

JAPAN MARKETING UPDATE MEETING MINUTES

Tuesday, June 17, 2025 | 2:00 pm

GoToMeeting | ID: 196-870-885

EXHIBIT A

GVB Board Director, Management, Staff Present:

1. Ken Yanagisawa, JMC Chairman, Board Director
2. Nadine Leon Guerrero, Director of Global Marketing
3. Regina Nedlic, Senior Marketing Manager - Japan
4. Elaine Pangelinan, Senior Marketing Manager
5. Mai Perez, Marketing Manager - Japan
6. Brian Cha, Web & IT Coordinator Assistant
7. Mike Arroyo, Web & IT Coordinator Assistant
8. Nicole Benavente, Senior Marketing Manager - Korea (Online)
9. Nobuyoshi Shoji - Japan Account Director

GVB Japan Online:

10. Masato Wakasugi - Japan Trade Sales Director
11. Yoshimasa Yanagihara - Japan Sales Trade Executive
12. Yoshika Matsumoto - Japan Digital Planner
13. Taiichi Higuchi - Japan Marketing Executive
14. Kiyomi Kawasaki - Japan Sales Trade Assistant

Observers Attendance In Person

1. United Airlines - Paula Monk
2. GPO - Monte Mesa
3. Nautech - Bill Nault
4. Spa Ayualam - Yuta Hasegawa
5. Baldyga - Mari Oshima
6. Stroll - James Roseburg II

Observers Attendance Online:

7. GPO - Estella
8. PIC - Koji Nagano
9. Donki - Josua Aguilar
10. GPO - Suzanne Perez
11. Guam Plaza - Osamu Takahashi
12. JAL - Yuichiro Yamakawa
13. Fisheye - Hideaki Osanai
14. Micronesia Mall - Anna Tenorio
15. Hotel Nikko Guam - Kazue Sunaga
16. Reef Hotel - Gondo
17. Nissan - James Valencia
18. Hyatt - Chizuru Wakabayashi
19. GPO - Monte Mesa
20. GPO - Nicole Carriaga
21. Windward - Valerie Carbullido
22. Donki - Uta Miyazawa
23. Crown Plaze - Mami Manlucu
24. Micronesia Mall - Anna Tenorio
25. Westine Guam - Eric Simon
26. Rakuten - Yuriko Yokosawa
27. Rakuten - Izumi Ikeno
28. Westine - Julia Kim
29. Micronesia Mall - Francis Lira
30. Rakuten - Yoshiaki Kanemitsu

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.

MAY 2025



May 1-9, 2025

Total: 16,044 (-3.9%)

% Market Mix	Origin	2019	2024	2025	% vs LY
34.7%	Japan	14,791	5,175	5,563	7.5%
45.9%	Korea	16,786	8,508	7,361	-13.5%
10.0%	US/Hawaii	2,127	1,679	1,607	-4.3%
2.7%	Philippines	626	238	441	85.3%
1.0%	Taiwan	552	50	159	218.0%
0.6%	China	194	147	99	-32.7%
0.1%	Hong Kong	170	19	15	-21.1%

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

Note: May 2025 Daily Arrivals reflect Civilian Air arrivals only

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CALENDAR YEAR TO DATE 2025



January – May 9, 2025

Total: 255,422 (-14.6%)

% Market Mix	Origin	2019	2024	2025	% vs LY
35.6%	Japan	252,285	78,647	90,945	15.6%
45.1%	Korea	253,758	158,759	115,256	-27.4%
10.5%	US/Hawaii	35,109	32,453	26,867	-17.2%
2.0%	Philippines	6,982	4,567	5,136	12.5%
1.1%	Taiwan	9,785	1,395	2,757	97.6%
0.7%	China	5,539	1,988	1,786	-10.2%
0.1%	Hong Kong	2,378	234	260	11.1%

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

Note: May 2025 Daily Arrivals reflect Civilian Air arrivals only

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FISCAL YEAR TO DATE 2025



October 2024 – May 9, 2025

Total: 430,273 (-11.8%)

% Market Mix	Origin	2019	2024	2025	% vs LY
34.1%	Japan	413,068	129,220	146,602	13.5%
46.5%	Korea	435,825	261,879	200,054	-23.6%
10.5%	US/Hawaii	57,707	52,475	45,098	-14.1%
2.1%	Philippines	13,385	8,215	9,093	10.7%
0.9%	Taiwan	16,073	1,916	3,961	106.7%
0.6%	China	8,881	2,916	2,768	-5.1%
0.1%	Hong Kong	4,406	473	424	-10.4%

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

Note: May 2025 Daily Arrivals reflect Civilian Air arrivals only

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Discussion/Question:

