

2023
GUAM VISITORS BUREAU ANNUAL REPORT

KÅNĀT



DESTINATION DEVELOPMENT | MARKETING | RESEARCH AND STATISTICS | FINANCIALS

KÅHAT *i Espiritu*



ABOUT THE COVER

PATRICK CAMACHO

This year’s cover photo was derived from the original image captured and owned by local artist Patrick Camacho. Patrick is of CHamoru descent, born and raised in Guam where he currently lives and runs his business in photography.

View more of Guam’s beauty as seen through the lens of this talented photographer on Instagram @patrick.camacho



TABLE OF CONTENTS

- 07**
Message from the Governor and Lt. Governor
- 09**
Message from the Senator
- 10**
Board of Directors
- 11**
Message from the Chairman
- 14**
Management’s Discussion and Analysis
- 18**
Organizational Chart
- 23**
Destination Development
- 31**
Marketing Department
- 52**
Research and Statistics
- 60**
Financials
- 68**
Membership Directory





A SPECIAL MESSAGE FROM THE GOVERNOR & LT. GOVERNOR OF GUAM

Håfa Adai!

In the past year, we saw the dramatic recovery efforts of the world's tourism and travel sectors. International tourism was on track to recover at nearly 90% of pre-pandemic levels, with over 900 million tourists traveling internationally in 2023. While our island's tourism industry is included in the world's industry recovery, we were faced with yet another setback: Typhoon Mawar. Guam's efforts were shifted into high gear as the island itself needed recovery.

While federal aid was instrumental in our recovery, the most remarkable assistance we received in this time of adversity was the aid that our island community gave each other. We are incredibly proud of our People of Guam for the strength, resilience, patience, and love and care they displayed toward their neighbors and villages. It has always been our *kustumbre*, our custom, to take care of others, and this was the critical component in our recovery from this natural disaster.

The Guam Visitors Bureau has implemented this custom in their hard work and efforts to lead us through recovery. We are proud to support them during this critical time in their mission to promote and develop Guam as a premier global destination with maximum benefit for the people of Guam.

As we rise from the challenges of 2023, we encourage our people of Guam to continue taking positive steps forward and rebuilding our spirits, homes, villages, and island. This is the true meaning of *Kåhat* – the “uplifting” that will lead our island to success.

Un Dangkulu Na Si Yu'os Ma'åse'!

Lou Leon Guerrero
Lourdes A. Leon Guerrero
Maga'hågan Guåhan
 Governor of Guam

Joshua F. Tenorio
Joshua F. Tenorio
Sigundo Maga'låhen Guåhan
 Lieutenant Governor of Guam



Message from the Senator



HÅFA ADAI!

I extend to the members, staff, management, and Board of the Guam Visitors Bureau my most heartfelt appreciation for your efforts to stabilize our vital tourism industry over the past year.

2023 will be remembered as the year that your persistence, creativity, and teamwork paid off, and our visitor industry turned the corner from the devastating global downturn in travel that marked the years 2020-2022. Your efforts erased doubt from abroad as to our resiliency as a tourist destination, and at home rekindled confidence in its future.

This is not to say that our visitor industry is without its challenges. There will always be the possibility of events beyond our control that can require us to pivot. The good news is that GVB has proven itself agile, responsive, and capable of rolling with whatever is thrown its way.

I am optimistic about the state of Guam's tourism industry in 2024. I am optimistic because of our attractiveness as a destination; where we offer a unique and unparalleled visitor experience. Most especially I am optimistic because thanks to your efforts our community is better positioned today to reap the sustained long-term benefits of tourism.

Si Yu'os Ma'åse',

AMANDA LEE SHELTON

Senator, 37th Guam Legislature
Legislative Secretary, Majority Leader, & Chairwoman
of the Committee on Maritime and Air Transportation,
Parks, Tourism, Higher Education and the Advancement
of Women, Youth, and Senior Citizens



Board of Directors



George Chiu
Chairman of the Board
Membership Elected Director



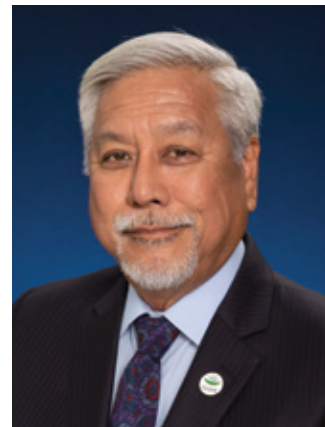
Joaquin Cook
Vice Chairman of the Board
Membership Elected Director



Ho Eun
Treasurer of the Board
Legislative Appointed Director



Jeffrey Jones
Secretary of the Board
Membership Elected Director



Milton Morinaga
Governor Appointed Director



P. Sonny Ada
Governor Appointed Director



Mayor Robert Hofmann
Governor Appointed MCOG
Director



Paula Monk
Membership Elected Director

Message from the Chairman



"The community came together to help all those in need and showed the world what it meant to be a proud Pacific Islander."

HÅFA ADAI!

Fiscal Year 2023 ends with rays of hope for our beleaguered tourism industry. Typhoon Mawar was the first typhoon to hit Guam in over 21 years. This storm caused severe economic damages not only to our tourism industry but to the overall wellbeing of our community in which we all live. However, this storm also made me proud to be a Guamanian and call Guam my home. The resiliency of the people of Guam after the storm was just incredible. The community came together to help all those in need and showed the world what it meant to be a proud Pacific Islander. Cleanup began as soon as the damaging winds ceased and businesses reopen as soon as practical. For those that were too young to remember the last storm, family members and friends educated them about how to survive the aftermath of such a storm. It brought the community back as one and to see how we all came together in our time of need was just heartwarming.

I am so proud to see that GVB was in the forefront leading the way in the cleanup process to make Guam once again ready to receive our cherished visitors. Our island community has proven time and again its resilience in the face of adversity. I want to personally extend my heartfelt gratitude to the hard-working women and men in the tourism sector. Your unwavering commitment and strength have been instrumental in this recovery process. We all yearn for a return to a better sense of normalcy.

As of fiscal year ending Sept 30, 2023, the Korea market, is now at 49% of our pre-COVID arrivals. Japan is lagging a bit behind at only 15% of our pre-COVID numbers. With an abundance of hope, we believe we are on track for an even better upcoming fiscal year. We hope to see Korea achieve at least 60% of our pre-COVID arrivals and Japan closely behind at 53% of our pre-COVID arrivals. Our mission to make Guam a better place to live, work, and visit remains steadfast. Together, we will forge ahead towards a brighter and more prosperous future for everyone who calls Guam home.

Si Yu'os Ma'åse',

GEORGE CHIU
Chairman, GVB Board of Directors

KÅHAT *i Familia*



MANAGEMENT'S DISCUSSION & ANALYSIS



Management Discussion & Analysis



**HONORABLE
CARL T.C. GUTIERREZ**
President and CEO



**DR. GERALD "GERRY"
S.A. PEREZ**
Vice President

MANAGEMENT HIGHLIGHTS

GVB entered FY2023 with a focus on the ongoing resurgence of Guam's tourism economy, centering its strategy on the outbound tourism market in Asia-Pacific and enhancement of the Guam destination experience. Particular focus was placed on capturing vital market share of outbound travel from key source markets in Japan and Korea, and investing in the revitalization of destination development programs that were halted due to funding constraints caused by the pandemic. With a goal of recapturing 40% of pre-pandemic arrivals, GVB received support from the Government of Guam by receiving sufficient appropriations, including an additional \$10 million in funding which were derived from surplus revenue from the Tourist Attraction Fund ("TAF"), a measurable achievement tracking our recovery forecast. In FY2023, GVB received 89% of all tax collections by the TAF, a testament of the Government of Guam's commitment to support the revitalization of the island's tourism industry.

As part of its ongoing efforts to promote the Guam destination experience, GVB invested \$8.8 million to marketing campaigns in FY2023. GVB implemented strategic campaigns throughout its various source markets, with a keen focus in Japan and Korea, incorporating a combination of traditional and digital marketing. Marketing activities in Japan was boosted, particularly after the Japanese government lifted outbound travel restrictions in May 2023. A measurable achievement in Japan's FY2023 marketing activities is the increase in air service availability, with a combined total of 53 weekly flights as of September 2023. Marketing activities in Korea have remained robust, with Korean visitor arrivals constituting 60% of the total market share. Korea continued its successful marketing campaigns and included new programs to further boost exposure. Success of GVB's marketing campaigns is evidence in the increase of tourism arrivals, notably with Japan and Korea visitor arrivals increasing by 651.2% and 230.6%, respectively. Overall, total visitor arrivals for FY2023 were 602,594, or 3% below our pre-COVID forecast due to Typhoon Mawar.



Enhancing the visitor experience is critical to achieve full recovery from the pandemic, and GVB's commitment is evident through its investment of \$6.9 million in FY2023 to programs that support this initiative. GVB's destination development programs shifted focus in 2023, with the resurgence of tourism arrivals providing the opportunity to restore pre-pandemic destination development services. Programs that were halted due to funding constraints such as the holiday illumination, firework displays, drone shows, and the visitor concierge program were restarted. More investments were also made to promote safety and increase visibility of security officers, particularly in highly visited areas throughout Tumon, Tumon beach, and Plaza de Espana. Improvement to the Guam destination experience is a continuous effort, and GVB looks forward to collaboration with the Government of Guam and private organizations to continue these programs in 2024 and onwards.

Based on first quarter trends, our arrivals forecast for FY2024 is estimated at 55.6% of pre-COVID numbers, or about 900,000 visitors. This guarded expectation, however, is facing headwinds from Japan such as weaker yen, higher cost of fuel adjustment surcharge, and the persistent consumer reluctance for overseas travel. The November 2023 report from Japan Tourism Authority revealed strong inbound travel matching pre-COVID volume but only 30% of pre-COVID volume traveling overseas (our market).

Some 2 million Koreans traveled to Japan last year buoyed by a strong Won-Yen relationship and this trend is likely to continue in the months ahead. Finally, Guam is increasingly disadvantaged by scale and cost of travel when competing for airlift with neighboring destinations in Asia having larger populations and lower cost in their destination value chain.

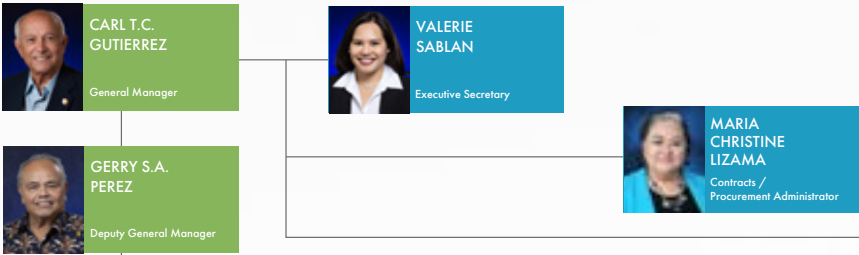
CAPITAL ASSETS AND LONG-TERM DEBT

The Bureau is not capital intensive. Other than the replacement of a 150kw generator unit damaged by Typhoon Mawar, significant capital asset activity did not occur in fiscal year 2023 or 2022. For additional information regarding capital assets, please refer to Note 5 of the Financial Statements.

Additionally, the Bureau has no long-term borrowings.

Management's Discussion and Analysis for the year ended September 30, 2023 is set forth in GVB's report on the audit of the financial statements, and that Discussion and Analysis explain the major factors impacting the 2023 financial statements and can be viewed at the Office of Public Accountability website at <https://www.opaguam.org/reports-audits/financial-audits?page=2>.

Organizational Chart



MANAGEMENT

CLASSIFIED

LIMITED TERM

@THEFUEKING



KÅHAT

isengsong



DESTINATION DEVELOPMENT

The Destination Management division of the Guam Visitors Bureau each year is tasked to enhance the Guam visitor experience while also helping to improve the quality of life for our island residents. In FY2023, the Bureau continued to service the island community and its vital tourism industry through the maintenance and upkeep of Guam's tourism infrastructure and resources throughout the island.

Destination Development



BEACH MAINTENANCE CLEANING & ISLAND ROAD MAINTENANCE

The Guam Visitors Bureau's annual beach-cleaning and maintenance of Hagåtña and Tumon Bay recorded major improvements in 2023 despite suffering beach & coastal shore damage caused by Typhoon Mawar. GVB was able to quickly amass community support to restore Governor Joseph Flores Memorial Park (Ypao Beach) and Matapang Beach, two of the island's most popular and frequented beaches.

GVB's road maintenance program and upkeep of Rt. 1 (Dededo Flea Market to Naval Station), Rt. 2A and 2 (Naval Station to Cetti Bay), Rt. 16 (Rt. 1 to Harmon McDonald's), Rt. 4 (Rt. 1-Chalan Laman, Inarajan) and Rt. 34 (Two Lovers Point) remained in full effect for FY2023. The road maintenance program consists of trash collection, grass cutting, scraping, edging and trimming as primary responsibilities and services.

ANTI GRAFFITI

GVB continued to mitigate graffiti found at public park facilities, public signage and other highly visible areas on the island in FY2023. These areas include Pale San Vitores Road, Fujita Road, JFK Hill, Westin Hill, Gov. Carlos Camacho Road, Farenholt, Chalan San Antonio, Bishop Flores Rotunda, and Route 1 from Micronesia Mall intersection to Paseo.

MAWAR RECOVERY

Amid the visitor industry's ongoing efforts to regain pre COVID-19 visitor arrival levels, the island was devastated in May 2023 by Typhoon Mawar, a category 4 storm and the strongest to lash the island in more than two decades.

Guam's tourism district of Tumon recorded substantial destruction as a result of severe winds, rain,

fallen trees, debris, and other damage to the island's tourism infrastructure. However, just days after the storm, GVB in conjunction with several government of Guam agencies, mobilized a workforce of approximately 200 volunteers, dedicating a total of 140 hours towards cleanup and recovery efforts focused on the rapid restoration and reopening of public parks and beaches. GVB effectively accomplished all scheduled remediation tasks, encompassing landscaping, tree extraction, and re-seeding of exposed regions as well as debris and waste removal to clear roads, sidewalks, and entranceways.

GVB also provided assistance to almost five thousand stranded visitors impacted by the typhoon during their stay here in Guam. GVB collaborated with tour agents, local bus companies, hotels, and industry partners to provide transportation, meals, and assistance with lodging costs as they awaited the availability of seats on outbound airlines from Guam.



TOURISM ASSISTANCE PROGRAM

In an effort to augment business recovery efforts from the dual destruction of COVID-19 and Typhoon Mawar, the Guam Visitors Bureau launched the first-ever Tourism Assistance Program (TAP) in June 2023. The program provided financial assistance to more than 250 tourism-related businesses throughout the island. The condition in order to expedite the reopening of their establishments to service incoming visitors. The injection of funds proved to minimize flight cancellations from Guam's primary visitor markets in Japan and Korea.

HOLIDAY ILLUMINATION

The 2022 reintroduction of the Guam Visitors Bureau's Holiday Illumination program continued to bring great joy to visitors and the local community alike in 2023.

Once again, the program provided much needed holiday spirit in the island's capital city of Hagåtña and tourism district of Tumon as the event coincided with Christmas-themed activities and events held throughout the month of December.

VISITOR SAFETY OFFICERS

Established in 2014, the Guam Visitors Bureau Visitor Safety Officer (VSO) program remains vital for GVB as the program has recorded great success in perpetuating the Håfa Adai spirit while also serving to deter crime and prevent vandalism. The program was created to provide a hybridized concierge/safety officer presence to assist visitors in need. In 2023, the VSO program aided in lifesaving heroics rescuing 10 distressed swimmers in Tumon Bay.

