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BENJAMIN CRUZ <speaker@senatorbjcruz.com>

GVB Board Packet: April 12, 2017

BENJAMIN CRUZ <speaker@senatorbjcruz.com> Wed, Apr 12, 2017 at 10:34 AM
To: 34th Guam Legislature Clerks <clerks@guamlegislature.org>
Cc: Rennae Meno <rennae@guamlegislature.org>

4/12/2017	4/12/2017	Guam Visitors Bureau	GVB Board Packet; April 12, 2017.*	34-17-396

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OFFICE OF SPEAKER BENJAMIN J.F. CRUZ

Committee on Appropriations and Adjudication

I Mina'trentai Kuattro na Liheslaturan Guåhan

Guam Congress Building | 163 Chalan Santo Papa | Hagatna, GU 96910

T: (671) 477-2520/1 | F: (671) 477-2522 | www.senatorbjcruz.com

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Speaker Benjamin J.F. Cruz

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7 attachments

- **Agenda_April122017.pdf** 138K
- **Exhibit_A_MINUTES_Mar092017.pdf** 4513K
- **Exhibit_B_CASH POSITION 04-10-17.pdf** 22K
- **Exhibit_C_GCMC Minutes 3.10.17.pdf** 1266K
- **Exhibit_D_JMC Minutes March 28, 2017.pdf** 398K
- **Exhibit_E_KMC_Minutes_20170314.pdf** 1473K
- **PACKET_Talent Basket BOD Presentation_4.13.2017.pdf** 10835K

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GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

REGULAR BOARD OF DIRECTORS MEETING
Wednesday April 12, 2017 – 3:30pm
Guam Visitors Bureau Main Conference Room

A G E N D A

I. CALL TO ORDER

II. MINUTES OF THE PREVIOUS MEETING Exhibit A

Approval of minutes of the previous Board of Directors meeting dated March 9, 2017.

III. CHAIRMAN'S REPORT

IV. PRESIDENT & CEO'S REPORT

V. FY2017 GVB DIGITAL STRATEGY UPDATE

Jason Lin, Global Digital Strategist, Talent Basket LLC

VI. TREASURER'S REPORT Exhibit B

VII. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

JAPAN IN-COUNTRY MARKET RESEARCH & BUSINESS DEVELOPMENT MEETINGS | TOKYO, JAPAN

Motion to ratify Executive Committee's travel approval for GVB President & CEO, GVB Director of Tourism Research and GVB Marketing Manager – Japan to participate in meetings in Tokyo and Osaka for Japan in-country research initiatives and travel trade business development (airline & travel agent sales) from April 24 – 28, 2017. Estimated cost of travel is $9,605.25, $6,825.25 to be paid from RE-RES104 and $2,780.00 from JA-SMD008.

Airfare:	$1,000 x 3 pax					$3,000.00
Train:	Tokyo-Osaka-Tokyo x 2 pax					$600.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	President & CEO	$328.75	4	$271.25	5	$2,671.25
	Director of Tourism Research	$263.00	2	$217.00	3	$1,177.00
	Marketing Manager - Japan	$263.00	3	$217.00	4	$1,657.00
Misc. Expenses:	Business communication costs & excess baggage fees					$500.00
					Total:	$9,605.25

Background: GVB will be meeting with Mr. Dave Erdman and Mr. Rob Solamon from PacRim Marketing Group Inc. to discuss Phase I of GVB's in-country market research for the Japan. Phase I would include the following:

- Review of GVB exit surveys and questionnaire for input on data needed and opportunities to gain new insight
- Review prior (2015) studies from Beach Resorts, including Guam and Hawaii with permission from a 3rd party as discussed with 2,000 completed surveys
- Perform a new survey of 2,000 Hawaii past and prospective visitors with and without Guam travel history and future travel intentions based on the Hawaii-Arukikata site managed by PacRim Marketing Group
- Evaluate the best way to do a screening survey to identify Guam visitors and rejecters and relevant beach resort competitors/comp set
- Perform a new survey of travelers to Guam and Beach survey with 15-20 questions
- Develop and test recommendations for new in country online survey strategy for Phase 2
- Review and develop updated questions for the Japanese travelers for review and possible inclusion in ongoing GVB research programs, to maximize overall efficiency and insight from both in-country and Exit Survey programs

After meeting with PacRim, the GVB President & CEO and GVB Marketing Manager - Japan will travel to Osaka to meet with T'Way to discuss increased air service from that region, and return to Tokyo immediately after for internal strategic marketing and sales meetings taking place the following day. Lastly, the GVB President & CEO will have a meeting with JTB, before conclusion of the mission.

The above are crucial to GVB's continued commitment, aggressive strategy development, and air route development for the Japan market. The Bureau is working cohesively to gather valuable market intelligence in order to dynamically shift marketing and sales initiatives to meet the growing and changing demands of the Japan outbound travel market. Furthermore, GVB is fostering business relationships with airline executives and top travel agencies in order to keep Guam at top-of-mind when discussing growth and sales promotions for their respective companies. Presence from GVB HQ representatives will minimize communication barriers to allow swift and efficient executions, as well as send a message of value and commitment from Guam to each tourism partner in Japan.

Issue: Board approval required for all travel.

CIP SUPPLEMENTAL FUNDING

Motion to ratify Executive Committee's approval to authorize the use of $50,000 from GVB's TCD to fund the Construction Management of the Tumon Streetlight Project.

Background: GVB issued an Invitation for Bid (IFB) for Phase II of the Tumon Bay Streetlight Project. This consists of the rehabilitation of the streetlights throughout Tumon Bay. GVB received supplemental funding from the legislature in FY2016 to complete this project. GVB has awarded the contract for Phase II, however $50,000 is needed for the Construction Management in order to ensure the contractor for Phase II completes work in accordance with the IFB.

Issue: Board approval required.

B. RUSSIA & NEW MARKETS

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

C. VISITOR SAFETY & SATISFACTION

VISITOR SAFETY & SATISFACTION SUPPLEMENTAL FUNDING

Motion to authorize the use of $142,528 from GVB's TCD to fund the supplemental request for Visitor Safety & Satisfaction.

Background: GVB's board of directors approved the Visitor Safety & Satisfaction budget of $743,472 for FY2017. This was a reduction of $142,528 from the request for the fiscal year. Due to the reduced funding amount, GVB's VSS division made cuts as detailed below:

PROGRAM	FY2017 PROPOSED	FY2017 ACTUAL	DIFF
VSO - VISITOR SAFETY OFFICER	499,000	499,000	-
VIP - VISITOR INDUSTRY PROFESSIONAL	175,000	100,000	-75,000
COMMUNITY OUTREACH	67,000	47,000	-20,000
WATER SAFETY PROGRAM	15,000	-	-15,000
TOUR GUIDE CERTIFICATION	40,000	40,000	-
WELCOME SERVICE	40,000	17,472	-22,528
HERO AWARDS	25,000	20,000	-5,000
AIRPORT AMBASSADOR	25,000	20,000	-5,000
TOTAL	886,000	743,472	-142,528

Due to the reduced budget, VSS cut critical programs to GVB's mission. The affects are as follows:

- Greeting Requests for the remainder of FY2017 have been suspended, which is used as a feature to attract MICE groups to Guam.
- Beach & Safety Signage projects have been put on hold.
- The VIP Program will not be able to complete Phase II.
- Reduced Immigration and customs support for charters through the Airport Ambassador Program.

GVB is requesting supplemental funding in the amount of $142,528 to restore the VSS Budget and to continue projects as planned for FY2017.

Issue: Board approval required.

D. CULTURAL & HERITAGE

E. SPORTS & EVENTS

F. ADMINISTRATION & GOV'T RELATIONS

Motion to authorize the President and Chief Executive Officer as Chief Procurement Officer of GVB to enter into negotiations with the highest-ranking qualified Offeror

in response to GVB RFP 2017-005 TOURISM DESTINATION CRM, CMS & WEBSITE SERVICES, and if successful, to contract.

Background: GVB solicited proposals from qualified firms or individuals with experience in digital marketing for destination management organizations (DMO's) for the Tourism Destination CRM, CMS and Website Services project. At present, GVB has six (6) consumer websites, its main (English) address: www.visitguam.com. The additional (multi-lingual) websites are in Japanese, Korean, Russian, Chinese (traditional) and Chinese (simplified). The GVB Hong Kong website does not share in the current design and CRM/CMS system, and will be included in this project.

It is GVB's intent to secure the services of a qualified individual or company to perform the requirements as detailed in the Scope of Work to provide Tourism Destination CRM, CMS & Website Services for the bureau. Some of the key initiatives for GVB's global websites in 2017 include:

1) Provide websites for each target market that are fully responsive and render seamlessly on handheld devices, addressing the mobile user;

2) SAN Certification and HTTPS for all Domain properties;

3) A CMS that controls updates for all global websites fully integrated with a CRM (Customer Relationship Management) system and specific to the travel and destination management industry;

4) A responsive member/partner extranet providing private access for updates, special offers, and promotes B2B activity; and

5) A special implementation of UGC (User-Generated Content) to provide for fresh relevant content.

Issue: Board approval required.

G. DESTINATION MANAGEMENT

MAINTENANCE FOR GMIF

Motion to authorize the use of $20,000 from GVB's TCD to fund minor maintenance and streetscape projects in Hagatna in preparation for the Guam Micronesia Island Fair.

Background: In preparation for the Guam Micronesian Island Fair, GVB proposes to utilize up to $20,000 to fund minor maintenance and streetscape projects in Hågatña. This is needed to ensure a successful Guam Micronesian Island Fair.

Issue: Board Approval Required.

H. GREATER CHINA

Committee minutes dated March 10, 2017 Exhibit C

I. JAPAN

Committee minutes dated March 28, 2017 Exhibit D

J. KOREA

Committee minutes dated March 14, 2017 Exhibit E

GVB TIME SQUARE MALL "GUAM PHOTO EXHIBITION"

Motion to approve travel for (1) KMC Vice Chairman, Director of Global Marketing and (1) GVB Marketing Staff to attend the GVB Time Square Mall Guam Photo Exhibit in Seoul, Korea from April 27, 2017 – May 1, 2017. Cost is approximately $8,663.75 from FY2017 Korea Budget Acct# KO-SMD023.

Marketing	
Airfare ($900 x 3 pax)	$ 2,700.00
KMC Vice - Per Diem – Lodging ($230/night x 5 days + 25%)	$ 1,437.50
KMC Vice - Per Diem – MI&E ($137/night x 5 days + 25%)	$ 856.25
Per Diem – Lodging ($230/night x 5 days x 2 pax)	$ 2,300.00
Per Diem – MI&E ($137/night x 5 days x 2 pax)	$ 1,370.00
Total	**$8,663.75**

Background: The Guam Visitors Bureau (GVB) is coordinating a Guam photo exhibit at the Time Square Mall in Seoul, Korea from April 28, 2017 to May 1, 2017. On February 16-20, 2017, GVB hosted Sony Korea photographers to take promotional images of Guam using Sony's new RX100v camera. Photos taken by the photographers will be exhibited during the scheduled consumer event.

The objective is to promote the Visit Guam "Year of Love" campaign and feature the photos taken by Sony Korea photographers in an effort to attract potential travelers. GVB plans to send a delegation of 5, consisting of KMC Vice Chairman Kloppenburg, 2 GVB Marketing Staff, GVB Culture & Heritage Officer, and a Miss Guam to promote the island, Guam Ambassador Song Seung Heon, upcoming events, ESTA, and general information.

Issue: Board approval for travel required.

K. MEMBERSHIP & COMMUNITY OUTREACH

L. NORTH AMERICA & PACIFIC MARKETS

PATA ANNUAL SUMMIT 2017

Motion to approve travel for GVB Board Director Robert Hofmann, to attend the PATA Annual Summit/Executive and Board Meeting in Sri Lanka from May 18-21, 2017. Travel cost is approximately $4,773.75 and will come out of account no. PA-SMD026.

Airfare	$2,000 x 1 pax	$2,000.00
NAP Chairman Per Diem	$317/night + 25% x 7 nights	$2,773.75
	TOTAL	$4,773.75

Background: As a result of the PAS 2016 on Guam, the bureau will further its active participation in the PATA programs to also evaluate any future events within the trade and travel industry.

The summit will be the ideal opportunity to orientate Director Hoffman, who's also the Chairman of the North America & Pacific Marketing Committee, with PATA and to reciprocate and show our support for the summit host destination.

In addition, GVB President and CEO along with the Director of Global Marketing are active Board/Executive Members. The summit normally comprises of a one-day industry conference, with the Association's Annual General Meeting, PATA Youth Symposium, PATA Marketplace, Colloquium which Guam is an active member of along with other chapters worldwide, Gala Dinner, committee meetings, workshop and product tours of the destination. In addition, the President/CEO and the Director of Global Marketing will be attending the Executive/Board meetings. Dates and location to be determined in 2017.

Issue: Board approval needed for travel.

INTERNATIONAL POW WOW (IPW) – June 3-7, 2017

Motion to approve travel for GVB Board Director Robert Hofmann and GVB President & CEO, Jon Nathan Denight, to attend the 49th U.S. Travel Association IPW in Washington D.C. from June 3-7, 2017. Travel cost is approximately $11,220.00 and will come out of account no. US-SMD023.

Airfare	$2,500.00 x 2 pax	$5,000.00
NAP Chairman Per Diem	$311/night + 25% x 8 nights	$3,110.00
President & CEO Per Diem	$311/night + 25% x 8 nights	$3,110.00
	TOTAL	$11,220.00

Background: Director Robert Hoffman, as the new Chairperson of the North America & Pacific Marketing Committee, will have the opportunity to experience first hand, the largest travel trade consumer event in the United States. At IPW, Director Hoffman will meet with dozens of travel trade industry members and be introduced to our partners in Visit USA and the U.S. Commercial Service sector.

The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates $2.1 trillion in economic output and supports 15 million jobs. U.S. Travel's mission is to increase travel to and within the United States.

U.S. Travel Association's IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. – it is NOT a typical trade show. In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA (representing all industry category components), and more than 1,300 international and domestic buyers from more than 70 countries conduct business negotiations that result in the generation of more than $4.7 billion in future Visit USA travel. At IPW, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips.

As the premier partner of IPW, Brand USA looks forward to welcoming travel professionals around the globe to IPW in New Orleans. As the nation's destination marketing organization, Brand USA inspires travelers worldwide to experience the United States' boundless possibilities. In 2013, Brand USA's marketing efforts helped welcome 1.1 million additional visitors to the USA. At IPW, Brand USA will be available for business appointments to discuss how the organization continues to expand into new markets and introduce new programs that are helping to increase global visitation to the USA.

GUAM VISITORS BUREAU
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GVB plans to send key marketing staff to this very important and strategic event to maximize one-on-one appointments with key media, buyers and trade professionals from our source markets and from around the world.

Over the 3 days of one-on-one pre-scheduled appointments GVB has consistently been able to conduct with over 130 buyers and 28 media representatives during our participation at the Media Marketplace. The GVB delegates also will meet numerous travel industry delegates during the networking events held during the 5 days of IPW.

Issue: Board approval required for travel.

M. RESEARCH

VIII. OLD BUSINESS

IX. NEW BUSINESS

X. EXECUTIVE SESSION

XI. ANNOUNCEMENTS

- 2017 Statement of Disclosure of Conflicts of Interest due on **Thursday, April 20** (for Governor and Legislative appointees only)

Upcoming Board Meetings:

- Thursday, April 27, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, May 11, 2017 at 3:30pm, GVB Main Conference Room

XII. ADJOURNMENT

GUAM VISITORS BUREAU
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Action Items:

1. VSS Committee to find solution for lighting issue along beaches
   - Lighted sidewalks
   - Lights provided by hotels, but not projected over water

2. Assignment of the Chairperson for the Administration and Government Relations Committee

EXHIBIT A

BOARD OF DIRECTORS REGULAR MEETING
Thursday, March 9, 2017 - 3:30pm
Guam Visitors Bureau - Main Conference Room

BOARD OF DIRECTORS PRESENT:

Director Milton Morinaga	Director Bart Jackson
Director Sam Shinohara	Director Brad Kloppenburg
Director Theresa Arriola	Director Tak Takano
Director Young Hong	Director Robert Hofmann
Director William Nault	Director Katarina Sgro
Director Satoru Murata	Director Monte Mesa

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:
Director Eduardo "Champ" Calvo

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight	Antonio Muna	Karida Brennan
Dee Hernandez	Russell Ocampo	Nico Fujikawa
Doris Ada	Lisa Linek	Colleen Cabedo
Meriza Peredo	Gina Kono	Laurette Perez
Josh Tyquiengco	Ana Cid	Nadine Leon Guerrero
Pilar Laguana	Regina Nedlic	June Sugawara
Mark Manglona	Nakisha Garrido	

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:
Lara Ozaki - Glimpses Publications
Rianne Peredo - Glimpses Publications
Joe Mesngon - Senator Dennis Rodriguez's Office

I. CALL TO ORDER

Chairman Morinaga called the meeting of board to order at 3:30pm.

II. MINUTES OF THE PREVIOUS MEETING Exhibit A

Director Jackson made a motion, seconded by Director Shinohara, to approve the minutes of the previous board of directors meeting dated February 9, 2017.
Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

- Chairman Morinaga reported that the team just returned from a China Sales Mission and it went well. This mission changed his vision of China. There was a great turnout and the attendees were very information-hungry. The Chairman added that vendor presentations were interesting too. The press conference with Senator Rodriguez, Director of Global Marketing (DoGM) Laguana, and himself also went well. He thanked Senator Rodriguez for taking part in this mission. Chairman Morinaga shared that the team had the opportunity

visit the Alibaba headquarters and he noted that they were their first outside visitors. He went on to talk about Alibaba's travel app called Fliggy and how we signed a memorandum of understanding with the app operator. The Fliggy team has a platform to sell Guam for us and he is looking forward to seeing the app activity. He feels that travel agents have a very positive outlook on travel to Guam. The Chairman stated that the Consul General gave a presentation on how to visit the United States. Three documents are required: a valid passport, a valid Visa, and an electronic visa update system (EVUS), which he likened to an ESTA. He feels we should continue to support the market especially since there are now about 3.4 million people with a Visa. Vice Chairman Mesa asked if there is any way to determine where most of those Visas are issued from. He thinks we need to be tactical and target those areas. Director Shinohara reported that the office in Shanghai issues more Visas than the office in Beijing but people travel to those offices from a variety of different places. Director Hong added that this is a good time for Guam to attract Chinese tourists as they aren't traveling to Korea right now. Chairman Morinaga agreed that the politics between Korea and China is an issue so we need to be very careful with this market.

IV. PRESIDENT & CEO'S REPORT

- President Denight thanked Chairman Morinaga for his support in the Chinese market. He noted that one of the main issues we've been having is less charter flights from China. This is due to a lack of rooms. President Denight stressed that hoteliers need to chip in with a certain room blockage in order to get charter flights. To close this discussion, he stated that we will continue to grow the market and focus on the higher end travelers. President Denight feels we will attract those visitors with the Visa restriction.
- Chairman Morinaga added that he, President Denight, and DoGM Laguana met with Rear Admiral Chatfield. One item they discussed was Lunar New Year. She thanked the team for keeping her abreast of the peak season.



GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

February 2017
Preliminary Civilian Air Arrivals Total: 121,839 (-1.9%)

% Market Mix	Origin	Pax	% to LY
43.6%	Japan	53,091	-16.9%
42.0%	Korea	51,179	31.4%
4.5%	US/Hawaii	5,471	13.6%
3.0%	Taiwan	3,610	-19.5%
1.9%	China	2,370	-62.4%
1.1%	Philippines	1,284	56.2%
1.4%	Hong Kong	1,688	167.9%

Calendar Year to Date 2017
January-February 2017 Total: 257,173 (+2.2%)

% Market Mix	Origin	Pax	% to LY
42.8%	Japan	110,128	-13.7%
41.8%	Korea	107,520	22.5%
4.9%	US/Hawaii	12,476	23.2%
2.6%	Taiwan	7,460	-8.6%
1.8%	China	6,423	-23.7%
1.0%	Philippines	2,516	60.9%
1.5%	Hong Kong	3,735	222.3%

GUAM VISITORS BUREAU

Fiscal Year to Date 2017
October 2016 - February 2017 Total: 648,797 (+5.1%)

% Market Mix	Origin	Pax	% to LY
45.0%	Japan	291,728	-7.8%
40.0%	Korea	259,519	21.1%
4.7%	US/Hawaii	30,377	12.3%
2.6%	Taiwan	17,181	0.0%
1.8%	China	11,810	-8.6%
1.5%	Philippines	9,543	89.3%
1.1%	Hong Kong	7,233	98.7%

GUAM VISITORS BUREAU

Month to Date 2017
March 1 - 6, 2017 Total: 26,146 (-2.0%)

% Market Mix	Origin	Pax	% to LY
43.2%	Japan	12,445	-25.6%
42.3%	Korea	10,167	55.6%
4.1%	US/Hawaii	1,193	8.7%
2.8%	Taiwan	439	-38.2%
2.2%	China	335	89.3%
1.1%	Philippines	250	17.4%
1.4%	Hong Kong	493	126.1%

GUAM VISITORS BUREAU

MARKETING

GUAM VISITORS BUREAU

Japan Marketing News

3 month Forecast

Month	Forecast	LY Arrival	% Arrival	2017 Seats	2016 Seats	% Capacity
March	70,000	79,256	11.68%	82,300	95,798	-14.09%
April	51,000	49,295	3.46%	73,538	74,961	-4.57%
May	50,000	48,891	2.27%	75,819	78.37%	3.27%

(Data Source Dilo Mt. JGTA and other Mt.)

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Japan Marketing News

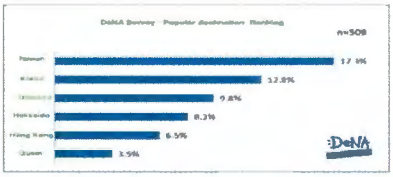
Guam Tourism Summit

- Summit to be held in all six (6) cities with direct flights
- Summit 1 – Sapporo, Sendai and Fukuoka (March 13-17, 2017)
- Summit 2 – Tokyo, Nagoya and Osaka (March 20-25, 2017)
  - Tokyo Summit to include Media Event featuring Mr. Kazutomo Miyamoto, former professional baseball player, sports commentator and avid Guam repeat visitor.
- Special thanks to our members
  - Outrigger Guam Beach Resort, Alamo Rent A Car, Aiupang Beach Club, Underwater World, Sea Grill, Westin Resort Guam, Avis Rent A Car, Onward Beach Resort, Guam Plaza Resort and Spa, Guam Reef & Olive Spa Resort, Couture Naoko Wedding, Ken Premier Hotel, Sheraton Laguana Guam Resort, Hilton Guam Resort and Spa, Hotel Nikko Guam Starts Guam Golf Resort & Hotel, T'Way, T Galleria Guam by DFS, Dusit Thani Guam Resort, Delta Airlines, Japan Airlines, Hyatt Regency Guam, Hertz Asia Pacific, Baba Corporation, Atlantis Submarine, Coco Palm Beach Resort, Nippon Rent A Car, Baldyga Group, SandCastle The Beach, BIG Sunset Dinner Cruise, Ride the Duck, Fiesta Resort Guam, Fish Eye Marine Park, Holiday Resort & Spa Guam, Garden Villa Hotel, United Airlines, Lam Lam Tours & Transportation, Leo Palace Resort Guam, Royal Orchid Guam Hotel, Lotte Hotel Guam, Watabe Wedding, Guam Premier Outlet, Tumon Sands Plaza, and Japan Drone League

Japan Marketing News

Taiwan: most popular destination after Premium Friday introduced

- DeNA Travel survey on the government's leading Premium Friday, which will start in February 2017 to encourages workers in Japan to go home after 15:00 on the last Friday, finds that,
- 1st : Travel (70.9%) 2nd : Staying home (46.4%) 3rd Shopping (36%) 4th Dining out (33.6) 5th Watching movie (27.1%)
- The most popular destination was Taiwan (17.3%), followed by Korea (12.8%), Okinawa (9.8%) and Hokkaido (8.3%)



Japan Marketing News

AirAsia X will Launch Honolulu service from Kansai

- AirAsia X currently serves Osaka with five weekly flights from Kuala Lumpur.
- They just announced that they will launch a new four times weekly originating from Kuala Lumpur-Osaka-Honolulu from June 28th.
- The planned aircraft to use is Airbus A-330-300 aircraft with 12 premium seats and 365 economy seats.

Japan Marketing News

MVA launching new brand image

- The Marianas
- Goal: Generate a new refreshing image for Northern Mariana Islands
- Tie all the islands together with a diverse image

The Marianas | The Marianas | The Marianas | The Marianas | The Marianas

Japan Marketing News

JAL Promoting Diversity

- Extending their mileage benefits to same-sex partners
- Expanding their "JAL Card Family Program" that allows members combine miles from family members

HTJ targeting school excursions

- Hawaii is strengthening their education program for visitors
- Last year more than 200 schools from Japan traveled to the US for ESL/exchange programs
- 178 schools selected Guam for the 2016-2017 school year with approximately 23,779 students

Japan Marketing News

Golden Week

- Charter flight seat capacity for Golden Week
- 2016: 3,777 vs. 2017 2,901 (-876 seats)

Summer Charters

- Charter flight seat capacity for Summer period as of March
- 2016 9,519 vs. 15,348 (+5,829 seats, 161% increase)

Calendar Year	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec	Total
2017 Forecasted Seat Capacity	73,831	64,712	82,500	71,538	75,813	71,092	73,859	88,497	70,805	73,267	76,426	77,862	900,022
2016 seat capacity	91,942	90,344	95,798	74,961	78,376	74,942	77,043	96,987	83,757	75,884	74,649	81,293	994,976
Capacity (v.s. LY)	-20%	-28%	-14%	-5%	-3%	-5%	-4%	-9%	-14%	-3%	2%	-4%	-10%

GUAM VISITORS BUREAU
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Japan Marketing News

JAL Hawaii Frequency during peak season

- JAL will increase the number of flights to Honolulu from Narita and Osaka-Kansai (KIX)
- During the high demand season to five flights daily between Narita and Honolulu, and twice daily between Kansai and Honolulu.

Route	Details od changes	Flight No.	Aircraft (No of seat)	Frequency
Narita – Honolulu	Increase from 21 to 28 weekly	JL780/789	777-200ER (236)	Daily 4 flights
	Increase from 28 to 35 weekly	JL782/8781	B787-8 (186)	Daily
	Increase from 28 to 29 weekly	JL782/8781	B787-8 (186)	Sat
Kansai – Honolulu	Increase from 7 to 14 weekly	JL8792/8791	B787-8 (186)	Daily
	Increase from 7 to 14 weekly	JL8792/8791	B787-8 (186)	Daily
	Increase from 7 to 12 weekly	JL8792/8791	B787-8 (186)	Daily excluding Sat

China Marketing News

3 Month Airlift Forecast

Month	Forecast Pax	Last Year	% Change	Seat Forecast '17	Seat Data '16	% Change Seats
March	1778	1380	28.8%	4266	4014	10.8%
April	2000	1611	24.2%	4266	4014	10.8%
May	1948	1484	31.3%	4148	4014	7.8%

March

Shanghai UA : 2 flights per week =1062 (B737-700)

Nationwide KE, estimated 2000 seats per month (A330-300)

Hong Kong -UA:4 flights per week=664 (A737-8E) -UO:3 flights per week=540 (A320)

April

Shanghai UA : 2 flights per week =1062 (B737-700)

Nationwide KE, estimated 2000 seats per month (A330-300)

Hong Kong -UA:4 flights per week=664 (A737-8E) -UO:3 flights per week=540 (A320)

May

Shanghai UA : 2 flights per week =944 (B737-700)

Nationwide KE, estimated 2000 seats per month (A330-300)

Hong Kong -UA:4 flights per week=664 (A737-8E) -UO:3 flights per week=540 (A320)

China Marketing News

China Sales Mission 2017
February 27 - March 3, 2017

- Targeted (4) Key Cities: Beijing, Shanghai, Hangzhou & Guangzhou.
- The Sales Mission attracted over 400 trade participants.
- Guam tourism industry partners had a strong presence at this years event and we thank them for their successful participation:
  - Ariuis Wedding, Blue Pacific Tours, Dusit Thani Guam Resort, Dynamic Airways Easy Travel Inc., Enterprise Rent a car, Golden Dragon Guam, Hilton Guam Resort & Spa, Korean Air, Lotte Hotels & Resorts, Lotte Duty Free, PTI Pacifica: IT&E, Pago Bay Resort, Philippine Airlines, T-Galleria, Umatrip Guam, United Airlines and Westin Guam Resort



China Marketing News

2017 GVB China Sales Mission

Media Interviews



B2B Meetings







China Marketing News

2017 MOU Signing Ceremony Between GVB and Fliggy

- Dates: Feb 28, 2017
- Introduced Fliggy and Guam to 40 key media in Shanghai
- GVB Signed an MOU with Fliggy



China Marketing News

GIAA Meetings

- Meetings with Hainan Airlines, Juneyao Airlines, Loong Air & HK Express
- Date: Feb 27, 28, Mar 1, 2017
- Participants:
  - Senator Dennis Rodriguez Jr., Senator of Tourism
  - Mr. Milton Morinaga, Chairman of the Board of Directors, GVB
  - Ms. Pilar Laguana, Director of Global Marketing, GVB
  - Ms. Kate Meng, ASM – GIAA Consultant
  - Reps of Hainan Airlines, Juneyao Airlines, Loong Air and HK Express



GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Korea Marketing News



Honorary Guam Ambassador

- GVB has partnered with Korean Actor Song Seung Heon as Guam's Honorary Ambassador.
- Mr Song was on-island from March 6-9, 2017 to generate promotional content.
- On March 7th, Mr. Song had a courtesy visit with Governor Eddie B. Calvo and photo and video shoot with GVB President & CEO, Nathan Denight.
- Materials generated will be used towards
  - Promotional Content
    - Portrait Rights
    - Promotional Materials
    - Online & Print Advertisements
    - Trade Shows

DESTINATION

Håfa Adai Pledge News

700th HAP Signing

- New milestone reached: 700th Håfa Adai pledge was held at the Åmot Farm earlier today
- American President Lines took the pledge on March 7
- Other recent pledges include all ABC stores, Great National Insurance, SM Isladn and Giftforia
- 34th Guam Legislature will take the pledge tomorrow at 2 p.m.
- Requesting full support of board, management and staff to attend
- HAP program started in 2009 and now represents 33,800 individuals



Tourism Works campaign

- Education Campaign
  - Poster Contest (WAVE Clubs in Elementary & Middle School)
  - Video Contest (WAVE Clubs in High School)
- Public Relations Campaign
  - Tourism Works Weekly Profile Feature (KUAM)
  - Tourism Works Fun Facts Social Media and Radio Contest (KUAM)
  - Guam All Around 360 View (KUAM)
  - Tourism Works CEO Weekly Column (Pacific Daily News)
- Community Outreach Campaign
  - Tourism Talk Tours
- Media Campaign
  - 30 second Radio Ads (Culture, Economy, Environment, Businesses, Sports & Events) on KUAM radio stations
  - Tourism Works Fun Fact Ads in The Guam Daily Post
  - 60 second Television Commercial





GUAM VISITORS BUREAU | SETBISION BISITAN GUAHAN
401 Pale San Vitores Road | Tumon, Guam 96913 | Ph: (671) 646-5278 | Fax: (671) 646-8861 | www.visitguam.com

GUAM

V. TREASURER'S REPORT

Exhibit B

FY 2016

	Appropriation	Received to Date		Balance	
Operations	$ 21,044,191.00	$ 21,044,191.00	100%	$ -	0%
Destination Development	$ 1,235,000.00	$ 1,235,000.00	100%	$ -	0%
Rainy Day Fund	$ 200,000.00	$ 200,000.00	100%	$ -	0%
Cultural & Sports Ambassador Fund	$ 200,000.00	$ 200,000.00	100%	$ -	0%
Pass-Thru	$ 750,000.00	$ 712,500.00	95%	$ 37,500.00	5%
Guam Football Association	$ 400,000.00	$ 400,000.00	100%	$ -	0%
Pilot Program Korean Visitor Market	$ 250,000.00	$ 250,000.00	100%	$ -	0%
FESTPAC	$ 1,300,000.00	$ 1,300,000.00	100%	$ -	0%
Capital Improvement Projects	$ 1,000,000.00	$ 1,000,000.00	100%	$ -	0%
TOTAL	**$ 26,379,191.00**	**$ 26,341,691.00**		**$ 37,500.00**	
TOTAL RECEIVABLES FY 2016				**$ 37,500.00**	

FY 2017

	Appropriation	Received to Date		Balance	
Operations	$ 21,282,472.00	$ 8,061,704.00	38%	$ 13,220,768.00	62%
Destination Development	$ 1,085,000.00	$ 452,083.00	42%	$ 632,917.00	58%
Rainy Day Fund	$ 200,000.00	$ 83,333.00	42%	$ 116,667.00	58%
Cultural & Sports Ambassador Fund	$ 200,000.00	$ 83,333.00	42%	$ 116,667.00	58%
Pass-Thru	$ 885,000.00	$ 430,433.50	49%	$ 454,566.50	51%
TOTAL	**$ 23,652,472.00**	**$ 9,110,886.50**		**$ 14,541,585.50**	
TOTAL RECEIVABLES FY 2017				**$ 14,541,585.50**	
TOTAL RECEIVABLES				**$ 14,579,085.50**	

Accounts

RESTRICTED	
Bank of Guam - Rainy Day Fund	$ 2,167,802.48
Bank of Guam - FESTPAC Trust Account[1]	$ -
Cultural & Sports Ambassador Fund	$ 428,933.00
TOTAL	**$ 2,596,735.48**
UNRESTRICTED	
Bank of Guam - Operations	$ 11,916,651.72
First Hawaiian Bank - Membership	$ 119,531.50
Resona	$ 870,782.89
Bank of Guam - TAF	$ 2,220,235.50
Raymond James - CD value as of 1/31/2017[2]	$ 2,526,491.38
TOTAL	**$ 17,653,692.99**
TOTAL as of 3/3/2017	**$ 20,250,428.47**

Current Payables

Asatsu invoices NOV - JAN	$ 952,551.81
Japan Invoices	$ 67,313.06
Guam Invoices	$ 315,152.38
Encumbered Contracts	$ 4,613,829.17
Encumbered Purchase Orders	$ 132,753.39
FESTPAC Trust Account	$ -
TOTAL as of 3/3/2017	**$ 6,081,599.81**

NOTES

NOTE 1

$432,413.13	FESTPAC
($432,413.13)	FESTPAC expenditures - reimburse Operations
$0.00	

NOTE 2

$1,410,204.06	Morgan Stanley/Raymond James CD
($86,542.00)	Board approved $86,542 on 07/23/15 for Department Revenue & Tax Auditors
($700,000.00)	Board approved $700,000 on 02/25/16 for Pale San Vitores Road Bus Shelter Project
($150,000.00)	Board approved $150,000 on 07/14/16 for Pale San Vitores Road Bus Shelter Project
$473,662.06	

March 3, 2017

- Director Shinohara reported that we collected our outstanding 2016 allotments. The only items pending are pass through funds but once we receive them, we will disperse them to the entitled entities.

- He also stated that we completed the FY2016 financial audit with a clean report. He hopes that by the next board meeting or the meeting immediately thereafter, the auditors will attend and brief the board on their findings. Director Shinohara and President Denight thanked the accounting team. President Denight also mentioned that this is the 7th consecutive year that we have had a clean audit.
- President Denight gave a final report on FestPac. He stated that the festival organizing committee had its closeout meeting a little over a week ago. He directed the board to the FestPac final budget handout in their binders. At the end of the event, we were under-budget with $163,000 left in the account. The remaining $163,000 did not include a request from the Department of Education (DOE) to pay for their utilities and overtime. President Denight asked the board to keep in mind that this request was not made prior to the event, so the organizing committee did not budget for it. The committee entertained this request during their meetings and members decided to disperse the $163,000 to DOE to cover the utilities and overtime costs. President Denight and Rose Ramsey, the festival director, presented the check to Jon Fernandez and some members of the DOE board. President Denight said that we are now working with the public auditor on the post audit, which should be coming out in the next few months. He reminded everyone that the public auditor asked GVB to take over the finances for the event last April. He thanked the board for allowing the team to provide that support and he looks forward to a positive audit. Director Arriola asked if there any entities that have not been paid for their services for FestPac. If so, she feels this may raise some public relations concerns for us. President Denight stated that that is a very general question because many entities were involved in the event. He added that there were policies and procedures in place for the handling of these finances. Some entities came with expenses that did not follow the process or the expenses were not part of the budget approved by the committee. In cases like this, the entities were not paid. President Denight stated that we did not want to violate the procedures that were set forth but we tried to help all involved as much as possible. As we move forward, the post audit will be the final step. Director Arriola inquired about the true cost or total investment of hosting FestPac. President Denight stated that we can work on coming up with a number.

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

TESTIMONY ON BILL 08-34 Attachment A

Vice Chairman Mesa made a motion, seconded by Director Shinohara, to ratify Executive Committee's approval of GVB's testimony on Bill 08-34 (COR) - An Act to add a new Chapter 8 to Title 11 Guam Code Annotated known as "The Cannabis Control Act" relative to regulating the use, production, sale and taxation of cannabis, and the declassification of marijuana as a Schedule I Controlled Substance under the Guam Uniform Controlled Substances Act."
Motion approved

- Director Jackson asked why this testimony was not discussed with the board as a whole. In similar cases moving forward, he would like to see the testimony at draft level prior to submission so all members have an idea of the position being taken. The board agreed that all members should discuss issues like this in the future. Vice Chairman Mesa stated that the previous board meeting was cancelled due to a lack of quorum and this testimony was time sensitive, so it had to be sent to the Executive Committee for approval.

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

8TH ANNUAL CHAMORRO CULTURAL FESTIVAL AND US-GUAM CHAMORRO DANCE ACADEMY

Vice Chairman Mesa made a motion, seconded by Director Arriola, to ratify Executive Committee's travel approval for Master Frank Rabon and 2 assistants to attend the 8th Annual Chamorro Cultural Festival and conduct the US-Guam Chamorro Dance Academy in San Diego, California from March 22-27, 2017. (Estimated cost up to $10,382.00 from Acct No. DM-CPO006).
Motion approved

Airfare	3	$2,000.00		$6,000.00
Per Diem				
Lodging	3	$162.00	5	$2,430.00
M&IE	3	$64.00	6	$1,152.00
Prof Fee				
Master	1	$100.00	4	$400.00
Assistants	2	$50.00	4	$400.00
Acct No. DM-CPO006				**$10,382.00**

Background: The Bureau will continue to work closely with various active stateside Chamorro dance groups with the continuation of the US-Guam Chamorro Dance Academy workshop, which was launched in 2014. Four Chamorro cultural groups from Southern California will be participating in the workshops as well as perform at the Annual Chamorro Cultural Festival.

Issue: Board approval required for all travel.

