

**JAPAN MARKETING UPDATE MEETING MINUTES**

**Tuesday, May 22, 2025 | 2:00 pm**

**GoToMeeting | ID: 196-870-885**

**EXHIBIT A**

**GVB Board Director, Management, Staff Present:**

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

**GVB Japan Online:**

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

**Observers Attendance In Person**

1. United Airlines - Paula Monk

**Observers Attendance Online:**

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

**CALL TO ORDER**

- Japan Marketing Chairman Ken Yanagisawa, GVB Board director, called the Meeting to order at 2:00 pm.

**REPORT OF MANAGEMENT**

- Ms. Regina Nedlic presented the arrival number.

**MARCH 2025**

March 1-31, 2025

Total: 61,997 (-9.7%)

% Market Mix	Origin	2019	2024	2025	% to LY
44.7%	Japan	72,974	22,591	27,706	22.6%
35.9%	Korea	54,087	32,676	22,228	-32.0%
11.6%	US/Hawaii	9,472	7,471	7,202	-3.6%
2.0%	Philippines	1,365	1,354	1,229	-9.2%
0.2%	Taiwan	1,962	139	97	-30.2%
0.4%	China	697	307	227	-26.1%
0.1%	Hong Kong	416	54	67	24.1%

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

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**APRIL 2025**

April 1-30, 2025

Total: 50,558 (-6.1%)

% Market Mix	Origin	2019	2024	2025	% to LY
33.9%	Japan	47,388	13,937	17,139	23.0%
43.1%	Korea	54,072	28,981	21,777	-24.9%
11.5%	US/Hawaii	7,044	6,185	5,823	-5.9%
3.4%	Philippines	2,432	1,072	1,705	59.0%
1.4%	Taiwan	2,275	341	700	105.3%
0.6%	China	737	350	319	-8.9%
0.2%	Hong Kong	593	46	95	106.5%

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

Note: April 2025 Daily Arrivals reflect Civilian Air arrivals only

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## CALENDAR YEAR TO DATE 2025



January – April 30, 2025

Total: 239,076 (-14.4%)

% Market Mix	Origin	2019	2024	2025	% to LY
35.7%	Japan	237,157	73,083	85,377	16.8%
45.1%	Korea	236,883	150,250	107,895	-28.2%
10.5%	US/Hawaii	32,310	28,985	25,064	-13.5%
2.0%	Philippines	6,355	4,329	4,695	8.5%
1.1%	Taiwan	9,233	1,270	2,598	104.6%
0.7%	China	5,344	1,837	1,686	-8.2%
0.1%	Hong Kong	2,208	215	245	14.0%

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

Note: April 2025 Daily Arrivals reflect Civilian Air arrivals only

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## FISCAL YEAR TO DATE 2025



October 2024 – April 30, 2025

Total: 413,927 (-11.6%)

% Market Mix	Origin	2019	2024	2025	% to LY
34.1%	Japan	397,940	123,656	141,034	14.1%
46.6%	Korea	418,950	253,370	192,693	-23.9%
10.5%	US/Hawaii	54,908	49,007	43,295	-11.7%
2.1%	Philippines	12,758	7,977	8,652	8.5%
0.9%	Taiwan	15,521	1,791	3,802	112.3%
0.6%	China	8,686	2,765	2,668	-3.5%
0.1%	Hong Kong	4,236	454	409	-9.9%

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

Note: April 2025 Daily Arrivals reflect Civilian Air arrivals only

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Discussion/Question:

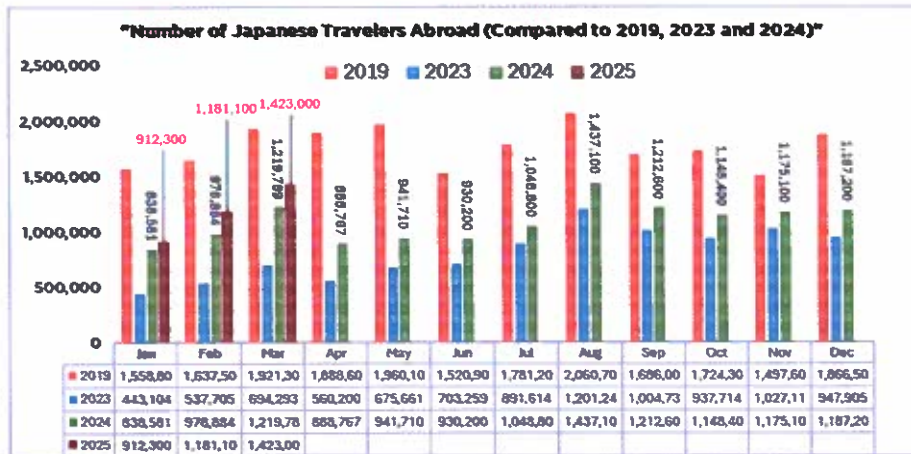


**MARKET UPDATE**

- Ms. Nedlic presented the Japan Market Updates.

