Gmail

BENJAMIN CRUZ <speaker@senatorbjcruz.com>

M&C Fwd: GVB Board Packet: October 12, 2017

message

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

Thu, Oct 12, 2017 at 1:24 P

10/12/2017	10/12/2017	Guam Visitors Bureau	GVB board packet of October 12, 2017 *	34-17-1073

---------- Forwarded message ----------
From: **Karida Brennan** <karida.brennan@visitguam.org>
Date: Thu, Oct 12, 2017 at 1:07 PM
Subject: GVB Board Packet: October 12, 2017
To: BENJAMIN CRUZ <speaker@senatorbjcruz.com>

Håfa Adai Speaker Cruz,

Pursuant to Title 5 Ch 8 Section 8113.1. of the Guam Code Annotated, attached is the board packet of October 12, 2017.

Thank you!

--

Senseramente',

Karida Brennan
Executive Secretary

GUAM VISITORS BUREAU
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GL#34-17-1073
Speaker Benjamin J.F. Cruz

OCT 12 2017
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OFFICE OF SPEAKER BENJAMIN J.F. CRUZ
Committee on Appropriations and Adjudication
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9 attachments

- Agenda_October122017.pdf 88K
- Exhibit_A_MINUTES_Sept282017.pdf 1064K
- Exhibit_B_CASH POSITION_Oct102017.pdf 20K
- Exhibit_C_Testimony on Bill 167-34.pdf 48K
- Exhibit_D_RNMC_Minutes_Oct032017.pdf 771K
- Exhibit_E_Sports_Minutes_Sept122017.pdf 261K
- Exhibit_F_FY2018 MASTER Travel Motions_Spreadsheet.pdf 75K
- Exhibit_G_FY2018 MASTER Travel Motions.pdf 519K
- Exhibit_H_NAP_Minutes_Oct042017.pdf 856K

2017 OCT 12 PM 1:27

1073 C.S

BOARD OF DIRECTORS REGULAR MEETING
Thursday, September 28, 2017 – 3:30pm
Guam Visitors Bureau – Main Conference Room

BOARD OF DIRECTORS PRESENT:

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

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Theresa Arriola	Director Eduardo "Champ" Calvo

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight	Antonio Muna	Karida Brennan
Brian Borja	Laurette Perez	Josh Tyquiengco
Mark Manglona	Nico Fujikawa	Colleen Cabedo
Elaine Pangelinan	Dee Hernandez	Kraig Camacho
Meriza Peredo	Regina Nedlic	Frances Aguon
Sydney Leon Guerrero	Nakisha Garrido	Nadine Leon Guerrero

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:
Lara Ozaki – Glimpses Publications
Jackie Hanson – Senator Regine Biscoe Lee's Office
Joe Mesngon – Senator Dennis Rodriguez's Office
Namkyung Lee – GVB Student Intern
Cristen Rios – GVB Student Intern
Alana Chargualaf – Guam Daily Post

I. CALL TO ORDER

Chairman Morinaga called the meeting of the board to order at 3:30pm.

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 September 14, 2017.
Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

- Chairman Morinaga reported that he had the opportunity to attend JGTC meetings in Nagoya, Osaka, and Tokyo. All members are aware that arrivals have decreased. The committee proposed a recovery plan that will be discussed further during the President & CEO's report. Chairman Morinaga assured the board that the team will do whatever is necessary to bring the market back. He suggested using the upcoming 50th Anniversary as a way to send a positive message to Japan.

- He then reported that he attended JATA. He noticed that every year booths are either getting smaller or exhibitors combine their booth with other destinations. In addition, booths on the domestic side are also shrinking. In any case, the Guam booth had good visibility as it was located near an entrance.
- Finally, he shared that his main concern right now is to bring the Japan market back.
- Vice Chairman Mesa mentioned that the Japanese government is promoting inbound travel over outbound travel and that compounds our challenges as well. We need to fill direct flights and create more demand. Moreover, we need to sustain the flights we do have to ensure that we do not lose anymore seats. He feels we need to recalibrate to achieve our target of 6%. He hopes our goals can be accomplished through JMC. Chairman Morinaga stated that during JATA, the Minister of Tourism in Japan announced that he wants to increase outbound travel. Furthermore, there will be many changes within the government by October, as the cabinet was just demolished. President Denight added that Japan's inbound goal for 2020 is 40 million, which is double their goal from about 4 years ago. This increase can be attributed to their many flights and many airports within Japan. Japan's outbound goal is 16-18 million.

IV. PRESIDENT & CEO'S REPORT





September 1-21, 2017 **Total: 84,050 (-4.7%)**

% Market Mix	Origin	2016	2017	% to LY
39.1%	Japan	45,873	32,860	-28.4%
49.9%	Korea	30,673	41,969	36.8%
0.9%	China	1,083	715	-34.0%
0.3%	Hong Kong	391	268	-31.5%
1.9%	Taiwan	2,703	1,626	-39.8%
3.9%	US/Hawaii	2,703	3,289	-17.9%
1.2%	Philippines	1,148	986	-14.1%

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

Note: September 2017 Daily Arrivals reflect Civilian Air arrivals only

January-September 21, 2017 **Total: 1,135,377 (+3.3%)**

% Market Mix	Origin	2016	2017	% to LY
42.4%	Japan	544,834	481,744	-11.6%
42.3%	Korea	379,443	480,515	26.6%
1.5%	China	20,887	17,212	-17.6%
1.1%	Hong Kong	5,731	12,456	117.3%
2.3%	Taiwan	31,721	25,830	-18.6%
5.0%	US/Hawaii	56,732	56,528	-0.4%
1.1%	Philippines	14,156	12,378	-12.6%

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

Note: September 2017 Daily Arrivals reflect Civilian Air arrivals only

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Fiscal Year to Date 2017

October 2016–September 21, 2017 **Total: 1,526,306 (+4.1%)**

% Market Mix	Origin	2016	2017	% to LY
43.5%	Japan	733,500	663,344	-9.6%
41.4%	Korea	505,918	632,521	25.0%
1.5%	China	25,532	22,599	-11.5%
1.0%	Hong Kong	8,250	15,954	93.4%
2.3%	Taiwan	40,747	35,551	-12.8%
4.9%	US/Hawaii	73,659	74,429	1.0%
1.3%	Philippines	18,230	19,405	6.4%

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

Note: September 2017 Daily Arrivals reflect Civilian Air arrivals only

MARKETING

Japan Marketing News





JATA Tourism Expo 2017

- Held from September 21-24, 2017 with over 130 countries exhibiting.
- Estimated 185,000 people attended the expo.
- Guam booth featured virtual reality Guam video, Håfa Adai Chamorro Dance show by Jesse and Ruby and several local businesses
- Guam Chamorro Dance Academy featured at the Expo's main stage with over 60 dancers from children to adults

Japan Marketing News

#instaGuam 2018 Press Launch

- Press conference held in Tokyo on September 25, 2017 with over 50 media in attendance
- Presentation on upcoming Visit Guam 2018's campaign: #instaGuam
- President & CEO addressed media and influencers
- Instagrammers hosted a talk show about their trip to Guam and tips for travel to Guam
- Press kits, Guam gifts and media resources provided



HONG KONG MARKETING NEWS

CATHAY DRAGON CHARTER
November 19-23, 2017

- USDOT approved Cathay Dragon on June 29, 2017 to begin service from HK to the U.S. under exemption code 49 U.S.C. §40109 and amended foreign carrier permit under 49 U.S.C. §41301
- Cathay Dragon has not yet released word on potential routes to the U.S.
- Charter is handled by Cathay Pacific Holidays
- Aircraft: Airbus A320 (158 seats: 8-Business | 150-Economy)
- Flight Schedule:
- 19November HKG | GUM 4:05PM | 11:35PM
  23November GUM | HKG 12:35PM | 2:50PM
- Promo currently in progress | Guam package with airfare & 4-night accommodation at Outrigger, Hyatt or Dusit from HKD4,120 | USD$529
- GVB in communication and offering assistance
- GVB to provide marketing collateral airport greeting service, souvenir gift



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**	**$ 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	

September 27, 2017

FY2018 BUDGET

Attachment A & Attachment B (Amended)

- Director Shinohara began the Treasurer's Report with the adoption of the FY2018 budget. He reported that $500,000 was shifted from China to Japan, bringing Japan back to the initial request of $8.5 million. He added that he made two requests as a result of that shift: first, he wants the Japan Marketing Committee (JMC) to develop a spending plan so all directors are aware of how the resources will be allocated. Second, if China needs an additional $500,000 for incentives to stimulate the market to replace seats we may lose, he wants a commitment from the board to fund those efforts with the Rainy Day Fund.
- Vice Chairman Mesa touched on destination improvement. If one alternative for additional funding is to tap into the Rainy Day Fund, he requested for an additional $500,000 to improve our destination from the same source. If we do not spend money on improving our destination, it will continue to deteriorate. Director Shinohara agreed that destination improvement is important, but for the purposes of discussion, he suggested that the Destination Maintenance Committee (DMC) prepares a request detailing exactly what will be done with the additional funding and present it to the board at the next board meeting. Chairman Morinaga agreed.

Director Shinohara made a motion, seconded by Director Jackson, to adopt the FY2018 budget as amended.
Motion approved

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

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

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

Vice Chairman Mesa made a motion, seconded by Director Shinohara, 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)
Motion approved

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

Vice Chairman Mesa made a motion, seconded by Director Jackson, 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)

Motion approved

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.

- President Denight shared that PATA will be hosting their first event in Palau after this meeting. The event is geared towards social media and adventure travel. This is a good opportunity to attend and get real world experience from experts in these fields. In addition, Palau will be promoted as a region through PATA.

C. RESEARCH

- Acting Director of Tourism Research (DoTR) Fujikawa gave an update on the new customs forms. A technician from Australia will be on Guam from October 16-27. During this time, the team will be testing the new forms as they are printed. Once they are accepted through the scanner and software, the team will contact airlines individually for pick up. For the initial disbursement, airlines will be given enough to carry them through the end of the year. Then they will be given out as needed. During this time, the team will also be implementing the new dashboard which can be embedded into emails and onto our website. November 10 is the cutoff date; no old customs forms will be used after that.
- Vice Chairman Mesa asked if the Research Department had any information to share from the surveys conducted at JATA. Acting DoTR Fujikawa stated that he is still working on summarizing the data which will be presented at the next board meeting. He shared that the team conducted onsite surveys with iPads and iPhones using Google Forms, so we were able to collect live data from 350 participants. He noted that 50% of people surveyed have never been to Guam, so that is a lot of opportunity for us to capitalize on. The Research Department will try to conduct surveys for other markets as well.
- Director Nault touched on the customs forms. To reduce printing costs, he asked if we could look into creating online customs forms. This would also allow visitors to complete them prior to their arrival. Acting DoTR Fujikawa shared that the new forms help to reduce printing costs as they are smaller in size. In addition, we can store them more efficiently and provide larger quantities to airlines. President Denight noted that there are requirements about having hardcopies of these forms and no other destination has converted to electronic ones, but this is something we can look into. We try to migrate away from paper whenever we can.

D. RUSSIA & NEW MARKETS

- Director Jackson shared that our in-country staff will handle an upcoming roadshow in mid-October in Vladivostok, Khabarovsk, and Sakhalinsk. With Air Seoul and Jeju Air, we expect some pick up in the market.
- He then reported that he, Vice President Muna, and Marketing Manager Nedlic met with Jaroslav Olsa Jr., the Czech Republic Ambassador to the Philippines, Marshall Islands, Nauru, FSM, and Majuro yesterday. He was previously stationed in Seoul so he is familiar with the region. Ambassador Olsa shared that there is a great deal of history between the Czech Republic and Guam. As such, he believes Eastern Europe may be a good market for us. Travelers from Eastern Europe are less demanding than typical European travelers. This combined with the history between our destinations gives us an opportunity to work together. There is a trade show in February for all of the eastern countries (Czech Republic, Poland, Slovakia, Serbia, Bosnia, etc.). This may be an opportunity for us to reach a new customer as we look for new ways to fill rooms during the off season. When the team goes to Mode Tour in November, they will pay a courtesy call to the Czech Republic Embassy.

E. VISITOR SAFETY & SATISFACTION

- Director Hong reported that precautionary and reactionary measures were discussed with all hotel properties at the GHRA Safety & Security meeting on September 6 in response to the North Korea threats. Guam Homeland Security advised the committee what to be aware of and the security measures that need to be taken immediately after an attack.
- The Catastrophic Plan for Tumon and the industry has been updated by Guam Homeland Security.
- A letter has been sent to Department of Revenue and Taxation requesting for their support for the B&B/guesthouse outreach program.
- GPD/VSO have removed the homeless from the abandoned building on Happy Landing Road. The team has requested for GPD to show more presence in the area to deter squatters.

F. CULTURAL & HERITAGE

- President Denight reported that Director Arriola and Destination Specialist for Culture and Heritage Dee Hernandez attended PIFA (Pacific Islander Festival Association) in San Diego and will report on it at the next board meeting.

G. SPORTS & EVENTS

- Director Sgro reported that she and Marketing Coordinator Nakisha Garrido just returned from Shanghai where they met with WME IMG and participated in their Color Run. She noted that some of our events have not been doing too well so this was a good event to attend. She shared that WME IMG did really well with local branding and sponsorship for the Color Run. Marketing Coordinator Garrido added that a blogger stationed at the Guam booth was broadcasting and was able to garner over one million live stream views during the first race. The team is waiting on the final numbers from all other races as there were four races over the span of two days, but we were able to see a major impact from the first race right away.

H. ADMINISTRATION & GOV'T RELATIONS

Motion to approve FY2018 budget allocation.

Issue: Board approval required.

- Motion approved during the Treasurer's Report.

I. **DESTINATION MANAGEMENT**

J. **GREATER CHINA**

- Director Shinohara reemphasized the challenge the team will have at revisiting their budget allocation for next year as a 50% reduction is pretty stark.

K. **JAPAN**

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

GUAM KO'KO' KIDS RUN AND HALF MARATHON

Director Nault made a motion, seconded by Director Jackson, 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.
Motion approved

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.

- President Denight reported that we have groups coming from our sister marathon, so the Japan staff will help host those delegates.
- Chairman Morinaga stated that we may have participants coming from San Ai. As a result, Guam will receive free advertising on their website.
- Vice Chairman Mesa asked if three escorts are necessary. President Denight stated that they will not just be tasked with escorting; they will also be assisting with translation during race check in, packet pick-up, and on race day.

- Vice Chairman Mesa then asked if kids from Japan will be coming to Guam for the Ko'ko' Kids Run. If so, this is an important message we need to share with the media. Director Shinohara shared that we have race participants coming from Japan for the half marathon, but it is not likely for the Ko'ko' Kids Run. President Denight said that he will get the numbers of registered runners coming from Japan for all races. On race day, we will take photos of those runners and share them with the media.

- Chairman Morinaga stated that until today, he has been wearing two hats as Board Chairman and JMC Chairman. With the North Korea situation taking most of his time, he will be stepping down as JMC Chairman. He nominated Director Nault to take on the JMC Chairman position. Chairman Morinaga shared that he will still be attending JMC meetings to help with the transition.

  Chairman Morinaga made a motion, seconded by Director Shinohara, to nominate Director Nault as the new Chairman of the Japan Marketing Committee. Director Nault accepted the nomination.
  Motion approved

  - Director Nault said that he is honored to take on the new role. There are challenges ahead and much work to be done. He will work with the JMC Vice Chairmen and industry partners to try to bring numbers back up.

L. **KOREA**

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

- Director Jackson reported that the team will be attending a road show next month in Busan, Gwangju, and Daegu, three secondary cities in Korea that we get many visitors from. Now that Air Seoul is flying, we have contacts with Asiana that allow us to access a whole new customer in the Korea market.
- The road show will be followed by Mode Tour, the second largest trade show of the year with the first being Hana Tour. At Mode Tour, we'll have a Guam pavilion with about a dozen different booth holders.

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

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.

- Director Jackson stated that he has been to HICAP for the last four years, so he will be attending for continuity purposes and to try to attract investors. GEDA also attends and arranges the meetings during the conference. Director Jackson will attend the meetings with GEDA to provide tourism knowledge support. President Denight agreed that this is a good partnership.
- Vice Chairman Mesa asked if GHRA is participating. Director Jackson stated that GHRA is a private organization that manages the affairs of hotels on island. Marketing and investment efforts have never been apart of their mission. Vice Chairman Mesa then asked what he has taken away from HICAP from the last four conferences that he has attended. Director Jackson replied that attracting investors is a long process. GEDA has been contacted by parties they have met with at HICAP in the past and some have come to take tours and look at potential properties, but investing $50 million to $200 million does not happen overnight. Director Shinohara asked if it still makes sense for him to attend if GEDA does not participate. Director Jackson stated that he is not aware that GEDA will not be participating but if that is the case, GVB's presence is still needed.

M. **MEMBERSHIP & COMMUNITY OUTREACH**

- Director Kloppenburg reported that the 3rd Quarter General Membership Meeting will be on Friday, October 6 from 12pm-1pm at the Westin. The meeting will feature guest speaker Barbara Wold.
- The last day to sign up for or renew membership is tomorrow. As of today, we have 147 renewals and 11 new members for a total of 158.
- Director Shinohara asked if Ms. Wold's presentation is only open to membership because at the last meeting, we did not have the best turnout and a lot of great information was shared. Destination Specialist for Visitors Safety and Satisfaction Meriza Peredo reported that Ms. Wold will be giving a second presentation at 2pm for GHRA, SBDC, the Chamber of Commerce, and International Business at the University of Guam. President Denight added that there are 180 SGF participants, so it was a good idea to add another presentation. Director Kloppenburg noted that we did something similar with the previous guest speaker, David Gossack and the University of Guam.

VII. OLD BUSINESS

VIII. NEW BUSINESS

- At the request of Chairman Morinaga, President Denight gave a brief update on the recovery plan for Japan. He stated that we do not just want to simply share the message that Guam is a safe destination. Instead, the team is thinking about using the theme of the 50th Anniversary. In 1967 we welcomed the first Pan Am flight from Tokyo carrying 109 travel agents and Japanese media. This is a historic occasion that expresses the long relationship and friendship between Japan and Guam. It also carries the message that Guam has always been a safe destination for Japan. We have already been in contact with travel agent partners (OTAs and traditional travel agents) through JGTC about how we can support co-ops, which would be the first phase. One

example is a $150 coupon that can be used here for meals and optional tours. The second phase would be a mega fam tour. We would bring around 500 travel agents and media to Guam so they can see firsthand how safe Guam is. This method has been proven to work, as Malaysia used a 5,000 pax fam tour to bring their arrival numbers up in 2000. The third phase would be an advertising campaign to promote the 50th Anniversary. At the minimum, we would go with web advertising, but if we choose to do more, we would add television and nationwide newspapers. For the final phase, we would create a 50th Anniversary logo that will be featured on travel agent materials and advertising to wrap up the campaign. For the advertising phase, we are currently looking at the level of advertising we want and what sort of budget allocation is feasible. We are looking at hosting the fam tour in mid-November, but it will be a heavy lift in a short span of time. He assured the board that the team will try to do as much as they can with the existing budget but he noted that advertising in Japan is extremely costly, so they may request for more help.

- President Denight announced that Senator Rodriguez introduced a bill to provide GVB with 3.4 million marketing dollars to come from the sale of some of the Tanota properties and the taxes from those sales. He thanked Senator Rodriguez for his continued support for working in partnership with us.
- Regarding the Japan recovery plan, Director Jackson asked if there is going to be an industry wide effort. President Denight stated that the plan was developed with JGTC which is made up of travel agents and airlines but we can broaden the plan locally to include Shop Guam participants and other partners. He stressed that we all need to work together for this plan to be successful.
- Chairman Morinaga shared his suggestions to assist with recovery in the Japan market. He would like for United Airlines to make flights to Guam unique (e.g., give out local products/snacks in flight, say "Håfa Adai" at the gates at Narita Airport). He also reached out to the Guam airport to have staff greet visitors with "Håfa Adai." Director Shinohara mentioned that some things are already in the works.
- Vice Chairman Mesa announced that there will be a hearing on October 4 regarding the RFI Senator Rodriguez put out for the cruise opportunity. Senator Rodriguez's Deputy Chief of Staff Joe Mesngon said he would follow up on the notice that was scheduled to be sent out today.
- Director Nault announced that the next JMC meeting will be on October 17.
- Chairman Morinaga asked Mr. Mesngon to extend a thank you to Senator Rodriguez for continuing to support our efforts.

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

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

Director Shinohara made a motion, seconded by Director Kloppenburg, to adjourn the meeting. Meeting adjourned at 4:39pm.
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

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

REGULAR BOARD OF DIRECTORS MEETING
Thursday, October 12, 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 28, 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

TESTIMONY ON BILL 167-34 Exhibit C

Motion to ratify Executive Committee's approval of GVB's testimony on Bill 167-34, "An act to add a new Article 5 to Chapter 9, Title 12, Guam Code Annotated relative to directing the Guam Visitors Bureau to develop and publish a Request For Information relative to developing Guam as a Homeport Cruise Ship Industry."

B. RESEARCH

C. RUSSIA & NEW MARKETS

Committee minutes dated October 3, 2017 Exhibit D

D. VISITOR SAFETY & SATISFACTION

E. CULTURAL & HERITAGE

F. SPORTS & EVENTS

Committee minutes dated September 12, 2017 Exhibit E

G. ADMINISTRATION & GOV'T RELATIONS

TRAVEL AUTHORIZATION Exhibits F & G

Motion to approve the travel calendar for FY2018 as presented. Changes made are subject to board approval.

Issue: Board approval required.

NEGOTIATIONS FOR RFP 2017-014

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 2017-014 DIGITAL MEDIA STRATEGY AND EXECUTION SERVICES, and if successful, to enter into a contract.

Background: GVB RFP 2017-014 was issued on August 30, 2017 and closed on September 22, 2017. GVB has utilized the services of a digital media strategy and execution service under the title Global Media Strategist since 2011 and that the last contract expired on September 30, 2017. The name was changed due to today's ever changing technology that has diversified the methods by which information is dispersed and broadcast, opening a realm of opportunities that influences behaviours and decisions. GVB is in search of a movement that define and deliver marketing communication technology utilization that enables GVB to generate a competitive advantage in meeting the increasing demands for technology, digitalization and implementation. The services of a digital media strategist will also include the management and measurement of marketing initiatives through marketing automation platforms and other tools.

Issue: Board approval required.

TRANSFER OF FUNDING TO KOREA

Motion to transfer $250,000 from Visitor Safety & Satisfaction, $250,000 from Japan and $100,000 from Printing Promotion to the Korea Marketing Budget.

Background: The FY2018 budget law passed for GVB, carved out $4Million for the Korea Market. Based on legal opinion, this is not subject to the Board's transfer authority. Therefore, GVB seeks to restore the Korea Marketing Budget by transferring $250K from VSS, $250K from Japan and $100K from Printing Promotion.

Issue: Board Approval Required.

H. DESTINATION MANAGEMENT

I. GREATER CHINA

J. JAPAN

K. KOREA

L. MEMBERSHIP & COMMUNITY OUTREACH

M. NORTH AMERICA & PACIFIC MARKETS

Committee minutes dated October 4, 2017 Exhibit H

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

- Roundtable meeting conducted by the Committee on Tourism on Friday, October 20, 2017 at 1pm, Public Hearing Room of the Guam Congress Building

Upcoming Board Meetings:

- Thursday, October 26, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, November 9, 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
   → Governor Calvo has created a working group of GVB, GIAA, and GEDA to work on Japan air service

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~~

NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING
WEDNESDAY, OCTOBER 4, 2017 - 2:00PM
GVB MAIN CONFERENCE ROOM

PRESENT:
Joann Camacho, Rosabelle Malones, June Mendiola, Gary Cruz

ABSENT:
Mayor Robert Hoffman, Theresa Arriola, Ana Marie Franquez, Katie Black, John Calvo, Emily Wallace, Mai Perez, Sheila Shedd, Valerie Blas, Paula Monk, Rolenda Faasuamalie, Atsuta Kazunori, Bobbie Taitano, Susan Fryer

GVB STAFF AND MANAGEMENT:
Pilar Laguaña, Mark Manglona, Regina Nedlic, Gabbie Franquez, Breeana Q Garrido

CALL TO ORDER
Ms. Joann Camacho called the North America & Pacific meeting to order at 2:08 p.m.

APPROVAL OF PREVIOUS MEETING MINUTES
Ms. Rosabelle Malones made a motion and seconded by Ms. June Mendiola to approve the minutes of September 6, 2017. Motion approved unanimously.

REPORT OF THE CHAIRMAN
In the absence of Chairman Mayor Robert Hoffman, Ms. Pilar Laguaña, GVB Director of Global Marketing, noted that the project reports throughout the meeting would take place of the report of the Chairman.

REPORT OF GVB MANAGEMENT
a. Visitor Arrivals Update

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



GUAM VISITORS BUREAU **MONTH-TO-DATE ARRIVAL COMPARISON**
September 1-27, 2016/7

	2016	2017	% Fm LY
Japan	58,868	40,854	-30.6%
Korea	39,554	52,238	32.1%
Taiwan	3,180	2,124	-33.2%
China, P.R.C.	1,474	952	-35.4%
U.S. Mainland	3,995	3,130	-21.7%
Hawaii	1,138	960	-15.6%
CNMI	1,106	1,257	13.7%
Palau	565	359	-29.0%
FSM	712	817	14.7%
RMI	78	97	24.4%
Philippines	1,474	1,241	-15.8%
All Others	103	70	-32.0%
Canada	61	38	-37.7%
Europe	123	92	-25.2%
Hong Kong	536	324	-37.2%
Thailand	20	14	-30.0%
Vietnam	10	7	-30.0%
Russia	54	116	103.4%
Other	290	264	-10.8%
Total	**112,781**	**104,848**	**-7.0%**

Note: September 2017 daily arrivals reflect Guam Air arrivals only
Source: Guam Customs Declaration Forms, Customs & Quarantine Agency
Processed by the Guam Visitors Bureau

Visitor Arrivals Statistics

GUAM VISITORS BUREAU

CALENDAR YEAR-TO-DATE ARRIVAL COMPARISON
SEPTEMBER 2017

	CALENDAR YEAR	CALENDAR YEAR-TO-DATE JANUARY - AUGUST*			MONTH-TO-DATE SEPTEMBER 1 - 27			CALENDAR YEAR-TO-DATE JANUARY - SEPTEMBER 1 - 27		
	2016	2016	2017*	% fm LY	2016	2017	% fm LY	2016	2017	% fm LY
Japan	748,680	498,951	448,884	-10.0%	58,868	40,854	-30.6%	557,819	489,738	-12.2%
Korea	544,957	344,770	438,946	27.3%	39,334	52,236	32.8%	384,104	491,182	28.5%
Taiwan	42,229	29,018	24,254	-16.4%	2,310	2,324	0.6%	31,328	26,578	-15.1%
China PRC	27,079	19,464	16,497	-15.2%	1,616	952	-41.1%	21,218	17,449	-17.8%
U.S. Mainland	62,856	43,308	42,937	-0.9%	3,995	3,120	-21.9%	47,096	46,102	-2.1%
Hawaii	14,248	9,625	10,262	6.6%	1,138	960	-15.6%	10,763	11,222	4.3%
CNMI	13,179	9,082	9,827	8.2%	1,086	1,251	15.2%	11,168	14,078	26.1%
Palau	4,792	3,269	2,559	-21.7%	385	259	-32.7%	3,634	2,818	-22.5%
FSM	8,130	7,905	7,213	-8.8%	752	817	8.6%	8,257	8,030	-2.7%
RMI	1,778	814	866	6.4%	28	21	-25.0%	922	887	-3.8%
Philippines	29,853	17,698	15,992	-9.6%	1,414	1,241	-12.2%	19,462	17,833	-8.4%
Australia	2,987	1,844	1,772	-3.9%	183	70	-61.7%	1,947	1,782	-8.5%
Canada	985	856	886	3.5%	61	36	-41.0%	917	922	0.5%
Europe	2,009	1,502	1,545	2.9%	123	92	-25.2%	1,426	1,437	0.8%
Hong Kong	9,377	5,340	12,388	131.9%	516	334	-35.3%	5,856	13,512	130.7%
Thailand	423	326	324	-1.2%	20	14	-30.0%	346	336	-2.9%
Vietnam	295	227	97	-26.3%	10	7	-30.0%	237	98	-58.9%
Russia	2,568	1,515	2,080	37.3%	58	118	103.4%	1,833	2,198	19.9%
Other	5,711	3,958	3,960	0.1%	396	264	-33.3%	4,234	4,224	-0.2%
Sea Arrivals	17,955	8,964	12,714	27.8%	n.a.	n.a.	n.a.	9,764	12,714	27.8%
TOTAL	1,615,307	1,018,852	1,061,337	4.0%	112,781	104,846	-7.0%	1,123,633	1,156,173	2.9%

Note: September 2016-7 daily arrivals reflect Charter Air arrivals only. Source: Guam Customs Declaration Forms, Customs & Quarantine Agency. Processed by the GVB. * Preliminary

Visitor Arrivals Statistics

GUAM VISITORS BUREAU

FISCAL YEAR-TO-DATE ARRIVAL COMPARISON
SEPTEMBER 2017

	FISCAL YEAR	FISCAL YEAR-TO-DATE OCTOBER - AUGUST*			MONTH-TO-DATE SEPTEMBER 1 - 27			FISCAL YEAR-TO-DATE OCTOBER - SEPTEMBER 1 - 27		
	2016	2016	2017*	% fm LY	2016	2017	% fm LY	2016	2017	% fm LY
Japan	752,757	682,627	630,484	-8.3%	58,868	40,854	-30.6%	746,496	671,338	-10.1%
Korea	599,490	475,245	590,552	24.3%	39,334	52,236	32.8%	514,579	642,788	24.9%
Taiwan	41,534	34,044	33,925	-10.8%	3,193	2,324	-27.2%	41,764	36,049	-13.7%
China PRC	26,771	24,389	21,966	-9.9%	1,616	952	-41.1%	25,861	22,816	-11.8%
U.S. Mainland	62,879	56,820	57,178	0.6%	3,995	3,120	-21.9%	60,815	60,308	-0.8%
Hawaii	14,248	12,835	13,962	8.8%	1,138	960	-15.6%	13,971	14,922	6.8%
CNMI	17,290	15,955	17,092	7.1%	1,086	1,251	15.2%	17,261	18,343	6.3%
Palau	5,028	4,643	3,897	-16.1%	385	259	-32.7%	5,008	3,956	-21.0%
FSM	11,027	10,239	10,043	-1.9%	752	817	8.6%	10,915	10,857	-0.5%
RMI	1,981	1,016	1,121	10.3%	28	21	-25.0%	1,144	1,108	-3.1%
Philippines	18,754	17,062	15,819	-7.3%	1,414	1,241	-12.2%	18,556	19,660	5.9%
Australia	2,358	2,119	2,128	0.4%	183	70	-61.7%	2,334	2,308	-1.1%
Canada	992	882	942	6.8%	61	36	-41.0%	943	978	3.7%
Europe	2,010	1,877	1,918	2.2%	123	92	-25.2%	2,000	2,042	2.1%
Hong Kong	8,397	5,869	11,648	98.6%	516	334	-35.3%	8,376	16,080	91.2%
Thailand	463	443	459	3.6%	20	14	-30.0%	463	447	-3.5%
Vietnam	183	170	121	-28.8%	10	7	-30.0%	180	128	-28.9%
Russia	2,488	2,435	3,083	26.6%	58	118	103.4%	2,480	3,345	34.8%
Other	5,484	5,150	5,375	4.4%	396	264	-33.3%	5,428	5,639	3.9%
Sea Arrivals	18,695	12,998	14,218	9.4%	n.a.	n.a.	n.a.	12,998	14,218	9.4%
TOTAL	1,510,944	1,377,116	1,443,266	4.7%	112,781	104,846	-7.0%	1,490,096	1,547,183	3.8%

Note: September 2016-7 daily arrivals reflect Charter Air arrivals only. Source: Guam Customs Declaration Forms, Customs & Quarantine Agency. Processed by the GVB. * Preliminary

b. August - September Activities/Promotions

❖ NORTH AMERICA

Mr. Manglona shared the he and Ms. Laguaña along with the Dusit Thani Guam Resort & Spa will attend IMEX America in Las Vegas, Nevada from October 10 -12, 2017. IMEX is the premier MICE travel trade event in the U.S. with over 10,000 participants from 130 countries. Additionally, GVB Marketing department staff will attend the DEMA Show 2017 in Orlando, Florida from November 1-4, 2017. GVB will join several partners from the Micronesia region at the world's only international trade-only event for the dive industry. Ms. Pilar Laguaña will present a special Dive and "Touch 2-Times of History Only on Guam!" Product Seminar.

