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GVB Board Packet: September 14, 2017

BENJAMIN CRUZ <speaker@senatorbjcruz.com> Thu, Sep 14, 2017 at 1:42 PM
To: 34th Guam Legislature Clerks <clerks@guamlegislature.org>
Cc: Rennae Meno <rennae@guamlegislature.org>

9/14/2017	9/14/2017	Guam Visitors Bureau	GVB board packet of September 14, 2017.*	34-17-971

[Quoted text hidden]

OFFICE OF SPEAKER BENJAMIN J.F. CRUZ

Committee on Appropriations and Adjudication

I Mina'trentai Kuattro na Liheslaturan Guåhan

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GU#34-17-971
Speaker Benjamin J.F. Cruz

SEP 14 2017
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5 attachments

- **Agenda_September142017.pdf** 170K
- **Exhibit_A_MINUTES_August242017.pdf** 1449K
- **Exhibit_B_CASH POSITION_Sept112017.pdf** 20K
- **Exhibit_C_NAP_Minutes_Sept062017.pdf** 1053K
- **Exhibit_D_RNMC_Minutes_Sept052017.pdf** 567K

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0971

REGULAR BOARD OF DIRECTORS MEETING
Thursday, September 14, 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 August 24, 2017.

III. CHAIRMAN'S REPORT

IV. PRESIDENT & CEO'S REPORT

- Handy Phone Presentation by William Ray Gibson

V. TREASURER'S REPORT Exhibit B

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

Motion to ratify Executive Committee's approval of the additional travel cost for the Governor of Guam to participate in meetings in Tokyo, Japan from September 8-10, 2017. Estimated cost of travel is $506.00 to be paid from JA-SMD008.

Background: The Honorable Eddie B Calvo Governor of Guam will travel to Tokyo, Japan to participate in meetings with Japan travel trade industry to address the continue to address the concerning situation of Japan visitor arrivals. While in town, Governor Calvo will once again connect with airline executives to discuss the business case for sustaining, developing or starting service from Japan to Guam. It is the aggressive goal of GVB to directly tackle the challenges of the Japan market and to maintain and grow air seat capacity from this important source market. Above cost is for airfare under business class at the request of the Governor's office due to the multi-city travel.

Issue: Board approval required for all travel.

B. MEMBERSHIP & COMMUNITY OUTREACH

Motion to approve travel for International Business Speaker, Expert and Consultant Barbara Wold to be the guest speaker for the 3rd Quarter Membership meeting on Guam from October 03-08, 2017 (Cost approximately $5943.81 - Account Number MEM100).

Airfare	1	$2333.69		$2383.81
Per Diem				
M&IE - GUM	1	$87.00	X 5 days	$435.00

PROFESSIONAL FEE	1	$3000.00		$3000.00
CAR RENTAL	1	$25.00	X 5 days	$125.00
Total Expense:				**$5943.81**

Background: Barbara Wold is an internationally known speaker and authority to the retail, consumer, tourism and hospitality industries. Her areas of expertise include customer experience, marketing strategy, consumer buying patterns, building business relationships, image, sales and service quality, public relations, redevelopment and tourism.

Ms. Wold works with many downtowns and cities that are going though revitalization in an effort to boost their economic viability. She helps them understand that as a composition of American households continue to shift, so will the mix of retail, in order to succeed and connect to neighboring communities. Ms Wold also works with airport revenue, the airlines, duty free, state tourism conventions and travel professionals.

Ms. Wold is a representative for the International Council of Shopping Centers.

Issue: Board approval required.

C. NORTH AMERICA & PACIFIC MARKETS

Committee minutes dated September 6, 2017 **Exhibit C**

ITB ASIA 2017

Motion to approve travel for two GVB Marketing Staff to attend the upcoming ITB Asia 2017 show in Singapore from October 22-28, 2017. (Cost is approximately $9,500.00 from Acct. No. PA-TTC077)

Travel Expenses:	
Airfare: $2,000 x 2 pax	$4,000.00
2 GVB Marketing Staff Per Diem: $407 x 6 days x 2 pax	$4,884.00
Misc. Expenses (Com, excess baggage, etc.)	$616.00
TOTAL EXPENSE:	**$9,500.00**

Background: The Guam Visitors Bureau (GVB) is planning to attend the ITB Asia 2017. ITB Asia is the premier meeting place for the travel trade industry and a forum for establishing high-quality customer contacts and conducting businesses. It is the event where international exhibitors of all sectors within the travel-value chain commerce and Asia Pacific's leading travel companies and emerging small and medium-sized enterprises meet with top international buyers from MICE, Leisure and Corporate Travel markets. ITB Asia is a networking opportunity to meet face-to-face with over 80+ top-tier international buyers and media.

While at ITB Asia, GVB plans to meet with United Airlines, Philippine Airlines and Cebu Pacific and their key agents to continue to promote travel to Guam. With key events like the Guam Ko'ko Road Race, the Shop Guam e-Festival, and the Visit Guam 2018 Campaign Series scheduled for the later part of the year, this would be a good opportunity to try and generate interest.

Issue: Board approval required for all travel.

PATA NEW TOURISM FRONTIERS FORUM 2017

Motion to approve travel for the GVB President & CEO and two Marketing Staff to attend the PATA New Tourism Frontiers Forum in Palau from November 14-18, 2017. (Cost is approximately $9,000.00 from Acct. No. PA-SMD023)

Travel Expenses:	
Airfare: $1,000 x 3 pax	$3,000.00
President & CEO Per diem: $340 + 25% x 5 days	$2,125.00
Two Marketing Staff: $340 x 5 days x 2 pax	$3,400.00
Unanticipated Expenses (Communications, excess baggages, etc)	$475.00
TOTAL ESTIMATED EXPENSES:	**$9,000.00**

Background: PATA has announced that the PATA New Tourism Frontiers Forum (NTFF) will be held in the pristine paradise of Palau. The event, generously hosted by the Palau Visitors Authority, consists of a one-day conference, networking events and a day of on-ground activities.

The PATA New Tourism Frontiers Forum gathers the top minds in destination travel for inspiring and insightful discussions on some of the major issues in marketing and managing tourism growth to lesser-known destinations.

The chapter would like to extend it's support to PVA by helping to promote the event and by being present during the forum.

Why NTFF? Tourism is one of the most powerful tools for economic growth and social development. The most interesting and unique attractions – including indigenous culture, wildlife and natural landscapes – are nearly always located in areas where access is difficult and poverty is often the greatest. The challenge is to evolve those assets into attractive, marketable tourism products that maximize social and economic benefits while minimizing any negative impacts.

Issue: Board approval required for all travel.

IMEX AMERICA 2017 & HÅFA ADAI NIGHT WITH CHAMORRO CLUB OF GUAM

Motion to approve travel for the GVB Director of Global Marketing, one GVB marketing staff and the Cultural Heritage Officer to attend the IMEX America at the Sands Expo in Las Vegas, Nevada from October 7-13, 2017 (Cost is approximately $6,500.00 from Acct. No. US-SMD023 and $3,020.00 from Acct. No. DM-CPO006)

Marketing Travel Expenses:	
Airfare: $2,000 x 2 pax	$4,000.00
Per Diem Lodging + M&IE: $170 x 6 days x 2 pax	$2,040.00
Misc. Expenses (Communications, excess baggages, etc.)	$460.00
TOTAL ESTIMATED EXPENSES:	**$6,500.00**

CHC Travel Expenses:	
Airfare: $2,000 x 1 pax	$2,000.00
Per Diem Lodging + M&IE: $170 x 6 days x 1 pax	$1,020.00
TOTAL ESTIMATED EXPENSES:	**$3,020.00**

Background: The Guam Visitors Bureau (GVB) plans to attend the IMEX America once again as this is an opportune time to attract more MICE participants from the U.S. and source markets. Guam now has the facilities to hold MICE groups with the Dusit Thani's convention hall that holds up to 1,000 persons. IMEX is a worldwide exhibition for incentive travel, meetings

and events that is committed to providing outstanding business opportunities for exhibitors and buyers. IMEX has two exhibitions a year, in Frankfurt, Germany and in America.

IMEX America is Americas largest MICE Expo with over 10,000 participants, 5,500 global decision makers and 3,200 buyers from 130 countries; an increase from the previous year. GVB will have the opportunity to meet qualified buyers from North America and around the world within the 3-day event. This year, GVB expects to have over 100 pre-scheduled appointments with MICE planners from North America, China, Japan, Korea, Philippines, Russia and other source markets. In addition, GVB will also have an opportunity to meet over 100 domestic and international media.

Prior to IMEX, GVB plans to hold a "Håfa Adai" night and invite the Chamorro Club of Guam in the area. GVB plans to conduct a Guam product update presentation to share with friends and families of Guam to promote the FY2018 Signature Calendar of Events.

Issue: Board approval required for all travel.

D. RESEARCH

E. RUSSIA & NEW MARKETS

Committee minutes dated September 5, 2017 **Exhibit D**

F. VISITOR SAFETY & SATISFACTION

GVB RFP 2017-008 VISITOR SAFETY OFFICERS

Motion to authorize the President and Chief Executive Officer as Chief Procurement Officer of GVB to enter into negotiations with the highest-ranking qualified Offeror in response to GVB RFP 2017-008 VISITOR SAFETY OFFICERS, and if successful, to enter into a contract.

Background: Tourism is the largest single private sector contributor to Guam's economy, representing $1.2 billion annually in island revenues and supporting approximately a third of island employment. The Guam Visitors Bureau has a vested interest to protect and ensure the safety and security of all visitors. The increase in crimes against tourists in Tumon threatens Guam's image as a safe, family-friendly destination, and has had a negative impact on Guam's number one industry. If ignored, the effects on the local economy would be devastating and lead to a loss of jobs and government tax revenue. Guam and our tourism industry parties have been supporting the Guam Police Department (GPD) throughout the years; however, despite this assistance, GPD's Tumon Precinct is undermanned and does not have the personnel to provide the police presence needed in Tumon.

GVB instituted the Visitors Safety Officers (VSO) Pilot Program in 2014 to address this issue and the feedback received on the VSO presence since then was crucial in the determination to continue this much-needed program in Tumon. It is important to note that the VSO program is not intended to replace GPD in any way. The VSO program purpose is to supplement and support GPD's mission in Tumon. GVB will work closely with GPD to determine the VSO's patrol schedule and area, maximizing the effectiveness of the program. Also, with the VSO handling minor infractions and incidents, GPD will be able to focus on major crimes and public safety issues.

Issue: Board approval required.

