



TESTTORIA

THE STORY

January 2026 Edition

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Visitor Arrivals End Strong for 2025

Guam's visitor arrivals data for November 2025 has shown continued strong performance among its key source markets, Korea, Japan, and Taiwan, while preliminary December arrivals are showing double digit growth from December 2024.

November 2025 Highlights:

Korea remained the dominant source market, accounting for more than half (53%) of all arrivals, with a moderate year-over-year (YoY) growth of 45.9%.

Japan, the second largest market (32%), saw substantial growth, increasing by 27.7% YoY.

Taiwan experienced a significant surge, with arrivals exploding by 145% compared to November 2024.

Philippines exceeded arrivals from 2024 by 16.3% with 1,596 visitors this month.

Final November and December 2025 arrival updates will be published online as available.

See Visitor Arrivals

MARKETING NEWS



Korea's Three LCC Airlines Set to Merge Under Jin Air

Korea's three low-cost carriers (LCCs)—Jin Air, Air Busan, and Air Seoul—are set to merge into a single entity spearheaded by Jin Air. The unified carrier is targeted for launch in the first quarter of 2026. This integration is moving forward following developments in the Korean Air-Asiana merger review and the restructuring of Air Operator Certificates. The combined operation is projected to command a fleet of approximately 58 aircraft. By consolidating, the airline aims to streamline overlapping routes, airport slots, and maintenance systems. Industry analysts anticipate that this move will significantly reduce structural inefficiencies and bolster profitability, particularly across vital short- and mid-haul markets.



Ambassadors from Japan & Korea Energize Guam International Dance Festival (GIDF) 2025

The Guam International Dance Festival (GIDF), held December 5-7, 2025, received a significant boost from its Event Ambassadors from Japan. Led by famous actor and musician Shinji Takeda and joined by three additional Japan influencers - Momoko, Yumeka, and Perth - the team actively participated throughout the event. The team started by attending pre-festival workshops and spent two days offering on-stage encouragement and interacting with both dancers and visitors. A highlight was Takeda's warmly received saxophone performance, which added an exciting element to the venue. Beyond formal appearances, the team spoke with participating dancers and immersed themselves in the festival spirit. Towards the close of the event, spontaneous dance circles formed, and the team joyfully joined in, creating memorable moments with local children. Looking ahead, the ambassadors have committed to promoting GIDF 2026 and helping to increase visitor interest from Japan for the next installment of the festival. Takeda, who is also the official Guam Ambassador from Japan for the Ko'ko' Road Race 2026, will return in April.

The GIDF also received an incredible boost of energy and exposure from Guam Ambassadors from South Korea, the K-pop dance crew NPher. Comprised of six members, the ladies of NPher delivered special stage performances at GIDF. Beyond the main event, NPher participated in a dance workshop and captivated audiences with dynamic performances at the Sandcastle and Tumon Night Market. The crew also significantly amplified the event's reach through social media, creating eight reel videos featuring trending music and challenge songs with stunning Guam backdrops for their individual and main channels, alongside five YouTube and two Instagram postings, generating valuable exposure for Guam as a vibrant destination.



Above left: Japan influencers Momoko and Yumeka engage with local kids at a street dance party at the GIDF's final night at the Tumon Night Market; Top right: Actor and musician Shinji Takeda greets Japan dance competitors; Middle right: Influencer Perth speaks to dance competitors from Malaysia; Bottom right: Shinji Takeda entertains the crowd with a saxophone performance.







Left: NPher performs at the final night of competition at the Tumon Night Market; Right: NPher conducted a dance workshop for aspiring local dancers at the Micronesia Mall.

Guam Secures Silver and Bronze at Its First-ever World Indigenous Traditional Games 2025 in Taiwan

The inaugural World Indigenous Traditional Games, held in Laiyi, Pingtung, Taiwan, on December 12, 2025, served as a powerful showcase for Austronesian indigenous culture and international exchange. The event brought together athletes and cultural delegates from 10 countries/regions and 16 indigenous Taiwanese teams to compete in traditional sports and celebrate cultural heritage. Taiwan, the host nation, solidified its status as a significant hub for Austronesian culture through this major event.

