Gmail

BENJAMIN CRUZ <speaker@senatorbjcruz.com>

MC Fwd: GVB Board Packet: December 14, 2017

BENJAMIN CRUZ <speaker@senatorbjcruz.com> Thu, Dec 14, 2017 at 10:34 AM
To: 34th Guam Legislature Clerks <clerks@guamlegislature.org>
Cc: Rennae Meno <rennae@guamlegislature.org>

12/14/17	12/14/17	Guam Visitors Bureau	GVB board packet of December 14, 2017.*	34-17-1317

---------- Forwarded message ----------
From: **Maura Yi** <maura.yi@visitguam.org>
Date: Thu, Dec 14, 2017 at 10:14 AM
Subject: GVB Board Packet: December 14, 2017
To: speaker@senatorbjcruz.com

GL# 34-17-1317
Speaker Benjamin J.F. Cruz

DEC 14 2017
Time: 1034 [ ] AM [ ] PM File No. _____
Received By: _____

Håfa Adai Speaker Cruz,

Pursuant to Title 5 Ch 8 Section 8113.1. of the Guam Code Annotated, attached is the board packet of December 14, 2017.

Thank you!

--
Senseramente',
Maura Yi
Executive Secretary

GUAM VISITORS BUREAU
401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
maura.yi@visitguam.org | http://www.visitguam.com

GUAM VISITORS BUREAU | GUAM

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Go GREEN - keep it on the SCREEN!
Think before you print...

--
OFFICE OF SPEAKER BENJAMIN J.F. CRUZ
Committee on Appropriations and Adjudication
I Mina'trentai Kuattro na Liheslaturan Guahan
Guam Congress Building | 163 Chalan Santo Papa | Hagatna, GU 96910
T: (671) 477-2520/1 | F: (671) 477-2522 | www.senatorbjcruz.com

2017 DEC 14 AM 10:36 C-L

8 attachments

- **Agenda_Dec142017.pdf** 87K
- **EXHIBIT_A_Minutes_Nov092017.pdf** 5338K
- **EXHIBIT_B_CashPosition_Dec122017.pdf** 22K
- **EXHIBIT_C_GCMCMinutes_Nov092017.pdf** 3277K
- **EXHIBIT_D_JMCMinutes_Nov142017.pdf** 1552K
- **EXHIBIT_E_KMCMinutes_Nov072017.pdf** 1015K
- **EXHIBIT_F_NAPMinutes_Dec062017.pdf** 2539K
- **EXHIBIT_G_Russia&NewMarketsMinutes_Nov072017.pdf** 467K

1317

REGULAR BOARD OF DIRECTORS MEETING
Thursday, December 14, 2017 – 3:30pm
Guam Visitors Bureau Main Conference Room

A G E N D A

I. CALL TO ORDER

II. MINUTES OF THE PREVIOUS MEETING Exhibit A

Approval of minutes of the previous Board of Directors meeting dated November 9, 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

JAPAN AIR SERVICE DEVELOPMENT MEETING IN GUAM

Motion to ratify Executive Committee's travel approval for one (1) GVB Japan staff to join a meeting with Governor of Guam, A.B. Won Pat International Airport Authority Guam and GVB President & CEO in Guam from November 20-21, 2017 (Estimated cost of travel $1,425.00; Account No JA-SMD004).

Airfare	$1,000.00
JP Transportation to/from airport	$100.00
Per diem x 2 days	$125.00
Rental car x 2 days	$200.00
Total	$1,425.00

Background: High-level Japan-Guam air service development meeting has been arranged with Governor Calvo, GIAA and Japan Airlines. Discussion about future increased service, sales and marketing activities for Guam will take place and participation by key partners is crucial to pursue this endeavor effectively and efficiently. Acting GVB Japan Director Hiroshi Kaneko is kindly requested to participate in this meeting in Guam.

Issue: Board approval required for travel.

INTERNATIONAL CIVIL SOCIETY WEEK (ICSW), FIJI

Motion to ratify Executive Committee's travel approval for CHC Chairwoman and two (2) musicians to attend the International Civil Society Week (ICSW) in Fiji from December 4 – 8, 2017. (Estimated cost up to $12,364.00 from Acct No. DM-FY2017).

Airfare	3	$2,500.00		$7,500.00
Per Diem Lodging	2	$203.00	6	2,436.00
M & IE	2	$102.00	7	1,428.00
Prof Fee				
Musicians	2	$100.00	5	$1,000.00
				$12,364.00

Background: International Civil Society Week (ICSW) is a key global gathering for civil society and other stakeholders to engage constructively in finding common solutions to global challenges. For the first time in more than 20 years of international convening, CIVICUS in partnership with the Pacific Islands Association of Non-Governmental Organizations (PIANGO) will hold its flagship event in the Pacific region.

Holding ICSW 2017 in the Pacific provides an ideal forum for civil society to meet and discuss climate and social justice. This year the Pacific will feature prominently in several key intergovernmental initiatives, including COP 23, the UN's Oceans Conference and the UN international year of sustainable tourism for development.

Over 1,000 attendees are expected this year. This will be a unique opportunity to showcase the cultures and programs of Guam and Micronesia to partners, stakeholders, policy makers, and international funders as well as to bid for the conference to be held on Guam next year.

It is also an opportune time for the CHC Chairwoman to network with the attendees and invite them to the 30th Guam Micronesia Island Fair scheduled for May 2018.

Issue: Board approval required for all travel.

B. VISITOR SAFETY & SATISFACTION

C. CULTURAL & HERITAGE

D. SPORTS & EVENTS

E. ADMINISTRATION & GOV'T RELATIONS

F. DESTINATION MANAGEMENT

G. GREATER CHINA

GUAM VISITORS BUREAU | SETBISION BISITAN GUAHAN
401 Pale San Vitores Road I Tumon, Guam 96913 I Ph: (671) 646-5278 I Fax: (671) 646-8861 I www.visitguam.com

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

GVB RFP 2017-013 TOURISM DESTINATION MARKETING REPRESENTATION SERVICES IN HONG KONG

Motion to authorize the President and Chief Executive Officer as Chief Procurement Officer of GVB to enter into negotiations with the highest-ranking qualified offeror in response to GVB RFP 2017-013 Tourism Destination Marketing Representation Services in Hong Kong, and if successful, to enter into a contract.

Background: On August 5th, GVB sent a letter to the current contractor explaining the Bureau's decision to revisit marketing strategies for Hong Kong and maintains the contract on a month-to-month basis until the RFP process is completed and the new service is ready to commence. GVB solicited proposals from professional and experienced companies to be GVB's TOURISM DESTINATION MARKETING REPRESENTATION SERVICES IN HONG KONG to assist GVB in promoting Guam tourism and achieving visitor arrival goals, and to act as GVB's liaison in matters pertaining to Guam. The evaluations were completed on November 29, 2017 and their recommendation has been forwarded to the President and CEO.

The contractual obligation shall be for a one-year period, with two one-year options to renew, total of three (3) years (FY2018, FY2019, and FY2020) and is subject to fiscal year-end performance reviews, availability, and certification of funds from fiscal year to fiscal year.

Issue: Board approval required.

H. JAPAN

Committee minutes dated November 14, 2017 — Exhibit D

I. KOREA

Committee minutes dated November 7, 2017 — Exhibit E

J. MEMBERSHIP & COMMUNITY OUTREACH

K. NORTH AMERICA & PACIFIC MARKETS

Committee minutes dated December 6, 2017 — Exhibit F

L. RESEARCH

M. RUSSIA & NEW MARKETS

Committee minutes dated November 7, 2017 — Exhibit G

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

- Christmas – Monday, December 25 (GVB closed)

Upcoming Board Meetings:

- Thursday, December 28, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, January 11, 2018 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, November 9, 2017 – 3:30pm
Guam Visitors Bureau – Main Conference Room

BOARD OF DIRECTORS PRESENT:

Director Milton Morinaga	Director William Nault
Director Brad Kloppenburg	Director Katarina Sgro
Director Theresa Arriola	Director Robert Hofmann
Director Bart Jackson	Director Sam Shinohara

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Monte Mesa	Director Eduardo "Champ" Calvo
Director Satoru Murata	Director Young Hong
Director Tak Takano	

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight	Antonio Muna	Karida Brennan
Brian Borja	Josh Tyquiengco	Nadine Leon Guerrero
June Sugawara	Nico Fujikawa	Sydney Leon Guerrero
Elaine Pangelinan	Lisa Linek	Josh Concepcion
Gabbie Franquez	Regina Nedlic	Meriza Peredo
Pilar Laguana		

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:
Wayne Chargualaf – Marianas Business Journal
Cristen Rios – GVB Student Intern
Namkyung Lee – GVB Student Intern
Brenda He – GVB China
Bonny Chen – GVB China

I. CALL TO ORDER

Chairman Morinaga called the meeting of the board to order at 4:02pm.

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

Director Jackson made a motion, seconded by Director Kloppenburg, to approve the minutes of the previous board of directors meeting dated October 12, 2017.
Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

- Chairman Morinaga reported that he met with representatives from The Rotary Club of Japan regarding their 2019 district conference that will be held on Guam. The club expects about 1,500 to 2,000 people to come to Guam for the conference. Retail companies, hotels, and airlines will be busy in the time surrounding the conference. The last time the conference was held on Guam was in 2009. Chairman Morinaga shared that most attendees will make individual bookings for their trip here. He also mentioned that the Guam Hotel and Restaurant Association (GHRA) is aware of these plans.

- Lastly, Chairman Morinaga shared that the recent Taiwan mission was very important. Governor Calvo met with the Taiwan President and emphasized that Guam needs another airline from Taiwan to service Guam. He also met with the Chairman and President of China Airlines to discuss this issue. Both agreed to look into it.

IV. PRESIDENT & CEO'S REPORT





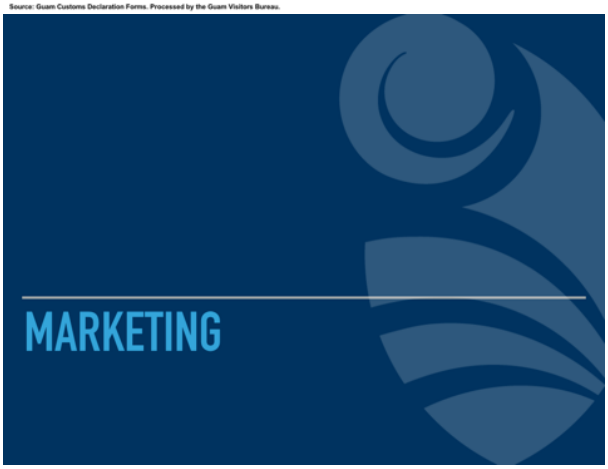
October 1-31, 2017 — Total: 113,526 (-7.4%)

% Market Mix	Origin	2016	2017	% to LY
30.4%	Japan	55,636	34,489	-38.0%
49.6%	Korea	48,119	56,292	17.0%
1.2%	China	2,355	1,395	-40.8%
0.5%	Hong Kong	651	611	-6.1%
1.7%	Taiwan	3,499	1,901	-45.7%
4.7%	US/Hawaii	5,922	5,318	-10.2%
1.5%	Philippines	2,406	1,732	-28.0%

January-October 31, 2017 — Total: 1,282,005 (+1.2%)

% Market Mix	Origin	2016	2017	% to LY
41.1%	Japan	619,727	527,243	-14.9%
43.2%	Korea	441,074	553,718	25.5%
1.5%	China	23,981	19,186	-20.0%
1.0%	Hong Kong	6,529	13,165	101.6%
2.2%	Taiwan	36,007	28,450	-21.0%
5.0%	US/Hawaii	65,722	63,708	-3.1%
1.1%	Philippines	17,063	14,528	-14.9%

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



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



GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Japan Marketing News

Recovery Plan Update

Sales Co-ops

- Co-op support approved
- Campaign release sent, sales have begun
- Rakuten & Expedia promotions launched since Oct
- Sales team continues to



Advertising: launched Nov 6

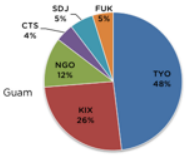
- Asahi Newspaper placed on Nov 6, morning edition (nationwide)
- Yahoo PC and SP top page banner ongoing for one month
- Campaign release sent
- PR photo contest ongoing (from Nov 6 – Dec 25)
- Landing page: http://japan.visitguam.jp/campain/guam50th/



Japan Marketing News

Guam Mega Fam Tour Update

- Overall Schedule
  - Nov 30 Arrive in Guam
  - Dec 01 Guam Trade Show & Welcome Dinner
    - 8:30am – 1:30pm Guam Trade Show @ Dusit Thani Resort Guam
    - 5:30pm – 8:30pm Welcome Dinner @ Plaza de España
  - Dec 02 Open for tours and meetings
  - Dec 03 Return to Japan
- Hotel requests completed through GHRA
  - Total of 250 rooms offered; will need more rooms
- Air seats blockage completed
- Trade Show
  - Finalizing details and will send update to all registrants
  - Registration closed on November 8
- Will schedule meeting with JGTA to arrange on-the-ground accommodations (hotel and transportation)



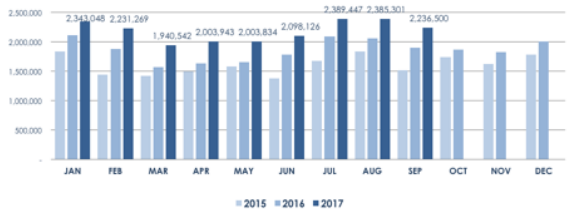
Travel Agents & Media as of Nov 8

Tokyo	148
Kansai	79
Nagoya	36
Tohoku	17
Hokkaido	13
Fukuoka	15
Total	308

Korea Marketing News

Overall Market Trend

Total Number of Korean Outbound Travelers



- Total number of Korean outbound travelers: 2.2 million (2017 SEP) -> 17.4% increased vs. 2016 SEP
  2017 SEP YTD: 19.6 million -> 17.7% increased vs. 2016 YTD

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

Korea Marketing News

Airline Capacity to Guam — Incheon – Guam

Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity per month
Korean Air	KE113	09:15	14:35	Daily	338 seats x 30 = 10,140 seats
	KE111	19:35	01:00+1	Daily	276 seats x 30 = 8,280 seats
Jeju Air	7C3102	10:05	15:25	Daily	189 seats x 30 = 5,670 seats
	7C3106	20:10	01:40+1	Daily	189 seats x 30 = 5,670 seats
	7C3108	21:50	03:20+1	Daily	189 seats x 30 = 5,670 seats
Jin Air	LJ641	09:35	14:50	Daily	189 seats x 30 = 5,670 seats
	LJ643	10:10	15:25	Daily	189 seats x 30 = 5,670 seats
T'Way Air	TW301	18:00	23:30	Daily	189 seats x 30 = 5,670 seats
Air Seoul	RS102	20:45	02:10+1	Daily	195 seats x 30 = 5,850 seats

- Outbound seat capacity from ICN to GUM = 58,290 seats

Korea Marketing News

Airline Capacity to Guam — Busan – Guam

Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity per month
Korean Air	KE2115	22:05	03:05+1	Wed/Thu/Sat/Sun	138 seats x 18 = 2,484 seats
Jeju Air	7C3154	22:00 (Tue/Fri/Sat /Sun) 22:05 (Mon/Wed/ Thu)	02:55+1 03:05+1	Daily	189 seats x 30 = 5,670 seats
Jin Air	LJ647	07:30 (Mon) 08:00 (Tue-Sun)	12:30(Mon) 13:00(Tue-Sun)	Daily	189 seats x 30 = 5,670 seats
Air Busan	BX612	22:05	03:10+1	Wed/Thu/Sat/Sun	195 seats x 18 = 3,510 seats

- Outbound seat capacity from PUS to GUM = 17,334 seats

Daegu – Osaka – Guam

Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity per month
T'Way Air	TW311 (Via KIX)	08:35	15:10	Daily	189 seats x 30 = 5,670 seats

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

Total Outbound Seat Capacity (November)	
1 month Average	81,294 seats (Max.)

Korea Marketing News

Number of Korean Outbound Travelers – to Guam



Guam Arrival	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	CYTD
2017	56,333	51,178	51,383	53,339	51,576	55,001	61,078	58,383	58,793	56,000	61,200	65,000	553,274
2016	48,858	41,576	34,444	38,667	43,354	46,078	48,883	46,909	44,185	47,892	48,673	55,190	441,074
Growth Rate (%)	15.3%	23.1%	49.2%	37.9%	19.2%	19.9%	24.9%	24.5%	33.1%	16.9%	25.7%	18.7%	25.4%

- Total number of Korean travelers to Guam: 56,000 (2017 OCT) -> 16.9% increased vs. 2016 OCT
  Korea 2017 OTC YTD: 553,274 -> 25.4% increased vs. 2016 YTD

GUAM VISITORS BUREAU
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Korea Marketing News

2017 GVB Korea Roadshows



- Period: October 17 - 19, 2017
- Venue: Westin Chosun Busan/ Ramada Plaza Gwangju/ Novotel Ambassador Daegu
- Delegation: Total (16) - 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 / Outrigger Guam Beach Resort / Pacific Star Resort & Spa / Royal Orchid Guam Hotel / Sentry Hospitality / The Westin Resort Guam / Tumon Bay Lobster & Grill
- Participants: Busan: Approx. 100pax / Gwangju: Approx. 95pax / Daegu: Approx. 100pax

Korea Marketing News

The 97th National Sports Festival



- Period: October 20 - 26, 2017
- Venue: Chungju City, Korea
- Attendees: Kraig Camacho, GVB Community Outreach Coordinator
  Annania Nauta, Miss Guam

Korea Marketing News

Mode Tour Travel Mart 2017

- Period: November 16 - 19, 2017
- Venue: COEX, Seoul

<Guam Pavilion>

- **Delegate Participation**
  - ✓ Alupang Beach Club
  - ✓ Pacific Star Resort & Spa
- **Co-Exhibitor Booth Participation**
  - ✓ Bayview & Ocean View
  - ✓ Dusit Thani Guam Resort
  - ✓ Guam Plaza Resort & Spa
  - ✓ Hyatt Regency Guam
  - ✓ Lotte Hotel Guam
  - ✓ Net Enterprise
  - ✓ Onward Beach Resort Guam
  - ✓ Outrigger Guam Beach Resort
  - ✓ PHR
  - ✓ Pleasure Island
  - ✓ Royal Orchid Guam Hotel
  - ✓ The Westin Resort Guam



Korea Marketing News

2017 GVB Year End Appreciation Party

Date: November 29, 2017
Venue: Seoul Dragon City (TBD)
Objective: To thank for major travel agencies, airlines, local partners, and media for the successful year 2017 and to ask keeping their efforts to boost up Korean market to the Guam tourism.
Target Audience: 120pax
Agenda: Welcome Remarks
2017 GVB Korea performance review
2018 new campaign "InstaGuam" introduction & Marketing Plan
Dinner & Lucky Draw





Korea Marketing News

2017 Hana Tour International Travel Show

- Period: December 01 - 03, 2017
- Venue: BEXCO, Busan

Purpose of 2017 Busan Hanatour International Travel Show

Based on the experience of KINTEX travel show for 11 years, leading the cultural tourism industry Targeting at 30,000 visitors with 300 exhibition booths

TRAVEL SHOW IN BUSAN BEXCO DURING 2ND HALF

- **HIGHLY POPULATED REGION**
  Of the 3.5 million population of Busan Metropolitan City, 1,080,000 people live in the regions adjacent to BEXCO - Haeundae-gu, Suyeong-gu, Yeonjae-gu and Dong-grae-gu- which is 31 percent.
- **EXCELLENT ACCESSIBILITY**
  5 minutes walk from Centum City and BEXCO stations of Busan Metro Subway and accessible by bus, subway, or airport limousine from Gimhae Airport
- **NEARBY TOURIST ATTRACTIONS**
  Shinsegae Department Store, Lotte Department Store, Homeplus, etc. are located within 10 minutes walking distance with nearby tourist attractions of Busan

COMPOSITION OF THE EXHIBITION

GOVERNMENT/ PUBLIC OFFICES	HOTELS & LODGING COMPANIES	AIRLINES, OCEAN LINERS
THEME PARKS	TOURISM RELATED FIRMS	EVENTS, PERFORMANCE

North America Marketing News

IMEX AMERICA 2017

Las Vegas, Nevada
October 10-12, 2017



GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Pacific Marketing News

ITB ASIA
Singapore
October 23-28, 2017



Pacific – Upcoming Events

PATA MICRONESIA CHAPTER 3RD
TRI-ANNUAL MEMBERSHIP MEETING
PALAU
NOVEMBER 13-14, 2017



Approximately 25 PATA Micronesia Chapter members confirmed to attend.

