



Exhibit

KOREA MARKETING COMMITTEE (KMC) MEETING MINUTES

Tuesday, April 21, 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. Arluis Wedding*
2. Baldyga Group - Annie Joo
3. Crowne Plaza Resort Guam*
4. Dusit Thani Guam Resort - Elisha Lee
5. Guam Guam Style Consulting - Mike Soderquist*
6. Guam Hana Tour / Korea Guam Travel Association (KGTA) - Jong In Cheong
7. Guam KTB Inc. - Sunghwan Wang
8. Guam Plaza Resort & Spa - Jung A Kondo*
9. Guam Premier Outlets - Monte Mesa, Estella E. *, Suzanne*, Jaedine Hosei*
10. Guam Reef Hotel - Akihiko Gondo*
11. Hotel Tano*
12. Lotte Duty Free - Jaejun Lee
13. Lotte Hotel Guam - Sunny Kim*
14. Micronesia Mall - Anna T*
15. Pacific Islands Club - Young Min Kim
16. Skydive Guam - Ayaka Yamaguchi*
17. Spa Ayualam (Premier Beauty and Spa Guam, Inc) - Yuta*
18. Stroll - James Rosenberg
19. The Westin Resort Guam - Yoshi Otani*, Julia Kim*
20. Tumon Sands Plaza - Monte Mesa

Members Absent:

1. 7-Day Supermarket
2. Air Busan
3. Air Seoul
4. Bayview Hotel
5. Crave Group
6. Docomo Pacific
7. DON DON DONKI Guam
8. Fish Eye Marine Park
9. Goodwind Development Corporation
10. Guåhan Sustainable Culture
11. H.I.S. Guam Inc (LeaLea Sandals)
12. Hilton Guam Resort & Spa
13. Hoshino Resorts RISONARE
14. Hotel Nikko Guam
15. Hyatt Regency Guam
16. International Dining Concepts, LLC
17. Jae Yu
18. Japan Buslines
19. Jeju Air
20. Jin Air
21. Kloppenburg Enterprises
22. Korea Association of Guam
23. Korea Freedom Federation of Guam
24. Korean Air
25. Korean Community Women's Samulnori Team
26. Lam Lam Tours (T.P. Micronesia, Inc.)
27. Leoplace Guam Resort
28. Linden Akademia
29. Nissan Rent A Car Guam
30. RIHGA Royal Laguna Guam Resort





GVB Board/Management/Staff Present:

- | | |
|--|---|
| <ol style="list-style-type: none"> 1. GVB Director, KMC Chairman – Ho Eun 2. GVB President & CEO – Régine Biscoe Lee 3. GVB Global Director of Global Marketing – Nadine Leon Guerrero 4. GVB Senior Marketing Manager, Korea – Nicole B. Lopez 5. GVB Senior Marketing Manager, Korea – Lisa Bordallo 6. GVB Marketing Manager, Korea – Cierra Sulla 7. GVB Web & IT Coordinator Assistant – Mike Arroyo 8. GVB South Korea Country Manager – Jay Park* 9. GVB Korea Office* | <ol style="list-style-type: none"> 31. Royal Orchid Guam Hotel 32. Sentry Hospitality LLC 33. The Tsubaki Tower 34. Tommy Hilfiger 35. Triple J Enterprises, Inc. 36. T’way Air 37. United Airlines 38. University of Guam 39. 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

- Chairman Eun expressed his gratitude for the island's resilience in the wake of Typhoon Sinlaku, motivating the committee to move forward.

3. REPORT OF MANAGEMENT

- Management did not provide a formal report; however, GVB President and CEO Mrs. Règine Biscoe Lee aligned with Chairman Eun’s sentiments. She emphasized the heavy work ahead and expressed appreciation for the stakeholders who attended the KMC to engage in these discussions.
- Marketing Manager Ms. Cierra Sulla presented the latest arrival numbers.

February 2026



February 1-28, 2026

Total: 69,535 (+14.1%)

% Market Mix	Origin	2025	2026	% vs LY
45.9%	Korea	29,891	31,944	6.9%
36.0%	Japan	20,982	25,039	19.3%
8.2%	US/Hawaii	6,004	5,707	-4.9%
1.3%	Philippines	988	927	-6.2%
2.4%	Taiwan	90	1,672	1757.8%
1.6%	China	415	1,079	160.0%
0.1%	Hong Kong	42	73	73.8%

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

March 2026



March 1-17, 2026

Total: 34,698 (+6.6%)

% Market Mix	Origin	2025	2026	% vs LY
31.2%	Korea	12,387	10,814	-12.7%
49.4%	Japan	13,884	17,135	23.4%
11.2%	US/Hawaii	3,647	3,872	6.2%
1.5%	Philippines	699	507	-27.5%
0.8%	Taiwan	57	275	382.5%
0.4%	China	109	144	32.1%
0.1%	Hong Kong	26	24	-7.7%

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

Note: March 2026 Daily Arrivals reflect Civilian Air arrivals only



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

Note: March 2026 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2026



January – March 17, 2026

Total: 173,773 (+8.1%)

% Market Mix	Origin	2025	2026	% vs LY
44.0%	Korea	76,277	76,423	0.2%
37.7%	Japan	54,915	65,592	19.4%
9.3%	US/Hawaii	16,739	16,155	-3.5%
1.5%	Philippines	2,460	2,606	5.9%
1.5%	Taiwan	1,858	2,591	39.5%
0.9%	China	1,249	1,522	21.9%
0.1%	Hong Kong	109	138	26.6%

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

Note: March 2026 Daily Arrivals reflect Civilian Air arrivals only





Fiscal Year to Date 2026



October 2025 - March 17, 2026

Total: 402,745 (+19.8%)

% Market Mix	Origin	2025	2026	% vs LY
49.2%	Korea	161,076	198,137	23.0%
33.8%	Japan	110,761	136,069	22.8%
8.1%	US/Hawaii	35,126	32,722	-6.8%
1.8%	Philippines	6,417	7,320	14.1%
1.1%	Taiwan	3,062	4,453	45.4%
0.6%	China	2,231	2,554	14.5%
0.1%	Hong Kong	273	336	23.1%

