



IESTORIA

THE STORY

December 2025 Edition

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Visitor Arrivals Highlight Strong Growth, Market Shifts in September and Early October 2025

Guam's visitor arrivals data for September 2025 and most of October 2025 demonstrate notable shifts and continued strong performance among its key source markets, Korea, Japan, and Taiwan. While Korea maintained its status as the leading source market in September with moderate growth, the first half of October saw a dramatic increase in its dominance. Concurrently, the Japan market continues to exhibit substantial double-digit growth since last year in both months while Taiwan arrivals show triple-digit growth, contributing significantly to the island's overall visitor numbers.

September 2025 Highlights:

Korea remained the dominant source market, accounting for nearly half (47.7%) of all arrivals, with a moderate year-over-year (YoY) growth of 3.9%.

Japan, the second largest market (34.9%), saw substantial growth, increasing by 31.6% YoY.

Taiwan experienced a significant surge, with arrivals exploding by 163.5% compared to September 2024.

October 1-24, 2025 Preliminary Results:

Korea further solidified its dominance, representing 55.5% of all arrivals during this period and showing strong YoY growth of 20.2%.

Japan also contributed significantly to overall growth, increasing by 24.5% YoY.

Taiwan continued its dramatic upward trend, exhibiting the highest growth rate by surging 347.9% YoY.

September 2025				
September 1-30, 2025				
				Total: 56,973 (+12.7%)
% Market Mix	Origin	2024	2025	% vs LY
47.7%	Korea	26,161	27,183	3.9%
34.9%	Japan	15,126	19,904	31.6%
9.2%	US/Hawaii	5,195	5,250	1.1%
1.7%	Philippines	853	945	10.8%
0.9%	Taiwan	203	535	163.5%
0.8%	China	360	460	27.8%
0.1%	Hong Kong	47	40	-14.9%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: September 2025 Daily Arrivals reflect Civilian Air arrivals only.

Arrivals: October 2025				
October 1-24, 2025				
				Total: 49,261 (+17.5%)
% Market Mix	Origin	2024	2025	% vs LY
55.5%	Korea	22,738	27,328	20.2%
28.5%	Japan	11,262	14,026	24.5%
7.6%	US/Hawaii	4,296	3,738	-13.0%
1.5%	Philippines	791	732	-7.5%
1.1%	Taiwan	117	524	347.9%
0.6%	China	383	320	-16.4%
0.1%	Hong Kong	45	54	20.0%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: October 2025 Daily Arrivals reflect Civilian Air arrivals only.

Guam Voted #1 Shore Diving Destination

Guam has been honored with the prestigious title of **#1 "Best Shore Diving Destination"** in the Pacific, Indian, and Mediterranean region, as announced in the annual Readers' Choice Awards published by *Scuba Diving Magazine*. The recognition comes from a global survey where readers rated destinations they have visited within the last two years on various diving criteria. *Scuba Diving*

Magazine is the official publication of PADI (Professional Association of Diving Instructors), the world's largest organization for recreational scuba diving training and certification.

This top ranking highlights the accessibility and exceptional quality of Guam's dive sites, many of which can be reached directly from the shore. However, Guam placed within the Top 10 in several other categories (see below), including #8 Best Overall Dive Destination in the Pacific, India, and Mediterranean region. The island's vibrant coral reefs, clear waters, diverse marine life, and unique historical culture offer unparalleled experiences for divers of all skill levels.

One of the most famous and Only-In-Guam dive experiences is the Cormoran - Tokai Maru, the only dive site in the world where you can see and actually touch wrecks from both World Wars in a single dive!

The Guam Visitors Bureau plans to feature these accomplished rankings alongside Guam's one-of-a-kind dive experiences through targeted advertising and at the upcoming Asia Dive Expo (ADEX) - the largest and longest-running ocean exploration and trade show in Asia - and at the Marine Dive Fair in Tokyo.

GVB invites divers of all skill levels from around the world to include Guam in the "must-dive" list and experience its unique underwater playground. Interested sea explorers can visit our website www.visitguam.com or contact the dive leaders at MDA Guam or Bikini Island Club for ocean snorkeling.

Category	Rank
Shore Diving	#1
Wreck Diving	#4
Beginner Diving	#3
Snorkeling	#7
Macro Life	#10
Cave, Cavern, Grotto	#10
Best Overall	#8

See All Results



(Above) The only place on earth where divers can touch two ships from two World Wars at the same time at the famous Cormoran-Tokai Maru in Apra Harbor, Guam. (Right) Guam's cave and grotto diving is ranked Top 10 in the Pacific, India, and Mediterranean.