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



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

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

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

More information can be found at www.PATA.org.

Philippines Marketing News

QCTAA FAMTOUR

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



Philippines Marketing News

Shop Guam e-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

Philippines Activities

CEB Baggage Promo- Sept 15 – Dec 15
QCTAA Famtour – Oct 28 – Nov 1
(Coop – QCTAA/GVB)
SGF Promotions – Nov 10 – Feb 28
SGF Production Tour – Nov 12 – 16
Cebu Pacific Media Tour – Nov 18-21
(Fully Funded by CEB)
PTAA Trade Tour – Nov 25-28 (Coop – CEB/GVB)
USCS Platinum Key Services
ATTA Calabarzon B2B – Nov 29

Taiwan Marketing News

2017 Taipei International Travel Fair

The 2017 Taipei International Travel Fair was held at Taipei World Trade Center from October 27 to 30. Guam had 8 booths in the USA Pavilion.

- Governor of Guam participated in the ribbon cutting ceremony and visited Guam booth.
- GVB members who participated included Guam Reef & Olive Spa Resort, Pacific Star Resort, Dusit Thani Guam Resort and Nissan Rent-a-Car.
- Guam stood out among 1,650 booths and won the brand new ITF Theme Award from the Taiwan Visitors Association, incorporating elements of onsite experience, activities, visual promotions, photo check-ins and other aspect to the ITF theme, "Have Fun in Taiwan and Go See the World."





Taiwan Marketing News

2017 ITF

- Trade Gathering was held with important market partners
- A series of airline courtesy visits were arranged
  - ✧ China Airlines:
    Chairman Nuan-Hsuan Ho
    Senior VP Steve Chang
  - ✧ EVA Air:
    Deputy Sr. VP Andrew Su
    Executive VP Douglas Li
    Deputy Jr. VP Julia Huang
  - ✧ StarLux:
    President Glenn Chai
    Chief PR Officer K.W. Nieh



GUAM

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Taiwan Marketing News

Taiwan's President Tsai Ing-Wen Visits Guam

- President Tsai arrived Guam on 11/3
- Governor of Guam welcomed President Tsai at the airport
- There was a reception held at the Latte of Freedom
- Over 30 media (9 TV media) attended and broadcasted the event



Shop Guam e-Festival

Campaign Launch / Overview
11/10/2017 – 2/28/2018

SHOP GUAM e-FESTIVAL2017

Record Breaking Co Op Offers

More than 300 special offers in 2017

- GVB HQ is launching the 6th annual Shop Guam e-Festival from Nov 10th 2017 to Feb 28th 2018.
- The 2017 Shop Guam mobile APP will feature special offers from Guam's retailer, restaurants, optional tour providers, and tourism services vendors,



Shop Guam e-Festival

TripAdvisor Global Partnership
Campaign Page & Global Digital Advertising

GVB is partnering with TripAdvsior to launch a global OTA promotion to feature the top offers from 2017 Shop Guam e-Festival and trade show packages for Shop Guam.



Shop Guam e-Festival

Social Media Production Tour
11/12/2017 – 11/17/2017

GVB will bring in 7 international talents to Guam to create social media contents and live-streaming promotion for the 2017 Shop Guam e-Festival.



360°

GVB will also produce 360 videos featuring the behind the theme production of the 2017 Shop Guam e-Festival for the global campaign promo

Shop Guam e-Festival

Global Online & Offline Promotions
From digital, social media to offline trade

GVB global team is launching a variety of online to offline marketing promotions for 2017 Shop Guam e-Festival. We also work with international travel trade and airline partners to develop Shop Guam packages to sell. There are also many mobile, OTA and offline media advertisements.

MODETOUR TRAVEL MART 2017

UNITED

cebu pacific



Google Brand Accelerator

Google

Beginning of FY2018, GVB is invited to join the Google Brand Accelerator partnership. It is a complimentary and exclusive white glove support from Google team in NYC for a select handful of new-to-Google, high-potential companies that need a direct relationship with Google to grow

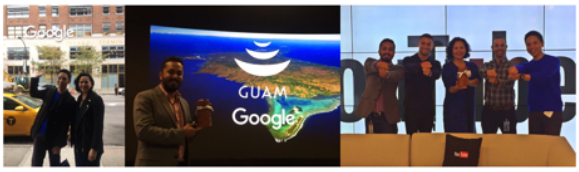
SUPPORT
- Search Ad Creation
- Display, Search, YouTube Builds
- Tracking Setup
- Campaign Optimization

ACCESS
- New Google Betas
- Competitor Insights
- Real Time Campaign Visibility

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Google Brand Accelerator

Global Strategic Planning Meeting with Google
11/6/2017 in NYC



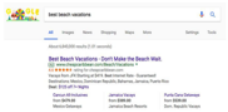
On Monday 11/6, GVB Director of Global Marketing, Pilar Laguana and Global Social Media Strategist, Jason Lin, completed a one day strategic planning meeting with Google Brand Accelerator team in NYC. Agenda included YouTube lab visit, VR demo and FY18 global digital marketing planning with GVB President & CEO, Nathan Denight, calling in from Guam.

Google Brand Accelerator

Create demand from travelers during their dreaming stage with Guam inspiration videos exposure on YouTube



Capture demand from travelers during vacation planning on Google Search





Google Brand Accelerator

InstaGuam Global Campaign Strategy
From dreaming to path of purchase

#instaGuam

Brand Exposure

Travel Activation







YouTube Video
InstaGuam exposure advertising targeting diverse demographics globally.

Display / Retargeting
InstaGuam re-marketing to high intent users based on Google user behavioral data

Keyword Search
Keyword ad based on users searching for travel to Guam or competitive destinations.

Google

DESTINATION

Guam responds to Conan O'brien

Streetlight Project

- San Vitores Streetlight Project is now complete
- All 325 streetlight have been fixed as of September 30th, but 4 streetlights are now damaged due to car accidents
- Repairs are pending insurance claims
- locations of damaged lights:
  - Westin Hill
  - across Proa
  - Sagan Kotturan Chamoru
  - across Burger King





GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN



Visit Guam 2018 campaign

[redacted]

[redacted]

GUAM

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

V. TREASURER'S REPORT

Exhibit B

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)	

November 11, 2017

- Director Shinohara reported that we are on track with respect to receiving our allotments. Another $1.8 million will be coming through very soon.
- Chairman Morinaga asked if there are any updates on our budget. President Denight stated that there has been a slight delay because Senator Rodriguez introduced a bill to allocate funds from the taxes from the sale of large properties. That said, there has been no further movement.

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

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

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

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.

- President Denight shared that this staff will be assisting with the Japanese media.

B. RUSSIA & NEW MARKETS

- Director Jackson shared that our Russia office handled a three-city road show last month and it went very well.
- Arrivals are increasing slowly as the price of oil also increases. Jeju Air is flying from Vladivostok to Seoul which makes the connection to Guam better. Hotels are seeing bookings pick up for the winter season.
- Next week while attending a mission in Seoul, Director Jackson will pay a courtesy call to the Czech Republic Embassy, as recommended by the Czech Republic Ambassador whom he met a few months ago. Additionally, the team might attend a trade show in Prague next February.

C. VISITOR SAFETY & SATISFACTION

- Chairman Morinaga asked for an update on the signs that were vandalized recently. Director Kloppenburg and President Denight mentioned that some arrests have been made. President Denight also shared that in these situations, the clean up has to happen immediately, which is what we have been doing. Chairman Morinaga asked all to keep their eyes and ears open and to share any new information with the board and authorities.

D. CULTURAL & HERITAGE

- Director Arriola shared that Destination Specialist for Chamorro Culture Dee Hernandez is currently in Alabama attending the World BBQ Competition. President Denight added that the Micronesia Chefs Assocation (MCA) has been helping us develop the Guam BBQ Block Party. The team is now participating in the BBQ segment of the competition.
- Director Arriola also mentioned that the team has been busy attending missions in Taiwan and several other areas.

E. SPORTS & EVENTS

- Director Sgro congratulated the team on a successful Koko Half Marathon. The next committee meeting is on Tuesday so she will report on the final numbers at the next board meeting. She also shared that the committee received positive feedback on the new course. President Denight mentioned that we had over two thousand participants, with two hundred of them coming from Japan. Chairman Morinaga asked if there will be any changes to the race next year. President Denight stated that the race will be moved to December next year, since there are several marathons in Japan in October. As for the name change, he said he will leave it to the committee to decide. Chairmam Morinaga asked the committee to share any further changes with the board as soon as possible. Finally, Director Sgro shared that all participants are aware of the date change as they received a Save the Date in their race packet.

F. ADMINISTRATION & GOV'T RELATIONS

TRAVEL AUTHORIZATION **Exhibits C & D**

Director Hofmann made a motion, seconded by Director Jackson, to approve travel for the remainder of FY2018 as presented.
Motion approved

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.

- Director Shinohara directed the board to Action Item #1 and asked for a status update. Chairman Morinaga said he will address this item at the next board meeting.

G. DESTINATION MANAGEMENT

- Chairman Morinaga asked for an update on the bus shelters. President Denight reported that the project is moving along quite nicely. There are three shelters that need to be completed. Currently, the team is working with bus companies to arrange a usage fee that will go towards the maintenance of the shelters. He also shared that the main advertising panel in each shelter will be devoted to the Shop Guam e-Festival over the next few months. The bus schedule and map will also be displayed in each shelter.

H. GREATER CHINA

Committee minutes dated October 6, 2017 **Exhibit E**

- Director Shinohara introduced Brenda He and Bonny Chen from our China office.

- He then reported that the team had a conversation about Taiwan and the load factors we are seeing in the marketplace. Before Eva Air pulled out, we were at 50% load factor. So without Eva Air, the assumption was that China Airlines would have a greater load factor, but that is not the case. One explanation as to why we have not seen a shift is because the pricing has increased significantly. This is something that needs to be taken into consideration as we search for new market entrance. The committee also discussed what needs to be done in China. The team will come back to the board at the next meeting with a specific ask for support.

I. JAPAN

Committee minutes dated October 17, 2017 **Exhibit F**

- Director Nault reported that we currently have 250 rooms for the MegaFam Tour but we have 300 participants and counting. We will be going back to GHRA and other hotel partners to ask for more rooms. The MegaFam schedule will be shared with all hotels, members, and other industry partners who are involved. For this project, we are focusing on social media. Chairman Morinaga added that the team is making this effort to send a positive message back to Japan that Guam is still a good place to visit. Chairman Morinaga asked the team to ensure JGTA knows this tour is not just about selling tours; it is about the message and experience.
- Director Nault reported that he would like to be able to offer Wi-Fi to all who visit Guam. President Denight shared that Docomo is expanding their Wi-Fi network.
- Finally, Director Nault stated that the team will be working vigorously on other campaigns in the coming months but more details will be shared at the next board meeting.

RESOLUTION NO: 2017-004 **Exhibit G**

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

- President Denight shared that per the Rainy Day Fund law, you can only ask for half of the balance at one time. As the actual balance is $1,669,722.76, the max we can allocate for this campaign is $834,861.38. We will use the existing Japan budget to cover the difference.

J. KOREA

Committee minutes dated October 10, 2017 **Exhibit H**

- Director Jackson reported that next week the team will be attending Mode Tour followed by the year end appreciation reception and Hana Tour in Busan. He also reported that we had a very successful road show last month and he thanked Director Kloppenburg for leading the delegation. The market continues to be extremely strong.

K. MEMBERSHIP & COMMUNITY OUTREACH

- Director Kloppenburg reported that we currently have 251 members which is lower than last year, but that can be attributed to the election.

- The team is trying to confirm Damian Cook as the guest speaker for the next membership meeting. Mr. Cook is the CEO, Founder, and Managing Director of eTourism Frontiers, a global initiative to develop online tourism in emerging markets. He will be in the region for a PATA event and we are hoping to have him stop over as he is passing through. Tentative dates for the meeting are November 20 and November 21.

GVB STAFF APPRECIATION PARTY

Director Kloppenburg made a motion, seconded by Director Jackson, to approve up to $5,000.00 for the GVB Employee Appreciation Party (funds will be taken from the membership account).
Motion approved

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.

- Director Jackson touched on Guam Homeland Security Advisor Mr. George Charfauros's presentation at the Bank of Guam Economic Forum. He spoke about Guam's missile defense system and how that works. He thinks that presentation put people at ease knowing there are so many lines of defense. Some members, especially those who are not American citizens, might not understand military capability so this presentation would be very beneficial for them. President Denight agreed and added that he has been working with the Japan Consulate and the Ministry of Foreign Affairs (MOFA) to try to get them to be more proactive. Many school groups who visit Guam have shared that they use the MOFA website to determine whether it is safe to travel here or not. Director Hofmann shared that the Mayor's Council sat through the same presentation, but he felt differently from Director Jackson. He was concerned about the effects after the attack. Chairman Morinaga suggested having Mr. Charfauros present to the board first and then determine if the presentation is suitable for members.

L. NORTH AMERICA & PACIFIC MARKETS

Committee minutes dated November 1, 2017 **Exhibit I**

M. RESEARCH

- Acting Director of Tourism Research (DoTR) Nico Fujikawa gave the board an update on the new customs forms. The team began distributing the forms last week. Next week, industry partners will receive bulk orders to last the next few months. Director Arriola asked if there are a lot of old forms to destroy. Acting DoTR Fujikawa reported that most partners only have one or two boxes of the old forms.
- Chairman Morinaga asked President Denight for more details on Global Entry and Taiwan. Director of Global Marketing (DoGM) Pilar Laguana shared that the program just launched in Taiwan last week. President Denight also shared that citizens of Taiwan can apply for Global Entry. Guam is one of the key locations in the region for interviews for the program. President Denight said he would provide more details at the next meeting.

VII. OLD BUSINESS

VIII. NEW BUSINESS

- President Denight stated that the next meeting falls on Thanksgiving. Director Arriola said that typically, the board only meets once in November and December. Chairman Morinaga cancelled the second November meeting. That said, the next board meeting will be on December 14.

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

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 – **CANCELLED**
- Thursday, December 14, 2017 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

Director Shinohara made a motion, seconded by Director Jackson, to adjourn the meeting.
Meeting adjourned at 4:55pm.
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. 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

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	$ 1,975,017.98	11%	$ 16,775,198.02	89%
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	$ 67,916.59	9%	$ 722,083.41	91%
TOTAL RECEIVABLES FY 2018	**$ 25,075,216.00**	**$ 2,170,851.21**		**$ 22,904,364.79**	
TOTAL RECEIVALBES				**$ 22,979,364.79**	

RESTRICTED

Bank of Guam - Rainy Day Fund[1]	$ 1,573,303.56
Cultural & Sports Ambassador Fund[2]	$ 191,947.65
GVB Cruise Ship Industry Development Program	$ 4,166.66
TOTAL RESTRICTED	**$ 1,765,251.21**

UNRESTRICTED

Bank of Guam - Operations	$ 12,007,167.86
First Hawaiian Bank - Membership	$ 88,146.44
Resona	$ 279,872.58
Bank of Guam - TAF	$ 600,499.13
Raymond James - CD value as of 11/30/2017[3]	$ 2,542,689.96
TOTAL UNRESTRICTED	**$ 15,518,375.97**
TOTAL CASH as of 12/11/2017	**$ 17,283,627.18**

Current Payables

Asatsu Invoices (AUG - OCT)	$ 1,224,490.69
Japan Invoices	$ 50,283.14
Guam Invoices	$ 1,050,829.19
Pass-Thru	$ 42,916.67
Encumbered Contracts	$ 5,044,484.91
Encumbered Purchase Orders	$ 117,810.34
TOTAL as of 12/11/2017	**$ 7,530,814.94**

NOTES

NOTE 1

$1,573,303.56	Rainy Day Fund
($697.00)	Rainy Day expenses Japan - reimburse Operations
$1,572,606.56	

NOTE 2

$191,947.65	Cultural and Sports Ambassador Fund
($2,500.00)	Cultural and Sports Ambassador expenses - reimburse Operations
$189,447.65	

NOTE 3

$2,542,689.96	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
($702,682.19)	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
($115,756.79)	BALANCE - Pale San Vitores Road Bus Shelter Project
($121,216.48)	BALANCE - Planning, Architectural and Engineering Services for Tumon Bay Improvement
0.00	

GCMC MEMBERS IN ATTENDANCE: Samuel Shinohara, Joann Camacho, Charlene Chen, Stephen Gatewood, Letitia Law-Byerly, Soohyun Lee, Sunardi Li, Olga Tonkikh, Neil Urbano, Sarah Zhang, Katsutoshi Kabasawa

GCMC PROXIES: Yuki Motodo (Guam Reef & Olive Spa Resort), Yoshio Oshita (Guam Reef & Olive Spa Resort), Kenji Sekine (Holiday Resort/Garden Villa)

GVB Head Office: Pilar Laguaña, Nadine Leon Guerrero, Elaine Pangelinan
GVB China Representatives: Bonny Chen and Brenda He
GVB Taiwan Representative via Skype: Madeline Su

I. CALL TO ORDER

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

III. Approval of Minutes
Motion made by Ms. Joann Camacho, seconded by Ms. Leticia Law-Byerly, to approve the GCMC minutes of October 6, 2017. Motion approved by acclamation.

