Gmail

BENJAMIN CRUZ <speaker@senatorbjcruz.com>

MC Fwd: GVB Board Packet: January 11, 2018

1 message

BENJAMIN CRUZ <speaker@senatorbjcruz.com> Thu, Jan 11, 2018 at 11:04 AM
To: 34th Guam Legislature Clerks <clerks@guamlegislature.org>
Cc: Rennae Meno <rennae@guamlegislature.org>

01/11/18	01/11/18	Guam Visitors Bureau	GVB Board Packet: January 11, 2018*	34-18-1392

---------- Forwarded message ----------
From: **Maura Yi** <maura.yi@visitguam.org>
Date: Thu, Jan 11, 2018 at 10:30 AM
Subject: GVB Board Packet: January 11, 2018
To: BENJAMIN CRUZ <speaker@senatorbjcruz.com>

Håfa Adai Speaker Cruz,

Pursuant to Title 5 Ch 8 Section 8113.1. of the Guam Code Annotated, attached is the board packet of January 11, 2018.

Thank you!

--
Senseramente',
Maura Yi
Executive Secretary

GUAM VISITORS BUREAU
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Go GREEN - Keep it on the SCREEN!
Think before you print...

GL# 34-18-1392
Speaker Benjamin J.F. Cruz

JAN 1 1 2018

Time: 1104 [ ] AM [ ] PM File No. ____
Received By: ____

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OFFICE OF SPEAKER BENJAMIN J.F. CRUZ
Committee on Appropriations and Adjudication
I Mina'trentai Kuatro na Liheslaturan Guahan
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5 attachments

- **Agenda_Jan112018.pdf** 102K
- **Exhibit_A_MINUTES_Dec142017.pdf** 2240K
- **Exhibit_B_CashPosition_Jan082018.pdf** 11K
- **Exhibit_C_JMC_Minutes_Dec192017.pdf** 1504K
- **Exhibit_D_KMC_Minutes_Dec172017.pdf** 1333K

2018 JAN 11 AM 11:12

1392

REGULAR BOARD OF DIRECTORS MEETING
Thursday, January 11, 2018 – 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 December 14, 2017.

III. CHAIRMAN'S REPORT

IV. PRESIDENT & CEO'S REPORT

V. TREASURER'S REPORT Exhibit B

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

STRATEGIC MEETING WITH JTB EXECUTIVES

Motion to ratify Executive Committee's travel approval for JMC Chairman, GVB President & CEO, and GVB Marketing Manager – Japan to attend a new year dinner meeting with JTB Executives in Tokyo, Japan from January 26, 2018 – January 29, 2018. Estimated cost: $9,076.00; Account # JA-SMD008.

Airfare:	$1,000 x 3 pax					$3,000.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	JMC Chairman	$345.00	3	$283.75	4	$2,170.00
	President & CEO	$345.00	3	$283.75	4	$2,170.00
	Marketing Manager - Japan	$276.00	3	$227.00	4	$1,736.00
					Total:	$9,076.00

Background: A strategic meeting has been arranged with Chairman Nault, President Denight, Mr. Borja, Acting Japan Director Kaneko, and JTB Executives from Japan to discuss the next phase of Japan recovery efforts and the upcoming year's sales and marketing initiatives. These JTB Executives also serve as Chairmen of the Japan Guam Tourism Council (JGTC) Kanto, JGTC Kansai, and JGTC Chubu. Participation from GVB top management is crucial to find ways to battle the decline in the Japan Market. While in town, GVB management will also hold administrative meetings with GVB Japan staff.

Note: Meeting date is subject to change based on JTB management's schedules.

Issue: Board approval required for travel.

B. CULTURAL & HERITAGE

C. SPORTS & EVENTS

D. ADMINISTRATION & GOV'T RELATIONS

E. DESTINATION MANAGEMENT

F. GREATER CHINA

G. JAPAN

Committee minutes dated December 19, 2017 **Exhibit C**

JAPAN OFFICE PRODUCTIVITY SOFTWARE AND EMAIL TRANSFER

Motion to approve travel for GVB Vice President or his designee to travel to Tokyo, Japan for 2 nights and 2 days in January 2018 to transfer GVB Japan office's productivity software and email system to Google. Estimated cost: $2,257.50; Account # JA-SMD008.

Airfare:	$1,000 x 1 pax					$1,000.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	Vice President	$345.00	2	$283.75	2	$1,257.50
					Total:	$2,257.50

Background: GVB Japan office will be migrating their current productivity software and email system to Google to be more compatible with GVB headquarters. Benefits of this switch include increased email storage, audio and video calling, shared calendars, utilizing Google forms for surveys, and file sharing.

Vice President Muna (or his designee) will travel to Japan to set up each staff account, transfer email data to the Google server, and provide a tutorial to use the new system. Physical presence is required by a representative with a technological skill set for a secure transfer and to resolve any issues that may arise during the transition period. Moreover, it is crucial that the transfer is performed internally to prevent the loss of data and/or a security breach, as email is GVB's main form of business communication.

Issue: Board approval required for travel.

H. KOREA

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

I. MEMBERSHIP & COMMUNITY OUTREACH

J. NORTH AMERICA & PACIFIC MARKETS

K. RESEARCH

L. RUSSIA & NEW MARKETS

M. VISITOR SAFETY & SATISFACTION

VII. OLD BUSINESS

- DRT investigation, enforcement and penalization of non-compliant businesses

VIII. NEW BUSINESS

- Approved plan to build power plant at or near Two Lovers Point

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

- Martin Luther King Jr. Holiday – Monday, January 15 (GVB closed)

Upcoming Board Meetings:

- Thursday, January 25, 2018 at 3:30pm, GVB Main Conference Room
- Thursday, February 8, 2018 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

Action Items:

1. Assignment of the Chairperson for the Administration and Government Relations Committee
   → Chairman Morinaga assigned Acting President Muna as Chairperson for 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 Acting 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
   → Destination Specialist Peredo met with the DRT and discussed the current laws and status of pending legislation regarding short term vacation rental, guesthouse and B&B
   → Working sessions will begin in January and outreach program to be conducted in February and March 2018

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~~

7. DMV approved drivers' license for rental cars
   → Destination Specialist Peredo reached out to DMV on January 3, 2018
   → DMV stated the international driver's license is only a translation of a valid foreign driver's license not a valid driver's license, therefore both are required to be present if stopped by an officer of the law

8. GVB Membership and HAP for food truck vendors
   → Destination Specialist Peredo coordinating a list of food truck vendors

9. GIAA free Wi-Fi
   → Free Wi-Fi is available at GIAA
   → Restricted use for mobiles devices or any electronic devices in the Immigrations and Customs Halls, Wi-Fi blocked in these areas

10. Bus shelter trash bin issue
    → Management has identified rollover CIP funding to supplement the additional costs to open the bus shelter trash receptacles for FY2018
    → Continuing to engage bus companies to finalize rate structure for future use of the shelters into FY2019

EXHIBIT A

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

BOARD OF DIRECTORS PRESENT:

Director Milton Morinaga	Director Monte Mesa
Director Brad Kloppenburg	Director Young Hong
Director Tak Takano	Director Theresa Arriola
Director Bart Jackson	Director Katarina Sgro
Director William Nault	

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Robert Hofmann	Director Eduardo "Champ" Calvo
Director Sam Shinohara	Director Satoru Murata

GVB MANAGEMENT & STAFF PRESENT:

Antonio Muna	Rose Cunliffe	Karida Brennan
Maura Yi	Doris Ada	Josh Tyquiengco
Nico Fujikawa	Laurette Perez	Colleen Cabedo
Elaine Pangelinan	Meriza Peredo	Breeana Quitugua
Gabbie Franquez	Regina Nedlic	Frances Aguon
Nadine Leon Guerrero	Josh Concepcion	Maria San Nicolas

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:

In the absence of President Denight, Vice President Muna served as Acting President & CEO.

I. CALL TO ORDER

Chairman Morinaga called the meeting of the board to order at 3:45pm.

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 November 9, 2017.
Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

- Chairman Morinaga thanked all employees, committee members, shareholders and participants for a successful finish on the Mega Fam Tour. He also congratulated the addition of flights from Japan Airlines, expressed his gratitude to the airport for extending their incentive program to the airlines. JAL will receive a 50% discount on airport fees with the addition of a daily flight.
- Chairman Morinaga asked Acting President Muna if China Airlines will increase from 4 flights to 5 flights daily and if they will be receiving a 10% discount in airport fees. Acting President Muna confirmed increase and said he will find out the agreement. Chairman Morinaga wants to inform them, hoping it will incentivize China Airlines to increase daily flights. He also wishes to hold another meeting with China Airlines, based on the positive outcome from the meeting with China Airlines Chairman, Taiwan President Ing-Wen and Governor Calvo.

- Director Jackson asked if there are any low-cost carriers (LCC) that fly from Japan to Hawaii. Chairman Morinaga confirmed that there are no Japanese owned LCCs from Japan to Hawaii and Director Nault verified that LCC Air Asia X operating from Kuala Lumpar flies to Honolulu via Osaka. Director Nault also noted that Air Asia Japan is on standby to receive their license and if permitted will be the first LCC to flight out of Japan to Honolulu via Nagoya.
- Chairman Morinaga stated that Shizuoka Airport expressed interest to GVB Japan in servicing airlines from Shizuoka to Guam. The Shizuoka Airport will reach out to the airlines and incentivize, Chairman Morinaga hopes that Shizuoka Airport incentives addition to the Guam Airport incentives will bring more airline carriers to Guam.
- Chairman Morinaga requested for Management to inform the Board of Directors about any event(s) in relation to tourism and GVB ahead of time, so they may be aware should the public reach out to any Board of Directors.
- Vice Chairman Mesa wants GVB to reach out to food truck vendors and invite them to be members of GVB and take the Hafa Adai Pledge if they have not yet done so.
- Chairman Morinaga addressed action item of assigning the Chairperson for the Administration and Government Relations Committee and nominated Acting President Muna.
- Chairman Morinaga asked the Board of Directors if they would like to keep or cancel the next board meeting scheduled for December 28, 2017. The Board of Directors decided to cancel the last meeting of 2017 due to the holidays and hold the next one for January 11, 2018.

IV. PRESIDENT & CEO'S REPORT





November 2017

November 1-24, 2017 — Total: 97,587(-3.0%)

% Market Mix	Origin	2016	2017	% to LY
37.4%	Japan	48,898	36,468	-25.4%
49.6%	Korea	38,658	48,365	25.1%
0.8%	China	1,096	763	-30.4%
0.6%	Hong Kong	594	575	-3.2%
1.6%	Taiwan	2,557	1,607	-37.2%
4.4%	US/Hawaii	3,749	4,277	14.1%
2.1%	Philippines	1,971	2,007	1.8%

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

Calendar Year to Date 2017

January-November 24, 2017 — Total: 1,379,592(+0.9%)

% Market Mix	Origin	2016	2017	% to LY
40.9%	Japan	668,625	563,711	-15.7%
43.6%	Korea	479,732	602,083	25.5%
1.4%	China	25,077	19,949	-20.4%
1.0%	Hong Kong	7,123	13,740	92.9%
2.2%	Taiwan	38,564	30,057	-22.1%
4.9%	US/Hawaii	69,471	67,985	-2.1%
1.2%	Philippines	19,034	16,535	-13.1%

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

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Fiscal Year to Date 2018

October–November 24, 2017 **Total: 211,113 (-5.4%)**

% Market Mix	Origin	2017	2018	% to LY
33.6%	Japan	104,534	70,957	-32.1%
49.6%	Korea	86,777	104,657	20.6%
1.0%	China	3,451	2,158	-37.5%
0.6%	Hong Kong	1,245	1,186	-4.7%
1.7%	Taiwan	6,056	3,508	-42.1%
4.5%	US/Hawaii	9,671	9,595	-0.8%
1.8%	Philippines	4,377	3,739	-14.6%

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

MARKETING

Japan Market

MegaFam Tour: November 30 – December 3, 2017

- Trade show at Dusit Thani Resort Guam
- Welcome fiesta at Plaza de España



Japan Market

MegaFam Tour: November 30 – December 3, 2017

Participants:
Tokyo: 198
Kansai: 80
Nagoya: 42
Tohuku: 16
Hokkaido: 30
Fukuoka: 21
Total: 387

Media: 163
Travel agents: 224
Total: 387





Korea Marketing News

Total Number of Korean Outbound Travelers



- Total number of Korean outbound travelers: 2.2 million (2017 OCT) -> 19.6% increased vs. 2016 OCT
  2017 OCT YTD: 21.9million -> 17.9% 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 31 = 10,478 seats
	KE111	19:35	00:50+1	Daily	276 seats x 31 = 8,556 seats
Jeju Air	7C3102	10:05	15:25	Daily	189 seats x 31 = 5,859 seats
	7C3106	20:10	01:40+1	Daily	189 seats x 31 = 5,859seats
	7C3108	21:50	03:20+1	Daily	189 seats x 31 = 5,859seats
Jin Air	LJ641	09:35	14:50	Daily	189 seats x 3 = 567 seats 393 seats x 28 = 11,004 seats
	LJ643	10:10	15:25	Daily (~Dec 3)	189 seats x 3 = 567 seats
T'Way Air	TW301	18:00	23:30	Daily	189 seats x 31 = 5,859seats
Air Seoul	RS102	20:45	02:10+1	Daily	195 seats x 31 = 6,045 seats

Outbound seat capacity from ICN to GUM = 60,653 seats

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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 = 17,712 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 = 5,859 seats
- It includes a certain portion of Japanese traveler's

Total Outbound Seat Capacity (December)	
1 month Average	84,224 seats (Max.)

