Gmail by Google

BENJAMIN CRUZ <speaker@senatorbjcruz.com>

MC Fwd: GVB Board Packet: August 9, 2018

1 message

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

Fri, Aug 10, 2018 at 8:01 AM

08/10/18	08/10/15	Guam Visitos Bureau	GVB board packet of August 9, 2018.*	34-18-2214

---------- Forwarded message ----------
From: **Maura Yi** <maura.yi@visitguam.org>
Date: Thu, Aug 9, 2018 at 11:16 AM
Subject: GVB Board Packet: August 9, 2018
To: BENJAMIN CRUZ <speaker@senatorbjcruz.com>

GL# 34-18-2214
Speaker Benjamin J.F. Cruz

AUG 10 2018
Time: 9:9 [X] 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 August 9, 2018.

Thank you!

--
Senseramente,
Maura Yi
Executive Secretary

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

GUAM VISITORS BUREAU 55th ANNIVERSARY 1963 - 2018 | GUAM

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

Follow us on Instagram: @visitguamusa

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

2018 AUG 10 AM 9:02

--

OFFICE OF SPEAKER BENJAMIN J.F. CRUZ

Committee on Appropriations and Adjudication

I Mina'trentai Kuattro na Liheslaturan Guahan

Guam Congress Building | 163 Chalan Santo Papa | Hagatna, GU 96910

T: (671) 477-2520/1 | F: (671) 477-2522 | www.senatorbjcruz.com

5 attachments

- **Agenda_Aug092018.pdf** 577K
- **Exhibit_A_MINUTES_Jul262018.pdf** 805K
- **Exhibit_B_Testimony_SBill237-34_Bill 323-34_V2 .pdf** 642K
- **Exhibit_C_NAPMinutes_Aug082018.pdf** 977K
- **Exhibit_D_KMCMinutes_Jul102018.pdf** 1846K

2214

REGULAR BOARD OF DIRECTORS MEETING
Thursday, August 9, 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 July 26, 2018.

III. CHAIRMAN'S REPORT

IV. PRESIDENT & CEO'S REPORT

V. TREASURER'S REPORT

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

GVB TESTIMONY ON SBILL 237-34 & BILL 323-34 Exhibit B

Motion to ratify GVB testimony on FY2019 Budget Bill 237-34 and Bill 323-34.

B. ADMINISTRATION & GOV'T RELATIONS

C. RESEARCH

D. JAPAN

E. NORTH AMERICA & PACIFIC MARKETS

Committee minutes dated August 8, 2018 Exhibit C

24th PIFA (PACIFIC ISLANDER FESTIVAL ASSOCIATION) AND GUAM PRODUCT UPDATE SEMINAR

Motion to approve travel for the Director of Global Marketing and the GVB Marketing Manager to participate in the 2018 Pacific Islander Festival Association (PIFA) Festival and Guam Product Update Seminar from September 21-23, 2018 in San Diego, California. Estimated total cost is approximately $7,104.00 from Acct #US-SMD023.

Airfare:	$2,000 x 2 pax					$4,000.00
Per Diem:	San Diego	Hotel	Nights	M&IE	Days	
	DoGM	$153	6	$64	6	$1,302.00
	Marketing	$153	6	$64	6	$1,302.00

	Manager					
Miscellaneous: Excess baggage, communications expense, etc.						$500.00
					TOTAL:	**$7,104.00**

Background: GVB will participate in PIFA festival to further develop more awareness to the Chamorro living in the US mainland the various reasons to come back to Guam to visit.

PIFA promotes and perpetuates the traditional cultures, ancient historical data, languages, attitudes and values of the Indigenous People of Micronesia, Melanesia and Polynesia. Over 80,000 people were in attendance in 2017.

In addition to participating in PIFA, GVB will be conducting a Guam Product Update Seminar with key travel agents in the US Mainland. With GVB rolling out campaigns targeting both general and LGBTQ travelers with major wholesalers like IWorldofTravel (IWOT) and Deep Blue Adventures, it is imperative that we meet with active Westcoast travel agents to help sell special Guam packages now developed.

MATTA (MALAYSIAN ASSOCIATION OF TOUR AND TRAVEL AGENTS) 2018

Motion to approve travel for the North America & Pacific Marketing Chair and two (2) entertainers to attend the 2018 Malaysian Association of Tour and Travel Agents (MATTA) Fair from September 7-9, 2018. Estimated total cost is approximately $8,797.00 from Acct #PA-SMD023.

Airfare:	$1,500 x 3 pax					$4,500.00
Per Diem:	**Kuala Lumpur**	**Hotel**	**Nights**	**M&IE**	**Days**	
	NAP Chair	$186	4	$83	4	$1,345.00
	Entertainer #1	$186	4	$83	4	$1,076.00
	Entertainer #2	$186	4	$83	4	$1,076.00
Miscellaneous: Excess baggage, communications expense, etc.						$800.00
					TOTAL:	**$8,797.00**

Background: MATTA is Malaysia's premier travel extravaganza providing global exposure and endless business opportunities in this exciting era of groundbreaking travel innovations and technological advent.

MATTA fair provides visitors with a host of exciting and value for money travel options and excellent business and travel opportunities. In essence, all the attractions that have made MATTA fair the number one consumer travel fair in Malaysia plus many more exciting items will be showcased. Over 100,000 or more visitors form Malaysia, ASEAN, and the rest of the world expect to visit the fair.

As Guam is seeking new markets especially in visa waiver countries and convenient connectivity via Philippines or other Asian countries, we would like to explore the Malaysia market with the contacts we have made being actively involved in other travel trade organizations. MATTA website: http://site.mattafair.org.my/

In addition to MATTA, GVB will be conducting Guam Product Updates with Philippine Airlines' and Korean Airlines' key travel agents in Malaysia.

F. GREATER CHINA

G. RUSSIA & NEW MARKETS

H. KOREA

Committee minutes dated July 10, 2018 Exhibit D

I. DESTINATION MANAGEMENT

IFB 2018-001 TUMON LANDSCAPE MAINTENANCE

Motion to authorize the President and Chief Executive Officer as Chief Procurement Officer of GVB to enter into a contract with the most responsive and lowest responsible bidder for GVB IFB 2018-001 Tumon Landscape Maintenance.

Background: The Contractor provides all necessary labor, materials, equipment, tools and appurtenances to provide complete maintenance of landscape areas in Tumon, Guam. Maintenance covers San Vitores Road from Bishop Flores Rotunda to Hotel Nikko, including JFK Road (Rt 14A), Australian Cable Road (Santos Hill), Bishop Flores Rotunda grounds, Guam Visitors Bureau office grounds and the first median at Governor Joseph Flores Park entrance.

Contract commences October 1, 2018 through September 30, 2019 for FY2019, along with two one-year options to renew (FY2020 and FY2021); and is subject to fiscal year end performance reviews, availability and certification of funds from fiscal year to fiscal year.

Issue: Board approval required.

J. MEMBERSHIP & COMMUNITY OUTREACH

K. VISITOR SAFETY & SATISFACTION

L. CULTURAL & HERITAGE

24TH PACIFIC ISLANDER FESTIVAL ASSOCIATION (PIFA) FESTIVAL 2018 & SONS AND DAUGHTERS OF GUAM CLUB (SDGC) 65TH ANNIVERSARY CELEBRATION

Motion to approve travel for GVB Vice President, GVB Culture & Heritage Officer and two (2) Musicians to participate in the 2018 PIFA Festival and the SDGC 65th Anniversary Celebration in San Diego, California from September 21-30, 2018. (Estimated cost up to $15,252.00 from Acct No. DM-CPO006).

Airfare:	$2000 x 3 pax					$6,000.00
Per Diem:	San Diego, CA	Hotel	Nights	M&IE	Days	
	Vice President	$191.25	4	$80.00	4	$1,085.00
	Culture & Heritage Officer	$153.00	5	$148.00	6	$1,149.00
	Musicians (2pax)	$153.00	10	$64.00	11	$4,468.00
Prof. Fee	Musicians	$100 x 9 days x 2 pax				$1,800.00
Car Rental		$150 x 5 days				$750.00
					TOTAL:	**$15,252.00**

Background: The Guam Visitors Bureau Board of Directors had previously approved the PIFA travel motion at the beginning of the fiscal year. In the motion, GVB approved travel for the

CHC Chairwoman and the Cultural Heritage Officer. The Sons and Daughters of Guam Club requested to include Ruby Santos and Jesse Bias as performers at the PIFA stage.

With an influx of Chamorros attending PIFA, the Sons and Daughters of Guam Club has scheduled workshops with various disciplines to include Jesse & Ruby to conduct demonstrations and presentations encompassing the holistic aspect of the Chamorro language and culture.

The Sons and Daughters of Guam Club, Inc. was founded in 1953 and has served as a "Sagan Dinanna" for the Chamorros visiting and living in San Diego. This year, they are celebrating their 65th Anniversary scheduled for Saturday, September 29th. The Vice-President of the Bureau has been invited to be the keynote speaker. Also, at this event the SDGC will be renewing their Hafa Adai Pledge.

Issue: Board approval required for all travel.

M. SPORTS & EVENTS

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Upcoming Board Meetings:

- Thursday, August 23, 2018 at 3:30pm, GVB Main Conference Room
- Thursday, September 13, 2018 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

GUAM VISITORS BUREAU
55th ANNIVERSARY
1963 - 2018

BOARD OF DIRECTORS REGULAR MEETING
Thursday, July 26, 2018 – 4:30pm
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 Samuel Shinohara
Director William Nault	Director Bartley Jackson
Director Robert Hofmann	Director Satoru Murata

A quorum was met

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Eduardo "Champ" Calvo	Director Tatsuo Takano
Director Katarina Sgro	

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight	Antonio Muna Jr.	Maura Yi
Pilar Laguaña	Ana Cid	Nakisha Garrido
Lisa Linek	Colleen Cabedo	Nicole Benavente
Carly Rosete (Intern)		

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:
Roy Abraham, Pacific Star Resort & Spa
Wayne Chargualaf, Marianas Business Journal

I. CALL TO ORDER

Chairman Morinaga called the meeting of the board to order at 4:52 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 June 28, 2018.
Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

- *Due to a shortage in time, Chairman Morinaga moved to go through motions first followed by the points of order*
- Chairman Morinaga presented GVB Resolution No. 2018-003, relative to commending Mr. Roy Abraham as General Manager of the Pacific Star Resort & Spa in Guam, USA, in recognition of his upcoming retirement; and to expressing *Un Dångkolo Na Si Yu'os Ma'åse'* for his critical contributions on Guam and to its visitor industry; and to wish him all the best in his future endeavors, on behalf of the people of Guam to Mr. Abraham and also awarded him with the "Most Supportive Tourism Partner" plaque.