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

Note: March 2026 Daily Arrivals reflect Civilian Air arrivals only

4. MARKET UPDATES

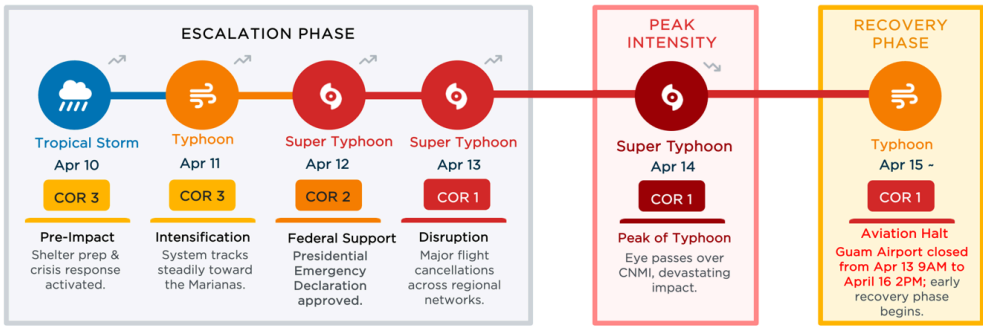
- Senior Marketing Manager Mrs. Nicole B. Lopez presented the travel trade update in Korea and the airline schedule for the months of April, May and June.

MARKET UPDATES



TRAVEL TRADE ISSUE: SUPER TYPHOON SINLAKU

- ✓ **Storm Intensity & Response:** Super Typhoon Sinlaku rapidly intensified into the strongest tropical cyclone of 2026 to date.
- ✓ **Flight & Visitor Disruptions:** Multiple airlines canceled flights and these widespread travel interruptions led to an estimated 1,500+ visitors being stranded on the Island. **However, starting from April 16, alternative & regular flight options are now available for ICN-GUM passengers, including KE8417 and LJ901.**



MARKET UPDATES



TRAVEL TRADE ISSUE: SUPER TYPHOON SINLAKU

**As of April 16, Airline schedule flexible, subject to change.
Flight suspension period: April 13 - 15*

Airlines	Flight No.	Route	DEP Time	ARR Time	Status	Seat Capacity (original)	Seat Capacity (changed)	Seat Loss	No. of canceled flights
Korean Air	KE415	ICN-GUM	10:05	15:35	Canceled	10,405	9,053	1,352	4
	KE417	ICN-GUM	18:25	23:55	Canceled	4,140	3,860	280	4
Jin Air	LJ915	ICN-GUM	18:15	23:45	Canceled	4,347	3,969	378	2
	LJ917	ICN-GUM	22:05	3:35+1	Canceled	567	567	0	0
	LJ921	PUS-GUM	20:40	01:40+1	Canceled	3,402	3,024	378	2
Air Seoul	RS101	ICN-GUM	19:25	01:00+1	Canceled	3,635	3,245	390	2
Air Busan	BX614	PUS-GUM	21:30	02:30+1	Canceled	812	812	0	0
Total						27,308	24,530	2,778	14

 **TOTAL OUTBOUND SEAT CAPACITY (APRIL): 27,308 SEATS - ORIGINAL**
TOTAL OUTBOUND SEAT CAPACITY (APRIL): 24,530 SEATS (10% DECREASED) - CHANGED

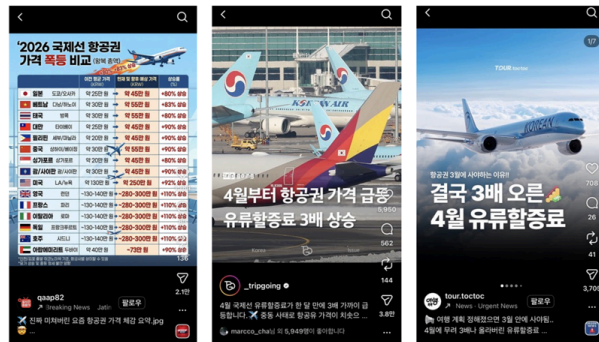
MARKET UPDATES



“Fuel Surcharge Historical Peak”

- **May 2026 is expected to hit the maximum surcharge level (Level 33)** for the first time in the current aviation pricing system due to the Middle East War.
- **Consumer Impact:** For a family of four traveling to Guam, the additional surcharge cost exceeds \$1,200+ (Round Trip) starting in May, posing a major risk to outbound demand.

Fuel Surcharge	March 2026	April 2026	May 2026
Surcharge Level	Level 6	Level 18	Level 33 (Max)
Guam Route	Approx. \$30	Approx. \$80	Approx. \$160+
Long-haul	Approx. \$95	Approx. \$240	Approx. \$430+



- Mr. Jay Park, South Korea Country Manager, detailed the record-breaking fuel surcharge peak. He noted the biggest challenge for the Korea market is the climb of fuel surcharges to the Level 33 maximum in May 2026, which results in costs exceeding \$1,200 for families traveling between Korea and Guam.