MARKETING NEWS



Guam Rises as Japan's Top Winter Getaway

By VELTRA

Rank 2025-26	Destination	Rank 2024
1	Hawaii – Oahu	1 (→)
2	Thailand – Bangkok	2 (→)
3	Guam	6 (↑)
4	Australia – Cairns	3 (↓)
5	Taiwan – Taipei	4 (↓)
6	France – Paris	5 (↓)
7	Spain – Barcelona	14 (↑)
8	Australia – Sydney	9 (↑)
9	Vietnam – Hanoi	8 (↓)
10	UAE – Dubai	7 (↓)

Results from Veltra showing Guam ranking 3rd in preferred Winter Holiday Destinations in 2025-2026. (www.veltra.jp)

Guam was ranked among the most popular overseas destinations across major online travel platforms.

GVB reported a significant surge in Guam's popularity among Japanese travelers for the 2025–26 winter holiday season, securing Top 3 and 4 placements in major Japanese travel rankings (No. 3 on VELTRA for overseas destinations and No. 4 on Travelko for overseas travel searches, with searches up 120% year-over-year).

This recovery is attributed to a successful **digital strategy** focused on performance-driven conversion advertising that shortens the path to purchase by directing travelers straight to booking platforms. GVB's CEO highlighted that this data-driven approach, along with Guam's compelling value, is resulting in double-digit year-over-year growth.

Japanese travelers are choosing Guam due to the short flight time (approx. 4 hours) and minimal time difference (1 hour), exceptional value, and Guam's revitalized brand appeal, especially among families and millennials.

To accelerate demand, GVB launched the **GoGo Guam Håfa Adai Campaign 2026**, which includes the "Guam Pay" digital coupon program (redeemable at local businesses) and the "Guam Bonus" discount program.

Visitor arrivals from Japan continue to climb, with September 2025 reaching 19,904 travelers (a 31.6% year-over-year increase). GVB projects continued gains for FY2026, driven by smart digital investments

and industry collaboration.



Guam Visitors Bureau Partners with GS25 and NAVER Pay to Bring "A Taste of Guam" to Korea

GVB has partnered with Korea's largest convenience store, GS25 (over 18,000 locations), and major digital payment platform, NAVER Pay, to boost engagement and travel demand to Guam. This collaboration currently features limited-edition "Guam Collaboration Ready-to-Eat Meals" at all GS25 stores, themed "A Taste of Guam in One Meal." Until November 30, a nationwide promotion offers prizes like a Guam travel package and air tickets to customers who purchase the meals, accrue GS ALL membership points, and collect three digital stamps in the "Our Neighborhood GS" app. NAVER Pay users also receive cashback on purchases. At Incheon International Airport GS25 stores, a semi pop-up zone offers discounts on a co-designed Beauty Travel Kit.

GVB President and CEO Régine Biscoe Lee calls this a new public-private partnership model combining tourism, retail, and digital platforms to expand the Guam brand's value and accessibility. This integrated marketing model enhances brand visibility by linking GS25's retail network with NAVER Pay, aiming to make Guam a familiar lifestyle brand embedded in everyday Korean life, even before trip planning.



(Above) Ready-to-eat meals promoted by South Korean retail chain GS25, payment platform NAVER Pay and GVB as “A Taste of Guam in One Meal.” (Right) Co-designed Guam Beauty Travel Kits are exclusively showcased at GS25 stores within the Incheon International Airport.



Guam Draws Crowd at ITF Taipei 2025, Hosts Delegates in Guam

The Guam Visitors Bureau (GVB) successfully participated in the 2025 Taipei International Travel Fair (ITF) from November 7-10, attracting large crowds with Chamoru cultural performances, caricature drawing, Guam trivia, and the Ko'ko' Bird mascot. Travel agents reported top inquiries for all-inclusive, one-stop packages, especially regarding upcoming Chinese New Year charter flights. GVB members, including major hotels and attractions, were featured. GVB President & CEO Régine Biscoe Lee and Senator Sabrina Salas Matanane engaged in media interviews with outlets like TVBS and Taiwan Indigenous Television (TITV) to promote Guam's new events, direct flights, and cultural ties. The ITF also featured indigenous performers, celebrating shared Austronesian heritage.

