

JAPAN MARKETING UPDATE MEETING MINUTES

Tuesday, November 18, 2025 | 2:00 pm

GoToMeeting | ID: 196-870-885

EXHIBIT A

<p><u>GVB Board Director, Management, Staff Present:</u></p> <ol style="list-style-type: none"> 1. Ken Yanagisawa, JMC Chairman, Board Director 2. Regine Biscoe Lee, President and CEO 3. Nadine Leon Guerrero, Director of Global Marketing 4. Regina Nedlic, Senior Marketing Manager - Japan 5. Mai Perez, Marketing Manager - Japan 6. Mike Arroyo, Web & IT Coordinator Assistant 7. Nicole Benavente, Senior Marketing Manager - Korea (Online) <p><u>GVB Japan Online:</u></p> <ol style="list-style-type: none"> 8. Nobuyoshi Shoji - Japan Account Director 9. Masato Wakasugi - Japan Trade Sales Director 10. Yoshimasa Yanagihara - Japan Sales Trade Executive 11. Yoshika Matsumoto - Japan Digital Planner 12. Taiichi Higuchi - Japan Marketing Executive 13. Kiyomi Kawasaki - Japan Sales Trade Assistant 	<p><u>Observers Attendance In Person</u></p> <ol style="list-style-type: none"> 1. GPO- Monte Mesa 2. Hoshino Resort - Albert Itoh <p><u>Observers Attendance Online:</u></p> <ol style="list-style-type: none"> 3. Leo Palace - Keiko Takano 4. GPO - Estella 5. Nissan - James Valencia 6. Lotte - Hiroko Tajima 7. JAL - Hideo Owano 8. Westin - Yoshi Otani 9. The Tsubaki Tower - Hiromi Matsuura 10. Donki - J Aguilar 11. JCB - Rui Miyamori 12. Donki - Uta Miyazawa 13. Baldyga - Annie 14. Hyatt - Chizuru Wakabayashi 15. Ayualam - Yuta Hasegawa 16. United - Paula Monk 17. Hyatt - Madelaine Cosico 18. Baldyga - Mari Oshima 19. GPO - Suzanne Perez 20. Sky Dive - Ayaka Yamaguchi 21. Arluis - Yoshiki Sato 22. TSP - Gloria
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CALL TO ORDER

- Japan Marketing Chairman Ken Yanagisawa, GVB Board director, called the Meeting to order at 2:00 pm.

REPORT OF MANAGEMENT

- Ms. Regina Nedlic presented the arrival number.

September 2025



September 1-30, 2025

Total: 56,973 (+12.7%)

% Market Mix	Origin	2019	2024	2025	% vs LY
34.9%	Japan	59,545	15,126	19,904	31.6%
47.7%	Korea	61,405	26,161	27,183	3.9%
9.2%	US/Hawaii	5,385	5,195	5,250	1.1%
1.7%	Philippines	1,272	853	945	10.8%
0.9%	Taiwan	2,145	203	535	163.5%
0.8%	China	827	360	460	27.8%
0.1%	Hong Kong	344	47	40	-14.9%

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

Note: September 2025 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2025



January – September 30, 2025

Total: 552,630 (-1.9%)

% Market Mix	Origin	2019	2024	2025	% vs LY
33.1%	Japan	503,788	152,901	183,128	19.8%
46.9%	Korea	552,265	289,561	259,203	-10.5%
11.0%	US/Hawaii	70,796	66,303	61,051	-7.9%
1.9%	Philippines	14,305	9,587	10,508	9.6%
1.2%	Taiwan	22,058	2,392	6,523	172.7%
0.7%	China	9,246	3,889	3,748	-3.6%
0.1%	Hong Kong	4,366	538	543	0.9%

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

Note: September 2025 Daily Arrivals reflect Civilian Air arrivals only



Fiscal Year to Date 2025



October 2024 – September 30, 2025

Total: 727,886 (-3.2%)