GOVERNOR'S TRAVEL TO CHAMORRO CULTURAL FESTIVAL & HOT BOND MEETINGS

Vice Chairman Mesa made a motion, seconded by Director Jackson, to ratify Executive Committee's travel approval for the Governor to join the Guam Delegation at the Annual Chamorro Cultural Festival in San Diego, CA from March 24-25, 2017 and to attend HOT Bond Meetings in San Francisco, CA from March 26-28, 2017. Cost is approximately $3,917.50 from the Business Development Account.
Motion approved

Estimated Airfare	$2,000.00
Per Diem - San Diego ($293.80 X 2 Days)	$ 587.60
Per Diem - San Francisco ($443.30 X 3 Days)	$ 1,329.90
TOTAL:	$ 3,917.50

Background: The Governor will be in Honolulu attending the National Oceanic and Atmospheric Administration's PRiMO Conference from March 20-23, 2017. It was requested for GVB to fund his travel to join the Guam Delegation at the Che'lu Chamorro Festival in San Diego, CA. Thereafter, the Governor will travel to San Francisco, CA for meetings with bond rating agencies regarding the HOT Bond. He will also meet with bond underwriters to discuss the refinancing of the HOT Bond.

Issue: Board approval required.

- Vice Chairman Mesa mentioned that President Denight discussed the following agreement with GEDA: If we are successful in refinancing the HOT bond on this mission, a portion of the proceeds will be used to reimburse GVB for this leg of the Governor's trip.

B. RESEARCH

Director Shinohara made a motion, seconded by Director Jackson, to approve authorization of the President and CEO, as Chief Procurement Officer of GVB, to enter into negotiations with the highest-ranking qualified Offeror in response to GVB RFP 2017-006 DATA ANALYTICS SOFTWARE AND INTERACTIVE DASHBOARD DEVELOPMENT and if successful, enter into contract.
Motion approved

Background: GVB is in the process of implementing a new smaller Guam Customs & Agricultural Declaration Form in partnership with the Guam Customs & Quarantine Agency. The development of this form requires the implementation of a new data analytics software. This software will enable near real time reporting integrated with GVB's corporate website and made available to the general public to view GVB reports and/or create custom reports.

- Director Shinohara directed the board to the new customs form in their binders and then gave the floor to Director of Tourism Research (DoTR) Cid. DoTR Cid stated that we will be switching to the smaller form which is in line with the RFP that was launched two weeks ago and will close on March 17. Chairman Morinaga recalled travel agents printing their own forms in the past, which disrupted the scanning process. He asked how we can avoid that moving forward. DoTR Cid mentioned that we have a procedure in place now. We provide print specifications along with the form for anyone who is interested in printing their own. Additionally, those who print their own are required to print a minimum of 100 forms, which we first test for scanability.

C. RUSSIA & NEW MARKETS

- Director Jackson reported that next week we have a team that will be attending MITT. The team will also be attending a meeting to discuss charter flights with the possibility of direct flights to Guam. He mentioned that Saipan has direct flights and we would like the same opportunity. Without these flights, the Russian market will continue to see just three to four thousand arrivals per year. In closing, he stated that the market is improving as the ruble stabilizes.

D. VISITOR SAFETY & SATISFACTION

- Director Hong reported that the committee will meet on the third Tuesday of every other month. The first meeting will be on March 21. Committee members will consist of representatives from the following agencies/companies: GPD, GFD, DRP, EPA, BSP, GHRA Safety & Security, Docomo and the Lieutenant Governor's office.
- She then touched on the Visitor Industry Professional (VIP) Program. Negotiations are ongoing for video production and the program is expected to launch by October 2017.
- Next, Director Hong stated that the team is scheduling a beach inspection in the evening sometime next week to identify the dark areas that need lighting for safety.
- Lastly, she mentioned that all of the crosswalk signs along San Vitores Road will be replaced. This should be completed by the end of March.

E. CULTURAL & HERITAGE

- Director Arriola reminded the board that March is Chamorro Month. She appreiates any way members can promote the culture in the areas of business. She went on to thank the team for using the Chamorro culture as the center of recent promotions.
- Director Arriola then announced that she will be attending the upcoming Chamorro Cultural Fair. She thanked the board for supporting the delegation that will be attending, especially Master of Chamorro Dance, Frank Rabon. She feels that above all else, workshops from our masters have a lasting Impact. She was also happy to report that Governor Calvo will be attending.

F. SPORTS & EVENTS

Committee minutes dated February 21, 2017 **Exhibit C**

- Director Sgro reported that we had the press conference for the United Airlines Guam Marathon a couple weeks ago. We currently have about 2,000 registered runners. Director Shinohara added that we may have north of 2,000 runners and numbers are climbing every day. He went on to say that as of the press conference, registration was 30% higher than it was around this time last year. Director Hong stated that at the press conference, it was announced that we are expecting about 4,500 participants this year.
- President Denight then touched on the Ko'ko' Road Races (KKRR). He proposed a few changes to the event based on feedback from the race organizer, Guam Sports Events, Inc. The first change would be the race course. He would like to differentiate the course from the United Airlines Guam Marathon and bring the race to Agana. He feels that with the new developments, Agana would be a picturesque location with the museum as the starting point and the FestPac huts as the location for the closing events. President Denight added that the run towards the south will be less challenging than the current route. Next, he'd like to remove the part of the law that links the KKRR to the Guam Micronesia Island Fair (GMIF). Initially, the two were linked together so that agencies like the Guam Police Department and the Guam Fire Department would be required to assist at both events. President Denight does not think gaining their assistance will be an issue as we work closely with them on several other projects. Finally, if approved by the board, President Denight proposed changing the name to the Guam Half Marathon. The Ko'ko' bird will still be the mascot for the event and we will continue to promote it, but most people do not know what a "road race" is. We will still remain committed to this race, but our goal is to attract international visitors. This change will make it clear to potential visitors that the event is a half marathon, which is currently the most popular race distance. He added that we will still have the 10k and 5k races as part of the event. If the board approves these changes, President Denight will then discuss them with our oversight chair, Senator Dennis Rodrgieuz. Coming from JGTA and JGTC, Chairman Morinaga's only concern is that Japan has already started marketing the event with the original name (KKRR). He is not against changing the name, but he feels this should take effect for the event in 2018. This will give all ample amount of time to market the event with the new name. President Denight noted that we will launch the event in May and registration will open in June. Chairman Morinaga asked Director Murata to email members of the JGTA to get their feedback. If JGTA members support it, then he will approve. Director Jackson also suggested presenting it to the JMC. President Denight agreed to work with all stakeholders but as this is time sensitive, we need to decide now. Director Arriola suggested that President Denight begins the process of writing the Legislation but before introducing it, we consider the feedback from all stakeholders. The board was in agreement.

G. ADMINISTRATION & GOV'T RELATIONS

- President Denight stated that the Vice President/Deputy General Manager position has been vacant. After consulting with the Governor, he decided to appoint Mr. Antonio Muna, Jr. for said position. He then asked if any member would like to make the motion as he needs the advice and consent of the board to move forward.

  Director Shinohara made a motion, seconded by Director Jackson, to approve President Denight's recommendation of the appointment of Antonio Muna, Jr. as the Vice President/Deputy General Manager of Guam Visitors Bureau.
  Motion approved

- Vice President Muna thanked the board for putting their trust in him. He also thanked President Denight for giving him the opportunity to work with the management and staff in this new capacity. He feels the team has had a lot of success over the last few years and we will continue to build upon that success and do greater things for the people of Guam.
- The board congratulated Vice President Muna.

H. DESTINATION MANAGEMENT

- Vice Chairman Mesa inquired about the status of the negotiations for the consulting firm. President Denight reported that we are finalizing the contract. We are moving forward with the first task order as it is an IDIQ with Willy Flores Group. He stated that we will start with the planning of the tourism district plan. President Denight then added that Vice Chairman Mesa met with the destination management subcommittee that will be helping with that planning. Vice Chairman Mesa stated that he met with the subcommittee to review the work that the previous board started. The next step will be for the consultant to look at pricing of infrastructure improvements. Chairman Morinaga suggested that the subcommittee starts a timeline noting all important dates (start dates, end dates, etc.). Director Mesa noted that the committee's budget has never been passed for these destination management projects. One possible solution might be utilizing any surplus funds we have after six months. President Denight stated that the only two projects that the board has funded for CIP are the streetlights (materials are on island and we awarded the labor side of it) and the bus shelter project, which should be completed by the summer.

I. GREATER CHINA

Committee minutes dated February 10, 2017 **Exhibit D**

- Director Shinohara thanked the Chairman for his support on the recent China Sales Mission.
- He mentioned that the next GCMC meeting is tomorrow so he will have more to report at the next board meeting.
- DoGM Laguana shared that the China trip went well but we have some new developments in the other markets, namely Taiwan with aviation. The team will get more details at the committee meeting tomorrow and then they will share them with the board.

J. JAPAN

Committee minutes dated February 14, 2017 **Exhibit E**

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

JATA KYUSHU TRIP (26 MAR – 28MAR. 2017)

Director Takano made a motion, seconded by Vice Chairman Mesa, to approve travel for one GVB Japan staff to join JATA Kyushu Trip from March 26 – March 28, 2017. (Estimated cost of travel $1,265.00, Account #SMD003).
Motion approved

Travel Expenses

Airfare:	$1000.00 x 1 pax	$1000.00
Taxes:	$60.00 x 1 pax	$60.00
JP Transportation to/from airport:	1 pax	$80.00
Guam Per Diem:	62.50 x 2 nights x 1 pax	$125.00
Total:		$1,265.00

Background: Japanese tourists to Guam have been declining by year. Although it is the 30th anniversary this year to serve one and only direct flight to Fukuoka, load factor of United Airlines is poor and it is concerned that the service itself may discontinue. JATA Kyushu Chapter recognize that promoting demand to travel to Guam, the nearest United States, and maintaining Fukuoka-Guam direct flight are the urgent tasks. Therefore, JATA Kyushu decided to organize JATA Kyushu Chapter training trip to Guam, through cooperation by United Airlines. The trip is meant for executives of administrative agents to visit Guam to rediscover its allure and have productive discussion with GVB to restore demand for Guam.

- Arrival breakdown: 9 JATA Kyushu (FUK), 2 UA (1 NRT & 1 FUK), 1 GVB Japan (KIX)
- General Schedule

  1st day (3/25 Sat) : UA166 FUK/GUM 11:50/16:25 (Some of them are coming on Saturday and the rest of them are coming on Sunday.)

  2nd day (3/26 Sun) : Inspection / Golf / Meeting with UA

  3rd day (3/27 Mon) : Inspection / 18:30 meeting and welcome dinner reception

  4th day (3/28 Tue) : Back to Fukuoka by UA165 GUM/FUK 07:35/10:50

- Delegation member

<JATA Kyushu>

1, Mr. Isao Nakatsu, President of KNT Kyushu (Branch Chief of JATA Kyushu)

2, Mr. Kazuyoshi Furuta, President of JTB Kyushu (Deputy Branch Chief of JATA Kyushu)

3, Mr. Tatsuya Seguchi, President of Nishitetsu Travel (Deputy Branch Chief of JATA Kyushu)

4, Mr. Hiroshi Yamada, General Manager, Kyushu Regional Headquarters of NTA (Former Branch Chief of JATA Kyushu)

5, Mr. Fumitake Matsuoka, Branch Manager, Overseas Travel Planning & Operation Center, KNT Kyushu (Overseas Travel Committee member of JATA Kyushu)

6, Mr. Shuichi Matsuda, General Manager, Overseas Travel Dept., JTB Kyushu (Overseas Travel Committee Chairman of JATA Kyushu)

7, Mr. Tsukasa Tanaka, General Manager, Planning & Promotion Div., Nishitetsu Travel (Overseas Travel Committee member of JATA Kyushu)

8, Mr. Yasuo Tsuji, Manager, Kyushu Regional Headquarters of NTA (Overseas Travel Committee member of JATA Kyushu))

9, Mr. Toshikazu Nagaoka, Executive Director of JATA Kyushu

10, Ms. Hitomi Yamamoto, Kyushu Regional Sales Manager, UA

<GVB Japan>

1, Ai Nagasawa, Sales & Marketing Representative, Western Japan

Issue: Board approval required for all travel

K. KOREA

Committee minutes dated February 14, 2017 **Exhibit F**

- Director Jackson reported that the numbers continue to increase and the market is doing well.
- He then mentioned that the Ambassador for Guam Tourism from Korea, Mr. Song Seung Heon recently visited the island.
- He added that we had a Sony Korea promotion in February.
- Lastly, he reported that the team will be taking a quick day and a half trip to Korea next week. There have been some management changes here and within the HIC office. This is an opportune time to get everyone on the same page as we move forward. The team will also be looking at a potential site for a festival that is being planned for June.

L. MEMBERSHIP & COMMUNITY OUTREACH

- Director Arriola inquired about the date for the next membership meeting. Director Kloppenburg stated that the date has not been confirmed yet.
- Chairman Morinaga shared that he would like for those who took part in the China Sales Mission to speak briefly at the next membership meeting about supporting the market.

M. NORTH AMERICA & PACIFIC MARKETS

- Director Hofmann reported that the PATA Micronesia Chapter First Tri-Annual Meeting will be in Pohnpei from March 29 to March 31.
- He then shared that the team is looking for advertisement for the commemorative booklet for the upcoming 100th Anniversary of the SMS Cormoran II Scuttling. Chairman Morinaga inquired about first responders being present as diving will be apart of the ceremony. DoGM Laguana added that the two ceremonies will be held on April 7. There will be a peace tribute at Apra Harbor in the morning and then a peace memorial service at the US Naval Cemetery in the afternoon. She hopes to get a good showing from the GVB team as this event is important for the preservation of military and scuba diving history. DoGM

Laguana also shared that a grandson of one of the crewmembers will be participating and the T. Stell Newman Visitor Center will be giving free lectures on the SMS Cormoran II and the Tokai Maru. Lastly, she stated that we have an ongoing promotion where $50 will be awarded to those who go diving within a specific two week period surrounding the anniversary.

VII. OLD BUSINESS

VIII. NEW BUSINESS

Chairman Morinaga made a motion, seconded by Vice Chairman Mesa, to change the date of the first board meeting in April from Thursday, April 13 at 3:30pm to Wednesday, April 12 at 3:30pm.
Motion approved

- Chairman Morinaga will be traveling on the regularly scheduled meeting date.

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Upcoming Board Meetings:

- Thursday, March 23, 2017 at 3:30pm, GVB Main Conference Room
- Wednesday, April 12, 2017 at 3:30pm, GVB Main Conference Room

Announcements:

- President Denight invited the board to the Håfa Adai Pledge Signing at the Legislature tomorrow at 2pm. Members of the 34th Guam Legislature will be taking the pledge.

XI. ADJOURNMENT

Director Arriola made a motion, seconded by Director Shinohara, to adjourn the meeting.
Meeting adjourned at 4:50pm.
Motion unanimously approved

_____

Mrs. Theresa C. Arriola, Secretary of the Board of Directors

_____

Board Minutes respectively submitted by Karida Brennan, Executive Secretary

Action Items:

1. VSS Committee to find solution for lighting issue along beaches
   - Lighted sidewalks
   - Lights provided by hotels, but not projected over water

2. Assignment of the Chairperson for the Administration and Government Relations Committee

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FESTPAC	$ 1,300,000.00	$ 1,300,000.00	100%	$ -	0%
Capital Improvement Projects	$ 1,000,000.00	$ 1,000,000.00	100%	$ -	0%
TOTAL	$ 26,379,191.00	$ 26,341,691.00		$ 37,500.00	
TOTAL RECEIVABLES FY 2016				$ 37,500.00	

FY 2017

	Appropriation	Received to Date		Balance	
Operations	$ 21,282,472.00	$ 10,641,371.00	50%	$ 10,641,101.00	50%
Destination Development	$ 1,085,000.00	$ 542,500.00	50%	$ 542,500.00	50%
Rainy Day Fund	$ 200,000.00	$ 100,000.00	50%	$ 100,000.00	50%
Cultural & Sports Ambassador Fund	$ 200,000.00	$ 100,000.00	50%	$ 100,000.00	50%
Pass-Thru	$ 1,085,000.00	$ 690,000.00	64%	$ 395,000.00	36%
TOTAL	$ 23,852,472.00	$ 12,073,871.00		$ 11,778,601.00	
TOTAL RECEIVABLES FY 2017				$ 11,778,601.00	
TOTAL RECEIVABLES				$ 11,816,101.00	

Accounts

RESTRICTED	
Bank of Guam - Rainy Day Fund	$ 2,184,890.06
Cultural & Sports Ambassador Fund[1]	$ 444,350.00
TOTAL RESTRICTED	$ 2,629,240.06
UNRESTRICTED	
Bank of Guam - Operations	$ 12,702,083.21
First Hawaiian Bank - Membership	$ 116,255.98
Resona	$ 786,026.06
Bank of Guam - TAF	$ 1,387,781.94
Raymond James - CD value as of 03/31/2017[2]	$ 2,534,156.66
TOTAL UNRESTRICTED	$ 17,526,303.85
TOTAL CASH as of 04/10/2017	$ 20,155,543.91

Current Payables

Asatsu invoices JAN & FEB	$ 1,010,360.02
Japan Invoices	$ 119,252.94
Guam Invoices	$ 403,862.18
Encumbered Contracts	$ 4,580,261.08
Encumbered Purchase Orders	$ 197,372.82
TOTAL as of 04/10/2017	$ 6,311,109.04

NOTES

NOTE 1

$444,350.00	Cultural and Sports Ambassador Fund
($3,750.00)	Cultural and Sports Ambassador expenses - reimburse Operations
$440,600.00	

NOTE 2

$1,417,869.34	Morgan Stanley/Raymond James CD
($86,542.00)	Board approved $86,542 on 07/23/15 for Department Revenue & Tax Auditors
($700,000.00)	Board approved $700,000 on 02/25/16 for Pale San Vitores Road Bus Shelter Project
($150,000.00)	Board approved $150,000 on 07/14/16 for Pale San Vitores Road Bus Shelter Project
($50,000.00)	Ex Com approved $50,000 on 04/07/17 for Streetlight Project Management
$431,327.34	

April 10, 2017

MINUTES OF THE GREATER CHINA MARKETING COMMITTEE MEETING
Mainland China | Taiwan | Hong Kong
Friday, March 10, 2017 | 11:00AM, GVB MAIN CONFERENCE ROOM

GCMC MEMBERS IN ATTENDANCE: Samuel Shinohara, Joann Camacho, Stephen Gatewood, Soohyun Lee, Sunardi Li, Echo Man, Mitsue Nakamura, Simon Odoca, Mark Anderson

GCMC PROXIES: Olga Tonkikh (HIS Guam), Neil Urbano (HIS Guam)

GCMC OBSERVERS: Senator Dennis Rodriguez, Joseph Mesnym (Senator Rodriguez Office) Sarah Zhang (BG Tours), Tae Oh (BG Tours), Elton Koo (Favour Tours), Jennifer Chae (Hard Rock Café), Terry Chung (Pleasure Island), Angus Chien (EVA Air)

GVB: Pilar Laguaña, Nadine Leon Guerrero, Gina Kono, Ana Cid-Cruz, Elaine Pangelinan, Nakisha Garrido

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I. CALL TO ORDER

Chairman Sam Shinohara called the meeting to order at 11:00AM

II. REPORT OF THE CHAIRMAN

Chairman Shinohara introduced Senator Dennis Rodriguez who extended a courtesy visit to the committee and to thank the committee for the opportunity to have him participate in this year's China Sales Mission last week. Senator Rodriguez expressed how impressed he was with the 4-city road show that well exceeded his expectations. He thanked GVB Director of Global Marketing, Pilar Laguana, GCMC Vice-Chair Joann Camacho and the staff for guiding him throughout the sales mission. The magnitude and intensity experienced was extraordinary and is very appreciative to have been a delegate. Senator Rodriguez extended his support to GVB.

