Gmail

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MC Fwd: GVB Board Packet: February 22, 2018

BENJAMIN CRUZ <speaker@senatorbjcruz.com> Thu, Feb 22, 2018 at 12:17 PM
To: 34th Guam Legislature Clerks <clerks@guamlegislature.org>
Cc: Rennae Meno <rennae@guamlegislature.org>

02/22/18	02/22/18	Guam Visitors Authority	GVB board packet of February 22, 2018.*	34-18-1562

-------- Forwarded message --------
From: **Maura Yi** <maura.yi@visitguam.org>
Date: Thu, Feb 22, 2018 at 11:29 AM
Subject: GVB Board Packet: February 22, 2018
To: BENJAMIN CRUZ <speaker@senatorbjcruz.com>

GL# 34-18-156
Speaker Benjamin J.F. Cruz

FEB 2 2 2018
Time: 1217 [ ] AM [✓] PM File No. _____
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Håfa Adai Speaker Cruz,

Pursuant to Title 5 Ch 8 Section 8113.1. of the Guam Code Annotated, attached is the board packet of February 22, 2018.

Thank you!

--
Senseramente',
Maura Yi
Executive Secretary

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--
OFFICE OF SPEAKER BENJAMIN J.F. CRUZ
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2018 FEB 22 PM 12:25 C S

12 attachments

- **Agenda_Feb222018.pdf** 131K
- **Exhibit_A_MINUTES_Jan112018.pdf** 1250K
- **Exhibit_B_CashPosition_Jan162018.pdf** 43K
- **Exhibit_C_Testimony_Bill226-34.pdf** 91K
- **Exhibit_D_Resolution2018-001_GVBPersonnelPolicies.pdf** 96K
- **Exhibit_E_MOAGVB:GEDAJan2018.pdf** 124K
- **Exhibit_F_LegislativeBillsSummary.pdf** 43K
- **Exhibit_G_GCMC_Jan122018.pdf** 4455K
- **Exhibit_H_JMC_Jan162018.pdf** 1765K
- **Exhibit_I_KMC_Jan092018.pdf**

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1133K

Exhibit_J_NAP_Feb052018.pdf
1311K

Exhibit_K_RNM_Feb162018.pdf
678K

Doc. No. 34GL-18-1562 *

REGULAR BOARD OF DIRECTORS MEETING
Thursday, February 22, 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 January 11, 2018.

III. CHAIRMAN'S REPORT

IV. PRESIDENT & CEO'S REPORT

V. TREASURER'S REPORT Exhibit B

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

GUAM-CNMI ONE MARIANAS SUMMIT

Motion to ratify Executive Committee's travel approval for GVB Vice President to attend the One Marianas Summit in Saipan, CNMI. Projected months: January 31 - February 3, 2018. Estimated total cost for is $1,608.75; Account #PA-SMD023.

Airfare:	$500 x 1 pax					$500.00
Per Diem:	**Saipan**	**Lodging**	**Nights**	**M&IE**	**Days**	
	GVB Vice President*	$161.00	3	$101.00	4	$1,108.75
**Additional 25% added for GVB Vice President*				**Grand Total:**		**$1,608.75**

Background: The GVB Vice President was requested by Governor Eddie B. Calvo to attend the One Marianas Summit in Saipan, CNMI as Guam's Tourism Representative. The summit, which was created through a cooperation pact signed by the Governor of Guam and the Governor of the CNMI, is an opportunity to collectively address topics such as free trade, food security, health, tourism, homeland security, labor, etc.

Issue: Board approval required for travel

BUSINESS DEVELOPMENT MEETINGS

Motion to ratify Executive Committee's travel for GVB Board Chairman and GVB President & CEO, to attend business development meetings in Tokyo, Japan from February 25, 2018 – February 27, 2018. Estimated cost: $6,537.50; Account # JA-SMD008.

Airfare:	$1,200 x 2 pax					$2,400.00
Per Diem:	**Tokyo**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Board Chairman	$332.50	3	$273.75	3	$1,818.75
	President & CEO	$332.50	3	$273.75	3	$1,818.75
Miscellaneous Expenses (Communications, excess baggage, etc.):						$500.00
					Total:	**$6,537.50**

Background: The Rotary International District 2750 District Conference will take place from February 26 to February 27, 2018 in Tokyo, Japan. Chairman Morinaga and President Denight have been invited to attend the event as special guests and to help promote next year's conference that will be held on Guam. The Rotary Club of Guam's goal is to have between 1,200 and 1,500 Rotarians attend the conference in 2019 and Chairman Morinaga and President Denight can help promote the event at this year's conference. In addition, the Governor, Vice Governor, and other VIP members of District 2750 have requested to personally meet with Chairman Morinaga and President Denight apart from the district conference.

While in town, GVB delegates will also attend meetings with airline partners. With the decline of direct air service in the Japan market, it is crucial that GVB headquarters continues to work aggressively to attract more air seats.

Airfare costs noted above are based on current rates from Guam to Tokyo, Japan.

Issue: Board approval required for travel.

SEATRADE CRUISE GLOBAL 2018

Motion to ratify Executive Committee's travel for GVB Board Vice-Chairman, GVB Vice-President, and registration fees for the Port Authority of Guam General Manager to attend the Sea Trade Cruise Global 2018 from March 4-9, 2018 in Fort Lauderdale, Florida. Estimated cost from the FY18 appropriation by the legislature to GVB for cruise ship development.

Airfare:	$2,000.00 x 2 pax					$4,000.00
Registration:	$1,799.00 x 3 pax					$5,397.00
Per Diem:	**Ft. Lauderdale, Florida**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Vice Chairman	$243.75	5	$80.00	6	$1,698.75
	Vice President	$243.75	5	$80.00	6	$1,698.75
					Total:	**$12,794.50**

Background: The Seatrade Cruise Global has been the cruise industry's premier global event, bringing together buyers, suppliers, and cruise line executives for a week of networking, sourcing, innovation and education. Thousands of cruise line executives, buyers and decision makers from all over the world attend Seatrade Cruise Global.

In partnership with the Port Authority of Guam working on a RFI to gather interest among cruise ship development companies to create a home ported ship on Guam. This will be released prior to SeaTrade Cruise Global. Attending SeaTrade Cruise Global will provide us an opportunity to market

the RFI but also provide an opportunity for management to expand their networking and gain intimate knowledge of cruise operations.

Our strategic Tourism 2020 Plan outlines the growth of regional tourism through the development of Guam's global cruise industry. The global cruise industry is one of the world's fastest growing tourism segments and data from the Cruise Line International Association shows that the demographic profile of the cruise market is a desirable one for destinations seeking higher-yielding visitors.

Issue: Board approval required for travel.

TESTIMONY ON BILL NO. 226-34 — Exhibit C

Motion to ratify Executive Committee's approval of GVB's testimony on Bill No. 226-34, "An act to amend Subsection (a)(15) of §12802 of Article 8 of Chapter 12, Title 10 Guam Code Annotated, to add a §12802(a)(16) to Article 8 of Chapter 12, Title 10 Guam Code Annotated, and to add a new Article 26 to Chapter 12 of Title 10, Guam Code Annotated, relative to establishing certification and licensure requirements for the massage therapy industry on Guam under the oversight of the Allied Health Board".

B. ADMINISTRATION & GOV'T RELATIONS

RESOLUTION NO. 2018-001 — Exhibit D

Motion to repeal the interim personnel rules and regulations of GVB and to approve Resolution No: 2018-001 relative to adopting the new GVB Personnel Policies and Guidelines for immediate implementation by the Guam Visitors Bureau Governing the rights, conduct, and obligation of employees and responsibilities and actions of management.

MOA WITH GEDA — Exhibit E

Motion to approve MOA with GEDA regarding the Palacio.

Issue: Board approval required for travel.

LEGISLATIVE BILLS UPDATE — Exhibit F

C. RESEARCH

D. GREATER CHINA

Committee minutes dated January 12, 2018 — Exhibit G

TAIPEI TOURISM EXPO – SALES MISSION

Motion to approve travel for the GVB Board of Director Chairman, the Greater China Marketing Committee Chairperson or Vice Chairperson and the Taiwan Marketing Manager to travel to Taipei, Taiwan to attend the Taipei Tourism Expo (TTE) from May

2-6, 2018. Cost of travel is estimated at $7,108.00 from Taiwan market account TA-SMD-019.

Airfare:	$700.00 x 3 pax					$2,100.00
Per Diem:	**Taipei, Taiwan**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Board of Director Chairman	$220.00	4	$132.00	5	$1,540.00
	GCMC Chairperson	$176.00	4	$106.00	5	$1,234.00
	Market Manager	$176.00	4	$106.00	5	$1,234.00
Misc. Business Communication costs & excess baggage fees						$1,000.00
					Total:	**$7,108.00**

Background: The TTE is the largest tourism event for the first half of the year in Taiwan organized by the Taipei Association of Travel Agents to be held at the Taipei World Trade Center. TTE is on its 12th year and in 2017, there were more than 25 countries with more than 1200 exhibition booths. GVB would engage in key activities to include a TTE press conference and hosting a Guam product update with key travel agents. In addition, GVB will meet with China Airlines to further strengthen relationships and extend a personal appreciation for their recent announcement to increase CI direct air frequency from 4x weekly to 5x weekly by adding a Sunday flight to Guam effective March 25, 2018. Overall, GVB's participation would broaden awareness and outreach in the marketplace.

Taiwan continues to be an important tourism source and as Guam's 3rd core market, GVB must continue to foster relationships with its trade partners in Taiwan through TTE. Guam's presence in Taiwan is essential to continue its work to stimulate more business. While in Taiwan, GVB will provide a market update and bring more awareness to the Guam destination. GVB will also continue dialogue for enhanced air services and expand market outreach in other key cities particularly in southern Taiwan.

Issue: Board motion required for all travel.

E. JAPAN

Committee minutes dated January 16, 2018 **Exhibit H**

F. KOREA

Committee minutes dated January 9, 2018 **Exhibit I**

G. NORTH AMERICA & PACIFIC MARKETS

Committee minutes dated February 5, 2018 **Exhibit J**

H. RUSSIA & NEW MARKETS

Committee minutes dated February 16, 2018 **Exhibit K**

I. MEMBERSHIP & COMMUNITY OUTREACH

J. VISITOR SAFETY & SATISFACTION

K. CULTURAL & HERITAGE

L. SPORTS & EVENTS

M. DESTINATION MANAGEMENT

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

- GVB/MVA Joint Meeting – Friday, February 23 at 10:00am, GVB Main Conference Room
- Guam History and Chamorro Heritage Day – Monday, March 5 (GVB closed)

Upcoming Board Meetings:

- Thursday, March 8, 2018 at 3:30pm, GVB Main Conference Room
- Thursday, March 22, 2018 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

Action Items:

1. 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~~
   → Create face sheet about how to register for B&B/transient vacation rental
   → Planning community outreach campaign for April/May

2. GVB Membership and HAP for food truck vendors
   → HAP signing with food truck vendors in the works, membership coordinator reaching out to them as well

3. Full report on Proposed Bills
   → Summary for proposed bills send to Board of Directors via email on January 22, 2018

4. Lean bar policy ADA compliance
   → Checked with TRMA, bus shelters are ADA compliant

5. Airlines carry-on/checked baggage computer policy
   → Laptops are allowed as carry-on on planes, lithium ion batteries must be carried in carry-on baggage only

EXHIBIT A

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

BOARD OF DIRECTORS REGULAR MEETING

Thursday, January 11, 2018 – 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 Theresa Arriola	Director William Nault
Director Robert Hofmann	Director Eduardo "Champ" Calvo
Director Satoru Murata	

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Tatsuo Takano	Director Katarina Sgro
Director Sam Shinohara	Director Bartley Jackson

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight	Rose Cunliffe	Maura Yi
Brian Borja	Doris Ada	Josh Tyquiengco
Nico Fujikawa	Colleen Cabedo	Dee Hernandez
Meriza Peredo	Breeana Quitugua	Mark Manglona
Gabbie Franquez	June Sugawara	Nakisha Garrido
Nadine Leon Guerrero	Maria San Nicolas	

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:
Wanye Chargualaf, Marianas Business Journal/Glimpses

I. CALL TO ORDER

Chairman Morinaga called the meeting of the board to order at 3:49pm.

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

Vice Chairman Mesa made a motion, seconded by Director Kloppenburg, to approve the minutes of the previous board of directors meeting dated December 14, 2017.
Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

- Chairman Morinaga shared he had a great holiday, New Years, and is grateful everything ended safe and sound. He stated two items were pending on the agenda, one was the bus shelter and two was the vendor request to knock down some trees in order to accommodate the installation of the Tri-Vision display, which he opposed.
- Chairman Morinaga reported United Airlines eased baggage fees for routes going into China and Hong Kong from the United States, he hoped that the baggage fee wavier would be towards Japan fights.

IV. PRESIDENT & CEO'S REPORT

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

GUAM VISITORS BUREAU

PRESIDENT'S REPORT
01-11-2018

November 2017

November 1-30, 2017 **Total: 121,513(-2.4%)**

% Market Mix	Origin	2016	2017	% to LY
36.4%	Japan	59,624	44,181	-25.9%
50.3%	Korea	48,673	61,093	25.5%
0.9%	China	1,366	1,057	-22.6%
0.6%	Hong Kong	668	696	4.2%
1.6%	Taiwan	3,245	1,958	-39.7%
4.6%	US/Hawaii	4,638	5,571	20.1%
2.0%	Philippines	2,494	2,490	-0.2%

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

Fiscal Year to Date 2018

October-November 30, 2017 **Total: 235,039(-4.8%)**

% Market Mix	Origin	2017	2018	% to LY
33.5%	Japan	115,260	78,670	-31.7%
49.9%	Korea	96,792	117,385	21.3%
1.0%	China	3,721	2,452	-34.1%
0.6%	Hong Kong	1,319	1,307	-0.9%
1.6%	Taiwan	6,744	3,859	-42.8%
4.6%	US/Hawaii	10,560	10,889	3.1%
1.8%	Philippines	4,900	4,222	-13.8%

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

RESEARCH

Calendar Year to Date 2017

January-November 30, 2017 **Total: 1,403,518(+0.9%)**

% Market Mix	Origin	2016	2017	% to LY
40.7%	Japan	679,351	571,424	-15.9%
43.8%	Korea	489,747	614,811	25.5%
1.4%	China	25,347	20,243	-20.1%
1.0%	Hong Kong	7,197	13,861	92.6%
2.2%	Taiwan	39,252	30,408	-22.5%
4.9%	US/Hawaii	70,360	69,279	-1.5%
1.2%	Philippines	19,557	17,018	-13.0%

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

MARKETING

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Japan Marketing News

Yomiuri Giants annual training on Guam

- Local media interviewed sports celebrities - former baseball player and currentsportscaster Mr. Kazutomo Miyamoto and Giants catcher/MVP Mr. Shinnosuke Abe
- Both spoke positively about training on Guam for years and how the island is their second home.





Korea Marketing News

Guam Family Ambassador Production Tour

- Period: January 17 – 21, 2018
- The Lee family will be on-island to produce new content material to promote refreshing family-friendly activities to the Korean market.







Korea Marketing News

Travel Trade Agency & Trade Media FAM

- Period: January 19 – January 23, 2018
- Target Audience: 20 pax (Travel Agents & Travel Trade Media)
- Main Feature: Conduct site inspections to target mid-range hotels & optional tours

2018 GVB Korea Hafa Adai Study FAM

Hana Tour	Lotte Tour
Hana Tour Busan	Interpark
Mode Tour	YB TOUR
Jau Tour	Airtel.com
Bomulsum Tour	Korea Travel Times
Tour Baksa	Global Travel News
KRT	Korea Travel News
KRT Busan	VINYL SHOP STUDIO
Verygood Tour	

DESTINATION

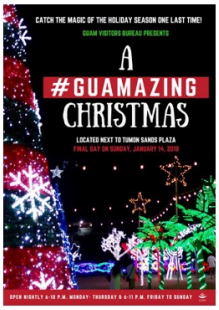
New Year's Eve Fireworks

- New Year's Eve Fireworks Show was held December 31 at Governor Joseph F. Flores Memorial (Ypao Beach) Park
- Event was 5 p.m to 12:30 a.m.
- Live entertainment, family friendly activities and food trucks
- Photo contest ongoing - upload your best NYE photo from our "2018 Guamazing Fireworks" display for a chance to win $100
- Last day to submit photos is January 15 at instaguam.visitguam.com



GVB Christmas Village

- The GVB Holiday Illumination Christmas Village, "A #Guamazing Christmas," closes on January 14
- Bring family and friends and catch the magic of the holiday season one last time
- Christmas village located next to Tumon Sands Plaza

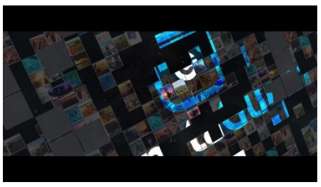


GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

#InstaGuam launches

GUAM

- The Visit Guam 2018 campaign launched locally January 1st with the new #InstaGuam theme
- #InstaGuam promotes Guam as an instant vacation destination from major cities in the region and further promoting the island on Social Networking Sites with content generated by island residents and visitors
- Weekly Photo contest continues at instaguam.visitguam.com
- TVC now active on tv and GVB social media channels



GUAM VISITORS BUREAU

SI YU'OS MA'ÅSE'!

V. TREASURER'S REPORT

Exhibit B

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]	$ 1,573,463.90
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	

January 8, 2018

- President Denight reported the allotment for October has been received but none since then, he assured that allotments will be received next week. As side from allotments, cash flow and preparation for the upcoming yearly audit everything is fine.
- Vice Chairman Mesa stated he would like a written report or presentation on the China trip that took place for the GVB Cruise Ship Industry Development Program. President Denight said Vice President Muna can provide a trip report for his attendance.

VI. REPORT OF THE BOARD COMMITTEES

1. EXECUTIVE COMMITTEE

STRATEGIC MEETING WITH JTB EXECUTIVES

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

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.

- Director Nault mentioned that the dates may change a day or two from the original date stated in the motion.
- Director Calvo asked if this was the same travel Chairman Morinaga wanted to attend, Chairman Morinaga mentioned he would like to participate. Director Hofmann questioned why Chairman Morinaga was not already included in the travel motion and Chairman Morinaga answered that it was not discussed earlier. Director Calvo asked if Chairman Morinaga's schedule permitted his travel, Chairman Morinaga stated yes. Director Arriola expressed that if this was an JTB Executive strategic meeting, then Chairman, JMC Chairman and GVB Executive(s) should be present. She also inquired why the motion was sent to the Executive Committee and not to all board members when it is not until the end of January. President Denight answered it is usually best to plan out travel about a month in advance, to make reservations s and for cost. Director Calvo stated if Chairman Morinaga

would like to attend he should and the motion be amended. Director Hofmann said since the motion was already approved by the Executive Committee, there should be a new motion. Furthermore, it's important to have Chairman Morinaga represent the GVB Board of Directors as a whole to support the Japan Market.

STRATEGIC MEETING WITH JTB EXECUTIVES

Director Hofmann made a motion on the floor, seconded by Director Calvo, to approve travel for GVB Chairman of the Board to attend a new year dinner meeting with JTB Executives in Tokyo, Japan on January 25, 2018. Estimated cost: $1,880.00; Account # JA-SMD008.
Motion approved

Cost breakdown and background provided by Japan marketing team

Airfare:	$1,000 x 1 pax					$1,000.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	Chairman of the Board	$332.50	1	$273.75	2	$880.00
					Total:	$1,880.00

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.

The following JTB executives will be attending this high-level important meeting in Tokyo: Toru Ikuta, President & CEO, JTB World Vacations; Tomoyuki Kajihara, Division Director & General Manager, Hawaii & Micronesia, JTB World Vacations; Daisuke Watanabe, Senior Manager, Micronesia Planning & Purchasing Department, JTB World Vacations. As such, attendance by GVB Chairman of the Board sends a valuable message of commitment to JTB, one of the largest wholesalers to sell the Guam product. Attendees will have discussions about Guam's 2018 sales plan and how to move forward.

