

JAPAN MARKETING UPDATE MEETING MINUTES
 Tuesday, October 28, 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. Stroll - James Rosenberg II 2. Stroll - Paul Quinto <p><u>Observers Attendance Online:</u></p> <ol style="list-style-type: none"> 3. PIC - Koji Nagano 4. Micronesia Mall - Anna Tenorio 5. Windward - Valerie Carbullido 6. Tramb - Natsumi Tomonari 7. Micronesia Mall - Francis Lira 8. Westin - Yoshi Otani 9. Guam Plaza - Osamu Takahashi 10. Ayualam - Yuta Hasegawa 11. The Tsubaki Tower - Hiromi Matsuura 12. Rakuten - Aya Tojo 13. Baldyga - Annie 14. Donki - J Aguilar 15. Baldyga - Mari Oshima 16. Reef - Akihiro Gondo 17. Rakuten - Yoshiaki Kanemitsu 18. Rakuten - Izumi Ikeno 19. TPM - Ichiro Shirata 20. Nikko - Kazue Sunaga 21. Hyatt - Chizuru Wakabayashi 22. Guam TV - Shoji Ogawa 23. Leo Palace - Keiko Takano 24. Hyatt - Madelaine Cosico
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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.

AUGUST 2025 

August 1-31, 2025

Total: 78,918 (+17.9%)

% Market Mix	Origin	2019	2024	2025	% vs LY
37.0%	Japan	75,630	26,156	29,168	11.5%
48.8%	Korea	65,333	28,731	38,476	33.9%
7.0%	US/Hawaii	7,095	6,255	5,526	-11.7%
1.5%	Philippines	408	1,148	1,170	1.9%
1.1%	Taiwan	2,730	178	866	386.5%
0.6%	China	976	514	501	-2.5%
0.1%	Hong Kong	191	79	62	-21.5%

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

SEPTEMBER 2025 

September 1-15, 2025

Total: 29,938 (+19.5%)

% Market Mix	Origin	2019	2024	2025	% vs LY
35.7%	Japan	32,709	8,039	10,676	32.8%
47.2%	Korea	30,508	12,245	14,133	15.4%
9.6%	US/Hawaii	2,769	2,780	2,872	3.3%
1.6%	Philippines	581	400	488	22.0%
0.8%	Taiwan	1,134	82	241	193.9%
0.4%	China	299	99	111	12.1%
0.1%	Hong Kong	186	24	26	8.3%

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 15, 2025

Total: 525,595 (-2.2%)

% Market Mix	Origin	2019	2024	2025	% vs LY
33.1%	Japan	476,952	145,814	173,900	19.3%
46.8%	Korea	521,368	275,645	246,153	-10.7%
11.2%	US/Hawaii	68,180	63,888	58,673	-8.2%
1.9%	Philippines	13,614	9,134	10,051	10.0%
1.2%	Taiwan	21,047	2,271	6,229	174.3%
0.6%	China	8,718	3,628	3,399	-6.3%
0.1%	Hong Kong	4,208	515	529	2.7%

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 15, 2025

Total: 700,851 (-3.5%)

% Market Mix	Origin	2019	2024	2025	% vs LY
32.8%	Japan	637,735	196,387	229,746	17.0%
47.2%	Korea	703,435	378,765	330,952	-12.6%
11.0%	US/Hawaii	90,778	83,910	77,060	-8.2%
2.0%	Philippines	20,017	12,782	14,008	9.6%
1.1%	Taiwan	27,335	2,792	7,433	166.2%
0.6%	China	12,060	4,556	4,381	-3.8%
0.1%	Hong Kong	6,236	754	693	-8.1%

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

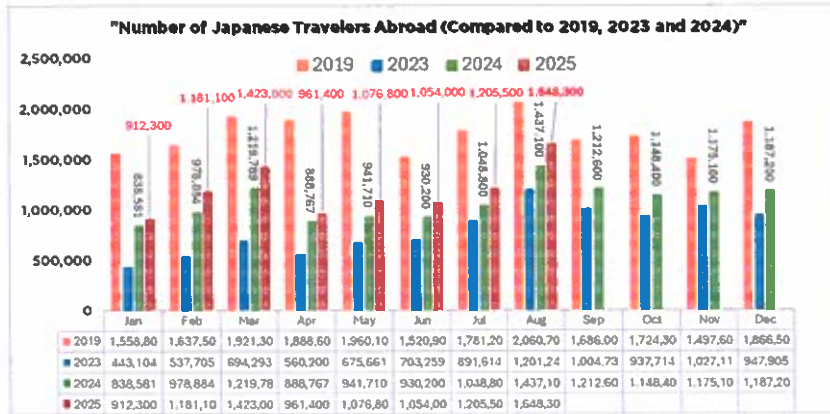
Note: September 2025 Daily Arrivals reflect Civilian Air arrivals only



MARKET INFORMATION 

Japanese Overseas Travel Recovers:

- According to the Japan National Tourism Organization (JNTO), about 1,648,300 Japanese traveled abroad in August 2025, a 14.7% increase from a year earlier.
- The number marked the highest monthly total so far this year. Compared to August 2019 (2,109,568), it was still down by 21.9%, showing that the recovery to pre-pandemic levels continues gradually.



