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MC Fwd: GVB Board Packet: November 9, 2017

1 message

BENJAMIN CRUZ <speaker@senatorbjcruz.com> Thu, Nov 9, 2017 at 11:24 AM
To: 34th Guam Legislature Clerks <clerks@guamlegislature.org>
Cc: Rennae Meno <rennae@guamlegislature.org>

11/09/2017	11/09/2017	Guam Visitors Bureau	GVB board packet of November 9, 2017. *	34-17-1208

---------- Forwarded message ----------
From: **Karida Brennan** <karida.brennan@visitguam.org>
Date: Thu, Nov 9, 2017 at 10:13 AM
Subject: GVB Board Packet: November 9, 2017
To: BENJAMIN CRUZ <speaker@senatorbjcruz.com>

GL#34-17-1208
Speaker Benjamin J.F. Cruz

NOV 09 2017
Time: 1124 AM / PM File No.
Received By:

Hafa Adai Speaker Cruz,

Pursuant to Title 5 Ch 8 Section 8113.1, of the Guam Code Annotated, attached is the board packet of November 9, 2017

Thank you!

--

Senseramente',

Karida Brennan
Executive Secretary

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2017 NOV -9 AM 11:30

10 attachments

- **Agenda_November92017.pdf** 80K
- **Exhibit_A_MINUTES_Oct122017.pdf** 1535K
- **Exhibit_B_CASH POSITION_Nov072017.pdf** 22K
- **Exhibit_C_FY2018 MASTER Travel Motions_Spreadsheet.pdf** 75K
- **Exhibit_D_FY2018 MASTER Travel Motions.pdf** 520K
- **Exhibit_E_GCMC_Minutes_Oct62017.pdf** 4413K
- **Exhibit_F_JMC_MinutesOct172017.pdf** 2229K
- **Exhibit_G_ResolutionNo2017-004.pdf** 75K
- **Exhibit_H_KMC_Minutes_Oct102017.pdf** 887K
- **Exhibit_I_NAP_Minutes_Nov012017.pdf** 549K

1208

REGULAR BOARD OF DIRECTORS MEETING
Thursday, November 9, 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 October 12, 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

SHOP GUAM E-FESTIVAL (SGEF) 2017 GLOBAL PRODUCTION TOUR

Motion to ratify Executive Committee's travel approval for one (1) GVB Japan staff to join the SGeF Global Production Tour in Guam from November 11-18, 2017. Estimated cost $1,537.50; Account # JA-PRE002.

Airfare:	$1,000 x 1 pax			$1,000.00
Per Diem:	Guam	M&IE	Days	
	GVB Marketing & PR Representative or Designee	$62.50	7	$437.50
Japan Transportation	To and from airport			$100.00
			Total:	$1,537.50

Background: GVB is conducting global media production tour from November 11-18, 2017 in order to develop simultaneous exposure about SGeF 2017 and contents for postings throughout the campaign. Each market will be bringing a main "Talent" with a photographer/cameraman to feature and promote upcoming Shop Guam e-Festival 2017. GVB Japan staff would handle branding compliance, talent coordination support and escort the talent while in Guam.

Issue: Board approval required for travel.

B. RUSSIA & NEW MARKETS

C. VISITOR SAFETY & SATISFACTION

D. CULTURAL & HERITAGE

E. SPORTS & EVENTS

F. ADMINISTRATION & GOV'T RELATIONS

TRAVEL AUTHORIZATION — Exhibits C & D

Motion to approve travel for the remainder of FY2018 as presented.

Background: Travel for the first quarter of FY2018 (October, November, and December) was approved by the board during GVB's regular board of directors meeting on October 12, 2017.

Issue: Board approval required.

G. DESTINATION MANAGEMENT

H. GREATER CHINA

Committee minutes dated October 6, 2017 — Exhibit E

I. JAPAN

Committee minutes dated October 17, 2017 — Exhibit F

RESOLUTION NO: 2017-004 — Exhibit G

Motion to approve Resolution No: 2017-004 relative to authorizing the use of the Rainy Day Fund pursuant to GCA §9303 to increase marketing activities in Japan to battle the decline in arrivals due to unforeseen certain external economic and political conditions.

J. KOREA

Committee minutes dated October 10, 2017 — Exhibit H

K. MEMBERSHIP & COMMUNITY OUTREACH

GVB STAFF APPRECIATION PARTY

Motion to approve up to $5,000.00 for the GVB Employee Appreciation Party (funds will be taken from the membership account).

Background: GVB will be hosting its annual Employee Appreciation Party on December 7, 2017. This holiday party is the main social event of the year for GVB employees. It is a celebration of all of GVB's accomplishments and team effort in promoting and improving our visitor industry. At this time, funding is being requested to help defray the cost to host the party.

Issue: Board approval required.

L. NORTH AMERICA & PACIFIC MARKETS

Committee minutes dated November 1, 2017 Exhibit I

M. RESEARCH

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

- Reschedule November 23 Board Meeting
- Veterans Day – Friday, November 10 (GVB closed)
- Thanksgiving – Thursday, November 23 (GVB closed)

Upcoming Board Meetings:

- Thursday, November 23, 2017 at 3:30pm, GVB Main Conference Room (Thanksgiving)
- Thursday, December 14, 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. Overgrown trees along Ypao Road
   → Flame tree to be trimmed within the next few weeks

6. 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

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

BOARD OF DIRECTORS REGULAR MEETING
Thursday, October 12, 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 Tak Takano	Director Theresa Arriola
Director Bart Jackson	Director Sam Shinohara
Director Robert Hofmann	

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director William Nault	Director Eduardo "Champ" Calvo
Director Katarina Sgro	Director Young Hong

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight	Lisa Linek	Karida Brennan
Brian Borja	Doris Ada	Josh Tyquiengco
June Sugawara	Nico Fujikawa	Colleen Cabedo
Elaine Pangelinan	Dee Hernandez	Kraig Camacho
Gabbie Franquez	Regina Nedlic	Frances Aguon
Sydney Leon Guerrero	Nakisha Garrido	Nadine Leon Guerrero
Josh Concepcion	Breeana Quitugua	

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:
Senator Regine Biscoe Lee – Guam Legislature
James Perez Servino – Senator Regine Biscoe Lee's Office
Joe Mesngon – Senator Dennis Rodriguez's Office

I. CALL TO ORDER

Chairman Morinaga called the meeting of the board to order at 3:48pm.

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 28, 2017.
Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

- Chairman Morinaga reported that Guam has received a great deal of negative media coverage with recent airline rescheduling, suspending, and canceling, as well as the North Korea threats. He wants to ensure that all statements made on behalf of GVB are coordinated with President Denight so that we are on the same page and sharing the same information.
- He reminded the team that we need to continue to work hard to bring the Japan market back to normal. Director Shinohara added that we shouldn't be shy about sharing that the next three months will be challenging from a visitor perspective and we need to do all we can to manage that low point of the travel season. Chairman Morinaga agreed, adding that

he explained to his businesses that we should use this time to regroup and prepare for the next wave of visitors.

IV. PRESIDENT & CEO'S REPORT

GUAM VISITORS BUREAU

PRESIDENT'S REPORT 10-12-2017

RESEARCH

September 2017

September 1-30, 2017 **Total: 117,152 (-12.4%)**

% Market Mix	Origin	2016	2017	% to LY
37.4%	Japan	65,130	43,870	-32.6%
50.3%	Korea	44,185	58,880	33.3%
1.1%	China	1,822	1,294	-29.0%
0.3%	Hong Kong	538	366	-32.0%
2.0%	Taiwan	3,490	2,345	-32.8%
4.4%	US/Hawaii	7,074	5,151	-27.2%
1.2%	Philippines	1,622	1,404	-13.4%

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

Calendar Year to Date 2017

January-September 30, 2017 **Total: 1,168,479 (+2.1%)**

% Market Mix	Origin	2016	2017	% to LY
42.2%	Japan	564,091	492,754	-12.6%
42.6%	Korea	392,955	497,426	26.6%
1.5%	China	21,626	17,791	-17.7%
1.1%	Hong Kong	5,878	12,554	113.6%
2.3%	Taiwan	32,508	26,549	-18.3%
5.0%	US/Hawaii	59,800	58,390	-2.4%
1.1%	Philippines	14,630	12,796	-12.5%

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

Fiscal Year to Date 2017

October 2016-September 30, 2017 **Total: 1,559,395 (+3.2%)**

% Market Mix	Origin	2016	2017	% to LY
43.2%	Japan	752,757	674,343	-10.4%
41.6%	Korea	519,430	649,435	25.0%
1.5%	China	26,271	23,178	-11.8%
1.0%	Hong Kong	8,397	16,053	91.2%
2.3%	Taiwan	41,534	36,270	-12.7%
4.9%	US/Hawaii	76,727	76,296	-0.6%
1.3%	Philippines	18,704	19,818	6.0%

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

October 2017

October 1-11, 2017 **Total: 40,667 (-4.3%)**

% Market Mix	Origin	2016	2017	% to LY
28.4%	Japan	19,537	11,569	-40.8%
59.1%	Korea	16,931	24,018	41.9%
2.0%	China	1,329	799	-39.9%
0.7%	Hong Kong	215	301	40.0%
2.0%	Taiwan	1,083	813	-24.9%
3.9%	US/Hawaii	1,563	1,584	1.3%
1.0%	Philippines	523	395	-24.5%

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

Note: October 2017 Daily Arrivals reflect Civilian Air arrivals only

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Calendar Year to Date 2017

January–October 11, 2017 **Total: 1,209,146 (+1.9%)**

% Market Mix	Origin	2016	2017	% to LY
41.7%	Japan	583,628	504,323	-13.6%
43.1%	Korea	409,886	521,444	27.2%
1.5%	China	22,955	18,590	-19.0%
1.1%	Hong Kong	6,093	12,855	111.0%
2.3%	Taiwan	33,591	27,362	-18.5%
5.0%	US/Hawaii	61,363	59,974	-2.3%
1.1%	Philippines	15,153	13,191	-12.9%

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

Note: October 2017 Daily Arrivals reflect Civilian Air arrivals only

JAPAN SALES & MARKETING
RECOVERY PLAN

Overview

- Japan outbound market is sensitive to the uncertainty of the current situation with North Korea
- Goals are to incentivize sales channel, advertise, and educate front line sales team
- **Promote 50 years of friendship between Japan and Guam**
- Timeline: mid-November 2017 – January 2018

Sales Support: Travel Trade

- Co-op with traditional regional travel agents through JGTC (50% cost share)
- Conduct joint promotions with online travel agents: Rakuten, Expedia, TripAdvisor and DeNa
- **Provide added value to increase attractiveness of the Guam product**

Mega FAM Tour

- Host travel agents and media FAM tour
- ~420 pax
  - 100 Tokyo
  - 100 Kansai
  - 60 Nagoya
  - 40 Hokkaido/Tohoku
  - 20 Kyushu
  - 100 media
- **Target front line sales team and social media influencers**
- **Visit Guam November 30 – December 3, 2017**

Advertising

- Send unified brand messages celebrating the 50th anniversary of the first Tokyo-Guam flight
- Digital advertisement and some newspaper for Kanto region
- Other regions will focus on television and newspaper placement

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

BUDGET

Sales Support: Travel Trade			$350,000
	Traditional Travel Agents Co-op	$250,000	
	Online Travel Agents Joint Promotion	$100,000	
Mega FAM Tour			$350,000
	Airfare & hotel	$300,000	
	On-the-ground costs (trade show, reception & transportation etc.)	$50,000	
Advertising			$800,000
	TV, Newspaper and Digital ads		
Total			$1,500,000

DESTINATION

Sports & Events

Ko'ko' Weekend Press Conference

- Press conference held at the Guam Museum on Thursday, October 5
- Presentation held at the indoor theater followed by light refreshments for sponsors and media
- Ko'ko' Weekend begins with 11th Guam Ko'ko' Kids Fun Run on October 28 at Governor Joseph F. Flores Memorial (Ypao Beach) Park
- 12th Guam Ko'ko' Half Marathon will take place on October 29 in historic Hagåtña
- Registration on-going at guamkokoroadrace.com or in person at Pacific Islands Club
- Participants will get finisher tee, medal, certificate, sunglasses, chance to win a ticket from United to anywhere in Asia or Micronesia and breakfast
- Finisher party at Pacific Pavilion at Paseo area
- Powerade hydration stations ongoing in Tumon leading up to Ko'ko' weekend



50th anniversary campaign

Friends Now, Friends Forever

これからも、ずっと仲良し

50th Anniversary

日本↔グアム 就航50周年



50 Years of Japan – Guam Tourism

Membership News





Quarterly meeting

- Held October 6, 2017 at Westin Resort Guam
- Guest speaker: Barbara Wold
- Topic: "Meet the millennials – the tourists to change it all"
- Shop Guam e-festival seminar also provided to vendors and members by Wold
- FY2018 membership renewals & applications ongoing
- Contact Jayde Bello at jayde.bello@visitguam.org

GUAM VISITORS BUREAU

SI YU'OS MA'ÅSE'!

- President Denight opened the floor to Senator Biscoe Lee. Senator Biscoe Lee stated that she was just attending the meeting to listen, but she thanked the team for their continued hard work. She agreed with Chairman Morinaga that we need to get in front of the current situation. She looks forward to hearing more about how the Legislature can further assist the bureau.

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

V. TREASURER'S REPORT

Exhibit B

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	

October 10, 2017

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

TESTIMONY ON BILL 167-34 — Exhibit C

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

B. RESEARCH

- Director Shinohara reported that there is a lot of activity in the Research Department but the biggest project right now is the new customs forms which will be implemented during the second week of November. Chairman Morinaga referred to the new form and asked what travelers should do if they have more than three items to declare. Acting Director of Tourism Research Fujikawa stated that in the event that that happens, travelers will be given a second customs form.
- Chairman Morinaga then mentioned that there is a portion of the Japanese exit surveys with inaccurate translation. President Denight informed him that this part of the survey is not given to travelers; officials verbally ask the travelers for the information and then fill it in to the forms. In any case, President Denight stated that the team asked Anthology to double check the translation.

C. RUSSIA & NEW MARKETS

Committee minutes dated October 3, 2017 — Exhibit D

- Director Jackson reported that Pacific Islands Club is the lone Guam based property that will be attending the upcoming road show next week.
- He stated that we are looking forward to a better year with Air Seoul and Jeju Air.
- Chairman Morinaga shared that he met with FBI agents recently. They are willing to conduct a seminar for people traveling to Russia and China.

D. VISITOR SAFETY & SATISFACTION

- Director Shinohara asked if there is any concern about the recent drowning incident. President Denight shared that in our budget request, we proposed to have additional funding to add lifeguards throughout Tumon, but it was not approved. Director Shinohara then asked what our current lifeguard situation is for Tumon. President Denight stated that one lifeguard is posted at Ypao Beach and another is posted at Matåpang Beach through Department of Parks and Recreation (DPR). We added another lifeguard near the Hyatt area through the Visitor Safety Officer (VSO) Program. Director Shinohara ask if any research has been done on standard spacing between lifeguard posts. President Denight mentioned that he is not sure exactly what the standard is, but as Tumon Bay is about four miles long, it was decided that one would be posted in the north, one in the south, and one in the middle. He also shared that DPR is trying to make improvements in this area.
- President Denight reported that we are still trying to retrieve a list of rental car companies from Department of Revenue and Taxation (DRT). Once we receive the list, we will send each company a letter to remind customers not to leave their children in their cars, as this has been a big issue recently.

- President Denight shared that the Korean Concierge Program has been assisting in these types of situations. Chairman Morinaga asked if they can create a monthly summary detailing the number and types of cases they facilitate with. President Denight said that this can be shared at the next board meeting.
- Director Arriola asked if GVB does any outreach or makes hospitality efforts in these situations. President Denight stated that we do, especially when they are brought to our immediate attention. We also have help from our partners such as JGTA. Chairman Morinaga mentioned that if these incidents happen on hotel property, the hotel offers assistance as well.
- Director Hofmann shared that he met with the Talofofo Mayor recently regarding the intersection in Talofofo connecting Ipan, Talofofo, and Inarajan. The Mayor would like a simple sign translated into Japanese/Chinese/Korean posted before each stop sign warning drivers of a stop sign ahead. President Denight said that the team will look into it.
- President Denight reported that all crosswalk signs will be replaced throughout Tumon. We had to run everything through Department of Public Works (DPW) so that they meet federal standards.