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

Issue: Board approval required for travel.

- Vice Chairman Mesa shared that he would like to give relevance and courtesy to the new Japan Chairman to lead the delegation and asked if Chairman Morinaga had a new strategy he would like to share with the board. Director Calvo stated there is no conflict and anything the committee does is under the board; it is a matter of attendance to an important meeting. Chairman Morinaga stated he is not trying to undermine the power of the new Japan Chairman, it is a business courtesy to the JTB President and CEO to have the presence of GVB Chairman of the Board and to also have the backing of the Japan Chairman. Vice Chairman Mesa assured that the board will follow wherever the Chairman leads, however he expressed concern over the cost for a meeting with one travel agent, JTB.
- Director Nault clarified the JTB strategic meeting is to discuss marketing promotions for the coming year. The discussion started last month at JGTC, specifically with the JGTC Kanto Chairman, whom Chariman Morinaga also has spoken with, this meeting is a follow-up. Upon

speaking with his Japan Vice Chairman, Director Nault did not think it was necessary for Chairman Morinaga to attend this meeting in Tokyo, not due conflict on agendas but because the top JTB Executive will be coming to Guam next month. Their formal greeting can be made then, therefore no push was made for Chairman Morinaga's attendance. Director Arriola said the Chairman's title holds above all on the board and in instances where we have a struggling market like Japan, the Chairman's presence is imperative "we need to bring in the big guns".

2. CULTURAL & HERITAGE

3. SPORTS & EVENTS

- President Denight spoke on behalf of Director Sgro, the numbers of particapants for United Guam Marathon are similar to last year's, which is a positive outcome despite the North Korea threats. The UGM organizers are asking for GVB's support on the 10K and 5K as we get closer to the event. Marathon runners normally plan a year in advance but with the 10K and 5K we can attract short-term runners closer to date. All courses will be held on the same day.
- Chairman Morinaga mentioned that Ken Corp gave an in-kind donation for ad spots on the Shibuya intersection screen plus 8 other screens. President Denight expressed appreciation for all Ken Corp's support on this event.

4. ADMINISTRATION & GOV'T RELATIONS

- Due to Vice President Muna's absence with a death in the family, President Denight reported GVB is updating the Personnel Rules and Regulations Handbook. GVB has been using an interim and has not been updated since 2002. The board opted under the GovGuam's Civil Service copying DOA's handbook, which is not specific to the bureau. GVB's Personnel Rules and Regulations will be presented to the board for review upon completion.
- President Denight stated for next meeting he will present on proposed bills, such as the HOT Bond Funding. Chairman Morinaga brought up the proposed bill in regards to spas, President Denight added that the proposed bill is changing the way massage therapist are licensed by creating new rules and regulations. Chairman Morinaga is concerned with the pass of this new bill it will have a negative impact on spas from difficulty finding licensed therapists. Requiring licenses may also cause a rise in costs making it more competitive for Guam.

5. DESTINATION MANAGEMENT

- Vice Chairman Mesa reported 10 out of 12 bus shelters are complete. One will be complete by the end of the month and the last will be aligned with the construction by Sandcastle. He thanked management for finding a solution to fund the trash bin maintenance for FY2018. The concrete trash bins were given to the Mayor's Office, which helped to include the bus shelter trash bins into the budget. Chairman Morinaga asked what is the solution for upkeep on bus shelters, President Denight stated he met with a bus company and the issue is pending their answer. Chairman Morinaga suggested having businesses adopt a bus shelter near their premise, PIC showed interest in adopting one by the hotel. He proposed reaching out to other hotels and businesses, Director Calvo advised a formal request/letter be made from GVB. Director Hofman asked to have any lean bars checked out, whether or not they are ADA compliant. President Denight added the bus shelters were designed to be ADA compliant but he will confirm.
- Flood mitigation update: 15 of 21 inlets complete, 1 of 9 trench drains complete with a need to revisit because of funding. Marianas moorhens have been spotted at the Fujita ponding basin, according to DOAg the area is a possible nesting ground for the endangered species causing the delay in drainage.

- Streetlights update: 393 complete; other streetlight issues, please report so they may be fixed. Pothole is back near DFS T Galleria and is currently being worked out with DPW, Vice Chairman Mesa noted that additional funding is require to address these types of issues.
- Vice Chairman Mesa brought up the request to knock down trees for the installation of the Tri-Vision display screen, he agrees with Chairman Morinaga to keep the trees, unless affected by rhino beetles. President Denight explained that an application was submitted to DOAg to clear the trees so their Tri-Vision display may be seen, they asked for GVB's feedback but no action is going to be taken at this time. We will wait and see the results of the installation and address the issue in a responsible matter if needed. Chairman Morinaga made it clear that he does not want any coconut trees removed but they can be trimmed.

6. GREATER CHINA

- Vice Chairman Mesa praised Chairman Morinaga's strategy to increase airlines capacity in Taiwan after meeting with President Ing-Wen and supports his efforts to enhance the Taiwan market. Chairman Morinaga is reaching out to President Denight and Marketing Director Laguana to promote and have more Guam exposure via Taiwan events and trade shows if not this year, then the next. We should reach out to the Taiwan government and show that we will take initiative.
- Vice Chairman Mesa also noted the strategy to increase room inventory to accommodate the 2020 Tourism Plan of reaching 2 million visitors. It is encouraging Evergreen put up a sign for future development but is currently on hold with the issue of H2 visa workers. Relief is forth coming with the signing of NDAA which will allow employment of H2 visa workers with funding effective in April.

7. JAPAN

JAPAN OFFICE PRODUCTIVITY SOFTWARE AND EMAIL TRANSFER

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

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.

- President Denight explained that several years ago the switch was made over to Google Suite and he would like to have the Japan office on board with the same system. Vice President Muna was the one to set up the system on Guam, therefore he would be tasked with the transition for the Japan office. Currently, Japan office email capacity is limited requiring third party programs to assist. With the switch both offices can work off a same cohesive system. He added one the goals this year is to utilize Google hangouts for conference calls.
- Furthermore, Director Nault stated the limited capacity of the current Japan office software makes them enable to work off their smart phones or out of the office. Vice President Muna is directly involved with the transition and the transfer will have passwords with information sensitive data onto the webserver. After the transition is complete, Vice President Muna will train the Osaka office employees.
- Vice Chairman Mesa questioned if Google will be communication platform utilized for our global markets not just Japan moving forward. President Denight answered this is specific for Japan because their office is an internal office operated under GVB, while other markets are outsourced. Chairman Morinaga added the Japan office needs to be up to speed with their technology to complement with our GVB office server. This will also serve as a test to see if Google is best suited for all of our Japan offices as a means of communication, storage and flexibility.

8. KOREA

- Director Kloppenburg mentioned the KMC meeting minutes is attached and they just completed their first meeting for the year.

9. MEMBERSHIP & COMMUNITY OUTREACH

10. NORTH AMERICA & PACIFIC MARKETS

11. RESEARCH

- President Denight reported in the absence of Director Shinohara, the transition into the new data software has been in effect since January 1st, 2018. The team is still catching up due to the extension of use on the old forms and having to manually input data. The team is working out the kinks and hopes to have everything on track by the end of January. The new data software will enable different data reports onto a dashboard faster and with ease.
- Tourism Satellite Account (TSA) survey measures the economic activity from tourism from a UNWTO standard. GVB reported every 3-5 years including one last year (not necessary to have one annually). The report generates data such as how many jobs created, how much taxes are provided, etc. The 2016 report will be released next month.
- Chairman Morinaga requested a follow-up with which airlines allow computers/electronics as carry-ons.

12. RUSSIA & NEW MARKETS

- Chairman Morinaga stated Russian tourist are still coming. There is a community of Russian, they held a Christmas Party at PIC with an attendance of about 200.
- Director Hofmann mentioned they are also signing up for asylum with the government and are receiving benefits.

M. VISITOR SAFETY & SATISFACTION

- Chairman Mesa acknowledged Director Hong and the VSS team (G4S and the VSOs) for assisting with the recent incidents and applauded their prompt attention to these matters.

VII. OLD BUSINESS

- Chairman Mesa reported DRT is working with the media to track down the illegal accommodation businesses. He said the news reporter went undercover and busted the 30 room BnB across St. Johns causing it to shut down.

VIII. NEW BUSINESS

- Proposed bill to build a power plant near Tanguisson Beach is planned to be located closer to Marine Drive away from the beach. Chairman Morinaga requested for more details on this bill. Vice Chairman Mesa recalls being at a presentation with GVB Management and some BOD members last year pre-announcing the project but it was supposed to be closer to the sewer, away from water treatment plant. Director Calvo suggested contacting GPA to obtain further information because they obtained the property and have plans to move forward with this 5-year project.

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Announcements:

- March is Chamorro Month, have all markets embrace the culture
- Mango Festival May 25-27, 2018

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 Vice Chairman Mesa, to adjourn the meeting. Meeting adjourned at 4:50pm.
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 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

3. ~~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~~

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

5. ~~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~~

6. ~~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~~

7. GVB Cruise Ship Industry Development Program written report

8. Full report on Proposed Bills

9. GVB formal request for Bus Shelter adoption

10. Lean bar policy ADA compliance

11. Airlines carry-on/checked baggage computer policy

FY 2018

	Appropriation	Received to Date		Balance	
Operations	$ 18,750,216.00	$ 4,985,281.24	27%	$ 13,764,934.76	73%
Sustained Marketing - Korea	$ 4,000,000.00	$ 727,272.72	18%	$ 3,272,727.28	82%
Destination Development	$ 1,085,000.00	$ 271,249.98	25%	$ 813,750.02	75%
GVB Cruise Ship Industry Development Program	$ 50,000.00	$ 12,499.98	25%	$ 37,500.02	75%
Rainy Day Fund	$ 200,000.00	$ 49,999.98	25%	$ 150,000.02	75%
Cultural & Sports Ambassador Fund	$ 200,000.00	$ 49,999.98	25%	$ 150,000.02	75%
Pass-Thru	$ 790,000.00	$ 197,499.78	25%	$ 592,500.22	75%
TOTAL RECEIVABLES FY 2018	**$ 25,075,216.00**	**$ 6,293,803.66**		**$ 18,781,412.34**	

Accounts	
RESTRICTED	
Bank of Guam - Rainy Day Fund[1]	$ 1,606,959.62
Cultural & Sports Ambassador Fund[2]	$ 225,332.63
GVB Cruise Ship Industry Development Program	$ 12,499.98
TOTAL RESTRICTED	**$ 1,832,292.25**
UNRESTRICTED	
Bank of Guam - Operations	$ 11,276,476.88
First Hawaiian Bank - Membership	$ 76,702.00
Resona	$ 226,395.23
Bank of Guam - TAF	$ 539,462.55
Raymond James - CD value as of 12/31/2017[3]	$ 2,542,239.79
TOTAL UNRESTRICTED	**$ 14,661,276.45**
TOTAL CASH as of 2/16/2018	**$ 16,493,568.70**

Current Payables	
Asatsu Invoices (DEC)	$ 825,340.83
Japan Invoices	$ 121,162.45
Guam Invoices	$ 477,915.11
Pass-Thru	$ 10,833.33
Encumbered Contracts	$ 3,943,023.22
Encumbered Purchase Orders	$ 107,952.02
TOTAL PAYABLES as of 2/16/2018	**$ 5,486,226.96**

NOTES

NOTE 1

$1,606,959.62	Rainy Day Fund
($184,234.64)	Rainy Day expenses Japan - reimburse Operations
$1,422,724.98	

NOTE 2

$225,332.63	Cultural and Sports Ambassador Fund
($22,100.00)	Cultural and Sports Ambassador expenses - reimburse Operations
$203,232.63	

NOTE 3

$2,542,239.79	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
($758,378.55)	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
($141,621.45)	BALANCE - Pale San Vitores Road Bus Shelter Project
($39,205.29)	BALANCE - Planning, Architectural and Engineering Services for Tumon Bay Improvement
0.00	

EXHIBIT C

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

February 2, 2018

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

RE: Testimony on Bill 226-34

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

Thank you for the opportunity to provide testimony for Bill No. 226-34 (COR) - An act to amend subsection (a)(15) of §12802 of Article 8 of Chapter 12, title 10 Guam Code Annotated, to add a §12802(a)(16) to article 8 of Chapter 12, title 10 Guam Code Annotated, and to add a new article 26 to Chapter 12 of title 10, Guam Code Annotated, relative to establishing certification and licensure requirements for the massage therapy industry on Guam under the oversight of the Allied Health Board.

Raising the quality of service our visitor industry is a key initiative of the Tourism 2020 strategic plan. Bill 226-34 seeks to establish certification and licensure requirements for those who practice massage or massage therapy. We appreciate the intent of bill, but would like to share some concerns. We believe it is not realistic to require current practitioners to apply and receive certification by the Allied Health Board, which expires after one year. To create and establish the educational infrastructure as well as the rules and regulations, which may be subject to the Administrative Adjudication Act, for this program, will take considerable amount of time and financial resources. The Allied Board has not clearly identified a fully developed accredited school or properly licensed professional school to teach, train, examine and certify any new applicants not to mention, the hundreds massage therapists currently employed and already practicing the art of massages in the GHRA member hotels spa & massage operation.

This may have the unintended effect of reducing the already limited number of massage therapists available on Guam, and causing unemployment and businesses to shut down. Moreover, this measure will increase the costs of these services, which are already higher than competing destinations. Additionally, there still remains ambiguity of who would be responsible to enforce these certification and licensure requirements, and whether there will be sufficient resources for enforcement.

Lastly, GVB is one of the biggest supporters of the preservation and promotion of the Chamorro culture. The bill gives an exemption for traditional Chamorro practices by a Suruhånu. Our concern is any legal challenge that may arise to this exemption by traditional healers from different cultures as discriminatory. For these reasons, GVB cannot lend its support for Bill 226-34. However, we appreciate the intent and will gladly participate in discussions to revise the bill to ensure it fulfills its intent without negatively impacting the community.

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

Senseramente,

for JON NATHAN DENIGHT
President & CEO

CC: All Senators of the 34th Guam Legislature

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401 Pale San Vitores Road I Tumon, Guam 96913 I Ph: (671) 646-5278 I Fax: (671) 646-8861 I www.visitguam.com

GUAM

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Milton Morinaga, Chairman
Monte Mesa, Vice Chairman
Theresa Arriola, Secretary
Samuel Shinohara, Treasurer
Bartley Jackson, Member
Eduardo Calvo, Member
Brad Kloppenburg, Member
Mayor Robert Hofmann, Member
Katarina Sgro, Member
Young Sook Hong, Member
Tatsuo Takano, Member
William Nault, Member
Satoru Murata, Member

GUAM VISITORS BUREAU RESOLUTION NO. 2018-001

RELATIVE TO ADOPTING THE GVB PERSONNEL POLICIES AND GUIDELINES FOR IMMEDIATE IMPLEMENTATION BY THE GUAM VISITORS BUREAU GOVERNING THE RIGHTS, CONDUCT, AND OBLIGATION OF EMPLOYEES AND RESPONSIBILITIES AND ACTIONS OF MANAGEMENT

Whereas, the Guam Visitors Bureau (GVB) Board of Directors adopted the Department of Administration's Personnel Rules and Regulations governing the rights, conduct and obligations of employees and responsibilities and actions of management on August 15, 2000 as an interim policy; and

Whereas, the Government of Guam Civil Service Commission approved GVB's adoption of the DOA's personnel rules and regulations as an interim policy through CSC Resolution No. 2001-004 on January 23, 2001; and

Whereas, Title 12, Guam Code Annotated, Section 9110 provides that the board of directors of the Guam Visitors Bureau shall establish personnel policies and guidelines governing selection, promotion, evaluation, demotion, suspension, removal, and other disciplinary actions for the employees of the bureau; and

Whereas, the Guam Visitors Bureau issued GVB RFP 2017-001, pursuant to 12 GCA §9110 to establish permanent personnel policies and guidelines for immediate implementation by the Guam Visitors Bureau governing the rights, conduct, and obligation of employees and responsibilities and actions of management; and

NOW, THEREFORE, BE IT RESOLVED, that the Guam Visitors Bureau Board of Directors repeals the interim personnel rules and regulations implemented on August 15, 2000 by GVB; and be it further

RESOLVED, that the Guam Visitors Bureau Board of Directors adopts the new personnel policies and guidelines dated February 22nd, 2018 for immediate implementation; be it further

RESOLVED, that the Chairman of the Board certify and the Secretary attest to the adoption of this Resolution;

DULY AND REGULARLY ADOPTED THIS 22ND DAY OF FEBRUARY 2018.

MILTON MORINAGA
Chairman of the GVB Board of Directors

IN WITNESS WHEREOFF, I have subscribed my name and affixed the seal of the said corporation this 22nd day of June 2017.

THERESA C. ARRIOLA
Secretary of the GVB Board of Directors

MEMORANDUM OF AGREEMENT

Between the

GUAM VISITORS BUREAU

and the

GUAM ECONOMIC DEVELOPMENT AUTHORITY

This **MEMORANDUM OF AGREEMENT** (hereafter referred to as "MOA") is entered into by and between the **GUAM VISITORS BUREAU** (hereafter referred to as "GVB"), a Guam public non-stock, non-profit membership corporation and the **GUAM ECONOMIC DEVELOPMENT AUTHORITY** (hereafter referred to as "GEDA") a Guam public corporation with respect to the reconstruction of the Palacio Building in *Hagåtña* .

RECITALS

WHEREAS, Public Law 30-228 appropriated funding from the Hotel Occupancy Revenue ("HOT") Bonds, Series 2011A for:

(C) various projects related to Historic *Hagåtña* to include the following:

(i) for the restoration of the walls of the *Plaza de España*;

(ii) for the restoration and rehabilitation of the *Plaza de España* Azotea;

(iii) for the restoration of the *Plaza de España* Chocolate House; and

(iv) for the development of a paver-surface crosswalk and landings on both sides of Marine Corps Drive to provide a proper connection between Skinner Plaza and the *Chamorro* Village; and

(v) for the Dock and Shoreline Reinforcement Economic Enhancement Project of the Guam Fishermen's Cooperative Association Facility; and

(W) for primary or supplemental funding for projects identified under the *Hagåtña* Master Plan;

WHEREAS, the Office of the Governor in consultation with GEDA, has determined that reconstruction of the Palacio is allowed under Public Law 30-228 as it is a project in Historic *Hagåtña* and it is included in the *Hagåtña* Master Plan; and

WHEREAS, GEDA recognizes GVB's responsibilities as established by law and has determined that GVB is the appropriate organization to manage design, construction and construction administration of the Palacio given its expertise and experience in promotion of the tourism industry as it relates to Guam and Chamorro culture and heritage; and

WHEREAS, the GEDA Board of Directors approved the use of Hot Bond funding for the Palacio at its board meeting on November 22, 2017 and approved this MOA with GVB at its January 18, 2018 meeting~~; and~~.

NOW THEREFORE, in consideration of the mutual covenants contained herein, the parties hereby agree as follows:

AGREEMENT

1. GEDA agrees to provide funding under the Hot Bond program for design and construction of the Palacio building. In carrying out this responsibility, GEDA shall:

   a. Allocate up to Five Million Dollars ($5,000,000.00) from the Hotel Occupancy Revenue ("HOT") Bonds, Series 2011A proceeds to allow GVB to satisfy requirements for the design and construction of the facility;

   b. Process invoices submitted by GVB for payment upon receipt of certification from GVB that all expenditures were for design, construction and equipment requirements of the Palacio;

   c. Authorize the payment of invoiced amounts directly to GVB vendors if so directed by GVB;

d. Collaborate and work with GVB to achieve established goals; and

e. Do all other things necessary to carry out the requirements of this MOA.

2. Cooperation by the GVB. GVB shall do the following to assist GEDA in performing the services set forth in Paragraph 1:

a. Provide GEDA with all information deemed necessary by GEDA to carry out the requirements of this MOA on a timely basis;

b. Submit invoices for payment to GEDA with certification that all funds expended under this MOA are for design, construction and equipment requirements only;

c. Manage the design, construction and construction administration of the Palacio in consultation with GEDA; and

d. Do all other things necessary to carry out the requirements of this MOA.