IV. PRESIDENT & CEO'S REPORT

GUAM VISITORS BUREAU
55TH ANNIVERSARY
1963 - 2018

V. TREASURER'S REPORT

Exhibit B

EXHIBIT B

FY 2018								
	Appropriation		Received to Date			Balance		
Operations	**$**	**18,750,216.00**	**$**	**14,203,571.07**	**76%**	**$**	**4,546,644.93**	**24%**
Sustained Marketing - Korea	**$**	**4,000,000.00**	**$**	**2,909,091.03**	**73%**	**$**	**1,090,908.97**	**27%**
Destination Development	**$**	**1,085,000.00**	**$**	**813,749.99**	**75%**	**$**	**271,250.01**	**25%**
GVB Cruise Ship Industry Development Program	**$**	**50,000.00**	**$**	**37,499.99**	**75%**	**$**	**12,500.01**	**25%**
Rainy Day Fund	$	200,000.00	$	149,999.99	75%	$	50,000.01	25%
Cultural & Sports Ambassador Fund	$	200,000.00	$	149,999.99	75%	$	50,000.01	25%
Pass-Thru	$	790,000.00	$	592,499.84	75%	$	197,500.16	25%
TOTAL RECEIVABLES FY 2018	**$**	**25,075,216.00**	**$**	**18,856,411.90**		**$**	**6,218,804.10**	

Accounts		
RESTRICTED		
Bank of Guam - Rainy Day Fund[1]	$	1,707,770.48
Cultural & Sports Ambassador Fund[2]	$	325,461.41
GVB Cruise Ship Industry Development Program	$	25,133.91
TOTAL RESTRICTED	**$**	**2,058,365.80**
UNRESTRICTED		
Bank of Guam - Operations	$	12,253,284.78
First Hawaiian Bank - Membership	$	54,738.20
Resona	$	793,075.67
Bank of Guam - TAF	$	520,796.92
Raymond James - CD value as of 6/30/2018[3]	$	2,553,470.32
TOTAL UNRESTRICTED	**$**	**16,175,365.89**
TOTAL CASH as of 7/25/2018	**$**	**18,233,731.69**

Current Payables		
Asatsu Invoices (APR - MAY)	$	859,909.95
Japan Invoices	$	175,554.68
Guam Invoices	$	209,915.73
Pass-Thru	$	34,583.33
Encumbered Contracts	$	2,177,201.79
Encumbered Purchase Orders	$	203,934.46
TOTAL PAYABLES as of 7/25/2018	**$**	**3,661,099.94**

NOTES

NOTE 1

$1,707,770.48	Rainy Day Fund
($513,558.76)	Rainy Day expenses Japan - reimburse Operations
$1,194,211.72	

NOTE 2

$325,461.41	Cultural and Sports Ambassador Fund
($51,487.50)	Cultural and Sports Ambassador expenses - reimburse Operations
$273,973.91	

NOTE 3

$2,553,470.32	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
($50,435.82)	BALANCE - Planning, Architectural and Engineering Services for Tumon Bay Improvement
(0.00)	

July 25, 2018

- Director Shinohara and Management will work on an expenditure plan for GVB's revenue to present by next board meeting.

GUAM VISITORS BUREAU
55TH ANNIVERSARY
1963 - 2018

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

FY2019 JAPAN STRATEGIC PLANNING MEETING IN GUAM

Vice Chairman Mesa made a motion, seconded by Director Jackson to ratify travel for the GVB Japan Acting Director Hiroshi Kaneko to travel to Guam to participate in the July Japan Marketing Committee meeting and FY2019 Japan marketing strategic meeting from July 16-18, 2018. Estimated cost is $1,687.50; funding source to be identified by management.
Motion unanimously approved

Airfare:	$1,000 x 1 pax					$1,000.00
Per Diem:	**Guam**	**Hotel**	**Nights**	**M&IE**	**Days**	
	GVBJ Acting Director	$150.00	2	$62.50	3	$487.50
Japan Transportation:	To and from airport			$100.00	1	$100.00
Guam Transportation:	Rental car			$100.00	1	$100.00
					TOTAL:	**$1,687.50**

Background: As the final quarter of fiscal year 2018 begins, the Japan marketing team would like to have time to strategically discuss next year's sales and marketing plan. GVB Japan Acting Director Hiroshi Kaneko has worked closely with the Japan Guam Tourism Council and other travel trade partners in Japan to develop a sales plan to include target markets and new campaign ideas from FY2019. Furthermore, it is important to consider recent Japan market conditions in order to effectively plan for next year. Also, Director Kaneko-san will participate in July's monthly Japan Marketing Committee meeting.

Issue: Board approval required for travel.

GOVERNOR TAIWAN TRADE MISSION

Vice Chairman Mesa made a motion, seconded by Director Jackson, to ratify travel for GVB Chairman of the Board to travel to Taipei, Taiwan from July 29 - August 4, 2018 to represent GVB in the Governor's Trade Mission. Cost of travel is approximately $3,467.50 to be taken from the Taiwan Sales & Market Development Account No. SMD-019.
Motion unanimously approved

Airfare:	$1,300.00					$1,300.00
Per Diem:	**Taipei**	**Lodging**	**Nights**	**M&IE**	**Days**	
	BOD Chairman	$226.00	6	$135.00	6	$2,167.50
					TOTAL:	**$3,467.50**

Background: Taiwan continues as one of GVB's source markets and with ongoing efforts to establish new business, airline development efforts for new routes and maintaining strong partnerships with the travel trade, this trade mission provides an excellent opportunity to meet these goals. During the Governor's trade mission, Guam delegates would be meeting with Taiwan President Tsai Ing-Wen, the Mayor of Taipei to commemorate 45 years of sister city relations between Taipei and Guam and other high-level governmental officials as well as potential investors.

The trade delegation will also be meeting with China Airline executives to continue to assure them of Guam's support for the airline especially for adding a fifth flight to its current Guam route. Talks will also resume to encourage China Airlines to consider servicing southern Taiwan by opening up a direct route from Kaohsiung to Guam.

Issue: Board approval required for travel.

GUAM ECO WAVE ART EXHIBITION

Vice Chairman made a motion, seconded by Director Jackson, to ratify travel for GVB Director of Global Marketing, one (1) GVB marketing staff, and local artist Dr. Judy Flores to attend the Guam Eco Wave Art Exhibition Press Conference at the Lotte Gallery in Youngdeungpo, Seoul, Korea. Travel dates are from July 31 – August 2, 2018. Cost is approximately $5,112.00 from Acct #KO-SMD023.
Motion unanimously approved

Airfare:	$800x 3 pax					$2,400.00
Per Diem:	**Seoul**	**Hotel**	**Nights**	**M&IE**	**Days**	
	DoGM	$230.00	2	$148.00	3	$904.00
	Marketing Staff	$230.00	2	$148.00	3	$904.00
	Dr. Judy Flores	$230.00	2	$148.00	3	$904.00
					TOTAL:	**$5,112.00**

Background: The Guam Visitors Bureau (GVB) conducted a Guam Eco Wave from May 26 – 30, 2018. The event was a co-op project with Lotte, which was geared towards promoting Guam as an eco-friendly destination using artwork produced by selected artists from Korea. GVB hosted 8 artists and photographers to collaborate with a local artist Dr. Judy Flores to create murals in the historic village of Inarajan.

The artwork developed during their visit to Guam will be featured in an art exhibit in 3 Lotte Department Store Galleries (Youngdeungpo, Anyang, Busan) between August – October. In addition to the artists' work, GVB has also negotiated to have Dr. Judy Flores and Guam Family Ambassador Hyun Jin Lee's artwork displayed at the exhibit. Lotte will also promote the event through their website and SNS channels. On August 1, 2018, GVB will conduct a press conference at the Lotte Department Store Gallery in Youngdeungpo displaying inspirational artworks by the Korean artists, local artist Judy Flores and Hyun Jin Lee.

Issue: Board approval for travel required.

GVB TESTIMONY ON BILL 314-34 **Exhibit C**

Vice Chairman Mesa made a motion, seconded by Director Jackson, to ratify GVB testimony on Bill 314-34.
Motion unanimously approved

B. ADMINISTRATION & GOV'T RELATIONS

GVB TESTIMONY ON SBILL 237-34 & BILL 323-34 **Exhibit D**

Motion to approve GVB testimony on FY2019 Budget Bill 237-34 and Bill 323-34.
Motion withdrawn and referred to Executive Committee

- President Denight gave a brief summary on the two proposed budget bills from the Legislature. The board agreed the draft testimony needed to be revised with stronger

statements against the FY2019 budget bills. Management will work on the draft testimony and send to the Executive Committee for review, upon approval testimony will be submitted to the Legislature.

C. RESEARCH

- Director Shinohara welcomed back Director of Tourism Research Cid.

D. NORTH AMERICA & PACIFIC MARKETS

E. CHINA

F. RUSSIA & NEW MARKETS

G. KOREA

MODE TOUR TRAVEL MART 2018

Director Jackson made a motion, seconded by Director Hofmann, to approve travel for one (1) GVB Board Member, GVB President & CEO or designee, GVB Director of Global Marketing, one (1) GVB Marketing Staff, GVB Director of Tourism Research, GVB Senior Research Analyst, GVB Culture & Heritage Officer or designee, Miss Guam, two (2) musicians, and four (4) dancers to attend the Mode Tour Travel Mart from August 30 – September 2, 2018 in Seoul, Korea. Cost is approximately $46,086.00 from Accts #KO-SMD023 ($13,406.00), #RES-104 ($6,136.00), and CPO-004 ($26,544.00).
Motion unanimously approved

Marketing:

Airfare:	$800x 4 pax					$3,200.00
Per Diem:	**Seoul**	**Hotel**	**Nights**	**M&IE**	**Days**	
	BOD Member	$230.00	6	$148.00	6	$2,835.00
	President & CEO	$230.00	6	$148.00	6	$2,835.00
	DoGM	$230.00	6	$148.00	6	$2,268.00
	Marketing Staff	$230.00	6	$148.00	6	$2,268.00
					TOTAL:	**$13,406.00**

Research:

Airfare:	$800x 2 pax					$1,600.00
Per Diem:	**Seoul**	**Hotel**	**Nights**	**M&IE**	**Days**	
	DTR	$230.00	6	$148.00	6	$2,268.00
	Research Staff	$230.00	6	$148.00	6	$2,268.00
					TOTAL:	**$6,136.00**

Culture & Heritage:

Airfare:	$800x 8 pax					$6,400.00
Per Diem:	**Seoul**	**Hotel**	**Nights**	**M&IE**	**Days**	
	Culture & Heritage Officer	$230.00	6	$148.00	6	$2,268.00
	Miss Guam	$230.00	6	$148.00	6	$2,268.00

	Musicians (2pax)	$230.00	6	$148.00	6	$4,536.00
	Dancers (4pax)	$230.00	6	$148.00	6	$9,072.00
Prof. Fee	Miss Guam	$100 x 4 days				$400.00
	Musicians	$100 x 4 days x 2 pax				$800.00
	Dancers	$50 x 4 days x 4 pax				$800.00
					TOTAL:	**$26,544.00**
					GRAND TOTAL	**$46,086.00**

Background: The Guam Visitors Bureau (GVB) plans to attend the 5th Annual Mode Tour Travel Mart that will be held at the COEX in Seoul, Korea from August 30 – September 2, 2018. Mode Tour is one of Korea's top travel wholesalers, and like Hana Tour, host its annual event to promote their travel products to respective trade partners and consumers. Last year, the Travel Mart welcomed 290 institutes including overseas embassies, tourism boards, local governments, airlines, hotels and resorts, optional tours, and insurance companies.

This year's Travel Mart is expected to welcome over 80,000 visitors consisting of travel trade and consumers during the 4-day event. The Mode Tour Travel Mart provides an opportune time to promote Guam's offerings, upcoming events, and highlight our island as a unique destination. GVB will continue to have a Guam Pavilion in an effort to brand Guam and its member partners under one umbrella. GVB also plans to conduct courtesy visits with trade partners and conduct interviews while in Seoul to provide updates on Guam and promote Guam's theme "InstaGuam".

Issue: Board approval for travel required.

- Director Shinohara questioned if the whole delegation listed needs to attend, Director Jackson assured the board Guam needs to have a strong presence for this travel show hosted by one of the top travel agent in Korea.

H. JAPAN

Committee minutes dated June 19, 2018 **Exhibit E**

Committee minutes dated July 17, 2018 **Exhibit F**

JTB 50th ANNIVERSARY

Director Murata made a motion on the floor, seconded by Director Jackson, to approve travel for the JMC Chairman or designee to attend JTB's 50th anniversary reception in Tokyo, Japan from September 11-13, 2018. Estimated total cost is $2,657.50. Funding source to be identified by management.
Motion unanimously approved

Airfare:	$1,200 x 1 pax					$1,200.00
Per Diem:	**Tokyo**	**Lodging**	**Nights**	**M&IE**	**Days**	
	JMC Chairman	$345.00	2	$283.75	2	$1,257.50
Miscellaneous: Excess baggage, communications expense, etc.						$200.00
					TOTAL:	**$2,657.50**

Background: JTB will be hosting a reception in Tokyo, Japan on September 12, 2018 in celebration of their 50th anniversary. JTB has extended invitations to airline companies, tourism agencies, hoteliers, and other industry partners they work closely with to express their appreciation for their continued partnership. The JMC Chairman has been invited to represent GVB. With a highly exclusive guest list, this event will be a prime opportunity to reconnect with

executives from Japan's tourism community and to build upon Guam's longstanding relationship JTB.

Issue: Board approval required for travel.

