Travel Peaks & Customer Profile

- **Peak departure:** Dec 27
- **Peak return:** Jan 3
- Families **37%**, Couples **22%**
- Age groups: 50s **20%**, 20s **19%**

### 4. Key Points for Guam

- Guam remains a **Top 5 destination** for the season.
- Bookings show a **positive YoY increase** with stable demand.
- Charter flights continue to support Guam's visibility in Japan.

Year-end/New Year Overseas Travel – Booking Ranking

Rank	Destination (Last Year's)
1	Seoul (1st)
2	Taipei (2nd)
3	Bangkok (4th)
4	Honolulu (3rd)
5	<b>Guam (6th)</b>
6	Cebu (7th)
7	Singapore (5th)
8	Hong Kong (10th)
9	Paris (12th)
10	Busan (8th)

Note: HIS data reflects HIS's own booking performance, not the entire Japanese market.

12

# Japan Marketing Activities



## Japan Market – Guam Campaigns (Mid Nov – Late Dec 2025)

Company	Campaign	Period	Key Features (Condensed)
HIS	Black Friday Campaign	Nov 21 – Dec 1	Highlighted Guam with a JPY 39,800 minimum-price package; strong price-driven demand.
	COME, COME, GUAM 2025	Nov 4 – Dec 18	Added value through family events, beach BBQs, and LeLea experiences to promote on-island activities.
JTB	Black Friday Campaign	Nov 18 – Dec 2	Promoted Guam as an affordable overseas option with limited-time deals.
	New Year Sale	Dec 3 – 16	JPY 49,800– 4-day packages from Narita, Nagoya, and Kansai; broad market reach.
t'way air	Monthly "Travel to Guam"	Dec 1 – 31	25% OFF Kansai–Guam flights; regional demand stimulation.
United Airlines	Guam Pay Distribution	Dec 1 – Mar 31	First 2,000 bookings on united.com receive \$30 Guam Pay credit.
JAL	JALunLun BLACK FLYDAY	Nov 20 – Dec 4	Up to JPY 30,000 OFF on air+ hotel packages.
Rakuten Travel	Overseas DP Coupon Sale	Nov 19 – Dec 1	High-value coupons boosted price appeal for Guam packages.
Yahoo! Travel	Black Friday Sale	Nov 20 – Dec 4	Discount coupons + PayPay points to attract younger users.
NTA	Black Friday Sale	Nov 20 – Dec 12	Discounted overseas dynamic packages improved Guam affordability.
Leopalace21	Christmas Campaign	Dec 5 – 21	Instagram giveaway offering a Guam trip; increased seasonal visibility.
Sankei Tours	Ko'ko' Road Race 2026 Tour	due Mar 11	4-day runner package incl. race support, PIC stay, and unlimited trolley pass. JPY 99,800

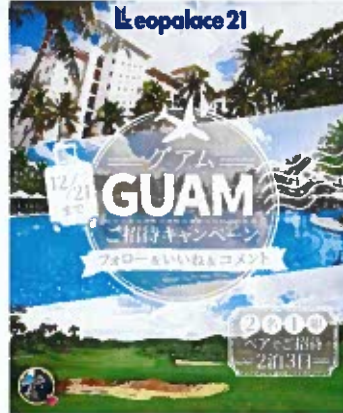
13



# Japan Marketing Activities



In alignment with Japan's winter travel demand, many companies launched seasonal sales—most prominently Black Friday-driven promotions—and helped boost Guam's visibility. In addition, a dedicated Ko'ko' Road Race tour package has also been released, supporting event-based travel demand.



# Japan Marketing Activities



## T'way Airlines Charter Flight Schedule (Current)



### Consolidated Charter Flight Table

Date / Period	Departure	Organizer(s)	Flights	Seats
Dec 27	Fukuoka	JTB	1	189
Dec 28	Fukuoka	HIS	1	189
Dec 29	Narita	HIS	1	189
Dec 30	Narita	HIS	1	189
Dec 31	Narita	HIS	1	189
Jan 1	Kansai	JTB / HEI / JWT / OSE / TVG	1	189
Feb 1 – Apr 1	Narita	JTB / HIS	60	11,340
Mar 19	Fukuoka	JTB / HIS	1	189
Mar 22	Fukuoka	JTB / HIS	1	189
Mar 25	Fukuoka	JTB / HIS	1	189

- Total Flights: 69
- Total Seats: 13,041



# EDUCATIONAL TRAVEL SUPPORT PROGRAM



Educational travel program for student groups visiting Guam for training and learning purposes was launched for the first time in December.

