Gmail

BENJAMIN CRUZ <speaker@senatorbjcruz.com>

MC Fwd: GVB Board Packet: April 12, 2018
1 message

BENJAMIN CRUZ <speaker@senatorbjcruz.com>
To: 34th Guam Legislature Clerks <clerks@guamlegislature.org>
Cc: Rennae Meno <rennae@guamlegislature.org>
Thu, Apr 12, 2018 at 8:48 AM

04/12/18	04/12/18	Guam Vistors Bureau	GVB board packet of April 12, 2018.*	34-18-1739

---------- Forwarded message ----------
From: **Maura YI** <maura.yi@visitguam.org>
Date: Thu, Apr 12, 2018 at 8:33 AM
Subject: GVB Board Packet: April 12, 2018
To: BENJAMIN CRUZ <speaker@senatorbjcruz.com>

GL#34-18-1739
Speaker Benjamin J.F. Cruz

APR 12 2018
Time 8:40 [ ] AM [ ] PM File No.
Received By

Håfa Adai Speaker Cruz,

Pursuant to Title 5 Ch 8 Section 8113.1. of the Guam Code Annotated, attached is the board packet of April 12, 2018.

Thank you!

–
Senseramente,
Maura YI
Executive Secretary

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

2018 APR 12 AM 8:53

–

OFFICE OF SPEAKER BENJAMIN J.F. CRUZ
Committee on Appropriations and Adjudication
I Mina'bentai Kuattro na Liheslaturan Guahan
Guam Congress Building | 163 Chalan Santo Papa | Hagatna, GU 96910
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9 attachments

- **Agenda_Apr122018_FINAL.pdf** 140K
- **Exhibit_A_MINUTES_Mar222018.pdf** 11784K
- **Exhibit_B_CashPosition_Apr092018.pdf** 43K
- **Exhibit_C_Testimony_Bill258-34_Mar282018.pdf** 441K
- **Exhibit_D_R&NMMinutes_Apr032018.pdf** 602K
- **Exhibit_E_JMCMinutes_Mar132018.pdf** 1456K
- **Exhibit_F_KMCMinutes_Mar272018.pdf** 1219K
- **Exhibit_G_NAPMinutes_Apr042018.pdf** 1920K
- **Exhibit_H_DMCMinutes_Apr052018.pdf** 90K

1739

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REGULAR BOARD OF DIRECTORS MEETING
Thursday, April 12, 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 March 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

TESTIMONY ON BILL 258-34 Exhibit C

Motion to ratify testimony in support of Bill 258-34.

Issue: Board approval required.

AIR SERVICE DEVELOPMENT MEETING WITH JAPAN AIRLINES

Motion to ratify travel for GVB Board Chairman, GVB JMC Chairman, and GVB President & CEO, to meet with Japan Airlines executives in Tokyo, Japan on April 27-28, 2018. Estimated cost: $9,472.50; Account # JA-SMD008.

Airfare:	$1,200 x 3 pax					$3,600.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	Board Chairman	$357.50	3	$295.00	3	$1,957.50
	JMC Chairman	$357.50	3	$295.00	3	$1,957.50
	President & CEO	$357.50	3	$295.00	3	$1,957.50
					Total:	$9,472.50

Background: In the coming months, Japan Airlines will critically evaluate the performance of the newly added second daily flight to Guam to determine if it is a lucrative addition to their normal routes. As a showing of good faith and commitment, GVB management will travel to Japan to meet with JAL executives to personally express their gratitude for this additional

service to Guam. Delegates will also discuss future flight service opportunities, sales performance, and the possibility of extending the second daily flight into the winter season.

As we continue to battle the decline in the Japan market, it is imperative that we maintain close working relationships with airline partners and that we continue the conversation of regaining air seats out of one of our largest source markets.

Note: *Meeting date is subject to change based on JAL executives' availability.*

Issue: Board approval required for travel.

B. ADMINISTRATION & GOV'T RELATIONS

GVB FY2019 BUDGET

Motion to approve GVB's FY2019 budget submission to the Legislature as presented by management.

Issue: Board approval required.

C. RESEARCH

D. GREATER CHINA

E. RUSSIA & NEW MARKETS

Committee minutes dated April 3, 2018 **Exhibit D**

F. JAPAN

Committee minutes dated March 13, 2018 **Exhibit E**

OVERSEAS LGBT TOURISM MARKETING PROMOTIONS (TOKYO RAINBOW PRIDE)

Motion to approve travel for the following delegates to attend the Tokyo Rainbow Pride event in Tokyo, Japan from May 4-7, 2018. Total Estimated Cost is $14,609.10, $9,006.00 from Account # JA-SMD008.

Airfare:	$1,200 x 3 pax					$3,600.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	Marketing Manager - Japan	$286.00	3	$236.00	4	$1,802.00
	Miss Guam (2 pax)	$286.00	3	$236.00	4	$3,604.00
					Total:	$9,006.00

Background: Opportunity. With more than 100,000 expected participants, the Tokyo Rainbow Pride event is the most powerful pride event in Japan. GVB delegates will have the opportunity to connect with many travelers, suppliers, and buyers in the LGBT market to promote Guam as a LGBT friendly destination.

Furthermore, as part of a sponsorship agreement, GVB will have the opportunity to create working relationships with key people in Japan's LGBT market and distribute marketing material to a wide range of clients in several cities throughout Japan.

Promotional Channels. Guam will occupy a shared booth space with OUT Japan Co., Ltd. providing direct to consumer communication and promotional opportunities through discussion and Japanese-translated content to educate potential visitors about getting married in Guam, experiencing our unique selling points, and LGBT offerings. OUT Japan will also assist GVB in developing, printing and distributing Guam promotional collateral in the LGBT areas in the cities of Tokyo, Osaka, Nagoya and Fukuoka – all gateways currently servicing Guam.

Product Development. Through the membership of IGLTA, GVB has developed a relationship with OUT Japan, who is venturing into outbound LGBT travel within the Asia travel arena. GVB will work closely with travel agents who are flexible to create specific LGBT outbound travel packages to Guam.

Promotional Strategy and Activities. Guam would like to invite two Miss Guam's from the local LGBT community to promote Guam and serve these key purposes: (1) promote the beauty and hospitality of Guam, (2) capture the attention at the Guam booth area, (3) participate in the Pride parade, and (4) conduct in-booth performances and in other areas available to the Guam delegation. The two (2) Miss Guam's will serve as beauty representatives and performers. We are maximizing their talents for the previously mentioned promotional activities, which will save costs in lieu of inviting a larger delegation and paying for a Miss Guam and/or Chamorro dancers. In this market segment, GVB would like to differentiate itself by providing unique and interesting marketing collateral, showcasing our people's culture and traditions and capturing the attention of potential visitors from this lucrative market. We must think creatively and innovatively to garner attention and interest for traveling to Guam in this competitive environment.

Issue: Board approval required.

NIIGATA FRIENDSHIP ASSOCIATION 15TH ANNIVERSARY RECEPTION

Motion to approve travel for the GVB Chairman of the Board, two (2) GVB Board Directors, and the GVB President & CEO to attend the Niigata Friendship Association 15th Anniversary Reception on September 5, 2018 in Niigata, Japan. Estimated cost: $7,635.00; Account #JA-SMD008.

Airfare:	$1,200 x 4 pax					$4,800.00
Per Diem:	Niigata	Lodging	Nights	M&IE	Days	
	GVB Board Chairman	$106.25	3	$130.00	3	$708.75
	GVB Board Director: JMC Chairman	$106.25	3	$130.00	3	$708.75
	GVB Board Director: Representative of the Mayor's Council of Guam	$106.25	3	$130.00	3	$708.75
	GVB President & CEO	$106.25	3	$130.00	3	$708.75
					Total:	$7,635.00

Background: To commemorate the 15th anniversary of friendship between the city of Niigata and Guam, the Niigata Friendship Association will be hosting a dinner reception on September 5, 2018. Members of the Niigata Friendship Association have personally requested for the above listed protocol to join the reception. Furthermore, the Chairman and Vice Chairman of the Niigata Friendship Association, Mayor of Niigata City, Chairman of Niigata Chamber of Commerce and over 70 members of the Niigata Friendship Association will be in attendance.

A strong presence, reciprocating Niigata's level of participation, from GVB will show Guam's continued commitment of friendship and will build upon the relationship created since 2003 with the city of Niigata. Moreover, close relationships with cities in Japan are highly valued as they provide many opportunities to promote travel to Guam out of one of our largest source markets.

Note: *Delegation is subject to change based on availability of funds and scheduling.*

Issue: Board approval required for travel.

G. KOREA

Committee minutes dated March 27, 2018 **Exhibit F**

H. NORTH AMERICA & PACIFIC MARKETS

Committee minutes dated April 4, 2018 **Exhibit G**

MICRONESIA ISLAND FORUM

Motion to approve travel for GVB Vice President, to attend the Micronesia Island Forum in Saipan from April 25-27, 2018. Cost is approximately $1,690.00 and will come out of Acct. No. PA-SMD024.

Airfare: $500.00	$500.00
Per Diem: $238 + 25% x 4 days	$1,310.00
Total estimated expenses:	**$1,810.00**

Background: The Micronesia Island Forum brings together the six Governors and three Presidents of Micronesia, as well as policy representatives from the CNMI, Guam, Republic of Palau, Republic of the Marshall Islands and the Federated States of Micronesia, to discuss regional cooperation on a variety of issues that concern the region.

The three-day event will feature presentations from all nine-island jurisdictions and several key federal and regional partners. Topics discussed include the state of the region's health care, telecommunications, renewable energy, regional workforce development, transportation and more.

Issue: Board approval needed for travel.

OVERSEAS LGBT TOURISM MARKETING PROMOTIONS (IGLTA CONVENTION)

Motion to approve travel for (1) Government Protocol to attend the IGLTA Annual Global Convention in Toronto, Canada from May 7-13, 2018. Total Estimated Cost is $5,603.10 from Account # US-SMD023.

Airfare:	$2,500 x 1 pax					$2,500.00
Per	Toronto, Canada	Lodging	Nights	M&IE	Days	

Diem:	Protocol (1 pax)	$289.90	7	$153.40	7	$3,103.10
					Total:	$5,603.10

Note: A travel motion was approved on November 9, 2017 for the Director of Global Marketing and one (1) GVB Management to attend the IGLTA Annual Global Convention. The above motion presented for approval would add a Protocol representative to attend this annual conference. A speaking role has been secured to provide more Guam promotional power to attending LGBT tourism professionals.

Background: The IGLTA Annual Global Convention is the world's premier educational and networking event for LGBT tourism professionals. The conference connects gay, lesbian and gay-friendly travel and tourism suppliers and buyers through its hosted buyer and scheduled appointment program, numerous educational workshops and networking receptions. GVB plans to attend the convention to better understand the LGBT market and to promote Guam as a LGBT-friendly destination.

The Guam Visitors Bureau is a member of IGLTA and attended the travel show for the first time in 2017. With Guam's passage of the Same Sex Marriage law, GVB is actively promoting Guam as an ideal destination for travel to the LGBTQ market. Guam's location in Asia and status as a U.S. Territory that is LGBTQ friendly should attract visitors from all over the world, especially Asia.

LGBT Travel and its Impact on Travel Destinations. LGBT travellers represent a diverse and burgeoning segment of consumers that respond with increased brand awareness and loyalty when destinations carry out specific marketing actions targeted at LGBT consumers that are backed with positive LGBT-relevant practices in human resources, according to the UNWTO's Second Global Report on LGBT Tourism.

Increased brand awareness and loyalty are two marketing effects that will positively contribute to the growth of Guam's tourism market diversification. In the United States the buying power of LGBT consumers was forecasted to exceed USD 917 billion in 2016. This forecast is based on an estimate that as many as 7% of adults identify as LGBT, and on a calculation of this group's disposable income, as opposed to actual annual expenditure.

Outcomes of Participation. A powerful and positive brand image works to the benefit of any tourism destination. Particular to the LGBT tourism market, traditional labels used to categorize LGBT individuals are becoming less relevant. Sexual orientation and gender identity are less telling of consumer target markets than consumer attitudes, gender and generation. By attending the IGLTA Annual Global Convention, GVB will accomplish the following: (1) how to successfully reach, capture and retain visitors in the LGBT travel market segment, (2) gain invaluable education about this evolving market, and (3) develop and maintain relationships with sales, public relations and overall marketing partners across the United States and Asia Pacific.

Issue: Board approval required for travel.

I. DESTINATION MANAGEMENT

Committee minutes dated April 5, 2018 Exhibit H

J. MEMBERSHIP & COMMUNITY OUTREACH

K. VISITOR SAFETY & SATISFACTION

L. CULTURAL & HERITAGE

GUAM FOOD FESTIVAL 2018

Motion to approve travel for GVB Culture & Heritage Officer, Miss Guam, two Musicians, and four Dancers to attend the Guam Food Festival in Seoul, Korea on June 12, 2018. Cost is approximately $6,548.00 from Acct# DM-CPO001 $6,548.00.

CHC Travel Expenses

Per Diem:	Seoul, South Korea	Lodging	Nights	M&IE	Days	
	GVB CHC Officer	$230.00	2	$148.00	2	$756.00
	Miss Guam	$230.00	2	$148.00	2	$756.00
	Musicians (2 pax)	$230.00	2	$148.00	2	$1,512.00
	Dancers (4 pax)	$230.00	2	$148.00	2	$3,024.00
Miss Guam, Musicians, Dancers Professional Fee:						$500.00
					Total:	$6,548.00

Background: Following the Hana Tour International Show, GVB will also host the 2nd Annual Guam Food Festival by inviting Guam chefs that specialize in authentic Chamorro and/or Guam delicacies to participate in the event and provide industry partners a taste of Guam and its delicious Chamorro food. During the event, GVB will promote its signature event Guam BBQ Block Party with travel trade partners, conduct a press conference with national and regional media, as well as invite digital influencers to post on their social media platforms.

Issue: Board approval for travel required.

M. SPORTS & EVENTS

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

- AKB48 Fan Tour - Saturday, April 21, 2018 at 3:00pm, The Beach at Gun Beach (RSVP)

Upcoming Board Meetings:

- Thursday, April 26, 2018 at 3:30pm, GVB Main Conference Room
- Thursday, May 10, 2018 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

Action Items:

1. Management to work with DRT on extended homestay issue
   → Fact sheet created and up for review with DRT, no response from DRT

2. Management to conduct impact study on Guam sales tax
   → Management reached out to "Tourism Economics" to begin work on the sales tax impact study, task order implemented on April 4, 2018 and a preliminary report will be provided within 3 weeks

3. Management to survey membership for opinions on sales tax
   → Membership survey distributed on April 2, 2018 with a follow up on April 6, 2018
   → Only 28 responses received

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

GUAM VISITORS BUREAU

PRESIDENT'S REPORT
03-22-2018

RESEARCH

February 2018

February 1-28, 2018 — **Total: 126,616 (-5.1%)**

% Market Mix	Origin	2017	2018	% to LY
36.8%	Japan	54,356	46,599	-14.3%
48.0%	Korea	51,181	60,768	18.7%
3.1%	China	2,383	3,925	64.7%
0.3%	Hong Kong	1,688	395	-76.6%
2.1%	Taiwan	3,610	2,682	-25.7%
4.7%	US/Hawaii	6,747	5,923	-12.2%
0.8%	Philippines	1,288	966	-25.0%

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

Note: February 2018 Daily Arrivals reflect Civilian Air arrivals only

March 2018

March 1-20, 2018 — **Total: 82,280 (-7.4%)**

% Market Mix	Origin	2017	2018	% to LY
44.7%	Japan	43,695	36,743	-15.9%
41.7%	Korea	34,158	34,335	0.5%
1.0%	China	869	823	-5.3%
0.3%	Hong Kong	1,379	284	-79.4%
1.9%	Taiwan	1,806	1,530	-15.3%
4.5%	US/Hawaii	3,520	3,718	5.6%
0.9%	Philippines	850	740	-12.9%

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

Note: March 2018 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2018

January-March 20, 2018 — **Total: 343,013 (-4.3%)**

% Market Mix	Origin	2017	2018	% to LY
36.3%	Japan	155,088	124,592	-19.7%
47.8%	Korea	141,680	163,816	15.6%
1.7%	China	7,305	5,934	-18.8%
0.3%	Hong Kong	5,114	1,090	-78.7%
1.9%	Taiwan	9,266	6,470	-30.2%
5.5%	US/Hawaii	17,272	18,965	9.8%
0.8%	Philippines	3,370	2,663	-21.0%

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

Note: March 2018 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2018

October 2017 – March 20, 2018 — **Total: 718,524 (-4.1%)**

% Market Mix	Origin	2017	2018	% to LY
35.1%	Japan	336,677	252,385	-25.0%
48.8%	Korea	293,682	293,682	19.5%
1.4%	China	12,692	9,999	-21.2%
0.4%	Hong Kong	8,613	3,150	-63.4%
1.7%	Taiwan	18,987	12,426	-34.6%
5.2%	US/Hawaii	35,178	37,633	7.0%
1.3%	Philippines	10,392	8,996	-13.4%

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

Note: March 2018 Daily Arrivals reflect Civilian Air arrivals only

GUAM VISITORS BUREAU
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MARKETING

JAPAN MARKETING NEWS

Japan Market Update

Capacity Forecast in 2018

(as of 13Mar. 2018)

Data Source : Diio Mi & other MI

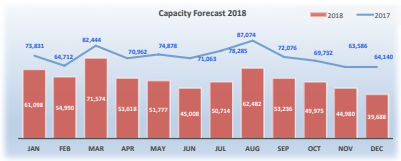
Forecast as of 03Mar.18

Total: about 630,000 seats.
about 3,700 flights.

Schedule: 570,000 seats
3,300 flights

Charter: 60,000 seats
330 flights

v.v. 2017: -27% (-230,000 seats)



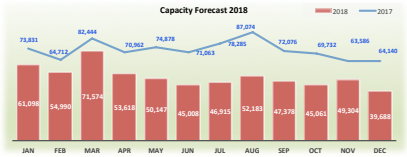
Forecast as of 02Feb.18

Total: about 61,0000 seats.
about 3,500 flights.

Schedule: 570,000 seats
3,300 flights

Charter: 40,000 seats
210 flights

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



Confidential and subject to change

Japan Market Update

- Rotary Club 2750 District Conference on February 27
- Tokyo, Japan
- Grand Prince Hotel
- 2019 conference will be held on Guam
- Goal: 1200 - 1500 attendees



ROTARY: MAKING A DIFFERENCE





Japan Market Update

- Airline Meetings on March 15 and 16
  - United Airlines in Tokyo, Japan
  - T'way Air in Seoul, Korea
  - Jeju Air in Seoul, Korea



UNITED

t'way

JEJUair

Air Service Development

(as of 13Mar. 2018)

1. Charter Plan 2018

- GW charter has been finalized and additional 1,300 seats have been marketed.
- GW charter: from Narita, Nagoya, Kansai and Fukuoka.
- More than 100 charter flights are planned to operate during summer holiday period.

2. Regular Operation

- Continue discussing with some major Japanese carriers.
- Aggressively approach full service carriers in response to the recent capacity decline.

3. South Korea Nationality Carriers

- Both Jeju Air and T'way have received the beyond right to fly to the third country from Japan.
- GVB has already started communication with them.