3. Payment of Invoices. GEDA shall process invoices in a timely manner through the Department of Administration.

4. Waiver. GEDA's review, approval, acceptance of, an payment of fees for services required under this MOA, shall not be construed to operate as a waiver of any rights under this MOA or of any cause of action arising out of GVB's failure to perform this MOA and GVB shall be and remain liable to GEDA for all costs of any kind which may be incurred by GEDA as a result of the negligent performance of any of the services performed under this MOA.

5. Access to Records and Other Review. GVB shall maintain all books, documents, papers, accounting records and other evidence pertaining to costs incurred and

received from any contractor and make such materials available at its offices at all reasonable times during the MOA period and for five (5) years from the date of the final payment under this MOA, for inspection by GEDA.

6. Ownership of Documents. Drawings, specifications, audiovisual recordings and any and all work produced under this MOA remain the property of GVB but GEDA shall be entitled to copies of all work produced hereunder and shall be permitted to use such work for public purposes at no additional cost to GEDA.

7. Indemnity. GVB agrees to save and hold harmless GEDA, its officers, agents, representatives, successors and assigns in any and all suits or actions of every nature and kind, which may be brought for or on account of any injury, death, or damage arising or growing out of the acts or omissions of GVB and contractors.

8. Changes. It is understood that GVB may at any time, and pursuant to its contract with contractors, by written order make any change in the services to be performed under the contract. GVB shall notify GEDA in writing of proposed changes to the project whether by change order or otherwise.

9. Term. This Memorandum of Agreement shall remain in effect until funds are expended but may be extended as conditions warrant, subject to the availability of funds.

10. Termination. Either of the parties hereto, may, by written notice to the other, terminate this MOA in whole or in part at any time, either for convenience or default. If the MOA is terminated by GVB, or by GEDA for cause, prior to its completion, GVB shall reimburse GEDA for any unexpended expenses or fees associated with this MOA and GEDA may retain as a set off for such expenses or fees any funds owed by GVB in GEDA's possession.

GVB will however, be paid the reasonable value for services performed that are acceptable to GEDA.

11. Arbitration. GVB and GEDA agree that any dispute or controversy arising from or related to the MOA shall be submitted to binding arbitration to be conducted by an arbitrator or panel of arbitrators provided that first, GVB and GEDA shall attempt to resolve the issue or dispute through discussion held in good faith. Any such arbitrations shall be conducted in Guam. Either party to this MOA may initiate the arbitration by notice in writing to the other party setting forth the nature of the dispute or controversy, the amount involved, if any, and the remedy sought. The arbitrator or panel of arbitrators shall be appointed promptly upon written application of the initiating party and shall be selected in accordance with the Commercial Arbitration Rules of the American Arbitration Association. Depositions may be taken and other discovery obtained in any arbitration under this MOA. The arbitrator or panel of arbitrators appointed hereunder shall conduct the arbitration pursuant to the Commercial Arbitration Association Rules of the American Arbitration Association then in effect, except as such rules may be modified for the purpose of the arbitration proceeding by mutual agreement of the parties to this agreement. The award of the arbitrator or panel of arbitrators shall be final and binding upon the parties hereto and judgement thereon may be entered in any court having jurisdiction. All statutes of limitation which would not otherwise by applicable shall apply to any arbitration proceeding hereunder. The provisions of this section shall survive any termination of this MOA. The arbitrator or panel of arbitrators shall award reasonable attorneys' fees and costs to the prevailing party.

12. Severability. If any provision of this MOA shall be deemed by a court of competent jurisdiction to be invalid, then such provision shall be deemed stricken from the MOA and the MOA shall be enforced according to its remaining terms.

13. Governing Law: The validity of this MOA and of any of its terms or provisions as well as the rights and duties of the parties to this MOA, shall be governed by the laws of Guam, whether in arbitration or in any court of competent jurisdiction.

14. No Liability. A) GEDA assumes no liability for any accident or injury that may occur to GVB, its officers, agents, dependents, staff, contractors or personal property while en route to or from this territory or during any travel required by the terms of this MOA. (B) GEDA shall not be liable to GVB for any work performed by GVB prior to the approval of this contract by GEDA and GVB hereby expressly waives any and all claims for service performed in expectation of this MOA prior to its approval by GEDA

15. Compliance with Laws. GVB, including its agents, employees, and contractors shall comply with all applicable laws of the United Sates and the Territory of Guam applicable to the work which is the subject of this MOA.

16. Access by GEDA. GVB shall allow the employees or agents of GEDA such access to the project site as may be necessary to ensure compliance with the terms and conditions of this MOA.

17. Effective Date. The effective date this Memorandum of Understanding shall be the date of execution by the Governor of Guam.

This Memorandum of Agreement shall be binding upon the parties hereto, their representatives, successors and assigns.

Guam Economic Development Authority **Guam Visitors Bureau**

By: _____
JAY ROJAS
Administrator

Date: _____

Concurred by:

Board of Directors
Guam Economic Development Authority

_____
By: **EDWARD J. CALVO**
Chairperson

By: _____
JON NATHAN DENIGHT
General Manager

Date: _____

Concurred by:

Board of Directors
Guam Visitors Bureau

_____
By: **MILTON MORINAGA**
Chairperson

CERTIFIED FUNDS AVAILABLE:

By:_____
BERNICE TORRES
GEDA Certifying Officer

Date: _____

Source: Hotel Occupancy Revenue Bonds, Series 2011A;
Acct. No. 5251D129962CT213450
Amount: $5,000,000.00

Concurred by:
Bureau of Budget and Management Research

By: _____
LESTER CARLSON
Acting Director

Date: _____

Approved as to Legality and Form:
Office of the Attorney General

By:_____
ELIZABETH BARRETT-ANDERSON
Attorney General of Guam

Date: _____

Approved by:
Governor of Guam

_____
EDDIE BAZA CALVO

LEGISLATIVE BILLS AFFECTING TOURISM

- **Bill 208-34:** *Transportation/Taxicab Network Company Services Act of 2018* seeks to regulate digital ride-share services such as "Stroll Guam."
- **Bill 223-34:** Rezones property in the Municipality of Dededo for the purpose of building a new Northern Power Plant. Property is located near Two Lover's Point (see the attached GPA presentation on the new plant).
- **Bill 225-34:** Authorizing $5 million from the HOT Bond proceeds for the purchase of an MRI machine, PET Machine and for capital improvement projects at GMH.
- **Bill 226-34:** Establishes a certification and licensure requirements for the massage therapy industry on Guam under Allied Health Board.
- **Bill 244-34:** Raises GRT to 5% from April 1, 2018 until January 1, 2020; Reduces 2018 General Fund Appropriations to the Guam Legislature, OFB and the Officer of the Governor; And Freezes pay increases enacted by the Competitive Wage Act of 2014.
- **Bill 245-34:** Raises BPT to 6% for a period of two years. After two years, the BPT shall decrease to 4.75% of which, the 0.75% will be allocated to GMH.

EXHIBIT F

MINUTES OF THE GREATER CHINA MARKETING COMMITTEE MEETING
Mainland China | Taiwan | Hong Kong
Friday, January 12, 2018 | 11:00AM, GVB MAIN CONFERENCE ROOM

GCMC MEMBERS IN ATTENDANCE: Joann Camacho, Charlene Chen, Soohyun Lee, Echo Man, Olga Tonkikh, Neil Urbano, Mark Anderson, Jessica Chan, Eilis Baldevia

GCMC PROXIES: Yuki Motodo (Guam Reef & Olive Spa Resort),

GVB Head Office: Pilar Laguaña, Nadine Leon Guerrero, Elaine Pangelinan, Breeana Garrido
GVB China Representatives via Skype: Bonny Chen
GVB Taiwan Representative via Skype: Joyce Wu

I. CALL TO ORDER

Vice Chairwoman Joann Camacho called the meeting to order at 11:05AM.

III. Approval of Minutes
Motion made by Ms. Echo Man seconded by Ms. Charlene Chen to approve the GCMC minutes of November 9, 2017. Motion approved by acclamation.

IV. Visitor Arrivals Update

Calendar Year to Date 2017

GUAM

January–November 30, 2017 **Total: 1,403,518(+0.9%)**

% Market Mix	Origin	2016	2017	% to LY
1.4%	China	25,347	20,243	-20.1%
1.0%	Hong Kong	7,197	13,861	92.6%
2.2%	Taiwan	39,252	30,408	-22.5%
40.7%	Japan	679,351	571,424	-15.9%
43.8%	Korea	489,747	614,811	25.5%
4.9%	US/Hawaii	70,360	69,279	-1.5%
1.2%	Philippines	19,557	17,018	-13.0%

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

Note: November 2017 Daily Arrivals reflect Civilian Air arrivals only

November 2017

November 1-30, 2017 **Total: 121,513(-2.4%)**

% Market Mix	Origin	2016	2017	% to LY
0.9%	China	1,366	1,057	-22.6%
0.6%	Hong Kong	668	696	4.2%
1.6%	Taiwan	3,245	1,958	-39.7%
36.4%	Japan	59,624	44,181	-25.9%
50.3%	Korea	48,673	61,093	25.5%
4.6%	US/Hawaii	4,638	5,571	20.1%
2.0%	Philippines	2,494	2,490	-0.2%

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 2018

October-November 30, 2018 **Total: 235,039(-4.8%)**

% Market Mix	Origin	2017	2018	% to LY
1.0%	China	3,721	2,452	-34.1%
0.6%	Hong Kong	1,319	1,307	-0.9%
1.6%	Taiwan	6,744	3,859	-42.8%
33.5%	Japan	115,260	78,670	-31.7%
49.9%	Korea	96,792	117,385	21.3%
4.6%	US/Hawaii	10,560	10,889	3.1%
1.8%	Philippines	4,900	4,222	-13.8%

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

Note: November 2017 Daily Arrivals reflect Civilian Air arrivals only

Ms. Nadine Leon Guerrero shared the updated visitor arrival statistics for China, Taiwan and Hong Kong with the committee and noted that China and Taiwan experienced a decrease in visitor arrivals due to the North Korea threat made late 2017 and the removal of Eva Air flights to Guam.

V. Greater China Market Updates

a. China (presentation given by Bonny Chen, GVB China Representative)

i. Forecast



3 Month Airlift Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '18	Seat Data '17	% Change Seats
January	1400	4046	-65.4%	2588	4137	-37.4%
February	2100	2370	-1.2 %	2904	3726	-22.1%
March	1350	1323	0.2%	2726	3726	-26.8%

January

Shanghai UA : 9 flights this month=944
(B737-700)

Nationwide
KE, estimated 1000 seats per month for China market
(A330-300)

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

-*2017 January * Chinese New Year
-Warming trend of tourism to Korea, less seats for -China-Korea-Guam route

February

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

Nationwide
KE, estimated 1000 seats per month for China market (A330-300)

Dalian
UA Charter: 2 flights=296
(B737-800)

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

March

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

Nationwide
KE, estimated 1000 seats per month for China market
(A330-300)

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

Ms. Bonny Chen noted that there is a high decrease projection for the month of January as compared to 2017. Chinese New Year occurred during the month of January last year but is scheduled for the month of February in 2018. There will be two United Airline charters during Chinese New Year from Dalian City.

ii. Joint Promotion with CYTS and Decathlon

China Marketing News

GUAM

Joint Promotion with CYTS and Decathlon

- Dates: Oct 9, 2017 – Dec 2, 2017
- The project is aiming to promote Shop Guam product by CYTS at 24 Decathlon stores in Beijing and increase awareness of Shop Guam both on social media and at event venue.
- Total Exposure: 1 million+
- Number of Participants: 30,000+
- Number of Consumers in Guam WeChat group: around 2,400
- Potential Guam sales: 100+



II. Digital Promotion with Dianping.com

China Marketing News

GUAM

Digital Promotion with Dianping.com

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



Dianping.com is the Trip Advisor in China and the most used travel site. More detailed and final data will be shared in early March as the Shop Guam Festival campaign ends on February 28th.

III. Shop Guam Production Tour with MOGU

China Marketing News

GUAM

Shop Guam Production Tour with MOGU

- Dates: Nov 13, 2017 – Nov 18, 2017
- During the production tour, MOGU team has collected contents and produced 4 themed video clips, 2 long stories, 5 times of live streaming and high-quality photos. The 2 stories received 10,460,000 unique views and about 4,000 likes on MOGU.
- MOGU has invited Nono, the talent with 11 million followers on Weibo to the production tour. Nono has conducted 5 live streaming with a total of over 8.8 million views.



i. Shop Guam Hash Tag Promotion with Weibo.com

China Marketing News

GUAM

Shop Guam Hash Tag Promotion on Weibo.com

- Dates: Nov 23, 2017 – Dec 31, 2017
- The Shop Guam promotion on Weibo includes 2 parts: hash tag #AmazingShopGuam rank promotion and Shop Guam content promotion. Four highlight posts will be pushed to accurate targets on Weibo.
- Estimated overall views of contents promoted: 16,300,000
- Estimated overall views of hash tag page #AmazingShopGuam: 7,321,000



ii. Shop Guam Promotion with Ctrip and Spring Tour

China Marketing News

GUAM

SHOP GUAM promotion with Ctrip & Spring Tour

- Dates: Nov 10, 2017 – Feb 28, 2018
- Shop Guam Landing Page on We Chat and Shop Guam products related



iii. Co-branding with Kindle of Amazon.com and CYTS Aoyou.com

China Marketing News

GUAM

Co-branding with Kindle of Amazon.com and CYTS Aoyou.com

- Dates: Dec.23, 2017 – Jan.4, 2018
- GVB China launched co-branding campaign with Kindle Amazon with Hashtag # travel to Guam with Kindle, featuring Guam stunning nature and various local experiences. Who purchase kindle during the campaign will join a lucky draw and the winners will receive round air tickets, free vise when purchase of Guam products on Aoyou.com and coupons provided by Aoyou,com.
- ROI: over 1 million total reach, 100 pax sold



iv. Joint Promotion with CMB app & United Airlines



Ms. Bonny Chen shared that there is a current joint promotion with China Merchants Bank (CMB) and United Airlines. The promotion aims to promote United Airlines business class seats targeting CMB's VIP credit card customers.

v. Guam Title Sponsorship on Xueersi National English Speaking Contest filming tour summer 2018

China Marketing News

GUAM

Guam Title Sponsorship on Xueersi National English Speaking Contest

- Dates: July 2017-2018
- The awarding ceremony has been held on Jan 6. Representatives of Guam, Tony and Nadine participate as special guests and GVB has 20 minutes to introduce Guam, as family vocation paradise and good choice for study tour. The winners will go to Guam in the summer of 2018.
- ROIs:

(1) Total registrations: 400,000, 200,000 participants

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







vi. Christmas Special Program at China International Radio

China Marketing News

GUAM

Christmas Special Program at China International Radio

- Dates: Dec 25, 2017
- GVB China rep was invited to introduce Guam traditions during Christmas and promote Guam as paradise for family travel. Another key top is about free shopping experience on Guam and the ongoing shop Guam festival.
- ROI: reached 600,000 audience, during the 1 hour program, received 300 messages and questions about travel to Guam.



vii. In-house training at U-MICE

China Marketing News

GUAM

In-house training at U-MICE

- Dates: Dec 27, 2017
- GVB China rep visited U-MICE and gave an in-house training to 12 MICE planners.
- The training focused on the introduction of Guam MICE resources and activities, and free visa program for low seasons, FAQs.
- Mr. Li Zhuo from U-MICE organized the training in order to let the sales know more about Guam so they could recommend the destination to the potential clients.



viii. Brand USA Road Show in Nanjing & Hangzhou

China Marketing News

GUAM

Brand USA Road Show in Nanjing & Hangzhou

- Dates: November 29-December01
- GVB China attended the Brand USA Road Show in Nanjing & Hangzhou.
- Before the start of event, GVB has around 30 minutes to build up business ties and communicate with local agents.
- During the Road Show, GVB China had 10 Minutes Presentation to introduce Guam, features and selling points of Guam to all the attendees and do a lucky draw along after the presentation.
- After the Road Show, GVB China had another opportunity to communicate with local agents interested in Guam and get to know deeper about the market





ix. U.S. Commercial Service Shanghai Zhejiang Road Show Training Seminar in Wenzhou/Shaoxing/Ningbo

China Marketing News

GUAM

US Commercial Service Shanghai Zhejiang Road show Training Seminar in Wenzhou/Shaoxing/Ningbo

- Dates: November 14-16, 2017
- Travel Agency Name：Wenzhou OTC /Wenzhou CITS/Shaoxing OTC/Shaoxing CITS/Zhejiang Feiyang/Ningbo CITS
- During the roadshow, we have provided 6 trainings in 3 days, over 200 operators and sales from top agencies from this area have been trained.
- During each training, GVB China had 20 minutes to introduce Guam features and selling points, and upcoming events of Guam to all the attendees, and provided a lucky draw. Also communicated with local agents interested in Guam and have consumers inquiring about Guam.





Ms. Chen shared that the GVB China office participated in the US Commercial Service Shanghai Zhejiang Roadshow Training Seminar in Wenzhou. Shaoxing and Ningbo. The three cities are second tier cities around the Shanghai region with great potential to promote Guam tourism.

x. Meeting with U.S. Commercial Service (TTGM)

China Marketing News

GUAM

Meeting with US Commercial (TTGM)

- Dates: December 15
- The meeting discussed about the Shanghai Media Group Consumer Campaign, as to promote the U.S. through various themes. Including case study from Swiss Tourism Bureau, and detailed U.S. Tours Promotion Plans.
- Planned for 2018 Strategy Meeting . Detailed arrangement: 17th Jan Arrive in Yangzhou, Trainings to local agents ;

  18th January Morning Sales Call, Afternoon: Sales Call ;

  19th January Strategy Meeting



xi. Visa Seminar by USCS and Brand USA

China Marketing News

GUAM

Visa Seminar by USCS and Brand USA

- Dates: Dec 19, 2017
- GVB China rep participated in the visa seminar held by USCS and Brand USA. On the seminar, the professional gave a lecture on current circumstances and issues of US travel visa. New commercial officer Mr. Middleton was also welcomed
- China rep met with travel trade partners as well on the seminar, and shared Guam MICE supportive policy with partners.
- China rep prepared 2 Christmas gifts for the participants.