% Market Mix	Origin	2019	2024	2025	% vs LY
32.8%	Japan	664,571	203,474	238,974	17.4%
47.2%	Korea	734,332	392,681	344,002	-12.4%
10.9%	US/Hawaii	93,394	86,325	79,438	-8.0%
2.0%	Philippines	20,708	13,235	14,465	9.3%
1.1%	Taiwan	28,346	2,913	7,727	165.3%
0.6%	China	12,588	4,817	4,730	-1.8%
0.1%	Hong Kong	6,394	777	707	-9.0%

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

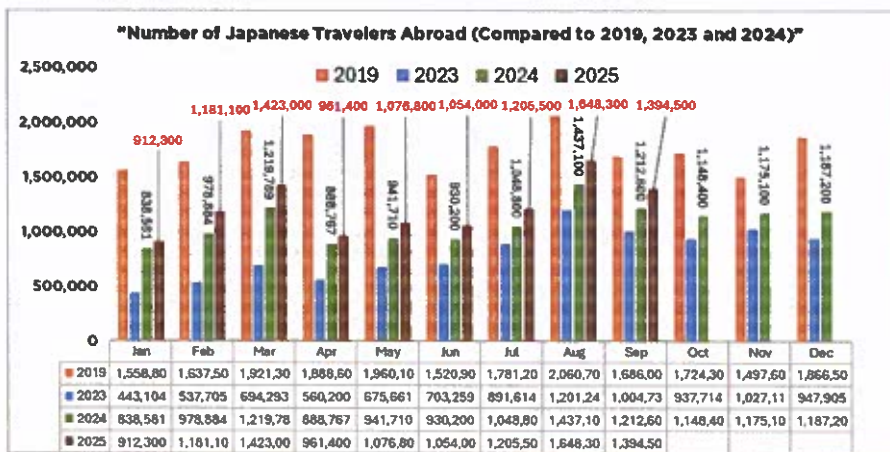
Note: September 2025 Daily Arrivals reflect Civilian Air arrivals only

MARKET INFORMATION



Japanese Overseas Travel Recovers:

- According to JNTO, about 1.39 million Japanese travelers went abroad in September 2025, up 15% year-over-year, showing steady recovery since July.
- The figure is still around 20% below 2019 levels, but continues to move closer to pre-pandemic numbers, indicating a stable rebound in outbound travel demand.



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MARKET INFORMATION



Guam's Popularity Rises as a Top Winter Holiday Destination

— Ranked Highly in Two Recent Japan Market Surveys —

- > **VELTRA (2025–26 Winter Holiday Season)**
 - Guam jumped to **No. 3** among the most popular overseas destinations.
 - Strong recovery as a preferred short-haul beach resort for Japanese travelers.
- > **Travelko (Nov–Dec 2025)**
 - Guam ranked **No. 4** in overseas travel search rankings.
 - Searches increased to **about 120% year-over-year**, showing continued interest.
- > **Why Guam Is Being Chosen (Common Points)**
 - Easy access: ~4-hour flight, 1-hour time difference
 - Reasonable pricing even during the New Year peak
 - Strong appeal for families, girls' trips, and short stays
- > **Looking Ahead**
 - As traveler interest continues to grow, closer collaboration between Guam and Japan can help naturally build on this positive momentum together.

By VELTRA

Rank 2025-26	Destination	Rank 2024
1	Hawaii – Oahu	1 (→)
2	Thailand – Bangkok	2 (→)
3	Guam	6 (↑)
4	Australia – Cairns	3 (↓)
5	Taiwan – Taipei	4 (↓)
6	France – Paris	5 (↓)
7	Spain – Barcelona	14 (↑)
8	Australia – Sydney	9 (↑)
9	Vietnam – Hanoi	8 (↓)
10	UAE – Dubai	7 (↓)

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MARKET INFORMATION



Japan Market – Guam Campaigns (November-Later autumn 2025)