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GUAM VISITORS BUREAU
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Air Service Development

(as of 13Mar. 2018)

Golden Week Charter Update:
7 charter flights will operate during Golden Week period (28Apr - 06May).

Summary by port :

- Narita : 246 seats
- Nagoya : 753 seats
- Fukuoka : 390 seats
- Kansai : 138 seats

- Total : 1,326 seats

Airline	Dep. port	Dep Date	Return Date	Aircraft	Capacity
JEJU Air	Nagoya	2-May-18	6-May-18	B737-800	189
T'way	Nagoya	1-May-18	4-May-18	B737-800	188
T'way	Nagoya	2-May-18	5-May-18	B737-800	188
T'way	Nagoya	3-May-18	6-May-18	B737-800	188
Jin Air	Fukuoka	3-May-18	6-May-18	B777-200	189
Korean Air	Narita	2-May-18	6-May-18	B777-200	246
Korean Air	Kansai	2-May-18	6-May-18	B737-800	138



United Airline Guam Marathon

- April 8, 2018
- Expecting 1,000 Japanese runners
- Sponsorship for souvenir booklet
- Courir Magazine tie-in
  - Ad value: $24,565
  - Circulation: 100,000
- Running Style Magazine tie-in
  - Ad value: $24,565
  - Circulation: 100,000
- Cable TV tie-in with former Yomiuri Giants baseball player Kazutomo Miyamoto
- Japan marketing investment: over $100,000









AKB48 Guam Fan Tour

- Candidate date: April 21, 2018
- Venue: The Beach
- Both HIS and IACE have started the second tour sales on March 6th and 7th
- Tour sales will continue up to the end of March
- Goal: 600 pax





Summer Resort & King's Brunch

Summer Resort

- TV Station: TBS (Nationwide)
- On air date and times: March 3, 2018
- Approximate number of viewable households: 19,392,028
- Number of expected viewers: 1,105,345 households
- Exposure: 30 minutes in total
- Ad value: $4,484,997.36



King's Brunch

- TV Station: TBS (Nationwide)
- On air date and times: TBD
- Approximate number of viewable households: 34,987,536
- Number of expected viewers: 1,819,455
- Exposure: 15 minutes in total
- Ad value: $1,060,714.28



GENIC Special Booklet Production

- Media category: photo and lifestyle
- Circulation: 50,000
- Target: 20-30 year old active females
- Ad rate: 4C1P/800,000
- Ad value: 9.6 mil JPY (equivalent to $84,225)
- Color, 12 pages
- Printing 20,000 copies





GVB Quarterly Membership Meeting

- Tuesday, March 13, 2018
- Fort San Jose Ballroom, Outrigger Guam Beach Resort
- Guest speaker: Ms. Rika Fujii
  - Director, Mitsubachiworks, Inc.
  - Editor-in-chief, GENIC Magazine
  - Editor-in-chief, GENIC Web
- Presentation: "Travel 3.0 by Instagram"





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KOREA MARKETING NEWS

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



Korea Marketing News

Korean Air Travel Agent CEO FAM Tour

Period: March 14 - 17, 2018
Participants: 31 pax (CEOs from Korea's major travel wholesalers, travel agencies, OTAs, tour operators)
GVB's Support: Hotel Accommodations/ Ground Transportation/ Dinner Functions
Itinerary: Fish Eye Marine Park, Leo Palace Golf Course, Dolphin Watching, ATV, Southern Island Tour, City Tour, Dinner Function at Dusit Thani, Farewell Fiesta at Lotte Hotel, Lunch at Sea Grill

COMPANY	TITLE	Gender	Last Name	First Name
Korean Air	Managing Vice-President	MR	PARK	YOHAN
CWT Korea	President / CEO	MS	KIM	JUNGHYUN
GVB Korea	President / CEO	MR	PARK	SEIDONG
Tour 2000	Chairman	MR	YANG	MOOSEUNG
Dongkuk Travel	President / CEO	MR	KWON	HYUKWON
Mac Travel	President / CEO	MR	CHUN	DONGJUN
Very Good Tour	President / CEO	MR	LEE	SANGHO
Mode Tour	President / CEO	MR	HAN	DOMIN
Web Tour	President / CEO	MR	HONG	SUNGWON
HYECHO Travel	President / CEO	MR	SEOK	CHAEEN
Naeil Tour	President / CEO	MR	LEE	JINSEOK
Hana Tour	President / CEO	MR	KIM	JINKOOK
Ticket Korea	President / CEO	MR	CHO	YONGHOON
Lotte Tour	President / CEO	MR	BAEK	HYUN
YB TOUR	President / CEO	MR	CHOI	MYUNGIL
SM Culture & Contents	President / CEO	MR	CHUNG	EUIKWON
Tourbaksa	President / CEO	MR	HWANG	JUYOUNG
Flyluxky	President / CEO	MR	PARK	WON
Hyundai Dream Tour	President / CEO	MR	YOON	YOUNGSIK
Interpark	President / CEO	MR	KIM	YANGSUN
TIDESQUARE	President / CEO	MR	YOON	MIN
Club Rothern	Managing Vice-President	MR	HONG	WANTAEK
KRT	President / CEO	MR	JANG	HYOUNGJO
IDT	Vice-President	MR	KANG	TAEUK
Jautour Co., LTD	President / CEO	MR	KIM	HEECHEOL
DFS Korea	Director	MR	HAN	KYUDUK
Lotte JTB	President / CEO	MR	AN	KYUDONG
Korean Air	General Manager	MR	HAM	SANGSIK
Korean Air	General Manager	MR	HAN	JOONGHEE
Korean Air	Asst. Manager	MR	LEE	YOUNGMIN
GVB Korea	Account Director	MR	PARK	JINOON



Korea Marketing News

Jin Air Guam Promo Filming

Period: March 19 - 22, 2018
Participants: 9 pax (Mother & Daughter (models), Production Crew, GVB Korea Staff)
Background: GVB has partnered with Jin Air on a Guam promotional video called "Mother & Daughter Luxurious Tour to Guam". The video will be used as a tool on Jin Air's newly revamped website and social media platforms to push sales during the spring season and position Guam as a high-end travel destination.
Itinerary: Dusit Thani (co-sponsor), Sandcastle, Tumon Sands Plaza, Sunset Dinner Cruise, Plaza De Espana, Alupang Beach Club, Chamorro BBQ Show at Sheraton, Chamorro Night Market, and Proa.

JINAIR

CHINA MARKETING NEWS

China Marketing News

- China Sales Trip in Shanghai and Nanjing
- **Date: March 4 -8, 2018**
- **Sales visits to six leading TOs and OTAs in Eastern China market: Utour, Spring Tour, Jinjiang Travel, Ctrip, Tuniu and JSBC International Tour**

- ✓ **GVB gave 2018 Market Updates InstaGuam Presentations**
- ✓ **GVB members presented their services and offers for 2018**
- ✓ **GVB Management presented prize of appreciation to TOs/ OTAs team from related departments**
- ✓ **Free discussion**



Guam Delegation at Utour



Group photo at Jin Jiang Travel

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

China Marketing News



GVB delegation with Tuniu management



Group Photo at Spring Tour



GVB delegation with JSBC management



Group photo at Ctrip HQ

China Marketing News

"Best Self-driving Tour Destination"
Mar 6th, 2018, Shanghai

Ctrip, China's leading Online Travel Agency (OTA), selected Guam as the recipient of "The Best Overseas Self-driving Tour Destination" award for its stunning coastal routes and driving experience.







- In the absence of President Denight, Vice President Muna reported the team is finally caught up with the March numbers since the transition from the new software back in December 2017. The research department will be releasing the new dashboard shortly.
- Marketing Director Laguaña shared with the board Guam was selected as "Best Overseas Self-driving Tour Destination" by Ctrip, China's leading Online Travel Agency, for its stunning coastal routes and driving experience. This award was won amongst the regions best competition, making it a very proud moment for Guam.

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**	**$ 8,074,711.17**	**43%**	**$ 10,675,504.83**	**57%**
Sustained Marketing - Korea	**$ 4,000,000.00**	**$ 1,454,545.44**	**36%**	**$ 2,545,454.56**	**64%**
Destination Development	**$ 1,085,000.00**	**$ 522,083.31**	**48%**	**$ 562,916.69**	**52%**
GVB Cruise Ship Industry Development Program	**$ 50,000.00**	**$ 20,833.31**	**42%**	**$ 29,166.69**	**58%**
Rainy Day Fund	$ 200,000.00	$ 83,333.31	42%	$ 116,666.69	58%
Cultural & Sports Ambassador Fund	$ 200,000.00	$ 83,333.31	42%	$ 116,666.69	58%
Pass-Thru	$ 790,000.00	$ 329,166.36	42%	$ 460,833.64	58%
TOTAL RECEIVABLES FY 2018	**$ 25,075,216.00**	**$ 10,568,006.21**		**$ 14,507,209.79**	

Accounts	
RESTRICTED	
Bank of Guam - Rainy Day Fund[1]	$ 1,640,441.05
Cultural & Sports Ambassador Fund[2]	$ 258,688.92
GVB Cruise Ship Industry Development Program	$ 8,467.23
TOTAL RESTRICTED	**$ 1,899,129.97**
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	**$ 17,249,394.35**

Current Payables	
Asatsu Invoices (DEC - JAN)	$ 1,917,584.81
Japan Invoices	$ 169,660.31
Guam Invoices	$ 322,555.74
Pass-Thru	$ 17,499.99
Encumbered Contracts	$ 3,608,794.43
Encumbered Purchase Orders	$ 144,015.99
TOTAL PAYABLES as of 3/19/2018	**$ 6,180,111.27**

NOTES

NOTE 1

$1,640,441.05	Rainy Day Fund
($184,984.43)	Rainy Day expenses Japan - reimburse Operations
$1,455,456.62	

NOTE 2

$258,688.92	Cultural and Sports Ambassador Fund
($26,100.00)	Cultural and Sports Ambassador expenses - reimburse Operations
$232,588.92	

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
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($28,783.52)	PAID - Planning, Architectural and Engineering Services for Tumon Bay Improvement
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($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	

March 19, 2018

- Director Shinohara asked what is GVB's understanding with DOA in regards to incurring remittance fee. He is concerned with GMH and DOE barely making payroll and talks of

unpaid health insurance plans. Vice President Muna said he would follow up with President Denight on his continued talks with DOA.

- Director Arriola wants to know what GVB is doing to make sure the allotments are continually received, so the Rainy Day Fund is not tapped into in place of allotments. Director Shinohara assured spending the Rainy Day Fund towards a project or market is not a problem; he is more concerned about finding a way to reconcile the $11.2 million in the operations account. A spending plan should be set and ready to go should there be excess money sitting in any accounts so pitched towards projects that have been under funded. Vice Chairman Mesa agrees and adds that GVB should not have a problem with receiving its appropriations till the end of the fiscal year. Director Arriola disagrees; if the General Fund is in trouble then the government will look to other accounts for source of funding including GVB's. Management needs to make sure GVB gets it allotment (currently should be at 50% but is not) and if they are not received the board needs to know why. Director Shinohara also asked Management to look at the cash accounts to understand the true balances of where they are coming from and where they are going. 1:21:42 MINS

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

RESOLUTION NO. 2018-002 Exhibit C

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

- Director Nault presented the resolution and shared that Mr. Hiyoshi was very honored to receive the award.

B. ADMINISTRATION & GOV'T RELATIONS

RESOLUTION NO. 2018-001 Exhibit D

Director Kloppenburg 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.
Motion approved

- Vice President Muna stated GVB Management and Staff met after the last board meeting for a Q&A session to clarify and make changes/additions as discussed. Those changes and additions, vetted by staff, are reflected on the GVB Personnel Policies and Guidelines. No staff and/or observer had any questions or concerns.

Discussion on sales tax issue:

- Vice President Muna presented a GVB draft position paper in regards to the Public Law 34-87 establishing a general sales tax. GVB Management came up with an opinion, which suited both positions and is open for discussion.
- Chairman Morinaga thinks the 2% sales tax portion needs to be removed from the law because no formal study has been made on the impact it would have on the tourism industry as well as the community. There is a double taxation issue between the retailer and

wholesaler being taxed 2% each. Another issue with wholesalers, in the case of travel agents whose contracts start April 1st and end March 31st, the question lies who will pay the 2% on the existing contracts. Hotels are already paying 4% BPT (increased to 5%) with the 11% occupancy tax (consumer paid) and 2% if implemented, total of 17%. Who will pay the 2% once enforced, when contracts do not currently reflect the inclusion of a sales tax? All POS systems will have to be updated to reflect the charges of the 2% sales tax. Chairman Morinaga said we have to look how sales tax may impact the community, the tourism industry, hotels, retailers, and etc., this might not be the best solution to the financial crisis Guam is currently facing. Guam does not have the system in place to support the 2% sales taxes, not all businesses are equipped with the resources and DRT may not have all the manpower to enforce and execute. The decision to implement a sales tax may cause irreversible damage to tourism.

- Director Hong agrees with Chairman Morinaga, she is concerned October 1st being 6 months away is not enough time prepare. All mom and pop stores need to get educated on how to employ the sales tax as well as install a new POS system, not all stores will be able to accommodate these changes. She wonders how transactions for individuals on welfare will be processed. She points out the Government of Guam needs to provide guidelines to retailers on how to proceed with the 2% sales tax, even with the government's assistance we do not know how long this process will take. We need more direction and time to successfully implement a sales tax. Also, Director Hong believes it will negatively impact Guam's tourism industry because Guam has always been promoted as tax-free to our visitors.
- Vice Chairman Mesa disagrees with prior statements, GVB needs to support the government's decision and prepare itself and its members for the changes to come should it be carried out October 1st. There is enough time for retailers to input POS systems that would calculate the addition of a 2% tax. It will ultimately be up to the legislature to decide what will happen come October 1st, but until then businesses will have to adjust accordingly. In addition, Guam's number one marketing strategy was never a tax-free Guam; all other destinations have a sales tax in place visitors will adjust.
- Director Kloppenburg pointed out there is so much revenue uncollected or is uncollectable, if the government is able to capture that, the sales tax would not be necessary. In the case of bed and breakfast (B&B), DRT is missing out on a lot of revenue not collecting the 4% GRT as well as the 11% occupancy tax. Legitimate businesses paying their taxes are further burdened with the increases in tax rates, while the illegal business continue to not pay. How do you implement a new tax law and properly collect money, with issues such as cash base businesses. Uncollected money amounts to more than the shortfall in this fiscal year.
- Chairman Morinaga clarifies that he is not challenging the law; he is concerned with the effects of what a 2% sales tax could mean for everyone, are we prepared? How will the law be enforced if there are certain exemptions to the law? There are many loopholes that retailers can use to their advantage and abuse the system.
- Vice President Muna stated the bureau is working with Tourism Economics, third party contractor, to conduct a study on the economic impact of the 2% sales tax. From the Tourism Satellites Account report, they will survey in 3 phases: 1) examine the effect of a sales tax on our visitors 2) what is the overall community impact 3) analyze the solutions drafted by GVB. Results will be presented to the board as they are expected in the next couple weeks.
- Director Takano stated Guam being tax-free has been a long time marketing tool, having a sales tax will jeopardize Guam's image and put tourism at a disadvantage. Following the Hawaii model of the GET is not fitting for Guam, Hawaii has long implemented this system. We cannot compare Hawaii's tax law and say that system will work for Guam. Raising the BPT is fine as needed but implementing a sales tax is not.
- Joann Camacho, DFS, shared her disappointment with the board for not stepping up sooner and taking a position on the sales tax issue. She disagrees with Vice Chairman Mesa's statement: Guam is not promoted as a duty-free destination. Guam is promoted as a tax-free destination and it gives Guam an advantage to its consumers. Vice Chairman Mesa

corrected her saying it is not the number one marketing strategy, in the end it is up to the legislature to enforce a sales tax law and GVB must follow.

- Director Jackson stated the reality of the issue is we do not know the impact a sales tax will have on Guam. We have promoted Guam as a tax-free destination and it did have an impact on visitors' decision to visit 50 years ago but we do not know its effect now. There is no universal agreement within the board, as well as within the industry, in regards to the 2% sales tax to put forward. We need to take this opportunity to get our arms around this issue and figure out if it will really impact us or not. Camacho agreed but argued Guam is already facing a competitive market against Hawaii, the added tax would be a disadvantage for us. Director Jackson reiterated that no one truly knows. If the study shows a negative impact for tourism the legislature will do what is deem fit for Guam.
- Director Shinohara believes GVB should have made an opinion on the sales tax. GVB's draft letter does not advocate one way or the other, but argues that the government cannot be haste to impose another round of tax without knowing the ramifications it will put on businesses. Imposing a sales tax is a rash decision to try and fix the financial problem. People come to Guam and know we are tax-free. We have a number of repeat visitors and want to continue growing in those arrival numbers.
- Director Arriola concurs a study should be done and data be gather to make a consensus on the matter. GVB can present their findings to the legislature prior to October 1st and the start of a sales tax. Vice President Muna assured the board the impact study is being conducted. The draft includes solutions GVB Management suggests may help the issue and is open to discussions, changes and/or additions. GVB being a membership organization, Director Arriola asked if member opinions were solicited. GVB's stance on this matter should also take into account its 315 members; GVB must weigh in membership opinions.
- Director Nault is concerned in the event businesses prepare for the sales tax (updating system, hiring for training, etc.) and the law gets appealed before October 1st business will be at a loss. Director Arriola insists the impact study be done as soon as possible and proposed a deadline of July. This will give the legislature enough time to review the findings and make an informative decision before October.
- Senator Biscoe Lee informed the board they are moving up the budget proceeding, hence getting the data from GVB as soon as possible is critical to ensure it is integrated into the revenue projection. Director Jackson thinks the decision happened so quickly there was no time for the board to formulate an educated opinion on this matter, but now is the chance to do so.
- Director Nault asked at what point will 2% sales taxes be charged/collected in terms of hotel bookings. Will consumers pay a sales tax on transactions starting October 1st even if they made bookings prior to? What about prepaid bookings for dates after October 1st who will eat the 2%, travel agents, hotels, optional tour companies? Senator Biscoe Lee added there is an amendment to help relieve existing contracts from BPT increase; she said she would further clarify how it will be applied for sales tax.
- Director Arriola asked when the next membership meeting will be and suggested GVB present or have someone who is knowledgeable present to members and get educated on the implementation of the sales tax law.
- Director Jackson wants to expedite the homestay, B&B rental issue so the money that should have been collect is remitted to the government. DRT needs regulation and enforcement and GVB Management needs to work closely with DRT to ensure requirements are met. Deputy Chief of Staff Mesngon explained Bill 258-34: DRT can issue certificates upon application of B&B units, it clarifies definitions of B&B accommodations allowing businesses to become legitimate. GVB will draft a testimony in support for Bill 258-34 at its public hearing next week Wednesday, March 28, 2018.

C. RESEARCH

- Director Shinohara is please to share the team is diligently working on the new dashboard, which they will be sharing with the team and membership shortly. The dashboard reveal can start small with the government stakeholders and legislative partners to help understand

the information GVB curates. Acting Research Director Fujikawa shared there are plans to have a press conference for membership and the public to showcase the new dashboard in hopes to be of value and incentive to all.

