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GVB Board Packet: July 27, 2017

BENJAMIN CRUZ <speaker@senatorbjcruz.com> Thu, Jul 27, 2017 at 9:44 AM
To: 34th Guam Legislature Clerks <clerks@guamlegislature.org>
Cc: Rennae Meno <rennae@guamlegislature.org>

Please disregard earlier e-mail and accept this for GL#34-17-773

7/27/2017	7/272017	Guam Visitors Bureau	GVB board packet of July 27, 2017.*	34-17-773

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GL# 34-17-773
Speaker Benjamin J.F. Cruz

JUL 27 2017
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7 attachments

- **Agenda_July272017.pdf** 97K
- **Exhibit_A_MINUTES_June222017.pdf** 9582K
- **Exhibit_B_CASH POSITION_July242017.pdf** 20K
- **Exhibit_C_GCMC_Minutes_July142017.pdf** 924K
- **Exhibit_D_JMC_Minutes_July112017.pdf** 1357K
- **Exhibit_E_KMC_Minutes_June202017.pdf** 1395K
- **Exhibit_F_KMC_Minutes_July112017.pdf** 1621K

REGULAR BOARD OF DIRECTORS MEETING
Thursday, July 27, 2017 – 3:30pm
Guam Visitors Bureau Main Conference Room

A G E N D A

I. CALL TO ORDER

II. MINUTES OF THE PREVIOUS MEETING Exhibit A

Approval of minutes of the previous Board of Directors meeting dated June 22, 2017.

III. CHAIRMAN'S REPORT

IV. PRESIDENT & CEO'S REPORT

- STAR Report by Jay Merrill

V. TREASURER'S REPORT Exhibit B

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

Motion to ratify Executive Committee's travel approval for Lt. Governor and one staff from Lt.'s Office to attend the Kashiwa Festival from July 28-30, 2017. (Estimated cost of travel $4,835.90 from Account# JA-TTC009).

Airfare:	$1,000.00 x 2 pax		$2,000.00
Per Diem:	Lodging $276.00 x 2 nights + 30%	x 1 pax	$ 717.60
	M&IE $227.00 x 3 days + 30% x 1 pax		$ 885.30
	Lodging $276.00 x 2 nights x 1 pax		$ 552.00
	M&IE $227.00 x 3 days x 1 pax		$ 681.00
		Total:	$4,835.90

Background: In keeping with our Friendship Agreement signed in 1991, a group of students from Kashiwa comes to Guam every year. Promoting cultural exchange programs, a delegation will be sent to Kashiwa to share Guam's culture with the Kashiwa International Relations Association. This group in turn comes to Guam.

Issue: Board approval needed for all travel.

PATA EXECUTIVE BOARD MEETING IN JULY 2017

Motion to ratify Executive Committee's approval to amend previously approved travel for President & CEO Jon Nathan Denight to attend the PATA Executive Board

meeting on July 2017 in Bangkok, Thailand to include travel to Tokyo, Japan for GVB Japan Administrative Meetings. (Cost is approximately $1,541.25 from account no. JA-SMD008.)

Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	President & CEO	$345.00	2	$283.75	3	$1,541.25
					Total:	$1,541.25

Background: GVB President & CEO will travel to Bangkok, Thailand via Tokyo, Japan to attend the PATA Executive Board meetings. While in Tokyo, Nathan is scheduled to meet with GVB Japan Director Satomi Yamamoto, the GVB Japan Sales Team, and GVB's Japan PR/Advertising agency, ADK, to address current FY2017 performance, sales activities, and PR/Advertising campaigns. Additionally, Nathan will maximize this opportunity to discuss the strategic direction of FY2018's sales and marketing promotions and campaigns per the GVB BOD and the GVB Japan Marketing Committee. FY2018 is fast approaching and now is the most opportune time for planning ahead in order to keep Japan market's activities aggressive and dynamic.

Issue: Board approval required for all travel.

B. GREATER CHINA

Committee minutes dated July 14, 2017 **Exhibit C**

Motion to authorize the President and CEO as Chief Procurement Officer of GVB to negotiate with the highest-ranking qualified Offeror in response to GVB RFP 2017-007, Tourism Destination Marketing Representation Services in China, and if successful, to enter into a contract.

Background: This agency will act as GVB's representative and liaison office in China for the purpose of promoting Guam tourism and achieving visitor arrival goals. The renewal of the Agency's contract after the first fiscal year will be based on the Agency's receipt of a satisfactory performance evaluation from GVB, the availability of funds, and a determination of need. The budget amount may vary year to year and is subject to change. The contractual obligation of both parties in each fiscal period succeeding the first is subject to appropriation and availability of funds.

Issue: Board approval required.

Motion to authorize the President and CEO as Chief Procurement Officer of GVB to negotiate with the highest-ranking qualified Offeror in response to GVB RFP 2017-009, Travel Trade Incentives and Events Performance Audit Services, and if successful, to enter into a contract.

Background: During certain months of the fiscal year, GVB offers incentive plans within target market areas that require validated reports to track sales and monitor arrival numbers from their respective country to Guam. GVB therefore requires auditing services to validate the numbers submitted.

Issue: Board approval required.

C. JAPAN

Committee minutes dated July 11, 2017 Exhibit D

D. KOREA

Committee minutes dated June 20, 2017 Exhibit E

Committee minutes dated July 11, 2017 Exhibit F

E. MEMBERSHIP & COMMUNITY OUTREACH

F. NORTH AMERICA & PACIFIC MARKETS

G. RESEARCH

Motion to authorize the President and CEO as Chief Procurement Officer of GVB to enter into a contract with the lowest responsible and responsive bidder for GVB IFB 2017-006.

Background: The project consists of furnishing all necessary labor, materials, equipment, tools and services for the PRINTING OF GUAM CUSTOMS AGRICULTURE DECLARATION FORMS as generally described in the Scope of Work to print, package and deliver the Guam Customs/Agriculture Declaration Form on an as needed basis as directed by the GVB Research Department.

Issue: Board approval required.

H. RUSSIA & NEW MARKETS

I. VISITOR SAFETY & SATISFACTION

J. CULTURAL & HERITAGE

K. SPORTS & EVENTS

L. ADMINISTRATION & GOV'T RELATIONS

M. DESTINATION MANAGEMENT

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

- Quarterly membership meeting: Tuesday, August 15, 2017 (Tentative)

Upcoming Board Meetings:

- Thursday, August 10, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, August 24, 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~~ → Completed on June 22, 2017

EXHIBIT A

BOARD OF DIRECTORS REGULAR MEETING
Thursday, June 22, 2017 – 3:30pm
Guam Visitors Bureau – Main Conference Room
RECESSED

BOARD OF DIRECTORS PRESENT:

Director Milton Morinaga	Director Monte Mesa
Director Brad Kloppenburg	Director Satoru Murata
Director William Nault	Director Katarina Sgro
Director Bart Jackson	Director Tak Takano
Director Young Hong	

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Robert Hofmann	Director Eduardo "Champ" Calvo
Director Theresa Arriola	Director Sam Shinohara

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight	Antonio Muna	Karida Brennan
Brian Borja	Kraig Camacho	Josh Tyquiengco
Regina Nedlic	Lisa Linek	Nico Fujikawa
June Sugawara	Russell Ocampo	Mark Manglona
Meriza Peredo	Colleen Cabedo	Nadine Leon Guerrero
Rose Cunliffe	Pilar Laguana	Sydney Leon Guerrero

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:

I. CALL TO ORDER

Chairman Morinaga called the meeting of the board to order at 3:33pm.

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

Vice Chairman Mesa made a motion, seconded by Director Kloppenburg, to approve the minutes of the previous board of directors meeting dated June 8, 2017.
Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

- Chairman Morinaga reported on the recent missions he attended (KOTFA, Hana Tour). Moving forward, he would like to make Guam booths more destination oriented.
- He also attended the LCC Conference in Japan and learned that China is experiencing problems trying to get their LCCs off the ground as their airports are crowded. Korea and Japan are having the same problem but a more pressing issue in Japan is that all LCCs are owned by ANA or Japan Airlines. LCCs from Korea and Hong Kong are helping, but they do not completely make up for the loss of flights from Delta. He also reported that the Chinese government is working to improve their railroad system.

IV. PRESIDENT & CEO'S REPORT

- President Denight thanked the board, management and staff, and membership for their support at the FY2018 budget hearing.



June 2017

June 1-21, 2017 — **Total: 84,391 (+4.0%)**

% Market Mix	Origin	2016	2017	% to LY
40.3%	Japan	36,212	34,011	-6.1%
44.8%	Korea	31,930	37,809	18.4%
1.1%	China	1,351	970	-28.2%
1.2%	Hong Kong	375	1,044	178.4%
2.1%	Taiwan	2,690	1,813	-32.6%
5.3%	US/Hawaii	4,263	4,475	5.0%
1.2%	Philippines	1,459	1,018	-30.2%

GUAM VISITORS BUREAU

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: June 2017 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2017

October 2016 – June 21, 2017 — **Total: 1,124,778 (+4.9%)**

% Market Mix	Origin	2016	2017	% to LY
44.0%	Japan	536,832	495,013	-7.8%
40.3%	Korea	365,305	453,624	24.2%
1.6%	China	19,747	17,450	-11.6%
1.2%	Hong Kong	6,263	13,932	122.4%
2.5%	Taiwan	29,539	28,450	-3.7%
4.8%	US/Hawaii	53,890	53,735	-0.3%
1.4%	Philippines	13,505	15,519	14.9%

GUAM VISITORS BUREAU

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: June 2017 Daily Arrivals reflect Civilian Air arrivals only

RESEARCH

Calendar Year to Date 2017

January-June 21, 2017 — **Total: 733,849 (+4.0%)**

% Market Mix	Origin	2016	2017	% to LY
42.7%	Japan	348,166	313,413	-10.0%
41.1%	Korea	238,830	301,618	26.3%
1.6%	China	15,102	12,063	-20.1%
1.4%	Hong Kong	3,744	10,434	178.7%
2.6%	Taiwan	20,513	18,729	-8.7%
4.9%	US/Hawaii	36,963	35,834	-3.1%
1.2%	Philippines	9,431	8,492	-10.0%

GUAM VISITORS BUREAU

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: June 2017 Daily Arrivals reflect Civilian Air arrivals only

MARKETING

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Japan Marketing News

3 Month Forecast

Month	Forecast	LY Arrival	% Arrival	2017 Seats	2016 Seats	% Capacity
June	52,000	53,040	-1.98%	71,063	74,942	-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 : Diio 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 (1,659)
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)
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August 2017
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UA: 21 flights per week (6,258)
DL: 12 flights per week (2,028)
JL: 7 flights per week (1,659)
Nagoya
UA: 14 flights per week (1,988)
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Sendai
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
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

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

Co-operative Advertising
- DeNa Travel banner ads, editorial page and coupons: now until July 2017
- Ken Premier Hotel Management Ltd Globe Trotter Magazine: July 2017
- HIS Tokyo TV CM in Kanto: May – July 2017
- HIS Chubu Chunichi newspaper ads, banner ads on HIS website: May 20, 2017

Group Sales

July	August	September
Narita: 1,237	Narita: 47	Narita: 95
Fukuoka: 60 pax	Osaka: 40	Nagoya: 35
	Fukuoka: 140	
	Grand Total	1,754 pax

Source: GVB MICE/Group Support Program as of 16 Jun 2017

Japan Marketing News





Advertising
- Banner ads and landing page placement on Facebook
- Sphere, Facebook, Line YouTube Yahoo!, Twitter, & Instagram ad placement
- Iko-yo Family Information Site: Special Guam promotion – June 23, 2017 for 2 months
- 50th Anniversary Facebook advertising: 9 new creative web banners for June
- Yahoo! Brand Panel Vision Panel: Advertisement (movie) June 12, 2017 for 2 weeks
  - 26 million impressions secured, 4 million viewing estimated
  - 4 types of movies will be aired to all targets
  - Kanto area
  - Cost: $226,876 for 2-week period
- Expedia Banner Ads and Direct Email Marketing: July 10, 2017 – September 9, 2017



Japan Marketing News

Public Relations
- TV Program Tabifuku Tie-in: May 24, 31, 2017
- Nonno Magazine Tie-in: May 20, 2017
- Marine Diving Magazine Tie-in: April 2017 issue
- Zexy Magazine Tie-in: April 23, 2017 Issue
- Baby Life Magazine Tie-in: May 27, 2017 issue
- TV Program Sando no Bonyari-nu Tie-in: June 8, 15, 22 & 29, 2017
- TV Program Dosanko Wide 179 Tie-in: June 2017
- Magazine Tie-ins for July: Delta inflight magazine, Diver, Hanako Mama, Junon, Running Style
- TV Program Kyokan News (Fukuoka Local TV) Tie-in: July-Aug 2017
- Magazine Tie-ins for August: Zexy and Running Style
- Getty / Media FAM Tour – BBQ Block Party: July 2017



Korea Marketing News

Visit USA Committee Korea Market Update

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GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Korea Marketing News

KOTFA (The 32nd Korea World Travel Fair)
June 1-4 at COEX
97,735 pax attended





Korea Marketing News

Air Seoul Courtesy Visit
June 7, 2017
Air Seoul HQ office



Air Seoul Meeting Attendees:
CEO Mr. Ryu, Kwanghee / Managing Director Mr. Cho, Jinman / General Manager Mr. Kang, Min Kyu

Discussed:
- Air Seoul ICN – GUM launching in September and GVB's operational support
- Air Seoul management pre-visit to Guam before launch (TBD)
- Future co-op opportunity
- Overall Korean LCC market status

Korea Marketing News

2017 Guam Food Festival Media Day
June 7, 2017
Grand Hyatt Seoul Poolside



118 pax (85 media / 15 Guam delegations / 18 celebrities)

Korea Marketing News

Hana Tour International Travel Show
June 8-11, 2017
KINTEX



Approx. Number of Visitors: 115,000 pax
On spot Guam Tour Product Selling: 2,187pax for 3days (approx. 16% increased vs. 2016)

GVB Korea Marketing Implementation
VR Content Demo



Marketing News

IPW 2017
Washington, DC | June 3-7, 2017

- GVB Delegation attended IPW 2017, the largest travel trade B2B in the U.S.
- GVB secured over 80 pre-scheduled appointments including dozens of non-scheduled appointments
- GVB hosted a "Håfa Adai" Night with members of the Chamorro Organization from the Washington, DC, Maryland and Virginia area on June 3



GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Marketing News

PATA MICRONESIA CHAPTER
2ND TRI-ANNUAL MEETING | YAP, FSM
JUNE 14-17, 2017



- Yap Homecoming Event on June 17-18, 2017
- PATA Micronesia Chapter Vice Chairman, Bermance Aldis, gave his brief remarks to the attendees of the Yap Homecoming Festival.
- PATA Outgoing Chairman, Andrew Jones, was the keynote speaker and gave his remarks on global sustainability.

DESTINATION



Sports & Events



Guam BBQ Block Party

- Press conference to be held at 10 a.m. on June 27 in the Outrigger Lobby
- Hot Diggety Dog hot dog eating contest to return
- Micronesian Chefs Association and GVB partnering for popular BBQ grilling competition w/ 8 confirmed competitors
- $4K in prize money
- Live entertainment by Guam Territorial Band and other artists
- T Galleria to host various activities
- Food and drink vendors
- Road closure: Saturday, July 1 at 9 a.m. to Sunday, July 2 at 3 a.m.

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**	**$ 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	

June 19, 2017

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

B. DESTINATION MANAGEMENT

- Vice Chairman Mesa gave an update on the streetlights and bus shelters. All will be completed by September.
- We are currently on the second phase of the flooding mitigation project. Inlets are being installed along the roads, which will impact traffic in Tumon. Furthermore, we need to ensure property owners are retaining the water on their property.

C. GREATER CHINA

- Director of Global Marketing (DoGM) Laguana spoke briefly about the lawsuit between a Chinese airline and Saipan. The team will continue to monitor the situation.

D. JAPAN

Committee minutes dated June 13, 2017 **Exhibit C**

- Director Nault reported that the team would like to improve on-island promotions. One such promotion could be treasure hunting. The team would work with membership and other markets to gain more support. President Denight agreed that this would be a great way to add value to our destination.
- Director Nault then touched on airlines. The committee feels we need to look into airlines in more detail. Each destination has their own weaknesses and obstacles and creating subcommittees for each destination to develop strategies to overcome those obstacles might be beneficial.
- Director Nault stated that we need to work more closely with GPD especially after the incident that occurred near the entrance of Two Lovers Point. Chairman Morinaga added that all directors should be on the Visitor Safety Officer chat. This will allow directors to make reports and share information more efficiently.
- Chairman Morinaga would like to start an island wide effort of speaking more English to visitors, especially children. This will help promote Guam as a family friendly US destination. Director Jackson reminded the team that while Guam is a family destination, we need to be careful not to position ourselves solely as a family destination, because that is not what all visitors look for.
- The committee would like for the Japan office to be more involved in committee meetings. Moreover, the committee is considering meeting twice a month instead of once. This would allow the team to be more progressive.

E. KOREA

- Director Jackson reported that the team attended two successful missions: KOTFA and Hana Tour.
- Air Seoul, a higher end LCC, will be coming to Guam in the second half of the year. One LCC may have to drop out as there are not enough rooms on island.
- Chairman Morinaga asked for the Korea office to monitor the development of the consumer protection law in Korea.
- Vice Chairman Mesa inquired up the auditors GVB hired through Rev and Tax. Director Jackson stated that they were hired three or four years ago to look into tour agent

companies and optional tour companies that were not properly reporting income and paying taxes. They were not tasked to look into long term vacation rentals because at the time, they were not an issue. Chairman Morinaga asked management to coordinate a meeting with Rev and Tax to discuss how we should move forward with more current issues.

F. MEMBERSHIP & COMMUNITY OUTREACH

- Director Kloppenburg thanked the team for their support at the recent membership meeting. The next meeting is tentatively scheduled for August 15. The meeting after that is tentatively scheduled for October 6. Both meetings will feature off island guest speakers.

G. NORTH AMERICA & PACIFIC MARKETS

H. RESEARCH

I. RUSSIA & NEW MARKETS

J. VISITOR SAFETY & SATISFACTION

- Director Hong reported that there are some issues with the showers at Ypao Beach. The complaint has been forwarded to Department of Parks and Recreation.
- She then read a letter from the tourist involved in the incident near the Two Lovers Point entrance. It detailed the incident and how they were assisted after. She thanked the representative from Summer Dream for translating and the manager of Fisheye for dinner. She would like to come to Guam again in the future. Chairman Morinaga said we should use this as a learning experience.

K. CULTURAL & HERITAGE

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

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.

- Chairman Morinaga asked if it is necessary for both to attend. DoGM Laguana stated that we will be promoting the Shop Guam Festival at this event and they are both Shop Guam Ambassadors.

L. SPORTS & EVENTS

Director Sgro made a motion, seconded by Vice Chairman Mesa, to approve travel for 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).
Motion approved

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.

- Because this is a Japan event, Chairman Morinaga asked that the committee communicate better with the Japan Marketing Committee (JMC) so that they can offer their support as well. He emphasized how important it is to communicate between committees and markets.

M. ADMINISTRATION & GOV'T RELATIONS

- Resolution No: 2017-001 Relative to recognizing Emelia Sanchez Quinata for her twenty years of dedication and service to the GVB and the people of Guam, and honoring her on her retirement (Exhibit D).

Chairman Morinaga made a motion, seconded by Vice Chairman Mesa, to approve Resolution No: 2017-001.
Motion approved

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Announcements:

- Resolution presentation for President's "E" Award: June 23 at 2pm, Congress Building
- Guam BBQ Block Party press conference: June 27 at 10am, Outrigger lobby
- Håfa Adai Study Tour:
  - Thursday, June 29

    Welcome Reception (Korea, China and PI market)
    Venue: Guam Museum 6:30 pm to 8:30 pm
  - Friday, June 30

    Trade Show 9:30 am to 11:30 am (Japan market)
    Venue: Dusit Thani Grand Ballroom

    Trade Show 2:00 pm to 4:00 pm (Korea, China and PI market)
    Venue: Dusit Thani Grand Ballroom
  - Friday, June 30

    Welcome Reception (Japan market)
    Venue: The Beach 6:30 pm to 8:30 pm
- 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

Chairman Morinaga made a motion, seconded by Vice Chairman Mesa, to enter into recess. Meeting to reconvene on Wednesday, June 28 at 3:30pm in GVB's main conference room. Meeting recessed at 4:55pm.
Motion unanimously approved

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

BOARD OF DIRECTORS REGULAR MEETING
Wednesday, June 28, 2017 – 3:30pm
Guam Visitors Bureau – Main Conference Room
RECONVENED

BOARD OF DIRECTORS PRESENT:

Director Milton Morinaga	Director Monte Mesa
Director Brad Kloppenburg	Director Robert Hofmann
Director William Nault	Director Katarina Sgro
Director Bart Jackson	Director Theresa Arriola
Director Young Hong	

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Satoru Murata	Director Eduardo "Champ" Calvo
Director Sam Shinohara	Director Tak Takano

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight	Antonio Muna	Karida Brennan
Kraig Camacho	Josh Tyquiengco	Doris Ada
Regina Nedlic	Lisa Linek	Nico Fujikawa
Mark Manglona	Pilar Laguana	Sydney Leon Guerrero

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:
Joe Mesngon – Senator Dennis Rodriguez's Office
Willy Flores – WB Flores & Associates
Alan Fujimori – Pacific Alliance

I. CALL TO ORDER

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

II. REPORT OF THE BOARD COMMITTEES

A. DESTINATION MANAGEMENT

- Vice Chairman Mesa reported that the committee wanted to give a presentation to update the board on CIP projects for the new fiscal year. He introduced the Destination Management Subcommittee Chairman, Clifford Guzman, Willy Flores, the President of WB Flores & Associates, and Alan Fujimori from Pacific Alliance. Mr. Guzman stated that the presentation will go over what encompasses the $59 million proposed bond. He then gave the floor to Mr. Flores and Mr. Fujimori to give the presentation.

