



TESTTORIA

THE STORY

March 2026 Edition

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GVB: *Na'huyong Inafa'maolek gi mes CHamoru*

(Bring back harmony for CHamoru month)

Håfa Adai yan Biba Mes CHamoru! CHamoru Month is a time of hope and renewal — a reclamation of the traditions, customs, and values that brought our ancestors together to celebrate life, the spirit of cooperation, and progress on the other side of crisis, trial, and even disaster. Our unique CHamoru

culture is preserved and carried forward through the everyday practices of our resilient, warm, and welcoming people.

There is no better time than CHamoru Month to share the pride the Guam Visitors Bureau takes in representing our home in source markets, promoting Guam as a culturally rich destination, and welcoming visitors to experience our Håfa Adai spirit. This is the mission of GVB: "To efficiently and effectively promote Guam as a safe and satisfying destination for visitors and to derive maximum benefits for the people of Guam." These are the words that we live by.

At GVB, we believe that tourism and hospitality should be a shared responsibility for the community as a whole, especially with regard to destination development. This is how we can ensure that Guam is ready to receive the visitors that we attract through marketing.

In cooperation with the Departments of Public Works and Parks and Recreation, the bureau takes ownership of destination development through constant upkeep and safety of beaches and public spaces most frequented by our residents and visitors. We also create annual events that entice visitors to experience our culture while engaging with our people.

GVB relies heavily on the cohesiveness of our community and we welcome its input and active participation at every level of involvement. We recognize that each person that calls Guam home has a role to play and that we are only one part of the destination equation.

We need our community - we need you - to help us improve our island home and bring back the custom of *inafa'maolek* (harmony). This month, and every month, may we celebrate Mes CHamoru by treating each other, our guests, and our home with kindness and respect. What better way to help in making Guam a better place to live, work, and visit. *Biba Mes CHamoru yan Biba Guåhan!*

GVB Welcomes New Vice President Frank Arriola



Frank P. Arriola
GVB Vice President

GVB is pleased to welcome **Frank P. Arriola** as the new Deputy General Manager/Vice President! Mr. Arriola joined us on March 2, 2026 and will succeed the esteemed **Dr. Gerry Perez**, who is retiring after many years of distinguished service, innovation, and leadership as GVB's Vice President.

Resolution No. 2026-01 was adopted at the GVB Board of Directors Meeting on February 26th, approving President & CEO Regine Biscoe Lee's selection of Mr. Arriola. The newly-approved Vice President is an accomplished executive-level manager in the private sector with more than two decades of leadership experience across aviation, commercial real estate, insurance, renewable energy, retail, and education, currently serving on the Board of Trustees for the Guam Community College. Known for his strong business acumen, operational discipline, workforce development and strategic planning & vision, he has successfully led startups, stabilized underperforming organizations, and driven multimillion-dollar growth initiatives throughout Guam.

President Lee, along with the staff, management, and Board of Directors of the Guam Visitors Bureau extend their deepest gratitude and heartfelt appreciation to Dr. Gerry Perez for his tireless dedication and significant contributions to Guam's tourism industry. Dr. Perez's vision, strategic thinking, and innovative approaches have been instrumental in navigating challenges and driving growth for GVB and for Guam as a whole. We wish Dr. Perez a well-deserved, happy, and fulfilling retirement.

Guam Recognized for Standout Tourism Growth

GVB is proud to acknowledge Guam's inclusion among U.S. destinations reporting significant tourism growth in 2026, alongside Puerto Rico, Hawaii, the U.S. Virgin Islands, Florida, and Virginia. This recognition reflects the resilience and expanding global appeal of Guam's tourism product.

According to recent reporting from [Travel and Tour World \(TTW\)](#), Guam has seen a notable year-over-year surge in visitor arrivals, with growth outpacing many markets and contributing to an optimistic outlook for U.S. tourism overall. Guam's performance is part of a broader national trend in which destinations across the United States are experiencing skyrocketing tourism activity driven by strategic marketing, unique cultural assets, and international travel momentum.