Shortly after the ITF, on November 21, the Taiwan Tourism Administration, Taiwan Visitors Association, Lion Travel, and Edison Travel hosted the "Guam & Taiwan Tourism Workshop" at Hotel Nikko Guam. Supported by GVB and the Taipei Economic and Cultural Office (TECO) in Guam, the workshop featured presentations from GVB and several of its members, to strengthen two-way tourism. GVB Board Director Milton Morinaga emphasized the goal of increased collaboration. The Taiwan delegation also met with Governor Lourdes A. Leon Guerrero and other local organizations, discussing air connectivity, promotion, sustainable tourism (including Guam's G3 initiative), and market potential, building on the Governor's earlier meeting with President Lai Ching-te to expand tourism.



(Above) International Travel Fair in Taipei, (Below) Courtesy visit with Governor Lou Leon Guerrero, (Right) Guam & Taiwan Tourism Workshop.





“Bringing Guam Closer” – CHamoru Fiesta Nagoya Gathers Key Partners to Boost Travel

On November 20, 2025, GVB Japan, in partnership with United Airlines and Chubu Centrair International Airport, hosted CHamoru Fiesta Nagoya at the Endoji Shopping Arcade. Around 50 key stakeholders, primarily from major travel agencies in the Nagoya area, gathered to receive updates on Guam tourism and airline services, while exchanging ideas to drive future outbound travel to Guam. The event featured a GVB-sponsored food truck offering CHamoru cuisine, with Chef Daisuke Negishi serving Guam-style burgers and spare ribs. A live performance by a CHamoru dance team brought a festive island atmosphere to the venue. As Nagoya is considered one of the key markets in achieving Japan’s FY2026 travel goals, the event served as an important opportunity to strengthen local partnerships and build momentum for future collaboration.



Weather-Related Disruptions Impact Travel Across the Philippines

In early November 2025, Typhoons Tino and Uwan caused significant travel disruptions across Visayas and Northern Luzon. Typhoon Tino made multiple landfalls between November 1 and 6, prompting widespread flight cancellations, port closures, and road blockages. Cebu, Palawan, and Iloilo experienced infrastructure damage and power outages, affecting both domestic and international mobility. Typhoon Uwan followed shortly after, disrupting travel in Aurora, Isabela, and Cagayan provinces. Ferry services and regional airports temporarily suspended operations. While most transport hubs resumed limited operations by November 8, recovery efforts are ongoing, and travelers are advised to monitor advisories and coordinate with carriers. These events underscore the importance of contingency planning and the effect that natural disasters have on the delicate travel market from the Philippines.

Source: [Flight cancellations due to Typhoon TINO](#), [LIST: Canceled flights for Nov. 9 and 10, 2025 due to Uwan](#) | [GMA News Online](#), [LIVE UPDATES: Typhoon Tino](#)

DESTINATION NEWS



Guam International Dance Festival Kicks Off, Welcomes Global Talent

The inaugural Guam International Dance Festival (GIDF) is set to ignite the island this weekend, December 5–7, 2025, promising a dynamic celebration of movement, culture, and competition. Organized with the dual goals of skills exchange and cultural immersion, GIDF welcomes both participants and the public to a spectacular three-day event.

Free Workshops and Cultural Exchange

Friday, December 5

[Sinajana Fine Arts Center](#)

10:00 a.m. to 12:00 p.m. Frank Rabon, CHamoru

12:00pm - 1:00 p.m.

Brian Esperon, Hip-Hop

[Micronesia Mall](#)

4:30 p.m. to 5:30 p.m. Ahtoy Juliana, Salsa (Center Ct) 5:00 p.m. to 5:45 p.m. NPher, K-pop (ex-GameStop)

The festivities begin with dedicated sessions focused on learning and collaboration. Dancers 12 yrs old and over can refine their craft during technical workshops and showcase performances, offering a fantastic opportunity for cultural exchange among dancers and engaging the public in the vibrant world of dance. These workshops are free of charge!

Competition Days and Celebrity Judges

Saturday, December 6

10:00 a.m. to 2:00 p.m. Sandcastle Guam

Sandcastle Guam

The competitive spirit takes center stage on the first day of competition at the Sandcastle in Tumon and the public is highly encouraged to attend. The competition will be judged by a panel of celebrity experts, including local legends Ahtoy Juliana (Won Pat Borja) and Brian Esperon, alongside esteemed international dignitaries: Susumu Ueda, Japan Consul General of Guam, Daniella Bianca Villamin, Philippine Vice Consul General of Guam, Chia-Ping Liu, Taiwan Economic & Culture Office Director General, and well-known local dance artists: Glenville Lord, Cesar Medina, John Cortez, and Leo Lorilla.