MARKET UPDATES



[ICN-GUM] Before fuel surcharge increase

Airline	FLIGHT No.	APR	MAY	JUN
Korean Air	KE415	10,032	10,478	10,140
	KE417	4,020	4,158	4,138
Jin Air	LJ915	5,670	5,859	5,670
	LJ917	5,670	5,859	5,670
Air Seoul	RS101	5,655	6,045	5,850
Total		31,047	32,399	31,468

After the fuel surcharge increase

APR	MAY	JUN
9,053	10,478	10,140
3,860	690	0
3,969	4,725	5,670
567	0	5,670
3,245	6,045	5,850
20,694	21,938	27,330

KE417: May 06 ~ Jun 30
LJ915: 16days in Apr ~ May
LJ917: Apr 04 ~ May 31
RS101: 15days in Apr

[PUS-GUM] Before fuel surcharge increase

Airline	FLIGHT No.	APR	MAY	JUN
Jin Air	LJ921	3,402	5,859	5,670
Air Busan	BX614	4,176	4,140	3,712
Total		7,578	9,999	9,382

After the fuel surcharge increase

APR	MAY	JUN
3,024	3,213	5,670
812	2,088	3,712
3,836	5,301	9,382

LJ921: 14days in May
BX614: Apr 06 ~ Apr 30
2w flights in May

Total	APR	MAY	JUN
	38,625	42,398	40,850

APR	MAY	JUN
24,530	27,239	36,712

- Updates on flight operations and support programs were provided by Mr. Park:
 - Night flight suspensions:
 - Korean Air: Operations suspended from May 6 until June 30.
 - Jin Air: Operations suspended through May 31.
 - These cancellations are expected to reduce seat capacity by approximately 33,400 during the third quarter of the fiscal year.
 - The Fuel Surcharge Support Program is set to begin in May. This initiative will target airlines and travel agencies to offer passengers both direct and indirect support.

MARKET UPDATES



AIRLINE SCHEDULE - APRIL

• Incheon - Guam

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE415	DAILY	10:05	15:35	9,053
	KE417	DAILY	18:25	23:55	3,860
Jin Air	LJ915*	DAILY	18:15	23:45	3,969
	LJ917**	DAILY	22:05	03:35(+1)	567
Air Seoul	RS101***	DAILY	19:25	01:00(+1)	3,245
TOTAL					20,694

*LJ915: Apr 8,16,19,22,23,25,26 (Suspension)

**LJ917: Apr 4-May 31 (Suspension)

***RS101: Apr 3,6,7,10,13,14,17,20,21,24,27,28,30 (Suspension)

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air****	LJ921	4/W	20:05	00:50(+1)	3,024
Air Busan*****	BX614	4/W	19:50	01:10(+1)	812
TOTAL					3,836

****LJ921: Apr 1-Apr 28: 4/W(Wed/Thu/Sat/Sun), Apr 29-Sep 5: Daily

*****BX614: Apr 1-Apr 4/W(Wed/Thu/Sat/Sun), Apr 6-Apr 30 (Suspension)

All flights scheduled between April 13 and April 16 were canceled due to the impact of Typhoon "SINLAKU"



TOTAL OUTBOUND SEAT CAPACITY (APRIL):

24,530 SEATS

MARKET UPDATES



AIRLINE SCHEDULE - MAY

• Incheon - Guam

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE415	DAILY	10:05	15:35	10,478
	KE417*	DAILY	18:25	23:55	690
Jin Air	LJ915**	DAILY	18:15	23:45	4,725
Air Seoul	RS101	DAILY	19:25	01:00(+1)	6,045
TOTAL					21,938

*KE417: May 6-Jun 30 (Suspension)

**LJ915: May 8,11,14,16,20,27 (Suspension)

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921***	Daily	20:05	00:50(+1)	3,213
Air Busan	BX614	2/W	19:50	01:10(+1)	2,088
TOTAL					5,301

***LJ921: May 6,7,9,12,13,15,16,18,19,20,23,27,28,30 (Suspension)

****BX614: May 2-May 30: 2/W (Wed/Sat)



TOTAL OUTBOUND SEAT CAPACITY (MAY):

27,239 SEATS

MARKET UPDATES



AIRLINE SCHEDULE - JUNE

• Incheon - Guam

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE415	DAILY	10:05	15:35	10,140
Jin Air	LJ915	DAILY	18:15	23:45	5,670
	LJ917	DAILY	22:05	03:35(+1)	5,670
Air Seoul	RS101	DAILY	19:25	01:00(+1)	5,850
TOTAL					27,330



TOTAL OUTBOUND
SEAT CAPACITY
(JUNE):

36,712 SEATS

• Busan - Guam

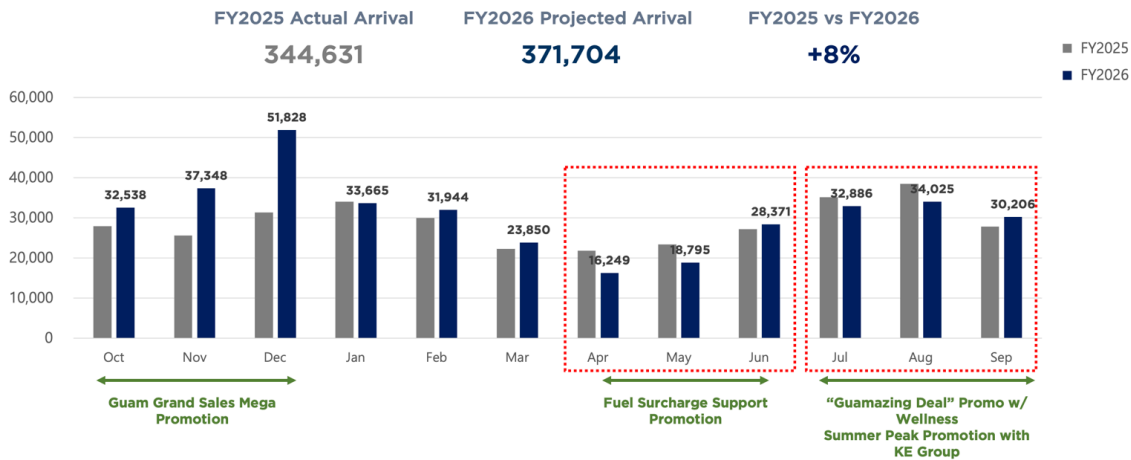
Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921	Daily	20:05	00:50(+1)	5,670
Air Busan	BX614	4/W	19:50	01:10(+1)	3,712
TOTAL					9,382

- Mrs. Lopez confirmed Chairman Eun's inquiry regarding Korean Air's cancellation of the afternoon flight for June.
- Mrs. Lopez highlighted the challenge of midnight arrivals for the majority airlines except Korean Air. She suggested that if increasing seat capacity is not currently feasible, efforts should be directed toward pushing for improved arrival times.