G. CULTURAL & HERITAGE

H. SPORTS & EVENTS

GVB RFP 2017-010 EVENT MANAGEMENT SERVICES

Motion to authorize the President and Chief Executive Officer as Chief Procurement Officer of GVB to enter into negotiations with the highest-ranking qualified Offeror in response to GVB RFP 2017-010 EVENT MANAGEMENT SERVICES, and if successful, to enter into a contract.

Background: GVB requires assistance to provide event management services throughout the year, with emphasis in coordination, planning and execution of GVB signature events.

Issue: Board approval required.

I. ADMINISTRATION & GOV'T RELATIONS

J. DESTINATION MANAGEMENT

GVB RFP 2017-012 QUALITY ASSURANCE INSPECTOR

Motion to authorize the President and Chief Executive Officer as Chief Procurement Officer of GVB to enter into negotiations with the highest-ranking qualified Offeror in response to GVB RFP 2017-012 QUALITY ASSURANCE INSPECTOR, and if successful, to enter into a contract.

Background: To market and develop Guam as an appealing visitor destination, it is necessary to maintain a clean, safe and attractive environment. The intent of this contract is to engage the services of a Quality Assurance Inspector to provide oversight services on various contractual work on the Tumon landscape and hardscape. Inspection services will also include other assigned duties, such as removal of illegal banners and signage, infrastructural inspections, and other matters which impact visual and safety issues.

Issue: Board approval required.

K. GREATER CHINA

DESTINATION GUAM TRAVEL TRADE WORKSHOP, TAIPEI INTERNATIONAL TRAVEL FAIR (ITF)

Motion to approve travel for the Governor or Lieutenant Governor, (1) Governor Staff or Lieutenant Governor Staff, GVB Board Chairman, President & CEO or his designee, Director of Global Marketing and (2) Marketing Staff, Cultural & Heritage Officer, (1) Miss Guam and (8) Cultural talent, to attend the Destination Guam Travel Trade Workshop and Taipei International Travel Fair from October 24-31, 2017 in Taipei, Taiwan. Cost is approximately $42,829.80 of which $25,124.00 to come from Acct. No. TA-TTC-031 and $21,580.00. to come from Acct. No. DM-CPO003. Subject to final FY2018 budget approval.

Marketing

Airfare:	$1,200 x 7 pax					$8,400.00
Per Diem:	Taipei	Lodging	Nights	M&IE	Days	

	Governor or Lieutenant Governor	$228.80	7	$137.80	8	$2,704.00
	Governor's Staff or Lieutenant Governor's Staff	$176.00	7	$106.00	8	$2,080.00
	GVB Board Chairman	$220.00	7	$132.50	8	$2,600.00
	GVB President & CEO	$220.00	7	$132.50	8	$2,600.00
	GVB Director of Global Marketing & GVB Marketing Staff (2)	$176.00	7	$106.00	8	$6,240.00
Misc. Expenses:	Business communication costs & excess baggage fees					$500.00
					Total:	$25,124.00

Cultural Delegation

Airfare:	$1,200 x 6 pax					$7,200.00
Per Diem:	Taipei	Lodging	Nights	M&IE	Days	
	Culture & Heritage Officer	$176.00	7	$106.00	8	$2,080.00
	Master of Chamorro Arts (2 pax)	$176.00	7	$106.00	8	$4,160.00
	Assistants (2 pax)	$176.00	7	$106.00	8	$4,160.00
	Miss Guam	$176.00	7	$106.00	8	$2,080.00
Prof Fee	Master of Chamorro Arts (2 pax)	$100 x 5 days x 2 pax =				$1,000.00
	Assistants (2 pax)	$50 x 5 days x 2 pax =				$500.00
	Miss Guam	$100.00 x 4 days				$400.00
					Total:	$21,580.00

Background: Taipei's International Travel Fair (ITF) is one of the most popular travel fairs in the Asia Pacific Region and the biggest combined exhibition and sales event in Taiwan. In 2016, ITF hosted 950 exhibitors, 1,450 booths, and groups from more than 60 countries and regions. The four-day event attracted over 361,071 visitors and had exposure to more than 4,000 domestic and international media reporters.

Participation at ITF offers an invaluable investment due to its large trade and consumer reach and resources. GVB will exhibit the Guam product with key visuals combined with live display of Chamorro entertainment and other eccentric artistry that best showcases Guam's traditions and culture. This will include the Guam Chamorro Dance Academy (GCDA) workshop and performances at ITF.

Participation at this year's ITF will provide an opportunity for Guam industry partners to do business not only at the ITF show but GVB will host a trade seminar to include a mini B2B to conduct one-on-one business sessions. The trade event continues to be a successful outlet to network and further market the Guam destination product and services and to promote year end signature events like SGF2017, the Koko Road Races as well as to announce the "Guamazing" 2018 Year.

Due to airline challenges this year, the Taiwan market has been experiencing a dip in arrival numbers with the loss of airlift capacity resulting from the pullout of Eva Air in June 2017 and the reduction of charter services, it is crucial that GVB partake in meetings with top-heavy airline officials as well as potential carriers to further dialogue for fruitful discussions and

solutions. GVB will also have meetings with key industry leaders in Taiwan to reinforce relationships, demonstrate Guam's presence and further network to maintain strong partners and develop new alliance in the industry.

Issue: Board approval needed for all travel.

L. JAPAN

M. KOREA

GVB KOREA ROADSHOW / 98th KOREA NATIONAL SPORTS FESTIVAL

Motion to approve travel for KMC Chairman or designee, GVB President & CEO or designee, GVB Director of Global Marketing, one GVB marketing staff, GVB Culture & Heritage Officer, Miss Guam, and two (2) Musicians to attend the Korea Roadshows in Busan, Gwangju and Daegu from October 17 ~ 19, 2017 and the opening ceremony of the 98th Korea National Sports Festival on October 20 ~ 21, 2017. Cost is approximately $23,451.50, $11,831.50 from Acct# KO-SMD023 and $11,620.00 from Acct# DM-CPO002.

Marketing Delegation:		
Airfare: ($1,000 x 4 pax)		$4,000.00
Seoul Staff Per Diem – Lodging ($230/night x 1 night x 2 pax)		$460.00
Seoul Staff Per Diem – M&IE ($143/day x 1 day x 2 pax)		$286.00
Busan BOD/MGMT PD– Lodging ($233/night x 2 nights + 25% x 2 pax)		$1,165.00
Busan BOD/MGMT Per Diem – M&IE ($145/day x 3 days + 25% x 2 pax)		$1,087.50
Busan Staff Per Diem – Lodging ($233/night x 3 nights x 2 pax)		$1,398.00
Busan Staff Per Diem – M&IE ($145/day x 3 days x 2 pax)		$870.00
Gwangju BOD/MGMT PD– Lodging ($163/night x 1 night + 25% x 2 pax)		$407.50
Gwangju BOD/MGMT Per Diem – M&IE ($143/day x 1 day + 25% x 2 pax)		$357.50
Gwangju Staff Per Diem – Lodging ($163/night x 1 night x 2 pax)		$326.00
Gwangju Staff Per Diem – M&IE ($143/day x 1 day x 2 pax)		$286.00
Daegu BOD/MGMT PD – Lodging ($131/night x 1 night + 25% x 2 pax)		$327.50
Daegu BOD/MGMT Per Diem – M&IE ($133/day x 1 day + 25% x 2 pax)		$332.50
Daegu Staff Per Diem – Lodging ($131/night x 1 night x 2 pax)		$262.00
Daegu Staff Per Diem – M&IE ($133/day x 1 day x 2 pax)		$266.00
	Total	$11,831.50

Cultural Delegation:		
Airfare: ($1,000 x 4 pax)		$4,000.00
Busan Per Diem – Lodging ($233/night x 1 night x 2 pax)		$466.00
Busan Per Diem – M&IE ($145/day x 2 days x 2 pax)		$580.00
Busan Per Diem – Lodging ($233/night x 2 nights x 2 pax)		$932.00
Busan Per Diem – M&IE ($145/day x 3 days x 2 pax)		$870.00
Gwangju Per Diem – Lodging ($163/night x 1 night x 4 pax)		$652.00
Gwangju Per Diem – M&IE ($143/day x 1 day x 4 pax)		$572.00
Daegu Per Diem – Lodging ($131/night x 1 night x 4 pax)		$524.00
Daegu Per Diem – M&IE ($133/day x 1 day x 4 pax)		$532.00
Seoul Per Diem – Lodging ($230/night x 2 night x 2 pax)		$920.00
Seoul Per Diem – M&IE ($143/day x 2 day x 2 pax)		$572.00
Miss Guam Prof. Fee- $100 x 4 days		$400.00
Musicians Prof. Fee- $100 x 3 days x 2 pax		$600.00
	Total	$11,620.00
	Grand Total	**$23,451.50**

Background: GVB will be conducting Guam seminars with new and current travel agents that are currently selling or are interested in Guam, as well as trade media to learn about the destination and its new activities. Last year, GVB received over 110 travel agents and trade media from Daegu and over 130 from Busan, which exceeded our expectations. This year, we would like to expand the roadshow to Gwangju in efforts to continue the momentum and build on our relationship with the travel professionals in the area. Following the roadshows GVB Destination Staff and Miss Guam are scheduled to participate in the opening ceremony for the 98th Korea National Sports Festival.

The Korea Sports Council of Guam (KSCOG) will be sending a delegation of (80) Korean athletes from Guam to participate in the 98th Korean National Sports Festival in Seoul from October 20-23, 2017. The festival features Korean National athletes from over 50 countries worldwide competing in a variety of sporting events. The KSCOG has requested GVB's support in attending the opening ceremonies to assist in promoting Guam as part of the activities scheduled for the festival. During the festival, the GVB delegation and KSCOG will take advantage of the event media coverage during the opening ceremonies.

Issue: Board approval for travel required.

