

January 20 2026 JAPAN MARKETING UPDATE



JAPAN MARKETING UPDATE AGENDA

REPORT OF MANAGEMENT

- Guam Arrivals Update

MARKET UPDATES

- Market Information
- Japan Marketing Activities
- Seat capacity
- Destination Comparison

OLD BUSINESS

- SNS Highlights
- OTA
- Sponichi
- Food truck
- Group Support Program FY26
- Educational

NEW BUSINESS

- Brand campaign
- GoGo Guam Hafa Aadi Campaign
- Content creation – Pilgrimage tour
- KoKo Road race

ANNOUNCEMENTS

Next JMC Meeting

January – Report Only

February 17, 2025 at 2:00 PM

ADJOURNMENT



November 2025



November 1-30, 2025

Total: 70,791 (+30.4%)

% Market Mix	Origin	2024	2025	% vs LY
31.8%	Japan	17,640	22,523	27.7%
52.8%	Korea	25,600	37,348	45.9%
6.8%	US/Hawaii	5,860	4,805	-18.0%
2.3%	Philippines	137	1,596	1065.0%
0.9%	Taiwan	251	615	145.0%
0.4%	China	248	277	11.7%
0.1%	Hong Kong	52	50	-3.8%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

December 2025



December 1-31, 2025

Total: 95,141 (+41.6%)

% Market Mix	Origin	2024	2025	% vs LY
30.9%	Japan	23,636	29,397	24.4%
54.4%	Korea	31,300	51,757	65.4%
6.9%	US/Hawaii	6,503	6,597	1.4%
1.8%	Philippines	1,260	1,733	37.5%
0.6%	Taiwan	792	573	-27.7%
0.4%	China	280	380	35.7%
0.1%	Hong Kong	57	80	40.4%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: December 2025 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2025



January – December 31, 2025

Total: 781,532 (+5.8%)

% Market Mix	Origin	2024	2025	% vs LY
32.4%	Japan	208,566	253,550	21.6%
48.7%	Korea	374,371	380,847	1.7%
9.9%	US/Hawaii	84,855	77,572	-8.6%
1.9%	Philippines	13,544	15,222	12.4%
1.1%	Taiwan	3,596	8,447	134.9%
0.6%	China	4,884	4,780	-2.1%
0.1%	Hong Kong	702	741	5.6%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: December 2025 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year 2026



October 2025 – December 31, 2025

Total: 227,664 (+30.4%)

% Market Mix	Origin	2025	2026	% vs LY
30.9%	Japan	55,657	70,398	26.5%
53.4%	Korea	84,797	121,643	43.5%
7.2%	US/Hawaii	18,123	16,306	-10.0%
2.1%	Philippines	3,957	4,714	19.1%
0.8%	Taiwan	1,204	1,862	54.7%
0.5%	China	980	1,032	5.3%
0.1%	Hong Kong	164	198	20.7%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: December 2025 Daily Arrivals reflect Civilian Air arrivals only