E. CULTURAL & HERITAGE

F. SPORTS & EVENTS

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

G. ADMINISTRATION & GOV'T RELATIONS

- President Denight directed the board to Exhibits F & G. He mentioned that as practice in years past, a summary of all travel motions for the year is presented to the board for approval. He noted that they can be adjusted as needed. Director Shinohara suggested entertaining only motions with travel dates during October and November, and tabling the remainder until the next meeting. Director Arriola suggested entertaining all first quarter motions (October through December). Vice Chairman Mesa agreed.

TRAVEL AUTHORIZATION **Exhibits F & G**

Director Hofmann made a motion, seconded by Director Arriola, to approve October, November, and December travel motions as presented.
Motion approved

Issue: Board approval required.

NEGOTIATIONS FOR RFP 2017-014

Director Hofmann made a motion, seconded by Director Shinohara, 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.
Motion approved

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.

- President Denight reported that currently, our Digital Media Strategist is Jason Lin from Talent Basket. He provides social media strategy for all markets and helps execute the Shop Guam e-Festival since we utilize an app. He also coordinates global monitoring of our social media activity and implements social media strategies for each individual market.

TRANSFER OF FUNDING TO KOREA

Director Hofmann made a motion, seconded by Director Jackson, to transfer $250,000 from Visitor Safety & Satisfaction, $250,000 from Japan and $100,000 from Printing Promotion to the Korea Marketing Budget.
Motion approved

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.

- President Denight stated that at the last meeting when discussing the budget, he informed the board that we had transfer authority given by the Legislature. He also reminded the board that this year's budget bill allocated a sum of $4 million specifically to the Korea market. At the time, he thought the transfer authority applied to that $4 million, but after discussing it with legal counsel, he was advised that that sum must be spent in the Korea market. That said, his plan is to transfer $250k from Visitor Safety and Satisfaction (VSS) as the Korean Concierge Program comes from VSS and it is specific to the Korea market; $250k from Japan; and $100k from Printing and Promotion, in order to bring the budget back to $4 million and to be in compliance with the law. Director Jackson was under the impression that the Korean Concierge Program had to be expanded to all markets. President Denight stated that that was his hope if we received additional funding, but we did not. The program was not funded in this year's budget at all, but he carved it out of VSS. He then asked that if we receive additional funding, we give back to VSS for programs that were cut out, such as water safety. President Denight shared that he has had discussions with Speaker Cruz about this and he shared that he wants up to support the Korea market as a growing market. Director Takano asked about the other markets. President Denight stated that in his time with GVB, the marketing budget is approved as a lump sum and the Legislative Branch, Executive Branch, and membership decide how the money is spent. In this case, they felt $4 million should be specified for Korea. Director Takano asked if the $250k will come back to the Japan market. President Denight said that we can look into the Rainy Day Fund and other options. Director Shinohara mentioned that the Rainy Day Fund is currently at an unprecedented level of $2 million. In closing, President Denight said that we are at the beginning of the fiscal year so we have time to adjust as needed. Furthermore, Senator Rodriguez is open to the board coming to him with their recommendations.

H. DESTINATION MANAGEMENT

- Vice Chairman Mesa reported that the streetlight installation is complete however, cars have run into five different poles. They are currently being repaired at an estimated cost of almost $19k. The committee is looking to make claims with the driver's insurance whenever possible.
- Vice Chairman Mesa then touched on security cameras in Tumon and whether they are placed strategically and if we have enough. President Denight reported that the cameras were donated by Docomo, but he will reach out to them to see if they are open to installing more.
- Chairman Morinaga asked whose responsibility it is to maintain Fort Soledad, as there is foliage that needs to be trimmed. President Denight stated that it is DPR's responsibility, but he would report it.

I. GREATER CHINA

- Director Shinohara reported that numbers are a challenge for obvious reasons.
- The team will be attending the Taipei International Travel Fair (ITF) from October 23 to October 30 with Governor Calvo, GEDA, and GIAA.
- There is an ongoing RFP in the Hong Kong market for marketing services.
- The China team is working on aggressive plans attached to the marketing plans which are potentially at risk with the reduction of funding. He will have a specific request for the board at the next meeting. This will include a visa rebate program for Chinese families. 73% of visitors last year were families traveling together, so we are trying to capture that market.

J. JAPAN

- Director Murata reported that the next Japan Marketing Committee (JMC) meeting is scheduled for next Tuesday. During this meeting, the team will discuss the next recovery measures from January through March.

K. KOREA

- Director Jackson reported that the Busan, Gwangju, and Daegu Road Show is scheduled for next week. There will be a number of agents in each city so it should be a great tour. Director Kloppenburg, President Denight, Director of Global Marketing (DoGM) Laguana, and Marketing Manager Cabedo will be attending along with several other delegates.
- Mode Tour is scheduled for next month and he expects it to be another great show.

L. MEMBERSHIP & COMMUNITY OUTREACH

- Director Kloppenburg thanked all who attended the membership meeting last Friday featuring guest speaker Ms. Barbara Wold. Chairman Morinaga asked who the guest speaker is for the next membership meeting. Director Kloppenburg reported that that is still pending, but he hopes to have an update by the next board meeting.

M. NORTH AMERICA & PACIFIC MARKETS

Committee minutes dated October 4, 2017 **Exhibit H**

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

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

Vice Chairman Mesa made a motion, seconded by Director Kloppenburg, to adjourn the meeting. Meeting adjourned at 4:35pm.
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
   → 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~~

FY 2016

	Appropriation	Received to Date		Balance	
FY 2016 Pass-Thru	$ 750,000.00	$ 712,500.00	95%	$ 37,500.00	5%
TOTAL PRIOR FY RECEIVABLES				**$ 75,000.00**	

FY 2018

	Appropriation	Received to Date		Balance	
Operations	$ 18,750,216.00	$ 1,895,851.32	10%	$ 16,854,364.68	90%
Sustained Marketing - Korea	$ 4,000,000.00	$ -	0%	$ 4,000,000.00	100%
Destination Development	$ 1,085,000.00	$ 90,416.66	8%	$ 994,583.34	92%
GVB Cruise Ship Industry Development Program	$ 50,000.00	$ 4,166.66	8%	$ 45,833.34	92%
Rainy Day Fund	$ 200,000.00	$ 16,666.66	8%	$ 183,333.34	92%
Cultural & Sports Ambassador Fund	$ 200,000.00	$ 16,666.66	8%	$ 183,333.34	92%
Pass-Thru	$ 790,000.00	$ 65,833.26	8%	$ 724,166.74	92%
TOTAL RECEIVABLES FY 2018	**$ 25,075,216.00**	**$ 2,089,601.22**		**$ 22,985,614.78**	
TOTAL RECEIVALBES				**$ 23,060,614.78**	

RESTRICTED

Bank of Guam - Rainy Day Fund[1]	$ 2,042,029.25
Cultural & Sports Ambassador Fund[2]	$ 495,501.63
GVB Cruise Ship Industry Development Program	$ 4,166.66
TOTAL RESTRICTED	**$ 2,537,530.88**

UNRESTRICTED

Bank of Guam - Operations	$ 12,380,097.35
First Hawaiian Bank - Membership	$ 106,361.96
Resona	$ 386,013.24
Bank of Guam - TAF	$ 608,964.07
Raymond James - CD value as of 09/30/2017[3]	$ 2,537,450.39
TOTAL UNRESTRICTED	**$ 16,018,887.01**
TOTAL CASH as of 11/07/2017	**$ 18,556,417.89**

Current Payables

Asatsu Invoices (AUG-SEPT)	$ 916,428.30
Japan Invoices	$ 30,873.71
Guam Invoices	$ 630,507.52
Pass-Thru	$ 35,833.34
Encumbered Contracts	$ 5,574,652.03
Encumbered Purchase Orders	$ 240,397.87
TOTAL as of 11/07/2017	**$ 7,428,692.77**

NOTES

NOTE 1

$2,042,029.25	Rainy Day Fund
($388,973.15)	Reimbursable Rainy Day Expenses - Japan
$1,653,056.10	

NOTE 2

$495,501.63	Cultural and Sports Ambassador Fund
($301,775.00)	Cultural and Sports Ambassador expenses - reimburse Operations
$193,726.63	

NOTE 3

$2,537,450.39	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
($665,147.45)	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
($148,051.96)	BALANCE - Pale San Vitores Road Bus Shelter Project
($121,216.48)	BALANCE - Planning, Architectural and Engineering Services for Tumon Bay Improvement
(0.00)	

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											
Approved 10/12/17	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.
Approved 10/12/17	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											
Approved 10/12/17	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.
Approved 10/12/17	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.
Approved 10/12/17	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.
Approved 10/12/17	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.
Approved 10/12/17	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.
Approved 10/12/17	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											

	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
Approved 10/12/17	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.
Approved 10/12/17	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.
Approved 10/12/17	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, (2) GVB Marketing Staff, (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.

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
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.

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	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.

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
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.

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.
Motion approved on October 12, 2017

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).
Motion approved on October 12, 2017

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).
Motion approved on October 12, 2017

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.
Motion approved on October 12, 2017

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.
Motion approved on October 12, 2017

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)
Motion approved on October 12, 2017

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).
Motion approved on October 12, 2017

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
Motion approved on October 12, 2017

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.
Motion approved on October 12, 2017

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.
Motion approved on October 12, 2017

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
Motion approved on October 12, 2017

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 23rd 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	Osaka	Lodging	Nights	M&IE	Days	

Diem:	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.

GCMC MEMBERS IN ATTENDANCE: Samuel Shinohara, Joann Camacho, Charlene Chen, Letitia Law-Byerly, Soohyun Lee, Sunardi Li, Echo Man, Mitsue Nakamura, Mark Anderson, Jessica Chan, Sarah Zhang

GCMC PROXIES: Olga Tonkikh (HIS Guam)

GVB: Pilar Laguaña, Nadine Leon Guerrero, Elaine Pangelinan

I. CALL TO ORDER

Chairman Sam Shinohara called the meeting to order at 3:30PM

II. REPORT OF THE CHAIRMAN

Chairman Shinohara thanked the committee members and expressed his appreciation for their attendance despite the short notice. We wanted an opportunity for the committee to meet before too much time had passed and update everyone on the budget for the China market. The Legislature did not fully fund the GVB request. The board is concerned about an adequate return on return on investment based upon the budgeted amounts. The funds removed were taken from the airline incentive program, however we did receive a commitment from the board to use the rainy-day funds if we could come up with a plan. We will continue to have resources to market, but a big component was to incentivize those in country to fly and provide seat capacity in the market.

In addition, there are two things happening, 1. Senator Rodriguez is working on Legislation to appropriate 3.4M to the Bureau that will cover majority of the shortfall of the budget. If this happens, there is a potential for China market to receive its full funding. To convince the board we need to make sure we have a strong plan to convince the board. The second component is there is a potential to reopen the doors for Parole Authority for the China market based upon comments by President Trump to Governor Calvo. There is a renewed effort to push for the visa waiver or a Guam only visa waiver, similar to the one for the Philippines.

Ms. Letitia Law- Byerly asked where the funds were shifted. Chairman Shinohara stated that the funds were shifted to Korean and Japan.

III. Approval of Minutes
Motion made by Ms. Law-Byerly, seconded by Ms. Joann Camacho, to approve the GCMC minutes of September 8, 2017. Motion approved by acclamation.

IV. .Greater China Market Updates
- a. Hong Kong
  - i. SMART Goals

<u>FY2018 HONG KONG SMART GOALS</u>
Visitor arrivals goal pax: 9,800

1) Increase arrivals to 9,800pax over FY2018, via Digital promotions and joint promotions with travel agents and airlines especially during low seasons.

- Joint-promotions and training workshops with travel agents to promote Guam. Target 3 seminars/workshops for travel trade, travel bloggers and public.
- Work with airlines to promote Guam and offer incentive during low seasons.
- Develop incentive programs for Travel Agents to boost the sales during low seasons.
- Develop joint-promotion campaigns with specific themes such as Wedding Guam, Dive Guam, Hike Guam, Surf Guam, Sports Guam, Study in Guam, Weekend Guam and Shopping in Guam.
- Host two gathering events for travel agents per year to keep them updated about Guam's development.
- Increase Digital Marketing and Social media content delivery to FIT market.

2) Increase Guam's awareness and visibility (share of voice) both online and off-line by 20% over FY2018.

- Seek opportunities to promote Guam via TV travel programs, celebrity endorsements and KOL's.
- Increase social media campaigns, general market advertisement, joint advertisement opportunities (print media) with travel agents and advertorials to increase Guam's market visibility.
- Utilize FAM tours to increase Guam's awareness and promote different travel products directly to travel trade and travel influencers.
- Focus social media reach by adding quality content in trending formats, eg. 360 video, live video.
- Participate at ITE to engage with the public and seek opportunities for further sales activities.

3) Increase Guam Wedding party arrivals by 5% and increase active wedding promotors by 2 to support the promotion of Guam as a wedding destination over FY2018.

- Joint promotions to promote Guam's wedding market.
- Expand reach to Hong Kong wedding planners to promote Guam as a wedding destination.
- Seek advertorial or marketing opportunities with leading Wedding Magazines and Websites.
- Look to brand Guam as a destination for Pre-Wedding Photos, Anniversary and Renew vow ceremonies.
- Participate at Wedding Fairs to engage with the public and seek opportunities for further sales activities, with our joint promotional partners.

4) Increase Guam adventure traveler by 15%, and have 5 adventure travel media promotors actively promoting Guam as an adventure travel destination over FY2018.

- Seek joint promotions to promote Guam as an adventure destination to generate public and trade awareness.
- Identify and work with Adventure and sporting travel media, Agents and groups.
- Engage adventure KOL's to endorse Guam and promote to their following.
- Seek advertorial or general marketing opportunities with leading sports and adventure Magazines and Websites.

Chairman Shinohara stated that previous arrivals should be included in the SMART goals for better clarification. Ms. Laguana noted that the changes will be made to all of the SMART goals to show percentile changes. She further noted Hong Kong arrivals per fiscal year were as follows:

FY2015: 8,163
FY2016: 8,397
FY2017: 16,051

Ms. Laguana noted that there is a greater emphasis being placed on digital media that we are weak in Hong Kong. She noted that there is an RFP issued, and proposals are currently being submitted.

Ms. Laguana noted that the wedding market is a very niche market that needs to be driven hard. Resorts within destinations are very competitive and Guam needs to be competitive and innovative in promotions for this segment. Ms. Elaine Pangelinan noted that we work with Watabe Wedding and Arluis Wedding. Chairman Shinohara stated he asked the wedding companies to attend the meetings and would renew the request to them. Ms. Laguana noted that FY17 was the first year Watabe Wedding attended the wedding show for the first time and GVB does not sell packages. It is important for the companies to join us in these promotions.

Ms. Laguana stated that the forecasts that we were provided were developed by the Research Department and that the arrival goals indicated in the SMART goals should be higher. It was noted that the flight from Hong Kong also includes transit passengers to Hawaii and Mainland Chinese that are not attributed to the Hong Kong arrival numbers.

b. Taiwan
    i. SMART Goals

<u>FY2018 TAIWAN SMART GOALS</u>
Visitor arrivals goal pax: 25,000

1. Increase yield

    - Achieve a 5% increase in arrivals in Low Season (Mar-May / Sept-Nov), targeting the senior and wedding groups who competitively the high spending targets

2. Increase Guam's share of voice (SOV) on news by 10%

    - Leverage Guam's natural resources and signature events.
    - Build up Guam's brand image from tourism, entertainment and sports industry.
    - Keep close relationship with Taiwan entertainment and sports industries.

3. Increase Guam's social influences on Social Media networks

    - Elevate the number of GVB Taiwan Facebook page fans to 65,000.
    - Elevate the number of GVB Taiwan Instagram page followers to 1,500.

4. Develop M.I.C.E Market

    - Hold familiarization tours, travel agent seminars, and an incentive program for M.I.C.E to promote M.I.C.E tours.
    - MICE Advertorial/Advertisement
    - Target at least 10 groups with over 20 PAX annually.

5. Develop mobile marketing tactics

    - Expand service on SM marketing such as connecting FB fans page and Instagram together, organizing SM campaign on both platforms.