Company	Campaign	Period	Note / Features
HIS	Christmas Campaign (Guam)	Nov 11 – Apr 1, 2025	Guam 4-day tour packages from ¥49,800. Includes flight and hotel with United Airlines. Limited-time offer.
	Niigata–Guam Tour Campaign (Korean Air via Incheon)	Nov 1, 2025 – Mar 24, 2026	Niigata–Guam tours using Korean Air via Incheon, incl. free 1-day Niigata Airport parking (limit 50 cars).
T'way air	Monthly "Travel to Guam" Campaign	Nov 4 – 30, 2025	25% OFF Kansai–Guam flights and special October promotions.
ANA	Time-Sale Coupons for Overseas Dynamic Packages (incl. Guam)	Nov 11 – 19, 2025	Time-sale coupons for ANA Travelers "flight + hotel" dynamic packages, including Guam, coupon-valid travel from Dec 1, 2025 to Jun 30, 2026.
Skyticket	Winter Travel Sale (Guam)	Oct 6 – Nov 17, 2025	Discounted Guam tours in skyticket's Winter Travel Sale, with Guam packages from ¥81,600.
Coccoloca	Limited-Time Overseas Flight + Hotel Sale (incl. Guam)	Until Nov 12, 2025	Flight + hotel packages to Guam from ¥58,000 per person; hotels up to 75% OFF.

Japanese travel companies are promoting budget-friendly Guam trips for winter 2025 through limited-time sales, early-bird coupons, and perks such as parking and hotel discounts, aiming to boost "flight + hotel" packages and attract travelers from both major and regional airports.

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Japan Marketing Activities



Japan Market – “GOGO GUAM Hāfa Adai Campaign 2026” Launch

The GVB Japan has launched the “GOGO GUAM Hāfa Adai Campaign 2026.” Following last year’s success, peco, a popular Japanese influencer and fashion icon with over 2.5 million followers, continues as campaign ambassador. GUAM PAY sales began November 1 (valid Dec 1–Apr 30, no blackout dates), and GUAM BONUS runs Dec 1–Sep 30, offering added value to travelers and local partners alike.

The number of partner businesses participating in the Guam Pay Program has increased to 21 locations (including OTAs)!



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Japan Marketing Activities



Launch of “Group Support Program 2026”

The Guam Visitors Bureau Office has launched the Group Support Program 2026 to promote group travel from Japan. Under this program, GVB provides financial assistance to travel agencies when groups use services offered by GVB member companies, such as parties, meetings, optional tours, sightseeing, or golf activities. Subsidies range from ¥1,500 (approx. \$10) to ¥4,000 (approx. \$27) per person, with a flat ¥500,000 (approx. \$3,300) offered for groups of over 100 participants. The eligible travel period runs from November 10, 2025 through September 30, 2026.



#HereWeGuam
ハーフアダイキャンペーン

グアムグループプログラム 2026

グアム観光局が主催する、グアム観光局メンバー企業を利用したグループ旅行の促進を目的とした、グアム観光局が提供する支援プログラムです。

1. 対象期間
2025年11月10日～2026年9月30日

2. 対象人数
2025年11月10日～2026年9月30日までの期間

人数	1人あたり	1人あたり
15名～19名	1,500円	1人あたり
20名～29名	2,000円	1人あたり
30名～39名	2,500円	1人あたり
40名～99名	3,000円	1人あたり
100名以上	500,000円	1人あたり

※ 1人あたり最大 ¥4,000 (約 \$27) までです。

※ 100名以上の場合は、別途お問い合わせください。

※ 詳細は、グアム観光局ウェブサイトをご覧ください。

※ お問い合わせ先

グアム観光局

1. 対象期間
2. 対象人数
3. 対象企業
4. 対象地域
5. 対象業種
6. 対象団体
7. 対象国
8. 対象言語

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Japan Marketing Activities



FY26 One Guam Executive Meeting

Nov 4, 2026 / 12:00-13:00 / Tokyo

Participants:

JMC Chairman Yanagisawa, GVB Japan team, major Japanese travel agencies (Total 21 attendees)

Key Updates from Guam

- Japan visitor arrivals: current status & outlook
- Guam International Dance Festival preparations
- Tumon Night Market progress
- FY26 air seat budget update & request for stronger sales promotion

GVB Japan Updates

- FY26 marketing direction
- Launch of GOGO GUAM Håfa Adai Campaign (Dec start)
- Group travel incentive program overview & usage request

Outcome




- Japan market continues a strong recovery
- Agencies expressed support for further accelerate FY26 visitor growth