11 Source: MoFa

MARKET INFORMATION 

JAL Celebrates 55th Anniversary of Guam Service

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



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MARKET INFORMATION 

United Airlines to introduce Boeing 737 MAX 8 Fleet in Guam – Enhancing Comfort on Japan Routes -

United Airlines announced plans to replace its Guam-based Boeing 737-800 aircraft with the new 737 MAX 8 starting in February 2026. The upgraded aircraft will serve routes connecting Guam with Tokyo, Nagoya, Osaka, and other destinations across Asia and Micronesia, including upcoming new service to Palau.

The 737 MAX 8 offers 166 seats, including 16 in business class, and features personal seatback screens, USB ports, Bluetooth connectivity, larger overhead bins, and improved legroom. United says the new aircraft will provide a more comfortable and seamless travel experience for customers traveling to and from Guam.



13 Source: JTB

MARKET INFORMATION 



Japan Market – Guam Campaigns (October-Autumn 2025)

Company	Campaign	Period	Note / Features
HIS	Fiscal Year-End Sale 2025 (Guam)	Sep 19 – Nov 3, 2025	4-day Guam tour from ¥49,800 (includes flight and hotel)
T'way Air	Monthly "Travel to Guam" Campaign	Oct 1 – 31, 2025	25% OFF Kansai-Guam flights + special October promotions
JAL	55th Anniversary Guam Route Campaign	Oct 1, 2025 – Sep 30, 2026	Special on-site travel perks for JAL passengers
JAL	Overseas Dynamic Package Time Sale	Oct 3 – 8, 2025	Up to ¥30,000 OFF selected routes incl. Guam
JCB x Lotte Duty Free Guam	Exclusive Shopping Privilege Campaign	Oct 1, 2025 – Jan 31, 2026	10% OFF storewide + up to US\$50 OFF over US\$100 (JCB card only)
ANA	Overseas Tour Time Sale (Including Guam)	Oct 3 – 9, 2025	Special discount fares for Guam and other destinations
Hyatt Guam x Arluis Wedding	WEDDING GALLERY Event	Oct 1 – Dec 28, 2025	Photo/attire display + up to 80% OFF base wedding fee (up to ¥498,000, conditions apply)



SEAT CAPACITY SUMMARY





	OCT	NOV	DEC	TTL
UNITED 	25,730	24,900	29,714	80,344
 JAPAN AIRLINES	6,169	5,970	6,169	18,308
t'way	5,859	5,670	6,426	17,955
TTL	37,758	36,540	42,309	116,607

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NUMBER OF FLIGHT SUMMARY



	OCT	NOV	DEC	TTL
UNITED 	155	150	179	484
 JAPAN AIRLINES	31	30	31	92
t'way	31	30	35	96
TTL	217	210	245	672

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FLIGHT OPERATION - October



October Total Outbound Seat Capacity: 37,758

Interviews with various companies

AIRLINE	CARRIER SERVICE	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA 827	NRT	1100 / 1545	Daily	5,146
	Available	UA 197	NRT	1700 / 2140	Daily	5,146
	Available	UA 865	NRT	1755 / 2240	Mon, Fri	1,494
	Available	UA 848	HND	2335 / 425+1	Daily	5,146
	Available	UA 136	NGO	1130 / 1600	Mon, Tue, Thu, Fri, Sun	3,652
	Available	UA 150	KK	1105 / 1540	Daily	5,146
TTL						25,730

AIRLINE	CARRIER SERVICE	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL 941	NRT	930 / 1445	Daily	6,159
t'way	Available from July 18, 2025	TW 509	KK	1040 / 1530	Daily	5,859
TTL						12,018

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FLIGHT OPERATION - November



November Total Outbound Seat Capacity: 36,540

Interviews with various companies

AIRLINE	CARRIER SERVICE	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA 827	NRT	1100 / 1545	Daily	4,980
	Available	UA 197	NRT	1700 / 2140	Daily	4,980
	Available	UA 865	NRT	1755 / 2240	Mon, Fri	1,328
	Available	UA 848	HND	2335 / 425+1	Daily	4,980
	Available	UA 136	NGO	1130 / 1600	Mon, Tue, Thu, Fri, Sun	3,652
	Available	UA 150	KK	1105 / 1540	Daily	4,980
TTL						24,900

AIRLINE	CARRIER SERVICE	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL 941	NRT	930 / 1445	Daily	5,970
t'way	Available from July 18, 2025	TW 509	KK	1040 / 1530	Daily	5,670
TTL						11,640

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FLIGHT OPERATION - December



December Total Outbound Seat Capacity: 42,309

Interviews with various companies

AIRLINE	OPERATION STATUS	ROUTE	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA 827	NRT	1100/1545	Daily	5,146
	Available	UA 197	NRT	1700/2140	Daily	5,146
	Available	UA 865	NRT	1755/2240	Mon, Fri	1,494
	Available from 8 Dec	UA 874	NRT	2100/145+1	Daily	3,984
	Available	UA 848	HND	2335/425+1	Daily	5,146
	Available	UA 136	NGO	1130/1600	Mon, Tue, Thu, Fri, Sun	3,652
	Available	UA 150	KK	1105/1540	Daily	5,146
TTL						29,714

AIRLINE	OPERATION STATUS	ROUTE	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL941	NRT	930/1405	Daily	6,269
i'way	Available	TW 509	KK	1040/1530	Daily	5,670
	Charter	TW	FUK	900/1155	12/27 only	189
	Charter	TW	NRT	930/1155	12/29,30,31 only	567
TTL						12,595

DESTINATION COMPARISON BY CAMPAIGN



South Korea



KTO Partners with Japan's PayPay

- Korea Tourism Organization (KTO) signed an agreement with PayPay on Sept. 12.
- PayPay is Japan's leading smartphone-based cashless payment service.
- The partnership targets Japanese tourists visiting Korea.
- Joint promotions to boost awareness and ease of use are planned by year-end.
- From Sept. 30, PayPay is accepted at 2M+ locations in Korea without currency exchange.