6. Achieve and maintain TPE-GUM daytime flights

    - Provide sufficient support to CI's daytime flights to make it a success, in order to keep the daytime services.

- Help CI reach at least 75% L/F rate averagely. Last year load factor was approximately 69%.

Chairman Shinohara reiterated that previous arrivals and levels should be included in the SMART goals for better clarification.

Ms. Laguana noted that whenever we have new service in the market the goals should be revisited. Due to the turnaround time, Eva Air had an issue with the labor law. This is one of the issues that the Governor will be meeting with Eva Air to discuss.

Ms. Laguana and Ms. Pangelinan noted that a top delegation will be attending ITF at the end of October. Attending on behalf of the Bureau will be; Governor Calvo, Chairman Morinaga, President Denight, Ms. Laguana, Ms. Pangelinan and Mr. Josh Tyquiengco. In addition to ITF, the Guam Economic Development Authority and the Guam International Airport Authority will also be in attendance for a sales mission lead by the Governor. During the sales mission, they will be meeting with various land owners who have planned projects for Guam. They are also trying to meet with the President of Taiwan.

c. China

i. SMART Goals

CHINA MARKET
FY2018 SMART Goals

The China market presents significant opportunities for GUAM, which identified the following objectives for GVB in China:

1. Increase Chinese visitor arrivals to 30,000 by the end of FY2018.
- Implement airline strategy encompassing charters and regular service with an industry wide approach from Guam and China.
- Increase lead generation and win of incentive group to Guam - 200 passengers from M.I.C.E groups
- FY2016 arrivals were at approximately 26,000 and FY2017 arrivals were at approximately 23,000.
- Parole Authority

2. Strengthen Guam uniqueness and visibility with precision marketing campaigns:
- OTA cooperation program
- Joint promotion with E-commerce platform to boost sales
- O2O campaigns to strengthen Guam branding and engage public in first tier cities
- To work with popular Celebrity Adventure Reality Show to raise awareness in the FIT market
- To launch Cross-Industry Co-ops with popular jewelry or florist Brand to promote Guam as romantic destination for couples
- POI Marketing on Baidu maps- No.1 search engine and maps in China
- Implement Quarterly media FAM to increase year round total PR value by 20%
- Implement bi-annual digital campaigns to keep the voice share in consumer market
- Target Family, office lady, and sport fans to implement offline consumer events in Beijing, Shanghai and Guangzhou - minimum 1 event per city per year.

3. Assist GVB stakeholders to develop China market
- Organize Guam China Sales Mission and recruit minimum 15 partners from Guam
- Assist GVB stakeholders to become vendor on Fliggy and install Alipay and WeChat pay system

- Organize Mega fam in Guam and invite 30 selected tour operators to the workshop and FAM tour in Guam

ii. Budget Update

China FY2018 Budget

Account	Description	Amount	Totals
PRE001	Representative Services	$276,000	$276,000
PRE005	Administrative Services	$24,000	$24,000
SMD023	Sales Market Development		
	MICE Development	$45,000	
	China Sales Mission	$80,000	
	Administrative Travel	$30,000	
			$155,000
TTC039	Familiarization Tours		
	Travel Trade – Mega FAM	$40,000	
	MICE Agent FAM	$20,000	
	Media/KOL FAM	$50,000	
			$110,000
ADV018	Advertising, PR, Media Tie Ins	$190,000	$190,000
WMM002	Social Media/Online		
	Social Media Promotions	$80,000	
	Guam Content Campaigns	$45,000	
	Guam Signature Events	$50,000	
	Shop Guam eFestival	$70,000	
			$245,000
Total			$1,000,000.00

It was noted that the China budget has been reduced by 50%, from $2 million to $1 million.

China FY2018 Budget

- **Sales Market Development**
  - Year Round MICE Development
    - Create MICE materials (manual, apps, giveaways)
    - Conduct MICE seminar on Guam to increase knowledge and services
    - Visa Rebate Program offer for Incentive Groups
      - Offer $160 (cost of visa) for 25 pax of a group of 50 or more

China 2018 Budget

- **China Sales Mission**
  - Attract new TAs, introduce Guam product
  - Update current TAs
  - Create opportunities for membership to meet face to face with China travel trade
- **Administrative Travel**
  - Audit, confirm contractual obligations are being met in country, planning and contractual administrative meetings

China 2018 Budget

- **Travel Agent & Media Familiarization Networking**
  - Great success with Hafa Adai Study Tour Mega FAM, plan to continue program
  - MICE agent inspection FAM
  - Media and KOL FAMs planned throughout the year

China 2018 Budget

- **Advertising, Pubic Relations, Media Tie Ins**
  - Tie ins to maximize exposure with limited dollars
  - Opportunism for student travel, and high impact event tie ins
- **Social Media and Online Campaigns**
  - WeChat, Weibo, and TripAdvisor
  - Guam signature event promotions, i.e. Shop Guam eFestival, UGM, GMIF, BBQ Block Party
  - Content marketing

iii. Rainy Day Fund Request

RAINY DAY FUND

- 12 GCA Chapter 9 §9303 authorizes the Bureau to utilize the Rainy Day Fund to support identified activities to meet unforeseen or unanticipated challenges resulting from either a natural or man-made disaster that has occurred on Guam, or from external economic conditions that have severely affected Guam's ability to attract visitors

Rainy Day Fund Request

- **Parole Authority**
- **Charter Flights**
  - Per Pax Incentive to identified charter flight service scheduled during Chinese New Year and national holidays
    - 12 flights planned
    - Goal pax: 1,440
    - Proposed Incentive: $80 per pax
    - **Cost: $115,200**
  - Anticipated on-island spend: $1,440,000

Rainy Day Fund Request

- **Sales Market Development**
  - Airline Incentive Program
    - Goal: Increase airline seats to Guam
      - Offer incentive for direct air service in unserved markets
      - Combine GVB and GIAA offers as one attractive package
      - Scheme: Offer depends upon number of regular flights per week
    - Payout for year 1
      - 7x weekly regular flight service – 1 year = USD$350,000
      - 6x weekly regular flight service – 1 year = USD$300,000
      - 5x weekly regular flight service – 1 year = USD$250,000
      - 4x weekly regular flight service – 1 year = USD$200,000
      - 3x weekly regular flight service – 1 year = USD$150,000
    - Payout for year 2
      - 7x weekly regular flight service – 1 year = USD$450,000
      - 6x weekly regular flight service – 1 year = USD$400,000
      - 5x weekly regular flight service – 1 year = USD$350,000
      - 4x weekly regular flight service – 1 year = USD$300,000
      - 3x weekly regular flight service – 1 year = USD$250,000
    - Provide marketing support to travel agents supporting existing and new flights
    - Estimate $1,000,000 if successful in signing carriers

Rainy Day Fund Request

- **Co-Op with Key Travel Agents to reach 30,000 goal pax**
  - Anticipated incremental growth of 7,000 pax vs FY2017
  - Incentive based at $80 per pax
  - Estimated funding: $560,000

Rainy Day Fund Request

- **Children's visa rebate program**
  - Offer $160 in value for children under 18, accompanied by a parent
  - Update China ready companies for participants
  - Encourage local spending
  - Goal 500 children (500 families)
  - $80,000
  - Seeking support from retail industry to match investment with offerings or dollars

Rainy Day Fund Request

- **Charters: $115,200.00**
- **Regular Flight: $1,000,000.00**
- **Co-Ops: $560,000.00**
- **Visa Rebate Program: $80,000.00**

TOTAL REQUEST: $1,755,200.00

Chairman Shinohara noted that the request for the Rainy Day Fund is greater than the budget cut. Ms. Leon Guerrero, noted that the plan is an aggressive two-year plan from the start of signing a carrier. The China market is looking for long term solutions to solve the airlift capacity issue for future sustainability.

Joann Camacho made a motion, seconded by Jessica Chan to recommend Board approval of all the motions listed on the agenda. Motion approved by acclamation. (See below for listing of motions).

i. 90th Hong Kong Wedding Fair 2018

Motion to recommend board approval for travel for GVB Director of Global Marketing, (1) GVB Marketing Manager, to participate in the Hong Kong Wedding Fair in Hong Kong, SAR from February 2-4, 2018. (Cost is approximately $7,850.00 from the Hong Kong Sales & Market Development Account No. HK-SMD023).

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 baggage, etc.)	$500.00
TOTAL ESTIMATED EXPENSES:	$7,850.00

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.

ii. Hong Kong ITE & MICE 2018

Motion to recommend board approval for travel for (2) GVB Marketing Manager 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 $9,420.00 to be taken from the Hong Kong ITE Account No. HK-TTC078).

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 baggage, etc.)	$1,000.00
TOTAL ESTIMATED EXPENSES:	$9,420.00

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

iii. GVB HEAD OFFICE MARKETING MEETINGS WITH GVB HONG KONG OFFICE

Motion to recommend board approval for travel for the GVB Director of Global Marketing and Marketing Manager 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 baggage, 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 baggage, 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.

b. Taiwan

i. Kaohsiung International Travel Fair (KTF)

Motion to recommend board approval for travel for (1) Senatorial Delegate, GVB Director of Global Marketing, (1) GVB Marketing Manager to attend the Kaohsiung International Travel from May 2018 (TBD). (Cost is approximately $7,522.10 to be taken from the Taiwan Account No. TA-SMD023).

Marketing Travel Expenses:	
Airfare: $1,200 x 3 pax	$3,600.00
Senator Per Diem (Taipei): $282 x 1 days x 30%	$366.60
Senator Per Diem (Kaohsiung): $218 x 3 nights 4 days x 30%	$981.50
Marketing Per Diem (Taipei): $282 x 1 days x 2 pax	$564.00
Marketing Per Diem (Kaohsiung): $218 x 3 night 4 days x 2 pax	$1,510.00
Misc. Expenses (communications, excess baggage, etc.)	$500.00
TOTAL ESTIMATED EXPENSES:	$7,522.10

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.

ii. GVB HEAD OFFICE MARKETING MEETINGS WITH GVB TAIWAN OFFICE

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

May 2018

Marketing Travel Expenses:	
Airfare: $1,200 x 2 pax	$2,400.00
Marketing Per Diem (Taipei): $282 x 3 days x 2 pax	$1,692.00
Misc. Expenses (communications, excess baggage, etc.)	$1,00.00
TOTAL ESTIMATED EXPENSES:	$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.

c. China

i. GVB HEAD OFFICE MARKETING MEETINGS WITH GVB CHINA OFFICE

Motion to recommend board approval for 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 baggage, 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.

ii. CHINA SALES MISSION

Motion to recommend board approval for travel for (1) Senatorial Delegate, the Greater China Marketing Committee Chair or Co-Chair, GVB Director of Global Marketing (2) GVB Marketing Staff, to conduct a Guam Sales Mission in the first-tier cities of Shanghai, Beijing and Guangzhou, China from February 26-March 2, 2017. (Cost is approximately $32,603.10 to be taken from China Sales Market Development Account No. CI-SMD023).

Marketing Travel Expenses:

Airfare: $2,500 x 5 pax	$12,500.00
Shanghai	
Senatorial Delegate Lodging: $336.70 x 2 nights	$673.40
Senatorial Delegate 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

Senatorial Delegate Lodging: $335.40 x 2 nights	$670.80
Senatorial Delegate 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	
Senatorial Delegate Lodging: $315.90 x 2 nights	$631.80
Senatorial Delegate 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	
Senatorial Delegate Lodging: $461.50 x 2 nights	$923.00
Senatorial Delegate 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

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.

iii. AIRLINE MEETINGS

Motion to recommend board approval for 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.

iv. XUEERSI ENGLISH SPEAKING CONTEST

Motion to recommend board approval for 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; 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

V. Announcements
   a. GVB Membership renewals for FY2018 are ongoing. Contact Ms. Jayde Bello at jayde.bello@visitguam.org for more information.
   b. ITF - Taipei 2017: October 27 – 30, 2017
   c. Next GCMC meeting scheduled for November 17, 2017

VI. Ms. Joann Camacho made a motion to adjourn, seconded by Ms. Law- Byerly. The meeting was adjourned by acclamation.

Prepared by: _____
Marketing Manager

Reviewed by: _____
Marketing Manager

Approved by: _____
Director of Global Marketing (Acting)

EXHIBIT

JAPAN MARKETING COMMITTEE MEETING – Tuesday, October 17, 2017

JMC MEMBERS PRESENT: Milton Morinaga, Tak Takano, Toshio Akigami, Bill Nault, Satoru Murata, Mike Lee, Kiyoshi Kawano, Bunichi Yamashita (Daisuke Tsuchiya), Terry Debold

OFF-ISLAND: George Johnson, Kimi Passeur, Akihiro Tani

OBSERVERS/GUESTS PRESENT:
Kenji Sekine, Yoshihisa Otani, Kazu Atsuta, Eilis Baldevia, Ayisha McKinnon, Masayo Ibay, Yoshiaki Kanemitsu, Shizuyo Okabe, Koji Uemura, Russell Ocampo, Yusuke Imazu, Miwa Bravo, Yoshinori Oshita, Nomio Nakajima, Bonnie Alig, Naomi Miyama, Norio Nakajima

ABSENT: Mitsunori Takahashi, Suzanne Perez, Simon Odoca, Kazunori Hotta, Mari Oshima, Dave Duenas, Katsuhiko Yoshida, Mark Anderson, Mai Perez, Koji Nagano, Akiko Futakami

GVB: Antonio Muna Jr., Brian Borja, June Sugawara, Nico Fujikawa, Namkyung Lee (Intern)

ADK: Koichi Hoshino

SKYPE: Hiroshi Kaneko

CALL TO ORDER

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

APPROVAL OF MINUTES

Motion made by Mr. Murata and seconded by Mr. Lee to approve the minutes of September 12, 2017. Minutes approved.

REPORT OF CHAIRMAN

Chairman Nault made a warm greeting to all JMC members as new Chairman starting from October 2017, new fiscal year. He reported his trip to Japan and stressed on that in order to improve the destination we should work on domestic market but also on ourselves so that the market can be expanded. Also, he pointed out that we should not promote Guam just as destination, but promote as "experience." He encouraged creating our destination to provide more exciting experience to tourists with positive feedbacks when they go back to Japan.

REPORT OF MANAGEMENT (copy of presentation attached)

Mr. Muna reported on the following:

- Tourism Research: Arrivals Report
- Three Month Forecast
- FY2018 Japan Marketing Budget
- Japan Sales & Marketing Recovery Plan
- Recovery Plan Advertising
- Recovery Plan PR/Promotion

Mr. Kaneko reported on the following:

- Charter Flight Update
- Air Service Development
- Japan Market Update
- Kanto Sales
- Hokkaido/Tohoku
- Chubu/Hokuriku/Koshinetsu
- Osaka
- Kyushu
- Tourism Expo 2017
- PR & Marketing – Public News
- PR & Marketing – Latest Exposures
- PR & Marketing – BS NTV Exposure at a glance
- PR & Marketing – Online Tie-in Exposures
- PR & Marketing – Radio
- PR & Marketing – Upcoming Exposures
- Homepage & SNS
- Frequently Asked Questions

REPORT OF ADK (copy of presentation attached)

Report by Mr. Hoshino of ADK:

- FY18 Communication Plan
- Quick Recovery Nov. – December 2017
  - FY18 Key Strategy
- AD/PR Promotions
  - FY18 SHOP GUAM e-Festival 2017
  - TV Tie-in Program Covering SGeF
    - ABChan ZOO
    - Asada Nama desu Tabisalada
    - Taka Toshi Land
- AD Recovery Campaign
  - 50th Anniversary Campaign
  - Guam – Japan Inauguration 50th Anniversary Campaign Logo
- 2018 InstaGuam – Jan. - Sept. 2018
  - FY18 Key Strategy
  - FY18 #InstaGuam Campaign
  - InstaGuam + AKB48
- PR through the Year Activities
  - Instagrammers on Guam on Monthly Basis
  - Genic Magazine Tie In
  - GG Magazine Tie-in for True Senior Market
  - Food Festival in Japan

Discussion / Comments:
Chairman Nault had a question about inventories in terms of SHOP GUAM e-Festival that how we track the number of vendors and items on island. It would be better to know at least how many and what kind of items will be on Guam for tourists to shop. Moreover, he demonstrated that all the information on the SGeF websites and apps should be translated into Japanese, Korean and Chinese for tourists to be able to understand the contents. Mr. Debold mentioned that Two Lovers Point will not participate for this year. Mr. Debold also mentioned that last year, it was hard to track how many visitors actually utilized the discount offers by Shop Guam and Shop Guam is not an "experience". Mr. Borja interjected that in addition to the retailers, we have cultural experience offered by the vendors. Mr. Borja explained to the committee members that Shop Guam e-Festival is a GVB signature event headed by our Marketing Department and Mr. Jason Lin is the contracted vendor who coordinates the Shop Guam e-Festival Campaign. Currently, we have more than 200 vendors who have signed up for special offers. Mr. Lin is coordinating the translation with Ms. Kitagawa of GVB/Japan. Ms. Kitagawa has already brought to Mr. Lin's attention about last year's mixed translation so that it will not happen again for this year.

