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GVB Board Packet: June 22, 2017

BENJAMIN CRUZ <speaker@senatorbjcruz.com> Thu, Jun 22, 2017 at 9:16 AM
To: 34th Guam Legislature Clerks <clerks@guamlegislature.org>
Cc: Rennae Meno <rennae@guamlegislature.org>

6/22/2017	6/22/2017	Guam Visitors Bureau	GVB board packet of June 22, 2017.*	34-17-654

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OFFICE OF SPEAKER BENJAMIN J.F. CRUZ

Committee on Appropriations and Adjudication

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GL# 34-17-654
Speaker Benjamin J.F. Cruz

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4 attachments

- **Agenda_June222017.pdf** 91K
- **Exhibit_A_MINUTES_June82017.pdf** 4363K
- **Exhibit_B_CASH POSITION_06-19-17.pdf** 20K
- **Exhibit_C_JMC June 13, 2017 Minutes.pdf** 903K

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REGULAR BOARD OF DIRECTORS MEETING
Thursday, June 22, 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 June 8, 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. DESTINATION MANAGEMENT

C. GREATER CHINA

D. JAPAN

Committee minutes dated June 13, 2017 Exhibit C

E. KOREA

F. MEMBERSHIP & COMMUNITY OUTREACH

G. NORTH AMERICA & PACIFIC MARKETS

H. RESEARCH

I. RUSSIA & NEW MARKETS

J. VISITOR SAFETY & SATISFACTION

K. CULTURAL & HERITAGE

Motion to approve travel for the Mr. and Miss Guam (Shop Guam Festival 2017 Promotion) to attend the 6th Travel Madness Expo on July 7-9, 2017 at the SMX Convention Center in Manila, Philippines. Total cost is approximately $5,910.00 from the Cultural Heritage FY2017 Account.

Participation Budget Breakdown:

Airfare:	$1,000.00 x 2 pax	$2,000.00
Mr/Miss GUAM Per Diem:	$291.00 x 5 days x 2 pax	$2,910.00
Prof. Fees:	$100 x 5 days x 2 pax	$1,000.00
Estimated Total:		$5,910.00

Background: The travel industry is out to show its might at the 6th annual Travel Madness Expo 2017, with most of its 5,000 players poised to show up at the event as exhibitors and in other capacities to show their unity with all the allied sectors and the general public. The Travel Madness Expo is the Philippines' 2nd largest travel show with a main focus on outbound travel.

All of the four exhibit halls of the SMX Convention Center in the Mall of Asia have been booked for the biggest ever-multispectral participation in the Travel Madness Expo, which has been setting record highs since its debut in 2012. The Mr. and Miss Guam will highlight and kick-off our SGF 2017 activities which PH Market will be the first to do.

The event is organized by executives of the top travel agencies in the Philippines and is considered to be the second largest travel expo in the Philippines.

Issue: Board approval needed for all travel.

L. SPORTS & EVENTS

Motion to approve GVB Community Development Officer to participate in SPORTEC EXPO, the largest exhibition of Sports and Fitness in Japan from July 24–28, 2017. (Estimated cost $3,425.00 from Account # AS-ESP001).

Airfare:	Round-trip Airfare: $1000 x 1 pax	$1,000.00
Per Diem:	Tokyo Full Per Diem: $485 x 5 nights x 1 pax	$2,425.00
Misc. Expenses:		$0.00
	Total:	$3,425.00

Background: SPORTEC is the largest and most comprehensive exhibition of the sports and fitness industry in Japan. Expectedly 800 exhibitors and 50,000 visitors will be gathered from the global sports and fitness industry displaying events, activities and products.

The Sports business in Japan has been one of the most worthy growth business investments. SPORTEC provides businesses the opportunity to share products, events and grow your network within the Sporting Fitness industry in Japan. With that said, GVB Japan will be occupying a booth space at SPORTEC in order to promote Ko'ko' and all other Guam Sporting and signature events. At which time GVB will meet with and introduce its new Japan Ko'ko' secretariat with JTB Sports Desk.

Issue: Board approval required for all travel.

M. ADMINISTRATION & GOV'T RELATIONS

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

- Resolution presentation for President's "E" Award: June 23 at 2pm, Congress Building
- Guam BBQ Block Party: July 1

Upcoming Board Meetings:

- Thursday, July 13, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, July 27, 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

5. Management to schedule a board working session to discuss tourism capital improvements

EXHIBIT A

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

BOARD OF DIRECTORS REGULAR MEETING
Thursday, June 8, 2017 – 3:30pm
Guam Visitors Bureau – Main Conference Room

BOARD OF DIRECTORS PRESENT:

Director Monte Mesa	Director Eduardo "Champ" Calvo
Director Brad Kloppenburg	Director Satoru Murata
Director William Nault	Director Katarina Sgro
Director Theresa Arriola	Director Sam Shinohara

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Young Hong	Director Bart Jackson
Director Tak Takano	Director Milton Morinaga
Director Robert Hofmann	

GVB MANAGEMENT & STAFF PRESENT:

Antonio Muna	Karida Brennan	Laurette Perez
Dee Hernandez	Brian Borja	Ana Cid
Regina Nedlic	Lisa Linek	Nico Fujikawa
Haven Torres	Doris Ada	Nakisha Onedera Garrido

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:
Joe Mesngon – Senator Dennis Rodriguez's Office
Lara Ozaki – Glimpses Publications

In the absence of Chairman Morinaga, Vice Chairman Mesa chaired the meeting.
In the absence of President Denight, Vice President Muna served as Acting President & CEO.

I. CALL TO ORDER

Vice Chairman Mesa called the meeting of board to order at 3:45pm.

II. MINUTES OF THE PREVIOUS MEETING **Exhibit A**

Director Shinohara made a motion, seconded by Director Kloppenburg, to approve the minutes of the previous board of directors meeting dated May 25, 2017.
Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

- Vice Chairman Mesa reported that he attended the recent presentation by United Airlines and we are continuing to work with them to regain market share out of Japan.
- He also had the opportunity to go on a cruise visiting six different northern Scandinavian countries. He learned that employees in Finland, Denmark, and Sweden earn thirty days of vacation per year so they typically choose to travel to resort destinations such as Australia, Thailand, and Bali, bypassing Guam. He suggested that the New Markets Committee should look into these markets and develop strategies for them.

- Lastly, he shared that he fully supports Chairman Morinaga's strategy of attending different missions for our different markets. He feels this will give the Chairman a better understanding of our market strategies and objectives.

