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# IESTTORIA

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## T H E S T O R Y

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February 2026 Edition

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# GVB Announces Successful Close to 2025 with Milestone Visitor Arrivals

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The Guam Visitors Bureau (GVB) reported a successful conclusion to 2025, underscoring a significant economic milestone for the territory. December arrivals reached their highest level since the pandemic, registering a notable 42% increase over December 2024 figures. This performance reinforces the indispensable role of tourism as Guam's principal economic driver.

This robust finish culminated a seven-month trajectory of growth. Governor Lou Leon Guerrero affirmed the visitor economy's annual valuation at \$1.5 billion, supporting a workforce exceeding 14,000 individuals. The sustained expansion is directly attributable to the introduction of new direct flight services, the establishment of strategic partnerships, and the execution of effective marketing initiatives. Key metrics for December included:

**96,449** total visitors

**Korea:** 51,828 arrivals (+**65.6%**).

**Japan:** 29,476 arrivals (+**23.7%**).

Total arrivals for the full calendar year 2025 amounted to **782,840**, representing a **5.9%** increase compared to 2024. Fiscal Year 2026 arrivals to date (October through December) reached **228,972**, marking a substantial **30.7%** rise over the corresponding period in Fiscal Year 2025.

The Governor posited that the evolving demands of the tourism sector necessitate a competitive posture in the current market, a fact demonstrably supported by the arrival statistics. GVB President & CEO Régine Biscoe Lee characterized the December performance as "extraordinary," reflecting the industry's inherent resilience. GVB remains steadfastly dedicated to sustaining this upward momentum throughout 2026 through focused aggressive marketing strategies and adherence to sustainable operational practices.

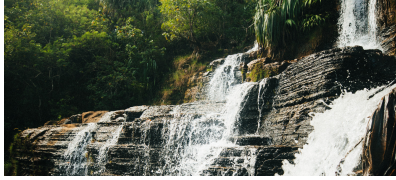
[See Visitor Arrivals](#)

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## Welcome to Wellness Month Launches in April 2026

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Guam is evolving as a premier destination for wellness travel, blending natural beauty, cultural depth, and island hospitality into meaningful experiences that nurture mind, body, and spirit. There is no better time to experience this evolution than during Guam Wellness Month in April, a month-long, community-driven celebration dedicated to intentional living and holistic well-being.

Throughout the month, visitors and residents alike are invited to slow down, reconnect, and rediscover balance through a curated lineup of wellness-focused activities and offerings available on Guam. From movement and mindfulness sessions to cultural immersion, outdoor adventures, and nourishing culinary experiences, Wellness Month showcases the many ways Guam supports a healthier, more connected lifestyle.

Whether your path to restoration is through the soothing embrace of nature, the inspiration of island culture, or the renewal of mindful movement and cuisine, "Welcome to Wellness" provides the perfect opportunity to tap into Guam's natural, healing energy.

Stay tuned for announcements from participating local businesses and organizations who will be sharing special activities and exclusive offers designed to help you rest, recharge, and reset during Guam Wellness Month in April.

Kindly submit your wellness events, activities, and experiences online at [www.visitguam.com/wellness](http://www.visitguam.com/wellness) by **Friday, February 6, 2026**.

For more information, please contact Sharlene Guerrero or Sarah Guzman at 671-646-5278 or email [sharlene.guerrero@visitguam.com](mailto:sharlene.guerrero@visitguam.com) and [sarah.guzman@visitguam.com](mailto:sarah.guzman@visitguam.com).

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## Samsung Lions Return to Guam for Winter Training Camp

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The Samsung Lions, a major KBO team led by Manager Park Jin-man, will hold their annual pre-season training camp in Guam for the second consecutive year, arriving on January 23 and training from January 25, primarily at the Leo Palace Resort. The intensive camp focuses on conditioning, fitness, coordination, player assessment, and strategy.

Guam remains an attractive location due to its year-round tropical climate, geographical convenience (short flight, minimal 1-hour time difference from Korea), and access to quality training facilities and accommodations.

Régine Biscoe Lee, GVB President and CEO, welcomed the team, stating their repeated selection highlights Guam's growing potential to effectively host international professional teams.

The Lions' return reinforces Guam's reputation as a reliable, high-quality pre-season destination frequently used by KBO and NPB teams (including the Lotte Giants, Kia Tigers, and Yomiuri Giants). This commitment strengthens Guam's strategic position to merge sports and tourism, attracting more international athletic teams seeking stable training environments.