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

- Quarterly membership meeting: Friday, October 6, 2017

Upcoming Board Meetings:

- Thursday, September 28, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, October 12, 2017 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

Action Items:

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

2. Management to facilitate meeting with GVB, GIAA, and GEDA regarding the current situation in the Japan market
   → President Denight and Director of Global Marketing Laguana participate in a weekly call with GIAA and ASM World Route Development Consultants
   → Chairman Morinaga, President Denight, and Vice President Muna met with GIAA Chairman Ricardo Duenas and Executive Manager Charles Ada on August 2

3. Management to work with DRT on extended homestay issue
   → Letter sent to DRT Director on August 29 requesting to appoint a DRT representative to work with GVB TIR to establish and implement an outreach program

4. Develop list of safety tips/guidelines for car rental companies to review with all customers at every point of sale
   → Letter sent to DRT Director on August 29 requesting for a list of car rental companies

EXHIBIT A

BOARD OF DIRECTORS REGULAR MEETING
Thursday, August 24, 2017 – 3:30pm
Guam Visitors Bureau – Main Conference Room

BOARD OF DIRECTORS PRESENT:

Director Milton Morinaga	Director Monte Mesa
Director Brad Kloppenburg	Director Theresa Arriola
Director William Nault	Director Sam Shinohara
Director Bart Jackson	Director Eduardo "Champ" Calvo
Director Young Hong	Director Robert Hofmann

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Satoru Murata	Director Katarina Sgro
Director Tak Takano	

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight	Antonio Muna	Karida Brennan
Brian Borja	Doris Ada	Josh Tyquiengco
Lisa Linek	Nico Fujikawa	Colleen Cabedo
Rose Cunliffe	Dee Hernandez	Nakisha Onedera Garrido
Meriza Peredo	Regina Nedlic	Nadine Leon Guerrero
Russell Ocampo	June Sugawara	Mark Manglona
Gabbie Franquez	Pilar Laguana	

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:
Joe Mesngon – Senator Dennis Rodriguez's Office
Lara Ozaki – Glimpses Publications
Jackie Hanson – Senator Regine Biscoe Lee's Office

I. CALL TO ORDER

Chairman Morinaga called the meeting of the board to order at 3:37pm.

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

Director Jackson made a motion, seconded by Director Shinohara, to approve the minutes of the previous board of directors meeting dated August 10, 2017.
Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

- Chairman Morinaga stated that it has been a hectic few weeks with regard to the North Korea threats. There has been both negative and positive media coverage surrounding the issue.
- There was a recent drowning incident that Director Hong will report on further under Visitor Safety and Satisfaction (VSS). That being said, Chairman Morinaga expressed the importance of educating tourists about child safety. Director Jackson feels it would be more effective to reach out to all hotels and encourage them to be more diligent. Chairman Morinaga agreed and said he would reach out to the Guam Hotel and Restaurant Association (GHRA) as well.

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

IV. PRESIDENT & CEO'S REPORT





August 2017

August 1-22, 2017 Total: 104,773 (+0.3%)

% Market Mix	Origin	2016	2017	% to LY
49.0%	Japan	58,974	51,317	-13.0%
40.2%	Korea	33,658	42,095	25.1%
1.4%	China	1,695	1,415	-16.5%
0.5%	Hong Kong	421	520	23.5%
1.6%	Taiwan	2,208	1,707	-22.7%
3.8%	US/Hawaii	3,856	4,005	3.9%
0.7%	Philippines	897	725	-19.2%

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

Calendar Year to Date 2017

January-August 22, 2017 Total: 1,012,080 (+4.3%)

% Market Mix	Origin	2016	2017	% to LY
42.7%	Japan	478,593	431,850	-9.8%
41.7%	Korea	335,519	422,230	25.8%
1.6%	China	19,421	16,136	-16.9%
1.2%	Hong Kong	5,128	11,973	133.5%
2.3%	Taiwan	27,762	23,611	-15.0%
5.1%	US/Hawaii	49,755	51,314	3.1%
1.1%	Philippines	12,437	10,805	-13.1%

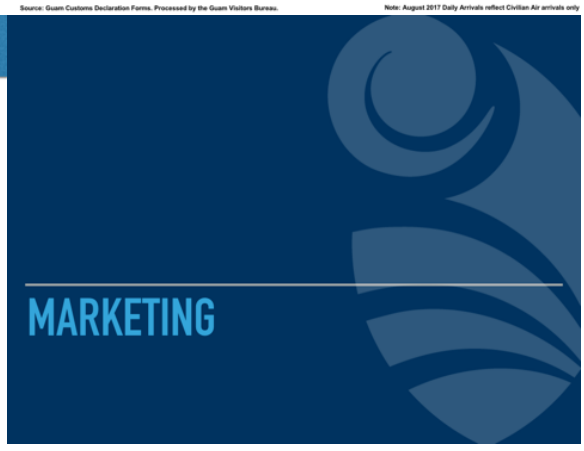
Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: August 2017 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2017

October 2016-August 22, 2017 Total: 1,403,009 (+4.9%)

% Market Mix	Origin	2016	2017	% to LY
43.7%	Japan	667,259	613,450	-8.1%
40.9%	Korea	461,994	574,236	24.3%
1.5%	China	24,066	21,523	-10.6%
1.1%	Hong Kong	7,647	15,471	102.3%
2.4%	Taiwan	36,788	33,332	-9.4%
4.9%	US/Hawaii	66,682	69,215	3.8%
1.3%	Philippines	16,511	17,832	8.0%

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



GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Japan Marketing News

Lt. Gov & GVB hold three press conferences in Japan





- "We remain in a state of normalcy" – Lt. Gov. Tenorio
- "Tourism is a fragile industry" – President & CEO Denight
- Message to reassure Japanese people that Guam remains safe, protected and peaceful
- Press conferences were held at the Japan National Press Club and Foreign Correspondences Club of Japan
- Multiple interviews with individual Japanese media

Japan Marketing News

Number of exposures

- TV – 5
- Newspaper -10
- WEB – 259
- Total: 258



Japan Marketing News

Examples of news coverage in Japan of Guam



Japan Marketing News

Meetings with various officials & organizations in Japan

- Lt. Governor Tenorio and GVB President and CEO Denight met with:
  - Japan Association of Travel Agents
  - Ministry of Land, Infrastructure, Transport and Tourism Vice Minister Hiroshi Tabata
  - Japan Tourism Agency Commissioner Akihiko Tamura
  - United Airlines Japan sales team
  - Ministry of Economy, Trade and Industry Director-General for Commerce and Service Industry Policy Toshimitsu Fujiki
  - Ministry of Education, Culture, Sports, Science and Technology International Education Division Director Yashiro Obata
- All committed to help Guam share its message of safety and gave advice on how to grow the Japan market





Japan Marketing News

Meetings with various officials & organizations in Japan



GUAM VISITORS BUREAU

SI YU'OS MA'ÅSE'!

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**	**$ 19,509,000.15**	**92%**	**$ 1,773,471.85**	**8%**
Destination Development	**$ 1,085,000.00**	**$ 994,583.32**	**92%**	**$ 90,416.68**	**8%**
Rainy Day Fund	$ 200,000.00	$ 183,333.32	92%	$ 16,666.68	8%
Cultural & Sports Ambassador Fur	$ 200,000.00	$ 183,333.34	92%	$ 16,666.66	8%
Pass-Thru	$ 1,085,000.00	$ 1,021,249.88	94%	$ 63,750.12	6%
TOTAL	**$ 23,852,472.00**	**$ 21,891,500.01**		**$ 1,960,971.99**	
TOTAL RECEIVABLES FY 2017				**$ 1,960,971.99**	
TOTAL RECEIVABLES				**$ 1,998,471.99**	

Accounts

RESTRICTED

Bank of Guam - Rainy Day Fund[1]	$ 2,269,112.59
Cultural & Sports Ambassador Fund[2]	$ 527,860.88
TOTAL RESTRICTED	**$ 2,796,973.47**

UNRESTRICTED

Bank of Guam - Operations	$ 14,745,511.11
First Hawaiian Bank - Membership	$ 116,722.89
Resona	$ 142,818.05
Bank of Guam - TAF	$ 787,149.36
Raymond James - CD value as of 07/31/2017[3]	$ 2,535,259.20
TOTAL UNRESTRICTED	**$ 18,327,460.61**
TOTAL CASH as of 08/21/2017	**$ 21,124,434.08**

Current Payables

Asatsu invoices MAY - JUN	$ 845,130.24
Japan Invoices	$ 52,451.83
Guam Invoices	$ 784,080.35
Pass-Thru	$ 32,500.00
Encumbered Contracts	$ 2,192,377.96
Encumbered Purchase Orders	$ 155,998.05
TOTAL as of 08/21/2017	**$ 4,062,538.43**

NOTES

NOTE 1

$2,269,112.59	Rainy Day Fund
($257,300.91)	Reimbursable Rainy Day Expenses - Japan
$2,011,811.68	

NOTE 2

$527,860.88	Cultural and Sports Ambassador Fund
($57,350.00)	Cultural and Sports Ambassador expenses - reimburse Operations
$470,510.88	

NOTE 3

$2,535,259.20	Raymond James - CD
($1,169,250.98)	PAID - China airline incentive program and market advertising
($300,000.00)	PAID - Sponsorship Guam Football Association
($20,000.00)	PAID - GEDA Imagine Guam Masterplan Overlay
($548,802.84)	PAID - Pale San Vitores Road Bus Shelter Project
($28,783.52)	PAID - Planning, Architectural and Engineering Services for Tumon Bay Improvement
($75,000.00)	PAID - Sponsorship Guam Basketball Federation FIBA U17 Championship
($10,295.00)	PAID - Hagatna maintenance and streetscape project for GMIF
($261,910.38)	BALANCE - Pale San Vitores Road Bus Shelter Project
($121,216.48)	BALANCE - Planning, Architectural and Engineering Services for Tumon Bay Improvement
0.00	

August 21, 2017

- Director Shinohara reported that we are on track with allotments received.
- President Denight reported that the Legislature is currently in session discussing our budget. We were able to get an additional $1.5 million added to the marketing department. We were also able to add a provision to allow us to receive collections over appropriation for this fiscal year. This is not specific to a category.
- President Denight went on to report that we have been very active in seeking support from the Legislature. The team met with Speaker Cruz and Senator Rodriguez. Director Jackson reported that Speaker Cruz instructed us to specify our ask and we did, so senators are aware of what we want. The next step may be to begin actively promoting senator by senator.

VI. REPORT OF THE BOARD COMMITTEES

A. **EXECUTIVE COMMITTEE**

Vice Chairman Mesa made a motion, seconded by Director Shinohara, to ratify Executive Committee's travel approval for the Lieutenant Governor of Guam and GVB Public Information Officer to conduct a press conference in Tokyo, Japan from August 21-22, 2017. Estimated cost of travel is $3,919.20.00 to be paid from JA-SMD008.
Motion approved

Airfare:	$1,000 x 2 pax					$2,000.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	Lt Governor	$345.80	1	$284.70	2	$915.20
	Public Information Officer	$266.00	1	$219.00	2	$704.00
Miscellaneous:	Business communication costs					$300.00
					Total:	$3,919.20

Background: GVB Japan will coordinate a press conference with respective tourism partners in Japan to discuss travel and safety to Guam in light of the recent North Korea threats. Negotiations are underway to utilize the resources of the Foreign Press Club in Japan. GVB has also activated its Japan PR agency to invite media to the conference. The Lieutenant Governor will lead the conference along with the GVB President & CEO (previously approved travel) and GVB Public Information Officer to reassure Japan audiences that Guam remains a safe tourism destination, with an array of family-friendly and unique travel experiences. This is part of GVB Japan's efforts to address the PR situation and provide more positive messaging to the Japan market.