IV. Greater China Market Updates

October 2017

October 1-31, 2017 **Total: 104,870 (-12.8%)**

% Market Mix	Origin	2016	2017	% to LY
1.3%	China	2,324	1,394	-40.0%
0.6%	Hong Kong	651	611	-6.1%
1.8%	Taiwan	3,497	1,901	-45.6%
32.6%	Japan	55,066	34,212	-37.9%
53.7%	Korea	47,892	56,292	17.5%
4.7%	US/Hawaii	4,736	4,927	4.0%
1.6%	Philippines	2,387	1,726	-27.7%

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

Note: October 2017 Daily Arrivals reflect Chinese Air arrivals only

Calendar Year to Date 2017

January-October 31, 2017 **Total: 1,273,349 (+0.7%)**

% Market Mix	Origin	2016	2017	% to LY
1.5%	China	23,950	19,185	-19.9%
1.0%	Hong Kong	6,529	13,165	101.6%
2.2%	Taiwan	36,005	28,405	-21.0%
41.4%	Japan	619,157	526,866	-14.9%
43.5%	Korea	440,847	553,718	25.6%
5.0%	US/Hawaii	64,536	63,317	-1.9%
1.1%	Philippines	17,017	14,522	-14.7%

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

Note: October 2017 Daily Arrivals reflect ChkSan Air arrivals only

Ms. Nadine Leon Guerrero presented the latest Mainland China, Hong Kong and Taiwan visitor arrival statistics to the committee.

a. China (Brenda He and Bonny Chen)
   i. 3 Month Forecast

China Marketing News

3 Month Airlift Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '17	Seat Data '16	% Change Seats
November	1008	1377	-26.8 %	3726	3726	0 %
December	1250	1655	-23.9 %	3608	3726	-3.2 %
January	1100	4053*	-72.8%	3726	4146	10.1 %

November

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

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

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

*2017 January Chinese New Year

December

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

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

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

January

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

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

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

Ms. Bonny Chen shared the 3-month airlift forecast. Projected decreases are 26.8% in November, 23.9% in December and 72.8% in January 2018.

ii. CYTS and Decathlon Promotion

China Marketing News

GUAM

Joint Promotion with CYTS and Decathlon

- Dates: Oct 9, 2017 - Dec 2, 2017
- The project is aiming to promote Shop Guam product by CYTS at 24 Decathlon stores in Beijing and increase awareness of Shop Guam both on social media and at event venue.
- Total reach: over 500,000 people
- Goal pax for the sales of Aoyou.com during SGEF: 300



A joint promotion with CYTS and Decathlon is scheduled for October 9 – December 2, 2017 to reach over 500,000 people. The project aims at promoting the Shop Guam e-Festival product by CYTS at 24 Decathlon stores in Beijing and increasing SGeF awareness on social media and the event venue.

iii. Dianping.com Digital Promotion

China Marketing News

GUAM

Digital Promotion with Dianping.com

- Dates: Oct 23, 2017 - Feb 28, 2018
- Dianping has become the most frequently used outbound travel and lifestyle guide in China and 30% of Chinese FIT tourists will use Dianping APP when they travel.
- Estimated overall PV of the Shop Guam promotions on Dianping 3,861,364, Estimated overall click of the Shop Guam landing page 80,602



Shop Guam Landing Page-Vendor and Offer

Dianping.com digital promotion is scheduled for October 23, 2017 – February 28, 2018. Dianping has become the most frequently used outbound travel and lifestyle guide in China and 30% of Chinese FIT travelers use this website when traveling.

iv. Shop Guam Promotion on Weibo.com

China Marketing News

GUAM

Shop Guam Promotion on Weibo.com

- Dates: Nov 6, 2017 - Dec 31, 2018
- The Shop Guam promotion on Weibo.com includes 2 parts: hash tag #AmazingShopGuam rank promotion and Shop Guam posts promotion. Four highlight posts will be pushed to accurate targets on Weibo.
- Estimated overall PV of hash tag #AmazingShopGuam: 6,000,000



The Shop Guam promotion on weibo.com is scheduled for November 6, 2017 – December 31, 2018. The promotion includes a hashtag #AmazingShopGuam rank promotion and Shop Guam posts promotion. Four highlight posts will be pushed to accurate targets on weibo. The Shop Guam e-Festival production tour will occur next week wherein media will be filming videos, livestreaming, and building content material for InstaGuam, which will commence in January 2018.

v. Guam Title Sponsorship on Xueersi National English Speaking Contest

China Marketing News

GUAM

Guam Title Sponsorship on Xueersi National English Speaking Contest

- Dates: July 2017-2018
- The preliminary contest "Xueersi English Speaking Contest & 1st Guam Cultural Festival" has ended. Now comes the Repecharge.
- ROIs:

(1) Expected PV of home page banner: 20,000 daily

(2) Expected number of registrations: 400,000

(3) Expected publicity value from the promotion: $620,000



The Guam Title Sponsorship on Xueersi National English Speaking Contest began in July 2017 and will run until July 2018. Ms. Bonny Chen shared that the finals will take place in Beijing and GVB will participate in the judging.

vi. Qulv Guam Roadshow

China Marketing News

Qulv Guam Roadshow in Zhuhai

- Dates: October 19
- More than 200 agents from Zhuhai and other cities nearby attend the roadshow.
- Guangzhou office introduced 2017 Shop Guam Festival to the agents during the roadshow





China Marketing News

Qulv Guam Roadshow in Wuhan

- Dates: October 24
- More than 400 agents from Wuhan and other cities nearby attend the roadshow.
- Guangzhou office introduced 2017 Shop Guam Festival to the agents during the roadshow





Qulv Guam Road shows took place in Zhuhai on October 19th and in Wuhan on October 24th. GVB Guangzhou office introduced the 2017 Shop Guam e-Festival to over 600 travel agents during the road shows.

vii. Guam Product Training

China Marketing News

GUAM

Guam Product Training for LY.com Sales in Suzhou

- Dates: October 24
- GVB China went to Suzhou LY.com head office to deliver the training to sales in Suzhou.
- The training focused on the introduction of Guam products and activities, and US visa training including the interview process, FAQs.
- Tina ZHU from LY.com organized the training in order to let the sales know more about Guam so they could recommend the destination to the FITs.





GVB China office conducted a Guam product training for LY.com sales in Suzhou on October 24, 2017. The training focused on the introduction of Guam products and activities, and US visa training for FAQ's and the interview process.

viii. Meeting with US Commercial (TTGM)

China Marketing News

GUAM

Meeting with US Commercial (TTGM)

- Dates: October 26
- The meeting discussed about the upcoming Zhejiang Province Road Show detailed arrangement: 14-16 Nov. going to Wenzhou, Ningbo and Shaoxing, with the format of Dialogue and Seminar. Will be two in-house trainings a day and a business lunch.
- Trade and Media FAM: 2 Media Fam (Music Themed Tours around Feb) and 4 Trade FAMs (Foil Trip, the Great Lakes)
- Planned for the end-of-year TTWG appreciation event



GVB China office met with the US Commercial (TTGM) on October 26, 2017 and discussed the upcoming Zhejiang Province Road Show details, which will take place on November 14-16 in Wenzhou, Ningbo, and Shaoxing.

ix. U.S. Consulate General Chengdu Tourism Partners Roundtable

China Marketing News

U.S. Consulate General Chengdu Tourism Partners Roundtable

- Dates: Nov 2. 2017
- The new Principal Commercial Officer Mr. Francis Peters held the roundtable event for tourism partners in Chengdu, discussing the current market situation and the help needed from commercial services.
- Guam Visitors Bureau representative expressed the short of flight services from Southwest China market, as well as inquired visa services for chartered flights and MICE groups.







GVB China office attended the U.S. Consulate General Chengdu Tourism Partners Roundtable meeting on November 2, 2017. The new Principal Commercial Officer, Mr. Francis Peters held the roundtable meeting to discuss the current market situation and help needed from commercial services. GVB China office expressed the shortage of flight services from Southwest China, interest to build prospective airlines, and inquired on visa services for chartered flights and MICE groups. Ms. Bonny Chen shared that Mr. Peters was supportive and she advised to continue meeting with the U.S. Consulate General.

b. Hong Kong
   i. Forecast

Hong Kong Marketing News

3 Month Visitor Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '17	Seat Data '16	% Change Seats
Oct	716	651	+10%	2822	2822	0%
Nov	749	668	+12%	2822	2822	0%
Dec	820	2180	-62%	2822	4442	-36.5%

Air Capacity HKG - GUM					
Oct		Nov		Dec	
Airline	United	Airline	United	Airline	United
Aircraft	Boeing 737-800	Aircraft	Boeing 737-800	Aircraft	Boeing 737-800
Seats	2822 (4 flights per week)	Seats	2822 (4 flights per week)	Seats	2822 (4 flights per week)

Ms. Elaine Pangelinan shared the 3-month visitor forecast with the committee. October and November increased by 10% and 12% respectively while December will decline by 62%. Key components to the December decrease are the cancellation of Hong Express flights and North Korea threats. Forecast is based on seat capacity and prepared by GVB's Research department.

ii. Visitor Comparison

Hong Kong Marketing News

3 Month Visitor Comparison

2017	Forecast			Actuals		
Month	Forecast Pax	Last Year	%Change	Actual Pax	Last Year	% Change
Jul	770	734	+5%	822	734	+12%
Aug	727	633	+15%	735	633	+16%
Sep	690	538	+22%	365	538	-32.2%

iii. Hong Kong Travel Industry Council

Hong Kong Marketing News

GUAM

Trade Seminar – Hong Kong Travel Industry Council

Date & Time:	Oct 17, 2017 (Tue) 2:30 – 5:00pm
Location:	Training Centre at Travel Industry Council of Hong Kong
Participant:	25 pax from non-traditional and small travel agents
Objective:	Introduced Guam and provide the updated Guam's market information
Accomplishments:	• To meet new travel trade partners who have no connection with GVB before. • No cost

香港旅遊業議會
TRAVEL INDUSTRY COUNCIL OF HONG KONG





GVB Hong Kong office attended a trade seminar hosted by the Hong Kong Travel Industry Council on October 17, 2017. GVB Hong Kong office had the opportunity to meet and engage with new travel trade partners who had no previous connection with GVB.

iv. Watabe Wedding Overseas Wedding Service Consultation Event

Hong Kong Marketing News

Watabe Wedding Overseas wedding service consultation event

Date & Time:	Oct 21, 2017 (Sat) 11:00am – 5:00pm
Location:	Crowne Plaza Hotel 28/F (Club28)
Participant:	30 couples who interested in overseas wedding
Objective:	Promote Guam as the best destination for pre-wedding, wedding and honeymoon
Accomplishments:	• A booth was set up in the event and GVBHK did the presentation. • Provide the updated information of Guam for pre-wedding, wedding and honeymoon, e.g. Chapels and romantic attractions..etc. • 10 couples who expressed interest in Guam wedding /pre-wedding package





GVB Hong Kong office attended the Watabe Wedding Overseas consultation event on October 21, 2017. GVB Hong Kong office provided updated information of Guam regarding pre-wedding, wedding, and honeymoon. 10 couples expressed interest in Guam's pre-wedding/wedding package.

v. Trade Gathering

Hong Kong Marketing News

Trade Gathering

Date & Time:	Oct 27, 2017 (Fri) 4:00 – 6:00pm
Location:	Meeting Point Restaurant, Hong Kong
Participant:	30 pax from Travel agents, Airlines and Media
Objective:	Strengthen relationship with Hong Kong trade and media partners.
Accomplishments:	• Provide the updated information of Guam travel. • Highlighted upcoming GVB events, e.g. SGeF, UGM... • Cost HK$6,500 / US$837.61 for venue booking





On October 27, 2017 GVB Hong Kong office attended a trade gathering wherein key travel agents, airlines, and media participated. The office provided updated information on Guam travel, upcoming GVB signature events and had the opportunity to strengthen our relationship with Hong Kong trade and media partners.

vi. Co-op Program: Guam video campaign by United Vacations

Hong Kong Marketing News

GUAM

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

Promotional Period:	starting from Oct 16 , 2017
Format:	A series of approx. 1-min video clips (total 50 clips) to be posted on social media platforms. 2 clips every week.
Objective:	Promote the Guam brand and spread awareness of Guam and its attractions and activities.
Promotion Channels:	• Facebook Ad (UVI, WTL, Bees.Travel) /Youtube Channel / Instagram/ Twitter • Google Display Network • Solo eDM / eDM top banner to WTL and all subsidiaries database • Web Banner in various format (UVI, WTL, Bees.Travel)
Cost:	US$7,450







United Vacations visited Guam in June of 2016 and produced 50, one-minute video clips that have been posted on social media platforms every week. The videos are currently trending and Ms. Elaine Pangelinan will share the links with committee members.

vii. Facebook Mini Game Giveaway

Hong Kong Marketing News

GVBHK Facebook Mini Game Giveaway

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







Ms. Elaine Pangelinan will provide updated information on the GVB HK Facebook mini game giveaway at the next scheduled committee meeting.

c. Taiwan

3 Month Review

Month	Forecast Pax	Actual Seats provided by GVB	Number of Passengers from Taiwan Ministry of Transportation & Communications	Total Seat Capacity from Taiwan Ministry of Transportation & Communications
August	2,093	2,300	2,625	2,844
September	1,976	2,345	2,510	2,859
October	2,093	1,901	N/A	N/A

i. 3-month Review

Ms. Madeline Su shared the above 3-month review with the committee members and added that seats for August and September were sold before North Korea threats were made.

ii. Forecast



Month	Forecast Pax	Last Year	%Change	Seat Forecast '17	Seat Data '16	% Change Seats
November	1,581	3,407	-53.6%	2,635	5,678	-53.6%
December	1,674	3,256	-48.6%	2,790	5,426	-48.6%
Month	Forecast Pax	Last Year	%Change	Seat Forecast '18	Seat Data '17	% Change Seats
January	1,674	3,777	-55.7%	2,790	5,638	-50.5%

Flights

November
Taipei
- China Airlines : 4 flights per week (B737-800,738)
- 17 flights * 155 seats = 2,635

Total 2,635

December
Taipei
- China Airlines : 4 per week = 2,635 (B737-800,738)
- 18 flights * 155 seats = 2,790

Total 2,790

January
Taipei
- China Airlines : 4 per week = 2,790 (B737-800,738)
- 18 flights * 155 seats = 2,790

Total 2,790

Ms. Madeline Su shared the 3-month forecast in which each month will see a decrease due to the cancellation of Eva Air flights to Guam. Monthly decreases will begin in November by 53.6%, December by 48.6% and January 2018 by 55.7%. Chairman Shinohara questioned why there is no customer migration between Eva Air and China Air. Ms. Su responded by stating that China Air has a significantly different price range versus what Eva Air previously offered. Ms. Su also added that travel agents have expressed hope in GVB negotiating airfare costs with China Airlines. Ms. Elaine Pangelinan added that the schedule for China Airlines is Friday, Saturday, Tuesday, and Wednesday.

iii. 2017 International Travel Fair (ITF)

Taiwan Marketing News

2017 ITF

The 2017 Taipei International Travel Fair was held at Taipei World Trade Center from October 27 to 30. Guam had 8 booths in the USA Pavilion.

- Governor of Guam participated the ribbon cutting ceremony and visited Guam booth
- Guam Booth received the ITF Theme Award



Taiwan Marketing News

2017 ITF

- Trade Gathering with important market partners
- A series of airline courtesy visits were arranged
  - China Airlines
  - EVA Air
  - StarLux





Ms. Madeline Su thanked the Governor of Guam and the Guam delegation for participating in the 2017 Taipei ITF. Guam had eight booths under the USA pavilion and received the ITF Theme Award. A series of airline courtesy visits were arranged with China Airlines, Eva Air and StarLux. Governor Calvo suggested that Tiger Air develop flights from Kaohsiung to

Guam and also recommended the option of a 3-country (Taiwan-Japan-Guam) to be explored. Ms. Su added that the Senior Vice President of China Airlines noted that they might consider including Guam in a cargo service route.

iv. Taiwan President Tsai Ing-Wen Guam Visit

Taiwan Marketing News

GUAM

Taiwan's President Tsai Ing-Wen Visits Guam

- President Tsai arrived Guam on 11/3
- Governor of Guam welcomed President Tsai at the airport
- There was a reception held at the Latte of Freedom
- Over 30 media (9 TV media) attended and broadcasted the event



Taiwan President Tsai Ing-Wen visited Guam on November 3, 2017 and over 60 pieces (print and online) of news reports have been produced to date.

v. Shop Guam e-Festival Production Tour

Taiwan Marketing News

GUAM

SGeF

- Advertisement & SGeF website to generate more exposure





Note: Video will be switched to #instaGuam

Taiwan Marketing News

SGeF Production Tour

- Taiwanese Youtuber JR will attend the Production Tour from 11/11~11/17
- 2 videos produced by JR and 4 videos produced by GVB HQ
- At least 20 posts on JR and GVB Taiwan's FB fanpage/IG
- Storm Media & FB advertisement for more exposure



Ms. Su shared that there is a current Shop Guam e-Festival co-op with China Airlines and travel agents to promote the 2017 SGeF campaign. Taiwanese Youtuber JR will attend the upcoming SGeF production tour on November 11-17, 2017. JR will produce two videos to share on his YouTube channel while GVB HQ will produce four.



Contents

01 China market overview

02 Guam Positioning

03 FY2018 Strategy and Budget

04 New ideas to reboot the market

China market overview

No.1 Source Market

No.1 Spenders

F.I.T became mainstream

Digital Boom

Digital Boom in China

Internet is the most popular way to source information and shopping.

No.1 Users on Internet : 721 millions (in 2016)

E-commerce is increasingly rapidly.

Total turnover in 2016 : 30 trillions USD

Alibaba became world No. 1 E-commerce platform

And 70% internet users prefer E-payment (Alipay and WeChat pay).

Social media shape the public opinion.

More than 90% internet users with social account

WeChat: 900 millions registered users, MAU 806 millions

Weibo: MAU 297 millions, every month, 10+ topics have 1 billions reading times

Guam Positioning

Huge potential

But

Challenges



Challenges for Guam

Shortage of airlift capacity

Uncertainty of U.S. Visa Issuance

Fierce competition from other islands

Fierce competition from other islands

Most competitor island destinations have easier access : visa-waiver, visa-upon-arrival or preferential visa policy for Chinese tourists.