## MARKETING NEWS



### GVB Korea to Participate in Three Major Trade Shows in March 2026, Targeting Education and Sports Tourism



The Guam Visitors Bureau (GVB) Korea marketing team is preparing for a highly engaged March 2026, with plans to participate in three significant trade shows aimed at aggressively promoting Guam as a top-tier destination for both educational and active tourism.

GVB will strategically focus on positioning Guam as an accessible, U.S.-recognized English education hub at two major events: the **ed:m International Education Fair** (March 14–15, 2026, at COEX The Plaza) and the **59th International Education & Career Fair** (March 28–29, 2026, at COEX 3F, D hall). The objective is to raise awareness of Guam's comprehensive education ecosystem, from language schools and English camps to K-12 and higher education, offering GVB members a direct platform to consult

with thousands of Korean students and families on various education opportunities. Both education fairs will utilize SNS Follow and Survey Events with giveaways to maximize attendee engagement.

In a parallel effort to diversify its visitor base, GVB will also target the active consumer market at Korea's largest sports exhibition, the **SEOUL INTERNATIONAL SPORTS & LEISURE INDUSTRY SHOW (SPOEX 2026)**, running from March 26–29, 2026, at COEX A, B, C Hall. The goal for SPOEX is to firmly position Guam as a premier sports destination by promoting its signature events, ocean sports, hiking, golf, and fitness experiences to an estimated audience of over 50,000 attendees. The GVB booth will feature a Guam Sports Mini Game to attract visitors and facilitate the establishment and strengthening of connections with sports-related businesses, which is intended to open doors for future partnerships and encourage event-led visitation. This concentrated, two-pronged strategy across the education and sports sectors underscores GVB's commitment to expanding Guam's market presence in Korea and ensuring a diversified visitor base in the upcoming fiscal year.

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## One Guam Roadshow 2026 Draws High Interest in Tokyo, Nagoya, and Osaka, Japan

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The Guam Visitors Bureau (GVB) successfully launched its 2026 Japan initiatives with the "One Guam Roadshow 2026" in Tokyo, Nagoya, and Osaka.

The mission began in Tokyo with an MOU signing between GVB, JTB, and T.P. Micronesia to strengthen collaboration and prioritize Guam as a top JTB destination. Seminars across all three cities presented GVB's FY26 Marketing and Trade initiatives, including the GOGO! Guam Hafa Adai campaign and new Educational Group and Airline Charter support, drawing strong travel trade engagement. Celebrity Shinji Takeda promoted the Ko'Ko' Road Race in Tokyo and Nagoya, while Osaka featured promotions with FM Osaka personality Yumi Akamatsu and comedian Gallop, plus a CHamoru culture showcase by Guma Taotao Tãno'. The core Business-to-Business (B2B) sessions facilitated nearly 410 meetings (180 in Tokyo, 80 in Nagoya, 150 in Osaka) for product development and joint promotions between 22 participating GVB member companies and Japanese travel trade partners.

GVB President & CEO Régine Biscoe Lee and Board Director Ken Yanagisawa highlighted the strong engagement and B2B activity as a sign of shared confidence in the Japan market's long-term, sustainable growth potential. The roadshow reaffirms GVB's commitment to expanding Guam's position as a preferred destination for Japanese travelers.

グアム政府観光局 新春業界交流会







# New Guam Tour Launched with JTB, Inspired by Ambassador “Peco”



As part of the "GOGO! GUAM Håfa Adai Campaign," a new travel tour for the Japan market has been jointly developed with JTB, drawing inspiration from the unique travel perspective of official campaign ambassador, “peco.” This innovative tour translates peco’s philosophy of "enjoying Guam in one’s own way" into a tangible travel product designed to appeal to both first-time visitors and repeat travelers.

The collaboration features dedicated promotional materials that utilize peco’s visuals, helping travelers easily envision their personalized Guam experience before they even depart. Selected tour plans also include exclusive peco-themed novelty items, adding a layer of experiential and emotional value to the trip.

By merging the compelling storytelling and personal approach of the ambassador with JTB’s strong product development expertise, this initiative establishes a direct "promotion-to-product" model aimed at significantly bolstering travel demand from the crucial Japan market.

Peco (Tetsuko Okuhira), a prominent Japanese fashion model, influencer, YouTuber, and designer of Tostalgic Clothing, is known for her unique, colorful style and over 2.5 million Instagram followers. Originally from Osaka and a former Harajuku fashion icon, her content focuses on vintage-inspired fashion, lifestyle, and motherhood. She frequently shares her life, including memorable trips to Guam with her son, a destination they and her late husband, fellow influencer Ryuchell, cherished.