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

PROPOSED HOT BOND PROJECTS

PRIORITY INFRASTRUCTURE PROJECTS

FLOOD MITIGATION

1. PROBLEM
   - Isolated flooding occurs at low points along San Vitores Boulevard between the JFK Road and Rivera Lane. The primary disposal facilities for this section of roadway are the Guma Trankilidat Ponding Basin, the Matapang Beach drain field and the Fujita Ponding Basin and Drain Field. The Matapang Beach drain field requires restoration and rejuvenation and the Fujita Ponding Basin and Drain Field require expansion or rejuvenation.
   - The flood occurrences are sporadic but provide disruption and damage which need to be addressed.
   - On-going and past efforts have addressed significant issues and provided useful data regarding stormwater collection, treatment and disposal along San Vitores, but will need to be further development and refinement.

PRIORITY INFRASTRUCTURE PROJECTS

FLOOD MITIGATION

2. MITIGATION AND MAINTENANCE PLAN
   - Furrther develop the flood mitigation improvements program to address the deteriorated condition of both the Matapang Drain Field and the Fujita Ponding Basin and Drain Field.
   - Any solution at a minimum should include the improvements at Matapang and Fujita, but will also require interception of sheet flows from private properties and unimproved rights-of-ways.
   - It will also include improvements of spot problem areas and a regular program of maintenance for the entire drainage system along San Vitores Boulevard.
3. ORDER OF MAGNITUDE PROBABLE COSTS: $12,000,000

PRIORITY INFRASTRUCTURE PROJECTS

FLOOD MITIGATION

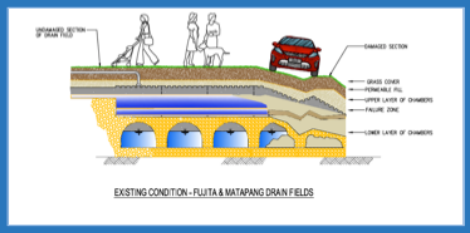


FIGURE 1

The existing conditions at both Matapang and Fujita include collapsed chamber sections from both vehicle loads and a lack of maintenance.

PRIORITY INFRASTRUCTURE PROJECTS

FLOOD MITIGATION



FIGURE 2

The Fujita Ponding Basin can be developed into a similar walking and sightseeing attraction as the historic 4th Ward Park.

PRIORITY INFRASTRUCTURE PROJECTS

HARDSCAPE

1. PROBLEM
   - Existing roadways need repair, resurfacing and restriping (RRR);
   - Some pedestrian crossings are unsafe due to speeding, excessive road geometry and limited sight distances;
   - San Vitores Boulevard does not quality for federal funding;
   - Roads have minimal bicycle facilities, sidewalks with commercial frontage should be wider.

- For the first HOT Bond, $11 million was set aside for flood mitigation. Approximately $8 million remains as $3 million was used for the study and first phase of the project. Proposed legislation will appropriate the remaining funds to the Palacio in Hagåtña.
- Mr. Flores added that another effort we need to make to mitigate flooding is to ensure property owners are not discharging rainwater onto the roads.

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN



- $20 million includes one year of maintenance for hardscape.
- Lighting and signage will supplement GVB's current streetlights project.

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PRIORITY INFRASTRUCTURE PROJECTS

SOFTSCAPE

1. PROBLEM

- The major public streets and areas in Hagatña and Tumon need landscape revitalization. Many lack street trees and most do not have adequate pedestrian amenities.

2. SOLUTION

- Develop a streetscape framework that provides a simple but bold design character for both visitors and residents to enjoy. This framework at a minimum should connect the major generators including Hagatna, Tumon and the airport.
- Reflect both the cultural and native landscape and be easy to maintain.
- Vehicular and pedestrian amenities such as gateways, street trees, street furnishings, public art, photo opportunities and special features such as fitness stations, trail markers, water features and more intensive plants could be provided.

PRIORITY INFRASTRUCTURE PROJECTS

SOFTSCAPE

- Low Impact Development should be integrated into the softscape as much as possible. The streetscape framework plan would incorporate possible public-private partnerships where some of the special features identified can be integrated into focal points on the private partners' properties that benefit both partners.

3. ORDER OF MAGNITUDE PROBABLE COSTS: $4,000,000



FIGURE 9

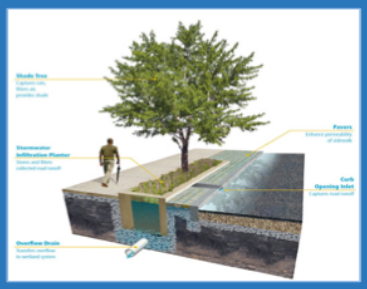
A Gateway can mark the entryways into special districts such as Hagatna Historic or Tumon Resort Districts. Street trees should be planted on all major streets.

PRIORITY INFRASTRUCTURE PROJECTS

SOFTSCAPE

FIGURE 10

Low Impact Development should be incorporated into the streetscape design to mitigate flooding.



PUBLIC PARKS IMPROVEMENTS

MT. LAM LAM NATURE TOUR

1. PROBLEM

- Sub-standard trail conditions and some accessibility issues are not conducive to a scenic destination. Littering, parking issues and a general lack of security and amenities create a mixed atmosphere which can be distracting and dangerous.

2. SOLUTION

- The construction of Trailhead signage to help identify scenic trail start.
- The installation of a trail "walkway" with informational and directional signage to define a safe path free of erosion and loose soil.
- Scenic "Photo-op" rest stops to highlight 360º vistas of Guam including the southern mountain range and scenic views of Malesso, Humatak Bay, Sella and Cetti Bays and Cocos Island.
- Create and encourage Eco-tourism.
- Create a safe environment by providing security for parking and throughout the trail.

PUBLIC PARKS IMPROVEMENTS

MT. LAM LAM NATURE TOUR

3. ORDER OF MAGNITUDE PROBABLE COSTS: $1,000,000



FIGURE 11
Existing Trailhead



FIGURE 12
Conceptual Signage for Trailhead

PUBLIC PARKS IMPROVEMENTS

MT. LAM LAM NATURE TOUR

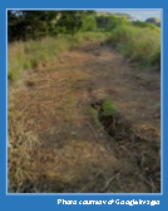


FIGURE 13
Existing Trail

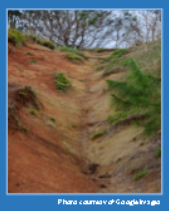


FIGURE 14
Existing Trail

- Chairman Morinaga agrees with the public park improvements but he wants to ensure that safety is the top priority.

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PUBLIC PARKS IMPROVEMENTS

MT. LAM LAM NATURE TOUR



FIGURE 15
Conceptual Walkway for Steep Terrain



FIGURE 16
Conceptual Walkway for Flat Terrain

PUBLIC PARKS IMPROVEMENTS

MT. LAM LAM NATURE TOUR



FIGURE 17 :
Nature Trail lookout Mt. Lam Lam



FIGURE 18
Rest area and Photo Op.



FIGURE 19
Overlook and Rest Area.

PUBLIC PARKS IMPROVEMENTS

YPAO & MATAPANG

1. PROBLEM
   - Tumon Parks need an upgrade to establish a beach resort quality throughout for visitors and the local community.
2. SOLUTION
   - Unify the shoreline with a beach walk working in partnership with beach resorts and condominiums;
   - Improve public access from San Vitores Blvd.;
   - Remediate the parks' landscaping;
   - Enhance the park experience by adding exercise stations;
   - Add beach side lighting for safety and security;
   - Mitigate beach erosion;
   - Integrate storm water best-management-practices in the park facilities;
   - Develop public-private partnerships to fund security and maintenance.

PUBLIC PARKS IMPROVEMENTS

YPAO & MATAPANG



FIGURE 20
Develop public-private partnership to provide security and maintenance where the beach walk traverses the resort properties.



FIGURE 21
Enhance park experience with exercise course and stations.

PUBLIC PARKS IMPROVEMENTS

YPAO & MATAPANG

3. ORDER OF MAGNITUDE OF PROBABLE COSTS: $3,000,000



FIGURE 22
Unify Shoreline with a beach walk



FIGURE 23
Add beachside lighting for safety and security

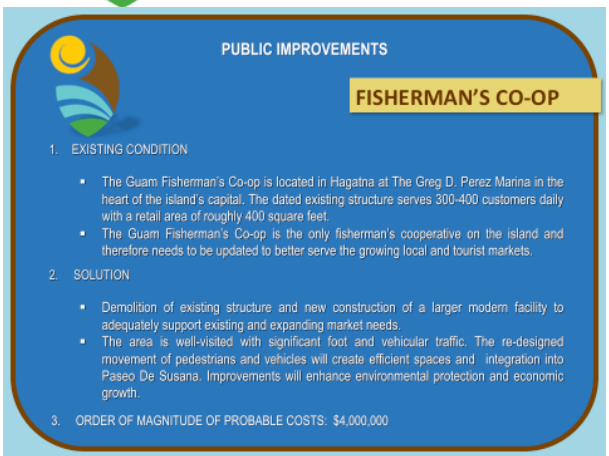
PUBLIC PARKS IMPROVEMENTS

YPAO & MATAPANG

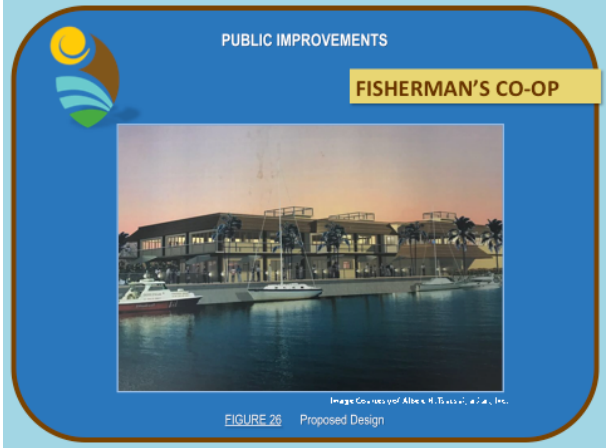


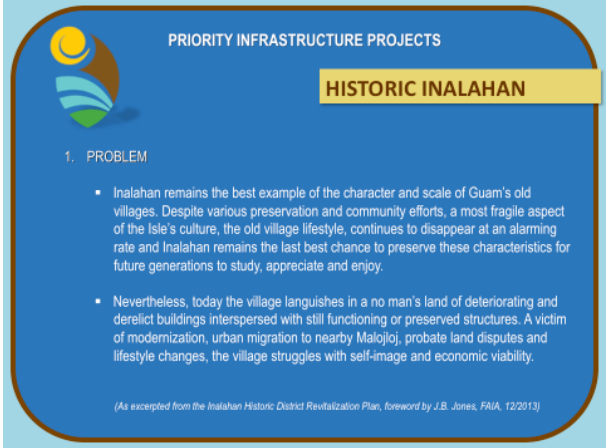
FIGURE 24

Ypao Beach Model

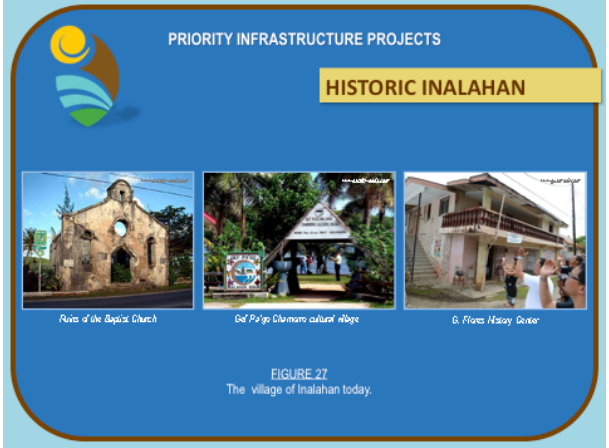












- Maintenance for the Fisherman's Co-op will be funded by the Fisherman's Co-op; maintenance is not included in the $4 million.

PRIORITY INFRASTRUCTURE PROJECTS

HISTORIC INALAHAN



FIGURE 28
Proposed Revitalization Plan for the village of Inalahan.
(As excerpted from the Inalahan Historic District Revitalization Plan, 12/2013)

PRIORITY INFRASTRUCTURE PROJECTS

HISTORIC INALAHAN



FIGURE 29
Possible scenarios for the District's development.
(As excerpted from the Inalahan Historic District Revitalization Plan, 12/2013)

PRIORITY INFRASTRUCTURE PROJECTS

F.Q. SANCHEZ E.S. REVITALIZATION

F.Q. Sanchez Elementary School was named after pioneering educator Francisco Quinata Sanchez. It was constructed in 1953 by world-renown architect Richard Neutra, who also designed the Guam Government House. In 1998, the school was listed on both the Guam and the National Registers of Historic Places. Under the lead of the Humatak Mayor's Office, Guam Preservation Trust spearheaded the design efforts for the revitalization of the school.

1. PROBLEM

- The school had been closed since 2011 due to underutilization and education department-wide budget shortfalls. Its students were subsequently transferred to Merizo Elementary School.
- Alternative uses for the school had since been proposed since its closing: the Humatak mayor's office; a municipal planning council office; a youth center for recreational youth activities; or a senior citizens center or healthcare facility.

PRIORITY INFRASTRUCTURE PROJECTS

F.Q. SANCHEZ E.S. REVITALIZATION

2. SOLUTION

- Proposed plans for the structure include the housing of the Humatak Community Heritage Center & Museum.

3. ORDER OF MAGNITUDE PROBABLE COSTS: $2,000,000

PRIORITY INFRASTRUCTURE PROJECTS

F.Q. SANCHEZ E.S. REVITALIZATION



FIGURE 30
F.Q. Sanchez Elementary School has been closed since 2011.

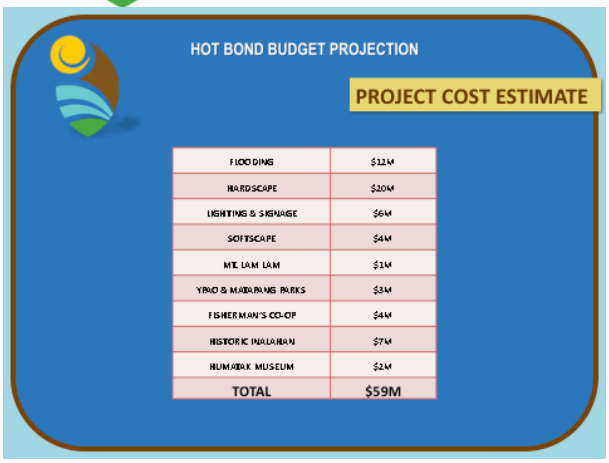
PRIORITY INFRASTRUCTURE PROJECTS

F.Q. SANCHEZ E.S. REVITALIZATION



FIGURE 31
F.Q. Sanchez Elementary School will now house the Humatak Community Heritage Center & Museum.

- Director Arriola asked why the funding for Historic Inalahan and F.Q. Sanchez E.S. Revitalization is not coming from the Guam Preservation Trust (GPT). Vice Chairman Mesa stated GPT does not have enough so we are assisting them.
- Director Arriola shared her concerns about funding another museum when the Guam Museum in Agana is still trying to open.
- Director Hofmann feels that instead of funding the Humatak Museum, we should use those funds to improve other points of interest that are frequented by more visitors. The board agreed to amend the resolution with this change.



- Resolution 2017-002 Relative to approving the Capital Improvement Projects plan as submitted by the Guam Visitors Bureau Destination Management Subcommittee and endorsing the proposed legislation authored by Senator Dennis Rodriguez entitled, "An act to add a new section 1515.1 to Article 5 Chapter 1 of Title 5, Guam Code Annotated" that provides funds for the implementation of this plan (Exhibit E).

Vice Chairman Mesa made a motion, seconded by Director Hofmann, to approve Resolution No: 2017-002 subject to amending the last item on page 2 to read "POINTS OF INTEREST & VILLAGE SCENIC SITES" instead of "HUMATAK MUSEUM."
Motion approved as stated and amended

- Vice Chairman Mesa reported that DMC submitted proposed signage rules and regulations for the government to consider for the hotel zone only, not the whole island.
- Director Hong reported a damaged road area near DFS. Director Hofmann said that he would look into it.

B. ADMINISTRATION & GOV'T RELATIONS

- President Denight directed the board to Bill No. 90-34 An act to add a new § 849.13 to Article 1 of Chapter 8, Title 1, Guam Code Annotated, relative to dedicating and naming the Guam Visitors Building, as the Nobert "Bert" R. Unpingco Building (Exhibit F). The public hearing for this bill will be on Thursday, July 6. Once the draft testimony is completed, President Denight will share it with the board for review.
- Director Arriola suggested including "visitor's center" in the new name so that tourists are still able to identify who we are as an agency.

C. JAPAN

Director Nault made a motion, seconded by Director Arriola, to approve travel for GVB President & CEO to participate in airline meetings in Tokyo, Japan with GIAA from July 5-8, 2017. Estimated cost of travel is $3,170.00 to be paid from JA-SMD008.
Motion approved

Airfare:	$1,000 x 1 pax					$1,000.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	President & CEO	$345.00	3	$283.75	4	$2,170.00
					Total:	$3,170.00

Background: The A.B. Won Pat Guam International Airport Authority will be conducting an overseas mission for air route development to Guam with Executive Manager Charles Ada and air service route development consultant ASM. One leg includes a visit to Tokyo to meet with current and potential airline partners to, once again, discuss the Guam business opportunity for more direct service. GVB has been invited to participate and will present a follow-up to the initial presentation of the air service support plan in April. Scheduled meetings include Delta and Skymark.

Japan's seat capacity and arrivals continue to decline. Stakeholders and business partners are critically reviewing the performance of Guam's number one market and GVB stands ready to change factors in favor of Guam relative to the economics of supply and demand.

Issue: Board approval required for all travel.

D. NORTH AMERICA & PACIFIC MARKETS

- Director Hofmann reported that we will be hosting two liberators for Liberation Day. We will be asking members for in-kind contributions.

PATA EXECUTIVE BOARD MEETING IN JULY 2017

Director Hofmann made a motion, seconded by Director Arriola, to approve travel for President & CEO, Jon Nathan Denight to attend the PATA Executive Board meeting on July 2017 in Bangkok, Thailand. (Cost approximately $3,500.00 Acct. No. PA-SMD025)
Motion approved

Travel Expenses:	
Airfare: $1,500 x 1 pax	$1,500.00
Per Diem: $246 x 5 days + 25%	$1,537.50
Unanticipated Expenses (Communications, excess baggages, etc)	$462.50
TOTAL ESTIMATED EXPENSES	**$3,500.00**

Background: GVB President & CEO, Mr. Jon Nathan Denight, was elected as the Chairman for the PATA Government & Destinations Committee during the PATA Annual Summit 2017 in Sri Lanka, which also affords him a position on the PATA Executive Board. Mr. Denight joins Director of Global Marketing, Ms. Pilar Laguaña on the Executive Board of PATA, which presents Guam and the region of Micronesia a unique opportunity and strong presence in PATA. This will be Mr. Denight's first PATA Executive Board Meeting.

III. OLD BUSINESS

- Vice Chairman Mesa spoke briefly about a letter from Sam Shinohara with United Airlines. He asked President Denight to forward the letter to the rest of the board. President Denight stated that the letter was sent after United held a meeting with their industry partners. He added that he will be joining a conference call with the air route planner tomorrow morning.
- Chairman Morinaga asked President Denight to follow up on the bus shelter maintenance issue with bus companies. President Denight elaborated on the issue stating that the team

proposed a usage fee for the bus shelters. Bus companies felt the usage fee was too high so we are working with them to find ways to reduce the cost.

- Chairman Morinaga announced that the Christmas village that is usually located in the open lot across Proa will be moved to the lot adjacent to Royal Orchid this year.

IV. ADJOURNMENT

Vice Chairman Mesa made a motion, seconded by Director Jackson, to adjourn the meeting. Meeting adjourned at 5:17pm.
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**	**$ 17,735,528.32**	**83%**	**$ 3,546,943.68**	**17%**
Destination Development	**$ 1,085,000.00**	**$ 904,166.66**	**83%**	**$ 180,833.34**	**17%**
Rainy Day Fund	$ 200,000.00	$ 166,666.66	83%	$ 33,333.34	17%
Cultural & Sports Ambassador Fu	$ 200,000.00	$ 166,666.67	83%	$ 33,333.33	17%
Pass-Thru	$ 1,085,000.00	$ 953,333.27	88%	$ 131,666.73	12%
TOTAL	**$ 23,852,472.00**	**$ 19,926,361.58**		**$ 3,926,110.42**	
TOTAL RECEIVABLES FY 2017				**$ 3,926,110.42**	
TOTAL RECEIVABLES				**$ 3,963,610.42**	

Accounts

RESTRICTED

Bank of Guam - Rainy Day Fund[1]	$ 2,252,217.33
Cultural & Sports Ambassador Fund[2]	$ 511,143.82
TOTAL RESTRICTED	**$ 2,763,361.15**

UNRESTRICTED

Bank of Guam - Operations	$ 12,806,367.92
First Hawaiian Bank - Membership	$ 108,820.45
Resona	$ 233,045.95
Bank of Guam - TAF	$ 911,599.35
Raymond James - CD value as of 06/30/2017[3]	$ 2,534,831.14
TOTAL UNRESTRICTED	**$ 16,594,664.81**
TOTAL CASH as of 07/24/2017	**$ 19,358,025.96**

Current Payables

Asatsu invoices MAR - MAY	$ 1,610,465.35
Japan Invoices	$ 64,506.67
Guam Invoices	$ 782,097.24
Pass-Thru	$ 29,166.67
Encumbered Contracts	$ 2,467,894.44
Encumbered Purchase Orders	$ 125,370.30
TOTAL as of 07/24/2017	**$ 5,079,500.67**

NOTES

NOTE 1

$2,252,217.33	Rainy Day Fund
($242,547.00)	Reimbursable Rainy Day Expenses - Japan
$2,009,670.33	

NOTE 2

$511,143.82	Cultural and Sports Ambassador Fund
($39,500.00)	Cultural and Sports Ambassador expenses - reimburse Operations
$471,643.82	

NOTE 3

$1,418,543.82	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
($150,000.00)	Board approved $150,000 on 02/02/17 for Planning, Architectural and Engineering Services for Tumon Bay Improvement
($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
$64,473.82	

GCMC MEMBERS IN ATTENDANCE: Joann Camacho, Charlene Chen, Soohyun Lee, Sunardi Li, Mark Anderson, Jessica Chan, Katsutoshi Kbasawa

GCMC PROXIES: Marico Zhao, Neil Urbano, Olga Tonkikh

GCMC OBSERVERS: Julius Santos (GEDA)

GVB: Pilar Laguana, Nadine Leon Guerero, Gina Kono, Elaine Pangelinan, Nakisha Garrido

I. CALL TO ORDER

Vice Chairwoman, Ms. Joann Camacho called the meeting to order at 11:05AM

II. APPROVAL OF MINUTES

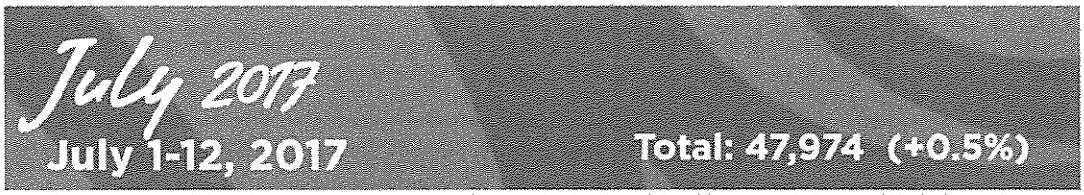
Mark Anderson motioned to approve the minutes of the previous committee meeting held on May 12, 2017. Jessica Chan seconded the motion and the committee unanimously approved the motion.