Korea Marketing News

Travel Trade Support

Bomulsum Tour – Mini Travel Mart
- Preiod: November 3 - 5, 2017
- Venue: 1F Myung-dong Shinsegae Department Store

Web Tour – Incentive Group Support
- Period: November 20 – November 23, 2017
- Travelers: Lam Research Korea
- Venue: Hyatt Regency Guam
- GVB's support: Welcome shell lei with Miss Guam



E&F Tour – Incentive Group Support
- Period: November 04 – November 09, 2017
- Travelers: PCA Group (200pax)
- Venue: Hyatt Regency Guam
- GVB's support: Welcome shell lei with Miss Guam & Cultural Performance



Korea Marketing News

E&F Tour – Incentive Group Support
- Period: November 14 – November 17, 2017
- Travelers: CREATE Company
- Venue: Hilton Guam Resort & Spa
- GVB's support: Welcome shell lei with Miss Guam & Cultural Performance



Magellan Tour – Incentive Group Support
- Period: November 15 – November 18, 2017
- Travelers: SH&D Wall Coverings Company (370pax)
- Venue: Sheraton Laguna Guam



The MICE Travel – Incentive Group Support
- Period: November 15 – November 19, 2017
- Travelers: Kyani Company (70pax)
- Venue: Hilton Guam Resort & Spa



Korea Marketing News

Mode Tour Travel Mart

- Period: November 16 - 19, 2017
- Venue: COEX
- Co-exhibitors: Total (12) – 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
- Delegates: Alupang Beach Club / Pacific Star





RESULT
- No. of Visitors: 73,800pax
- On site Sales: 1,497 Guam tour products sold
- Total Sales: 3,913 Guam tour products sold (onsite sales & other Mode channels)

Korea Marketing News

GVB Year End Appreciation Reception



- Date: November 29, 2017
- Venue: Seoul Dragon City
- Participants: 120 pax

Korea Marketing News

Hana Tour International Show Busan (1st HANA Tour Show in Busan)



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

RESULT
- No. of Visitors: 35,500 pax
- On site Sales: 513 Guam tour products sold

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Korea Marketing News

3rd Annual MBC Golf Tournament Welcome Reception

- Period: December 11, 2017
- Venue: Unnai Room, Westin Resort Guam
- Guests: 120 pax



- Remarks by: Lt. Governor Ray Tenorio, MBC Sports Plus CEO Lee Hyung Gwan, GVB Board Director/ KMC Chairman Bart Jackson and Mode Tour
- Entertainment: Ryan Imamura & Zach Quinata, Guma Kinalamten I Taotao Tano
- Special Appearance: Miss World Guam 2016 Phoebe Palisoc, Miss Earth 2017 Emma Sheedy
- Program Included: Appreciation Presentation from MBC to GVB, Lucky Draw Prizes

Korea Marketing News

3rd Annual MBC Golf Tournament Farewell Reception

YOU ARE CORDIALLY INVITED!

MBC SPORTS+

FAREWELL RECEPTION
Hosted by MBC

Thursday, December 14, 2017
Westin Resort Guam
Venue: Starlight BBQ (Poolside)

6:30 p.m. – 7:00 p.m. – Guests to Arrive
7:00 p.m. – 9:00 p.m. – Dinner Reception

Korea Marketing News

Air Seoul's Mint Story Filming

- Period: December 10 – December 14, 2017
- Mint story is a series of promotional video clips produced by Air Seoul to promote the destinations they service.
- GVB Korea Staff On-Island: Jessica Ham / Ellie Bae





Hong Kong Marketing News

Cathay Dragon Chartered Flight to Guam

Date:	Nov 19 - 23, 2017
Aircraft service & type:	Cathay Dragon, Airbus A321s (150 seats)
Flight schedule:	19 Nov 16:05 departure from Hong Kong, landing time in Guam is 23:35 23 Nov 12:35 departure from Guam, landing time in Hong Kong is 15:50
Promotion work:	• Cathay Pacific Holidays (subsidiary travel agency of Cathay Pacific Airlines) promoted a One-time package from HKD$4,120/USD$531* per person • Package included Cathay Dragon air fare & 4-night accommodation at Outrigger Guam Beach Resort OR Hyatt Regency Guam OR Dusit Thani • GVBHK sent press release and Facebook post to promote this offer.
Accomplishments:	• Total 90 pax in the flight (passengers + crew) • GVBHK office provided the Guam driving map, travel guide, cable holder & SGeF key chain to each passenger at check-in counters.







Taiwan Marketing News

China Airline resumes Sunday Flights

- Add Sunday flights starting from Mar. 25, 2018 (2018/3/25-10/25)
- Become five flights per week (Tues, Wed, Fri, Sat, Sun)
- For the group tickets, the pattern will be 5D4N except the Sunday flight (6D5N); the flight remains Boeing 737-800
- Post the great news on GVB Taiwan Fanpage, and will announce the news on Dec. media gathering

	CI26 TPE - GUM		CI25 GUM - TPE	
Tuesday	07:20 - 13:15	Saturday	15:40 - 17:30	5D4N
Wednesday	08:20 - 14:15	Sunday	15:35 - 17:25	5D4N
Friday	08:00 - 13:50	Tuesday	14:45 - 16:35	5D4N
Saturday	08:00 - 13:50	Wednesday	15:35 - 17:25	5D4N
Sunday	08:20 - 14:15	Friday	14:45 - 16:35	6D5N

Pacific Marketing News



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, completed an inspection tour of Guam's dive and tourism offerings to create dive packages for Guam and the region.

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Pacific Marketing News



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

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



North America Marketing News

ANDREW COLLINS FAMILIARIZATION TOUR
DECEMBER 5-12, 2017





- Journalist Andrew Collins visited Guam in December
- He has been editing LGBT and mainstream travel guidebooks, magazines, and newspapers for nearly three decades
- Collins was the featured guest speaker at GVB's Membership Mixer held at Hilton Guam Resort & Spa on December 11, 2017
- He is working with GVB to create collateral tools for the marketing department to use in promoting to the LGBTQ visitor market
- Local media also covered Collins' visit (KUAM, PNC, Guam Daily Post & Glimpses)

Philippines Marketing News



Quezon City Travel Agencies Association (QCTAA)
October 28 – November 1
32 Board of Trustees and Members



Philippine Travel Agencies Association (PTAA)
November 25-28
26 Board of Trustees and Members



Cebu Pacific Lifestyle Media
November 25 – 28, 2017
15 pax
Fully funded by Cebu Pacific Air

Russia Marketing News

Familiarization Tours





•GVB hosted 6 of the biggest Russian Media from November 20 -24
•Conducted interviews with GVB Management/Historian Anthony Ramirez
•Island Tours and visit to Gef Pa'go /Valley of the Latte/Southern hikes

•CEO of GVB Russia Office Kirill Potapenko was on Guam November 28
•Provided update of FY18 plans for Russia market

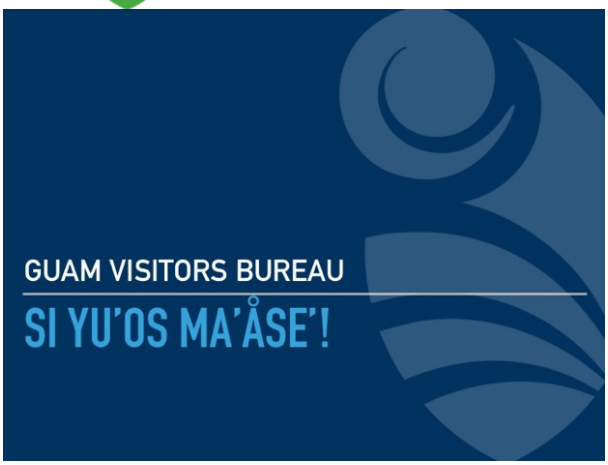
DESTINATION

New Year's Eve Fireworks

- New Year's Eve Fireworks Show event planned for December 31 at Governor Joseph F. Flores Memorial (Ypao Beach) Park
- Event to be from 5 p.m to midnight
- Live entertainment, family friendly activities, food and drinks, and food trucks planned
- Fireworks show in Tumon Bay at midnight



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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**	**$ 1,975,017.98**	**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	

December 12, 2017

Vice Chairman Mesa made a motion, seconded by Director Jackson, to approve the Treasurer's Report. Motion approved

- Vice Chairman Mesa asked what are the terms to tap into the Rainy Day Fund. Acting President Muna answered 50% of the available balance at any given time.
- Accounting Manager Perez reported receivables from the allotment has not been collected for the month of December and only two has been collected for month of November from

Visitor Safety & Satisfaction and Pass-Thru. Director Arriola expressed concern for not collecting receivables for the month of November. Acting President Muna affirmed Director of Finance & Administration Cunliffe is actively following up with payment.

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

JAPAN AIR SERVICE DEVELOPMENT MEETING IN GUAM

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

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

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

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.

- Director Arriola shared her experience attending the event, it was the first time in over a decade this event was hosted in the Pacific. Sarah Thomas Nededog, Payu-TA Chairperson, was elected to be the PIANGO Chair for the Pacific, so it was a great opportunity to promote Guam. This annual gathering will take place in Eastern Europe Baltic Seas next year. Vice Chairman Mesa asked Director Arriola if Guam could invite the ICSW to be hosted on Guam, she informed the board that there are on going discussions with CIVIVUS to do so, Guam could be host to regional meetings in smaller contingents. The event was overall very well attended not just by the Micronesian region but also by the Asian countries. Justin and Ruby accompanied the trip and were a big hit.
- Director Arriola expressed her gratitude towards GVB's support towards non-profit organizations.

