Gmail

BENJAMIN CRUZ <speaker@senatorbjcruz.com>

MC Fwd: GVB Board Packet: March 22, 2018

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

Thu, Mar 22, 2018 at 8:57 AM

3/22/18	3/22/18	Guam Visitors Bureau	GVB board packet of March 22, 2018.*	34-18-1669

---------- Forwarded message ----------
From: **Maura YI** <maura.yi@visitguam.org>
Date: Thu, Mar 22, 2018 at 8:51 AM
Subject: GVB Board Packet: March 22, 2018
To: BENJAMIN CRUZ <speaker@senatorbjcruz.com>

Håfa Adai Speaker Cruz,

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

Thank you!

GL# 34-18-1669
Speaker Benjamin J.F. Cruz

MAR 2 2 2018
Time: 857 [ ] AM [ ] PM File No. ____
Received By:

–
Senseramente',
Maura YI
Executive Secretary

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

GUAM VISITORS BUREAU | GUAM

Like us on Facebook: http://www.facebook.com/guamvisitorsbureau

Follow us on Instagram: @visitguamusa

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

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

2018 MAR 22 AM 8:04

8 attachments

- **Agenda_Mar222018.pdf** 108K
- **Exhibit_A_MINUTES_Feb222018.pdf** 2719K
- **Exhibit_B_CashPosition_Mar192018.pdf** 43K
- **Exhibit_C_Resolution2018-002_JunHiyoshi.pdf** 79K
- **Exhibit_D_Resolution2018-001_GVBPersonnelPolicies.pdf** 77K
- **Exhibit_E_GCMC_Mar022018.pdf** 1458K
- **Exhibit_F_JMCMinutes_Feb13 2018.pdf** 1761K
- **Exhibit_G_KMCMinutes_Feb132018.pdf** 957K

1669

REGULAR BOARD OF DIRECTORS MEETING
Thursday, March 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 February 22, 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

RESOLUTION NO. 2018-002 Exhibit C

Motion to ratify GVB Board Resolution No. 2018-002 relative to honoring Mr. Jun Hiyoshi, President, Lam Lam Tours & Transportation, for his contributions to the Guam tourism industry and people of Guam.

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.

- Discussion on sales tax issue

C. RESEARCH

D. DESTINATION MANAGEMENT

E. MEMBERSHIP & COMMUNITY OUTREACH

F. VISITOR SAFETY & SATISFACTION

G. CULTURAL & HERITAGE

H. SPORTS & EVENTS

I. GREATER CHINA

Committee minutes dated March 2, 2018 **Exhibit E**

TAIPEI TOURISM EXPO – SALES MISSION

Motion to approve travel for the Greater China Marketing Committee Chairperson or Vice Chairperson, the Taiwan Marketing Manager and two (2) Cultural Musicians to travel to Taipei, Taiwan to attend the Taipei Tourism Expo (TTE) from May 2-6, 2018. Cost of travel is estimated at $4,674.00 from account TA-SMD-019 and $5,796.00 from account DM-CP004.

Airfare:	$700.00 X 2 pax			$1,400.00
May 2-6, 2018				
Lodging:	$220.00	x1 pax	x 4 nights	$880.00
M&IE:	$132.00	x1 pax	x 5 days	$660.00
Lodging:	$176.00	X1 pax	x 4 nights	$704.00
M&IE:	$106.00	X1 pax	x 5 days	$530.00
Misc. Business Communication costs & excess baggage fees				$500.00
			Total Marketing Estimated Expenses:	**$4,674.00**

Airfare:	$700.00 X2 pax			$1,400.00
May 2-8, 2018				
Lodging:	$176.00	x2 pax	x 6 nights	$2,112.00
M&IE:	$106.00	x2 pax	x 7 days	$1,484.00
Cultural Musician Talent Fee:	$100.00	X2 pax	x4 days	$800.00
			Total CHC Estimated Expenses:	**$5,796.00**

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.

J. JAPAN

Committee minutes dated February 13, 2018 **Exhibit F**

AKB48 FAN TOUR PROMOTION SUPPORT

Motion to approve travel for two (2) GVB Japan staff to join the AKB48 fan tour on April 21, 2018. Estimated cost: $3,000.00; Account #JA-SMD008.

Airfare:	$1,000 x 2 pax			$2,000.00
Per Diem:	Guam	M&IE		
	2 pax GVB Japan Staff	$62.50	4 days	$500.00
Japan Transportation:	To and from airport	$100.00	2 pax	$200.00
Guam Transportation:	Rental car	$100.00	3 days	$300.00
			Total:	$3,000.00

Background: Two GVB Japan staff will join the aforementioned event to accompany media and maximize PR opportunities for Guam and assist with HIS, JTB, and IACE customers. While on Guam, staff will also meet with the JGTA President to discuss the Treasure Hunting Campaign, attend the monthly Japan Marketing Committee meeting, and participate in meetings with GVB HQ regarding sales and marketing strategies.

Issue: Board approval required for travel.

K. KOREA

Committee minutes dated February 13, 2018 **Exhibit G**

L. NORTH AMERICA & PACIFIC MARKETS

M. RUSSIA & NEW MARKETS

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Upcoming Board Meetings:

- Thursday, April 12, 2018 at 3:30pm, GVB Main Conference Room
- Thursday, April 26, 2018 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

Action Items:

1. Management to work with DRT on extended homestay issue
   → ~~Create face sheet about how to register for B&B/transient vacation rental~~
   → ~~Planning community outreach campaign for April/May~~
   → Fact sheet created and up for review with DRT

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~~
   → 2 food truck vendors added to membership

EXHIBIT A

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

BOARD OF DIRECTORS REGULAR MEETING

Thursday, February 22 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 Samuel Shinohara
Director Satoru Murata	Director Tatsuo Takano

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Eduardo "Champ" Calvo	Director Bartley Jackson
Director Katarina Sgro	

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight	Rose Cunliffe	Maura Yi
Brian Borja	Doris Ada	Josh Tyquiengco
Nico Fujikawa	Colleen Cabedo	Dee Hernandez
Pilar Laguaña	Breeana Quitugua	Mark Manglona
Gabbie Franquez	June Sugawara	Nakisha Garrido
Nadine Leon Guerrero	Maria San Nicolas	Elaine Pangelinan
Lisa Linek	Frances Aguon	Regina Nedlic
Sydney Leon Guerrero	Karida Brennan	Kraig Camacho

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:
Wanye Chargualaf, Marianas Business Journal/Glimpses
Karri Perez, Leading Edge

I. CALL TO ORDER

Chairman Morinaga called the meeting of the board to order at 3:33 pm.

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

Vice Chairman Mesa made a motion, seconded by Director Hong, to approve the minutes of the previous board of directors meeting dated January 11, 2018.
Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

- Chairman Morinaga welcomed everyone to the meeting after having cancelled the two previous ones. He reported his trip to China was a successful one, after having met with the airport authority of Shenzhen Bao'an International Airport, they expressed interest in meeting with GIAA officials to discuss possibilities of becoming sister airports. But more research must be done with the State Department to seek approval. Approval from state department. Friendly airport.
- Japanese magazine featured Chairman Morinaga on their latest issue covering Guam's Harley Davidson shop, where motorcycle enthusiast can rent during their visit.

- Chairman Morinaga stressed the importance of reviving Japanese school trips to Guam. He suggested reaching out to schools and universities and to give them options for technical visits, as defined by Director Nault. It would be a good opportunity for students to not only visit schools but to see how the Guam government/business industry works by engaging them with local leaders and site visits (i.e. United Airlines and the Guam Legislature). Tour companies can make a push for these types of tours. The board agrees and is hopeful school trips in the Japan Market will return. Director Nault advised a technical visit program manual needs to be created and in place with the industries and media.
- The Czech Republic Ambassador for the US in Washington DC and in Manila made a visit last week. The Czech Republic and Guam have a long-standing missionary relationship with flights coming through Incheon. Chairman Morinaga would like the Korean market to reach out to this possible market. They are a visa waiver country and also have global entry access.

IV. PRESIDENT & CEO'S REPORT

GUAM VISITORS BUREAU

PRESIDENT'S REPORT 02-22-2018

RESEARCH

January 2018

January 1- 31, 2018 **Total: 125,686 (-6.1%)**

% Market Mix	Origin	2017	2018	% to LY
32.7%	Japan	56,791	41,083	-27.7%
54.7%	Korea	56,333	68,707	22.0%
0.9%	China	4,046	1,183	-70.8%
0.3%	Hong Kong	2,047	411	-79.9%
1.8%	Taiwan	3,850	2,257	-41.4%
4.8%	US/Hawaii	5,762	6,072	5.4%
0.8%	Philippines	1,228	957	-22.1%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.
Jan 2018 numbers reflect Civilian Air arrivals only.

Fiscal Year to Date 2018

October 2017 –January 2018 **Total: 501,197(-4.5%)**

% Market Mix	Origin	2017	2018	% to LY
33.7%	Japan	238,380	168,876	-29.2%
51.0%	Korea	208,335	255,724	22.7%
1.0%	China	9,433	5,248	-44.4%
0.5%	Hong Kong	5,546	2,471	-55.4%
1.6%	Taiwan	13,571	8,213	-39.5%
4.5%	US/Hawaii	23,668	24,740	4.5%
1.5%	Philippines	8,250	7,290	-11.6%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.
Jan 2018 numbers reflect Civilian Air arrivals only.

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

MARKETING

JAPAN MARKETING NEWS

Japan Market Update

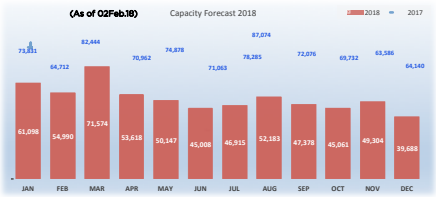
Capacity Forecast in 2018

Data Source : Diio Mi & other MI

Total : about 610,000 seats.
about 3,500 flights.

Schedule : 570,000 seats
3,300 flights
Charter : 40,000
210 flights

v.v. 2017 : -30% (-255,000 seats)



Confidential and subject to change

Air Service Development

1. Charter Plan 2018

- GW charter flights are planning to fly from Narita, Nagoya and Fukuoka.
- Long-term charter program for the coming summer and autumn period and more than 100 flight will fly from major ports in Japan.

2. Regular operation

- Keep discussing with Japanese carriers including LCCs and foreign carriers.
- Aggressively approach full service carriers.

3. South Korea National Carriers

- Korean-registered airlines are still approaching MOLIT to acquire the beyond rights from Japan to third country.
- Several Korean national carriers are on the table.

Confidential and subject to change

Air Service Development

Golden Week Charter Information

8 charter flights will operate during Golden Week period (28Apr - 06May).

Airline	Dep. port	Dep Date	Return Date	Aircraft	Capacity
JEJU Air	Nagoya	02-May-18	06-May-18	B737-800	189
T'way	Nagoya	01-May-18	04-May-18	B737-800	188
T'way	Nagoya	02-May-18	05-May-18	B737-800	188
T'way	Nagoya	03-May-18	06-May-18	B737-800	188
Jin Air	Fukuoka	03-May-18	06-May-18	B777-200	390
Korean Air	Narita	02-May-18	06-May-18	B777-200	246
Korean Air	Kansai	02-May-18	06-May-18	B737-800	138
Korean Air	Komatsu	03-May-18	06-May-18	B737-800	138

Summary by port :

- Narita : 246 seats
- Nagoya : 753 seats
- Fukuoka : 390 seats
- Kansai : 138 seats
- Komatsu : 138 seats
- Total : 1,665 seats







Japan Market Update

HIS Tabijo Tour:

- Exclusive tour (HIS x United x GVB)
- Sales period: January – March
- Travel period: January – June
- Produced by HIS Tabijo Instagrammer
- Tour includes free Wifi, free hotel transportation, free trip to Coco Palm Garden, free UA lounge access at Narita
- Price : ¥ 59,800 -



Rakuten x GVB Sales Campaign:

- Sales period: Mid-March
- Travel Period: April – June
- Product: web
- Target: 110% v. LY



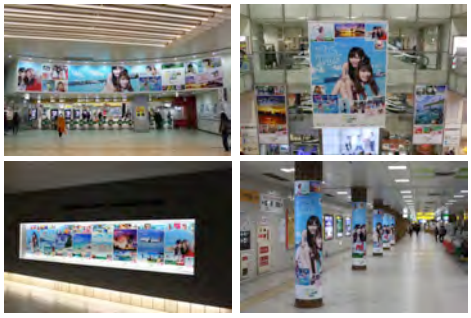
KNT x GVB Sales Campaign:

- Sales period : Mar - May.18
- Travel period : Apr – Jun.18
- Product : Brochure & web.
- Target : 100% v.v. LY

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

AD: Transit AD at Tenjin Station in Fukuoka

Period: Jan. 31 – Feb. 13, 2018



AD: Transit AD at Tenjin Station in Fukuoka

Period: Jan. 31 – Feb. 13, 2018

AD menu	Duration	Period	1 Day Passengers	Total Passengers
Fukuoka AD screen	7days	2/7～2/13	87,052	609,364
Fukuoka station Big tapestry& Twin sheets	14days	1/31～2/13	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 Information desk side Pol	14days	2/6～2/19	46,600	652,400
Total Exposure estimated			548,902	7,075,264

AKB Concert Tour

- Candidate date: April 21, 2018
- Venue: The Beach
- Goal visitors: 2,000 pax
- JALPAK, HIS, KNT, TOBU Top, Rakuten travel etc. will join tour sales
- Package tour
  - Sales start: January 15, 2018 (Planned)
  - Fan Club tour



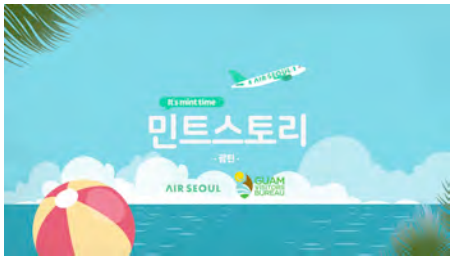
KOREA MARKETING NEWS

Korea Marketing News

Air Seoul Mint Story Filming

Co-op with Air Seoul: Mint Story Video Shooting

- Period: December 10 – December 14, 2017
- Mint story is a series by Air Seoul to promote the destinations that they service.