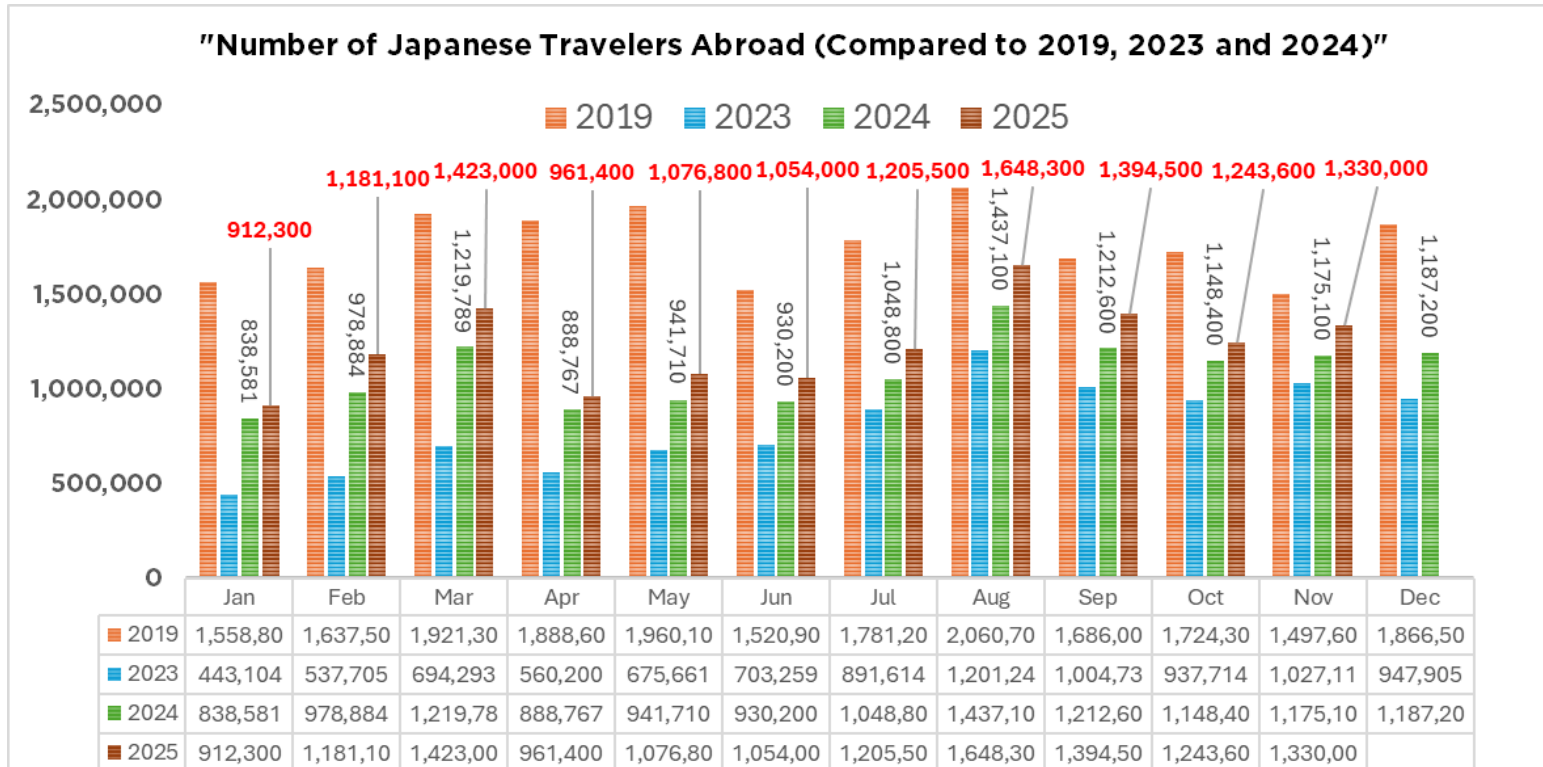


JAPAN MARKET REPORT



Japanese Overseas Travel Recovers:

- According to the Japan National Tourism Organization (JNTO), approximately 1.33 million Japanese travelers went overseas in November 2025, representing a **13.2% year-on-year increase**. This marks a return to double-digit growth after October saw a temporary slowdown following five consecutive months of strong gains since May.
- Although the number remains 19% below pre-pandemic levels in November 2019 (1,642,332 travelers), the recovery trend continues steadily, with the gap gradually narrowing as outbound travel demand strengthens.



Guam Sees 28% YoY Increase in November!

Japanese Passport Fees to Be Reduced in 2026

The Japanese government will significantly reduce passport issuance fees starting July 2026

- **Adults (18 and over):** Online application fee reduced from ¥15,900 (~\$110) to ¥8,900 (~\$61)
- **Children (under 18):** Unified fee set at ¥4,400 (~\$30), down from up to ¥10,900 (~\$75)

Purpose: Encourage more Japanese citizens to travel abroad

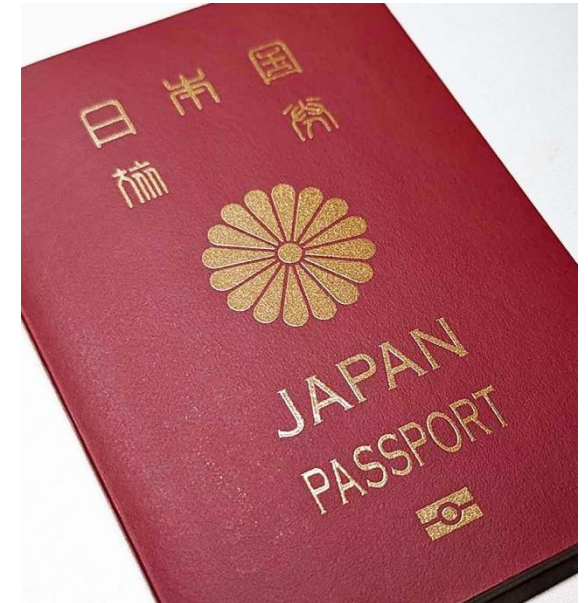
- Japan currently has the **lowest passport ownership rate in the G7**, at just **17.8%**

Positive implications for Guam's tourism industry:

- **Lower financial barriers** may lead to increased outbound travel
- Opportunity to attract **families and younger travelers**

Additional context:

- Japan is considering raising the departure tax for inbound travelers
- But aims to **ease the burden on Japanese travelers** by lowering passport fees



Japan Market – Guam Campaigns (Dec 2025 – Mid Jan 2026)