Ms. Chen shared that US visa applications have declined in China. The issuance rate of those who apply for a US visa is 85%.

xii. 2017 Shenzhen International Tourism Expo

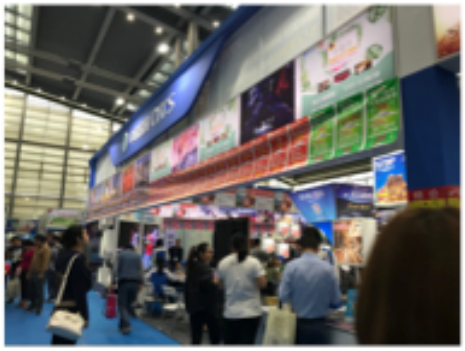
China Marketing News

GUAM

2017 Shenzhen International Tourism Expo

- Dates: December 3
- Investment: Marketing collaterals
- Guangzhou office attended 2017 SITE in Shenzhen. More than 30 tourism bureaus set booth on the show and totally 20,000 visitors.
- Guangzhou office met key agents on the show and sponsored some small gifts.





xiii. Century Tours Guam Roadshow in Guangzhou and Shenzhen

China Marketing News

GUAM

Century Tours Guam Roadshow in Guangzhou & Shenzhen

- Dates: November 1 & 3
- Investment: Marketing collaterals
- More than 50 agents from Guangzhou, and over 80 agents from Shenzhen and other cities nearby attended the roadshow.
- GVB Guangzhou office introduced the destination and 2017 Shop Guam Festival to the agents during the roadshow.







xiv. Century Tours Guam Roadshow in Beijing

China Marketing News

GUAM

Century Tours Guam Roadshow in Beijing

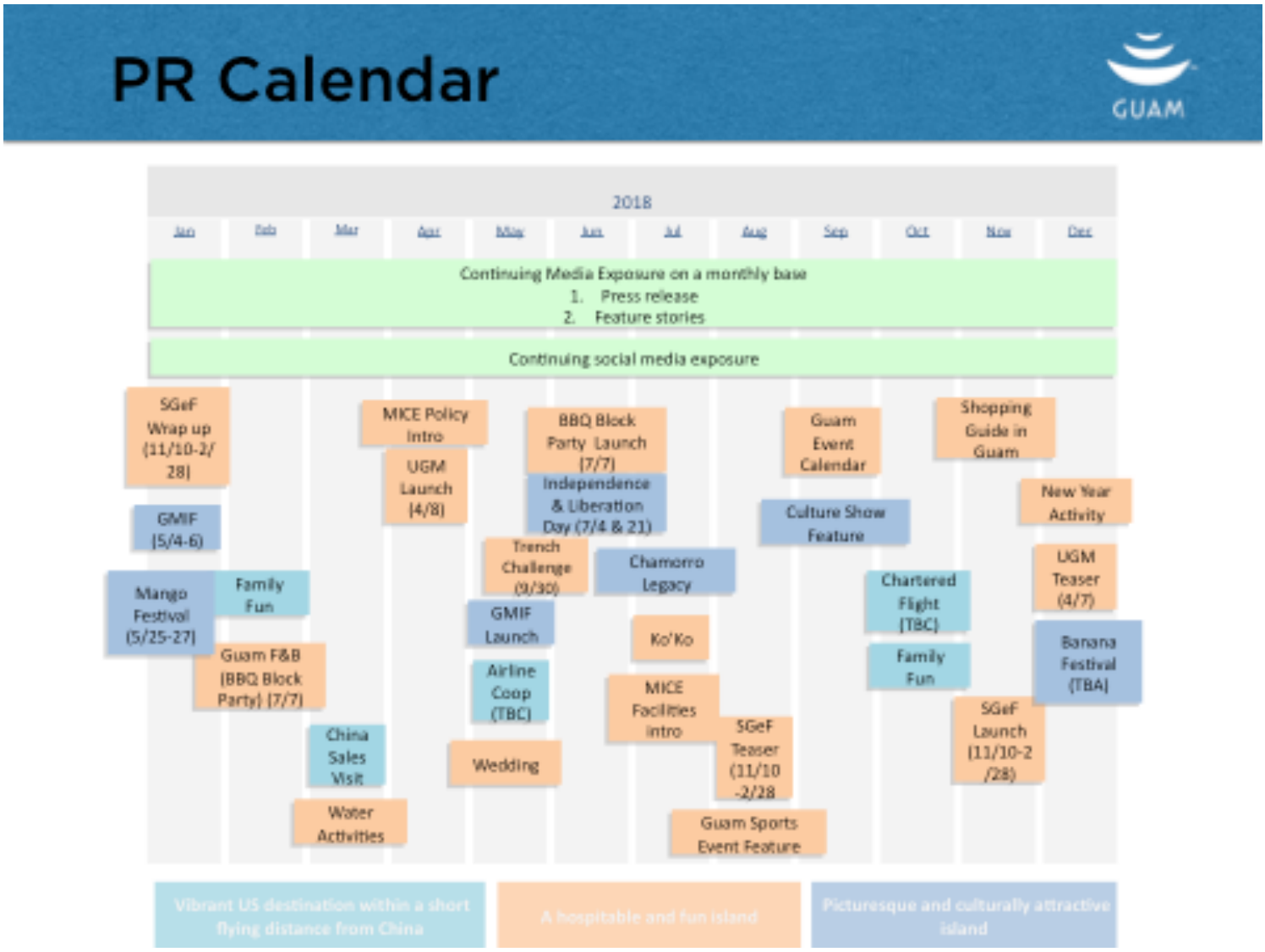
- Dates: November 23
- Investment: Marketing collaterals
- Participants: Korean Air, more than 60 agents from Beijing and surrounding region.
- GVB Beijing office introduced the destination and 2017 Shop Guam Festival to the agents during the roadshow.





GVB China's Guangzhou and Beijing offices attended the Century Tours Roadshows in Guangzhou, Shenzhen and Beijing in November 2017. The office representatives had the opportunity to introduce Guam as a destination as well as promote the 2017 Shop Guam e-Festival.

xv. PR Calendar



Ms. Chen shared the PR calendar for 2018. January: SGeF wrap up, GMIF, Mango Festival. February: Family Fun, Guam F&B (BBQ Block Party). March: China Sales Visit, Water Activities. April: MICE Policy Intro, UGM Launch. May: Trench Challenge, GMIF launch, Airline Co-op, Wedding. June: BBQ Block Party Launch, Independence & Liberation Day. July: Chamorro Legacy, Ko'ko, MICE Facilities Intro. August: SGeF Teaser, Guam Sports Event feature. September: Guam Events Calenadr, Culture Show Feature. October: Charter Flight, Family Fun. November: Shopping Guide in Guam, SGeF Launch. December: New Year Activity, UGM Teaser, Banana Festival.

xvi. Marketing Activities

Marketing Activities

GUAM

Description	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Budget
Administrative Services													
Sales calls, roadshows, supplies		X	X	X	X	X	X	X	X	X	X	X	$24,000.00
Sales Market Development													$452,000.00
China Sales Trip * 3 times per year						X		X			X		$30,000.00
Administrative Travel													$30,000.00
Trade Coops with Ctrip (Shop Guam)		X	X	X	X								$50,000.00
Trade Coops with Ctrip (with UA,TBC)				X	X	X	X	X	X	X	X		$130,000.00
Trade Coops with Jinjiang Travel Agnecy				X	X	X	X	X	X	X	X		$7,500.00
Trade Coops with Spring Tour		X	X	X	X	X	X	X	X	X	X		$12,500.00
Trade Coops with LY.COM Guangzhou (with UA HK) (TBC)													$20,000.00
Trade Coops with Qulv.com (with UA HK) (TBC)													$75,000.00
Trade Coops in North China (charters from Dalian)					X								$13,400.00
Trade Coops with CYTS & AMAZON Kindle			X	X									$12,600.00
Trade Coops in South China (with UA HK) (TBC)													$24,000.00
Airline meetings - Guam travel expenses				X									$27,000.00
Familiarization Tours													
Travel Trade – Mega FAM									X				$43,500.00
Advertising, PR, Media Tie Ins													
USCS & Brand USA Events		X	X										$8,500.00
Title sponsorship of Xueersi English Speaking Contest	X	X	X	X						X	X		
Xueersi - Guam travel expenses				X									$14,000.00
Coops with Mogu and SGEF Production Tour		X	X										$25,000.00
Social Media Promotions													
POI campaign with Dianping.com	X	X	X	X	X								$87,000.00
Guam Signature Events													$25,000.00
Guam contents Marketing													$20,000.00
Shop Guam - Social Media Promotions		X	X										$25,000.00

Ms. Chen shared that the sales situation is improving as compared to previous months however sales are not as great as compared to last year. The request for additional funding has not been approved to date.

The China Sales Mission was changed to a Sales Trip due to budget constraints. Tentative months are March, May and August. Further details will be shared at a later date.

b. Taiwan – Ms. Joyce Wu, GVB Taiwan Office

i. 3 Month Review

3 Month Review

GUAM

Month	Forecast Pax	Actual Seats provided by GVB	Number of Passengers from Taiwan Ministry of Transportation & Communications	Total Seat Capacity from Taiwan Ministry of Transportation & Communications
October	2,093	1,901	2,083	2,856
November	1,581	1,958	1,970	2,704
December	1,674	N/A	N/A	N/A

ii. 3 Month Forecast

3 Month Forecast

GUAM

Month	Forecast Pax	Last Year	%Change	Seat Forecast '18	Seat Data '17	% Change Seats
January	1,814	3,777	-55.7%	2,790	5,638	-50.5%
February	1,950	3,987	-51.1%	2,785	5,695	-51.1%
March	1,914	3,693	-44.2%	2,945	6,155	-52.2%

Flights

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

Total 2,790

February
Taipei
- China Airlines : 4 per week = 2,480 (B737-800,738)
- 16 flights * 155 seats = 2,480
- CNY charter flight on Feb 15 with 305 seats

Total 2,785

March
Taipei
- China Airlines : 4 per week = 2,945 (B737-800,738)
- 19 flights * 155 seats = 2,945
- Sunday flights to resume from March 25

Total 2,945

iii. Shop Guam Production Tour

Taiwan Marketing News

GUAM

SGeF Production Tour

- Taiwanese Youtuber JR attended the Production Tour from Nov. 11-17
- JR uploaded 19 posts on FB and IG about Guam
- JR has produced 4 videos promoting SGeF/Guam
- Since the Production Tour, JR's subscribers increased over 10% and he just won the recognition from Google for his YouTube channel growth in 2017



iv. China Airlines Resumes Sunday Flights

Taiwan Marketing News

GUAM

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 also announced 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

Ms. Joyce Wu shared that China Airlines will resume Sunday flights beginning March 25th and is scheduled to run through October 25th. The addition of the Sunday flight increases flights to Taiwan to five times per week.

v. Shop Guam Promotional Ads

Taiwan Marketing News

GUAM

Promotional Ad

- SGeF advertisements are ongoing
- SGeF APP download event ads



vi. Winter Taipei International Travel Fair

Taiwan Marketing News

GUAM

Winter Taipei International Travel Fair

- Winter Taipei International Travel Fair was held on Dec. 1~4 at the Taipei Expo Park
- New Taipei City Tourism Bureau provided a free booth for Guam which was located at the entrance so almost everyone who attended the travel fair saw our booth
- Veda staff promoted Guam and invited visitors to download SGeF app, two agencies TenHai Tours & ezTravel were onsite to sell Guam packages



vii. Year End Media Party

Taiwan Marketing News

GUAM

Year End Media Party

- Year End Media Party was held on Dec. 27 and 28 media attended
- Shared updated Guam information, including CI's Sunday flights, new customs forms and promoted UGM
- 22 original news coverages and 1 original social media coverage
- Media had lots of fun playing our specially designed Guam-related lottery draw



viii. MICE

Taiwan Marketing News

GUAM

MICE Group

- Island Tour will have two MICE incentive tours of around 40 PAX each going to Guam on Jan. 20 and Feb 2. One group of 36 PAX already went on Jan. 5. These MICE groups are from biomedical and construction companies.
- AIA is a life insurance company in Taiwan and will be traveling to Guam for their incentive tour on Feb. 10~15, the group is about 110 PAX
- Giant Tour will have a MICE incentive tour of around 100 PAX going to Guam on 3/27. Waiting for company information from Giant Tour.



ix. InstaGuam Campaign

Taiwan Marketing News

GUAM

InstaGuam Campaign

- Monthly SM events to encourage users to share photos related to Guam or signature event themes
- Users to tag and use related hashtags in order to be included into the event

Month	Theme
February	Holidays
March	Spring
April	Sports
May	Culture
June	Summer
July	Food
August	Love
September	Favorite photo taken on Guam

x. Spring Toast

Taiwan Marketing News

GUAM

Spring Toast

- Invite airlines, key travel agencies, AIT reps, trade partners, trade media
- Estimated PAX: 30-40 PAX
- Reinforce connection with trade partners
- Opportunity to engage with partners who work hard to sell Guam travel
- Provide the most updated Guam information to TAs & media



xi. United Guam Marathon

Taiwan Marketing News

GUAM

United Guam Marathon

- Invite SM KOL with sporty image to experience Guam & run UGM, generating great amount of voices from their SM platform
- Arrange media fam trip to not only experience UGM, but also report attractive Guam activities



xii. 2018 Taipei Tourism Expo

Taiwan Marketing News

GUAM

2018 Taipei Tourism Expo

- Will be held on May 4~7, largest tourism event of the first half of the year
- Over 460 exhibitors from 25 countries utilized 1,200 booths for the 2017 TTE and attracted over 280,000 visitors
- GVB received an invitation from Marianas to form a Micronesian Pavilion together with Palau and GVB accepted the invitation
- Attending TTE may
  - Increase Guam's positive awareness and promote CI's Sunday flights
  - Assist TAs to promote and sell Guam's summer packages
  - Maintain and enhance relationship with Taiwan industry partners



Ms. Wu shared that GVB will participate in the 2018 Taipei Tourism Expo from May 4-7 under the Micronesia Pavilion with CNMI and Palau. Ms. Elaine Pangelinan advised that a letter of participation would be sent to members.

c. Hong Kong

- Ms. Elaine Pangelinan advised that due to the ongoing process to award a new HK representative contract, there is no report for marketing activities other than the current visitor stats reported earlier.
- A notice of award was already issued however, all arrangements to start business with the awarded vendor is on hold until the contractual agreement process is completed.
- The current contractor, ATGM is on a month-to-month extension and can continue to conduct business with GVB until a new contract is secured.

VI. Announcements

a. Shop Guam Festival 2017 is on going until February 28, 2018. Download the Shop Guam mobile app!
b. The next Greater China Marketing Committee Meeting is scheduled for Friday, February 9, 2018 at 11:00AM in the GVB Main Conference Room.

VII. Adjournment

Ms. Jessica Chan made a motion to adjourn the meeting seconded by Ms. Echo Man. The meeting was adjourned by acclamation.

Prepared by: _____
Breeana G Garrido, Marketing Coordinator

Reviewed by: _____
Nadine Leon Guerrero, Marketing Manager - China

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

Approved by: _____
Pilar Laguaña, Director of Global Marketing

EXHIBIT H

JAPAN MARKETING COMMITTEE MEETING – Tuesday, January 16, 2018

JMC MEMBERS PRESENT: Bill Nault, Satoru Murata, Tak Takano, Milton Morinaga, Daisuke Tsuchiya, Toshio Akigami, Mike Lee, Kiyoshi Kawano, Norio Nakajima, Terry Debold, Monte Mesa

OFF-ISLAND:

OBSERVERS/GUESTS PRESENT: Mari Oshima, Koji Nagano, Kimi Passeur, Akiko Futakami, Kazu Atsuta, Katsuhiko Yoshida, Miwa Bravo, Mai Perez, Kenji Sekine, Yoshihisa Otani, Yoshiaki Kanemitsu, Masayo Ibay, Yoshinori Oshita, Asher Goldenberg, Akihiko Gondo, Kyoichi Aoki

ABSENT: George Johnson, Yusuke Imazu, Mitsunori Takahashi, Shizuyo Okabe, Simon Odoca, Mark Anderson, Suzanne Perez, Akihiro Tani, Ayisha McKinnon, Eilis Baldevia, Kazunori Hotta, Dave Duenas, Sachiyo Tanimoto, Bonnie Alig, Tomoyuki Goto

GVB: Jon Nathan Denight, Brian Borja, June Sugawara, Karida Brennan

ADK: Koichi Hoshino, Yukie Okutsu

SKYPE: Hiroshi Kaneko

CALL TO ORDER

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

APPROVAL OF MINUTES

Motion made by Mr. Murata and seconded by Mr. Takano to approve the minutes of December 19, 2017. Minutes approved.

REPORT OF CHAIRMAN

Mr. Nault wished the committee and observers a Happy New Year and apologized for having to delay the meeting by one week. He shared that we had our challenges in 2017 beginning with the North Korea issue. We lost some school and business trips as a result but some groups and individuals are continuing to come to Guam. We also had some positive announcements last year such as the additional flight from Japan Air Lines beginning in March. He was also pleased to share that JTB chartered flights from Narita which helped to subsidize some of the lost seats. Next, he shared that some professional athletes from Japan are training on Guam. He had the opportunity to meet with Shinnosuke Abe from the Yomiuri Giants who also participated in media interviews. He then stated that during the last board of directors meeting, it was announced that United Airlines will be offering free additional baggage from destinations like China and Taiwan. He's hoping we can work with United Airlines to offer the same for the Japan market. In closing, he thanked everyone for a great year and shared that he is looking forward to continuing the hard work in the current year.

REPORT OF MANAGEMENT

Report by Mr. Kaneko and Mr. Denight:

- Three Month Forecast
- Air Service Development
- Japan Market Update

- Kanto Update
- Tohoku Update
- Chubu & Osaka Update
- Kyushu Update
- PR & Marketing
- Homepage & SNS
- Sales Plan

Mr. Debold asked for hotel occupancy data to see if it matches the decline in the Japan market. He also asked for an update on the fuel surcharge increase. Mr. Denight shared that he will gather information on both issues and report his findings back to the committee. In the meantime, he shared that the airport is giving a special incentive on the rates they charge specifically for Japanese carriers. This was especially helpful when trying to garner the additional Japan Air Lines flight.

Mr. Mesa asked asked management for an update on three items: the search for the Japan director, the performance indicators of our current contracts in the Japan market (i.e., advertising program done for the last two fiscal years), and lastly, pre-clearance out of Narita. Mr. Denight reported that the team will be meeting with the JMC Chairmen in the coming week to discuss the recruitment of the Japan director. He will provide an update after that meeting. Regarding the performance indicators, Mr. Denight said it might be difficult to gauge performance when the North Korea issue dramatically affected arrivals. Mr. Mesa stated that in situations like that, an explanation for the numbers would suffice. Finally, Mr. Denight shared that Haneda airport is currently negotiating with CBP regarding pre-clearance.

REPORT OF ADK

Report by Mr. Hoshino:

- 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

Mr. Tsuchiya asked to see distribution numbers at the next meeting so that the committee can see actual advertising value.

GUAM

Japan Marketing Committee
January 16, 2018

November 2017

November 1-30, 2017 **Total: 121,513(-2.4%)**

% Market Mix	Origin	2016	2017	% to LY
36.4%	Japan	59,624	44,181	-25.9%
50.3%	Korea	48,673	61,093	25.5%
0.9%	China	1,366	1,057	-22.6%
0.6%	Hong Kong	668	696	4.2%
1.6%	Taiwan	3,245	1,958	-39.7%
4.6%	US/Hawaii	4,638	5,571	20.1%
2.0%	Philippines	2,494	2,490	-0.2%

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

Calendar Year to Date 2017

January-November 30, 2017 **Total: 1,403,518(+0.9%)**

% Market Mix	Origin	2016	2017	% to LY
40.7%	Japan	679,351	571,424	-15.9%
43.8%	Korea	489,747	614,811	25.5%
1.4%	China	25,347	20,243	-20.1%
1.0%	Hong Kong	7,197	13,861	92.6%
2.2%	Taiwan	39,252	30,408	-22.5%
4.9%	US/Hawaii	70,360	69,279	-1.5%
1.2%	Philippines	19,557	17,018	-13.0%

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

Fiscal Year to Date 2018

October-November 30, 2017 **Total: 235,039(-4.8%)**

% Market Mix	Origin	2017	2018	% to LY
33.5%	Japan	115,260	78,670	-31.7%
49.9%	Korea	96,792	117,385	21.3%
1.0%	China	3,721	2,452	-34.1%
0.6%	Hong Kong	1,319	1,307	-0.9%
1.6%	Taiwan	6,744	3,859	-42.8%
4.6%	US/Hawaii	10,560	10,889	3.1%
1.8%	Philippines	4,900	4,222	-13.8%

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

3 Month Forecast

(as of 16Jan. 2018)

Month	Forecast	LY Arrival	% Arrival	2017/18 Seats	2016/17 Seats	% Capacity
January	44,000	57,037	-22.86%	61,098	73,831	-17.25%
February	43,000	54,356	-20.89%	54,990	64,712	-15.02%
March	52,000	71,384	-27.15%	71,906	82,444	-12.78%

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

January 2018
Narita
UA: 21 flights per week (8,258)
JL: 7 flights per week (1,383)
DL : 13 flights (1-8Jan.18) (2,809)
Nagoya
UA: 14 flights per week (1,988)
Kansai
UA: 14 flights per week (2,324)
TW: 7 flights per week (1,323)
Fukuoka
UA: 7 flights per week (826)
Sapporo
UA: 5 flights (1-15Jan) (590)
(Mon & Fri)
Sendai
UA: 2 flights per week, (236)
(Thu & Sun)

February 2018
Narita
UA: 21 flights per week (8,258)
JL: 7 flights per week (1,383)
Nagoya
UA: 14 flights per week (1,988)
Kansai
UA: 14 flights per week (2,324)
TW: 7 flights per week (1,323)
Fukuoka
UA: 7 flights per week (826)
Sendai
UA: 2 flights per week, (236)
(Thu & Sun)

March 2018
Narita
UA: 21 flights per week (8,258)
JL: 7 flights per week (1,383)
: double daily start from 25Mar.
(25-31Mar.38)
Nagoya
UA: 14 flights per week (1,988)
Kansai
UA: 14 flights per week (2,324)
TW: 7 flights per week (1,323)
Fukuoka
UA: 7 flights per week (826)
Sendai
UA: 2 flights per week, (236)
(Thu & Sun)

Charter Flight Information

January
Narita 30 flights (5,640)
Nagoya 1 flight (148)
Kansai 1 flight (189)

February:
Narita 28 flights (5,264)

March
Narita 12 flights (2,256)
Nagoya 16 flights (3,008)
Kansai 10 flights (1,501)

G/Total: 107 flights
(20,096 seats)

Air Service Development

(as of 16Jan. 2018)

1. Summer Charter Plan 2018

- Tway long-term charter program : 109 times for January to April.
- Charter flights may possibly operate in this summer.
  - The operation is likely to be from July to September.
  - Maximum 30-40 times.

