



Exhibit

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

Tuesday, January 20, 2026, 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. Baldyga Group - Annie Joo
2. Crowne Plaza Resort Guam\*
3. DON DON DONKI Guam - J. Aguilar\*
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\*, Suzanne Perez\*
8. H.I.S. Guam Inc.- Asami Villatora\*
9. Korea Association of Guam / Korean Community Women's Samulnori Team / Korea Freedom Federation of Guam - Ina Lee
10. Micronesia Mall - Oliver Marcos\*
11. Pacific Islands Club - Young Min Kim
12. RIHGA Royal Laguna Guam Resort - Nicole Han\*
13. Spa Ayualam (Premier Beauty and Spa Guam, Inc) - Yuta\*
14. Stroll - Paul Quinto\*
15. The Tsubaki Tower - JM\*
16. The Westin Resort Guam - JM Kang\*, Julia Kim\*
17. Tumon Sands Plaza - Gloria\*
18. University of Guam - Carlos Taitano\*

**Members Absent:**

1. 7-Day Supermarket
2. Arluis Wedding
3. Bayview Hotel
4. Crave Group
5. Docomo Pacific
6. Goodwind Development Corporation
7. Guåhan Sustainable Culture
8. Guam Guam Style Consulting
9. Guam Plaza Resort & Spa
10. Guam Reef Hotel
11. Hilton Guam Resort & Spa
12. Hoshino Resorts RISONARE
13. Hotel Nikko Guam
14. Hotel Tano
15. Hyatt Regency Guam
16. International Dining Concepts, LLC
17. Jae Yu
18. Japan Buslines
19. Jeju Air
20. Kloppenburg Enterprises
21. Lam Lam Tours (T.P. Micronesia, Inc.)
22. Leopalace Guam Resort
23. Linden Akademia
24. Lotte Duty Free
25. Lotte Hotel Guam
26. Nissan Rent A Car Guam
27. Royal Orchid Guam Hotel
28. Sentry Hospitality LLC
29. Skydive Guam
30. Tommy Hilfiger





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

1. GVB Director, KMC Chairman – Ho Eun
2. GVB Deputy Director of Global Marketing – Gabbie Baza
3. GVB Senior Marketing Manager, Korea – Margaret Sablan
4. GVB Senior Marketing Manager, Korea – Nicole B. Lopez
5. GVB Marketing Manager, Korea – Cierra Sulla
6. GVB Information Technology Assistant – Brian Cha
7. GVB Korea Office\*

31. Triple J Enterprises, Inc.
32. United Airlines
33. Valley of the Latte

1. CALL TO ORDER

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

2. REPORT OF COMMITTEE CHAIRMAN

- Following the previous week's board meeting, Chairman Eun emphasized the need for more diligent work and a focus on detailed action items. He recommended that GVB hires a company to create a concept for public restroom redesign, stressing the importance of investing in capital improvements.

3. REPORT OF MANAGEMENT

- There was no report of management.
- Senior Marketing Manager Ms. Margaret Sablan presented the latest arrival numbers.

# December 2025



**December 1-15, 2025**

**Total: 42,492 (+48.3%)**

% Market Mix	Origin	2024	2025	% vs LY
58.5%	Korea	13,835	24,873	79.8%
27.0%	Japan	8,845	11,486	29.9%
7.4%	US/Hawaii	3,207	3,133	-2.3%
1.2%	Philippines	507	503	-0.8%
0.4%	Taiwan	498	191	-61.6%
0.3%	China	103	134	30.1%
0.0%	Hong Kong	18	19	5.6%

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

Note: December 2025 Daily Arrivals reflect Civilian Air arrivals only



# Calendar Year to Date 2025



**January - December 15, 2025**

**Total: 728,883 (+4.1%)**

% Market Mix	Origin	2024	2025	% vs LY
48.6%	Korea	356,906	353,963	-0.8%
32.3%	Japan	193,775	235,639	21.6%
10.2%	US/Hawaii	81,559	74,108	-9.1%
1.9%	Philippines	12,791	13,992	9.4%
1.1%	Taiwan	3,302	8,065	144.2%
0.6%	China	4,707	4,534	-3.7%
0.1%	Hong Kong	663	680	2.6%