Company	Campaign	Period	Key Features (Condensed)
HIS	HIS Chubu: Win Guam Round-Trip Tickets	Dec 12 – Feb 2	HIS Chubu’s Instagram campaign offers a chance to win a pair of round-trip tickets to Guam for two winners by following @his_chubu and liking the featured post.
	Hatsuyume Fair ()	Dec 18 – Feb 2	HIS offers New Year sale deal, a 4-day Guam trip with one-way airport-to-hotel transfer from JPY 39,800.
JTB	Ko’Ko’ Road Race Tour	Dec 15 - Apr12	JTB offers a 4-day “Guam Ko’ko’ Road Race 2026” with including airport-hotel transfer.
	New Year Time Sale	Jan 12 – Jan 17	JTB promotes Guam deals through its New Year Sale, boosting visibility and awareness among Japanese travelers with packages featuring selected hotels and flights.
Traveloka	Traveloka’s special Guam Visitors Bureau tie-up sale	Dec 17 –Jan 31	It offers a USD 30 GUAM PAY reward for booking a Guam flight or hotel, along with other perks beyond GUAM PAY, making it a highly attractive deal for travelers.
t’way	t’way Air Guam Sale	Dec 17 –Jan 31	t’way Air promote flights to Guam with up to 30% off with Traveloka.
United Airlines	United Airlines Coupon	Dec 15 – Jan 31	United Airlines offers a coupon for JPY 5,000 off per person on round-trip flights between Japan and Guam with Traveloka.
JAL	New Year Sale	Dec 17 - 16	JAL promotes Guam sale fares on its New Year Sale page to increase visibility and awareness among Japanese travelers.
NEWT	Mega New Year Sale	Dec 26 – Jan 31	NEWT’s “Mega New Year Sale” features special Guam tour packages that include a USD 30 coupon per person to use during the stay
Ken Hotels & Resorts	Guam Christmas Sale	Dec 16 – 25	Ken Hotels & Resorts promoted a Guam hotel sale with up to 47% off.
JCB	Free Guam Shopping Mall Shuttle Fare	due Mar 31	JCB is running a campaign that makes the Guam shopping mall shuttle fare free with an eligible JCB card.

MARKET INFORMATION



During the Christmas and New Year sales season, travel companies promoted Guam with value-driven deals, using GUAM PAY as a key hook to make offers more attractive. These campaigns helped increase exposure among Japanese travelers and encouraged incremental bookings through clear, savings-led incentives.

HISが今年も、
神がかった価格に
挑戦してくれます
ように…!

たのむよ、HIS!!

がんばります!

初夢  フェア
2026

2025.12.18 Thu ▶ 2026.2.2 Mon

traveloka | GUAM VISITORS BUREAU
トラベロカ | グアム政府観光局

グアム旅行は今がチャンス

グアム路線 &
ホテル特別セール

ラウンジ利用券 & GUAM PAYプレゼント

HIS中部公式 Instagram フォロー&いいね♡で
2組4名様に当たる!




ユナイテッド航空で行く

グアム行き
ペア 往復航空券
プレゼントキャンペーン
Present Campaign

2026年2月2日(月)23:59まで




SEAT CAPACITY SUMMARY



	JAN	FEB	MAR	TTL
	26,062	24,568	30,378	81,008
 <i>JAPAN AIRLINES</i>	6,169	5,572	6,169	17,910
	5,859	10,584	12,285	28,728
<i>TTL</i>	38,090	40,724	48,832	127,646

NUMBER OF FLIGHT SUMMARY



	JAN	FEB	MAR	TTL
	157	148	183	488
 JAPAN AIRLINES	31	28	31	90
	32	56	65	153
TTL	220	232	279	731

FLIGHT OPERATION - January



January Total Outbound Seat Capacity: 38,090

Interviews with various companies

AI R L N E S	C U R R E N T S T A T U S	F L I G H T	D E P A R T U R E	T I M E	F R E Q U E N C Y	S E A T C A P A C I T Y
	A v a i l a b l e	U A 8 2 7	N R T	1 1 : 0 0 / 1 5 : 4 5	D a i l y	5 , 1 4 6
	A v a i l a b l e	U A 1 9 7	N R T	1 7 : 0 0 / 2 1 : 4 0	D a i l y	5 , 1 4 6
	A v a i l a b l e	U A 8 6 5	N R T	1 7 : 5 5 / 2 2 : 4 0	M o n , F r i	1 , 4 9 4
	A v a i l a b l e f r o m 8 D e c t o 2 J a n	U A 8 7 4	N R T	2 1 : 0 0 / 1 4 : 5 + 1	D a i l y	3 3 2
	A v a i l a b l e	U A 8 4 8	H N D	2 3 : 3 5 / 4 : 2 5 + 1	D a i l y	5 , 1 4 6
	A v a i l a b l e	U A 1 3 6	N G O	1 1 : 3 0 / 1 6 : 0 0	M o n , T u e , T h u , F r i , S u n	3 , 6 5 2
	A v a i l a b l e	U A 1 5 0	K K	1 1 : 0 5 / 1 5 : 4 0	D a i l y	5 , 1 4 6
T T L						2 6 , 0 6 2

