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Benjamin J.F. Cruz <senator@senatorbjcruz.com>

GVB Board Packet: April 27, 2017

Karida Brennan <karida.brennan@visitguam.org> Thu, Apr 27, 2017 at 8:38 AM
To: "Benjamin J.F. Cruz" <senator@senatorbjcruz.com>

Håfa Adai Speaker Cruz,

Pursuant to Title 5 Ch 8 Section 8113.1. of the Guam Code Annotated, attached is the board packet of April 27, 2017.

Thank you!

--

Senseramente',

Karida Brennan
Executive Secretary

GUAM VISITORS BUREAU
401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
karida.brennan@visitguam.org | http://www.visitguam.org

Speaker Benjamin J.F. Cruz
APR 27 2017
Time: 9:03 [X] AM [ ] PM File No.
Received By:

GL# 34-17-451

2017 APR 27 AM 9:15

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7 attachments

- **Agenda_April272017.pdf** 114K
- **Exhibit_A_MINUTES_Apr122017.pdf** 5861K
- **Exhibit_B_CASH POSITION.pdf** 23K
- **Exhibit_C_JMC Apr. 11, 2017 Minutes.pdf** 480K
- **Exhibit_D_KMC Minutes_20170411.pdf** 1513K
- **Exhibit_E_NAP April 5, 2017 Minutes.pdf** 1092K
- **Exhibit_F_Russia & New Markets Committee Minutes April42017.pdf** 703K

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Benjamin J.F. Cruz <senator@senatorbjcruz.com>

GVB Board Packet: April 27, 2017

Karida Brennan <karida.brennan@visitguam.org> Thu, Apr 27, 2017 at 9:05 AM
To: "Benjamin J.F. Cruz" <senator@senatorbjcruz.com>

Håfa Adai Speaker Cruz,

Please see the revised agenda attached below.
[Quoted text hidden]

Agenda_April272017.pdf
116K

Speaker Benjamin J.F. Cruz
APR 27 2017
Time: 9:14 AM PM File No.
Received By:

GL# 34-17-451

2017 APR 27 AM 9:26

REGULAR BOARD OF DIRECTORS MEETING
Thursday, April 27, 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 April 12, 2017.

III. CHAIRMAN'S REPORT

IV. PRESIDENT & CEO'S REPORT

V. TREASURER'S REPORT Exhibit B

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

HUMAN RESOURCES CONSULTANT SERVICES

Motion to ratify Executive Committee's approval to ratify the actions of the President and CEO as Chief Procurement Officer to enter into negotiations and contract with the successful offeror for GVB RFP 2017-001: Human Resources Consultant Services.

Background: The Guam Visitors Bureau (GVB) issued a Request for Proposal (RFP) for a Human Resources Consultant; specifically, to conduct a Human Resource audit; perform a Compensation/Benefits study; review and revise existing job descriptions as needed; design recruiting, selection and orientation programs; review existing human resources infrastructure, make recommendations and strategies for new and improved processes, programs and HR practices; develop performance appraisal process and provide necessary training; identify areas for improvement of Employee Relations; develop an Employee Handbook; provide ongoing HR support and identify local workforce growth, market trends and its correlation to GVB's human resources needs.
Issue: Board approval required.

B. VISITOR SAFETY & SATISFACTION

VISITOR SAFETY & SATISFACTION

Motion to approve authorization of the President and CEO as Chief Procurement Officer of GVB to negotiate, and if successful, contract with the highest-ranking qualified Offeror in response to GVB RFP 2016-017, VIP VIDEO PRODUCTION.

Background: The GVB seeks a qualified individual or company to produce video modules that will provide small "bite size" videos of 2-3 minutes that can be made available through an online portal. This will be viewed online via streaming video that will make accessible and convenient for tourism industry employees, many of whom may not have the time and/or resources to attend, in person, classes or to complete multi-year certifications programs due to heavy work schedules, multiple jobs and familial obligations. This library of custom-made tutorial videos and training for employees shall be accessed from a computer, tablet, or smart phone. This approach will also facilitate cost effective remedial training for Guam's 18,000 hospitality workers in a manner that would be nearly impossible to accomplish in a traditional classroom environment.

Additionally, since the purpose of the video modules is educational and instructional, the GVB will expect features that engage learners and facilitate the acquisition of knowledge and skills. Note that target audience may not possess academic qualifications beyond a GED and may not have prior exposure to or experience with computer technology.

The GVB expects that the video modules will follow a coherent design that reflects a consistent framework and establishes a professional yet creative and engaging tone.

Issue: Board approval required.

C. CULTURAL & HERITAGE

D. SPORTS & EVENTS

E. ADMINISTRATION & GOV'T RELATIONS

CLEANING AND MAINTENANCE SERVICES

Motion to ratify the actions of the President & CEO as Chief Procurement Officer of GVB to enter into a contract with the lowest responsible and responsive bidder for GVB IFB 2017-005 Cleaning and Maintenance Services.

Background: This service is necessary for the cleaning and maintenance of the GVB office, Monday – Saturday; with contingencies for special events and additional requests as needed, subject to GVB approval. Project consists of furnishing all necessary labor, materials, equipment, tools and service, utilizing GVB supplied materials.

Issue: Board approval required.

F. DESTINATION MANAGEMENT

TUMON BAY LIGHTING IMPROVEMENT PROJECT

Motion to ratify the actions of the President & CEO as Chief Procurement Officer of the Bureau to enter into a contract with the lowest responsible bidder for the Tumon Bay Lighting Improvement Project, Phase II. Project is specifically for major repairs and installation of missing streetlight poles.

Background: San Vitores Road continues to experience inadequate lighting, compromising the safety of our residents and visitors. Phase II Installation will make major repairs to remaining inoperable lights in order to make our streets safer and more enjoyable.

Issue: Board approval required for the Tumon Bay Lighting Improvement Project.

G. GREATER CHINA

TAIWAN MARKET MOTION

Motion to approve travel for GVB Chairman and GVB President & CEO to travel to Taiwan to meet with EVA Air, Kaohsiung City Government officials and participate in GVB sales seminar in Kaohsiung, Taiwan from May 14-18, 2017. Cost is approximately $5,610.00 to be taken from Taiwan market account no. TA-SMD-023.

Airfare	$1,200.00 x 2					$2,400.00
			Lodging	M&IE	Pax	
Per Diem	BOD Chairman President & CEO	Taipei	$212.50 x 4 nights = $850.00	$127.50 x 4 days = $510.00	2	$2,720.00
		Kaohsiung	$150.00 x 1 night	$95.00 x 1 day	2	$490.00
					TOTAL:	$5,610.00

Background: As part of GVB's ongoing efforts to lobby for direct air service from Kaohsiung to Guam, GVB has enlisted the services of the American Institute of Taiwan's Gold Key Service to arrange high-level meetings with Kaohsiung City Government officials and aviation entities to continue its push. GVB in cooperation with AIT will also host a Guam Product Seminar to elevate awareness. Taiwan is Guam's third largest market with two airlines servicing the Guam route out of Taipei (China Airlines and EVA Air). There is great potential to reach market share from southern Taiwan however, due to the inconvenient flight structure with both airlines, it is a challenge to attract Guam from this region. Having direct service would certainly create more opportunities in Taiwan.

In addition, there is market Intel that EVA Air has plans to discontinue service to its Guam route that GVB is currently monitoring. While there is no confirmation yet, GVB is setting plans to engage in efforts to prevent this from happening. This travel authorization is therefore critical for this endeavor.

Issue: Board approval needed for all travel.

H. JAPAN

Committee minutes dated April 11, 2017 **Exhibit C**

I. KOREA

Committee minutes dated April 11, 2017 **Exhibit D**

J. MEMBERSHIP & COMMUNITY OUTREACH

K. NORTH AMERICA & PACIFIC MARKETS

Committee minutes dated April 5, 2017 **Exhibit E**

Motion to approve travel for the GVB President and CEO and Director of Global Marketing to attend the 2017 President's "E" Award Ceremony in Washington DC from May 20 – 23, 2017. Travel cost is approximately $11,500.00; Acct. #US-SMD023)

Airfare ($4,000 x 2 pax)	$8,000.00
President & CEO Lodging ($242 + 25% x 4 nights)	$1,210.00
President & CEO M&IE ($69 + 25% x 5 days)	$431.25
Dir. of Global Marketing Lodging ($242 x 4 nights)	$968.00
Dir. of Global Marketing M&IE ($69 x 5 days)	$345.00
Miscellaneous (transportation, communication, excess baggage, etc.)	$545.75
TOTAL	$11,500.00

Background: The Guam Visitors Bureau (GVB) has been selected to receive the prestigious President's "E" Award. The award was created by Executive Order of the President of the United States to afford suitable recognition to persons, firms, or organizations, which contribute significantly in the effort to increase United States exports.

GVB is one of a few who have been selected to receive the President's "E" Award. This year, thirty-two companies and organizations have been selected to receive the President's "E" Awards and "E" Star Awards for Exports and Export Service.

U.S. Secretary of Commerce, Mr. Wilbur Ross, stated on his award letter to GVB on March 28, 2017, "The Guam Visitors Bureau has demonstrated a sustained commitment to export expansion. The 'E' Awards Committee was very impressed with the Guam Visitors Bureau's Tourism 2020 strategic plan development and engagement, which resulted in exceptional year-over-year growth in tourism to Guam. The organization's innovative and broad-reaching program to capture larger segments of the Chinese tourism market was also particularly notable. The Guam Visitors Bureau's achievements have undoubtedly contributed to national export expansion efforts that support the U.S. economy and create American job."

The ceremony will involve a reception on Sunday, May 21, 2017 followed by the formal ceremony on Monday, May 22, 2017 at the Department of Commerce Headquarters, Herbert C. Hoover Building in Washington DC.

Issue: Board approval required.

L. RESEARCH

M. RUSSIA & NEW MARKETS

Committee minutes dated April 4, 2017 **Exhibit F**

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Upcoming Board Meetings:

- Thursday, May 11, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, May 25, 2017 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

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

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

IV. PRESIDENT & CEO'S REPORT



March 2017
Preliminary Visitor Arrivals **Total: 140,662 (+5.5%)**

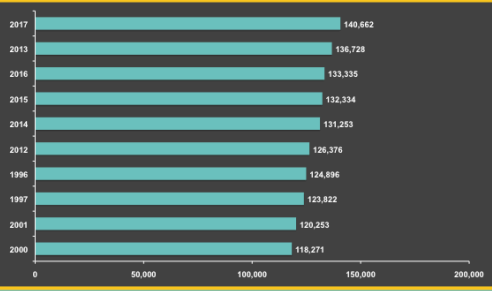
% Market Mix	Origin	Pax	% to LY
50.7%	Japan	71,384	-9.9%
36.5%	Korea	51,390	49.2%
0.9%	China	1,330	-3.9%
1.4%	Hong Kong	1,924	103.8%
2.6%	Taiwan	2,853	-12.3%
4.5%	US/Hawaii	6,348	-2.4%
0.9%	Philippines	1,284	-38.3%

GUAM VISITORS BUREAU

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

RESEARCH

Top March Arrivals



GUAM VISITORS BUREAU

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

Calendar Year to Date 2017
January-March 2017 **Total: 410,131 (+1.3%)**

% Market Mix	Origin	Pax	% to LY
44.6%	Japan	182,777	-14.5%
38.7%	Korea	158,912	27.3%
1.9%	China	7,766	-21.6%
1.4%	Hong Kong	5,659	162.6%
2.5%	Taiwan	10,313	-12.0%
4.9%	US/Hawaii	20,100	5.1%
0.9%	Philippines	3,837	2.6%

GUAM VISITORS BUREAU

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

Fiscal Year to Date 2017
October 2016 – March 2017 **Total: 801,060 (+3.8%)**

% Market Mix	Origin	Pax	% to LY
45.5%	Japan	364,377	-9.5%
38.8%	Korea	310,918	23.7%
1.6%	China	13,153	-9.6%
1.1%	Hong Kong	9,157	95.9%
2.5%	Taiwan	20,034	-3.5%
4.7%	US/Hawaii	38,001	5.4%
1.4%	Philippines	10,864	39.0%

GUAM VISITORS BUREAU

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

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Month to Date 2017

April 1 - 9, 2017.....

Total: 37,427 (14.0%)

% Market Mix	Origin	Pax	% to LY
44.5%	Japan	16,638	2.5%
40.0%	Korea	14,982	32.8%
1.5%	China	572	-8.5%
1.4%	Hong Kong	523	92.3%
3.1%	Taiwan	1,157	4.2%
5.0%	US/Hawaii	1,863	11.9%
1.6%	Philippines	591	12.8%

GUAM VISITORS BUREAU

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: April 2017 daily arrivals reflect Civilian Air arrivals only.

MARKETING

JAPAN AIR SERVICE SUPPORT PLAN

CURRENT SITUATION

- Decline in arrivals
  - Challenges: Weak yen, decreased outbound, increase in Guam pricing, increased competition from Asia & Hawaii
- Decline in seat capacity
  - Loss of flights from secondary cities, only 1 flight from Japanese carrier, increase in airfares
- Loss of market share: Guam trending below 5%

JAPAN AIR SERVICE SUPPORT PLAN

AIR SEAT CAPACITY TO GUAM

	2006	2010	2016
JAPAN	1.2 M	1.3 M	972 K
KOREA	155 K	170 K	641 M
TAIWAN	20.4 K	35.2 K	65.8 K
PHILIPPINES	106 K	112 K	171 K
HONG KONG	16.1 K	11.9 K	35.9 K

Source: Dlio Mi Market Intelligence for the Aviation Industry

JAPAN AIR SERVICE SUPPORT PLAN

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 start up costs

JAPAN AIR SERVICE SUPPORT PLAN

EXISTING CARRIERS

- Support amount: up to $250,000 per NEW regular flight for the year of service between NRT, KIX, or NGO and Guam
- Requirements
  - 1 full year commitment
  - $250K, minimum of 4 flights per week
  - Does not include charter flight service
  - Must be 737/A320 or larger aircraft
  - Offer is only available for services launched before 31st December 2018

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

JAPAN AIR SERVICE SUPPORT PLAN

NEW CARRIERS

- Support amount: up to $250,000 per NEW regular flight service for the year between NRT, HND, KIX, or NGO and Guam
- Requirements
  - 1 full year commitment
  - $250K, minimum of 4 flights per week
  - Does not include charter flight service
  - Must be 737/A320 or larger aircraft
  - Offer is only available for services launched before 31st December 2018

JAPAN AIR SERVICE SUPPORT PLAN

BUDGET

- Maximum 4 airlines or "4 routes" at $250,000 = $1,000,000
- Seats are "one way" per year
- 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

JAPAN AIR SERVICE SUPPORT PLAN

PAYMENT TERMS

- Minimum of 100 seats per new regular flight
- If airline fails to meet requirements, funds must be returned
- 50% paid at commencement of service
- Balance paid at end of 12-month period (1 year)

JAPAN AIR SERVICE SUPPORT PLAN

ECONOMIC IMPACT

- 90% load factor + 97% inbound + staying on average 4 nights + spending $100 per night will generate $76 million
- 76 to 1 return on the investment

Philippines Marketing News

Third Quarter Plans (April)

- 1) SMS Cormoran & United Marathon Media Famtour
- Travel Life Magazine
- www.wanderlass.com
- www.lakwatsero.com

2) Digital Coop Campaign with Cebu Pacific Air

4) MICE Incentive Program for MICE Travel Agents

6) Platinum Key Service – US Commercial Services

7) Social Media Campaign

Philippines Marketing News

Third Quarter Plans (May)

1) Guam Micronesia Island Festival (GMIF) Media Famtour in partnership with Cebu Pacific Air
   - ABS – CBN's multi awarded TV Show: Matanglawin
   - Kim Atienza – Host
   - Wil Dasovich – Co-Host / Vlogger

3) MICE Product Presentation to top corporate accounts in partnership with airlines and trade partners

4) Roadshow in Cebu, Bacolod, Iloilo in partnership with Cebu Pacific

5) Platinum Key Service – US Commercial Services

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Philippines Marketing News

Third Quarter Plans (June)

1) MICE Travel Agents Famtour in partnership with Cebu Pacific

3) Sports Product Update for athletic coordinators, coaches and trade partners specializing in sports

4) Guam Live Media Famtour: Joyce Pring

7) Platinum Key Service – US Commercial Services

8) Social Media Campaign

North America Marketing News

Third Quarter Plans (May)

IGLTA 34TH ANNUAL GLOBAL CONVENTION
St. Petersburg, Florida
May 4 – 6, 2017

About the Event
The IGLTA Annual Global Convention is the world's premier educational and networking event for LGBT tourism professionals. The 34th edition of the conference will connect gay, lesbian and gay friendly travel and tourism suppliers and buyers through its hosted buyer and scheduled appointment program, numerous educational workshops and networking receptions.

SCUBA SHOW
Long Beach, California
May 6 - 7, 2017

About the Event
Over 10,000 people attended the show in 2016.

One of the largest Scuba Diving Consumer event in North America

Showcases 76,000 sq. ft. of exhibit space, 300+ exhibitors, seminars and clinics.

North America Marketing News

Third Quarter Plans (June)

IPW 2017
Washington, DC
June 3 - 7, 2017

About the Event
IPW is the U.S. Travel Assoc.'s premier international marketplace and largest generator of travel to the U.S.

3 days of pre-scheduled B2B appointments

More than 1,000 U.S. travel organizations from every region of USA

More than 1,300 international and domestic buyers from more than 70 countries

Generates more than $4.7 billion in future Visit USA travel

Pacific Marketing News

Third Quarter Plans (April)

- United Guam Marathon April 9, 2017
- Micronesia Forum (formerly Micronesia Chief Executive Summit) April 27-28, 2017
- 14th Annual Travel Fair Andersen
- Air Force Base May 3, 2017
- Naval Base Guam May 4, 2017



Pacific Marketing News

Third Quarter Plans (May)



PATA ANNUAL SUMMIT
Sri Lanka
May 18 - 21, 2017

The summit is a 4-day working event that brings together thought leaders and industry professionals from around the world.

Theme "Disruption. Innovation. Transformation: The Future of Tourism"

Also part of the program is the UNWTO/PATA Ministerial Debate

Host Sri Lanka supported the PATA Annual Summit on Guam

Cormoran 100th anniversary

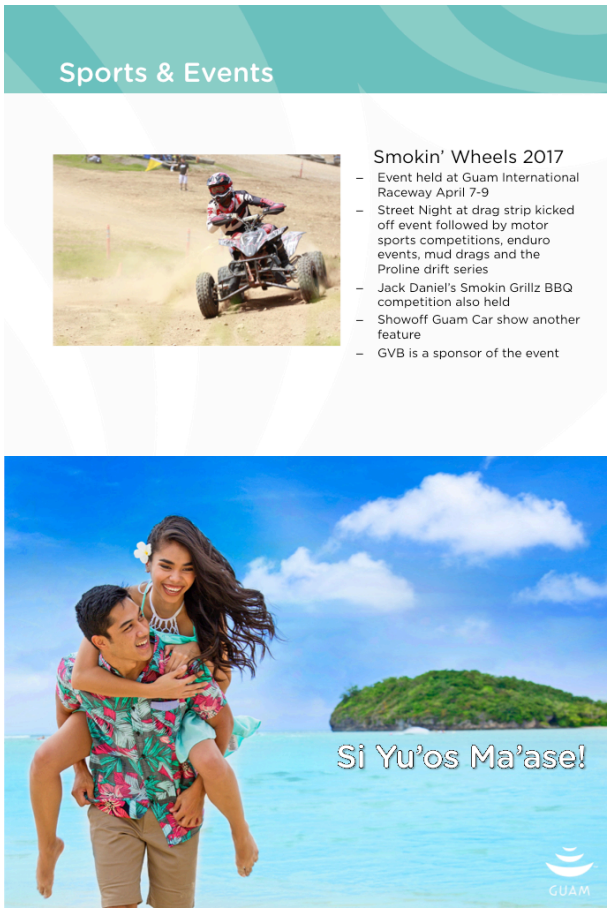




SMS Cormoran II ceremonies

- GVB and its partners held two ceremonies commemorating the 100th anniversary of the scuttling of the SMS Cormoran II in World War I
- Boat and wreath laying ceremony off Apra Harbor and Peace Memorial Service at U.S Naval Cemetery in Hagåtña on April 7
- Lecture series ends April 12 at T. Stell Newman Visitors Center
- Charge´d'Affaires Michael Hasper, other dignitaries and Guam's German community attended the event
- Strong international and local media coverage
- Axe Murder Tours, Blue Persuasion Diving and MDA created dive packages associated with event





- President Denight announced that moving forward, the following will be included in reports from the Research Department: spend per visitor, hotel occupancy rates and daily rates, airline seat capacity and load factors.
- Vice Chairman Mesa touched on the pre-clearance program out of Narita to Guam, Hawaii, and Saipan. He feels that we need the Congresswoman's office and the Governor's office to apply more pressure to get this program in place. This would make traveling more convenient for visitors flying from Japan to Guam. Pre-clearance out of Narita will be the prelude to getting pre-clearance out of Osaka and Nagoya. Chairman Morinaga pointed out that the issue might be that Guam customs and immigration are two separate entities whereas in Japan and other locations, customs and immigration are the same entity. He feels this issue needs to be addressed by the Administration. President Denight stated that we met with the embassy and they are moving forward. The program will launch with Guam, Hawaii, and Saipan. They are currently in the negotiation stage as Narita airport and the airlines will have to pay a fee. It will likely be another two to three years until the program is implemented.
- President Denight directed the board to Attachment A: Sponsorship request for the FIBA Oceania U17 Tournament from Tony Thompson, Guam Basketball Confederation President & Secretary General. The Sports & Events Committee can provide a grant of up to $15,000 but they are requesting for additional support bringing GVB's total contribution to $100,000. Director Shinohara asked if management had a recommendation. President Denight stated that first he'd like to work with Director of Finance and Administration (DoFA) Cunliffe and the team to identify if we have the funding but ultimately, he'd like to provide support as we did support FIFA with a healthy sponsorship. Director Arriola asked about media exposure

for the tournament and what countries will be participating. President Denight reported that countries in the Oceania region will be participating. He will determine if we have any excess funding from our TCD to support the tournament ($15,000 will come from the Sports & Events Committee). Director Shinohara mentioned that we are on track with our allotment. Director Jackson asked for information on exposure. President Denight will provide that and related documents to the board via email and they will discuss this item further at the next board meeting.

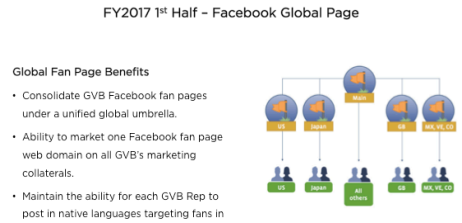
V. FY2017 GVB DIGITAL STRATEGY UPDATE

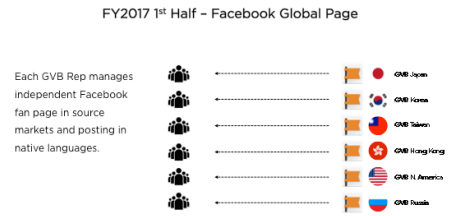
- Presentation by Jason Lin, Global Digital Strategist, Talent Basket LLC











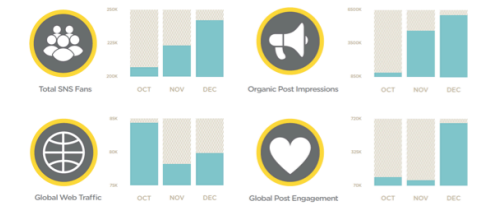




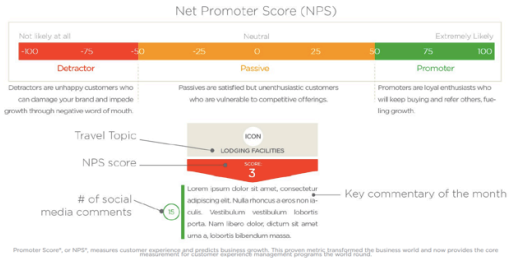


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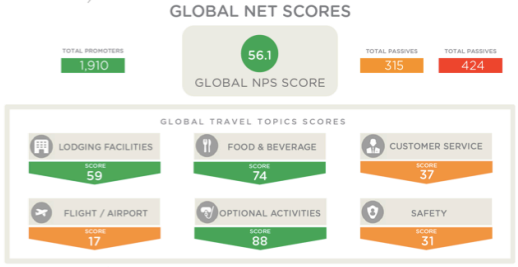
DIGITAL360 REPORT Executive Summary Data Q4 2016



DIGITAL360 REPORT Social Listening Net Score JAN 2017



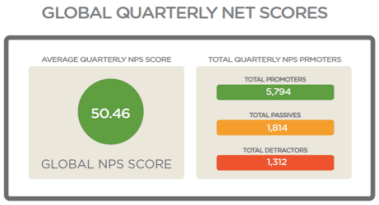
DIGITAL360 REPORT Social Listening Net Score FEB 2017



DIGITAL360 REPORT Social Listening Net Score FEB 2017



DIGITAL360 REPORT Social Listening NPS Q4 2016



DIGITAL360 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

DIGITAL360 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

SHOP GUAM e-FESTIVAL2016

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



FY2017 1st Half – Shop Guam e-Festival

KOREA





GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

FY2017 1st Half – Shop Guam e-Festival

PHILIPPINES | TAIWAN | USA | RUSSIA



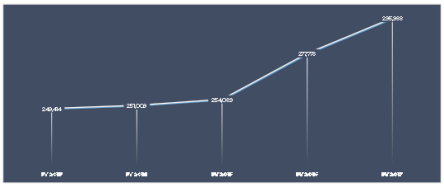
FY2017 1st Half – Shop Guam e-Festival

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

WeChat Marketing

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

SHOP GUAM

VI. 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**	**$ 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

- Director Shinohara reported that we are on track with receiving our allotments.

- Vice Chairman Mesa asked where membership dues show up on the cash position. DoFA Cunliffe directed him to First Hawaiian Bank – Membership under Unrestricted Accounts.

VII. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

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

Vice Chairman Mesa made a motion, seconded by Director Shinohara, 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.
Motion approved

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

Vice Chairman Mesa made a motion, seconded by Director Jackson, 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.
Motion approved

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.

- Director Arriola asked how much is in this account. DoFA Cunliffe reported that the balance is $431,327.
- President Denight reported that the work has started already. The project will be completed at the latter part of September.

B. RUSSIA & NEW MARKETS

- Director Jackson reported that there was a committee meeting last week.
- The team is still planning to attend the PITE show in May but due to current events, there is a possibility that the trip will be canceled.
- He noted that business is better in Russia and he expects it to continue, but the politics cannot be ignored.

C. VISITOR SAFETY & SATISFACTION

VISITOR SAFETY & SATISFACTION SUPPLEMENTAL FUNDING

Director Hong made a motion, seconded by Director Jackson, to authorize the use of $142,528 from GVB's TCD to fund the supplemental request for Visitor Safety & Satisfaction.
Motion approved

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.

- Director Arriola pointed out that this is the same account that was tapped for the aforementioned CIP project.
- President Denight noted that with the reduced budget, we had to cut down on some VSS projects.
- He stated that we are moving into phase two of the Visitor Industry Professional (VIP) Program. Chairman Morinaga asked that we work with GHRA on this project. President Denight stated that GHRA will have a role during phase three (training/distribution).

D. CULTURAL & HERITAGE

- Director Arriola reported that the committee met yesterday where ten grant applications were reviewed. The meeting minutes will be presented at the next board meeting.

E. SPORTS & EVENTS

- Director Nault reported that the committee met recently. They discussed UGM and Smokin' Wheels which was already covered during the President & CEO's Report.
- Next, he touched on the upcoming Guam Micronesia Island Fair (GMIF). He requested for all marketing committees to help promote the event in their respective markets.
- Finally, he mentioned that we should work on better communicating information about upcoming events. This will allow the Sports & Events Committee more time to prepare and offer support. Chairman Morinaga agreed noting that Japan in particular needs more time to plan and distribute information. President Denight mentioned that one of our efforts in this

area is the event calendar which we launch the year before the calendar year. DoGM Laguana stated that the marketing department needs the tools (photos, videos, information, etc.) well in advance to promote these events in their respective markets. Often times however, they don't receive these materials until about a week before the event. Director Hong added that getting information out to locals is just as important. For instance, if a well-known Korean runner participated in the UGM and the local Korean population was informed, we would have seen greater participation from the local Korean population. Director Arriola stated that the Cultural & Heritage Committee is looking to re-establish the fiesta program. She also mentioned that the committee will work to provide information on events as far in advance as possible.

F. ADMINISTRATION & GOV'T RELATIONS

Vice Chairman Mesa made a motion, seconded by Director Kloppenburg, 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.
Motion approved

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

Vice Chairman Mesa made a motion, seconded by Director Arriola, 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.

Director Arriola made a motion, seconded by Director Kloppenburg, to amend the aforementioned motion as follows:

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

Motion passed as stated and amended

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 Hagåtña. This is needed to ensure a successful Guam Micronesia Island Fair.

Issue: Board Approval Required.

- President Denight mentioned that $20,000 is on the high side and he will try to minimize costs.

H. GREATER CHINA

Committee minutes dated March 10, 2017 **Exhibit C**

- Director Shinohara reported that there will be a committee meeting on Friday.

I. JAPAN

Committee minutes dated March 28, 2017 **Exhibit D**

- Director Murata reported that the Japan Marketing Committee (JMC) had a meeting yesterday. He noted that we need to make improvements with immigration at the airport. Director Nault added that sometimes visitors aren't able to use ESTA machines so they end up being directed to the back of the line. Chairman Morinaga said this is an instruction issue and it needs to be resolved to improve immigration.

J. KOREA

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

- Director Kloppenburg noted Exhibit E: KMC meeting minutes from March 14.
- The most recent committee meeting was held yesterday.
- There were 512 registered runners from Korea for UGM, which is a 12% increase from last year. This includes three celebrity entertainers and 1996 Olympic silver medalist Lee Bong-Ju. International media partners were also on island to cover the event.
- Guam hosted a MICE group of 1300 pax for Prudential Life Insurance.
- Virtual reality filming took place from March 25 to April 5.

<u>GVB TIME SQUARE MALL "GUAM PHOTO EXHIBITION"</u>

Director Hong made a motion, seconded by Vice Chairman Mesa, 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.
Motion approved

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

- Director Kloppenburg reported that the details are still being worked out for the next quarterly membership meeting but it will likely be in May.

L. NORTH AMERICA & PACIFIC MARKETS

PATA ANNUAL SUMMIT 2017

Director Arriola made a motion, seconded by Director Shinohara, 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.
Motion approved

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

Director Arriola made a motion, seconded by Vice Chairman Mesa, 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.
Motion approved

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.

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

- Director Shinohara reported that the team has been working on evaluations for an RFP for a data analytics provider. He is hopeful that the new software will help the team make better decisions in tackling the tourism business more efficiently.

VIII. OLD BUSINESS

IX. NEW BUSINESS

- Chairman Morinaga suggested moving the Christmas village towards Royal Orchid. This location is more centralized making it easier for tourists to visit. Director Arriola added that previously, the board discussed adding more lights along the road in Tumon. President Denight said he is happy with either plan but it will be difficult to budget for both the village and street lighting. Director Shinohara feels we need to take care of Tumon before offering support elsewhere. Chairman Morinaga asked the board to think about the Christmas lighting and it will be discussed further at the next board meeting.
- Chairman Morinaga reminded the board of the importance of attending board meetings. He asked that roll call be done two weeks prior to the actual board meeting. If the board meeting needs to be rescheduled, there will be ample time to do so. This will prevent meetings from being cancelled.
- President Denight stated that an RFP went out for an architecture and engineering (A&E) firm to assist with HOT Bond projects. The selected A&E firm conducted their initial assessment. President Denight said he will email the board their plans so that they can be discussed at the next board meeting. Vice Chairman Mesa reported that the finalized plans will be presented to the Legislature as part of our request for additional funding.

