Gmail

BENJAMIN CRUZ <speaker@senatorbjcruz.com>

MC Fwd: GVB Board Packet: May 10, 2018

1 message

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

Thu, May 10, 2018 at 11:53 AM

05/10/18	05/10/18	Guam Visitors Bureau	GVB board packet of May 10, 2018.*	34-18-1866

-------- Forwarded message --------
From: **Maura Yi** <maura.yi@visitguam.org>
Date: Thu, May 10, 2018 at 10:23 AM
Subject: GVB Board Packet: May 10, 2018
To: BENJAMIN CRUZ <speaker@senatorbjcruz.com>

GL# 34-18-1866
Speaker Benjamin J.F. Cruz

MAY 10 2018
Time: 1153 [ ] 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 May 10, 2018.

Thank you!

–
Senseramente,
Maura Yi
Executive Secretary

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

2018 MAY 10 AM 11:56

–

OFFICE OF SPEAKER BENJAMIN J.F. CRUZ
Committee on Appropriations and Adjudication
I Minaʼtrentai Kuattro na Liheslaturan Guahan
Guam Congress Building | 163 Chalan Santo Papa | Hagatña, GU 96910
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7 attachments

- **Agenda_May102018_v3.pdf** 533K
- **Exhibit_A_MINUTES_Apr262018.pdf** 15801K
- **Exhibit_B_CashPosition_May082018.pdf** 43K
- **Exhibit_C_SportsEventsMinutes_Apr112018.pdf** 101K
- **Exhibit_D_NAPMinutes_May022018.pdf** 819K
- **Exhibit_E_GCMCMinutes_Apr242018.pdf** 2101K
- **Exhibit_F_RNMMinutes_May012018.pdf** 876K

1866

REGULAR BOARD OF DIRECTORS MEETING
Thursday, May 10, 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 April 26, 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

B. ADMINISTRATION & GOV'T RELATIONS

- GPA presentation
- Vacation rental and B&B fact sheet

C. RESEARCH

D. DESTINATION MANAGEMENT

- Bus shelter presentation

E. MEMBERSHIP & COMMUNITY OUTREACH

F. VISITOR SAFETY & SATISFACTION

G. CULTURAL & HERITAGE

H. SPORTS & EVENTS

Committee minutes date April 11, 2018 Exhibit C

I. NORTH AMERICA & PACIFIC MARKETS

Committee minutes dated May 2, 2018 — Exhibit D

J. GREATER CHINA

Committee minutes dated April 24, 2018 — Exhibit E

K. RUSSIA & NEW MARKETS

Committee minutes dated May 1, 2018 — Exhibit F

L. KOREA

M. JAPAN

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Upcoming Board Meetings:

- Thursday, May 24, 2018 at 3:30pm, GVB Main Conference Room
- Thursday, June 14, 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 for review with the Board of Directors

2. Management to conduct impact study on Guam sales tax
   → Tourism Economics impact study on sales tax draft sent to the Board of Directors on May 8, 2018

GUAM VISITORS BUREAU
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BOARD OF DIRECTORS REGULAR MEETING

Thursday, April 26 2018 – 3:30pm
Guam Visitors Bureau – Main Conference Room

BOARD OF DIRECTORS PRESENT:

Director Milton Morinaga	Director Monte Mesa
Director Brad Kloppenburg	Director Young Hong
Director Theresa Arriola	Director Katarina Sgro
Director Samuel Shinohara	Director Bartley Jackson

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Eduardo "Champ" Calvo	Director Satoru Murata
Director Tatsuo Takano	Director William Nault
Director Hofmann	

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight	Maura Yi	Rose Q. Cunliffe
Brian Borja	June Sugawara	Karida Brennan
Nico Fujikawa	Colleen Cabedo	Nakisha Garrido
Josh Tyquiengco	Regina Nedlic	Nadine Leon Guerrero

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:

I. CALL TO ORDER

Chairman Morinaga called the meeting of the board to order at 3:52 pm.

II. MINUTES OF THE PREVIOUS MEETING Exhibit A

Director Jackson made a motion, seconded by Director Shinohara, to approve the minutes of the previous board of directors meeting dated April 12, 2018.
Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

IV. PRESIDENT & CEO'S REPORT

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GUAM VISITORS BUREAU
PRESIDENT'S REPORT
04-26-2018

April 2018

April 1-24, 2018 **Total: 92,576 (-4.3%)**

% Market Mix	Origin	2017	2018	% to LY
34.4%	Japan	40,125	31,815	-20.7%
51.3%	Korea	41,866	47,454	13.3%
0.8%	China	1,330	758	-43.0%
0.5%	Hong Kong	1,686	491	-70.9%
1.9%	Taiwan	2,490	1,726	-30.7%
5.8%	US/Hawaii	4,437	5,341	20.4%
1.5%	Philippines	1,760	1,387	-21.2%
0.3%	Russia	186	233	25.3%

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

Note: April 2018 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2018

January – April 24, 2018 **Total: 489,055 (-3.5%)**

% Market Mix	Origin	2017	2018	% to LY
37.0%	Japan	222,902	180,806	-18.9%
46.9%	Korea	200,778	229,408	14.3%
1.4%	China	9,096	7,021	-22.8%
0.4%	Hong Kong	7,345	1,867	-74.6%
1.9%	Taiwan	12,803	9,100	-28.9%
5.7%	US/Hawaii	24,537	27,713	12.9%
1.1%	Philippines	5,597	5,215	-6.8%
0.3%	Russia	1,209	1,670	38.1%

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

Note: April 2018 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2018

October 2017 – April 24, 2018 **Total: 864,566 (-3.7%)**

% Market Mix	Origin	2017	2018	% to LY
35.7%	Japan	404,491	308,599	-23.7%
48.2%	Korea	352,784	416,497	18.1%
1.3%	China	14,483	11,086	-23.5%
0.5%	Hong Kong	10,843	3,927	-63.8%
1.7%	Taiwan	22,524	15,056	-33.2%
5.4%	US/Hawaii	42,438	46,381	9.3%
1.3%	Philippines	12,624	11,548	-8.5%
0.3%	Russia	2,156	2,818	30.7%

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

Note: April 2018 Daily Arrivals reflect Civilian Air arrivals only

Japan Market Update

(as of 10Apr. 2018)

Capacity Forecast in 2018

Data Source : Diio Mi & other MI

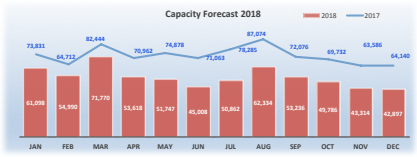
Forecast as of 02Apr.18

Total : about 640,000 seats
about 3,650 flights

Schedule : 575,000 seats
3,300 flights

Charter : 64,000 seats
350 flights

v.v. 2017 : -26% (-232,000 seats)



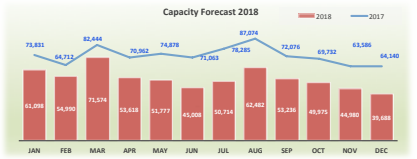
Forecast as of 03Mar.18

Total : about 63,8000 seats
about 3,630 flights

Schedule : 575,000 seats
3,300 flights

Charter : 63,000 seats
330 flights

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



Confidential and subject to change

Air Service Development

(as of 10Apr. 2018)

1. Charter Plan 2018

- Summer charter flights are expected to operate more than 100 times.
- More than 350 charters are planned to operate throughout a year.
- Capacity growth rate : 193%.

2. Regular operation

- Continue discussing with full service carriers and LCCs.
- Some carriers based in Asia are considering to operate to Guam.

3. South Korea Nationality Carriers

- Fifth freedom rights : Both Jeju Air and T'way.
- Discussion is still ongoing at the moment.

Confidential and subject to change

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Air Service Development

(as of 10Apr. 2018)

Summer Charter Update:

Long-term charter program is planned. (summer holiday period)

Airline	Dep. port	Dep Date	Return Date	Aircraft	Capacity
Tway	Narita	21-July-18	17-Sep-18	B737-800	188
Jin Air	Narita	21-July-18	30-Sep-18	B737-800	189
Uzbekistan	Nagoya	27-July-18	29-Aug-18	A320-200	148

July - September :

- Narita : 24,700 seats
- Nagoya : 5,033 seats
- Total : 29,732 seats

Comparison to LY: 178%





PR & Marketing – Latest & Upcoming Exposures (GVB/J collaboration)

(as of 10Apr. 2018)

- March : Print 3 / TV 1 / Cable TV 1 / Radio 1
- April : Print 4 / Cable TV 6 / Radio 1
- Targeting F1 (female aged 20-34 years)

(one media did not go through GVB/J) selected Hotel Santa Fe for tie-in.

MARCH

TYPE OF MEDIA	NAME OF MEDIA	MEDIA TARGET	LAUNCH DATE
RADIO	FM NORTH WAVE	HOKKAIDO AREA	03-Mar-18
TV	Sekai Summer Resort	ALL Nationwide	03-Mar-18
WEB	Asahi Shimbun & Travel	ALL Nationwide	12-Mar-18
PRINT	MISMO	F2, HOUSEWIVES	22-Mar-18
PRINT	S-Style	SENDAI AREA OL	22-Mar-18
CABLE TV	Shima RUN	Runners	26-Mar-18
PRINT	KURASHI	F1,F2, HOUSEWIVES	30-Mar-18

APRIL

TYPE OF MEDIA	NAME OF MEDIA	MEDIA TARGET	LAUNCH DATE
CABLE TV	Shima RUN	Runners	06-Apr-18
CABLE TV	Shima RUN	Runners	13-Apr-18
RADIO	FM NORTH WAVE	HOKKAIDO AREA	14-Apr-18
CABLE TV	Shima RUN	Runners	18-Apr-18
PRINT	Travel with a Child Guam Guidebook	Family	20-Apr-18
PRINT	GENIC Colorful Guam Guidebook	OL, Instagramers	20-Apr-18
CABLE TV	Shima RUN	Runners	21-Apr-18
CABLE TV	Shima RUN	Runners	27-Apr-18
CABLE TV	Shima RUN	Runners	28-Apr-18
PRINT	Golf Digest Traveler	Golfers	30-Apr-18
PRINT	Sandy Magazine	OL, Instagramers	30-Apr-18



Cover page draft of "Colorful GUAM" Guidebook by GENIC

Japan Market Update

AKB48 Fan Tour

- April 20: AKB photo shoot for Instagram
- April 21: AKB Special Live at "The Beach"
- April 21: After party at PIC with special award ceremony recognizing AKB members as official InstaGuammers
- Total participants: 378 (JTB: 315; HIS: 58; Rakuten: 3; I ace: 2)

AKB Fan Tour Sales					
Travel Agent	By Port				
	Narita	Kansai	Chuubu	Fukuoka	Total
JTB AKB Official Tour	250	37	20	8	315
Other Travel Agents (HIS: 56, Rakuten: 4, I ace: 2)	60	2	0	0	62
				Total	377







Japan Market Update

AKB48 Fan Tour Media Coverage

- Sankei Sports Newspaper
- Sports Nippon Newspaper
- AKB exclusive TV program Nemousu TV covered the event and will air in May (ad value: $30,000,000)
- Newspaper and web ad value: $119,379.13
- Press release ad value: $81,258.80
- Total: $200,637.93

Instagram Posting

- Outreach number: 2,935,000
- Likes: 305,005
- Comments: 2,436





Japan Market Update

Sado Island Toki Marathon

- Saturday, April 22 in Niigata, Japan
- Guam delegation: Brian Borja and local elite runner Manami Iijima (first female finisher for 10k race)
- 5th year of sister-race agreement
- 2,200+ participants
- Opportunities: flier distribution to promote Ko'ko' races, Guam booth on race day, meet with Mayor of Sado Motohiro Miura, Sado Sports Association, and Sado City Board of Education





Guam Chamber of Commerce

GVB President and CEO Nathan Denight was the guest presenter at the Guam Chamber of Commerce General Membership meeting for a tourism and Japan market update on Wednesday, April 25.



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Guam Micronesia Island Fair

- GMIF turns 30
- GVB signature event from May 2-6 at Paseo de Susana in Hagåtña
- Delegations from CNMI, Chuuk, Kosrae, Marshall Islands, Palau, Pohnpei and Yap to return
- Theme: "We are Micronesia"
- Featured attractions:
  - Food & Beverages/ Food trucks
  - Arts & crafts
  - Storytelling & Live Art
  - CAHA Masters
  - Sakman Chamorro w/ Mario Borja
  - Free wi-fi courtesy of GTA
  - Heineken Beer Garden
  - Wall Garden
  - Games & rides
  - Live cultural performances and local entertainment from our region





- Director Jackson is concerned with the decline in the Japan market demand. Vice Chairman Mesa disagreed, the demand is there but for an affordable price point to compete with other travel destinations. Director Jackson said the demand is what's on the books; the demand for a lower price point is not good enough. Director Shinohara shared everybody's prices are higher during peak season because the demand is there. Vice Chairman stated it is GVB's responsibility to find a charter that will offer an attractive rate for both consumers and businesses and get them to Guam. GVB needs to create the demand.
- Chairman Morinaga stated different airlines within Japan were satisfied prior to the start of LCCs. Once LCCs entered the market, the demand shifted. Other destinations with bigger marketing budgets have the power to subsidize LCCs and travel agents incomparable to Guam. Chairman Morinaga pointed out UA prices from Japan to Hawaii are still cheaper that Japan to Guam. Director Shinohara stated that Guam is not being forsaken; UA has put big investments into Guam and continue to do so. Chairman Morinaga stated airlines need the guarantee that seats will be filled and in turn travel agents need the assurance the seat they sell will be there 90 days out. Director Shinohara explained Guam as a destination has become more expensive over the years, not just the airlines. Director Arriola added it is our job is to create the demand in Japan, and asked do we have strategies in place to do so? President Denight stated a lot of factors affect the number of our visitor arrivals. JMC has been working closely with airline partners to continue services to and from Japan (major cities), they have been discussing the pricing issue with UA and UA has been cooperative. GVB has been collaborating with travel agents on promotions and packages to advertise throughout the country.

GUAM VISITORS BUREAU
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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]	$ 1,640,607.26
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	$ 12,031,272.85
First Hawaiian Bank - Membership	$ 67,007.82
Resona	$ 388,516.22
Bank of Guam - TAF	$ 520,640.24
Raymond James - CD value as of 3/31/2018[3]	$ 2,548,374.94
TOTAL UNRESTRICTED	**$ 15,555,812.07**
TOTAL CASH as of 4/23/2018	**$ 17,465,383.02**

Current Payables	
Asatsu Invoices (DEC - MAR)	$ 3,756,915.19
Japan Invoices	$ 160,768.40
Guam Invoices	$ 515,096.18
Pass-Thru	$ 17,499.99
Encumbered Contracts	$ 3,070,056.00
Encumbered Purchase Orders	$ 133,712.89
TOTAL PAYABLES as of 4/23/2018	**$ 7,654,048.65**

NOTES

NOTE 1

$1,640,607.26	Rainy Day Fund
($184,234.64)	Rainy Day expenses Japan - reimburse Operations
$1,456,372.62	

NOTE 2

$258,710.67	Cultural and Sports Ambassador Fund
($26,100.00)	Cultural and Sports Ambassador expenses - reimburse Operations
$232,610.67	

NOTE 3

$2,548,374.94	Raymond James - CD
($1,169,250.98)	PAID - China airline incentive program and market advertising
($300,000.00)	PAID - Sponsorship Guam Football Association
($20,000.00)	PAID - GEDA Imagine Guam Masterplan Overlay
($842,642.84)	PAID - Pale San Vitores Road Bus Shelter Project
($28,783.52)	PAID - Planning, Architectural and Engineering Services for Tumon Bay Improvement
($75,000.00)	PAID - Sponsorship Guam Basketball Federation FIBA U17 Championship
($10,000.00)	PAID - Hagatna maintenance and streetscape project for GMIF
($57,357.16)	BALANCE - Pale San Vitores Road Bus Shelter Project
($45,340.44)	BALANCE - Planning, Architectural and Engineering Services for Tumon Bay Improvement
0.00	

April 23, 2018

- Director Shinohara and Finance Director Cunliffe reported the audit was release from OPA two Sundays ago and the bureau had a clean audit with no significant findings.