B. VISITOR SAFETY & SATISFACTION

- Director Hong has reported the translated crosswalks signage project is complete.
- GVB met with the Department of Revenue & Taxation (DRT) and discussed the current laws and status of pending legislation regarding short term vacation rental, guesthouse and B&B. Issues discussed at the meeting:
  - A) An outreach presentation will be conducted for all interested and current B&B vendors in the months of February and March. Working sessions will begin in January.
  - B) B&B's rental certification to be issued by DRT.
  - C) Update Standard Operating Process for DRT / GVB with business license and tour guides.
  - D) Guam Seal Approval Task Force: Stakeholders DRT, GVB, GHRA and GCC.
  - E) Tourism Enforcement task force: Stakeholders DRT, GVB, GIAA and GPD will address the illegal B&Bs, guesthouses, taxis and shuttles.
- Director Jackson stated that, in the recent GHRA board meeting, short term vacation homes, were a primary concern. Korean home owners have complained even if they tried to comply, there are no rules and regulations with DRT. Director Jackson hopes the outreach program will solve these issues and other non-compliant matters can be addressed. Director Hong stated the outreach program will educate B&B and rental car owners of the rules and regulations which will benefit all.
- In the previous KMC meeting, Director Hong mentioned two local Korean newspapers reported the DMV accepts Korean (foreign) licenses for renting cars but will not accept international licenses. This matter needs to be reviewed further with DMV.
- Director Hong received an email from five Korean visitors who were denied entry by immigrations and were sent back on a plane the next morning. These tourists did not have any access to Wi-Fi and were denied phone calls to relatives on island while being detained. They complained to the US Embassy in Korea, asking why the Guam airport does not have free Wi-Fi access. Director Hong declared that something must be done to give free Wi-Fi access in all areas of the airport and along the hotel road (smart city zones). Director Arriola

stated she has asked GIAA why free Wi-Fi is not provided and Director Jackson said a request must be made to the airport.

- One of the tourist also claimed the immigration officer declared a visa is required for entry from Korea to Guam. During their confinement the tourist were not given any food or water. These tourists wrote to the US Embassy and the message was then forwarded to Director Hong. She apologetically replied to the US Embassy stating that US Customs and Immigrations office is out of GVB's control.
- Director Nault explained that Wi-Fi access throughout the island is possible and is currently being discussed with Docomo, but as for the area dealing with US Immigrations and Customs at the airport, Wi-Fi access is not allowed and cellphones are usually confiscated if used.
- Acting President Muna stated that GIAA is currently working on a project with Docomo to install free Wi-Fi. Currently, there is free Wi-Fi but with limited access and becomes spotty in certain areas and around gates. He said the topic will be discussed with GIAA.
- Chairman Morinaga emphasized that immigration areas are no communication zones for reasons of national safety. Immigration officers have full discretion who they allow to pass through. Chairman Morinaga asked what was the reason for denied entry, Director Hong answered the reason was unclear and asked GVB to assist in finding out why. Director Nault suggested the issue might have been the visa waiver program, the individual might have applied but had some police record. Director Hong rebutted stating the individual was just on Guam in July to play golf with friends but this time they were rejected with no explanation. Director Jackson iterated that since 9/11 each border officer has the individual right to reject someone just because. It happens to Russian, Korean and Japanese tourist alike.
- Vice Chairman Mesa expressed regret over the incident and added the visitors should at least be treated with respect, at least to offer a bottle of water. Director Nault said translators are provided for those with language barriers, usually from the airlines, and they are able to contact the family members and request for water.
- Director Hong shared a post from Korea Joongang Daily ranking the top destinations for Korean tourists in 2017 were Jeju, Guam, Osaka, Tokyo, and Fukuoka (in that order). Airplane tickets are purchased 6 days before travel. The peak travel month is September with a stay duration of 6.4 days. And Guam is reported to be the #1 family tourist destination.
- Korean Airlines flights will be utilizing Incheon International Airport's new terminal #2 starting January.

C. CULTURAL & HERITAGE

D. SPORTS & EVENTS

E. ADMINISTRATION & GOV'T RELATIONS

F. DESTINATION MANAGEMENT

- Vice Chairman Mesa reported 9 out of 12 bus shelters are complete and will be completed by end of December 2017.
- Flood mitigation update: 13 of 21 inlets complete, 3 of 9 trench drains complete, problems with existing utilities requiring re-design due to utility obstruction and inlet connection issues are causing delays. Completion date extended to January 2018.
- Streetlights update: 393 completed, but seeing issues in pocket areas, the team is looking into contractors and their warranty. Currently 4 streetlights are still damaged by auto accidents, repairs will be charged to the appropriate insurance company. Vice Chairman Mesa has asked the members of the board to report any other streetlight issues they may come across.
- Bus shelters have been complimented by visitors and members alike. However, there have been complaints in regards to trash bins being covered. Management is looking into resolving the issue. Visitors are forcing trash into covered bins. Vice Chairman stated there is a need

for an interim solution and suggested utilizing the Rainy Day Fund to assist with hiring a contractor to pick up the trash daily.

- Acting President Muna stated there is a maintenance plan ready to be implemented but there is an issue with funding. Management looking at identifying the source of funding with the help of the board to subsidize a trash service to be included in the current contract. Another option is to charge the bus companies for the additional needed funding.
- Director Takano said it was a mistake to install trash bins at bus shelters in the first place. It invites people to dispose their trash, creating an overflow of trash that needs to be addressed with continued funding. If there is no trash bin, there will be no trash collection. Director Jackson agreed, visitors will wait to dispose their trash at the proper place.
- Option one is to remove and store the trash receptacles at the bus shelter and to see what happens or option two to remove 12 concrete trash receptacles, donate to parks, Chamorro Village, and/or to mayors, and accommodate the 12 bus shelter bins by inserting them into the current maintenance contract.
- Chairman Morinaga asked for a status report by the next board meeting along with the cost of the newly reflected changes, if so decided.

G. GREATER CHINA

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

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

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

- Director Nault reported the success of the Mega Fam Tour and the positive outlook it received with the addition of the Japan Airlines flights.
- Chairman Morinaga, President Denight, and Director Nault participated in the JGTC meeting formed by the travel partners in Japan. They reported a positive impact from Mega Fam promoting Guam is still a safe and friendly place to visit, not just to visitors but also their employees. They discussed the topic of school trips and the strong desire to regain focus on that market segment. Director Nault said we need to work on visiting schools and meet with school principals to push for school trips. News of North Korea's threat have simmered down in major urban areas but there is still a negative impact in surrounding rural areas. The Japan office is working on regaining lost business travels and MICE groups. Vice Chairman Mesa

added that we must work diligently with the Japan office, to ensure cancellations do not occur and he commended the success of the Osaka school trips that took place.

- Director Jackson shared feedback from GHRA in regards to Mega Fam Tour, some hotels felt under represented at the event. GVB was looking for rooms to accommodate guests, while some hotels offered they were not taken. Director Jackson described it as a timing issue and including GHRA early on in the planning process is most effective.
- Director Nault added the 2018 promotion *#InstaGuam* was well received because it features all the places in Guam and showcases people really enjoying their time and stay. Need to push hard with *#InstaGuam* to get more social media content from visitors.

I. KOREA

- Director Jackson reported it was the last shooting day for the MBC Golf Tournament, this year is the third annual tournament and it has been very successful with an estimated value of $86 million in media exposure.
- The Korean office just completed their year end appreciation party with around 150 travel agents in Seoul
- Hana Tour also just completed their first International Trade Show in Busan, they will continue with two Hana Tour Trade Shows yearly, one in Seoul and one in Busan. They anticipate Mode Tour to also create one for Busan. This year's Mode Tour Trade Show was the first time Guam had their own pavilion, which was a positive turnout for all participating exhibitors. It was a well attended event and Mode Tour was able to make some tour sales on-premise.
- The Korean market continues to grow with numbers increasing 20% in business, despite North Korea threats. We are expecting to hit 660,000 for Korean visitors in the calendar year 2017 and look forward to achieving 700,000 in this fiscal year 2018.
- Vice Chairman Mesa expressed concern for the trade in-bound agreement between China and South Korea, there is an ongoing push to move air capacity between the two markets. Director Jackson responded that was the justification for the increase in the Korean market budget, now dependent on reaching 700,000 Korean visitors, hence the appropriate budget allotted to ensure the goal is achieved.
- Vice Chairman Mesa commented on the limited equipment capacity that may become a problem in two to three years. Director Jackson stated there is actually an excess in capacity for low-cost carriers that has not made its way to Guam. There is room to grow in the number of seats, carriers, and/or frequencies. He asserted that it is not an issue.

J. MEMBERSHIP & COMMUNITY OUTREACH

- Director Kloppenburg reported the current number of members is at 273 with 37 new members and 28 renewal members.
- Four quarterly membership meetings have taken place this year in 2017, with speakers Barbara Wold discussing the millennial travel market, Damian Cook's presentation on Tripadvisor and social media within the travel market, David L. Gossack Minister Counselor for Commercial Affiars at the U.S. Commercial Service, Clifford Guzman's update on the destination management project, and Adam Collins' insight into the LGBT travel market.
- Next meeting will be held sometime in February, details to be announced.

K. NORTH AMERICA & PACIFIC MARKETS

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

L. RESEARCH

M. RUSSIA & NEW MARKETS

Committee minutes dated October 3, 2017 **Exhibit G**

- Director Jackson reported Russia celebrity blogger, Zoe Paradigma, was on island along with the head representative in the Russian office and gave a presentation last week.
- The number of Russian visitors for this winter is significantly better than last year.
- Now with Air Seoul connection and prices are better from Yuzhno and Khabarovsk to Guam through Seoul. Also Jeju Air connections to Vladivostok from Seoul has improved, it is less expensive than Korean Air. Once these legs stabilize and increase in Russian arrivals is expected.
- Next meeting for Russia & New Markets Committee is cancelled and will resume February 6, 2018.

VII. OLD BUSINESS

VIII. NEW BUSINESS

- New promotions and hire: Bree Garrido promoted to Marketing Officer 1 in Greater China Market, Karida Brennan promoted to Marketing Officer 1 in Japan Market, new hire Maria San Nicolas with the North American & Pacific Market, and Maura Yi as the new Executive Secretary.
- Director Hong asked if there were any plans to include public viewers for next year's tournament. Director Jackson stated it was solely up to the golf course if they wanted to allow a spectator gallery. If they do so they would have to make restrictions to areas of admission, it would require hundreds of volunteers to monitor.
- Next year Mode Tour plans to make golf packages available to their market.

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Announcements:

- Monday, January 15, 2017 Martin Luther King Jr. holiday, GVB will be closed.

Upcoming Board Meetings:

- Thursday, January 25, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, February 8, 2017 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

Director Arriola made a motion, seconded by Director Jackson, to adjourn the meeting. Meeting adjourned at 5:05pm.
Motion unanimously approved

Mrs. Theresa C. Arriola, Secretary of the Board of Directors

Board Minutes respectively submitted by Maura Yi, Executive Secretary

Action Items:

1. Assignment of the Chairperson for the Administration and Government Relations Committee
   → Chairman Morinaga assigned Acting President Muna as Chairperson for 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 Acting 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~~
   ~~→ Destination Specialist Peredo met with the DRT and discussed the current laws and status of pending legislation regarding short term vacation rental, guesthouse and B&B~~
   → Working sessions will begin in January and outreach program to be conducted in February and March 2018

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~~

7. DMV approved drivers' license for rental cars

8. GVB Membership and HAP for food truck vendors

9. GIAA free Wi-Fi
   → Free Wi-Fi is available at GIAA
   → Restricted use for mobiles devices or any electronic devices in the Immigrations and Customs Halls, Wi-Fi blocked in these areas

10. Bus shelter trash bin issue

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]	$ 1,573,463.90
Cultural & Sports Ambassador Fund[2]	$ 191,980.72
GVB Cruise Ship Industry Development Program	$ 4,166.66
TOTAL RESTRICTED	**$ 1,765,444.62**

UNRESTRICTED

Bank of Guam - Operations	$ 9,455,671.81
First Hawaiian Bank - Membership	$ 81,994.05
Resona	$ 232,011.00
Bank of Guam - TAF	$ 569,981.90
Raymond James - CD value as of 11/30/2017[3]	$ 2,542,689.96
TOTAL UNRESTRICTED	**$ 12,882,348.72**
TOTAL CASH as of 1/8/2018	**$ 14,647,793.34**

