

GVB RECOVERY COMMITTEE

May 15, 2025



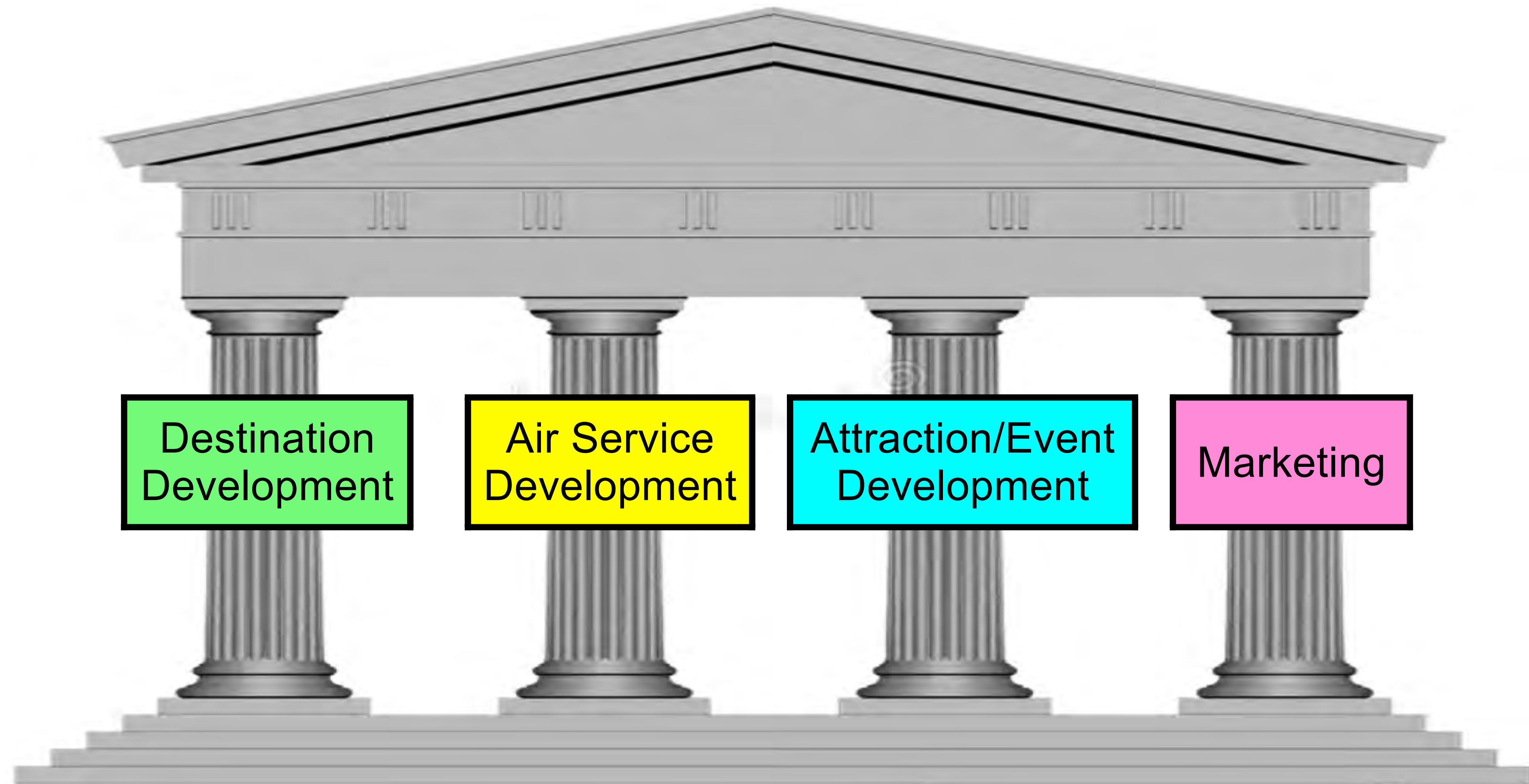
Mark Baldyga

Committee Composition



Management	Members	Contributing
Regine Biscoe Lee Gerry Perez Dee Hernandez Nadine Leon Guerrero Lisa Bordallo Rudd Gudmalin	Mark Baldyga Joaquin Cook Sam Shinohara Ben Ferguson Ken Yanagisawa Nate Denight	George Chiu Ho Eun Mayor Hoffman David John Jim Beighley David Tydingco

Core Focus: 4 Pillars



DESTINATION DEVELOPMENT



Destination Development, Public Phase I



Paint “Everything”