III. REPORT OF THE CHAIRMAN

Chairman Sam Shinohara is currently in Japan.

III. REPORT OF GVB MANAGEMENT

- Visitor Arrivals Update



% Market Mix	Origin	2016	2017	% to LY
1.6%	China	861	772	-10.3%
0.6%	Hong Kong	254	286	12.6%
2.2%	Taiwan	1,653	1,044	-36.8%
35.9%	Japan	21,099	17,221	-18.4%
49.0%	Korea	19,166	23,498	22.6%
5.4%	US/Hawaii	2,2422	2,579	6.5%
0.9%	Philippines	652	438	-32.8%



Calendar Year to Date 2017

January-July 12, 2017 — Total: 822,329 (+4.0%)

% Market Mix	Origin	2016	2017	% to LY
1.6%	China	16,525	13,478	-18.4%
1.3%	Hong Kong	4,227	10,917	[illegible]
2.5%	Taiwan	23,324	20,505	-12.1%
42.1%	Japan	386,093	345,943	-10.4%
41.7%	Korea	272,144	342,536	25.9%
5.1%	US/Hawaii	41,704	42,127	1.0%
1.1%	Philippines	10,541	9,326	-11.5%

GUAM VISITORS BUREAU

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: July 2017 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2017

October 2016 – July 12, 2017 — Total: 1,213,258 (+4.8%)

% Market Mix	Origin	2016	2017	% to LY
1.6%	China	21,170	18,865	-10.9%
1.2%	Hong Kong	6,746	14,415	113.7%
2.5%	Taiwan	32,350	30,226	-6.6%
43.5%	Japan	574,759	527,543	-8.2%
40.8%	Korea	398,619	492,542	24.1%
4.9%	US/Hawaii	58,631	60,028	2.4%
1.3%	Philippines	14,615	16,353	11.9%

GUAM VISITORS BUREAU

Doc. No. 34GL-17-0773

Calendar Year to Date 2017

January-June 30, 2017 **Total: 773,122 (+4.2%)**

% Market Mix	Origin	2016	2017	% to LY
1.6%	China	15,657	12,698	-18.9%
1.4%	Hong Kong	3,973	10,631	167.6%
2.5%	Taiwan	21,671	19,461	-10.2%
42.5%	Japan	364,733	328,547	-9.9%
41.3%	Korea	252,872	319,006	26.2%
5.0%	US/Hawaii	38,568	38,899	0.9%
1.1%	Philippines	9,888	8,887	-10.1%

GUAM VISITORS BUREAU

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: June 2017 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2017

October 2016 - June 30, 2017 **Total: 1,164,051 (+5.0%)**

% Market Mix	Origin	2016	2017	% to LY
1.6%	China	20,302	18,085	-10.9%
1.2%	Hong Kong	6,492	14,129	117.6%
2.5%	Taiwan	30,697	29,182	-4.9%
43.8%	Japan	553,399	510,147	-7.8%
40.5%	Korea	379,347	471,012	24.2%
4.9%	US/Hawaii	55,495	56,800	2.4%
1.4%	Philippines	13,962	15,914	14.0%

GUAM VISITORS BUREAU

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: June 2017 Daily Arrivals reflect Civilian Air arrivals only

Discussion:

- China still struggling with the Korea situation and Chinese government. of the Chinese government
- Hong Kong is performing well
- Taiwan arrivals are down due to Eva Air flight cease

IV. Greater China Marketing News

- Taiwan
  - 3-Month Review



3 month Review

Month	Forecast Pax	Actual Seats
Apr.	3,385	3,208
May	3,682	3,395
June	2,058	2,395 *accumulated up to 29 June

  - 3-Month Forecast



3 Month Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '17	Seat Data '16	% Change Seats
July	1,976	3,883	-49%	2,635	5,833	-54.8%
August	2,093	3,464	-39.6%	2,790	5,678	-50.9%
September	1,953	3,490	-44%	2,790	5,271	-47.1%

Flights

July
Taipei
- China Airlines : 4 per week = 2,635
(B737-800,738)

Total 2,635

August
Taipei
- China Airlines : 4 per week = 2,790
(B737-800,738)

Total 2,790

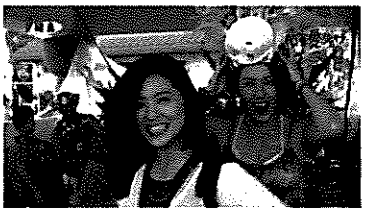
September
Taipei
- China Airlines : 4 per week = 2,790
(B737-800,738)

Total 2,790

Taiwan Marketing Review

Co-op with TV show "The Travel Girls"

- The Travel Girls" focuses on the friendship, fashion, activities with local taste and the competition between bosom friends. Guam will be presented in an attractive way to the audience.
- The first episode aired on May 27 and second episode aired on June 3
- The show included exposure on GMIF, wedding ceremony, scuba diving, skydive, and many other tourist attractions
- Received lots of media exposure, including a total of 48 posts on Instagram by the hosts and a total of 81 posts on FB by the hosts and the TV show. Also, since Guam was used as the show opening, there were more media exposure, 23 posts by the media to be exact.





Taiwan Marketing Review

Co-op with TV show "The Travel Girls"

➢Trailer One (GMIF):
https://www.facebook.com/girlsontour2017/videos/1703191656650961/

➢Trailer Two (Skydiving):
https://www.facebook.com/girlsontour2017/videos/1705766973060096/

Taiwan Marketing Review

2017 Music Festival

- Taipei City Hall invited Guam to attend the 2017 Music Festival on July 1, to celebrate USA Independence Day.
- Taipei City Hall arranged a time slot for Guam to present its Chamorro Dances. Tina from 777 Club brought around 20 students who received the GCDA certificate to give a 10 minute performance.
- GVB Taiwan was given a free booth to promote Guam and invited PIT to join and promote their KO'KO' Road Race package.





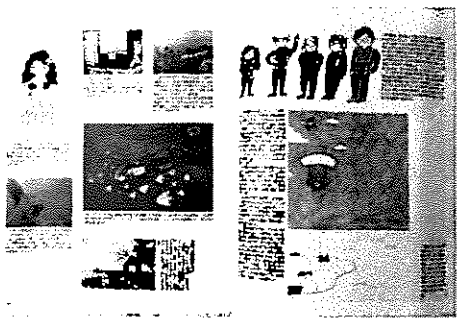
Taiwan Marketing Review

Co-op with famous illustrator and influencer Zito Hsu

- ZitHsu is a famous Taiwanese illustrator and influencer on the social media platform. GVB sponsored a 5-night stay for Zito to attend her friend's wedding in late May.
- Through this cooperation, Zito provided 4 full-page exposures on TRAVELER luxe magazine (July 2017 issue) and 1 FB & 4 IG posts. Her second FB post will be uploaded in August.







Taiwan Marketing News

Taichung International Travel Fair

- Taichung International Travel Fair will be held on 8/11-8/14
- Biggest travel fair in Taichung, held annually
- Guam will have a booth to promote
- 2 travel agencies, Star Travel & Sunny World, will be present to promote Guam packages



Taiwan Marketing News

Fantast Tours' Double Tenth Holiday Charter

- Fantast Tours applied for a charter flight (total of 155 pax) with CI for the Double Tenth Holiday. The flight will arrive Guam on 7 Oct. and depart to Taiwan on 11 Oct.
- GVB will sponsor a welcome greeting service at the airport, provide a gift bag for each passenger, and host a Hafa Adai Welcome Dinner on 7 Oct.
- Hope this will be a success case and attract more travel agents to apply for charter flights in the future.

芬達旅遊
FANTAST TOUR

❖ Hong Kong

- 3-Month Visitor Forecast

3 Month Visitor Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '17	Seat Data '16	% Change Seats
Jul	770	734	+5%	2822	2822	0%
Aug	727	633	+15%	2822	2822	0%
Sep	690	538	+22%	2822	2822	0%

Air Capacity HKG - GUM					
May		June		July	
Airline	United	Airline	United	Airline	United
Aircraft	Boeing 737-800	Aircraft	Boeing 737-800	Aircraft	Boeing 737-800
Seats	2822 (4 flights per week)	Seats	2822 (4 flights per week)	Seats	2822 (4 flights per week)

- 3-Month Visitor Comparison

3 Month Visitor Comparison

2017	Forecast			Actuals		
Month	Forecast Pax	Last Year	%Change	Actual Pax	Last Year	% Change
Apr	1117	604	+85%	1811	604	+199%
May	1355	616	+120%	1679	616	+173%
Jun	1117	604	+85%	1,239	527	+135%

o HONG KONG MARKETING NEWS

2017 ITE & Mice Hong Kong - Expo

ITE Hong Kong

- Date: June 15-18, Venue: HKCEC
- Hong Kong's Leading Travel expo
- Award: Most Romantic Destination
- Guam Partner Attending: 3
- HK Partners Attending: 4
- Cost USD $35,000







2017 ITE & Mice Hong Kong – Trade Gathering

ITE Hong Kong

- Date: June 16, Venue: HKCEC
- Promote MICE and Coming Programs
- Guam Partner Attending: 3
- HK Partners Attending: 4
- HK Attendees: 30
- Cost USD $5,000



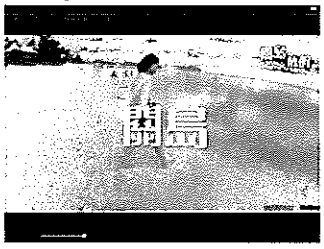


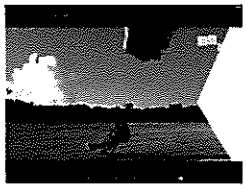


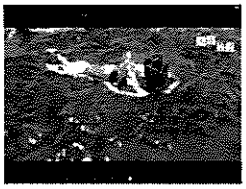
Cooperative promotion for GVB - Guam Video Shooting Campaign by United Vacations Hong Kong

Guam Video Production

- Shooting Date: Jun 14-19th, 2017
- A series of 1-min video clips (around 30 clips)
- Promotional Period: 2017 Q4 onwards
- Channels:
  - 1 Facebook Ad (VVL WTL Beachfront TUG)
  - 2 Youtube Channel (To be shared in different social media platforms)
  - 3 Twitter
  - 4 Instagram
  - 5 Google Display Network
  - 6 Solo eDM / eDM top banner to WTL and all subscribers database
  - 7 Web Banner in various format (VVL WTL Beachfront TUG)
- Cost: US$6,500





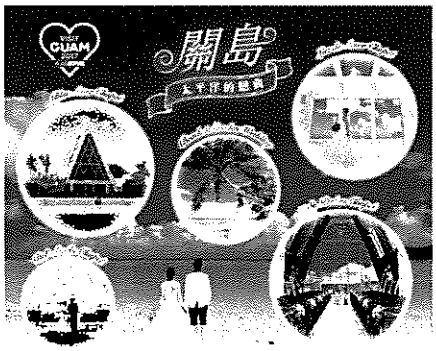




Sunflower & GVB at HK Wedding & Wedding Services Expo 2017

Wedding Expo

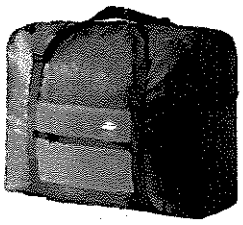
- Date: July 14-16
- Venue: HKCEC
- Watabe X Sunflower
  Coco Palm Wedding Joint Promotion
- Backdrop: GVB Logo, Guam chapels
  & beach wedding
- GVB Sponsor fee: US$8,000



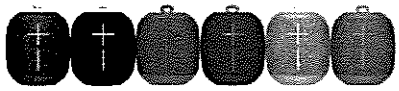
GVBHK Facebook Mini Game Giveaway

Facebook MiniGame

- Date: Jul 2017 – Jan 2018, total 6 months
- Prize: Jaybird speaker (x6) & Travel Bag (x18)
- Mechanics: Participants submit their itinerary of Guam trip, 3 Winners will be chosen every month (travel bag for each winner); 1 of the winners will be selected by GVBHK to win the speaker sponsored by Jaybird
- Cost: US$100



Guam Branded Travel Bag



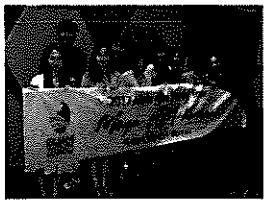
Jaybird Speaker

- HAFA ADAI STUDY TOUR



Håfa Adai Study Tour

- Dates: Jun 28-July 3, 2017
- 132 Participants:
  - Japan: 84 Korea: 11
  - PI: 12 China: 32
- Welcome Receptions, Trade Show and focus on local Signature Event BBQ Block party
- Would not have been possible without a GREAT response and support from industry!
- Comp rooms with breakfast, comp and discounted optional tours
- Agents able to pick tours that could appeal to their client base







Marketing News

Håfa Adai Study Tour

- 52 Booth holders at Trade Show
- Site inspections conducted at 13 different hotels by multiple groups
- Participants included MICE planners, product developers, media and airline representatives
- Comp rooms with breakfast, comp and discounted optional tours



Marketing News

Dångkolo na Si Yu'os Ma'åse'

Guam Hotel & Restaurant Association (GHRA), Japan Guam Travel Association (JGTA), United Airlines, Japan Airlines, t'way, Korean Air, Jin Air & Cebu Pacific, Dusit Thani Guam Resort, Garden Villa Hotel, Guam Reef & Olive Spa, Hilton Guam Resort, Hotel Nikko Guam, Lotte Hotel Guam, Onward Beach Resort, Outrigger Guam Beach Resort, Pacific Star Resort and Spa, Sheraton Laguna Guam Resort, The Westin Resort Guam, Alupang Beach Club, Baba Corporation, Baldyga Group, DFS Guam, Discover Guam, Fiesta Resort Guam, Fish Eye Marine Park, Guam Plaza Hotel, Hard Rock Café, Joe's Jet Ski, Jungle Jim Island Adventure, Kloppenburg Enterprises, Lam Lam Tours & Transportation, LeoPalace Guam Resort, Micronesia Mall, Ocean Jet Club, Pacific Historic Parks, Encore, Starts Guam Golf Resort, Sea Grill & Underwater World, Two Lovers' Point, Zip Guam Inc., Agana Shopping Center, Ameri-Guam International Company, China International Travel, Easy Travel, Enterprise Rental, Guam Premier Outlets and Tumon Sands Plaza, Holiday Resort, Hotel Santa Fe, Mariana Ocean, PHR Ken Micronesia, PIC Guam, Royal Orchid Guam Hotel, Taico Automotive, UmiTrip Guam, the University of Guam, and the Guam Museum

Special Thanks to Chairman Morinaga, Vice Chairman Mesa, Mayor Hofmann, Director Kloppenburg, and Director Nault

Discussion:

- Great response from the travel industry
- 2 trade sessions held
- MICE planners, product developers, airlines participated
- $52,000 inkind was collected representing only 10 forms. There's more pending.
- Vice Chair Camacho thanked the team for a great job and for including the other markets participation as this has traditionally been a Japan market project and this made a big difference.
- Director of Global Marketing Ms. Laguana stated this was a pilot program and thanked Ms. Nadine Leon Guerrero for coordinating this big project by taking her experience with the Japan market and to see if we could handle and manage.
- GVB only invited certain countries because we didn't know if we could logistically handle a larger capacity that included China, Philippines, Korea and Japan. Taiwan, Hong Kong and Russia did not participate but next year GVB plans to make this HAST fully global.
- Again, this was a test exercise which went exceptionally well but would like to see the Japan activities merge into one because there were separate activities such as the welcome reception and the trade show and is something that we should move towards.
- Overall this was a great initiative to see what our capabilities would be to take this into a global platform. It was like a mini travel expo you see in a foreign country.
- This might be something interesting to open to the local people like a local travel mart so our local people could see the diversity of offerings and it was suggested it be done during tourism month next year.

- China
  - 3-Month Visitor Forecast



3 Month Airlift Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '17	Seat Data '16	% Change Seats
July	1800	1660	8.4 %	3226	4014	-19.6%
August	1700	2077	- 18 %	3226	4014	-19.6%
September	1500	1624	- 7.6%	3608	3726	-3.2%

July

Shanghai UA : 8 flights this month=1062 (B737-700)

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

Hong Kong -UA:4 flights per week, estimated 664 seats per month for China market (A737-88)

August

Shanghai UA : 9 flights this month=1062 (B737-700)

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

Hong Kong -UA:4 flights per week, estimated 664 seats per month for China market (A737-88)

September

Shanghai UA : 8 flights this month=944 (B737-700)

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

Hong Kong -UA:4 flights per week, estimated 664 seats per month for China market (A737-88)

Discussion:

- Air capacity keeps decreasing as there are no charters for summer season
- Korea market is booming and China unable to get seats on KE

China Marketing News

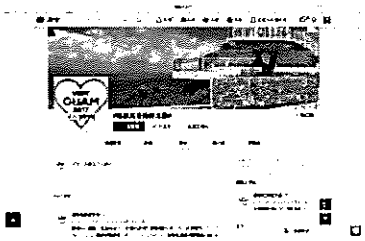
Guam Co-branding with Movie "Beautiful Accident"

- Dates: May 16-June 12, 2017
- Investment: USD 60,000 + UA Air Ticket Sponsorship
- Achievements:

(1) Hashtag #Meet Beautiful Guam# reaches 15,804,000 impressions on Weibo.

(2) The leading actresses Gui Lunmei and Ouyang Nana has recorded promotional videos of Guam and this event.

(3) Winner of the Guam travel package in Bluegogo Bike event are confirmed.







China Marketing News

Hafa Adai Study Tour- Mega FAM-FY2017

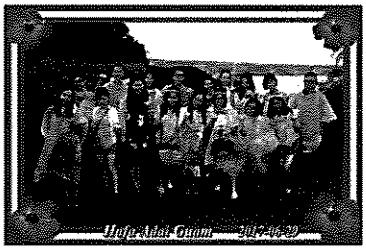
- Dates: Jun 28-July 3, 2017
- Investment: USD 62,000
- Participants: 25 operation/product manager from key tour operators or OTAs, 2 media, 4 GVB China staff
- Highlight of this FAM:

(1) A workshop for China travel agents and Guam partners to communicate and strengthen business ties;

(2) Guam optional tour experience;

(3) BBQ Block Party.





China Marketing News

Joint Promotion with Korean Air-FY2017

- **Dates: Apr 1-Aug 31, 2017**
- **Investment: USD 12,800**
- **The first batch of lucky draw winners on KE official website have been selected by Korean Air. They will be given a boat tour at the Valley of Latte. Other lucky draw prizes include skydiving at Skydive Guam, dolphin watching tour at ABC and hotel accommodation.**
- **A WeChat promotion will be conducted by KE and GVB at the end of May to second promote the joint promotion.**



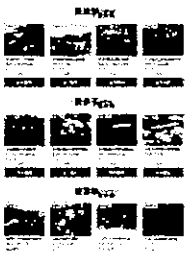


China Marketing News

Joint Promotion with Fliggy Alibaba – Summer Hot Sale

- Dates: Jun 2-30, 2017
- Plot: Guam page has officially launched on Fliggy as one of Fliggy's key promotions on their summer hot sale. Key China travel agents have joined the sale and provided cost-efficient products：FIT packages & optional tours
- Link: https://market.fliggy.com/markets/h5/Guam





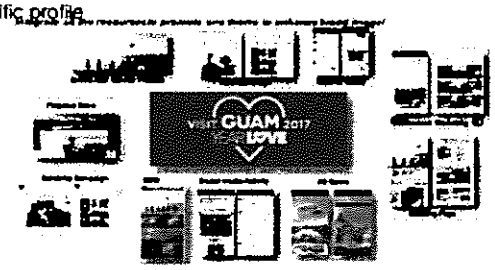


China Marketing News

Joint Promotion with Ctrip

- **Dates: May 15-Sept 30, 2017**
- **Investment: USD 217,500**
- **Integrated marketing campaigns through multi-channels, including:**
  a. online ads
  b. contents marketing
  c. themed landing page
  d. H5 games
  e. social media campaigns
  f. EDM targeting potential travelers with specific profile
  g. Celebrity / KOL campaign
  h. Upgrading flagship store on ctrip.com

- **Sales incentive : Generate incremental sales of FIT Guam products: 35%-55% from June 1 to September 30 2017.**



China Marketing News

Guam Title Sponsorship on Xueersi National English Speaking Contest

- Dates: July 2017-March 2018
- Investment: USD 88,500 (in-kind)

- Preparations:

(1) Cultural, historical and travel information about Guam provided by July 15;
(2) Guam English contest materials (sentences and paragraphs) provided by Aug 5;
(3) Promotional gift provided by Oct 2.

学而思
www.xueersi.org

China Marketing News

2017 Qulv.Com Best Island B2B Exhibition

- Dates: June 23
- Investment: Marketing collaterals
- GVB Guangzhou attended the 2017 Qulv.Com Best Island B2B Exhibition.
- About 250 local agents were invited to join the conference. Guangzhou Office has communicated with agents and built up business ties with them.