European Travel Commission



ETC Launches Food-Themed Promotion in Japan

- The European Travel Commission (ETC) Japan Office launched a campaign called "Delicious Europe - Gastronomy Journey."
- "It introduces European cuisine, desserts, and drinks via a new website."
- The campaign also features food festivals and sustainability stories.
- ETC plans to support travel agencies with content and materials.
- JATA is collaborating to help promote food-themed travel packages from Japan.

Taiwan



Taiwan Reappoints Satoshi Tsunabuchi as Tourism Ambassador

- The Taiwan Tourism Administration reappoints actor Satoshi Tsunabuchi for its Japan campaign (2025-2028).
- His previous campaign led to a 47% rise in Japanese visitors to Taiwan (1.2 million in 2024).
- The new promotion focuses on southern Taiwan's culture, religion, and markets.
- A new video will be released in mid-October, he'll also attend the 2025 EXPO in Osaka 2025.
- Taiwan will launch a themed promotion targeting students, families, and travelers, and food lovers.

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Comment/Discussion

- Chairman Yanagisawa
 - Suggested to approach Paypay if there is any opportunity to introduce their service on Guam.



OLD BUSINESS

- Ms. Nedlic presented the Old Business

SNS FOLLOWER TREND

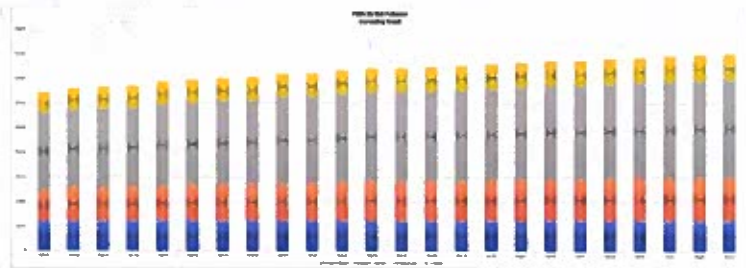
■ Overall Trend

- From October 2024 to September 2025, the total follower count increased by 11,396 (+7.11%), showing steady overall growth.
- The bar chart indicates a consistent upward trend across all platforms throughout the year.

■ Summary

- Overall, social media followers grew steadily, with TikTok and Instagram driving the increase.
- Despite a slight decline on Facebook, total follower numbers maintained a healthy upward trend.
- Continued posting and campaign initiatives are expected to further expand reach and engagement in FY2025.

October 2024 to September 2025	Increase	Growth rate
Facebook Follower	-143	-0.60%
Instagram Follower	3,360	8.90%
T&Tok Follower	6,885	9.98%
X Follower	1,294	5.87%
TOTAL	11,396	7.11%



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SNS CV ADS

The campaign was designed to promote Guam as an ideal winter getaway, featuring five creatives focused on key seasonal appeals:

- Dry Season Climate – Comfortable weather with minimal rain, perfect for beaches and outdoor activities.
- Escape from Japan’s Cold – Warm tropical climate (~27° C) just 3.5 hours away from Japan.
- Holiday Festivities – Black Friday shopping and vibrant Christmas events.
- Easy Travel – Short flight, 1-hour time difference, ideal for family or girls’ winter trips.
- Best Season for Activities – Clear waters for diving/snorkeling, plus pleasant trekking and golf.

Among the five creatives, Creative “Recommended Activities in Guam” delivered the best performance, achieving the highest engagement by showcasing enjoyable local experiences.



8,375,903 view
132,428 click

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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:

- Episodes 7 and 8 are planned to be released on October 18 and 19, respectively.
- Episodes feature a local café and Ko' Ko' road race to promote the event to enhance enrollment.
- TV celebrity Shinji Takeda appears in Episode 8.
- To broaden our audience, we are currently exploring potential collaborations with influencers (e.g. Koyakky).



UA COOP



NEWT

Collaboration campaign with NEWT, a total of approximately 316,000 impressions were achieved across YouTube, Instagram, and X. Among all posts, "Guam Basic Information" on YouTube and "Win a 2-Night Stay" on Instagram delivered the strongest performance, significantly contributing to awareness growth.



NEWT

A special campaign page titled "Enjoy Guam from Morning to Night" was launched on Airtrip to promote United Airlines flights from Haneda. During the period from August 29 to September 26, the page achieved 342 page views and 228 unique users, contributing to increased awareness and demand for Haneda-Guam flights.

エアトリ



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UA COOP



Trip.com

Trip.com carried out a promotion campaign from August 4 to 17 aimed at strengthening United Airlines' Haneda-Guam route. Utilizing SNS, EDM, and banner ads, the campaign achieved 5.92 million total impressions and 15,255 user actions. As a result, ticket sales for Guam flights increased by 136.6% year-over-year during the campaign period.

