



IESTORIA

THE STORY

October 2025 Edition

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Tourism Brings \$1.4B in Economic Impact to Guam in 2024

HOW TOURISM IMPACTED GUAM LAST YEAR.

In 2024, 739,000 visitors spent \$1.1 billion in Guam!



739K
VISITORS TO GUAM



\$1.1B
VISITOR SPENDING



\$1.4B
TOTAL ECONOMIC IMPACT



\$393M
TOTAL PERSONAL INCOME



14.4K
TOTAL JOBS SUPPORTED



\$151M
LOCAL GUAM TAXES

Tourism Economics, an Oxford Economics company.



The Guam Visitors Bureau (GVB) recently released the 2024 Tourism Economic Impact Report prepared by Tourism Economics, an Oxford Economics company.

In 2024, the tourism economy generated \$1.4 billion in direct, indirect, and induced impacts for Guam. This is the result of 739,000 visitors spending \$1.1 billion directly in tourism-related industries, which also generated additional supply chain sales (\$100 million) and household income (\$200 million), totaling to an economic impact of \$1.4 billion.

Furthermore, tourism contributed \$393M in total personal income and supported a total of 14,400 jobs in Guam.

The report provides a comprehensive analysis of tourism's direct, indirect, and induced impacts across various sectors of the island's economy, highlighting the economic contributions of the tourism industry to Guam.

For the full report, please visit our website: www.guamvisitorsbureau.com or click the button below.

MARKETING NEWS



Over 400 Industry Partners Participate in 2025 Korea Roadshow

The Guam Visitors Bureau (GVB) successfully concluded its 2025 Korea Roadshow, held from September 9-12 across Busan, Daegu, Daejeon, and Seoul. The event drew over 400 Korean travel industry representatives and 19 Guam-based partners, fostering networking and collaboration. GVB unveiled its FY2026 marketing strategy, aiming to bolster Korea-Guam air services, and launched the "Guam Grand Sale – Guamazing Deals" campaign. Participants, including James Rosenberg II of Triple J Technologies, LLC (representing Stroll) and a representative from PHR Korea (representing RIHGA Royal Laguna Guam Resort), lauded the roadshow's effectiveness in strengthening industry connections. Eun Ho-sang, Chairman of the GVB Korea Marketing Committee, emphasized a new chapter for Guam tourism, focusing on Chamorro spirit, partnerships, and expanded air access. GVB President & CEO Regine Biscoe Lee thanked partners and highlighted the "Guam Grand Sale" to promote diverse offerings. Representatives from Visa Korea and Expedia also noted strong Korean market interest. Nineteen Guam-based partners participated, including various hotels, resorts, and tour operators.





Guam on Japanese TV: Culture, Cuisine & New Attractions

As part of a wellness-themed collaboration with HIS, Guam was featured on Japan's nationally broadcast TV show "Doyoo Wa Nani Suru?" on September 6 and 14. Japanese celebrities explored Guam's diverse offerings, including a Chamorro dance experience at Taotao Tasi, local gourmet cuisine, scenic hotspots, and the newly launched dinner show at PIC Guam. HIS is also hosting cultural events for Japanese travelers through the end of September.

Earlier this year in July, TV Tokyo launched its docudrama "Why I'm With You," which was filmed entirely in Guam. The show achieved significant viewership in Japan, with approximately 1.5 million viewers per episode. The success of this series is considered tremendous, even when compared to other docudrama and TV series on the network. The show also generated positive social media engagement from its stars and contributed to increased interest and bookings for Guam's tourists. Last month, the show was released locally in Guam on KUAM TV8 and Peacock.





JTB's Shared Bus "Aka-Mobi" Opens Up to All Japan Visitors

JTB has launched a new service to make traveling in Guam even more convenient! The shared bus service "Aka-Mobi" was only available to those who booked their Guam trip with Look JTB and held the yellow Concha Card. Starting from September 1, 2025 (Mon.), the service is now available to all visitors from Japan. The "Aka-Mobi" shared bus can be reserved via a dedicated app and allows you to travel within designated areas.

The bus accommodates up to 13 passengers, making it convenient for families and groups. When booking, the app displays the bus's estimated arrival time at the pick-up location, making wait time more efficient. Best of all, the fare is a flat \$12 per ride (for passengers aged 12 and over) as long as it's within the designated area. Pick-up and drop-off points cover hotels in Tumon and Tamuning, major shopping spots, and even popular restaurants and shops that are otherwise difficult to access without a car. With "Aka-Mobi," visitors now have another affordable transportation option to enjoy Guam's hot spots and hidden gems.