VISITOR CONCIERGE PROGRAM

The Visitor Concierge Program was conceptualized to provide a support system offering visitor care, communication and resources necessary to navigate through difficult situations. The program's services include, but are not limited to, translation and interpretation services and assisting visitors who have been victimized by crime. The program remains a vital communication tool that reinforces Guam's position as a safe destination.

Sports & Events

The Destination Development division of the Guam Visitors Bureau provided sponsorship support to the island community and helped to restore island festivities, local sporting events and activities in 2023.

FY2023 SPONSORED EVENTS

- Shut Up & Fish Guam Annual Mahi & Wahoo Tournament
- Dededo Festival in the Park
- FSM Independence Day
- Diwali Festival of Lights
- Japan Festival of Guam
- 5th Annual Dragon Boat Festival
- Reggae In Paradise Concert Event
- Oceania Baseball Championships Under 18
- Agana Heights Fiesta
- Marianas Open Brazilian Jiu-Jitsu Championships
- Road to EIF Guam (Electric Island Festival)
- Inspire Marianas Neni Market
- FIBA Oceania Under 15 Championships
- 2023 Dinagyang Festival
- I Mas Metgot Strong Man/ Woman Competition
- 1st Annual Chief Gadao Festival
- New Year's Eve Drone Light Show
- New Year's Eve Fireworks Show
- Brandon Vera One Championship
- Agana Heights Beautification Projects
- GHRA Tourism Cup Golf Tournament
- INA Wellness Festival
- Talofofo Banana Festival
- 11th Annual Chamorro Cultural Festival - California
- PBS Live Broadcast 2023 Inauguration
- Guam History & CHamoru Heritage Day Festival
- 14th Annual Hagåt Mango Festival
- Guam Island Fiesta Tour – Yigo
- Indigo Music Festival
- Brogan Walker UFC
- Malesso Crab Festival
- Trevin A. Jones UFC Sponsorship
- Oceanview Middle School International Marketing Club
- Phoenix Women's Baseball Cup Hong Kong
- Back to Sumay Event
- Agana Heights Coconut Festival
- Guam Full Contact Karate Championship
- GHRA Annual Gala Dinner “Winter Solstice”



Marianas Open Jiu Jitsu Tournament

- GMH Volunteers Association Annual Charity Ball
- Marianas Islands International Dance and Arts Festival on Guam (MIDAF)
- Joy Koy Live on Guam
- Roque Martinez Rizin Fighting Federation
- Harmony Chea
- Wings in Paradise Event
- Guam Little League Baseball
- Marianas Open Jiu Jitsu Tournament
- Guam Micronesia Island Fair Presents Inetnon Man Taotao Micronesia
- Marianas Ladies Cup
- 9th Annual Lantern Floating Ceremony
- Pink Ball Gala Ball
- Greg D. Perez International Sportfishing Tournament
- GHRA Anniversary Social
- Crowns All Island West Coast Tour
- Pacific Islander Festival Association (PIFA) Cultural Festival
- Team Guam Dodgers 3rd Annual Independence Day Goodwill Baseball Classic
- Talofofo Mayors Office Fiesta
- Mangilao Donne Festival

RETURN OF THE GUAM KO'KO' ROAD RACE

2023 also recorded the revival of the Guam Ko'ko' Road Race! The GVB signature event resurfaced once again with the popular family-fun-filled Ko'ko' Kids events held Saturday, April 15th and the 10 Kilometer run held on Sunday, April 16th.

The Guam Ko'ko' Road Race is Guam's elite running event, so named to raise awareness of the plight of Guam's territorial bird, the Guam rail, locally known as the Ko'ko'. A flightless bird endemic to Guam, the Ko'ko' population was decimated to near extinction by the brown tree snake, pesticides and other introduced detractors. Efforts to save the Ko'ko' from extinction are ongoing and public awareness and community involvement inspired by events such as the Guam

Ko'ko' Road Race and the Guam Ko'ko' Kids Fun Run have made a remarkable impact.

A signature visitor attraction, the race was first held in 2006. However, due to the COVID-19 Pandemic the event was postponed and recently resurrected in 2023.

Manami Martin took top honors for the Women in the 10K event finishing with a time of 38 minutes and 09 seconds. Hugh Kent was the overall male winner finishing with a time of 34 minutes and 23 seconds.

The Guam Visitors Bureau now plans to reintroduce the half marathon race in 2024 scheduled for April 14, 2024.

To register for the Guam Ko'ko' Road Race go to www.visitguam.com/koko/



Guam Ko'ko' Kids Fun Run

Cultural Heritage, Branding & Community Outreach

The Cultural Heritage, Branding and Community Outreach ensures that Guam's culture is represented in GVB's local and overseas promotions. Ensuring accuracy in this representation and in the cultural experience of our visitors is consistent with the philosophies of our community. This division is tasked to provide an authentic image of Guam in GVB's promotional efforts, both local and abroad, and to promote, support and facilitate the revitalization and display of Guam's heritage, cultural values, and natural history.

The Guam Micronesia Island Fair (GMIF) presented l'netnon Man Taotao Micronesia (Gathering of the People from Micronesia) held in August 2023 at three different locations in Southern Guam. The event showcased the unique cultural heritage of Micronesia celebrating the customs, traditions, food, and art of the islands. This

event created the opportunity to experience Micronesia's diverse and vibrant cultures while featuring the attractions that make Southern Guam stand out.

In partnership with the Mayors Council of Guam, the Guam Island Fiesta Tour (GIFT) restarted as a way to offer an immersive and friendly experience that brings our locals and visitors together. The GIFT program began more than 10 years ago to introduce visitors into the homes of local families during various village fiestas. It was a grassroots approach that allowed visitors to experience the CHamoru culture at an intimate level while giving local families the opportunity to teach them more about Guam. This time around, the program was held at village community centers or other identified locations with set itineraries coordinated through the Mayors Council.

KĀHAT *i Isla*

Ocean Freak Guam



MARKETING DEPARTMENT

The Marketing Department is responsible for aggregating a coherent set of messages that are segmented to generate volume, maximize yield, encourage diversification, and promote local business opportunities. Social media, communication with government officials, collaboration with industry stakeholders, and participation at trade events are the vehicles used to promote Guam as a superior alternative to the competition. And the adhesive, or brand identity, used to bring market operators, sales distribution channels, and consumers together is the differentiated attribute that make Guam stand out as a desirable travel destination.

Market: Japan



- Organized roadshow in key markets Tokyo, Osaka, Nagoya, and Fukuoka reaching 224 participants.
- Accumulated GVB News total distribution of 14,873.

- 3 Co-op with Airlines
- Enhanced partnership with United Airlines and Japan Airlines to support resuming regular flights and work toward stable operations.
 - United Airlines and Japan Airlines both focus on supporting sales
 - United Airlines: Regional Digital Out of Home and TV spots; Barter agreement in Q3-4
 - Japan Airlines: Digital ads



SMART GOALS

- 1 Increase Japanese Visitor Arrivals for FY2023 to 100,000 Pax

- Arrivals FY23: 97,823 vs. FY22: 13,022 Pax (751.2% Increase) Guam welcomed 602,594 visitors in FY2023 (as of Sep 30), a 177.8% increase from last year. Japan visitors accounted for 97,823, a 651.2% increase from last year, contributing 13% of total visitor arrivals in Guam.

Contributing Factors

- International travel restrictions were lifted on 8 May 2023
- The total seat capacity is 360,586
 - UA: 296,476
 - JL: 11,940
 - 7C: 52,170
- Typhoon Mawar caused some cancellations
 - United canceled a total of 39,644 seats in June and July.
 - Group trips to Daihatsu and Nokyō Kanko (550 pax) have been postponed.
 - Major travel agencies canceled a total of 1,200 package tours until June 15.
 - HIS Tours canceled the "Beach Charter Plan with BBQ Lunch" promotion, which was

scheduled to run from July 20 to September 24.

- Travel polls showed that Japanese travelers had less intention to travel overseas than domestically, with only 10.6% of all respondents planning to travel within a year. It was also found that 20% of younger travelers were willing to travel abroad versus 3% of willing travelers in their 50s and 60s.

2 Co-op with Travel Agents

- Launched ONE Guam
- Supported travel agents by conducting GoGo Guam summer campaign and Coop promotion, which started with 6 companies and reached 65,540,000 participants.
- Conducted Group/ MICE familiarization tour, developed collateral material and marketing support, Group incentives, and digital coupon GoGo Guam Pay to support sales.



Market: Japan

HIGHLIGHTS

TikTok 100 FAM

A total of 103 influencers from Japan traveled to Guam in November 2022 to help establish Guam as the #1 destination after the Covid-19 pandemic. These influencers enjoyed discovering new attractions on the island, promoting them all on TikTok and other social media platforms and reaching 40,290,493 followers!

Kashiwa de International Exchange Fiesta 2022

GVB had the opportunity to reconnect with Kashiwa City, promoting tourism and revisiting student exchange programs with Guam . GVB met with Kashiwa International Relations Association and held at the Kashiwa Ekimae Dori Howdy Mall in Chiba, Japan to discuss the revival of student exchange programs between Guam and Kashiwa City. and celebrate the Chamorro culture with a fiesta on November 20, 2022. Guam was represented with a Chamoru dance performance and exhibition, sharing information and local goodies to over 5,000 visitors.

HERE WE GUAM Roadshow 2023

GVB Philippines has actively engaged with premier golf establishments to promote Guam as an elite golfing Roadshows were held in Tokyo, Osaka, and Nagoya from November 15-17, 2022 to promote the latest information on Guam, including the GOGOGUAM campaign. Member companies Baldyga Group, Dusit Thani Guam Resort, Fish Eye, Kloppenburg Enterprises, Inc., Lotte Hotel Guam, Onward Beach Resort, Premier Hotel Group, T Galleria Guam by DFS, Westin Resort Guam, and United Airlines also attended the roadshows to make presentations and conduct business negotiations with the aim of increasing the



number of visitors to Guam. In Osaka, GVB held an industry mixer at the TKP Garden City Premium, where they were able to create deep ties with travel agents in various regions and strongly promote our support system to strengthen sales.

TVPR Tabi Salad

A significant highlight was hosting the TVPR Tabi Salad television program is famous for its corner where regular performers introduce restaurants, hot springs, etc. on location and live broadcasts in various parts of Japan, and telephone entry corner where you can win local specialty products from various parts of Japan. The theme of this year's program on Guam is "Guam's Attractiveness as Seen from Land, Sea, and Air." Guam was introduced from various perspectives, including a Cessna experience, jet skiing, and an introduction to the Hagatna area.

This episode was aired on February 4, 2023.

GOGO! GUAM SUMMER Campaign PRESS EVENT

On April 25, 2023, GVB held a GOGO! GUAM Summer Campaign Press Event at Kanda Square in Tokyo and invited Japanese actor Nobuyuki Suzuki to be a special guest and help promote GOGO! The press event was seen on YouTube Live at <https://www.youtube.com/watch?v=QlyTfnK2SfM> and was featured in 2 TV channels, 4 print publications, and 268 websites. Total circulation was 1,945,615 with a value of \$1,369,048.

JTA Imakoso Kaigai! Declaration Press Conference

On May 7, 2023, the Japan National Tourism Organization (JTA) and Japan Asia Travel Association (JATA) released the "Now is the Time to

Travel Abroad Declaration" to promote overseas travel to residents of Japan. A press conference was help to announce the declaration, utilizing many media outlets, including major TV stations. Overall, the event was a great promotional opportunity for Guam.

GOGO! GUAM PAY Program

GOGO! GUAM PAY, a travel incentive program for travelers from Japan commenced on August 1 and continued until September 30, 2023. The program featured a \$20 coupon, which could only be used in Guam and was given out to a total of 5,000 people who applied for a trip to Guam at designated travel agencies. The promotion was such a success that it will continue in FY2024 with an increase coupon value of \$30.



Market: Philippines



The Travel Sale Expo 2023, one of the most anticipated events in the travel and tourism industry, officially commenced with a grand opening ceremony at SM Megamall. The event, which runs from September 29 to October 1, is themed "Travel is On and It's Unstoppable," reflecting the industry's resilience and forward momentum.



SMART GOALS

- 1 To raise awareness regarding Guam and its CHamoru culture, in order to reach at least 12,000 visitor arrivals.
 - 2 Amplify and solidify Guam as a choice travel destination for travelers in the Philippines, primarily in the National Capital Region (Metro Manila) and select cities in other regions.
- Engaged with representatives of the Filipino Community in Guam to discuss the visa waiver initiative, emphasizing the potential benefits for Filipinos and fostering closer ties between the two communities.
 - Hosted the visits of the Paranaque City Officials to Guam in April and July, which played a pivotal role in strengthening diplomatic and tourism ties and raising awareness about Guam and its CHamoru culture.
 - Leveraged visitor postings on our social media platforms to maintain visibility, especially among younger, digitally-savvy travelers. This approach helped in establishing a compelling online presence and raising awareness about Guam and its unique offerings.

- Engaged in dialogues with various travel agencies and partners, such as Travel Duo, encouraging tailored tour packages appealing to Filipino travelers.
- Communicated with airline partners – Philippine Airlines and United Airlines – to offer attractive airfares, ensuring a seamless travel experience for Filipino tourists.
- Utilized digital marketing and social media strategies to heighten Guam's competitiveness in the travel industry, with Google Discovery advertisements and campaigns such as Flavors of Guam.



Tabletop discussion with visitors to the booth



GVB Davao Travel Update Guam Travel Update with travel agencies, TravelDuo and Philippine Airlines Team



USA Visa Seminar and Guam Travel Update – Kesler with the Seminar Participants

AWARD EARNED IN-MARKET

National Tourism Organization of the Year at the 1st Travel Sales Expo



GVB Davao Travel Update Guam Travel Update with travel agencies, TravelDuo and Philippine Airlines Team

Market: Philippines

HIGHLIGHTS

1st Annual Travel Sale Expo 2023 & Global Tourism Conference Trade Fair

GVB Philippines made a significant impact at the Global Tourism Conference Trade Fair, 1st Travel Sale Expo 2023, and the International Travel Tour Expo (ITTE) last February. These platforms provided opportunities for networking, brand enhancement, and industry insights, ensuring that Guam remains a top choice for travelers and industry stakeholders. The joint efforts for the 1st Travel Sale Expo 2023 and Global Tourism Conference Trade Fair emphasize the dedication to enhancing Guam's presence in major travel events. GVB Philippines has forged strong ties with these entities. GVB Philippines has forged strong ties with travel agencies such as Klik 'n Fly Travel and Tours and OneKlik, which further fosters meaningful partnerships in the travel sector.

Airlines Collaborations

GVB Philippines collaboration with United Airlines plays a crucial role in ensuring seamless communication and coordination, enhancing the travel experience for visitors to Guam. GVB Philippines has also maintained a proactive engagement with Philippine Airlines, especially in addressing challenges like the impact of Typhoon Mawar on flight schedules. This collaboration ensures that both tourists and residents have consistent and reliable flight options between the Philippines and Guam.

Guam as a Golfing Destination

GVB Philippines has actively engaged with premier golf establishments to promote Guam as an elite golfing destination. Collaborations with Windward Hills Country Club, Onward Talofofo Golf Club, and Starts Guam Gold Resort have been pivotal. These



GVB Team with TravelDuo, United Airlines and Dusit Thani Guam

partnerships focus on developing marketing strategies and exploring sponsorship opportunities, aiming to tap into the vast potential of golf enthusiasts and position Guam as a top choice for golf tourism.

Strengthening Diplomatic and Tourism Ties

A significant highlight was hosting the visits of the Paranaque City Officials to Guam in April and July, which played a pivotal role in strengthening diplomatic and tourism ties.

