

Tuesday – Mar 17, 2026
JAPAN MARKETING UPDATE
2PM – GVB MAIN CONFERENCE ROOM



JAPAN MARKETING UPDATE AGENDA

- CALL TO ORDER
- REPORT OF MANAGEMENT
- JAPAN MARKET REPORT
- OLD BUSINESS
- NEW BUSINESS
- ANNOUNCEMENTS
- ADJOURNMENT



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CALL TO ORDER

REPORT OF MANAGEMENT

- Guam Arrivals Update

MARKET UPDATES

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

OLD BUSINESS

- SNS Activity Report
- Food Truck Activities
- Trade activities
- Group Support Program FY26
- Nagoya Events

NEW BUSINESS

- Aviation strategy
- Q2 Activities
- Brand Campaign
- Sales Campaign
- Conversion
- Pilgrimage tour

ANNOUNCEMENTS

Next JMC Meeting

January – Report Only

February 17, 2025 at 2:00 PM

ADJOURNMENT



February 1-22, 2026

Total: 54,089 (+14.4%)

% Market Mix	Origin	2025	2026	% vs LY
35.8%	Japan	16,456	19,361	17.7%
45.9%	Korea	23,475	24,819	5.7%
8.0%	US/Hawaii	4,248	4,333	2.0%
1.4%	Philippines	765	755	-1.3%
2.8%	Taiwan	75	1,518	1924.0%
1.8%	China	370	997	169.5%
0.1%	Hong Kong	32	58	81.3%

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

Note: February 2026 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2026



October 2025 – February 1-22, 2026

Total: 123,629 (+7.9%)

% Market Mix	Origin	2025	2026	% vs LY
34.6%	Japan	36,505	42,779	17.2%
47.3%	Korea	57,474	58,484	1.8%
8.8%	US/Hawaii	11,336	10,909	-3.8%
1.6%	Philippines	1,538	1,927	25.3%
1.7%	Taiwan	1,786	2,162	21.1%
1.0%	China	1,095	1,296	18.4%
0.1%	Hong Kong	73	99	35.6%

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

Note: February 2026 Daily Arrivals reflect Civilian Air arrivals only

October 2025 – February 1-22, 2026

Total: 352,601 (+21.6%)

% Market Mix	Origin	2025	2026	% vs LY
32.1%	Japan	92,351	113,256	22.6%
51.1%	Korea	142,272	180,198	26.7%
7.8%	US/Hawaii	29,723	27,476	-7.6%
1.9%	Philippines	5,495	6,641	20.9%
1.1%	Taiwan	2,990	4,024	34.6%
0.7%	China	2,077	2,328	12.1%
0.1%	Hong Kong	237	297	25.3%