IV. PRESIDENT & CEO'S REPORT



May 2017
May 1 –31, 2017 Total: 116,478 (+3.3%)

% Market Mix	Origin	Pax	% to LY
40.3%	Japan	46,993	-3.7%
44.3%	Korea	51,576	19.2%
1.4%	China	1,614	-19.0%
1.4%	Hong Kong	1,679	172.6%
2.9%	Taiwan	3,395	-3.3%
5.0%	US/Hawaii	5,815	-10.7%
1.3%	Philippines	1,506	-35.6%

RESEARCH

Calendar Year to Date 2017
January-May 31, 2017 Total: 647,966 (+4.0%)

% Market Mix	Origin	Pax	% to LY
43.1%	Japan	279,402	-10.4%
40.7%	Korea	263,809	27.6%
1.7%	China	11,093	-19.2%
1.4%	Hong Kong	9,390	178.7%
2.6%	Taiwan	16,916	-5.1%
4.8%	US/Hawaii	31,359	-2.3%
1.2%	Philippines	7,207	-4.8%

GUAM VISITORS BUREAU

Fiscal Year to Date 2017
October 2016 - May 31, 2017 Total: 1,038,895 (+5.0%)

% Market Mix	Origin	Pax	% to LY
44.4%	Japan	461,002	-7.9%
40.0%	Korea	415,815	24.8%
1.6%	China	16,480	-10.3%
1.2%	Hong Kong	12,888	118.9%
2.6%	Taiwan	26,637	-0.8%
4.7%	US/Hawaii	49,260	0.5%
1.4%	Philippines	14,507	20.4%

GUAM VISITORS BUREAU

GUAM VISITORS BUREAU

MARKETING

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Japan Marketing News

Meeting with Japan Civil Aviation Bureau (JCAB)

- Introduction by Nathan about Guam and current situation with Japan
- There has been decrease in Japan-Guam flight capacity with increased airfare GVB has been meeting with carriers to propose more flights to Guam
- Currently, no Haneda-Guam flights, but would be advantage for Guam
- Main concern is ETOPs and other regulations; GVB would like to learn more
  - Cannot compromise safety
  - LCC's need to identify an emergency airport
  - Iwojima is an emergency airport option but requires resources and has limited operations schedule
  - There are different levels of ETOPs and is based on category type
  - Higher level of ETOPs certification, requires more investment and more maintenance
- LCC's are doing well with domestic travel but international travel requires double investment



JCAB Representatives:

- ***Mr. Hiroki Matsumoto***, *Assistant Vice-Minister for International Aviation Minister's Secretariat*
- ***Mr. Shigehiko Yamaguchi***, *Chief Air Talks Officer International Air Transport Division Civil Aviation Bureau*
- ***Mr. Hiroto Hagiwara***, *Chief of Planning Section International Air Transport Division Civil Aviation Bureau*
- ***Mr. Hideaki Yokono***, *Air Talks Officer, International Transport Division Civil Aviation Bureau*

Japan Marketing News: Air Service Support Plan



Japan Marketing News



Japan Marketing News

Guam Summer Holiday Charter : Schedule

Date/Period	Day	Sector	Airlines	Time	Aircraft	Charterer	Frequency	Saleable seats
14Jul – 27Aug.17	-	NRT/GUM	T'way	11:35 16:20	B737-800	JTB	45	8,460
28Jul – 26Aug.17	-	NGO/GUM	Uzbekistan	09:00 13:40	A320-200	HIS & JTB	30	4,440
14Jul.17	Fri	NGO/GUM	Jeju Air	21:00 01:40+1	B738-800	HIS & KNT	1	189
28Jul – 20Aug.17	-	KIX/GUM	United	11:55 16:40	B737-700 or 800	-	14	1,652
01Aug – 26Aug.17	-	NRT/GUM	United	11:55 16:45	B737-700 or 800	-	12	1,416
						TOTAL	102	16,157

Japan Marketing News

Charter Capacity Forecast 2017: January to December

Charter Capacity Comparison: 2017 vs 2016

- In 2017, Total capacity will be 39,458 seats. (230 flights)
- In 2016, Total capacity was 20,515 seats. (100 flights)
- Capacity growth : Seats 192%. Frequency 230%.

Month	Seats	No. of Flights
Jan	171	1
Mar	10,008	63
Apr	853	5
May	2,353	10
Jul	4,519	26
Aug	11,638	76
Nov	5,452	29
Dec	4,464	20
Total	**39,458**	**230**

Japan Marketing News

Public Relations, Advertising and Promotions Update

Upcoming Co-operative Advertising

- DeNa co-op advertising from May 27-Sep 30 with banner ads, special Guam landing page, e-mail marketing and coupons
- H.I.S. Kanto from June 1-Sep 30 with TVCs of "I have always wanted to do this" on their website
- H.I.S. Chubu beginning May 20 with full page newspaper ad and web banner ads

Media Tie-ins

Title	Media	Area	Exposure Period	AD Value (US$)
La Scuba & Marine Diving & Marine Diving	Magazine, Web	National	Mar. - Aug. 2017	$156,761.00
TBS "TABIFUKU"	TV	Kanto, Fukushima, Hokuriku area	May -13	$793,893.00
Female Fashion Magazine NONNO	Magazine	National	19-May-13	$94,194.00
Baby Life	Magazine	National	26-May-13	$54,525.00
TBC "Sando no Bonyari-nu TV	TV	Tohoku	Jun. Jul.	$128,171.00
2017 Wedding Promotion/Wedding Industry Collaboration	Magazine (Zexy), POP, Photo		Apr. & Aug.	
STV "Dosanko Wode 179"	TV	Hokkaido	May or Jun.	$34,554.00
Delta Inflight Magazine SKY	Magazine		Jul.	$135,857.00
Hanako Mama	Magazine	National	Jul.	$27,171.00
Diving Magazine "Monthly Diver"	Magazine	National	Jul. or Aug.	$13,585.72
JUNON & its Photo book	Magazine	National	Jul. 28, 2017	$95,419.00
Running Style for GKRR	Magazine	National	Mar. - Nov. 2017	$54,342.00
			Expected Total AD Value	$2,481,322.57

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Japan Marketing News

Public Relations, Advertising and Promotions Update

United Fukuoka-Guam 30th Anniversary

- For consumers, TV tie-ins with RKB Kyokan News and Momochihama DX Store, inclusive of event promotion at Adult Life Festa @ JR Kyushu Hall in the fall
- Participation in travel trade appreciation dinner in June hosted by United
- Greeting of passengers on 30th anniversary flight (June 1, 2017)





DESTINATION

Sports & Events



Guam Live International Music Festival

- Held at Governor Joseph F. Flores Memorial Park (Ypao Beach)
- Estimated 3,000 festivalgoers attended GVB signature event
- 8 acts performed: Magic! Spawnbreezie, Sammy J, MFBTY, Anuhea, The John Dank Show, Jed and Davidior
- Press conference and press junket were held at PIC's Tasi & Isa Banquet Rooms
- KUAM to run 30 minute special on Guam Live: All Access

Håfa Adai Pledge

- Special HAP signing and tribute was held Thursday, June 1 to honor memory of "Big John" Tedtaotao at Fort Soledad.
- Year of Love heart installation with mural of Tedtaotao by Josh Agerstrand was unveiled
- Special Håfa Adai Spirit ambassador coins were presented to Tedtaotao's family and Umatac Mayor Johnny Quinata
- Mayor Quinata, Tedtaotao's family and Dom San Gil all took the pledge





- Regarding Guam Live, Director Sgro feels we need to confirm the talents further in advance to better promote the event.
- As this was our fourth festival, Director Arriola thinks we have enough statistics to determine how we can improve our ROI in the future.
- Acting President Muna mentioned that we will be hosting the Håfa Adai Study Tour from June 29 to July 3 with the trade show on June 30. Registration will be open until June 9 at GVB.

- Vice Chairman Mesa directed the board to the 2016 Annual Report and Tourism 2020 booklets in their binders. He recommended that all chairs revisit the objectives set forth in the Tourism 2020 plan for their respective committees and determine if any adjustments need to be made.

