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GVB Board Packet: September 28, 2017

BENJAMIN CRUZ <speaker@senatorbjcruz.com> Thu, Sep 28, 2017 at 1:35 PM
To: 34th Guam Legislature Clerks <clerks@guamlegislature.org>

9/28/2017	9/2/2017	Guam Visitors Bureau	GVB board packet of September 28, 2017.*	34-17-1011

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OFFICE OF SPEAKER BENJAMIN J.F. CRUZ

Committee on Appropriations and Adjudication

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GL # 34-17-1011
Speaker Benjamin J.F. Cruz

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4 attachments

- Agenda_September282017.pdf 118K
- Exhibit_B_CASH POSITION_Sept272017.pdf 20K
- Exhibit_C_JMC_Minutes_Sept122017.pdf 1571K
- Exhibit_D_KMC_Minutes_Sept122017.pdf 1613K

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1011

REGULAR BOARD OF DIRECTORS MEETING
Thursday, September 28, 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 September 14, 2017.

III. CHAIRMAN'S REPORT

IV. PRESIDENT & CEO'S REPORT

V. TREASURER'S REPORT Exhibit B

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

Motion to ratify Executive Committee's travel approval 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	$2383.81		$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. GVB is partnering with the Guam Premiere Outlets with their generous support of paying for half of the

professional fee ($3000.00) and the Westin Resort who has committed to giving complimentary hotel accommodations for her (5) day stay.

Ms. Wold will be presenting to the GVB membership, the vendors and staff of Tumon Sands Plaza, Guam Premiere Outlets and the participants of the Shop Guam Festival 2018.

Issue: Board approval required.

B. NORTH AMERICA & PACIFIC MARKETS

DEMA SHOW 2017 & GUAM DIVE SEMINAR

Motion to approve travel for two GVB marketing staff to attend the DEMA Show 2017 in Orlando, Florida from November 1-4, 2017. (Cost is approximately from $6,500.00 from Acct. No. US-SMD023)

Travel Expenses:	
Airfare: $2,000 x 2 pax	$4,000.00
Two Marketing Staff Per Diem: $192 x 5 days x 2 pax	$1,920.00
Misc. Expenses (Communications, excess baggages, etc.)	$580.00
TOTAL ESTIMATED EXPENSES:	$6,500.00

Background: Guam Visitors Bureau (GVB) is a member of Diving Equipment & Marketing Association (DEMA) and plans attend the DEMA Show. DEMA is the world's only international trade-only event for the dive industry. GVB will have the opportunity to connect face-to-face and network with more than 9,000 credentialed experts from every aspect of the diving, action watersports and travel professions. This event is attended by travel sellers throughout the world and is the best event for showing the Guam destination to travel agents that organize dive group trips.

As the gateway to Micronesia and America in Asia, Guam is strategically positioned to accommodate the dive enthusiasts as a quick layover, looking for a safe US destination or as a destination with many adventures and shopping options. Scuba diving and diver travelers are known as affluent travelers contributing to the overall tourism industry on Guam. According to results from the 2015 GVB Guam Scuba Dive Survey, the average total expenditure per dive was $163.33. The average number of dives per diver was 3 dives. Based on this data, the average gross revenue per diver amounted to $449.17. In FY2015, based on Guam's major markets alone, 125,498 visitors participated in diving. Based on this data, a conservative estimate can be made that, from our major markets alone, the total gross diving revenue in 2015 is $56,369,635.12.

While participating at the DEMA Show 2017, GVB looks forward to sharing the 2018 Events Calendar to give the divers more time to plan their next dive trip and choose destination Guam. The Guam Visitors Bureau will be joining the Micronesian Pavilion together with Palau Visitors Authority and other Micronesia partners to create a strong regional presence supported by United Airlines and to conduct a Micronesia Seminar to familiarize attendees on the region, diving and other optional activities.

Issue: Board approval required for travel.

PATA MICRONESIA CHAPTER 3RD TRI-ANNUAL MEMBERSHIP MEETING

Motion to approve travel for two (2) Marketing Staff to attend the PATA Micronesia Chapter 3rd Tri-Annual Membership Meeting in Palau from November 12-18, 2017. (Cost is approximately $6,500.00 from Acct. No. PA-SMD024)

Airfare: $900 x 2 pax	$1,800.00
2 Marketing Staff Per Diem: $340 x 6 days x 2 pax	$4,080.00
Unanticipated Expenses (Communications, excess baggages etc)	$620.00
TOTAL ESTIMATED EXPENSES:	$6,500.00

Background: Guam as an active member of the PATA Micronesia Chapter and the lead in the PATA Micronesia Chapter Committees, will be attending the PATA Micronesia Chapter 3rd Tri-Annual Meeting in Palau. The meetings are rotated among the islands depending on the availability of hosts. We would like to encourage membership from the region at the local and government level to become active and to engage with the PATA Micronesia Chapter in hopes to continue the effort to promote travel to Micronesia.

United Airlines is a sponsor of the PATA Micronesia Chapter Meetings in the region, providing discounted airfare for travel within Micronesia. Additionally, the PATA Micronesia Chapter has been appointed by the Micronesia Island Forum to be the official tourism body for the region.

Issue: Board approval needed for travel.

C. RESEARCH

D. RUSSIA & NEW MARKETS

E. VISITOR SAFETY & SATISFACTION

F. CULTURAL & HERITAGE

G. SPORTS & EVENTS

H. ADMINISTRATION & GOV'T RELATIONS

Motion to approve FY2018 budget allocation.

Issue: Board approval required.

I. DESTINATION MANAGEMENT

J. GREATER CHINA

K. JAPAN

Committee minutes dated September 12, 2017 **Exhibit C**

GUAM KO'KO' KIDS RUN AND HALF MARATHON

Motion to approve travel for three (3) GVB Japan staff to join the Guam Ko'ko' Kids Run and Half Marathon 2017 from October 27-29, 2017. Estimated cost is of travel is $4,650.00 from FY2017 JA-SMD003.

Airfare:	$1,000 x 3 pax			$3,000.00
Per Diem:	Guam	Per Diem	Days	
	Acting Japan Director	$62.50	6	$375.00
	2 pax GVB Japan Staff	$62.50	3	$375.00
Japan Transportation to/from airport	$100 x 3 pax			$300.00
Guam ground transportation	$100 x 6 days			$600.00
			Total:	$4,650.00

Background: 4 delegates from Sado Toki Marathon, 4 delegates from Nikkan Sports Toyohiragawa Marathon as well as representative runners from respective cities will visit Guam to take part in the Ko'ko' sports events. Acting Japan Director, Travel Industry Marketing Rep. and Web Marketing Coordinator will escort the delegations and assist with registration and operations for Japanese runners during the events. In addition, Acting Japan Director will attend the monthly JGTA meeting the week prior to the Ko'ko' race events to further establish relations with the local receptive operators for the Japan market. Internal meetings will be scheduled with GVB management to discuss continued efforts for the Japan recovery plan.

L. KOREA

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

Motion to approve travel for Director Jackson to attend the Hotel Investment Conference Asia Pacific (HICAP) 2017 in Hong Kong from October 18 - 20, 2017. Cost is approximately $4,400.00 from FY2018 Korea Marketing Budget Account # KO-SMD023.

Breakdown:

Airfare:	$1,500.00
Lodging Per Diem: $355 x 4 days + 25%	$1,775.00
M&IE Per Diem: $180 x 5 days + 25%	$1,125.00
	$4,400.00

Background: For 26 years, HICAP has been the unequaled annual gathering place for Asia-Pacific's hotel investment community, attracting the most influential owners, developers, lenders, executives, and professional advisors from around the globe.

This is an opportunity to connect with the key players in the industry at HICAP. HICAP draws internationally influential decision-makers, experienced advisors and specialists, and industry pundits.

Various events will take place this year, such as, the HICAP Awards – Lifetime Achievement Award; Deal of the Year Award; Sustainable Hotel Awards; and Rising Star Award Asia Pacific.

Action: Board approval required for travel.

M. MEMBERSHIP & COMMUNITY OUTREACH

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

- Ko'ko' Press Conference: 6pm, Thursday, October 5, 2017 at the Guam Museum
- Quarterly Membership Meeting: 11am, Friday, October 6, 2017, The Westin Resort Guam, Somnak Room
- Barbara Wold Presentation for Shop Guam participants, Small Business Development Center, GHRA, and UOG Professional and International Programs: 1:30pm, Friday, October 6, 2017, The Westin Resort Guam, Somnak Room

Upcoming Board Meetings:

- Thursday, October 12, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, October 26, 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

5. Management to look into lack of restrooms at Plaza de Espana and surrounding area
   → Management reached out to the Guam Museum; their restrooms are open to the public

6. Overgrown trees along Ypao Road
   → Flame tree to be trimmed within the next few weeks

7. Stray dog issue
   → Destination Specialist Ada reached out to Mayor Rivera on September 22
   → Mayor Rivera is working with Animal Control Division and the Governor's Office

8. Streetlights out near California Pizza Kitchen
   → Resolved

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**	**$ 21,142,472.00**	**99%**	**$ 140,000.00**	**1%**
Destination Development	**$ 1,085,000.00**	**$ 1,085,000.00**	**100%**	**$ -**	**0%**
Rainy Day Fund	$ 200,000.00	$ 200,000.00	100%	$ -	0%
Cultural & Sports Ambassador Fund	$ 200,000.00	$ 200,000.00	100%	$ -	0%
Pass-Thru	$ 1,085,000.00	$ 1,085,000.00	100%	$ -	0%
TOTAL	**$ 23,852,472.00**	**$ 23,712,472.00**		**$ 140,000.00**	

