Gmail

BENJAMIN CRUZ <speaker@senatorbjcruz.com>

GVB Board Packet: May 25, 2017

2 messages

Karida Brennan <karida.brennan@visitguam.org>
To: BENJAMIN CRUZ <speaker@senatorbjcruz.com>

Thu, May 25, 2017 at 1:44 PM

Hâfa Adai Speaker Cruz,

Pursuant to Title 5 Ch 8 Section 8113.1. of the Guam Code Annotated, attached is the board packet of May 25, 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
MAY 25 2017
Time: 1:44 [ ] AM [✓] PM File No: _____
Received By: _____
GL# 34-17-567

2017 MAY 26 AM 10:41

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5 attachments

- **Agenda_May252017.pdf** 81K
- **Exhibit_A_MINUTES_May112017.pdf** 2598K
- **Exhibit_B_CASH POSITION_05-22-17.pdf** 24K
- **Exhibit_C_JMC May 9, 2017 Minutes.pdf** 959K
- **Exhibit_D_KMC May 9, 2017 Minutes.pdf** 1351K

BENJAMIN CRUZ <speaker@senatorbjcruz.com>
To: 34th Guam Legislature Clerks <clerks@guamlegislature.org>
Cc: Rennae Meno <rennae@guamlegislature.org>

Thu, May 25, 2017 at 6:11 PM

5/25/2017	5/25/2017	Guam Visitors Bureau	GVB Board Packet: May 25, 2017	34-17-567

[Quoted text hidden]

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OFFICE OF SPEAKER BENJAMIN J.F. CRUZ

Committee on Appropriations and Adjudication

I Mina'trentai Kuattro na Liheslaturan Guåhan

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

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5 attachments

- **Agenda_May252017.pdf** 81K
- **Exhibit_A_MINUTES_May112017.pdf** 2598K
- **Exhibit_B_CASH POSITION_05-22-17.pdf**

0567

REGULAR BOARD OF DIRECTORS MEETING
Thursday, May 25, 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 May 11, 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

B. SPORTS & EVENTS

C. ADMINISTRATION & GOV'T RELATIONS

D. DESTINATION MANAGEMENT

E. GREATER CHINA

F. JAPAN

Committee minutes dated May 9, 2017 Exhibit C

G. KOREA

Committee minutes dated May 9, 2017 Exhibit D

HANA TOUR INTERNATIONAL TRAVEL SHOW 2017 & AIRLINE MEETINGS

Motion to approve travel for GVB Chairman to attend the Hana Tour International Travel Show and Airline Meetings on June 8-11, 2017 in Seoul, Korea. Cost is approximately $3,465.00 from Budget Account # JA-SMD008.

Marketing

Airfare ($1,000 x 1 pax)	$	1,000.00
BOD/MGMT Per Diem – Lodging ($230/night x 5 nights + 25% x 1 pax)	$	1,437.50
BOD/MGMT Per Diem – M&IE ($137/day x 6 days + 25% x 1 pax)	$	1,027.50
Total	**$**	**3,465.00**

Background: Hana Tour is South Korea's largest tour company and wholesaler that organizes the Hana Tour International Travel Show (HITS) on of the largest annual trade and consumer event. In 2016, the total number of visitor was 95,000 with KRW32.2Billion of sales amount over four days.

This will be the 6th year GVB is joining the event. The fair is a key direct sales and presentation event for overseas destinations and GVB's presence will provide support to its members attending while elevating awareness of Guam to consumers, trade, and trade media. GVB hopes to show Hana Tour its commitment and support to continue pushing Guam sales.

In addition to participating in the Hana Tour International Travel Show the Bureau will also be conducting airline meetings with potential and existing airlines in Korea. With the declining air seat capacity from Japan pursuing alternative routes and additional seats capacity via Korean air carriers provides an opportunity to stabilize the Japan market.

Issue: Board approval for travel required.

H. MEMBERSHIP & COMMUNITY OUTREACH

I. NORTH AMERICA & PACIFIC MARKETS

J. RESEARCH

K. RUSSIA & NEW MARKETS

L. VISITOR SAFETY & SATISFACTION

M. CULTURAL & HERITAGE

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

- Guam Live International Music Festival: June 3
- Quarterly Membership Meeting: June 12, 9am – 12pm
- Guam BBQ Block Party: July 1

Upcoming Board Meetings:

- Thursday, June 8, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, June 22, 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

3. Management to look into drafting rules and regulations for signage in bus shelters

4. Management to facilitate meeting with GVB, GIAA, and GEDA regarding the current situation in the Japan market

EXHIBIT A

BOARD OF DIRECTORS REGULAR MEETING
Thursday, May 11, 2017 – 3:30pm
Guam Visitors Bureau – Main Conference Room

BOARD OF DIRECTORS PRESENT:

Director Sam Shinohara	Director Bart Jackson
Director Brad Kloppenburg	Director Young Hong
Director William Nault	Director Katarina Sgro
Director Eduardo "Champ" Calvo	Director Theresa Arriola

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Milton Morinaga	Director Tak Takano
Director Satoru Murata	Director Monte Mesa
Director Robert Hofmann	

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight	Antonio Muna	Meriza Peredo
Dee Hernandez	June Sugawara	Nadine Leon Guerrero
Regina Nedlic	Rose Cunliffe	Pilar Laguana
Haven Torres	Russell Ocampo	Gina Kono
Colleen Cabedo	Kraig Camacho	Mark Manglona
Ana Cid	Brian Borja	

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:
Joe Mesngon – Senator Dennis Rodriguez's Office
Lara Ozaki – Glimpses Publications
George Castro – Depo Resources

I. CALL TO ORDER

Director Arriola called the meeting of board to order at 3:42pm.

Director Calvo made a motion, seconded by Director Jackson, to nominate Director Shinohara to serve as Acting Chairman of the Board for the duration of this board meeting.
Motion approved

In the absence of Chairman Morinaga and Vice Chairman Mesa, Director Shinohara served as Acting Chairman of the Board.

II. MINUTES OF THE PREVIOUS MEETING Exhibit A

Director Jackson made a motion, seconded by Director Arriola, to approve the minutes of the previous board of directors meeting dated April 27, 2017.
Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

IV. PRESIDENT & CEO'S REPORT



Month to Date 2017

May 1 - 9, 2017

Total: 37,490 (+9.1%)

% Market Mix	Origin	Pax	% to LY
45.0%	Japan	16,874	3.8%
42.9%	Korea	16,075	18.8%
0.8%	China	305	-47.0%
1.1%	Hong Kong	422	248.8%
1.6%	Taiwan	636	-12.0%
4.3%	US/Hawaii	1,612	5.8%
1.3%	Philippines	501	-19.2%

RESEARCH

April 2017

April 1 - 30, 2017

Total: 122,622 (+16.3%)

% Market Mix	Origin	Pax	% to LY
40.6%	Japan	49,834	1.1%
43.6%	Korea	53,517	38.4%
1.4%	China	1,720	-6.0%
1.7%	Hong Kong	2,052	243.1%
2.6%	Taiwan	3,208	24.0%
4.5%	US/Hawaii	6,091	-5.8%
1.8%	Philippines	2,135	13.1%

GUAM VISITORS BUREAU

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

Note: May 2017 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2017

January-April 2017

Total: 532,753 (+4.4%)

% Market Mix	Origin	Pax	% to LY
43.7%	Japan	232,611	-11.6%
39.9%	Korea	212,429	29.9%
1.8%	China	9,486	-19.1%
1.4%	Hong Kong	7,711	180.1%
2.5%	Taiwan	13,521	-5.5%
4.9%	US/Hawaii	26,191	2.4%
1.1%	Philippines	5,972	6.1%

GUAM VISITORS BUREAU

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

GUAM VISITORS BUREAU

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

Fiscal Year to Date 2017

October 2016 - April 2017

Total: 923,682 (+5.3%)

% Market Mix	Origin	Pax	% to LY
44.8%	Japan	414,211	-8.3%
39.5%	Korea	364,435	25.7%
1.6%	China	14,873	-9.2%
1.2%	Hong Kong	11,209	112.6%
2.5%	Taiwan	23,242	-0.4%
4.8%	US/Hawaii	44,092	3.7%
1.4%	Philippines	12,999	34.0%

GUAM VISITORS BUREAU

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

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

MARKETING

Korea Marketing News

Guam Photo Exhibit
April 28-30, 2017

- Consumer event held at Time Square Mall in Seoul, Korea
- Photos displayed were taken by recent Sony Korea FAM and other stock images of Guam.



DESTINATION

Sports & Events



Guam Micronesia Island Fair

- 50,000 people attended in 5 days
- 95 vendors and over 100 booths
- Diverse entertainment line-up included acts from Guam and Hawaii
- 8 delegations were represented
- Free transportation to GMIF
- Positive feedback on new location
- GMIF app was well received
- Next year will celebrate GMIF's 30th

You're invited!