III. REPORT OF GVB MANAGEMENT

- Visitor Arrivals Update

Visitor Arrivals Update

Market	CYTD Jan – Feb 28, 2016	CYTD Jan – Feb 28, 2017	% of diff.	FYTD 2016 February	FYTD 2017 February	% of diff.
Hong Kong	1,159	3,735	222.3%	630	1,688	167.9%
Taiwan	8,162	7,460	-8.6%	4,487	3,610	-19.5%
China, P.R.C.	8,421	6,416	-23.8%	6,306	2,370	-62.4%

Discussion: Hong Kong arrivals are up by 222.3% for CYTD and 167.9% FYTD. Taiwan and Hong Kong are showing decreases in visitor arrivals for both CYTD and FYTD primarily due to the timing of Chinese New Year. Last year the Chinese New Year travel period fell between the first two weeks of February however this year the travel period occurred in January.

IV. Greater China Marketing News

- ❖ Hong Kong
  - o 3-Month Visitor Forecast

Hong Kong Marketing News

3 Month Visitor Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '17	Seat Data '16	% Change Seats
Mar	1652	944	+75%	5882	2,822	+108%
Apr	897	598	+50%	5117	2,822	+81%
May	1078	616	+75%	5117	2,822	+81%

Air Capacity HKG - GUM					
March		**April**		**May**	
Airline	United	**Airline**	United	**Airline**	United
Aircraft	Boeing 737-800	**Aircraft**	Boeing 737-800	**Aircraft**	Boeing 737-800
Seats	2822	**Seats**	2822	**Seats**	2822
Airline	HK Express	**Airline**	HK Express	**Airline**	HK Express
Aircraft	Airbus 320	**Aircraft**	Airbus 320	**Aircraft**	Airbus 320
Seats	3060	**Seats**	2295	**Seats**	2295

Note: HK Express will change the flight schedule for Guam, to Monday, Wednesday and Friday starting from April 1 to September 30 2017

  - o 86th HK Wedding Fair Promotion

Hong Kong Marketing News

86th Hong Kong Wedding Fair

- Date: Feb 10-12 (Fri-Sun) Venue: HKCEC
- Promotion of Guam as a wedding destination
- Watabe Wedding, Ariuls Wedding & Sunflower Travel where present on the both
- Mr & Miss Guam interaction throughout the show
- 2 Stage sessions, with sponsors prizes for lucky show goers
- Cost USD $23,000
- Trade Partners' business growth, for example
  *Watabe wedding sales record on Feb 2015 wedding fair 3 bookings
  *Watabe wedding sales record on Feb 2016 wedding fair 11 bookings





Discussion: The wedding market is a lucrative market in Hong Kong and as such Hong Kong holds numerous wedding fairs throughout the year. The 86th Hong Kong wedding fair was an opportune time for the GVB to participate as many of our trade partners participated at this event with Watabe Wedding, Arluis Wedding, and Sunflower Travel being present at the GVB booth. Wedding partners saw an increase in sales from the previous year's fair attendance.

- Joint Promotion with EComm WiFi

Hong Kong Marketing News

Discounted Wifi Device with ECOMM Wifi

- Date: Feb 1 to Jun 30
- Promotion: 20% discount for HK Travelers on Wifi device rental
- Partner: ECOMM WIFI
- Social media promotion (Facebook, Youtube)
- Cost USD $0
- Offer Redemption on Feb: over 50 transactions





- Joint Promotion with Travel Expert

Hong Kong Marketing News

Travel Expert Joint Promotion

- Joint Promotion with Travel Expert, leading travel agency in Hong Kong
- Promotion is 2N / 3D Travel Package @ HKD $3 690 / USD$476
- Sent to 100K UA Loyalty Club Members
- Cost USD $5 161
- Currently in market (until end Feb)
- Good response to EDM campaign and advertising
- 90pax sold 300% increase over 15/16 promotion

5/12/2015 - 27/1/2016 32 pax
5/12/2016 - 27/1/2017 90 pax









❖ Taiwan

- 3-Month Visitor Forecast

Taiwan Marketing News

3 month Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '17	Seat Date '16	% Change Seats
March	3,693	3,253	13.5%	6,155	5,058	21.6%
April	3,385	2,587	30.1%	6,155	4,651	32.3%
May	3,682	3,512	4.8%	5,845	5,058	15.6%

Flights

March
Taipei
- China Airlines : 5 per week = 3,410*
(B737 800,738)
- EVA Airways : 2 per week = 2,745
(A330-200,332 & A330 300, 333)

Total 6,155

April
Taipei
- China Airlines : 5 per week = 3,410
(B737 800,738)
- EVA Airways : 2 per week = 2,745
(A330 200,332 & A330 300, 333)

Total 6,155

✓ EVA Air will change to daytime flight since 3rd Jun, please find the flight schedule as below: (Airplane A321-200, 8 + 176 seats in total)

Wed	Sat
BR020	BR020
08:25 TPE | 14:20 GUM	09:00 TPE | 14:55 GUM
BR019	BR019
16:25 GUM | 18:20 TPE	16:05 GUM | 18:00 TPE

May
Taipei
- China Airlines : 4-5 per week = 3,100
(B737 800,738)
- EVA Airways : 2 per week = 2,745
(A330 200,332 & A330 300, 333)

Total 5,845

✓ China Airlines confirmed that they will cancel its Sunday flight services since 14th May and reduce from 5 services to 4 services per week then, which is due to the change of its China route, using the same airplane.

* CI will keep the Sunday flight departing on 28th May

- Cultural Enrichment Familiarization

Taiwan Marketing News

Chamorro Culture Enrichment Familiarization Tour

- Date: 29th Mar - 8th Apr.
- The 1st GCDA was held in August, 2016 as a result of the 777 Club's pursuit and affection for Chamorro artistry, there were more than 30 members participated in the tutorial. 777 Chamorro Club started from 19th Sep. 2016, in which the seeded teacher Tina taught Chamorro dance to their students (around 30 in total)
- 777 Chamorro Club Teacher Tina hoped to explore and experience more Chamorro culture and learn more Chamorro dance, so that she can understand and promote Chamorro culture & dance comprehensively.
- Arrange Fam tour for teacher Tina and another assistant teacher to help them to explore and experience more Chamorro culture and learn Chamorro dance with Master Frank, which will help them promote Chamorro culture better in the future

- SMS Cormoran 100th Anniversary

Taiwan Marketing News

SMS Cormoran II 100th Anniversary

- Date: Feb.-April.
- Provided localized flyer, incentive program and dive package info sheet to TAs for their package planning. Despite the leading time for planning & promotion is very limited, there are still few TAs are interested in the package planning
- Issued PR and promoted campaign on GVB Taiwan social media platforms. The diving club in Taiwan has shared the post to those diving enthusiasts
- Had discussion with ADS (Association of Diving School) International Taiwan, seeking for their group tour (there are more than 400 diving instructors as their member around Taiwan). ADS is waiting for the TA to provide the package information for their evaluation & final decision



- iRobot Campaign

Taiwan Marketing News

iRobot X Guam Mother's Day Campaign

- Date: Mar. – the middle of May
- Organize Mother's day campaign during the middle of April- the middle of May (kick off in March), targeting family tours and promoting tourism during the low season by launching popular and fancy incentive program.
- Generate exposures of Guam and lift the brand awareness of each other by cross-industry collaboration
- Create media exposure by Mother's Day buzz marketing

Incentive program:

- To celebrate Mother's day, those who visit Guam with mother in May (purchase Guam tour package with designated travel agencies) will have a chance to win the grand prizes (iRobot Vacuums or Mops, limited to 6) of raffle draw.
- Those who buy iRobot products during Apr- the middle of May will have an opportunity to win prizes (6 grand prizes: round-trip ticket to Guam, 2nd prize*2: Samsonite luggage) in raffle draw.

❖ China

- 3-Month Visitor Forecast

China Marketing News

3 Month Airlift Forecast

Month	Forecast Pax	Last Year	% Change	Seat Forecast '17	Seat Data '16	% Change Seats
March	1778	1380	28.8%	4266	4014	10.8%
April	2000	1611	24.2%	4266	4014	10.8%
May	1948	1484	31.3%	4148	4014	7.8%

March

Shanghai UA : 2 flights per week =1062
(B737-700)

Nationwide
KE, estimated 2000 seats per month
(A330-300)

Hong Kong
-UA:4 flights per week=664
(A737-88)
-UO:3 flights per week=540
(A320)

April

Shanghai UA : 2 flights per week =1062
(B737-700)

Nationwide
KE, estimated 2000 seats per month
(A330-300)

Hong Kong
-UA:4 flights per week=664
(A737-88)
-UO:3 flights per week=540
(A320)

May

Shanghai UA : 2 flights per week =944
(B737-700)

Nationwide
KE, estimated 2000 seats per month
(A330-300)

Hong Kong
-UA:4 flights per week=664
(A737-88)
-UO:3 flights per week=540
(A320)

- CNY Charter Program with aoyou.com

China Marketing News

Chinese New Year Charter Program with aoyou.com

- Dates: Jan 20- Feb 4, 2017
- Investment: USD 15,000
- GVB engaged in a charter flight co-operative marketing program with aoyou.com, the company promoted their Chinese New Year charters through various channels and media.
- A briefing was held for charter customers and every participant was provided with a travel kit that included a Guam map and guide.
- Three charter flights brought over 400 visitors to Guam during Chinese New Year. GVB HQ greeted our visitors with an airport welcome ceremony.






- Marketing Promotion with Ctrip

China Marketing News

Marketing Promotion with Ctrip

- **Investment: Year round Marketing Funding USD 100,000**
- **Created Wechat Post on Spring Festival theme released on Dec 30, 2016**
- **Created Weibo Post on Spring Festival Theme and released on Jan 3, 2017**



Sales Incentive Cooperation – Q3
Incentive funding USD 75,000
(USD 25,000 for Q3)

2015 Historical Arrivals	525
2016 goal of 100% growth of previous year	1050
Actual Performance	1495

- CNY Arrivals Comparison

Chinese Visitors Arrival Comparison CNY

	2016 CNY					
Month	Charters	Seat data	Load factor	Arrivals by Charters	Total arrivals	% of Total arrivals
Jan.2016	0	0	N/A	N/A	2115	N/A
Feb.2016	16	3551	78%	2832	6391	56.3%

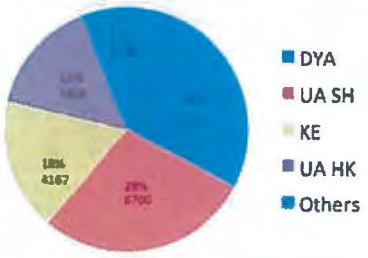
	2017 CNY					
Month	Charters	Seat data	Load factor	Arrivals by Charters	Total arrivals	% of Total arrivals
Jan.2017	2	280	9%	277	4046	6.5%
Feb.2017	1	140	97%	136	2370	5.5%

Above conclusion indicates:

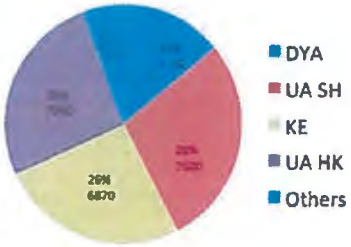
1. The dependence to charter of Mainland China market is reducing.
2. Chinese visitors arrival structure is getting **steady** and **healthy**.
3. More and more passengers will choose travel to Guam independently rather than relying on travel agency's charter package.
4. The demand from consumer market is increasing, which reveals Guam's awareness has been enhanced.

Air Passenger Breakdown Comparison by Air Carrier

FY 2015 Passenger Arrivals Breakdown



FY 2016 Passenger Arrivals Breakdown



Note:

1. The comparison period is fiscal year, from 2015 Oct to 2016 Sep.
2. The passenger arrivals are based on seat capacity and estimated load factor.

According to the statistic analysis, it is obvious to see that:

1. DYA charter market share is **decreasing** from 33% to 14% this year.

- Spring Festival Product Promotion

China Marketing News

Spring Festival Product Promotion of Shanghai Zhong Qing



2017 Spring Festival in Guam
4D Semi-FIT package



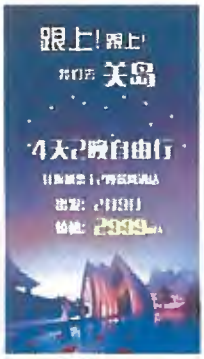
Spring Festival at discount rate
4D Semi-FIT tour



Spring Festival relaxation Packages
4-8D Semi-FIT

China Marketing News

Spring Festival Product Promotion of Shanghai Spring Tour



4D2N Semi-FIT tour during Spring Festival



5D3N Semi-FIT tour during Spring Festival



8D6N Semi-FIT tour during Spring Festival

- 2017 China Traveler's Form (CTF)

China Marketing News

2017 China Travelers' Forum (CTF)

- Dates: Feb 21, 2017
- Guam was awarded the China Travelers' Top 10 Spots: Best Island Tourist Destination
- Eve Zhou, trade manager of GVB Shanghai office attended CTF





- Shenzen Travel Association

China Marketing News

Shenzhen Travel Association
Southeast Asia Specialized Committee

- Dates: Feb 27, 2017
- Investment: Marketing collaterals
- Over 150 participants from the Southern China market attended this event. Participants included key tour operators, airlines and the local tourism bureau
- An invitation to attend this event was extended to the Guam Visitors Bureau.
- GVB Guangzhou office capitalized on this experience by building business relationships with the participants.





- China Sales Mission

China Marketing News

China Sales Mission 2017
February 27 - March 3, 2017

- Targeted (4) Key Cities Beijing, Shanghai, Hangzhou & Guangzhou
- Guam tourism industry partners had a strong presence at this years event and we thank them for their successful participation.
  - Arluis Wedding, Blue Pacific Tours, Dusit Thani Guam Resort, Dynamic Airways Easy Travel Inc., Enterprise Rent a car, Golden Dragon Guam, Hilton Guam Resort & Spa, Korean Air, Lotte Hotels & Resorts, Lotte Duty Free, PTI Pacrifica IT&E, Pago Bay Resort, Philippine Airlines, T-Galleria, Umitrip Guam, United Airlines and Westin Guam Resort
- Dångkolo na Si Yu'os Ma'åse' to Senator and Mrs Rodriguez, Chairman Morinaga, GCMC Vice Chair Camacho



China Marketing News

2017 GVB China Sales Mission
February 27 – March 3, 2017
Overview

- Investment, $75,000
- Introduced Guam and it's MICE offerings to travel trade in (4) key cities
  - Beijing – 100 trade attendees
  - Shanghai – 100 trade attendees
  - Hangzhou – 80 trade attendees
  - Guangzhou – 120 trade attendees
- Introduced Guam suppliers to the local trade industry creating the opportunity to engage in one on one business discussion
- Conducted a group media interviews in 3 key cities
  - Beijing – 6 media
  - Shanghai – 40 media
  - Guangzhou – 7 media
- Guam suppliers provided prizes for a lucky draw giveaway

China Marketing News

2017 GVB China Sales Mission- Shanghai Stop

China Marketing News

2017 GVB China Sales Mission- Beijing Stop

China Marketing News

2017 GVB China Sales Mission- Hangzhou Stop







China Marketing News

Visiting Alibaba Group









China Marketing News

2017 GVB China Sales Mission- Guangzhou Stop



Discussion: The 2017 China Sales Mission was a tremendous success. The GVB delegation led by Senator Dennis Rodriguez introduced Guam's tourism and MICE offerings to hundreds of travel trade in the four key cities of Beijing, Shanghai, Hangzhou and Guangzhou. Awareness of Guam as a travel destination was promoted through media interviews in all four cities. In addition, there was a strong presence of Guam industry partners who provided testimonial that the mission exceeded all expectations and valuable business contacts were made as a result of their attendance.

- GVB and Fliggy MOU Signing

China Marketing News

2017 MOU Signing Ceremony Between GVB and Fliggy

- Dates: Feb 28, 2017
- Introduced Fliggy and Guam to 40 key media in Shanghai
- GVB Signed an MOU with Fliggy



MOU Signing

Fliggy introduction

Discussion: The GVB signed a memorandum of understanding with Fliggy, Alibaba's rebranded online travel platform. Fliggy is a powerful OTA tool with millions of members; working with Fliggy, Guam will have more valuable online resources and the opportunity to develop a stronger digital presence with Chinese consumers.

- GVB-GIAA Airline Meetings

China Marketing News

GIAA Meetings with Hainan Airlines, Juneyao airlines, Loong air & HK Express

- Date: Feb 27, 28, Mar 1, 2017
- Participants:

  Senator Dennis Rodriguez Jr., Senator of Tourism

  Mr. Milton Morinaga, Chairman of the Board of Directors, GVB

  Ms. Pilar Laguana, Director of Global Marketing, GVB

  Ms. Kate Meng, ASM – GIAA Consultant

  Reps of Hainan Airlines, Juneyao airlines, Loong air and HK Express



- Joint Promotion with Korean Air

China Marketing News

Joint Promotion with Korean Air-FY2017

- Dates: Apr 1-Aug 30, 2017
- Investment: USD 12,800
- GVB has partnered with Korean Air to promote China-Guam air tickets from March to August. During this period, (2) GVB signature events: the United Guam Marathon and the BBQ Block Party will be promoted to target FIT travelers
- During the campaign all promotions will be featured on the KE website, KE APP, KE and GVB China's social media.
- GVB China and Korean Air will conduct a KE Boarding Pass event in which anyone with a China-Incheon and Incheon-Guam boarding pass will be provided with a special "Year of Love" gift



- Mega FAM-FY2017



V. COMMITTEE FORUM

Chairman Shinohara opened up the floor to the committee to express comments about GCMC initiatives and plans. The following were brought up:

- GVB to share overseas mission calendar to members requesting for their info and planning.
- GVB met with new the new commander of JRM Rear Admiral Shoshana Chatfield and some conversations to consider scheduling military exercises during off peak travel periods. Official meetings will be forthcoming.
- A TripAdvisor workshop was held in January this year featuring Sarah Mathews, Head of Destination Marketing Asia Pacific who provided very valuable information about key travel trends in 2016. GVB will look into organizing another workshop with more hands-on training.
- Newly appointed GVB Vice President Antonio Muna was introduced to the committee. He remarked that GVB is taking great strides in its CIP programs and as projects progresses such will be shared with the GCMC.
- There is great concern that no free Wi-Fi is available at Guam airport. GVB to express this to GIAA
- Airport immigration processing has improved slightly but more effort needed especially during peak arrivals. GVB will continue to monitor.
- HK market dropping – including wedding which is a large market. It was suggested that GVB have more wedding promotions, more advertising and consider cooperating with celebrity influencers.
- Request was made to obtain airline arrivals breakdown for HK and China to compare actual visitors versus transiting (Hawaii bound) passengers.
- Leo Palace Execution announced construction of a new executive (club) floor to be completed in April.
- Eva Air representative expressed interest to become involved with Guam marathon.

