Gmail

Senator Therese Terlaje <senatorterlajeguam@gmail.com>

Fwd: GVB Board Packet: September 13, 2018

1 message

Speaker Staff <speaker.staff@guamlegislature.org>
To: Senator Therese Terlaje <senatorterlajeguam@gmail.com>

Thu, Sep 13, 2018 at 4:44 PM

Hafa Adai:

Please transmit this email from your office to the clerks as per their request. Thank you!

V/R,

Hermina

Vice Speaker Therese M. Terlaje
34 GL -18- 2312
SEP 13 2018
Time: 4:44 PM
Received by: JdG

——— Forwarded message ———
From: **Speaker Staff** <speaker.staff@guamlegislature.org>
Date: Thu, Sep 13, 2018 at 4:24 PM
Subject: Fwd: GVB Board Packet: September 13, 2018
To: Clerks <clerks@guamlegislature.org>
Cc: Rennae Meno <rennae@guamlegislature.org>

09/13/18	09/13/18	Guam Visitors Bureau	GVB Board Packet: September 13, 2018. *Emailed	34-18-2310

--------- Forwarded message ---------
From: **Maura YI** <maura.yi@visitguam.org>
Date: Thu, Sep 13, 2018 at 11:28 AM
Subject: GVB Board Packet: September 13, 2018
To: BENJAMIN CRUZ <speaker@senatorbjcruz.com>

Håfa Adai Speaker Cruz,

Pursuant to Title 5 Ch 8 Section 8113.1. of the Guam Code Annotated, attached is the board packet of September 13, 2018.

Thank you!

2018 SEP 14 AM 8:56

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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

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...

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OFFICE OF SPEAKER BENJAMIN J.F. CRUZ
Committee on Appropriations and Adjudication
I Mina'trentai Kuåtro na Liheslaturan Guåhan
Guam Congress Building | 163 Chalan Santo Papa | Hagatña, GU 96910
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2312

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4 attachments

- **Agenda_Sept132018.pdf**
  341K
- **Exhibit_A_MINUTES_Aug232018.pdf**
  20049K
- **Exhibit_B_FY19OctoberTravelMotions.pdf**
  396K
- **Exhibit_C_KMCMinutes_Aug142018.pdf**
  4070K

REGULAR BOARD OF DIRECTORS MEETING
Thursday, September 13, 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 August 23, 2018.

III. CHAIRMAN'S REPORT

IV. PRESIDENT & CEO'S REPORT

V. TREASURER'S REPORT

FY2019 BUDGET ALLOCATION

Motion to approve FY2019 budget allocation.

Issue: Board approval required.

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

RAKUTEN JAPAN OPEN TENNIS CHAMPIONSHIPS

Motion to ratify travel for four (4) GVB delegates to travel to Tokyo, Japan to attend the GVB Sponsored 2018 Rakuten Japan Open Tennis Championships. Event dates: September 29 – October 8, 2018. Estimated total cost is $17,329.50; $5,527.00 from account # ESP001 and $11,802.50 from account # GAMAL001.

Airfare:	$1,000 x 4 pax					$4,000.00
Per Diem:	**Tokyo**	**Lodging**	**Nights**	**M&IE**	**Days**	
	JMC Chair/Designee	$345.00	5	$283.75	5	$3,143.75
	President & CEO	$345.00	5	$283.75	5	$3,143.75
	Sports and Events Destination Specialist	$276.00	9	$227.00	9	$4,527.00
	Marketing Staff	$276.00	5	$227.00	5	$2,515.00
					TOTAL:	**$17,329.50**

Background: The Guam Visitors Bureau (GVB) along with the Guam National Tennis Federation (GNTF) will partner up as official sponsors of the 2018 Rakuten Japan Open Tennis Championships scheduled for October 1-7, 2018.

GVB and GNTF will focus its efforts promoting Guam's new tennis facilities scheduled to open late this year with the objective to attract Japanese tennis enthusiasts seeking training opportunities closer to home. In addition, for the 9-day event, GVB will have a Guam booth and will continue to promote Guam as a sports destination with attractive and unique golfing, running, cycling and other outdoor regional competitive sports activities.