AI R L N E S	C U R R E N T S T A T U S	F L I G H T	D E P A R T U R E	T I M E	F R E Q U E N C Y	S E A T C A P A C I T Y
	A v a i l a b l e	J L 9 4 1	N R T	9 : 3 0 / 1 4 : 1 5	D a i l y	6 , 1 6 9
	A v a i l a b l e	T W 5 0 9	K K	1 0 : 4 0 / 1 5 : 3 0	D a i l y	5 , 6 7 0
	Charter	T W	K K	9 : 4 0 / 1 5 : 2 5	1 / 1 o n l y	1 8 9
T T L						1 2 , 0 2 8

FLIGHT OPERATION - February



February Total Outbound Seat Capacity: 40,724

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA 827	NRT	11:00 / 15:45	Daily	4,648
	Available	UA 197	NRT	17:00 / 21:40	Daily	4,648
	Available	UA 865	NRT	17:55 / 22:40	Mon, Fri	1,328
	Available from 21 Feb to 27 Mar	UA 874	NRT	21:00 / 14:5+1	Daily	1,328
	Available	UA 848	HND	23:35 / 4:25+1	Daily	4,648
	Available	UA 136	NGO	11:30 / 16:00	Mon, Tue, Thu, Fri, Sun	3,320
	Available	UA 150	KK	11:05 / 15:40	Daily	4,648
TTL						24,568

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Daily	5,572
	Available	TW 509	KK	10:40 / 15:30	Daily	5,292
	Charter	TW	NRT	10:40 / 15:25	Daily	5,292
TTL						16,156

FLIGHT OPERATION - March



March Total Outbound Seat Capacity: 48,832

Interviews with various companies

ARLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TME	FREQUENCY	SEAT CAPACITY
	A vailab le	UA 827	NRT	11:00 / 15:45	Daily	5,146
	A vailab le	UA 197	NRT	17:00 / 21:40	Daily	5,146
	A vailab le	UA 865	NRT	17:55 / 22:40	Mon, Fri	1,494
	A vailab le from 21 Feb to 27 Mar	UA 874	NRT	21:00 / 1:45+1	Daily	4,482
	A vailab le	UA 848	HND	23:35 / 4:25+1	Daily	5,146
	A vailab le	UA 136	NGO	11:30 / 16:00	Mon, Tue, Thu, Fri, Sun	3,818
	A vailab le	UA 150	KIX	11:05 / 15:40	Daily	5,146
TTL						30,378

ARLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TME	FREQUENCY	SEAT CAPACITY
	A vailab le	JL941	NRT	9:30 / 14:15	Daily	6,169
	A vailab le	TW 509	KIX	10:40 / 15:30	Daily	5,859
	Charter	TW	NRT	10:40 / 15:25	Daily	5,859
		TW	FKU	10:30 / 15:25	3 Flights	567
TTL						16,454

DESTINATION COMPARISON BY CAMPAIGN



New Zealand



Tourism New Zealand Backs Film “Kaede” Boosting Visibility and Awareness

- Tourism New Zealand supported the production of “Kaede (KAEDE),” leveraging South Island scenery to drive destination exposure.
- It positions “world-class stargazing” as the key travel hook, highlighting the Tekapo area as a well-known night-sky spot tied to the film’s setting.
- It extends interest beyond the announcement by linking to a behind-the-scenes vlog and a related tour product, guiding audiences from buzz to trip consideration.

Fiji



Tourism Fiji x Agoda Japan: Boosting Awareness Among Japanese Travelers

- Tourism Fiji partnered with Agoda Japan and launched a Fiji feature page for Japanese travelers, with hotel perks plus photos/videos and trip tips to support planning through booking.
- The partnership includes joint marketing that uses Agoda’s user data and search trends to reach high-intent audiences at the right timing, aiming to expand awareness of Fiji’s appeal.
- The page is organized around key travel styles (honeymoon, family, wellness, luxury), using Fiji’s hospitality (“BULA spirit”) and island culture as clear hooks for Japanese segments.

Singapore



Singapore Tourism Board x JCB: Value-Driven Travel Program for Japan

- Singapore Tourism Board and JCB launched a program that bundles JCB cardmember deals in Singapore and promotes “smart savings” as part of trip planning.
- They also set up a dedicated site compiling 100+ cardmember offers across attractions, dining, and shopping, so travelers can easily find and use the benefits.
- The campaign is supported by digital ads and influencer-led YouTube content that shows how to use the perks from pre-trip planning through the on-site experience.