VI. ANOUNCEMENTS

- ❖ No Announcements

VII. ADJOURNMENT

Meeting adjourned at 11:58AM

Prepared by: _____
Marketing Coordinator

Reviewed by: _____
Marketing Manager-Taiwan|Hong Kong

Approved by: _____
Director of Global Marketing

EXHIBIT

JAPAN MARKETING COMMITTEE MEETING - TUESDAY, MARCH 28, 2017

JMC MEMBERS PRESENT: Milton Morinaga, Tak Takano, Satoru Murata, Kiyoshi Kawano, Mike Lee, George Johnson

OFF-ISLAND:

OBSERVERS/GUESTS PRESENT: Dave Duenas, Akiko Futakami, Shizuyo Okabe, Kenji Sekine, Koji Nagano, Mark Anderson, Simon Odoca, Paul Kirkland, Yoshihisa Otani, Hiromi Matsuura, Mai Perez, Masumi Fujimoto, Bill Nault, Bonnie Lee Alig, Akihiro Tani, Kyoichi Aoki, Miwa Bravo, Ayisha McKinnon, Shuichi Kato

ABSENT: Kimi Passeur, Toshio Akigami, Mitsunori Takahashi, Suzanne Perez, Terry Debold, Yusuke Imazu, , Bunichi Yamashita, Mari Oshima, Koji Nagano, Chie Takase, Kazu Atsuta

GVB: Tony Muna, Jr., Nadine Leon Guerrero, Brian Borja, June Sugawara, Ana Cid

ADK:

SKYPE:

CALL TO ORDER

The meeting was called to order at 1:40 PM.

APPROVAL OF MINUTES

Motion made by Mr. Murata and seconded by Mr. Nault to approve the minutes of February 14, 2017. Minutes approved.

REPORT OF CHAIRMAN

Chairman Morinaga reported to the committee regarding the dinner meeting with JATA Kyushu group last night. One of the main reason for the meeting was to increase the arrivals from Fukuoka. They also requested GVB to increase collaterals and commercials. Other concern was with ESTA, they made a comment that the process took them about an hour. Chairman Morinaga informed them that we are working with CBP and it has been a working progress. He informed the group that the processing time before took 2 hours.

REPORT OF MANAGEMENT

Mr. Muna reported on the following:

Three Month Forecast
- March is 70,000 down 11.68%
- April is 51,000 up 3.46%
- May is 50,000 up 2.27%

Charter Capacity Update 2017: January to May
Total Capacity in 2017 is 13,738 seats (80 flights)
- Six airlines: T'Way, Korean Air, China Airlines, Uzbekistan Airways and UA

Total Capacity in 2016 was 7,104 seats (35 flights)
- Three airlines: T'Way, Korean Air and China Airlines
- Charter & extra flight capacity in 2017 has increased more than 190% compared to LY

Golden Week Charter Flight Capacity
- 2016: 3,777 seats vs. 2017: 2,901 seats

Summer Charters Capacity as of March
- 2016: 9,519 seats vs. 15,829 (+5,829 seats, 161% increase)

Charter Sales Update as of March 2017
H.I.S. & JTB Charter Product
T'Way Charter from Narita
- Total capacity: 2,820 seats
- Number of flights: 15 flights
- Period: March 17~31
- Capacity: 188 seats
- Expected load factor: 96% (2,700 seats sold out)

Uzbekistan Charter from Nagoya
- Total capacity: 4,440 seats
- Number of flights: 30 flights
- Period: March 1~30
- Expected load factor: 95% (4,200 seats sold out)

Competitors Arrival Updates
DeNA Travel
- Special promotion with stuffed character
- Mr. Nana's Earth Walk
- Submit pictures from around the world
- Excellence Award winner receives 3 day Seoul trip
- Best Award winner receives 4 day trip to Guam
- Most posts winner will receive accommodations at a domestic hot spring

Golden Week Travel - DeNA
- Greatest increase for destination is Kathmandu (+271.4%)
- Second is Prague 150%
- Third is Helsinki at 143.8%

Passport Issuance
- MFA reports increase in passport issuance in 2016
- 43% issued to 30 years old or younger
- In Hokkaido, JTB, HIS, Top, KNT, Tourwave, NTA and Shin Chitose Airport will support ¥6,000 passport fee for the first 300 children to apply for travel during April 1~August 31 Guam to Hawaii

Tell Me Club
- Declared bankruptcy
- Doors closed
- Japan Travel Agency Association handling claims

Japanese Millenials rank bottom of overseas travel and SNS posting while traveling (Info. from Expedia)
- People born 1982-1999
- Japanese - 58% did not travel within past year
- Posting while traveling was 27%, lowest of 21 countries surveyed

Japan Outbound Promotion Committee officially launched on Feb. 13
130 registered organizations including 50 travel companies
- Goal: 20 million JOT by 2020
- The committee consists of six teams for Europe, Middle East/Africa, North and Latin America, Asia and Oceania/Pacific
- Guam and other islands in the Pacific are in the North and Latin America group

Guam Tourism Summit
- Dangkolu na Si Yu'us Ma'å'se' to the vendors and board members who have attended:
  - Outrigger Guam Beach Resort, Alamo Rent A Car, Alupang Beach Club, Underwater World, Sea Grill, Westin Resort Guam, Avis Rent A Car, Onward Beach Resort, Guam Plaza Resort and Spa, Guam Reef & Olive Spa Resort, Couture Naoco Wedding, Ken Premier Hotel, Sheraton Laguna Guam Resort, Hilton Guam Resort and Spa, Hotel Nikko Guam, Starts Guam Golf Resort & Hotel, T'Way, T Galleria Guam by DFS, Dusit

Thani Guam Resort, Delta Airlines, Japan Airlines, Hyatt Regency Guam, Hertz Asia Pacific, Baba Corporation, Atlantis Submarine, Coco Palm Beach Resort, Nippon Rent A Car, Baldyga Group, SandCastle, The Beach, BIG Sunset Dinner Cruise, Ride the Duck, Fiesta Resort Guam, Fish Eye Marine Park, Holiday Resort & Spa Guam, Garden Villa Hotel, United Airlines, Lam Lam Tours & Transportation, Leo Palace Resort Guam, Royal Orchid Guam Hotel, Lotte Hotel Guam, Watabe Wedding, Guam Premier Outlet, Tumon Sands Plaza, and Japan Drone League

- •Board and JMC Chairman Morinaga
- •Vice Chairman Mesa
- •JMC Vice Chairman Takano

- Sapporo:20 vendors/ 53 TA/ 4 media, 4 pax
- Sendai:20 vendors/62 TA/4 media, 5 pax
- Fukuoka:19 vendors/52 TA/6media 10 pax
- Tokyo Media:23 vendors / 65 media
- Tokyo TA:32 vendors/ 113 TA
- Nagoya:24 vendors/ 77 TA / 5media, 6 pax
- Osaka:24 vendors /93 TA/4 media, 6 pax

Ms. Leon Guerrero reported on Japan Air Service Support Plan:

Current situation

Decline in Arrivals
- Challenges: Weak Yen, Decreased Outbound, Increase in Guam Pricing, Increased comp from Asia and Hawaii

Decline in Seat Capacity
- Loss of flights from secondary cities
- Only one flight from Japanese carrier
- Increase in airfares

Loss of Market Share
- Guam trending bleow 5%

Air Seat Capacity to Guam
- Japan: 2006 1.2M / 2010 1.3M / 2016 972K

Purpose
- Increase airline seat capacity from Japan to Guam
- Incentivize existing carriers to add more flight capacity
- Attract new airlines to start regular scheduled service
- Provide support to offset the startup costs

Existing Carriers
- Support Amount: p to $250,000 per New regular flight service between NRT, KIX or NGO and Guam
- Requirements
- 1 full year commitment
- 7x / week: $250K; 4x / week: $125K
- Does not include charter flight service
- Must be 737 / A320 or larger aircraft

Budget
- Maximum 4 airlines at $250,000 = $1,000,000
- Est. 150 seats x 4 times weekly = 31,200 per year
- Est. 150 seats x 7 times weekly = 54,600 per year
- Est. Max: 54,600 x 4 flights = 218,400 seats

Payment Terms
- If airline fails to meet requirements, funds must be returned
- 50% paid at commencement of service
- Balance paid at end of year

Ms. Leon Guerrero said for timing purpose, to launch sometime in April and if we can get regular service to start this fiscal year. If the plan goes beyond this fiscal year, then the budget will come from FY2017 and FY2018.

REPORT OF ADK

Report by Mr. Borja on behalf of ADK:

FY2017 PR Current Activities

PR-March
- Ohayou Call ABC
- Delta In-flight Magazine
- Rakuten Golf

PR-April
- Namaiki TV
- Marine Diving
- Zexy

PR-May
- Tabifuku
- Le Scuba
- Zexy Premier
- Nonno

PR-June
- Sando no Bonyari-nu

PR-July
- Diver
- Hanako Mama
- Running Style
- Zexy

Guam Tourism Smmit 2017

Sapporo
- TA: 52 pax
- Media: 4 pax

Sendai
- TA: 62 pax
- Media: 5 pax

Fukuoka
- TA: 50 pax
- Media: 10 pax

Tokyo
- TA: 113 pax

Nagoya
- TA: 77 pax
- Media: 6 pax

Osaka
- TA: 93 pax
- Media: 6 pax

Press Conference in Tokyo
- TV: 2 pax
- Radio: 3 pax
- Newspaper: 9 pax
- Magazine: 43 pax
- Web: 8 pax

Press Conference Media Coverage Preliminary Report as of March 22, 2017

- NTV News
- Travel Watch
- Livedoor News
- Mrs. Miyamoto's official web blog

Media Coverage
Cormoran

- Monthly Diver (Magazine)
- Getty Images (News Service)
- Namaiki TV
- ROXY Ambassador (Influencer)
- Influencer x 3 pax

UGM

- San Ai Image Girl (Influencer)
- ROXY Ambassador (Influencer)
- Influencer x 3 pax

50th Anniversary Commemoration SNS Campaign

- Period: April 1-September 30, 2017
- 25 lucky couples will win 3 night, 4 day Guam vacation
- Reveal and share your experience on Guam on social media (FB and Instagram) for a chance to win 3 night / 4 days getaway to Guam.

OLD BUSINESS

Mr. Nault made a comment on ESTA to check the GVB Japan website. Although GVB is pushing for ESTA, when the Automatic Passport Control came out, the website's message did not have a strong message to use the ESTA.

Another comment by Mr. Nault regarding the Ambassadors to guide the visitors accurately. Especially for those first time ESTA users need to go line up at the regular line and not to go straight to the machine. Otherwise, they will get a disapproval note.

Mr. Takano also stressed that GVB need to send out strong message to apply for ESTA. Chairman Morinaga made a comment that GVB is also pushing the Korean market to apply for ESTA.

4/4/17

GUAM

JMC Meeting
March
FY 17 Plan for Japan Market

ADK

March 28, 2017
ASATSU-DK INC.

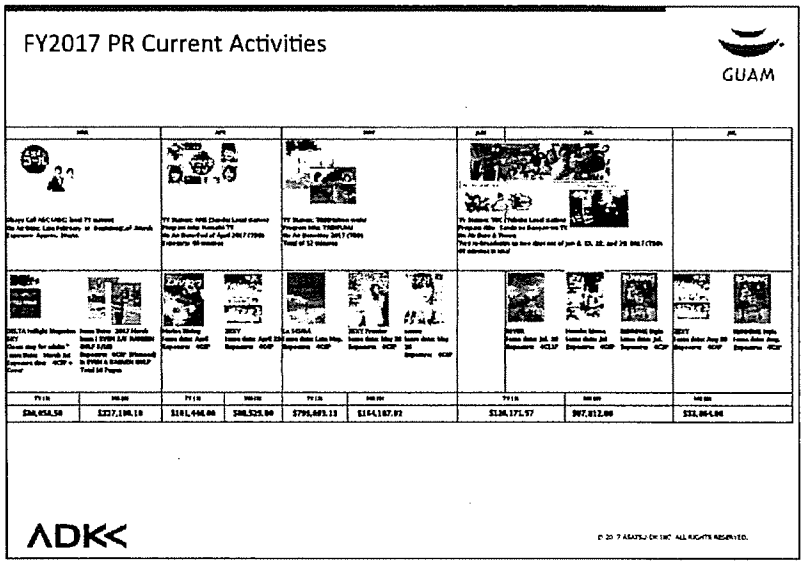
GUAM

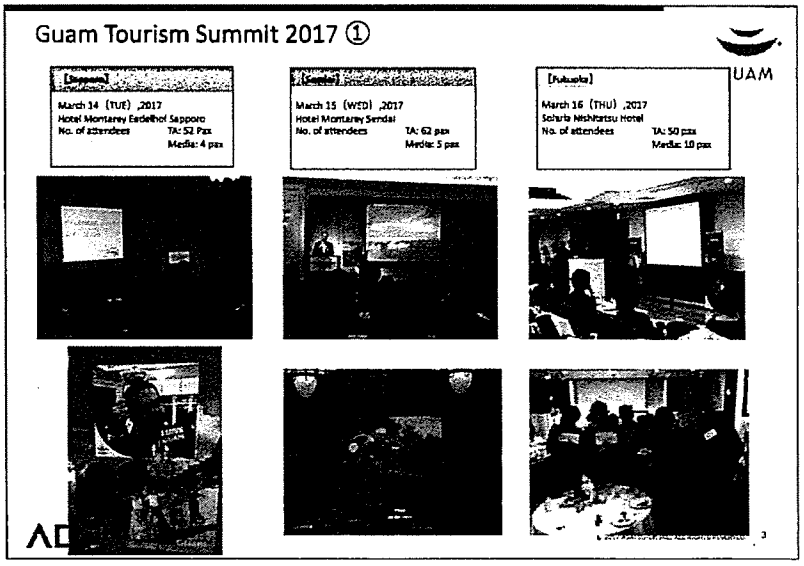
Current Activities

ADK

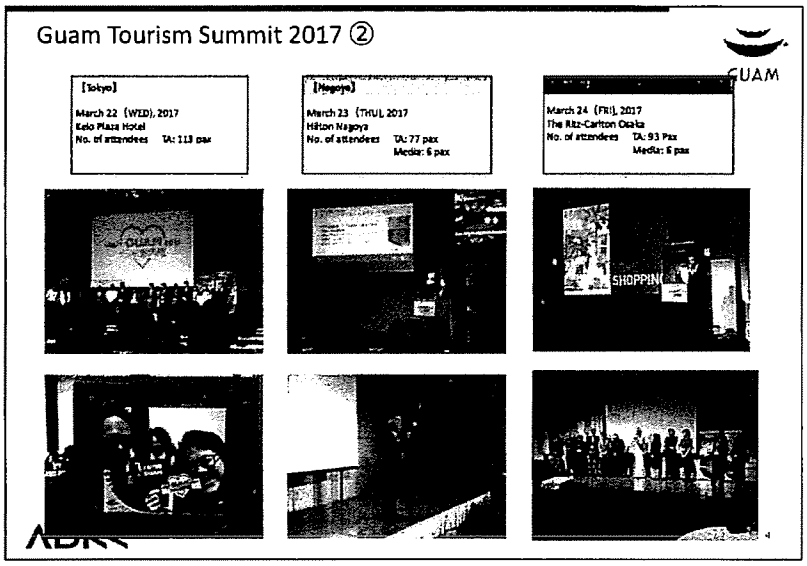
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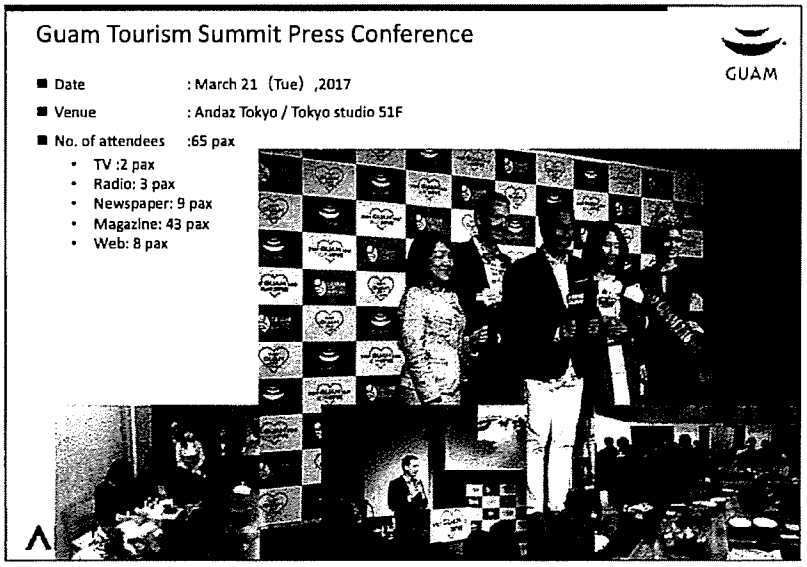
4/4/17


FY2017 PR Current Activities
GUAM
ADK

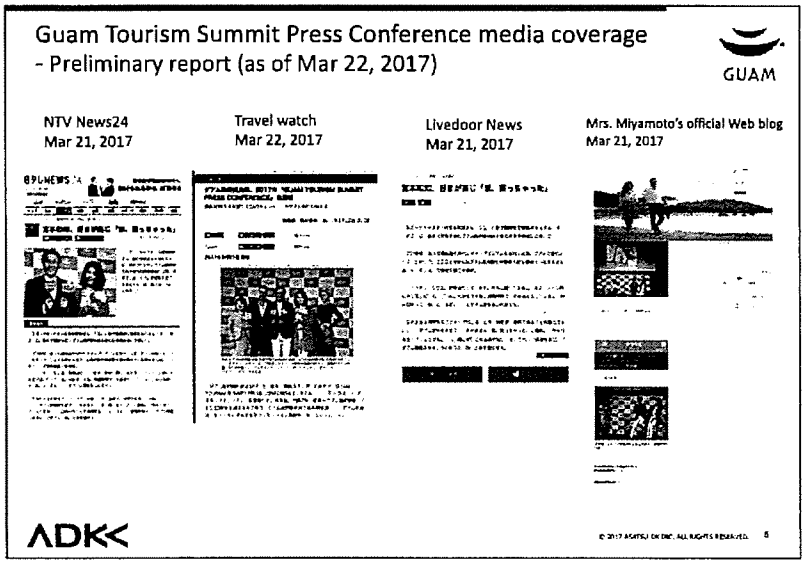

Guam Tourism Summit 2017 ①
UAM
[Sapporo]
March 14 (TUE) ,2017
Hotel Monterey Edelhof Sapporo
No. of attendees TA: 52 Pax
Media: 4 pax
[Sendai]
March 15 (WED) ,2017
Hotel Monterey Sendai
No. of attendees TA: 62 pax
Media: 5 pax
[Fukuoka]
March 16 (THU) ,2017
Sohatsu Nishitetsu Hotel
No. of attendees TA: 50 pax
Media: 10 pax

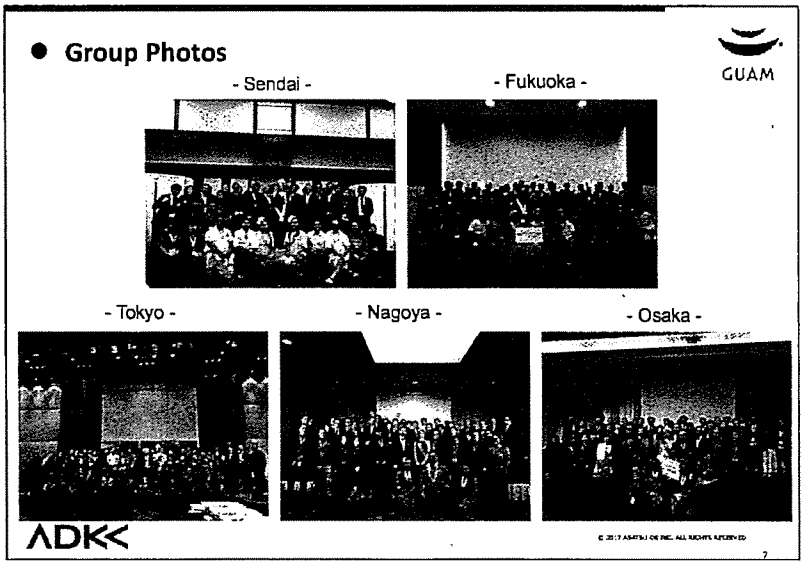
4/4/17


Guam Tourism Summit 2017 ②
GUAM
[Tokyo]
March 22 (WED), 2017
Keio Plaza Hotel
No. of attendees TA: 113 pax
[Nagoya]
March 23 (THU), 2017
Hilton Nagoya
No. of attendees TA: 77 pax
Media: 6 pax
March 24 (FRI), 2017
The Ritz-Carlton Osaka
No. of attendees TA: 93 Pax
Media: 6 pax


Guam Tourism Summit Press Conference
GUAM
■ Date : March 21 (Tue) ,2017
■ Venue : Andaz Tokyo / Tokyo studio 51F
■ No. of attendees :65 pax
• TV :2 pax
• Radio: 3 pax
• Newspaper: 9 pax
• Magazine: 43 pax
• Web: 8 pax

4/4/17


Guam Tourism Summit Press Conference media coverage
- Preliminary report (as of Mar 22, 2017)
GUAM
NTV News24
Mar 21, 2017
Travel watch
Mar 22, 2017
Livedoor News
Mar 21, 2017
Mrs. Miyamoto's official Web blog
Mar 21, 2017
ADK


Group Photos
GUAM
- Sendai -
- Fukuoka -
- Tokyo -
- Nagoya -
- Osaka -
ADK

4/4/17

Media coverage

GUAM

- Cormoran
  - ✓ Monthly Diver (Magazine)
  - ✓ Getty Images (News service)
  - ✓ Namaiki TV (TV)
  - ✓ ROXY Ambassador (Influencer)
  - ✓ Influencer X 3pax
- UGM
  - ✓ San Ai Image Girl (Influencer)
  - ✓ ROXY Ambassador (Influencer)
  - ✓ Influencer X 3pax



gettyimages







ADK

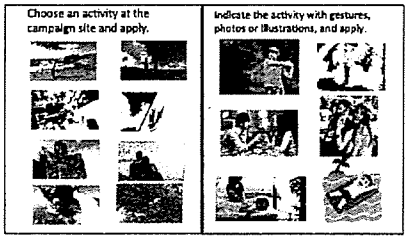
Guam x Japan Flight-Connection 50th Anniversary Commemoration
- This...Is What I've Always Wanted to Do. SNS Campaign

GUAM



- **To celebrate the 50th anniversary of passenger flights between Guam and Japan, 25 lucky couples (50 persons) will win 3-night, 4-day Guam vacations.**
- ☐ Reveal and share what you want to experience in Guam on social media (Facebook and Instagram) for a chance to win a 3-night, 4-day couple's getaway to Guam!