MARKET UPDATES



FY2025 VS FY2026 Korean Arrival Comparison



- Chairman Eun observed that the current projection reflects an optimistic outlook.
 - Mrs. Lopez identified several contributing factors from the last quarter of the previous calendar year, including a surge in flights to Guam that, while not strictly driven by market demand, enabled the execution of the Guam Grand Sales Mega Promotion.
 - Regarding the impact of current fuel pricing, she explained that a portion of the budget is now dedicated to the Fuel Surcharge Support Promotion. She emphasized that this initiative must be launched immediately to help mitigate ticket costs for Guam travelers during the second quarter of FY26.
 - Additionally, the "Guamazing Deal" Promo and other promotional activities are scheduled to continue into the third quarter of FY26.
-
- Ms. Sulla presented the competitive destination update.

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Saipan: Specific Issue

- World Resort is scheduled to close from May 9 due to weak business conditions. PIC remains closed with reopening timing subject to typhoon damage assessment. Kensington Resort is currently operating but reviewing future operations depending on typhoon impact.

Airline Operation Status		
ICN - SPN	FREQUENCY	4/W



Hawaii: Specific Issue

- Hawaii is continuing to recover from recent severe flooding, with FEMA affirming a Major Disaster Declaration following repeated storm damage.

Airline Operation Status		
ICN - HNL	FREQUENCY	16/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Thailand: Specific Issue

- Air Premia will suspend six Incheon-Bangkok flights scheduled between May 8 and 24, as part of broader capacity cuts to offset rising jet fuel costs.

Airline Operation Status		
ICN	FREQUENCY	129/W
	DESTINATIONS	BKK, HKT, CNX, DMK
PUS	FREQUENCY	17/W
	DESTINATIONS	BKK, CNX
TAE	FREQUENCY	0/W
	DESTINATIONS	BKK
TOTAL FLIGHT OPERATION		146/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Philippines: Specific Issue

- N/A

Airline Operation Status		
ICN	FREQUENCY	116/W
	DESTINATIONS	MNL, CRK, KLO, TAG, CEB
PUS	FREQUENCY	25/W
	DESTINATIONS	MNL, CEB, CRK, TAG
CJJ	FREQUENCY	4/W
	DESTINATIONS	CRK, CEB
TOTAL FLIGHT OPERATION		145/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Vietnam: Specific Issue

- **Eastar Jet will suspend around 50 Incheon-Phu Quoc flights between May 5 and 31**, citing local fuel supply risks and booking demand considerations.

Airline Operation Status		
ICN	FREQUENCY	339/W
	DESTINATIONS	DAD, CXR, SGN, HAN, HPH, PQC
PUS	FREQUENCY	74/W
	DESTINATIONS	DAD, CXR, SGN, HAN, PQC
TAE	FREQUENCY	8/W
	DESTINATIONS	DAD, CXR
CJJ	FREQUENCY	6/W
	DESTINATIONS	DAD, CXR
TOTAL FLIGHT OPERATION		427/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Japan: Specific Issue

- Korean Air expects Korea-Japan travel demand to reach a record 15 million passengers by 2027 and signaled potential route expansion, supported by sustained tourism and everyday travel demand between the two countries.

Airline Operation Status		
ICN	FREQUENCY	1,068/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	168/W
	DESTINATIONS	NGO, HND, KIX
PUS	FREQUENCY	278/W
	DESTINATIONS	NRT, KIX, FUK, CTS, NGO, MYJ, OKA, KMJ
TAE	FREQUENCY	35/W
	DESTINATIONS	NRT, KIX, FUK, CTS
CJJ	FREQUENCY	65/W
	DESTINATIONS	KIX, NRT, FUK, CTS, IBR, NGO, OBO
CJU	FREQUENCY	11/W
	DESTINATIONS	KIX, NRT
TOTAL FLIGHT OPERATION		1,625/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



China: Specific Issue

- N/A

Airline Operation Status		
ICN	FREQUENCY	888/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	72/W
	DESTINATIONS	PEK, PVG, SHE, TAO, YNJ, DYG, SYX, XIY, TNA
TAE	FREQUENCY	15/W
	DESTINATIONS	DYG, PVG, YNJ, TXN
CJJ	FREQUENCY	15/W
	DESTINATIONS	KWE, DYG, PVG, YNT, CGO, TAO
CJU	FREQUENCY	148/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		1,195/W



5. OLD BUSINESS

- Mrs. Lopez presented the accomplished marketing projects.



FY2026 ACCOMPLISHED PROJECT: INFLUENCER FAM TOUR

- **Period:** February 25 - March 31, 2026
- **No. of Pax:** 12 pax (6 influencers & 6 Companions)
- **Summary:**
 - Hosted influencer FAM tour inviting influencers with strong engagement to create Guam content to spread positive travel sentiment and inspire stronger consumer interest in visiting Guam.
 - Influencers created Guam travel content based on itineraries featuring GVB recommended locations, activities, and restaurants that best showcase Guam's strengths and unique appeal.
 - Produced diverse visual assets (photo, videos) that can be repurposed for future GVB marketing initiatives and promotions.
- **Deliverables:** 23+ Instagram postings / 3 Naver blog postings / 2 YouTube video postings / 400+ images / 90+ shortform video clips