Tourism month proclamation

- Acting Governor Ray Tenorio to sign proclamation declaring May 2017 as Tourism Month
- When & Where: May 12, 2017 at 3:15 p.m. in the large conference room in Adelup
- This week (May 7-13) is also National Travel and Tourism Week
- Student winners for Tourism Works poster and video contests will be announced immediately after proclamation signing



V. TREASURER'S REPORT

Exhibit B

FY 2016

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

FY 2017

	Appropriation	Received to Date		Balance	
Operations	**$ 21,282,472.00**	**$ 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	$ 14,391,961.24
First Hawaiian Bank - Membership	$ 116,182.03
Resona	$ 702,890.91
Bank of Guam - TAF	$ 1,306,054.26
Raymond James - CD value as of 03/31/2017[2]	$ 2,534,156.66
TOTAL UNRESTRICTED	**$ 19,051,245.10**
TOTAL CASH as of 05/08/2017	**$ 21,713,819.50**

Current Payables

Asatsu invoices JAN - MAR	$ 1,734,929.53
Japan Invoices	$ 31,894.79
Guam Invoices	$ 287,958.07
Encumbered Contracts	$ 3,901,113.02
Encumbered Purchase Orders	$ 200,930.41
TOTAL as of 05/08/2017	**$ 6,156,825.82**

NOTES

NOTE 1

$461,017.67	Cultural and Sports Ambassador Fund
($6,250.00)	Cultural and Sports Ambassador expenses - reimburse Operations
$454,767.67	

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
($142,528.00)	Board approved $142,528 on 4/12/17 for VSS Supplemental Budget Request
$288,799.34	

May 8, 2017

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

TESTIMONY ON BILL 80-34 Exhibit C

Director Jackson made a motion, seconded by Director Kloppenburg, to ratify Executive Committee's approval of GVB's testimony on Bill No. 80-34 (COR)- An act to add Section 16136 to Chapter 16, Title 17 all of the Guam Code Annotated, relative to designating the University of Guam as lead agency for climate change and creating and funding the Island Sustainability Outreach and Action (ISOA) Program.
Motion approved

- President Denight reported that Vice President Muna attended the hearing and read the testimony. We did not get favorable feedback from Speaker Cruz. President Denight reiterated that our point was that we do care about the environment and sustainability but we also wants to use these funds to clean our beaches and prioritize our work before getting into these high level issues. Director Arriola added that we are not against the issue but we feel that this is not the right use of the funds. She also stated that there are many grants available for climate change work that UOG can take advantage of.

B. CULTURAL & HERITAGE

C. SPORTS & EVENTS

D. ADMINISTRATION & GOV'T RELATIONS

GVB FY2018 BUDGET Exhibit D

Motion to approve GVB's FY2018 budget submission to the Legislature in the amount of $27,510,000 as presented by management.

- As a result of a discussion regarding Visitor Safety and Satisfaction (specifically the trash issue), the board unanimously decided to increase the FY2018 budget request by $300,000.

Director Jackson made a motion, seconded by Director Calvo, to approve GVB's FY2018 budget submission to the Legislature in the amount of $27,810,000 as presented by management.
Motion approved

Issue: Board approval required.

E. DESTINATION MANAGEMENT

F. GREATER CHINA

Committee minutes dated April 14, 2017 Exhibit E

- President Denight reported that EVA Air suspended its service to Guam. He then provided the board with some background on the airline. He feels that the suspension was internally driven as a new chairman was recently elected. Chairman Morinaga, Director of Global Marketing (DoGM) Laguana, and other members of the marketing team will be traveling to

Taiwan to meet with EVA Air and China Airlines to get more information on the suspension.

- He went on to report that Hong Kong Express has also suspended its service from Guam but they will continue their service to Saipan. The difference is that Guam does not have a Visa Waiver.

G. JAPAN

- Director Nault feels that improvements need to be made to the GVB website to make it more compatible with mobile phones and tablets. Per President Denight, work is being done to make the website more compatible with these devices for all languages.

H. KOREA

- Director Jackson reported that Korea just elected a new president who is inclined to work more closely with North Korea. This could be an economic risk, but the new administration is working with less aggression than the previous one.

I. MEMBERSHIP & COMMUNITY OUTREACH

- Director Kloppenburg reported that we currently have 394 members.
- Our next quarterly membership meeting will be on June 12. The venue is TBD. President Denight and Clifford Guzman will be giving a presentation on HOT Bond projects.

J. NORTH AMERICA & PACIFIC MARKETS

K. RESEARCH

L. RUSSIA & NEW MARKETS

M. VISITOR SAFETY & SATISFACTION

- Director Hong reported that the VSS committee conducted a beach inspection from Hilton to Guam Reef and found that several areas need more light at night.
- The VSS committee will be meeting with GPD, GFD, DPR, the Lieutenant Governor's Island Beautification Task Force, EPA, and BSP sometime in July.
- The Talofofo Banana Festival, Merizo Crab Festival, and Agana Heights Coconut Festival have all concluded. The Agat Mango Festival will begin on May 26 and end on May 28.
- Director Arriola touched on the trash issue and how we need more trash receptacles throughout the island. President Denight mentioned that the downside of public receptacles is that some locals use them to dump trash from their personal residence (instead of paying for trash collection service). This is why the receptacles were removed from Ypao two years ago. Director Jackson added that merely providing receptacles will not be enough. We need to implement a reliable trash collection program for this to be effective. The board discussed adjusting the FY2018 budget request to include funds to resolve the trash issue (see GVB FY2018 Budget motion under Administration & Government Relations).

VII. OLD BUSINESS

- Acting Chairman Shinohara asked management to make efforts to facilitate a conversation between GVB, the airport, and GEDA to discuss the current situation in Japan.

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

Director Calvo made a motion, seconded by Director Jackson, to go into Executive Session.
Motion approved

X. ANNOUNCEMENTS

Announcements:

- Guam Live International Music Festival: June 3
- Guam BBQ Block Party: July 1

Upcoming Board Meetings:

- Thursday, May 25, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, June 8, 2017 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

Director Jackson made a motion, seconded by Director Calvo, to adjourn the meeting.
Meeting adjourned at 5:21pm.
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

3. Management to look into drafting rules and regulations for signage in bus shelters

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**	**$ 14,622,963.76**	**69%**	**$ 6,659,508.24**	**31%**
Destination Development	**$ 1,085,000.00**	**$ 723,333.34**	**67%**	**$ 361,666.66**	**33%**
Rainy Day Fund	$ 200,000.00	$ 133,333.34	67%	$ 66,666.66	33%
Cultural & Sports Ambassador Fund	$ 200,000.00	$ 133,333.84	67%	$ 66,666.16	33%
Pass-Thru	$ 1,085,000.00	$ 823,751.09	76%	$ 261,248.91	24%
TOTAL	**$ 23,852,472.00**	**$ 16,436,715.37**		**$ 7,415,756.63**	
TOTAL RECEIVABLES FY 2017				**$ 7,415,756.63**	
TOTAL RECEIVABLES				**$ 7,453,256.63**	

Accounts

RESTRICTED

Bank of Guam - Rainy Day Fund	$ 2,218,439.34
Cultural & Sports Ambassador Fund[1]	$ 477,718.90
TOTAL RESTRICTED	**$ 2,696,158.24**

UNRESTRICTED

Bank of Guam - Operations	$ 15,102,225.34
First Hawaiian Bank - Membership	$ 115,497.29
Resona	$ 637,084.07
Bank of Guam - TAF	$ 1,216,016.24
Raymond James - CD value as of 04/30/2017[2]	$ 2,534,400.53
TOTAL UNRESTRICTED	**$ 19,605,223.47**
TOTAL CASH as of 05/22/2017	**$ 22,301,381.71**

Current Payables

Asatsu invoices JAN - MAR	$ 1,734,929.53
Japan Invoices	$ 287,067.75
Guam Invoices	$ 158,072.49
Pass-Thru	$ 23,333.34
Encumbered Contracts	$ 3,680,515.69
Encumbered Purchase Orders	$ 169,644.09
TOTAL as of 05/22/2017	**$ 6,053,562.89**

NOTES

NOTE 1

$477,718.90	Cultural and Sports Ambassador Fund
($18,500.00)	Cultural and Sports Ambassador expenses - reimburse Operations
$459,218.90	

NOTE 2

$1,418,113.21	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
($142,528.00)	Board approved $142,528 on 4/12/17 for VSS Supplemental Budget Request
$289,043.21	

EXHIBIT

JAPAN MARKETING COMMITTEE MEETING - TUESDAY, MAY 9, 2017

JMC MEMBERS PRESENT: Milton Morinaga, Tak Takano, Satoru Murata, Toshio Akigami, Mike Lee, Bill Nault

OFF-ISLAND:

OBSERVERS/GUESTS PRESENT: Mark Anderson, Simon Odoca, Yusuke Imazu Akiko Futakami, Kenji Sekine, Yoshihisa Otani, Katsuhiko Yoshida, Akihiro Tani, Ayisha McKinnon, Kazu Atsuta, Bunichi Yamashita, Mari Oshima, Kimi Passeur, Shizuyo Okabe, Koji Nagano, Fumiko Kanamori, Bonnie Lee Alig, Eilis Baldevia

ABSENT: Kazunori Hotta, Yoshiaki Kanemitsu, Mai Perez, Dave Duenas, George Johnson, Kiyoshi Kawano, Terry Debold , Mitsunori Takahashi, Suzanne Perez, Chie Takase, , Miwa Bravo

GVB: Nathan Denight, Satomi Yamamoto, Brian Borja, June Sugawara, Ana Cid, Josh Tyquiengco

ADK: Koichi Hoshino, Yumi Yabe

SKYPE:

CALL TO ORDER

The meeting was called to order at 1:30 PM.