Issue: Board approval required for all travel.

B. **KOREA**

- Director Jackson reported that numbers are still good in the Korean market.
- The team is preparing for a road show in October and Mode Tour in November.
- The team is trying to create a destination space at Mode Tour, similar to what we do at JATA. Instead of having hotels, optional tours, and rental car companies spread out, we are trying to plan for a unified Guam pavilion.
- Director Jackson also reported that we are still anticipating the Air Seoul inaugural flight in September.
- He also brought up the extended homestay issue and reminded the board that we need to take serious action to resolve it. Funding for this effort could come from GRT, HOT, or business license revenues. What we have been advocating for is not an elimination of these establishments, but proper handling and for all those involved to abide by the laws. Director Shinohara stated that we have already made the effort and set aside money for Department of Revenue and Taxation (DRT) to do some work in this area. Director Jackson shared that that effort predates this issue. DRT requested for Korean speaking auditors to assist them with tourism-related issues that were not specifically related to this homestay issue. Nonetheless, Director Jackson tasked management to help push forward on this as it is a matter of personal safety. Director Hong suggested creating guidelines and safety tips and distributing them to the Korean community. Director Jackson stated that this is not just a Korean problem. More than 200 extended homestay units are being rented right now. He recommended that President Denight meets with DRT management. Vice Chairman Mesa

agreed and suggested formalizing this initiative with a resolution. President Denight then gave an update on his efforts. He reported that the team met with Senator Barnes to update the laws related to this issue. Individuals partaking in this business are now required to have a business license and clearances just like any other business owner. DRT is responsible for the enforcement of these laws but they are strapped for resources. Currently, we are trying to work with DRT to provide outreach to the community. Management will continue to push for their support. Chairman Morinaga reported that there have been scams in Hawaii where visitors book extended vacation rentals online but the owner of the unit does not meet them at the airport upon arrival. Furthermore, renters are unable to press charges because they have no way of getting in touch with the owner. He proposed making an example out of a local individual who fails to operate in accordance with the law. This should deter others from operating their business illegally.

C. MEMBERSHIP & COMMUNITY OUTREACH

- Director Kloppenburg reported that a quarterly membership meeting was held on August 15 with guest speaker David Gossack from the US Embassy in Seoul, Korea. His presentation was shared with members via email.
- Our next quarterly membership meeting will be on October 6 with international speaking professional Barbara Wold as the guest speaker.
- Lastly, we will be accepting membership renewals until the end of the fiscal year.

D. NORTH AMERICA & PACIFIC MARKETS

GUAM-CEBU PRODUCT UPDATE IN CEBU, PHILIPPINES

Director Hofmann made a motion, second by Vice Chairman Mesa, to approve travel for GVB President & CEO or his designee and one GVB Marketing Staff to attend the Guam-Cebu Product Update in Cebu, Philippines in partnership with Cebu Pacific on September 4-6, 2017. Total cost is approximately $4,509.75 from the Philippine Market Acct. No. PI-SMD023.
Motion approved

Marketing Budget Breakdown:

Airfare:	$1,000 x 2 pax	$ 2,000.00
President & CEO Per Diem:	Manila: $291 x 1 days + 25% Cebu: $190 x 2 days + 25%	$ 363.75 $ 475.00
Marketing Staff Per Diem	Manila: $291 x 1 days x 1 pax Cebu: $190 x 2 days x 1 pax	$ 291.00 $ 380.00
Unanticipated Expenses:	Communications, excess baggage, meetings, etc.	$ 1,000.00
Estimated Total:		$4,509.75

Background: In an effort to strengthen the relationship between GVB and its industry partners, GVB has organized a Guam Product Update seminar in Cebu, Philippines. The seminar will include media partners and travel trade professionals to promote Guam as the nearest US destination to the Philippines.

Cebu is one of the most developed provinces in the Philippines and the main center of industry, commerce, trade, and education in the central and southern parts of the archipelago. The goal of this mission is to increase flight bookings of Cebu Pacific to Guam not only from Manila, but also from the south of the Philippines. Cebu Pacific's current flight schedule to Guam is 3 times a week.

- Director Hofmann stated that this is an ongoing Guam product update with Cebu Pacific. We work with the US Commercial Service and key travel agents to update them on promotions to include the Shop Guam Festival and others and also to

address visa questions. Chairman Morinaga feels this mission comes at a good time to reinforce that Guam is a safe destination. President Denight added that our efforts here are to attract traffic from another large city (in addition to Manila). Director Hofmann stated that we are also trying to have Philippines officials return the gesture and visit Guam to show that it is a safe destination. They can then bring that message home and share it with their communities. Chairman Morinaga shared that he is reaching out to a Japan actor for the same reason.

E. RESEARCH

- Acting Director of Tourism Research (DoTR) Fujikawa gave an update on the new customs forms. The team is planning to begin using the new forms in November. Our technician will be coming to Guam in October so this will serve as the transition period. A letter was sent to members, industry partners, and airlines to inform them that this project is in the works. We will work with them individually to return the old forms. Acting DoTR Fujikawa also met with Customs to go over the timeline. He also shared that along with the new forms, we will be using a dashboard that uses active charts that can be customized based on individual needs.

F. RUSSIA & NEW MARKETS

- Director Jackson reported that he was interviewed by a national TV station from Russia. He learned that in light of the North Korean threats, Russians are inclined to cancel their travel, but as they prepay for everything, they would lose money so they opt not to cancel.
- In other news, Air Seoul will be providing connecting service from two Russian cities. In addition, Jeju Air will begin flying from Vladivostok to Seoul. Jeju Air also flies from Seoul to Guam creating another route for Russians to travel to Guam. We could have a much better year next year out of the Russian market.
- Vice Chairman Mesa asked if the team is looking to grow outbound travel to include India or Singapore. Director Jackson feels that unless we find a market that travels during the off season (April, May, June, or September, October, November), we are setting ourselves up for failure. China, Japan, and Korea generate the most business; all other markets come after. However, he agreed that the team should conduct research on India, the next largest country. Vice Chairman Mesa noted that there is opportunity for destination weddings out of this market and it is definitely something worth looking into.

G. VISITOR SAFETY & SATISFACTION

- Director Hong stated that currently, there are many young parents coming to Guam from the Korean market. She shared that many of them are careless enough to leave their children unsupervised in their hotel, by the pool, or at the beach. As mentioned earlier, she suggested that we develop a list safety guidelines and distribute them to rental car companies and hotels. Chairman Morinaga recommended creating a safety publication to include safety related laws that visitors might not be aware of. Director Calvo feels it would be most effective to reach out to the rental car companies and hotels and get their commitment to share this information with their customers at every point of sale. Chairman Morinaga is concerned about the businesses that operate illegitimately. Director Calvo said we should start by reaching out to legitimate businesses first. Chairman Morinaga agreed and said that we could start with members. He also added that we could display these safety tips on monitors in the immigration area at the airport. Director Shinohara feels it would be best to share these guidelines where transactions close. Director Calvo thinks each rental car employee should go over these tips with every customer they assist. Director Arriola noted that all directors agree about what should be done to resolve the issue and the first step should be to meet with all rental car companies. President Denight agreed and noted that the team would work on this.

H. CULTURAL & HERITAGE

I. SPORTS & EVENTS

- Director Nault reminded the board that the Ko'ko' Half Marathon will move to Agana this year and it will take place on October 29.
- Director Calvo shared that with the Olympics approaching, we should reach out to participating nations to consider Guam as a training spot. In years past, there was a concern that Guam did not have adequate facilities, but now we do. We could develop a program with Leo Palace or Guam Football Association to host these nations. President Denight shared that people have already been reaching out to Leo Palace to acclimate to the weather before heading to Japan. He added that the Guam National Olympic Committee (GNOC) could share this information within their network.
- President Denight reported that Guam put in a bid to host the 2019 Pacific Games, along with Tahiti and Samoa. In total, we would need around $8 million to host. Director Arriola mentioned that we spent $6 million to host the games in 1999. She is concerned about hosting this kind of event in our current financial situation and in such a compressed amount of time. Director Calvo added that GVB should consider if hosting this event would be beneficial for the industry. President Denight stated that around 3,500 and 4,000 athletes and officials are expected to attend the games. The final decision will be made within the next two weeks.

J. ADMINISTRATION & GOV'T RELATIONS

K. DESTINATION MANAGEMENT

L. GREATER CHINA

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

- Director Shinohara directed the board to Exhibit C. The team has done good work on the social media front with Facebook and Instagram promotions in all the different markets. We just had trade shows in Taiwan and Hong Kong recently and we have been making a lot of effort to attract the wedding market from both locations. A charter from Taiwan was on schedule for the middle of October, but due to conversations with North Korea, it has been cancelled. Director Shinohara noted that with 155 seats, this would have been a great opportunity for us. Now he feels it is important to hone in on the message that Guam is a safe destination for all markets.
- He went on to report that the visa issue in China has slowed down. The process has gone from two to six weeks to six to seven months just to get an appointment. There has not been any real feedback as to why that is. He also shared that US visas in general have declined. Director of Global Marketing (DoGM) Laguana stated that there are currently around 3.8 million visa holders. President Denight stated that visas are valid for ten years, but every two years, visa holders are required to re-register for a nominal fee. DoGM Laguana added that visa holders are required to provide their residential address and most feel that this part of the process is very intrusive.
- Director Shinohara then reported on the Fliggy promotion. We had 712 million total impressions with 127 million page views. We are currently working on the impact of sales. He added that our investment for this promotion was fairly trivial.

M. JAPAN

Committee minutes dated August 8, 2017 **Exhibit D**

- Director Nault reminded the board that the GVB Japan Manager, Satomi Yamamoto, tendered her resignation.
- He reported that beginning on September 1, for two months, we will lose Delta's night flight and early morning departure out of Guam. Delta will be reconfiguring seats and will return during the second week of November. Chairman Morinaga stated that through this reconfiguration, we will lose some seats as the aircraft will be smaller, but the plane will be upgraded meaning a more comfortable ride for all passengers. The load factor is expected to increase.
- Director Nault thanked management and Lieutenant Governor Tenorio for their efforts with the Japanese media regarding the North Korea threats. However, it is still an ongoing issue in regard to cancellations. President Denight shared that he will be attending JGTC meetings in Nagoya and Osaka and during this trip, he plans to meet with schools to deliver the message that Guam is a safe destination.
- Director Nault then touched on the upcoming 50th anniversary for GVB Japan. Chairman Morinaga feels this is a good opportunity to market Guam.
- Director Arriola asked for an update on the strategy to address the decline in Japan arrivals. President Denight stated that we have a two-year strategic plan but we still need more air seats. Director Arriola suggested using the anniversary to launch the new strategy. She also asked if we have found a replacement for Satomi yet. Preident Denight shared that we are using a head hunting firm to screen candidates to ensure that we hire the right person. Chairman Morinaga added that the Japan market is fragile and consistency is important. When in transition, they need to know that everything is being done properly, and that is what we are doing as we look to hire a new manager.
- Lastly, Vice Chairman Mesa tasked management to revisit the goals set in the Tourism 2020 plan, especially for Japan. He feels we need to reestablish real expectation levels that will commensurate the current market conditions. President Denight concurred and said he would make it a point to look into those numbers.