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

V. TREASURER'S REPORT

Exhibit B

FY 2016

	Appropriation	Received to Date		Balance	
Pass-Thru	$ 750,000.00	$ 712,500.00	95%	$ 37,500.00	5%
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[1]	$ 2,218,439.34
Cultural & Sports Ambassador Fund[2]	$ 477,718.90
TOTAL RESTRICTED	**$ 2,696,158.24**
UNRESTRICTED	
Bank of Guam - Operations	$ 14,397,748.69
First Hawaiian Bank - Membership	$ 115,749.62
Resona	$ 331,785.51
Bank of Guam - TAF	$ 1,216,016.24
Raymond James - CD value as of 04/30/2017[3]	$ 2,534,400.53
TOTAL UNRESTRICTED	**$ 18,595,700.59**
TOTAL CASH as of 06/06/2017	**$ 21,291,858.83**

Current Payables

Asatsu invoices JAN - APR	$ 1,929,893.98
Japan Invoices	$ 55,561.50
Guam Invoices	$ 372,167.10
Pass-Thru	$ 23,333.34
Encumbered Contracts	$ 3,633,837.89
Encumbered Purchase Orders	$ 154,153.38
TOTAL as of 06/06/2017	**$ 6,168,947.19**

NOTES

NOTE 1

$2,218,439.34	Rainy Day Fund
($135,857.26)	Rainy Day expenses - reimburse Operations
$2,082,582.08	

NOTE 2

$477,718.90	Cultural and Sports Ambassador Fund
($29,750.00)	Cultural and Sports Ambassador expenses - reimburse Operations
$447,968.90	

NOTE 3

$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	

June 6, 2017

Director Calvo made a motion, seconded by Director Arriola, to approve the Treasurer's Report.
Motion approved

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

Director Calvo made a motion, seconded by Director Arriola, to ratify Executive Committee's approval of travel for GVB Chairman and GVB President & CEO to attend CAPA LCC's in North Asia Summit in Osaka, Japan from June 12-15, 2017. Estimated cost of travel is $10,522.50 from Account #: JA-SMD008.
Motion approved

Airfare: $1,000 x 2 pax		$2,000.00
Registration: $2,495 x 2 pax		$4,990.00
BOD/MGMT Per Diem		
Lodging: $275.00/night x 3 nights + 25% x 2 pax		$2,062.50
M&IE: $147.00/night x 4 days + 25% x 2 pax		$1,470.00
	Total:	$10,522.50

Background: The CAPA LCCs in North Asia Summit on 13-14 June 2017 aims to help bridge the gaps in awareness that exist between the stakeholders - to help create the conditions for a win-win in North Asian aviation and beyond.

Kansai Airports will host this Summit with the opportunity to introduce the attractiveness of the Kansai Region. The LCC market has been growing at KIX where they have the number one LCC network among Japanese airports. The event has attracted CEO's from most of the LCCs in the region and beyond along with many key airports, governments and other industry leaders. This will be a powerful platform in providing critical forum for addressing the complex issues facing airlines and airports as the role of LCCs evolves.

As the Japan-Guam seat capacity has drastically decreased over the past several years, GVB aggressively continues to develop this air route and this Summit will be a good opportunity for our presence. Recently, GVB has met with current and new airline partners to present the business case to increase and start direct service to Guam, respectively. This will be an opportune time to re-connect with some of the airline representatives and follow-up on their response to the Guam offer.

Registration fee is $2,945 for each person to include conference participation, official welcome reception, terminal tour, and access to meeting system (for B2B appointments).

Issue: Board approval required for all travel.

B. ADMINISTRATION & GOV'T RELATIONS

- Acting President Muna reported that we have been working with Dr. Kerry Perez, our Human Resources Consultant, on completing the draft of GVB's personnel rules and regulations. Once the draft is finalized, it will be presented to the board for review and eventually adoption.

- Director Calvo asked if GVB falls under the Civil Service Commission (CSC). Acting President Muna stated that we are aligning ourselves with the Attorney General's opinion in that GVB does not fall under CSC.

C. DESTINATION MANAGEMENT

Tourism Capital Improvements List **Exhibit C**

Vice Chairman Mesa (Chairman of the Destination Management Committee [DMC]) relinquished the chair and turned it over to Director Shinohara prior to reporting on the DMC.

- Vice Chairman Mesa reported that three bus shelters are currently under construction and all will be completed in mid August.
- Of the 375 streetlights that need to be replaced, 64% have been completed.
- Director Nault mentioned that there is a sensor issue with the lights along the road near Bayview Hotel. Acting President Muna informed him that the sensors will be addressed eventually. Right now, the light bulbs and wiring are being replaced just to get the lights to turn on. After that, we will work with GPA to replace the light boxes which is where the sensors are located. This will resolve the sensor issue.
- Vice Chairman Mesa reported that we recently met with the GEDA and the consultants GEDA hired to develop a plan for the Tumon Flooding Project. The team found that property owners in Tumon are required to retain the rainwater that comes into their property but not all owners are in compliance. EPA inspects the property but they do not have the authority to issue citations; DPW does. Vice Chairman Mesa feels DPW needs to conduct inspections to ensure all property owners are in compliance. Director Calvo we should confer with our membership beforehand. Vice Chairman Mesa agreed. With regard to where we are now with the project, Vice Chairman Mesa reported that we are on the second phase: installation of water inlets and trenching inlets. This step is pending DPW permit issuance but the target start date is sometime in August.
- Director Calvo touched on the proposed legislation with respect to signage in Tumon. Acting President Muna mentioned that President Denight drafted a position on this issue and it will be shared with the board soon. Director Calvo feels we should submit testimony to the legislature as well.

Director Shinohara relinquished the chair and turned it over to Vice Chairman Mesa after the report on the DMC.

D. GREATER CHINA

Committee minutes dated May 12, 2017 **Exhibit D**

E. JAPAN

Director Nault made a motion, seconded by Director Calvo, to approve travel for GVB President & CEO or his designee to attend the DATA Asia Pacific Workshop from July 4 – 8, 2017 in Mie, Japan. Cost is approximately $2,125.00 from FY2017 Social Media Budget Account# ALL-SME002.
Motion approved

Airfare: RT $800.00 x 1 (GUM/KIX/GUM)	$	800.00
Per Diem:		
Lodging $135.00 x 25% = $168.75/night x 4 nights	$	675.00
M&IE $104.00 x 25% = $130 x 5 days	$	650.00

TOTAL $ 2,125.00

Background: TripAdvisor and GVB are about to launch a Guam Campaign Program. TripAdvisor is the top site for travel information. Ms. Sarah Matthews, Head of Destination Marketing – Asia Pacific at TripAdvisor recommends that GVB attend this workshop. GVB President & CEO will also attend this workshop in preparation of GVB's upcoming TripAdvisor Guam program. This program will be introduced to the GVB tourism industry partners through seminars similar to this workshop with the goal in having our local tourism partners join in the Guam TripAdvisor Program.

Around the world, tourism sales have predominantly shifted online, with over US $400 Billion annually in sales, making travel the number one value selling commodity online and with over 50% of travel sales now happening online it has become the predominant channel for distribution as well.