Regarding InstaGuam campaign, Chairman Nault asked if Guam has enough places to take pictures. He mentioned that although travel agents are introducing many tourist spots to tourists, but still they want to see new attractions. He referred to Japan where created their own places for tourists to take specific photos with nice decorations and eye-catching colors. Speaking of which, he suggested T-Galleria and hotels for creating a certain photo booth corner to promote InstaGuam campaign. Mr. Morinaga asserted that anything and any place on Guam could be posted by instagrammers since all tourists have different tastes as to attractions such as Agana street arts or Tumon shopping district. He also insisted we should keep sending messages to Japan to conduct InstaGuam campaign successfully.

Mr. Akigami indicated that the hash tag of "#instaguam" is ambiguous to use since there are four different hash tags on Instagram which are #instaguamofficial, #instaguam671, #instaguam, and #shopinstaguam. He recommended to clarify our official hash tag for the campaign in order not to make users confused.

Mr. Takano pointed out that we do not have enough recovery plans for Japan market after InstaGuam campaign, which starts on the first quarter of 2018. While continuing InstaGuam campaign and other regular promotion, we should come up with second recovery plan to bring back and to boost the number of Japanese tourists. Mr. Hoshino answered he could bring up another plan but at the same time he had to consider the marketing budget. Chairman Nault directed to keep the original schedule, but in the meantime, we need another plan besides InstaGuam.

Mr. Morinaga presented strong opinion that we need to bring back airlines to help us. Recently several main airlines are pulling out their service from Guam, and this phenomenon damages positive Guam image and can deliver negative images to tourists. He added that this is not only GVB's problem but also everyone's. Everyone who works for Guam tourism is involved in this serious problem, so we all should work together to bring back our tourists.

Mr. Akigami suggested to give tourists free WIFI service in order for them to talk to their family or friends whenever they want and need, which can bring another positive image to Japan. Especially, with the North Korea threat the main concern is the safety so they need to be able to contact their family anytime.

Mr. Tsuchiya suggested to place banner ad at the airport for InstaGuam. Mr. Borja will bring this to our branding team.

Mr. Lee made a comment that if Guam has some plans to diversify our market beyond Japanese and Korean since Guam is highly depending on them. He proposed to develop Taiwan market where there are many opportunities as Japanese and Korean. Mr. Morinaga responded that since there is only one airline which is China Airlines who offers flights from Taiwan to Guam, now it is a little bit hard to boost the number of Taiwan tourists in the short-

term. However, GVB has a plan to improve Taiwan market by working with various airlines to increase seat capacity from Taiwan. GVB is always looking for diversification.

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

- Next JMC meeting is scheduled on November 14, 2017 at 1:30 pm.
- Guam Ko'Ko' Race will be held on October 29, 2017.
- Mr. Borja informed that for Mega FAM Tour, we would send the invitation letters to all GVB members by Friday, October 20, 2017.
- 2017 Tourism Expo Japan Survey Results conducted by our Research Department were distributed.

ADJOURNMENT

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

Minutes prepared by: /s/
June Sugawara, Marketing Officer II

Minutes approved by: /s/
Brian Borja, Marketing Officer II

10/25/17

GUAM

Japan Marketing Committee
October 17, 2017

September 2017

September 1-30, 2017 **Total: 115,819 (-7.0%)**

% Market Mix	Origin	2016	2017	% to LY
37.8%	Japan	64,156	43,749	-31.8%
50.8%	Korea	44,178	58,793	33.1%
1.1%	China	1,815	1,285	-29.2%
0.3%	Hong Kong	538	365	-32.2%
2.0%	Taiwan	3,490	2,345	-32.8%
3.9%	US/Hawaii	5,543	4,470	-19.4%
1.2%	Philippines	1,619	1,396	-13.8%

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-September 30, 2017 **Total: 1,558,075 (+3.7%)**

% Market Mix	Origin	2016	2017	% to LY
43.3%	Japan	751,783	674,233	-10.3%
41.7%	Korea	519,423	649,345	25.0%
1.5%	China	26,264	23,169	-11.8%
1.0%	Hong Kong	8,397	16,051	91.2%
2.3%	Taiwan	41,534	36,270	-12.7%
4.9%	US/Hawaii	75,196	75,610	0.6%
1.3%	Philippines	18,701	19,815	6.0%

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

October 2017

October 1-12, 2017 **Total: 43,289 (-6.3%)**

% Market Mix	Origin	2016	2017	% to LY
28.9%	Japan	21,233	12,513	-41.1%
58.5%	Korea	18,310	25,319	38.3%
1.9%	China	1,332	810	-39.2%
0.7%	Hong Kong	221	301	36.2%
1.9%	Taiwan	1,405	822	-41.5%
3.9%	US/Hawaii	1,730	1,689	-2.4%
1.1%	Philippines	559	465	-16.8%

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

Calendar Year to Date 2017

January-October 12, 2017 **Total: 1,211,768 (+1.8%)**

% Market Mix	Origin	2016	2017	% to LY
41.7%	Japan	585,324	505,267	-13.7%
43.1%	Korea	411,265	522,745	27.1%
1.5%	China	22,958	18,601	-19.0%
1.1%	Hong Kong	6,099	12,855	110.8%
2.3%	Taiwan	33,913	27,371	-19.3%
5.0%	US/Hawaii	61,530	60,079	-2.4%
1.1%	Philippines	15,189	13,261	-12.7%

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

3 Month Forecast

(as of 17Oct. 2017)

Month	Forecast	LY Arrival	% Arrival	2017 Seats	2016 Seats	% Capacity
October	37,000	55,636	-33.50%	69,732	75,884	-8.11%
November	42,000	59,918	-29.90%	62,710	74,649	-15.99%
December	45,800	66,046	-30.65%	64,140	81,293	-21.10%

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

October 2017
Narita
UA: 21 flights per week (6,258)
DL: 7 flights per week (1,183)
JL: 7 flights per week (1,659)
Nagoya
UA: 14 flights per week (1,988)
Kansai
UA: 14 flights per week (2,324)
TW: 7 flights per week (1,323)
Fukuoka
UA: 7 flights per week (826)
Sapporo
UA:2 flights per week, (236) (Mon & Fri)
Sendai
UA: 2 flights per week, (236) (Thu & Sun)

November 2017
Narita
UA: 21 flights per week (6,258)
DL: 7 flights per week (1,183)
JL: 7 flights per week (1,659)
Nagoya
UA: 14 flights per week (1,988)
Kansai
UA: 14 flights per week (2,324)
TW: 7 flights per week (1,323)
Fukuoka
UA: 7 flights per week (826)
Sapporo
UA:2 flights per week, (236) (Mon & Fri)
Sendai
UA: 2 flights per week, (236) (Thu & Sun)

December 2017
Narita
UA: 21 flights per week (6,258)
DL: 7 flights per week (1,351)
JL: 7 flights per week (1,659)
Nagoya
UA: 14 flights per week (1,988)
Kansai
UA: 14 flights per week (2,324)
TW: 7 flights per week (1,323)
Fukuoka
UA: 7 flights per week (826)
Sapporo
UA:2 flights per week, (236) (Mon & Fri)
Sendai
UA: 2 flights per week, (236) (Thu & Sun)

Charter Flight Information:
(Year-end holiday period)

December :
Narita : 4 flights, (990)
Nagoya : 7 flights (1,052)
Kansai : 2 flights (,495)
Fukuoka : 1 flight (390)
Hiroshima 1 flight (158)
Niigata : 1 flight (158)
Takamatsu : 1 flight (158)

January :
Nagoya : 1 flight (148)

G/Total 17 flights, (3,549 seats)

10/25/17

FY2018 Japan Marketing Budget

Section	Program	Program Amount
Advertising, Public Relations and Special Promotions	Umbrella Message and Support	$3,000,000
	Co-op Advertising	$300,000
	Web	$100,000
	Retainer	$543,120
	PR Tie-in	$1,000,000
	Guam Local Event Promotions	$41,896.15
Trade/Consumer Shows	JATA Tourism Expo	$170,000
	Marketing Blitz/Road Show	$300,000
	Regional Travel Shows	$47,000
Evaluations/Research	In-country Market Research	$50,000
Market Development	Håfa Adai Study Tour	$30,000
	Air Seat Support	$1,000,000
	Trade/VIP Reception	$17,000
	Sales Market Development	$306,000
	Collateral Development	$200,000
	MICE Market Incentive for group travel	$300,000
	Admin Travel Guam	$70,000
Program Total		$7,475,016.15
Japan Administrative		$774,983.85
Grand Total		**$8,250,000**

FY2018 Japan Marketing Budget

(as of 17Oct. 2017)

Japan Visitor Arrivals Projection

Seat Capacity	745,854
Average Load Factor	75%
Additional Seats by Charters	30,000
FY2018 Japan Visitor Arrivals Projection (Goal Pax)	590,000
FY2017 Preliminary Japan Arrivals	674,343
Projected Decline FYTD	-10.4%

(Data Source : GVB Tourism Research Department. Diio Mi.)

Japan Sales & Marketing Recovery Plan

(as of 17Oct. 2017)

Recovery plan consists of three (3) parts:
1. Sales Coop
2. Guam Mega FAM Tour
3. Advertising Campaign

Japan Sales & Marketing Recovery Plan

(as of 17Oct. 2017)

1. Sales Co-op

50th Anniversary Campaign Sales Co-op
- Recovery sale will start soon nationwide
- Exclusive tour, Web exposure (Yahoo) TV, Newspaper
- Targeting Sales growth by region, more than 25,000.
- JGTC members & OTAs

JGTC Kanto	Target	Description
JTB World Vacations	1,500	Hotel room credit (JGHA)
Tobu Top Tours	300	Meal coupon
NTA	100	BBQ coupon plus transfer from 12 hotels
KNT	500	Dinner coupon
JALPAK	800	JALPAK Meal coupon
HIS	1,000	HIS LeaLea coupon

Japan Sales & Marketing Recovery Plan

(as of 17Oct. 2017)

1. Sales Co-op

50th Anniversary Campaign Sales Co-op

JGTC Chubu	Target	Description
JTB World Vacations	1,000	Dinner coupon
NTA	20	BBQ coupon plus transfer from 12 hotels
KNT	200	Dinner coupon
HIS	1,500	Discounted package price/option tour fee

JGTC Kansai	Target	Description
All members	2,000	$50 coupon

Tohoku Travel Agent	Target	Description
Tour Wave	200	QUO card

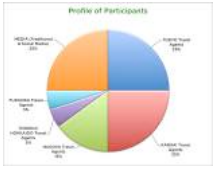
Online Travel Agents	Target	Description
Rakuten	1,200	Rakuten coupon
Expedia		Created a special Guam page (no cost to GVB)

Japan Sales & Marketing Recovery Plan

(as of 17Oct. 2017)

2. Guam Mega FAM Tour
- Dates: November 30 – December 3, 2017
- Invite frontline agent's staff, online agent and influential Japan media
- Develop amplified media exposure for Guam
- Welcome dinner, Tradeshow, Optional tours etc
- Targeting over 400 business partners

Targets:
Tokyo : 100
Kansai : 100
Nagoya : 60
Tohoku/Hokkaido : 20
Fukuoka : 20
Media : 100



10/25/17

Japan Sales & Marketing Recovery Plan

(as of 17Oct. 2017)

3. Advertising Campaign

50th Anniversary Recovery Campaign

- Objectives
  - To stop further declines to to N. Korea issue
  - To draw more attention to Guam Special Tours in collaboration with Guam travel industry and promote their tours to Guam
- Target
  - General consumers in Japan as well as Guam travel industry
- Tactics to approach
  - With Japan still reacting to the N. Korea issue, GVB will take the initiative to promote a message of prayers for peace to trigger conversations and generate empathy among consumers
  - To ensure direct linkage to 50th anniversary commemorative tour(s), we will use Yahoo! PC and SP sites, the portals which log the largest access numbers in Japan
  - Because the ad delivers a strong message, we also plan for insertions to nationwide newspaper editions
- Advertising period
  - Nov. 6 – Dec. 5, 2017

Recovery Plan Advertising

(as of 17Oct. 2017)

Guam – Japan Inauguration 50th Anniversary:

- Campaign Logo

Friends Now, Friends Forever

GUAM 50

50th Anniversary
日本↔グアム 就航50周年

50 Years of Japan – Guam Tourism

Recovery Plan Advertising

(as of 17Oct. 2017)

Guam – Japan Inauguration 50th Anniversary:

Type	Placement	Device	Target	Period
Brand Panel Banner	Yahoo! JAPAN Top Page	PC & Tablet	Nationwide	4 weeks: 11/6 – 12/5
Smart Phone Brand Panel Banner	Yahoo! JAPAN Top Page	SP	Nationwide	4 weeks: 11/6 – 12/5

33,000,000 imp and 133,000 clicks





50,000,000 imp and 75,000 clicks

Recovery Plan Advertising

(as of 17Oct. 2017)

Guam – Japan Inauguration 50th Anniversary:

- Asahi Newspaper (Nationwide)

6,300,000 circ. nationwide

Ad type	Full Page, 4 Color
Ad placement	Asahi newspaper
Edition	Morning Edit.
Target	General
Period	Nov. 6, 2017 (Mon)





Recovery Plan PR/Promotion

(as of 17Oct. 2017)

Guam – Japan Inauguration 50th Anniversary:

- Post your memorial photos with #guam50th, and get a chance to win Guam travel by lottery



Japan Sales & Marketing Recovery Plan

(as of 17Oct. 2017)

Guam – Japan Inauguration 50th Anniversary:

Budget

Sales Co-op		**$350,000**
Traditional Travel Agents	$250,000	
Online Travel Agents	$100,000	
Mega FAM Tour		**$450,000**
Airfare & hotel	$300,000	
On-the-ground costs	$150,000	
Advertising & Public Relations		**$800,000**
Digital ads, newspaper, and TV tie-ins	$800,000	
	Total	**$1,600,000**

10/25/17

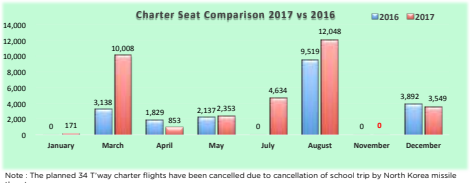
Charter Flight Update

(as of 17Oct. 2017)

Charter Forecast 2017: January to December

Charter Capacity Comparison: 2017 v.s. 2016

- In 2017, Total capacity is expected 33,616 seats. (197 flights)
  8 airlines : United, Japan Airlines, China Airlines, JIN Air, JEJU Air, Korean Air, T'way, and Uzbekistan.
- In 2016, Total capacity was 20,515 seats. (100 flights)
  3 airlines : T'way, Korean Air and China Airlines.
- Capacity Growth in 2017 : +13,101 seats (+164% v.v. LY), + 97 flights (+197% v.v. LY)



Note : The planned 34 T'way charter flights have been cancelled due to cancellation of school trip by North Korea missile threat.