X. EXECUTIVE SESSION

XI. ANNOUNCEMENTS

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

Announcements:

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

XII. ADJOURNMENT

Director Shinohara made a motion, seconded by Vice Chairman Mesa, to adjourn the meeting. Meeting adjourned at 5:15pm.
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

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**	**$ 13,283,871.00**	**62%**	**$ 7,998,601.00**	**38%**
Destination Development	**$ 1,085,000.00**	**$ 632,916.67**	**58%**	**$ 452,083.33**	**42%**
Rainy Day Fund	$ 200,000.00	$ 116,666.67	58%	$ 83,333.33	42%
Cultural & Sports Ambassador Fund	$ 200,000.00	$ 116,667.67	58%	$ 83,332.33	42%
Pass-Thru	$ 1,085,000.00	$ 755,835.34	70%	$ 329,164.66	30%
TOTAL	**$ 23,852,472.00**	**$ 14,905,957.35**		**$ 8,946,514.65**	
TOTAL RECEIVABLES FY 2017				**$ 8,946,514.65**	
TOTAL RECEIVABLES				**$ 8,984,014.65**	

Accounts

RESTRICTED	
Bank of Guam - Rainy Day Fund	$ 2,201,556.73
Cultural & Sports Ambassador Fund[1]	$ 461,017.67
TOTAL RESTRICTED	**$ 2,662,574.40**
UNRESTRICTED	
Bank of Guam - Operations	$ 13,648,454.24
First Hawaiian Bank - Membership	$ 116,558.01
Resona	$ 868,420.66
Bank of Guam - TAF	$ 1,373,415.44
Raymond James - CD value as of 03/31/2017[2]	$ 2,534,156.66
TOTAL UNRESTRICTED	**$ 18,541,005.01**
TOTAL CASH as of 04/24/2017	**$ 21,203,579.41**

Current Payables

Asatsu invoices JAN - MAR	$ 1,734,929.53
Japan Invoices	$ 67,928.63
Guam Invoices	$ 312,857.72
Encumbered Contracts	$ 4,073,517.41
Encumbered Purchase Orders	$ 1,888,304.97
TOTAL as of 04/24/2017	**$ 8,077,538.26**

NOTES

NOTE 1

$461,017.67	Cultural and Sports Ambassador Fund
($5,250.00)	Cultural and Sports Ambassador expenses - reimburse Operations
$455,767.67	

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	

EXHIBIT

JAPAN MARKETING COMMITTEE MEETING - TUESDAY, APRIL 11, 2017

JMC MEMBERS PRESENT: Milton Morinaga, Tak Takano, Satoru Murata, Kiyoshi Kawano, George Johnson, Kazunori Hotta, Toshio Akigami, Terry Debold

OFF-ISLAND:

OBSERVERS/GUESTS PRESENT: Dave Duenas, Akiko Futakami, Kenji Sekine, Paul Kirkland, Yoshihisa Otani, Hiromi Matsuura, Mai Perez, Katsuhiko Yoshida, Bill Nault, Bonnie Lee Alig, Akihiro Tani, Ayisha McKinnon, Kazu Atsuta Bunichi Yamashita, Tomoyuki Goto, Yoshiaki Kanemitsu, Kimi Passeur, Monte Mesa, Clifford Guzman, Dan Swavely

ABSENT: Mike Lee, Shizuyo Okabe, Mitsunori Takahashi, Suzanne Perez, Yusuke Imazu, Koji Nagano, Chie Takase, Koji Nagano, Miwa Bravo, Mark Anderson, Simon Odoca

GVB: Nathan Denight, Brian Borja, June Sugawara, Ana Cid, Doris Ada

ADK: Koichi Hoshino, Yumi Yabe

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 March 28, 2017. Minutes approved.

REPORT OF CHAIRMAN

Chairman Morinaga introduced Mr. Kazunori Hotta from Arluis Wedding as our newest member of JMC. He commented that it is nice to see a representative from wedding company so that he can be the voice for Watabe and other wedding companies.

Chairman Morinaga reported that March was a busy month for Guam. We just had a big group from Korea and there will be another LCC airline for the Korea market trying to get approval from FAA. For Japan market, the month of June will be slow. We need to boost up our sales activities and we are still working diligently in getting the LCC's from Japan.

UPDATE FROM DESTINATION MANAGEMENT COMMITTEE (DMC)

Chairman Morinaga introduced Monte Mesa as Chairman of the Destination Management Committee as well as Vice Chairman of the Board. Clifford Guzman and Dan Swavely member of DMC.

Mr. Guzman presented an update on the following:

Mission Goals
Identify and prioritize long and short-term projects:

- Infrastructure maintenance & improvements
- Streetscaping improvements
- Landscaping improvements
- New Attractions
- Business Improvement District

Ensure continued maintenance of existing and new improvements

Mission Goal: Infrastructure Maintenance & Improvements
Tumon Redevelopment Plans were never fully completed:
- Flooding (currently addressed with the HOT Bond)
- Wastewater / Water

Deterioration of pavement and hardscape:
- Sidewalks and road surfaces are not being restored properly by utility agencies and telecommunication companies
- Pavement shoving, surface degradation, loose pavers

Traffic management plan needed and adjustments made:
- Pedestrian Safety
- Revitalize crosswalks & signage
- Traffic Flow & Signal Lights
- Emergency Evacuation

Mission Goal: Streetscape Improvements
- Upgrade, repair or replace broken benches & bollards
- Sidewalk repair, maintenance & widening
- Repair or replace paver bricks
- Murals at retaining walls
- Improved signage (street & buildings)
- Demolishment or refurbishment of abandoned buildings
- Streetlight repairs (underway)
- New bus shelters (underway)

Mission Goal: Landscaping & Park Improvement
Current Tumon program is good, but can be improved/upgraded
- Maintenance of empty private lots
- Ongoing maintenance of landscaped areas
- Maintenance of Route 14B (Ypao Road)

Tumon Beach Improvements
- Matapang & Ypao Beach facilities
- Beach lighting improvement
- Beach erosion

Improvement of scenic areas
- Inarajan Pool, Cetti Bay Overlook, Talofofo Bay overlook

Mission Goal: Other Improvements
Signage
- Currently under review for enforcement and revision

Handbilling
- Currently enforced with assistance from Lt. Governor's office

Graffiti
- Current program is working

Visitor Safety & Security
- Needs constant attention

Lighting
- Additional lighting from Westin to Gun Beach

Mission Goal: Business Improvement District
Create an association of property owners along San Vitores Boulevard
- Non-Profit organization driven by private sector
- Begin with large property owners who want to see improvements
- Advocacy for tourism district improvements

- Identification of needed improvement projects
- Build membership - dues assessments with real results
- Create nexus for a more comprehensive BID with CC&R's

Mr. Mesa commented that for FY2017, the funding for capital improvements / maintenance was drastically cut. For FY2018, we will need the funding back to address the needs for capital improvements and other projects that was put on hold due to budget cut in FY2017.

REPORT OF MANAGEMENT

Mr. Denight reported on the following:

Three Month Forecast
- April is 51,000 up 3.46%
- May is 50,000 up 2.27%
- June is 53,000 down 0.08%

Three Month Forecast (Charter & Extra Flight Information)
- March 63 flights
- April 5 flights
- May 10 flights
- Total: 13,266 seats

Golden Week Guam Charter: Sales Update
- Total sold seats are 2,444 - which is 95% sales achievement
- Korean Air charters departing Narita on May 2 & 3rd are scheduled to operate as planned inspite of Tellmeclub bankruptcy
- HIS has started selling 68 seats which were originally purchased by Tellmeclub
- China Airline charter departing Narita on May 3 has been cancelled due to Tellmeclub bankruptcy

Golden Week Guam Charter: Package Price

Spring Charter & Extra Flights 2017 Results
- Total 9,420 pax have travelled with charter flights during Spring holiday period
- Total charter flight capacity is 10,672
- Sales = 88% of total seats for Spring Charter flights

Fuel Surcharge (April 2017-)
- For tickets issued on/after Aril 1st, fuel surcharge has been raised from the current level
- Applicable period: April 1st to May 31st
- Round trip rate from Japan to Guam
- Up to March 31 was ¥2,000 and April to May is ¥4,000

Competitor Activity
- Asiana Airlines Saipan charter - 3 charters from Narita and Kansai
- Summer Holiday Period - 20 charter flights from Narita

MICE/Group Market

Support Campaign: 66 groups applied as of March 30
- Tokyo 39, Osaka 7, Nagoya 14, Fukuoka 4, Sendai 2, Sapporo 1
- KE cancellation impacted Kansai group and student market
- Changed regulations for groups departing Sendai and Sapporo from April
- 10-14 people of group: 30,000 yen / 15-19 people of group: 40,000 yen

Diving Market
- Exhibited booth at Marine Diving Fair from April 7 to 9
- Aqua Academy joined Guam booth

Golden Week

HIS reported Guam is ranked as 3rd and 5th for popular destination during Golden Week this year:
- 5th in total ranking, Honolulu is number 1, Taipei 2, Seoul 3 and Bangkok 4
- 3rd in package tour ranking, Taipei is number 1, Honolulu 2

JTB Reorganization

- JTB will consolidate 15 subsidiary companies including JTB World Vacations, TPI and other local companies beginning April 2018

TPI Reorganization

- TPI consolidated R&C, TPI Kansai, TPI Chubu and several other companies as of April 2017
- TPI will no longer deal directly with consumers and will focus on B2B under the new brand "landa"
- "Landa" lounge will be set up at Guam Plaza Hotel for consumers.

REPORT OF ADK

Report by Mr. Hoshino of ADK:

FY2017 PR Current Activities
FY17 Marketing Calendar
Recent Media Coverage
Cormoran

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

UGM

- San Ai Image Girl (Influencer)
- Namaiki TV (TV)
- Influencer x 3 pax

Getty Collaboration

- Photo Shooting: SMS Cormoran, UGM, Guam general shots
- PR Release: Global release in English & Japanese via PR Wire, image.net
- Photo sharing for GVB membership

Rakuten Collaboration Preliminary Report

- 1st Stage Banner Ad, Guam Campaign Site
- Dynamic package coupon ¥30,000 x 50
- Dynamic package coupon ¥20,000 x 25
- Sales up 30%
- 2nd Stage - Rakuten Guam Sales - Their own ads
- Dynamic package coupon ¥30,000 x 50 - sales up 30%

Rakuten Travel Guam Campaign site / No. of PV

- Estimated TTL PV (March-May) 139,500
- Preliminary PV (March-April 2nd) 86,623
- Achievement rate 62.1%

Points Sharing Campaign / Movie

- Estimated TTL No. of viewing (March-May) 9,765
- Preliminary No. of viewing (March-April 2nd) 7,956
- Achievement rate 81.4%

Points Sharing Campaign / Twitter

- Estimated TTL No. of Tweeting (March-May) 1,395
- Preliminary No. of Tweeting (March-April 2nd) 1,443
- Achievement rate 103.4%

Special Gift Campaign

- Estimated TTL No. of entrants (March-May) 2,092
- Preliminary No. of Entrants (March-April 2nd) 2,123
- Achievement rate 101.4%

Comparison / Guam vs. Dubai
Guam Campaign (Preliminary result / Approx. 1 month)

- No. of PV 86,623
- No. of Viewing 7,956

- No. of Tweets 1,443
- No. of Entrants 2,123

Dubai Campaign (Final result / Approx. 2 months)

- No. of PV 108,494
- No. of Viewing 7,425
- No. of Tweets 792
- No. of Entrants 1,025

Wedding Industry Collaboration

- Zexy Magazine (April Issue)
- Wedding Photo Shoot from April 19-22
- Zexy Magazine (August Issue)
- Zexy Premier (August Issue)
- "Year of Love" campaign promotion

Web Ad Performance (Jan. 30~Mar. 26)

- Family
- OL
- Senior

Web Ad Performance (Jan. 30-Mar. 26)
Simulation

- 39,536,908 imp.
- 62,953 clicks
- 234,929 movie views

Results

- 52,087,899 imp. (131.7%)
- 121,362 clicks (192.7%)
- 935,520 movie views (398.2%)
- 1,491 conversion to TA sites
- Ave. session: 15 sec.

Overall Observations
Observations (good)

- Before induction to the site, for both still ads and video ads, the KPIs of CPC and CPV were better than anticipated.

Observations (bad)

- After induction to the site, the KPIs of the page-visit time and CVR were lower than expected especially for OL target. Checking Google analytics for results by device, it was found the majority of OLs are inducted through the Safari browser (iPhone). Visitors inducted through Safari (iPhone) had very low page-visit time and CVR.

Total Conversion to TA sales sites: 1,491

- HIS gained the most number of access of 584, followed by JTB: 339.
- Same as other indicators, OL showed the lowest CVR (to TA sites).

Remedial approaches

- In order to raise the page-visit time and CVR of OL targets, improve the campaign site. In particular, optimization of smartphone pages is a must.

Creative Performance by type – Movie (Family)
Creative Performance by type – Movie (OL)
Creative Performance by type – Movie (Senior)
Web Ad Simulation (Apr. 1-May 31)
Simulation – Jan. 30-Mar. 26)

- 39,536,908 imp.
- 62,953 clicks
- 234,929 movie views

Results (KPI)

- 52,087,899 imp. (131.7%)
- 121,362 clicks (192.7%)

- 935,520 movie views (398.2%)
- 1,491 conversion to TA sites
- Ave. session: 15 sec.

Simulation - Apr. 1-May 31)

- 98,323,315 imp.
- 135,911 clicks
- 1,644,404 movie views

April - May Web Ad
50th Anniversary SNS LinkAD

- Target - ALL
- AD Type - Banner
- Media Type - SNS
- AD Menu - Facebook LinkAD
- Period - April 1 - May 31
- Device - PC & SP
- Estimated imp - 4,285,714
- Estimated clicks - 17,143
- Incremental GVB-J followers just for 7 days
- Facebook: 876 (9.5% up) (as of Apr 8)
- Instagram: 1,012(259% up) (as of Apr 8)

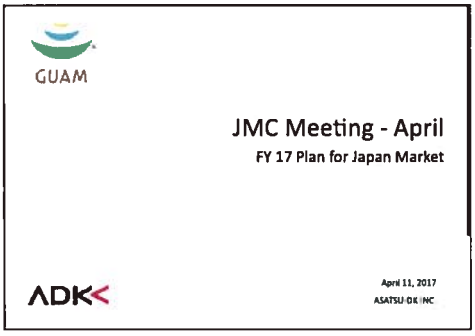
Mr. Takano suggested to separate PR and Advertising activities separately to make it clear on the report. Chairman Morinaga made a comment to also show the Co-Op activities on the report. Also, for the Kyushu route anniversary, please update on what we will be doing. Mr. Denight responded that he will obtain more details on the Kyushu route anniversary. Mr. Tak asked what is the update on JGTC quarterly meeting. Mr. Denight responded that our Japan Office will meet with Tajima-san this week for his transition. Most likely the meeting will be pushed back to May.

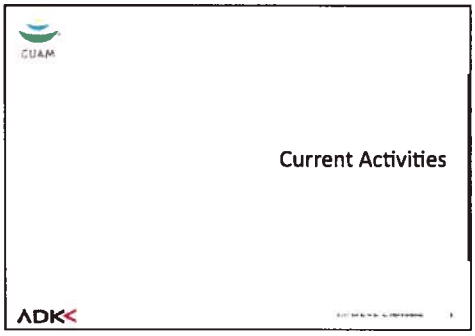
Referring to Wedding Industry Collaboration, Mr. Debold asked if we are extending the "Year-of-Love" theme to 2018. Mr. Denight responded that although, we will have a different theme for 2018 we can extend "Year of Love" for the wedding market campaign.

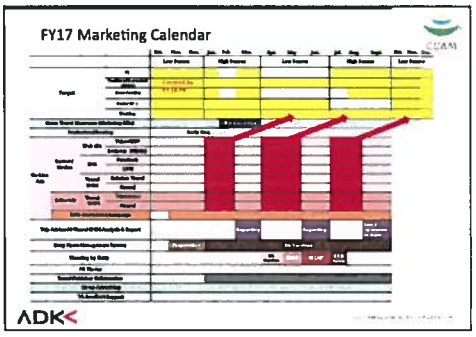
Mr. Johnson made a comment that medias / film crews from other market may not have proper documents; especially for large film crews they will need pre-approval from CBP. GIMCA can assist with other markets in obtaining proper documentation.

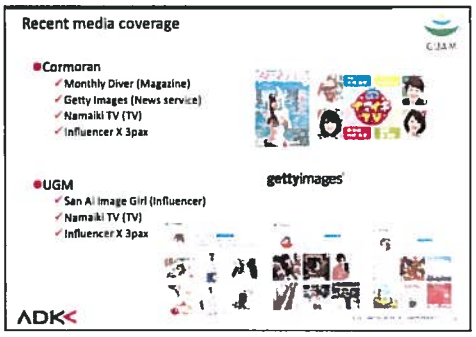
Mr. Kawano expressed his concern about UA's announcement regarding the relocation of Guam based aircraft to the mainland. Mr. Denight responded that as far as he knows this will not affect Guam to Narita flights.

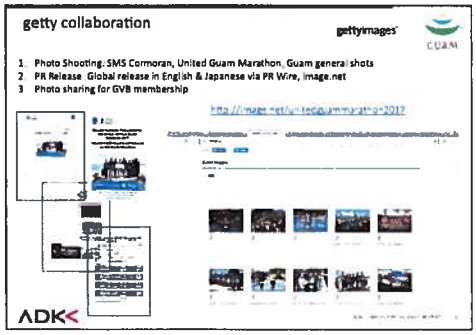
4/19/17

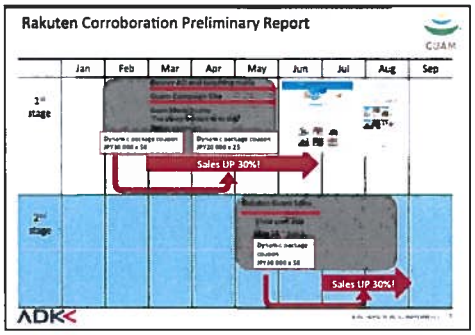

GUAM
JMC Meeting - April
FY 17 Plan for Japan Market
ADK
April 11, 2017
ASATSU-DK INC


GUAM
Current Activities
ADK

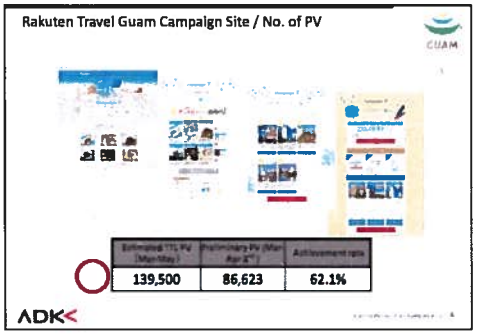

FY17 Marketing Calendar
GUAM
ADK

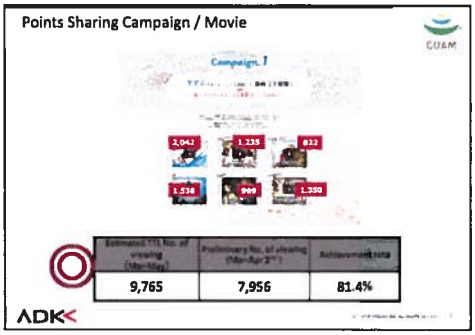

Recent media coverage
GUAM
Cormoran
Monthly Diver (Magazine)
Getty Images (News service)
Namaiki TV (TV)
Influencer X 3pax
gettyimages
UGM
San Ai Image Girl (Influencer)
Namaiki TV (TV)
Influencer X 3pax
ADK

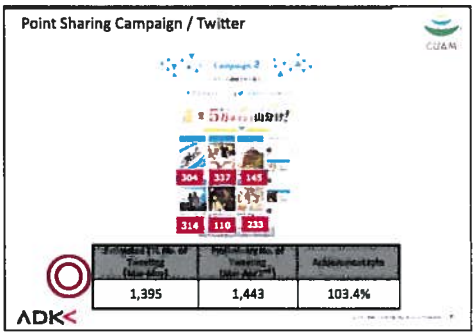

getty collaboration
gettyimages
GUAM
1 Photo Shooting: SMS Cormoran, United Guam Marathon, Guam general shots
2 PR Release Global release in English & Japanese via PR Wire, image.net
3 Photo sharing for GVB membership
ADK

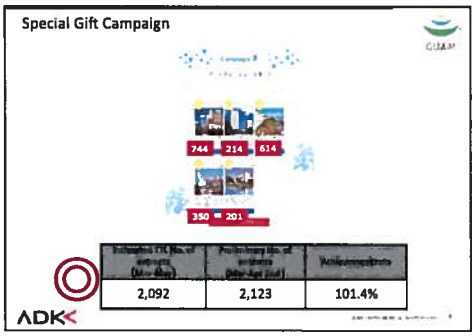

Rakuten Corroboration Preliminary Report
GUAM
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
1st stage
Sales UP 30%!
Sales UP 30%!
ADK

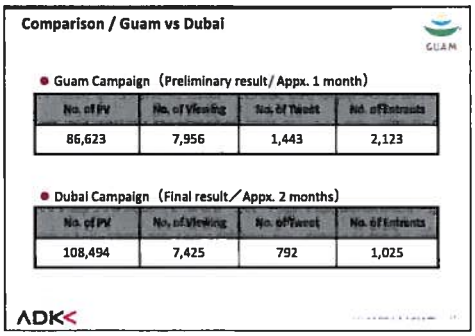
4/19/17

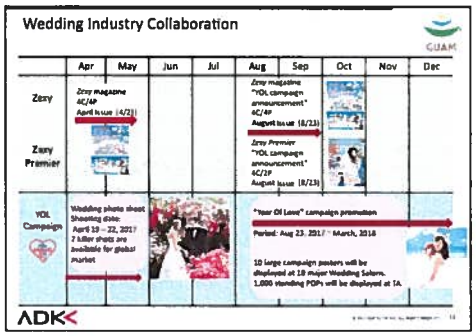

Rakuten Travel Guam Campaign Site / No. of PV
GUAM
139,500
86,623
62.1%
ADK


Points Sharing Campaign / Movie
GUAM
9,765
7,956
81.4%
ADK


Point Sharing Campaign / Twitter
GUAM
1,395
1,443
103.4%
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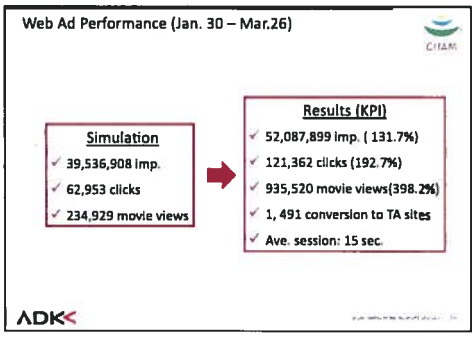

Special Gift Campaign
GUAM
2,092
2,123
101.4%
ADK

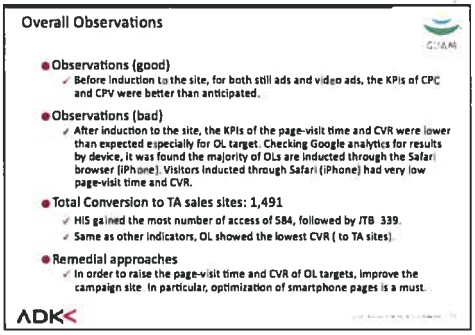

Comparison / Guam vs Dubai
GUAM
Guam Campaign (Preliminary result/ Appx. 1 month)
No. of PV
No. of Viewing
No. of Tweet
No. of Entrants
86,623
7,956
1,443
2,123
Dubai Campaign (Final result／Appx. 2 months)
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No. of Tweet
No. of Entrants
108,494
7,425
792
1,025
ADK

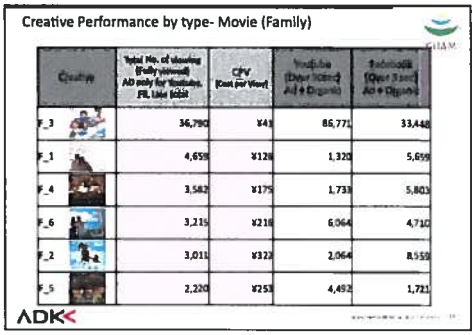

Wedding Industry Collaboration
GUAM
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
Zexy
Zexy Premier
YOL Campaign
ADK

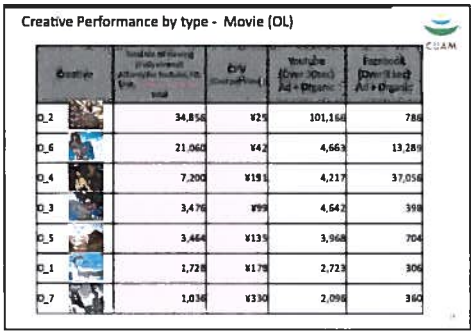
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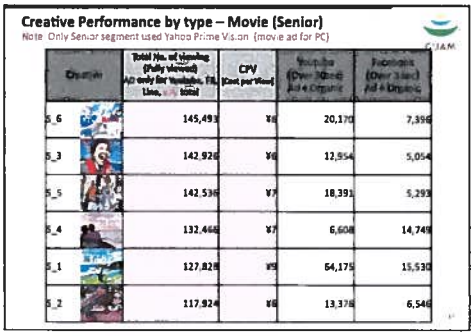

Web Ad Performance (Jan. 30 – Mar.26)
Family
OL
Senior
ADK


Web Ad Performance (Jan. 30 – Mar.26)
Simulation
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ADK

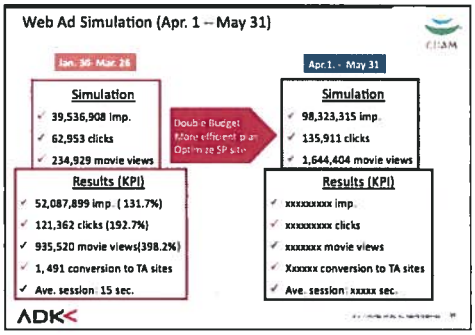

Overall Observations
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Observations (bad)
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Total Conversion to TA sales sites: 1,491
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Remedial approaches
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ADK

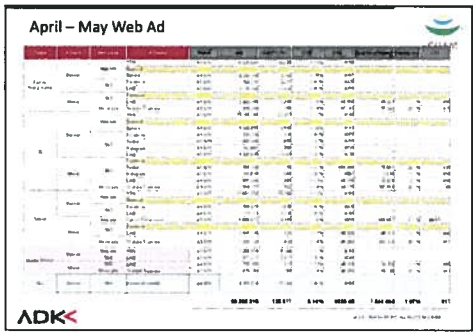

Creative Performance by type- Movie (Family)
F_3 36,790 ¥43 86,771 33,448
F_1 4,659 ¥128 1,320 5,699
F_4 3,582 ¥175 1,733 5,803
F_6 3,215 ¥218 6,064 4,710
F_2 3,011 ¥322 2,064 8,559
F_5 2,220 ¥253 4,492 1,721
ADK

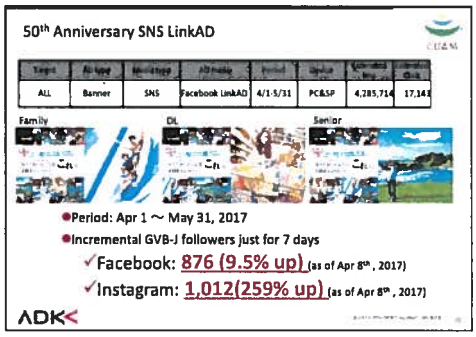

Creative Performance by type - Movie (OL)
O_2 34,858 ¥25 101,168 786
O_6 21,060 ¥42 4,663 13,289
O_4 7,200 ¥191 4,217 37,056
O_3 3,476 ¥99 4,642 398
O_5 3,464 ¥135 3,968 704
O_1 1,728 ¥178 2,723 306
O_7 1,034 ¥330 2,098 360


Creative Performance by type – Movie (Senior)
Note :Only Senior segment used Yahoo Prime Vision (movie ad for PC)
S_6 145,491 ¥6 20,170 7,396
S_3 142,926 ¥6 12,954 5,054
S_5 142,536 ¥7 18,391 5,293
S_4 132,466 ¥7 6,608 14,749
S_1 127,828 ¥9 64,175 15,530
S_2 117,924 ¥6 13,376 6,546

4/19/17


Web Ad Simulation (Apr. 1 – May 31)
Jan. 30- Mar. 26
Simulation
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Ave. session: 15 sec.
Double Budget
More efficient plan
Optimize SP site
Apr.1. - May 31
Simulation
98,323,315 imp.
135,911 clicks
1,644,404 movie views
Results (KPI)
xxxxxxxxx imp.
xxxxxxxxx clicks
xxxxxxx movie views
Xxxxxx conversion to TA sites
Ave. session: xxxxx sec.
ADK


April – May Web Ad
ADK


50th Anniversary SNS LinkAD
ALL
Banner
SNS
Facebook LinkAD
4/1-5/31
PC&SP
4,285,714
17,143
Family
DL
Senior
Period: Apr 1 ~ May 31, 2017
Incremental GVB-J followers just for 7 days
Facebook: 876 (9.5% up) (as of Apr 8th, 2017)
Instagram: 1,012(259% up) (as of Apr 8th, 2017)
ADK

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

- Next JMC meeting will be held on May 9, 2017.
- The 2017 GVB/GHRA HERO Awards will be held on July 28, 2017at the Hilton Guam Resort & Spa.
- Niigata Friendship Dinner Reception will be held on April 12, 2017. This is their 25th Anniversary.
- Guam Micronesia Island Fair will be held from May 3-7, 2017 at the Paseo.

ADJOURNMENT

Moved by Mr. Johnson seconded by Mr. Murata to adjourn the meeting at 2:45 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, April 11, 2017, 11:00 a.m.
GVB Main Conference Room

Members Present:
Alupang Beach Club - Stephen Gatewood
Baldyga Group – Tae Oh
Guam Plaza Hotel – Julia Kondo
Dusit Thani Guam – Gun Park
Hilton Guam Resort & Spa – In Cha
Outrigger Guam Resort – Jenny Kim
Pacific Star Resort & Spa – Kyu Sik Kim
Red Door Productions – Ayisha McKennon
T-Galleria – Terry Chung
Tumon Aquarium – Soohyun Lee
Tumon Sands – Susan Fryer
University of Guam – Justin Andre
Holiday Resort – Ina Lee
National Car Rental – Paul Kirkland
Hyatt Regency Guam – Esther Kim
Fish Eye – Akihiro Tani
Pacific Islands Club – Tommy Lee
KGTA – John Ko

Guests/Alternate Members:
Baldyga Group – Annie Joo
ADK – Koichi Hoshino
ADK – Yumi Yabe
Anthology Research– Bonnie Lee Alig
Karl Pangelinan

Members Absent:
Hard Rock Café Guam – Jennifer Chae
Hotel Nikko Guam – Jenny Cheon
Lotte Hotel Guam – Elisha Lee
Sheraton Laguana Guam – Jason Lee
Nissan Rent-A-Car – Mark Anderson
Summer Dream Information – Justin Choi
Air Busan – Bokyung Moon
Hana Tour – Insoo Park
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
Days Inn – Sunardi Li
Enterprise Rent-A-Car – Simon Odoca
Westin Resort Guam – Chris Yang

GVB Korea Office/GVB Chairs/Mgmt /Staff Present:
Board Chairman, Milton Morinaga
KMC Chairman, Bart Jackson
KMC Vice Chairman, Brad Kloppenburg
KMC Vice Chairman, Young Sook Hong
Destination Management Chairman, Clifford Guzman
GVB President & CEO, Jon Nathan Denight
GVB Director of Global Marketing, Pilar Laguaña
GVB Marketing Manager – Korea, Russell Ocampo
GVB Marketing Coordinator – Korea, Colleen Cabedo
GVB Director of Research, Ana Cid
GVB Destination Manager – Infrastructure & Maintenance, Doris Ada
HIC (GVB Korea), Jay Park
HIC (GVB Korea), Jessica Ham

CALL TO ORDER

Chairman Bart Jackson called the meeting to order at 11:05 a.m.

APPROVAL OF MINTUES Exhibit A

Mr. Brad Kloppenburg made a motion, seconded by Mr. Stephen Gatewood to approve the KMC minutes of March 14, 2017. Motion Approved, subject to minor corrections.

REPORT OF THE CHAIRMAN

- Introduced the committee to Mr. Clifford Guzman, GVB Destination Management Committee Chairman to give his report.