North America – Upcoming Events

GUAM

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.

❖ PACIFIC

The Guam Visitors Bureau recently partnered with Marianas Visitors Authority and Palau Visitors Authority, under the Micronesia Pavillion at the 2017 PATA Travel Mart on September 13-17, 2017. GVB engaged with a total of 80 pre-schedule appointments with international trade.

Pacific - August & September

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







Guam Visitors Bureau, Marianas Visitors Authority and the Palau Visitors Authority participated under the "Micronesia Pavilion" at the 2017 PATA Travel Mart in Macau

Photos (clockwise from top left): Guam delegation consisting of Nadine Leon Guerrero, GVB Marketing Manager – China; Jenny Chen, GVB China Office Representative; Matthew Martin, Wyndham Garden Guam; Pilar Laguaña, GVB Director of Global Marketing; and Mark Mangloña, GVB Marketing Manager – North America & Pacific

Guam delegation together with the Marianas Visitors Authority and Palau Visitors Authority delegation

GVB President & CEO Jon Nathan Denight and Director of Global Marketing Pilar Laguaña entertain business appointments during PTM2017

GVB President & CEO Jon Nathan Denight and Haiona Pariacky, PATA Director – International Partnerships, preparing for the PATA Government/Destination Committee Meeting

After PTM, GVB President and CEO Mr. Nathan Denight and GVB Director of Global Marketing Ms. Pilar Laguaña participated in PATA Executive Board and Board Meetings in Macau. Mr. Denight was a panelist during the PATA Chapter Colloquium on the topic of "Addressing our future" while Ms. Laguaña also sat on a panel discussion moderated by PATA Chairwoman, Sarah Matthews.

GVB was a recipient of the 2017 PATA Gold Award for the 2016 Shop Guam Festival Campaign in the "Marketing Media - Mobile Travel Application" category.

The PATA Micronesia Chapter was presented the PATA 2017 Award of Excellence for the outstanding work in promoting the region. The Chapter was recognized for its unique creation of interactive experiences at major global travel trade shows in core markets.

Pacific - August & September

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







GVB President & CEO, Joe Matthews Cleveland, was one of the panelists during the PATA Chapter Colloquium on the topic of "Addressing our Future," which was moderated by Dr. Mario Hardy, PATA CEO.

GVB Director of Global Marketing, Pilar Laguafa, was on a panel discussion moderated by PATA CMO, Sarah Mathews.



Guam Visitors Bureau was a recipient of the 2017 PATA Gold Award for its 2016 Shop Guam e-Festival Campaign in the "Marketing Media – Mobile Travel Application" category.

The PATA Micronesia Chapter was presented the PATA 2017 Award of Excellence for their outstanding work promoting the region. The Chapter was recognized for its unique creation of interactive experiences at major global travel trade shows in core markets.

GVB will attend ITB Asia in Singapore on October 25-27, 2017. ITB Asia is a premier B2B trade show organized by Messe Berlin with over 10,000 trade visitors and 700 exhibitors scheduled to participate. GVB will also be exhibiting in the "Pink Corner" to promote Guam as a LGB-friendly destination. This year, GVB will exhibit under the Brand USA Pavilion.

Additionally, GVB will also attend the PATA New Tourism Frontier Forum (NTFF) in Palau from November 15-17, 2017. The 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. Mr. Manglona shared that the registration is complimentary and encouraged members to join the PATA Micronesia Chapter and be able to avail one of its benefits of discounted airfare from United Airlines.

Pacific – Upcoming Events

ITB ASIA
SINGAPORE
OCTOBER 25-27, 2017

ITB Asia

Asia's Leading Travel Trade Show

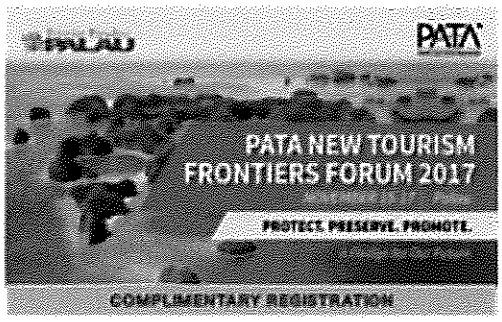
ITB Asia is a premier B2B trade show organized by Messe Berlin.

Venue for international exhibitors, Asia Pacific's leading travel companies and emerging small and mid-sized enterprises meet with top international buyers from the MICE, Leisure and Corporate travel markets.

Over 10,000 trade visitors and 700 exhibitors attend.

GVB will also be exhibiting in the 'Pink Corner' to promote Guam as a LGBT-friendly destination.

PATA NEW TOURISM FRONTIER FORUM
PALAU
NOVEMBER 15-17, 2017



PATA is holding the New Tourism Frontiers Forum in Palau from November 15-17, 2017.

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

Free registration and United Airlines is offering discounted airfare to PATA Micronesia Chapter members

More information can be found at www.PATA.org

- PHILIPPINES

  Ms. Regina Nedlic shared recent fam tours and product updates in the Philippine market to include the following:

  - Cebu Pacific Visayas-Mindanao (12) media fam tour from August 26-29, 2017.
  - United Airlines Trade Incentive Famtour for the top 3 travel agents in Metro Manila from September 2-5, 2017.
  - Cebu Pacific – Guam Product Update in Cebu City with 91 travel agents from Cebu & Dumaguete on September 5, 2017.
  - Cebu Pacific – Guam Media Event in Metro Cebu with 34 Cebu media on September 5, 2017.
  - TTM Travel Mart with 460 travel agents in attendance on September 26, 2017.
  - 155 doctors (MICE) from United Laboratories who visited Guam throughout August and September

Cebu Pacific Visayas-Mindanao Media Famtour

12 Media from Cebu, Davao, Cagayan de Oro, Bacolod, Iloilo
August 26-29, 2017 – Fully funded by CEB





United Airlines Trade Incentive Famtour

Top 3 Travel Agents from Metro Manila
September 2 – 5, 2017





CEBU PACIFIC – GUAM MEDIA EVENT in METRO CEBU

34 Media from Cebu
September 5, 2017

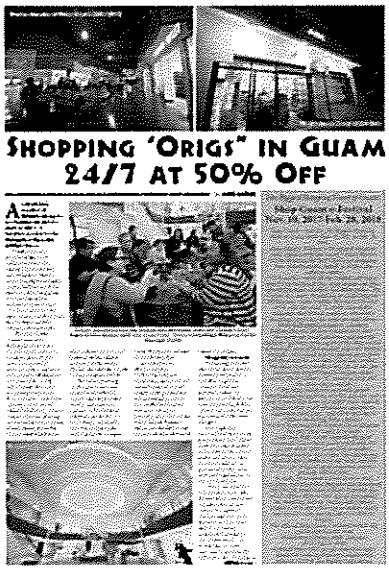


TTM TRAVEL MART at DIAMOND HOTEL

460 Travel Agents from Metro Manila and Luzon
September 26, 2017



ARTICLES FROM VISAYAS - MINDANAO



SHOPPING 'ORIGS" IN GUAM 24/7 AT 50% OFF



LifeStyle

Go gaga over shopping in Guam

Ms. Nedlic also shared that there are upcoming visiting travel agents and basketball players scheduled to visit Guam in October and November.

MICE GROUP from UNITED LABORATORIES
155 Doctors
August & September

RUNNERS from QCTAA (Quezon City Travel Agencies Association)
10 Runners for Ko'ko Half Marathon
October 26 - 30, 2017

TRADE GROUP from QCTAA (Quezon City Travel Agencies Association)
30 Travel Agents
October 28 – November 1, 2017

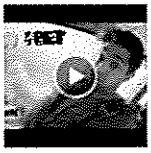
SPORTS GROUP from KAIZEN
170 Student Basketball Players
October 2017

SPORTS GROUP from ACES
57 Paddlers for Dragon Boat Festival
November 16 – 21, 2017

The Matanglawin Adventure in Guam was aired on ABS-CBN and TFC on August 13th and is available on YouTube. The media value for August airline and September social media posts is $2.9M.

MATANGLAWIN ADVENTURE IN GUAM

Aired on ABS-CBN and TFC last August 13
Available on YouTube
Media Value for August airing & Social Media posts: $2.9M



Matanglawin: Extreme adventure in Guam!

Matanglawin travels to Guam and take on the extreme adventure of sky diving from 14,000 feet above the ground. Subscribe to the ABS-CBN News Channel! https://...



THE GUAM FINALE!! (good times with Wil and Jako)

Definitely one of my favorite trips with the vlogsquad, Email: danielcmarsh22@gmail.com Facebook: https://www.facebook.com/danielcmarsh... Instagram: https://...



WE MADE IT TO GUAM!!

Email: danielcmarsh22@gmail.com Twitter: https://twitter.com/DanielCMarsh Facebook: https://www.facebook.com/Daniel-Marsh... Instagram - @danielcmarsh W3 - ...



EPIC WATERSPORTS ADVENTURE!! (VLOGSQUAD GUAM TRIP)

Email: danielcmarsh22@gmail.com Twitter: https://twitter.com/DanielCMarsh Facebook: https://www.facebook.com/Daniel-Marsh...



THE ULTIMATE GUAM RIVER CRUISE!!

Email: danielcmarsh22@gmail.com Twitter: https://twitter.com/DanielCMarsh Facebook: https://www.facebook.com/Daniel-Marsh Instagram - @danielcmarsh W3 - ...

Mr. Gary Cruz from iTravel shared with current Cebu Pacific Baggage Promo & Seat Sale, which began in September and will be valid until December 15, 2017.

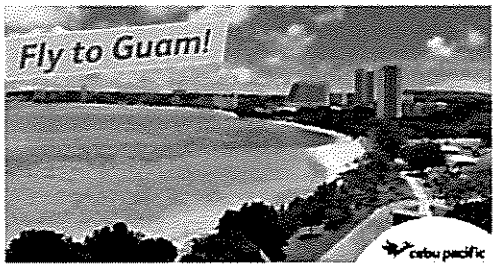
CEBU PACIFIC BAGGAGE PROMO & SEAT SALE

September 15 – December 15, 2017



Extra baggage allowance free on Guam flights: Cebu Pacific

Cebu Pacific said Thursday it would offer an additional 25 kilos in baggage allowance free to those who will pre-purchase 40 kilos in allowance for flights...



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NEW BUSINESS

a. Travel Motions

NORTH AMERICA MARKET

SGF CAMPAIGN MEETING WITH GOOGLE

Motion to approve travel for the GVB Director of Global Marketing and one GVB marketing staff to attend meetings with Google in New York from November 6-7, 2017. (Cost is approximately $7,500.00; FY2018 North America Budget, Acct. #US-SMD023)

Travel Expenses:	
Airfare: $2,000 x 2 pax	$4,000.00
DGM/Marketing staff Per Diem $365 x 4 days x 2 pax	$2,920.00
Misc. Expense (communications, excess baggages, etc.)	$580.00
TOTAL ESTIMATED EXPENSES:	**$7,500.00**

Background: The Guam Visitors Bureau (GVB) plan to meet with Google in New York to further discuss a Guam-Google Partnership. The scope of this campaign is two part, one, to positively impact the US public perception for Guam among Americans who are in-market for travel planning and two, to promote the Shop Guam e-Festival Campaign 2017.
Collaboration with Google will help Guam unlock the true potential for digital marketing and help GVB build a strong 2018 strategy for other critical markets such as Japan, South Korea and China.

Issue: Board approval needed for travel.

GO WEST SUMMIT 2018

Motion to approve travel for the two GVB marketing staff to attend the Go West Summit in Salk Lake City, Utah from January 14-20, 2018. (Cost is approximately $8,000.00; FY2018 North America Budget, Acct. #US-SMD023)

Travel Expenses:	
Airfare: $2,500 x 2 pax	$5,000.00
Marketing staff Per Diem $183 x 6 days x 2 pax	$2,196.00
Misc. Expense (communications, excess baggages, etc.)	$804.00
TOTAL ESTIMATED EXPENSES:	**$8,000.00**

Background: Go West Summit introduces the world's top international tour operators to specialty suppliers offering tourism-related products or services in the American West. Go West Summit partners with Visit Salt Lake and Utah Office of Tourism to present the ultimate business-to-business tourism convention experience.
Go West Summit is the single source for international tour operators to design, develop, and maintain an American West tourism product. The event uses an effective and easy to use custom-designed matching software designed to increase your ROI by unique computer-matching software that pairs tour operators from around the planet with U.S. based suppliers in a one-on-one, business-friendly environment.

Issue: Board approval needed for travel.

IGLTA 2018

Motion to approve travel for the GVB Director of Global Marketing and one GVB marketing staff to attend the IGLTA Annual Global Convention in Toronto, Canada from May 7-13, 2018. (Cost is approximately $10,000.00; FY2018 North America Budget, Acct. #US-SMD023)

Travel Expenses:	
Airfare: $2,500 x 2 pax	$5,000.00
DGM/Marketing staff Per Diem $300 x 7 days x 2 pax	$4,200.00
Misc. Expense (communications, excess baggages, etc.)	$800.00
TOTAL ESTIMATED EXPENSES:	**$10,000.00**

Background: The IGLTA Annual Global Convention is the world's premier educational and networking event for LGBT tourism professionals. The conference connects gay, lesbian and gay friendly travel and tourism suppliers and buyers through its hosted buyer and scheduled appointment program, numerous educational workshops and networking receptions. GVB plans to attend the convention to better understand the LGBT market and to potentially promote Guam as a LGBTQi friendly destination.
The Guam Visitors Bureau is a member of IGLTA and attended the travel show for the first time in 2017. With Guam's passage of the Same Sex Marriage law, GVB is actively promoting Guam is an ideal destination for travel to the LGBTQ market. It's location in Asia and as a U.S. Territory that is LGBTQ friendly should attract visitors from all over the world, especially Asia.

Issue: Board approval needed for travel.

INTERNATIONAL POW WOW (IPW) 2018 & OUTREACH TO CHAMORRO COMMUNITY

Motion to recommend board approval for the travel of the North America & Pacific Marketing Committee Chair, Director of Global Marketing and four (4) GVB staff, to attend the 50th U.S. Travel Association IPW in Denver, Colorado from May 18-23, 2018 and to conduct outreach to the Chamorro community. (Cost is approximately $22,000.00 and will come out of the following Acct. No. US-SMD023, CI-SMD023 and KO-SMD023.

Travel Expenses:	
Airfare: $2,000 x 6 pax	$12,000.00
NAP Chair Per Diem: $249 + 25% x 6 days	$1,867.50
DGM/Marketing staff Per Diem $249 x 6 days x 5 pax	$7,470.00
Misc. Expense (communications, excess baggages, etc.)	$662.50
TOTAL ESTIMATED EXPENSES:	**$22,000.00**

Background: The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates $2.1 trillion in economic output and supports 15 million jobs. U.S. Travel's mission is to increase travel to and within the United States.
U.S. Travel Association's IPW, going on it's 50th year in 2018, is the travel industry's premier international marketplace and the largest generator of travel to the U.S. - it is NOT a typical trade show. In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA (representing all industry category components), and more than 1,300 international and domestic buyers from more than 70 countries conduct business negotiations that result in the generation of more than $4.7 billion in future Visit USA travel. At IPW, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips.

GVB plans to send key marketing staff to this very important and strategic event to maximize one-on-one appointments with key media, buyers and trade professionals from our source markets and from around the world.

Over the 3 days of one-on-one pre-scheduled appointments GVB has consistently been able to conduct with over 130 buyers and 28 media representatives during our participation at the Media Marketplace. The GVB delegates also will meet numerous travel industry delegates during the networking events held during the 5 days of IPW.

In addition, as part of the North America marketing plan, GVB plans to meet with the Chamorro community in the area to conduct a Guam product update presentation. For many of the Chamorro community members in the mainland, it's been years since they have been home and for some, though they may have ties to Guam, have never been to Guam.

Issue: Board approval required for travel.

SCUBA SHOW 2018 & Guam Travel Agents Meeting w/ PATA San Diego and Southern California Chapter

Motion to approve travel for the GVB Director of Global Marketing and one GVB marketing staff to attend the Scuba Show 2018 in Long Beach, California from June 19-25, 2018 and to conduct a Guam Travel Agents Meeting with PATA San Diego and Southern California Chapter. (Cost is approximately $7,500.00 from Acct. No. SMD023).

Travel Expenses:	
Airfare: $2,000 x 2 pax	$4,000.00
DGM/Marketing staff Per Diem $222 x 6 days x 2 pax	$2,664.00
Misc. Expense (communications, excess baggages, etc.)	$836.00
TOTAL ESTIMATED EXPENSES:	**$7,500.00**

Background: The Scuba Show in its 31st year will attract more than 10,000 consumers with majority of the visitors looking for dive destinations and looking to explore destination exhibits. GVB's presence at the 2017 Scuba Show generated significant interest with many inquiries about Guam and it's underwater offerings.

Diving and Adventure travel is a big component of the FY18 North America Marketing Plans. GVB plans to participate to showcase Guam as an undiscovered dive destination, including the varied dive sites, year-round warm weather and waters, and the myriad of above-water activities divers can participate in.

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 Scuba Show, the bureau will showcase the 2018 Events Calendar, all the upcoming sports, arts, and cultural events to give the divers more time to plan their next dive trip and choose destination Guam.

Along with selling Guam and Micronesia, we would like to host a series of seminars and workshops with the active travel agents in the area and to have the chance to meet with California based Chamorro clubs and organizations to discuss GVB's social media outreach and database development to try to raise awareness about Guam and encourage Guam travel as part of the 2018 Visiting Friends and Relatives marketing strategy and awareness while in California.

Action: Board approval required.

PACIFIC MARKET

PATA EXECUTIVE BOARD MEETING IN FEBRUARY, MAY, JULY, & SEPTEMBER 2018

Motion to approve travel for GVB President & CEO and Director of Global Marketing to attend the PATA Executive Board meeting in or around February, May, July and September 2018. Exact location and dates are to be confirmed. (Cost is approximately $27,326.25 from Acct. No. PA-SMD025)

Bangkok, Thailand February 2018

Travel Expenses:	
Airfare: $1,500 x 2 pax	$3,000.00
President & CEO Per Diem: $246 + 25% x 5 days	$1,537.50
DGM Per Diem: $246 x 5 days	$1,230.00
Misc. Expense (communications, excess baggages, etc.)	$500.00
TOTAL ESTIMATED EXPENSES	**$6,267.50**

Korea, May 2018

Travel Expenses:	
Airfare: $1,500 x 2 pax	$3,000.00
President & CEO Per Diem: $373 + 25% x 5 days	$2,331.25
DGM Per Diem: $373 x 5 days	$1,865.00
Misc. Expense (communications, excess baggages, etc.)	$303.75
TOTAL ESTIMATED EXPENSES	**$7,50000**

Bangkok, Thailand July 2018

Travel Expenses:	
Airfare: $1,500 x 2 pax	$3,000.00
President & CEO Per Diem: $246 + 25% x 5 days	$1,537.50
DGM Per Diem: $246 x 5 days	$1,230.00
Misc. Expense (communications, excess baggages, etc.)	$500.00
TOTAL ESTIMATED EXPENSES	**$6,267.50**

Langkawi, Malaysia September 2018

Travel Expenses:	
Airfare: $1,500 x 2 pax	$3,000.00
President & CEO Per Diem: $337+ 25% x 5 days	$2,106.25
DGM Per Diem: $337 x 5 days	$1,685.00
Misc. Expense (communications, excess baggages, etc.)	$500.00
TOTAL ESTIMATED EXPENSES	**$7,291.25**

OVERALL TOTAL ESTIMATED EXPENSES: $27,326.25

Background: GVB President & CEO, Jon Nathan Denight and Director of Global Marketing, Pilar Laguana, are PATA Executive Board Members. This is the first time that the Pacific Region has had two representations on the Executive Board level. Their involvement in the PATA Executive Board will allow for them to ensure that PATA continues to put emphasis to the "P" in PATA, the Pacific, and to help develop travel and tourism in the region.

Issue: Board approval needed for travel

PATA MICRONESIA CHAPTER TRI-ANNUAL MEETINGS FOR 2018

Motion to approve travel for GVB Director of Global Marketing and (2) Marketing Staff to attend the PATA Micronesia Chapter Tri-Annual Meetings in 2018. The location and dates for the meetings are to be determined at a later time. (Cost is approximately $24,900.00 from Acct. No. PA-SMD024 & Acct. No. PA-SMD023)

1st, 2nd and 3rd Tri-Annual Meeting Travel Expenses

Airfare: $900 x 3 pax	$2,700.00
DGM & 2 Marketing Staff Per Diem: $340 x 5 days x 3 pax	$5,100.00
Misc. Expense (communications, excess baggages, etc.)	$500.00
TOTAL ESTIMATED EXPENSES:	**$8,300.00**
	X 3

OVERALL TOTAL ESTIMATED EXPENSES: $24,900.00

Background: Guam as an active member of the PATA Micronesia Chapter and the lead in the PATA Micronesia Chapter Committees, will be attending the Tri-Annual Meetings in 2018. 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.

ASIA DIVE EXPO (ADEX) 2018 AND UNITED TRAVEL TRADE MEETING

Motion to approve travel for (2) Marketing staff to attend the 23rd Asia Dive Expo (ADEX) at the Suntec Singapore Convention Center, Singapore from April 6-8, 2018. (Cost is approximately $9,500.00 from Acct. No. PA-TTC053)

Travel Expenses:	
Airfare: $2,000 x 2 pax	$4,000.00
Per Diem $407 x 6 days x 2 pax	$4,884.00
Misc. Expense (communications, excess baggages, etc.)	$616.00
TOTAL ESTIMATED EXPENSES:	**$9,500.00**

Background: ADEX is the longest running and the largest dive expo in Asia celebrating its 23rd year in 2018. A must-attend event for anyone interested or involved in the world of diving, the event has seen a continuous increase in visitors over the past few years, with ADEX 2017 attracting thousands of visitors. The ADEX 2018 show presents world-renowned marine life artists, conservationists and photographers and is an event being endorsed by major organizations in the industry such as DEMA (USA), the Singapore Tourism Board (STB) and the Singapore Underwater Federation (SUF). ADEX 2018 will continue on a theme dedicated entirely to Climate Change and dedicated to sharks.

Travel partners in the region of Micronesia attend this promotion year after year, helping in increasing the awareness of our region as a remarkable and unique dive destination.

Issue: Board approval needed for travel.

PATA ANNUAL SUMMIT 2018

Motion to approve travel for one (1) GVB Board of Director, Director of Global Marketing and Marketing Manager to attend the PATA Annual Summit/Executive and Board Meeting in Gangneung, Korea from May 17-20, 2018. (Cost is approximately $13,500.00 from Acct. No. PA-SMD025)

Travel Expenses:	
Airfare: $1,500 x 3 pax	$4,500.00
BOD Per Diem $373 +25% x 7 days x 1 pax	$3,263.75
DGM & 1 Marketing Staff Per Diem: $373 x 7 days x 2 pax	$5,222.00
Misc. Expense (communications, excess baggages, etc.)	$514.25
TOTAL ESTIMATED EXPENSES:	**$13,500.00**

Background: As a result of the PAS 2016 on Guam, the bureau will further its active participation in the PATA programs to also evaluate any future events within the trade and travel industry. In addition, GVB President and CEO along with the Director of Global Marketing are active Board/Executive Members. The summit normally comprises of a one-day industry conference, with the Association's Annual General Meeting, PATA Youth Symposium, PATA Marketplace, and PATA Chapter Colloquium scheduled. Guam, along with other chapters worldwide also attends the Gala Dinner, committee meetings, workshops and product tours of the destination. In addition, the President/CEO and the Director of Global Marketing will be attending the Executive/Board meetings.

Issue: Board approval needed for travel.

PATA TRAVEL MART (PTM) 2018 & MALAYSIA-GUAM TRADE EVENT

Motion to approve travel for GVB Director of Global Marketing, Marketing Manager and two Marketing staff to attend the PATA Travel Mart (PTM) 2018 and to attend the Executive and Board Meetings, tentatively scheduled for September 2018 in Langkawi, Malaysia. (Cost is approximately $18,500.00 from Acct. No. PA-SMD026 and Acct. No. PA-SMD025)

Travel Expenses:	
Airfare: $2,000 x 4 pax	$8,000.00
Per Diem $337 x 7 days x 2 pax	$4,718.00
Per Diem $337 x 8 days x 2 pax	$5,392.00
Misc. Expense (communications, excess baggages, etc.)	$390.00
TOTAL ESTIMATED EXPENSES:	**$18,500.00**

Background: The PATA Travel Mart is held annually and attracts 1000+ delegates from 60+ countries. The travel mart is Asia Pacific's premier B2B travel trade show, featuring unparalleled networking and contracting opportunities to help travel and tourism organizations access decision makers, meet new clients, expand their networks and build or maintain existing relationships. It showcases the travel products and services from primarily the Asia Pacific region and draws interest from international buyers from around the globe. Furthermore, educational forums, conferences and workshops are organized during the event, providing delegates with comprehensive tourism insights and the latest updates on trends within the industry. The educational forums and conferences are held prior to the travel trade show and can address a wide range of travel and tourism related topics; such as community based tourism, tourism investment and travel technology.

In addition to the travel mart, the PATA Youth Symposium is a half-day forum offered to students and young professionals to engage with industry professionals during plenary talks and roundtable discussions on various topics relevant to the destination. The prestigious PATA Gold Awards Ceremony is also held during the Mart, an event that recognizes and rewards an organization's outstanding contributions in successfully promoting the travel industry in the Asia Pacific region, and various forums set up by PATA for the travel experts during lunch or prior to the travel mart days. The Guam Visitors Bureau was a recipient of the 2017 PATA Gold Awards for Marketing Media - Mobile Travel Application for its 2016 Shop Guam e-Festival Campaign.

Our attendance to PTM is essential in the representation of Guam and the Micronesia region to further our continued successes with the PATA International in bringing more awareness to the Pacific region. During this time also the GVB President and CEO along with the Director of Global Marketing will attend the Executive and Board meetings scheduled usually scheduled before or after the Travel Mart.

The Marianas Visitors Authority and the Palau Visitors Authority also exhibits with the Guam Visitors Bureau under the 'Micronesia Pavilion', increasing the presence of Micronesia and sharing what it has to offer.

While attending the PTM, GVB plans to conduct a Malaysia-Guam Trade Event to provide a Guam Product Update Presentation to key travel agents in Malaysia. As some of our key markets face decline in visitor arrivals, it is important that we explore new markets. With Malaysia being under the Guam-CNMI Visa Waiver Program, there's a definite opportunity to attract visitors from this market.

Issue: Board approval needed for travel.

PHILIPPINES MARKET

PTAA TRAVEL TOUR EXPO 2018

Motion to approve travel for GVB President & CEO or Committee Chairman, GVB Director of Global Marketing, two (2) Marketing Staff, the Cultural Heritage Officer, Miss Guam, two (2) musicians and four (4) entertainers to attend the 2018 Philippines Travel Agents Association Travel Tour Expo in Manila, Philippines from February 9-11, 2018. Total cost is approximately $32,323.75 ($11,183.75 from the Philippine Market Acct. No. PI-TTC067 and $21,140.00 from Cultural Heritage Acct. No. DM-CPO005).

Marketing Travel Expenses:	
Airfare: $1,000 x 4 pax	$4,000.00
President & CEO Per Diem: $291 x 5 days x 25%	$1,818.75
DoGM & 2 Marketing Staff Per Diem: $291 x 5 days x 3 pax	$4,365.00
Misc. Expenses (communications, excess baggages, etc.)	$1,000.00
TOTAL ESTIMATED EXPENSES:	**$11,183.75**

CHC Travel Expenses:	
Airfare: $1,000 x 8 pax	$8,000.00
CHO Per Diem: $291 x 5 days x 8 pax	$11,640.00
Miss Guam Professional Fees: ($100 x 3 days x 1 pax)	$300.00
Dancers Professional Fees: ($50 x 3 days x 4 pax)	$600.00
Musician Professional Fees: ($100 x 3 days x 2 pax)	$600.00
TOTAL ESTIMATED EXPENSES:	**$21,140.00**
TOTAL COST	**$32,323.75**

Background: The Travel Tour Expo was established by PTAA in 1994 to showcase the products and services of its members. Since then, the show has evolved into a much awaited annual industry event covering practically all segments of the travel business, making it the biggest event for the travel and tourism industry. More than 65,000 travelers/visitors were present in last year's show, which also featured more than 400 exhibitors offering more travel options to visitors.

GVB has been an active participant in this show for the past 13 years. GVB will once again reach out to United and other Micronesian islands' NTOs/STOs to take on a regional marketing approach and offer attractive travel packages to potential visitors.

Issue: Board approval needed for all travel.

GUAM FAIR 2018

Motion to approve travel for GVB President & CEO or NAP Committee Chairman, GVB Director of Global Marketing, (1) Marketing Staff, Cultural Heritage Officer, Miss Guam, 2 Musicians and 4 Dancers to attend the 1st Annual Guam Fair on May 2018 in Manila, Philippines. Total cost is approximately $30,450.75 ($9,310.75 from the Philippine Market Acct. No. PI-TTC067 & $21,140.00 from the Cultural Heritage Acct# DM-CPO005).