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

Note: December 2025 Daily Arrivals reflect Civilian Air arrivals only





## Fiscal Year to Date 2026



**October 2025 - December 15, 2025**

**Total: 175,015 (+28.7%)**

% Market Mix	Origin	2025	2026	% vs LY
54.1%	Korea	67,332	94,759	40.7%
30.0%	Japan	40,866	52,487	28.4%
7.3%	US/Hawaii	14,827	12,842	-13.4%
2.0%	Philippines	3,204	3,484	8.7%
0.8%	Taiwan	910	1,480	62.6%
0.4%	China	803	786	-2.1%
0.1%	Hong Kong	125	137	9.6%

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

Note: December 2025 Daily Arrivals reflect Civilian Air arrivals only

#### 4. MARKET UPDATES

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

## MARKET UPDATES



### TRAVEL TRADE ISSUE

#### Jin Air and Air Busan Launch Domestic Codeshare as First Step Toward LCC Integration

Jin Air has begun codeshare sales and operations with Air Busan on three domestic routes (Gimpo-Busan, Jeju-Busan, Jeju-Ulsan), marking the first practical step toward integrating the three Hanjin Group LCCs ahead of the planned launch of a unified low-cost carrier.

The move is intended to secure network stability, enhance customer convenience and test integrated operations at real customer touchpoints.

#### Asiana Airlines Relocate Operations to Incheon Airport Terminal 2 from January 14

Asiana Airlines relocated all flight operations to Terminal 2 at Incheon International Airport starting Jan. 14, as part of preparations for the future integration with Korean Air and to improve passenger convenience.

To prevent confusion during the transition, Asiana is reinforcing customer notifications across all booking and ticketing channels, along with SMS alerts, online publications, and social media.

# 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	10,337
Jin Air	LJ917	DAILY	19:45	01:15+1	12,183
Air Seoul	RS101	DAILY	19:30	01:00+1	6,595
TOTAL					39,593



TOTAL OUTBOUND  
SEAT CAPACITY  
(JANUARY):

52,152 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	6,700
TOTAL					12,559

# 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	6,045
TOTAL					35,977



TOTAL OUTBOUND  
SEAT CAPACITY  
(FEBRUARY):

47,579 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	6,280
TOTAL					11,572

## MARKET UPDATES



### AIRLINE SCHEDULE - MARCH

• 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	10,425
	KE417	DAILY	17:45	23:05	10,002
Jin Air	LJ917	DAILY	19:45	01:15+1	12,183
Air Seoul	RS101	DAILY	19:30	01:00+1	5,460
TOTAL					38,070



TOTAL OUTBOUND  
SEAT CAPACITY  
(MARCH):

51,121 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	7,192
TOTAL					13,051

- Ms. Sablan informed the committee that GVB is continuing discussions with Jeju Air and T'way regarding their potential return during the summer season.
- Ms. Sablan stated that GVB has been allocated \$10 million, with a portion designated for the GIAA differential payments and \$4.2 million for the airline subsidy program, which is scheduled to commence in the second quarter. She noted that they have bargaining power moving forward with the airlines.
- Ms. Sablan presented the competitive destination update.

# MARKET UPDATES



## COMPETITIVE DESTINATION UPDATE



Saipan: Specific Issue

- N/A

Airline Operation Status		
ICN - SPN	FREQUENCY	14/W
PUS - SPN	FREQUENCY	2W



Hawaii : Specific Issue

- N/A

Airline Operation Status		
ICN - HNL	FREQUENCY	21/W

# MARKET UPDATES



## COMPETITIVE DESTINATION UPDATE



### Thailand: Specific Issue

- Thailand's inbound tourism fell for the first time in 10 years (down 7.2% to 33M visitors), mainly due to Chinese tourists avoiding Thailand after kidnapping/abduction crimes linked to cross-border scam compounds.

Airline Operation Status		
ICN	FREQUENCY	190/W
	DESTINATIONS	BKK, HKT, CNX,DMK
PUS	FREQUENCY	28/W
	DESTINATIONS	BKK, CNX
TAE	FREQUENCY	7/W
	DESTINATIONS	BKK
TOTAL FLIGHT OPERATION		225/W

# MARKET UPDATES



## COMPETITIVE DESTINATION UPDATE



Philippines: Specific Issue

- N/A

Airline Operation Status		
ICN	FREQUENCY	197/W
	DESTINATIONS	MNL, CRK, KLO, TAG, CEB
PUS	FREQUENCY	39/W
	DESTINATIONS	MNL, CEB, CRK, TAG
CJJ	FREQUENCY	16/W
	DESTINATIONS	CRK, CEB
TOTAL FLIGHT OPERATION		252/W

# MARKET UPDATES



## COMPETITIVE DESTINATION UPDATE



### Vietnam: Specific Issue

- Vietnam's tourism sector closed out 2025 with an unprecedented achievement: a record-high 21.2 million international arrivals, marking a 20.4% surge over 2024.