Current Payables

Asatsu Invoices (OCT - NOV)	$ 231,463.96
Japan Invoices	$ 23,715.64
Guam Invoices	$ 628,813.69
Pass-Thru	$ 7,916.67
Encumbered Contracts	$ 4,415,769.47
Encumbered Purchase Orders	$ 112,123.64
TOTAL as of 1/8/2018	**$ 5,419,803.07**

NOTES

NOTE 1

$1,573,463.90	Rainy Day Fund
($167,912.36)	Rainy Day expenses Japan - reimburse Operations
$1,405,551.54	

NOTE 2

$191,980.72	Cultural and Sports Ambassador Fund
($6,875.00)	Cultural and Sports Ambassador expenses - reimburse Operations
$185,105.72	

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
($738,581.84)	PAID - Pale San Vitores Road Bus Shelter Project
($28,783.52)	PAID - Planning, Architectural and Engineering Services for Tumon Bay Improvement
($75,000.00)	PAID - Sponsorship Guam Basketball Federation FIBA U17 Championship
($10,000.00)	PAID - Hagatna maintenance and streetscape project for GMIF
($111,418.16)	BALANCE - Pale San Vitores Road Bus Shelter Project
($89,655.46)	BALANCE - Planning, Architectural and Engineering Services for Tumon Bay Improvement
0.00	

EXHIBIT C

JAPAN MARKETING COMMITTEE MEETING – Tuesday, December 19, 2017

JMC MEMBERS PRESENT: Bill Nault, Satoru Murata, Tak Takano, Milton Morinaga, Daisuke Tsuchiya, Toshio Akigami, Mike Lee, Kiyoshi Kawano, George Johnson

OFF-ISLAND: Monte Mesa

OBSERVERS/GUESTS PRESENT: Tomoyuki Goto, Koji Nagano, Akiko Futakami, Kazu Atsuta, Kenji Sekine, Yoshihisa Otani, Akihiro Tani, Yoshiaki Kanemitsu, Eilis Baldevia, Yuki Motoda, Asher Goldenberg, Akihiko Gondo, Kyoichi Aoki, Yoshinori Oshita

ABSENT: Terry Debold, Bunichi Yamashita, Norio Nakajima, Yusuke Imazu, Kimi Passeur, Mitsunori Takahashi, Shizuyo Okabe, Katsuhiko Yoshida, Miwa Bravo, Simon Odoca, Mark Anderson, Mai Perez, Suzanne Perez, Ayisha McKinnon, Masayo Ibay, Kazunori Hotta, Dave Duenas, Sachiyo Tanimoto, Bonnie Alig

GVB: Antonio Muna, Brian Borja, June Sugawara, Karida Brennan, Nico Fujikawa

ADK:

SKYPE: Hiroshi Kaneko

CALL TO ORDER

The meeting was called to order at 1:33 PM.

APPROVAL OF MINUTES

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

REPORT OF CHAIRMAN

As this is the last meeting for 2017, Chairman Nault thanked everyone for the continued support. Over the last few months, the team has been working to recover from the effects of the North Korea threats. One such effort was the MegaFam Tour. He thanked all industry partners for their participation. The MegaFam dinner was a great success featuring celebrities Tachi Hiroshi and members of AKB48. The tour brought over 300 participants including travel agents and media. Chairman Nault thanked business owners and stakeholders who opened their facilities to the participants. It was this sense of hospitality that made the event successful and reassured visitors that Guam is still a safe and fun destination. He went on to report that airline discussions will continue with United Airlines, Japan Airlines, and T'way. He then stated that he, Chairman Morinaga, and President Denight participated in a JGTC meeting in Japan in early December. Discussions were held regarding current promotions including the 50th Anniversary. The GVB team explained GIAA's incentive program to JGTC members. Specifically, how current airlines will receive incentives for continuing to service Guam and how greater incentives will be given to carriers that will start new flights to Guam. This program will be ongoing throughout 2018. Chairman Nault shared that #InstaGuam 2018 was received well by JGTC members as Instagram has brought positive images to our island in a short period of time. JGTC announced that more exposure is needed in the Kanto area. Kansai and Chubu expressed their concerns about school trips and incentive tours. They are requesting for GVB to work more closely with schools and businesses. The Shop Guam e-Festival launched on November 10 and will conclude on February 28. The next GVB Membership Meeting is tentatively scheduled for sometime in February. At GVB's Board Meeting last week, directors discussed some possible changes to the bus shelter design. Chairman Nault would like to work diligently on the industrialized sectors such as weddings, fishing, and diving. Next, he reported that the Yomiuri Giants will be

coming to train on Guam. An additional flight via Japan Airlines will begin on March 25 which will positively impact the island. In closing, he stated that 2018 is looking bright and if we all work together, we can stop the decline for the upcoming year. He wished all a great holiday season and a happy new year.

REPORT OF MANAGEMENT

- Mr. Muna introduced Karida Brennan, Marketing Officer I for the Japan Market

Report by Mr. Kaneko:

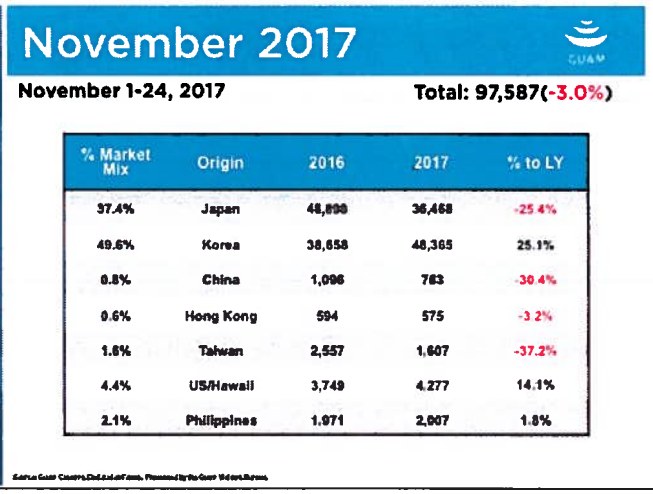
- Three Month Forecast
- Air Service Development
- 50th Anniversary Campaign
- Incentive Program FY17 Summary: Charter
- Incentive Program FY17 Summary: MICE
- Sales Updates
- Homepage & SNS
- PR & Marketing
- Japan Market Update

REPORT OF ADK

Report by Mr. Borja:

- FY18 Communication Plan
- Mega FAM Tour
- PR / Promotion
- 2018 InstaGuam – January - September
- PR/Promotion
- FY18 InstaGuam Campaign
- InstaGuam + AKB48
- FY2018 Media Plan
- Transit Ad at Tenjin Station in Fukuoka
- AD / PR / Promotion
- MegaFam Tour re-cap video





% Market Mix	Origin	2016	2017	% to LY
37.4%	Japan	48,898	36,468	-25.4%
49.6%	Korea	38,658	48,365	25.1%
0.8%	China	1,096	783	-30.4%
0.6%	Hong Kong	594	575	-3.2%
1.6%	Taiwan	2,557	1,607	-37.2%
4.4%	US/Hawaii	3,749	4,277	14.1%
2.1%	Philippines	1,971	2,007	1.8%

Calendar Year to Date 2017

January-November 24, 2017 **Total: 1,379,592(+0.9%)**

% Market Mix	Origin	2016	2017	% to LY
40.9%	Japan	668,625	563,711	-15.7%
43.6%	Korea	479,732	602,083	25.5%
1.4%	China	26,877	19,948	-20.4%
1.0%	Hong Kong	7,123	13,740	92.9%
2.2%	Taiwan	38,584	30,057	-22.1%
4.9%	US/Hawaii	69,471	67,985	-2.1%
1.2%	Philippines	16,834	16,535	-13.1%

Fiscal Year to Date 2018

October-November 24, 2017 **Total: 211,113 (-5.4%)**

% Market Mix	Origin	2017	2018	% to LY
33.6%	Japan	104,534	70,957	-32.1%
49.6%	Korea	86,777	104,657	20.6%
1.9%	China	3,461	2,158	-37.5%
0.6%	Hong Kong	1,245	1,186	-4.7%
1.7%	Taiwan	6,056	3,508	-42.1%
4.5%	US/Hawaii	9,671	9,595	-0.8%
1.8%	Philippines	4,377	3,739	-14.6%

3 Month Forecast

(as of 19Dec.2017)

Month	Forecast	LY Arrival	% Arrival	2017/18 Seats	2016/17 Seats	% Capacity
December	54,000	66,046	-18.24%	64,140	81,293	-21.10%
January	47,000	57,037	-17.60%	61,193	73,831	-17.12%
February	33,000	54,356	-39.29%	59,196	64,712	-8.52%

(Data Source : Dbo HI, JGTA and other HI)

December 2017
Narita
Utc:21 flights per week(2,268)
DL: 7 flights per week (1,176)
JL:7 flights per week(1,512)
Nagoya
Utc:14 flights per week(1,988)
Korea
Utc:14 flights per week(2,324)
TW: 7 flights per week (1,225)
Fukuoka
Utc: 7 flights per week (826)
Sapporo
Utc:3 flights per week,(378)
(Hon &PI)
Sendai
Utc:2 flights per week (336)
(Thu&Sun)

January2018
Narita
Utc:21flights per week (2,268)
JL: 7 flights per week (1,512)
DL: 12 flights (1-8Jan.18)
(2,352)
Nagoya
Utc:14 flights per week (1,988)
Korea
Utc:14 flights per week (2,324)
TW: 7 flights per week (1,225)
Fukuoka
Utc: 7 flights per week (826)
Sapporo
Utc:5 flights (1Jan) (630)
(Hon& PI)
Sendai
Utc:2 flights per week,(336)
(Thu&Sun)

February 2018
Narita
Utc:21 flights per week
(2,268)
JL:7 flights per week(1,512)
Nagoya
Utc:14 flights per week
(1,988)
Korea
Utc:14 flights per week
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TW: 7 flights per week
(1,225)
Fukuoka
Utc: 7 flights per week (826)
(Hon &PI)
Sendai
Utc:3 flights per week, (378)
(Thu&Sun)

Charter Flight Information

December
Narita: 4flights (992)
Nagoya: 6 flight (1,052)
Korea: 2 flight (484)
Fukuoka: 1 flight (350)
Hiroshima: 1flight(158)
Niigata: 1flight(158)
Takamatsu: 1flight(158)

January
Nagoya: 1flight(148)
Narita: 30 flights (5,640)
Korea: 1 flight(188)

February
Narita: 26 flights (5,264)

G/Total: 75 flights, (14,648 seats)

Air Service Development

(as of 19Dec.2017)

1. Charter Support program FY18

- One year support program starting from January 2018 (1月から12月末出発)
- Continue to support charter & extra flight operation (チャーターサポートの継続)
- Clear support contents (明確なサポーター内容)

2. JAL Announcement

- JAL will operate double daily service from Narita to Guam in next March
- Period Mar 25-Oct 27 2018 (日本航空、2018年3月25日からの増便)
- Capacity 24C/175Y (ビジネス24席、エコノミー175席)

3. A.B. Won Pat International Airport Authority Guam

- GIAA has offered two incentive support plan to carriers servicing to Japan
- 10% discount to existing carriers from February 1st (2月1日から既存航空会社に10%の減額)
- 50% discount to carriers starting from February 1st (2月1日から新規航空会社に50%の減額)
- Discount items
  - Departure Fees
  - Arrival fees
  - Immigration inspections fees
  - Loading bridge use fees
  - Apron use fees
  - Landing fees

Confidential and subject to change

Air Service Development

(as of 19Dec.2017)

Guam Charter 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 ~	98%
Takamatsu (TAK)	China Airlines	Guam	30Dec.17	¥ 264,000 ~	92%
Narita (NRT)	China Airlines	Guam	29-30Dec 17	¥163,900 ~	98%
Kansai (KIX)	China Airlines	Guam	29Dec.17	¥ 211,000 ~	99%
Nagoya (NGO)	Korean Air	Guam	29Dec.17	¥134,900 ~	97%
Narita (NRT)	T'way	Guam	29-30Dec 17	¥ 186,000 ~	96%
Kansai (KIX)	T'way	Guam	31Dec 17	¥ 163,800 ~	99%
Fukuoka (FUK)	Jin Air	Guam	30Dec.17	¥ 219,000 ~	98%
Nagoya (NGO)	Uzbekistan	Guam	29Dec,17 - 01Jan.18	¥ 169,800 ~	99%
Nagoya (NGO)	Jeju Air	Guam	29-30Dec 18	¥ 129,800 ~	96%

Capacity Summary by port
- Narita 990 Nagoya 1,052 Kansai 495 Fukuoka 330 Niigata 158 Hiroshima 158 Takamatsu 158
- Total 3,549 seats (17 flights) LY 3,892 seats (17 flights)

Air Service Development

(as of 19Dec.2017)

Fuel Surcharge (February 2018-)

- Japan Airlines has announced on December 14 it will raise the fuel surcharge on international flights originating in Japan between February 1 and March 31, 2018.