MARKET UPDATE

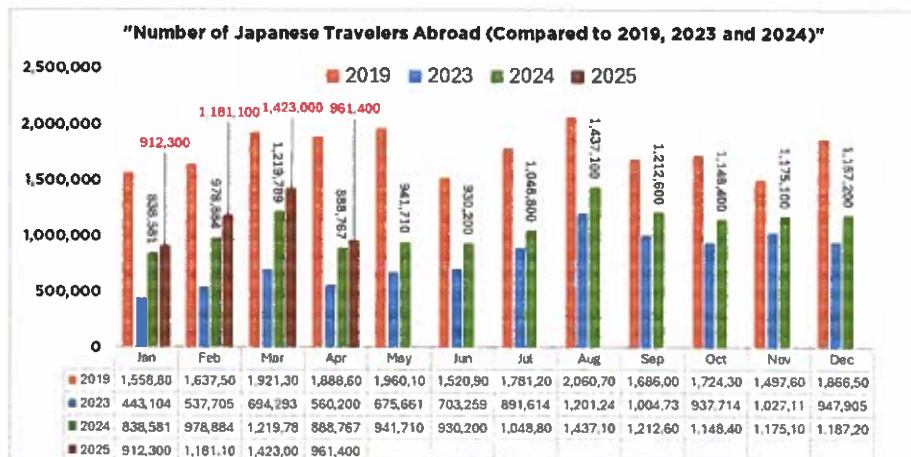
- Ms. Nedlic presented the Japan Market Updates.

MARKET INFORMATION



Japanese Overseas Travel Recovers:

An estimated 961,400 Japanese traveled abroad in April 2025, up 8.2% from a year earlier. The number fell below one million again after exceeding it in February and March. Compared to April 2019, it was down 42.3%.



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MARKET INFORMATION



Guam Travel Deals – Starting May 2025

- **JTB Monitor Tour**
50% off family tours to Guam (by lottery). Travel July–September.
- **HIS Super Summer Sale**
Guam tours from ¥49,800. Booking open through June 20.
- **T'way Air Promo**
Kansai–Guam from ¥9,000 one-way. Travel July–October.
- **Lawson Ticket Giveaway**
Win round-trip tickets to Guam (1 pair). Apply by June 10.
- **JAL Time Sale**
¥30,000 off dynamic packages to Guam. Book by Jun 12, travel Jun–Dec



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MARKET INFORMATION



VELTRA Summer 2025 Trends

VELTRA released a booking trend report based on data as of May 20, 2025, focusing on overseas local activities reserved for travel between June and August by Japanese travelers.

Key Highlights:

Local activity bookings increased **+16.2% year-over-year** (Jan–Mar), showing steady demand despite rising travel costs.

- **Top activities in Oceania beach resort areas:**
 1. Green Island Kuranda Scenic Railway & Skyrail (Cairns)
 2. **Guam International Airport Transfers**
 3. Cruise Eco Adventure (Cairns)
- **Travelers increasingly seek:**
 - Convenience (e.g., airport transfers, transport-included tours)
 - Diverse experiences: nature, culture, private or themed tours
- **Spending Trends:**
 - Average spend per booking rose **+43% overall**
 - Significant increases in Asia (+34%), Europe (+29%), and North America (+27%)
 - Hawaii showed only a modest rise of +4%



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MARKET INFORMATION



Leveraging Japan's "Oshikatsu" Culture and Pilgrimage Tourism Trends

Current Market and Growth of Oshikatsu

- Market size: approx. ¥3.5 trillion (forecast for 2025)
- Participant base: approx. 13.84 million people in Japan
- Average annual spending per person: ¥250,000
- Spending spans across goods, events, and travel (including pilgrimages)

Pilgrimage Tourism and Inbound Demand

- Strong interest in visiting real-life locations featured in anime and films
- Approx. 11% of international visitors to Japan want to visit "anime/movie locations"
- Significant positive impact on local economies and regional tourism

Opportunities for Guam

- Attract anime/film productions for location shoots
- Host fan events and collaborations with artists/characters
- Utilize social media campaigns targeting Japanese fans (#GuamOshiTrip)
- Develop themed travel packages catering to Japan's Oshikatsu demographic



Category	Amount (USD)
Annual Spending per Person	\$1,700.22
Total Oshikatsu Participants	13,836,177 people
Total Market Size (Japan, 2025)	\$2,352,473,621.19

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Comment

- Chairman Yanagisawa
 - Emphasized the importance of this market.

MARKET INFORMATION



Morning Musume. '25 × Guam: A Powerful Promotion to Attract Japanese Fans

Hulu Original Program

"Heaven or Hell!? Morning Musume. '25 Red & White Battle in Guam"

- Streaming from June 13, 2025 on Hulu Japan (5 episodes, Fridays 8 PM)
- Idol members compete in challenges across Guam: quizzes, beach games, Chamorro culture
- Filmed entirely on-location, promoting Guam's natural and cultural appeal

Morning Musume. 's Influence

- One of Japan's top idol groups with a devoted, travel-ready fanbase
- Their content often drives "pilgrimage tourism" to filming spots

Tourism Potential



- Featured locations may become fan-visited spots
- Ideal for themed tours, events, and merchandise
- Leverages Japan's "Oshikatsu" trend for targeted tourism growth



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SEAT CAPACITY SUMMARY





	JUN	JUL	AUG	TTL
UNITED 	30,046	27,224	29,050	86,320
 JAPAN AIRLINES	5,970	6,169	6,169	18,308
t'way	0	2,646	5,859	8,505
TTL	36,016	36,039	41,078	113,133