- Resurface San Vitores Rd
- Standardize Colors
- Medians, curbs, walls, etc.
- Now: GVB in-house staff
- Q3/4: Bids, Contractors

Graffiti

- GVB & VSO's (Tumon)
- Chamber (Beyond Tumon)
- GPA, Contract
- Reward & Penalties

Repairs & Clean Up

- Telco Posts
- Algae
- Sunken Manholes
- Broken Fences

Destination Development, Public Phase II



Phase II — HOT Bond Improvements



TUMON

- Instagramable Features
- Light Posts & Sidewalks
- Night Market Zone
- Ypao Beach Park
- Matapang Flooding

OUTSIDE TUMON

- Palacios, Spanish Wall
- Public Restrooms
- Sightseeing Spots
- Abandoned Buildings
- Cultural Enhancements

Private Sector Destination Development



- **Proposed Legislation**
 - Condemnation
 - Min Maintenance (Dan Swaveley)
 - Incentives for Private Investment
- Waterblast, Paint & Minor Repairs
- **Update/Enforce Signage Law (Q4)**



AIR SERVICE DEVELOPMENT



Recovery Plan Tactical Steps



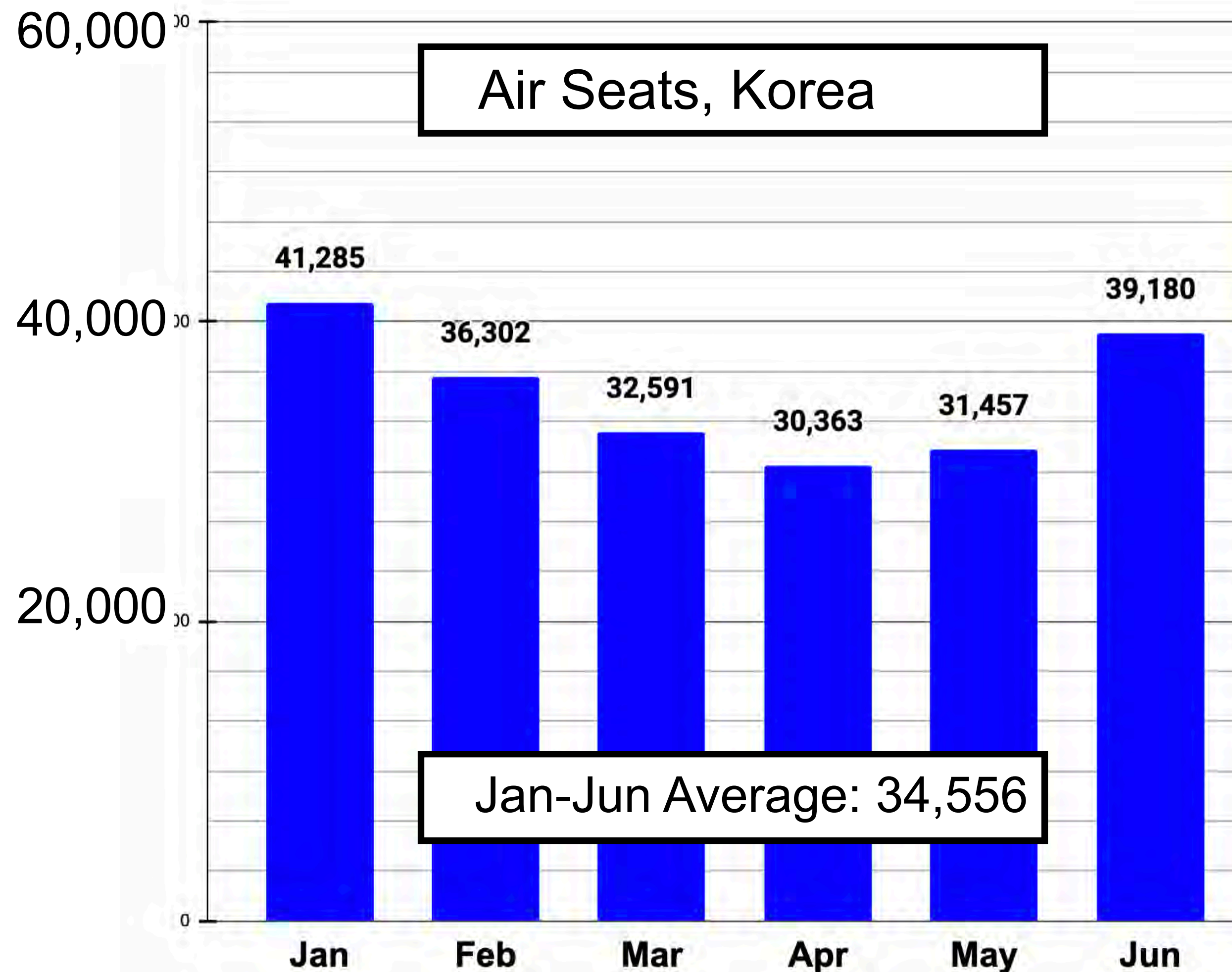
Accomplished

1. Engage Air Service Advisor
2. Trip 1 - Japan & Korea
3. Joint GVB/GIAA Meeting
4. Weekly call GVB/GIAA Mgmt
5. KE wide body: + 10,000 Seats
6. Begin Setting 3-Year Plan