With over 93,861 fan attendees and roughly 12.6 million viewers worldwide, the event is expected to garner GVB roughly $3,000,000 in media advertising value for Guam. GVB will be promoting Guam to a captive audience interested in competitive sports and travel.

More importantly, the Bureau will take advantage of opportunities to work closely with Japan's largest online travel site (Rakuten Travel) to increase awareness of Guam through the development of online marketing and sales campaigns.

Issue: Board approval required for travel.

B. ADMINISTRATION & GOV'T RELATIONS

TRAVEL FOR OCTOBER OF FY2019 **Exhibit B**

Motion to approve travel for the month of October 2018 from FY2019 as presented. Changes made are subject to board approval.

Issue: Board approval required for travel.

C. RESEARCH

D. JAPAN

E. NORTH AMERICA & PACIFIC MARKETS

F. GREATER CHINA

G. RUSSIA & NEW MARKETS

H. KOREA

Committee minutes dated August 14, 2018 **Exhibit C**

I. CULTURAL & HERITAGE

SONS AND DAUGHTERS OF GUAM CLUB (SDGC) 65TH UNIFICATION CELEBRATION AND US-GUAM CHAMORRO DANCE ACADEMY

Motion to approve travel for Master of Chamorro Dance Frank Rabon and two assistants to participate in the Sons and Daughters of Guam Club (SDGC) 65th Unification Celebration and to conduct the US-Guam Chamorro Dance Academy in San Diego, California from September 26 – October 2, 2018. (Estimated cost up to $4,898.00 from Acct No. DM-CPO006).

	San Diego, CA	Lodging	Nights	M&IE	Days	
Per Diem:	Frank Rabon	$153.00	6	$64.00	7	$1,366.00
	Assistants (2pax)	$153.00	6	$64.00	7	$2,732.00
Prof Fee:						

	Musician	$100.00	1 pax	5	$500.00
	Assistants	$50.00	2 pax	5	$500.00
				TOTAL	**$5,098.00**

Background: GVB will participate in the Sons and Daughters of Guam Club, Inc.'s 65th Unification Celebration scheduled for Sunday, September 30th. Prior to the celebration, the Sons & Daughters of Guam Club, Inc. invited Master of Chamorro Dance Frank Rabon and his two assistants to conduct the US-Guam Chamorro Dance Academy worshop. The Seattle group as well as the East Coast groups will be joining the dance academy workshop. The SDGC provided the three round trip tickets for Master Frank and his two assistants.

The Bureau will continue to work closely with various active stateside Chamorro dance groups with the continuation of the US-Guam Chamorro Dance Academy.

Issue: Board approval required for all travel.

J. DESTINATION MANAGEMENT

K. SPORTS & EVENTS

L. MEMBERSHIP & COMMUNITY OUTREACH

M. VISITOR SAFETY & SATISFACTION

GVB RFP 2018-004

Motion to authorize the President and Chief Executive Officer as Chief Procurement Officer of GVB to enter into negotiations with the highest-ranking qualified Offeror in response to GVB RFP 2018-004 Holiday Illumination, and if successful, to enter into a contract.

Background: As a unique and vital element of the Guam brand, one of the important vehicles of communication is how we celebrate the Christmas season. The Guam Visitors Bureau aims to enhance the idea of a tropical Christmas with broad, attractive and exciting interpretation tied into a different theme each year. Duration of the project is November 30, 2018 – January 6, 2019.

Contract commences October 1, 2018 through September 30, 2019, 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.

GVB RFP 2018-005

Motion to authorize the President and Chief Executive Officer as Chief Procurement Officer of GVB to enter into negotiations with the highest-ranking qualified Offeror in response to GVB RFP 2018-005 Tour Guide Inspector Services, and if successful, to enter into a contract.

Background: The role of the GVB Tour Guide Inspector (TGI) is to monitor tour guide operators as to their compliance with Public Law 23-136 and Public Law 24-106 (Rules and Regulations governing the certification of tour guides and licensing of tour operator businesses). This is a full-time position, working no more than 40 hours per week or 160 hours per month, and reports directly to the Tourism Industry Relations Officer. Requires that priority is placed in facilitation of the Tour Guide Program, Park and Facilities Inspection, and GVB Marketing and Community Programs.

