

KOREA MARKETING COMMITTEE REPORT

March 2026



Agenda



Date of report: March 16, 2026

- I. GUAM ARRIVALS UPDATE
- II. MARKET UPDATES
 - a. Market Updates: Travel Trade Issue
 - b. Airline Schedule / Supply
 - c. Major Competitive Destination Monitoring
- III. OLD BUSINESS
 - a. Accomplished Marketing Projects
- VI. NEW BUSINESS
 - a. Ongoing & Upcoming Marketing Projects
- VII. ANNOUNCEMENTS
 - a. Next Meeting: Tuesday, April 14, 2026 at 3:30pm (subject to change)
- VIII. APPENDIX

January 2026



January 1-31, 2026

Total: 69,540 (+3.3%)

% Market Mix	Origin	2025	2026	% 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.

February 2026



February 1-22, 2026

Total: 54,089 (+14.4%)

% Market Mix	Origin	2025	2026	% vs LY
45.9%	Korea	23,475	24,819	5.7%
35.8%	Japan	16,456	19,361	17.7%
8.0%	US/Hawaii	4,248	4,333	2.0%
1.4%	Philippines	765	755	-1.3%
2.8%	Taiwan	75	1,518	1924.0%
1.8%	China	370	997	169.5%
0.1%	Hong Kong	32	58	81.3%

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

Note: February 2026 Daily Arrivals reflect Civilian Air arrivals only

Calendar to Date 2026



January – February 22, 2026

Total: 123,629 (+7.9%)

% Market Mix	Origin	2025	2026	% vs LY
47.3%	Korea	57,474	58,484	1.8%
34.6%	Japan	36,505	42,779	17.2%
8.8%	US/Hawaii	11,336	10,909	-3.8%
1.6%	Philippines	1,538	1,927	25.3%
1.7%	Taiwan	1,786	2,162	21.1%
1.0%	China	1,095	1,296	18.4%
0.1%	Hong Kong	73	99	35.6%

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

Note: February 2026 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2026



October 2025 – February 22, 2026

Total: 352,601 (+21.6%)

% Market Mix	Origin	2025	2026	% vs LY
51.1%	Korea	142,272	180,198	26.7%
32.1%	Japan	92,351	113,256	22.6%
7.8%	US/Hawaii	29,723	27,476	-7.6%
1.9%	Philippines	5,495	6,641	20.9%
1.1%	Taiwan	2,990	4,024	34.6%
0.7%	China	2,077	2,328	12.1%
0.1%	Hong Kong	237	297	25.3%

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

Note: February 2026 Daily Arrivals reflect Civilian Air arrivals only

MARKET UPDATES

- **MARKET UPDATES: TRAVEL TRADE ISSUE**
- **AIRLINE SCHEDULE / SUPPLY**
- **MAJOR COMPETITIVE DESTINATION MONITORING**



MARKET UPDATES



GLOBAL TRAVEL TRADE ISSUE: MIDDLE EAST CRISIS & GLOBAL OIL PRICE SURGE



“Travel industry scrambles with fallout, airfares surging as Iran war pushes oil above \$100.”

Airlines and tourism industries are scrambling to manage the fallout from the escalating U.S.-Israeli conflict with Iran, which has severely disrupted global aviation.

The closure and restriction of key Gulf airports has also disrupted major flight corridors between Europe and Asia, complicating long-haul operations and increasing costs for global carriers.

At the same time, the U.S.-Israeli war on Iran has blown a huge hole in Middle Eastern airspace, forcing the cancellation or rerouting of tens of thousands of flights and driving oil above 100 dollars a barrel, while jet fuel costs and longer flight times push up operating expenses and airfares to levels that risk choking off both leisure and business travel demand in 2026.

MARKET UPDATES



AIRLINE SCHEDULE – MARCH

• Incheon - Guam

**Airline schedule is flexible, subject to change.*

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE415	DAILY	09:15	14:35	10,228
	KE417	DAILY	17:45	23:05	9,772
Jin Air	LJ915	DAILY	19:45	01:15(+1)	11,571
	LJ917*	DAILY	22:05	03:35(+1)	567
Air Seoul	RS101	DAILY	19:30	01:00(+1)	4,345
TOTAL					36,483

*LJ917: Mar 29 ~ , Daily

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921**	DAILY	20:05	00:50(+1)	5,481
Air Busan	BX614***	DAILY	21:30	02:30(+1)	6,476
TOTAL					11,957

**LJ921: Mar 29 ~ Apr 28: 4/W (Wed/Thu/Sat/Sun), Apr 29 ~: Daily

***BX614: Mar 29 ~ : 4/W (Wed/Thu/Sat/Sun)



**TOTAL OUTBOUND
SEAT CAPACITY
(MARCH):**

48,440 SEATS

MARKET UPDATES



AIRLINE SCHEDULE – APRIL

- Incheon - Guam

**Airline schedule is flexible, subject to change.*

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE415	DAILY	10:05	15:35	10,032
	KE417	DAILY	18:25	23:55	4,020
Jin Air	LJ915	DAILY	18:15	23:45	5,670
	LJ917	DAILY	22:05	03:35(+1)	5,670
Air Seoul	RS101	DAILY	19:25	01:00(+1)	5,655
TOTAL					31,047

- Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air*	LJ921	4/W	20:05	00:50(+1)	3,402
Air Busan**	BX614	4/W	19:50	01:10(+1)	4,176
TOTAL					7,578



**TOTAL OUTBOUND
SEAT CAPACITY
(APRIL):**

38,625 SEATS

MARKET UPDATES



AIRLINE SCHEDULE – MAY

• Incheon - Guam

**Airline schedule is flexible, subject to change.*

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE415	DAILY	10:05	15:35	10,478
	KE417	DAILY	18:25	23:55	4,158
Jin Air	LJ915	DAILY	18:15	23:45	5,859
	LJ917	DAILY	22:05	03:35(+1)	5,859
Air Seoul	RS101	DAILY	19:25	01:00(+1)	6,045
TOTAL					32,399

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air*	LJ921	4/W	20:05	00:50(+1)	5,859
Air Busan**	BX614	4/W	19:50	01:10(+1)	4,140
TOTAL					9,999

*LJ921: Mar 29 ~ Apr 28: 4/W (Wed/Thu/Sat/Sun), Apr 29 ~: Daily



**TOTAL OUTBOUND
SEAT CAPACITY
(MAY):**

42,398 SEATS

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Saipan: Specific Issue

N/A

Airline Operation Status		
ICN - SPN	FREQUENCY	14/W



Hawaii: Specific Issue

- Hawaii passed bills to promote sustainable tourism, shifting the focus from visitor growth to tourism quality, environmental protection, and community benefits.