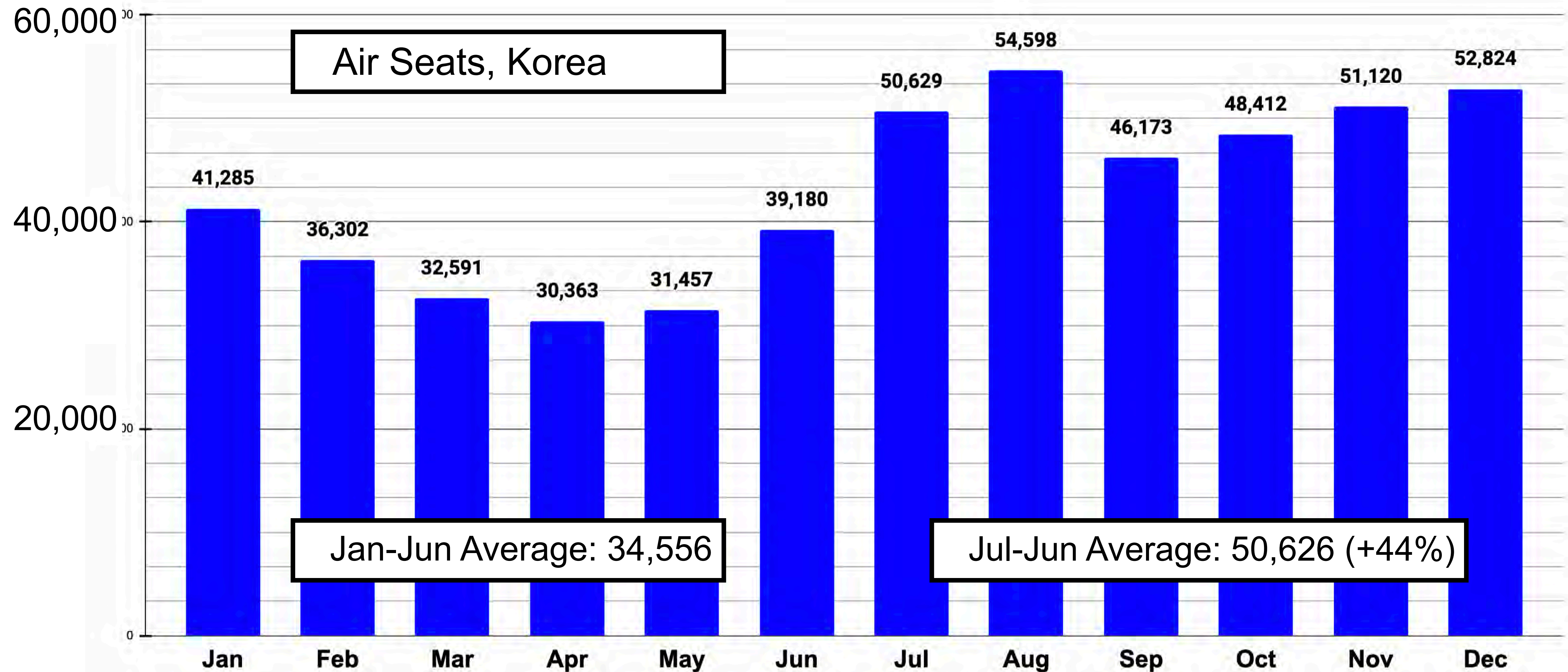
Underway / Upcoming

1. Trip 2, Japanese LCCs
2. Partnering with United on new growth
3. 2026-27 New Market Development
Australia, Singapore, Malaysia, PI, etc
4. Philippine Visa Waiver
5. Media & Influencers Visa