SNS Ads

The SNS ads (Meta and LINE) achieved a total of approximately 1.1 million reach, 12.5 million impressions, and 197,000 clicks (CTR 1.58%). In particular, LINE ads showed strong performance with a CTR of up to 3.84%, indicating a highly positive response to the price-focused messaging.



GUAM PAY & GUAM BONUS: PROGRESS



PHASE 1 → PHASE 2 These data are current as of Sep 30, 2025.

GUAM PAY	PHASE 1		PHASE 2				Increase from last month
	Jan - Apr	May 7 - May 31	May 7 - Jun 30	May 7 - Jun 30	May 7 - Aug 31	May 7 - Sep 30	
Participating local companies	63	63	63	63	63	62	0
\$30 Worth of distributed digital currency (accumulated)	13,005	5,768	10,712	12,301	13,721	13,809	88
The total amount of distributed digital currency (accumulated)	\$390,150	\$173,040	\$321,360	\$369,030	\$411,630	\$414,270	\$2,640
The amount of digital currency actually used	\$214,768	\$24,408	\$73,712	\$112,031	\$112,031*	\$216,680	\$104,649
The estimated number of users	7,159	807	2,222	3,734	3,734*	7,222	3,488

*It was not in use during the summer-holiday period from July 19 to August 31

GUAM BONUS	Jan	Jan - Feb	Jan - Mar	Jan - Apr	Jan - May	Jan - Jun	Jan - Jul	Jan - Aug	Jan - Sep	Increase from last month
	Participating local companies	54	56	56	57	57	57	57	57	
The estimated number of users who utilized the Guam Bonus	633	1,226	1,994	2,637	2,943	3,499	4,265	5,281	6,150	869



GUAM PAY & GUAM BONUS: PROGRESS



FY26 Activity Plan (as of Oct 17, 2025)



- Coupon distribution begins: Nov 1, 2025
- Guam Pay usage begins: Dec 1, 2025
- Eligible period: Travelers staying between Dec 1, 2025 – Apr 30, 2026
- Blackout dates: None (valid during year-end and New Year holidays)
- Confirmation of continuing partners and recruitment of new participants.



- Eligible period: between Dec 1, 2025 – Sep 30, 2026
- Blackout dates: None (depend on store)
- Confirmation of continuing partners and recruitment of new participants

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GROUP SUPPORT PROGRAM FY25 Result



- Applications increased by 24 compared to FY24, but the number of guests decreased. *FY24 included a super-large group (Nojima: Over 2,000 pax), which also increased the ROI amount.
- Total subsidy amount: \$96,067
- GVB JAPAN has already received numerous inquiries regarding group support.
- The program for FY26 needs to be restarted early.

Subject	FY24 (as of 30 SEP. 2024)	FY25 (as of 30 SEP. 2025)	Increased
Total number of groups applying (cumulative)	94	118	24
Total number of groups cancelling (cumulative)	2	5	3
Total Number of Pax (cumulative)	8196	6224	-1,972
Total subsidy amount	\$75,516	\$96,067	\$20,551
ROI	\$9.21	\$16.83	\$7.62

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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.

September Result:

SEP total units sold	SEP total sales (¥)	SEP total sales (\$)
3089	¥1,551,200	\$1,704.79



Update (Future Schedule):

Osaka

TBD due to the beginning of the fiscal year 2026

Tokyo

TBD due to the beginning of the fiscal year 2026



JATA TOURISM EXPO JAPAN 2025 IN NAGOYA

Guam Shines at Japan's Largest Tourism Expo in Japan

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

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



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GUAM ENGLISH CLASSES IN KASHIWA CITY



Introducing Guam in English Classes as Part of Sister-City Exchange

We conducted English classes introducing Guam at Takayanagi Junior High School in Kashiwa City on September 11 and October 8. The sessions, held for first- and second-year students, covered Guam's basic information, cultural differences with Japan, tourist attractions, and included a quiz activity by GVB Japan staff.

The Japan Office will continue to promote sister-city exchanges, support the resumption of international exchange programs, and work to increase the number of travelers to Guam.



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JTB DANGAN TRAVEL SHOOTING



JTB Dangan Travel Shooting Support

Shooting Period : 11 Sep. 2025 – 14 Sep. 2025

Cast: Nagomi (Influencer)

Shooting Locations: Dusit Beach Resort, Joe's Jet Ki, Sunny Side Up, BG Tours, JP Super Tour, Dusithani, TheTsubaki Tower, Frances Bake House, Ise Marine Rental and more.

JTB conducted creative shooting for its "DANGAN TRAVEL" campaign (DANGAN means "Bolet") targeting young travelers. The cast features Nagomi, an influencer popular among young women (with approximately 1.5 million followers on Instagram and YouTube).

The creative content will be released starting mid-November on JTB's official YouTube channel, website, TikTok, and other platforms.

<https://www.youtube.com/@jtbjp/videos>



T-WAY FAM TOUR BY TRAVEL GALLERY



Tour Name : T-way Fam Tour by Travel Gallery
 Period : 28 Sep. – 01 Oct. 2025
 Number of Pax: 14 from Travel Agents form Kansai area

Travel Gallery, an Osaka-based operator, conducted the first FAM tour for travel agencies following T-Way's resumption of flights. Fourteen agents from the Kansai area participated, experiencing the latest Guam hotels and activities. GVB supported a portion of their accommodation expenses. We anticipate an increase in future visitors to Guam.