Airlines	December 1st to January 31st	February 1st to March 31st
Japan Airlines	¥4,000	¥8,000
United	¥4,000	No announcement yet
Delta	¥4,000	No announcement yet
T'way	¥4,000	No announcement yet
All Nippon Airways	¥4,000	No announcement yet

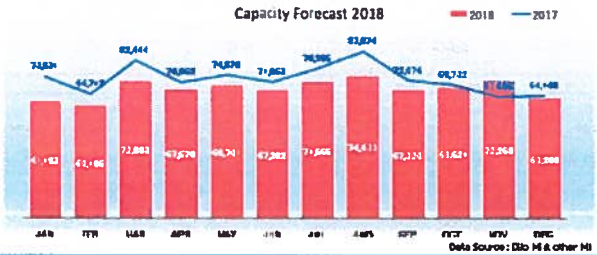
(Round trip rate from Japan to Guam)

Air Service Development

(as of 13Dec.2017)

Capacity Forecast in 2018

Total capacity : about 813,000seats. (about 4,100 flights)
Scheduled Flight : 775,000 (3,900 flights)
Charter flight : 38,000 (200 flights)
Comparison v.s. 2017 : -7% (-58,000 seats) Pull out DL NRT and UA CTS
JAL second operation has increased total capacity by 5% (about plus 42,000 seats)



Data Source : Diio Mi & other MI

50th Anniversary Campaign

(as of 13Dec.2017)

1. Sales Co-op



50th Anniversary Campaign Sales Co-op

JATC Rank	Target	Description
JTB World Vacations	1,000	Room Credit
HTA	100	BBQ coupon plus transfer from 12 hotels
KNT	100	Dinner coupon
HIS	2,000	Optional tour coupon
Tabi tap	300	Meal coupon
JALPAK	200	Meal coupon

JATC Clubs	Target	Description
JTB World Vacations	1,000	Dinner coupon
HTA	20	BBQ coupon plus transfer from 12 hotels
KNT	200	Dinner coupon
HIS	1,000	Discounted package price/option tour fee

Online Travel Agents	Target	Description
Rakuten	1,000	Rakuten coupon

50周年キャンペーン商品：JGTC 関東・中部・Rakuten

Content is subject to change

50th Anniversary Campaign

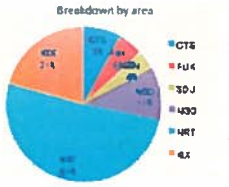
(as of 13Dec.2017)

2. Mega FAM

- Dates: November 30 - December 3, 2017. (11月30日～12月3日)
- Invite frontline agent's staff, online agent and influential Japan media.
- Develop amplified media exposure for Guam. (代理店・メデイアを招待)
- Tradeshow, Optional tours etc. (トレードショー・オプショナルツアー)
- Targeting over 400 business partners. (400名以上をターゲット)

Participants :
Tokyo : 198
Kansai : 80
Nagoya : 42
Tohoku : 16
Hokkaido : 30
Fukuoka : 21
Total : 387

(代理店 224, メデイア 163)



GUAM MEGAFAM 50

50th Anniversary Campaign

(as of 13Dec.2017)

Entrance of Trade show



Greetings from Chairman of JMC



Trade Show



Reception at Plaza de Espana







3

50th Anniversary Campaign

(as of 13Dec.2017)

MegaFam Help desk was set on December 2nd at 5 points of DFS, Outrigger, Hyatt and Hilton, thanks to big support !



Incentive Program FY17 Summary : Charter

(as of 13Dec.2017)

Overall Summary in 2017

Capacity :

Departure port	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
NRT (Narita)	0	0	4322	823	1,039	0	3,394	6,924	0	0	0	880	16,573
NGO (Nagoya)	0	0	5,036	155	716	0	712	3,648	0	0	0	1052	11,550
KIX (Kansai)	171	0	930	155	305	0	488	1276	0	0	0	435	3,748
HNG (Hanamatsu)	0	0	0	0	138	0	0	0	0	0	0	0	138
HIJ (Hiroshima)	0	0	0	0	155	0	0	0	0	0	0	159	314
TAK (Takamatsu)	0	0	0	0	0	0	0	0	0	0	0	159	159
KIJ (Niigata)	0	0	0	0	0	0	0	0	0	0	0	158	158
FUK (Fukuoka)	0	0	0	0	0	0	0	0	0	0	0	330	330
Total capacity	171	0	10,028	813	2,353	0	4,594	12,048	0	0	0	3,413	33,420
Total frequency	1	0	63	5	10	0	26	75	0	0	0	15	195

T way (63) : 11,844
Uzbekistan (63) : 9,324
United (48) : 7104

Incentive Program FY17 Summary : Charter

(as of 19Dec.2017)

Summary by Month in 2017

Capacity :

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2017	171	0	10,009	953	2,353	0	4,634	12,049	0	0	0	1,401	33,469
2016	0	0	3,139	1,929	217	0	0	9,519	0	0	0	1,592	20,515
Diff	171	0	6,870	-976	216	0	4,634	2,529	0	0	0	-191	12,953

Frequency :

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2017	1	0	63	5	10	0	26	78	0	0	0	16	199
2016	0	0	18	9	9	0	0	49	0	0	0	17	100
Diff	1	0	45	-3	1	0	26	27	0	0	0	-1	99

Mar17 : TW(15), HY(30), UA(18) : TTL 63
Jul17 : TW(18), HY(4), UA(3), 7C(1) : TTL 26
Aug17 : TW(27), HY(26), UA(22) : TTL 75

Incentive Program FY17 Summary : MICE

(as of 19Dec.2017)

Travel period : April to September 2017
Total number : 9,237 pax

Summary by Area in 2017

Area	Number	Share (%)
Kanto	5,809	63%
Chubu	1,456	16%
Kansai	897	10%
Kyushu	471	5%
Tohoku	228	2%
Hokkaido	179	2%
Chushikoku	127	1%
Hokuriku	70	1%
Total	9,237	100%

Area share :

Kanto : 63%
Chubu : 16%
Kansai : 10%

Incentive Program FY17 Summary : MICE

(as of 19Dec.2017)

Summary by Group type in 2017

Type	Number	(%)
Company outing	5,313	58%
Incentive	3,008	33%
Event	733	8%
Meeting	128	1%
Government organization	37	0.4%
Convention	18	0.2%
Total	9,237	100%

Group type share :

Company outing : 58%
Incentive : 33%
Event : 8 %

Incentive Program FY17 Summary : MICE

(as of 19Dec.2017)

Overall Group Result in 2017

2017	APR	MAY	JUN	JUL	AUG	SEP	Total
Arrival number	7,698	7,098	12,272	4,917	3,752	3,923	39,660
v.s. FY16	145%	89%	97%	99%	124%	59%	98%

FY17	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	Total
Arrival number	11,619	14,074	11,260	10,481	10,135	7,580	7,698	7,098	12,272	4,917	3,752	3,923	105,979
v.s. FY16	106%	62%	89%	117%	91%	96%	145%	89%	97%	99%	124%	59%	96%

Comparison with LY.

FY2017 : 105,979 (96%)
Jan17 : 117%
Apr.17 : 145%
Aug.17 : 124%

Kanto

(as of 19Dec.2017)

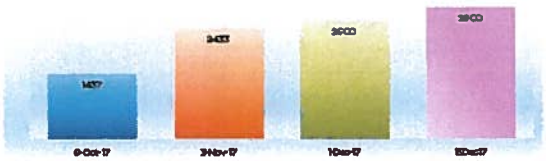
50th Anniversary product : Sales update

HIS :

- Travel month : October - December
- Price : ¥ 59,800 -
- Carrier : United, Delta and JAL
- Target : 2,000 pax
- Web products
- Optional Tour coupon supported by GVB



Sales updates Oct - Dec.17 period



Kanto

(as of 19Dec.2017)

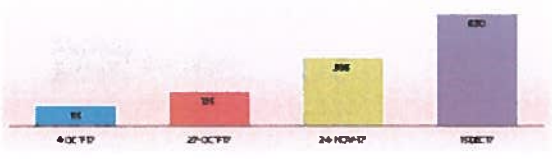
50th Anniversary product : Sales update

JALPAK :

- Travel month : October17 - March.18
- Price : ¥ 49,000 -
- Carrier : JAL
- Target : 800 pax
- Web products
- Meal coupon supported by GVB



Sales update Oct 17 - Mar 18



Kanto

(as of 19Dec.2017)

50th Anniversary : HIS Tabijo Tour

- Invited 8 official Tabijo Instagrammer during MegaFam
- Exclusive tour creation (HIS x Tabijo Instagrammer x GVB)
- Tour Sales will star from mid of January
- Tour will be produced by HIS Tabijo Instagrammer
- Carrier : United
- Web & Paper brochure
- Shop Guam Festival









Tohoku & Chubu

(as of 19Dec.2017)

Seminar in Chubu & Tohoku

- Nagoya : December 1st
  School Trip Seminar organized by U.S. Consulate in Osaka-Kobe
  17 school teachers + 21 travel agent staffs attended
- Sendai : December 12th
  HIS Tohoku In-house seminar
  25 HIS staffs + 13 Guam vendor attended



Market update

- Launched United Airlines Sendai Flight Sales Campaign with Tour Wave Sendai, HIS Tohoku and JTB World Vacations Tohoku in Tohoku area to hope continuing operation flight from Sendai for summer season.
- They are very cooperative partners and the package price has been done down in Tohoku area, which may possibly increase sales
- Market is still slow in Chubu area,
  - There are still seats available under T'way charter product in March
  - JTB Tokai is still ongoing Guam campaign in Chubu and Hokuriku area



T'way charter　Tour Wave Sendai product

Osaka

(as of 19Dec.2017)

Magazine PR tie-in in Kansai

Thanks to KIX's support, GVB is going to tie-up with local monthly magazine "SAVVY" in January 2018 issue (issued date on 1/23/2018), circulation : 170,000 copies.



FM COCOLO (local radio)

Free promotion at FM COCOLO with UA Osaka in December

Guam campaign by T'way

T'way has just developed their own special web site and started original Guam campaign.
Winners (2 pairs) can fly to Guam if they can volunteer for 3 missions below.

1. in-flight report
2. report on what they see, try and eat during their stay on Guam
3. report on how is your accommodation

application period : December 12, 2017 – January 9, 2018



Kyushu

(as of 19Dec.2017)

UA kindly conducted their own FAM at their expense to appeal that Guam has remained safe and great destination to visit. It had held from November 27 to 30. Participants were from Kyushu / Chugoku / Shikoku area. One of participants are frequent visitor to Guam. She said she's visited Guam every couple of month. GVB support one dinner on November 29 and JMC Chairman participated and made a welcome speech.