GVB DESTINATION MANAGEMENT REPORT Exhibit B

Destination Management Committee Update

Tourism District Improvement Program (TDIP)



"Our mission is to identify destination management projects and programs that will enhance our visitor experience and improve the quality of life for our residents"

Mission Goals

- Identify and prioritize long and short term projects:
  - Infrastructure maintenance & improvements
  - Streetscaping improvements
  - Landscaping improvements
  - New attractions
  - Business Improvement District
- Ensure continued maintenance of existing and new improvements

Mission Goal: Infrastructure Maintenance & Improvements

- Tumon Redevelopment Plans were never fully completed:
  - Flooding (currently being addressed with the HOT Bond)
  - Wastewater/Water
- Deterioration of pavement and hardscape:
  - Sidewalks and road surfaces are not being restored properly by utility agencies and telecommunication companies
  - Pavement shoving, surface degradation, loose pavers
- Traffic management plan needed and adjustments made:
  - Pedestrian Safety
  - Revitalize crosswalks & signage
  - Traffic Flow & Signal lights
  - Emergency Evacuation

Mission Goal: Streetscape Improvements

- Upgrade, repair or replace broken benches & bollards
- Sidewalk repair, maintenance & widening
- Repair or replace paver bricks
- Murals at retaining walls
- Improved signage (street & buildings)
- Demolishment or refurbishment of abandoned buildings
- Streetlight repairs (underway)
- New bus shelters (underway)

Mission Goal: Landscaping & Park Improvements

- Current Tumon program is good, but can be improved/upgraded.
  - Maintenance of empty private lots
  - Ongoing maintenance of landscaped areas
  - Maintenance of Route 14B (Ypao Road)
- Tumon Beach Improvements
  - Matapang & Ypao Beach facilities
  - Beach lighting improvement
  - Beach erosion
- Improvement of scenic areas:
  - Inarajan Pool, Cetti Bay Overlook, Talofofo Bay overlook

Mission Goal: Other Improvements

- Signage
  - Currently under review for enforcement and revision
- Handbilling
  - Currently enforced with assistance from Lt. Governor's office
- Graffiti
  - Current program is working
- Visitor Safety & Security
  - Needs constant attention
- Lighting
  - Additional lighting from Westin to Gun Beach

Mission Goal: Business Improvement District

- Create an association of property owners along San Vitores Boulevard
  - Non-Profit organization driven by private sector
  - Begin with large property owners who want to see improvements
  - Advocacy for tourism district improvements
  - Identification of needed improvement projects
  - Build membership – dues and assessments with real results
  - Create nexus for a more comprehensive BID with CC&R's

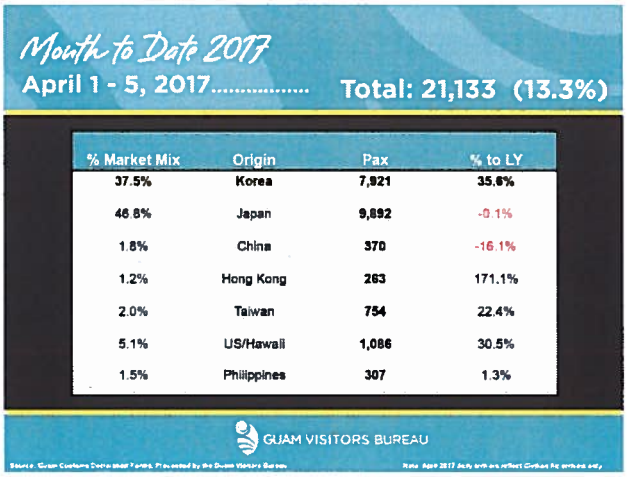
Destination Management Update

Tourism District Improvement Program (TDIP)

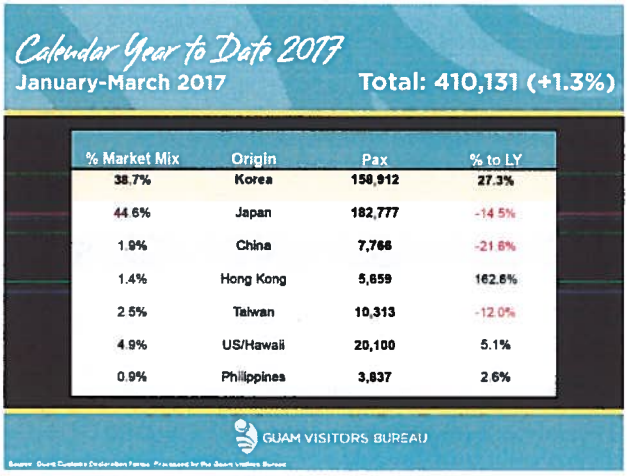
REPORT OF MANAGEMENT

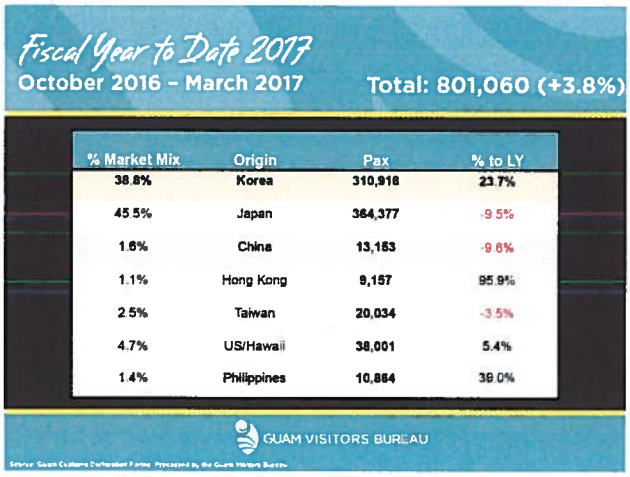
- Visitor Arrivals Update

Exhibit C





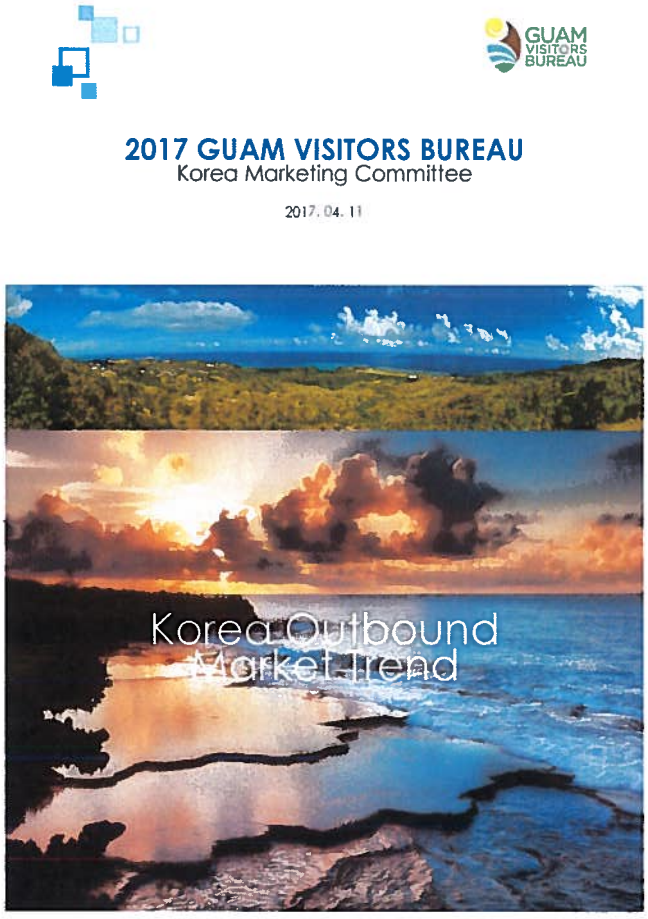




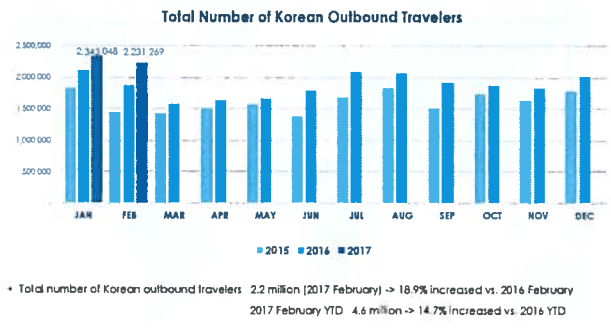
- Chairman Jackson discussed that the Korea market continues to grow and that LCCs could do better for the Japan market. What Guam needs is a well-rounded diverse market. JMC needs to generate more business. Both the Japan and Korea market are different by their nature. We should work towards having stable growth in all markets.

KOREA MARKETING NEWS

Exhibit D







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	10:00	15:30	Daily	276 seats x 30 = 8,280 seats
	KE111	12:30	01:00+1	Daily	291 seats x 30 = 8,730 seats
Jeju Air	7C3102	10:35	16:05	Daily	189 seats x 30 = 5,670 seats
	7C3104	20:20	02:00+1	Daily	189 seats x 30 = 5,670 seats
Jin Air	LJ641	09:40	15:05	Daily	389 seats x 30 = 11,790 seats
T'Way	TW301	17:55	23:35	Daily	189 seats x 30 = 5,670 seats

- Outbound seat capacity from ICN to GUM = 45,810 seats

Busan – Guam

Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity
Korean Air	KE2115	21:40 (Sat/Sun) 22:05 (Wed) 22:35 (Thu)	02:45+1 (Sat/Sun) 03:10+1 (Wed) 03:40+1 (Thu)	Wed/Thu/Sat/Sun	138 seats x 18 = 2,484 seats
Jeju Air	7C3154	22:05	03:05+1	Daily	189 seats x 30 = 5,670 seats
Jin Air	LJ647	07:30 (Mon/Wed/Fri) 09:05 (Sun)	12:35 (Mon/Wed/Fri) 14:10 (Sun)	Mon/Wed/Fri/Sun	189 seats x 17 = 3,213 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 = 14,877 seats

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 TAE)	08:00	15:10	Daily	189 seats x 30 = 5,670 seats

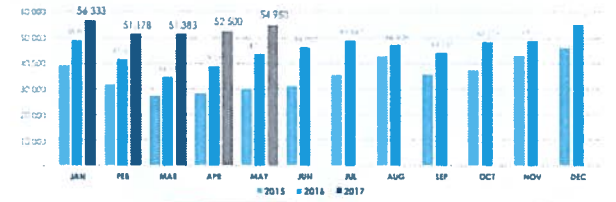
- Outbound seat capacity from TAE to GUM = 5,670 seats

Total Outbound Seat Capacity (April)	
1 month Average	66,357 seats (Max.)

Korea Outbound Market Trend

Korean Visitors to Guam

Number of Korean Outbound Travelers – to Guam



Guam Arrival	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	CYTD
2017	54,333	51,178	57,383	52,500	54,950								
2016	48,858	47,874	38,444	38,447	46,078	46,877	49,928	49,165	47,872	48,673	53,190	564,956	
Growth Rate (%)	11.2%	6.9%	49.2%	36.5%	19.2%								



Airline Status

KOR – GUM Flight Status

ICN-GUM Flight Status

ICN - GUM	2015			2016			2017			TOTAL		
	Supply	Demand	LF %	Supply	Demand	LF %	Supply	Demand	LF %	Supply	Demand	LF %
Korean Air	283,158	246,357	87%	421,315	378,611	90%	64,638	62,762	97%	769,111	687,730	89%
Jeju Air	278,913	234,779	84%	276,120	232,788	84%	62,108	56,087	90%	617,141	523,654	85%
Jin Air	233,470	189,549	81%	165,940	146,580	88%	22,302	20,401	91%	421,712	356,530	85%
T'Way	18,911	14,637	78%	69,174	59,703	86%	11,151	10,451	94%	99,236	84,791	85%
Total	814,388	686,568	84%	932,581	817,689	88%	160,178	149,701	93%	1,906,579	1,652,160	87%

ICN - GUM	2015		2016		2017		TOTAL	
	Supply	Demand	Supply	Demand	Supply	Demand	Supply	Demand
Korean Air	35%	36%	45%	46%	40%	42%	40%	42%
Jeju Air	34%	34%	30%	28%	39%	37%	33%	32%
Jin Air	29%	28%	18%	18%	14%	14%	13%	13%
T'Way	2%	2%	7%	7%	7%	7%	5%	5%

* Load Factor % Based

Airline Status

KOR – GUM Flight Status

BUS-GUM Flight Status

BUS - GUM	2015			2016			2017			TOTAL		
	Supply	Demand	LF %	Supply	Demand	LF %	Supply	Demand	LF %	Supply	Demand	LF %
Korean Air	60,774	44,994	73%	57,650	43,585	76%	9,258	7,027	76%	127,682	95,606	75%
Jeju Air	67,941	51,124	75%	83,115	65,794	79%	23,430	20,367	87%	174,486	137,285	79%
Jin Air	0	0	0%	58,590	47,423	81%	22,302	19,008	85%	80,892	66,431	82%
Air Busan	22,584	15,403	68%	71,049	58,043	82%	12,990	9,796	75%	106,623	83,242	78%
Total	151,299	111,520	73%	270,404	214,845	79%	67,977	56,198	83%	489,680	382,564	78%

BUS - GUM	2015		2016		2017		TOTAL	
	Supply	Demand	Supply	Demand	Supply	Demand	Supply	Demand
Korean Air	40%	40%	21%	20%	14%	13%	26%	25%
Jeju Air	45%	46%	31%	31%	34%	34%	36%	36%
Jin Air	0%	0%	22%	22%	33%	34%	16%	17%
Air Busan	15%	14%	26%	27%	19%	17%	22%	22%

* Load Factor % Based

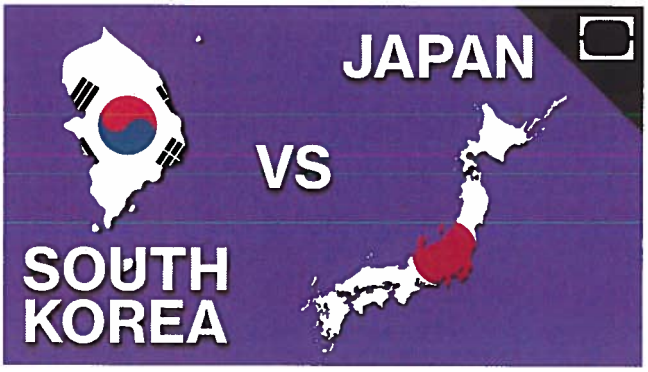
- Chairman Jackson mentioned that Guam outbound day of the week would also be useful to see.

Market Trend

Korea Market Demand by Day

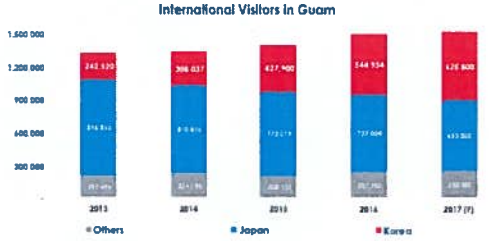
2016			2016			2017			TOTAL		
Monday	64,435	15%	Monday	84,977	16%	Monday	18,955	16%			
Tuesday	48,191	11%	Tuesday	58,721	11%	Tuesday	15,553	13%			
Wednesday	52,089	12%	Wednesday	67,510	12%	Wednesday	16,129	13%			
Thursday	71,687	17%	Thursday	85,191	16%	Thursday	17,691	15%			
Friday	69,025	16%	Friday	90,656	17%	Friday	18,105	15%			
Saturday	57,149	13%	Saturday	69,773	13%	Saturday	15,726	13%			
Sunday	63,943	15%	Sunday	87,609	16%	Sunday	18,572	15%			
TOTAL	426,519	100%	TOTAL	544,437	100%	TOTAL	120,731	100%	TOTAL	1,091,687	100%

*Forecast Visitors Arrival Based



Korea vs. Japan Market Profile

Guam Tourism Market Overview



Total Number Visitors in Guam
In 2016, total visitors in Guam was more than 1.5M; 7% ↑ vs. 2015

Top 2 Market Share: Japan vs. Korea
In 2013: Japan 67% vs. Korea 18%
In 2016: Japan 48% vs. Korea 36% (In 2017 forecast: Japan 43% vs. Korea 41%)

Korea vs. Japan Market Profile

Market Profile Comparison

Marital Status

Market	Single	Married
Korea	20%	
Japan	57%	43%

Gender

Market	Male	Female
Korea	50%	50%
Japan	50%	50%

Age

Market	18-24 years	25-34 years	35-49 years	50+ years	Average
Korea	5%			4%	34.95 years
Japan	33%	30%	25%	12%	32.94 years

Income (USD)

	Less than USD2 2,000	USD22,000-USD33,000	USD33,000-USD44,000	USD44,000-USD55,000	USD55,000-USD66,000	More than USD 66,000
Korea	6%	12%	17%	23%	13%	27%

	Less than USD2 7,000	USD27,000 - US D35,000	USD35,000 - U SD44,000	USD44,000 - U SD62,000	USD62,000 - U SD88,000	More than USD 88,000
Japan	17%	13%	14%	20%	15%	17%

Korea vs. Japan Market Profile

Market Profile Comparison

Travel Companions

Market	Friends	Family	Spouse only	Child	Office	Alone	Sibling /Ext Family	Parent	Grand parent	Old person	Others
Korea	14%				3%	2%	8%	17%	0%	1%	0%
Japan	50%	40%	30%	18%	10%	6%	5%	1%	2%	0%	0%

Trip Status

Market	First Timers	Repeaters	Repeat Visitors Last Trip		
			Within the last year	1 to 2 years	2 or more years
Korea	86%	14%	31%	22%	47%
Japan	57%		19%	22%	58%

Length of stay

Market	1-2 nights	3 nights	4+ nights	Average
Korea	2%	51%		3.65 days
Japan	23%	54%	23%	3.09 days

Expenditures (per person)

Market	Prepaid	On-island	Aver. Exchange Rate
Korea	USD762.31	USD422.59	KRW1161.15
Japan	USD820.05	USD442.27	JPY111.82



What GVB Korea Has Done in March
2017 SONY #RX online photo exhibition



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



- Mr. Park discussed that the Sony Korea photographers were on Guam in March. The photos generated will be used to promote Guam and will be displayed at the Guam Photo Exhibit at Time Square Mall at the end of April. He also added that the content has been shared on Sony Korea's SNS channels.
- Mr. Song Seung Heon was on Guam in March to generate promotional content, being Guam's Honorary Ambassador of Tourism. Collection of the content will be received by the end of the month.

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



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



What GVB Korea Has Done
Travel Trade Support

Lotte JTB – Guam PIC Gold 4 / 5 days (Korean Air + PIC)



Interpark Tour – Guam Nikko Hotel Package (Jeju Air + Guam Nikko Hotel)



What GVB Korea Has Done
Travel Trade Support

Romulsum Tour – Guam Hilton Hotel Free Tour 4/5D (Jeju Air + Guam Hilton Hotel) 홈쇼핑



KRT – PIC Gold Package (Jin Air + PIC) 홈쇼핑

What GVB Korea Has Done
Travel Trade Support

Tour Baksa – Guam Dusit Thani Package Tour (Jin Air & T'way + Dusit Thani Guam) 타폰




Online Tour – PIC Gold Package (Jin Air + PIC) 투팡





What GVB Korea Has Done
Travel Trade Support

Bomulsum Tour – The 2nd Treasure Hunt



What GVB Korea Planning To Do
Korean Website Promotion & Sales Contest





What GVB Korea Has Done
Travel Trade Support

Airtel.com – UGM Package (Jin Air + PIC)








What GVB Korea Has Done
Travel Trade Support

Hana Tour Promotion

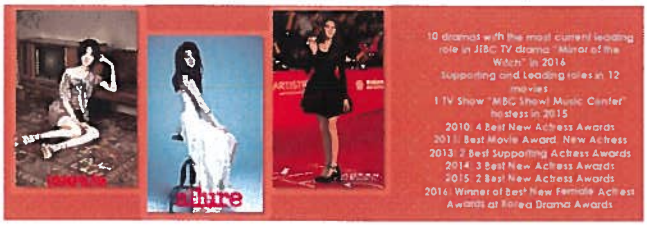







What GVB Korea Planning To Do
2017 UGM Celebrity



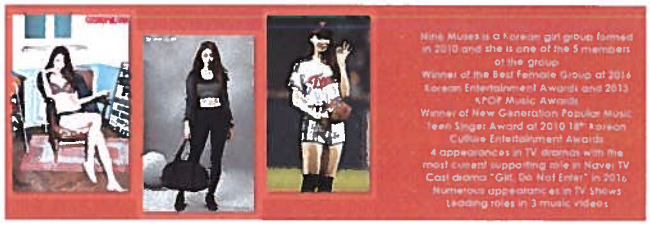




What GVB Korea Planning To Do
2017 UGM Celebrity

NAME:
DOB
HEIGHT:
YEARS ACTIVE:





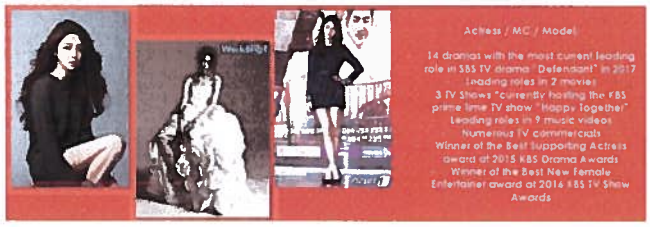
Nine Muses is a Korean girl group formed in 2010 and she is one of the 5 members of the group
Winner of the Best Female Group at 2016 Korean Entertainment Awards and 2013 KPOP Music Awards
Winner of New Generation Popular Music Teen Singer Award at 2010 18th Korean Culture Entertainment Awards
4 appearances in TV dramas with the most current supporting role in Naver TV Cast drama "Girl, Do Not Enter" in 2016
Numerous appearances in TV Shows
Leading roles in 3 music videos



What GVB Korea Planning To Do
2017 UGM Celebrity

NAME:
DOB
HEIGHT:
YEARS ACTIVE:





Actress / MC / Model

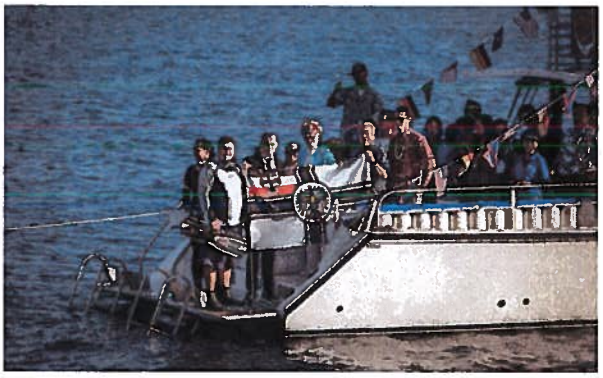
14 dramas with the most current leading role in SBS TV drama " Detectors" in 2017
Leading roles in 2 movies
3 TV Shows "currently hosting the KBS prime time TV show "Happy Together"
Leading roles in 9 music videos
Numerous TV commercials
Winner of the Best Supporting Actress award at 2015 KBS Drama Awards
Winner of the Best New Female Entertainer award at 2016 KBS TV Show Awards



What GVB Korea Planning To Do
SMS Cormoran & 2017 UGM



What GVB Korea Planning To Do
SMS Cormoran & 2017 UGM



What GVB Korea Planning To Do
SMS Cormoran & 2017 UGM



What GVB Korea Planning To Do
SMS Cormoran & 2017 UGM



What GVB Korea Planning To Do
SMS Cormoran & 2017 UGM



What GVB Korea Planning To Do
SMS Cormoran & 2017 UGM

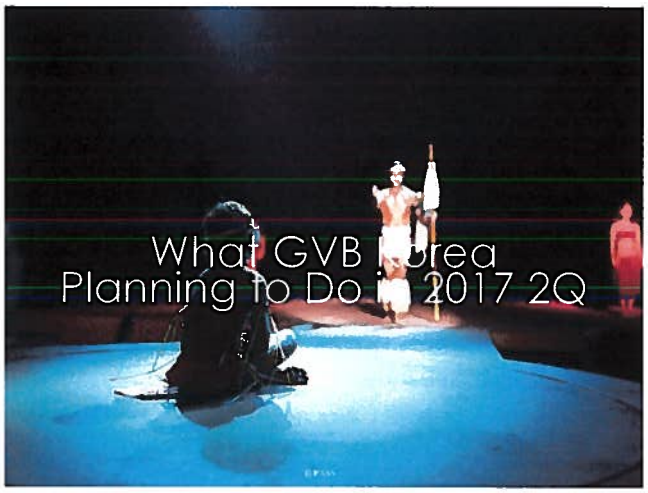


What GVB Korea Planning To Do
SMS Cormoran & 2017 UGM



What GVB Korea Planning To Do
SMS Cormoran & 2017 UGM





What GVB Korea Planning To Do
Ongoing & Upcoming Projects

CY2017 2Q	Project
CY2017 3Q	Project

GVB Korea Marketing Plan
Guam Photo Exhibition @ Time Square Mall



- Dates for Upcoming Events:
  - KOTFA – June 1-4, 2017
  - Guam Food Festival – June 7-15, 2017
  - Hana Tour International Show – June 8-11, 2017
- Colleen to send request for participation by end of week.

GVB Korea Marketing Plan
Guam Photo Exhibition @ Time Square Mall



GVB Korea Marketing Plan
Guam Live Music Festival

Tiger JK & Yoon Mi-rae





PRESENT:
Mayor Robert Hoffman, Ana Marie Franquez, John Calvo, Susan Fryer, Paula Monk, and Young Sook Hong

ABSENT:
Theresa Arriola, Barbara Taitano, Katie Black, Emily Wallace, Amilyn Salas, Sheila Shedd, Valerie Blas, Joanna Sablan, and Rolenda Faasuamalie

GVB STAFF AND MANAGEMENT:
Mark Manglona and Haven Torres

CALL TO ORDER

Chairman Mayor Robert Hoffman called the North America & Pacific meeting to order at 2:06 p.m.

APPROVAL OF PREVIOUS MEETING MINUTES

Ms. Paula Monk made the motion and seconded by Mr. John Calvo to approve the minutes of February 1, 2017. Motion approved unanimously, subject to minor corrections.

REPORT OF THE CHAIRMAN

Chairman Hoffman shared that he recently returned from his first PATA Micronesia Chapter tri-annual meeting in Pohnpei. Chairman Hoffman recommended that their government agencies look into integrating the policymakers into their boards so that there would be a better line of communication between the government leaders and tourism offices. He emphasizes that there is so much potential from the FSM community in terms of growing their tourism industry.

During private meetings with other PNI government officials, discussions were brought up about the behavior of their citizens on Guam. The PNI leaders feel like it is good for their citizens living on Guam to revisit their respective islands to gain a greater respect for their heritage.

Chairman Hoffman thanked United for donating the tickets for the training. Training session in Chuuck and Pohnpei were a huge success.

Chairman Hoffman plans to recommend having the Mayor's Council of Guam meetings in the various Micronesia islands. This would allow both parties to share best practices and learn more about each other's cultures. Chairman Hoffman belongs to the Association of Mariana Islands, which have members from Japan, Korea, and Philippines but they do not have any members from the Micronesian islands. This would be a great opportunity for members to join this association.

REPORT OF GVB MANAGEMENT

A. Visitors Arrival Statistics

Pacific Markets
Calendar Year Arrivals

MARKET	CY-2016	CY-2017	MTD	TOTAL CYTD	% FROM LY
CNMI	3,811	2,470	1,537	4,007	5.1%
RMI	258	136	114	250	-3.1%
FSM	2,422	1,428	810	2,238	-7.6%
Palau	906	439	257	696	-23.2%
Australia	710	689	164	853	20.1%

GUAM VISITORS BUREAU

Source: Guam Visitors Bureau Visitor Exit Surveys

Pacific Markets
Fiscal Year Arrivals

MARKET	FY-2016	FY-2017	MTD	TOTAL FYTD	% FROM LY
CNMI	7,884	6,735	1,537	8,272	4.9%
RMI	490	441	114	555	13.3%
FSM	5,156	4,255	810	5065	-1.8%
Palau	2,280	1,577	257	1,834	-19.6%
Australia	1,197	1,115	164	1,279	6.9%

GUAM VISITORS BUREAU

Source: Guam Visitors Bureau Visitor Exit Surveys

North America Markets

Calendar Year Arrivals

MARKET	CY-2016	CY-2017	MTD	TOTAL CYTD	% FROM LY
US Mainland	14,544	11,336	5,090	16,426	12.9%
Hawaii	3,665	2,416	1,258	3,674	0.25%
Canada	264	187	123	310	17.4%

GUAM VISITORS BUREAU

Source: Guam Visitors Bureau Visitor Exit Surveys

North America Markets

Fiscal Year Arrivals

MARKET	FY-2016	FY-2017	MTD	TOTAL FYTD	% FROM LY
US Mainland	28,263	25,537	5,090	30,627	8.4%
Hawaii	6,873	6,116	1,258	7,374	7.3%
Canada	490	443	123	566	15.5%

GUAM VISITORS BUREAU

Source: Guam Visitors Bureau Visitor Exit Surveys

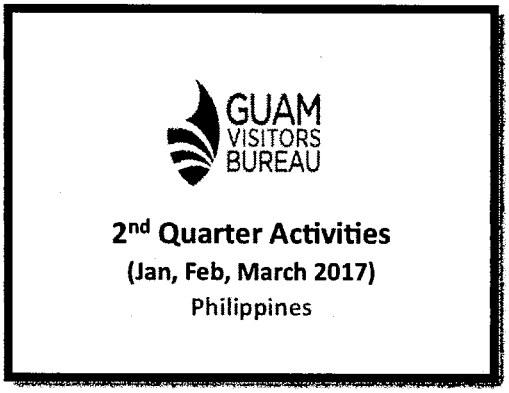


Mr. Mark Manglona presented to the committee the latest Pacific, North America, and Philippines visitor arrival numbers for both fiscal year and calendar year.

Discussion:
Mr. Calvo asked if there are statistics showing how many people from FSM are migrating to Guam? Mr. Mark Manglona shared that we could get those numbers from our research department. Mr. Manglona mentioned that the visitors' arrivals are truly visitors who indicated on the customs forms that they are visiting Guam.

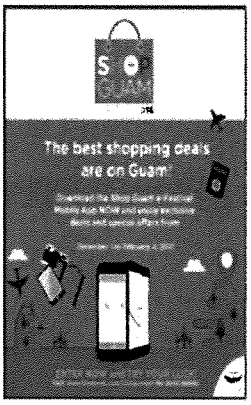
B. Monthly Activity Presentation for 2nd Quarter

❖ **PHILIPPINES**

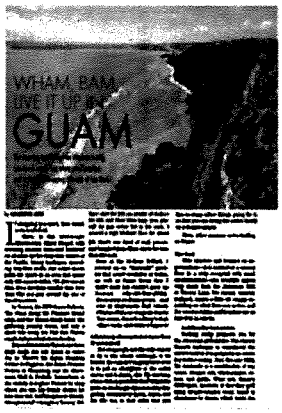


JANUARY

US Commercial Services
Business Facilitation Services
Shop Guam Festival



Full Page Feature on Guam
Manila Bulletin



FEBRUARY

PTAA 26th TravelTour 2017 Expo

2016 - 110,000
Visitors





PTAA International TravelTrade Expo

45 Sellers from 21 countries
190 Travel Agents and Tour Operators





FEBRUARY

GUAM VISITORS BUREAU

PTAA TravelTour Expo 2017

Best Performance





Travel Trade Event

40 Travel





FEBRUARY

GUAM VISITORS BUREAU

Media Event

22 Media

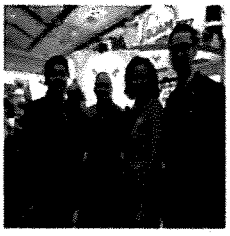




MEETINGS:

- United Airlines
- Philippine Airlines
- Cebu Pacific Air
- Sec of Communications – Office of the President
- Philippine Coast Guard
- Dive Operators
- Tropical Productions, Inc.
- US Commercial Services
- Resorts World Manila





MARCH

GUAM VISITORS BUREAU

Philippine Airlines

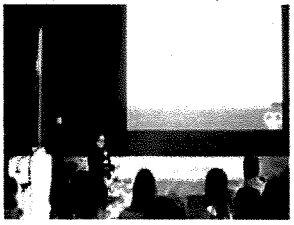
PRODUCT UPDATE

IATA Members (140 attendees)





Non- IATA Members (182 attendees)





MARCH

GUAM VISITORS BUREAU

Diamond Hotel – Manila (600 Travel Agents)





Seda Hotel – Davao (150 Travel Agents)



Mr. Haven Torres shared the January February, and March 2017 activities report for the Philippines. He explained that in January several press releases were developed for the 2017 calendar and Shop Guam Festival.

In February, GVB executed the PTAA Travel Tour Expo in Manila with over 110,000 visitors. The expo showcased 45 sellers from 21 countries with 190 travel agents and tour operators. GVB won the Best Performance award. In addition, GVB conducted a travel trade event with over 40 travel agents in attendance and a media event with over 22 media in attendance. GVB also had meetings with United Airlines, Philippine Airlines, Cebu Pacific Air, Philippine Coast Guard, dive operators, Tropical Productions, Inc., US Commercial Services and Resorts World Manila.

In March, GVB along with Philippine Airlines conducted a two-day product update with IATA members and Non-IATA members. There were over 300 in attendees for both days. Also GVB executed the The Travel Mart B2B event in Manila with over 600 travel agents and Davao with over 150 travel agents.

❖ NORTH AMERICA



JANUARY - MARCH

GUAM VISITORS BUREAU

YouTube Channel Promotion Co-op



-Work with YouTube celebrity Indy Neidell and his production team for the Great War to produce a viral and entertaining episode featuring the SMS Cormoran II

-Target millennial military historical fans on Youtube and introduce Guam's military history

Media Fam Tour



- Freelance Media Writer, Charles Davis plans to write about Guam's diving, the SMS Cormoran II Event and Guam's culture, which will be featured in various publications such as www.scubadivingnomad.com and www.deeperblue.com, among other sites.

JANUARY - MARCH

GUAM VISITORS BUREAU

PADI WEBSITE PROMOTION OF SMS CORMORAN II





MARCH 2017 STATS
-LEADERBOARD IMPRESSION: 93,910
-CLICKS: 296

Mr. Manglona shared the January, February, and March 2017 activities report for North America. For the 2nd quarter, GVB worked with YouTube celebrity Indy Neidell and his production team for the Great War channel. Their objective is to produce a viral and entertaining episode featuring the SMS Cormoran II. Their target is a millennial military historical fan on Youtube and to introduce Guam military's history.

Also, GVB plans to work with freelance media writer, Mr. Charles Davis to write about Guam's diving, the SMS Cormoran II event and Guam's culture, which will be featured in various publications such as www.scubadivingnomad.com and www.deeperblue.com.

GVB also placed web banners promoting the SMS Cormoran II event on the PADI website.

Discussion:
Mr. Calvo asked the committee members if they heard of scuba radio on Sundays on 93.3. It's a broadcast that's nationwide and has a large following. He suggested that GVB should look into promoting Guam as a diving destination through scuba radio. Mr. Manglona mentioned that he would check with Ms. Pilar Laguana regarding Mr. Calvo's suggestion.

❖ PACIFIC



Mr. Mark Manglona shared a short video report of his recent trip to Pohnpei for the PATA Micronesia Chapter 1st tri-annual meeting.

Discussion:
No discussion.

V. OLD BUSINESS

No old business.

