

- State of the Attractions -

“For Guam” 2022 TOURISM FORUM

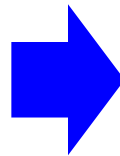
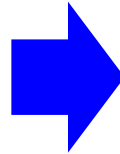
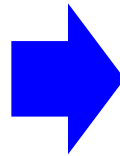
Guam Travel & Tourism Association

Protehi I Lina' Iata

■ Reported at the June 7 forum

- 1) Recovery is slower compared to competing destinations
- 2) Difficulty in rehiring experienced staff
- 3) Difficulty in adjusting the sales price to reflect the increase in operating cost because of the decrease in the tourist's purchase power.

Korean Won ▲5%
Japanese Yen ▲14%

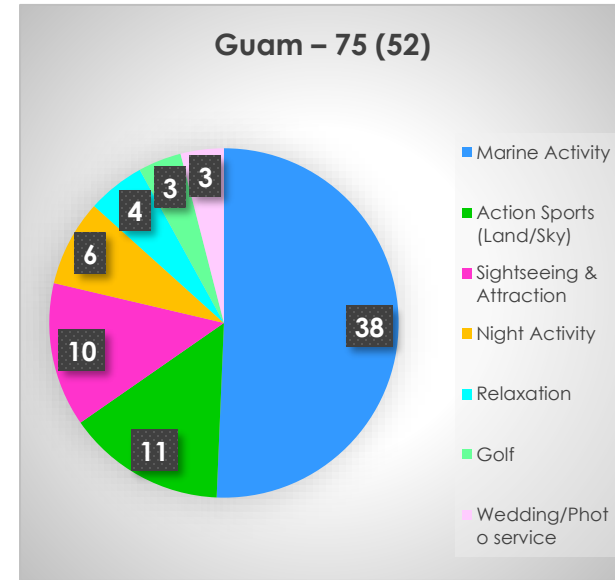
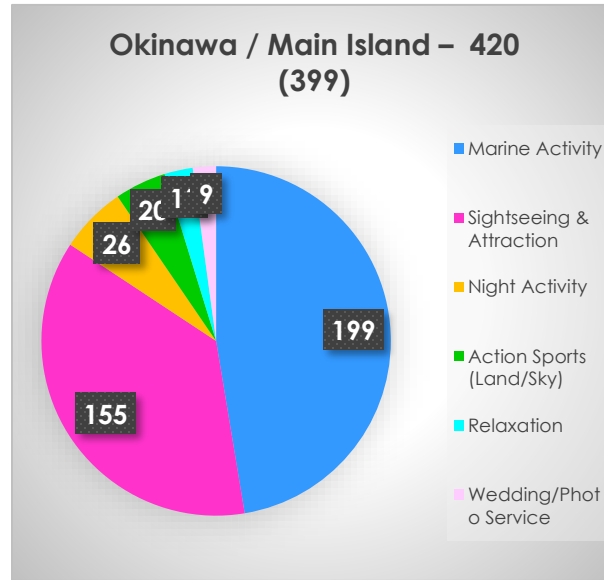
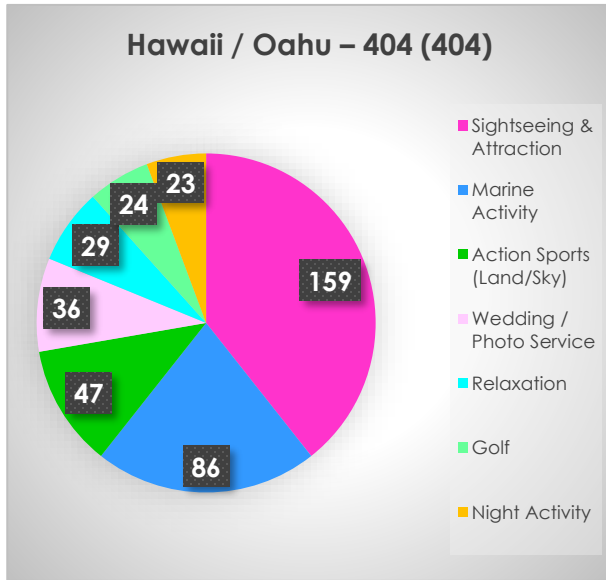


■ Now

- 1) There are positive signs on the reopening of Guam's tourism however the surge of Covid infection in August delayed the anticipated increase in arrival figures.
- 2) The difficulty in hiring experienced staff continues.
- 3) The purchasing power of tourists decreased even more.