Korea Marketing News

3rd Annual MBC Golf Tournament in Guam

TV Station: MBC Sports Plus
Program Schedule: 10 PM Every Monday
Running Time: 60 mins per episode (total of 10 episodes)
Broadcast: 6 different channels
- MBC Sports Plus: 60 mins x 10 episodes
- MBC Sports Plus 2: 60 mins x 10 episodes
- MBC Every1: 60 mins x 10 episodes
- MBC Every1 Global Channel: 60 mins x 10 episodes
- NBC Golf Channel: 60: 60 mins x 10 episodes
- MBC: 60 minutes x 1 episode (finale)

Exposure: $85.9 million in media exposure (est.)
Filmed: December 11-14, 2017

1st Episode: Aired on Jan 8



GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Korea Marketing News

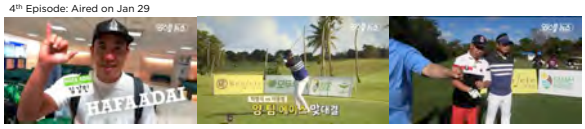
2nd Episode: Aired on Jan 15



3rd Episode: Aired on Jan 22



4th Episode: Aired on Jan 29



Korea Marketing News

5th Episode: Aired on Feb 5



6th Episode: Aired on Feb 12



7th Episode: February 19th
8th Episode: February 26th
9th Episode: March 5th
10th Episode / Finale: March 12th

Korea Marketing News

Guam Family Ambassador Production Tour

Period: January 17-21, 2018
Background: GVB appointed the Lee Family as this year's Guam Family Ambassadors from Korea. In August, Father Kyu Chan mailed GVB a storybook illustrated by his daughter Hyun Jin and invited GVB to their Guam Art Exhibit in Anyang, Korea that took place from August 8th to September 9th 2017. GVB met with the Lee Family in October while in Seoul to discuss the ambassador program.
Objective: The Lee Family participated in a production tour organized by GVB to produce campaign content for the year.



Korea Marketing News

2018 Hafa Adai Study Tour FAM

Period: January 19-23, 2018
Participants: 19 pax (Hana Tour / Hana Tour Busan / Mode Tour / JaU Tour / Tour Baksa / YB Tour / Bomulsum Tour / KRT / KRT Busan / Lotte Tour / Interpark Tour / Very Good Tour / Airtel.com / the Korea Travel News / the Korea Travel Times / Global Travel News / Vinyl Shop Studio)
Objective: To conduct study tour focused on mid-range affordable hotels and optional tours not familiar with the Korean market. Also to provide updated information on Guam's various product offerings.



Korea Marketing News

Official GVB Korea Naver Blog & Kakao Plus Launch Event

Period: January 19-31, 2018
Naver Blog: https://blog.naver.com/gvbkorea
Kakao Plus: http://pf.kakao.com/_xlrUsM/6825310
As of 2/13/18: Naver (1,872 followers) / Kakao Plus (2,059 followers)



Korea Marketing News

Korean Air Travel Agent CEO FAM Tour

Period: March 14-17, 2018
Participants: 32 pax (CEOs from Korea's major travel wholesalers, travel agencies, OTAs & tour operators
GVB's Support: Hotel accommodations/ Ground Transportation/ Dinner

SAVE THE DATE
Fiesta Dinner w/ GVB and Members
Date: Friday, March 16, 2018
Time: 6:00 p.m. - 8:00 p.m.
Venue: To be announced

Company	Category	Company	Category
FNTOUR	Retailer	Webtour	OTA
Hanatour Service Inc.	Wholesaler	YB TOUR	Retailer
Hanjin Travel	Wholesaler	CWT Korea	KE - Main Tour Operator
Interpark Corporation	OTA	Dongkuk Travel Service Co.,Ltd.	KE - Main Tour Operator
KRT Service Inc.	Retailer	flylucky	KE - Main Tour Operator
Lotte JTB INC.	Retailer	Hotel Shilla Co., Ltd.	KE - Main Tour Operator
Lotte Tour Development Co.,Ltd.	Retailer	HYECHO Adventure Travel	KE - Main Tour Operator
Modetour Network Inc.	Wholesaler	Hyundai Dream Tour	KE - Main Tour Operator
Naeil Tour Co.,Ltd.	Wholesaler	IDT	KE - Main Tour Operator
Onlinetour.Co.,Ltd.	OTA	Mac Travel Co, Ltd	MICE specialized Tour Operator
Redcap Tour. Co. Ltd.	MICE / Retailer	Power Call Co., Ltd.	MICE specialized Tour Operator
Tour2000 Ltd.	Retailer	Sejoong	MICE specialized Tour Operator
Tourbaksa	Retailer	SM Culture & Contents Co., Ltd.	MICE specialized Tour Operator
verygoodtour	Retailer	TIDESQUARE. Co.,Ltd.	MICE specialized Tour Operator

China Marketing News

- InstaGuam
- Weibo Page for #instaGuam
- 2,487,000 Viewer
- 300 discussions



China Marketing News

- **Media Exposure for Oct – Jan: $735,949**
- **Current Arrivals:**
  - October 1 – January 31: 5,248 44% vs. LY
  - Due to NK, UA pricing policy, lack of seats from KE for transit pax, CNY timing
- Sources state Feb seats for UA PVG soldout
  - Looking for new airline partners
    - Airline meetings held with 3 carriers (est 8m to 1y for 1 to start)
    - KE committed to providing more seats
    - New partnership with PAL for through traffic

CHINA MARKETING NEWS



China Marketing News

- **Sales Mission for Shanghai**
- **March 5 – 8**
  - Concentration in Shanghai due to UA pullout
  - Meeting with agents about KE and PAL offers

TAIWAN MARKETING NEWS

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

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

TAIWAN MARKETING NEWS

- China Airlines to increase its direct service to 5x weekly by adding a Sunday flight effective March 25 through October 25, 2018
- Aircraft remains Boeing 737-800
- 21 flights * 155 seats – 3,255 monthly capacity
- Group ticket pattern will be 5D4N except on the Sunday flight pattern will be 6D5N

	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

TAIWAN MARKETING NEWS

TAIWAN MARKET MICE GROUPS FY2018

M	I	C	E	Name of Event	Dates	No. of Delegates
	X			biomedical company	Jan. 5	36
	X			construction company	Jan. 20	40
	X			ShengYang Internet	Jan. 31	114
	X			AIA (life insurance company)	Feb. 10~15	110
	X			biomedical company	Feb. 20	40
	X			New Image Asia	Mar. 9 & 10	220
	X			Luck Cat Micro-enterprise System Co.,Ltd	Mar. 27	110

TOTAL YTD: 670

TAIWAN MARKETING NEWS

- **INSTAGUAM CAMPAIGN**
  - First launched during ITF in October 2017
  - Social media promotion is thematic with monthly interactive contest and incentive gift
  - Users to tag and use related hash tags in order to be included in event

PHILIPPINES MARKETING NEWS

Philippines Marketing News

Travel Trade & Media Gathering host by GVB
February 7, 2018

TA Luncheon at the Alba Restaurant, MOA
- Total TA's : 45 pax

Guam Media Gathering – City Club
- Total Media: 25 pax
- GMA Attended and had LIVE interview with Mr. Ben Alves of the Media Event





- Guam resident for 20+ years
- Graduate of JFK and UOG
- Social Media Influencer in the Philippines
- GMA network's leading man

Philippines Marketing News

GVB/PAL Courtesy Visit
February 8, 2018

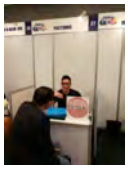
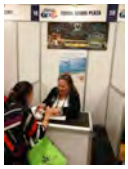


Meeting with PAL International Sales Team Inbound/Outbound/Marketing Team
- Request more collaboration w/ GVB & PAL
- Work on S.E Asia (Malaysia and Singapore)
- More joint co-ops to introduce Guam to the TA's in S.E. Asia
- Met with Mr. Brian Ang, PAL Int'l Sales Team

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Philippines Marketing News

➢ **PTAA B2B on Feb 9-10, 2018**
- Met with over 200 TA's from PH
- Active participation from 8 GVB Members: DFS, Pacific Star, Pactours, Tumon Sands Plaza, Pacific Island, Guam Reef, Hilton and Sheraton
- First time attendance from 5 GVB members




Philippines Marketing News

PTAA Travel and Tour Expo 2018
Guam's Interactive B2C Booth




Philippines Marketing News

PTAA Travel and Tour Expo 2018
February 9 to 11, 2018



Guam win's Best Booth Performance Award 2018
The Guam Håfa Adai Show

RUSSIA MARKETING NEWS

Czech Republic Ambassadors on Guam

Czeh Republic Ambassadors visit to Guam - 14-17, 2018



Pictured L to R (back): GVB Board Member/Chairman, Russia New Markets Committee Bart Jackson, H.E. Ambassador Jaroslav Olsa,Czech Republic of the Philippines, Ms. Pilar Laguana

Pictured L to R (front): Ms. Indira Kmonicek, wife, H.E. Ambassador Hynek Kmonicek, Czech Republic of the Philippines for the United States, Governor Eddie Baza Calvo, GVB Chairman Milton Morinaga

Russia Marketing News

Women's Day - March 7, 2018 –TA Business Breakfast

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

Objectives:
- Business Breakfast with leading Vladivostok Travel Agents/Media
- Promotion of Guam's upcoming campaigns and events among travel trade professionals
- Communication with the travel trade Audience in that will allow to receive their feedback, comments, learn more about their needs
- Showing appreciation for Travel Agents
- Business breakfast to replaces the STI Far East Roadshow in October (Vladivostok/Khabarovsk & Yuzhno-Sakhalinsk)



GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Russia Marketing News

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
- Communicate with the TA's and allow increase in the current database of travel industry professionals/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
- Separate Workshop in Yakutsk to be organized with KE in the plans for March

Russia Marketing News

Pacific International Tourism Expo (PITE)
Vladivostok 0- 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.
Last year GVB won 2nd place for Best Booth

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



- Vice Chairman Mesa asked President Denight what is the marketing strategy plan for the Philippine market with the visa waiver issue. President Denight pointed out that working with our airline partners was key, educating them about Guam. Shopping on Guam is a unique selling point for the Philippine visitors, focusing on the AB market who are high end spenders while tying in works with Mikey Bustos, key opinion leaders and celebrities. We work with the US Commercial Service to educate and minimize the perception that a visa is hard to obtain or the fear of getting denied after paying a $160 application fee. In addition, GVB and GEDA are working on a Guam event to promote travel with Guam products in Bonifacio High Street Philippines, similar to what other countries do ("UK Day"). Lastly, the team is working on targeting expats with no visa requirement. Director Mesa suggested looking into MICE business opportunities such as medical conferences too. President Denight said they are working on MICE groups but with the North Korea threats many have cancelled, as well as school groups. But a lot of efforts are being put into supporting these potential visitors in anyway possible.

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

V. TREASURER'S REPORT

Exhibit B

EXHIBIT B

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	

February 16, 2018

- Director Shinohara reported the Bureau is two months behind on collecting allotments; $1.6 million in operations were collected today. He expressed concerns especially with the government's cash crunch. He advises the Bureau will have to tighten up and be mindful on spending.
- Director Arriola said there should be a contingency plan for when the cash flow slows down. February is known to be a slow tax collection month, which will inevitably affect March payouts for allotments. President Denight reassured the Board that he will do his best to make sure the Bureau is prioritized and the funds be available so the Bureau can do its job.

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

GUAM-CNMI ONE MARIANAS SUMMIT

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

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

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

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.

- President Denight notified the Board that on his trip he will be meeting with airline partners to maximize time.

SEATRADE CRUISE GLOBAL 2018

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

Airfare:	$2,000.00 x 2 pax					$4,000.00
Registration:	$1,799.00 x 3 pax					$5,397.00
Per Diem:	**Ft. Lauderdale, FL**	**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

Director Arriola made a motion, seconded by Director Kloppenburg, 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".
Motion approved

- President Denight stated the testimony incorporated statements from GHRA and members and it would be difficult to implement this law when there is no infrastructure in place to support the plan.

B. ADMINISTRATION & GOV'T RELATIONS

RESOLUTION NO. 2018-001 — Exhibit D

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

Director Arriola made a motion, seconded by Vice Chairman Mesa, to table the motion.
Motion tabled

- Director Arriola stated back in 2001 GVB adopted DOA's personnel rules and regulations. GVB has developed its own rules and regulations 17 years later with the help of Karri Perez. Upon review, Director Arriola asked if GVB's staff had ample time to review the difference of what is being proposed compared to what is currently being implemented. And if management and staff had a Q&A session to air out concerns. She also mentioned that GVB is not opting out of the GovGuam's retirement plan and suggested adding a prepayment provisions policy like one at the Santuary. She asked if there was a travel policy and to have included in the new personnel policies and guidelines. Director of Finance Cunliffe said there is a travel policy and credit card policy and it can be included. She added that not much has changed, just additional benefits for the staff.
- President Denight thanks the team on their work. GVB needed their own personal regulations and guidelines that is fit for the Bureau. He said it was important to make sure the staff did not lose any protection hence the addition of the personal action review panel of HR professionals so that employees may have a place to go should they want to make appeals to adverse actions. As well as the addition of a grievance section.
- Director Shinohara asked Karri Perez for a break down of the changes or additions made to the new personnel rules and guidelines. Karri explained rules and polices are always shifting with changes in federal law so they made sure it is status quo with that is current but most

fitting for the bureau. It is a hybrid of guidelines taken from government agencies and the private sector.

- President Denight stated the policy and guideline was shared with staff earlier in the week, the Board can adopt it and improvements can always be made should any be needed. Marketing Manager Leon Guerrero informed the board that an initial presentation of the handbook was made and presented to staff about a month ago, but the policy and guidelines was shared with staff on Tuesday. Director Shinohara asked if staff were comfortable with the guidelines, the Board was informed staff were still reviewing.
- Director Arriola suggested taking the next two weeks to have management and staff discuss feedback and make changes as necessary through a Q&A session and have the motion tabled till the next board meeting. Vice Chairman Mesa also proposed to have the new personnel policies and guidelines be adopted now and any changes, should there be any, become effective April 1, 2018.
- President Denight said the motion could be tabled until the next board meeting to include the additional policy suggestions and changes after discussions with GVB Management and Staff, the Board agreed.

MOA WITH GEDA — Exhibit E

Director Kloppenburg made a motion, seconded by Director Shinohara, to approve MOA with GEDA regarding the Palacio.
Motion approved with 9 votes in favor and 1 against

Issue: Board approval required.

- President Denight reported GVB is working with GEDA with directives given by Governor Calvo to complete renovations of Plaza de España to restore the historic Palacio, Governor's Palace, in Hagåtña. The concept behind this project is not to build a Governor's office but of a tourist site, composed of a two-story building with the first floor as a Visitor Center. The second-floor will be used as a historic site open to use as a venue for functions such as weddings and MICE groups. The MOA is the agreement with GEDA to manage the building of the project so the design meets our needs.
- Funding is $5 million from the HOT Bonds, which has already been approved and is being maintained by GEDA. The payment can be made step by step or at one time by sending an invoice to GEDA at the start of the project
- There will be a construction management contract in place and GVB will manage.

LEGISLATIVE BILLS UPDATE — Exhibit F

- President Denight gave a quick update on the legislative bills that are being proposed. Director Shinohara asked if membership were giving any input in regards to the bills, President Denight stated that he did not want to do anything specific with the members, there are constant public hearings and the Chamber of Commerce, as well as GHRA, have been involved.

C. RESEARCH

- Director Shinohara announced the Research Committee will have their first meeting on March 1, 2018. The dashboard will soon be ready for release. The January arrivals report is almost finished and will be published soon. There were some staffing shortages within the department and Acting Director of Research Fujikawa has been filling in for half of 2017 with

Director of Research Cid out sick tending to her health. The department also encountered some issues with the airport and having a staff on maternity leave.

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.
Motion tabled

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.

