



I E S T O R I A

T H E S T O R Y

November 2025 Edition

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Guam Sees Growth in Visitor Arrivals in August, September

The Guam Visitors Bureau (GVB) reported a hopeful resurgence for the tourism sector with its Board of Directors meeting today to review significant gains in visitor arrivals. During the meeting, held on Thursday, October 23, 2025, at 1:30 PM, GVB management presented compelling data indicating a double-digit year-over-year increase in visitor arrivals for August, with preliminary figures for September of this year also showing promising upward trends.

The substantial growth observed over the past two months is a direct result of strategic initiatives implemented earlier in the year. Key among these has been a concerted effort to increase seat capacity to the island, spurred by the implementation of attractive airline incentives.

In conjunction with enhanced airline connectivity, GVB has intensified its marketing efforts across all its primary source markets with multi-faceted strategies leveraging a mix of digital platforms, traditional media, unique events, and collaborative partnerships to amplify Guam's appeal as a premier travel destination.

Key highlights from the report:

Visitor Arrivals (August 2025 vs. 2024):

Overall Increase: Significant growth in arrivals compared to the same month last year

Korea: Increased by 33.9% with 38,476 arrivals in 2025 (compared to 28,731 in 2024).

Japan: Increased by 11.5% with 29,168 arrivals in 2025 (compared to 26,156 in 2024).

Taiwan: Increased by 386.5%, reaching 866 arrivals in 2025 (compared to 178 in 2024).

Other Markets: Philippines saw a 1.9% increase, while US/Hawaii, China, and Hong Kong experienced slight decreases.

September 1-15 Arrivals (2025 vs. 2024):

Overall Growth: Continued positive trend for the first half of September.

Korea: Up by 15.4% with 14,133 arrivals.

Japan: Increased by 32.8% with 10,676 arrivals.

Taiwan: Significant increase of 193.9% with 241 arrivals.

Other Markets: Philippines saw a 22% increase, and US/Hawaii increased by 3.3%.

[See Arrival Statistics](#)

MARKETING NEWS



Guam Welcomes Air Seoul and Air Busan Back to Guam

Guam welcomes Air Seoul and Air Busan back to Guam after both airlines had suspended service to Guam in 2022 due to the COVID-19 pandemic. Both airlines arrived on their first flights back to Guam on October 26th, and were welcomed by officials from GVB and GIAA with souvenir Guam gifts. Each airline will operate daily flights from Oct 26, 2025 to Mar 28, 2026, adding additional daily flights from Nov 15 to Dec 31, 2025.

Flight schedules are as follows:

AIR SEOUL

Flight RS101: Oct 26, 2025 - Mar 28, 2026 (Daily)

Flight RS103: Nov 15, 2025 - Dec 31, 2025 (Daily)

Flight RS105: Nov 15, 2025 - Dec 31, 2025 (Daily)

AIR BUSAN

Flight BX614: Oct 26, 2025 - Mar 28, 2026 (Daily)

Flight BX618: Nov 1, 2025 - Dec 31, 2025 (Daily)



Guam Promoted as Ideal Study Destination at 25th EDM International Education Fair

The Guam Visitors Bureau (GVB) participated in the 25th EDM International Education Fair held at COEX in Seoul, South Korea from October 18 to 19, introducing Guam as an optimal destination for both short- and long-term English study programs. This initiative is a vital part of Guam's tourism recovery efforts, to recapture and expand this critical market segment.

Recognized as Korea's largest education-focused fair, the EDM International Education Fair attracts more than 10,000 students and parents each year, providing comprehensive information on overseas study, language programs, and working-holiday opportunities.



GVB Korea Officially Sponsors 2025 FILA White Open Seoul

The Guam Visitors Bureau (GVB) announced its official sponsorship and active participation in the “2025 FILA White Open Seoul,” held through September 27–28, 2025 at Yebitseom on the Han River. GVB engaged visitors with interactive programs throughout the two-day festival, adding energy and excitement to the event.

Hosted by global sports brand FILA, the White Open Seoul is recognized as Korea’s largest urban tennis festival. This year’s edition featured an extensive lineup including tennis and pickleball experiences, celebrity matches, jazz performances, cultural booths, and diverse F&B pop-ups. Set against the scenic backdrop of the Han River, the festival offered more than just sports— it became a celebration of music, lifestyle, and culture. Over the course of two days, the event drew approximately 6,000 visitors, creating a vibrant atmosphere across the venue.

At its booth, GVB organized engaging activities such as a reflex mini-game and an SNS follow event, both of which drew enthusiastic participation. Visitors enjoyed interactive experiences and received giveaways, creating a lively atmosphere while learning more about Guam’s diverse offerings. This approach enabled GVB to go beyond conventional promotion and leave a lasting impression of Guam as a fun, active, and memorable travel destination.







Guam Brings Appeal to Tourism Expo Japan 2025

From September 25–28, 2025, Guam proudly showcased at Tourism Expo Japan, also known as "JATA" and the nation's largest tourism event, held in Aichi with 126,900 visitors. On trade days, 11 Guam companies met over 120 key Japanese buyers and media. On public days, CHamoru dance, island food, and giveaways attracted 12,000+ booth visitors.