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Announcements:

Upcoming Board Meetings:

- Thursday, September 14, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, September 28, 2017 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

Director Shinohara made a motion, seconded by Director Kloppenburg, to adjourn the meeting. Meeting adjourned at 5:00pm.
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. Assignment of the Chairperson for the Administration and Government Relations Committee

2. Management to facilitate meeting with GVB, GIAA, and GEDA regarding the current situation in the Japan market
   → President Denight and Director of Global Marketing Laguana participate in a weekly call with GIAA and ASM World Route Development Consultants
   → Chairman Morinaga, President Denight, and Vice President Muna met with GIAA Chairman Ricardo Duenas and Executive Manager Charles Ada on August 2

3. Management to work with DRT on extended homestay issue
   → Letter sent to DRT Director on August 29 requesting to appoint a DRT representative to work with GVB TIR to establish and implement an outreach program

4. Develop list of safety tips/guidelines for car rental companies to review with all customers at every point of sale
   → Letter sent to DRT Director on August 29 requesting for a list of car rental companies

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**	**$ 19,509,000.15**	**92%**	**$ 1,773,471.85**	**8%**
Destination Development	**$ 1,085,000.00**	**$ 994,583.32**	**92%**	**$ 90,416.68**	**8%**
Rainy Day Fund	$ 200,000.00	$ 183,333.32	92%	$ 16,666.68	8%
Cultural & Sports Ambassador Fu	$ 200,000.00	$ 183,333.34	92%	$ 16,666.66	8%
Pass-Thru	$ 1,085,000.00	$ 1,021,249.88	94%	$ 63,750.12	6%
TOTAL	**$ 23,852,472.00**	**$ 21,891,500.01**		**$ 1,960,971.99**	

TOTAL RECEIVABLES FY 2017 **$ 1,960,971.99**

TOTAL RECEIVABLES **$ 1,998,471.99**

Accounts

RESTRICTED

Bank of Guam - Rainy Day Fund[1]	$ 2,269,112.59
Cultural & Sports Ambassador Fund[2]	$ 527,860.88
TOTAL RESTRICTED	**$ 2,796,973.47**

UNRESTRICTED

Bank of Guam - Operations	$ 13,173,545.48
First Hawaiian Bank - Membership	$ 105,720.35
Resona	$ 94,294.63
Bank of Guam - TAF	$ 684,325.70
Raymond James - CD value as of 07/31/2017[3]	$ 2,536,610.36
TOTAL UNRESTRICTED	**$ 16,594,496.52**

TOTAL CASH as of 09/11/2017	**$ 19,391,469.99**

Current Payables

Asatsu invoices MAR - JUL	$ 568,321.56
Japan Invoices	$ 86,566.83
Guam Invoices	$ 811,282.10
Pass-Thru	$ 32,500.00
Encumbered Contracts	$ 1,760,634.84
Encumbered Purchase Orders	$ 134,198.34
TOTAL as of 09/11/2017	**$ 3,393,503.67**

NOTES

NOTE 1

$2,269,112.59	Rainy Day Fund
($258,862.16)	Reimbursable Rainy Day Expenses - Japan
$2,010,250.43	

NOTE 2

$527,860.88	Cultural and Sports Ambassador Fund
($58,100.00)	Cultural and Sports Ambassador expenses - reimburse Operations
$469,760.88	

NOTE 3

$2,536,610.36	Raymond James - CD
($1,169,250.98)	PAID - China airline incentive program and market advertising
($300,000.00)	PAID - Sponsorship Guam Football Association
($20,000.00)	PAID - GEDA Imagine Guam Masterplan Overlay
($548,802.84)	PAID - Pale San Vitores Road Bus Shelter Project
($28,783.52)	PAID - Planning, Architectural and Engineering Services for Tumon Bay Improvement
($75,000.00)	PAID - Sponsorship Guam Basketball Federation FIBA U17 Championship
($10,295.00)	PAID - Hagatna maintenance and streetscape project for GMIF
($263,261.54)	BALANCE - Pale San Vitores Road Bus Shelter Project
($121,216.48)	BALANCE - Planning, Architectural and Engineering Services for Tumon Bay Improvement
0.00	

NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING
WEDNESDAY, SEPTEMBER 6, 2017 - 2:00PM
GVB MAIN CONFERENCE ROOM

PRESENT:
Mayor Robert Hoffman, Bobbie Taitano, Susan Fryer, Gary Cruz, Joann Camacho

ABSENT:
Theresa Arriola, Ana Marie Franquez, Katie Black, John Calvo, Wmily Wallace, Mai Perez, Sheila Shedd, Valerie Blas, Paula Monk, Joana Rupley Sablan, Rolenda Faasuamalie, Atsuta Kazunori

GVB STAFF AND MANAGEMENT:
Pilar Laguaña, Mark Manglona, Gabbie Franquez

CALL TO ORDER
Chairman Mayor Robert Hoffmann called the North America & Pacific meeting to order at 2:17 p.m.

APPROVAL OF PREVIOUS MEETING MINUTES
Ms. Bobbie Taitano made a motion and seconded by Ms. Susan Fryer to approve the minutes of August 2, 2017. Motion approved unanimously.

REPORT OF THE CHAIRMAN
Due to the natural disasters that have affected Texas and Florida and the surrounding states (Hurricane Harvey & Hurricane Irma), Chairman Hoffmann is concerned about visitor arrivals in the North American and Pacific region and the dive industry. Chairman Hoffmann also expressed concern about the North Korea debacle effecting arrivals in the Micronesia region. Ms. Pilar Laguaña stated that arrivals from Taiwan and Philippines have decreased due to the North Korea threats to the US. Even prior to the North Korea situation, Guam lost Eva Air charter flights, which also affected the Taiwan arrival numbers. In addition to that, Ms. Laguaña shared that the Philippine national government released a travel advisement that seemed to hinder the Philippine arrivals into Guam. Ms. Laguaña made a recommendation to Mr. Nathan Denight, GVB President & CEO, to write to the Philippine Consul General to announce a statement that Guam is safe destination to visit. Chairman Hoffmann proceeded to the Report of GVB Management.

REPORT OF GVB MANAGEMENT

a. Visitor Arrivals Update

Mr. Mark Manglona presented to the committee the latest Pacific, North America, and Philippines visitor arrival statistics. Mr. Manglona shared the different figures for each market on a month to date, calendar year, and fiscal year for comparison.

NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING
WEDNESDAY, SEPTEMBER 6, 2017 - 2:00PM
GVB MAIN CONFERENCE ROOM

Pacific Markets

Month to Date Arrivals as of August 31, 2017

MARKET	TOTAL MTD 2016	TOTAL MTD 2017	% FROM LY
CNMI	1,398	1,681	20.2%
RMI	76	114	[illegible]
FSM	998	955	-4.3%
Palau	386	369	-4.4%
Australia	138	97	-29.7%

GUAM VISITORS BUREAU

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

Pacific Markets

Calendar Year Arrivals as of August 31, 2017

MARKET	CY 2016	MTD	TOTAL CYTD 2016	TOTAL CYTD 2017	% FROM LY
CNMI	17,582	1,681	12,079	12,821	6.1%
RMI	1,219	114	834	866	[illegible]
FSM	11,120	955	7,505	7,213	-3.9%
Palau	4,792	369	3,269	2,559	-21.7%
Australia	2,197	97	1,636	1,703	4.1%

GUAM VISITORS BUREAU

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

Pacific Markets

Fiscal Year Arrivals as of August 31, 2017

MARKET	FY 2016	MTD	TOTAL FYTD 2016	TOTAL FYTD 2017	% FROM LY
CNMI	17,390	1,680	16,152	17,086	5.8%
RMI	1,146	114	1,066	1,171	[illegible]
FSM	11,027	955	10,239	10,040	-1.9%
Palau	5,028	369	4,643	3,697	-20.4%
Australia	2,258	97	2,123	2,129	0.3%

GUAM VISITORS BUREAU

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

NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING
WEDNESDAY, SEPTEMBER 6, 2017 - 2:00PM
GVB MAIN CONFERENCE ROOM

North America Markets

Month to Date Arrivals as of August 31, 2017

MARKET	TOTAL MTD 2016	TOTAL MTD 2017	% FROM LY
US Mainland	4,395	4,334	-1.4%
Hawaii	907	976	
Canada	70	48	-31.4%

GUAM VISITORS BUREAU

North America Markets

Calendar Year Arrivals as of August 31, 2017

MARKET	CY 2016	MTD	TOTAL CYTD 2016	TOTAL CYTD 2017	% FROM LY
US Mainland	62,961	4,334	41,689	42,449	1.8%
Hawaii	14,740	976	9,512	10,170	6.9%
Canada	982	48	656	676	3.0%

GUAM VISITORS BUREAU

North America Markets

Fiscal Year Arrivals as of August 31, 2017

MARKET	FY 2016	MTD	TOTAL FYTD 2016	TOTAL FYTD 2017	% FROM LY
US Mainland	62,479	4,334	55,408	56,650	2.2%
Hawaii	14,248	976	12,720	13,870	9.0%
Canada	952	48	882	932	5.7%