- Director Shinohara suggested the motion be tabled to the next meeting, he would like to make amendments to the motion so only one Board of Director is required to attend and hope to further discuss with Marketing Director Laguana.

E. JAPAN

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

- Director Nault reported a successful trip to Japan with Chairman Morinaga and President Denight to meet with travel partners, Manila Airlines and the US Consulate. JTB would like to extend their charter flights after the cancellation of United Airlines (UA) Japan flights decreasing flight capacity. Manila Airlines show interest in flying within the next year or after. Currently the 8320 aircrafts require e-tops to fly to Guam, causing issues, if they can switch to the 8321, they may consider flights to Guam.
- Met with the US Consulate in regards to pre-clearance out of Narita Airport, so Japanese visitors do not have to wait in long lines at GIAA, as well as at other US destinations.
- UA has cancelled night flights out of Osaka, Nagoya and Sendai; the 777 aircrafts flying out of Narita will be changed to the 737.
- Summer Treasure Hunt will be taking place this year working with JGTC Members and other OTA partners, details are being finalized and should be released at the next JMC meeting.
- The team is working on the Fukuoka campaign with UA in extension of their price decrease, fix fares, but hoping these fix fares would decrease more from the current $2,000 price. Director Nault also hopes to have a positive meeting with UA to increase seat capacities from Japan and once secured way to promote and market to the Japan consumers.
- Topic of Delta Airlines pulling out of Saipan and Palau will be discussed in the GVB/MVA Joint meeting.

F. KOREA

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

- Director Kloppenburg reports the Korea arrivals is still coming in strong.
- There will be a Korea CEO FamTour in March with about 32 CEOs from the wholesalers, travel agencies, and OTA. The itinerary and details are being finalized. GVB was asked to assist with hotel accommodations, ground transportation, banquet and welcome receptions.
- Jin Air will film a promotion March 18-21, similar to that of AirSeoul, of a mother and daughter vacation.

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

- Chairman Morinaga reported there was a theft on a golf course, where players vacated their golf carts and personal belongings were taken from individuals hiding in bushes along the course. Warning signs should be posted to ensure safety and coordination with GPD may be needed in the future.

K. CULTURAL & HERITAGE

- Director Arriola informed the Board March is Chamorro month, Mes Chamorro, and hopes the Bureau and other companies/offices celebrate in their own ways. Tomorrow at 4:00 pm will be the Proclamation Signing for Mes Chamorro, if available please attend.

L. SPORTS & EVENTS

- In absence of Sports and Event Chair, Director Nault reported the Governor's Cup golf tournament was a successful event but Governor Calvo's absence at the ceremony was unfortunate.
- United Airlines Guam Marathon will be taking place early April, Director Nault encourages everyone to sign up for the event. Director Hong asked if GVB could have a banner/signage for their booth so people may be aware of where to go during the event.

M. DESTINATION MANAGEMENT

- Vice Chairman Mesa reported 11 out of 12 bus shelters are complete. Flood mitigation: 14 out of 21 inlets compete, 3 out of 9 trenches complete, completion date had been moved back due to some infrastructure logistics and funding issues.
- Discussion is being made in Destination Management for BOND refinancing to make sure the Tumon infrastructure are well kept and maintained.
- Chairman Morinaga wants to make sure no trees are being cut down for the Trivision display.

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

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

Director Arriola made a motion, seconded by Director Hofmann, to adjourn the meeting. Meeting adjourned at 5:15pm.
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. Management to work with DRT on extended homestay issue
   → ~~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~~

FY 2018

	Appropriation	Received to Date		Balance	
Operations	$ 18,750,216.00	$ 6,542,496.20	35%	$ 12,207,719.80	65%
Sustained Marketing - Korea	$ 4,000,000.00	$ 1,090,909.08	27%	$ 2,909,090.92	73%
Destination Development	$ 1,085,000.00	$ 361,666.64	33%	$ 723,333.36	67%
GVB Cruise Ship Industry Development Program	$ 50,000.00	$ 16,666.64	33%	$ 33,333.36	67%
Rainy Day Fund	$ 200,000.00	$ 66,666.64	33%	$ 133,333.36	67%
Cultural & Sports Ambassador Fund	$ 200,000.00	$ 66,666.64	33%	$ 133,333.36	67%
Pass-Thru	$ 790,000.00	$ 263,333.04	33%	$ 526,666.96	67%
TOTAL RECEIVABLES FY 2018	**$ 25,075,216.00**	**$ 8,408,404.88**		**$ 16,666,811.12**	

Accounts	
RESTRICTED	
Bank of Guam - Rainy Day Fund[1]	$ 1,623,774.38
Cultural & Sports Ambassador Fund[2]	$ 242,022.25
GVB Cruise Ship Industry Development Program	$ 4,300.56
TOTAL RESTRICTED	**$ 1,865,796.63**
UNRESTRICTED	
Bank of Guam - Operations	$ 11,206,547.67
First Hawaiian Bank - Membership	$ 74,000.73
Resona	$ 981,289.33
Bank of Guam - TAF	$ 539,512.21
Raymond James - CD value as of 2/28/2018[3]	$ 2,548,914.44
TOTAL UNRESTRICTED	**$ 15,350,264.38**
TOTAL CASH as of 3/19/2018	**$ 17,216,061.01**

Current Payables	
Asatsu Invoices (DEC - JAN)	$ 1,917,584.81
Japan Invoices	$ 169,660.31
Guam Invoices	$ 322,555.74
Pass-Thru	$ 14,166.66
Encumbered Contracts	$ 3,608,794.43
Encumbered Purchase Orders	$ 144,015.99
TOTAL PAYABLES as of 3/19/2018	**$ 6,176,777.94**

NOTES

NOTE 1

$1,623,774.38	Rainy Day Fund
($184,984.43)	Rainy Day expenses Japan - reimburse Operations
$1,438,789.95	

NOTE 2

$242,022.25	Cultural and Sports Ambassador Fund
($26,100.00)	Cultural and Sports Ambassador expenses - reimburse Operations
$215,922.25	

NOTE 3

$2,548,914.44	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
($842,642.84)	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
($57,357.16)	BALANCE - Pale San Vitores Road Bus Shelter Project
($45,879.94)	BALANCE - Planning, Architectural and Engineering Services for Tumon Bay Improvement
0.00	

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

GUAM VISITORS BUREAU RESOLUTION NO. 2018-002

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

RELATIVE TO HONORING MR. JUN HIYOSHI, PRESIDENT, LAM LAM TOURS & TRANSPORTATION, FOR HIS CONTRIBUTIONS TO THE GUAM TOURISM INDUSTRY AND PEOPLE OF GUAM

BE IT RESOLVED BY THE SETBISION BISITAN GUÅHAN

WHEREAS, Mr. Jun Hiyoshi's hard work and determination led to his appointment of President of Lam Lam Tours & Transportation in 2010; and

WHEREAS, Mr. Jun Hiyoshi, with his vast experience in the tourism industry has contributed to the promotion of Guam; and

WHEREAS, Mr. Jun Hiyoshi served as Vice Chairman of the Japan Club of Guam and Director of Education, Vice Chairman of the Japanese School of Guam, Secretary of the Japan Guam Travel Association, and Secretary of the Rotary Club of Tumon Bay; and

WHEREAS, Mr. Jun Hiyoshi created a longstanding relationship with the people and island of Guam, Japanese Government, U. S. Government, and Japanese Travel Agents, most notably for his contribution to Guam's tourism industry; and

WHEREAS, Mr. Jun Hiyoshi contributed to tourism education with Guam Community College on the job training, certifications for mechanics, bus drivers and tour guides together with Department of Labor and Agency of Human Resources, and advocated for off-island training so every employee could be given the tools of the trade to be successful; and

WHEREAS, Mr. Jun Hiyoshi's professionalism, commitment and contributions to the tourism industry locally and internationally have lasted for nearly 40 years; and

NOW THEREFORE BE IT

RESOLVED, that the Guam Visitors Bureau commends Mr. Hiyoshi for his valuable contributions to Guam's visitor industry and recognizes Mr. Hiyoshi for his commitment to improve and help make Guam a better place to live, work and visit; be it further

RESOLVED, that the Chairman of the Board certify to and the Secretary attest the adoption hereof and that copies of the same be thereafter transmitted to Mr. Jun Hiyoshi, the Speaker of the I Mina'Trentai Kuåttro na Liheslaturan Guåhan, and the Governor and Lieutenant Governor of Guam for promulgation.

DULY ADOPTED ON THE _____ DAY OF MARCH 2018.

MILTON MORINAGA
Chairman of the Board

IN WITNESS WHEREOF, I have hereunto subscribed my name and affixed the seal of the said Corporation this _____ day of March 2018.

THERESA C. ARRIOLA
Secretary of the Board

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

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

GUAM VISITORS BUREAU RESOLUTION NO. 2018-001

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

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

BE IT RESOLVED BY THE SETBISION BISITAN GUÅHAN

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 March ____, 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 ADOPTED ON THE ____ DAY OF MARCH 2018.

MILTON MORINAGA
Chairman of the Board

IN WITNESS WHEREOFF, I have hereunto subscribed my name and affixed the seal of the said Corporation this _____ day of March 2018.

THERESA C. ARRIOLA
Secretary of the Board

MINUTES OF THE GREATER CHINA MARKETING COMMITTEE MEETING
Mainland China | Taiwan | Hong Kong
Friday, March 2, 2018 | 8:30AM, GVB MAIN CONFERENCE ROOM

GCMC MEMBERS IN ATTENDANCE: Samuel Shinohara, Joann Camacho, Charlene Chen, Echo Man, Mitsue Nakamura, Katsutoshi Kabasawa, Eilis Baldevia

GCMC PROXIES: Kamohara Kiyoko (Lam Lam Tours & Transportation)

GVB Head Office: Pilar Laguaña, Nadine Leon Guerrero, Elaine Pangelinan, Breeana Garrido

---

I. CALL TO ORDER
Chairman Samuel Shinohara called the meeting to order at 8:35AM.

III. Approval of Minutes
Motion made by Ms. Eilis Baldevia seconded by Ms. Charlene Chen to approve the GCMC minutes of January 12, 2018. Motion approved by acclamation.

IV. Report of the GCMC Chairman
Chairman Shinohara shared that the Chinese New Year Charter flights out of Dalian were successful and the tour agents expressed that the travelers enjoyed their visit to Guam. United Airlines (UA) is exiting from Shanghai beginning on March 22nd. UA will continue to work aggressively towards charter flights out of Hong Kong. The current direct UA flights from Hong Kong to Guam are a large component in Mainland China. Additionally, China visitor arrivals is forecasted to decline through the years but Guam will be able to capture visitors through charters or connecting traffic via other carriers.

Chairman Shinohara also shared on-island expenditures as of the first quarter of FY2018, which was provided by GVB's Research department. Data is as follows:

<u>China</u>	
On-Island:	$1,991.56
Per Day:	$468.6
Average Length of Stay:	4.25
<u>Taiwan</u>	
On-Island:	$1,038.17
Per Day:	$220.89
Average Length of Stay:	4.70

China and Taiwan bring valuable visitors to Guam and not enough money is spent marketing both markets. Furthermore, GVB's Research department is working on a new dashboard that will ensure data is provided in real time, is easily accessed and available.

V. Visitor Arrivals Update
Ms. Nadine Leon Guerrero shared the updated visitor arrival statistics for China, Taiwan and Hong Kong with the committee and noted that the decrease in visitor arrivals is due to the North Korea threat made in late 2017, the removal of Eva Airways and Hong Kong Express flights to Guam and that Chinese New Year was in January of 2017 versus February of 2018.

January 2018

January 1-31, 2018 **Total: 125,764 (-6.0%)**

% Market Mix	Origin	2017	2018	% to LY
0.9%	China	4,046	1,183	-70.8%
0.3%	Hong Kong	2,047	411	-79.9%
1.8%	Taiwan	3,850	2,257	-41.4%
32.7%	Japan	56,791	41,161	-27.5%
54.6%	Korea	56,333	68,707	22.0%
4.8%	US/Hawaii	5,762	6,072	5.4%
0.8%	Philippines	1,288	957	-22.1%

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

Note: January 2018 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to

October 2017 - January 2018 **Total: 501,275 (-4.5%)**

% Market Mix	Origin	2017	2018	% to LY
1.0%	China	9,433	5,248	-44.4%
0.5%	Hong Kong	5,546	2,471	-55.4%
1.6%	Taiwan	13,571	8,213	-39.5%
33.7%	Japan	238,380	168,954	-29.1%
51.0%	Korea	208,335	255,724	22.7%
4.9%	US/Hawaii	23,668	24,740	4.5%
1.5%	Philippines	8,250	7,290	-11.6%

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

Note: January 2018 Daily Arrivals reflect Civilian Air arrivals only

VI. Greater China Market Updates

a. China - Ms. Leon Guerrero presented updates for the China market.

i. Forecast

China Marketing News

GUAM

3 Month Airlift Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '18	Seat Data '17	% Change Seats
March	1180	1323	-10.8 %	3372	3726	-9.5%
April	932	1488	-37.4 %	2664	3726	-28.5%
May	1100	1614	-31.8 %	2664	3726	-28.5%

March

Shanghai UA : 6 flights this month=708
(B737-700)

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

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

April

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

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

May

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

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

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

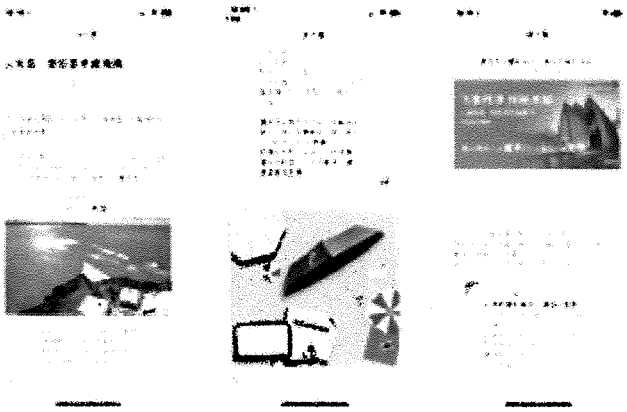


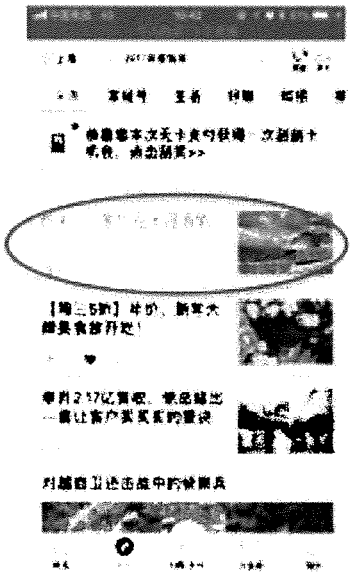
iii. Joint Promotion with CMB app & United Airlines
Ms. Leon Guerrero noted that traffic will now be pushed via UA Hong Kong.

China Marketing News

Joint Promotion with CMB 掌上生活App. & United Airlines

- Dates: Jan -Dec 2018
- The project is aiming to promote UA Business Class seats, targeting on CMB VIP credit card customers
- Total reach: over 1000,000 people
- Goal the sales of 2018: 100 business class pax.