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

Note: February 2026 Daily Arrivals reflect Civilian Air arrivals only

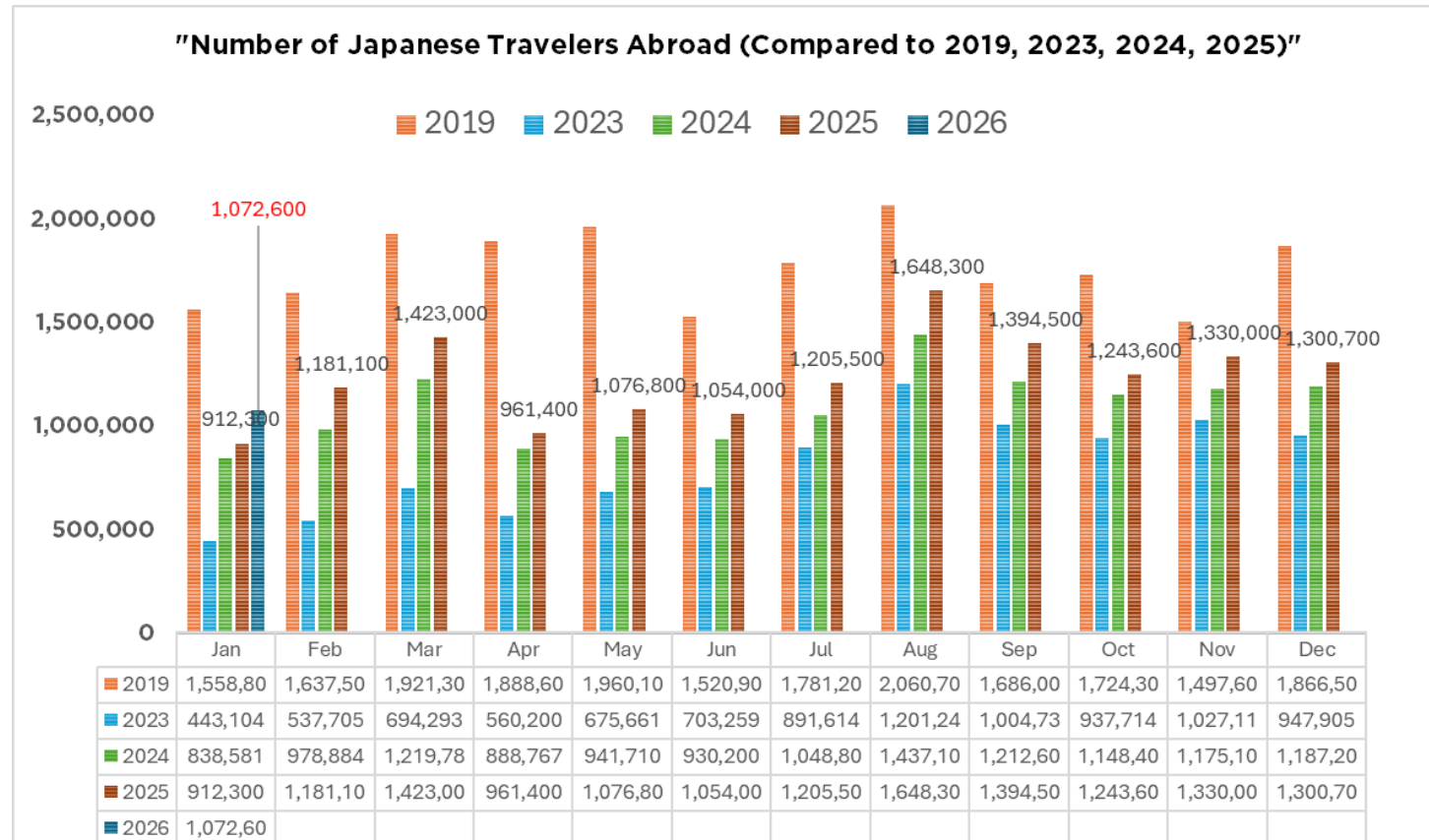


JAPAN MARKET REPORT



Japanese Overseas Travel Recovers:

- According to the Japan National Tourism Organization (JNTO), about 1.07 million Japanese travelers went abroad in January 2026, a **17.6%** increase year-over-year.
- While the recovery trend continues and growth accelerated compared to December, the figure remains 26.1% below January 2019 levels, indicating outbound travel is still at around 70% of pre-pandemic levels.



Student Spring Travel Ranking (HIS Survey)



Key Highlights

- In HIS's 2026 Spring Student Overseas Travel Ranking, Guam placed 5th, improving from 9th place last year.
- Despite the weak yen and rising travel costs, overseas travel demand among young Japanese travelers remains resilient.
- Average travel spending increased to ¥140,700 per person (+7.1% YoY).
- Small-group travel (1–2 travelers) accounts for about 80%, reflecting the continued growth of FIT travel.

Implication for Guam

- Guam's improving ranking indicates strengthening destination interest among younger Japanese travelers.
- Short-haul resort destinations remain well positioned in the current market environment.

Note: HIS NEWS <https://www.his.co.jp/news/20708.html>

Rank	Destination (Previous Year Rank)
1	Seoul (1)
2	Taipei (2)
3	Bangkok (3)
4	Cebu (6)
5	Guam (9)
6	Hawaii (5)
7	Paris (8)
8	Singapore (4)
9	Busan (12)
10	Hong Kong (7)

Middle East Tensions and Japan's Outbound Travel Market

Current Situation

- Rising tensions in the Middle East have pushed oil prices higher, increasing jet fuel costs.
- Japan's Ministry of Foreign Affairs has issued travel advisories for parts of the Middle East.
- Some Japanese travel agencies have cancelled or suspended tours to the region.

Impact on the Japan Market

- ANA and JAL review fuel surcharges every two months.
- Higher fuel prices may affect international airfares within approximately 2–4 months.

Implications for Guam

- Long-haul routes may face greater impact, while Guam, located about 3.5 hours from Japan, may remain relatively stable as a short-haul leisure destination.

Japan Market – Guam Campaigns (Feb – early Mar 2026)

Company	Campaign	Period	Key Features (Condensed)
HIS	Spring Travel Ultra Sale	Feb 20 – Mar 6	HIS promoted a spring travel sale offering up to 50% off hotels with flight-and-hotel bookings, using price incentives to stimulate travel demand.
	AirZ Limited-Time Discount	Feb 12 – 16	HIS promoted its AirZ flight-and-hotel packages for Guam, emphasizing flexible arrangements and value to stimulate demand for budget-conscious travel.
JTB	Spring Break Package	Feb 17 - 29	JTB is selling a 3-night, 4-day Guam package in the JPY 60,000 range to target spring break demand and boost seasonal travel.
	Yonino Channel Model Course	due April 12	JTB shared a model course built around The Tsubaki Tower, featured on Yoni no Channel, using the show's strong exposure to boost Guam travel visibility.
	Time Sale	Feb 4 – Feb 17	JTB promoted a budget-friendly 3-night, 4-day Guam package from the JPY 60,000 range, using T'way Air, to stimulate travel demand.
t'way	t'way Air February Sale	Feb 13 – 28	T'way Air launched a limited-time sale for Guam, offering 20% off fares plus a \$30 GUAM PAY bonus to help drive seasonal travel demand.
JAL	Limited-Time Guam Fare Sale	Feb 27 – Mar 6	JAL promoted a limited-time Guam fare sale from JPY 65,000 round trip to stimulate seasonal travel demand.
Trip.com	Trip.com Time Sale	due Feb 25	Trip.com promoted limited-time coupons and seasonal sales to encourage bookings and boost travel demand.

From February to early March, travel companies promoted Guam through price-led sales and limited-time offers for spring break. Along with discounts and low-cost packages, they used model itineraries and perks to add value. Exposure from Yoni no Channel also boosted Guam's visibility, which travel companies used to further expand related promotions.






Mar 14, 2026, The Guam Marianas Pro Nagoya 2026 tournament at Aichi Budokan recorded 1,200+ athlete entries from multiple countries, becoming the largest event in the circuit's history. The competition strengthens Guam's global jiu-jitsu network while promoting the Guam Marianas Open in Guam later this year and supporting Guam's sports tourism visibility.