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NUMBER OF FLIGHT SUMMARY



	JUN	JUL	AUG	TTL
UNITED 	181	164	175	520
 JAPAN AIRLINES	30	31	31	92
t'way	0	14	31	45
TTL	211	209	237	657

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FLIGHT OPERATION - July



July Total Outbound Seat Capacity: 36,039

Interviews with various companies

AIRLINE	OPERATION	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA 827	NRT	11:00 / 15:45	Daily	5,146
	Available	UA 197	NRT	17:00 / 21:45	Daily	5,146
	Available	UA 865	NRT	17:25 / 22:00	Mon, Fri	1,328
	Available from March 1 to July 10, 2025	UA 841	NRT	17:55 / 22:40	Daily	1,660
	Available	UA 848	HND	23:55 / 4:45+1	Daily	5,146
	Available	UA 136	NGO	11:40 / 16:05	Mon, Tue, Thu, Fri, Sun	3,652
	Available	UA 150	KKK	11:00 / 15:45	Daily	5,146
TTL						27,224

AIRLINE	OPERATION	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL t'way	Available	JL 941	NRT	9:30 / 14:15	Daily	6,189
	Available from July 18, 2025	TH 509	KKK	10:40 / 15:30	Daily	2,646
TTL						8,835

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FLIGHT OPERATION - June



June Total Outbound Seat Capacity: 36,016

Interviews with various companies

AIRLINE	OPERATION	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA 827	NRT	11:00 / 15:45	Daily	4,980
	Available	UA 197	NRT	17:00 / 21:45	Daily	4,980
	Available	UA 865	NRT	17:25 / 22:00	Mon, Fri	1,494
	Available from March 1 to July 10, 2025	UA 841	NRT	17:55 / 22:40	Daily	4,980
	Available	UA 848	HND	23:55 / 4:45+1	Daily	4,980
	Available	UA 136	NGO	11:40 / 16:05	Mon, Tue, Thu, Fri, Sun	3,652
	Available	UA 150	KKK	11:00 / 15:45	Daily	4,980
TTL						30,046

AIRLINE	OPERATION	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL 941	NRT	9:30 / 14:15	Daily	5,970
TTL						5,970

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FLIGHT OPERATION - August



August Total Outbound Seat Capacity: 41,078

Interviews with various companies

AIRLINE	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA 827	NRT	11:00/15:45	Daily	5,146
	Available	UA 197	NRT	17:00/21:45	Daily	5,146
	Available from August 1 to 30, 2025	UA 874	NRT	21:20/2:05+1	Mon, Wed, Fri, Sat	3,320
	Available	UA 865	NRT	17:25/22:00	Mon, Fri	1,660
	Available from May 1, 2024	UA 848	HND	23:55/4:45+1	Daily	5,146
	Available	UA 136	NGO	11:40/16:35	Mon, Tue, Thu, Fri, Sun	3,486
	Available	UA 150	KX	11:00/15:45	Daily	5,146
TTL						29,050

AIRLINE	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL t'way	Available	JL 941	NRT	9:30/14:15	Daily	6,169
	Available from July 15, 2025	TH 509	KX	10:40/15:30	Daily	5,859
TTL						12,028

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DESTINATION COMPARISON BY CAMPAIGN



Australia



Australian Tourism Hosts Comedian-Led Talk on Travel and Paid Leave

On May 29, 2025, Tourism Australia hosted a special seminar for Mynavi employees featuring Abareu-kun, a popular comedian and certified World Heritage expert. He shared his travel experiences across Australia—including Uluru and the Daintree Rainforest—highlighting the value of using paid leave for personal growth and refreshment. The event aimed to encourage Japanese workers to take time off and discover the enriching power of travel.

Hawaii



Expedia TAAP Launches Hawaii Hotel Sale for Agents

- Expedia is promoting Hawaii via TAAP, its B2B booking site for travel agents.
- 41 Oahu hotels are included, like Sheraton Waikiki (20-30% off).
- **Booking:** Apr 15 – Jun 14, 2025
- **Stay:** Apr 15, 2025 – Jan 31, 2026
- **May SALE** also runs until May 26 for global hotel discounts (stays until Sep 30).

Copenhagen



CopenPay Launches: Eco Actions Rewarded in Copenhagen

Wonderful Copenhagen is launching "CopenPay" this summer to reward sustainable travelers. Running from June 17 to August 17, 2025, the program covers over 90 cultural sites—three times more than last year. Visitors arriving by train, staying 4+ nights, or joining eco-friendly activities can receive free bike rentals, yoga, guided tours, and discounts to attractions like the National Museum and Kronborg Castle. The aim is to promote responsible travel, not boost visitor numbers. In 2024, bike rentals rose 29% and 98% supported the pilot.

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Comment

- Chairman Yanagisawa

- The Recovery Committee is currently developing a program designed to attract Japanese travelers. Given Japan's relatively low passport ownership rate, the campaign will focus on this demographic with targeted messaging and incentives to encourage travel to Guam.

OLD BUSINESS

- Ms. Nedlic presented the Old Business



- A total of 23 pax attended the event, which was announced at the venue on the day of the June 7 and 8 events.
- 8 Kids and 6 Samoan high school baseball team members and Horie/ Invited athletes from Japan participated in the event, which was a great success despite being held in Guam for the first time.



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Comment

- Chairman Yanagisawa
 - Advised to reconsider the event timing depend on the target audience to maximize the opportunity.

SNS FOLLOWER TREND



- The total number of followers has surpassed 156,000.
- Approximately 1,300 followers were gained over the past month, with TikTok alone accounting for an increase of 970 followers. We believe this growth was driven in part by the resumption of advertising for the campaign.
- In addition, the follow campaign held at the Osaka Umeda Travel Fair also contributed to follower growth across Instagram, YouTube, and X.