Our main competitors Saipan, Hawaii are increasing their efforts every year and fighting for more market share

Saipan

More and More charter travel agents more prefer Saipan (no visa or North Korea threat)

Regular charters (weekly)

Beijing, 3 flights ,Shanghai, 4 flights

Tianjin, 3 flights, Nanjing, 3 flights

Other Islands

Traditional islands

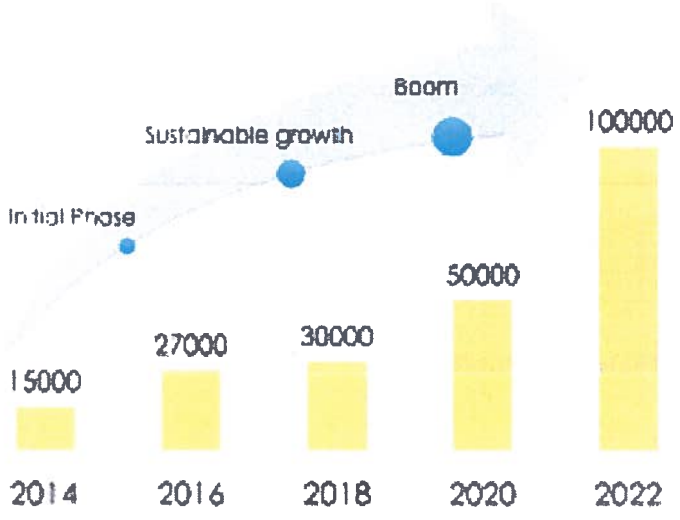
Maldives, Mauritius: Decrease of visitors number

Bali: Continued increase

New comers: Fiji, Seychelles

Ms. Bonny Chen presented the FY18 China Market Budget Plan to the committee. There is a great potential for Guam however there are many challenges such as the shortage of airlift capacity, uncertainty of U.S. visa issuance and a fierce competition from other islands. Most competitor islands have easier access for Chinese tourists such as a visa-waiver, visa-upon-arrival or preferential visa policy.

Where are we?



✓China market fuels the future of Guam travel industry, with its huge potential within the large customer base , World's biggest spenders on international trips.

✓Guam is currently at **the initial phase** to enter China market, we have to sustain or increase investment, in order to achieve a sustainable growth

China market fuels the future of Guam's travel industry with its huge potential within the large customer base, the world's biggest spenders on international trips. Guam is currently at the initial phase to enter China market. In order to achieve sustainable growth, we must sustain or increase investment.



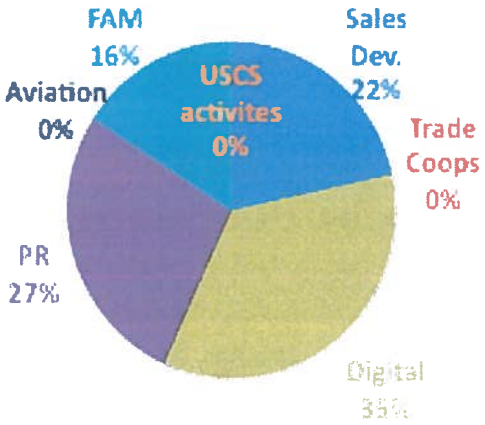


Ms. Chen shared that the 2018 objectives to sustainable growth include to increase airlift capacity and raise load factor, strengthen Guam's uniqueness and visibility with precision

marketing campaigns, assist GVB stakeholders to develop the China market, and to increase leads and win of incentive groups to Guam.

2018 Budget Allocation

Promotional Budget allocation : $700,000

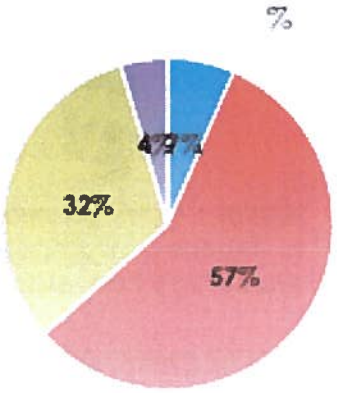


But...

- No fund for Airlift development (charters, attract airlines or support UA agents)
- No fund for trade coops with Travel Agents (to encourage sales, target U.S. visa holder)
- No fund for U.S.C.S. Activities

Additional Budget Request

Additional fund for China market: USD 1,755,200



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

$1,755,200.00

Ms. Bonny Chen shared the FY18 promotional budget allocation is $700,000.00 however there is no fund for airlift development (charters, attract airlines or support UA agents), trade co-ops with travel agents, or USCS activities. Additional budget request for China market is $1,755,200.00 to be spent on charters, regular flights, trade co-ops and the visa rebate program. As a note, the FY2017 budget was $2 million. Chairman Shinohara advised to develop a better scope per item. Ms. Nadine Leon Guerrero shared that it has been done and each item has specific goals with arrival numbers.

Focus for FY2018

Branding Messages

- ✓ Distance: 2-hour time difference, 5-hour direct flight
- ✓ Natural beauty and beaches
- ✓ Diversity of local experiences
- ✓ Duty free for shopping
- ✓ Abundant wedding recourse
- ✓ Suitable destination for family
- ✓ Guam's unique Chamorro culture
- ✓ Ten year U.S. VISA

Marketing Focus

- ✓ Develop China-Guam direct airlift
- ✓ Enhancement of image, Build up Guam brand towards different segments: F.I.T., couples, families, shopping lovers, ect.
- ✓ Target Ten year U.S. VISA holders
- ✓ Involve local suppliers to promote local experiences
- ✓ Attraction of repeat visitors

Guam Success Metrics

The growth of China market focusing on

Right positioning in China

- •Nearest US destination to China
- •Shopping paradise
- •Family-friendly
- •Safe and clean
- •Wedding&honeymoon paradise

Target the right Segments

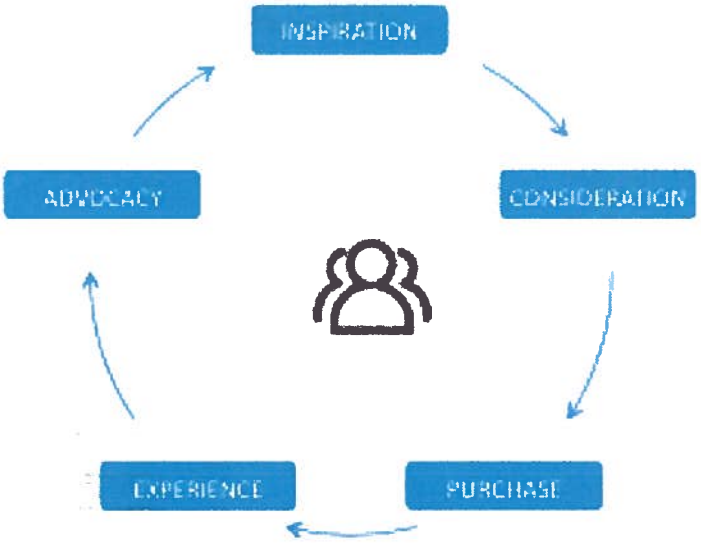
- Families
- Couples
- Friends

Digital + Omni-channel promotions to enhance awareness and encourage conversion

- •Social media and KOL
- •Coops with UGC and POI platform
- •Coops with OTA and E-commercial platform
- •TV and live streaming broadcasting

Ms. Chen shared that the FY18 marketing focus is to develop China-Guam direct airlift, enhance Guam's brand image towards different segments (F.I.T., couples, families, shopping lovers, etc.), target ten year U.S. visa holders, involve local supplies to promote local experiences, and to attract repeat visitors. To grow the China market we will focus on the right positioning, target the proper segments, and digital + Omni-channel promotions to enhance awareness and encourage conversion.

360° Digital Marketing



GVB owned digital Channels

GVB Official Website in Chinese
GVB official accounts on Weibo & Wechat
GVB official accounts on info platforms, like Zhihu, Toutiao,
GVB official accounts on Video platforms, Youku and Tencent

GVB Partner digital Channels

New ideas to reboot the market



Contents marketing

TTG BT. mice 企业旅游报 CHINA

MICE: Trade show& Ads



Attract new flights

New ideas to reboot the market



Host birthday party & concert for member of TF boys



Organize fan meetings for Chinese singers/ actors on Guam



Sponsor influential variety show / Reality show to film on Guam

Ms. Chen shared some new ideas to reboot the China market, which includes contents marketing, MICE: trade show and ads, attract new flights, host a birthday party and concert for members of TF boys, organize fan meetings for Chinese signers/actors on Guam and sponsor influential variety show/reality show to film on Guam.



Proposed dates for the next China Sales Mission is March 26-30, 2017 immediately following Chinese New Year holiday. Vice-Chairwoman Camacho shared that these dates may conflict with Easter Sunday on April 1, 2018. Finalized dates will be shared later.

V. Announcements

a. The next Greater China Committee Meeting is scheduled for Thursday, December 7, 2017 at 1:30PM at GVB's main conference room.

VI. Adjournment

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

Prepared by: _____
Breeana C. Carrido, Marketing Coordinator

Reviewed by: _____
Nadine Leon Guerrero, Marketing Manager – Mainland China

Reviewed by: _____
Elaine Pangelinan, Marketing Manager – Hong Kong & Taiwan

Approved by: _____
Pilar Laguaña, Director of Global Marketing

EXHIBIT

JAPAN MARKETING COMMITTEE MEETING - Tuesday, November 14, 2017

JMC MEMBERS PRESENT: Bill Nault, Satoru Murata, Mike Lee, Kiyoshi Kawano, Bunichi Yamashita, George Johnson, Toshio Akigami, Norio Nakajima

OFF-ISLAND: Tak Takano

OBSERVERS/GUESTS PRESENT:

Kenji Sekine, Yoshihisa Otani, Kazu Atsuta, Eilis Baldevia, Ayisha McKinnon, Masayo Ibay, Shizuyo Okabe, Miwa Bravo, Yoshinori Oshita, Mari Oshima, Kimi Passeur, Akiko Futakami, Katsuhiko Yoshida, Mai Perez, Akihiro Tani, Dave Duenas, Yuki Motoda

ABSENT: Yusuke Imazu, Mitsunori Takahashi, Suzanne Perez, Simon Odoca, Kazunori Hotta, Mark Anderson, Koji Nagano, Yoshiaki Kanemitsu, Bonnie Alig, Sachiyo Tanimoto

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

ADK: Koichi Hoshino, Yuki Okutsu

SKYPE: Hiroshi Kaneko

CALL TO ORDER

The meeting was called to order at 1:34 PM.

APPROVAL OF MINUTES

Motion made by Mr. Akigami and seconded by Mr. Murata to approve the minutes of October 17, 2017. Minutes approved.

REPORT OF CHAIRMAN

GVB is diligently working on the recovery plan from the North Korea issues. Chairman Nault announced Guam Mega FAM Tour will be held on November 30 - December 3, 2017. He encouraged each tour companies and all business partners engaging in Japan Market to participate and help support the Mega FAM Tour to be successful. Negotiation was made with the airlines in regards to the Mega FAM Tour. UNITED and other airlines would be delighted to serve and cooperate with GVB's success. He pointed out that this Mega FAM Tour will make anyone recognize that Guam is safe and deliver positive image to the public. Also, during the last meeting WIFI was discussed and would like to discuss more. Chairman Nault reported that a sub-committee was formed regarding the Treasure Hunt Campaign and would like to put back under Old Business.

REPORT OF MANAGEMENT

Mr. Kaneko reported on the following:

- Tourism Research: Arrivals Report
- Three Month Forecast
- Charter Flight Update
- Charter Flight Summary
- Total Air Seat Capacity
- Air Service Development
- Japan Market Update

- Kanto Sales
- 50th Anniversary Mega FAM
- Guam Mega Fam Tour Update
- Hokkaido/Tohoku
- Chubu/Hokuriku/Koshinetsu
- Osaka
- Kyushu
- PR & Marketing – Latest Exposures
- PR & Marketing – Travel Journal Exposure at a glance
- PR & Marketing – Monthly MICE Exposure at a glance
- PR & Marketing – Upcoming Exposures
- Homepage & SNS

REPORT OF CEO
Report by Mr. Denight:

- GVB Google Visit Nov. 6th 2017
- Tourists' time spend on various websites during their journey
- Japanese Market
- Japanese Travel Trends:
  - March Spring Vacation Research Starts in January
- GVB Exit Survey March 2017
  - Key Highlighted Segments
  - Japanese Outbound Travelers
- What are Japanese Travelers are Searching for when Vacation Planning
- Normal Timeline to Plan Travel
- YouTube TrueView
- Online videos are seen in YouTube in Japan
- Prioritize Mobile to Reach Japanese Tourists
- Promote #instaGuam through YouTube and GDN
- An Overview of the Google Display Network
- YouTube MastHead
- Capture Bottom Funnel Demand When Travelers are Researching Trips on Google
- What is Brand Lift?

REPORT OF ADK
Report by Mr. Hoshino of ADK:

- FY18 Communication Plan
- AD Recovery Campaign
  - Guam – Japan Inauguration 50th Anniversary
- AD/PR Promotions
  - Mega FAM Tour
  - FY18 SHOP GUAM e-Festival 2017
  - Shop Guam Production Tour – Talent
- PR: Past _ Oct.
- PR: Upcoming _ Dec.
- PR: Upcoming _ Dec. – Jan.
- 2018 InstaGuam: Jan. – Sept. 2018
  - Instagrammers on Guam on Monthly Basis
  - FY18 InstaGuam Campaign
  - InstaGuam + AKB48



November 2017

November 1-5, 2017 **Total: 20,472 (+4.1%)**

% Market Mix	Origin	2016	2017	% to LY
39.1%	Japan	9,452	8,001	-15.4%
48.6%	Korea	7,455	9,952	33.5%
0.7%	China	291	137	-52.9%
0.5%	Hong Kong	76	99	30.3%
1.9%	Taiwan	643	385	-40.1%
4.6%	US/Hawaii	796	945	18.7%
1.9%	Philippines	332	392	18.1%

Fiscal Year to Date 2018

October-November 5, 2017 **Total: 133,998 (-5.8%)**

% Market Mix	Origin	2017	2018	% to LY
31.7%	Japan	65,888	42,490	-34.7%
49.4%	Korea	55,574	66,244	19.2%
1.1%	China	2,646	1,532	-42.1%
0.5%	Hong Kong	727	710	-2.3%
1.7%	Taiwan	4,142	2,286	-44.8%
4.7%	US/Hawaii	6,718	6,263	-6.8%
1.6%	Philippines	2,738	2,124	-22.4%

Calendar Year to Date 2017

January-November 5, 2017 **Total: 1,302,477 (+1.2%)**

% Market Mix	Origin	2016	2017	% to LY
41.1%	Japan	629,179	535,244	-14.9%
43.3%	Korea	448,529	563,670	25.7%
1.5%	China	24,272	19,323	-20.4%
1.0%	Hong Kong	6,605	13,264	100.8%
2.2%	Taiwan	36,650	28,835	-21.3%
5.0%	US/Hawaii	66,518	64,653	-2.8%
1.1%	Philippines	17,395	14,920	-14.2%

3 Month Forecast

(as of 14Nov 2017)

Month	Forecast	LY Arrival	% Arrival	2017 Seats	2018 Seats	% Capacity
November	48,000	59,918	-19.89%	63,586	74,649	-14.82%
December	44,000	66,046	-33.38%	64,140	81,293	-21.10%
January	38,000	57,037	-36.88%	69,387	73,831	-6.02%

(Data Source : Dão Hi, JGTA and other HI)

Charter Flight Update

(as of 14Nov 2017)

Charter Capacity comparison vs. 2016

Capacity in 2017 33,468 seats (+ 163%)
196 flights (+96 flights)
Capacity in 2016 20,515 seats
100 flights



Data Source : Market Information

Charter Flight Summary

(as of 14Nov.2017)

Monthly Summary
No.1 August (36%)
No.2 March (30%)
No.3 July (19%)

Month	Capacity	Frequency
Jan.2017	171	1
Mar.2017	18,468	43
Apr.2017	633	5
May.2017	2,151	16
Jul.2017	4,634	26
Aug.2017	12,048	78
Sep.2017	0	0
Nov.2017	2,481	16
Jan.2018	148	1
Total	33,810	197

Airline Summary
No.1 T'way (36%)
No.2 Uzbekistan (21%)
No.3 United (21%)

Airline	Capacity	Frequency
China Airlines	2,118	8
Japan Airlines	474	2
Jin Air	324	1
Korean Air	1,542	7
T'way	11,844	63
United	7,104	46
Uzbekistan	6,472	64
XIAMEN	330	2
Total	33,810	193

Port Summary
No.1 Narita (51%)
No.2 Nagoya (35%)
No.3 Kansai (11%)

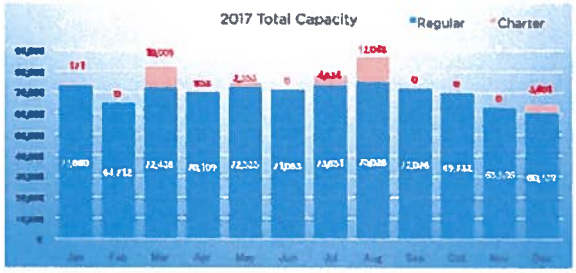
City	Capacity	Frequency
Fukuoka	288	1
Hiroshima	318	2
Kansai	3,744	23
Komatsu	138	1
Nagoya	11,628	76
Narita	18,378	89
Takamatsu	138	1
Nagoya	138	1
Total	CONFIDENTIAL AND SUBJECT TO CHANGE	197

Total Air Seat Capacity

(as of 14Nov.2017)

Total Capacity Forecast in 2017 (Jan - Dec.17)

Total capacity 872,783 seats (4,540 flights) (-12.3% vs. LY)
Scheduled Flight 839,315 (96%)
Charter flight 33,468 (4%)



CONFIDENTIAL AND SUBJECT TO CHANGE

Data Source : Dio M & other MI

Air Service Development

(as of 14Nov.2017)

T'way : T'way

- Aggressive charter operation during January to early April 2018
- Narita departure January to April
- Nagoya departure March to April
- Kansai departure March to April
- Total more than 170 flights

Korean Air : KOREAN AIR

Korean Air provides 6 regional cities with 29 operation to Guam via Incheon a week

- Sapporo, daily
- Niigata, 4 times (Mon, Tue, Thu and Sat)
- Komatsu, 3 times (Wed, Fri, Sun)
- Aomori, 5 times (Tue, Wed, Thu, Sat, Sun)
- Okayama, daily
- Kagoshima, 3 times (Wed, Fri, Sun)