SEAT CAPACITY SUMMARY



	MAR	APR	MAY	TTL
	30,378	23,406	24,568	78,352
 JAPAN AIRLINES	6,169	5,970	6,169	18,308
	12,285	1,134	1,323	14,742
TTL	48,832	30,510	32,060	111,402

NUMBER OF FLIGHT SUMMARY



	MAR	APR	MAY	TTL
	183	141	148	472
 JAPAN AIRLINES	31	30	31	92
	65	6	7	78
TTL	279	177	186	642

FLIGHT OPERATION - March



March Total Outbound Seat Capacity: 48,832

Interviews with various companies

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

ARLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Daily	6,169
	Available	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						18,454

FLIGHT OPERATION - April



April Total Outbound Seat Capacity: 30,510

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	4 , 9 8 0
	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	4 , 9 8 0
	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 , 3 2 8
	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	4 , 9 8 0
	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 h u , F r i	2 , 1 5 8
	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	4 , 9 8 0
T T L						2 3 , 4 0 6

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	5 , 9 7 0
	A v a i l a b l e (S u s p e n d e d : A p r 6 - 3 0)	T W 5 0 9	K K	1 0 : 4 0 / 1 5 : 3 0	D a i l y	9 4 5
	Charter	T W	N R T	1 0 : 4 0 / 1 5 : 2 5	4 6 , 1 4 2	1 8 9
T T L						7 , 1 0 4

FLIGHT OPERATION - May



May Total Outbound Seat Capacity: 32,060

Interviews with various companies

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA 827	NRT	11:00 / 15:45	Daily	5,146
	Available	UA 197	NRT	17:00 / 21:40	Daily	5,146
	Available	UA 865	NRT	17:55 / 22:40	Mon, Fri	1,328
	Available	UA 848	HND	23:35 / 4:25+1	Daily	5,146
	Available	UA 136	NGO	11:30 / 16:00	Mon, Thu, Fri (+2fl)	2,656
	Available	UA 150	KIX	11:05 / 15:40	Daily	5,146
TTL						24,568

AIRLINES	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL941	NRT	9:30 / 14:15	Daily	6,169
	Available (Suspended: 5/08 ~ 7/16)	TW 509	KIX	10:40 / 15:30	Daily	1,323
TTL						7,492

DESTINATION COMPARISON BY CAMPAIGN

Singapore



Singapore Tourism Board Partners on Disney Cruise Line-Themed Marina Bay Activation

- Singapore Tourism Board joined United Overseas Bank, Marina Bay Sands, and Disney Cruise Line for a two-month Marina Bay campaign from 26 February to 30 April 2026.
- The campaign features a Disney Cruise Line-themed sky show from 13 to 15 March, helping drive attention and visits to the Marina Bay area.
- The activation also includes photo spots, a lucky draw, an in-app game, and special offers from more than 70 participating partners.

Hawaii



Hawai'i Tourism Japan Joins Expedia and Visa on Hawaii Travel Campaign in Japan.

- Hawai'i Tourism Japan, Expedia, and Visa launched a joint campaign to boost travel demand for Hawaii.
- The promotion features package discounts on flight + hotel bookings across more than 40 hotels.
- Visa cardholders can also access limited-time coupons for hotel-only or package bookings.

Thailand



Tourism Authority of Thailand Extends "Feel All the Feelings" Campaign Featuring LISA.

- The Tourism Authority of Thailand expanded its "Feel All the Feelings" campaign featuring LISA (BLACKPINK) across multiple media nationwide in February 2026.
- The campaign invites people to spot LISA at key locations and engage with Thailand's travel image through shareable, public-facing media.
- The promotion builds on TAT's broader effort to connect celebrity appeal with destination branding and encourage interest in Thai landmarks and travel experiences.



OLD BUSINESS

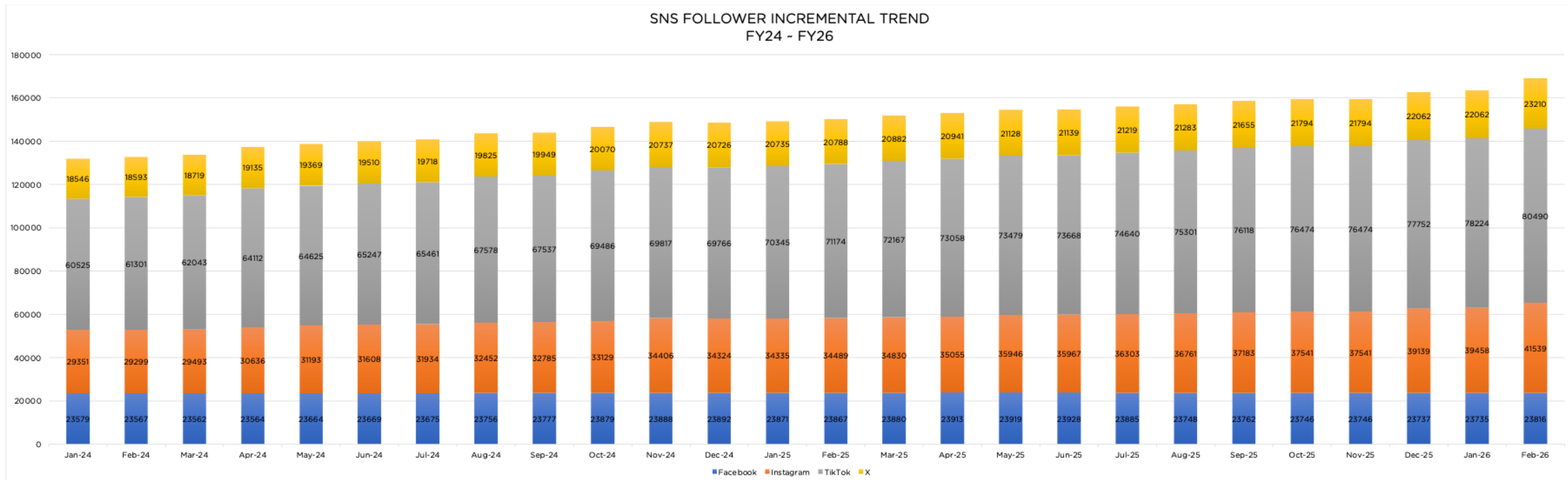
SNS HIGHLIGHTS



From FY24 to FY26, the number of SNS followers has shown steady overall growth. In particular, Instagram and TikTok saw significant increases driven by brand campaigns. X (formerly Twitter) also experienced steady follower growth, supported by campaign initiatives and PR activities featuring talent.

