



Exhibit

**KOREA MARKETING COMMITTEE (KMC) MEETING MINUTES**

Tuesday, December 16, 2025, at 3:30 p.m.

GVB Main Conference Room and Zoom

Zoom Link:

<https://us02web.zoom.us/j/89262397537?pwd=22qPi9GPwQWBbBtZrJMGt6d6dPLCmv.1>

Meeting ID: 892 6239 7537

Passcode: visitguam

*\*online attendance*

**Members Present:**

1. Arluis Wedding\*
2. Baldyga Group - Annie Joo
3. Crowne Plaza Resort Guam\*
4. Dusit Thani Guam Resort - Elisha Lee\*
5. Fish Eye Marine Park\*
6. Guam Hana Tour / Korea Guam Travel Association (KGTA) - Jong In Cheong
7. Guam Premier Outlets - Estella E. \*, Jaedine Hosei\*
8. Guam Reef Hotel - Akihiko Gondo\*
9. Hoshino Resorts RISONARE - Miho\*
10. Hotel Tano - Adrian Papa\*
11. Hyatt Regency Guam - Maria Gabriella Hizon\*
12. International Dining Concepts, LLC - Athena Ramos\*
13. Korea Association of Guam / Korean Community Women's Samulnori Team / Korea Freedom Federation of Guam - Ina Lee
14. Leopalace Guam Resort - Keiko Takano\*
15. Micronesia Mall - Anna T\*
16. Pacific Islands Club - Young Min Kim
17. RIHGA Royal Laguna Guam Resort - Nicole Han\*
18. Sentry Hospitality LLC - Valerie Carbuliido\*
19. Skydive Guam - Ayaka Yamaguchi
20. Spa Ayualam (Premier Beauty and Spa Guam, Inc) - Yuta\*
21. Stroll - James Rosenberg II\*, Paul Quinto
22. The Tsubaki Tower - JM\*
23. The Westin Resort Guam - Yoshi Otani\*, JM\*

**Members Absent:**

1. 7-Day Supermarket
2. Bayview Hotel
3. Crave Group
4. Docomo Pacific
5. DON DON DONKI Guam
6. Goodwind Development Corporation
7. Guam Guam Style Consulting
8. Guam Plaza Resort & Spa
9. Hard Rock Cafe
10. Hilton Guam Resort & Spa
11. Hotel Nikko Guam
12. Jae Yu
13. Japan Buslines
14. Jeju Air
15. Kloppenburg Enterprises
16. Lam Lam Tours (T.P. Micronesia, Inc.)
17. Linden Akademia
18. Lotte Duty Free
19. Lotte Hotel Guam
20. Nissan Rent A Car Guam
21. Royal Orchid Guam Hotel
22. Tommy Hilfiger
23. Triple J Enterprises, Inc.
24. Tumon Sands Plaza
25. United Airlines
26. University of Guam
27. Valley of the Latte





**GVB Board/Management/Staff Present:**

1. GVB Director, KMC Chairman – Ho Eun
2. GVB Vice President – Gerry Perez
3. GVB Director of Global Marketing – Nadine Leon Guerrero
4. GVB Senior Marketing Manager, Korea – Margaret Sablan
5. GVB Senior Marketing Manager, Korea – Nicole B. Lopez
6. GVB Marketing Manager, Korea – Cierra Sulla
7. GVB Web & IT Coordinator Assistant – Mike Arroryo
8. GVB South Korea Country Manager – Jay Park\*
9. GVB Korea Office\*

1. CALL TO ORDER

- KMC Chairman Mr. Ho Eun called the meeting to order at 3:30 pm.