Airline Operation Status		
ICN	FREQUENCY	449/W
	DESTINATIONS	DAD, CXR, SGN, HAN, HPH, PQC
PUS	FREQUENCY	148/W
	DESTINATIONS	DAD, CXR, SGN, HAN, PQC
TAE	FREQUENCY	21/W
	DESTINATIONS	DAD, CXR
CJJ	FREQUENCY	7/W
	DESTINATIONS	DAD, CXR
TOTAL FLIGHT OPERATION		625/W

# MARKET UPDATES



## COMPETITIVE DESTINATION UPDATE



### Japan: Specific Issue

- Aero K Airlines has launched a new direct route between Cheongju and Kobe, expanding access to Japan's Kansai region—particularly targeting demand for small-city and culinary travel.

Airline Operation Status		
ICN	FREQUENCY	1,108/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	161/W
	DESTINATIONS	NGO, HND, KIX
PUS	FREQUENCY	269/W
	DESTINATIONS	NRT, KIX, FUK, CTS, NGO, MYJ, OKA, KMJ
TAE	FREQUENCY	34/W
	DESTINATIONS	NRT, KIX, FUK, CTS
CJJ	FREQUENCY	84/W
	DESTINATIONS	KIX, NRT, FUK, CTS, IBR, NGO, OBO
CJU	FREQUENCY	49/W
	DESTINATIONS	KIX, NRT
TOTAL FLIGHT OPERATION		1,705/W

# MARKET UPDATES



## COMPETITIVE DESTINATION UPDATE



### China: Specific Issue

- Eastar Jet's China routes recorded the strongest growth in 2025, with passenger numbers rising over 128% year-on-year and the average load factor per flight increasing by more than 28%.

Airline Operation Status		
ICN	FREQUENCY	879/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	62/W
	DESTINATIONS	PEK, PVG, SHE, TAO, YNJ, DYG, SYX, XIY, TNA
TAE	FREQUENCY	9/W
	DESTINATIONS	DYG, PVG, YNJ, TXN
CJJ	FREQUENCY	7/W
	DESTINATIONS	KWE, DYG, PVG, YNT, CGO, TAO
CJU	FREQUENCY	114/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		1,127/W

## 5. OLD BUSINESS

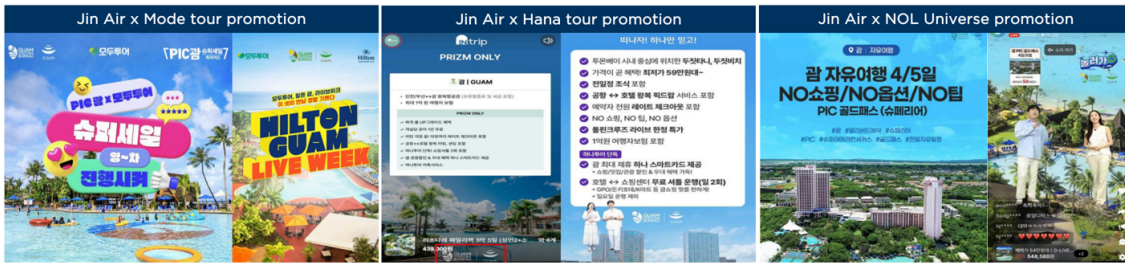
- Senior Marketing Manager Ms. Nicole Lopez presented the accomplished marketing projects.

# OLD BUSINESS



## FY2026 ACCOMPLISHED PROJECT: TRAVEL TRADE SUPPORT - JIN AIR PROMOTION

- Period : December 1, 2025 - January 19, 2026
- Channel: Jin Air, TA agencies (Hana Tour, Mode Tour, NOL Universe etc.)
- Summary:
  - To activate the Jin Air Guam route, joint promotions were implemented with three major travel agencies.
  - Mode Tour, Hana Tour, and NOL Universe participated, leveraging each company's online channels to expand promotion and exposure of Guam route products.
  - All three campaigns were completed successfully with strong engagement, contributing to increased visibility and activation of the route.