D. DESTINATION MANAGEMENT

- Vice Chairman Mesa reported 11 out of 12 bus shelters are complete. Flood mitigation: 13 out of 21 inlets compete (4 on standby for quality control and 4 awaiting additional cost), 6 out of 9 trenches complete.
- HOT BOND projects being refined with consultants, hope to have the legislature refinance project to ensure Tumon infrastructure are well kept and maintained.

E. MEMBERSHIP & COMMUNITY OUTREACH

- Director Kloppenburg reported the quarterly membership meeting was held last week Tuesday with guest speaker Rika Fuji, editor-in-chief for GENIC Magazine. She presented *Travel 3.0* which focused around instagram and tied nicely into our #instaGuam campaign.
- Director Kloppenburg asked GVB to reach out to membership and gather their thoughts and opinions on Bill 248-34. Director Arriola would like to know how soon the survey can be sent out to have membership response by the next board meeting. Vice President Muna answered the team will have surveys sent to membership next week. Director Arriola strongly suggest membership have a educational forum on the new laws and how it may affect the industry.

F. VISITOR SAFETY & SATISFACTION

G. CULTURAL & HERITAGE

- Director Arriola shared that President Denight, Finance and Administration Director Cunliffe, and Cultural Heritage Officer Hernandez are off-island attending the Chamorro Cultural Festival as well as cultural house site inspection in San Diego, California.

H. SPORTS & EVENTS

I. GREATER CHINA

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

TAIPEI TOURISM EXPO – SALES MISSION

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

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.

- Marketing Director Laguaña reported returning from a successful China sales mission in Shanghai and Beijing joined by 8 GVB membership companies to work with our closest agents to promote sales to Guam throughout the course of the year. GVB presented to the travel agents followed by presentations from our attended membership companies. Then private sessions with travel agent company executives were held to discuss Guam products in-depth. These companies hoped GVB would weigh in and assist with the visa issue. In December the Visa Rebate Program was launched to experiment with MICE groups rebating up to 25% to participant groups of 50 or more. The criteria were to spend at least 4 days on island inclusive of a banquet function at their hotel. As a result, two MICE groups have arrived in the month of March. Agents hope that a similar program can be created for children to help keep cost attractive.
- The 5th China Airlines flight to and from Taiwan has commenced starting March 25th and will run till October. Agents are hoping GVB can push support to have hotels accommodate early check-ins or secure a place for them to rest in the hotel for early flights.
- Celebrity runner and KOL Molly Chang will be running the 10k for the United Airline Guam Marathon and will be cover by the Taiwan media.
- RFP for Hong Kong market is currently out for bid, until then contracts will run on a month-to-month basis.

J. JAPAN

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

AKB48 FAN TOUR PROMOTION SUPPORT

Director Nault made a motion, seconded by Vice Chairman Mesa, 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.

- Director Nault reported on the recent trip to Japan and Korea with President Denight and Marketing Manager Borja to discuss possible air services from Japan. They met with United Airlines (UA) partners to discuss the current issue and possible solutions. UA being Guam's hometown carrier it is important to us to ensure they get their seats filled to continue to grow and service Guam. However, high pricing has become an issue, Guam is not a $1200-$2000 destination. After discussion we were able to persuade them to drop prices which has already been reflected for seats starting April on (exemption during peak season). Additionally, UA may up their seat capacity during high demands. UA also agreed to give the free 2nd baggage, which will immensely help with the golf market. Flights out of Sapporo and Sendai are still being pulled, but there is hope they will return during peak seasons. There are positive discussions for Japanese local carriers flying to Guam and Saipan.
- They also met with Jeju Air and T'way in Korea and received positive feedback to have flights out of Nagoya, which one company already have the rights to. The team will be working on a proposal to present to the Korean LCC's.
- Director Murata reported the Guam Treasure Hunt campaign is being solidified for the summer running from July to September. This campaign targets the family travel segment to provide our Japanese visitors with a unique experience and opportunity. Participation in this campaign where visitors "hunt for treasure" warrants them prizes such as a flight to Guam, free hotel stays, and etc. The campaign is being finalized confirming prizes and "centers" for hunt and redemption. It is currently being promoted via travel agents in Japan.
- AKB40, girl music group consistent of 16 members, will have a concert on April 21, 2018 at beach. About 400 concertgoers have bought into the concert and will be travel for this event. There will be 16 media companies called in to promote this event throughout Japan.

K. KOREA

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

- Director Jackson reported a successful month of March for the Korea market. The Korean Air Travel Agent CEO FamTour was a successful event with a huge help from Korean Air.
- June will be a busy month with the Hana Tour International Show and the KOTFA Show going back to back. Busan has been becoming an important city for Hana Tour, CEO of Hana Tour invited GVB to attend their next event. Mode Tour will soon be expected to have a trade show in Busan as well.
- Director Jackson is positive that the short-term vacation rental (B&B) issue will soon be regulated adding a positive benefit for our overall market. Director Nault asked to have a hotline for B&B regulation where individuals could call in and report any illegal B&B activity.

L. NORTH AMERICA & PACIFIC MARKETS

M. RUSSIA & NEW MARKETS

- Director Jackson shared the upcoming Pacific International Tourism Expo (PITE) taking place in Vladivostok in May. The numbers for Russian arrivals have been moderately increasing. This increase can be due to the Jeju Air flights flying into and out of Vladivostok, as well as the Asiana Airlines and Air Seoul connections out of Seoul to Guam.

VII. OLD BUSINESS

- Vice Chairman Mesa stated the SeaTrade Cruise Global report will be presented to the board next meeting.
- Director Nault reminded the board the 2nd inaugural flight for Japan Airlines will be coming in on March 25, 2018.

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

Director Kloppenburg made a motion, seconded by Director Hofmann, to adjourn the meeting. Meeting adjourned at 5:30pm.
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
   → Fact sheet created and up for review with DRT

2. ~~GVB Membership and HAP for food truck vendors~~
   ~~→ 2 food truck vendors added to membership~~

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Accounts	
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Cultural & Sports Ambassador Fund[2]	$ 258,710.67
GVB Cruise Ship Industry Development Program	$ 10,253.02
TOTAL RESTRICTED	**$ 1,909,570.95**
UNRESTRICTED	
Bank of Guam - Operations	$ 12,429,347.05
First Hawaiian Bank - Membership	$ 70,560.34
Resona	$ 600,419.57
Bank of Guam - TAF	$ 539,567.19
Raymond James - CD value as of 3/31/2018[3]	$ 2,548,374.94
TOTAL UNRESTRICTED	**$ 16,188,269.09**
TOTAL CASH as of 4/9/2018	**$ 18,097,840.04**

Current Payables	
Asatsu Invoices (DEC - FEB)	$ 3,715,581.88
Japan Invoices	$ 436,048.89
Guam Invoices	$ 726,117.77
Pass-Thru	$ 17,499.99
Encumbered Contracts	$ 3,309,804.39
Encumbered Purchase Orders	$ 108,920.81
TOTAL PAYABLES as of 4/9/2018	**$ 8,313,973.73**

NOTES

NOTE 1

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($184,234.64)	Rainy Day expenses Japan - reimburse Operations
$1,456,372.62	

NOTE 2

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March 28, 2018

The Honorable Benjamin J.F. Cruz
Speaker
I Mina'trentai Kuattro Na Liheslaturan Guåhan
Guam Congress Building
Hagåtña, Guam 96910

RE: Bill 324-33

Håfa Adai Speaker Cruz and the Committee on Appropriations & Adjudication:

Thank you for the opportunity to submit testimony on Bill No. 258-34: An Act To Allow the Immediate Taxation of Short-Term Vacation Rental Units by Amending §61136 of Chapter 61, Title 21, Guam Code Annotated.

In 2016, the Guam Visitors Bureau (GVB) submitted testimony in support of Bill No. 323-33, now Public Law 33-165, which:

1. Authorized collection agreements between the Department of Revenue & Tax and transient accommodations brokers.
2. Clarified the definition of Bed & Breakfast companies.
3. Authorized short-term vacation rental units on Guam and their taxation.

This was an important step to leveling the playing field for all accommodation services within the tourism industry on Guam.

GVB is pleased to provide full support of Bill No. 258-34, which takes a step further by immediately authorizing the levying of the 11% Hotel Occupancy Tax on short-term vacation rentals. We implore senators to support Bill No. 258-34, which will provide increased funding for economic development, public health, and the safety and welfare of our island community and visitors. It also ensures that all businesses pay their fair share in taxes and keeps tourism working for Guam.

Si Yu'os Ma'ase again for allowing GVB to testify in support of this measure and for your continued commitment in making Guam a better place to live, work and visit.

Senseramente,

JON NATHAN DENIGHT
President & CEO

CC: All Senators of the 34th Guam Legislature

I Mina'Trentai Kuåttro Na Liheslaturan

BILL STATUS

BILL NO.	SPONSOR	TITLE	DATE INTRODUCED
258-34 (LS)	Therese M. Terlaje	AN ACT TO ALLOW THE IMMEDIATE TAXATION OF SHORT-TERM VACATION RENTAL UNITS BY AMENDING § 61136 OF CHAPTER 61, TITLE 21, GUAM CODE ANNOTATED.	3/13/18 1:03 p.m.

I MINA'TRENTAI KUÅTTRO NA LIHESLATURAN GUÅHAN
2018 (SECOND) Regular Session

Bill No. 258-34(LS)

Introduced by: Therese M. Terlaje

2018 MAR 13 PM 1:03

AN ACT TO ALLOW THE IMMEDIATE TAXATION OF SHORT-TERM VACATION RENTAL UNITS BY AMENDING § 61136 OF CHAPTER 61, TITLE 21, GUAM CODE ANNOTATED

BE IT ENACTED BY THE PEOPLE OF GUAM:

Section 1. Legislative Findings and Intent. *I Liheslatura* finds that a levy of excise tax on Short-term Vacation Rental Units was authorized by P.L. 33-165:6 since June 2016 but the levy has not yet been implemented due to the lack of rules and regulations. *I Liheslatura* further finds that failure to levy these taxes on this class of lodging is unfair to the rest of the hospitality industry and deprives the government of Guam of revenue at a time when revenue is greatly needed. *I Liheslatura* further finds that implementation of the levy can be accomplished immediately pursuant to the detailed mandates of the existing statutes and without the immediate need for further rules and regulations, similar to the already successful implementation of the levy on Bed and Breakfast establishments. It is therefore the intent of *I Liheslatura* to allow the Department of Revenue and Taxation to proceed according to statute, and to remove the requirement for adoption of rules and regulations if not deemed necessary by the Director of Revenue and Taxation, but to allow the Department to adopt rules if necessary.

Section 2. § 61136 of Title 21, Guam Code Annotated, is hereby amended to read:

"§ 61136. Short-term Vacation Rental Unit Regulations.

Notwithstanding Chapter 9 of Title 5, Guam Code Annotated, the Director of ~~T~~the Department of Revenue and Taxation, shall issue or amend the necessary application, certificates, and reporting forms in accordance with this Chapter. ~~Subject to the Administrative Adjudication Act,~~ The Director of the Department of Revenue and Taxation ~~shall~~ may adopt or amend ~~such~~ additional rules and regulations as are necessary and proper to implement the provisions of this Sub-Article, subject to the Administrative Adjudication Act."

GVB RUSSIA & NEW MARKETS COMMITTEE MEETING
Tuesday, April 3, 2018, 10:00 a.m.
GVB Main Conference Room

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

CALL TO ORDER

Chairman Bart Jackson called the Russia & New Markets Committee meeting to order at 10:07 a.m.

APPROVAL OF PREVIOUS MEETING MINUTES

Ms. Ekaterina Sablan made the motion and seconded by Ms. Olga Tonkikh to approve the minutes of February 16, 2018. Motion approved unanimously.

REPORT OF THE CHAIRMAN

Chairman Jackson shared that we are preparing for our annual visit to Far East Russia for the PITE 2018 trade show. This trade show promotion is not so much of a productive business trip necessarily, but definitely shows our commitment to the Russia market and travel agents who sell Guam packages. Ms. Regina Nedlic added that the only GVB member confirmed to participate is PIC. Chairman Jackson also shared that the GVB delegation attending PITE 2018 will include himself, Vice Chairman Roy Abraham, and Regina Nedlic. Chairman Jackson also shared that Vice Chairman Abraham is retiring this year and PITE 2018 will be his last travel promotion with GVB. Vice Chairman Abraham has always been a supporter of the visitors bureau and a great representative of his property.

Chairman Jackson mentioned that because of the tax law signed by US President Donald Trump, the Government of Guam is experiencing a revenue shortfall in its budget. The Legislature responded to this shortfall by introducing two bills. First, is to increase business sales privilege tax (GRT) from 4% to 5% starting on April 1, 2018 up until September 30, 2018. Second, starting on October 1, 2018, GRT will then transition to a sales tax of 2%. Guam has always been heavily promoted as a tax-free destination over 30 years ago. We still promote tax-free shopping, but not as much as the years before. GVB is in the process of doing a survey that requests for feedback from GVB members on how the 2% sales tax will affect their business and impact visitor arrivals. Chairman Jackson invites committee members to share their thoughts on this situation.

Ms. Jane Koo shared that the 2% sales tax will definitely effect business and it could prompt visitors not come to Guam. Ms. Echo Man shared that if a visitor had to pick between a destination that is tax-free versus a destination that has a sales tax, visitors will pick tax-free. For example, is a visitor was deciding between Guam and Saipan, they would probably pick Saipan. Ms. Ekaterina Sablan shared that Russian visitors will likely choose lower budget hotel options when visiting Guam and spend their money more wisely.

Ms. Pilar Laguaña shared that the perception of Guam has also has been promoted as a tax-free destination. Whenever we hear the work "taxes" we pay a little bit more attention because we are paying a little bit more. There will be certain tax exceptions for some toiletry goods, medications, and feminine products. Perception will cost us consumer awareness and we have asked our overseas office for their opinion. Sales tax will not affect current cost contracts. Chairman Jackson added that some of the testaments from the community is that the government has not done enough to collect and look at itself and see where the waste is. Chairman Jackson is requesting for GVB to look into our competing destinations and see if they

have any tax (sales tax, exit tax, sales occupancy tax). Chairman Jackson sees the need for data driven surveys. Data needs to show that the sales tax will negatively affects Guam.

REPORT OF GVB MANAGEMENT

A. Visitor Arrival Statistics

Ms. Regina Nedlic reported on the visitor arrivals as of March 21, 2018. Right now we are at 19.8% in month to date arrivals. Calendar year to date, we are up 33.6% and fiscal year we are up 27.2% as compared to last year. Chairman Jackson shared that the numbers are a results of the benefit of the better connection form Vladivostok to Seoul.

Russia

GUAM

Visitor Arrivals as of March 21, 2018

Market	Total MTD 2017	Total MTD 2018	% to LY
Russia	227	272	19.8%

Market	CY 2017	Total CYTD 2017	Total FYTD 2018	% to LY
Russia	3,352	876	1,170	33.6%

Market	FY 2017	Total FYTD 2017	Total FYTD 2018	% to LY
Russia	3,151	1,823	2,318	27.2%

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

Note: March 2018 Daily Arrivals reflect Civilian Air arrivals only

Ms. Nedlic shared the market mix comparison and Russia is up 19.8% as compared to last year.
Chairman Jackson said there have been a number of flight cancellations and changes, but will be back to on track in May/June this year. Despite this, we still see an increase in our numbers. We can see that Japan numbers are back on top, with Korea number in second place and we haven't seen that in a while.

March 2018

GUAM

March 1-21, 2018 **Total: 86,499 (-7.2%)**

% Market Mix	Origin	2017	2018	% to LY
0.03%	Russia	227	272	19.8%
45.2%	Japan	46,024	39,063	-15.1%
41.5%	Korea	35,500	35,867	1.0%
1.0%	China	889	849	-4.5%
0.3%	Hong Kong	1,405	284	-79.8%
1.8%	Taiwan	2,008	1,531	-23.8%
4.5%	US/Hawaii	3,730	3,906	4.7%
0.9%	Philippines	914	755	-17.4%

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

Note: March 2018 Daily Arrivals reflect Civilian Air arrivals only

Ms. Nedlic shared the calendar year to date, in which we are up 33.6%. Visitor arrivals in 2017 were 876 and in 2018 arrivals are 1,170.

Calendar Year to Date 2018

GUAM

January - March 21, 2018 **Total: 347,232 (-4.3%)**

% Market Mix	Origin	2017	2018	% to LY
0.03%	Russia	876	1,170	33.6%
36.5%	Japan	157,417	126,912	-19.4%
47.6%	Korea	143,022	165,348	15.6%
1.7%	China	7,325	5,960	-18.6%
0.3%	Hong Kong	5,140	1,090	-78.8%
1.9%	Taiwan	9,468	6,471	-31.7%
5.5%	US/Hawaii	17,482	19,153	9.6%
0.8%	Philippines	3,434	2,678	-22.0%

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

Note: March 2018 Daily Arrivals reflect Civilian Air arrivals only

Ms. Nedlic shared fiscal year to date arrivals in which we are up 27.2% as compared to last year. We are on 6 months into the fiscal year and on track with our numbers. We are having research crunch our numbers and provide a projection and it's looking like we are going to exceed our goal pax for the fiscal year of 3,500.

Fiscal Year to Date 2018

GUAM

October 2017 - March 21, 2018 **Total: 722,743 (-4.1%)**

% Market Mix	Origin	2017	2018	% to LY
0.03%	Russia	1,823	2,318	27.2%
35.2%	Japan	339,006	254,705	-24.9%
48.8%	Korea	295,024	352,365	19.4%
1.4%	China	12,712	10,025	-21.1%
0.4%	Hong Kong	8,639	3,150	-63.5%
1.7%	Taiwan	19,189	12,427	-35.2%
5.2%	US/Hawaii	35,388	37,821	6.9%
1.2%	Philippines	10,456	9,011	-13.8%

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

Note: March 2018 Daily Arrivals reflect Civilian Air arrivals only

OLD BUSINESS

A. FY2018 Q2 Post Report (January – March 2018)

Ms. Regina Nedlic shared that our GVB Russia office has been busy this quarter. GVB Russia completed a lecture at the Vladivostok State University of Economics and Service (VSESU) on February 22, 2018. The object of this presentation was to educate tourism management faculty and students about Guam, increase brand awareness, and introduce GVB Russia as the best source of information about destination Guam for TA's and aspiring TA's. GVB Russia office also conducted a survey with the students on their traveling experience and interest. Ms. Nedlic noted that she will share results of the survey at the next committee meeting.

FY2018 Q2 Post Report

GUAM

Lecture at Vladivostok State University of Economics and Service (VSESU)

February 22, 2018





Objectives:

- Educate Tourism Management faculty students (future TAs employees) about Guam
- Increase Guam brand awareness among future tourism industry professionals
- Increase their loyalty for the destination
- Introduce GVB as the best source of information about destination for TA's
- Get information about students' travelling experience and interests (survey)

Ms. Nedlic shared that in collaboration with International Women's Day, the GVB Russia office also hosted a Business Breakfast for TAs on March 7, 2018. In attendance, there were 10 leading travel agents, 1 KAL representative, 1 local media and about 10 other representatives from the travel trade industry. This is a great way to keep our connections and relationships with the travel agents and to celebrate Women's Day, which Russians observe every year. This is also a great way to show appreciation to our women TA's, as well as share our Guam product update, InstaGuam campaign, and Guam upcoming events.