FY23	fluctuation
Facebook Follower	81
Instagram Follower	2,081
TikTok Follower	2,266
Twitter Follower	1,148
TOTAL	5,576

SNS FOLLOWER INCREMENTAL TREND
FY24 - FY26



SNS HIGHLIGHTS

Follow & Repost Campaign on X : Win a JP Superstore GUAM Goods Set

固定
グアム政府観光局 (公式) @visitguam_jp · 21時間

🎁 【5名様に当たる】
グアム政府観光局スタッフ厳選 ✨
JP Superstore GUAM グッズセット プレゼント 🌺

応募はかんたん！
① @visitguam_jp をフォロー
② この投稿をリポスト

JP Superstore GUAM
お土産キャンペーン2026開催中 🇬🇺
(2026年3月25日 水 23:59 まで)

詳細はこちら 📌
さらに表示



グアム政府観光局
Made in GUAM
♥️ GUAM ベア
GUAM ビーチサ
GUAM ハイビス
GUAM デザイン

56 1,348 537 2.1万


Posts aligned with PR initiatives leveraging Yonino Channel and Koyakky Channel received strong engagement.

グアム政府観光局 (公式) @visitguam_jp

よにのちゃんねるの
二宮和也さん・山田涼介さん・菊池風磨さんさんが、ついにグアムに 🌺
🌴 ✨

▶️ youtu.be/W5RDFIJ2-7M?si...

#HereWeGuam #Guam #よにのちゃんねる #南国リゾート #海外旅行 #二宮和也 #山田涼介 #菊池風磨



youtube.com
#500 【大型企画発動!!】 こんな雪の日に投稿するの? の日皆様、こんばんは♪ よにのちゃんねるです!!!! 今週もお疲れ様でした 🌤️ 今日では東京でも積雪を観測した日でもあります...

午後1:35 · 2026年2月9日 · 27.3万 件の表示

6 1,353 6,536 180

グアム政府観光局 (公式) @visitguam_jp

【緊急告知 📢 グアム公開収録決定】
グアム好きとしても知られる人気YouTubeチャンネルコヤッキースタジオの大人気企画「シンジラレナイハナシ」が、グアムを舞台に公開収録を実施します 🌟

グアム現地ではしか体感できない特別回を、無料でご観覧いただけます。公開収録の観覧をご希望の方は、以下のフォームよりお申し込みください。

▼お申し込みフォームはこちら
forms.gle/wXigxzHsqazYHC...


【公開収録概要】
イベント名：シンジラレナイハナシ in グアム
日程：2026年2月25日 (水)
時間：18:00開始 (20:00終了予定)
出演：コヤッキー様、とーや様 ほか
会場：クラウンプラザリゾートグアム タシガーデンエリア

グアムで開催される貴重な公開収録となります。ぜひこの機会にご参加ください。

※事前登録をいただいた方にはお席をご用意いたします。より近くでご覧になりたい方は、事前のお申し込みをおすすめいたします。

※当日はウォークインでの観覧も予定しておりますが、満席の場合はご入場いただけない場合がございます。あらかじめご了承ください。

#グアム #コヤッキースタジオ #シンジラレナイハナシ #公開収録 #hereweguam



docs.google.com
【締切】コヤッキースタジオ「シンジラレナイハナシ in グアム」観覧をご希望の方は、こちらのフォームに必要事項をご入力ください。事前にご登録いただいた方にはお席をご用意...