GVB Welcomes New Taiwan Marketing Firm JCIM

GVB announced today that starting October 1, 2025, JCIM Taiwan, Inc. will serve as GVB's official marketing agency in Taiwan, succeeding Veda International Corporation, which has successfully represented Guam in the Taiwan market for over 15 years. JCIM will oversee GVB's consumer and travel trade marketing initiatives in Taiwan, underscoring the commitment to both continuity and innovation in Taiwan, one of Guam's most important source markets.

JCIM Taiwan, Inc. is a part of JCIM Limited, an international company with operations in Shanghai, Hong Kong, Taipei, and Melbourne. JCIM provides turn-key marketing services, specializing in destination marketing and the MICE (Meetings, Incentives, Conferences, and Exhibitions) sector, offering comprehensive consultation and solutions tailored for global destinations and products to thrive in Asia.





Philippine Airlines Announces New Cebu-Guam Flight Route

Philippine Airlines (PAL) recently announced the launch of its new direct service between Guam (GUM) and Cebu (CEB) starting December 16, 2025. The route will be the first-ever flight from the Mactan-Cebu International Airport into a United States port of entry.

According to PAL's press release on September 25th, the new route will operate three times per week and provide passengers with more convenient travel options in time for the holiday season. The flight schedule is as follows:

Flight Schedule:

- Guam to Cebu (PR 121) – Departs Guam at 0515H, arrives Cebu at 0650H (Wednesdays, Fridays, Sundays)
- Cebu to Guam (PR120) – Departs Cebu at 2140H, arrives Guam at 0325H (Tuesdays, Thursdays, Saturdays)

"Air route development is paramount for destinations around the world. With a Team Guam approach we were able to secure this much coveted service between Guam and Cebu, thanks to Philippine Airlines," stated GVB President & CEO, Régine Biscoe Lee.

Acting Governor Josh Tenorio welcomed the announcement, saying, "Guam and the Philippines share deep family, cultural, and economic ties, and this new direct route to Cebu makes those connections

even stronger. These flights will give our people more opportunities to reunite with loved ones, expand business opportunities, and celebrate our shared heritage.”

Guam Welcomes Star Filipina Influencers Abi Marquez & Rica Peralejo-Bonifacio

Guam welcomed two well-known public figures from the Philippines from September 21 - 25. Abi Marquez, also known as the "Lumpia Queen," is a popular food blogger gracing social media channels with her recipes and food reviews on YouTube, TikTok, Facebook and Instagram. She is known for her fun content and collaborations with celebrity foodies such as Gordon Ramsey and Uncle Roger. While in Guam, she paired up with Market Deli owner and chef Lenny Fejeran for a culinary exchange. Fejeran and his team did a great job of representing Guam, preparing a true CHamoru fiesta plate fit for a "queen."

Rica Peralejo (Bonifacio) is a former child actress and prominent tv personality starring in popular 90s shows like *Ang TV* and *Gimik*. She continued to gain recognition for her roles in numerous Filipino dramas, horror films, and variety show hosting as well as her music career as a singer. She is now a popular content creator and lifestyle influencer on all major social media platforms.

Both of the visiting influencers lead a combined following of over 15 million fans.





Guam Featured at Major Philippine Trade Fairs





The Guam Visitors Bureau joined the Travel and Lifestyle Expo in Manila, Philippines last month, showcasing Guam's tourism offerings to a diverse audience of travel agents, media, and consumers. The Guam booth attracted almost 700 visitors, including 43 travel agents, 21 media, 67 foreign national exhibitors, and 563 consumers. Of the visitors, 71 possess U.S. visas and 623 did not, highlighting strong interest from potential travelers across segments.

From September 26-28, Guam was also highlighted at the Travel Sale Expo held in the Megatrade Hall of SM Megamall. This annual event features destinations, service and products from across the globe, which inspires this year's theme "Your Gateway To the World." Guam Senator Shelly Calvo was invited to the event as the keynote speaker, sharing her experience and information about Guam. The Guam booth was alive with interactive photobooths and replicas of Guam sunsets to Pleasure Island backdrops. Thousands turned out for this popular event, with Guam quickly drawing much attention.



ICYMI (In Case You Missed It):

Air Seoul and Air Busan Return to Guam Skies

Guam is set to welcome back Air Seoul and Air Busan, with both airlines resuming service to the island after a three-year suspension. The return marks a significant boost for Guam's tourism sector.

Air Seoul will recommence daily flights from Incheon starting October 26, 2025. Following closely, Air Busan will resume service in November 2025 with two daily flights from Busan. The last time these carriers operated flights to Guam was in November and October 2022, respectively.

Both airlines, in collaboration with the Guam Visitors Bureau (GVB), have already initiated co-promotional activities and ticket sales to prepare for the increased demand. This resumption of service is expected to significantly contribute to the island's visitor arrivals.