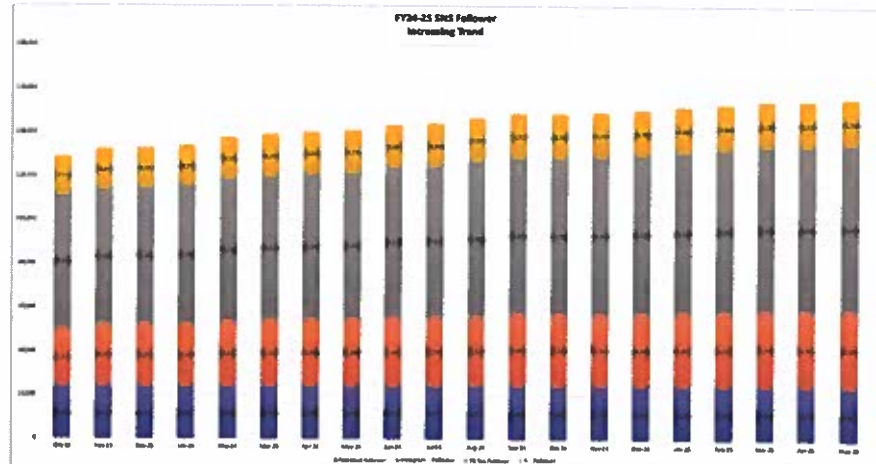


Follower increase from the Osaka Umeda Travel Fair

X: 90

Instagram: 194

Youtube: 25



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SNS HIGHLIGHT



- On Instagram and TikTok, food-related posts received relatively good engagement.
- On X, posts featuring scenery and beautiful landscapes performed well.



SNS ALWAYS ON AD



- Considering seasonal demand, we distributed creative content to strengthen student travel.
- The link destination is a student travel and graduation trip special feature on the Veltra website.



8,722,919 view
10,704 click

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Koyakky & Miki Daiun - Fun Tour



Overview

Two Japanese influencers — Koyakky, a YouTuber known for his content on history, mysteries, and urban legends, and Buddhist monk Miki Daiun — hosted a fan tour in Guam. A total of **38 guests from Japan** participated in the tour, enjoying activities such as a talk session with Master Frank, visits to local sightseeing spots, and a dinner party.

During their stay, daily posts were shared on Koyakky's X account (<https://x.com/koyakky1219>), which has approximately 98,000 followers. Updates were also posted on Miki Daiun's official X account (<https://x.com/DaiunStaff>) which has approximately 22,000 followers..

Detail

- Dates: May 24–27, 2025 (3nights, 4days)
- Tour Organizer: Lawson Travel
- Accommodation: CROWNE PLAZA
- Featured Celebrity: Koyakky & Miki Daiun
- Participants: 38 guests from Japan



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Koyakky Studio – Filming Fam



Overview

From May 27 to 30, he extended his stay in Guam to film YouTube content, including obtaining a short-term diving license unique to Guam and using the **GOGO! Guam Bonus** at Don Don Donki. The video is scheduled to be released on his YouTube channel at the **end of June**.

SNS Activity Summary

On X, user (@koyakky1219), with approximately **95,000 followers**, **posted 15 times** about Guam.

Upcoming YouTube Content

A total of 3 videos about Guam are planned to be released across the following YouTube channels (subject to change):

- Main Channel (@koyakky-st) – **1.45 million subscribers**
- Vlog Channel (@koyakkyvlog) – **80,000 subscribers**
- Music Channel (@koyaminati) – **440,000 subscribers**



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Miki Daiun – Filming Fam



Overview

Daion Miki is a Buddhist monk who shares Buddhist teachings through ghost stories and social issues. After the fan tour, he stayed in Guam from May 27 to 30 to film YouTube content, including interviews with a **Peace Ring** activist about the island's war history.

He hopes the video will inspire **younger generations** to learn about Guam's past and visit the island. The video will be released on YouTube at the end of June.

Upcoming YouTube Content

A total of 2 videos about Guam are planned to be released across the following YouTube channels (subject to change):

- Main Channel (@mikidaiunchannel) – **414,00 subscribers**
- 2nd Channel (@mikidaiun.jinruidaikaigi) – **127,000 subscribers**



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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.

April Result

Total unit sold: 279

Update (Future Schedule):

[Osaka]

June 14–15: Maishima Marche

June 21: Tsurumi Ryokuchi (Expo '90 Commemorative Park)

June 26: Osaka Shoin Women's University (tentative)

[Tokyo]

June 19–20: Kitasando Building (tentative)

June 26–27: Tokyo Kotsu Kaikan



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Mainichi News Paper Kids Reporter Project



Project Overview:

- Both Paper and Digital articles by the Mainichi Kids Reporters and editors have been published.
- Redirection to the digital tie-up page from LINE Digest, Yahoo!, and Outbrain was also implemented.
- HIS offered a special tour package exclusively for Mainichi Kids Newspaper readers through AD on the newspaper



Publication date:
April 22



Publication date:
May 22



Publication date:
May 14 – Dec 14



Publication date:
May 22

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TV TOKYO SHOOTING: DOCUMENTARY SERIES



Guam Takes Center Stage in Japanese Prime-Time TV Show

TV Tokyo's "Why I'm With You" Showcases the Island's Natural Beauty and Cultural Warmth



GVB is proud to announce its special collaboration with TV Tokyo on the upcoming drama series "Why I'm With You – A Week in Guam for Three Couples", premiering July 1, 2025, across Japan. This marks TV Tokyo's first-ever full overseas location shoot — and it was filmed entirely on Guam.