TOTAL RECEIVABLES FY 2017 **$ 140,000.00**

TOTAL RECEIVABLES **$ 177,500.00**

Accounts

RESTRICTED

Bank of Guam - Rainy Day Fund[1]	$ 2,286,009.50
Cultural & Sports Ambassador Fund[2]	$ 544,577.90
TOTAL RESTRICTED	**$ 2,830,587.40**

UNRESTRICTED

Bank of Guam - Operations	$ 13,604,264.62
First Hawaiian Bank - Membership	$ 109,647.43
Resona	$ 889,152.75
Bank of Guam - TAF	$ 631,560.98
Raymond James - CD value as of 08/31/2017[3]	$ 2,536,610.36
TOTAL UNRESTRICTED	**$ 17,771,236.14**

TOTAL CASH as of 09/27/2017	**$ 20,601,823.54**

Current Payables

Asatsu invoices MAR - JUL	$ 931,039.89
Japan Invoices	$ 256,704.42
Guam Invoices	$ 211,962.72
Pass-Thru	$ 35,833.34
Encumbered Contracts	$ 1,472,005.44
Encumbered Purchase Orders	$ 134,266.09
TOTAL as of 09/27/2017	**$ 3,041,811.90**

NOTES

NOTE 1

$2,286,009.50	Rainy Day Fund
($260,869.48)	Reimbursable Rainy Day Expenses - Japan
$2,025,140.02	

NOTE 2

$544,577.90	Cultural and Sports Ambassador Fund
($63,550.00)	Cultural and Sports Ambassador expenses - reimburse Operations
$481,027.90	

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	

EXHIBIT

JAPAN MARKETING COMMITTEE MEETING – Tuesday, September 12, 2017

JMC MEMBERS PRESENT: Milton Morinaga, Tak Takano, Toshio Akigami, Bill Nault, Satoru Murata, Mike Lee, Kiyoshi Kawano, Monte Mesa, Bunichi Yamashita,

OFF-ISLAND:

OBSERVERS/GUESTS PRESENT:
Kenji Sekine, Yoshihisa Otani, Kazu Atsuta, Eilis Baldevia, Mark Anderson, Ayisha McKinnon, Koji Nagano, Masayo Ibay, Yoshiaki Kanemitsu, Shizuyo Okabe, Katsuhiko Yoshida, Kimi Passeur, Akihiro Tani, Sachiyo Tanimoto, Akiko Futakami, Mai Perez, Kyoichi Aoki, Russell Ocampo

ABSENT: Mitsunori Takahashi, Suzanne Perez, Miwa Bravo, Simon Odoca, Terry Debold, Kazunori Hotta, Bonnie Lee, George Johnson, Yusuke Imazu, Mari Oshima, Dave Duenas

GVB: Nathan Denight, June Sugawara, Nico Fujikawa, Namkyung Lee (Intern)

ADK: Koichi Hoshino, Yumi Yabe

SKYPE:

CALL TO ORDER

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

APPROVAL OF MINUTES

Motion made by Mr. Murata and seconded by Mr. Lee to approve the minutes of August 8, 2017. Minutes approved.

REPORT OF CHAIRMAN

Chairman Morinaga reported his recent trip to Nagoya and Osaka for JGTC meeting. The plan of business and students group tour to Guam for this year has been down due to North Korea (NK) issue. Agents are working on a recovery plan. We are presently losing flights while Korean LCCs have been increasing. Chairman Morinaga also reported that the following week, together with the Governor, he had a courtesy call with Japan Airlines and requested to increase additional flights. Japan Airlines is delight to serve more flights to Guam, but their strategy is not increasing flights but upgrading flights themed as "Sky Suite" with high-end in-flight service. Chairman and the Governor also met with the Japan House of Representatives regarding LCC regulatory issues. We are expecting HK Express flight three times a week from Nagoya in October and GVB will be supporting as much as we can.

Chairman Morinaga reported to the committee that Mr. Nault will be the Chairman of the JMC starting from the new fiscal year.

Ms. Satomi Yamamoto has resigned from the Director of Japan Market. As an interim, Mr. Hiroshi Kaneko will be the Acting Director of Japan Market until the position is filled.

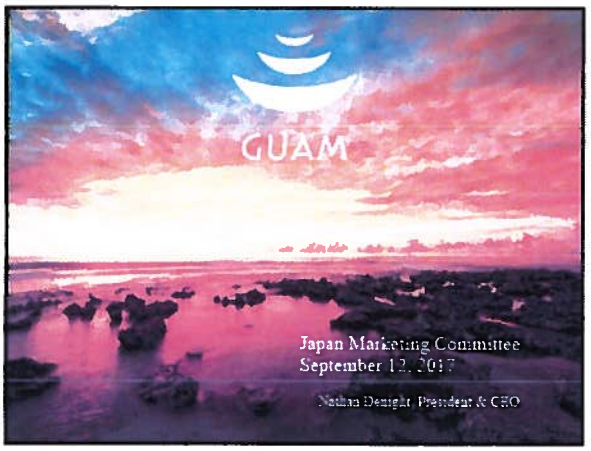
GVB is celebrating 50th Anniversary of Tourism so we should use this more rather than recovery campaign.

REPORT OF MANAGEMENT

Mr. Denight reported on the current status on the budget. The legislature passed the budget for GVB as rollover but the Governor has vetoed the budget. It is now in the hands of the legislature to make changes or override the veto. For the Japan market, the budget will be between 7.5 to 8.5 million dependent on the Board's final decision.

Mr. Denight reported on the following:

- Three Month Forecast
- Charter Flight Update
- Air Service Development
- Japan Market Update
- Kanto Sales
- Hokkaido
- Tohoku
- Chubu/Hokuriku/Koshinetsu
- Osaka
- Kyushu
- PR & Marketing
- PR & Marketing – "Normal Guam" Exposures
- PR & Marketing – Travel Trade Exposures
- PR & Marketing – SP Event – Guam Ko' Ko' Half
- Homepage & SNS
- Frequently Asked Questions



August 2017

August 1-31, 2017 — Total: 143,677 (-0.7%)

% Market Mix	Origin	2016	2017	% to LY
47.6%	Japan	79,142	68,361	-13.6%
40.7%	Korea	44,969	58,411	29.9%
1.2%	China	2,078	1,776	-14.5%
0.5%	Hong Kong	633	735	16.1%
1.6%	Taiwan	3,464	2,300	-33.6%
4.1%	US/Hawaii	6,827	5,930	-13.1%
0.9%	Philippines	1,468	1,312	-10.6%

Calendar Year to Date 2017

January–August 31, 2017 — Total: 1,050,984 (+4.0%)

% Market Mix	Origin	2016	2017	% to LY
42.7%	Japan	490,963	448,884	-8.6%
41.7%	Korea	348,770	438,546	25.7%
1.6%	China	19,864	16,697	-16.7%
1.2%	Hong Kong	5,240	11,188	128.2%
2.3%	Taiwan	29,818	24,284	-18.6%
5.1%	US/Hawaii	52,726	53,239	1.0%
1.1%	Philippines	11,908	11,392	-12.4%

Fiscal Year to Date 2017

October 2016–August 31, 2017 — Total: 1,441,913 (+4.7%)

% Market Mix	Origin	2016	2017	% to LY
43.7%	Japan	607,627	630,484	3.8%
41.8%	Korea	475,245	590,552	24.3%
1.5%	China	24,449	21,884	-10.5%
1.1%	Hong Kong	7,859	15,686	99.6%
2.4%	Taiwan	38,844	33,925	-12.7%
4.9%	US/Hawaii	69,653	71,148	2.1%
1.3%	Philippines	17,982	18,419	2.4%

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 Tanaka
  - 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 Yasuko 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



3 Month Forecast

Month	Forecast	LY Arrival	% Arrival	2017 Seats	2016 Seats	% Capacity
September	48,000	65,130	-26.30%	72,076	83,757	-13.91%
October	33,000	55,636	-40.69%	73,144	75,884	-7.39%
November	39,000	59,918	-34.91%	79,699	74,649	6.76%

(Data Source : Data MI, JGTA and other MI.)

(as of 12Sep. 2017)

Charter Flight Update

Charter Forecast 2017: January to December

(as of 12Sep. 2017)

Charter Capacity Comparison: 2017 v.s. 2016

- In 2017, Total capacity is expected 40,583 seats. (234 flights)
  8 airlines : China Airlines, Japan Airlines, JIN Air, JEJU Air, Korean Air, T'way, United and Uzbekistan.
- In 2016, Total capacity was 20,515 seats. (100 flights)
  3 airlines : T'way, Korean Air and China Airlines.
- Comparison with LY
  Capacity Growth in 2017 : 198% v.v. LY. (+20,067 seats, +134 flights)



Charter Flight Update

Year-end Charter Plan :

(as of 12Sep. 2017)

Departure port	Month	Airline	Cluster	Departure Date	Dep. Time	Operation
Manila (MNL)	Dec	China Airlines	MNLGUM	29-30Dec.17	PM	Charter
Taiwanese (TAH)	Dec	China Airlines	TAHGUM	30Dec.17	AM	Charter
Hiroshima (HIJ)	Dec	China Airlines	HIJGUM	30Dec.17	AM	Charter
Kansai (KIX)	Dec	China Airlines	KIXGUM	30Dec.17	AM	Charter
Manila (MNL)	Dec	KoreanAir	MNLGUM	29-30Dec.17	PM	Charter
Nagoya (NGO)	Dec	KoreanAir	NGOGUM	30Dec.17	PM	Charter
Okayama (OKJ)	Dec	KoreanAir	OKJGUM	30Dec.17	AM	Charter
Kanazawa (KMQ)	Dec	KoreanAir	KMQGUM	30Dec.17	PM	Charter
Fukuoka (FUK)	Dec	Jin Air	FUKGUM	30dec.17	AM	Charter
Nagoya (NGO)	Dec	Jeju Air	NGOGUM	29-30Dec.17	PM	Charter
Manila (MNL)	Dec	T'way	MNLGUM	29-30Dec.17	AM	Charter
Kansai (KIX)	Dec	T'way	KIXGUM	29-30Dec.17	AM	Charter
Nagoya (NGO)	Dec	Uzbekistan	NGOGUM	29-30Dec.17	AM	Charter

Summary :

- NRT : 1,482, NGO : 1,200, KIX : 493, FUK : 390, HIJ : 156, OKJ : 138, TAK : 156, KMQ : 138.
- G/Total : 4,133 seats.