DESTINATION NEWS



Registration Opens for First-ever Guam International Dance Festival

GVB is proud to announce the launch of registration for the inaugural Guam International Dance Festival (GIDF), a regional showcase and competition celebrating cultural heritage, creative expression, and artistic excellence. The festival is set to take place on **December 6-7, 2025** in Tumon, Guam and dancers and groups are encouraged to participate in either of two categories:

The **Cultural Dance** division will feature traditional, ceremonial, or folkloric dances (e.g., CHamoru, Carolinian, Chuukese, Yapese, Palauan, Marshallese, Pohnpeian, Pingelapese, Kosraean, Samoan, Polynesian, Filipino, Korean, Japanese, Taiwanese), 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, fostering artistic collaboration and celebrating the universal language of dance.



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

Registration is now being accepted online at www.visitguam.com/gidf. All participants must submit complete registration forms by October 17, 2025 in order to receive a slot confirmation. 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](#)



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

SAVE THE DATE

MARK YOUR CALENDARS FOR
2026 KO'KO' WEEKEND!

GUAM KO'KO' WALK & FUN RUN
KIDS FUN RUN
Saturday, April 11, 2026

GUAM KO'KO' WALK & FUN RUN
HALF MARATHON
AND 5K EKIDEN RELAY

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

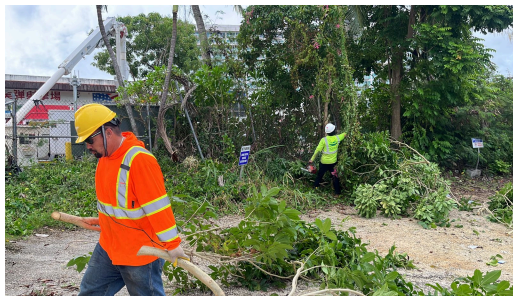
Registration is now being accepted online at www.visitguam.com/koko. Minors require parental or guardian consent. For sponsorship opportunities or to volunteer for this event, please contact GVB at 646-5278 or info@visitguam.org.

[Learn More & Register](#)

GVB Tackles Multiple Projects in Tumon, Tamuning

The Guam Visitors Bureau (GVB) Maintenance team is out and about on the roads and beaches conducting various projects in the Tumon and Tamuning areas. After painting the medians along Pale San Vitores Road and adjacent roads, the team proceeded with painting fire hydrants and bollards, graffiti removal, tree trimming, and cleaning of public beach access paths such as the one alongside the Hyatt Regency. Continuous maintenance is a part of GVB's recovery efforts in improving the overall appearance of our high traffic areas in Tumon and Tamuning and offering a more welcoming and visually pleasing experience for residents and tourists. This initiative underscores GVB's commitment to maintaining a beautiful and safe environment for all who enjoy the island.







OTHER NEWS



INDUSTRY REPORT
AUGUST 8, 2025



GUAM VISITORS BUREAU

Visitor Exit Survey Report

July 2025—Japan Market Data



Industry Report

Visitor Arrivals

Exit Surveys

TELL US WHAT YOU THINK!

How can our community grow the presence of CHamoru culture for the benefit of visitors and residents in Guam?

More CHamoru restaurants & shops

More CHamoru activities

More local campaigns for CHamoru/island pride

More CHamoru language/culture classes for adults and families

Cultural Exchange programs within the Marianas (Guam, Luta, Saipan, Tinian)

Immersive CHamoru camps/experiences

Take survey

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

POST OF THE WEEK

Meeting the Lumpia Queen

@fluffykeyahafa + @guamfunnymemes



[Watch Instagram Video](#)

THINGS TO DO

Tumon Night Market Continues on October 12!



GUAM



WELCOMES YOU

Back To Our Roots

OCTOBER 12, 2025 SUNDAY | PLEASURE ISLAND | 5PM-9PM



Live Music and Performances



Island Food and Drink Vendors



Local Businesses and Pop-Ups

IMPORTANT ANNOUNCEMENT:

THE TUMON NIGHT MARKET WILL CONTINUE, BEGINNING **SUNDAY, OCTOBER 12.**

THERE WILL BE NO TUMON NIGHT MARKET ON OCTOBER 5.

SI YU'OS MA'ASE FOR YOUR CONTINUED SUPPORT AND MAKING THE TUMON NIGHT MARKET A SUCCESS!





Tumon Night Market
Every Sunday
Starting October 12, 2025

[Learn More](#)

**Guam International
Dance Festival**
December 6-7, 2025

[Learn More](#)

**7th Guam
Dragonboat Festival**
November 21-24, 2025

[See Events](#)



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



401 Pale San Vitores Road, Tumon, GU 96913, Guam
671.646.5278

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