2. South Korean National Carriers

- About a year has passed since Korean Air has suspended service to Guam.
- Other Korean-registered airlines are aiming to acquire the beyond rights Korean Air had had so far.

3. Airport privatization

- For the next few years, some of regional airports are planned to privatized.
- Takamatsu, Fukuoka, Hiroshima, Shizuoka and Niigata are nominated and more will follow.
- GVBJ are discussing with private companies to launch a new Guam service.

Confidential and subject to change

Air Service Development

(as of 16Jan. 2018)

Fuel Surcharge (February 2018-)

- JL/NH/DL have announced on 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	¥6,000
United	¥4,000	No announcement yet
Delta	¥4,000	¥6,000
T'way	¥4,000	No announcement yet
All Nippon Airways	¥4,000	¥6,000

(Round trip rate from Japan to Guam)

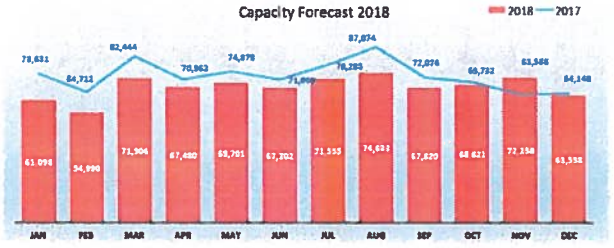
Japan Market Update

(as of 16Jan. 2018)

Capacity Forecast in 2018

Total capacity : about 810,000seats. (about 3,900 flights)
Scheduled Flight : 771,000 (3,700 flights)
Charter flight : 38,000 (200 flights)
Comparison vs 2017 : -7.2% (-62,000 seats)

Data Source : Diio MI & other MI



Confidential and subject to change

Japan Market Update

(as of 16Jan. 2018)

- **Reginal Travel Show & Event Schedule (Jan - Jun.18)**
  - January: Hiroshima Air Travel Fair (20-21Jan.18)
  - February: Fukuoka Guam Promotion (06-19Feb.18)
  - March: Nagoya Travel Fair (17-18Mar.18)
  - April: Tokyo Marin Diving Fair (6-8Apr.18)
  - April: Sado Toki Marathon (21-22Apr.18)
  - May: Sapporo, Toyohiragawa Marathon (4-6May.18)
  - May: KIX Travel Fair (19-21May.18)
  - June: Ehime Air Travel Fair (23-24Ju.18)
- **In-house Seminar (Jan - Aug.18)**
  - January: Tokyo JTB Kanagawa (26Jan.18)
  - March: Nagoya, Hokuriku (planning)
  - August: Tokyo, HIS & JTB (planning)
- **School Trip Seminar**
  - Tokyo: planning
  - Osaka : planning
  - Chubu : planning
- **FAM**
  - Hafa Adai Study Tour (Jun - Jul.18)
  - TA FAM Tour (by agent/region)



Japan Market Update

(as of 16Jan. 2018)

- **JTB Forecast for Japanese outbound travel in 2018.**
  The forecast is showing that Japanese travelers are expected to total 329.4 million, 12.3% more travelers than 2017. Overseas traveler is expected to reach 18.2 million (+1.7%) and domestic traveler will stay around 311.2 million (+1.8%).
  - Travel times will be forecasted at 2.63 times (+0.05 more than LY)
  - Raising price of fuel surcharges will not affect the market so much.
  - Available seats may increase by 5.7% for Asia, by 7.9% for Europe.
  - Compared to 2017, 4.7% may increase through all the market.
  - Short-haul destinations in Asia will continuously be preferred in 2018.
- **JAL & ANA seats utilization for year-end holiday.**
  Both company has announced that total number of passenger has increased by 3.9% from the previous year. The period falls in December 28 - January 3 and the number of customer will possibly reach around 465 thousand people.
- **China Airlines.**
  China Airline received the Best Airline 'Best Airline in North Asia' in North Asia in the 14th reader vote of the American travel magazine 'Global Traveler' in December 2017. It has been the fifth consecutive year to win this award. The company has recently introduced the new ten of B777 and fourteen of A350s and provides the passengers with the best travel options with caring and ground service.

Japan Market Update

(as of 16Jan. 2018)

- **Tour around the world by HIS.**
  HIS Kansai Sales HQ has launched "Around the world tour with 9 cities with LCC" on January 4th. The tour will originate from Kansai airport and go around Bangkok, Copenhagen, London, Vancouver and Honolulu. The tour is limited to 20 people with 200,000 yen per person. For airlines, Airways Asia X (XJ) from Kansai to Bangkok, Copenhagen from Bangkok, Norway Jean Air Shuttle (DY) from London to London, West Jet (WS) from Vancouver to London, Honolulu, AirAsia X (D7) from Honolulu to Kansai. The tour has been sold out.
- **Vietnam Airlines charter from Sapporo.**
  Vietnam Airlines will operate charter flights to/from New Chitose Airport on March 21 and 25. This is the first time to carry tourist from Vietnam to Hokkaido and it will connect Ho Chi Minh and Da Nang in the resort area from Sapporo. With charter flight between Japan and Vietnam, it is my intention to increase the number of visitors from Vietnam and lead to regular service.
- **Paid leave acquisition rate in Japan (Japanese)**
  Japan is the worst country in the paid holiday acquisition rate ranking.
  The survey on the acquisition rate of paid holidays in 30 countries, conducted by Expedia, finds that Japan was the worst country with the rate of 50%, 10 acquired days out of 20 paid holidays a year.

Kanto

(as of 16Jan. 2018)

HIS Tabijo Guam Report (Guam Beach 1)

https://www.youtube.com/playlist?list=PLGh3_NZ11-8v52xaqiqemvhRbIvDbOICi



Kanto

(as of 16.Jan. 2018)

HIS Tabijo Guam Report (Guam Peach 2)



Kanto

(as of 16.Jan. 2018)

HIS Tabijo Guam Report (Guam Nature)



Kanto

(as of 16.Jan. 2018)

HIS Tabijo Tour:

- Exclusive tour creation (HIS x United x GVB)
- Tour Sales will be on sales in January
- Tour will be produced by HIS Tabijo Instagrammer.
- Introduce photogenic points in Guam. (Map)
- Highlight Shop Guam Festival.
- Carrier : United
- Web & Paper brochure.
- Sales period:
- Travel period:
- HIS Tabijo Guam page : http://magazine.his-j.com/archives/23138









Kanto

(as of 16.Jan. 2018)

HIS Tabijo Guam Report (Guam Peach 2)



Kanto

(as of 16.Jan. 2018)

HIS Tabijo Guam Report (Guam Nature)



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Kanto

(as of 16Jan. 2018)

50th Anniversary Sales Result : HIS

- Travel month: September - December.
- Carrier: United, Delta and JAL.
- Target: 2,000 pax.
- Sales channel: Web products and Mail magazine.
- Incentive : Meal coupon
- Result : more than 3,000 pax (150%)







GUAM 50 50th Anniversary 日本ーグアム就航50周年

Kanto

(as of 16Jan. 2018)

50th Anniversary Sales Result : Rakuten

- Travel month: October - December.
- Carrier: United, Delta and JAL.
- Target: 1,600 pax.
- Sales channel: Web products and Mail magazine.
- Incentive : Rakuten coupon
- Result : more than 4,900 pax (300%)





GUAM 50 50th Anniversary 日本ーグアム就航50周年

Kanto

(as of 16Jan. 2018)

50th Anniversary Sales Campaign Result

JGTC Kanto	Target	Description	Result
JTB World Vacations	1,500	Room Credit	846%
NTA	100	BBQ coupon plus transfer from 12 hotels	124%
KNT	500	Dinner coupon	45%
HIS	2,000	Optional tour coupon	153%
Tobu top	300	Meal coupon	74%
JALPAK	800	Meal coupon	102%
Rakuten	1,600	Rakuten coupon	308%

Overall result:
- Total target number : 6,800
- Total pax number : 22,064
- Result: 324%

GUAM MEGAFAM GUAM 50

GUAM 50 50th Anniversary 日本ーグアム就航50周年

Tohoku

(as of 16Jan. 2018)

Sales campaign:

- Launched United Airlines Sendai Sales Campaign in Tohoku.
- Sales period : December - February, 2018
- Tour is on sales from Tour Wave Sendai, HIS and JTB World Vacations.
- January is slow due to flight schedule.
- February is quite good number at this stage.
- March is still slow but better than January.
- JTB is now using TV CM to increase sales for this product. (12/24 - 12/28, 1/4 - 1/12)
- LF in Feb and Mar is increasing.









Chubu & Osaka

(as of 16Jan. 2018)

Spring Charter in Chubu & Kansai

Nagoya:
- Tway charter will start from Centrair airport.
- Starting from March 16th to April 1st.
- 17 times.
- Additional 3,300 seats have been marketed.





Osaka:
- Tway charter will start from Kansai airport.
- Starting from early April.
  (7-9/11-12/14-15/17-18/20-21/23-24/26-27/29/30Mar18/1-2Apr18)
- 21 times from
- Additional 4,100 seats have been marketed.





Kyushu

(as of 16Jan. 2018)

Guam Promotion :

- GVB x TAs x United
- JTB, HIS, NTA KNT and Nishitetsu Travel



When	Duration	Where	Means
1/31~2/13	14 days	Nishitetsu	Tapestry
2/6~2/19	14 days	Subway	Poster (1)
2/6~2/19	14 days	Subway	Poster (2)
2/6~2/19	14 days	Subway	Poster (3)
2/6~2/19	14 days	Subway	Column (1)
2/6~2/19	14 days	Subway	Column (2)
2/6~2/19	14 days	Subway	poster
2/6~2/19	14 days	Underground mall	column
2/7~2/13	7 days	Nishitetsu	Ad screen
2/13~2/19	7 days	Subway	Poster (1)
2/13~2/19	7 days	Subway	Poster (2)

PR & Marketing –Latest Exposures
Green=MEGA FAM exposures

(as of 16Jan. 2018)

Nationwide TV: ABChan ZOO
Station: TV Tokyo Network
Theme: #instaGuam and latest Guam information
When: Dec 16, 1:15AM-1:45AM
GVB/J tie-in exposure



Hokkaido Area TV : Taka Toshi Land
Station: UHB TV
Theme: Special program featuring GUAM
When: Noon, Jan 7, 2018
GVB/J tie-in exposure





Magazine: S-Style
Publisher: Press Art Circ. : 60,000
Theme: #instaGuam
Published: Dec 22 Free Exposure for GVB



Magazine: Nasse
Publisher: Sunmark inc
Circulation: 135,000
Theme: Must see places on Guam
Published: Dec 25



Magazine: YOLO Style
Publisher: EI Publishing
Theme: Healthy & Active Guam
Published: Dec 26



Magazine: buono
Publisher: EI Publishing
Theme: Gourmet on Guam
Published: Jan 6

PR & Marketing –Upcoming exposures

(as of 16Jan. 2018)



1) Magazine: Tintometer/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



2) 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

More exposures from : Travel Journal (Trade Magazine: Feb 12 issue, MEGA FAM post report), verita (Online media, late January, MEGA FAM), etc.

GVB/J under negotiation with several Cable TV programs and magazines.

Homepage & SNS

(as of 16Jan. 2018)

GVB Website December 2017
User Total : 43,426 Page View Total : 120,730

TOP3 pages
1: Immigration To Guam 2: Question 3: Weekly Guam

GVB SNS Fans
Facebook Total : 17,630 (25 up)
Twitter Total : 4,623 (125 up)
Instagram Total : 10,437 (475 up)

GVB Facebook TOP3 posts

1: MONEY PLUS (AKB48Instagramer) DEC 7 Unique User: 13,859



2: JAL additional flight DEC 5 Unique User: 10,710



3: T'way campaign DEC 12 Unique User: 9,617



Twitter HOT word



Sales plan

(as of 16Jan. 2018)

Strategic Sales Plan:

- Sales growth
  - Package & PD : JTB,HIS, KNT, JALPAK, NTA
  - Group : JTB (PMT, TPI), HIS, TUBU Top
  - OTA : Rakuten, Expedia.
- JAL Sales promotion
  - JAL, JALPAK & JGTC members.
- Retail shop Promotion
  - JGTC members.
- Group Seminar (Metropolitan area)
  - JGTC Kanto members (August).
- FAM (small size)
  - TAs x Airlines x GVB
  - Targeting Sales reps.



GUAM

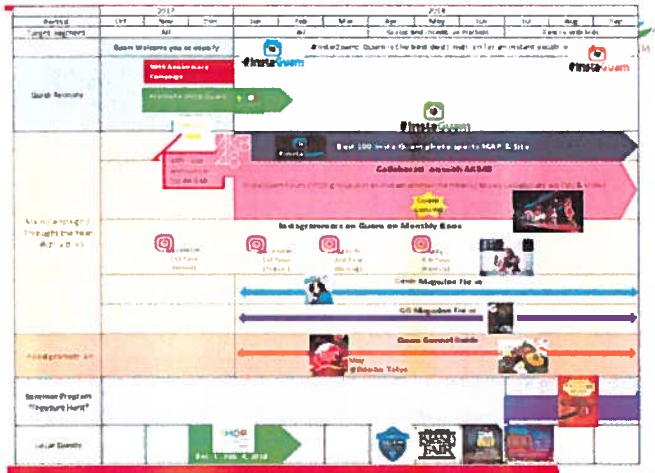
JMC Meeting – JAN.

FY 18 Plan for Japan Market

Jan. 16,2018

ASATSU-DK INC.

ADK



PR/ Promotion:

- Mega FAM Tour Media Exposure as of Dec. 10, 2017

MEDIA :TBS Hayadoki
DATE :2017/12st
Exposure Length :1 min.44 sec.
THEME :AKB group members take over as 'Official Instagrammer' for the InstaGuam Campaign



ADK

GUAM

FY18 Communication Plan

Current Status

ADK

PR/ Promotion:

- Mega FAM Tour Media Exposure as of Dec. 10, 2017

MEDIA :CX Mezamashi Arena
DATE :2017/12st
Exposure Length :40sec.
THEME :AKB group members take over as 'Official Instagrammer' 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 :58sec
THEME :AKB group members take over as "Official Instagrammers" 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, Daily Sports, Sports Nippon



ADK

PR/ Promotion:

- Mega FAM Media Exposure

As of Dec. 31, 2018

Media	No.	Value Yen	Value $
TV	4	¥19,318,332	$169,488.79
NP	35	¥171,446,108	$1,504,177.12
MG	1	¥4,000,000	$35,093.88
Radio	10	¥23,524,900	$206,394.98
Web	32	¥5,650,701	$49,576.25
Release	97	¥12,070,067	$105,896.36
Total	179	¥236,010,108	$2,070,627.37

ADK

PR : Past _ Jan.



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

- AD Value: TV(1) $385,404

ADK

PR : Past _ Jan.

- Magazine



Publisher: Car Graphic
Magazine title: Car Graphic
Issue date: Jan 1st 2018
Exposure 4C6P
Ad Value:$42,823



ADK

PR : Upcoming _ Jan.

- Magazine



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

- AD Value: Magazine (1) $35,685

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



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

2018 InstaGuam
Jan. – Sept. 2018

● AD Value: TV(2) $1,703,055.26

ADK

AD/PR/ Promotion:
InstaGuam + AKB48

#instaGuam + AKB48



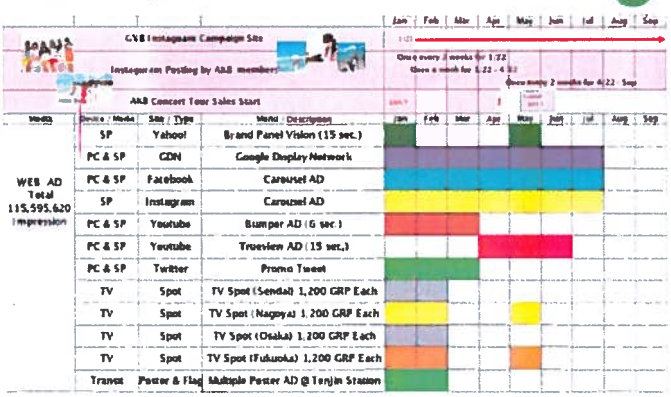
20 instraguamers: 1 million followers



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

ADK

FY2018 Media Plan



ADK

AD: *InstaGuam + AKB48*

● 3 min x 1 type: YOUTUBE SNS



● 30 sec x 1 type: TVCF, YOUTUBE True View



● 15sec x 2 type: TV CM, Yahoo Brand Panel Vision





ADK

AD: *InstaGuam + AKB48*

● 6 sec: YOUTUBE Bumper ads







ADK

AD: InstaGuam + AKB48

- InstaGUAM Website
- http://japan.visitguam.jp/campain/instaguam2018/



ADK

AD: InstaGuam + AKB48 - Web Media Summary

Device	Site	AD menu	Form	Period	Imp	Unit	Click	Viewthrough	CTR	CPM	CPC
SP	Yahoo!	SP Brand Panel Vision	15sec video	2 weeks (Jan 22nd～Feb 4th)	20,000,000	Imp	6,000	14,400,000	0.03%	¥1,600	¥53,333
SP	Yahoo!	SP Brand Panel (Free point one)	3p 3 image	2 weeks (Jan 22nd～Feb 4th)	15,000,000	Imp	75,000		0.50%	¥2,000	¥400
PC&SP	GDN	Google Display Network	5p 3 image	2Months (Jan -Feb)	9,523,810	Imp	28,571	-	0.30%	¥0.420	¥140
PC&SP	Facebook	Carousel AD Potential reach 9,200,000人	5p 3 image	2Months (Jan -Feb)	3,076,923	Imp	23,338	-	0.76%	¥1,300	¥186
SP	Instagram	Carousel AD Potential reach 9,200,000人	5p 3 image	2Months (Jan -Feb)	2,857,143	Imp	13,429	-	0.46%	¥1,400	¥304
PC&SP	Youtube	Bumper ad	6sec video	2Months (Jan -Feb)	20,000,000	Imp	6,000	20,000,000	0.03%	¥0.800	¥2,667
PC&SP	Yahoo! JAPAN	Promotion banner	5p 3 image	2Months (Jan -Feb)	6,666,667	Imp	13,333	-	0.20%	¥2,000	¥1,500
Total					177,124,543	Imp	161,671				

ADK

AD: InstaGuam + AKB48

- Web Banner



Yahoo Bran Panel Vision


Twitter Promo


Carousel ad (Face book, Instagram)



Google Display Network

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: InstaGuam + AKB48 – Fukuoka Transit AD Summary

AD menu	Duration	Period	1 Day Passengers	Total Passengers
Fukuoka AD screen	7days	2/7～2/13	87,052	609,364
Fukuoka stati on Big tapestry& Twin sheets	14days	1/11～2/13	100,050	1,400,700
Tenjin Series poster 1(B1poster×8)	14days	2/6～2/19	25,500	357,000
Tenjin Series poster 2(B1poster×8)	14days	2/6～2/19	25,500	357,000
Tenjin Series poster 3(B1poster×8)	14days	2/6～2/19	25,500	357,000
Tenjin area Series poster set A (Tenjin& Tenjin South)	7days	2/13～2/19	48,500	679,000
Tenjin area Series poster set B (Tenjin& Tenjin South)	14days	2/6～2/19	48,500	679,000
Tenjin area Series poster set C (Tenjin& Tenjin South)	7days	2/13～2/19	48,500	679,000
Tenjin St. Pole poster Central exit 5 poles	14days	2/6～2/19	46,600	652,400
Tenjin St. Pole poster East exit 5 poles	14days	2/6～2/19	46,600	652,400
Tenjin underground mall Central informati on desk side Pi	14days	2/6～2/19	46,600	652,400
Total Exposure esti mated			588,902	7,075,264

ADK

AD: Transit AD @Tenjin Station In Fukuoka

Period: Jan. 31 – Feb. 13, 2018

- Large-scale tapestry & Twin Sheet



ADK

AD: *Transit AD @Tenjin Station In Fukuoka*

Period: Feb. 6 – Feb. 19, 2018

- Pillar poster



ADK

AD: *Transit AD @Tenjin Station In Fukuoka*

Period: Feb. 7 – Feb. 13, 2018

- AD Screen



ADK

AD: *Transit AD @Tenjin Station In Fukuoka*

Period: Feb. 6 – Feb. 19, 2018

- Poster



HIS



KNT

ADK

AD: *Transit AD @Tenjin Station In Fukuoka*

Period: Feb. 6 – Feb. 19, 2018

- Poster



JTB



Nishitetsu Travel

ADK

AD: *Transit AD @Tenjin Station In Fukuoka*

Period: Feb. 6 – Feb. 19, 2018

- Poster



NTA



UA

ADK

AD: *Transit AD @Tenjin Station In Fukuoka*

Period: Feb. 6 – Feb. 19, 2018

- Poster



ADK



REPORT OF SUBCOMMITTEES

Mr. Nault mentioned that we need to get information regarding the treasure hunting summer campaign to industry partners as soon as possible.