VI. NEW BUSINESS

A. FY17 3rd Quarter Activities/Promotions

❖ **PHILIPPINES**



APRIL

1) SMS Cormoran & United Marathon Media Famtour

- Travel Life Magazine
- www.wanderlass.com
- www.lakwatsero.com

2) Digital Coop Campaign with Cebu Pacific Air

3) MICE Incentive Program for MICE Travel Agents

4) Platinum Key Service – US Commercial Services

5) Social Media Campaign

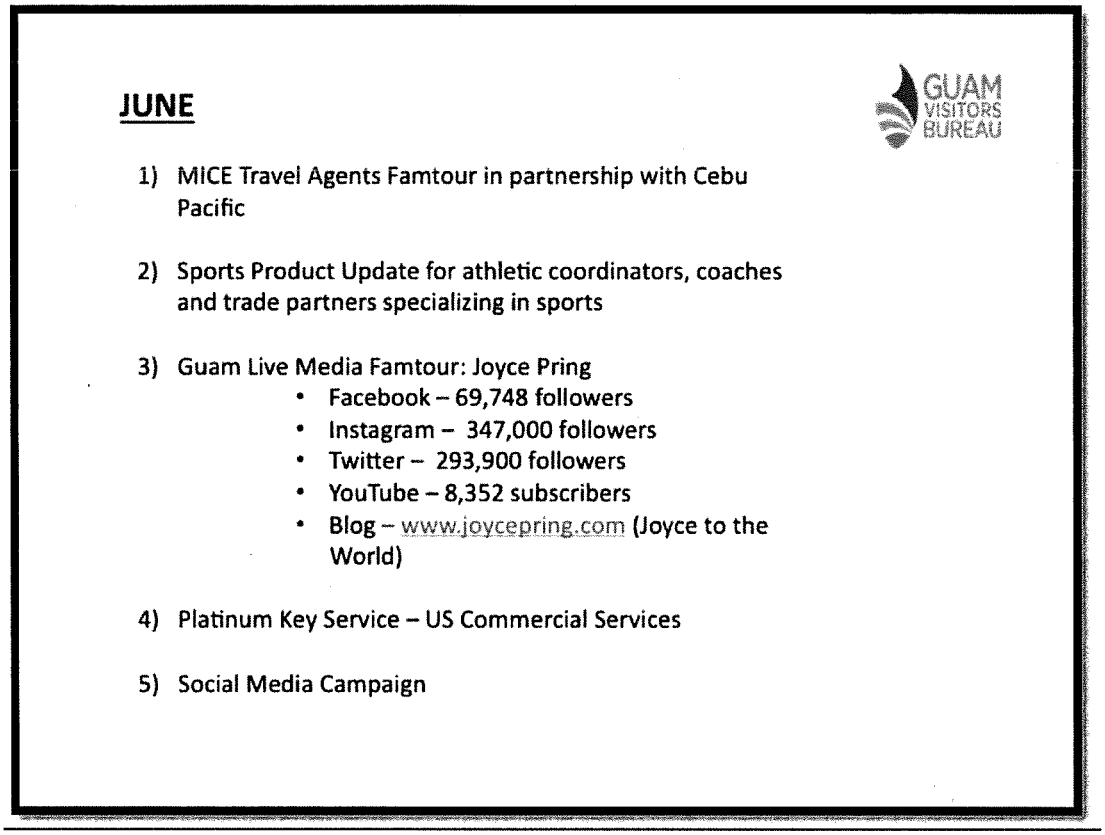
MAY

1) Guam Micronesia Island Festival (GMIF) Media Famtour in partnership with Cebu Pacific Air
   - ABS – CBN's multi awarded TV Show: Matanglawin
   - Kim Atienza - Host
     - Facebook – 158,856 followers
     - Instagram – 404,000 followers
     - Twitter – 3.9M followers
   - Wil Dasovich – Co-Host / Vlogger
     - YouTube – 407,865 subscribers
     - Facebook – 139,360 followers
     - Instagram – 169,000 followers
     - Twitter – 46,800 followers

2) MICE Product Presentation to top corporate accounts in partnership with airlines and trade partners

3) Roadshow in Cebu, Bacolod, Iloilo in partnership with Cebu Pacific

4) Platinum Key Service – US Commercial Services



Mr. Torres shared the plans for the 3rd quarter activities and promotions for the Philippines. In April, GVB plans to conduct a familiarization tour with Cebu Pacific Air on a digital coop campaign, a MICE incentive program for MICE travel agents, and work with the US Commercial Services with their platinum key services.

In May, GVB plans to conduct a GMIF familiarization tour with a popular TV show Matanglawin. We plan to bring the host, co-host and their crew to film several episodes on Guam during GMIF. Also in May, GVB plans to conduct a road show in Cebu, Bacolod, and Iloilo in partnership with Cebu Pacific.

In June, GVB plans to conduct a Guam Live media familiarization tour with Ms. Joyce Pring. She is very popular in the Philippines with a large following and very influential. GVB plans to also work with athletic coordinators, coaches, and trade partners specializing in sports tourism.

Discussion:
No discussion.

❖ NORTH AMERICA

GUAM VISITORS BUREAU

3rd Quarter Plans
(April, May, June 2017)
North America

MAY

GUAM VISITORS BUREAU

IGLTA 2017 ST PETE FLORIDA

SCUBA SHOW THE DIVING EVENT OF THE YEAR!

IGLTA 34TH ANNUAL GLOBAL CONVENTION
St. Petersburg, Florida
May 4 – 6, 2017

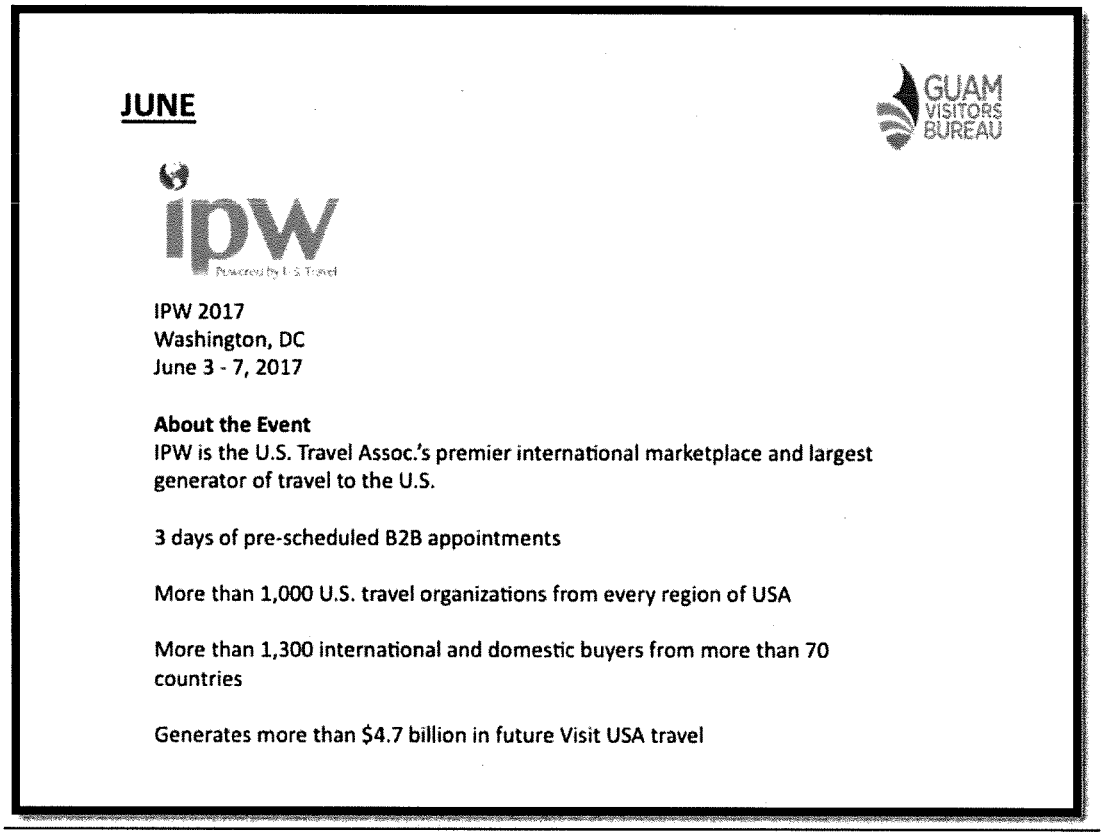
About the Event
The IGLTA Annual Global Convention is the world's premier educational and networking event for LGBT tourism professionals. The 34th edition of the conference will connect gay, lesbian and gay friendly travel and tourism suppliers and buyers through its hosted buyer and scheduled appointment program, numerous educational workshops and networking receptions.

SCUBA SHOW
Long Beach, California
May 6 - 7, 2017

About the Event
Over 10,000 people attended the show in 2016.

One of the largest Scuba Diving Consumer event in North America

Showcases 76,000 sq. ft. of exhibit space, 300+ exhibitors, seminars and clinics.



Mr. Manglona shared the plans for the 3rd quarter activities and promotions for North America. In May, GVB plans to attend the 34th annual IGLTA global convention in St. Petersburg, Florida from May 4-6, 2017. The IGLTA annual global convention is the world's premier educational and networking event for LGBT tourism professionals. GVB plans to also attend the Scuba Show in Long Beach, California from May 6-7, 2017. It is one of the largest scuba diving consumer events in North America with over 10,000 people in attendance in 2016.

In June, GVB plans to attend the IPW 2017 in Washington, DC from June 3-7, 2017. IPW is the U.S. Travel Association's premier international marketplace and largest generator of travel to the U.S. It is 3 days of pre-scheduled B2B appointments with more than 1,000 U.S. travel organizations from every region of USA and more than 1,300 international and domestic buyers from more than 70 countries.

Discussion:
No discussion.

❖ PACIFIC

GUAM VISITORS BUREAU

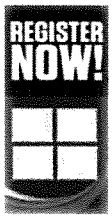
3rd Quarter Plans
(April, May, June 2017)
Pacific

APRIL

GUAM VISITORS BUREAU

United Guam Marathon
April 9, 2017





MARATHON - REGISTRATION SCHEDULE

Registration Fee until	02 Sep	02 Dec	03 Feb	04 Apr	EXPO
Guam Resident	$40	$65	$75	$90	$120
Non-Resident	$60	$85	$100	$120	$150

MUST BE AT LEAST AGE 14 ON RACE DAY

HALF MARATHON - REGISTRATION SCHEDULE

Registration Fee until	02 Sep	02 Dec	03 Feb	04 Apr	EXPO
Guam Resident	$35	$55	$70	$80	$90
Non-Resident	$55	$75	$90	$100	$130

MUST BE AT LEAST AGE 14 ON RACE DAY

5K AND 10K - REGISTRATION SCHEDULE

Registration Fee until	02 Sep	02 Dec	03 Feb	04 Apr	EXPO
Guam Resident	$ 5	$25	$30	$35	$50
Non-Resident	$30	$45	$55	$65	$90

REGISTER @ http://unitedguammarathon.com/register-now

Micronesia Forum (formerly Micronesia Chief Executive Summit)
April 27-28, 2017



14th Annual Travel Fair

MWR



FORCE

Andersen Air Force Base:
Date: Wednesday, May 3, 2017
Venue: Sunrise Conference Center
Time: 4:00pm-7:00pm

Naval Base Guam:
Date: Thursday, May 4, 2017
Venue: Top o' the Mar, Nimitz Hill
Time: 4:00pm-7:00pm

MAY

GUAM MICRONESIA ISLAND FAIR
May 3 – 7, 2017



GUAM VISITORS BUREAU

PATA
Pacific Asia Travel Association

PATA ANNUAL SUMMIT
Sri Lanka
May 18 - 21, 2017

About the Event
The summit is a 4-day working event that brings together thought leaders and industry professionals from around the world.

Theme "Disruption. Innovation. Transformation: The Future of Tourism"

Summit includes a one-day conference and embraces the PATA Annual General Meeting and the Youth Symposium

Also part of the program is the UNWTO/PATA Ministerial Debate

Host Sri Lanka supported the PATA Annual Summit on Guam

Mr. Manglona shared the plans for the 3rd quarter activities and promotions for Pacific market. In April, there is the Micronesia Forum formerly the Micronesia Chief Executive Summit, from April 27-28, 2017.

In May, GVB plans to attend the 14th annual military travel fair on May 3rd & May 4th at both Andersen Air Force Base and Naval Base Guam. Also in May we have the 29th Annual Guam Micronesia Island Fair from May 3-7, 2017. This year's theme is celebrating the love of culture.

In addition, the PATA Annual Summit is happening in Sri Lanka from May 18-21, 2017. The summit is a 4-day working event that brings together leaders and industry professionals from around the world. The Summit includes a one-day conference and embraces the PATA Annual General Meeting and Youth Symposium.

Discussion:
No discussion.

B. Travel Motions

PATA ANNUAL SUMMIT 2017

Mr. John Calvo made a motion, seconded by Ms. Susan Fryer to approve travel of GVB Board of Director, Robert Hoffman, 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. Motion Approved.

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 determine in 2017.

Issue: Board approval needed for travel.

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

Mr. John Calvo made a motion, seconded by Ms. Susan Fryer to approve travel of Board of Director, Robert Hoffman 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. Motion Approved.

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.

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.

Discussion:
Mr. Calvo mentioned that recently he heard that more and more travelers are not using travel agents to book their tickets and are shifting more towards online platforms. He

suggested that GVB look into and share recent trends of consumers buying & booking their travel.

VII. ANNOUNCEMENTS

Mr. Calvo asked if anyone has seen the Year of Love video and if management reviewed the video prior to it being released. Mr. Manglona responded yes, management reviewed the video before it went live on various social media outlets and channels.

Mr. Calvo shared that previous videos released from GVB were fast pace with great images however he mentioned that he had to force himself to watch this video in its entirety. He went on to say that this video took long to tell the story. He mentioned that you could feel that there was no magic coming from the video.

Next North America & Pacific committee meeting is scheduled for May 3, 2017 at 2PM in the GVB main conference room.

SMS Cormoran historical lectures on April 5 & 6, 2017 at 4PM at the T. Stell Newman Information Center.

SMS Cormoran II peace memorial services are on April 7, 2017 at 1PM at the US Naval Cemetery in Hagatna, next to Autospot.

Smokin' Wheels this weekend from April 7-9, 2017 at the Yigo Raceway Park.

United Guam Marathon on April 9, 2017.

Guam Micronesia Island Fair will take place from May 3-7, 2017 at the Paseo & Chamorro Village area in Hagatna.

VIII. ADJOURNMENT

Being no further business to discuss, Ms. Paula Monk made a motion, seconded by Mr. John Calvo to adjourn the meeting at 3:00p.m. Motion Approved.

Prepared by: _____
Haven Torres, Marketing Coordinator – North America & Pacific

Reviewed by: _____
Mark Manglona, Marketing Manager – North America & Pacific

Approved by: _____
Pilar Laguana, Director of Global Marketing

GVB RUSSIA & NEW MARKETS COMMITTEE MEETING
Tuesday, April 4, 2017, 10:00 a.m.
GVB Main Conference Room

PRESENT:	Bart Jackson, William Nault, Neil Urbano, Ekaterina Sablan, Olga Tonkikh, and Nadia Romanenko
ABSENT:	Chris Yang, Roy Abraham, Akiko Futakami, Trina Cruz, Echo Man, Elisha Lee, Matthew Martin, Amilyn Salas, Mari Buensuceso, Rolenda Faasuamalie, Jenny Kim, Olga Green, Rita Jackson, Jenny Cheon, Jane Koo, Joanna Sablan, Seong-uk Jo, and Sheena Tiamzon
GVB Russia Rep:	Aleksandra Karptsova
GVB STAFF AND MANAGEMENT:	Regina Nedlic and Haven Torres

CALL TO ORDER

Chairman Bart Jackson called the Russia & New Markets meeting to order at 10:10 a.m.

APPROVAL OF PREVIOUS MEETING MINUTES

Mr. Ekaterina Sablan made the motion seconded by Ms. Nadia Romanenko to approve the minutes of December 13, 2016. Motion approved unanimously, subject to minor corrections.

REPORT OF THE CHAIRMAN

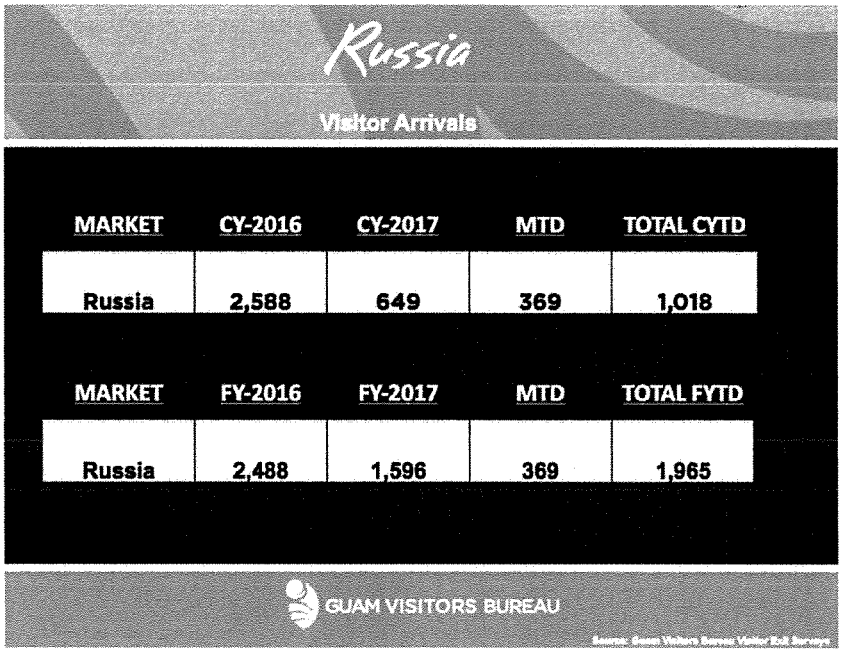
Chairman Jackson greeted & welcomed the committee members, as this was the first Russia & New Markets committee meeting for 2017. Chairman Jackson shared that he was appointed to the Board by the Legislature & Speaker BJ Cruz to serve a two-year term. Chairman Jackson mentioned that he is joined on the committee with Mr. William Nault who is a Governor appointee to the GVB Board of Directors.

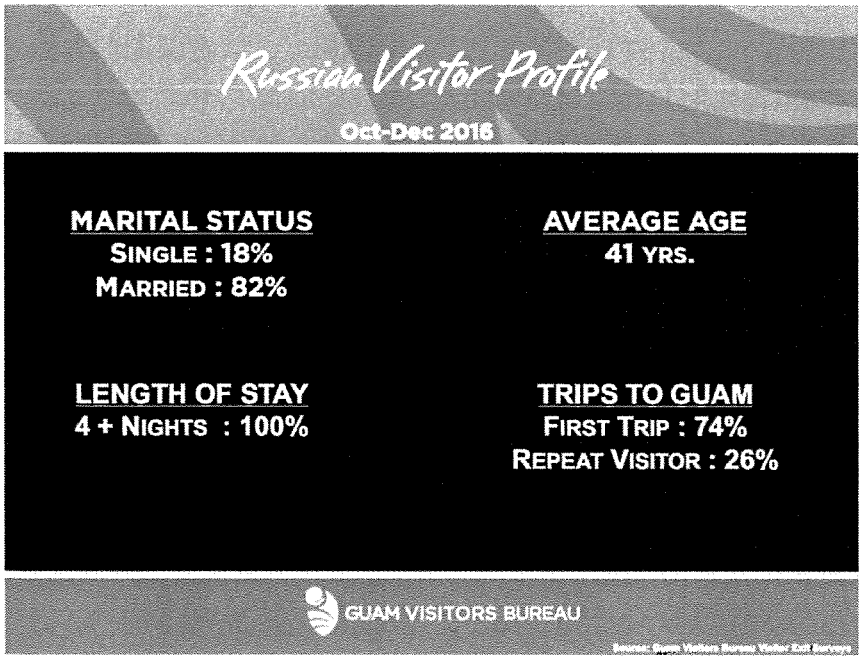
Chairman Jackson introduced Ms. Regina Nedlic as the new Marketing Manager handling the Russia & Philippines markets. Mr. Mark Manglona has been reassigned to the Pacific and North America markets. Also Chairman Jackson mentioned that GVB has a new vice president, Mr. Antonio Muna. He was appointed to this position by the board of directors.

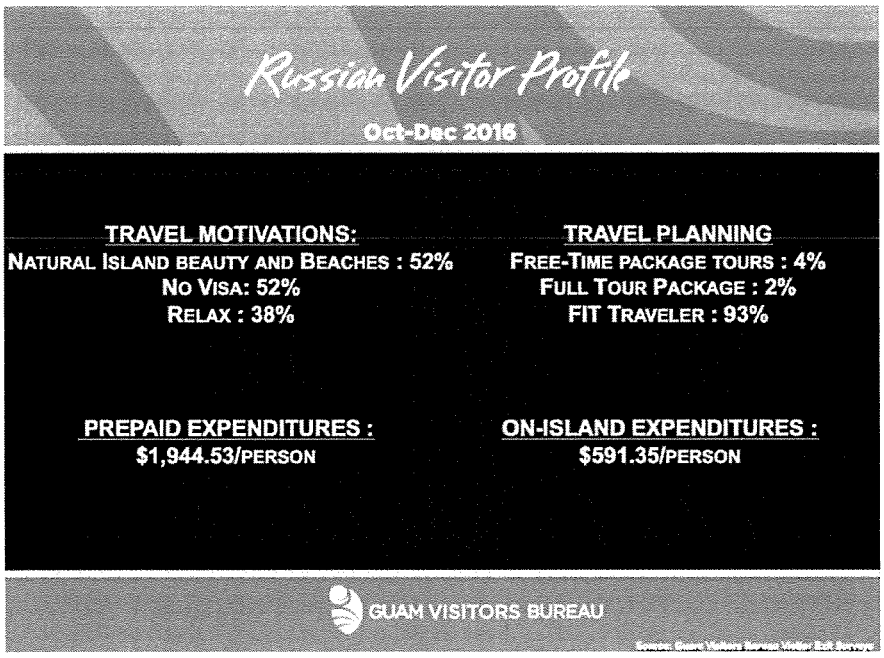
Chairman Jackson shared that much hasn't change in the Russia market and that at the board of directors level, they have all agreed that Russia is still one of their core markets. The plan would be to still to remain active and present in the market. He believes until there are direct flights, the Russian arrivals will be between in the 2500 to 4000 bracket.

REPORT OF MANAGEMENT

A. Visitors Arrival Statics







Mr. Haven Torres presented to the committee the latest GVB visitor arrival report for both fiscal year and calendar year. He also shared the Russian visitor profile report, which was generated from the GVB visitor exit surveys.

Chairman Jackson recommended including the percent changes for both fiscal and calendar year to date. This would indicate how the market is doing relative to the same period the year prior.

Chairman Jackson shared that he doesn't believe that 93% for Russian travelers are FIT. He feels the true number is around 25%. Most of the travelers still come through a travel agency. He feels the high number could be that the travelers do not understand the questions based on its translation.

Chairman Jackson also mentioned that the on-island expenditures per person are low for someone whose average stay on Guam is two weeks. Culturally the Russian are open to share with others really how much their spending and what their spending it on.

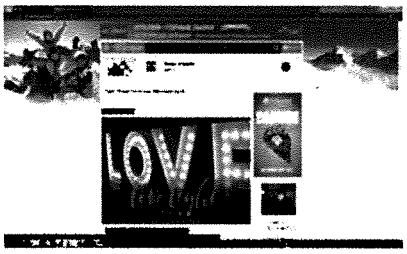
B. Monthly Activity Presentations for January, February, and March 2017

GUAM VISITORS BUREAU

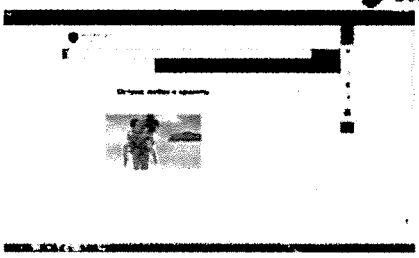
January 2017 activities

RUSAPAI

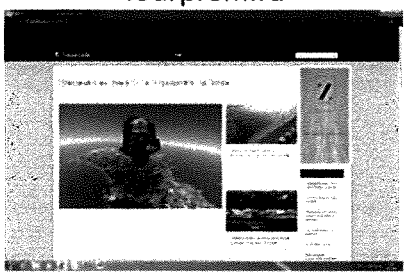
Press-releases



Tourprom.ru



Unitravel.ru



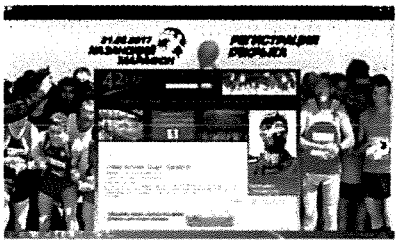
Travelinfo.ru



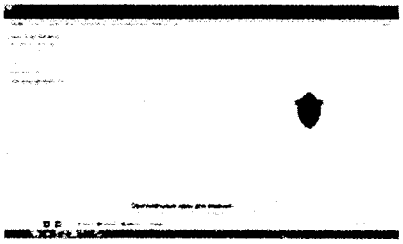
Tourprom.ru

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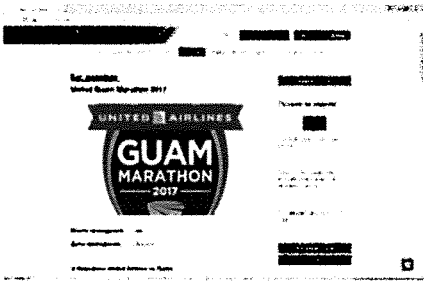
United Airlines Guam Marathon



42km.ru



Probeg.org

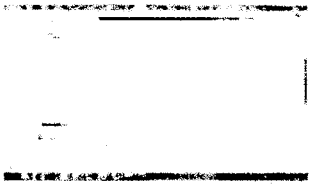


Trilife.ru

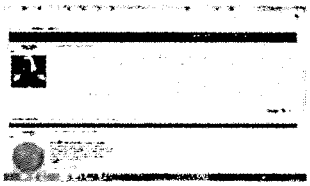
After fam tour publications (by Anton Agarkov)



SMS Cormoran (diving Forums)



Dive-magazine.ru



Abirvalg.net

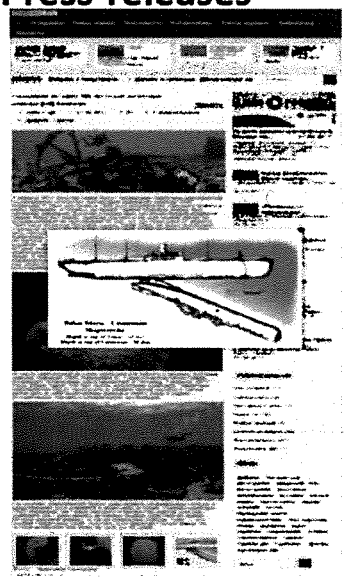
RUSAPAI

GUAM VISITORS BUREAU

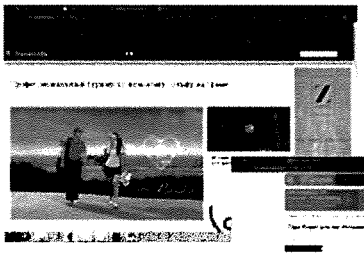
February 2017 activities

RUSAPAI

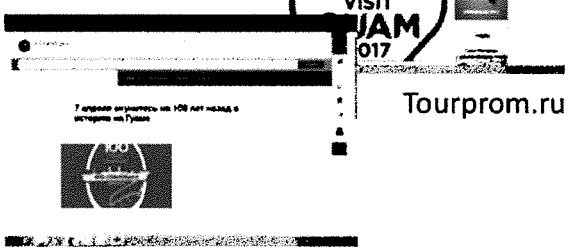
Press-releases



Turist-dv.ru



Unitravel.ru



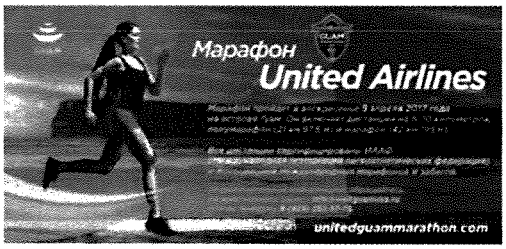
Tourprom.ru

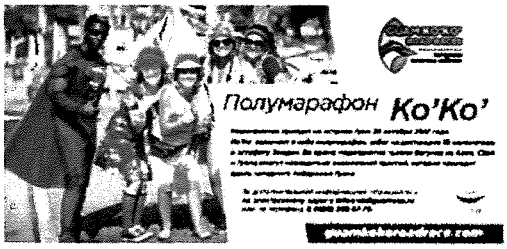
Travelinfo.ru

RUSAPAI

United Airlines Guam Marathon

Leaflets (2 sides) were distributed during Vladivostok Ice Marathon on February 25



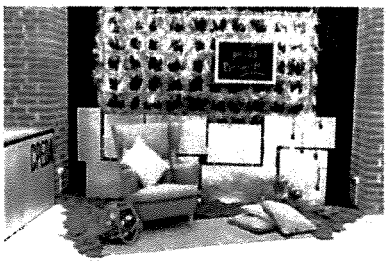


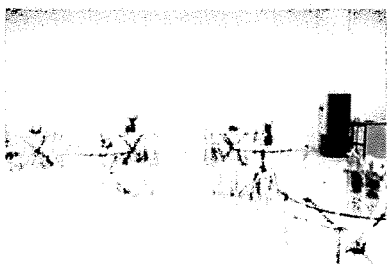
March 2017 activities

Press-Brunch Workshop

- The event took place in Moscow on March 12, 2017
- More than 150 media representative participated at the event in total







RUSAPAI

Moscow International Travel and Tourism exhibition (MITT) 2017

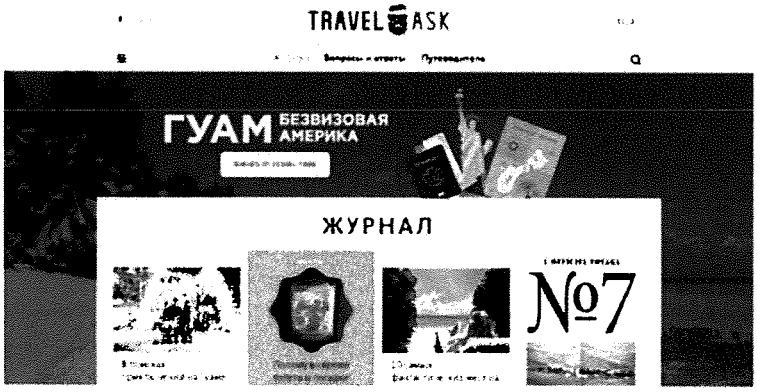
- Leaflets (2 sides) were distributed during Vladivostok Ice Marathon on February 25

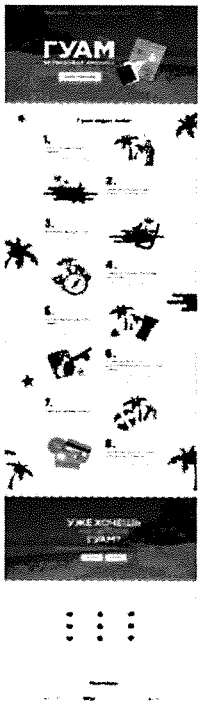






Travel Ask Project





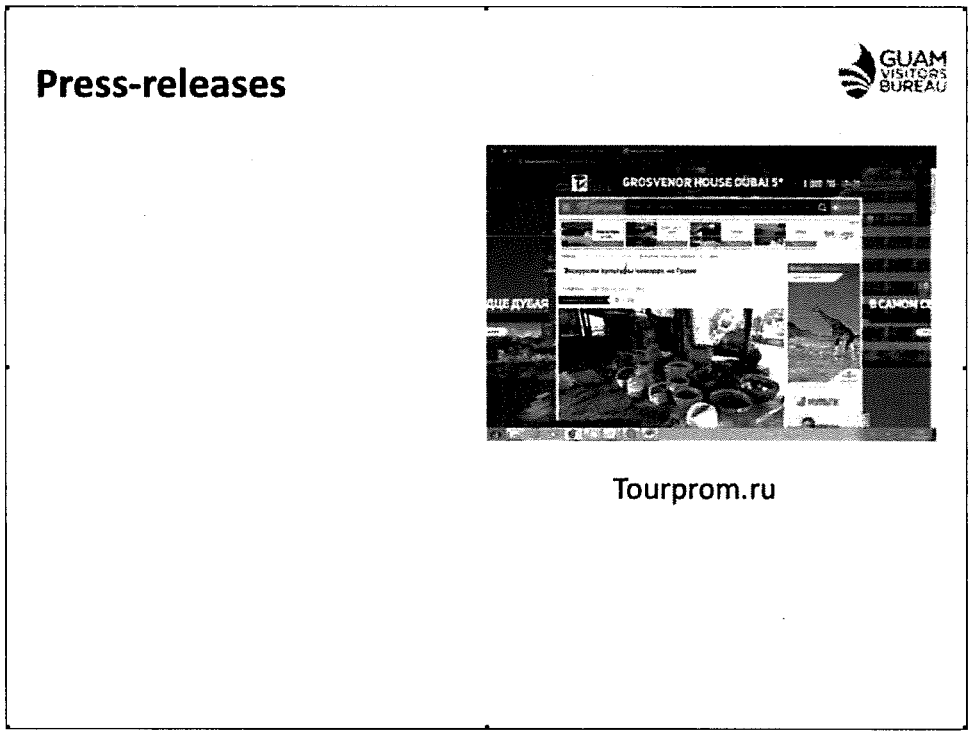
- 90 thousand unique visitors per day
- 920 000 followers on Facebook official pages
- Male/Female ratio: 50% x 50%

Divers' Day Celebration

Distribution of collateral materials and souvenirs among dive instructors of DivePrim Diving center (during celebration of Divers' Day)







Ms. Aleksandra Karptsova shared the January, February, and March 2017 activities report. She explained that in January several press releases were developed for the 2017 calendar of events, United Guam marathon, and SMS Cormoran. In addition, Mr. Anton Agarkov released a magazine publication in January after his familiarization tour in Guam.