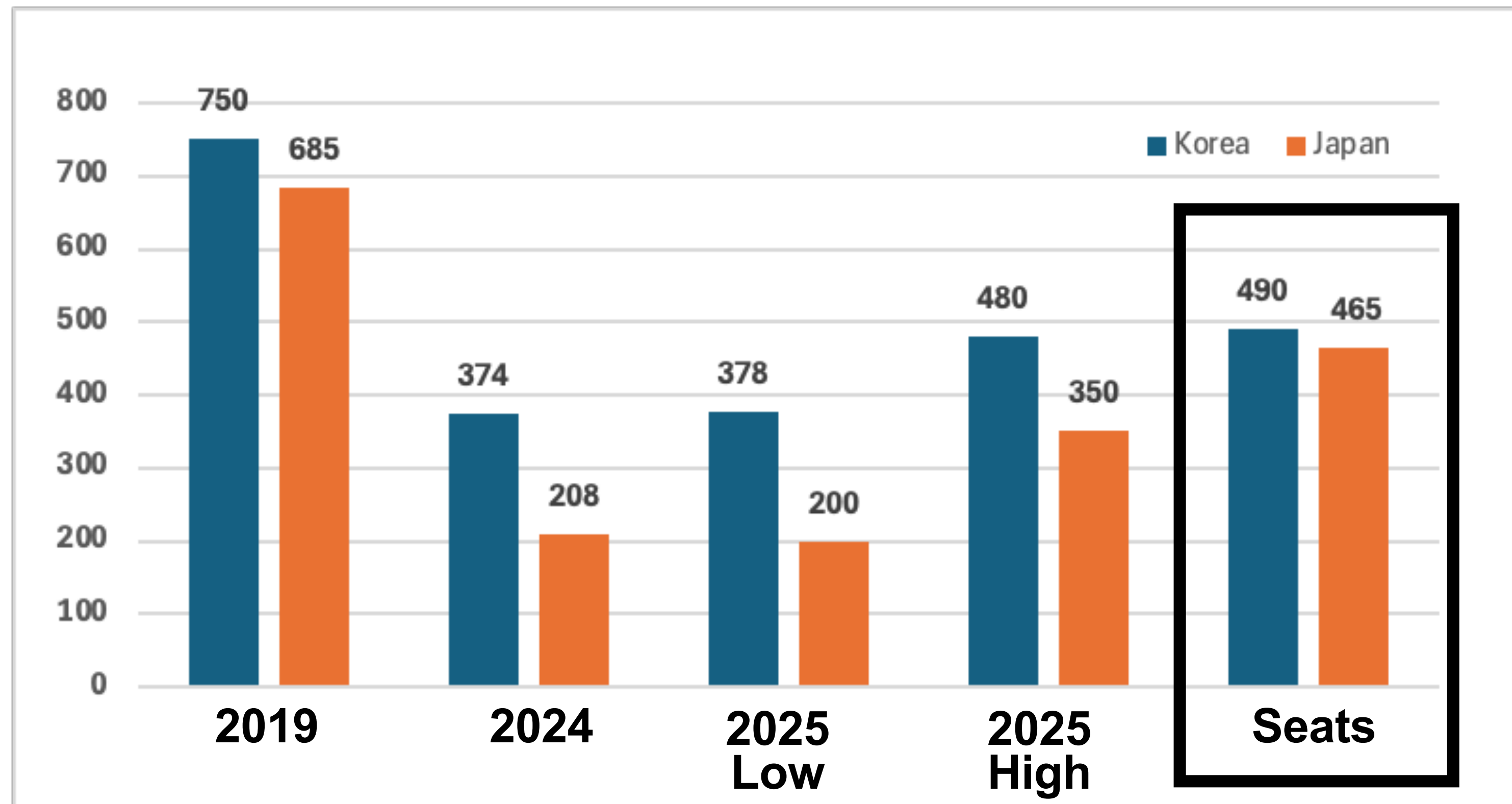
Korea Seats are weak in Q1 & Q2.... BUT



The Recovery Plan is Starting to Work...