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SEAT CAPACITY SUMMARY



	NOV	DEC	JAN	TTL
UNITED 	24,900	29,714	26,062	80,676
 JAPAN AIRLINES	5,970	6,169	6,169	18,308
	5,670	6,804	5,859	18,333
TTL	36,540	42,687	38,090	117,318

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NUMBER OF FLIGHT SUMMARY



	NOV	DEC	JAN	TTL
UNITED	150	179	157	486
JAPAN AIRLINES	30	31	31	92
t'way	30	35	32	97
TTL	210	245	220	675

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FLIGHT OPERATION - November



November Total Outbound Seat Capacity: 36,540

Interviews with various companies

AIRLINE	CURRENT STATUS	FLIGHT	ORIGIN/DEST	TIME	FREQUENCY	SEAT CAPACITY
	Available	UA 827	NRT	11:00 / 15:45	Daily	4,980
	Available	UA 197	NRT	17:00 / 21:40	Daily	4,980
	Available	UA 865	NRT	17:55 / 22:40	Mon, Fri	1,328
	Available	UA 848	HND	23:25 / 4:25+1	Daily	4,980
	Available	UA 136	NGO	11:30 / 16:00	Mon, Tue, Thu, Fri, Sun	3,652
	Available	UA 150	KK	11:05 / 15:40	Daily	4,980
TTL						24,900

AIRLINE	CURRENT STATUS	FLIGHT	ORIGIN/DEST	TIME	FREQUENCY	SEAT CAPACITY
	Available	JL 941	NRT	9:30 / 14:35	Daily	5,970
	Available from July 18, 2025	TW 509	KK	10:40 / 15:30	Daily	5,670
TTL						11,640

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FLIGHT OPERATION - December



December Total Outbound Seat Capacity: 42,687

Interviews with various companies

AIRLINE	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	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 8 Dec	UA 874	NRT	21:00 / 14:5+1	Daily	3,984
	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	3,652
	Available	UA 150	KX	11:05 / 15:40	Daily	5,146
TTL						29,714

AIRLINE	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL941	NRT	9:30 / 14:15	Daily	6,169
t'way	Available	TW 509	KX	10:40 / 15:30	Daily	5,859
	Charter	TW	FUK	9:00 / 11:55	12/27-28	378
	Charter	TW	NRT	9:30 / 11:55	12/29, 30, 31 only	567
TTL						12,973

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FLIGHT OPERATION - January



January Total Outbound Seat Capacity: 38,090

Interviews with various companies

AIRLINE	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	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 8 Dec to 2 Jan	UA 874	NRT	21:00 / 14:5+1	Daily	332
	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	3,652
	Available	UA 150	KX	11:05 / 15:40	Daily	5,146
TTL						26,062

AIRLINE	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL941	NRT	9:30 / 14:15	Daily	6,169
t'way	Available	TW 509	KX	10:40 / 15:30	Daily	5,670
	Charter	TW	KX	9:40 / 15:25	1/1 only	189
TTL						12,028

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DESTINATION COMPARISON BY CAMPAIGN



Macau



Macau Government Tourism Office's Promotion Using Japanese IP

- Collaboration with Japan's popular anime "Chibi Marukochan" and MGTO mascot Mak Mak.
- Video and social media promotion featuring characters introducing Macau's attractions.
- Japanese dance group Avantgardey participates to boost appeal among Gen Z
- Uses familiar Japanese characters to present "friendly, accessible Macau."
- "Aimed at stimulating Japan-market travel interest, with rollout ongoing since 2024."

Taiwan



Taiwan's Transit Passenger Gift Voucher Campaign

- Offers TWD 600 vouchers to transit passengers at Taoyuan Airport.
- For non-Taiwan passport holders with layovers under 24 hours.
- Period: Nov 2025 – Oct 2026 (valid until Dec 2026) usable at airport restaurants, shops, duty-free.
- Aims to encourage transit visitors to experience Taiwan; further initiatives planned.