Charter Flight Update

(as of 17Oct. 2017)

Year-end Charter Plan :

Departure port	Month	Airline	Sector	Departure Date	Dep. Time	Capacity	Operation
Narita (NRT)	Dec	China Airlines	NRT/GUM	29-30Dec.17	21:25 02:10+1	307 x 2	Charter
Takamatsu (TAK)	Dec	China Airlines	TAK/GUM	30Dec.17	10:00 14:45	158	Charter
Hiroshima (HIJ)	Dec	China Airlines	HIJ/GUM	30Dec.17	20:50 01:35+1	158	Charter
Kansai (KIX)	Dec	China Airlines	KIX/GUM	29Dec.17	22:50 03:30+1	307	Charter
Nagoya (NGO)	Dec	Korean Air	NGO/GUM	29Dec.17	PM	248	Charter
Niigata (KIJ)	Dec	Korean Air	KIJ/GUM	30Dec.17	AM	158	Charter
Fukuoka (FUK)	Dec	Jin Air	FUK/GUM	30dec.17	09:30 14:30	390	Charter
Nagoya (NGO)	Dec	Jeju Air	NGO/GUM	29-30Dec.17	AM	180 x 2	Charter
Narita (NRT)	Dec	T'way	NRT/GUM	29-30Dec.17	AM	188 x 2	Charter
Kansai (KIX)	Dec	T'way	KIX/GUM	31Dec.17	AM	188	Charter
Nagoya (NGO)	Dec & Jan	Uzbekistan	NGO/GUM	29-31Dec.17, 01Jan.18	AM	148 x 4	Charter

Capacity Summary by port :
- Narita 990, Nagoya 1,200, Kansai, 495.
- Fukuoka, 390, Niigata, 158, Hiroshima 158, Takamatsu 158.
- Total : 3,549 seats (17 flights) . LY : 3,892 seats (17 flights)

Air Service Development

(as of 17Oct. 2017)

HK Express : HKexpress
- The company has decided to postpone planned Nagoya service due to geopolitical concern.
- The company is looking to resume the service next year during summer holiday

JAL : JAPAN AIRLINES
- High level meeting with Governor Calvo has been conducted in early September.
- JAL understand Guam service has generated profit over the past few years.
- Continuing discussion about extra operation from Japan to Guam.

T'way : t'way
- Planning aggressive program charter.
- Narita departure : January to April
- Nagoya departure : March to April
- Kansai departure : March to April
- Total : more than 170 flights



Japan Market Update

(as of 17Oct. 2017)

- Japan Airlines announced on September 26 it will enter into a code-sharing deal with Hawaiian Airlines and form a joint venture for Japanese traveler.
  - New partnership with Hawaiian Airlines will officially begin on March 25, 2018.
  - Plan to code-share both on international flights between Japan and Hawaii.
  - Linking mileage programs and opening airport lounges in Japan and Hawaii.
  - Plan to apply for exemption of ATI (Anti-Trust Immunity) to
- Scoot, budget carrier will launch Kansai-Honolulu service from December 19 this year and is planning to deploy B787-8 (329 seats) with frequency of 4 times a week.
- JAL Guam service will be introduced refurbished B767 equipped with "SKY SUITE II" from December 1st this year.

New Capacity : 24C/175Y



Economy : "Sky Wider"



Business : "Sky Suite Ⅱ"

Japan Market Update

(as of 17Oct. 2017)

- ADARA, a data analyzer of online-booking travelers, reported that more than 60% of Japanese flight travelers & hotel guests are individuals.
  Flight : 64% of travelers alone. (Stay : 61% of travelers stay alone.)
  24% in couple. (Stay : 28% in couple.)
  12% with their family. (Stay : 11% with their family.)
- Web Equity Survey 2017 has been conducted by Tribeck Brand for 242 major companies in Japan. Website value ranking is .... (company name / value, 100 million JPY)

  1st : ANA / 100,886, 2nd : JAL / 92,289, 3rd: Toyota / 68,263

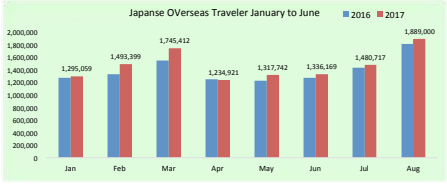
  (Web Equity is contributions of a website to a business in terms of contact, good impression, sales, and loyalty.)
- Japanese overseas travelers in August 2017.
  - South Korea increased slightly after a five-months drop.
  - Thailand, Hong Kong, Macau and Vietnam kept seeing an increase.
  - Among the resort destinations, Hawaii continued to rise for the 8th month since January this year.

Japan Market Update

(as of 17Oct. 2017)

Overall Japanese overseas travelers (January - August 2017)

- Japanese overseas travelers were up 3.9% year on year to 1,889,000 in August 2017.
- Eight months total has resulted in 11,792,400 (+5.6%).



10/25/17

Japan Market Update

(as of 17Oct. 2017)

Guam Package :

Package Product during Year-end holiday period : Total 17 Charter flights

Departure port	Month	Airline	Destination	Departure Date	Package price	Operation
Nagoya (NGO)	Dec	Korean Air	Guam	29Dec.17	¥134,900 -	Charter
Narita (NRT)	Dec	T'way	Guam	29-30Dec.17	¥ 186,000 -	Charter
Narita (NRT)	Dec	China Airlines	Guam	29-30Dec.17	¥163,900 -	Charter
Takamatsu (TAK)	Dec	China Airlines	Guam	30Dec.17	¥ 264,000 -	Charter
Kansai (KIX)	Dec	China Airlines	Guam	29Dec.17	¥ 211,000 -	Charter
Nagoya (NGO)	Dec	Uzbekistan	Guam	29Dec.17 - 01Jan. 18	¥ 169,800 -	Charter
Fukuoka (FUK)	Dec	Jin Air	Guam	30Dec.17	¥ 219,000 -	Charter
Hiroshima (HIJ)	Dec	China Airlines	Guam	29Dec.17	¥ 199,000 -	Charter

Japan Market Update

(as of 17Oct. 2017)

Competitor activities :

Package Product (Year-end holiday period)

Departure port	Month	Airline	Destination	Departure Date	Package price	Operation
Narita (NRT)	Dec	Japan Airlines	Palau	30Dec.17 & 03Jan. 18	¥ 198,000 -	Charter
Narita (NRT)	Dec	Garuda Indonesia	Bali	29Dec.17	¥ 219,800 -	Charter
Sendai (SDJ)	Dec	Thai Airways	Bangkok	30Dec.17	¥ 159,800 -	Charter
Sendai (SDJ)	Dec	Thai Airways	Phuket	30Dec.17	¥ 222,800 -	Charter
Nagoya (NGO)	Dec	Korean Air	Honolulu	29Dec.17 & 02Jan. 18	¥ 244,900 -	Charter
Kansai (KIX)	Dec	Garuda Indonesia	Bali	29Dec.17	¥ 248,800 -	Charter
Fukuoka (FUK)	Dec	Citilink	Bali	30Dec.17	¥ 199,800 -	Charter
Fukuoka (FUK)	Dec	Thai Airways	Phuket	29Dec.17	¥ 179,800 -	Charter
Fukuoka (FUK)	Dec	Philippine Airlines	Cebu	29Dec.17	¥ 179,800 -	Charter

Japan Market Update

(as of 17Oct. 2017)

United Flight Frequency Adjustment :

- The company is planning to reduce flight frequency from 5 ports except Narita.
- There has been expected weaker demand for the coming winter season.
- According to the recent market hearing, there seems to be 141 flights reduction for the period of November to next March.

By port
Sapporo : 27 flights
Kansai : 70 flights
Sendai : 12 flights
Nagoya : 23 flights
Fukuoka : 9 flights



- This is a temporary adjustment to meet the actual demand and the number of cancelled flight may possibly reduce depending on the further market demand.

Kanto Sales

(as of 17Oct. 2017)

Rakuten :

- Targeting 1,200 departing from Narita.
- Travel month : October ~ January,2018
- Price : ¥ 35,000 -
- Carrier : United, Delta and JAL.
- Rakuten coupon and Rakuten point.
- Target (pax number) : 105% v.v. LY
- GVB will support under recovery program.
- Web products and Mail magazine approach.



Rakuten Travel

GVB X Rakuten Travel
Japan-Guam 50th anniversary
of flight service Promotion Proposal

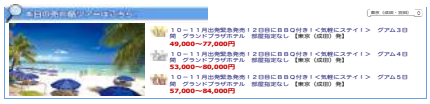
Kanto Sales

(as of 17Oct. 2017)

JALPAK :

- Targeting 800 departing from Narita.
- Travel month : October ~ December.
- Price : ¥ 39,800 -
- Carrier : Japan Airlines
- JALPAK meal coupon to customer.
- Target (pax number) : 99 % v.v. LY
- Web products and JAL members (JMB)
- GVB will support for resale activities.





Kanto Sales

(as of 17Oct. 2017)

HIS :

- Year-end Charter product.
- Sales are going selling well.
- Duration : 5 days-long.
- Carrier : China Airlines.
- Departure : December 29th or 30th.
- Targeting Family including three generation family etc.



10/25/17

Hokkaido/Tohoku

(as of 17Oct. 2017)

Seminar in Hokkaido & Tohoku

- Sapporo: School Trip Seminar on November 14th organized by Hokkaido Government Office.
- Sendai: HIS In-house Seminar on November (planning)

Market update

- UA Hokkaido is planning to suspend their flight from Sapporo to Guam from on January 15th, 2018, however still able to use NH connect to Narita, Nagoya and Osaka, also some of travel agents are selling Guam tour via KE. Continue to promote with travel agents.





Guam 4days from Sapporo via KE

Chubu/Hokuriku/Koshinetsu

(as of 17Oct. 2017)

Seminar in Chubu & Hokuriku & Koshinetsu

- Niigata : GVB Seminar on October 19th
- Fukui : GVB Seminar on October 23rd
- Kanazawa : GVB Seminar on October 24th
- Toyama: GVB Seminar on October 25th
- Nagoya: School Trip Seminar organized by US Embassy on December 1st

Market update

- There are still tendency to changes destination.
- But new bookings are steadily increasing.
- Assuming a wait-and-see attitude.
- Continue to work with travel agents closely.
- More promotion activity.



Osaka

(as of 17Oct. 2017)

- JGTC Kansai is hoping a joint promotion using media and going to hold a meeting with members on October 13.
- Scoot starts the operation from Singapore to Honolulu via KIX from December 19 (4 flights per week, MON/ TUE/FRI/SAT). The price of opening sale is 18,800 yen (tax included, no fuel surcharge).



Kyushu

(as of 17Oct. 2017)

- JATA Kyushu members are also hoping joint Guam promotion. We'll have a meeting with them next week.
- NTA and GVB are going to hold a joint promotion at their newly opened shop in Kumamoto on October 21.
- A leaflet in a paper about Guam event





Tourism Expo 2017

(as of 17Oct. 2017)

Tourism Expo Japan 2017 @ Tokyo Big Sight

1,310 companies and organizations from 130 countries and regions participated in this year.

- Total pax of 191,577pax for 4 days (185,844pax in2016)
- Sep.21, Thursday: 8,671 pax for Trade and Press - Sunny
- Sep.22,Friday:42,057 pax for Trade and Press – Sunny
- Sep.23,Saturday:74,040 pax for General –Rain and Sunny
- Sep.24,Sunday:66,809pax for General –Sunny

The event will be held also at Tokyo Big Sight for 4 days of Sep.20-24,2018.
It will be held in Osaka in 2019 and in Okinawa in 2020 due to Tokyo Olympic.

#instaGuam



Tourism Expo 2017

(as of 17Oct. 2017)

B2B meeting on Sep.21 @Hall 6 and 22 @ Stage of Guam booth

Tourism Expo Japan started to develop as second stage, not only B2C event. GVB invited booth holders to B2B program. GVB, Dusit Thani Guam Resort, Outrigger Guam Resort and T Galleria Guam by DFS participated in it. 1 booth can have 2 registrations = 2 companies/4 staff. As per JATA, B2B will be held all at Guam booth for 1.5 days for the next year, so we need to change the booth plan adjusting to both of B2B and B2C.
The registration for booth holders will be by the end of **July31,2018.**





10/25/17

Tourism Expo 2017

(as of 17Oct. 2017)

- Selling at Tourism Expo Japan
  Travel agents are possible to sell their package products, optional companies are possible to sell their tours & bus tickets, Hotels are possible to sell their rooms, and also possible to sell souvenirs made in Guam. If we introduced the information to GVB members, there might be more companies joining in the event. B2C opportunity will be developing more to increase numbers of travelers.
- Tourism Forum on Sep.21 and 22 @ Congress Tower




PR & Marketing - Public News

(as of 17Oct. 2017)

Mainstream news media are focusing on Japanese House of Representatives Election issues which will take place on October 22, 2017 for 465 seats.
The census by various media shows expected victory of current ruling party, Liberal Democratic Party of Japan along with Komeito Party. The public wants the stable Government instead of changes, especially in the midst of NK situation.

WHAT MIGHT HAPPEN IF LDP PARTY WINS?
-Acceleration of "Abenomics" to soften deflation economy.
-Amendments of the Constitution (Self Defense Force to be officially included in the Constitution, free education system, etc)
-2% raise of consumption tax (8%→10%), effective from October 2019.


House of Representatives Members


Leaders of major Parties at the Election Debate

PR & Marketing –Latest Exposures

(as of 17Oct. 2017)



Name of the program: Trip to Guam for Grown-up Girls, Petit Luxurious 2 nights 3 days
Broadcast by: BS NTV (Nationwide)
On Air date: September 24, 2:30PM-3:25PM
Cost to GVB: None (GVB/J provided latest information on Guam, all shooting areas were decided by crew)
Program URL: http://www.bs4.jp/guide/document/joshi_guam/

<Summary>
Featured Guam as "Instagram" Destination. Local people did such a great job to express Guam's Hafa Adai Hospitality. A perfect timing to showcase beautiful, peaceful Guam targeting OL.

PR & Marketing –BS NTV Exposure at a glance



PR & Marketing –Online Tie-in Exposures

Guam Ko'Ko' Half Marathon pre-exposure: Sports Navi Do! (as of 17Oct. 2017)
Operated by: Yahoo! JAPAN
Updated on: October 1, 2017 (10,000,000PV)



PR & Marketing –Online Tie-in Exposures

Shopping/OL target exposure: Locari (as of 17Oct. 2017)
Operated by: Wondershake
Updated on: October 7, 2017 (300,000



10/25/17

PR & Marketing –Radio

(as of 17Oct. 2017)

Hokkaido Market exposure: SHOP GUAM e-FESTIVAL 2017
Name of the station: FM North Wave
Date & Time of OA: October 7, 2017, from 3PM to 3:15PM
Topic: Information on SHOP GUAM e-Festival, black Friday, and shopping season on Guam

PR & Marketing –Upcoming exposures

(as of 17Oct. 2017)



1) Magazine: Hula Heaven!
Theme: Guam Chamorro Dance
When: October 13, 2017
GVB tie-in exposure



2) CONFIDENTIAL
Nationwide TV: Second Overseas Trip to ○○
Station: NHK Network (BS Premium)
Theme: Local & hideaway spots on Guam
When: 10PM-11PM, November 7, 2017
GVB/J supported in planning, no cost to GVB.



3) Nationwide TV: Tabi Salad
Station: Asahi TV Network
Theme: Latest information on Guam (TBC)
When: 8AM-9:30AM,Twice in December, dates TBC
GVB tie-in exposure

Homepage & SNS

(as of 17Oct. 2017)

GVB Website September 2017
User Total : 63,050 (28,874 down)
Page View Total : 160,418 (81,001 down)

*Last month, the number increased due to the North Korean problem. September decreased the number due to reactionary.

TOP5 pages
1: Immigration To Guam
2: Guam Koko Half Marathon
3: Question
4: Money
5: Weekly Guam

GVB SNS Fans
Facebook Total : 17,311 (737 up)
Twitter Total : 3,986 (17 up)
Instagram Total : 8,636 (1,153 up)

GVB Facebook TOP3 posts

1:Sea at Fiesta Resort — SEP 19 — Unique User: 11,956
2: Ipao Beach Park — SEP 1 — Unique User: 11,630
3: Tourism EXPO — SEP 23 — Unique User: 10,603

Twitter HOT word

SEP 15
A Japanese school changed destination of the school trip from Guam to Taiwan.

Frequently asked questions

(as of 17Oct. 2017)

Q : I am planning to trip to Guam this month.
There is a North Korean missile issue, but is Guam normal as usual?
A : Yes, There is nothing to worry about it, Guam is safe and well-protected.
Enjoy Guam !

Q : Does it take a long time through immigration.
We have heard that it may take more two hours to enter Guam and are hesitating to go to Guam.
A : Recommend to get ESTA.
ESTA will be able to receive Guam immigration review sooner.