**Japanese Overseas Travel Recovers:**

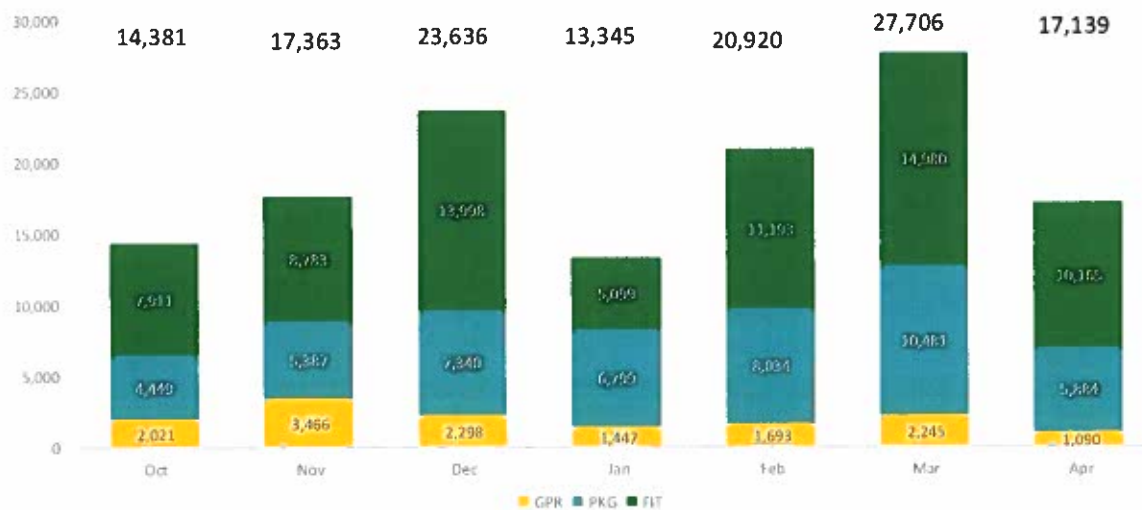
In March 2025, 1.42 million Japanese travelers went overseas — a 16.7% increase year-on-year. (JNTO)  
However, volume still lags 26.2% behind pre-pandemic levels (March 2019), highlighting room for further recovery.



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- Achieved 134,763 pax and an another 100,000 pax to reach target of 200,000pax



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## MARKET INFORMATION



### Japan Market Promotions for Guam

#### Trade Partner Initiatives - Summer Demand (April 2025–)

##### Key Features & Insights

- Targeted at short-term and family travel
- Package-type tours dominate current offerings
- Cross-industry use of GUAM PAY boosting visibility & engagement
- Sign of recovery momentum in the Japan market

##### Partner Promotions – Japan

Airline	Promotion Highlights
JAL	Limited-time airfare sale + 1-night hotel free
United (UA)	Special fares + GUAM PAY
T'way	Up to 20% off promo coupon
Agency / Platform	Promotion Highlights
HIS	¥49,800 tour packages + GUAM PAY
JTB / Hankyu	Packages using JAL and UA flights
ANA	GUAM PAY incentives + optional tour perks
Expedia	Discounted bundles + GUAM PAY



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## MARKET INFORMATION



### Rakuten Travel Releases 2025 Golden Week Travel Trends

# Rakuten Travel

The Biggest OTA in Japan

Rank	Destination
1st	Taiwan
2nd	South Korea
3rd	Hawaii
4th	Guam
5th	Thailand



##### Market Trends – Regional Travel Preferences

- Guam ranked 4th in Rakuten Travel's overseas destination rankings
- Booked nights in Guam increased 1.2× year-on-year
- Hawaii and Guam continue to attract strong interest as mid-range resort options
- Majority of Guam bookings are family trips with children
- Nearby Asian destinations (e.g., South Korea, Taiwan) remain popular for Japanese travelers
- Overall demand for resort destinations is growing steadily

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## SEAT CAPACITY SUMMARY





	MAY	JUN	JUL	TTL
<b>UNITED</b> 	30,876	30,046	27,224	88,146
 <b>JAPAN AIRLINES</b>	6,169	5,970	6,169	18,308
<b>t'way</b>	0	0	2,646	2,646
<b>TTL</b>	37,045	36,016	36,039	109,100

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## NUMBER OF FLIGHT SUMMARY



	MAY	JUN	JUL	TTL
<b>UNITED</b> 	186	181	164	531
 <b>JAPAN AIRLINES</b>	31	30	31	91
<b>t'way</b>	0	0	14	14
<b>TTL</b>	217	211	211	636

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# FLIGHT OPERATION - May



May Total Outbound Seat Capacity: 37,045

Interviews with various companies

AIRLINE	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA 827	NRT	1100/1545	Daily	5,146
	Available	UA 197	NRT	1700/2145	Daily	5,146
	Suspended until July 31, 2025	UA 874	NRT	2120/205+1	Mon, Wed, Fri, Sat	0
	Available	UA 865	NRT	1725/2200	Mon, Fri	1,494
	Available from March 1 to July 10, 2025	UA 841	NRT	1755/2240	Daily	5,146
	Available	UA 848	HND	2355/445+1	Daily	5,146
	Available	UA 136	NGO	1140/1635	Mon, Tue, Thu, Fri, Sun	3,652
	Available	UA 150	KKK	1100/1545	Daily	5,146
TTL						30,876

AIRLINE	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL941	NRT	930/1445	Daily	6,169
TTL						6,169

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# FLIGHT OPERATION - June



June Total Outbound Seat Capacity: 36,016

Interviews with various companies

AIRLINE	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
UNITED AIRLINES	Available	UA 827	NRT	1100/1545	Daily	4,980
	Available	UA 197	NRT	1700/2145	Daily	4,980
	Available	UA 865	NRT	1725/2200	Mon, Fri	1,494
	Available from March 1 to July 10, 2025	UA 841	NRT	1755/2240	Daily	4,980
	Available	UA 848	HND	2355/445+1	Daily	4,980
	Available	UA 136	NGO	1140/1635	Mon, Tue, Thu, Fri, Sun	3,652
	Available	UA 150	KKK	1100/1545	Daily	4,980
TTL						30,046

AIRLINE	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL941	NRT	930/1445	Daily	5,970
TTL						5,970

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## FLIGHT OPERATION - July



July Total Outbound Seat Capacity: 36,039

Interviews with various companies

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

AIRLINE	CURRENT STATUS	FLIGHT	DEPARTURE	TIME	FREQUENCY	SEAT CAPACITY
JAL	Available	JL 941	NRT	9:30 / 14:45	Daily	6,169
i-way	Available from July 18, 2025	TW 509	KIX	10:40 / 15:30	Daily	2,646
TTL						8,815