This program aims to reduce the costs for students undertaking overseas training and encourage more student travelers to visit Guam.



Subject: Educational Support	Start 01 DEC 2025	As of 11 Dec. 2025	Increased
Total number of groups applying (cumulative)	0	10	10
Total number of groups cancelling (cumulative)	0	0	0
Total Number of Pax (cumulative)	0	625	625
Total subsidy amount	\$0	\$17,475	\$17,475
ROI		\$27.96	

**Comment/Discussion**

- Mr. Monte Mesa
  - Emphasized the importance of the school travel market not only from Tokyo, but also from Osaka and Nagoya.
- Chairman Yanagisawa
  - Noted that GVB is focusing on these regional areas as well for the student travel market.
- Ms. Nedlic
  - Shared GVB is working closely with United Airlines to promote Guam as a school travel destination.



# Japan Marketing Activities



## Japan's Official Support Team Boosts GIDF 2025

— Warm Exchanges and Natural Moments of Connection Highlight the Festival —

- Japan's Official Support Team (Shinji Takeda + 3 members) helped energize the event.
- Joined pre-festival workshops and provided on-stage support and interaction for two days.
- Takeda's saxophone performance received strong applause and lifted the atmosphere.
- Actively engaged with dancers and visitors.
- Joined naturally formed dance circles at the end, interacting with local children.
- All activities were recorded for use in next year's promotional efforts.



17

# Japan Marketing Activities



## One Guam Executive Meeting - December Session -

**Date:** December 26, 2025 (Friday)

**Location:** TKP Garden City Premium Kyobashi – Conference Room, 22nd Floor (Tokyo)

**Doors Open:** 12:00

**Start Time:** 12:30

### Agenda

- Guam Market & Travel Updates
- Latest Destination Trends
- Ongoing Promotions and Key Initiatives
- Airline & Travel Trade Updates
- Q&A Session



18

**Comment/Discussion**

- Mr. Mesa
  - Inquired about the current sentiment among Japanese travel agents toward the group tour market and whether agents are actively working to revive group tours.
  - Noted that while group tours are gradually returning, there is a clear shift in demand toward FIT, and highlighted the strong FIT numbers as a positive trend reflecting changes in outbound travel behavior in Japan.
- Dr. Gerry Perez
  - Responded that group travel will continue, but not in the same form as before.
  - Noted that future group tours are expected to be smaller in scale and more interest-specific, rather than the larger, traditional group model previously seen.
- Chairman Yanagisawa
  - Shared that GVB's strategic focus is on the MICE market and educational travel as key growth areas.
  - Noted strong potential in student travel and highlighted the launch of the Education Support Program as a core initiative.
- Ms. Paula Monk
  - Added that the Education Support Program has now been officially launched.
  - Explained that the program had been developed gradually behind the scenes and is now being consolidated into a more structured and organized process moving forward.
- Ms. Nedlic
  - Concluded by emphasizing the importance of sharing Guam's brand, awareness, and the true essence of the island, particularly the Hafa Adai spirit, and noted that this message should be embedded in educational travel programs for young travelers.

## Japan Marketing Activities



### Upcoming One Guam Roadshow 2026

#### Tokyo Seminar:

Monday, January 19, 2026

Time: 1:30 PM

Venue: TKP Garden City PREMIUM

Shinagawa Takanawa-Exit

Expected Guest Count: 100

#### Nagoya Seminar:

Tuesday, January 20, 2026

Time: 2:00 PM

Venue: TKP Garden City PREMIUM Nagoya

Lucent Tower

Expected number of guests: 50+

#### Osaka Seminar & New Year Reception

Wednesday, January 21, 2026

Time: 2:00 PM

Venue: ART HOTEL Osaka Bay Tower



Expected number of guests: 50+



19

# SEAT CAPACITY SUMMARY



	DEC	JAN	FEB	TTL
<b>UNITED</b> 	29,714	26,062	24,568	80,344
 <b>JAPAN AIRLINES</b>	6,169	6,169	5,572	17,910
<b>t'way</b>	6,804	5,859	10,584	23,247
<b>TTL</b>	42,687	38,090	40,724	121,501