In February, Ms. Karptsova shared that her office created more press releases for Visit Guam 2017 Year of Love campaign and distributed UGM and Koko leaflets during the Vladivostok Ice Marathon on February 25.

Ms. Karptsova mentioned that during the month of March, GVB participated in the annual Moscow International Travel and Tourism exhibition as well as attended the press brunch workshop held a day before MITT. In March, during the divers' day celebration, GVB distributed collateral materials and souvenirs among diver instructors of DivePrim diving center.

Discussion:
Chairman Jackson asked if Russia travelers use TripAdvisor. Ms. Karptsova replied that TripAdvisor is a bit tricky because a few years, there was scandal that there was fake comments and reviews being placed on TripAdvisor site. Chairman Jackson recommended that GVB Russia take a look and plan into getting more involved with TripAdvisor.

OLD BUSINESS

None.

NEW BUSINESS

A. Pacific International Travel Expo (PITE) 2017
B. Y17 3rd Quarter Activities/Promotions

GUAM VISITORS BUREAU

Plans for the 3rd quarter of FY2017

April 2017

SMS Cormoran Diving Fam Tour: April 4-April 10

- Predelnaya Glubina (Ultimate Depth) magazine

STI Siberian Road Show:

- Novosibirsk – April 11
- Irkutsk – April 14
- Yakutsk (in absentia) – April 19

May 2017

GMIF Fam Tour: May 3 – May 9

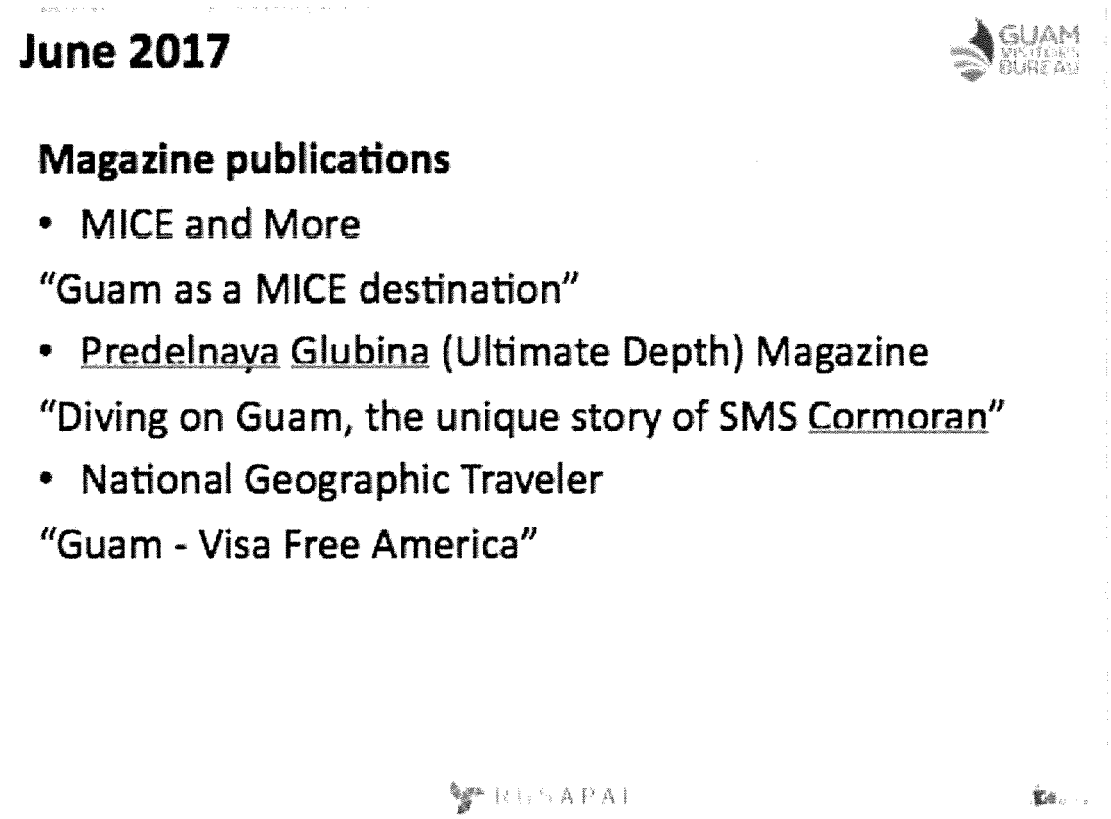
- Media from European part of Russia
- Possible cooperation with Korean Airlines

Pacific International Tourism Exhibition: May 19 – May 21

- Meeting with Korean Airlines (VVO office)
- Meeting with TAs at Guam booth

Website publications

- Moyaplaneta.ru "Unique culture and history of Guam"



Ms. Aleksandra Karptsova shared the plans for the 3rd quarter activities and promotions.
Discussion:
Ms. Sablan asked the briefly about the plans for the upcoming STI Siberian road show. Ms. Karptsova responded that they plan to visit the cities and meet with the travel agents from the respective cities, as this will be GVB's first visit to those cities. She also emphasized that when planning these road shows, they look at cities where air routes and connections are most favorable.

Chairman Jackson suggested trying tie-ups with companies in Russia in exchange for free rooms or free stays. There are hotel members willing to provide free hotel accommodations for prizewinner or similar promotion.

ANNOUNCEMENTS

Next Russia & New Markets committee meeting is scheduled for May 2, 2017 at 10AM in the GVB main conference room.

SMS Cormoran historical lectures on April 5 & 6, 2017 at 4PM at the T. Stell Newman Information Center.

SMS Cormoran II peace memorial services are on April 7, 2017 at 1PM at the US Naval Cemetery in Hagatna, next to Autospot.

Smokin' Wheels this weekend from April 7-9, 2017 at the Yigo Raceway Park.

United Guam Marathon on April 9, 2017.

Guam Micronesia Island Fair will take place from May 3-7, 2017 at the Paseo & Chamorro Village area in Hagatna.

ADJOURNMENT

There being no further business to discuss, Ms. Nadia Romanenko made a motion and Ms. Ekaterina Sablan seconded to adjourn the meeting at 10:4am.

Prepared by: _____
Haven Torres, Marketing Coordinator – Russia & Philippines

Reviewed by: _____
Regina Nedlic, Marketing Manager – Russia & Philippines

Approved by: _____
Pilar Laguana, Director of Global Marketing

REGULAR BOARD OF DIRECTORS MEETING
Thursday, April 27, 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 April 12, 2017.

III. CHAIRMAN'S REPORT

IV. PRESIDENT & CEO'S REPORT

V. TREASURER'S REPORT Exhibit B

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

HUMAN RESOURCES CONSULTANT SERVICES

Motion to ratify Executive Committee's approval to ratify the actions of the President and CEO as Chief Procurement Officer to enter into negotiations and contract with the successful offeror for GVB RFP 2017-001: Human Resources Consultant Services.

Background: The Guam Visitors Bureau (GVB) issued a Request for Proposal (RFP) for a Human Resources Consultant; specifically, to conduct a Human Resource audit; perform a Compensation/Benefits study; review and revise existing job descriptions as needed; design recruiting, selection and orientation programs; review existing human resources infrastructure, make recommendations and strategies for new and improved processes, programs and HR practices; develop performance appraisal process and provide necessary training; identify areas for improvement of Employee Relations; develop an Employee Handbook; provide ongoing HR support and identify local workforce growth, market trends and its correlation to GVB's human resources needs.
Issue: Board approval required.

B. VISITOR SAFETY & SATISFACTION

VISITOR SAFETY & SATISFACTION

Motion to approve authorization of the President and CEO as Chief Procurement Officer of GVB to negotiate, and if successful, contract with the highest-ranking qualified Offeror in response to GVB RFP 2016-017, VIP VIDEO PRODUCTION.

Background: The GVB seeks a qualified individual or company to produce video modules that will provide small "bite size" videos of 2-3 minutes that can be made available through an online portal. This will be viewed online via streaming video that will make accessible and convenient for tourism industry employees, many of whom may not have the time and/or resources to attend, in person, classes or to complete multi-year certifications programs due to heavy work schedules, multiple jobs and familial obligations. This library of custom-made tutorial videos and training for employees shall be accessed from a computer, tablet, or smart phone. This approach will also facilitate cost effective remedial training for Guam's 18,000 hospitality workers in a manner that would be nearly impossible to accomplish in a traditional classroom environment.

Additionally, since the purpose of the video modules is educational and instructional, the GVB will expect features that engage learners and facilitate the acquisition of knowledge and skills. Note that target audience may not possess academic qualifications beyond a GED and may not have prior exposure to or experience with computer technology.

The GVB expects that the video modules will follow a coherent design that reflects a consistent framework and establishes a professional yet creative and engaging tone.

Issue: Board approval required.

C. CULTURAL & HERITAGE

D. SPORTS & EVENTS

E. ADMINISTRATION & GOV'T RELATIONS

CLEANING AND MAINTENANCE SERVICES

Motion to ratify the actions of the President & CEO as Chief Procurement Officer of GVB to enter into a contract with the lowest responsible and responsive bidder for GVB IFB 2017-005 Cleaning and Maintenance Services.

Background: This service is necessary for the cleaning and maintenance of the GVB office, Monday – Saturday; with contingencies for special events and additional requests as needed, subject to GVB approval. Project consists of furnishing all necessary labor, materials, equipment, tools and service, utilizing GVB supplied materials.

Issue: Board approval required.

F. DESTINATION MANAGEMENT

TUMON BAY LIGHTING IMPROVEMENT PROJECT

Motion to ratify the actions of the President & CEO as Chief Procurement Officer of the Bureau to enter into a contract with the lowest responsible bidder for the Tumon Bay Lighting Improvement Project, Phase II. Project is specifically for major repairs and installation of missing streetlight poles.

Background: San Vitores Road continues to experience inadequate lighting, compromising the safety of our residents and visitors. Phase II Installation will make major repairs to remaining inoperable lights in order to make our streets safer and more enjoyable.

Issue: Board approval required for the Tumon Bay Lighting Improvement Project.

G. GREATER CHINA

TAIWAN MARKET MOTION

Motion to approve travel for GVB Chairman and GVB President & CEO to travel to Taiwan to meet with EVA Air, Kaohsiung City Government officials and participate in GVB sales seminar in Kaohsiung, Taiwan from May 14-18, 2017. Cost is approximately $5,610.00 to be taken from Taiwan market account no. TA-SMD-023.

Airfare	$1,200.00 x 2					$2,400.00
			Lodging	M&IE	Pax	
Per Diem	BOD Chairman President & CEO	Taipei	$212.50 x 4 nights = $850.00	$127.50 x 4 days = $510.00	2	$2,720.00
		Kaohsiung	$150.00 x 1 night	$95.00 x 1 day	2	$490.00
					TOTAL:	$5,610.00

Background: As part of GVB's ongoing efforts to lobby for direct air service from Kaohsiung to Guam, GVB has enlisted the services of the American Institute of Taiwan's Gold Key Service to arrange high-level meetings with Kaohsiung City Government officials and aviation entities to continue its push. GVB in cooperation with AIT will also host a Guam Product Seminar to elevate awareness. Taiwan is Guam's third largest market with two airlines servicing the Guam route out of Taipei (China Airlines and EVA Air). There is great potential to reach market share from southern Taiwan however, due to the inconvenient flight structure with both airlines, it is a challenge to attract Guam from this region. Having direct service would certainly create more opportunities in Taiwan.

In addition, there is market Intel that EVA Air has plans to discontinue service to its Guam route that GVB is currently monitoring. While there is no confirmation yet, GVB is setting plans to engage in efforts to prevent this from happening. This travel authorization is therefore critical for this endeavor.

Issue: Board approval needed for all travel.

H. JAPAN

Committee minutes dated April 11, 2017 **Exhibit C**

I. KOREA

Committee minutes dated April 11, 2017 **Exhibit D**

J. MEMBERSHIP & COMMUNITY OUTREACH

K. NORTH AMERICA & PACIFIC MARKETS

Committee minutes dated April 5, 2017 **Exhibit E**

Motion to approve travel for the GVB President and CEO and Director of Global Marketing to attend the 2017 President's "E" Award Ceremony in Washington DC from May 20 – 23, 2017. Travel cost is approximately $11,500.00; Acct. #US-SMD023)

Airfare ($4,000 x 2 pax)	$8,000.00
President & CEO Lodging ($242 + 25% x 4 nights)	$1,210.00
President & CEO M&IE ($69 + 25% x 5 days)	$431.25
Dir. of Global Marketing Lodging ($242 x 4 nights)	$968.00
Dir. of Global Marketing M&IE ($69 x 5 days)	$345.00
Miscellaneous (transportation, communication, excess baggage, etc.)	$545.75
TOTAL	$11,500.00

Background: The Guam Visitors Bureau (GVB) has been selected to receive the prestigious President's "E" Award. The award was created by Executive Order of the President of the United States to afford suitable recognition to persons, firms, or organizations, which contribute significantly in the effort to increase United States exports.

GVB is one of a few who have been selected to receive the President's "E" Award. This year, thirty-two companies and organizations have been selected to receive the President's "E" Awards and "E" Star Awards for Exports and Export Service.

U.S. Secretary of Commerce, Mr. Wilbur Ross, stated on his award letter to GVB on March 28, 2017, "The Guam Visitors Bureau has demonstrated a sustained commitment to export expansion. The 'E' Awards Committee was very impressed with the Guam Visitors Bureau's Tourism 2020 strategic plan development and engagement, which resulted in exceptional year-over-year growth in tourism to Guam. The organization's innovative and broad-reaching program to capture larger segments of the Chinese tourism market was also particularly notable. The Guam Visitors Bureau's achievements have undoubtedly contributed to national export expansion efforts that support the U.S. economy and create American job."

The ceremony will involve a reception on Sunday, May 21, 2017 followed by the formal ceremony on Monday, May 22, 2017 at the Department of Commerce Headquarters, Herbert C. Hoover Building in Washington DC.

Issue: Board approval required.

L. RESEARCH

M. RUSSIA & NEW MARKETS

Committee minutes dated April 4, 2017 **Exhibit F**

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Upcoming Board Meetings:

- Thursday, May 11, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, May 25, 2017 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

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

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

IV. PRESIDENT & CEO'S REPORT



March 2017
Preliminary Visitor Arrivals **Total: 140,662 (+5.5%)**

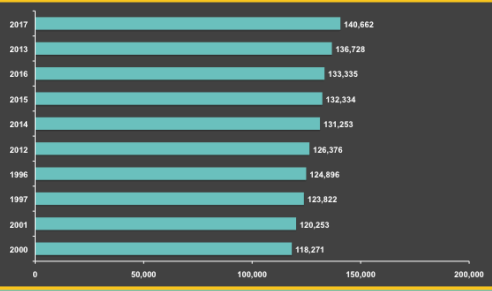
% Market Mix	Origin	Pax	% to LY
50.7%	Japan	71,384	-9.9%
36.5%	Korea	51,390	49.2%
0.9%	China	1,330	-3.9%
1.4%	Hong Kong	1,924	103.8%
2.6%	Taiwan	2,853	-12.3%
4.5%	US/Hawaii	6,348	-2.4%
0.9%	Philippines	1,284	-38.3%

GUAM VISITORS BUREAU

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

RESEARCH

Top March Arrivals



GUAM VISITORS BUREAU

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

Calendar Year to Date 2017
January-March 2017 **Total: 410,131 (+1.3%)**

% Market Mix	Origin	Pax	% to LY
44.6%	Japan	182,777	-14.5%
38.7%	Korea	158,912	27.3%
1.9%	China	7,766	-21.6%
1.4%	Hong Kong	5,659	162.6%
2.5%	Taiwan	10,313	-12.0%
4.9%	US/Hawaii	20,100	5.1%
0.9%	Philippines	3,837	2.6%

GUAM VISITORS BUREAU

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

Fiscal Year to Date 2017
October 2016 – March 2017 **Total: 801,060 (+3.8%)**

% Market Mix	Origin	Pax	% to LY
45.5%	Japan	364,377	-9.5%
38.8%	Korea	310,918	23.7%
1.6%	China	13,153	-9.6%
1.1%	Hong Kong	9,157	95.9%
2.5%	Taiwan	20,034	-3.5%
4.7%	US/Hawaii	38,001	5.4%
1.4%	Philippines	10,864	39.0%

GUAM VISITORS BUREAU

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

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Month to Date 2017

April 1 - 9, 2017.....

Total: 37,427 (14.0%)

% Market Mix	Origin	Pax	% to LY
44.5%	Japan	16,638	2.5%
40.0%	Korea	14,982	32.8%
1.5%	China	572	-8.5%
1.4%	Hong Kong	523	92.3%
3.1%	Taiwan	1,157	4.2%
5.0%	US/Hawaii	1,863	11.9%
1.6%	Philippines	591	12.8%

GUAM VISITORS BUREAU

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: April 2017 daily arrivals reflect Civilian Air arrivals only.

MARKETING

JAPAN AIR SERVICE SUPPORT PLAN

CURRENT SITUATION

- Decline in arrivals
  - Challenges: Weak yen, decreased outbound, increase in Guam pricing, increased competition from Asia & Hawaii
- Decline in seat capacity
  - Loss of flights from secondary cities, only 1 flight from Japanese carrier, increase in airfares
- Loss of market share: Guam trending below 5%

JAPAN AIR SERVICE SUPPORT PLAN

AIR SEAT CAPACITY TO GUAM

	2006	2010	2016
JAPAN	1.2 M	1.3 M	972 K
KOREA	155 K	170 K	641 M
TAIWAN	20.4 K	35.2 K	65.8 K
PHILIPPINES	106 K	112 K	171 K
HONG KONG	16.1 K	11.9 K	35.9 K

Source: Dlio Mi Market Intelligence for the Aviation Industry

JAPAN AIR SERVICE SUPPORT PLAN

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 start up costs

JAPAN AIR SERVICE SUPPORT PLAN

EXISTING CARRIERS

- Support amount: up to $250,000 per NEW regular flight for the year of service between NRT, KIX, or NGO and Guam
- Requirements
  - 1 full year commitment
  - $250K, minimum of 4 flights per week
  - Does not include charter flight service
  - Must be 737/A320 or larger aircraft
  - Offer is only available for services launched before 31st December 2018

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

JAPAN AIR SERVICE SUPPORT PLAN

NEW CARRIERS

- Support amount: up to $250,000 per NEW regular flight service for the year between NRT, HND, KIX, or NGO and Guam
- Requirements
  - 1 full year commitment
  - $250K, minimum of 4 flights per week
  - Does not include charter flight service
  - Must be 737/A320 or larger aircraft
  - Offer is only available for services launched before 31st December 2018

JAPAN AIR SERVICE SUPPORT PLAN

BUDGET

- Maximum 4 airlines or "4 routes" at $250,000 = $1,000,000
- Seats are "one way" per year
- 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

JAPAN AIR SERVICE SUPPORT PLAN

PAYMENT TERMS

- Minimum of 100 seats per new regular flight
- If airline fails to meet requirements, funds must be returned
- 50% paid at commencement of service
- Balance paid at end of 12-month period (1 year)

JAPAN AIR SERVICE SUPPORT PLAN

ECONOMIC IMPACT

- 90% load factor + 97% inbound + staying on average 4 nights + spending $100 per night will generate $76 million
- 76 to 1 return on the investment

Philippines Marketing News

Third Quarter Plans (April)

- 1) SMS Cormoran & United Marathon Media Famtour
- Travel Life Magazine
- www.wanderlass.com
- www.lakwatsero.com

2) Digital Coop Campaign with Cebu Pacific Air

4) MICE Incentive Program for MICE Travel Agents

6) Platinum Key Service – US Commercial Services

7) Social Media Campaign

Philippines Marketing News

Third Quarter Plans (May)

1) Guam Micronesia Island Festival (GMIF) Media Famtour in partnership with Cebu Pacific Air
   - ABS – CBN's multi awarded TV Show: Matanglawin
   - Kim Atienza – Host
   - Wil Dasovich – Co-Host / Vlogger

3) MICE Product Presentation to top corporate accounts in partnership with airlines and trade partners

4) Roadshow in Cebu, Bacolod, Iloilo in partnership with Cebu Pacific

5) Platinum Key Service – US Commercial Services

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Philippines Marketing News

Third Quarter Plans (June)

1) MICE Travel Agents Famtour in partnership with Cebu Pacific

3) Sports Product Update for athletic coordinators, coaches and trade partners specializing in sports

4) Guam Live Media Famtour: Joyce Pring

7) Platinum Key Service – US Commercial Services

8) Social Media Campaign

North America Marketing News

Third Quarter Plans (May)

IGLTA 34TH ANNUAL GLOBAL CONVENTION
St. Petersburg, Florida
May 4 – 6, 2017

About the Event
The IGLTA Annual Global Convention is the world's premier educational and networking event for LGBT tourism professionals. The 34th edition of the conference will connect gay, lesbian and gay friendly travel and tourism suppliers and buyers through its hosted buyer and scheduled appointment program, numerous educational workshops and networking receptions.

SCUBA SHOW
Long Beach, California
May 6 - 7, 2017

About the Event
Over 10,000 people attended the show in 2016.

One of the largest Scuba Diving Consumer event in North America

Showcases 76,000 sq. ft. of exhibit space, 300+ exhibitors, seminars and clinics.

North America Marketing News

Third Quarter Plans (June)

IPW 2017
Washington, DC
June 3 - 7, 2017

About the Event
IPW is the U.S. Travel Assoc.'s premier international marketplace and largest generator of travel to the U.S.

3 days of pre-scheduled B2B appointments

More than 1,000 U.S. travel organizations from every region of USA

More than 1,300 international and domestic buyers from more than 70 countries

Generates more than $4.7 billion in future Visit USA travel

Pacific Marketing News

Third Quarter Plans (April)

- United Guam Marathon April 9, 2017
- Micronesia Forum (formerly Micronesia Chief Executive Summit) April 27-28, 2017
- 14th Annual Travel Fair Andersen
- Air Force Base May 3, 2017
- Naval Base Guam May 4, 2017



Pacific Marketing News

Third Quarter Plans (May)



PATA ANNUAL SUMMIT
Sri Lanka
May 18 - 21, 2017

The summit is a 4-day working event that brings together thought leaders and industry professionals from around the world.

Theme "Disruption. Innovation. Transformation: The Future of Tourism"

Also part of the program is the UNWTO/PATA Ministerial Debate

Host Sri Lanka supported the PATA Annual Summit on Guam

Cormoran 100th anniversary

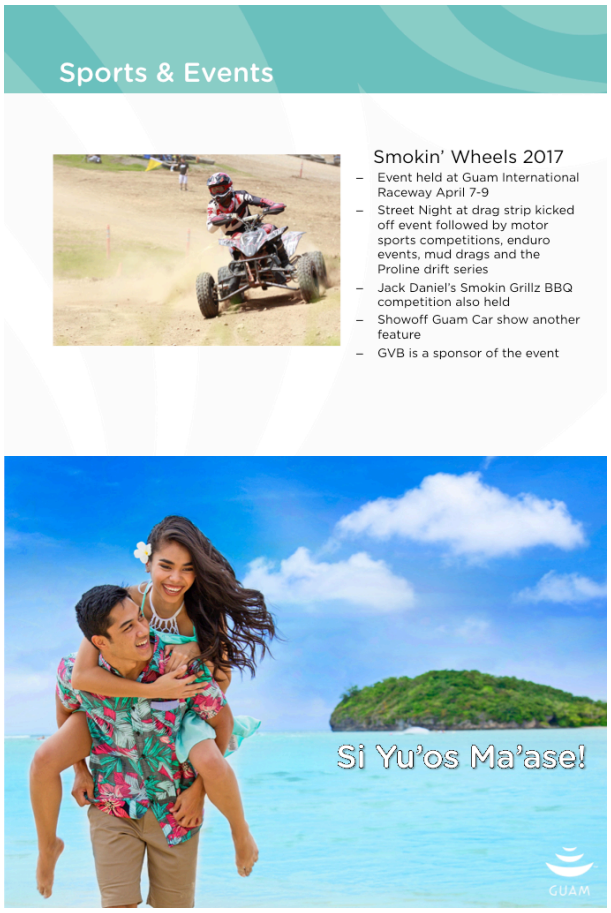




SMS Cormoran II ceremonies

- GVB and its partners held two ceremonies commemorating the 100th anniversary of the scuttling of the SMS Cormoran II in World War I
- Boat and wreath laying ceremony off Apra Harbor and Peace Memorial Service at U.S Naval Cemetery in Hagåtña on April 7
- Lecture series ends April 12 at T. Stell Newman Visitors Center
- Charge´d'Affaires Michael Hasper, other dignitaries and Guam's German community attended the event
- Strong international and local media coverage
- Axe Murder Tours, Blue Persuasion Diving and MDA created dive packages associated with event





- President Denight announced that moving forward, the following will be included in reports from the Research Department: spend per visitor, hotel occupancy rates and daily rates, airline seat capacity and load factors.
- Vice Chairman Mesa touched on the pre-clearance program out of Narita to Guam, Hawaii, and Saipan. He feels that we need the Congresswoman's office and the Governor's office to apply more pressure to get this program in place. This would make traveling more convenient for visitors flying from Japan to Guam. Pre-clearance out of Narita will be the prelude to getting pre-clearance out of Osaka and Nagoya. Chairman Morinaga pointed out that the issue might be that Guam customs and immigration are two separate entities whereas in Japan and other locations, customs and immigration are the same entity. He feels this issue needs to be addressed by the Administration. President Denight stated that we met with the embassy and they are moving forward. The program will launch with Guam, Hawaii, and Saipan. They are currently in the negotiation stage as Narita airport and the airlines will have to pay a fee. It will likely be another two to three years until the program is implemented.
- President Denight directed the board to Attachment A: Sponsorship request for the FIBA Oceania U17 Tournament from Tony Thompson, Guam Basketball Confederation President & Secretary General. The Sports & Events Committee can provide a grant of up to $15,000 but they are requesting for additional support bringing GVB's total contribution to $100,000. Director Shinohara asked if management had a recommendation. President Denight stated that first he'd like to work with Director of Finance and Administration (DoFA) Cunliffe and the team to identify if we have the funding but ultimately, he'd like to provide support as we did support FIFA with a healthy sponsorship. Director Arriola asked about media exposure

for the tournament and what countries will be participating. President Denight reported that countries in the Oceania region will be participating. He will determine if we have any excess funding from our TCD to support the tournament ($15,000 will come from the Sports & Events Committee). Director Shinohara mentioned that we are on track with our allotment. Director Jackson asked for information on exposure. President Denight will provide that and related documents to the board via email and they will discuss this item further at the next board meeting.

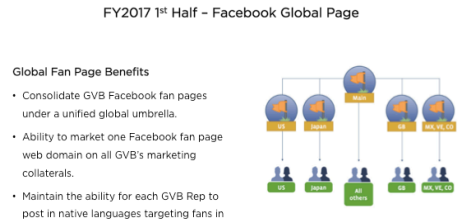
V. FY2017 GVB DIGITAL STRATEGY UPDATE

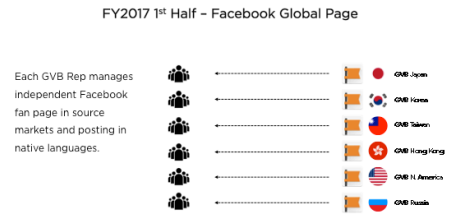
- Presentation by Jason Lin, Global Digital Strategist, Talent Basket LLC











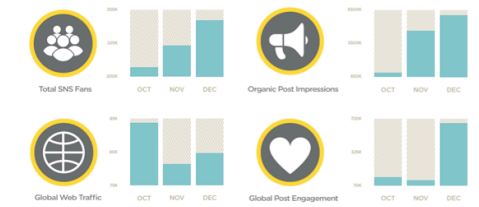




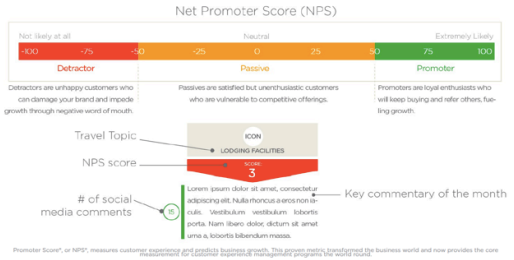


GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

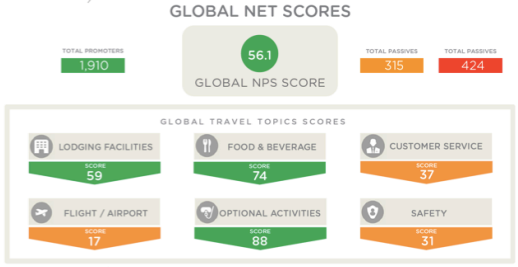
DIGITAL360 REPORT Executive Summary Data Q4 2016



DIGITAL360 REPORT Social Listening Net Score JAN 2017



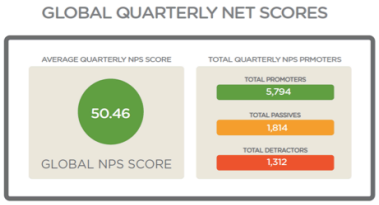
DIGITAL360 REPORT Social Listening Net Score FEB 2017



DIGITAL360 REPORT Social Listening Net Score FEB 2017



DIGITAL360 REPORT Social Listening NPS Q4 2016



DIGITAL360 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

DIGITAL360 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

SHOP GUAM e-FESTIVAL2016

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



FY2017 1st Half – Shop Guam e-Festival

KOREA





GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

FY2017 1st Half – Shop Guam e-Festival

PHILIPPINES | TAIWAN | USA | RUSSIA



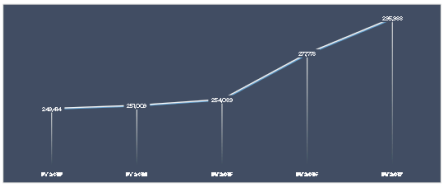
FY2017 1st Half – Shop Guam e-Festival

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

WeChat Marketing

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

SHOP GUAM

VI. 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**	**$ 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

- Director Shinohara reported that we are on track with receiving our allotments.

- Vice Chairman Mesa asked where membership dues show up on the cash position. DoFA Cunliffe directed him to First Hawaiian Bank – Membership under Unrestricted Accounts.

VII. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

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

Vice Chairman Mesa made a motion, seconded by Director Shinohara, 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.
Motion approved

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

Vice Chairman Mesa made a motion, seconded by Director Jackson, 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.
Motion approved

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.

- Director Arriola asked how much is in this account. DoFA Cunliffe reported that the balance is $431,327.
- President Denight reported that the work has started already. The project will be completed at the latter part of September.

B. RUSSIA & NEW MARKETS

- Director Jackson reported that there was a committee meeting last week.
- The team is still planning to attend the PITE show in May but due to current events, there is a possibility that the trip will be canceled.
- He noted that business is better in Russia and he expects it to continue, but the politics cannot be ignored.

C. VISITOR SAFETY & SATISFACTION

VISITOR SAFETY & SATISFACTION SUPPLEMENTAL FUNDING

Director Hong made a motion, seconded by Director Jackson, to authorize the use of $142,528 from GVB's TCD to fund the supplemental request for Visitor Safety & Satisfaction.
Motion approved

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.

- Director Arriola pointed out that this is the same account that was tapped for the aforementioned CIP project.
- President Denight noted that with the reduced budget, we had to cut down on some VSS projects.
- He stated that we are moving into phase two of the Visitor Industry Professional (VIP) Program. Chairman Morinaga asked that we work with GHRA on this project. President Denight stated that GHRA will have a role during phase three (training/distribution).

D. CULTURAL & HERITAGE

- Director Arriola reported that the committee met yesterday where ten grant applications were reviewed. The meeting minutes will be presented at the next board meeting.

E. SPORTS & EVENTS

- Director Nault reported that the committee met recently. They discussed UGM and Smokin' Wheels which was already covered during the President & CEO's Report.
- Next, he touched on the upcoming Guam Micronesia Island Fair (GMIF). He requested for all marketing committees to help promote the event in their respective markets.
- Finally, he mentioned that we should work on better communicating information about upcoming events. This will allow the Sports & Events Committee more time to prepare and offer support. Chairman Morinaga agreed noting that Japan in particular needs more time to plan and distribute information. President Denight mentioned that one of our efforts in this

area is the event calendar which we launch the year before the calendar year. DoGM Laguana stated that the marketing department needs the tools (photos, videos, information, etc.) well in advance to promote these events in their respective markets. Often times however, they don't receive these materials until about a week before the event. Director Hong added that getting information out to locals is just as important. For instance, if a well-known Korean runner participated in the UGM and the local Korean population was informed, we would have seen greater participation from the local Korean population. Director Arriola stated that the Cultural & Heritage Committee is looking to re-establish the fiesta program. She also mentioned that the committee will work to provide information on events as far in advance as possible.

F. ADMINISTRATION & GOV'T RELATIONS

Vice Chairman Mesa made a motion, seconded by Director Kloppenburg, 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.
Motion approved

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

Vice Chairman Mesa made a motion, seconded by Director Arriola, 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.

Director Arriola made a motion, seconded by Director Kloppenburg, to amend the aforementioned motion as follows:

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

Motion passed as stated and amended

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 Hagåtña. This is needed to ensure a successful Guam Micronesia Island Fair.

Issue: Board Approval Required.

- President Denight mentioned that $20,000 is on the high side and he will try to minimize costs.