Air Service Development

(as of 12Sep. 2017)

NGO-GUM Launch : HK Express

- Launch party and press conference are planning to hold at Nagoya downtown or Centrair before inaugural flight.
- Discussing with Tokyo office and the detailed information will be announced in September.
- FAM Tour : discussing with Sales team in Tokyo.
- Special campaign : ¥ 3,980 for OW.
- Frequency : 3 times a week (Tue, Thu, Sat)

HKexpress



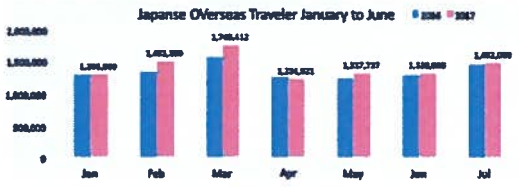


Japan Market Update

(as of 12Sep. 2017)

Japanese overseas travelers (January ~ October 2017)

- Japanese overseas travelers were up 3.2% year on year to 1,482,000 in July 2017.
- Seven months total has resulted in 9,904,700 (+6.0%)



Japan Market Update

(as of 12Sep. 2017)

Fuel Surcharge (October 2017~)

- JAL and ANA have announced that fuel surcharge may possibly remain unchanged for tickets issued on/after October 1st to end of November.
- The fuel charge is the same as the one applied for the period of August to September.

Airlines	August 1st to September 30th	October 1st to November 30th
Japan Airlines	¥2,000	¥2,000
United	¥2,000	No official announcement
Delta	¥2,000	No official announcement
T'way	¥2,000	No official announcement
All Nippon Airways	¥2,000	¥2,000

(Round trip rate from Japan to Guam)

Japan Market Update

(as of 12Sep. 2017)

- Competitors Activities : Charter package products

Departure Port	Departure	Destination	Airlines	Package Price	Duration
Chubu	18-Sep-17	Jeju Island	T'way	¥ 79,800 ~	3 days
Chubu	01-Oct-17	Canada	Japan Airlines	¥ 498,000 ~	7 days
Sendai	20-Oct-17	Samarkand	Uzbekistan	¥ 258,001 ~	8 days
Sapporo	20-Nov-17	Tahiti	Air Tahiti Nui	¥ 548,000 ~	6 days
Narita	20-Nov-17	Tahiti	Air Tahiti Nui	¥ 548,000 ~	6 days
Narita	24-Dec-17	Copenhagen	Scandinavian Airlines	¥ 279,900 ~	8 days

- Competitors Activities : Marianas Visitors Authority (MVA)

MVA has launched $ 100 coupon campaign for the coming October to December.
Target : 1,800 pax.
Coupon : use in Saipan for meal, optional tour etc. (12 years old or above only)
Validity : ~ January 5th, 2018.





Japan Market Update

(as of 12Sep. 2017)

- Japanese LCC users : (JTB Research & Consulting survey)
  The ratio of LCC experiences on the domestic routes was 25.5% in 2017, three higher points than the last survey in 2015.
  Kansai : 33.9%.
  Kanto : 21.8%.
  Chubu : 20.1%
- JAL will deploy a B777 with "SKY SUITE" for all Honolulu and Kona service from the coming this October.
- JAL also announced that for Guam operation, refurbished B767-300 equipped with "SKY SUITE" will operate from winter schedule this year. (JL941/JL942)
- Silk Air is planning to conduct 6 round-trip charter from Singapore to Nagasaki, Oita and Kagoshima from November 20th to 25th with JTB exclusive package tour. Price level stay around ¥ 12,9900 ~ ¥ 20,9900.
- Air Asia has announced that the company has newly opened "Air Asia Sales Center" at Shinjuku in Tokyo Metropolitan on September 1st. The shop is aiming to sell air ticket directly to their customer and ancillary product. The second shop may possibly open in Nagoya.

Kanto Sales

(as of 12Sep. 2017)

Recovery action (Resale program)

HIS :

- Targeting 1,000 departing from Narita.
- Travel month : September.
- Price : ¥ 39,800 ~
- Carrier : United, Delta and JAL.
- LeaLea optional coupon to customer (2 years old or above)
- Final monthly target (pax number) 105% v.v. LY
- GVB will support for resale activities.



Kanto Sales

Recovery action (Resale program)

JALPAK :

- Targeting 800 departing from Narita.
- Travel month : September ~ Novmber
- Price : ¥ 39,800 ~
- Carrier : JAL
- JALPAK meal coupon to customer (2 years old or above)
- Final monthly target (pax number) : 99 % v.v. LY
- GVB will support for resale activities.

Kanto Sales

Year-end Charter Product

- The exclusive package tour has started selling from major wholesalers.
- Holiday period is short, 5days long period.
- Customer is expected to depart on either December 29th or 30th.
- Price level :
  JTB : ¥ 97,000 ~ 333,000 (4days)
  HIS : ¥ 84,800 ~ 419,800 (3 ~ 5days)
  NTA : ¥ 154,900 ~ 315,900 (5days)



Kanto Sales

Kairyo Expo hosted by JTB

- Targeting Corporate sales reps in JTB group.
- Share update destination & Airline information.
- JTB 50 overseas branch managers joined.
- Over 450 JTB sales people attended the event.





Kanto Sales

KIRA Update : Kashiwa International Relations Association

Senior Tour in May, 2018 (60 - 70generation)

- They are planning to send a senior citizen tour in May 2018.
- Group size is 20 ~ 30 members.
- The tour includes UOG adventure program (English study program), experience Guam culture (dance, craft etc.) and sightseeing.
- Tour price is estimated more than ¥ 300,000 pp.
- The price level is far higher than what they have expected.
- To meet their requirement, GVB has introduced some of local optional tour companies.
- No influence on the tour due to NH issue.



北海道

Seminar with Airlines in August 2017

- On-line carriers : United, Cathay Pacific, Eva Air, Hawaiian and Air Asia.
- Tourism office : GVB, Hawaii, Thai, Macao, China, Malaysia and Paran.
- Over 160 consumer has attended the seminar for 3 days period, August 22nd ~24th.





北海道

Travel Fair AKAPKA in Sapporo 2017

- There was no negative influence on NK issues.
- GVB has welcome more than 50 families with planned trip to Guam.
- Nearly 20,000 consumer has attended the travel fair for 3 days-long period, August 25th ~ 27th.





Tohoku

Education Seminar in Tohoku

- Sendai : September 6th , hosted by Miyagi Prefectural Government.
- Yamagata : September 13th , hosted by Miyagi Prefectural Government.
- Yamagata : September 13th , Airline joint Seminar (Asian, Eva air, China airlines)
- Sendai Airport official join the seminar for growth of airport utilization and new business development.




Chubu/Hokuriku/Koshinetsu

Year-end Charter Product

- The exclusive package tour has started selling from major wholesalers.
- Holiday period is 5days only.
- Customer is expected to depart on December 29th or 30th.

Price level :
JTB : ¥ 189,900 ~ 259,900 (4days)
HIS : ¥ 134,000 ~ (5days)





Osaka

Market update

- The planned school trips traveling in September and forward have been cancelled due to NK issue.
- JGTA Kansai message is TAs and GVB will closely working together to retain group volume for the next season.
- T'way is considering any resale plan by providing special price for particular flights where cancellations have happened.

Chubu/Hokuriku/Koshinetsu

Market update

- Air Seoul has launched service from Incheon to Guam on September 12th, which has resulted in providing air route via Hiroshima, Yamaguchi and Kansai.
- The package tour departing from Hiroshima has already marketed.
- Citizen tour planned by Okayama city is now under consideration for participating in Micronesia Island Fair next year.

Kyushu

Market update

- Postponed Guam TV program tied up with local TV and JTB Kyushu due to NK issue and the program is planned to broadcast around end of September.
- Attended School trip seminar on August 2nd.
- Still receiving inquiries about Guam school trip departing next year.

Seminar & Event Information

- September 7th : Americas & Guam seminar.
- September 8th : LIFE Festa 2017



Kyushu

Year-end Charter Product

- The exclusive package tour has started selling from major wholesalers.
- Duration : December 30th ~ January 3rd

Price level :
JTB : ¥ 209,000 ~ 409,000 (5days)
HIS : ¥ 209,000 ~ 409,000 (5days)





PR & Marketing

Tourism Expo Japan 2017

- Tourism Expo Japan 2017 for September 21&22 for Trade and 23&24 for Consumer
- Pleasure Island Guam ,JGTA and Skydive Guam will participate as Sub exhibitors.
- Guam Tourism Expo 2017 will be shifting to B2B from B to C mainly, Pleasure Island will utilize the opportunities as well as GVB on Sep.21&22.