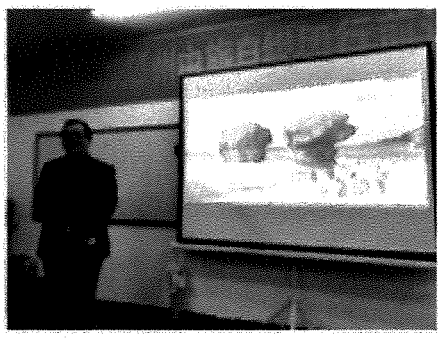


iv. TTWG Annual Strategy Meeting in Yangzhou

China Marketing News

TTWG annual strategy meeting in Yangzhou

- Dates: Jan 17-19, 2018
- GVB China attended USCS TTWG (Travel trade working group) annual strategy meeting in Yangzhou
- The meeting is aiming to set 2018 US destinations goals and strategy in China market
- Training seminar for Yangzhou CTS , afternoon talking with representatives from main agents Yangzhou



GVB China Shanghai manager in training seminar



GVB China Shanghai manager interviewed by local TV

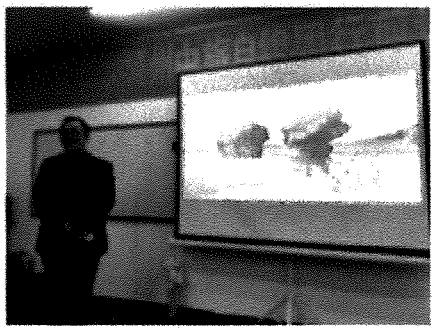
v. HKCTS Branch Store Opening Ceremony

China Marketing News

GUAM

TTWG annual strategy meeting in Yangzhou

- Dates Jan 17-19, 2018
- GVB China attended USCS TTWG (Travel trade working group) annual strategy meeting in Yangzhou
- The meeting is aiming to set 2018 US destinations goals and strategy in China market
- Training seminar for Yangzhou CTS , afternoon talking with representatives from main agents Yangzhou



GVB China Shanghai manager in training seminar



GVB China Shanghai manager interviewed by local TV

vi. GIAA Meeting with Juneyao Airlines, Xiamen Airlines, Donghai Airlines and Shenzhen Airport

China Marketing News

GUAM

GIAA Meeting with Juneyao Airlines, Xiamen Airlines, Donghai Airlines & Shenzhen airport from February 6-8, 2018

GVB delegation gave a presentation about Guam as an island paradise and GVB support for promotion of new direct flights, including trade coops with TOs, consumer marketing campaigns and PR& social media campaign.



Guam presentation at Juneyao airlines



Group photo at Juneyao airlines

China Marketing News



GVB Chairman & GIAA Chairman presented the Guam seal to Mr. Hong Yongjin of Xiamen Air Travel



Presentation at Xiamen airlines



GVB Chairman and GIAA Chairman presented the Guam seal to Mr. Shu Xiaobin of Donghai Airlines



Presentation at Donghai airlines

BOD Chairman Milton Morinaga and Nadine Leon Guerrero met with three airlines and Shenzhen airport in early February. Ms. Leon Guerrero shared that feedback from the airlines was positive. However, new business is not expected anytime soon as neither of the airlines has the requirements needed to fly into the U.S. at this time.

vii. United Airlines Pull Out from Shanghai

China Market Updates

United Airlines Pulling Out from Shanghai

- **Date of announcement to China market: January 29th**
- **Last flight PVG-GUM: March 22nd**

- **Actions of GVB China:**
  Suspend trade coops with United wholesalers, assist them with damage control, maintain our cooperative relations and their confidence in selling Guam

- **Forward focus:**

1. **Attract Chinese carriers to operate direct flights (GIAA China mission in Shanghai, Xiamen and Shenzhen, in Feb.5-8);**
2. **Initiate trade coops with KE agents in Northern and Eastern China;**
3. **Continue trade coops with United HK agents;**
4. **Launch consumers campaign to strengthen Guam attractiveness among more FITs;**
5. **Seek charter opportunities.**

b. Taiwan – Ms. Elaine Pangelinan shared updates for the Taiwan market.

i. 3 month Review

Taiwan Marketing News

GUAM

3 Month Review

Month	Forecast Pax	Actual Seats provided by GVB	Number of Passengers from Taiwan Ministry of Transportation & Communications	Total Seat Capacity from Taiwan Ministry of Transportation & Communications
December '17	1,674	2,097	2,372	2,850
January '18	1,814	2,257	2,503	2,850
February '18	2,228	N/A	N/A	N/A

ii. Forecast

Taiwan Marketing News

GUAM

3 Month Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '18	Seat Data '17	% Change Seats
March	2,062	3,693	-44.1%	2,945	6,155	-52.2%
April	2,278	3,385	-32.7%	3,255	6,155	-47.1%
May	2,387	3,682	-35.2%	3,410	5,845	-41.7%

Flights

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

April
Taipei
- **China Airlines** : 5 per week = 3,255 (B737-800,738)
- 21 flights * 155 seats = 3,255

Total 3,255

May
Taipei
- **China Airlines** : 5 per week = 3,410 (B737-800,738)
- 22 flights * 155 seats = 3,410

Total 3,410

iii. Social Media Campaigns

Taiwan Marketing News

GUAM

Social Media Campaign

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
- March's theme is "Spring" and will be launched on Facebook on 3/1

Valentine's Day Campaign

- Encouraged lovers or besties to include Guam in their travel plan
- Achieved "194 likes, 156 comments, 76 shares" without advertisement

SGeF Campaign

- Second SGeF promotional campaign was launched on FB & IG



iv. MICE Groups

Taiwan Marketing News

GUAM

MICE Groups

Group	Date	Number of People
Biomedical Company	Jan. 5	36
Construction Company	Jan. 20	40
ShengYang Internet	Jan. 31	114
AIA	Feb. 10-15	110
Biomedical Company	Feb. 20	40
News Image Asia	Mar. 9 & 10	220
Luck Cat Micro-enterprise System Co. Ltd.	Mar. 27	110
Total PAX		670

v. TCEA 2018 Spring Gathering Event – March 16, 2018

Taiwan Marketing News

GUAM

TCEA 2018 Spring Gathering Event

- Taiwan Convention & Exhibition Association (TCEA) invited GVB to join their Spring Gathering Event with about 300 professionals attending
- TCEA offered one free booth for GVB in the MICE forum in the afternoon of the event
- Will tap on the free booth opportunity at the TCEA MICE forum and attend the gala dinner to reach and engage with MICE industry leaders and professionals

中華國際會議展覽協會
Taiwan Convention & Exhibition Association

vi. 2018 United Guam Marathon KOL

Taiwan Marketing News

GUAM

United Guam Marathon

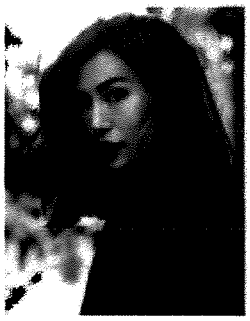
- Invite SM KOL with sporty image to experience Guam & run UGM and generate SOV from leveraging their popularity and SM platform
- Arrange media fam trip to not only experience UGM, but also report attractive Guam activities.
- Fam Tour scheduled for April 7-11, 2018

Molly Chiang

351,143 followers

455,000 followers

Taiwanese fashion and digital influencer with global popularity





vii. 2018 Taipei Tourism Expo

Taiwan Marketing News

2018 Taipei Tourism Expo

- TTE is scheduled for May 4-7, 2018
- TTE is the largest tourism event of the first half of the year
- GVB will join the Micronesian Pavilion together with MVA and Palau
- GVB will invest in 3 booths and may arrange Chamorro singers
- Developing a collaborative marketing plan with MVA and Palau to promote TTE packages



viii. China Airlines Sunday Flight Promotions
1. Eslite In-Store Advertisement

Taiwan Marketing News

CI Sunday Flight Promotion

Eslite In-Store Advertisement

- Leverage the high-yield customers of Eslite, advertising CI's new Sunday flight in popular high-end chain stores, in order to maximize the exposure among TA and potential consumers.
- Only invest 2 TPE-GUM flight tickets in exchange for elevator, TV ADs, and catalogue flyer advertisements for one month



2. Bestie Day Co-op

Taiwan Marketing News

GUAM

CI Sunday Flight Promotion

Bestie Day

- Aim at attract young urban female cluster to visit Guam and boost arrival in the low season before summer vacation
- Position Guam as the first choice when it comes to travelling with friends
- Collaborate with travel agencies to plan appealing Guam "Bestie Day" products
- Embed "Bestie Day" route into celebrity's photo album through co-op and can also leverage popularity



3. Celebrity Photo Album Co-op

Taiwan Marketing News

GUAM

CI Sunday Flight Promotion

Celebrity Photo Album Co-op

- Taiwan's popular celebrity Cai Huang Ru is turning 30 this year and plans to produce a photo album to celebrate
- Invite her to shoot in Guam and leverage her album promotional activities for more exposures



Cai Huang Ru

1,724,676 followers

25,570 followers

109,008 followers

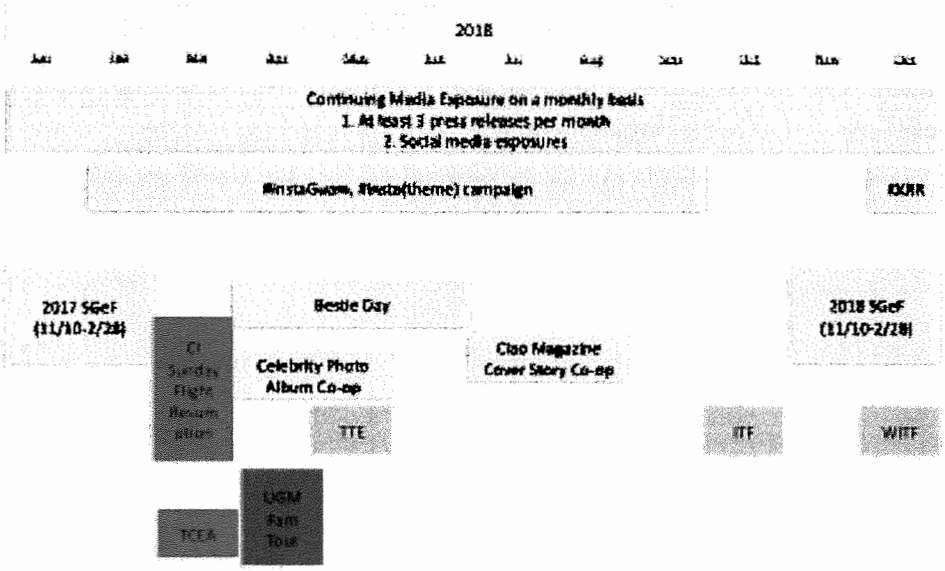
Taiwanese hostess, singer and actress

ix. PR Calendar

Taiwan Marketing News

GUAM

PR Calendar



c. Hong Kong – Ms. Elaine Pangelinan shared updates for the Hong Kong market.

i. Forecast

Hong Kong Marketing News

GUAM

3 Month Visitor Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '17	Seat Data '16	% Change Seats
Mar	731	1924	-62%	2822	4442	-36.5%
Apr	718	2052	-65%	2822	4442	-36.5%
May	640	1679	-62%	2822	4442	-36.5%

Air Capacity HKG - GUM					
Feb		Mar		Apr	
Airline	United	Airline	United	Airline	United
Aircraft	Boeing 737-800	Aircraft	Boeing 737-800	Aircraft	Boeing 737-800
Seats	2822 (4 flights per week)	Seats	2822 (4 flights per week)	Seats	2822 (4 flights per week)

ii. 2018 United Guam Marathon Co-op

Hong Kong Marketing News

Co-op Promotion for United Guam Marathon 2018

Promo Period:	starting from Jan 2018
Format:	Travel agents will promote UGMthrough their social media platform &print Ad.
Registration target :	160 pax
Registered participants:	70 pax (till end of Feb 2018)
Cost:	US$6,500





Ms. Charlene Chen (Pacific Star Resort & Spa) confirmed that there are 48 pax registered for UGM from Hong Kong. Chairman Shinohara added that between the end of October and the month of November, international registrations significantly decreased due to flight schedules and the North Korea threat made late last year.

iii. Internship Program at Pacific Star

Hong Kong Marketing News

GUAM

Internship Program at Pacific Star

Promo Period: Summer 2018

Format: GVBHK is lining up the Internship Program between PATA Youth Chapter Hong Kong and Pacific Star, Guam.

Training will include rotation through three departments:

1. Front Office (front desk, telephone operator, bell service, Executive Lounge)
2. Restaurants (buffet restaurant, fine dining steakhouse)/
3. Housekeeping (includes Fitness Center, Pool and Beach area, and Spa)



Ms. Pilar Laguaña instructed to seek assistance from Mr. Mark Manglona, Marketing Manager for North America and Pacific markets to conduct a product presentation on behalf of the PATA Micronesia Chapter. It is also recommended that the interns participate at the PATA Micronesia Chapter booth during GMIF as the dates are in line.

VII. Announcements

a. The next Greater China Marketing Committee Meeting is scheduled for Friday, April 13, 2018 at 11:00AM in the GVB Main Conference Room.
b. Biba Mes Chamoru!

VIII. Other News

Ms. Laguaña recommended to Research Committee Chairman Shinohara that the Research department designate one staff to attend all Marketing committee meetings in the event there are inquiries from members.

Furthermore, Ms. Laguaña thanked all the members whose businesses participated in the 2017 Shop Guam e-Festival (SGeF), which concluded its 6th year on February 28th. SGeF has been recognized internationally and GVB looks forward to next year's campaign. Ms. Laguaña added that all GVB members take advantage of the Trip Advisor platform and engage in a more timely manner as the reviews greatly affect a travelers decision to visit Guam or not.

IX. Adjournment

Ms. Charlene Chen made a motion to adjourn the meeting at 9:24am seconded by Ms. Eilis Baldevia. 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

JAPAN MARKETING COMMITTEE MEETING – Tuesday, February 13, 2018

JMC MEMBERS PRESENT: Bill Nault, Satoru Murata, Daisuke Tsuchiya, Toshio Akigami, Kiyoshi Kawano, Terry Debold, Monte Mesa

OFF-ISLAND: Tak Takano

ABSENT: Milton Morinaga, Mike Lee, Norio Nakajima

OBSERVERS/GUESTS PRESENT: Mari Oshima, Koji Nagano, Akiko Futakami, Kazu Atsuta, Shizuyo Okabe, Miwa Bravo, Mai Perez, Suzanne Perez, Kenji Sekine, Yoshihisa Otani, Kyoichi Aoki Yoshiaki Kanemitsu, Masayo Ibay, Eilis Baldevia, Asher Goldenberg, Osamu Takahashi, Yoshinori Oshita,

ABSENT: George Johnson, Yusuke Imazu, Mitsunori Takahashi, Simon Odoca, Mark Anderson, Akihiro Tani, Ayisha McKinnon, Kazunori Hotta, Dave Duenas, Sachiyo Tanimoto, Bonnie Alig, Tomoyuki Goto, Kimi Passeur, Katsuhiko Yoshida, Akihiko Gondo,

GVB: Jon Nathan Denight, June Sugawara, Karida Brennan

ADK: Koichi Hoshino, Yukie Okutsu

PHONE: Hiroshi Kaneko

CALL TO ORDER

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

APPROVAL OF MINUTES

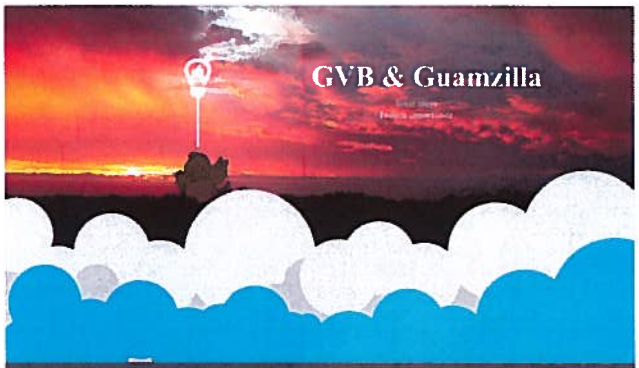
Motion made by Mr. Murata and seconded by Mr. Akigami to approve the minutes of January 16, 2018. Minutes approved.