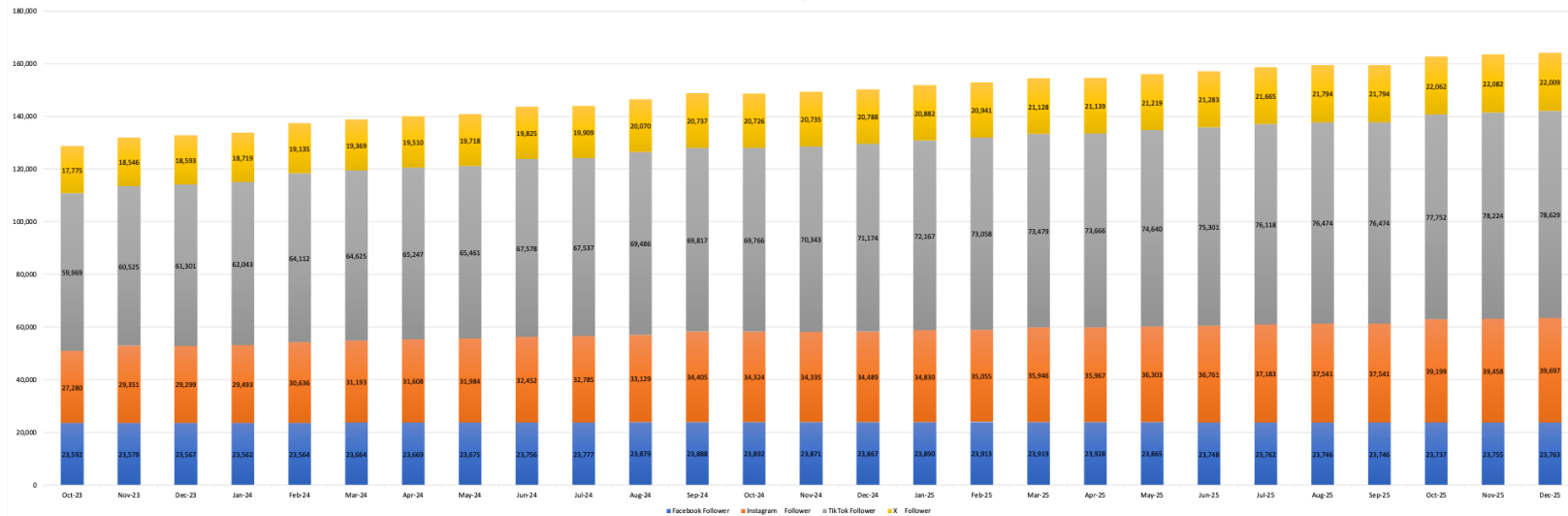
OLD BUSINESS

SNS HIGHLIGHTS

- Across all social media platforms, total follower count increased steadily month over month by +1,348 (+0.82%), with growth on Instagram (+498 / +1.25%) and TikTok (+877 / +1.12%) leading the overall increase.
- The FY26 creative assets newly produced in November have been well received on social media, generating strong engagement, and continued use of these creatives is expected to drive further performance improvements.



FY24-25-26 SNS Follower
Increasing Trend



MoM	fluctuation	growth rate
Facebook Follower	26	0.11%
Instagram Follower	498	1.25%
TikTok Follower	877	1.12%
X Follower	-53	-0.24%
TOTAL	1,348	0.82%



In addition to the GUAM PAY initiative organized by the Guam Visitors Bureau, Traveloka is running its own “Traveloka Guam Campaign” from December 17, 2025 to January 12, 2026.

Traveloka Guam Campaign Overview

Campaign Period: December 17, 2025 – January 12, 2026

Benefits

Airfare Discounts:

United Airlines: JPY 5,000 discount

T'way Air: Up to 30% off

Hotel Discounts:

Up to 50% OFF coupons valid at selected hotels in Guam

JPY 10,000 discount on hotel bookings of JPY 20,000 or more

On-Island Benefits:

USD 30 “GUAM PAY” e-coupon per booking (limited to the first 200 bookings) Airport lounge access

vouchers for United Airlines passengers (limited to the first 50 bookings, valid for the number of passengers per reservation)





In addition to the GUAM PAY initiative organized by the Guam Visitors Bureau, Expedia is running its own “Guam Campaign” from December 18, 2025, to February 17, 2026 (until 23:59)

Campaign Details

The promotion offers discounted flight and hotel package bookings for Guam. In addition, travelers who book eligible hotels will receive a Guam Pay coupon worth USD 60.

Campaign Period: December 18, 2025 – February 17, 2026 (until 23:59)

Guam Pay Coupon Benefit

- One USD 60 Guam Pay coupon will be provided per eligible booking for stays of two nights or more.
- The coupon can be used at participating restaurants, shops, and tour operators across Guam.
- Availability is limited and offered on a first-come, first-served basis.

Featured Hotels (Examples)

- Pacific Islands Club Guam (up to 36% off with package booking)
- The Tsubaki Tower (up to 23% off with package booking)
- Lotte Hotel Guam (up to 20% off with package booking)

Expedia Japan website content: **エクスペディア、「 Guam旅行超得キャンペーン」を開催**
 日本からの休暇の人気海外リゾート、 Guamをお得にしごチャンス！対象ホテルにおける航空券+ホテルのセットがお得に！
 エクスぺディア・ジャパン 2025年5月12日 11時00分
 世界の大手総合旅行ブランドの一つである「エクスペディア」は、 Guamの対象ホテルにおける航空券+ホテルのセットがお得になる「 Guam旅行超得キャンペーン」を開催しています。
 今回のセールでは、日本からの休暇で行ける海外リゾートの Guamの対象ホテルにおける航空券+ホテルのセットがお得になります。詳細は下記キャンペーンサイトをご覧ください。
 Guam旅行超得キャンペーンについて
 ◆ セール期間：2025年5月6日（火）～2025年5月31日（土） 22：59まで（2025年10月31日（金）までの旅行が対象）
 会員価格は、エクスペディアアプリのユーザーおよびエクスペディア会員プログラムの会員が対象です。空室状況によりご利用いただけない場合があります。ブラックアウト期間が適用される場合があります。
 ◆ キャンペーンサイト： <https://www.expedia.com/jp/ja/01/bms-b-dmo-exp-jp-guam-visitors-bureau?siteid=28&id=1041&cache=false>