Hawaii



Hawaii Tourism Japan - "Hawaii Teicho 2024" SNS Campaign

- HTJ ran an X (Twitter) and TikTok campaign during the Hawaii Teicho 2024.
- Campaign period: Oct 22 – 31, 2024.
- The Hawaii Teicho is a long-standing Hawaii favorite destination in Japan.
- Known for its "365 days of Hawaii" concept with photos and social media tips.
- Using a popular fan base to boost recognition, reputation and brand visibility on social media.

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OLD BUSINESS

- Ms. Nedlic presented the Old Business

SNS HIGHLIGHTS



Overall Trend

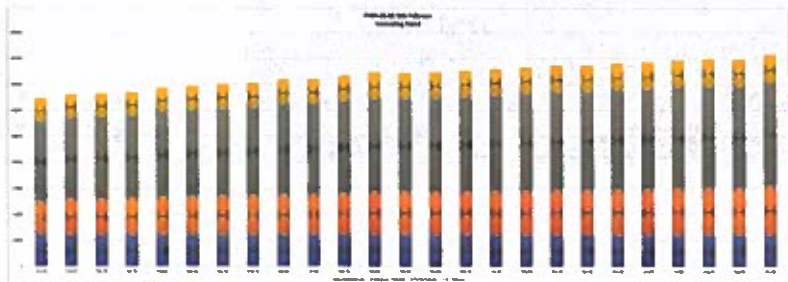
- Total followers continue to grow steadily (MoM +1.96%).
- Instagram and TikTok are the main growth drivers, making them effective priority platforms moving forward.
- Long-term trends also show stable and consistent growth across all SNS channels.

Summary

- Instagram Reels are performing well, achieving 1.5 times more reach compared to regular photo posts.



MoM	fluctuation	growth rate
Facebook Follower	-9	-0.04%
Instagram Follower	1,658	4.23%
TikTok Follower	1,278	1.64%
X Follower	268	1.21%
TOTAL	3,195	1.96%



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ONE GUAM MONTHLY MEETING



- On November 4, GVB hosted the first ONE GUAM MEETING in 26 years in Tokyo, with the Chairman.
- Fifteen members from travel agencies participated.
- This meeting served as the 2026 fiscal year kickoff, sharing key initiatives for the year, including the
- “GoGo Guam Håfa Adai Campaign,” airline partnership strategies, and the Group Support Program.



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JATA/JOTC WEBINAR



- On November 11, the GVB JAPAN Trade Team participated in a webinar hosted by JATA/JOTC.
- This webinar focused on the theme of “Group/MICE,”
- sharing Guam's competitive advantages, group support programs, event information and
- updates from member companies with hundreds of industry viewers..



Tumon Night Market



毎週日曜開催!
タモン・ナイト・マーケット
期間: 2025年10月12日 - 12月21日
時間: 17:00 - 21:00
※11月30日は開催なし

LINE QRコード



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PROMOTION IN NAGOYA



- From October 10th to 13th, over four days, Centrair Airport and Nagoya's LACHIC department store held a Guam event to commemorate each other's 20th anniversaries.
- At the event booth, GVB, Centrair and United Airlines collaborated to provide merchandise and tourism information to over 500 visitors. A Chamorro dance show was also held on stage, contributing to raising awareness of Guam in the Nagoya area.