- Director Nault reported successes in air services for the Japan market and thanked United Airlines and the board for all their support.
- Director Nault, Director Hofmann and President Denight will attend the Kashiwa Festival over the weekend.
- JMC and KMC are working on a joint effort to host a televised KPOP concert for December 2018, details forthcoming.

I. DESTINATION MANAGEMENT

J. MEMBERSHIP & COMMUNITY OUTREACH

K. VISITOR SAFETY & SATISFACTION

- Director Hong pointed out tourists are walking alongside the Bayview Hotel towards the Micronesian Mall but the area is dangerous as trees are blocking the view of drivers who could potentially hit pedestrians. Director Nault suggested to create a sidewalk, which currently does not exist, or to create a crosswalk for pedestrians.
- Vice President Muna reported the team is reaching out to the property owners and have scheduled a VSO meeting with the Attorney General and Chief of Police next week, to address the homeless issue that's been developing at the abandoned building across Blessed Diego de San Vitores in Tumon.
- Chairman Morinaga asked the status for pavement on the road of Farenholt Avenue leading into Sheraton. Director Hofmann informed the board Mayor Rivera must be un-route the route in order to add it into the list for DPW to pave.

L. CULTURAL & HERITAGE

M. SPORTS & EVENTS

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

- HERO Awards Friday, July 27, 2018 at 11:30am – 1:30pm, Hyatt Regency Grand Ballroom

Upcoming Board Meetings:

- Thursday, August 9, 2018 at 3:30pm, GVB Main Conference Room
- Thursday, August 23, 2018 at 3:30pm, GVB Main Conference Room

GUAM VISITORS BUREAU
55TH ANNIVERSARY
1963 - 2018

XI. ADJOURNMENT

Director Arriola made a motion, seconded by Vice Chairman Mesa, to adjourn the meeting. Meeting adjourned at 5:36pm.
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

July 30, 2018

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

RE: Testimony on SBill 237-34 and Bill 323-34

Håfa Adai Speaker Cruz:

Thank you for the opportunity to submit testimony on SBill 237-34 and Bill 323-34 both titled, "An Act Making Appropriations for the Operations of the Executive, Legislative and Judicial Branches of the Government of Guam for Fiscal Year ending September 30, 2019, Making Other Appropriations and Establishing Miscellaneous and Administrative Provisions."

GVB understands the difficult task the legislature has in funding government operations and services, especially in light of revenue shortfalls caused by the Tax Cut and Jobs Act. We do not support SBill 237-34, which provides no specific funding for the Bureau's operations and thus would have a negative impact on our island's tourism industry. The remainder of this testimony will focus on Bill 323-34.

Tourism Works

The importance of Guam's tourism industry to the island's economy cannot be overstated. Between FY2010 and FY2016, which are the years covered by GVB's Tourism economic impact study, visitor arrivals increased by 29.1%. During this period, tax revenue to the government went from $150Million to $260Million, a 73.3% increase; jobs supported by tourism increased by 2,696 going from 18,413 to 21,100; and tourism business sales went from $1.4Billion to $2.5Billion. As you can see, there is a direct correlation between the growth in tourism and an increase in government revenues, jobs and economic activity.

With this in mind, GVB respectfully asks this body to prioritize Guam's number one industry, and requests that the Bureau be provided a roll over budget that reflects our FY2018 level of funding of $23.8Million. We understand if our budget request of $26.5Million is not possible in the current fiscal situation, but Bill 323-34 reduces GVB's budget by $1.5Million at a time when those resources are needed more than ever. With this support from the Legislature, GVB feels confident that we can achieve the $44.8 Million Tourist Attraction Fund Projection contained in Bill 323-34.

Japan struggles, but hope on horizon

For FY2018, total arrivals to Guam are -3.2% versus last year. This decline highlights the challenges the island faced from the effects from the negative North Korea news and a loss of air seat capacity from Japan, Taiwan and China. Japan was especially hard hit with almost a 30% loss in seat inventory, mainly due to the exit of Delta Airlines from the region. Our Japan market is projected to end the year with a 25% decline in arrivals, now only representing around 35% of total arrivals to Guam.

Yet, there is light at the end of the tunnel, thanks to the collaborative recovery efforts by the GVB and GIAA, with the support of the Governor and Legislature. Below is a list of all the new flight service from Japan announced just in the last few weeks.

- Jeju Air launched its inaugural daily flight service between Japan's Kansai International Airport (KIX) and Guam on July 21, 2018, adding 5700 seats a month to Osaka
- United Airlines is resuming its twice-daily Boeing 777 service between Guam and Narita beginning October 28, 2018, an 80% increase in available seats
- United Airlines is restoring four weekly flights between Guam and Nagoya from December 2, 2018, adding 1,000 seats per week
- Japan Airlines will be extending its second daily flight service from Narita to Guam through March 30, 2019.

These announcements are direct results of GVB's effective air service development programs. In addition, thanks in part to the Bureau's Japan charter support program, the island will welcome 481 charter flights in 2018, versus 196 flights in 2017, and only 100 in 2016. We need the funding to continue these effective initiatives, plus the resources to stimulate demand so these flights are successful.

In addition to recovering in Japan, we must continue to develop the record setting Korean market. Funding is needed to maintain its growth and support the following:

- Increasing repeat visits from Korea through product enhancement
- Sustaining current air seat capacity while developing additional capacity
- Attracting different traveling segments to include educational groups, MICE and ecotourism visitors

<u>Destination Development Cuts</u>

As mentioned, marketing funds will be critically needed in FY19 to support the additional flight service from Japan and Korea. If Bill 323-34 passes in its current form with $1.5Million in cuts to GVB's budget, we would be forced to prioritize marketing at the expense of the destination development and research departments of the Bureau. Some of the projects and programs that would be either reduced or cut include:

- Sports & Cultural capacity building grants

- Island wide road maintenance
- Beach Safety Program
- Korean Concierge Program
- Car rental safety outreach program
- Village Festivals support
- Ko'ko Road Race
- Annual Christmas Village in Tumon
- Exit Surveys

This is why we respectfully request that GVB be given a roll over budget that reflects our FY2018 level of $23.8Million, as these are important programs to our local community as well as visitors.

Other Provisions

GVB's primary mission is to promote and develop Guam as a safe and satisfying destination for visitors and to derive maximum benefits for the people of Guam. For this reason, GVB is strongly opposed to the travel prohibition contained in the budget bills because it will severely hamper our ability meet our mission mandate.

Throughout the year, GVB together with local businesses work to promote what Guam has to offer at events such as road shows, consumer and trade shows. We also attend meetings with hotel investors, travel agents and airlines to entice them to invest, sell or fly to Guam. This is an important part of our mission to ensure that the tourism industry continues to grow and provide economic opportunities for our people. Our Board Directors, Director of Global Marketing and our Marketing Managers for the different markets travel to represent Guam at these meetings and events, and through them we have established working relationships and partnerships. These relationships we have built with the travel trade and federal partners, such as the US Commercial Service in our source markets, will be severely affected.

Additionally, this provision would prohibit GVB from bringing cultural practitioners to our consumer trade shows, which helps us promote and perpetuate the Chamorro Culture. This includes cultural dancers, musicians, weavers, carvers, etc. The cultural delegation GVB sends to travel trade shows like JATA in Japan and HanaTour in Korea, play an integral part of promoting our people and the genuine experience they can expect when they come to Guam. For our exemplary promotion of the Chamorro culture, Guam has received many awards, which signifies the importance of bringing these artisans and cultural practitioners to consumer trade shows.

As former tourism oversight chair, you have seen first hand the quality of work GVB, our partners and cultural practitioners does overseas for the people of Guam, while it be meeting with travel agents, media, consumers, airline executives, hotel investors, etc. Without the collective hard work of these individuals overseas to bring visitors to Guam, we are not

confident that tourism will grow or provide the same revenues to the government as it has done over the last decade.

We respectfully request that GVB be exempted from this travel prohibition. Should this provision pass, we will not be able to deliver on the mission we are mandated to meet.

GVB is also concerned with the prohibition on funding the position of our Vice President. This role plays a vital part in the effective delivery of destination development enhancements and projects, overseeing research studies and assisting in the operations of GVB in the absence of the GVB President & CEO. The lost of this position will especially limit our destination development department, as there is no director overseeing this important part of GVB.

We also request that GVB be exempted from this provision so as not to strain our current operations.

A Better Place to Live, Work and Visit

GVB has shown its ability to responsibly utilize the resources given to us, as recognized by the OPA who gave us our 8th consecutive clean audit this year. In addition, the Bureau continues to win national and international recognition for the innovative and effective work we do. Last year GVB became the first US Tourism Office to with the President's E Award, and most recently the Bureau won the 2018 PATA Gold Award for the "InstaGuam" social media campaign.

In conclusion, we respectfully request that Bill 323-34 be revised to provide the Bureau with same funding level as FY18 and to exempt GVB from the detrimental provisions mentioned above. We believe that if GVB is provided the requested resources, Guam's tourism industry will thrive again in FY19, with record-breaking arrivals, more jobs and an increase of tax revenues to the government.

Si Yu'os Ma'åse' again for allowing GVB to testify on these measures and for your continued commitment in making Guam a better place to live, work and visit.

Senseramente,

JON NATHAN DENIGHT
President & CEO

CC: All Senators of the 34th Guam Legislature

NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING
WEDNESDAY, AUGUST 8, 2018 - 2:00PM
GVB MAIN CONFERENCE ROOM

PRESENT:	Mayor Robert Hofmann, Joann Camacho, Olga Tonkikh, Yuki Motoda, Annabelle Santos
ABSENT:	Theresa Arriola, Ana Marie Franquez, Barbara Taitano, Katie Black, John Calvo, Emily Wallace, Mai Perez, Susan Fryer, Sheila Shedd, Valerie Blas, Paula Monk, June Mendiola, Rosabelle Malones, Rolenda Faasuamalie, Atsuta Kazunori, Gary Cruz, Blessie Cruz, John Paul Calvo, Yoshinori Oshita
OBSERVERS:	No observers present
GVB STAFF & MANAGEMENT:	Regina Nedlic, Maria C. San Nicolas, Colleen Cabedo, Sydney Leon Guerrero

CALL TO ORDER

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

APPROVAL OF PREVIOUS MEETING MINUTES

Ms. Olga Tonkikh made the motion and seconded by Ms. Yuki Motoda to approve the minutes of May 2, 2018. Motion approved unanimously.

REPORT OF THE CHAIRMAN

Chairman Hofmann thanked all members for being present and for their commitment to the markets. Mr. Hofmann noted the positive increase in visitor arrivals for both the Philippine, Pacific and North American markets. Mr. Hofmann thanked the Philippine and North America committees for their successful familiarization group tours to Guam. He has hope that the positive increases in these markets will help offset some of the negative arrival numbers in other markets.

REPORT OF GVB MANAGEMENT

a. Visitor Arrival Statistics

Ms. Regina Nedlic reported the month to date (MTD), calendar year to date (CYTD), and fiscal year to date (FYTD) comparison (as of July 31, 2018) for the Pacific, North America and Philippine markets.

For the Pacific market, we only see a decrease in arrivals from Palau on a MTD comparison; however for Australia, we see a decrease in visitor arrivals mainly as a result of a lack of direct flights to and from Guam. Ms. Nedlic noted a positive increase in visitor arrivals for the overall North America market. Lastly, Ms. Nedlic noted a positive increase in arrivals on a MTD basis. She noted that CYTD and FYTD arrivals are still in the negative but have improved to single digit numbers as due to the increase in arrivals over the past few months.

NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING
WEDNESDAY, AUGUST 8, 2018 - 2:00PM
GVB MAIN CONFERENCE ROOM

Pacific Markets

Month to Date July 1-31, 2018 **Total: 129,634 (-0.9%)**

Market	Total MTD 2017	Total MTD 2018	% to LY
CNMI	2,213	2,508	13.3%
Palau	480	378	-21.3%
FSM	1,124	1,593	41.7%
RMI	138	179	29.7%
Australia	219	94	-57.1%

Pacific Markets

Calendar Year to Date January - July 31, 2018 **Total: 883,017 (-2.4%)**

Market	CY 2017	Total CYTD 2017	Total CYTD 2018	% to LY
CNMI	19,318	11,139	12,220	9.7%
Palau	1,278	2,190	2,371	8.3%
FSM	11,841	6,256	8,918	42.5%
RMI	4,165	752	932	23.9%
Australia	2,258	1,891	1,814	-4.1%

Pacific Markets

Fiscal Year to Date October 2017 - July 31, 2018 **Total: 1,258,528 (-2.9%)**

Market	FY 2017	Total FYTD 2017	Total FYTD 2018	% to LY
CNMI	18,494	15,401	17,304	12.4%
Palau	1,274	3,326	3,669	10.2%
FSM	10,953	9,085	12,328	35.7%
RMI	4,005	1,057	1,238	17.1%
Australia	2,227	2,017	1,968	-2.4%

North America Markets

Month to Date July 1-31, 2018 **Total: 129,634 (-0.9%)**

Market	Total MTD 2017	Total MTD 2018	% to LY
US/Hawaii	6,538	7,491	14.6%
Canada	78	-	-

North America Markets

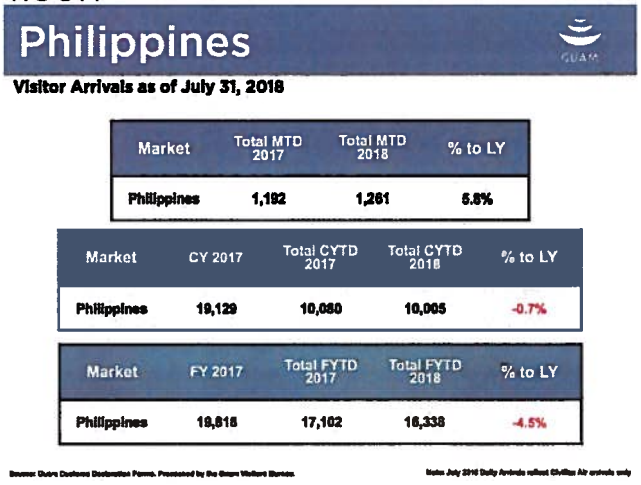
Calendar Year to Date January - July 31, 2018 **Total: 883,017 (-2.4%)**

Market	CY 2017	Total CYTD 2017	Total CYTD 2018	% to LY
US/Hawaii	77,058	46,066	52,262	13.6%
Canada	859	628	-	-

North America Markets

Fiscal Year 2018 October 2017 - July 31, 2018 **Total: 1,258,528 (-2.9%)**

Market	FY 2017	Total FYTD 2017	Total FYTD 2018	% to LY
US/Hawaii	76,296	63,992	71,030	11.0%
Canada	991	684	-	-



Philippines

Visitor Arrivals as of July 31, 2018

Market	Total MTD 2017	Total MTD 2018	% to LY
Philippines	1,192	1,261	5.8%

Market	CY 2017	Total CYTD 2017	Total CYTD 2018	% to LY
Philippines	19,129	10,060	10,005	-0.7%

Market	FY 2017	Total FYTD 2017	Total FYTD 2018	% to LY
Philippines	19,818	17,102	16,338	-4.5%

OLD BUSINESS - Q3 Post Report (April - June 2018)

a. North America

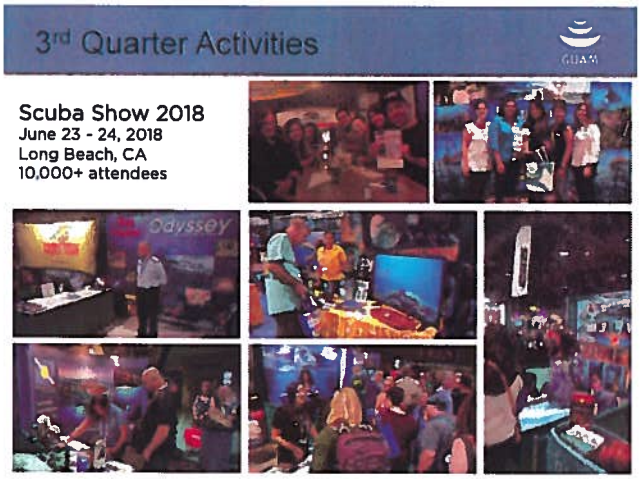
Ms. San Nicolas reported on the 3rd quarter activities starting with North America. She mentioned this was the second year the Guam Visitors Bureau (GVB) attended the International Gay and Lesbian Travel Association's (IGLTA) convention, which was held in Toronto, Canada this year. Ms. San Nicolas said Speaker Benjamin Cruz joined GVB staff and that overall the show was very successful, noting the Lesbian-Gay-Bisexual-Transgender-Queer (LGBTQ) community is a new market GVB is looking to attract to visit Guam.



Ms. San Nicolas reported GVB attended the International Pow Wow (IPW) Convention in 2018, the largest U.S. travel trade show. Chairman Hofmann added that the show was busy and that GVB had a lot of foot traffic and interest from new potential markets, such as India, Singapore, Malaysia, and from international media and travel writers from all around the world.



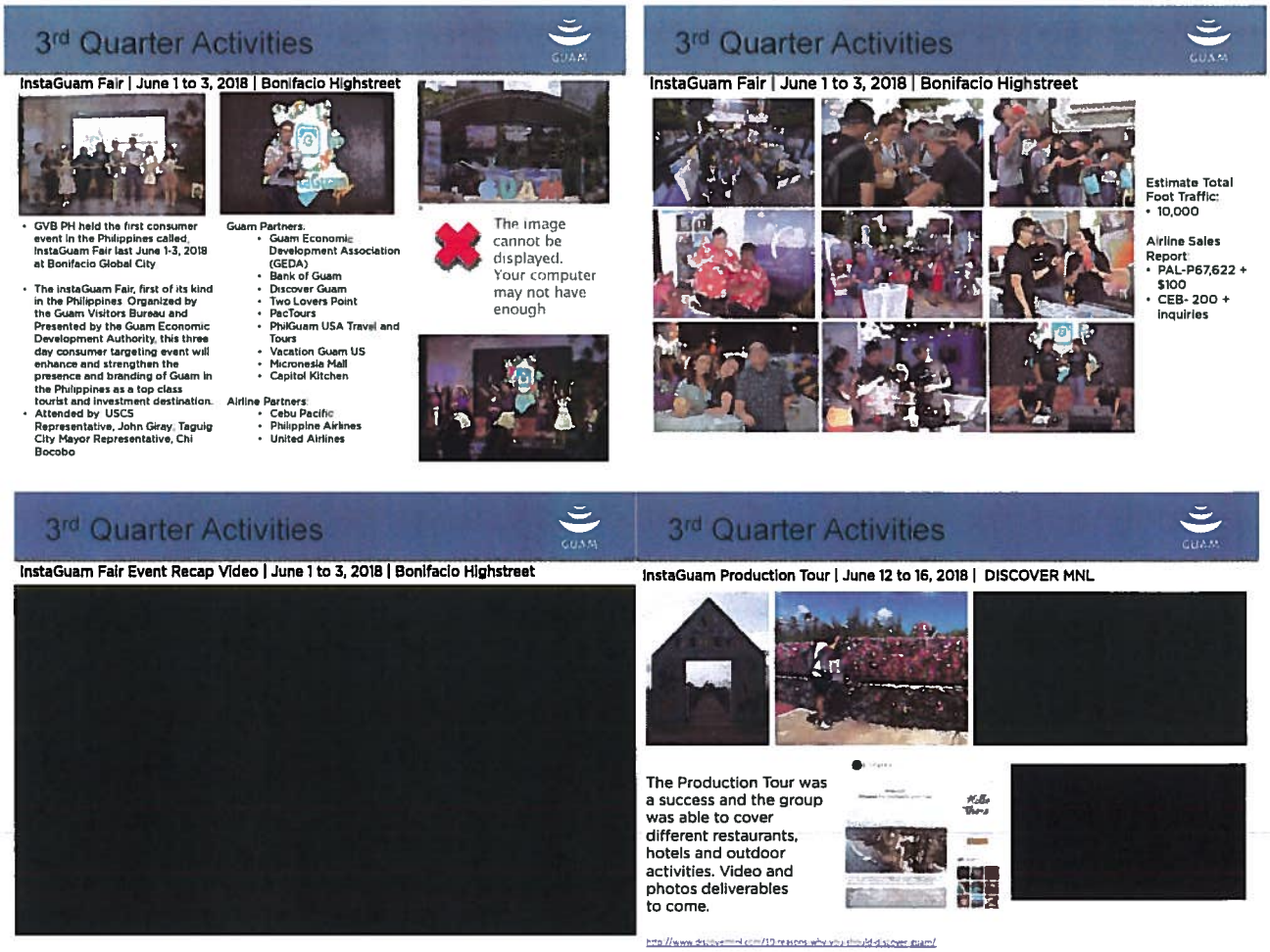
Ms. San Nicolas noted the final 3rd quarter activities for the North America market was the Scuba Show that took place in Long Beach, CA this past June. Ms. San Nicolas added that GVB worked with a U.S. dive wholesaler, Deep Blue Adventures, who put together a dive package with a $50 rebate for all packages booked between June 1 – December 31, 2018. The show was well attended by over 10,000 participants and Ms. San Nicolas said GVB remains positive that dive travel to Guam from the U.S. will increase in the months to come.



b. Philippines

Ms. Nedlic reported on the third quarter activities beginning with GVB's first-ever exclusive InstaGuam Fair. Ms. Nedlic stated that this was an interactive event with live music, entertainment, dancing, and local Chamorro cuisine, which targeted mainly the A-B class travelers and visa holders within the Fort Bonifacio Global City area. GVB partnered with the Guam Economic Development Authority (GEDA) for this three-day event and had more than a dozen GVB members/partners that joined the fair as well. Ms. Nedlic further noted that

three (3) airline partners were present that service direct flights between Manila and Guam, and were selling travel packages at the event. Ms. Nedlic also stated that representatives from the U.S. Commercial Services also joined the fair to answer any inquiries regarding visa and travel to and from Guam and the United States. Overall the event was successful and Ms. Nedlic stated minor areas of improvement but nonetheless looking forward to developing this event further as an annual signature event. Ms. Nedlic thanked all of the GVB members and industry partners in making the event successful. Lastly, Ms. Nedlic highlighted that the InstaGuam Fair is an event that all GVB markets can incorporate and make a part of their overseas market promotions given the success of the event.



NEW BUSINESS –

a. Q4 Programs (July - September 2018)

i. North America and Pacific

Ms. San Nicolas reported on the 4th quarter activities for the Pacific and North America markets to include the Pacific Asia Travel Association (PATA) Micronesia Chapter's 2nd Tri-annual Meeting, which GVB's Director of Global Marketing, Ms. Pilar Laguaña, and two marketing staffers, Mr. Mark Manglona and Ms. Gabryel Franquez, are currently attending in Chuuk, Federated States of Micronesia (FSM). Ms. San Nicolas noted that the PATA organization both the international and Micronesia Chapter organizations focus on promoting travel to the Asia-Pacific and Micronesia region, respectively.

Ms. San Nicolas went on to explain that GVB would also attend the Malaysian Association of Tourism and Travel Agents (MATTA) Fair in Kuala Lumpur, Malaysia and the PATA Travel Mart in Langkawi, Malaysia next month. Ms. San Nicolas noted that Malaysia is a new market that GVB wants to expand into given that most Malaysian travelers have high spending power and fit the criteria of GVB's high-end clientele.

Lastly, Ms. San Nicolas reported on the only 4th quarter event for the North America market, which is the Pacific Islander Festival Association (PIFA) Festival taking place in San Diego, California from September 22-23rd, 2018. Ms. San Nicolas stated that the festival is a gathering of all peoples from Micronesia, Melanesia, and Polynesia who live in the mainland U.S. that gather to share in song, dance, the arts, culture and food.