APPROVAL OF MINUTES

Motion made by Mr. Takano and seconded by Mr. Murata to approve the minutes of April 11, 2017. Minutes approved.

REPORT OF CHAIRMAN

Chairman Morinaga reported to the committee that GVB is now working on the streetlights along Tumon. GVB is also working on the bus shelters. We had just finished the Guam Micronesia Island Fair last week. This year, GMIF was held in Paseo where the Festpac was held. Received a lot of positive feedback for this year's event and saw more tourists at the fair. Chairman Morinaga announced Bill Nault as Vice Chairman for JMC in addition to the current Vice Chairs. Therefore, we will have three Vice Chairs. Eva Air and Hong Kong Express will be pulling out of Guam.

REPORT OF MANAGEMENT

Mr. Denight reported on the following:

Month to Date 2017 May 1-4, 2017 - Total: 19,290
- Japan numbers: 10,230 up 5.4%

April 1-30, 2017 - Total: 121,357
- Japan: 49,632 up 1.1% from LY

Calendar Year to Date January to April 2017 - Total: 531,488
- Japan: 232,409 down 11.6%

Fiscal Year to Date October 2016 to April 2017 - Total: 922,417
- Japan: 414,009 down 8.3% from LY

Japan Monthly Arrivals
Japan Monthly Airlift
2016 Japan Load Factor
CYTD 2017 Japan Load Factor

Spend Japan V. Korea on-island
Japan Marketing News
- Three Month Forecast
- May is 49,000 up 0.22% from LY
- June is 53,000 down 0.08% from LY
- July is 56,000 up 2.52% from LY

Golden Week Charter & Extra Flights 2017 - Sales Results Summary
- Total sold seats are 2,583 - 99.7% sales achievement
- Extremely positive performance on each flights
- Golden Week period was shorter compared to LY.
- Most preferred departure date on May 3, especially for short haul travelers

Summer Charter & Extra Flights 2017
Total of 16,046 seats may possibly be marketed during summer holiday period (July to August)
- Airlines: Uzbekistan 4,440 seats, T'Way 8,460 seats, United 3,146 seats
- Port: Narita 9,954 seats, Nagoya 4,440 seats, Kansai 1,652 seats
- Frequency: Narita 54 flights, Nagoya 30 flights, Kansai 14 flights Total: 98 flights

Guam Charter Products (Summer 2017)
- JTB T'Way Charter: 45 charters / Port: Narita / Tour price: ¥69,800-¥276,800
- HIS Uzbekistan Charter: 30 charters / Port: Nagoya / Tour price: ¥104,800-¥596,800

Competitors Activity (Summer 2017)
- Japan Airlines Family Charter: Hawaii
- 1 charter from Narita / 6 days duration / Tour price: ¥357,000
- Main target: Family and 3 generations

Charter Capacity Update 2017: January to August
- Total capacity is 29,479 seats (177 flights) in 2017
  - Six airlines: T'Way, Korean Air, China Airlines, Uzbekistan and United
- Total capacity was 16,623 seats (83 flights) in 2016
  - Three airlines: T'Way, Korean Air and China Airlines
- Charter and extra flight capacity in 2017 has increased more than 170% compared to LY

Fuel Surcharge (June 2017-)
- JAL and ANA fuel charge may possibly remain unchanged as ¥4,000 June 1-July 31
- United, Delta and T'Way no official announcement on the fuel charge
- Round trip rate from Japan to Guam

T'Way Fall Charter Flights
- Committed 35 charter flights from KIX in November and December in addition to regular flights
- 16 flights out of 35 flights will be operated for school trips from Kansai market

Co-op Advertising Programs
- DeNA: Launch on May 27-September 30
  - Banner Ad, Special landing page, Email, Coupons

HIS Kanto: June 1-September 30
- TV CM and banner "I have always wanted to do" on their website

HIS Chubu: May 20
- Full page newspaper and banner "I have always wanted to do this" on their website

JTB World Vacations: May- September
- Series of articles on Guam and JTB "Komi Komi" products in the most popular local free paper "Pretty" in greater Osaka

HIS Hokkaido / Tohoku / Niigata: June
- Beach Campaign Ad in Newspaper and Online

JTB Kyushu: June
- Web Ad

Kinki Nippon Tourist: ASAP
- Brochure rack for Guam products at retail offices

GVB Advertising Co-op Advertising Summary Chart
- Total media cost: ¥127,305,800 Requested amount: ¥38,309,500

Japanese overseas travelers were up 12.1% year on year to 1,739,000 in March 2017
Japanese overseas travelers outnumbered international visitors to Japan for two months in a row
Air Canada Rouge will begin serving four flights a week between Vancouver and Central Japan International Airport (Nagoya)
HIS opened their 4th retail office dedicated to Hawaii in Yokohama and 1st retail office dedicated to Europe in Ginza on May 1st
Kanku (KIX) Tabihaku: May 27-28
Ehime Tabihaku: June 24-25
Hafa Adai Study Tour: June 29-July 3

- United, T'way, JAL will be joining
- Focus will be on MICE/Group & Product Planners

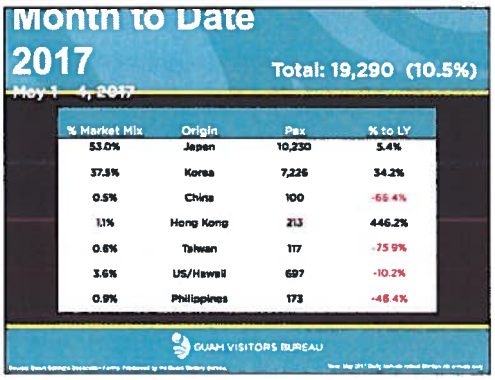
Upcoming Guam Events

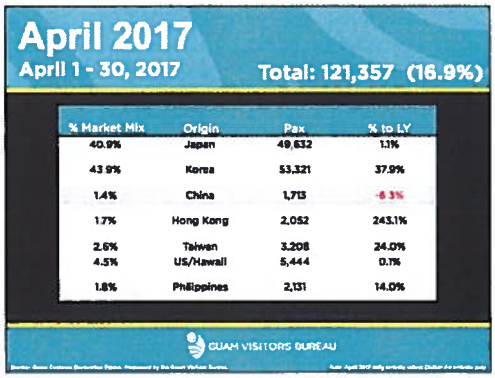
- Guam Live - June 3, 2017
- Guam BBQ Block Party - July 1, 2017

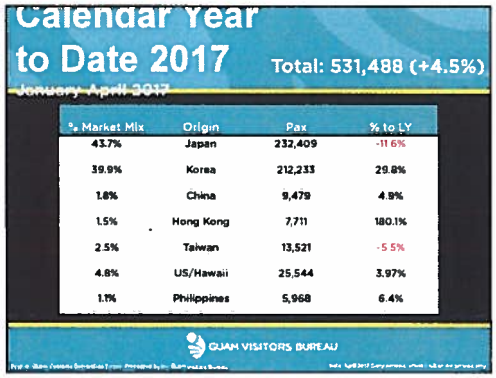
Mr. Takano asked to update on the airline support program. Mr. Denight responded that he met with Jetstar and JAL. JAL was receptive but have not heard from them. For Jetstar, the biggest issue is that they don't have ETOPS We also met with Delta, United and China Airlines on this program. Next week we will go back to Japan for more meetings with Skymark, Vanilla Air, Peach and JCAB. Hong Kong Express also showed interest in flying from Japan to Guam. The hurdle for them is to get the approval for the fifth freedom. They are trying to work with Hong Kong government and the Japan government. We will continue to meet with airlines to increase seat capacities to Guam. He also mentioned if JAL can add another flight from Narita (night flight) or from Osaka, will be a big plus.

5/19/17

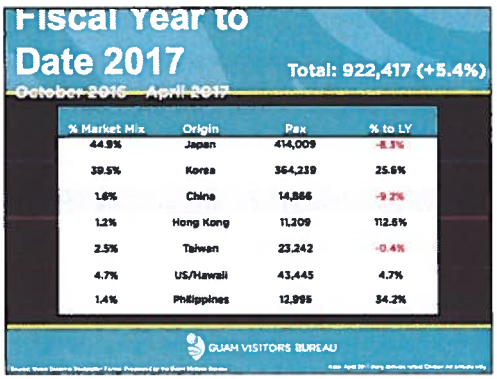

GUAM
Japan Marketing Committee
May 09, 2017
Nathan Denight, President & CEO

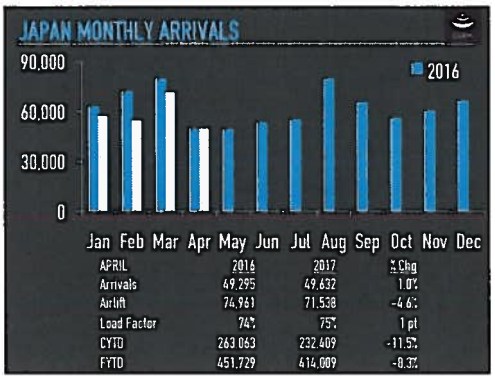

Month to Date
2017
Total: 19,290 (10.5%)
% Market Mix | Origin | Pax | % to LY
53.0% | Japan | 10,230 | 5.4%
37.5% | Korea | 7,226 | 34.2%
0.5% | China | 100 | -66.4%
1.1% | Hong Kong | 213 | 446.2%
0.6% | Taiwan | 117 | -75.9%
3.6% | US/Hawaii | 697 | -10.2%
0.9% | Philippines | 173 | -48.4%
GUAM VISITORS BUREAU