H. GREATER CHINA

Committee minutes dated March 10, 2017 **Exhibit C**

- Director Shinohara reported that there will be a committee meeting on Friday.

I. JAPAN

Committee minutes dated March 28, 2017 **Exhibit D**

- Director Murata reported that the Japan Marketing Committee (JMC) had a meeting yesterday. He noted that we need to make improvements with immigration at the airport. Director Nault added that sometimes visitors aren't able to use ESTA machines so they end up being directed to the back of the line. Chairman Morinaga said this is an instruction issue and it needs to be resolved to improve immigration.

J. KOREA

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

- Director Kloppenburg noted Exhibit E: KMC meeting minutes from March 14.
- The most recent committee meeting was held yesterday.
- There were 512 registered runners from Korea for UGM, which is a 12% increase from last year. This includes three celebrity entertainers and 1996 Olympic silver medalist Lee Bong-Ju. International media partners were also on island to cover the event.
- Guam hosted a MICE group of 1300 pax for Prudential Life Insurance.
- Virtual reality filming took place from March 25 to April 5.

<u>GVB TIME SQUARE MALL "GUAM PHOTO EXHIBITION"</u>

Director Hong made a motion, seconded by Vice Chairman Mesa, 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.
Motion approved

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

- Director Kloppenburg reported that the details are still being worked out for the next quarterly membership meeting but it will likely be in May.

L. NORTH AMERICA & PACIFIC MARKETS

PATA ANNUAL SUMMIT 2017

Director Arriola made a motion, seconded by Director Shinohara, 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.
Motion approved

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

Director Arriola made a motion, seconded by Vice Chairman Mesa, 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.
Motion approved

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.

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

- Director Shinohara reported that the team has been working on evaluations for an RFP for a data analytics provider. He is hopeful that the new software will help the team make better decisions in tackling the tourism business more efficiently.

VIII. OLD BUSINESS

IX. NEW BUSINESS

- Chairman Morinaga suggested moving the Christmas village towards Royal Orchid. This location is more centralized making it easier for tourists to visit. Director Arriola added that previously, the board discussed adding more lights along the road in Tumon. President Denight said he is happy with either plan but it will be difficult to budget for both the village and street lighting. Director Shinohara feels we need to take care of Tumon before offering support elsewhere. Chairman Morinaga asked the board to think about the Christmas lighting and it will be discussed further at the next board meeting.
- Chairman Morinaga reminded the board of the importance of attending board meetings. He asked that roll call be done two weeks prior to the actual board meeting. If the board meeting needs to be rescheduled, there will be ample time to do so. This will prevent meetings from being cancelled.
- President Denight stated that an RFP went out for an architecture and engineering (A&E) firm to assist with HOT Bond projects. The selected A&E firm conducted their initial assessment. President Denight said he will email the board their plans so that they can be discussed at the next board meeting. Vice Chairman Mesa reported that the finalized plans will be presented to the Legislature as part of our request for additional funding.

X. EXECUTIVE SESSION

XI. ANNOUNCEMENTS

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

Announcements:

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

XII. ADJOURNMENT

Director Shinohara made a motion, seconded by Vice Chairman Mesa, to adjourn the meeting. Meeting adjourned at 5:15pm.
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

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**	**$ 13,283,871.00**	**62%**	**$ 7,998,601.00**	**38%**
Destination Development	**$ 1,085,000.00**	**$ 632,916.67**	**58%**	**$ 452,083.33**	**42%**
Rainy Day Fund	$ 200,000.00	$ 116,666.67	58%	$ 83,333.33	42%
Cultural & Sports Ambassador Fund	$ 200,000.00	$ 116,667.67	58%	$ 83,332.33	42%
Pass-Thru	$ 1,085,000.00	$ 755,835.34	70%	$ 329,164.66	30%
TOTAL	**$ 23,852,472.00**	**$ 14,905,957.35**		**$ 8,946,514.65**	
TOTAL RECEIVABLES FY 2017				**$ 8,946,514.65**	
TOTAL RECEIVABLES				**$ 8,984,014.65**	

Accounts

RESTRICTED	
Bank of Guam - Rainy Day Fund	$ 2,201,556.73
Cultural & Sports Ambassador Fund[1]	$ 461,017.67
TOTAL RESTRICTED	**$ 2,662,574.40**
UNRESTRICTED	
Bank of Guam - Operations	$ 13,648,454.24
First Hawaiian Bank - Membership	$ 116,558.01
Resona	$ 868,420.66
Bank of Guam - TAF	$ 1,373,415.44
Raymond James - CD value as of 03/31/2017[2]	$ 2,534,156.66
TOTAL UNRESTRICTED	**$ 18,541,005.01**
TOTAL CASH as of 04/24/2017	**$ 21,203,579.41**

Current Payables

Asatsu invoices JAN - MAR	$ 1,734,929.53
Japan Invoices	$ 67,928.63
Guam Invoices	$ 312,857.72
Encumbered Contracts	$ 4,073,517.41
Encumbered Purchase Orders	$ 1,888,304.97
TOTAL as of 04/24/2017	**$ 8,077,538.26**

NOTES

NOTE 1

$461,017.67	Cultural and Sports Ambassador Fund
($5,250.00)	Cultural and Sports Ambassador expenses - reimburse Operations
$455,767.67	

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	

EXHIBIT

JAPAN MARKETING COMMITTEE MEETING – TUESDAY, APRIL 11, 2017

JMC MEMBERS PRESENT: Milton Morinaga, Tak Takano, Satoru Murata, Kiyoshi Kawano, George Johnson, Kazunori Hotta, Toshio Akigami, Terry Debold

OFF-ISLAND:

OBSERVERS/GUESTS PRESENT: Dave Duenas, Akiko Futakami, Kenji Sekine, Paul Kirkland, Yoshihisa Otani, Hiromi Matsuura, Mai Perez, Katsuhiko Yoshida, Bill Nault, Bonnie Lee Alig, Akihiro Tani, Ayisha McKinnon, Kazu Atsuta Bunichi Yamashita, Tomoyuki Goto, Yoshiaki Kanemitsu, Kimi Passeur, Monte Mesa, Clifford Guzman, Dan Swavely

ABSENT: Mike Lee, Shizuyo Okabe, Mitsunori Takahashi, Suzanne Perez, Yusuke Imazu, Koji Nagano, Chie Takase, Koji Nagano, Miwa Bravo, Mark Anderson, Simon Odoca

GVB: Nathan Denight, Brian Borja, June Sugawara, Ana Cid, Doris Ada

ADK: Koichi Hoshino, Yumi Yabe

SKYPE:

CALL TO ORDER

The meeting was called to order at 1:40 P.M.

APPROVAL OF MINUTES

Motion made by Mr. Murata and seconded by Mr. Nault to approve the minutes of March 28, 2017. Minutes approved.

REPORT OF CHAIRMAN

Chairman Morinaga introduced Mr. Kazunori Hotta from Arluis Wedding as our newest member of JMC. He commented that it is nice to see a representative from wedding company so that he can be the voice for Watabe and other wedding companies.

Chairman Morinaga reported that March was a busy month for Guam. We just had a big group from Korea and there will be another LCC airline for the Korea market trying to get approval from FAA. For Japan market, the month of June will be slow. We need to boost up our sales activities and we are still working diligently in getting the LCC's from Japan.

UPDATE FROM DESTINATION MANAGEMENT COMMITTEE (DMC)

Chairman Morinaga introduced Monte Mesa as Chairman of the Destination Management Committee as well as Vice Chairman of the Board. Clifford Guzman and Dan Swavely member of DMC.

Mr. Guzman presented an update on the following:

Mission Goals
Identify and prioritize long and short-term projects:

- Infrastructure maintenance & improvements
- Streetscaping improvements
- Landscaping improvements
- New Attractions
- Business Improvement District

Ensure continued maintenance of existing and new improvements

Mission Goal: Infrastructure Maintenance & Improvements
Tumon Redevelopment Plans were never fully completed:
- Flooding (currently addressed with the HOT Bond)
- Wastewater / Water

Deterioration of pavement and hardscape:
- Sidewalks and road surfaces are not being restored properly by utility agencies and telecommunication companies
- Pavement shoving, surface degradation, loose pavers

Traffic management plan needed and adjustments made:
- Pedestrian Safety
- Revitalize crosswalks & signage
- Traffic Flow & Signal Lights
- Emergency Evacuation

Mission Goal: Streetscape Improvements
- Upgrade, repair or replace broken benches & bollards
- Sidewalk repair, maintenance & widening
- Repair or replace paver bricks
- Murals at retaining walls
- Improved signage (street & buildings)
- Demolishment or refurbishment of abandoned buildings
- Streetlight repairs (underway)
- New bus shelters (underway)

Mission Goal: Landscaping & Park Improvement
Current Tumon program is good, but can be improved/upgraded
- Maintenance of empty private lots
- Ongoing maintenance of landscaped areas
- Maintenance of Route 14B (Ypao Road)

Tumon Beach Improvements
- Matapang & Ypao Beach facilities
- Beach lighting improvement
- Beach erosion

Improvement of scenic areas
- Inarajan Pool, Cetti Bay Overlook, Talofofo Bay overlook

Mission Goal: Other Improvements
Signage
- Currently under review for enforcement and revision

Handbilling
- Currently enforced with assistance from Lt. Governor's office

Graffiti
- Current program is working

Visitor Safety & Security
- Needs constant attention

Lighting
- Additional lighting from Westin to Gun Beach

Mission Goal: Business Improvement District
Create an association of property owners along San Vitores Boulevard
- Non-Profit organization driven by private sector
- Begin with large property owners who want to see improvements
- Advocacy for tourism district improvements

- Identification of needed improvement projects
- Build membership – dues assessments with real results
- Create nexus for a more comprehensive BID with CC&R's

Mr. Mesa commented that for FY2017, the funding for capital improvements / maintenance was drastically cut. For FY2018, we will need the funding back to address the needs for capital improvements and other projects that was put on hold due to budget cut in FY2017.

REPORT OF MANAGEMENT

Mr. Denight reported on the following:

Three Month Forecast
- April is 51,000 up 3.46%
- May is 50,000 up 2.27%
- June is 53,000 down 0.08%

Three Month Forecast (Charter & Extra Flight Information)
- March 63 flights
- April 5 flights
- May 10 flights
- Total: 13,266 seats

Golden Week Guam Charter: Sales Update
- Total sold seats are 2,444 – which is 95% sales achievement
- Korean Air charters departing Narita on May 2 & 3rd are scheduled to operate as planned inspite of Tellmeclub bankruptcy
- HIS has started selling 68 seats which were originally purchased by Tellmeclub
- China Airline charter departing Narita on May 3 has been cancelled due to Tellmeclub bankruptcy

Golden Week Guam Charter: Package Price

Spring Charter & Extra Flights 2017 Results
- Total 9,420 pax have travelled with charter flights during Spring holiday period
- Total charter flight capacity is 10,672
- Sales = 88% of total seats for Spring Charter flights

Fuel Surcharge (April 2017-)
- For tickets issued on/after Aril 1st, fuel surcharge has been raised from the current level
- Applicable period: April 1st to May 31st
- Round trip rate from Japan to Guam
- Up to March 31 was ¥2,000 and April to May is ¥4,000

Competitor Activity
- Asiana Airlines Saipan charter – 3 charters from Narita and Kansai
- Summer Holiday Period – 20 charter flights from Narita

MICE/Group Market

Support Campaign: 66 groups applied as of March 30
- Tokyo 39, Osaka 7, Nagoya 14, Fukuoka 4, Sendai 2, Sapporo 1
- KE cancellation impacted Kansai group and student market
- Changed regulations for groups departing Sendai and Sapporo from April
- 10-14 people of group: 30,000 yen / 15-19 people of group: 40,000 yen

Diving Market
- Exhibited booth at Marine Diving Fair from April 7 to 9
- Aqua Academy joined Guam booth

Golden Week

HIS reported Guam is ranked as 3rd and 5th for popular destination during Golden Week this year:
- 5th in total ranking, Honolulu is number 1, Taipei 2, Seoul 3 and Bangkok 4
- 3rd in package tour ranking, Taipei is number 1, Honolulu 2

JTB Reorganization

- JTB will consolidate 15 subsidiary companies including JTB World Vacations, TPI and other local companies beginning April 2018

TPI Reorganization

- TPI consolidated R&C, TPI Kansai, TPI Chubu and several other companies as of April 2017
- TPI will no longer deal directly with consumers and will focus on B2B under the new brand "landa"
- "Landa" lounge will be set up at Guam Plaza Hotel for consumers.

REPORT OF ADK

Report by Mr. Hoshino of ADK:

FY2017 PR Current Activities
FY17 Marketing Calendar
Recent Media Coverage
Cormoran

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

UGM

- San Ai Image Girl (Influencer)
- Namaiki TV (TV)
- Influencer x 3 pax

Getty Collaboration

- Photo Shooting: SMS Cormoran, UGM, Guam general shots
- PR Release: Global release in English & Japanese via PR Wire, image.net
- Photo sharing for GVB membership

Rakuten Collaboration Preliminary Report

- 1st Stage Banner Ad, Guam Campaign Site
- Dynamic package coupon ¥30,000 x 50
- Dynamic package coupon ¥20,000 x 25
- Sales up 30%
- 2nd Stage – Rakuten Guam Sales – Their own ads
- Dynamic package coupon ¥30,000 x 50 – sales up 30%

Rakuten Travel Guam Campaign site / No. of PV

- Estimated TTL PV (March-May) 139,500
- Preliminary PV (March-April 2nd) 86,623
- Achievement rate 62.1%

Points Sharing Campaign / Movie

- Estimated TTL No. of viewing (March-May) 9,765
- Preliminary No. of viewing (March-April 2nd) 7,956
- Achievement rate 81.4%

Points Sharing Campaign / Twitter

- Estimated TTL No. of Tweeting (March-May) 1,395
- Preliminary No. of Tweeting (March-April 2nd) 1,443
- Achievement rate 103.4%

Special Gift Campaign

- Estimated TTL No. of entrants (March-May) 2,092
- Preliminary No. of Entrants (March-April 2nd) 2,123
- Achievement rate 101.4%

Comparison / Guam vs. Dubai
Guam Campaign (Preliminary result / Approx. 1 month)

- No. of PV 86,623
- No. of Viewing 7,956

- No. of Tweets 1,443
- No. of Entrants 2,123

Dubai Campaign (Final result / Approx. 2 months)

- No. of PV 108,494
- No. of Viewing 7,425
- No. of Tweets 792
- No. of Entrants 1,025

Wedding Industry Collaboration

- Zexy Magazine (April Issue)
- Wedding Photo Shoot from April 19-22
- Zexy Magazine (August Issue)
- Zexy Premier (August Issue)
- "Year of Love" campaign promotion

Web Ad Performance (Jan. 30~Mar. 26)

- Family
- OL
- Senior

Web Ad Performance (Jan. 30-Mar. 26)
Simulation

- 39,S36,908 imp.
- 62,953 clicks
- 234,929 movie views

Results

- 52,087,899 imp. (131.7%)
- 121,362 clicks (192.7%)
- 935,520 movie views (398.2%)
- 1,491 conversion to TA sites
- Ave. session: 15 sec.

Overall Observations
Observations (good)

- Before induction to the site, for both still ads and video ads, the KPIs of CPC and CPV were better than anticipated.

Observations (bad)

- After induction to the site, the KPIs of the page-visit time and CVR were lower than expected especially for OL target. Checking Google analytics for results by device, it was found the majority of OLs are inducted through the Safari browser (iPhone). Visitors inducted through Safari (iPhone) had very low page-visit time and CVR.

Total Conversion to TA sales sites: 1,491

- HIS gained the most number of access of 584, followed by JTB: 339.
- Same as other indicators, OL showed the lowest CVR (to TA sites).

Remedial approaches

- In order to raise the page-visit time and CVR of OL targets, improve the campaign site. In particular, optimization of smartphone pages is a must.

Creative Performance by type – Movie (Family)
Creative Performance by type – Movie (OL)
Creative Performance by type – Movie (Senior)
Web Ad Simulation (Apr. 1-May 31)
Simulation – Jan. 30-Mar. 26)

- 39,S36,908 imp.
- 62,953 clicks
- 234,929 movie views

Results (KPI)

- 52,087,899 imp. (131.7%)
- 121,362 clicks (192.7%)

- 935,520 movie views (398.2%)
- 1,491 conversion to TA sites
- Ave. session: 15 sec.

Simulation – Apr. 1-May 31)

- 98,323,315 imp.
- 135,911 clicks
- 1,644,404 movie views

April – May Web Ad

50th Anniversary SNS LinkAD

- Target – ALL
- AD Type – Banner
- Media Type – SNS
- AD Menu – Facebook LinkAD
- Period – April 1 – May 31
- Device – PC & SP
- Estimated imp – 4,285,714
- Estimated clicks – 17,143
- Incremental GVB-J followers just for 7 days
- Facebook: 876 (9.5% up) (as of Apr 8)
- Instagram: 1,012(259% up) (as of Apr 8)

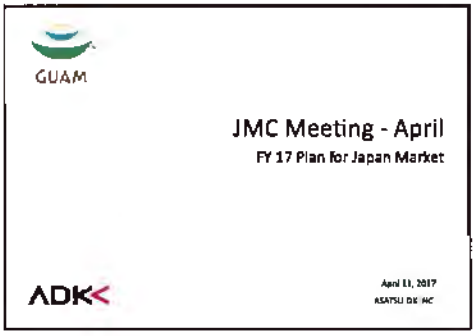
Mr. Takano suggested to separate PR and Advertising activities separately to make it clear on the report. Chairman Morinaga made a comment to also show the Co-Op activities on the report. Also, for the Kyushu route anniversary, please update on what we will be doing. Mr. Denight responded that he will obtain more details on the Kyushu route anniversary. Mr. Tak asked what is the update on JGTC quarterly meeting. Mr. Denight responded that our Japan Office will meet with Tajima-san this week for his transition. Most likely the meeting will be pushed back to May.

Referring to Wedding Industry Collaboration, Mr. Debold asked if we are extending the "Year-of-Love" theme to 2018. Mr. Denight responded that although, we will have a different theme for 2018 we can extend "Year of Love" for the wedding market campaign.

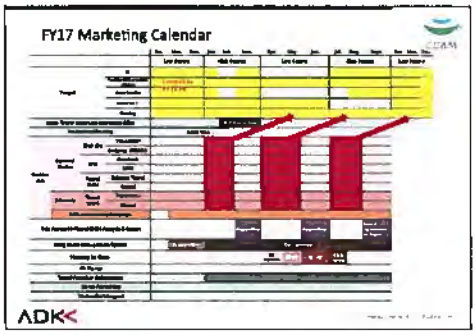
Mr. Johnson made a comment that medias / film crews from other market may not have proper documents; especially for large film crews they will need pre-approval from CBP. GIMCA can assist with other markets in obtaining proper documentation.

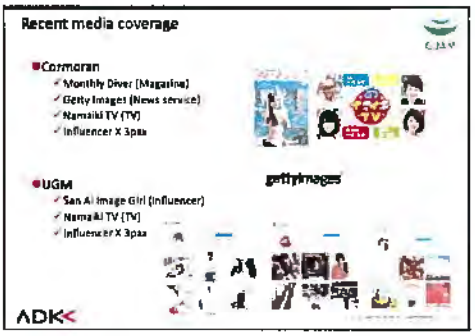
Mr. Kawano expressed his concern about UA's announcement regarding the relocation of Guam based aircraft to the mainland. Mr. Denight responded that as far as he knows this will not affect Guam to Narita flights.

4/19/17

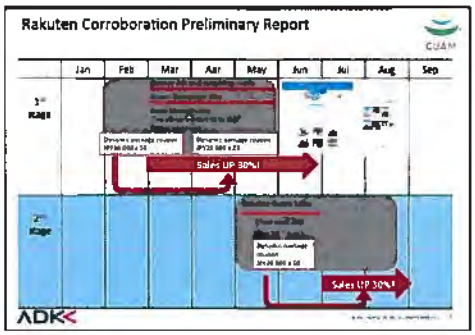

GUAM
JMC Meeting - April
FY 17 Plan for Japan Market
ADK


GUAM
Current Activities
ADK

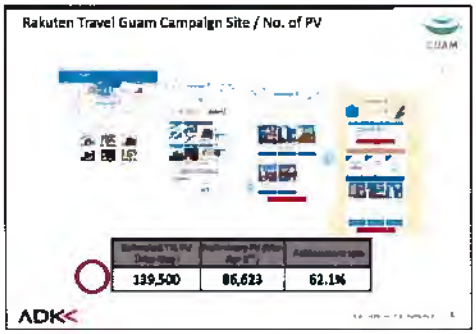

FY17 Marketing Calendar
ADK

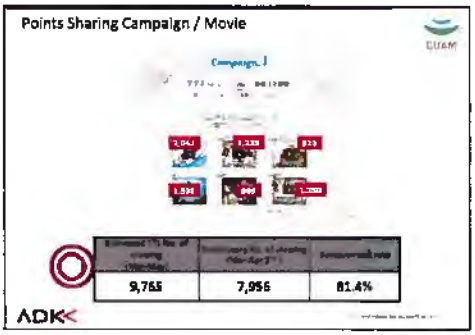

Recent media coverage
Comoran
Monthly Diver (Magazine)
Getty Images (News service)
Namaiki TV (TV)
Influencer X 3pax
UGM
San Ai Image Girl (Influencer)
Namaiki TV (TV)
Influencer X 3pax
gettyimages
ADK

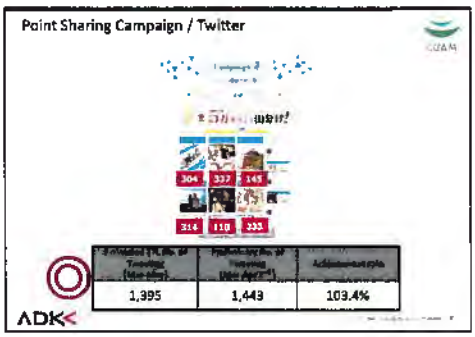

getty collaboration
gettyimages
1 Photo Shooting: SNS Cormoran, United Guam Marathon, Guam general shots
2 PR Release Global release in English & Japanese via PR Wire, Image.net
3 Photo sharing for GVB membership
ADK

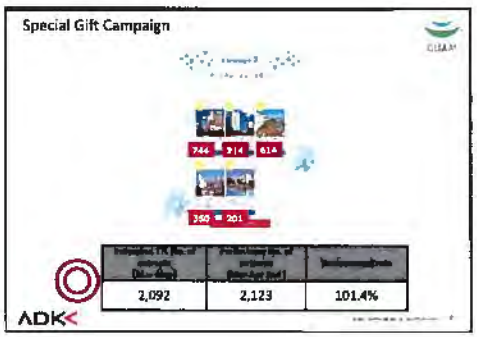

Rakuten Corroboration Preliminary Report
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Sales UP 30%!
Sales UP 30%!
ADK

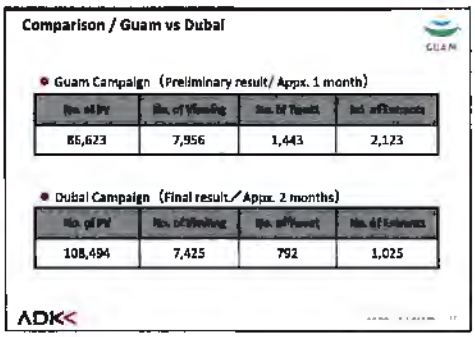
4/19/17

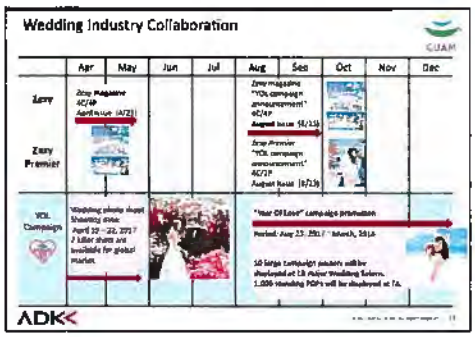

Rakuten Travel Guam Campaign Site / No. of PV
GUAM
139,500
86,623
62.1%
ADK


Points Sharing Campaign / Movie
GUAM
9,765
7,956
81.4%
ADK


Point Sharing Campaign / Twitter
GUAM
1,395
1,449
103.4%
ADK

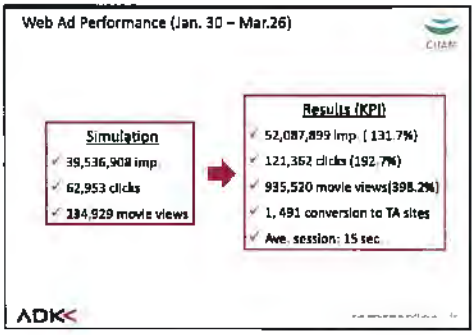

Special Gift Campaign
GUAM
2,092
2,123
101.4%
ADK

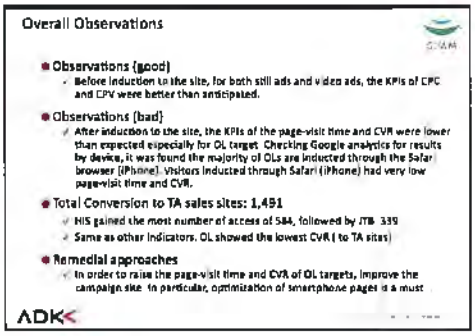

Comparison / Guam vs Dubai
GUAM
Guam Campaign (Preliminary result/ Appx. 1 month)
No. of PV
No. of Viewing
No. Of Tweet
Incl. of Entrants
86,623
7,956
1,443
2,123
Dubai Campaign (Final result / Appx. 2 months)
No. of PV
No. of Viewing
No. of Tweet
No. of Entrants
108,494
7,425
792
1,025
ADK

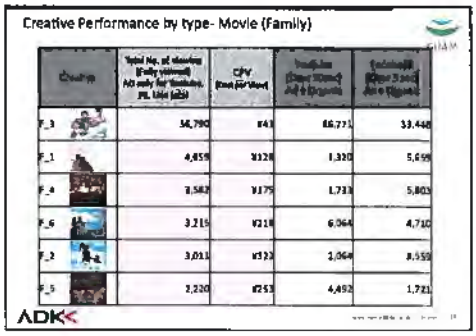

Wedding Industry Collaboration
GUAM
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
Zexy
Zexy Premier
VOL Campaign
ADK

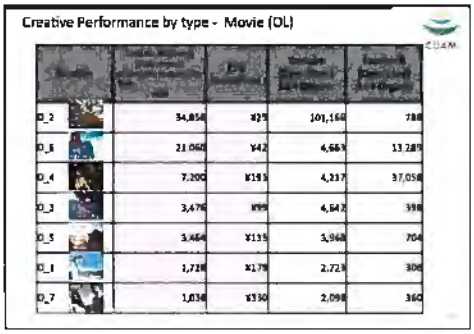
4/19/17

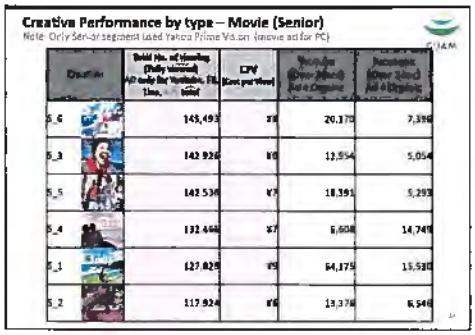

Web Ad Performance (Jan. 30 – Mar.26)
Family
OL
Senior
ADK


Web Ad Performance (Jan. 30 – Mar.26)
Simulation
39,536,908 imp
62,953 clicks
234,929 movie views
Results (KPI)
52,087,899 imp (131.7%)
121,362 clicks (192.7%)
935,520 movie views(398.2%)
1, 491 conversion to TA sites
Ave. session: 15 sec.
ADK

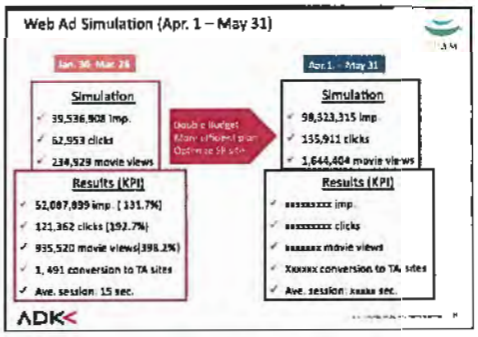

Overall Observations
Observations (good)
Before induction to the site, for both still ads and video ads, the KPIs of CPC and CPV were better than anticipated.
Observations (bad)
After induction to the site, the KPIs of the page-visit time and CVR were lower than expected especially for OL target. Checking Google analytics for results by device, it was found the majority of OLs are inducted through the Safari browser (iPhone). Visitors inducted through Safari (iPhone) had very low page-visit time and CVR.
Total Conversion to TA sales sites: 1,491
HIS gained the most number of access of 584, followed by JTB 339
Same as other indicators, OL showed the lowest CVR (to TA sites)
Remedial approaches
In order to raise the page-visit time and CVR of OL targets, improve the campaign site. In particular, optimization of smartphone pages is a must
ADK

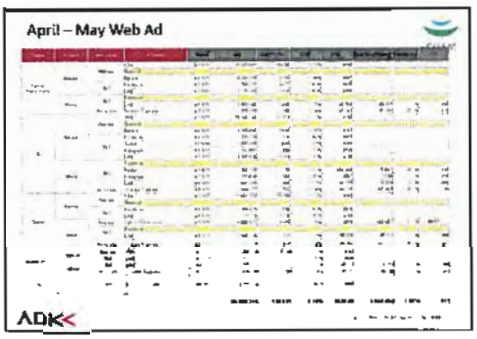

Creative Performance by type- Movie (Family)
ADK


Creative Performance by type - Movie (OL)


Creative Performance by type – Movie (Senior)
Note: Only Senior segment used Yahoo Prime Vision (movie ad for PC)

4/19/17


Web Ad Simulation (Apr. 1 – May 31)
Simulation
39,536,908 Imp.
62,953 clicks
234,929 movie views
Results (KPI)
52,087,899 imp. (131.7%)
121,362 clicks (192.7%)
935,520 movie views(398.2%)
1, 491 conversion to TA sites
Ave. session: 15 sec.
Simulation
98,323,315 Imp.
155,911 clicks
1,644,404 movie views
Results (KPI)
ADK


April – May Web Ad
ADK


50th Anniversary SNS LinkAD
Family
DL
Senior
Period: Apr 1 ~ May 31, 2017
Incremental GVB-J followers just for 7 days
Facebook: 876 (9.5% up) (as of Apr 8th, 2017)
Instagram: 1,012(259% up) (as of Apr 8th, 2017)
ADK

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

- Next JMC meeting will be held on May 9, 2017.
- The 2017 GVB/GHRA HERO Awards will be held on July 28, 2017at the Hilton Guam Resort & Spa.
- Niigata Friendship Dinner Reception will be held on April 12, 2017. This is their 25th Anniversary.
- Guam Micronesia Island Fair will be held from May 3-7, 2017 at the Paseo.

ADJOURNMENT

Moved by Mr. Johnson seconded by Mr. Murata to adjourn the meeting at 2:45 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, April 11, 2017, 11:00 a.m.
GVB Main Conference Room

Members Present:
Alupang Beach Club - Stephen Gatewood
Baldyga Group – Tae Oh
Guam Plaza Hotel – Julia Kondo
Dusit Thani Guam – Gun Park
Hilton Guam Resort & Spa – In Cha
Outrigger Guam Resort – Jenny Kim
Pacific Star Resort & Spa – Kyu Sik Kim
Red Door Productions – Ayisha McKennon
T-Galleria – Terry Chung
Tumon Aquarium – Soohyun Lee
Tumon Sands – Susan Fryer
University of Guam – Justin Andre
Holiday Resort – Ina Lee
National Car Rental – Paul Kirkland
Hyatt Regency Guam – Esther Kim
Fish Eye – Akihiro Tani
Pacific Islands Club – Tommy Lee
KGTA – John Ko

Guests/Alternate Members:
Baldyga Group – Annie Joo
ADK – Koichi Hoshino
ADK – Yumi Yabe
Anthology Research– Bonnie Lee Alig
Karl Pangelinan

Members Absent:
Hard Rock Café Guam – Jennifer Chae
Hotel Nikko Guam – Jenny Cheon
Lotte Hotel Guam – Elisha Lee
Sheraton Laguana Guam – Jason Lee
Nissan Rent-A-Car – Mark Anderson
Summer Dream Information – Justin Choi
Air Busan – Bokyung Moon
Hana Tour – Insoo Park
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
Days Inn – Sunardi Li
Enterprise Rent-A-Car – Simon Odoca
Westin Resort Guam – Chris Yang

GVB Korea Office/GVB Chairs/Mgmt /Staff Present:
Board Chairman, Milton Morinaga
KMC Chairman, Bart Jackson
KMC Vice Chairman, Brad Kloppenburg
KMC Vice Chairman, Young Sook Hong
Destination Management Chairman, Clifford Guzman
GVB President & CEO, Jon Nathan Denight
GVB Director of Global Marketing, Pilar Laguaña
GVB Marketing Manager – Korea, Russell Ocampo
GVB Marketing Coordinator – Korea, Colleen Cabedo
GVB Director of Research, Ana Cid
GVB Destination Manager – Infrastructure & Maintenance, Doris Ada
HIC (GVB Korea), Jay Park
HIC (GVB Korea), Jessica Ham

CALL TO ORDER

Chairman Bart Jackson called the meeting to order at 11:05 a.m.