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## DESTINATION COMPARISON BY CAMPAIGN



### Jeju Island (Korea)



#### Jeju Offers ¥10,000 Passport Subsidy to Attract Japanese Tourists

- ¥10,000 subsidy offered to Japanese citizens who newly obtain a passport and travel to Jeju within 3 months
- Aligned with Japan's national "Go Abroad!" campaign to boost outbound travel
- Organized by Jeju Tourism Organization and Jeju Osaka Office
- Bookings must be made through designated travel agencies
- Travel Period:
  - Start: April 11
  - End: October 31 (or until fully booked)
- Additional promotions include group tour packages and large-scale ads in Osaka's Umeda Station

### New Zealand



#### Air New Zealand Offers Free Flights to 47 Japanese Pairs

- Offering free round-trip tickets from Narita to Auckland to 47 pairs—one pair from each Japanese prefecture
- Campaign period: April 4–28, 2025
- Travel dates:
  - Departure: June 17
  - Return: June 22
- Winners will serve as prefectural delegates, experiencing New Zealand's culture, nature, and local connections
- Highlights the 44 existing sister-city partnerships between Japan and New Zealand
- Aims to promote mutual understanding and increase destination awareness throughout Japan

### Fiji



#### Fiji Tourism Launches "LOLOMA HOUR" as a New Aquatic Leisure Tourism Package

- 1-hour aquatic leisure package by water during 4th step
- Inspired by "LOLOMA" (Fiji for love and kindness)
- Includes reef snorkeling, mangrove canoe, nature walk, and
- Includes a complimentary lunch and a complimentary
- Targeted to be a package in 2025
- Aims to attract more tourists and increase the number of visitors

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## Comment

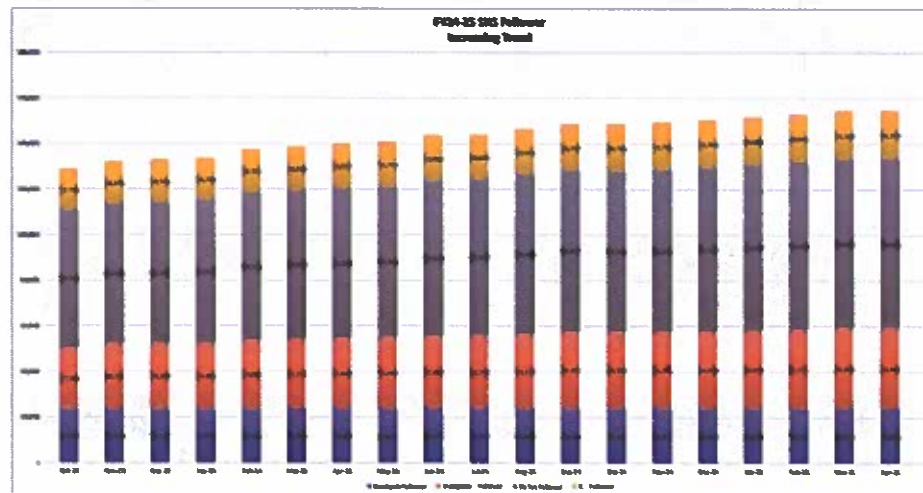
- Chairman Yanagisawa
  - The Recovery Committee is currently developing a program designed to attract Japanese travelers. Given Japan's relatively low passport ownership rate, the campaign will focus on this demographic with targeted messaging and incentives to encourage travel to Guam.

## OLD BUSINESS

- Ms. Nedlic presented the Old Business



- SNS used for branding and Tactical Conversion activities, including collaboration with Metasearch's Travelko.
- Although the number of followers is increasing slowly, the number of travelers from Japan is on the rise, and it is believed that communication through SNS is contributing significantly to the decision of travel destinations.



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## KO'KO' ROAD RACE 2025



- 109 participants from Japan joined the race.
- Both half marathon titles went to Japanese runners—defending champion Saatan (women) and Ryuhei, winner of the Osaka Relay Marathon (men).



From left:  
Shogo Horie – Beach Flags World Champion  
Misato – Wellness Influencer  
Saatan – Defending Half Marathon Champion  
Shinji Takeda – Ko'ko' Road Race Ambassador  
📸 Pre-race moment at the 2025 Ko'ko' Road Race



Half Marathon Champions:  
Saatan (Defending Champion) 1<sup>st</sup> Place 2025 (1:30:42)  
Ryuhei Nogi (Winner of the Osaka Relay Marathon)  
📸 Pictured after the 2025 Ko'ko' Road Race – 1<sup>st</sup> Place Men's division 1:17:42



Group photo from the 2025 Ko'ko' Road Race, featuring representatives from Guam and Japan, including Board Chairman George Chu, JMC Chairman Ken Yanagisawa, GVB President & CEO Regine Biscoe Lee, Ambassador Shinji Takeda, and Half Marathon Champion Saatan.

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## KO'KO' ROAD RACE 2025



- Shinji Takeda's post was featured by digital media before and up to two weeks after the event, generating prolonged visibility.

### Covered by more than 37 online articles



#### Pre-Event

March 8  
PR Times  
Best Calendar  
Mezamashi Media  
Travel Spot  
GreeNews  
3rd News  
Mapion

March 9  
BIGLOBE News  
NihonKeizaiShinbun  
Jordan  
Jiji.Com  
March 23  
Running Street

#### Event Week

April 14  
Excite News

April 15  
TheS News DIG  
Yahoo News  
Chunichi Shinbun (2 posts)  
Nifty News  
Sports Hochi  
Cube News  
SmartHome

April 16  
Nikkan Sports  
Yahoo News  
Asahi Nikkan Sports  
Goo News  
Infoseek  
J-Cast News  
Au Web Portal

April 18  
Orion (2 posts)  
NewsPicks  
Tokai NetworkClub  
Fukushima Minposha  
Infoseek  
Livedoor News

#### Post-Event

April 21  
Excite News  
April 25  
Goo News  
Dmenu News  
StartHome  
NicoNico News

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## Media Value of Ko'ko' Road Race Ambassador



Shinji Takeda's media value as ambassador is as follows:

Shinji Takeda's own social media posts, along with their amplification through digital media coverage, proved especially effective.