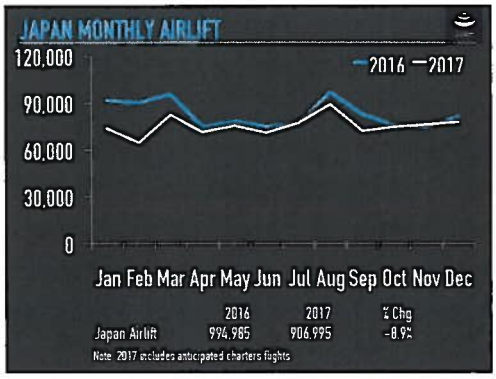

April 2017
April 1 - 30, 2017
Total: 121,357 (16.9%)
% Market Mix | Origin | Pax | % to LY
40.9% | Japan | 49,632 | 1.1%
43.9% | Korea | 53,321 | 37.9%
1.4% | China | 1,713 | -6.3%
1.7% | Hong Kong | 2,052 | 243.1%
2.6% | Taiwan | 3,208 | 24.0%
4.5% | US/Hawaii | 5,444 | 0.1%
1.8% | Philippines | 2,131 | 14.0%
GUAM VISITORS BUREAU

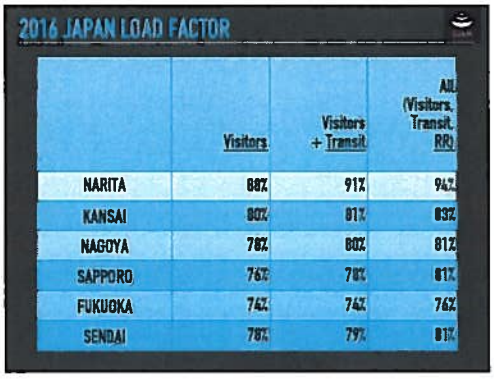

Calendar Year
to Date 2017
Total: 531,488 (+4.5%)
% Market Mix | Origin | Pax | % to LY
43.7% | Japan | 232,409 | -11.6%
39.9% | Korea | 212,233 | 29.8%
1.8% | China | 9,479 | 4.9%
1.5% | Hong Kong | 7,711 | 180.1%
2.5% | Taiwan | 13,521 | -5.5%
4.8% | US/Hawaii | 25,544 | 3.97%
1.1% | Philippines | 5,968 | 6.4%
GUAM VISITORS BUREAU

5/19/17

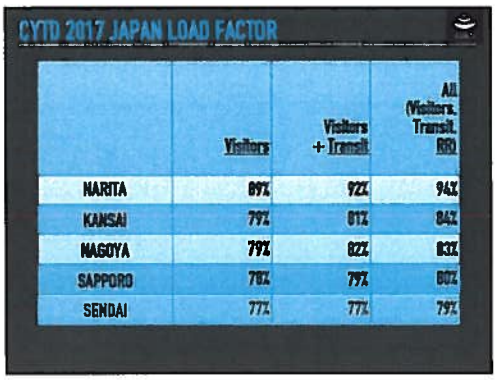

Fiscal Year to Date 2017
Total: 922,417 (+5.4%)
October 2016 – April 2017
% Market Mix | Origin | Pax | % to LY
44.9% | Japan | 414,009 | -8.3%
39.5% | Korea | 364,239 | 25.6%
1.6% | China | 14,866 | -9.2%
1.2% | Hong Kong | 11,209 | 112.6%
2.5% | Taiwan | 23,242 | -0.4%
4.7% | US/Hawaii | 43,445 | 4.7%
1.4% | Philippines | 12,995 | 34.2%
GUAM VISITORS BUREAU

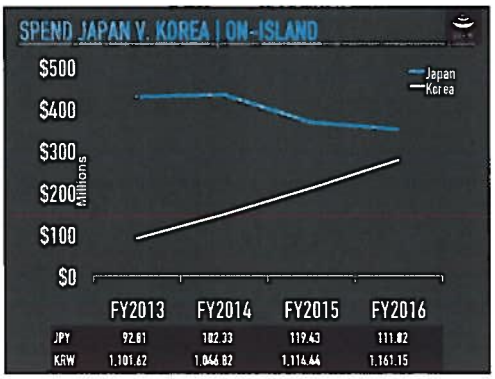

JAPAN MONTHLY ARRIVALS
90,000
60,000
30,000
0
2016
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
APRIL | 2016 | 2017 | % Chg
Arrivals | 49,295 | 49,632 | 1.0%
Airlift | 74,961 | 71,538 | -4.6%
Load Factor | 74% | 75% | 1 pt
CYTD | 263,063 | 232,409 | -11.5%
FYTD | 451,729 | 414,089 | -8.3%


JAPAN MONTHLY AIRLIFT
120,000
90,000
60,000
30,000
0
2016 2017
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
2016 | 2017 | % Chg
Japan Airlift | 994,985 | 906,995 | -8.9%
Note: 2017 includes anticipated charters flights


2016 JAPAN LOAD FACTOR
Visitors
Visitors + Transit
All (Visitors, Transit, RR)
NARITA | 88% | 91% | 94%
KANSAI | 80% | 81% | 83%
NAGOYA | 78% | 80% | 81%
SAPPORO | 76% | 78% | 81%
FUKUOKA | 74% | 74% | 76%
SENDAI | 78% | 79% | 81%

5/19/17


CYTD 2017 JAPAN LOAD FACTOR
Visitors
Visitors + Transit
All (Visitors, Transit, RR)
NARITA 89% 92% 94%
KANSAI 79% 81% 84%
NAGOYA 79% 82% 83%
SAPPORO 76% 79% 80%
SENDAI 77% 77% 79%


SPEND JAPAN V. KOREA | ON-ISLAND
$500
$400
$300
$200
$100
$0
Millions
Japan
Korea
FY2013 FY2014 FY2015 FY2016
JPY 92.61 102.33 119.43 111.82
KRW 1,101.62 1,046.82 1,114.44 1,161.15


Japan Marketing News
3 Month Forecast
(as of 09May, 2017)
Month Forecast LY Arrival % Arrival 2017 Seats 2016 Seats % Capacity
May 49,000 48,891 +0.22% 74,882 78,376 -4.46%
June 53,000 53,040 -0.08% 72,073 74,942 -3.83%
July 58,000 54,625 +2.52% 79,085 77,043 +2.7%
(Data Source : Diio MI, JGTA and other MI.)


Japan Marketing News
GW Charter & Extra Flights 2017 : Sales Results (by flight)
(as of 09May, 2017)
TOTAL 2,583 2,576 7 99.7%
Summary :
Total sold seats are 2,583 - which is 99.7% sales achievement.
Sales results were extremely positive performance on each of flights.
GW holiday period was shorter than that of LY and the most preferable departure date was 03May, especially for short-haul travelers.

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Japan Marketing News

GW Charter & Extra Flights 2017 : Sales Results (as of 09May, 2017)

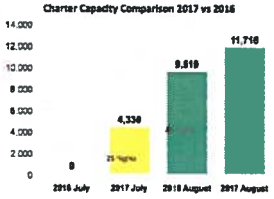
- Total 2,576 pax have travelled with charter flights during Golden Week holiday period
- Total charter flight capacity was 2,583
- Sales = 99.7% of total seats for GW Charter flights



Japan Marketing News

Summer Charter & Extra Flights 2017 : (as of 09May, 2017)

- Total 16,046 seats may possibly be marketed during Summer holiday period (July to August).
- Airline :
  - Uzbekistan : 4,440 seats (28%)
  - T'way : 8,460 seats (53%)
  - United : 3,146 seats (19%)
- Port :
  - Narita : 9,954 seats (62%)
  - Nagoya : 4,440 seats (28%)
  - Kansai : 1,652 seats (10%)
- Frequency :
  - Narita : 54 flights
  - Nagoya : 30 flights
  - Kansai : 14 flights
  - Total : 98 flights



Japan Marketing News

Guam Charter Products (Summer 2017) (as of 09May, 2017)

JTB T'way Charter :
- Period : July 14th - August 27th
- 45 charter flights
- Departure port : Narita
- Time NRT 11:35 GUM 16:20
  GUM 17:10 NRT 19:40
- Tour price : JPY 69,800 - JPY 276,800

HIS Uzbekistan Charter :
- Period : July 28th - August 26th
- 30 charter flights
- Departure port : Nagoya
- Time : NGO 09:00 GUM 16:00
  GUM 15:30 NGO 18:30
- Tour price : JPY 104,800 - JPY 596,800



Japan Marketing News

Competitors Activity (Summer2017) (as of 09May, 2017)

Japan Airlines Family Charter : Hawaii
- Date : August 10th only
- 1 charter flight from Narita
- Duration : 6days
- Tour price :
  - from Narita : JPY 357,000 -
- Main target : Family and 3 generations



Korean Air Summer Charter : Hawaii
- Date : August 12th, 13th and 14th only
- 3 charter flights from Nagoya
- Duration : 6days
- Tour price :
  - from Narita : JPY 245,900 -
- Main target : Family and couples



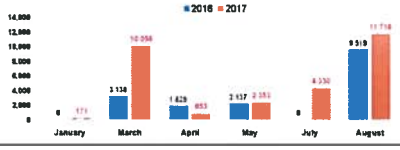
5/19/17

Japan Marketing News

Charter Capacity Update 2017: January to August (as of 09May, 2017)

Charter Capacity Comparison: 2017 v.s. 2016

- In 2017 Total capacity is 29,479 seats. (177 flights)
  6 airlines : T'way, Korean Air, China Airlines, Uzbekistan Airways, and United.
- In 2016, Total capacity was 16,623 seats. (83 flights)
  3 airlines : T'way, Korean Air and China Airlines.
- Charter & extra flight capacity in 2017 has increased more than 170% compared to LY.