2. REPORT OF COMMITTEE CHAIRMAN

- **KGTA Gala:** Chairman Eun opened the meeting by acknowledging and thanking the KGTA members for their recent gala and suggested a follow-up meeting.
- **Reduced Air Supply:** He noted the anticipated reduction in air supply for January and February, estimated at 40-50%.
- **DFS Closure:** He mentioned the potential impact of the DFS closure on March 31, 2026, and shared that with no current interest in purchasing the building, he does not foresee it being occupied in the near future.
- **Korean Air Mandate Appeal:** Chairman Eun reported that Korean Air requested reconsideration of the 90% air supply mandate (based on 2019 air supply) and has submitted an appeal to the Fair Trade Commission in South Korea. While acknowledging the request as fair, he stated that a reduction is expected. He expressed uncertainty about whether Korean Air plans to increase air supply later in 2026. He assigned the task of reconciling with Korean Air to the South Korea Country Manager, Mr. Jay Park.

3. REPORT OF MANAGEMENT

- Vice President Gerry Perez announced Mrs. Gabby Baza as the new Deputy Director of Global Marketing.
- Senior Marketing Manager Mrs. Margaret Sablan presented the latest arrival numbers.

# October 2025



**October 1-31, 2025**

**Total: 61,792 (+16.4%)**

% Market Mix	Origin	2024	2025	% vs LY
52.7%	Korea	27,897	32,538	16.6%
29.9%	Japan	14,381	18,478	28.5%
7.9%	US/Hawaii	5,760	4,904	-14.9%
2.2%	Philippines	1,325	1,385	4.5%
1.1%	Taiwan	161	674	318.6%
0.6%	China	452	375	-17.0%
0.1%	Hong Kong	55	68	23.6%

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

## Calendar Year to Date 2025



**January - October 31, 2025**

**Total: 615,660 (-0.2%)**

% Market Mix	Origin	2024	2025	% vs LY
47.4%	Korea	317,471	291,742	-8.1%
32.8%	Japan	167,290	201,630	20.5%
10.7%	US/Hawaii	72,492	66,170	-8.7%
1.9%	Philippines	10,912	11,893	9.0%
1.2%	Taiwan	2,553	7,259	184.3%
0.7%	China	4,356	4,123	-5.3%
0.1%	Hong Kong	593	611	3.0%

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

- Chairman Eun noted a positive trend, stating that while the current numbers are not as good as before, the gap in reduction percentage, when comparing quarterly fiscal year and calendar year figures, is diminishing.
- Mrs. Sablan shared preliminary, positive upward-trending numbers for November 1–8: 15,989 compared to 14,142 from the previous year. She hopes to have the full numbers available to share by the end of the month.

## Fiscal Year to Date 2025



**October 2024 - September 30, 2025**

**Total: 729,124 (-3.1%)**

% Market Mix	Origin	2024	2025	% vs LY
47.2%	Korea	392,694	344,003	-12.4%
32.8%	Japan	203,482	238,998	17.5%
10.9%	US/Hawaii	86,754	79,653	-8.2%
2.0%	Philippines	13,235	14,465	9.3%
1.1%	Taiwan	2,913	7,789	167.4%
0.6%	China	4,832	4,730	-2.1%
0.1%	Hong Kong	777	707	-9.0%

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

#### 4. MARKET UPDATES

- Mrs. Sablan presented the travel trade update in Korea and the airline schedule for December, January, and February.

## MARKET UPDATES



TRAVEL TRADE ISSUE: 2026 LCC INTEGRATION UNDER JIN AIR



### **Korea's Three LCCs Set to Merge Under Jin Air, Targeting 2026 Q1 Launch**

Korea's three low-cost carriers—Jin Air, Air Busan, and Air Seoul—will be integrated into a single entity led by Jin Air, targeting its launch in the first quarter of 2026.

The move follows progress in the Korean Air-Asiana merger review and the restructuring of Air Operator Certificates. The unified carrier is expected to operate a combined fleet of about 58 aircraft, streamlining overlapping routes, slots, and maintenance systems. Industry observers note that the integration may help reduce structural inefficiencies and enhance profitability across key short- and mid-haul markets.