20

# NUMBER OF FLIGHT SUMMARY



	DEC	JAN	FEB	TTL
<b>UNITED</b> 	179	157	148	484
 <b>JAPAN AIRLINES</b>	31	31	28	90
<b>t'way</b>	35	32	56	123
<b>TTL</b>	245	220	232	697

21

# FLIGHT OPERATION - December



December Total Outbound Seat Capacity: 42,687

*Interviews with various companies*

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
<b>UNITED AIRLINES</b>	Available	UA 827	NRT	11:00/15:45	Daily	5,146
	Available	UA 197	NRT	17:00/21:40	Daily	5,146
	Available	UA 865	NRT	17:55/22:40	Mon, Fri	1,494
	Available from 8 Dec	UA 874	NRT	21:00/14:5+1	Daily	3,984
	Available	UA 848	HND	23:35/4:25+1	Daily	5,146
	Available	UA 136	NGO	11:30/16:00	Mon, Tue, Thu, Fri, Sun	3,652
	Available	UA 150	KK	11:05/15:40	Daily	5,146
<b>TTL</b>						<b>29,714</b>

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
<b>JAL</b>	Available	JL941	NRT	9:30 / 14:15	Daily	6,169
<b>t'way</b>	Available	TW 509	KK	10:40 / 15:30	Daily	5,859
	Charter	TW	FUK	9:00 / 11:55	12/27-28	378
	Charter	TW	NRT	9:30 / 11:55	12/29, 30, 31 only	567
<b>TTL</b>						<b>12,973</b>

22

# FLIGHT OPERATION - January



January Total Outbound Seat Capacity: 38,090

*Interviews with various companies*

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
<b>UNITED AIRLINES</b>	Available	UA 827	NRT	11:00/15:45	Daily	5,146
	Available	UA 197	NRT	17:00/21:40	Daily	5,146
	Available	UA 865	NRT	17:55/22:40	Mon, Fri	1,494
	Available from 8 Dec to 2 Jan	UA 874	NRT	21:00/14:5+1	Daily	332
	Available	UA 848	HND	23:35/4:25+1	Daily	5,146
	Available	UA 136	NGO	11:30/16:00	Mon, Tue, Thu, Fri, Sun	3,652
	Available	UA 150	KK	11:05/15:40	Daily	5,146
<b>TTL</b>						<b>26,062</b>

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
<b>JAL</b>	Available	JL941	NRT	9:30 / 14:15	Daily	6,169
<b>t'way</b>	Available	TW 509	KK	10:40 / 15:30	Daily	5,670
	Charter	TW	KK	9:40 / 15:25	1/1 only	189
<b>TTL</b>						<b>12,028</b>

23



# FLIGHT OPERATION - February



February Total Outbound Seat Capacity: 40,724

*Interviews with various companies*

AIRLINE	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA 827	NRT	11:00 / 15:45	Daily	4,648
	Available	UA 197	NRT	17:00 / 21:40	Daily	4,648
	Available	UA 865	NRT	17:55 / 22:40	Mon, Fri	1,328
	Available from 21 Feb to 27 Mar	UA 874	NRT	21:00 / 14:5+1	Daily	1,328
	Available	UA 848	HND	23:35 / 4:25+1	Daily	4,648
	Available	UA 136	NGO	11:30 / 16:00	Mon, Tue, Thu, Fri, Sun	3,320
	Available	UA 150	KK	11:05 / 15:40	Daily	4,648
<b>TTL</b>						<b>24,568</b>

AIRLINE	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL941	NRT	9:30 / 14:15	Daily	5,572
t'way	Available	TW 509	KK	10:40 / 15:30	Daily	5,292
	Charter	TW	NRT	10:40 / 15:25	Daily	5,292
<b>TTL</b>						<b>16,156</b>

24

# DESTINATION COMPARISON BY CAMPAIGN



## Canada



### Canada Tourism Board Launches Home Dinner Experience for US Travelers

- Destination Canada has launched "OpenHome," a home-hosted dinner experience featuring a dedicated booking page on OpenTable.
- The program connects guests with local hosts across Canada—from Vancouver to Québec and Halifax—including teachers, artists, chefs, and farmers.
- Designed to invite visitors into Canadian homes to share stories and meaningful exchanges, the program runs for a limited time from November 13, 2025 to February 28, 2026.