GUAM INTERNATIONAL DANCE FESTIVAL



Recruitment and Promotion for GIDF in December

As part of the promotional activities for the Guam International Dance Festival, to be held on December 6–7, we created a Japan-market flyer and distributed at the "Tourism EXPO Japan 2025 in Nagoya". GIDF was also featured in the *Chunichi Shimbun* in an article on United Airlines' Guam route, using data provided by GVB Japan. We have additionally reached out to dance groups and associations in Japan, resulting in **12 confirmed registrations** so far. (as of Oct 17, 2025)

Next, we will focus on consumer promotion, planning influencer collaborations to boost traveler participation as festival audiences.



Front

Back

Article PR data

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KOKO ROAD RACE 2026



KOKO Road Race 2026 Registration & Promotion Update

As part of the promotional activities for the “KO’KO’ Road Race” scheduled for April 2026, a new PR flyer was created for the Japan market. The first distribution took place at the Tourism EXPO Japan 2025 in Nagoya, held in September 2025. Moving forward, the flyers will be distributed through running stations, race events, and training gyms to further expand market awareness.

In addition, a pre-event promotion featuring Japanese celebrities and influencers as ambassadors is being planned, with the goal of attracting 300 participants from Japan.



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FY 25 KEY MARKETING HIGHLIGHTS



- As exemplified by TV Tokyo’s drama series, Japanese television stations have recognized Guam as a film destination and have produced many special programs.
- Guam’s share of voice is increasing, which drives awareness and demand.



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FY 25 KEY TRADE HIGHLIGHTS



- Steady sales calls, seminars, and campaign measures are paying off and boosting conversions.
- This is supporting positive growth in the Japanese market since COVID.

Japanese arrival

240K Pax

117% YoY

Source: GVB

Average Load Factor
52.02%

132% YoY

Source: GVB

HIS MOU has achieved
51K Pax

145% YoY

Source: HIS

Guam Pay-based customer
referrals 187.5%

Amount used with Guam
Pay 116.3%

Source: GVB Japan

OTA Search increased to
140% YoY

Source: Expedia

Group Travel increased
128% YoY
FY24 88 groups
FY 113 groups

Source: GVB Japan

Tway Resumption from KIX
China Airline Charter
flights from Hiroshima

Source: GVB Japan

Wedding

Increase 114% YoY

Source: Arluiz Wedding

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NEW BUSINESS

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

FY24 VS FY25

- Increased 117% YoY
- Expected arrival number by end of Sep 2025: 238,300
- Japan shows significant growth since FY21
 - FY21: 1,871/ FY22: 13,022/ FY23: 96,262/ FY24: 203,451/ FY25: 240,000

FY24	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	TOTAL
Guam	11,893	18,271	20,299	18,955	17,343	22,343	14,326	12,034	11,245	15,160	26,137	15,126	203,132
Seats	40,317	41,065	42,426	43,189	39,372	43,506	47,040	47,380	44,583	46,243	44,804	38,906	518,831
LF%	29.50%	44.49%	47.85%	43.89%	44.05%	51.36%	30.45%	25.40%	25.22%	32.78%	58.34%	38.88%	39.15%

FY25	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	TOTAL
Guam	14,361	17,633	23,636	19,612	20,920	27,467	17,139	15,162	15,000	18,000	31,350	18,000	238,300
Seats	42,824	34,688	40,871	36,049	32,796	45,345	35,684	37,045	36,016	36,039	42,738	38,034	458,129
LF%	33.58%	50.83%	57.83%	54.40%	63.79%	60.57%	48.03%	40.93%	41.65%	49.95%	73.35%	47.33%	52.02%

Note: The arrival numbers from June to September are provisional figures based on last year's data. (Indicated in red)

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ACHIEVE THE 350,000PAX

- Guam will expand total seat supply from 460,000 to 590,000 (including 490,000 Japan seats) while maintaining cost efficiency at \$40 per seat.
- The plan targets 350,000 passengers at a 72% load factor, ensuring balanced growth and profitability.
- Through strategic airline partnerships, Digital channel optimization (OTA/ Metasearch) TA coop Guam will secure sustainable capacity and strengthen its premium positioning.

Channel/ Segment	FY25	FY26	FY26 with 3M	FY26	Composition	Key marketing action
	Result	With 4.9M	of Airline budget	Target		
FIT (OTA/ Airline direct/ Others)	110,000 +	15,000 +	30,000	155,000	44%	SNS/ OTA/ Integrated Load Factor Optimisation
FIT (via TA)	10,000 +	5,000 +	15,000	30,000	9%	Tactical promotion
TA Package tour	80,000 +	15,000 +	10,000	105,000	30%	GoGio Guam Hafa Adai - Family segment
Group/ MICE	40,000 +	10,000 +	10,000	60,000	17%	SIT group such as education/ corporate
	240,000	45,000	65,000	350,000		

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ARRIVAL TARGET BY 3 SCENARIOS



Total Seat	38,754	35,600	42,000	40,000	37,500	48,000	40,000	42,000	41,000	40,000	45,000	40,000	489,854
For Japanese (90:10)	34,879	32,040	37,800	36,000	33,750	43,200	36,000	37,800	36,900	36,000	40,500	36,000	440,869
Charter	0	0	0	0	0	0	0	0	0	0	0	0	0
LF	42%	45%	56%	59%	60%	80%	49%	50%	45%	65%	85%	70%	59%
Japanese Arrival	14,649	14,418	21,924	21,240	20,250	34,560	17,640	18,900	16,605	23,400	34,425	25,200	263,271

