



Exhibit

KOREA MARKETING COMMITTEE (KMC) MEETING MINUTES

Tuesday, October 28, 2025, at 3:30 p.m.

GVB Main Conference Room and Zoom

Zoom Link:

<https://us02web.zoom.us/j/89262397537?pwd=22qPi9GPwQWBbBtZrJMGt6d6dPLCmv.1>

Meeting ID: 892 6239 7537

Passcode: visitguam

**online attendance*

Members Present:

1. Baldyga Group - Annie Joo
2. DON DON DONKI Guam - J. Aguilar*
3. Guam Hana Tour / Korea Guam Travel Association (KGTA) - Jong In Cheong
4. Guam Premier Outlets - Estella E.*
5. Guam Reef Hotel - Akihiko Gondo*
6. Hyatt Regency Guam - Madelaine Cosico*
7. International Dining Concepts, LLC - Julia*
8. Leoplace Guam Resort - Keiko Takano*
9. Lotte Duty Free - Jaejun Lee*
10. Micronesia Mall - Francis Lira*, Anna T*
11. Nissan Rent A Car Guam - James Valencia*
12. Pacific Islands Club - Young Min Kim
13. Sentry Hospitality LLC - Valerie Carbullido*
14. Spa Ayualam (Premier Beauty and Spa Guam, Inc) - Yuta*
15. Stroll - James Rosenberg, Paul Quinto
16. The Tsubaki Tower - JM Suh*
17. The Westin Resort Guam - Yoshi Otani*, JM*, Julia Kim*

Members Absent:

1. 7-Day Supermarket
2. Arluis Wedding
3. Bayview Hotel
4. Crave Group
5. Crowne Plaza Resort Guam
6. Docomo Pacific
7. Dusit Thani Guam Resort
8. Fish Eye Marine Park
9. Goodwind Development Corporation
10. Guam Guam Style Consulting
11. Guam Plaza Resort & Spa
12. Hard Rock Cafe
13. Hilton Guam Resort & Spa
14. Hoshino Resorts RISONARE
15. Hotel Nikko Guam
16. Hotel Tano
17. Jae Yu
18. Japan Buslines
19. Jeju Air
20. Kloppenburg Enterprises
21. Lam Lam Tours (T.P. Micronesia, Inc.)
22. Linden Akademia
23. Lotte Hotel Guam
24. RIHGA Royal Laguna Guam Resort
25. Royal Orchid Guam Hotel
26. Tommy Hilfinger
27. Triple J Enterprises, Inc.
28. Tumon Sands Plaza
29. United Airlines
30. University of Guam



GVB Board/Management/Staff Present:

1. GVB Director, KMC Chairman – Ho Eun*
2. GVB President & CEO – Régine Biscoe Lee
3. GVB Vice President – Gerry Perez
4. GVB Director of Global Marketing – Nadine Leon Guerrero
5. GVB Senior Marketing Manager, Korea – Margaret Sablan
6. GVB Senior Marketing Manager, Korea – Nicole B. Lopez
7. GVB Marketing Manager, Korea – Cierra Sulla
8. GVB Information Technology Assistant – Brian Cha
9. GVB Web & IT Coordinator Assistant – Mike Arroryo*
10. GVB South Korea Country Manager – Jay Park*
11. GVB Korea Office*

31. Valley of the Latte

1. CALL TO ORDER

- KMC Chairman Mr. Ho Eun called the meeting to order at 3:30 pm.

2. REPORT OF COMMITTEE CHAIRMAN

- Chairman Eun shared an update on the upcoming APEC meeting in South Korea, expressing optimism for significant progress in trade and foreign exchange rates. He hopes this will serve better interest for Guam, especially in boosting tourism from Korea and Japan.
- Chairman Eun extended his congratulations to Senior Marketing Manager Mrs. Nicole B. Lopez on her wedding.

3. REPORT OF MANAGEMENT

- Director of Global Marketing, Ms. Nadine Leon Guerrero, reported on a recent meeting with VISA Korea, highlighting a significant increase in visitor spending for 2025, which has doubled since 2019, despite lower visitor arrivals. She mentioned the spending patterns has shifted from luxury goods to food, beverages, and activities.
- President & CEO, Mrs. Régine Biscoe Lee announced a potential collaboration with VISA Korea to sponsor upcoming GVB events. She also noted that VISA Korea is actively working with several local businesses.

