

Re: Messages & Communications Doc. No. 38GL-26-2712 through 2715.

From: Guam Legislature Clerks <clerks@guamlegislature.gov>
Date: Thu 8/6/2026 2:15 PM
To: 38th Committee On Rules <committeeonrules@guamlegislature.gov>

Håfa Adai,

Received, and thank you.



Elijah Untalan
Clerks Office

I Mina'trentai Ocho na Liheslaturan Guåhan

Guam Congress Building, 163 Chalan Santo Papa, Hagåtña, Guam 96910

Voice: (671) 472-3465/3460 Fax: (671) 472-3524

guamlegislature.gov

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Thank you

From: 38th Committee On Rules <committeeonrules@guamlegislature.gov>

Sent: Thursday, August 6, 2026 1:56 PM

To: Guam Legislature Clerks <clerks@guamlegislature.gov>

Cc: Frank Blas Jr. <speakerblas@guamlegislature.gov>

Subject: Messages & Communications Doc. No. 38GL-26-2712 through 2715.

Håfa Adai Clerks Office,

Please see attached, **Messages & Communications Doc. No. 38GL-26-2712 through 2715** for processing:

✓	38GL-26-2712	Guam Visitors Bureau	FY2025 Citizen-Centric Report*
✓	38GL-26-2713	Guam Environmental Protection Agency	Board Meeting Packet for June 25, 2026.
✓	38GL-26-2714	Guam Environmental Protection Agency	FY2026 3rd Quarter Board of Directors Quarterly Attendance Record for Regular Meetings.
✓	38GL-26-2715	Department of Administration	Income Tax Refund Efficient Payment Trust Fund Report and accompanying bank statement for July 2026*

Please retrieve Doc. No. 38GL-26-2712 and 2713 from link below:

[Messages & Communications Physical Scanned Copy - Google Drive](#)

Kindly reply to this email.



Si Yu'os ma'åse',

Marie Crisostomo

Committee on Rules Assistant

COMMITTEE ON RULES

Vice Speaker V. Anthony Ada, Chairperson

I Mina'trentai Ocho Na Liheslaturan Guåhan

38th Guam Legislature

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Messages and Communications 38GL-26-2712*

2 messages

Speaker Frank Blas Jr. <speakerblas@guamlegislature.gov>

Wed, Aug 5, 2026 at 10:21 AM

To: 38th Committee On Rules <committeeonrules@guamlegislature.gov>, Sabrina Salas Matanane <office.senatorbri@guamlegislature.gov>

Håfa adai,

Please see attached M&C Doc. No. 38GL-26-2712

38GL-26-2712	Guam Visitors Bureau	FY2025 Citizen-Centric Report*
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*Si Yu'os Ma'åse'**Bernice Rivera*

Administrative Assistant

**Office of Speaker Frank F. Blas, Jr.**I Mina'trentai Ocho na Liheslaturan Guåhan 38th Guam Legislature

Guam Congress Building, 163 Chalan Santo Papa, Hagatña

(671)969-6456

speakerblas@guamlegislature.gov

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----- Forwarded message -----

From: **Kiana Joy Yabut** <kiana.yabut@visitguam.org>

Date: Tue, Aug 4, 2026 at 4:40 PM

Subject: Submission: Guam Visitors Bureau FY2025 Citizen-Centric Report

To: Speaker Frank Blas Jr. <speakerblas@guamlegislature.gov>Cc: Régine Biscoe Lee <regine.lee@visitguam.org>, Frank Arriola <frank.arriola@visitguam.org>, Rudd Gudmalin <rudd.gudmalin@visitguam.org>

Håfa Adai Speaker Blas,

On behalf of the GVB President & CEO, please find attached Guam Visitors Bureau FY2025 Citizen-Centric Report. This submission is pursuant to 1 GCA §1922 and is submitted within sixty (60) days after the issuance of the FY2025 independent financial audit report.

Should you have any questions, please let us know. Thank you.

--

Respectfully,

Kiana Joy Yabut

Executive Assistant to the President and CEO

GUAM VISITORS BUREAU | SETBISION BISITAN GUÅHANTumon, Guam | (671) 646-5278 | kiana.yabut@visitguam.orgguamvisitorsbureau.com | visitguam.com**GUAM
VISITORS
BUREAU**
SETBISION BISITAN GUÅHAN**GUAM**Like us on Facebook [@guamvisitorsbureau](https://www.facebook.com/guamvisitorsbureau) | Follow us on Instagram [@visitguamusa](https://www.instagram.com/visitguamusa)NOT a GVB Member? Find out more [HERE](#) ...

2 attachments



FY2025 GVB Citizen-Centric Report_Legislature FY25CCR01.pdf
20234K



38GL-26-2712.pdf
507K

38th Committee On Rules <committeeonrules@guamlegislature.gov>
To: "Speaker Frank Blas Jr." <speakerblas@guamlegislature.gov>

Thu, Aug 6, 2026 at 10:32 AM

Håfa Adai,

Received, and thank you.