## Strong Demand for Guam Charters During 2026 Lunar New Year

Guam will see a significant influx of Taiwanese visitors this month during the 2026 Lunar New Year, highlighting the strong holiday demand for the destination. A total of 854 Taiwanese visitors are set to arrive on dedicated charter flights, with load factors consistently high across all services. Four Taiwan–Guam charters were successfully operated by Lion Travel, Spunk Tour, and Sunny World using STARLUX Airlines. Additionally, Phoenix Tour operated flights with United Airlines at half-capacity. The high seat sales underscore the market's enthusiasm for Guam as a holiday getaway. The success of these charter operations demonstrates the potential for continued growth in the Taiwan market, particularly around major holiday periods.

Travel Agency		Dates	Duration	Airline
Lion Travel		Feb 15 Feb 19	5 Days	Starlux (176 seats per flight)
Spunk Travel		Feb 14 Feb 18	5 Days	Starlux (88 seats per flight)
Phoenix Tour		Feb 14 Feb 18	4 Days 5 Days	United Airlines (75 seats per flight)
Sunny World		Feb 14 Feb 18	5 Days	Starlux (88 seats per flight)

## GVB Invited to Taiwan Association of Travel Agents 2026 Year-End Appreciation Gala

The Taipei Association of Travel Agents (TATA) held its 2026 Year-End Appreciation Gala on January 6 at Dazhi Dianhua, hosting 142 tables and bringing together airline partners, tourism authorities, and travel industry associations from across Taiwan. Taipei Mayor Chiang Wan-an and Tourism Administration Director Chen Yu-hsiu attended, making the event a key industry networking platform. The Guam Visitors Bureau Taiwan (GVBT) was invited to participate and engaged with travel industry leaders, government tourism officials, airline partners, and agency executives to exchange views on promoting Guam tourism in the Taiwan market.

Reference: <https://www.ttnmedia.com/?p=131420>



**GVB to Host *Guam With Me* Consumer Event in Cebu**

GVB, in collaboration with Philippine Airlines, is scheduled to host a two-day consumer event titled *Guam With Me* at Ayala Malls Central Bloc in Cebu on February 21 - 22, 2026. The event is slated to run from 1:00 PM to 8:00 PM on Saturday and 1:00 PM to 7:00 PM on Sunday. Ayala Malls Central Bloc was selected due to its strategic location within Cebu IT Park, which ensures high foot traffic from young professionals, families, and outbound travelers possessing significant purchasing power. The venue's demonstrated capability in managing large-scale events, coupled with built-in marketing support, guarantees substantial visibility and robust audience engagement. Key event features will encompass performances by Guam cultural entertainers, alongside partnerships with Philippine Airlines, the Bank of the Philippine Islands (BPI), various travel agents, and retail vendors offering Guam-inspired merchandise. Further activities will include a video presentation highlighting Guam's scenic beauty and attractions, opportunities for local snack tasting, designated photo opportunities for attendees, and the potential inclusion of an influencer meet and greet session.



Photo courtesy of Ayala Malls Central Bloc.



## GVB Welcomes New Director of Destination Development



GVB is pleased to announce the selection of **Ina Carillo** as the new Director of Destination Development. Ms. Carillo officially accepted the position on January 21, following the retirement of former director Dina Rose Hernandez on December 27, 2025, and will assume her new duties on February 9, 2026.

The Director of Destination Development plays a critical role in shaping the future of Guam's tourism product. Ms. Carillo will be responsible for overseeing strategic initiatives focused on enhancing the island's appeal, promoting the CHamoru culture, improving visitor experiences, and ensuring the sustainable growth of the tourism sector. This includes the planning, development, implementation, and coordination of destination development and cultural heritage programs to ensure the long-term sustainability of the Guam destination.

"We are delighted to welcome Ms. Carillo to our leadership team," said GVB President & CEO Régine Biscoe Lee.

“Her deep understanding of our island's potential, coupled with her professional expertise in both the public and private sectors, made her the ideal candidate to lead our Destination Development division. We look forward to working with her to elevate Guam's stature as a premier destination.”

Ms. Carillo was selected from a strong field of candidates following a rigorous and competitive multi-stage selection process that included application examinations, a certification of eligibility, panel interviews, and a final recommendation to the President and CEO.

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## Enhancing the Visitor Experience: Infrastructure and Safety Initiatives

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The Destination Management team is spearheading projects that are focused on enhancing both the aesthetics and safety of our island for all visitors and residents.