REPORT OF CHAIRMAN

Chairman Nault reported that last month, along with Chairman Morinaga, President Denight, and Mr. Borja, he met with JTB World Vacations, Vanilla Airlines, Japan Airlines, and the US Embassy in Japan. JAL is happy with the outcome of their decision to add an additional flight to Guam beginning in March. The team also had a teleconference meeting with United Airlines when they returned to discuss price structure and pricing for our competitors. Management will continue to follow up with UA on these issues. During the meeting with the US Embassy, management was updated on the preclearance program out of Narita. Through this program, travelers will be able to clear immigration quicker, creating a smoother transition through Guam's airport. The Embassy has asked for GVB's support in reaching out to local contacts such as GIAA and the local Government. This program will require another year's time to implement but we will continue to work closely with the Embassy and the necessary agencies on this. The team also met with Vanilla Air as they continue to show interest in servicing Guam. VA informed GVB that not all aircrafts require ETOPS which could be an opportunity to garner more seats. JTB is aware of the cancellations and seat reductions and informed the team that they will work with Tway to continue charter flights to help cover the loss of seats. Chairman Nault also reported that we have started a promotion in Fukuoka to capture attention of those in train stations and it has been off to a great start. The AKB concert and United Airlines Guam Marathon are scheduled for April. Chairman Nault advised the committee and observers that if they have any ideas for the Japan market, they can always share them with the GVB Japan team. A meeting has been scheduled with GIMCA to determine how we can capture media and talent that visit Guam. We have lost some school trips but we are working on a plan to recover them. Last week,

Chairman Nault gave a welcome speech for Osaka Senyo High School and he brought Guamzilla along as a special guest. The school had a positive reaction to Guamzilla and he invited the team to the meeting for a formal introduction. He then gave the floor to the Guamzilla team.

- Guamzilla Introduction
  - Business is one year old
  - Two pillars of Guamzilla: business and nature
  - Products are sold at about 20 different locations
  - Guam and tourists embrace Guamzilla
  - Guamzilla is a way to attack Japan market in a way we haven't yet (i.e., school visits in Japan, educate on environment, Japanese mascot competitions)
  - Proposal: co-brand













New Products



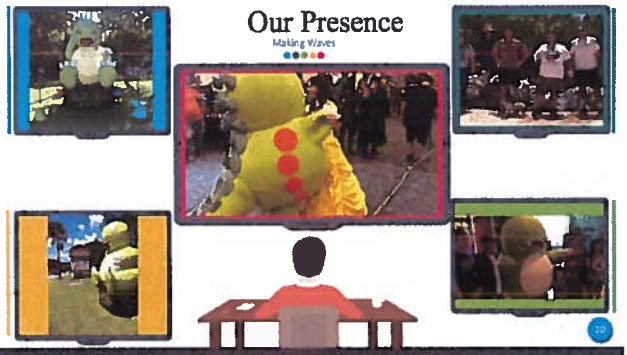
LINE App & facebook



Commercial Advertising



Our Presence

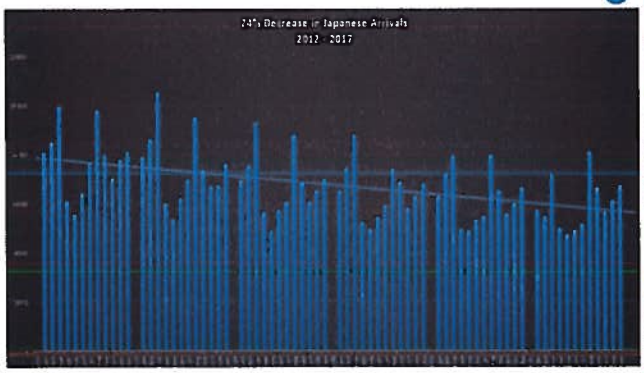


Our Presence



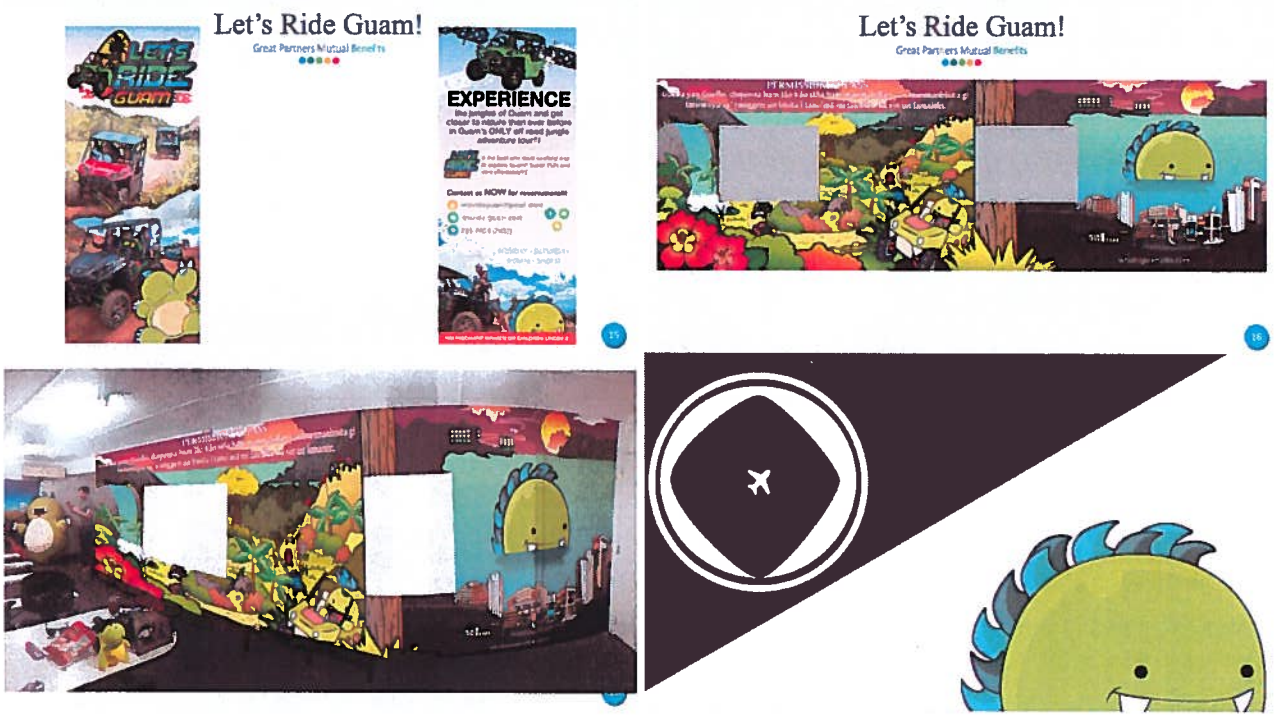
The Problem
And
The Opportunity





Our Proposal





REPORT OF MANAGEMENT

Report by Mr. Kaneko and Mr. Denight:

- Statistics
- Hotel Occupancy Rate
- Average Daily Rate
- Three Month Forecast
- Air Service Development
- Japan Market Update
- Kanto Update
- Chubu Update
- Kyushu Update
- PR & Marketing
- Homepage & SNS
- Upcoming Events

GUAM

Japan Marketing Committee
February 13, 2018

December 2017

December 1-31, 2017 **Total: 138,318(-1.4%)**

% Market Mix	Origin	2016	2017	% to LY
35.4%	Japan	65,852	48,925	-25.7%
50.4%	Korea	55,158	69,654	26.3%
1.2%	China	1,644	1,624	-1.2%
0.5%	Hong Kong	2,179	753	-65.4%
1.5%	Taiwan	2,977	2,097	-29.6%
5.3%	US/Hawaii	5,685	7,279	28.4%
1.5%	Philippines	2,123	2,111	-0.6%

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

Calendar Year to Date 2017

January-December 31, 2017 **Total: 1,541,962(+0.6%)**

% Market Mix	Origin	2016	2017	% to LY
40.2%	Japan	745,203	620,349	-16.8%
44.4%	Korea	544,905	684,465	25.6%
1.4%	China	26,991	21,867	-19.0%
0.9%	Hong Kong	9,376	14,614	55.9%
2.1%	Taiwan	42,229	32,505	-23.0%
5.0%	US/Hawaii	76,045	76,576	0.7%
1.2%	Philippines	21,680	19,129	-11.8%

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

Fiscal Year to Date 2018

October-December 31, 2017 **Total: 373,483(-3.6%)**

% Market Mix	Origin	2017	2018	% to LY
34.2%	Japan	181,112	127,595	-29.5%
50.1%	Korea	151,950	187,039	23.1%
1.1%	China	5,365	4,076	-24.0%
0.6%	Hong Kong	3,498	2,060	41.1%
1.6%	Taiwan	9,721	5,956	-38.7%
4.9%	US/Hawaii	16,245	18,186	11.8%
1.7%	Philippines	7,023	6,333	-9.8%

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

Hotel Occupancy Rate (2017)

Month	2017 (%)	2016 (%)	% Change
January	87.2	79.6	+9.5
February	91.3	88.2	+3.6
March	88.0	76.9	+14.5
April	84.2	74.8	+12.5
May	80.3	78.6	+2.1
June	83.7	81.5	+2.7
July	85.4	83.4	+2.4
August	88.5	90.9	-2.6
September	80.0	90.2	-11.3
October	71.7	80.8	-11.3
November	82.7	86.4	-4.3
Percent Change From YTD 2016	83.9	82.8	+1.3

Average Daily Rate (2017)

Month	2017 ($)	2016 ($)	% Change
January	231.60	214.01	+8.2
February	218.63	216.43	+1.0
March	199.87	191.52	+4.4
April	191.45	180.39	+6.1
May	203.76	189.21	+7.7
June	183.65	177.85	+3.3
July	202.21	197.74	+2.3
August	234.58	225.41	+4.1
September	187.23	197.79	-5.3
October	197.27	182.45	+8.1
November	185.95	182.43	+1.9
Percent Change From YTD 2016	203.88	196.41	+3.8

3 Month Forecast

(as of 13Feb. 2018)

Month	Forecast	LY Arrival	% Arrival	2018 Seats	2017 Seats	% Capacity
February	47,000	54,356	-13.53%	54,990	64,712	-15.02%
March	51,000	71,384	-28.56%	71,574	82,444	-13.18%
April	42,000	49,834	15.72%	53,618	70,962	-24.44%

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

February 2018
Narita
UA: 21 flights per week (6,258)
JL: 7 flights per week (1,393)
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 (6,258)
JL: 7 flights per week (1,393)
double daily start from 25Mar (25-31Mar.18)
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)

April 2018
Narita
UA: 21 flights per week (3,486)
JL: 14 flights per week (2,786)
Nagoya
UA: 7 flights per week (1,162)
Kansai
UA: 7 flights per week (1,162)
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:

February
Narita : 28 flights (5,264)

March
Narita : 12 flights (2,256)
Nagoya : 16 flights (3,008)
Kansai : 19 flights (3,591)

April
Nagoya : 1 flight (188)
Kansai : 2 flights (378)

G/Total : 78 flights, (14,685 seats)

Air Service Development

(as of 13Feb. 2018)

1. Charter Plan 2018

- GW charter flights are planning to fly from Narita, Nagoya and Fukuoka.
- Long-term charter program for the coming summer and autumn period and more than 100 flight will fly from major ports in Japan.

2. Regular operation

- Keep discussing with Japanese carriers including LCCs and foreign carriers.
- Aggressively approach full service carrires.

3. South Korea National Carriers

- Korean-registered airlines are still approaching MOLIT to acquire the beyond rights from Japan to third country.
- Several Korean national carriers are on the table.

Confidential and subject to change

Air Service Development

(as of 13Feb. 2018)

Golden Week Charter Information

8 charter flights will operate during Golden Week period (28Apr - 06May).

Airline	Dep. port	Dep Date	Return Date	Aircraft	Capacity
JEJU Air	Nagoya	02-May-18	06-May-18	B737-800	189
T'way	Nagoya	01-May-18	04-May-18	B737-800	188
T'way	Nagoya	02-May-18	05-May-18	B737-800	188
T'way	Nagoya	03-May-18	06-May-18	B737-800	188
Jin Air	Fukuoka	03-May-18	06-May-18	B777-200	390
Korean Air	Narita	02-May-18	06-May-18	B777-200	246
Korean Air	Kansai	02-May-18	06-May-18	B737-800	138
Korean Air	Komatsu	03-May-18	06-May-18	B737-800	138

Summary by port :

- Narita : 246 seats
- Nagoya : 753 seats
- Fukuoka : 390 seats
- Kansai : 138 seats
- Komatsu : 138 seats
- Total : 1,665 seats





Japan Market Update

(as of 13Feb. 2017)

Capacity Forecast in 2018

Data Source : Diio Mi & other MI

Total : about 610,000 seats.
about 3,500 flights.
Schedule : 570,000 seats
3,300 flights
Charter : 40,000
210 flights
vv. 2017 : -30% (-255,000 seats)



Total : about 810,000 seats.
about 3,900 flights.
Schedule : 771,000 seats
3,700 flights
Charter : 38,000 seats
200 flights
vv. 2017 : -7.2% (-62,000 seats)



Confidential and subject to change

Japan Market Update

(as of 13Feb, 2018)

- **Japanese smart phone user.**
  The survey on the relation between smart phone and travel find that,
  - a Japanese traveler uses smart phone in traveling for 1.9 hours a day on average.
  - 78% of Japanese travelers choose smart phone as what they want to bring for travel.
  - uses for choosing activities more easily and travel more actively (54%).
  - uses for finding interesting spots in traveling (27%).
- **Japanese overseas travelers in 2017.**
  The number of Japanese overseas travelers was up 4.5% year on year and finally reaching 17,889,300 in 2017. The outbound travel market saw recovery in two years in row.
- **Tiger Air Taiwan Program charter to/from Ibaraki Airport (7 months)**
  Tiger Air Taiwan operates two weekly charter flights between Ibaraki and Taipei (Taoyuan) during the summer schedule period, March 25 to October 27. Ibaraki prefectural governor Kazuhiko Oigawa expect that it will lead to the stable visitors from Taiwan and even the regular flight.
  - Operate on Monday & Thursday.
  - Aircraft A320, 180 seats per flight
  - Total 11,160 seats (62 times)
- **ANA Holding Medium-term Strategy.**
  ANA Group announced on 1 Feb their medium-term management strategy for 2018-2022.
  - Approximately 150% in the ANA International flight business.
  - about 200% in Peach & Vanilla, LCC business. (expand medium-range route)

Japan Market Update

(as of 13Feb. 2018)

- **T'way & TRAVELKO**
  Travel comparison website "TRAVELKO" has recently started collaborating directly with T'way Airlines with overseas airline ticket comparison service. This service made it possible to search T'way air tickets of various sites all at once, from travel agencies such as JTB, HIS, DeNA to official T'way website, Expedia and Skyscanner.
- **Air Asia X**
  Indonesia AirAsia X will start daily operation from Narita to Jakarta starting from May 2. In response to the growing demand for trip to Japan from Indonesia, it is the first time for LCC to launch service for this sector.
  - Aircraft A330-300. Total of 377 seats (12C/365Y)
- **Vanilla Air**
  LCC Vanilla Air announced January 31 that the company plans to enter Fukuoka to Taipei from the summer schedule of 2018. Currently, Vanilla operates six round trips in total from Narita, Kansai and Naha to Taipei a day and expect both Japanese outbound and inbound travelers from Taiwan.
- **United Flight Reduction**
  United has decided to carry out suspension or reduction of flights between Japan and Guam starting from summer schedule period.
  - Sendai : suspension.
  - Nagoya & Kansai : Suspension of Night departure flight.
  - Narita : aircraft downgrade for all three.