Discussion / Comments:

Mr. Akigami touched on the long wait times at their airport. Mr. Nault and Mr. Denight noted that they are continually working with the appropriate agencies to resolve this issue.

OLD BUSINESS

Mr. Denight reported that the team met with Docomo recently to discuss free wifi access for visitors. The team shared what they would like to offer and Docomo will report back with their ideas. Mr. Denight stressed that we are not trying to compete with industry partners who offer wifi for their customers so we need to find the right balance to implement this program. We also need to consider the cost to provide this service and ensure all procurement procedures are followed.

NEW BUSINESS

ANNOUNCEMENTS

- Mr. Nault reminded the committee that the United Airlines Guam Marathon is approaching and he encouraged all to participate.
- Next JMC meeting on February 13, 2018 at 1:30 pm

ADJOURNMENT

Moved by Mr. Debold seconded by Mr. Murata 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

KOREA MARKETING COMMITTEE MEETING MINUTES
11:00AM - Tuesday, January 9, 2018
GVB Main Conference Room

Members Present:	Members Absent:
Akihiro Tani – Fish Eye Marine Park Daisuke Sato – Watabe Guam Inc. Esther Kim – Hyatt Regency Guam Gun Park – Dusit Thani Guam Jae Hwon Jeon – Lotte Hotel Guam Jason Lee – Sheraton Laguna Guam Resort Jenny Cheon – Hotel Nikko Guam Jenny Song – Outrigger Guam Beach Resort Keiko Hirao – Royal Orchid Guam Hotel Kiyoko Kamohara – Lam Lam Tours & Transp Mark Anderson – Nissan Rent a Car Soohyun Lee – Tumon Aquarium LLC Susan Fryer – Tumon Sands Plaza Terry Chung – T Galleria Youngmin Kim – Pacific Islands Club	Ayisha McKinnon – Red Door Productions Bonnie Lee – Anthology Research Chris Yang – Westin Guam Jennifer McFerran – International Dining Concepts Jennifer Chae – Onward Beach Resort John Ko – Net Enterprises Jun Yano – HIS Guam Stephen Gatewood – Alupang Beach Club Sunardi Li – Sentry Hospitality
Guests/Alternate Members:	**GVB Korea Office/GVB Chairs/Mgmt. /Staff Present:**
Kyoichi Aoki – Fish Eye Marine Park Osamu Takahashi – Guam Plaza Hotel Julia Kondo – Guam Plaza Hotel Annie Joo – Baldyga Group Yuki Motoda – Guam Reef & Olive Spa Resort	Jay Park (Telephonically) – GVB Korea Brad Kloppenburg – Kloppenburg Enterprises Inc. Pilar Laguana – Director of Global Marketing Colleen Cabedo – Marketing Manager, Korea Nakisha Garrido – Marketing Coordinator, Korea

I. CALL TO ORDER

Vice Chairman Brad Kloppenburg called the meeting to order at 11:06AM.

II. MINUTES OF THE LAST MEETING

Mr. Gun Park motioned to approve the minutes of the previous committee meeting held on December 12, 2017. The motioned was seconded by Ms. Susan Fryer and unanimously approved by the committee.

III. REPORT OF THE CHAIRMAN

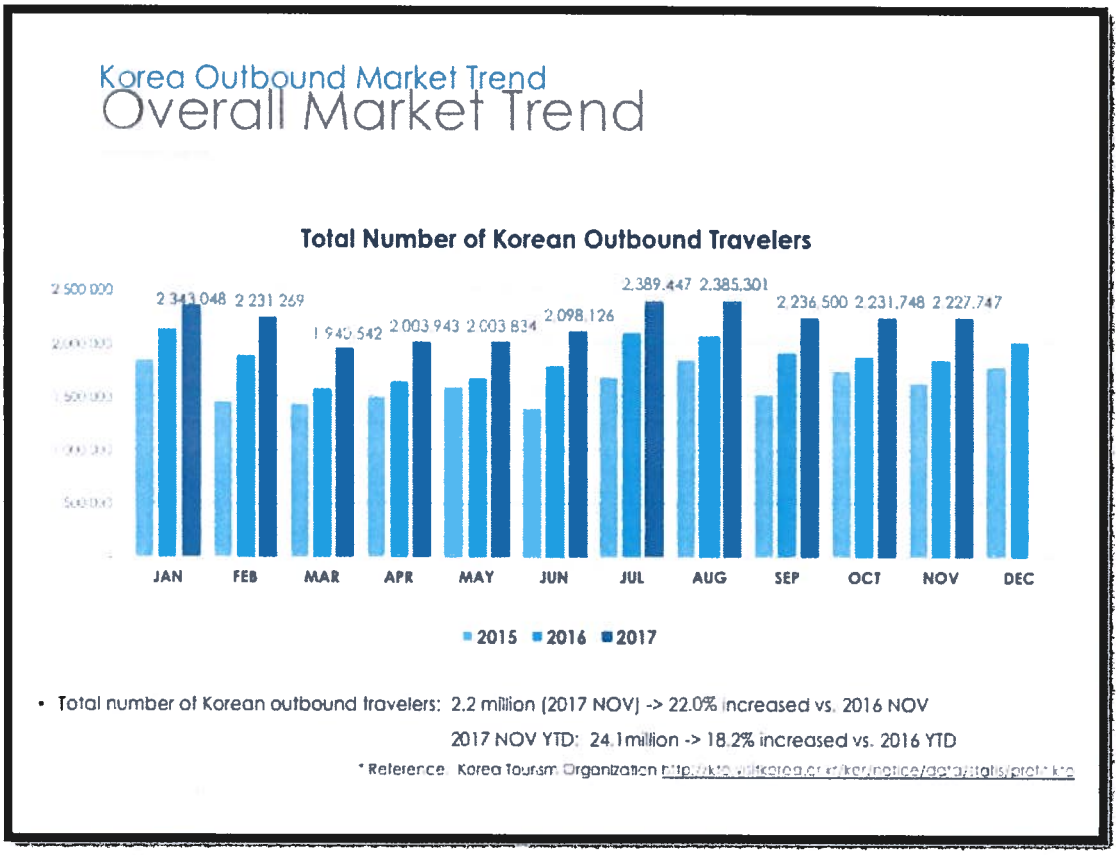
Nothing to report.

III. REPORT OF MANAGEMENT

Nothing to report.

IV. KOREA MARKETING NEWS

GVB Korea Sales Manager Mr. Jay Park delivered the Korea market updates electronically.



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 17 = 2,346 seats
Jeju Air	7C3154	22:00 (Tue/Fri/Sat/Sun) 22:05 (Mon/Wed/Thu)	02:55+1	Daily	189 seats x 31 = 5,859seats
Jin Air	LJ647	07:30 (Mon) 08:00 (Tue-Sun)	12:30(Mon) 13:00(Tue-Sun)	Daily	189 seats x 31 = 5,859seats
Air Busan	BX612	22:05	03:10+1	Wed/Thu/Sat/Sun	195 seats x 17 = 3,315 seats

- Outbound seat capacity from PUS to GUM = 17,379 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 31 = 5,859 seats

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

Total Outbound Seat Capacity (January)	
1 month Average	83,936 seats (Max.)

Korea Outbound Market Trend
Airline Capacity to Guam

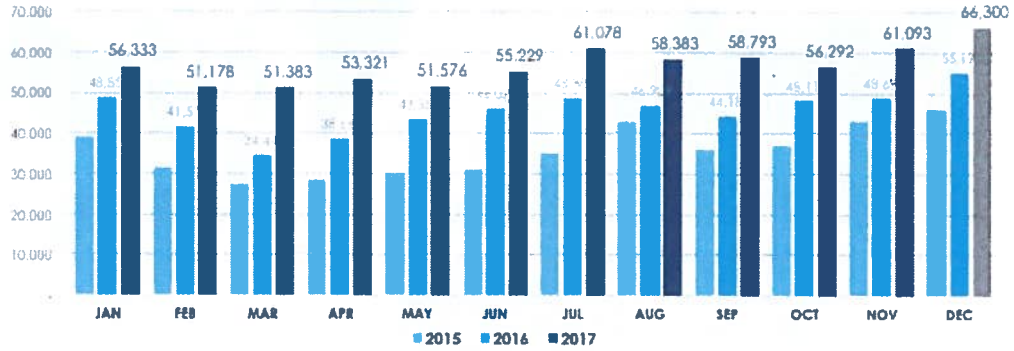
Incheon – Guam

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	393 seats x 31 = 12,183 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
Korean Visitors to Guam

Number of Korean Outbound Travelers – to Guam

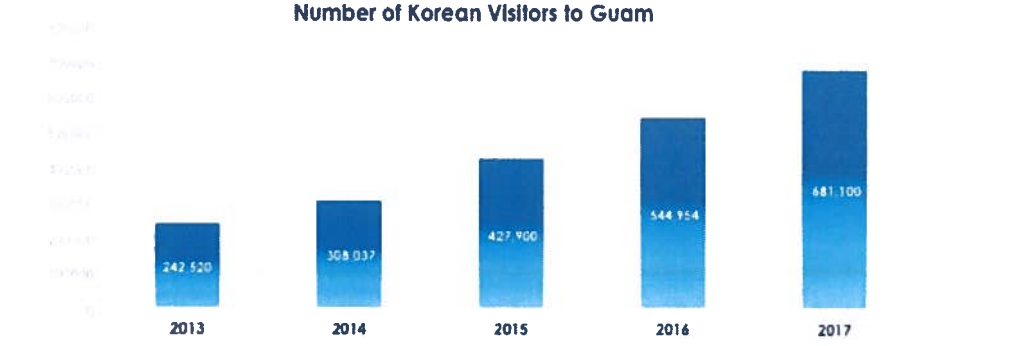


Guam Arrival	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	CYTD
2017	56,333	51,178	51,383	53,339	51,576	55,001	61,078	58,383	58,793	56,292	61,093	66,300	681,100
2016	48,858	41,576	34,444	38,667	43,354	46,078	48,883	44,909	44,185	47,892	48,673	55,190	544,954
Growth Rate (%)	15.3%	23.1%	49.2%	37.9%	19.0%	19.9%	24.9%	29.6%	33.1%	17.5%	25.5%	18.7%	25.0%

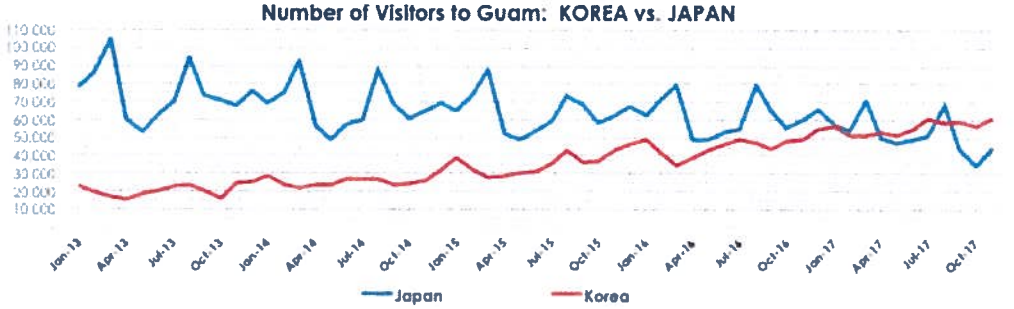
- Total number of Korean travelers to Guam: 66,300 (2017 DEC) > 20.3% increased vs. 2016 DEC
  Korea 2017 Total: 681,100 (est.) > 25.0% increased vs. 2016 Total

Situational Analysis
Number of Korean Visitors to Guam

Number of Korean Visitors to Guam



Number of Visitors to Guam: KOREA vs. JAPAN



Situational Analysis
Korea Traveler Profile in FY2017

Marital Status

Year	Single	Married
2017	22%	78%

Gender

Year	Male	Female
2017	50%	50%

- More than 78% of Korean visitors to Guam were married and gender ratio was about equal

Age

Year	18-24 years	25-34 years	35-49 years	50+ years	Average
2017	6%	65%	23%	5%	53.83 years

- In terms of age, 25years ~ 34years is majority with 65% of share

Income (USD)

Year	Less than USD2 2,000	USD22,000~ USD33,000	USD33,000~ USD44,000	USD44,000~ USD55,000	USD55,000~ USD66,000	More than USD 66,000
2017	8%	17%	23%	21%	15%	17%

- Korean visitors to Guam seem have a purchasing power considering their income status.
- More than USD44,000 for annual income is 53%

Situational Analysis
Korea Traveler Profile in FY2017

Travel Companions

Year	Friends	Family	Spouse only
2017	12%	75%	72%
	Child	Office	Alone
	53%	2%	2%

Trip Status

Year	Frist Timers	Repeaters
2017	83%	17%

Length of stay

Year	1-2 nights	3 nights	4+ nights	Average
2016	2%	51%	47%	3.65 days
2017	1%	49%	50%	3.68 days

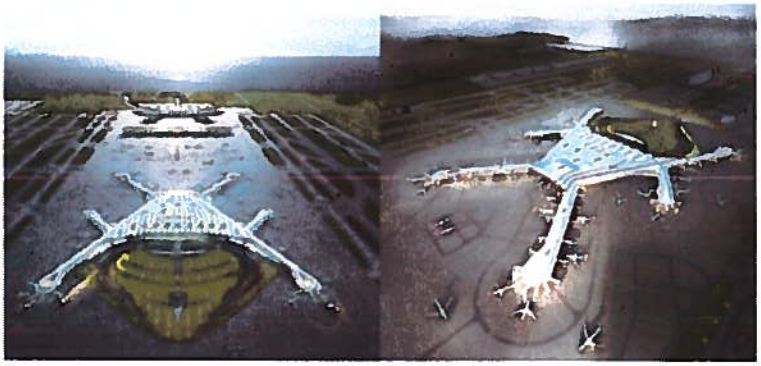
Expenditures (per person)

Year	Prepaid	On-island	Aver. Exchange Rate
2016	USD762.31	USD422.59	KRW1161.15
2017	USD788.49	USD382.7	KRW1,090.42

Korea Market Update
ICN Airport New Passenger Terminal 2 Open

- Opening date: **January 18, 2018**
- Airlines for SkyTeam carriers: Korean Air, Delta, Air France, KLM

	Terminal 1	**Terminal 2**	Total
Annual passengers (persons)	54 million	**18 million**	72 million
Yeongjong IC ~ Terminal, Time Required	9.1 min.	**9.7 min.**	-
Travel time between Terminal 1 and 2	By Car: 20 minutes By Airport 7 minutes by airport railway		



KOREAN AIR

DELTA

AIRFRANCE

KLM

December 2017 Update
Travel Trade Support

Interpark Tour – CJ TV Home Shopping (Jeju Air + Nikko Hotel Guam)



Bomulsum Tour – B TV Home Shopping (Air Seoul + Lotte Hotel Guam)



December 2017 Update
Travel Trade Support

KRT– TMON Best Deal Promotion (Air Seoul, Jin Air + Guam Hilton Hotel)



Air Seoul Sales Contest

- ✔ Period: October 16 – December 15, 2017
- ✔ Award ceremony: December 21, 2017
- ✔ Venue: Air Seoul Office
- ✔ Result:
  - 1st place: Hana Tour (2,618pax)
  - 2nd place: Mode tour (1,811pax)
  - 3rd place: KRT (1,081pax)



December 2017 Update
Travel Trade Support

Jeju Air Busan Promotion (In-flight Café Coupon Production): December 25 –March 24, 2018



<TA Website Promotion>

- ✔ Hana Tour



December 2017 Update
Travel Trade Support

<TA Website Promotion>

✓ Mode Tour



✓ YB Tour

[부산출발] 남태평양 추천기획전



✓ Online Tour



December 2017 Update
Travel Trade Support

PHR Movie Night

- Date / Venue: December 06, 2017 / CGV at Myungdong
- GVB Support: Giveaways



Tour Plus – Incentive Group Support

- Period: January 03 – January 07, 2018
- Travelers: WeBON Construction Company (260pax)
- Venue: Hilton Hotel Guam
- GVB's support: Welcome shell lei with Miss Guam & Cultural Performance

December 2017 Update
3rd Annual Golf Tournament in Guam

- Period: December 10 to December 17, 2017
- Korea professional baseball players team-up with LPGA and KLPGA players and compete in a tournament
- 1st episode airing date: January 8, 2018 (Total 10 episodes will be aired)



December 2017 Update
2017 Shop Guam e-Festival

SHOP GUAM e-FESTIVAL 2017

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

User Acquisition	iTunes		Google Play		Total
	Downloads in country	Download in Guam	Downloads in country	Download in Guam	
Korean Travelers	2,983	1,340	7,761	2,224	14,308
Guam Local	1,620	-	832	-	2,452
Japanese Travelers	811	307	505	119	1,742
Taiwanese Travelers	377	105	271	40	793
Philippines Travelers	149	59	211	92	511
Others	384	171	345	44	944
TOTAL	6,324	1,982	9,925	2,519	20,750

Ongoing & Upcoming Projects
Travel Trade Co-op

Family Ambassador Program Production Tour

- Period: January 17 – January 21, 2017
- GVB appointed Lee's family as Guam ambassador. Lee's family will visit Guam for production tour to produce all related contents for 2018 campaign.