今このセールでは、日本からの休暇で行ける海外リゾートの Guamの対象ホテルにおける航空券+ホテルのセットがお得になります。詳細は下記キャンペーンサイトをご覧ください。

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下記施設を含む Guam のホテルがお得に！

4つ星ホテル「星野リゾート リゾネレ Guam」
 航空券+ホテルのセットが会員価格で最大45%オフ
 Guamで有名なショッピングスポットの近くに位置する「星野リゾート リゾネレ Guam」からは、南国の美しい海、ハグニア湾を一望でき、サンセットも満喫できます。また、敷地内のウォーターパークがあり、開放的なスライダー、遊水プール、流れるプールなど、大人から子供まで遊び尽くすことができるホテルです。

4つ星ホテル「 Guam リゾートホテル」
 航空券+ホテルのセットが会員価格で最大40%オフ
 Guamの代表的なビーチである「クモンベニ」に近い「 Guam リゾートホテル」は、ショッピングとエンターテインメントの中心に位置し、全館高級感あふれるリゾートホテルの雰囲気を醸成しています。白い砂浜とエメラルドグリーンの海が目印に広がるだけでなく、インフィニティプールでは、プールに浮かびながら水着と飲み物を堪能できます。



3.5つ星ホテル「パシフィック ア일랜드 クラブ Guam」



「 Guam特 航空券と対象ホテルのセットでお得な割引、対象ホテルの予約で Guam Pay クーポンも

世界最大の総合旅行ブランドの一つである「エクスペディア」は、 Guamの対象ホテルにおける航空券+ホテルのセットがお得になる「 Guam旅行超得キャンペーン」を開催しています。
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 ◆ キャンペーンサイト： <https://www.expedia.com/jp/ja/01/bms-b-dmo-exp-jp-guam-visitors-bureau?siteid=28&id=1041&cache=false>



Guam Pay クーポンは、 Guam の観光施設でご利用いただけます。 Guam Pay クーポンは、 Guam の観光施設でご利用いただけます。 Guam Pay クーポンは、 Guam の観光施設でご利用いただけます。



3.5つ星ホテル「パシフィック ア일랜드 クラブ Guam」

SPONICHI 54 HOLES CHALLENGE



Project Overview:

The Guam Visitors Bureau sponsored the “Sponichi 54-Hole Challenge” (December 11–15, 2025), organized by Sports Nippon Newspaper Company, and supported golf group travel and promotional activities.

A total of 32 participants took part.

Approximately 60,000 recruitment flyers were distributed, and advertisements in national newspapers (with a circulation of up to about 1.69 million copies) achieved high visibility and exposure.



Flyer



Newspaper ads



FOOD TRUCK PROGRAM

Project Overview:

Food trucks serving CHamoru cuisine have launched in Tokyo and Osaka to promote Guam's culture and attract potential travelers.

December Result:

Total units sold	Total sales (JPY)	Total sales (USD)
220	¥116,100	\$781.92

Update (Future Schedule):

Tokyo

Jan 29th–30th: Yurakucho Tokyo Kotsu Kaikan

Osaka

Jan 10th–11th: Maishima Marche

Jan 12th: Hanahaku Tsurumi Ryokuchi Park Flea Market

Jan 16th–18th: Morinomiya Cool Japan WW Hall



GROUP SUPPORT PROGRAM



- Over the past month, there were 20 new applications totaling 740 individuals.
- Groups utilizing this program are still concentrated between January and March, so we will strengthen our sales efforts targeting groups for April and beyond.

Subject	as of 11 Dec. 2025	as of 9 Jan. 2026	Increased
Total number of groups applying (cumulative)	35	55	20
Total number of groups cancelling (cumulative)	1	1	0
Total Number of Pax (cumulative)	2620	3360	740
Total subsidy amount	\$47,623	\$60,843	\$13,220
ROI	\$18.18	\$18.11	(\$0.07)

EDUCATIONAL TRAVEL SUPPORT PROGRAM



- The 2026 program Start on Dec 3.
- Over the past month, there were 16 new applications totaling 919 individuals.
- The above includes training for over 800 university students (planned) divided into 12 groups in August

Subject: Educational Support	as of 11 Dec. 2025	as of 09 Jan. 2026	Increased
Total number of groups applying (cumulative)	10	26	16
Total number of groups cancelling (cumulative)	0	0	0
Total Number of Pax (cumulative)	625	1544	919
Total subsidy amount	\$17,475	\$44,053	\$26,578
ROI	\$27.96	\$28.53	\$0.57