(GUAM Booth Layout in 2017)



- Booth design will be proposed soon under new Branding of "InstaGuam"
- VR experience with 2,000 goggles
- Mr.Guam & Ms.Guam photo session
- Culture show by Jessa& Ruby and dancers
- SNS booth with culture costume such as Coconut leave skirt and dancing sticks.

PR & Marketing

Getty GVB Photo Image Library

- For GVB Members, account available is prepared to promote Guam.
- URL : https://guamvisitorsbureau.gettyimages.com/



Till Noon October 2nd ,2017

- User Name: gvb_member17
- Password: gvbmember17_guam

Starting 10AM October 2nd ,2017

- Name:gvb_member18
- Password: gvbmember18_guam

PR & Marketing
"Normal Guam" Exposures

For GVB Members,
1: <TV> "Zoom in Saturday!" by NTV (nationwide)

On air: During 5:30AM-8:00AM, September 2, 2017
Cost to GVB: NONE (GVB/J provided a photo data to NTV)
Contents: Mr. Shigeru Matsuzaki appeared in the talk section of the program. Program's MC, Mr. Kazutomo Miyamoto (ex-Giants player) and Mr. Matsuzaki were both introduced as Guam Ambassador-at -Large whitin the program. No NK issue talk was held. Mr. Matsuzaki sang his famous "Memory of Love" song at Guam stage during IATA about 2 decades ago.



"I've been acting as "Guam Ambassador-at-Large for the last 2 decades



"Mr. Miyamoto is also "Guam Ambassador-at-Large"

PR & Marketing
"Normal Guam" Exposures

2: <TV> "Puni Puni Travel Exciting Guam!
10 Things to Do on Guam" by Aichi TV (nationwide)
On air: During 4:00PM-5:15PM, September 2, 2017
GVB/J Tie-in PR, cost paid via ADK
AD Value : at least $ 2,276,388 (at ¥114.60 rate) just for TV
Actual cost : $ 34,904 (at ¥ 114.60 rate)





PR & Marketing
"Normal Guam" Exposures

Continued,

Starring "PUNI" (chubby) celebrities, Uchiyama-kun, Kayo Noro (ex AKB48), and Yu Yashim, the whole Program featured Guam including Two Lovers Point, The Terazza at Dos Amantes, Chamorro Village Night Market, Outrigger Guam, Rental Car, Sky Diving, The Cabstest, Tagada Guam, The Knocked Egg, JP Store, Guam Adventures Off Road Buggy Tour, Nana's Cafe Crack'in Crab dinner, Meskla Dos, Fisheye Marine Park's dinner show, and Tumon Beach.

The program has launched its web-site and Instagram, with direct link to GVB/J's "Kore" campaign site



←Link to GVB/J "Kore" campaign site



PR & Marketing
Travel Trade Exposures

<Web>
Travel Vision
August 23 issue
1.3 million PV

Post Report on Guam Hafa Adai Study Tour

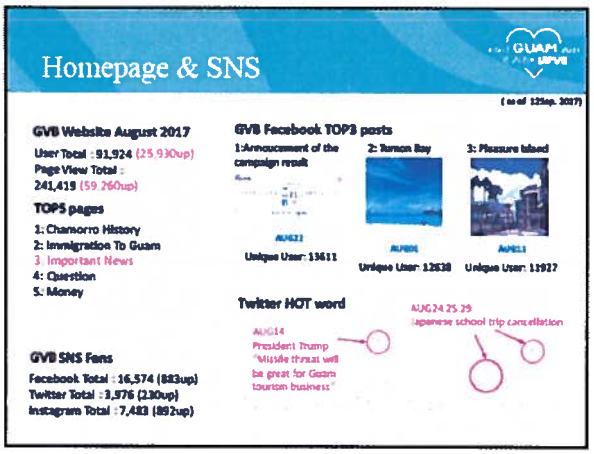
Mice Facilities/ Instagram Spots

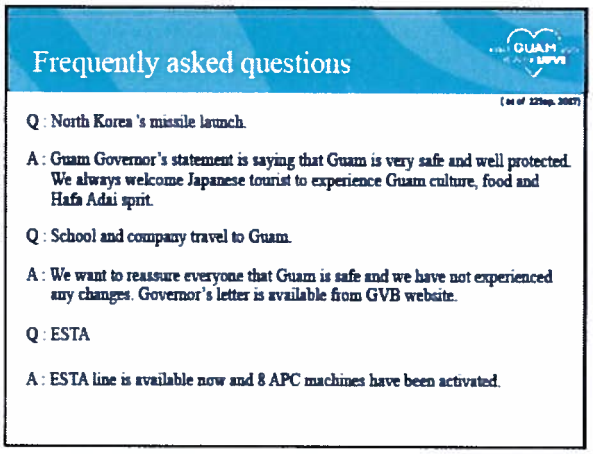





PR & Marketing
Travel Trade Exposures
<Magazine>
Travel Journal
September 4 issue
Circ : 7,000
Post Report on
Guam Hafa Adai
Study Tour
Reasons why
Guam is selected
By MICE
-Unique venues
-SNS spots
グアムが選ばれる理由


PR & Marketing
SP Event –Guam Ko'Ko' Half
Run Girl Night
2017.9.9
"Run Girl Night"
Date: 2:00PM- 8:00PM, September 9, 2017
Venue: Odaiba Area, Tokyo
Target: 1,000 female runners over 18 years old
Main Sponsor: Coca Cola Japan, UNIQLO
GVB/J will be inviting 2 runners to participate to upcoming Guam
Ko'Ko'Half Marathon by a raffle.
GVB/J staff will attend the event as a Pres


Homepage & SNS
GVB Website August 2017
User Total : 91,924 (25,930up)
Page View Total :
241,419 (59,260up)
TOP5 pages
1: Chamorro History
2: Immigration To Guam
3: Important News
4: Question
5: Money
GVB Facebook TOP3 posts
1:Announcement of the campaign result
2: Tumon Bay
3: Pleasure Island
Unique User: 13611
Unique User: 12838
Unique User: 11927
Twitter HOT word
AUG14
President Trump "Missile threat will be great for Guam tourism business"
AUG 24 25 29
Japanese school trip cancellation
GVB SNS Fans
Facebook Total : 16,574 (883up)
Twitter Total : 3,976 (230up)
Instagram Total : 7,483 (892up)


Frequently asked questions
Q : North Korea 's missile launch.
A : Guam Governor's statement is saying that Guam is very safe and well protected. We always welcome Japanese tourist to experience Guam culture, food and Hafa Adai spirit.
Q : School and company travel to Guam.
A : We want to reassure everyone that Guam is safe and we have not experienced any changes. Governor's letter is available from GVB website.
Q : ESTA
A : ESTA line is available now and 8 APC machines have been activated.


Si Yu'os
Ma'åse'

REPORT OF ADK

Report by Mr. Hoshino of ADK:

FY2018 Strategy and Plans

- FY18 Goal
- FY18 Key Strategy
- FY18 MS vs Budget Allocation by Market

FY18 Marketing Calendar

Quick Recovery – Oct. - Dec. 2017

- FY18 Key Strategy – Block negative impact due to N. Korea Issue

AD/PR Promotions

- GVB & Travel Industry Cooperative Program
- FY18 SHOP GUAM e-Festival 2017
- HK Express Inauguration Cooperative Program

Upcoming Activities

2018 InstaGuam – Jan. - Sept. 2018

- FY18 #InstaGuam Campaign

PR through the Year Activities

- Instagrammers on Guam on Monthly Basis
- Genic Magazine Tie In
- GG Magazine Tie-in for True Senior Market
- Food Festival in Japan – "Niku Festival"

PR Summer Program

- Guam Summer Kids Program

JMC Meeting – Sept.

FY 18 Plan for Japan Market

Sept. 12, 2017
ASATSU-DK INC.

ADK

FY18 Strategy and Plans

ADK

Strategy: FY 18 Goal

- FY17 Result (Results + projection)
  - 907,269 seats (yoy: -8.9%)
  - 689,524 visitors (yoy:-8.4%)
  - LF: 76.0%
- FY18 Marketing Goal
  - 900,000 seats (yoy: -0.8%)
  - 650K – 675K visitors
  - LF: 75.0%

Source: GVB Japan

ADK

Strategy: FY 18 Key Strategy

- FY18 Overall Key Strategies
  - Area Strategy:
    - ✓ Sustain local markets to prevent further decline in air seats
  - Target Segment Strategy:
    - ✓ Focus on OL market to revitalize Guam
  - Recovery Strategy
    - ✓ Block negative impact due to N. Korea issue
  - Consumer Strategy
    - ✓ More impactful promotions to get more attention
    - ✓ Maximize use of Instagram, the most powerful SNS
  - Travel Trade Strategy
    - ✓ From branding to more 'Call to Action' activities

ADK

Strategy: FY 18 MS vs Budget Allocation by Market

- Shift more budget to local markets

	FY17 Market share (%)	FY18 Target Budget Share (%)	Balance (% point)
Kanto (Tokyo)	50.2%	30.0%	-20.2%
Kinki (Osaka)	18.9%	25.0%	6.1%
Chubu (Nagoya)	12.6%	20.0%	7.4%
Kyushu (Fukuoka)	4.1%	10.0%	5.9%
Tohoku (Sendai)	3.4%	10.0%	6.6%
Hokkaido (Sapporo)	2.2%	5.0%	2.8%
Others	8.6%	0.0%	-8.6%
Total	100.0%	100.0%	