Contract commences October 1, 2018 through September 30, 2019, 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.

GVB RFP 2018-006

Motion to authorize the President and Chief Executive Officer as Chief Procurement Officer of GVB to enter into negotiations with the highest-ranking qualified Offeror in response to GVB RFP 2018-006 Visitor Surveys, and if successful, to enter into a contract.

Background: Exit surveys will be conducted at the Guam International Airport Authority (GIAA), with seasonal and events surveys to be conducted at various locations throughout the year. The Firm should have specialties in designing, implementing, and evaluating research on Guam to assist GVB in monitoring visitor behavior from its major source markets. Surveys will be designed to track and measure visitor attitudes, satisfaction, spending patterns and other key indicators as directed by GVB. The information collected should also assist GVB to refresh certain baseline data to better understand the nature and economic value of each visitor market segment.

The contractual obligation shall be for five consecutive years commencing FY2019 and through to FY2023 and is subject to fiscal year-end performance reviews, availability and certification of funds from fiscal year to fiscal year.

Issue: Board approval required.

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Upcoming Board Meetings:

- Thursday, September 27, 2018 at 3:30pm, GVB Main Conference Room
- Thursday, October 11, 2018 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

GUAM VISITORS BUREAU
55th ANNIVERSARY
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BOARD OF DIRECTORS REGULAR MEETING

Thursday, August 23, 2018 – 3:30pm
Guam Visitors Bureau – Main Conference Room

BOARD OF DIRECTORS PRESENT:

Director Milton Morinaga	Director Monte Mesa
Director Eduardo "Champ" Calvo	Director Theresa Arriola
Director Brad Kloppenburg	Director Young Hong
Director William Nault	Director Bartley Jackson
Director Robert Hofmann	

A quorum was met

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Samuel Shinohara	Director Katarina Sgro
Director Tatsuo Takano	Director Satoru Murata

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight	Antonio Muna Jr.	Maura Yi
Rose Cunliffe	Ana Cid	Colleen Cabedo
Nakisha Garrido	June Sugawara	Doris Ada
Josh Tyquiengco	Elaine Pangelinan	Nadine Leon Guerrero
Kraig Camacho	Mark Manglona	Breeana Garrido
Nicole Benavente		

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:

I. CALL TO ORDER

Chairman Morinaga called the meeting of the board to order at 3:46 pm.

II. MINUTES OF THE PREVIOUS MEETING — Exhibit A

Director Hofmann made a motion, seconded by Director Jackson, to approve the minutes of the previous board of directors meeting dated August 9, 2018.
Motion unanimously approved (Subject to minor revisions)

- Vice Chairman Mesa stated the minutes should indicate after the executive session ended, the board of directors resumed its regular board meeting. Changes were made accordingly.

III. CHAIRMAN'S REPORT

- Chairman Morinaga reported on his recent trip to Taiwan having a favorable visit with the official counsel delegates, China Airlines and AIT. The Taiwan market is eager to come to Guam and have discussed the prospect of flying a Kaohsiung to Guam route and is also identifying efficient alternative modes of transit into Taipei from neighboring cities to catch a flight to Guam. Chairman Morinaga suggests encouraging outbound travel to Taiwan as much as we promote inbound, to foster cultural and business exchanges.

GUAM VISITORS BUREAU
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IV. PRESIDENT & CEO'S REPORT

GUAM VISITORS BUREAU

PRESIDENT'S REPORT
08-23-2018

RESEARCH

August 2018

August 1-21, 2018 — **Total: 98,084 (-2.5%)**

% Market Mix	Origin	2017	2018	% to LY
43.6%	Japan	49,288	42,763	-13.2%
44.0%	Korea	40,602	43,146	6.3%
1.8%	Taiwan	1,590	1,728	8.7%
1.0%	China	1,350	957	-29.1%
4.9%	US/Hawaii	3,800	4,775	25.7%
0.4%	Hong Kong	434	422	-2.8%
0.8%	Philippines	653	825	26.3%
0.1%	Russia	91	88	-3.3%

