

# Guam Visitors Bureau Membership Meeting

May 15, 2025

# Call To Order



**Board Director and Membership Chairwoman**  
**Michelle Merfarlen**



## GVB MEMBERSHIP MEETING AGENDA

### CALL TO ORDER

Michelle Merfalen, Membership Committee Chair

### RECOVERY COMMITTEE UPDATE

Mr. Mark Baldyga, Recovery Committee Chair

### SOURCE MARKET SURVEY

Mr. Chris Kam, President & COO  
TravelTrak America an Omnitrak Company

### MANAGEMENT REPORT

Régine Biscoe Lee, President & CEO

### ADJOURNMENT

# Recovery Committee Update

**Mark Baldyga**

**Recovery Committee Chairman**







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### ADJOURNMENT

# Source Market Survey

**Chris Kam**

TravelTrak America an Omnitrak Company







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Régine Biscoe Lee, President & CEO

### ADJOURNMENT

# Report of Management

President & CEO Régine Biscoe Lee





# April 2025



April 1-30, 2025

Total: 50,558 (42.4%)

% Market Mix	Origin	2019	2024	2025	% of 2019
43.1%	Korea	54,072	28,981	21,777	40.3%
33.9%	Japan	47,388	13,937	17,139	36.2%
11.5%	US/Hawaii	7,044	6,185	5,823	82.7%
3.4%	Philippines	2,432	1,072	1,705	70.1%
1.4%	Taiwan	2,275	341	700	30.8%
0.6%	China	737	350	319	43.3%
0.2%	Hong Kong	593	46	95	16.0%

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

Note: April 2025 Daily Arrivals reflect Civilian Air arrivals only

# Calendar Year to Date 2025



January – April 30, 2025

Total: 239,076 (43.4%)

% Market Mix	Origin	2019	2024	2025	% of 2019
45.1%	Korea	236,883	150,250	107,895	45.5%
35.7%	Japan	237,157	73,083	85,377	36.0%
10.5%	US/Hawaii	32,310	28,985	25,064	77.6%
2.0%	Philippines	6,355	4,329	4,695	73.9%
1.1%	Taiwan	9,233	1,270	2,598	28.1%
0.7%	China	5,344	1,837	1,686	31.5%
0.1%	Hong Kong	2,208	215	245	11.1%

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

Note: April 2025 Daily Arrivals reflect Civilian Air arrivals only

# Fiscal Year to Date 2025



October 2024 – April 30, 2025

Total: 413,927 (43.5%)

% Market Mix	Origin	2019	2024	2025	% of 2019
46.6%	Korea	418,950	253,370	192,693	46.0%
34.1%	Japan	397,940	123,656	141,034	35.4%
10.5%	US/Hawaii	54,908	49,007	43,295	78.9%
2.1%	Philippines	12,758	7,977	8,652	67.8%
0.9%	Taiwan	15,521	1,791	3,802	24.5%
0.6%	China	8,686	2,765	2,668	30.7%
0.1%	Hong Kong	4,236	454	409	9.7%

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

Note: April 2025 Daily Arrivals reflect Civilian Air arrivals only



**Destination**



# FRIDAY EVENTS



## FISH EYE FRIDAY

### MARKET PLACE

#### EVERY FRIDAY

For a limited time, Fish Eye is hosting a Friday Market Place to showcase local vendors and small businesses set inside the Island Cultural Dinner Show venue.

Every Friday evening in May, **dine-in guests** can enjoy:

- A curated shopping experience with rotating local vendors
- Fish Eye's signature Island Cultural Dinner Show
- One complimentary Fish Eye photo souvenir with each booking

**BOOK NOW 671.475.7777**

  FISHEYEGUAM

Every Friday



## Always FRIDAY

Recurring monthly on the 1<sup>st</sup> Friday

Live Music - Bazaar - BBQ - Limited Edition  
Merch –  
Custom Brewed IPA  
FREE ENTRY

# MAY EVENTS



QR CODE

GUAM BEEKEEPERS ASSOCIATION

21<sup>st</sup>  
MAY 2025



World Bee Day

Chamorro Village Farmer's Pavillion

4 - 8 pm

Education • Honey • Bees

May 21

May 23-25

UNIVERSITY OF GUAM

FRIDAY, MAY 23, 2025  
6 PM - 10 PM  
SATURDAY, MAY 24, 2025  
10 AM - 10 PM  
SUNDAY, MAY 25, 2025  
10 AM - 10 PM  
*Sagan Bisita*