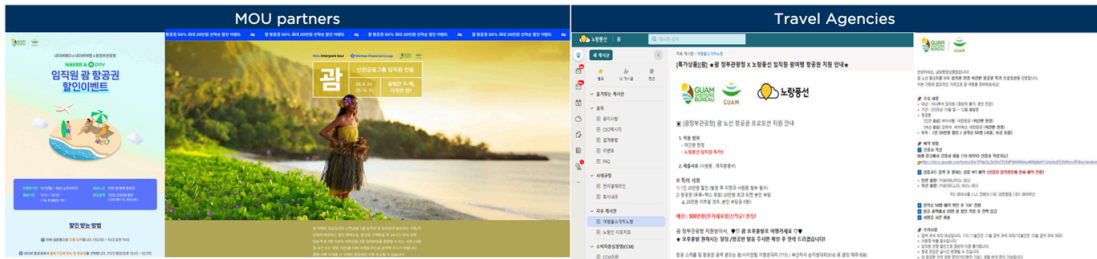


# OLD BUSINESS



## FY2026 ACCOMPLISHED PROJECT: TRAVEL TRADE SUPPORT – GVB PARTNERS & CHANNELS EXCLUSIVE OFFER

- **Period:** October 1 – December 31, 2025
- **Channel:** MOU partners (CHA medical, Shinhan Group, Naver group) and TA agencies (Hana Tour, Mode Tour, Very Good Tour, YB Tour, NOL Universe etc.)
- **Project:** GVB partners & channels exclusive offer promotion
- **Summary:**
  - "The GVB Partners & Channels Exclusive Offer," designed to stimulate demand for Guam night flights, was implemented as an employee-exclusive discount promotion.
  - A total of nine partner companies participated, and the promotion concluded successfully with strong engagement.
  - The initiative reinforced strategic partnerships and supported sustained demand growth for the Guam night route.



## 6. NEW BUSINESS

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

## NEW BUSINESS



### FY2026 UPCOMING PROJECT: GVB KOREA NEW YEAR CELEBRATION PARTY

- Period : February 5, 2026 (17:30 - 20:30)
- Venue: Arzu Cheongdam, Seoul, Korea
- No. of participants: Approx. 150pax (Travel trade partners, media, digital influencers, major partners)
- Program: Opening remarks, GVB Korea presentation, Scent of Guam project & Perfume Introduction, Dinner, Lucky draw
- Scheme:
  - Host an appreciation and networking event to strengthen relationships with key GVB partners and stakeholders.
  - Showcase the newly developed Guam perfume as a new experiential branding element and promotional asset.
  - Present the FY2026 marketing roadmap, highlighting Guam's sports-driven campaigns and destination positioning.
  - Officially introduce the sports ambassador as part of Guam's sports tourism branding strategy.
  - Create meaningful engagement opportunities through networking to reinforce Guam's value as a preferred travel destination.



## NEW BUSINESS



### FY2026 UPCOMING PROJECT: INFLUENCER CO-OP

- Period: 4<sup>th</sup> week of February, 2026 (Tentative)
- No. of Pax: 12 pax (6 Influencers & 6 Companions)
- Scheme:
  - Host an influencer FAM tour inviting influencers with high ROI from previous TT Influencer flash sales and strong engagement on Guam contents to **spread positive travel sentiment and inspire stronger consumer interest in visiting Guam**
  - **Influencers to create timely and high-quality Guam travel content** based on itineraries featuring GVB recommended locations, activities, and restaurants that best showcase Guam's strengths and unique appeal
  - Produce diverse visual assets (photo, videos) that can be repurposed for future GVB marketing initiatives and promotions
- Deliverables: 23+ Instagram postings / 2 Naver blog postings / 1 YouTube video postings / 300+ images / 90+ shortform videos



### ● Influencer Itineraries and Content

- Ms. Lopez informed the committee that GVB is currently developing influencer itineraries and invited KMC members to share any new offerings their businesses have that GVB could incorporate, aiming to diversify content.
- Ms. Saban welcomed recommendations for additional influencers GVB could collaborate with.
- Ms. Baza shared that GVB's Japan and Taiwan markets have been using a 50/50 itinerary model, where half the content is GVB-coordinated, and the other half is curated by the influencer for more organic and authentic content.
- Chairman Eun asked who creates the influencers' schedule and Ms. Baza clarified that GVB typically creates it, tailoring experiences to the influencer's profile and interests.