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

Note: August 2018 Daily Arrivals reflect Civilian Air arrivals or

Calendar Year to Date 2018

January – August 21, 2018 — **Total: 982,856 (-2.5%)**

% Market Mix	Origin	2017	2018	% to LY
34.9%	Japan	429,821	343,355	-20.1%
49.3%	Korea	420,737	484,371	15.1%
1.9%	Taiwan	23,494	18,783	-20.1%
1.2%	China	16,071	11,629	-27.6%
5.9%	US/Hawaii	51,109	58,431	14.3%
0.4%	Hong Kong	11,887	3,925	-67.0%
1.1%	Philippines	10,733	10,831	0.9%
0.3%	Russia	2,054	2,700	31.5%

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

Note: August 2018 Daily Arrivals reflect Civilian Air arrivals or

Fiscal Year to Date 2018

October 2017 – August 21, 2018 — **Total: 1,358,367 (-2.9%)**

% Market Mix	Origin	2017	2018	% to LY
34.7%	Japan	611,410	471,148	-22.9%
49.4%	Korea	572,739	671,388	17.2%
1.8%	Taiwan	33,215	24,739	-25.5%
1.2%	China	21,458	15,694	-26.9%
5.7%	US/Hawaii	69,015	77,099	11.7%
0.4%	Hong Kong	15,385	5,985	-61.1%
1.3%	Philippines	17,755	17,164	-3.3%
0.3%	Russia	3,001	3,848	28.2%

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

Note: August 2018 Daily Arrivals reflect Civilian Air arrivals or

MARKETING

GUAM VISITORS BUREAU
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Japan Marketing News

SPORTEC 2018

- Dates: July 25 - 27, 2018
- Venue: Tokyo Big Sight, Japan
- Attendees: 51,005 pax
- Sports Tourism B2B Event





Japan Marketing News

JATA Tourism Expo Japan 2018

- Dates: September 20 - 23, 2018
- Venue: Tokyo Big Sight, Japan
- JATA TEJ 2017 welcomed 191,577 attendees
- GVB Booth: Café concept with complimentary cookies and Spike Coffee, photo opportunities with Miss Guam and Gumamon, live entertainment by Tradewinds, appearance by San Ai Swimwear, GCDA performance, and more





China Marketing News

3 Month Airlift Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '17	Seat Data '16	% Change Seats
September	900	1285	- 29 %	3164	3726	-28%
October	1200	1394	- 13.9 %	3164	3726	-28%
November	950	1057	10 %	3164	3726	-28%

September

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

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

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

October

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

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

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

November

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

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

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

China Marketing News

"Digital battle" with Mauritius over celebrity Mr. Yilong Zhu

Mr Yilong Zhu goes viral recently because of 1 TV series in China. In a video interview he said he likes beautiful beaches and wants to go to Mauritius one day.

GVB China Weibo account quickly catches this and invited him on social media to come to Guam where we have a lot of breathtaking beaches.

Though the celebrity did not respond himself, both accounts received rocketing views and comments where fans all followed on and interacted.

Many followers expressed the interest in Guam in all the comments.



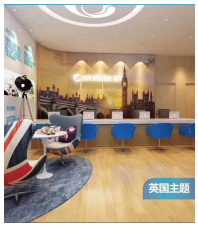
China Marketing News

Guam Theme Ctrip Branch Stores (TBC)

- Duration: 1 year
- GVB Guangzhou inspected the branch stores provided by Ctrip and found one is suitable for Guam theme Decoration







GUAM VISITORS BUREAU
CHINA AIR SERVICE INCENTIVE PROGRAM

Flights	Year 1	Year 2	Maximum Incentive
104 (2 x Weekly)	$200,000	$100,000	$300,000
156 - 208 (3 - 4 x weekly)	$500,000	$250,000	$750,000
260-365 (5-7 x weekly)	$1,000,000	$500,000	$1,500,000

GUAM VISITORS BUREAU
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China Marketing News

China Air service incentive program

- **Incentive Funds**
  - Dedicated fund to work with airline and agents to promote and provide incentives to fill the flight separate from marketing budget
- **China budget**
  - Additional support from existing marketing budget for
    - Inaugural Ceremony: Guam and China
    - Training of TA on air service
    - Travel cost for China VIPs for inaugural flight
    - Assist with Gov. Guam agencies/others to begin service
- **GIAA Enplanement Rebates to be included in final package but…**
  - As per ASM: each airline offer would have to be computed individually
  - Depends upon craft, seats, etc.
    - i.e. A320 craft, ATM 209, MTOW 172, Seats 158: Maximum Rebate for year one $245,563