16th Annual  
**HÅGAT**  
mango  
festival



HÅGAT MAYOR'S OFFICE

SATURDAY, MAY 17, 2025  
• 4 PM SHOW • 5 PM GO

Pre-Registration:  
• \$15 - Per Runner  
• \$50 - Family of 4  
Race Day Registration:  
• \$20 - Per Runner

FIRST 200 FINISHERS RECEIVE A T-SHIRT

16th Annual  
**HÅGAT MANGO**  
**SUNSET**  
2k/5k  
run-walk

Logos of sponsors including University of Guam, Budweiser, SPPC, K, LPS, 76, ARTS, Coca-Cola, GUAM VISITORS BUREAU, and others.

May 17



UNIVERSITY OF GUAM  
COOPERATIVE EXTENSION  
& OUTREACH

The Value-Added Foods Program Presents:

**Breadfruit Flour  
Workshop**

With food scientist Dr. Jian Yang and extension associates Clarissa Barcinas and Elaine De Leon

9 a.m. - Noon | Saturday, May 24, 2025  
University of Guam Agriculture & Life Science Bldg.  
Registration Fee: \$15

**Why use breadfruit flour?:**

- Low-glycemic index (diabetic friendly)
- Gluten-free
- High fiber
- A complete protein (all essential 9 amino acids)
- Versatile nutty flavor

**Featured recipes:**

- Breadfruit flour pancakes
- Breadfruit flour mochi
- Breadfruit flour tortillas

**REGISTER HERE!**  
  
<https://url.uog.edu/breadfruit-flour>

For more information:  
Clarissa Barcinas | (471) 735-2041 | cbarcinas@triton.uog.edu