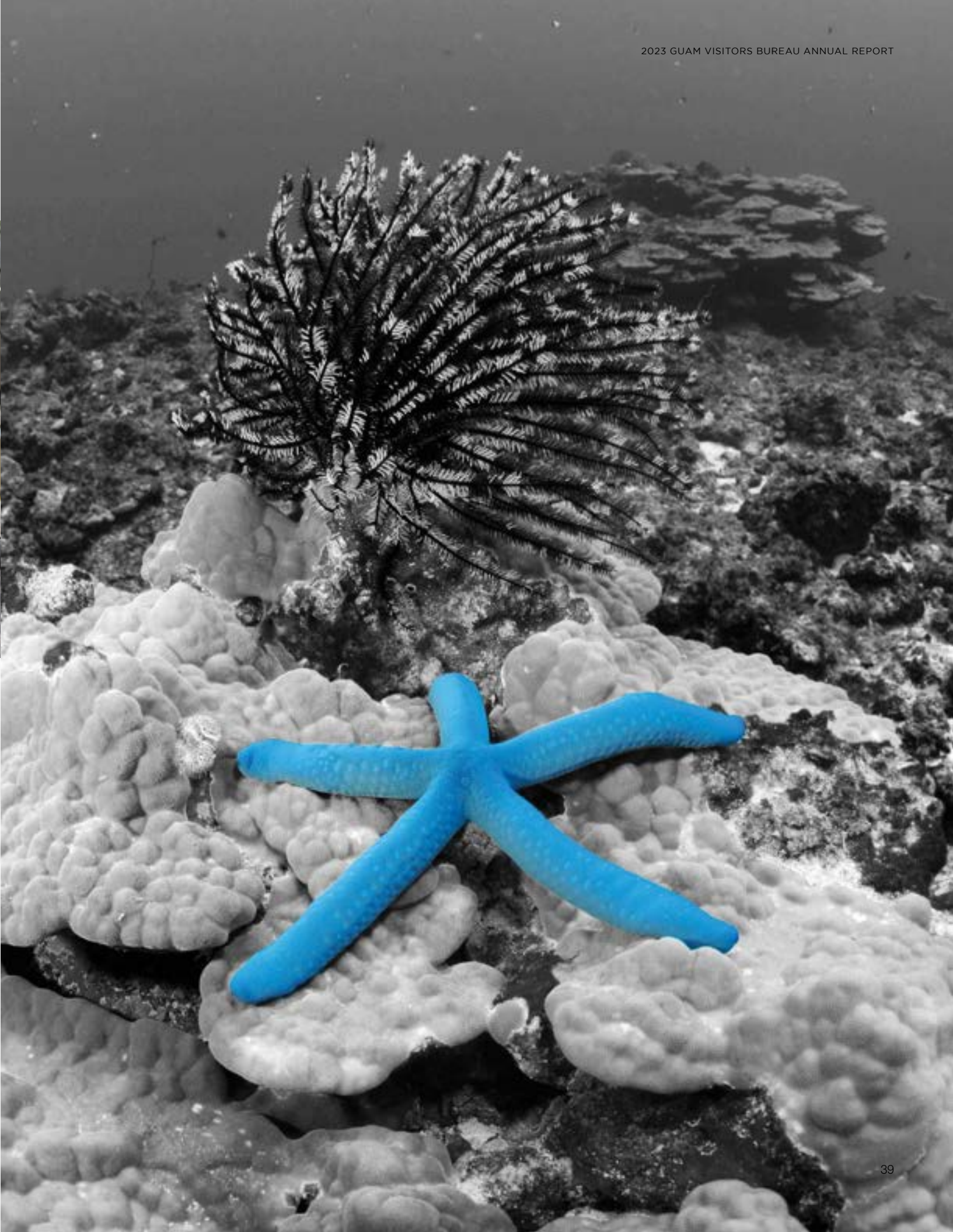
Advocating for the Guam Visa Waiver Program

The recent visit of GVB President & CEO Carl Gutierrez to Manila was monumental. His engagements with leaders of the House of Representatives and Senate of the Philippines aimed to advocate for

a resolution, urging the Philippine National Government to request a visa waiver for Filipinos wishing to enter Guam.

Amplifying Guam's Digital Presence

GVB Philippines has been proactive in leveraging the power of social media to promote Guam as a premier travel destination. Through targeted campaigns, engaging content, and regular updates, the organization has successfully reached a broader audience, driving interest and engagement. Collaborations with influencers, hosting virtual events, and sharing user-generated content have further amplified Guam's digital footprint. These efforts not only enhance brand visibility but also foster a sense of community among followers, making them ambassadors of Guam's tourism appeal.



Market: South Korea



Baeseok University & GVB MOU Signing



SMART GOALS

- 1 Increase Korean Visitor Arrivals**
 - Welcomed 359,831 Korean visitors, an increase of 231.8% from the previous year and 49% of FY2019 Korean arrivals. Korean visitors comprised 59.6% of Guam's total visitors in FY2023.
 - Conducted 12 co-op promotions with airline carriers to drive ticket sales through website promotions, volume incentive sales contests with travel agents, content development, and much more.
- 2 Co-op with Travel Agents**
 - Conducted 96 website promotions and TV home shopping promotions to sell Guam hotel stays, air tickets, and packages.
- 3 Co-op with Media**
 - Worked with major newspaper, magazine, and online media to advertise Guam through advertorials, banner ads, and media interviews. Also placed advertisements in Seoul and Busan.
 - Generated an accumulative media exposure value of \$181,301,062.
- 4 Increase Co-op with OTAs**
 - Collaborated with major online travel agency (OTA) platforms — Kayak, Skyscanner, Hotels.com, Hotelscombined — to promote Guam through website promotions and online advertisements.



SNS Photo by GVB Korea Digital Ambassador

- 5 Grow Presence and Engagement on Social Media (SNS)**
 - Posted over 50 contents on SNS channels per month according to our campaigns and local events
 - Conducted monthly SNS events on GVB Korea's owned channels

FACEBOOK: 41,400

INSTAGRAM: 34,500

NAVER BLOG: 12,300

KAKAO PLUS: 55,825



Cyclist in GVB Sports FamTour



GVB Digital Ambassador Launching Event

Market: South Korea



THENEWGREY in Guam

HIGHLIGHTS

MOU Agreements with CHA University, Baekseok University, and Jeju Tourism Organization

GVB signed a memorandum of understanding (MOU) with CHA and Baekseok University in December 2022 to strengthen medical and educational tourism and tourism-related jobs between the two areas. GVB also signed an MOU with Jeju Tourism Organization in May 2023 to expand bilateral cooperation and boost cultural exchanges and cooperative programs. GVB then hosted its MOU partners and CHA University students in September for a courtesy visit to Guam where they discussed future collaborations and sustainable tourism development.

THENEWGREY in Guam

GVB collaborated with popular fashion content channel THENEWGREY to develop new and captivating visuals aimed toward active seniors and their children. GVB hosted six well-known Korean models/influencers in their 50s, 60s and 70s to capture short-form videos and photos in Guam. GVB leveraged THENEWGREY’s online popularity and the new visual assets to promote Guam to the senior market.



Instagram Post



TravelMart during Roadshow in Busan

Guam Sports FAM Tour

GVB organized a sports fam tour with Korean experts in yoga/pilates, cycling, and scuba diving, wherein each group engaged in their related activities on Guam and provided their expertise on what improvements could be made to Guam’s sports market. Influential instructors and associations for each type of sport created short-form videos and photos of Guam’s activities and developed promotional videos for GVB’s marketing use.

Korea Digital Ambassador Program

GVB successfully launched the 2023 GVB Korea Digital Ambassador Program with 11 ambassadors specializing in various areas, namely sports, travel, and food. They actively participated in generating visual assets for GVB’s marketing purposes and posted Guam content on their SNS channels. GVB held a launching event in Korea and then invited the influencers to Guam for a fam tour in May.

GVB Korea Roadshow

GVB Korea organized a new TV filming project with a set of creative After a 3-year hiatus due to the prolonged Covid pandemic, GVB conducted its annual Korea Roadshow in August 2023 in three cities – Busan, Daegu, Gwangju. The roadshow provided Guam tourism partners the opportunity to promote their properties and services face-to-face with 250 travel trade professionals in Korea, allowing them to network and establish new relationships.

AWARD EARNED IN-MARKET

The Best Booth Contents Award at The 38th Seoul International Travel Fair 2023



2023 GVB Roadshow in Busan

Market: Taiwan



GVB Delegation Group Meeting with Mr. Cheng Wen-tsan, Vice Premier of Executive Yuan on September 4, 2023. Group photo of attendees (left to right) included GVB Taiwan Senior Marketing Manager Gabbie Franquez, Ambassador Tien Chung-kwang, Deputy Minister of MoFA, GVB President & CEO Carl T. Gutierrez, Cheng Wen-tsan, Senior Premier of Executive Yuan, Chi Wen-Jong, Administrative Deputy Minister of MoTC, Lin Kuo-Shian, Director General of Civil Aeronautics Administration, GTO.

SMART GOALS

- 1 Increase Guam's share of voice (SOV) through social media by 5%
 - GVB Taiwan Facebook fan page has 83,830 followers as of September 30, 2023, which is a 4.23% increase compared to last fiscal year.
 - GVB Taiwan Instagram has 6,360 followers as of September 30, 2023, which is 23.58% increase compared to last fiscal year.
 - Fam tour featuring a renowned travel and lifestyle Key Opinion Leader (KOL), Zhiting, who visited Guam and immersed herself in the Guam Micronesia Island Fair (GMIF). During her visit, Zhiting even graced the event with a performance of traditional Taiwan aboriginal songs, adding a unique cultural touch to the GMIF experience. Zhiting enthusiastically shared her Guam adventure across her social media platforms, effectively promoting Guam to her audience. Her posts generated an impressive reach of over 100,000 individuals, further enhancing Guam's visibility and appeal.
 - 2 Develop MICE, Golf and Adventure Sports Markets
 - Held a fam tour for Taiwan media to attend Guam's Liberation Day event for the promotion of fun activities on Guam through all media. 26 online news releases and 1 TV broadcast were released after the tour. The total value of the exposures so far is \$597,133.
 - Held a fam tour for Key Opinion Leaders (KOL) to take photos and promote Guam's scenery and activities.
 - Held online seminars for travel agents in Taipei, Taichung and Kaohsiung to introduce Guam's tourism highlights, policies and incentive rewards, encouraging them to pay more attention to this island paradise.
 - Participated in the 2023 Food Taipei Trade Show and the U.S. Pavilion Opening Ceremony to strengthen the image of Guam as a holiday paradise with unique delicacies.

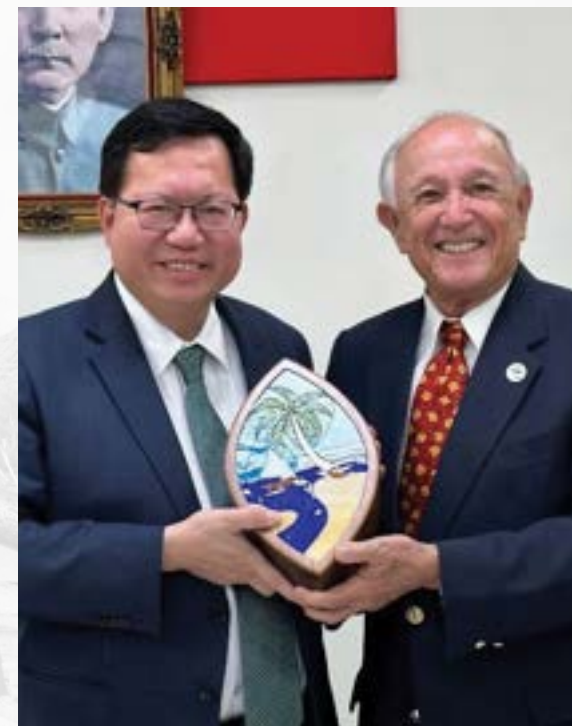


- Participated in 2023 Bio Asia Opening to promote MICE tourism to biotech companies.
 - Attended the New Taipei Association of Travel Agents (NTATA) Annual Spring Party to promote Guam and meet with tour agents, airlines, and potential cultural exchange partners. as an international stage for cultural exchange and performances with Taiwan students from kindergarten to 12th grade.
 - Attended National Importers and Exporters Chamber of Commerce of Taiwan Spring Party to explore opportunities for MICE promotion and investment cooperation.
- 3** Develop the Central and Southern Taiwan market by participating in international and national events at Taichung or Kaohsiung for the general public's awareness of Guam.
- Joined Tainan Association of Travel Agents Tourism Table Mart to promote Guam.
 - Attended the Kaohsiung Association of Travel Agents (KATA) Year-end Networking Event. GVB Taiwan greeted Kaohsiung City Mayor Mr. Chen Chi Mai, the American Institute in Taiwan (AIT) Kaohsiung Office Deputy Branch Chief, various Economic and Commercial Specialists,, who offered support and assistance with promotion of Guam. GVB Taiwan also sponsored a gift box as a lucky draw gift for KATA.

- Attended Kaohsiung International Travel Fair Opening ceremony to support KATA.
- Joined AmCham Taichung Monthly Dinner & Speech Events. GVB Taiwan gave a 20-minute presentation about MICE and introduced current business opportunities on Guam to the audience.
- Joined the American Food Ingredients Showcase and was invited to speak at the event.
- Attended AmCham's Luncheon with Taichung City Mayor Lu, Shiow-Yen to share opinions of Guam-Taichung cultural and economic exchange. Mayor Lu was impressed by some of GVB events in Taiwan and expressed her excitement for future possibilities of holding Guam-Taichung Sister City events in Taichung.



Guam-Taipei Sister City 50th Anniversary gala dinner on January 12, 2023. Group photo of GVB HQ.



GVB Delegation Group Meeting with Mr. Cheng Wen-tsan, Vice Premier of Executive Yuan on September 4, 2023. President & CEO Carl T.C. Gutierrez brought a special gift from Guam to Mr. Cheng Wen-tsan, Vice Premier of Executive Yuan.

Market: Taiwan



Guam-Taipei Sister City 50th Anniversary gala dinner on January 12, 2023. President & CEO Carl T.C. Gutierrez and GTO actively interact with every guest at the Gala Dinner.



GVB attended Opening Ceremony of Taiwan Tourism Espo (TTE) on May 26th, 2023.

HIGHLIGHTS

Travel Trade Exhibitions

GVB Taiwan exhibited in several trade shows including the Taipei International Travel Fair (TITF), Taipei International Winder Travel Exhibition, BIO Asia-Taiwan 2023, Taiwan Tourism Expo, 2023 Food Taipei_ASOA US Pavilion, Taiwan International Tourism Expo, Taiwan Lantern Festival, U.S. Investment Opportunities Conference, Siraya Tourism Circle & Tainan Association of Travel Agents Table Mart, DAC Trade Seminar, DAC Kaohsiung Seminar for Tourism Promotion, and DAC Taichung Trade Seminar.

Taiwan Tourism Expo (TTE)

GVB Taiwan attended the TTE and met several key officials such as Ms. Yin-Wen Tsai, President of Taiwan, Ching-Te Lai, Vice-President of Taiwan, Wan-An Chiang, Mayor of Taipei City, Tourism Bureau officials, key travel agents and other representatives form foreign destinations to promote tourism to Guam.

Guam-Taipei City Celebrates 50 Years of Sister City Friendship

Guam celebrated 50 years of the sister city relationship with Taipei during the 2023 Guam Delegation Gala Dinner in January. Attendees of the gala included many VIPs and dignitaries from the Taipei City Government International Affairs, Taoyuan City Government, Tourism Bureau, American Institute of Taiwan , China Airlines, EVA Air, United Airlines, the Import and Export Business Association and many Guam ambassadors.. With emphasis on the friendly relationship between Guam and Taiwan, the celebration spurred positive feedback from government officials and investing

companies. GVB's President and CEO Carl T.C. Gutierrez spoke to the contingent about the future and support of trade, investment, education, medical, security, and tourism related activities.