Category	Count	Unit Value (JPY)	Subtotal (JPY)	Subtotal (USD)
Press Release (Original)	1	¥100,000	¥100,000	\$666.67
Press Release (Reposts)	10	¥50,000	¥500,000	\$3,333.33
Major Media Articles (National)	5	¥800,000	¥4,000,000	\$26,666.67
Digital Media Articles (ORION, Mainichi, etc.)	3	¥800,000	¥2,400,000	\$16,000.00
Shinji Takeda's SNS Posts	5	¥500,000	¥2,500,000	\$16,666.67
GVB SNS (Instagram)	1	¥500,000	¥500,000	\$3,333.33
GVB SNS (X)	1	¥300,000	¥300,000	\$2,000.00
GVB SNS (Facebook)	1	¥300,000	¥300,000	\$2,000.00
YouTube Videos #1-3	3	¥200,000	¥600,000	\$4,000.00
YouTube Video #4 (Guam PDN)	1	¥300,000	¥300,000	\$2,000.00
Guam PDN Online Article	1	¥300,000	¥300,000	\$2,000.00
HIS Official Post	1	¥300,000	¥300,000	\$2,000.00
<b>Total</b>			<b>¥12,100,000</b>	<b>\$80,666.67</b>



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## KO'KO' ROAD RACE 2025 - HIS



### Runtrip to Ko'ko' Road Race 2025

Organized by HIS in collaboration with GVB

A special tour package combining marathon and travel, attracting runners from across Japan.

#### Tour Overview

- Duration: 3-4 days
- Participants: 32 runners (approx. 30% of all Japanese entrants)
- Lead Influencer: Ultra runner Myako, who placed 2nd in the Half Marathon

#### Program Highlights

- Ko'ko' Road Race (Half Marathon / Ekiden / Kids Fun Run)
- Kick-off lunch party
- Sunset yoga session
- Post-race celebration brunch



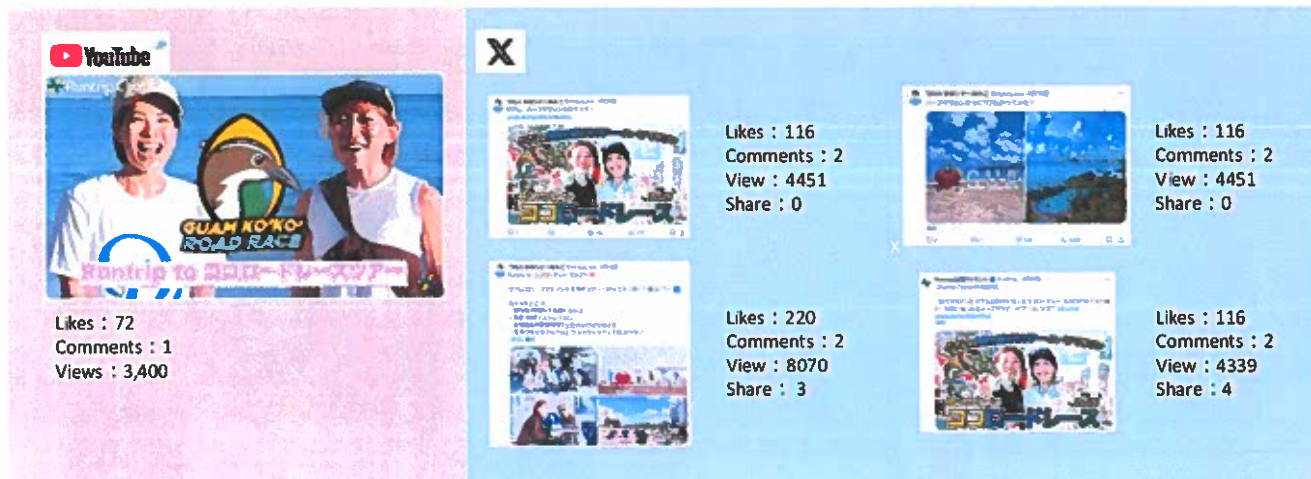
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## KO'KO' ROAD RACE 2025 - HIS



Runtrip and ultra runner Myako made social posts regarding the KoKo Road Race across multiple social media platforms.



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### Comment

- Chairman Yanagisawa
  - Encouraged to begin promoting for next year's Koko Road Race, scheduled for April 12<sup>th</sup>.

## FOOD TRUCK PROGRAM



### Project Overview:

Food trucks serving CHamoru cuisine have launched in Tokyo and Osaka to promote Guam's culture and attract potential travelers.

### April Result

Total unit sold: 434

### Update (Future Schedule):

#### Osaka

5/3–6 Maishima Marche (near Osaka Expo)

5/25 Tsurumi Ryokuchi Flea Market

#### Tokyo

5/29–30 Tokyo Kotsu Kaikan



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## FOOD PROGRAM



### Overview:

A cultural exchange project was held alongside the Ko'ko' Road Race. Food truck chef Daisuke Negishi, who also ran in the race, learned authentic CHamoru cuisine from local chef Casey of Capitol Kitchen to bring the flavors of Guam to Japan.

### Objectives:

- 📍 Position Guam as a gourmet island
- 🍴 Promote CHamoru cuisine as part of Guam's brand
- 🍽️ Broaden the food truck menu

### Action Plan

#### Chef Exchange Program

Invite Guam's Chef Casey to Osaka for a hands-on CHamoru cooking session with Japanese food truck chef Daisuke.