- Guam posted one of the strongest increases in tourist arrivals among U.S. states and territories tracked in early 2026, showcasing robust demand for the island's beaches, cultural heritage, and unique Pacific experience.
- December 2025 saw a notable spike in arrivals, with December's increase ranking among the highest recorded for Guam during this recovery period.

This growth aligns with wider industry projections that international arrivals to the U.S. could surpass pre-pandemic levels in 2026, driven by major events and sustained domestic travel demand.

"We are encouraged to see Guam included among destinations experiencing strong growth, but we are clear-eyed about where we stand. We are not yet where we want to be. What this recognition tells us is that our trajectory is moving in the right direction. Every additional visitor represents progress —

progress toward restoring jobs, rebuilding airlift, and strengthening small businesses across our island,” said Acting Governor Josh Tenorio.

GVB attributes this momentum to targeted promotional efforts in key source markets, expanded air service, growth in higher-value travel segments, and strong global partnerships. As the global travel landscape continues to evolve, GVB remains steadfast in its mission to attract the right visitors, deliver sustainable economic impact, and ensure that Guam continues to thrive as a top Pacific destination.

Source: [Travel And Tour World](#), a global multilingual travel media platform that connects the international tourism community — travelers, industry professionals, businesses, and destinations — through information, insight, and communication. TTW reaches more than 15 million readers worldwide.

Read TTW Report

MARKETING NEWS



Korea: Guam to be Featured on EBS World Theme Tour: "Guam, the playground for next chapter"

The World Theme Tour Reference



GVB is excited to announce a major media collaboration with the Educational Broadcasting System (EBS) of Korea for their popular program, EBS World Theme Tour. This partnership aims to significantly expand Guam's media exposure and showcase the island's authentic charm to a broad Korean audience.

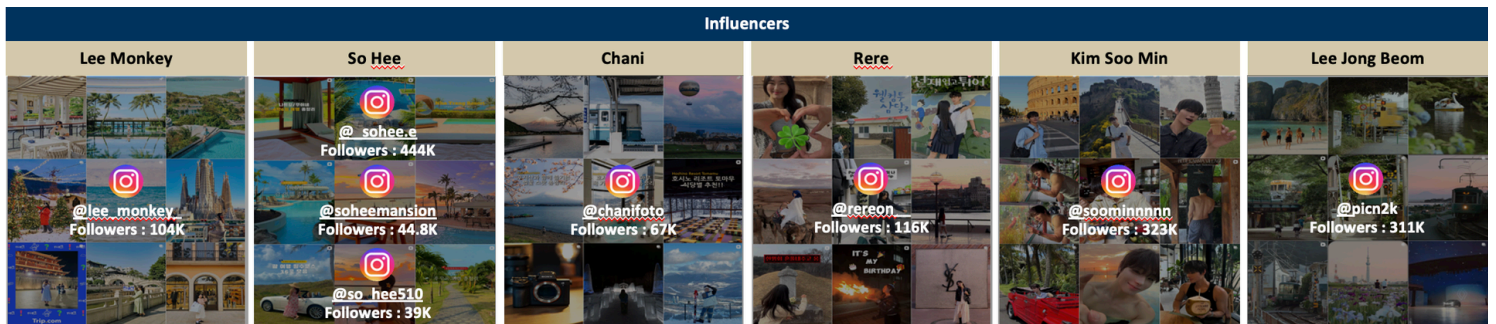
Filming took place from February 19-27, 2026 with the theme "Guam, the playground for next chapter," focusing on presenting Guam in a fresh and engaging way.

The collaboration will result in two Guam-featured episodes, 50 minutes each, which are tentatively scheduled to air in Late April 2026. Each episode is estimated to garner an impressive 300,000 views.