Korean Won ▲16%
Japanese Yen ▲26%

- Breakdown of Available Activities -



Hawaii / Oahu	Activity #	Ratio(%)
Sightseeing & Attraction	159	39%
Marine Activity	86	21%
Action Sports (Land/Sky)	47	12%
Wedding / Photo Service	36	9%
Relaxation	29	7%
Golf	24	6%
Night Activity	23	6%
Total	404	100%

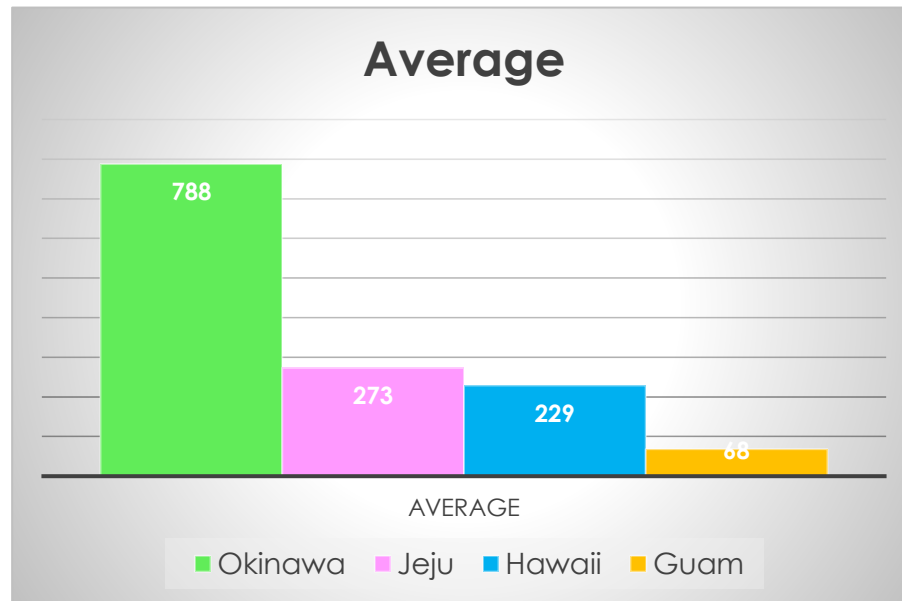
Okinawa / Main Island	Activity #	Ratio(%)
Marine Activity	199	48%
Sightseeing & Attraction	155	37%
Night Activity	26	5%
Action Sports (Land/Sky)	20	5%
Relaxation	11	3%
Wedding/Photo Service	9	2%
Total	420	100%

Guam	Activity #	Ratio(%)
Marine Activity	38	51%
Action Sports (Land/Sky)	11	15%
Sightseeing & Attraction	10	13%
Night Activity	6	8%
Relaxation	4	5%
Golf	3	4%
Wedding	3	4%
Total	75	100%

- Number of Activities currently available -

Oct-22

Online Seller		Okinawa (Japan)	Jeju (Korea)	Hawaii	Guam
MyRealTrip	(Korea)	79	894	273	150
Veltra	(Japan)	420	13	404	75
Klook	(Hong Kong)	293	76	120	8
Kkday	(Taiwan)	2,358	110	119	39
Average		788	273	229	68



- We need to seriously consider;
 - to reopen even small segments of our businesses to increase Guam's presence in the competitive travel market.
 - to retain experienced staff which is the most vital asset in the tourism businesses.
 - to strengthen the collaboration with the public sector in developing a swift and strong recovery of Guam's tourism.
- **Let's work together as "team GUAM" for the revival of tourism!**