Source: GVB Research

ADK

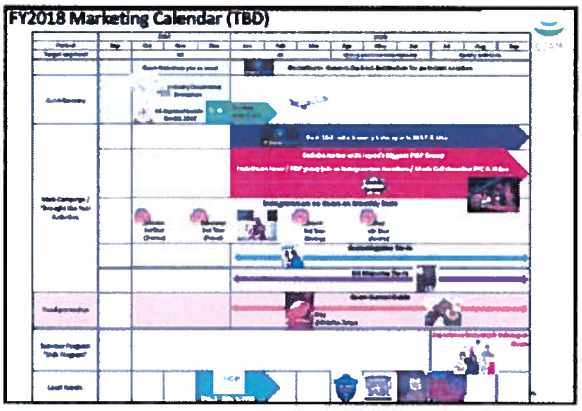
Strategy: FY 18 MS vs Budget Allocation by Market

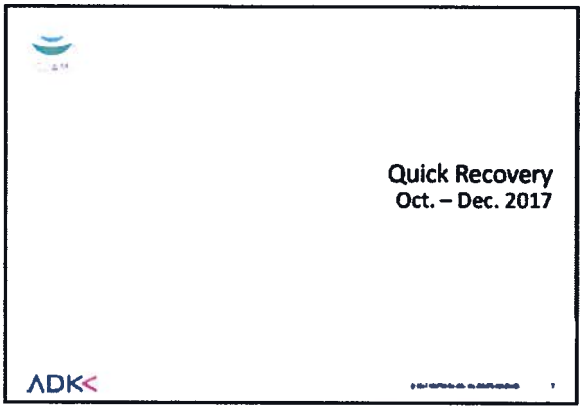
- Young age groups have been declining

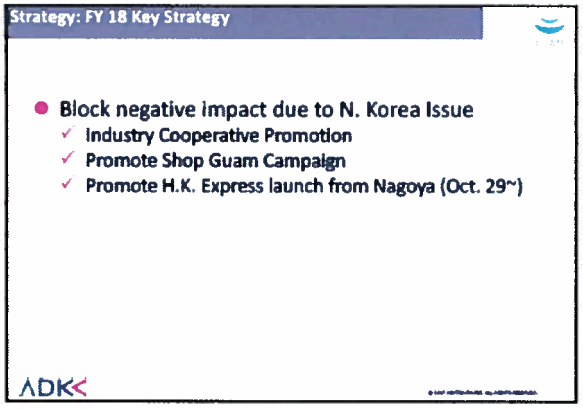
	CY2015		CY2016			CY2017 till May		
	Number	MS(%)	Number	MS(%)	YOY (% point)	Number	MS(%)	YOY (% point)
Under 18	83,422	18.5%	82,250	19.1%	0.6%	29,325	18.6%	-0.5%
18-24	119,712	26.6%	111,291	25.9%	-0.7%	38,906	24.7%	-1.2%
25-34	88,872	19.7%	84,157	19.6%	-0.1%	29,114	18.5%	-1.1%
35-49	75,318	16.7%	72,827	17.0%	0.2%	27,091	17.2%	0.3%
50+	82,808	18.4%	78,988	18.4%	0.0%	32,950	20.9%	2.5%
Total	450,132	100.0%	429,513	100.0%	-	157,386	100.0%	-

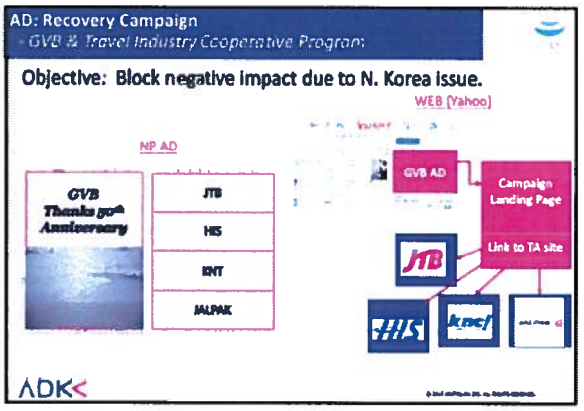
Source: GVB Research

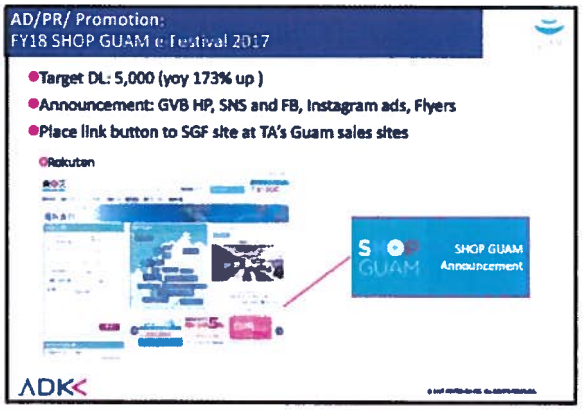
ADK

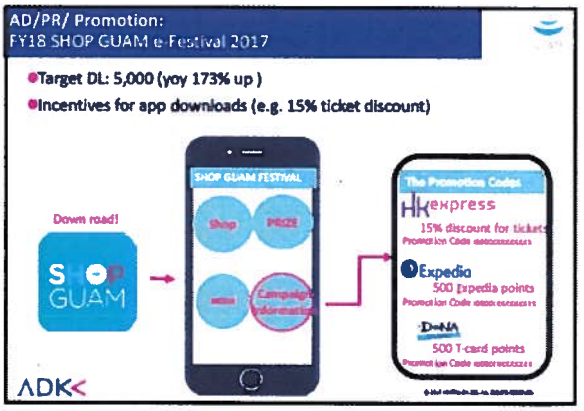

FY2018 Marketing Calendar (TBD)


Quick Recovery
Oct. – Dec. 2017
ADK


Strategy: FY 18 Key Strategy
Block negative impact due to N. Korea Issue
Industry Cooperative Promotion
Promote Shop Guam Campaign
Promote H.K. Express launch from Nagoya (Oct. 29~)
ADK


AD: Recovery Campaign
GVB & Travel Industry Cooperative Program
Objective: Block negative impact due to N. Korea issue.
WEB (Yahoo)
NP AD
GVB Thanks 50th Anniversary
JTB
HIS
KNT
JALPAK
GVB AD
Campaign Landing Page
Link to TA site
ADK


AD/PR/ Promotion:
FY18 SHOP GUAM e-Festival 2017
Target DL: 5,000 (yoy 173% up)
Announcement: GVB HP, SNS and FB, Instagram ads, Flyers
Place link button to SGF site at TA's Guam sales sites
Rakuten
SHOP GUAM Announcement
ADK


AD/PR/ Promotion:
FY18 SHOP GUAM e-Festival 2017
Target DL: 5,000 (yoy 173% up)
Incentives for app downloads (e.g. 15% ticket discount)
Down road!
SHOP GUAM FESTIVAL
Shop
PRIZE
The Promotion Codes
HK express
15% discount for ticket
Expedia
500 Expedia points
500 T-card points
ADK

AD/ PR Promotion
HK Express Inauguration Cooperative Program

- Inauguration date
  - Oct 28, 2017 night
- Joint promotion with HK express
  - Press conference & Reception party
  - AD/PR collaboration
- Announcement
  - Local TVCM
  - Yahoo Top Banner
  - Transit
  - Press release
  - Shop Guam promotion

GUAM VISITORS BUREAU X HKexpress



ADK

2018 InstaGuam
Jan. – Sept. 2018

ADK

Strategy: FY 18 Key Strategy

- InstaGuam 2018

#instaGuam



Message:
Guam is the best destination for an instant vacation.
We want you to share your stories with the world through SNS.

ADK

AD/PR/ Promotion:
FY18 #InstaGuam Campaign

- Schedule: Jan, 2018 ~ Sep, 2018
- Create best 100 InstaGuam photo spots map and site
- Open Campaign
  1. Select and save favorite photo from map
  2. Post with comment and designated # InstaGuam hash tag on own Instagram account
  3. Complete entry process by becoming a follower of GVB official Instagram account
  4. Hold lottery among all entrants to select winner of 3-night/4-day trip to Guam
- Closed Campaign
  1. Visit spots introduced on map and take own photo
  2. Post photo with designated # InstaGuam hash tag
  3. Become a follower of GVB official Instagram account
  4. Show posted photos to staff at designated retailers (DFS, Premium Outlets, etc.) to receive gift coupons for use on Guam



ADK

AD/PR/ Promotion:
Collaboration with Japan's Biggest POP Group

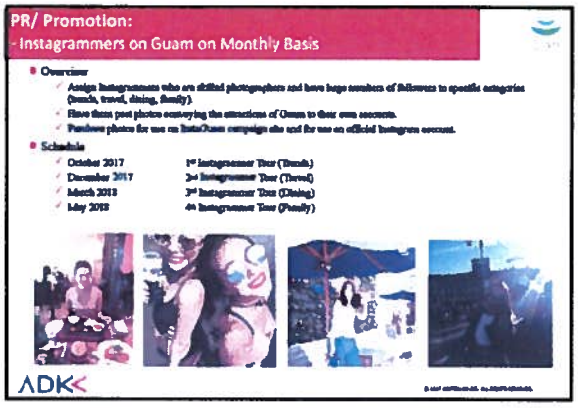
- Period: April – Sept.
- Participate in the campaign as instaGuamers
- TA creates InstaGuam tours
- Invite them to Guam from 6 target cities
- Guam Big Live Concert for agents to create PK tours
- Music collaboration with GVB CM & video
- Media:
  - Kanto: FB/Instagram/YouTube/Yahoo
  - Local: TV CM/Transit/Web
  - Ads drive people to LP site