Airline Operation Status		
ICN - HNL	FREQUENCY	19/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Thailand: Specific Issue

- Effective February 2026, Thailand has increased travel costs by approximately \$15–20 per person through a new entry fee and higher airport taxes.

Airline Operation Status		
ICN	FREQUENCY	167/W
	DESTINATIONS	BKK, HKT, CNX, DMK
PUS	FREQUENCY	28/W
	DESTINATIONS	BKK, CNX
TAE	FREQUENCY	0/W
	DESTINATIONS	BKK
TOTAL FLIGHT OPERATION		195/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Philippines: Specific Issue

- N/A

Airline Operation Status		
ICN	FREQUENCY	190/W
	DESTINATIONS	MNL, CRK, KLO, TAG, CEB
PUS	FREQUENCY	36/W
	DESTINATIONS	MNL, CEB, CRK, TAG,
CJ	FREQUENCY	4/W
	DESTINATIONS	CRK, CEB
TOTAL FLIGHT OPERATION		230/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Vietnam: Specific Issue

- Sun Phu Quoc Airways (SPA), a new Vietnamese full-service carrier, will launch a daily direct Incheon–Phu Quoc route starting April 17, marking its second international route after Taipei, with plans to increase to twice daily flights and add a Busan–Phu Quoc service in May.

Airline Operation Status		
ICN	FREQUENCY	345/W
	DESTINATIONS	DAD, CXR, SGN, HAN, HPH, PQC
PUS	FREQUENCY	120/W
	DESTINATIONS	DAD, CXR, SGN, HAN, PQC
TAE	FREQUENCY	21/W
	DESTINATIONS	DAD, CXR
CJJ	FREQUENCY	11/W
	DESTINATIONS	DAD, CXR
TOTAL FLIGHT OPERATION		497/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Japan: Specific Issue

- Air Premia will increase its Incheon–Tokyo Narita service from 7 to 10 weekly flights starting March 29, adding an afternoon flight in response to strong demand on the route.

Airline Operation Status		
ICN	FREQUENCY	1,009/W
	DESTINATIONS	NRT, HND, KIX, FUK, NGO, CTS, OKA, KMI, TAK, KOJ, OKJ, YGJ, KIJ, AOJ, KMI, KMQ, UBJ, MYJ, FSZ, OIT, KKJ, SDJ, HIJ, HSG, SHI, AKJ, OBO, TKS, UKB, ISG, HKD, NGS, TOY, AOJ
GMP	FREQUENCY	168/W
	DESTINATIONS	NGO, HND, KIX
PUS	FREQUENCY	268/W
	DESTINATIONS	NRT, KIX, FUK, CTS, NGO, MYJ, OKA, KMJ
TAE	FREQUENCY	38/W
	DESTINATIONS	NRT, KIX, FUK, CTS
CJ	FREQUENCY	84/W
	DESTINATIONS	KIX, NRT, FUK, CTS, IBR, NGO, OBO
CJU	FREQUENCY	11/W
	DESTINATIONS	KIX, NRT
TOTAL FLIGHT OPERATION		1,578/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



China: Specific Issue

- Jeju Air will expand its operation to China by launching Incheon–Yichang (from April 4) and Daegu–Guilin (from April 30) routes with twice-weekly flights, while also resuming several China routes including Incheon/Busan–Shijiazhuang, Jeju–Beijing, Busan–Zhangjiajie, and Incheon–Guilin during the summer schedule.

Airline Operation Status		
ICN	FREQUENCY	838/W
	DESTINATIONS	CAN, NKG, DLC, MDG, PKX, PEK, PVG, XMN, SHE, SZX, SJW, XIY, SYX, YTY, YNJ, YNZ, YNT, DSN, WUX, WUH, WNZ, WEH, YIH, JMU, DYG, CSX, CGO, TNA, CGQ, TFU, CKG, BAR, TAO, KMG, TYN, TSN, FOC, HRB, HAK, HGH, HFE, HET, TXN, KWL
GMP	FREQUENCY	56/W
	DESTINATIONS	PEK, PXX, SHA
PUS	FREQUENCY	59/W
	DESTINATIONS	PEK, PVG, SHE, TAO, YNJ, DYG, SYX, XIY, TNA
TAE	FREQUENCY	11/W
	DESTINATIONS	DYG, PVG, YNJ, TXN
CJ	FREQUENCY	11/W
	DESTINATIONS	KWE, DYG, PVG, YNT, CGO, TAO
CJU	FREQUENCY	116/W
	DESTINATIONS	CAN, NKG, NTG, KHN, NGB, DYG, DLC, PKX, PEK, PVG, XIY, SHE, SZX, DSN, WUX, UYN, CSX, CGO, TAO, TSN, FOC, HRB, HGH, HFE, CGQ
TOTAL FLIGHT OPERATION		1,091/W