Guam's delegation, the first official Indigenous team organized and sent through the Department of Chamorro Affairs (DCA), achieved historic success, bringing home two medals from the Games held in Kaohsiung, Taiwan.

Medal Highlights for Guam:

Silver Medal in Women's 11km Road Race: Guam's Keira "KC" Paz captured the Silver Medal, delivering a strong finish under challenging heat and humidity. Teammates Michael Rosario and Jennifer Pulmones also posted competitive times, finishing 4th (Men's Division) and 5th (Women's Division), respectively. Paz remarked, "I could not have been prouder to bring back the hardware for my island—not only as an athlete, but as an Indigenous person."

Bronze Medal in Traditional Music and Dance: Guam secured a Bronze in one of the Games' most competitive categories, placing ahead of cultural powerhouses like Hawai'i, Palau, and the Marshall Islands. The all-male delegation was composed of members of the Uritao Youth Leadership Academy, a flagship program of the DCA and Inetnon Gefpã'go. This achievement represents a groundbreaking step toward advancing Indigenous leadership and cultural excellence on the international stage.

Guam demonstrated versatility across multiple indigenous disciplines, with Tano Lizama advancing to the Quarterfinals in Traditional Archery, while Landon Taitingfong and Austin Duenas both reached the semifinal rounds in their respective weight classes for Traditional Wrestling (Indigenous Style).

Vince Reyes, Head of the Guam Delegation, reflected on the spirit of the event: “What made these Games truly special was that we were all there as Indigenous peoples. It didn’t feel like we were competing against each other, but competing for each other.”

The successful participation signals the Department of Chamorro Affairs’ long-term commitment to developing Indigenous athletes and cultural practitioners through structured national representation. The Games also highlight a broader regional commitment to Austronesian cultural preservation and international exchange, fostering connections among Austronesian communities. This creates opportunities for long-term bilateral cultural exchange, talent mobility, and thematic tourism cooperation across the Pacific. The next edition of the World Indigenous Traditional Games is scheduled for 2027 in the Republic of Palau.

Sources: ([Reference 1](#), [Reference 2](#)) *Guam returns with Silver and Bronze at the Inaugural 2025 World Indigenous Traditional Games in Taiwan* (Department of Chamorro Affairs Press Release)





Guam's first delegation to participate in the World Indigenous Traditional Games.



Uritao Youth Leadership Academy earned the Bronze Medal in Traditional Music and Dance.



Keira "KC" Paz captured the Silver Medal in the Women's 11-kilometer Road Race

Guam Gears Up for Lunar New Year as Taiwan Charter Flights Sell Out

Guam is anticipating a vibrant start to the Lunar New Year holiday season as Taiwanese travelers eagerly secure seats on exclusive charter flights. Four leading Taiwanese travel agencies—Lion Travel, Spunk Travel, Phoenix Tour, and Sunny World—are offering limited series of direct flights to Guam, signaling a strong demand for the tropical getaway during the Chinese New Year period.

Several of the flights are already nearing capacity, with some dates completely sold out. Lion Travel's February 15th flight is fully booked (176 seats), and their February 19th flight is quickly filling up. Spunk Travel saw their February 14th flight sell out, with only four seats remaining on their February 18th departure. Phoenix Tour's February 14 & 18 flights on United Airlines and Sunny World's February 14 & 18 flights via Starlux are also near capacity. This enthusiastic response confirms Guam's appeal as a top holiday destination for Taiwanese visitors looking for a unique and festive start to the year.

GVB Hosts Travel Agents for FAM Visit, Introduces Holiday Sales Incentives for Manila and Cebu Routes



GO FOR GUAM CHALLENGE

WIN PHP 25,000 CASH!

Left: Travel agents and media from the Philippines were hosted by GVB for a familiarization trip, exploring Guam as a new destination from Cebu. Above: "Go for Guam" is one of the travel agent incentive programs for the holidays offered by GVB.

Philippine Airlines (PAL) began direct flights to Guam on December 16, 2025. To celebrate the launch and encourage sales in collaboration with PAL, GVB hosted a familiarization tour for 12 travel agents and two media representatives on the inaugural flight, aiming to promote the destination and inspire new travel package development.