Social media has revolutionized the Internet but also the business world too, with 60% of online sales now being driven from a point of social media engagement. This has created a user driven and controlled marketplace in which shoppers can easily access advice, opinions and referrals from each other, and regard this information as more trusted and reliable than official or corporate content.

This is especially true in the travel space as travelers with mobile accessible SMART phones in their hands produce and publish content on the road- to an audience of engaged, interested, and easily inspired connections who can easily become future customers.
This classroom type workshop will cover the following topics: Latest Global and Regional Tourism Trends; Community Tourism and Content Communities; Online Business: Targeting and Segmentation; Content and Experiential Marketing; Digital Resources and Campaigns; Attribution of Digital Campaigns (how to really measure your campaign effectiveness); Brand Safety on the Online Space; Key Opinion Leaders – good or evil; Crisis Management; DMP (Data Management Platforms); TripAdvisor Data and Insights Sharing.

- Director Nault reminded the board that GVB and GVB Japan have been meeting with various airlines in efforts to increase air seats out of Japan. He requested that in addition to reporting on initial meetings, management should also provide the board with updates on follow up meetings. This would be helpful for the board to see how we are progressing and how issues are being resolved.
- Director Calvo asked if we've compared the decline in Japan and the growth in the Korean market. Director Nault noted that there are more low cost carriers (LCCs) flying out of Korea than in Japan so that is one factor. In addition, domestic travel in Korea is expensive so there is more outbound travel. In comparison, domestic travel in Japan is inexpensive, so there is less outbound travel. Director Shinohara agreed that domestic travel in Japan is Guam's biggest competitor.

F. KOREA

- Director Kloppenburg reported that we attended KOTFA and will be attending HANA Tour.
- The Guam Food Festival is ongoing at the Grand Hyatt in Seoul.
- Vice Chairman Mesa suggested that the committee develops a contingency plan in light of the geopolitical situation in Korea.

G. MEMBERSHIP & COMMUNITY OUTREACH

- Vice Chairman Mesa suggested that for future membership meetings, the Membership & Community Outreach Committee should try to bring in off-island guest speakers who will inspire our tourism industry partners and membership.

H. NORTH AMERICA & PACIFIC MARKETS

I. RESEARCH

J. RUSSIA & NEW MARKETS

K. VISITOR SAFETY & SATISFACTION

L. CULTURAL & HERITAGE

M. SPORTS & EVENTS

Guam Basketball Confederation Letter	Exhibit E
Guam Basketball Confederation Grant Application	Exhibit F
2017 FIBA U17 Oceania Championship Media Exposure Information	Exhibit G

Director Sgro made a motion, seconded by Director Arriola, to approve sponsorship of FIBA U17 Oceania Championship in the amount of $75,000 to be used for the visiting team accommodations, visiting team meals, and visiting team transportation, and that full accounting be made to the board. Funding to come from the Raymond James CD.
Motion approved

Background: The Guam Basketball Confederation (GBC) will be hosting the FIBA U17 Oceania Championship from July 9 to July 15, 2017. The tournament will bring over 300 players, coaches, trainers, and officials to Guam plus potentially hundreds of fans.

FIBA officials project that GBC needs about $195,000 for promotional and logistical expenses for the event and to provide housing, meals, and ground transportation for all teams and officials. The organization has secured a grant of $30,000 and has generated $65,000 in sponsor cash, in-kind donations, and potential concessions. GBC is seeking financial assistance from GVB to cover the remaining expenses.

President Denight introduced the sponsorship request to the board at the regular board meeting on April 12, 2017. The board asked management to identify a source of funding and to provide information on media exposure. Management provided the requested information to the board and a motion was made at the regular board meeting on May 25, 2017. The motion was tabled pending further clarification by the Sports & Events Committee and management.

After further review of the sponsorship request, the Sports & Events Committee and management recommend sponsorship be approved in the revised amount of $75,000.

Issue: Board approval required.

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Announcements:

- Quarterly Membership Meeting: June 12, 9am – 12pm, Outrigger Mezzanine
- FY2018 Budget Hearing: June 16, 2pm, Congress Building
- Guam BBQ Block Party: July 1

Upcoming Board Meetings:

- Thursday, June 22, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, July 13, 2017 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

Director Shinohara made a motion, seconded by Director Calvo, to adjourn the meeting.
Meeting adjourned at 5:08.
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

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

5. Management to schedule a board working session to discuss tourism capital improvements

FY 2016

	Appropriation	Received to Date		Balance	
Pass-Thru	$ 750,000.00	$ 712,500.00	95%	$ 37,500.00	5%
TOTAL RECEIVABLES FY 2016				**$ 37,500.00**	

FY 2017

	Appropriation	Received to Date		Balance	
Operations	**$ 21,282,472.00**	**$ 15,962,056.50**	**75%**	**$ 5,320,415.50**	**25%**
Destination Development	**$ 1,085,000.00**	**$ 813,750.00**	**75%**	**$ 271,250.00**	**25%**
Rainy Day Fund	$ 200,000.00	$ 150,000.00	75%	$ 50,000.00	25%
Cultural & Sports Ambassador Fund	$ 200,000.00	$ 150,000.00	75%	$ 50,000.00	25%
Pass-Thru	$ 1,085,000.00	$ 887,500.00	82%	$ 197,500.00	18%
TOTAL	**$ 23,852,472.00**	**$ 17,963,306.50**		**$ 5,889,165.50**	
TOTAL RECEIVABLES FY 2017				**$ 5,889,165.50**	
TOTAL RECEIVABLES				**$ 5,926,665.50**	

Accounts

RESTRICTED

Bank of Guam - Rainy Day Fund[1]	$ 2,235,331.07
Cultural & Sports Ambassador Fund[2]	$ 494,428.70
TOTAL RESTRICTED	**$ 2,729,759.77**

UNRESTRICTED

Bank of Guam - Operations	$ 14,303,508.92
First Hawaiian Bank - Membership	$ 108,933.20
Resona	$ 471,653.79
Bank of Guam - TAF	$ 1,210,677.80
Raymond James - CD value as of 05/31/2017[3]	$ 2,533,626.47
TOTAL UNRESTRICTED	**$ 18,628,400.18**

TOTAL CASH as of 06/19/2017	**$ 21,358,159.95**

Current Payables

Asatsu invoices JAN - APR	$ 1,929,893.98
Japan Invoices	$ 201,732.36
Guam Invoices	$ 548,990.91
Pass-Thru	$ 26,250.00
Encumbered Contracts	$ 3,514,682.64
Encumbered Purchase Orders	$ 139,001.33
TOTAL as of 06/19/2017	**$ 6,360,551.22**

NOTES

NOTE 1

$2,235,331.07	Rainy Day Fund
($135,857.26)	Rainy Day expenses - reimburse Operations
$2,099,473.81	

NOTE 2

$494,428.70	Cultural and Sports Ambassador Fund
($32,750.00)	Cultural and Sports Ambassador expenses - reimburse Operations
$461,678.70	

NOTE 3

$1,417,339.15	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
($75,000.00)	Board approved $75,000 on 6/8/17 for Guam Basketball Federation FIBA U17 Championship Hosting
$213,269.15	