# MARKET UPDATES



## AIRLINE SCHEDULE - DECEMBER

• Incheon - Guam

*\*Airline schedule is flexible, subject to change.*

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE415	DAILY	09:15	14:15	10,286
	KE417	DAILY	17:45	23:05	9,892
	KE8425	DAILY	19:45	01:00+1	9,860
	KE8419	DAILY	14:45	20:05	4,514
Jin Air	LJ913	DAILY	09:40	15:00	5,859
	LJ917	DAILY	19:55	01:20+1	5,859
	LJ919	DAILY	17:35	23:00	5,859
Air Seoul	RS101	DAILY	19:45	01:15+1	6,595
	RS103	DAILY	8:20	13:40	6,595
	RS105	DAILY	11:00	16:30	6,120
<b>TOTAL</b>					<b>71,439</b>



**TOTAL OUTBOUND  
SEAT CAPACITY  
(DECEMBER):**

**99,723 SEATS**

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921	Daily	20:05	00:50+1	5,859
	LJ923	Daily	21:25	02:20+1	2,835
Korean Air	KE2259	Daily	20:25	01:30+1	5,590
Air Busan	BX614	Daily	21:30	02:30+1	6844
	BX618	Daily	19:50	01:20+1	6924
	<b>BX6174*</b>	December 29	10:30	16:30	232
<b>TOTAL</b>					<b>28,284</b>

**BX6174\*** will operate only on December 29

# MARKET UPDATES



## AIRLINE SCHEDULE - JANUARY

• Incheon - Guam

*\*Airline schedule is flexible, subject to change.*

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE415	DAILY	09:15	14:35	10,478
	KE417	DAILY	17:45	23:05	10,478
Jin Air	LJ917	DAILY	19:45	01:15+1	12,183
Air Seoul	RS101	DAILY	19:30	01:00+1	6,045
TOTAL					39,184



TOTAL OUTBOUND  
SEAT CAPACITY  
(JANUARY):

52,147 SEATS

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921	Daily	21:00	02:00+1	5,859
Air Busan	BX614	Daily	21:30	02:30+1	7,104
TOTAL					12,963

# MARKET UPDATES



## AIRLINE SCHEDULE - FEBRUARY

• Incheon - Guam

*\*Airline schedule is flexible, subject to change.*

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE415	DAILY	09:15	14:35	9,464
	KE417	DAILY	17:45	23:05	9,464
Jin Air	LJ917	DAILY	19:45	01:15+1	11,004
Air Seoul	RS101	DAILY	19:30	01:00+1	5,460
TOTAL					35,392



TOTAL OUTBOUND  
SEAT CAPACITY  
(FEBRUARY):

47,180 SEATS

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921	Daily	21:00	02:00+1	5,292
Air Busan	BX614	Daily	21:30	02:30+1	6,496
TOTAL					11,788

- Chairman Eun questioned if the reduction in flight schedules, even with a consistent schedule, was due to a change in cabin size. Mrs. Sablan confirmed this, attributing the reduction to the aircraft downsizing.
- Regarding the Low-Cost Carrier (LCC) market, Mr. Perez asked if Jin Air's lead would result in Air Busan and Air Seoul losing their brand identities. Chairman Eun agreed, explaining that a merger would involve a transition period.
- Mrs. Sablan noted the constant fluctuation in numbers but provided an anticipated supply of 707,954 seats for Fiscal Year 2026. She mentioned plans to launch airline subsidies for Q2 through Q4. Furthermore, she assured the committee that Mr. Park is in continuous communication with all airlines regarding developments, such as Korean Air's request to the Korean government, and will keep GVB informed of any forthcoming changes.
- Mrs. Sablan presented the competitive destination update.