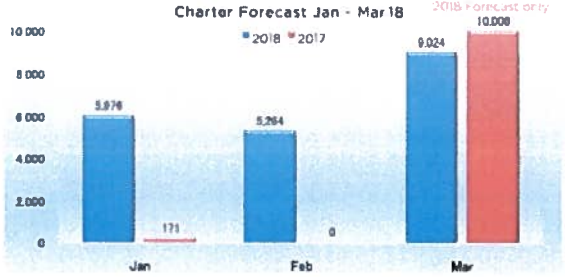
CONFIDENTIAL AND SUBJECT TO CHANGE

Japan Market Update

(as of 14Nov.2017)

Charter Forecast (Jan - Mar.18)

Total capacity about 20,200 seats (about 100 flights)
Comparison vs. 2017 +200% (+10,000 seats)
Port NRT, NGO, KIX



CONFIDENTIAL AND SUBJECT TO CHANGE

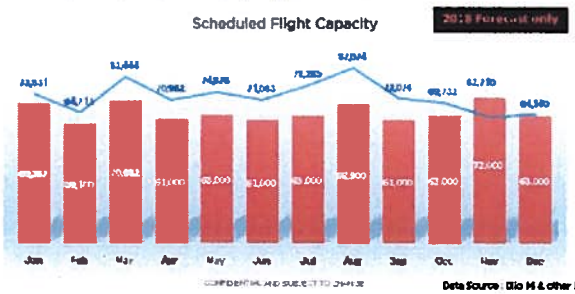
Data Source : Dio M & other MI

Japan Market Update

(as of 14Nov.2017)

Capacity Forecast in 2018

Total capacity about 771,000seats (about 3,900 flights)
Scheduled Flight 740,000 (95%)
Charter flight 31,000 (5%)
Comparison vs. 2017 -10% (-94,000 seats) Pull out DL NRT and UA CTS



CONFIDENTIAL AND SUBJECT TO CHANGE

Data Source : Dio M & other MI

Japan Market Update

(as of 14Nov.2017)

Guam Charter Package : Sales update

Total 17 Charter flights will operate during year-end & new year holiday period

Departure port	Airline	Destination	Departure Date	Package price	Sales Status
Hiroshima (HIJ)	China Airlines	Guam	29Dec 17	¥ 199,000 ~	96%
Takamatsu (TAK)	China Airlines	Guam	30Dec 17	¥ 264,000 ~	90%
Narita (NRT)	China Airlines	Guam	29-30Dec 17	¥163,900 ~	97%
Kansai (KIX)	China Airlines	Guam	29Dec 17	¥ 211,000 ~	98%
Nagoya (NGO)	Korean Air	Guam	29Dec 17	¥154,900 ~	96%
Narita (NRT)	T'way	Guam	29-30Dec 17	¥ 186,000 ~	96%
Kansai (KIX)	T'way	Guam	31Dec 17	¥ 163,800 ~	98%
Fukuoka (FUK)	Jin Air	Guam	30Dec 17	¥ 219,000 ~	97%
Nagoya (NGO)	Uzbekistan	Guam	29Dec,17 - 01Jan 18	¥ 169,800 ~	90%
Nagoya (NGO)	Jeju Air	Guam	29-30Dec 18	¥ 129,800 ~	96%

Capacity Summary by port :
- Narita 990, Nagoya 1,200, Kansai, 493, Fukuoka 390, Niigata, 158, Hiroshima 158, Takamatsu 158
- Total 3,549 seats (17 flights) LY 3,692 seats (17 flights)

CONFIDENTIAL AND SUBJECT TO CHANGE

Japan Market Update

(as of 14Nov 2017)

Guam Package Price Survey : Jan - Mar18

GUAM Package Price			
Airline	UA/JL/TW (Direct flight only)		
Hotel	Standard or Superior level		
Duration	3 nights 4 days		
Transportation	including from/to airport		
Tour	Free plan and Breakfast not included		
Departure Period	Jan 4-31	Feb 1-28	Mar 1-31
Departure port	Narita		
Price	Lowest ¥72,700	Lowest ¥81,700	Lowest ¥81,700
Departure port	Chubu		
Price	Lowest ¥81,700	Lowest ¥105,700	Lowest ¥105,700
Departure port	Hanedi		
Price	Lowest ¥68,400	Lowest ¥74,400	Lowest ¥74,400
Departure port	Sapporo (transportation not included)		
Price	Lowest ¥122,800	Lowest —	Lowest —
Departure port	Sendai (transportation not included)		
Price	Lowest ¥88,000	Lowest ¥94,800	Lowest ¥88,800
Departure port	Fukuoka (transportation not included)		
Price	Lowest ¥78,800	Lowest ¥78,800	Lowest ¥87,200

Data Source : TRAVELKO

Kanto Sales

(as of 14Nov 2017)

TOBU Top 50th Anniversary product

- Travel month : November - January
- Price : ¥ 42,700 -
- Carrier : United
- Target : 300 pax
- Web products
- Meal coupon supported by GVB





Kanto Sales

(as of 14Nov 2017)

KNT 50th Anniversary product:

- Travel month : November - December
- Price : ¥ 37,700 -
- Carrier : united/JAL/Delta
- Target : 500 pax
- Web products
- Dinner coupon supported by GVB



GUAM 50 50th Anniversary



Kanto Sales

(as of 14Nov 2017)

Rakuten 50th Anniversary product

- Travel month : October - January
- Price : ¥ 42,700 -
- Carrier : United
- Target : 1,600 pax
- Web products and Mail magazine approach
- Carrier : United, Delta and JAL
- Rakuten coupon supported by GVB

GUAM 50 50th Anniversary



Kanto Sales

(as of 14Nov 2017)

JTB 50th Anniversary product

- Travel month : December - March
- Price : ¥ 99,800 -
- Carrier : T'way
- Target : 1,500 pax
- Room credit ($100) supported by GVB



T'way Charter Product

- Narita departure : January to April
- Nagoya departure : March to April
- Kansai departure : March to April
- Total : more than 170 flights
- Price : ¥ 69,800 - (ex Narita)



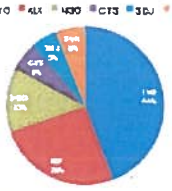
50th Anniversary Mega FAM

(as of 14Nov 2017)

Guam Mega FAM Tour Update :

- Dates: November 30 - December 3, 2017
- Participants : frontline agent's staff, online agent and Japan media
- Welcome dinner, Tradeshow, Optional tours etc.
- Partner airlines : United and T'way
- Number : 340 business partners including Media (as of 10Nov)

Tokyo : 150
Kansai : 87
Nagoya : 45
Sapporo : 20
Sendai : 18
Fukuoka : 20
Total : 340



Japan Marketing News

Guam Mega Fam Tour Update

- Overall Schedule
  - Nov 30 Arrive in Guam
  - Dec 01 Guam Trade Show & Welcome Dinner
    - 9:30am – 1:30pm Guam Trade Show @ Dusit Thani Resort Guam
    - 5:30pm – 9:30pm Welcome Dinner @ Plaza de España
  - Dec 02 Open for tours and meetings
  - Dec 03 Return to Japan
- Hotel requests completed through GHRA
  - Total of 250 rooms offered; will need more rooms
- Air seats blockage completed
- Trade Show
  - Finalizing details and will send update to all registrants
  - Registration closed on November 8
- Will schedule meeting with JGTA to arrange on-the-ground accommodations (hotel and transportation)

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中部地方 Chubu/Hokuriku/Koshinetsu

(as of 14 Nov. 2017)

Seminar in Chubu & Hokuriku & Koshinetsu

- Niigata : GVB Seminar on October 19th
  30 travel agent staffs + 8 Guam vendors attended
- Niigata : HIS In house Seminar on October 19th
  6 HIS staffs + 1 Guam vendor attended
- Kanazawa : GVB Seminar on October 24th
  13 travel agent staffs + 7 Guam vendors attended
- Toyama : GVB Seminar on October 25th
  10 travel agent staffs + 7 Guam vendors attended
- Nagoya : School Trip Seminar organized by U.S. Consulate in Osaka-Kobe on December 1st



GuamCampaign at JTB Kanazawa

Market update

- Market is still slow
- But new bookings are steadily increasing
- Also some of groups are coming from Hokuriku area on November to December
- Continue to work with travel agents closely
- Guam campaign at JTB Kanazawa from October 2017 to March 2018



GVB Seminar in Niigata

CONFIDENTIAL AND SUBJECT TO CHANGE

九州地方 Kyushu

(as of 14 Nov. 2017)

October 21 (Sat)

- Joint Guam promotion at shopping center in Kumamoto with NTA and UA
- Free promotion thanks to NTA
- Great opportunity to delete bad image and make consumers feel that they want to go to Guam





CONFIDENTIAL AND SUBJECT TO CHANGE

北海道・東北地方 Hokkaido/Tohoku

(as of 14 Nov. 2017)

Seminar in Hokkaido & Tohoku

- Sapporo November 14th
  AM : Guam & Hawaii School Trip Seminar organized by GVB, United Airlines, Hawaii Tourism Authority and Hawaiian Airlines supported by U.S. Consulate in Sapporo and Hokkaido Government Office
  PM : School Trip Seminar organized by Hokkaido Government Office.

Market update

- Market is still slow
- But new bookings are steadily increasing including group tours
- Hawaiian Airlines already made announcement that they are going to change new aircraft which has luxury seat called "Premium Cabin" from on February 2, 2018. It's right after UA's suspension. Market will be focus more Hawaii, so continue to work with travel agents more closely



HIS Hawaii Campaign from Sapporo

CONFIDENTIAL AND SUBJECT TO CHANGE

関西地方 Osaka

(as of 14 Nov. 2017)

- Although most schools have already cancelled their trip to Guam, only a few schools decided to come to Guam.







- GVB Osaka is going to participate school trip seminar in Osaka held by the U.S. Consulate on December 5 and another school trip seminar in Osaka held by JATA Kansai on December 13. Will try to bring schools back as many as possible

CONFIDENTIAL AND SUBJECT TO CHANGE

関西地方 Kyushu

(as of 14 Nov. 2017)

JTB Kyushu's cancellation due to NK issue

1						
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Singapore is tend to choose as an alternative dest nation because
(1) JTB has focus on the sales of Singapore this year due to the contract with Singapore Tourism Board
(2) easier for JTB to secure air seat compare with Guam
(3) JTB can expect more sales profit compared with Guam

CONFIDENTIAL AND SUBJECT TO CHANGE

PR & Marketing -Latest Exposures

(as of 14Nov.2017)

Magazine - Chamorro Culture

Name of the media: Hula Heaven!
Published by: Fourseasons Press
Published date: October 13, 2017
Circulation: 60,000
Cost to GVB: 600,000 yen
(PR Tie-in via ADK)

<Summary>
Post report on Guam Chamorro Dance Academy's stage show at Tourism EXPO Japan, held at Tokyo Big Sight.
Introducing types of Costumes.



PR & Marketing -Latest Exposures

(as of 14Nov.2017)

Magazine - Travel Industry

Name of the media: Monthly MICE
Published by: MICE Japan Inc.
Published date: November 7, 2017
Circulation: 20,000
Cost to GVB: HAST Travel Fee
AD Value: 1,800,000 yen

<Summary>
* MICE in Tropical Island of Guam. A destination with safe, High-quality, and best facilities.
*Introductions of MICE venues such as Dusit Thani, PIC, Hyatt, Sheraton, Westin, Leopalace, Outrigger, Sandcastle, Guam Museum, Two Lovers Point, Valley of the Latte
*Interview summary of GVB President & CEO.
*HAST Trade Show and BBQ Block Party post report



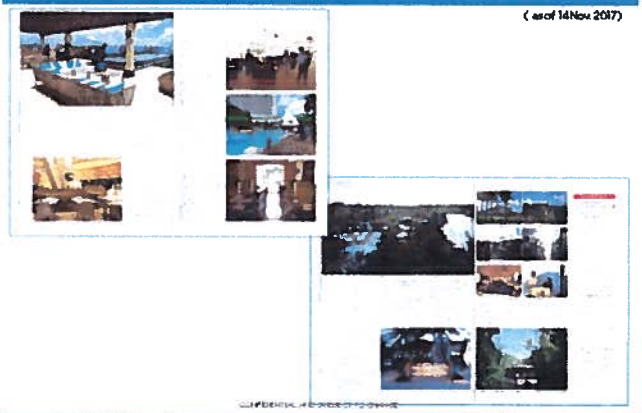
PR & Marketing -Monthly MICE Exposure at a glance

(as of 14Nov.2017)



PR & Marketing -Monthly MICE Exposure at a glance

(as of 14Nov.2017)



PR & Marketing -Latest Exposures

(as of 14Nov.2017)

TV - General Public

Name of the Media: Nidome no Tabi Guam (2nd Trip to Guam)
Broadcast by : NHK BS Premium (Nationwide)
On Air Date: November 7, 2017, 10PM-10:59PM (re-run on following Tuesday at 8AM)
Program URL: http://www4.nhk.or.jp/2ndvisit/
TWITTER: https://twitter.com/nhk_2ndvisit (3,142 followers)
Cost to GVB: None, but GVB's credit will appear for providing information.

<Summary>
*Introducing Local & Hideaway spots, gourmet, and latest marine activity on Guam that a traveler can enjoy within 50,000 yen budget.



PR & Marketing -Latest Exposures

(as of 14Nov.2017)

Radio - Hokkaido Market

Name of the station: FM North Wave
Date & Time of OA: November 11, 2017, from 3PM to 3:15PM
Broadcast to: 4.5 million listeners, 2.2 million households
Cost to GVB: 300,000 yen including 1 Travel Fair in Sapporo, 1 School Trip Seminar in Sapporo, and 4 radio exposures

Topic: Information on Guam-Japan 50th Anniversary Campaign and 50th Anniversary Special Tours by travel agents and Christmas season on Guam.
*Script made by GVB Japan, telephone recording by GVB Japan

PR & Marketing -Upcoming exposures

(as of 14 Nov. 2017)



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



2) Magazine: Tento-Mushi/Express
Publisher: Credit Saison Credit Card
Circulation: 400,000 (12 pages in 4 color)
Theme: Local & hideaway spots on Guam (TBC)
Distribution: January 20, 2018 as Feb. issue
GVB/J tie-in exposure



3) Nationwide Cable TV: Shima Run (Island Run)
Station: GAORA Cable TV Network
Theme: Ex-Giants Miyamoto will run around the island to explore sightseeing/instagram places! UGM information.
When: Three times plus re-runs starting from early 2018, dates TBC
GVB/J tie-in exposure

Homepage & SNS

(as of 14 Nov. 2017)

GVB Website
October 2017
User Total: 48,675 (16,371 down)
Page View Total: 182,727 (27,5 down)

TOPS pages
1: Immigration To Guam
2: Duration
3: Weekly Guam
4: Guam visitors numbers
5: Important notice
(Guam Exchanging)

NEW pages
For travel agents
• Brochure support campaign
• Group support campaign
• charter flight support campaign

GVB SNS Fans
Facebook Total : 17,294 (17 down)
Twitter Total : 4,022 (35 up)
Instagram Total : 9,063 (427 up)

GVB Facebook TOP3 posts

1: Koko Kidemovie

OCT 28
Unique User: 11,013

2: Insta spot: Reef Hotel

OCT 6
Unique User: 10,657

3: Restaurant: Kamibros

OCT 3
Unique User: 10,402

Twitter HOT word



GUAM

JMC Meeting – Nov.

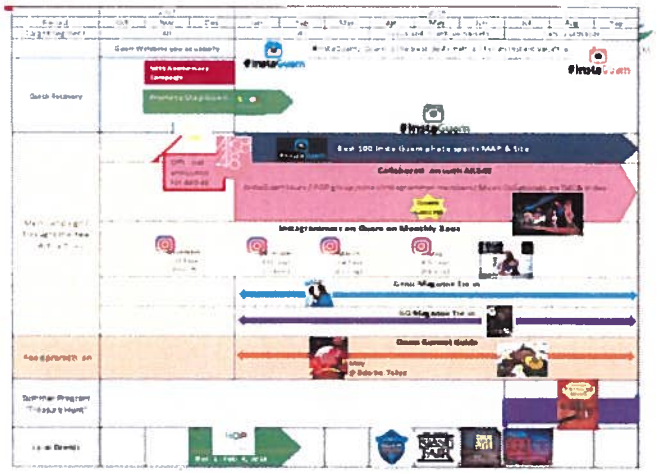
FY 18 Plan for Japan Market

GUAM

FY18 Communication Plan

Nov. 14, 2017
ASATSU-DK INC.

ADK



ADK

GUAM

Current Status

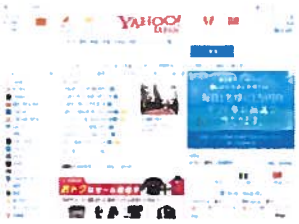
ADK

AD: Recovery Campaign
- Guam – Japan Inauguration 50th Anniversary

Yahoo Brand Panel Banner (PC)

50,000,000 imp and 75,000 clicks

Ad type	Brand Panel Banner
Ad placement	Yahoo! JAPAN Top page
Device	PC & Tablet
Target	Nationwide
Period	4 weeks 11/6-12/5



ADK

AD: Recovery Campaign
- Guam – Japan Inauguration 50th Anniversary

Yahoo Brand Panel Banner (SP & Tablet)

33,000,000 imp and 133,000 clicks

Ad type	Smart Phone Brand Panel Banner
Ad placement	Yahoo! JAPAN Top page
Device	SP
Target	Nationwide
Period	4 weeks 11/6-12/5



ADK

AD: Recovery Campaign
- 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)



ADK

AD: Recovery Campaign
- Guam – Japan Inauguration 50th Anniversary

Landing Page



50 Years of Japan – Guam Tourism

Just for 3 days (Nov. 6 – 8)

Number of site access:
45,349

Access to TA sites : 1,285
- HIS Tokyo : 179
- HIS Nagoya : 109
- KNT Tokyo : 94
- KNT Nagoya : 91
- JTB Tokyo : 134
- JTB Nagoya : 90
- JAL Pak : 245
- Tobu Tours : 93
- NTA : 42
- Rakuten : 171

ADK

PR/ Promotion:
Guam – Japan Inauguration 50th Anniversary

Post your own memorial photos with #グアム50周年,
You will win JCB gift card by lottery
Nov. 6 – Nov. 9: Instagram: 360, Twitter : 76, Facebook: 24



ADK

PR/ Promotion:
- Mega FAM Tour



Expected total media value: US$2,000,000
As of Nov. 10, 2018

	Media	No.	Pax
By Media	TV	4	32
	NP	9	15
	MG	15	23
	Radio	2	6
	Web	7	18
	Instagramer	1	62
	G. Total	38	154

ADK

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

Rakuten



ADK

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

Example of Banner AD


Facebook banner
Period: Nov 6th ~Jan. 31st


4travel banner
Period: Nov 10th Feb 28th



Rakuten banner
Period: Nov 1st ~ Feb 28th


Expedia banner
Period: Nov 6th ~Jan. 31st

ADK

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

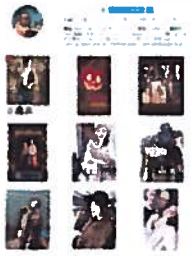
Device	Media	Menu	Ad Type	Period	Period	Volume	Unit	Est. Click
SP	4travel	Micronesia Section Redirange Banner	Banner	4 months	11/10-2/28	3,165,071	imp	3,165
SP	Expedia	Expedia Hotels.com Air Awago	Banner	2 months	11/1-12/31	290,818	imp	128
PC&SP	Rakuten	Guam Area Section Page Banner	Banner	4 months	11/1-2/28	100,000	imp	NA
PC&SP	Rakuten	Booking confirmation page	Banner	4 months	11/1-2/28	10,000	imp	NA
PC&SP	Rakuten	Booking confirmation e-mail	Banner	4 months	11/1-2/28	10,000	imp	NA
SP	Facebook	App install menu	Banner	2 months	11/1-11/30 1/1-1/31	1,660,000	imp	13,334
Total						5,235,887	imp	16,627

ADK

PR : Shop Guam Production Tour - Talent

Satoumi is a multi-talent who has appeared in broad-reaching media such as TV, Magazines as well as fashion shows. She has a lot of abilities including those of interior coordinator, color coordinator, food coordinator, and hot spring master. She introduces her lifestyle through Instagram daily and has over 74,000 followers.

https://www.instagram.com/satoumi0330/?hl=ja (74,200 followers)




Born: March 30th 1986
Height: 172 cm
Hobbies: Driving, Mechanical

ADK

PR : Past _ Oct.