Tell us what you want to do.



ADK

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NEW BUSINESS

ANNOUNCEMENTS

- Next JMC meeting will be held on April 11, 2017.

ADJOURNMENT

Moved by Mr. Murata seconded by Mr. Nault to adjourn the meeting at 2:25 p.m. Motion approved.

Minutes prepared by: _____
June Sugawara, Marketing Officer II

Approved by: _____
Brian Borja, Marketing Officer II

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

KOREA MARKETING COMMITTEE MEETING MINUTES
Tuesday, March 14, 2017, 11:00 a.m.
GVB Main Conference Room

Members Present:
Alupang Beach Club - Stephen Gatewood
Baldyga Group - Tae Oh
Days Inn - Sunardi Li
Enterprise Rent-A-Car - Simon Odoca
Pacific Islands Club - Tommy Lee
Outrigger Guam Resort - Jenny Kim
Tumon Aquarium - Soohyun Lee
Red Door Productions - Ayisha McKennon
Fish Eye - Akihiro Tani
Westin Resort Guam - Chris Yang
Hyatt Regency Guam - Esther Kim

Guests/Alternate Members:
Baldyga Group - Annie Joo

Members Absent:
Guam Plaza Hotel - Julia Kondo
Dusit Thani Guam - Gun Park
Hard Rock Café Guam - Jennifer Chae
Hotel Nikko Guam - Jenny Cheon
Lotte Hotel Guam - Elisha Lee
Sheraton Laguana Guam - Jason Lee
University of Guam - Carlos Taitano
Nissan Rent-A-Car - Mark Anderson
KGTA - John Ko
Holiday Resort - Ina Lee
Summer Dream Information - Justin Choi
Tumon Sands - Susan Fryer
Pacific Star Resort & Spa - Kyu Sik Kim
T-Galleria - Terry Chung
Air Busan - Bokyung Moon
Hana Tour - Insoo Park
Hilton Guam Resort & Spa - In Cha
HIT - Yungjin Kong
Jeju Air Lounge - Thomas Son
Korean Air - Byeong Yoon Choi
Leo Palace Resort - Norio Doman
Skydive Guam - Ricky Woodall
Summer Dream Travel Service - Yoon Kwak
Zeus Tours - Nicky Kim

GVB Korea Office/GVB Chairs/Mgmt /Staff Present:
HIC (GVB Korea) - Jay Park (Telephonically)
KMC Chairman, Bart Jackson (Telephonically)
GVB Marketing Manager - Korea - Russell Ocampo (Telephonically)
GVB Marketing Coordinator - Korea - Colleen Cabedo (Telephonically)
GVB Director of Global Marketing - Pilar Laguaña (Telephonically)
KMC Vice Chairman, Brad Kloppenburg
KMC Vice Chairman, Young Sook Hong
GVB Marketing Manager - Taiwan & Hong Kong - Gina Kono
GVB Marketing Coordinator - China - Nakisha Garrido
GVB Director of Research - Ana Cid
GVB Senior Research Analyst - Nico Fujiwaka

CALL TO ORDER
Chairman Bart Jackson called the meeting to order at 11:14 a.m.

APPROVAL OF MINTUES Exhibit A

Mr. Brad Kloppenburg made a motion, seconded by Ms. Young Sook Hong to approve the KMC minutes of February 14, 2017. Motion Approved, subject to minor corrections.

REPORT OF THE CHAIRMAN

- Meeting with HIC – staff changes
  - Joshua Choi joining HIC as General Manager.
  - Gemma Kim and Ryan Lim no longer with Guam account.

REPORT OF MANAGEMENT

- Visitor Arrivals Update Exhibit B

GUAM VISITORS BUREAU **FISCAL YEAR-TO-DATE ARRIVAL COMPARISON MARCH 2017**

	FISCAL YEAR	FISCAL YEAR-TO-DATE OCTOBER - FEBRUARY*			MONTH-TO-DATE MARCH 1 - 8			FISCAL YEAR-TO-DATE OCTOBER - MARCH 1 - 8		
	2016	2016	2017	% frm LY	2016	2017	% frm LY	2016	2017	% frm LY
Japan	747,484	323,178	292,993	-9.3%	22,202	16,332	-26.4%	345,380	309,325	-10.4%
Korea	519,192	216,910	259,521	19.6%	8,325	13,220	58.8%	225,235	272,741	21.1%
Taiwan	41,534	17,497	17,181	-1.8%	757	794	4.9%	18,254	17,975	-1.5%
China, P.R.C.	26,189	13,163	11,823	-10.2%	298	422	41.6%	13,461	12,245	-9.0%
U.S. Mainland	51,743	23,943	25,537	6.7%	1,208	1,292	7.0%	25,151	26,829	6.7%
Hawaii	13,122	5,606	6,116	9.1%	312	305	-2.2%	5,918	6,421	8.5%
CNMI	17,367	6,395	6,735	5.3%	515	437	-15.1%	6,910	7,172	3.8%
Palau	5,028	1,853	1,577	-14.9%	149	54	-63.8%	2,002	1,631	-18.5%
FSM	11,022	4,122	4,255	3.2%	313	211	-32.6%	4,435	4,466	0.7%
RMI	1,146	370	441	19.2%	34	23	-32.4%	404	464	14.9%
Philippines	18,660	5,680	9,547	68.1%	262	343	30.9%	5,942	9,890	66.4%
Australia	1,533	1,085	1,115	2.8%	41	35	-14.6%	1,126	1,150	2.1%
Canada	919	374	443	18.4%	35	15	-57.1%	409	458	12.0%
Europe	2,004	890	1,006	13.0%	44	63	43.2%	934	1,069	14.5%
Hong Kong	8,397	3,730	7,233	93.9%	245	605	146.9%	3,975	7,838	97.2%
Thailand	462	197	196	-0.5%	12	6	-50.0%	209	202	-3.3%
Vietnam	181	91	68	-25.3%	-	4	#DIV/0!	91	72	-20.9%
Russia	2,487	1,408	1,596	13.4%	44	61	38.6%	1,452	1,657	14.1%
Other	5,147	1,922	2,269	18.1%	79	139	75.9%	2,001	2,408	20.3%
Sea Arrivals	18,695	9,640	4,443	-53.9%	n.a.	n.a.	n.a.	9,640	4,443	-53.9%
TOTAL	**1,492,312**	**638,054**	**654,095**	**2.5%**	**34,875**	**34,361**	**-1.5%**	**672,929**	**688,456**	**2.3%**

*Note: March 2016/7 daily arrivals reflect Civilian Air arrivals only Source: Guam Customs Declaration Forms, Customs & Guarantine Agency. Processed by the GVB. * Preliminary*

GUAM VISITORS BUREAU

CALENDAR YEAR-TO-DATE ARRIVAL COMPARISON
MARCH 2017

	CALENDAR YEAR 2016	CALENDAR YEAR-TO-DATE JANUARY - FEBRUARY*			MONTH-TO-DATE MARCH 1 - 8			CALENDAR YEAR-TO-DATE JANUARY - MARCH 1 - 8		
	2016	2016	2017	% frm LY	2016	2017	% frm LY	2016	2017	% frm LY
Japan	745,691	134,512	111,393	-17.2%	22,202	16,332	-26.4%	156,714	127,725	-18.5%
Korea	544,954	90,435	107,522	18.9%	8,325	13,220	58.8%	98,760	120,742	22.3%
Taiwan	42,229	8,471	7,460	-11.9%	757	794	4.9%	9,228	8,254	-10.6%
China, P.R.C.	27,013	8,518	6,436	-24.4%	298	422	41.6%	8,816	6,858	-22.2%
U.S. Mainland	62,961	10,224	11,336	10.9%	1,208	1,292	7.0%	11,432	12,628	10.5%
Hawaii	14,740	2,398	2,416	0.8%	312	305	-2.2%	2,710	2,721	0.4%
CNMI	17,582	2,322	2,470	6.4%	515	437	-15.1%	2,837	2,907	2.5%
Palau	4,792	479	439	-8.4%	149	54	-63.8%	628	493	-21.5%
FSM	11,120	1,388	1,428	2.9%	313	211	-32.6%	1,701	1,639	-3.6%
RMI	1,219	138	136	-1.4%	34	23	-32.4%	172	159	-7.6%
Philippines	21,657	1,606	2,520	56.9%	262	343	30.9%	1,868	2,863	53.3%
Australia	2,197	598	689	15.2%	41	35	-14.6%	639	724	13.3%
Canada	982	148	187	26.4%	35	15	-57.1%	183	202	10.4%
Europe	2,009	316	433	37.0%	44	63	43.2%	360	496	37.8%
Hong Kong	9,376	1,211	3,735	208.4%	245	605	146.9%	1,456	4,340	198.1%
Thailand	451	82	93	13.4%	12	6	-50.0%	94	99	5.3%
Vietnam	170	48	38	-20.8%	-	4	#DIV/0!	48	42	-12.5%
Russia	2,588	561	649	15.7%	44	61	38.6%	605	710	17.4%
Other	5,714	730	847	16.0%	79	139	75.9%	809	986	21.9%
Sea Arrivals	17,965	7,406	2,939	-60.3%	n.a.	n.a.	n.a.	7,406	2,939	-60.3%
TOTAL	**1,535,410**	**271,591**	**263,166**	**-3.1%**	**34,875**	**34,361**	**-1.5%**	**306,466**	**297,527**	**-2.9%**

*Note: March 2016/7 daily arrivals reflect Civilian Air arrivals only. Source: Guam Customs Declaration Forms, Customs & Guarantine Agency. Processed by the GVB. * Preliminary*

- Chairman Jackson noted that Korean numbers are close to surpassing Japan's numbers.
  - Discussed with the GVB Korea office the possibilities of international LLC flights from Korea to Guam.
  - Clearly the Korea market is growing, but he is concerned about Japan numbers.
  - As we move forward, we want to make sure that the growth is done the right way. The task of GVB is not only be volume driven, rather provide quality and satisfaction to visitors.

- Korea Marketing News — Exhibit C

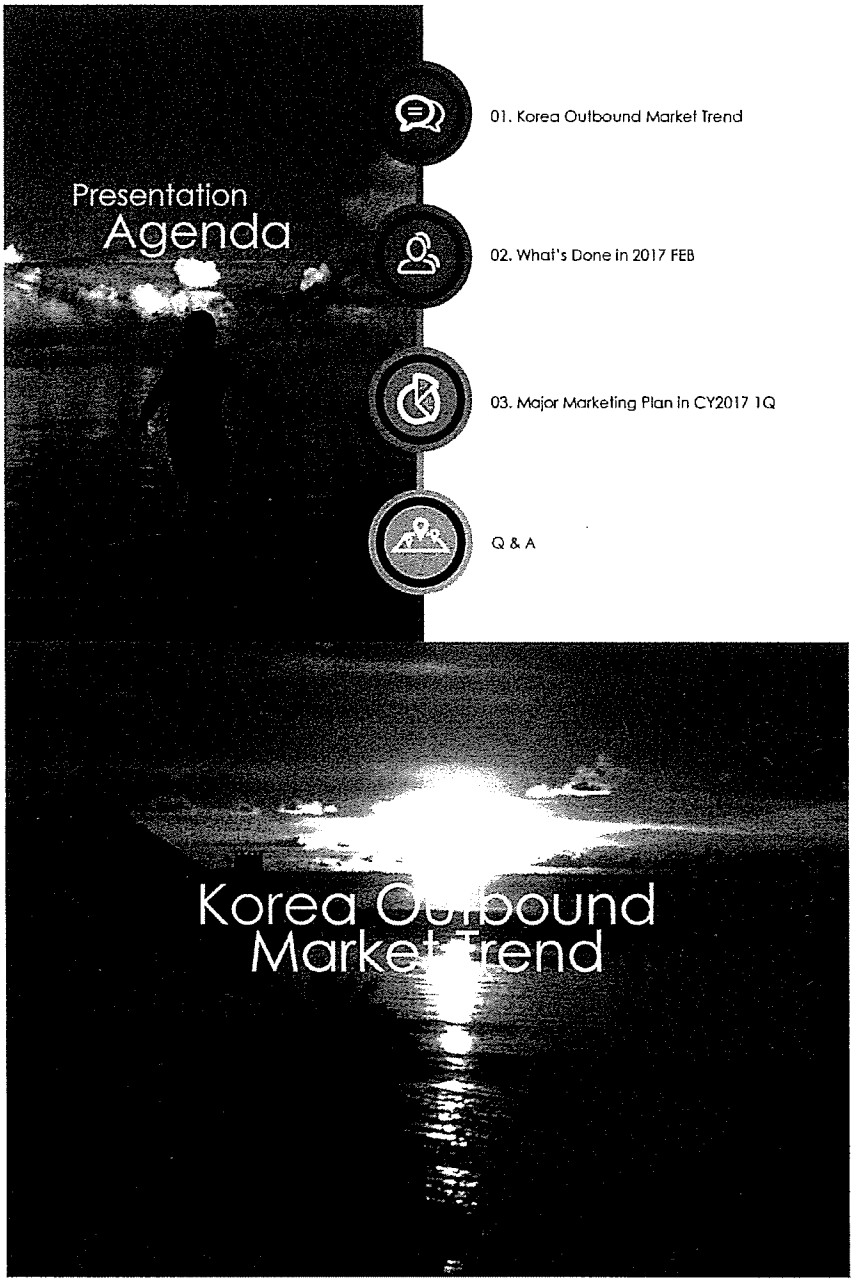
GUAM VISITORS BUREAU

2017 GUAM VISITORS BUREAU
Korea Marketing Committee

2017. 03. 14

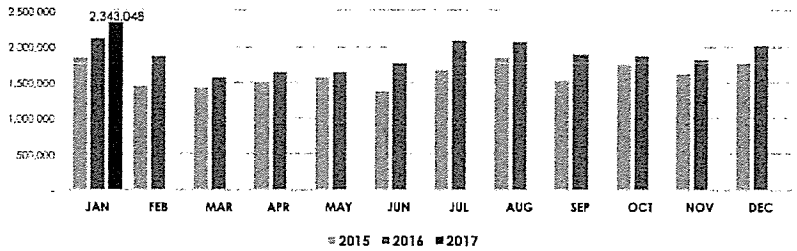


GUAM


Presentation
Agenda
01. Korea Outbound Market Trend
02. What's Done in 2017 FEB
03. Major Marketing Plan in CY2017 1Q
Q & A
Korea Outbound
Market Trend

Korea Outbound Market Trend
Overall Market Trend

Total Number of Korean Outbound Travelers



- Total number of Korean outbound travelers: 2.3 million (2017 January) -> 10.9% increased vs. 2016 January
- Top 5 popular destinations: China / Japan / Thailand / Philippine / Hong Kong
- Korean Travel Expenditure: USD 899 per person -> 4.1% increased vs. 2016 January

- Korean expenditure for Guam: $1,190, which is a 30% higher than overall Korean travel expenditure.

Korea Outbound Market Trend
Airline Capacity to Guam

Incheon – Guam

Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity per week
Korean Air	KE113	09:15	14:35	Daily	272 seats x 31 = 8,432 seats
	KE111	19:35	00:50+1	Daily	272 seats x 31 = 8,432 seats
Jeju Air	7C3102	10:05	15:25	Daily	189 seats x 31 = 5,859 seats
	7C3106	20:10	01:40+1	Daily	189 seats x 31 = 5,859 seats
Jin Air	LJ641	09:35	14:55	Daily	189 seats x 31 = 5,859 seats
T'Way	TW301	18:00	23:30	Daily	189 seats x 31 = 5,859 seats

- Outbound seat capacity from ICN to GUM = 40,300 seats

Busan – Guam

Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity
Korean Air	KE2115	21:15 (Sat/Sun) 21:35 (Wed/Thu)	02:15+1 (Sat/Sun) 02:35+1 (Wed/Thu)	Wed/Thu/Sat/Sun	138 seats x 18 = 2,484 seats
Jeju Air	7C3154	22:00 (Sat/Sun) 22:05 (Mon-Fri)	02:55+1	Daily	189 seats x 31 = 5,859 seats
Jin Air	LJ647	08:00	13:00	Daily (~03/25) Mon/Wed/Fri/Sun(3/26~)	189 seats x 29 = 5,481 seats
Air Busan	BX612	22:05	03:10+1	Wed/Thu/Sat/Sun	195 seats x 18 = 3,510 seats

- Outbound seat capacity from PUS to GUM = 17,334 seats

- Jin Air will reduce daily flights to 4x a week from Busan starting March 25th due to slotting issue with airport.
  - However, they are expecting to resume daily flights by October 2017.