May 24



# MAY EVENTS



May 31





# JUNE EVENTS



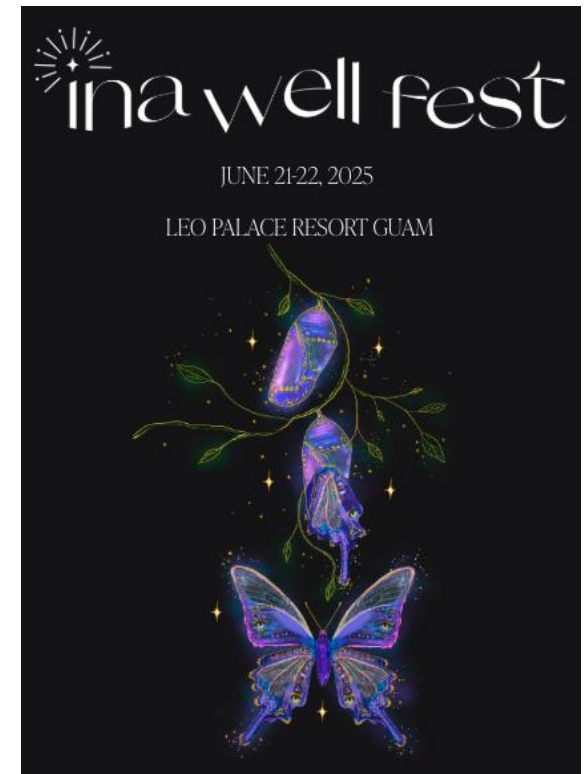
June 7-8



June 16-July 18



June 21



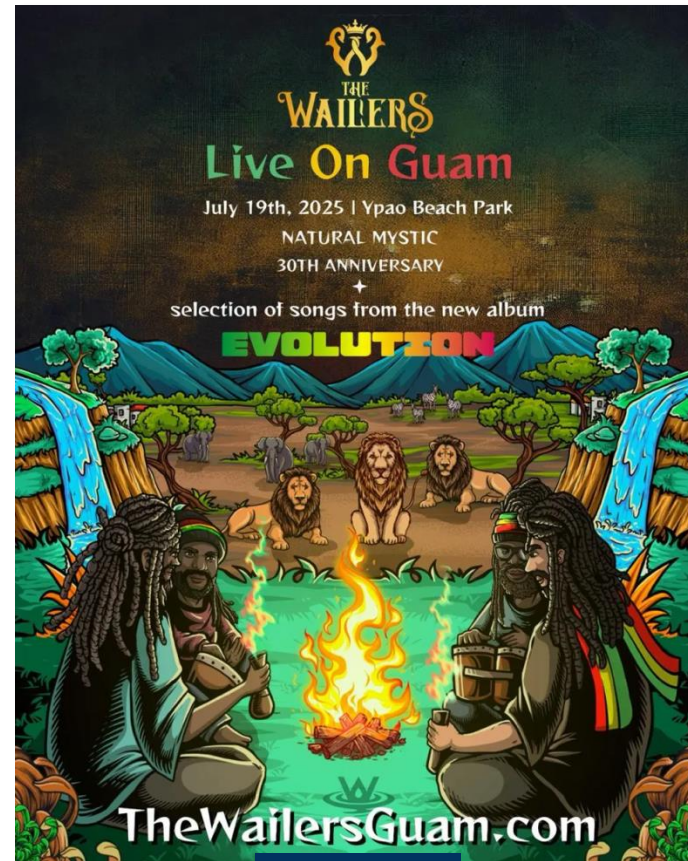
June 21-22



# JULY EVENTS



July 5



July 19



81ST LIBERATION  
EVENT

July 21

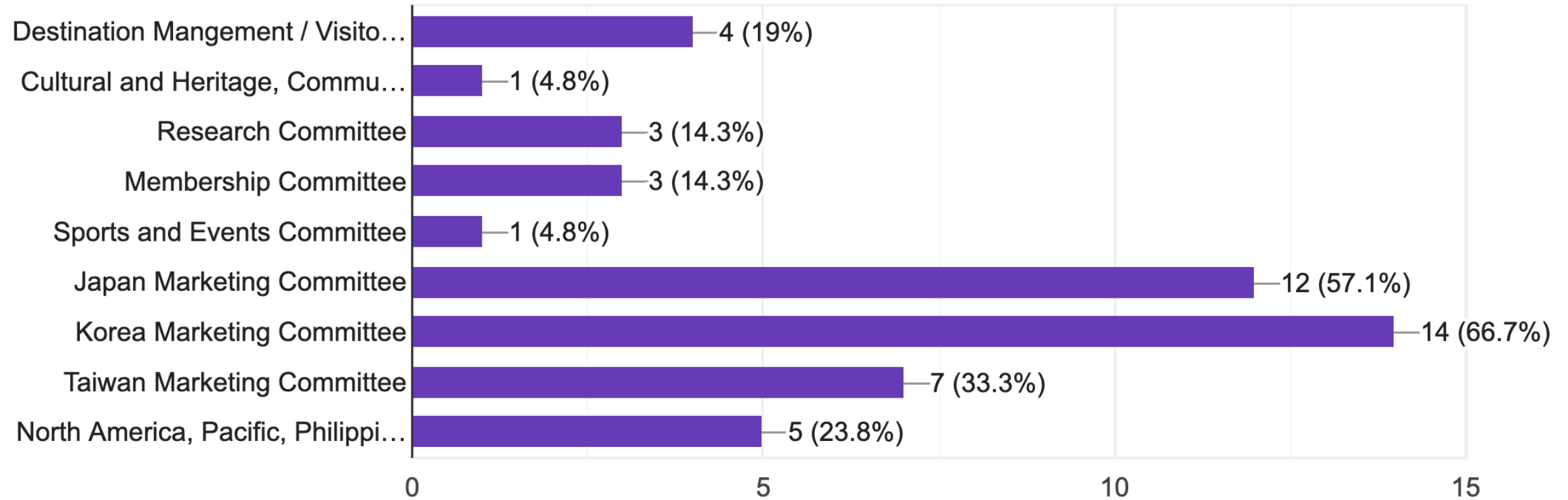


FY2026

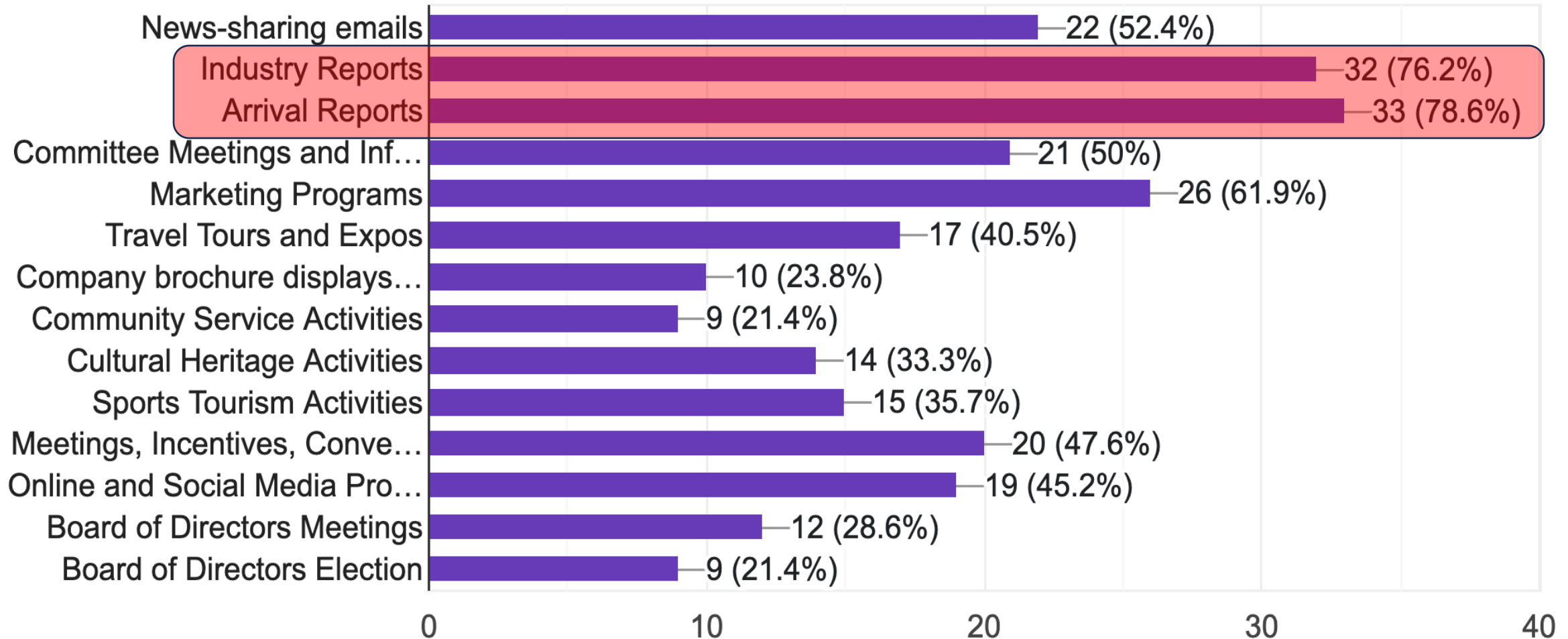
Nov 21-24



# As a current member, which of GVB's standing committees are you serving on?



# As a current member, what membership benefits serve the needs of members?



# What benefits would you like to see added to GVB membership services?



Timely Arrival Stats

Use of technology  
in the tourism and  
hospitality industry

B2B events  
(opportunity to  
grow their  
business)

ROI report on SM  
Promotions

Support small  
businesses

More responsive to  
members' needs

More engagement  
with its members

More surveys

Advertisement

Better social media  
presence and  
activity involving  
their members

Better airport  
arrival experience

Regular quarterly  
membership  
meeting



# How can GVB further improve our service to members?



Reduce/cover participation fee for Overseas Expos



Provide visitor arrivals report quicker



More communication with its members



Make industry updates relevant to the industry



Promote island-wide beautification



Consistent quarterly membership meetings



More opportunities to members to be involved in GVB promotions

# Japan Market Insights

Summary from Omnitrak Destination Perceptions  
Report (Mar 2025)



# Motivations for Overseas Leisure Travel

*When Japan overseas travelers go on vacations, they seek a break from everyday life, opportunities to indulge in fine food/cuisine and to experience something out of the ordinary.*