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

MICRONESIA ISLAND FORUM

Vice Chairman Mesa made a motion, seconded by Director Arriola, to ratify travel for the GVB Director of Global Marketing and one (1) Marketing Manager to attend the Micronesia Island Forum (MIF) in Saipan from April 25-27, 2018. The forum will take place simultaneously with the PATA Micronesia Chapter 1st Tri-Annual Membership Meeting from April 24-26, 2018. Guam Visitors Bureau Board of Directors approved the motion for travel to participate in the PATA Micronesia Chapter meeting and therefore, no further expenses required for approval.
Motion approved

Background: The Guam Visitors Bureau (GVB) will be participating in the PATA Micronesia Chapter 1st Tri-Annual Membership Meeting from April 24-25, 2018. GVB Board of Directors has approved the motion for GVB's participation in the tri-annual meetings for 2018 and because the Chapter meetings are taking place around the same time as the Micronesia Island Forum (MIF), there are no additional costs for travel expenses.

The PATA Micronesia Chapter will be participating in the MIF meetings, and more importantly, through the host island, will be presenting on the regional marketing and promotional efforts during the Regional Tourism Council committee meeting on April 26, 2018.

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.

B. ADMINISTRATION & GOV'T RELATIONS

- Chairman Morinaga stated the Guam Medical Association (GMA) will conduct a meeting on funding options for the Guam Memorial Hospital (GMH). He is concerned with the voiced opinion of Dr. Vince Akimoto proposing to have $30 million from the TAF to be allocated to fund GMH. President Denight said the discussion will be monitored in the event GVB will have to make a stance against Dr. Akimoto's statement. Director Arriola added GVB can make a comment but all opinions need not an individual response. It is important GVB have an approved a budget plan with the legislature to push our agenda.
- Chairman Morinaga reported a measles outbreak in Japan, 80 cases in Okinawa, contracted from a Taiwan flight attendant. President Denight to check with DPHSS for measles vaccination and to monitor the situation. Director Jackson reassured the board that all children in the US must have their shots/vaccination before entering school.

C. RESEARCH

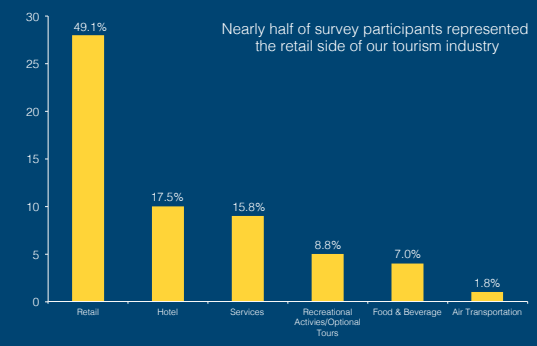
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2018 SALES TAX MEMBERSHIP SURVEY

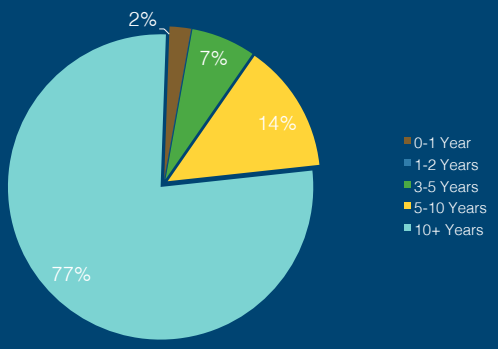
BACKGROUND AND METHODOLOGY

- With the passing of P.L 34-87, a survey measuring the impact of imposing a "General Sales Tax" was sent to all GVB members on April 2, 2018.
- As of April 25, 2018 a total of 47 membership representatives have participated in the self-administered survey.
- The margin of error for a sample of **47** is +/- 11.0 percentage points with a 90% confidence level. Meaning there is 90% likelihood that their responses would not differ by +/- 11.0 percentage points.

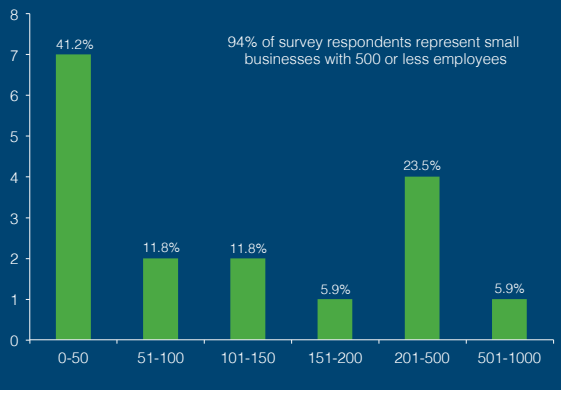
BUSINESS PROFILE - TYPE OF BUSINESS



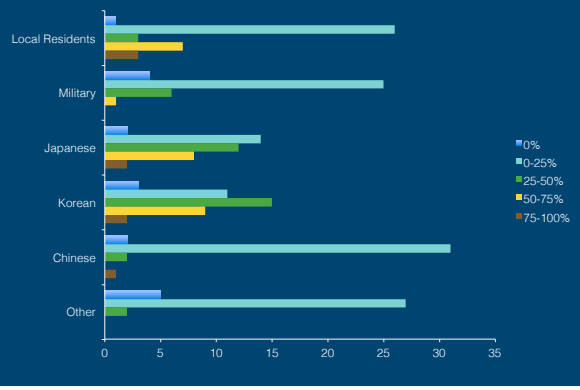
LENGTH OF EXISTENCE



NUMBER OF EMPLOYEES



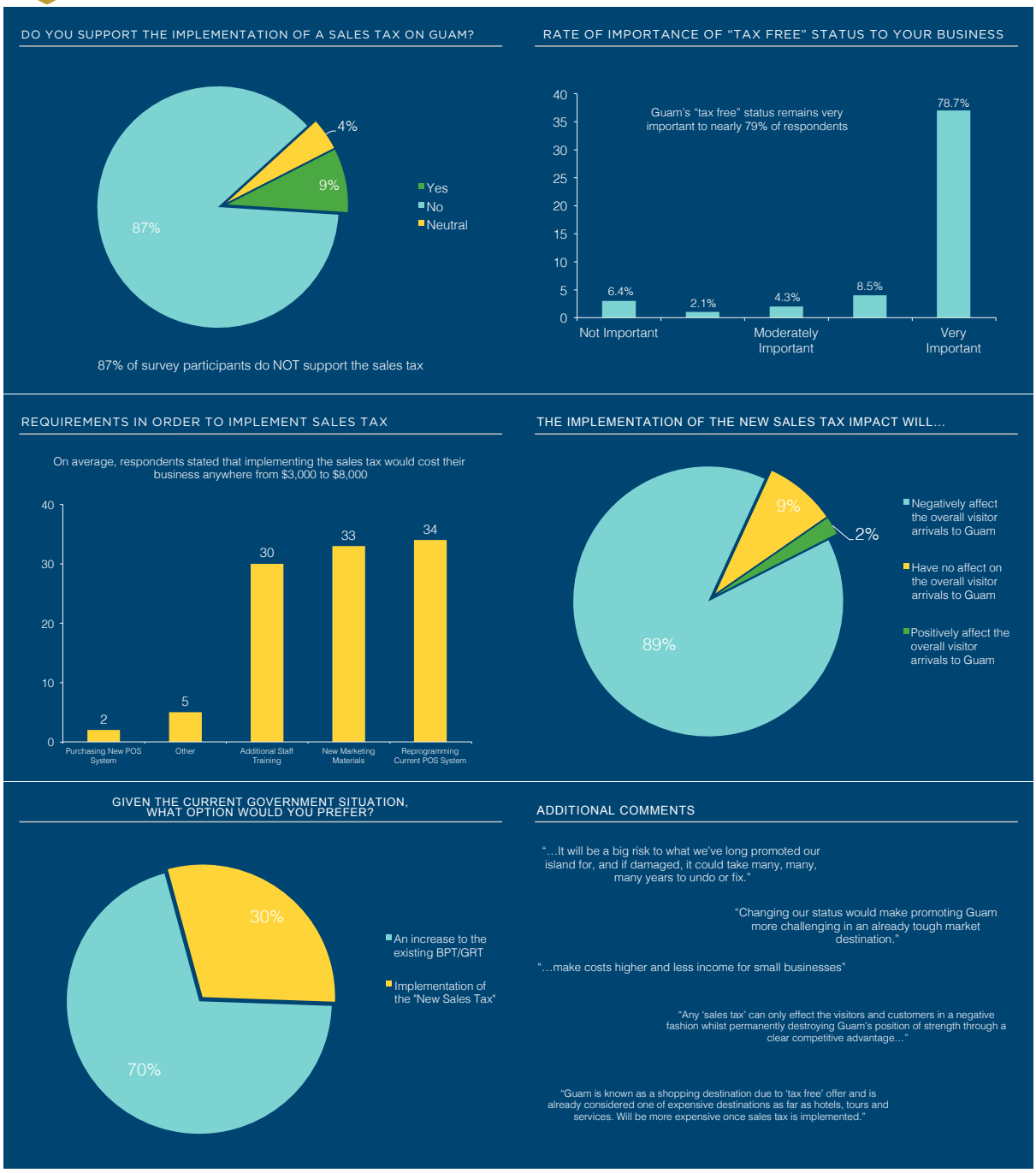
CUSTOMER PROFILE



GUAM VISITORS BUREAU | SETBISION BISITAN GUAHAN
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- Acting Research Director Fujikawa gave a brief update on the membership sales tax survey: 47 out of 319 surveys received, retail heavy representation, with a diverse pool of consumers. Majority of membership stated they oppose the implementation of a sales tax, having a tax free status was important to their business and would rather have an increased BPT over the implementation of a new sales tax. Director Jackson stated this opinion survey does not satisfy the question GVB needs to answer, what is the impact of a sales tax in the market. President Denight stated the economic impact study is still being done by Tourism

Economics. Director Jackson stated it is necessary to go to the source markets for qualified information to know if the concept of a sales tax is going impact consumers' decision to come to Guam. Director Arriola agrees with Director Jackson and clarified that a membership opinion poll is important, however the types of membership needed to be weighted. President Denight said the overseas GVB offices feedback can be obtained and Tourism Economics should be looking into case studies for Guam, a draft of the study should be received soon. Director Shinohara pointed out the frustration on the haste decision for a sales tax implementation with no conversation/discussion of its impact.

D. GREATER CHINA

- Director Shinohara shared the China sales mission in Shenzhen and Guangzhou was positive with the presentation of GVB's #instaGuam campaign. Although UA pulled out of Shanghai, the team is collaborating with Korean Airlines and Philippines Airlines to route Chinese visitors through their home airports. The team is also working with China Airlines to make sure the additional flights stay on for a longer term beyond its trial.

E. RUSSIA & NEW MARKETS

- Director Jackson shared as the rise in oil price continues so does the strength for the ruble, contributing the growth of the Russian market. The annual trade show to Vladivostok, Russia will take place May 18-20, 2018. Director Jackson, Vice Chairman Abraham, and Marketing Manager Nedlic will represent Guam this year.
- Chairman Morinaga asked if there were any updates on the Russian asylum, Director Jackson stated there are about 150 Russians seeking asylum locally. It is a concern because there are instructional YouTube videos on how to obtain asylum to the US through Guam. Efforts need to be made to stop this loophole and cooperation with CBP is needed.

F. KOREA

Committee minutes dated April 10, 2018 **Exhibit C**

- Director Jackson informed the board KMC has a lot of upcoming promotions. The team is preparing for the upcoming trip in June, two trade shows surrounding one food festival. Korea arrivals continue to grow and would increase further if it were not for issues in flight maintenance.

G. JAPAN

Committee minutes dated April 10, 2018 **Exhibit D**

- President Denight shared the team will be traveling to meet with Japan Airlines and H.I.S. in hopes to extend their second flight for the winter schedule.

H. NORTH AMERICA & PACIFIC MARKETS

PATA ANNUAL SUMMIT

Director Arriola made a motion, seconded by Director Jackson, to replace the Director of Global Marketing for a GVB Marketing Staff to attend the PATA Annual Summit in Gangneung, Korea from May 17-20, 2018.
Motion approved

Background: The Guam Visitors Bureau Board of Directors had previously approved the PATA Annual Summit motion at the beginning of the fiscal year. The motion is to reflect the change in traveler and does not affect the overall cost of travel.

GVB is an active member of PATA and a former host of the PAS 2016. GVB President & CEO and GVB Director of Global Marketing are active PATA Executive Board Members. The summit normally comprises of a one-day industry conference, with the Association's Annual General Meeting, PATA Youth Symposium, PATA Marketplace, and PATA Chapter Colloquium scheduled. Guam, along with other chapters worldwide also attends the Gala Dinner, committee meetings, workshops and product tours of the destination. In addition, the President/CEO will be attending the Executive/Board meetings.

Issue: Board approval for travel required.

I. DESTINATION MANAGEMENT

J. MEMBERSHIP & COMMUNITY OUTREACH

K. VISITOR SAFETY & SATISFACTION

- Chairman Morinaga shared the issue with one homeless Japanese lady who has been causing problems with hotels and visitors committing misdemeanors. He was informed by the Japanese Consulate in order for her to be deported to Japan she would have to be arrested. G4S has been informed and will monitor the lady.
- Chairman Morinaga informed the board of a two car heist that took place at Hilton, suspect is said to drive a white Honda Civic.
- There has been a growing homeless issue, recently VSOs cleaned out a group of homeless people camping out at Guma Trankilidat. The VSO program has been working well for Tumon i.e. cleaning out the areas and making sure visitors are safe. GVB needs to recognize our VSOs and the program.

L. CULTURAL & HERITAGE

KOTFA 2018

Director Arriola made a motion, seconded by Director Shinohara, to approve travel for two (2) musicians and four (4) dancers to attend the 2018 KOTFA opening ceremony on June 14, 2018 in Seoul, Korea. Cost is approximately $9,736.00 from Acct# DM-CPO001.
Motion approved

CHC Travel Expenses

Airfare ($800 x 6 pax)	$4,800.00
Seoul Per Diem – Lodging ($230/night x 2 nights x 6 pax)	$ 2,760.00
Seoul Per Diem – M&IE ($148/day x 2 days x 6 pax)	$ 1,776.00
Musicians Prof. Fee - $100 x 1 day x 2 pax	$ 200.00
Dancers Prof. Fee - $50 x 1 day x 4 pax	$ 200.00
Total	**$9,736.00**

Background: The Guam Visitors Bureau Board of Directors had previously approved the KOTFA travel motion at the beginning of the fiscal year. In the motion, GVB approved travel for a GVB Board Member, GVB President & CEO or designee, Director of Global Marketing, one GVB Marketing Staff, GVB Culture & Heritage Officer, and a Miss Guam. GVB requests to send a

cultural delegation to perform at the opening ceremony of the KOTFA Show in an effort to gain media coverage and raise Guam's presence at the show.

Issue: Board approval for travel required.