REPORT OF MANAGEMENT



GVB MEETING WITH VISA KOREA



- **Date:** October 22, 2025
- **Attendees:** Stanley Kim — Visa Korea Head of Cross-Border Payment, Korea & Mongolia; Guam & Micronesia Market Lead
Daniel Lee — Visa Korea Head of Visa Commercial & Money Movement Solutions Korea & Mongolia
Régine Biscoe Lee — GVB President & CEO
Nadine Leon Guerrero — GVB Director of Global Marketing
Margaret Sablan, Nicole Benavente, Cierra Sulla — GVB Korea marketing team
- **Objectives:** Mr. Kim and Mr. Lee travelled to Guam to meet with local financial institution partners and with Guam Visitors Bureau to discuss ways to [streamline and enhance B2B payment processes](#) between Korea and Guam, and explore opportunities for Visa to [support Guam's small businesses](#)
- **Key Takeaways & Visitor Insights:**
 - Visa cardholder spending on-island in 2025 has [doubled compared to 2019](#)
 - In 2019, top spending category: [luxury goods](#) (e.g. Gucci)
 - In 2025, top spending categories: [Food & Beverage](#) (e.g. Longhorn Steakhouse) and [Activities](#)
- **Future Collaboration & Opportunities:**
 - Since signing an [MOU with Visa Korea on March 19, 2024](#), GVB has conducted several [successful co-op campaigns](#) with Visa, paving the way for additional partnership with major financial institutions such as [Shinhan Card](#)
 - GVB invited Visa Korea to consider [sponsoring a GVB signature event](#), such as the Ko'ko' Road Race or Tumon Night Market, to deepen the collaboration and support local merchants
 - Visa Korea will maintain close communication with [GVB HQ](#) and [GVB Korea](#) for future opportunities, such as an [on-island lounge, co-op promotions, and marketing partnerships](#).

- Senior Marketing Manager Mrs. Margaret Sablan presented the latest arrival numbers.

August 2025



August 1-31, 2025

Total: 78,918 (49.4% of 2019)

% Market Mix	Origin	2019	2024	2025	% of 2019
48.8%	Korea	65,333	28,731	38,476	58.9%
37.0%	Japan	75,630	26,156	29,168	38.6%
7.0%	US/Hawaii	7,095	6,255	5,526	77.9%
1.5%	Philippines	408	1,148	1,170	286.8%
1.1%	Taiwan	2,730	178	866	31.7%
0.6%	China	976	514	501	51.3%
0.1%	Hong Kong	191	79	62	32.5%

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

September 2025



September 1-15, 2025

Total: 29,938 (42.6% of 2019)

% Market Mix	Origin	2019	2024	2025	% of 2019
47.2%	Korea	30,508	12,245	14,133	46.3%
35.7%	Japan	32,709	8,039	10,676	32.6%
9.6%	US/Hawaii	2,769	2,780	2,872	103.7%
1.6%	Philippines	581	400	488	84.0%
0.8%	Taiwan	1,134	82	241	21.3%
0.4%	China	299	99	111	37.1%
0.1%	Hong Kong	186	24	26	14.0%

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

Note: September 2025 Daily Arrivals reflect Civilian Air arrivals only



Calendar Year to Date 2025



January - September 15, 2025

Total: 525,595 (45.2% of 2019)

% Market Mix	Origin	2019	2024	2025	% of 2019
46.8%	Korea	521,368	275,645	246,153	47.2%
33.1%	Japan	476,952	145,814	173,900	36.5%
11.2%	US/Hawaii	68,180	63,888	58,673	86.1%
1.9%	Philippines	13,614	9,134	10,051	73.8%
1.2%	Taiwan	21,047	2,271	6,229	29.6%
0.6%	China	8,718	3,628	3,399	39.0%
0.1%	Hong Kong	4,208	515	529	12.6%

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

Note: September 2025 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2025



October 2024 – September 15, 2025

Total: 700,851 (44.8% of 2019)

% Market Mix	Origin	2019	2024	2025	% of 2019
47.2%	Korea	703,435	378,765	330,952	47.0%
32.8%	Japan	637,735	196,387	229,746	36.0%
11.0%	US/Hawaii	90,778	83,910	77,060	84.9%
2.0%	Philippines	20,017	12,782	14,008	70.0%
1.1%	Taiwan	27,335	2,792	7,433	27.2%
0.6%	China	12,060	4,556	4,381	36.3%
0.1%	Hong Kong	6,236	754	693	11.1%

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

Note: September 2025 Daily Arrivals reflect Civilian Air arrivals only

- Mrs. Sablan reported 752,479 arrivals for FY2024, representing 46.2% of 2019. While only arrivals up to September 15 are currently available, the GVB research department projects a slight decrease of under 2%.