ADK

Through the Year Activities

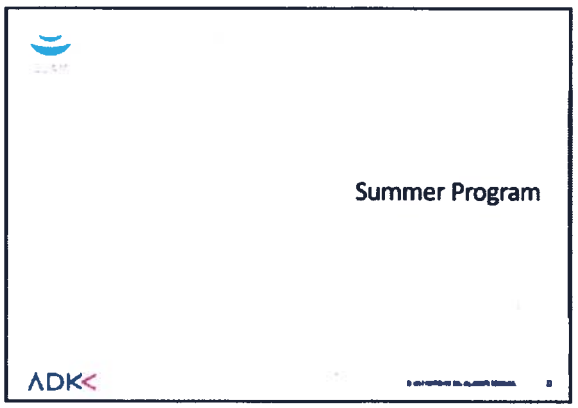
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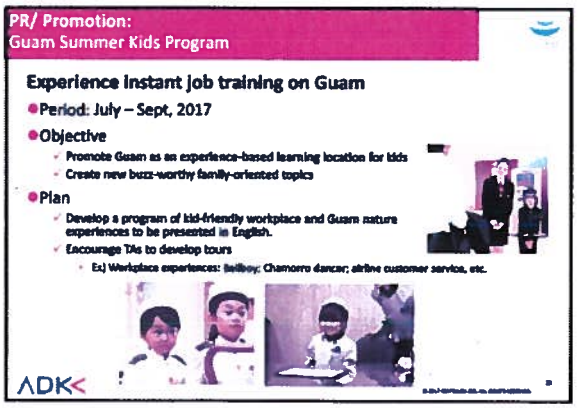

PR/ Promotion:
- Instagrammers on Guam on Monthly Basis
Overview
Schedule
October 2017
December 2017
March 2018
May 2018
ADK


PR/ Promotion:
-Genic Magazine Tie In
Period: Jan. – Sept. 2017
Plan:
Create InstaGuam guide
Provide to TAs
Create InstaGuam guided tour package
ADK


PR/ Promotion:
- GG Magazine Tie-in for True Senior Market
Period: Jan. – Sept. 2017
Plan:
Create Guam guide
Work with TAs to create packages
ADK


PR/ Promotion:
- Food Festival in Japan
Objective
Plan
Production of "gourmet map"
Participation in food festivals and events
Schedule
May, 2018 (TBD)
ADK


Summer Program
ADK


PR/ Promotion:
Guam Summer Kids Program
Experience instant job training on Guam
Period: July – Sept, 2017
Objective
Promote Guam as an experience-based learning location for kids
Create new buzz-worthy family-oriented topics
Plan
Develop a program of kid-friendly workplace and Guam nature experiences to be presented in English.
Encourage TAs to develop tours
ADK

Discussion / Comments:
Mr. Nault indicated that increase and decrease in young age group arrivals are different depending on cities. Therefore, it would be informational to find out the arrivals by breaking down into cities for targeting different age groups.

Mr. Denight mentioned that we met with JMC sub-committee members regarding the Treasure Hunting campaign and for timing wise, it was recommended to push back during the summer period. Mr. Nault recommended the Treasure Hunting Campaign to be incorporated with Guam Summer Kids Program. It is under planning with JGTC and would be educational trip for kids who start speaking and using English from what they've learned in school. Speaking of which, Mr. Morinaga referred Delta as the example of "Speaking English" promotion. Delta provides the coupon for 1-hour English class to Japan market.

Mr. Takano stressed that we need mega impact for messaging to hit the market in a bigger scale. The North Korea issue will be long term issue and not short term. Mr. Denight added that we will have the main stream media and traditional media for more impact.

Mr. Morinaga mentioned about the "InstaGuam" campaign that Instagram would be the cheapest and fastest marketing tool to relay all about Guam to young generations.

Mr. Nault made a comment that we need to stop the downward spiral and focus on keeping the numbers steady.

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

Next JMC meeting is scheduled on October 10, 2017 .

Customs form will be changed to smaller size and updated on the survey section. The transition period will be from October and November.

Mr. Hoshino informed the committee members that Ms. Yabe will be leaving ADK end of this month to pursue her education in Canada.

ADJOURNMENT

Moved by Mr. Akigami seconded by Mr. Murata to adjourn the meeting at 3:45 pm. Motion approved.

Minutes prepared by: June Sugawara, Marketing Officer II

KOREA MARKETING COMMITTEE MEETING MINUTES
Tuesday, September 12, 2017, 11:00 a.m.
GVB Main Conference Room

Members Present:	Members Absent:
Alupang Beach Club - Stephen Gatewood Guam Plaza Hotel - Julia Kondo Dusit Thani Guam - Gun Park Fish Eye - Akihiro Tani HIS - Olga Tonkikh Hilton Guam Resor & Spa - In Cha Hotel Nikko Guam - Jenny Cheon Hyatt Regency - Esther Kim Lotte Hotel Guam - Elisha Lee Net Enterprise - John Ko Nissan Rent-a-Car - Mark Anderson Outrigger Resort - Jenny Kim Pacific Star Resort & Spa - Kyu Sik Kim Red Door Productions - Ayisha McKinnon Sheraton Laguna Guam - Jason Lee Tumon Bay Lobster & Grill - Jae Yu Westin Resort Guam - Chris Yang	Baldyga Group - Tae Oh Days Inn Guam - Sunardi Li Dusit Thani Guam - Gun Park Enterprise Guam - Simon Odoca Hana Tour - Insoo Park Hard Rock Café Guam - Hiromichi Takamatsu Holiday Resort - Ina Lee International Dining Concepts - Jennifer McFerran IT&E - Sandra Flores Jeju Air Guam Lounge - Thomas Son Korean Air - Byeong Yoon Choi Koridoor - Michelle Shim Leo Palace Resort Guam - Norio Doman Pacific Islands Club - Youngmin Kim Skydive Guam Inc. - Ricky Woodall T-Galleria - Terry Chung Tumon Aquarium LLC - Soohyun Lee Tumon Sands - Susan Fryer University of Guam - Carlos Taitano Wyndam Gardens - Matthew Martin
Guests/Alternate Members:	**GVB Korea Office/GVB Chairs/ Mgmt /Staff Present:**
Pacific Islands Club - Jieun Kim Pacific Islands Club - Tommy Lee Holiday Resort Guam - Kenji Sekine National Car Rental - Isaiah Wars University of Guam - Russell Ocampo Anthology Research - Bonnie Alig	HIC (GVB Korea) - Jay Park (Telephonically) KMC Chairman, Bart Jackson KMC Vice Chairman, Brad Kloppenburg KMC Vice Chairman, Young Sook Hong (Ku) GVB Acting Director of Global Marketing - Elaine Pangelinan GVB Marketing Manager - Korea - Colleen Cabedo GVB Marketing Coordinator - Korea - Nakisha Garrido GVB Acting Director of Research - Nico Fujikawa

I. CALL TO ORDER

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

II. APPROVAL OF MINUTES

Motion to approve the minutes of the last committee meeting held on August 8, 2017 was unanimously passed subject to minor correction: change date listed on minutes from September 12, 2017 to August 8, 2017.

III. REPORT OF THE CHAIRMAN

Director Bart Jackson explained to committee members that visitor arrivals goals are analyzed on a fiscal year basis and Korea market is expecting to reach 600,000 visitors by the end of FY2017, which is an extraordinary outcome. Next fiscal year Korea is expected to reach 700,000 visitor arrivals

Director Jackson also touched based on cancellations due to the North Korea threat. Cancellations are primarily from the Japan market specifically related to school visits.

IV. REPORT OF MANAGEMENT

a. Research Update

Korea Marketing Manager Colleen Cabedo presented the latest research report on visitor arrivals for all source markets.