# MARKET UPDATES



## COMPETITIVE DESTINATION UPDATE



### Saipan: Specific Issue

- From Jan 2 to Feb 28, chartered flight to Saipan will be operated twice weekly from both Incheon and Busan—Incheon-Saipan via T'way Air (Mon/Fri, Jan 2-27) and Busan-Saipan via Air Busan (Wed/Sat, Jan 7-Feb 28).

Airline Operation Status		
ICN - SPN	FREQUENCY	14/W



### Hawaii : Specific Issue

- N/A

Airline Operation Status		
ICN - HNL	FREQUENCY	27/W

# MARKET UPDATES



## COMPETITIVE DESTINATION UPDATE



Thailand: Specific Issue

- N/A

Airline Operation Status		
ICN	FREQUENCY	201/W
	DESTINATIONS	BKK, HKT, CNX,DMK
PUS	FREQUENCY	26/W
	DESTINATIONS	BKK, CNX
TAE	FREQUENCY	7/W
	DESTINATIONS	BKK
TOTAL FLIGHT OPERATION		234/W

# MARKET UPDATES



## COMPETITIVE DESTINATION UPDATE



### Philippines: Specific Issue

- Aero K has launched a daily Cheongju-Cebu route, operating through Mar 28, subject to schedule changes.

Airline Operation Status		
ICN	FREQUENCY	198/W
	DESTINATIONS	MNL, CRK, KLO, TAG, CEB
PUS	FREQUENCY	45/W
	DESTINATIONS	MNL, CEB, CRK, TAG
CJJ	FREQUENCY	4/W
	DESTINATIONS	CRK, CEB
TOTAL FLIGHT OPERATION		247/W

- Mrs. Sablan announced that GVB will be welcoming the inaugural direct Cebu-Guam flight arriving tomorrow morning.

# MARKET UPDATES



## COMPETITIVE DESTINATION UPDATE



### Vietnam: Specific Issue

- Vietnam has set a new tourism record in 2025, welcoming more than 19 million international visitors in 11 months. China is currently Vietnam's largest source market with about 4.8 million arrivals, followed by South Korea with 3.9 million.

Airline Operation Status		
ICN	FREQUENCY	528/W
	DESTINATIONS	DAD, CXR, SGN, HAN, HPH, PQC
PUS	FREQUENCY	125/W
	DESTINATIONS	DAD, CXR, SGN, HAN, PQC
TAE	FREQUENCY	21/W
	DESTINATIONS	DAD, CXR
CJJ	FREQUENCY	11/W
	DESTINATIONS	DAD, CXR
TOTAL FLIGHT OPERATION		685/W

# MARKET UPDATES



## COMPETITIVE DESTINATION UPDATE



### Japan: Specific Issue

- Aero K launched a Jeju-Hiroshima charter service with two round trips on Dec 31 and Jan 2, marking its first international route from Jeju.

Airline Operation Status		
ICN	FREQUENCY	1,169/W
	DESTINATIONS	NRT, HND, KIX, FUK, NGO, CTS, OKA, KMI, TAK, KOJ, OKJ, YGJ, KIJ, AOJ, KMI, KMQ, UBJ, MYJ, FSZ, OIT, KKJ, SDJ, HIJ, HSG, SHI, AKJ, OBO, TKS, UKB, ISG, HKD, NGS, TOY, AOJ
GMP	FREQUENCY	154/W
	DESTINATIONS	NGO, HND, KIX
PUS	FREQUENCY	268/W
	DESTINATIONS	NRT, KIX, FUK, CTS, NGO, MYJ, OKA, KMJ
TAE	FREQUENCY	33/W
	DESTINATIONS	NRT, KIX, FUK, CTS
CJJ	FREQUENCY	84/W
	DESTINATIONS	KIX, NRT, FUK, CTS, IBR, NGO, OBO
CJU	FREQUENCY	11/W
	DESTINATIONS	KIX, NRT
TOTAL FLIGHT OPERATION		1,719/W