FY2018 Q2 Post Report

GUAM

Business Breakfast for TAs

March 7, 2018



Objectives:

- To increase loyalty level of the leading TA's and media of Vladivostok to Guam
- Promotion of Guam upcoming campaigns and events among travel trade professionals and media
- Communication with the Travel Audience in an informal setting that will allow to receive their feedback, comments, learn more about their needs
- Showing appreciation for Travel Agents and wishing them Happy International Women's Day

Participants: 10 Leading TA's representatives, 1 KAL representative, 1 Local media representative

GVB Russia office also shared that we hosted a Workshop in Yakutsk on March 22, 2018. This workshop ties in with our FY2018 SMART goal to host 3 seminars. There were 27 travel trade professionals in attendance and we promoted the InstaGuam campaign and upcoming Guam events. This workshop was also a great wat to increase our database of travel industry professionals and receive valuable feedback and comments. GVB Russia office partnered with KAL Vladivostok office and Aeroflot Vladivostok office.

FY2018 Q2 Post Report

GUAM

Workshop in Yakutsk

March 22, 2018

Objectives:

- Increase of Guam brand awareness among Yakutsk TA's
- Promotion of Guam among Yakutsk travel trade professionals
- Increase of the current database of travel industry professionals and to establishing of new partnership connections
- Promotion of Guam upcoming campaigns (incl. InstaGuam) and events among travel trade professionals
- Receiving TA's feedback, comments, learning more about their needs

Partners: Korean Airlines Vladivostok Office, Aeroflot Vladivostok Office

Participants: 10 Leading TA's, 7 air ticket agencies (27 travel trade professionals in total)





FY2018 Q2 Post Report

GUAM

Workshop in Yakutsk (con't)

TA's who participated:

- Valerie Tour
- Asia Tour Yakutsk
- TOUR LUX
- Pereletniye Ptytsi
- Krasnyi Chemodan
- Eurasia
- Argys Tour
- SakhaMedTour+
- Yakt Tour
- I Travel

VALERI TOUR

I TRAVEL

АРГЫС ТУР ТУРИСТИЧЕСКАЯ КОМПАНИЯ

ТУРИСТИЧЕСКОЕ АГЕНТСТВО eurasia

TOUR LUX

– Путешествуй, отдыхай и учись вместе с нами!

Перелётные птицы

Туристическое агентство

СЕМЕЙНОЕ ТУРАГЕНТСТВО КРАСНЫЙ ЧЕМОДАН

«Открой мир детскими глазами! Пробуди в душе ребенка!»

Ms. Nedlic also shared that the GVB Russia office hosted a Webinar on Travel Russian News (TRN) on March 28, 2018. This effort was a way to connect with a large audience of travel trade professionals in the European part of Russia, with a focus on Moscow and St. Petersburg. Another objective was to strengthen relations with TAs and increase Guam's brand awareness. This effort also allows for us to get more MICE contacts. The contacts made at the Workshop in Yakutsk, Breakfast with TA's, and Webinar on TRN will be shared with committee members so that they can use these lease as possible sales. Ms. Laguana challenged the GVB Russia office to come up with mechanism that draws Russians to the GVB website and share the InstaGuam campaign and other Guam product offerings. Also, to utilize more social media and have a contest with the participants who attend such seminars. This will allow for more engagement and drive traffic to our social media platforms and website.



NEW BUSINESS

A. FY2018 Q3 Program (April – June 2018)

Ms. Nedlic shared our FY2018 Q3 plans, which include the Siberia Roadshow and PITE 2018. The Siberia Roadshow, which will take place on April 10-13, 2018. Ms. Nedlic noted that she will share Ms. Laguana suggestions on how to improve the roadshow and other workshop and webinars with our GVB Russia office. Ms. Regina confirmed that all MICE tools have been translated and localized to the Russian market. During the Siberia Roadshow, the GVB Russia office will utilize all our MICE tools. Ms. Laguana shared that GVB has created a MICE micro-site, and it will be translated in our source market languages. All information noted on the MICE micro-site was obtained directly from each hotel property.

Siberia Roadshow

April 10-13 , 2018

Objectives:

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

Ms. Nedlic shared, also noted by Chairman Jackson, that we will be heading out to Vladivostok, Russia to attend PITE 2018 on May 18-20, 2018. PITE is known to be the biggest tourism expo in the Far East Russia region. GVB members, Pacific Islands Club will be joining GVB this year. Ms. Nedlic shared that we are currently setting up meetings with airline partners and organizing a Guam seminar. We are trying to host the seminar within the location of where PITE is taking place for it to be easier for TA's to attend. GVB will also be attending the US Embassy Reception.

PITE 2018

May 18-20, 2018

Pacific International Tourism Expo (PITE) is held within the framework of Pacific Tourist Forum. It is an outstanding event in the tourism sector, which brings together industry professionals and consumers globally. GVB has participated in PITE for the past five years.

GVB will be participating in numerous business meetings, presentations and conferences held as part of the exhibition.

Letter of participation was sent to GVB members on March 1, 2018.
Confirmed GVB Member is P.I.C. Guam.

Objectives:

- Increase Guam brand awareness
- Promotion of Guam among Travel Trade professionals and travelers
- Increase of the current database of travel industry professionals and establishing new partnership connections
- Promote InstaGuam campaign and 2018 Guam Calendar of Events

Ms. Nedlic also shared that the GVB Research Department is working on the new dashboard that will allow easy viewership of arrival statistics. Research Department will first train GVB staff on how to use the dashboard. Then a press release will be issued and a training seminar for GVB members will take place for members to learn and access the dashboard. This is a great added benefit for all GVB members.

Chairman Jackson shared that he has been getting a few phone calls and that there is a YouTube video circulating about Russian visitors seeking asylum. The YouTube video displays a Russian individual giving instructions on how to obtain asylum on Guam. Chairman Jackson is requesting for an updated report from Mr. Jason Lin to watch out for this issue so that we can manage it. Last thing that we want is for the federal government to get involved and jeopardize our visa free status. Chairman Jackson noted that he heard there are over 200 Russians on Guam seeking asylum.

Ms. Sablan shared that there is also an Instagram account that describes how to seek asylum and giving birth on Guam. Ms. Sablan shared the account with Ms. Nedlic and she will investigate more. Ms. Nedlic shared that the YouTube video along with a Verona hotel web page in Russia was turned over to GVB Management and was shared with the federal government already.

ANNOUNCEMENTS

- Next Russia & New Markets Committee Meeting | May 1, 2018 in the GVB Main Conference Room. Chairman Jackson noted that he will cancel this meeting if there is no new business to present.
- The United Guam Marathon is set to take place this weekend on April 8, 2018.

ADJOURNMENT

Ms. Romanenko made a motion, seconded by Ms. Jane Koo to adjourn the meeting at 10:48am.

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

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

Approved by: _____
Pilar Laguaña, Director of Global Marketing

JAPAN MARKETING COMMITTEE MEETING
1:30 PM – Tuesday, March 13, 2018
Fort San Jose Ballroom, Outrigger Guam Beach Resort

JAPAN MARKETING COMMITTEE MEETING – Tuesday, March 13, 2018

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

OFF-ISLAND: Norio Nakajima

ABSENT: George Johnson, Bunichi Yamashita

OBSERVERS/GUESTS PRESENT: Mari Oshima, Akiko Futakami, Kazu Atsuta, Mark Anderson, Kenji Sekine, Yoshihisa Otani, Akihiro Tani, Yoshiaki Kanemitsu, Masayo Ibay, Eilis Baldevia, Sachiyo Tanimoto, Yoshinori Oshita, Kyoichi Aoki, Hiromi Matsuura, Toshiro Doi, Mitsue Nakamura, Osamu Takahashi, Takashi Kano, Aurelia David, Dan Wachsman

ABSENT: Yuzuke Imazu, Koji Nagano, Kimi Passeur, Mitsunori Takahashi, Shizuyo Okabe, Katsuhiko Yoshida, Miwa Bravo, Simon Odoca, Mai Perez, Suzanne Perez, Ayisha McKinnon, Kazunori Hotta, Dave Duenas, Bonnie Alig, Asher Goldenberg, Akihiko Gondo, Tomoyuki Goto

GVB: Jon Nathan Denight, Brian Borja, 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 February 13, 2018. Minutes approved.

REPORT OF CHAIRMAN

Chairman Nault reported that the AKB48 tour is quickly approaching and will be held at The Beach; the United Airlines Guam Marathon will be held in April; GVB management is still making efforts to meet with airline partners to make Guam a competitive destination and to garner more air seats; committee members are making progress with the Treasure Hunting Campaign which will target families.

REPORT OF MANAGEMENT

President Denight congratulated the 2018 Golden Latte Award winners: Mr. Toshio Akigami, Mr. Makoto, Yasuhara, Mr. Frank Kenney and Mr. Tim Murphy, T Galleria by DFS, Westin Resort Guam, Fiesta Resort Guam, Akimatsuri, Valley of the Latte, and Joe's Jet Ski.

Report by President Denight and Mr. Kaneko:

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

- Kanto Update
- Chubu Update
- Kyushu Update
- PR & Marketing
- Homepage & SNS
- Upcoming Events

Mr. Mesa asked what the average airfare price is during the charter period. He would like to know what we are competing with out of Japan. He feels demand is not the issue; there is a demand to travel to Guam from Japan. The issue is pricing; Guam is not being priced competitively in comparison to other destinations. Chairman Nault stated that with the North Korea issue last year, the demand decreased, but it is on the rise again. He also shared that management has been working diligently to meet with airline partners but gaining more air seats is only one side of the issue. We also need to work on competitive pricing, marketing the destination, and working with industry partners, all of which the team has been doing. President Denight added that we have with working extensively with United Airlines, specifically on product improvement and pricing. He noted United Airlines weathered the storm during the North Korea issue and he is grateful that they continue to service Guam. He shared that management will continue to update the committee because we all need to work together to be successful. Mr. Debold stated that we are putting the burden solely on the airlines but we also need to take into account the cost of hotels. He asked where we stand this year versus last year in terms of package pricing for Golden Week. Chairman Nault mentioned that you also need to consider power, water, utilities, and the state of the economy because these factors also affect hotel costs. President Denight said the team would provide a comparison to the committee at a later date. Chairman Morinaga added that the consumer mind is changing and OTAs are increasing. Hotels are even practicing yield management. But as long as airfare rates stay the same, the overall price will remain high. Agents raise prices during peak seasons, like Golden Week.

Mr. Doi asked if management is worried about the government's financial situation and how they will continue to market Guam as an attractive destination under those conditions. Chairman Nault said that we need to continue offering the best experience to visitors. President Denight added that the economy needs stability all around and he proposed a gross receipts tax similar to Hawaii. But at the end of the day, we need revenue enhancement. Mr. Morinaga shared that there isn't just one, single solution. We all need to work together to resolve the issue. Mrs. David asked when the Legislature plans to host the next round table discussion on this issue. President Denight mentioned that the schedule varies, but GVB participated in one about a week ago. Mrs. David thinks it would be a good idea for all industry partners to participate in a discussion with the legislators.



January 2018

January 1-31, 2018 **Total: 134,117 (-1.4%)**

% Market Mix	Origin	2017	2018	% to LY
30.8%	Japan	57,037	41,250	-27.7%
51.2%	Korea	56,341	68,713	22.0%
0.9%	China	4,053	1,186	-70.7%
0.3%	Hong Kong	2,047	411	-79.9%
1.7%	Taiwan	3,850	2,258	-41.4%
7.0%	US/Hawaii	7,005	9,324	33.1%
0.7%	Philippines	1,232	957	-22.3%

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

Fiscal Year to Date 2018

October 2017 – January 2018 **Total: 509,628 (-3.3%)**

% Market Mix	Origin	2017	2018	% to LY
33.2%	Japan	238,637	169,043	-29.2%
50.2%	Korea	208,340	255,730	22.7%
1.0%	China	9,440	5,251	-44.4%
0.5%	Hong Kong	5,545	2,471	-55.4%
1.6%	Taiwan	13,571	8,214	-39.5%
5.5%	US/Hawaii	24,906	27,992	12.4%
1.4%	Philippines	8,259	7,290	-11.7%

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

3 Month Forecast

(as of 13Mar 2018)

Month	Forecast	LY Arrival	% Arrival	2018 Seats	2017 Seats	% Capacity
March	62,000	71,384	-13.15%	71,574	82,444	-13.18%
April	41,000	49,834	-17.73%	53,618	70,962	-24.44%
May	38,000	47,140	-19.39%	51,777	74,878	-30.85%

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

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)

May 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:

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)

May:
Narita 1 flight (246)
Nagoya 3 flights (753)
Fukuoka 1 flight (189)
Kansai 1 flights (138)

G/Total 57 flights. (10,747 seats)

Air Service Development

(as of 13Mar 2018)

1. Charter Plan 2018

- GW charter has been finalized and additional 1,300 seats have been marketed.
- GW charter : from Narita, Nagoya, Kansai and Fukuoka.
- More than 100 charter flights are planned to operate during summer holiday period.

2. Regular operation

- Continue discussing with some major Japanese carriers.
- Aggressively approach full service carriers in response to the recent capacity decline.

3. South Korea Nationality Carriers

- Both Jeju Air and T'way have received the beyond right to fly to the third country from Japan.
- GVB has already started communication with them.

Air Service Development

(as of 13Mar 2018)

Fuel Surcharge (- May 31st)

- Japan Airlines (JL) announced on February 19th that the company will remain the fuel surcharge unchanged for international tickets issued departing from Japan between April 1 and May 31.

Airlines	February 1st to March 31st	April 1st to May 31st
Japan Airlines	¥6,000	¥6,000
United	¥6,000	¥6,000
All Nippon Airways	¥6,000	¥6,000
T'way	¥6,000	¥6,000

(Round trip rate from Japan to Guam)

Confidential and subject to change

Air Service Development

(as of 13Mar 2018)

Golden Week Charter Update:

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

Summary by port :

- Narita : 246 seats
- Nagoya : 753 seats
- Fukuoka : 390 seats
- Kansai : 138 seats

- Total : 1,326 seats

Airline	Dep. port	Dep Date	Return Date	Aircraft	Capacity
JEJU Air	Nagoya	2-May-18	6-May-18	B737-800	189
T'way	Nagoya	1-May-18	4-May-18	B737-800	188
T'way	Nagoya	2-May-18	5-May-18	B737-800	188
T'way	Nagoya	3-May-18	6-May-18	B737-800	188
Jin Air	Fukuoka	3-May-18	6-May-18	B777-200	189
Korean Air	Narita	2-May-18	6-May-18	B777-200	246
Korean Air	Kansai	2-May-18	6-May-18	B737-800	138



Japan Market Update

(as of 13Mar 2018)

- **Japanese overseas travel in January 2018.**
  Japan National Tourism Organization reported that the number of Japanese overseas travelers was up 9.9% year on year, reaching 1,423,700 in January 2018.
- **Business trip market Forecast.**
  - The market scale is forecasted to reduce from 3,292 billion JPY to 3,186 billion JPY in 2020, 3,004 billion JPY in 2025 and to 2,782 billion JPY in 2030.
  - Package and group travel consumption : reduce by 22% to 208.3 billion JPY in 2030.
  - Accommodation consumption : reduce by 19% to 333.1 billion JPY in 2030.
  - Transportation consumption : reduce to 217.5 billion JPY in 2030.
  - Conducted by Development Bank of Japan and Japan Economic Research Institute.
- **Delta daily operation to Honolulu from Chubu.**
  Delta Airlines will increase the Nagoya to Honolulu route from May 22nd to September 2nd. Current 5 times frequency will change to daily operation for the above period.
- **Cebu Pacific daily operation to Manila from Chubu.**
  Cebu Pacific Airlines will change their flight frequency to daily operation starting from March 28th. A320 aircraft will be deployed for 4 hours 20 minutes.
- **Korean Air Special sale for Honolulu**
  Korean Air has just launched a sales campaign for the 5th anniversary of the inauguration of the Honolulu flight from Narita. ¥ 5,000 yen discount coupon has been distributed.

Japan Market Update

(as of 13Mar. 2018)

- **Singapore Airlines 50th anniversary sale campaign**
  To celebrate the 50th anniversary of inauguration flight to Japan, the company has conducted a special sale campaign from February 15th to end of March.
  - Offering ¥ 51, 350 for TYO-SIN (RT) as the bottom price.
  - NRT-LAX (¥ 64,440) , NRT-ROM (¥ 85,820)
- **JAL Communication Tool.**
  Japan Airlines recently announced the introduction of a communication application "LINE".
  - targeting corporate customer.
  - Notification of the update flight information.
  - Available around autumn 2018.
- **Marianas Visitors Authority.**
  MVA has announced on March 2nd that they are negotiating with airlines about a new service to Saipan and expecting a daily operation from Narita or Haneda during the winter schedule period.
- **Hkexpress.**
  The company has just started a special price campaign for targeting customer traveling on/after March 12th to end of June.
  - One way price is offered at ¥ 3,280 from major ports in Japan to Hong Kong.
  - Targeting to sell 18,000 seat through the campaign.

Japan Market Update

(as of 13Mar. 2018)

Capacity Forecast in 2018

Data Source : Diio Mi & other MI

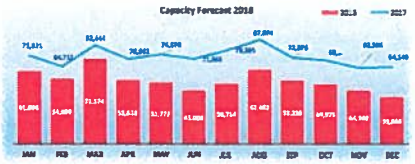
Forecast as of 03Mar.18

Total : about 630,000 seats
about 3,700 flights

Schedule : 570,000 seats
3,300 flights

Charter : 60,000 seats
330 flights

vv 2017 : -27% (-230,000 seats)



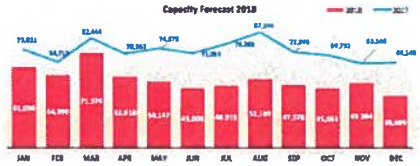
Forecast as of 02Feb.18

Total : about 610000 seats
about 3,500 flights

Schedule : 570,000 seats
3,300 flights

Charter : 40,000 seats
210 flights

vv 2017 : -30% (-255,000 seats)



Confidential and subject to change

Japan Market Update

(as of 13Mar. 2018)

- **GVB Japan mailing system Revamp!**

Tony Muna has visited Japan office on March 1st and 2nd to shift the current mail account to Gmail.

There has been a lot of advantages after transferring,

1. Google Calendar : sharing calendars within Japan team and GVBHQ.
2. Google Docs, Sheets, Slides : Collaborate on data analysis with spreadsheets.
3. Google Drive : Documents sharing and access files from desktop, mobile.
4. Google Meet : Video calls for meeting & conference.



Japan Market Update

(as of 13Mar. 2018)

- **Rotary Club 2750 District Conference February 27th.**

- GVB Management, Chairman Morinaga and President & CEO, Nathan Denight has attended Rotary club 2750 District conference at Shinagawa in Tokyo.
- More than 2,000 Rotary members including members from Guam Rotary has joined the conference.
- Chairman Morinaga and President & CEO, Nathan Denight has made greetings and addressed Hafa Adai Welcome message to for the next conference in Guam.
- Guam conference is planned to hold from February 22 to 24 next year.
- More than 1,000 member will join from Japan.