Q : May I bring iQOS (Heat-not-burn tobacco) to Guam?
A : Yes. You can bring it to Guam.

Q : Do you have motorcycle rental in Guam?
A : Unfortunately there is no rental. There is a optional tour for Touring.

10/25/17

GUAM

JMC Meeting – Oct.

FY 18 Plan for Japan Market

Oct. 17, 2017

ASATSU-DK INC.

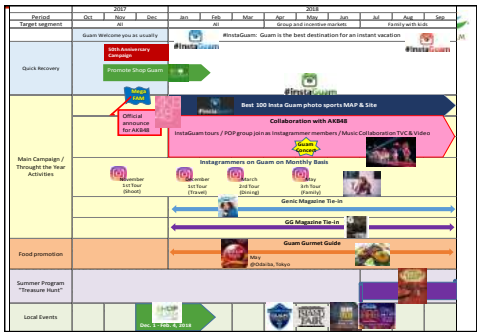
ADK

GUAM

FY18 Communication Plan

ADK

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GUAM

Quick Recovery

Nov. – Dec. 2017

ADK

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Strategy: FY 18 Key Strategy

GUAM

- Block negative impact due to N. Korea Issue
  - ✓ Promote Shop Guam Campaign
  - ✓ 50th Anniversary Campaign in collaboration with Guam travel industry

ADK

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AD/PR/ Promotion:
FY18 SHOP GUAM e-Festival 2017

GUAM

- **Objective**
  - ✓ To increase recognition of SGF
  - ✓ To achieve more than 10,000 DL of app (4 times of last year)
  - ✓ To attract tourists to visit Guam
- **Target**
  - ✓ People who are planning to visit Guam before and during SGF period
  - ✓ People who search the designated words
- **Tactics to approach**
  - ✓ In collaboration with key travel agents such as JTB, HIS and KNT, place the link banner to their booking confirmation pages.
  - ✓ (This is media free, but, data tracking cost is required)
  - ✓ Make the use of OTA sites and place banner ads into Guam area pages and Guam booking confirmation pages (These are PAID MEDIA)
- **Ad period**
  - ✓ Nov. 1, 2017 to Feb, 28, 2018

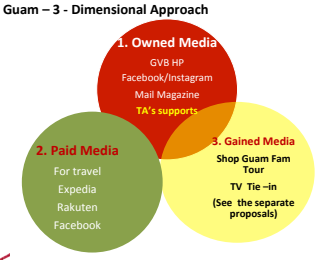
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10/25/17

AD/PR/ Promotion:
FY18 SHOP GUAM e-Festival 2017

- **Shop Guam – 3 - Dimensional Approach**



AD/PR/ Promotion:
FY18 SHOP GUAM e-Festival 2017

- Target DL: 10,000 (yoy 340 % up)
- Announcement: GVB HP, SNS and FB, travel site ads, Flyers
- Place link button to SGF site at TA's Guam sales sites



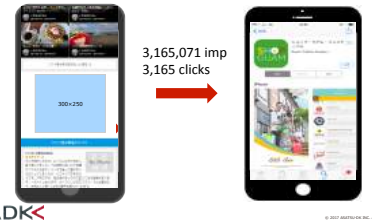
AD/PR/ Promotion:
FY18 SHOP GUAM e-Festival 2017

- 4 Travel SP Rectangle Banner AD (4 months from Nov.

1)

Oceania and Micronesia Section

SGF SP site



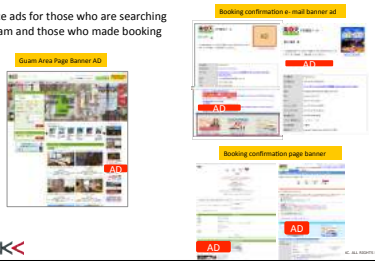
AD/PR/ Promotion:
FY18 SHOP GUAM e-Festival 2017

- Expedia Ads (SP)
  - ✓ Place ads for those who are searching Guam



AD/PR/ Promotion:
FY18 SHOP GUAM e-Festival 2017

- Rakuten (PC, SP & Tablet)
  - ✓ Place ads for those who are searching Guam and those who made booking



AD/PR/ Promotion:
FY18 SHOP GUAM e-Festival 2017

- Facebook App Install Menu (SP)
  - ➢ Plan for maximize app install



1,660,000 imp and 13,334 clicks are expected for two months period

10/25/17

PR : TV Tie-in Program Covering SGeF

- TV



TV Station: TV Tokyo
Program title: ABChan ZOO
On Air Date & Times:
Dec. 9, 16, 23 (3 times)
Exposure: 72 minutes in total
Ad Value: $298,080



TV Station: ABC + ANN
Program title: Asada Nama desu Tabisalada
On Air Date & Times:
Dec. 2, 9 (2 times)
Exposure: 34 minutes in total
Ad Value: $3,934,284

ADK

PR : TV Tie-in Program Covering SGeF



TV Station: Hokkaido Hoso (UHB)
Program title: Taka Toshi Land
On Air Date & Times:
End of Year or Mid Jan. (TBD)
Exposure: 45 minutes in total
Ad Value: $385,404

- AD Value: TV(3) $4,617,768

ADK

2018 InstaGuam
Jan. – Sept. 2018

ADK

Strategy: FY 18 Key Strategy

- InstaGuam 2018



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

ADK

AD/PR/ Promotion:
FY18 #InstaGuam Campaign

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



ADK

AD/PR/ Promotion:
InstaGuam + AKB48



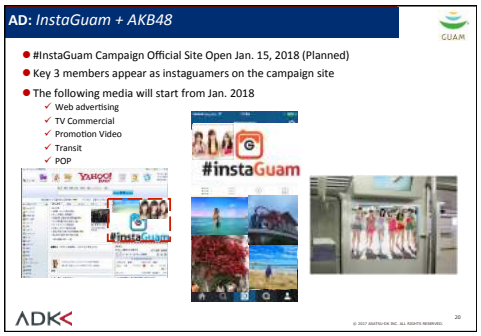
#instaGuam + AKB48

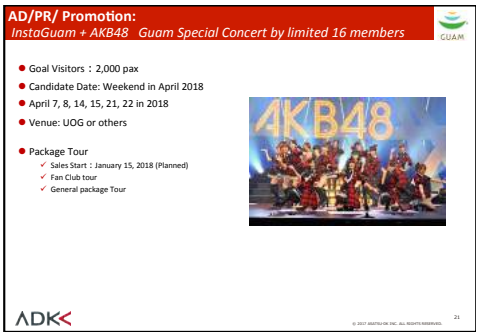
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10/25/17


AD/PR/ Promotion:
InstaGuam + AKB48 - Campaign Characters
山本 彩 Sayaka Yamawaki
宮脇咲良 Sakura Miyawaki
向井地美音 Mion Mukaichi
ADK


AD/PR/ Promotion:
InstaGuam + AKB48 Shooting, Mega FAM Reception & Shop Guam
Nov. 27- Dec. 2, 2017
CM
Print
Instaguam photo
Promotion Video
Dec. 1, 2017
Participation to the Mega FAM Tour reception
Official Campaign Announcement
Mid of Dec, 2017
Promote SGeF as GVB campaign characters
ADK


AD: InstaGuam + AKB48
#InstaGuam Campaign Official Site Open Jan. 15, 2018 (Planned)
Key 3 members appear as instaguamers on the campaign site
The following media will start from Jan. 2018
Web advertising
TV Commercial
Promotion Video
Transit
POP
#instaGuam
ADK


AD/PR/ Promotion:
InstaGuam + AKB48 Guam Special Concert by limited 16 members
Goal Visitors：2,000 pax
Candidate Date: Weekend in April 2018
April 7, 8, 14, 15, 21, 22 in 2018
Venue: UOG or others
Package Tour
Sales Start：January 15, 2018 (Planned)
Fan Club tour
General package Tour
AKB48
ADK


Through the Year Activities
ADK


PR/ Promotion:
- Instagrammers on Guam on Monthly Basis
Overview
Assign Instagrammers who are skilled photographers and have large numbers of followers to specific categories (trends, travel, dining, family).
Have them post photos conveying the attractions of Guam to their own accounts.
Purchase photos for use on InstaGuam campaign site and for use on official Instagram account.
Schedule
October 2017 1st Instagrammer Tour (Trends)
December 2017 2nd Instagrammer Tour (Travel)
March 2018 3rd Instagrammer Tour (Dining)
May 2018 4th Instagrammer Tour (Family)
ADK

10/25/17

PR/ Promotion:
-*Genic* Magazine Tie In

- Period: Jan. – Sept. 2017
- Plan:
  - Create InstaGuam guide
  - Provide to TAs
  - Create InstaGuam guided tour package






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PR/ Promotion:
- *GG* Magazine Tie-in for True Senior Market

- Period: Jan. – Sept. 2017
- Plan:
  - Create Guam guide
  - Work with TAs to create packages




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PR/ Promotion:
- Food Festival in Japan

- Objective
  - ✓ Establish a Guam booth at "Niku Festival" in Japan to promote interest in Guam local foods and flavors
- Plan
  - ✓ Production of "gourmet map"
  - ✓ Participation in food festivals and events
- Schedule
  - ✓ May, 2018 (TBD)
    - Niku Festival @Odaiba, Tokyo






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GUAM VISITORS BUREAU (GVB) RESOLUTION NO: 2017-004

RELATIVE TO AUTHORIZING THE USE OF THE RAINY DAY FUND PURSUANT TO 12 GCA §9303 TO INCREASE MARKETING ACTIVITIES IN JAPAN TO BATTLE THE DECLINE IN ARRIVALS DUE TO UNFORESEEN CERTAIN EXTERNAL ECONOMIC AND POLITICAL CONDITIONS

BE IT RESOLVED BY THE SETBISION BISITAN GUÅHAN:

WHEREAS, the Guam Visitors Bureau is the national tourism office of the Territory of Guam whose responsibility it is to promote Guam as an attractive and desirable destination to residents and visitors; and

WHEREAS, the Guam Visitors Bureau acknowledges the vital role tourism plays in the island's economy, accounting for over a billion dollars in direct and indirect benefits and providing a third of all jobs on Guam; and

WHEREAS, the Guam Visitors Bureau acknowledges the negative impact on sales and public relations due to the North Korea missile threats to Guam resulting in cancellations of corporate and school group travel, as well as the general leisure market.

WHEREAS, the Guam Visitors Bureau acknowledges that Japanese visitors accounts for more than 40% of all arrivals to Guam that has since declined due to various domestic issues to include the weakening of the Japanese Yen versus the U.S. dollar and the raising of the Japanese consumption tax; and

WHEREAS, the Guam Visitors Bureau acknowledges the declining of airline seats from Japan. from 1,371,842 seats in 2012 to 859,415 in 2017 representing an 35.37% decline in airline seat capacity; and

WHEREAS, the Guam Visitors Bureau acknowledges that some carriers are reducing seat capacity and cancelling flights to Guam due to revenue losses; and

WHEREAS, the Guam Visitors Bureau acknowledges that Delta Airlines will discontinue its direct service from Narita to Guam in January 8, 2018, resulting in a lost of 550 flights, which is 94,270 seats per year; and

WHEREAS, the Guam Visitors Bureau acknowledges the reduction of approximately 141 flights on United Airlines from the Japan gateways of Sapporo, Kansai, Sendai, Nagoya, and Fukuoka to Guam, resulting in a loss of 19,298 seats from November 2017 to March 2018. Furthermore, United Airlines will discontinue direct service from Sapporo, Japan to Guam in January 15, 2018, permanently resulting in a loss of 95 flights, which is 11,210 seats per year; and

WHEREAS, the Guam Visitors Bureau acknowledges cancellation of new service from Nagoya to Guam on HK Express, resulting in a loss of an additional 156 flights, which is 28,080 air seats for 12 months; and

WHEREAS, the Guam Visitors Bureau acknowledges that several travel agents have begun securing charter flights to Guam to over come the seat capacity challenge; and

WHEREAS, the Guam Visitors Bureau acknowledges that Guam's competitors are launching strong promotions to battle the decline in arrivals from Japan in their own destinations rendering greater competition in a market where overseas travel attitudes are shifting; and

WHEREAS, the Guam Visitors Bureau recognizes the extraordinary milestone of the 50th anniversary of the first Tokyo-Guam Pan American World Airways (Pan Am) flight in May 1967 celebrating 50 year of tourism and friendship; and

WHEREAS, the Guam Visitors Bureau recognizes that the decline in Japanese visitor arrivals will realize a negative impact to Guam's tourism industry and that efforts to sustain its number one core market is critical; and

WHEREAS, 12 Guam Code Annotated Chapter 9 §9303 authorizes the Guam Visitors Bureau to utilize the "Rainy Day Fund" to support identified activities to meet unforeseen or unanticipated challenges resulting from either a natural or man-made disaster that has occurred on Guam, or from external economic conditions that have severely affected Guam's ability to attract visitors; and

NOW THEREFORE BE IT

RESOLVED, that the Guam Visitors Bureau acknowledges that Japan is and will be our number one market for inbound travel to Guam; and be it further

RESOLVED, that an additional amount of $1, 000,000 from the Guam Visitors Bureau's Rainy Day Fund be made readily available for the Japan market to maximize its marketing efforts and opportunities through a sales and marketing recovery plan to include: (1) advertising, (2) media and travel agents mega fam tour and (3) sales co-ops in order to address arrival shortfalls as a result of certain external economic and political conditions; and be it further

RESOLVED, that the Chairman of the Board certify and the Secretary attest the adoption hereof and that copies of the same be thereafter transmitted to the Honorable Benjamin J.F. Cruz, Speaker of *I Mina'Trentai Kuatro na Liheslaturan Guåhan*, to the Honorable Eddie Baza Calvo, the Honorable *I Maga'Lahen Guåhan*, and to the Honorable Ray Tenorio*, I Segundo na Maga'Lahen Guåhan*.

DULY ADOPTED ON THE ____ DAY OF NOVEMBER TWO-THOUSAND AND SEVENTEEN.

MILTON MORINAGA
Chairman

IN WITNESS WHEREOF, I have hereto subscribed my name and affixed the seal of the said corporation this __ day of November, Two-Thousand and Seventeen.

THERESA C. ARRIOLA
Secretary

KOREA MARKETING COMMITTEE MEETING MINUTES
Tuesday, October 10, 2017
GVB Main Conference Room

Members Present:	Members Absent:
Anthology Research – Bonnie Alig Baldyga Group – Tae Oh Dusit Thani Guam Resort – Gun Park Encore Guam – Ayisha McKinnon Fish Eye Guam – Akihiro Tani Holiday Resort Guam – Kenji Sekine Hyatt Regency Guam – Esther Kim International Dining Concepts – Jennifer McFerran Lotte Hotel – Jae Hwan Jeon Net Enterprises – John Ko Outrigger Resort – Jenny Kim Pacific Islands Club – Tommy Lee Pacific Star Resort & Spa – Kyu Sik Kim Sheraton Laguna Guam – Jason Lee Tumon Aquarium LLC – Soohyun Lee Tumon Sands Plaza – Susan Fryer University of Guam – Russell Ocampo Wyndam Gardens – Sunardi Li Nissan Rent a Car – Mark Anderson Royal Orchid – Keiko Hirao	Alupang Beach Club – Stephen Gatewood Hilton Guam Resort & Spa – In Cha Leo Palace Resort – Norio Doman National Car Rental – Pete Borja Nikko Guam – Jenny Cheon Skydive Guam – Ricky Woodall T-Galleria – Terry Chung Tumon Bay Lobster & Grill – Valley of the Latte – David Tydingco Westin Resort Guam – Chris Yang
Guests/Alternate Members: Baldyga Group – Annie Joo Guam Plaza Hotel – Julia Kondo HIS Inc. – Olga Tonkikh Pacific Islands Club – Ji Eun Kim	**GVB Korea Office/GVB Chairs/ Mgmt /Staff Present:** Jay Park (telephonically) – Korea Office Rep. Bart Jackson – KMC Chairman Brad Kloppenburg – KMC Vice Chairman Nadine Leon Guerrero – Acting Director of Global Marketing Colleen Cabedo – Marketing Manager – Korea Nakisha Garrido – Marketing Coordinator

I. CALL TO ORDER

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

II. MINUTES OF THE LAST MEETING

KMC Vice-Chairman Mr. Brad Kloppenburg motioned to approve the minutes of the previous committee meeting held on September 12, 2017; the motion was seconded by Ms. Susan Fryer and unanimously approved by the committee.