# MARKET UPDATES



## COMPETITIVE DESTINATION UPDATE



China: Specific Issue

- N/A

Airline Operation Status		
ICN	FREQUENCY	1,043/W
	DESTINATIONS	CAN, NKG, DLC, MDG, PKX, PEK, PVG, XMN, SHE, SZX, SJW, XIY, SYX, YTY, YNJ, YNZ, YNT, DSN, WUX, WUH, WNZ, WEH, YIH, JMU, DYG, CSX, CGO, TNA, CGQ, TFU, CKG, BAR, TAO, KMG, TYN, TSN, FOC, HRB, HAK, HGH, HFE, HET, TXN, KWL
GMP	FREQUENCY	56/W
	DESTINATIONS	PEK, PXX, SHA
PUS	FREQUENCY	60/W
	DESTINATIONS	PEK, PVG, SHE, TAO, YNJ, DYG, SYX, XIY, TNA
TAE	FREQUENCY	11/W
	DESTINATIONS	DYG, PVG, YNJ, TXN
CJJ	FREQUENCY	13/W
	DESTINATIONS	KWE, DYG, PVG, YNT, CGO, TAO
CJU	FREQUENCY	86/W
	DESTINATIONS	CAN, NKG, NTG, KHN, NGB, DYG, DLC, PKX, PEK, PVG, XIY, SHE, SZX, DSN, WUX, UYN, CSX, CGO, TAO, TSN, FOC, HRB, HGH, HFE, CGQ
TOTAL FLIGHT OPERATION		1,269/W

## 5. OLD BUSINESS

- Senior Marketing Manager Mrs. Nicole Lopez presented the accomplished marketing projects.

# OLD BUSINESS



## FY2026 ACCOMPLISHED PROJECT: MEDIA TIE-IN PROJECT WITH hey!TRAVEL

- Period: November 24 - November 29, 2025 (On-site Coverage / Shoot)
- No. of Participants: 3 pax (Editor, Photographer, 1 GVB Korea)
- Main Theme: Authentic Guam as Local
  
- Deliverables
  - 1) Hey!TRAVEL : 40 Pages Guam feature focusing on local nature, landmark and lifestyle coverage
    - Nature / Local Life / Scene of Guam
    - Covering the lifestyle of local Guam through interviews
  - 2) KTX Magazine: reformatting the hey!TRAVEL feature to 8P for KTX Magazine
    - Publishing a Guam special feature in KTX Magazine, which has the highest circulation in Korea (110,000 copies)
  - 3) Retouched photo asset for secondary utilization (Over 45Ps)
  
- Summary:
  - Focused on Guam's hidden natural gems rather than conventional tourist spots, while highlighting the everyday lives of local residents.
  - Focused not on simple place introductions but on documenting how people live within Guam's natural environment and how it shapes their daily lifestyles.
  - Highlighted the Chamorro culture embedded in Guam's daily life and visualized how it influences local food, activities, and the island's broader lifestyle.

Sketch Photos of Media Tie In Project with hey!TRAVEL



# OLD BUSINESS



## FY2026 ACCOMPLISHED PROJECT: GUAM OFFICIAL PROMO VIDEO PRODUCTION

- **Period:** November 24 – December 1, 2025 (On-site Filming)
- **No. of Participants:** 10pax (4 Filming Team, 5 Model & Influencers, 1 GVB Korea)
- **Deliverables:**
  - 1) 1 Main Brand Film: 3–4-minute full video
  - 2) 5 Segmented Edits: 30s–60s per target segment
  - 3) 5 Vertical Cuts: Reels/Shorts (9:16, optimized for SNS)
  - 4) Secondary utilization copyright
- **Summary:**
  - Developed official promotional film designed for year-round use, unaffected by seasonal campaigns or peak travel periods
  - Captured comprehensive visual assets across Guam’s signature attractions, tours, and F&B to showcase the island’s full tourism landscape.