Marketing Travel Expenses:	
Airfare: $1,000 x 3 pax	$3,000.00
President & CEO Per Diem: $291 x 5 days x 25%	$1,818.75
DoGM & 1 Marketing Staff Per Diem: $291 x 6 days x 2 pax	$3,492.00
Misc. Expenses (communications, excess baggages, etc.)	$1,000.00
TOTAL ESTIMATED EXPENSES:	**$9,310.75**

CHC Travel Expenses:	
Airfare: $1,000 x 8 pax	$8,000.00
CHO Per Diem: $291 x 5 days x 8 pax	$11,640.00
Miss Guam Professional Fees: ($100 x 3 days x 1 pax)	$300.00
Dancers Professional Fees: ($50 x 3 days x 4 pax)	$600.00
Musician Professional Fees: ($100 x 3 days x 2 pax)	$600.00
TOTAL ESTIMATED EXPENSES:	**$21,140.00**
TOTAL COST	**$30,450.75**

Background: The Guam Visitors Bureau in conjunction with the Guam Economic Development Authority will hold its 1st even Guam Fair in Manila city to showcase and to encourage travel to Guam. In addition to marketing Guam and the region we look to also provide Guam packages with the major airlines that service direct flights to Guam and also showcase made on Guam products.

Guam members of the tourism industry will be invited to participate. We will also be having a Guam product seminar offered to all the major TA's in the Manila and look to have this event held annually.

Additionally, GVB's Director of Global Marketing and one marketing staff will stay back one extra day to hold an administrative meeting with the Philippines Marketing Representatives to conduct a six-month evaluation and discuss projects and promotions.

Issue: Board approval needed for all travel.

TRAVEL MADNESS EXPO 2018

Motion to approve travel for GVB Director of Global Marketing, 2 Marketing Staff, Cultural Heritage Officer and Miss Guam to attend the Travel Madness Expo in July 2018 at the SMX Convention Center in Manila, Philippines. Total cost is approximately $13,675.00 ($8,365.00 from the Philippine Market Acct. No. PI-TTC067 and $5,310.00 from the Cultural Heritage Acct. No. DM-CPO005).

Marketing Travel Expenses:	
Airfare: $1,000 x 3 pax	$3,000.00
DoGM & 2 Marketing Staff Per Diem: $291 x 5 days x 3 pax	$4,365.00
Misc. Expenses (communications, excess baggages, etc.)	$1,000.00
TOTAL ESTIMATED EXPENSES:	**$8,365.00**

CHC Travel Expenses:	
Airfare: $1,000 x 2 pax	$2,000.00
CHO Per Diem: $291 x 5 days x 2 pax	$2,910.00
Miss Guam Professional Fees: ($100 x 4 days x 1 pax)	$400.00
TOTAL ESTIMATED EXPENSES:	**$5,310.00**
TOTAL COST	**$13,675.00**

Background: The travel industry is out to show its might at the 6th annual Travel Madness Expo 2018, with most of its 5,000 players poised to show up at the event as exhibitors and in other capacities to show their unity with all the allied sectors and the general public. The Travel Madness Expo is the Philippines' 2nd largest travel show with a focus on outbound travel.

All of the four exhibit halls of the SMX Convention Center in the Mall of Asia have been booked for the biggest ever-multispectral participation in the Travel Madness Expo, which has been setting record highs since its debut in 2012.

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

Issue: Board approval needed for all travel.

THE TRAVEL MART (TTM) PHILIPPINES/GUAM PRODUCT UPDATE IN CEBU

Motion to approve travel for GVB President & CEO or Committee Chairman, Director of Global Marketing, Cultural Heritage Officer and Miss Guam to attend the Travel Mart (TTM) in Manila and Cebu in August/September 2018. In addition, GVB plans to conduct a Guam Product Update seminar in both cities. Total cost is approximately $12,162.00 ($6,474.00 from the Philippine Market Acct. No. PI-SMD023 and $5,688.00 from the Cultural Heritage Acct# DM-CPO005).

Marketing Travel Expenses:		
Airfare: $1,000 x 2 pax		$2,000.00
President & CEO Per Diem (Manila): $291 x 4 days x 25%		$1,455.00
President & CEO Per Diem (Cebu): $190 x 2 days x 25%		$475.00
DoGM Per Diem (Manila):	$291 x 4 days	$1,164.00
DoGM Per Diem (Cebu):	$190 x 2 days	$380.00
Misc. Expenses (communications, excess baggages, etc.)		$1,000.00
TOTAL ESTIMATED EXPENSES:		**$6,474.00**

CHC Travel Expenses:		
Airfare: $1,000 x 2 pax		$2,000.00
CHO Per Diem (Manila):	$291 x 4 days x 2 pax	$2,328.00
CHO Per Diem (Cebu):	$190 x 2 days x 2 pax	$760.00

Miss Guam Professional Fees: ($100 x 6 days x 1 pax)	$600.00
TOTAL ESTIMATED EXPENSES:	**$5,688.00**
TOTAL COST	**$12,162.00**

Background: The Travel Mart (TTM) Philippines is an annual B2B table top event being held in two cities in the Philippines. The event takes place in Manila and Cebu where thousands of buyers are expected to attend both cities. This is an opportune time to meet with the top agents and share GVB's 2018 calendar of events and promotions.

In addition to TTM, GVB will organize a Guam Product Update seminar in both cities with the media and trade to share the latest information about Guam. GVB will be inviting its membership to participate and present about their company.

Issue: Board approval needed for all travel.

b. SGeF Campaign with Google
Mr. Mark Manglona announced GVB's plans to meet with Google headquarters in November immediately following the DEMA show in Orlando. Google headquarters is located in New York. Ms. Pilar Laguana added that she and Mr. Manglona had a two-hour conference call and the meeting will be a follow up from the call to strategize on how to elevate the Shop Guam Festival campaign.

c. FY2018 SMART Goals
Mr. Mark Manglona shared FY2018 SMART goals for the North America & Pacific markets while Ms. Regina Nedlic shared for the Philippines market.

NORTH AMERICA

1. **Strategic Objectives**
   - Increasing arrivals for FY2018 to 82,000.
   - Trade development
     - Target to develop solid working relationships with at least 5 new USA travel wholesalers, dive wholesalers, and MICE buyers to actively sell Guam products in FY2018.
     - Actively work with ATTA and PATA Chapters in North America for developing trade relationships.
     - Target to organize a trade fam tour from North America to Guam in FY2018 with adventure, dive travel wholesalers and MICE planners.
     - Attend the following B2B trade shows in FY2018
       - IPW
       - DEMA
       - IMEX
       - ATTA
       - IGLTA
     - Attend the following B2C trade shows in FY2016
       - Scuba Show
       - Pacific Islander Festival Association
   - Media
     - Develop integrated approach to engage with both traditional and new media in North America for featuring Guam's main attraction, special tourism product, and events.
     - Focus on media exposure within high-end travel publication targeting affluent travelers from North America who can afford the high travel costs to Guam.
     - Target to generate $500,000 USD media value in FY2018.
   - Digital / Social
     - Continue to develop Guam's presence on popular consumer social network; Facebook and Linkedin.
     - Target to reach 60,000 Facebook fans on GVB Visit USA by the end of FY2018.

- Maintain GVB USA LinkedIn social media page and target to achieve 500 travel trade followers in FY2018.
- Work with TripAdvisor on targeted advertising to reach FIT market segment in the North America.

2. Visiting Friends and Family (VFR)
   - Re-organize database of Chamorro and their friends and families living in the States
     - Expand social media reach and exposure to VFR target audiences in USA
     - Work with travel agents to develop at least 2 VFR targeted Guam tourism product
     - Advertise Guam VFR package via Chamorro affiliate networks in the United States such as Elevation Islander, Chelu, Inc., Chamorro Sons & Daughters Club, Chamorro Registry, etc.
     - Work with major US-Guam air carriers such as United Airlines and Delta Airlines to support VFR package with special airfare rates and Co Op promotions.
     - Engage with Guam's hotels, rental car companies, optional tours and restaurants, etc. to include incremental incentives in the VFR Guam travel packages
3. Diving / Adventurous Travel
   - Gateway to Asia and Micronesia
     - Work with high end and eco travel wholesalers in North America and develop packages for Guam, Micronesia or Asia as an exotic and cultural rich tour.
     - Engage high end travel publication such as AFAR or Rob Report to promote the high end Guam and Micronesia destination image and tourism package.
     - Continue to nurture relationships with dive wholesalers in North America and encourage them to incorporate Guam as an adventurous land tour destination for their dive customers when they plan the dive trips to Micronesia.
4. Military Community
   - Work with worldwide US military organizations to promote Guam tourism
     - Partner with military tourism travel wholesaler to develop Guam tourism promotion opportunities and special packages. Expand invites to all services, including USO, for Liberation Day activities and visits
       Work with targeted media to develop publicity campaign reaching US consumers interested in World War histories and travel.
     - Work with local travel industry to develop special military packages to encourage family visits of active duty military members
     - Engage with military spouse blogger community in North America for developing word of mouth campaigns to promote Guam's tourism to military VFR.
5. MICE
   - Actively work with Guam's local industry and supplier to re-organize Guam's MICE offering to help streamline the event planning efforts for MICE planners.
   - Launch online MICE Planner and utilize it as the primary tool for selling and marketing Guam's MICE offering.
   - Launch trade publicity and outreach campaigns targeting MICE industry media and associations in North America for setting up interview and seminar opportunities to present Guam's MICE.

PACIFIC

1. Increase visitor arrivals by 10% from the previous year by promoting travel and increasing awareness, to and within Guam and the Micronesia region.
2. Market Guam as a world-class destination through participation in key international trade/consumer shows.
   - Asia Dive Expo
   - PATA Travel Mart
   - ITB Asia
3. Align our activities and programs with the Tourism 2020 plan to diversify market segments for Guam.
4. Continue to be involved with PATA International, PATA Micronesia Chapter and the Micronesia Island Forum to promote travel to Guam and Micronesia.
   - Attend the PATA Executive Board and Board Meetings.
   - Participate in the PATA Micronesia Chapter tri-annual membership meetings.

- Work closely with the Micronesia region to report to the Micronesia Island Forum and to seek support where needed.

5. Maintain relationships with travel trade industry members through partnerships, collaborations, advertising opportunities and Guam product update familiarization tours.
6. Utilize resources such as the MicronesiaTour.com website to market and promote Guam and Micronesia.

PHILIPPINES

SALES

To have at least 20,000 visitor arrival from the Philippines by the end of FY2018.

MICE

To have at least 10 MICE/Sports Tourism trips by the end of FY2018 via partnership with airlines and top MICE group agencies.

TRADE

To strengthen relationship with travel agencies and conduct regular sales blitz and product updates.

Social Media

To increase page likes on Facebook by 50% by the end of FY2018 by creating more relevant and interesting materials about Guam.

Marketing Goal

To implement cost effective traditional and digital marketing strategies by partnering with airlines, trade and media partners.

Public Relations

To increase media value output by 30% through media familiarization tours and press releases by the end of FY2018

ANNOUNCEMENTS

a. GVB General Membership Meeting is scheduled for Friday, October 6, 2017 at the Westin Resort. Speaker: Barbara Wold
b. Next NAP Meeting is scheduled for Wednesday, November 1, 2017. Meetings are held every first Wednesday of each month unless otherwise scheduled.
c. PATA Micronesia 3rd tri-annual meeting is November 13-14, 2017 in Palau.
d. SGeF is November 10-2017 - February 28, 2018. Download the free app and share with your colleagues and partners.
e. Koko Half Marathon is scheduled for October 28th and 29th.

ADJOURNMENT

Ms. Rosabelle Malones made a motion and seconded by Mr. Gary Cruz to adjourn the meeting at 3:03 p.m. Meeting adjourned.

Prepared by: _____
Breeana Q. Garrido, Marketing Associate

Reviewed by: _____
Mark Manglona, Marketing Manager (North America & Pacific)

_____
Regina Nedlic, Marketing Manager (Philippines & Russia)

Approved by: _____
Pilar Laguaña, Director of Global Marketing

FY2018 Travel Motions

October 2017

GVB HEAD OFFICE MARKETING MEETING WITH GVB JAPAN OFFICE

Motion to approve travel for the GVB President & CEO and GVB Marketing Manager – Japan to attend monthly planning, marketing and administrative meetings in Tokyo, Japan. Projected months: October-December 2017 and January-March 2018. Estimated total cost is $32,371.50; Account # JA-SMD045.

Airfare:	$1,000 x 2 pax					$2,000.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	GVB President & CEO	$345.00	3	$283.75	3	$1,886.25
	Marketing Manager - Japan	$276.00	3	$227.00	3	$1,509.00
					Total per trip:	$5,395.25
					Grand Total (6 trips):	$32,371.50

Background: As the Japan market continues to move forward, several items need to be finalized and secured. It is important for GVB headquarters to continue aggressive work and planning for the Japan recovery plan, hiring the new GVB Japan Director and continue discussion with airline partners.

Issue: Board approval required for travel.

SEATRADE CRUISE ASIA PACIFIC CONFERENCE

Motion to approve travel for the Vice President to join GEDA in attending the Seatrade Cruise Asia Pacific Conference from October 31 – November 4, 2017 in Shanghai, China. (Estimated cost $5,377.75; account #BUS-BUS001).

Travel Expenses:	
Airfare: $2,500 x 1 pax	$2,500.00
Vice President Lodging: $259+25% x 4 nights	$1,295.00
Vice President M&IE: $143+25% x 5 days	$893.75
Conference Registration	$689.00
TOTAL ESTIMATED EXPENSES:	$5,377.75

Background: The development of Guam's cruise ship industry is vital to the future development of our tourism infrastructure and in line with our Strategic Tourism 2020 Plan. The Guam Visitors Bureau will be partnering with the Guam Economic Development Authority to attend the Seatrade Cruise Asia Pacific conference, this year held in Shanghai, China.

The global cruise industry is one of the world's fastest growing tourism segments. The cruise industry also provides greater opportunities to facilitate cultural and heritage conservation with the wider audience from the cruise market. Micronesian region's close proximity to the future Asia cruise industry growth area, its unique culture and biodiversity, and other factors open up the potential for Guam and the region to become an exciting cruise ship destination.

Issue: Board approval needed for travel.

November 2017

GVB HEAD OFFICE MARKETING MEETING WITH GVB CHINA OFFICE

Motion to approve travel for the Director of Global Marketing and the Marketing Manager – China to attend planning, marketing and administrative meetings in Beijing and Shanghai, China. Projected month: November 2017. (Estimated cost $9,116.00; account # CI-SMD023).

Marketing Travel Expenses:

Airfare: $2,500 x 2 pax	$5,000.00
Shanghai	
DoGM & 1 Marketing Staff Lodging: $259 x 2 nights x 2 pax	$1,036.00
DoGM & 1 Marketing Staff M&IE: $143.00 x 2 days x 2 pax	$572.00
Beijing	
DoGM & 1 Marketing Staff Lodging: $258 x 2 days x 2 pax	$1,032.00
DoGM & 1 Marketing Staff M&IE: $119.00 x 2 days x 2 pax	$476.00
Misc. Expenses (communications, excess baggages, etc.)	$1,000.00
TOTAL ESTIMATED EXPENSES:	$9,116.00

Background: GVB plans to have the GVB Director of Global Marketing and the GVB China Marketing Manager conduct meetings with the China Marketing Representatives in November 2017 to discuss upcoming quarterly promotions and strategies for FY2018. The scheduled administrative meetings are also an opportune time to evaluate and discuss progress on FY2018 smart goal achievements.

Issue: Board approval needed for travel.

GVB HEAD OFFICE MARKETING MEETINGS WITH GVB HONG KONG OFFICE

Motion to approve travel for the GVB Director of Global Marketing and Marketing Staff to conduct administrative meetings with GVB Hong Kong Representatives in November 2017 and May 2018 in Hong Kong. Cost is approximately $12,240.00 from Account No. HK-SMD023.

November 2017	
Marketing Travel Expenses:	
Airfare: $1,000 x 2 pax	$2,000.00
Marketing Staff Per Diem: $535 x 3 days x 2 pax	$3,210.00
Misc. Expenses (communications, excess baggages, etc.)	$1,000.00
TOTAL ESTIMATED EXPENSES:	**$6,210.00**
May 2018	
Marketing Travel Expenses:	
Airfare: $1,000 x 2 pax	$2,000.00
Marketing Staff Per Diem: $535 x 3 days x 2 pax	$3,210.00
Misc. Expenses (communications, excess baggages, etc.)	$1,000.00
TOTAL ESTIMATED EXPENSES:	**$6,210.00**
TOTAL COST	**$12,420.00**

Background: GVB plans to have the GVB Director of Global Marketing and one marketing staff conduct administrative meetings with the Hong Kong Marketing Representatives at the beginning of the fiscal year to discuss upcoming promotions for FY2018. Additionally, GVB would also like to conduct a six-month meeting to evaluate their mid-year progress. While in

Hong Kong, GVB plans to conduct meetings with the industry to discuss any issues and opportunities within the market.

Issue: Board approval for travel required.

GUAM MEGA FAM TOUR

Motion to approve travel for eight (8) GVB Japan staff to travel to Guam to participate in the first-ever Guam Mega FAM Tour. Projected month: November 2017. Estimated cost $12,300.00; funding source to be identified by management.

Airfare:	$1,000 x 8 pax			$8,000.00
Per Diem:	Guam	M&IE	Days	
	GVB Japan Staff - 8 pax	$62.50	5	$2,500.00
Japan Transportation:	To and from airport	$100.00	8	$800.00
Guam Transportation:	Rental vans x 2	$100.00	5	$1,000.00
			Total:	$12,300.00

Background: As part of the Japan recovery plan, a mega FAM tour will be executed to include approximately 500 participants; a mix of travel agents and influential media. Goal is show travel trade partners and media the unique selling points of Guam through first-hand experience. Target is front line agents and traditional and new media. GVB Japan staff will be required to escort the FAM tour participants during their stay in Guam for the reception, trade show, tours etc.

Issue: Board approval required for travel.

SGF CAMPAIGN MEETING WITH GOOGLE

Motion to approve travel for the GVB Director of Global Marketing and one GVB marketing staff to attend meetings with Google in New York from November 6-7, 2017. (Cost is approximately $7,500.00; FY2018 North America Budget, Acct. #US-SMD023)

Travel Expenses:	
Airfare: $2,000 x 2 pax	$4,000.00
DGM/Marketing staff Per Diem $365 x 4 days x 2 pax	$2,920.00
Misc. Expense (communications, excess baggages, etc.)	$580.00
TOTAL ESTIMATED EXPENSES:	$7,500.00

Background: The Guam Visitors Bureau (GVB) plans to meet with Google in New York to further discuss a Guam-Google Partnership. The scope of this campaign is two part, one, to positively impact the US public perception for Guam among Americans who are in-market for travel planning and two, to promote the Shop Guam e-Festival Campaign 2017.

Collaboration with Google will help Guam unlock the true potential for digital marketing and help GVB build a strong 2018 strategy for other critical markets such as Japan, South Korea and China.

The team will travel to New York after attending the DEMA Show 2017 and the Guam Dive Seminar in Orlando, Florida from November 1-4, 2017.

Issue: Board approval needed for travel.

EVENT PROMOTION (GUAM BARBEQUE BLOCK PARTY)

Motion to approve travel for the GVB Sports & Events Destination Specialist – to attend the World Food Championships in Orange Beach, Alabama from November 7-14, 2017. (Estimated cost $2,636.00; account # AS-ESP001).

Delegation	Per diem	Days	Total
Destination Specialist Sports & Events	$142.00	8	$1,136.00
Airfare ($1,500)			$1,500.00
TOTAL			$2,636.00

Background: The World Food Championships, the largest competition in Food Sport, where 1200 contestants on 419 official teams coming from 48 American states and 14 international countries converge to compete for a chance at winning the ultimate food crown. The World Food Championships a known springboard for culinary stars and home cooks attracts national and international media attention including popular national and international food shows.

This November Guam will send an all-star team of grillers to the 5th World Food Championships led by Chef Peter Duenas, Overall Winner of the 5th Annual Guam Barbeque Block Party. Boasted the largest food sport tournament in the world, GVB will take advantage of several opportunities to promote and sanction Guam's Barbeque Block Party event to be featured Worldwide among with opportunities to meet and establish relationships with both the Japan and Korea Barbeque Associations who also attends the event annually.

Issue: Board approval required for all travel

MODE TOUR TRAVEL MART

Motion to approve travel for Government Protocol, GVB Board Chairman, KMC Chairman, GVB President & CEO or designee, two GVB marketing staff, GVB Culture & Heritage Officer, Miss Guam, Mister Guam, two Musicians, and four Dancers to attend the Mode Tour Travel Mart from November 16-19, 2017 in Seoul, Korea. Cost is approximately $50,384.90 from Acct #KO-SMD023 $20,912.90 and Acct# DM-CPO001 $29,472.00

Marketing Travel Expenses

Airfare ($1,000 x 6 pax)		$6,000.00
Protocol Per Diem – Lodging ($230/night x 6 nights + 30%)		$1,794.00
Protocol Diem – M&IE ($143/day x 6 days + 30%)		$1,115.40
BOD Per Diem – Lodging ($230/night x 6 nights x 2 pax + 25%)		$3,450.00
BOD Diem – M&IE ($143/day x 6 days x 2 pax + 25%)		$2,145.00
President & CEO – Lodging ($230/night x 2 nights + 25%)		$575.00
President & CEO – M&IE ($143/day x 2 days + 25%)		$357.50
Marketing Staff Per Diem – Lodging ($230/night x 6 nights x 2 pax)		$2,760.00
Marketing Staff Diem – M&IE ($143/day x 6 days x 2 pax)		$1,716.00
Miscellaneous Expenses: Business communication costs, excess baggage fees, business meeting expenses, etc.		$1,000.00
	Total	$20,912.90

CHC Travel Expenses

Airfare ($1,000 x 9 pax)		$9,000.00
Per Diem – Lodging ($230/night x 5 nights x 9 pax)		$10,350.00
Per Diem – M&IE ($143/day x 6 days x 9 pax)		$7,722.00
Miss Guam & Mister Guam Prof. Fee - $100 x 4 days x 2 pax		$800.00
Musicians Prof. Fee - $100 x 4 days x 2 pax		$800.00
Dancers Prof. Fee - $50 x 4 days x 4 pax		$800.00
	Total	$29,472.00

Grand Total **$50,384.90**

Background: The Guam Visitors Bureau (GVB) plans to attend the 4th Annual Mode Tour Travel Mart that will be held at the COEX in Seoul, Korea from November 16-19, 2017. Mode Tour is one of Korea's top travel agencies. Last year, the Travel Mart welcomed 292 institutes including overseas embassies, tourism boards, local governments, airlines, hotels and resorts, and insurance companies. A total of 65,000 visitors left their footprints and a total of 8 billion sales were generated as a result of the inaugural event.

This year's Travel Mart is expected to welcome 80,000 visitors consisting of travel trade and consumers during the 4-day event. The MODE TOUR Travel Mart provides an opportune time to promote Guam's offerings, upcoming events, and highlight our island as a unique destination. GVB plans to conduct interviews while in Seoul to promote next year's theme "InstaGuam". GVB is scheduling appointments with MODE TOUR leaders to discuss continued support, as well as meet with key travel agents.

GVB's participation in the MODE TOUR Travel Mart is aligned with our FY2018 Smart Goal to give in-depth sales presentations on Guam to the targeted wholesalers, retail agents and ground tour operators in order for them to get better acquainted with the Island and deliver the most up-to-date information pertaining to the destination and local attractions.

Issue: Board approval for travel required.

December 2017

HANA TOUR INTERNATIONAL SHOW BUSAN/YEAR END APPRECIATION

Motion to approve travel for GVB Board Chairman, KMC Chairman or designee, GVB President & CEO or designee, GVB Director of Global Marketing, one GVB marketing staff, GVB Culture & Heritage Officer, Miss Guam, two Musicians, and four Dancers to attend the Hana Tour International Travel Show in Busan from December 1-3, 2017 in Busan, Korea and Year End Appreciation Reception with Travel Agents in Seoul, Korea on December 4, 2017. Cost is approximately $43,912.50 from Acct# KO-SMD023 $17,672.50 and Acct# DM-CPO001 $26,240.00.

Marketing Travel Expenses		
Airfare ($1,000 x 5 pax)		$5,000.00
Busan BOD/MGMT PD – Lodging ($233/night x 4 nights + 25% x 3 pax)		$3,495.00
Busan BOD/MGMT Per Diem – M&IE ($145/day x 5 days + 25% x 3 pax)		$2,718.75
Busan Staff Per Diem – Lodging ($233/night x 4 nights x 2 pax)		$1,864.00
Busan Staff Per Diem – M&IE ($145/day x 5 days x 2 pax)		$1,450.00
Seoul BOD/MGMT PD – Lodging ($230/night x 1 night + 25% x 3 pax)		$862.50
Seoul BOD/MGMT Per Diem – M&IE ($143/day x 1 day + 25% x 3 pax)		$536.25
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
Miscellaneous Expenses: Business communication costs, excess baggage fees, business meeting expenses, etc.		$1,000.00
	Total:	$17,672.50

CHC Travel Expenses	
Airfare ($1,000 x 8 pax)	$8,000.00
Busan Per Diem – Lodging ($233/night x 4 nights x 8 pax)	$7,456.00
Busan Per Diem – M&IE ($145/day x 5 days x 8 pax)	$5,800.00
Seoul Per Diem – Lodging ($230/night x 1 night x 8 pax)	$1,840.00
Seoul Per Diem – M&IE ($143/day x 1 day x 8 pax)	$1,144.00
Miss Guam Prof. Fee - $100 x 4 days	$400.00
Musicians Prof. Fee - $100 x 4 days x 2 pax	$800.00
Dancers Prof. Fee - $50 x 4 days x 4 pax	$800.00

Total: $26,240.00

Grand Total: $43,912.50

Background: The Guam Visitors Bureau (GVB) plans to attend the inaugural Hana Tour International Travel Fair 2017 in Busan from December 1-3, 2017. Based on the successful experience of KINTEX travel show for 11 years, HITS 2017 Busan is going to be held at BEXCO targeting at 30,000 visitors with 300 exhibition booths. More than 4.5 million people are going abroad through Busan and Daegu, and Hana Tour introduces the travel information to cope with the surging demand for travel. After the HITS Busan, GVB plans to conduct a year-end appreciation with travel agents in Seoul to thank them for a record-breaking year in Korean arrivals to Guam.

GVB's participation in MODE TOUR Travel Mart is in line with our FY2018 Korea Smart Goals to conduct trade education a minimum of two-times a year in Daegu and Busan as well as to hold a year end-appreciation event in Seoul.

Issue: Board approval for travel required.

JAPAN GUAM TOURISM COUNCIL (JGTC) STRATEGIC MEETING – TOKYO

Motion to approve travel for GVB Chairman of the Board, JMC Chairman, GVB President & CEO, and GVB Marketing Manager – Japan to participate in a JGTC strategic meeting in Tokyo, Japan from December 8-10, 2017. Estimated Cost: $11,167.75; Account # JA-SMD008.

Airfare:	$1,000 x 4 pax					$4,000.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	GVB Chairman of the Board	$345.00	3	$283.75	3	$1,886.25
	JMC Chairman	$345.00	3	$283.75	3	$1,886.25
	GVB President & CEO	$345.00	3	$283.75	3	$1,886.25
	Marketing Manager - Japan	$276.00	3	$227.00	3	$1,509.00
					Total:	$11,167.75

Background: JGTC Kanto Chairman would like to gather the Chairs from JGTC Chubu and Kansai together with GVB top management to discuss Japan recovery efforts and the upcoming year's sales and marketing initiatives. This strategic meeting will be held with representatives from JGTC members and GVB to align sales efforts within the current market environment.

Issue: Board approval required for travel.

"UNITED GUAM MARATHON RUN" SPORTS TOURISM PROMOTION IN HONG KONG

Motion to approve travel for GVB Sports & Events Destination Specialist and (3) cultural dancers to attend the United Guam Marathon Run Promotion 30k/10k event and conduct business development meetings with travel trade partners in Hong Kong from December 17-20, 2017. Estimated cost $10,260.00 from Sports & Events Account No. ESP-001

Delegation	Per diem	Days	Total
Destination Specialist Sports & Events, (3) Cultural Dancers	$535.00	4 days x 4pax	$8,560.00
Airfare ($1,700) X 1 pax			$1,700.00

TOTAL			$10,260.00

Background: GVB remains focused in their support for Guam's premiere running event- the United Guam Marathon (UGM), GVB Hong Kong office is scheduled to organize the third annual "Guam Run 30k/10k" event. The pre-promotion "Guam Run" event will assist in sustaining buzz and focus on sales conversion for UGM2018 and positively affect Hong Kong visitor arrivals. HK travel agents each year develop UGM2018 packages and will be onsite at the running event to promote and sell Guam packages. Since the inception of this event GVB has seen a substantial increase in Hong Kong participation for the United Guam Marathon including agent interest to promote the event.

GVB and its team of cultural dancers will provide a taste of Guam's unique Chamorro culture during activities scheduled to take place through out the event such as photo sessions, awards, pre and post event performances and direct consumer promotions scheduled in highly trafficked areas in HK. Each year United Airlines and Guam Sports Event Inc sponsor airfare expenses for the cultural dancers in support of its strategy to grow HK participation.

Issue: Board approval needed for all travel.

January 2018

GVB HEAD OFFICE QUARTERLY MARKETING MEETINGS WITH GVB KOREA OFFICE

Motion to approve travel for KMC Chairman, GVB President & CEO/Designee, GVB Director of Global Marketing, one GVB research staff and up to two GVB Marketing Staff to conduct quarterly meetings with GVB Korea Representatives in January 2018, April 2018, and July 2018 in Seoul, Korea. Cost is approximately $20,834.50, $18,945.50 from Acct# KO-SMD023 and $1,889.00 from Acct# RES-104.