Taiwan Marketing News

3 Month Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '18	Seat Data '17	% Change Seats
August	2,558	2,093	5.88%	3,410	2,300	48.3%
September	2,387	1,953	22.22%	3,410	2,345	45.4%
October	2,046	2,093	-2.25%	3,410	1,901	79.4%

Flights

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

Total 3,410

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

Total 3,410

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

Total 3,410

Taiwan Marketing News

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
JihSun Holdings	May	26
ISEAS	Aug. 7	150
Michelin Taiwan	Sep. 12	104
(TBC) Real Estate Company	September	75
Total PAX		**950 (Does not include TBC)**

Taiwan Marketing News

InstaGuam Sales Mission | August 16-17, 2018

- Further promote Guam in Southern Taiwan and continue to discuss direct flights to Guam from Kaohsiung
- Strongly establish Guam's brand awareness and interact with consumers in Kaohsiung, Tainan, and Taipei
- TV interviews in both Kaohsiung and Tainan which were broadcasted in Taiwan
- Maintain relationships with TATA and PATA through dinner meeting
- Held trade events in both Kaohsiung and Taipei (MICE oriented)
- Courtesy visits for Guam market development
  - Kaohsiung City Government (Secretary General, Tourism Bureau
  - Kaohsiung Association of Travel Agents
  - Tainan City Government
  - American Institute in Taiwan
  - High-yield associations including Lions Club and Rotary Club

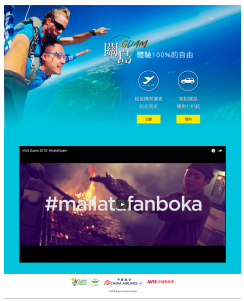


Taiwan Marketing News

TripAdvisor Online Promotion

- Event landing page and banners are launched on 8/1 with announcement through news release





Taiwan Marketing News



TripAdvisor Online Promotion

- Co-op with Avis Taiwan and China Airlines on special offering for TripAdvisor program



GUAM VISITORS BUREAU
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Taiwan Marketing News

Golf Promotion

- PLI's golf tour will be on 9/4–8
  - The tour aims to promote Guam's golf package and generate positive reputation among golfers in Greater China area
  - 80 golfers have already registered
  - Will invite professional golf media to join golf tour
  - GVB to provide greeting service and welcome reception on 9/5



Taiwan Marketing News

Color Me Guam Online Promotion

- Officially Launched on 7/1 and 89 participants had joined the campaign
- Participants who submit their Color Me Guam artwork can join the weekly contest for winning Color Me Guam notebook, and monthly lucky draw for TPE-GUM flight ticket
- www.colormeguam.visitguam.com



Taiwan Marketing News

Sales Market Development

2018 ITF

- 2018 ITF will take place at Taipei Nangang Exhibition Center on 11/23-11/26
- Had already booked 4 booths and will join USA Pavilion

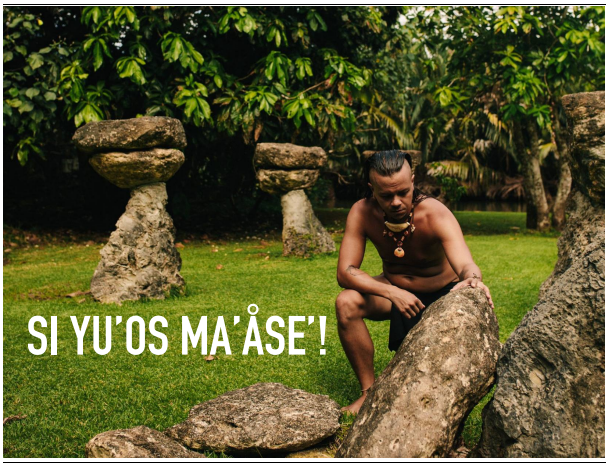


Hong Kong Marketing News

3 Month Visitor Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '18	Seat Data '17	% Change Seats
Aug	771	735	+5%	2822	2822	0%
Sep	403	366	+10%	2822	2822	0%
Oct	672	611	+10%	2822	2822	0%

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)



V. TREASURER'S REPORT

- President Denight informed the board that Friday is the last day for Governor Calvo will sign or veto the budget bill, if no action is taken it lapses into law.