2023 Taiwan Lantern Festival

Guam returned to the 2023 Taiwan Lantern Festival to receive a certificate of appreciation for its great support of the Festival. GVB honored the new Taipei Mayor with a special gift and greeted the AIT Director, Department of Information and Tourism Taipei City Government Commissioner, and Taipei City Gov International Affairs Counselor during the event, giving them Guam red envelopes to wish them a great year of the rabbit.

GVB Drives Air Service

GVB held a special meeting with the Vice Premier of Executive Yuan in September to discuss the resumption of Guam-Taiwan direct flights. Vice Premier Wen-tsan Cheng promised to push China Airlines to put the Guam-Taiwan route on the list of flight resumpsons. Also in attendance were representatives from the Ministry of Foreign Affairs, the Ministry of Transportation and Communication, and Civil Aeronautics Administration. While in Taiwan, GVB also met with top travel trade partners such as Lion Travel, Phoenix Tours, Rita Tours and Southeast Tours as well as with representatives from Starlux Airlines and Tiger Air.

AWARD EARNED IN-MARKET

Certificate of Appreciation at the Taiwan Lantern Festival 2023



Guam-Taipei Sister City 50th Anniverary gala dinner on January 12, 2023. Group photo of GTO, GVB HQ, and other VIPs.



Taipei Mayor Welcome Reception for the 2023 Taiwan Lantern Festival on February 6, 2023. Photo of Felix Yen and Mr. Wan-An Chiang, Taipei Mayor. Taipei City Government presented a certificate of appreciation for Guam's full support to the 2023 Taiwan Lantern Festival.

Market: Pacific & New Markets



Kuala Lumpur travel agent familiarization tour



SMART GOALS: PACIFIC

- 1 Increase visitor arrivals from the Pacific to 45,000 pax.
 - GVB fell short in increasing visitor arrivals to hit its target, however, arrivals did increase by over 66% compared to 2022.
- 2 Market and expand Guam as a world-class destination through participation in at least four (4) key international trade/consumer shows in the Pacific.
 - Due to a limited budget, GVB was unable to continue its participation in overseas travel trade and consumer events in the Asia Pacific region. Instead, GVB has taken opportunities to participate in virtual panels and conferences to represent Guam and the region in international seminars and conferences.

- 3 Continue to be involved in PATA International and PATA Micronesia through participation in the PATA Executive Board Meetings, PATA Annual Summit, PATA Travel Mart and the PATA Micronesia Chapter Meetings.
 - Despite a limited budget, GVB continues to be involved with PATA and PATA Micronesia. GVB currently has a seat on the PATA International Executive Board, representing the region in the largest travel trade association in the Asia Pacific region.
- 4 Increase activity in online and social media platforms with the MicronesiaTour website and maintain search optimization ranking among the top 3 search results on Google.com
 - GVB, through the PATA Micronesia Chapter, continues to promote travel to Micronesia on its website and social media platforms. MicronesiaTour.com still remains high in the search ranking for travel related searches for the region.



SMART GOALS: NEW MARKETS

- 1 Increase awareness of Guam in new markets
 - GVB continues to share the latest travel news and information with trade and media partners in new markets. Recently, GVB participated in the ITB Asia, MICE Show Asia and Travel Tech Asia in Singapore and met with buyers from new markets and promoted travel to Guam. GVB also collaborated with Philippine Airlines in Singapore to host a Guam Product Update with key travel agents.
- 2 Work closely with key travel agents in Malaysia and Singapore to promote visa-free and U.S. travel to Guam.
 - GVB was able to organize a familiarization tour with Malaysian travel agents in December 2023. This was a result of GVB's collaboration with Philippine Airlines in an effort to build interest for travel to Guam.
- 3 Participate in international travel trade and consumer shows in Malaysia, Singapore and other new market potential.
 - GVB exhibited in both MATTA Fair and ITB Asia/MICE Show Asia.



ITB Asia/MICE Show Asia/Travel Tech Asia



Matta fair

Market: North America



LA Travel & Adventure Show in Los Angeles, California on February 18th-19th, 2023. The LA Travel & Adventure Show is the largest consumer show in the U.S. that promotes adventure travel.



SMART GOALS

- 1 Increase visitor arrivals to 70,500 pax or 75% of FY 2019 pre-pandemic arrivals.
 - Goal has been accomplished with approximately 82,794 arrivals in FY2023, a 28% increase from the previous year.
- 2 Develop a solid working relationship with at least 5 new USA travel wholesalers, dive wholesalers, and MICE buyers to actively sell Guam.
 - Not accomplished. Although there are no new collaborations with travel wholesalers in the U.S., GVB has maintained its relationships with various travel trade organizations and continues to work with them in promoting Guam travel.
- 3 Work with worldwide US military organizations to promote Guam.
 - GVB has successfully worked with both the Naval Base Guam and Andersen Airforce Base by attending their trade fairs and help orientate newly arrival military members with Guam. GVB has also worked with online publications military.com and Stars & Stripes to further promote travel to Guam within the military community abroad.
- 4 Explore opportunities through participation in U.S. B2B and consumer shows: IPW, DEMA, IMEX, IGLTA, PIFA
 - GVB has been active in the U.S. market by participating in various travel and consumer events such as IPW, PIFA, IMEX and also added the Los Angeles Travel & Adventure Show to the list of FY2023 promotions.

HIGHLIGHTS

Market Growth In 2023

The North America market experienced a 28.2% growth in visitor arrivals in FY2023 compared to FY2022. GVB set a goal of \$70,500, or 75% of FY2019 pre-pandemic North America arrivals and had surpassed this goal. In comparison to FY2019 arrival numbers, North America is seeing an 82% market recovery and looks as though it may completely recover in FY2024. Arrivals are expected to continue this upwards trend in the next fiscal year as the interest for travel to Guam and for long-haul travel in general increases.

Trade Show Participation Resumes

GVB has also resumed its participation in travel trade and consumer events in the U.S., such as the IPW Trade Fair, Pacific Islander Festival Association (PIFA) and IMEX America. GVB also added the Los Angeles Travel & Adventure Show to its overseas promotional calendar. Locally, GVB continues to be involved in the military segment by participating in the trade and consumer events held at both the Air Force and Naval bases. GVB participated in the Tao'Tao Guahan event, a cultural heritage showcase that took place in Andersen Air Force Base on March 12, 2022. GVB also participates in the Naval Base Guam AOB/ICR Resource Fair that takes place twice a month. The fairs allow GVB to provide information to newly arriving service members and their families of places to go and things to experience.



IPW 2023 in San Antonio, TX on May 20th-24th, 2023. USTA IPW is the largest travel trade show in the U.S. and is organized by the U.S. Travel Association. IPW is attended by travel agents from around the world who have been vetted and carefully selected to attend for the purpose of selling U.S. destinations. Only U.S. destinations and tourism-related businesses exhibit in IPW.



IMEX America 2023 in Las Vegas, NV from October 17-19, 2023. IMEX America is the largest MICE trade show in the U.S. IMEX America brings together international buyers and US suppliers in one place to meet and discuss opportunities for MICE travel. GVB was joined by the Dusit Thani Guam Resort to promote Guam's unique MICE offerings and incentives.



PIFA (Pacific Islander Festival Association) Fair 2023 in San Diego, CA from September 23-24, 2023. PIFA Fair is the largest gathering of islanders from all over the Pacific, to include Polynesia, Melanesia and Micronesia. PIFA attracts thousands of Guamanians and Chamorros from all over the U.S. looking to experience our unique culture through food, entertainment and the arts. PIFA provides an opportunity for GVB to target and promote travel to Guam to the VFR market (Visiting Friends & Relatives).

RESEARCH & STATISTICS

As Guam's tourism industry continues to change, research has become a more essential component in the decision-making process for our island leaders. The rise of the secondary Korean market coupled with the genesis of low-cost carriers (LCCs) has diversified our visitor profiles considerably. It is the responsibility of the GVB Research Department to work with other entities to collect, analyze, and evaluate pertinent data on the visitor industry in order to provide and disseminate comprehensive statistics for the benefit of our island.

In the more than thirty years since its creation, the GVB Research Department has consistently implemented the core objectives outlined in its enabling legislation by producing over 300 statistical reports, conducting and issuing information for more than 456 exit surveys analyzing responses of visitors from our major markets, producing reports on the visitor industry labor market, and analyzing data obtained from the arrival forms filled out by visitors.

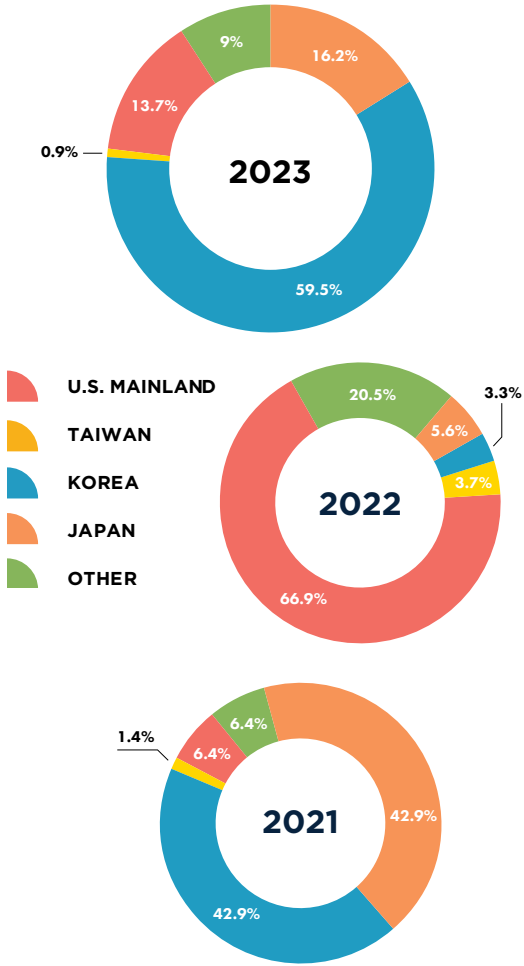


Fiscal Year Arrivals by Origin

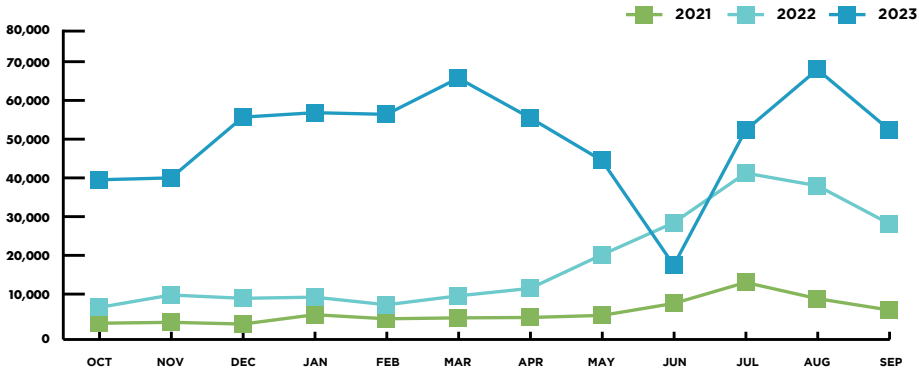
AIR ARRIVALS	2022	2023	% CHANGE LY	VISITOR MIX
Japan	13,022	97,823	651.2%	16.2%
Korea	108,454	358,570	230.6%	59.5%
Taiwan	423	5,371	1169.7%	0.9%
China P.R.C.	416	2,025	386.8%	0.3%
U.S. Mainland	64,572	82,794	28.2%	13.7%
CNMI	12,625	14,383	13.9%	2.4%
Palau	1,779	2,778	56.2%	0.5%
FSM	3,345	12,328	268.6%	2.0%
RMI	166	797	380.1%	0.1%
Philippines	6,230	13,593	118.2%	2.3%
Australia	1,079	1,253	16.1%	0.2%
Europe	826	1,485	79.8%	0.2%
Hong Kong	125	708	466.4%	0.1%
Russia	63	148	134.9%	0.0%
Singapore	562	853	51.8%	0.1%
India	78	106	35.9%	0.0%
Malaysia	68	125	83.8%	0.0%
Other/Unknown	2,095	3,857	84.1%	0.6%
Air Arrivals	215,928	598,997	177.4%	99.4%
Sea Arrivals	987	3,597	264.4%	0.6%
TOTAL ARRIVALS	216,915	602,594	177.8%	100.0%

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

VISITOR MIX



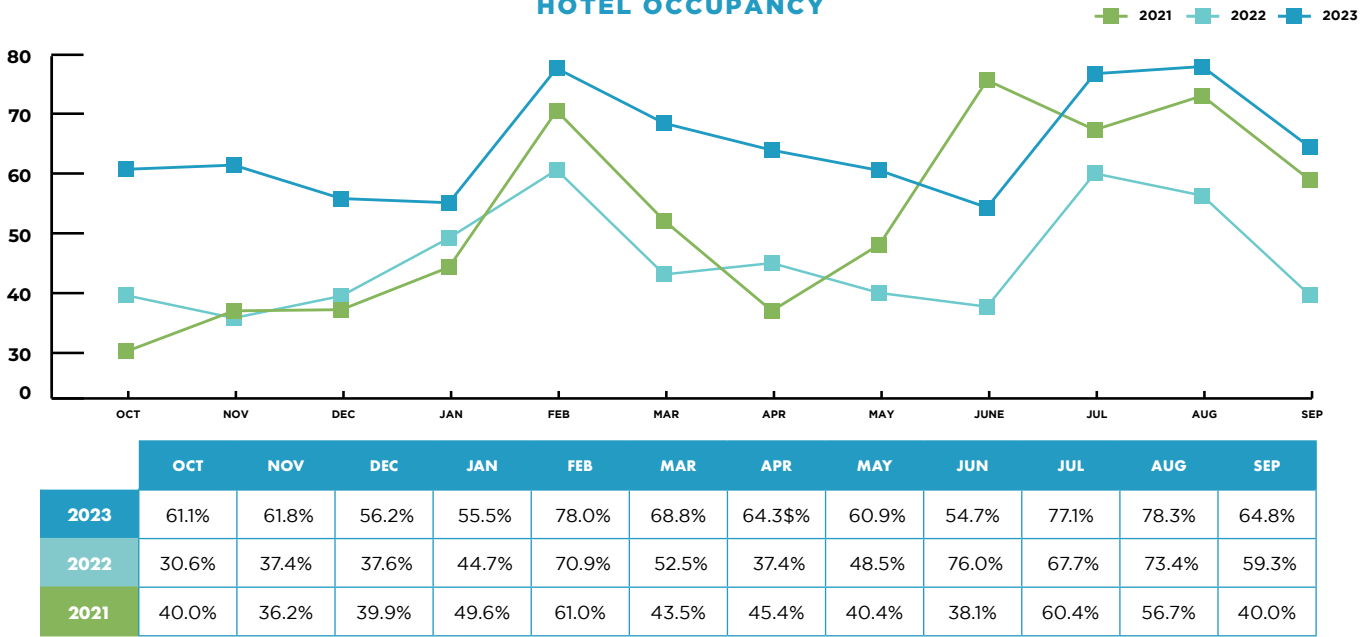
SEASONALITY



	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2023	39,366	39,852	55,540	56,687	56,253	65,603	55,354	44,347	17,310	52,154	67,842	52,286	602,594
2022	6,416	9,615	8,764	9,060	7,096	9,401	11,323	20,008	28,278	41,091	37,835	28,028	216,915
2021	2,331	2,562	2,120	4,526	3,478	3,716	3,814	4,352	7,438	12,860	8,675	5,735	61,607
% CHG	513.6%	314.5%	533.7%	525.7%	692.7%	597.8%	388.9%	121.6%	38.8%	26.9%	79.3%	86.5%	177.8%