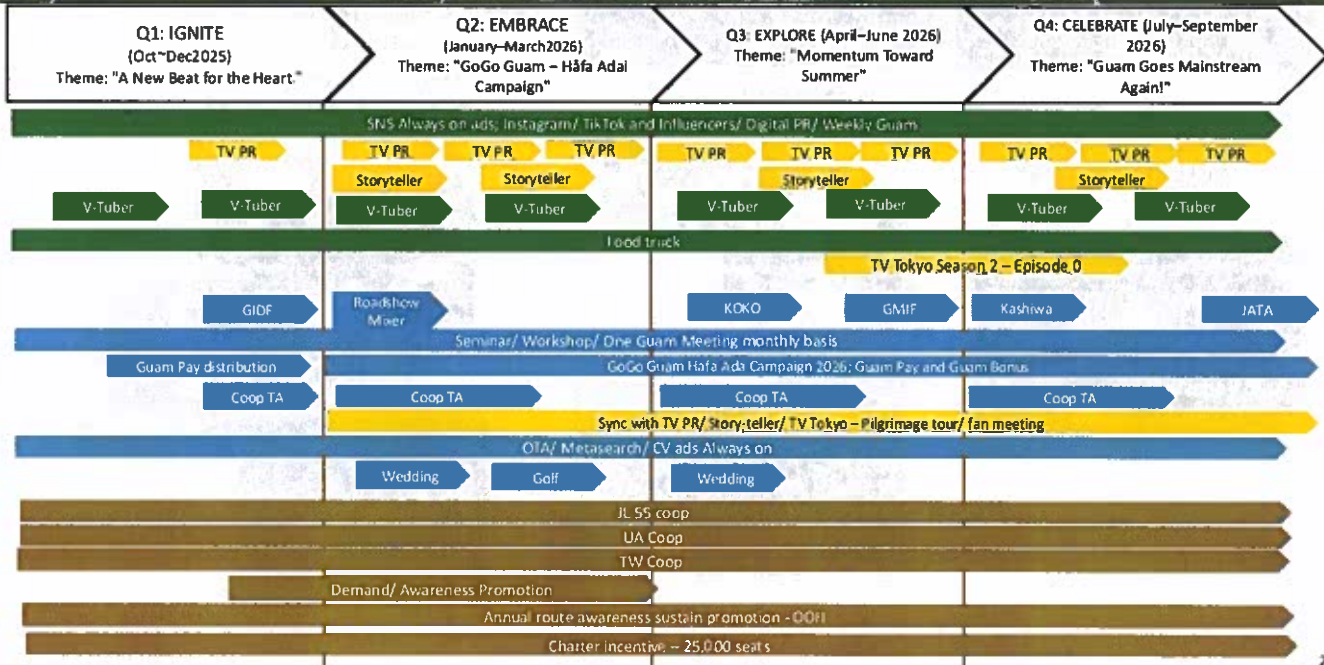


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NEW BUSINESS

- Mr. Nobuyoshi Shoji, GVB Japan Account Director, presented the FY2026 Marketing Plan.

MARKETING CALENDAR

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FLOW FORWARD



MARKETING: - FIT
AWARENESS/ DEMAND

TV TOKYO DRAMA
SERIES



STORYTELLER



SNS/ INFLUENCERS



AMBASSADORS



TRADE-FIT/ PKG/ GROUP
CONVERSION/ EDUCATION

GOGO GUAM HABA ADAI
CAMPAIGN



CONVERSION ADS



GUAM PAY AND
BONUS

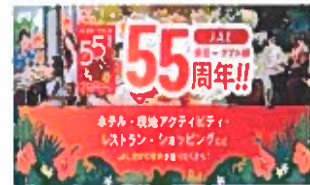


GROUP/ FAM
SUPPORT



AVIATION
CONVERSION

COOP PROMO



FLOW FORWARD – INNOVATE



MARKETING: - FIT
AWARENESS/ DEMAND

CULTURE/ FOOD
CHAMORRO FOOD
EVANGELIST CHEF CASEY



TRADE-FIT/ PKG/ GROUP
CONVERSION/ EDUCATION

PILGRIMAGE/ OSHIKATSU



EDUCATION



AVIATION
CONVERSION

INTEGRATED LOAD FACTOR
OPTIMISATION CAMPAIGN



ROUTE AWARENESS -
ANNUAL



CHARTER FLIGHT



FY 26 NEW CREATIVE SHOOTING



FY25 reignited Guam's spark, 117% year-on-year growth. Proof that emotion works. The story connected, hearts moved, planes filled. Now, we are building that spark into a wave.

NEW CAMPAIGN MESSAGE

**A Journey of
*Rediscovery.***

Centered on the concept of a "Journey of Rediscovery," the message highlights that every visit to Guam reveals new attractions. Through diverse experiences—from vibrant culture and rich nature to exciting activities and tranquil moments of relaxation—Guam is positioned as a "close yet premier destination."

NEW TAG LINE

GUAM

3.5時間の先にある、太平洋の特等席へ
"A Front-Row Seat in the Pacific — Just 3.5 Hours Away."