午後9:54 · 2026年2月19日 · 9.1万 件の表示

1 64 205 13

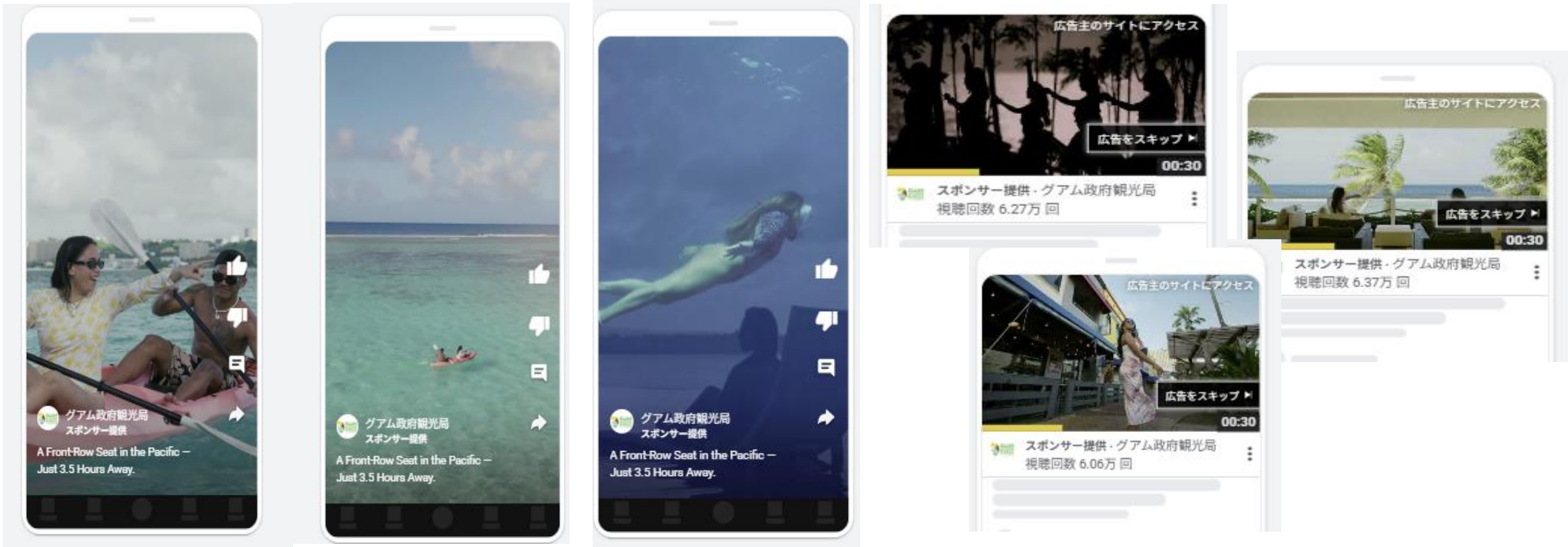
ALWAYS ON ADS/ CV ADS



A total of approximately **36 million** reach was achieved across January and February.

The TYPE A creative, which showcases a wide range of Guam's attractions including the Tumon area, hotels, beaches, and the mountains of Guam, generated particularly strong engagement.

<https://www.youtube.com/watch?v=ANlbVa-l2qQ>



A total of six videos have been released, and the total number of views has **exceeded 10 million**. The hats and hoodies worn by the three members of Yonino Channel (in the colors worn by the talents) have already sold out, and it appears that many fans are visiting the restaurants featured in the videos.

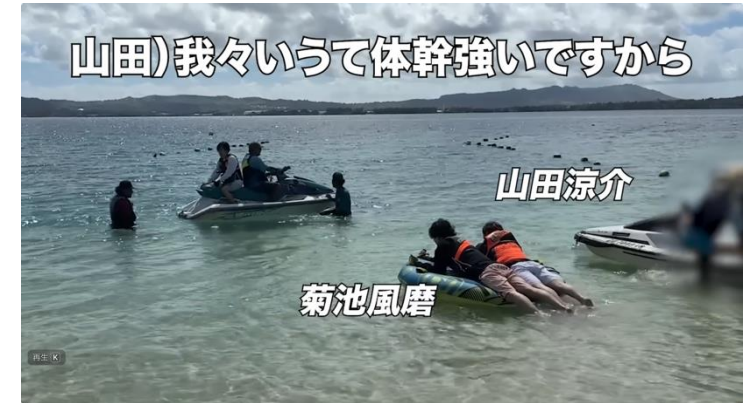
No6 : 2.12 M



No2 : 1.83 M



No3 : 1.32 M



No4 : 1.66 M



No5 : 1.36 M



No6 : 2.45 M



KOYAKKY STUDIO FILMING FAM

- A Guam edition of the popular Japanese YouTube program “Shinjirarenai Hanashi” was recorded in Guam by Koyakky Studio as a live audience event. The recording took place on February 25, 2026 at Tasi Garden, Crowne Plaza Resort Guam, with two sessions held from 18:00–20:00 and 21:00–23:00. The live recording attracted 17 attendees from Japan who traveled to Guam to participate in the event.
- Koyakky Studio, known for producing Guam-related videos that have already gained high view counts, led the project together with six additional participating channels, bringing the total number of participating channels to seven. The combined subscriber base of these creators exceeds 5.5 million. During their stay, the creators also filmed additional Guam-related content, which will be released sequentially on their respective channels.



KOKO ROAD RACE - FM OSAKA



- Broadcast Date
 - Feb ~ Apr, 2026 – FM Osaka “Aka-Maru” Guam Special – Bi-Weekly basis
- Objective
 - Promote the Guam Ko’ko’ Road Race and position Guam as a sports tourism destination for Japanese runners.
- Content
 - Introduced the race, course, and Guam travel appeal. Guest runner Tomomi Nakajima shared marathon insights, while official travel packages from Kansai (hotel, trolley pass, GuamPay coupons) were promoted.



Program recording



KOKO ROAD RACE – STEP CO-PROMOTION



4月開催! Step × GUAM VISITORS BUREAU
南国グアムでリゾートランニングにチャレンジ!
グアムココロドレース2026
ランニングシューズを購入して、グアムで走ろうキャンペーン
キャンペーン期間：2026年1月31日(土)～2月23日(日)

Aコース 購入金額1,000円以上のシューズ
ステップ店舗にて総額1,000円以上(税込)ご購入いただいた方の中から抽選で
グアムココロドレース2026
参加登録料 無料コード
100名抽選

Bコース 購入金額10,000円以上のシューズ
ステップ店舗にて総額10,000円以上(税込)のランニングシューズを購入した方の中から抽選で
グアム往復航空券&ココロドレース2026
参加登録料 無料コード
3名抽選

KO'KO'ROAD RACE
グアム政府観光局主催
キッズファンラン / ハーフマラソン / 駅伝5kmリレー
2026年4月11日(土)・12日(日)
グアム イアホビーチパーク前スタート

グアムは日本各地からわずか3時間の飛行時間、時差はたったの1時間、空港からホテルエリヤまで最短10分という自然のアクセス！毎への負担も少なく、ランナーにとって理想的なビーチリゾートです。本レースの魅力は、自然豊かなコースを駆け抜け、心地よい風と美しい海を眺めながら走る。ここでしか味わえない特別なリゾートランニング体験です。

武田 真治さん

GUAM VISITORS BUREAU #HereWeGuam

• Campaign Summary

- The Step × Guam Visitors Bureau campaign promoted the Guam Ko'ko' Road Race 2026 through Step running stores across Japan.
- Customers spending ¥1,000+ could enter a lottery for free race entry (100 winners), while those spending ¥10,000+ had a chance to win a round-trip flight to Guam plus race entry (3 winners).
- Running Jan 31 – Feb 23, 2026, the campaign aimed to drive sports tourism and Japanese runner participation for the race held April 11–12, 2026 in Guam.