## IMMERSION AND CONVERSION

### BRANDING

- SNS/ PR
- Influencer
- TV Drama
- Food truck
- Dance/Art/Music
- Guam Events

### FIT/ SIT

- SNS/ PR
- Influencer
- SIT Focused campaign
- ✓ Golf
- ✓ Wedding
- ✓ Education Trips
- ✓ Sports
- ✓ Music

### CONVERSION

- GoGo Guam Hafa Adai Campaign
- Tactical Campaign
- Guam Pay
- Guam Bonus
- Signature events
- SNS Conversion ads
- FAM

### GROUP/ MICE

- Search Ads
- Group/ Support
- FAM
- Seminar/ Workshop

### AVIATION

- Coop with UA and JAL
- Resumption support for T-way in July
- Lobbying to new carrier launch opportunity/ Aviation Specialist



# Promoting Guam Through Food Culture in Japan



#HereWeGuam  
Food Truck in Tokyo  
and Osaka

# Desired Overseas Vacation Destination Characteristics

*To satisfy their desire for out-of-the-ordinary experiences, Japan overseas travelers seek out destinations which are safe and secure, clean and well-maintained, and offer clean accommodations, unique local cuisine, and good value for the money.*

*By comparison, resort experiences, packaged tours, outdoor/water activities and luxury shopping rank lower in overseas travelers' preferences.*



# In-Depth Storytelling & Blog-Style Articles



[旅行業界の皆様へ](#) [メディアの皆様へ](#) [画像・映像のご利用](#)  [29°](#) [JAPAN](#)

[旅の基本情報](#) [グアムカルチャーガイド](#) [ホテル&リゾート](#) [GUAM](#) [アクティビティ](#) [イベント・キャンペーン](#) [お知らせ](#) 

## BLOG - JAPAN

[戻る](#)

# 南国リゾートへの玄関口 グアム国際空港

Monday, April 7, 2025 4:00 PM by [メリア](#)



日本から3時間半とアクセスの良い南国リゾートの玄関口、グアム国際空港（アントニオ・B・ウォン・バット国際空港）は年間約300万人以上が利用するグアム唯一の国際空港でミクロネシア地域における重要なハブ空港でもあります。外観はラッセストーンをモチーフにしているユニークな空港です。入国審査を抜けて到着ロビーに足を踏み入れると、まず目に飛び込んでくるのが「Hafa Adai」の文字、これはチャモロ語で「こんにちは」という意味のグアムの挨拶です。



airport (1)

New Spot (226)

Workcation (1)

お土産 (9)

アクティビティ (254)

イベント (611)

インスタ映え (87)

インフォメーション (998)

ウェディング (156)

エンターテインメント (415)

カフェ (1)

キッズ (490)

キャンペーン (259)

クラフトビール (1)

グアム (7)

グルメ (873)

グループ (392)

シニア (400)

ショッピング (743)

スポーツ (324)

タイ料理 (1)

デイリー (533)

デッド地区 (1)

トレッキング (1)

ニューイヤー (1)

ビューティー (226)

フォトスポット (6)

フードトラック (1)

GLAM

[PICK UP](#) [FASHION](#) [BEAUTY](#) [LIFESTYLE](#) [ENTERTAINMENT](#) [TRAVEL](#) [FORTUNE](#)

TRAVEL / 2025.02.14

BY GLAM Editorial Promotion

Share  

## グアムの海で出会える魚たち！シュノーケリングスポットから絶品料理まで完全ガイド

INDEX

[グアムの魚の種類と特徴 +](#)  
[グアムで見られる代表的な魚 +](#)  
[その他グアムで見られる珍しい魚 +](#)  
[各ビーチでの魚の違い +](#)  
[グアムで魚を見るには +](#)  
[静かに過ごせる穴場ビーチ +](#)  
[シュノーケリングを安全に楽しむための注意点 +](#)  
[グアムの危険生物について +](#)  
[安全対策 +](#)  
[シュノーケリングを思い出に残そう +](#)  
[グアムで魚料理を楽しむスポット +](#)  
[まとめ](#)