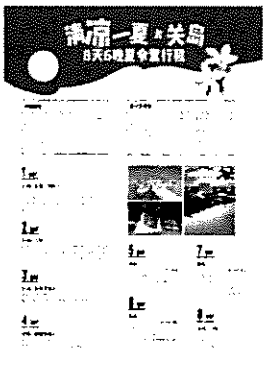
China Marketing News

U.S. Summer Promotion in Eastern China Market- FY2017

U.S.C.S. Road Show in Jiang Su Province

- Dates: Jun 27-Jun 29, 2017
- Investment: USD 2,200 + marketing collaterals
- Participants: 7 key tour operators in Jiangsu province
- Description:
- 20 mins. presentation about Guam destinations and summer products in front of 7 selected agents with about 300 agent staff
- After the workshop, it will also have a sales incentive among the agents. The top sales of the 7 agents will win the prize of one FAM trip to GUAM.

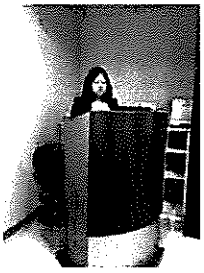




China Marketing News

U.S. Summer Promotion in Eastern China Market- FY2017 U.S.C.S. Road Show in Jiang Su Province

- Participants: **300 pax (GM, Products directors and managers, sales team)** from 7 key Tour Operators in Jiangsu Province - Jiang Su **China International Travel Service, Jiang Su Broadcasting International Tour, Jiang Su China Travel Service, Wu Xi China Travel Service Sincerity Tour Corp., Su Zhou Youth Travel Service, Jiang Su New Comfort Travel Service, Su Zhou China International Travel Service**
- GVB Shanghai office gave presentation about Guam travel resources and promote Guam as a family friendly destination. GVB sales manager also presented a recommended itinerary for family summer vocation with the agents.

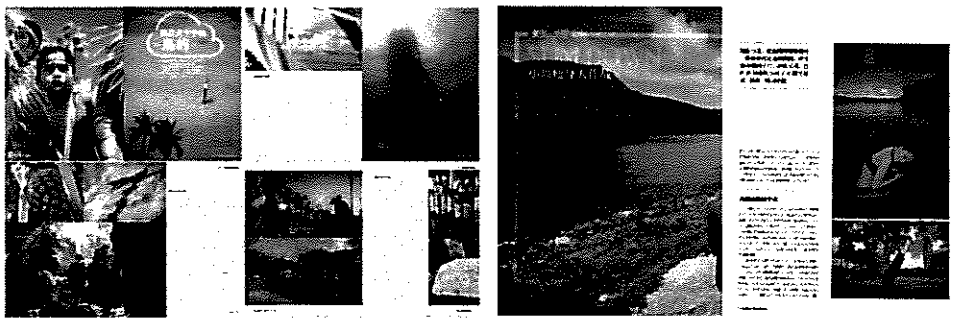




China Marketing News

Feature stories published on renowned travel magazines

- Dates: June issue
- Investment: UGM Media Fam, around 3,500 USD per media
- PR Value: 400,000 USD
- Achievements:
- Feature story on ***World Traveler Magazine*** **"Slim down at Guam"** (6 pages)
- Feature story on ***Lonely Planet China*** **"Guam-Islands floating in the air"** (8 pages)



China Marketing News

COSMO Bride Shooting Project in Guam (TBC)

- Dates: July 31-Aug 4 (Shooting on Guam); September 1 (Issue Release)
- Investment: USD 16,948
- Participants: COSMO Bride filming crew
- Expected ROI:

(1) 10 pages Photos on Guam on COSMO Bride: USD$427,000
(2) 1 WeChat Article Promotion on COSMO: USD$43,000
(3) 1 Weibo Post by COSMO Bride: USD$14,000
(4) Authorization to use the photos by COSMO Bride
Estimated Grand Total Media Value: USD$ 484,000

cosmobride 时尚新娘





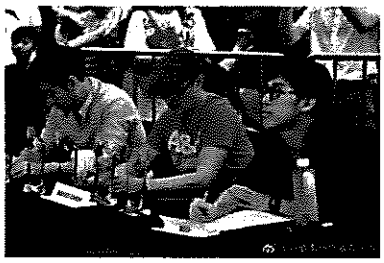


China Marketing News

Competitor Updates

- **Hawaii Tourism Authority @The 3rd Shanghai Ukelele Festival**
- **June 24, 2017**
- **HTA invited 45 groups of performers from age 4 to 45 to perform on Ukelele Festival. Ukelele masters from Japan and Korea were invited here as judge.**





China Marketing News

Competitor Updates

- Marianas Visitors Authority @Tourism Ambassador Project
- June 17, 2017
- Hong Kong actress: Ms. Ye Zijin
- Place: Hong Kong International Tourism Expo



China Marketing News

Competitor Updates

- Marianas Visitors Authority @Celebrity Shooting Project
- May, 2017
- Celebrity: Mr. Yang Shuo
- Media: "Brides" magazine





Discussion:

- Vice Chair Ms. Camacho commented that based on seat capacity reported today, we need to boost up the forecast especially with all the activities GVB is undertaking and questioned if this can be quantified eventually.
- The real issue is that the seats are not available going back to the Korea (KE) situation.
- Another airline or another flight with existing airlines is needed. GVB has been meeting with the airlines and and hopes to have some good news soon.
- China Marketing Manager Ms. Leon Guerrero commented that with the C-trip proposal, GVB is targeting the Shanghai area hard so we can fill up the UA flight.
- DoGM Ms. Laguana stated the results of that shows that we have anywhere from 35-55% increase in sales and so maybe we should look at pumping more investment into another campaign with C-trip because the bottom line is we're seeing results.
- There is a noticeable change in US Visa issuance since the travel ban and that there are now discussions about new requirements and the turnaround time with visa applications taking much longer even from the best base out of Shanghai that used to have a 98% approval rating within 3 days. This is no longer the case. We're being told that appointments are being cancelled or being rescheduled. Announcements such as no visa applications will be accepted during a specific time period where they literally announced that no visas will be issued.
- Ms. Leon Guerrero commented that the good part with the Fliggy promotions is we're actually trying to target those who already have visas using their database.

V. NEW BUSINESS

- No New Business

VI. ANOUNCEMENTS

- Next GCMC: August 11, 2017
- Liberation Day: July 21, 2017
- C-Trade Cruise Shipping Asia Pacific 2017 Conference: November 1-3 announced by GEDA representative Mr. Julius Santos. GVB will look into how it can provide support.

VII. ADJOURNMENT

Ms. Charlene Chen motioned for adjournment. Mark Anderson seconded motion. Meeting adjourned at 11:58AM.

Prepared by: _____
Marketing Coordinator

Approved by: _____
Director of Global Marketing

EXHIBIT

`JAPAN MARKETING COMMITTEE MEETING – TUESDAY, JULY 11, 2017

JMC MEMBERS PRESENT: Milton Morinaga, Tak Takano, Toshio Akigami Bill Nault, Satoru Murata, Mike Lee, Terry Debold, Kiyoshi Kawano, Monte Mesa, Kazunori Hotta

OFF-ISLAND: Akiko Futakami, Shizuyo Okabe, Masayo Ibay

OBSERVERS/GUESTS PRESENT:
Kenji Sekine, Yoshihisa Otani, Kazu Atsuta, Bunichi Yamashita, Mari Oshima, Eilis Baldevia, Mai Perez, Mark Anderson, Kyoichi Aoki, Ayisha McKinnon, Bonnie Lee, Daisuke Sato

ABSENT: Yoshiaki Kanemitsu, George Johnson, Mitsunori Takahashi, Suzanne Perez, Chie Takase, Miwa Bravo, Simon Odoca, Akihiro Tani, Yusuke Imazu, Dave Duenas, Katsuhiko Yoshida, Kimi Passeur, Koji Nagano

GVB: Nathan Denight, Brian Borja, June Sugawara, Sydney Leon Guerrero

ADK: Koichi Hoshino, Yumi Yabe

SKYPE: Satomi Yamamoto

CALL TO ORDER

The meeting was called to order at 1:35 PM.

APPROVAL OF MINUTES

Motion made by Mr. Nault and seconded by Mr. Murata to approve the minutes of June 13, 2017. Minutes approved.

REPORT OF CHAIRMAN
Chairman Morinaga reported to the committee that last month he missed the JMC meeting due to his off-island to attend the CAPA LCC Conference in Osaka with Mr. Denight. Japan LCC is still under the umbrella of the two major airlines which are Japan Airlines and ANA and they are instructed to stay in Japan as much as possible. The farthest they can go are the Asian countries like Taiwan, Cambodia and Vietnam. On the other hand, the Korean LCC's are bold in getting ETOPS. Guam is their biggest market and the Korean LCC's are not under any major airlines. For China, they would like to fly more but couldn't get any slots at the airport. Skymark is looking into how to fly to Guam. The issues with the LCC's are mainly ETOPS and the cost. The LCC's are looking for airports that are accommodating. Every time there is a delay, there is a cost and right now the Nagoya and Osaka airports are accommodating to the LCC's. GVB will still push for LCC's to service Guam and also charter flights to increase the arrivals from Japan.

REPORT OF MANAGEMENT & DIRECTOR OF JAPAN MARKET
Mr. Denight and Ms. Yamamoto reported on the following:

REPORT OF ADK
Report by Mr. Hoshino of ADK:

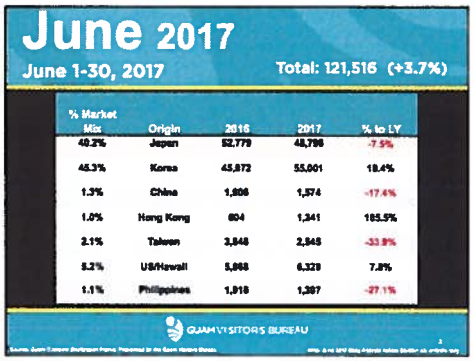
FY2017 Current Activities
- Marketing Calendar
- PR Activities for June
  - BBQ Block Party – Getty News Release

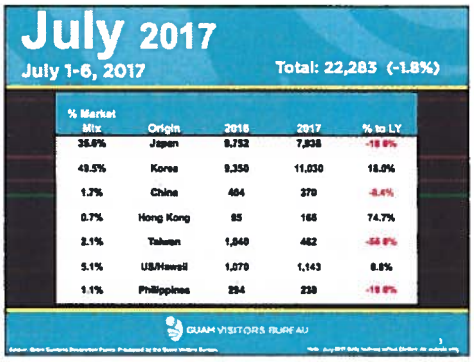
  - Momochimama DX Store
  - Delta In-Flight Magazine
  - Diver Magazine
  - Saison Credit Card
- AD
  - Web Creative
  - July-Aug Web Ad
  - Web Ad Simulation and Results
  - 50th Anniversary Facebook Ad
  - Yahoo Brand Panel Vision
- Upcoming Activities July-August-September
  - Sando no Bonyari-nu TV
  - Donsanko Wide 179
  - Magazine – Hanako Mama / Junon / Running Style / Zexy
  - Kyoukan News – RKB (Fukuoka Local TV)
  - Style Plus – Tokai TV
- November Upcoming Activities
  - Pittanko Kankan
- Wedding Promotion – Year of Love Campaign
- Expedia – Banner Ad & Landing Page
- Iko-yo – Biggest family outing information site in Japan
- FY2018 Communication Plan
  - FY2018 Global Concept

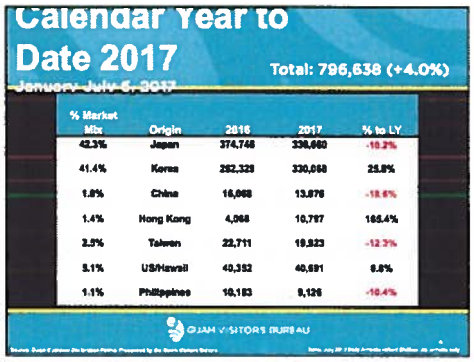
Discussion/Comments:
Mr. Mesa asked who were involved in FY2018's Strategy Plan. Ms. Yamamoto responded that GVB Japan team, ADK and GVB Guam were very much involved in the planning. Mr. Mesa recommended that we incorporate Mr. Murata's concept for the Treasure Hunt proposal. Mr. Mesa also suggested that each cities has their own mindset. Therefore, we should also concentrate on other secondary cities and not only in Tokyo area. Mr. Denight made a comment that GVB Japan's sales team has responsibility in their own respective cities in strategizing our plans. For the Treasure Hunt proposal, Mr. Denight would like to modernize the concept through social media. Mr. Hoshino clarified that the Yahoo Brand Panel Vision was in Kanto area but all other Web Ad was conducted nationwide. Mr. Mesa made a comment on the next Guam Tourism Summit we need to reinforce our efforts and do a consumer event whether at the mall or public area where consumers gather. Mr. Debold added that we do see the airline capacities but not the hotel capacities. He is concerned if we do get the LCC's are there enough rooms to accommodate the visitors. He would like to make sure for the campaign period, the added value for $200.00 will not go up. Mr. Mesa agreed that it is a valid point made by Mr. Debold. From January to February we have Shop Guam Campaign going on but at the same time the military will have an exercise on Guam.

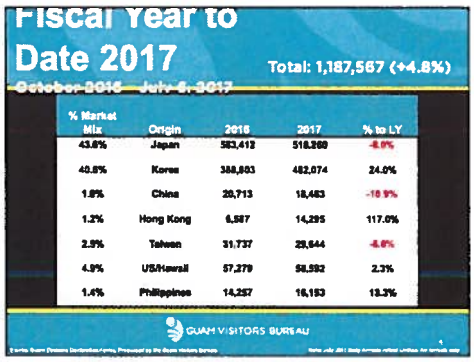
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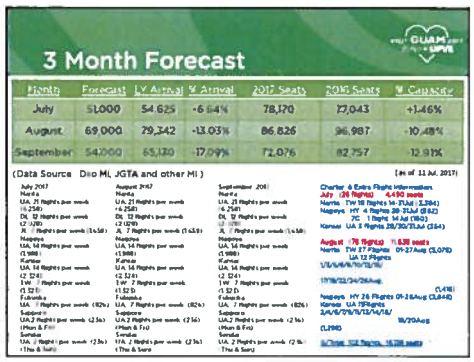

GUAM
Japan Marketing Committee
July 11, 2017
Nathan Denight, President & CEO


June 2017
June 1-30, 2017
Total: 121,516 (+3.7%)
% Market Mix
Origin
2016
2017
% to LY
46.2% Japan 52,779 48,798 -7.5%
45.3% Korea 45,872 55,001 19.4%
1.3% China 1,906 1,574 -17.4%
1.0% Hong Kong 604 1,341 185.5%
2.1% Taiwan 3,848 2,548 -33.8%
5.2% US/Hawaii 6,868 6,329 7.8%
1.1% Philippines 1,918 1,387 -27.1%
GUAM VISITORS BUREAU


July 2017
July 1-6, 2017
Total: 22,283 (-1.8%)
% Market Mix
Origin
2016
2017
% to LY
38.6% Japan 9,752 7,938 -18.6%
49.5% Korea 9,350 11,030 18.0%
1.7% China 464 370 -8.4%
0.7% Hong Kong 85 166 74.7%
2.1% Taiwan 1,849 462 -54.6%
5.1% US/Hawaii 1,070 1,143 6.8%
1.1% Philippines 294 238 -18.6%
GUAM VISITORS BUREAU

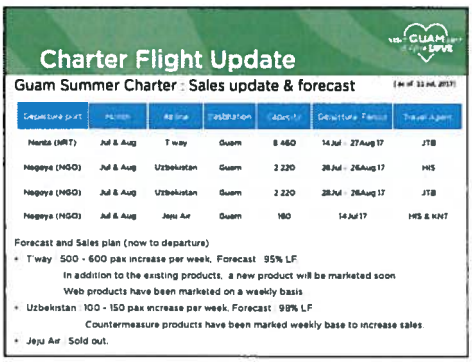

Calendar Year to Date 2017
January-July 6, 2017
Total: 796,638 (+4.0%)
% Market Mix
Origin
2016
2017
% to LY
42.3% Japan 374,748 336,680 -10.2%
41.4% Korea 262,329 330,068 25.8%
1.8% China 16,068 13,876 -13.6%
1.4% Hong Kong 4,068 10,797 165.4%
2.5% Taiwan 22,711 19,923 -12.3%
5.1% US/Hawaii 40,352 40,691 0.8%
1.1% Philippines 10,183 9,126 -10.4%
GUAM VISITORS BUREAU


Fiscal Year to Date 2017
October 2016 - July 6, 2017
Total: 1,187,567 (+4.8%)
% Market Mix
Origin
2016
2017
% to LY
43.6% Japan 583,412 518,260 -8.9%
40.8% Korea 388,883 482,074 24.0%
1.9% China 20,713 18,483 -10.9%
1.2% Hong Kong 6,587 14,295 117.0%
2.9% Taiwan 31,737 29,644 -6.6%
4.9% US/Hawaii 57,279 58,592 2.3%
1.4% Philippines 14,257 16,153 13.3%
GUAM VISITORS BUREAU

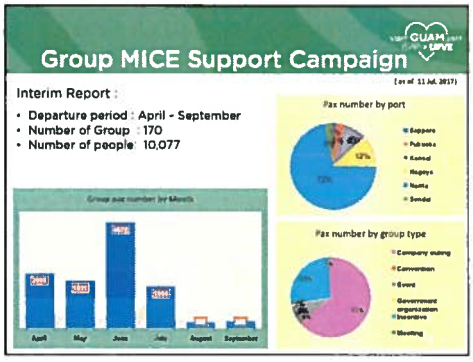

3 Month Forecast
Month
Forecast
LY Arrival
% Arrival
2017 Seats
2016 Seats
% Capacity
July 51,000 54,625 -6.64% 78,170 77,043 +1.46%
August 69,000 79,342 -13.03% 86,826 96,987 -10.48%
September 54,000 65,120 -17.09% 72,076 82,757 12.91%
(Data Source Diio MI, JGTA and other MI)
(as of 11 Jul. 2017)

7/20/17


Air Service Development
• GVB attended to CAPA LCC's in North Asia Summit
• Chairman Morinaga, Pres & CEO Nathan, GVB Japan Sales Manager Hiroshi attended to learn more about the industry and the affect of LCCs in North Asia
• Delta Japan Executives Guam Visit
• Met with Governor of Guam, conducted inspections of Guam's products
• Tokyo Airline Meetings: Delta & Skymark
• Delta: would like to work closer with GVB and Guam industry
• Skymark: considering Feb/Mar charters from Haneda/Ibaraki
• HK Express exploring NGO-GUM services
2018 Charters
• T'way, JAL, HK Express, Skymark are considering charter flights for next year


Charter Flight Update
Guam Summer Charter : Sales update & forecast
Forecast and Sales plan (now to departure)
• T'way : 500 - 600 pax increase per week. Forecast : 95% LF
In addition to the existing products, a new product will be marketed soon
Web products have been marketed on a weekly basis
• Uzbekistan : 100 - 150 pax increase per week. Forecast : 98% LF
Countermeasure products have been marked weekly base to increase sales
• Jeju Air : Sold out.


Charter Flight Update
Charter Capacity Update 2017: January to November
Charter Capacity Comparison: 2017 vs. 2016
• In 2017, Total capacity is 34,965 seats. (210 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
• Capacity Growth in 2017 : 210% vs. LY.
Charter Seat Comparison 2017 vs 2016
2016
2017
January
March
April
May
July
August
November


Group MICE Support Campaign
Interim Report :
• Departure period : April - September
• Number of Group : 170
• Number of people : 10,077
Pax number by port
Pax number by group type


Kanto Sales
• Summer Resale Activity
HIS :
• Target : 107% vv. LY (Jul to Sep period)
• New products : Enjoy Summer Guam & Gakusei
• Package price : ¥ 54,800 - ¥ 204,800 (Family)
¥ 54,800 - ¥ 198,800 (Students)
• Sales Period : Jul to September.
• Carrier : JAL, United and Delta
KNT :
• Target : 115% vv. LY (Jul to Sep period)
• New products : Summer Special Guam
• Package price : ¥ 54,800 - ¥ 198,800 (Family)
• Sales Period : July to September.
• Carrier : United
JTB :
• Target : 136% vv. LY (Jul to Sep period)
• Products : Imadoki & OUTLET
• Package price : ¥ 54,800 - ¥ 198,800 (Family)
• Sales Period : July to September.
• Carrier : JAL, United and Delta


Kanto Sales
• Summer Guam Outlet Campaign
TOBU Top :
• Target : 110% vv. LY (Jul to Sep)
• Products : FEEL
• Package price : ¥ 69,800 - (Family)
• Package Sales Period : April to September
• Carrier : JAL, United and Delta
• Outlet : 15 outlets in Kanto
(Tokyo, Chiba and Saitama)
• Campaign period : July - mid of August
KNT :
• Target : 115% vv. LY (Jul to Sep)
• Products : Summer Special Guam
• Package price : ¥ 54,800 - (Family)
• Package Sales Period : April to September
• Carrier : JAL, United and Delta
• Outlet : 20 outlets in Kanto
• Campaign period : July - early September

7/20/17

Kanto Sales

• Guam Seminar (July to August period)

TPI :
- Target Segment : Group
- Date : July 19th & 21st (fixed)
- Time : 11:00 - 12:00
- Place : TPI office in Tokyo
- Participants : 10 - 20 sales and sales support staff.
- Content : Guam unique venue Group Support Plan



HIS :
- Target Segment : Group
- Date : August 7th (fixed)
- Time : 12:45 - 17:30 (Seminar & workshop)
- Place : HIS office in Tokyo
- Participants : 30 - 40 sales staff in Metropolitan and Kanto area.
- Participants from Guam : ABC, Baldyga, Turtle and DFS
- Content : Group updates & Comparison with other destination.

TOBU :
- Target Segment : Group
- Date : August 8th (planning)
- Time : 13:00 - 17:00 (Seminar & workshop)

Kanto Sales

• Workshop (in August)

JTB :
- Host : JTB Global Merchandising & Support
- Target Segment : Group
- Date : August 25th
- Time : 08:30 - 17:30
- Place : Chiyoda-ku in Tokyo
- Participants : 400 JTB Corporate Sales staff & 25 JTB Overseas Branch Managers including Guam & Saipan. (LY : 429 participants)

- Contents : Workshop & B to B business meeting.
- Other Tourism Authority in Japan may join the event.