III. REPORT OF THE CHAIRMAN

Chairman Jackson deferred report.

III. REPORT OF MANAGEMENT

Ms. Colleen Cabedo reminded KMC members to renew their membership for fiscal year 2018. Chairman Jackson added that all GVB members are welcome to participate and to ensure that GVB membership and payments are up to date.

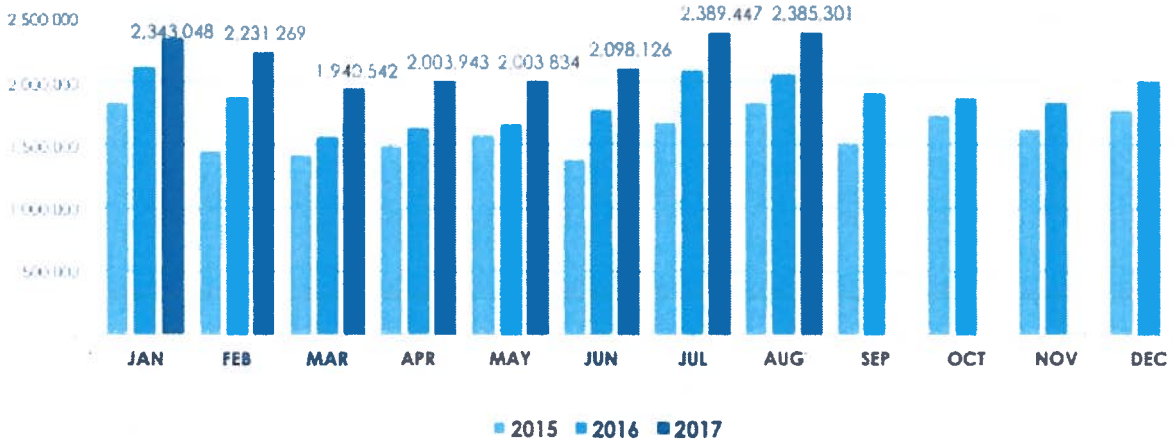
IV. KOREA MARKETING NEWS

GVB Korea Account Manager Jay Park delivered the Korea market updates telephonically.

Korea Outbound Market Trend

Overall Market Trend

Total Number of Korean Outbound Travelers



- Total number of Korean outbound travelers: 2.4 million (2017 AUG) -> 15.6% increased vs. 2016 AUG
  2017 AUG YTD: 17.4 million -> 17.7% increased vs. 2016 YTD

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

Korea Outbound Market Trend
Airline Capacity to Guam

Incheon – Guam

Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity per month
Korean Air	KE113	10.00	15.30	Daily	291 seats x 31 = 9,021 seats (Max.)
	KE111	19.35	01.00+1	Daily	338 seats x 31 = 10,478 seats (Max.)
Jeju Air	7C3102	10.35	16.05	Daily	189 seats x 31 = 5,859 seats
	7C3106	20.20	02.00+1	Daily	189 seats x 31 = 5,859 seats
	7C3108	21.35	02.40+1	Daily	189 seats x 31 = 5,859 seats
Jin Air	LJ641	09.40	15.05	Daily	393 seats x 31 = 12,183 seats
T'Way Air	TW301	17.55	23.35	Daily	189 seats x 31 = 5,859 seats
Air Seoul	RS102	21.05(Mon/Tue/Fri) 20.05(Wed) 17.30(Sat) 21.40(Sun)	02.35+1(Mon/Tue/Fri) 01.35+1(Wed) 23.00(Sat) 03.10+1(Sun)	Mon/Tue/Wed/Fri/ Sat/Sun	195 seats x 27 = 5,265 seats

- Outbound seat capacity from ICN to GUM = 60,383 seats

Korea Outbound Market Trend
Airline Capacity to Guam

Busan – Guam

Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity per month
Korean Air	KE2115	21.40 (Sat/Sun) 22.35 (Wed/Thu)	02.45+1(Sat/Sun) 03.40+1(Wed/Thu)	Wed/Thu/Sat/Sun	138 seats x 17 = 2,346 seats
Jeju Air	7C3154	22.05	03.05+1	Daily	189 seats x 31 = 5,859 seats
Jin Air	LJ647	07.30 (Mon/Wed/Fri) 09.05 (Sun)	12.35 (Mon/Wed/Fri) 14.10 (Sun)	Mon/Wed/Fri/Sun	189 seats x 18 = 3,402 seats
Air Busan	BX612	22.05	03.10+1	Wed/Thu/Sat/Sun	195 seats x 17 = 3,315 seats

- Outbound seat capacity from PUS to GUM = 14,924 seats

Daegu – Osaka – Guam

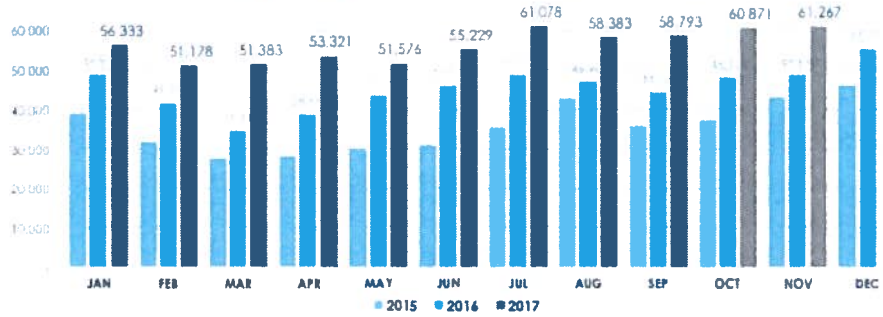
Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity per month
T'Way Air	TW311 (Via KIX)	07.55 (Thu) 08.00 (Mon/Tue/Wed/Fri/Sat/Sun)	15.10	Daily	189 seats x 31 = 5,859 seats

- Outbound seat capacity from TAE to GUM = 5,859 seats
  - It includes a certain portion of Japanese travelers

Total Outbound Seat Capacity (October)	
1 month Average	81,166 seats (Max.)

Korea Outbound Market Trend
Korean Visitors to Guam

Number of Korean Outbound Travelers – to Guam



Guam Arrival	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	CYTD
2017	56,333	51,178	51,383	53,339	51,576	55001	61,078	58,383	58,793	60,871	61,267		497,339
2016	48,858	41,576	34,444	38,647	43,354	44,078	48,883	46,909	44,185	47,892	48,673	55,190	392,945

- Total number of Korean travelers to Guam: 58,793 (2017 SEP) > 33.1% increased vs. 2016 SEP

  Korea 2017 SEP YTD: 497,339 > 26.6% increased vs. 2016 YTD

September 2017 Update
Travel Trade Support

Magellan Tour – Incentive Group Support

- Period: September 04 – September 07, 2017
- Travelers: Assembly of Dongseoul Presbyterian Church
- Venue: Hilton Guam Resort & Spa
- GVB's support: Welcome shell lei with Miss Guam





September 2017 Update
Travel Trade Support

Web Tour – Incentive Group Support

- Period: September 18 – September 21, 2017
- Travelers: Lam Research Korea
- Venue: Hyatt Regency Guam
- GVB's support: Welcome shell lei with Miss Guam



September 2017 Update
Air Seoul Launching Promotion

Travel Agency CEO FAM

- Period: September 12 – 16, 2017
- Participant: 22pax
- GVB Support: Inaugural ceremony / Transportation / Welcome Dinner

Travel Agency Team Leader FAM

- Period: September 20 – 23, 2017
- Participant: 11pax



September 2017 Update
Air Seoul Launching Promotion

Travel Agency FAM



Ongoing & Upcoming Projects
GVB Korea Roadshow 2017

City	Busan	Gwangju	Daegu
Date	October 17 (Tue), 2017	October 18 (Wed), 2017	October 19 (Thu), 2017
Venue	**The Westin Chosun Busan** 16F Grand Ballroom	**Ramada Plaza Gwangju** 4F Ballroom	**Novotel Ambassador Daegu** B2F Champagne Hall
Address	737 Udong, Haeundae-gu Busan, Korea	149 Sangmu-ro, Seo-gu Gwangju, Korea	61 Gyechuk-dong, Jung-gu Daegu, Korea
Expected Participants	90~100 travel trade partners / 5 media	70~80 travel trade partners	70~80 travel trade partners / 5 media
Transportation	Charter bus is arranged for Guam members between the cities (Busan-Gwangju-Daegu-Busan)		
Program (Tentative)	<Tentative Program for Each Cities> 10:15am: Registration 10:30am: Opening & GVB Presentation 11:00am ~ 12:45pm: Travel Mart (1:1 round table meeting / TBC) 12:45pm: Luncheon & lucky draw 13:30pm: Closing *Program details will be followed		

*** Registered GVB Members – Total (17)**

- ✓ Alupang Beach Club
- ✓ Baldyga Group
- ✓ Core Tech Resort (Bayview)
- ✓ Dusit Thani Guam Resort
- ✓ Fish Eye Marine Park
- ✓ Guam Plaza Resort & Spa
- ✓ Hyatt Regency Guam
- ✓ IT&E
- ✓ Nissan Rent A Car
- ✓ Ocean Venture
- ✓ Onward Beach Resort Guam
- ✓ Outrigger Guam Beach Resort
- ✓ Pacific Star Resort & Spa
- ✓ Royal Orchid Guam Hotel
- ✓ Sentry Hospitality
- ✓ The Westin Resort Guam
- ✓ Tumon Bay Lobster & Grill

Ongoing & Upcoming Projects

Mode Tour Travel Mart 2017

<Guam Pavilion>

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

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

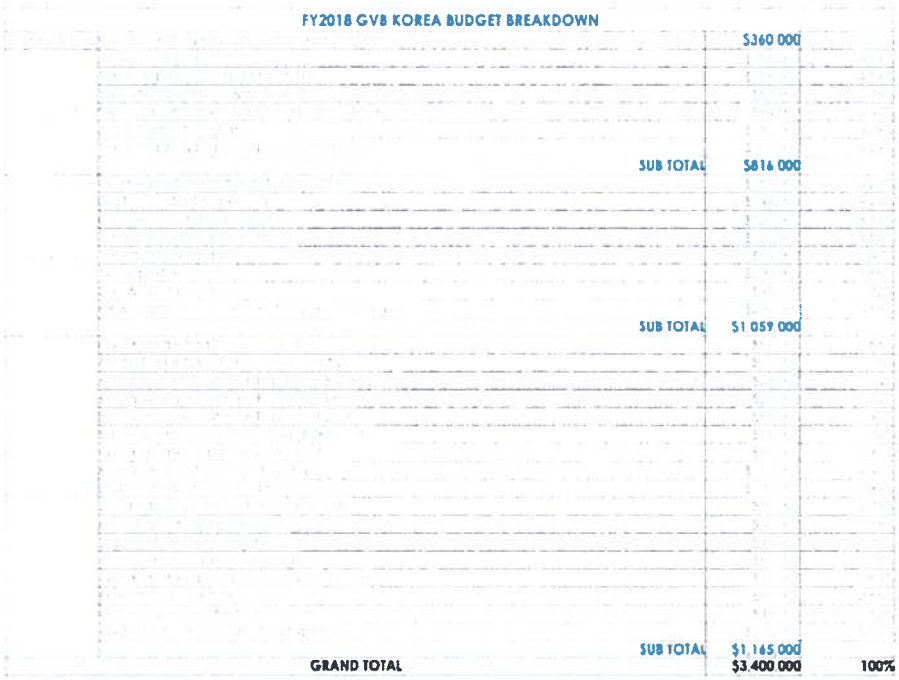
2017 MODETOUR TRAVEL MART

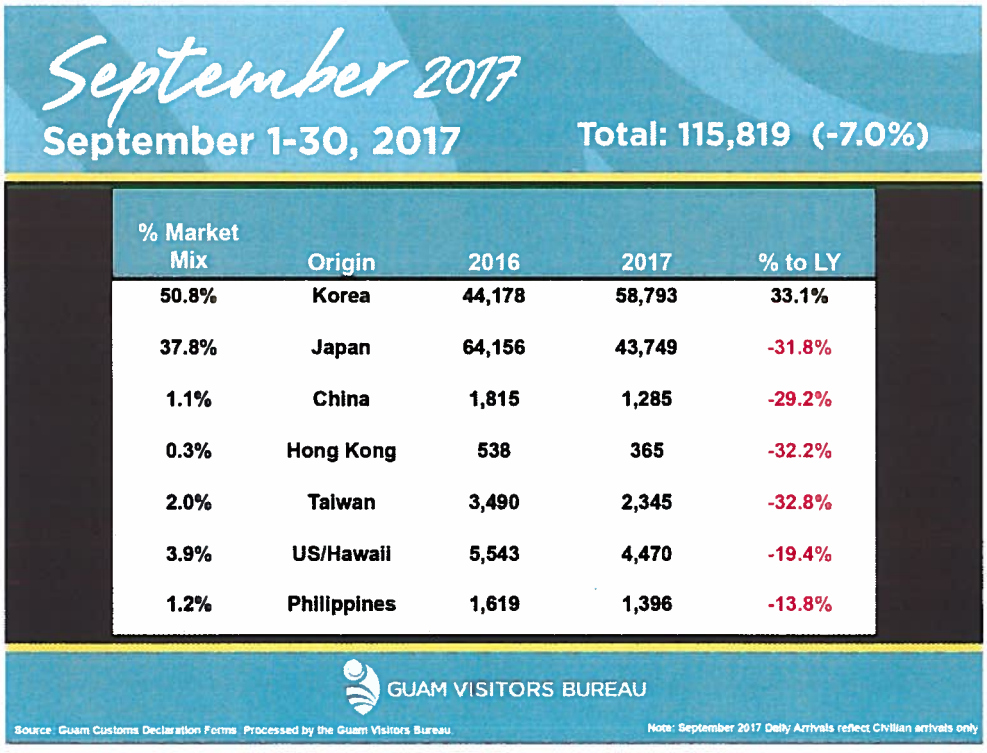
Title: 2017 MODETOUR TRAVEL MART
Date: 2017. 11. 16(Thu) ~ 2017. 11. 19(Sun)
* 16th Pre-hosted B2B Program
Venue: COEX
513, Yeongdong-daero, Gangnam-gu, Seoul
Exhibition Size: Approx. 10,000㎡

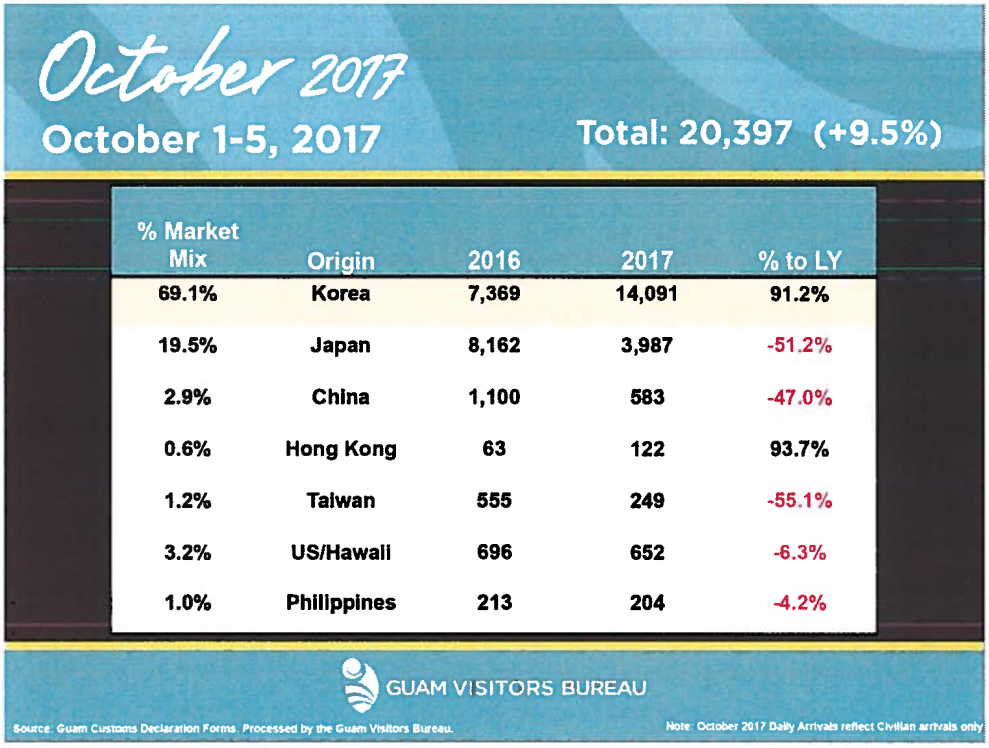


The new #instaguam campaign video was played for committee members to introduce 2018's theme. Ms. Cabedo also mentioned that the video would be revised to incorporate elements from overseas social media such as Kakao and WeChat.