Moderate	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Total Seat	38,754	35,600	42,000	40,000	37,500	48,000	40,000	42,000	41,000	40,000	45,000	40,000	489,854
For Japanese (90:10)	34,879	32,040	37,800	36,000	33,750	43,200	36,000	37,800	36,900	36,000	40,500	36,000	440,869
Charter	0	0	950	570	0	950	0	950	0	0	1,520	0	4,940
LF (regular flight except Charter)	55%	56%	62%	62.3%	62.3%	86.5%	53%	55%	46%	72%	86.4%	72%	64%
Japanese Arrival	19,183	17,942	24,386	22,988	21,026	38,338	19,080	21,740	16,974	25,920	38,512	25,920	290,000

Ambitious	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Total Seat	38,754	33,600	42,000	40,000	37,500	48,000	40,000	42,000	41,000	40,000	45,000	40,000	506,252
Seat Incremental (from Summer schedule)							2,733	2,733	2,733	2,733	2,733	2,733	16,398
For Japanese (90:10)	34,879	32,040	37,800	36,000	33,750	43,200	38,460	40,260	39,360	38,460	42,960	38,460	455,627
Charter	0	0	950	600	0	1,000	0	3,000	0	0	3,000	0	8,550
LF (regular flight except Charter)	55.1%	67%	77%	82%	82%	95%	57%	78%	53.9%	76%	95%	75%	74%
Japanese Arrival	19,218	21,467	30,056	30,120	27,675	42,040	21,922	34,403	21,215	29,229	43,812	28,845	350,001

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STRATEGIC DIRECTION



- Strategic Vision:
 - **Showing positive momentum**, Guam connects awareness, consideration, and conversion — turning natural traveler emotion into measurable demand.
- Core Flows:
 - **Marketing as Awareness & Consideration:**
Inspire travelers emotionally and contextually through SNS, drama tie-ins, influencers, and cultural storytelling.
 - **Conversion as Trade:**
Link inspiration to action with metasearch, OTA, and airline co-op campaigns—driving seamless one-click bookings.
 - **Aero Flow as Aviation Strategy:**
Align marketing bursts with flight capacity growth (UA, JAL, T'way), converting “seat supply” into “booking flow.”
- Goal:
 - Unify emotional appeal, digital behavior, and aviation growth—creating a self-sustaining cycle of awareness, conversion, and airlift expansion.

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GVB JAPAN STRATEGY FY26



- **Rediscovery Through Storytelling**
 - Emotional, influencer-led narratives reposition Guam as a new nostalgic escape across generations.
- **Engaging the Next Generation**
 - TikTok & Instagram focus, fan-pilgrimage, and beach lifestyle content.
 - Position Guam as the destination for self-guided adventure & “Permillage” vibes.
- **Competing on Experience, Not Price**
 - Highlight wellness, exclusivity, and memory-making over discounts.
 - Sell the purpose of travel, not just the price.
- **Oshikatsu / Pilgrimage Appeal + Island Events**
 - Curated tours tied to dramas, pop culture, and influencer spots filmed in Guam.
- **Dual-Focus Access Strategy**
 - Strengthen Narita & Haneda as core gateways for stable high-frequency demand.
 - Secure regional connectivity via select charters (Sapporo, Fukuoka, Sendai).

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COMMUNICATION THAT MOVES PEOPLE



- **“Guam — Where Emotions Flow Anew.”**
 - Japanese travelers today seek more than escapes—they seek emotions reborn and memories rediscovered. For first-time explorers and new generations, Guam offers effortless adventure and heartfelt connection—close, yet refreshingly new.
- **Think You Know Guam? Discover It Anew.**
 - Experience Guam beyond expectations — where culture, nature, and adventure flow seamlessly together. From beachside calm to spontaneous thrills, every moment invites you to move with the rhythm of the island and rediscover the joy of travel.
- **“Guam, A New Beat for the Heart. A Journey of Rediscovery.”**
 - Positioned as the ideal first overseas destination, Guam blends the familiar and the new—offering emotional storytelling and authentic experiences that flow naturally. Designed for Gen Z and Millennials seeking meaning, spontaneity, and connection, Guam invites travelers to rediscover joy, freedom, and the rhythm of travel itself.

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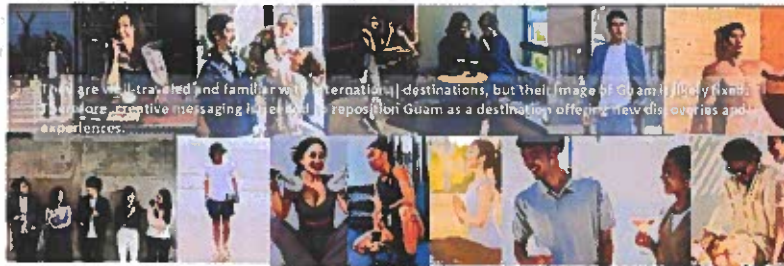
FLOW OF CONNECTION. WHO WE SPEAK TO AND WHO WE MOVE



COMMUNICATION TARGET

Approachable Aspirations — Guam as the Effortless Dream.”