#### CHamoru Food Night – Osaka (July)

Host a special tasting event just before T'way Airlines launches its service, featuring authentic CHamoru dishes.

#### Promotional Outreach

Invite key Japanese media, travel agencies, and influencers to experience and share Guam's unique food culture.

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### Comment

- Chairman Yanagisawa
  - Recommended to hold a culinary event every quarter to support this food truck promotion.

## COCONUT FESTIVAL

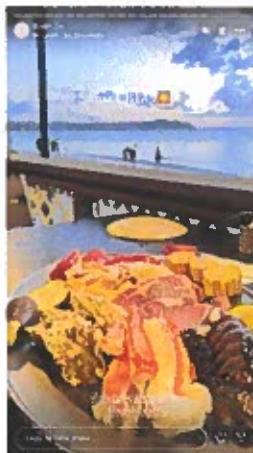


Dates: April 24–28, 2025

### Purpose:

To collect and distribute visual and narrative content designed to drive travel interest ahead of Japan's summer vacation season.

Guests: Onuman and Kana (Travel Influencer) and Mr. Ogawa (GLAM Writer)



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# TVPR DAYDAY



TV Station: NTV (nationwide morning show)

Program: DayDay

Time: Mon ~ Thu/ 9:00~11:10 and Fri, 9:00~10:25

Sanshiro

IG: 32,000/ X: 97,000

Peco

IG: 2,540,000

Broadcasting

- Apr 29 , Apr 30, 2025

Theme of Guam program:

While highlighting that "you can still travel at a great value even under the current circumstances," the program will feature sightseeing spots such as FishEye, the Dededo Morning Market, and the Hoshino Resorts Water Park to name a few.



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## GUAM PAY AND GUAM BONUS PROGRESS



\*Data from Jan 10 to Apr 30, 2025

	GUAM PAY					GUAM BONUS				
	Jan	Jan-Feb	Jan-Mar	Jan-Apr	Increase from last month	Jan	Jan-Feb	Jan-Mar	Jan-Apr	Increase from last month
participating local companies	60	60	63	63	0	54	56	56	57	1
settlement of digital currency (accumulated)	11,123	11,242	12,382	13,005	623	-	-	-	-	-
the total amount of distributed digital currency (accumulated)	\$333,690	\$335,190	\$371,460	\$390,150	\$37,770	-	-	-	-	-
the amount of digital currency utilization (actual)	\$28,464	\$88,394	\$165,287	\$214,768	\$49,481	-	-	-	-	-
the estimated number of users	949	2,946	5,510	7,159	1,649	-	-	-	-	-
the estimated number of users who utilized the system (actual)	-	-	-	-	-	633	1,226	1,994	2,637	643

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## GROUP SUPPORT PROGRAM



- Group support performed steady growth
  - Increased 16 applications and 426 pax
  - Accumulated subsidy is \$87,033 , remaining \$12,193

Subject	MAR. (as of 01 APR.)	APR. (as of 01 May.)	Increased
Total number of groups applying (cumulative)	87	103	16
Total number of groups cancelling (cumulative)	3	3	0
Total Number of Pax (cumulative)	5441	5867	426
Total subsidy amount	\$74,840	\$87,033	\$12,193
ROI	\$13.75	\$14.83	\$1.08

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## OTA TRAVEL.JP



### TOP



### Article page

トラベルJP 旅行ガイド

**グアムに行くなら今、イベントやお得なキャンペーンが盛りだくさん！**

2023年3月28日 19:02  
文: アムステルダム

海外のビーチリゾートへ行きたいけれど、円安でお金がかかるのでなかなか行けない。そんな方におすすめしたいのがグアムです。

グアムの通貨はアメリカドルなので円安の影響を受けてはいますが、グアム自体が日本から近いので航空券代金を抑えられるのが魅力。特にゴールデンウィークや連休を避ければ、航空券とホテルがセットになったパッケージツアーで3万円台という商品が登場することも！ 滞在費がかかる分、航空券と宿泊代

Release date : Mar 27 – Apr11

Number of accesses: 10,075

link clicks: 1,435 CTR : 21.4%

A total of 10,075 PVs were obtained during the article exposure enhancement period (15 days), which greatly exceeded the expected range (about 0.4~07,000 PV). With the publication of this article, we will introduce not only existing spots in Guam but also new spots, "GOGO! I think we were able to expand awareness of the appeal and features of the "GUAM Hafa Adai campaign".

URL:

<https://www.travel.co.jp/guide/article/48842/>

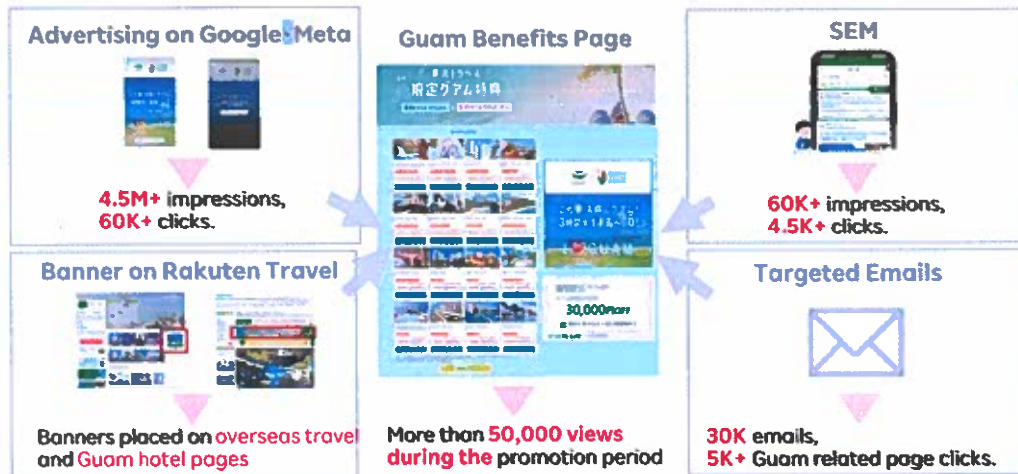
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## OTA RAKUTEN



Period : Mar 5 ~ Apr 30  
Page View: 50,000 views

Promoted traffic to the Guam Benefits Page through advertising. The page featured exclusive coupons, and package plans to incentivise Guam travel bookings.