## New Zealand



### New Zealand Tourism Launches New "Active Escape" Campaign

- Tourism New Zealand has launched "Active Escape," promoting nature-based trips focused on outdoor activities and wellness.
- The campaign showcases itineraries, running events, and a YouTube video of Japanese talent Sakura Inoue hiking and cycling around Queenstown and Glenorchy.
- Highlighted 2026 running events include "Race Tekapo" on September 19 and the "First Light Marathon" on January 24.

## Hawaii



### Japan Hawaii Wedding Association "Unforgettable Hawaii Wedding Memories" Instagram Campaign

- Japan Hawaii Wedding Association (JHWA) is running an "Unforgettable Hawaii Wedding Memories" Instagram campaign until December 31, inviting people to share their favorite Hawaii wedding memories.
- Those who follow JHWA and Hawaii Tourism Japan on Instagram and post their wedding memories with a photo will be entered into a draw to win Hawaii Tourism goodies and Hawaii-made gifts.

25



**Comment/Discussion**

- Mr. Mesa
  - Referenced successful initiatives by Hawaii and inquired whether there is a defined plan in place for the current fiscal year to revive and grow the wedding market.
- Chairman Yanagisawa
  - Responded that the strategic focus for the year builds on past campaigns, emphasizing community integration, including culinary and cultural elements.
  - Noted that while this year's primary focus was on cultural promotion through the Dance Festival, the next phase will emphasize culinary-driven initiatives.
- Me. Mesa
  - Followed up regarding the proposed creation of fiesta-style events in different villages, asking whether a definitive plan has been established.
- Chairman Yanagisawa
  - Informed that the concept is still under development, but the team is considering piloting a village-style fiesta event during the Chamorro months in March to evaluate customer and community response.
  - Noted that if the pilot event proves successful, the program may expand to multiple community-based, at-home fiesta events.
- Dr. Perez
  - Emphasized the concern that similar initiatives in the past were very successful but encountered operational challenges due to the process and execution gaps.
- Chairman Yanagisawa
  - Acknowledged the concern and explained that the team is therefore aiming for a more controlled and structured at-home style event approach.

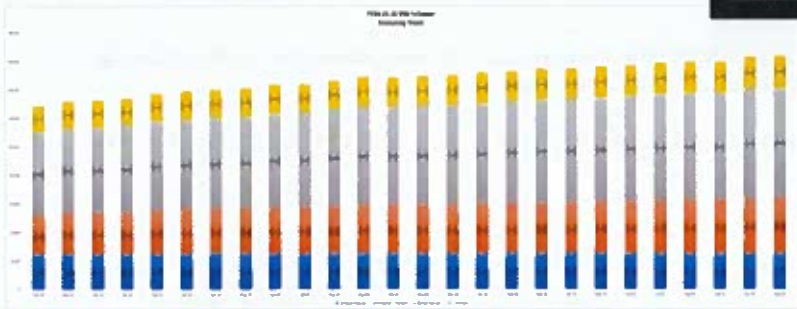
**OLD BUSINESS**

- Ms. Nedlic presented the Old Business

**SNS HIGHLIGHTS**



- The total number of SNS followers continues to grow steadily, with Instagram and TikTok driving strong gains.
- All channels achieved positive month-over-month growth, showing consistent and ongoing account expansion.
- Shinji Takeda, ambassador for the Dance Festival, along with other talents, voluntarily posted about the event on their social media channels.



	MoM	fluctuation	growth rate
Facebook Follower		18	0.08%
Instagram Follower		259	0.66%
TikTok Follower		472	0.60%
X Follower		20	0.09%
TOTAL		769	0.47%

27

**ALWAYS ON ADS/ CV ADS**



We have started running web advertisements as of November.