Aligned with the Go with Flow strategy, Guam’s communication will focus on audiences who embody balance, authenticity, and spontaneity — people who live with emotional fluidity and seek meaningful yet effortless experiences. The brand tone will reflect “the cool older brother or sister next door” — aspirational, but relatable — inspiring travel without pressure, through natural emotional connection.



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FLOW OF CONNECTION. CORE TACTICAL SEGMENT



ACTUAL SEGMENTED CORE TARGET BY SNS ALWAYS ON ADS

Gen Z & Millennials – The Flow Seekers

- Seek experiences that blend relaxation, adventure, and authenticity.
- Travel to express individuality, find balance, and share emotional moments on social media.
- Value “ease and instant connection”—prefer destinations that are visually appealing, easy to reach, and emotionally fulfilling.
- Key motivations: self-expression, wellness, and community belonging.

Active Seniors – The Rediscoverers

- Have established travel experience and disposable income.
- Seek emotional reconnection and nostalgia-driven experiences.
- Prefer the comfort and safety of familiar destinations but are open to rediscovery through upgraded experiences (luxury, culture, or wellness).
- Motivations: comfort, cultural curiosity, and emotional renewal.



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FROM AWARENESS TO ARRIVAL



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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PHASE BY KEY INITIATIVES



Q1: IGNITE
 (Oct~Dec2025)
 Theme: "A New Beat for the Heart."

- Continue social-first campaign leveraging TV Tokyo drama 'The Reason I'm With You'
- Seeding to winter to spring break

Q2: EMBRACE
 (January–March2026)
 Theme: "GoGo Guam – Håfa Adai Campaign"

- Roll out 'GoGo Guam – Håfa Adai' campaign and Air Seat Sustenance/ Incremental promotion
- Accelerate conversion to drive arrival

Q3: EXPLORE (April–June 2026)
 Theme: "Momentum Toward Summer"

- Seasonal Activation – Spring Flow to Wellness and Summer GoGo Guam
- Sustain momentum in lean season

Q4: CELEBRATE (July–September 2026)
 Theme: "Guam Goes Mainstream Again!"

- Air Drama Season 2 episode 0 during summer peak travel season
- Accelerate conversion to drive arrival to reach target

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MARKETING AS AWARENESS AND CONSIDERATION



- Rediscovery Through Storytelling and Engaging the Next Generation

TV TOKYO DRAMA SERIES



CULTURE/ FOOD



SNS/ INFLUENCERS



STORYTELLER



AMBASSADORS



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CONVERSION AS TRADE



- Competing on Experience, Not Price

GOGO GUAM HAFA ADAI CAMPAIGN



GUAM PAY AND BONUS



CV ADS/ METASEARCH TA SALES SUPPORT



SIT



GROUP/ FAM SUPPORT



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CONVERSION AS TRADE



- Relationship and education.