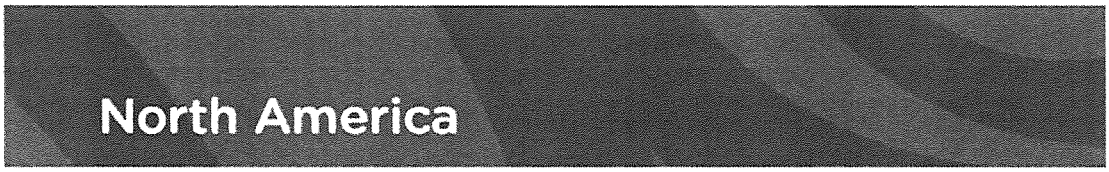
GUAM VISITORS BUREAU

GUAM



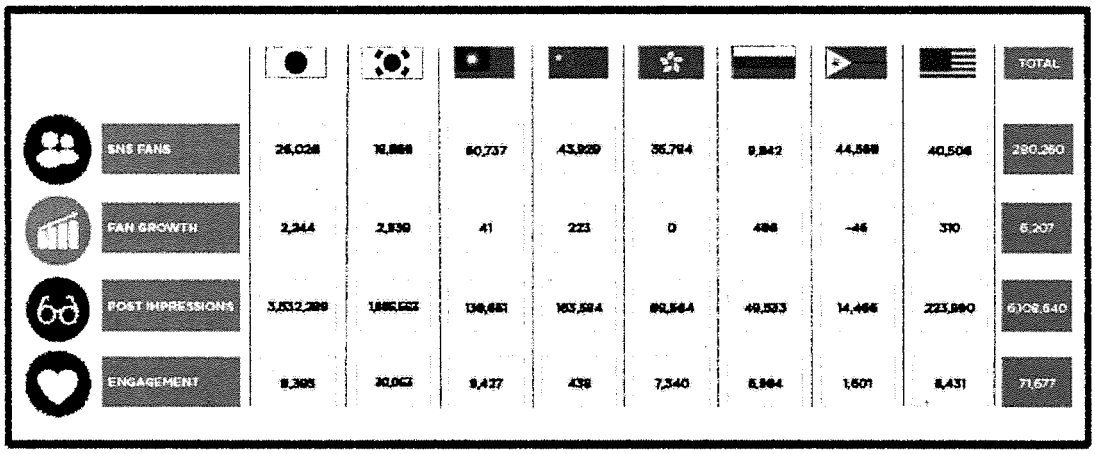
b. FY17 4th Quarter & FY18 1st Quarter Activities/Promotions

- NORTH AMERICA (Jason Lin called in via Skype and shared screen to present the Guam 360 Report). The Guam 360 monitoring report provides global data trends found on social media platform (Twitter, FB, etc), global website traffic, and organic post impressions.

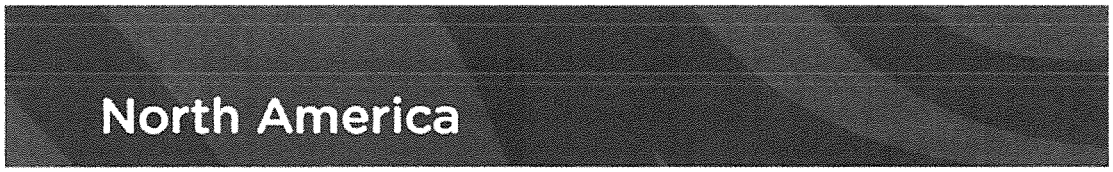


Guam 360 Monitoring Report
Analytic Update

GLOBAL DATA



In addition, Mr. Lin also provided an update to the NAP committee on the North Korea threat against Guam. Most articles published were not related to traveling to Guam, but rather discussing the US President's position in handling the threats.



Guam 360 Monitoring Report
North Korea Update

North Korea's threat against Guam – English Market

Total Articles / Mentions	Summary
115	Most articles, again, were not related to traveling to Guam, and people were discussing more about whether the president is handling this threat correctly or not. Several people criticized the president provoking the North Korea's leader and did not want the war against North Korea. The other people said that the president was handling the situation correctly and wanted him to finish the contiguous threats from North Korea. A few news articles reported about how the tourism market in Guam was because of the threat and mentioned that the tourism market was not damaged from the threat. According to the Herald Business News, there were still many travelers from South Korea, and only few have actually canceled their vacations since the threat. The reason may be, according to the Washington Post, that "South Koreans have become inured to the threat of North Korea — because they've lived in a state of war for more than six decades, and weathered regular threats and actual casualties."

Mr. Manglona noted that GVB will start off the new fiscal year, by participating in IMEX 2017 in Las Vegas from October 10-12, 2017. The Dusit Thani Guam Resort will be participating again as a GVB member, as they see the value in attending the IMEX show and promoting their convention center. IMEX is the premiere MICE travel trade event in the US. There will be over 10,000 participants including 5,500 global decision markers and 3,200 buyers from 130 countries.

Additionally, GVB will also be participating in the DEMA Show on November 1-4, 2017, which is the world's only international trade-only event for the dive industry. There will be an opportunity to network and connect with over 9,000 experts.

NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING
WEDNESDAY, SEPTEMBER 6, 2017 - 2:00PM
GVB MAIN CONFERENCE ROOM

North America

IMEX AMERICA
LAS VEGAS, NEVADA
OCTOBER 10-12, 2017

imex america
OCTOBER 10-12, 2017
LAS VEGAS

IMEX is the premier MICE travel trade event in the US.

There will be over 10,000 participants including 5,500 global decision makers and 3,200 buyers from 130 countries in the event.

Dusit Thani Guam Resort & Hotel plans to participate once again.

DEMA SHOW 2017
ORLANDO, FLORIDA
NOVEMBER 1-4, 2017



DEMA is the world's only international trade-only event for the dive industry.

There will be an opportunity to network and connect with over 9,000 credentialed experts.

GVB will be joining the region as partners from all over Micronesia, including United Airlines, will be present.

GVB will be presenting a special Dive and "Touch 2-Times of History Only on Guam!" Product Seminar starring Pilar Laguaña and Jim Pinson and supported by Mares Scuba Gear Manufacture.

- PHILIPPINES
  Nothing to report at this time. Mr. Antonio Muna, GVB Vice President and Ms. Regina Nedlic, Marketing Manager for Russia & Philippines is currently on mission in Cebu, Philippines for a media trade event in partnership with Cebu Pacific. GVB invited the USCS and visa consul to participate.

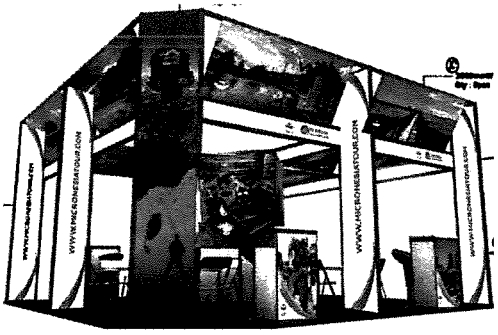
- PACIFIC
  The Guam Visitors Bureau will be partnering with Marianas Visitors Authority and Palau Visitors Authority, under the Micronesia Pavillion at the 2017 PATA Travel Mart from September 13-17, 2017. GVB will engage with a total of 80 pre-schedule appointments with international trade. After PTM, GVB President and CEO Mr. Nathan Denight and GVB Director of Global Marketing Ms. Pilar Laguaña will participate in PATA Executive Board and Board Meetings in Macau.

  ITB Asia will take place in Singapore on October 25-27, 2017. This is another great mission that allows the opportunity to engage with the travel trade industry, top international MICE buyers, leisure and corporate travel. This year, GVB will exhibit under the Brand USA Pavilion.

NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING
WEDNESDAY, SEPTEMBER 6, 2017 - 2:00PM
GVB MAIN CONFERENCE ROOM

Pacific

PATA TRAVEL MART 2017 & PATA EXECUTIVE BOARD MEETING
MACAU
SEPTEMBER 13-15, 2017 & SEPTEMBER 15-17, 2017

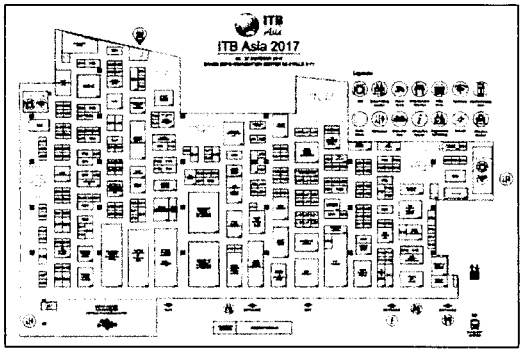


Guam Visitors Bureau will be partnering up with Marianas Visitors Authority and Palau Visitors Authority, under the "Micronesia Pavilion" at the 2017 PATA Travel Mart.

Total of 80 pre-scheduled appointments with international trade.

PATA Micronesia Chapter will be receiving 2 awards: 1) PATA Gold Award (SGeF2016) and the PATA Award of Excellence.

ITB ASIA
SINGAPORE
OCTOBER 25-27, 2017



Premier meeting place for the travel trade industry.

Top international buyers from MICE, Leisure and Corporate travel markets will be present.

GVB to exhibit under the Brand USA Pavilion.

OLD BUSINESS

a. TripAdvisor post report

Mr. Jason Lin shared since the launch of the TripAdvisor partnership about two and a half weeks ago, he has collected data estimating 6,500 USA travelers interested in Guam on TripAdvisor. TripAdvisor reports are generated monthly and Mr. Lin will provide a more comprehensive report after the end of 30 days.

North America

TripAdvisor Partnership
Destination Page



Doc No. 34-GL-17-0971

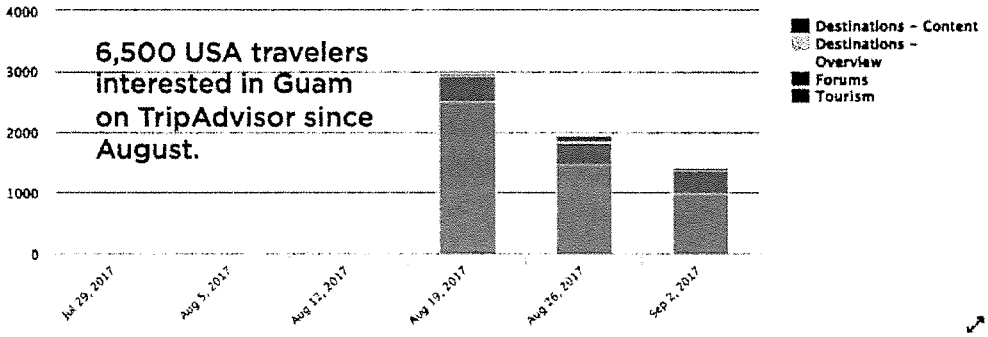
GUAM

NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING
WEDNESDAY, SEPTEMBER 6, 2017 - 2:00PM
GVB MAIN CONFERENCE ROOM

North America

TripAdvisor Partnership
Aug - Sep, 2017

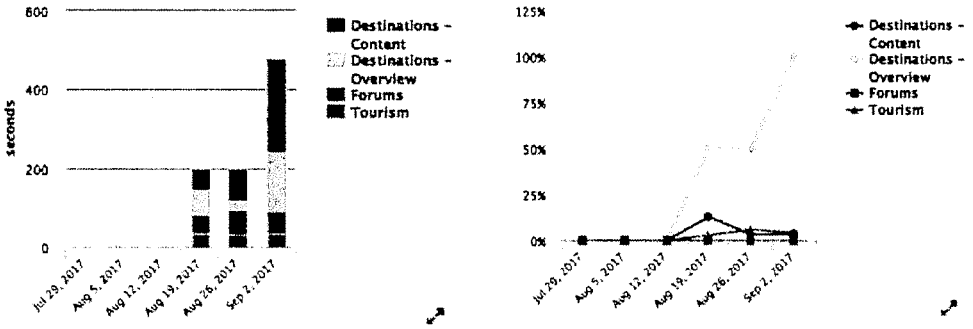
The campaign generated over 6,500 North America travelers to visit the Guam destination page on TripAdvisor in just two and half weeks.