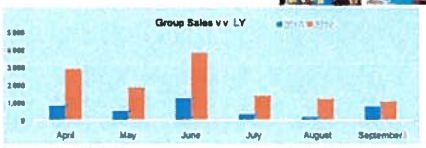


Kanto Sales

• Group Sales

PMT :
- Period : April to September
- Area : Kanto (Narita departure)
- Sales growth : 316% vv LY
- MICE FAM : JTB Corporate JTB Group Sales Branch in Kanto





Hokkaido Sales

- Hawaii is the most popular destination in Hokkaido. Package price does not have a big difference between Hawaii and Guam. Hokkaido and Hawaii agreed to be sister-states and had a signing ceremony in Hawaii on May 8, 2017. About 200pax from Hokkaido. The two states will share resources to create business, culture and educational exchanges that benefit both parties, so that people see more Hawaii on media or in the city. Guam needs more media exposure.
- The most popular local TV program in Hokkaido "Dosanko Wide" will be on air on on Jul 14th. HIS will promote their product in 15sec. Live.
- As a co-op with United, Local newspaper "Hokkaido Shimbun" will feature Guam.
- Aug 25 (Fri) - 27 (Sun) Travel Fair in Sapporo organized by Hokkaido Government office.
- Educational seminars in local city in Hokkaido

  Jun 20 Kitami / Jun 21 Asahikawa / Aug 22 Kushiro

  Aug 23 Obihiro /Aug 24 Sapporo(organized by JATA)

Tohoku Sales

- Slow between Apr to Jul as normal year, however good forecast on many groups (incentive groups, company outings) visiting Guam.
- Although public school's trips from Miyagi prefecture have been conducted to Guam since 2014, it would be suspended next year due to high air fare
- As a part of PR tie-in program with Tour wave, Guam will be featured at Tour Wave's booth during TBC (Tohoku Broadcasting) Natsu Matsuri in Sendai on Juy 22 (Sat) - 23 (Sun).
- Local TV program "Bonyalinu" will be aired.



- Series of educational seminars will be held in Tohoku area with Guam Vendors

  Jul 31 Aomori / Aug 01 Akita / Aug 02 Morioka SC (Iwate pref) / Aug 03 Sendai / Aug 04 Fukushima SC /

Chubu Sales

- July is extremely slow, Aug is almost the same level as last year, Sept is also still slow. There are no remarkable overseas destinations in Chubu area. None of overseas beach destinations are popular. However, Miyako Island (Okinawa) is very hot in Nagoya since ANA launched flight to Miyako from Centrair in June.
- Will Conduct Educational Seminar on July 12 with United Airlines

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Kansai Sales

- Sales of Guam is slow except JTB World Vacations.
- JTB "Komi-Komi Guam" is selling well however JWV stays YOY decrease of 10% in the face of about YOY decrease of 30% in seat capacity. However, all other wholesalers especially HIS are having a difficult time to sell Guam.
- Air Asia X just started to operate the flight from KIX to HNL on June 28 (4 flights per week, 377 seats, KIX/HNL 23:25/12:30 HNL/KIX 16:00/20:25) . Consumer shifted to to Air Asia X from JAL or DL but total number of sales to Hawaii have not increased in Kansai.

<HIS Super Summer Sale Package Price Caparison>
- HIS Hawaii Air Asia X (5days) ¥79800-
- HIS Guam Tway + Guam Plaza (4days) ¥63,000-





Chugoku Shikoku Sales

- Participated in workshop and Consumer Travel show organized by JATA in Matuyama, Ehime in Shikoku on June 23-25. In conjunction with these events, GVB organized two educational seminars with Guam vendors to the front line staff at Fuji Travel on June 22, 23 and 26 in both Hiroshima and Matuyama.
- Fuji Travel is the largest local travel agency with over 30 retails in Chugoku and Shikoku and the subsidiary company of FUJI company which operate 95 grocery stores/ shopping malls in those areas.
- Fuji Travel started considering charter programs in the new-year holidays for 2018.



Workshop in Matsuyama



Travel Fair in Matsuyama with Brand USA

Chugoku Shikoku Sales

- Guam seminar at JTB Hiroshima branch will be held on July 12 and 13.
- Air Asia X to Hawaii from KIX affected on number of bookings to Guam in Chugoku Shikoku market more than Kansai market because the prices of tour packages for Guam and Hawaii are very close.

Kyushu Sales

- In order to recover economy in Kumamoto damaged by earthquake in April 2016, Japanese Government has been promoting travels to Kyushu by providing coupon.
- Construction companies, which made money by rebuilding hoses or maintaining roads or wrecking company are booming recently in Kumamoto and are planning to organize company outings to short-haul overseas travels.
- Fukuoka and Ohita suffers record-beating heavy rain in last week. 3 people died because of flood after a heavy rain and over 200 people are still evacuating. Anticipate cancelations booking of overseas travel from Kyushu.

Kyushu Sales

- United Airlines celebrated the 30th anniversary of flights between Fukuoka and Guam in June.
- To celebrate it, GVB arranged two local TV programs from Fukuoka. "Momochihama TV" was on air in June and "Kokan News" will feature Guam in next week.



Mr. Mitsunori Takahashi & Ms. Hitomi Yamamoto



Mr. Fuchs, Vice President Atlantic & Pacific Sales



Complimentary Speech by Satomi Yamamoto

OTA

- Expedia: Campaign launch on the second week of July.
- DeNA: the second term of Co-op program will start soon featuring Family and hi-end.

7/20/17

Travel Industry Marketing

Hafa Adai Guam Study Tour 2017

*Total 84 pax have participated in this year's HAST (70 travel agents, 4 travel media, 4 airline staffs, 6 GVB/JI staffs) from Saporro, Sendai, Tokyo, Nagoya, Osaka, and Fukuoka.



Travel Industry News

HAST-Trade Show on June 30, 9:20am-11:30am at Grand Ballroom, Dusit Thani Guam Resort

*Number of booth holders: 48
*Number of GVB Membership Companies attended: 54
*Travel Agents booked their optional tours for July 1 and 2 at the Trade Show



Travel Industry News

HAST-Hotel Inspection on June 30, 12:40pm-6:40pm

*Participants were divided into 5 groups (3 MICE /2 Package Planning)
*Each group inspected 5 hotels from Nikko, Lotte, Westin, Reef, Guam Plaza, Outrigger, Hyatt, Holiday Resort, Hilton, Onward, Sheraton, and Leopalace.



Travel Industry News

HAST-GVB Welcome Reception on June 30, 6:40pm- at The Beach

*Welcome Remarks by Consulate-General of Japan, Consul Shinji Urabayashi
*Welcome Remarks by GVB Chairman of the Board, Chairman Milton Morinaga
*Welcome Remarks by JGTA Vice President, Jun Yano
*Kanpai (toast) by GVB Japan Marketing Committee Vice Chairman Bill Nault



Travel Industry News

HAST-JGTA Special Island Tour on July 1, 11:00am-5:30pm

*64 people have participated.
*Inspected TCAT, Valley of the Latte, Guam Museum, and Two Lovers Point.



Travel Industry Marketing

- Håfa Adai Study Tour Post-Event Actions
  - HAST 2017 Survey sent by Google forms
  - HAST 2017 In kind forms to supporters will be send out by July 14
  - Thank you letters to be sent within this week



7/20/17

Travel Industry Marketing

SPORTEC2017 - B to B Event
July 25-27 (10:00am-6:00pm) @Tokyo Big Sight

GVB will share a booth with Leopalace as "Guam is Sports Island close to Japan"

Guam Sports Events to be promoted:
-KOKO Half Marathon 2017 & KOKO Kids Fun Run.
-UNITED Guam Marathon 2018
-Sports related events and facilities.

Travel Industry Marketing

Tourism Expo Japan
September 21- 24, 2017 @Tokyo Big Sight

- JATA will focus on more B to B than B to C starting in 2017.
- Registration for the B to B meeting due period: June 19 – July 21
- Making appointment due period: July 28 –August 10
- Matching final result: in the beginning of September
- Booth holders who purchased GVB booth will also have opportunities to make appointments.

Travel Industry Marketing

- Getty Image Photo Library (media manager)
  - Access to Photo library will be launched to GVB members very soon
  - http://guam.gettyimagesgallery.com



Online marketing

GVB Website JUNE 2017

User Total 82,447
Page View Total 172,191

TOP5 pages

1. Immigration to Guam
2. Question
3. money
4. Weekly Guam
5. transportation on Guam

GVB SNS Fans

Facebook Total 14,762
Twitter Total 3,424
Instagram Total 5,596

GVB Facebook TOP3 posts

1.Blue Sky photo *Instagram

2. Leo Palace Resort Medallion Floor *Weekly Guam

3. BBQ Block Party MAP

SNS (FB, Twitter, Instagram) Posting Ranking

- Restaurant -

1. PIKOA
2. Eggs n Things
3. Fizz & Co
4. MESKLA
5. Tutle Cafe
   Haagen-Dazs Cafe
   BEACHIN SHRIMP

- Shopping - In June

1. Kmart
2. Micronesia Mall
3. ABC Store
4. Guam Premier Outlets
   Night Market

GVB Website Update

Updated the Banquet rooms layout for MICE guide
- Introduced 17 hotels on the website

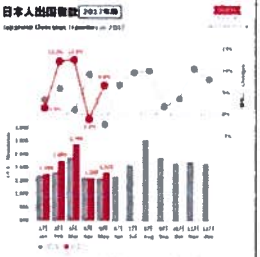


- HOTEL LIST -

OUTRIGGER GUAM BEACH RESORT
THE WESTIN RESORT GUAM
ONWARD BEACH RESORT
GUAM PLAZA RESORT & SPA
GUAM REEF & OLIVE SPA RESORT
SHERATON LAGUNA GUAM RESORT
DUSIT THANI GUAM RESORT
HYATT REGENCY GUAM
PACIFIC ISLANDS CLUB GUAM (PIC)
PACIFIC STAR RESORT & SPA
HILTON GUAM RESORT & SPA
FIESTA RESORT GUAM
HOTEL NIKKO GUAM
HOLIDAY RESORT GUAM
LEOPALACE RESORT GUAM
ROYAL ORCHID GUAM HOTEL
LOTTE HOTEL GUAM

Travel Industry News

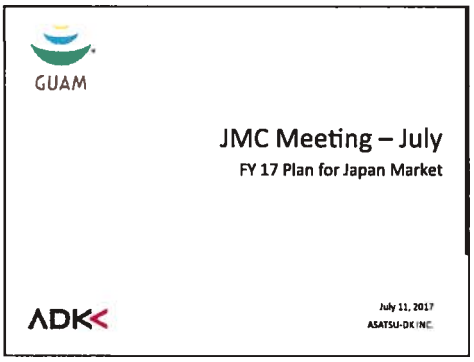
Japan National Tourism Organization (JNTO) reported that Japanese overseas travelers were up 6.6% year on year to 1,315,000 in May 2017 (preliminary figures), and the result for the first five months of 2017 totaled 7,093,800 (+6.7%)

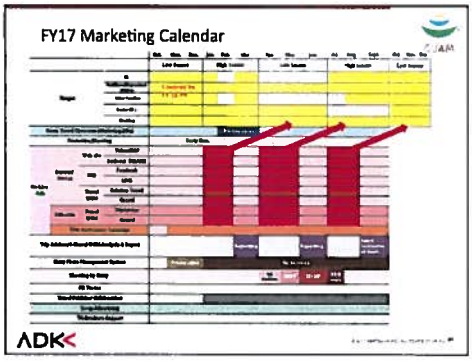


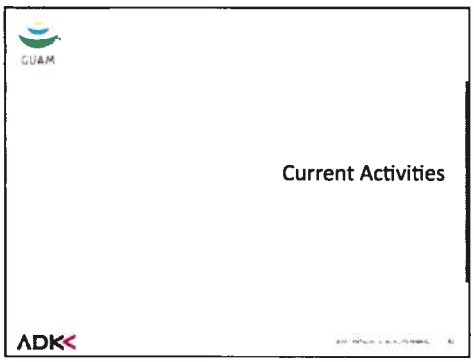
7/20/17


Guam Ko'ko Half Marathon
• JTB Sports Station will be Japan's secretariat office
• Has good online presence and relationship with travel trade
• GVB will use for sales and marketing promotion along with GSE!


Guam Ko'ko Half Marathon
GUAM KO'KO'
HALF
MARATHON

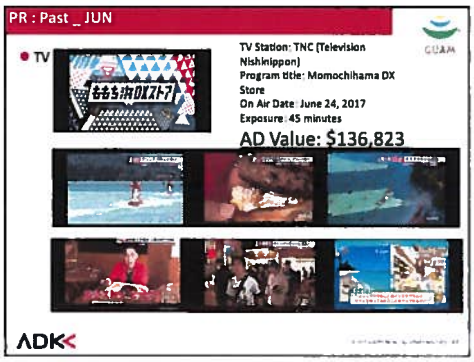

GUAM
JMC Meeting – July
FY 17 Plan for Japan Market
ADK
July 11, 2017
ASATSU-DK INC.


FY17 Marketing Calendar
ADK


GUAM
Current Activities
ADK


PR: BBQ block party – getty news release
ADK

7/20/17

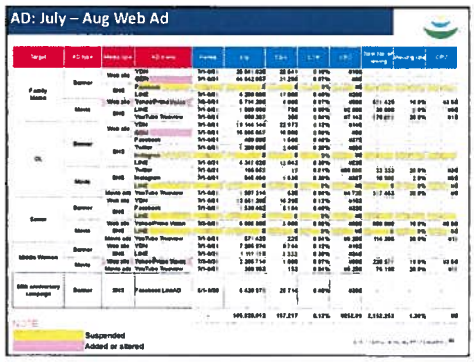

PR : Past _ JUN
TV
TV Station: TNC (Television Nishinippon)
Program title: Momochihama DX Store
On Air Date: June 24, 2017
Exposure: 45 minutes
AD Value: $136,823
ADK


PR : Past _ JUN
MG
DELTA Inflight Magazine SKY
Issue Date: June1st
Exposure size: 4C10P + Cover
Ad Value: $271,714
GUAM
ADK


PR : Past _ JUN
MG
DIVER
Issue date: Jun. 10
Exposure: 4C11P
Ad Value: $13,585.72
ADK

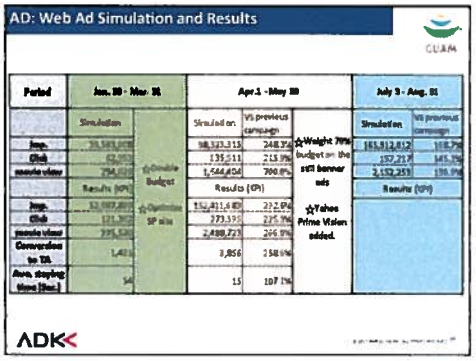

PR : Saison credit card_ JUN
Saison card membership high-end magazine
UA inflight Flyer
ADK
The number of copies: Appx 400,000


AD : Web Creative
Family
OL
Senior
ADK


AD: July – Aug Web Ad

8

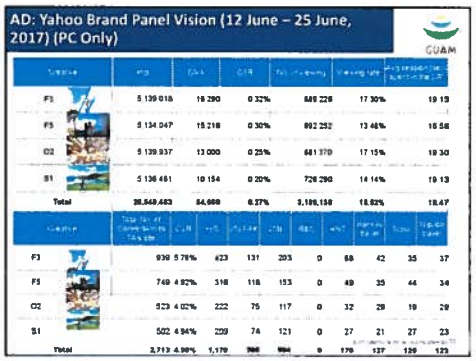
7/20/17


AD: Web Ad Simulation and Results
GUAM
ADK


AD: 50th anniversary Facebook ad
New 9 creatives below have been added from June
The No. of SNS followers as of July 5th
Facebook : 14,927, Instagram : 5,720
GUAM
ADK

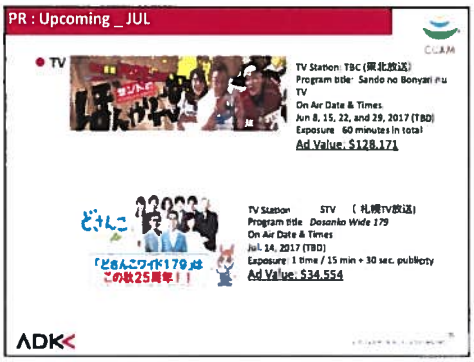

AD: 50th anniversary Facebook ad
- Post your own activities you want to do on Guam
1st period (Apr. 1 – Jun. 30)
Over 5,000 applications for each category
Facebook : 5,705 Instagram : 5,420
GUAM
ADK


AD: Yahoo Brand Panel Vision (PC Only)
Yahoo Brand Panel Vision ad (Movie) was run from 12th June for 2 weeks.
4 types of movies will be aired to all targets
Kanto Area only
The very top page of Yahoo site
GUAM
ADK


AD: Yahoo Brand Panel Vision (12 June – 25 June, 2017) (PC Only)
GUAM

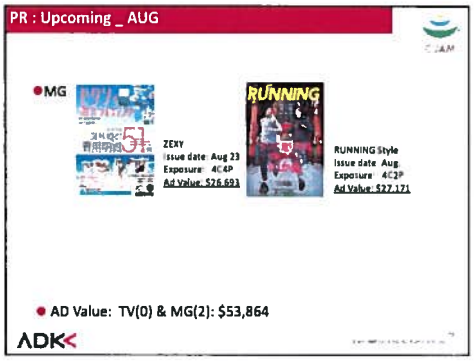

GUAM
Upcoming Activities
ADK

7/20/17


PR : Upcoming _ JUL
TV
TV Station: TBC (東北放送)
Program title: Sando no Bonyari Ru
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
TV Station STV (札幌TV放送)
Program title Dosanko Wide 179
On Air Date & Times
Jul. 14, 2017 (TBD)
Exposure 1 time / 15 min + 30 sec. publicity
Ad Value: $34,554
ADK


PR : Upcoming _ JUL
MG
RUNNING
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: $47,709
RUNNING Style
Issue date
Jul.
Exposure
4C2P
Ad Value: $27,171
AD Value: TV(2) & MG(3): $264,776
ADK


PR : Upcoming _ JUL ~AUG
TV
TV Station: RKB (Fukuoka Local TV)
Program Title: Kyokan 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
RUNNING Style
Issue date: Aug.
Exposure: 4C2P
Ad Value: $27,171
AD Value: TV(0) & MG(2): $53,864
ADK

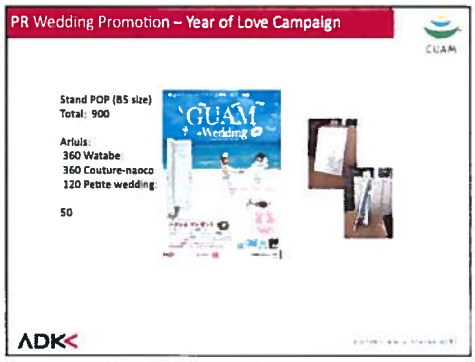

PR : Upcoming _ SEP
TV
TV Station: TOKAI TV (Aichi, Gifu, Mie)
Program title: STYLE PLUS
Category: Information Variety Program
On Air Date: September 2017 (TBD) total of 20 minutes VTR + Studio
AD VALUE: $ 230,366.49
ADK

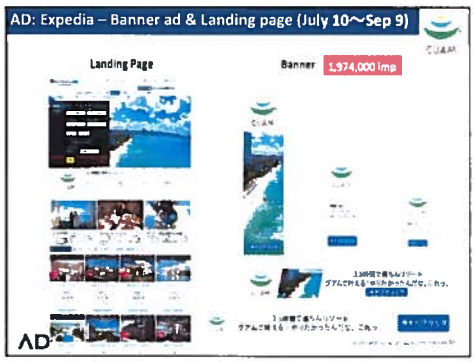

PR : Upcoming _ NOV (FY18)
TV
Program title: Pittanko Kankan
TV station: TBS+JNN network
(27 local TV stations)
Category: TBS Variety Program
Audience rate: Approx. 13.6%
On air Time: Friday 19 56 p.m. – 20 54 p.m.
Exposure: Nov. (TBC)
Duration: Approx. about TTL/30min
AD VALUE: $9,183,246.07
ADK

7/20/17

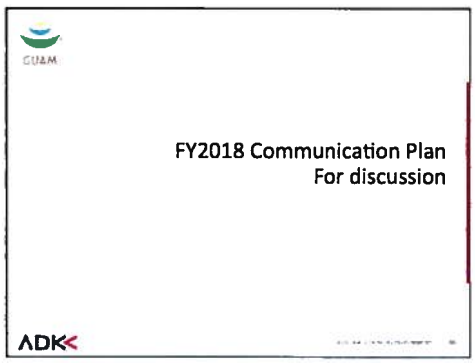

PR Wedding Promotion – Year of Love Campaign
Poster (B1 size) & Sticker
Total: 500
Ariuis: 200
Watabe: 200
Couture-naoco: 50
Petite wedding: 30
Peelable Sticker
ADK


PR Wedding Promotion – Year of Love Campaign
Surface
On the back
Flyer (A5 size)
Total: 18,000
Ariuis:
8,000 Watabe
8,000
Couture-naoco:
1,000
Petite wedding:
500
ADK


PR Wedding Promotion – Year of Love Campaign
Stand POP (B5 size)
Total: 900
Ariuis:
360 Watabe
360 Couture-naoco
120 Petite wedding
50
ADK


AD: Expedia – Banner ad & Landing page (July 10~Sep 9)
Landing Page
Banner 1,974,000 Imp


AD: Iko-yo / The biggest family outing information site in
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)
ADK


FY2018 Communication Plan
For discussion
ADK

7/20/17

FY18 Global concept

Guamazing

Guam + Amazing

- Wonder
- Exciting
- Surprising

ADK



Announcements

- Next JMC Meeting: August 8, 2017, 1:30pm
- Guam Liberation Carnival
  - July 12 – August 11, 2017 @ Chamorro Village
- Guam Ko'ko' Kids Run
  - October 28, 2017
- Guam Ko'ko' Half Marathon
  - October 29, 2017



OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

- Next JMC meeting will be held on August 8, 2017 at 1:30 pm.
- Guam Liberation Carnival – July 12-August 11, 2017 at the Chamorro Village
- Guam Ko'ko' Kids Run – October 28, 2017
- Guam Ko'ko' Half Marathon – October 29, 2017

Mr. Denight introduced Ms. Sydney Leon Guerrero our new staff from Research Department.