APPROVAL OF MINTUES Exhibit A

Mr. Brad Kloppenburg made a motion, seconded by Mr. Stephen Gatewood to approve the KMC minutes of March 14, 2017. Motion Approved, subject to minor corrections.

REPORT OF THE CHAIRMAN

- Introduced the committee to Mr. Clifford Guzman, GVB Destination Management Committee Chairman to give his report.

GVB DESTINATION MANAGEMENT REPORT Exhibit B

Destination Management Committee Update

Tourism District Improvement Program (TDIP)



"Our mission is to identify destination management projects and programs that will enhance our visitor experience and improve the quality of life for our residents"

Mission Goals

- Identify and prioritize long and short term projects:
  - Infrastructure maintenance & improvements
  - Streetscaping improvements
  - Landscaping improvements
  - New attractions
  - Business Improvement District
- Ensure continued maintenance of existing and new improvements

Mission Goal: Infrastructure Maintenance & Improvements

- Tumon Redevelopment Plans were never fully completed:
  - Flooding (currently being addressed with the HOT Bond)
  - Wastewater/Water
- Deterioration of pavement and hardscape:
  - Sidewalks and road surfaces are not being restored properly by utility agencies and telecommunication companies
  - Pavement shoving, surface degradation, loose pavers
- Traffic management plan needed and adjustments made:
  - Pedestrian Safety
  - Revitalize crosswalks & signage
  - Traffic Flow & Signal lights
  - Emergency Evacuation

Mission Goal: Streetscape Improvements

- Upgrade, repair or replace broken benches & bollards
- Sidewalk repair, maintenance & widening
- Repair or replace paver bricks
- Murals at retaining walls
- Improved signage (street & buildings)
- Demolishment or refurbishment of abandoned buildings
- Streetlight repairs (underway)
- New bus shelters (underway)

Mission Goal: Landscaping & Park Improvements

- Current Tumon program is good, but can be improved/upgraded.
  - Maintenance of empty private lots
  - Ongoing maintenance of landscaped areas
  - Maintenance of Route 14B (Ypao Road)
- Tumon Beach Improvements
  - Matapang & Ypao Beach facilities
  - Beach lighting improvement
  - Beach erosion
- Improvement of scenic areas:
  - Inarajan Pool, Cetti Bay Overlook, Talofofo Bay overlook

Mission Goal: Other Improvements

- Signage
  - Currently under review for enforcement and revision
- Handbilling
  - Currently enforced with assistance from Lt. Governor's office
- Graffiti
  - Current program is working
- Visitor Safety & Security
  - Needs constant attention
- Lighting
  - Additional lighting from Westin to Gun Beach

Mission Goal: Business Improvement District

- Create an association of property owners along San Vitores Boulevard
  - Non-Profit organization driven by private sector
  - Begin with large property owners who want to see improvements
  - Advocacy for tourism district improvements
  - Identification of needed improvement projects
  - Build membership – dues and assessments with real results
  - Create nexus for a more comprehensive BID with CC&R's

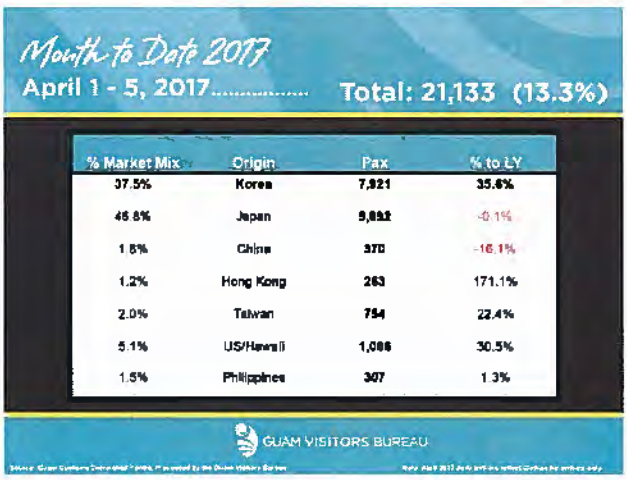
Destination Management Update

Tourism District Improvement Program (TDIP)

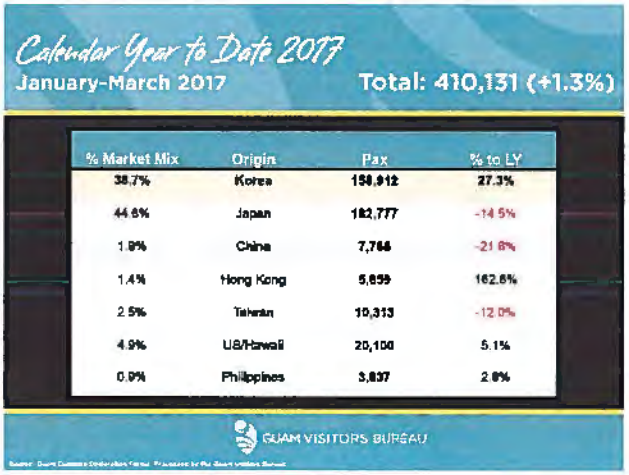
REPORT OF MANAGEMENT

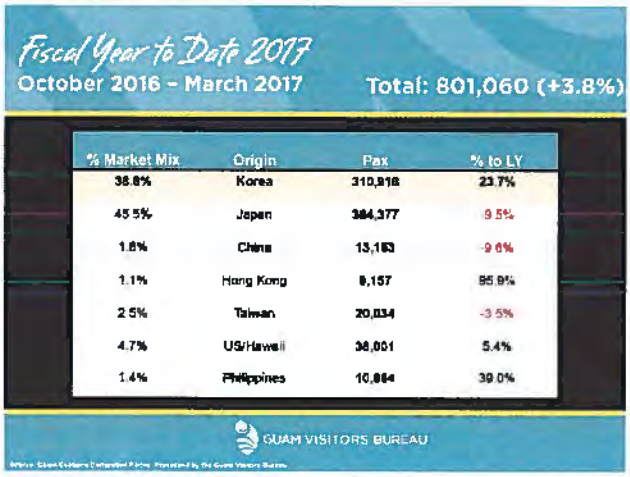
- Visitor Arrivals Update

Exhibit C





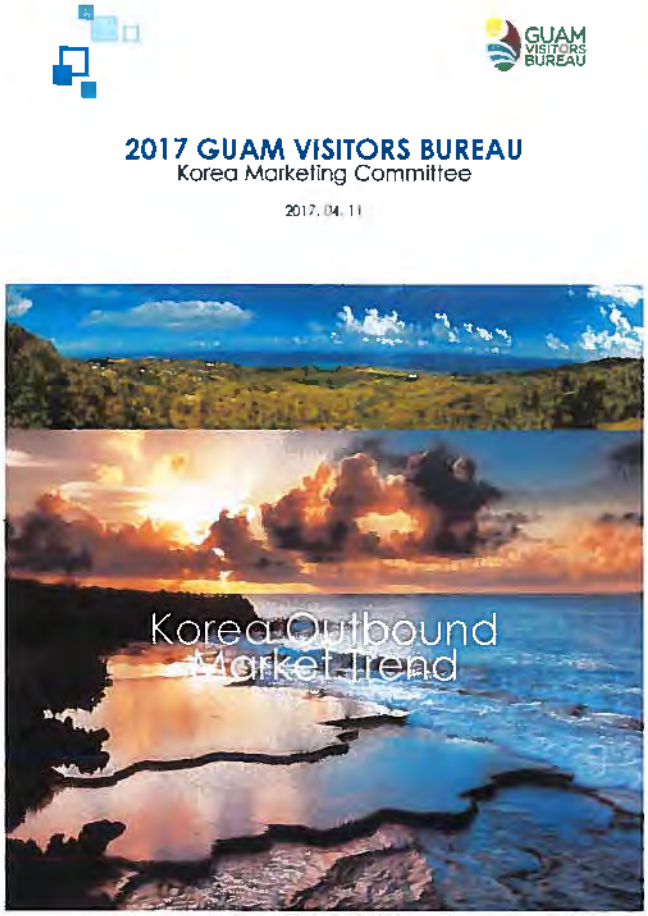




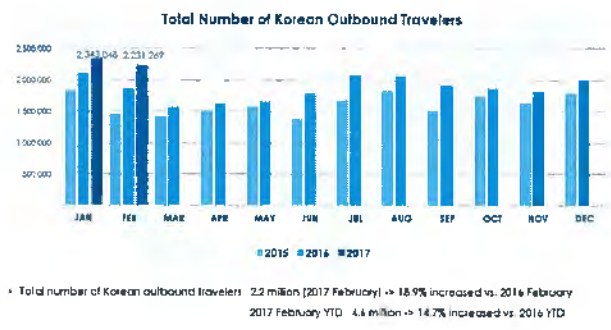
- Chairman Jackson discussed that the Korea market continues to grow and that LCCs could do better for the Japan market. What Guam needs is a well-rounded diverse market. JMC needs to generate more business. Both the Japan and Korea market are different by their nature. We should work towards having stable growth in all markets.

KOREA MARKETING NEWS

Exhibit D







Korea Outbound Market Trend
Airline Capacity to Guam

Incheon – Guam

Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity per week
Korean Air	KE313	10:00	15:30	Daily	378 seats x 30 = 8,280 seats
	KE317	19:30	01:00+1	Daily	291 seats x 30 = 8,730 seats
Jeju Air	7C 3102	10:35	14:05	Daily	189 seats x 30 = 5,670 seats
	7C 3104	20:20	02:00+1	Daily	189 seats x 30 = 5,670 seats
Jin Air	LJ641	09:40	15:05	Daily	389 seats x 30 = 11,670 seats
T'Way	TW301	17:55	23:35	Daily	189 seats x 30 = 5,670 seats

- Outbound seat capacity from ICN to GUM = 43,830 seats

Busan – Guam

Airline	Flight No	DEP. Time	ARR. Time	Days	Seat Capacity
Korean Air	KE3115	21:40 (Sat/Sun) 23:05 (Mon) 22:25 (Thu)	02:45+1(Sat/Sun) 03:10+1 (Mon) 03:45+1 (Thu)	Wed/Thu/Sat/Sun	136 seats x 18 = 2,484 seats
Jeju Air	7C3154	22:05	03:15+1	Daily	189 seats x 30 = 5,670 seats
Jin Air	LJ647	07:30 (Mon/Wed/Fri) 09:05 (Sun)	11:15 (Mon/Wed/Fri) 14:10 (Sun)	Mon/Wed/Fri/Sun	389 seats x 12 = 2,292 seats
Air Busan	BX412	22:05	03:10+1	Wed/Thu/Sat/Sun	375 seats x 15 = 3,510 seats

- Outbound seat capacity from PUS to GUM = 14,877 seats

Korea Outbound Market Trend
Airline Capacity to Guam

Daegu – Osaka – Guam

Airline	Flight No	DEP. Time	ARR. Time	Days	Seat Capacity
T Way	TW311 (May 30th)	08:00	10:30	Daily	189 seats x 30 = 5,670 seats

- Outbound seat capacity from TAE to GUM = 5,670 seats

Total Outbound Seat Capacity (April)	
1 month Average	44,357 seats (Max.)

Korea Outbound Market Trend
Korean Visitors to Guam

Number of Korean Outbound Travelers – to Guam



Guam Arrival	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
2017	54,333	51,178	57,583	52,500	54,951								
2016	44,958	43,876	54,444	52,447	53,558	46,076	48,877	47,709	44,161	47,872	48,473	53,915	584,958
Growth Rate (%)	21.3%	16.7%	5.8%	1.0%	2.6%								



Airline Status
KOR – GUM Flight Status

ICN-GUM Flight Status

ICN - GUM	2015			2016			2017			TOTAL		
	Supply	Demand	LF %	Supply	Demand	LF %	Supply	Demand	LF %	Supply	Demand	LF %
Korean Air	283,154	246,357	87%	421,212	378,413	90%	84,630	62,767	74%	789,000	687,537	87%
Jeju Air	278,913	234,779	84%	274,785	232,785	84%	62,708	56,087	89%	616,406	523,651	85%
Jin Air	233,470	189,949	81%	143,940	114,590	80%	22,302	20,401	91%	399,712	324,940	81%
T'Way	18,711	14,600	78%	29,174	29,153	86%	11,151	10,451	94%	59,036	54,204	92%
Total	814,248	685,348	84%	980,981	857,681	88%	180,176	149,184	83%	1,904,154	1,590,330	84%

ICN - GUM	2015		2016		2017		TOTAL	
	Supply	Demand	Supply	Demand	Supply	Demand	Supply	Demand
Korean Air	35%	56%	43%	44%	40%	42%	40%	46%
Jeju Air	34%	34%	30%	28%	39%	32%	32%	30%
Jin Air	29%	28%	18%	14%	14%	14%	21%	20%
T'Way	2%	2%	7%	7%	7%	7%	7%	7%

* Load Factor % Based

Airline Status
KOR – GUM Flight Status

BUS-GUM Flight Status

BUS - GUM	2015			2016			2017			TOTAL		
	Supply	Demand	LF %	Supply	Demand	LF %	Supply	Demand	LF %	Supply	Demand	LF %
Korean Air	60,714	44,594	73%	57,456	43,585	76%	9,288	7,007	76%	127,458	95,186	75%
Jeju Air	69,949	51,128	73%	103,415	83,794	79%	23,650	20,567	87%	197,014	155,489	79%
Jin Air	0	0	0%	58,190	47,823	82%	22,302	19,008	85%	80,492	66,831	83%
Air Busan	23,594	15,402	65%	74,949	58,948	79%	23,650	19,798	84%	122,193	94,148	77%
Total	154,257	111,124	72%	293,010	234,150	80%	78,890	66,380	84%	526,157	411,654	78%

BUS - GUM	2015		2016		2017		TOTAL	
	Supply	Demand	Supply	Demand	Supply	Demand	Supply	Demand
Korean Air	40%	40%	21%	20%	14%	13%	24%	23%
Jeju Air	45%	44%	31%	31%	34%	34%	37%	38%
Jin Air	0%	0%	22%	22%	33%	31%	15%	16%
Air Busan	15%	14%	26%	27%	19%	17%	23%	23%

* Load Factor % Based

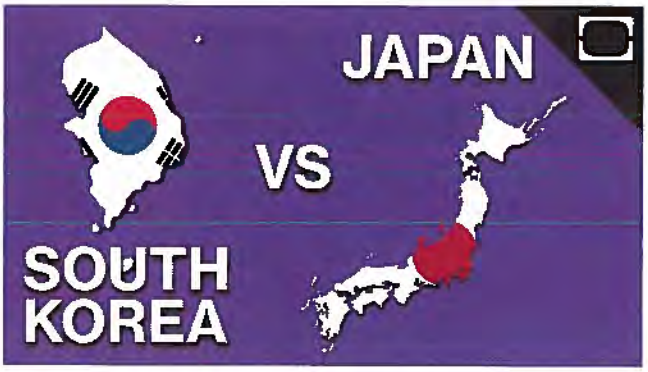
- Chairman Jackson mentioned that Guam outbound day of the week would also be useful to see.

Market Trend

Korea Market Demand by Day

2016			2016			2017			TOTAL		
Monday	64,455	15%	Monday	84,977	16%	Monday	18,955	16%	[illegible]	[illegible]	[illegible]
Tuesday	48,191	11%	Tuesday	59,721	11%	Tuesday	13,553	11%	[illegible]	[illegible]	[illegible]
Wednesday	52,209	12%	Wednesday	67,510	12%	Wednesday	14,139	11%	[illegible]	[illegible]	[illegible]
Thursday	71,687	17%	Thursday	85,191	16%	Thursday	17,691	15%	[illegible]	[illegible]	[illegible]
Friday	69,026	16%	Friday	90,656	17%	Friday	18,105	15%	[illegible]	[illegible]	[illegible]
Saturday	57,149	13%	Saturday	69,773	13%	Saturday	15,726	13%	[illegible]	[illegible]	[illegible]
Sunday	62,843	15%	Sunday	87,609	16%	Sunday	18,573	15%	[illegible]	[illegible]	[illegible]
TOTAL	426,517	100%	TOTAL	544,437	100%	TOTAL	126,721	100%	TOTAL	1,591,187	100%

* Korea's Visitors Arrival Statistics



Korea vs. Japan Market Profile

Guam Tourism Market Overview



Total Number Visitors in Guam
In 2016 total visitors in Guam were more than 1.6M 3% vs. 2015

Top 2 Market Share Japan vs. Korea
In 2013 Japan 47% vs. Korea 18%
In 2016 Japan 46% vs. Korea 36% (In 2017 forecast Japan 43% vs. Korea 41%)

Korea vs. Japan Market Profile

Market Profile Comparison

Marital Status

Market	Single	Married
Korea	20%	[illegible]
Japan	57%	43%

Gender

Market	Male	Female
Korea	50%	50%
Japan	50%	50%

Age

Market	18-24 years	25-34 years	35-49 years	50+ years	Average
Korea	5%	47%	44%	4%	34.95 years
Japan	33%	30%	25%	12%	32.94 years

Income (USD)

	Less than USD 2,999	USD3,000 - USD33,000	USD33,000 - USD44,000	USD44,000 - USD55,000	USD55,000 - USD66,000	More than USD 66,000
Korea	6%	12%	17%	23%	13%	27%
Japan	17%	13%	14%	20%	15%	17%

Korea vs. Japan Market Profile

Market Profile Comparison

Travel Companions

Market	Friends	Family	Spouse only	Child	Office	Alone	Sibling / Extended family	Parent	Grand parent	Old people	Others
Korea	14%	[illegible]	[illegible]	[illegible]	3%	2%	8%	12%	0%	1%	0%
Japan	50%	40%	30%	18%	10%	6%	5%	5%	2%	0%	0%

Trip Status

Market	First Timers	Repeaters	Repeat Visitors Last Trip		
			Within the last year	1 to 2 years	2 or more years
Korea	86%	14%	31%	22%	47%
Japan	57%	[illegible]	19%	22%	59%

Length of stay

Market	1-2 nights	3 nights	4+ nights	Average
Korea	2%	51%	[illegible]	3.65 days
Japan	23%	54%	23%	3.09 days

Expenditures (per person)

Market	Prepaid	On-Island	Aver. Exchange Rate
Korea	USD762.31	USD422.59	KRW1161.16
Japan	USD820.05	USD442.27	JPY111.82



What GVB Korea Has Done in March
2017 SONY #RX online photo exhibition



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



- Mr. Park discussed that the Sony Korea photographers were on Guam in March. The photos generated will be used to promote Guam and will be displayed at the Guam Photo Exhibit at Time Square Mall at the end of April. He also added that the content has been shared on Sony Korea's SNS channels.
- Mr. Song Seung Heon was on Guam in March to generate promotional content, being Guam's Honorary Ambassador of Tourism. Collection of the content will be received by the end of the month.

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



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



What GVB Korea Has Done
Travel Trade Support



What GVB Korea Has Done
Travel Trade Support



What GVB Korea Has Done
Travel Trade Support

Tour Bakia – Guam Dusit Thani Package Tour (Jin Air & T'way + Dusit Thani Guam) 바탄



Online Tour – PIC Gold Package (Jin Air + PIC) 무항



What GVB Korea Has Done
Travel Trade Support

Bomulsum Tour – The 2nd Treasure Hunt



What GVB Korea Planning To Do
Korean Website Promotion & Sales Contest



What GVB Korea Has Done
Travel Trade Support

Ariel.com – UGM Package (Jin Air + PIC)



What GVB Korea Has Done
Travel Trade Support

Hana Tour Promotion



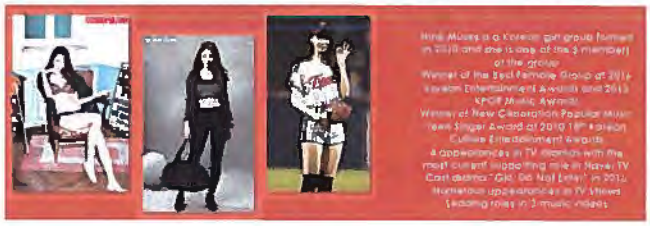
What GVB Korea Planning To Do
2017 UGM Celebrity





What GVB Korea Planning To Do
2017 UGM Celebrity







What GVB Korea Planning To Do
2017 UGM Celebrity







What GVB Korea Planning To Do
SMS Cormoran & 2017 UGM



What GVB Korea Planning To Do
SMS Cormoran & 2017 UGM



What GVB Korea Planning To Do
SMS Cormoran & 2017 UGM



What GVB Korea Planning To Do
SMS Cormoran & 2017 UGM



What GVB Korea Planning To Do
SMS Cormoran & 2017 UGM



What GVB Korea Planning To Do
SMS Cormoran & 2017 UGM



What GVB Korea Planning To Do
SMS Cormoran & 2017 UGM



What GVB Korea Planning To Do
SMS Cormoran & 2017 UGM





What GVB Korea Planning To Do
Ongoing & Upcoming Projects

CY2017 2Q	Project
CY2017 3Q	Project

GVB Korea Marketing Plan
Guam Photo Exhibition @ Time Square Mall



- Dates for Upcoming Events:
  - KOTFA – June 1-4, 2017
  - Guam Food Festival – June 7-15, 2017
  - Hana Tour International Show – June 8-11, 2017
- Colleen to send request for participation by end of week.

GVB Korea Marketing Plan
Guam Photo Exhibition @ Time Square Mall



GVB Korea Marketing Plan
Guam Live Music Festival

Tiger JK & Yoon Mi-rae





PRESENT:
Mayor Robert Hoffman, Ana Marie Franquez, John Calvo, Susan Fryer, Paula Monk, and Young Sook Hong

ABSENT:
Theresa Arriola, Barbara Taitano, Katie Black, Emily Wallace, Amilyn Salas, Sheila Shedd, Valerie Blas, Joanna Sablan, and Rolenda Faasuamalie

GVB STAFF AND MANAGEMENT:
Mark Manglona and Haven Torres

CALL TO ORDER

Chairman Mayor Robert Hoffman called the North America & Pacific meeting to order at 2:06 p.m.

APPROVAL OF PREVIOUS MEETING MINUTES

Ms. Paula Monk made the motion and seconded by Mr. John Calvo to approve the minutes of February 1, 2017. Motion approved unanimously, subject to minor corrections.

REPORT OF THE CHAIRMAN

Chairman Hoffman shared that he recently returned from his first PATA Micronesia Chapter tri-annual meeting in Pohnpei. Chairman Hoffman recommended that their government agencies look into integrating the policymakers into their boards so that there would be a better line of communication between the government leaders and tourism offices. He emphasizes that there is so much potential from the FSM community in terms of growing their tourism industry.

During private meetings with other PNI government officials, discussions were brought up about the behavior of their citizens on Guam. The PNI leaders feel like it is good for their citizens living on Guam to revisit their respective islands to gain a greater respect for their heritage.

Chairman Hoffman thanked United for donating the tickets for the training. Training session in Chuuck and Pohnpei were a huge success.

Chairman Hoffman plans to recommend having the Mayor's Council of Guam meetings in the various Micronesia islands. This would allow both parties to share best practices and learn more about each other's cultures. Chairman Hoffman belongs to the Association of Mariana Islands, which have members from Japan, Korea, and Philippines but they do not have any members from the Micronesian islands. This would be a great opportunity for members to join this association.

REPORT OF GVB MANAGEMENT

A. Visitors Arrival Statistics

Pacific Markets
Calendar Year Arrivals

MARKET	CY-2016	CY-2017	MTD	TOTAL CYTD	% FROM LY
CNMI	3,811	2,470	1,537	4,007	5.1%
RMI	258	136	114	250	-3.1%
FSM	2,422	1,428	810	2,238	-7.6%
Palau	906	439	257	696	-23.2%
Australia	710	689	164	853	20.1%

GUAM VISITORS BUREAU

Source: Guam Visitors Bureau Visitor Exit Surveys

Pacific Markets
Fiscal Year Arrivals

MARKET	FY-2016	FY-2017	MTD	TOTAL FYTD	% FROM LY
CNMI	7,884	6,735	1,537	8,272	4.9%
RMI	490	441	114	555	13.3%
FSM	5,156	4,255	810	5065	-1.8%
Palau	2,280	1,577	257	1,834	-19.6%
Australia	1,197	1,115	164	1,279	6.9%

GUAM VISITORS BUREAU

Source: Guam Visitors Bureau Visitor Exit Surveys



MARKET	CY-2016	CY-2017	MTD	TOTAL CYTD	% FROM LY
US Mainland	14,544	11,336	5,090	16,426	12.9%
Hawaii	3,665	2,416	1,258	3,674	0.25%
Canada	264	187	123	310	17.4%



MARKET	FY-2016	FY-2017	MTD	TOTAL FYTD	% FROM LY
US Mainland	28,263	25,537	5,090	30,627	8.4%
Hawaii	6,873	6,116	1,258	7,374	7.3%
Canada	490	443	123	566	15.5%

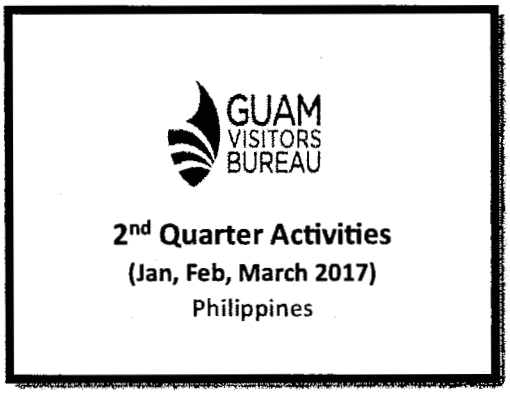


Mr. Mark Manglona presented to the committee the latest Pacific, North America, and Philippines visitor arrival numbers for both fiscal year and calendar year.

Discussion:
Mr. Calvo asked if there are statistics showing how many people from FSM are migrating to Guam? Mr. Mark Manglona shared that we could get those numbers from our research department. Mr. Manglona mentioned that the visitors' arrivals are truly visitors who indicated on the customs forms that they are visiting Guam.

B. Monthly Activity Presentation for 2nd Quarter

❖ **PHILIPPINES**

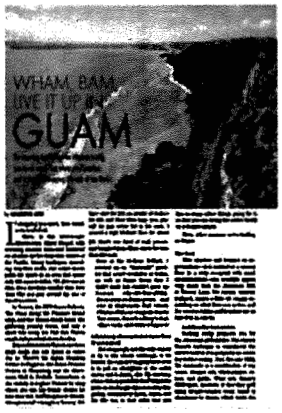


JANUARY

US Commercial Services
Business Facilitation Services
Shop Guam Festival



Full Page Feature on Guam
Manila Bulletin



FEBRUARY

PTAA TravelTour Expo 2017

2016 - 110,000
Visitors





PTAA International TravelTrade Expo

45 Sellers from 21 countries
190 Travel Agents and Tour Operators





FEBRUARY

GUAM VISITORS BUREAU

PTAA TravelTour 2017 Expo

Best Performance





Travel Trade Event

40 Travel





FEBRUARY

GUAM VISITORS BUREAU

Media Event

22 Media

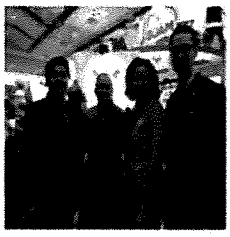




MEETINGS:

- United Airlines
- Philippine Airlines
- Cebu Pacific Air
- Sec of Communications – Office of the President
- Philippine Coast Guard
- Dive Operators
- Tropical Productions, Inc.
- US Commercial Services
- Resorts World Manila





MARCH

GUAM VISITORS BUREAU

Philippine Airlines

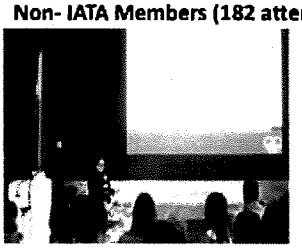
PRODUCT UPDATE

IATA Members (140 attendees)





Non- IATA Members (182 attendees)





MARCH

GUAM VISITORS BUREAU



Diamond Hotel – Manila (600 Travel Agents)



Seda Hotel – Davao (150 Travel Agents)



Mr. Haven Torres shared the January February, and March 2017 activities report for the Philippines. He explained that in January several press releases were developed for the 2017 calendar and Shop Guam Festival.

In February, GVB executed the PTAA Travel Tour Expo in Manila with over 110,000 visitors. The expo showcased 45 sellers from 21 countries with 190 travel agents and tour operators. GVB won the Best Performance award. In addition, GVB conducted a travel trade event with over 40 travel agents in attendance and a media event with over 22 media in attendance. GVB also had meetings with United Airlines, Philippine Airlines, Cebu Pacific Air, Philippine Coast Guard, dive operators, Tropical Productions, Inc., US Commercial Services and Resorts World Manila.

In March, GVB along with Philippine Airlines conducted a two-day product update with IATA members and Non-IATA members. There were over 300 in attendees for both days. Also GVB executed the The Travel Mart B2B event in Manila with over 600 travel agents and Davao with over 150 travel agents.

❖ NORTH AMERICA



JANUARY - MARCH

GUAM VISITORS BUREAU

YouTube Channel Promotion Co-op



-Work with YouTube celebrity Indy Neidell and his production team for the Great War to produce a viral and entertaining episode featuring the SMS Cormoran II

-Target millennial military historical fans on Youtube and introduce Guam's military history

Media Fam Tour



- Freelance Media Writer, Charles Davis plans to write about Guam's diving, the SMS Cormoran II Event and Guam's culture, which will be featured in various publications such as www.scubadivingnomad.com and www.deeperblue.com, among other sites.

JANUARY - MARCH

GUAM VISITORS BUREAU

PADI WEBSITE PROMOTION OF SMS CORMORAN II





MARCH 2017 STATS
-LEADERBOARD IMPRESSION: 93,910
-CLICKS: 296

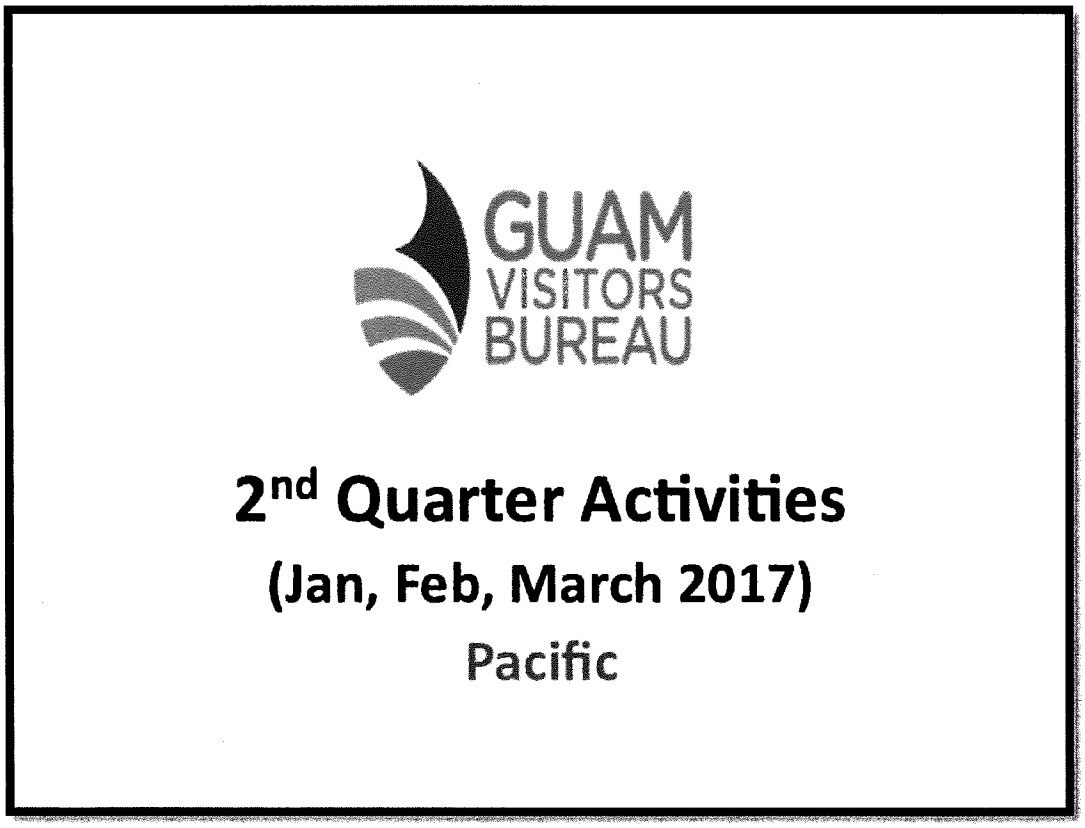
Mr. Manglona shared the January, February, and March 2017 activities report for North America. For the 2nd quarter, GVB worked with YouTube celebrity Indy Neidell and his production team for the Great War channel. Their objective is to produce a viral and entertaining episode featuring the SMS Cormoran II. Their target is a millennial military historical fan on Youtube and to introduce Guam military's history.

Also, GVB plans to work with freelance media writer, Mr. Charles Davis to write about Guam's diving, the SMS Cormoran II event and Guam's culture, which will be featured in various publications such as www.scubadivingnomad.com and www.deeperblue.com.

GVB also placed web banners promoting the SMS Cormoran II event on the PADI website.

Discussion:
Mr. Calvo asked the committee members if they heard of scuba radio on Sundays on 93.3. It's a broadcast that's nationwide and has a large following. He suggested that GVB should look into promoting Guam as a diving destination through scuba radio. Mr. Manglona mentioned that he would check with Ms. Pilar Laguana regarding Mr. Calvo's suggestion.

❖ PACIFIC



Mr. Mark Manglona shared a short video report of his recent trip to Pohnpei for the PATA Micronesia Chapter 1st tri-annual meeting.