グアム旅行でマリンスポーツをしたい！と考えているあなたにおすすめ。

**グアムの素敵な海で、ぜひシュノーケリングを体験してください！**

この記事では、どんな魚たちに遭遇できるか、シュノーケリングにおすすめのビーチやおすすめの撮影スポット、

絶品魚料理まで、全てをご紹介します！

可愛い魚たちに囲まれて過ごす海の時間は、特別な体験になること間違いありません。

グアム旅行者必見  
旅行会社のおすすめの選び方



# Emotional Appeal through Instagram & TikTok



中心地ハガニアにあり、観光の合間にちょっと立ち寄るのにぴったり！  
ラッテストーンの間を歩いて歴史を感じながら、グアムらしい写真もぜひ📷  
家族旅行や女子旅にもおすすめです♡

#グアム旅  
#ラッテストーン  
#アガニア  
#GuamTrip  
#LatteStonePark  
#HereWeGuam  
#グアム観光

6d See translation

# Guam Ratings on Destination Characteristics

- *As Japan overseas travelers search for destinations with out-of-the-ordinary travel experiences, they perceive Guam most strongly as a resort destination with water/outdoor adventure activities, easy air access and a welcoming environment.*
- *Unique offerings (e.g., local cuisine, local shops/boutiques, rich history) rank lower in overseas travelers' perceptions of Guam.*



# Deepening Guam's Cultural Narrative through Creative Collaborations





# Reframing Guam through YouTube Storytelling



Koyakki

- YouTube Guam package tour



# Future Interest in Visiting Destination

- *About one-third (31%) of Japan overseas travelers are extremely (11%) or very (20%) interested in visiting Guam in the next two years – a level of future travel interest similar to that expressed for visiting Korea (33%), Singapore (29%) and Thailand (31%).*
- *Attracting the future travel interest of about four-in-ten travelers, Hawaii (44%), Taiwan (41%), the Continental U.S. (41%) and Australia (40%) are top tier destinations in Japan travelers' consideration set.*



# Capturing Future Demand – Japan Travelers' Outlook



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！

広告

© 2025年3月28日 19:32  
© グアム観光局

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。





# Familiarity with Destinations

- *More than half (53%) of Japan overseas travelers feel they are not familiar with Guam as a vacation destination – a level of familiarity equal to that expressed for Australia (52%) and Singapore (55%).*
- *On the other hand, the highest rates of familiarity were expressed for Hawaii, Taiwan and Korea.*

# Guam Familiarity & Travel Consideration

## Japan Market Analysis



### Takeaway:

Guam ranks consistently in top 3 across seasons — indicating solid awareness, but not yet top priority.

### Meta Search Survey (2024-2025)

	2024 Spring	2024 Summer	2024 Autum	2024~25 Winter
1	Seoul	Seoul	Seoul	Seoul
2	Guam	Hawaii	Taipei	Taipei
3	Taipei	Guam	Guam	Guam

# Guam Familiarity & Travel Consideration Japan Market Analysis



DayDay – Morning Information Program



Fuma Kikuchi Feature  
– National Idol Program Appearance

# Taiwan Market Insights

Summary from Omnitrak Destination Perceptions  
Report (Mar 2025)





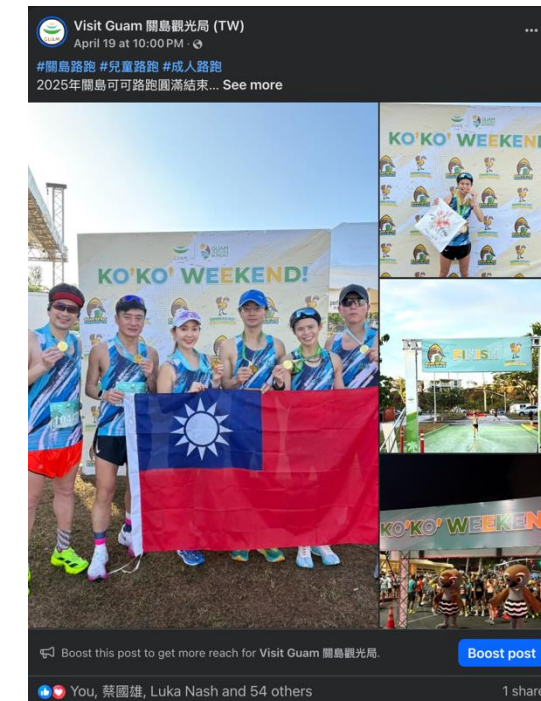
# Strategy Implementation Highlights – Taiwan Market



- **Brand Positioning:** Reinforce Guam's image as a safe, relaxing, and emotionally rewarding destination.
- **Increase Visibility:** Combine mass-market ads (e.g., digital and physical placements) with influencer storytelling to expand public reach and build deeper engagement.