VI. REPORT OF THE BOARD COMMITTEES

GUAM VISITORS BUREAU
55th ANNIVERSARY
1963 - 2018

A. EXECUTIVE COMMITTEE

B. ADMINISTRATION & GOV'T RELATIONS

- Chairman Morinaga notified the board Congresswoman Bordallo introduced H.R. 6480 which will alleviate the H-2B visa issue by allowing the Governor more control over the labor determination process.

C. RESEARCH

D. DESTINATION MANAGEMENT

E. SPORTS & EVENTS

- Director Nault shared with the board, GVB will support a friendly rubber baseball tournament between Guam and Japan under 10 teams for September.
- Guam Ko'Ko' Road Races will not take place this year, it will be postponed for 2019. But there will be a Ko'Ko' Kids Race in March 2019.

F. MEMBERSHIP & COMMUNITY OUTREACH

- Director Kloppenburg informed the board the next membership meeting will be scheduled for Friday, September 14, 2018 and will host the two gubernatorial candidates for an open discussion with membership, more details will be forthcoming.
- Membership renewal notices have been sent out and the deadline for dues will be October 10, 2018. Membership elections will be held January 8, 2019, details will be forthcoming.

G. VISITOR SAFETY & SATISFACTION

- Director Hong along with the VSS and destination management team will be going on an island wide inspection of public parks next week.

H. CULTURAL & HERITAGE

I. NORTH AMERICA & PACIFIC MARKETS

- Director Hofmann reported PATA's Micronesia Chapter second tri-annual meeting took place on August 8-10, 2018 in Chuuk with 20 regional members in attendance. Up-coming events will be MATTA Travel Fair on September 5-10 in Malaysia immediately followed by PATA Travel Mart September 11-15 and PIFA on September 21-23 in San Diego, California.
- MATTA will be the first event for Guam in Malaysia, they are a potential market as they are a visa waiver country.
- President Denight informed the board GVB is working with a US wholesaler, IWorld Travel, to sell Guam-Japan combined travel packages, teaming up with H.I.S. They are also looking into creating travel packages targeting LGBTQ community.

J. GREATER CHINA

Committee minutes dated August 10, 2018
Exhibit B

GUAM VISITORS BUREAU
55th ANNIVERSARY
1963 - 2018

GVB RFP 2018-001

Vice Chairman Mesa made a motion, seconded by Director Jackson, to authorize the President and Chief Executive Officer as Chief Procurement Officer of GVB to enter into negotiations with the highest-ranking qualified Offeror in response to GVB RFP 2018-001 Tourism Destination Marketing Representation Services in Hong Kong, and if successful, to enter into a contract.
Motion unanimously approved

Background: On August 16, 2017, GVB issued RFP 2017-013 Tourism Destination Marketing Representation Services in Hong Kong; however, that solicitation was cancelled on February 20, 2018 to allow for GVB to revisit and edit the Scope of Services to better reflect the needs of the bureau. The current contractor remains on a month-to-month agreement until a new contractor is secured.

The solicitation period for this RFP was July 9 – July 31.

This contract shall commence October 1, 2018 through September 30, 2019, 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.

GVB RFP 2018-002

Vice Chairman Mesa made a motion, seconded by Director Jackson, to authorize the President and Chief Executive Officer as Chief Procurement Officer of GVB to enter into negotiations with the highest-ranking qualified Offeror in response to GVB RFP 2018-002 Tourism Destination Marketing Representation Services in Taiwan, and if successful, to enter into a contract.
Motion unanimously approved

Background: The solicitation period for this RFP was July 9 – July 31, which included an evaluation of all Offers and a presentation exercise by the top 3 rated Offerors on August 21 and 22.

This contract shall commence October 1, 2018 through September 30, 2019, 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.

K. RUSSIA & NEW MARKETS

Committee minutes dated August 7, 2018 **Exhibit C**

L. KOREA

- Director Jackson stated a delegation will be leaving to Korea for the Mode Tour Travel Show at COEX in Seoul, South Korea. Followed by a road show through Busan, Daegu and Gwangju in October.