Korea Outbound Market Trend
Airline Capacity to Guam

Daegu – Osaka – Guam

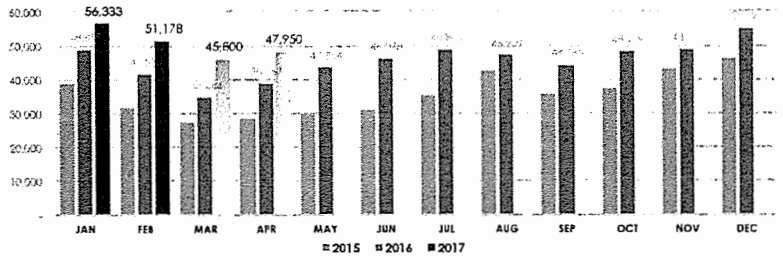
Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity
T Way	TW311 (Via KIX)	07:40 (Tue/Thu) 08:05 (Mon/Wed/Fri /Sat/Sun)	15:10	Daily	189 seats x 31 = 5,859 seats

- Outbound seat capacity from TAE to GUM = 5,859 seats

Total Outbound Seat Capacity (March)	
1 month Average	63,493 seats (Max.)

Korea Outbound Market Trend
Korean Visitors to Guam

Number of Korean Outbound Travelers – to Guam

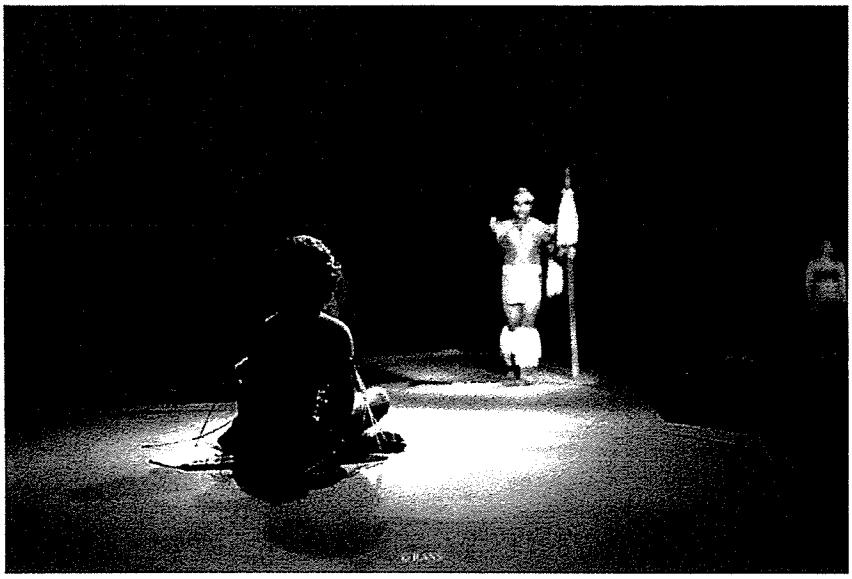


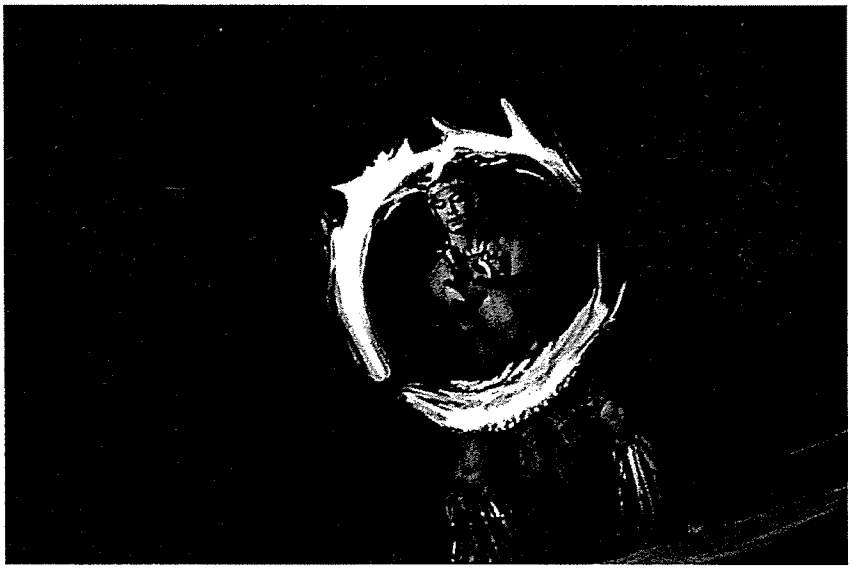
Guam Arival	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	CYTD
2017	56,333	51,178	45,600	47,950									
2016	48,858	41,576	34,444	38,667	43,354	46,078	48,077	46,909	44,185	47,892	48,673	55,190	544,954
Growth Rate (%)	15.3%	23.1%	33.0%	24.0%									

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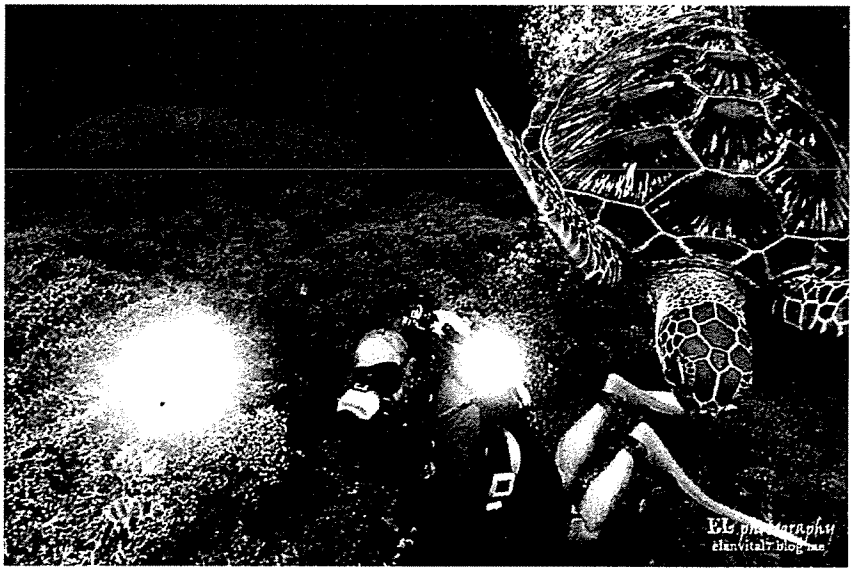




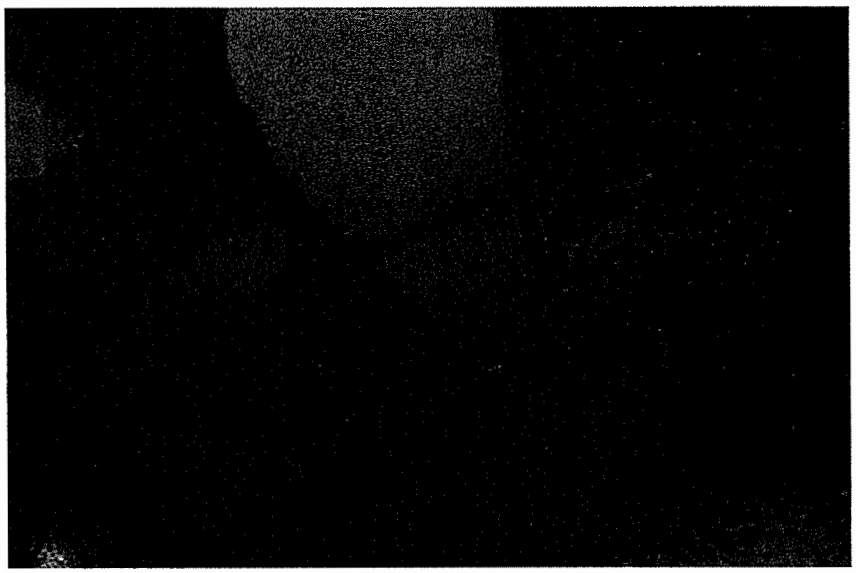




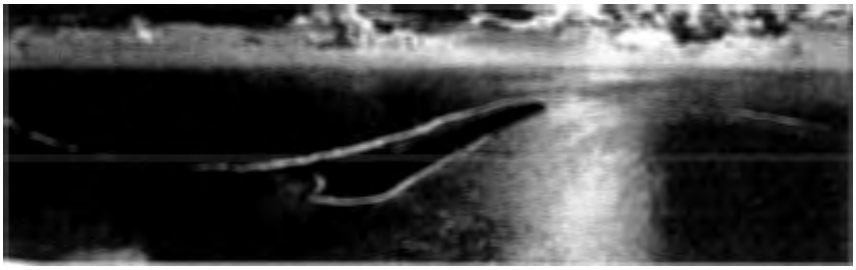


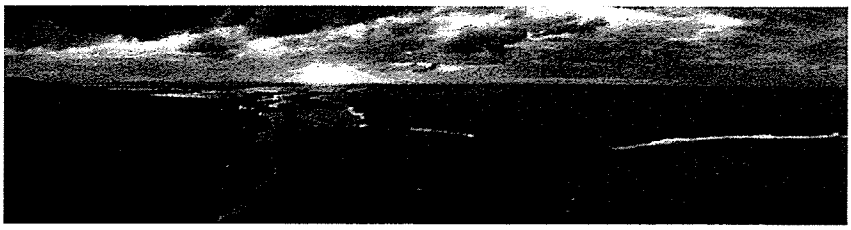












- By March 17, 2017 GVB Korea should be receiving all content from Sony Korea. Photos will also be displayed during the Time Square Photo Exhibit.

What GVB Korea Has Done in February
Honorary Ambassador for Guam Tourism





- March 5-8, 2017 Mr. Song Seung Heon was on-island for promotional photoshooting for GVB. While on Guam he also had a courtesy visit with the Governor and videoshoot with GVB President & CEO, Nathan Denight.
- Cost $250,000 for Guam Ambassador Program.

What GVB Korea Has Done in February
MBC SPORTS+ "Match Play in Guam"



Total Episode Played: 9 Episodes

Total rerun till Mar 9th: 63 times rerun

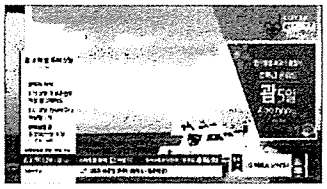
Viewership rate: 2.3%

What GVB Korea Has Done
Travel Trade Support

YB Tour – GS TV Home Shopping Guam Hilton




Lotte Tour – GS TV Home Shopping Guam Hilton




What GVB Korea Has Done
Travel Trade Support

Very Good Tour – GS TV Home Shopping Guam PIC




Tour Baksa – Lotte TV Home Shopping (Guam Sheraton + Tway)



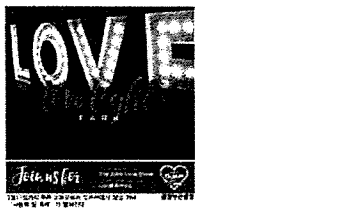

What GVB Korea Has Done
Travel Trade Support

YB Tour – Banner Advertisement at Portal Site 'Daum'

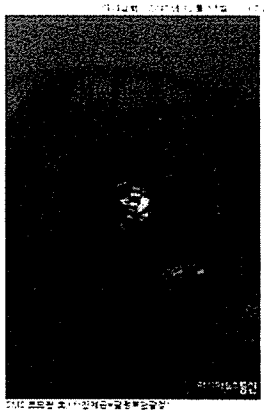


What GVB Korea Has Done
Public Relations

Media: The Korea Travel Times
Topic: Plan for Valentine's Day with Love Light Park



Media: Global Travel News
Topic: 100th Anniversary of SMS Cormoran II Scuttling



What GVB Korea Has Done
Public Relations

Media: Asia News Agency
Topic: Tumon Sands Plaza apens lounge for visitors



Media: SONY SNS Channels
Topic: Enjoy Tao Tao Tasi





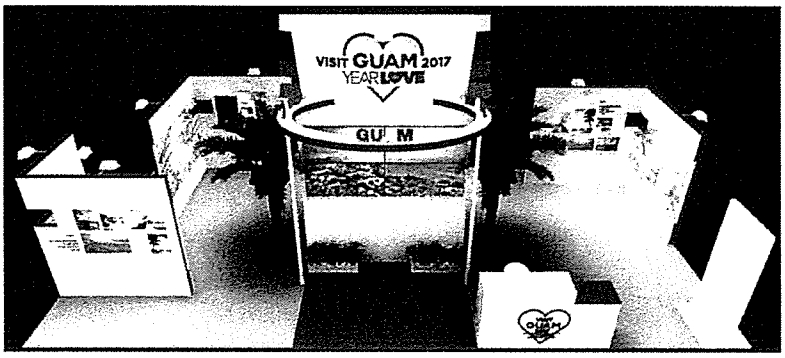
GUAM



What GVB Korea Planning To Do
Time Square Mall Event "Guam Photo Exhibition"

Project Period
April 28 (Fri) ~ 30 (Sun)

Venue
Yeongdeungpo "Time Square" Mall



- Sony Korea's photos to be displayed at "Guam Photo Exhibit"
- There will also be an LED screen to play promo videos, coloring wall for kids, and SNS photobooth.

What GVB Korea Planning To Do
360 VR (Virtual Reality) Video Shooting



- VR Filming from March 27, 2017 – April 4, 2017
- VR inspection team was on Guam from March 6-9, 2017 to check different filming locations.

What GVB Korea Planning To Do
2017 United Guam Marathon

Mission

To attract Korean market visitors to Guam by providing an opportunity to enjoy United Guam Marathon on the behalf of Korea.

2017 Goal Pax

	No. of participants in 2016	2017 Goal Pax
Full Marathon	8	10
Half Marathon	21	50
10K	44	140
5K	323	400
Total	**448**	**600 pax**

Marketing Programs

- ✓ 2017 UGM Travel Package Sales Contest
- ✓ 2017 UGM Running Club
- ✓ Promotion with Korea Marathon Association (KMA)
- ✓ Korean Celebrity Invitation
  - Mr. Lee Bong Ju
  - Ms. Uni Hyun Kyung (Actress) / Kim Hye Yeon (SNSD) / Kim So Hyun (Actress)

What GVB Korea Planning To Do
Other Marketing Programs

- **SMS Cormoran & UGM Media and Digital Influencer FAM**
- **GMIF Digital Influencer FAM**
- **2017 Guam Food Festival: Middle of June**
- **2017 Travel Show: KOTFA & HITS**
- **Guam Live International Music Festival**

- Food Festival in June to occur just before Hana Tour International Show, from June 7-15, 2017.
  - Venue: Grand Hyatt Seoul.
- Colleen to distribute delegate invitation for KOTFA and Hana Tour within the week.
  - KOTFA - June 1 - 4, 2017
  - Hana Tour - June 8 - 11, 2017



- GVB Research Report Exhibit D

TRAVEL MOTION

GVB Time Square Mall "Guam Photo Exhibition"
Mr. Brad Kloppenburg made a motion, seconded by Ms. Young Sook Hong, to approve travel for Director of Global Marketing and (1) GVB Marketing Staff to attend the GVB Time Square Mall Guam Photo Exhibit in Seoul, Korea from April 27, 2017 – May 1, 2017. Cost is approximately $5,470.00 from FY2017 Korea Budget Acct# KO-SMD023. Motion Approved.

Marketing		
Airfare ($900 x 2 pax)		$ 1,800.00
Per Diem – Lodging ($230/night x 5 days x 2 pax)		$ 2,300.00
Per Diem – MI&E ($137/night x 5 days x 2 pax)		$ 1,370.00
	Total	**$5,470.00**

Background: The Guam Visitors Bureau (GVB) is coordinating a Guam photo exhibit at the Time Square Mall in Seoul, Korea from April 28, 2017 to May 1, 2017. On February 16-20, 2017, GVB hosted Sony Korea photographers to take promotional images of Guam using Sony's new RX100v camera. Photos taken by the photographers will be exhibited during the scheduled consumer event.

The objective is to promote the Visit Guam "Year of Love" campaign and feature the photos taken by Sony Korea photographers in an effort to attract potential travelers. GVB plans to send a delegation of 4, consisting of 2 GVB Marketing Staff, GVB Culture & Heritage Officer, and a Miss Guam to promote the island, Guam Ambassador Song Seung Heon, upcoming events, ESTA, and general information.

Issue: Board approval for travel required.

OLD BUSINESS
- No old business.

NEW BUSINESS
- Report by Ms. Bonnie Alig, Anthology Research Director
  - Ms. Alig addressed the methodology Anthology uses in conducting its sample population. For Korean demographics, she explained that for every other flight from Korea, Anthology surveys

every 10th passenger on the flight.

ANNOUNCEMENTS

- Next KMC Meeting – Tuesday, April 11, 2017 (subject to change)
- SMS Cormoran II 100th Anniversary – April 7, 2017
- Smokin' Wheels – April 7-9, 2017
- United Guam Marathon – April 9, 2017

ADJOURNMENT

Chairman Jackson made a motion, seconded by Mr. Stephen Gatewood, to adjourn meeting at 11:45 p.m. Motion Approved.

Minutes Prepared by:

Ms. Colleen Cabedo, Marketing Coordinator - Korea

Minutes Approved by:

Mr. Russell Ocampo, Marketing Manager - Korea

Ms. Pilar Laguana, Director of Global Marketing

GUAM

FY2017 GVB Digital Strategy Update

Board of Director Presentation

4.13.2017

By Jason Lin, Talent Basket, LLC

Digital Strategic Goals for GVB



To understand the main digital media and technology trends that are affecting supply and demand.



Advise on global digital advertising strategy and social marketing



Develop platform neutral digital education training, and workshop relevant to GVB.



Develop global campaigns with diverse interests, taking into account the whole range of a destination's potential.

FY2017 Global Digital Executive Updates

FY2017 1st half

- Facebook Global Page
- Social media advertising
- Global Digital 360
- 2016 Shop Guam e-Festival

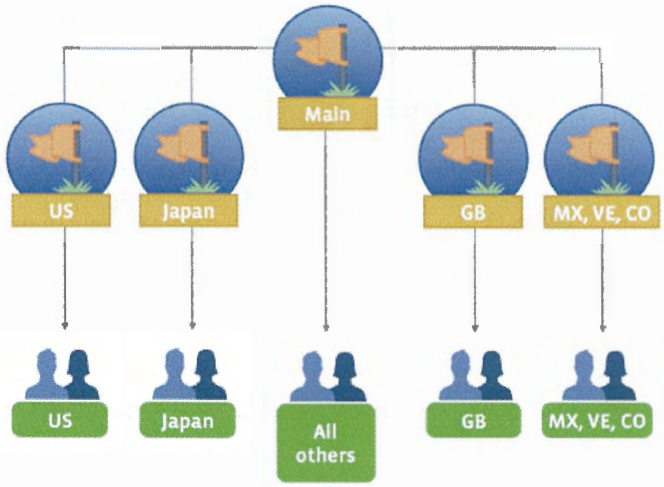
FY2017 2nd half pipeline

- Mobile Messaging APP training
- TripAdvisor global co op
- Global MICE Planner (meetguam.com)
- 2017 Shop Guam e-Festival

FY2017 1st Half – Facebook Global Page

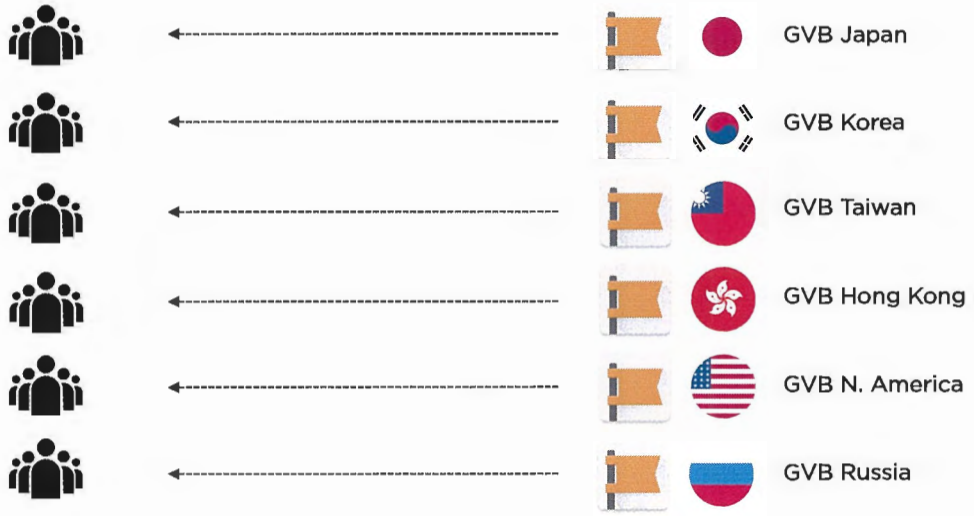
Global Fan Page Benefits

- Consolidate GVB Facebook fan pages under a unified global umbrella.
- Ability to market one Facebook fan page web domain on all GVB's marketing collaterals.
- Maintain the ability for each GVB Rep to post in native languages targeting fans in their own countries.