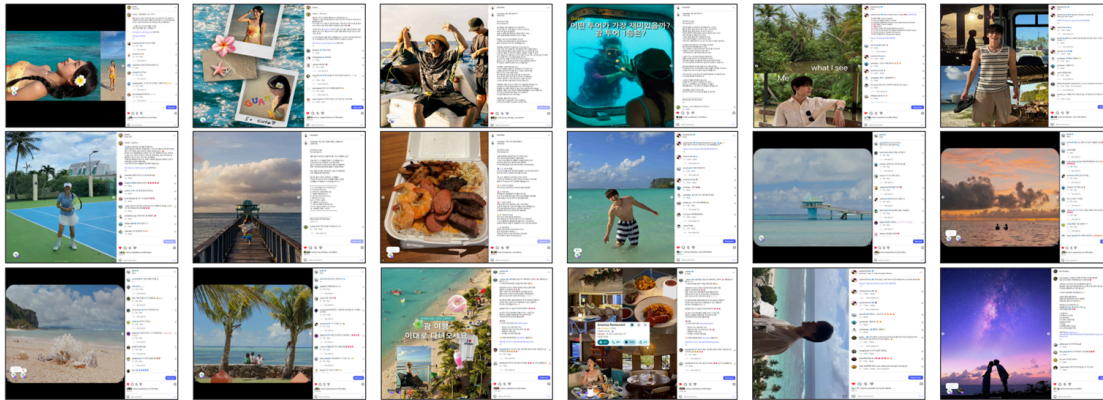


OLD BUSINESS



INFLUENCER FAM TOUR GENERATED CONTENTS

- 23 Instagram posting uploaded & remaining posts to be uploaded by end of April
- Total 41.2K engagement (likes & comments) recorded as of April 16



OLD BUSINESS



FY2026 ACCOMPLISHED PROJECT: 59TH 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: 150 booths (universities, language schools, education boards, and academies)
- Result: 10,651pax for 2days
- GVB Booth: 3 independent booth spaces
- Co-exhibitors: Guam Guam Style Consulting LLC, Core Tech Development LLC, Guam Koko Kids, University of Guam
- Booth Event: - SNS Follow Event & Survey Event with giveaway distribution (Survey participants: 118pax)
- Summary:

- Strengthened Guam's positioning as a competitive and accessible English study destination.
- Increased visibility of Guam's education offerings among Korean prospective students and parents.
- Facilitated real-time, personalized consultations through participation of GVB member institutions.



OLD BUSINESS



FY2026 ACCOMPLISHED 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 (GVB Booth: C Hall)
- **Host:** Korea Sports Promotion Foundation (KSPO), Korea International Trade Association (KITA)
- **Result:** 47,380 visitors for 4 days | 300 participating companies | 1,763 booths
- **GVB Booth:** 4 independent booth spaces
- **Booth Event:** - SNS Follow Event with giveaway distribution
- **Summary:**
 - GVB Korea successfully positioned Guam as a compelling sports destination, effectively engaging a highly relevant and active audience at SPOEX.
 - The participation of sports ambassador Kang So-yeon contributed to on-site content creation and amplified visibility, driving awareness of Guam's sports offerings.
 - Guam's diverse sports portfolio was naturally showcased through an open, visually engaging booth design and dynamic LED content.
 - The distribution of sports-themed leaflets and giveaways attracted strong consumer interest and encouraged active participation for the SNS event.



OLD BUSINESS



FY2026 ACCOMPLISHED PROJECT: KO'KO' ROAD RACE PROJECT

- **Period:** April 11 - April 12, 2026
- **Program:**
 - April 9: Press Conference
 - April 11: Ko'Ko' Kids Fun Run
 - April 12: Ko'Ko' Road Race
- **Summary:**
 - The Ko'ko' Road Race was successfully executed as Guam's signature sports event, engaging a diverse mix of travel trade partners, media, influencers, and KOLs (running crews to maximize reach and impact).
 - Strategic partnerships with travel trade stakeholders enabled the development of sports-themed travel packages with exclusive benefits, reinforcing event-driven visitation.
 - Collaborations with celebrities and influencers supported content creation and amplified awareness across GVB-owned and social channels.
 - The first-time collaboration with industry KOLs was highly successful, effectively activating the running community and laying the foundation for deeper engagement with core running audiences in future initiatives.



OLD BUSINESS



FY2026 ACCOMPLISHED PROJECT: KO'KO' ROAD RACE PROJECT 1) TRAVEL TRADE CO-OP PROMOTION

- **Period:** February - April, 2026
- **Partners (10 TA):** Hana Tour, Mode Tour, Very Good Tour, YB tour, NOL universe, My Real Trip, Hanjin Travel, Day Tour, Naeil Tour, Travel Star and Marketing
- **Channel:** TA's Web & App, owned channel, paid channel, live commerce
- **Summary:**
 - Collaborated with travel agencies to develop dedicated promotional pages for the Ko'Ko' Road Race.
 - Leveraged agency-owned and paid marketing channels to drive awareness and conversion.
 - Introduced competitive race travel packages with value-added benefits, including discounted airfare and late check-out services.
 - Strengthened booking momentum and participant acquisition by integrating event-specific packages with targeted digital promotion.



OLD BUSINESS



FY2026 ACCOMPLISHED PROJECT: KO'KO' ROAD RACE PROJECT 2) CO-OP WITH UNIVERSITY SPORTS CLUB(CHA UNIVERSITY SPORTS MEDICINE STUDENTS)

- **Period:** April 11-12, 2026
- **Partner:** CHA University students & Sangji University, Kyung Hee University, Soonchunhyang University, Shin Ansan University, Kwangwoon University
- **Total pax:** 98 pax
- **Summary:**
 - Successfully promoted the Ko'Ko' Road Race Marathon to early 20s MZ generation through active engagement with students from six Korean universities.
 - Invited students from CHA University (Sports Medicine Department), an official MOU partner, to Guam, strengthening academic and sports collaboration.
 - Enhanced event visibility and participation among young Korean travelers by positioning the marathon as a dynamic sports & wellness experience.
 - Operated a **sports taping support booth for marathon participants during the Ko'Ko' Road Race with CHA University students**, providing professional on-site athlete care services.
 - Elevated overall participant satisfaction and event credibility by delivering hands-on support and interactive engagement led by university students.