Japan Market Update

(as of 13Mar. 2018)

- **Event Schedule (March - June.18)**

Year	Month	Date	Event	Target	Place	Participants from Guam	GVB
2018	March	17-18Mar.18	Nagoya Travel Fair	General consumer	Nagoya	welcome	GVB Japan
2018	April	TBC	JGTC Meeting	JGTC members	Tokyo, Nagoya, Osaka	------	GVBHQ & Japan
2018	April	20-22Apr.18	Sado Toki Marathon	Sado city	Sado Island	------	GVBHQ & Japan
2018	May	04-06May.18	Toyohiragawa Marathon	Nikkan Sport, Sapporo city	Sapporo	------	GVBHQ & Japan
2018	May	05-06May.18	Tokyo Rainbow Pride	General consumer	Tokyo	welcome	GVBHQ & Japan
2018	May	19-20May.18	KIX Travel Fair	General consumer	Osaka	welcome	GVBHQ & Japan
2018	June	23-24Jun.18	Ehime Air Travel Fair	General consumer	Ehime	welcome	GVB Japan

- **In-house Seminar**
  - March: Nagoya (HIS)
  - March: Sapporo. (TAs & Korean Air)
  - August: Tokyo, HIS & JTB (planning)



Japan Market Update

(as of 13Mar. 2018)

AKB Concert Tour :

Updates:

- JTB official tour : 348 pax
- JGTC tours : 4 pax.

Tour sales:

- Both HIS and IACE has started the second tour sales on March 6th and 7th.
- Tour sale will continue up to end of March.





Kanto

(as of 13Mar 2018)

JAL Guam Go! campaign:

Japan Airlines:

- Joint Promotion (GVB x JAL)
- Sales period: February - March.
- Travel period: April to June.
- Dep port : Narita + on-line port.
- Award: JAL e-point
- Sales: Booking engine.
- External site: Travelko, Jalan net etc.



Kanto

(as of 13Mar 2018)

Air Ticket Guam Sales campaign:

Korean Air :

- Joint Promotion (GVB x Korean Air)
- Sales period: April -
- Travel period: April to September
- Dep port : Sapporo, Aomori, Niigata.
- Price : confidential
- Sales: Booking engine.
- External site: Google.







Kanto

(as of 13Mar 2018)

Air Ticket Guam Sales campaign:

Tway:

- Joint Promotion (GVB x Tway)
- Sales period: Mid of March -.
- Travel period: April to June.
- Dep port : Kansai
- Price : confidential
- Sales: Tway Booking engine.
- External site: Yahoo, Google.





Kanto

(as of 13Mar 2018)

Guam Sales campaign OTAs:

Rakuten:

- Sales period: March - April
- Travel period: April - June
- Product: Air, DP etc.
- Target: 100%+

GVB× Rakuten Travel
2018 Campaign Idea

Rakuten

Expedia:

- Sales period: April - May
- Travel period: April - July
- Product: Air, DP etc.
- Target: 100%+

Expedia.co.jp
かしこい旅、エクスペディア

Kanto

(as of 13Mar 2018)

Guam Sales campaign JGTC:

JTB:

- Joint Sales Promotion (JTB x GVB)
- Period: January - December18
- Product: Package
- Target: 100%+
- Sales growth
  - JAL sales (Exclusive brochure etc)
  - Charter Business
  - Retail shops





HIS :

- Joint Sales Promotion (HIS x GVB)
- Period: January - December18
- Product: Package
- Target: 100%+
- Sales growth
  - Nationwide campaign
  - Retail shops





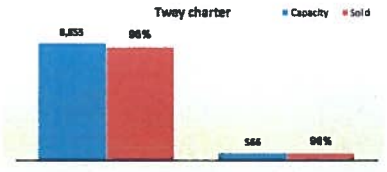
Kanto, Chubu, Kansai

(as of 13Mar 2018)

Charter Sales campaign Narita :

Tway:

- Period: January - April.18
- Frequency: 109
- Capacity:
  - Narita: 13,160
  - Nagoya: 3,196
  - Kansai: 4,158
  - Total: 20,514
- Status: 96% sold.



TW Charter 2018	January		February		March		April		Total	
	Capacity	frequency	Capacity	frequency	Capacity	frequency	Capacity	frequency	Capacity	frequency
NRT (Narita)	5,640	30	5,264	28	2,256	12	0	0	13,160	70
NGO (Nagoya)	0	0	0	0	3,008	16	188	1	3,196	17
KIX (Kansai)	189	1	0	0	3,591	19	378	2	4,158	22
Total	5,829	31	5,264	28	8,855	47	566	3	20,514	109

Chubu

(as of 13Mar. 2018)

Event & Seminar in Chubu

- Travel Fair in Nagoya on March 17th – 18th
- In-house Seminar at HIS Nagoya Group Section in Nagoya on March 19th



Market update:

JTB x GVB Sales Campaign
- Sales period : Feb - Mar. 2018
- Travel period : Mar. 2018
- Product : Brochure & Web
- Target : 100% v.v. LY

- HIS has already almost sold spring period T'way Air charter tour.
- T'way Air and Jeju Air charter Guam Tour for Golden Week holiday period on sale. (KNT, HIS and JTB)
- There are still seats available under Golden Week product.



Kyushu

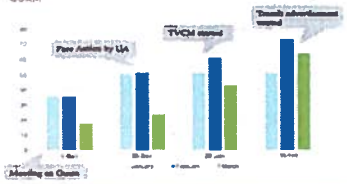
(as of 13Mar. 2018)

Joint Promotion in Kyushu

(GVB x United x JTB, HIS, NTA, KNT, Nishitetsu)

		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
2/13 (SAT)	⑤	12:00~13:00	JTB Tenjin branch
	⑥	13:30~14:30	HIS Parco branch

UA FUK's load factor (as of February 20)





PR & Marketing -Latest Exposures

(as of 13Mar. 2018)

Nationwide TV: World Summer's Resort
TV station: TBS + 27 local TV stations
Audience rate (GRP): Approx. 5.7%
On air Date & Time: Mar 3, 2018 0:00am – 0:30am (30 minutes)
Set in use: 19,392,028 households within Japan
Actual Cost: $28,571
Ad Value: $4,868,571 $1=105 yen
Contents in brief: Famous Japanese Model and Instagram Queen (1.8 million followers), Nicole Fujita introducing : Merizo Pier, Onward Beach Resort, G.O.S.R., Pacific Bay Hotel, Tumon Trade Center, Lone Star, and Micronesia Mall.









PR & Marketing -Latest Exposures

Green=MEGA FAM exposures
Orange = Free exposure/GVB/J Direct cooperation



Nationwide Cable TV: Shima Run (Island Run)
Station: GAORA Cable TV Network
Theme: Run South of Guam. Ex-Giants Miyamoto will run around the island to explore sightseeing/instagram places!
On Air: Feb 26 1:PM-1:30PM, re-run on Feb 27 6PM-6.30PM, Mar 4 6.30PM-7PM, Mar 5 5.30PM-6PM, Mar 6 11.30AM-Noon
GVB/J tie-in exposure

Web: Nikkei DUAL
Company: Nikkei Business Publications, Inc.
PV: 3.6 million
Theme: Recommendations of Guam by a working mother
Updated on: Feb 14

Free Magazine: City Living
Publisher: SANKEI LIVING SHIMBUN Inc
Circulation: 700,000
Theme: Travel tips Guam version
Distribution: February 24
Cost to GVB: None



Osaka Area TV:
Taka Toshi Land
Station: Kansai TV
Theme: Special Guam program
On Air: 4:30PM-5:25PM, Feb 27
GVB/J tie-in exposure





Free Magazine:
City Living
Publisher:
SANKEI LIVING SHIMBUN
Circulation:
620,000
Theme: Family vacation to Guam w/ JAL info
Distribution:
March 3
Cost to GVB:
None



Web: City Living Travel tips
Company: SANKEI LIVING SHIMBUN Inc.
PV: 6 million
Theme: Travel Collection- GUAM
Updated on: February 24
Cost to GVB: None





Web:
Numero Tokyo
Company:
Fusosha Inc.
PV: 1.5 mill
Theme:
Guam for Kids
Updated on:
Feb 21

Homepage & SNS

(as of 13Mar. 2018)

GVB Website FEB 2018

User Total : 51,802
Page View Total : 130,728

TOP3 pages

1 Immigration To Guam
2 Question
3 Money

GVB SNS Fans

Facebook Total : 18,176 (244 up)
Twitter Total : 5,268 (239 up)
Instagram Total : 12,399 (602 up)

SNS engaging contents TOP3 (Facebook, Twitter, Instagram)



NO.1 Facebook
Day: Feb14
LIKE: 462
Comment: 11
Night GPO



NO.2 Instagram
Day: Feb10
LIKE: 993
Comment: 1
Hafaloha



NO.3 Instagram
Day: Feb19
LIKE: 870
Comment: 16
Talofofo with AKB

SNS Audience Demographics (Twitter, Instagram) *Facebook no data

Twitter Dominant Gender: Woman (80%) / Top Age: 18-24 (47.4%) / Top Cities: Tokyo (49%)
Instagram Dominant Gender: Woman (78%) / Top Age: 18-24 (43.5%) / Top Cities: Tokyo (78%)

Homepage & SNS

(as of 13Mar. 2018)

Guam x AKB48 on social media

All social media (Twitter, Facebook, Instagram, Youtube, Blog etc.)

JAN 1 – MAR 7



JAN 22, 23,24
1) Instaguam 2018 Campaign Start
2) AKB TVCM Start

FEB 7
AKB concert tour member was announced

FEB 24
AKB concert tour additional member was announced

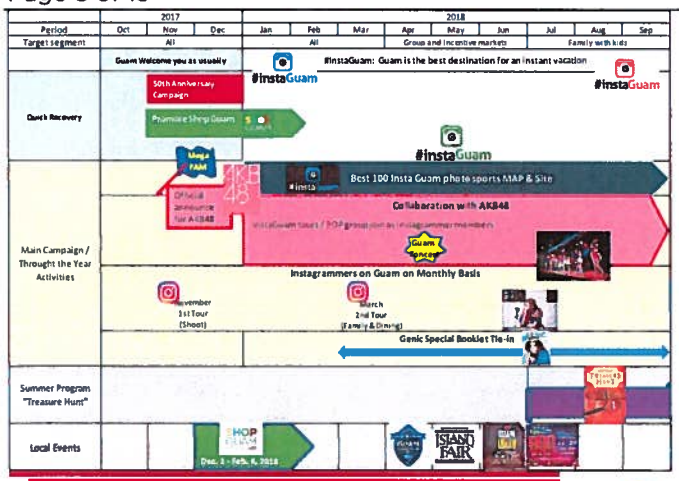


REPORT OF ADK

Report by Mr. Hoshino:

- FY18 Communication Plan
- PR/Promotion
- 2018 InstaGuam – January - September
- FY2018 Media Plan
- Guam Treasure Hunting Promotion
- InstaGuam + AKB48
- Web Media Summary
- InstaGuam Campaign
- AD/PR/Promotion
- AKB48 Update





Current Status

PR : Past _ Mar.

● TV



TV Station: TBS (Nationwide)
Program title: Summer Resort
On Air Date & Times: Mar. 3, 2018
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



ADK

PR : Upcoming _ Apr. ~



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

ADK

PR : Past _ Mar.

●Ms. Nicole Fujita, a program guest, posted photos on Guam In her own Instagram with 1.8 million followers



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 _ May ~



- **Golf Digest Package PR Tie Ins**

1) Magazine title: Golf Digest Traveler
Issue date: Published quarterly (Jan・Apr・Jul・Oct)
Exposure: 4C5P
Circulation: 50,000
Ad Value: $ 30,707.14

2) Media title: Minnano Golf Digest Web & Golf Digest TV
Minna no Golf Digest
Golf information site operated by Golf Digest
Monthly PV: **7,300,000** Article CTR 1.5% average

Golf Digest TV (YouTube)
Golf related movie site operated by Golf Digest
The latest Channel subscribers: **54,346**
Ad Value: $ 13,160.20

3) Japan airlines Official site
Guam General Golf promotion video will be posted as contents on JAL Guam site
Ad Value: $ 21,933.67

- Total AD Value: $65,801

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.

- **Presentation by GENIC Chief Editor**



Rika Fujii (Profile)

Director, mitsubachiworks inc.

Began career as a radio program producer, expanding into content creation and service direction for an extensive range of women's media, including web media planning and operation, book and magazine creation and event production.

Participated in the establishment of mitsubachiworks inc. as a founding member in 2005. In addition to directing *Decolog*, Japan's largest girls' blog site, she has demonstrated her creativity and leadership in a wide range of projects including producing "Girl's Flea Market

Appointed editor-in-chief of *GENIC* magazine in September 2016, serving concurrently as editor in chief of GENIC WEB since April 2017

ADK

PR : Upcoming _ Apr.

- **Agenda**

1.旅は今...トラベル3.0の時代
Travel Today: The Advent of Travel 3.0

2.いまどきの旅の情報の集め方
How Travel Information Is Gathered Today

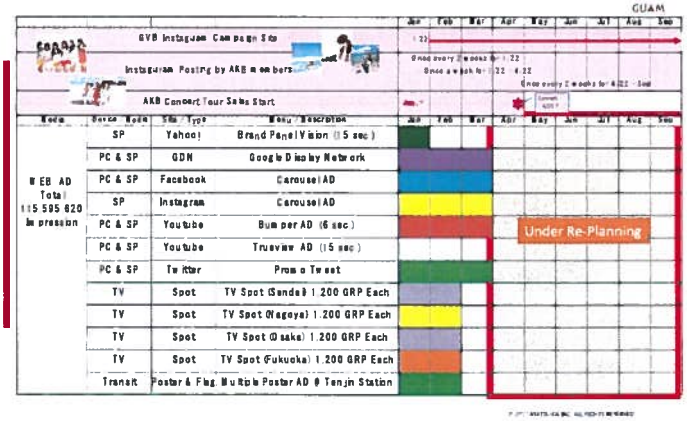
3.旅写真の流行
Travel Photo Trends

4.加工の流行
Processing Trends

5.インスタ映え
Looking Good on Instagram

ADK

FY2018 Media Plan



2018 InstaGuam
Jan. – Sept. 2018

ADK

SP: 2018 Guam Treasure Hunting Promotion

- Campaign Period: July 1 ~ Oct. 7, 2018

✓ Banner Designs for 'TA' Brochure



✓ Landing Page (PC & SP)



ADK

AD: InstaGuam + AKB48

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



ADK

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
AKB 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

PR: InstaGuam Campaign Prize Application Result

- As of March 3, 2018

		Instagram	Twitter	Facebook	
50,000 JPY JCB coupon	1/22-1/28	163	10	2	175
	1/29-2/4	192	2	2	196
	2/5-2/11	157	2		159
	2/12-2/18	163			163
	2/19-2/25	132			132
	2/26-3/4	127			127
	3/5-	22			22
	Sub total①	956	14	4	974
10,000 JPY JCB coupon	1/22-1/28	72	30	2	104
	1/29-2/4	11	35	1	47
	2/5-2/11	23	19		42
	2/12-2/18	4	21		25
	2/19-2/25	6	18		24
	2/26-3/4	7	13		20
	3/5-	8	3		11
	Sub total②	131	136	3	271
	Total (①+②)	1,087	153	7	1,247

ADK

PR: InstaGuam _CP Posted Photos



ADK

AD: InstaGuam + AKB48 - Web Media Result Report

- Still image (2018/01/22-02/28)

Menu	imp	click	CTR	CPC	Click to Travel Agent	AKB Live
GDN	53,839,904	132,780	0.25%	¥30	3,218	1,918
Facebook	2,555,079	46,374	1.81%	¥73	440	210
Instagram	4,933,140	12,412	0.25%	¥242	670	120
Twitter	4,605,597	28,640	0.62%	¥70	824	502
Yahoo SP Barnd pannel vision ※For free	15,473,075	176,904	1.14%	¥0	2,043	2
Total	81,406,795	397,110	0.49%	¥0	7,195	2,752

ADK

AD: *InstaGuam + AKB48 - Web Media Result Report*

● **Movie(2018/01/22-02/28)**

Menu	imp	click	CTR	CPC	Click to Travel Agent	AKB Live
Yahoo SP Brand Panel Vision	20,615,221	16,687	0.08%	¥1,918	569	-
Bumper	29,569,071	51,267	0.17%	¥312	957	295
Total	50,184,292	67,954	0.14%	¥706	1,526	295

AD: *InstaGuam + AKB48*

● **InstaGuam Campaign Site –**

Number of click to each Travel agent from Jan. 22 – Feb. 28

Travel Agent	Number of clikck Main	By Port						Main + Port Total
		By Port Total	Tokyo	Osaka	Sendai	Nagoya	Fukuoka	
AKB Live (Just 1 week)	3,047	/	/	/	/	/	/	3,047
HIS	1,252	571	217	175	NA	109	70	1,823
JAL	721	128	52	45	NA	17	14	849
JTB	697	168	51	50	31	22	14	865
KNT	492	127	36	NA	NA	76	15	619
Nippon Travel	394	55	16	23	NA	7	9	449
Rakuten Travel	373	44	44		NA	NA	NA	417
Tobu Top Tours	380	17	17	NA	NA	NA	NA	397
Nishitetsu Travel	223	32	NA	NA	NA	NA	32	255
Total	7,579	1,142	433	293	31	231	154	8,721

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

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

● **Sales Status as of March 8, 2018**

AKB Concert Sales

Travel Agent		By Port				Total	
		Narita	Kansai	Cyuubu	Fukuoka	Number of appli-cations	Number of payment done
JTB AKB Official Tour	1st Sales	271	49	20	10	350	287
	2nd Sales * Before Black check	75	14	13	0	102	61
	3rd Sales *Mrach.7th ~11th						N.A
Other Travel Agents	1st Sales	2	2	0	0	4	
	2nd Sales *March. 6th,7th ~10th						N.A
Total						456	348

ADK

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

● **Concert Sales Push**





- Concert Announcement Ad:
- Goggle Display Network ad: 15 million imp and Twitter:3.3 million imp
- Announcement in Travel Agent owned media such as HP, mail magazine, and Line account.
- AKB office to send 500,000 Mail magazine x 6 times
- AKB members to post announcement in their own SNS

ADK

AKB48 Official Site



https://www.akb48.co.jp/news/detailpage/19003308

AKB48 Official Blog



「AKB48グループ選抜 スペシャルライブ in Guam」4/21（土）開催決定！

先日、「AKB48グループ」のメンバーが、気軽に行けるインスタ映えスポットとしてのグアムを紹介する「#instaGuam」キャンペーンが始まりました。
グアム政府観光局の「#instaGuam」キャンペーンの公式インスタグラマーとなったAKB48グループメンバー。
グアム政府観光局の公式インスタグラム「visitguam_jp」でも、メンバーが撮影したインスタ写真を毎週アップ！
フォローして、メンバーのプライベートショットをぜひチェックしてくださいね。

キャンペーンサイト（はコチラ）
ムービーサイト（はコチラ）

https://ameblo.jp/akihabara48-entry-12350885727.html

AKB48 Group Ticket Center Mail Magazine

2018.02.27（火）20:54
AKB48グループチケットセンター <event-ticket@akb48-group.com>
「AKB48グループ選抜 スペシャルライブ in Guam」追加発表した7名含む出演メンバー全16名と一緒に、グアムを楽しもう！エントリー

※本メールはＡＫＢ４８グループサービス会員様に配信しております。

ＡＫＢ４８グループチケットセンター運営事務局です。

グアム政府観光局の「#instaGuam」キャンペーンの公式インスタグラマーとなったAKB48グループメンバー。
4/21（土）に「AKB48 グループ選抜 スペシャルライブ in Guam」に出演する残り7名の追加選抜メンバーも
発表されました。
オフィシャルツアーの申込受付期間が2月28日（水）23:59まで、と締切間近となっております！！
まだ申込されていない方は、ぜひ皆ってご参加ください！

今回、新しく決定した残りの選抜メンバー7名は下記メンバーです。
【AKB48】　大森美優、佐々木優佳里、福岡聖菜
【NMB48】　太田夢莉
【HGT48】　高倉萌香、太野彩香、中村歩加

すでに発表している選抜メンバー16名のうち、9名は下記メンバーです。
【AKB48】　太田奈緒、岡田奈々、加藤玲奈、山田菜々美
【SKE48】　大場美奈、古畑奈和、
【NMB48】　山本彩
【HGT48】　荻野由佳、山口真帆

AKB48 Member SNS





REPORT OF SUBCOMMITTEES

Discussion / Comments:

Guam Treasure Hunting Campaign: Mr. Murata reported that the committee will be meeting with Mr. Hoshino soon to iron out the campaign details and the website will be up and running shortly. Chairman Nault shared that partners in Japan are already aware of the campaign. The team will solicit to industry partners for prize donations. Mr. Kawano asked if the campaign is only for the Japan market. In the future, we should open the campaign to other markets. Chairman Nault and President Denight agreed and said they would work with other markets on similar campaigns in the future.