## OLD BUSINESS



### FY2026 ACCOMPLISHED PROJECT: AIR SEOUL "2026 STRATEGIC MANAGEMENT SEMINAR IN GUAM"

- **Period & Time:** December 4 - December 6, 2025
- **No. of participants:** 12 pax
- **Main Itinerary:** Courtesy visit, Strategic Management Seminar
- **Summary:**

- A delegation of 12 senior executives from Air Seoul, including CEO, Vice president, and General managers, visited Guam to conduct a strategic management seminar following the relaunch of the Guam route on October 26.
- The visit reflects Air Seoul's strong interest in the Guam market and its long-term growth potential.
- Air Seoul executives had an official meeting with GVB Management



## OLD BUSINESS



### FY2026 ACCOMPLISHED PROJECT: GUAM INTERNATIONAL DANCE FESTIVAL (GIDF)

- **Period:** December 5 – December 8, 2025
- **No. of Participants:** 9pax (6 NPher members, 2 NPher producers, 1 GVB Korea)
- **Location:** Micronesia Mall, Sandcastle, Tumon Night Market
- **Deliverables**
  - 8 Reels video & postings on NPher member channels, 2 Instagram postings & 5 YouTube postings on NPher channel, 40 Photos
- **Summary:**
  - Invited dance crew 'NPher' to participate as a guest performer at GIDF and present a special stage
  - Participated in dance workshop as well as performances at Sandcastle and Tumon Night Market
  - Created reels videos featuring trending music & challenge songs with Guam background which will be exposed through NPher & NPher individual members' channel



Sketch Photos of NPher Performance at GIDF



- The 2026 Guam International Dance Festival (GIDF) event is scheduled for December 4-6.

## OLD BUSINESS



### FY2026 ACCOMPLISHED PROJECT: FY2026 Q1 ONLINE PROMOTION

- Period: November 14 – December 5, 2025
- Channel: GVB Korea online promotion microsite ([visitguamkr.com](http://visitguamkr.com))
- Scheme: Online promotion themed as 'Summer Christmas in Guam' to promote year end travel to Guam featuring consumer event, hotel promotions, airline schedule and Christmas attractions in Guam
- No. of Total Event Participant: 17,671 participants / 200+ event reposts on Instagram



- Mrs. Lopez acknowledged the GVB Korea team for an excellent job on the microsite.

## 6. NEW BUSINESS

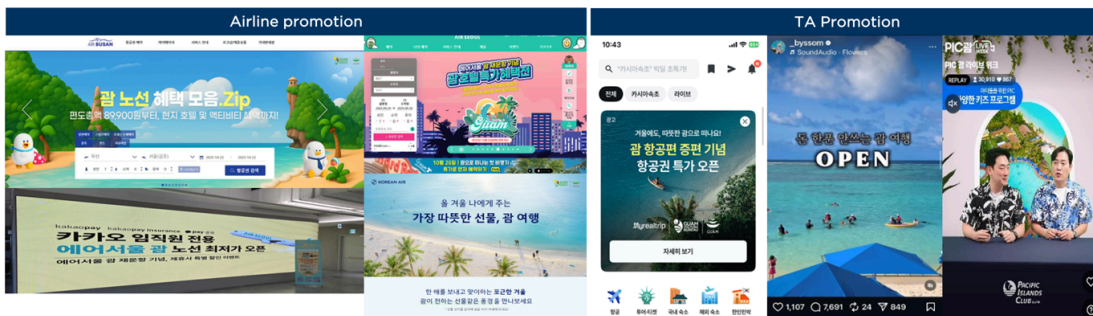
- Mrs. Lopez presented the ongoing/upcoming marketing projects.