Calendar Year to Date 2017

GUAM

January-August 31, 2017 **Total: 1,050,984 (+4.0%)**

% Market Mix	Origin	2016	2017	% to LY
42.7%	Japan	498,961	448,884	-10.0%
41.7%	Korea	348,770	438,546	25.7%
1.6%	China	19,804	16,497	-16.7%
1.2%	Hong Kong	5,340	12,188	128.2%
2.3%	Taiwan	29,018	24,204	-16.6%
5.1%	US/Hawaii	52,726	53,239	1.0%
1.1%	Philippines	13,008	11,392	-12.4%

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

Fiscal Year to Date 2017

October 2016-August 31, 2017 **Total: 1,441,913 (+4.7%)**

% Market Mix	Origin	2016	2017	% to LY
43.7%	Japan	687,627	630,484	-8.3%
41.0%	Korea	475,245	590,552	24.3%
1.5%	China	24,449	21,884	-10.5%
1.1%	Hong Kong	7,859	15,686	99.6%
2.4%	Taiwan	38,044	33,925	-10.8%
4.9%	US/Hawaii	69,653	71,140	2.1%
1.3%	Philippines	17,082	18,419	7.8%

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

August 2017

August 1-31, 2017 **Total: 143,677 (-0.7%)**

% Market Mix	Origin	2016	2017	% to LY
47.6%	Japan	79,342	68,351	-13.9%
40.7%	Korea	46,909	58,411	24.5%
1.2%	China	2,078	1,776	-14.5%
0.5%	Hong Kong	633	735	16.1%
1.6%	Taiwan	3,464	2,300	-33.6%
4.1%	US/Hawaii	6,827	5,930	-13.1%
0.9%	Philippines	1,468	1,312	-10.6%

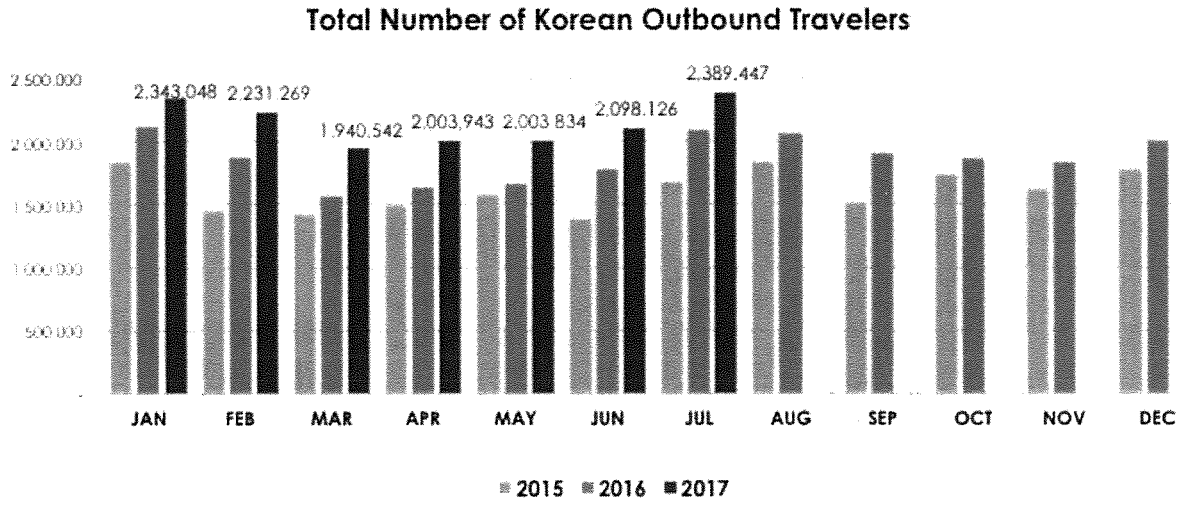
Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

b. Korea Marketing News

GVB Korea Account Manager Jay Park presented the following market updates.



Korea Outbound Market Trend
Overall Market Trend



- Total number of Korean outbound travelers: 2.4 million (2017 JUL) -> 14.5% increased vs. 2016 JUL
  2017 JUL YTD: 15.0 million -> 18.0% increased vs. 2016 YTD

* Reference: Korea Tourism Organization http://kto.visitkorea.or.kr/kor/notice/data/statis/profile.kto

Korea Outbound Market Trend

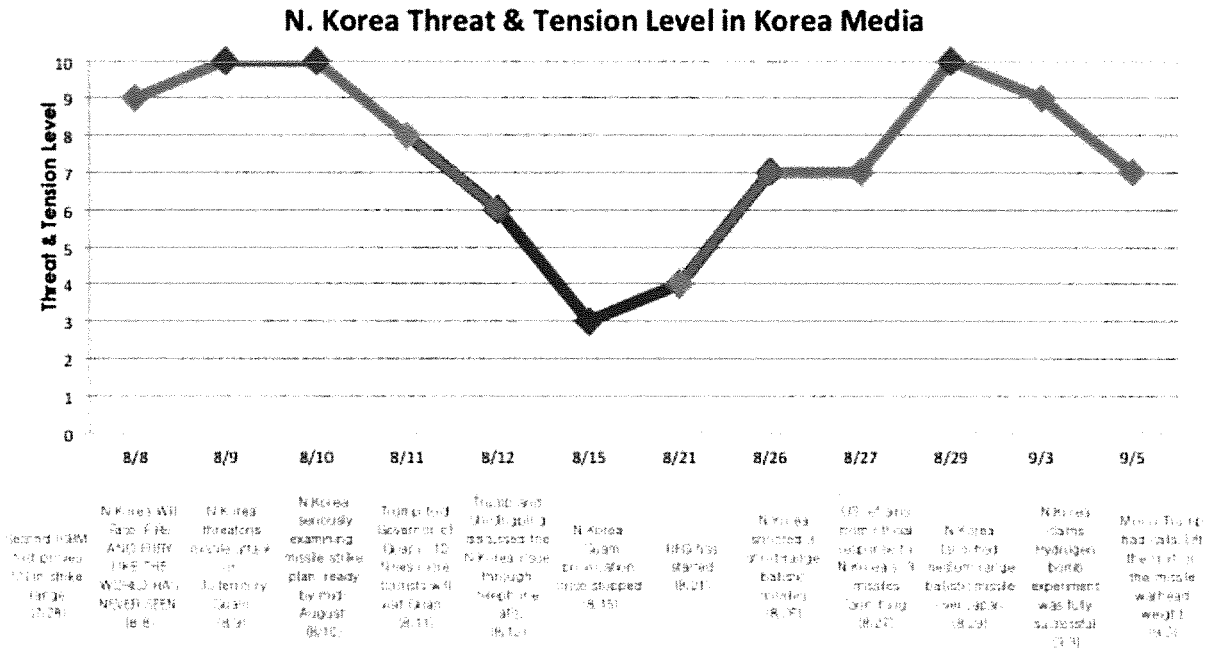
N. Korea Threat Issue

"N.Korea 'seriously examining' missile strike plan in Guam"



Korea Outbound Market Trend

N. Korea Threat Issue



Korea Outbound Market Trend
Airline Capacity to Guam

Incheon – Guam

Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity per month
Korean Air	KE113	10:00	15:30	Daily	291 seats x 30 = 8,730 seats (Max.)
	KE111	19:35	01:00+1	Daily	338 seats x 30 = 10,140 seats (Max.)
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
	7C3108	21:15(Mon/Wed/Fri/Sun) ~09/19 21:35(Tue/Sat) ~09/19 22:40(Thu) ~09/19 21:35 (daily) 09/20~	02:40+1(Mon/Wed/Fri/Sun) (~09/19) 02:40+1(Tue/Sat) ~09/19 04:00+1(Thu) ~09/19 02:40+1 (daily) 09/20~	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
Air Seoul	RS102	21:05(Mon/Tue/Fri) 09/12~ 20:05(Wed) 09/13~ 17:30(Sat) 09/16~ 21:40(Sun) 09/17~	02:35+1(Mon/Tue/Fri) 09/12~ 01:35+1(Wed) 09/13~ 23:00(Sat) 09/16~ 03:10+1(Sun) 09/17~	Mon/Tue/Wed/Fri/Sat/Sun	195 seats x 16 = 3,120 seats

- Outbound seat capacity from ICN to GUM = 56,460 seats

Korea Outbound Market Trend
Airline Capacity to Guam

Busan – Guam

Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity per month
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 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

Daegu – Osaka – Guam

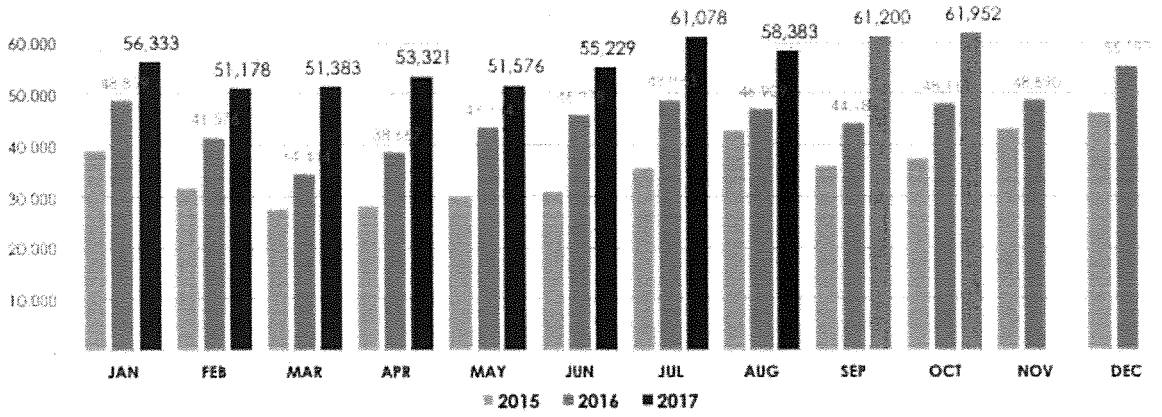
Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity per month
T Way	TW311 (Via KIX)	07:55 (Thu) 08:00 (Mon/Tue/Wed/Fri/Sat/Sun)	15:10	Daily	189 seats x 30 = 5,670 seats

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

Total Outbound Seat Capacity (September)	
1 month Average	76,647 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	53,339	51,576	55,001	61,078	58,383	61,200	61,952			438,518
2016	48,858	41,576	34,466	38,667	43,354	46,078	48,883	46,909	44,185	47,892	48,673	55,190	348,752
Growth Rate (%)	15.3%	23.1%	49.2%	37.9%	19.2%	19.9%	24.9%	24.6%	38.5%	28.0%			25.7%

- Total number of Korean travelers to Guam: 58,383 (2017 AUG) -> 24.5% increased vs. 2016 AUG