M. JAPAN

GUAM VISITORS BUREAU
55th ANNIVERSARY
1963 - 2018

Committee minutes dated August 14, 2018
Exhibit D

- Director Nault shared the travel schedule for the Japan market to attend the Niigata Friendship Association reception, JTB 50th anniversary reception, and JATA for the month of September.
- Invasive algae cleanup will take place on the August 25, 2018 all throughout the beaches of Tumon.
- Treasure Hunt has been successful only 2 out of 10 gold prizes left to claim. A photo wall is displayed at T-Galleria and the campaign will run until October 7, 2018.
- Summer charter load factors have been doing well, there are some seats still available for September. T'way is working on a charter from Osaka starting October 23 to December 16, 2018. Ken Corporation charter is being finalized for September to run for a period of one year. November will indicate the highest seat capacity for the Japan market since last year.
- KPOP concert will be announced as soon as the contract is finalized, it is still being reviewed with legal. Once finalized, the concert is scheduled for the end of November with performances by 5 Korean pop groups and will be televised on Korean national TV, MBC, for 90 minutes with an exposure to 10 million viewership.

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Upcoming Board Meetings:

- Thursday, September 13, 2018 at 3:30pm, GVB Main Conference Room
- Thursday, September 27, 2018 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

Director Hofmann made a motion, seconded by Director Kloppenburg, to adjourn the meeting. Meeting adjourned at 4:41 pm.
Motion unanimously approved

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

Board Minutes respectively submitted by Maura Yi, Executive Secretary

FY2019 October Travel Motions

GREATER CHINA

CTRIP GUAM STORE

Motion to approve travel for GVB Vice President/Designee, Marketing Manager – China, Miss Guam, and two (2) Musicians to conduct a sales promotion in the Guam branded CTrip Stores in Guangzhou from October 26-29, 2018. (Estimated cost is $20,915.00; $4,660.00 to Account: CI-SMD023 and $16,255.00 to Account DM-CPO007).

Airfare:	$2,500 x 5 pax				$10,000.00
Per Diem:	**Guangzhou**	**Lodging**	**M&IE**	**Days/Nights**	
	Vice President/Designee	$307.50	$211.25	4	$2,075.00
	Marketing Manager - China	$246.00	$169.00	4	$1,660.00
	Miss Guam	$246.00	$169.00	4	$1,660.00
	Professional Fee				$400.00
	2 Musicians	$246.00	$169.00	8	$3,320.00
	Professional Fee				$800.00
Misc. Expenses:	Business communication costs & excess baggage fees				$1,000.00
				TOTAL	**$20,915.00**

Background: Working closely with our industry partners, the Guam Visitors Bureau has partnered with CTrip to open up four (4) Guam branded CTrip Store locations in Guangzhou, China for a one (1) year period. These stores are highly visible and located near high-end residence communities that include upscale shopping malls and office buildings.

During this promotion, each store will sign the Hafa Adai Pledge, making them the first international company to make their commitment to Guam through the program.

Issue: Board approval needed for travel.

JAPAN

OVERSEAS LGBT TOURISM MARKETING PROMOTIONS (KANSAI RAINBOW FESTA AND KYUSHU RAINBOW PRIDE)

Motion to approve travel for the following delegates to attend the Overseas LGBT Tourism Marketing Promotions in Osaka and Fukuoka. Projected months: October 6-7 2018 and November 3-4, 2018 respectively. Estimated cost $32,505.00; $8,830.00 from account # GAMAL001 and $23,675.00 from account # DM-CPO001.

Airfare:	$1,000 x 7 pax					$7,000.00
Per Diem:	**Kansai Rainbow Festa (Osaka)**	**Lodging**	**Nights**	**M&IE**	**Days**	
	GVB Marketing Staff – Japan (2 pax)/Designees	$285.00	3	$153.00	3	$2,628.00
	GVB Senior Destination Specialist – Chamorro Culture/Designee	$285.00	3	$153.00	3	$1,314.00
	Entertainers (4 pax)	$285.00	3	$153.00	3	$5,256.00
Entertainers' Professional Fees (4 pax)				$100.00	2	$800.00
					Kansai Rainbow Festa Marketing Total:	$4,628.00
					Kansai Rainbow Festa Culture Total:	$12,370.00
					Kansai Rainbow Festa Total:	**$16,998.00**