OLD BUSINESS

- ACCOMPLISHED MARKETING PROJECTS



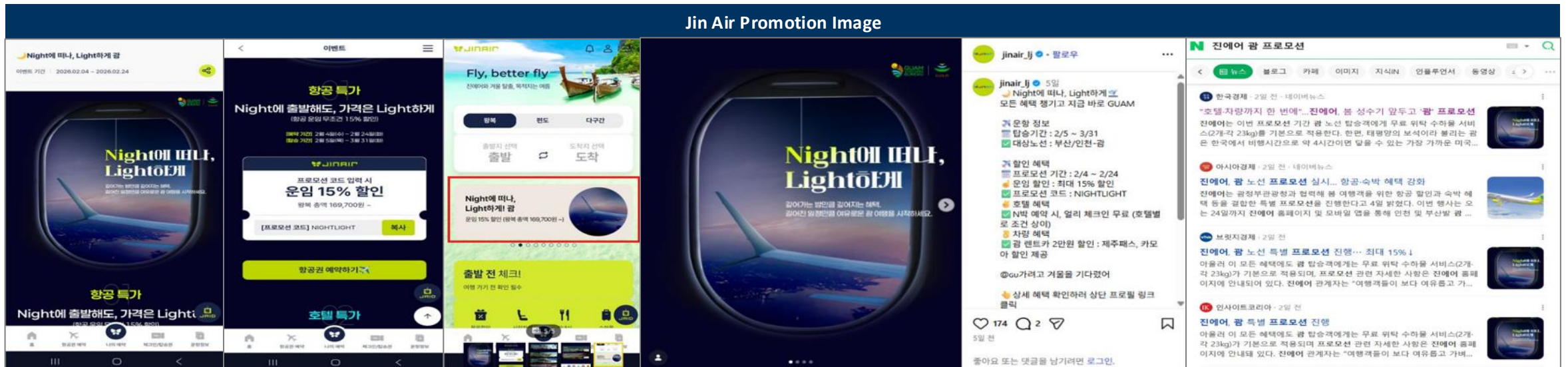
OLD BUSINESS



FY2026 ACCOMPLISHED PROJECT: TRAVEL TRADE SUPPORT (JIN AIR PROMOTION)

- **Period:** February 4 – February 24, 2026
- **Channel:** Jin Air Web & App, Instagram ad, App-push, Press Release
- **Summary:**
 - 15% airfare discount offered during the promotion period to enhance price competitiveness
 - Late check-out benefits provided at partner hotels and Instant rental car discount coupons offered to improve traveler convenience
 - 172% increase in bookings compared to the pre-promotion period (Total 2,001 seats sold)

Jin Air Promotion Image

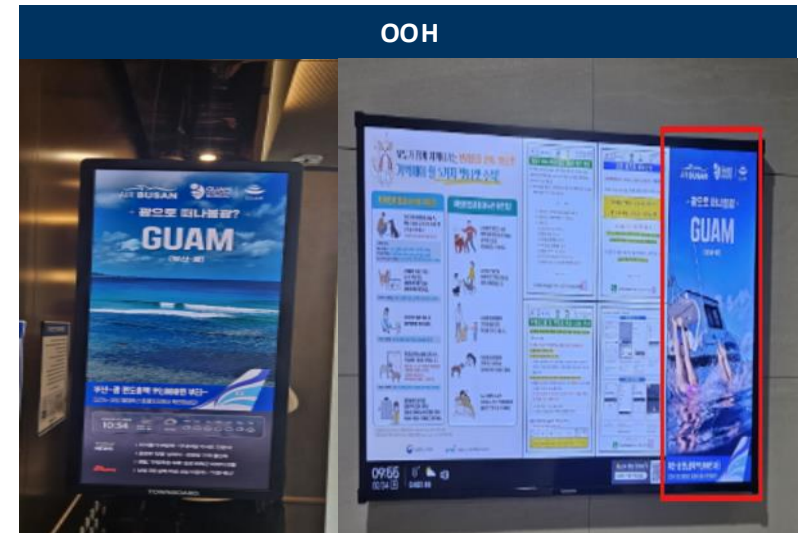
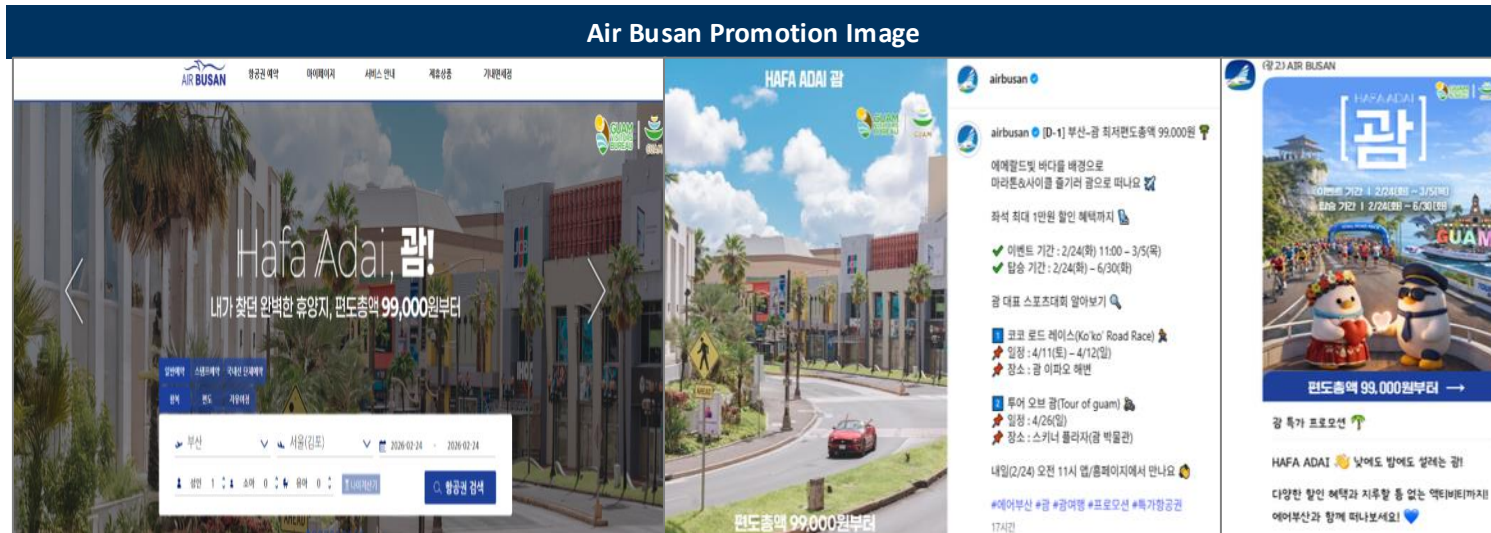