Adding to the excitement, popular dance group NPher, featuring top influencers from Japan and Korea, will be attending and performing during the festival.

Tickets are available online for \$10 until 12/5/25 [here](#). Tickets will be sold at the door for \$20.

Sunday, December 7

4:30 p.m. to 8:00 p.m. Tumon Night Market

8:00 p.m. to 10:00 p.m. Club Zoh After-party

The competition concludes on Sunday at the popular Tumon Night Market, creating a high-energy atmosphere for the final performances. This second day of competition at TNM is free of charge! Awards will be presented that night, followed by an exclusive after-party at Club Zoh to celebrate the dancers and the successful launch of this new annual event.

For the full event detail, visit our website visitguam.com/gidf.

[Sign Up for Free Workshops](#)

[Buy a Ticket for Day 1 Competition](#)

GUAM INTERNATIONAL DANCE FESTIVAL

DECEMBER 5-7

FRIDAY, DECEMBER 5	SATURDAY, DECEMBER 6	SUNDAY, DECEMBER 7
<p style="text-align: center; margin: 0;">WORKSHOPS AT SINAJAÑA FINE ARTS CENTER</p> <p>10:00 AM Cultural Workshop with Sefat Frank Rabon, Master of Chamoru Dance</p> <p>12:00 PM Contemporary Workshop with Brian Esperon</p> <p style="text-align: center; margin: 5px 0;">WORKSHOPS AT MICRONESIA MALL</p> <p>4:30 PM Salsa Workshop with Ahtoy Juliana Won Pat-Borja (Micronesia Mall Main Stage)</p> <p>5:00 PM Contemporary Workshop + Meet & Greet with NPher (Event Space next to Beyond the Box)</p> <p style="text-align: center; margin: 5px 0;">SHOWCASE & EVENT KICK-OFF AT MICRONESIA MALL</p> <p>6:00 PM Welcome</p> <p>6:10 PM Bendisio</p> <p>6:15 PM Opening Remarks</p> <p>6:30 PM Japan Dance Group (Led by Asami Nohira)</p> <p>6:40 PM Malaysia Dance Group - Suluh Tingkah Kesuma Tari</p> <p>6:50 PM Summer Potion Video and NPher Introduction</p> <p>6:55 PM Jazz Performance (Japan) - Shingi Takeda</p> <p>7:05 PM PBS Teaser & Live Promotion: Something to Call Our Own</p> <p>7:10 PM SKIP Entertainment Company</p> <p>7:30 PM Closing Remarks Event Ends</p>	<p style="text-align: center; margin: 0;">DAY 1 COMPETITION AT SANDCASTLE GUAM</p> <p>9:00 AM Doors Open to the Public</p> <p>10:00 AM Welcome & Opening Remarks</p> <p>10:10 AM Japan - Bailian Chamoru</p> <p>10:25 AM India (Guam) - Bolly Babes</p> <p>10:38 AM Guam - Nqitibu Dance Academy (Chamoru)</p> <p>10:53 AM Japan - Halau Na Pua A Kapi-olani</p> <p>11:05 AM INTERMISSION: Introduction to PBS Guam and Project: Inspire Special Screening Director Niel Romero "Made To Move" and "Something to Call Our Own" Documentaries</p> <p>12:00 PM Guam - Natibu Dance Academy - Polynesia</p> <p>12:12 PM NPher Live Performance</p> <p>12:25 PM Guam - Heroix</p> <p>12:35 PM Guam - Talent Box: MINIS</p> <p>12:45 PM Japan - Amata</p> <p>12:55 PM Guam - Talent Box: ROOKIE</p> <p>1:00 PM Guam - SBCS Spartans Dance Crew</p> <p>1:05 PM Guam - Talent Box: MSFTA/PRODIGEE</p> <p>1:10 PM Korea - Faidle K-Pop Dance Group</p> <p>1:15 PM Closing Remarks Event Ends</p>	<p style="text-align: center; margin: 0;">DAY 2 COMPETITION AT TUMON NIGHT MARKET</p> <p>4:30 PM Welcome, Bendisio & Opening Remarks</p> <p>4:45 PM Guam - Studio B Dance Company - Latch</p> <p>4:55 PM Guam - Studio B Dance Company - Halo</p> <p>5:04 PM Guam - Studio B Dance Company - Breakeven</p> <p>5:11 PM NPher Live Performance</p> <p>5:25 PM Jazz Performance (Japan) - Shingi Takeda</p> <p>5:32 PM Japan - Hilani Nue O Ke Kiele</p> <p>5:45 PM Malaysia - Suluh Tingkah Kesuma Tari</p> <p>6:00 PM Japan - Taotao Kinahulo Atdao</p> <p>6:15 PM Japan - Narutaka</p> <p>6:25 PM Guam - Mahiga Dance Academy</p> <p>6:40 PM Taiwan - Taroko Cultural Performance</p> <p>6:45 PM INTERMISSION: DANCE PARTY JUDGES DELIBERATE</p> <p>7:05 PM GIDF 2026 Announcement AWARDS CEREMONY AND PHOTOS</p> <p>7:30 PM Closing Remarks Event Ends</p> <p style="text-align: center; margin: 5px 0;">GIDF OFFICIAL AFTER PARTY AT CLUB ZOH</p> <p>8:00 PM All welcome. No cover charge.</p> <p>9:00 PM 18 years & older. No cover charge.</p>