V-TUBER PROGRAM

Project Overview:

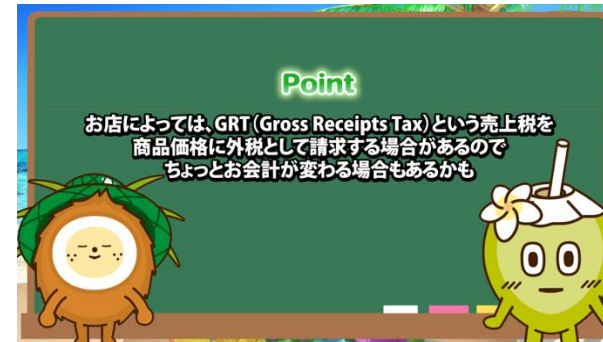
V-tubers Manha and Niyok will serve as iconic representatives, highlighting Guam's unique attractions and creating an engaged fanbase on social media.

Update:

- The channel has successfully reached 3,000 followers, representing a key milestone in its growth.
- Moving forward, engagement will be further strengthened through the implementation of a Guam giveaway campaign and collaborative initiatives with YouTubers.

Numerical Status (Oct 1, 2025 – March 12, 2026)

Channel Impressions	186.6K
Monthly Audience	2.7M
# of followers increased	+ 137



FOOD TRUCK PROGRAM

We have launched CHamoru food promotions using food trucks in both Tokyo and Osaka. Starting this year, CHamoru spareribs have been added as a new menu item to enhance the program.

February Result

OSAKA	NAGAI PARK	Denanche Burger	100
		CHamoru bowl	100
OSAKA	HANAHAKU TSURUMI PARK	Denanche Burger	82
		CHamoru bowl	48
OSAKA	MORINOMIYA PARK	Denanche Burger	31
		CHamoru bowl	22
TOKYO	ASAGAYA STATION	Denanche Burger	26
		CHamoru bowl	22
TOKYO	TOKYO KOTSUKAIKAN	Denanche Burger	21
		CHamoru bowl	22
SAPPORO	YUKIMATSURI 2026	CHamoru soup	751
		CHamoru bowl	321

Total units sold

1,546



March Event Schedule:

Tokyo

14th–22nd @ Ueno Park Cherry Blossom Festival

26th–27th @ Tokyo Kotsu Kaikan

Osaka

7th–8th @ Hanahaku Tsurumi Ryokuchi Flea Market

20th–22nd @ Maishima Marche

HIS THANKSGIVING FESTIVAL



GVB Promotes Guam at HIS “Dai Kanshasai” Travel Fair
Mar 7–8, 2026

- 10,000+ visitors over two days
- Promoted:
 - Ko’ko’ Road Race
 - HIS Guam family tour (launching April, featuring Shimajiro)
 - Distributed guidebooks
 - Eco-bags offered for social media follows
- Stage appearance:
YouTuber Koyakky (4M+ followers)
Talk session drew 500+ audience



UMAIMON KOSHIEEN STUDENT EXCHANGE PROGRAM

Culinary Exchange Program – Key Highlights

Hosted by GVB & GCC (Mar 11, 2026)

Venue: GCC Culinary Arts & Baking Center

Participants:

Winning team from Japan’s “Umaimon Koshien”
Hirosaki Vocational High School (Aomori)

Exchange Highlights:

Japanese students presented winning dish
GCC students prepared traditional Chamoru cuisine
Cultural and culinary exchange through shared dining

Dishes Featured:

Jawamegu Sushiko Parfait (Japan)
Kelaguen, Titiyas (Guam)

Distinguished Guests:

Consul-General Susumu Ueda & Mrs. Ueda
Chef Koji Tanimoto (Japanese Consulate)



2026 Guam Marianas Pro Nagoya

2026 Guam Marianas Pro Nagoya Jujutsu Tournament

Date: March 14, 2026

Venue: Aichi Budokan in Nagoya City

GVB Contribution:

Frank P. Arriola, GVB Deputy General Manager and Vice President, attends the event, give opening remarks, and present prizes to players.

GVB will also host a booth to distribute flyers and play PR videos.

Objectives:

To raise awareness of Guam and increase travel demand among Japanese audiences.

To promote sports tourism between Japan and Guam through support of the event.

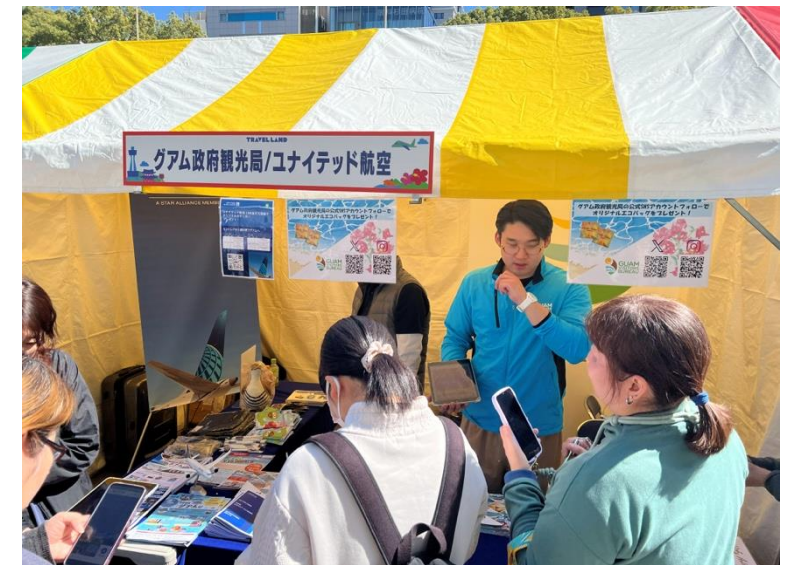


Travel Land in Nagoya



GVB Promotes Guam at Travel Land in Nagoya

On March 14–15, 2026, at Hisaya-odori Park in Nagoya, the Guam Visitors Bureau exhibited a booth at “Travel Land,” a large-scale consumer travel event in the Nagoya area attracting approximately 70,000 visitors, and conducted promotional activities aimed at increasing awareness of Guam and stimulating travel demand by directly showcasing the destination’s attractions and latest information to potential travelers in the Chubu region.