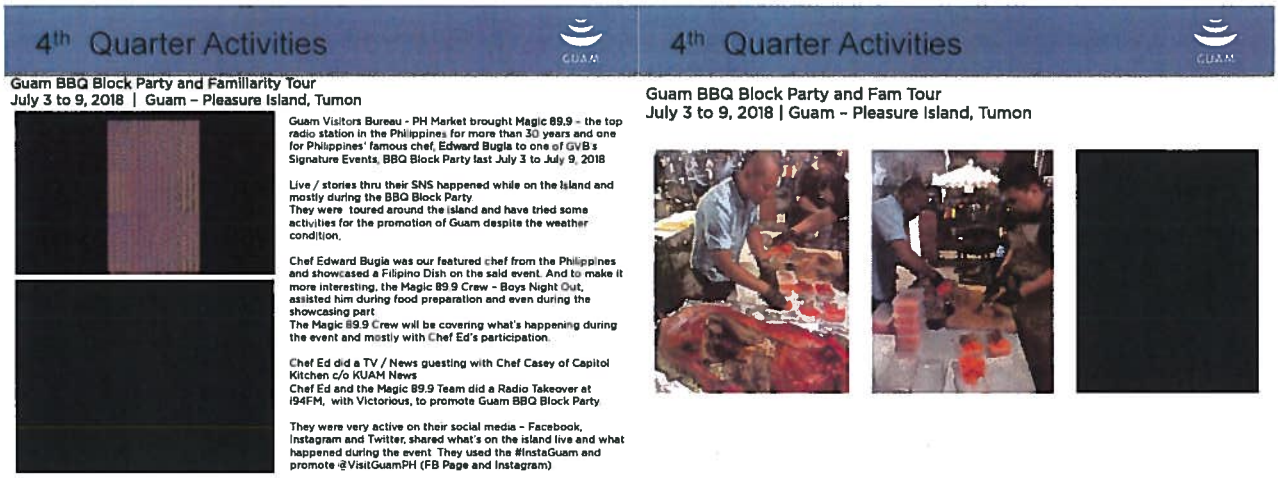
ii. Philippines

Ms. Nedlic reported on the final 4th Quarter activities for the fiscal year, which was the Guam BBQ block party that took place from July 3-9, 2018. GVB made new contacts in the

Philippines as a result of the InstaGuam Fair, including Discover Manila, which is a popular web-based company that covers a lot of social events. In addition, local Filipino chef, Ed Bulaga, that participated in the InstaGuam Fair who did live cooking demonstrations, joined local chef Casey Castro from Capitol Kitchen Guam, at the BBQ Block Party in July. Both chefs held a lechon (pig) station at the event.

Ms. Nedlic noted that there were two hosts from the InstaGuam Fair, Mr. "Slick Rick" – a former Guam resident now residing in Manila, and Ms. Mica Piñeda, a Filipino theatre actress, host and singer. Slick Rick came to Guam with representatives from Magic 89.9, a popular FM radio station, for the Guam BBQ block party and Ms. Nedlic noted they were met with TV and radio stations and covered footage of the block party.

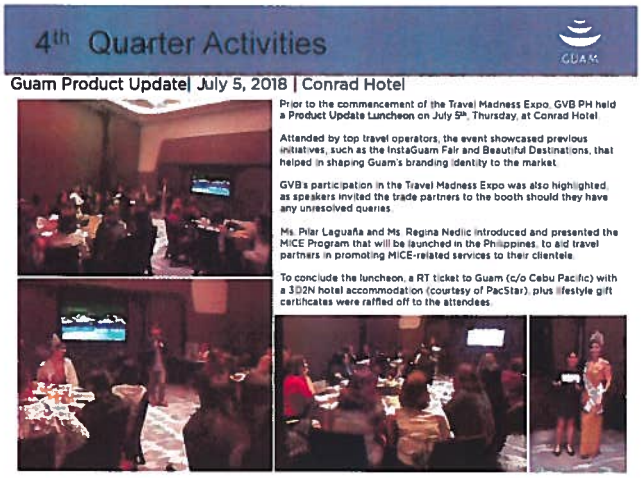
Additionally as a result of the InstaGuam Fair, Ms. Mica Piñeda, recently visited Guam at her own expense for a familiarization tour. Ms. Nedlic noted how much she loves the island and was able to share her great experiences on Guam on her social media platforms.



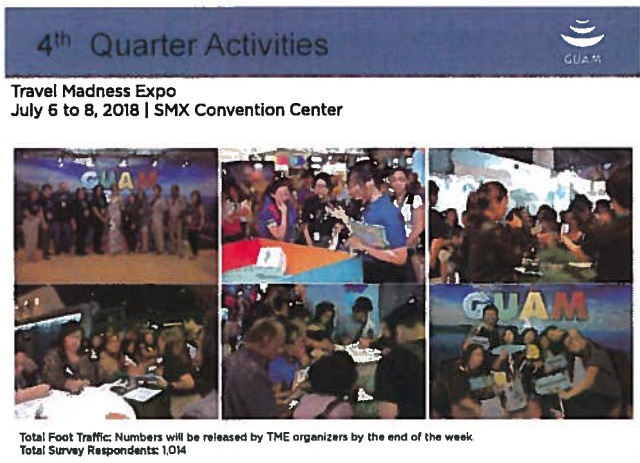
NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING
WEDNESDAY, AUGUST 8, 2018 - 2:00PM
GVB MAIN CONFERENCE ROOM



Ms. Nedlic made mention of the last 4th quarter activities, which included the Guam Product Update, that was well attended by many top travel operators. The GVB staff shared information about the InstaGuam Fair that took place the month prior, and shared some of the photos and videos done in collaboration with Beautiful Destinations. Ms. Nedlic noted that GVB shared information with the attendees on a new MICE program that GVB has implemented.



Ms. Nedlic reported that GVB participated in the Travel Madness Expo at the SMX Convention Center from July 6-8, 2018. The Travel Madness Expo brought together various tourism industry members and agencies that allowed for travel bookings and reservations and gave attendees first access to promotions and discounts on flights, accommodations, tours and more. Ms. Mica Piñeda joined the Guam delegation. Lastly, Ms. Nedlic noted that GVB (Ms. Pilar Laguaña and Miss Guam Myana Welch) secured media interviews with Ms. LJ Japa of the Philippine Star and Mr. Edwin Sallan of The Manila Times, which created great exposure for the island of Guam.





b. Travel Motions

Ms. Joann Camacho made a motion, seconded by Ms. Olga Tonkikh, to approve travel for the Director of Global Marketing and the GVB Marketing Manager to participate in the 2018 Pacific Islander Festival Association (PIFA) Festival and Guam Product Update Seminar from

September 21-23, 2018 in San Diego, California. Estimated total cost is approximately $7,104.00 from Acct #US-SMD023. Motion unanimously approved.

Airfare:	$2,000 x 2 pax					$4,000.00
Per Diem:	San Diego	Hotel	Nights	M&IE	Days	
	DoGM	$153	6	$64	6	$1,302.00
	Marketing Manager	$153	6	$64	6	$1,302.00
Miscellaneous: Excess baggage, communications expense, etc.						$500.00
					TOTAL:	$7,104.00

Background: GVB will participate in PIFA festival to further develop more awareness to the Chamorro living in the US mainland the various reasons to come back to Guam to visit.

PIFA promotes and perpetuates the traditional cultures, ancient historical data, languages, attitudes and values of the Indigenous People of Micronesia, Melanesia and Polynesia. Over 80,000 people were in attendance in 2017.

In addition to participating in PIFA, GVB will be conducting a Guam Product Update Seminar with key travel agents in the US Mainland. With GVB rolling out campaigns targeting both

general and LGBTQ travelers with major wholesalers like IWorldofTravel (IWOT) and Deep

Blue Adventures, it is imperative that we meet with active Westcoast travel agents to help sell special Guam packages now developed.

Ms. Joann Camacho made a motion, seconded by Ms. Olga Tonkikh, to approve travel for the North America & Pacific Marketing Chair and two (2) entertainers to attend the 2018 Malaysian Association of Tour and Travel Agents (MATTA) Fair from September 7-9, 2018. Estimated total cost is approximately $8,797.00 from Acct #PA-SMD023. Motion unanimously approved.

Airfare:	$1,500 x 3 pax					$4,500.00
Per Diem:	Kuala Lumpur	Hotel	Nights	M&IE	Days	
	NAP Chair (Add 25%)	$186	4	$83	4	$1,345.00
	Entertainer #1	$186	4	$83	4	$1,076.00
	Entertainer #2	$186	4	$83	4	$1,076.00
Miscellaneous: Excess baggage, communications expense, etc.						$800.00
					TOTAL:	$8,797.00

Background: MATTA is Malaysia's premier travel extravaganza providing global exposure and endless business opportunities in this exciting era of groundbreaking travel innovations and technological advent.

MATTA fair provides visitors with a host of exciting and value for money travel options and excellent business and travel opportunities. In essence, all the attractions that have made MATTA fair the number one consumer travel fair in Malaysia plus many more exciting items will be showcased. Over 100,000 or more visitors form Malaysia, ASEAN, and the rest of the world expect to visit the fair.

As Guam is seeking new markets especially in visa waiver countries and convenient connectivity via Philippines or other Asian countries, we would like to explore the Malaysia market with the contacts we have made being actively involved in other travel trade organizations. MATTA website: http://site.mattafair.org.my/

In addition to MATTA, GVB will be conducting Guam Product Updates with Philippine Airlines' and Korean Airlines' key travel agents in Malaysia.

NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING
WEDNESDAY, AUGUST 8, 2018 - 2:00PM
GVB MAIN CONFERENCE ROOM

ANNOUNCEMENTS

- Next NAP Meeting | September 5, 2018 at 2:00PM

ADJOURNMENT

Ms. Joann Camacho made a motion and seconded by Ms. Annabelle Santos to adjourn the meeting at 2:38PM. Meeting adjourned.

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

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

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

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

KOREA MARKETING COMMITTEE MEETING MINUTES
11:00AM - Tuesday, July 10, 2018
GVB Main Conference Room

Members Present:	**Members Absent:**
Akihiro Tani – Fish Eye Marine Park Bonnie Lee – Anthology Research Cindy Chang – HIS Guam Inc. Daisuke Sato – Watabe Guam Inc. Moo Heon Lee – Lotte Hotel In Cha – Hilton Guam Resort Jae Yu – Tumon Bay Lobster & Grill Jason Lee – Sheraton Laguna Guam Resort Jennifer Mcferran – International Dining Concepts Jenny Cheon – Hotel Nikko Guam John Ko – Net Enterprises Juno Eun – CoreTech Resort LLC. DBA: Oceanview/Bayview Katsutoshi Kabasawa – Lam Lam Tours & Transport Keiko Hirao – Royal Orchid Guam Hotel Kyu Sik Kim – Pacific Star Resort & Spa Mark Anderson – Nissan Rent a Car Soohyun Lee – Tumon Aquarium LLC Sunardi Li – Sentry Hospitality Tae Oh – Baldyga Group Terry Chung – T-Galleria	Ayisha McKinnon – Red Door Productions Asher Goldenburg – Guamster Chris Yang – Westin Guam Do Hyung Kim – Zeus Tours Esther Kim – Hyatt Regency Guam Gun Park – Dusit Thani Guam Jennifer Chae – Onward Beach Resort Jenny Song – Outrigger Guam Beach Resort Stephen Gatewood – Alupang Beach Club
Guests/Alternate Members:	**GVB Korea Office/GVB Chairs/Mgmt. /Staff Present:**
Kaori Sablan – Fish Eye Marine Park Jason Joo – Lotte Hotel Kevin Karey - CoreTech Resort LLC. DBA: Oceanview/Bayview Kiyoko Kamohara – Lam Lam Tours & Transport Julia Kondo – Guam Plaza Hotel Mai Perez – Tumon Sands Plaza Annie Jo – Baldyga Group Yuki – Motoda – Guam Reef & Olive Spa Resort Jieun Kim – Pacific Islands Club	Bartley Jackson – KMC Chair Young Sook Hong – KMC Vice Chair Bradley Kloppenburg – KMC Vice Chair Jon Nathan Denight – President & CEO Director of Global Marketing – Pilar Laguaña Marketing Manager, Korea – Colleen Cabedo Marketing Manager, Japan – June Sugawara Marketing Manager, Japan – Brian Borja Marketing Coordinator, Korea – Nakisha Garrido Tourism Research Analyst – Sydney Leon Guerrero GVB Korea Account Director – Jay Park

I. CALL TO ORDER

Chairman Bart Jackson called the meeting to order at 11:00AM.