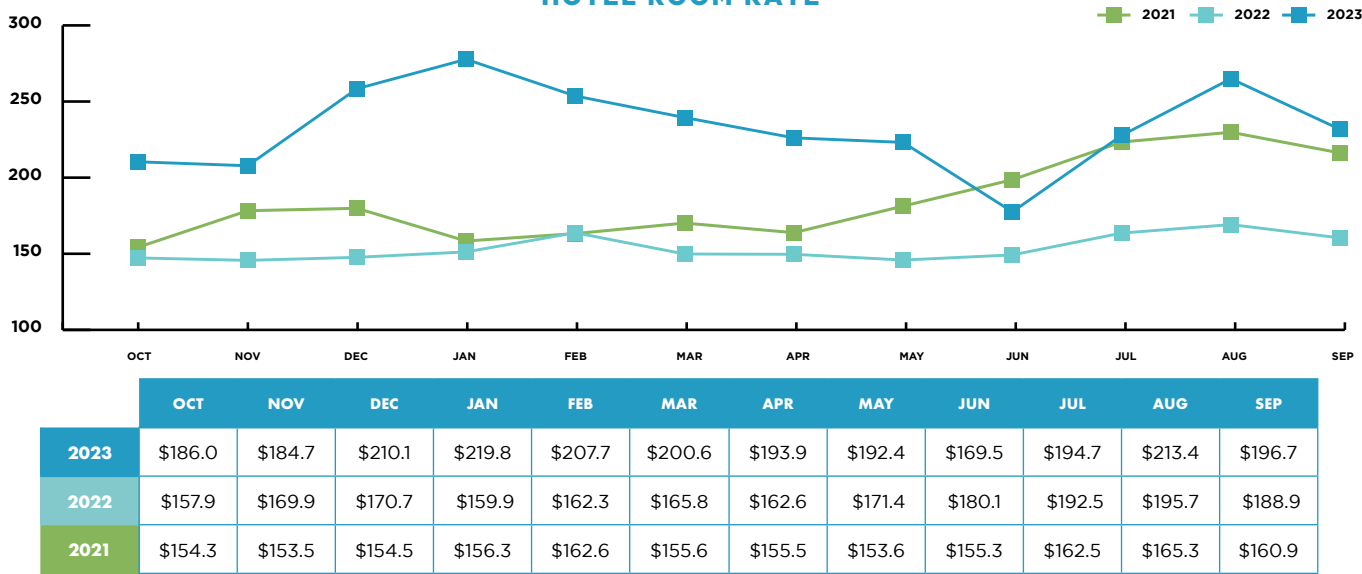
Hotel Stats

HOTEL OCCUPANCY



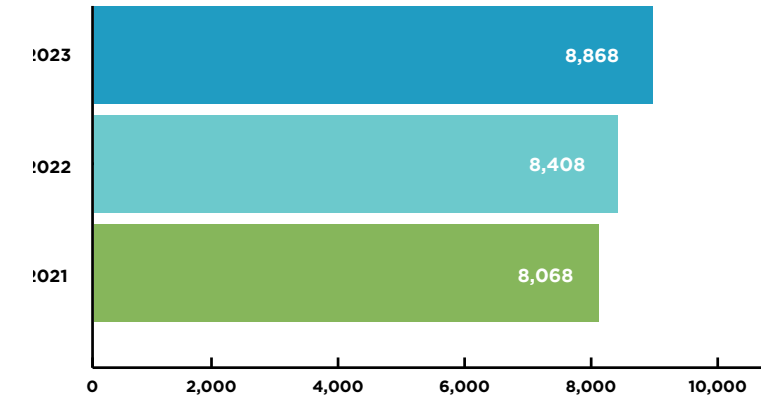
Source: STR Global Historical Report

HOTEL ROOM RATE



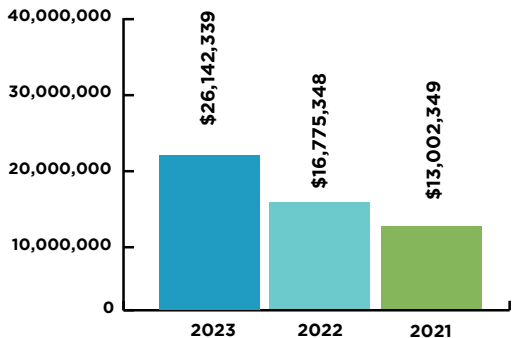
Source: STR Global Historical Report

HOTEL ROOM INVENTORY



Source: Guam Department of Administration

HOTEL OCCUPANCY COLLECTION



Market Insights Profile



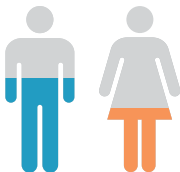
JAPAN



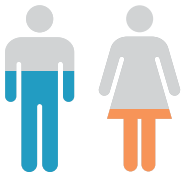
KOREA



GENDER



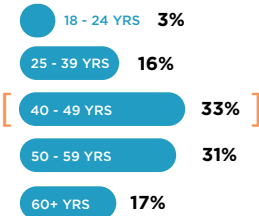
63% 37%



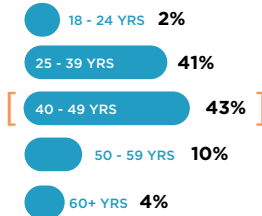
65% 35%



AGE

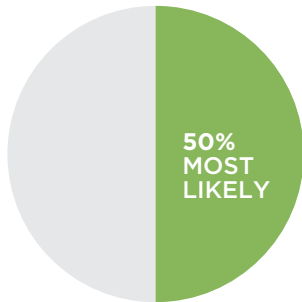
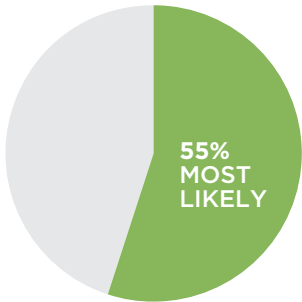


AVERAGE AGE:
45 YEARS OLD



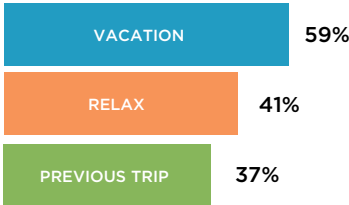
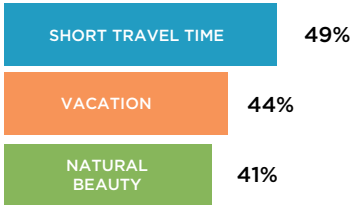
AVERAGE AGE:
41 YEARS OLD

HOW LIKELY ARE YOU TO RETURN TO GUAM IN THE NEXT THREE YEARS?



TRAVEL
PLANNING

WHAT TOP THREE REASONS MOTIVATED YOU TO TRAVEL TO GUAM ON THIS TRIP?



Market Insights Profile



JAPAN



KOREA

WHICH ONE DETAIL MADE YOUR TRIP TO GUAM MORE ENJOYABLE?

BEACH/OCEAN 39%

BEACH/OCEAN 33%

IF APPLICABLE, WHICH ONE THINGS COULD BE IMPROVED TO MAKE YOUR STAY ON GUAM MORE ENJOYABLE?

GROUND TRANSPORTATION 17%

EXPENSIVE 29%

SATISFACTION SCORES

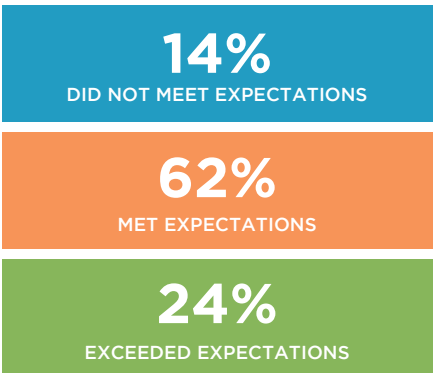


VISITOR
SATISFACTION

OVERALL	39%
ENTERTAINMENT	24%
SHOPPING	20%
DINING	26%
BEACHES	51%
PARKS	16%
ROADS	14%
SIGHTSEEING AREAS	17%
SAFETY & SECURITY	50%
ACCOMMODATIONS	32%

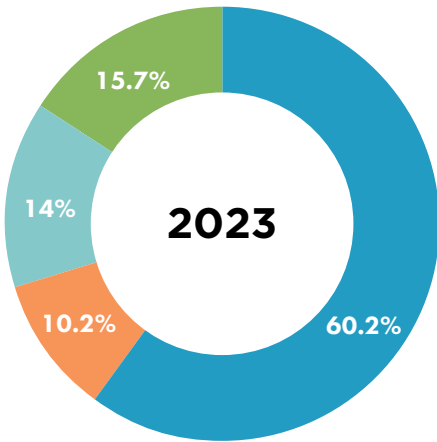
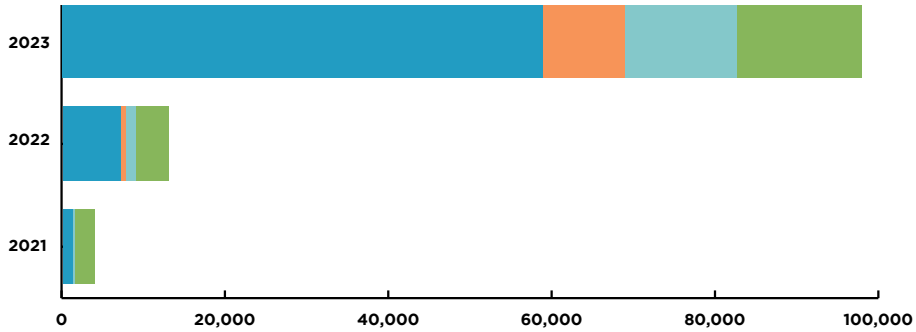
OVERALL	4%
ENTERTAINMENT	40%
SHOPPING	38%
DINING	27%
BEACHES	69%
PARKS	35%
ROADS	28%
SIGHTSEEING AREAS	36%
SAFETY & SECURITY	57%
ACCOMMODATIONS	39%

TRIP EXPECTATIONS

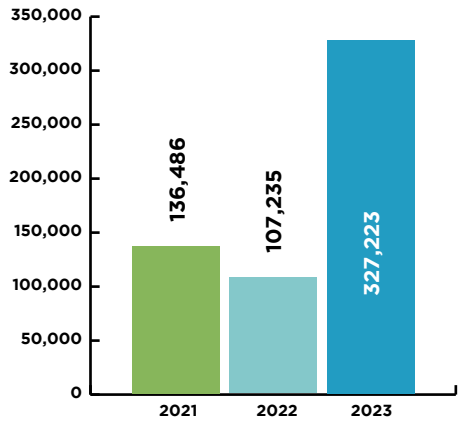


Japan Arrivals
by Region

	KANTO (TOKYO)	CHUBU (NAGOYA)	KINKI (OSAKA)	OTHER	TOTAL
2023	58,853	9,942	13,718	15,310	97,823
2022	7,086	726	1,200	4,010	13,022
2021	1,210	67	70	2,107	3,454

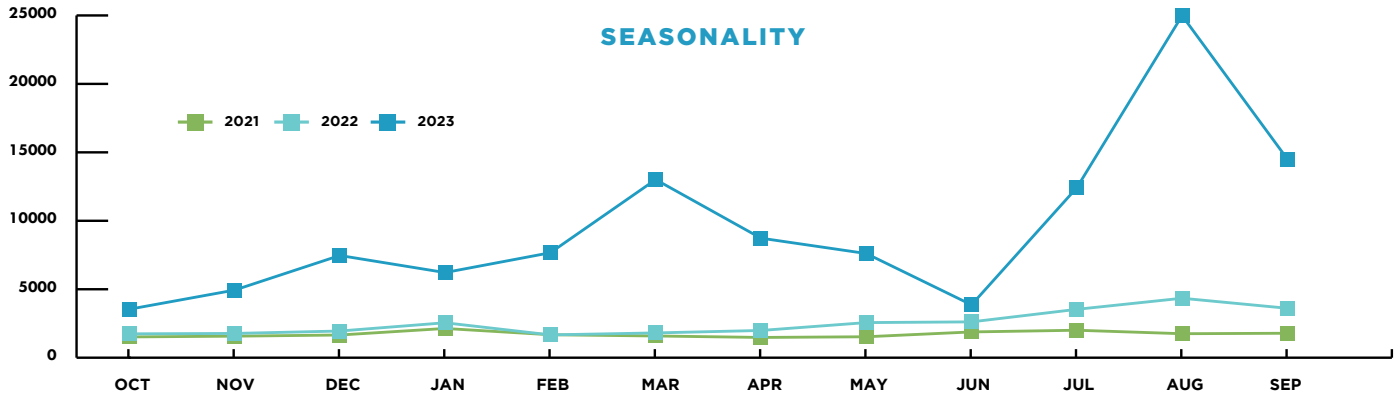


SEAT CAPACITY



Source: Diio Mi: Market Intelligence for the Aviation Industry

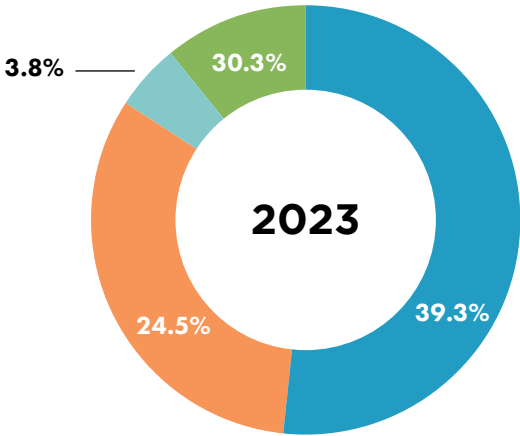
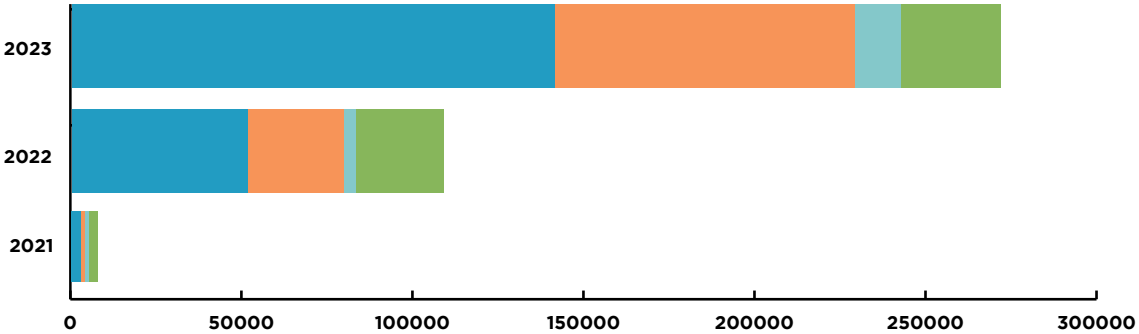
SEASONALITY