An articulation that balances "proximity" and "exclusivity," positioning Guam as an easily accessible destination that delivers truly unique and exceptional experiences, thereby reinforcing its brand identity.

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INTEGRATED SEAT CAPACITY AND DEMAND CAMPAIGN



- Summary:
 - Boost nationwide awareness and steady demand through an integrated campaign combining emotional storytelling with targeted OTA, airline, and OOH promotions.
- Core Focus:
 - Main Hubs: Reinforce NRT/HND while supporting select charters from Sapporo, Fukuoka, and Sendai.
 - Integrated Promotion: Align airline, OTA, SNS, and OOH activities for stronger conversion.
 - Data Optimization: Activate promotions based on insights to maintain stable load factors.
 - Unified Approach: Connect consumer marketing with trade efforts to drive consistent demand.
- Goal:
 - Strengthen air connectivity and partnerships, positioning Guam as Japan's most accessible premium resort island.
- Period
 - Jan 2026 ~ Mar 2026 to create awareness/ demand and Momentum



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GOGO GUAM HAFA ADAI CAMPAIGN



Campaign announcement has begun

- Through designated travel agencies or airlines,
 - those who book eligible Guam travel packages or airline tickets
 - Limited to 15,000 customers
 - Receive a \$30 coupon!
 - Get a great electronic coupon usable only at popular Guam restaurants, shops, and optional tours!
- Eligible Product Sales Period
 - November 1, 2025 (Sat) ~ Commencing sequentially by company
 - Coupon Usage Period: December 1, 2025 (Mon) ~ April 30, 2026 (Thu)



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OTA/ METASEARCH



Expedia Partnership Summary

- Expedia will create three seasonal Guam feature pages per year to sustain year-round visibility.
- Guam traffic will be boosted through on-site banner placements driving users to these pages.
- Co-branded PR releases will leverage Expedia's brand power for wider media exposure.
- Expedia will also host B2B webinars to engage industry partners and strengthen Guam promotion.



Traveloka Collaboration Summary

- Traveloka, one of Southeast Asia's largest travel platforms, has expanded into Japan.
- As part of a trial partnership, a dedicated Guam feature page will be launched on Traveloka to boost visibility and engagement among users.
- Additionally, Traveloka will join the GUAM PAY program, enhancing integrated promotions and user touchpoints.



Travelko Partnership Summary

- Guam ranks #3 in search popularity on Travelko, showing strong user demand.
- To expand visibility, Travelko will create three seasonal Guam feature pages each year, supported by targeted banner placement.
- Travelko will also function as a conversion hub, with CV ads directing users to curated Guam travel products to drive bookings.

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Comment/Discussion

- Mr. Monte Mesa
 - Exit surveys show we are attracting a younger market.



- For the three channels, clarification is needed on the main customer age segment.
- The current message focuses on “rediscovering Guam,” but we should also target first-time visitors.
- Targeting travelers to Asia who have not yet visited Guam is a strong opportunity.
- Please clarify the age group and demographics we aim to capture among overseas travelers.
- Mr. Nobuyoshi Shoji
 - The meta-search platform functions as a digital brochure with all Guam products listed; Travelko is one of Japan's most popular travel meta-search sites.
 - While current SNS efforts target a younger demographic, meta-search allows Guam to reach a broader audience across all generations.

SNS ALWAYS ON – ANNUAL COMMUNICATION



Always-On Advertising Resumes in November

We have reactivated our full Always-On media strategy—designed to sustain momentum and keep Guam top-of-mind year-round.

- Driving Strong Awareness for “GOGO GUAM Hāfa Adai”
 - Our flagship campaign is back in market, delivering consistent visibility and emotional connection with travelers.
- Amplified Reach through TV Tokyo Collaboration
 - High-impact awareness ads with TV Tokyo further elevate Guam’s presence, expanding our reach across national audiences.



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GUAM INTERNATIONAL DANCE FESTIVAL



Japan Support Team x GIDF Promotion

- Four prominent Japanese talents — led by Shinji Takeda — will join GIDF as the official “Japan Support Team (応援隊)”, leveraging their combined 2 million followers to amplify awareness through pre-event posts, on-site coverage, and post-event YouTube content.
- They will also film exclusive segments featuring Tumon Night Market and collaborations with Guam-based influencers, released as dedicated YouTube videos.
- Additionally, travel influencers and media writers will conduct on-site reporting, sharing Guam’s culture, excitement, and the festival’s energy through social media and online features — creating broad, sustained buzz around GIDF.