  Korea 2017 AUG YTD: 438,518 -> 25.7% increased vs. 2016 YTD



GUAM

August 2017 Update
Travel Trade Support

Jeju Air Sales Contest

- Period: May 15 - July 25 , 2017
- Scheme: Sales Contest based on each TAs' seat block
- Target TA: 5 TAs (Mode Tour, Interpark Tour, YB Tour, Bomulsum Tour, KRT)
- Award Ceremony: August 17, 2017



August 2017 Update
Travel Trade Support

Lotte JTB – Korea International Tourism Show

- Period: August 24 - 27, 2017
- Venue: KINTEX
- GVB's support: Giveaways (shoe bag, magnetic, waterproof pack)



Exposed GVB logo on the Flyer



GVB Giveaways

August 2017 Update
Travel Trade Support

Web Tour – Incentive Group Support

- Period: August 29 – September 1, 2017
- Travelers: Lam Research Korea
- Venue: Hyatt Regency Guam
- GVB's support: Welcome shell lei with Miss Guam





August 2017 Update
The Man Who Sets The Table

TV Program Brief

- TV Station: MBC
- Program schedule : Every Saturday & Sunday, Total 50 episodes
- Running time: 60 minutes (8:35pm~)



August 2017 Update
The Man Who Sets The Table Ep 1






- Broadcast: September 2
- Viewership Rating (Nielsen Korea / TNMS): 8.6%
- Filming Locations:
  - The beach
  - PIC

August 2017 Update

The Man Who Sets The Table Ep 2





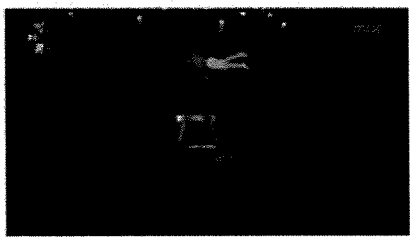


- Broadcast: September 3
- Viewership Rating (Nielsen Korea / TNMS): 9.8%
  Filming Locations
  - PIC
  - Local Restaurant

August 2017 Update
The Man Who Sets The Table Ep 3





- Actual Shooting: September 9
- Viewership Rating (Nielsen Korea / TNMS): 6.1%

Filming Locations

- The beach bar
- PIC
- Encore magic show
- Guam International Airport
- Fish Eye Deck
- GVB

August 2017 Update
The Man Who Sets The Table Ep 4





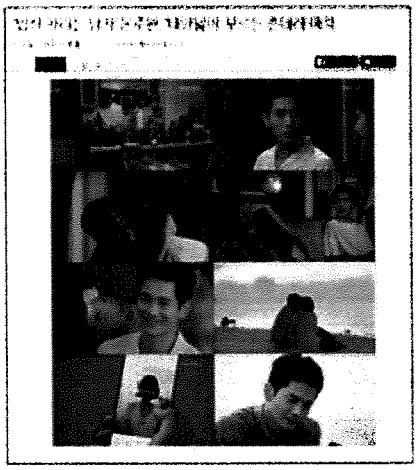




- Actual Shooting: September 10
- Viewership Rating (Nielsen Korea / TNMS): 8.8%
- Places on broadcast
  - Guam International Airport
  - PIC
  - Fish Eye Deck

August 2017 Update
The Man Who Sets The Table

Press Release (~2017.09.11, 2,027 articles)







Ongoing & Upcoming Projects
Air Seoul Launching Promotion

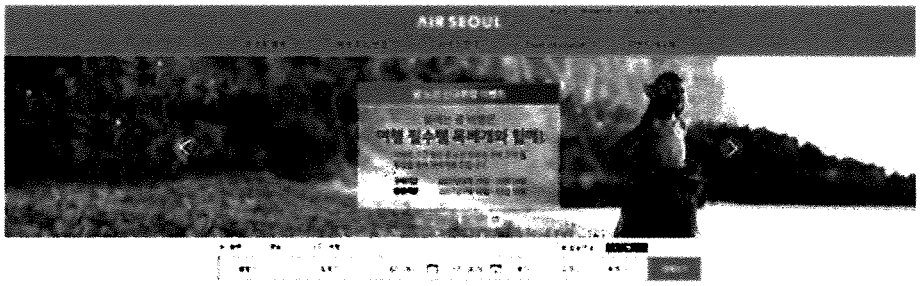
Air Seoul Launching Website Promotion

AIR SEOUL

- Target: Those who purchase Guam tickets through Air Seoul Website
- Period: August – October
- Scheme: Select the winners randomly (50pax per event)
- Giveaways: Travel Neck Pillow (GVB's support)

No	Purchasing period	Travel Period	Winner announcement
1	August 24 - 31	September 12 -25	September 1
2	September 1 -14	September 26 – October 19	September 15
3	September 15 -28	October 20 – October 31	September 29
4	September 29 – October 19	November 1 – 15	October 20

<Air Seoul Website>



URL: https://flyairseoul.com/CW/ko/main.do

Ongoing & Upcoming Projects
Air Seoul Launching Promotion

Travel Agency CEO FAM

AIR SEOUL

- Period: September 12 ~ 16
- Participant: 23pax
- GVB Support: Inaugural ceremony
  Transportation
  Welcome Dinner

Day	Date	Description	Hotel
Day 1	12 SEP (TUE)	▷ Meeting time/location @Incheon Airport : 19:00~/Passenger terminal 3rd floor, K1 counter ▷ Inaugural ceremony : 20:10~ @Gate #45 ☞ RS102 ICN/GUM 21:05 02:35+1	
Day 2	13 SEP (WED)	▶ **CCP** (Country Club of Pacific) / Welcome Dinner Host by **PHR**	PIC Hotel PIC Hotel
Day 3	14 SEP (THR)	▶ **LeoPlace Resort** / GVB Dinner Host by **GVB**	Hilton Hotel
Day4	15 SEP (FRI)	▶**Talofofo Golf Club** / Dinner Host by **DFS**	Hilton Hotel
Day5	16 SEP (SAT)	☞ RS101 GUM/ICN 03:40 07:30	

Ongoing & Upcoming Projects
GVB Korea Roadshow 2017

City	Busan	Gwangju	Daegu
Date	October 17 (Tue), 2017	October 18 (Wed), 2017	October 19 (Thu), 2017
Venue	The Westin Chosun Busan 1F "Grand Ballroom"	Ramada Plaza Gwangju 4F "Ballroom"	Novotel Ambassador Daegu B2F "Champagne Hall"
Address	737 U-Idong, Haeundae-gu, Busan, Korea	149 Sangmujoo-ro, Seo-gu, Gwangju, Korea	611 Gukchaebosang-ro, Jung-gu, Daegu, Korea
Expected Participants	90~100 travel trade partners / 5 media	70~80 travel trade partners	70~80 travel trade partners / 5 media
Transportation	Charter bus is arranged for Guam members between the cities (Busan-Gwangju-Daegu-Busan)		
Program (Tentative)	<Tentative Program for Each Cities> -10:15am: Registration -10:30am: Opening & GVB Presentation -11:00am ~ 12:45pm: Travel Mart (1:1 round table meeting / TBC) -12:45pm: Luncheon & lucky draw -13:30pm: Closing *Program details will be followed		

Registered GVB Members (as of Sep 11)

- ✓ Fish Eye
- ✓ Alupang Beach Club
- ✓ Nissan Rent-A-Car
- ✓ Dusit Thani Guam
- ✓ Guam Plaza Hotel
- ✓ Hyatt Regency Guam
- ✓ Outrigger
- ✓ Sentry Hospitality
- ✓ Royal Orchid

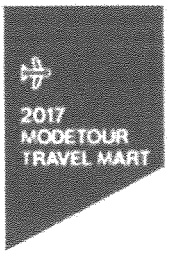
Participating committee members inquired as to the amount of travel agents per city so they could prior prepare their marketing collaterals. Participants were advised that they would receive further updates closer to the roadshow.

Ongoing & Upcoming Projects
Mode Tour Travel Mart 2017

<Guam Pavilion>

- **Delegate Participation**
✓ Alupang Beach Club
✓ Red Door

- **Co-Exhibitor Booth Participation**
✓ Bayview & Ocean View
✓ Dusit Thani
✓ Hyatt
✓ Lotte
✓ Onward
✓ Outrigger
✓ PHR 1
✓ PHR 2
✓ Plaza
✓ Pleasure Island
✓ Royal Orchid
✓ Westin



Title: 2017 MODETOUR TRAVEL MART
Date: 2017. 11. 16(Thu) ~ 2017. 11. 19(Sun)
* 16(Thu) has B2B Program
Venue: COEX
513, Yeongdong-daero, Gangnam-gu, Seoul
Exhibition Size: Approx. 10,000㎡

V. Old Business

The Air Seoul inaugural flight is scheduled to arrive tomorrow morning, September 13th. GVB alongside the Guam Airport has prepared a special greeting.

VI. New Business

Committee members reviewed the following motion:

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, 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/nites 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.

Chairman Jackson made a motioned to approve travel for the official GVB delegation to attend the Korea Roadshow. The motion was seconded by Stephen Gatewood and unanimously approved by the committee.

VII. Announcements
1. GVB will hold a membership meeting on October 6, 2017 from 11AM – 2PM at the Westin Guam Resort.
2. Committee members are reminded to renew their FY2018 memberships.

VIII. Adjournment

Chairman Jackson formally adjourned meeting at 11:36AM.

Minutes Prepared by:

Nakisha Garrido, Marketing Coordinator

Minutes Approved by:

Colleen Cabedo, Marketing Manager

Pilar Laguaña, Director of Global Marketing