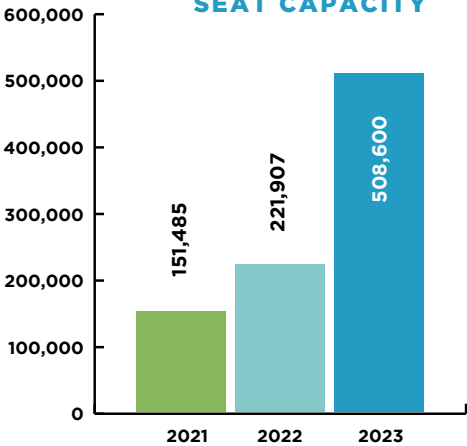
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2023	2,112	3,509	6,039	4,792	6,240	11,583	7,304	6,182	2,434	10,989	23,560	13,079	97,823
2022	315	345	521	1,125	239	383	562	1,137	1,190	2,106	2,916	2,183	13,022
2021	91	146	230	708	249	159	52	102	455	579	325	358	3,454
% CHG	570.5%	917.1%	1059.1%	326.0%	2510.9%	2924.3%	1199.6%	443.7%	104.5%	421.8%	708.0%	499.1%	651.2%

Korea Arrivals
by Region

	SEOUL	INCHEON/ GEONGGI	GYEONBUK/ DAEGU	OTHER	TOTAL
2023	141,000	87,798	13,493	29,179	358,570
2022	51,276	28,312	3,383	25,483	108,454
2021	1,034	469	49	511	2,063

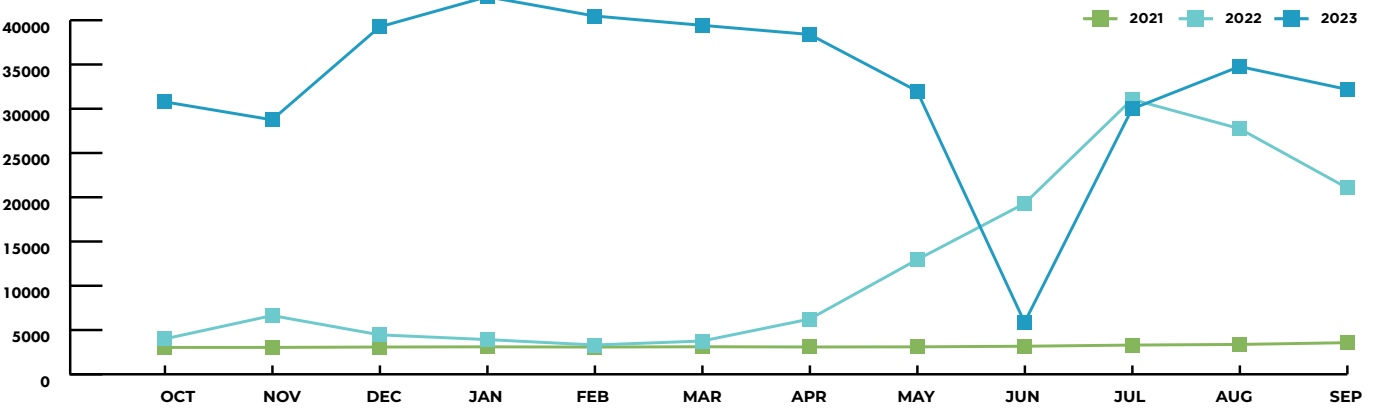


SEAT CAPACITY



Source: Diio Mi: Market Intelligence for the Aviation Industry

SEASONALITY



	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2023	27,783	25,754	36,250	39,653	37,480	36,428	35,397	29,005	2,871	26,984	31,774	29,191	358,570
2022	998	3,639	1,459	924	311	760	3,239	9,947	16,298	28,063	24,751	18,065	108,454
2021	37	39	81	104	77	113	86	102	173	303	375	573	2,063
% CHG	2683.9%	607.7%	2384.6%	4191.5%	11951.4%	4693.2%	992.8%	191.6%	-82.4%	-3.8%	28.4%	61.6%	230.6%

FINANCIALS



FINANCIAL HIGHLIGHTS

PLEASE NOTE: Financial Report for FY2023 is pending updated information from our partner agencies and is subject to change.

The following table summarizes the change in net position of the Bureau for the fiscal years ended 2023 and 2022.

Statement of Net Position
September 30, 2022 and 2021

	2023	2022
Assets:		
Current assets	\$ 23,126,617	\$ 16,292,172
Security desposit	45,078	178,308
Cash - restricted	<u>14,703,764</u>	<u>14,703,764</u>
Capitla assets	7,021,336	6,489,602
Total assets:	\$ 44,896,795	\$ 37,663,846
Deferred outflows of resources	<u>3,296,020</u>	<u>2,823,364</u>
	\$ 48,192,815	\$ 40,487,210
Liabilities:		
Current liabilities	\$ 3,601,513	\$ 3,244,862
OPEB liability	5,483,000	7,323,969
Net pension liability	5,987,362	4,022,867
Advances fron grantor - restricted	14,525,279	14,525,279
Other liabilities	<u>522,635</u>	<u>108,852</u>
Total liabilities:	\$ 30,119,789	\$ 29,225,829
Deffered inflows of resources	<u>2,995,617</u>	<u>2,489,701</u>
Commitments and contingencies		
Net position:		
Net investment in capital assets	7,201,335	6,489,602
Restricted - expendable	247,304	346,786
Unrestricted	7,808,770	1,935,292
Total net position	<u>\$ 15,077,409</u>	<u>\$ 8,771,680</u>
	\$ 48,192,815	\$ 40,487,210

CURRENT ASSETS

The Bureau's cash balance increased by \$4.9 million or 40% in FY2023. This increase is primarily due to timing of excess Tourist Attraction Fund ("TAF") that was provided to the Bureau as part of a provision in P.L. 36-107, with a total of \$3.7M received in the final three months of the fiscal year. GVB will make full use of these funds, giving consideration to the nature of marketing and destination projects which necessitate thorough planning and execution to ensure that funds are maximized. Investment balance decreased by \$904,675 or 38%, in FY2023. GVB's investment portfolio is fully

allocated to Time Certificate of Deposits ("TCD") that are insured by the Federal Deposit Insurance Corporation. This investment strategy is considered low-risk while providing fixed rate of returns, ensuring stable growth for the Bureau's portfolio. The decrease in investment balance is due to the timing of maturity for TCDs, with Government Accounting Standards requiring matured TCDs to be recorded as cash in the financial statements. The amounts for matured TCDs will be reinvested, therefore GVB's overall investment balance remains unchanged.

CASH - RESTRICTED

Restricted cash balance represents the unexpended portion of monies received from federal grants. As required by Governmental Accounting Standard Board ("GASB"), these monies are recorded as Cash - Restricted and Advances from Grantor - Restricted, respectively, in the assets and liabilities section of the financial statements. As of fiscal year 2023, \$14.5 million from the Corona Virus State and Local Fiscal Recovery fund is unexpended and recorded in the appropriate sections.

The following table presents a summary of the Bureau's statement of revenues, expenditures and change in net position for the fiscal years ended 2022 and 2021.

Statement of Revenues, Expenditures and Change in Net Position
September 30, 2023 and 2022

	2023	2022
Total operating revenues	\$ 586,702	\$281,459
Expenses:		
Professional services	11,271,554	14,640,836
Personnel	4,050,172	3,165,813
Grants and sponsorships	3,241,738	371,220
Promotional in-kind contributions	230,534	802,368
Miscellaneous	466,590	390,902
Travel	510,444	226,906
Depreciation	495,440	188,941
Rent/Lease	52,081	166,738
Material and supplies	218,327	143,360
Utilities	152,940	117,711
Equipment	352,498	114,570
Repairs and maintenance	258,915	27,154
Foreign Currency Loss	26,159	23,344
Advertising	23,598	17,453
Printing	17,984	13,473
Total operating expenses	21,368,974	20,410,789
Operating revenues net of operating expenses	(20,782,272)	(20,219,789)
Nonoperating revenues (expenses):		
Grants-in-aid from Government of Guam	26,704,337	14,528,287
Federal Contributions	26,922	5,919,554
Interest income	71,213	7,533
Other non-operating revenues and expenses	151,108	736,660
Total non-operating revenues (expenses), net	26,953,581	21,192,034
Change in net position	6,171,309	21,192,034
Net position at beginning of year	8,771,680	1,062,704
Net position at end of year	\$ 14,942,989	\$ 8,771,680

OPERATING REVENUE

Operating revenue is mainly comprised of consumption tax refund. Consumption tax refund represents the 10% tax refund on all eligible marketing expenditures paid for Japan. With the assistance of GVB's Japan team, tax refunds documents are filed to the

Japanese government for review. Once approved, the Japanese government issues a 10% cash refund on all eligible expenditures. In FY2023, GVB received a total of \$369,465 in tax refunds, a \$243,279 or 193%, increase from the prior year. This increase is expected and is due to the resurgence of marketing activities in Japan, especially after

outbound travel restrictions were lifted by the Japanese government in May 2023. As marketing activities continue to rise, consumption tax refunds are expected to follow. GVB has also initiated opportunities in other core markets such as South Korea to pursue consumption tax refunds, with initial filings to be submitted in FY2024.

GRANTS-IN-AID FROM GOVERNMENT OF GUAM

GVB’s main revenue source is derived from legislative appropriations, recorded in the financial statements as Grants-in-aid from the Government of Guam. Total appropriations received in FY2023 was \$26,704,337, an 84% increase from the prior year. The appropriations consisted of \$5,814,293 received from the General Fund, \$13,119,254 received from the Tourist Attraction Fund normal appropriations, and \$7,770,790 received in excess appropriations from the Tourist Attraction Fund. The increased appropriation reflects the improvement in tourism arrivals, a driver of the financial viability of GVB and the Tourist Attraction Fund, with total arrivals increasing by 177% in FY2023.

MEMBERSHIP

Membership fees collections increased by 218% from the prior year. The increased revenue was driven by participation in the 2023 election for GVB’s Board of Directors, with members paying a \$100 membership renewal fee to participate. The election, conducted every 2 years, naturally results in increased revenue, while non-election years see an opposite trend.

OTHER INCOME

Other income increased by 18% from the prior year. This revenue stream includes tour guide certification fees, race fee collections from the Ko’Ko’ Road Race, guidebook participation fees and booth participation fees. As GVB is a non-profit and semi-autonomous governmental entity, the purpose of this revenue is not to generate profit, but rather to offset the cost of its related activities.

PROFESSIONAL SERVICES

Professional services have historically been the highest expense category and these expenses pertain to the cost of in-country marketing in various source markets and destination development projects. Professional services, however, does not reflect the total expenditures for marketing and destination development projects, as other related expenditures such as travel, materials, supplies and equipment are recorded in other expense categories within the financial statements.

Total professional services expenditure decreased by 23% from the prior year. The decrease was primarily driven by the timing of project implementation, with the impact of Typhoon Mawar and the delayed re-opening of Japanese outbound travel requiring GVB to re-strategize the timing of its marketing and destination projects. Projects affected by the forementioned events were implemented in the latter quarter of FY2023 and will continue into FY2024

PERSONNEL

Personnel expenditures represents salaries and fringe benefits for GVB’s 58 personnel in FY2023. Personnel expenditure increased by \$27% from the prior year. The increase was driven by the implementation of the new GVB compensation model which updated salaries for all classified employees to be in line with the 20th percentile of industry average for comparable positions within visitor bureaus in the United States.

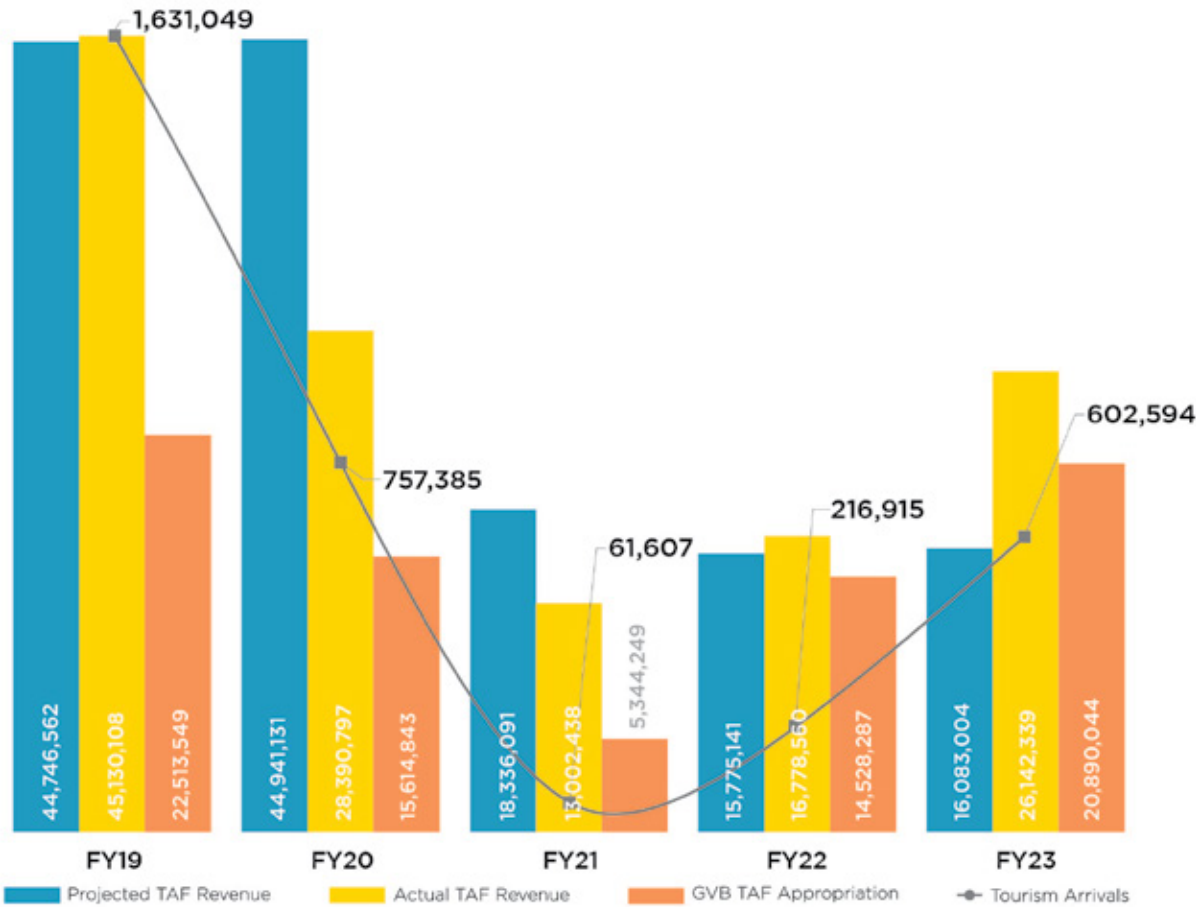
GRANTS & SPONSORSHIPS

Grants and sponsorships in FY2023 increased by 773% from the prior year. Notable grants include the Tourism Assistance Program, a grant program launched to address the immediate financial impact of Typhoon Mawar to Guam’s tourism value chain. The Tourism Assistance Program, aimed to provide up to \$25,000 to small sized tourism-related business, distributed funds to over 260 local establishment impacted by the typhoon. A total of \$2 million was expended for the assistance program.

TRAVEL

Travel for FY2023 increased by 125% increase from the prior year. As Guam’s governmental agency tasked with promoting tourism, GVB conducts frequent travel to core markets for the purpose of increasing tourism arrivals, conducting formal meetings with key stakeholders, and developing new markets. Expenditures in FY2022 are not representative of GVB’s average cost as travel restrictions, primarily in core markets within Asia, heavily reduced activity. Note that travel expenditures prior to the pandemic, particularly in FY2019 and FY2018 were \$711,305 and \$844,689, respectively.

Details regarding other notable revenues and expenditures are described in the following graphs.



The above chart displays the correlating movement between TAF revenue, GVB appropriations derived from the TAF, and tourism arrivals.