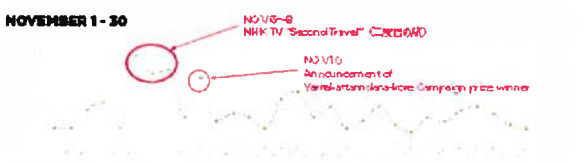


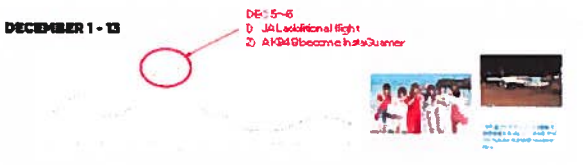


Homepage & SNS

(as of 19Dec.2017)

Twitter HOT word





Homepage & SNS

(as of 19Dec.2017)

GVB Website November 2017

User Total : 80,347 (1,672 up)　Page View Total : 148,777 (1,080 up)

TOP3 pages

1. Immigration To Guam　2. Guam Hafa Fam Tour　3. Weekly Guam

Mega Fam pages

1. Information for travel agents　2. Information for media　3. Online Itinerary



GVB SNS Fans

Facebook Total : 17,608 (311 up)

Twitter Total : 4,458 (475 up)

Instagram Total : 3,962 (200 up)

GVB Facebook TOP3 posts

1. 50th anniversary campaign　2. Night market　3. Cocos palm garden beach



Unique User 12,613　Unique User 11,023　Unique User 8,867

PR & Marketing –Latest Exposures

(as of 19 Dec 2017)

TV – Tabi Salad (Non-MEGA FAM)

Name of the media: TV Asahi
On Air Dates: Dec 2 and 9, 2017
GRP: 8.5%
Cost to GVB: 2,500,000 yen
(PR Tie-in via ADK)
Ad Value: 440,640,000 yen

<Summary>
Broadcasted to Nationwide
Lots of positive feedbacks from Travel Agents
Introducing Underwater World, Chamorrita Swimwear, Downhill Bike Adventure, Alfedo's Stakehouse, Dusit Thani Guam Resort, Spa Bali, Gud Muchies, Leopalace Resort, Bambino, Sumo Splash, and Nana's Cafe



PR & Marketing –Latest Exposures

(as of 19 Dec 2017)

Online – Money Plus (Left)/ Walker Plus (Middle)/GQ Japan (Right)
(MEGA-FAM exposures)



PR & Marketing –Upcoming exposures

(as of 19 Dec 2017)



1) Nationwide TV: ABChan ZOO
Station: TV Tokyo Network
Theme: Latest information on Guam (TBC)
When: Dec 16, 1:15AM-1:45AM
GVB/J tie-in exposure



2) Magazine: S-Style
Publisher: Press Art
Circulation: 60,000 (2 pages in 4 color)
Theme: instaGuam
To be published: Dec 22
Free Exposure for GVB



3) Hokkaido Area TV : Taka Toshi Land
Station: UHB TV
Theme: Special program featuring GUAM
When: Jan 7, 2018
GVB/J tie-in exposure
*Mega Fam Media

PR & Marketing –Upcoming exposures

(as of 19 Dec 2017)



4) 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



5) 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: Jan 29, 30, 31 Jan, 2018
GVB/J tie-in exposure

Japan Market Update

(as of 19 Dec 2017)

- **New Brand "Dynamic JTB"**
  JTB World Vacations will start selling the new brand "Dynamic JTB" of its overseas package tour "Look JTB" on January 25, 2018. Proposing a travel plan that makes use of the convenience of individual travel type for free travel and package tour.

- **Graduation Family Travel**
  Jalpak has conducted a survey on "Graduation Memorial Family Trip" in response to the fact that family travel in March is on an increasing trend every year. The survey shows "domestic travel accompanied by accommodation" was 16%, "overseas travel" was 6%, and "not doing anything" is the most common with 42%, then eating out is 39%. For overseas travel, Hawaii ranked first, Guam is second, Taiwan is third.

- **JAL additional operation for next Summer season**
  JAL has announced that the company will increase the number of Narita / Guam from March 25th and Kansai / Honolulu from April 27th respectively. Ticket sales has started from December 7th.

- **Departure Tax from Japan**
  Japan Tourism Agency announced a proposal to ensure new tourism financial resources starting in mid September 2017 and released a proposal on November 9. The proposal calls for a taxation of 1,000 JPY or less on each traveler departing from Japan including Japanese citizens.

Japan Market Update

(as of 19 Dec 2017)

- **Internet User in Japan**
  Nielsen Digital survey shows that the number of Japanese Internet users on smart phones increased by 11% year-on-year, reaching 61.9 million users in April-June 2017.

- **Japanese overseas Travelers in October**
  Japan National Tourism Organization reported that the number of Japanese overseas travelers was up 0.1% year on year, reaching 1,464,000 in October 2017 and that the total for the first ten months of 2017 was 14,878,500 (+4.9%).

- **Japanese overseas Travelers in New Year Holiday period**
  JTB has forecasted that the number of Japanese travelers in this coming New Year holiday period (December 23 2017 to January 3 2018) is expected to increase by 1.0% year on year, reaching 30.3 million.
  - approximately 289,000 more travelers than a year earlier.
  - Japanese overseas travelers are expected to increase by 2.8%
  - reaching record-high 704,000, and travelers in Japan by 0.9%, reaching 29.6 million.

- **Narita Airport Operation**
  Narita International Airport Co. announced that the airport operates a record high of 4,736 aircraft movements a week in the 2017-2018 winter schedule, 126 more aircraft movements than a year earlier.
  - 598 international LCC flights a week (18.4%).
  - 700 domestic LCC flights a week (70%)

GUAM

Si Yu'os Ma'åse'
THANK YOU
ありがとうございました

GUAM

JMC Meeting – Dec.

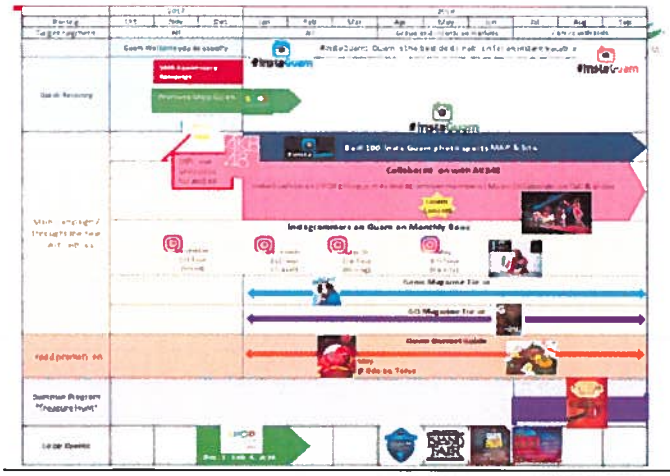
FY 18 Plan for Japan Market

GUAM

FY18 Communication Plan

ADK

Dec 19, 2017
ASATSU-DK INC



ADK

GUAM

Current Status

ADK

PR/ Promotion:
- Mega FAM Tour Summary

	Media	No.	Pax
By Media	TV	4	32
	NP	9	15
	MG	15	23
	Radio	3	6
	Web	7	18
	Instagramer		62
	G. Total	38	156

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

ADK

PR/ Promotion:
- Mega FAM Tour Media Exposure as of Dec. 10, 2017

MEDIA :TBS Hayadoki
DATE :2017/12/4
Exposure Length :1 min 44 sec.
THEME :AKB group members take overs 'Official Instagramer' for the InstaGuam Campaign.



ADK

PR/ Promotion:
- Mega FAM Tour Media Exposure as of Dec. 10, 2017

MEDIA :CX Mezamashi Aqua
DATE :2017/12/4
Exposure Length :40sec.
THEME :AKB group members take overs 'Official Instagramer' for the InstaGuam Campaign.



ADK

PR/ Promotion:
- Mega FAM Tour Media Exposure as of Dec. 10, 2017

MEDIA :CX Mezamashi TV
DATE :2017/12/5
Exposure Length :54sec.
THEME :AKB group members take overs 'Official Instagramer' for the InstaGuam Campaign.



ADK

PR/ Promotion:
- Mega FAM Tour Media Exposure as of Dec. 10, 2017(Newspaper)

MEDIA: Nikkan Sports, Hochi Shimbun, Nikkan Gendai, Sankei Sports, Sports Nippon



ADK

PR/ Promotion:
- MEGA FAM Tour: Posting by Instagrammers <Interim>



As of Dec. 8, 2017

Participants	46
Total Reach	1,906,200
Total posts	410
Total likes	552,580
Total comments	4,856

ADK

PR : Past _ 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



ADK

PR : Past _ Dec.

● TV

TV Station: ABC + ANN
Program title: Asada Nama desu Tabisalada
On Air Date & Times
Dec. 9, 16 (2 times)
Exposure: 34 minutes in total
Ad Value: $3,934,284

https://www.youtube.com/watch?v=rKSvaKYS9A



ADK

PR : Past _ Dec.

● TV Program title: Asada Nama desu Tabisalada



ADK

PR : Upcoming _ Dec.- Jan.

● TV

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 : Upcoming _ Feb.

TV Station: TBS (Nationwide)
Program title: King's Brunch
On Air Date & Times: Mid Feb (TBD)
Exposure: 15 minutes in total
Ad Value: $1,060,714.28



ADK

AD/PR/ Promotion: *InstaGuam + AKB48*

2018 InstaGuam
Jan. – Sept. 2018

#instaGuam + AKB48



20 instraguamers: 1 million followers



6 AKB instraguamers: 1 million Instagram followers
3 million twitter followers

ADK

PR/ Promotion: - FY18 Instaguam Campaign

- Schedule: Jan, 2018 ～ Sep, 2018 (2018年1月-9月)
- Create best 100 InstaGuam photo spots map and site
- (ベストインスタグアムスポット100を地図上に配置)
- Open Campaign (オープンキャンペーン)
  1. Select and save favorite photo from map
     (気に入った写真をセレクト)
  2. Post with comment and designated #instaGuamcp hash tag on own Instagram account
     (#インスタグアムCPをつけて自身のSNSに投稿)
  3. Complete entry process by becoming a follower of GVB official Instagram account
     (GVBのSNSのフォロワーになる)



- Closed Campaign (クローズドキャンペーン)
  ① Visit spots introduced on map and take own photo (実際のグアムのスポットを訪れる)
  Post photo with designated #instaGuamcp hash tag (#インスタグアムCPをつけて自身のSNSに投稿)
  Become a follower of GVB official Instagram account (GVBのSNSのフォロワーになる)

ADK

AD: *InstaGuam + AKB48*

- #InstaGuam Campaign Official Site Open Jan. 22, 2018 (Planned)
- インスタグアムサイト：1月22日(月) オープン予定
- The following media will start from Jan. 2018
- (下記のメニューがスタート)
  - Web advertising (ウェブ広告)
  - TV Commercial (TVCM)
  - Promotion Video (ムービー)
  - Transit (交通)
  - SNS
  - POP



Youtube



Transit AD



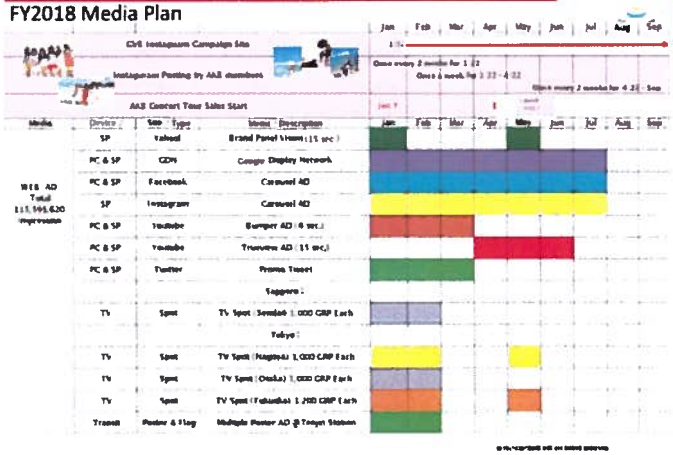
Yahoo!