# NEW BUSINESS



## FY2026 UPCOMING PROJECT: TRAVEL TRADE SUPPORT

- **Period & Time:** January – March 2026 (Q2)
- **Channel:** Airlines (Korean Air, Jin Air, Air Seoul, Air Busan) TA (Hana Tour, Mode Tour, Very Good Tour, YB Tour, NOL Universe etc.)
- **Objective:**
  - Collaborate with airline partners to stabilizing existing routes, support promotional campaigns, and expand seat capacity.
  - Develop co-op promotions with airlines and major travel agencies to stimulate travel demand during Q2.
  - Utilize partner-owned media, online platforms, and home-shopping/live commerce channels to widen access to Guam travel products.
  - Build sustained collaboration with airlines and travel agencies to ensure stable demand recovery and continuous Guam market expansion.



- Mrs. Lopez presented the FY2026 Budget Summary.

# BUDGET SUMMARY



FY2026 Korea Marketing Budget \$5.5M + \$554K						
Pgrm Code	Account Title	Budget	Paid	Committed	Remaining \$	Remaining %
ADMIN	South Korea Country Manager	\$ 100,800.00	\$ 8,400.00	\$ 92,400.00	\$ -	0.00%
PRE001	Marketing Representative Fees	\$ 396,000.00	\$ 33,000.00	\$ 363,000.00	\$ -	0.00%
SMD019	Travel Agent Co-Ops & Sales Calls	\$ 1,095,000.00	\$ 13,760.22	\$ 523,500.00	\$ 557,739.78	50.94%
AIP0024a	Airline Co-op Promotions	\$ 1,582,000.00	\$ -	\$ 772,000.00	\$ 810,000.00	51.20%
DIG001	Social Media and Digital Media Buys	\$ 590,000.00	\$ 12,500.00	\$ 97,500.00	\$ 480,000.00	81.36%
ADV011	Public Relations, Advertising, and Media Tie-ins	\$ 650,000.00	\$ -	\$ 30,000.00	\$ 620,000.00	95.38%
TTC018	Familiarization Tours	\$ 120,000.00	\$ -	\$ -	\$ 120,000.00	100.00%
SMD023	Sales Market Development	\$ 1,520,200.00	\$ 7,200.52	\$ 328,970.00	\$ 1,184,029.48	77.89%
<b>BUDGET GRAND TOTAL</b>		<b>\$ 6,054,000.00</b>	<b>\$ 74,860.74</b>	<b>\$ 2,207,370.00</b>	<b>\$ 3,771,769.26</b>	<b>62.30%</b>

FY2026 Korea Airline Subsidy Program \$5.4M						
Pgrm Code	Account Title	Budget	Paid	Committed	Remaining \$	Remaining %
AIP0024b	Airline Subsidy Support FY2026	\$ 5,400,000.00	\$ -	\$ -	\$ 5,400,000.00	100.00%
<b>BUDGET GRAND TOTAL</b>		<b>\$ 5,400,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 5,400,000.00</b>	<b>100.00%</b>

## 7. ANNOUNCEMENTS

**ANNOUNCEMENTS**




**HOLIDAY SOCIAL**  
Join GHRA & GVB for an industry night to celebrate the holidays with industry stakeholders! The GHRA Social is a fundraising event which helps the organization provide valuable services to its members, tourism industry and community.

DECEMBER **16** 6PM - 9PM  
HYATT REGENCY GUAM **PAY HERE**  
VISA

- INDIVIDUAL TICKETS (\$125)
- PRESENTER SPONSOR (\$1,000) \*INCLUDES TEN (10) TICKETS
- CORPORATE SPONSOR (\$600) \*INCLUDES SIX (6) TICKETS

CONTACT PERSON: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
EMAIL: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
RAFFLE PRIZE/VALUE: \_\_\_\_\_

SUBMIT YOUR RSVP VIA [INFO@GHRA.ORG](mailto:INFO@GHRA.ORG)