4. MARKET UPDATES

- Mrs. Sablan presented the travel trade update in Korea and the airline schedule for, October, November and December.

MARKET UPDATES



TRAVEL TRADE ISSUE: AIR SEOUL & AIR BUSAN RESUME KOR-GUM ROUTE

Air Seoul and Air Busan resumed flights between Incheon & Busan and Guam starting October 26, three years after suspending the service in 2022 due to the COVID-19 pandemic.



AIR SEOUL

Flight Details

- RS101: Oct 26, 2025 – Mar 28, 2026
- RS103: Nov 15, 2025 – Dec 31, 2025
- RS105: Nov 15, 2025 – Dec 31, 2025



AIR BUSAN

Flight Details

- BX614: Oct 26, 2025 – Mar 28, 2026
- BX618: Nov 1, 2025 – Dec 31, 2025

MARKET UPDATES



TRAVEL TRADE ISSUE: AIR SEOUL & AIR BUSAN RESUME KOR-GUM ROUTE

Guam Visitors Bureau and Guam International Airport Authority greeted the Air Seoul & Air Busan flights for their early morning arrival on August 27, providing the passengers and crew with promotional giveaways, Guam drive maps, etc.



- Mrs. Sablan announced that the GVB team welcomed the inaugural flights of Air Seoul and Air Busan. Air Seoul's flight was nearly full, with 194 visitors, achieving approximately 98% capacity. Air Busan's flight had 85 visitors out of 232 seats, resulting in about 41% occupancy.
- Mrs. Sablan thanked GIAA for their collaboration and the water salute provided for both planes.

MARKET UPDATES



TRAVEL TRADE ISSUE: KOREA'S TRAVEL BAN FOR CAMBODIA AMID KIDNAPPING AND JOB SCAM CASES

The Foreign ministry has issued the Level 4 travel ban, the highest in the four-scale travel warning system, on some parts of Cambodia amid growing concerns over a widening job scam crisis involving the trafficking and torture of South Korean nationals.



Current Status

- A sharp rise in cases being lured to Cambodia under fake job offers or travel promises, then abducted or coerced into working in online scam centers.
- According to South Korea's foreign ministry and media, reported kidnapping/confinement cases of Korean nationals in Cambodia soared from 17 in 2023, to 220 in 2024, and to around 330 by August 2025.
- Many of those trapped are then forced into cyber-fraud operations (e.g., "pig-butcher" crypto scams, investment fraud) under iron-fisted control, restricted movement, threats and violence.



Travel anxiety is being widespread across Southeast Asia, prompting Korea's Foreign ministry to impose travel bans on high-risk areas; as a result, major travel agencies have suspended Cambodian routes, with overall traveler demand to the region showing a noticeable decline.

MARKET UPDATES



AIRLINE SCHEDULE - OCTOBER

• Incheon - Guam

*Airline schedule is flexible, subject to change.

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	10,365
	KE423	DAILY	18:40	00:10+1	10,276
	KE8425*	DAILY	17:15	22:45	6,055
Jeju Air	7C3101**	DAILY	10:40	16:05	1,890
	7C3107***	DAILY	20:20	02:00+1	2,079
Jin Air	LJ913	DAILY	09:20	14:45	5,859
	LJ917	DAILY	20:50/19:35	02:30+1/01:15+1	5,859
	LJ919****	DAILY	17:35	23:10	3,402
T'way Air	TW505*****	DAILY	09:00	14:30	3,591
Air Seoul	RS101*****	DAILY	19:30	01:00+1	1,270
TOTAL					50,646

*KE8425: Oct 1-12, Suspension

**7C3101: Oct 11 -, Suspension

***7C3107: Oct 12 -, Suspension

****LJ919: Oct 1 - Oct 13, Suspension

*****TW505: Oct 20 - Oct 25, Suspension

*****RS101: Oct 26 -, Operation/Daily

From October 26, the flight number
changed KE421 → KE415
KE423 → KE417

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921	Daily	21:00	02:00+1	5,859
Korean Air	KE2259*	Daily	20:55/21:05/21:10	02:10+1/02:20+1/ 02:25+1	5,606
Air Busan	BX614**	Daily	21:30	02:30+1	1,392
TOTAL					12,857

*KE2259: Daily / Departure and Arrival time varies

** Air Busan: Oct 26 -, Operation/Daily



TOTAL OUTBOUND
SEAT CAPACITY
(OCTOBER):

63,503 SEATS

MARKET UPDATES



AIRLINE SCHEDULE - NOVEMBER

• Incheon - Guam

*Airline schedule is flexible, subject to change.