Si Yu'os ma'åse',

Kamarin J. A. Nelson

Committee on Rules Director

COMMITTEE ON RULES

Vice Speaker V. Anthony Ada, Chairperson

I Mina'trentai Ocho Na Liheslaturan Guåhan

38th Guam Legislature

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[Quoted text hidden]



Speaker Frank Blas Jr. <speakerblas@guamlegislature.gov>

Submission: Guam Visitors Bureau FY2025 Citizen-Centric Report

1 message

Kiana Joy Yabut <kiana.yabut@visitguam.org>

Tue, Aug 4, 2026 at 4:39 PM

To: "Speaker Frank Blas Jr." <speakerblas@guamlegislature.gov>

Cc: Régine Biscoe Lee <regine.lee@visitguam.org>, Frank Arriola <frank.arriola@visitguam.org>, Rudd Gudmalin <rudd.gudmalin@visitguam.org>

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Should you have any questions, please let us know. Thank you.

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Respectfully,

Kiana Joy Yabut

Executive Assistant to the President and CEO

GUAM VISITORS BUREAU | SETBISION BISITAN GUÅHANTumon, Guam | (671) 646-5278 | kiana.yabut@visitguam.orgguamvisitorsbureau.com | visitguam.comLike us on Facebook [@guamvisitorsbureau](https://www.facebook.com/guamvisitorsbureau) | Follow us on Instagram [@visitguamusa](https://www.instagram.com/visitguamusa)**NOT a GVB Member? Find out more [HERE](#) ...****FY2025 GVB Citizen-Centric Report_Legislature FY25CCR01.pdf**

20234K

Doc Type: 38GL-26-2712
OFFICE OF THE SPEAKER
FRANK F. BLAS, JR.

August 4, 2026

Time: 4:39 PM

Received:



FY-2025-CCR01

August 4, 2026

The Honorable Frank Blas Jr.
Speaker, 38th Guam Legislature
I Mina 'trentai Sais Na Liheslaturan Guåhan
Guam Congress Building
163 Chalan Santo Papa
Hagåtña, Guam 96910

Hafa Adai Speaker Blas,

Ref: Guam Visitors Bureau FY2025 Citizen-Centric Report

Pursuant to 1 GCA §1922, the Guam Visitors Bureau submits its Citizen-Centric Report for fiscal year 2025.

In compliance with the electronic reporting submission requirements, the attached report was transmitted within sixty (60) days after the issuance of the fiscal year 2025 independent audit report. A copy of the report was also submitted to the Office of Public Accountability and will be posted on the Guam Visitors Bureau website.

Should you require further information please contact Rudd Gudmalin, Financial Controller at 671-979-1485.

Senseramente,

Frank Arriola
Acting President & CEO



38GL-26-2712
Messages and Communications

RECEIVED
COMMITTEE ON RULES

August 5, 2026

10:21 a.m.

Kamarin Nelson

KULOT

FY2025
CITIZEN CENTRIC REPORT

ABOUT GVB

PERFORMANCE

FINANCES

OUTLOOK

ABOUT GVB

Enacted in 1983, Public Law 17-32 reorganized the Guam Visitors Bureau into a public, nonprofit membership corporation. The following year, Public Law 17-65 established the Tourist Attraction Fund (TAF) to finance the Bureau independently of the General Fund. The TAF is funded by an 11% hotel occupancy tax. As Guam's top economic driver, the tourism industry generates over 21,000 jobs, employing one-third of the local workforce.

MISSION

The mission of the Guam Visitors Bureau is to efficiently and effectively promote and develop Guam as a safe and world-class destination for visitors and to derive maximum benefits for the people of Guam.

ANNUAL REPORTS

Detailed statistics on hotel occupancy, visitor profiles, and source markets are available in our [digital annual report](#).



Guam Visitors Bureau

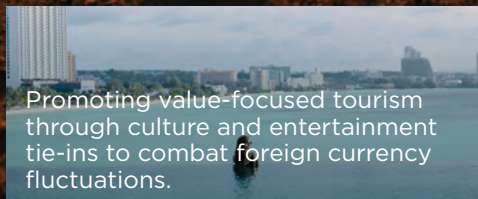
STRATEGIC GOALS



Increase flights and air seat availability to boost visitors arrivals.



Enhancing "Destination Guam" to improve tourism experience and improve quality of life for Guam



Promoting value-focused tourism through culture and entertainment tie-ins to combat foreign currency fluctuations.