M. SPORTS & EVENTS

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

- Guam Micronesia Island Fair, Wednesday, May 2 – 6, 2018 at 5:00 - 9:00pm, Friday & Saturday 5:00 - 11:00pm, Paseo de Susana, Hagåtña
- Director Jackson announced Tennis Exhibition featuring Tommy Haas and Dominik Hrbaty May 10, 2018 at the Hilton Guam (proceeds will benefit the Guam National Tennis Center) and a Golf Tournament on May 9, 2018
- Director Kloppenburg announced the passing of Matthew Martin, General Manager of Wyndham Gardens

Upcoming Board Meetings:

- Thursday, May 10, 2018 at 3:30pm, GVB Main Conference Room
- Thursday, May 24, 2018 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

Vice Chairman Mesa made a motion, seconded by Director Shinohara, to adjourn the meeting. Meeting adjourned at 4:56pm.
Motion unanimously approved

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

Board Minutes respectively submitted by Maura Yi, Executive Secretary

GUAM VISITORS BUREAU
55TH ANNIVERSARY
1963 - 2018

Action Items:

1. Management to work with DRT on extended homestay issue
   → ~~Designing fact sheet, outreach program for B&B/short-term vacation rental owners scheduled for May 22, 2018~~

2. Management to conduct impact study on Guam sales tax
   → ~~Tourism Economics working on impact study~~

3. ~~Management to survey membership for opinions on sales tax~~
   → ~~Membership survey 40 responses received~~

FY 2018

	Appropriation	Received to Date		Balance	
Operations	$ 18,750,216.00	$ 9,606,926.14	51%	$ 9,143,289.86	49%
Sustained Marketing - Korea	$ 4,000,000.00	$ 1,818,181.80	45%	$ 2,181,818.20	55%
Destination Development	$ 1,085,000.00	$ 542,499.98	50%	$ 542,500.02	50%
GVB Cruise Ship Industry Development Program	$ 50,000.00	$ 24,999.98	50%	$ 25,000.02	50%
Rainy Day Fund	$ 200,000.00	$ 99,999.98	50%	$ 100,000.02	50%
Cultural & Sports Ambassador Fund	$ 200,000.00	$ 99,999.98	50%	$ 100,000.02	50%
Pass-Thru	$ 790,000.00	$ 394,999.68	50%	$ 395,000.32	50%
TOTAL RECEIVABLES FY 2018	$ 25,075,216.00	$ 12,587,607.54		$ 12,487,608.46	

Accounts	
RESTRICTED	
Bank of Guam - Rainy Day Fund[1]	$ 1,657,435.74
Cultural & Sports Ambassador Fund[2]	$ 275,403.56
GVB Cruise Ship Industry Development Program	$ 12,633.90
TOTAL RESTRICTED	$ 1,945,473.20
UNRESTRICTED	
Bank of Guam - Operations	$ 12,135,253.42
First Hawaiian Bank - Membership	$ 65,071.34
Resona	$ 349,680.26
Bank of Guam - TAF	$ 520,692.49
Raymond James - CD value as of 3/31/2018[3]	$ 2,548,374.94
TOTAL UNRESTRICTED	$ 15,619,072.45
TOTAL CASH as of 5/8/2018	$ 17,564,545.65

Current Payables	
Asatsu Invoices (JAN - MAR)	$ 3,140,290.73
Japan Invoices	$ 150,750.88
Guam Invoices	$ 406,230.64
Pass-Thru	$ 20,833.32
Encumbered Contracts	$ 2,977,501.70
Encumbered Purchase Orders	$ 153,352.81
TOTAL PAYABLES as of 5/8/2018	$ 6,848,960.08

NOTES

NOTE 1

$1,657,435.74	Rainy Day Fund
($184,234.64)	Rainy Day expenses Japan - reimburse Operations
$1,473,201.10	

NOTE 2

$275,403.56	Cultural and Sports Ambassador Fund
($26,100.00)	Cultural and Sports Ambassador expenses - reimburse Operations
$249,303.56	

NOTE 3

$2,548,374.94	Raymond James - CD
($1,169,250.98)	PAID - China airline incentive program and market advertising
($300,000.00)	PAID - Sponsorship Guam Football Association
($20,000.00)	PAID - GEDA Imagine Guam Masterplan Overlay
($842,642.84)	PAID - Pale San Vitores Road Bus Shelter Project
($28,783.52)	PAID - Planning, Architectural and Engineering Services for Tumon Bay Improvement
($75,000.00)	PAID - Sponsorship Guam Basketball Federation FIBA U17 Championship
($10,000.00)	PAID - Hagatna maintenance and streetscape project for GMIF
($57,357.16)	BALANCE - Pale San Vitores Road Bus Shelter Project
($45,340.44)	BALANCE - Planning, Architectural and Engineering Services for Tumon Bay Improvement
0.00	

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

SPORTS & EVENTS COMMITTEE MEETING
Wednesday, April 11, 2018, 10:00 a.m.
GVB Conference Room

Members Present: Katarina Sgro, Joe McDonald and Eloisa Hudson
GVB staff present: Kraig Camacho, Miranda C. Muñoz

CALL TO ORDER

Chairperson Ms. Katarina Sgro called the meeting to order at 10:07 a.m.

REPORT OF THE CHAIRPERSON
Nothing to Report.

REPORT OF MANAGEMENT

FY2018 SPORTS AMBASSADOR GRANT REVIEW

- GEORGE WASHINGTON BOYS BASKETBALL TEAM - **See attached grant application labeled as Exhibit "A".** Committee approved $3,400.00

- THE LATTE TONES – **See attached grant application labeled as Exhibit "B".** Committee approved $3,000.00

- JASMINE NADRES - **See attached grant application labeled as Exhibit "C".** Committee approved $1,500.00.

- GUAM NATIONAL GIRLS FASTPITCH SOFTBALL **See attached grant application labeled as Exhibit "D".**

  Mr. Camacho reported that the application lacks passport documentation for two players, however, Mr. Camacho said he was advised that they're passports are being updated. With no objections, committee approved $5,000.00 for this grant subject to the submission of the updated passports noted missing.

FY2018 SPORTS GRANT (Local Event Grant Funding)

- Futures Guam Tennis Federation - **See attached grant application labeled as Exhibit "E".** Committee approved $10,000 as part of the local sports events grant funding.

FY2018 EVENT SPONSORSHIP SUPPORT

- KONQUER – **See attached sponsorship proposal labeled as exhibit "F"**

  Committee approved $3,000 on the condition that no political sponsorships are tied to the event. Mr. Joe McDonald recommended that no display of any political signage must be displayed at the event in order for GVB to support. Mr. McDonald shared that last year he saw political signage and would like to avoid sponsorship if this occurs again.

- SYR & FRIENDS – **See attached sponsorship proposal labeled as exhibit "G"**

Committee approved $5,000 sponsorship support but with the condition that the event organizers provides event date and more information on the key influencers that are subject to arrive. Mr. Camacho shared that world famous chef Mr. Alex Atala and Mr. Marcus Bruchecha, world famous Brazilian Jiu jitsu professional are two of several highly influential people scheduled to arrive for the SYR and Friends events schedule for this summer in June and July 2018.

- PACIFIC GRID IRON MUSIC CONFERENCE - **See attached sponsorship proposal labeled as exhibit "H"**

  Mr. Camacho reported that this is a two-day conference. The conference will feature famous rap musical group of Wu Tang Clan and other key notable business music professionals for the conference. The first day of the workshop will help to teach local musicians the business aspects of the music industry. On the second day, participants will have the opportunity to engage and perform during the seminar through a competitive competition.
  Committee approved $2,500.00

- GUAM PRIDE EVENT 2018 – **See attached sponsorship proposal labeled as Exhibit "I"**

  Committee approved $2,500.00 with the condition that GVB Marketing division support with the other $2,500 totaling the support up to $5,000 from GVB for the 2018 Guam Pride LGBTQ events. Mr. Camacho shared that it is the Bureau's strategy to help grow the local LGBTQ event as GVB also works to market Guam aggressively as a viable destination for IGBTQ travelers around the world.

- PHARE 2018 (GHRA) - **See attached sponsorship proposal labeled as Exhibit "J"**
  Mr. Camacho shared that GHRA has approached GVB to help support their annual PHARE 2018 event. According to Mr. Camacho PHARE will allot GVB 12 booths in which GVB Management would like to use the booths to promote the Hafa Adai Pledge program to businesses along with GVB's upcoming events i.e. BBQ Block Party. According to Mr. Camacho the Sports and Events Committee has been asked to support $7,500.00 while the remaining funding will be coming from the GVB CHACO funds.

- 11th 5K Judicta Carabao Run – **See attached sponsorship proposal labeled as Exhibit "K"**
  Committee approved $1,000.00 in support of the event with 10 cases Guam Brand Bottled water and 300 shell Lei's.

OLD BUSINESS

- Mr. Camacho presented to the committee the breakdown of United Guam Marathon runners from last weekends event. **See attached presentation labeled as "Sports Committee Presentation April 11, 2018"**
  Chairperson Ms. Katarina Sgro requested a comparison count from previous years 2017 and 2016, respectively. Mr. Camacho shared he will provide during the next meeting.

NEW BUSINESS

ANNOUNCEMENT(S)

ADJOURNMENT

Meeting was adjourned at 12:15 p.m.

Summarized and Submitted by:

Miranda Muñoz
Administrative Assistant

Kraig Camacho
Dest. Specialist- Sports & Events

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

PRESENT: Mayor Robert Hofmann, Paula Monk, Gary Cruz, John Paul Calvo, Olga Tonkikh, Neil Urbano, Annabelle Santos, Mari Buensuceso

ABSENT: Theresa Arriola, Ana Marie Franquez, Barbara Taitano, Katie Black, John Calvo, Emily Wallace, Mai Perez, Suan Fryer, Sheila Shedd, Valerie Blas, Rolenda Faasuamalie, Atsuta Kazunori, Joann Camacho, Blessie Cruz, Yuki Motoda, Yoshinori Oshita

OBSERVERS: No observers present

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

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CALL TO ORDER

Chairman Mayor Robert Hoffman called the North America & Pacific meeting to order at 2:08PM.

APPROVAL OF PREVIOUS MEETING MINUTES

Ms. Paula Monk made the motion and seconded by Ms. Olga Tonkikh to approve the minutes of April 4, 2018. Motion approved unanimously.

REPORT OF THE CHAIRMAN

Chairman Mayor Robert Hofmann made mention of the 74th Guam Liberation theme, which is "Strengthening the Spirit of Guam". The Chairman also noted the start of the 30th Guam Micronesia Islands Fair (GMIF), taking place from May 2-6, 2018 and that the Pacific Asia Travel Association (PATA) Micronesia Chapter will have its booth there. He expressed looking forward to the event's participation as well as seeing PATA Micronesia Chapter board members, Claraa Halvorsen and Bermance Aldis. Lastly, he also made mention of the Guam Military Travel Fair taking place on May 2-3, 2018.

REPORT OF GVB MANAGEMENT

a. Visitor Arrivals Update

Mr. Mark Manglona reported the month to date (MTD), calendar year to date (CYTD), and fiscal year to date (FYTD) comparison (as of April 26, 2018) for the Pacific and North America markets. On the Pacific Market MTD slide the figures with the missing market was for the Republic of the Marshall Islands (RMI). Overall, we are seeing healthy growth for the Pacific Market as compared to last fiscal year.

Pacific Markets

Month to Date April 1-26, 2018 **Total: 99,928 (-2.9%)**

Market	Total MTD 2017	Total MTD 2018	% to LY
CNMI	1,196	1,262	5.5%
RMI	71	101	42.3%
FSM	792	1,249	57.7%
Palau	213	279	31.0%
Australia	98	153	56.1%

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

Pacific Markets

Calendar Year to Date
January - April 26, 2018 **Total: 496,407 (-3.2%)**

Market	CY 2017	Total CYTD 2017	Total CYTD 2018	% to LY
CNMI	19,316	5,203	5,667	8.9%
RMI	1,275	321	384	19.6%
FSM	11,541	3,030	4,306	42.1%
Palau	4,165	909	1,084	19.3%
Australia	2,255	951	962	1.2%

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

Pacific Markets

Fiscal Year to Date
October 2017 - April 26, 2018 **Total: 971,918 (-3.5%)**

Market	FY 2017	Total FYTD 2017	Total FYTD 2018	% to LY
CNMI	18,494	9,468	10,751	13.6%
RMI	1,274	626	690	10.2%
FSM	10,958	5,857	7,716	31.7%
Palau	4,005	2,047	2,382	16.4%
Australia	2,227	1,377	1,416	2.8%

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

North America Markets

Month to Date April 1-26, 2018 **Total: 99,928 (-2.9%)**

Market	Total MTD 2017	Total MTD 2018	% to LY
US/Hawaii	4,785	5,678	18.7%
Canada	93	-	-

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

North America Markets

Calendar Year to Date
January - April 26, 2018 **Total: 496,407 (-3.2%)**

Market	CY 2017	Total CYTD 2017	Total CYTD 2018	% to LY
US Mainland	63,719	20,116	28,050	12.7%
Hawaii	13,339	4,769	-	-
Canada	859	403	-	-

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

North America Markets

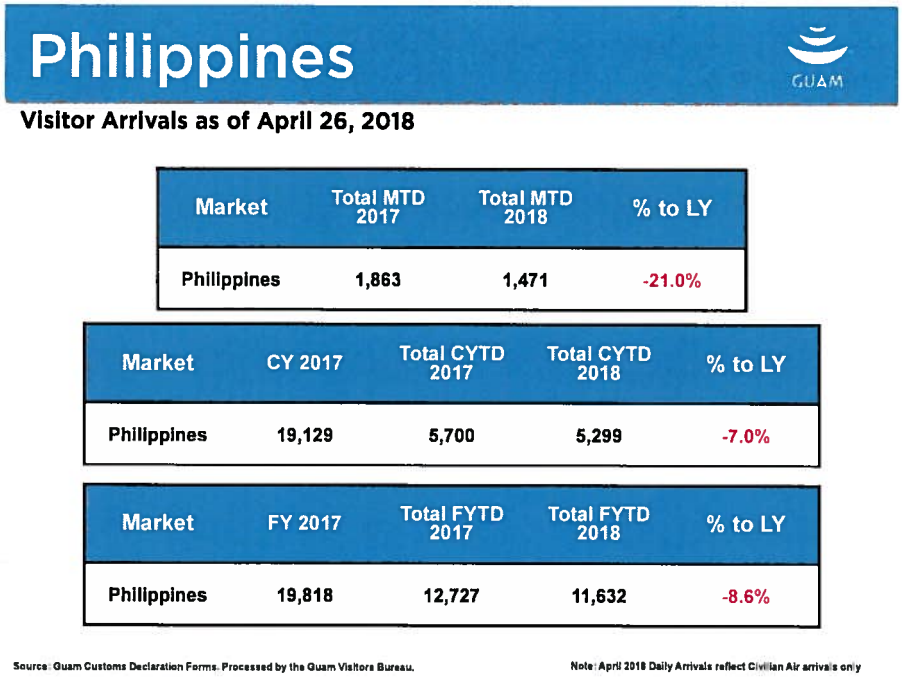
Fiscal Year 2018
October 2017 - April 26, 2018 **Total: 871,918 (-3.5%)**

Market	FY 2017	Total FYTD 2017	Total FYTD 2018	% to LY
US Mainland	61,200	34,317	46,718	9.2%
Hawaii	15,096	8,469	-	-
Canada	991	659	-	-

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

Ms. Regina Nedlic presented the committee with the latest visitor arrival statistics (as of April 26, 2018) on a month to date, calendar year to date, and fiscal year to date for the Philippine market. There has been a decrease in figures but Ms. Nedlic noted activities with travel agents and airline partners, to include Cebu Pacific, Philippine Airlines and United Airlines, in efforts to bring arrival statistics back up during the summer months.