Presentation by Mr. Yamashita of Arluis on "Year of Love Campaign":
History of Guam Wedding
- Total number of weddings are decreasing in trend, even with additional chapels added by Watabe and Arluis

Target
- 6,500 to 10,000 weddings per year

Purpose
- Key visual shooting was used for this campaign, more improvement in image of Guam Wedding for future campaign

On-Going Promotion
- Promotion Period: August 1- October 1, 2017
- Wedding Period: November 1-June 30, 2018
- Target: Over 70 travel agents, Watabe Wedding Salons, Arluis Wedding Salons, Couture-Naoco Salons and Petit Wedding Salons

Magazine Exposures
- Zexy Premier - 40,000 circulation (Kanto, Chubu and Kansai District)
- Zexy – 35,000 circulation throughout Japan

Target Number of Wedding Increase
- Additional 100 weddings from November 1, 2017 to June 30, 2018
- Average companion is 8 guest per wedding plus couple total 10 pax per wedding
- 100 wedding x 10 pax = 1,000 pax

Continuous Exposure to Possible Future Customer
- GVB members are authorized to use these images for free from August 1, 2017 to July 31, 2019
- These images are available at all travel agents and at all their wedding salons

Importance of Continuous Campaign with GVB
- Impression is very important that GVB is supporting wedding market

Mr. Mesa asked if there is any possibility in marketing the same sex marriage. Mr. Yamashita responded that they haven't promote the same sex marriage but they do have same sex marriage locally and from China. Mr. Mesa asked if there is any trend in Japan for same sex marriage. Mr. Yamashita responded that no trend in Japan at this time. Mr. Denight interjected that we have an overall initiative working with the IGLTA. Our Director of Global Marketing met with the overall organization in Florida and we have already connected with a group in Japan. This is a very niche market. The only thing for this market is that only the couple will be here but no entourage.

Mr. Ogawa informed the committee that NHK TV is here on island. Mr. Mesa asked if there was any problem in getting the film crews on island. Mr. Ogawa responded no problem so far.

Mr. Murata informed the committee that the Treasure Hunt proposal will be presented once it is finalized.

Mr. Nault informed the committee there was a proposal to the GLUC about a new hotel next to Tumon Sands Plaza.

Chairman Morinaga requested someone from GVB to attend a Public Hearing at 9:30 am on July 20.

Also, there will be a Public Hearing on July 14 on TSA issues.

On the recent news about layoffs at TSA, Mr. Denight clarified with the TSA Director and said there is no problem with layoff and staffing.

Mr. Denight thanked the JGTA members for their support during the Hafa Adai Study Tour.

ADJOURNMENT

Moved by Mr. Debold seconded by Mr. Nault to adjourn the meeting at 3:30 p.m. Motion approved.

Minutes prepared by: _____
June Sugawara, Marketing Officer II

Approved by: _____
Brian Borja, Marketing Officer II

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

KOREA MARKETING COMMITTEE MEETING MINUTES
Tuesday, June 20, 2017, 11:00 a.m.
GVB Main Conference Room

Members Present:
Baldyga Group – Tae Oh
Guam Plaza Hotel – Julia Kondo
Dusit Thani Guam – Gun Park
Fish Eye – Akihiro Tani
H.I.S. – Olga Tonkikh
Int'l Dining Concepts - Jennifer McFerran
Lotte Hotel Guam – Elisha Lee
Sheraton Laguana Guam – Jason Lee
Tumon Aquarium – Soohyun Lee
Tumon Sands – Susan Fryer
Hyatt Regency Guam – Esther Kim
University of Guam – Justin Andre
IT&E – Vanesalyn Villaverde
Outrigger Guam Resort – Jenny Kim

Guests/Alternate Members:
Baldyga Group – Annie Joo
University of Guam - Napu Mesa

Members Absent:
Alupang Beach Club - Stephen Gatewood
Hilton Guam Resort & Spa – In Cha
Pacific Star Resort & Spa – Kyu Sik Kim
Red Door Productions – Ayisha McKennon
Enterprise Rent-A-Car – Simon Odoca
Pacific Islands Club – Tommy Lee
Nissan Rent-A-Car – Mark Anderson
Net Tours – John Ko
Skydive Guam – Ricky Woodall
Holiday Resort – Ina Lee
Hard Rock Café Guam – Jennifer Chae
Summer Dream Information – Justin Choi
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 Director of Global Marketing, Pilar Laguaña
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

Mr. Tae Oh made a motion, seconded by Ms. Susan Fryer to approve the KMC minutes of May 9, 2017. Motion Approved, subject to minor corrections.

REPORT OF THE CHAIRMAN

- Chairman Jackson reported that he recently attended two very important trade shows in Korea. At the beginning of the month was KOTFA, followed by the Hana Tour International Show, which coincided with a Guam Food Festival.
- Chairman Jackson thanked the members that participated in the shows.

REPORT OF MANAGEMENT

- Marketing Manager – Korea, Mr. Russell Ocampo presented arrivals update.

KOREA MARKETING NEWS Exhibit B

KMC report was presented by Mr. Jay Park from GVB Korea Office.

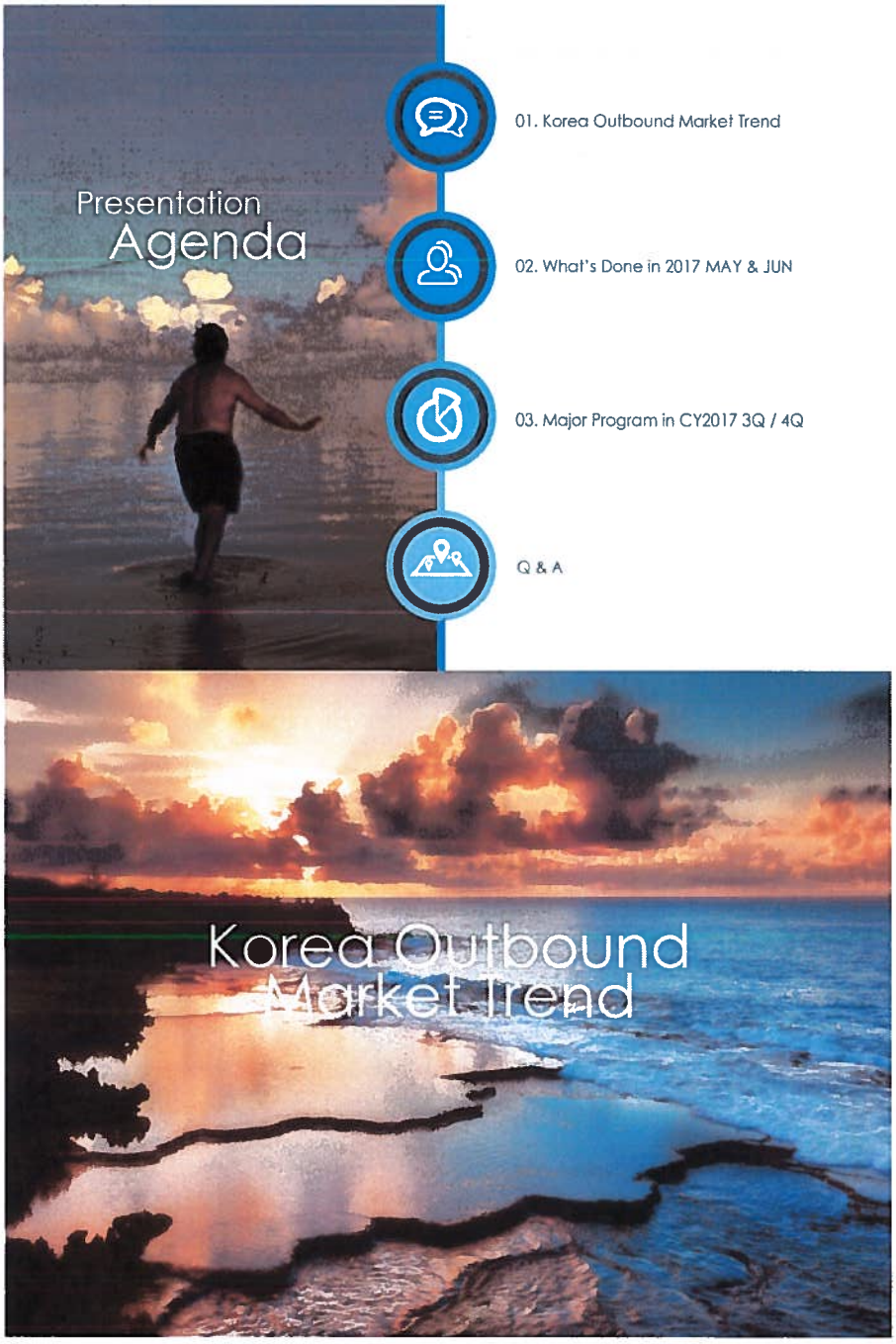
GUAM VISITORS BUREAU

2017 GUAM VISITORS BUREAU

Korea Marketing Committee

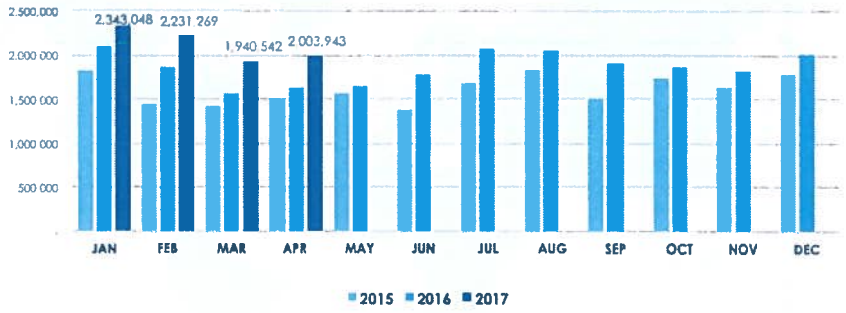
2017. 06. 20




Presentation
Agenda
01. Korea Outbound Market Trend
02. What's Done in 2017 MAY & JUN
03. Major Program in CY2017 3Q / 4Q
Q & A
Korea Outbound
Market Trend

Korea Outbound Market Trend
Overall Market Trend

Total Number of Korean Outbound Travelers



- Total number of Korean outbound travelers: 2.0 million (2017 April) -> 22.4% increased vs. 2016 April
  2017 April YTD: 8.5 million -> 18.4% increased vs. 2016 YTD
  * Reference: Korea Tourism Organization http://kto.visitkorea.or.kr/kor/notice/data/stats/profit.kto

Korea Outbound Market Trend
Airline Capacity to Guam

Incheon – Guam

Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity per week
Korean Air	KE113	10:00	15:30	Daily	276 seats x 30 = 8,280 seats
	KE111	19:35	01:00+1	Daily	291 seats x 30 = 8,730 seats
Jeju Air	7C3102	10:35	16:05	Daily	189 seats x 30 = 5,670 seats
	7C3106	20:20	02:00+1	Daily	189 seats x 30 = 5,670 seats
Jin Air	LJ641	09:40	15:05	Daily	393 seats x 30 = 11,790 seats
T'Way	TW301	17:55	23:35	Daily	189 seats x 30 = 5,670 seats

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

Busan – Guam

Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity
Korean Air	KE2115	21:40 (Sat/Sun) 22:05 (Wed/Thu) 22:35 (Wed) 22:05 (Thu)	02:45+1 (Sat/Sun) 03:10+1 (Wed/Thu) 03:40+1 (Wed) 03:10+1 (Thu)	Wed/Thu/Sat/Sun	138 seats x 17 = 2,346 seats
Jeju Air	7C3154	22:05	03:05+1	Daily	189 seats x 30 = 5,670 seats
Jin Air	LJ647	07:30 (Mon/Wed/Fri) 09:05 (Sun)	12:35 (Mon/Wed/Fri) 14:10 (Sun)	Mon/Wed/Fri/Sun	189 seats x 17 = 3,213 seats
Air Busan	BX612	22:05	03:10+1	Wed/Thu/Sat/Sun	195 seats x 17 = 3,315 seats

- Outbound seat capacity from PUS to GUM = 14,544 seats

- Jeju Air is planning to increase their flights to 3x a day from July 6 ~ Oct 28, 2017. Jeju Air is considering to expand the period.

Korea Outbound Market Trend
Airline Capacity to Guam

Daegu – Osaka – Guam

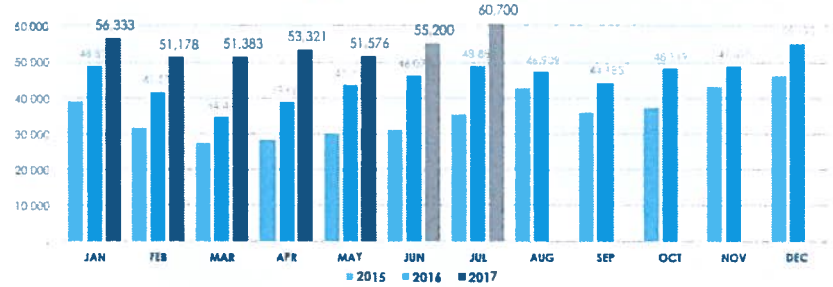
Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity
T Way	TW311 (Via KIX)	07:55 (Thu) 08:00 (Mon/Tue/Wed/Fri/Sat/Sun)	15:10	Daily	189 seats x 30 = 5,670 seats

- Outbound seat capacity from TAE to GUM = 5,670 seats
  - It includes a certain portion of Japanese traveler's

Total Outbound Seat Capacity (June)	
1 month Average	66,024 seats (Max.)

Korea Outbound Market Trend
Korean Visitors to Guam

Number of Korean Outbound Travelers – to Guam



Guam Arrival	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	CYTD
2017	56,333	51,178	51,383	53,321	51,576	55,200	60,700						
2016	48,858	41,576	34,444	38,667	43,354	46,078	48,877	46,909	44,155	47,892	48,673	55,190	544,954
Growth Rate (%)	15.3%	23.1%	49.2%	37.9%	19.2%	19.8%	24.2%						

Visit USA Committee
Korea Inaugural Ceremony

Date: May 23, 2017
Venue: US Embassy Habib House
Purpose: Celebration of the launching of the Visit USA Committee in Korea (VUSA Korea)


INVITATION





Visit USA Committee
Korea Market Update

Forecast of International Travelers to the United States- Top 10 Overseas Markets
(Thousands of Visitors)

	2016		2017		2018		2019		2020	
1	UK	4,901	UK	4,852	UK	4,900	UK	4,998	UK	5,148
2	Japan	3,721	Japan	3,721	PRC	3,964	PRC	4,519	PRC	5,106
3	PRC	3,006	PRC	3,457	Japan	3,758	Japan	3,833	Japan	3,833
4	Germany	2,204	Germany	2,226	Germany	2,248	Korea	2,356	Korea	2,450
5	Korea	1,941	Korea	2,097	Korea	2,243	Germany	2,270	Germany	2,293
6	Brazil	1,842	France	1,752	France	1,787	France	1,859	France	1,933
7	France	1,735	Brazil	1,731	Brazil	1,714	Brazil	1,785	Brazil	1,854
8	Australia	1,479	Australia	1,523	Australia	1,600	Australia	1,680	Australia	1,764
9	India	1,250	India	1,362	India	1,457	India	1,589	India	1,747
10	Italy	1,019	Italy	1,008	Argentina	1,024	Argentina	1,075	Italy	1,129

Peference: Office of Travel & Tourism Industries (OTTI)

According to the US Commercial Service, they forecast Korea to be one of the top 4 overseas markets by 2019

Visit USA Committee

Korea Market Update

TOP 30 US State Destinations - 2016
Korean Visitor Arrivals Per Day

Rank	State/Territory	Korean Visitors	Arrivals/Day	State Share %
1	Guam	493,670	1,353	34.7%
2	California	504,000	1,381	35.4%
3	Hawaii	283,781	777	19.9%
4	New York	183,734	503	12.9%
5	Washington	78,119	214	5.5%
6	Texas	55,762	153	3.9%
7	Illinois	52,626	144	3.7%
8	Nevada	49,458	135	3.5%
9	Washington, D.C.	45,678	125	3.2%
10	Georgia	43,116	118	3.0%
11	Florida	22,940	63	1.6%
12	Michigan	20,617	56	1.4%
13	Massachusetts	17,426	48	1.2%
14	New Jersey	12,768	35	0.9%
15	Colorado	8,298	23	0.6%
16	Arizona	6,279	17	0.4%
17	North Carolina	6,210	17	0.4%
18	Utah	5,878	16	0.4%
19	Oregon	5,822	16	0.4%
20	Pennsylvania	5,636	15	0.4%
21	Missouri	5,301	15	0.4%
22	Minnesota	4,511	12	0.3%
23	Tennessee	4,106	11	0.3%
24	Ohio	3,354	9	0.2%
25	Maryland	2,816	8	0.2%
26	Kentucky	2,136	6	0.1%
27	Indiana	2,100	6	0.1%
28	Louisiana	2,041	6	0.1%
29	Virginia	1,840	5	0.1%
30	Alabama	1,666	5	0.1%
	Sub Total	1,383,867	3,433	99.2%
	Others	16,113	44	0.8%

TOP 30 US City Destinations - 2016
Korean Visitor Arrivals Per Day

Rank	Destination	Korean Visitors	Arrivals/Day	City Share %
1	GUM	493,670	1,353	34.7%
2	LAX	504,000	1,381	35.4%
3	NYC	263,705	723	18.5%
4	HNL	264,437	724	18.5%
5	SFO	162,170	445	11.4%
6	SEA	78,119	214	5.5%
7	ORD	52,626	144	3.7%
8	LAS	48,618	133	3.4%
9	ATL	42,543	117	3.0%
10	IAD	41,567	114	2.9%
11	DFW	28,345	78	2.0%
12	DTW	20,320	56	1.4%
13	BOS	17,426	48	1.2%
14	IAH	14,458	40	1.0%
15	MCO	14,210	39	1.0%
16	ORD	13,710	38	1.0%
17	SAN	9,532	26	0.7%
18	AUS	9,376	26	0.7%
19	SLC	5,978	16	0.4%
20	PDX	5,822	16	0.4%
21	DEN	5,664	16	0.4%
22	PHX	5,325	15	0.4%
23	MSP	4,511	12	0.3%
24	BWA	4,198	11	0.3%
25	HOU	4,087	11	0.3%
26	DCA	3,908	11	0.3%
27	RDU	3,378	9	0.2%
28	SAT	3,180	9	0.2%
29	PHL	3,047	8	0.2%
30	STL	2,884	8	0.2%
	Sub Total	1,899,428	5,313	97.8%
	Others	86,576.79	186	4.4%

Reference: Office of Travel & Tourism Industries (OTTI)

The US Commercial Service reports that Guam was the number 1 U.S. destination for Korean travelers in 2016.



What GVB Korea Has Done
Travel Trade Support

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





Hana Tour – Discount Promotion for Guam KE111 travelers





What GVB Korea Has Done
Travel Trade Support

Web Tour (MICE Group) – Lam research Korea: Hyatt Regency Guam





Interpark Tour – Online Travel Mart



Guam
괌

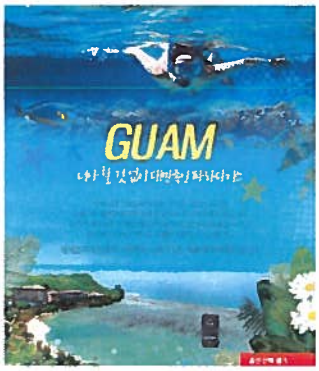
"쇼핑과 휴양이 공존하는 완벽한 휴가지"

"나 괌에 소원하러 간다." 이렇게 말하자 주변의 반응은 뜨뜻미지근했다.
"괌에 살 게 있긴 해? 따뜻해서 좋긴 하겠다." 대략 이런 반응이었다.
내가 괌 자체에 흥미가 없어서 괌이 지금을 얼 줄 누가 알았을까.
쇼핑도 하고, 휴양도 하고, 이런 걸 일석이조 여행이라고 부르는 거겠지?
마는 안심 찰기고, 누리는 특별한 괌 여행이 지금 시작된다.

What GVB Korea Has Done
Travel Trade Support

Web Tour – TIMON Promotion (LJ, 7C, KE +PIC)





Jeju Air Sales Contest
- Mode Tour, Interpark Tour, YB Tour, Bomulsum Tour
- During a sales contest period, the agencies focus on sales ICN-GUM ticket and top travel agencies will be awarded according to the seat block runout



What GVB Korea Has Done
Media Coverage

Media: DaeMyung Tour Mall Magazine
Topic: Overall Guam Attraction



Media: Lifeway
Topic: Overall Guam Attraction



GVB Korea Marketing Implementation

KOTFA (The 32nd Korea World Travel Fair)

Date: June 01 – June 04
Venue: COEX
No. of Visitors: 97,735pax



GVB participated in the 32nd KOTFA held at the COEX. GVB delegation included Chairman Morinaga, GVB Marketing Manager Russell Ocampo, GVB Research Senior Analyst Nico Fujikawa, GVB Accountant III Laurette Perez and Miss Guam Kayla Sasaki.

GVB Korea Marketing Implementation

Guam Live International Music Festival



Tiger JK, Yoon Mi Rae and Bizzy performed at the Guam Live Music Festival on June 3, 2017. The group also made an appearance at Lotte for fan meet-and-greet. GVB Korea has also posted some coverage of their performance online on GVB Korea SNS channels.

GVB Korea Marketing Implementation

Air Seoul Courtesy Visit and Meeting



Date: June 07
Venue: Air Seoul HQ office
Air Seoul Meeting Attendee:
CEO Mr. Ryu, Kwanghee / Managing Director Mr. Cho, Jinman / General Manager Mr. Kang, Min Kyu
Discussed:
1) Air Seoul ICN – GUM launching in September and GVB's operational support
2) Air Seoul management pre-visit to Guam before launch (TBD)
3) Future co-op opportunity
4) Overall Korean LCC market status

GVB met with Air Seoul to discuss their inaugural flight and support. Air Seoul plans to service ICN-GUM 4x a week starting September 12th.