- TV


TV Station: RKB Mainichi Hoso
Program title: Kyokan TV
On Air Date & Times: Oct. 19th, Oct. 26th
Exposure: 6 minutes in total
Ad Value: $53,416,661


TV Station: Nishinihon TV
Program title: Momochihama store TV
On Air Date & Times: Oct. 26th

Exposure: 33 seconds in total
Ad Value: $5,238

- AD Value(2): TV $88,113

ADK

PR : Upcoming _ Dec.

- 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 : Upcoming _ Dec.- Jan.



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



TV Station: GAORA (CS channel)
Program title: Island Run
On Air Date & Times: irregular
Exposure: 30 min
Ad Value: $642,340.98

- AD Value: TV(4) $5260,108.98

ADK

PR : Upcoming _ Dec.- Jan.

- Magazine



Publisher: Car Graphic
Magazine title: Car Graphic
Issue date: Dec 1st 2017
Exposure: 4C6P
Ad Value: $42,823



Publisher: Seven&I
Magazine title: Yoga Journal
Issue date: Jan 20th 2018
Exposure: Magazine
Ad Value: $35,685

- AD Value: Magazine (2) $78,508

ADK

PR/ Promotion:
- Instagrammers on Guam on Monthly Basis

2018 InstaGuam
Jan. – Sept. 2018

- 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

PR/ Promotion:
- Instagrammers on Guam on Monthly Basis



ADK

PR/ Promotion:
- Instagrammers on Guam on Monthly Basis



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

ADK

AD/PR/ Promotion:
InstaGuam + AKB48 - Campaign Characters



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



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 15, 21, 22 in 2018
- Venue: The Beach
- Package Tour
  - Sales Start：January 15, 2018 (Planned)
  - Fan Club tour
  - General package Tour



ADK

Discussion / Comments:

Regarding #InstaGuam Campaign, Chairman Nault emphasized that the purpose of the campaign is not only to bring more tourists on Guam but also to let them know where and how to get specific tourist attractions. By next January, Mr. Hoshino will finalize specific tourist places where the instagrammers can focus and take nice photos. Chairman Nault additionally suggested educating residences how to take nice photos with each place to boost tourism businesses. It is also important to gather more information from different industries to be proactive and beneficial to promote the campaign successfully. He added that he's been working with key industry people including airlines in order to increase more destinations.

Mr. Tani commented regarding #InstaGuam Campaign that it is good chance for each tourism business to participate and promote with nice photos and locations.

Chairman Nault mentioned that the Mega FAM Tour participants forwarded many positive messages to the invitation letter, but still we need more rooms to accommodate those who come from Japan and politely ask GHRA's help for additional hotel rooms.

Mr. Akigami had a meeting with Docomo Pacific for the discussion regarding offering free WIFI service limited only in Tumon area to Japanese tourists. The cost is expected to be $70,000 on a monthly basis. According to Docomo Pacific, 49% of Japanese tourists use Docomo Pacific as their cell phone service in Japan, so they could use D-point (which customers earned using Docomo Pacific) to open Docomo's free WIFI service on Guam. Mr. Akigami is looking for other ways to provide free WIFI service to all tourists without paying $70,000 since GVB is not responsible for promoting D-point.

Chairman Nault suggested that since the first thing the tourists desire once they arrive is to access WIFI, thus we needed to seek out one big WIFI to offer everywhere including restaurants, hotels, airport and airlines as well for all tourists on Guam. By doing so, all the tourist businesses can pay for the one big WIFI.

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

- Mr. Hoshino introduced his new assistant Ms. Okutsu to JMC members.
- Chairman Nault announced that Mr. Nakajima has joined the JMC as a main member.
- Next JMC meeting is scheduled on December 12, 2017.
- Shop Guam e-Festival is ongoing from November 9, 2017 to February 28, 2018.
- Guam MEGA FAM Tour will start from November 30 to December 3, 2017.
- Mr. Borja informed that he would provide updated pamphlet for Guam MEGA FAM Tour by November 15, 2017.
- Mr. Denight announced that GVB and TripAdvisor will be hosting a training seminar on Tuesday, November 21, 2017 with E-Tourism Frontiers Founder and CEO Damian Cook. Members are encouraged to attend.
- Mr. Borja announced that the Global Production tour is here on island until this Thursday. A short update for the MegaFam will be sent out tomorrow and thanked everyone for their patience.

ADJOURNMENT

Moved by Mr. Akigami seconded by Mr. Murata to adjourn the meeting at 3:00 pm. Motion approved.

Minutes prepared by: _____
June Sugawara, Marketing Officer II

Minutes approved by: _____
Brian Borja, Marketing Officer II

KOREA MARKETING COMMITTEE MEETING MINUTES
Tuesday, November 7, 2017
GVB Main Conference Room

Members Present:	Members Absent:
Alupang Beach Club – Stephen Gatewood Baldyga Group – Tae Oh City Hill – Julia Kondo Sentry Hospitality – Sunardi Li Dusit Thani Guam – Gun Park International Dining Concepts – Jennifer McFerran Outrigger Guam Resort – Jenny Kim Pacific Star Resort – Kyu Sik Kim Pacific Islands Club – Ji Kim Red Door Productions – Ayisha McKinnon Tumon Aquarium LLC – Soohyun Lee Tumon Sands Plaza – Susan Fryer Holiday Resort – Kenji Sekine Onward Beach Resort – Jennifer Chae Lotte Hotel – Jae Hwan Joon Tumon Bay Lobster & Grill – Jae Yu	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 Valley of the Latte – David Tydingco Westin Resort Guam – Chris Yang
Guests/Alternate Members:	**GVB Korea Office/GVB Chairs/ Mgmt /Staff Present:**
Baldyga Group – Annie Joo Guam Plaza Hotel – Julia Kondo HIS Inc. – Neil Urbano Pacific Star Resort – Kyu Sik Kim Pacific Islands Club – Ji Eun Kim University of Guam – Russell Ocampo Guam Reef – Yuki Motoda Guam Reef – Yoshinori Oshita Royal Orchid – Keiko Hirao IT&E – Brian Balajadia	Jay Park (telephonically) – Korea Office Rep. Bart Jackson – KMC Chairman Brad Kloppenburg – KMC Vice Chairman Jon Nathan Denight – President & CEO Pilar Laguana –Director of Global Marketing Colleen Cabedo – Marketing Manager – Korea

I. CALL TO ORDER

KMC Chairman Mr. Bart Jackson called the meeting to order at 11:03 AM.

II. MINUTES OF THE LAST MEETING

KMC Vice-Chairman Mr. Brad Kloppenburg motioned to approve the minutes of the previous committee meeting held on October 10, 2017; the motion was seconded by Mr. Gun Park and unanimously approved by the committee.

III. REPORT OF THE CHAIRMAN

- Chairman discussed that he attended a meeting with Homeland Security in the morning regarding the missile threat from North Korea. The head of homeland defense reported that the missile threat is not a top priority and that the chance of something happening successfully is unlikely. They are more concerned about Guam's drug problem, international crime, cyber crime, among others.

III. REPORT OF MANAGEMENT

October 2017

GUAM

October 1-31, 2017 **Total: 104,869 (-12.8%)**

% Market Mix	Origin	2016	2017	% to LY
53.8%	Korea	43,544	51,286	17.8%
32.5%	Japan	49,905	30,975	-37.9%
1.4%	China	2,159	1,317	-39.0%
0.6%	Hong Kong	592	594	0.3%
1.9%	Taiwan	3,277	1,856	-43.4%
4.6%	US/Hawaii	4,238	4,409	4.0%
1.5%	Philippines	1,702	1,386	-18.6%

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

Note: October 2017 Daily Arrivals reflect Civilian Air arrivals only

GUAM

Calendar Year to Date 2017

January-October 31, 2017 **Total: 1,273,348 (+0.7%)**

% Market Mix	Origin	2016	2017	% to LY
43.4%	Korea	440,847	553,718	25.6%
41.4%	Japan	613,996	523,729	-14.7%
1.5%	China	23,950	19,185	-19.9%
1.0%	Hong Kong	6,529	13,165	101.6%
2.2%	Taiwan	35,785	28,405	-20.6%
5.0%	US/Hawaii	64,038	62,799	-1.9%
1.1%	Philippines	16,332	14,182	-13.2%

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

Note: October 2017 Daily Arrivals reflect Civilian Air arrivals only

- Marketing Manager - Korea, Ms. Cabedo reported that most of the decline in the market was contributed to the missile threats from North Korea and cancellations from those source markets. She also mentioned that Eva Air has discontinued their direct flights from Taiwan and that China Air only services 4x/week flights.
- Chairman Jackson discussed that GVB is hosting a large mega FAM of around 400 travel professionals and media from Japan to help boost back the numbers and reassure our partners in Japan that Guam is still a safe destination.

IV. KOREA MARKETING NEWS

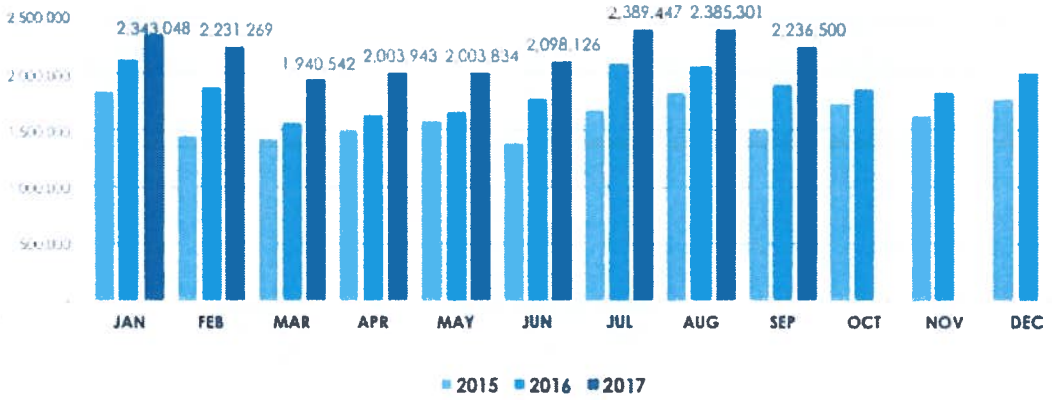
GVB Korea Account Manager Jay Park delivered the Korea market updates telephonically.

- Mr. Park thanked the members for their support and participation in the recent Korea Roadshow held between October 17-19, 2017 in Busan, Gwangju, and Daegu. He hoped that all the members found the roadshow productive and that the roadshow benefited their networking and business initiatives.



Korea Outbound Market Trend
Overall Market Trend

Total Number of Korean Outbound Travelers



- Total number of Korean outbound travelers: 2.2 million (2017 SEP) -> 17.4% increased vs. 2016 SEP
  2017 SEP YTD: 19.6 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	09:15	14:35	Daily	338 seats x 30 = 10,140 seats
	KE111	19:35	01:00+1	Daily	276 seats x 30 = 8,280 seats
Jeju Air	7C3102	10:05	15:25	Daily	189 seats x 30 = 5,670 seats
	7C3106	20:10	01:40+1	Daily	189 seats x 30 = 5,670 seats
	7C3108	21:50	03:20+1	Daily	189 seats x 30 = 5,670 seats
Jin Air	LJ641	09:35	14:50	Daily	189 seats x 30 = 5,670 seats
	LJ643	10:10	15:25	Daily	189 seats x 30 = 5,670 seats
T'Way Air	TW301	18:00	23:30	Daily	189 seats x 30 = 5,670 seats
Air Seoul	RS102	20:45	02:10+1	Daily	195 seats x 30 = 5,850 seats

- Outbound seat capacity from ICN to GUM = 58,290 seats

- Mr. Park reported that Jin Air is temporarily changing their aircraft from a Boeing 737 - 189 seats to Boeing 777 390 seat capacity. He noted that the overall seat capacity is around the same.

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	22:05	03:05+1	Wed/Thu/Sat/Sun	138 seats x 18 = 2,484 seats
Jeju Air	7C3154	22:00 (Tue/Fri/Sat/Sun) 22:05 (Mon/Wed/Thu)	02:55+1 03:05+1	Daily	189 seats x 30 = 5,670 seats
Jin Air	LJ647	07:30 (Mon) 08:00 (Tue-Sun)	12:30(Mon) 13:00(Tue-Sun)	Daily	189 seats x 30 = 5,670 seats
Air Busan	BX612	22:05	03:10+1	Wed/Thu/Sat/Sun	195 seats x 18 = 3,510 seats

- Outbound seat capacity from PUS to GUM = 17,334 seats

Daegu – Osaka – Guam

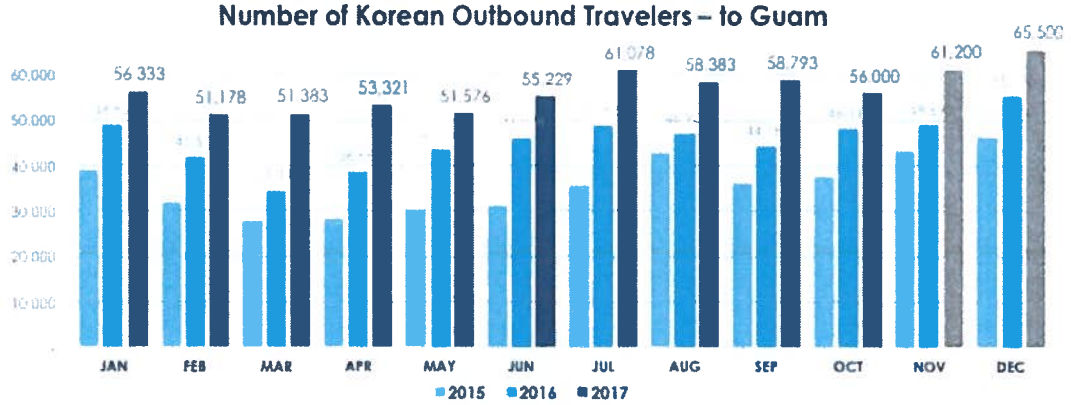
Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity per month
T'Way Air	TW311 (Via KIX)	08:35	15:10	Daily	189 seats x 30 = 5,670 seats

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

Total Outbound Seat Capacity (November)	
1 month Average	81,294 seats (Max.)