The strong response elevated Guam's presence and marked a proud step toward more Japanese travelers.

The next Tourism Expo Japan will be held in Tokyo from September 24-27, 2026.



JAL Celebrates 55th Anniversary of Guam Service



On October 1, 2025, Japan Airlines (JAL) marked the 55th anniversary of its Guam route with celebrations at both Narita and Guam. Passengers enjoyed Chamoru dance performances in Narita, while the arrival in Guam featured a water salute and photo opportunities. GVB President & CEO Regine Biscoe Lee praised the long partnership between JAL and Guam, expressing hopes to further strengthen tourism and cultural exchange. JAL also launched a “55th Anniversary Guam Campaign,” offering special benefits for travelers.



Japan Tour Sales Begin for “Golf Festa in Guam 2026” – Surge in Japanese Golf Visitors Expected

The popular “Golf Festa in Guam 2026” will be held on January 23, 2026, at the Finest Guam Golf & Resort. The event will feature 18-hole stroke play (New Peoria; self play) and is open to all golfers. Prizes include a trip to Guam, hotel stays, and golf items (no ceremony; results will be online). Tour packages from Japan are now available through major travel agencies like Hankyu and Sankei. Each package includes hotel stays at top resorts, two rounds of golf including the tournament, and flights from Tokyo, Osaka, and Nagoya. Golf tourism from Japan is slowly recovering after the pandemic. This event is expected to bring more Japanese visitors back to Guam, giving a welcome boost to local tourism and hospitality.



Guam to Make a Splash at Taipei International Travel Fair 2025

票種	日期	星期	價格
早鳥票	10/14 - 10/15	TUE - WED.	150元
預售票	10/16 - 11/06	THU - THU.	180元
展期票	11/07 - 11/10	FRI. - MON.	200元



Guam will be represented at Taipei's largest annual travel fair on November 7-10, 2025 in Taipei. The Taipei International Travel Fair is a premier travel event that provides Guam and destinations around the world to showcase their unique attractions to Taiwanese travelers, boost media exposure and on-site visibility. Historically, Guam has been known to have one of the most intriguing and colorful booth displays, gaining popularity among event-goers and industry professionals. GVB members will have the opportunity to be present at the Guam booth, which includes promotional tabletop display, stage time, and distribution of promotional items to consumers during the 4-day expo. This year's event is expected to exceed the 364,000 in attendance last year.

Si Yu'os Ma'åse' to participating GVB members: Dusit Beach Resort Guam, Dusit Thani Guam Resort, Dusit Place Tumon Bay, Pacific Islands Club Guam, Hoshino Resorts Risonare Guam, Hilton Guam Resort & Spa, Lotte Hotels, Skydive Guam, and Stroll Guam.

玩美關島 激勵無限
November 20, 2025

尊敬的貴賓您好：
 衷心感謝您對旅遊事業的長期支持與信任。自旅遊服務中心成立以來，不辭辛勞服務，成為眾多企業獎勵旅遊的最佳夥伴。
 開會、融合陽光沙灘、熱情文化與繽紛的島嶼休閒體驗，從台灣出發僅需小時，即可將熱情的風情之美，以獨特的專業島文化與美式熱情交織出，豐富多樣的自然休閒與文化之旅。旅程無懈豪華精神，凝聚責任與對自然風采與自然魅力，成就企業團隊獎勵旅遊的連結，不僅是度假天堂，更是團隊活動的理想舞台。
 最新旅遊趨勢與實務從觀光旅遊由觀光觀光主辦的《What a GUAMerful 美關島 激勵無限》企業推介會，活動中將深入介紹關島的旅遊亮點，專業商務解決方案，協助企業獎勵旅遊，拓展國際視野，強化品牌價值，誠摯期待您的蒞臨，與關島觀光局代表攜手啟動玩美旅程，凝聚團隊。

【活動資訊】
 時間 | 2025年11月20日（四）
 地點 | 松菸「Island133」
 台北市信義區光復南路133號

【活動流程】
 10:00-10:30 | 報到
 10:30-12:00 | 活動開場、互動交流
 12:00-12:20 | 全場合影
 12:20-14:00 | 午餐餐敘

GVB & Taiwan Travel Agent Partner Up for MICE Seminar

On November 20th, GVB together with key travel company, Lion Travel, will be holding a Meetings, Incentives, Conventions, and Exhibitions (MICE) seminar for Taiwan's corporate sector and its key officials. The purpose of the seminar is to introduce Guam as a premier destination for MICE and incentive-travel, showcasing Guam's flight connectivity, hotels, venues, incentive support, services and activities in a unique tropical environment. The event will target 50-60 corporate decision makers from 30+ leading companies and feature tailored presentations, destination updates, and networking opportunities to drive interest and confidence in Guam as an accessible and valuable MICE destination. GVB will also be presenting Guam's updated MICE Reward Program at the event.

United Airlines to Upgrade Fleet and Facilities in Guam

United Airlines will be enhancing its travel experience in Guam with upgrades to its Pacific fleet and to its check-in lobby at the AB Won Pat International Airport, according to a recent United release.