Japan Marketing News

(as of 09May, 2017)

Fuel Surcharge (June 2017-)

- JAL and ANA have announced that for tickets issued on/after June 1st, fuel surcharge may possibly remain unchanged.
- Applicable period : June 1st to July 31st .
- Round trip rate from Japan to Guam.

Airlines	April 1st to May 31st	June 1st to July 31st
Japan Airlines	¥4,000	¥4,000
United	¥4,000	No official announcement
Delta	¥4,000	No official announcement
T'way	¥4,000	No official announcement
All Nippon Airways	¥4,000	¥4,000

T'way Fall Charter Flights

- T'way committed to operate 35 charter flights from KIX in Nov. and Dec. in addition to their regular flights.
- 16 flights out of 35 flights will be operated for school trips from Kansai market.

Co-op Advertising Programs (confirmed)

- **DeNA: Launch on May 27 - Sep 30**
  Banner AD, Special landing page, E-mail, Coupons
- **HIS Kanto: June 1 – Sep. 30**
  TV CM and banner "I have always wanted to do " on their website.
- **HIS Chubu: May 20**
  Full page Newspaper and banner "I have always wanted to do this" on their website.

5/19/17

Co-op Advertising Programs (under negotiation)

- **JTB World Vacations : May – Sep**
  Series of articles on Guam and JTB "Komi Komi" products in the most popular local free paper "Pretty" in greater Osaka.
- **HIS Hokkaido/Tohoku/Niigata : June**
  Beach Campaign Ad in Newspaper and Online
- **JTB Kyushu: June**
  Web Ad
- **Kinki Nippon Tourist: ASAP**
  Brochure Rack for Guam Products at retails offices

GVB Japan Co-op Advertising Summary Chart

#	Application date	Partner name	Media Type	Area	DA/Issue date	Media size	Total media cost	Requested amount	Results
Completed	1 2016 10 12	UA	Brochure Poster Giveaway	Tokyo Osaka Nagoya	2016 10 1 ~ 2017 1 31	150 outlets display Guam video at 74 outlets with 106 screens	¥1,750,000	¥565,000	
Completed	2 2016 10 20	Lenguaco	TVCM	Hokkaido	Mar & Apr	1 time 30sec X 5 times 15 sec X 5 times	¥11 580 000	¥2 500 000	
Completed	3 2016 10 28	UA	Facebook	Nationwide	May ~ November 2016 ~ January 2017	Direct booking numbers 150 Result of Guam fair survey Access numbers to the landing page 50,000 Impressions/Engagement ratio 1 000 000	¥19 500 000	¥1 170 000	Impressions 2,153,692 Reach 2,577,782 Engagement 1,124,127 Video View 1,101,114 20 free tickets
In progress	4 2106 1 16	HIS Chubu	TVCM	Chubu	Jan Jun	15 Sec 500GRP	¥5 000 000	¥3 000 000	
Completed	5 2016 12 17	HIS Tokyo	TVCM	Kanto	12 25 16 1 ~ 6 17	15 Sec 500GRP	¥17,000 000	¥5 000 000	
In Progress	6 2017 2 25	UA Hokkaido	Newspaper /Smooth Magazine Ad and Posters at retail Offices	Chubu	Mar Apr	1/2page B/W 6 times in 2 months	¥300 000	¥180 000	
In Progress	7 2107 2 17	Delta Travel	Banner Ad External page Coupon	Nationwide	May Jul	Promotion Banner in Portal Sites External Pages 4 weeks x 2 PV 3 000 5 000/ 4 weeks Mail Magazine 500 000 Newsletter x 2 Coupon ¥7 000x500 x 2	¥6 015 000	¥2 406 500	

#	Application date	Partner name	Media Type	Area	DA/Issue date	Media size	Total media cost	Requested amount	Results
Approved	8 2107 3 22	Sun Phoenix Hotel Management Ltd	Magazine Screen Twitter Notemade Sweet		July	4 pages 4C	¥2,976,000	¥891,000	
Approved	9 2107 4 26	HIS Tokyo	TV CM	Kanto	May Jul	15 Sec 250GRP	¥20,000,000	¥5,000,000	
Approved	10 2017 4 25	HIS Chubu	Newspaper (Chunichi) Ad Banner on Chubu on HIS website		2017 5 20	Full Page B/W Banner ad PV300 day UU150 day for 5 months	¥20,000,000	¥5,000,000	
Under Negotiation	11 2017 4 27	JTB Kansai	Magazine	Greater Osaka	Jul Jun 2018	Full page newsprint 4C x 1 year 12 times	¥5 580 000	¥1 674 000	
Under Negotiation	12	HIS Hokkaido	Newspaper Ad and Flyers on Beach campaign				¥7 000 000	¥1 500 000	
Under Negotiation	13	JTB Hokkaido	Newspaper Ad				¥7 000 000	¥1 500 000	
Under Negotiation	14	ENT Kyushu	Beach site Bars				¥3 000 000	¥900 000	
Under Negotiation	15	JTB Kyushu	Web Ad				¥5 000 000	¥3 000 000	
					Total		¥127,906,000	¥56,980,500 +20 free tickets	

Japan Market Update

- Japanese overseas travelers were up 12.1% year on year to 1,739,000 in March 2017 (preliminary figures), marking year-on-year growths for ten months in a row since June 2016.
- Also, Japanese overseas travelers outnumbered international visitors to Japan for two months in a row. The total for the first three months of 2017 was up 8.9% to 4,527,500.
- Air Canada Rouge will begin serving four flights a week between Vancouver and Central Japan International Airport (Nagoya) with the Boeing 767-300ER on June 1 2017 in addition to Haneda-Toronto, Narita-Toronto, Vancouver and Calgary operated by Air Canada and Kansai-Vancouver by Air Canada Rouge. They are willing to serve Fukuoka and Sapporo flights with the Air Canada Rouge brand for leisure destinations

5/19/17

Japan Market Update

- HIS has opened the 4th retail office dedicated Hawaii in Yokohama and 1st retail office dedicated Europe in Ginza on May 1st.



Upcoming Events

- Kanku (KIX) Tabihaku: May 27 – 28
- Ehime Tabihaku: June 24 – 25
- Håfa Adai Study Tour 2017: June 29 - July 3rd
  - United, T'way, JAL will be joining
  - Focus will be on MICE/Group

Upcoming Guam Events



5/19/17

Meeting with JAL

- Thursday, April 27, 2017 | 5pm
- Presented Air Service Support Plan
- Expressed thanks for support of GVB and current NRT-GUM service
- Key Takeaways:
  - Current operations have good yield
  - Will reconfigure
  - Generally think to grow business sustainably
  - Must consider profit margins
  - Positive for Guam
  - Will review plan and return with a counter proposal



JAL Representatives:
- ***Kiyoto Morioka**, VP Network Planning, Managing Division, Route Marketing*
- ***Tadateru Toyama**, Director International Sales Strategy, Japan, International Passenger Sales*
- ***Motohisa Abe**, Manager, International Network Planning, Managing Division, Route Marketing*
- ***Hideyuki Hashimoto**, Manager International Sales Strategy, Japan International Passenger Sales*

Meeting with Jetstar Japan

- Friday, April 28 ,2017 | 10am
- Representatives from Osaka Airport (KIX) recommended and participated in the meeting
- Pre-meeting held with KIX representatives
- Recommended to clearly demonstrate support program
- Key Takeaways:
  - Jetstar Japan does not have ETOPS at this time
  - Critical work with JCAB and Jetstar Japan engineering
  - 5 years timeframe
  - Guam is an ideal destination because of proximity and business



Jetstar Representatives:
- ***Mr. Masakazu Tanaka**, Head of Commercial & Strategy*
- ***Mr. Hiroki Ito**, Government Relations and Airport Analyst, Commercial and Strategy*

KIX Representatives
- ***Mr. Kiyotaka Kenny Tanaka**, Deputy Chief Commercial Officer (Aeronautical) Executive Officer*
- ***Mr. Tsutoma Okada**, Aviation Sales & Marketing Department Deputy General Manager*

REPORT OF ADK

Report by Mr. Hoshino of ADK:

FY2017 PR Current Activities
FY17 Marketing Calendar
Cormoran & United Guam Marathon Fam Tour Interim Report

- Obtain maximum exposure and reach wider target audience utilizing influential influencer's network
- Participants: San-Ai Campaign Girl, 2 Bloggers, 2 Instagrammers
- Summary: 52 Blogs, 42 Instagram total: 94, Followers 2,986,558 and Likes 43,960

Global News Release via getty

- SNS Cormoran II Global Media Fam Tour
  - Media: Overseas Web 390+Japan Web 54 = 444 media / Ad Value: $552,169