Korea Outbound Market Trend
Korean Visitors to Guam

Number of Korean Outbound Travelers – to Guam



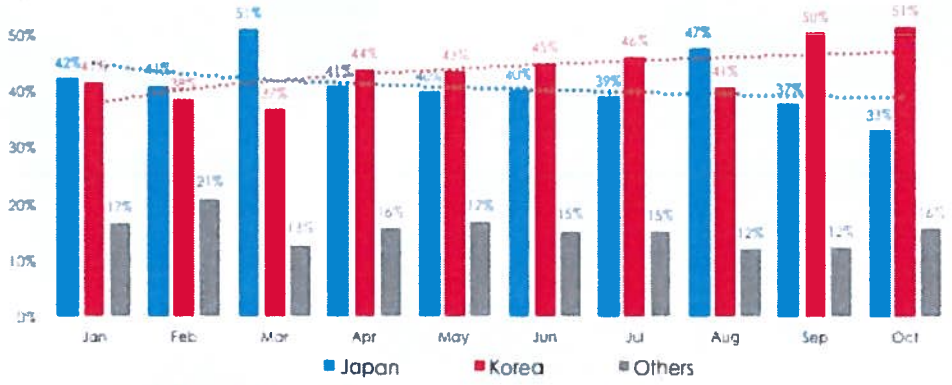
Guam Arrival	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	CYTD
2017	56,333	51,178	51,383	53,339	51,576	55,001	61,078	58,383	58,793	56,000	61,200	65,000	553,274
2016	48,858	41,576	34,444	38,667	43,354	46,078	48,883	46,909	44,185	47,892	48,673	55,190	441,074
Growth Rate (%)	15.3%	23.1%	49.2%	37.9%	19.2%	19.9%	24.9%	24.5%	33.1%	16.9%	25.7%	18.7%	25.4%

- Total number of Korean travelers to Guam: 56,000 (2017 OCT) > 16.9% increased vs. 2016 OCT
  Korea 2017 OTC YTD: 553,274 > 25.4% increased vs. 2016 YTD

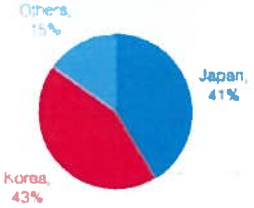
Korea Outbound Market Trend

Korea Market Share Comparison

2017 Guam Visitor Market Share



2017 OCTOBER YTD MARKET SHARE



- **2017 September & October: Korea Market Share over 50%**
- **2017 October YTD: Korea Market Share 43%**



GUAM

October 2017 Update
Travel Trade Support

Bomulsum Tour – WeMakePrice Social Commerce Promotion (Jeju Air & Air Seoul + PIC)



YB Tour – GS TV Home Shopping (Korean Air + PIC)



October 2017 Update
Travel Trade Support

Tour Baksa – TMON Shopping (Jin Air & T'way + Dusit Thani Guam)



Web Tour – Incentive Group Support

- Period: October 31 – November 3, 2017
- Travelers: Lam Research Korea
- Venue: Hyatt Regency Guam
- GVB's support: Welcome shell lei with Miss Guam & Cultural Group

October 2017 Update
Travel Trade Support

T'Way – 2017 Guam Ko'ko' Half Marathon – T'way Runners

- Period: October 31, 2017
- Travelers: T'way staffs (9pax)



티웨이항공, 괌 델정 위기종 코코넛 지키기 동참





October 2017 Update
The 97th National Sports Festival

- Period: October 20 – 26, 2017
- Venue: Chungju City, Korea
- Attendees: Kriag Camacho, GVB Community Outreach Coordinator
  Annania Nauta, Miss Guam











Ongoing & Upcoming Projects
2017 Shop Guam e-Festival

SHOP GUAM 2017

	Global Target	Korean Target (Draft)
Period	2017 November 10 ~ 2018 February 28 (111days)	
Visitor Arrivals	400,000+	245,000 (61% out of total)
Mobile App Download	60,000	25,000 (42% out of total)
Sweepstake Entries	9,000	4,000 (44% out of total)
Media Value	USD 10M+	USD 8.5M+ (85% out of total)

1) Production Tour

- Period: November 12 ~ 17, 2017
- No. of pax: 3pax (1 talent & 1 videographer & 1 GVB Korea Staff)
- Youtube Talent: Serim (Serim's life) *Subscription 255,378
- Link: https://www.youtube.com/watch?v=9Gh1js0HCSs
- Contents: Live Story / Live Streaming Video

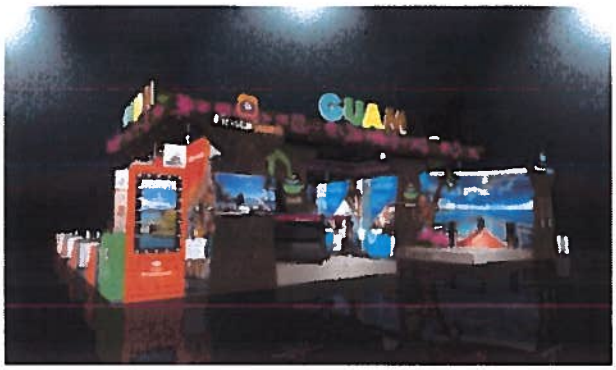
Ongoing & Upcoming Projects
Mode Tour Travel Mart 2017

- Period: November 16 ~ 19, 2017
- Venue: COEX, Seoul

<Guam Pavilion>

- **Delegate Participation**
✓ Alupang Beach Club

- **Co-Exhibitor Booth Participation**
✓ Bayview & Ocean View
✓ Dusit Thani Guam Resort
✓ Guam Plaza Reort & Spa
✓ Hyatt Regency Guam
✓ Lotte Hotel Guam
✓ Net Enterprise
✓ Onward Beach Resort Guam
✓ Outrigger Guam Beach Resort
✓ PHR
✓ Pleasure Island
✓ Royal Orchid Guam Hotel
✓ The Westin Resort Guam



Ongoing & Upcoming Projects
2017 GVB Year End Appreciation Party

- Date: November 29, 2017
- Venue: Seoul Dragon City (TBD)
- Objective: To thank for major travel agencies, airlines, local partners, and media for the successful year 2017 and to ask keeping their efforts to boost up Korean market to the Guam tourism.
- Target Audience: 120pax
- Agenda: Welcome Remarks
2017 GVB Korea performance review
2018 new campaign "InstaGuam" introduction & Marketing Plan
Dinner & Lucky Draw

<2016 GVB Year End Appreciation Party>





Ongoing & Upcoming Projects
2017 Hana Tour International Travel Show Busan

- Period: December 01 ~ 03, 2017
- Venue: BEXCO, Busan

Purpose of 2017 Busan Hanatour International Travel Show

Based on the experience of JUNE X travel show for 11 years, leading the cultural tourism industry. Target ng at 30,000 visitors with 300 exhibition booths

TRAVEL SHOW IN BUSAN BEXCO DURING 2ND HALF

● HIGHLY POPULATED REGION

Of the 3.5 million population of Busan Metropolitan City, 1,080,000 people live in the regions adjacent to BEXCO. Haeundae-gu, Suyeong-gu, Yeonje-gu and Dong-gae-gu which is 31 percent

● EXCELLENT ACCESSIBILITY

5 minutes walk from Centum City and BEXCO stations of Busan Metro Subway and accessible by bus, subway or airport limousine from Gimhae Airport

● NEARBY TOURIST ATTRACTIONS

Shinsegae Department Store, Lotte Department Store, Homeplus, etc are located within 10 minutes walking distance with nearby tourist attractions of Busan

COMPOSITION OF THE EXHIBITION



Ongoing & Upcoming Projects
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- Venue: BEXCO, Busan

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Shinsegae Department Store, Lotte Department Store, Homeplus, etc are located within 10 minutes walking distance with nearby tourist attractions of Busan

COMPOSITION OF THE EXHIBITION



Comments Regarding the Korea Roadshow:

- Mr. Matthew Martin from Wyndham Garden mentioned that he found the Daegu Roadshow to be the best. He noted that there were caliber agents and that everyone had their name card ready to do business. He also thanked GVB Korea for arranging translators this year for every travel mart. The translators not only translated but also were on the floor helping to sell.
- Mr. Roy Abraham from Pacific Star added that he had attended GVB overseas missions in the past and found the Korea Roadshow to be very organized and very well done.
- Mr. Stephen Gatewood from Alupang Beach Club also added that the roadshow brought great exposure and provided the opportunity to create new relationships. GVB Korea staff did an excellent job and had sent out over 300 contacts for everyone to utilize.
- Chairman Jackson mentioned that it seems that the roadshow sounds more productive for the members and that maybe GVB should like about doing more roadshows for our members instead of consumer shows.

V. OLD BUSINESS

No old business.

VI. NEW BUSINESS

No new business.

VII.ANNOUNCEMENTS

- Next KMC Meeting – Tuesday, December 12, 2017 at 11 AM.

VIII. ADJOURNMENT

Vice-Chairman Brad Kloppenburg motioned to adjourn meeting and was seconded by Mr. Stephen Gatewood. Meeting formally adjourned at 11:32 AM.

Minutes Prepared By: Nakisha Garrido, Marketing Coordinator

Colleen Cabedo

Minutes Reviewed By: Colleen Cabedo, Marketing Manager

Minutes Approved By: Pilar Laguana, Director of Global Marketing

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

PRESENT:
Mayor Robert Hoffman, Marissa Del Rosario (on behalf of Paula Monk), June Mendiola

ABSENT:
Theresa Arriola, Ana Marie Franquez, Barbara Taitano, Katie Black, John Calvo, Emily Wallace, Mai Perez, Sheila Shedd, Valerie Blas, Paula Monk, Rolenda Faasuamalie, Bobbie Taitano, Susan Fryer, Rosabelle Malones, Atsuta Kazunori, Joann Camacho, Gary Cruz, Blessie Cruz, Yoshihora Oshik, Carmel Carpio

OBSERVERS:
Yuki Motoda

GVB STAFF AND MANAGEMENT:
Pilar Laguaña, Regina Nedlic, Mark Manglona, Gabbie Franquez, Maria C. San Nicolas
GVB Philippines Office: John Paul Calvo

CALL TO ORDER
Chairman Mayor Robert Hoffman called the North America & Pacific meeting to order at 2:06 p.m.

APPROVAL OF PREVIOUS MEETING MINUTES
Ms. Marissa Del Rosario made a motion and seconded by Ms. June Mendiola to approve the minutes of November 1, 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 Representative Mr. John Paul Calvo to the meeting.

Chairman Hoffman briefly spoke about the recent Mayors Council of the Marianas and it was the first time that all of the mayors of the island were able to attend. NBA Hall-of-Famer Dennis Rodman was on island from December 6-9, 2017. Chairman Hoffman confirmed a Meet & Greet between Mr. Rodman and the residents, specifically the children, of Sinajaña on that day, December 7, 2017.

REPORT OF GVB MANAGEMENT
a. Visitor Arrivals Update

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

Chairman Hoffman questioned how Australian visitors are traveling to the island of Guam. Ms. Marissa Del Rosario confirmed mainly via Manila, Philippines.

OLD BUSINESS

a. Mr. Manglona reported on the recent overseas promotion at DEMA, which took place in Orlando, FL on November 1-4, 2017.

b. Mr. Manglona also reported on GVB's participation on the PATA New Tourism Frontiers Forum in Palau that took place on November 15-17, 2017.

NEW BUSINESS

a. Terri Huber
   - Mr. Manglona presented a brief introduction of Mrs. Terri Huber from Deep Blue Adventures, a scuba dive wholesale company based out of North Carolina that specializes in providing scuba dive and adventure travel packages.
   - Ms. Pilar Laguaña stressed the importance of GVB's strategic partnership with Deep Blue Adventures as well as Axe Murderer Tours, a local dive supplier on Guam to help cultivate and establish a good working relationship for our North American travelers.
   - Deep Blue Adventures to become the leading wholesaler for travel to Guam from the U.S. Mainland.

b. Andrew Collins
   - Mr. Manglona introduced Andrew Collins, an award-winning LGBT travel writer and his partner Fernando, who are both based out of Mexico City and Portland, Oregon.
   - Per Ms. Pilar, the purpose of their visit is to create promotional sales material catering to the IGLTA market in Guam, which will be translated into the core market languages, such as Japanese, Korean, etc.
   - Ms. Laguaña mentioned the Holiday Membership Mixer taking place on Monday, December 11, 2017 starting at 6p.m. at the Hilton Guam Resort & Spa, where Mr. Collins will be able to speak to our members about the LGBT segment.

c. Dennis Rodman
   - NBA Hall-Of-Famer Dennis Rodman planned a short visit to Guam. He and his managers intend to visit a local hospital and meet with village residents for a Meet & Greet in addition to touring some of the island's cultural and historic sites.

ANNOUNCEMENTS

a. Next NAP Meeting scheduled for January 3, 2018.
b. SGeF is from November 10, 2017 - February 28, 2018. Download the free app and share with your colleagues/partners.

ADJOURNMENT

Ms. June Mendiola made a motion and seconded by Ms. Marissa Del Rosario to adjourn the meeting at 2:41 p.m. Meeting adjourned.

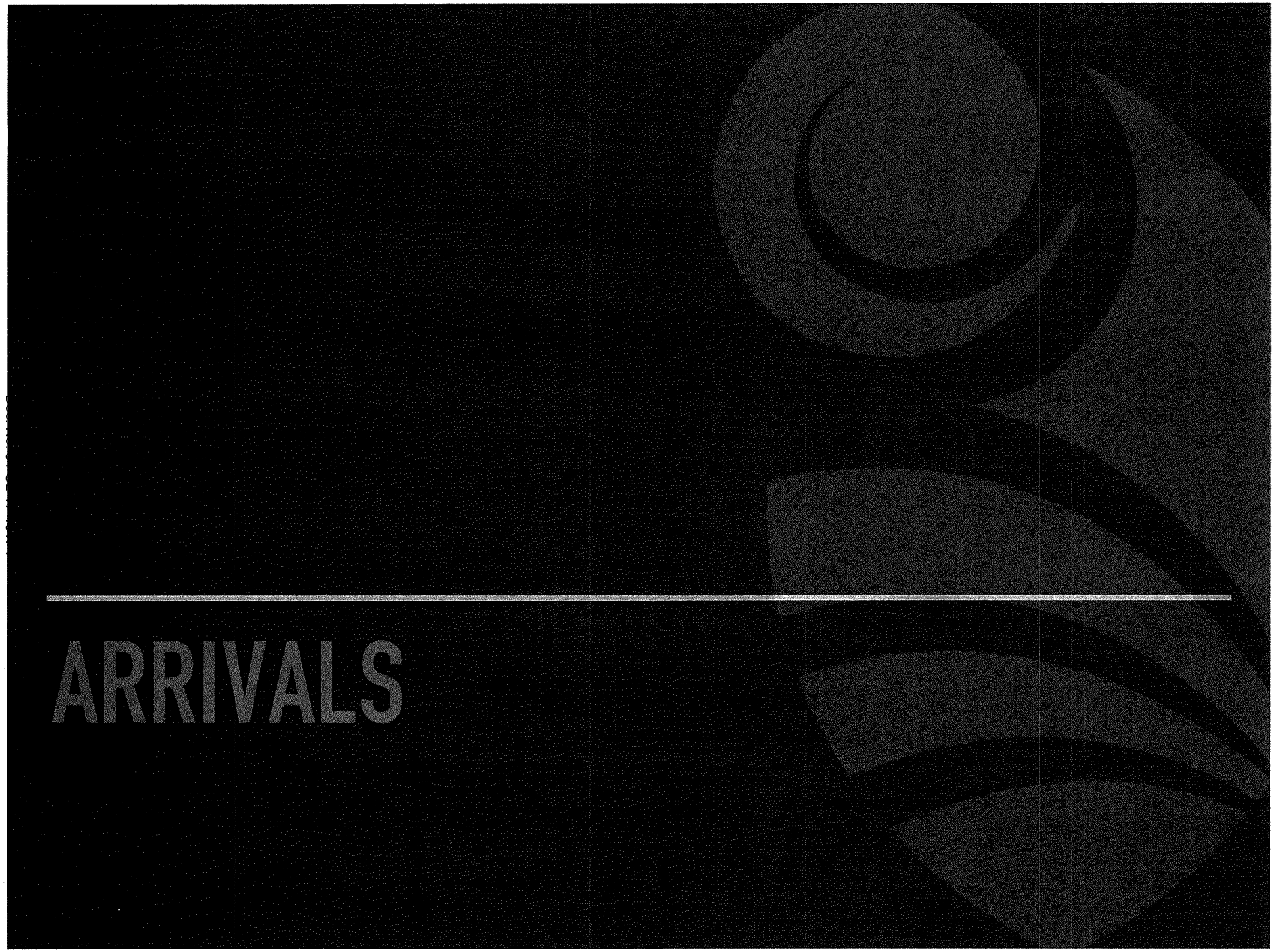
Prepared by: _____
Maria C. San Nicolas, Marketing Associate

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

Approved by: _____
Pilar Laguaña, Director of Global Marketing

EXHIBIT A

- NAP Slides (as of November 19, 2017)
- NAP December Slides


ARRIVALS

Pacific Markets

GUAM

Month to Date November 19, 2017

Total: 78,439(0.1%)

Market	Total MTD 2016	Total MTD 2017	% to LY
CNMI	851	1185	39.2%
RMI	75	84	12.0%
FSM	488	901	84.6%
Palau	148	271	83.1%
Australia	70	73	4.3%

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

Note: October 2017 Daily Arrivals reflect Civilian Air arrivals only

Doc. No. 34 GL-17-1317 .*

Pacific Markets

GUAM

Calendar Year to Date
January – November 19, 2017

Total: 1,360,444(1.1%)

Market	CY 2016	Total CYTD 2016	Total CYTD 2017	% to LY
CNMI	17,579	15,296	16,808	9.9%
RMI	1,219	1,082	1,112	2.8%
FSM	11,120	9,786	9,988	2.1%
Palau	4,792	4,289	3,617	-15.7%
Australia	2,197	1,999	1,989	-0.5%

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

Note: October 2017 Daily Arrivals reflect Civilian Air arrivals only

Doc. No. 34 GL-17-1317 .*

Pacific Markets

GUAM

Fiscal Year 2018

October 2017 - November 19, 2017

Total: 191,965(-4.5%)

Market	Total FY 2017	Total FY 2018	% to LY
CNMI	1,979	2,576	30.2%
RMI	168	143	-14.9%
FSM	1,493	1,857	24.4%
Palau	635	750	18.1%
Australia	228	188	-17.5%

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

Doc. No. 34 GL-17-1317 .*

North America Markets

GUAM

Month to Date November 1-19 2017 Total: 78,439(0.1%)

Market	Total MTD 2016	Total MTD 2017	% to LY
US Mainland	2,362	3,366	42.5%
Hawaii	702	954	35.9%
Canada	47	43	-8.5%

Doc. No. 34 GL-17-1317 .*

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

Note: October 2017 Daily Arrivals reflect Civilian Air arrivals only

North America Markets

GUAM

Calendar Year to Date
January – November 1-19, 2017

Total: 1,360,444(1.1%)

Market	CY 2016	Total CYTD 2016	Total CYTD 2017	% to LY
US Mainland	62,966	55,697	54,520	-2.1%
Hawaii	14,740	13,089	13,508	3.2%
Canada	982	854	847	-0.8%

Doc. No. 34 GL-17-1317 .*

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

Note: October 2017 Daily Arrivals reflect Civilian Air arrivals only

North America Markets

GUAM

Fiscal Year 2018

October 2017- November 19, 2017

Total: 191,965(-4.5%)

Market	Total FY 2017	Total FY 2018	% to LY
US Mainland	6,937	7,526	8.5%
Hawaii	2,049	2,112	3.1%
Canada	128	112	-12.5%

Doc. No. 34 GL-17-1317 .*

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

Philippines

GUAM

Visitor Arrivals as of November 19, 2017

Market	Total MTD 2016	Total MTD 2017	% to LY
Philippines	1,208	1,534	-27.0%

Market	Total FY 2017	Total FY 2018	% to LY
Philippines	3,614	3,266	-9.6%

Market	CY 2016	Total CYTD 2016	Total CYTD 2017	% to LY
Philippines	21,652	18,271	16,062	-12.1%

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

Note: October 2017 Daily Arrivals reflect Civilian Air arrivals only

Doc. No. 34 GL-17-1317 .*

Russia

GUAM

Visitor Arrivals as of November 19, 2017

Market	Total MTD 2016	Total MTD 2017	% to LY
Russia	165	160	-3.0%

Market	Total FY 2017	Total FY 2018	% to LY
Russia	422	405	-4.0%

Market	CY 2016	Total CYTD 2016	Total CYTD 2017	% to LY
Russia	2,588	2,063	2,609	26.5%

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

Note: October 2017 Daily Arrivals reflect Civilian Air arrivals only

Doc. No. 34 GL-17-1317 .*


NORTH AMERICA

ANDREW COLLINS FAMILIARIZATION TOUR, NOVEMBER 5-12, 2017



Deep Blue Adventures

Deep Blue Adventures is an independent, fully accredited IATA and ASTA Scuba diving tour operator dedicated to scuba divers and their companions.

Ms. Terri Huber, a representative of Deep Blue Adventures, will be doing an inspection tour of Guam's dive and tourism offerings to create dive packages for Guam and the region.