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TV TOKYO SHOOTING: GUAM INFORMATION



- A news program centered on weddings, featuring the lead actor of a TV show.
- The program will be broadcast as a one-hour show from mid-July to early August, including follow-up reports.



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TV TOKYO SHOOTING OFF SHOTS



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GUAM PAY AND GUAM BONUS PROGRESS



PHASE 1

PHASE 2



GUAM PAY	Jan	Jan - Feb	Jan - Mar	Jan - Apr	May 7 -	Increase from last month
Participating local companies	60	60	63	63	63	-
\$30 worth of distributed digital currency (accumulated)	11,123	11,242	12,382	13,005	5,768	-
The total amount of distributed digital currency (accumulated)	\$333,690	\$335,190	\$371,460	\$390,150	\$173,040	-
The amount of digital currency actually used.	\$28,464	\$88,394	\$165,287	\$214,768	\$24,408	-
The estimated number of users.	949	2,946	5,510	7,159	807	-



GUAM BONUS	Jan	Jan - Feb	Jan - Mar	Jan-Apr	Jan-May	Increase from last month
Participating local companies	54	56	56	57	57	0
The estimated number of users who utilized the Guam Bonus.	633	1,226	1,994	2,637	2,943	306

*These data are current as of May 31, 2025.

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Comment

- Chairman Yanagisawa

- Suggested launching an “added-value” campaign starting in October. This could either enhance the current promotion or introduce a brand-new campaign with a fresh name. Examples include offers like “Book 3 nights, get 1 night free” or “10% off at shopping.”
- Dr. Perez, GVB Vice President
 - Expressed concerns about launching an entirely new campaign, noting that the current program is already well established in the market. Suggested it would be more effective to strengthen and expand the existing campaign rather than trying to convince the market to adopt a completely new one.
- Ms. Paula Monk
 - Noted that approximately 44% of the digital currency has been used, leaving around \$175,000 still unused. Highlighted the need to find ways to encourage consumers and visitors to redeem the remaining balance, since only about 25% has been utilized and 75% remains outstanding.

GROUP SUPPORT PROGRAM



- Group support performed steady growth
 - Increased 6 applications and 389 pax
 - Accumulated subsidy is \$94,983 remaining \$25,017 (\$20,000 on top on May.)

Subject	Apr. (as of 01 May.)	May. (as of 03 Jun.)	increased
Total number of groups applying (cumulative)	103	109	6
Total number of groups cancelling (cumulative)	3	3	0
Total Number of Pax (cumulative)	5867	6256	389
Total subsidy amount	\$87,033	\$94,983	\$7,950
ROI	\$14.83	\$15.18	\$0.35

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Comment

- Chairman Yanagisawa
 - Noted that some of the interest is coming from educational groups. Emphasized that this program's value lies in providing tangible benefits but pointed out a dilemma: many group bookings are secured one or two years in advance. Therefore, the group support program needs a multi-year commitment to ensure fairness and that all groups feel they receive the intended benefits.
- Dr. Perez, GVB Vice President
 - Observed that the market has shifted away from traditional travel agents toward more online platforms, apps, and niche membership-based travel programs in different cities. Suggested exploring these online sellers and membership groups, especially those not currently offering Guam, as an opportunity for group travel growth. Recommended investigating and targeting these segments beyond major platforms like Rakuten, to capture new audiences in Tokyo, Osaka, and Nagoya, and emphasized the need for more partners actively selling Guam.
- Dr. Perez
 - Clarified with Mr. Shoji, if there is any group travel sold by OTA.
- Mr. Nobuyoshi Shoji, GVB Japan Account Director

- Clarified that OTAs generally focus on FIT (individual) travel and rarely handle group bookings; asked Mr. Monte if he was referring to membership-based programs like American Express cardholder groups.
- Requested a list or examples of these OTA group/membership travel platforms for further research and evaluation.
- Emphasized that the GVB Japan team is actively working with a wide range of travel agencies, including smaller local agencies across the country.
- For the new group market, the GVB Japan team is working closely with Lawson Travel, which specializes in *Oshikatsu*—a fresh and trending style of group travel gaining.

OTA TRAVEL.JP Centrair + HafaAdai Campaign promotion



TOP screen



Article screen



Article Title:

Take a direct flight from Centrair to Guam! Special campaigns are also underway

Release date : Apr 16

Number of accesses: 3693

link clicks: 96

CTR : 3.0%

topic to promote the use of Chubu Centrair International Airport, this article will provide information on flights from Centrair to Guam, introduction of new spots in Guam, and "GOGO! I think we were able to expand awareness of the appeal and features of the "GUAM Hafa Adai campaign".

URL:

<https://www.travel.co.jp/guide/article/48865/>

popularity in Japan.

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OTA TRAVEL.JP Tway promotion



TOP screen



Article screen



Article Title:
From Kansai to Guam with T'way Air! Direct flights will start on July 18

Release date : Jul 18

Number of accesses: 4,979

link clicks: 324

CTR : 7.7%

topic to promote the use of Chubu Centrair International Airport, this article will provide information on flights from Centrair to Guam, introduction of new spots in Guam, and "GOGO! I think we were able to expand awareness of the appeal and features of the "GUAM Hafa Adai campaign".