II. APPROVAL OF COMMITTEE MINUTES

Chairman Bart Jackson motioned for the approval of the minutes from our last meeting held on May 8, 2018. The motion was seconded by Vice Chairwoman Young Sook Hong and with was unanimously passed by the committee.

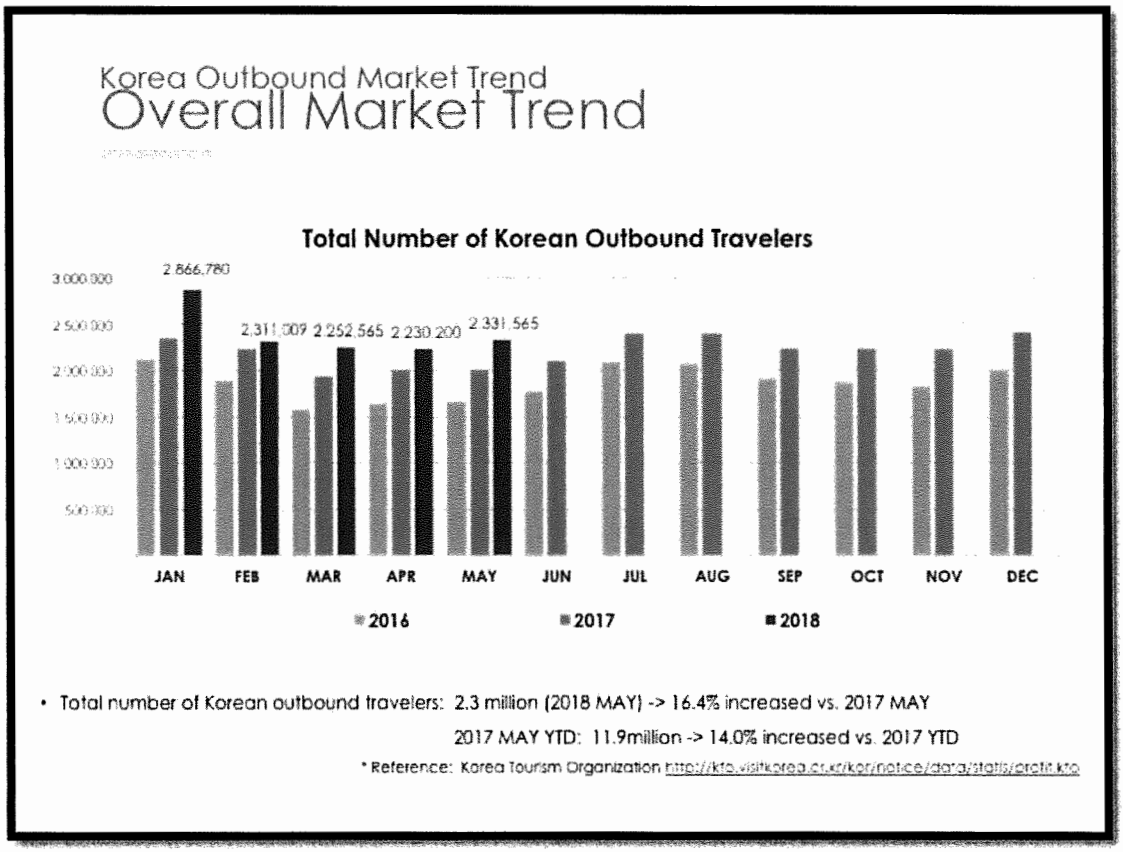
III. REPORT OF THE CHAIRMAN

Chairman Jackson reserved report and deferred to management.

IV. REPORT OF MANAGEMENT

V. KOREA MARKETING NEWS

GVB Korea Account Director Mr. Jay Park presented the latest Korea marketing news.



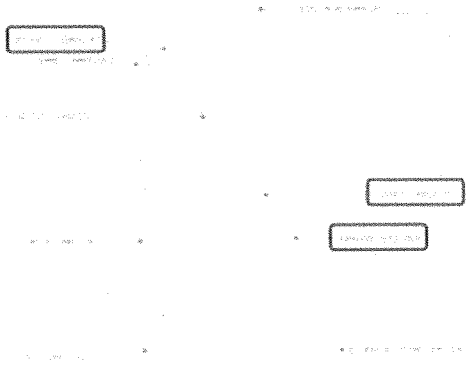
Korea Outbound Market
Airline Capacity to Guam in JUN

Incheon – Guam

Airline	Flight No.	DEP. Time	Days	2018 June	2017 June
Korean Air	KE113	09:15	Daily	**8,730**	8,280
	KE111	19:35	Daily	**8,280**	8,730
Jeju Air	7C3102	10:05	Daily	**5,670**	5,670
	7C3106	20:10	Daily	**5,670**	5,670
	7C3108	21:50	5times/week	**3,969**	NA
Jin Air	LJ641	09:40	Daily	**5,670**	11,790
	LJ643	21:35	Daily (6/18~)	2,457	NA
	LJ645	07:30	Daily (6/7~)	**4,536**	NA
T'Way Air	TW301	18:00	Daily	**5,670**	5,670
Air Seoul	RS102	20:45	Daily	**5,850**	NA
TOTAL SEAT CAPACITY				**56,502**	45,810

- Jin Air added one more night flight starting from July 18 (LJ643)
- Jin Air splits LJ641 flight up into LJ641 and LJ645 (B738 – 189 seat)
- Outbound seat capacity from ICN to GUM = 56,502 seats (23.3% more than 2017 JUN)

Korea Outbound Market
Airline Capacity to Guam in JUN



Total Outbound Seat Capacity (June)		
Origin	**2018**	**2017**
ICN – GUM	56,502 seats	45,810 seats
PUS – GUM	17,781 seats	14,544 seats
TAE – GUM (via KIX)	5,670 seats	5,670 seats
TOTAL	**79,953 seats (max) +21.1%↑**	**66,024 seats (max)**

Korea Outbound Market
Airline Capacity to Guam in JUN

Busan – Guam

Airline	Flight No.	DEP. Time	Days	2018 June	2017 June
Korean Air	KE2115	21:40	4times/week	2,346	2,346
Jeju Air	7C3154	22:05	Daily	5,670	5,670
Jin Air	LJ647	07:35	Daily	5,670	3,213
Air Busan	BX612	22:05	5times/week	4,095	3,315
TOTAL SEAT CAPACITY				17,781	14,544

- Jin Air (LJ647) & Air Busan (BX612) increased number of flight to daily basis and 5 times per week respectively.
- Outbound seat capacity from PUS to GUM = 17,781 seats (22.2% more than 2017 JUN)

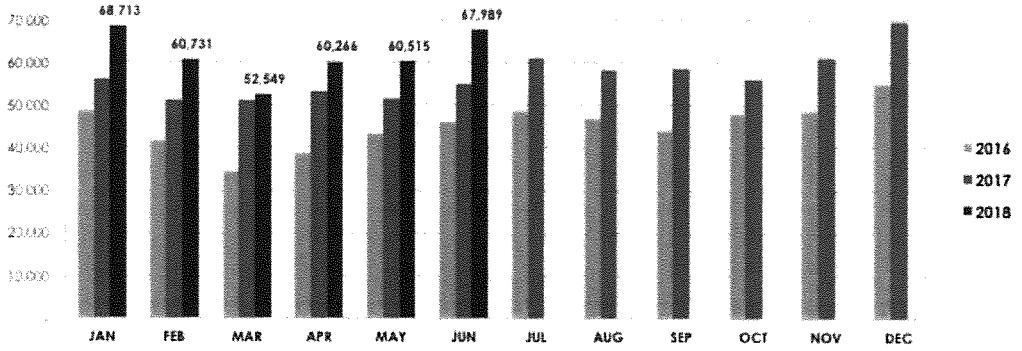
Daegu – Osaka – Guam

Airline	Flight No.	DEP. Time	Days	2018 June	2017 June
T'Way Air	TW311	08:10	Daily	5,670	5,670
TOTAL SEAT CAPACITY				5,670	5,670

- Outbound seat capacity from TAE to GUM = 5,670 seats (same as 2017 JUN)
  It includes a certain portion of Japanese traveler's

Korea Outbound Market Trend
Korean Visitors to Guam

Number of Korean Outbound Travelers – to Guam



Guam Arrival	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
2018	68,707	60,768	52,549	60,266	60,515	67,989							370,804
2017	56,341	51,181	51,383	53,517	51,576	55,033	61,097	58,411	58,880	56,292	61,093	69,632	319,006
Growth Rate (%)	21.9%	18.7%	2.3%	13.0%	17.3%	23.6%							16.2%*

- Total number of Korean travelers to Guam: 67,989 (2018 JUN) -> 16.2 % increased vs. 2017 JUN
  2018 JUN CYTD: 370,804 -> 16.2% increased vs. 2017 APR CYTD

Korea Outbound Market Forecast
Airline Capacity to Guam in JUL

Incheon – Guam

Airline	Flight No.	DEP. Time	Days	2018 JUL	2017 JUL
Korean Air	KE113	09:45	Daily	**9,021**	9,021
	KE111	19:35	Daily	**8,556**	8,556
Jeju Air	7C3102	10:35	Daily	**5,859**	5,859
	7C3106	20:20	Daily	**5,859**	5,859
	7C3108	21:50	~7/19	3,591	4,914
Jin Air	LJ641	09:35	Daily	5,859	12,183
	LJ643	21:35	Daily	5,859	NA
	LJ645	07:30	Daily	5,859	NA
T'Way Air	TW301	18:00	Daily	**5,859**	5,859
Air Seoul	RS102	20:45	Daily	6,045	NA
TOTAL SEAT CAPACITY				**62,367**	52,251

- Jeju Air will stop the 7C3108 flight operation by July 19
- Jin Air increased another night flight LJ643 which as around 5,859 seat capacity
- Outbound seat capacity from ICN to GUM = 62,367 seats (10,116 seats more than 2017 JUL)

Korea Outbound Market Forecast
Airline Capacity to Guam in JUL

Busan – Guam

Airline	Flight No.	DEP. Time	Days	2018 JUL	2017 JUL
Korean Air	KE2115	22:05	4times/week	**2,346**	2,484
Jeju Air	7C3154	22:00	Daily	**5,859**	5,859
Jin Air	LJ647	08:00	Daily	**5,859**	3,402
Air Busan	BX612	22:05	5times/week	**4,095**	3,510
TOTAL SEAT CAPACITY				**18,159**	15,255

- Jin Air (LJ647) & Air Busan (BX612) increased number of flight to daily basis and 5 times per week respectively.
- Outbound seat capacity from PUS to GUM = 18,159 seats (2,904 seats more than 2017 JUL)

Daegu – Osaka – Guam

Airline	Flight No.	DEP. Time	Days	2018 JUL	2017 JUL
T'Way Air	TW311	08:10	Daily	**5,859**	5,859
TOTAL SEAT CAPACITY				**5,859**	5,859

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

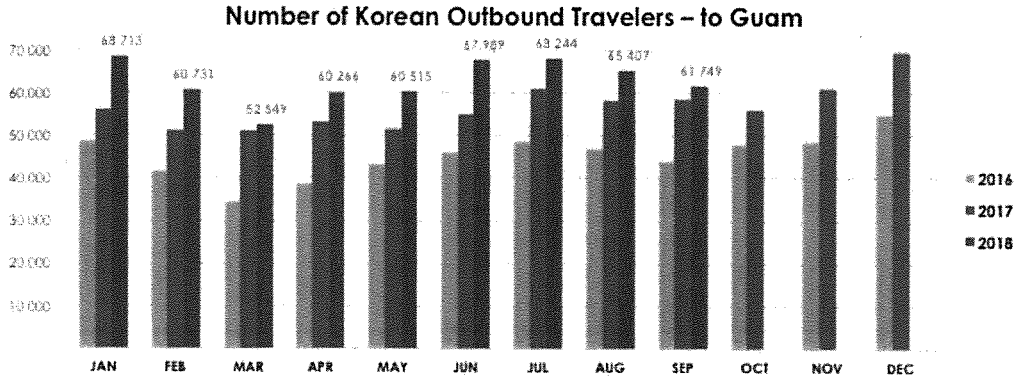
Korea Outbound Market Forecast

Airline Capacity to Guam in JUL

Total Outbound Seat Capacity (July)		
Origin	**2018**	**2017**
ICN – GUM	62,367 seats	52,251 seats
PUS – GUM	18,159 seats	15,255 seats
TAE – GUM (via KIX)	5,859 seats	5,859 seats
TOTAL	**86,385 seats (max) +17.7%↑**	**73,365 seats (max)**