- Travelko banner ads → Direct users to the Guam product listing page on Travelko.
- CV Ads → Direct users to the VELTRA Guam product listing page.
- Always-On Ads: Hafa Adai Campaign → Drive traffic to the GVB Hafa Adai Campaign special landing page.
- Always-On Ads: TV TOKYO Promotion → Drive traffic to the GVB TV TOKYO special landing page.



28



## FY26 NEW CREATIVE SHOOTING



- Period
  - Nov 17~30, 2025
- Objective
  - New brand campaign is to create "Dream and Aspiration" and "Inspire to Endorse"
  - Elevate Guam to next level – World-Class American Resort.
  - SNS/ Digital/ PR-centered activities to inspire to endorse Guam by Target consumers.
- Full Creative team visit Guam for filming.
- New brand campaign to be implemented from mid Jan 2026

29

## V-TUBER PROGRAM



**Project Overview:**

V-tubers Manha and Niyok will serve as iconic representatives, highlighting Guam's unique attractions and creating an engaged fanbase on social media.

**Update:**

- New episodes are currently in the planning stage.
- The next three episodes will feature the following themes: an ultimate Guam travel guide, recommended Guam souvenirs, and a CHamoru food cooking demonstration.
- To align with current YouTube viewership trends, each episode will be produced in a longer format.
- Additionally, YouTube Shorts will be created for each episode to further enhance visibility and audience reach.



30



# FOOD TRUCK PROGRAM



We have launched CHamoru food promotions using food trucks in both Tokyo and Osaka. Starting this year, CHamoru spareribs have been added as a new menu item to enhance the program.

### November Result

Osaka	
Date	Activities in Osaka
November 1 - 3	Daitou City / School FES @ OSAKA SANGYO univ.
November 15 - 16	Tikukou, Minato-ku / Tenpousan Market
Tokyo	
Date	Activities in Tokyo
November 28 - 30	Kuramae, Taiyou-ku / Kuramae



### December Event Schedule (TBD)

Tokyo: Takadanobaba St. / AEON / Meiji Gakuin Univ.

Osaka: Nakanoshima Civic Hall Festival / Osaka International Univ. / TsuruCos (Tsurumi Park)

# GROUP SUPPORT PROGRAM FY26



- The 2026 program commenced on November 4.
- Over the past month, there were 12 new applications totaling over 1,000 individuals.
- This program has been featured in various media, so we expect to receive more applications going forward.
- Groups utilizing this program are concentrated between January and March, so we will strengthen our sales efforts targeting groups for April and beyond.

Subject	As of 14 Nov 2025	As of 11 Dec. 2025	Increased
Total number of groups applying (cumulative)	23	35	12
Total number of groups cancelling (cumulative)	0	1	1
Total Number of Pax (cumulative)	1528	2620	1,092
Total subsidy amount	\$26,623	\$47,623	\$21,000
ROI	\$17.42	\$18.18	\$0.75



## GUAM meet NAGOYA / CHamoru Fiesta Nagoya



### CHamoru Fiesta Nagoya

**Date** : November 20, 2025

**Venue** : Nagoya, Endoji Shopping Arcade, Nagoya City

**GVB Contribution** : Provided CHamoru cuisine through a food truck, arranged 3-Guam dancers for live performances, and partially covered venue-related costs.

**Participants** : Travel agencies, the airport, and other related stakeholders (50 attendees + GVB, UA)

**Organizer** : United Airlines (Supported by Guam Visitors Bureau, Chubu Central International Airport )

**Objective** : To thank key partners for their ongoing promotion of Guam and to use the food truck event to strengthen engagement and stimulate future outbound demand from Nagoya to Guam.