2025 4<sup>TH</sup> ANNUAL GOVERNOR'S HOLIDAY LIGHT FESTIVAL  
**HÅFA ADAI HOLIDAYS**  
JOIN US FOR CHRISTMAS IN PARADISE PARADE  
WEDNESDAY, DECEMBER 17, 2025  
7PM TO 9PM  
POP-UP VENDORS FROM 4PM TO 10PM  
**SKINNER PLAZA, HAGÅTNA**

FOR QUESTIONS, PLEASE CONTACT:  
PARADE: MICHAEL WEALLEY (671-791-1916)  
VENDOR/CHRISTMAS CELEBA (671-791-1216)

SCAN QR FOR REGISTRATION

- Mrs. Lopez announced the upcoming GHRA X GVB Mixer and Governor's Light Festival.

# ANNOUNCEMENTS



## KO'KO' WEEKEND 2026

- Date: April 11-12, 2026
- Location: Ypao Beach, Tumon, Guam
- Registration: [visitguam.com/koko](http://visitguam.com/koko)
- Races: Ekiden (Team Relay) & Half Marathon
- Early bird registration rate until 01/31/2026



## TOUR OF GUAM

- Date: - April 26, 2026
- Registration - TBD
- Period:



- Mrs. Lopez announced the dates for the 2026 Ko'ko' Weekend and Tour of Guam events. She acknowledged the support of their tourism partners, such as Hana Tour, who are developing travel packages for the Ko'ko' Weekend.
- Given that two major athletic events will take place in April, GVB plans to market and promote the entire month around a theme of health and wellness. Mrs. Lopez requested that the KMC and other tourism-related partners develop health and wellness activities to incorporate into various tour packages.
- In a related discussion, Chairman Eun inquired about the distance of the ekiden race. Director of Global Marketing Ms. Nadine Leon Guerrero confirmed that the race is a 20K, consisting of four 5K legs.

## Merry Christmas & Happy New Year!



- On behalf of GVB Staff and Management, Mrs. Lopez wished the committee Merry Christmas and Happy New Year. She thanked them for all their support in 2025 and looks forward to continuing to work with them in the new year.
- Next Meeting: Tuesday, January 20, 2025, at 3:30 pm (subject to change)

### **COMMITTEE DISCUSSION:**

#### **High Rental Car Accident Insurance Costs**

- Chairman Eun initiated a discussion regarding a recent car accident where the insurance coverage amount was exceptionally high. He stressed that GVB needs to understand how the rental car industry handles insurance, acknowledging that while GVB lacks insurance industry expertise, it has a "moral responsibility" and "some skin in the game" as an interested party.
- Ms. Leon Guerrero explained that GVB has staff dedicated to tourism-industry relations who field such complaints. She noted that while help isn't guaranteed, GVB has successfully negotiated reduced prices in similar past cases.
- Mr. James Rosenberg II (Stroll) offered assistance, mentioning he had requested details on the insurance policies and workings from Stroll's sister company, Hertz. He described a 50% charge (\$15,000) as "incredibly high" and suggested checking if the customer's credit card provides car insurance coverage.



- Mrs. Ina Lee (Korea Association of Guam) interjected, stating the distressed customer was contacting her for help, prompting her to reach out to GVB.
- Chairman Eun stressed the need for clarification, focusing on whether the rental car company accurately applied the coverage terms. He emphasized his approach on fairness, which requires everyone to be responsible for their actions.
- Mr. Perez suggested the first step should be obtaining a copy of the signed contract. Mrs. Lee responded that the customer did not have a copy and was seeking help to get one. Mr. Perez then recommended approaching the Insurance Commissioner, who is responsible for policy and licensing.

#### 8. ADJOURNMENT

- Chairman Eun adjourned the meeting at 4:01 pm.

Minutes Prepared By:

Cierra Sulla, Marketing Manager – Korea

Minutes Reviewed By:

Margaret Sablan/Nicole Lopez, Senior Marketing Manager – Korea

Minutes Approved By:

Nadine Leon Guerrero, Director of Global Marketing