HEADQUARTERS

PALE SAN VITORES ROAD
TUMON, GUAM 96913
(671) 646-5278/9
info@visitguam.com
guamvisitorsbureau.com
visitguam.com

BOARD OF DIRECTORS

GEORGE CHIU

Chairman of the Board

JOAQUIN COOK

Vice Chairman of the Board

HO EUN

Treasurer of the Board

JEFF JONES

Secretary of the Board

TOTAL OF 13

BOARD OF DIRECTORS

For more information [click here](#)

EXECUTIVE MANAGEMENT

RÉGINE BISCOE LEE

President & CEO

FRANK P. ARRIOLA

Vice President

OUR DYNAMIC TEAM

DESTINATION DEVELOPMENT	22
FINANCE & ADMIN	17
MARKETING	16
RESEARCH	6
HUMAN RESOURCES	3
TOTAL	63

GVB FY2025 MEMBERS

INDIVIDUALS	43
CORPORATE	167
TOTAL	210



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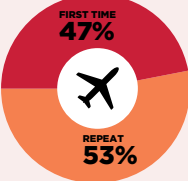
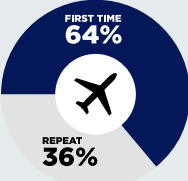


GUAM
VISITORS
BUREAU
OFFICIAL VISITOR SERVICE



**Tourism
works!**

VISITOR ARRIVALS PROFILES MIX

	MARITAL STATUS	AGE	TRIP STATUS	GENDER	LENGTH OF STAY	EXPENDITURES PER PERSON
J A P A N	 SINGLE 44 %	18-24 YEARS  17% 25-39 YEARS  35% 30-49 YEARS  20% 50+ YEARS  29% AVERAGE YEARS 41.37		 68%  31% 1% OTHER	AVERAGE NIGHT STAY 3.6 NIGHTS	ON-ISLAND \$277 PREPAID \$410 AVERAGE EXCHANGE RATE ¥146.35
	 MARRIED 56 %					
	MARITAL STATUS	AGE	TRIP STATUS	GENDER	LENGTH OF STAY	EXPENDITURES PER PERSON
K O R E A	 SINGLE 20 %	18-24 YEARS  6% 25-39 YEARS  44% 30-49 YEARS  30% 50+ YEARS  20% AVERAGE YEARS 41.26		 58%  40% 1% OTHER	AVERAGE NIGHT STAY 4.1 NIGHTS	ON-ISLAND \$540 PREPAID \$573 AVERAGE EXCHANGE RATE ₩1,383.67
	 MARRIED 80 %					

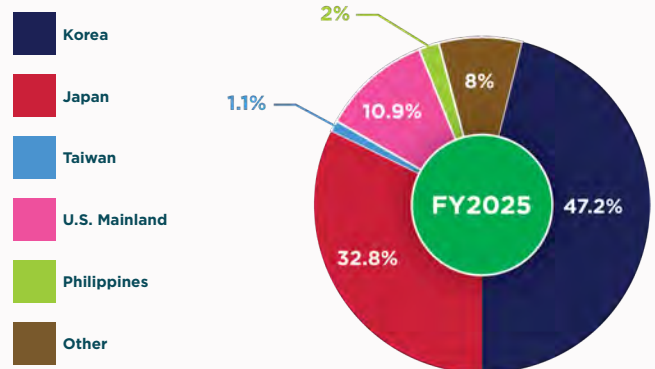
JAPAN'S FAVORITE ACTIVITIES

SHOPPING	71%
DINING	58%
BEACH SUNBATHING	49%
SNORKELING/SCUBA DIVING	44%
WATER PARK	42%

KOREA'S FAVORITE ACTIVITIES

SNORKELING/SCUBA DIVING	65%
SHOPPING	59%
DINING	51%
ISLAND SIGHTSEEING	47%
BOAT TOUR/DOLPHIN WATCHING	39%

FY2025 VISITORS ARRIVALS



Guam saw a **17.3% jump** in Japanese visitors, thanks to two main drivers. First, TV Tokyo's 8-episode docu-drama *Why I'm With You* brought massive exposure, pulling in over 4 million views. Second, the GoGo Guam Hāfa Adai Campaign helped local businesses offer special deals and discounts to travel agents and solo travelers (FITs), boosting island tourism.