Ongoing & Upcoming Projects
Travel Trade Co-op

Travel Trade Agency & Trade Media FAM

- Period: January 19 – January 23, 2017
- Target Audience: 20pax (Travel Agents & Travel Trade Media)
- Main Feature: Conduct site inspection on target hotels & option tours and TA website promotion and media coverage will be followed

2018 GVB Korea Hafa Adai Study FAM

Hana Tour	Lotte Tour
Hana Tour Busan	Interpark
Mode Tour	YES TOUR
Jau Tour	Ruttel.com
Bomvisum Tour	Korea Travel Times
Tour Bank	Global Travel News
KRT	Korea Travel News
KRT Busan	WWW.SHOP.STUDIO
Verygood Tour	

V. GVB RESEARCH REPORT

November 2017

November 1-30, 2017 **Total: 121,513(-2.4%)**

% Market Mix	Origin	2016	2017	% to LY
50.3%	Korea	48,673	61,093	25.5%
36.4%	Japan	59,624	44,181	-25.9%
0.9%	China	1,366	1,057	-22.6%
0.6%	Hong Kong	668	696	4.2%
1.6%	Taiwan	3,245	1,958	-39.7%
4.6%	US/Hawaii	4,638	5,571	20.1%
2.0%	Philippines	2,494	2,490	-0.2%

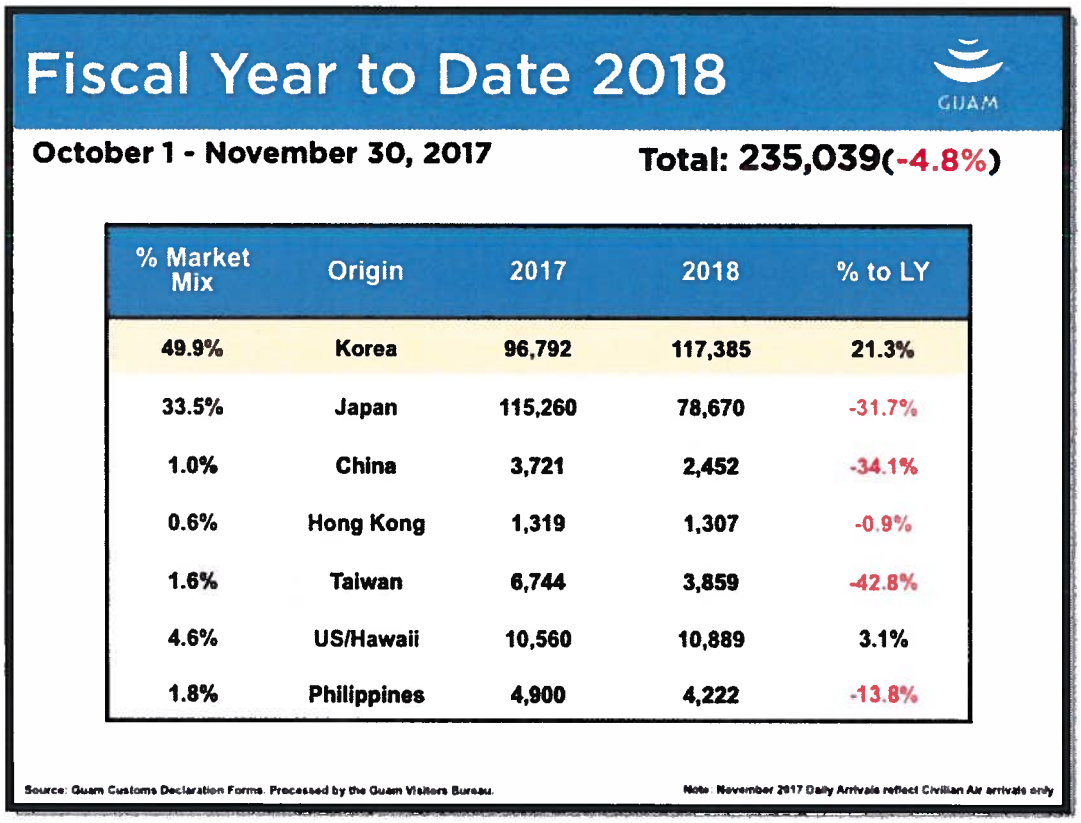
Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: November 2017 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2017

January-November 30, 2017 **Total: 1,403,518(+0.9%)**

% Market Mix	Origin	2016	2017	% to LY
43.8%	Korea	489,747	614,811	25.5%
40.7%	Japan	679,351	571,424	-15.9%
1.4%	China	25,347	20,243	-20.1%
1.0%	Hong Kong	7,197	13,861	92.6%
2.2%	Taiwan	39,252	30,408	-22.5%
4.9%	US/Hawaii	70,360	69,279	-1.5%
1.2%	Philippines	19,557	17,018	-13.0%

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 2018

GUAM

October 1 - November 30, 2017 **Total: 235,039(-4.8%)**

% Market Mix	Origin	2017	2018	% to LY
49.9%	Korea	96,792	117,385	21.3%
33.5%	Japan	115,260	78,670	-31.7%
1.0%	China	3,721	2,452	-34.1%
0.6%	Hong Kong	1,319	1,307	-0.9%
1.6%	Taiwan	6,744	3,859	-42.8%
4.6%	US/Hawaii	10,560	10,889	3.1%
1.8%	Philippines	4,900	4,222	-13.8%

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

Note: November 2017 Daily Arrivals reflect Civilian Air arrivals only

VI. OLD BUSINESS.

Vice Chairman Kloppenburg updated the committee on the illegal Air BnB

VII. NEW BUSINESS

Members inquired about the low repeat visitor statistics and if the percentage reported was taken from the exit survey or the customs form. Marketing staff clarified that the data was taken from the exit survey. Ms. Pilar Laguana asked committee members to share their thoughts and ideas on how to strengthen repeat visitors. Mr. Akihiro Tani talked of the importance of delivering good products and customer service. Additionally committee members suggested that GVB come up with a repeat visitor campaign that consolidates all offers for repeat visitors to create better incentives.

VIII.ANNOUNCEMENTS

- The next KMC meeting will be held on February 13, 2018.
- The last day of the holiday light illumination park is January 14, 2018.
- GVB overseas missions checklist is due on January 16, 2018.

IX. ADJOURNMENT

Minutes Prepared By: Nakisha Garrido, Marketing Coordinator

Minutes Approved By: Pilar Laguana, Director of Global Marketing

NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING
MONDAY, FEBRUARY 5, 2018 - 3:00PM
GVB MAIN CONFERENCE ROOM

PRESENT:
Mayor Robert Hoffman, Paula Monk, Joann Camacho, Susan Fryer, Yuki Motoda

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

OBSERVERS:
No observers present

GVB STAFF AND MANAGEMENT:
Pilar Laguaña, Regina Nedlic, Mark Manglona, Gabbie Franquez, Maria C. San Nicolas

CALL TO ORDER
Chairman Mayor Robert Hoffman called the North America & Pacific meeting to order at 3:00PM

APPROVAL OF PREVIOUS MEETING MINUTES
Paula Monk made a motion and seconded by Ms. Susan Fryer to approve the minutes of December 6, 2017. Motion approved unanimously.

REPORT OF THE CHAIRMAN
Chairman Mayor Robert Hoffman thanked all those present for their continued participation and attendance. He wished the GVB team traveling to the Philippines this week for the Philippine Travel Agencies Association (PTAA) Travel Tour Expo good luck and success. Chairman Hoffman mentioned he briefly spoke with GVB Philippines Office Representative Mr. John Paul Calvo last week regarding potential partnerships with overseas agents from the Philippines to come to Guam.

REPORT OF GVB MANAGEMENT
a. Visitor Arrivals Update

Mr. Mark Manglona and Ms. Regina Nedlic presented to the committee the latest visitor arrival statistics and different figures for each market (as of December 2017) on a month to date, calendar year, and fiscal year comparison for the Pacific and North America, and the Philippines, respectively (see Exhibit A).

Chairman Hoffman commented on Palau's fiscal year increase in visitor arrivals to Guam and Mr. Mark Manglona confirmed the increase began in the summer of 2017. Ms. Joann Camacho asked if the decline in Philippine visitor arrivals is due to the cancellation of United Airline flights between Guam and the Philippines. Ms. Paula Monk responded that the AM (morning) cancellation of flights did not take effect until January 2018 and that Philippine arrivals have decreased overall.

Ms. Regina Nedlic confirmed that fiscal year statistics show an increase, however calendar year statistics show a decline in Philippine arrivals, pointing out that Cebu Pacific Airlines did not bring back a fourth flight which caused a dent in arrivals.

b. Overseas Activities/Promotions

Mr. Mark Manglona and Ms. Regina Nedlic further reported on major upcoming events and trade shows for fiscal year 2018 for the Pacific and North America, and Philippine markets, respectively.

c. Shop Guam eFestival Campaign (SGeF)

Ms. Pilar Laguaña stressed the importance of working with airlines to help promote the Shop Guam eFestival Campaign ending in February 2018. Ms. Joann Camacho commented that the campaign is a good way to entice travelers to visit Guam and shop. Chairman Hoffman asked about feedback from local retailers and Ms. Pilar Laguaña confirmed the successful usage of the application. Ms. Paula Monk mentioned pre-planning with the different airports to properly promote the campaign.

OLD BUSINESS

a. One Marianas Summit

- Mr. Manglona reported on the recent overseas travel of GVB Vice President, Tony Muña, to Saipan, CNMI for the One Marianas Summit from January 31 – February 3, 2018 (see Exhibit A). He confirmed a post report would be released shortly.

NEW BUSINESS

a. PATA Executive Board Meeting

- Mr. Manglona mentioned Nathan Denight (GVB President & CEO) and Pilar Laguaña (GVB Director of Global Marketing) will be attending the PATA Executive Board Meeting in Bangkok, Thailand from February 8-10, 2018 after attending the PTAA Travel Tour Expo in the Philippines.

ANNOUNCEMENTS

a. Next NAP Meeting scheduled for March 7, 2018.
b. Passing of Dr. John C. Salas. Chairman Hoffman to speak with the Board of Directors on recommendations to honor/pay tribute to Dr. Salas.

ADJOURNMENT

Ms. Joann Camacho made a motion and seconded by Ms. Susan Fryer to adjourn the meeting at 3:22PM. Meeting adjourned.

Prepared by: _____
Maria C. San Nicolas, Marketing Coordinator (North America & Pacific)

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

Approved by: _____
Pilar Laguaña, Director of Global Marketing

EXHIBIT A

- NAP February 2018 Slides

Doc. No. 34GL-18-1562.*

FEBRUARY 8, 2018

NAP COMMITTEE

Doc. No. 34GL-18-1562.*

FEBRUARY 2018

VISITOR ARRIVAL STATISTICS

MONTH-TO-DATE

GUAM

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

MONTH-TO-DATE ARRIVAL COMPARISON
December 1-31, 2017

	2016	2017	% frm LY
Japan	65,852	48,181	-26.8%
Korea	55,158	69,654	26.3%
Taiwan	2,977	2,097	-29.6%
China, P.R.C.	1,644	1,624	-1.2%
U.S.A.	5,685	6,865	20.8%
CNMI	1,640	1,800	9.8%
Palau	403	508	26.1%
FSM	1,037	1,329	28.2%
RMI	92	145	57.6%
Philippines	2,123	2,110	-0.6%
Australia	107	109	1.9%
Europe	262	223	-14.9%
Hong Kong	2,179	753	-65.4%
Russia	432	659	52.5%
Canada	102	-	
Thailand	28	-	
Vietnam	13	-	
India	-	8	
Malaysia	-	20	
Singapore	-	97	
Other	504	897	78.0%
Total	**140,238**	**137,079**	**-2.3%**

Note: December 2017 daily arrivals reflect Civilian Air arrivals only.

Source: Guam Customs Declaration Forms, Customs & Quarantine Agency.

Processed by the Guam Visitors Bureau.

New custom forms were introduced in December 2017. Due to differences between the old and new forr

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CALENDAR YEAR-TO-DATE

GUAM

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

CALENDAR YEAR-TO-DATE ARRIVAL COMPARISON
DECEMBER 2017

	CALENDAR YEAR	CALENDAR YEAR-TO-DATE JANUARY - NOVEMBER[P]			MONTH-TO-DATE DECEMBER 1-31			CALENDAR YEAR-TO-DATE JANUARY - DECEMBER 1 - 31		
	2016	2016	2017[P]	% frm LY	2016	2017	% frm LY	2016	2017	% frm LY
Japan	745,680	679,351	571,424	-15.9%	65,852	48,181	-26.8%	745,203	619,605	-16.9%
Korea	544,957	489,747	614,811	25.5%	55,158	69,654	26.3%	544,905	684,465	25.6%
Taiwan	42,229	39,252	30,408	-22.5%	2,977	2,097	-29.6%	42,229	32,505	-23.0%
China, P.R.C.	27,013	25,347	20,243	-20.1%	1,644	1,624	-1.2%	26,991	21,867	-19.0%
U.S.A.	77,706	70,360	69,279	-1.5%	5,685	6,865	20.8%	76,045	76,144	0.1%
CNMI	17,579	15,942	17,516	9.9%	1,640	1,800	9.8%	17,582	19,316	9.9%
Palau	4,792	4,389	3,657	-16.7%	403	508	26.1%	4,792	4,165	-13.1%
FSM	11,120	10,083	10,212	1.3%	1,037	1,329	28.2%	11,120	11,541	3.8%
RMI	1,219	1,127	1,130	0.3%	92	145	57.6%	1,219	1,275	4.6%
Philippines	21,652	19,557	17,018	-13.0%	2,123	2,110	-0.6%	21,680	19,128	-11.8%
Australia	2,197	2,040	2,008	-1.6%	107	109	1.9%	2,147	2,117	-1.4%
Europe	2,009	1,747	1,838	5.2%	262	223	-14.9%	2,009	2,061	2.6%
Hong Kong	9,377	7,197	13,861	92.6%	2,179	753	-65.4%	9,376	14,614	55.9%
Russia	2,588	2,156	2,693	24.9%	432	659	52.5%	2,588	3,352	29.5%
Canada	982	880	859	-2.4%	102	-		982	859	
Thailand	451	423	411	-2.8%	28	-		451	411	
Vietnam	170	157	107	-31.8%	13	-		170	107	
India	-	-	-		-	8		-	8	
Malaysia	-	-	-		-	20		-	20	
Singapore	-	-	-		-	97		-	97	
Other	5,711	5,196	5,001	-3.8%	504	897	78.0%	5,700	5,898	3.5%
Sea Arrivals	17,965	16,826	21,168	25.8%	n.a.	n.a.	n.a.	16,826	21,168	25.8%
TOTAL	1,535,397	1,391,777	1,403,644	0.9%	140,238	137,079	-2.3%	1,532,015	1,540,723	0.6%

Note: December 2016/7 daily arrivals reflect Civilian Air arrivals only. Source: Guam Customs Declaration Forms, Customs & Quarantine Agency. Processed by the GVB. [P] Preliminary

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Doc. No. 34GL-18-1562.*

FISCAL YEAR-TO-DATE

GUAM

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

FISCAL YEAR-TO-DATE ARRIVAL COMPARISON
DECEMBER 2017

	FISCAL YEAR 2017	FISCAL YEAR-TO-DATE OCTOBER - NOVEMBER[P]			MONTH-TO-DATE DECEMBER 1 - 31			FISCAL YEAR-TO-DATE OCTOBER - DECEMBER 1 - 31		
		2017	2018	% frm LY	2016	2017	% frm LY	2017	2018	% frm LY
Japan	674,343	115,260	78,670	-31.7%	65,852	48,181	-26.8%	181,112	126,851	-30.0%
Korea	649,435	96,792	117,385	21.3%	55,158	69,654	26.3%	151,950	187,039	23.1%
Taiwan	36,270	6,744	3,859	-42.8%	2,977	2,097	-29.6%	9,721	5,956	-38.7%
China, P.R.C.	23,178	3,721	2,452	-34.1%	1,644	1,624	-1.2%	5,365	4,076	-24.0%
U.S.A.	76,296	10,560	10,889	3.1%	5,685	6,865	20.8%	16,245	17,754	9.3%
CNMI	18,494	2,625	3,284	25.1%	1,640	1,800	9.8%	4,265	5,084	19.2%
Palau	4,005	735	790	7.5%	403	508	26.1%	1,138	1,298	14.1%
FSM	10,958	1,790	2,081	16.3%	1,037	1,329	28.2%	2,827	3,410	20.6%
RMI	1,274	213	161	-24.4%	92	145	57.6%	305	306	0.3%
Philippines	19,818	4,900	4,222	-13.8%	2,123	2,110	-0.6%	7,023	6,332	-9.8%
Australia	2,227	269	207	-23.0%	107	109	1.9%	376	316	-16.0%
Europe	2,026	311	385	23.8%	262	223	-14.9%	573	608	6.1%
Hong Kong	16,053	1,319	1,307	-0.9%	2,179	753	-65.4%	3,498	2,060	-41.1%
Russia	3,151	515	489	-5.0%	432	659	52.5%	947	1,148	21.2%
Canada	991	154	124	-19.5%	102	-		256	124	
Thailand	445	75	69	-8.0%	28	-		103	69	
Vietnam	128	17	9	-47.1%	13	-		30	9	
India	-	-	-		-	8		-	8	
Malaysia	-	-	-		-	20		-	20	
Singapore	-	-	-		-	97		-	97	
Other	5,735	904	678	-25.0%	504	897	78.0%	1,408	1,575	11.9%
Sea Arrivals	14,568	244	8,104	3221.3%	n.a.	n.a.	n.a.	244	8,104	3221.3%
TOTAL	1,559,395	247,148	235,165	-4.8%	140,238	137,079	-2.3%	387,386	372,244	-3.9%

Note: December 2016/7 daily arrivals reflect Civilian Air arrivals only.Source: Guam Customs Declaration Forms, Customs & Quarantine Agency. Processed by the GVB. [P] Preliminary

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FEBRUARY 2018

NORTH AMERICA MARKET

NORTH AMERICA FY2018 MISSION CALENDAR

GUAM

SHOW DATE	SHOW	LOCATION
May 9 – 12, 2018	IGLTA	Canada
May 19 – 23, 2018	IPW 2018	Denver, CO
June 23 – 24, 2018	Scuba Show	Long Beach, CA
September 22 – 23, 2018	PIFA	San Diego, CA
October 16 – 18, 2018	IMEX	Las Vegas, NV
November 14 – 17, 2018	DEMA	Las Vegas, NV

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FEBRUARY 2018

PACIFIC MARKET

PACIFIC FY2018 MISSION CALENDAR

GUAM

SHOW DATE	SHOW	LOCATION
February 8 – 10, 2018	PATA Executive Board Meeting	Bangkok
April 6 – 8, 2018	ADEX 2018	Singapore
May 2018	PATA Executive Board Meeting	Korea
May 17 – 20, 2018	PATA Annual Summit 2018	Korea
July 2018	PATA Executive Board Meeting	Bangkok
September 2018	PATA Executive Board Meeting	Malaysia
September 2018	PATA Travel Mart 2018	Malaysia
TBC	PATA Micronesia Chapter Tri-Annual Meetings	Saipan, Chuuk, Guam

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FEBRUARY 2018

PHILIPPINES MARKET

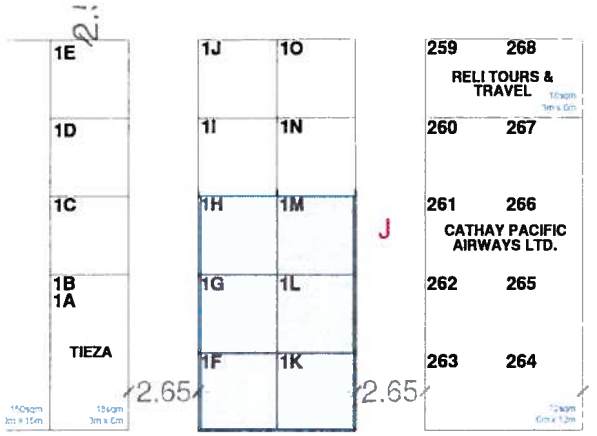
PTAA 25th Travel Tour Expo (B2C)