Japan Market Update

(as of 13Feb. 2018)

- **Event Schedule (Feb - June.18)**
  - Kita-Nagoya : Asia Pacific Festival (10Feb.18, Kita Nagoya city)
  - Rotary Club 2750 district Conference (26-27Feb.18, Tokyo)
  - Kita-Nagoya : English Study Tour (25Mar.18 - , Guam)
  - Sado Toki Marathon (21-22Apr.18, Sado island, Niigata)
  - AKB concert (21Apr.18, Guam)
  - Toyohiragawa Marathon (4-6May.18, Sapporo)
  - KIX Travel Fair (19-20May.18, Osaka)
  - Ehime Travel Fair (23-24Jun.18 Takamatsu)
- **School Visit**
  - Planning to visit Osaka & Tokyo in May.18.
- **FAM (plan)**
  - Hafa Adai Study Tour (05-08Jul.18)
  - JGTA & JGTC meeting in Guam (04Jul.18)
- **In-house Seminar**
  - March: Nagoya, Hokuriku (planning)
  - August: Tokyo, HIS & JTB (planning)



Kanto

(as of 13Feb. 2018)

HIS:

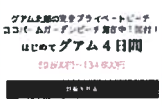
Tabijo Tour

- Exclusive tour (HIS x United x GVB)
- The tour has been on sales in January 31st.
- Produced by HIS Tabijo Instagrammer.
- The tour includes the followings
  - Free Wifi in Guam.
  - Free transportation to hotel.
  - Free LeaLea trolley
  - Free one-day trip to Coco Palm garden.
  - Free UA lounge access at Narita.
- Sales period : January - March 2018.
- Travel period : January - June 2018.
- Price : ¥ 59,800 -









Kanto

(as of 13Feb. 2018)

JAL meeting :

- The meeting with JAL on Mr. Yonezawa, Executive officer on Jan 26.
- Web promotion and Guam page.
- Dedicate brochure to sell JAL Guam.
- Retail shop campaign.
- Enhance JAL exposure on some major magazine.
- In-flight entertainment

JAPAN AIRLINES



Japan Market Update

(as of 13Feb. 2018)

AKB Concert Tour :

- JTB official tour has been on sales on February 6th .
- JGTC tours are planning to be marketed around February 17th.
- JALPAK, HIS, KNT, TOBU Top, Rakuten travel etc. will join tour sales.
- Tour includes transportation hotel to the concert venue v.s.
- Targeting 1,200 guest.





Kanto

(as of 13Feb. 2018)

Rakuten x GVB Sales Campaign:

- Sales period : mid Mar.18 -
- Travel Period : Apr - Jun.18
- Product : web
- Target : 110% v.v. LY



JTB meeting:

- The meeting with JTB on January 25th.
- Mr. Ikuta, President join meeting and dinner.
- Focus points : UN & JAL sales growth, Charter business.
- Target : 103% vv LY

KNT x GVB Sales Campaign:

- Sales period : Mar - May.18
- Travel period : Apr - Jun.18
- Product : Brochure & web.
- Target : 100% vv. LY



Chubu

(as of 13Feb. 2018)

Event in Chubu:

- Travel Fair in Kitanagoya city on February 10th .
- Travel Fair in Nagoya on March 17th - 18th



Market update:

- Guam Campaign at JTB Tokai and other retail shops in Chubu and Hokuriku area for especially spring Tway charter.
- Group tour moves slowly back to normal.
- Increasing number of inquiries.
- One of big group coming from middle of February.
- Total number is approximately 750pax.
- Fly from Nagoya mainly and also Narita, Kansai and Fukuoka.
- All visitors have ESTA, according to land operator, so already shared this information with airport staff to ensure a smooth entry through CBP.



Kyushu

(as of 13Feb. 2018)

Promotion in Fukuoka:

Joint Guam Promotion with JTB / HIS / NTA / KNT / Nishitetsu Travel / UA

		Time	Hand out Guam bag at:
2/9 (FRI)	①	8 30~9 30	Nishitetsu Tenjin station
	②	12 30~13 30	KNT Tenjin branch
	③	14 30~15 30	JR Hakata station
	④	16 30~17 30	Nishitetsu Tenjin station
2/10 (SAT)	⑤	12 00~13 00	JTB Tenjin branch
	⑥	13 30~14 30	HIS Parco branch

Nishitetsu Travel just started to sell "InstaGuam" Tour from Feb 1.





PR & Marketing -Latest Exposures

(as of 13Feb. 2018)

Nationwide Cable TV: Shima Run (Island Run) - Non MEGA FAM
Station: CS GAORA
Theme: Jog around Tumon Area, introducing UGM and Shop Guam e-Festival
When: Jan 29, (re-run) Feb 11, Feb18, Feb 20: for 30 minutes
GVB/J tie-in exposure



PR & Marketing -Latest Exposures
Green=MEGA FAM exposures

(as of 13Feb. 2018)

Web: LIW (by HIS Tabijo)
Theme: #instaGuam and Best Beaches on Guam
Updated: Jan 15



Chubu Area TV: Doyo na Monde!
Station: Aichi TV
Theme: Let's use Shop Guam APP!
When: 11am-, Jan 13



Web: Retrip
Theme: #instaGuam
View: 44,065
Bookmark: 558
Updated: Jan 22



Web: Verita
Theme: Walk & Eat Guam
Updated: Jan 22



Magazine: Clun Harley
Publisher: E! Publishing
Theme: Touring around Guam
Published: Jan 14

Magazine: yoga journal
Publisher: 7 & I Publishing
Theme: Enjoy Run & Yoga on Guam
Published: Jan 20

Magazine: GENIC
Publisher: Mitsubachi Works
Theme: #InstaGuam
Published: Jan 20

Homepage & SNS

(as of 13Feb. 2018)

GVB Website December 2017
User Total 55,668 Page View Total 144,582

TOP3 pages
1 Immigration To Guam 2 Question 3 Money

GVB SNS Fans
Facebook Total 17,932 (302 up)
Twitter Total 5,029 (406 up)
Instagram Total 11,797 (1,360 up)



GVB Facebook TOP3 posts

1 Instaguam 2018 Campaign
JAN 22
Reach 44,924



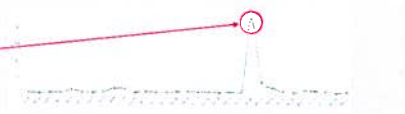
2 ED card I-94 & I-736
JAN 24
Reach 11,045

3 HIS Tabijyo
JAN 16
Reach 10,658



Twitter HOT word

JAN 22
Instaguam 2018 Campaign start



Event Information:

(as of 13Feb. 2018)

SPORTEC 2018:

Period :25 - 27Jul.
Venue : Tokyo Big Sight
Promote Guam Sports Tourism
B2B event

日本最大のスポーツ・健康産業総合展示会
SPORTEC 2018

TOURISM EXPO JAPAN 2018:

Period : 20 - 23Sep.

20Sep : Reception & B2B meeting.
21Sep : Leaders Forum & B2B meeting.
22Sep : Consumer day
23Sep : Consumer day
Guam booth : Guam café with Chamorro Music & Dance

ツーリズム EXPO ジャパン

GUAM

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

REPORT OF ADK

Report by Mr. Hoshino:

- FY18 Communication Plan
- PR/Promotion
- 2018 InstaGuam – January - September
- FY2018 Media Plan
- InstaGuam + AKB48
- Web Media Summary
- Transit Ad at Tenjin Station in Fukuoka
- AD/PR/Promotion

GUAM

JMC Meeting – FEB.

FY 18 Plan for Japan Market

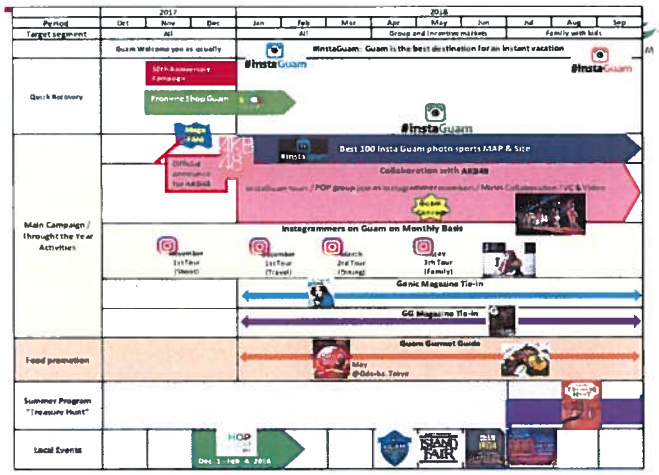
GUAM

FY18 Communication Plan

Feb. 13, 2018

ASATSU-DK INC.

ADK



ADK

GUAM

Current Status

ADK

PR : Past _ Jan.

- Magazine

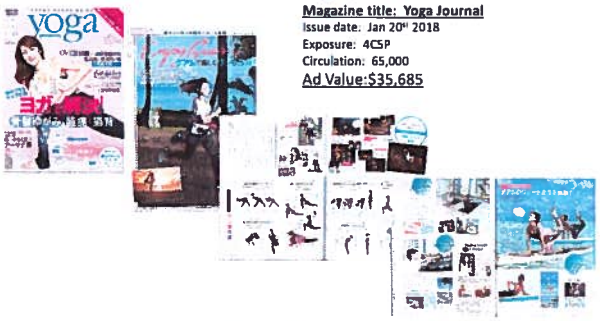


Publisher: Ei Publishing
Magazine title: Club Harley
Issue date: Jan 12th 2018
Exposure: 4C5P
Circulation: 120,000
Ad Value:$22,321.42

ADK

PR : Past _ Jan.

- Magazine



Publisher: Seven & I
Magazine title: Yoga Journal
Issue date: Jan 20th 2018
Exposure: 4C5P
Circulation: 65,000
Ad Value:$35,685

- AD Value: Magazine (2) $58,006.42

ADK

PR : Upcoming _ Mar. ~



TV Station: TBS (Nationwide)
Program title: Summer Resort
On Air Date & Times: Mar. (TBD)
Approx. No. of viewable households: 19,392,028
Audience rate: 5.7%
No. of expected viewers: 1,105,345 households
Exposure: 30 minutes in total
Ad Value: $4,484,997.36



TV Station: TBS (Nationwide)
Program title: King's Brunch
On Air Date & Times: Mid Feb. (TBD)
Approx. No. of viewable households: 34,987,536
Audience rate: 5.2%
No. of expected viewers : 1,819,455 households
Exposure: 15 minutes in total
Ad Value: $1,060,714.28

ADK

PR : Upcoming _ Mar., Apr. ~



TV Station BS Nittere
Program title: Pinko Izumi and IKKO's Pathway to Beauty
On Air Date & Times:
Between end of March- early April, 2018 (TBD)
Approx. No. of viewable households: 40,720,000
Exposure: Approx. 2 hours
Ad Value: $ 875,943.14



Publisher: Ei Publishing
Magazine title: Kurashi
Issue date: Mar. 20, 2018
Exposure: 4C8P
Circulation: 70,000
Ad Value: $ 960,278.44

- AD Value: TV(3) $6,421,654.78, MG(1) $960,278.44

ADK

PR : Upcoming _ Apr.

- **GENIC Special Booklet Production**

Media Category:	Photo and lifestyle
Circulation:	50,000
Target :	20s-30s active female
Issue date	Quarterly Issue / 20thof January, April, July, October
Ad Rate:	4C1P \800,000
Ad Value:	9.6 mil JPY (Color, 12 pages) (equivalent $84,225 at \113.98 rate)





- **Printing: 20,000 copies**

ADK

PR : Upcoming _ Apr.