FB & Insta Carousel AD

ADK

FY2018 Media Plan



ADK

AD: *Transit AD @Tenjin Station In Fukuoka*

Period: Jan. 31 – Feb. 19, 2018



AD Screen



Poster



Large-scale tapestry & Twin Sheet



Pillar poster

ADK

AD/PR/ Promotion:
InstaGuam + AKB48 Guam Special Concert by limited 16 members

- Goal Visitors : 2,000 pax
- Candidate Date: April 15, 21, 22 in 2018
- Venue: The Beach
- Package Tour
  - Sales Start : January 15, 2018 (Planned)
  - Fan Club tour



ADK

REPORT OF SUBCOMMITTEES

Guam Treasure Hunting Campaign: Mr. Murata reported that due to schedule conflicts, the subcommittee has not met yet. He shared that he plans to shorten the content soon and will target family travel. He wants to proceed with the same content that was used in the previous Spring proposal.

Discussion / Comments:

Chairman Nault reported that he has received positive feedback about the MegaFam Tour.

Chairman Nault asked management to work on a better program and better connectivity for video calling.

Chairman Nault apologized to the committee for the late statistics report. He explained that the delay was due to the transition from the old Customs Forms to the new Customs Forms. The research team will be caught up by the end of the month.

Mr. Goldenberg asked if there is an opportunity to talk about the content that will be used in the advertising campaign in Japan and on the Internet. Mr. Borja informed him that the creative team is led by Mr. Denight and the advertising team, but he would be happy to speak with Mr. Goldenberg offline.

OLD BUSINESS

Free WiFi access for visitors: Mr. Akigami reported that he is waiting to receive a cost estimate for this project from Mr. Higa from Docomo. Chairman Nault stated that he too has been communicating with Mr. Higa. There are two routes we can take: For the first option, we can present an authentication card to each traveler upon entering Guam. The visitor will input the password from the card into their personal device and have WiFi access for several days at a time. For the second option, travelers simply authenticate their devices onto the hotspot that Docomo has for the island. One concern Docomo has is that locals will join these hotspots and they will lose the local market. As a solution, Chairman Nault presented them with his idea of having travelers authenticate their devices from their point of origin (e.g., Japan travelers authenticate their device from Japan, prior to flying to Guam). This method might not give 100% of travelers access, but it will cover the majority. For the minority, they can be assisted with connectivity at designated support desks on island. This second option will allow airlines and travel agents to promote the program in country. Chairman Nault said he will now pass the project on to management to take the next step. Mr. Takano asked what the target date is for this program. If we do not set a target date, the conversation will continue without action. Mr. Muna recommended the end of January to meet with Docomo. Chairman Nault agreed and asked for a report by early February. Chairman Nault reiterated that this program will benefit travelers and locals alike. All will be able

to communicate, including industry partners like restaurants, hotels, and optional tours to name a few. This will also help during emergencies. He reminded the committee that this is not something GVB can do alone and he asked all to ensure their respective businesses are on board. Mr. Kawano inquired about the cost for this project and if those who do not stay in hotels will have WiFi access. Chairman Nault stated that the cost will most likely be in the form of a bundle and all visitors will have access. If all industry partners support the program and split the cost evenly, they will be paying the same amount or less than what they currently pay to provide WiFi for their customers. He reassured the committee that they will have adequate time to sign up for the program when the time comes.

NEW BUSINESS

ANNOUNCEMENTS

- Next JMC meeting on January 9, 2018 at 1:30 pm

ADJOURNMENT

Moved by Mr. Murata seconded by Mr. Akigami to adjourn the meeting at 2:50 pm. Motion approved.

Minutes prepared by: _____
Karida Brennan, Marketing Officer I

Minutes approved by: _____
June Sugawara, Marketing Officer II

Minutes approved by: _____
Brian Borja, Marketing Officer II

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

EXHIBIT D

KOREA MARKETING COMMITTEE MEETING MINUTES
Tuesday, December 12, 2017
GVB Main Conference Room

Members Present:	Members Absent:
Akihiro Tani – Fish Eye Marine Park Daisuke Sato – Watabe Guam Inc. Esther Kim – Hyatt Regency Guam Soohyun Lee – Tumon Aquarium LLC. Stephen Gatewood – Alupang Beach Club Susan Fryer – Tumon Sands Plaza Tae Oh – Baldyga Group Terry Chung – T- Galleria	Aylsha Mckninnon – Red Door Productions Bonnie Lee – Anthology Research Chris Yang – Westin Guam Gun Park – Dusit Thani Guam Jae Hwan Jeon – Lotte Hotel Guam Jason Lee – Sheraton Laguna Guam Resort Jennifer McFerran – International Dining Concepts Jennifer Chae – Onward Beach Resort John Ko – Net Enterprises Jenny Kim – Outrigger Beach Resort Mark Anderson – Nissan Rent a Car
Guests/Alternate Members:	**GVB Korea Office/GVB Chairs/ Mgmt /Staff Present:**
Kyoichi Aoki – Fish Eye Marine Park Neil Urbano – HIS Guam Inc. Olga Tonkikh – HIS Guam Inc. Osamu Takahashi – Guam Plaza Annabelle Santos – Sentry Hospitality Annie Joo – Balydyga Group Yuki Motoda – Guam Reef & Olive Spa Res Youngmin Kim – Pacific Islands Club	Jay Park (telephonically) – Korea Office Rep. Bart Jackson – KMC Chairman Young Sook Hong – KMC Vice Chairman Colleen Cabedo – Marketing Manager – Korea

I. CALL TO ORDER

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

II. MINUTES OF THE LAST MEETING

Motion to approve the minutes of the last committee meeting held on November 7, 2017 was unanimously approved by the committee.

III. REPORT OF THE CHAIRMAN

- Chairman Jackson thanked the members that participated in both the Mode Tour Travel Mart, Year End Appreciation Reception, and Hana Tour International Show in Busan. He welcomed any feedbacks from the members in an effort to improve in the future.
- He thanked GVB Korea for a job well done and for coordinating all the shows. The past month was very busy for everyone both GVB and the members.

III. REPORT OF MANAGEMENT

November 2017

GUAM

November 1-21, 2017 **Total: 87,442(-0.2%)**

% Market Mix	Origin	2016	2017	% to LY
48.7%	Korea	34,050	42,626	25.2%
36.1%	Japan	42,431	31,589	-25.6%
0.9%	China	988	755	-23.6%
0.7%	Hong Kong	537	604	12.5%
1.6%	Taiwan	2,300	1,436	-37.6%
5.6%	US/Hawaii	3,350	4,929	47.1%
2.0%	Philippines	1,374	1,743	26.9%

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

Note: November 2017 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2017

January-November 21, 2017 **Total: 1,369,447 (+1.1%)**

% Market Mix	Origin	2016	2017	% to LY
43.5%	Korea	475,124	596,344	25.5%
40.8%	Japan	662,158	558,832	-15.6%
1.5%	China	24,969	19,941	-20.1%
1.0%	Hong Kong	7,066	13,769	94.9%
2.2%	Taiwan	38,307	29,886	-22.0%
5.0%	US/Hawaii	69,072	68,637	-0.6%
1.2%	Philippines	18,437	16,271	-11.7%

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

Fiscal Year to Date 2017

October-November 21, 2017 **Total: 200,968(-4.4%)**

% Market Mix	Origin	2017	2018	% to LY
49.2%	Korea	82,169	98,918	20.4%
32.9%	Japan	98,067	66,078	-32.6%
1.1%	China	3,343	2,150	-35.7%
0.6%	Hong Kong	1,188	1,215	2.3%
1.7%	Taiwan	5,799	3,337	-42.5%
5.1%	US/Hawaii	9,272	10,247	10.5%
1.7%	Philippines	3,780	3,475	-8.1%

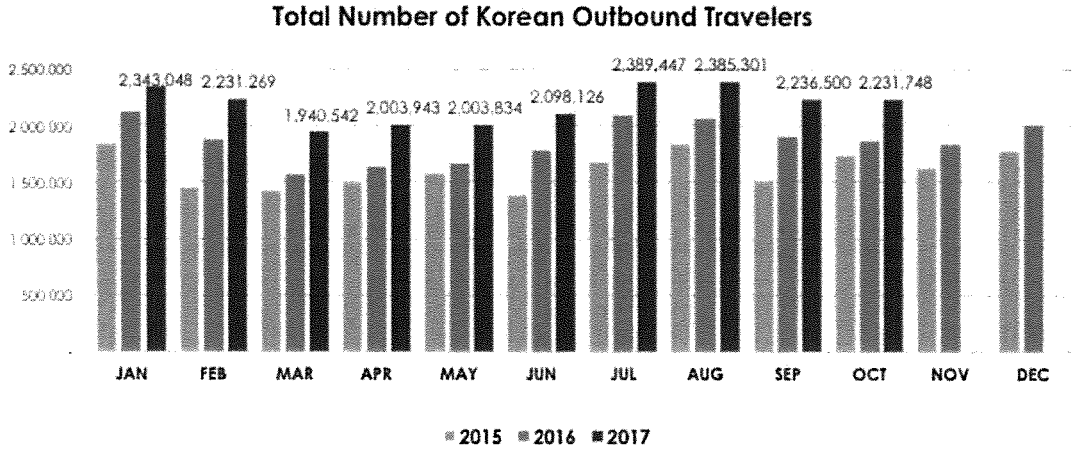
Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: November 2017 Daily Arrivals reflect Civilian Air arrivals only

- Ms. Cabedo reported that the Research department is undergoing the transition of the new customs form. The number Novembers will be available a few weeks from today.

IV. KOREA MARKETING NEWS

Mr. Jay Park presented on updates in the Korea market and GVB's upcoming activities.

Korea Outbound Market Trend
Overall Market Trend



- Total number of Korean outbound travelers: 2.2 million (2017 OCT) -> 19.6% increased vs. 2016 OCT
  2017 OCT YTD: 21.9million -> 17.9% increased vs. 2016 YTD

* Reference: Korea Tourism Organization http://kto.visitkorea.or.kr/kor/notice/data/statis/profit.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 31 = 10,478 seats
	KE111	19:35	00:50+1	Daily	276 seats x 31 = 8,556 seats
Jeju Air	7C3102	10:05	15:25	Daily	189 seats x 31 = 5,859 seats
	7C3106	20:10	01:40+1	Daily	189 seats x 31 = 5,859seats
	7C3108	21:50	03:20+1	Daily	189 seats x 31 = 5,859seats
Jin Air	LJ641	09:35	14:50	Daily	189 seats x 3 = 567 seats 393 seats x 28 = 11,004 seats
	LJ643	10:10	15:25	Daily (~Dec 3)	189 seats x 3 = 567 seats
T'Way Air	TW301	18:00	23:30	Daily	189 seats x 31 = 5,859seats
Air Seoul	RS102	20:45	02:10+1	Daily	195 seats x 31 = 6,045 seats

- Outbound seat capacity from ICN to GUM = 60,653 seats

Korea Outbound Market Trend
Airline Capacity to Guam

Busan – Guam

Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity per month
Korean Air	KE2115	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 = 17,712 seats

Daegu – Osaka – Guam

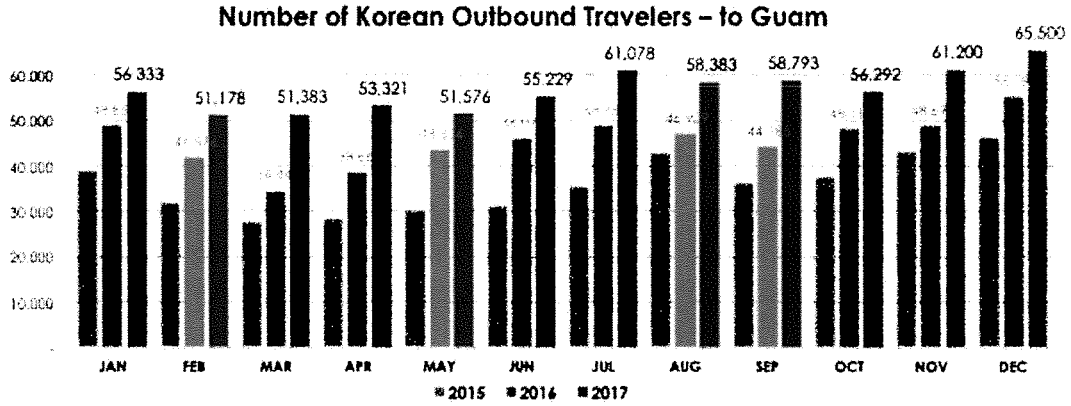
Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity per month
T'Way Air	TW311 (Via KIX)	08:35	15:10	Daily	189 seats x 30 = 5,670 seats