OLD BUSINESS



FY2026 ACCOMPLISHED PROJECT: TRAVEL TRADE SUPPORT (AIR BUSAN PROMOTION)

- **Period:** February 24 – March 5, 2026
- **Channel:** Air Busan Web & App, Instagram ads, App-push, OOH advertisements (elevator)
- **Summary:**
 - Conducted a joint promotion with Air Busan to stimulate demand for the Busan–Guam route
 - Offered a competitive airfare promotion with a KRW 5,000 seat discount coupon during the campaign period
 - Targeted customers in Busan and the Yeongnam region through various marketing channels, including Kakaotalk messages and in-app push notifications
 - Expanded consumer reach through apartment elevator OOH advertising, featuring Guam promotional videos targeting family audiences
 - These integrated marketing efforts helped enhance awareness of Guam and encourage travel demand in the regional market

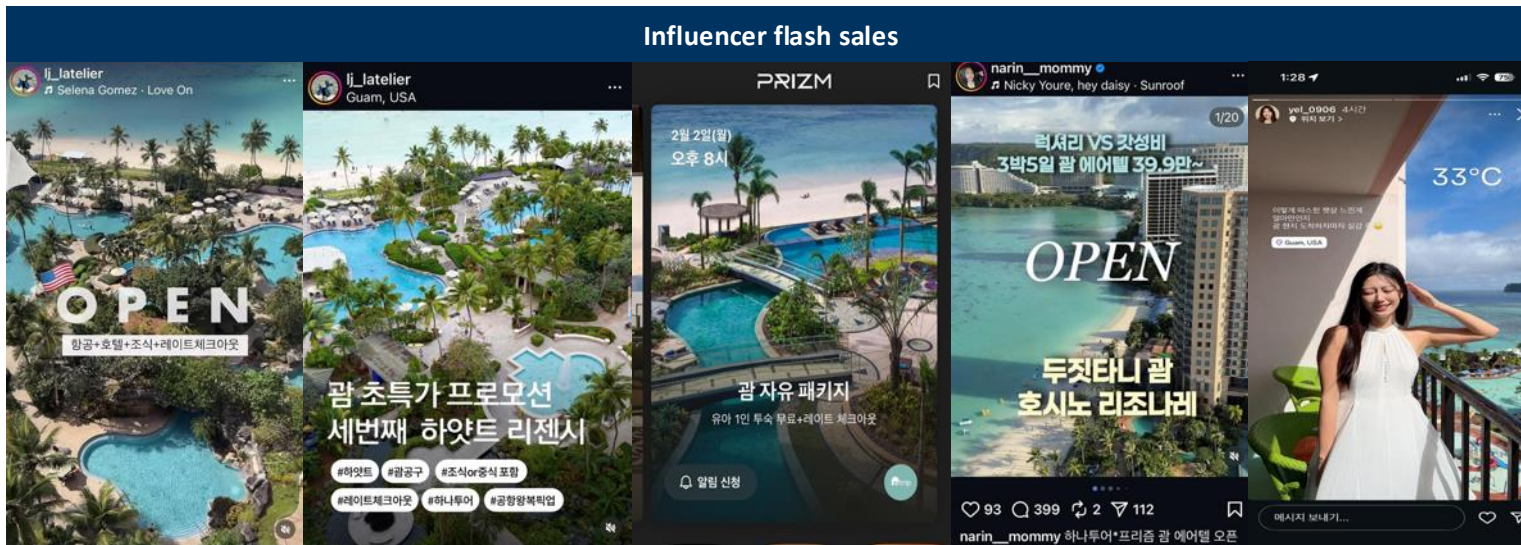


OLD BUSINESS



FY2026 ACCOMPLISHED PROJECT: TRAVEL TRADE SUPPORT

- **Period:** February 1 – February 28, 2026
- **Travel Agency:** Hana Tour, Mode Tour, NOL Interpark and others
- **Channel:** Web&APP promotion page, Influencer flash sales, live commerce
- **Summary:**
 - Extensive co-op marketing support was provided to major travel agencies to stimulate Guam bookings during the campaign period
 - Promotions were widely exposed through diversified digital channels, including live streaming, influencer flash sales, and dedicated promotion pages on travel agency platforms
 - Travel agencies actively promoted Guam packages through their owned and paid marketing channels to increase booking conversions
 - Value-added benefits such as room upgrades, airport transfer services, and activity perks were offered instead of direct airfare discounts