Korea Outbound Market Forecast

Korean Visitors 3months Forecast



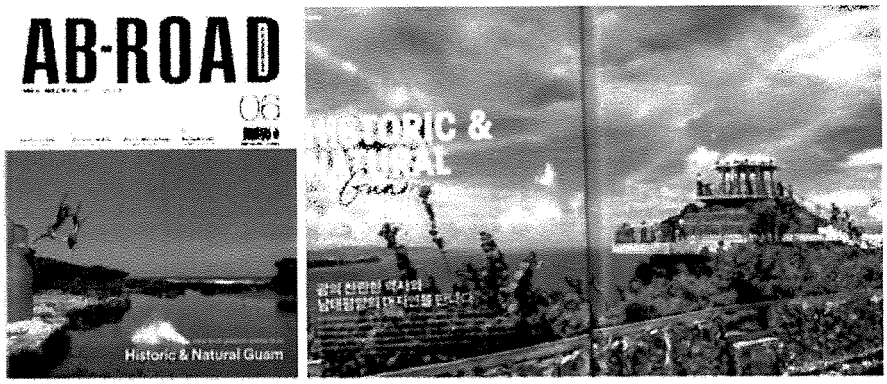
Guam Arrival	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2018	68,707	60,768	52,549	60,266	60,515	67,989	68,244	65,407	61,749			
2017	56,341	51,181	51,383	53,517	51,576	55,033	61,097	58,411	58,880	56,292	61,093	69,632
Growth Rate (%)	21.9%	18.7%	2.3%	13.0%	17.3%	23.6%	11.7%	12.0%	4.9%			

GUAM

May 2018 Update

2018 GMIF Media Project with Olympus & AB Road

- ✓ Project Period: May 1 - 5, 2018
- ✓ No. of participants: 14pax (7 Digital influencer / 1 Next Paper / 2 Olympus / 2 AB Road / 2 GVB Korea)



Exposure@ AB-Road's June 2018 issue

May 2018 Update

2018 GMIF Media Project with Olympus & AB Road

- ✓ Project Period: May 1 - 5, 2018
- ✓ No. of participants: 14pax (7 Digital influencer / 1 Next Paper / 2 Olympus / 2 AB Road / 2 GVB Korea)

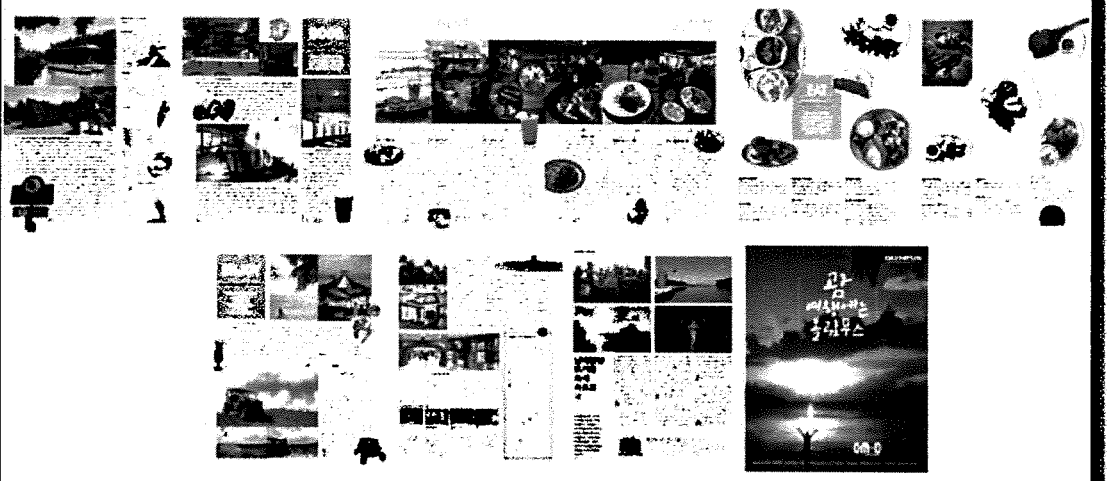


Exposure@ AB-Road's June 2018 issue

May 2018 Update

2018 GMIF Media Project with Olympus & AB Road

- ✓ Project Period: May 1 - 5, 2018
- ✓ No. of participants: 14pax (7 Digital influencer / 1 Next Paper / 2 Olympus / 2 AB Road / 2 GVB Korea)



Exposure@ AB-Road's June 2018 issue

May 2018 Update

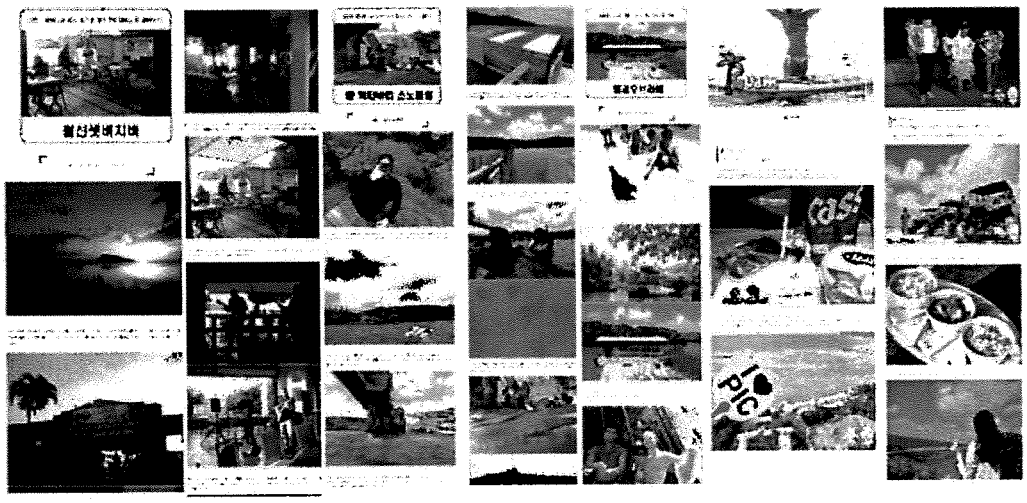
2018 GMIF Media Project with Olympus & AB Road



Exposure@ digital influencers' blog and SNS channels
(Blog: 74 postings / SNS: 296 postings / Youtube video: 8

May 2018 Update

2018 GMIF Media Project with Olympus & AB Road

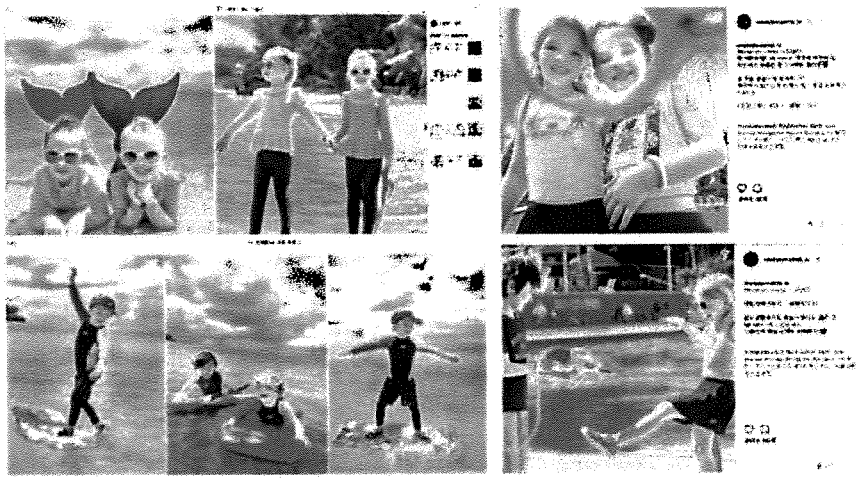


Exposure@ digital influencers' blog and SNS channels
(Blog: 74 postings / SNS: 298 postings / Youtube video: 8

May 2018 Update

New Balance Kids Photo Shooting

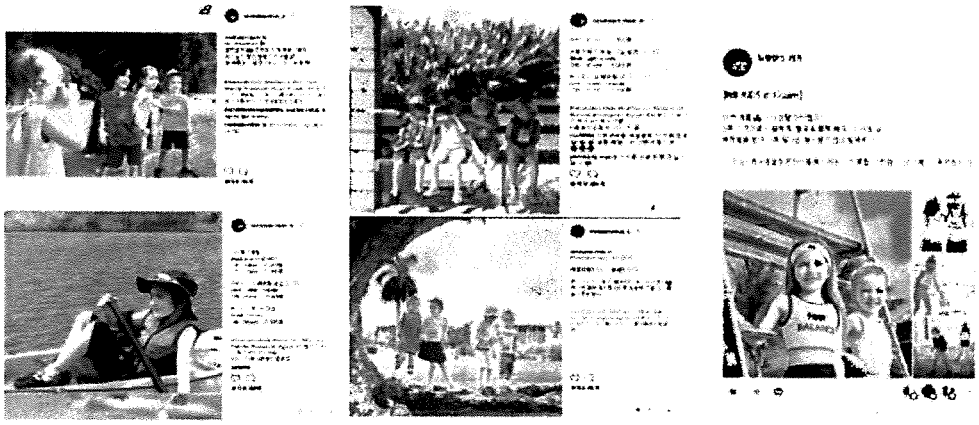
- ✓ Period: May 8 ~ 11, 2018
- ✓ Co-Partner: New Balance Kids
- ✓ Objective: to promote Guam as a family friendly destination through pictorial, offline & online exposure co-op with one of the biggest consumer / sport global brand, New Balance Kids targeting the 2018 season.



Exposure@ New Balance Kids blog & SNS channels
(Blog: 12 postings / SNS (instgram & kakao story: 70 postings / video: 4)

May 2018 Update
New Balance Kids Photo Shooting

- ✔ Period: May 8 ~ 11, 2018
- ✔ Co-Partner: New Balance Kids
- ✔ Objective: to promote Guam as a family friendly destination through pictorial, offline & online exposure co-op with one of the biggest consumer / sport global brand, New Balance Kids targeting the 2018 season.



Exposure@ New Balance Kids blog & SNS channels
(Blog: 12 postings / SNS (instgram & kakao story: 70 postings / video: 4)

May 2018 Update
New Balance Kids Photo Shooting

- ✔ Period: May 8 ~ 11, 2018
- ✔ Co-Partner: New Balance Kids
- ✔ Objective: to promote Guam as a family friendly destination through pictorial, offline & online exposure co-op with one of the biggest consumer / sport global brand, New Balance Kids targeting the 2018 season.



May 2018 Update

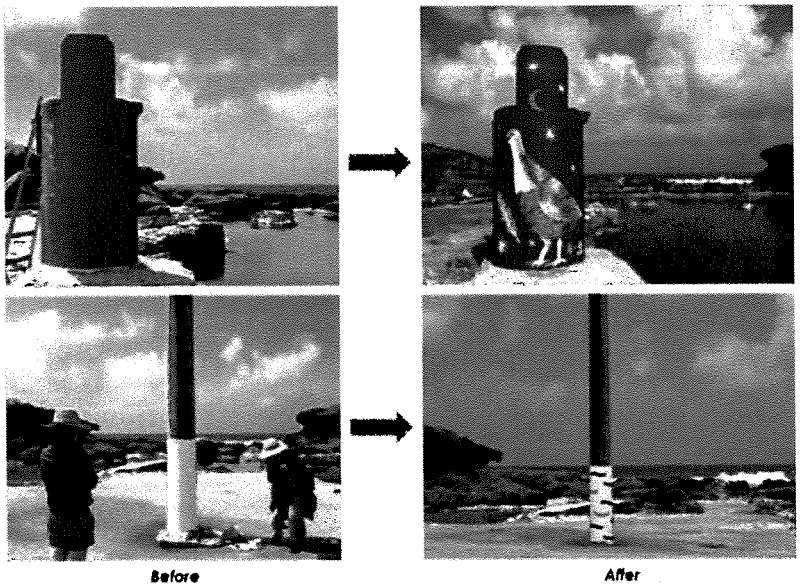
Sustainable Campaign "Guam Eco Wave"

- ✓ Period: May 28 ~ 31, 2018
- ✓ Theme: "Guam Eco Wave" = Eco Tourism + Guam Arts Wave
- ✓ Objective: To promote Guam in an eco-friendly and artistic way through artists' works such as drawings, illustrations, and photos, etc. to be displayed at Lotte Gallery in Korea.
  To committed to fulfilling social responsibilities and to benefits the Guam community and whole society.