私があなたという理由

REVENUES

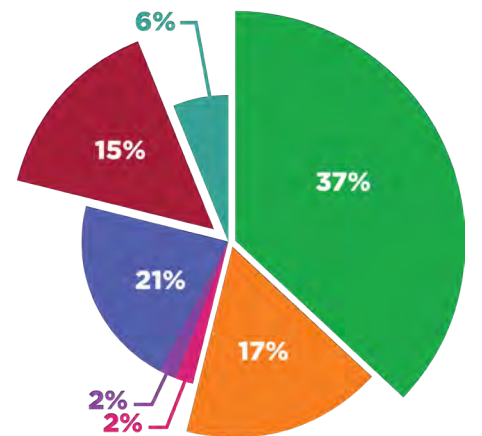
	FY2025	FY2024	CHNG %
TAF APPROPRIATIONS	\$22,055,683	\$30,356,848	-27%
NON-OPERATING INCOME	\$1,397,134	\$2,370,117	-41%
CONSUMPTION TAX REFUND	\$453,455	\$297,001	54%
OPERATING INCOME	\$244,271	\$267,828	-9%
TOTAL REVENUE	\$24,150,543	\$33,291,794	-27%

The Guam Visitors Bureau relies on the Tourist Attraction Fund (“TAF”) as its main revenue stream. TAF appropriations saw a significant 27% decrease caused by the drop in visitor arrivals in FY2025. Less visitors to the island had a direct financial impact on GVB resulting in a \$8.3M revenue shortfall. The volatility underscores GVB’s inherent funding risks and dependency on visitor arrivals.



EXPENSES

	FY2025	FY2024
MARKETING	\$11,100,352	\$10,314,958
DESTINATION DEVELOPMENT	\$5,070,780	\$6,194,168
RESEARCH	\$527,473	\$202,460
ADMINISTRATION & SUPPORT COST	\$1,811,646	\$3,220,227
PERSONNEL	\$6,194,978	\$5,874,907
AIRLINE INCENTIVES	\$4,612,705	\$0
SPONSORSHIPS	\$695,660	\$1,549,318
TOTAL	\$30,013,594	\$27,356,038



GVB expenses for FY2025 was \$30M, with \$11M or 37% spent on marketing programs to promote Guam to source markets and emerging markets. Other expense allocations include 17% on destination development projects such as Tumon maintenance, visitor safety and sports and events and 21% for personnel cost which includes salaries, fringe benefits and mandated retirement contributions. GVB invested \$4.6M or 15% of its expense allocation on a new airline incentive program aimed at increasing flights to Guam and boosting visitors arrivals. Sponsorships and discretionary non-marketing/airline incentive spending was sharply decreased to manage the decreased revenues.



AUDIT RESULTS

GVB received an unmodified (clean) opinion with zero audit findings on its financial statement audit for FY2025, marking over **10 YEARS** of continuous clean audits.

[READ FULL AUDIT REPORT](#)

CHALLENGES

- **Korean Won and Japanese Yen Valuation** - The continued depreciation of the Korean Won and Japanese Yen remains a major challenge. Unfavorable exchange rates make travel to Guam less affordable and dampen overall market demand as the majority of visitors are price-sensitive.
- **Limited seat capacity** - Since FY2024, air seat capacity has dropped by 14.1% from Japan and 1.0% from Korea. As air travel is Guam's main point of entry, this supply bottleneck severely caps tourism recovery.

FUTURE OUTLOOK



TUMON NIGHT MARKET

Following a successful pilot-phase that drew 3,000 weekly visitors and generated \$225,000 in weekly economic impact, the Guam Visitors Bureau is continuing the Tumon Night Market through FY2026. Located in the

heart of Guam's tourism district, the market will offer local cuisine, small business shopping, and cultural experiences for residents and tourists to enjoy. [LEARN MORE](#)



GUAM INTERNATIONAL DANCE FESTIVAL

Launched in December 2025, the Guam International Dance Festival celebrates regional culture and aims to boost tourism by bringing together over 25 local and international dance groups from Japan,

Taiwan, and the Philippines. The inaugural event aims to promote Guam as a cultural hub while driving economic benefit to the island. [LEARN MORE](#)



TV-TOKYO SEASON 2

The collaboration between GVB and TV Tokyo's hit series Guam With Me reached over 4 million viewers and helped spark a 17.3% jump in Japanese visitors. Recognizing this success, GVB will continue the series with season 2.

Filming in May 2026, the new season will continue promoting Guam's culture while boosting exposure to Japanese travelers.



KO'KO' ROAD RACE

Designed to boost tourism during slow travel seasons, the expanded FY2026 Ko'Ko' Road Race will feature events ranging from a Kids Race and 5K to a Half Marathon and Ekiden Relay. GVB aims to attract over 450 off-island

runners—a 448% increase from last year—driving longer stays and a bigger economic boost for the island. [LEARN MORE](#)

CONCLUSION

FY2025 was a challenging year, but GVB responded with commitment and resolve. Strategic initiatives launched during the fiscal year are already showing results. Visitor arrivals for the month of December 2025 reached **96,449, Guam's highest monthly arrival number in over 5 years**. Through continued collaboration and combined efforts, GVB is confident that this momentum will continue and propel sustainable growth for Guam.

WE VALUE YOUR FEEDBACK

Help us improve our transparency and community reporting by sharing your thoughts on this report. Did you find this report informative and helpful? What other metrics or insights should we include next time?

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