OLD BUSINESS



FY2026 ACCOMPLISHED PROJECT: KO'KO' ROAD RACE PROJECT
3) CO-OP WITH CREATIVE TOUR

- Promotion Period: January 23 – Mid March
- Travel Period: April 10 – April 14
- Channel: Creative Tour Website / SNS channel
- Package Link: <https://cltoo.com/ko/product/109>
- Total Pax: 40 pax
- Summary:
 - Running-specialized travel agency 'Creative Tour' developed Ko'ko' Road Race travel packages.
 - 40 travelers participated in the Ko'ko' Road Race half marathon course.

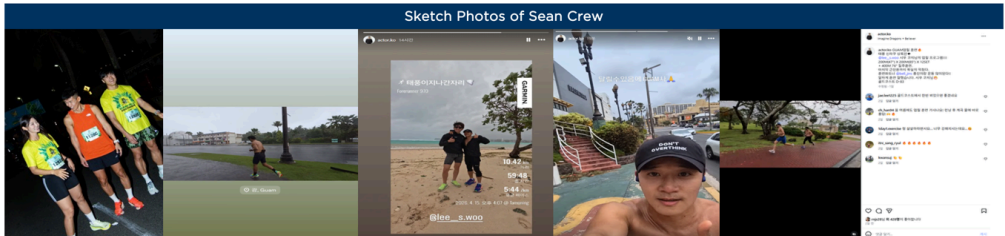


OLD BUSINESS



FY2026 ACCOMPLISHED PROJECT: KO'KO' ROAD RACE PROJECT
4) CO-OP WITH CELEBRITY (SEAN)

- Period: April 10 – April 14, 2026
- No. of Pax: 4 pax (1 Singer, 2 Actors, 1 Runner)
- Channel: Celebrities' social media channels including Sean
- Summary:
 - Invited Sean and his crew, including two actors and a running coach to participate in the Ko'ko' Road Race in Guam.
 - Generated authentic social media exposure through first-hand race participation and organic content sharing.
 - Enhanced awareness of the Guam Marathon among Korean audiences, particularly within the running community.
- Deliverables:
 - 1) Instagram feed post
 - 2) Instagram story
 - 3) YouTube content (will be uploaded within May)




















OLD BUSINESS



FY2026 ACCOMPLISHED PROJECT: KO'KO' ROAD RACE PROJECT
5) CO-OP WITH INFLUENCERS

- **Period:** April 8 - April 13, 2026
- **No. of Pax:** 18 pax (6 influencers & 10 companions, 2 GVB Korea)
- **Summary:**
 - Collaborated with running & sports influencer & kid influencers and created content capturing key moments of the Ko'ko' Road Race.
 - Influencers participated in the half marathon as well as the ekiden relay and delivered authentic Ko'ko' Road Race moments alongside Guam travel content.
- **Deliverables:** 20 Instagram posting / 4 YouTube posting / 1 Naver blog posting / 180 photos & 30 short video clips

Influencers

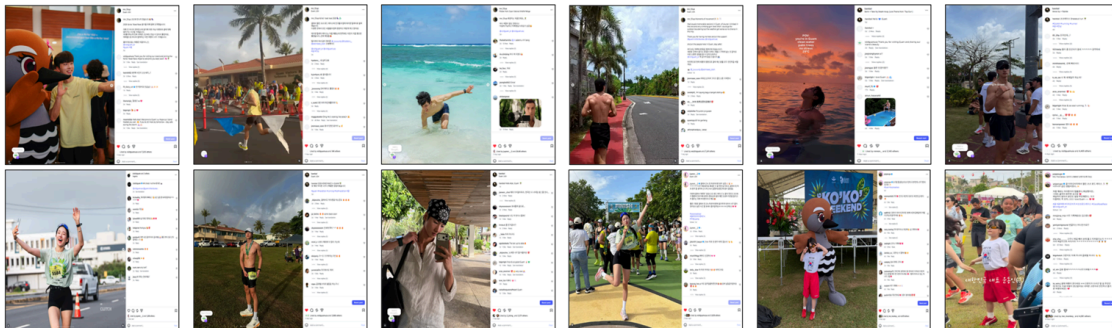
					
<Shin Min Sup>	<Taebal>	<Ju Yeon>	<Haedong>	<Goun>	<Arin (Ramo)>
 281K Followers Channel URL	 156K Followers Channel URL	 203K Followers Channel URL	 109K Followers Channel URL	 333K Followers Channel URL	 32.9K Followers Channel URL
	 31.1K Followers Channel URL	 242K Followers Channel URL	 40.4K Followers Channel URL		 163K Followers Channel URL
		 9.6K Followers Channel URL			

OLD BUSINESS



KO'KO' ROAD RACE INFLUENCERS GENERATED CONTENTS

- 23 Instagram postings uploaded & remaining posts to be uploaded by the end of April
- Total 138K engagement (likes & comments) recorded as of April 16



OLD BUSINESS



FY2026 ACCOMPLISHED PROJECT: KO'KO' ROAD RACE PROJECT
6) CO-OP WITH RUNNING INDUSTRY KOL

- **Period:** April 8 – April 13, 2026
- **No. of Pax:** 12 pax (Key runners from 3 running clubs: Human Race Running Club, No Rules Running & Daegu Running Club)
- **Summary:**
 - Key figures from major running clubs in Korea were invited to experience the Ko'ko' Road Race, sharing authentic race experiences through their communities (Naver cafés and SNS) and supporting future participant recruitment.
 - On-ground activations such as shakeout runs, along with consistent post-event content sharing, helped maintain engagement beyond the event itself.
 - This initiative marked a strong starting point for targeting a more specific and high-intent running audience, establishing a foundation for deeper, community-driven expansion within the core running segment.