The episodes will delve into Guam's unique leisure offerings and vibrant outdoor experiences, while also exploring the island's rich local culture, heritage, and the everyday life of the Chamorro people.

This video storytelling initiative will allow viewers to experience Guam in a more authentic and engaging way, strengthening Guam's overall brand image. With the program's massive reach—including its 5.3 million YouTube subscribers (@ebsdocumentary)—this is a prime opportunity to reach potential travelers and position Guam as the ideal destination for their next adventure.

Korea: Influencer Campaign Ignites Interest in Guam



A recent influencer campaign from February to March 2026 successfully leveraged six key influencers to generate significant buzz and positive travel sentiment for Guam. These influencers, selected for their high return on investment (ROI) and strong engagement rates, produced timely and high-quality content that effectively showcased Guam's unique strengths and appeal.

The campaign's success is quantifiable through the diverse deliverables generated, providing GVB with additional material for future marketing initiatives. The total content produced includes 23+ Instagram posts, 2 Naver posts, 1 YouTube post, 300+ high-resolution images, and 90+ short-form videos. This content library will be instrumental in inspiring stronger consumer interest and promoting travel to Guam in the coming months.

Japan: Guam's Golf Tourism Swings Back into Action

Guam Visitors Bureau (GVB) is capitalizing on the resurgence of the golf demand from the Japan market. Travel agencies are showing renewed interest in developing Guam golf products, with inquiries about course operations and conditions on the rise.

In response, GVB is producing its first Guam golf brochure since the pandemic. Japan's authoritative golf media, Golf Digest Online (GDO), recently completed an on-site coverage of Guam's five currently operating courses from February 24-27, 2026. This coverage will form the basis of the new brochure and a promotional video.

The marketing materials are scheduled for completion in late April and will then be distributed to travel agencies and placed at selected golf practice ranges across Japan.



Japan: Guam Hosts Overseas Public Recording of "Koyakky Shinji Rarenai Hanashi"

Guam recently served as the paradise backdrop for a special overseas public recording of the popular Japanese program, "Koyakky Shinji Rarenai Hanashi" (Koyakky's Unbelievable Stories). The special segment is a part of Koyakky Studios' series about urban legends and world mysteries yet to be solved, about which Koyakky discusses his theories.

Despite a brief promotional window, the event was a resounding success. Typically a self-hosted show with occasional guests, Koyakky attracted more than 20 enthusiastic fans at the recording, which took place under the tropical night sky and created an intimate and energetic atmosphere. The turnout highlights the significant brand power of Koyakky and signals a growing potential for Guam to host more cross-border entertainment events. This successful partnership is a positive step in strengthening Guam's appeal as an international entertainment destination.



Japan: Osaka Relay Marathon Boosts Ko'ko' Road Race Momentum

GVB's Japan office executed a highly focused promotional event for the upcoming Ko'ko' Road Race 2026 at the annual Osaka Full Relay Marathon. This initiative, now in its second year of partnership with the major Japanese running event, is a core component of GVB's strategy to bolster the Ko'ko' Road Race's participation and sports tourism from Japan to Guam.

The GVB Japan team was actively engaged on-site, using the marathon as a dynamic venue to directly interact with Japan's passionate running community. To incentivize participation in Guam's premier road race, the GVB awarded round-trip air tickets to Guam to the top finishers. Specifically, two members from each of the five winning relay teams received this valuable prize, totaling ten (10) complimentary air tickets. This substantial incentive is designed to ensure top-tier Japanese athletes and dedicated amateur runners choose the Ko'ko' Road Race as their next international competition destination.

Informative brochures detailing the Ko'ko' Road Race, various Guam attractions, and travel information were distributed to thousands of participants and spectators. A significant highlight of the promotion was the inclusion of a dedicated CHamoru food kitchen truck. This popular element provided an authentic taste of Guam, allowing attendees to experience the island's rich cultural heritage and distinctive cuisine in a fun, engaging, and memorable manner.