North America

TripAdvisor Partnership
Aug - Sep, 2017

The time spent and user engagements on TripAdvisor Guam destination page contents accelerated since we launched the campaign in August.



NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING
WEDNESDAY, SEPTEMBER 6, 2017 - 2:00PM
GVB MAIN CONFERENCE ROOM

NEW BUSINESS

a. Travel Motions

PACIFIC MARKET

ITB ASIA 2017

Motion was made by Ms. Joann Camacho and seconded by Ms. Bobbie Taitano to approve travel for two GVB Marketing Staff to attend the upcoming ITB Asia 2017 show in Singapore from October 22-28, 2017. (Cost is approximately $9,500.00 from Acct. No. PA-TTC077)

Background: The Guam Visitors Bureau (GVB) is planning to attend the ITB Asia 2017. ITB Asia is the premier meeting place for the travel trade industry and a forum for establishing high-quality customer contacts and conducting businesses. It is the event where international exhibitors of all sectors within the travel-value chain commerce and Asia Pacific's leading travel companies and emerging small and medium-sized enterprises meet with top international buyers from MICE, Leisure and Corporate Travel markets. ITB Asia is a networking opportunity to meet face-to-face with over 80+ top-tier international buyers and media.

While at ITB Asia, GVB plans to meet with United Airlines, Philippine Airlines and Cebu Pacific and their key agents to continue to promote travel to Guam. With key events like the Guam Ko'ko Road Race, the Shop Guam e-Festival, and the Visit Guam 2018 Campaign Series scheduled for the later part of the year, this would be a good opportunity to try and generate interest.

PATA NEW TOURISM FRONTIERS FORUM 2017

Motion was made by Ms. Joann Camacho and seconded by Ms. Susan Fryer to approve travel for the GVB President & CEO and two Marketing Staff to attend the PATA New Tourism Frontiers Forum in Palau from November 14-18, 2017. (Cost is approximately $9,000.00 from Acct. No. PA-SMD023)

Background: PATA has announced that the PATA New Tourism Frontiers Forum (NTFF) will be held in the pristine paradise of Palau. The event, generously hosted by the Palau Visitors Authority, consists of a one-day conference, networking events and a day of on-ground activities. The PATA New Tourism Frontiers Forum gathers the top minds in destination travel for inspiring and insightful discussions on some of the major issues in marketing and managing tourism growth to lesser-known destinations. The chapter would like to extend it's support to PVA by helping to promote the event and by being present during the forum.

Why NTFF? Tourism is one of the most powerful tools for economic growth and social development. The most interesting and unique attractions - including indigenous culture, wildlife and natural landscapes - are nearly always located in areas where access is difficult and poverty is often the greatest. The challenge is to evolve those assets into attractive, marketable tourism products that maximize social and economic benefits while minimizing any negative impacts.

NORTH AMERICA

IMEX America 2017

Motion was made Ms. Joann Camacho and seconded by Ms. Bobbie Taitano to approve travel for the GVB Director of Global Marketing and one marketing staff to attend the IMEX America at the Sands Expo in Las Vegas, Nevada and to conduct a Guam Product Briefing to the Chamorro Community from October 7-13, 2017 (Cost is approximately $7,200.00 from Acct. No. US-SMD023)

NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING
WEDNESDAY, SEPTEMBER 6, 2017 - 2:00PM
GVB MAIN CONFERENCE ROOM

Background: The Guam Visitors Bureau (GVB) plans to attend the IMEX America once again as this is an opportune time to attract more MICE participants from the U.S. and source markets. Guam now has the facilities to hold MICE groups with the Dusit Thani's convention hall that holds up to 1,000 persons. IMEX is a worldwide exhibition for incentive travel, meetings and events that is committed to providing outstanding business opportunities for exhibitors and buyers. Last year, the Dusit Thani Guam Resort joined the GVB delegation to attended IMEX 2016 to share the convention center offers and state of the art facility along side their five-star accommodations for guests.

IMEX has two exhibitions a year, in Frankfurt, Germany and in America. IMEX America is Americas largest MICE Expo with over 10,000 participants, 5,500 global decision makers and 3,200 buyers from 130 countries; an increase from the previous year. GVB will have the opportunity to meet qualified buyers from North America and around the world within the 3-day event. This year, GVB expects to have over 100 pre-scheduled appointments with MICE planners from North America, China, Japan, Korea, Philippines, Russia and other source
markets. In addition, GVB will also have an opportunity to meet over 100 domestic and international media. Also, while in Vegas, GVB Marketing will be providing a Guam Product Update to the Chamorro Community by sharing the 2018 Calendar of Events and seek their support in promoting events via social media platforms

ANNOUNCEMENTS

a. GVB and Cebu Pacific Product Update Event is on September 5, 2017 in Cebu, Philippines.
b. PATA Travel Mart 2017 and PATA Board and Executive Board Meeting on September 13-15, 2017 in Macao.
c. Guam International Film Festival (GIFF) on September 26-30, 2017
d. Next NAP Meeting scheduled for October 4, 2017.
e. GVB General Membership Meeting on October 6, 2017 (Speaker: Barbara Wold).
f. Korea Roadshow on October 16-20, 2017 (Busan, Gwangju, Daegu).
g. Guam Ko'ko Kids Fun Run October 28, 2017
h. Guam ko'ko Road Races October 29, 2017
i. SGeF is from November 10, 2017 - February 28, 2018. Download the free app and share with your colleagues/partners.
j. PATA New Tourism Frontiers Forum 2017 on November 15-17, 2017 in Palau.
k. Mode Tour on November 16-19, 2017 in Seoul, Korea.
l. Hana Tour International on December 1-3, 2017 in Busan, Korea.
m. PATA Micronesia 3rd tri-annual meeting is on December 11-12, 2017 in Guam.
n. Tour of Guam December 10, 2017
o. Reminder to get involved with TripAdvisor and get your business posted on their app.
p. RFPs
    1. Travel Trade Incentives and Event Performance Audit Services
    2. Hong Kong Marketing Representative
    3. Digital Media Strategy and Execution Services
    4. MICE Coordinator
q. Ms Pilar Laguaña share that next meeting we will share the FY2018 budget and SMART goals with the NAP Marketing Committee Members.

NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING
WEDNESDAY, SEPTEMBER 6, 2017 - 2:00PM
GVB MAIN CONFERENCE ROOM

ADJOURNMENT

Ms. Bobbie Taitano made a motion and seconded by Mr. Gary Cruz to adjourn the meeting at 3:11 p.m. Meeting adjourned

Prepared by: _____
Gabbie Franquez, Marketing Coordinator

Reviewed by: _____
Mark Manglona, Marketing Manager

Approved by: _____
Pilar Laguaña, Director of Global Marketing

GVB RUSSIA & NEW MARKETS COMMITTEE MEETING
Tuesday, September 5, 2017, 10:00 a.m.
GVB Main Conference Room

PRESENT:	Bart Jackson, Bill Nault, Neil Urbano, Nadia Romanenko, Olga Tonkikh
ABSENT:	Akiko Futakami, Chris Yang, Echo Man, Elish Lee, Jane Koo, Jenny Cheon, Jenny Kim, Mari Buensuceso, Matthew Martin, Rolenda Faasuamalie, Roy Abraham, Ekaterina Sablan,
OBSERVER:	Kenji Sekine – Holiday Resort Guam
GVB STAFF AND MANAGEMENT:	Pilar Laguaña, Mark Manglona, Breeana Quitugua, and Alexsandra "Sasha" Karptsova (GVB Russia Office via skype call)

CALL TO ORDER

Chairman Bart Jackson called the Russia & New Markets meeting to order at 10:04AM.

APPROVAL OF PREVIOUS MEETING MINUTES

Mr. Neil Urbano made the motion seconded by Ms. Nadia Romanenko to approve the minutes of August 1, 2017. Motion approved unanimously.

REPORT OF THE CHAIRMAN

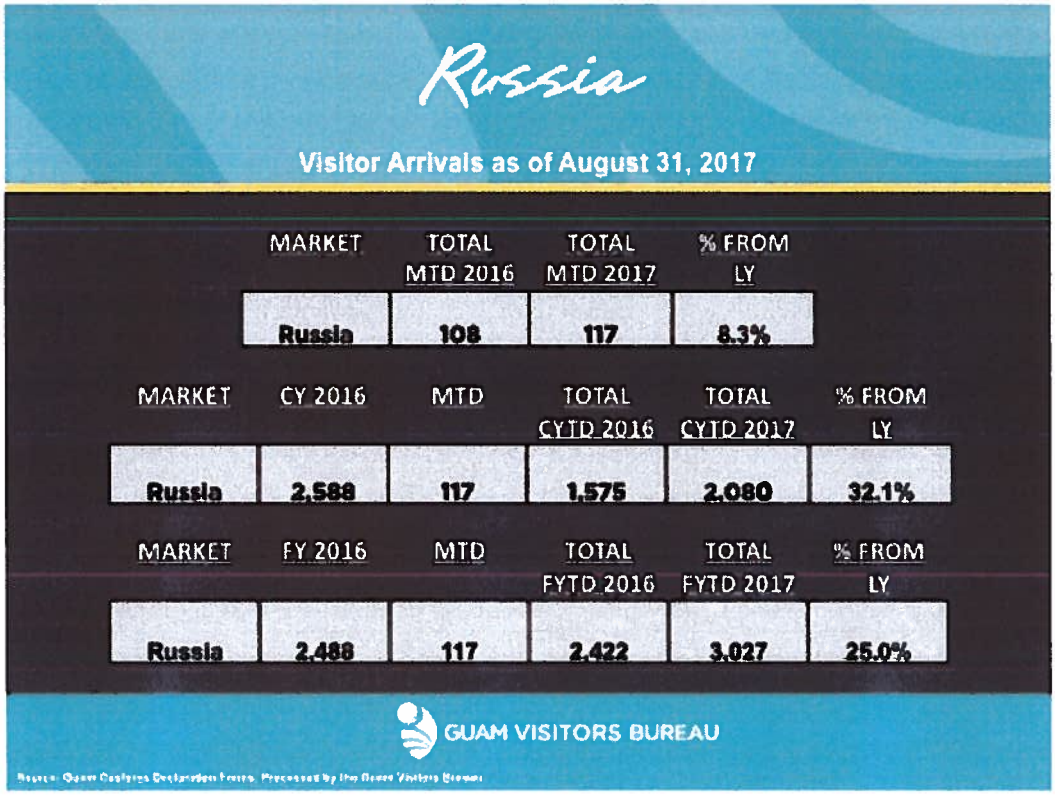
Chairman Jackson noted to remain vigilant especially of news report resources. Many rumors, gossip, and conspiracy theories are shared on Facebook and other social media platforms. Chairman Jackson asked that the committee share reported information that is found online with GVB as GVB is collecting the information.