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE415	DAILY	09:45	15:15	9,670
	KE417	DAILY	18:40	00:10+1	10,046
	KE8425	DAILY	17:15	22:45	9,720
Jin Air	LJ913	DAILY	09:20	14:45	5,670
	LJ917	DAILY	20:50/19:35	02:30+1/01:15+1	5,670
	LJ919	DAILY	17:35	23:10	5,670
T'way Air	TW505*	DAILY	20:00	01:20+1	2,835
Air Seoul	RS101	DAILY	19:30	01:00+1	6,375
	RS103**	DAILY	8:10	13:40	3,395
	RS105***	DAILY	11:00	16:30	3,170
TOTAL					62,221

*TW505 (20:00-01:20+1): Nov 15 - Operation/Daily

RS103 & *RS105: Nov 15 - Operation/Daily

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921	Daily	21:00	02:00+1	5,670
	LJ923*	Daily	21:25	02:20+1	1,134
Korean Air	KE2259	Daily	20:25/20:55	01:30+1/02:10+1	5,400
Air Busan	BX614	Daily	21:30	02:30+1	6,960
	BX618**	Daily	19:50	01:10+1	6,600
TOTAL					25,764

*LJ923: Nov 1 - Nov 14 Suspension

** BX618: Nov 1 - Dec 31, Operation/Daily



TOTAL OUTBOUND
SEAT CAPACITY
(NOVEMBER):

87,985 SEATS

MARKET UPDATES



AIRLINE SCHEDULE - DECEMBER

• Incheon - Guam

*Airline schedule is flexible, subject to change.

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE415	DAILY	09:45	15:15	10,478
	KE417	DAILY	18:40	00:10+1	10,476
	KE8425	DAILY	17:15	22:45	10,044
Jin Air	LJ913	DAILY	09:20	14:45	5,859
	LJ917	DAILY	20:50/19:35	02:30+1/01:15+1	5,859
	LJ919	DAILY	17:35	23:10	5,859
T'way Air	TW505	DAILY	20:00	01:20+1	5,859
Air Seoul	RS101	DAILY	19:30	01:00+1	6,045
	RS103	DAILY	8:10	13:40	6,045
	RS105	DAILY	11:00	16:30	6,045
TOTAL					72,569



TOTAL OUTBOUND
SEAT CAPACITY
(DECEMBER):

100,855 SEATS

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921	Daily	21:00	02:00+1	5,859
	*LJ923	Daily	21:25	02:20+1	2,835
Korean Air	KE2259	Daily	20:25/20:55	01:30+1/02:10+1	5,580
Air Busan	BX614	Daily	21:30	02:30+1	7,192
	BX618**	Daily	19:50	01:10+1	6,820
TOTAL					28,286

*LJ923: Dec 1 - Dec 15, Operation/Daily
** BX618: Nov 1 - Dec 31, Operation/Daily

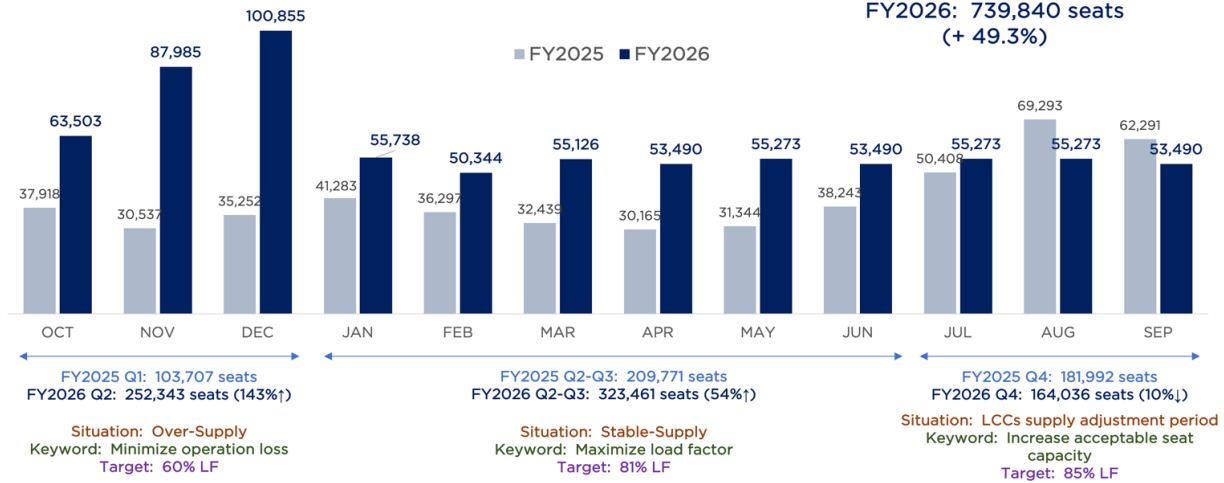
- Mrs. Sablan highlighted that December 2025 marks an unprecedented peak in seat capacity, surpassing even 2019 levels. She attributed this surge to various factors, including the realignment of Korean Air and Asiana Airlines. While acknowledging that this level of seat capacity is unsustainable long-term, she emphasized the efforts being made in the Korean market to capitalize on these available seats through intensive marketing plans.
- Mrs. Sablan presented the airline supply comparison for FY2025 vs FY2026.