January 2018	
Airfare - ($1,000 x 4 pax)	$4,000.00
BOD/MGMT Per Diem – Lodging ($230/night x 2 nights x 25%)	$575.00
BOD/MGMT Per Diem – M&IE ($143/day x 3 days x 25%)	$536.25
DoGM/Mktg Staff Per Diem – Lodging ($230/night x 2 nights x 2 pax)	$920.00
DoGM/Mktg Staff Per Diem – M&IE ($143/day x 3 days x 2 pax)	$858.00
Research Staff Per Diem – Lodging ($230/night x 2 nights)	$460.00
Research Staff Per Diem – M&IE (143/day x 3 days)	$429.00
Miscellaneous Expenses: Business communication costs, excess baggage fees, business meeting expenses, etc.	$500.00
Total:	$8,278.25

April 2018	
Airfare - ($1,000 x 3 pax)	$3,000.00
BOD/MGMT Per Diem – Lodging ($230/night x 2 nights x 25%)	$575.00
BOD/MGMT Per Diem – M&IE ($143/day x 3 days x 25%)	$536.25
DoGM/Mktg Staff Per Diem – Lodging ($230/night x 2 nights x 2 pax)	$920.00
DoGM/MktgStaff Per Diem – M&IE ($143/day x 3 days x 2 pax)	$858.00
Miscellaneous Expenses: Business communication costs, excess baggage fees, business meeting expenses, etc.	$500.00

Total: $6,389.25

July 2018	
Airfare - ($1,000 x 3 pax)	$3,000.00
DoGM/Mktg Staff Per Diem – Lodging ($230/night x 2 nights x 3 pax)	$1,380.00
DoGM/Mktg Staff Per Diem – M&IE ($143/day x 3 days x 3 pax)	$1,287.00
Miscellaneous Expenses: Business communication costs, excess baggage fees, business meeting expenses, etc.	$500.00

Total: $6,167.00

Background: GVB plans to have the KMC Chairman or GVB President & CEO, GVB Director of Global Marketing and up to two (2) Marketing staff to conduct meetings with the Korea Marketing Representatives at the end of every quarter to discuss upcoming quarterly promotions for FY2018. While there, they may also plan to conduct meetings with the industry to discuss any issues and opportunities within the market. The scheduled administrative meetings are also an opportune time to evaluate and discuss progress on FY2018 smart goal achievements.

Issue: Board approval for travel required.

XUEERSI ENGLISH SPEAKING CONTEST

Motion to approve travel for the Director of Global Marketing and Marketing Manager – China to attend and judge the English-speaking contest held in Shanghai, China from January 5 – 8, 2018. In addition to the contest, administrative meetings will be conducted with our marketing representative. (Estimated Cost: $8,412.00 per trip; account # CI-SMD023).

Airfare: $2,500 x 2 pax	$5,000.00
Shanghai	
DoGM & 1 Marketing Staff Lodging: $259 x 3 nights x 2 pax	$1,554.00
DoGM & 1 Marketing Staff M&IE: $143.00 x 3 day x 2 pax	$858.00
Miscellaneous Expenses: Excess Baggage, Business Meeting Expenses, Business Communication Costs, etc.	$1,000.00
TOTAL ESTIMATED EXPENSES:	$8,412.00

Background: To further the China market, it was determined that we need to increase the desires of the youth to make Guam an aspirational destination. As such, projects including children and families will be cultivated and developed. While in Shanghai, meetings will be conducted with our marketing representative.

GO WEST SUMMIT 2018

Motion to approve travel for the two GVB marketing staff to attend the Go West Summit in Salt Lake City, Utah from January 14-20, 2018. (Cost is approximately $8,000.00; FY2018 North America Budget, Acct. #US-SMD023)

Travel Expenses:	
Airfare: $2,500 x 2 pax	$5,000.00
Marketing staff Per Diem $183 x 6 days x 2 pax	$2,196.00
Misc. Expense (communications, excess baggages, etc.)	$804.00
TOTAL ESTIMATED EXPENSES:	$8,000.00

Background: Go West Summit introduces the world's top international tour operators to specialty suppliers offering tourism-related products or services in the American West. Go

West Summit partners with Visit Salt Lake and Utah Office of Tourism to present the ultimate business-to-business tourism convention experience.

Go West Summit is the single source for international tour operators to design, develop, and maintain an American West tourism product. The event uses an effective and easy to use custom-designed matching software designed to increase your ROI by unique computer-matching software that pairs tour operators from around the planet with U.S. based suppliers in a one-on-one, business-friendly environment.

Issue: Board approval needed for travel.

February 2018

20TH ANNUAL ASIA PACIFIC NEW YEAR CELEBRATION & US-GUAM CHAMORRO DANCE ACADEMY

Motion to approve travel for the GVB Cultural Heritage Officer, Master of Chamorro Dance Frank Rabon and 2 assistants to attend the Pacific Cultural Center's 20th Annual Asia Pacific New Year Celebration and conduct the US-Guam Chamorro Dance Academy in Seattle, Washington in February 2018. (Estimated cost up to $14,410.00 from Acct No. DM-CPO006).

Airfare	4	$2,000.00		$8,000.00
Per Diem				
Lodging	4	$179.00	5	$3,580.00
M&IE	4	$74.00	5	$1,480.00
Prof Fee				
Master	1	$100.00	3	$300.00
Assistant	2	$50.00	3	$300.00
Car Rental	1	$150.00	5	$750.00
				$14,410.00

Background: The Asia Pacific Center (APCC) will host the 20th Annual Asia Pacific New Year Celebration, honoring and celebrating the vibrant cultures of Asia and the Pacific Islands with over 70 booth holders.

The Bureau will continue to work closely with various active stateside Chamorro dance groups with the continuation of the US-Guam Chamorro Dance Academy, which was launched in 2014.

Issue: Board approval required for all travel.

GUAM CHAMORRO DANCE ACADEMY

Motion to approve travel for the FY2018 Guam Chamorro Dance Academy in Japan. Workshop dates are February, April, July and September. (Estimated cost up to $37,680.00 from Acct No. DM-CPO001).

Airfare	4	$800.00		$3,200.00
Per Diem				
Lodging	4	$266.00	3	$3,192.00
M&IE	4	$219.00	3	$2,628.00
Prof Fee				
Master	1	$100.00	2	$200.00

Assistants	2	$50.00	2	$200.00
			Total each workshop	$9,420.00
			GRAND TOTAL: 4 Workshop	$37,680.00

Background: This marks the 9th year of the continuation of the Guam Chamorro Dance Academy within Japan. Last fiscal year, four workshops were taught with a total of over 500 students, including dance instructors who in turn bring lessons to their dance studios. As a result of this program, four separate participants of the academy established four (4) dance houses in Tokyo, Nagoya and Mito City.

One instructor and two assistants will be sent along with the Cultural Heritage Officer to run the program.

Issue: Board approval required for all travel.

AIRLINE MEETINGS

Motion to approve travel for the GCMC Chairman or his designee, President or his designee, Director of Global Marketing and Marketing Manager – China to attend meetings with airlines. Projected month: February 2018. (Estimated Cost: $16,337.00; account # CI-SMD023).

Marketing Travel Expenses:

Airfare: $2,500 x 4 pax	$10,000.00
Shanghai	
GCMC Chairman Lodging: $323.75 x 1 night	$323.75
GCMC Chairman M&IE: $178.75 x 1 day	$178.75
President & CEO Lodging: $323.75	$323.75
President & CEO M&IE: $178.75	$178.75
DoGM & 1 Marketing Staff Lodging: $259 x 1 nights x 2 pax	$518.00
DoGM & 1 Marketing Staff M&IE: $143.00 x 1 day x 2 pax	$286.00
Beijing	
GCMC Chairman Lodging: $322.50 x 1 night	$322.50
GCMC Chairman M&IE: $148.75 x 1 day	$148.75
President & CEO Lodging: $322.50	$322.50
President & CEO M&IE: $148.75	$148.75
DoGM & 1 Marketing Staff Lodging: $258 x 1 nights x 2 pax	$516.00
DoGM & 1 Marketing Staff M&IE: $119.00 x 1 day x 2 pax	$238.00
Guangzhou	
GCMC Chairman Lodging: $303.75 x 1 night	$303.75
GCMC Chairman M&IE: $205.00 x 1 day	$205.00
President & CEO Lodging: 303.75 x 1 night	$303.75
President & CEO M&IE: $205.00 x 1 day	$205.00
DoGM & 1 Marketing Staff Lodging: $243.00 x 1 nights x 2 pax	$486.00
DoGM & 1 Marketing Staff M&IE: $164.00 x 1 day x 2 pax	$328.00
Miscellaneous Expenses: Excess Baggage, Business Meeting Expenses, Business Communication Costs, etc.	$1,000.00
TOTAL ESTIMATED EXPENSES:	$16,337.00

Background: In order to attract more visitors from China, dependable regular flight service must be developed. Currently seat capacity for existing direct service is at 10,000 seats per year.

Annual arrivals from China are more than double the direct air seat capacity. Additional airline service is needed to attract this developing market.

Issue: Board approval needed for travel.

GVB JAPAN GUAM FAM TOUR

Motion to approve travel for the nine (9) GVB Japan staff to participate in a Guam familiarization tour and strategic meeting. Projected month: January or February 2018. Estimated Cost $12,550.00; Account # JA-SMD008)

Airfare:	$1,000 x 9 pax			$9,000.00
Per Diem:	Guam	M&IE	Days	
	GVB Japan Staff - 9 pax	$62.50	4	$2,250.00
Japan Transportation:	To and from airport	$100.00	9	$900.00
Guam Transportation:	Rental van	$100.00	4	$400.00
			Total:	$12,550.00

Background: This Guam FAM tour for the GVB Japan office will provide an opportunity for the entire GVB Japan team to obtain first-hand knowledge of Guam's product updates to include facilities and tours. GVB will arrange face-to-face meetings with stakeholders and senior management. In addition, it will be the most opportune time for employee training and teambuilding.

Issue: Board approval required for travel.

PATA EXECUTIVE BOARD MEETING IN FEBRUARY, MAY, JULY, & SEPTEMBER 2018

Motion to approve travel for GVB President & CEO and Director of Global Marketing to attend the PATA Executive Board meeting in or around February, May, July and September 2018. Exact location and dates are to be confirmed. (Cost is approximately $27,326.25 from Acct. No. PA-SMD025)

Bangkok, Thailand February 2018

Travel Expenses:	
Airfare: $1,500 x 2 pax	$3,000.00
President & CEO Per Diem: $246 + 25% x 5 days	$1,537.50
DGM Per Diem: $246 x 5 days	$1,230.00
Misc. Expense (communications, excess baggages, etc.)	$500.00
TOTAL ESTIMATED EXPENSES	**$6,267.50**

Korea, May 2018

Travel Expenses:	
Airfare: $1,500 x 2 pax	$3,000.00
President & CEO Per Diem: $373 + 25% x 5 days	$2,331.25
DGM Per Diem: $373 x 5 days	$1,865.00
Misc. Expense (communications, excess baggages, etc.)	$303.75
TOTAL ESTIMATED EXPENSES	**$7,500.00**

Bangkok, Thailand July 2018

Travel Expenses:	
Airfare: $1,500 x 2 pax	$3,000.00
President & CEO Per Diem: $246 + 25% x 5 days	$1,537.50
DGM Per Diem: $246 x 5 days	$1,230.00
Misc. Expense (communications, excess baggages, etc.)	$500.00

TOTAL ESTIMATED EXPENSES	**$6,267.50**

Langkawi, Malaysia September 2018

Travel Expenses:	
Airfare: $1,500 x 2 pax	$3,000.00
President & CEO Per Diem: $337+ 25% x 5 days	$2,106.25
DGM Per Diem: $337 x 5 days	$1,685.00
Misc. Expense (communications, excess baggages, etc.)	$500.00
TOTAL ESTIMATED EXPENSES	**$7,291.25**

OVERALL TOTAL ESTIMATED EXPENSES: $27,326.25

Background: GVB President & CEO, Jon Nathan Denight and Director of Global Marketing, Pilar Laguana, are PATA Executive Board Members. This is the first time that the Pacific Region has had two representations on the Executive Board level. Their involvement in the PATA Executive Board will allow for them to ensure that PATA continues to put emphasis to the "P" in PATA, the Pacific, and to help develop travel and tourism in the region.

Issue: Board approval needed for travel.

AIRLINE MEETINGS

Motion to approve travel for the JMC Chairman, GVB President & CEO and GVB Marketing Manager -Japan to attend meetings with airlines. Projected months: February and April 2018. (Estimated Cost: $8,281.50 per trip, Total: $16,563.00. Account # JA-SMD008)

Airfare:	$1,000 x 3 pax					$3,000.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	GVB JMC Chair	$345.00	3	$283.75	3	$1,886.25
	GVB President & CEO	$345.00	3	$283.75	3	$1,886.25
	Marketing Manager - Japan	$276.00	3	$227.00	3	$1,509.00
					Total per trip:	$8,281.50
					Total for 2 trips:	$16,563.00

Background: With the declining air seat capacity from the Japan market, meetings will be scheduled with potential and existing airlines to request for additional seats and flights including flights from Narita and Haneda international airports.

Issue: Board approval required for travel.

90TH HONG KONG WEDDING FAIR 2018

Motion to approve travel for GVB Director of Global Marketing, (1) GVB Marketing Staff, Cultural Heritage Officer, (1) Miss Guam and (1) Mr. Guam to participate in the Hong Kong Wedding Fair in Hong Kong, SAR from February 2-4, 2018. Cost is approximately $19,475.00 ($7,850.00 to be taken from the Hong Kong Sales & Market Development Account No. HK-SMD023 and $11,625.00 from account number DM-CPO004).

Marketing Travel Expenses:	
Airfare: $1,000 x 2 pax	$2,000.00
2 Marketing Staff Per Diem: $535 x 5 days x 2 pax	$5,350.00
Misc. Expenses (communications, excess baggages, etc.)	$500.00
TOTAL ESTIMATED EXPENSES:	**$7,850.00**

CHC Travel Expenses:

Airfare: $1,000 x 3 pax	$3,000.00
CHO Per Diem: $535 x 5 days x 3 pax	$8,025.00
Miss Guam Professional Fees: ($100 x 3 days x 1 pax)	$300.00
Mr Guam Professional Fees: ($100 x 3 days x 1 pax)	$300.00
TOTAL ESTIMATED EXPENSES:	**$11,625.00**
TOTAL COST	**$19,475.00**

Background: The wedding market continues to be an important target segment in Hong Kong, which annually receives over 55,000 marriage applications per year. It is commonplace for engaged couples to visit wedding fairs to gather info, including wedding photo packages, banquet deals, honeymoons and other related info.

It is important for Guam to maintain a strong presence in Hong Kong in an effort to meet GVB SMART goals where there is fierce competition in island wedding products from destinations such as Okinawa and Bali. In order to increase public awareness of Guam and market share, GVB will arrange a wedding demonstration to appeal to consumers as well as maximize PR opportunities through media and direct-to-consumer interactions.

Issue: Board approval needed for all travel.

PTAA TRAVEL TOUR EXPO 2018

Motion to approve travel for Committee Chairman, GVB President & CEO or his designee, GVB Director of Global Marketing, two (2) Marketing Staff, the Cultural Heritage Officer, Miss Guam, two (2) musicians and four (4) entertainers to attend the 2018 Philippines Travel Agents Association Travel Tour Expo in Manila, Philippines from February 9-11, 2018. Total cost is approximately $35,142.50 ($14,002.50 from the Philippine Market Acct. No. PI-TTC067 and $21,140.00 from Cultural Heritage Acct. No. DM-CPO005).

Marketing Travel Expenses:	
Airfare: $1,000 x 5 pax	$5,000.00
Committee Chair Per Diem: $291 x 5 days x 25%	$1,818.75
President & CEO Per Diem: $291 x 5 days x 25%	$1,818.75
DoGM & 2 Marketing Staff Per Diem: $291 x 5 days x 3 pax	$4,365.00
Misc. Expenses (communications, excess baggages, etc.)	$1,000.00
TOTAL ESTIMATED EXPENSES:	$14,002.50
CHC Travel Expenses:	
Airfare: $1,000 x 8 pax	$8,000.00
CHO Per Diem: $291 x 5 days x 8 pax	$11,640.00
Miss Guam Professional Fees: ($100 x 3 days x 1 pax)	$300.00
Dancers Professional Fees: ($50 x 3 days x 4 pax)	$600.00
Musician Professional Fees: ($100 x 3 days x 2 pax)	$600.00
TOTAL ESTIMATED EXPENSES:	$21,140.00
TOTAL COST	$35,142.50

Background: The Travel Tour Expo was established by PTAA in 1994 to showcase the products and services of its members. Since then, the show has evolved into a much awaited annual industry event covering practically all segments of the travel business, making it the biggest event for the travel and tourism industry. More than 65,000 travelers/visitors were present in last year's show, which also featured more than 400 exhibitors offering more travel options to visitors.

GVB has been an active participant in this show for the past 13 years. GVB will once again reach out to United and other Micronesian islands' NTOs/STOs to take on a regional marketing approach and offer attractive travel packages to potential visitors.

Issue: Board approval needed for all travel.

GUAM VISITORS BUREAU 2018 CHINA SALES MISSION

Motion to approve travel for (1) Government Protocol, the Greater China Marketing Committee Chair or Co-Chair, GVB Director of Global Marketing (2) GVB Marketing Staff, Culture & Heritage Officer, and (6) cultural talent to conduct a Guam Sales Mission in the first-tier cities of Shanghai, Beijing and Guangzhou, China from February 26-March 2, 2018. Cost is approximately $80,097.10 of which $32,603.10 is to be taken from China Sales Market Development Account No. CI-SMD023 and $47,494.00 to be taken from Destination Account No: DM-CPO007

Marketing Travel Expenses:

Airfare: $2,500 x 5 pax	$12,500.00
Shanghai	
Government Protocol Lodging: $336.70 x 2 nights	$673.40
Government Protocol M&IE: $185.90 x 2 days	$371.80
GCMC Chair or Co-Chair Lodging: $323.75 x 2 nights	$647.50
GCMC Chair or Co-Chair M&IE: $178.75 x 2 days	$357.50
DoGM & 2 Marketing Staff Lodging: $259.00 x 2 nights x 3 pax	$1,554.00
DoGM & 2 Marketing Staff M&IE: $143.00 x 2 days x 3 pax	$858.00
Beijing	
Government Protocol Lodging: $335.40 x 2 nights	$670.80
Government Protocol M&IE: $154.70 x 2 days	$309.40
GCMC Chair or Co-Chair Lodging: $322.50 x 2 nights	$645.00
GCMC Chair or Co-Chair M&IE: $148.75x 2 days	$297.50
DoGM & 2 Marketing Staff Lodging: $258.00 x 2 nights x 3 pax	$1,548.00
DoGM & 2 Marketing Staff M&IE: $119.00 x 2 days x 3 pax	$714.00
Guangzhou	
Government Protocol Lodging: $315.90 x 2 nights	$631.80
Government Protocol M&IE: $213.20 x 2 days	$426.40
GCMC Chair or Co-Chair Lodging: $303.75 x 2 nights	$607.50
GCMC Chair or Co-Chair M&IE: $205.00 x 2 days	$410.00
DoGM & 2 Marketing Staff Lodging: $243.00 x 2 nights x 3 pax	$1,458.00
DoGM & 2 Marketing Staff M&IE: $164.00 x 2 days x 3 pax	$984.00
Hong Kong	
Government Protocol Lodging: $461.50 x 2 nights	$923.00
Government Protocol M&IE: $234.00 x 2 days	$468.00
GCMC Chair or Co-Chair Lodging: $443.75 x 2 nights	$887.50
GCMC Chair or Co-Chair M&IE: $225.00 x 2 days	$450.00
DoGM & 2 Marketing Staff Lodging: $355.00 x 2 nights x 3 pax	$2,130.00
DoGM & 2 Marketing Staff M&IE: $180.00 x 2 days x 3 pax	$1,080.00
Miscellaneous Expenses: Excess Baggage, Business Meeting Expenses, Business Communication Costs, etc.	$1,000.00
TOTAL ESTIMATED EXPENSES:	$32,603.10

CHC Travel Expenses

Airfare: $2,500 x 7 pax	$17,500.00

Shanghai

Culture & Heritage Officer Lodging: $259 x 2 nights	$518.00
Culture & Heritage Officer M&IE: $143.00 x 2 days	$286.00
Cultural Performers Lodging: $259.00 x 2 nights x 6 pax	$3,108.00
Cultural Performers M&IE: $143.00 x 2 nights x 6 pax	$1,716.00
Beijing	
Culture & Heritage Officer Lodging: $258 x 2 nights	$516.00
Culture & Heritage Officer M&IE: $119.00 x 2 days	$238.00
Cultural Performers Lodging: $258.00 x 2 nights x 6 pax	$3,096.00
Cultural Performers M&IE: $119.00 x 2 nights x 6 pax	$1,428.00
Guangzhou	
Culture & Heritage Officer Lodging: $243 x 2 nights	$486.00
Culture & Heritage Officer M&IE: $164.00 x 2 days	$328.00
Cultural Performers Lodging: $243.00 x 2 nights x 6 pax	$2,916.00
Cultural Performers M&IE: $164.00 x 2 nights x 6 pax	$1,968.00
Hong Kong	
Culture & Heritage Officer Lodging: $355 x 2 nights	$710.00
Culture & Heritage Officer M&IE: $180.00 x 2 days	$360.00
Cultural Performers Lodging: $355.00 x 2 nights x 6 pax	$4,260.00
Cultural Performers M&IE: $180.00 x 2 nights x 6 pax	$2,160.00
Professional Fees	
Musicians: $100.00 x 8 days x 2 pax	$1,600.00
Dancers: $50.00 x 8 days x 4 pax	$1,600.00
China Visas	
Cultural Performers Visa Processing: $450.00 x 6	$2,700.00
TOTAL ESTIMATED EXPENSES:	$47,494.00

Background: The Guam Visitors Bureau (GVB) continues to focus its sales and marketing efforts in the first-tier cities of Shanghai, Beijing, and Guangzhou. The GVB 2018 China Sales Mission is designed to enhance the networking and business ties between the Guam tourism industry and the travel trade in these first-tier cities in China.

Through a series of face to face meetings held in Shanghai, Beijing and Guangzhou, Guam stakeholders will meet with Chinese travel trade who are currently selling Guam products or have a strong potential to sell Guam products in China. The attendees will be local travel trades; each city's sales mission attendees are expected at 120 to 150 pax.

In addition to the trade aspect of this 3-city sales mission, GVB will also be participating in one-on-one and group interviews with influential media in each city. A variety of media will be invited to include print, online, radio and other types of new media channels. The GVB delegation will be required to split up in order to maximize Guam's presence at these series of seminars and interview appointments.

It is crucial to strengthen relationships with our travel trade partners in these first-tier cities in order to develop more sales and marketing programs to support our direct service flights and to maximize sales during peak China outbound travel period such as Chinese New Year and the summer period as well as during Guam's historically low arrival periods.

The success of this mission will result in 1.) Strengthening Guam's visibility and awareness among travel trade partners for future outbound travel to Guam; 2.) Offer valuable face time for businesses with key decision makers from the travel trade in China; 3.) Educate Chinese travel trade frontline staff on Guam products; 4.) Engage with and learn about the Chinese travel trade through in-depth one-to-one-meetings and networking events.

Dates of travel are subject to change based on GVB Marketing Overseas Mission schedule, availability of flights, and trade partner schedules.

Issue: Board approval needed for travel.

March 2018

2018 CHAMORRO CULTURAL FEST & THE US-GUAM CHAMORRO DANCE ACADEMY

Motion to approve travel for the CHC Chairwoman, GVB Cultural Heritage Officer, one (1) GVB Staff, Master of Chamorro Dance Frank Rabon, and two (2) assistants to attend the 9th Chamorro Cultural Fest and conduct the US-Guam Chamorro Dance Academy in San Diego, California in March 2018. (Estimated cost up to $22,362.50 from Acct No. DM-CPO006).

Airfare	6	$2,000.00		$12,000.00
Per Diem				
Lodging	1	$208.75	6	$1,252.50
M&IE	1	$80.00	6	$480.00
Lodging	5	$167.00	6	$5,010.00
M&IE	5	$64.00	6	$1,920.00
Prof Fee				
Master	1	$100.00	4	$400.00
Assistant	2	$50.00	4	$400.00
Car Rental	1	$150.00	6	$900.00
				$22,362.50

Background: GVB, in its continuing efforts to elevate awareness of Guam and its many events and activities planned for 2018 will encourage Chamorro and Friends of Guam to visit during these events.

The Chamorro Cultural Fest celebrates the people of the Mariana Islands and the Chamorro community. The annual festival features dance performances, cultural entertainment and music.

The Bureau will continue to work closely with various active stateside Chamorro dance groups with the continuation of the US-Guam Chamorro Dance Academy, which was launched in 2014. Four Chamorro cultural groups from Southern California will be participating in the workshops as well as perform at the Annual Chamorro Cultural Festival.

Issue: Board approval required for all travel.

PATA MICRONESIA CHAPTER TRI-ANNUAL MEETINGS FOR 2018

Motion to approve travel for GVB Director of Global Marketing and (2) Marketing Staff to attend the PATA Micronesia Chapter Tri-Annual Meetings in 2018. The location and dates for the meetings are to be determined at a later time. (Cost is approximately $24,900.00 from Acct. No. PA-SMD024 & Acct. No. PA-SMD023)

1st, 2nd and 3rd Tri-Annual Meeting Travel Expenses

Airfare: $900 x 3 pax	$2,700.00
DGM & 2 Marketing Staff Per Diem: $340 x 5 days x 3 pax	$5,100.00
Misc. Expense (communications, excess baggages, etc.)	$500.00
TOTAL ESTIMATED EXPENSES:	**$8,300.00**

	X 3
OVERALL TOTAL ESTIMATED EXPENSES:	$24,900.00

Background: Guam as an active member of the PATA Micronesia Chapter and the lead in the PATA Micronesia Chapter Committees, will be attending the Tri-Annual Meetings in 2018. 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.

MITT/MICE 2018

Motion to approve travel for GVB Director of Global Marketing, (2) Marketing Staff, Cultural Heritage Officer, and Miss Guam to attend the Moscow International Travel & Tourism Exhibition and MICE Exhibit in Moscow, Russia from March 2018. Cost is approximately $27,905.00 ($16,723.00 and will come out of FY2018 Russia Account No. TTC081 and $11,182.00 from the Cultural Heritage Acct. No. DM-CPO008).

Marketing Travel Expenses:	
Airfare: $2,000 x 3 pax	$6,000.00
DoGM & 2 Marketing Staff Per Diem: $463 x 7 days x 3 pax	$9,723.00
Misc. Expenses (communications, excess baggages, etc.)	$1,000.00
TOTAL ESTIMATED EXPENSES:	$16,723.00
CHC Travel Expenses:	
Airfare: $2,000 x 2 pax	$4,000.00
CHO Per Diem: $463 x 7 days x 2 pax	$6,482.00
Miss Guam Professional Fees: ($100 x 7 days x 1 pax)	$700.00
TOTAL ESTIMATED EXPENSES:	$11,182.00
TOTAL COST	$27,905.00

Background: Held annually, MITT is Russia's largest travel and tourism exhibition for international companies to promote themselves to the Russian outbound travel and tourism market.

For the past 22 years, MITT has become a well-established industry event and is now one of the top 5 travel exhibitions in the world. MITT 2017 received almost 2,000 participating companies and 192 plus destinations, it is the key meeting place for the industry and an opportunity to catch up with colleagues and clients.

The Guam Visitors Bureau's main objectives are to continue raising awareness of Guam in Moscow and the European part of Russia and to promote Guam's 2018 Signature Events.

Issue: Board approval needed for travel.

"TASTE GUAM" IN HONG KONG

Motion to approve travel for GVB Sports & Events Chairperson and GVB Sports & Events Destination Specialist to attend Taste Hong Kong event March 2018. Estimated cost $7,680.00 from Sports & Events Account No. ESP-001

Delegation	Per diem	Days	Total
Destination Specialist Sports & Events, (1) Sports & Events Chairperson	$535.00	4 days x 2pax	$4,280.00
Airfare ($1,700) X 2 pax			$3,400.00
TOTAL			$7,680.00

Background: GVB together in partnership with WME-IMG is scheduled to engage in sponsorship opportunities during the Taste Hong Kong event in March 2018. Sponsorship of the event is the first step towards bringing the famous "Taste" food event to Guam. Participation at the event will increase awareness of Guam's unique local delicacies and popular Barbeque Block Party event.

Issue: Board approval needed for all travel.

April 2018

JAPAN IN-COUNTRY TOURISM RESEARCH

Motion to approve travel for GVB President & CEO, GVB Marketing Manager – Japan, and GVB Tourism Research Analyst to participate in a presentation of Japan in-country tourism research findings. Projected month: April 2018. Estimated total cost of $6,269.50; $2,006.00 from Account # RES104, $4,263.50 Account # JA-SMD008.

Airfare:	$1,000 x 3 pax					$3,000.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	GVB President & CEO	$345.00	2	$283.75	2	$1,257.50
	GVB Marketing Manager - Japan	$276.00	2	227.00	2	$1,006.00
	GVB Tourism Research Analyst	$276.00	2	$227.00	2	$1,006.00
					Total:	$6,269.50

Background: GVB continues to conduct tourism research in order to identify the most effective methods of marketing to the Japanese consumer. During this meeting in Tokyo, GVB will have the opportunity to hear from the contracted vendor about the next phase of Japan in-country tourism research directly related to the consumer perception for travel motivation, profile, and experience to beach destinations. The contracted vendor has Tokyo resources for data collection and analysis, which is why the meeting will be hosted in Tokyo.

Issue: Board approval required for all travel.

GUAM SIGNATURE EVENTS

Motion to approve travel for two (2) GVB Japan staff to join the United Airlines Guam Marathon, the Guam Micronesia Island Fair, and the Guam BBQ Block Party in 2018. Projected months: April, May and June 2018. Estimated cost of travel $3,100.00 per trip; Total $9,300.00, Account #SMD008.

Airfare:	$1,000 x 2 pax			$2,000.00

Per Diem:	Guam	M&IE	Days	
	GVB Japan Staff - 2 pax	$62.50	4	$500.00
Japan Transportation:	To and from airport	$100.00	2	$200.00
Guam Transportation:	Rental car	$100.00	4	$400.00
			Total:	$3,100.00
			Grand Total (3 trips):	$9,300.00

Background: GVB Japan sales or PR staff will join the above-mentioned Guam signature events to accompany media and maximize PR opportunities for Guam. In addition, the new GVB Japan Director should conduct site inspections of our signature events planned for FY2018.

Issue: Board approval required for all travel

JAPAN GUAM TOURISM COUNCIL (JGTC) MEETINGS IN JAPAN

Motion to approve travel for GVB JMC Chairman, GVB President & CEO, and GVB Marketing Manager – Japan to attend the quarterly Japan Guam Tourism Council meetings held in Tokyo, Nagoya and Osaka. Projected months of the meetings are April, June, and September 2018. Estimated total cost of $41,089.50; Account # JA-SMD045.