OLD BUSINESS



FY2026 ACCOMPLISHED PROJECT: KO'KO' ROAD RACE PROJECT
7) MEDIA TIE-IN (WOMEN SENSE)

- **Period:** April 8 - April 12, 2026
- **Media:** Women Sense Magazine (Target Readers: 30s-50s Young Moms)
- **Channel:** Website: <https://www.womensense.co.kr>
Instagram(IM) : <https://www.instagram.com/womensense/>
K-Queen (Jeong Yoon Hui) Instagram (27K) : https://www.instagram.com/fit_diary_uni/
- **Circulation:** 100,000 monthly
- **Deliverables:**
 - 1) Women Sense May Issue (Advertorial 6p)
 - 2) Women Sense official Instagram & website (2 posts will be uploaded within April)
 - 3) K-Queen (Jeong Yoon Hui) Instagram posting (8 posts)
 - 4) First draft of Video will be delivered within April
 - 5) Photo asset (delivered 100+)



OLD BUSINESS



FY2026 ACCOMPLISHED PROJECT: KO'KO' ROAD RACE PROJECT
8) MEDIA TIE-IN (DIGITAL CHOSUN)

- **Period:** April 8 - April 12, 2026
- **Media:** Digital Chosun (Business & Leisure focused online news)
- **Website PV:** 1,500,000 daily
- **Deliverable:** 3 Reportages
 - 1) Ko'Ko' Road Race Media Conference (released on April 11)
 - 2) Review of 2026 Ko'Ko' Road Race (will be released within April)
 - 3) Guam travel article (will be released within April)



6. NEW BUSINESS

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



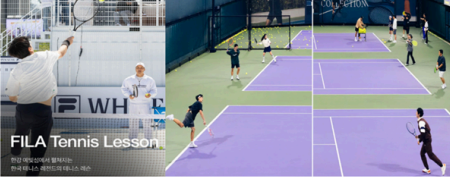
NEW BUSINESS



FY2026 UPCOMING PROJECT: FILA KOREA CO-OP PROJECT "TENNIS CAMP IN GUAM"

- **Period:** April 23 – April 26, 2026
- **Target:** Sports Market/Tennis Players/FITs/General consumers
- **No. of Pax:** 22 pax (2 FILA tennis coach, 15 promotion winners, 2 filming team, 1 Fila Korea, 2 GVB Korea)
- **Objective:**
 - Position Guam as a premium wellness & active lifestyle destination through tennis-focused programs.
 - Leverage FILA's tennis ambassadors, influencers, and coaching network to create Guam-themed tennis content.
 - Build a consumer participation model linking FILA with Guam tennis experiences.
 - Extend content and activate into White Open Seoul 2026 for sustained exposure.
- **Scheme:**
 - Operate a Guam-based tennis experience program with FILA ambassadors, in collaboration with the Korean Tennis Association of Guam (KTAG) through joint lessons and friendly matches.
 - Capture on-site activities and local engagement to develop branded content assets for FILA and GVB Korea's marketing channels.



FILA Tennis Coach: Lee Hyung Taik	FILA Tennis Coach: Um Sun Young	Reference Photos of "Tennis Camp in Guam"
 <p><Hyungtaik Lee></p> <p>47.9K Followers Channel URL</p> <p>190K Followers Channel URL</p>	 <p><Um Sun Young></p> <p>23.9K Followers Channel URL</p> <p>4.5K Followers Channel URL</p>	 <p>FILA Tennis Lesson</p>

NEW BUSINESS



FY2026 UPCOMING PROJECT: PATA ANNUAL SUMMIT 2026

The first PATA event co-hosted by two cities, PAS 2026 will gather key leaders and stakeholders from across the travel and tourism industry. Through keynotes, panel discussions, and networking, the Summit aims to promote collaboration and knowledge exchange for a more sustainable future in Asia Pacific tourism.

- **Period:** May 11 – May 13, 2026
- **Venue:**
 - May 11(Mon) Lahan Hotel, Pohang
 - May 12(Tue) HICO, Gyeongju
 - May 13(Wed) HICO, Gyeongju
- **Program:**
 - Day 1: Industry Roundtable "PATA Honours Committee Meeting" & PATA Awards Presentation Dinner "PATA Long-Standing Membership Award"
 - Day 2: PATA Annual General Meeting & PATA Chapter Meeting
 - Day 3: Smart MICE and Digital Tourism & Halal Travel in Transition



PATA Annual Summit 2026

PATA ANNUAL SUMMIT 2026
Navigating Towards a Resilient Future
May 11-13 | Gyeongju & Pohang, Korea (ROK)



- Director of Global Marketing Ms. Nadine Leon Guerrero announced that Mrs. Lee has been requested to participate in the summit as both a panelist and a moderator. Additionally, she mentioned that GVB Korea office representatives Mr. Park and Ms. Mia Soun will be in attendance.

NEW BUSINESS



FY2026 UPCOMING PROJECT: 41ST SEOUL INTERNATIONAL TRAVEL FAIR (SITF)

- **Period & Time:** June 4 – June 7, 2026 (10:00 – 18:00)
- **Venue:** COEX C Hall (3F), Seoul, Korea
- **Host:** Seoul International Travel Fair Organization Committee, The International Tourism Forum
- **GVB Booth:** 10 independent booth spaces
- **Objective:**
 - To strengthen Guam's positioning as a premier travel destination by showcasing diverse travel experiences and partner offerings at 2026 SITF.
 - To deliver immersive and engaging brand experiences through cultural performances and interactive on-site activations.
 - To maximize market presence by targeting both B2B and B2C audiences, fostering partnerships and direct consumer engagement.
 - To drive visitor interest and participation through experiential booth programs, promotions, and giveaway initiatives.
- **Participation:** Co-exhibitors limited to (7) organizations due to limited space



40th Seoul International Travel Fair Sketch Photos

NEW BUSINESS



FY2026 UPCOMING PROJECT: TOUR OF GUAM - Postponed

- **Period:** TBD
- **Location:** Skinner Plaza / Guam Museum
- **No. of Pax:** 4 pax (2 influencers & 2 companion)
- **Scheme:** Invite cycle influencers to participate in the 2026 Tour of Guam and share Guam cycling experience & travel contents via its SNS channels.
- **Deliverables:** 6 Instagram posting / 1 YouTube video / 60 photos

Tour of Guam Cycle Influencers

	Bong Eun Ji	Kim Hyun Woo
		
		
		
		

- Mrs. Lopez presented the FY2026 Budget Summary and the draft FY2027 Budget Request.