URL :
<https://www.travel.co.jp/guide/article/48875/>

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UA COOP Time tree



Period: April 23, 2025 – May 22, 2025

Targeting: Dual-income households with children ranging from preschool age to lower elementary school grades

Impressions: 1,500,000
Clicks: 7,500

- The campaign successfully appealed to the target audience of family users, particularly those interested in outings, who showed a high engagement rate.
- On the other hand, while the campaign assumed dual-income households, the response appears to have been higher among stay-at-home parents, suggesting a need to either refine the targeting strategy or reconsider the target audience altogether.
- It can be hypothesized that in higher-income family households with one working partner, the stay-at-home spouse may have greater influence or decision-making power when it comes to choosing travel destinations.

ua_guam_banner_0415_timetree_basic_1200-628_a



ua_guam_banner_0416_timetree_basic_1200-628_b



TimeTree is an app that allows multiple people to share a calendar and manage schedules together. It is ideal for use among families, couples, friends, or coworkers, making it easy to share plans, coordinate, and communicate.

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UA COOP Airtrip



To strengthen customer acquisition during the low-demand period in April, we created a dedicated basic page for Guam travel within Airtrip, linking directly to the booking section.
As a result of this promotion, we received 1,006 bookings.

DATA : 2025/3/24~2025/5/31

Landing Page



1,738 PV

App Campaign banner



408,772imp
250 CL

Travel Column



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TWAY BROCHURE SUPPORT



• JTB & J-World Travel launched exclusive T'way brochures for Guam. 'Look JTB My Style' (8 pages, 15,000 copies): July 18 to Aug 31, 2025.

• J World Travel "t' way Fun 16 page brochure and 20,000 print run/ Departures from March 18, 2025 to March 28, 2026

Sankei Tours advertised T'way Guam tours via Sankei Shimbun (Kansai area, 100,000 circulation).



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Education FAM 2025 with UA



Overview

From May 11 to 15, four university professors from Japan were invited to Guam for an Education Fam tour.

The main program included site visits to four major hotels — **Leo Palace, Hilton, Crowne Plaza, and Hyatt** — to review the “working experience” programs available to students. Meetings were also held with the **University of Guam** and trade agents to discuss current capabilities and future opportunities for educational travel.

As a result of this visit, one participating university has already confirmed a **Students training trip with approximately 30 students for the end of the year.**

Looking ahead, an “**Educational Travel Forum**” is scheduled for this summer in Japan, where the visiting professors will speak and share their insights to further promote Guam as a destination for school programs.



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TRAVEL EXPO IN UMEDA OSAKA 2025



Event Overview

- Date: Saturday, May 24, 2025
- Venue: Grand Front Osaka
- Organizer: Kansai Airport
- Visitors: Approx. 4,500



Guam Promotion Highlights

- UA, t'way, Baldyga and Dusit Hotels to exhibit at the event
- Guam Seminar: Approx. 100 attendees
- Distribute JTB, HIS, and Travel Gallery Guam Tour brochures.
- SNS Campaign: 400 Guam Reusable Bags distributed
- Increased number of SNS followers: 309 total



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ONE GUAM MONTHLY MEETING



Meeting Summary – Wednesday, May 28, 2025
Venue: Zoom Online

- Attendees:
 - Member Travel Agent : 17 people from 10 companies
 - GVB Board Member: Ken Yanagisawa
 - GVB HQ : Regina Nedlic
 - GVB Japan: Yusuke Akiba, Shoji Nobuyoshi, Masato Wakasugi, Yoshimasa Yanagihara, Taiichi Higuchi, Samuel Takamatsu
- Key Topics Discussed:
 - Updates on Recovery Committee progress
 - local events, including the upcoming "KO'KO' Street Night Market" launching in July
 - Report on Airline Mission
 - GVB Japan's reports on Sales Activity in May and updates on the GOGO! GUAM PAY & BONUS programs

AGENDA

Meeting Start : 1:00 pm (Guam Time) / 12:00 pm (JST)
Online URL : <https://us02wsp.zoom.us/j/8856766689>

- Greeting from GVB HQ
- Presentation from JMC Chairman
- Presentation from GVB Japan
- Q&A Discussion



AVIATION STRATEGY



- In order to reach the target of 350,000 passengers next fiscal year, at least 75,000 additional seats will be required. Currently, we are continuing discussions with various companies regarding the possibility of charter flights and regular flights for next fiscal year.

Airline	Greater Bay Airlines (Hong Kong)
Date	May 16, 2025
Key Points:	GVB and Guam introduced. Interest in new routes due to intense competition in HK market HB to check with HQ on HKG-JPN-GUM charter possibility.
Airline	Vietnam Airlines (Vietnam)
Date	May 22, 2025
Key Points:	GVB and Guam introduced. Charter flight potential discussed (TYO-GUM in winter)
Airline	AirAsia Aviation Group (Malaysia, Thailand, Philippines, Indonesia)
Date	May 22, 2025
Key Points:	GVB activities in Kobe, Shizuoka, Tokyo shared. Positive response to Fukuoka-Guam charter idea. FD checking with HQ on charter options for Dec 27-Jan 2 (A320, 180 seats)
Airline	United Airlines (USA)
Date	May 26, 2025
Key Points:	GVB's role and market outreach explained. Charter support from Kobe agents emphasized.