OLD BUSINESS

Rotary District Conference 2019 (to be held on Guam): Chairman Nault reminded the committee about the conference that will be held on Guam in 2019. Mr. Morinaga said GVB pledged to help make the event successful to include assistance provided by industry partners. He also shared that the headquarters for the conference will be at Dusit Thani.

Free WiFi access for visitors: Chairman Nault reported that the team is still working on this program.

Chairman Nault shared that Delta Airlines will be pulling out of Saipan which means Saipan will work aggressively to find a new carrier to replace those lost seats.

NEW BUSINESS

ANNOUNCEMENTS

- Next JMC meeting on APRIL 10, 2018 at 1:30 pm

ADJOURNMENT

Moved by Mr. Debold seconded by Mr. Akigami to adjourn the meeting at 3:12 PM. Motion approved.

Minutes prepared by: _____
Karida Brennan, Marketing Officer I

Minutes approved by: _____
June Sugawara, Marketing Officer II

Minutes approved by: _____
Brian Borja, Marketing Officer II

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

KOREA MARKETING COMMITTEE MEETING MINUTES
11:00AM - Tuesday, March 27, 2018
GVB Main Conference Room

Members Present:	**Members Absent:**
Akihiro Tani – Fish Eye Marine Park Ayisha McKinnon – Red Door Productions Chris Yang – Westin Guam Resort Daisuke Sato – Watabe Guam Inc. Gun Park – Associate Director of Sales Jae Yu- Tumon Bay Lobster & Grill Jason Lee – Sheraton Laguna Guam Resort Jennifer McFerran – International Dining Concepts Jenny Song – Outrigger Guam Beach Resort Katsutoshi Kabasawa – Lam Lam Tours & Transport Keiko Hirao – Royal Orchid Guam Hotel Mark Anderson – Nissan Car Rental Tae Oh – Baldyga Group Terry Chung – T-Galleria Yoshinori Oshita – Guam Reef & Olive Spa Resort	Do Hyung Kim – Zeus Tours Esther Kim – Hyatt Regency Guam Jae Hwon Jeon – Lotte Hotel Guam Jenny Cheon – Hotel Nikko Guam Jennifer Chae – Onward Beach Resort John Ko – Net Tours Soohyun Lee – Tumon Aquarium LLC Stephen Gatewood – Alupang Beach Club Susan Fryer – Tumon Sands Plaza
Guests/Alternate Members:	**GVB Korea Office/GVB Chairs/Mgmt. /Staff Present:**
Cindy Chang – HIS Guam Kiyoko Kamohara – Lam Lam Tours & Transport Julia Kondo – Guam Plaza Hotel Annabelle Santos – Sentry Hospitality Annie Jo – Baldyga Group Yuki Motoda – Guam Reef & Olive Spa Resort	GVB Korea Account Director – Jay Park (Telephonically) Chairman, Bart Jackson Vice Chairwoman, Young Sook Hong Vice Chairman, Brad Kloppenburg Director of Global Marketing, Pilar Laguaña Marketing Manager – Korea, Colleen Cabedo Marketing Coordinator – Korea, Nakisha Garrido

I. CALL TO ORDER
Chairman Bart Jackson called the meeting to order at 11:02AM.

II. APPROVAL OF COMMITTEE MINUTES
Chairman Bart Jackson called for the approval of the minutes from the last committee meeting held on February 13, 2018. Vice-Chairman Brad Kloppenburg motioned to approve and was seconded by Vice-Chairwoman Young Sook Hong. With no oppositions the committee unanimously approved the minutes.

III. REPORT OF THE CHAIRMAN

Chairman Jackson spoke of recent bills introduced in the legislature concerning raising the gross receipts tax (GRT) from 4% to 5% and implementing a sales tax. Historically Guam was marketed as a tax-free environment and there is a division in the industry on the impacts of the sales tax. The GVB Board of Directors have decided to conduct an industry survey as quickly as possible to present tangible research to the legislature. If the survey indicates that the sales tax will negatively impact the industry, the GVB Board will react immediately to present a case to the legislature. Chairman Jackson reiterated that the survey's purpose is to gather relevant data to make the most informed decision.

Discussion: Mr. Terry Chung asked if GVB could also get feedback from its overseas marketing offices. GVB management answered that this is already being done.

Chairman Jackson touched base on recent developments with Korea's low-cost carriers (LCC's). Chairman Jackson explained that the growth of LCC's from Korea lead to the dynamic growth of Korea visitor arrivals. The LCC's T'way Air and Jeju Air will now be adding additional seats direct from Guam to Japan. Chairman Jackson informed the committee that Korean LCC's are designed to fly to the U.S and their planes are equipped with the required systems. Japan LLC's currently lack this type of equipment making it expensive for a Japan LCC to enter the Guam market.

Chairman Jackson also reported the success of the recent Korean Air VIP travel agent familiarization tour and thanked our supporting industry partners.

IV. REPORT OF MANAGEMENT

a. Research Report

Acting Director of Research Nico Fujikawa reported the latest visitor arrival statistics.

- Mr. Fujikawa reported that GVB Research Department is now up-to-date with arrivals, after implementing the new Customs forms and tracking system. The department has been working on a new dashboard for the industry's use where arrival information would be generated in real-time.

March 2018

March 1-21, 2018 **Total: 86,499 (-7.2%)**

% Market Mix	Origin	2017	2018	% to LY
41.5%	Korea	35,500	35,867	1.0%
45.2%	Japan	46,024	39,063	-15.1%
1.0%	China	889	849	-4.5%
0.3%	Hong Kong	1,405	284	-79.8%
1.8%	Taiwan	2,008	1,531	-23.8%
4.5%	US/Hawaii	3,730	3,906	4.7%
0.9%	Philippines	914	755	-17.4%

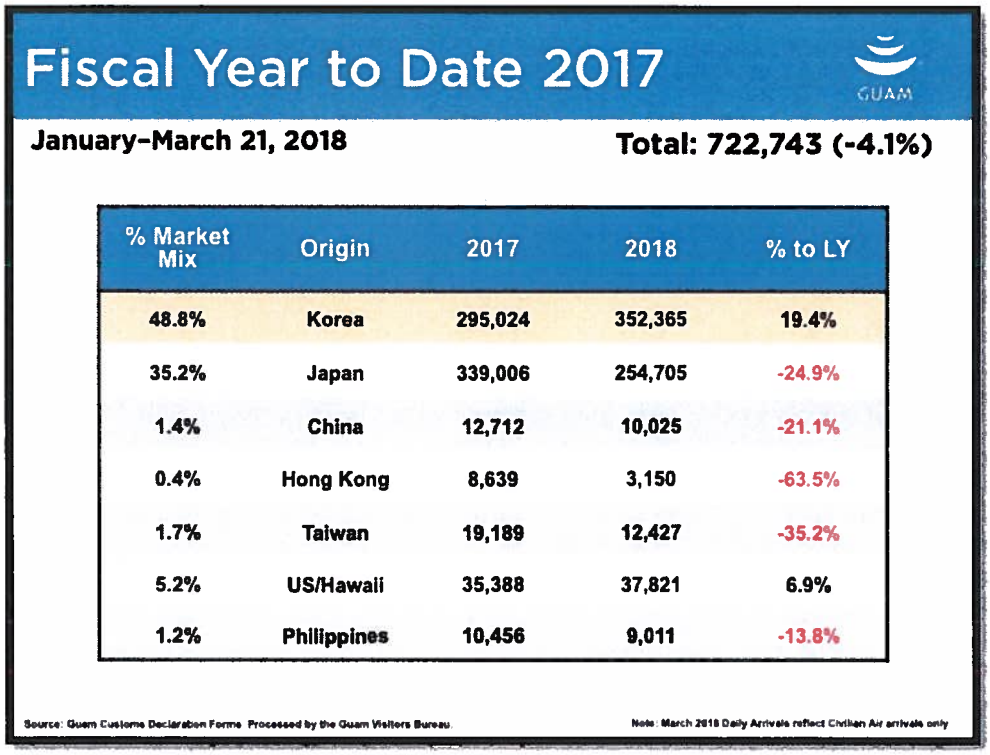
Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: March 2018 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2017

January-March 21, 2018 **Total: 347,232 (-4.3%)**

% Market Mix	Origin	2017	2018	% to LY
47.6%	Korea	143,022	165,358	15.6%
36.5%	Japan	157,417	126,912	-19.4%
1.7%	China	7,325	5,960	-18.6%
0.3%	Hong Kong	5,140	1,090	-78.8%
1.9%	Taiwan	9,468	6,471	-31.7%
5.5%	US/Hawaii	17,482	19,153	9.6%
0.8%	Philippines	3,434	2,678	-22.0%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: March 2018 Daily Arrivals reflect Civilian Air arrivals only



Fiscal Year to Date 2017

GUAM

January-March 21, 2018 **Total: 722,743 (-4.1%)**

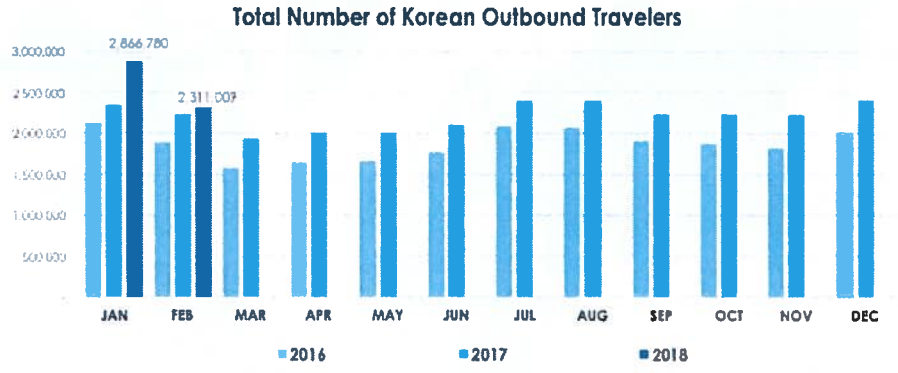
% Market Mix	Origin	2017	2018	% to LY
48.8%	Korea	295,024	352,365	19.4%
35.2%	Japan	339,006	254,705	-24.9%
1.4%	China	12,712	10,025	-21.1%
0.4%	Hong Kong	8,639	3,150	-63.5%
1.7%	Taiwan	19,189	12,427	-35.2%
5.2%	US/Hawaii	35,388	37,821	6.9%
1.2%	Philippines	10,456	9,011	-13.8%

Source: Guam Customs Declaration Forms Processed by the Guam Visitors Bureau. Note: March 2018 Daily Arrivals reflect Civilian Air arrivals only

V. KOREA MARKETING NEWS

a. GVB Account Director Mr. Jay Park presented Korea market's latest projects, promotions and developments telephonically.

Korea Outbound Market Trend
Overall Market Trend



- Total number of Korean outbound travelers: 2.3 million (2018 FEB) -> 3.6% increased vs. 2017 FEB
  2017 FEB YTD: 5.2million -> 13.2% increased vs. 2017 YTD

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

Korea Outbound Market Trend
Airline Capacity to Guam in FEB

Incheon – Guam

Airline	Flight No.	DEP. Time	Days	2018 February	2017 February
Korean Air	KE113	09:15	Daily	9,464	7,616
	KE111	19:35	Daily	7,728	7,616
Jeju Air	7C3102	10:05	Daily	5,292	5,292
	7C3106	20:10	Daily	5,292	5,292
	7C3108	21:50	Daily	5,292	5,292
Jin Air	LJ641	09:35	Daily	11,004	5,292
T'Way Air	TW301	18:00	Daily	5,292	5,292
Air Seoul	RS102	20:45	Daily	5,460	NA
TOTAL SEAT CAPACITY				54,824	41,692

- Outbound seat capacity from ICN to GUM = 54,824 seats (13,132 seats more than 2017 FEB)

GUAM VISITORS BUREAU | SETBISION BISITAN GUAHAN
401 Pale San Vitores Road | Tumon, Guam 96913 | Ph: (671) 646-5278 | Fax: (671) 646-8861 | www.visitguam.com
Doc. No. 34GL-18-1739.*

GUAM

Korea Outbound Market Trend
Airline Capacity to Guam in FEB

Busan – Guam

Airline	Flight No.	DEP. Time	Days	2018 February	2017 February
Korean Air	KE2115	22:05	4times/week	2,208	2,208
Jeju Air	7C3154	22:00	Daily	5,292	5,292
Jin Air	LJ647	08:00	Daily	5,292	5,292
Air Busan	BX612	22:05	4times/week	3,120	3,120
TOTAL SEAT CAPACITY				15,912	15,912

- Outbound seat capacity from PUS to GUM = 15,912 seats (same as 2017 FEB)

Daegu – Osaka – Guam

Airline	Flight No.	DEP. Time	Days	2018 February	2017 February
T'Way Air	TW311	08:35	Daily	5,292	5,292
TOTAL SEAT CAPACITY				5,292	5,292

- Outbound seat capacity from TAE to GUM = 5,292 seats (same as 2017 FEB)
  - It includes a certain portion of Japanese traveler's

Korea Outbound Market Trend
Airline Capacity to Guam in FEB

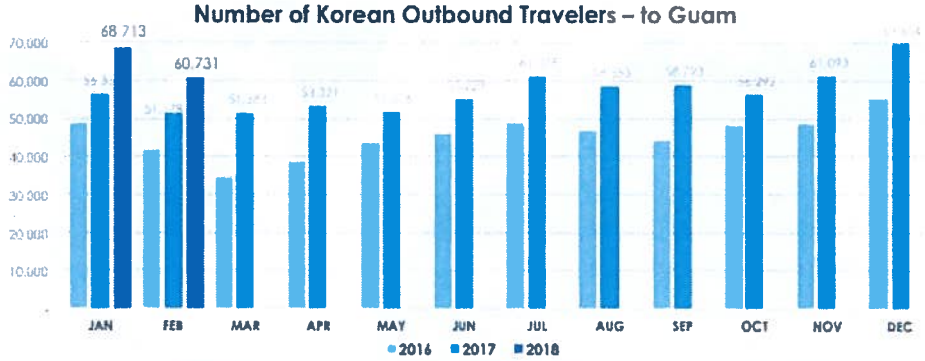


Total Outbound Seat Capacity (February)

Origin	2018	2017
ICN – GUM	54,824 seats	41,692 seats
PUS – GUM	15,912 seats	15,912 seats
TAE – GUM (via KIX)	5,292 seats	5,292 seats
TOTAL	**76,028 seats (max) +20.9%↑**	**62,896 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	YTD
2018	68,713	60,731											129,444
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	107,520
Growth Rate (%)	22.0%	18.7%											20.4%

- Total number of Korean travelers to Guam: 60,731 (2018 FEB) > 18.7 % increased vs. 2017 FEB
  2018 FEB YTD: 129,444 > 20.4% increased vs. 2017 FEB YTD

Korea Outbound Market Forecast
Airline Capacity to Guam in MAR

Incheon – Guam

Airline	Flight No.	DEP. Time	Days	2018 March	2017 March
Korean Air	KE113	09:15	Daily	10,478	8,432
	KE111	19:35	Daily	8,432	8,432
Jeju Air	7C3102	10:05	Daily	5,859	5,859
	7C3106	20:10	Daily	5,859	5,859
	7C3108	21:50	Daily	NA (aircraft maintenance)	NA
Jin Air	LJ641	09:35	Daily	6,267	12,183
T'Way Air	TW301	18:00	Daily	5,859	5,859
Air Seoul	RS102	20:45	Daily	6,045	NA
TOTAL SEAT CAPACITY				48,799	46,624

- Jeju Air is not operating 7C3108 flight due to the aircraft maintenance
- Jin Air replaced LJ641 aircraft from B772 (393 seats) to B738 (189 seats) due to the aircraft maintenance.
- Outbound seat capacity from ICN to GUM = 48,799 seats (2,175 seats more than 2017 MAR)

Korea Outbound Market Forecast
Airline Capacity to Guam in MAR

Busan – Guam

Airline	Flight No.	DEP. Time	Days	2018 March	2017 March
Korean Air	KE2115	22:05	4times/week	2,484	2,484
Jeju Air	7C3154	22:00	Daily	5,859	5,859
Jin Air	LJ647	08:00	Daily	5,859	5,481
Air Busan	BX612	22:05	4times/week	3,510	3,510
TOTAL SEAT CAPACITY				17,712	17,334

- Outbound seat capacity from PUS to GUM = 17,712 seats (378 seats more than 2017 MAR)

Daegu – Osaka – Guam

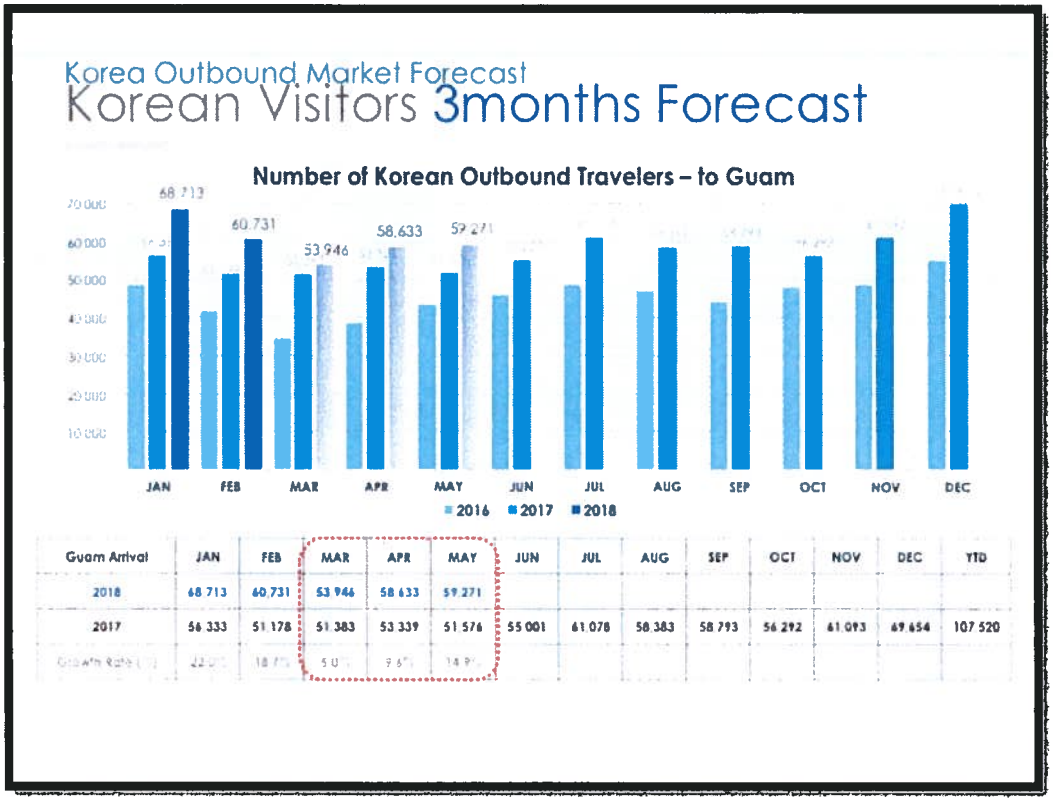
Airline	Flight No.	DEP. Time	Days	2018 March	2017 March
T'Way Air	TW311	08:35	Daily	5,859	5,859
TOTAL SEAT CAPACITY				5,859	5,859

- Outbound seat capacity from TAE to GUM = 5,859 seats (same as 2017 MAR)
  - It includes a certain portion of Japanese traveler's

Korea Outbound Market Forecast
Airline Capacity to Guam in MAR

Total Outbound Seat Capacity (March)

Origin	2018	2017
ICN – GUM	48,799 seats	46,624 seats
PUS – GUM	17,712 seats	17,334 seats
TAE – GUM (via KIX)	5,859 seats	5,859 seats
TOTAL	**72,370 seats (max) +3.7%↑**	**69,817 seats (max)**



- Due to Jeju Air's flight maintenance we are seeing less growth for months of March through May. In addition, these months are considered Korea's shoulder season. GVB Korea has been working very closely with the airlines and trade partners for sales contests and programs to boost sales during these slower months. By June, Jin Air will replace the aircraft back to the larger Boeing aircraft as well as increase their flight frequency to 2x daily from Incheon starting June 18th which will add 5,700 additional seats.