GROUP SUPPORT PROGRAM



- Over the past month, 10 new applications were submitted, with a total increase of over 200 individuals.
- Groups are also increasing during the summer season.

Subject	as of 09 Feb. 2026	as of 12 Mar. 2026	Increased
Total number of groups applying (cumulative)	73	83	10
Total number of groups cancelling (cumulative)	1	1	0
Total Number of Pax (cumulative)	4030	4220	190
Total subsidy amount	\$73,958	\$74,417	\$459
ROI	\$18.35	\$17.63	(\$0.72)

EDUCATIONAL TRAVEL SUPPORT PROGRAM



Over the past month, there was 5 new application, with an increase of Over 100 students.

Subject: Educational Support	as of 09 FEB. 2026	as of 12 MAR. 2026	Increased
Total number of groups applying (cumulative)	27	32	5
Total number of groups cancelling (cumulative)	0	0	0
Total Number of Pax (cumulative)	1549	1653	104
Total subsidy amount	\$41,720	\$53,013	\$11,293
ROI	\$26.93	\$32.07	\$5.14



NEW BUSINESS

KOKO ROAD RACE



Race Registrations from Japan (as of March 10)

Total: 202 participants

- Half Marathon: 156 participants Ekiden
- Relay: 48 participants (12 teams)



Japanese University Ekiden Teams



- Participation from the Japan market in the Ko'ko' Road Race is growing strongly this year.
- In addition to Ambassador Shinji Takeda and other influencers, the event will feature the previous Half Marathon champion, Olympic gold medalist Naoko Takahashi (supported by HIS), and four Japanese university Ekiden teams.
- General registrations from Japan have already surpassed last year's numbers.



- The new cast is almost finalized. Filming is scheduled to begin on April 23.
- This season features a stronger cast lineup than the previous season, including several well-known actors.
- A strategic communication plan will activate social media and digital platforms throughout the filming period to build anticipation and engagement ahead of the broadcast.

BRAND CAMPAIGN – TAXI ADS IN TOKYO



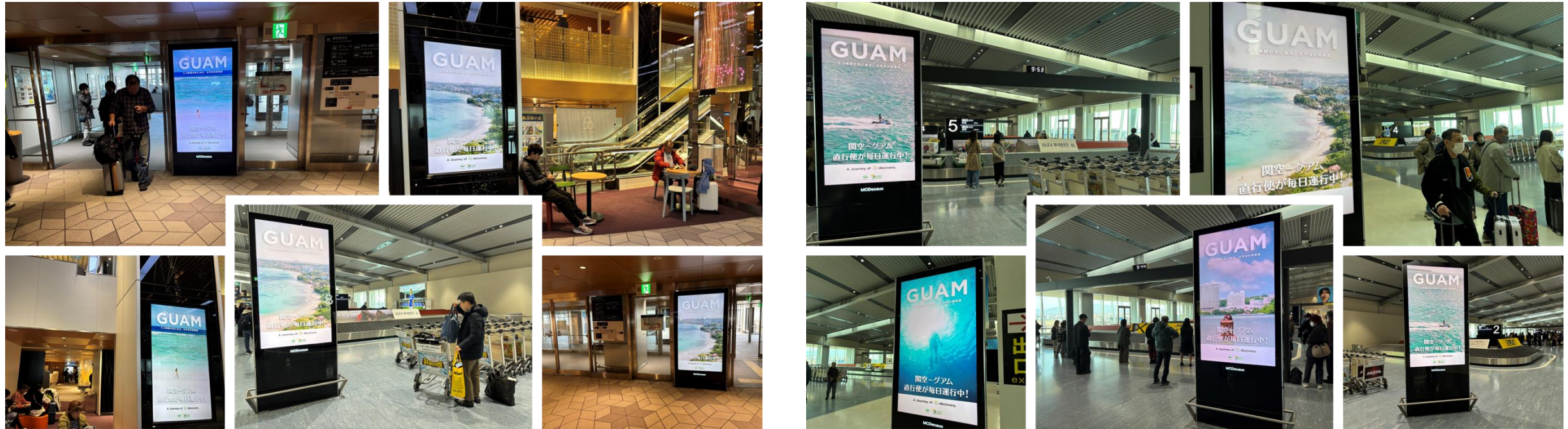
- Taxi Advertising Campaign Performance (GROWTH Network – Tokyo 23 Wards)
- Campaign Period: April 6 – April 20 (2 weeks)
- Total Video Plays: 2.4 million views
- Coverage: Taxi digital signage across Tokyo’s 23 wards
- Estimated Monthly Network Reach: ~10–12 million viewers
- Average Passenger Viewing Time: 15–20 minutes per ride
- Implication:
 - High-frequency exposure to urban business and high-income audiences during extended ride times, generating strong brand visibility in Tokyo’s core market.