Target Period: October 2025 – September 2026 (Annual)

Target Japanese Tourist Arrivals: 350,000

Current seat capacity: 480,000/ assuming 90% is Japanese = 432,000 seats
70% LF= 302,400 pax

Achieve 350,000 required 55,000 seats
90% Japanese = 499,500 seats
70% LF: 349,650

Shortage: 62,620 seats



AVIATION STRATEGY



- Required additional 62,620 seats in FY26
- Apply previous ASD program rate = \$30 per seat x 62,620 = \$1,878,600 required to increase seat capacity.

FY26	Oct 25~Sep 26	
Target	350,000 pax	
Load Factor	70%	
Composition	Japanese 90% and US citizen 10%	
Current seat capacity		
Airline	Seat capacity per month	Total seat capacity
UA	29,050	348,600
JL	6,169	74,028
TW	5,859	70,308
Total	41,078	492,936
Gap (Oct 2025~Sep 2026)		
Current seat capacity	492,936	
Required capacity	350,000 pax *90% = 388,889 pax	
	388,889 seats *70% = 555,556 seats	
Shortage	492,936 seats-555,556seats	62,620

Comment

- Mr. James Rosenburg II
 - Asked about the mention of Hong Kong Airlines in the presentation slides.
- Mr. Shoji
 - Explained that GVB Japan has welcomed the former Hong Kong Express Japan General Manager as an airline specialist, who is now in communication with Hong Kong Airlines.
 - Also noted that they have established contact with AirAsia, leveraging his prior experience working.

NEW BUSINESS

- Ms. Nedlic presented the New Business

OTA META Search



Promotion Overview (Summary):

Social Media Utilization:

Share the appeal of Guam and limited-time coupons via VELTRA's

Instagram and X LINE Messaging:

Distribute coupon codes and booking links directly to the target audience through VELTRA's official LINE account

Content Focus:

Visually engaging posts centered around photos, with concise information about Guam and the coupon offer

Key KPI

Campaign Period : 1st June - 18th July 2025

Booking Period : 1st June - 18th July 2025

KPI

Total 6,783 Pax (Y2024 30.0% recovery)

*Activity date



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UA COOP



Fare Appeal Ads phase2

United Airlines aims to continue raising awareness among customers about its revised fare structure and the increased number of affordable fare classes. Based on the analysis of the current campaign's creative performance, we plan to launch a Phase 2 advertising initiative targeting new audience segments, in collaboration with the Chicago team.

Ad period: 2 months (June – July)

Timing	Program	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Q1	Fare Display Ads through META/YOH	2/28*								
Q2	New Guam page promo									
Q2	Central's 20th promo			4/18 A/L*						
Q2	Fare Display Ads through family app									
Q2	Fare Display ads through META/LINE									
Q2	Summer Booking Campaign (Guam Fly)			4/15*						
Q3	Fare Display ads through META/LINE									



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JAL COOP: TIME SALES



3/7まで!

JAL便ご搭乗者さま限定!
ホテルタイムセールも開催中!

約3時間半で行けるアメリカ
#HereWeGuam

成田-グアム
往復航空券 **45,000円~**

搭乗期間: 2025/4/5-7/16 燃油サーチャージ込み
※別乗客には降り立ち、後乗客にのみ搭乗可能な場合があります。

JAPAN AIRLINES [今すぐチェック >>](#)

- The purpose of this campaign is to stimulate demand and maximize conversion immediate to summer break (especially immediate to Jul 19, 2025)
- Campaign period: Jun 6, 2025~Jun 12, 2025.

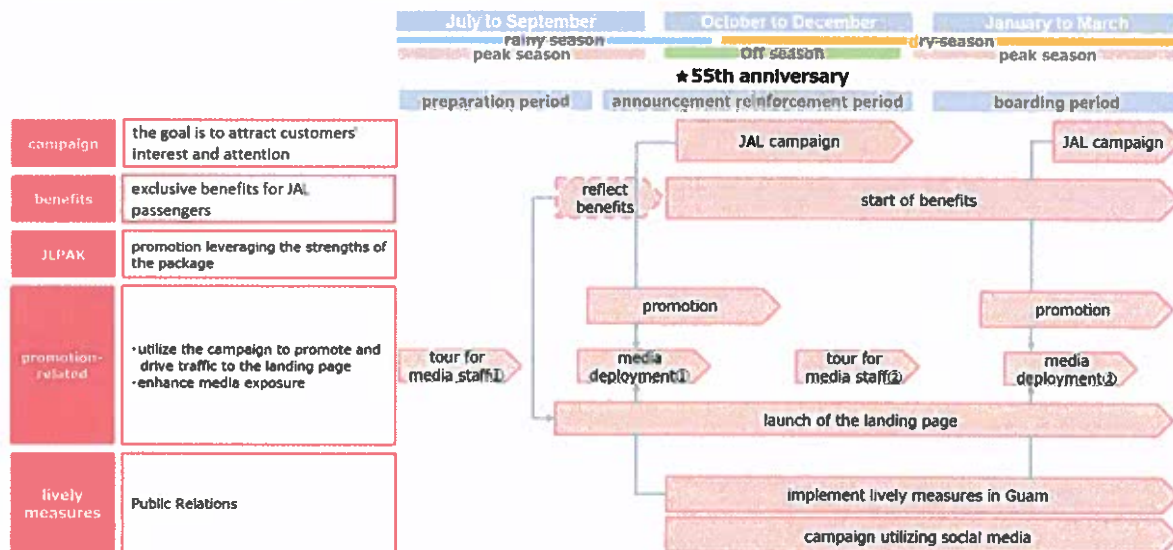
Google Search Ads	Keywords about "Guam" x "Air ticket"	26,598
Yahoo Search Ads	Keywords about "Guam" x "Air ticket"	33,665
Google Display Network	Retargeting & Custom intent	586,077
Yahoo Display Ads	Retargeting & Target about search history	4,090,609
Meta (Facebook & Instagram)	Retargeting & Interest about traveling	321,744
RTBHouse	Retargeting	367,781
Total Page view		5,426,475
Target CV rate		0.34%

