

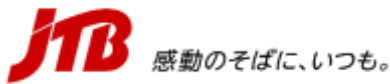
January 20, 2026

JTB Corp.

The Guam Visitors Bureau

T.P. Micronesia, Inc.

For Immediate Release



T.P. Micronesia, Inc.

JTB and Guam Visitors Bureau Sign MOU on Tourism Content Development ～Inspiring Journeys, Driving New Demand～

JTB Corp. (Headquarters: Tokyo; President and CEO: Eijiro Yamakita, hereinafter referred to as "JTB") and T.P. Micronesia, Inc. (Location: Guam; President: Junichiro Takahashi; hereinafter referred to as "TPM") and the Guam Visitors Bureau (GVB, President & CEO Régine Biscoe Lee, hereinafter referred to as 'GVB') have signed a comprehensive Memorandum of Understanding (MOU) for a "Content Development Partnership." This partnership aims to restore demand for Guam tourism and achieve sustainable growth in key markets, including Japan.



JTB, TPM, and GVB will jointly formulate and promote a new tourism destination development strategy to restore visitor numbers to Guam and achieve sustainable growth.

This agreement aims to expand tourism exchange between Japan and Guam, deepen mutual understanding and friendly relations, and demonstrates both parties' proactive commitment. Based on this agreement, Guam will redesign its appeal over the medium to long term, working with public-private and regional partners. Key pillars include joint promotions, co-creation of tourism experiences, promotion of sustainable tourism, data sharing, and human resource development.

■Current Challenges in the Guam Market and the Purpose of Signing the MOU

Since the COVID-19 pandemic, visitor arrivals to Guam have been on the road to recovery, with total arrivals in 2024 reaching approximately 730,000 compared to about 1.65 million in 2019. The market composition has also shifted, with Japan's share declining from about 61% in 2014 to approximately 29% in 2024. However, compared to traveler numbers to other countries, Japanese demand remains high.

Meanwhile, other destinations are continuously developing experiential and theme-based content, enhancing traveler satisfaction and repeat visitation. Against the backdrop of a long absence of new tourism offerings, providing novel experiences and enhancing stay value has become an urgent priority.

Simultaneously, to achieve sustainable tourism, measures are needed to address rising costs associated with operational and procurement expenses resulting from declining visitor numbers. Furthermore, sustainability initiatives are required to balance reducing environmental impact with giving back to the community, promoting responsible tourism.

■Background of the Agreement

JTB's mission is to create new experiential value for travelers by Bringing People, Places and Possibilities Together. We will transform Guam from its previous image of being "cheap, close, and short" into an island everyone wants to visit by creating added value. As the first step, we have begun redevelopment of the scenic spot "Two Lovers Point". However, rebuilding the island's overall value requires medium-to-long-term investment. Taking this agreement as an opportunity, we will work together with the local community toward developing Guam as a sustainable tourist destination.

GVB is working to enhance the island's overall tourism value, aiming for the recovery and sustainable growth of Guam's tourism industry. It seeks to expand visitor arrivals not only from Japan but also from South Korea and other countries, with the goal of developing Guam into a world-class tourist destination.

Seizing this opportune moment where GVB's Recovery Committee launch aligns with our company's strategy, we will strengthen comprehensive collaboration as partners beyond the tourism industry framework to enhance Guam's tourism value and revitalize the entire island. Through this initiative, we will promote growth in visitors not only from the Japanese market but also from around the world, jointly creating a sustainable future for tourism.

■MOU Summary

Agreement Period: January 19, 2026 – September 30, 2026

Key Agreement Points:

- Sharing market research and customer insights, along with technical support based on these
- Strengthening collaboration with business partners such as hotels, entertainment companies, and airlines to achieve effective promotional synergies
- Sharing information and providing technical support on sustainable tourism development
- Establishing a co-creation framework with local communities to create mechanisms for economic and cultural reinvestment in the region

Through these initiatives, we will steadily achieve market recovery and sustainable growth while progressively advancing the co-creation of tourism experiences and market expansion.

■Roles and Value Propositions of Each Company:

<JTB&TPM>

- Demand generation leveraging domestic sales, membership base, and digital marketing
- Co-creation of segment-specific products and experiences (family, student/educational travel, wellness, etc.)
- Dynamic packaging, development of local optional tours, quality control, and assurance of safety and security
- Promoting utilization of local transportation infrastructure and building revenue ecosystems
- The target for visitors to Guam in fiscal year 2026 (October 2025 to September 2026) is set at 150% of the fiscal year 2025 level.

<GVB>

- Collaboration on destination brand strategy and promotional initiatives
- Support for media outreach, FAM tours, and joint campaigns
- Support for sustainable tourism promotion and community engagement

■Messages from Company Representatives

JTB Corp. Executive Officer In Charge of International Travel Business Model Reform FUKAZAWA Shunichi

Our company (JTB and TPM) will open “Yuyake Terrace* (Yuyake= Sunset)” in January 2026, followed by the launch of a new Unmanned Aerial Drone Photography Service, “Two Lovers Point Sky Memory by SKYPIX,” in April.

JTB strongly supports the Guam Visitors Bureau (GVB)’s initiatives and, united in the shared goal of enhancing the value of Guam’s tourism and revitalizing the entire island, will go beyond simply sending visitors by actively creating demand. In collaboration with the local community, we will elevate Guam’s appeal, drive visitation not only from Japan but from around the world, and, through tourism, co-create the island’s future and vitality.

(Website: <https://www.jtbcorp.jp/en/>)

T.P. Micronesia, Inc. dba Lam Lam Tours & Transportation

President Junichiro Takahashi

Together with the local community, we will redesign Guam’s experiential value over the medium to long term. Through joint promotions, talent development, and enhanced quality control, we aim to increase traveler satisfaction and encourage repeat visits, while establishing mechanisms that reduce environmental impact and reinvest economic and cultural benefits into the region. In collaboration with JTB and GVB, we will position Guam as a model for responsible tourism and share its unique appeal with the world.

(Website: <https://www.jtb-micronesia.com/en/index.html>)

Guam Visitors Bureau

President & CEO Régine Biscoe Lee

We are delighted to have signed this agreement with both JTB and TPM. We look forward to fully supporting their initiatives possible and working together to develop Guam's appeal as the premier tourist destination”.

(Website: <https://www.guamvisitorsbureau.com/>)

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