REGIONAL OOH – OSAKA – ITM AIRPORT



Branding Video Campaign at Itami Airport, One of Osaka's Major Airports

Our branding video campaign is now running at Itami Airport, one of the major airports serving Osaka. The video is displayed on 10 monitors located at the arrival gate, reaching a large number of domestic travelers. Itami Airport is widely used for flights to major destinations across Japan, including Okinawa, making it an effective location to connect with a broad range of passengers. The campaign runs from March 1 to March 31.



REGIONAL OOH – OSAKA METRO



- Kansai Airport OOH Campaign Summary
- Objective
 - To raise awareness of Guam as a convenient overseas resort and attract Kansai travelers considering domestic resort destinations such as Okinawa or Hokkaido.
- Content
 - OOH advertisements at Kansai International Airport highlighted Guam's proximity, tropical resort appeal, and accessibility from the Kansai region, positioning Guam as an attractive alternative to domestic resort travel.
- Period
 - Mar 16 – Sep 30, 2026

HIS CONVERSION PROMOTION



HIS to Launch Shimajiro Family Guam Tour for Summer 2026

Overview

- HIS will launch a **Guam tour in collaboration with “Shimajiro,”** a highly popular children’s character in Japan.
- **Sales begin in April 2026,** targeting the summer vacation season.

Key Features

- **Guam culture stamp rally** for families
- **Shimajiro photo spots** around the destination
- **Shimajiro collaboration rooms** at participating hotels

Expected Impact

- Designed as a **family-focused travel product**
- Expected to **attract strong demand from the family segment** during summer holidays.

HIS



UA COOP: 737 MAX LAUNCH FAM



- Objective: Promote United Airlines' B737 MAX deployment and strengthen awareness of Guam routes through media exposure.
- Content: Invite key media and influencers to experience the aircraft, onboard product, and Guam destination, generating PR and social coverage.
- Schedule
 - 3/17 HNDGUM
- 3/18
 - Morning - Rest at Hotel
 - Lunch - Open
 - Afternoon - Open to Guam tour/activity
 - Cocktails / Dinner - hosted by United
- 3/19 GUMHND
 - 8:00 AM - 11 AM United Media Event - United Hangar
 - Lunch – Open
 - 5:00 PM – Airport inspection
 - Depart GUM on UA849

UA COOP: NGO GUM – REIWA TRAVEL PROMOTION



- Objective
 - Drive awareness and bookings for Guam from the Nagoya (Centrair) market.
- Content
 - YouTube & Instagram video launch (≈4,000 views in 4 days) targeting active female travelers
 - ~1,000 flyers distributed at Travel Land Nagoya (Mar 14–15)
 - Half-page ad in Chunichi Shimbun on Mar 20 (with bonus mileage campaign)
- Period
 - March 2026

AVIATION PROMOTION



Korean Air × AirTrip

航空会社	出発地	到着地	価格
KE	札幌	グアム	¥38,000～
KE	東京 (成田)	グアム	¥38,000～
KE	東京 (羽田)	グアム	¥38,000～
KE	名古屋	グアム	¥38,000～
KE	新潟	グアム	¥41,000～
KE	小松	グアム	¥41,000～
KE	大宮	グアム	¥38,000～
KE	神戸	グアム	¥38,000～
KE	岡山	グアム	¥41,000～
KE	福岡	グアム	¥38,000～
KE	熊本	グアム	¥41,000～
KE	鹿児島	グアム	¥41,000～
KE	沖縄	グアム	¥41,000～

We are promoting Guam as a convenient destination that can be easily accessed via Korean Air (KE) from areas where direct flights are not available.

Veltra × Family-Focused Campaign

【2026年最新版】子連れファミリーで楽しむ！グアム旅行完全ガイド～初めての海外でも安心な理由と失敗しないコツ～(PR)

目次

- はじめに | なぜ今、子連れ海外旅行に「グアム」が選ばれるのか？
- 【安心ポイント①】パパ・ママの負担が最小限！「フライト時間」と「時差」の魔法
 - 2-1 | 3時間のフライトは「映画1本分」：子供が眠る前に到着するメリット
 - 2-2 | 時差わずか1時間：帰国後の生活リズムが崩れない重要性
 - 2-3 | 深夜便・午前便の選び方、機内での過ごし方アドバイス
- 【安心ポイント②】海外デビューに最適！日本語が通じる安心感と治安の良さ
 - 3-1 | 「英語ができなくても大丈夫」は本当？ホテル、ショップ、レストランでどうもいらい通じるのか？
 - 3-2 | グアムは日本人に優しい島：フレンドリーな現地ガイド、スタッフと比較的安全な治安
 - 3-3 | 万が一の時の備えも忘れずに：海外旅行保険と現地クリニックについて
- 【先着50名様限定】3,000円OFFクーポン配布中！
- 【予算・円安対策】賢く遊ぶ！グアム旅行の最新コスト事情
 - 5-1 | 円安に負けない楽しみ方
- 【宿泊】プールで1日遊べる！子連れに強い厳選ホテル3選
 - 6-1 | 【Duet Beach Resort Guam】立地最強で子供プールあり
 - 6-2 | 【レニファック・アイルランド、クラブ・ダム、PCC】子連れ旅行の新しい発見

Veltra has published a “Complete Guide to Enjoying Guam with Kids,” featuring activities and travel tips for families planning trips during Golden Week and the summer holidays.

- CALL TO ORDER
- REPORT OF MANAGEMENT
- JAPAN MARKET REPORT
- OLD BUSINESS
- NEW BUSINESS
- ANNOUNCEMENTS
 - JMC January Meeting – March Report Only
 - JMC February Meeting – April 14, 2026 at GVB Main **ADJOURNMENT**

- CALL TO ORDER
- REPORT OF MANAGEMENT
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- NEW BUSINESS
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- ADJOURNMENT

SI YU'OS MA'ÅSE'