United Guam Marathon
Media: Overseas Web 418+Japan Web 82 = 500 medias / Ad Value: $598,191
PR: Past April
TV Station: KHB (Sendai Local Station)

- Program: Namaiki TV
- Air Date: April 24-26, 2017 / Exposure: 65 minutes
- AD Value: $158,813

Magazines

- Marine Diving - Exposure: 4C6 P / Ad Value: $52,356
- Zexy - Exposure 4C4P / Ad Value: $34,904
- Total Magazine Ad Value: 87,260

Ad Value Summary

- October 2016-March 2017 total ad value: $11,659,388.70

PR: Upcoming May
TV - Tabifuku - 52 minutes, Ad Value: $793,893
Magazines

- La SCUBA - 4C 6P, Ad Value: $52,253
- Zexy Premier - 4C 2P, Ad Value: $14,834
- Nonno - 4C 8P, Ad Value: $94,194
- Baby Life - 4C 6P, Ad Value: $54,525

PR: Upcoming June

- TV - Sando no Bonyari-nu TV - 60 minutes, Ad Value: $128,171
- TV - Dosanko Wide - 1 time / 15 minute + 30 seconds publicity, Ad Value: $34,554
- AD Value total: $162,726

PR: Upcoming July
Magazines

- Delta Inflight Magazine SKY - 4C 5P, Ad Value: $135,857
- Diver - 4C 11P, Ad Value $13,585.72
- Hanako Mama - 4C 6P, Ad Value: $27,171
- Junon - 4C 7P & photo book, Ad Value: $47,709
- Running Style - 4C 2P, Ad Value: $27,171

PR: Upcoming August
Magazine

- Zexy - 4C 4P, Ad Value: $26,693
- Running Style - 4C 2P, Ad Value: $27,171

Summary of Committed PR Tie-Ins

- Expected Total Ad Value: $2,481,322.57

Ad: April-May Web Media
Ad: April-May Media KPI
Simulation

- 98,323,315 imp.

- 135,911 clicks
- 1,644,404 movie views

AD: 50TH Anniversary SNS Campaign

- Period: April 1-May 31, 2017
- Facebook: 9,222 = 11,997 (2,775 fan growth)
- Instagram: 300 = 2,922 (2,622 fan growth)

Mr. Nault commented that the GVB Japan website is not a responsive website. Mr. Denight interjected that GVB is working on a global website which will be a responsive website. A timeline will be provided later to the committee.

5/19/17

GUAM

JMC Meeting - May

FY 17 Plan for Japan Market

ADK

May 9, 2017
ASATSU-DK INC.

GUAM

Current Activities

ADK

FY17 Marketing Calendar

ADK

PR : FAM Tour Report

GUAM

Cormoran & United Guam Marathon
FAM Tour Interim Report

ADK

PR : FAM Tour Report (Influencers)

Objectives: - To obtain maximum exposure of Cormoran ceremony & United Guam marathon
- Reach a wider target audience utilizing influential influencer's network

Date: April 6th to 11th, 2017

Participants:

Ms. Kumae	(San-ai campaign girl)
Ms. Inohana	(Blogger/Instagrammer)
Ms. Nakata	(Blogger/Instagrammer)
Ms. Ishino	(Instagrammer/Photographer)
Ms. Matsuoka	(Instagrammer/Illustrator)

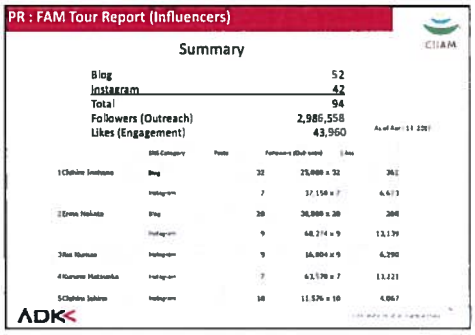
ADK

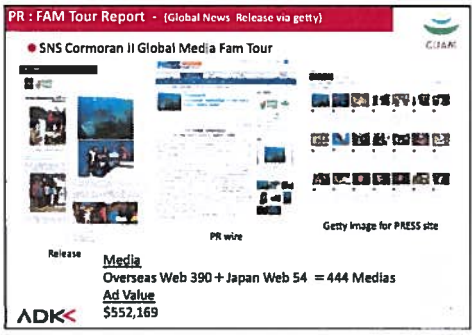
PR : FAM Tour Report (Influencers)

GUAM

ADK

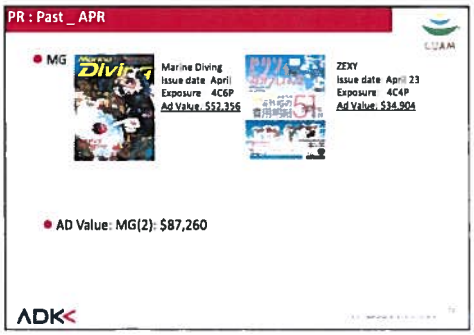
5/19/17

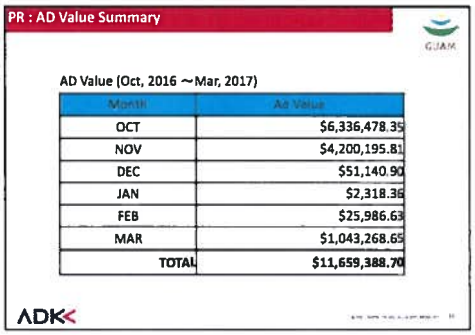

PR : FAM Tour Report (Influencers)
Summary
Blog 52
Instagram 42
Total 94
Followers (Outreach) 2,986,558
Likes (Engagement) 43,960
ADK


PR : FAM Tour Report - (Global News Release via getty)
SNS Cormoran II Global Media Fam Tour
PR wire
Getty Image for PRESS site
Release
Media
Overseas Web 390 + Japan Web 54 = 444 Medias
Ad Value
$552,169
ADK


PR : FAM Tour Report - (Global News Release via getty)
United Guam Marathon
PR wire
Release
Getty image for PRESS site
Media
Overseas Web 418 + Japan Web 82 = 500 Medias
Ad Value
$598,191
ADK

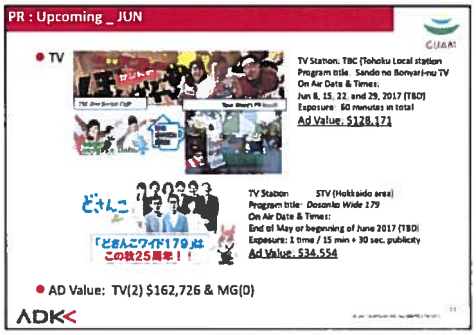

PR : Past _ APR
TV
TV Station: KHB (Sendai Local station)
Program title: Namaiki TV
On Air Date: April 24, 25, 26, 2017
Exposure: 65 minutes
AD Value: $158,813
ADK

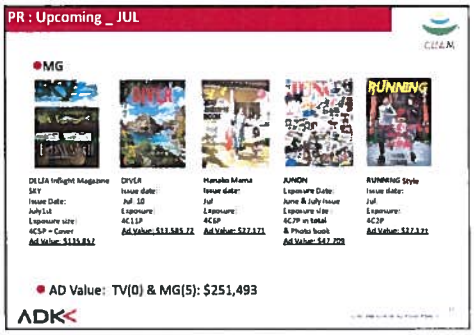

PR : Past _ APR
MG
Marine Diving
Issue date April
Exposure 4C6P
Ad Value. $52,356
ZEXY
Issue date April 23
Exposure 4C4P
Ad Value. $34,904
AD Value: MG(2): $87,260
ADK

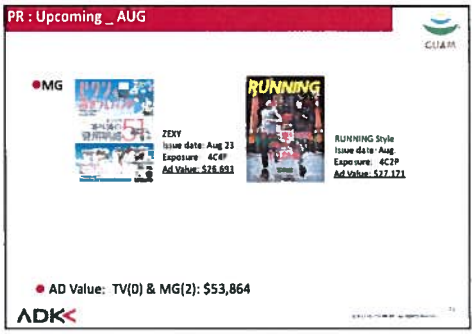

PR : AD Value Summary
AD Value (Oct, 2016 ~Mar, 2017)
Month
Ad Value
OCT $6,336,478.35
NOV $4,200,195.81
DEC $51,140.90
JAN $2,318.36
FEB $25,986.63
MAR $1,043,268.65
TOTAL $11,659,388.70
ADK

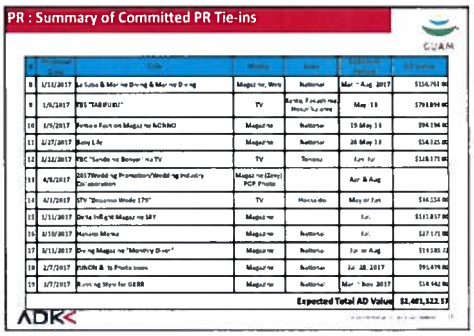
5/19/17

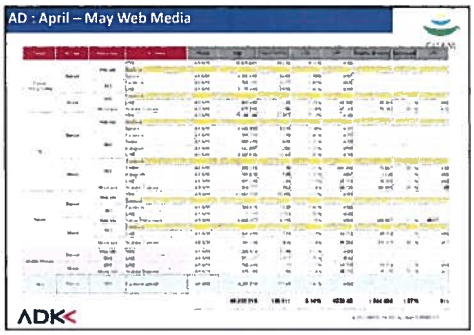

PR : Upcoming _ MAY
TV
TV Station : TBS(Nation wide)
Program title: TABIFUKU
On Air Date: May 2017 (TBD)
Exposure: 52 minutes
Ad Value: $793,893.00
MG
AD Value: TV(1) $793,893 & MG(4): $215,806
ADK