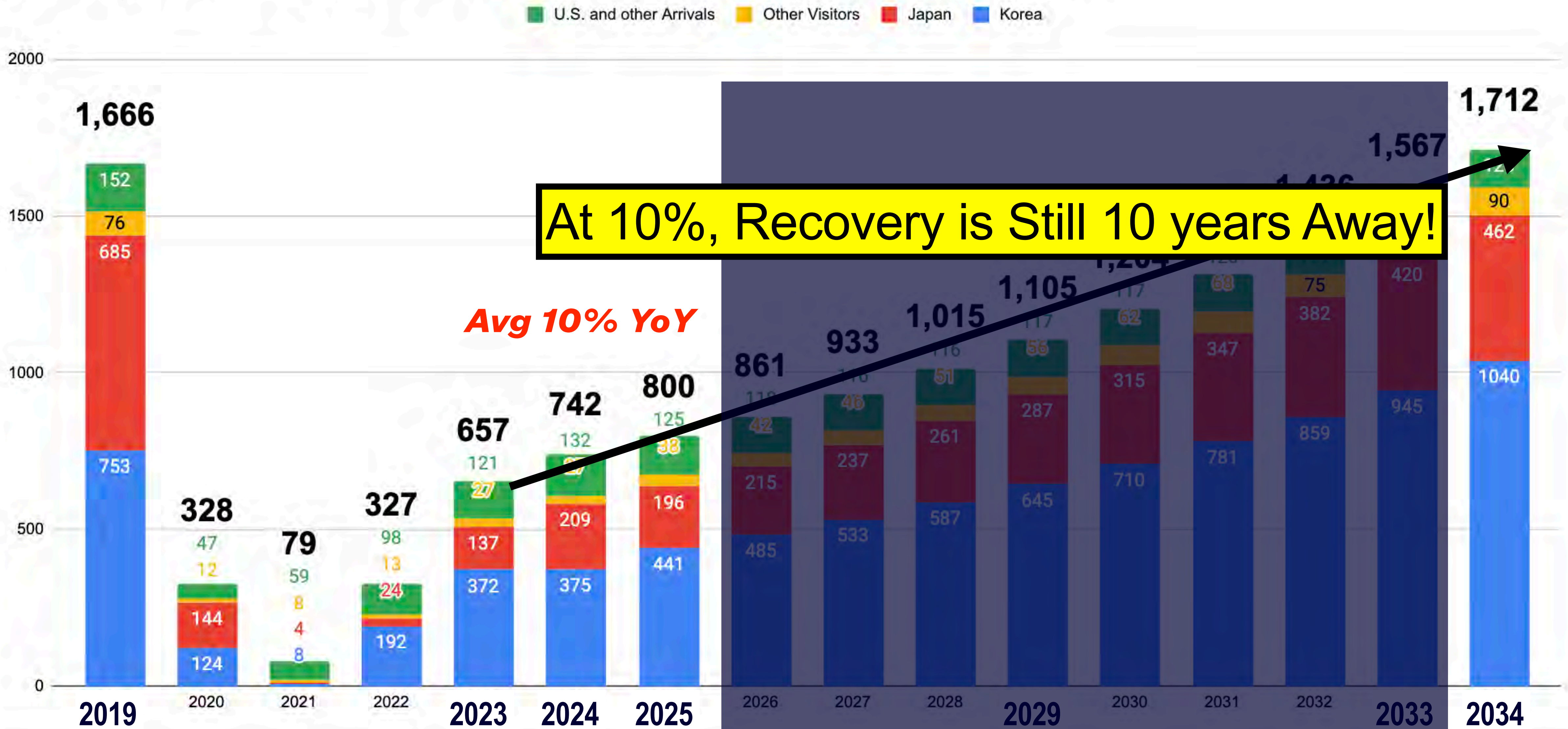


2025 Seats in Place: Now Focus on 2026

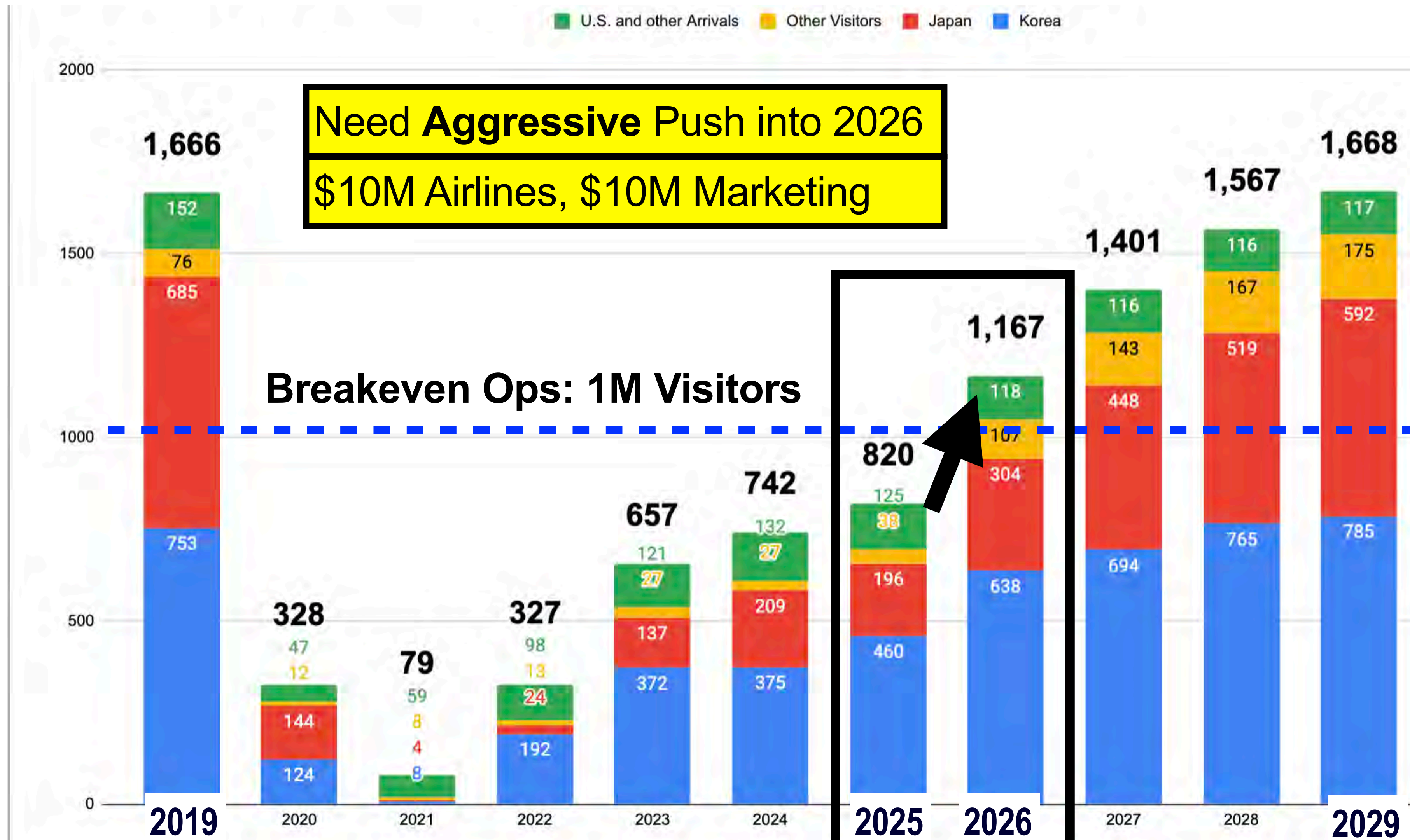


- 2025 Air Seats Vs. 2024:
+24% Korea, +123% Japan
- 2025 Seats Q3, Q4 are now level with recovery plan
- Focus now: Fill those seats!