The team is currently restoring the village "heart" signs, beginning with the southern villages and progressing throughout the island. These signs have become photo hotspots and provide for instant marketing by our visitors.

Additionally, a pilot program has been launched to evaluate the need and optimal deployment strategy for an increased presence of Visitor Safety Officers (VSOs) beyond the Tumon area. The primary goal is to enhance security and provide immediate assistance at the island's more heavily trafficked visitor sites across the island. Currently, as part of this evaluation phase, VSOs are scheduled for deployment to various key locations every Friday. This focused, weekly presence allows the team to gather data on incident rates, visitor feedback, response times, and the overall impact on the perceived level of safety. The findings from this pilot program will be instrumental in developing a sustainable strategy for permanent VSO staffing and coverage expansion, ensuring that safety resources are allocated where they can be most effective for a positive visitor experience.





Above: GVB Maintenance staff repair Inalahan village sign; Below: VSOs interact with visitors at Ft. Apugan in Agana Heights and Ft. Soledad in Humâtak.



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## Guam Ko'ko' Road Race Early Bird Registration Extended!

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GVB is thrilled to announce a two-week extension for the Early Bird registration period for the upcoming Guam Ko'ko' Road Race and Ko'ko' Kids Fun Run! Runners now have until **12:00 am on February 16, 2026**, to take advantage of discounted entry fees for this premier sports tourism event.

The 2026 Ko'ko' Weekend schedule is as follows:

### **Ko'ko' Kids Fun Run:**

Saturday, April 11, 2026

Governor Joseph Flores Memorial (Ypao) Beach Park

Early Bird Registration Fee: \$10 per child

### **Ko'ko' Half Marathon (13.1 miles)**

Sunday, April 12, 2026

Starts in Tumon in front of GVB and finishes at Ypao Beach

Early Bird Registration Fee: \$35.00 per person

**5K Ekiden Relay & School Team Races:**

Sunday, April 12, 2026

Starts in Tumon in front of GVB and finishes at Ypao Beach

Early Bird Registration Fee: \$15.00 per person

"We are excited for the return of the Guam Ko'ko' Road Race and the extension of the Early Bird registration," said GVB President & CEO Régine Biscoe Lee. "Sports tourism helps us attract visitors and is a growing segment for our island. Ko'ko' is a great opportunity for visitors to participate alongside our running community for a unique Guam experience, as the course includes some of the most picturesque spots on the island."

The Guam Ko'ko' Road Race is GVB's signature running event, named to raise awareness for the plight of the Guam Rail, or *ko'ko'*, a flightless bird endemic to Guam. First held in 2006, the race attracts participants from around the world and serves as a vital platform for public awareness and community involvement in conservation efforts.

Participants in the Half Marathon and Ekiden Relay will receive a finisher's tee and medal. The Ko'ko' Kids Fun Run offers 0.6K, 1.6K, and 3.3K races for children ages 4-12, with all runners receiving a finisher's t-shirt and a chance to win medals.

The Guam Visitors Bureau encourages everyone—our youth, beginners, and experienced runners—to register today and participate in the Ko'ko' Weekend 2026!

**[Click Here to Register!](#)**



# 2026 KO'KO' WEEKEND


**KIDS FUN RUN**  
 SATURDAY, APRIL 11, 2026


**HALF MARATHON & 5K EKIDEN RELAY**  
 SUNDAY, APRIL 12, 2026

 GOVERNOR JOSEPH FLORES MEMORIAL PARK (YPAO BEACH) TUMON, GUAM

FOR MORE INFORMATION, GO TO [VISITGUAM.COM/KOKO](https://VISITGUAM.COM/KOKO)

## OTHER NEWS



2024

### The Visitor Economy in Guam

TOURISM ECONOMICS  
AN EXPEDIA GROUP COMPANY



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## GUAM VISITORS BUREAU

Visitor Exit Survey Report

July 2025—Japan Market Data

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### 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

**Sacred Waters :  
Letter from the Ocean**

**[@the4th\\_son](#)**



See Instagram Post

## THINGS TO DO



*Always*  
**FRIDAY**



**Tumon Night Market**  
Every Sunday

[Learn More](#)

**Always Friday**  
**at Crowne Plaza**  
1st Friday of the Month

[Learn More](#)

**Guam Boonie Stompers Hiking**  
February 7, 14, 21, and 28

[Learn More](#)



Discover the wonders of Guam!  
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