FY2026 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	\$ 42,000.00	\$ 58,800.00	\$ -	0.00%
PRE001	Marketing Representative Fees	\$ 396,000.00	\$ 99,000.00	\$ 297,000.00	\$ -	0.00%
SMD019	Travel Agent Co-Ops & Sales Calls	\$ 1,095,000.00	\$ 456,938.61	\$ 438,000.00	\$ 200,061.39	18.27%
AIP0024	Airline Co-op Promotions	\$ 1,582,000.00	\$ 631,902.11	\$ 410,097.89	\$ 540,000.00	34.13%
DIG001	Social Media and Digital Media Buys	\$ 590,000.00	\$ 127,097.00	\$ 266,330.62	\$ 196,572.38	33.32%
ADV011	Public Relations, Advertising, and Media Tie-ins	\$ 650,000.00	\$ 30,000.00	\$ 284,500.00	\$ 335,500.00	51.62%
TTC018	Familiarization Tours	\$ 120,000.00	\$ -	\$ 40,000.00	\$ 80,000.00	66.67%
SMD023	Sales Market Development	\$ 1,520,200.00	\$ 242,526.84	\$ 839,918.24	\$ 437,754.92	28.80%
BUDGET GRAND TOTAL		\$ 6,054,000.00	\$ 1,629,464.56	\$ 2,634,646.75	\$ 1,789,888.69	29.57%

Airline Subsidy Support Programs		
Pgrm Code	Account Title	Committed
ASDSUB	Airline Subsidy Support Program	\$ 2,882,626.00
AIP-GIAA	GIAA Airport Fee Support	\$ 227,138.61
ASDFUEL	Airline Fuel Surcharge Support	\$ 1,993,245.00
BUDGET GRAND TOTAL		\$ 5,103,009.61



- Ms. Leon Guerrero informed the committee that funds previously allocated for the GIAA Airport Fee Support have been reprogrammed to the Fuel Surcharge Support Program. Furthermore, minor portions of those funds are being utilized to support the Philippines and Taiwan markets.

FY2027 BUDGET [DRAFT]

Account #	MARKET FY2027 MARKETING PROGRAMS	FY2027	%
ADMIN	South Korea Country Manager Retainer Fee	\$100,800	1.8%
PRE001	Korea Marketing Rep Retainer Fee	\$396,000	7.0%
AIP0024	Airline Co-Op Promotions	\$1,325,000	23.6%
SMD019	Travel Agent Co-Op Promotions	\$982,000	17.5%
ADV011	Marketing Communication & PR Promotion	\$700,000	12.4%
DIG001	Digital Media & SNS Promotion	\$640,000	11.4%
TTC018	Familiarization Tours	\$90,000	1.6%
SMD023	In-Country Offline Promotion (Korea)	\$470,000	8.4%
	Guam Signature Event Promotion (Guam)	\$225,000	4.0%
	Group Incentive Program	\$100,000	1.8%
	New Market Development (incl. Sports, Honeymoon market)	\$430,000	7.6%
	On Island Promotion (Spending by HQ)	\$16,200	0.3%
	Promotional Giveaways / Collateral Printing	\$150,000	2.7%
TOTAL		\$5,625,000	100%

- Mrs. Lopez noted that program allocations remain status quo from the previous year, with the exception of a \$125,000 increase to Airline Co-op Promotions.

7. ANNOUNCEMENTS

- Next Meeting: Tuesday, May 19, 2026, at 3:30 PM (subject to change).

COMMITTEE DISCUSSION / ACTION ITEMS:

- James Rosenberg (Stroll)
 - To ensure year-round visibility for the Ko'ko' Road Race in Guam, a "sister race" partnership was suggested with "Night Race in Busan," a major televised running event in Busan, South Korea.





- Chairman Eun
 - Called for collaboration with Korea Guam Travel Association (KGTA) to update the optional tour list on the GVB website.
 - Asked Mr. Park to provide a quantitative comparison of the market itself.
 - Suggested establishing a temporary WhatsApp group chat to give committee members a platform to identify specific sites requiring post-Typhoon restoration.

- President Lee
 - In celebration of Tourism Month, a Membership Meeting has been scheduled for May 26. Efforts are underway to engage members with the aim of reinstating the "Hafa Adai Pledge Program." Furthermore, a digital training session is being developed, with details to be shared at the upcoming board meeting.
 - Recognized the assistance of Sailors and Marines from the USS Boxer Amphibious Ready Group (ARG) and the 11th Marine Expeditionary Unit in restoring the Ypao Main Pavilion following Typhoon Sinlaku. Appreciation was also extended to Hilton, PIC, Baldyga Group, and other participating members.
 - Acknowledging Monte Mesa's (Guam Premier Outlets/Tumon Sands Plaza) point regarding the destruction of the "I heart Guam" sign and its significance as a popular photo spot for tourists, Mrs. Lee confirmed that both the "I heart Ypao" and "I heart Guam" signage at Ypao Beach have been restored.

- Young Min Kim (Pacific Islands Club)
 - Requested the percentage of market share in comparison with other destinations.

- Jong In Cheong (Guam Hana Tour / Korea Guam Travel Association [KGTA])
 - Extended an invitation to committee members to participate in a KGTA community beach restoration and cleanup effort following Typhoon Sinlaku.

- Jaejun Lee (Lotte Duty Free)
 - Recommended advertising the message that Guam is ready and open for visitors post-typhoon.

8. ADJOURNMENT

- Chairman Eun adjourned the meeting at 4:18 PM.

Appendix:

Appendix: Korea Market Environment



Minutes Prepared By:



Cierra Sulla, Marketing Manager – Korea

Minutes Reviewed By:



Nicole B. Lopez/Lisa Bordallo, Senior Marketing Manager – Korea

Minutes Approved By:



Mark Manglona, Acting Director of Global Marketing