February & March 2018 Update
Travel Trade Support

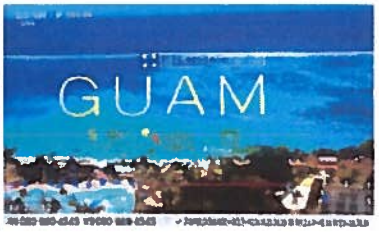
Online Tour – CJ O Shopping (Jin Air + Nikko Hotel Guam)





Very Good Tour – GS TV Home Shopping (Korean Air + PIC Guam)





February & March 2018 Update
Travel Trade Support

Redcap Tour – Lotte TV Home Shopping (Air Seoul + Dusit Thani Guam Resort)





KRT – CJ TV Home Shopping (Korean Air, Air seoul + PIC Guam)





February & March 2018 Update
Travel Trade Support

Mode Tour - Incentive Group Support

- Period: February 20 – February 23, 2018
- Travelers: SG Ascon Remicon Company (150pax)
- Venue: PIC Guam
- GVB's support: Welcome shell lei with Miss Guam




February & March 2018 Update
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



February & March 2018 Update
Travel Trade Co-op

Guam Promotional Video Filming co-op with Jin Air
"Mother & Daughter Luxurious Tour to Guam"

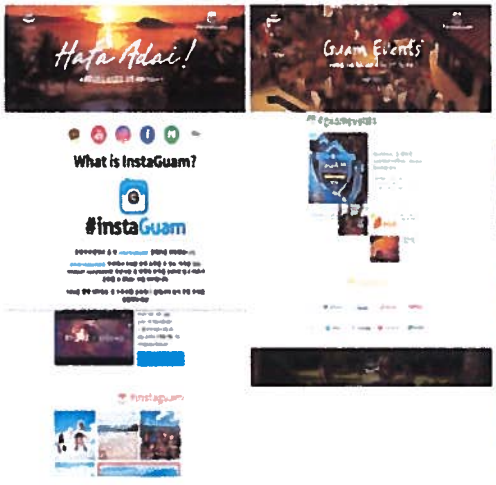
- Period: March 19 – March 22, 2018
- To introduce luxurious Guam travel points by targeting mother and daughter, and differentiate the products considering the family market and to expose Guam hotel, activities, and restaurants through Jin Air channels.



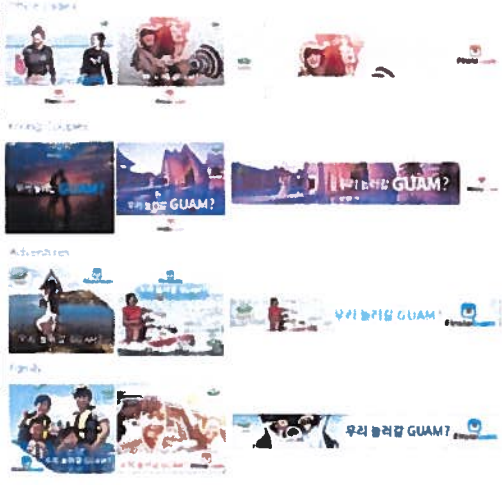
February & March 2018 Update
InstaGuam Campaign

InstaGuam Google Campaign
- Launching date: March 19, 2018
- Landing Page: http://instaguam.welcometoguam.co.kr/

<Landing page>



<Google Advertisement Banner>



Ongoing & Upcoming Projects
2018 United Guam Marathon

Travel Agency Website Promotion

- ✓ Period: February – April
- ✓ TA UGM Packages: 10 TAs (Hana Tour, Mode Tour, Hanjin Travel, YB tour, Tour Baksa, Bomulsum To ur, Interpark Tour, JaU Tour, Lotte Tour. Airtel.com)



Hana Tour



Mode Tour



Hanjin Travel

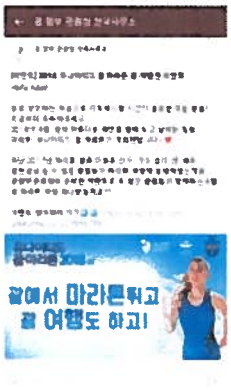
Ongoing & Upcoming Projects
2018 United Guam Marathon

Digital Content & SNS Marketing

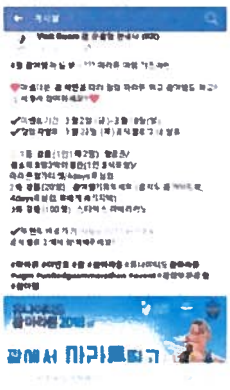
- ✓ Channel: GVB Korea Official Kakao Friends & Naver Blog & SNS
- ✓ SNS event: March 2 – 18, 2018
- ✓ Grand Prize: 3N4D Guam Airtel with a complementary marathon ticket and USIM (2pax)



Blog



Kakao Plus



Facebook



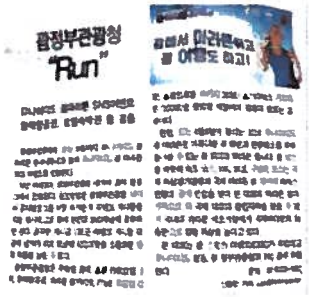
Instagram

Ongoing & Upcoming Projects
2018 United Guam Marathon

Press Release



The Korea Economy

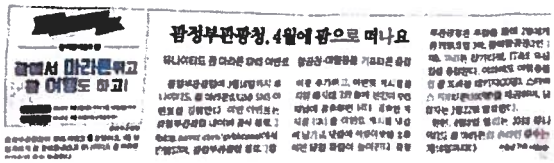


The Korea Travel News



4월 유나이티드 괌마라톤 참가신청 하세요

Global Travel News



The Korea Travel Times

Ongoing & Upcoming Projects
2018 United Guam Marathon

Media Advertisement



The Korea Travel Times



ITL News

Major Upcoming Projects

2018 GMIF Media Project with Olympus & AB Road

- ✓ Period: May 2 ~ 6, 2018
- ✓ Co-Partner: Olympus / AB Road / Digital Influencer
- ✓ To introduce Guam signature event, Guam Micronesia Island Fair to the Korean visitors and bring actual visit to the fair by generating as many as high quality contents by influencers.

2018 Hana Tour International Travel Show

- ✓ Period: June 7 ~ 10, 2018
- ✓ Concept: Guam Pavilion
- ✓ Process
  - Confirm the participating Guam local partners
  - Develop & finalize the Guam pavilion design
  - Operational logistics



- ✓ Current Registered Guam Partners

1. PHR (Hilton / Sheraton / Nikko)
2. PHR (Hilton / Sheraton / Nikko)
3. Dusit Thani
4. Hyatt
5. Lotte
6. Guam Reef
7. Onward
8. Guam Plaza
9. Pacific Star
10. Fiest
11. Outrigger
12. Westin
13. Bayview & Oceanview
14. Royal Orchid
15. Pleasure Island

Major Upcoming Projects

2018 Guam Food Festival in Seoul

- ✓ Date: June 12, 2018
- ✓ Target Audience: approximately 130pax (Trade partners, Media, Guam partners, Digital Influencers)
- ✓ To introduce Guam local restaurants and to promote Guam food & culture by presenting Guam major restaurants' food and cultural performances during the festival
- ✓ To provide an opportunity to network with Guam local partners and major travel trade partners & media in Seoul and to extend an opportunity to Guam local restaurants (GVB members)



2018 KOTFA – the 33rd Korea World Travel Fair Seoul

- ✓ Period: June 14 ~ 17, 2018
- ✓ Concept: GVB Independent Booth
- ✓ Process
  - Develop & finalize the Guam pavilion design
  - Operational logistics
  - Confirm the participating Guam local partners

VI. OLD BUSINESS
Nothing to report

VII. NEW BUSINESS
Nothing to report

VIII. ANNOUNCEMENTS
The next committee meeting will be held on April 10, 2018 at 11AM in the GVB Main Conference Room.

IX. ADJOURNMENT
The meeting formally adjourned at 11:34AM.

S/S

Minutes Prepared By: Nakisha Garrido, Marketing Coordinator - Korea

Minutes Reviewed By: Colleen Cabedo, Marketing Manager - Korea

Minutes Approved By: Pilar Laguaña, Director of Global Marketing

NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING
WEDNESDAY, APRIL 4, 2018 - 2:00PM
GVB MAIN CONFERENCE ROOM

PRESENT:	Mayor Robert Hoffman, Paula Monk, Rosabelle Malones, Olga Tonkikh, Yoshinori Oshita
ABSENT:	Theresa Arriola, Ana Marie Franquez, Barbara Taitano, Katie Black, John Calvo, Emily Wallace, Mai Perez, Sheila Shedd, Valerie Blas, Rolenda Faasuamalie, Atsuta Kazunori, Joann Camacho, Gary Cruz, Blessie Cruz, Yuki Motoda, John Paul Calvo
OBSERVERS:	No observers present
GVB STAFF AND MANAGEMENT:	Pilar Laguaña, Regina Nedlic, Gabbie Franquez, Maria C. San Nicolas, Brian Borja, Sydney Leon Guerrero

CALL TO ORDER

Chairman Mayor Robert Hoffman called the North America & Pacific meeting to order at 2:10PM.

APPROVAL OF PREVIOUS MEETING MINUTES

Ms. Paula Monk made the motion and seconded by Mr. Yoshinori Oshita to approve the minutes of February 5, 2018. Motion approved unanimously.

REPORT OF THE CHAIRMAN

Chairman Mayor Robert Hoffman commended the marketing team for doing a great job. As part of the "Sister City Relations" agreement to strengthen relations between Guam and the Philippines, two groups plan to visit Guam: (1) 24 pax from the cities of Binget and Zablan, Philippines to attend the Agat Mango Festival in May; and (2) a women-driven delegation of over 100 pax to include the First Ladies and other public officials from within those Philippine regions will join in Guam's 74th Liberation celebration. Mayor Hoffman will provide GVB with a press release to GVB and the overseas Philippine office.

REPORT OF GVB MANAGEMENT

a. Visitor Arrivals Update

Ms. Maria San Nicolas reported the month to date, calendar year, and fiscal year comparison (as of March 21, 2018) for the Pacific and North America markets on behalf of Mr. Mark Mangloña who is on an overseas Mission in Singapore for the 2018 Asia Dive Expo. There weren't any significant rise or drop in arrivals for either of these markets to discuss in depth.

North America Markets

GUAM

Month to Date March 1-21, 2018 **Total: 86,499 (-7.2%)**

Market	Total MTD 2017	Total MTD 2018	% to LY
US/Hawaii	3,730	3,906	4.7%
Canada	81	-	-

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

Note: March 2018 Daily Arrivals reflect Civilian Air arrivals only

North America Markets

GUAM

Calendar Year to Date
January - March 21, 2018

Total: 347,232 (-4.3%)

Market	CY 2017	Total CYTD 2017	Total CYTD 2018	% to LY
US Mainland	63,719	14,267	19,153	9.6%
Hawaii	13,339	3,215	-	-
Canada	859	268	-	-

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

Note: March 2018 Daily Arrivals reflect Civilian Air arrivals only

North America Markets

Fiscal Year 2018
October 2017 - March 21, 2018

Total: 722,743 (-4.1%)

Market	FY 2017	Total FYTD 2017	Total FYTD 2018	% to LY
US Mainland	61,200	28,468	37,821	6.9%
Hawaii	15,096	6,915	-	-
Canada	991	524	-	-

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

Note: March 2018 Daily Arrivals reflect Civilian Air arrivals only

Pacific Markets

Month to Date March 1-21, 2018

Total: 86,499 (-7.2%)

Market	Total MTD 2017	Total MTD 2018	% to LY
CNMI	1,083	1,259	16.3%
RMI	70	65	-7.1%
FSM	528	858	62.5%
Palau	154	228	48.1%
Australia	86	80	-7.0%

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

Note: March 2018 Daily Arrivals reflect Civilian Air arrivals only

Pacific Markets

GUAM

Calendar Year to Date
January – March 21, 2018

Total: 347,232 (-4.3%)

Market	CY 2017	Total CYTD 2017	Total CYTD 2018	% to LY
CNMI	19,316	3,553	3,789	6.6%
RMI	1,275	206	243	18.0%
FSM	11,541	1,956	2,620	33.9%
Palau	4,165	593	725	22.3%
Australia	2,255	775	709	-8.5%

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

Note: March 2018 Daily Arrivals reflect Civilian Air arrivals only

Pacific Markets

GUAM

Fiscal Year to Date
October 2017 – March 21, 2018

Total: 722,743 (-4.1%)

Market	FY 2017	Total FYTD 2017	Total FYTD 2018	% to LY
CNMI	18,494	7,815	8,873	13.5%
RMI	1,274	511	549	7.4%
FSM	10,958	4,783	6,030	26.1%
Palau	4,005	1,731	2,023	16.9%
Australia	2,227	1,201	1,163	-3.2%

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

Note: March 2018 Daily Arrivals reflect Civilian Air arrivals only

Ms. Regina Nedlic presented to the committee the latest visitor arrival statistics and different figures (as of March 21, 2018) on a month to date (MTD), calendar year to date (CYTD), and fiscal year to date (FYTD) comparison for the Philippine market. Ms. Nedlic mentioned that the MTD numbers are still trending negatively at -17.4% given that Cebu Pacific no longer has a fourth flight, we lost the AM United Airlines (UA) flights, and due to the increase in

Philippine domestic travel. There is a -22.0% and -13.8% decrease in arrivals on a CYTD and FYTD comparison, respectively.

Ms. Nedlic brought attention to GVB's new dashboard system that will provide arrival statistics in real time and noted training will be provided to GVB staff and members. Chairman Hoffman asked if the committee should be concerned about the dip in Philippine arrivals considering the increase in flights available and if the decrease is due mainly to a drop in inbound flights. Per Ms. Sydney Leon Guerrero, as of March 28th there is a 28.5% positive increase in arrivals compared to last year. However, Chairman Hoffman commented it could be as a result of outbound travel to the Philippines for Holy Week, then went on to ask Ms. Monk about UA feedback. Ms. Monk confirmed that UA is seeing weak numbers in relation to seat capacity, which is why there was a reduction in AM departure flights. Ms. Monk was surprised to see that arrival numbers were weak across all airline carriers.

Chairman Hoffman asked if we should do more in the Philippines and Ms. Nedlic replied that there are a few GVB events planned for FY18 Q3 and Q4, to include working with travel agents and the airlines, such as the Guam Fair, Travel Madness and Cebu Pacific Update conducted annually. Ms. Monk mentioned there are less than 15 participants coming to Guam from the Philippines for the UA Marathon but stressed there are opportunities to increase these numbers. Ms. Pilar Laguaña stressed the importance of having travel agents develop packages to promote the UA Marathon and other events, including those from UA.

Ms. Laguaña also followed up Ms. Nedlic's comment on upcoming promotions noting a consumer festival promotion in conjunction with the Guam Economic Development Authority (GEDA). Furthermore, Ms. Laguaña commented an immediate step to increase Guam's presence in the Philippine market is to have our overseas representatives be more active with trade relations and social media. Mayor Hoffman asked about the last Mega Fam Group that came to Guam. Ms. Nedlic said we have an even larger group coming this year. Ms. Laguaña went on to add that we need to have these Fam Tours translate into sales for Guam via packages. Lastly, Chairman Hoffman asked if Saipan is experiencing low Philippine visitor arrivals and Ms. Monk confirmed that they are due to visa approval challenges.