Shinji Takeda Perth Nakhun



Momoka Satake Yumeka Hatanaka

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KO'KO' ROAD RACE 2026



- GVB Japan will appoint Shinji Takeda as the official event ambassador, driving early awareness through a new key visual campaign and media collaborations.
- Efforts will include runner-focused outreach — such as radio appearances and event tie-ins — to inspire participation and buzz in Japan.
- Additionally, GVB is in discussions with travel agencies to develop dedicated Guam Marathon package tours, promoting both the event and destination travel.



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NAGOYA MEETS GUAM CHAMORRO FIESTA



- GVB will strengthen November promotions in Nagoya to boost the Nagoya–Guam route.
- Nov 20: NAGOYA MEETS GUAM Chamorro Fiesta — GVB and United will host a reception for ~70 travel agents and launch Guam’s first food truck in Nagoya to showcase Chamorro cuisine.
- Nov 23: JTB “Guam: A Warm Resort Even in Winter!” — Consumer event at JTB’s flagship Sakae store with Chamorro dance shows, workshops, and merchandise to drive bookings.



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GROUP SUPPORT PROGRAM FY26



- The FY2026 program launched on November 4th.
- Within the first ten days, we have already received applications from 23 groups.
- The initial start looks positive.
- According to airlines, group bookings are strong from November through January. We anticipate continued high demand.

Subject	FY26 (Goal)	FY26 (as of 14 Nov 2025)	Achievement
Total number of groups applying (cumulative)	118	23	-95
Total number of groups cancelling (cumulative)	0	0	0
Total Number of Pax (cumulative)	8000	1528	-6,472
Total subsidy amount	\$100,000	\$26,623	\$-73,377
ROI	\$12.50	\$17.42	\$4.92

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FY2026 Japan Actual Spend versus Budget YTD

As of 11/18/25



G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 630,000.00	\$ 52,500.00	\$ 577,500.00	\$ -	0%
PRE002	Digital/SNS/Admin	\$ 628,000.00	\$ 19,000.00	\$ 609,000.00	\$ -	0%
ADV001	Media/Branding/Trade	\$ 1,286,000.00	\$ 929,978.45	\$ 356,021.55	\$ 356,021.55	28%
ADV008	Advertising/Metasearch/Co-op	\$ 880,000.00	\$ 425,000.00	\$ 455,000.00	\$ -	0%
SMD004	Sales Market Development/Branding/Trade	\$ 1,476,000.00	\$ 1,288,617.77	\$ 187,382.23	\$ 187,382.23	13%
GRAND TOTAL		\$ 4,900,000.00	\$ 2,715,096.22	\$ 2,184,903.78	\$ 543,403.78	11%

FY2026 Japan Aviation Strategy Budget Spend versus Budget YTD

G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
FY23AEI	Japan Aviation Budget (Requested)	\$ 3,000,000.00		\$ 3,000,000.00	\$ -	0%
GRAND TOTAL		\$ 3,000,000.00	\$ -	\$ 3,000,000.00	\$ -	0%

Comment/Discussion

- Mr. Monte Mesa
 - Asked whether the charter program is being coordinated with an airline or a travel agency.
- Ms. Nadine Leon Guerrero
 - Clarified that the support fund will be provided to the Travel Agency arranging the charter flight.

ANNOUNCEMENTS

- The next JMC meeting will be on Tuesday, December 16, at 2:00 p.m.
- GVB x GHRA Happy Hour Industry Mixer on Tuesday, December 16, 2025

ADJOURNMENT

- The meeting was adjourned at 3:15 P.M

Minutes prepared by:



 Mai Perez, Marketing Manager - Japan

Minutes reviewed/
 Approved by:



 Regina Nedlic, Senior Marketing Manager - Japan

Minutes approved by:



 Nadine Leon GUerrero, Director of Global Marketing