Mr. Mark Manglona acknowledge the presence of Mr. Nico Fujikawa, the acting Director Research and Statistics, to answer any questions the committee has. Chairman Hofmann asked why there are no longer statistics listed for Hawaii. Mr. Fujikawa responded saying with the new immigration forms, GVB no longer tracks statistics specifically for Hawaii; those coming in from Hawaii must tick mark (bubble in) "U.S./Mainland". Ms. Pilar Laguaña asked how we track inbound travelers from Canada on the new Guam arrivals dashboard. Mr. Fujikawa responded saying we no longer track inbound travel from Canada. The tick marks for Hawaii and Canada have been replaced to track arrivals from Singapore and Malaysia.



Philippines

GUAM

Visitor Arrivals as of April 26, 2018

Market	Total MTD 2017	Total MTD 2018	% to LY
Philippines	1,863	1,471	-21.0%

Market	CY 2017	Total CYTD 2017	Total CYTD 2018	% to LY
Philippines	19,129	5,700	5,299	-7.0%

Market	FY 2017	Total FYTD 2017	Total FYTD 2018	% to LY
Philippines	19,818	12,727	11,632	-8.6%

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

Note: April 2018 Daily Arrivals reflect Civilian Air arrivals only

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

a. North America

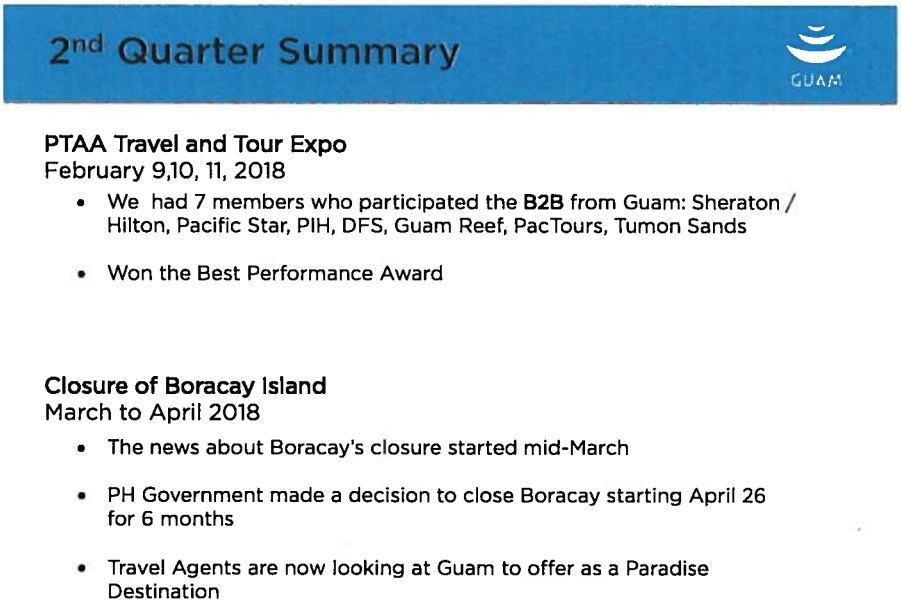
Nothing to report.

b. Pacific

Nothing to report.

c. Philippines

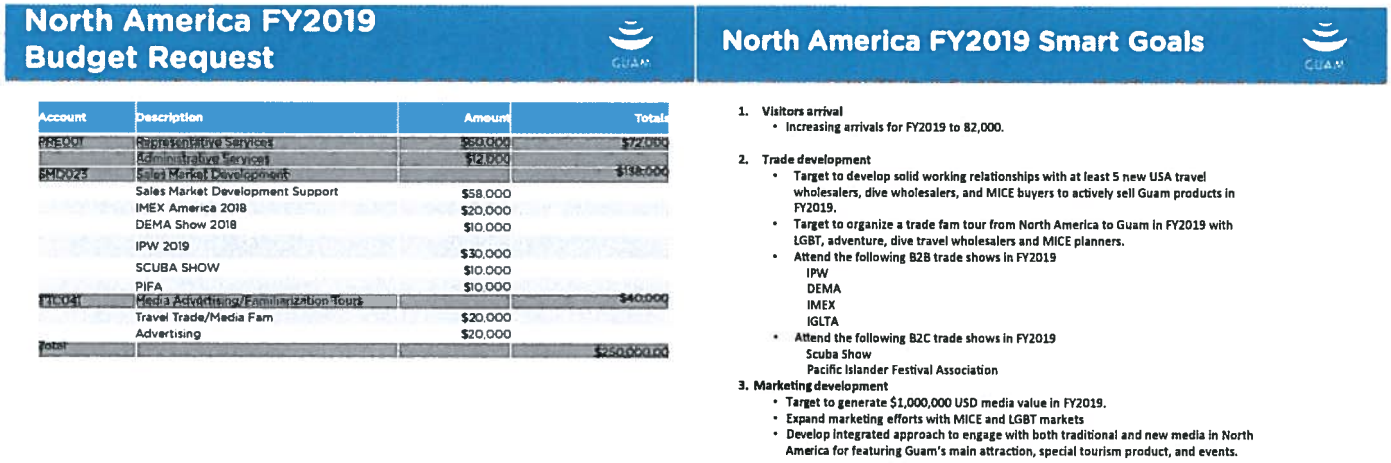
Ms. Nedlic noted GVB's attendance at the PTAA Travel Tour Expo, a B2B event, where Guam had a very fun and interactive booth and was also awarded for the best cultural dance show. Ms. Nedlic further added the closure of the Boracay Island and stressed the importance of working with airlines and travel agents to market and offer Guam as an alternative paradise destination.



NEW BUSINESS - Q3 Programs (April - June 2018)

a. North America

Mr. Manglona presented the committee with the latest budget request for fiscal year (FY) 2019 with a status quo of $250,000. Of this budget request, $72,000 is for representative service and administrative fees, $138,000 is for Sales Market Development (SMD), and $40,000 is for Media Advertising and Familiarization Tours. Mr. Manglona went on to explain the major shows for SMD to include: (1) IMEX America 2018, a major MICE event; (2) DEMA Show 2018, a premier dive show; (3) International Pow Wow (IPW) 2019, the largest B2B U.S. Travel Trade show; (4) the Scuba Show, a regional dive show that Guam along with other Micronesia islands attend; and (5) the Pacific Islands Festival of Arts (PIFA), a festival to showcase arts and culture. Mr. Manglona further added that at PIFA, Guam delegates meet with PATA International Chapters as well as the Guam communities of California to do a Guam Product update. Lastly, Mr. Manglona briefly summarized the FY2019 Smart Goals for North America.



North America FY2019 Budget Request

Account	Description	Amount	Totals
PRE001	Representative Services	$60,000	$72,000
	Administrative Services	$12,000	
SMD023	Sales Market Development		$138,000
	Sales Market Development Support	$58,000	
	IMEX America 2018	$20,000	
	DEMA Show 2018	$10,000	
	IPW 2019	$30,000	
	SCUBA SHOW	$10,000	
	PIFA	$10,000	
PMC041	Media Advertising/Familiarization Tours		$40,000
	Travel Trade/Media Fam	$20,000	
	Advertising	$20,000	
Total			$250,000.00

North America FY2019 Smart Goals

1. Visitors arrival
   - Increasing arrivals for FY2019 to 82,000.
2. Trade development
   - Target to develop solid working relationships with at least 5 new USA travel wholesalers, dive wholesalers, and MICE buyers to actively sell Guam products in FY2019.
   - Target to organize a trade fam tour from North America to Guam in FY2019 with LGBT, adventure, dive travel wholesalers and MICE planners.
   - Attend the following B2B trade shows in FY2019
     - IPW
     - DEMA
     - IMEX
     - IGLTA
   - Attend the following B2C trade shows in FY2019
     - Scuba Show
     - Pacific Islander Festival Association
3. Marketing development
   - Target to generate $1,000,000 USD media value in FY2019.
   - Expand marketing efforts with MICE and LGBT markets
   - Develop integrated approach to engage with both traditional and new media in North America for featuring Guam's main attraction, special tourism product, and events.

b. Pacific

Mr. Manglona presented the committee with the latest budget request for fiscal year 2019 for the Pacific market for a total of $180,000. The slide had a grand total of $400,000, which is incorrect. There was also a miscalculation for the Sales Market Development, which should be for $100,000. The major SMD shows include: (1) ITB Asia, Asia's leading travel trade show; (2) Asia Dive Expo, which the Guam delegation just attended in Singapore; (3) PATA Travel Mart; and (4) the Mice Asia Expo, the premier MICE exposition throughout Asia. Mr. Manglona noted the budget request of $50,000 PATA International and PATA Micronesia Chapter events including the (1) Tri-annual Meetings that take place in Micronesia; (2) PATA international Executive Board Meetings, of which GVB President and Director of Global Marketing are both members; (3) PATA Annual Summit; and (4) other PATA programs. Lastly, $20,000 is for Advertising and Public Relations (PR) programs and $10,000 is for Media and Travel Trade Familiarization Tours.

Going back to the North America budget request, Ms. Laguaña addressed Mr. Manglona about the GoWest event. Mr. Manglona responded saying Guam has yet to attend the GoWest Summit but it is in the Marketing plan for 2019 to come out of the SMD budget. The GoWest Summit is a B2B show featuring the U.S.'s west coast destinations, including Hawaii and Guam. Guam has been invited to attend in 2019.

Mr. Manglona briefly explained the FY2019 Smart Goals for the Pacific Market. He noted the PATA Micronesia Chapter Tri-annual meeting that recently took place in Saipan from April 24-26, 2018.

Pacific FY2019 Budget Request

Account	Description	Amount	Totals
[illegible]	Sales Market Development		$ [illegible]
	Sales Market Development Support	$43,000	
	ITB Asia	$ 15,000	
	Asia Dive Expo	$ 10,000	
	PATA Travel Mart	$ 20,000	
	Mice Asia Expo	$ 10,000	
[illegible]	PATA/PATA Micronesia Chapter/Regional Events		$ [illegible]
	PATA Micronesia Chapter Tri-Annual Meetings (3x)		$10,000
	PATA Executive Board Meetings (4x)		$15,000
	PATA Annual Summit		$15,000
	Other PATA Programs		$10,000
[illegible]	Advertising/Public Relations Programs		$ 20,000
[illegible]	Media/Travel Trade Fam		$10,000
		GUAM'S TOTAL	$[illegible]

Pacific FY2019 Smart Goals

- Increase visitor arrivals by 10% of the previous year 2018 and promote travel and awareness, to Guam and Micronesia within the region, Australia and Asia Pacific.
- Market and expand Guam as a world-class destination through participation in at least three (3) key international trade/consumer promotions:
  - Asia Dive Expo
  - ITB Asia
  - PATA Travel Mart
- Continue to be involved with PATA International and the PATA Micronesia Chapter through participation in the following:
  - PATA Executive Board Meetings (3 x/year)
  - PATA Annual Summit
  - PATA Travel Mart
  - PATA Micronesia Chapter Tri-Annual Meetings
- Maintain relationships with travel trade industry members through partnership, collaborations, advertising opportunities and Guam Product Updates.
- Increase activity in online and social media platforms with the MicronesiaTour website and maintain search optimization ranking among the top 3 search results on Google.com.

Mr. Manglona shared photos from the Chapter Meeting adding that the chapter has a goal to increase its membership count at every chapter meeting. He also shared photos from the Micronesia Isalands Forum (MIF), the Asia Dive Expo and the Guam Visitors Bureau (GVB) and Philippine Airlines (PAL) Guam Product update that took place in Singapore. Mr. Manglona mentioned Mr. CYK from the U.S. Commercial Services attended the Guam Product Update to push for travel to the U.S. Mr. Manglona further explained that the meeting was successful and that an upcoming Singapore/Malaysia Familiarization Tour will be taking place some time in June, 2018. Letters will be sent out for support from GVB members for this FAM tour.

PATA MICRONESIA CHAPTER 1ST TRI-ANNUAL MEETING - SAIPAN, APRIL 4-5, 2018



MICRONESIAN ISLAND FORUM - SAIPAN, APRIL 5-8, 2018



ASIA DIVE EXPO – SINGAPORE, APRIL 3-8, 2018



ASIA DIVE EXPO – SINGAPORE, APRIL 3-8, 2018



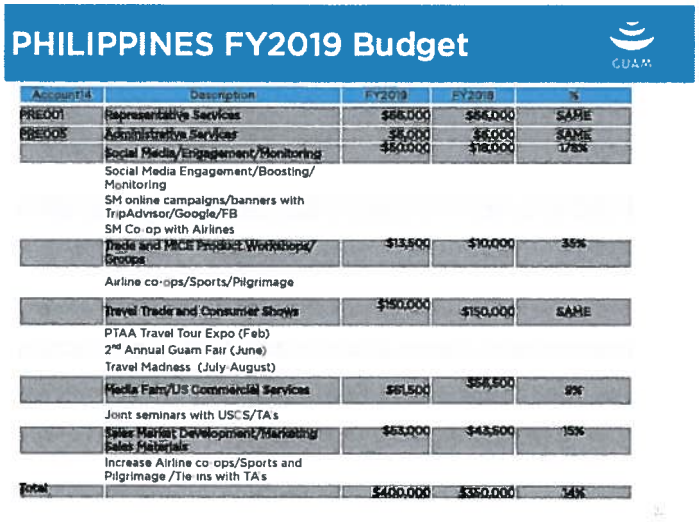
GVB & PAL- SINGAPORE, APRIL 4, 2018



FAM Trip tentatively being planned for 1st week of June 2018.

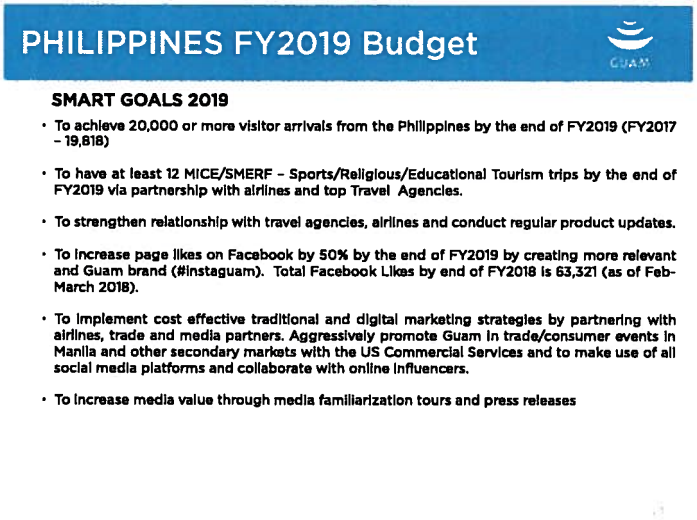
c. Philippines

Ms. Regina Nedlic presented the FY2019 Budget Plan for the Philippines with a total of $400,000, a 15% increase from the FY2018 budget of $350,000. For FY2019, Social Media increased $50,000 in efforts to increase Guam brand awareness with airlines and travel agents, and to target and capitalize on millennial travelers that use social media platforms. The budget request for Trade and MICE Product Workshops is $13,500. Ms. Nedlic noted targeting more pilgrimages, sports groups, and mayoral visits. Ms. Nedlic mentioned doing more media FAM tours and joint seminars with the U.S. Commercial Service, which is why the budget request increased 9% from $56,500 (FY18) to $61,500 (FY19). Lastly, Ms. Nedlic mentioned the SMD budget request is $53,000, noting the importance of doing more with the airlines and travel agencies. Ms. Nedlic briefly mentioned the FY2019 Smart Goals for the Philippines, which are detailed below.