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JAL 55TH ANNIVERSARY OVERVIEW



Overall plan for the 55th anniversary of the Guam route



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JAL 55TH ANNIVERSARY



Objectives

- Leverage the theme of the 55th anniversary to stimulate travel demand
- The 55th anniversary of the Guam route will be used to promote Guam's attractions throughout the year and increase tourism demand from Japan by boosting exposure.
- Stimulate tourism demand from Japan in FY2026 (April 2026 - March 2027)
- L/F 93%, 67,551 visitors sent (10,169 increased revenue)

Strategy

- JAL's 55th anniversary is the Umbrella to communicate Safe, Security and Clean to Japanese tourists, especially families and the affluent class.
- Tactical communication to each segment will maximize conversation by targeting FITs with digital communication and SITs with packaged tours.
- In order to widely communicate the 55th anniversary, a Guam event will be held by GVB and JAL in October, and tactical communication will be implemented after that.

ISLAND EVENTS



- Align with GVB event calendar to inform them throughout Weekly Guam, X and Facebook as well as GVB News and bring influencers to communicate excitement of those events.



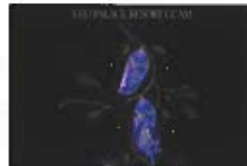
GUAM MICRONESIA ISLAND FAIR
Governor Joseph Flores Memorial Park
Dates vary between June 7, 2025 - June 8, 2025



10TH ANNUAL GRA/PONY SUMMER BASEBALL & SOFTBALL ACADEMY
Okkodo Triple III Baseball and Softball Fields
June 16, 2025 - July 18, 2025



EIE - ELECTRIC ISLAND FESTIVAL
Plaza De Espana
June 21, 2025



IWA WELL FIGHT
LEO PALACE RESORT GUAM
Dates vary between June 21, 2025 - June 22, 2025



HAFAIDHA CONCERT SERIES: PART 4
July 5, 2025



THE WAILERS: LIVE ON GUAM
Ypao Beach Park
July 19, 2025



81ST LIBERATION EVENT
Hagåtña, Guam
Dates vary between July 21, 2025 - July 21, 2025



GUAM FIT EXPO
LEOPALACE RESORT GUAM
Dates vary between July 26, 2025 - July 27, 2025

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T-WAY RECEPTION NIGHT



- On the evening of July 17, the day before T-WAY's resumption of flights, a reception was held at CHmorru food for travel agencies and media outlets in the Kansai region.
- To promote the resumption of T-WAY flights.

t'way

X



X

Senba Kitchen Kita Umeda



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FY25 JAPAN MARKETING CALENDAR



	FY25											
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Campaign	GoGo Guam Hafa Adai Campaign											
Island event	Ko'ko' and Coconut fest											
Gateway target	Mango											
Gen Z/	GMIF											
Millennials +	Liberation											
broaden travel												
lovers via SNS	SNS Always On communication; Instagram/ TikTok											
	SNS Conversion ads – Direct link with Metasearch											
	SNS Influencer Always On communication; Instagram/ TikTok											
	Digital PR											
Build aspiration	V-Tuber program											
via story telling	TV PR, Japanese celebrities TV Program featured Guam											
	TV - Guam Feature TBD											
Immediate/	SNS Conversion ads – Direct link with Metasearch											
middle term	TA and Airline Coop											
conversion	Good Friday, New Year industry event											
Immediate sales	Guam Pay											
enhancement	Guam Bonus											
	Group Support											
Culture	Food Truck Program											
	Umajmon Koshien											
	Mamote Kids											
	Kashiwa											

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Comment

- Chairman Yanagisawa
 - Suggested including dedicated discussion time during the JMC meeting.

Comment

- Mr. Bill Nault
 - Inquired the objective of utilizing Veltra.
- Mr. Shoji
 - Explained that the purpose is to showcase Guam's products, particularly by highlighting optional tours and activities to make the destination more appealing.

Comment

- Mr. Bill Nault
 - Airport transfers are the top daily booking, driven by visitors needing reliable transport between the airport and hotels due to limited taxis and rental cars, with additional demand for local sightseeing and charter services.

ANNOUNCEMENTS

- The next JMC meeting will be on Tuesday, July 15th 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 Nedlic, Senior Marketing Manager - Japan

Minutes reviewed/
approved by:

Elaine Pangelinan, Senior Marketing Manager

Minutes approved by:


Nadine Leon Guerrero, Director of Global Marketing