EXHIBIT

JAPAN MARKETING COMMITTEE MEETING - TUESDAY, JUNE 13, 2017

JMC MEMBERS PRESENT: Bill Nault, Satoru Murata, Mike Lee, Terry Debold, Kiyoshi Kawano, Monte Mesa

OFF-ISLAND: Milton Morinaga, Tak Takano, Toshio Akigami

OBSERVERS/GUESTS PRESENT: Yusuke Imazu, Dave Duenas, Akiko Futakami, Kenji Sekine, Yoshihisa Otani, Katsuhiko Yoshida, Kazu Atsuta, Bunichi Yamashita, Mari Oshima, Kimi Passeur, Shizuyo Okabe, Koji Nagano, Eilis Baldevia, Mai Perez, Masayo Ibay, Tomohiro Shimano

ABSENT: Kazunori Hotta, Yoshiaki Kanemitsu, George Johnson, Mitsunori Takahashi, Suzanne Perez, Chie Takase, , Miwa Bravo, Bonnie Lee, Mark Anderson, Simon Odoca, Akihiro Tani, Ayisha McKinnon

GVB: Brian Borja, June Sugawara, Ana Cid

ADK:

SKYPE:

CALL TO ORDER

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

APPROVAL OF MINUTES

Motion made by Mr. Mesa and seconded by Mr. Murata to approve the minutes of May 9, 2017. Minutes approved.

REPORT OF CHAIRMAN

Vice Chairman Nault reported to the committee that Chairman Morinaga and Nathan Denight, President & CEO, are currently off-island to attend the CAPA LCCs in North Asia Summit in Osaka, Japan. Message from Chairman Morinaga for everyone's support for the Japan market as we are working hard to find ways in increasing the numbers from Japan. We are working hard in meeting with the airlines door to door in our airline support program. Chairman Morinaga also is encouraging everyone in the committee to provide their input, ideas, criticism, etc. During yesterday's membership meeting, it was reported that GVB is working on the streetlights and the bus shelters along Tumon. This Friday, June 16 will be the budget hearing. We encourage everyone's support to be there or if unable to attend to submit their testimonies.

REPORT OF MANAGEMENT

Mr. Borja reported on behalf of the management the following:

- 3 Month Forecast
- Guam Summer Holiday Charter: Schedule
- Guam Summer Holiday Charter: Airline
- Guam Summer Holiday Charter: Capacity & Frequency
- Guam Summer Holiday Charter: Package Price
- Charter Capacity Forecast 2017: January to December
- Meeting with Japan Civil Aviation Bureau

- Air Service Support Plan
- JGTC Meeting Kanto/Chubu/Kansai
- Hafa Adai Study Tour: June 29-July 3, 2017
- Promotion Results for OTA's
- Peach Aviation announced LCC will open Taiwan Taoyuan Int'l Airport routes based in Sendai
- Jetstar Japan announced that LCC will make Central Japan Int'l Airport or Centrair its 3rd domestic base following Narita and Kansai

Discussion/Comments:
Mr. Debold questioned about the forecast numbers and the additional capacities that it does not add up. Mr. Mesa suggested to look into the numbers that it is accurate. Mr. Borja interjected that one of the reason is that Guam's package is quite expensive especially the peak season. We also work with the Research Department and our team in Japan in coming with the numbers. Ms. Cid also made a comment that when a major airline pulls out of their daily flight from Osaka and Nagoya, the number presented is what we are looking at.

Reference to Hafa Adai Study Tour, Mr. Mesa commented that he is delighted to see the leisure planners are coming for this year's study tour. Mr Borja indicated that the leisure planners are spreadout throughout the different cities.

Mr. Kawano suggested online bookings also to include direct booking to hotels and optional tours and not only through the agents.

Mr. Mesa made a suggestion to send the presentation to the committee members before the minutes are done.

6/19/17



Japan Marketing News

3 Month Forecast

(as of 13 Jun. 2017)

Month	Forecast	LY Arrival	% Arrival	2017 Seats	2016 Seats	% Growth
June	52,000	53,040	-1.96%	71,063	74,842	-5.18%
July	55,000	54,625	+0.69%	79,274	77,043	+2.9%
August	73,000	79,342	-7.99%	86,826	96,987	-10.48%

(Data Source : Dio Mi JGTA and other MI)

Jun 2017
Narita
UA 21 flights per week (6,258)
DL 12 flights per week (2,028)
JL 7 flights per week (1,639)
Nagoya
UA 14 flights per week (1,988)
Kansai
UA 14 flights per week (1,988)
TW 7 flights per week (1,323)
Fukuoka
UA 7 flights per week (826)
Sapporo
UA 2 flights per week (236)
(Mon & Fri)
Sendai
UA 2 flights per week (236)
(Thu & Sun)

July 2017
Narita
UA 21 flights per week (6,258)
DL 12 flights per week (2,028)
JL 7 flights per week (1,639)
Nagoya
UA 14 flights per week (1,988)
Kansai
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Fukuoka
UA 7 flights per week (826)
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August 2017
Narita
UA 21 flights per week (6,258)
DL 12 flights per week (2,028)
JL 7 flights per week (1,639)
Nagoya
UA 14 flights per week (1,988)
Kansai
UA 14 flights per week (2,324)
TW 7 flights per week (1,323)
Fukuoka
UA 7 flights per week (826)
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UA 2 flights per week (236)
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UA 2 flights per week (236)
(Thu & Sun)

Japan Marketing News

Guam Summer Holiday Charter : Schedule

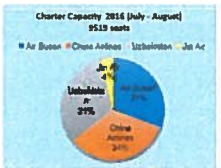
Date/Period	Day	Sector	Airlines	Time	Aircraft	Charterer	Frequency	Saleable seats
14 Jul - 27Aug 17	-	NRT/GUM	T way	11 35 16 20	B737 800	JTB	45	8 460
28Jul - 26Aug 17	-	NGO/GUM	Uzbekistan	09 00 13 40	A320 200	HIS & JTB	30	4 440
14 Jul 17	Fri	NGO/GUM	Jeju Air	21 00 01 40+1	B738-800	HIS & KNT	1	189
28Jul - 20Aug 17	-	HIX/GUM	United	11 55 16 40	B737-700 or 800	-	14	1 652
01Aug - 26Aug 17	-	NRT/GUM	United	11 55 16 45	B737-700 or 800	-	12	1 416
						TOTAL	102	16 157

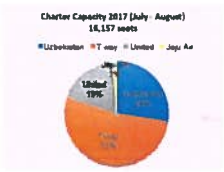
Summary
- July Total 4 519 seats (+4,519 seats)
- August Total 11 638 seats (+2 119 seats)
- Total (Jul & Aug) 16,157 (+6,638 seats)

Japan Marketing News

Guam Summer Holiday Charter : Airline

Outstanding :
- Morning departure from Japan. (2016 : Night or evening departure from Japan, except HY)
- Increasing LCC share.
- Long-term operation like 30 days etc.





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Japan Marketing News

Guam Summer Holiday Charter : Capacity & Frequency

- Increased more than 170% compared to LY.