ANDREW COLLINS FAMILIARIZATION TOUR, NOVEMBER 5-12, 2017



Andrew Collins, who resides with his partner Fernando in both Mexico City and Portland, Oregon, has been writing for and editing LGBT and mainstream travel guidebooks, magazines, and newspapers for nearly three decades. He's an IGLTA Award Recipient

His first big break: successfully pitching his former employer with what would become *Fodor's Gay Guide to the USA*, which came out in 1996. The first LGBT travel guidebook produced by a major mainstream travel guidebook publisher, the book received a Lowell Thomas Travel Journalism Award from the Society of American Travel Writers.

Collins produced About.com's LGBT travel site, and in recent years he's launched and served as the editor of gay travel magazines about Hawaii and the Pacific Northwest. He's currently editor in chief of three new magazines focused on LGBTQ weddings and romance travel, *Love Wins Texas*, *Love Wins California,* and *Love Wins Pacific Northwest.* He's also editor in chief of *The Pearl*, a quarterly lifestyle magazine about Portland's trendiest neighborhood, and he's a contributing travel writer to *New Mexico Magazine.* Since 2004, Collins has also taught classes on travel writing and food writing for New York City's acclaimed Gotham Writers' Workshop.

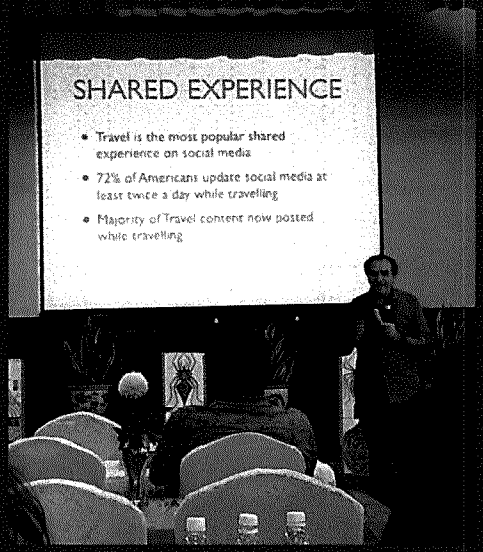
PACIFIC

PATA MICRONESIA CHAPTER 3RD TRI-ANNUAL MEETING – PALAU NOVEMBER 13-14, 2017





PATA NEW TOURISM FRONTIER FORUM – PALAU NOVEMBER 16-17, 2017






DECEMBER – FEBRUARY 2017
GVB PHILIPPINES

PTAA TRADE & MEDIA FAMTOUR

GUAM

- Philippine Travel Agencies Association (PTAA) Trade
- November 25 – 28, 2017
- 26 pax





- CEB Lifestyle Media
- November 25 – 28, 2017
- 15 pax





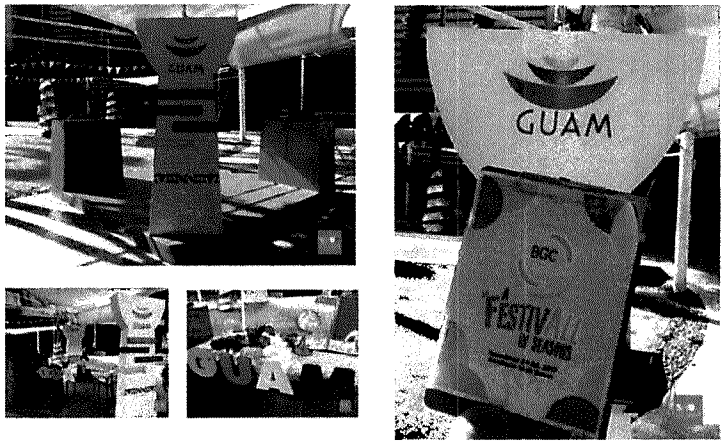
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SHOP GUAM FESTIVAL

GUAM

- Mall Activation for Shop Guam Festival
- November 24-26, 2017
- Bonifacio High Street
- Bonifacio Global City

- Objective: Promote Shop Guam Festival and the SGF Mobile App



NEXT EVENT:

- Mall Activation for Shop Guam Festival
- December 9-10, 2017
- Eastwood City Walk
- Quezon City



Doc. No. 34 GL-17-1317 . *

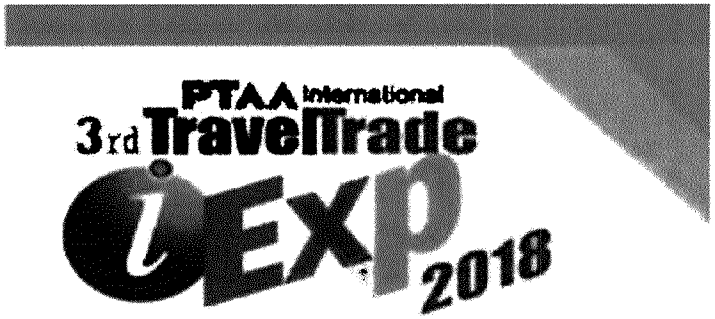
2018 PTAA TRAVEL & TOUR EXPO

GUAM

Doc. No. 34 GL-17-1317 .*



PTAA Travel & Tour Expo – B2C
February 9-11, 2018
SMX Convention Center
Estimated Number of Visitors: 130,000



PTAA Travel & Tour Expo – B2B
February 9-11, 2018
SMX Convention Center
Expected number of buyers: 500 - 700

GVB RUSSIA & NEW MARKETS COMMITTEE MEETING
Tuesday, November 7, 2017, 10:00 a.m.
GVB Main Conference Room

PRESENT:	Bart Jackson, Roy Abraham, Nadia Romanenko, Echo Man, Neil Urbano, Olga Tonkikh
ABSENT:	Pilar Laguaña, Regina Nedlic, Jenny Cheon, Ekaterina Sablan, Elisha Lee, Jane Koo, Jenny Kim, Akiko Futakami, Mari Buensuceso, Matthew Martin, Rolenda Faasuamalie, Trina Cruz, Carina Su
OBSERVER:	Yuki Motoda - Guam Reef & Olive Spa, Yoshinori Oshita - Guam Reef & Olive Spa, Keni Sekine - Holiday Resort Guam
GVB STAFF AND MANAGEMENT:	Mark Manglona, Gabbie Franquez
SKYPE CALL IN:	Aleksandra Karptsova, GVB Russia Account Executive

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CALL TO ORDER

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

APPROVAL OF PREVIOUS MEETING MINUTES

Vice Chairman Roy Abraham made the motion and seconded by Ms. Nadia Romanenko to approve the minutes of October 3, 2017. Motion approved unanimously.

REPORT OF THE CHAIRMAN

No report and moved on to the report of GVB Management.

REPORT OF GVB MANAGEMENT

A. *Visitors Arrival Statics*

Mr. Mark Manglona reported on the visitor arrivals as of October 24, 2017. The total FY2017 number of visitor arrivals in comparison to last fiscal year has increase by 26.6%. On the other hand, visitor arrivals in comparison from last fiscal year to this month-to-date is -22.1%. Calendar year to date to date we see an increase of 30.7% as compared to last year.

Chariman Jackson added that with the entrance of Air Seoul we hope to see the number of Russian visitors arrivals increase. Chairman Jackson also shared that he is traveling to Korea next week to attend MODE Tour and he plans to pay courtesy visits to various airline carriers.

Ms. Aleksandra Karptsova shared that she had a meeting with Air Seoul representatives in Kharbovsk when participating in Workshop STI Far East Roadshow. She also received some feedback from various travel agents that low travel bookings are due to North Korea threat.

Russia

GUAM

Visitor Arrivals as of October 24, 2017

Market	Total FY 2016	Total FY 2017	% to LY
Russia	2,488	3,151	26.6%

Market	Total MTD 2016	Total MTD 2017	% to LY
Russia	113	88	-22.1%

Market	CY 2016	Total CYTD 2016	Total CYTD 2017	% to LY
Russia	2,588	1,754	2,292	30.7%

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

Note: October 2017 Daily Arrivals reflect Civilian Air arrivals only

OLD BUSINESS

A. FY2018 Q1 Activities

Ms. Karptsova reported on FY2018 Quarter 1 activities, which include Workshop STI Far East Roadshow, press release distributions, SGeF Campaign, SGeF Production Tour, Korean Airlines Fam Tour, and various social media activities.

FY2018 Q1 Key Activities:

GUAM

- **STI Far East Roadshow:** Vladivostok, Khabarovsk, Yuzhno-Sakhalinsk
  October 17-October 19, 2017

- **News/press releases distribution**
  October –December, 2017

- **SGF Campaign**: Far East of Russia
  October –December, 2017

- **SGF Fam Tour (Camera talent)**
  November 12 – November 17, 2017

- **Korean Airlines Fam Tour**
  November 20 – November 24, 2017

- **Social media activities**
  October –December, 2017

B. Workshop STI

Ms. Karptsova shared that the Workshop STI Far East Roadshow had a total of 123 participants, 36 individual meetings and about 98 workshop attendees. The morning session consisted of individual meetings according to schedule and the afternoon session was filled with 40-minute seminars.

There were many press releases that provided Guam coverage. Some of the media outlets include TRN News, ProfiTravel, Tourprom, and Travelinfo. There was also additional coverage given by the drive dam tour publication (golos.io/ru) by Andrey Narchuk.

Chairman Jackson asked Ms. Karptsova and Ms. Romanenko their opinion on what key points did they take away from the Workshop STI. Ms. Karptsova responded that there are many possibilities of charter flights to Guam. Consumers are happy to see the availability of cheap flights to Guam through the LCCs: Jeju Air and Air Seoul, because they can spend more money on Guam. Ms. Romanenko shared that the event had good planning and coordination and gave special thanks to GVB Russia office and Workshop STI organizers.

Far East Roadshow

GUAM

Vladivostok and Khabarovsk:
Morning session: **workshop** – individual meetings according to schedule, 1,5 hours, 15-minute interval (based on advanced appointments by registration in personal accounts on web-site of event
Afternoon session: **seminars** (40 minutes, in a fully equipped conference hall)



Yuzhno-Sakhalinsk:
Business breakfast for TA with presentation (25 minutes) in equipped conference hall and 1 hour 20 minutes of communication with travel trade



Total number of participants: 123

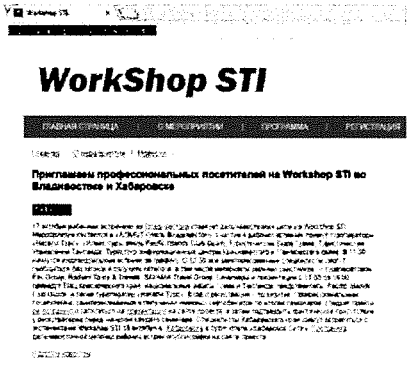
Number of individual meetings: 36

Number of Workshop attendees: 98

Far East Roadshow (Press Releases)

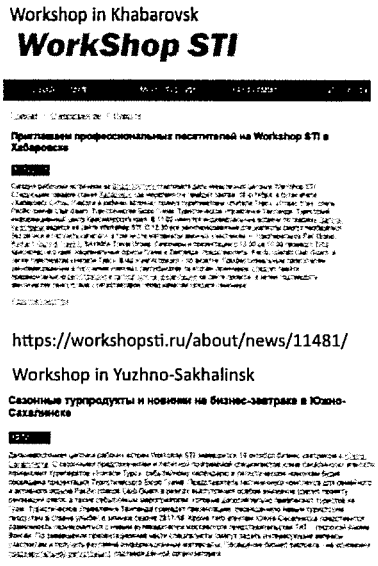
GUAM

Workshop in Vladivostok



https://workshopsti.ru/about/news/11479/

Workshop in Khabarovsk



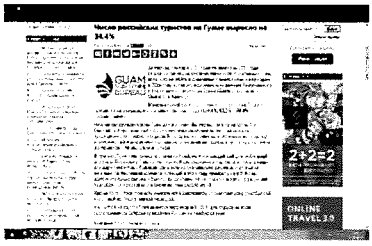
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Workshop in Yuzhno-Sakhalinsk

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Press Releases

TRN News press-release



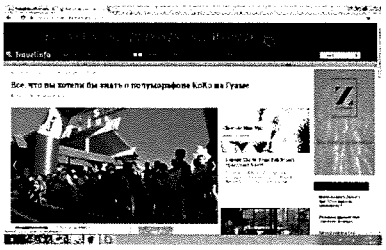
Guam banner on ProfiTravel



Tourprom.ru

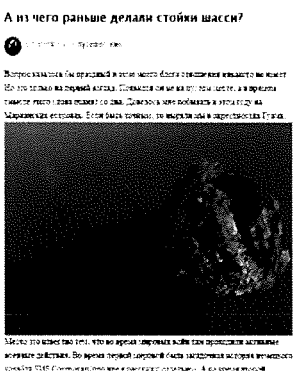


Travelinfo.ru

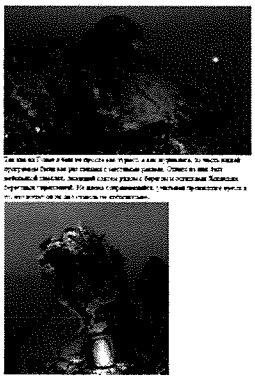


Dive Fam Tour publications (additional)

Wrecks of Guam on golos.io/ru (diving society) by Andrey Narchuk





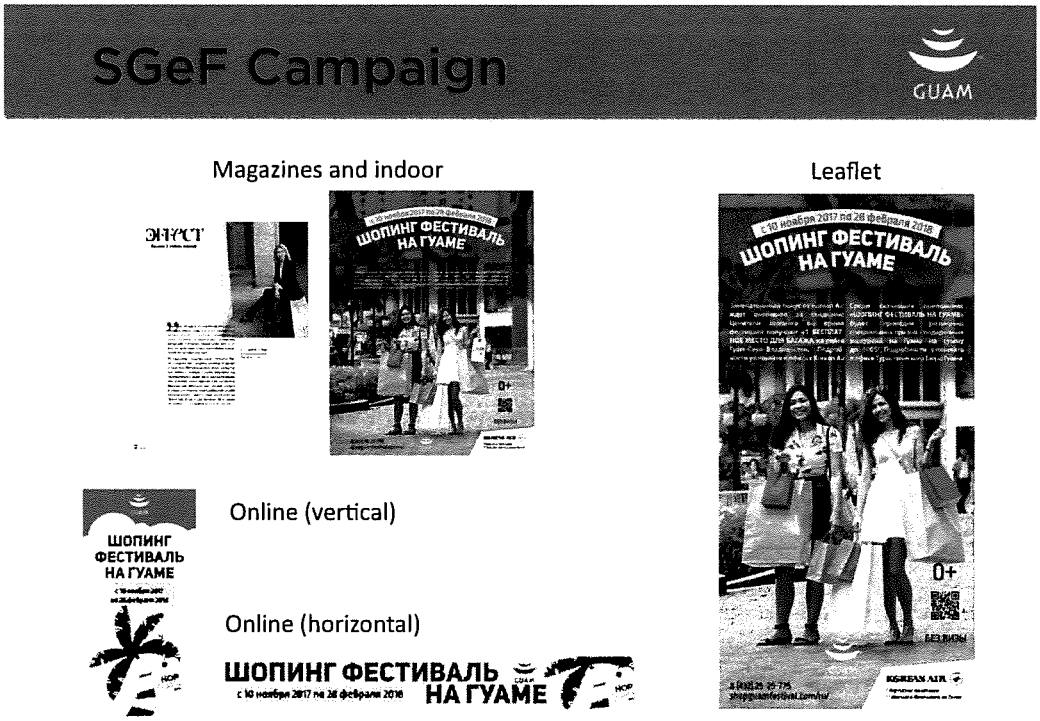


NEW BUSINESS

A. SGeF 2017 & SGeF Production Tour

Ms. Karptsova shared that this year we are moving more towards online advertisements. Shop Guam launches this Friday, November 10th and will run through February 28, 2018.

For the Shop Guam eFestival Production Tour, we are bringing Instagram video blogger Zoe Paradigma. A few fact about Zoe: she has 108k subscribers on Instagram, holds a WSA passport, visited over 50 countries, current member of Russian Geographic Society – one of the eldest geographical society of the world, member of EthicalTraveler.org – world alliance of travelers, and a member of Travel Massive global movement in connecting travel experts in 34 countries.



SGeF Production Fam Tour – Nov 12-17

GUAM

Instagram video blogger: Zoe

Account: @zoe_paradigma (108k subscribers)
Website: zoetravel.ru
Male/female ratio: 58%/42%
Median age of subscribers: 25-34



Facts about bout Zoe:
- Officially Citizen of the World (hold WSA passport)
- Visited more then 50 countries
- Current Member of Russian Geographic Society - one of the eldest geographical society of the world
- Member of EthicalTraveler.org – world alliance of travelers
- Member of Travel Massive global movement connecting travel experts in 34 countries

B. KE Media Fam Tour - November 20-24, 2017

GVB in cooperation with Korean Airlines will be hosting a Russian Media Fam Tour from November 20-24, 2017. KAL will cover the entire cost of the airfare tickets for the media (except taxes). All media will be represented by leading chief editors and Russia-famous journalists. Ms. Karptsova noted that the expected aggregated ROI will be more than 102k USD.

KAL Fam Tour - Nov. 20-24

GUAM

Special conditions:
- Cooperation with Korean Airlines (KAL covers the entire costs of tickets for media except taxes)
- All media will be represented by leading (chief) editors and Russia-famous journalists

Expected aggregated ROI: more then 102k USD (minimum 10 times exceeding costs)

Participants:
- Snob.ru (circulation around 500 000)
- National Geographic Traveler Magazine (circulation 110 000)
- L'Officiel Voyage Magazine (circulation 25 000; high-end traveling audience only)
- tvrain.ru (Dozhd) (circulation around 700 000)
  Rbc.ru (RBC Style) (circulation around 600 000)
- forbes.ru (circulation around 450 000)

KOREAN AIR

ANNOUNCEMENTS

- Next Russia & New Markets Committee Meeting | December 5, 2017
- Shop Guam Campaign e-Festival | November 10 – February 28, 2018.
- Ms. Karptsova shares that she is optimistic in the planned activities set forth in the FY2018 marketing plan and the GVB Russia team will work very hard to increase visitor arrivals.
- Chairman Jackson adds that he, Mr. Anotnio Muna and Ms. Regina Nedlic met with the Czech Republic Ambassador who is based in Manila, who recommended being more aggressive in eastern European markets. A courtesy visit to the Czech Republic Ambassador in Seoul, Korea will take place next week. This exploration is part of "New Markets." Ms. Echo Man suggested that we looking into such countries as a visa might be required to enter Guam.
- Ms. Romanenko from Pacific Island Club announced that Russian Christmas will be on January 7th.

ADJOURNMENT

Ms. Nadia Romanenko made a motion and Mr. Neil Urbano seconded to adjourn the meeting at 10:52am.

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

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

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