MARKET UPDATES



AIRLINE SUPPLY COMPARISON FY2025 vs. 2026 (as of 2025 October)

FY2025: 495,470 seats
FY2026: 739,840 seats
(+ 49.3%)



- Chairman Eun acknowledged that the last quarter of the fiscal year was unexpectedly impacted by a requirement from the Korean Government. He urged the committee members not to be disheartened and to focus on improving performance in the first quarter of FY2026.
- Mrs. Sablan presented the competitive destination update.

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Saipan: Specific Issue

- N/A

Airline Operation Status		
ICN - SPN	FREQUENCY	7/W
PUS - SPN	FREQUENCY(Charter)	3/W



Hawaii : Specific Issue

- As part of the Korean Air and Asiana Airlines merger, the Incheon-Honolulu route will be transferred to another airline starting as early as the first half of next year to prevent a monopoly.

Airline Operation Status		
ICN - HNL	FREQUENCY	21/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Thailand: Specific Issue

- N/A

Airline Operation Status		
ICN	FREQUENCY	184/W
	DESTINATIONS	BKK, HKT, CNX, DMK
PUS	FREQUENCY	7/W
	DESTINATIONS	BKK, CNX
TAE	FREQUENCY	7/W
	DESTINATIONS	BKK
TOTAL FLIGHT OPERATION		198/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Philippines: Specific Issue

- Aero K Airlines is accelerating efforts to launch and grow international routes, including the Cheongju-Cebu service, following the introduction of its eighth Airbus A320 aircraft.

Airline Operation Status		
ICN	FREQUENCY	170/W
	DESTINATIONS	MNL, CRK, KLO, TAG, CEB
PUS	FREQUENCY	44/W
	DESTINATIONS	MNL, CEB, CRK, TAG,
CJJ	FREQUENCY	4/W
	DESTINATIONS	CRK, CEB
TOTAL FLIGHT OPERATION		218/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Vietnam: Specific Issue

- Jeju Air will launch a new Busan-Phu Quoc route, operating daily flights from December 17, 2025 to March 2, 2026.

Airline Operation Status		
ICN	FREQUENCY	320/W
	DESTINATIONS	DAD, CXR, SGN, HAN, HPH, PQC
PUS	FREQUENCY	126/W
	DESTINATIONS	DAD, CXR, SGN, HAN, PQC
TAE	FREQUENCY	14/W
	DESTINATIONS	DAD, CXR
CJJ	FREQUENCY	26/W
	DESTINATIONS	DAD, CXR
TOTAL FLIGHT OPERATION		486/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Japan: Specific Issue

- Aero K Airlines plans to launch new routes from Incheon to Obihiro and Ibaraki starting November 11 and 12, respectively. By expanding operations beyond Cheongju to Incheon, the airline aims to strengthen its dual-base strategy and make travel to eastern Japan more convenient for passengers in the Seoul metropolitan area.