## FY2025 – SNS Promotion

- ◆ Consistent High-Engagement Campaigns
- ◆ UGC Activation – “Post Your Guam”
- ◆ Reels Production via FAM Tour
- ◆ Monthly Event Promotion
- ◆ Targeted Paid Ad
- ◆ Real-Time Stories



# Strategy Implementation Highlights – Taiwan Market



## FY2025 - Guam Advertisement

- Digital Advertising Performance-2025/1/15 - 2025/4/6
- Outdoor Advertisement





# Strategy Implementation Highlights – Taiwan Market



**Cultural Focus:** Highlight Guam's authentic cultural offerings such as traditional cuisine, heritage festivals, and immersive local experiences.

**Emotional Messaging:** Leverage emotionally resonant messages like “a place that fulfills dreams”, “Island Paradise” and “a journey you can be proud of.”

FY2025 – Fam tour

- Cultural & Adventure
- Multi-Dimensional Exploration
- FY2025 – On-site event Production





# Korea Market Insights

Summary from Omnitrak Destination Perceptions  
Report (Mar 2025)



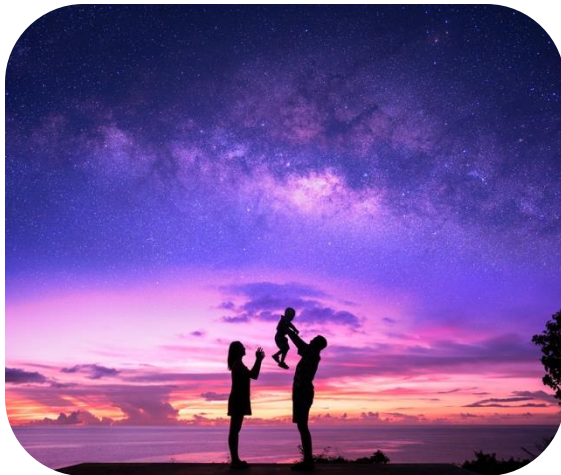
## CONNECTING GVB KOREA'S FY2025 INITIATIVES WITH KOREAN TRAVELER INSIGHTS

When Korean overseas travelers go on vacations, they seek to experience something out of the ordinary, a break from everyday life, and opportunities to experience another culture.



Purpose: Align current and upcoming marketing and tourism projects with market research

Goal: Strengthen appeal to Korean travelers through targeted, research-based strategies



## Korean Travelers Seek Family & Healing Experiences

### Research Findings:

- Strong associations with 'Family', 'Healing', and 'Relaxation'
- Travel motivators: Safe & Secure, Clean, Good Value & Friendly Service

### Aligned Projects:

- "The New Grey" Media Co-op (December 2024)
- Media Tie-in with Woman Sense Magazine (April 2025)
  - Ina Well Fest Influencer Co-op (June 2025)





## Differentiate Guam from Southeast Asia



### Research Findings:

- Guam seen as similar to SEA but less adventurous

### Aligned Projects:

- Tour of Guam Promotion (December 2024)
  - Go Pro Collaboration (April 2025)
- YouTube Content Production - "Guam Travel Mate" (Coming Soon)





## Boost Awareness Among Gen Z & Millennials

### Research Findings:

- Declining awareness among younger Korean travelers



### Aligned Projects:

- Music Video Content Production with NPher (May 2025)
- Digital & Social Media Online Campaigns (year-round)
- Out-of-home advertisements in Seoul/Busan subway, gyms, newspapers, magazines, etc. (year-round)



## Create Added Value Campaigns



### Research Findings:

- Exchange rate and high prices are among the top barriers of travel to Guam

### Aligned Projects:

- TA & OTA Co-ops (year-round)
- Hotels.com & Shopback Promotion (March 2025)
- Naver Pay Co-op (July 2025 onwards) Guam Exclusive Card!





# SI YU'OS MA'ÅSE'



# Adjournment



**Board Director and Membership Chairwoman**  
**Michelle Merfarlen**

# SI YU'OS MA'ÅSE'