Capacity : 2017 vs 2016



Japan Marketing News

Guam Summer Holiday Charter : Package Price

Departure point	Month	Airline	Destination	Package Price	Departure Period	Travel Agent
Narita (NRT)	Jul & Aug	T way	Guam	¥69 800 ¥176 800	14 Jul 2 Aug(T	JTB
Nagoya (NGO)	Jul & Aug	Uzbekistan	Guam	¥104 800 ¥164 800	28 Jul 26 Aug(T	HIS
Nagoya (NGO)	Jul & Aug	Uzbekistan	Guam	¥129 900 ¥204 900	28 Jul 26 Aug(T	JTB
Nagoya (NGO)	Jul	Jeju Air	Guam	¥69 900 ¥ 318 900	14 Jul(T	HIS
Nagoya (NGO)	Jul	Jeju Air	Guam	¥64 700 ¥ 147 700	14 Jul(T	MNT



Japan Marketing News

Charter Capacity Forecast 2017: January to December

Charter Capacity Comparison: 2017 vs 2016

- In 2017, Total capacity will be 39,458 seats (230 flights)
- In 2016, Total capacity was 20,515 seats. (100 flights)
- Capacity growth : Seats 192%, Frequency 230%

Month	Seats	No. of Flights
Jan	171	1
Mar	10 008	63
Apr	853	5
May	2 353	10
Jul	4 519	26
Aug	11 638	76
Nov	5 452	29
Dec	4 464	20
Total	39 458	230

Japan Marketing News

Meeting with Japan Civil Aviation Bureau (JCAB)

- Introduction by Nathan about Guam and current situation with Japan
- There has been decrease in Japan-Guam flight capacity with increased airfare GVB has been meeting with carriers to propose more flights to Guam
- Currently, no Haneda-Guam flights but would be advantage for Guam
- Main concern is ETOPs and other regulations; GVB would like to learn more
  - Cannot compromise safety
  - LCC's need to identify an emergency airport
  - Iwojima is an emergency airport option but requires resources and has limited operations schedule
  - There are different levels of ETOPs and is based on category type
  - Higher level of ETOPs certification, requires more investment and more maintenance
- LCC's are doing well with domestic travel but international travel requires double investment



JCAB Representatives:

- *Mr. Hiroki Matsumoto, Assistant Vice-Minister for International Aviation Minister's Secretariat*
- *Mr. Shigehiko Yamaguchi, Chief Air Talks Officer International Air Transport Division Civil Aviation Bureau*
- *Mr. Hiroto Hagiwara, Chief of Planning Section International Air Transport Division Civil Aviation Bureau*
- *Mr. Hideaki Yokono, Air Talks Officer, International Transport Division Civil Aviation Bureau*

6/19/17





Upcoming Events

- Håfa Adai Study Tour: June 29 – July 3, 2017

Expecting no. of participants as of June 9th :

Tokyo: 24	Osaka: 12
Sapporo: 9	Sendai: 9
Nagoya: 7	Fukuoka: 9
Media: 4	

Total: 74 people
- 47 participants for MICE/Group
- 23 participants for Leisure Planning
- 4 Trade Media

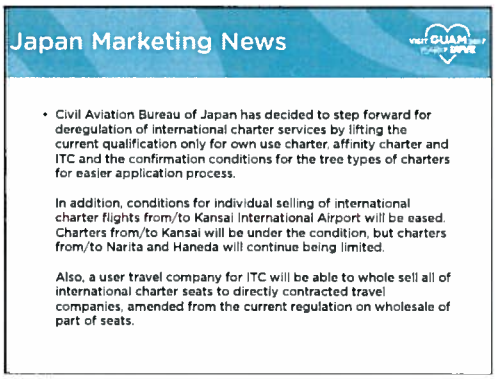
Promotion results for OTAs

Rakuten
- Landing pages and coupon distribution
- No. of bookings is increased in March, April and May

DeNA
- Landing pages and coupon distribution
- Starting May 27th.
- No. of bookings increased by over 30% in the first 10 days.
- Campaign 2nd term starts July for 2 months.

6/19/17


Japan Marketing News
• Peach Aviation announced that the LCC will open Taiwan Taoyuan International Airport routes based in Sendai on September 24 this year. Taiwan will be the first international route served by LCC for Sendai.
• Jetstar Japan announced that the LCC will make Central Japan International Airport or Centrair its third domestic base following Narita and Kansai as early as spring 2018 and extended to four domestic routes and two international routes. Jetstar will become only a LCC with service bases in Tokyo, Osaka and Nagoya.


Japan Marketing News
• Civil Aviation Bureau of Japan has decided to step forward for deregulation of international charter services by lifting the current qualification only for own use charter, affinity charter and ITC and the confirmation conditions for the tree types of charters for easier application process.
In addition, conditions for individual selling of international charter flights from/to Kansai International Airport will be eased. Charters from/to Kansai will be under the condition, but charters from/to Narita and Haneda will continue being limited.
Also, a user travel company for ITC will be able to whole sell all of international charter seats to directly contracted travel companies, amended from the current regulation on wholesale of part of seats.

REPORT OF ADK
Report by Mr. Borja on behalf of ADK:

FY17 Marketing Calendar
PR May / June / July / August / September / November
AD: BBQ Block Party – Banner Ads and LP
AD: BBQ Block Party – GVB Japan Facebook
AD: Web Creative
AD: April – May Web Ad
AD: Web Ad Simulation and Results (Apri. 1-May 31)
AD: Key Summary of Web Performance
AD: 50th Anniversary Facebook Ad
AD: Ranking of no. of viewing by target – Family/OL/Senior
AD: Yahoo Brand Panel Vision (PC Only)
AD: Iko-yo – The biggest family outing information site in Japan
AD: 50th Anniversary Facebook AD

Discussion/Comments:
Mr. Nault suggested to show the committee members a copy of the magazine that we have tie-in programs. Mr. Yamashita indicated that the Zexy magazine is popular magazine for the wedding market. Ms. Perez made a comment that she did not see the TV program but knows about the magazine "Nonno" which is popular in Japan for young ladies.

Reference to Web Ad results, Mr. Mesa asked where are the impression of 152,411,683 coming from and which cities? Mr. Borja responded that we can check and get back to the committee.

Mr. Kawano asked about the 3,856 actual booking? Need clarification on the numbers if this is the actual booking. Mr. Borja indicated will be reported on the next meeting.

Mr. Debold asked about the status on the April Wedding Campaign. Mr. Yamashita responded on behalf of Arluis that Mr. Hotta will be here next month to provide the update on the campaign.

Mr. Nault recommended to the committee members to follow GVB's FB / Instagram.

6/19/17

GUAM

JMC Meeting - June

FY 17 Plan for Japan Market

ADK

June 13, 2017
ASATSU DK INC.