PHILIPPINES FY2019 Budget

Account Id	Description	FY2019	FY2018	%
PRE001	Representative Services	$65,000	$65,000	SAME
PRE005	Administrative Services	$5,000	$5,000	SAME
	Social Media Engagement/Monitoring	$50,000	$18,000	178%
	Social Media Engagement/Boosting/ Monitoring SM online campaigns/banners with TripAdvisor/Google/FB SM Co-op with Airlines			
	Trade and MICE Product Workshops/ Groups	$13,500	$10,000	35%
	Airline co-ops/Sports/Pilgrimage			
	Travel Trade and Consumer Shows	$150,000	$150,000	SAME
	PTAA Travel Tour Expo (Feb) 2nd Annual Guam Fair (June) Travel Madness (July-August)			
	Media Fam/US Commercial Services	$61,500	$54,500	9%
	Joint seminars with USCS/TA's			
	Sales Market Development/Marketing Sales Materials	$53,000	$43,500	15%
	Increase Airline co-ops/Sports and Pilgrimage /Tie-ins with TA's			
Total		$400,000	$350,000	14%



PHILIPPINES FY2019 Budget

SMART GOALS 2019

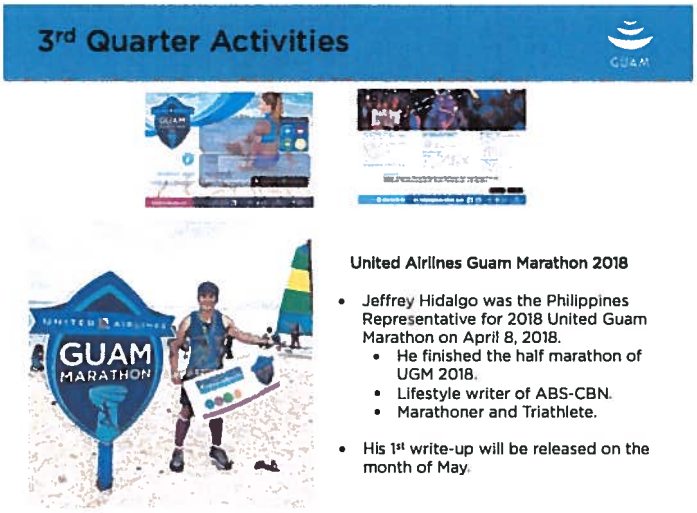
- To achieve 20,000 or more visitor arrivals from the Philippines by the end of FY2019 (FY2017 – 19,818)
- To have at least 12 MICE/SMERF – Sports/Religious/Educational Tourism trips by the end of FY2019 via partnership with airlines and top Travel Agencies.
- To strengthen relationship with travel agencies, airlines and conduct regular product updates.
- To increase page likes on Facebook by 50% by the end of FY2019 by creating more relevant and Guam brand (#instaguam). Total Facebook Likes by end of FY2018 is 63,321 (as of Feb-March 2018).
- To implement cost effective traditional and digital marketing strategies by partnering with airlines, trade and media partners. Aggressively promote Guam in trade/consumer events in Manila and other secondary markets with the US Commercial Services and to make use of all social media platforms and collaborate with online influencers.
- To increase media value through media familiarization tours and press releases

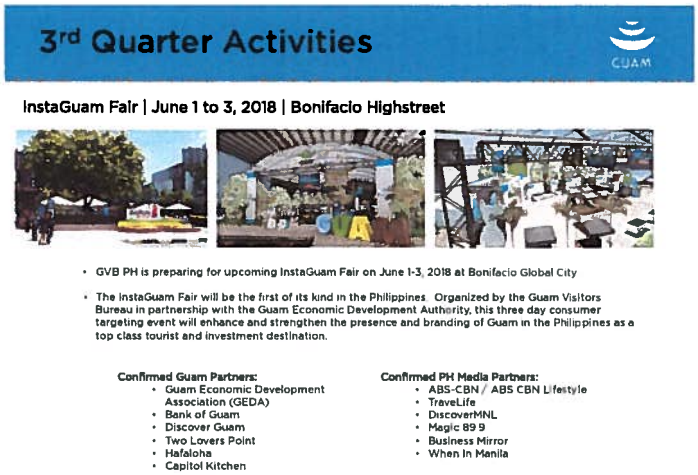
Ms. Nedlic noted the recent United Guam Marathon (UGM) event that took place on April 8, 2018. Guam welcomed Mr. Jeffrey Hidalgo from the Philippines. She thanked Ms. Paula Monk and United Airlines for their support and noted Mr. Hidalgo plans to attend the next UGM and bring more attendees from the Philippines. Lastly, Ms. Nedlic mentioned the first ever InstaGuam Fair taking place in Bonifacio Highstreet in the Philippines from June 1-3, 2018. This is a partnership with the Guam Economic Development Authority (GEDA) who will be bringing some of their Guam Product Seal Holder participants with them to the fair. The fair will feature culture, food and allow for Philippine residents to interact with the Guam attendees. Ms. Nedlic added that all three airline partners that service Guam including, United Airlines, Philippine Airlines and Cebu Pacific will be attending the fair as well. Mr. John Paul Calvo noted the U.S. Embassy will be attending the InstGuam Fair and that the Philippine Consulate is working to have local businesses that do business in Guam to participate.

Chairman Hofmann noted the Guam-Philippines Sister City Relations between mayors in Guam and in the Philippines, which has been ongoing for thirteen (13) years. The Chairman stated many of the Philippine sister cities have established relationships with the U.S. Embassy and hundreds if not thousands of Philippine residents have been granted U.S. visas. Chairman Hofmann proposed having the Guam Mayors Council and GVB work together using established sister city relationships with to attend more events in the Philippines and in reciprocation invite more people to visit Guam who already hold U.S. visas. Chairman Hofmann also thanked Ms. Paula Monk from United Airlines for changing out the aircrafts flying to and from the CNMI and Guam.

Motion by Ms. Olga Tonkikh and seconded by Mr. Gary Cruz to support the approval of the FY2019 budgets of all markets [North America ($250,000), Pacific ($180,000), and Philippines ($400,000). Motion approved unanimously.

Mr. Cruz noted he met with Cebu Pacific in Cebu last month that are requesting for a pilgrimage trip to Guam, which will most likely take place next year. Lastly, Mr. Cruz informed the committee of his newly formed company that will now offer tour packages between Guam and the Philippines. Mr. Cruz will be joining the Guam delegation at the InstaGuam Fair in June. Chairman Hoffman asked Ms. Nedlic for a formal letter to invite his Sister City contacts.





ANNOUNCEMENTS

- Next NAP Meeting | June 6, 2018 at 2:00PM
- 30th Guam Micronesia Island Fair | May 2-6, 2018
- Military Travel Trade Fair | May 2-3, 2018

ADJOURNMENT

Ms. Olga Tonkikh made a motion and seconded by Mr. Gary Cruz to adjourn the meeting at 2:44PM. Meeting adjourned.

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

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

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

Approved by: _____
Colleen Cabedo, Acting Director of Global Marketing

MINUTES OF THE GREATER CHINA MARKETING COMMITTEE MEETING
Mainland China | Taiwan | Hong Kong
Tuesday, April 24, 2018 | 10:00AM, GVB MAIN CONFERENCE ROOM

GCMC MEMBERS IN ATTENDANCE: Samuel Shinohara, Joann Camacho, Charlene Chen, Letitia Law-Byerly, Soohyun Loo, Sunardi Li, Olga Tonkikh, Neil Urbano, Katsutoshi Kabasawa, Eilis Baldevia, Maryanne Weymouth

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

I. CALL TO ORDER
Chairman Samuel Shinohara called the meeting to order at 10:05AM.

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

IV. Report of the GCMC Chairman
Chairman Samuel Shinohara apologized to the committee for rescheduling the last few minutes. The most important conversation to have during this meeting is in regards to FY2019 budgets. Vice-Chairwoman Joann Camacho encouraged all members to complete the sales tax survey that is being conducted by GVB.

V. Visitor Arrivals Update
Ms. Nadine Leon Guerrero shared the updated visitor arrival statistics for China, Taiwan and Hong Kong with the committee. The decline in China is expected with United Airlines pull out from Shanghai. Hong Kong and Taiwan are in the same situations with the pull out of Hong Kong Express and Eva Air, respectively.

April 2018

GUAM

April 1-19, 2018 **Total: 73,464 (-4.4%)**

% Market Mix	Origin	2017	2018	% to LY
0.8%	China	933	621	-33.4%
0.6%	Hong Kong	1,481	433	-70.8%
2.1%	Taiwan	2,050	1,508	-26.4%
35.4%	Japan	32,690	26,004	-20.5%
50.6%	Korea	32,193	37,164	15.4%
5.4%	US/Hawaii	3,533	3,998	13.2%
1.4%	Philippines	1,528	1,016	-33.5%

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

Note: April 2018 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2018

GUAM

January–April 19, 2018 **Total: 469,943 (-3.5%)**

% Market Mix	Origin	2017	2018	% to LY
1.5%	China	8,699	6,884	-20.9%
0.4%	Hong Kong	7,140	1,809	-74.7%
1.9%	Taiwan	12,363	8,882	-28.2%
37.2%	Japan	215,467	174,995	-18.8%
46.6%	Korea	191,105	219,190	14.7%
1.5%	US/Hawaii	23,633	26,370	11.6%
1.0%	Philippines	5,365	4,844	-9.7%

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

Note: April 2018 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2018

GUAM

January–April 19, 2018 **Total: 845,454 (-3.7%)**

% Market Mix	Origin	2017	2018	% to LY
1.3%	China	14,086	10,949	-22.3%
0.5%	Hong Kong	10,638	3,869	-63.6%
1.8%	Taiwan	22,084	14,838	-32.8%
35.8%	Japan	397,056	302,788	-23.7%
48.0%	Korea	343,111	406,207	18.4%
5.3%	US/Hawaii	41,534	45,038	8.4%
1.3%	Philippines	12,392	11,177	-9.8%

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

Note: April 2018 Daily Arrivals reflect Civilian Air arrivals only

VI. Greater China Market Updates

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

i. 3-month Airlift Forecast

China Marketing News

GUAM

3 Month Airlift Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '18	Seat Data '17	% Change Seats
April	**1190**	1488	**- 20%**	**3164**	**3726**	**-15%**
May	**1047**	1614	**- 10%**	**3164**	**3726**	**-15%**
June	**1332**	1481	**- 10%**	**3164**	**3608**	**-12%**

April

After UA direct flight pulling out

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

PR, estimated 500 seats per month
for East-China market (A320-100)

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

May

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

PR, estimated 500 seats per month
for East-China market (A320-100)

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

June

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

PR, estimated 500 seats per month
for East-China market (A320-100)

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

With the loss of about 1,000 seats per month, there is a decline in seats as well as forecast. GVB China managed to secure a commitment from Korean Airlines for more seats for the market. Philippine Airlines has also joined our marketing activities. With this support, we are looking at a loss of about 500 seats per month.

ii. Co-branding Campaign with Xiaomi

China Marketing News

GUAM

Co-branding Campaign with XIAOMI

March 28 - 30, 2018

- In an effort to increase awareness of Guam among FITs, adults in their 30s and mostly with family, and brand Guam as an island paradise with beautiful moments to share on social media, GVB China launched co-branding campaign with XIAOMI, smart lifestyle technology company founded in 2010.
- In cooperation with United HK, three key TOs will launch special offers for Mi FANS

- Scheme of project:
- ✓ XIAOMI New Product Launch
- ✓ Ads on Mi Apps
- ✓ Social Media Event
  " Mi fans moments on Guam "
- ✓ MI FANS Filming Team on Guam
- ✓ Sweepstake to win a trip to Guam
- ✓ Promote Guam products



iii. Shanghai Radio 101

China Marketing News

GUAM

Shanghai Radio 101 Media Fam

May 25- May 30, 2018

- Cooperated media fam trip with Korean Air (KE)
- Target: Young generation
- Through the cooperation with one of the top radio programs in Shanghai, we are aiming to increase destination awareness in Shanghai and Eastern China markets and highlight the light outdoor offerings in Guam and the GIM event

101 动感101
大声听音乐 FM101.7

iv. New Product Launch after United Pulling Out

China Marketing News

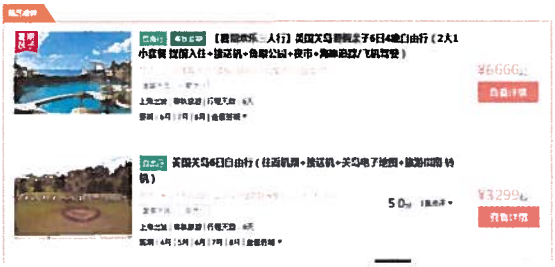
GUAM

New Products Launch after United Pulling Out

April-May, 2018

- In cooperation with Korean Air and Philippine Airlines, key TOs in Eastern Market (Shanghai and Nanjing) launched new products targeting low seasons and early summer.

Early Summer Holiday Series group by Spring Tour





v. Series Group Low Season Promotion by Jin Jiang Tour

China Marketing News

GUAM

Series group low season promotion by Jin Jiang Tour





KE flight from NKG-GUM products by JSBC Itour

vi. 2018 TTWG Quarter Meeting

China Marketing News

GUAM

2018 TTWG Quarter Meeting

March 9, 2018

- Participants: Eason Gu, City Manager Shanghai
- Meeting Agenda :

Summary of 2017 USCS TTWG.
TTWG 2018 09-13APR Road show plan detailed discussion



vii. 2018 TTWG Road Show in Jiangsu & Anhui

China Marketing News

GUAM

USCS TTWG Road Show in Jiangsu & Anhui

April 9- 13, 2018

- Detailed arrangement:

09APR Arrival Zhenjiang
Training for Zhenjiang CTS
10APR Training for Jiangsu CTS
Training for Jiangsu CITS
11APR Training for JSBC Itour Salon for Nanjing Agents
12APR Training for Anhui CTS
Training for Anhui CYTS
13APR Training for Wuhu ITS
Training for Wuhu Yinfa









viii. China Sales Trip in Shenzhen & Guangzhou

China Marketing News

GUAM

China Sales Trip in Shenzhen and Guangzhou

April 9 -12, 2018

- Sales visits to five leading TOs and OTAs in Southern China market: Shenzhen NICE Tour, Qulv.com, GZL, Nanhu Travel, and HKCTS

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



Guam Delegation at Shenzhen NICE Tour


Group photo at GZL

China Marketing News

GUAM



GVB DoGM with Deputy GM of Nanhu Travel


Group photo at Qulv.com



GVB delegation with HKCTS


GVB DoGM giving opening speech at Nanhu Travel

ix. 2018 GZL Product Seminar

China Marketing News

GUAM

2018 GZL Product Seminar

March 28, 2018

- Investment: marketing collaterals
- GVB Guangzhou attended 2018 GZL Product Seminar.
- About 150 guests attended the ceremony.
- GVB Guangzhou sponsored 2 souvenirs for activity





x. Aviation Development Updates

China Marketing News

GUAM

Aviation Development Updates

- In discussion with Qulv.com to increase air capacity from China to Guam
  - ❑ Option A: Qulv is currently operating charters from HK to Saipan, making stop over on Guam and reallocate seats for Guam
  - ❑ Option B: Launch scheduled charters from National Day Holiday (Oct.1) to Chinese New Year (Feb.)

- Dalian agent – Shenyang Overseas International Travel
- Inquired with UA for charters for summer and October
- UA unable to provide service

- GVB China office will draft incentive program to attract Chinese carriers to fly to Guam
- Reach out to Chinese airports which provide monetary support for new international flights

xi. FY2019 Budget

Ms. Leon Guerrero presented the FY2019 budget proposal that will be submitted for Board approval. It was noted that the FY2019 budget would be a roll over budget. Chairman Shinohara noted $1M for the world's largest outbound market is bare minimum. Ms. Leon Guerrero noted that the China spend on Guam for FY2017 was $1,160, while Chinese visitors global average is $900, or a nearly 30% increase of spending for Guam.