33

## Guam Promotion Event in Nagoya with JTB



### JTB Event Warm Resort Guam – Even in Winter!

**Date**: November 23, 2025

**Venue**: JTB Travel Gate Nagoya Sakae, Sakae Chika Crystal Square in Nagoya,

**GVB Contribution**: Arranged 5-Guam dancers for live performances, and Giveaways

**Objective**: Local JTB staff led the initiative, actively engaging with visitors and guiding them to the nearby JTB store to encourage bookings. The event focused not only on awareness but also on driving sales at the retail level. GVB supported with three Chamorro dance shows and three weaving workshops, attracting about 200 participants in total. 300 eco-bags with brochures were also distributed as part of the promotion. This event marked a meaningful effort in the Nagoya area—a key target market—combining cultural appeal with direct sales activation.



34

**NEW BUSINESS**

- Ms. Nedlic presented the New Business.

**AVIATION STRATEGY: BASELINE** 

Year	Seat Capacity	Arrival	Load Factor
FY25	450,000	238,974	53%
FY26	470,000	289,721	62%
FY26 Target	510,000	350,000	69%
Gap		60,279	

- To achieve the FY26 target of 350,000 arrivals, we project that our current approved budget can deliver approximately 290,000 arrivals.
- Closing the remaining 60,000 gap requires that every initiative from Q2 onward plays a critical role—each program contributes to the same integrated engine that converts awareness into demand, demand into supply decisions, and supply into arrivals.
- Importantly, this effort is not designed to “directly sell” 60,000 arrivals through digital ads alone.
- Instead, it is built to structurally lift demand, search behavior, and airline/trade supply decisions, resulting in a cumulative +60,000 incremental arrivals delivered through coordinated action with airlines, OTAs, metasearch, and travel trade partners.

**AVIATION STRATEGY: MARKETING LOGIC FUNNEL CONTRIBUTION** 

- The January–March campaign is a strategic demand accelerator, not a short-term sales tool. It raises awareness and intent at scale, creating the conditions required for airlines and trade partners to expand supply and convert demand in Q2–Q4.
- Through this step-by-step, cumulative model, Guam can realistically progress from 290,000 to 350,000 arrivals by September, with each initiative playing a defined and essential role in the same integrated system.

Funnel Stage	Jan–Mar Role (Brand Campaign)	Q2–Q4 Role (Conversion Programs)
Reach	50–80M impressions / 14–16M unique users	Sustained reach via airline & OTA media
Search	2–4% search lift vs baseline	Peak-season search amplification
Consideration	Brand preference & shortlist formation	OTA / airline product comparison
Booking	Deferred intent (planning window)	Conversion via fares, charters, packages
Arrival	Build basis	Cumulative +60,000 by Sep 2026

37



# AVIATION STRATEGY THAT HIT 350,000PAX



## Turn demand into bookings.

Charter Flight	Group Incentive
<ul style="list-style-type: none"> <li>• Max \$33 per Pax*</li> <li>• 30,000 Seat</li> <li>• 26,439 pax</li> <li>• \$1,000,000</li> </ul>	<ul style="list-style-type: none"> <li>• \$30~\$140</li> <li>• 15,000 Pax</li> <li>• \$500,000</li> </ul>
<p>Reliable customer referrals using conventional methods to aim to increase 40,500 arrivals *Variable pricing based on demand</p>	

## New Demand and Game changer

OTA/ Digital/ TA	Pilgrimage Tour
<ul style="list-style-type: none"> <li>• \$180~\$450 per pax</li> <li>• 19,779 Pax</li> <li>• \$1,500,000</li> </ul>	
<p>Focusing on new target segments and market expansion, where engagement and market development are key to maximizing ROI despite initial investments.</p>	

38

### Comment/Discussion

- Dr. Perez
  - Announced the promotion of Ms. Gabryel Baza to Deputy Director of Global Marketing.

# Q2: BRAND CAMPAIGN



- Integrated awareness and demand campaign will begin from mid Jan 2026 to drive GoGo Guam Hafa Adai Campaign 2026 to facilitate reaching FY26 target.