- **Sample image of Booklet**

Rough table split for GENIC Guam Special Booklet

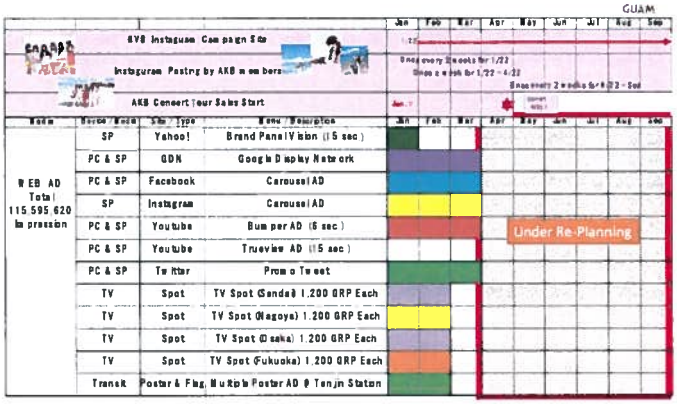


Contents (Plan)
P1-4 Theme Color Green
P5-6 Theme Color Blue
P7-8 Theme Color Pink
P9 Chamorro Culture related
P10 Map

ADK

2018 InstaGuam
Jan. – Sept. 2018

FY2018 Media Plan



AD: *InstaGuam + AKB48*

- 2018 Guam Treasure Hunting Promotion (July 1, - Oct. 7, 2018)

Banner Designs for TA' Brochure





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





AD: *InstaGuam + AKB48*

- **Web Banner**



Yahoo Bran Panel Vision



Twitter Promo



Carousel ad (Face book, Instagram)



Google Display Network

AD: *InstaGuam + AKB48*

- InstaGUAM Website
- http://japan.visitguam.jp/campain/2018/instaguam/



AD: *InstaGuam + AKB48 - Web Media Summary*

Device	Site	AD menu	Form	Period	Imp	Unit	Click	Viewing rate	CTR	CPM	CPC
SP	Yahoo!	SP Brand Panel Vision	15sec video	2 weeks (Jan.22nd～Feb.4th)	20,000,000	imp	6,000	14,600,000	0.03%	¥1,600	¥5,333
SP	Yahoo!	SP Brand Panel (Fee additional)	Still image	2 weeks (Jan.22nd～Feb.4th)	15,000,000	imp	75,000	-	0.50%	¥0.800	¥160
PC&SP	GDN	Google Display Network	Still image	2Month (Jan.-Feb.)	9,523,810	imp	28,571	-	0.30%	¥0.420	¥140
PC&SP	Facebook	Carousel AD Potential reach：9,200,000人	Still image	2Months (Jan.-Feb.)	3,076,923	imp	21,538	-	0.70%	¥1.300	¥186
SP	Instagram	CarouselAD Potential reach：9,300,000人	Still image	2Months (Jan.-Feb.)	2,857,143	imp	11,429	-	0.40%	¥1.400	¥350
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
Add Fans											
PC&SP	Twitter	Promotion tweet	Still image	2Months (Jan.-Feb.)	6,666,667	imp	13,333	-	0.20%	¥0.300	¥150
Total					¥77,124,543	imp	161,871				

ADK

AD: *InstaGuam + AKB48*

- InstaGuam Campaign Site – Traffic report as of Feb. 5, 2018 for 15 days

Number of visit: 296,857
Number of Unique user: 265,446
Number of Click to Travel Agent: 4,715

Number of visit from the web Media

SP Yahoo Brand panel (Still image)	147,206
SP Yahoo Brand panel (Movie)	13,937
GDN	67,795
Facebook	19,359
Twitter	12,146
YouTube Bumper	8,858
Instagram	6,309
Others (Bookmark etc.)	15,749

Number of GVB FB and Instagram followers

Instagram: 1,498 increased.
Total: 12,058

FB: 756 increased.
Total: 23,739

ADK

AD: *InstaGuam + AKB48*

- InstaGuam Campaign Site –

Number of click to each Travel agent for 15 days

Travel Agent	Main	By Port	By Port Total	Tokyo	Osaka	Sendai	Nagoya	Fukuoka	Main + Port Total
HIS	1,087		544	187	165	NA	115	77	1,631
JAL	575		130	46	46	NA	19	19	705
JTB	491		171	47	52	30	22	20	662
KNT	407		122	36	NA	NA	72	14	529
NipponTravel	338		71	20	30	NA	9	12	409
Rakuten Travel	278		40	40	NA	NA	NA	NA	318
Tobu Top Tours	273		18	18	NA	NA	NA	NA	291
Nishitetsu Travel	140		30	NA	NA	NA	NA	30	170

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 station Big tapestry& Twin sheets	14days	1/31～2/13	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 Information desk side Pol	14days	2/6～2/19	46,600	652,400
Total Exposure estimated			548,902	7,075,264

ADK

AD: *Transit AD @Tenjin Station In Fukuoka*

Period: Jan. 31 – Feb. 13, 2018

- AD Screen



ADK

AD: *Transit AD @Tenjin Station In Fukuoka*

Period: Feb. 6 – Feb. 19, 2018

- Large-scale tapestry & Twin Sheet



ADK

AD: *Transit AD @Tenjin Station In Fukuoka*

Period: Jan. 31 – Feb. 13, 2018

- Station Posters



ADK

AD: *Transit AD @Tenjin Station In Fukuoka*

Period: Jan. 31 – Feb. 13, 2018

- Pillar Poster (Central exit)



ADK

AD: *Transit AD @Tenjin Station In Fukuoka*

Period: Jan. 31 – Feb. 13, 2018

- Pillar Poster (Central exit)



ADK

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

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



ADK

REPORT OF SUBCOMMITTEES

Discussion / Comments:

OLD BUSINESS

Management is still waiting to hear from Docomo regarding free WiFi access for visitors. Chairman Nault and President Denight will follow up again and report back to the committee. Mr. Mesa recommended that until we confirm a carrier to provide the free WiFi access, GVB members who offer free WiFi at their facilities should promote that service through the GVB website and other means. Mr. Debold stated that this would be a Board of Directors decision and should not be specific to just JMC. Chairman Nault agreed that this should be done for all markets, but JMC is taking the lead on this project.

Mr. Mesa then touched on the Rotary Club District Conference in Tokyo. He thinks members need to start preparing for the 2019 conference that will be held on Guam. Over one thousand business people are confirmed to attend the conference and we need to start making plans to help enhance visitor experience. President Denight concurred and feels this is a great opportunity and we need to put our best foot forward.

NEW BUSINESS

Mr. Hoshino expressed his concerns about the long wait time and lack of signage at the airport. Although he has a working visa, after processing via the ESTA machine, he had to stand in the regular ESTA line with all other travelers. There should be two exit counters: one for those who can use the ESTA machine and one for the normal ESTA line, but there was no one to give directions and no signage directing people where to go. Chairman Nault and President Denight said they would look into the issue.

Mr. Mesa asked for an update on the Japan Director vacancy and the ad agency's key performance indicators. Regarding the Japan Director, President Denight reported that the team recently shared a report on the situation in Japan with the JMC chairs. Regarding the KPIs, he reported that management just completed an evaluation for the ad agency. Chairman Nault added that some of the information is confidential, but will be shared with the Board of Directors soon.

Mr. Takahashi reported that there are Christmas decorations still being displayed near Tumon Sands Plaza with Guam Visitors Bureau signage. He suggested having them taken down as soon as possible, as it is already February and it creates a bad image. President Denight said he would have the issue resolved.

Mr. Kawano touched on the Delta cancellations out of Saipan. He stated that Saipan is still trying to sell to the Japanese market and will likely use some of our seats from Narita to Guam to Saipan. He asked if management has plans to work with the Marianas Visitors Authority on this. President Denight shared that we have a joint board meeting at the end of February and he plans to work very closely with them moving forward.

ANNOUNCEMENTS

ADJOURNMENT

Moved by Mr. Murata seconded by Mr. Debold to adjourn the meeting at 3:09 PM. Motion approved.

Minutes prepared by: _____
Karida Brennan, Marketing Officer I

Minutes approved by: _____
June Sugawara, Marketing Officer II

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

KOREA MARKETING COMMITTEE MEETING MINUTES
11:00AM - Tuesday, February 13, 2018
GVB Main Conference Room

Members Present:	Members Absent:
Akihiro Tani – Fish Eye Marine Park Chris Yang – Westin Guam Daisuke Soto – Watabe Guam Inc. Esther Kim – Hyatt Regency Guam Gun Park – Dusit Thani Guam Resort Jae Hwan Jeon – Lotte Hotel Guam Jenny Hong – Outrigger Guam Resort Katsutoshi Kabasawa – Lam Lam Tours & Transport Keiko Hirao – Royal Orchid Guam Hotel Mark Anderson – Nissan Rent a Car Soohyun Lee – Tumon Aquarium LLC Stephen Gatewood – Alupang Beach Club Julia Kondo – Guam Plaza Hotel Tae Oh – Baldyga Group Terry Chung – T-Galleria	Ayisha Mckinnon – Red Door Productions Bonnie Kee – Anthology Research Jason "In Bum" Lee – Sheraton Laguna Guam Resort Jennifer McFerran – international Dining Concepts Jenny Cheon – Hotel Nikko Guam Visitors Bureau John Ko – Net Enterprises
Guests/Alternate Members:	**GVB Korea Office/GVB Chairs/Mgmt. /Staff Present:**
Kyoichi Aoki – Fish Eye Marine Park Olga Tonkikh – HIS Guam Inc. Kiyoko Kamohara – Lam Lam Tours & Transport Annie Joo- Baldyga Group Yuki Motoda – Guam Reef & Olive Spa Resort Youngmin Kim – Pacific Islands Club Ji Eun Kim – Pacific Islands Club Hiromi Matsuura – Holiday Resort Guam Seunghwan Joo – Lotte Hotel Guam Mike Soderquist – Guam Guam Consulting	Bart Jackson – KMC Chairman Brad Kloppenburg – KMC Vice-Chairman Pilar Laguana – Director of Global Marketing Nakisha Garrido – Marketing Coordinator

I. CALL TO ORDER

Chairman Bart Jackson called the meeting to order at 11:04AM.

II. MINUTES OF THE LAST MEETING

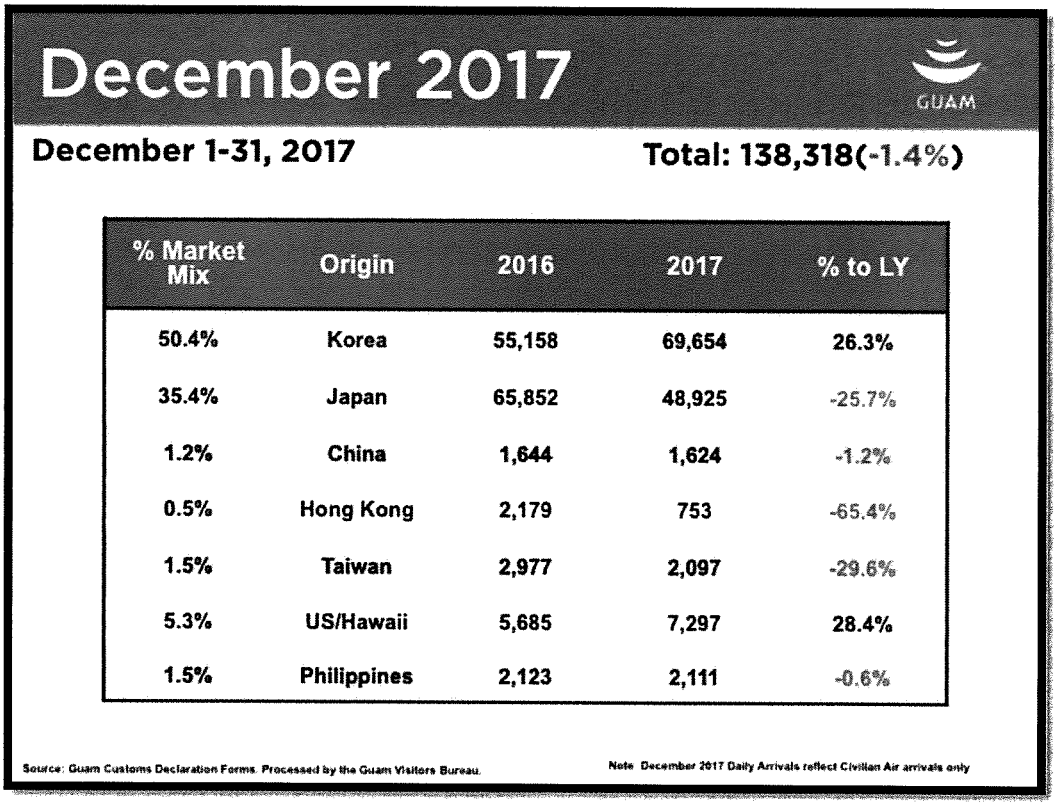
Minutes of the last committee meeting held on January 9, 2018 was unanimously approved by the committee.

III. REPORT OF THE CHAIRMAN

Chairman Bart Jackson reported that the Department of Revenue Taxation is working on organizing short-term rental related properties and located 400 locations. This has impacted the Korea market in fall off relative to visitor arrivals and hotel occupancy tax. Mr. Jackson also reported that there are no intentions of making the Bed & Breakfast industry go away but that better controls are needed.

III. REPORT OF MANAGEMENT

Director of Global Marketing Ms. Pilar Laguaña shared the latest research statistics with the committee.



December 2017

GUAM

December 1-31, 2017 **Total: 138,318(-1.4%)**

% Market Mix	Origin	2016	2017	% to LY
50.4%	Korea	55,158	69,654	26.3%
35.4%	Japan	65,852	48,925	-25.7%
1.2%	China	1,644	1,624	-1.2%
0.5%	Hong Kong	2,179	753	-65.4%
1.5%	Taiwan	2,977	2,097	-29.6%
5.3%	US/Hawaii	5,685	7,297	28.4%
1.5%	Philippines	2,123	2,111	-0.6%

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

Note: December 2017 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2017

GUAM

January-December 31, 2017 **Total: 1,541,962(+0.6%)**

% Market Mix	Origin	2016	2017	% to LY
44.4%	Korea	544,905	684,465	25.6 %
40.2%	Japan	745,203	620,349	-16.8%
1.4%	China	26,991	21,867	-19.0%
0.9%	Hong Kong	9,376	14,614	55.9%
2.1%	Taiwan	42,229	32,505	-23.0%
5.0%	US/Hawaii	76,045	76,576	0.7%
1.2%	Philippines	21,680	19,129	-11.8%

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

Fiscal Year to Date 2018

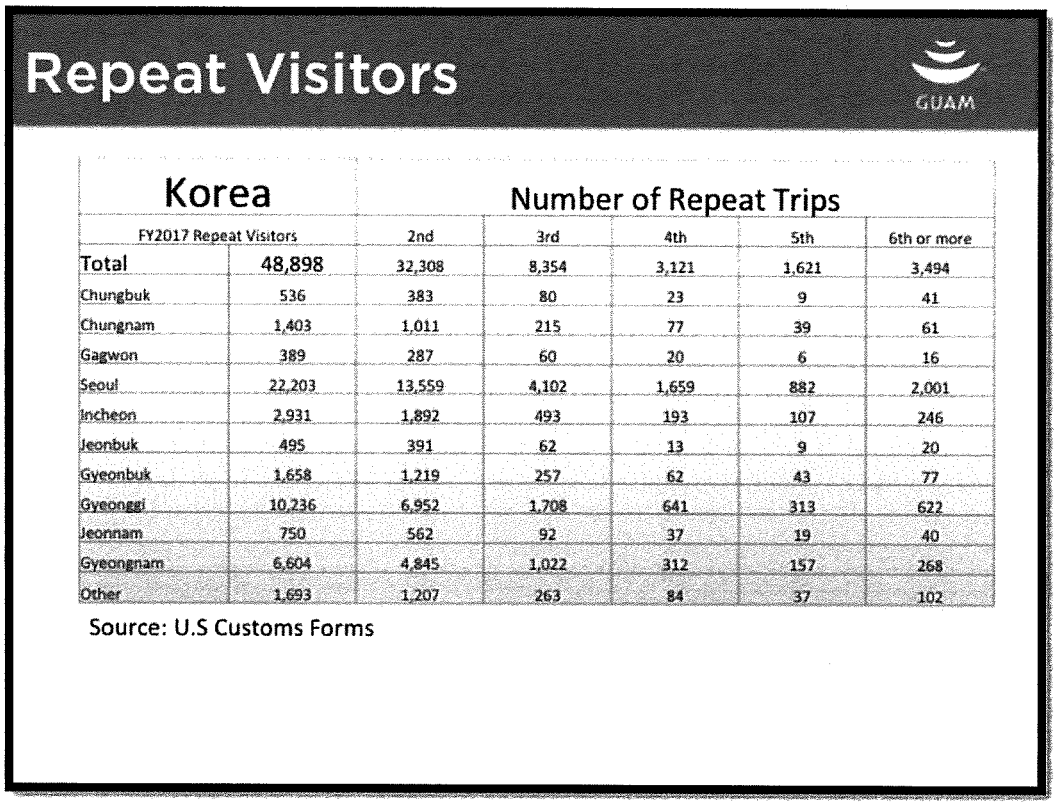
GUAM

October 1 - December 31, 2017 **Total: 373,483(-3.6%)**

% Market Mix	Origin	2017	2018	% to LY
50.1%	Korea	151,950	187,039	23.1%
34.2%	Japan	181,112	127,595	-29.5%
1.1%	China	5,365	4,076	-24.0%
0.6%	Hong Kong	3,498	2,060	-41.1%
1.6%	Taiwan	9,721	5,956	-38.7%
4.9%	US/Hawaii	16,245	18,186	11.9%
1.7%	Philippines	7,023	6,333	-9.8%

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

Ms. Laguaña reminded members that a repeat visitor campaign was discussed at the last meeting. Since the meeting, GVB marketing staff sent out a correspondence to all GVB members in an effort to begin collecting repeat visitor programs that are provided by Guam tourism partners. Once GVB receives a substantial amount of responses they will work to develop an attractive repeat visitor campaign. Ms. Laguaña also shared research statistics that show a current overview of Korea repeat visitors.