NEW BUSINESS

SNS/ DIGITAL PHASE (JAN~MAR)

- Objective:
 - Brand awareness and engagement that stimulate demand
- Key Role:
 - Create broad reach and repeated exposure
 - Communicate Guam's brand message visually and emotionally
- Why Digital:
 - Efficient reach during off-peak season
 - Strong affinity with travel inspiration and video content
 - Flexible optimization by performance and audience response

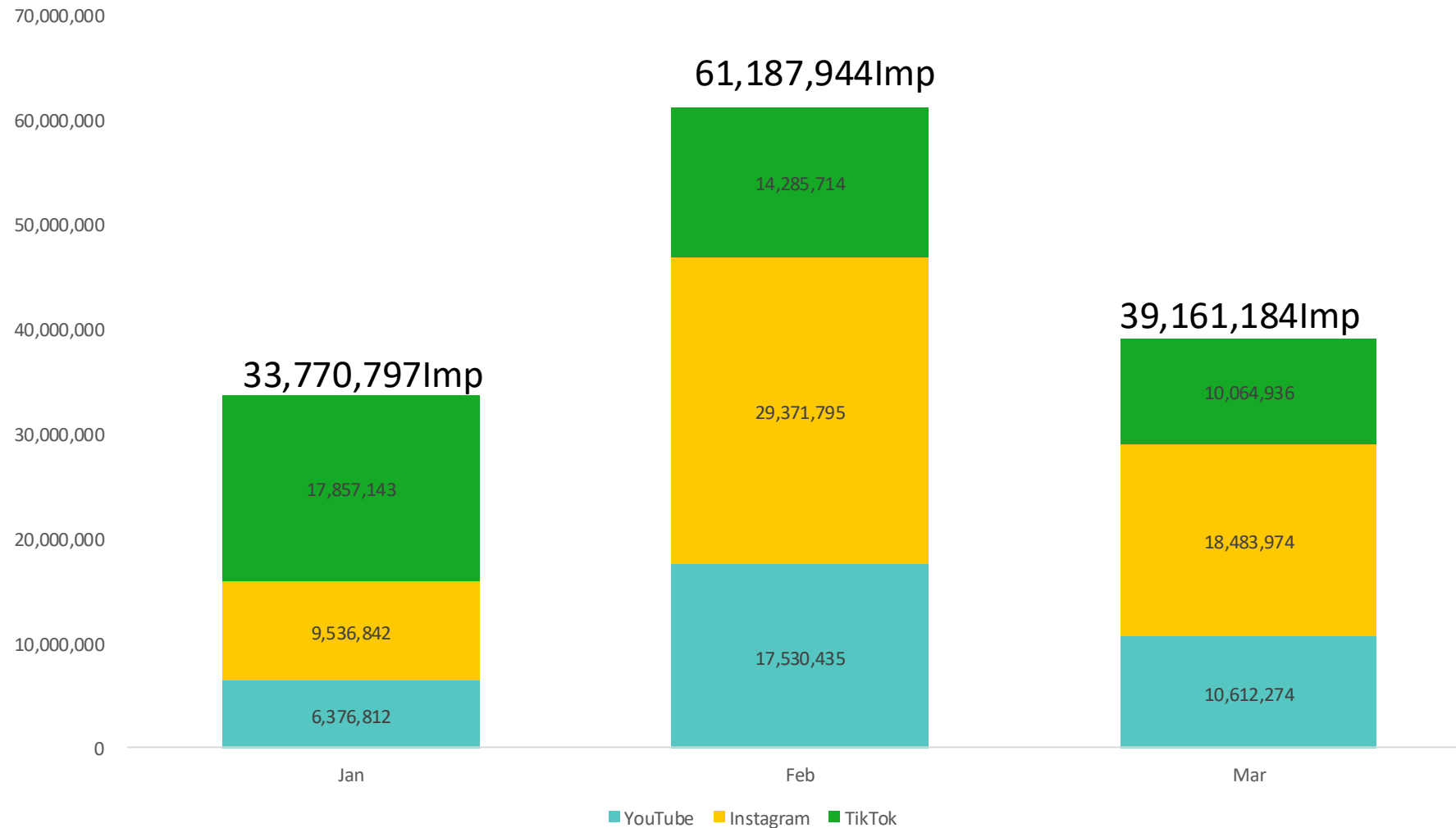
OOH/ TAXI PHASE (Apr)

- Objective:
 - High-frequency reminder & top-of-mind presence
- Key Role:
 - Reinforce brand recognition immediately before peak demand
 - Deliver high-impact, unavoidable exposure in daily life
- Why Taxi Ads:
 - Strong presence in business and urban travel zones
 - High repetition among frequent movers and decision-makers
 - Complements digital exposure with real-world visibility