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

Total Outbound Seat Capacity (December)	
1 month Average	84,224 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	56,292	61,200	65,000	614,918
2016	48,858	41,576	34,444	38,447	43,354	46,078	48,883	46,909	44,185	47,892	48,673	65,190	489,764
Growth Rate (%)	15.3%	23.1%	49.2%	37.9%	19.2%	19.9%	24.9%	24.5%	33.1%	17.5%	25.7%	18.7%	25.6%

- Total number of Korean travelers to Guam: 61,200 (2017 NOV) -> 25.7% increased vs. 2016 NOV
  Korea 2017 NOV YTD: 614,918 -> 25.6% increased vs. 2016 YTD

November 2017 Update
Travel Trade Support

Bomulsum Tour – Mini Travel Mart
- Period: November 3 ~ 5, 2017
- Venue: 1F Myung-dong Shinsegae Department Store





Very Good Tour – GS TV Home Shopping (Air Seoul + Hilton Hotel Guam)





November 2017 Update
Travel Trade Support

KRT – CJ TV Shopping (Korean Air & Air Seoul + Nikko Hotel Guam)




Web Tour – Incentive Group Support

- Period: November 20 – November 23, 2017
- Travelers: Lam Research Korea
- Venue: Hyatt Regency Guam
- GVB's support: Welcome shell lei with Miss Guam





November 2017 Update
Travel Trade Support

E&F Tour – Incentive Group Support

- Period: November 04 – November 09, 2017
- Travelers: PCA Group (200pax)
- Venue: Hyatt Regency Guam
- GVB's support: Welcome shell lei with Miss Guam & Cultural Performance





E&F Tour – Incentive Group Support

- Period: November 14 – November 17, 2017
- Travelers: CREATE Company
- Venue: Hilton Guam Resort & Spa
- GVB's support: Welcome shell lei with Miss Guam & Cultural Performance





November 2017 Update

Travel Trade Support

Magellan Tour – Incentive Group Support

- Period: November 15 – November 18, 2017
- Travelers: SH&D Wall Coverings Company (370pax)
- Venue: Sheraton Laguna Guam



The MICE Travel – Incentive Group Support

- Period: November 15 – November 19, 2017
- Travelers: Kyani Company (70pax)
- Venue: Hilton Guam Resort & Spa



November 2017 Update

2017 Mode Tour Travel Mart

- Period: November 16 – 19, 2017
- Venue: COEX
- Co-exhibitors: Total (12) – 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
- Delegates: Alupang Beach Club / Pacific Star



RESULT

- No. of Visitors: 73,800pax
- On site Sales: 1,497 Guam tour products sold
- Total Sales: 3,913 Guam tour products sold (onsite sales & other Mode channels)

November 2017 Update

2017 Mode Tour Travel Mart

- Period: November 16 ~ 19, 2017
- Venue: COEX
- Co-exhibitors: Total (12) – 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
- Delegates: Alupang Beach Club / Pacific Star



- Mr. Park thanked the members that participated in the first Guam pavilion. He requested for any feedback for improvement in next year's show.

November 2017 Update

2017 SGeF 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



- In November, GVB conducted a global production tour with social media influencers in an effort to generate new content to promote this year's Shop Guam eFestival. Serim Hong from Serim's Life is an influential blogger and Youtuber. While on island, her and her videographer/photographer participated in the Global 360 Production Tour.

November 2017 Update

2017 GVB Year End Appreciation Party

- Date: November 29, 2017
- Venue: Seoul Dragon City (TBD)
- Participants: 120pax



November 2017 Update

2017 GVB Year End Appreciation Party

- Date: November 29, 2017
- Venue: Seoul Dragon City (TBD)
- Participants: 120pax



- Mr. Park thanked the members that participated in GVB's year-end reception. During the Year End Reception, Mr. Park also gave an overview of GVB's activities, projects, and growth in the market, as well as announced GVB's theme for 2018 "InstaGuam".

December 2017 Update
2017 Hana Tour International Travel Show Busan

- Period: December 01 ~ 03, 2017
- Venue: BEXCO, Busan
- No. of visitors: 35,000pax



- Following the Year End Reception in Seoul, GVB participated in the Inaugural HITS Busan. GVB's delegation consisted of Mayor Robert Hofmann, Ms. Pilar Laguaña, Director of Global Marketing, MS. Colleen Cabedo, Marketing Manager, Ms. Dee Hernandez, Culture and Heritage Officer, Miss Guam Destiny Cruz, Musicians and dancers from Pa'a Taotao Tano.
- GVB would like to thank Guam Reef & Olive Spa for joining the Guam booth.
- At the booth, GVB promoted Instaguam and Shop Guam e-Festival. VR section was also available for consumers to experience the islands beauty and variety of activities.

December 2017 Update

2017 Hana Tour International Travel Show Busan

- Period: December 01 ~ 03, 2017
- Venue: BEXCO, Busan
- No. of visitors: 35,000pax



RESULT

- No. of Visitors: 35,500pax
- On site Sales: 513 Guam tour products sold (USD350,000)
  (Marianas: 177 Saipan products sold)

Ongoing & Upcoming Projects

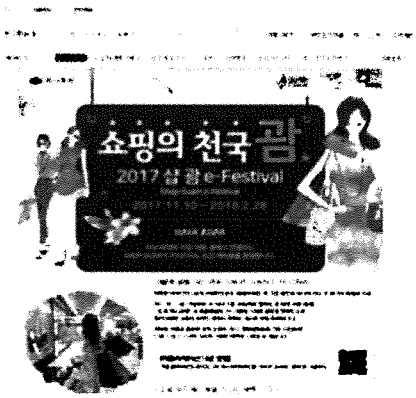
2017 Shop Guam e-Festival

HOP GUAM 2017

1) Travel Agency Website Promotion

- Period: November 10 ~ February 28, 2018)
- TAs : Hana Tour / Mode Tour / Interpark Tour / Very Good Tour / YB Tour / Tour Baksa / Online Tour / Bomulsum Tour / Web Tour / Lotte Tour

<Hana Tour>



<Mode Tour>



<Interpark Tour>



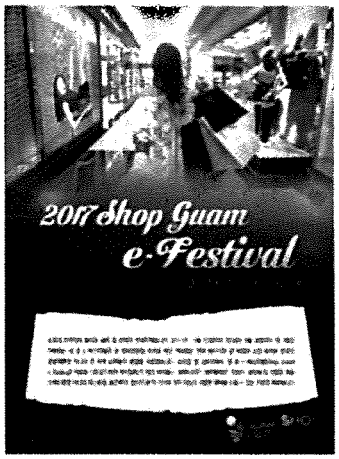
Ongoing & Upcoming Projects
2017 Shop Guam e-Festival

HOP GUAM 2017

1) Travel Agency Website Promotion

- Period: November 10 ~ February 28, 2018)
- TAs : Hana Tour / Mode Tour / Interpark Tour / Very Good Tour / YB Tour / Tour Baksa / Online Tour / Bomulsum Tour / Web Tour / Lotte Tour

<Very Good Tour>

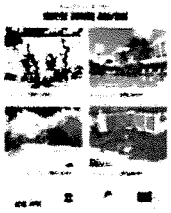


<Online Tour>



<Bomulsum Tour>





Ongoing & Upcoming Projects
2017 Shop Guam e-Festival

HOP GUAM 2017

2) Co-op with Airlines

- Period: December, 2017 & January, 2018
- Airlines: Jeju Air (Dec) / Korean Air (Jan)

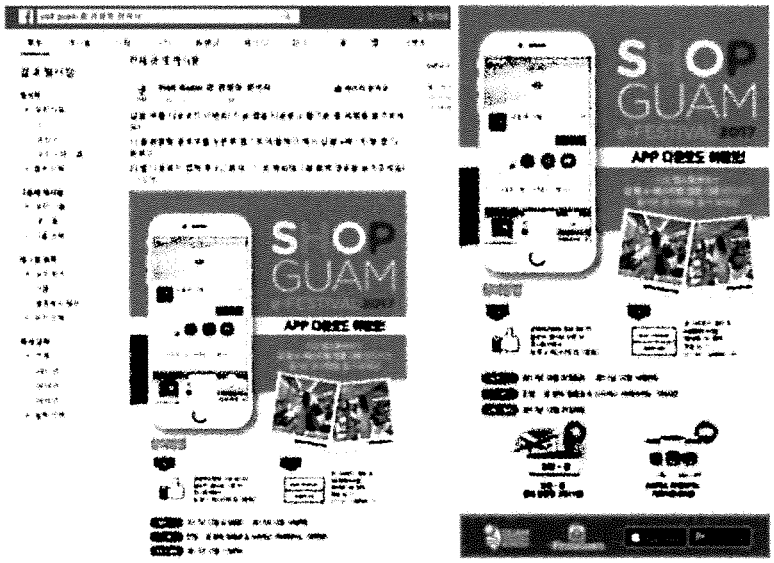
Jeju Air Website (Dec 1 ~ 31, 2017)





Ongoing & Upcoming Projects
2017 Shop Guam e-Festival

3) Facebook Event (SGeF App download Event)
- Period: December 1 - 14, 2017 (1st event)

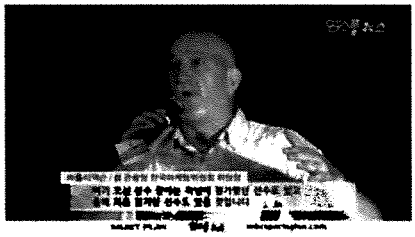


Ongoing & Upcoming Projects
Media Co-op

KPBPA & LPGA, KLPGA 3rd Annual Golf Tournament in Guam

- Period: December 10 to December 15, 2017
- Korea professional baseball players team-up with LPGA and KLPGA players and compet e in a tournament









- GVB co-sponsored the third annual MBC Golf Match Play with Professional Baseball Players in Guam. This year's tournament is taking place at Starts Guam Golf Course and Onward Mangilao Golf Course. Other sponsors in the tournament include Mode Tour and Tway, as well as Benjefe and Caido. The tournament is to produce 10 episodes to air nationally in South Korea. It is expected that the exposure will generate an estimated $86 billion.

Ongoing & Upcoming Projects
Travel Trade Co-op

SNS Co-op with Air Seoul: Mint Story Video Shooting

- Period: December 10 – December 14, 2017
- Mint story is a series of promotional video clip produced by Air Seoul for target destinatio n promotion purposes with Air Seoul flight attendants.



- GVB is supporting Air Seoul's Mint Story Shooting from December 10 – 14, 2017. Mint Story is Air Seoul's promotional video series that promotes the destinations serviced by Air Seoul.

Ongoing & Upcoming Projects
Travel Trade Co-op

Travel Trade Agency & Trade Media FAM

- Period: January 16 – January 20, 2017
- Target Audience: Wholesaler 4~6pax / Travel Agency 10~12pax / Trade Media 3~4pax
- Main Feature: Conduct site inspection on target hotels & option tours and TA website pr omotion and media coverage will be followed

V. OLD BUSINESS

No old business.

VI. NEW BUSINESS

No new business.

VII.ANNOUNCEMENTS

- Next KMC Meeting - Tuesday, January 9, 2018 at 11 AM.

VIII. ADJOURNMENT

Meeting formally adjourned at 11:30 AM.

Minutes Prepared By: Nakisha Garrido, Marketing Coordinator

Minutes Reviewed By: Colleen Cabedo, Marketing Manager

Minutes Approved By: Pilar Laguana, Director of Global Marketing