Recovery in 2034 At Current 10% YoY Growth



Aggressive Push Needed for 2026



ATTRACTION & EVENT DEVELOPMENT



Events

- **Refining Calendar**

Right-Season per Niche
Target Shoulder Periods

- **New Signature Events**

Waterbomb

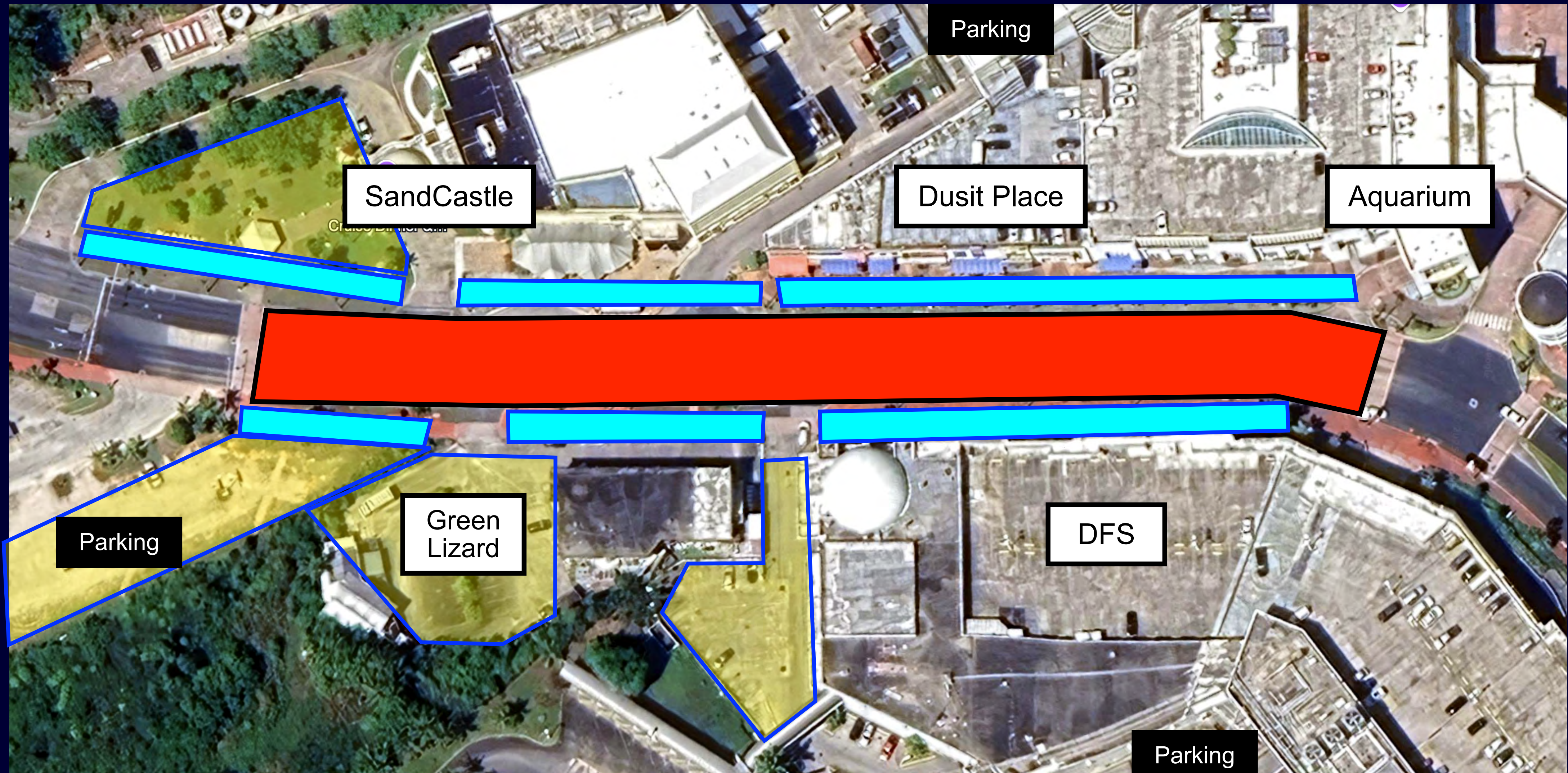
Int'l BBQ Competition

Quarter	Event	Target	2025	2026 (Proposed)
Quarter 1 January-March	NYE Fireworks Celebration	Locals	Jan 1	Jan 1
	Ko'ko' Kids Race & Japan Festival	Signature Event	Apr 12	Late January
	Ko'ko' Road Race Ekiden, 10K & HM	Signature Event	Apr 13	Late January
	LOCUS Camping Festival (Electr. Music)	Visitors, Locals		Feb 6-8
	Inalahan Gadao Festival	Visitors, Locals	Feb 14-15	Feb
	Guam History & Chamoru Heritage Day	Visitors, Locals	Feb 28-Mar 3	Feb 26-Mar 2
	Malesso Crab Festival	Visitors, Locals	Mar 28-30	Mar
Quarter 2 April-June	Agana Heights Coconut Festival	Visitors, Locals	Apr	Apr
	Waterbomb H2O	Signature Event		Apr
	Marianas Int'l Dance & Art Festival	Neighboring Islands, Locals, Visitors	Apr 29-May 5	Apr/May
	Agat Mango Festival	Visitors, Locals	May 23-25	May
	King's Guam World Tennis Tour	Visitors, Athletes, Locals	May/Jun	May/Jun
	Guam Micronesian Island Fair	Signature Event	Jun 7-8	June
	Electric Island Festival (EIF)	Visitors, Locals	Jun 21	June
Quarter 3 July-September	Family Treasure Hunt	Visitors, Families	Jun-Aug	Jun-Aug
	Liberation Day	Veterans, Locals	Jul 21	Jul 21
	Un Marianas Festival	Signature Event		Aug/Sep
	Mangilao Donne' Festival	Visitors, Locals	Sep	Sep
Quarter 4 October-December	International BBQ & Food Competition	Signature Event	May 23-25	Jul 21 or Nov/Dec
	Chamoru Christmas Festive Garden (Tumon)	Visitors, Locals	Nov-Dec	Nov-Dec
	International Dragon Boat Festival	Visitors, Locals	Nov	Nov
	Tour of Guam Cycling	Visitors, Athletes, Locals	Dec	Dec

New Attraction: Tumon Sunday Night Market



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Tumon BBQ & Night Market

Phase I

- Launch July 6 (July 4 weekend)
- Initiated by JGTC request
- Focus on Entertainment
- Local Food & Cultural Activities
- Vendors (F&B, games, rides)
- Uniform Tents & Look