Chairman Jackson added that Russians are nervous about the North Korea threat situation. More Russian visitors may have cancelled their trips to Guam if hotels offered a refund for accommodations. Chairman Jackson also shared that 18 school trips from Japan confirmed cancellation of their visit to Guam.

Regarding plans a promotions, Chairman Jackson notes that we should not enter into any long-term agreements or projects at this time. Remain flexible and proceed carefully.

REPORT OF GVB MANAGEMENT

A. Visitors Arrival Statics



Mr. Mark Manglona shared GVB Russia Visitor Arrivals with the committee and noted that the Russia market has seen an 8.3% increase from last month, a 32.1% increase from last year, and a 25% increase from last fiscal year.

OLD BUSINESS

9,5 months project completion (post-reports)

During the project Guam was promoted on TV (8 Channel) as a romantic destination. In July winning couple was awarded with the special prize by GVB – trip to Guam. After returning of winners from Guam special articles named "The best place for honeymoon "





Participation at Dragon Boat Competition organized by Korean Airlines

During the event active communication aimed at Guam promotion with local travel industry and media was established





Press-releases



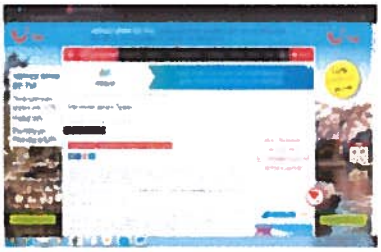
Travelinfo.ru



www.trilife.ru



Unitravel.pro



Tourprom.ru

Ms. Sasha Karptsova shared the success of the 9.5 months project, GVB Russia Office's participation at the Dragon Boat Competition organized by Korean Airlines, and completed press releases.

NEW BUSINESS

A. FY2017 4TH Quarter Activities

a. OTM Exhibition 2017

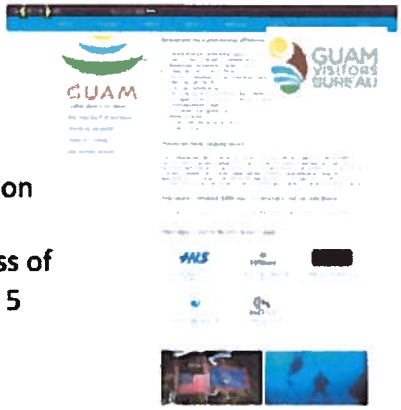
OTM Exhibition

Dates: September 4 - September 17

Format:

- Presence of the Destination Information at the expo platform
- Opportunity to engage tourist business of the destination in participating (up to 5 co-exhibitor companies)
- 3 hours online presentation (up to 5 speakers/presenters)
- "Small" virtual exhibitor booth webpage
- Database of Business contacts of professionals registered at the exponent's presentation

http://profi.travel/companies/1481/stand/guam_otm17#



Participating GVB members:

- HIS
- Hilton
- Bayview
- Encore
- Guam Plaza

OTM Exhibition began September 4th and will end on September 17th. Sasha shared that GVB's virtual boot webpage can be viewed as well as micro sites of participating GVB members.

b. Visa Free Campaign

Guam - Visa Free America Campaign

Area: European part of Russia

Format: Online

Important notice: 3 US Consulates in Russia (in Vladivostok, Novosibirsk and St. Petersburg) terminated issuing visas for Russian citizens since August 21. The only way to receive US visa is through US Consulate in Moscow where according to prognoses waiting time will increase dramatically

Positive side: Guam is a visa free US destination and Guam - Visa Free America Campaign gives a brilliant opportunity to attract maximum attention and to promote the island in the best way



Guam - Visa Free America Campaign

Time Plan

	august 2017				september 2017				october 2017			
Targeted Advertising												
tourister.ru												
tonkosti.ru												
tutu.ru												
meduza.io												
aviasales.ru												
Airlines Magazine												

Ms. Karptsova shared that three US Consulates in Russia (Vladivostok, Novosibirsk, and St. Petersburg) hav terminated the issuance of visas for Russian citizens. Russians must now visit the US Consulate in Moscow t receive a US visa. Guam remains a visa free US destination and this campaign gives us the opportunity to attrac more Russian visitors and promote Guam.

c. *North Korea Threat Monitoring*

Media monitoring of situation in North Korea

Current situation: Amount of news about North Korea threat has decreased significantly for the past weeks. However new act of aggression of North Korea towards Japan (August 29) and their announcement that it was only a training before an attack on Guam has increased the noise in media again. Video with the speech of the Governor of Guam was published calm down public





GVB Russia continues to promote Guam as a safe, family friendly destination. Ms. Pilar Laguana adds that th Governor's office has taken action and all government of Guam agencies have a crisis management plan i place. With the help of GVB's overseas offices, we have certain messages pre canned and translated for a markets in the event it must be shared.

d. Jeju Air

Meeting with Jeju Air

DATE: August 16th, 2017
TIME: 6:00 pm

Main discussion points:



- General introductions
- Overview of destination Guam and its current status in Russia
- Overview of Jeju Air and its current status in South Korea
- Jeju Air's past coop activities experience with GVB South Korea
- Possible opportunities for cooperation between Jeju Air and GVB Russia (especially for the upcoming SGF 2017 campaign)

Jeju Air flight schedule 1

Vladivostok (VVO) → Seoul (ICN)

Flight	Aircraft type	Origin	Destination	Day
7C5103	B737	04:00 PM	05:45 PM	Monday (September 25th, 2017 ~ October 9th, 2017)
		07:20 PM	09:40 PM	Wednesday (September 20th, 2017 ~ October 2nd, 2017)
		06:10 PM	08:05 PM	Friday (September 29th, 2017 ~ October 6th, 2017)
		07:20 PM	09:05 PM	Sunday (October 1st, 2017)
		06:10 PM	08:05 PM	Sunday (October 8th, 2017)

Flight	Aircraft type	Origin	Destination	Day
7C5103	B737	04:00 PM	05:45 PM	Monday (October 9th, 2017 ~ October 23rd, 2017)
		05:20 PM	07:05 PM	Wednesday & Friday (October 9th, 2017 ~ October 28th, 2017)
		05:20 PM	07:00 PM	Sunday (October 8th, 2017 ~ October 29th, 2017)

Jeju Air flight schedule 2

Seoul (ICN) → Vladivostok (VVO)

Flight	Aircraft type	Origin	Destination	Day
7C5102	B737	11:35 AM 02:05 PM 02:05 PM 02:05 PM	03:00 PM 05:30 PM 17:30 PM 05:30 PM	Monday (September 29th, 2017 ~ October 8th, 2017) Wednesday (September 29th, 2017 ~ October 8th, 2017) Friday (September 29th, 2017 ~ October 8th, 2017) Sunday (September 29th, 2017 ~ October 8th, 2017)

Flight	Aircraft type	Origin	Destination	Day
7C5102	B737	11:35 AM 12:55 PM 01:10 PM 12:55 PM	03:00 PM 04:20 PM 04:20 PM 04:20 PM	Monday (October 9th, 2017 ~ October 28th, 2017) Wednesday & Friday (October 9th, 2017 ~ October 28th, 2017) Sunday (October 15th, 2017) Sunday (October 22nd, 2017)

Ms. Karptsova shared that Jeju Air is positive about possible future co-operatives as well as the current fligh schedule between Vladivostok - Seoul – Guam.

e. *STI Workshop*

Workshop STI fall Far East Roadshow slide 1

GVB RUS Office has been participating at workshop STI roadshows for 2 years.

FORMATS:
Standard workshop
Morning session: workshop – individual meetings according to schedule, 1.5 hours, 15-minute intervals (by appointment made in advance on the event's website)
Afternoon session: seminars (40 minutes, in a fully equipped conference hall)
Business breakfast
Networking session at breakfast table followed by 25 minute presentations of participants

Workshop STI fall Far East Roadshow slide 2

BENEFITS:

- Show appreciation for Travel Agents
- Strengthen relations with TAs
- Networking and new contacts acquisition
- Share Guam`s upcoming campaigns and events
- In-depth interaction with TAs and their feedback, comments, needs

Workshop STI fall Far East Roadshow slide 3

Current status: ongoing/in progress.

Completed deadlines: Catalogue information, logo and contact information due by August 31st, 2017 has been sent to organizers

Nearest deadline: September 15th, 2017 – presentation details and GVB RU delegation members information to be sent to organizers

DATES:
- October 17th, 2017 – Azimut Hotel (Vladivostok)
- October 18th, 2017 – Khabarovsk City Boutique Hotel (Khabarovsk)
- October 19th, 2017 – Mira Hotel (Yuzhno-Sakhalinsk)

FORMATS:
- Standard full-day workshop format (Vladivostok & Khabarovsk)
- Business breakfast half-day format (Yuzhno-Sakhalinsk)

GVB will participate in the STI Fall Far East Roadshow from October 17-19, 2017. Member participation is highly encouraged.

ANNOUNCEMENTS

- Next Russia & New Markets Meeting | October 3, 2017 | 10:00 a.m.| GVB Main Conference Room
- GVB General Membership Meeting | October 6, 2017 | Speaker: Barbara Wold
- Shop Guam e-Festival | November 10, 2017 – February 28, 2018 | Download Free & get your offers in!
- Get involved with TripAdvisor and get business posted
- Committee participation is contingent on good standing with GVB membership.

ADJOURNMENT

There being no further business to discuss Director Bill Nault made a motion and Mr. Neil Urbano seconded to adjourn the meeting at 10:38am.

Prepared by: _____
Breeana Quitugua, Marketing Associate

Reviewed by: _____
Mark Manglona, Marketing Manger - North America & Pacific
(Replacement of Regina Nedlic, Marketing Manager – Russia & Philippines who is on GVB Mission in Cebu, Philippines)

Approved by: _____
Pilar Laguana, Director of Global Marketing