PR : Upcoming _ JUN
TV
TV Station: TBC (Tohoku Local station
Program title : Sando no Bonyari-nu TV
On Air Date & Times:
Jun 8, 15, 22, and 29, 2017 (TBD)
Exposure: 60 minutes in total
Ad Value: $128,171
どさんこ
「どさんこワイド179」は
この秋25周年！！
TV Station STV (Hokkaido area)
Program title: Dosanko Wide 179
On Air Date & Times:
End of May or beginning of June 2017 (TBD)
Exposure: 1 time / 15 min + 30 sec. publicity
Ad Value: $34,554
AD Value: TV(2) $162,726 & MG(0)
ADK

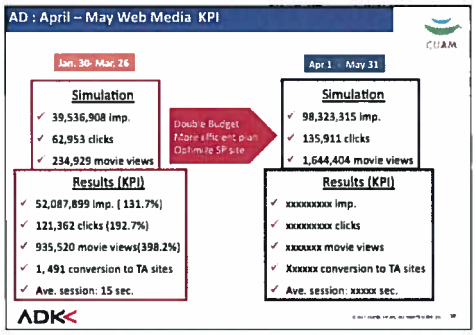

PR : Upcoming _ JUL
MG
RUNNING
DELIA Inflight Magazine SKY
Issue Date: July 1st
Exposure size: 4C5P + Cover
Ad Value: $135,852
DIVER
Issue date: Jul 10
Exposure: 4C11P
Ad Value: $13,585.72
Hanako Mama
Issue date: Jul
Exposure: 4C6P
Ad Value: $27,171
JUNON
Exposure Date: June & July issue
Exposure size: 4C7P in total & Photo book
Ad Value: $47,799
RUNNING Style
Issue date: Jul
Exposure: 4C2P
Ad Value: $27,171
AD Value: TV(0) & MG(5): $251,493
ADK


PR : Upcoming _ AUG
MG
ZEXY
Issue date: Aug 23
Exposure 4C6P
Ad Value: $26,693
RUNNING
RUNNING Style
Issue date: Aug
Exposure: 4C2P
Ad Value: $27,171
AD Value: TV(0) & MG(2): $53,864
ADK


PR : Summary of Committed PR Tie-ins
ADK


AD : April – May Web Media
ADK

5/19/17


AD : April – May Web Media KPI
GUAM
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.
Double Budget
More efficient push
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


AD : 50th Anniversary SNS Campaign
GUAM
ALL
Banner
SNS
Facebook LinkAD
4/1-5/31
PC&SP
4,285,714
17,143
Family
OL
Senior
Period: Apr 1 ~ May 31, 2017
TTL No. of GVB-J followers
Facebook: 9,222 => 11,997 - 2,775 fan growth
Instagram: 300 => 2,922 - 2,622 fan growth
ADK

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

- Next JMC meeting will be held on June 13, 2017
- Guam Live - June 3, 2017
- Hafa Adai Study Tour - June 29-July 3, 2017
- BBQ Block Party - July 1, 2017

Mr. Takano asked how is the GVB signature events for e.g. BBQ Block Party marketed in Japan. Mr. Hoshino responded through press releases, GVB website, banner ads. Mr. Takano requested to share the advertisement results.

Chairman Morinaga commented on the Guam Live Music that we don't see tourists from Japan. Mr. Denight responded that for next year, we will look into bringing international artists.

ADJOURNMENT

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

Minutes prepared by: _____
June Sugawara, Marketing Officer II

Approved by: /s/
Brian Borja, Marketing Officer II

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

KOREA MARKETING COMMITTEE MEETING MINUTES
Tuesday, May 9, 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
Tumon Aquarium – Soohyun Lee
Sheraton Laguana Guam – Jason Lee
Tumon Sands – Susan Fryer
University of Guam – Justin Andre
Enterprise Rent-A-Car – Simon Odoca
Hyatt Regency Guam – Esther Kim
Fish Eye – Akihiro Tani
Pacific Islands Club – Tommy Lee
Nissan Rent-A-Car – Mark Anderson
Lotte Hotel Guam – Elisha Lee
Net Tours – John Ko
Skydive Guam – Ricky Woodall
Fish Eye – Akihiro Tani
Holiday Resort – Ina Lee

Guests/Alternate Members:
Baldyga Group – Annie Joo
Anthology Research– Bonnie Lee Alig

Members Absent:
Hard Rock Café Guam – Jennifer Chae
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
Summer Dream Travel Service – Yoon Kwak
Zeus Tours – Nicky Kim
Days Inn – Sunardi Li
Westin Resort Guam – Chris Yang
T-Galleria – Terry Chung

GVB Korea Office/GVB Chairs/Mgmt /Staff Present:
KMC Chairman, Bart Jackson
KMC Vice Chairman, Brad Kloppenburg
KMC Vice Chairwoman, Young Sook Hong
GVB President & CEO, Nathan Denight
GVB Marketing Manager – Korea, Russell Ocampo
GVB Marketing Coordinator – Korea, Colleen Cabedo

CALL TO ORDER

Chairman Bart Jackson called the meeting to order at 11:04 a.m.

APPROVAL OF MINTUES Exhibit A

Vice Chairman Kloppenburg made a motion, seconded by Vice Chairwoman Hong to approve the KMC minutes of April 11, 2017. Motion Approved, subject to minor corrections.

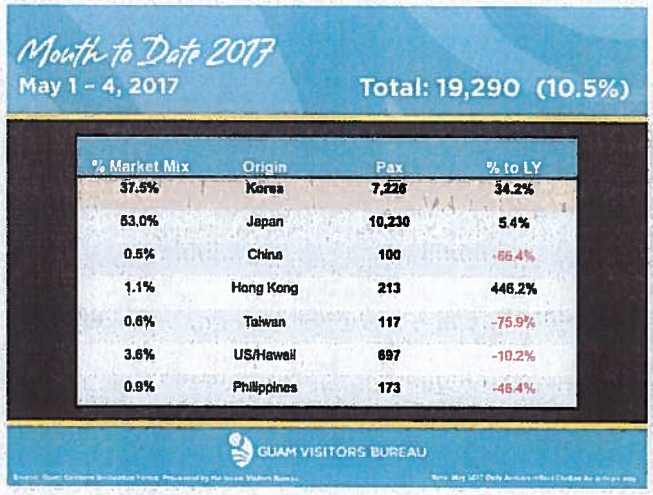
REPORT OF THE CHAIRMAN

- Chairman Jackson advised the committee that GVB Korea would not be calling in due to holiday (President Elections Day) and that their report will be presented by GVB Marketing Manager – Korea, Mr. Russell Ocampo.

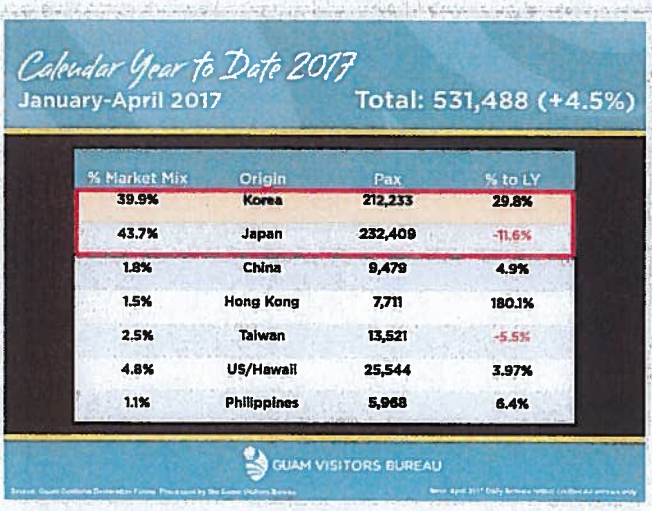
- Chairman Jackson reported that business is good for the Korea market and that GVB is gearing up for two shows in Korea; KOTFA & the Hana Tour International Show. If anyone would like to join, please contact GVB staff, Russell Ocampo and Colleen Cabedo to sign up.