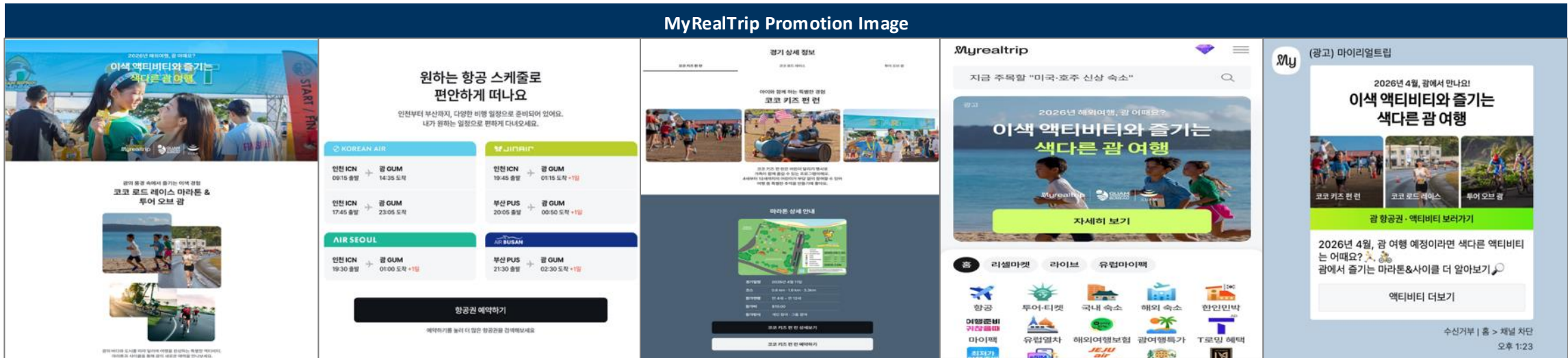
OLD BUSINESS



FY2026 ACCOMPLISHED PROJECT: TRAVEL TRADE SUPPORT (MYREALTRIP CO-OP PROMOTION)

- **Period:** January 27 – February 23, 2026
- **Channel:** MyRealTrip APP and Website, online banner, Kakao Talk message, App-push
- **Summary:**
 - Conducted a promotion with MyRealTrip to support Guam flight demand and promote upcoming sports events such as the Ko'ko' Road Race and Tour of Guam
 - Positioned Guam as a sports & activity destination by highlighting marathon and outdoor experiences
 - Leveraged MyRealTrip's customer data to target potential participants interested in marathon events
 - Executed targeted marketing through KakaoTalk messages and in-app push notifications to reach relevant audiences efficiently
 - Provided instant coupons for Guam activities and accommodations to offer additional travel benefits and encourage bookings

MyRealTrip Promotion Image



OLD BUSINESS



FY2026 ACCOMPLISHED PROJECT: TRAVEL TRADE SUPPORT (SAMSUNG LIONS FAN TOUR)

- Promotion Period: January 20 – February 5, 2026
- Channel: Benefit Tour owned channel and Naver shopping
- Summary:
 - Launched to commemorate the Samsung Lion's Guam Spring Training being hosted for two consecutive years
 - Designed to attract baseball fans and sports travelers by offering exclusive travel benefits
 - Provided room upgrade, 20% discount on golf, lowest price offered for rental car services, special discount rates on option tours

Benefit Tour Promotion Page and Review Image



OLD BUSINESS



FY2026 ACCOMPLISHED PROJECT: AIR BUSAN FAM TOUR

- **Period:** March 11 - March 15, 2026
- **No.of Pax:** 16 pax (3 Air Busan, 11 Travel Agency, 2 GVB Korea)
- **Hotel:** PIC Guam
- **Itinerary:**
 - Day 1. Depart to Guam via BX614
 - Day 2. Networking Reception
 - Day 3. Hotel Inspection
 - Day 4. Golf/Dolphin Tour & Southern Island Tour
 - Day 5. Depart to Gimhae via BX613
- **Summary:**
 - Invited Air Busan representatives and travel agencies from Busan and Yeongnam regions to Guam
 - Conducted business meeting and networking sessions with GVB members
 - Provided site inspections of major tour attractions and hotels to enhance participants' understanding of Guam as a travel destination
 - Post FAM Tour Sales Contest will be launched to encourage travel agencies to promote and sell Guam packages

Air Busan FAM Tour Sketch Photos



OLD BUSINESS



FY2026 ACCOMPLISHED PROJECT: 2026 26th EDM INTERNATIONAL EDUCATION FAIR

- **Period:** March 14 – March 15, 2026 (10:00 – 18:00)
- **Venue:** COEX The Platz (2F), Seoul, Korea
- **Host:** EDM Education
- **Participating Booth:** Approx. 150 booth (universities, language schools, education boards, and academies)
- **Expected attendees:** 5,000+ pax for 2 days
- **GVB Booth:** 1 standard table
- **Booth Event:** SNS Follow Event & Survey Event with giveaway distribution
- **Summary:**
 - Promoted Guam as a U.S. recognized English education hub located within proximity to Koea
 - Introduced Guam's language schools, English camps, K-12 program and higher education pathways to Korean families
 - To enhance awareness of Guam's education ecosystem, which remains less known in the Korean market