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## AIRLINE MISSION APRIL 2025



GVB Delegation Advances Air Connectivity and Travel Industry Collaboration in Japan

- A GVB delegation visited Japan on April 17-18, 2025, to strengthen ties with airlines and travel agencies.
- They met with nine major companies to discuss increasing flights, travel demand, and promotional collaborations.



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## T'WAY RESUMPTION PROMOTION IN KIX



### T'Way Air Resumes Kansai–Guam Flights

T'Way Air Resumes Kansai–Guam Flights

Daily service begins July 18, 2025 using a Boeing 737-800

Flight Schedule (Daily)

- TW509: Kansai (KIX) 10:40 → Guam 15:20
- TW510: Guam 16:20 → Kansai (KIX) 19:10

Launch Sale from March 24

- One-way fares from ¥9,000 (limited-time offer)

Promo Video airing at Namba Station (starting April 7), key departure hub for Kansai Airport



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## ONE GUAM MONTHLY MEETING



Meeting Summary – Wednesday, April 23, 2025

- Attendees:
  - Japanese Trade Delegation: 18 people from 10 companies
  - GVB Board Member: Ken Yanagisawa
  - GVB HQ (Online): Mai Perez
  - GVB Japan: Yusuke Akiba, Shoji Nobuyoshi, Masato Wakasugi, Yoshimasa Yanagihara, Taiichi Higuchi, Kiyomi Kawasaki, Samuel Takamatsu
- Key Topics Discussed:
  - Updates on Recovery Committee progress
    - local events, including the upcoming "KO'KO' Street Night Market" launching in July
    - Guam Recovery Program: restoration and beautification of public and private properties
    - Promotional plans under consideration, such as a golf hole-in-one prize campaign
  - GVB Japan's reports on the successful KO'KO' Road Race and updates on the GOGO! GUAM PAY & BONUS programs



Venue: TKP Garden City PREMIUM Kyobashi, Conference Room 22F

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## VISIT USA REGIONAL SEMINAR



### GVB Japan to Join Visit USA Regional Seminars

#### Raising Awareness Among Broader Travel Trade & Media

GVB Japan participated in Visit USA-organized regional seminars—an opportunity to engage with untapped travel professionals and media beyond our usual Guam Network (Roadshow/Seminars).

#### Nagoya Seminar

- Date: Tuesday, May 13
- Venue: Courtyard by Marriott Nagoya
- Total # of participants: ~50

#### Osaka Seminar

- Date: Wednesday, May 14
- Venue: The 33 Sense of Wedding
- Total # of participants: ~70

#### Schedule (Both Locations)

- 10:45 AM – Registration
- 11:00 – 11:45 AM – Seminar
- 11:45 AM – 12:00 PM – Workshop
- 12:00 – 1:00 PM – Lunch
- 1:00 – 3:00 PM – Workshop (continued)



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## T'WAY AIRLINES GUAM SEMINAR



GVB Japan co-hosted seminar to celebrate t' way Airlines' launch of flights to Guam in July

Collaborative effort aimed to strengthen industry ties, increase awareness of the new service, and stimulate Guam-bound bookings from Western Japan.

#### Event Details:

-  Venue: TKP Umeda Shin-Michi Hall 3, Osaka
-  Date: Thursday, May 15
-  Total # of participant: ~60 travel trade professionals

#### Program:

- 1:30 PM | Registration
- 1:40 PM | Presentations by T'way & GVB
- 2:20 PM | Presentations by member companies
- 3:00–3:30 PM | Workshop & Lucky Draw

#### Participating Members:

Crowne Plaza Resort Guam / Dusit Hotels / Fisheye  
Hyatt Regency Guam / Ken Hotels & Resorts



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## EDUCATION FAM MAY 11~15, 2025



### GVB x UA Education FAM May 11-15, 2025



#### Objective

- Promote awareness of Guam as a destination for educational travel, especially for English language learning and hospitality industry experience, targeting Japanese educational institutions and the travel sector.

#### Program Highlights

- Visit to the University of Guam to explore opportunities in the English education program.
- Join a hands-on hospitality/tourism work-experience program at local hotels.

#### Schools Participated:

Oubirin University, Tama University, Tokyo College of Airline, Railway, Hotel, and Theme Park, International Travel Hotel & Bridal Professional Training College

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#### Comment

- Chairman Yanagisawa
  - Western Japan sees Guam as an ideal English-based educational destination.
  - A strong interest in experiential and group travel remains.
  - Management is developing 2 2-month internship program in hospitality and related industries.