Taiwan: Lunar New Year Holiday Greetings

GVB celebrated the Lunar New Year, the Year of the Horse, by welcoming over 850 Taiwanese travelers who arrived on charter and direct flights during the holiday period.

To kick off the celebration, GVB extended wishes for good luck and prosperity on February 9, 2026, through Taiwan's public travel platforms like TravelRich and TNN Media. The greeting expressed appreciation for our industry partners and reminded travelers that breathtaking ocean views, golden sunsets, and spontaneous island adventures are just a short, 3.5-hour direct flight away from Taipei. With two weekly direct flights and visa-free access, the perfect island getaway is always within reach.

The Håfa Adai spirit was in full swing as Lunar New Year charter flights touched down at the A.B. Won Pat International Airport on February 14, 15, 18, and 19, 2026. GVB staff was on site to greet passengers with vibrant CHamoru music, Guam souvenirs, and a lively appearance by "Kika" the Ko'ko' Bird mascot.

This warm welcome not only highlighted Guam's genuine hospitality but also strengthened the critical tourism ties between Taiwan and Guam. The successful influx of visitors during this peak travel season clearly demonstrates the strong demand within the Taiwan market for a Guam vacation.



Taiwan: "Taipei-Guam Direct Flight Giveaway" Boosts Guam Content

The Guam Visitors Bureau Taiwan (GVBT) recently launched an exciting user-generated content (UGC) campaign on Facebook, inviting followers to dive into their photo albums and share their favorite

Guam travel memories for a chance to win exclusive Guam-themed prizes! Running from February 11 to March 11, 2026, the "Taipei-Guam Direct Flight Giveaway" encourages travelers to strengthen their emotional connection with the island destination. To participate, followers simply need to follow the GVBT page, share the campaign post, and leave a comment featuring a Guam travel photo alongside a memory describing their experience in 25 words or less. This interactive campaign aims to not only boost engagement but also inspire future travel to Guam by showcasing the beautiful photos and memories of past visitors to Guam.

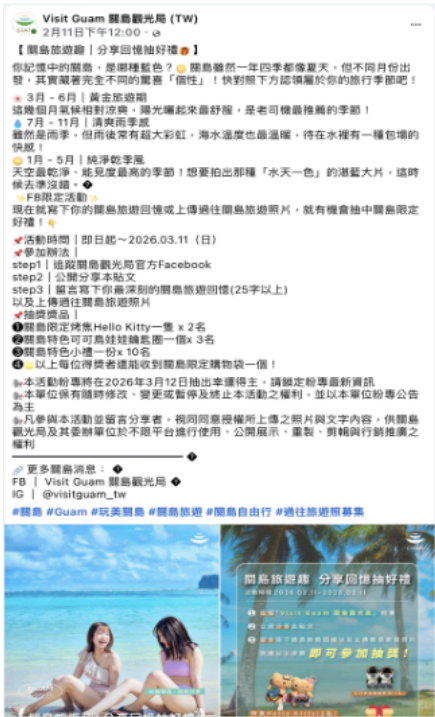


Photo courtesy of Ayala Malls Central Bloc.



Philippines: #GuamWithMe Brings American Paradise Closer to Cebu

The Guam Visitors Bureau (GVB) successfully hosted its first #GuamWithMe travel fair in Cebu, Philippines, on February 21–22, 2026. Held at Ayala Malls Central Bloc, the event transformed the venue into a vibrant showcase of Guam's culture, unique travel deals, and the Håfa Adai spirit.

Co-presented by Philippine Airlines (PAL), the fair offered exclusive flight deals from Cebu, making island getaways more accessible. Bank of the Philippine Islands (BPI) also provided on-site credit card services, while local travel and retail partners offered curated packages and travel essentials.