2026 25th ED:M International Education Fair Sketch Photos



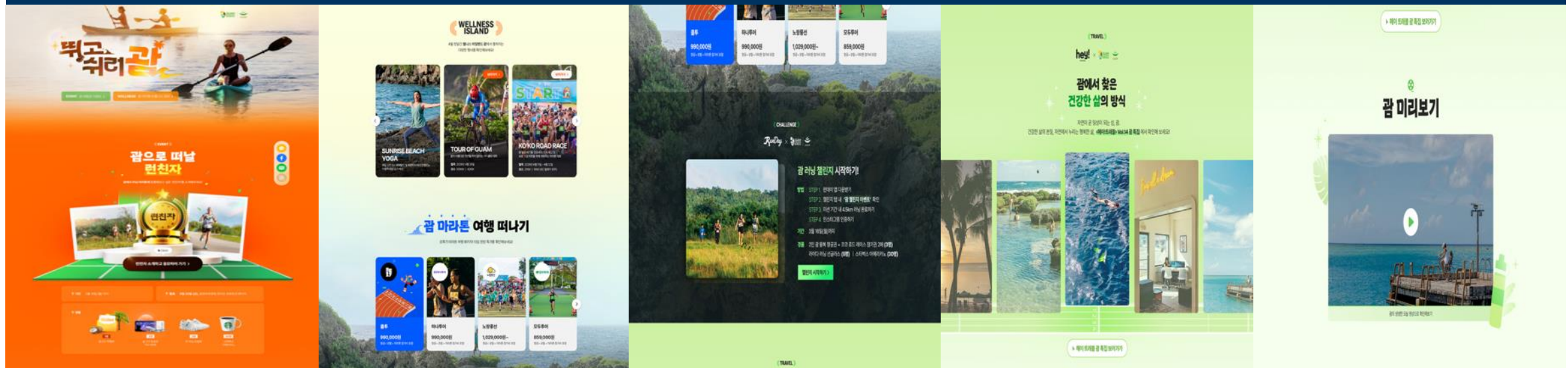
OLD BUSINESS



FY2026 ACCOMPLISHED PROJECT: Q3 ONLINE PROMOTION

- **Period:** February 23 – March 16, 2026
- **Channel:** GVB Korea online promotion microsite (visitguamkr.com)
- **Promotion Name:** Run & Rest in Guam
- **Scheme:** Online promotion to promote upcoming sports & wellness events in April, featuring consumer event & TA promotions
- **Result:** 9,293 event participants (as of 3/13)

2026 Q3 Online Promotion Page



NEW BUSINESS

- Ongoing & Upcoming Projects



NEW BUSINESS



FY2026 UPCOMING PROJECT: FILA KOREA CO-OP PROJECT

- **Period:** March ~ July, 2026
- **Target:** Sports Market/Tennis Players/FITs/General consumers
- **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 White Open Seoul 2026 for sustained exposure
- **Scheme:**



Pre-Promotion: FILA Channels × Guam Exposure

- ✓ Period: March 5 ~ March 31, 2026
- ✓ Leverage FILA's nationwide offline retail network and digital & owned SNS channels to promote Guam tennis program and recruit participants through a dedicated campaign page.



Main Promotion: Guam Tennis Experience & Content Production

- ✓ Period: April 23 ~ April 26, 2026
- ✓ Operate a Guam-based tennis experience program with FILA ambassadors and convert the on-site activities into branded content assets for FILA and GVB Korea's marketing channels.



Post Promotion: 2026 WHITE OPEN SEOUL

- ✓ Period: July 2026 (tentative)
- ✓ Leverage Guam-produced tennis content and activate an on-site Guam Tennis Zone at White Open Seoul to reinforce Guam's positioning as a sports and active lifestyle destination.



NEW BUSINESS



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

- **Period & Time:** March 26 – March 29, 2026 (10:00 – 18:00)
- **Venue:** COEX A, B, C Hall , Seoul, Korea (GVB Booth: C Hall)
- **Host:** Korea Sports Promotion Foundation (KSPO), Korea International Trade Association (KITA)
- **Expected attendees:** 50,000+ pax for 4days
- **GVB Booth:** 4 independent booth spaces
- **Objective:**
 - Position Guam as a leading sports destination to a highly relevant and engaged audience
 - Enhance promotional impact through sports ambassador Kang So-yeon’s participation
 - Promote Guam’s signature sports events as key travel motivators that encourage event-led visitation and repeat travel
 - Present Guam’s key activities, sports events, and upcoming initiatives through interactive booth experiences and giveaways
- **Booth Event:**
 - SNS Follow Event with giveaway distribution



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



Guam Sports Leaflet



NEW BUSINESS



FY2026 UPCOMING PROJECT: 2026 59TH INTERNATIONAL EDUCATION & FAIR

- **Period:** March 28 – March 29, 2026 (10:00 – 18:00)
- **Venue:** COEX 3F, D hall, Seoul, Korea
- **Host:** Korea Travel Fairs LTD
- **Participating Booth:** Approx. 150 booth (universities, language schools, education boards, and academies)
- **Expected attendees:** 12,000+ pax for 2days
- **GVB Booth:** 3 independent booth spaces
- **Co-exhibitors:** Guam Guam Style Consulting LLC, Core Tech Development LLC, Guam Koko Kids, University of Guam
- **Objective:**
 - Position Guam as premier English education hub located within proximity to 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
- **Booth Event:** - SNS Follow Event & Survey Event with giveaway distribution



2025 58th International Education Fair Sketch Photos



NEW BUSINESS



FY2026 UPCOMING PROJECT: KO'KO' ROAD RACE PROJECT

- **Period:** April 11 - April 12, 2026
- **Program:**
 - April 9: Media conference
 - April 11: Ko'Ko Kids Fun Run
 - April 12: Ko'Ko Road Race
- **Objective:**
 - To widely promote and increase the recognition of the Ko'ko' Road Race to runners and family travelers in Korea, aiming to increase participation from Korean travelers
- **Scheme:**
 - Partner with travel trade partners to develop sports-themed travel packages with exclusive benefits.
 - Partner with celebrity/influencers to amplify awareness of the event and produce visual content for GVB channels
 - Collaborate with media partners to maximize the media value, targeting a broad audience for exposure
 - Collaborate with running industry KOLs to activate the running community and drive participation



GVB Korea Co-op Partners



NEW BUSINESS



FY2026 UPCOMING PROJECT: KO'KO' ROAD RACE PROJECT

1) TRAVEL TRADE CO-OP PROMOTION

- **Period:** February – April, 2026
- **Partners (10 TA):** Hana Tour, Mode Tour, Very Good Tour, Yellow Ballon Tour, NOL universe, MyRealTrip, Hanjin Travel, DayTour, Naeil Tour, Travel Star and Marketing
- **Sales Goal:** 100 pax (TA & Creative Tour)
- **Scheme:**
 - Travel agencies created dedicated promotion pages for the Ko'Ko' Road Race Marathon
 - To increase the conversion rate, travel agencies promoted the Ko'Ko' Rad Race through their owned and paid marketing channels
 - Travel agencies developed competitive travel packages for potential participants for the event, offering various benefits such as discounted airfare, late check-out service, and other value-added perks

Ko'Ko' Road Race Packages from TA

The collage displays five promotional materials for the Ko'Ko' Road Race project:

- 2026 KO'KO' WEEKEND:** A poster featuring a large group of runners at the start line. Text includes "남녀노스 누구나 즐기는 코코로드레이스" and "캠에서 휴양도 즐기고, 마라톤도 직접 참가해보세요!".
- Ko'ko Kids Run:** A poster for a children's race with three distance options: 0.6KM (7:48-9:18), 1.6KM (7:30-9:00), and 3.3KM (7:00-8:30). It includes a description of the race and a photo of children running.
- Guam Ko'ko' Road Race:** A poster with the text "어린이와 어른이 모두 함께 RUN!" and a photo of a large crowd of runners.
- Guam Ko'ko' Kids Fun Run:** A poster for a fun run featuring a chicken mascot and the text "코코 키즈 런" and "Ko'ko' Road Race & Kids Fun Run 키즈 마라톤 개최".
- 관 코코로드 마라톤 4일:** A poster for a 4-day marathon with the text "멀종 위기종 코코새를 지키고 관의 해변을 느끼며 온 가족이 함께 참여할 수 있는 레이스" and "출발일: 4월 9일 (목) 20명 한정".

NEW BUSINESS



FY2026 UPCOMING PROJECT: KO'KO' ROAD RACE PROJECT

2) CO-OP WITH UNIVERSITY SPORTS CLUB

- **Period:** March – April, 2026
- **Partners:** University Student Running club Association (CHA , Kyunghee, Sangji, Soon Cheon, Sin Ahan San, Kwang Woon University)
- **Sales Goal:** 60 pax
- **Scheme:**
 - Promote the Ko'Ko' Road Race to leading Korean universities well-known for their strong sports culture
 - Provide airfare support to selected students to encourage higher participant rates
 - Recruit University Students for the Ekiden Marathon and increase overall participation
 - Generate promotion and post-event exposure through university sports club communities and participants personal SNS channels



Reference Photos of Co-op Project with University Sports Club Students



NEW BUSINESS



FY2026 UPCOMING PROJECT: KO'KO' ROAD RACE PROJECT

3) CO-OP WITH CREATIVE TOUR

- Period: January 23 – Mid March
- Channel: Creative Tour Website / SNS channel
- Package Link: <https://cltoo.com/ko/product/109>
- Sales Goal: 100 pax (TA & Creative Tour)
- Scheme:
 - Develop Ko'Ko' Road Race travel package with running specialized travel agency 'Creative Tour'
 - Travel package to include influencers & professional sports photographer to deliver assets for GVB usage

Creative Tour Guam Travel Package: <https://cltoo.com/ko/product/109>

The collage features several promotional elements for the 2026 Guam Ko'Ko' Road Race:

- Group Photo:** A large group of runners and spectators posing in front of a finish line banner.
- Registration Page:** A digital interface showing the race title "2026 GUAM KO'KO' Road Race", travel details from "KOREA" to "GUAM", and a calendar for the date "2026.04.10. (금) - 2026.04.14. (화) 3박 5일".
- Scenic View:** A photograph of two runners on a beach with the text "해 뜨는 바다를 따라 달리는 마라톤" (Marathon running along the sea as the sun rises).
- Map:** A map titled "우리가 함께 달릴 도시/마라톤?" (City/Marathon we will run together?) showing the race route around the island.
- Activities:** Photos of runners participating in the race, including a "KOKO'KO' WIDE RUN" and a "FINISH" line.

NEW BUSINESS



FY2026 UPCOMING PROJECT: KO'KO' ROAD RACE PROJECT

4) CO-OP WITH CELEBRITY (SEAN)

- **Period:** April 10 – April 14, 2026
- **No.of Pax:** 4 pax (1 Singer, 2 Actor, 1 Runner)
- **Channel:** Celebrities' social media channels including Sean
- **Scheme:**
 - Invite Sports Influencer and target the key source market
 - Showcase Guam's running environment and travel highlights via content postings
- **Deliverables:** 1 YouTube Content, 1 Instagram feed post, 1 Instagram Story, Images

Sean Crew

Sean (Singer) @jinusean3000 Followers : 764K	Kwon Hwa Woon (Actor) @rnjs28 Followers : 484K	Ko Han Min (Actor) @actor.ko Followers : 21K	Kwon Eun Ju (Runner) @0923mara Followers : 21K

Example Image of Sean's Contents

[GUAM KO'KO ROAD RACE] 선형의 FUN RUN 은 포디움에 오르는 것? 10k views • 2 years ago	[GUAM KO'KO ROAD RACE] 구암 상사와 함께하는 SEAN 런트립 EP1 5.3k views • 2 years ago
2.9k views • 2 years ago	

NEW BUSINESS



FY2026 UPCOMING PROJECT: KO'KO' ROAD RACE PROJECT


5) CO-OP WITH INFLUENCERS

- **Period:** April 8 – April 13, 2025
- **No.of Pax:** 18 pax (6 influencers & 10 companions, 2 GVB Korea)
- **Scheme:**
 - Collaborate with running & sports influencer & kid influencers and create content capturing key moments of the Ko'ko' Road Race
 - Influencers to creative general Guam travel content alongside Ko'ko' Road Race as well as family content for kid influencers
- **Deliverables:** 20 Instagram posting / 4 YouTube posting / 1 Naver blog posting / 180 photos & 30 short video clips

Influencers





<Shin Min Sup>

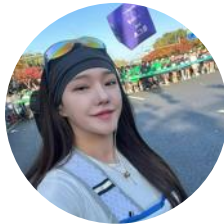
 **281K Followers**
[Channel URL](#)



<Taebal>


 **156K Followers**
[Channel URL](#)

 **31.1K Followers**
[Channel URL](#)



<Ju Yeon>


 **203K Followers**
[Channel URL](#)

 **242K Followers**
[Channel URL](#)



<Haedong>

 **109K Followers**
[Channel URL](#)

 **40.4K Followers**
[Channel URL](#)

 **9.6K Followers**
[Channel URL](#)



<Goun>

 **333K Followers**
[Channel URL](#)



<Arin (Ramo)>

 **32.9K Followers**
[Channel URL](#)

 **163K Followers**
[Channel URL](#)

NEW BUSINESS



FY2026 UPCOMING PROJECT: KO'KO' ROAD RACE PROJECT

6) CO-OP WITH RUNNING INDUSTRY KOL

- **Period:** April 8 – April 13, 2025
- **No.of Pax:** 12 pax (Key runners from 3 running clubs)
- **Scheme:**
 - Invite key figures from major running clubs in Korea to experience the Ko'Ko' Road Race and deliver their experience via each running club's community (Naver community channel & SNS) and drive recruitment for future Ko'Ko' Road Race.