**NEW BUSINESS**

- Ms. Nedlic presented the New Business

**SNS/ OTA ALWAYS ON****SNS Ads**

Hafa Adai Campaign Extension Announcement

**OTA/ Metasearch**

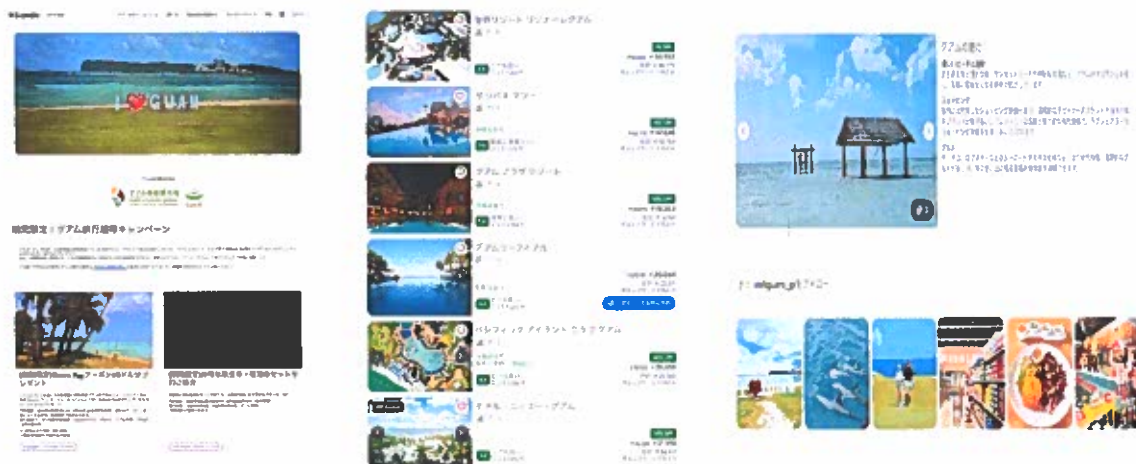
T'way new route launch announcement and promotion of purpose-driven travel.



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**EXPEDIA GUAM PAY**

- Targeting FIT through EXPEDIA
- Book a special room package at Expedia and receive a \$60 Guam Pay.
- Applicable only for reservations of 2 consecutive nights or more.
- Fixed for \$60 per room per multiple occupants.
- Started from May 13 ~ May 31



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## NEWS ON TRADE MEDIA



## EXPEDIA x Guam Pay

## エクスペディア、「グアム旅行超得キャンペーン」を開催

2025年5月13日



エクスペディアは、「グアム旅行超得キャンペーン」を5月6日から31日まで開催する。

航空券とホテルのセット予約が割引となる。高級リゾートリゾートグアムが最大45%、グアムリーフホテルが最大40%、パシフィックアイランドクラブグアムが最大35%が割引となる。旅行期間は10月31日まで。

この他に、グアム政府観光局と提携する「Guam Payクーポン」も提供する。2,000円以上の旅行費で利用可能。旅行期間は5月30日までで、7月17日から8月31日まで有効となる。

Campaign Period: May 6–31, 2025  
Travel Window: Until October 31, 2025

Hotel Discounts (up to):

- 45% off Hoshino Resort Guam
- 40% off Guam Reef Hotel
- 35% off Pacific Islands Club Guam

Bonus Offer by GVB

- \$60 Guam Pay Coupon
- Eligible for 2+ nights
- Valid through September 30 (except July 17–August 31)
- First come, first served

## TV Tokyo Documentary Series



## TV Tokyo Presents: "One Week a Year"

– Filmed Entirely in Guam –

Three couples. Three generations. One island.

A documentary that follows one week in Guam, capturing how travel reveals the evolving meaning of life, love, and connection across generations.

The Couples

- College Students – first overseas trip, full of hope
- Married for 2 Years – confronting growing differences
- Mature Couple – on a gift trip from their son, revisiting the past

Highlights

- GMIF (Guam Micronesia Island Fair) – island culture, art, history
- Optional Tours – nature, adventure, and shared moments
- History & Culture – exploring Guam's layered past and CHamoru heritage

Not just a destination — Guam becomes a turning point.

テレビ東京



Takumi Momose



Tomo Nakai



Misako Renbutsu



Junpei Mizobata

Masanobu  
Katsumura

Yoko Ishino



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## GUAM VARIETY FEATURING WEDDING



A heartwarming spin-off variety program exploring weddings in Guam, woven into the same narrative universe as TV Tokyo's Documentary.

### Overview

- 3 actors & 1 local wedding photographer guide a wedding journey in Guam
- Ceremony at Jewel by the Sea (by Arluis Wedding)
- Features chapels by Arluis & Watabe Wedding
- Includes Chamorro food, activities, and GMIF

### Broadcast Info

- 60-minute program
- Airing July 2025
- On TV Tokyo, BS TV Tokyo
- Streaming via Amazon Prime, TVer, Lemino, U-NEXT
- Streaming: Amazon Prime, TVer, Lemino, U-NEXT



Junpei Mizobata



Tomo Nakai



Takumi Momose



Photographer  
MiYuki

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## ISLAND EVENTS



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



**16TH ANNUAL TALO'FO'FO**  
**BANANA FESTIVAL**  
Ipan Beach Park  
Dates vary between May 9, 2025 - May 11, 2025



**WEEKLY MARKET PLACE (LIMITED TIME)**  
Fish Eye Marine Park  
Recurring weekly on Friday



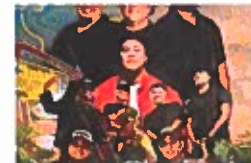
**ROAD TO EIF**  
Plaza De Espana  
May 10, 2025



**2025 WORLD BEE DAY PHOTO CONTEST**  
Chamorro Village Farmer's Pavilion



**16TH ANNUAL HAGAT MANGO FESTIVAL**  
Hagat Sagan Bisita  
Dates vary between May 23, 2025 - May 25, 2025



**CLUTCH MUSIC PRESENTS: ISLAND FEELS IN THE HILLS 2**  
LEOPALACE RESORT GUAM  
May 31, 2025



**SUPERHERO 2K/SK FUN, RUN & WALK**  
Chamorro Village  
May 31, 2025



**ALWAYS FRIDAY**  
Crowne Plaza Resort Guam  
Recurring monthly on the 1st Friday

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# ISLAND EVENTS



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



**10TH ANNUAL GBA/PONY SUMMER BASEBALL & SOFTBALL ACADEMY**  
Okiado Triple JJ Baseball and Softball Fields  
June 16, 2025 - July 18, 2025