GVB Korea Marketing Implementation

2017 Guam Food Festival Media Day

Date: June 07
Venue: Grand Hyatt Seoul Poolside
Number of attendee: 118pax (85media / 15Guam delegations / 18celebrities)



While in Korea for the Hana Tour International Show, GVB participated in the Guam Food Festival – a co-op promotion with Grand Hyatt from June 7 - 11, 2017.

GVB Korea Marketing Implementation
2017 Guam Food Festival Media Day

Date: June 07
Venue: Grand Hyatt Seoul Poolside
Number of attendee: 118pax (85media / 15Guam delegations / 18celebrities)



GVB Korea Marketing Implementation
HITS (2017 Hana Tour International Travel Show)

Date: June 08 – June 11
Venue: KINTEX
Approx. Number of Visitors: 115,000pax
On spot Guam Tour Product Selling: 2,187pax for 3days (approx. 16% increased vs. 2016)



GVB participated in the Hana Tour International Show. Delegation included Chairman Morinaga, KMC Chairman Bart Jackson, GVB President & CEO Nathan Denight, Marketing Manager Russell Ocampo, Marketing Manager Gina Kono, Community Development Manager Kraig Camacho, Miss Guam Muneka Taisipic and cultural performers.

GVB Korea Marketing Implementation

HITS (2017 Hana Tour International Travel Show)

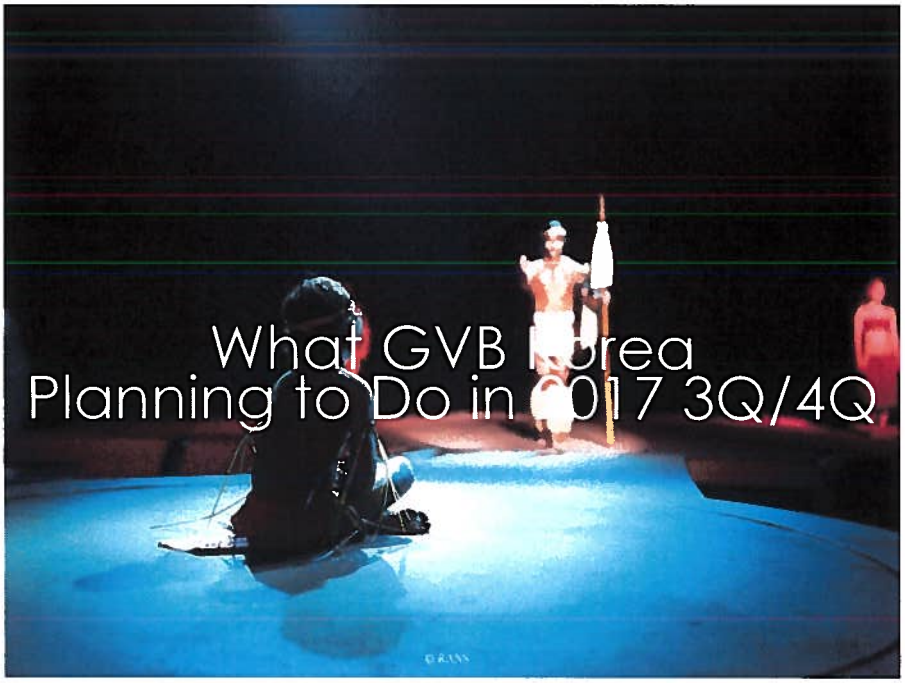


GVB Korea Marketing Implementation

VR Content Demo



https://www.youtube.com/watch?v=jPjdTPFHBdc



What GVB Korea Planning To Do

Ongoing & Upcoming Projects

CY2017 3Q / 4Q	Project
June 29 ~ July 05	2017 Hello Ambassador Tour Mega FAM
September 28 ~ 11	2017 Busan International Travel Fair(BITF)
October 1 ~ 20	2017 Korea Road Show (Busan / Daegu / Gwangju)
November 1 ~ 19	2017 Maeil Travel Show
December 01 ~ 03	2017 Hana Tour 34th Travel Show - Busan

What GVB Korea Planning To Do

2017 Hafa Adai Study Tour Mega FAM

Participating Korean Travel Agency

Hana Tour	Mode Tour
Hanjin Travel	YB Tour
Very good Tour	Bomulsum Tour
Tour Baksa	KRT
Interpark	Redcap



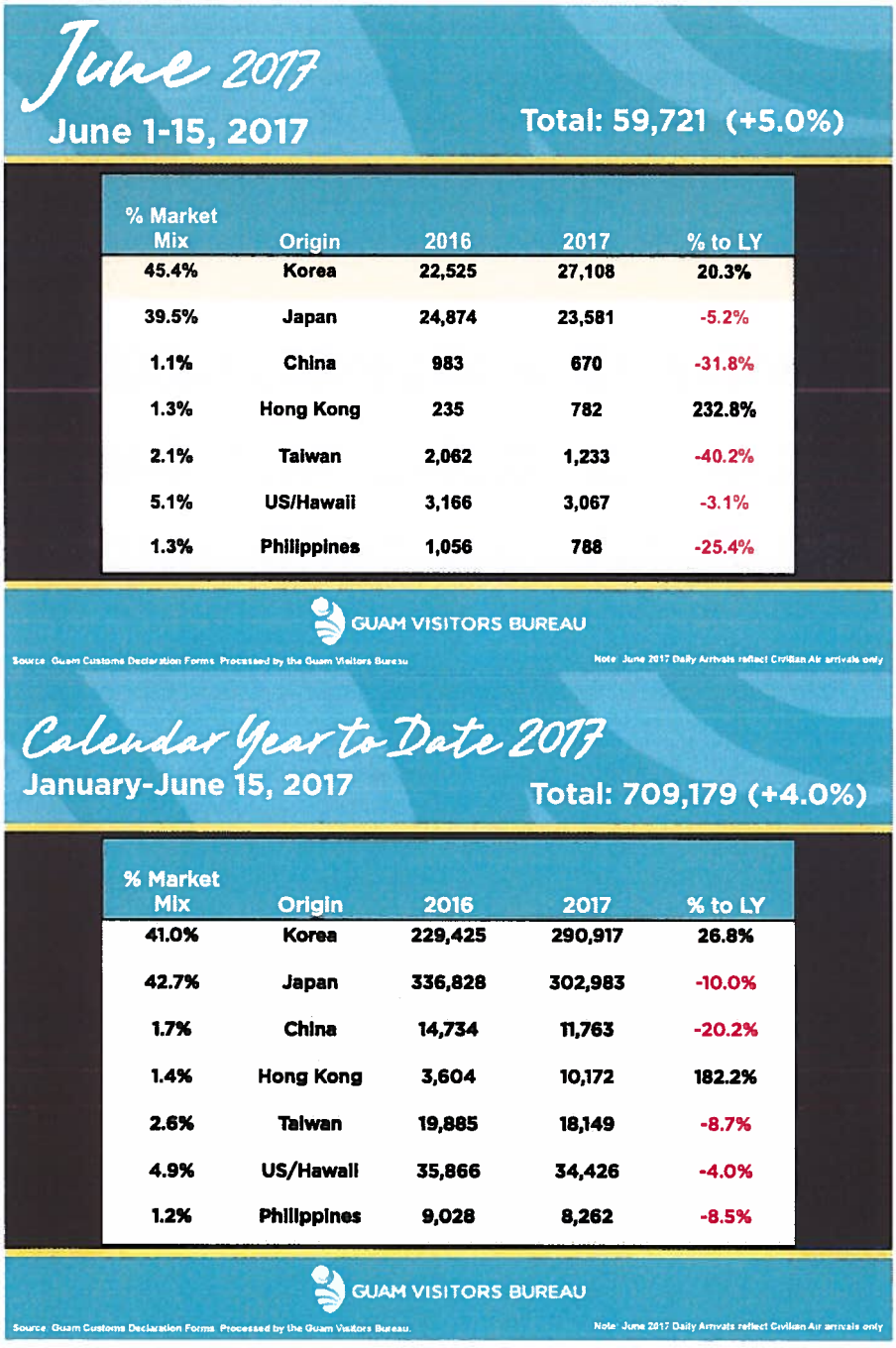
Other Discussions:

- Ms. Susan Fryer thanked the GVB Korea office for all their hard work and support during the Hana Tour Show.
- Mr. Gun Park mentioned that the layout at the Hana Tour Show was unorganized. He referenced Hawaii's section and suggested that GVB look into a pavilion for Guam members.
    - GVB Director of Global Marketing, Ms. Pilar Laguaña responded that the office had discussed that concern upon return of the show and would like to look into having a Guam pavilion. Moving forward all of Guam's promotions in Korea will be under a Guam pavilion and would want to brand it as destination Guam first and then have

our industry members be under that pavilion with their respective booth spaces.

- Mr. Akihiro Tani made a comment regarding the GVB logo guidelines.
  - GVB Director of Global Marketing Ms. Laguana mentioned that GVB does have guidelines and would like to redistribute to its members.

GVB RESEARCH REPORT Exhibit C



June 2017

June 1-15, 2017

Total: 59,721 (+5.0%)

% Market Mix	Origin	2016	2017	% to LY
45.4%	Korea	22,525	27,108	20.3%
39.5%	Japan	24,874	23,581	-5.2%
1.1%	China	983	670	-31.8%
1.3%	Hong Kong	235	782	232.8%
2.1%	Taiwan	2,062	1,233	-40.2%
5.1%	US/Hawaii	3,166	3,067	-3.1%
1.3%	Philippines	1,056	788	-25.4%

GUAM VISITORS BUREAU

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

Note: June 2017 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2017

January-June 15, 2017

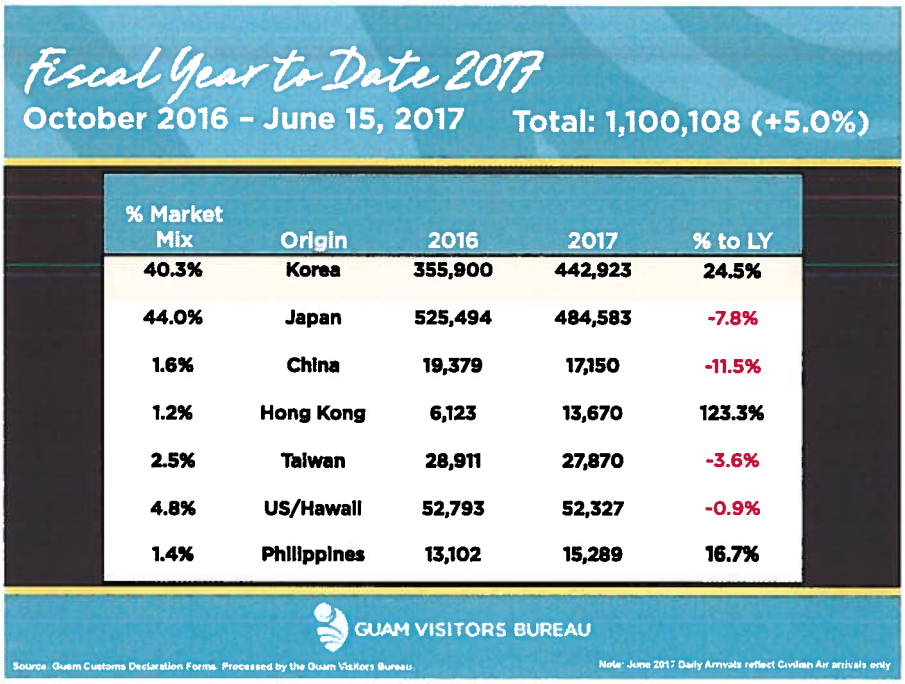
Total: 709,179 (+4.0%)

% Market Mix	Origin	2016	2017	% to LY
41.0%	Korea	229,425	290,917	26.8%
42.7%	Japan	336,828	302,983	-10.0%
1.7%	China	14,734	11,763	-20.2%
1.4%	Hong Kong	3,604	10,172	182.2%
2.6%	Taiwan	19,885	18,149	-8.7%
4.9%	US/Hawaii	35,866	34,426	-4.0%
1.2%	Philippines	9,028	8,262	-8.5%

GUAM VISITORS BUREAU

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

Note: June 2017 Daily Arrivals reflect Civilian Air arrivals only



% Market Mix	Origin	2016	2017	% to LY
40.3%	Korea	355,900	442,923	24.5%
44.0%	Japan	525,494	484,583	-7.8%
1.6%	China	19,379	17,150	-11.5%
1.2%	Hong Kong	6,123	13,670	123.3%
2.5%	Taiwan	28,911	27,870	-3.6%
4.8%	US/Hawaii	52,793	52,327	-0.9%
1.4%	Philippines	13,102	15,289	16.7%

OLD BUSINESS

- No old business.

NEW BUSINESS

- No new business.

ANNOUNCEMENTS

- GVB Budget Testimony Deadline – June 26, 2017
- Next KMC Meeting – Tuesday, July 11, 2017 (subject to change)

Upcoming Events:
- Guam BBQ Block Party – July 1, 2017
- Independence Day - July 4, 2017 (GVB Closed)

Other Annoucements:
- Mr. Justin Audre reported that there are 11 universities, 269 students, coming in June from Korea. They are steadily increasing and seeing an upward trend in attendees. They are looking forward to expand and looking to the community for support.
- Mr. Nico Fujikawa reported that the April Korean Exit Surveys are online. He also reported that GVB Research Department has a new member to the team. He introduced Ms. Sydney Leon Guerrero, GVB Research Analyst to the KMC.

ADJOURNMENT

Vice Chairman Kloppenburg made a motion, seconded by Mr. Gun Park to adjourn meeting at 11:40 a.m. Motion Approved.

Minutes Prepared by:

Ms. Colleen Cabedo
Marketing Coordinator - Korea

Minutes Approved by:

Russell Ocampo
Marketing Manager – Korea

Ms. Pilar Laguaña
Director of Global Marketing

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

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

Members Present:
Baldyga Group – Tae Oh
Guam Plaza Hotel – Julia Kondo
Dusit Thani Guam – Gun Park
Fish Eye – Kyoichi Aoki
H.I.S. – Niel Urbano
Int'l Dining Concepts - Jennifer McFerran
Nissan Rent-A-Car – Mark Anderson
IT&E – Sandra Flores
Hyatt Regency Guam – Esther Kim
Hotel Nikko- Jenny Cheon
Lotte Hotel Guam – Elisha Lee
Pacific Star Resort & Spa – Kyu Sik Kim
Pacific Islands Club - Youngmin Kim
Red Door Productions – Ayisha McKennon
Sheraton Laguana Guam – Jason Lee
Tumon Aquarium – Soohyun Lee
Tumon Sands – Susan Fryer
Net Tours – John Ko

Guests/Alternate Members:
Baldyga Group – Annie Joo
Pacific Islands Club - Ji Eun Kim
IT&E – Vanesalyn Villaverde
Bonnie Alig – Anthology Research

Members Absent:
Alupang Beach Club - Stephen Gatewood
Hilton Guam Resort & Spa – In Cha
Outrigger Guam Resort – Jenny Kim
Enterprise Rent-A-Car – Simon Odoca
Skydive Guam – Ricky Woodall
Holiday Resort – Ina Lee
Summer Dream Information – Justin Choi
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
GVB Marketing Manager – Korea, Russell Ocampo
GVB Marketing Coordinator – Korea, Colleen Cabedo
GVB Korea – Jay Park (HIC)

CALL TO ORDER

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

APPROVAL OF MINTUES Exhibit A

Mr. Tae Oh made a motion, seconded by Ms. Susan Fryer to approve the KMC minutes of June 20, 2017. Motion Approved, subject to minor corrections.

REPORT OF THE CHAIRMAN

- Chairman Jackson commented that there seems to be a lot of talk in the media about North Korea, however South Korea seems to not be too worried. Arrival numbers are steadily increasing.
- Chairman Jackson discussed that GVB has historically had the Hafa Adai Study Tour, however the HAST had always been for the Japanese travel agents. This year, the HAST has extended to all markets. Considering that Japan had over 85 travel agents attend, Chairman Jackson asked GVB Korea to have more participation in next year's event.
- Chairman Jackson added that as great as the Korean market has grown, it's a saddening to see the Japan market not do so well. Not to say that the Korean market shouldn't be so strong, it's a challenge for those businesses that don't benefit the same from Korean travelers. He mentioned that we see an allocation of resources and that the infrastructure of the island mainly benefits from Japan market. It's not healthy for the island for the Japan market to be weak.
- Due to the feedback from the recent Hana Tour Travel Mart, GVB has looked into having a single Guam pavilion to have a consolidated impact. GVB has sent out request to its members regarding the upcoming overseas missions.

REPORT OF MANAGEMENT

- Marketing Manager – Korea, Mr. Russell Ocampo presented arrivals update.

June 2017

June 1-30, 2017

Total: 121,516 (+3.7%)

% Market Mix	Origin	2016	2017	% to LY
45.3%	Korea	45,972	55,001	19.4%
40.2%	Japan	52,779	48,796	-7.5%
1.3%	China	1,906	1,574	-17.4%
1.0%	Hong Kong	604	1,241	105.5%
2.1%	Taiwan	3,848	2,545	-33.9%
5.2%	US/Hawaii	5,868	6,328	7.8%
1.1%	Philippines	1,916	1,397	-27.1%

GUAM VISITORS BUREAU

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

Note: June 2017 Daily Arrivals reflect Civilian arrivals only

Calendar Year to Date 2017

January-June 30, 2017

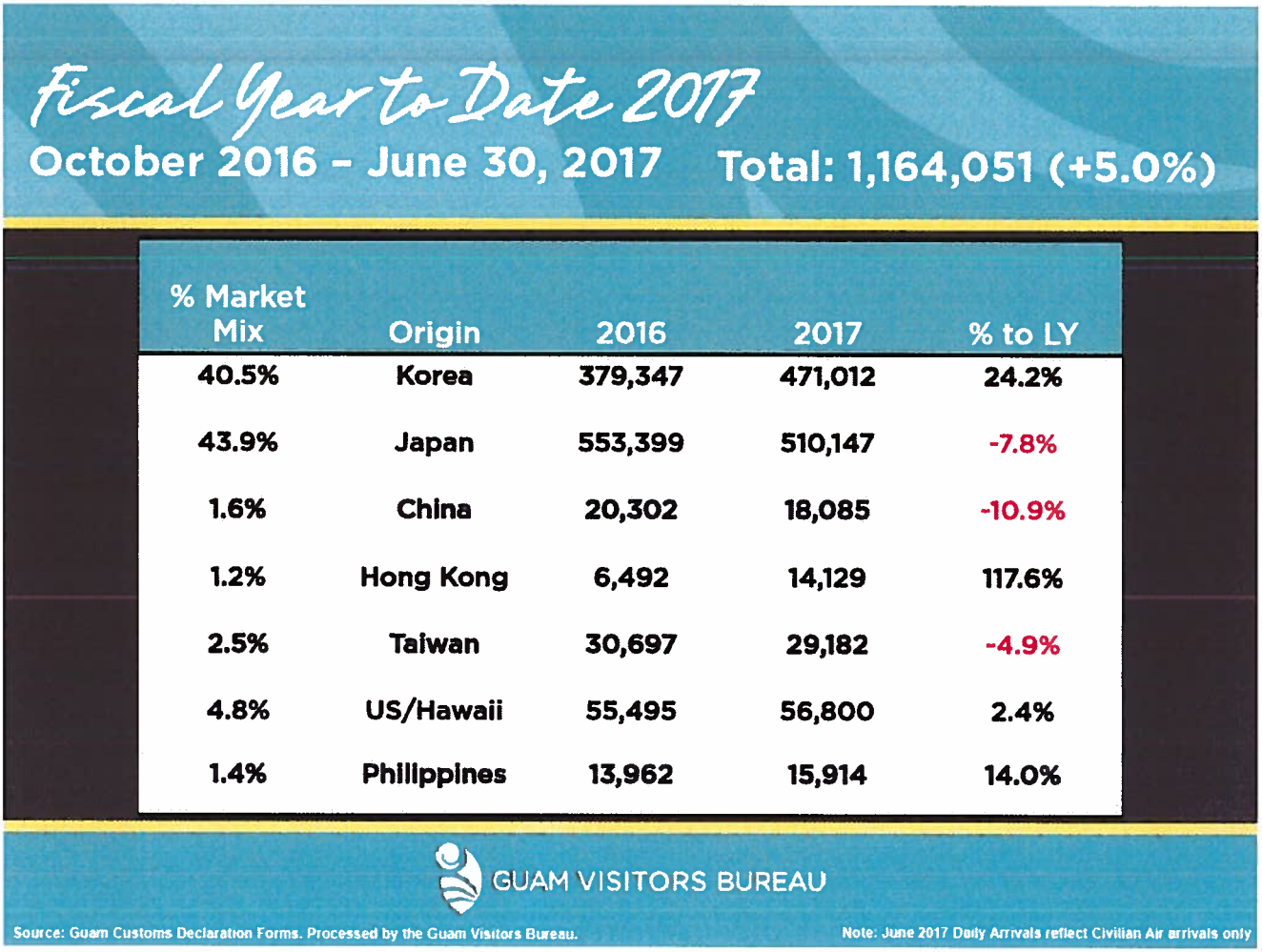
Total: 773,122 (+4.2%)

% Market Mix	Origin	2016	2017	% to LY
41.3%	Korea	252,872	319,006	26.2%
42.5%	Japan	364,733	328,547	-9.9%
1.6%	China	15,657	12,698	-18.9%
1.4%	Hong Kong	3,973	10,631	167.6%
2.5%	Taiwan	21,671	19,461	-10.2%
5.0%	US/Hawaii	38,568	38,899	0.2%
1.1%	Philippines	9,888	8,887	-10.1%

GUAM VISITORS BUREAU

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

Note: June 2017 Daily Arrivals reflect Civilian Air arrivals only



KOREA MARKETING NEWS

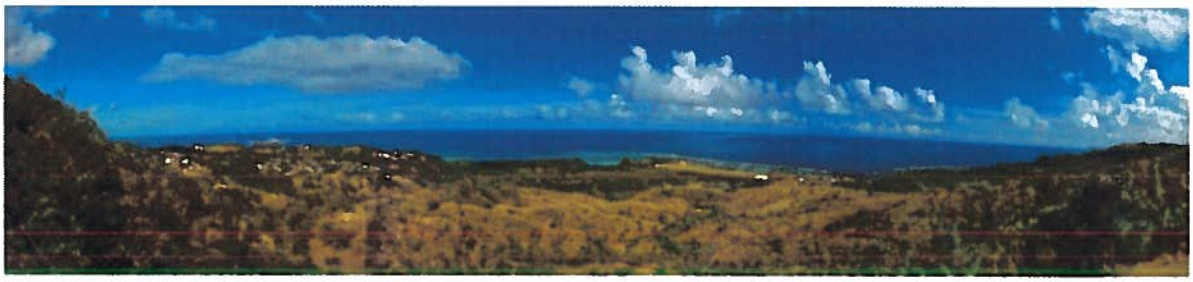
Exhibit B

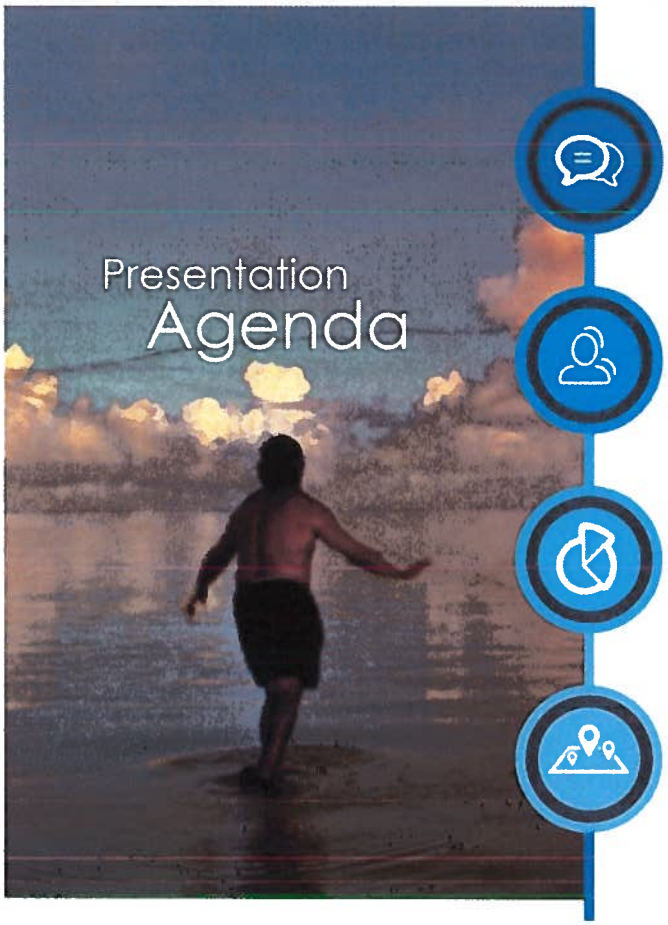
KMC report was presented by Mr. Jay Park from GVB Korea Office.