Airline Operation Status		
ICN	FREQUENCY	1,413/W
	DESTINATIONS	NRT, HND, KIX, FUK, NGO, CTS, OKA, KMI, TAK, KOJ, OKJ, YGJ, KIJ, AOJ, KMI, KMQ, UBJ, MYJ, FSZ, OIT, KKJ, SDJ, HIJ, HSG, SHI, AKJ, OBO, TKS, UKB, ISG, HKD, NGS, TOY, AOJ
GMP	FREQUENCY	172/W
	DESTINATIONS	NGO, HND, KIX
PUS	FREQUENCY	493/W
	DESTINATIONS	NRT, KIX, FUK, CTS, NGO, MYJ, OKA, AKJ, KMJ
TAE	FREQUENCY	35/W
	DESTINATIONS	NRT, KIX, FUK, CTS, AKJ
CJJ	FREQUENCY	13/W
	DESTINATIONS	KIX, NRT, FUK, CTS, IBR, NGO, OBO
CJU	FREQUENCY	3/W
	DESTINATIONS	KIX, NRT
TOTAL FLIGHT OPERATION		2,129/W

- Chairman Eun acknowledged that this could represent a record high for total flight operations from Japan.

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



China: Specific Issue

- N/A

Airline Operation Status		
ICN	FREQUENCY	779/W
	DESTINATIONS	PEK, PVG, TSN, CAN, SHE, SZX, DLC, NKG, TAO, MDG, XIY, YNZ, YNJ CGQ, TFU, CKG, CGO, XMN, HGH, KWL, DYG, YNT, WUX, CSX, HRB, WEH, KMG, YTY, JMU, SJW, SYX, TNA, WUH, HAK, WNZ, TNA, PKX, YIH, HET, HFE
GMP	FREQUENCY	49/W
	DESTINATIONS	PEK, PXX, SHA
PUS	FREQUENCY	59/W
	DESTINATIONS	PEK, PVG, SHE, TAO, YNJ, DYG, SYX, XIY, TNA
TAE	FREQUENCY	11/W
	DESTINATIONS	DYG, PVG, YNJ, TXN
CJJ	FREQUENCY	15/W
	DESTINATIONS	KWE, DYG, CGO
CJU	FREQUENCY	105/W
	DESTINATIONS	PEK, PVG, TSN, CSX, NTG, DLC, NKG, NGB, SHE, HGH, CGQ, CGO, HFE, PKX, KHN, XIY, SZX, DYG
TOTAL FLIGHT OPERATION		1,018/W

5. OLD BUSINESS

- Mrs. Lopez presented the accomplished marketing projects.

OLD BUSINESS



FY2025 ACCOMPLISHED PROJECT: WHITE OPEN SEOUL OFFLINE EVENT

- Period: September 27 – September 28, 2025 (10:00 – 20:00)
- Location: Some Yevit, Banpo-gu, Seoul, Korea
- Target: Sports Market/Tennis Players/FITs/General consumers
- No. of Visitors: Total of 10,885pax (Day 1: 5,126pax & Day 2: 5,759pax)
- Summary:



- Participated in FILA's sporting event to enhance brand visibility and engagement through strategic on-site activation.
- Leveraged the event as a platform for media exposure and consumer interaction by conducting SNS follow and mini-game events, and distributing branded sports giveaways such as tennis balls, towels, and string backpacks.
- Strengthened industry connections and reinforced Guam's positioning within the sports and lifestyle segment through collaboration with a leading global sports brand.

Sketch Photos of 2025 FILA WHITE OPEN SEOUL



OLD BUSINESS



FY2025 ACCOMPLISHED PROJECT: ED:M EDUCATION FAIR

- Period & Time: October 18 – October 19, 2025 (11:00 – 17:00)
- Venue: COEX The Platz (2F), Seoul, Korea
- Booth: (1) standard booth (Table)
- GVB Co-Exhibitors: University of Guam, Pacific Islands Club Guam, Hotel Nikko Guam, Westin Resort Guam, Leoplace Resort Guam, Hilton Guam Resort & Spa, Tsubaki Tower
- Results: 4,500 visitors (1st Day: 2,500 pax / 2nd Day: 2,000 pax) & 132 Companies & 170 Booths
- Summary & Comments:
 - Operated a standard booth strategically positioned near the main entrance to maximize foot traffic.
 - Promoted language schools and study programs, universities and hotels in Guam, emphasizing its safety and short distance from Korea.
 - The majority of attendees were parents (54%), expressing strong interest in counseling and consultations, highlighting their strong influence in decision-making.
 - Social media follow event and survey events were conducted to gather information about the visitors and their preferences.
 - This year's participants showed a much higher interest in long-term study plans (over a year).
 - Given the visitors' interest and survey results, it is recommended to exhibit more of a variety in Guam's study program brochures.

2025 ed:m International Education Fair Sketch Photos



- Mrs. Lopez recognized and thanked the companies who coexhibited with GVB for the ed:m education fair.