### ● Collaboration and Support

- Chairman Eun inquired whether KMC members currently collaborate with GVB and the visiting influencers, to which Young Min Kim (Pacific Islands Club) confirmed occasional participation.
- When Chairman Eun asked if the committee would like to increase their collaboration with



- GVB on these programs, the KMC members agreed.
- Ms. Lopez noted that GVB solicits quotations for accommodations and intentionally uses different hotels for each influencer stay to ensure fairness.
- Chairman Eun stressed the importance of collaborating with KMC members in advance on various GVB programs.

## NEW BUSINESS

### FY2026 UPCOMING PROJECT: GUAM CONTENT PRODUCTION – THE WORLD THEME TOUR

- **Period:** Shooting Schedule: February 5-14, 2026 (Tentative) / Broadcast Airing: Late April 2026 (Tentative)
- **Media:** [EBS World Theme Tour](#)
- **Theme:** Guam, the Playground for next chapter (Tentative)
- **Deliverables:** 2 Guam-featured episodes (50 minutes each)
- **Contents:**
  - ✓ Background of Chamorro heritage
  - ✓ Island of retreat
  - ✓ Hidden gem in Guam
  - ✓ How Local People enjoy their life on the island
  - ✓ Local Experiences infused with Chamorro culture
  - ✓ Experiencing Guam’s Outdoor Lifestyle like a local
- **Objective:**
  - To expand media exposure by introducing Guam through EBS broadcast programs, **allowing viewers to experience the destination in a more authentic and engaging way through video storytelling.**
  - To present Guam to potential travelers through **broadcast content that reflects the island’s leisure offerings, outdoor experiences, local culture, and everyday Chamorro life.**
  - To reach consumers through the program’s broadcast exposure and strengthen Guam’s overall brand image across a broad audience.



## NEW BUSINESS



### FY2026 UPCOMING PROJECT: 2026 26<sup>th</sup> E:DM INTERNATIONAL EDUCATION FAIR

- Period: March 14 – March 15, 2026 (10:00 – 18:00)
- Venue: COEX The Plaza (2F), Seoul, Korea
- Host: E:DM Education
- Participating Booth: Approx. 150 booth (universities, language schools, education boards, and academies)
- Expected attendees: 5,000+ pax for 2 days
- GVB Booth: 1 standard table
- Objective:



- To promote Guam as a U.S recognized English education hub located within proximity to Koea
- To introduce Guam's language schools, English camps, K-12 program and higher education pathways to Korean families
- To enhance awareness of Guam's education ecosystem, which remains less known in the Korean market

- Booth Event: - SNS Follow Event & Survey Event with giveaway distribution

2025 25<sup>th</sup> E:DM International Education Fair Sketch Photos



## NEW BUSINESS



### FY2026 UPCOMING PROJECT: 2026 59<sup>TH</sup> INTERNATIONAL EDUCATION & FAIR

- Period: March 28 – March 29, 2026 (10:00 – 18:00)
- Venue: COEX 3F, D hall, Seoul, Korea
- Host: Korea Travel Fairs LTD
- Participating Booth: Approx. 150 booth (universities, language schools, education boards, and academies)
- Expected attendees: 12,000+ pax for 2days
- GVB Booth: 3 independent booth spaces
- Objective:

- To position Guam as premier English education hub located within proximity to Korea
- To promote Guam's various English education ecosystem to the Korean market
- To provide a platform where visitors can meet GVB members in person, enabling credible and immediate consultants

- Booth Event: - SNS Follow Event & Survey Event with giveaway distribution



2025 58<sup>th</sup> International Education Fair Sketch Photos



## NEW BUSINESS



### FY2026 UPCOMING PROJECT: SEOUL INTERNATIONAL SPORTS & LEISURE INDUSTRY SHOW (SPOEX 2026)

- Period & Time: March 26 – March 29, 2026 (10:00 – 18:00)
- Venue: COEX A, B, C Hall , Seoul, Korea
- Host: Korea Sports Promotion Foundation (KSPO), Korea International Trade Association (KITA)
- Expected attendees: 50,000+ pax for 4 days
- GVB Booth: 4 independent booth spaces
- Objective:
  - To position Guam as a leading sports destination to a highly relevant and engaged audience
  - To promote Guam's signature sports events as key travel motivators that encourage event-led visitation and repeat travel
  - To establish and strengthen connections with sports-related businesses, creating opportunities for future partnerships
  - To present Guam's key activities, sports events, and upcoming initiatives through interactive booth experiences and giveaways
- Booth Event:
  - Guam Sports Mini Game
  - SNS Follow Event & Survey Event with giveaway distribution