# A Journey of Rediscovery.

# GUAM





3.5時間の先にある、太平洋の特等席へ

39



**Q2: BRAND CAMPAIGN** 

• Media plan

Media Platform	Role of media
	The platform most directly linked to travel inspiration and search behavior. Strong visual storytelling encourages saving, sharing, and active destination search, making it highly effective for driving consideration.
	The primary emotional trigger for Gen Z and younger Millennials. Acts as the ignition point for rediscovering Guam, sparking conversation, trend creation, and cultural relevance.
	Ideal for delivering deeper narrative and context. Effectively communicates the message of “Guam — the premium Pacific escape just 3.5 hours away,” strengthening understanding, aspiration, and intent.
	Train media is a mass-awareness booster that positions Guam as a close, premium American resort. High-frequency commuter exposure builds top-of-mind recall, sparks search intent, and adds scale/credibility—amplifying digital impact and supporting airline confidence.

40

**Comment/Discussion**

- Mr. Mesa
  - Shared observation from a recent visit to Japan, noting that public awareness of Guam remains high and interest in visiting continues to be strong.
  - Added that this positive sentiment may be partly attributed to the impact of GVB’s social media campaigns, which have increased exposure and familiarity with Guam.
  - Additionally commented that while many people intend to travel to Guam, current travel costs remain the primary barrier.



# Q2: SALES CAMPAIGN



The campaign successfully launched on December 1, 2025, and has already seen strong momentum—with over 300 participants in just the first few days. Our partner companies are also actively supporting the initiative by promoting it across their owned media channels.



41

# Q2: CONVERSION

In January, we are proceeding with the creation of Guam pages, banner placements, and SNS posts within digital media such as OTAs and metasearch platforms.



VELTRA



42



## Q2: PILGRIMAGE TOUR



- Leverage high-impact content to cultivate future pilgrimage tours, building sustained fan engagement and long-term travel demand through emotionally resonant storytelling and cultural relevance.

Story tellers – All Stars in Guam total of 7,000,000 followers



43

## FY2026 Japan Actual Spend versus Budget YTD

As of 12/16/25



G/L Code	Account Title	Budget	Paid	Committed	Remaining \$	%
PRE001	Marketing Representative Fees	\$ 630,000.00	\$ 52,500.00	\$ 577,500.00	\$ 577,500.00	91.67%
PRE002	Digital/SNS/Admin	\$ 628,000.00	\$ -		\$ 628,000.00	100.00%
ADV001	Media/Branding/Trade	\$ 1,286,000.00	\$ 4,978.45	\$ 1,281,021.55	\$ 1,281,021.55	99.61%
ADV008	Advertising/Metasearch/Co-op	\$ 880,000.00	\$ -		\$ 880,000.00	100.00%
SMD004	Sales Market Development/Branding/Trade	\$ 1,476,000.00	\$ 1,617.77	\$ 1,474,382.23	\$ 1,474,382.23	99.89%
	GRAND TOTAL	\$ 4,900,000.00	\$ 59,096.22	\$ 3,332,903.78	\$ 4,840,903.78	98.79%

### FY2026 Japan Aviation Strategy Budget Spend versus Budget YTD

G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
FY23AEI	Japan Aviation Budget	\$ 3,000,000.00	\$ -		\$ 3,000,000.00	100.00%
	GRAND TOTAL	\$ 3,000,000.00			\$ 3,000,000.00	100.00%



**ANNOUNCEMENTS**

- Ms.Ina Lee
  - shared an incident involving a tourist charged \$15,000 by a local car rental company after an accident.
- Mr. James Rosenberg II
  - Reported reaching out to Hertz to review the incident and confirm insurance procedures, noting that the situation appeared questionable and that feedback would be shared once received.
- There will be no meeting in January due to the One Guam Roadshow and New Year Appreciation Reception in Japan; the presentation report will be shared by email only.
- The next JMC Meeting will be held on February 17, 2026, at the GVB Main Conference Room.

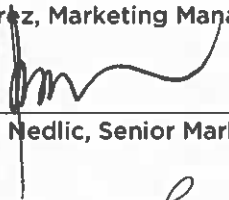
**ADJOURNMENT**

- The meeting was adjourned at 3:18 P.M

Minutes prepared by:

  
\_\_\_\_\_  
Mai Perez, Marketing Manager - Japan

Minutes reviewed/  
Approved by:

  
\_\_\_\_\_  
Regina Nedlic, Senior Marketing Manager - Japan

Minutes approved by:

  
\_\_\_\_\_  
Gabryel Baza, Acting Director of Global Marketing