Further incentivizing agents and boosting December and Q2 sales for both Manila and Cebu routes, GVB is offering two Travel Agent Incentive programs. The "Holiday Edition" runs from December 4 to December 30, 2025, covering tickets sold and flown outbound between December 4 and December 31, 2025. The "New Year Sprint" extends until February 28, 2026, covering all roundtrip tickets sold and flown outbound with a travel period from December 4, 2025, to March 31, 2026.

GVB Extends Aid to Disaster Victims in Cebu





Volunteers assemble relief goods for families affected by recent earthquakes and Super typhoon Tino in Cebu.

In response to the devastating natural disasters that struck Cebu—including the 6.9 magnitude earthquake in Bogu City on September 30, 2025, and Super Typhoon Tino (Kalmaegi) on November 5, 2025—GVB has launched a Corporate Social Responsibility (CSR) initiative to provide humanitarian assistance to affected families.

Through a vital collaboration with the Philippine Airlines (PAL) Foundation, GVB has secured 500 bags of relief goods. These essential packages are comprised of basic first aid kits, hygiene products, and canned foods, aimed at providing immediate relief to those who lost their homes and belongings.

The relief goods, provided by GVB and thoughtfully bagged by dedicated volunteers at Enderun Colleges, are scheduled for distribution on January 24, 2026. The PAL Foundation is assisting with the transport and direct delivery of these goods to residents in the hardest-hit areas, specifically Liloan and Compostela, Cebu.

GVB remains committed to supporting our neighbors in their time of need and expresses deep gratitude to the volunteers and the PAL Foundation for their invaluable partnership in this critical effort.

Guam Promotion in Nagoya Drives Awareness and Sales with JTB Partnership

NAGOYA, JAPAN – On Sunday, November 23, the Guam Visitors Bureau (GVB) successfully concluded a consumer event titled "Warm Resort Guam - Even in Winter!" held at Sakae Chika Crystal Square in Nagoya. The event, organized by JTB, aimed not only to raise awareness but also to directly drive sales by integrating retail activation. Local JTB staff were instrumental, actively engaging with visitors and guiding them to a nearby JTB store to encourage immediate bookings. GVB supported the promotion with three lively Chamorro dance shows and three interactive weaving workshops, which attracted approximately 200 participants. Additionally, 300 eco-bags containing promotional brochures were distributed.

This initiative in the Nagoya area—a key target market for Guam tourism—successfully combined cultural appeal with a direct sales approach through the strong collaboration with JTB.



DESTINATION NEWS



Guam International Dance Festival Brings *Inafa'maolek*

The inaugural Guam International Dance Festival (GIDF) held December 5-7, 2025 was more than just a competition—it was a dynamic celebration of global dance culture, radiating the island's unique spirit of warmth, harmony and togetherness, known as *inafa'maolek*.

Twenty-one teams, featuring 291 dancers from Guam and around the world, took the stage for three days of high-energy performances. While the competition was fierce—with Japan's Amata securing 1st in the Contemporary Division and Guam's Natibu Dance Academy winning the Cultural Division—the heart of the festival was the exchange and camaraderie.

The GIDF kicked off with free workshops led by respected Masters of Dance, offering both international visitors and local dancers a chance to connect and hone their craft. The momentum carried through spectacular venues like Sandcastle Guam and the Tumon Night Market, creating a lively atmosphere for both competitors and attendees.

"The inaugural Guam International Dance Festival was a resounding success because it reflected our CHamoru values... and the Håfa Adai spirit that defines Guam," said GVB President and CEO Régine Biscoe Lee. "Our local artists, volunteers, gumas, and families opened their hearts, turning art into connection for visitors and residents alike."

Beyond the competitive divisions, the festival featured special guest performances, including the dynamic saxophone of Japan's Shinji Takeda and an exciting surprise set by DJ Celly from Japan, which kept the audience dancing long after the final scores were tallied. Upon awarding of the cash prizes, Natibu announced that they would donate their winnings to two teams from Japan: *Guma' Taotao Kinahulo' Atdao na Tåno* (aka *Bailan CHamoru*) and the Yarutaka Yosakoi team as appreciation for their participation and visit to Guam, sealing the night in true *inafa'maolek* fashion.