- Ms. Lopez shared that a letter will be distributed this month informing businesses how to share information about their offerings, including tours or attractions, that align with the upcoming event. When asked for examples by Chairman Eun, Ms. Lopez confirmed the main activities they will focus on promoting are snorkeling, scuba diving, hiking, golf, yoga, running (featuring the signature Ko'ko' Road Race), and other wellness activities.
  - Ms. Sablan suggested companies develop packages specifically for the month of April.
- Ms. 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	\$ 25,200.00	\$ 75,600.00	\$ -	0.00%
PRE001	Marketing Representative Fees	\$ 396,000.00	\$ 66,000.00	\$ 330,000.00	\$ -	0.00%
SMD019	Travel Agent Co-Ops & Sales Calls	\$ 1,095,000.00	\$ 16,172.27	\$ 700,500.00	\$ 378,327.73	34.55%
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	\$ 47,566.91	\$ 222,433.09	\$ 320,000.00	54.24%
ADV011	Public Relations, Advertising, and Media Tie-ins	\$ 650,000.00	\$ 10,000.00	\$ 165,000.00	\$ 475,000.00	73.08%
TTC018	Familiarization Tours	\$ 120,000.00	\$ -	\$ 40,000.00	\$ 80,000.00	66.67%
SMD023	Sales Market Development	\$ 1,520,200.00	\$ 42,450.63	\$ 497,019.89	\$ 980,729.48	64.51%
<b>BUDGET GRAND TOTAL</b>		<b>\$ 6,054,000.00</b>	<b>\$ 207,389.81</b>	<b>\$ 2,802,552.98</b>	<b>\$ 3,044,057.21</b>	<b>50.28%</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>

as of 01/16/2026

- Chairman Eun pointed out that GVB Korea marketing's budget for FY2026 includes an additional \$2 million. He elaborated that in FY2025, the Korea Marketing budget was \$5.5 million. Of this, only \$5 million was utilized, and \$1 million was specifically allocated for airline subsidy. Therefore, without the airline subsidy, the actual expenditure for Korea Marketing in FY2025 was \$4 million. Given the FY2026 budget is \$6 million, this represents a 50% increase. He questioned the allocation of this significant increase. Ms. Lopez responded that the increase is primarily directed towards Travel Agent Co-op Promotions, with smaller increases for Social Media and Digital Media Buys. Chairman Eun requested a comparison and justification for the planned FY2026 spending.

## 7. ANNOUNCEMENTS

- Next Meeting: TBD

## COMMITTEE DISCUSSION:

- **KGTA New Year Celebration:** Jong In Cheong, President of the Korea Guam Travel Association (KGTA), announced that Chairman Eun will host a New Year Celebration Dinner on January 30th at 6:00 PM at Sejong Restaurant.



- **Korean Association of Guam Events:** Ms. Ina Lee (Korea Association of Guam) announced several upcoming events:
  - The 2026 Korean Traditional New Year Celebration.
  - The 6th youth K-pop dance contest.
  - The Korean Traditional Custom Han Bok Fashion Show Team.

#### **Addressing Tourist Arrival Concerns (Electronic Declaration QR Code):**

- Ms. Ina Lee raised a concern regarding elderly tourists experiencing difficulties with the Guam electronic declaration QR code process at the airport.
- She requested GVB support to station staff at the airport to assist tourists with the QR codes.
- **Proposed Solutions:**
  - Ms. Baza noted that a QR code kiosk and accessible Wi-Fi are available at the airport.
  - Ms. Sablan suggested negotiating with the airport concierge service to provide staff assistance.
  - Ms. Baza explored the possibility of Travel Agents providing a QR code sign for tourists to complete the declaration before boarding their flight to Guam.
- **Consensus:** The most practical solution identified was to have a concierge staff member available on standby for assistance.

#### **Linden Akademia Student Program:**

- Ms. Stella Bae (Linden Akademia) shared plans for a 4-day program for 1,200 students from Kangnam University, with groups of approximately 80-100 participants.
- She requested GVB assistance in coordinating field trips tailored to the students' respective majors.
- The GVB marketing team confirmed they would communicate directly with Linden Akademia to coordinate the request.

#### **8. ADJOURNMENT**

- Chairman Eun adjourned the meeting at 4:13 pm.

Minutes Prepared By:

Cierra Sullá, Marketing Manager – Korea



Minutes Reviewed By:

Margaret Sablan/Nicole Lopez, Senior Marketing Manager – Korea

Minutes Approved By:

Nadine Leon Guerrero, Director of Global Marketing