UA plans to replace its Guam-based Boeing 737-800 fleet with Boeing 737 MAX 8 aircraft as early as February of next year.

According to United, the new aircraft will operate within the Asia region, including daily flights from Manila to Guam, and offer improved fuel efficiency, seatback entertainment, more legroom, larger



overhead bins, Wi-Fi for purchase, USB charge ports, and wireless Bluetooth connectivity, and brighter LED lighting within United's signature interior.

Also in the plans is the installation of new kiosks at the Guam airport, reducing congestion and time at check-in.

DESTINATION NEWS



ICYMI (In Case You Missed It):

Cash Prizes for Top Overall Winners of GIDF

GVB is proud to announce that cash prizes will be awarded to the top winner of the inaugural Guam International Dance Festival (GIDF) in each of the two main categories, thanks to sponsor Bank of Guam.

The **Cultural Dance** division will feature traditional, ceremonial, or folkloric dances emphasizing authentic representation and attire.

The **Contemporary Dance** division will highlight modern, lyrical, interpretive, theatrical, or conceptual dance, focusing on innovation, storytelling, and emotional range.

The Guam International Dance Festival promises to be a vibrant and exciting event to take place on **December 5-7, 2025** in Tumon, Guam.

Registration for the event is now closed with over 25 dance groups signed up representing Japan, Taiwan, Malaysia, Philippines, and Guam.

For sponsorship opportunities, please contact info@visitguam.org or call (671) 646-5278.



GUAM
INTERNATIONAL
DANCE
FESTIVAL

December 6-7, 2025
Tumon, Guam

Registration opens August 27, 2025

**SAVE
— THE —
DATE**

GUAM VISITORS BUREAU

Stay tuned for more details. visitguam.com



**SI YU'OS MA'ASE
FOR YOUR PARTICIPATION AND SUPPORT!**

SAVE THE DATE

MARK YOUR CALENDARS FOR
**2026 KO'KO'
WEEKEND!**

KIDS FUN RUN
Saturday, April 11, 2026

**HALF MARATHON
AND 5K EKIDEN RELAY**

GUAM KO'KO' WALK & FUN RUN

GUAM KO'KO'

The **Guam Ko'ko' Road Race** is Guam's elite running event, so named to raise awareness of the plight of Guam's territorial bird, the Guam rail or commonly known as the *Ko'ko'*. Efforts to save the ko'ko' from extinction are ongoing and public awareness and community involvement inspired by events such as the Guam Ko'ko' Road Race and the Guam Ko'ko' Kids Fun Run have made a remarkable impact.

A signature event for Guam, the Ko'Ko' Road Race takes place over a two-day period, deeming it "The Ko'ko' Weekend." The next Ko'ko' Weekend is scheduled for April 11 & 12, 2026 as follows:

Saturday, April 11, 2026 - Ko'ko' Kids Fun Run

Sunday, April 12, 2026 - Ko'ko' Half Marathon & 5k Ekiden Relay

Registration is now being accepted online at www.visitguam.com/koko. Minors require parental or guardian consent. For sponsorship opportunities or to volunteer for this event, please contact GVB at 646-5278 or info@visitguam.org.

[Learn More & Register](#)

OTHER NEWS



2024

The Visitor Economy in Guam

TOURISM ECONOMICS
AN EYEDS ECONOMICS COMPANY



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!

What part of our CHamoru culture are you most proud to share with our visitors?

Food Tasting/Cooking

Village Fiestas

Traditional Wedding Celebrations

Chamoru Dance, Art, or Music Events

Fishing

Family Gatherings, BBQ

Traditional Plants & Medicine

Wayfaring/Canoeing/Paddling

Other (please comment below)

Take survey

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

POST OF THE WEEK

Pictures only tell half the story.

@visitguam_ph



Latte Stones

Ancient Chamorro pillars
symbolizing strength and heritage

[Watch Instagram Video](#)

THINGS TO DO



GUAM



Soulful Sunday

PLEASURE ISLAND | NOV. 02 | 5PM - 9PM



MUSIC
PERFORMANCES



FOOD &
DRINK VENDORS



LOCAL BUSINESSES
& POP-UP SHOPS

ENTERTAINMENT BY: NORTHSIDE AMIGOS | 50 SHADES OF TREY | SOULFUL TRIO


 GUAM


TUMON NIGHT MARKET

HONORING ALL WHO SERVED AS WE
SALUTE
TO OUR VETERANS

PLEASURE ISLAND | NOV. 09 | 5PM - 9PM

 MUSIC PERFORMANCES	 FOOD & DRINK VENDORS	 LOCAL BUSINESSES & POP-UP SHOPS	 SPECIAL TRIBUTE TO OUR LOCAL VETERANS
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TUMUA

CHEE HOO
TOUR

NOVEMBER 1, 2025
UOG CALVO
FIELD HOUSE



LIVE ON GUA

Tumon Night Market
Every Sunday

Learn More

Guam International
Dance Festival
December 5-7, 2025

Learn More

**Tumua
"Chee Hoo" Tour
November 1, 2025**

See Events



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



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