The Guam Visitors Bureau (GVB) recognized its supporters United Airlines and PHR Ken Micronesia, and its sponsors Bank of Guam, Micronesia Mall, Baldyga Group, Sinajaña Mayor's Office, and Hanom Water for the success of the GIDF, firmly establishing it as Guam's newest signature event dedicated to cultural exchange and mutual respect.

The Guam Visitors Bureau is already looking ahead, announcing that the **2026 Guam International Dance Festival will take place December 4-6, 2026**, solidifying Guam's position as a premier dance destination for the Pacific and the world.

visitguam.com/gidf.



Japan dance company Amata performs at the GIDF, winning first place in the contemporary division of the GIDF in December.



Local dance company Natibu's CHAmoru group took 1st place in the cultural division of the GIDF.



The final day of the GIDF held at the Tumon Night Market brought together international and local competitors, visitors and residents to join in a street dance party.

Celebrating the Season with Holiday Illumination

The Guam Visitors Bureau (GVB) lit up the season with its Holiday Illumination of 2026 at Skinner Plaza in Hagatna and along Pale San Vitores in Tumon. Residents and visitors alike enjoyed the lights and decorations through Three Kings on January 6th.







Tumon Night Market Announces Dates for First Quarter 2026

The Guam Visitors Bureau (GVB) announces the continuation of the **Tumon Night Market** through 2026. This weekly event in Tumon is a core GVB effort to provide a safe, family-friendly space connecting residents and visitors with Guam's local business and arts community. The market is a popular weekend tradition, offering a consistent venue that showcases Guam's unique flavors, craftsmanship, and hospitality.

In Q1 2026, the Guam Economic Development Agency (GEDA) is partnering with GVB to support the market and promote locally made products. This includes dedicated support for Guam Product Seal (GPS) holders: designated vendor space, media marketing, and a special package.

Attendees can expect diverse local and international cuisine, locally made products, live local music and cultural performances, and a well-organized, pedestrian-friendly atmosphere.

First Quarter 2026 Schedule

The market runs every **Sunday from 5:00 PM to 9:00 PM** on:

January: 4, 11, 18, 25

February: 1, 8, 15, 22

March: 1, 8, 22, 29

(No market on March 15 due to the Malesso' Crab Festival.)

GUAM

TUMON
NIGHT
MARKET

GET READY TO EXPERIENCE THE HEAT, RHYTHM, AND PASSION

Talofa Sunday

SAMOAN CULTURE NIGHT



JANUARY 11, 2026 | SUNDAY | PLEASURE ISLAND | 5PM - 9PM

ENTERTAINMENT BY:
TAUSALA SAMOA DANCE GROUP & MIX PLATE BAND



OTHER NEWS



2024

The Visitor Economy in Guam



Published September 2023



GUAM VISITORS BUREAU

Visitor Exit Survey Report

July 2025—Japan Market Data



Economic Impact Report

Visitor Arrivals

Exit Surveys

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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

**Tiyan High School Chamoru Club Welcomes the MS
Asuka III & Mitsui Cruise Passengers**

@thschamoruclub

HÅFA ADAI,

MS ASUKA III yan MITSUI OCEAN FUJI

On December 30th and 31st, in accordance with Guam Visitor's Bureau and Guam's Port Authority, Tiyan High School's CHamoru Club was given the opportunity to greet visitors from Japan's MS Asuka III and Mitsui Ocean Fuji Cruise Liners! In showcasing true Inafa'maolek and hospitality, our students welcomed our visitors with shell necklaces and a line up of various songs, chants, and dances!

See Instagram Post

THINGS TO DO





Tumon Night Market
Every Sunday

Learn More

C
1st Friday of the Month

Learn More

Guam Boonie Stompers Hiking
January 3, 10, 17, 24, 31

See Events



Discover the wonders of Guam!
Connect with us. **#instaguam**



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