event schedule subject to change



Ahtoy Juliana Won Pat Borja will be a Workshop Instructor on Dec. 5 and a judge for the GIDF Traditional dance category.

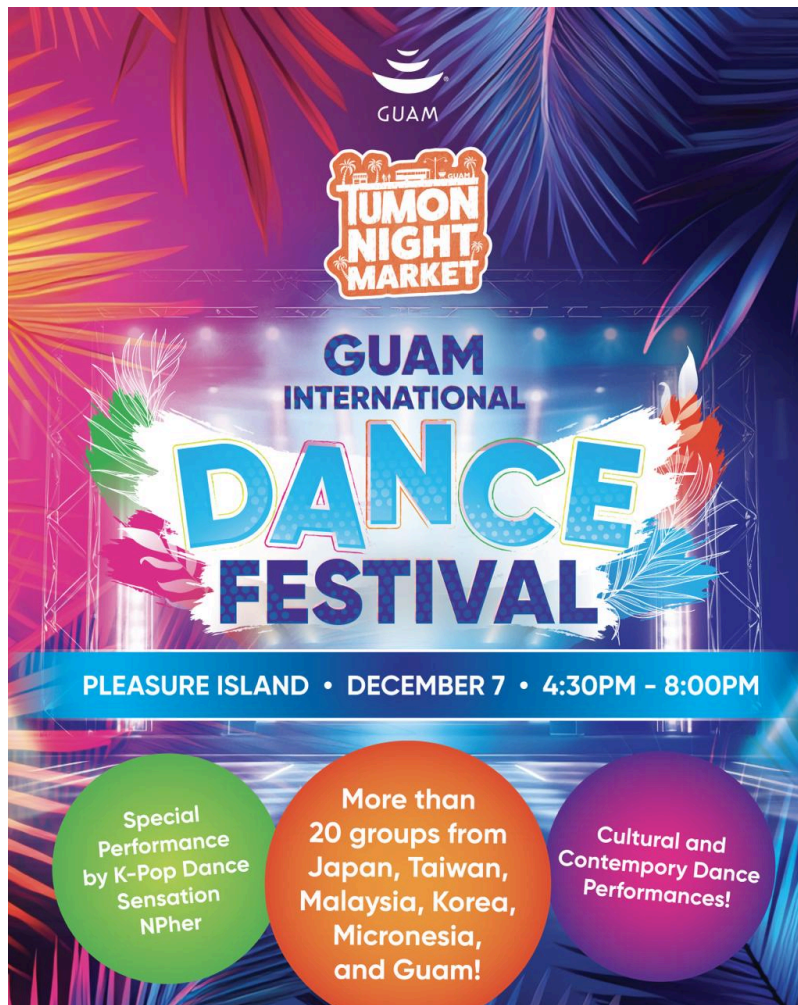


Brian Esperon will be a Workshop Instructor on Dec. 5 and a judge for the GIDF Contemporary category.



Popular Korea dance crew NPher, shown here in their Guam promotional video with local dancers at the Valley of the Latte, will hold a meet & greet workshop at the Micronesia Mall on Dec. 5.

Tumon Night Market Announces Dates for Remainder of Year



GVB has announced the remaining 2025 schedule for the Tumon Night Market, held at Pleasure Island. These events offer residents and visitors opportunities for local food, entertainment, and crafts, building on the market's success.