TOURIST ATTRACTION FUND & VISITOR ARRIVALS

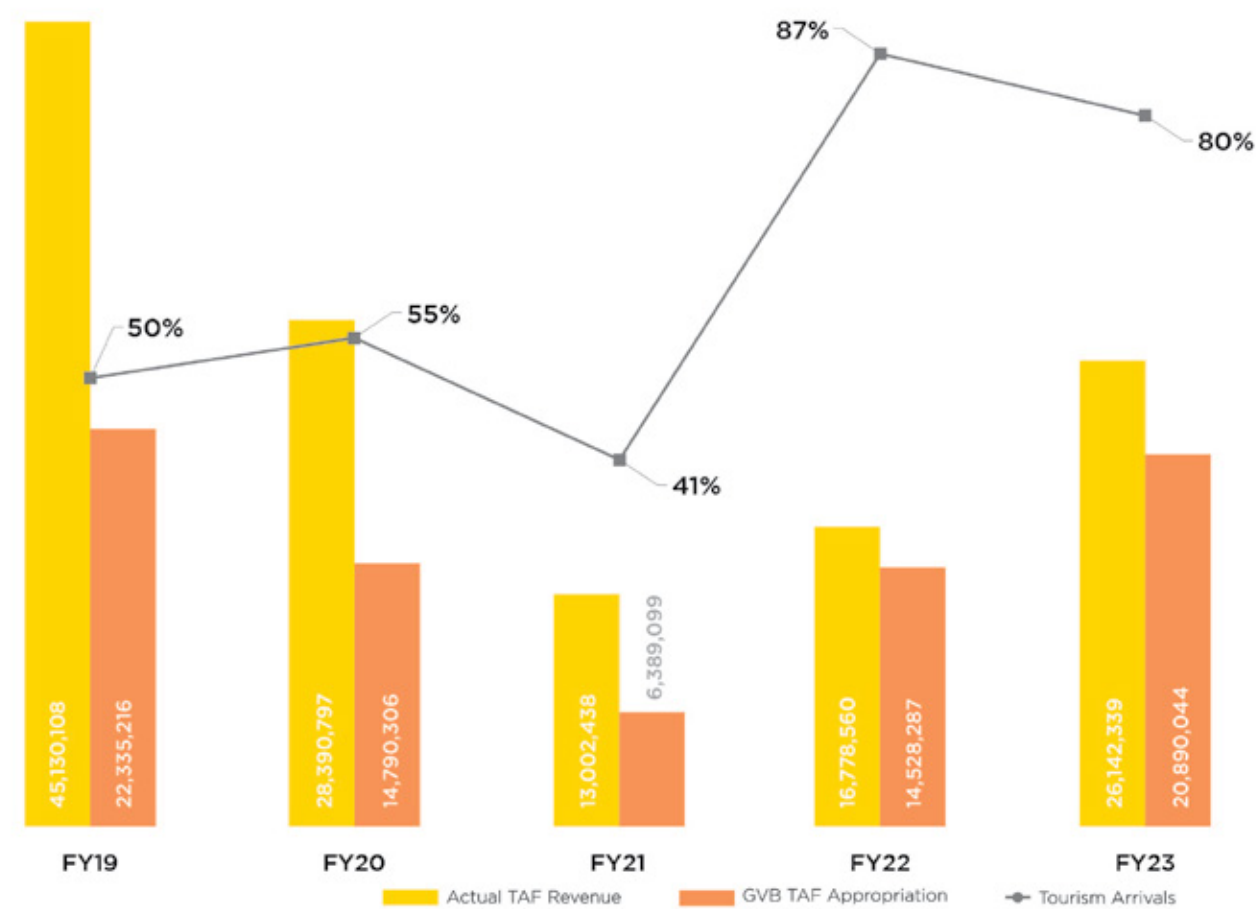
The Bureau’s financial position is dependent on appropriations from the Government of Guam, which are recorded in the financial statements as Grants-in-aid from the Government of Guam. Historical data indicate that the Bureau’s annual appropriation is correlated with the success of tourism arrivals and tax collections of the Tourist Attraction

Fund. The Tourist Attraction Fund is financed by the 11% hotel occupancy tax, a statutory mandated excise tax on transient occupants of a room in hotels, lodging houses or similar facilities in Guam.

Total tourism arrivals for FY2023 were 602,594, an increase of 177.8% from the prior fiscal year. This resulted in a favorable year for both GVB and the Tourist Attraction Fund, with TAF tax collections of \$26.1 million far exceeding projections. Of this amount, GVB received \$20.9

million in appropriations, an increase of 44% from the prior fiscal year.

While GVB experienced an increase in appropriations, it is important to highlight that \$6.8 million, or 30% of the appropriations, was received in the final three months of FY2023 and \$4 million was pending collection as of September 30, 2023. The timing of collections led to an increase in cash and receivable balances at fiscal year-end. Plans have been put in place by GVB to make full use of these funds in FY2024.



The above chart displays the levels of TAF revenue, GVB appropriations from the TAF, and the percentage of GVB appropriations when compared to the total TAF revenue.

**GVB APPROPRIATION
AS A PERCENTAGE OF
TAF REVENUE**

GVB continues to move forward and aid in the recovery of Guam’s tourism economy. The lingering impacts of

the COVID-19 impact, exacerbated by global inflation, weakening currencies within core markets, and rising airfare cost, continue to prolong Guam’s recovery period. Despite this, GVB, in collaboration with the Government of Guam, is committed to regaining pre-pandemic arrival numbers. This commitment is

evident in the financial support provided by the Government of Guam to allocate 80% and 87% of the Tourist Attraction Funds annual collection for FY2023 and FY2022, respectively, to support GVB’s destination development and marketing efforts.



Photo by Chris Santos

KĀHĀT*i Tano*



MEMBERSHIP DIRECTORY

123-A

105 GU
Phone: (671) 488-0622
Email: jackelynerne.105@gmail.com

ABC STORES GUAM, INC.
Phone: (671) 646-1871
Email: agandaoli@abcstores.com

ADA, PATTY
Phone: (671) 472-9830
Email: adastrust@guam.net

ADA'S TRUST & INVESTMENT, INC.
Phone: (671) 472-9830
Email: adastrust@guam.net

ADVANCE MANAGEMENT, INC.
Phone: (671) 649-6488
Email: ami@amiguam.com

AIR BUSAN LTD
Phone: (671) 685-7705
Email: bkmoon@airbusan.com

ALUPANG BEACH CLUB
Phone: (671) 646-1940
Email: stevenk@ite.net

AM INSURANCE
Phone: (671) 477-2650
Email: tblas@amibrokers.com

AMERICAN CHOCOLATE
Phone: (671) 649-6689
Email: acfguam@gmail.com

ANDERSON, GRACE
Phone: (671) 647-3992
Email: grace.anderson@dfs.com

ANGOCO, TIFFANY
Phone: (671) 647-3880
Email: tiffany.angoco@dfsguam.com

AQUA ACADEMY
Phone: (671) 649-5551
Email: info@aqua-academy.com

AQUA MIND GUAM CORPORATION
Phone: (671) 646-3666
Email: kinya.o.aqua@gmail.com

ARLUIS WEDDING GUAM CORP.
Phone: (671) 647-0010
Email: guam_in@arluis.com

ARTERO, GINA B.
Phone: (671) 647-3887
Email: gina.artero@dfs.com

ASC TRUST, LLC.
Phone: (671) 477-2724
Email: corporate@asctrust.com

ATLANTIS GUAM, INC.
Phone: (671) 477-4166
Email: francis@babacorp.net

AUSTRALIAN PINK DIAMOND JEWELERS INC.
Phone: (671) 633-4327
Email: pinkdia@ite.net

B

BALBIN, ERIKO
Phone: (671) 647-3907
Email: eriko.balbin@dfs.com

BALDYGA GROUP
Phone: (671) 646-8000
Email: info@baldyga.com

BARRIGADA MAYOR'S OFFICE
Phone: (671) 482-1500
Email: mayorbarrigada@gmail.com

BAYVIEW HOTEL AND OCEANVIEW
Phone: (671) 646-2300
Email: abaldo@hotel-guam.com

BEJERANA, MARI
Phone: (671) 647-3925
Email: mari.bejerana@dfs.com

BIRKENSTOCK
Phone: (671) 646-2077
Email: shun@birkenstockguam.com

BLUE LAGOON INVESTMENT, INC.
Phone: (671) 646-0193
Email: pietroguam@yahoo.com

BOONIES
Phone: (671) 645-7529
Email: booniesbarkadenbistro@gmail.com

BORCIONE, MELLANIE
Phone: (671) 647-3851
Email: mellanie.kreisher@dfs.com

BRAD TAXI
Phone: (671) 487-2507
Email: pvradney@yahoo.com

C

CALIFORNIA PIZZA KITCHEN
Phone: (671) 646-8100
Email: darrent@cpkguam.com

CAMACHO, REBECCA D.
Phone: (671) 300-6647
Email: rcamacho@abcstores.com

CAPRICCIOSA
Phone: (671) 646-7531
Email: laidelin@wdiusa.com

CARLSON, LINH
Phone: (671) 646-1835
Email: linh.carlson@hilton.com

CARONEL LUXURY
Phone: (671) 642-2222
Email: rolex.tsp@dksh.com

CARONEL ROLEX CENTER
Phone: (671) 646-8850
Email: rolex.plaza@dksh.com

CARONEL WATCH CENTER
Phone: (671) 646-8850
Email: contact@guamwatches.com

CARRIAGA, NICOLE
Phone: (671) 647-1582
Email: marketing@gpoguam.com

CHAMORRITA SUNSET
Phone: (671) 482-2464
Email: jackietflores@gmail.com

CHANDUMAL, SALOME
Phone: (671) 635-1107
Email: sally.chandumal@micronesiamall.com

CHARGUALAF, ANTHONY P. JR.
Phone: (671) 777-1820
Email: chargualaf2020@gmail.com

CHEN HUA 101 INC.
Phone: (671) 483- 4551
Email: christinechen6677@gmail.com

CHIU, GEORGE
Phone: (671) 687-1767
Email: gchiu1@aol.com

CHURRASCO BRAZILIAN STEAKHOUSE & SALAD BAR
Phone: (671) 649-2727
Email: sales@pacificbayguam.com

CITADEL PACIFIC LTD
Phone: (671) 922-4402
Email: edith.perez@itehq.net

COCO PALM GARDEN BEACH
Phone: (671) 477-4166
Email: francis@babacorp.net

CONCEPTION, GEORGETTE
Phone: (671) 472-6848
Email: gbc@guamlaw.net

COOK, JOAQUIN
Phone: (671) 483-9042
Email: kin.cook@bankofguam.com

COSICO, MADELAINE
Phone: (671) 647-1234
Email: madelaine.cosico@hyatt.com

COUNTRY CLUB OF THE PACIFIC
Phone: (671) 789-1361
Email: front@ccpguam.net

CROWNE PLAZA RESORT GUAM
Phone: (671) 646-5880
Email: info.cprguam@ihg.com

CUNLIFFE & COOK
Phone: (671) 472-1824
Email: cclaw3@teleguam.net

D

DAMIAN, GERARD
Phone: (671) 647-3893
Email: gerard.damian@dfs.com

DAVIS, JOEL
Phone: (671) 969-5200
Email: joel.davis@thetsubakitower.com

DE JESUS, JOCELN
Phone: (671) 646-2222
Email: joy.dejesus@sheratonlagunaguam.com

DEBOLD, TERRY
Phone: (671) 647-4100
Email: tdebald.guam@gmail.com

DELIGHTED HOLIDAY TOUR
Phone: (671) 683-3121
Email: nihaoguam22@gmail.com

DEROSAS, JENNIFER
Phone: (671) 688-9973
Email: jennifer.derosas@united.com

DFS GUAM LP
Phone: (671) 646- 9640
Email: richard.gustafson@dfs.com



DOCOMO PACIFIC
Phone: (671) 688-2273
Email: mborja@docomopacific.com

DUENAS, JANELLE
Phone: (671) 488-3830
Email: janelle.duenas@dfs.com

DUSIT BEACH RESORT GUAM
Phone: (671) 649-9000
Email: dbgursvn@dusit.com

DUSIT THANI GUAM RESORT
Phone: (671) 648-8000
Email: dtgu@dusit.com

E-F

E-COMMUNICATIONS LLC
Phone: (671) 989-7788
Email: guamcare@ecomllc.net

ENGLISH CLUB
Phone: (671) 483- 5773
Email: info@i-terras.com

ERNST & YOUNG LLP
Phone: (671) 649-3700
Email: john.onedera@gu.ey.com

EZ-KAYA BY JIMMY
Phone: (671) 969-3663
Email: geddington68@gmail.com

FABIA, PETER
Phone: (671) 647-3840
Email: peter.fabia@dfs.com

FISH EYE MARINE PARK
Phone: (671) 475-7777
Email: rsv_mgr@fisheyeguam.com

FISH EYE RESTAURANT
Phone: (671) 475-7777
Email: tani@fisheyeguam.com

FISH EYE TOURS
Phone: (671) 475-7777
Email: tani@fisheyeguam.com

FLOWER HOUSE AYA
Phone: (671) 649-1187
Email: yone828@gmail.com

G

G4S SECURE SOLUTIONS
Phone: (671) 646-2307
Email: guam@gu.g4s.com

GABRIEL, MANNY
Phone: (671) 646-9640
Email: manny.gabriel@dfs.com

GALSIM, CATHERINE
Phone: (671) 647-3887
Email: catherine.galsim@dfs.com

GATEWOOD, NIA
Phone: (671) 647-3895
Email: nia.lim@dfs.com

GEMKELL CORPORATION
Phone: (671) 787-8280
Email: gemkell@gmail.com

GLIMPSES OF GUAM
Phone: (671) 649-0883
Email: office@coke-foremost.com

GO DIVE GUAM
Phone: (671) 689-8248
Email: info@godiveguam.com

MEMBERSHIP DIRECTORY

GOODWIND TRAVEL & TOUR CORP., INC.
Phone: (671) 632-1615
Email: connie.mayers@goodwindtraveltour.com

GRAND PLAZA HOTEL
Phone: (671) 647-0630
Email: rez@gograndplaza.com

GTA
Phone: (671) 644-4482
Email: fdhipolito@gta.net

GUAM BIKINI ISLAND CLUB COM
Phone: (671) 828-8889
Email: marineresort@hotmail.com

GUAM CARAVAN CORPORATION
Phone: (671) 977-1667
Email: dale.tour.agency@gmail.com

GUAM FAST FOODS, INC.
Phone: (671) 477-5266
Email: thecolonel@guam.net

GUAM GUAM STYLE
Phone: (671) 858-1238
Email: islandigest@gmail.com

GUAM HANA TOUR
Phone: (671) 647-4272
Email: insoo12@hotmail.com

GUAM HOTEL & RESTAURANT ASSOCIATION
Phone: (671) 649-1447
Email: president@ghra.org

GUAM JOA
Phone: +82 10-4746-7290
Email: ceo@happiness-trip.com

GUAM MUSIC INC.
Phone: (671) 646-1117
Email: acctg.guammusicinc@gmail.com

GUAM OCEAN PARK
Phone: (671) 969-2211
Email: yamane@guamop.com

GUAM PLAZA RESORT & SPA
Phone: (671) 646-7803
Email: generalmanager@guamplaza.com

GUAM PREMIER OUTLETS
Phone: (671) 647-1583
Email: info@gpoguam.com

GUAM REEF HOTEL
Phone: (671) 646-6881
Email: akihiko.gondo@guamreef.com

GUAM SANKO TRANSPORTATION INC.
Phone: (671) 646-1548
Email: noguchi@sankoenterprises.com

GUAM TRAVEL & TOURISM ASSOCIATION
Phone: (671) 647- 1119
Email: info@guamtraveltourism.org