**EIE: ELECTRIC ISLAND FESTIVAL**  
Plaza De Espana  
June 21, 2025

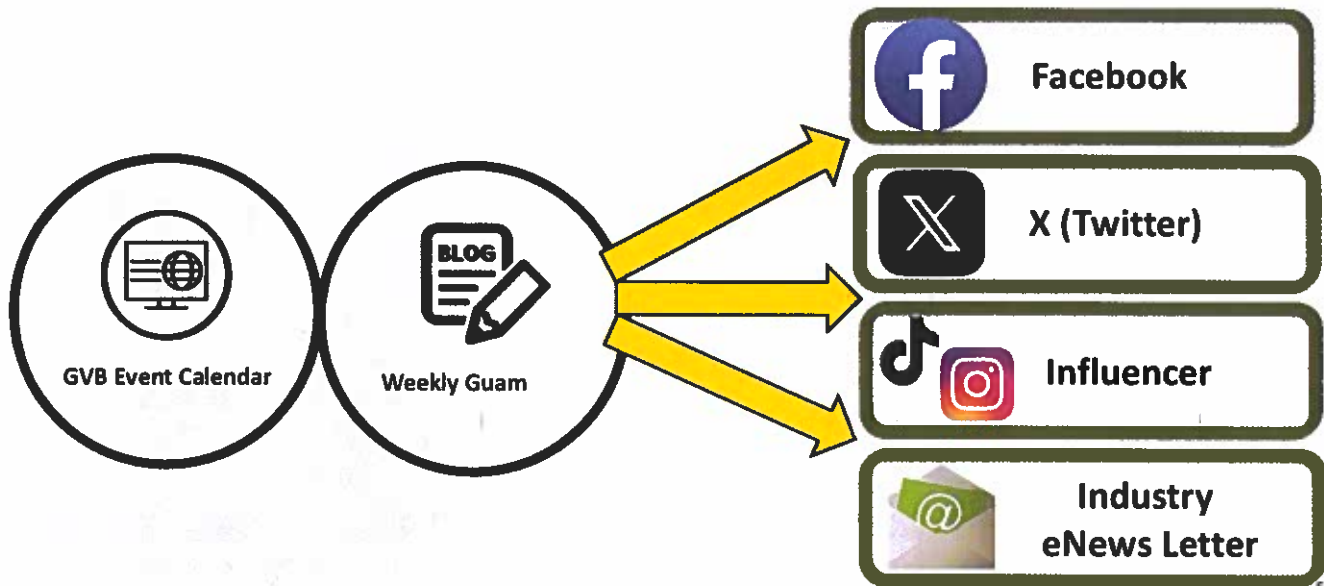


**HAFAALOHA CONCERT SERIES: PART 4**  
July 5, 2025

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# ISLAND EVENTS

## GUAM EVENT INFORMATION DISTRIBUTION FLOW



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## BEACH FLAGS EXHIBITION AT GMIF



A dynamic new event on Guam's iconic white sand — aiming to spotlight beach flags as an internationally recognized sport.

### Special Guests:

Featuring 5 top beach flags athletes, including Shogo Horie (World Champion)

### Event Details:

#### Course Setup & Demo:

- June 7, 2025 (Sat) | ⌚ From 1:00 PM

#### Exhibition Match:

- June 8, 2025 (Sun) | ⌚ From 2:00 PM

### Target:

50 local participants to join this high-energy beach competition



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## TRAVEL EXPO IN UMEDA OSAKA



### GVB Japan at Travel Expo – Umeda, Osaka

Date: Saturday, May 24, 2025

Venue: Knowledge Capital Congress Convention Center, Grand Front Osaka

Organizer: Kansai Airport

### Purpose

Great opportunity to promote T'way Air's Kansai–Guam service and boost demand for summer travel.

### Event Overview

- Expected Visitors: 4,500
- Exhibitors: 75 organizations (incl. United Airlines, T'way, Dusit & Baldyga)

### Guam Promotion Activities

- Guam Seminar: 40 min / ~100 attendees
- Mini PR Stage: 15 min / ~50 participants
- SNS Campaign: Reusable bag giveaway (500 limited)
- Guam Brochures: Distributed to travel agencies



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## KOYAKKI AND MIKI DAIUN



## From YouTube FAM to Product Launch

Successful content-driven exposure leads to a SIT package tour with Lawson Travel.



- Organizer: Lawson Travel
- Dates: May 24–27, 2025
- Content: Includes fan meeting events with Koyakki
- Participants: 41 guests confirmed as of May 2
- GVB Support: Covered only under the Group Support Program, no other sponsorship applies
- Schedule
  - Day 1: Welcome BBQ
  - Day 2: Island sightseeing & lunch and Talk show with Master Frank Rabon and Ms. Nelson
  - Day 3: Free time, Dinner: Buffet & Farewell Event
  - Day 4: Return to Japan

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## FY25 JAPAN MARKETING CALENDAR



	FY25											
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Campaign												
Island event												
Gateway target												
Gen Z/ Millennials + broaden travel lovers via SNS												
Build aspiration via story telling												
Immediate/ middle term conversion												
Immediate sales enhancement												
Culture												

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**Comment**

- Chairman Yanagisawa
  - Participation in this year's JATA Tourism Expo in Nagoya was strongly encouraged.

**ANNOUNCEMENTS**

- The next JMC meeting will be on Tuesday, June 17<sup>th</sup> at 2:00 p.m.

**ADJOURNMENT**

- The meeting was adjourned at 3:18 P.M

**Minutes prepared by:**

  
\_\_\_\_\_  
**Mai Perez, Marketing Manager - Japan**

**Minutes reviewed/  
approved by:**

  
\_\_\_\_\_  
**Regina Nedlic, Senior Marketing Manager - Japan**

**Minutes approved by:**

  
\_\_\_\_\_  
**Margaret Sablan, Acting Director of Global Marketing**