The Tumon Night Market (TNM) has truly become a cherished weekly tradition and the public is encouraged to join the TNM for these final nights of the year, where the atmosphere will be even more festive and bright. Attendees can expect holiday festivities, live music, cultural performances, diverse food vendors, and a wide selection of locally made products, jewelry, art, and apparel.

The remaining 2025 schedule is as follows:

December 7: 4:30pm-9pm (includes the Guam International Dance Festival competition).

December 14: 5pm-9pm

December 21: 5pm-9pm

December 28

(added): 5pm-9pm

OTHER NEWS



2024

The Visitor Economy in Guam

TOURISM ECONOMICS
AN OFFICE OF ECONOMIC DEVELOPMENT



GUAM VISITORS BUREAU

Visitor Exit Survey Report

July 2025—Japan Market Data



Economic Impact Report

Visitor Arrivals

Exit Surveys



Share Your Stuff!

GVB invites its members to share their social media pics, vids, posts, promos, and events with us @visitguam or @guamvisitorsbureau. We'd be happy to share and spread the word!

TELL US WHAT YOU THINK!

We're always happy to receive direct feedback from the community. Please share your comments and suggestions here!

I have no suggestions or feedback

Great info shared in these newsletters. Thanks, GVB!

I have a suggestion (see below)

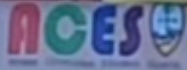
[Take survey](#)

To change your response, [click here](#).

POST OF THE MONTH

Guam Dragonboat Festival

@visitguamusa

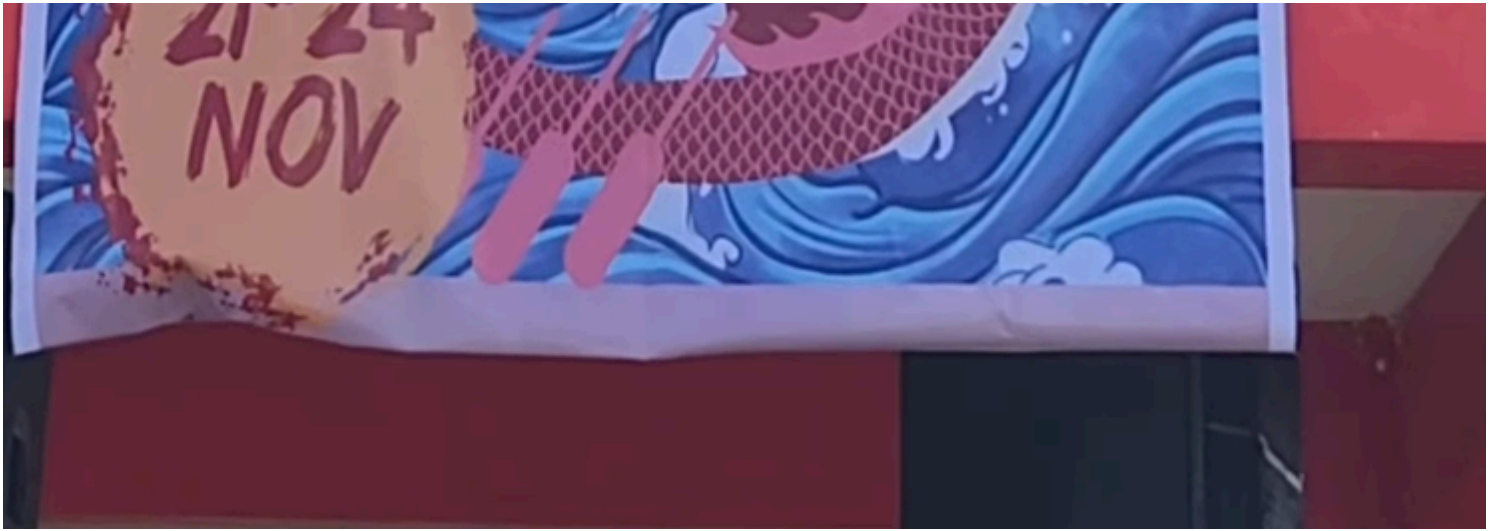


7TH GUAM DRAGONBOAT FESTIVAL

2025

21-24





[Watch Instagram Video](#)

THINGS TO DO





Tumon Night Market
Every Sunday

Learn More

**Guam International
Dance Festival**
December 5-7, 2025

Learn More

Guam Boonie Stompers Hiking

December 6, 13, 20, 27

See Events



Discover the wonders of Guam!

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