Philippines

GUAM

Visitor Arrivals as of March 21, 2018

Market	Total MTD 2017	Total MTD 2018	% to LY
Philippines	914	755	-17.4%

Market	CY 2017	Total CYTD 2017	Total CYTD 2018	% to LY
Philippines	19,129	3,434	2,678	-22.0%

Market	FY 2017	Total FYTD 2017	Total FYTD 2018	% to LY
Philippines	19,818	10,456	9,011	-13.8%

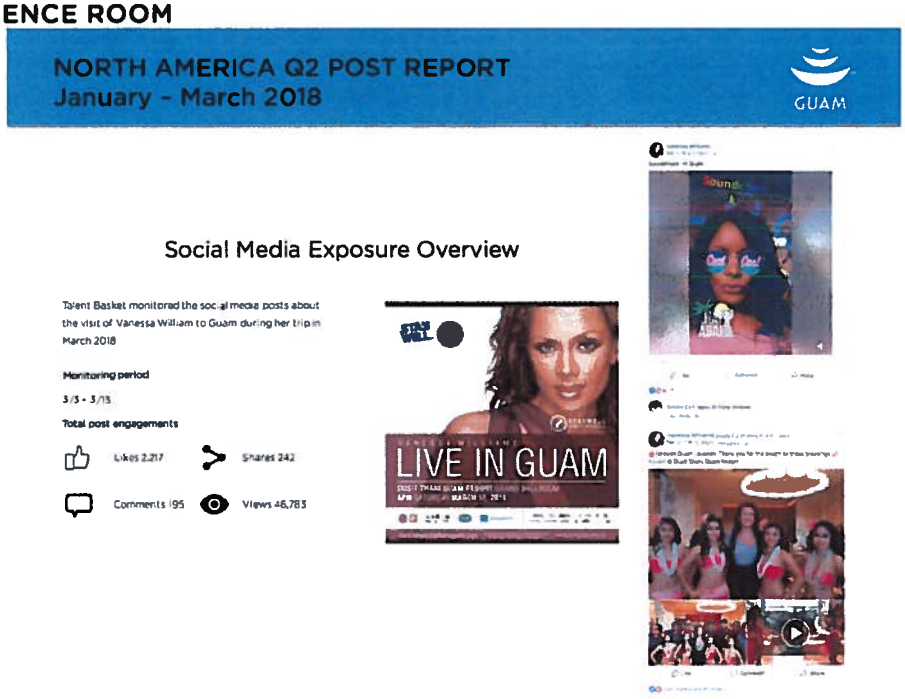
Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: March 2018 Daily Arrivals reflect Civilian Air arrivals only

OLD BUSINESS - Q2 Post Report (January - March 2018)

a. North America

Ms. Maria San Nicolas reported on Vanessa Williams's visit to Guam. StayWell Insurance brought in celebrity Vanessa Williams for their Diabetes Foundation fundraising event, which GVB was able to capitalize on. Ms. Laguaña mentioned Ms. Williams's management team provided video footage of her experiences on island to be used for GVB's social media content. In lieu of the North Korea threats, a short video is underway, highlighting Ms. Williams's positive experience with a message that Guam is a beautiful, hospitable, and safe place to visit. Chairman Hoffman was surprised and suggested that the bureau have a camera crew and retainer fee available to leverage other influencers that come to the island.



b. Philippines

Ms. Nedlic mentioned GVB President & CEO joined the delegation for a product update, media event, and luncheon with travel agents and the U.S. Commercial Service. With the help of U.S. ambassadors, Guam is looking to open up the European market. Ms. Nedlic mentioned Mr. Ben Alvez, a resident of Guam who is also a celebrity in the Philippines, who gave a testimonial at the Guam media event.



Ms. Nedlic noted GVB's attendance at the PTAA Travel Tour Expo, a B2B event, where Guam had a very fun and interactive booth and was also awarded for the best cultural dance show.



Ms. Nedlic mentioned the conclusion of the Shop Guam E-Festival campaign was successful resulting in $391,436.04 in social media value across newspapers, the web and social media platforms with an investment of only $37,420.00.



Docket No. 34GL-18-1739.*

NEW BUSINESS – Q3 Programs (April – June 2018)

a. North America

Ms. San Nicolas further reported on major upcoming events and trade shows for FY2018 for the North America and Pacific markets, respectively. For North America, a delegation will attend the International Gay and Lesbian Travel Association's (IGLTA) annual Global Convention in Toronto, Canada from May 9-12, 2018. Ms. Laguaña mentioned the IGLTA association is based out of Florida, which is why it is under the North America market. Ms. Laguaña added that IGLTA has global partners and sponsors, and that Guam's membership is in line with our mission to diversify new markets, such as the LGBT market, and attract affluent visitors. Mayor Hoffman noted he performed back-to-back weddings this past March 23rd, 2018, as it is International Transgender Day.

Through PATA International membership, Ms. Laguaña met the IGLTA CEO who connected her with award-winning Journalist, Andrew Collins. GVB hosted Mr. Collins for a familiarization (FAM) tour last December and in return, Mr. Collins agreed to write a seven-day itinerary for LGBT travelers to visit Guam, free of charge. GVB's LGBT brochure is currently being developed in time for the IGLTA convention. Ms. Laguaña is working with the IGLTA CEO to have Speaker of the Legislature, Senator Benjamin J. Cruz, attend and speak about Guam at the event as well. Ms. Laguaña also met with key leaders from IGLTA Japan. Mr. Brian Borja spoke about the established relationship he built with Mr. Shintaro-san and Guam's interest to expand the Japan LGBT market as well. He added that there is discussion to help Guam enter the LGBT-tourism promotional market through events, such as the Tokyo Rainbow Pride event, taking place from May 4-7, 2018. A Guam delegation will attend and have a booth in hopes to develop and sell Guam packages.

Ms. San Nicolas asked Chairman Hoffman to entertain a Motion to Approve Travel (read by Ms. Olga Tonkikh) for additional delegates to attend the Tokyo Rainbow Pride and IGLTA Convention events for a total of $18,151.70. Ms. Monk mad the motion to approve travel and seconded by Ms. Tonkikh.

Ms. San Nicolas mentioned a Guam delegation would attend the International Pow Wow event taking place from May 19-23, 2018 in Denver, Colorado. Ms. Laguaña noted it is the largest B2B travel-trade convention that sells all of the United States' products and services. At this event, GVB will meet with travel agents (TA) from our core markets and TAs from new markets to promote and sell Guam, and travel media looking to develop commerce relationships with U.S. suppliers.



IGLTA 2018 TORONTO TOGETHER



- May 9 – 12, 2018
- World's premier educational and networking event for LGBT tourism professionals.

ipw DENVER MAY 19-23, 2018

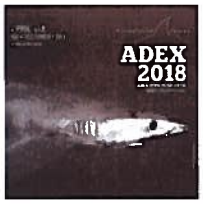


- May 19 – 23, 2018
- Travel industry's premier international marketplace and largest generator of travel to US
- Over 140 Business-to-Business Appointments

b. Pacific

Ms. San Nicolas mentioned a GVB delegation is currently in Singapore with others from Saipan, Palau and Chuuk for the largest dive expo, the Asia Dive Expo (ADEX) 2018. Other upcoming events include the Pacific Asia Travel Association (PATA) Micronesia Chapter 1st Tri-annual Meeting in Saipan from April 24-26, 2018 and the PATA Annual Summit from May 17-20, 2018.





Asia Dive Expo 2018

- April 6 – 8, 2018
- Singapore
- Longest running and largest dive expo in Asia
- Attended by regional partners: MVA, Chuuk and Palau



PATA Micronesia Chapter
1st Tri-Annual Meeting

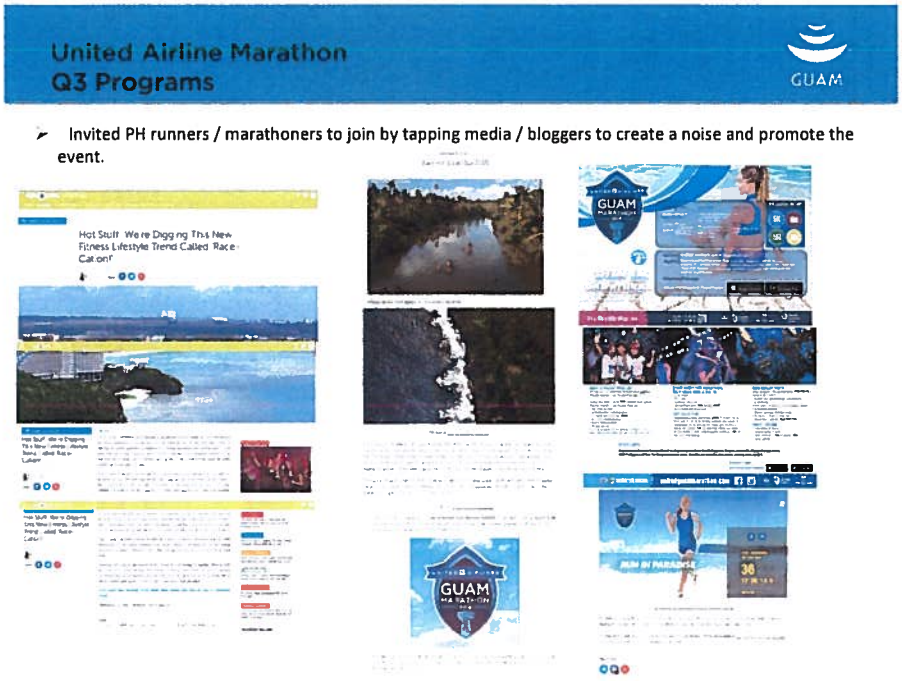
- April 24 – 26, 2018
- Saipan



- May 17 – 20, 2018
- Brings together international thought leaders, industry shapers and senior decision-makers who are professionally engages with the Asia Pacific region.

c. Philippines

Ms. Nedlic mentioned they promoted the UA Marathon through flyers, offering a 25% discount for registration and participation, via shared e-blasts to sports-related contacts in the Philippines, through ABS-CBN articles, and other media groups that visited Guam from November-December 2017.



Ms. Nedlic mentioned the InstaGuam Fair will take place in Bonifacio Global City from June 1-3, 2018. In collaboration with GEDA and the Guam Philippine office, this event will promote upcoming events but more importantly showcase Guam and its unique culture. Ms. Nedlic further noted travel agents will be there to develop and sell packages. Invitation packets to attend the Guam Fair were provided to all NAP committee members. The deadline to register is April 13, 2018.

InstaGuam Fair
Q3 Programs

GUAM

The InstaGuam Fair will be the first of its kind in the Philippines on June 1-3, 2018. Organized by the Guam Visitors Bureau and co-presented by the Guam Economic Development Authority, this three day consumer targeting event will enhance and strengthen the presence and branding of Guam in the Philippines as a top class tourist and investment destination.

#instaGuam

EVENT THEME
With powder sand beaches, striking sunsets, and stunning vistas, Guam is the perfect INSTANT vacation destination to make moments and memories that can be shared on social media.



BGC High Street - Between Krispy Kreme and Nike

ANNOUNCEMENTS

a. United Airlines Guam Marathon scheduled for April 8, 2018
b. Next NAP Meeting scheduled for May 2, 2018
c. Guam Micronesian Island Fair (GMIF) scheduled for May 2-6, 2018
d. Casey Jeszenka Farewell
    - GVB-SBDC partnership to host two speakers to hold a free workshop on Guam export products for all GMIF vendors – May 5, 2018
e. Military Travel Fair scheduled for May 5-6, 2018
f. Sarah Matthews from Trip Advisor to host a Trip Advisor 101 Training and Excellence Program scheduled for April 16, 2018
g. United Airlines 50th Anniversary – May 16, 2018

ADJOURNMENT

Ms. Paula Monk made a motion and seconded by Ms. Olga Tonkikh to adjourn the meeting at 3:11PM. Meeting adjourned.

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

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

Approved by: _____
Pilar Laguana, Director of Global Marketing

DESTINATION MANAGEMENT COMMITTEE (DMC)
FY18 MEETING MINUTES – April 5, 2018

Present: DMC Chairman Monte Mesa, Bureau of Planning Edwin Reyes, Dept. of Parks & Recreation Bill Reyes, DFS Joann Camacho, Mayor's Council Inarajan Mayor Doris Lujan, JGTA/Guam Sanko Takemitsu Noguchi, JGTA/Lam Lam Tours Tadashi Echikawa, Setiadi Architects Betty Gayle, TRMA Michael Makio, Guam Economic Development Authority Larry Toves & Mike Cruz, WBF & Assocs. Willy Flores, GVB Antonio Muna, Ilene Quitugua & Doris Ada

A. CALL TO ORDER

Chairman Mesa called the meeting to order at 10:10 followed by introduction of the new Lam Lam Tours President Mr. Tadashi Echikawa. Prior to Lam Lam Tours, Mr. Echikawa served as PMT President on Guam for the past 8 years.

B. UPDATES

❖ **HOT BOND PROJECTS – GEDA**

- Mr. Toves reported that the $57 million Hot Bond Projects are 98% complete. Pending to date are:

(1) Guam Museum

* The 2nd floor main exhibit is tentatively scheduled for completion by April 13th.

(2) Flood Mitigation

* Of several flood mitigation proposals, the most reasonable cost option was installation of inlets and trench drains. Construction status of 21 inlets: 13 are complete. Construction status of 9 trench drains: 6 are complete. Estimated project completion is May 31st.

* Due to unexpected findings of underground utilities that were not according to design on the DPW *As Built Drawings*, there have been delays resulting in substantial change orders. However, the change order costs still remain within budget.

* Mr. Toves stated that there has been discussion to use the remaining project balance towards other needs such as GMH or reconstruction of the Plaza de Espana Palacio.

* Another unforeseen circumstance in the flood mitigation project, this time at Fujita Ponding Basin, has been the presence of the rare Marianas Moorhen. The contractor is unable to proceed until a plan of action is approved by the U.S. Fish & Wildlife Service (USFWS) to ensure protection of the endangered species. GEDA will be submitting a letter to USFWS for further discussion and resolution.

(3) Tumon Crosswalk between Outrigger and DFS

* GEDA issued a stop order last year because of construction deficiencies and private easement issues with Outrigger. Since then, there has been some redesign work to accommodate additional requirements. Construction has resumed and completion is expected before GVB's block party event on July 7th. Mr. Muna asked that GEDA provide a copy of the redesign plans to GVB.

- Other Hot Bond matters:

(1) Islandwide Village Signs

* In response to concerns about damage to village signs from vehicular accidents, Mr. Toves stated that the Village Mayors are responsible for maintenance and repair/replacement of signs.

* Ms. Gayle noted that the federal highway sign law requires a certain distance of clear zone for non-curbed roads and to provide structural breakaway for the sign, which is perhaps what some village sign locations lack.

* Ms. Camacho recommended that the Mayors Council establish insurance claims procedures to ensure maximum repair coverage. Mr. Reyes stated that Bureau of Planning is assisting DPW with mapping services, which could provide useful GPS points for identifying damage to public infrastructure and which would be a helpful tool for damage claims.

* Mr. Toves will work with the Mayors Council to help create some type of mechanism in addressing damaged signs.

ACTION ITEMS:

⇒ GEDA to provide DFS/Outrigger crosswalk redesign to GVB.

⇒ GEDA to work with Mayors Council to create mechanism in the repair or replacement of damaged signs.

❖ **BUS SHELTERS**

- Eleven of a total twelve bus shelters have been completed. Sandcastle is the last shelter site scheduled to begin April 9th.

❖ **GVB HOT BOND PROPOSAL**

- Chairman Mesa stated that GVB is still looking towards a $52M Hot Bond to redevelop Tumon and areas of southern Guam such as Mt. Lam Lam and the Inarajan Historical District. On that note, Mayor Lujan announced the rededication of the Doris Flores Lujan House in Inarajan, which is one of two homes restored since 2015, and one soon to be completed this year. The Lujan House is part of the Historic Architectural District funded by the Guam Preservation Trust. The GPT has also restored other homes in the 1990's. Support for the Trust is derived from the Guam Building Fund.
- Mr. Flores reported that WBF continues to refine the GVB Hot Bond proposal. He reported that the storm drain management audit is 75% complete and the final report will be submitted to GVB in May. The purpose of the audit is to determine the origin and source of storm waters that end up on San Vitores Road and will be used for policy direction generated through GVB. Ms. Gayle recommended the involvement of Guam EPA in establishing policy direction. Chairman Mesa asked that the update be presented at the next DMC meeting in May.

- In response to Ms. Gayle's question concerning clogged drains, Mr. Flores stated that this issue exists on both private and public easement. Prior to the 1990's, businesses were not required to install drainage systems which now add to flooding problems today. However, there are properties that still do not adhere to storm water management that is required of them. He pointed out that if inlets were properly maintained, 70%-80% of the flooding issues would be resolved.
- Mr. Makio stated that proper storm water drainage is needed for construction projects. He pointed out an example of a proposed apartment expansion permitted by DPW without a proper storm water management plan – luckily the project has since been abandoned for unrelated issues. This example, which went unnoticed for quite some time, points out how certain concerns can slip through the cracks. Another example is a condominium development on Happy Landing that appeared to use fresh dirt mounds to contain storm water, some of which washed downhill during heavy rains.
- Mr. Flores stressed the importance of requiring a storm water management plan as part of any construction. It is a component of DPW's mission to enforce this requirement, however, manpower shortage does not allow thorough review for now. Guam EPA requires this as part of the approval process but it is not on the clearance checklist for DPW.
- Chairman Mesa asked that a meeting be scheduled with DPW to follow up on this matter as well as the pending culvert cleaning issue.

ACTION ITEMS:

⇒ WBF to present an update on Hot Bond Proposal (i.e. storm water audit) at the May 3rd DMC meeting.

⇒ GVB/DPW meeting to discuss (1) storm water management required of developments and (2) culvert cleaning contract

❖ **TUMON LANDSCAPING & BEACH CLEANING**

- Ms. Quitugua reported problems with dying nanasu hedges along San Vitores. A particular type of bark beetle has a symbiotic relationship with the fungus that is carried from plant to plant, causing them to die. GVB will need to determine whether it wants to replace the hedges with a different species or remove them altogether.
- Other than a few mechanical issues with the beach raker, Ms. Quitugua reported that beach cleaning is on schedule.

❖ **YPAO ROAD**

- Ms. Camacho expressed her concern about pedestrian safety on Ypao road and asked that a sidewalk be considered as part of the GVB Hot Bond proposal. Chairman Mesa will raise this matter at an April 10th Rotary meeting with DPW Director Leon Guerrero as their guest speaker.
- Mr. Flores reported that current design plans show complete closure of Ypao Road to traffic. Ms. Camacho disagreed with the plan and argued that Ypao Road is necessary for safe and quick passage of emergency vehicles. She recommended turning it into a one-way road instead. Mr. Flores agreed and will bring up this point to DPW.

ACTION ITEM:

⇒ Mr. Mesa to request the status of the Ypao Road development with DPW Director Leon Guerrero at the upcoming Rotary meeting.

⇒ Mr. Flores to submit Ms. Camacho's recommendation to DPW to turn Ypao Road into one-way traffic as part of DPW's road improvement plan.

❖ **TUMON BAY BOARDWALK PROPOSAL**

- Mr. Muna reported that the $52 million GVB Hot Bond includes the renovation of Ypao and a Tumon Bay boardwalk. All stakeholders along Tumon Bay would be involved in the effort to control an eroding shoreline. The proposal incorporates a boardwalk and natural vegetation. Mr. Reyes assured the support of the Bureau of Planning Coastal Management by assisting with preliminary studies.

❖ **FY2019 DMC BUDGET**

- $1,300,000 proposed for maintenance, inclusive of bus shelter and streetlight maintenance and insurance
- $1,000,000 proposed for capital improvement projects. Focus will be on major impact projects such as pedestrian safety (lighting from Oka to Sheraton, K-Mart intersection, improved markings at all crosswalks, repair of deteriorating of infrastructure, etc.)
- Ms. Camacho asked that the budget be sent to the committee for review and approval.

ACTION ITEM:

⇒ FY19 DMC finalized budget to be sent to DMC for review and approval.

ADJOURNMENT: Motion was made and carried to adjourn meeting at 11:15 A.M.

Approved by DMC Chairman Monte Mesa / Prepared by Doris Ada