China FY2019 Budget Request

GUAM

Account	Description	Amount	Totals
PRE001	Representative Services	$276,000	$276,000
PRE005	Administrative Services	$24,000	$24,000
SMD023	Sales Market Development		$450,000
	Charter agent Coop Program	$50,000.00	
	Airlines meetings	$30,000.00	
	Online Jointly Promotion with KAL targeting FITs	$20,000.00	
	China sales trip	$40,000.00	
	Sales coops with KAL/PAL OTA/TOs (Eastern China)	$70,000.00	
	Sales coops with UA OTA/TOs (Southern China)	$50,000.00	
	Sales coops with KAL/PAL OTA/TOs (Northern China)	$30,000.00	
	Guam Expert online Training & Incentive Program	$50,000.00	
	Cross-over Campaign Targeting FITs (Family & Couples segments)	$50,000.00	
	Year Round MICE Supporting Program	$30,000.00	
	Marketing Collateral Production	$20,000.00	
	Marketing Representative Meeting	$10,000.00	
TTC039	Familiarization Tours		60,000
	Travel Trade – Mega FAM	$40,000	
	Media/KOL FAM	$20,000	
ADV018	Advertising, PR, Media Tie Ins		$75,000
	Celebrity Shooting Project: Bazaar Charity project	$55,000.00	
	WeChat Moments Advertisement	$20,000.00	
ADV033	U.S. Commercial Services		$25,000
WMM002	Social Media/Online		$90,000
	Contents marketing on leading contents platform	$50,000	
	Guam Signature Events Promotion	$40,000	
Total			$1,000,000.00

China FY2019 Budget

- **Sales Market Development**
  - Charter Agent Co-op Program
  - Airline Meetings
  - Online Joint Promotion with KAL targeting FITs
  - China Sales Trip
  - Coops (East, South, North)
  - Guam Expert Online Training & Incentive Program
  - Cross Over Campaign (Family & Couples)
  - Year Round MICE Support Program
  - Marketing Collateral Production
  - Marketing Rep Meeting

China 2019 Budget

- **U. S. Commercial Services**
  - Joint Promotions/Seminars
- **Travel Agent & Media Familiarization Tours**
  - Trade – Hafa Adai Study Tour Mega FAM
  - Media/KOL FAM

China 2019 Budget

GUAM

- **Advertising, Pubic Relations, Media Tie Ins**
  - Tie ins to maximize exposure with limited dollars
    - Celebrity Shooting Project: Bazaar Charity Project
  - WeChat Moments
- **Social Media and Online Campaigns**
  - WeChat and Weibo
    - Guam signature event promotions, i.e. Shop Guam eFestival, UGM, GMIF, BBQ Block Party
    - Content marketing

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

i. 3-month Review

3 Month Review

GUAM

Month	Forecast Pax	Actual Seats provided by GVB	Number of Passengers from Taiwan Ministry of Transportation & Communications	Total Seat Capacity from Taiwan Ministry of Transportation & Communications
January	1,814	2,257	2,503	2,850
February	2,228	2,682	2,646	2,835
March	2,062	2,434	N/A	N/A

ii. 3-month Forecast

3 Month Forecast

GUAM

Month	Forecast Pax	Last Year	%Change	Seat Forecast '18	Seat Data '17	% Change Seats
April	2,116	3,385	-32.7%	3,255	6,155	-47.1%
May	2,217	3,682	-35.2%	3,410	5,845	-41.7%
June	2,217	2,058	16.5%	3,410	2,395 (As of Jun. 29 '17)	42.4%

Flights

April
Taipei

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

Total 3,255

May
Taipei

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

Total 3,410

June
Taipei

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

Total 3,410

Note: EVA Air suspended its flight on June 3, 2017 resulting in the drastic drop in seat capacity & arrival number

iii. MICE Groups

Taiwan Marketing News

GUAM

MICE Group

Group	Date	Number of People
Biomedical Company	Jan. 5	36
Construction Company	Jan. 20	40
ShengYang Internet	Jan. 31	114
AIA	Feb. 10-15	110
Biomedical Company	Feb. 20	40
News Image Asia	Mar. 9 & 10	220
Luck Cat Micro-enterprise System Co. Ltd.	Mar. 27	110
(TBC) Michelin Tires	Sept. 11 or 18	104
Total PAX		670 (Does not include TBC)

iv. InstaGuam Newsletter Usage

Taiwan Marketing News

GUAM

InstaGuam Newsletter Usage

Press Release & GVB Taiwan SM Accounts

- Some InstaGuam Newsletters were localized and distributed as press release to the media and then shared on GVB Taiwan SM platforms
- Some information were combined with original press releases
- Information simplified to provide directly to the general public



v. Social Media Campaign

Taiwan Marketing News

GUAM

SM Campaign

#instaGuam Campaign

MONTHLY THEME:

April: Sports
May: Culture
June: Summer
July: Food
August: Love
September: Travel

With Photo Contests @ Taiwan

Users upload and use hashtag on their theme photo in Guam through Facebook Group or Instagram, and win the prizes.

& brand new theme illustrations:



vi. Golf Promotion

Taiwan Marketing News

GUAM

Golf Promotion

- Targeting high-yield niche market
- A fam tour was held on 3/24-28 to meet with Guam's golf courses and hotels for site-inspection
- Pacific Links International (PLI) Taiwan plans to have a 5D4N golf tour in Guam of around 80PAX & media in August as first promotional group (after the promotional group, PLI will have more material to promote Guam golf courses)
- A fam tour for PLI Taiwan will be held in May for more detailed planning

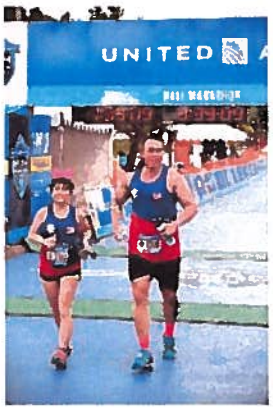


vii. United Guam Marathon

Taiwan Marketing News

United Guam Marathon

- 72 Taiwan participants in total
- UGM fam tour went smoothly, KOL Molly Chiang participated in 10K and enjoyed the activities and experiences on Guam
- On top of KOL, also got additional exposure on reporters' FB fanpages, which brought up WOM among Taiwan's travel and sport media
- Keep communicating with media and KOL and gathering all the exposure






viii. KOL/Media FAM Promotional Efforts

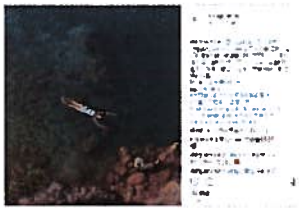
Taiwan Marketing News

KOL/MEDIA FAM PROMOTIONAL EFFORTS

- Posts from GVB Taiwan IG account related to Molly received 250+ likes on average

- Molly uploaded 12 posts on IG with hashtag #MollytravelingGuam , receiving 196K+ likes and over 1,000 comments



Taiwan Marketing News

GUAM

KOL/MEDIA FAM PROMOTIONAL EFFORTS

- Molly uploaded 41 stories on IG and highlighted on her IG bio, each story received 92,000 viewership in average
- And she also uploaded 9 post on FB including 51 photos and 1 video, receiving 1.6K likes and 20 comments in average









Taiwan Marketing News

GUAM

KOL/MEDIA FAM PROMOTIONAL EFFORTS

- Issued a press release on April 9 for perfect closing of UGM
- ETToday & AppleDaily issued 13 original online coverages, including 2 video coverages
- AppleDaily issued a full-page coverage to introduce experience on Guam







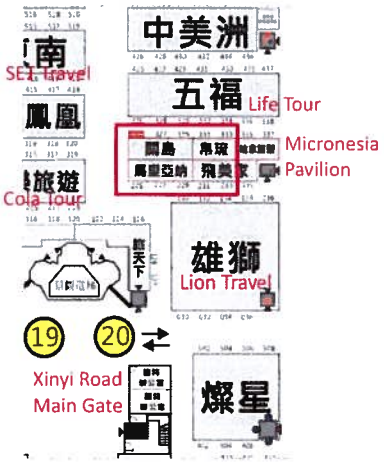
ix. 2018 Taipei Tourism Expo

Taiwan Marketing News

GUAM

2018 Taipei Tourism Expo

- Co-op with MVA and PVA to form the Micronesian Pavilion and will jointly launch the Ultimate Grand Prize – free vacation on Guam, Mariana and Palau
- The location of the Micronesian Pavilion is one of the most popular areas

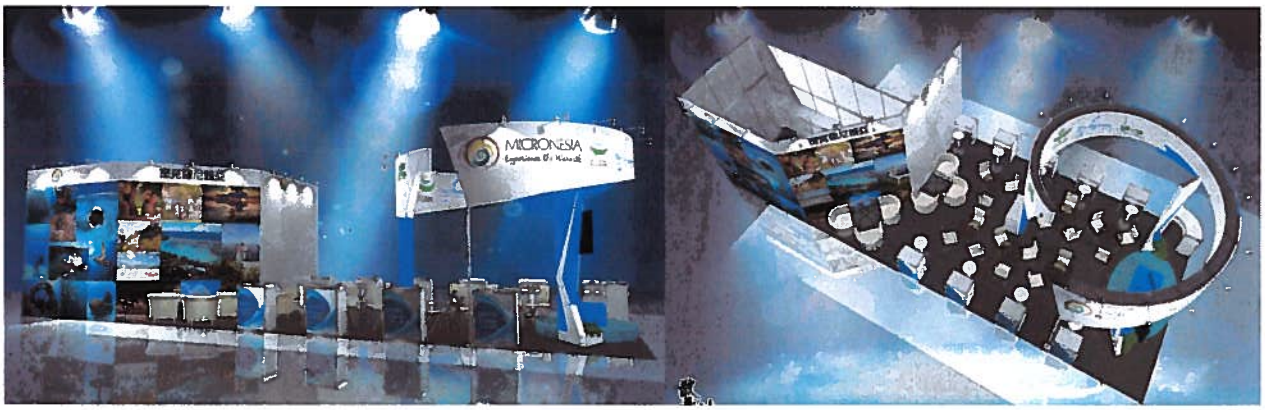


Taiwan Marketing News

GUAM

2018 Taipei Tourism Expo

- The booth design showcased the unity of Micronesia and three parties will share the same timeslot of stage session and storage space



Taiwan Marketing News

GUAM

2018 Taipei Tourism Expo

- The pre-event press conference will be held on 4/25, the Ultimate Grand Prize would be the key news point for the Micronesian Pavilion
- GVB Taiwan will distribute press releases on both TTE pre-event press conference and TTE opening ceremony
- GVB Delegation Ms. Joann G. Camacho and Ms. Elaine Pangelinan will be invited to the VIP luncheon
- Media interview and small gatherings with TA are under arrangement
- Chamorro musical duo Jesse & Ruby will be performing on the stage of Micronesian Pavilion



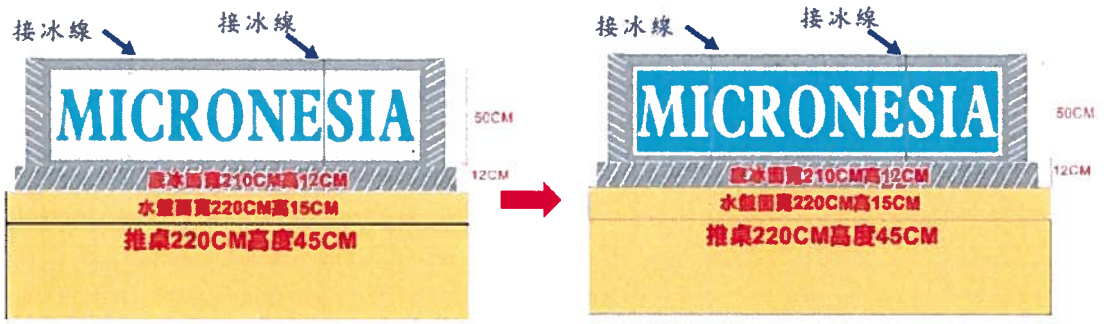
Taiwan Marketing News

GUAM

2018 Taipei Tourism Expo

Micronesia Pavilion Opening Ceremony

- A grand opening ceremony of Micronesia Pavilion will be held after TTE Opening on the booth
- There will be a ice sculpture of "Micronesia" and each party to pour pigment inside as the kick-off of Micronesia Pavilion and showcase the unity of Micronesian



x. New Taipei City Government Joint Wedding

Taiwan Marketing News

AVIS 安維斯租車 GUAM

New Taipei City Government Joint Wedding

- Will provide two 6D5N hotel+flight packages as the grand prize of the event
- Obtained sponsorship of 6-days car rental in Guam from Avis Taiwan on the grand prize and several discounts for all participated couples, and 5-days hotel sponsorship from Nikko Hotel Guam, Lotte Hotel Guam, Pacific Star Resort & Spa, The Westin Resort Guam, and Dusit Thani Guam Resort
- Attended the press conference on 4/2 and issued NR, receiving 19 coverages and attracted more couples to inquire about the grand prize
- On the event rehearsal on 5/6, will introduce Guam and strongly promote CI's Sunday Flight and sponsors to the 120 chosen couples

April 2 — Press Conference

April 14 — Event Registration

May 6 — Event Rehearsal

May 20 — Wedding Day

xi. CI Flight Promotion Efforts (March 25-October 25, 2018)

Taiwan Marketing News

GUAM

CI Sunday Flight promotion

Guam Honeymoon/Wedding Promotion

- Leverage the NTCG Joint Wedding program to develop a series of projects to promote Guam as the first choice for weddings and honeymoon
- As extension of the co-op on NTCG Joint Wedding program, Avis Taiwan may offer great discounts for all travelers in June





Taiwan Marketing News

GUAM

CI Sunday Flight promotion

Eslite In-Store Advertisement

- 2 TPE-GUM flight tickets in exchange for elevator, TV ADs, and catalogue flyer advertisements for one month
- Leverage the media exposure and promotion of NTCG Joint Wedding program, imbed Guam honeymoon/ wedding promotion in Eslite's April pamphlet







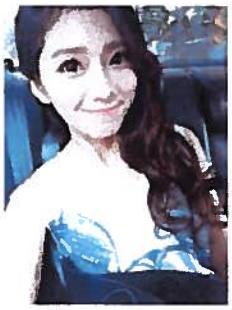
Taiwan Marketing News

GUAM

CI Sunday Flight promotion

Celebrity Photo Album Co-op

- Taiwan's popular celebrity Cai Huang Ru is turning 30 this year and plans to produce a photo album to celebrate
- SM promotions during photoshoot in Guam
- Press release, TV promotion, photo album release conference, etc.
- Tentatively scheduling the photo shooting to take place in June, Cai's agent is planning the schedule with publisher, will apply for shooting sponsorship after the schedule is confirmed



1,724,676 followers

25,570 followers

109,008 followers

Taiwanese hostess, singer and actress

xii. FY2019 Budget

Taiwan FY2019 Budget Request

GUAM

Account	Description	Amount	Totals
PRE001	Representative Services	$120,000	$120,000
PRE005	Administrative Services	$ 18,000	$ 18,000
SMD023	Sales Market Development		$ 98,000
	VIP Party Co-op	$ 3,000	
	Guam Delicacy Promotion	$ 25,000	
	3D Street Art	$ 25,000	
	Low Season Promotion	$ 20,000	
	Kid's Golf Summer/Winter Camp	$ 10,000	
	NT$1 Ticket Auction	$ 3,000	
	MICE Promotions	$ 12,000	
ADV018	Social Media/Online Campaigns & Advertising		$ 75,000
	Social Media Promotions	$ 10,000	
	Guam Content Campaigns/Website Maintenance	$ 36,000	
	Guam Signature Events	$ 9,000	
	Shop Guam eFestival	$ 20,000	
TTC039	Familiarization Tours		$ 25,000
	Trade/Mega FAM		
	Media/KOL FAM		
TTC031	Trade & Consumer Shows		$ 64,000
	ITF	$ 39,800	
	TTE	$ 21,700	
	WITF	$ 2,500	
		GRAND TOTAL	$400,000

TAIWAN FY2019 BUDGET

GUAM

SALES MARKET DEVELOPMENT

VIP PARTY CO-OP

- Leverage VIP parties at high-end shopping malls for exposure targeted at exclusive shoppers.