FY2017 1st Half – Facebook Global Page

Each GVB Rep manages independent Facebook fan page in source markets and posting in native languages.



FY2017 1st Half – Facebook Global Page

Incorporate separate GVB Facebook fan pages under a global page structure with a unified URL. GVB Reps can still post in native languages to engage with in-country fans within the assigned markets.





Visit Guam Global Page

- Japan
- Korea
- Taiwan
- China
- Hong Kong
- Philippines
- N. America
- Russia

FY2017 1st Half – Social Media Advertising

Country	Social media advertising channels
JAPAN	
KOREA	
TAIWAN	
CHINA	
HONG KONG	
PHILIPPINES	
N. AMERICA	
RUSSIA	

GUAM VISITORS BUREAU

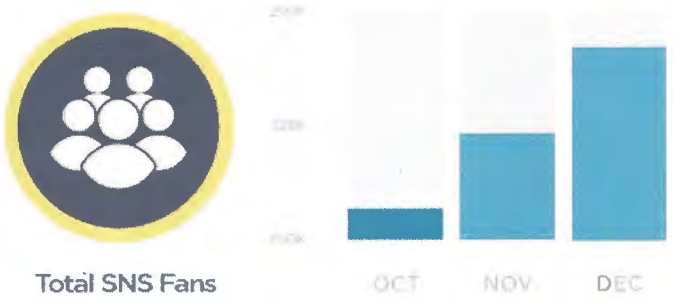
Q4 2016

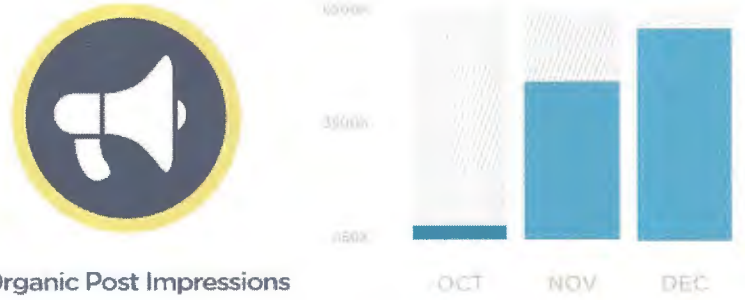
DIGITAL 360 QUARTERLY

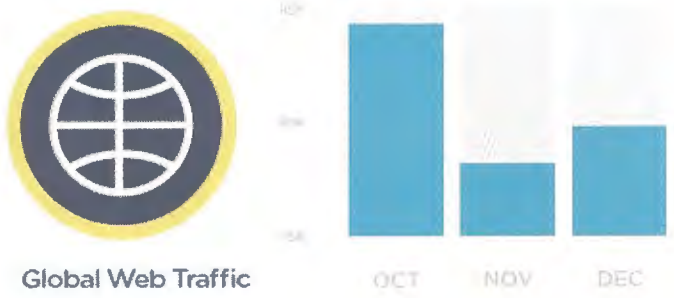
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DIGITAL360 REPORT

Executive Summary Data Q4 2016





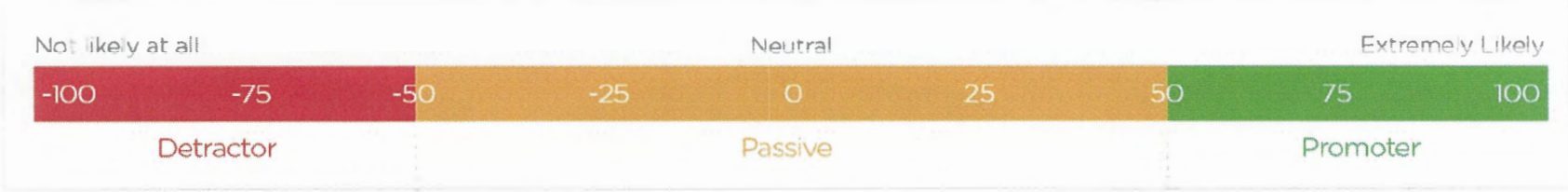




DIGITAL360 REPORT

Social Listening Net Score JAN 2017

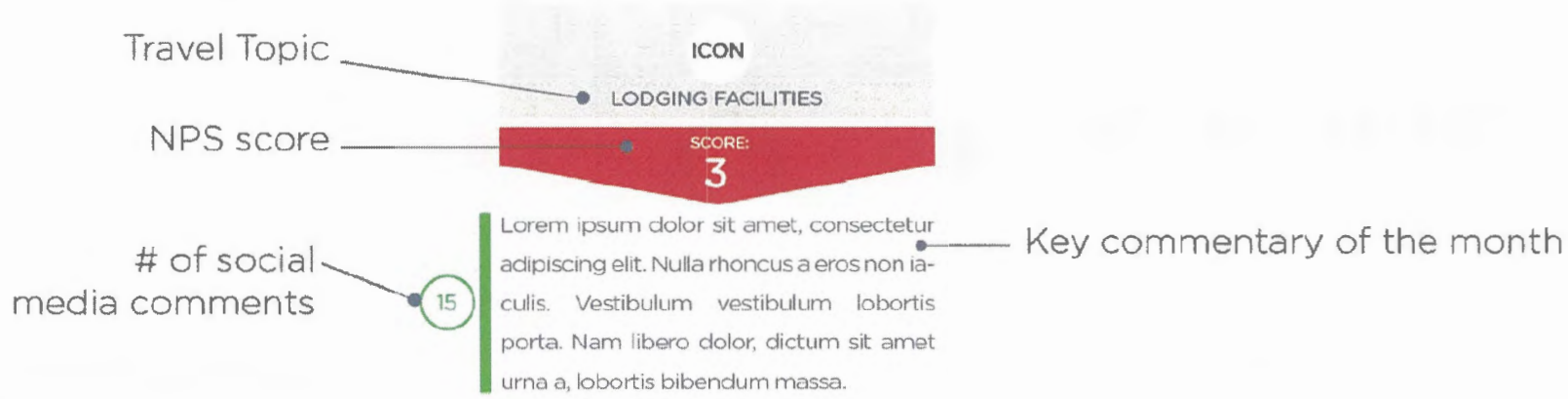
Net Promoter Score (NPS)



Detractors are unhappy customers who can damage your brand and impede growth through negative word of mouth.

Passives are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.

Promoters are loyal enthusiasts who will keep buying and refer others, fueling growth.



Promoter Score®, or NPS®, measures customer experience and predicts business growth. This proven metric transformed the business world and now provides the core measurement for customer experience management programs the world round.

DIGITAL 360 REPORT

Social Listening Net Score FEB 2017

GLOBAL NET SCORES

TOTAL PROMOTERS
1,910

56.1
GLOBAL NPS SCORE

TOTAL PASSIVES
315

TOTAL PASSIVES
424

GLOBAL TRAVEL TOPICS SCORES

LODGING FACILITIES
SCORE 59

FOOD & BEVERAGE
SCORE 74

CUSTOMER SERVICE
SCORE 37

FLIGHT / AIRPORT
SCORE 17

OPTIONAL ACTIVITIES
SCORE 88

SAFETY
SCORE 31

DIGITAL360 REPORT

Social Listening Net Score FEB 2017

JAPAN

LODGING FACILITIES

SCORE 46

172 Outrigger Voyage Club: The room had large windows. Fruits, wine, cookies and mineral water were replenished every day. The breakfast volume was just perfect. I had a really good stay here..

95 PIC: The room was clean but the bathroom was a little run down. The carpet was not entirely cleaned. There're so many Korean visitors. My kid had a good time at Kids' Club.

34 DusitThani: For three days of my stay, there was no hot water. On the arrival day I found a used razor next to the sofa and mineral water was only provided on the second day. I did not pay 70,000JPY per night for this.

FOOD & BEVERAGE

SCORE 56

81 Proa-Tummon: I went back there for dinner because I liked their lunch. I really enjoyed their barbecue set and fish dishes which were recommended by the staff. You cannot miss this restaurant in Guam.

34 Pika's Café: Despite the fact that we arrived the restaurant first, those who came after us got served faster than we did. We waited for 90 minutes till our dishes came. That's the only disappointment. Food there was good.

11 Core BBQ Garden: We had three types of steak but they were hard and I was disappointed. Mango juice tasted like a diluted juice. It's not worth the price.

CUSTOMER SERVICE

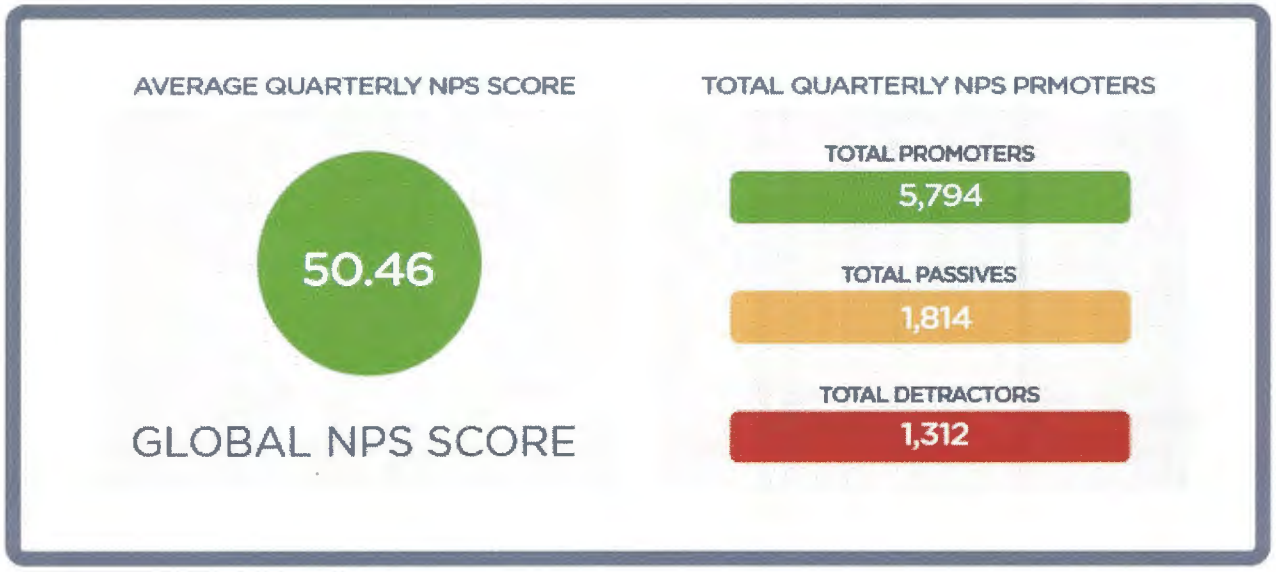
SCORE 18

9 People in Guam work so happily. I wish to see Japan becoming like this someday in the future.

21 People in Guam are so relaxed. A convenient store staff was eating some seashell in the store. A policeman was tasking a break with some noodle in his hand. I enjoyed the trip tho.

3 The staff said the package contained 12 chocolates, but when I opened it there were only 11! I got cheated by that staff in Guam.

GLOBAL QUARTERLY NET SCORES



DIGITAL 360 REPORT

Social Listening NPS Q4 2016

GLOBAL QUARTERLY NET SCORES DASHBOARD

	OCT	NOV	DEC
LODGING FACILITIES	52	54	50
FOOD & BEVERAGE	66	60	65
CUSTOMER SERVICE	47	56	73
FLIGHT / AIRPORT	54	0	50
OPTIONAL ACTIVITIES	75	93	71
SAFETY	54	47	51

DIGITAL 360 REPORT

Social Listening NPS Q4 2016

LODGING FACILITIES

	OCT	NOV	DEC
JAPAN	11	25	20
KOREA	48	83	87
TAIWAN	74	79	80
CHINA	55	77	67
HONG KONG	100	83	44
RUSSIA	28	-15	0
PHILIPPINES	N/A	N/A	N/A
ENGLISH MARKET	49	49	50

FY2017 1st Half – Shop Guam e-Festival



2016 Shop Guam Festival is the first 100% mobile global campaign whereas GVB fully embraces the vision of "Smart and Sustainable Tourism".

FY2017 1st Half – Shop Guam e-Festival

CHINA



HONG KONG



JAPAN



Doc. No. 34GL-17-0396.*

FY2017 1st Half – Shop Guam e-Festival

KOREA





Doc. No. 34GL-17-0396.*

FY2017 1st Half – Shop Guam e-Festival

PHILIPPINES



TAIWAN



USA



RUSSIA



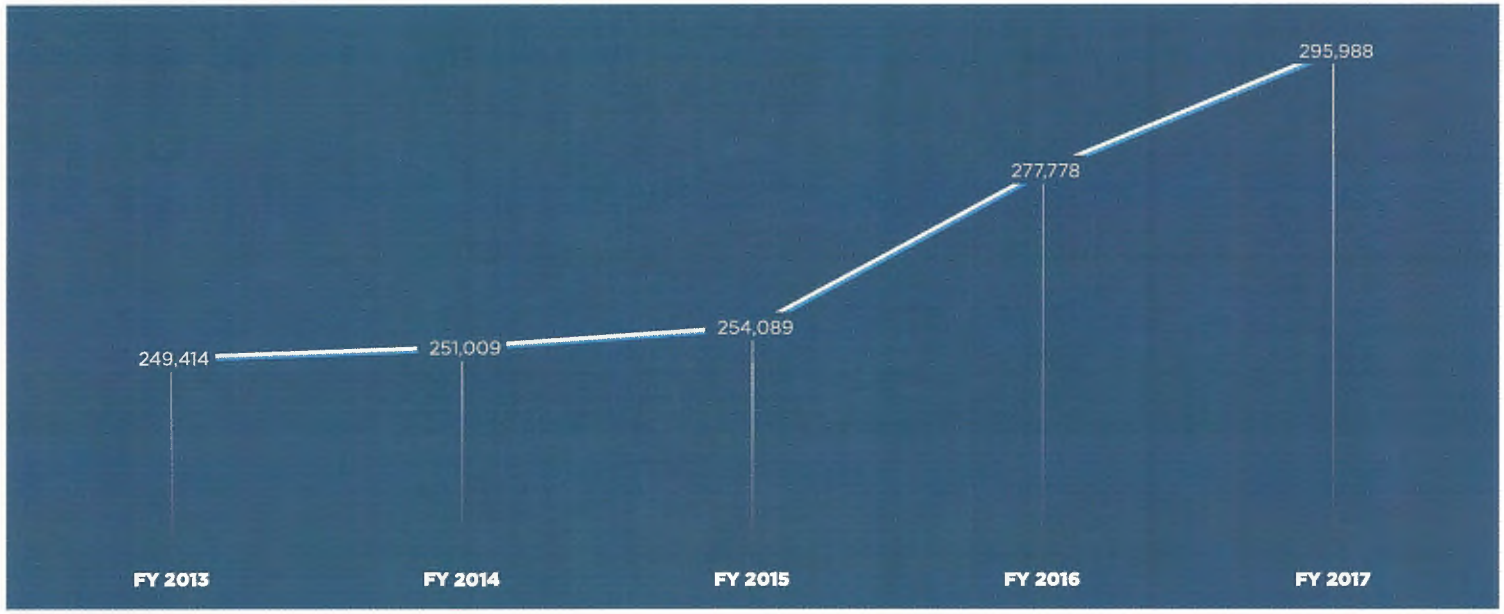
FY2017 1st Half – Shop Guam e-Festival

Global Media Value

	Visitors arrival from source markets	Est. media value generated	Total # of offline promotion outlets	Total # of online promotion outlets
China	6,604	$557,101	4	88
Hong Kong	4,461	$211,008	7	24
Japan	130,077	$137,938	3	289
Korea	118,431	$11,969,435	13	65
Philippines	3,557	$440,305	13	10
Taiwan	7,679	$1,740,468	8	139
N. America / USA	14,358	$267,214	1	9
Russia	881	$34,156	12	21
Local Guam	-	-	7	11
Source market total	286,408	$15,357,625	68	656
Global total	295,988			

FY2017 1st Half – Shop Guam e-Festival

SGeF Period Dec 1st – Feb 4th Visitors Arrival (All Source Markets)



FY2017 1st Half – Shop Guam e-Festival

In shorter amount of total promotion time, the 2016 SGeF mobile APP KPI outperformed last year's.

Metrics	Total APP Downloads	Total Screen Views	Ave. Screen / Session	Ave. Session Duration
2016	29,711	2,223,444	29.6	7:69
2015	30,034	776,883	6.68	3:48
Change	-1%	+186%	+343%	+114%

FY2017 1st Half – Shop Guam e-Festival

Top 10 most popular merchants on Shop Guam e-Festival mobile APP

Rank	Merchant	iOS screen views	Android screen views	Total screen views
1	TOMMY HILIGER	6761	69,624	76,385
2	MACY'S	7648	62,662	70,310
3	ABC STORE	6501	59,239	65,740
4	CALVIN KLEIN	5364	40,163	45,527
5	BEACHIN' SHRIMP	4545	34,101	38,646
6	AJISEN RAMEN	2285	33,521	35,806
7	DFS T-GALLERIA	3965	27,259	31,224
8	CINNABON	2717	21,899	24,616
9	GAP	3411	20,838	24,249
10	CAPRICCIOSA	3220	18,486	21,706
	TOTAL	46,417	387,792	434,209

FY2017 2nd Half pipeline

Mobile Messaging APP Marketing Training





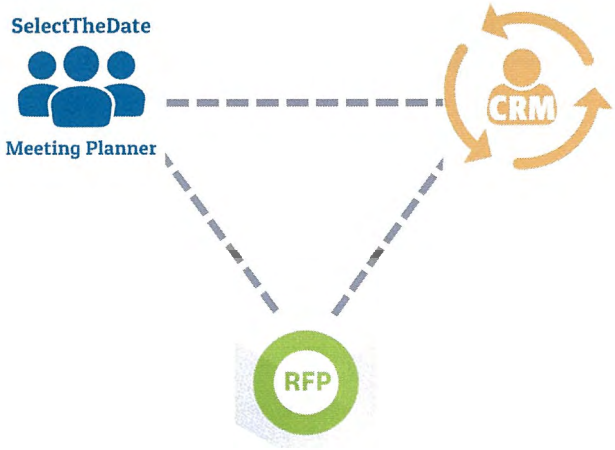
TripAdvisor Global Co Op

tripadvisor®
get the truth. then go.®

FY2017 2nd Half pipeline

Global Digital MICE Planner

Meetguam.com



2017 Shop Guam e-Festival

Fall – Winter 2017