Airfare:	$1,000 x 3 pax (Guam-Tokyo-Guam)					$3,000.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	GVB JMC Chair	$345.00	2	$283.75	2	$1,257.50
	GVB President & CEO	$345.00	2	$283.75	2	$1,257.50
	GVB Marketing Manager - Japan	$276.00	2	$227.00	2	$1,006.00
				JGTC Kanto Meetings Sub-Total per trip:		$6,521.00

Airfare:	$1,000 x 3 pax (Guam-Nagoya-Osaka-Guam)					$3,000.00
Per Diem:	Nagoya	Lodging	Nights	M&IE	Days	
	GVB JMC Chair	$235.00	1	$161.25	1	$396.25
	GVB President & CEO	$235.00	1	$161.25	1	$396.25
	GVB Marketing Manager - Japan	$188.00	1	$129.00	1	$317.00
	Osaka	Lodging	Nights	M&IE	Days	
	GVB JMC Chair	$356.25	2	$191.25	2	$1,095.00
	GVB President & CEO	$356.25	2	$191.25	2	$1,095.00
	GVB Marketing Manager - Japan	$285.00	2	$153.00	2	$876.00
				JGTC Chubu & Kansai Meetings Sub-Total per trip:		$7,175.50

Total per quarter	$13,696.50
Grand Total (3 trips)	$41,089.50

Background: The Japan Guam Tourism Council (JGTC), made of top executives in charge of package tour travel as well as airline representatives, hold quarterly meetings to discuss the current market situation and to hear updates on new developments from Guam. Meetings are held in the three major regions for Japan's outbound travel to Guam.

Issue: Board approval required for all travel.

GVB HEAD OFFICE MARKETING MEETING WITH GVB PHILIPPINES OFFICE

Motion to approve travel for GVB President & CEO or designee, GVB Director of Global Marketing and Marketing Manager to conduct marketing strategy meetings with our GVB Philippines office in April and August 2018. Total cost of travel is approximately $12,274.50 from the FY2018 Philippines Market Acct. No. PI-SMD023.

Marketing Travel Expenses: April 2018	
Airfare: $1,000 x 3 pax	$3,000.00
President & CEO Per Diem: $291 x 3 days x 25%	$1,091.25
DoGM and 1 Marketing Staff Per Diem: $291 x 3 days x 2 pax	$1,746.00
Misc. Expenses (communications, excess baggages, etc.)	$300.00
TOTAL ESTIMATED EXPENSES:	$6,137.25
Marketing Travel Expenses: August 2018	
Airfare: $1,000 x 3 pax	$3,000.00
President & CEO Per Diem: $291 x 3 days x 25%	$1,091.25
DoGM and 1 Marketing Staff Per Diem: $291 x 3 days x 2 pax	$1,746.00
Misc. Expenses (communications, excess baggages, etc.)	$300.00
TOTAL ESTIMATED EXPENSES:	$6,137.25
TOTAL COST	$12,274.50

Background: The Guam Visitors Bureau has recently renewed the contract with our GVB Philippines Office, TPI, Inc. and there have been some administrative changes within our Manila office and we would like to monitor and evaluate their progress. In addition, we plan to conduct meetings with the travel trade to discuss any opportunities within the market.

Issue: Board approval needed for all travel.

ASIA DIVE EXPO (ADEX) 2018 AND UNITED TRAVEL TRADE MEETING

Motion to approve travel for (2) Marketing staff to attend the 23rd Asia Dive Expo (ADEX) at the Suntec Singapore Convention Center, Singapore from April 6-8, 2018. (Cost is approximately $9,500.00 from Acct. No. PA-TTC053)

Travel Expenses:	
Airfare: $2,000 x 2 pax	$4,000.00
Per Diem $407 x 6 days x 2 pax	$4,884.00
Misc. Expense (communications, excess baggages, etc.)	$616.00
TOTAL ESTIMATED EXPENSES:	**$9,500.00**

Background: ADEX is the longest running and the largest dive expo in Asia celebrating its 23rd year in 2018. A must-attend event for anyone interested or involved in the world of diving, the event has seen a continuous increase in visitors over the past few years, with ADEX 2017 attracting thousands of visitors. The ADEX 2018 show presents world-renowned marine life artists, conservationists and photographers and is an event being endorsed by major organizations in the industry such as DEMA (USA), the Singapore Tourism Board (STB) and the Singapore Underwater Federation (SUF). ADEX 2018 will continue on a theme dedicated entirely to Climate Change and dedicated to sharks.

Travel partners in the region of Micronesia attend this promotion year after year, helping in increasing the awareness of our region as a remarkable and unique dive destination.

Issue: Board approval needed for travel.

ASIA DIVE EXPO (ADEX) 2018

Motion to approve travel for GVB Community Development Officer to attend the 23nd Asia Dive Expo (ADEX) at the Suntec Singapore Convention Center, Singapore from April 6-8, 2018. (Cost approximately $4,442.00, Acct. No. ESP001).

Airfare:	Round-trip Airfare: $2000 x 1 pax	$2,000.00
Per Diem:	Singapore Full Per Diem: $407 x 6 days	$2,442.00
	Total:	$4,442.00

Background: ADEX is the longest running and the largest dive expo in Asia celebrating its 24th year in 2018. A must-attend event for anyone interested or involved in the world of diving, the event has seen a continuous increase in visitors over the past few years. The ADEX 2018 show presents world-renowned marine life artists, conservationists and photographers and is an event being endorsed by major organizations in the industry such as DEMA (USA), the Singapore Tourism Board (STB) and the Singapore Underwater Federation (SUF). ADEX will be dedicated entirely to Climate Change and the impact it is having, and will have, on our oceans. As the biggest challenge facing nature and humanity, we think the dive industry needs to face it head on and lead the way in combatting this threat to life on our blue planet. In addition to the Dive Show, GVB during such time will be finalizing event details and sponsorship to host the Globally popular IMG color run event.

Issue: Board approval needed for travel.

"SADO ISLAND TOKI MARATHON SISTER CITY EVENT" NIIGATA, JAPAN

Motion to approve travel for GVB Sports & Events Destination Specialist, (1) Miss Guam and (1) local elite runner to travel to Sado Island Niigata, Japan as part of the Friendship Sister Marathon Agreement and activities associated with the Sado-Shima Island Toki Marathon from April 16-19, 2018. Account number ESP001 (Estimated cost of travel: $6,004.00).

Cost Estimate:

Airfare:	Round-trip Airfare: $1000 x 3 pax	$3,000.00
Per Diem:	Tokyo Lodging: $82 x 4 nights x 3 pax	$984.00
	Tokyo M&IE: $110 x 4 days x 3 pax	$1,320.00
Miss Guam Honorarium:	$100 x 2 day	$200.00
Misc. Expenses:	Excess baggage fees, Rental car and fuel charges	$500.00
	Total:	$6,004.00

Background: The Guam Visitors Bureau shares a Sister-Race Agreement between Sado-Shima Island Marathon (Toki Bird) and Guam Ko'ko Half Marathon, 10K and 5K that initiated on April 7, 2013. The Guam Ko'ko Half Marathon, 10K and 5K and Sado-Shima Toki Marathon agreement is now on its 5th year and the Bureau along with suggestion from GVB Japan office would like to continue to honor this agreement to encourage better relations; enhance stronger sports tourism through the mutual promotion of both races. Please note that each year a 4-5 person delegation from Sado-Shima Island has been attending the Ko'ko' Road Race as part of the

agreement. GVB Japan would like to continue to honor the agreement while also promoting both the United Guam Marathon and Guam Ko'ko' events.

Issue: Board approval required for all travel.

SECURE TOURISM SUMMIT

Motion to approve travel for the GVB Vice President and Tourism Industry Relations Officer to attend the Secure Tourism Summit in New York City, New York on April 16-19, 2018. (Cost approximately $6,499.00, Account Number VSS001).

Airfare	2	$1,578.00	x 2 pax	$3,156.00
Per Diem				
Vice President	1	$316.25	x 4 days	$1,265.00
TIR Officer	1	$253.00	x 4 days	$1,012.00
M&IE - GUM				
Vice President	1	$92.50	x 4 days	$370.00
TIR Officer	1	$74.00	x 4 days	$296.00
Registration fee	2	$200.00		$400.00
Total Expense:				**$6,499.00**

Background: The U.S. Travel Association hosts a Secure Tourism Summit to ensure that travel destinations are prepared in the event of a security situation or crisis.

The summit offers resources from leading experts on planning and prevention, communication and crisis response and reputation management. Developing strategies to prepare and how to conduct effective threat assessments, communicate successfully during a crises recalibrate after an event. Networking opportunities to meet regional stakeholders and strengthen security planning.

The summit participants that are represented covers all segments of the travel industry from retails to other destination marketing organizations to security personnel that are responsible for security, crisis management, communications and threat assessments.

May 2018

KANKU TABIHAKU (KIX TRAVEL FAIR)

Motion to approve travel for a GVB delegation of six (6) of to participate in Kanku Tabihaku (KIX Travel Fair) in Osaka, Japan. Projected month: May 2018. Estimated cost of travel is $17,250.00; $11,446.00 from Account #JA-SMD008 and $5,804.00 from Account #DM-CPO001.

Airfare:	$1,000 x 6 pax					$6,000.00
Per Diem:	Osaka	Lodging	Nights	M&IE	Days	
	GVB President & CEO	$356.25	4	$191.25	4	$2,190.00
	GVB Marketing Manager - Japan	$285.00	4	$153.00	4	$1,752.00
	GVB Tourism Research Analysts (2 pax)	$285.00	4	$153.00	4	$3,504.00
	Senior Destination Specialist - Chamorro Culture / Designee	$285.00	4	$153.00	4	$1,752.00

	Miss Guam	$285.00	4	$153.00	4	$1,752.00
Professional Fees (Miss Guam):				$100.00	3	$300.00
					Marketing Total:	$11,446.00
					CHaCO Total:	$5,804.00
					Grand Total:	$17,250.00

Background: Organized by Kansai Airports, Kanku Tabihaku is a travel fair focusing on outbound travel from the Kansai area. The travel fair consists of consumer participation with booth exhibits and dedicated travel seminars for destinations or other travel-related businesses. GVB annually participates with the GVB Osaka office and in-country Chamorro Guma's represent Chamorro culture through performances at the main stage.

Kansai remains an important source region for Japan market with majority of school and group travel originating from Osaka. GVB will organize cohesive participation in this annual event by arranging business meetings with airlines and group travel agents. Furthermore, the profile of this travel fair will change with its location being moved to a more convenient area for Japanese residents.

Tourism Research becomes increasingly important with the current challenges Guam faces in the Japan market. GVB Tourism Research Analysts will engage in strategic meetings with management, KIX airport, and agents where possible. Furthermore, a consumer survey will be conducted at the Guam booth to engage, first-hand, with potential Guam visitors specifically from the Kansai region. The wants and needs of visitors from Kansai may differ from the Kanto area and GVB must identify this profile using its resources to further strengthen other tourism research obtained by the Bureau.

Issue: Board approval required for all travel

GUAM FAIR 2018

Motion to approve travel for NAP Committee Chairman, GVB President & CEO or his designee, GVB Director of Global Marketing, (1) Marketing Staff, Cultural Heritage Officer, Miss Guam, 2 Musicians and 4 Dancers to attend the 1st Annual Guam Fair on May 2018 in Manila, Philippines. Total cost is approximately $33,269.50 ($12,129.50 from the Philippine Market Acct. No. PI-TTC067 & $21,140.00 from the Cultural Heritage Acct# DM-CPO005).

Marketing Travel Expenses:	
Airfare: $1,000 x 4 pax	$4,000.00
NAP Chairman Per Diem: $291 x 5 days x 25%	$1,818.75
President & CEO Per Diem: $291 x 5 days x 25%	$1,818.75
DoGM & 1 Marketing Staff Per Diem: $291 x 6 days x 2 pax	$3,492.00
Misc. Expenses (communications, excess baggages, etc.)	$1,000.00
TOTAL ESTIMATED EXPENSES:	$12,129.50
CHC Travel Expenses:	
Airfare: $1,000 x 8 pax	$8,000.00
CHO Per Diem: $291 x 5 days x 8 pax	$11,640.00
Miss Guam Professional Fees: ($100 x 3 days x 1 pax)	$300.00
Dancers Professional Fees: ($50 x 3 days x 4 pax)	$600.00
Musician Professional Fees: ($100 x 3 days x 2 pax)	$600.00
TOTAL ESTIMATED EXPENSES:	$21,140.00
TOTAL COST	$33,269.50

Background: The Guam Visitors Bureau in conjunction with the Guam Economic Development Authority will hold its 1st even Guam Fair in Manila city to showcase and to encourage travel to Guam. In addition to marketing Guam and the region we look to also provide Guam packages

with the major airlines that service direct flights to Guam and also showcase made on Guam products.

Guam members of the tourism industry will be invited to participate. We will also be having a Guam product seminar offered to all the major TA's in the Manila and look to have this event held annually.

Issue: Board approval needed for all travel.

KAOHSIUNG INTERNATIONAL TRAVEL FAIR (KTF)

Motion to approve travel for (1) Government Protocol, GVB Director of Global Marketing, (1) GVB Marketing Staff, Cultural Heritage Officer, and (6) Cultural Talent to attend the Kaohsiung International Travel from May 2018 (TBD). Cost is approximately $24,781.10 ($7,522.10 to be taken from the Taiwan Account No. TA-SMD023 and $17,259.00 to be taken from account number DM-CPO004).

Marketing Travel Expenses:

Airfare:	$1,200 x 3 pax					$3,600.00
Per Diem:		Lodging	Nights	M&IE	Days	
	Govt Protocol (Taipei)	$228.80	1	$137.80	1	$366.60
	Marketing (Taipei) 2 pax	$176.00	1	$106.00	1	$564.00
	Senator (Kaohsiung)	$152.10	3	$131.30	4	$981.50
	Marketing (Kaohsiung)2 pax	$117.00	3	$101.00	4	$1,510.00
Misc. Expenses (communications, excess baggage, etc.)						$500.00
					Total:	$7,522.10

CHC Travel Expenses:

Airfare:	$1,200 x 7 pax					$8,400.00
Per Diem:		Lodging	Nights	M&IE	Days	
	CHO (Taipei) 7 pax	$176.00	1	$106.00	1	$1,974.00
	CHO (Kaohsiung) 7 pax	$117.00	3	$101.00	4	$5,285.00

	Fees	Days	
Dancers professional fees 4 pax	$50	4	$800.00
Musicians professional fees 2 pax	$100	4	$800.00
		Total:	$17,259.00

Background: Kaohsiung Association of Travel Agents (KATA) hosts this major travel fair in southern Taiwan attracting over 200,000 visitors each year to purchase a variety of travel products and create an enormous variety of travel benefits.

Hosted by KATA, this event focuses on travel trade and consumer audiences. There are over 700 exhibitors from local and foreign institutions and tourism bureaus. KTF facilitates the exchange of ideas among industries and focuses on marketing of travel products, with the aim to achieve the greatest benefit for exhibitors.

GVB is aggressively developing direct service to Guam from Kaohsiung and will continue to engage in high-level strategic meeting with key partners in Kaohsiung to include the major airline players, American Institute Taiwan Kaohsiung Office, and trade partners.

Issue: Board approval needed for all travel.

GVB HEAD OFFICE MARKETING MEETINGS WITH GVB TAIWAN OFFICE

Motion to approve travel for the GVB Director of Global Marketing and one Marketing Staff to conduct administrative meetings with GVB Hong Kong Representatives in May 2018 in Taipei, Hong Kong. Cost is approximately $5,092.00 from Taiwan Account No. TA-SMD023

Airfare:	$1,200 x 2 pax					$2,400.00
Per Diem:		Lodging	Nights	M&IE	Days	
	Marketing (Taipei) 2 pax	$176.00	3	$106.00	3	$1,692.00
Misc. Expenses (communications, excess baggage, etc.)						$1,000.00
					Total:	$5,092.00

Background: GVB plans to have the GVB Director of Global Marketing and one marketing staff conduct an administrative meeting with the Taiwan Marketing Representatives at the to discuss upcoming promotions for FY2018 and evaluate their mid-year progress. While in Hong Kong, GVB plans to conduct meetings with the industry to discuss any issues and opportunities within the market.

Issue: Board approval for travel required.

"TOYOHIRAGAWA MARATHON SISTER CITY EVENT" SAPPORO, JAPAN

Motion to approve travel for GVB President & Ceo, GVB Sports & Events Destination Specialist, (1) Miss Guam and (2) Local Guam Elite Runners to travel to Sapporo, Japan to participate in the activities associated with the Toyohiragawa Marathon as part of the establish sister-race agreement from May 4-7, 2018. Account number ESP001 (Estimated cost of travel: $11,680.00).

Cost Estimate:

Airfare:	Round-trip Airfare: $1000 x 5 pax	$5,000.00
Per Diem:	Tokyo Lodging: $196 x 4 nights x 5 pax	$3,920.00
	Tokyo M&IE: $108 x 4 days x 5 pax	$2,160.00
Miss Guam Honorarium:	$100 x 1 day	$100.00
Misc. Expenses:	Excess baggage fees, Rental car and fuel charges	$500.00
	Total:	$11,680.00

Background: A Sisterhood Race agreement was signed May 3, 2011 with the Guam Visitors Bureau and the Hokkaido Track and Field Association to encourage better relations, stronger sports tourism through the Toyohiragawa River Marathon and the Guam Koko Road Race. The sisterhood race agreement summarized the arrangements necessary for both race events', which includes commitment to attend the Toyohira River Marathon and Guam Koko Road Race for both parties. Hotel accommodations are being provided for the Guam delegation in Sapporo courtesy of Nikkan Sports. Airfare for (2) pax is complimentary via United Sponsorship agreement as an official sponsor of the Guam Ko'ko Road Race in 2017.

Issue: Board approval required for all travel.

IGLTA 2018

Motion to approve travel for the GVB Director of Global Marketing and one GVB marketing staff to attend the IGLTA Annual Global Convention in Toronto, Canada from May 7-13, 2018. (Cost is approximately $10,000.00; FY2018 North America Budget, Acct. #US-SMD023)

Travel Expenses:	
Airfare: $2,500 x 2 pax	$5,000.00
DGM/Marketing staff Per Diem $300 x 7 days x 2 pax	$4,200.00
Misc. Expense (communications, excess baggages, etc.)	$800.00
TOTAL ESTIMATED EXPENSES:	$10,000.00

Background: The IGLTA Annual Global Convention is the world's premier educational and networking event for LGBT tourism professionals. The conference connects gay, lesbian and gay friendly travel and tourism suppliers and buyers through its hosted buyer and scheduled appointment program, numerous educational workshops and networking receptions. GVB plans to attend the convention to better understand the LGBT market and to potentially promote Guam as a LGBTQi friendly destination.

The Guam Visitors Bureau is a member of IGLTA and attended the travel show for the first time in 2017. With Guam's passage of the Same Sex Marriage law, GVB is actively promoting Guam is an ideal destination for travel to the LGBTQ market. It's location in Asia and as a U.S. Territory that is LGBTQ friendly should attract visitors from all over the world, especially Asia.

Issue: Board approval needed for travel.

PATA ANNUAL SUMMIT 2018

Motion to approve travel for one (1) GVB Board of Director, Director of Global Marketing and Marketing Manager to attend the PATA Annual Summit/Executive and Board Meeting in Gangneung, Korea from May 17-20, 2018. (Cost is approximately $13,500.00 from Acct. No. PA-SMD025)

Travel Expenses:	
Airfare: $1,500 x 3 pax	$4,500.00
BOD Per Diem $373 +25% x 7 days x 1 pax	$3,263.75
DGM & 1 Marketing Staff Per Diem: $373 x 7 days x 2 pax	$5,222.00
Misc. Expense (communications, excess baggages, etc.)	$514.25
TOTAL ESTIMATED EXPENSES:	**$13,500.00**

Background: As a result of the PAS 2016 on Guam, the bureau will further its active participation in the PATA programs to also evaluate any future events within the trade and travel industry. In addition, GVB President and CEO along with the Director of Global Marketing are active Board/Executive Members. The summit normally comprises of a one-day industry conference, with the Association's Annual General Meeting, PATA Youth Symposium, PATA Marketplace, and PATA Chapter Colloquium scheduled. Guam, along with other chapters worldwide also attends the Gala Dinner, committee meetings, workshops and product tours of the destination. In addition, the President/CEO and the Director of Global Marketing will be attending the Executive/Board meetings.

Issue: Board approval needed for travel.

PITE 2018

Motion to approve travel for GVB Russia & New Markets Committee Chairman, Director of Global Marketing, (2) Marketing Staff, Cultural and Heritage Officer, Miss Guam and a Cultural Practitioner to attend the 2018 Pacific International Tourism Expo (PITE) in Vladivostok, Russia in May 18-20, 2018. Cost is approximately $33,401.25 ($18,966.25 and will come out of FY2018 Russia Account No. TTC081 and $14,435.00 from the Cultural Heritage Acct. No. DM-CPO008).

Marketing Travel Expenses:	
Airfare: $2,000 x 4 pax	$8,000.00

Committee Chairman Per Diem: $335 x 7 days x 25%	$2,931.25
DoGM & 2 Marketing Staff Per Diem: $335 x 7 days x 3 pax	$7,035.00
Misc. Expenses (communications, excess baggages, etc.)	$1,000.00
TOTAL ESTIMATED EXPENSES:	$18,966.25
CHC Travel Expenses:	
Airfare: $2,000 x 3 pax	$6,000.00
CHO Per Diem: $335 x 7 days x 3 pax	$7,035.00
Miss Guam Professional Fees: ($100 x 7 days x 1 pax)	$700.00
Cultural Practicioner Professional Fees: ($100 x 7 days x 1 pax)	$700.00
TOTAL ESTIMATED EXPENSES:	$14,435.00
TOTAL COST	$33,401.25

Background: The Pacific International Tourism Expo (PITE) is the largest annual travel show in the Far East of Russia which was established to discover new business opportunities, network with leading tourism professionals, and preview what is hot and new for travel markets of Primorsky Territory and Pacific Asia. More than 9,000 travelers/visitors were present in last year's show, which also featured over 140 exhibitors.

GVB's main objective is to initiate marketing efforts and to bring awareness of our destination to trade and consumers in the Far East. A Guam Presentation for our participating companies is being scheduled to introduce themselves and their product/service to travel agents.

Issue: Board approval needed for all travel.

INTERNATIONAL POW WOW (IPW) 2018 & OUTREACH TO CHAMORRO COMMUNITY

Motion to approve travel for the North America & Pacific Marketing Committee Chair, Director of Global Marketing and four (4) GVB staff, to attend the 50th U.S. Travel Association IPW in Denver, Colorado from May 18-23, 2018 and to conduct outreach to the Chamorro community. (Cost is approximately $22,000.00 and will come out of the following Acct. No. US-SMD023, CI-SMD023 and KO-SMD023.

Travel Expenses:	
Airfare: $2,000 x 6 pax	$12,000.00
NAP Chair Per Diem: $249 + 25% x 6 days	$1,867.50
DGM/Marketing staff Per Diem $249 x 6 days x 5 pax	$7,470.00
Misc. Expense (communications, excess baggages, etc.)	$662.50
TOTAL ESTIMATED EXPENSES:	$22,000.00

Background: The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates $2.1 trillion in economic output and supports 15 million jobs. U.S. Travel's mission is to increase travel to and within the United States.

U.S. Travel Association's IPW, going on it's 50th year in 2018, is the travel industry's premier international marketplace and the largest generator of travel to the U.S. – it is NOT a typical trade show. In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA (representing all industry category components), and more than 1,300 international and domestic buyers from more than 70 countries conduct business negotiations that result in the generation of more than $4.7 billion in future Visit USA travel. At IPW, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips.

GVB plans to send key marketing staff to this very important and strategic event to maximize one-on-one appointments with key media, buyers and trade professionals from our source markets and from around the world.

Over the 3 days of one-on-one pre-scheduled appointments GVB has consistently been able to conduct with over 130 buyers and 28 media representatives during our participation at the Media Marketplace. The GVB delegates also will meet numerous travel industry delegates during the networking events held during the 5 days of IPW.

In addition, as part of the North America marketing plan, GVB plans to meet with the Chamorro community in the area to conduct a Guam product update presentation. For many of the Chamorro community members in the mainland, it's been years since they have been home and for some, though they may have ties to Guam, have never been to Guam.

Issue: Board approval required for travel.

June 2018

HAFA ADAI GUAM STUDY TOUR

Motion to approve travel for five (5) GVB Japan staff to join the Hafa Adai Guam Study Tour in 2018. Projected month: June 2018. Estimated cost of travel $7,025.00, Account #JA-SMD002.

Airfare:	$1,000 x 5 pax			$5,000.00
Per Diem:	Guam	M&IE	Days	
	GVB Japan Staff - 3 pax	$62.50	4	$750.00
	GVB Japan Staff - 2 pax	$62.50	3	$375.00
Japan Transportation:	To and from airport	$100.00	5	$500.00
Guam Transportation:	Rental van	$100.00	4	$400.00
			Total:	$7,025.00

Background: Participants from areas with direct flights from Japan will come to Guam to learn about the latest developments, inspect various facilities and experience our islands amenities and culture. Each year the area of focus changes, but goal remains to educate the travel trade industry in Japan to develop new and attractive packages. GVB Japan staff will escort the over 80 travel agents and trade media during the tour in Guam.

Issue: Board approval required for all travel.

JAPAN GUAM TOURISM COUNCIL (JGTC) – ANNUAL GUAM MEETING

Motion to approve travel for three (3) GVB Japan staff to attend the annual JGTC Guam meeting. Projected month: June 2018. Estimated Cost: $4,450.00; Account # JA-SMD004.

Airfare:	$1,000 x 3 pax			$3,000.00
Per Diem:	Guam	M&IE		
	GVB Japan Staff - 3 pax	$62.50	4 days	$750.00
Japan Transportation:	To and from airport	$100.00	3 pax	$300.00
Guam Transportation:	Rental car	$100.00	4 days	$400.00
			Total:	$4,450.00

Background: Annually, one of the Japan Guam Tourism Council quarterly meetings is normally held in Guam.

Issue: Board approval required for travel.

HANA TOUR INTERNATIONAL TRAVEL SHOW 2018

Motion to approve travel for GVB Board Chairman, KMC Chairman or designee, GVB President & CEO or designee, GVB Director of Global Marketing, one GVB marketing staff, one GVB research staff, GVB Culture & Heritage Officer, Miss Guam, two Musicians, and four Dancers to attend the Hana Tour International Travel Show in June 7~10, 2018 in Seoul, Korea. Cost is approximately $46,618.00 from Acct# KO-SMD023 $17,546.00, Acct# DM-CPO001 $26,064.00 and from Acct# RES-104 $3,008.00.

Marketing Travel Expenses	
Airfare ($1,000 x 5 pax)	$5,000.00
BOD/MGMT Per Diem – Lodging ($230/night x 5 nights + 25% x 3 pax)	$4,312.50
BOD/MGMT Per Diem – M&IE ($143/day x 6 days + 25% x 3 pax)	$3,217.50
DoGM/Staff Per Diem – Lodging ($230/night x 5 nights x 2 pax)	$2,300.00
DoGM/Staff Per Diem – M&IE ($143/day x 6 days x 2 pax)	$1,716.00
Miscellaneous Expenses: Business communication costs, excess baggage fees, business meeting expenses, etc.	$1,000.00
Total:	$ 17,546.00

CHC Travel Expenses	
Airfare ($1,000 x 8 pax)	$8,000.00
Seoul Per Diem – Lodging ($230/night x 5 nights x 8 pax)	$9,200.00
Seoul Per Diem – M&IE ($143/day x 6 days x 8 pax)	$6,864.00
Miss Guam Prof. Fee - $100 x 4 days	$400.00
Musicians Prof. Fee - $100 x 4 days x 2 pax	$800.00
Dancers Prof. Fee - $50 x 4 days x 4 pax	$800.00
Total:	$26,064.00

Research Travel Expenses	
Airfare ($1000 x 1 pax)	$1,000.00
Research Staff Per Diem – Lodging ($230/night x 5 nights)	$1,150.00
Research Staff Per Diem – M&IE ($143/day x 6 days)	$858.00
	$3,008.00
Grand Total:	$46,618.00

Background: The Hana Tour International Show (HITS) is the largest travel expo in South Korea and has been ranked as the number one travel company for the past 15 years. Encouraged by last year's participation and success, including many local industry organizations, GVB hopes to show Hana Tour its commitment and support to continue pushing Guam sales. The fair is a key direct selling point for Hana Tour's products. GVB's presence will provide support to its members who will be attending while elevating awareness of Guam to consumers, trade, and media.

GVB's participation in the Hana Tour International Show (HITS) is aligned with our FY2018 Smart Goal to give in-depth sales presentations on Guam to the targeted wholesalers, retail agents and ground tour operators in order for them to get better acquainted with the Island and deliver the most up-to-date information pertaining to the destination and local attractions.

Issue: Board approval for travel required.

HONG KONG ITE & MICE 2018

Motion to approve travel for (2) GVB Marketing Staff, Cultural Heritage Officer, 2 Musicians and 4 Dancers to participate in the 32nd Hong Kong International Travel Expo (ITE) & MICE 2018 in Hong Kong, SAR from June 14-17, 2018. Cost is approximately $40,490.00 ($9,420.00 is to be

taken from the Hong Kong ITE Account No. HK-TTC078 and $31,070.00 to be taken from DM-CPO004).

Marketing Travel Expenses:	
Airfare: $1,000 x 2 pax	$2,000.00
Marketing Staff Per Diem: $535 x 6 days x 2 pax	$6,420.00
Misc. Expenses (communications, excess baggages, etc.)	$1,000.00
TOTAL ESTIMATED EXPENSES:	**$9,420.00**
CHC Travel Expenses:	
Airfare: $1,000 x 7 pax	$7,000.00
CHO Per Diem: $535 x 6 days x 7 pax	$22,470.00
Dancers Professional Fees: ($50 x 4 days x 4 pax)	$800.00
Musician Professional Fees: ($100 x 4 days x 2 pax)	$800.00
TOTAL ESTIMATED EXPENSES:	**$31,070.00**
TOTAL COST	**$40,490.00**

Background: Hong Kong ITE & MICE is Hong Kong's long established and only travel fair bringing in both trade and consumer audiences. ITE draws from over 50 countries and regions, averaging over 600 exhibitors and attracting on average over 11,000 buyers and 78,000 public visitors annually.

By attending ITE & MICE 2018, GVB will maximize the opportunities to promote Guam to both travel trade and directly to consumers. The expo also includes trade seminars and MICE seminars where the Bureau can create and leverage existing relationships with seminar attendees to Guam's advantage. With a focus on MICE at this show, GVB is committed to attending to learn more about HK MICE's segment. In addition, we will take this focused opportunity to present Guam's MICE products for positive return on sales.

GVB will also execute a large-scale representation at the Guam booth with cultural dancers drawing in crowds and a strong presence from Guam industry members.

Issue: Board approval needed for all travel

KOTFA 2018

Motion to approve travel for one GVB Board Member, GVB President & CEO or designee, GVB Director of Global Marketing, one GVB marketing staff, GVB Culture & Heritage Officer and Miss Guam to attend the 2018 KOTFA from June 14-17, 2018 in Seoul, Korea. Cost is approximately $20,452.00 from Acct# KO-SMD023 $14,036.00 and Acct# DM-CPO001 $6,416.00.