The event featured captivating Chamoru cultural performances by Guma Tao'tao Tåno and engaging games, including the "Hafa Adai!" version of "Hep Hep Hooray," where two winners took home \$250 each.

Cebu-based influencers, including Cebuana Diaries, Dussel Mortejo, and Ana Bensig, amplified the event's energy and reach.

The campaign achieved significant market impact, with an estimated on-ground reach of 120,000 and around 2,500 daily attendees. Online, the campaign reached a reported 240 million users. The success solidified Guam's position as a premier, 3.5-hour flight destination, proving that the American paradise is now within reach for Filipino visitors.





DESTINATION NEWS



Tumon Night Market Canceled March 8th Due to Weather

The Guam Visitors Bureau (GVB) regrets to announce the cancellation of the market scheduled for this **Sunday, March 8, 2026**.

This decision has been made strictly due to the inclement weather forecast, which poses safety concerns for all attendees, vendors, and staff. Based on the latest updates from NOAA, including advisories from the National Weather Service (NWS) on flooding, strong winds, thunderstorms, and heavy rainfall expected to begin tomorrow and continue through Monday night, the market cannot safely proceed.

GVB also reminds our vendors, stakeholders and the public that the Tumon Night Market will not be operating on **March 15, 2026** in support of the Malesso Crab Festival, as announced last December.

Information for Vendors and Stakeholders:

All vendors who have already submitted payment for booth space for the March 8th market will have their payments automatically credited and rolled over to an upcoming night market date. For any questions or further assistance, vendors are advised to contact Paradis and/or Geri at Adztech Guam.

We appreciate the community's understanding and look forward to welcoming everyone back to the Tumon Night Market on Sunday, March 22, 2026.

Malesso' Gears Up for 18th Annual Gupot Chamorro & Crab Festival

The Village of Malesso' invites you to the **18th Annual Gupot Chamorro/Crab Festival** at the **Malesso' Veteran Sons & Daughters Pier Park**, running **March 13–15, 2026**.

Mayor Franklin Champaco and the Municipal Planning Council welcome all to this three-day celebration of Malesso's cultural roots and its connection to the land and sea. The festival features cultural dances, live music, exhibitions, competitions, and local food vendors and attracts thousands seeking entertainment and Malesso's unique island vibes. The Great Crab Hunt is the main event. Hundreds of participants, ages 8 to adult, will compete to catch over 3,000 local land crab (*pung'lao*) for cash prizes.

The festival runs Friday, March 13 (5:00 P.M.–midnight), and Saturday–Sunday, March 14–15 (10:00 A.M.–midnight).

For details, check the Malesso' Mayor's Office Facebook/Instagram, call (671) 828-8312/2941, or email franklin.champaco@mcog.guam.gov.

**Guahan,
Malesso' Invites You
to Our 18th Annual
Gupot Chamorro & Crab Festival
March 13th, 14th & 15th 2026**

Join us for a weekend of fun at the
**Malesso' Veterans Sons & Daughters
Pier Park**

Logos included in the poster: Municipality of Malesso, Guam Council on the Arts & Humanities Agency, Guam, Bikini Island Club.com, Ada's Trust & Investment, Inc., gta, Coast 360, Pay-Less Supermarkets, Market Deli, Bank of Guam, Buddy's Food Emporium, Churrasco, and Malesso.

GVB's Destination Development: Enhancing Public Spaces

GVB's Destination Development team is dedicated to enhancing public areas for the enjoyment of both our residents and visitors. This month, their efforts include ongoing repairs to village signs and addressing unsightly graffiti by painting over it and refreshing utility boxes in Tamuning. In Tumon, the team is working on waterblasting and repainting the police koban. Additionally, they are preparing retaining walls along Marine Corps Drive and Gov. Carlos Camacho Road in Tamuning for an exciting new mural project, a public-private partnership involving GTA, BankPacific, and Marianas Finance. Si Yu'os Ma'ase to our project partners and to the community for helping to beautify our island. *Biba Guåhan!*



GVB maintenance teams waterblast a retaining wall along Marine Drive, while visitors stopped to say, "Oh Yeah!"