FY17 Marketing Calendar

GUAM

ADK

GUAM

Current Activities

ADK

PR : Past _ MAY

GUAM

● TV

TV Station: TBS (2 networks)
Program title: TABIFUKU
On Air Date: May 24, 31 2017
Exposure: 52 minutes
AD Value: $793,893

ADK

PR : Past _ MAY

GUAM

● MG

NONNO
Issue date: May 20, 2017
Exposure: 4C8P
Ad Value: $94,194

女子モテ水着

ADK

PR : Past _ MAY

GUAM

● MG

Marine Diving
Issue date: April
Exposure: 4C6P
Ad Value: $52,356

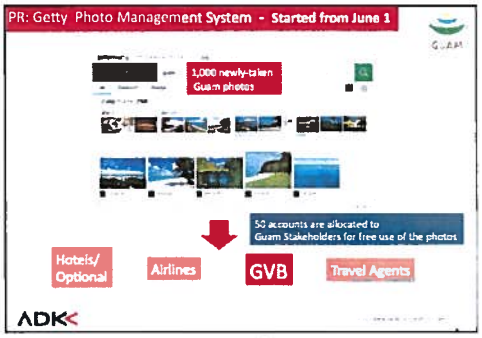
Dive in GUAM

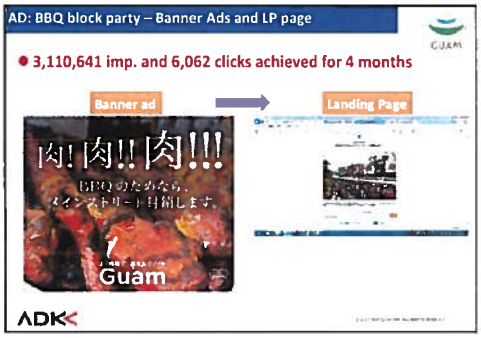
ADK

6/19/17


PR : Past _ MAY
MG
ZEXY
Issue date: April 23
Exposure: 4C4P
Ad Value: $34,904
GUAM WEDDINGS
ADK


PR : Past _ MAY
MG
Baby Life
Issue date: May 27
Exposure: 4C7P
Ad Value: $54,525
ADK

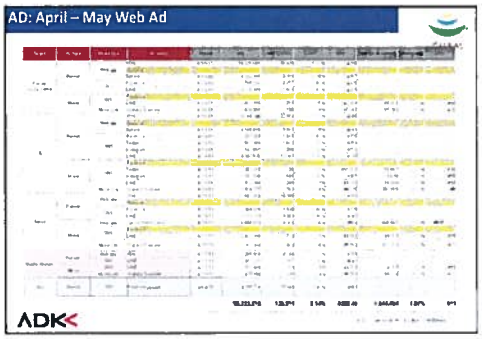

PR: Getty Photo Management System - Started from June 1
1,000 newly-taken Guam photos
50 accounts are allocated to Guam Stakeholders for free use of the photos
Hotels/ Optional
Airlines
GVB
Travel Agents
ADK

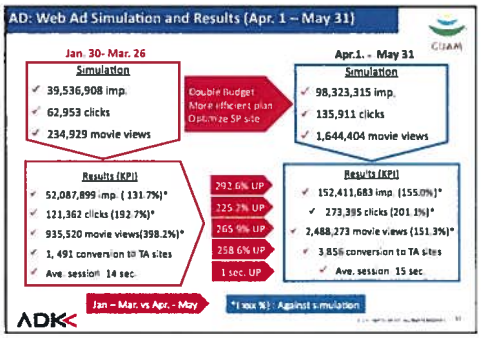

AD: BBQ block party – Banner Ads and LP page
3,110,641 imp. and 6,062 clicks achieved for 4 months
Banner ad
Landing Page
肉!肉!!肉!!!
Guam
ADK

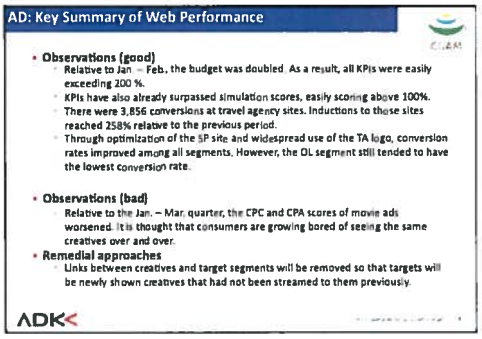

AD: BBQ block party – GVB Japan Facebook
8,638
356
254
ADK


AD : Web Creative
Family
OL
Senior
ADK

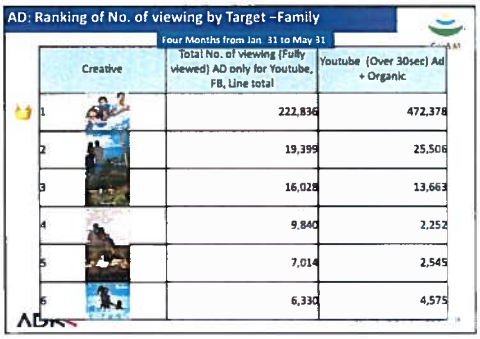
6/19/17

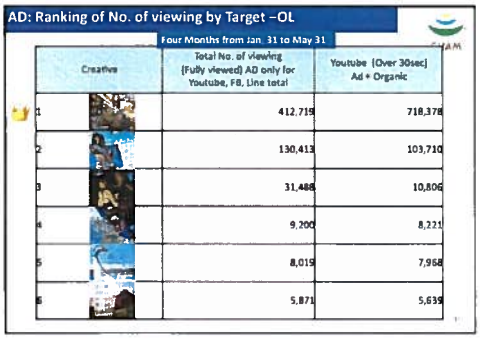

AD: April – May Web Ad
ADK


AD: Web Ad Simulation and Results (Apr. 1 – May 31)
Jan. 30- Mar. 26
Simulation
39,536,908 imp.
62,953 clicks
234,929 movie views
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)
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 14 sec.
292.6% UP
225.2% UP
265.9% UP
258.6% UP
1 sec. UP
Results (KPI)
152,411,683 imp. (155.0%)*
273,395 clicks (201.1%)*
2,488,273 movie views (151.3%)*
3,856 conversion to TA sites
Ave. session 15 sec
Jan – Mar. vs Apr. - May
*(xxx %) : Against simulation
ADK


AD: Key Summary of Web Performance
Observations (good)
Relative to Jan – Feb., the budget was doubled. As a result, all KPIs were easily exceeding 200 %.
KPIs have also already surpassed simulation scores, easily scoring above 100%.
There were 3,856 conversions at travel agency sites. Inductions to those sites reached 258% relative to the previous period.
Through optimization of the SP site and widespread use of the TA logo, conversion rates improved among all segments. However, the OL segment still tended to have the lowest conversion rate.
Observations (bad)
Relative to the Jan. – Mar. quarter, the CPC and CPA scores of movie ads worsened. It is thought that consumers are growing bored of seeing the same creatives over and over.
Remedial approaches
Links between creatives and target segments will be removed so that targets will be newly shown creatives that had not been streamed to them previously.
ADK


AD: 50th anniversary Facebook ad
No. of clicks was 3 times higher than simulated.
Incremental GVB-J SNS followers
Facebook: 4,149 UP (13,371 <= 9,222)
Instagram: 3,835 UP (4,135 <= 300)
Target
Creative
Imp.
Click
CTR
Female aged from 20 to 35 interested in traveling
1,294,352
11,404
0.88%
Aged from 20 to 70 interested in traveling
1,236,493
18,968
1.53%
Aged from 20 to 50 interested in traveling
1,213,480
19,614
1.62%
ADK


AD: Ranking of No. of viewing by Target –Family
Four Months from Jan. 31 to May 31
Creative
Total No. of viewing (Fully viewed) AD only for Youtube, FB, Line total
Youtube (Over 30sec) Ad + Organic
1
222,836
472,378
2
19,399
25,506
3
16,028
13,663
4
9,840
2,252
5
7,014
2,545
6
6,330
4,575