2017 GUAM VISITORS BUREAU

Korea Marketing Committee

2017. 07. 11





01. Korea Outbound Market Trend

02. What's Done in 2017 JUN

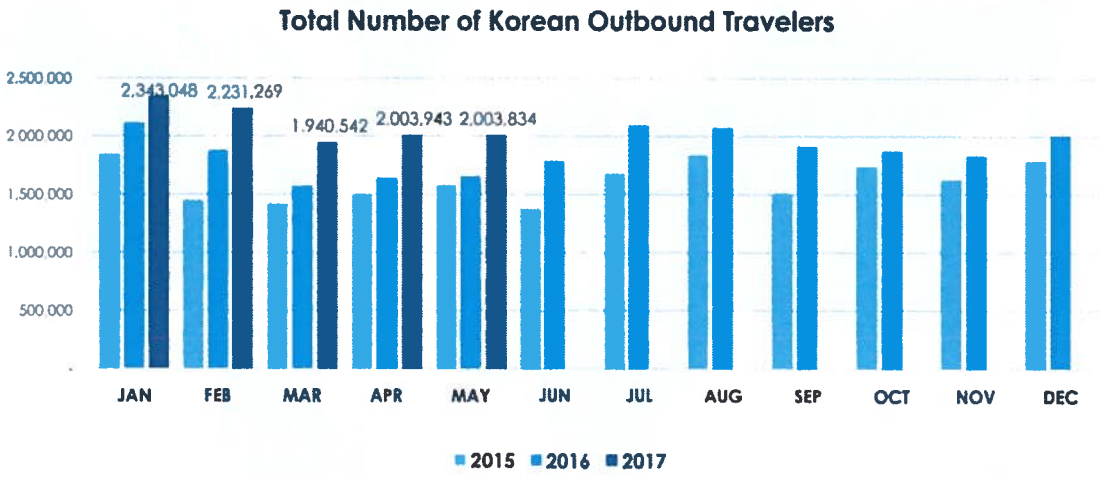
03. Major Program in CY2017 3Q / 4Q

Q & A


Korea Outbound
Market Trend

Korea Outbound Market Trend

Overall Market Trend



- Total number of Korean outbound travelers: 2.0 million (2017 May) -> 21.0% increased vs. 2016 May
  2017 May YTD: 10.5 million -> 18.9% increased vs. 2016 YTD
  * Reference: Korea Tourism Organization http://kto.visitkorea.or.kr/kor/notice/data/statis/profit.kto

Korea Outbound Market Trend
Airline Capacity to Guam

Incheon – Guam

Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity per week
Korean Air	KE113	10:00	15:30	Daily	276 seats x 31 = 8,556 seats
	KE111	19:35	01:00+1	Daily	291 seats x 31 = 9,021 seats
Jeju Air	7C3102	10:35	16:05	Daily	189 seats x 31 = 5,859 seats
	7C3106	20:20	02:00+1	Daily	189 seats x 31 = 5,859 seats
	7C3108	21:15	02:40+1	Daily	189 seats x 26 = 4,914 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 = 52,251 seats

Busan – Guam

Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity
Korean Air	KE2115	21:40 (Sat/Sun) 22:35 (Wed/Thu)	02:45+1 (Sat/Sun) 03:40+1 (Wed/Thu)	Wed/Thu/Sat/Sun	138 seats x 18 = 2,484 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) 09:05 (Sun)	12:35 (Mon/Wed/Fri) 14:10 (Sun)	Mon/Wed/Fri/Sun	189 seats x 18 = 3,402 seats
Air Busan	BX612	22:05	03:10+1	Wed/Thu/Sat/Sun	195 seats x 18 = 3,510 seats

- Outbound seat capacity from PUS to GUM = 15,255 seats

- Jeju Air has started x3 daily flights (x2 via Incheon and x1 via Busan). Jeju Air's 2nd daily flight is scheduled to fly from July 6th to October 28th and is considering to extend their flight schedule to the winter season.
- Mr. Young Min Kim mentioned that he heard that Korean Air would postpone service via Busan.
    - Mr. Park responded by saying that Korean Air had not made an official announcement that they would stop operations, however Jin Air is looking to expand their service to daily operations starting October.

Korea Outbound Market Trend
Airline Capacity to Guam

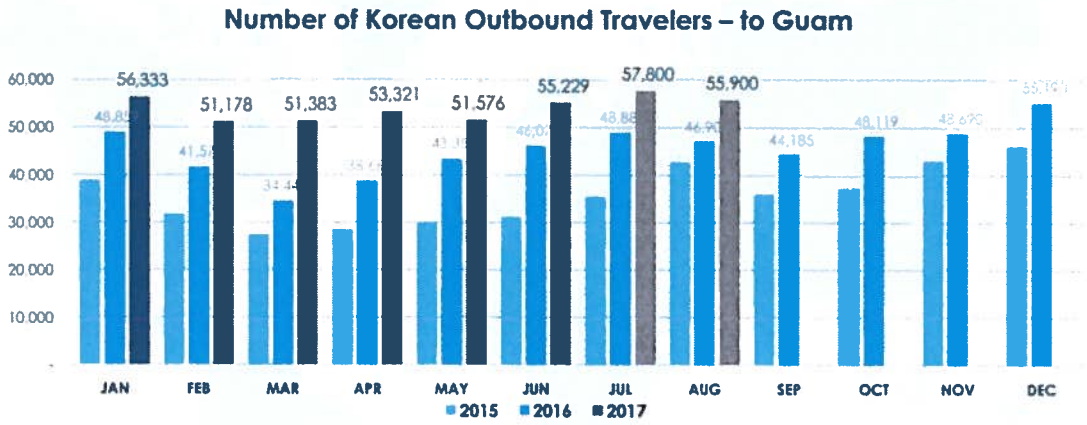
Daegu – Osaka – Guam

Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity
T Way	TW311 (Via KIX)	07:55 (Thu) 08:00 (Mon/Tue/Wed/Fri/Sat/Sun)	15:10	Daily	189 seats x 31 = 5,859 seats

- Outbound seat capacity from TAE to GUM = 5,859 seats
  - it includes a certain portion of Japanese traveler's

Total Outbound Seat Capacity (July)	
1 month Average	73,365 seats (Max.)

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	51,576	55,229	57,800	55,900					
2016	48 858	41,576	34 444	38 667	43 354	46 078	48 883	46 909	44 185	47 892	48 673	55 190	544,954
Growth Rate (%)	15.3%	23.1%	49.2%	37.9%	19.2%	19.9%	18.2%	19.2%					


June 2017
Update

June 2017 Update
Travel Trade Support

Hana Tour – Celebrity Chef Tour

- Travel period: June 25 ~ 30, 2017
- Dinner show: June 28 ~ 30, 2017
- Venue: Hilton Hotel Guam
- Actual Sales: 338pax



Hana Tour.com Banner Ad



Pop-up Banner Ad



Travel Manager Weekly Focus Pop-up

- GVB had a co-op with Hana Tour for a new travel package with celebrity Chef Oh. The target exceeded 300 pax. Chef Oh conducted dinner shows from June 28-30 at Hilton Hotel, which GVB supported with Miss Guam lei greeting service and small raffle prizes. In addition, Chef Oh also attended the Guam BBBQ Block Party in efforts to promote the event on SNS Channels.

June 2017 Update
Travel Trade Support

Hana Tour – Celebrity Chef Tour

- Travel period: June 25 ~ 30, 2017
- Dinner show: June 28 ~ 30, 2017
- Venue: Hilton Hotel Guam
- Actual Sales: 338pax

▼Exposure



Facebook



Kakao Story



Blog



Press Releases

June 2017 Update
Travel Trade Support

Hana Tour – Celebrity Chef Tour

- Travel period: June 25 ~ 30, 2017
- Dinner show: June 28 ~ 30, 2017
- Venue: Hilton Hotel Guam
- Actual Sales: 338pax



June 2017 Update
Travel Trade Support

Born Tour – Incentive Group

- Period: June 30 ~ July 03, 2017
- Hotel: Hyatt Regency Guam
- No. of pax: 60pax
- GVB's support: Welcome Shell Leis with Miss Guam during dinner reception.



Jeju Air Sales Contest

- Mode Tour, Interpark Tour, YB Tour, Bomulsum Tour
- During a sales contest period, the agencies focus on sales ICN-GUM ticket and top travel agencies will be awarded according to the seat block runout

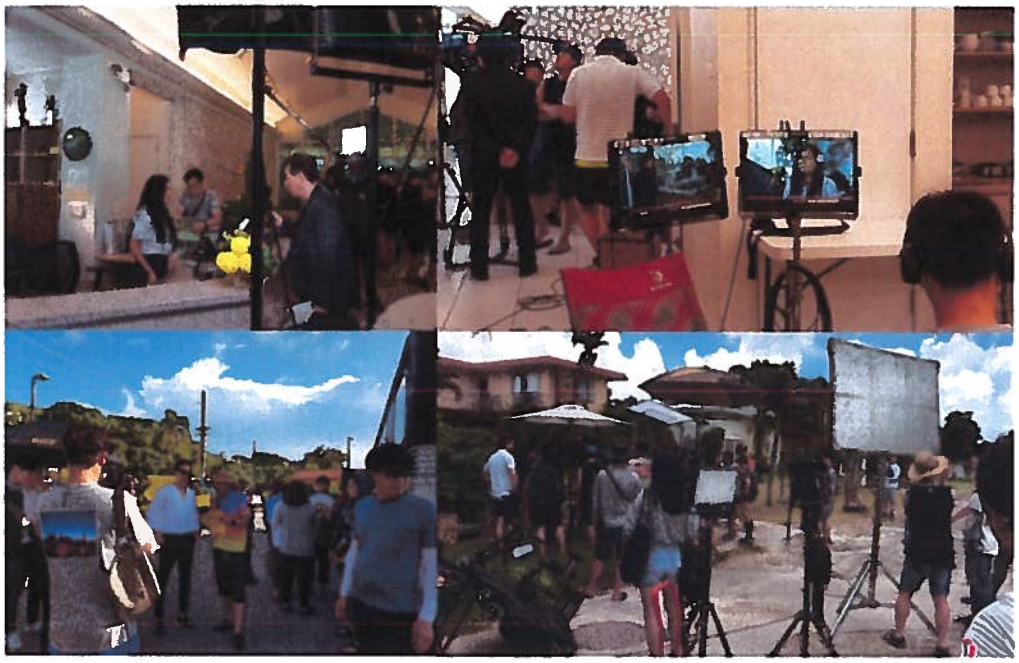
June 2017 Update
MBC Drama Shooting (June 22 ~ July 5)

- Title: Man Who Sets the Table
- Genre: Family Comedy Drama
- Channel & length: MBC's weekend TV series, 50 episodes * 60 minutes
- Airing date: Every SAT and SUN (20:45pm) from September 2, 2017
- Main characters: Soo Young & On, Joo Wan



- GVB supported MBC's new Korean drama "Man Who Sets the Table" from June 22nd to July 5th. Main characters Choi Soo Young and Oh Joo Wan are extremely popular. Episodes 1-4 will be featured on Guam and is expected to air in September. Mr. Park thanked many members who contributed to the shooting.

June 2017 Update
MBC Drama Shooting (June 22 ~ July 5)



June 2017 Update
MBC Drama Shooting (June 22 ~ July 5)



- The cast of Man Who Sets the Table are working on a welcome message/promo clip for GVB, which will be shared at a later time.

June 2017 Update
2017 Hafa Adai Study Tour

Date:	June 29 – July 03
Participants(10TA):	Hana Tour, Mode Tour, Hanjin Travel, YB tour, Very Good Tour, Bomulsum Tour, Tour Baksa, KRT, Interpark Tour, Redcap Tour



- GVB conducted a Hafa Adai Mega FAM Tour which consisted of all source markets. Korea had brought 10 travel agents to participate in this year's HAST Mega FAM. Mr. Park thanked all members that have assisted in hotel inspections and provided optional tours/meals for the FAM. Mr. Park noted that TA FAMs such as this will be conducted on a regular basis.

June 2017 Update
2017 Hafa Adai Study Tour

Date: June 29 – July 03
Participants(10TA): Hana Tour, Mode Tour, Hanjin Travel, YB tour, Very Good Tour, Bomulsum Tour, Tour Baksa, KRT, Interpark Tour, Redcap Tour




Ongoing & Upcoming
Project

Ongoing & Upcoming Projects
Air Seoul Launch Promotion

1) Travel Agency Seminar

AIR SEOUL

- Date: July 13 (THU)
- Participant: Air Seoul Target TAs (Hana / Mode / KRT / Verygood / Bomulsum / Redcap)
- Presentation: Air Seoul aircraft & USP introduction
  Air Seoul ICN – GUM flight schedule & Overall marketing strategy
  GVB Korea support program & Launching sales contest promotion

2) Air Seoul Launching Pre-Promotion: Sales Contest

- Period: End of July – September (TBD)
- Target TAs: Air Seoul Target TAs (Hana / Mode / KRT / Verygood / Bomulsum / Redcap)
- Scheme: Sales Contest based on each TAs' seat block

Ongoing & Upcoming Projects
Air Seoul Launch Promotion

3) Travel Agency CEO FAM

AIR SEOUL

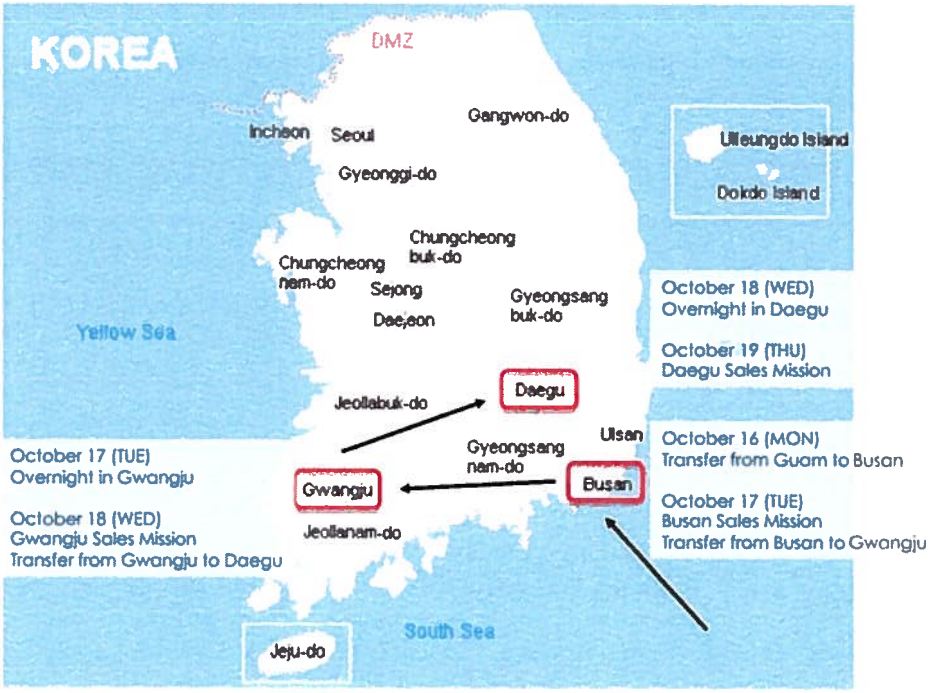
- Period: September 12 ~ 16
- Participant: approx. 30pax (TAs CEO 15pax / Media 4pax / GVB management 3~4 / GVB Korea 1 / Air Seoul 3~5)
- GVB Support: Golf Tournament at Mangilao Golf Club (1Day TBD)
  Welcome Dinner (1Night TBD)
  Miss Guam welcome lei @ Guam Airport
  Cultural performance

4) Travel Agency Team Leader FAM

- Period: September 19 ~ 23
- Target TAs: approx. 20pax (TBD)

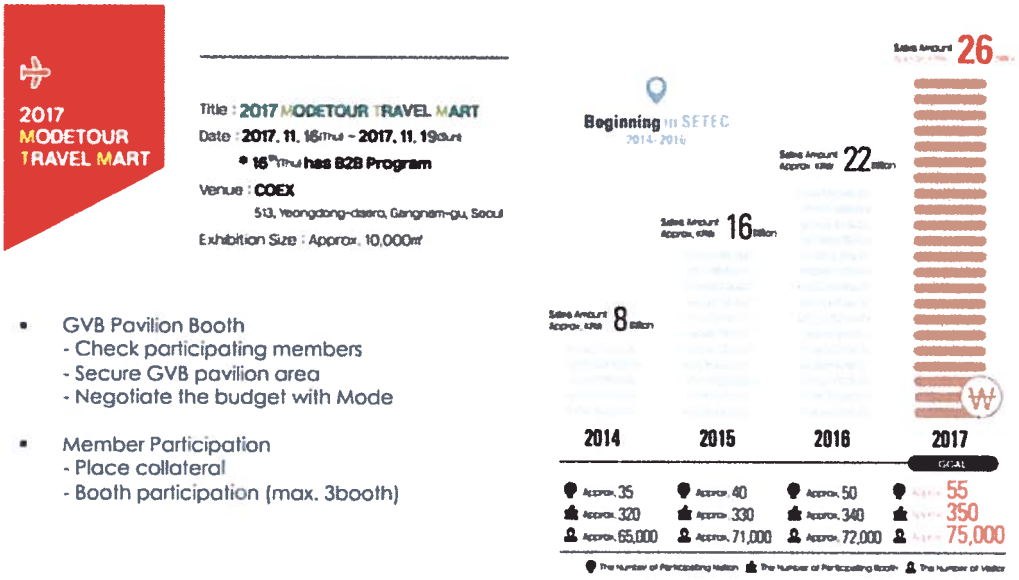
- GVB will reach out to its members to support the upcoming FAM for the Travel Agent CEOs and Travel Agency team leader FAMs.

Ongoing & Upcoming Projects
GVB Korea Roadshow 2017



- The Korea Roadshow will take place from October 16th to the 20th. Mr. Park reminded members to secure their registrations with GVB. GVB Korea office has started to work on the logistics for the event.

Ongoing & Upcoming Projects
Mode Tour Travel Mart 2017



- GVB Pavilion Booth
  - Check participating members
  - Secure GVB pavilion area
  - Negotiate the budget with Mode
- Member Participation
  - Place collateral
  - Booth participation (max. 3booth)

- As discussed during the last KMC meeting, moving forward GVB is looking to have a Guam destination pavilion. Mode Tour Travel Mart will be the first Guam pavilion that GVB plans to implement. Mr. Park requested encouraged the members to participate under the Guam pavilion. GVB Korea office needs to know how many members are interested, so they can negotiate with Mode Tour on the cost of the pavilion.



OLD BUSINESS

- No old business.

NEW BUSINESS

- No new business.

ANNOUNCEMENTS

- Next KMC Meeting – Tuesday, August 8, 2017 (subject to change)

Upcoming Events:

- TripAdvisor Industry Workshop, Sheraton Laguna Guam – July 13, 2017
- Liberation Day - July 21, 2017 (GVB Closed)

ADJOURNMENT

Vice Chairman Kloppenburg made a motion, seconded by Mr. Young Min Kim to adjourn meeting at 11:26 a.m. Motion Approved.

Minutes Prepared by:

Ms. Colleen Cabedo
Marketing Coordinator - Korea

Minutes Approved by:

Russell Ocampo
Marketing Manager – Korea

Ms. Pilar Laguana
Director of Global Marketing