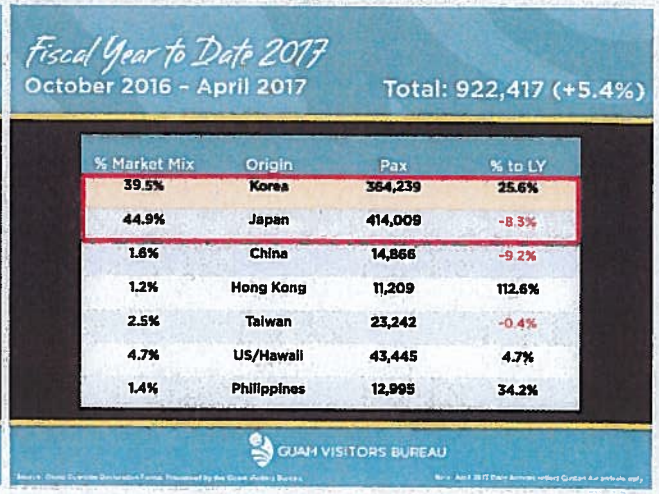
REPORT OF MANAGEMENT

- Marketing Manager – Korea, Mr. Russell Ocampo presented arrivals update.
- Visitor Arrivals Update Exhibit B









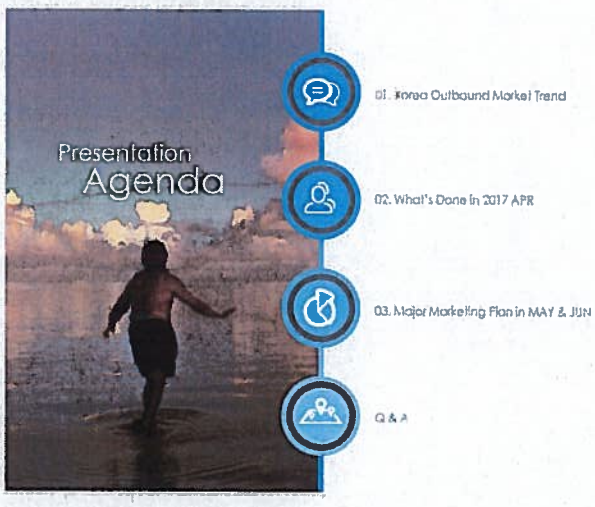
- The Korea market is trending very positive growth. In the month of April, the Korea market surpassed Japan arrivals for the first time and applauded everyone for their hard work in bringing those numbers up. Market mix is inching closer, showing very positive growth for the Korea market.

KOREA MARKETING NEWS

Exhibit C

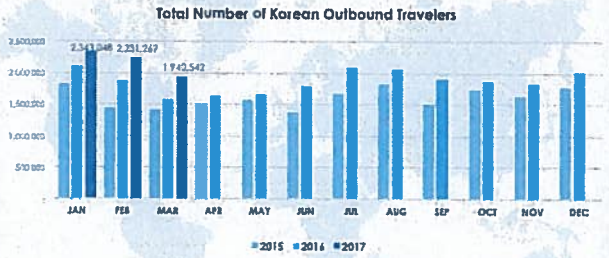
- Marketing Manager – Korea, Mr. Russell Ocampo gave presented the KMC report.







Korea Outbound Market Trend
Overall Market Trend



- Total number of Korean outbound travelers: 1.9 million (2017 March) -> 23.7% increased vs. 2016 March
  2017 February YTD: 6.5 million -> 17.2% increased vs. 2016 YTD

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	10:05	15:35	Daily	276 seats x 31 = 8,556 seats
	KE117	19:35	01:00+1	Daily	291 seats x 31 = 8,556 seats
Jeju Air	7C3123	10:25	16:05	Daily	189 seats x 31 = 5,859 seats
	7C3109	20:20	02:00+1	Daily	189 seats x 31 = 5,859 seats
Jin Air	LJ641	09:40	15:05	Daily	393 seats x 31 = 12,183 seats
T'Way	TW301	17:55	23:35	Daily	189 seats x 31 = 5,859 seats

- Outbound seat capacity from ICN to GUM = 46,872 seats

Busan – Guam

Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity
Korean Air	KE2115	21:40 (Sat/Tue:) 22:05 (Wed/Thu) ~May 18 22:35 (Wed) May 24~ 22:05 (Thu) May 25~	02:45+1(Sat/Sun) 03:10+1(Wed/Thu) ~May 18 03:40+1 (Wed) May 24~ 03:10+1 (Thu) May 25~	Wed/Thu/Sat/Sun	138 seats x 17 = 2,346 seats
Jeju Air	7C3154	22:05	03:05+1	Daily	189 seats x 31 = 5,859 seats
Jin Air	LJ647	07:30 (Mon/Wed/Fri) 09:10 (Sun)	12:35 (Mon/Wed/Fri) 14:10 (Sun)	Mon/Wed/Fri/Sun	189 seats x 18 = 3,402 seats
Air Busan	BX812	22:05	02:10+1	Wed/Thu/Sat/Sun	195 seats x 17 = 3,315 seats

- Outbound seat capacity from PUS to GUM = 14,922 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 ITM)	07:55 (Thu) 09:05 Mon/Tue/Wed/Thu/Sat/Sun)	13:10	Daily	189 seats x 31 = 5,859 seats

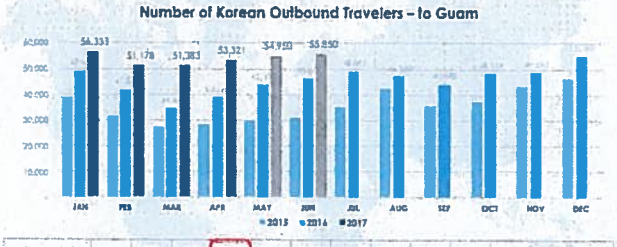
- Outbound seat capacity from TAE to GUM = 5,859 seats

Total Outbound Seat Capacity (May)	
1 month Average	67,653 seats (Max.)

- GVB President & CEO, noted that in Korean Air seats from Incheon don't equal up and if the office could double check the numbers.

- GVB President & CEO mentioned that the outbound for Tway should be adjusted because the 70% of the seats are Japanese. He asked to double check with Tway on the limit of seats for Koreans on the KIX flight.

Korea Outbound Market Trend
Korean Visitors to Guam



Guam Arrival	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	CYTD
2017	56,333	51,178	51,383	53,321	34,950	55,850							
2016													
Growth Rate													



What GVB Korea Has Done
Travel Trade Support

Online Tour – Coupang Online Travel Mart





Hanjin Travel – PIC Gold Package (Korean Air + PIC)





What GVB Korea Has Done
Travel Trade Support

Airtel.com – Guam P.I.C. Tour / UGM Package (Jin Air + PIC)





Mode Tour – Onward Beach Resort Package (Jeju Air + Guam Onward Beach Resort)





What GVB Korea Has Done
Travel Trade Support

Better Tour – Guam Onward Beach Resort Package (Jin Air + Onward)





Tour Baksa – Guam PIC Resort Package Tour (Jin Air & T way + PIC)

*Screen shot to be updated

What GVB Korea Has Done
Guam Photo Exhibition @ Time Square Mall



- From April 28-30, 2017 GVB had a consumer event at the Time Square Mall in Seoul. Sony Korea's images of Guam were also featured in the Guam Photo Exhibit.

What GVB Korea Has Done
Guam Photo Exhibition @ Time Square Mall



What GVB Korea Has Done
Hana Tour Sales Department Fam Tour

Period April 15 – 19, 2017
Purpose Conducted study tour for Hana tour sales employees (24pax) for in-depth knowledge of Guam tour products
GVB support Airticket support



What GVB Korea Has Done
MICE Group Support

Redcap Tour – Philips Korea Group




SM Travel – Tupperware Brands Korea




What GVB Korea Has Done
MICE Group Support

Tour Plus – Leaders




Global Tour – Hyundai Life Insurance




- GVB President & CEO asked Mr. Ocampo if he could share with the committee some support GVB had provided for the Prudential Life Group who were here beginning of April with over 1,200 guests that were staying at the Dusit and Hyatt.



What GVB Korea is Planning to Do
Ongoing & Upcoming Projects

CY2017 3Q	Project
June 01 - June 04	1. Paddle of Fame 4 Tour 2. Lam Lam Tours & Transportation
June 01 - June 04	Guam Live Music Festival in [illegible]
June 07 - June 15	Guam Food Festival at Grand Hyatt Seoul Media Day (6/8)
June 08 - June 11	Prudential International Incentive Tour (1,200 PAX) 1. Red Door Productions 2. Thailand Airport Limousine Part A Cars 3. Royal Orchid Guam Hotel 4. Skydive Guam 5. Guam Premier Outlets 6. Agupang Beach Club 7. [illegible] 8. Pacific Islands Club 9. Hertz Rent-A-Car

- In addition to the members attending Hana Tour show, Tumon Sands Plaza had also confirmed their participation.

GVB Korea Marketing Plan
Guam Live Music Festival

Tiger JK & Yoon Mi-rae






OLD BUSINESS

- No old business.

NEW BUSINESS

- GVB President & CEO discussed that Air Seoul plans to fly to Guam. He had heard of two dates either September or December of this year. He mentioned that GVB will try to set-up a meeting with Air Seoul while in Korea for the Hana Tour Show.

- Chairman Jackson asked to find out if there are any military exercises coming up.

ANNOUNCEMENTS

- Next KMC Meeting – Tuesday, June 13, 2017 (subject to change)
- FestPac Book Launch & Photo Exhibit, Guam Museum – May 5-12, 2017
- Agat Mango Festival – May 26-28, 2017
- Memorial Day – May 29, 2017 (GVB Closed)

ADJOURNMENT

Vice Chairman Kloppenburg made a motion, seconded by Mr. Gun Park to adjourn meeting at 11:29 a.m. Motion Approved.

Minutes Prepared by:

_____

Ms. Colleen Cabedo, Marketing Coordinator - Korea

Minutes Approved by:

_____

Ms. Nadine Leon Guerrero, Acting Director of Global Marketing

OLD BUSINESS

- No old business.

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Minutes Prepared by:

Ms. Colleen Cabedo
Marketing Coordinator - Korea

Minutes Approved by:

Ms. Pilar Laguaña
Director of Global Marketing