Ko'ko' Weekend: The Ekiden for Team Building

GVB is calling upon schools, teams, friend groups, businesses, and organizations to sign up for the Ko'ko' Road Race Ekiden Relay Race!

In addition to the Ko'ko' Road Race Half Marathon and the Ko'ko' Kids Race, the anticipated Ekiden Relay Race is a major highlight, promoting community bonding and healthy competition. GVB encourages participation in this unique team-building experience, fostering Guam's *Inafa'maolek* spirit through the 4-person relay format.

Ekiden, a Japanese term for "station to station" long-distance relay running with a sash (*tasuki*), is a prominent sport that has gained global popularity. The Guam Ko'ko' Road Race successfully introduced the Ekiden relay as an exciting and dynamic component in 2019, adding a new dimension of teamwork and strategy while promoting a culture of fitness and cooperation within the community.

First held in 2006, the Guam Ko'ko' Road Race is GVB's signature running event, which attracts participants from around the world and serves as a vital platform for public awareness and community involvement in conservation efforts. It was established to raise awareness for the Guam Rail, or Ko'ko', our island's endemic flightless bird. By participating, you are helping to highlight ongoing efforts to protect this important part of Guam's natural heritage.

RACE DETAILS:

Saturday, April 11, 2026

Ko'ko' Kids Fun Run: Located at Governor Joseph Flores Memorial Park (Ypao Beach).

Details: Races include 0.6K, 1.6K, and 3.3K distances for ages 4–12. All participants receive a finisher's t-shirt and a chance to win medals.

Sunday, April 12, 2026

Ko'ko' Half Marathon & 5K Ekiden Relay: Starts in Tumon (in front of GVB) and finishes at Ypao Beach.

Details: Participants in the Half Marathon and Relay will receive a finisher's tee and medal.

REGISTER TODAY

Slots for the Ko'ko' Ekiden Relay are now open for all interested groups. Ko'ko' Half Marathon and Ko'ko' Kids Race slots are also available and filling up fast, so we encourage interested runners to sign up as soon as possible. Find your running mates, gather the family, and get ready to run with Guam Visitors Bureau! Learn more and sign up for this incredible event on our website, www.visitguam.com/koko.

For information on how your non-profit organization, business or community group can volunteer or lead a race course cheer station, please contact info@visitguam.org.

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!



The banner features a collage of runners in various colors and bib numbers (651, 960, 958, 5310) running on a blue background. In the top right corner, there are logos for GUAM and GUAM VISITORS BUREAU. The main text '2026 KO'KO' WEEKEND' is written in large, white, 3D-style letters. Below this, there are two columns of text: 'KIDS FUN RUN SATURDAY, APRIL 11, 2026' and 'HALF MARATHON & 5K EKIDEN RELAY SUNDAY, APRIL 12, 2026'. A small cartoon chicken logo is positioned between these columns. At the bottom, there is an orange location pin icon followed by the text 'GOVERNOR JOSEPH FLORES MEMORIAL PARK (YPAO BEACH) TUMON, GUAM'. At the very bottom, it says 'FOR MORE INFORMATION, GO TO VISITGUAM.COM/KOKO'.

OTHER NEWS



2024

The Visitor Economy in Guam

TOURISM ECONOMICS
AN EXPERT ECONOMICS COMPANY



Published September 2025



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

ChatGPT Told Me to Visit Guam!

@heybrandonwakeup



[See Instagram Post](#)

THINGS TO DO



Always
FRIDAY



Tumon Night Market
Every Sunday from March 22

Learn More

Always Friday
at Crowne Plaza
1st Friday of the Month

Learn More

Guam Boonie Stompers Hiking
March 14, 21, 28

Learn More



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



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