May 2018 Update

Sustainable Campaign "Guam Eco Wave"



Before

After

May 2018 Update

Sustainable Campaign "Guam Eco Wave"



Before



After

June 2018 Update

HITS (Hana Tour International Travel Show)

- ✓ Date: June 07 – June 10
- ✓ Venue: KINTEX
- ✓ Approx. Number of Visitors: 80,000pax
- ✓ On spot Guam Tour Product Selling: 2,140pax





June 2018 Update
2018 Guam Food Festival

- ✓ Date: June 12
- ✓ Venue: Grand Hyatt Seoul Poolside
- ✓ Number of attendee: Approx.. 170pax



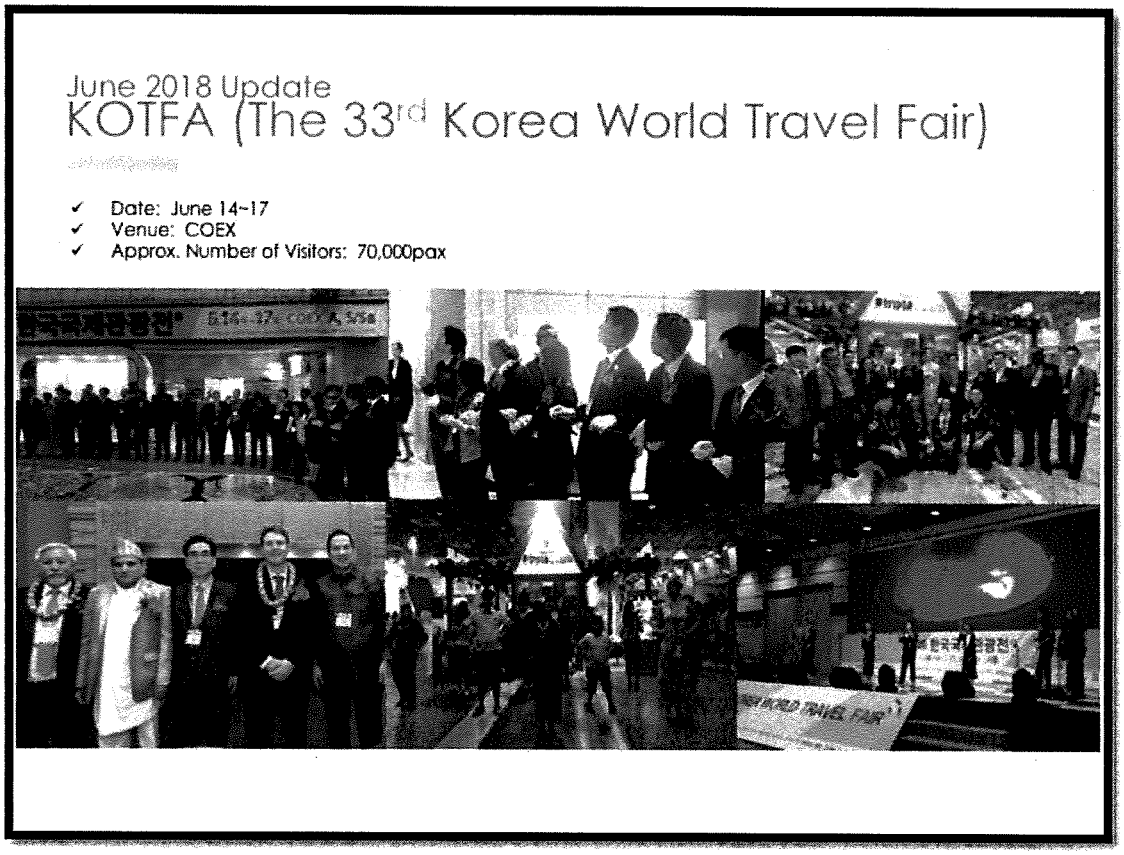
June 2018 Update
2018 Guam Food Festival

- ✓ Date: June 12
- ✓ Venue: Grand Hyatt Seoul Poolside
- ✓ Number of attendee: Approx.. 170pax



Discussion:

- **Mr. Juno Eun asked what was the overall budget for the food festival. Mr. Jay Park answered that he needed to review the budget amount and would get back to him.**
- **Mr. Akihiro Tani commented that he impressed with the concept and execution of the food festival.**
- **GVB Management reiterated that there would be more opportunities to feature Guam food and chefs in upcoming food festivals.**



June 2018 Update

KOTFA (The 33rd Korea World Travel Fair)

- ✓ Date: June 14-17
- ✓ Venue: COEX
- ✓ Approx. Number of Visitors: 70,000pax



GVB received Best Booth Design Award

June 2018 Update

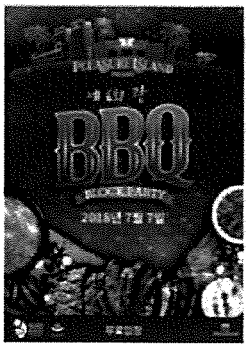
KOTFA (The 33rd Korea World Travel Fair)

KOTFA Daily & Korea Travel News Advertorials



Ongoing & Upcoming Project
Travel Trade FAM Tour – BBQ Block Party

- ✓ **Period: July 6 ~ 10, 2018**
- ✓ Participants: 29TA from Busan, Daegu, Gwangju, Chungcheong
- ✓ GVB Korea host a fam tour inviting key travel trade partners in Busan, Daegu, Gwangju, Cheongju region and media in time for Guam BBQ Block Party which will be held on July 7.
- ✓ Brief Itinerary
  July 6: Arrival on Guam / Hotel Inspection / Welcome dinner
  July 7: Tourist spots inspection / Guam BBQ Block Party
  July 8: Activities (optional tours)
  July 9: Hotel inspection (separate group 1 & 2 due to group size)
  July 10: Depart for Incheon



Ongoing & Upcoming Project
Guam Eco Wave Exhibition

- ✓ **Period: August 1 ~ 27, 2018 / August 21 ~ 27, 2018**
- ✓ Venue: Lotte Gallery Youngdeungpo Branch / Lotte Gallery Anyang Branch
- ✓ Exhibition Participants: Guam Eco Wave Artists (5pax), Judy Flores, Family Ambassador (Hyun Jin)
- ✓ Media day: August 1, 2018

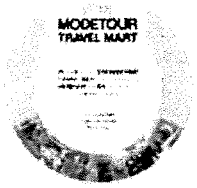


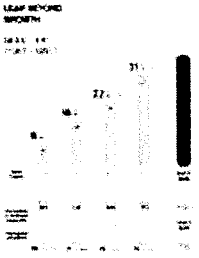
2016 ARTs WAVE



Ongoing & Upcoming Project
2018 Mode Tour Travel Mart

- ✓ **Period: August 30 ~ September 2, 2018**
- ✓ Venue: COEX
- ✓ Concept: Guam Pavilion
- ✓ Process
  - Confirm the participating Guam local partners
  - Develop & finalize the Guam pavilion design
  - Operational logistics





- ✓ Co-exhibitors

1. Bayview & Oceanview Hotel & Residence
2. Dusit Thani Guam Resort
3. Hyatt Regency Guam
4. Lotte Hotel Guam
5. Onward Beach Resort Guam
6. Outrigger Guam Beach Resort
7. PHR 1 (Hilton / Nikko / Sheraton to be shared)
8. PHR 2 (Hilton / Nikko / Sheraton to be shared)
9. Guam Plaza Resort & Spa
10. Pleasure Island Guam
11. Royal Orchid Guam Hotel
12. The Westin Resort Guam.
13. Guam Visitors Bureau

Ongoing & Upcoming Project
2018 GVB Korea Roadshow

- ✓ **Period: October 10 ~ October 12, 2018**
  October 10: Busan
  October 11: Gwang-ju
  October 12: Daegu

- ✓ **Program for each city**
  Registration (100~120 trade partners each)
  Opening & GVB Presentation
  Travel Mart (own meeting table)
  Lunch & Lucky Draw







Ongoing & Upcoming Project
2018 K-Pop Concert in Guam

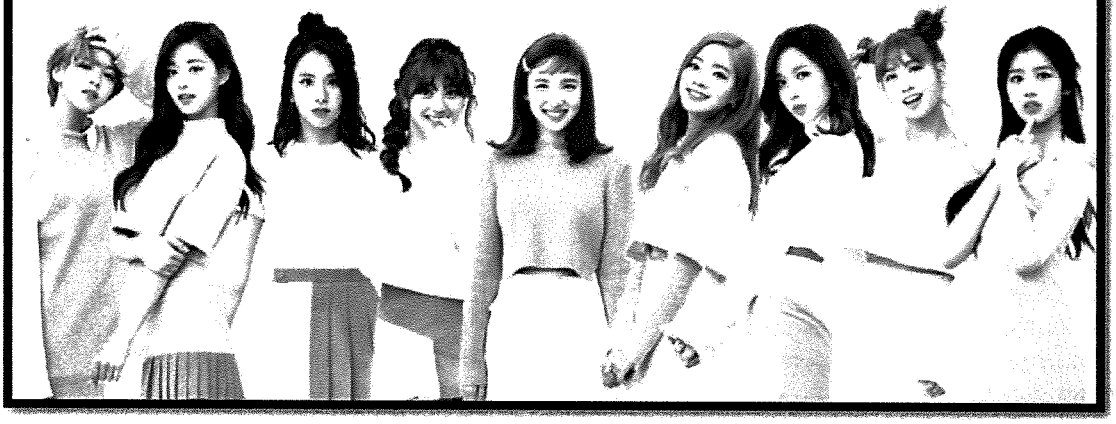
K-PLUS CONCERT

Date
December, 1st, 2018

Cast
5 K-pop groups
including Twice, SUPERNOVA

Venue
Ypao beach park

Production/
Broadcasting
MBC Plus



Ongoing & Upcoming Project
2018 K-Pop Concert in Guam

K-PLUS CONCERT

More than 11 times broadcasting with 9.7 viewership
Broadcast in Japan, Taiwan, Indonesia as well

Twice has more than 12m fans on their official SNS channels (Supernova: 1.5m)
Pre / Post event, the concert and Guam will be exposed thru the SNS

Promotion & special tour package co-op with major Korean and Japanese TAs
Target sales: 1,200 packages from Korea

Discussion:

- **The total budget for the concert would be 1.5 million and the cost would be split between GVB Japan and GVB Korea.**
- **The K-Pop concert is tentatively scheduled for December 1, 2018 and will be a free concert. The concert would feature 5 music groups to include Twice, a group that is extremely popular in both Korea and Japan. This presents an opportunity to do a promotion that will have mutually beneficial impacts for our two top markets.**
- **MBC will produce a 90-minute special which will air in Korea and affiliated networks in other countries.**
- **The KMC members approved this event with no oppositions.**

VI. OLD BUSINESS

VII. NEW BUSINESS

VIII. ANNOUNCEMENTS

- The next KMC meeting will be held on August 14, 2018.
- The deadline to submit your registration for Mode Tour is July 18, 2018
- GVB will be closed on Friday, July 20th for Liberation Day
- KMC Chairman Bart Jackson reported that the sales tax was repealed by Senators and Guam will remain a tax-free destination. He reported that bills would be introduced to raise the GRT to 5.5% and the hotel occupancy tax to 15% and encouraged committee members to speak to their employers and reiterate the need to testify on the bills or submit written testimony as the bills would have a great impact on the hotels. The bill would have a hearing on July 16th at 5:30PM.

IX. ADJOURNMENT

Minutes Prepared By: Nakisha Garrido, Marketing Coordinator - Korea

Minutes Reviewed By: Colleen Cabedo, Marketing Manager – Korea

Minutes Approved By: Pilar Laguaña, Director of Global Marketing