6. NEW BUSINESS

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

NEW BUSINESS



FY2026 UPCOMING PROJECT: TRAVEL TRADE SUPPORT

- **Period & Time:** October – December 2025
- **Channel:** Korean Air, Jin Air, Air Busan, T'way Air
- **Summary:**

-Korean Air: Promote Korean Air exclusive events, giving out 10% discount coupons for flight purchases and prizes for event participants
 -Jin Air: Offer discount code up to 20%, promoting various departure options from Incheon and Busan, targeting families with children who have winter vacation
 - Air Busan: Discounts for air flights to Guam (2 per account), and promote via Google/Instagram ads, Kakao push, Seomyeon Station DID & other OOH, while also designing Air Busan x Guam edition key rings
 - T'way: B2B promotion ongoing from Oct – Dec

- **Period & Time** October – December, 2025
- **Channel:** TA channel (Hana Tour, YB Tour, Mode Tour, Verygood Tour, Nol etc.)

■ Summary

- Kids Fly Free Promotion: Collaborate with all five TAs to promote free flight tickets for children. Channels include SSG, G market, Lotte On, 11st Street, and the TA channels
- Influencer Co-op: Partner with Hana Tour, Mode Tour, YB Tour, and Nol to co-op with Instagram and Youtube influencers, along with show hosts to launch live promotions
- OTA 1+1: Co-promote with Nol Universe to provide 50 % flight discount on Yanolja and Interpark

Airline Promotion

KOREAN AIR

- Period: Nov 20 – Jan 21, 2026
- Channel: Korean Air channels
- Promotion Type: B2C Promotion

JIN AIR

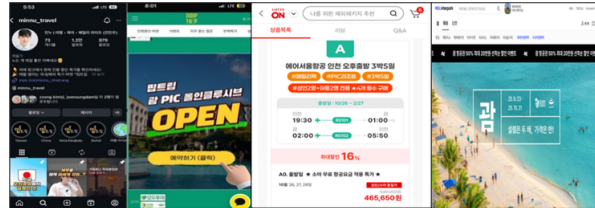
- Period: Nov 3 - 30, 2025
- Channel: Jin Air channels
- Promotion Type: B2C Promotion

AIR BUSAN

- Period: Oct 22 - 31, 2025
- Channel: Air Busan channels
- Promotion Type: B2C Promotion



TA Promotion



NEW BUSINESS



FY2026 UPCOMING PROJECT: FY2026 Q1 ONLINE PROMOTION

- Period: November 14 – December 5, 2025
- Channel: GVB Korea online promotion microsite (visitguamkr.com)
- Promotion Name: Summer Christmas in Guam
- Objective:
 - To promote year-end travel to Guam along with travel benefits such as hotel promotions
 - To promote expanded flight options and highlight Guam's unique offerings through engaging and interactive content
- Scheme
 - Online promotion to leverage year-end travel to Guam including consumer event, Hotel promotions, flight schedules and Christmas themed attractions in Guam



NEW BUSINESS



FY2026 UPCOMING PROJECT: AIR SEOUL “2026 STRATEGIC MANAGEMENT SEMINAR IN GUAM”

- **Period:** November 20 (Thu) – November 22 (Sat), 2N3D
- **Airline:** Advance Team: ICN-GUM: November 20, 2025 (Thu) – November 22, 2025 (Sat), 2N3D
Main Delegation: ICN-GUM: November 21, 2025 (Fri) – November 22, 2025 (Sat), 1N2D
- **No. of Pax:** 17pax (CEO and Executives)
- **Main Program:** Seminar & Inspection
DAY 1: Arrive in Guam / Seminar preparation
DAY 2: Seminar
DAY 3: Golf Course & Optional Tours Inspection / Return to Korea
- **Air Seoul Operation Plan:** RS101 - Oct 26, 2025 - Mar 28, 2026 (ICN GUM 19:30-01:00+1)
RS103 - Nov 15, 2025 -Dec 31, 2025 (ICN GUM 08:20-13:40)
RS105 - Nov 15, 2025 -Dec 31, 2025 (ICN GUM 11:00-16:30)



NEW BUSINESS



FY2026 UPCOMING PROJECT: GUAM INTERNATIONAL DANCE FESTIVAL (GIDF)