TRAVEL EXPO



SEMINAR/ WORKSHOP



SISTER/ FRIENDLY CITY



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AVIATION HIGHLIGHTS



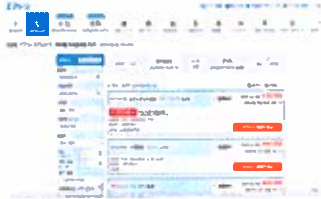
COOP ADS



EVENTS AND CAMPAIGN



OTA/ CONVERSION



AIR SEATS SUSTAINANCE/ INCREMENTAL CAMPAIGN

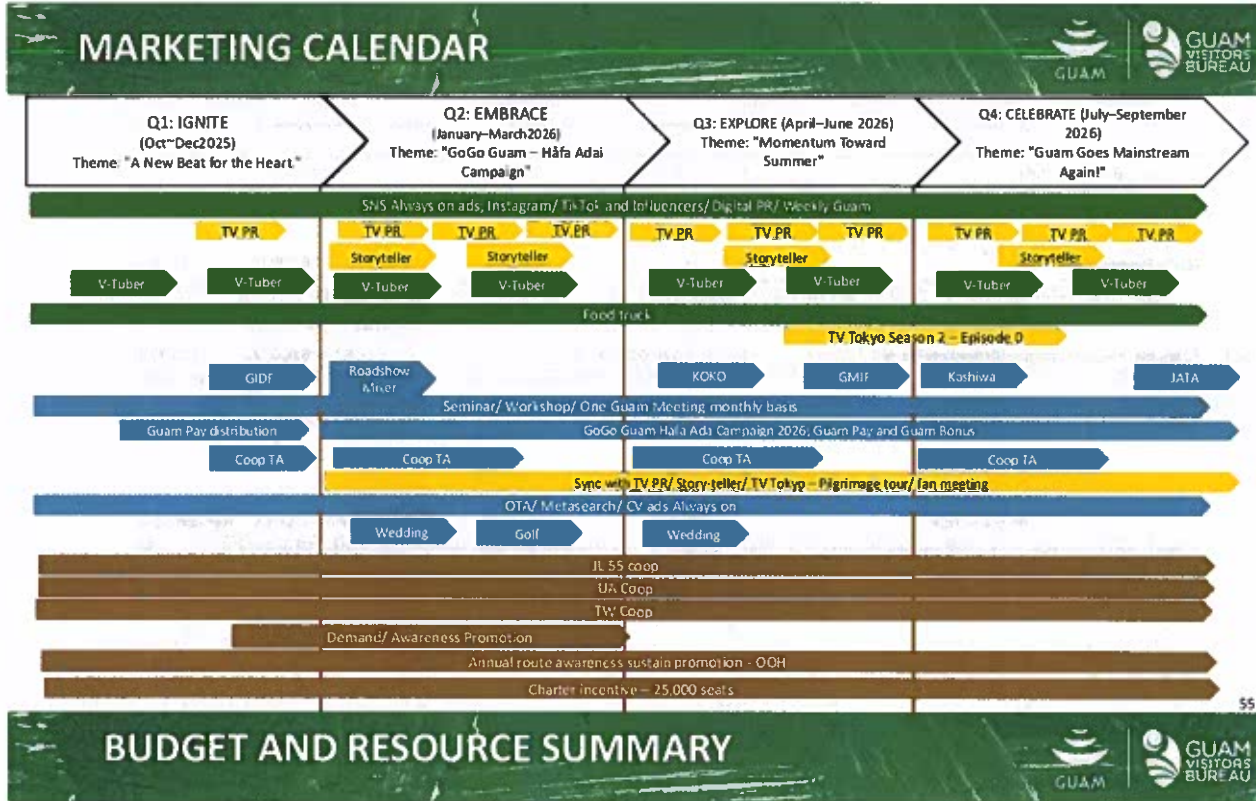


CHARTER FLIGHT

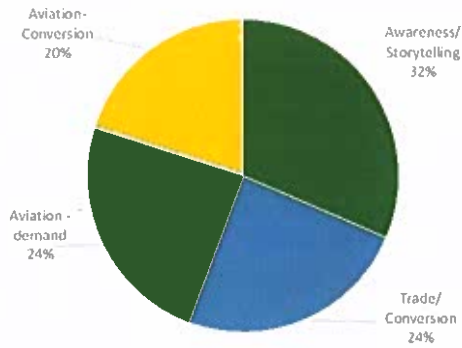


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- Balanced investment between storytelling & conversion




Code	Item	Q1	Q2	Q3	Q4	Total
ADV 001	Marketing Consumer/ FIT	\$298,000	\$647,000	\$277,500	\$147,500	\$1,370,000
PRE002	Awareness and demand	\$200,000	\$200,000	\$190,000	\$150,000	\$760,000
ADV004	Trade/ conversion	\$277,750	\$581,750	\$463,750	\$314,750	\$1,640,000
ADV008	Retainer fee	\$157,500	\$157,500	\$157,500	\$157,500	\$630,000
4 QM Total		\$1,118,250	\$1,691,250	\$1,248,750	\$844,750	\$4,800,000
Integrated demand/ awareness promo		\$100,000	\$400,000			\$500,000
Airline support annual regional ads		\$75,000	\$75,000	\$70,000	\$60,000	\$280,000
Airline tie-up contents - TV Tokyo				\$400,000		\$400,000
Airline tie-up influencer/ YouTuber		\$60,000	\$60,000	\$60,000		\$180,000
Coop with UA		\$51,000	\$51,000	\$51,000	\$51,000	\$204,000
Coop with IL		\$51,000	\$51,000	\$51,000	\$51,000	\$204,000
Coop with TW		\$25,500	\$25,500	\$25,500	\$25,500	\$102,000
Charter flight support (Many TA include 1M5 charter) 25,000 seats		\$200,000	\$300,000	\$300,000	\$200,000	\$1,000,000
Regional support		\$26,000	\$52,000	\$26,000	\$26,000	\$130,000
Aviation 3 QM total		\$588,500	\$1,014,500	\$863,500	\$481,500	\$3,900,000
Total		\$1,706,750	\$2,707,750	\$2,227,250	\$1,254,250	\$7,900,000

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FY2026 JAPAN ACUAL SPEND VERSUS BUDGET YTD



GL Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 630,000.00	\$ -		\$ 630,000.00	100.00%
PRE002	Digital/SNS/Admin	\$ 628,000.00	\$ -		\$ 628,000.00	100.00%
ADV001	Media/Branding/Trade	\$ 1,286,000.00	\$ -		\$ 1,286,000.00	100.00%
ADV008	Advertising/Metasearch/Co-op	\$ 880,000.00	\$ -		\$ 880,000.00	100.00%
SMD004	Sales Market Development/Branding/Trade	\$ 1,476,000.00	\$ -		\$ 1,476,000.00	100.00%
	GRAND TOTAL	\$ 4,900,000.00	\$ -	\$ -	\$ 4,900,000.00	100.00%
FY2026 Japan Aviation Strategy Budget Spend versus Budget YTD						
GL Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
FY23AEI	Japan Aviation Budget (Requested)	\$ 3,000,000.00	\$ -		\$ 3,000,000.00	100.00%
	GRAND TOTAL	\$ 3,000,000.00	\$ -	\$ -	\$ 3,000,000.00	100.00%
	Contract: C26010 P.L. 38-60					

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Comment/Discussion

- Ms. Nadine Leon Guerrero, Director of Global Marketing
 - Reminded committee that we emailed the oversea promotion calendar. GVB will decide the participation size based on the member's reply. Thus requested to submit the calendar survey.

ANNOUNCEMENTS

- The next JMC meeting will be on Tuesday, October 20, at 2:00 p.m.

ADJOURNMENT

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

Minutes prepared by:


 Mai Perez, Marketing Manager - Japan

Minutes reviewed/
 Approved by:


 Regina Medlic, Senior Marketing Manager - Japan

Minutes approved by:


 Mark Mangiona, Acting Director of Global Marketing