AD: Ranking of No. of viewing by Target –OL
Four Months from Jan. 31 to May 31
Creative
Total No. of viewing (Fully viewed) AD only for Youtube, FB, Line total
Youtube (Over 30sec) Ad + Organic
1
412,719
718,378
2
130,413
103,710
3
31,488
10,806
4
9,200
8,221
5
8,019
7,968
6
5,871
5,639

6/19/17

AD: Ranking of No. of viewing by Target –Senior

Four Months from Jan. 31 to May 31

	Creative	Total No. of viewing (Fully viewed) AD only for Youtube, FB, Line, Yahoo PV	Youtube (Over 30sec) Ad + Organic
1		495,907	288,842
2		383,830	90,041
3		334,863	45,123
4		330,732	190,805
5		326,753	46,539
6		295,801	39,168

ADK

Upcoming Activities

ADK

PR : Upcoming _ JUN

● TV



TV Station TBC (札幌放送)
Program title Sando no Bonyan nu TV
On Air Date & Times
Jun 8, 15, 22, and 29 2017 (TBD)
Exposure 60 minutes in total
Ad Value, $128,171



TV Station STV (札幌TV放送)
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







GLEAM twilight Magazine
SKY
Issue Date
July 1st
Exposure via
4C5P + Cover
Ad Value, $115,857

DIVLR
Issue date
Jul. 10
Exposure
4C11P
Ad Value, $13,581.72

Hanako Mama
Issue date
Jul
Exposure
4C6P
Ad Value, $27,171

JUNON
Exposure Date
June & July issue
Exposure site
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 _ JUL ~AUG

● TV




TV Station: RKB (Fukuoka Local TV)
Program Title: Kyoban News
On-air Time: Weekday, 6:15 pm-7:00pm
Exposure Time: 5-8 minutes x 2 times
Ad Value: $145,201

ADK

PR : Upcoming _ AUG

● MG



ZEXY
Issue date Aug 23
Exposure 4C4P
Ad Value $26,693



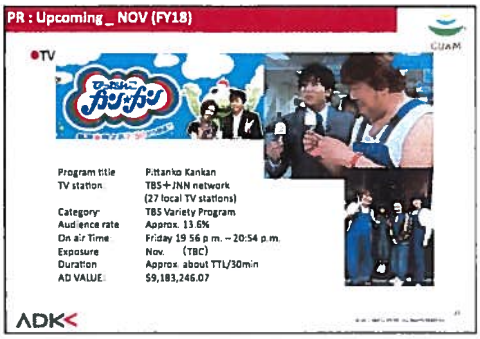
RUNNING Style
Issue date Aug
Exposure 4C2P
Ad Value $27,171

● AD Value: TV(0) & MG(2): $53,864

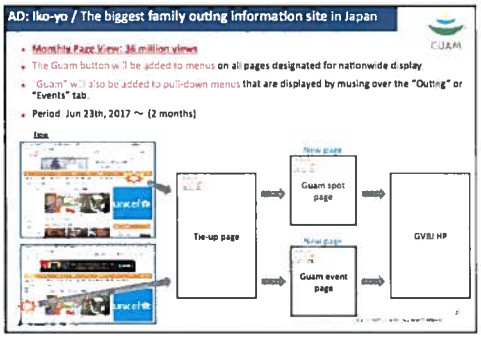
ADK

6/19/17


PR : Upcoming _ SEP
GUAM
●TV
TV Station: TOKAI TV (Aichi, Gifu, Mie)
Program title STYLE PLUS
Category Information Variety Program
On Air Date September 2017 (TBD) total of 20 minutes VTR + Studio
AD VALUE $ 230 366 49
ADK


PR : Upcoming _ NOV (FY18)
GUAM
●TV
Program title Pittanko Kankan
TV station TBS+JNN network (27 local TV stations)
Category TBS Variety Program
Audience rate Approx. 13.6%
On air Time Friday 19 56 p.m. – 20:54 p.m.
Exposure Nov. (TBC)
Duration Approx. about TTL/30min
AD VALUE $9,183,246.07
ADK


AD: Yahoo Brand Panel Vision (PC Only)
GUAM
● Yahoo Brand Panel Vision ad (Movie) will start from 12th June for 2 weeks.
● 26 million imp. secured and 4 million viewing estimated
● 4 types of movies will be aired to all targets
● Kanto Area only
The very top page of Yahoo site
Guam
ADK


AD: Iko-yo / The biggest family outing information site in Japan
GUAM
Monthly Page View: 36 million views
The Guam button will be added to menus on all pages designated for nationwide display
"Guam" will also be added to pull-down menus that are displayed by musing over the "Outing" or "Events" tab.
Period Jun 23th, 2017 ~ (2 months)
Tie-up page
Guam spot page
Guam event page
GVBJ HP


AD: 50th anniversary Facebook ad
GUAM
• New 9 creatives below will be added to obtain more No. of clicks from this month.


GUAM
Thank you.
ADK

OLD BUSINESS

NEW BUSINESS

Mr. Murata presented draft campaign proposal for the travel agencies and consumers. Mr. Murata used the Treasure Hunting campaign by PMT as an example. The campaign to start from January to March targeting the young and July to September targeting the family market. Mr. Mesa suggested to form a subcommittee headed by Mr. Murata to come up with a plan / proposal and come back to the committee. Encouraged the observers to join the subcommittee. There are six cities we have direct flight from Guam and each city has their own mindset. Mr. Nault also reiterated the draft proposal from Mr. Murata and will need everyone's support and input. GVB is working hard in getting extra seats from Japan by providing incentive programs, etc. We ask the committee members to get involved and be active and join the subcommittees. Mr. Lee also made a comment to consider extending the campaign to other markets. Mr. Mesa made a comment in recognizing the vendors who have participated actively in GVB's Tourism Summit in March. He would like to recognize Kawano-san from Holiday Resort Guam who was there, representatives from Watabe and other optional tour companies.

Mr. Mesa suggested to explore how we can best get combined efforts from the members in their area of expertise. Japan market being the core market, we need to take action now and focus on the six cities serving direct flights to Guam. The airline support program is good but may take time so we need a short term simplified strategy. He suggested a subcommittee focusing on the six cities.

Mr. Nault reiterated Mr. Mesa's comment that we need to look at each city differently and what their needs are and increase the numbers from these secondary cities. We also need everyone's support in participating in the subcommittee(s) that will be created.

Mr. Debold made a comment about car rentals to inform their customers to be careful when going around the island and who to call when they encounter any problems. Mr. Debold stressed that the recent robbery mentioned by the media did not take place at Two Lovers Point. Mr. Mesa suggested Visitor Safety Committee to look into this matter.

Mr. Nault mentioned about the airport issues that GVB is looking into it and will be working closely with CBP and Customs. The issue was mentioned during GVB's board meeting.

ANNOUNCEMENTS

- Next JMC meeting will be held on July 11, 2017
- GVB's Budget Hearing this Friday, June 16, 2017 at 2pm. Please support GVB by being there or turn in a written testimony if unable to attend.

ADJOURNMENT

Moved by Mr. Debold seconded by Mr. Murata to adjourn the meeting at 3:10 p.m. Motion approved.

Minutes prepared by: _____
June Sugawara, Marketing Officer II

Approved by: _____
Brian Borja, Marketing Officer II