Guam Delicacy Promotion

- Promoting Guam dishes through a co-op with a famous hotel restaurant or themed café

3D Street Art

- Co-op with 3D painter to create a photography hotspot with Guam's scenery at high foot traffic locations

Low Season Promotion

- Co-op with movie theatres to advertise Guam

TAIWAN FY2019 BUDGET

GUAM

SALES MARKET DEVELOPMENT (CONT'D)

Kid's Golf Summer/Winter Camp

- Co-op with TAs to package and promote golf camp as well as English learning camps

NT$1 Ticket Auction

- Co-op with CI to launch a flight ticket auction as the campaign of the year to increase GVB's SM accounts fans flow and build their interest in GVB Guam and help China Airlines strongly promote their flights.

MICE Promotions

- Co-op with TA's to develop MICE opportunities

TAIWAN FY2019 BUDGET

GUAM

SOCIAL MEDIA/ONLINE CAMPAIGNS & ADVERTISING

- Taking into consideration that Facebooks algorithm keeps adjusting, more investment will go into Instagram
- Leverage high incentive campaigns to strengthen GVB's social media accounts fan base and interaction
- Actively interact with other brand SM accounts with same target audience for more exposure and increase SM account fans flow
- Develop targeted SM campaigns
- Leverage KOL/influencers

TAIWAN FY2019 BUDGET

GUAM

FAMILIARIZATION TOURS

- UGM KOL/Media FAM Tour
- Golf Media FAM Tour
- Trade FAM/Mega FAM

TRADE & CONSUMER SHOWS

- International Travel Fair – Taipei
- Taipei Travel Expo
- Winter International Travel Fair

c. Hong Kong – Ms. Elaine Pangelinan shared updates for the Hong Kong market.
   i. 3-month Forecast

Hong Kong Marketing News

GUAM

3 Month Visitor Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '17	Seat Data '16	% Change Seats
Apr	718	1924	-65%	2822	4442	-36.5%
May	640	2052	-62%	2822	4442	-36.5%
May	447	1241	-64%	2822	4442	-36.5%

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

Chairman Shinohara pointed out that the arrivals for the Hong Kong market are significantly lower and questioned what GVB is doing differently. Ms. Pangelinan advised that there is a lack of awareness in the market. The current Hong Kong representatives have proposed to target adventurers and invite KOL's to promote Guam. Ms. Pangelinan also mentioned that ATMG is on a month to month contract as GVB is working to issue a new RFP. The recent RFP was cancelled due to misinformation provided by the awardee. Chairman Shinohara added that it is important to find representatives who will provide new ideas and revamp the marketing plan to ensure better results. A discussion was held regarding United Airlines new marketing representative in Hong Kong who is focusing on the U. S. Mainland instead of Guam.

ii. 3-month Comparison



3 Month Visitor Comparison

2017-18	Forecast			Actuals		
Month	Forecast Pax	Last Year	%Change	Actual Pax	Last Year	% Change
Jan 18	632	2047	-69%	411	2,047	-79.9%
Feb 18	667	1,688	-60%	395	1,688	-76.6%
Mar 18	731	1,924	-60%	570	1,924	-70.4%

iii. Oceania Festival

Hong Kong Marketing News

GUAM

Oceania Festival – The Chinese University of Hong Kong

Event Date:	Mar 19-20
Format:	Set Up an cultural booth inside the campus i) display the Chamorro Cultural items ii) provide the travel info. to the students and the staffs
Cost:	US$0







iv. Google Trade Seminar

Hong Kong Marketing News

GUAM

GVBHK joins the Google trade seminar

Event Date:	Mar 23
Format:	Google Hong Kong share the social media insights and marketing solutions to Hong Kong travel trade partners.
Cost:	US$0



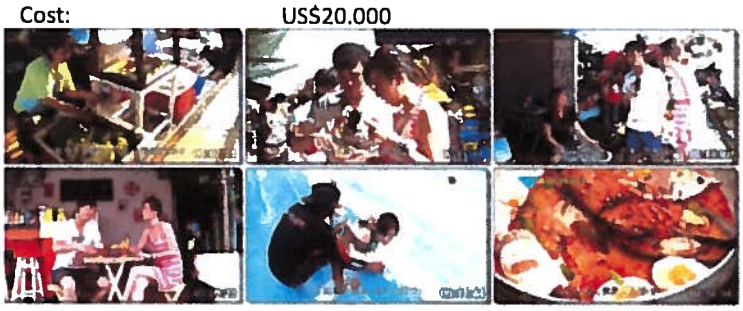
v. TBS Filming "FunAbroad" Co-op

Hong Kong Marketing News

GUAM

TV Program "Fun Abroad"

Promo Period:	May – July 2018
Format:	1. United Airlines will work together with OTA to promote Guam route with special fare. 2. TV Program "Fun Abroad" will send the crew for TV production from 30 April to 7 May.
Viewers per Airing:	975,000 pax
Cost:	US$20,000





vi. FY2019 Budget

Hong Kong FY2019 Budget Request

GUAM

Account	Description	Amount	Totals
PRE001	Representative Services	$ 78,000	$ 78,000
PRE005	Administrative Services	$ 6,000	$ 6,000
SMD023	Sales Market Development		$ 52,216
	Trade Joint Promotion		
	Movie/TV Production Promotions		
	Niche Market Advertorials		
ADV018	Social Media/Online Campaigns & Advertising		$ 42,000
	Social Media Promotions	$ 10,800	
	Guam Content Campaigns/Website Maintenance	$ 9,600	
	Guam Signature Events	$ 8,000	
	Shop Guam eFestival	$ 13,600	
TTC039	Familiarization Tours		$ 24,000
	Trade/Mega FAM	$ 12,000	
	Media/KOL FAM	$ 12,000	
TTC031	Trade & Consumer Shows		$ 28,000
	ITE & MICE	$ 28,000	
		GRAND TOTAL	$230,216

Hong Kong FY2019 Budget Request

GUAM

SALES MARKET DEVELOPMENT

- Target promoters and trade partners to undertake joint promotions
- Look for social media promotional ventures
- Seek movie and TV production opportunities to feature Guam
- Undertake joint social media promotions with Airlines
- Create special promotional campaigns that will attract a large social media following, like "Best Mom on Guam"

HONG KONG FY2019 BUDGET

GUAM

SOCIAL MEDIA/ONLINE CAMPAIGNS & ADVERTISING

- Continue to position Guam on GVB SNS and use as a hub to post recommendations from fans with special focus on online video
- More user-generated content and Ad reach
  - Use famous bloggers and KOLs and engage them in Guam signature events for live streaming and stories
  - Source interesting online Guam travel diaries and ask their permission to post on GVB SNS + campaigns
  - Integrate promotions via social media (Ads & Campaigns), interact with users throughout SNS/platforms, encourage them to interact and share GVB content to their friends
  - Implement social media optimization to boost traffic among GVBHK social media channels
  - Invest more on FB Ads to increase the reach of user-generated content and encourage engagement

HONG KONG FY2019 BUDGET

GUAM

FAMILIARIZATION TOURS

- Product and training seminars for TAs
- FAM tour for education and MICE travel agents
- FAM tour for KOL that have FIT followers

TRADE AND CONSUMER SHOWS

- Attend at least one major trade and consumer show to continue Guam's presence in the marketplace and networking with industry contacts and experts

VII. Announcements

a. Guam Micronesia Island Fair: May 2-6, 2018
b. The next Greater China Marketing Committee Meeting is scheduled for Friday, May 11, 2018 at 11:00AM in the GVB Main Conference Room

VIII. Adjournment

Ms. Charlene Chen made a motion to adjourn the meeting at 9:24am seconded by Ms. Letitia Law-Byerly. The meeting was adjourned by acclamation.

Prepared by: _____
Breeana Q Garrido, Marketing Coordinator

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

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

Approved by: _____
Colleen Cabedo, Acting Director of Global Marketing

GVB RUSSIA & NEW MARKETS COMMITTEE MEETING
Tuesday, May 1, 2018, 10:00 a.m.
GVB Main Conference Room

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

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CALL TO ORDER

Chairman Bart Jackson called the Russia & New Markets Committee meeting to order at 10:05 a.m.

APPROVAL OF PREVIOUS MEETING MINUTES

Ms. Nadia Romanenko made the motion and seconded by Vice Chairman Roy Abraham to approve the minutes of April 3, 2018. Motion approved unanimously.

REPORT OF THE CHAIRMAN

Chairman Jackson introduced and welcomed GVB Russia Account Executive, Ms. Aleksandra "Sasha" Karpotsova. He allowed her the opportunity to present a few updates regarding the Russia market travel trends and to address any questions the committee may have regarding the upcoming mission PITE.

REPORT OF GVB MANAGEMENT

A. Visitor Arrival Statistics

GVB Marketing Manager for Russia & Philippines market, Regina Nedlic reported on the visitor arrivals as of April 26, 2018 and that the Russia numbers are doing very well. Month-to-date is up by 24.6% as compared to last year. As compared to last year, calendar year to date is seen to have a 37.9% and fiscal year to date 30.6% respectfully. Chairman Jackson asked Ms. Karptsova about outbound travel from Vladivostok and Ms. Karptsova responded that last year it was at 28%.

Russia

Visitor Arrivals as of April 26, 2018

Market	Total MTD 2017	Total MTD 2018	% to LY
Russia	199	248	24.6%

Market	CY 2017	Total CYTD 2017	Total FYTD 2018	% to LY
Russia	3,352	1,222	1,685	37.9%

Market	FY 2017	Total FYTD 2017	Total FYTD 2018	% to LY
Russia	3,151	2,169	2,833	30.6%

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

Note: April 2018 Daily Arrivals reflect Civilian Air arrivals only

Ms. Nedlic shared that from April 1-26, 2018 we see an increase of 24.6% as compared to last year. This makes up 0.2% of the market mix.

April 2018

April 1-26, 2018

Total: 99,928 (-2.9%)

% Market Mix	Origin	2017	2018	% to LY
0.2%	Russia	199	248	24.6%
34.0%	Japan	41,973	33,979	-19.0%
51.7%	Korea	45,101	51,711	14.7%
0.8%	China	1,439	833	-42.1%
0.5%	Hong Kong	1,785	538	-69.8%
1.8%	Taiwan	2,716	1,808	-33.4%
5.7%	US/Hawaii	4,785	5,678	18.7%
1.5%	Philippines	1,863	1,471	-21.0%

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

Note: April 2018 Daily Arrivals reflect Civilian Air arrivals only

Calendar year to date, there was a total of 496,407 visitor arrivals, which is a -3.2% decrease as compared to last year. Russia arrivals have increased 37.9% as compared to last calendar year and make up 0.3% of the market mix. The slide also displays how the other markets are doing with their visitor arrivals.

Calendar Year to Date 2018

GUAM

January – April 26, 2018 Total: 496,407 (-3.2%)

% Market Mix	Origin	2017	2018	% to LY
0.3%	Russia	1,222	1,685	37.9%
36.9%	Japan	224,750	182,970	-18.6%
47.1%	Korea	204,013	233,737	14.6%
1.4%	China	9,205	7,096	-22.9%
0.4%	Hong Kong	7,443	1,914	-74.3%
1.8%	Taiwan	13,029	9,182	-29.5%
5.7%	US/Hawaii	24,885	28,050	12.7%
1.1%	Philippines	5,700	5,299	-7.0%

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

Fiscal year to date, there was a total of 871,918 visitor arrivals, which is a -3.5% decrease as compared to last year. Russia arrivals have increased 30.6% as compared to last fiscal year and make up 0.3% of the market mix.

Fiscal Year to Date 2018

GUAM

October 2017 – April 26, 2018 Total: 871,918 (-3.5%)

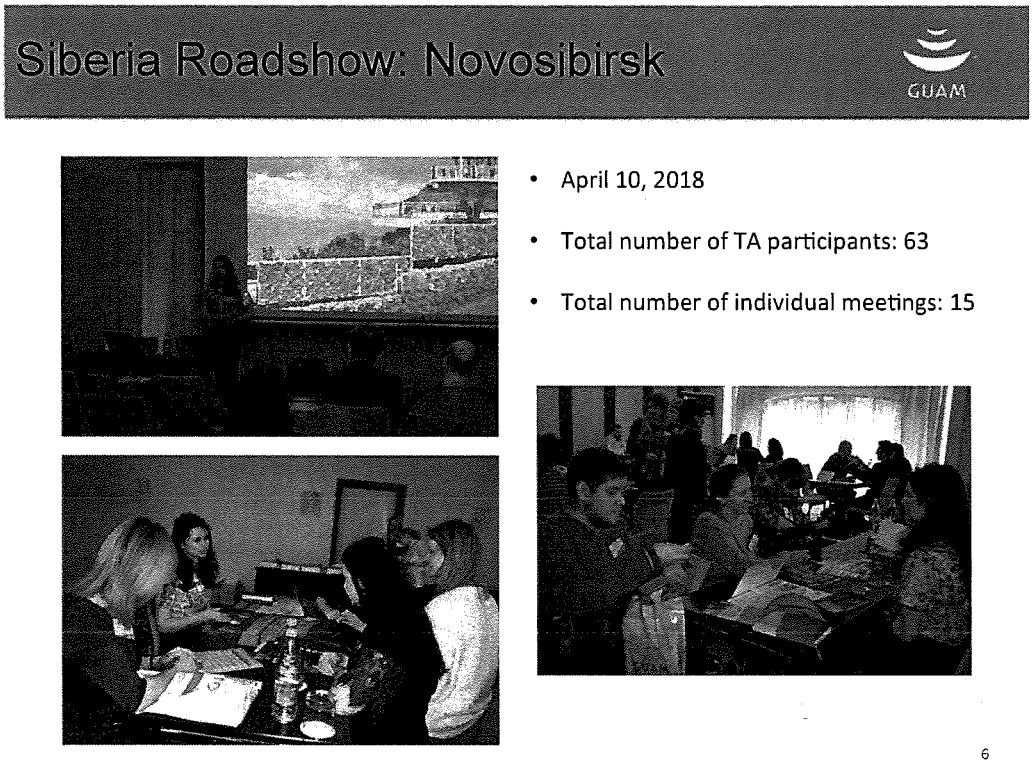
% Market Mix	Origin	2017	2018	% to LY
0.3%	Russia	2,169	2,833	30.6%
35.6%	Japan	406,339	310,763	-23.5%
48.3%	Korea	356,019	420,754	18.2%
1.3%	China	14,592	11,161	-23.5%
0.5%	Hong Kong	10,941	3,974	-63.7%
1.7%	Taiwan	22,750	15,138	-33.5%
5.4%	US/Hawaii	42,786	46,418	9.2%
1.3%	Philippines	12,727	11,632	-8.6%

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

OLD BUSINESS

A. Siberia Roadshow in Novosibirsk & Irkutsk (April 10-13, 2018)

Ms. Karptsova shared that April was a very busy month for the GVB Russia office. The roadshow was targeted to Novosibirsk and Irkutsk because there are many routes from these cities to travel to Guam via Seoul. The event was overall very successful with many travel agents and travel partners that attended both seminars. Ms. Karptsova noted that she observed that that participants seem more familiar about Guam. Some of the questions at the seminar were routes to take to travel to Guam and what other fun things can travelers do on Guam. In Novosibirsk, there were 63 participants and 15 individual meetings. In Irkutsk, there were the same number of participants and 11 individual meetings. Ms. Romanenko shared that she has received a few travel agent inquiries from Irkutsk and is requesting for the contact information to be shared. Ms. Nedlic noted that we will share the contacts with all committee members.