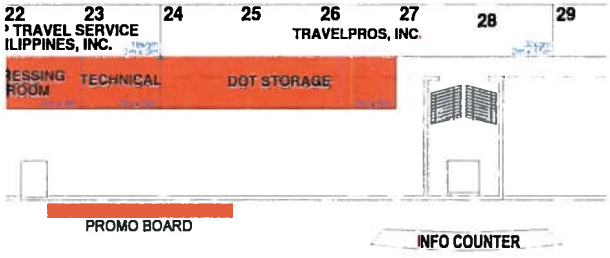
GUAM

- B2C Booth located at the Ground Floor of SMX Convention Center on February 9-11. 2018

- Activities:
  - VR Room
  - Photobooth
  - Game Area
  - Entertainment and Performances
  - Presence of Miss Earth Guam







Doc. No. 34GL-18-1562.*

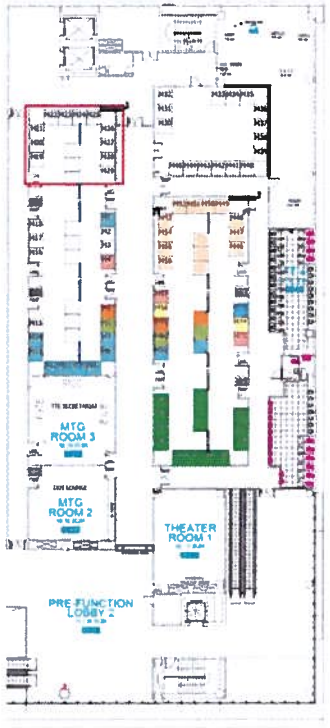
PTAA 25th Travel Tour Expo (B2B)

GUAM

- B2B Booth located at the Second Floor of SMX Convention Center on February 9-10. 2018

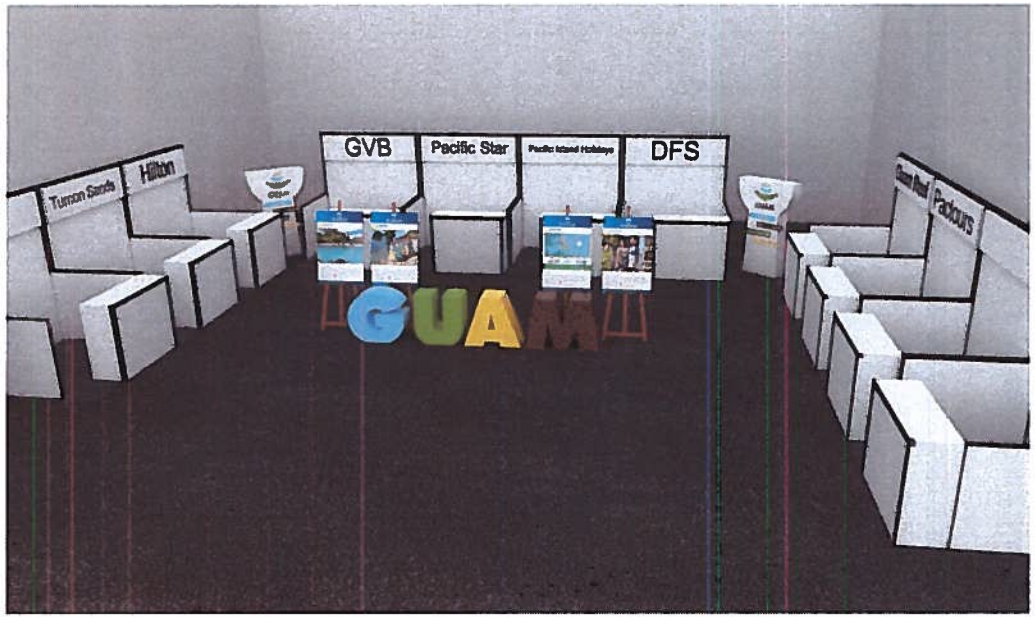
iTTE 2018

MEETING ROOMS 4, 5, 6, 7. 8. 9, 10 SMX CONVENTION CENTER
AS OF JANUARY 08, 2018



SUMMARY OF BOOTHS
1.5M X 1.5M = 75

- 7 GVB Members
  - Pacific Island Holiday
  - Tumon Sands Plaza
  - DFS
  - Guam Reef and Olive Spa Resort
  - Pactours
  - Pacific Star Resort and Spa
  - Hilton



Doc. No. 34GL-18-1562.*

GUAM

Guam Marathon with United Airlines

VISA Rebate Campaign

Doc. No. 34GL-18-1562.*

EXHIBIT K

GVB RUSSIA & NEW MARKETS COMMITTEE MEETING
Friday, February 16, 2018, 9:00 a.m.
GVB Main Conference Room

PRESENT:	Roy Abraham, Nadia Romanenko, Sheena Tiamzon, Neil Urbano, Olga Tonkikh, Yoshinori Oshita, Carina Su, Takashi Kano
ABSENT:	Bart Jackson, Jenny Cheon, Echo Man, Ekaterina Sablan, Elisha Lee, Jane Koo, Jenny Kim, Akiko Futakami, Mari Buensuceso, Matthew Martin, Rolenda Faasuamalie, Trina Cruz, Yuki Motoda, Chris Yang
GVB STAFF AND MANAGEMENT:	Pilar Laguaña, Regina Nedlic, Gabbie Franquez

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CALL TO ORDER

Vice Chairman Roy Abraham called the Russia & New Markets Committee meeting to order at 9:08 a.m.

APPROVAL OF PREVIOUS MEETING MINUTES

Mr. Neil Urbano made the motion and seconded by Ms. Nadia Romanenko to approve the minutes of November 9, 2017. Motion approved unanimously.

REPORT OF THE CHAIRMAN

Vice Chairman Abraham shared that he has seen a 30% increase of Russian visitors on island. He credits this due to the addition of Jeju Air flights from Vladivostok to Seoul. Vice Chairman Abraham also encouraged all members in attendance to share their ideas on how to promote Russia and new markets. Moved on to the report of GVB Management.

REPORT OF GVB MANAGEMENT

A. Visitor Arrival Statistics

Ms. Regina Nedlic reported on the visitor arrivals as of January 11, 2018. The total FY2018 number of visitors is 1,673, which is a 33.7% increase as compared to last fiscal year. Total month-to-date visitor arrivals is 525, which is a 72.7% increase as compared to last fiscal year. Additionally, 2018 calendar-year-to-date visitor arrivals is also 525, which shows a 72.7% increase as compared to last year.

Russia

GUAM

Visitor Arrivals as of January 11, 2018

Market	Total FY 2017	Total FY 2018	% to LY
Russia	1,251	1,673	33.7%

Market	Total MTD 2017	Total MTD 2018	% to LY
Russia	304	525	72.7%

Market	CY 2018	Total CYTD 2017	Total CYTD 2018	% to LY
Russia	525	304	525	72.7%

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

Note: January 2018 Daily Arrivals reflect Civilian Air arrivals only

OLD BUSINESS

A. FY2018 Q1 Post Report (October – December 2017)
Ms. Regina Nedlic shared that our GVB Russia office has been promoting the Shop Guam e-Festival (SGF) Campaign, which started on November 10th and will conclude on February 28th. Our GVB Russia office has engaged in online advertisements such as display ads, search ads, and posts regularly on YouTube and social media platforms. Ms. Nedlic also shared that this year GVB will be doing a global campaign with TripAdvisor and Google. Our major source markets will be utilizing the TripAdvisor and Google platforms to promote Guam and share special promotions and co-ops. GVB has also collaborated with Beautiful Destinations as part of our GVB global campaign. Beautiful Destinations has provided many new photos of Guam and will create an updated Guam video. In addition to GVB Russia office efforts for online advertisements, we also engaged in offline advertisements such as print magazines, indoor advertisements in fitness and shopping centers, distribution of collateral and SGeF presentation during the Far East Roadshow. Overall, as of December 31st, more than 50% of visitors from Russia have downloaded the SGeF mobile application. Ms. Nedlic asks members to share their concerns or issues with the SGeF app, as GVB is open and welcomes all comments in order to better the Shop Guam experience.

Ms. Laguaña request for Ms. Nedlic to share some of the SGeF 2018 mobile app download numbers with the committee members. Ms. Nedlic referred to the SGeF week 13 report from Talent Basket, which shows 19 downloads from iTunes and 17 from Google Play, totaling 36 mobile app downloads. Russia market is ranked 8th overall as compared to the other source markets. For the mobile sweepstakes, Russia has 140 participants and is ranked 6th overall. GVB Russia office created a report that shows 50% of visitors coming into Guam are downloading the app. Another report will be generated at the end of the campaign. Ms. Laguaña, encourages all hoteliers to share the app with visitors and download the app to use when in Guam.

Ms. Romanenko requested for flyers to be placed in the rooms of Pacific Islands Club. Ms. Laguaña shared that pop up banners, tent cards and flyers are available to all for their businesses.

SGF Campaign Summary

Online advertisements (November – January)

Display advertisement & Search Ads

Posted on YouTube and Social Media

Offline advertisements

Print magazines

Indoor advertisement: fitness centers & shopping centers

Far East Roadshow: distribution of collateral materials + presentation (October)

As of December 31 **more than 50%** of visitors from Russia downloaded the SGF Mobile App



Ms. Nedlic shared the report on each search engine in Russia and its click-through-rate (CTR). This shows that Russians are researching and engaging about Guam and the Shop Guam campaign. Vice Chairman Abraham asked about Yandex search and if it specifically used in Russian only. Ms. Tonkikh shared that Yandex is the popular search engine used in Russia.

SGF Campaign Summary

Period: December-January	Displays	Clicks	CTR
Yandex search	42 701	1 182	2,77%
Google search	148 849	1 535	1,03%
Yandex Network	3 191 038	5 100	0,16%
Google Display Network	1 227 104	5 460	0,44%
APP Yandex	397 860	1 243	0,31%
App Google	1 189 230	27 287	2,29%
APP OK	287 044	1 728	0,60%
Total	**6 483 826**	**43 535**	

SGF Blogger/Fam Tour
Ms. Nedlic shared that also part of our SGeF campaign, we participated in a Shop Guam Media Fam Tour that took place on November 12th - 17, 2017. GVB Russia office invited a popular blogger, Zoe Paradigma to visit Guam. Zoe has 11k followers and was given the title of Best Russian Travel Blogger of 2017. To date, Zoe has made 9 photo posts and 9 video posts on her Instagram account and continues to promote Guam through her social media postings.

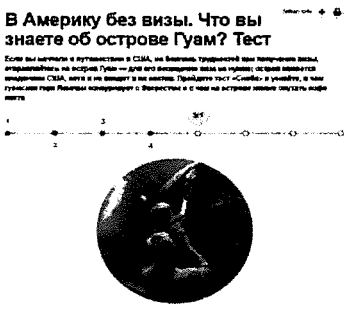


Ms. Nedlic thanked Pacific Star and all GVB members who supported the KAL Fam Tour, which brought seven major Russian publications to Guam on November 20-24, 2017. GVB already received articles from Forbes, RBC, and Snob. We are waiting for L'Officiel Voyage and National Geographic Traveler to produce their content in April 2018. Feedback GVB received from the media is that they were most attracted to Two Lover's Point, Inarajan Natural Pool, Tumon Bay, and adventure tours on Guam.

KAL Fam Tour (Publications)

November 20 – November 24, 2017

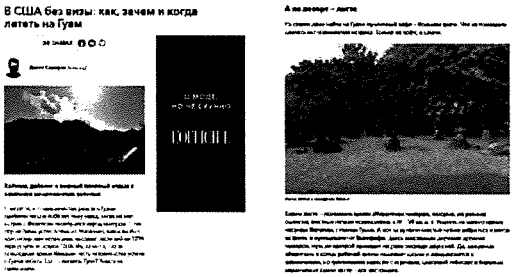
Snob.ru (test)



RBC (article)



Forbes (article)



KAL Fam Tour

Plan of publications:
- L'Officiel Voyage – April 2018
- National Geographic Traveler – April 2018

Already received:
- 2 online articles (Forbes and RBC)
- 1 offline articles (RBC)
- 1 online test (Snob)



Feedback from media:
The most liked attractions on Guam:
Two Lover's Point
Inarajan Natural Pool
Tumon Bay

Ms. Nedlic shared that these are some of the other online publications that have been promoting destination Guam, SGeF, and the InstaGuam campaign.



NEW BUSINESS

A. FY2018 Q2 Program (January – March 2018)
Ms. Nedlic shared FY2018 Q2 updates. Last year, GVB participated in the MITT Exhibition, but this year we are cancelling our participation due to low numbers of visitors to the expo and unreasonably high participation costs. On the hand, GVB plans to focus more on PITE this year. A letter of invitation will go out to GVB members to participate in PITE.

Q2 Updates and Plans

GUAM

Q2 Updates

Mitt

- Participation at MITT Exhibition was canceled due to low number of visitors of the expo and unreasonably high costs of participation

Q2 Plans (January – March)

JEJUair

- COOP with Jeju Air: online contest (March)
- Business breakfast for TAs in anticipation of International Women's Day (March)
- Preparation for Siberia Road Show: Novosibirsk & Irkutsk (April)
- Preparation for Workshop in Yakutsk in cooperation with Korean Airlines (April)
- Social media activities

In March 2018, GVB plans to co-op with Jeju Air and do a Instagram sweepstakes. The prize is a trip to Guam for 2 pax for one week. Jeju Air will sponsor the airfare and GVB will assist in securing hotel accommodations. Ms. Nedlic shared that an letter to GVB members will be going out for support and solicitation. The objectives of this campaign is to increase Guam's brand awareness, inform audience of the new route to get to Guam, promote Guam's Instagram account, attract a new segment of younger demographic, and strengthen relationship with a new air carrier.

Cooperation with JEJUair

GUAM

JEJUair & GUAM Visitors Bureau Co-marketing campaign (sweepstake)

Prize: Trip to Guam for 2 pax for 1 week (including air tickets and accommodation)

Period of the sweepstake: 15 March 2018 – 31 March 2018

Objectives:

1. Increase of Guam brand awareness
2. Informing the audience about new way of getting to Guam
3. Promotion of Guam Instagram social account
4. Attracting the new segment of young, active population from 25 years old
5. Strengthening relationships with a new air carrier

GVB Russia office plans on hosting a Business Breakfast for the leading travel agents and partners in anticipation of International Women's Day, which is on March 7, 2018. GVB Russia office also plans to invite the leading Vladivostok travel media. Ms. Nedlic shared that this is the first time doing a Business Breakfast presentation and this event will be conducted instead of the STI Far East Roadshow that traditionally includes Vladivostok, Khabarovsk and Yuzhno-Sakhalinsk.



Business breakfast for leading TA's and partners in anticipation of International Women's Day (March, 7). Leading Vladivostok travel media will also be invited

Objectives:

- Promotion of Guam upcoming campaigns and events among travel trade professionals
- Communication with the Travel Audience in an informal setting that will allow to receive their feedback, comments, learn more about their needs
- To create positive media noice
- Showing appreciation for Travel Agents

**The event is supposed to be conducted instead of Vladivostok workshop (STI Far East Roadshow that traditionally includes Vladivostok, Khabarovsk and Yuzhno-Sakhalinsk, October 2018)*

Ms. Nedlic also shared that we plan to do the STI Siberia Roadshow, which will take place on April 10th in Novosibirsk and April 13th in Irkursk. The roadshow is an event that GVB Russia offices partakes in every year. This year STI did not organize a workshop in Yakutsk, but Yakutsk shows high interest in Guam via SNS, therefore a separate workshop in Yakutsk is being prepared in cooperation with Korean Airlines.

STI Siberia Roadshow

April 10, 2018 – Novosibirsk, April 13, 2018 – Irkutsk

Objectives:

- Promotion of Guam among Siberian travel trade professionals
- Strengthen relations with TA's
- Communication with the Travel Audience that will allow to increase the current database of travel industry professionals and to establish new partnership connections
- Promote MICE tourism on Guam
- Share Guam`s upcoming campaigns and events for 2018/2019
- In-depth interaction with TAs and their feedback, comments, needs
- Show appreciation for Travel Agents

This year STI doesn't organize workshop in Yakutsk. In the meantime Yakutsk shows high interest to Guam via SNS so separate Workshop in Yakutsk is being prepared in cooperation with Korean Airlines (March, 22)

B. PITE (May 18-20, 2018)

Ms. Nedlic shared that PITE will be on May 18-20, 2018 and is known to be the biggest tourism expo in the Russian far east region. GVB has participated in PITE for the last 5 years. Pacific Islands Club participated last year with GVB. Ms. Nedlic encouraged all members to participate in PITE.

Pacific International Tourism Expo

May 18 - May 20, 2018

PITE is the biggest Tourism Expo in the Russian Far East region.
GVB has participated in the event for 5 years.

Objectives:

- Promotion of Guam among Travel Trade professionals and travelers
- Increase of the current database of travel industry professionals and establishing new partnership connections
- Sharing Guam`s upcoming campaigns and events for 2018/2019

Vladivostok PITE Pacific International Tourism Expo

**It is planned to reduce booths space down to 18 square meters*

To continue our second quarter plans, GVB Russia office will continue posting on social media platforms regarding events on Guam, Guam's beautiful nature, hotels, attractions, Chamorro cuisine, SGeF sweepstakes winner, and the co-op with Jeju Air.

Social media activities

GUAM

- Posts about events on Guam
- Posts about beautiful nature of Guam
- Posts about hotels
- Posts about Guam attractions
- Posts about Chamorro cuisine (including information about restaurants)
- Announcing the last winner of SGF sweepstake
- Communication with travelers
- COOP with Jeju Air



ANNOUNCEMENTS

- Next Russia & New Markets Committee Meeting | March 6, 2018 in the GVB Main Conference Room
- Vice Chairman Abraham shared that there will be a Chinese New Year line dance at 2:00PM today at Pacific Star Resort & Spa.
- Ms. Laguaña shared that GVB recently completed PTAA Travel Trade Expo 2018, and during the trip we had a meeting with Philippine Airlines (PAL) not only to discuss the Manila-Guam route, but also the South East Asia market. Malaysia and Singapore is part of the visa waiver program and we would like to explore that market more. Mr. Mark Manglona shared that he is collaborating with PAL to bring a travel agent fam tour to Guam, consisting of four agents from Singapore and one from Malaysia. PAL will sponsor airfare and is requesting assistance from GVB members for hotel accommodations and ground tour operators. GVB will also be attending ADEX in Singapore and plans to host a Guam Product Update seminar prior to the dive show. This event will be in collaboration with the USCS. Mr. Manglona invites members to participate to share their product. GVB is also considering attending the MATTA Fair in September 2018 and ITB Asia in October 2018.
- Vice Chairman Abraham shares that there will be an event at the Dusit Thani hosted by Guam Education Tourism Council on March 1st. Vice Chairman will be one of three guest speakers.
- Vice Chairman Abraham shared that there will be a new segment in his cooking show featuring his wife, Chef Leland Fang, and himself.
- Vice Chairman Abraham shared that there is a new Uber credit card that allow users to optain points.
- Mr. Oshita shared his experience in attending PTAA 2018 and most travel agents expressed issues with obtaining a visa. Ms. Nedlic shared that other issued with Philippine travelers is early hotel checking. Vice Chairman Abraham shared that Pacific Star has built a rest area.
- Ms. Romanenko shared her concern about Russian travelers decreasing their bookings through travel agents, but are rather booking online. She also pointed out that there is no mention of travel agents online (Instagram). Travelers see that is more expensive online, but when directed to travel agent

they can see the price difference.Vice Chairman Abraham shared that this is a trend with travelers and more bookings are occurring online.

- Ms. Sheena Tiamzon shared that she received an inquiry from a travel agent during PTAA 2018 about having a pilgrimage fam tour in Guam. Ms. Tiamzon is requesting for assistance from GVB on this inquiry.
- Ms. Nedlic shared that the Department of Homeland Security has switched the I-94 requirement to the I-736. Ms. Nedlic will share the link for more information to committee members.

ADJOURNMENT

Vice Chairman Abraham and second Ms. Romanenko made a motion seconded to adjourn the meeting at 10:16am.

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

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

Approved by: _____
Pilar Laguaña, Director of Global Marketing