- Period: December 6 & December 7, 2025
- Location: Pleasure Island, Tumon, Guam
- Objective:
 - To elevate the artistic value and global recognition of the Guam International Dance Festival through a special collaboration with a leading Korean dance group
 - To showcase Guam as a creative and culturally inspiring destination through dynamic stage performances blending contemporary and local artistry
 - To amplify Guam's cultural storytelling by creating visually compelling and emotionally resonant performance content
- Scheme
 - Showcase festival that brings together dancers around the world to celebrate cultural heritage, creative expression, and artistic excellence.
 - Collaborate with NPher to participate as a guest performer at GIDF
 - Present a special stage that integrates Korean contemporary choreography with Chamorro traditional dance elements



- Mrs. Lopez announced that registration for GIDF closes on October 29, 2025. She encouraged those interested to sign up and get more information on the GVB website at <https://www.visitguam.com/gidf/>.
- Mrs. Lopez presented the FY2026 Budget Summary.

BUDGET SUMMARY



FY2026 Korea Marketing Budget \$5.5M + \$554K						
Pgrm Code	Account Title	Budget	Paid	Committed	Remaining \$	Remaining %
ADMIN	South Korea Country Manager	\$ 100,800.00	\$ -	\$ 100,800.00	\$ -	0.00%
PRE001	Marketing Representative Fees	\$ 396,000.00	\$ -	\$ 396,000.00	\$ -	0.00%
SMD019	Travel Agent Co-Ops & Sales Calls	\$ 1,095,000.00	\$ -	\$ -	\$ 1,095,000.00	100.00%
AIP0024a	Airline Co-op Promotions	\$ 1,582,000.00	\$ -	\$ -	\$ 1,582,000.00	100.00%
DIG001	Social Media and Digital Media Buys	\$ 590,000.00	\$ -	\$ -	\$ 590,000.00	100.00%
ADV011	Public Relations, Advertising, and Media Tie-ins	\$ 650,000.00	\$ -	\$ -	\$ 650,000.00	100.00%
TTC018	Familiarization Tours	\$ 120,000.00	\$ -	\$ -	\$ 120,000.00	100.00%
SMD023	Sales Market Development	\$ 1,520,200.00	\$ -	\$ 8,300.00	\$ 1,511,900.00	99.45%
BUDGET GRAND TOTAL		\$ 6,054,000.00	\$ -	\$ 505,100.00	\$ 5,548,900.00	91.66%

FY2026 Korea Airline Subsidy Program \$5.4M						
Pgrm Code	Account Title	Budget	Paid	Committed	Remaining \$	Remaining %
AIP0024b	Airline Subsidy Support FY2026	\$ 5,400,000.00	\$ -	\$ -	\$ 5,400,000.00	100.00%
BUDGET GRAND TOTAL		\$ 5,400,000.00	\$ -	\$ -	\$ 5,400,000.00	100.00%

- For Fiscal Year 2026, GVB management has allocated \$5.5 million for Korea marketing. With a carry-forward of \$554,000 from FY2025, the total Korea marketing budget exceeds \$6 million. Additionally, GVB management has allocated \$5.4 million to the Korea Airline subsidy program for FY2026.

7. ANNOUNCEMENTS

- Next Meeting: Tuesday, November 18, 2025, at 3:30 pm (subject to change)

COMMITTEE DISCUSSION:

Accessible Public Restrooms

- Jong In Cheong (Guam Hana Tour and the Korea Guam Travel Association (KGTA)) announced that Guam Hana Tour was ranked #1 in the America and South Pacific division in September. He shared concerns from Hana Tour tour guides and customers regarding the lack of accessible public restrooms. Approximately 6,000 guests monthly, including 2,000 from Hana Tour and 4,000 from other companies, frequent the Plaza de Espana but lack access to open public restrooms. He requested GVB's support to address this issue.



- Mrs. Lee agreed to contact the Archdiocese of Hagatna, Guam Museum/Chamorro Village, Angel Santos Memorial - Latte stone park, and the Guam Congress Building regarding restroom access and offered to provide bathroom supplies if needed. She also noted that GVB has expanded its Visitor Safety Officer program to Hagatna and other high-traffic tourist areas and will gather feedback on the condition of restrooms in those locations. Chairman Eun expressed a desire to further discuss elevating the standard of public restrooms to improve public perception. Young Min Kim (Pacific Islands Club) requested flyers indicating public restroom locations across the island for tourists.

8. ADJOURNMENT

- Chairman Eun adjourned the meeting at 4:00 pm.

Minutes Prepared By:

Cierra Sulla, Marketing Manager – Korea

Minutes Reviewed By:

Margaret Sablan, Senior Marketing Manager – Korea

Minutes Approved By:

Mark Manglona, Acting Director of Global Marketing