Marketing Travel Expenses		
Airfare ($1,000 x 4 pax)		$4,000.00
BOD/MGMT Per Diem – Lodging ($230/night x 5 nights + 25% x 2 pax)		$2,875.00
BOD/MGMT Per Diem – M&IE ($143/day x 6 days + 25% x 2 pax)		$2,145.00
DoGM/Staff Per Diem – Lodging ($230/night x 5 nights x 2 pax)		$2,300.00
DoGM/Staff Per Diem – M&IE ($143/day x 6 days x 2 pax)		$1,716.00
Miscellaneous Expenses: Business communication costs, excess baggage fees, business meeting expenses, etc.		$1,000.00
	Total	$14,036.00
CHC Travel Expenses		
Airfare ($1,000 x 2 pax)		$2,000.00
Seoul Per Diem – Lodging ($230/night x 5 nights x 2 pax)		$2,300.00
Seoul Per Diem – M&IE ($143/day x 6 days x 2 pax)		$1,716.00
Miss Guam Prof. Fee - $100 x 4 days		$400.00

Total	$6,416.00
Grand Total	$20,452.00

Background: The Korea World Travel Fair (KOTFA) is, with its 32 years history, the largest international travel fair in Korea where 60 countries participate to promote their tourism resources and cultures. The KOTFA is the only international travel fair in Korea where the official tourism organizations domestic and abroad participate and sponsor. The KOTFA supports strengthening the competitiveness of the tourism industry in Korea by combining inbound, outbound and intrabound tourism together and providing a market place for mutual relationship among tourism businesses in Korea and abroad.

The KOTFA is constantly pursuing the public concerns by providing various benefits to enable the developing countries to participate in the Fair, and enlarging the international relationship. The KOTFA dedicates to encourage the sound tourism of Korean travelers by offering various information of domestic and foreign tourism attractions.

The KOTFA is Korea's longest running general consumer travel event with more than 120,000 visitors over the four-day event. KOTFA is a very important component to GVB's overall Korea marketing and PR strategy with key GVB and Guam representatives coming to express face-time appreciation to the Korean travel trade and consumers for continued Guam support. GVB's presence will also convey support to its members who will be attending.

GVB's participation is in-line with our FY2018 smart goal to conduct consumer promotions up to four-times a year.

Issue: Board approval for travel required.

SCUBA SHOW 2018 & GUAM TRAVEL AGENTS MEETING W/ PATA SAN DIEGO AND SOUTHERN CALIFORNIA CHAPTER

Motion to approve travel for the GVB Director of Global Marketing and one GVB marketing staff to attend the Scuba Show 2018 in Long Beach, California from June 19-25, 2018 and to conduct a Guam Travel Agents Meeting with PATA San Diego and Southern California Chapter. (Cost is approximately $7,500.00 from Acct. No. SMD023).

Travel Expenses:	
Airfare: $2,000 x 2 pax	$4,000.00
DGM/Marketing staff Per Diem $222 x 6 days x 2 pax	$2,664.00
Misc. Expense (communications, excess baggages, etc.)	$836.00
TOTAL ESTIMATED EXPENSES:	$7,500.00

Background: The Scuba Show in its 31st year will attract more than 10,000 consumers with majority of the visitors looking for dive destinations and looking to explore destination exhibits. GVB's presence at the 2017 Scuba Show generated significant interest with many inquiries about Guam and it's underwater offerings.

Diving and Adventure travel is a big component of the FY18 North America Marketing Plans. GVB plans to participate to showcase Guam as an undiscovered dive destination, including the varied dive sites, year-round warm weather and waters, and the myriad of above-water activities divers can participate in.

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 Scuba Show, the bureau will showcase the 2018 Events Calendar, all the upcoming sports, arts, and cultural events to give the divers more time to plan their next dive trip and choose destination Guam.

Along with selling Guam and Micronesia, we would like to host a series of seminars and workshops with the active travel agents in the area and to have the chance to meet with California based Chamorro clubs and organizations to discuss GVB's social media outreach and database development to try to raise awareness about Guam and encourage Guam travel as part of the 2018 Visiting Friends and Relatives marketing strategy and awareness while in California.

Issue: Board approval required.

July 2018

LIBERATION FESTIVITIES IN WASHINGTON, D.C.

Motion to approve travel for five (5) pax (First Lady Christine Calvo, GVB CHC Chairwoman, FL Security, GVB Cultural Heritage Officer and Miss Guam Liberation Queen 2017) to participate in the 74th Guam Liberation Festivities in Washington, DC in July 2018. (Estimated cost up to $22,986.00 from Account # DM-CPO006).

Airfare	5	$3,000.00		$15,000.00
Per Diem				
Lodging	1	$218.75	6	$1,312.50
M&IE	1	$86.25	6	$517.50
Lodging	4	$175.00	6	$4,200.00
M&IE	4	$69.00	6	$1,656.00
Prof Fee				
Miss Guam	1	$100.00	3	$300.00
				$22,986.00

Background: This year marks the 74th anniversary of Guam's Liberation and Congresswoman Madeleine Bordallo will be hosting events in Washington D.C. Her office is in charge of the Wreath Laying Ceremony at the Tomb of the Unknown Soldier and has invited Miss Guam and GVB to participate. She will also be hosting the Guam Liberation "Guam Night" Reception. The reception demonstrates Guam as a unique travel destination by providing cultural experiences, including Chamorro food, music, and cultural performances.

Issue: Board approval required for all travel

KASHIWA FESTIVAL

Motion to approve travel for a delegation of six (6) as listed below to attend the Kashiwa Festival in July 2018. Estimated cost of travel $19,881.00; $10,042.00 from Account # JA-TTC009 and $9,839.00 from Account #DM-CPO001.

Airfare:	$1,000 x 3 pax					$3,000.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	GVB JMC Chair	$345.00	4	$283.75	4	$2,515.00
	GVB President & CEO / Designee	$345.00	4	$283.75	4	$2,515.00
	GVB Marketing Manager or Coordinator - Japan	$276.00	4	$227.00	4	$2,012.00
					Marketing Total:	$10,042.00

Airfare:	$1,000 x 3 pax					$3,000.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	CHaCO Chair / Designee	$345.00	4	$283.75	4	$2,515.00
	Senior Destination Specialist - Chamorro Culture / Designee	$276.00	4	$227.00	4	$2,012.00
	Miss Guam	$276.00	4	$227.00	4	$2,012.00
Miss Guam Professional Fees				$100.00	3	$300.00
					CHaCO Total:	$9,839.00

Grand Total	$19,881.00

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

Issue: Board approval required for all travel

TRAVEL MADNESS EXPO 2018

Motion to approve travel for GVB Director of Global Marketing, 2 Marketing Staff, Cultural Heritage Officer and Miss Guam to attend the Travel Madness Expo in July 2018 at the SMX Convention Center in Manila, Philippines. Total cost is approximately $13,675.00 ($8,365.00 from the Philippine Market Acct. No. PI-TTC067 and $5,310.00 from the Cultural Heritage Acct. No. DM-CPO005).

Marketing Travel Expenses:	
Airfare: $1,000 x 3 pax	$3,000.00
DoGM & 2 Marketing Staff Per Diem: $291 x 5 days x 3 pax	$4,365.00
Misc. Expenses (communications, excess baggages, etc.)	$1,000.00
TOTAL ESTIMATED EXPENSES:	$8,365.00
CHC Travel Expenses:	
Airfare: $1,000 x 2 pax	$2,000.00
CHO Per Diem: $291 x 5 days x 2 pax	$2,910.00
Miss Guam Professional Fees: ($100 x 4 days x 1 pax)	$400.00
TOTAL ESTIMATED EXPENSES:	$5,310.00
TOTAL COST	$13,675.00

Background: The travel industry is out to show its might at the 6th annual Travel Madness Expo 2018, with most of its 5,000 players poised to show up at the event as exhibitors and in other

capacities to show their unity with all the allied sectors and the general public. The Travel Madness Expo is the Philippines' 2nd largest travel show with a focus on outbound travel.

All of the four exhibit halls of the SMX Convention Center in the Mall of Asia have been booked for the biggest ever-multispectral participation in the Travel Madness Expo, which has been setting record highs since its debut in 2012.

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

Issue: Board approval needed for all travel.

"SPORTECH 2018"

Motion to approve (1) GVB Board of Director and GVB Destination Specialist Sports & Events to participate in SPORTEC EXPO, the largest exhibition of Sports and Fitness in Japan from July 25–29, 2018. (Estimated cost $7,658.75 from Account # AS-ESP001)

Airfare:	Round-trip Airfare: $1000 x 2 pax	$2,000.00
Per Diem:	Tokyo Full Per Diem: $503 x 5 nights	$2,515.00
	Tokyo Full Per Diem (BOD): $503 x 5 nights + 25%	$3,143.75
Misc. Expenses:		
	Total:	$7,658.75

Background: SPORTEC is the largest and most comprehensive exhibition of the sports and fitness industry in Japan. Expectedly 800 exhibitors and 50,000 visitors will be gathered from the global sports and fitness industry displaying events, activities and products. The Sports business in Japan has been one of the most worthy growth business investments. SPORTEC provides businesses the opportunity to share products, events and grow your network within the Sporting Fitness industry in Japan. With that said, GVB Japan will be occupying a booth space at SPORTEC in order to promote Ko'ko' and all other Guam Sporting and signature events.
At which time GVB will meet with and introduce its new Japan Ko'ko' secretariat with JTB Sports Desk.

In addition to SPORTEC events and activities, GVB Sports & Events Destination Specialist will use the opportunity to meet with all GVB Sport Tourism partners in Japan including planning meetings for Guam's sport tourism events in Baseball, Soccer, Swimming, Volleyball, etc.

Issue: Board approval required for all travel.

August 2018

GVB JAPAN AUDIT

Motion to approve travel for the GVB Director of Finance & Administration or designee plus one GVB Finance & Administration staff to audit GVB Japan finances in Tokyo, Japan. Projected month: August 2018. Estimated cost $5,395.25; Account #JA-SMD008.

Airfare:	$1,000 x 2 pax					$2,000.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	GVB Director of Finance & Administration	$345.00	3	$283.75	3	$1,886.25
	GVB Finance & Administration Staff	$276.00	3	$227.00	3	$1,509.00
					Total:	$5,395.25

Background: The Accounting Department will conduct the annual financial audit of the Japan Office.

Issue: Board approval required for travel.

THE TRAVEL MART (TTM) PHILIPPINES/GUAM PRODUCT UPDATE IN CEBU

Motion to approve travel for GVB President & CEO or Committee Chairman, Director of Global Marketing, Cultural Heritage Officer and Miss Guam to attend the Travel Mart (TTM) in Manila and Cebu in August/September 2018. In addition, GVB plans to conduct a Guam Product Update seminar in both cities. Total cost is approximately $12,162.00 ($6,474.00 from the Philippine Market Acct. No. PI-SMD023 and $5,688.00 from the Cultural Heritage Acct. No. DM-CPO005).

Marketing Travel Expenses:		
Airfare: $1,000 x 2 pax		$2,000.00
President & CEO Per Diem (Manila): $291 x 4 days x 25%		$1,455.00
President & CEO Per Diem (Cebu): $190 x 2 days x 25%		$475.00
DoGM Per Diem (Manila):	$291 x 4 days	$1,164.00
DoGM Per Diem (Cebu):	$190 x 2 days	$380.00
Misc. Expenses (communications, excess baggages, etc.)		$1,000.00
TOTAL ESTIMATED EXPENSES:		$6,474.00
CHC Travel Expenses:		
Airfare: $1,000 x 2 pax		$2,000.00
CHO Per Diem (Manila):	$291 x 4 days x 2 pax	$2,328.00
CHO Per Diem (Cebu):	$190 x 2 days x 2 pax	$760.00
Miss Guam Professional Fees: ($100 x 6 days x 1 pax)		$600.00
TOTAL ESTIMATED EXPENSES:		$5,688.00
TOTAL COST		$12,162.00

Background: The Travel Mart (TTM) Philippines is an annual B2B table top event being held in two cities in the Philippines. The event takes place in Manila and Cebu where thousands of buyers are expected to attend both cities. This is an opportune time to meet with the top agents and share GVB's 2018 calendar of events and promotions.

In addition to TTM, GVB will organize a Guam Product Update seminar in both cities with the media and trade to share the latest information about Guam. GVB will be inviting its membership to participate and present about their company.

Issue: Board approval needed for all travel.

US-GUAM CHAMORRO DANCE ACADEMY IN THE EAST COAST

Motion to approve travel for the GVB Cultural Heritage Officer, Master of Chamorro Dance Frank Rabon and 2 assistants to conduct the US-Guam Chamorro Dance Academy in North Carolina in August 15 – 21, 2018. (Estimated cost up to $15,118.00 from Acct No. DM-CPO006).

Airfare	4	$2,000.00		$8,000.00
Per Diem				
Lodging	4	$122.00	7	$3,416.00
M&IE	4	$59.00	7	$1,652.00

Prof Fee				
Master	1	$100.00	5	$500.00
Assistants	2	$50.00	5	$500.00
Car Rental	1	$150.00	7	$1,050.00
				$15,118.00

Background: The Bureau will continue to work closely with various active stateside Chamorro dance groups with the continuation of the US-Guam Chamorro Dance Academy, which was launched in 2014.

Issue: Board approval required for all travel.

September 2018

24TH PIFA (PACIFIC ISLANDER FESTIVAL ASSOCIATION) FESTIVAL 2018

Motion to approve travel for CHC Chairwoman and the GVB Culture & Heritage Officer to participate in the 2018 PIFA Festival in San Diego, California in September 2018. (Estimated cost up to $7,191.25 from Acct No. DM-CPO006).

Airfare	2	$2,000.00		$4,000.00
Per Diem TA				
Lodging	1	$191.25	5	$956.25
M&IE	1	$80.00	5	$400.00
Per Diem Staff				
Lodging	1	$153.00	5	$765.00
M&IE	1	$64.00	5	$320.00
Car Rental	1	$150.00	5	$750.00
				$7,191.25

Background: GVB will participate in PIFA festival to further develop more awareness to the Chamorro living in the US mainland the various reasons to come back to Guam to visit.

PIFA promotes and perpetuates the traditional cultures, ancient historical data, languages, attitudes and values of the Indigenous People of Micronesia, Melanesia and Polynesia. Over 80,000 people where in attendance in 2017.

Issue: Board approval required for all travel.

PATA TRAVEL MART (PTM) 2018 & MALAYSIA-GUAM TRADE EVENT

Motion to approve travel for GVB Director of Global Marketing, Marketing Manager and two Marketing staff to attend the PATA Travel Mart (PTM) 2018 and to attend the Executive and Board Meetings, tentatively scheduled for September 2018 in Langkawi, Malaysia. (Cost is approximately $18,500.00 from Acct. No. PA-SMD026 and Acct. No. PA-SMD025)

Travel Expenses:	
Airfare: $2,000 x 4 pax	$8,000.00
Per Diem $337 x 7 days x 2 pax	$4,718.00
Per Diem $337 x 8 days x 2 pax	$5,392.00
Misc. Expense (communications, excess baggages, etc.)	$390.00
TOTAL ESTIMATED EXPENSES:	**$18,500.00**

Background: The PATA Travel Mart is held annually and attracts 1000+ delegates from 60+ countries. The travel mart is Asia Pacific's premier B2B travel trade show, featuring unparalleled networking and contracting opportunities to help travel and tourism organizations access decision makers, meet new clients, expand their networks and build or maintain existing relationships. It showcases the travel products and services from primarily the Asia Pacific region and draws interest from international buyers from around the globe. Furthermore, educational forums, conferences and workshops are organized during the event, providing delegates with comprehensive tourism insights and the latest updates on trends within the industry. The educational forums and conferences are held prior to the travel trade show and can address a wide range of travel and tourism related topics; such as community based tourism, tourism investment and travel technology.

In addition to the travel mart, the PATA Youth Symposium is a half-day forum offered to students and young professionals to engage with industry professionals during plenary talks and roundtable discussions on various topics relevant to the destination. The prestigious PATA Gold Awards Ceremony is also held during the Mart, an event that recognizes and rewards an organization's outstanding contributions in successfully promoting the travel industry in the Asia Pacific region, and various forums set up by PATA for the travel experts during lunch or prior to the travel mart days. The Guam Visitors Bureau was a recipient of the 2017 PATA Gold Awards for Marketing Media – Mobile Travel Application for its 2016 Shop Guam e-Festival Campaign.

Our attendance to PTM is essential in the representation of Guam and the Micronesia region to further our continued successes with the PATA International in bringing more awareness to the Pacific region. During this time also the GVB President and CEO along with the Director of Global Marketing will attend the Executive and Board meetings scheduled usually scheduled before or after the Travel Mart.

The Marianas Visitors Authority and the Palau Visitors Authority also exhibits with the Guam Visitors Bureau under the 'Micronesia Pavilion', increasing the presence of Micronesia and sharing what it has to offer.

While attending the PTM, GVB plans to conduct a Malaysia-Guam Trade Event to provide a Guam Product Update Presentation to key travel agents in Malaysia. As some of our key markets face decline in visitor arrivals, it is important that we explore new markets. With Malaysia being under the Guam-CNMI Visa Waiver Program, there's a definite opportunity to attract visitors from this market.

Issue: Board approval needed for travel.

MATTA 2018

Motion to approve travel for the Director of Global Marketing and the two (2) Marketing Staff to attend the Malaysian Association of Tour and Travel Agents (MATTA) in Kuala Lumpur in September 2018. Cost is approximately $10,770.00 from the FY2018 Russia Account No. SMD023.

Marketing Travel Expenses:	
Airfare: $1,500 x 3 pax	$4,500.00
DoGM & 2 Marketing Staff Per Diem: $265 x 6 days x 3 pax	$4,770.00
Misc. Expenses (communications, excess baggages, etc.)	$1,500.00
TOTAL ESTIMATED EXPENSES:	$10,770.00

Background: MATTA is Malaysia's premier travel extravaganza providing global exposure and endless business opportunities in this exciting era of groundbreaking travel innovations and technological advent.

MATTA fair provides visitors with a host of exciting and value for money travel options and excellent business and travel opportunities. In essence, all the attractions that have made MATTA fair the number one consumer travel fair in Malaysia plus many more exciting items. Over 100,000 or more visitors form Malaysia, ASEAN, and the rest of the world expect to visit the fair.

As Guam is seeking new markets especially in visa waiver countries and convenient connectivity via Philippines or other Asian countries, we would like to explore the Malaysia market with the contacts we have made being actively involved in other travel trade organizations. MATTA website: http://site.mattafair.org.my/

Issue: Board approval needed for all travel.

JATA TOURISM EXPO JAPAN 2018

Motion to approve travel for a delegation of 23 pax to attend the JATA Tourism Expo Japan 2018 from September 20-23, 2018. Estimated cost of travel $65,283.10. $22,196.60 from Account #JA-TTC001, $8,790.50 from Account #RES104, and $34,296.00 from Account #DM-CPO001.

Airfare:	$1,000 x 6 pax					$6,000.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	Government Protocol	$358.80	4	$295.10	4	$2,615.60
	GVB Chairman of the Board	$345.00	4	$283.75	4	$2,515.00
	GVB JMC Chair	$345.00	4	$283.75	4	$2,515.00
	GVB President & CEO	$345.00	4	$283.75	4	$2,515.00
	GVB Marketing Manager - Japan	$276.00	6	$227.00	6	$3,018.00
	GVB Marketing Coordinator - Japan	$276.00	6	$227.00	6	$3,018.00
					Marketing Total:	$22,196.60

Airfare:	$1,000 x 2 pax					$2,000.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	GVB Director of Tourism Research / Designee	$345.00	6	$283.75	6	$3,772.50
	GVB Tourism Research Analyst	$276.00	6	$227.00	6	$3,018.00
					Research Total:	$8,790.50

Airfare:	$1,000 x 15 pax					$15,000.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	CHaCO Chair or Designee	$345.00	4	$283.75	4	$2,515.00
	Senior Destination Specialist - Chamorro Culture / Designee	$276.00	6	$227.00	6	$3,018.00
	Chamorro Culture Assistant	$276.00	6	$227.00	6	$3,018.00

	2 pax Miss and/or Mister Guam	$276.00	5	$227.00	5	$2,515.00
	2 pax Musicians	$276.00	5	$227.00	5	$2,515.00
	8 pax Cultural Entertainers	$276.00	5	$227.00	5	$2,515.00
Professional Fees:	2 pax Miss and/or Mister Guam			$100.00	4	$800.00
	2 pax Musicians			$100.00	4	$800.00
	8 pax Cultural Entertainers			$50.00	4	$1,600.00
					CHaCO Total:	$34,296.00

Grand Total	$65,283.10

Background: Organized by the Japan Association of Travel Agents, the JATA Tourism Expo is the biggest travel event in Japan. Tourism Expo Japan 2017 saw record attendance with over 190,000 people. The Travel Showcase, or exhibition, the Global Tourism Forum, and Overseas Travel Symposium provide expert insight into the latest travel trends. In addition, the Expo allows for scheduled B2B meetings enabling the bureau to interact directly with travel agents and media. GVB hosts performances at the Guam booth as well as GCDA performance at the Expo main stage.

Issue: Board approval required for all travel.

FY2018 Travel Motions

MARKET	TRAVEL DATES	MARKET MISSION NAME	TOTAL COST MD	TOTAL COST CP	TOTAL COST SD	TOTAL COST RESEARCH	TOTAL COST BUSINESS DEV'T	TOTAL COST VSS	TRAVEL DELEGATION	BACKGROUND
OCTOBER 2017										
Japan	October-December 2017 & January-March 2018 (once a month)	GVB Head Office Marketing Meeting with GVB Japan Office (6 Trips)	$32,371.50						(1) President & CEO, (1) Marketing Manager - Japan	As the Japan market continues to move forward, several items need to be finalized and secured. It is important for GVB headquarters to continue aggressive work and planning for the Japan recovery plan, hiring the new GVB Japan Director and continue discussion with airline partners.
China	October 31 - November 4, 2017	Seatrade Cruise Asia Pacific Conference					$5,377.75		(1) GVB Vice President	The development of Guam's cruise ship industry is vital to the future development of our tourism infrastructure and in line with our Strategic Tourism 2020 Plan. The Guam Visitors Bureau will be partnering with the Guam Economic Development Authority to attend the Seatrade Cruise Asia Pacific conference, this year held in Shanghai, China. The global cruise industry is one of the world's fastest growing tourism segments. The cruise industry also provides greater opportunities to facilitate cultural and heritage conservation with the wider audience from the cruise market. Micronesian region's close proximity to the future Asia cruise industry growth area, its unique culture and biodiversity, and other factors open up the potential for Guam and the region to become an exciting cruise ship destination.
NOVEMBER 2017										
China	November 2017	GVB Head Office Marketing Meeting with GVB China Office	$9,116.00						(1) Director of Global Marketing, (1) Marketing Manager	GVB plans to have the GVB Director of Global Marketing and the GVB China Marketing Manager conduct meetings with the China Marketing Representatives in November 2017 to discuss upcoming quarterly promotions and strategies for FY2018. The scheduled administrative meetings are also an opportune time to evaluate and discuss progress on FY2018 smart goal achievements.
Hong Kong	November 2017 and May 2018	GVB Head Office Marketing Meeting with GVB Hong Kong Office (2 Trips)	$12,240.00						(1) Director of Global Marketing, (1) Marketing Staff	GVB plans to have the GVB Director of Global Marketing and one marketing staff conduct administrative meetings with the Hong Kong Marketing Representatives at the beginning of the fiscal year to discuss upcoming promotions for FY2018. Additionally, GVB would also like to conduct a six-month meeting to evaluate their mid-year progress. While in Hong Kong, GVB plans to conduct meetings with the industry to discuss any issues and opportunities within the market.
Japan	November 2017	Guam Mega FAM Tour	$12,300.00						(8) GVB Japan Staff	As part of the Japan recovery plan, a mega FAM tour will be executed to include approximately 500 participants; a mix of travel agents and influential media. Goal is show travel trade partners and media the unique selling points of Guam through first-hand experience. Target is front line agents and traditional and new media. GVB Japan staff will be required to escort the FAM tour participants during their stay in Guam for the reception, trade show, tours etc.
North America	November 6-7, 2017	SGF Campaign Meeting with Google	$7,500.00						(1) GVB Director of Global Marketing, (1) GVB Marketing Staff	The Guam Visitors Bureau (GVB) plan to meet with Google in New York to further discuss a Guam-Google Partnership. The scope of this campaign is two part, one, to positively impact the US public perception for Guam among Americans who are in-market for travel planning and two, to promote the Shop Guam e-Festival Campaign 2017. Collaboration with Google will help Guam unlock the true potential for digital marketing and help GVB build a strong 2018 strategy for other critical markets such as Japan, South Korea and China. The team will travel to New York after attending the DEMA Show 2017 and the Guam Dive Seminar in Orlando, Florida from November 1-4, 2017.
Sports	November 7-14, 2017	Event Promotion (Guam Barbeque Block Party)			$2,636.00				(1) Destination Specialist (Sports & Events)	The World Food Championships, the largest competition in Food Sport, where 1200 contestants on 419 official teams coming from 48 American states and 14 international countries converge to compete for a chance at winning the ultimate food crown. The World Food Championships a known springboard for culinary stars and home cooks attracts national and international media attention including popular national and international food shows. This November Guam will send an all-star team of grillers to the 5th World Food Championships led by Chef Peter Duenas, Overall Winner of the 5th Annual Guam Barbeque Block Party. Boasted the largest food sport tournament in the world, GVB will take advantage of several opportunities to promote and sanction Guam's Barbeque Block Party event to be featured Worldwide among with opportunities to meet and establish relationships with both the Japan and Korea Barbeque Associations who also attends the event annually.
Korea	November 16-19, 2017	Mode Tour Travel Mart	$20,912.90	$29,472.00					(1) Government Protocol, (1) GVB Board Chairman, (1) KMC Chairman, (1) GVB President & CEO/Designee, (2) GVB Marketing Staff, (1) GVB Culture & Heritage Officer, (1) Miss Guam, (1) Mister Guam, (2) Musicians, (4) Dancers	The Guam Visitors Bureau (GVB) plans to attend the 4th Annual Mode Tour Travel Mart that will be held at the COEX in Seoul, Korea from November 16-19, 2017. Mode Tour is one of Korea's top travel agencies. Last year, the Travel Mart welcomed 292 institutes including overseas embassies, tourism boards, local governments, airlines, hotels and resorts, and insurance companies. A total of 65,000 visitors left their footprints and a total of 8 billion sales were generated as a result of the inaugural event. This year's Travel Mart is expected to welcome 80,000 visitors consisting of travel trade and consumers during the 4-day event. The MODE TOUR Travel Mart provides an opportune time to promote Guam's offerings, upcoming events, and highlight our island as a unique destination. GVB plans to conduct interviews while in Seoul to promote next year's theme "InstaGuam". GVB is scheduling appointments with MODE TOUR leaders to discuss continued support, as well as meet with key travel agents.
DECEMBER 2017										

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Korea	December 1-4, 2017	Hana Tour International Show Busan/Year End Appreciation	$17,672.50	$26,240.00					(1) GVB Board Chairman, (1) KMC Chairman/Designee, (1) GVB President & CEO/Designee, (1) GVB Director of Global Marketing, (1) GVB Marketing Staff, (1) GVB Culture & Heritage Officer, (1) Miss Guam, (2) Musicians, (4) Dancers	The Guam Visitors Bureau (GVB) plans to attend the inaugural Hana Tour International Travel Fair 2017 in Busan from December 1-3, 2017. Based on the successful experience of KINTEX travel show for 11 years, HITS 2017 Busan is going to be held at BEXCO targeting at 30,000 visitors with 300 exhibition booths. More than 4.5 million people are going abroad through Busan and Daegu, and Hana Tour introduces the travel information to cope with the surging demand for travel. After the HITS Busan, GVB plans to conduct a year-end appreciation with travel agents in Seoul to thank them for a record-breaking year in Korean arrivals to Guam. GVB's participation in MODE TOUR Travel Mart is in line with our FY2018 Korea Smart Goals to conduct trade education a minimum of two-times a year in Daegu and Busan as well as to hold a year end-appreciation event in Seoul.
Japan	December 8-10, 2017	Japan Guam Tourism Council (JGTC) Strategic Meeting - Tokyo	$11,167.75						(1) GVB Board Chairman, (1) JMC Chair, (1) President & CEO, (1) Marketing Manager - Japan	JGTC Kanto Chairman would like to gather the Chairs from JGTC Chubu and Kansai together with GVB top management to discuss Japan recovery efforts and the upcoming year's sales and marketing initiatives. This strategic meeting will be held with representatives from JGTC members and GVB to align sales efforts within the current market environment.
Sports	December 17-20, 2017	"United Guam Marathon Run" Sports Tourism Promotion in Hong Kong			$10,260.00				(1) Destination Specialist (Sports & Events), (3) Dancers	GVB remains focused in their support for Guam's premiere running event- the United Guam Marathon (UGM), GVB Hong Kong office is scheduled to organize the third annual "Guam Run 30k/10k" event. The pre-promotion "Guam Run" event will assist in sustaining buzz and focus on sales conversion for UGM2018 and positively affect Hong Kong visitor arrivals. HK travel agents each year develop UGM2018 packages and will be onsite at the running event to promote and sell Guam packages. Since the inception of this event GVB has seen a substancial increase in Hong Kong participation for the United Guam Marathon including agent interest to promote the event. GVB and its team of cultural dancers will provide a taste of Guam's unique Chamorro culture during activities scheduled to take place through out the event such as photo sessions, awards, pre and post event performances and direct consumer promotions scheduled in highly trafficked areas in HK. Each year United Airlines and Guam Sports Event Inc sponsor airfare expenses for the cultural dancers in support of its strategy to grow HK participation.
JANUARY 2018										
Korea	January 2018, April 2018, July 2018	GVB Head Office Quarterly Marketing Meetings with GVB Korea Office (3 Trips)	$18,945.50			$1,889.00			(1) KMC Chairman, (1) GVB President & CEO/Designee, (1) GVB Director of Global Marketing, (1) GVB Research Staff	GVB plans to have the KMC Chairman or GVB President & CEO, GVB Director of Global Marketing and up to two (2) Marketing staff to conduct meetings with the Korea Marketing Representatives at the end of every quarter to discuss upcoming quarterly promotions for FY2018. While there, they may also plan to conduct meetings with the industry to discuss any issues and opportunities within the market. The scheduled administrative meetings are also an opportune time to evaluate and discuss progress on FY2018 smart goal achievements.
China	January 5-8, 2018	Xueersi English Speaking Contest	$8,412.00						(1) Director of Global Marketing, (1) Marketing Manager	To further the China market, it was determined that we need to increase the desires of the youth to make Guam an aspirational destination. As such, projects including children and families will be cultivated and developed. While in Shanghai, meetings will be conducted with our marketing representative.
North America	January 14-20, 2018	Go West Summit 2018	$8,000.00						(2) GVB Marketing Staff	Go West Summit introduces the world's top international tour operators to specialty suppliers offering tourism-related products or services in the American West. Go West Summit partners with Visit Salt Lake and Utah Office of Tourism to present the ultimate business-to-business tourism convention experience. Go West Summit is the single source for international tour operators to design, develop, and maintain an American West tourism product. The event uses an effective and easy to use custom-designed matching software designed to increase your ROI by unique computer-matching software that pairs tour operators from around the planet with U.S. based suppliers in a one-on-one, business-friendly environment.
FEBRUARY 2018										
CHC	February 2018	20th Annual Asia Pacific New Year Celebration & US-Guam Chamorro Dance Academy		$14,410.00					(1) Cultural Heritage Officer, (1) Instructor, (2) Assistants	This year marks the 20th Annual Asia Pacific New Year Celebration, honoring & celebrating the vibrant cultures of Asia and the Pacific Island. Will also be conducting the US-Guam Chamorro Dance Academy.
CHC	February 2018, April 2018, July 2018, September 2018	Guam Chamorro Dance Academy (4 Trips)		$37,680.00					(1) Cultural Heritage Officer, (1) Instructor, (2) Assistants	This marks the 9th year of the continuation of the Guam Chamorro Dance Academy within Japan. Last fiscal year, four workshops were taught with a total of over 500 students, including dance instructors who in turn bring lessons to their dance studios. As a result of this program, four separate participants of the academy established four (4) dance houses in Tokyo, Mito City and Nagoya.
China	February 2018	Airline Meetings	$16,337.00						(1) GCMC Chairman/Designee, (1) President & CEO/Designee, (1) Director of Global Marketing, (1) Marketing Manager	In order to attract more visitors from China, dependable regular flight service must be developed. Currently seat capacity for existing direct service is at 10,000 seats per year. Annual arrivals from China are more than double the direct air seat capacity. Additional airline service is needed to attract this developing market.
Japan	February 2018	GVB Japan Guam FAM Tour	$12,550.00						(9) GVB Japan Staff	This Guam FAM tour for the GVB Japan office will provide an opportunity for the entire GVB Japan team to obtain first-hand knowledge of Guam's product updates to include facilities and tours. GVB will arrange face-to-face meetings with stakeholders and senior management. In addition, it will be the most opportune time for employee training and teambuilding.
Pacific	February 2018, May 2018, July 2018, September 2018	PATA Executive Board Meetings (4 Trips)	$27,326.25						(1) GVB President & CEO, (1) Director of Global Marketing	GVB President & CEO, Jon Nathan Denight and Director of Global Marketing, Pilar Laguana, are PATA Executive Board Members. This is the first time that the Pacific Region has had two representations on the Executive Board level. Their involvement in the PATA Executive Board will allow for them to ensure that PATA continues to put emphasis to the "P" in PATA, the Pacific, and to help develop travel and tourism in the region.
Japan	February and April 2018	Airline Meetings (2 Trips)	$16,563.00						(1) JMC Chair, (1) President & CEO, (1) Marketing Manager - Japan	With the declining air seat capacity from the Japan market, meetings will be scheduled with potential and existing airlines to request for additional seats and flights including flights from Narita and Haneda international airports.