Discussion:
No discussion.

V. OLD BUSINESS

No old business.

VI. NEW BUSINESS

A. FY17 3rd Quarter Activities/Promotions

❖ **PHILIPPINES**



APRIL

1) SMS Cormoran & United Marathon Media Famtour

- Travel Life Magazine
- www.wanderlass.com
- www.lakwatsero.com

2) Digital Coop Campaign with Cebu Pacific Air

3) MICE Incentive Program for MICE Travel Agents

4) Platinum Key Service – US Commercial Services

5) Social Media Campaign

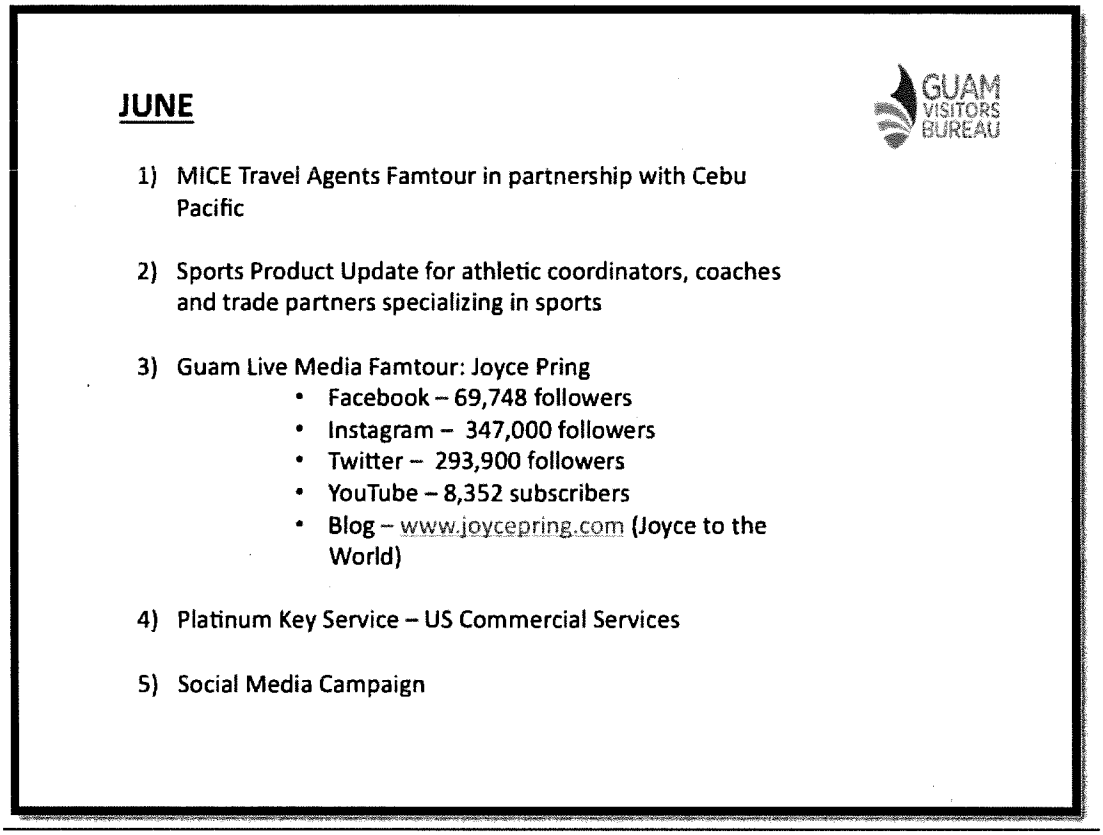
MAY

1) Guam Micronesia Island Festival (GMIF) Media Famtour in partnership with Cebu Pacific Air
   - ABS – CBN's multi awarded TV Show: Matanglawin
   - Kim Atienza - Host
     - Facebook – 158,856 followers
     - Instagram – 404,000 followers
     - Twitter – 3.9M followers
   - Wil Dasovich – Co-Host / Vlogger
     - YouTube – 407,865 subscribers
     - Facebook – 139,360 followers
     - Instagram – 169,000 followers
     - Twitter – 46,800 followers

2) MICE Product Presentation to top corporate accounts in partnership with airlines and trade partners

3) Roadshow in Cebu, Bacolod, Iloilo in partnership with Cebu Pacific

4) Platinum Key Service – US Commercial Services



Mr. Torres shared the plans for the 3rd quarter activities and promotions for the Philippines. In April, GVB plans to conduct a familiarization tour with Cebu Pacific Air on a digital coop campaign, a MICE incentive program for MICE travel agents, and work with the US Commercial Services with their platinum key services.

In May, GVB plans to conduct a GMIF familiarization tour with a popular TV show Matanglawin. We plan to bring the host, co-host and their crew to film several episodes on Guam during GMIF. Also in May, GVB plans to conduct a road show in Cebu, Bacolod, and Iloilo in partnership with Cebu Pacific.

In June, GVB plans to conduct a Guam Live media familiarization tour with Ms. Joyce Pring. She is very popular in the Philippines with a large following and very influential. GVB plans to also work with athletic coordinators, coaches, and trade partners specializing in sports tourism.

Discussion:
No discussion.

❖ NORTH AMERICA

GUAM VISITORS BUREAU

3rd Quarter Plans
(April, May, June 2017)
North America

MAY

GUAM VISITORS BUREAU

IGLTA 2017 ST PETE FLORIDA

IGLTA 34TH ANNUAL GLOBAL CONVENTION
St. Petersburg, Florida
May 4 – 6, 2017

About the Event
The IGLTA Annual Global Convention is the world's premier educational and networking event for LGBT tourism professionals. The 34th edition of the conference will connect gay, lesbian and gay friendly travel and tourism suppliers and buyers through its hosted buyer and scheduled appointment program, numerous educational workshops and networking receptions.

SCUBA SHOW
THE DIVING EVENT OF THE YEAR!

SCUBA SHOW
Long Beach, California
May 6 - 7, 2017

About the Event
Over 10,000 people attended the show in 2016.

One of the largest Scuba Diving Consumer event in North America

Showcases 76,000 sq. ft. of exhibit space, 300+ exhibitors, seminars and clinics.

JUNE

IPW 2017
Washington, DC
June 3 - 7, 2017

About the Event
IPW is the U.S. Travel Assoc.'s premier international marketplace and largest generator of travel to the U.S.

3 days of pre-scheduled B2B appointments

More than 1,000 U.S. travel organizations from every region of USA

More than 1,300 international and domestic buyers from more than 70 countries

Generates more than $4.7 billion in future Visit USA travel

Mr. Manglona shared the plans for the 3rd quarter activities and promotions for North America. In May, GVB plans to attend the 34th annual IGLTA global convention in St. Petersburg, Florida from May 4-6, 2017. The IGLTA annual global convention is the world's premier educational and networking event for LGBT tourism professionals. GVB plans to also attend the Scuba Show in Long Beach, California from May 6-7, 2017. It is one of the largest scuba diving consumer events in North America with over 10,000 people in attendance in 2016.

In June, GVB plans to attend the IPW 2017 in Washington, DC from June 3-7, 2017. IPW is the U.S. Travel Association's premier international marketplace and largest generator of travel to the U.S. It is 3 days of pre-scheduled B2B appointments with more than 1,000 U.S. travel organizations from every region of USA and more than 1,300 international and domestic buyers from more than 70 countries.

Discussion:
No discussion.

❖ PACIFIC

GUAM VISITORS BUREAU

3rd Quarter Plans
(April, May, June 2017)
Pacific

APRIL

GUAM VISITORS BUREAU

United Guam Marathon
April 9, 2017





MARATHON - REGISTRATION SCHEDULE

Registration Fee until	02 Sep	02 Dec	03 Feb	04 Apr	EXPO
Guam Resident	$40	$65	$75	$90	$120
Non-Resident	$60	$85	$100	$120	$150

MUST BE AT LEAST AGE 14 ON RACE DAY

HALF MARATHON - REGISTRATION SCHEDULE

Registration Fee until	02 Sep	02 Dec	03 Feb	04 Apr	EXPO
Guam Resident	$35	$55	$70	$80	$90
Non-Resident	$55	$75	$90	$100	$130

MUST BE AT LEAST AGE 14 ON RACE DAY

5K AND 10K - REGISTRATION SCHEDULE

Registration Fee until	02 Sep	02 Dec	03 Feb	04 Apr	EXPO
Guam Resident	$ 5	$25	$30	$35	$50
Non-Resident	$30	$45	$55	$65	$100

REGISTER @ http://unitedguammarathon.com/register-now

Micronesia Forum (formerly Micronesia Chief Executive Summit)
April 27-28, 2017



14th Annual Travel Fair

MWR



FORCE

Andersen Air Force Base:
Date: Wednesday, May 3, 2017
Venue: Sunrise Conference Center
Time: 4:00pm-7:00pm

Naval Base Guam:
Date: Thursday, May 4, 2017
Venue: Top o' the Mar, Nimitz Hill
Time: 4:00pm-7:00pm

MAY

GUAM MICRONESIA ISLAND FAIR
May 3 – 7, 2017



GUAM VISITORS BUREAU

PATA
Pacific Asia Travel Association

PATA ANNUAL SUMMIT
Sri Lanka
May 18 - 21, 2017

About the Event
The summit is a 4-day working event that brings together thought leaders and industry professionals from around the world.

Theme "Disruption. Innovation. Transformation: The Future of Tourism"

Summit includes a one-day conference and embraces the PATA Annual General Meeting and the Youth Symposium

Also part of the program is the UNWTO/PATA Ministerial Debate

Host Sri Lanka supported the PATA Annual Summit on Guam

Mr. Manglona shared the plans for the 3rd quarter activities and promotions for Pacific market. In April, there is the Micronesia Forum formerly the Micronesia Chief Executive Summit, from April 27-28, 2017.

In May, GVB plans to attend the 14th annual military travel fair on May 3rd & May 4th at both Andersen Air Force Base and Naval Base Guam. Also in May we have the 29th Annual Guam Micronesia Island Fair from May 3-7, 2017. This year's theme is celebrating the love of culture.

In addition, the PATA Annual Summit is happening in Sri Lanka from May 18-21, 2017. The summit is a 4-day working event that brings together leaders and industry professionals from around the world. The Summit includes a one-day conference and embraces the PATA Annual General Meeting and Youth Symposium.

Discussion:
No discussion.

B. Travel Motions

PATA ANNUAL SUMMIT 2017

Mr. John Calvo made a motion, seconded by Ms. Susan Fryer to approve travel of GVB Board of Director, Robert Hoffman, 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. Motion Approved.

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 determine in 2017.

Issue: Board approval needed for travel.

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

Mr. John Calvo made a motion, seconded by Ms. Susan Fryer to approve travel of Board of Director, Robert Hoffman 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. Motion Approved.

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.

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.

Discussion:
Mr. Calvo mentioned that recently he heard that more and more travelers are not using travel agents to book their tickets and are shifting more towards online platforms. He

suggested that GVB look into and share recent trends of consumers buying & booking their travel.

VII. ANNOUNCEMENTS

Mr. Calvo asked if anyone has seen the Year of Love video and if management reviewed the video prior to it being released. Mr. Manglona responded yes, management reviewed the video before it went live on various social media outlets and channels.

Mr. Calvo shared that previous videos released from GVB were fast pace with great images however he mentioned that he had to force himself to watch this video in its entirety. He went on to say that this video took long to tell the story. He mentioned that you could feel that there was no magic coming from the video.

Next North America & Pacific committee meeting is scheduled for May 3, 2017 at 2PM in the GVB main conference room.

SMS Cormoran historical lectures on April 5 & 6, 2017 at 4PM at the T. Stell Newman Information Center.

SMS Cormoran II peace memorial services are on April 7, 2017 at 1PM at the US Naval Cemetery in Hagatna, next to Autospot.

Smokin' Wheels this weekend from April 7-9, 2017 at the Yigo Raceway Park.

United Guam Marathon on April 9, 2017.

Guam Micronesia Island Fair will take place from May 3-7, 2017 at the Paseo & Chamorro Village area in Hagatna.

VIII. ADJOURNMENT

Being no further business to discuss, Ms. Paula Monk made a motion, seconded by Mr. John Calvo to adjourn the meeting at 3:00p.m. Motion Approved.

Prepared by: _____
Haven Torres, Marketing Coordinator – North America & Pacific

Reviewed by: _____
Mark Manglona, Marketing Manager – North America & Pacific

Approved by: _____
Pilar Laguana, Director of Global Marketing

GVB RUSSIA & NEW MARKETS COMMITTEE MEETING
Tuesday, April 4, 2017, 10:00 a.m.
GVB Main Conference Room

PRESENT:	Bart Jackson, William Nault, Neil Urbano, Ekaterina Sablan, Olga Tonkikh, and Nadia Romanenko
ABSENT:	Chris Yang, Roy Abraham, Akiko Futakami, Trina Cruz, Echo Man, Elisha Lee, Matthew Martin, Amilyn Salas, Mari Buensuceso, Rolenda Faasuamalie, Jenny Kim, Olga Green, Rita Jackson, Jenny Cheon, Jane Koo, Joanna Sablan, Seong-uk Jo, and Sheena Tiamzon
GVB Russia Rep:	Aleksandra Karptsova
GVB STAFF AND MANAGEMENT:	Regina Nedlic and Haven Torres

CALL TO ORDER

Chairman Bart Jackson called the Russia & New Markets meeting to order at 10:10 a.m.

APPROVAL OF PREVIOUS MEETING MINUTES

Mr. Ekaterina Sablan made the motion seconded by Ms. Nadia Romanenko to approve the minutes of December 13, 2016. Motion approved unanimously, subject to minor corrections.

REPORT OF THE CHAIRMAN

Chairman Jackson greeted & welcomed the committee members, as this was the first Russia & New Markets committee meeting for 2017. Chairman Jackson shared that he was appointed to the Board by the Legislature & Speaker BJ Cruz to serve a two-year term. Chairman Jackson mentioned that he is joined on the committee with Mr. William Nault who is a Governor appointee to the GVB Board of Directors.

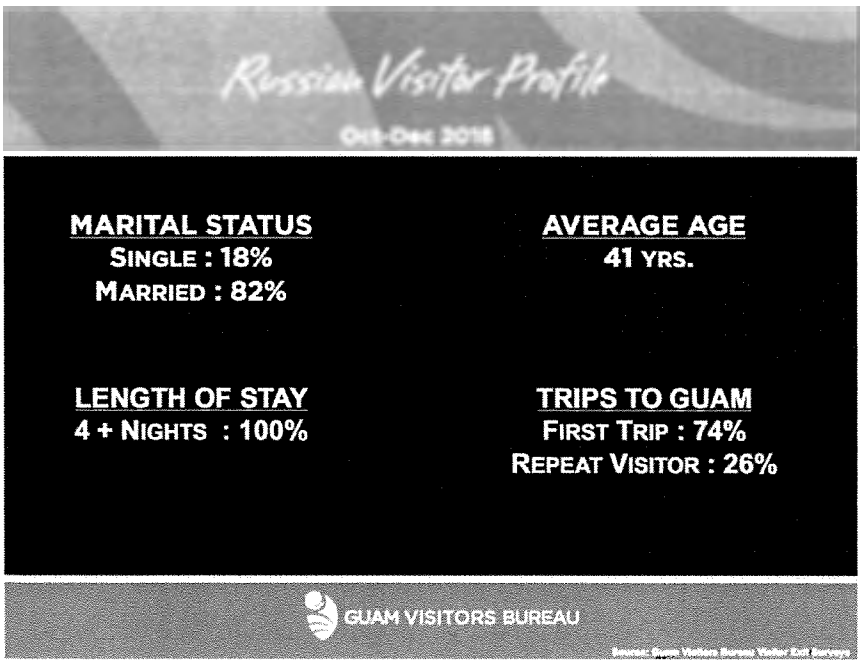
Chairman Jackson introduced Ms. Regina Nedlic as the new Marketing Manager handling the Russia & Philippines markets. Mr. Mark Manglona has been reassigned to the Pacific and North America markets. Also Chairman Jackson mentioned that GVB has a new vice president, Mr. Antonio Muna. He was appointed to this position by the board of directors.

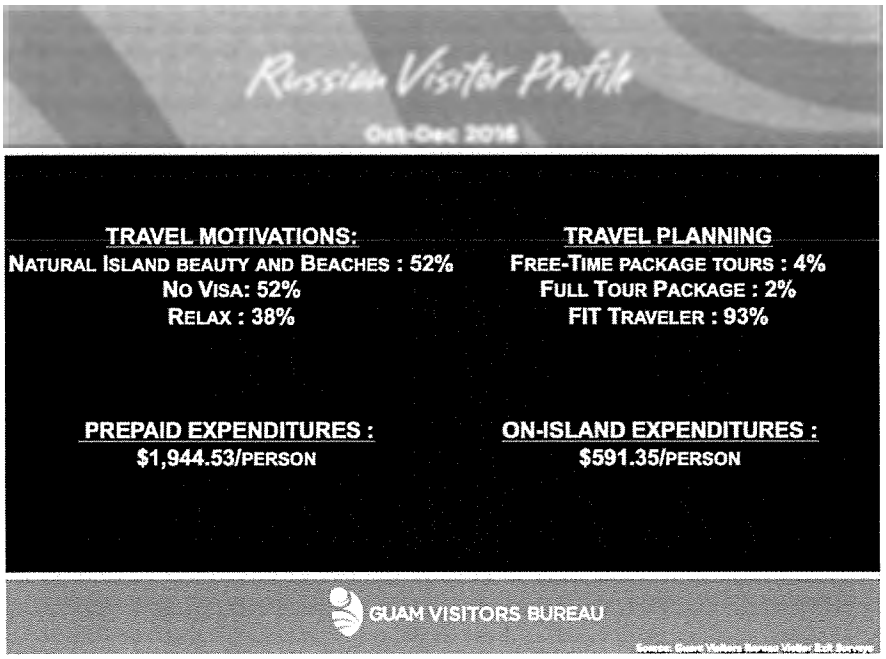
Chairman Jackson shared that much hasn't change in the Russia market and that at the board of directors level, they have all agreed that Russia is still one of their core markets. The plan would be to still to remain active and present in the market. He believes until there are direct flights, the Russian arrivals will be between in the 2500 to 4000 bracket.

REPORT OF MANAGEMENT

A. Visitors Arrival Statics







Mr. Haven Torres presented to the committee the latest GVB visitor arrival report for both fiscal year and calendar year. He also shared the Russian visitor profile report, which was generated from the GVB visitor exit surveys.

Chairman Jackson recommended including the percent changes for both fiscal and calendar year to date. This would indicate how the market is doing relative to the same period the year prior.

Chairman Jackson shared that he doesn't believe that 93% for Russian travelers are FIT. He feels the true number is around 25%. Most of the travelers still come through a travel agency. He feels the high number could be that the travelers do not understand the questions based on its translation.

Chairman Jackson also mentioned that the on-island expenditures per person are low for someone whose average stay on Guam is two weeks. Culturally the Russian are open to share with others really how much their spending and what their spending it on.

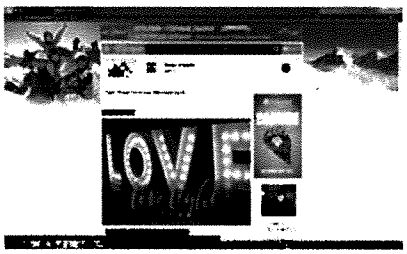
B. Monthly Activity Presentations for January, February, and March 2017

GUAM VISITORS BUREAU

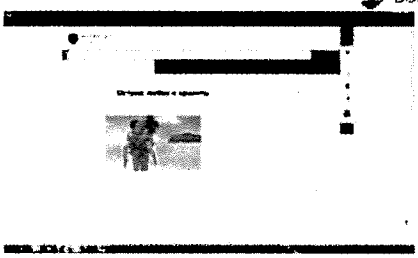
January 2017 activities

RUSAPAI

Press-releases



Tourprom.ru



Unitravel.ru



Travelinfo.ru



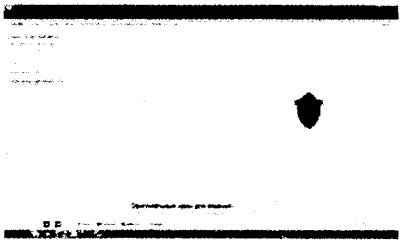
Tourprom.ru

RUSAPAI

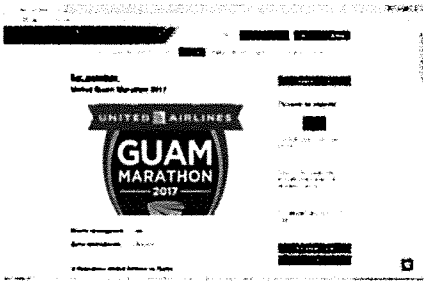
United Airlines Guam Marathon



42km.ru



Probeg.org

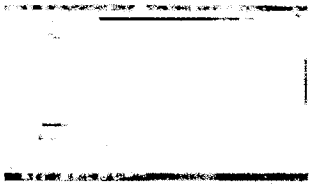


Trilife.ru

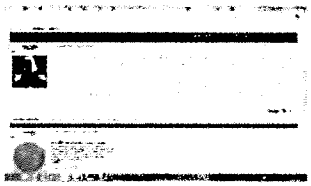
After fam tour publications (by Anton Agarkov)



SMS Cormoran (diving Forums)



Dive-magazine.ru



Abirvalg.net

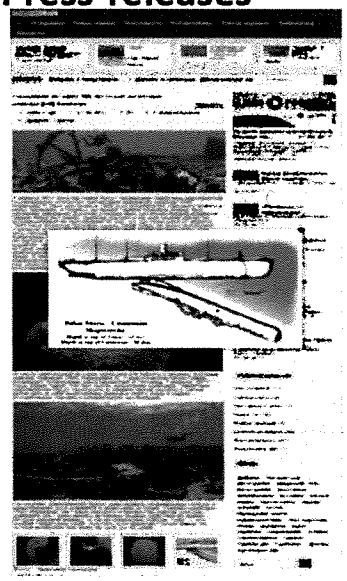
RUSAPAI

GUAM VISITORS BUREAU

February 2017 activities

RUSAPAI

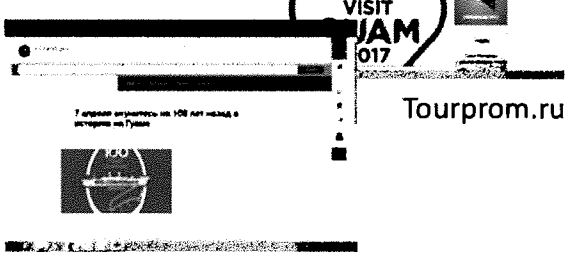
Press-releases



Turist-dv.ru



Unitravel.ru



Tourprom.ru

Travelinfo.ru

RUSAPAI

United Airlines Guam Marathon

Leaflets (2 sides) were distributed during Vladivostok Ice Marathon on February 25





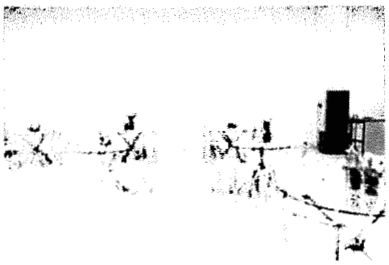
March 2017 activities

Press-Brunch Workshop

- The event took place in Moscow on March 12, 2017
- More than 150 media representative participated at the event in total







RUSAPAI

Moscow International Travel and Tourism exhibition (MITT) 2017

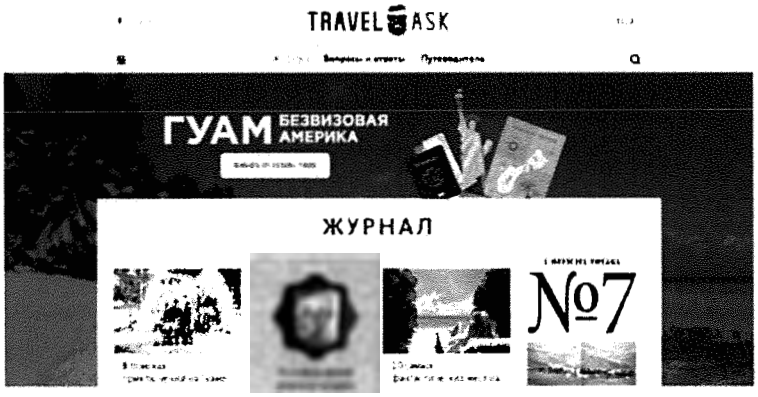
- Leaflets (2 sides) were distributed during Vladivostok Ice Marathon on February 25







Travel Ask Project





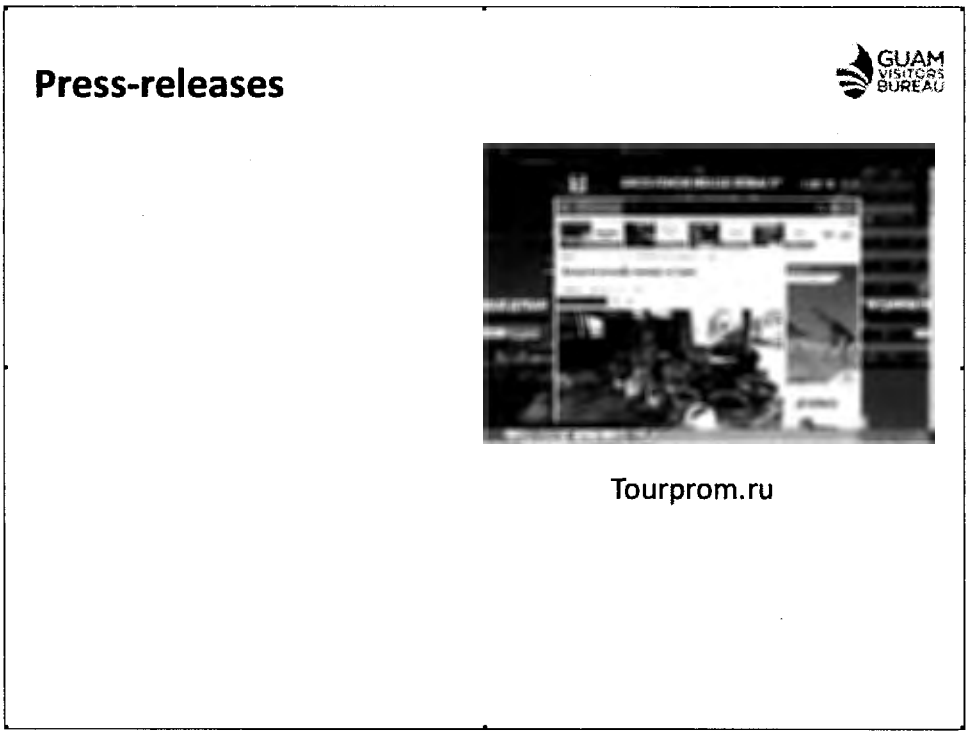
- 90 thousand unique visitors per day
- 920 000 followers on Facebook official pages
- Male/Female ratio: 50% x 50%

Divers' Day Celebration

Distribution of collateral materials and souvenirs among dive instructors of DivePrim Diving center (during celebration of Divers' Day)







Ms. Aleksandra Karptsova shared the January, February, and March 2017 activities report. She explained that in January several press releases were developed for the 2017 calendar of events, United Guam marathon, and SMS Cormoran. In addition, Mr. Anton Agarkov released a magazine publication in January after his familiarization tour in Guam.

In February, Ms. Karptsova shared that her office created more press releases for Visit Guam 2017 Year of Love campaign and distributed UGM and Koko leaflets during the Vladivostok Ice Marathon on February 25.

Ms. Karptsova mentioned that during the month of March, GVB participated in the annual Moscow International Travel and Tourism exhibition as well as attended the press brunch workshop held a day before MITT. In March, during the divers' day celebration, GVB distributed collateral materials and souvenirs among diver instructors of DivePrim diving center.

Discussion:
Chairman Jackson asked if Russia travelers use TripAdvisor. Ms. Karptsova replied that TripAdvisor is a bit tricky because a few years, there was scandal that there was fake comments and reviews being placed on TripAdvisor site. Chairman Jackson recommended that GVB Russia take a look and plan into getting more involved with TripAdvisor.

OLD BUSINESS

None.

NEW BUSINESS

A. Pacific International Travel Expo (PITE) 2017
B. Y17 3rd Quarter Activities/Promotions

GUAM VISITORS BUREAU

Plans for the 3rd quarter of FY2017

April 2017

SMS Cormoran Diving Fam Tour: April 4-April 10

- Predelnaya Glubina (Ultimate Depth) magazine

STI Siberian Road Show:

- Novosibirsk – April 11
- Irkutsk – April 14
- Yakutsk (in absentia) – April 19

May 2017

GMIF Fam Tour: May 3 – May 9

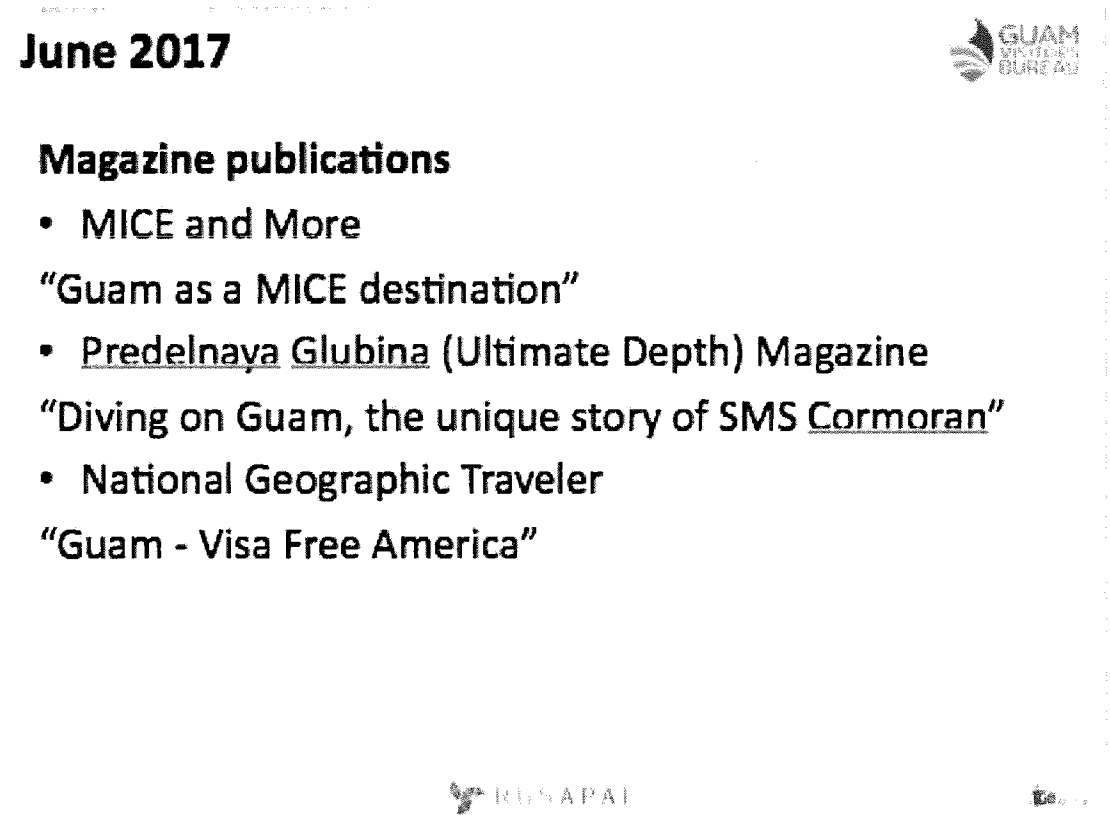
- Media from European part of Russia
- Possible cooperation with Korean Airlines

Pacific International Tourism Exhibition: May 19 – May 21

- Meeting with Korean Airlines (VVO office)
- Meeting with TAs at Guam booth

Website publications

- Moyaplaneta.ru "Unique culture and history of Guam"



Ms. Aleksandra Karptsova shared the plans for the 3rd quarter activities and promotions.
Discussion:
Ms. Sablan asked the briefly about the plans for the upcoming STI Siberian road show. Ms. Karptsova responded that they plan to visit the cities and meet with the travel agents from the respective cities, as this will be GVB's first visit to those cities. She also emphasized that when planning these road shows, they look at cities where air routes and connections are most favorable.

Chairman Jackson suggested trying tie-ups with companies in Russia in exchange for free rooms or free stays. There are hotel members willing to provide free hotel accommodations for prizewinner or similar promotion.

ANNOUNCEMENTS

Next Russia & New Markets committee meeting is scheduled for May 2, 2017 at 10AM in the GVB main conference room.

SMS Cormoran historical lectures on April 5 & 6, 2017 at 4PM at the T. Stell Newman Information Center.

SMS Cormoran II peace memorial services are on April 7, 2017 at 1PM at the US Naval Cemetery in Hagatna, next to Autospot.

Smokin' Wheels this weekend from April 7-9, 2017 at the Yigo Raceway Park.

United Guam Marathon on April 9, 2017.

Guam Micronesia Island Fair will take place from May 3-7, 2017 at the Paseo & Chamorro Village area in Hagatna.

ADJOURNMENT

There being no further business to discuss, Ms. Nadia Romanenko made a motion and Ms. Ekaterina Sablan seconded to adjourn the meeting at 10:4am.

Prepared by: _____
Haven Torres, Marketing Coordinator – Russia & Philippines

Reviewed by: _____
Regina Nedlic, Marketing Manager – Russia & Philippines

Approved by: _____
Pilar Laguana, Director of Global Marketing