Repeat Visitors

GUAM

Korea		Number of Repeat Trips				
FY2017 Repeat Visitors		2nd	3rd	4th	5th	6th or more
Total	48,898	32,308	8,354	3,121	1,621	3,494
Chungbuk	536	383	80	23	9	41
Chungnam	1,403	1,011	215	77	39	61
Gagwon	389	287	60	20	6	16
Seoul	22,203	13,559	4,102	1,659	882	2,001
Incheon	2,931	1,892	493	193	107	246
Jeonbuk	495	391	62	13	9	20
Gyeonbuk	1,658	1,219	257	62	43	77
Gyeonggi	10,236	6,952	1,708	641	313	622
Jeonnam	750	562	92	37	19	40
Gyeongnam	6,604	4,845	1,022	312	157	268
Other	1,693	1,207	263	84	37	102

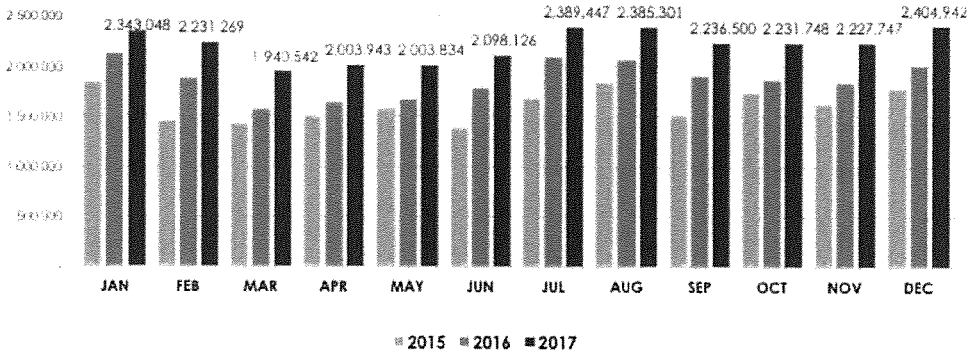
Source: U.S Customs Forms

IV. KOREA MARKETING NEWS

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

Korea Outbound Market Trend
Overall Market Trend

Total Number of Korean Outbound Travelers



- Total number of Korean outbound travelers: 2.4 million (2017 DEC) -> 19.8% increased vs. 2016 DEC
  2017 TOTAL: 26.5million -> 18.4% increased vs. 2016

* Reference: Korea Tourism Organization http://kto.visitkorea.or.kr/kor/notice/data/stats/pict1.kto

Korea Outbound Market Trend
Airline Capacity to Guam

Incheon – Guam

Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity per month
Korean Air	KE113	09:15	14:35	Daily	338 seats x 28 = 9,464 seats
	KE111	19:35	00:50+1	Daily	276 seats x 28 = 7,728 seats
Jeju Air	7C3102	10:05	15:25	Daily	189 seats x 28 = 5,292 seats
	7C3106	20:10	01:40+1	Daily	189 seats x 28 = 5,292 seats
	7C3108	21:50	03:20+1	Daily	189 seats x 28 = 5,292 seats
Jin Air	LJ641	09:35	14:50	Daily	393 seats x 28 = 11,004 seats
T'Way Air	TW301	18:00	23:30	Daily	189 seats x 28 = 5,292 seats
Air Seoul	RS102	20:45	02:10+1	Daily	195 seats x 28 = 5,460 seats

- Outbound seat capacity from ICN to GUM = 54,824 seats

Korea Outbound Market Trend
Airline Capacity to Guam

Busan – Guam

Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity per month
Korean Air	KE2115	22:05	03:05+1	Wed/Thu/Sat/Sun	138 seats x 16 = 2,208 seats
Jeju Air	7C3154	22:00(Tue/Fri/Sat/Sun) 22:05 (Mon/Wed/Thu)	02:55+1	Daily	189 seats x 28 = 5,292 seats
Jin Air	LJ647	07:30 (Mon) 08:00 (Tue-Sun)	12:30(Mon) 13:00(Tue-Sun)	Daily	189 seats x 28 = 5,292 seats
Air Busan	BX612	22:05	03:10+1	Wed/Thu/Sat/Sun	195 seats x 16 = 3,120 seats

- Outbound seat capacity from PUS to GUM = 15,912 seats

Daegu – Osaka – Guam

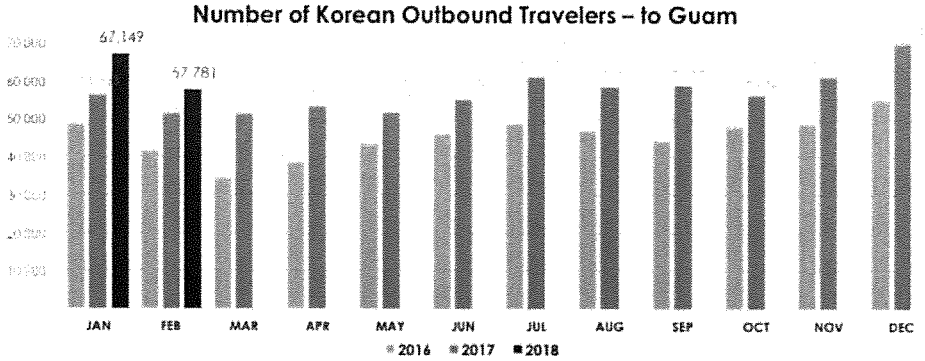
Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity per month
T'Way Air	TW311 (Via KIX)	08:35	15:10	Daily	189 seats x 28 = 5,292 seats

- Outbound seat capacity from TAE to GUM = 5,292 seats
  It includes a certain portion of Japanese travelers

Total Outbound Seat Capacity (February)	
1 month Average	76,028 seats (Max.)

Korea Outbound Market Trend
Korean Visitors to Guam

Number of Korean Outbound Travelers – to Guam



Guam Arrival	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
2018	67,149	57,781											
2017	56,333	51,178	51,383	53,339	51,576	55,001	61,078	58,383	58,793	56,292	61,093	69,654	684,465
Growth Rate(%)	19.2%	12.9%											

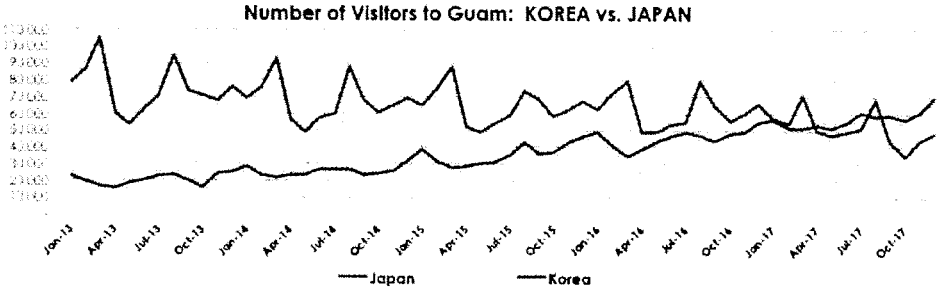
- Total number of Korean travelers to Guam: 69,654 (2017 DEC) > 26.3% increased vs. 2016 DEC

  Korea 2017 Total: 684,465 > 25.6% increased vs. 2016 Total

Situational Analysis

Number of Korean Visitors to Guam





January 2018 Update

Travel Trade Support

Mode Tour – Lotte TV Home Shopping (Korean Air + Hilton Hotel Guam)



Tour Baksa – TMON Shopping TV-ON (Korean Air, Jin Air, T'way + Dusit Thani Guam)



January 2018 Update
Travel Trade Support

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





Tour Plus - Incentive Group Support

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

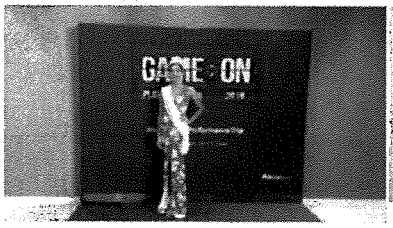




January 2018 Update
Travel Trade Support

E&F - Incentive Group Support

- Period: January 24 – January 27, 2018
- Travelers: ALCON Company (160pax)
- Venue: Hyatt Regency Guam
- GVB's support: Welcome shell lei with Miss Guam





January 2018 Update

Travel Trade Co-op

Co-op with Air Seoul: Mint Story Video Shooting

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



January 2018 Update

3rd Annual Golf Tournament in Guam

<Broadcasting>

- TV station: MBC Sports Plus
- Program schedule: 10 PM Every Monday
- Running time: 60mins
- Viewership Rating:

1st episode: aired on Jan 8



2nd episode: aired on Jan 15



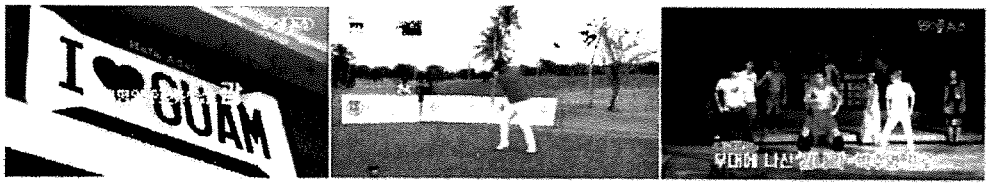
January 2018 Update

3rd Annual Golf Tournament in Guam

<Broadcasting>

- TV station: MBC Sports Plus
- Program schedule: 10 PM Every Monday
- Running time: 60mins
- Viewership Rating: 0.12%

3rd episode: aired on Jan 22



4th episode: aired on Jan 29



January 2018 Update

Family Ambassador Production Tour

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







January 2018 Update
2018 Hafa Adai Study Tour FAM

- Period: January 19 – January 23, 2017
  No. of pax: 19pax (Hana Tour / Mode Tour / JaU Tour / Tour Baksa / YB Tour / Bomulsum T our / KRT / Interpark Tour / Very Good Tour / Airtel.com / the Korea Travel News / the Kor ea Travel Times / Global Travel News)






January 2018 Update
Digital Marketing

GVB Korea Official NAVER Blog & Kakao Plus Launching Event

- Period: January 19 – January 31, 2018
- NAVER Blog: https://blog.naver.com/gvbkorea
- Kakao Plus: http://pf.kakao.com/_xlUsM/6825310
- **No. of fans increase in 2 weeks: 1,872 (blog) / 2,059 (Kakao Plus)**



Ongoing & Upcoming Projects
Korean Air – Major TAs CEO Fam

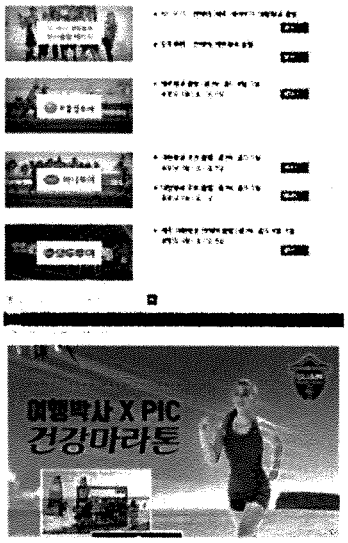
2018 Korean Air – Major Travel Agency CEO Fam

- Period: March 14 – March 17, 2018
- Target Audience: 25 ~ 30pax
  (CEOs from Korean major wholesaler, travel agency, OTA and tour operator)
- GVB Support: Hotel Accommodation / Ground Transportation / Dinner
- March 16 Gala Dinner: with KMC Members (Venue TBD)

Company	Category	Company	Category
FNTOUR	Retailer	Webtour	OTA
Hanatour Service Inc.	Wholesaler	YB TOUR	Retailer
Hanjin Travel	Wholesaler	CWT Korea	KE - Main Tour Operator
Interpark Corporation	OTA	Dongkuk Travel Service Co., Ltd.	KE - Main Tour Operator
KRT Service Inc.	Retailer	Hyucky	KE - Main Tour Operator
Lotte JTB INC.	Retailer	Hotel Shilla Co., Ltd.	KE - Main Tour Operator
Lotte Tour Development Co., Ltd.	Retailer	HYECHO Adventure Travel	KE - Main Tour Operator
Modetour Network Inc.	Wholesaler	Hyundai Dream Tour	KE - Main Tour Operator
Naeil Tour Co., Ltd.	Wholesaler	IDT	KE - Main Tour Operator
Onlinetour Co., Ltd.	OTA	Mac Travel Co. Ltd.	MICE specialized Tour Operator
Redcap Tour, Co. Ltd.	MICE / Retailer	Power Cast Co., Ltd.	MICE specialized Tour Operator
Tour2000 Ltd.	Retailer	Sejong	MICE specialized Tour Operator
Tourbaksa	Retailer	SM Culture & Contents Co., Ltd.	MICE specialized Tour Operator
verygoodtour	Retailer	TIDESQUARE Co. Ltd.	MICE specialized Tour Operator

Ongoing & Upcoming Projects
2018 United Guam Marathon

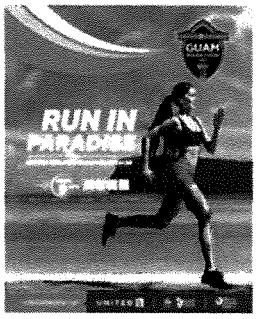
Travel Agency Website Promotion



Korean Celebrity Invitation



Digital Content & SNS Marketing / Trade Media Advertisement



VI. OLD BUSINESS.

KMC members requested to find out more information on how to avail of TV Home Shopping promotions.

VII. NEW BUSINESS

Nothing to report.

VIII.ANNOUNCEMENTS

The next KMC meeting is tentatively scheduled for 11:00AM on March 13, 2018

IX. ADJOURNMENT

Mr. Gun Park motioned to adjourn the meeting and was seconded by Mr. Tae Oh. The meeting formally adjourned at 11:37AM.

Minutes Prepared By: Nakisha Garrido, Marketing Coordinator

Minutes Approved By: Pilar Laguana, Director of Global Marketing