Siberia Roadshow: Irkutsk

- April 13, 2018
- Total number of TA participants: 63
- Total number of individual meetings: 11







B. PITE 2018 (May 18-20, 2018)

The GVB Russia office is in the process of preparing for PITE 2018. PITE is one of the biggest travel trade events is Russia and will take place in Rusky Island. This will be the same venue as last year, but the event will take place in a different building. This year, Cambodia and North Korea are participating for the first time.

PITE 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.

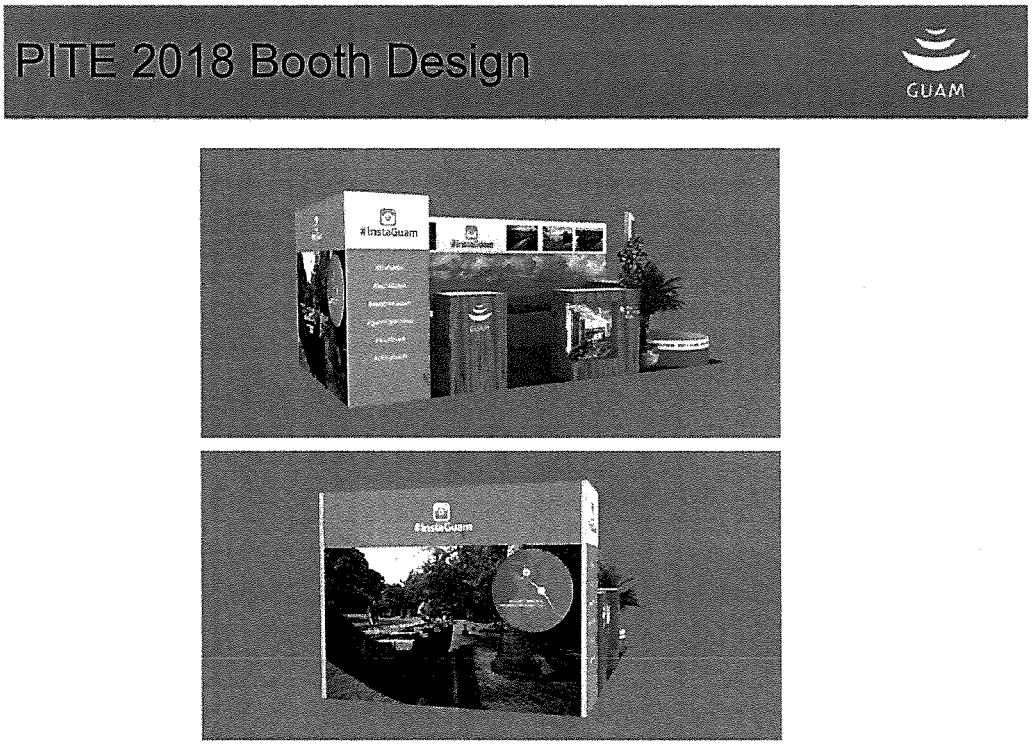
GVB will be participating in numerous business meetings, presentations and conferences held as part of the exhibition.

GVB Member Participating: Pacific Islands Club

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
- Sharing Guam's upcoming campaigns and events for 2018

Ms. Karptsova shared that the slide display showed a mockup of how the Guam booth will look. This design is currently in the process of production. The booth is a bit smaller than last year, but the booth will still be interactive. GVB will also be hosting a Guam Product Seminar on the first day of PITE and we have invited TAs, media, and consumers to participate. For all participants who attend the seminar, we plan to have a social media campaign and give out a unique Guam prize. Ms. Nedlic noted that there is no Miss Guam attending PITE due to budget constraints. Chairman Jackson noted that it is important to attend PITE and show Guam's presence and commitment to the market.



NEW BUSINESS

A. Guam Micronesia Island Fair (GMIF) Media Fam Tour

Ms. Karptsova shared that there are two bloggers from the European part of Russia, St. Petersburg, on island with her to do coverage and experience GMIF. The first blogger is Ms. Polina Brzhezinskaya and she is one of the most influential Instagram bloggers and YouTube vlogger in Russia. Her audience is 351,000 on Instagram and 262,000 followers on YouTube. The second blogger is Ms. Elmira Bairamova and she is also popular in Russia and known to be a very influential travel blogger with more than 101,000 followers on Instagram. Ms. Bairamova also organizes tours to different countries. Ms. Karptsova shared that this is an update as to what the GVB Russia offices has been working on lately and opened the floor for any questions. Chairman Jackson added that the island benefits by reoccurring business and it is important to engage in new business. Chairman Jackson recommends that the GVB Russia office keep a dialogue with the ground handlers and establish loyalty programs. He also advised if time permits to have Ms. Karptsova meet with ground tour operators to discuss the Russian market conditions on Guam or any updates they can share.

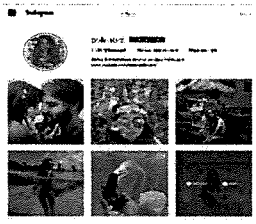
2018 GMIF Fam Tour

GUAM

Type of media: Social media bloggers/influencers (2 pax)
Place of origin: European part of Russia
Shooting period: May 1 –May 5

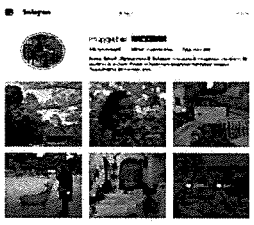
@polinabrz

Polina is and one of the most influential Instagram blogger and YouTube vlogger in Russia. Her audience is 351k followers on Instagram (up to 50k likes and up to 400 comments each post) and 262k followers in YouTube.



@mugglebai

Emma is a very influential travel blogger in Russia with more than 101k subscribers on Instagram. In addition she acts as an exclusive TA and organizes tours to different countries.



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Chairman Jackson also shared that there is an issue with Russian visitors seeking political asylum once they arrive on Guam. This issue could potentially close the market. The last thing we need is for this issue to get into the hands of the federal government and they rescind the visa waiver program on Guam. Ms. Nedlic shared that GVB Russia office needs to be aware of this and we will attempt to work with YouTube and our social media strategist to try and remove these types of videos. Ms. Karptsova shared that this is complicated as we cannot remove or shut down personal YouTube accounts, but they will reach out and report it to the social networking site. Ms. Nedlic shared that the YouTube video and a suspicious Instagram account has been forwarded to GVB Management and Ms. Meriza Peredo, GVB Destination Specialist – Safety and Satisfaction, and she will follow up on the status of this issue. Chairman Jackson suggested that we work with Custom and Border Protection so that they are aware of this issue and can assist.

B. FY2019 Marketing Budget for Russia & New Markets

Ms. Nedlic shared that we are in the process of finalizing our FY2019 Russia and new markets budget. The total budget amount for Russia is $250,000 and is a rollover from last fiscal year's budget. The major difference in comparing FY2018 and FY2019 budget is how the budget amount is allocated. Representative Services will stay status quo at $60,000. Administrative Services has been reduced from $18,000 to $6,000. For Travel Trade and Consumer Shows, we have decided to stop participating in MITT and replace our efforts by participating in the Moscow Dive Expo to promote diving on Guam to the Russian travelers. In addition, we plan to still continue participating in PITE and Online Travel Mart. Ms. Karptsova shared that it is a trend in Russia for travel agents to engage in online versus offline selling efforts as it is cheaper. The total for Travel Trade and Consumer Shows is $34,000, which is status quo as compared to last fiscal year. For Russian Roadshows and Workshops, we have increased this amount from last fiscal year by 47% totaling $10,300. For Advertising, PR, and Media Tie Ins, we have decided to increase the budget amount by 20% totaling $101,700. This effort includes advertising Guam as a visa free destination, hosting banner ads on Google and Yandex, social media campaigns, public relations, and social media monitoring. For Travel Agents/Media Fam & Networking we are allocating $27,000 which is a 23% decrease as compared to last year. Lastly, for Sales Market Development/Marketing Sales Materials we are keeping it status quo at $11,000. Chairman Jackson asked if there are any questions from the committee and there were no questions at this time.

Russia FY2019 Budget

GUAM

Account	Description	Amount	FY2019 Totals	FY2018
PRE001	Representative Services	$60,000	$60,000	Status Quo
PRE005	Administrative Services	$6,000	$6,000	$18,000 (-67%)
	Travel Trade and Consumer Shows	$34,000	$34,000	Status Quo
	Moscow Dive Expo (replaced MITT-Moscow)	$10,000		
	Pacific International Travel Exhibition	$20,000		
	Online Travel Mart 2019	$4,000		
	Russia Road Shows – Far East, Siberia and European Russia (Workshops)	$10,300	$10,300	$7,000 (+ 47%)More worshops/contacts w/ Travel Trade for FY19
	Advertising, PR, Media Tie Ins	$101,700	$101,700	$85,000 (+20%) Targeted destination/Guam as premier destination
	Advertising – Visa Free Campaign			
	Ads on Google and Yandex (Flash Banners)			
	Federal Tourism Websites (Wedding/Shopping/ Diving/MICE)			
	Social Media Campaigns & Public Relations			
	SM Monitoring/Target audience			
	Travel Agents/Media Fam & Networking (2-3 Fams)	$27,000	$27,000	$35,000 (-23%)More on co-oops/fam tours
	Sales Market Development/Marketing Sales Materials	$11,000	$11,000	Status Quo
	Russian Language Collateral and other sales development promotions			
Total			$250,000	$250,000

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Ms. Nedlic shared the FY2019 SMART goals for Russia market. She added the business plans to participate in at least two online/offline exhibitions, conduct three Guam Product Workshops or equal events for travel agents in the Far East of Russia and Siberia, establish close working relationships with air carriers including Korean Airlines, Jeju Airlines, and other carriers, conduct at least 1 co-op activity, conduct at least two fam tour for media, promote GVS's signature events, and increase Guam's brand awareness in the Far East of Russia, Siberia, and the European part of Russia.

Russia FY2019 Budget

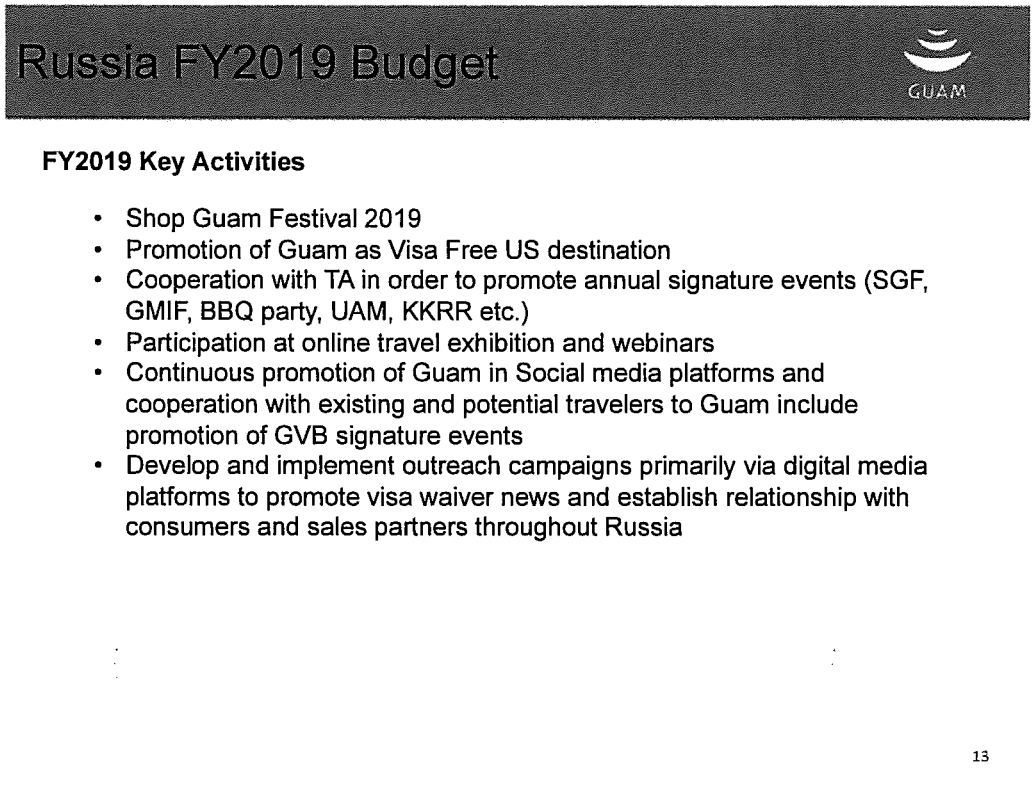
GUAM

SMART GOALS 2019

- Participate in at least 2 online/offline exhibitions
- Conduct 3 Guam Product Workshops or equal events for TA in the Far East of Russia
- Conduct 2 Guam Product Workshops or equal events for TA in Siberia
- Establish close working relationships with Air carriers including Korean Airlines, JejuAir and other carriers
- Conduct at least 1 co-op activity
- Conduct at least 2 Familiarization tours for Media to participate in GVB's signature events
- Increase Guam awareness in the Far East of Russia, Siberia and European part of Russia through continues communication with target audience via different channels (SM, exhibitions, etc.)

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Ms. Nedlic also shared the key activities planned for FY2019. Such activities include the Shop Guam Festival, promotion of Guam as a visa free US destination, cooperation with travel agents to promote GVB's annual signature events, participation at online travel exhibitions and webinars, continuous promotion of Guam in social media platforms, and to develop and implement outreach campaign via digital media platforms to promote visa waiver news.



Chairman Jackson shared that Guam is planning on implementing a 2% sales tax in October 2018. He asked Ms. Karptsova for her personal opinion on how this sales tax will impact Russian visitors to Guam and the image of Guam. Ms. Karptsova shared that GVB Russia office aggressively promotes Guam as a duty-free destination. This campaign is really popular amongst Russian travelers and we will have to stop the campaign if the sales tax is implemented. The sales tax is not a good thing, but our Russian visitors will continue to come to Guam for shopping. Ms. Karptsova adds that 2% is not that high of a sales tax, but it will affect the Russian market. Ms. Karptsova notes that our competitors are not duty-free, so there is no disadvantage for Guam.

ANNOUNCEMENTS

Chairman Jackson shared that Vice Chairman Abraham is retiring at the end of the month and PITE 2018 will be his last GVB overseas mission. He further thanked Vice Chairman Abraham on behalf of the committee for all his continuous support to Guam's tourism industry and wished him well on his retirement. Other announcements:

- 15th annual Military Fair is May 2-3, 2018 at Anderson Air Force Base.
- 30th annual Guam Micronesia Island Fair is from May 2-6, 2018 at Paseo de Susana in Hagatña.
- Next Russia & New Markets Committee Meeting will be on June 5, 2018 in the GVB Main Conference Room. GVB will notify members should this meeting be cancelled.

ADJOURNMENT

Ms. Romanenko made a motion, seconded by Ms. Jane Koo to adjourn the meeting at 10:38am.

Prepared by: _____
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Reviewed by: _____
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Approved by: _____
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