BRAND CAMPAIGN – SNS ADS



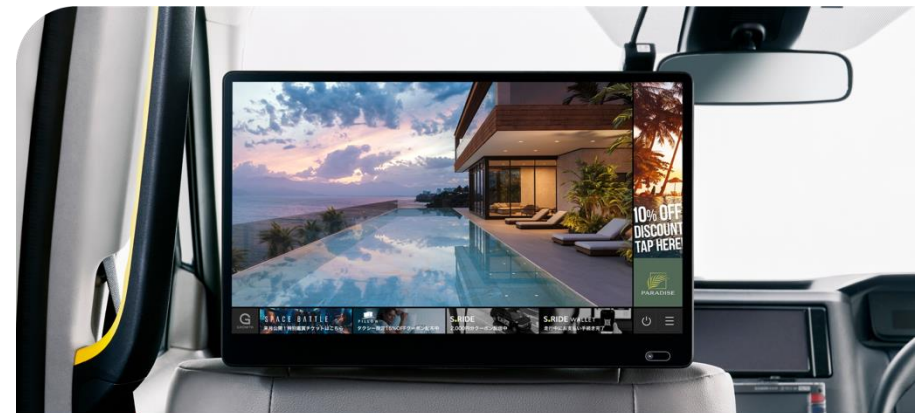
Jan–Mar 2026 digital impression plan, with February weighted heavier to capture peak travel planning for long weekends and summer demand, while January and March support sustained awareness and retargeting.



BRAND CAMPAIGN - TAXI MEDIA



- Overview:
 - Taxi users are predominantly high-income individuals with strong purchasing power, serving as key-decision makers in both business and personal consumption.
 - Taxi function as a core model of daily transportation, enabling repeated exposure to video content.
 - The gender split is well balanced, allowing for gender-neutral communication.
- Core user age group:
 - 30–59 years old
- Occupation breakdown:
 - 30% executives / management
 - 40% company employees
- Approx. 30% use taxis 11 times or more per month
- Over 70% use taxis for business-related purposes

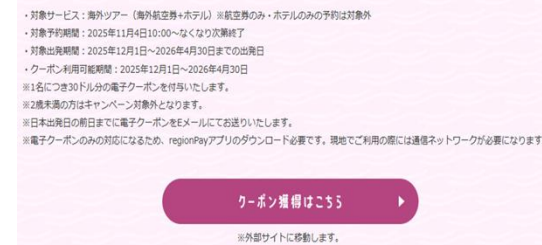


GOGO GUAM HAFA ADAI CAMPAIGN



The campaign successfully launched on December 1, 2025, and has already seen strong momentum—with over **300 participants** in just the first few days.

Our partner companies are also actively supporting the initiative by promoting it across their owned media channels.



CONTENT CREATION – PILGRIMAGE TOUR

- Leverage high-impact content to cultivate future pilgrimage tours, building sustained fan engagement and long-term travel demand through emotionally resonant storytelling and cultural relevance.

Yonino Channel
4,930,000 followers
Filming: Jan 18~20, 2026



Story tellers – All Stars in Guam
Total combined follower 7,000,000
Filming: Feb 24~28, 2026



KO KO ROAD RACE PROMOTION



Shinji Takeda has been reappointed as the official ambassador for the Ko'Ko' Road Race this year, with enhanced pre-event promotion to drive increased participation from Japan.

Ambassador Promotion

- Key visual materials featuring the ambassador will be produced and used for both digital advertising and printed materials.
- The ambassador will appear at selected BtoB and BtoC events to promote the appeal of the Ko'Ko' Road Race through talk sessions.
- Social media posts by the ambassador and his agency will be implemented to expand overall reach.



On-site Activities

A GVB-hosted pre-event is planned in Guam on the Saturday prior to the race, in coordination with Ko'Ko' Road Race participation tours, to enhance the on-site experience and participant satisfaction.

KO KO ROAD RACE PROMOTION

Radio tie-up promotion with FM OSAKA

A promotional campaign will be conducted on FM Osaka’s popular program “Akamru” in the Kansai region to increase awareness of the Ko’Ko’ Road Race 2026 and drive participation from Japan.



Promotion Details:

- Period: Feb 12 – late April 2026
- Frequency: Twice per month
- Length: Approx. 10 minutes per segment

Content & Execution:

- Dedicated segment introducing the event’s appeal
- Guest talk sessions highlighting the race experience
- Airline and travel agency participation promoting access and tour packages

Collaboration with STEP (Shoe Retailer)

- Currently in the planning stage of a tie-up promotion with STEP, a major Osaka-based running specialty retailer
- Nationwide operations: 24 stores + online shop
- Proposed campaign elements:
 - Nationwide in-store flyer placement
 - Customer lottery campaign offering Ko’Ko’ Road Race entry for qualifying purchases



- CALL TO ORDER
 - REPORT OF MANAGEMENT
 - JAPAN MARKET REPORT
 - OLD BUSINESS
 - NEW BUSINESS
 - ANNOUNCEMENTS
 - JMC January Meeting – January Report Only
 - JMC February Meeting – February 17, 2026 at GVB Main
- ADJOURNMENT

SI YU'OS MA'ÅSE'