Phase II

- Launch by Jan 1, 2026
- Seasonal Theming & Events
- Quality Signage/Graphics
- Pro Lighting, Sound, Staging
- Professional Management
- Weekly Fireworks

MARKETING

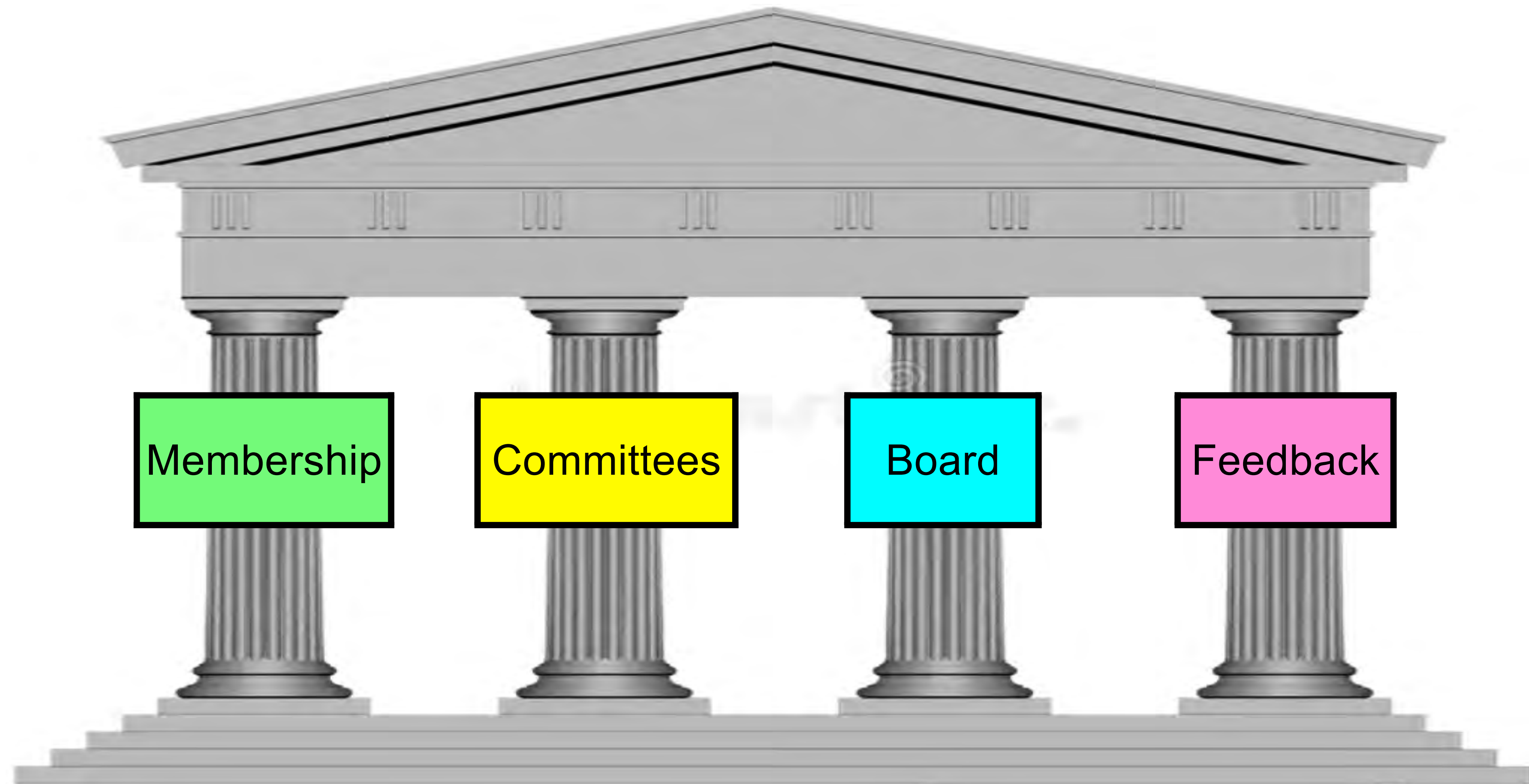


Marketing Initiatives: Pre Work



- **Research** (Omnitrak/PKF and others)
- Exit Surveys, Economic Impact Assessment, and Symphony
- **Reposition & Rebrand.** Target Okinawa
- **Focus on USPs** — beyond white beaches and coconut trees
 1. CHamoru Culture
 2. Experiences (Attractions)
 3. America in Asia
- Interim Campaigns: (1) Niches (2) Value Guam (3) Premium Guam

Engagement



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