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Hong Kong	February 2-4, 2018	90th Hong Kong Wedding Fair 2018	$7,850.00	$11,625.00					(1) GVB Director of Global Marketing, (1) GVB Marketing Staff, (1) Cultural Heritage Officer, (1) Miss Guam, (1) Mr. Guam	The wedding market continues to be an important target segment in Hong Kong, which annually receives over 55,000 marriage applications per year. It is commonplace for engaged couples to visit wedding fairs to gather info, including wedding photo packages, banquet deals, honeymoons and other related info. It is important for Guam to maintain a strong presence in Hong Kong in an effort to meet GVB SMART goals where there is fierce competition in island wedding products from destinations such as Okinawa and Bali. In order to increase public awareness of Guam and market share, GVB will arrange a wedding demonstration to appeal to consumers as well as maximize PR opportunities through media and direct-to-consumer interactions.
PI	February 9-11, 2018	PTAA Travel Tour Expo 2018	$14,002.50	$21,140.00					(1) Committee Chairman, (1) GVB President & CEO/Designee, (1) GVB Director of Global Marketing, (2) Marketing Staff, (1) Cultural Heritage Officer, (1) Miss Guam, (2) Musicians and (4) Entertainers	The Travel Tour Expo was established by PTAA in 1994 to showcase the products and services of its members. Since then, the show has evolved into a much awaited annual industry event covering practically all segments of the travel business, making it the biggest event for the travel and tourism industry. More than 65,000 travelers/visitors were present in last year's show, which also featured more than 400 exhibitors offering more travel options to visitors. GVB has been an active participant in this show for the past 13 years. GVB will once again reach out to United and other Micronesian islands' NTOs/STOs to take on a regional marketing approach and offer attractive travel packages to potential visitors.
China	February 26 - March 2, 2018	Guam Visitors Bureau 2018 China Sales Mission	$32,603.10	$47,494.00					(1) Government Protocol, (1) Greater China Marketing Committee Chair or Co-Chair, (1) GVB Director of Global Marketing, (2) GVB Marketing Staff, (1) Culture & Heritage Officer, (6) Cultural Talent	The Guam Visitors Bureau (GVB) continues to focus its sales and marketing efforts in the first-tier cities of Shanghai, Beijing, and Guangzhou. The GVB 2018 China Sales Mission is designed to enhance the networking and business ties between the Guam tourism industry and the travel trade in these first-tier cities in China. Through a series of face to face meetings held in Shanghai, Beijing and Guangzhou, Guam stakeholders will meet with Chinese travel trade who are currently selling Guam products or have a strong potential to sell Guam products in China. The attendees will be local travel trades; each city's sales mission attendees are expected at 120 to 150 pax. In addition to the trade aspect of this 3-city sales mission, GVB will also be participating in one-on-one and group interviews with influential media in each city. A variety of media will be invited to include print, online, radio and other types of new media channels. The GVB delegation will be required to split up in order to maximize Guam's presence at these series of seminars and interview appointments.
MARCH 2018										
CHC	March 2018	2018 Chamorro Cultural Fest & the US-Guam Chamorro Dance Academy		$22,362.50					(1) CHC Chairwoman, (1) Cultural Heritage Officer, (1) GVB Staff, (1) Instructor, (2) Assistants	GVB, in its continuing efforts to elevate awareness of Guam and its many events and activities planned for 2018 will encourage Chamorros and Friends of Guam to visit during these events. The Chamorro Cultural Fest celebrates the people of the Mariana Islands and the Chamorro community. The annual festival features dance performances, cultural entertainment and music. Will also be conducting the US-Guam Chamorro Dance Academy.
Pacific	March 2018, June 2018, September 2018	PATA Micronesia Chapter Tri-Annual Meetings for 2018 (TBD) (3 Trips)	$24,900.00						(1) GVB Director of Global Marketing, (2) Marketing Staff	Guam as an active member of the PATA Micronesia Chapter and the lead in the PATA Micronesia Chapter Committees, will be attending the Tri-Annual Meetings in 2018. 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.
Russia	March 2018	MITT/MICE 2018	$16,723.00	$11,182.00					(1) GVB Director of Global Marketing, (2) Marketing Staff, (1) Cultural Heritage Officer, (1) Miss Guam	Held annually, MITT is Russia's largest travel and tourism exhibition for international companies to promote themselves to the Russian outbound travel and tourism market. For the past 22 years, MITT has become a well-established industry event and is now one of the top 5 travel exhibitions in the world. MITT 2017 received almost 2,000 participating companies and 192 plus destinations, it is the key meeting place for the industry and an opportunity to catch up with colleagues and clients. The Guam Visitors Bureau's main objectives are to continue raising awareness of Guam in Moscow and the European part of Russia and to promote Guam's 2018 Signature Events.
Sports	March 2018	"Taste Guam" in Hong Kong			$7,680.00				(1) GVB Sports Chairperson or (1) GVB Management, (1) Destination Specialist (Sports & Events)	GVB together in partnership with WME-IMG is scheduled to engage in sponsorship opportunities during the Taste Hong Kong event in March 2018. Sponsorship of the event is the first step towards bringing the famous "Taste" food event to Guam. Participation at the event will increase awareness of Guam's unique local delicacies and popular Barbeque Block Party event.
APRIL 2018										
Japan	April 2018	Japan In-country Tourism Research	$4,263.50			$2,006.00			(1) President & CEO, (1) Marketing Manager - Japan, (1) Tourism Research Analyst	GVB continues to conduct tourism research in order to identify the most effective methods of marketing to the Japanese consumer. During this meeting in Tokyo, GVB will have the opportunity to hear from the contracted vendor about the next phase of Japan in-country tourism research directly related to the consumer perception for travel motivation, profile, and experience to beach destinations. The contracted vendor has Tokyo resources for data collection and analysis, which is why the meeting will be hosted in Tokyo.
Japan	April 2018, May 2018, and June 2018	Guam Signature Events (3 Trips)	$9,300.00						(2) GVB Japan Staff	GVB Japan sales or PR staff will join the above-mentioned Guam signature events to accompany media and maximize PR opportunities for Guam. In addition, the new GVB Japan Director should conduct site inspections of our signature events planned for FY2018.

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Japan	April 2018, June 2018, and September 2018	Japan Guam Tourism Council (JGTC) Meetings in Japan (3 trips)	$41,089.50						(1) JMC Chair, (1) President & CEO, (1) Marketing Manager - Japan	The Japan Guam Tourism Council (JGTC), made of top executives in charge of package tour travel as well as airline representatives, hold quarterly meetings to discuss the current market situation and to hear updates on new developments from Guam. Meetings are held in the three major regions for Japan's outbound travel to Guam.
PI	April 2018 and August 2018	GVB Head Office Marketing Meeting with GVB Philippines Office (2 Trips)	$12,274.50						(1) GVB President & CEO/Designee, (1) GVB Director of Global Marketing, (1) Marketing Manager	The Guam Visitors Bureau has recently renewed the contract with our GVB Philippines Office, TPI, Inc. and there have been some administrative changes within our Manila office and we would like to monitor and evaluate their progress. In addition, we plan to conduct meetings with the travel trade to discuss any opportunities within the market.
Pacific	April 6-8, 2018	Asia Dive Expo (ADEX) 2018 and United Travel Trade Meeting	$9,500.00						(2) Marketing Staff	ADEX is the longest running and the largest dive expo in Asia celebrating its 23rd year in 2018. A must-attend event for anyone interested or involved in the world of diving, the event has seen a continuous increase in visitors over the past few years, with ADEX 2017 attracting thousands of visitors. The ADEX 2018 show presents world-renowned marine life artists, conservationists and photographers and is an event being endorsed by major organizations in the industry such as DEMA (USA), the Singapore Tourism Board (STB) and the Singapore Underwater Federation (SUF). ADEX 2018 will continue on a theme dedicated entirely to Climate Change and dedicated to sharks. Travel partners in the region of Micronesia attend this promotion year after year, helping in increasing the awareness of our region as a remarkable and unique dive destination.
Sports	April 6-8, 2018	Asia Dive Expo (ADEX) 2018			$4,442.00				(1) Destination Specialist (Sports & Events)	ADEX is the longest running and the largest dive expo in Asia celebrating its 24th year in 2018. A must-attend event for anyone interested or involved in the world of diving, the event has seen a continuous increase in visitors over the past few years. The ADEX 2018 show presents world-renowned marine life artists, conservationists and photographers and is an event being endorsed by major organizations in the industry such as DEMA (USA), the Singapore Tourism Board (STB) and the Singapore Underwater Federation (SUF). ADEX will be dedicated entirely to Climate Change and the impact it is having, and will have, on our oceans. As the biggest challenge facing nature and humanity, we think the dive industry needs to face it head on and lead the way in combatting this threat to life on our blue planet. In addition to the Dive Show, GVB during such time will be finalizing event details and sponsorship to host the Globally popular IMG color run event.
Sports	April 16-19, 2018	"Sado Island Toki Marathony Sister City Event" Niigata, Japan			$6,004.00				(1) Destination Specialist (Sports & Events), (1) Miss Guam, (1) Local Elite Guam Runner	The Guam Visitors Bureau shares a Sister-Race Agreement between Sado-Shima Island Marathon (Toki Bird) and Guam Ko'ko Half Marathon, 10K and 5K that initiated on April 7, 2013. The Guam Ko'ko Half Marathon, 10K and 5K and Sado Shima Toki Marathon agreement is now on its 5th year and the Bureau along with suggestion from GVB Japan office would like to continue to honor this agreement to encourage better relations; enhance stronger sports tourism through the mutual promotion of both races. Please note that each year a 4-5 person delegation from Sado-Shima Island has been attending the Ko'ko' Road Race as part of the agreement. GVB Japan would like to continue to honor the agreement while also promoting both the United Guam Marathon and Guam Ko'ko' events.
VSS	April 16-19, 2018	Secure Tourism Summit						$6,499.00	(1) GVB Vice President, (1) Tourism Industry Relations Officer	The U.S. Travel Association hosts a Secure Tourism Summit to ensure that travel destinations are prepared in the event of a security situation or crisis. The summit offers resources from leading experts on planning and prevention, communication and crisis response and reputation management. Developing strategies to prepare and how to conduct effective threat assessments, communicate successfully during a crises recalibrate after an event. Networking opportunities to meet regional stakeholders and strengthen security planning. The summit participants that are represented covers all segments of the travel industry from retails to other destination marketing organizations to security personnel that are responsible for security, crisis management, communications and threat assessments.
MAY 2018										
Japan	May 2018	Kanku Tabihaku (KIX Travel Fair)	$11,446.00	$5,804.00					(1) President & CEO, (1) Marketing Manager - Japan, (2) Tourism Resarch Analysts, (1) Senior Destination Specialist - Chamorro Culture/Designee, (1) Miss Guam	Organized by Kansai Airports, Kanku Tabihaku is a travel fair focusing on outbound travel from the Kansai area. The travel fair consists of consumer participation with booth exhibits and dedicated travel seminars for destinations or other travel-related businesses. GVB annually participates with the GVB Osaka office and in-country Chamorro Guma's represent Chamorro culture through performances at the main stage. Tourism Research becomes increasingly important with the current challenges Guam faces in the Japan market. GVB Tourism Research Analysts will engage in strategic meetings with management, KIX airport, and agents where possible. Furthermore, a consumer survey will be conducted at the Guam booth to engage, first-hand, with potential Guam visitors specifically from the Kansai region. The wants and needs of visitors from Kansai may differ from the Kanto area and GVB must identify this profile using its resources to further strengthen other tourism research obtained by the Bureau.
PI	May 2018	Guam Fair 2018	$12,129.50	$21,140.00					(1) NAP Committee Chairman, (1) GVB President & CEO/Designee, (1) GVB Director of Global Marketing, (1) Marketing Staff, (1) Cultural Heritage Officer, (1) Miss Guam, (2) Musicians, (4) Dancers	The Guam Visitors Bureau in conjunction with the Guam Economic Development Authority will hold its 1st even Guam Fair in Manila city to showcase and to encourage travel to Guam. In addition to marketing Guam and the region we look to also provide Guam packages with the major airlines that service direct flights to Guam and also showcase made on Guam products. Guam members of the tourism industry will be invited to participate. We will also be having a Guam product seminar offered to all the major TA's in the Manila and look to have this event held annually.

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Taiwan	May 2018	Kaohsiung International Travel Fair (KTF)	$7,522.10	$17,259.00					(1) Government Protocol, (1) GVB Director of Global Marketing, (1) GVB Marketing Staff, (1) Cultural Heritage Officer, (6) Cultural Talent	Kaohsiung Association of Travel Agents (KATA) hosts this major travel fair in southern Taiwan attracting over 200,000 visitors each year to purchase a variety of travel products and create an enormous variety of travel benefits. Hosted by KATA, this event focuses on travel trade and consumer audiences. There are over 700 exhibitors from local and foreign institutions and tourism bureaus. KTF facilitates the exchange of ideas among industries and focuses on marketing of travel products, with the aim to achieve the greatest benefit for exhibitors. GVB is aggressively developing direct service to Guam from Kaohsiung and will continue to engage in high-level strategic meeting with key partners in Kaohsiung to include the major airline players, American Institute Taiwan Kaohsiung Office, and trade partners.
Taiwan	May 2018	GVB Head Office Marketing Meetings with GVB Taiwan Office	$5,092.00						(1) Director of Global Marketing, (1) Marketing Staff	GVB plans to have the GVB Director of Global Marketing and one marketing staff conduct an administrative meeting with the Taiwan Marketing Representatives at the to discuss upcoming promotions for FY2018 and evaluate their mid-year progress. While in Hong Kong, GVB plans to conduct meetings with the industry to discuss any issues and opportunities within the market.
Sports	May 4-7, 2018	"Toyohiragawa Marathon Sister City Event" Sapporo, Japan			$11,680.00				(1) President & CEO, (1) Destination Specialist (Sports & Events), (1) Miss Guam, (2) Local Elite Guam Runner	A Sisterhood Race agreement was signed May 3, 2011 with the Guam Visitors Bureau and the Hokkaido Track and Field Association to encourage better relations, stronger sports tourism through the Toyohiragawa River Marathon and the Guam Koko Road Race. The sisterhood race agreement summarized the arrangements necessary for both race events', which includes commitment to attend the Toyohira River Marathon and Guam Koko Road Race for both parties. Hotel accommodations are being provided for the Guam delegation in Sapporo courtesy of Nikkan Sports. Airfare for (2) pax is complimentary via United Sponsorship agreement as an official sponsor of the Guam Ko'ko Road Race in 2017.
North America	May 7-13, 2018	IGLTA 2018	$10,000.00						(1) GVB Director of Global Marketing, (1) GVB marketing staff	The IGLTA Annual Global Convention is the world's premier educational and networking event for LGBT tourism professionals. The conference connects gay, lesbian and gay friendly travel and tourism suppliers and buyers through its hosted buyer and scheduled appointment program, numerous educational workshops and networking receptions. GVB plans to attend the convention to better understand the LGBT market and to potentially promote Guam as a LGBTQi friendly destination. The Guam Visitors Bureau is a member of IGLTA and attended the travel show for the first time in 2017. With Guam's passage of the Same Sex Marriage law, GVB is actively promoting Guam is an ideal destination for travel to the LGBTQ market. It's location in Asia and as a U.S. Territory that is LGBTQ friendly should attract visitors from all over the world, especially Asia.
Pacific	May 17-20, 2018	PATA Annual Summit 2018	$13,500.00						(1) GVB Board Director, (1) Director of Global Marketing, (1) Marketing Manager	As a result of the PAS 2016 on Guam, the bureau will further its active participation in the PATA programs to also evaluate any future events within the trade and travel industry. In addition, GVB President and CEO along with the Director of Global Marketing are active Board/Executive Members. The summit normally comprises of a one-day industry conference, with the Association's Annual General Meeting, PATA Youth Symposium, PATA Marketplace, and PATA Chapter Colloquium scheduled. Guam, along with other chapters worldwide also attends the Gala Dinner, committee meetings, workshops and product tours of the destination. In addition, the President/CEO and the Director of Global Marketing will be attending the Executive/Board meetings.
Russia	May 18-20, 2018	PITE 2018	$18,966.25	$14,435.00					(1) GVB Russia & New Markets Committee Chairman, (1) Director of Global Marketing, (2) Marketing Staff, (1) Cultural and Heritage Officer, (1) Miss Guam, (1) Cultural Practitioner	The Pacific International Tourism Expo (PITE) is the largest annual travel show in the Far East of Russia which was established to discover new business opportunities, network with leading tourism professionals, and preview what is hot and new for travel markets of Primorsky Territory and Pacific Asia. More than 9,000 travelers/visitors were present in last year's show, which also featured over 140 exhibitors. GVB's main objective is to initiate marketing efforts and to bring awareness of our destination to trade and consumers in the Far East. A Guam Presentation for our participating companies is being scheduled to introduce themselves and their product/service to travel agents
North America	May 18-23, 2018	International Pow Wow (IPW) 2018 and Outreach to Chamorro Community	$22,000.00						(1) North America & Pacific Marketing Committee Chair, (1) Director of Global Marketing, (4) GVB Staff	The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates $2.1 trillion in economic output and supports 15 million jobs. U.S. Travel's mission is to increase travel to and within the United States. U.S. Travel Association's IPW, going on it's 50th year in 2018, is the travel industry's premier international marketplace and the largest generator of travel to the U.S. – it is NOT a typical trade show. In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA (representing all industry category components), and more than 1,300 international and domestic buyers from more than 70 countries conduct business negotiations that result in the generation of more than $4.7 billion in future Visit USA travel. At IPW, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips.
JUNE 2018										
Japan	June 2018	Hâfa Adai Guam Study Tour	$7,025.00						(5) GVB Japan Staff	Participants from areas with direct flights from Japan will come to Guam to learn about the latest developments, inspect various facilities and experience our islands amenities and culture. Each year the area of focus changes, but goal remains to educate the travel trade industry in Japan to develop new and attractive packages. GVB Japan staff will escort the over 80 travel agents and trade media during the tour in Guam.
Japan	June 2018	Japan Guam Tourism Council (JGTC) - Annual Guam Meeting	$4,450.00						(3) GVB Japan Staff	Annually, one of the Japan Guam Tourism Council quarterly meetings is normally held in Guam.

MARKET	TRAVEL DATES	MARKET MISSION NAME	TOTAL COST MD	TOTAL COST CP	TOTAL COST SD	TOTAL COST RESEARCH	TOTAL COST BUSINESS DEV'T	TOTAL COST VSS	TRAVEL DELEGATION	BACKGROUND
Korea	June 7-10, 2018	Hana Tour International Travel Show 2018	$17,546.00	$26,064.00		$3,008.00			(1) GVB Board Chairman, (1) KMC Chairman/Designee, (1) GVB President & CEO/Designee, (1) GVB Director of Global Marketing, (1) GVB Marketing Staff, (1) GVB Research Staff, (1) GVB Culture & Heritage Officer, (1) Miss Guam, (2) Musicians, (4) Dancers	The Hana Tour International Show (HITS) is the largest travel expo in South Korea and has been ranked as the number one travel company for the past 15 years. Encouraged by last year's participation and success, including many local industry organizations, GVB hopes to show Hana Tour its commitment and support to continue pushing Guam sales. The fair is a key direct selling point for Hana Tour's products. GVB's presence will provide support to its members who will be attending while elevating awareness of Guam to consumers, trade, and media. GVB's participation in the Hana Tour International Show (HITS) is aligned with our FY2018 Smart Goal to give in-depth sales presentations on Guam to the targeted wholesalers, retail agents and ground tour operators in order for them to get better acquainted with the Island and deliver the most up-to-date information pertaining to the destination and local attractions.
Hong Kong	June 14-17, 2018	Hong Kong ITE & MICE 2018	$9,420.00	$31,070.00					(2) GVB Marketing Staff, (1) Cultural Heritage Officer, (2) Musicians, (4) Dancers	Hong Kong ITE & MICE is Hong Kong's long established and only travel fair bringing in both trade and consumer audiences. ITE draws from over 50 countries and regions, averaging over 600 exhibitors and attracting on average over 11,000 buyers and 78,000 public visitors annually. By attending ITE & MICE 2018, GVB will maximize the opportunities to promote Guam to both travel trade and directly to consumers. The expo also includes trade seminars and MICE seminars where the Bureau can create and leverage existing relationships with seminar attendees to Guam's advantage. With a focus on MICE at this show, GVB is committed to attending to learn more about HK MICE's segment. In addition, we will take this focused opportunity to present Guam's MICE products for positive return on sales.
Korea	June 14-17, 2018	KOTFA 2018	$14,036.00	$6,416.00					(1) GVB Board Member, (1) GVB President & CEO/Designee, (1) GVB Director of Global Marketing, (1) GVB Marketing Staff, (1) GVB Culture & Heritage Officer, (1) Miss Guam	The Korea World Travel Fair (KOTFA) is, with its 32 years history, the largest international travel fair in Korea where 60 countries participate to promote their tourism resources and cultures. The KOTFA is the only international travel fair in Korea where the official tourism organizations domestic and abroad participate and sponsor. The KOTFA supports strengthening the competitiveness of the tourism industry in Korea by combining inbound, outbound and intrabound tourism together and providing a market place for mutual relationship among tourism businesses in Korea and abroad. The KOTFA is constantly pursuing the public concerns by providing various benefits to enable the developing countries to participate in the Fair, and enlarging the international relationship. The KOTFA dedicates to encourage the sound tourism of Korean travelers by offering various information of domestic and foreign tourism attractions.
North America	June 19-25, 2018	Scuba Show 2018 and Guam Travel Agents Meeting with PATA San Diego and Southern California Chapter	$7,500.00						(1) GVB Director of Global Marketing, (1) GVB Marketing Staff	The Scuba Show in its 31st year will attract more than 10,000 consumers with majority of the visitors looking for dive destinations and looking to explore destination exhibits. GVB's presence at the 2017 Scuba Show generated significant interest with many inquiries about Guam and it's underwater offerings.
JULY 2018										
CHC	July 2018	Liberation Festivities in Washington, DC		$22,986.00					(1) First Lady, (1) CHC Chair, (1) GVB Cultural Heritage Officer, (1) Miss Guam Liberation Queen 2017 & FL Security	This year marks the 74th anniversary of Guam's Liberation and Congresswoman Madeleine Bordallo will be hosting events in Washington D.C. Her office is in charge of the Wreath Laying Ceremony at the Tomb of the Unknown Soldier and has invited Miss Guam and GVB to participate. She will also be hosting the Guam Liberation "Guam Night" Reception. The reception demonstrates Guam as a unique travel destination by providing cultural experiences, including Chamorro food, music, and cultural performances.
Japan	July 2018	Kashiwa Festival	$10,042.00	$9,839.00					(1) JMC Chair, (1) President & CEO, (1) Marketing Manager or Coordinator - Japan, (1) CHaCO Chair/Designee, (1) Senior Destination Specialist - Chamorro Culture/Designee, (1) Miss Guam	In keeping with our Friendship Agreement signed in 1991, a group of students from Kashiwa come to Guam every year. Promoting cultural exchange programs, a delegation will be sent to Kashiwa to share Guam's culture with the Kashiwa International Relations Association. This group in turn comes to Guam.
PI	July 2018	Travel Madness Expo 2018	$8,365.00	$5,310.00					(1) GVB Director of Global Marketing, (2) Marketing Staff, (1) Cultural Heritage Officer, (1) Miss Guam	The travel industry is out to show its might at the 6th annual Travel Madness Expo 2018, with most of its 5,000 players poised to show up at the event as exhibitors and in other capacities to show their unity with all the allied sectors and the general public. The Travel Madness Expo is the Philippines' 2nd largest travel show with a focus on outbound travel. All of the four exhibit halls of the SMX Convention Center in the Mall of Asia have been booked for the biggest ever-multispectral participation in the Travel Madness Expo, which has been setting record highs since its debut in 2012. The event is organized by executives of the top travel agencies in the Philippines and is considered the second largest travel expo in the Philippines.
Sports	July 25-29, 2018	Sportech 2018			$7,658.75				(1) GVB Board Director and (1) Destination Specialist (Sports & Events)	SPORTEC is the largest and most comprehensive exhibition of the sports and fitness industry in Japan. Expectedly 800 exhibtiors and 50,000 visitors will be gathered from the global sports and fitness industry displaying events, activities and products. The Sports business in Japan has been one of the most worthy growth business investments. SPORTEC provides businesses the opportunity to share products, events and grow your network within the Sporting Fitness industry in Japan. With that said, GVB Japan will be occupying a booth space at SPORTEC in order to promote Ko'ko' and all other Guam Sporting and signature events. At which time GVB will meet with and introduce its new Japan Ko'ko' secretariat with JTB Sports Desk. In addition to SPORTEC events and activities, GVB Sports & Events Destination Specialist will use the opportunity to meet with all GVB Sport Tourism partners in Japan including planning meetings for Guam's sport tourism events in Baseball, Soccer, Swimming, Volleyball, etc.
AUGUST 2018										

MARKET	TRAVEL DATES	MARKET MISSION NAME	TOTAL COST MD	TOTAL COST CP	TOTAL COST SD	TOTAL COST RESEARCH	TOTAL COST BUSINESS DEV'T	TOTAL COST VSS	TRAVEL DELEGATION	BACKGROUND
Japan	August 2018	GVB Japan Audit	$5,395.25						(1) Director of Finance & Administratio /Designee, (1) Finance & Administration Staff	The Accounting Department will conduct the annual financial audit of the Japan Office.
PI	August/September 2018	The Travel Mart (TTM) Philippines/Guam Product Update in Cebu	$6,474.00	$5,688.00					(1) GVB President & CEO/Committee Chairman, (1) Director of Global Marketing, (1) Cultural Heritage Officer, (1) Miss Guam	The Travel Mart (TTM) Philippines is an annual B2B table top event being held in two cities in the Philippines. The event takes place in Manila and Cebu where thousands of buyers are expected to attend both cities. This is an opportune time to meet with the top agents and share GVB's 2018 calendar of events and promotions. In addition to TTM, GVB will organize a Guam Product Update seminar in both cities with the media and trade to share the latest information about Guam. GVB will be inviting its membership to participate and present about their company.
CHC	August 15-21, 2018	US-Guam Chamorro Dance Academy		$15,118.00					(1) Cultural Heritage Officer, (1) Instructor, (2) Assistants	The Bureau will continue to work closely with various active stateside Chamorro dance groups with the continuation of the US-GCDA, which was launched in 2014.
SEPTEMBER 2018										
CHC	September 2018	24th PIFA (Pacific Islander Festival Association) Festival 2018		$7,191.25					(1) CHC Chair and (1) Cultural Heritage Officer	GVB will participate in PIFA festival to further develop more awareness to the Chamorros living in the US mainland the various reasons to come back to Guam to visit. PIFA promotes & perpetuates the traditional cultures, ancient historical data, languages, attitudes & values of the Indigenous People of Micronesia, Melanesia & Polynesia.
Pacific	September 2018	PATA Travel Mart (PTM) 2018 and Malaysia-Guam Trade Event	$18,500.00						(1) GVB Director of Global Marketing (1) Marketing Manager, (2) Marketing Staff	The PATA Travel Mart is held annually and attracts 1000+ delegates from 60+ countries. The travel mart is Asia Pacific's premier B2B travel trade show, featuring unparalleled networking and contracting opportunities to help travel and tourism organizations access decision makers, meet new clients, expand their networks and build or maintain existing relationships. It showcases the travel products and services from primarily the Asia Pacific region and draws interest from international buyers from around the globe. Furthermore, educational forums, conferences and workshops are organized during the event, providing delegates with comprehensive tourism insights and the latest updates on trends within the industry. The educational forums and conferences are held prior to the travel trade show and can address a wide range of travel and tourism related topics; such as community based tourism, tourism investment and travel technology
Russia & New Markets	September 2018	MATTA 2018	$10,770.00						(1) Director of Global Marketing, (2) Marketing Staff	MATTA is Malaysia's premier travel extravaganza providing global exposure and endless business opportunities in this exciting era of groundbreaking travel innovations and technological advent. MATTA fair provides visitors with a host of exciting and value for money travel options and excellent business and travel opportunities. In essence, all the attractions that have made MATTA fair the number one consumer travel fair in Malaysia plus many more exciting items. Over 100,000 or more visitors form Malaysia, ASEAN, and the rest of the world expect to visit the fair. As Guam is seeking new markets especially in visa waiver countries and convenient connectivity via Philippines or other Asian countries, we would like to explore the Malaysia market with the contacts we have made being actively involved in other travel trade organizations. MATTA website: http://site.mattafair.org.my/
Japan	September 20-23, 2018	JATA Tourism Expo Japan 2018	$22,196.60	$34,296.00		$8,790.50			(1)Government Protocol, (1) Chairman of the Board, (1) JMC Chair, (1) President & CEO, (1) Marketing Manager - Japan, (1) Marketing Coordinator - Japan, (1) Director of Tourism Research/Designee, (1) Tourism Research Analyst, (!) CHaCO Chair/Designee, (1) Senior Destination Specialist - Chamorro Culture/Designee, (1) Chamorro Culture Assistant, (2) Miss and/or Mister Guam, (2) Musicians, (8) Cultural Entertainers	Organized by the Japan Association of Travel Agents, the JATA Tourism Expo is the biggest travel event in Japan. Tourism Expo Japan 2017 saw record attendance with over 190,000 people. The Travel Showcase, or exhibition, the Global Tourism Forum, and Overseas Travel Symposium provide expert insight into the latest travel trends. In addition, the Expo allows for scheduled B2B meetings enabling the bureau to interact directly with travel agents and media. GVB hosts performances at the Guam booth as well as GCDA performance at the Expo main stage.