FY2018 GVB BUDGET for KOREA MARKET







Discussion: Chairman Jackson informed the committee that the Korea marketing budget increased from 2.2 million to 3.4 million. As noted in the fiscal year arrival numbers, if things continue forward this may be the last year that we see Japan arrivals being above Korea arrivals in the foreseeable future. The Japan Marketing Committee and GVB board of directors are working hard to build the Japan numbers back to where they need. The North Korea threats have had much more of an impact on the Japan market than the Korea market. As seen in the October visitor arrivals the Japan market is very challenged and that is why Korea market was given more money this year—to sustain its position as a primary market and to provide the proper funding to make it so.

V. FY2018 Travel Motions

Chairman Jackson explained to committee members that the GVB Board of Directors approves anticipated FY2018 travel motions at the beginning of the fiscal year.

MODE TOUR TRAVEL MART

Motion to recommend board approval for GVB Board Chairman, KMC Chairman, GVB President & CEO, and two GVB marketing staff to attend the Mode Tour Travel Mart from November 16-19, 2017 in Seoul, Korea. Cost is approximately $17,000.00 from Acct #KO-SMD023.

Marketing Travel Expenses

Airfare ($1,000 x 5 pax)	$5,000.00
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.	$996.50
Total	$17,000.00

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.

Vice-Chairman Brad Kloppenburg motioned to approve travel for Mode Tour Travel Mart. The motion was seconded by Ms. Susan Fryer and unanimously approved by the committee.

HANA TOUR INTERNATIONAL SHOW BUSAN / YEAR END APPRECIATION

Motion to recommend board approval for GVB Board Chairman, KMC Chairman or designee, GVB President & CEO or designee, GVB Director of Global Marketing, and one GVB marketing staff 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 $17,672.50 from Acct# KO-SMD023.

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

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.

Vice-Chairman Brad Kloppenburg motioned to approve travel for Hana Tour International Show Busa and Year End Appreciation. The motion was seconded by Mr. John Ko and unanimously approved by the committee.

Discussion: Mr. John Ko inquired if it was usual for the GVB Chairman to fly out to every overseas mission. Chairman Jackson explained that the travel motions are to set aside funding and it is unclear if the delegation will include the Chairman as the final delegation can change.

GVB HEAD OFFICE QUARTERLY MARKETING MEETINGS WITH GVB KOREA OFFICE

Motion to recommend board approval for KMC Chairman or GVB President & CEO, GVB Director of Global Marketing 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 $18,945.50 from Acct# KO-SMD023.

January 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/Mktg Staff 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

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.

Vice-Chairman Brad Kloppenburg motioned to approve travel for GVB Head Office Quarterly Meetings with GVB Korea Office. The motion was seconded by Mr. John Ko and unanimously approved by the committee.

HANA TOUR INTERNATIONAL TRAVEL SHOW 2018

Motion to recommend board approval for GVB Board Chairman, KMC Chairman or designee, GVB President & CEO or designee, GVB Director of Global Marketing and one GVB marketing staff to attend the Hana Tour International Travel Show from June 7-10, 2018 in Seoul, Korea. Cost is approximately $17,546.00 from Acct# KO-SMD023.

Marketing

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.	$ 1000.00
Total	$ 17,546.00

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.

Vice-Chairman Brad Kloppenburg motioned to approve travel for Hana Tour International Travel Show 2018 The motion was seconded by Mr. John Ko and unanimously approved by the committee.

KOTFA 2018

Motion to recommend board approval for one GVB Board Member, GVB President & CEO or designee, GVB Director of Global Marketing, and one GVB marketing staff to attend the 2018 KOTFA from June 14-17, 2018 in Seoul, Korea. Cost is approximately $14,036.00 from Acct# KO-SMD023.

Marketing		
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.		$ 1000.00
	Total	$14,036.00

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.

Vice-Chairman Brad Kloppenburg motioned to approve travel for KOTFA 2018 The motion was seconded by Mr. Gun Park and unanimously approved by the committee.

Issue: Board approval for travel required.

OLD BUSINESS

Regarding Mode Tour: You can still participate as a delegate.

NEW BUSINESS

Ms. Susan Fryer announced that Kenzo Boutique just opened at the Tumon Sands Plaza.

ANNOUNCEMENTS

- Next KMC Meeting – rescheduled to Tuesday, November 7th at 11AM.

ADJOURNMENT

Vice-Chairman Brad Kloppenburg motioned to adjourn meeting and was seconded by Mr. John Ko. Meeting formally adjourned at 11:39AM.

Minutes Prepared By: Nakisha Garrido, Marketing Coordinator

Minutes Reviewed By: Colleen Cabedo, Marketing Manager

Minutes Approved By: Pilar Laguana, Director of Global Marketing

NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING
WEDNESDAY, NOVEMBER 1, 2017 - 2:00PM
GVB MAIN CONFERENCE ROOM

PRESENT:
Mayor Robert Hoffman, Gary Cruz, Atsuta Kazunori, Joann Camacho

ABSENT:
Theresa Arriola, Ana Marie Franquez, Katie Black, John Calvo, Emily Wallace, Mai Perez, Sheila Shedd, Valerie Blas, Paula Monk, Rolenda Faasuamalie, Bobbie Taitano, Susan Fryer, June Mendiola, Rosabelle Malones

OBSERVERS:
Yoshihora Oshik, Yuki Motoda

GVB STAFF AND MANAGEMENT:
Mark Manglona, Gabbie Franquez, Breeana Q Garrido
GVB Philippines Office: Carmel Carpio and John Paul Calvo

CALL TO ORDER
Chairman Mayor Robert Hoffman called the North America & Pacific meeting to order at 2:09 p.m.

APPROVAL OF PREVIOUS MEETING MINUTES
Mr. Gary Cruz made a motion and seconded by Mr. Atsuta Kazunori to approve the minutes of October 4, 2017. Motion approved unanimously.

REPORT OF THE CHAIRMAN
Chairman Mayor Robert Hoffman thanked all those present for their continued participation and welcomed the GVB Philippines Office Representatives, Mr. John Paul Calvo and Ms. Carmel Carpio to the meeting. Chairman Hoffman also notes that 7,500 sailors are on Guam at this time.

Later this month, Chairman Hoffman will be meeting with CNMI partners and plans to meet with other partners throughout Micronesia regarding their state of affairs.

REPORT OF GVB MANAGEMENT
a. Visitor Arrivals Update

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

Chairman Hoffman requested for feedback regarding the reason for a 20% loss from Palau visitors and Canadians reason for travel to Guam. Mark advised that he would seek the requested information from GVB's research department and share at the next committee meeting.

Pacific Markets

Fiscal Year 2017
October 2016 – September 2017

Total: 1,559,395 (3.2%)

Market	Total FY 2016	Total FY 2017	% to LY
CNMI	17,390	18,494	6.3%
RMI	1,146	1,274	11.2%
FSM	11,027	10,958	-0.6%
Palau	5,028	4,005	-20.3%
Australia	2,258	2,227	-1.4%

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

Pacific Markets

Month to Date October 1-24, 2017

Total: 80,422 (-14.5%)

Market	Total MTD 2016	Total MTD 2017	% to LY
CNMI	912	1,065	16.8%
RMI	78	51	-34.6%
FSM	764	690	-9.7%
Palau	383	337	-12.0%
Australia	109	98	-10.1%

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

Note: October 2017 Daily Arrivals reflect CNMI Air arrivals only

Pacific Markets

Calendar Year to Date
January - October 1-24, 2017

Total: 1,248,901 (0.8%)

Market	CY 2016	Total CYTD 2016	Total CYTD 2017	% to LY
CNMI	17,579	14,229	15,297	7.5%
RMI	1,219	992	1,020	2.8%
FSM	11,120	9,057	8,821	-2.6%
Palau	4,792	4,037	3,204	-20.6%
Australia	2,197	1,880	1,899	1.0%

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

Note: October 2017 Daily Arrivals reflect Chilean Air arrivals only

North America Markets

Fiscal Year 2017
October 2016 - September 2017

Total: 1,559,395 (3.2%)

Market	Total FY 2016	Total FY 2017	% to LY
US Mainland	62,479	61,200	-2.0%
Hawaii	14,248	15,096	6.0%
Canada	952	991	4.1%

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

North America Markets

Month to Date October 1-24, 2017 **Total: 80,422 (-14.5%)**

Market	Total MTD 2016	Total MTD 2017	% to LY
US Mainland	2,743	2,676	-2.4%
Hawaii	831	914	10.0%
Canada	61	44	-27.9%

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

Note: October 2017 Daily Arrivals reflect Civilian Air arrivals only

North America Markets

Calendar Year to Date
January - October 1-24, 2017 **Total: 1,248,901 (0.8%)**

Market	CY 2016	Total CYTD 2016	Total CYTD 2017	% to LY
US Mainland	62,966	51,503	49,670	-3.6%
Hawaii	14,740	11,871	12,310	3.7%
Canada	982	787	779	-1.0%

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

Note: October 2017 Daily Arrivals reflect Civilian Air arrivals only

Philippines

Visitor Arrivals as of October 24, 2017

Market	Total FY 2016	Total FY 2017	% to LY
Philippines	18,704	19,818	6.0%

Market	Total MTD 2016	Total MTD 2017	% to LY
Philippines	1,259	906	-28.0%

Market	CY 2016	Total CYTD 2016	Total CYTD 2017	% to LY
Philippines	21,652	15,889	13,702	-13.8%

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

Note: October 2017 Daily Arrivals reflect CNMI+ Air arrivals only

b. Market Activities & Promotions

❖ NORTH AMERICA

NORTH AMERICA

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



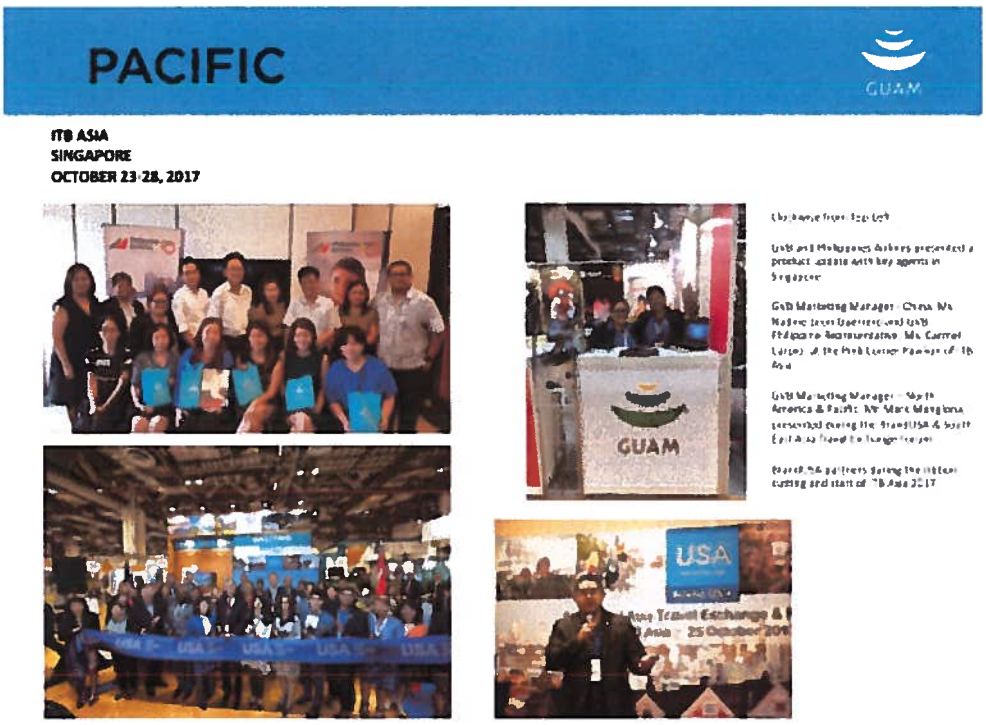




Ms. Pilar Laguana and Mr. Mark Manglona along with Dusit Thani Guam Resort attended IMEX America in Las Vegas Nevada on October 10-12, 2017. GVB also

conducted a Hafa Adai Night with a Guam Product Update on October 9, 2017 at Red Rice in Las Vegas, which is a Chamorro-owned restaurant.

❖ PACIFIC



Mr. Mark Manglona, Ms. Nadine Leon Guerrero, and Ms. Carmel Carpio attended ITB Asia in Singapore from October 23-28, 2017. ITB Asia is a B2B event with pre-scheduled business meetings. GVB also participated in ITB Asia's "Pink Corner" to promote Guam as a LGBT-friendly destination. The GVB delegation also held a Guam Product Update with Philippine Airlines and Singapore's top travel agents.



Upcoming events for the Pacific Market include the PATA Micronesia Chapter 3rd Tri-Annual meeting of 2017 from November 13-14. Following the meeting, PATA New Tourism Frontiers Forum will be held from November 15-17, 2017. Both events will be hosted in Palau and a delegation from GVB will attend.

❖ PHILIPPINES

PHILIPPINES: QCTAA FAMTOUR

- **Quezon City Travel Agencies Association (QCTAA) Famtour**
- **October 28 - November 1**
- **32 pax**







Ms. Carmel Carpio shared that she is currently accompanying 32 travel agents from Quezon City Travel Agencies Association (QCTAA). QCTAA is the second largest travel association in the Philippines. The group is conducting site inspections, meeting with tour operators, received a Guam product update, and shopping.

PHILIPPINES: SHOP GUAM FESTIVAL

- **Production Tour**

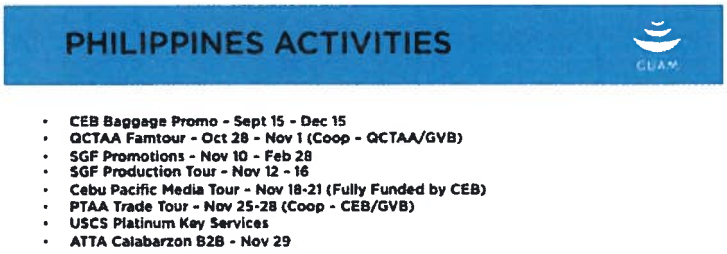


Alodia Gosiengfiao

Facebook: 6,059,236
Instagram: 722,000
Twitter: 398,000

- **Trade Incentive Program**
  - **Top Sellers of Guam**
- **Airline Partnership**
  - **QR Code on Flight Itinerary / Boarding Pass**
- **Consumer Activation**
  - **Mall Activation**
- **Social Media Promotion**
  - **Cross Promotion / Influencers**
- **PR**

Ms. Carpio also shared the talent that will be on Guam for the Shop Guam e-Festival film fam tour on November 13-17, 2017.



Upcoming activities for the Philippines market includes the Cebu Pacific Baggage promotion (on-going), SGF promotions and production tour, Cebu Pacific media tour, PTAA trade tour, USCD platinum key services (on-going), and ATTA Calabarzon B2B. Mr. Gary Cruz adds that the Cebu Pacific baggage promotion has been successful and he will recommend it continues after the holidays.

NEW BUSINESS

a. InstaGuam Campaign 2018
Mr. Manglona shared the instaGuam campaign video with the committee.

ANNOUNCEMENTS

a. SGeF is from November 10, 2017 – February 28, 2018. Download the free app and share with your colleagues/partners.
b. PATA Micronesia 3rd tri-annual meeting is November 13-14, 2017 in Palau.
c. Next NAP Meeting scheduled for December 6, 2017.

ADJOURNMENT

Ms. Joann Camacho made a motion and seconded by Mr. Gary Cruz to adjourn the meeting at 2:41 p.m. Meeting adjourned.

Prepared by: _____
Breeana C. Garrido, Marketing Associate

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

Approved by: _____
Nadine Leon Guerrero, Acting Director of Global Marketing