GUAM TRAVELERS' CLINIC
Phone: (671) 647- 7771/2
Email: office@guamclinic.com

GUAM TREKKING TOUR
Phone: (671) 929-9981
Email: chrischoi153@gmail.com

GUAM TROPICAL DIVE STATION
Phone: (671) 648-4840
Email: gtdsadmin@gmail.com

GUAM TV PRODUCTIONS, INC.
Phone: (671) 646-7670
Email: shoji321@gmail.com

GUAM WEDDING OFFICIANT
Phone: (671) 488-2322
Email: trevortakasu@yahoo.com

GUCCI GROUP GUAM INC.
Phone: (671) 647-8190
Email: binh.wong@gucci.com

GWAK, JIMMY
Email: bferguson@picguam.com

H

HANEDA, TOMOYUKI
Phone: (671) 646-3860
Email: tomoyuki.haneda@h.premierhotel-group.com

HANNA MARKETING
Phone: (671) 632-0583
Email: john.ko@netguam.com

HARD ROCK CAFE GUAM
Phone: (671) 487- 6696
Email: d.flores@hardrockguam.com

HARVEST CHRISTIAN ACADEMY
Phone: (671) 488-2757
Email: jonathan.marshall@hbcguam.net

HERTZ INTERNATIONAL LICENSEE
Phone: (671) 646-5875
Email: hertzgm@triplejguam.com

HILTON GUAM RESORT & SPA
Phone: (671) 646-1835
Email: hiroki.sugie@hilton.com

HOLIDAY RESORT & SPA GUAM
Phone: (671) 647-7272
Email: gmhrg@holidayresortguam.com

HOLIDAY TOURS MICRONESIA (GUAM), INC.
Phone: (671) 646- 5009
Email: adm@htmgum.com

HORIZON PROPERTIES, INC.
Phone: (671) 646-7616
Email: corpacctg.horizonproperties@gmail.com

HOSHINO RESORTS RISONARE GUAM
Phone: (671) 647- 7777
Email: sales_gu@m.hoshinoresorts.com



HOTEL NIKKO GUAM
Phone: (671) 649-8815
Email: yusuke.shinozaki@nikko-guam.com

HUDSON, ELOISA
Phone: (671) 687-2047
Email: ehudson@docomopacific.com

HYATT REGENCY GUAM
Phone: (671) 647-1234
Email: madelaine.cosico@hyatt.com

IJK

ISIM, ZENDA
Phone: (671) 647-4100
Email: zenda.twoloverspoint@gmail.com

ISLAND BEVERAGE DISTRIBUTORS
Phone: (671) 635-5891
Email: jtcalvo@midpacguam.com

ISLAND CERTS CORPORATION
Phone: (671) 653-5501
Email: contactus@islandcerts.org

IT&E
Phone: (671) 922-4483
Email: marketing@itehq.net

IWANAKA, MICHAEL
Phone: (671) 789-1361
Email: michael.iwanaka@picguam.com

JAPAN AIRLINES INT'L CO., LTD.
Phone: (671) 642- 6100
Email: yamakawa.xqd5@jal.com

JAPAN BUS LINES (JBL)
Phone: (671) 637-0699
Email: shun@japanbusline.com

JOEUN RENT A CAR & TRAVEL
Phone: (671) 632-0583
Email: joeunrentcar@naver.com

JONES, JEFF
Phone: (671) 687-8342
Email: jeffjones@triplejguam.com

JP SUPERSTORE
Phone: (671) 646-7803
Email: mguerrero@guamplaza.com

JT'S MANUKAN GRILL
Phone: (671) 647- 5864
Email: inquire@jtsmanukangrill.com

JUNGLE BED N BREAKFAST
Phone: (671) 488-1488
Email: junglebnb@gmail.com

KINGFISHER'S NONI
Phone: (671) 777- 5697
Email: icima.guam@gmail.com

KITCHEN TEN TEN
Phone: (671) 475-7777
Email: tani@fisheyeguam.com

KLOPPENBURG ENTERPRISES, INC.
Phone: (671) 649-1941
Email: bdk@keiguam.com



MEMBERSHIP DIRECTORY

KMART
Phone: (671) 649-9878
Email: sm7705@transformco.com

KOKO GUAM KIDS
Phone: (671) 888-3058
Email: bichidori01@hanmail.net

KOREAN GUAM TRAVEL ASSOCIATION (KGTA)
Phone: (671) 777-2795
Email: kgtaguam@gmail.com

LMN

LAM LAM TOURS & TRANSPORTATION
Phone: (671) 646-1028
Email: tpm_admin@tpmguam.com

LAMORENA, LISA
Phone: (671) 647-3803
Email: lisa.lamorena@dfs.com

LAND STAR TRAVEL
Email: insoo12@hotmail.com

LEAP CORPORATION
Phone: (671) 646-7485/6
Email: admin@leapguam.com

LEO PALACE RESORT GUAM
Phone: (671) 471-0001
Email: lprsv@leopalaceguam.com

LINDEN AKADEMIA
Phone: (671) 688-7707
Email: linden.akademia.gu@gmail.com

LOFTIS, JERRY
Phone: (671) 647-3810
Email: monica.inciong@dfs.com

LOTTE DUTY FREE GUAM, LLC.
Phone: (671) 642- 0231
Email: ldfgmktg108@lotte.net

MANGUIFE TOUR
Phone: (671) 777-7535
Email: dreamguam777@gmail.com

MARIANAS ELECTRONICS & SOLCOM
Phone: (671) 637-4441
Email: sales@meguam.com

MARIANAS STEAMSHIP AGENCIES, INC.
Phone: (671) 472-8584
Email: rsablan@msa-guam.com

MARION, JUSTIN
Phone: (671) 645-8838
Email: justin.marion@united.com

MAYOR'S COUNCIL OF GUAM
Phone: (671) 488-8961
Email: anghet@hotmail.com

MICROMED SUPPLIERS
Phone: (671) 488-2526
Email: geap43@gmail.com

MICRONESIA ASSISTANCE, INC.
Phone: (671) 649-8147
Email: info@maiguam.com

MICRONESIA MALL
Phone: (671) 632- 8881
Email: info@micronesiamall.com

MICRONESIAN AVIATION SYSTEMS, INC. DBA. MICRONESIAN AIR
Phone: (671) 473-9595
Email: mm@ifcguam.com

MIDPAC DISTRIBUTORS
Phone: (671) 635-5891
Email: jtcervo@midpacguam.com

MIKI TAXI SERVICE
Phone: (671) 687- 0700
Email: mikitaxi@hotmail.com

MIYASHITA AND ASSOCIATES, P.C.
Phone: (671) 687-9595
Email: oscar.miyashita@gmail.com



MIYOSHI, SHIGENORI
Phone: (671) 646-3860
Email: shigenori.miyoshi@phrken.com

MODA GINO'S
Phone: (671) 477-8945
Email: ginoguam@teleguam.net

MONK, PAULA
Phone: (671) 645-8772
Email: paula.monk@united.com

MORINAGA, MILTON
Phone: (671) 646-3860
Email: morinaga@kona.net

NAKAYAMA, KEIKO NISHIDA
Phone: (671) 646-9640
Email: keiko.nakayama@dfs.com

NAUTECH TRAVEL SERVICES
Phone: (671) 647-1119
Email: contact@nautechguam.com

NET TOURS
Phone: (671) 632-0583
Email: john.ko@netguam.com

NINJA DIVE
Phone: (671) 686-3939
Email: info@ninjadive.com

NIPPON RENT A CAR
Phone: (671) 646-1243
Email: yoyaku@nipponguam.com



NISSAN RENT A CAR
Phone: (671) 647-7264
Email: jvalencia@nissanrent.com

OPQR

O-NIGHT
Phone: (671) 646-3860
Email: yvonne.lee@phrken.com

OCEANIC RESOURCES, INC.
Phone: (671) 969-3500
Email: emonitor@guam.net

OHASU PROJECTS LLC
Phone: (671) 646-7380
Email: guamloversbyohasu@gmail.com

ONE STOP TRAVEL, INC.
Phone: (671) 646-7576/8
Email: ostravel@teleguam.net

OUTBACK STEAKHOUSE
Phone: (671) 646-1543
Email: selenaelicio@gmail.com

P.H.R. CLUB
Phone: (671) 647-2582
Email: takafumi.nogami@h.premierhotel-group.com

P.H.R. KEN MICRONESIA INC.
Phone: (671) 646-3860
Email: mitsuo.sato@h-premier-group.com

P.H.R. TECHNICAL SERVICES
Phone: (671) 646-3860
Email: hanae.sato@phrken.com

PABLO, JOANNE
Phone: (671) 797-3091

PACIFIC ISLAND HOLIDAYS, LLC
Phone: (671) 648-7441
Email: toriegoe@pihguam.com

PACIFIC ISLANDS CLUB
Phone: (671) 646-4997
Email: frontend@picguam.com

PACRIM MARKETING GROUP, INC.
Phone: (808) 949-4592
Email: info@pacrimmarketing.com

PACTOURS, LLC.
Phone: (671) 649-3221
Email: amfranquez@pactoursinc.com

PEREZ, SUZANNE L.
Phone: (671) 647-1583
Email: slzperez@guam.net

PUNTAN DOS AMANTES
Phone: (671) 647-4100
Email: info@puntandosamantes.com

QUINATA, CAROL
Phone: (671) 647-3997
Email: carol.quinata@dfs.com

RAKUTEN TRAVEL GUAM, INC.
Phone: (671) 647-1118
Email: trv-guam-office@mail.rakuten.com

RICE & RAMEN
Phone: (671) 864- 3020
Email: naia@riceandramenguam.com

RIHGA ROYAL LAGUNA GUAM RESORT
Phone: (671) 646-2222
Email: reservations@rihga-guam.com

ROBERTO FRACASSINI PRODUCTIONS
Phone: (671) 632-9037
Email: rfpguam@gmail.com

RUDER INTEGRATED MARKETING STRATEGIES
Phone: (671) 635-1126
Email: steveruder@guam.net

S

S2 CLUB GUAM
Phone: (671) 688-1163
Email: guam@s2club.net

SABLAN, JULIAN
Phone: (671) 647-1586
Email: j.sablan@gpoguam.com

SALA, CRISTINA
Phone: (671) 488-3981
Email: cristina.sala@dfs.com

SANFORD TECHNOLOGY GROUP LLC
Phone: (671) 647-0220
Email: daves@stggguam.com

MEMBERSHIP DIRECTORY

SANTOS, JAMES

Phone: (671) 647-3855
Email: james.santos@dfs.com

SATO MOTONOBU PROMOTION SERVICE COMPANY

Phone: (671) 688-4408
Email: momotaro1sep18@gmail.com

SATO, YOSHIKI

Phone: (671) 488-2611
Email: y_sato@arluis.com

SECURITY TITLE INC.

Phone: (671) 647-8000
Email: kim@securitytitle.net

SEJONG KOREAN RESTAURANT

Phone: (671) 649-5556
Email: guamsejong@ymail.com

SERENITY REALTY GUAM

Phone: (671) 989- 9333
Email: info@serenityguam.com

SHOOTING STAR PRODUCTIONS

Phone: (671) 477-9348
Email: info@sspguam.com

SIMON, YUMI

Phone: (671) 646-3860
Email: yumi.simon@spaayualam.com

SKYDIVE GUAM INC.

Phone: (671) 475-5555
Email: email@skydiveguam.com

SPA AYUALAM (HOTEL NIKKO GUAM)

Phone: (671) 646-3860
Email: yuta.hasegawa@spaayualam.com

STAR TOUR

Phone: (671) 689-7707
Email: stellashyun0104@gmail.com

STARTS GUAM GOLF RESORT INC.

Phone: (671) 632-1111
Email: izumi@startsguam.com

STREIB, STEVEN

Phone: (671) 647-1583
Email: s.streib@gpoguam.com

SUMMER DREAM TRAVEL SERVICE

Phone: (671) 632-0583
Email: john.ko@netguam.com

SUPER AMERICAN CIRCUS

Phone: (671) 647-2000
Email: anna@iegguam.com

TUV

TALOFOFO FALLS RESORT PARK

Phone: (671) 828- 2613
Email: talofofo1@gmail.com

TAMUNING PLAZA HOTEL

Phone: (671) 649-8646-50
Email: info@guamhotel.com

TAN, RACHEL

Phone: (671) 646-6011
Email: rachel.tanpeiling@dfs.com

TASI GLOBAL CONSULTING

Phone: (671) 486-1688
Email: lvs.guam@gmail.com

TEN BOAT CHARTER

Phone: (671) 687-2338
Email: tenboatcharter@gmail.com

TENTEKOMAI RESTAURANT

Phone: (671) 489-3932
Email: tani@fisheyeguam.com



THAI AIRWAYS

Phone: (671) 483-8424
Email: oredavid.tg@gmail.com

THE MANOR

Phone: (671) 482-8413
Email: reservations
@themanorguam.com

THE TSUBAKI TOWER

Phone: (671) 969-5200
Email: sales@thetsubakitower.com

THE WESTIN RESORT GUAM

Phone: (671) 647-1020
Email: westin@westinguam.com

TIME & STYLE BY CARONEL

Phone: (671) 646-8850
Email: rolex.plaza@dksh.com

TINSAY, MARISSA

Phone: (671) 645-8775
Email: marissa.delrosario@united.com

TOMHOM GRILL & BAR

Phone: (671) 647-5858
Email: email@tomhomgrillnbar.com

TOMMY HILFIGER

Phone: (671) 969- 1310
Email: deannacrisostomo@tommy.com

TRANSWORLD RADIO PACIFIC (TWR)

Phone: (671) 828-8637
Email: ghodgins@twr.org

TRIPLE J ENTERPRISES, INC.

Phone: (671) 648-6062
Email: jeffjones@triplejguam.com

TRIPLE J FIVE STAR WHOLESALE FOODS

Phone: (671) 637-7576
Email: jherbert@triplejguam.com

TROPICAL PRODUCTIONS INC.

Phone: (671) 635-5891
Email: jtcalvo@tpiguam.com

TUMON BEL AIR SERVICED RESIDENCES

Phone: (671) 788- 5687
Email: tumonbelair@gmail.com

TUMON SANDS PLAZA

Phone: (671) 646-6803/4
Email: info@tumonsandsplaza.com

TWINKLES

Phone: (671) 488-8877
Email: suhmun01@gmail.com

UNITED AIRLINES

Phone: (671) 645-8772
Email: samuel.shinohara@united.com

UNIVERSITY OF GUAM, GLOBAL LEARNING AND ENGAGEMENT

Phone: (671) 735- 2600
Email: ctaitano@triton.uog.edu

VALLEY OF THE LATTE ADVENTURE PARK GUAM

Phone: (671) 789-3342
Email: info@valleyofthelatte.com

VANTAGE ADVERTISING

Phone: (671) 969-5791
Email: accounting@vantageguam.com

VINCE JEWELERS

Phone: (671) 646-1688
Email: accounting@vincejewelers.com

VITAL ENERGY INC.

Phone: (671) 649-3366
Email: petrocorp@fsmnpc.com

WXYZ

WATABE WEDDING

Phone: (671) 647-0275
Email: tingtingzhe@watabe.com

WATANABE, DAISUKE

Email: daisuke.watanabe
@nikko-guam.com

WILLIAMS, DONNA

Phone: (671) 647-3816
Email: donna.williams@dfs.com

WYNDHAM GARDEN GUAM

Phone: (671) 646-3060
Email: sli@wgguam.com

YAMAMOTO, ROBERTA

Phone: (671) 647-3991
Email: roberta.yamamoto@dfs.com

YEOH, GARRY

Phone: (671) 647-2582
Email: garry.yeoh@phrken.com