Running Clubs

Human Race Running Club

The 4th largest running community in Naver's running & marathon category with over 17 years of operation.

 **43.6K Members**

<https://cafe.naver.com/humanrace>

 **3.1K Followers**

https://www.instagram.com/humanrace_funrun/

No Rules Running Club

An Instagram-driven running club specializing in the production of high-quality visual content, composed primarily of young, trendy runners

 **16.5K Followers**

<https://www.instagram.com/norulesrunning/>

DRC

The largest running crew community in the Gyeongsang region.

 **4.8K Members**

<https://cafe.naver.com/drcigo>

 **2.2K Followers**

https://www.instagram.com/drc_dagurrunners/



NEW BUSINESS



FY2026 UPCOMING PROJECT: KO'KO' ROAD RACE PROJECT

7) MEDIA TIE-IN (WOMEN SENSE & DIGITAL CHOSUN) & 9) MEDIA ADVERTISEMENT

- **Period:** April 8 - April 12
- **Media:** Women Sense Magazine (Target Reader : 3050 Young Mom)
- **Channel:** Website: <https://www.womansense.co.kr/woman>
Instagram(1M) : <https://www.instagram.com/iwomansense/>
- **Circulation:** 100,000 monthly
- **Scheme:** - Invite Women Sense K-Queen, her child and filming group for Ko'ko' Kids Fun Run.
- Promote the Ko'ko' Road Race and Kids Fun Run with activities and the island of Guam through advertorials to target family with kids.
- **Deliverables:** 1) 6P Advertorials in May or June issue (Magazine, Web)
2) Woman Sense web/Instagram/Youtube posting
3) Video, Photo Asset

- **Period:** April 8 – April 12, 2026
- **Media:** Digital Chosun (Business & Leisure focused online) news)
- **Website PV:** 1,500,000 daily
- **Scheme:**

- Collaborate with Digital Chosun Ilbo to produce pre-event 4 promotional articles for the Ko'ko' Road Race Marathon.
- Invite the reporter to attend the event with his son for on-site coverage, with the son participating in the Ko'ko' Kids Race and being featured in the reporter's coverage.
- Publish feature articles highlighting the event, personal participation, and Guam's sports and wellness environment



Agenda



Date of report: March 16, 2026

- I. GUAM ARRIVALS UPDATE
- II. MARKET UPDATES
 - a. Market Updates: Travel Trade Issue
 - b. Airline Schedule / Supply
 - c. Major Competitive Destination Monitoring
- III. OLD BUSINESS
 - a. Accomplished Marketing Projects

- VI. NEW BUSINESS
 - a. Ongoing & Upcoming Marketing Projects
 - b. Budget Summary
- VII. ANNOUNCEMENTS
 - a. Next Meeting: Tuesday, April 14, 2026 at 3:30pm (subject to change)
- VIII. APPENDIX

Appendix



AIRLINE INFORMATION: T'WAY AIRLINE'S TAE-KIX-GUM ROUTE



Guam Route Operation Plan

- **Night flight under review from 2026 winter season (Oct 25, 2026)**, following the suspension of operations after October 19, 2025.

Benefits for TAE-KIX-GUM Route

- **Transfer available without separate check-in procedure** for TAE-KIX-GUM route

Challenges for TAE-KIX-GUM Route

- **High fare compared to direct flight (TAE-KIX-GUM vs ICN-GUM)**
TAE-KIX-GUM connecting route is less price competitive than the direct ICN-GUM flights
- **Lower preference for connecting flights**
Most travelers to Guam prefer direct flights rather than connecting routes
- **Longer total travel time due to transit**
Connecting flights increase the overall travel time compared to direct services

Route	Avg. Fare (KRW)	Total (KRW)
KIX → GUM	452,000	800,000
GUM → KIX	348,000	
TAE → KIX → GUM		701,000

*Average Airfare for April

AIRLINE INFORMATION: AERO K



Guam Route Operation Plan

- The operation plan for 2026 season will be determined after further review of market conditions and external factors

Challenges for CJJ-GUM Route

- Administrative procedures and initial cost burden for U.S routes
Launching a U.S route requires lengthy administrative procedures, including coordination with MOLT and approval of security programs, along with significant initial costs
- Security program requirements at Cheongju Airport
Operating U.S routes from Cheongju Airport requires additional security programs in accordance with DHS and TSA regulations
- Rising exchange rates and operating costs
Recent increases in exchange rates and local operating costs (airport and ground handling) limit the profitability of U.S routes
- Focus on short-haul route strategy
The airline plans to focus on stable operations of Japan routes and the maintenance and expansion of China routes from Cheongju Airport

Additional Information

- Main Route: Japan, Vietnam, Philippines | Number of Aircraft: 9 *A320-200

Appendix



AIRLINE INFORMATION: GVB KOREA ACTION PLAN



- Maintain close communication with the airline regarding the review of Guam flight operations
- Support marketing activities to improve awareness of the Guam connecting route



- Aero K's Guam route operation plan remains challenging
- GVB Korea to explore resumption of the previously operated Muan-Guam route as an alternative to the Cheongju-Guam route (Jeju Air or Others)

SI YU'OS MA'ÅSE'