SPORTS & EVENTS COMMITTEE MEETING
TUESDAY, SEPTEMBER 12, 2017 at 2:00 P.M.
GVB CONFERENCE ROOM

MINUTES

Members Present: **Katarina Sgro, William Nault, Joe McDonald**
GVB staff present: **Kraig Camacho**

CALL TO ORDER
Sports & Events Chairperson Ms. Katarina Sgro, called the meeting to order at 2:05 PM.

REPORT OF CHAIRPERSON
Nothing to report.

REPORT OF MANAGEMENT
Mr. Kraig Camacho began distributing Sports Ambassador Grant docs for committee review. Mr. Camacho shared the attached power point presentation labeled as exhibit "A" . The attached presentation provides a detail grant summary for the committee to review. Mr. Camacho also provided copies of each grant application for the committee members to review.

Mr. Camacho explained that one applicant (James Sardea) had applied as an individual traveling to the Xterra Championships in Maui and the OCR (Obstacle Challenge Race) in Canada but also was also listed as a traveler with the Trench Team traveling to Canada for the OCR (Obstacle Challenge Race). Mr. Camacho shared to the committee that Mr. Sardea could only receive one award and would be advised following the decision of the committee.

All grants were reviewed and approved with no further concerns or questions.

EVENT SPONSORSHIP REVIEW

JACK EVENTS CONCERT SPONSORSHIP
After review and discussion during the previous Sports and Events committee meeting regarding Jack Events sponsorship opportunities, the committee decided to address sponsorship support subject to the performers and talent scheduled to arrive to Guam. The committee expressed interest to sponsor "Boyz to Men", "Brian McNight", "New Edition" noting they were some of the more internationally known performers perhaps more identifiable to our source markets. Mr. Camacho requested the committee support to negotiate sponsorship of the event while also seeking tickets for the event to be used to enhance our media online activities i.e. social medial as well as traditional media. Mr. Camacho shared that we can use the tickets to engage visitors and increase more viewers to our online platforms.

MCA NATIONAL FOOD CHAMPIONSHIPS SPONSORSHIP
Mr. Camacho shared a new opportunity to promote and increase exposure for the Guam BBQ Block Party event scheduled each year in the month of July. Mr. Camacho shared the MCA Micronesia Chefs Association had been invited to participate in the

National Food Championships in Orange, Beach Alabama. Mr. Camacho shared that there is an opportunity to sanction Guam's Barbeque Event and share the event globally as part worldwide food events. Mr. Camacho requested the support of the committee to use remaining FY2017 funds to sponsor the Barbeque Block party winner and a team of Chefs to compete during the National Food Championship from November 7-14, 2017. Mr. Camacho shared that during the event GVB will meet with the Japan and Korea Barbeque Associations to secure relationship relative to Guam's source market of visitors.

Mr. Camacho shared that the requested amount of $10,000 would help the MCA with hotel, transportation and event expenses. Mr. Sgro asked if GVB will be participating with the MCA during the trip. Mr. Camacho shared that he plans to attend with the group if approved. Mr. Camacho shared that the idea is to align our efforts with Japan and Korea to encourage more visitors to Guam's growing barbeque event.

Committee supported the event sponsorship support on the condition that the $10,000 came from unspent FY2017 money as identified.

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENT(S)
Guam Ko'ko' Half Marathon, 10K and 5K
October 28 - 29, 2017

ADJOURNMENT

- Meeting was adjourned at 4:40PM

Summarized and Submitted by:

Miranda C. Munoz

Miranda Munoz
Administrative Assistant

Reviewed by:

Kraig Camacho
Community Development Officer

GUAM VISITORS BUREAU | SETBISION BISITAN GUAHAN
401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278 | www.visitguam.org

GUAM

Sports & Events

SPORTS & CULTURAL AMBASSADOR GRANTS

James Sardea
1 travelers
Travel Date: October 11-17, 2017
Maui, Hawaii/ Toronto, Canada
Average Trip cost: $1,482.25
Recommend: $600.00

Tao Tao Lagu
11 travelers
Travel Date: October 23- 27, 2017
Choong Ju City South Korea
Average Trip cost: $562.00
Per traveler cost $272.72
Recommend: $3000.00

Sports & Events

SPORTS & CULTURAL AMBASSADOR GRANTS

Guahan Women's Masters Softball Club
21 travelers
Travel Date: October 2-10, 2017
Las Vegas, Nevada
Per traveler cost $238.09
Average Trip cost: $1,199.05
Recommend: $5,000.00

Trench Challenge
8 travelers
Travel Date: October 12-16, 2017
Blue Mountain, Ontario Canada
Per traveler cost $625.00
Average Trip cost: $1,733.86
Recommend: $5,000.00

Sports & Events

SPORTS & CULTURAL AMBASSADOR GRANTS

Gorilla Run Team
6 travelers
Travel Date: October 27, 2017
Yokohama, Japan
Per traveler cost $266.66
Average Trip cost: $557.29
Recommend: $1,600.00

Sports & Events

Upcoming Events:

KO'KO' GUAM HALF MARATHON, 10K, 5K:
October 28th & 29th

Registration numbers:
HM: 540
10K: 299
5K: 233

Total: 1072

Sports & Events

Koko YTD Registraion by Country

COUNTRY	Resident Half Marathon	Non-Resident Half Marathon	Resident 10K	Non-Resident 10K	Resident 5K	Non-Resident 5K	WEEK 36 (2017) (Sep. 3 - Sep. 9) 2017 COUNTRY TOTAL	WEEK 35 (2017) (Aug. 27 - Sep. 2) 2017 COUNTRY TOTAL	2016 COUNTRY TOTAL
Australia	1	0	0	0	0	0	1	1	0
Guam	176	0	110	0	79	0	365	554	220
Hong Kong	0	0	0	0	0	2	2	4	1
India							0	0	1
Japan*	0	80	0	10	0	13	103	206	131
Korea	0	2	0	0	0	0	2	4	0
Northern Marianas							0	0	1
Palau							0	0	1
Philippines							0	0	3
Taiwan	0	2	0	0	0	0	2	4	7
United States	277	2	176	3	138	1	597	817	273
XEG CHOICE TOTAL	454	86	286	13	217	16	1072	1590	640

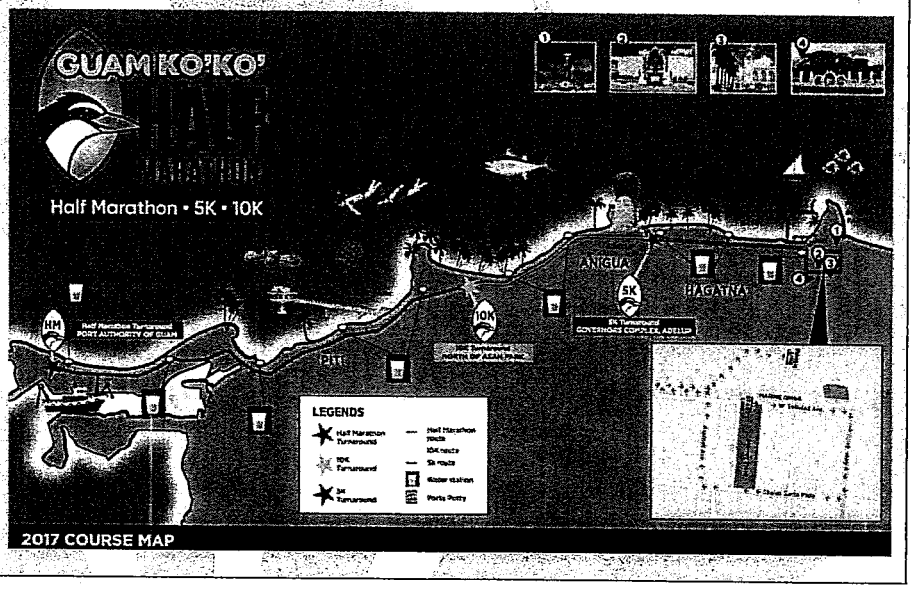
Last Updated: 9/9/17

** Japan Registration number includes Secretariat sales, and Chronotrack*

	2016 (FINAL)	2017 (Current)	2017 GOAL
Half Marathon	534	540	700
10K	330	299	800
5K*	291	233	700
TOTAL	1475	1072	2200

*2016 5K count is taken from Ekiden Relay count

Sports & Events



Sports & Events

Thank you!

GVB RUSSIA & NEW MARKETS COMMITTEE MEETING
Tuesday, October 3, 2017, 10:00 a.m.
GVB Main Conference Room

PRESENT:	Bart Jackson, Bill Nault, Ekaterina Sablan, Nadia Romanenko, Olga Tonkikh, Roy Abraham
ABSENT:	Akiko Futakami, Chris Yang, Echo Man, Elish Lee, Jane Koo, Jenny Cheon, Jenny Kim, Mari Buensuceso, Matthew Martin, Neil Urbano, Rolenda Faasuamalie, Trina Cruz
OBSERVER:	Kenji Sekine – Holiday Resort Guam
GVB STAFF AND MANAGEMENT:	Pilar Laguaña, Regina Nedlic, Gabbie Franquez, Sydney Leon Guerrero

CALL TO ORDER

Chairman Bart Jackson called the Russia & New Markets meeting to order at 10:02AM.

APPROVAL OF PREVIOUS MEETING MINUTES

Vice Chairman Bill Nault made the motion and seconded by Ms. Olga Tonkikh to approve the minutes of September 5, 2017. Motion approved unanimously.

REPORT OF THE CHAIRMAN

Chairman Jackson announced that there will be changes within the marketing committees. Bill Nault will be resigning from Vice Chairman of Russian and New Markets Committee and will be taking on the position of Chairman for Japan Marketing Committee (JMC). Chairman Jackson recommended appointing Mr. Roy Abraham as the new Vice Chairman for Russia and New Markets Committee. Committee members all in favor and support of Mr. Abraham as Vice Chairman. Chairman Jackson thanked Mr. Nault for his contributions to the Russia and New Markets Committee and best wished to his new capacity as JMC Chairman.

Chairman Jackson also shared that Russia and New Markets will get a rollover budget of $250,000 for FY2018. This will allow for GVB to keep engaging in the market and exposing Guam product offerings to the market.

Additionally, Chairman Jackson shared that he met the Honorable Excellence Jaroslav Olsa, who is the Ambassador of the Czech Republic to the Philippines, the Marshall Islands, the Federated States of Micronesia, Palau, and Nauru with Mr. Tony Muna and Ms. Regina Nedlic. Ambassador Olsa shared the rich history and connection between Guam and Czech Republic. Chairman Jackson expressed the viability for a potential new market and interesting opportunity. Ambassador Olsa shared that in February 2018 there is a travel trade show in the Czech Republic capital of Prague. Chairman Jackson recommended to Pilar that while attending MODE Tour in Korea, that they pay a courtesy visit to the Czech Republic Embassy in Korea.

Courtesy Visit with GVB

- **H.E. Jaroslav Olsa, Jr.**

  Ambassador of the Czech Republic to the Philippines, the Marshall Islands, the Federated States of Micronesia, Palau, and Nauru met with GVB Management on Wednesday, September 27, 2017.

- Discussion: Guam and cultural heritage, Czech Republics in the Micronesia region, and potential EU market viability for Guam.



REPORT OF GVB MANAGEMENT

A. Visitors Arrival Statics

Ms. Regina Nedlic presented to the committee the latest Russia visitor arrival statistics. Ms. Nedlic shared the different figures on a month to date, calendar year, and fiscal year. Chairman Jackson also shared that numbers should increase due to the entrance of Air Seoul, Jeju Air, and our relationship with Korean Airlines.

Russia

Visitor Arrivals as of September 27, 2017

MARKET	TOTAL MTD 2016	TOTAL MTD 2017	% FROM LY
Russia	58	118	103.4%

MARKET	CY 2016	MTD	TOTAL CYTD 2016	TOTAL CYTD 2017	% FROM LY
Russia	2,588	118	1,633	2,198	34.6%

MARKET	FY 2016	MTD	TOTAL FYTD 2016	TOTAL FYTD 2017	% FROM LY
Russia	2,488	118	2,480	3,145	26.8%

GUAM VISITORS BUREAU

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

September 2017

September 1-27, 2017

Total: 104,846 (-7.0%)

% Market Mix	Origin	2016	2017	% to LY
0.1%	Russia	58	118	103.4%
39.0%	Japan	58,868	40,854	-30.6%
49.8%	Korea	39,334	52,236	32.8%
0.9%	China	1,414	952	-32.7%
0.3%	Hong Kong	516	324	-37.2%
2.0%	Taiwan	3,110	2,124	-31.7%
3.9%	US/Hawaii	5,133	4,090	-20.3%
1.2%	Philippines	1,474	1,241	-15.8%

GUAM VISITORS BUREAU

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

Note: September 2017 Daily Arrivals reflect Civilian Air arrivals on

Calendar Year to Date 2017

January-September 27, 2017 **Total: 1,156,173 (+2.9%)**

% Market Mix	Origin	2016	2017	% to LY
0.2%	Russia	1,633	2,198	34.6%
42.4%	Japan	557,829	489,738	-12.2%
42.4%	Korea	388,104	490,782	26.5%
1.5%	China	21,218	17,449	-17.8%
1.1%	Hong Kong	5,856	12,512	113.7%
2.3%	Taiwan	32,128	26,328	-18.1%
5.0%	US/Hawaii	57,859	57,329	-0.9%
1.1%	Philippines	14,482	12,633	-12.8%

GUAM VISITORS BUREAU

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

Note: September 2017 Daily Arrivals reflect Civilian Air arrivals on

Fiscal Year to Date 2017

October 2016-Sept. 27, 2017 **Total: 1,547,102 (+3.8%)**

% Market Mix	Origin	2016	2017	% to LY
0.2%	Russia	2,480	3,145	26.8%
43.4%	Japan	746,495	671,338	-10.1%
41.5%	Korea	514,579	642,788	24.9%
1.5%	China	25,863	22,836	-11.7%
1.0%	Hong Kong	8,375	16,010	91.2%
2.3%	Taiwan	41,154	36,049	-12.4%
4.9%	US/Hawaii	74,786	75,230	0.6%
1.3%	Philippines	18,556	19,660	5.9%

GUAM VISITORS BUREAU

Doc No. 34GL-17-1073

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

Note: September 2017 Daily Arrivals reflect Civilian Air arrivals on

OLD BUSINESS
None to report

NEW BUSINESS

A. FY2018 SMART Goals Review

Ms. Nedlic shared that the goal pax for FY2018 is 3,500, subject to any changes from management. GVB plans to continue to participate in at least 2 exhibitions: PITE and OTM218. Conduct at least 3 Guam Product Workshops for TA in the Far East of Russia, Siberia, and one event in Moscow. Establish close working relationship with Korean Air, Air Seoul, Jeju Air, and other airline partners interested in Guam.

FY2018 Key Campaigns include the Shop Guam eFestival, promoting GVB annual signature events, and to develop outreach campaigns through digital media platforms to promote the visa wavier news.

Chairman Jackson noted that all anticipated FY2018 travel motions get entertained at the committees and then to the Board of Directors at the beginning of each fiscal year. This is a fairly new initiative that allows for travel motions to get approved in a timely manner and is more efficient with event planning. Ms. Pilar Laguana noted that all motions are outlined in the FY2018 budget and marketing plan.

MITT/MICE 2018

A motion was made by Chairman Jackson and seconded by Mr. Roy Abraham to approve travel for GVB Director of Global Marketing, (2) Marketing Staff, Cultural Heritage Officer, and Miss Guam to attend the Moscow International Travel & Tourism Exhibition and MICE Exhibit in Moscow, Russia from March 2018. Cost is approximately $27,905.00 ($16,723.00 and will come out of FY2018 Russia Account No. TTC081 and $11,182.00 from the Cultural Heritage Acct. No. DM-CPO008).

Marketing Travel Expenses:	
Airfare: $2,000 x 3 pax	$6,000.00
DoGM & 2 Marketing Staff Per Diem: $463 x 7 days x 3 pax	$9,723.00
Misc. Expenses (communications, excess baggages, etc.)	$1,000.00
TOTAL ESTIMATED EXPENSES:	$16,723.00
CHC Travel Expenses:	
Airfare: $2,000 x 2 pax	$4,000.00
CHO Per Diem: $463 x 7 days x 2 pax	$6,482.00
Miss Guam Professional Fees: ($100 x 7 days x 1 pax)	$700.00
TOTAL ESTIMATED EXPENSES:	$11,182.00
TOTAL COST	$27,905.00

Background: Held annually, MITT is Russia's largest travel and tourism exhibition for international companies to promote themselves to the Russian outbound travel and tourism market.
For the past 22 years, MITT has become a well-established industry event and is now one of the top 5 travel exhibitions in the world. MITT 2017 received almost 2,000 participating companies and 192 plus destinations, it is the key meeting place for the industry and an opportunity to catch up with colleagues and clients.

The Guam Visitors Bureau's main objectives are to continue raising awareness of Guam in Moscow and the European part of Russia and to promote Guam's 2018 Signature Events.

PITE 2018

A motion was made by Chairman Jackson and seconded by Ms. Nadia Romanenko to approve travel for GVB Russia & New Markets Committee Chairman, Director of Global Marketing, (2) Marketing Staff, Cultural and Heritage Officer, Miss Guam and a Cultural Practitioner to attend the 2018 Pacific International Tourism Expo (PITE) in Vladivostok, Russia in May 18-20, 2018. Cost is approximately $33,401.25 ($18,966.25 and will come out of Account No. TTC081 and $14,435.00 from the Cultural Heritage Acct. No. DM-CPO008).

Marketing Travel Expenses:	
Airfare: $2,000 x 4 pax	$8,000.00
Committee Chairman Per Diem: $335 x 7 days x 25%	$2,931.25
DoGM & 2 Marketing Staff Per Diem: $335 x 7 days x 3 pax	$7,035.00
Misc. Expenses (communications, excess baggages, etc.)	$1,000.00
TOTAL ESTIMATED EXPENSES:	$18,966.25
CHC Travel Expenses:	
Airfare: $2,000 x 3 pax	$6,000.00
CHO Per Diem: $335 x 7 days x 3 pax	$7,035.00
Miss Guam Professional Fees: ($100 x 7 days x 1 pax)	$700.00
Cultural Practicioner Professional Fees: ($100 x 7 days x 1 pax)	$700.00
TOTAL ESTIMATED EXPENSES:	$14,435.00
TOTAL COST	$33,401.25

Background: The Pacific International Tourism Expo (PITE) is the largest annual travel show in the Far East of Russia which was established to discover new business opportunities, network with leading tourism professionals, and preview what is hot and new for travel markets of Primorsky Territory and Pacific Asia. More than 9,000 travelers/visitors were present in last year's show, which also featured over 140 exhibitors.

GVB's main objective is to initiate marketing efforts and to bring awareness of our destination to trade and consumers in the Far East. A Guam Presentation for our participating companies is being scheduled to introduce themselves and their product/service to travel agents.

MATTA 2018

A motion was made by Chairman Jackson and seconded by Director Bill Nault to approve travel for the Director of Global Marketing and the two (2) Marketing Staff to attend the Malaysian Association of Tour and Travel Agents (MATTA) in Kuala Lumpur in September 2018. Cost is approximately $10,770.00 from the FY2018 Russia Sales Market Development Account No. SMD023.

Marketing Travel Expenses:	
Airfare: $1,500 x 3 pax	$4,500.00
DoGM & 2 Marketing Staff Per Diem: $265 x 6 days x 3 pax	$4,770.00
Misc. Expenses (communications, excess baggages, etc.)	$1,500.00
TOTAL ESTIMATED EXPENSES:	$10,770.00

Background: MATTA is Malaysia's premier travel extravaganza providing global exposure and endless business opportunities in this exciting era of groundbreaking travel innovations and technological advent.

MATTA fair provides visitors with a host of exciting and value for money travel options and excellent business and travel opportunities. In essence, all the attractions that have made MATTA

fair the number one consumer travel fair in Malaysia plus many more exciting items. Over 100,000 or more visitors form Malaysia, ASEAN, and the rest of the world expect to visit the fair.
As Guam is seeking new markets especially in visa waiver countries and convenient connectivity via Philippines or other Asian countries, we would like to explore the Malaysia market with the contacts we have made being actively involved in other travel trade organizations. MATTA website: http://site.mattafair.org.my/

Ms. Laguaña added that GVB has been interested in exploring the south east Asian market for quite some time. Under the Guam visa waiver, are countries like Singapore and Malaysia therefore attending MATTA will be a opportunity to create awareness and presence about Guam.

FY2018 Russia SMART Goals

GUAM

- **FY2018 Goal Pax: 3 500**
- **FY2018 SMART Goals**
  - Participate in at least 2 exhibitions: PITE 2018 and OTM218
  - Conduct at least 3 Guam Product Workshops for TA in the Far East of Russia
  - Conduct at least 3 Guam Product Workshops for TA in Siberia
  - Conduct at leas one event for TA in Moscow
  - Establish close working relationships with Korean Air. Conduct at least 1 co-op activity
  - Conduct at least 2 Familiarization tours for Media to participate in GVB's signature events
  - Increase Guam awareness in the Far East of Russia, Siberia and European part of Russia through continued advertising and through GVB Russia's social media outlets
- **FY2018 Key Campaigns**
  - Shop Guam Festival 2018/2019
  - Cooperation with TA in order to promote annual on island signature events
  - Develop and implement outreach campaigns primarily via digital media platforms to promote visa waiver news and establish relationship with consumers and sales partners throughout Russia
- **FY2018 Travel Motions**

B. FY2018 1st Quarter Activities

Ms. Nedlic shared that the STI Far East Roadshow has been pre-planed since August 2017. She also gives special thanks to Ms.Nadia Romanenko of PIC Guam for their participation.

October 2017

GUAM

STI Far East Roadshow

- Vladivostok, October 17, 2017
  - Expected number of participants – 50
- Khabarovsk, October 18, 2017
  - Expected number of participants – 50
- Yuzhno-Sakhalinsk, October 19, 2017
  - Expected number of participants – 30

Purpose: To promote Guam events, safety, new logistics opportunities

Participating GVB Russia Reps: Aleksandra Karptsova
Aleksandra Vasileva

Participating GVB Members: PIC Hotel, Nadezhda Romanenko

Visa Free Campaign was advertised in Perfect Flight Magazine and Meduza. Also, tentative Fam Tour with KAL. Ms. Laguaña noted that this fam tour is looking for a unique experience. For example, exploring Gadao's cave and hiking Mt. LamLam as recommended by Ms. Sablan.

Ms. Laguaña introduced Ms. Gabbie Franquez to the committee as the Marketing Coordinator for Russia and New Market under the supervision of Ms. Nedlic.

October-December 2017

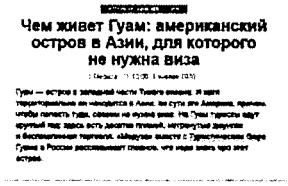
GUAM

Advertising Campaigns
- Visa Free Campaign
  - Online (Contextual, Targeted, SNS)
  - Offline (Magazine)



Perfect Flight Magazine

Tentative Fam Tour in Cooperation with KAL
- Media List:
  - National Geographic Traveler
  - Forbes
  - Snob
  - RBC
  - Dozhd
  - L'officiel Voyage





Meduza.io

C. FY2018 Committee Renewal

Chairman Jackson thanked the committee for a very active year. And special thanks to Director Nault for his contributions as Vice Chairman.

ANNOUNCEMENTS

- GVB General Membership Meeting | October 6, 2017 at 11:00AM at Westin Resort Guam – Somnak Room | Speaker: Barbara Wold
- Guam Ko'ko Road Races | October 29, 2017
- Next Russia & New Markets Committee Meeting | November 7, 2017
- Shop Guam Campaign e-Festival | November 10 – February 28, 2018.

ADJOURNMENT

Chairman Jackson made a motion and Ms. Ekaterina Sablan seconded to adjourn the meeting at 10:52am.

Prepared by: _____
Gabbie Franquez, Marketing Coordinator – Russia & Philippines

Reviewed by: _____
Regina Medlic, Marketing Manager – Russia & Philippines

Approved by: _____
Pilar Laguaña, Director of Global Marketing

October 4, 2017

The Honorable Dennis G. Rodriguez, Jr.
I Mina'trentai Kuattro Na Liheslaturan Guahan
Ran Care Bldg., Suite B1
Tamuning, Guam 96931

RE: Testimony on Bill 167-34

Håfa Adai Senator Rodriguez and members of the 34th Guam Legislature,

Thank you for the opportunity to provide testimony for Bill No. 167-34 (LS) - An act to add a new Article 5 To Chapter 9, Title 12, Guam Code Annotated, relative to directing the Guam Visitors Bureau to develop and publish a Request For Information relative to developing Guam as a Homeport Cruise Ship Industry.

The Guam Visitors Bureau (GVB) and the Guam Economic Development Authority (GEDA) was designated by Governor Eddie Baza Calvo as the lead entities to develop a home-ported cruise liner on Guam. We see this as a great opportunity to expand our economic profile under Guam's largest economic contributor, tourism, as well as provide additional employment opportunities to our people. With the support received by the legislature in the FY2018 budget, we believe that we now have the necessary resources to move this effort forward.

While GVB and GEDA support the intent of Bill 167-34, we feel it would be best to pursue this process through a Request For Proposal (RFP) and contract a consultant that will help us answer the questions contained in the bill as well as identify areas our government would need to work on to successfully implement this effort. Prior to the introduction of this measure, GVB and GEDA began working on a Scope of Work to achieve this goal. The draft of the scope is expected to be complete over the next two weeks.

We believe we possess a wealth of general information from the PATA Cruise Task Force report and from the work conducted by the Micronesian Cruise Association. However, we need to take that next step to solidify concrete and specific plans. This cannot be accomplished without the help of an expert.

Please be assured that as we go through this process, we will work closely with you to ensure a quality product for the successful development of the cruise industry on Guam.

Si Yu'os Ma'ase for allowing us to testify and for your continued commitment to our tourism industry.

Senseramente,

ANTONIO MUÑA JR.
VICE PRESIDENT
Guam Visitors Bureau

MANA SILVA TAIJERON
DEPUTY ADMINISTRATOR
Guam Economic Development Authority

CC: All Senators of the 34th Guam Legislature

FY 2016 & FY 2017

	Appropriation	Received to Date		Balance	
FY 2016 Pass-Thru	$ 750,000.00	$ 712,500.00	95%	$ 37,500.00	5%
FY 2017 Operations	$ 21,282,472.00	$ 21,142,472.00	99%	$ 140,000.00	1%
TOTAL PRIOR FY RECEIVABLES				**$ 215,000.00**	

FY 2018

	Appropriation	Received to Date		Balance	
Operations	**$ 22,750,216.00**	**$ -**	**0%**	**$ 22,750,216.00**	**100%**
Destination Development	**$ 1,085,000.00**	**$ -**	**0%**	**$ 1,085,000.00**	**100%**
Rainy Day Fund	$ 200,000.00	$ -	0%	$ 200,000.00	100%
Cultural & Sports Ambassador Fund	$ 200,000.00	$ -	0%	$ 200,000.00	100%
Pass-Thru	$ 840,000.00	$ -	0%	$ 840,000.00	100%
TOTAL RECEIVABLES FY 2018	**$ 25,075,216.00**	**$ -**		**$ 25,075,216.00**	
TOTAL RECEIVALBES				**$ 25,290,216.00**	

RESTRICTED

Bank of Guam - Rainy Day Fund[1]	$ 2,025,140.02
Cultural & Sports Ambassador Fund[2]	$ 478,777.90
TOTAL RESTRICTED	**$ 2,503,917.92**

UNRESTRICTED

Bank of Guam - Operations	$ 12,398,414.44
First Hawaiian Bank - Membership	$ 106,000.48
Resona	$ 874,605.46
Bank of Guam - TAF	$ 604,665.68
Raymond James - CD value as of 08/31/2017[3]	$ 2,536,610.36
TOTAL UNRESTRICTED	**$ 16,520,296.42**
TOTAL CASH as of 10/10/2017	**$ 19,024,214.34**

Current Payables

Asatsu invoices (Aug)	$ 830,329.31
Japan Invoices	$ 482,540.59
Guam Invoices	$ 813,257.35
Pass-Thru	$ 35,833.34
Encumbered Contracts	$ 5,480,577.81
Encumbered Purchase Orders	$ 176,599.55
TOTAL as of 10/10/2017	**$ 7,819,137.95**

NOTES

NOTE 1

$2,025,140.02	Rainy Day Fund
$0.00	Reimbursable Rainy Day Expenses - Japan
$2,025,140.02	

NOTE 2

$478,777.90	Cultural and Sports Ambassador Fund
($10,525.00)	Cultural and Sports Ambassador expenses - reimburse Operations
$468,252.90	

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
($608,514.82)	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
($10,000.00)	PAID - Hagatna maintenance and streetscape project for GMIF
($203,844.56)	BALANCE - Pale San Vitores Road Bus Shelter Project
($121,216.48)	BALANCE - Planning, Architectural and Engineering Services for Tumon Bay Improvement
0.00	