Airfare:	$1,000 x 7 pax	$7,000.00

	Kyushu Rainbow Pride (Fukuoka)	Lodging	Nights	M&IE	Days	
Per Diem:	GVB Marketing Staff – Japan (2 pax)/Designees	$193.00	3	$174.00	3	$2,202.00
	GVB Senior Destination Specialist – Chamorro Culture/Designee	$193.00	3	$174.00	3	$1,101.00
	Entertainers (4 pax)	$193.00	3	$174.00	3	$4,404.00
Entertainers' Professional Fees (4 pax)				$100.00	2	$800.00
					Kyushu Rainbow Pride Marketing Total:	$4,202.00
					Kyushu Rainbow Pride Culture Total:	$11,305.00
					Kyushu Rainbow Pride Total:	**$15,507.00**

Background: Data from a survey administered by the Japan LGBT Research Institute, Inc. shows that 1 in every 13 people in the Japanese population is estimated to belong to sexual minorities. Furthermore, results show that individuals who identify themselves as LGBT spend much more money on travel. With thousands of expected attendees, GVB hopes to capitalize on this lucrative market at these pride events and position Guam as an LGBT-friendly destination.

Opportunity. The Kansai Rainbow Festa and Kyushu Rainbow Pride are some of the best distribution channels for the LGBT market in Japan. GVB delegates will have the opportunity to connect with participants, suppliers, and buyers in the LGBT community. Using contacts established at previous pride events, the bureau will have the opportunity to educate potential visitors about getting married in Guam, experiencing the island's most unique selling points, and LGBT offerings.

Product Development. Through the membership of IGLTA, GVB has developed a relationship with OUT Japan Co., Ltd., the only LGBT tourism marketing company in Japan. OUT Japan is venturing into outbound LGBT travel within the Asia travel arena and works very closely with GVB during pride events in Japan. GVB will also meet with travel agents who are flexible to create specific LGBT outbound travel packages to Guam. Additionally, in recent JGTC meetings, members have expressed that this market has the potential for growth and development on Guam. GVB hopes to further the development of this market at these events where efforts can be honed in solely on the LGBT community.

Promotional Strategy and Activities. Guam would like to invite cultural entertainers to promote Guam and serve these key purposes: (1) promote the beauty and hospitality of Guam, (2) capture the attention at the Guam booth area, (3) participate in pride events, and (4) conduct in-booth performances and in other areas available to the Guam delegation. In this market segment, GVB would like to differentiate itself by providing unique and interesting marketing collateral, showcasing our people's culture and traditions and capturing the attention of potential visitors from this lucrative market. We must think creatively and innovatively to garner attention and interest for traveling to Guam in this competitive environment.

At the Kyushu Rainbow Pride event, GVB will work in tandem with United Airlines Fukuoka to promote LGBT travel to Guam. Other exhibitors include various Destination Management Organizations, airlines, and several businesses in the LGBT community and Japan's travel trade industry.

Issue: Board approval required for travel.

NORTH AMERICA & PACIFIC MARKETS

IMEX AMERICA 2018

Motion to approve travel for GVB Director of Global Marketing, (1) Marketing Staff, and Cultural Heritage Officer to attend the IMEX America at the Sands Expo in Las Vegas, Nevada from October 14-19, 2018. Estimated total cost is $9,520.00; $6,500 from Account # US-SMD023 and $3,020.00 from Account # DM-CPO006.

Airfare:	$2,000 x 3 pax	$6,000.00

	Las Vegas, NV	Lodging	Nights	M&IE	Days	
Per Diem:	DoGM	$106.00	6	$64.00	6	$1,020.00
	Marketing Staff	$106.00	6	$64.00	6	$1,020.00
	Cultural Heritage Officer	$106.00	6	$64.00	6	$1,020.00
Miscellaneous: Excess baggage, communications expense, etc.						$460.00
					TOTAL	**$9,520.00**

Background: The Guam Visitors Bureau (GVB) plans to attend the IMEX America once again as this is an opportune time to attract more MICE participants from the U.S. and source markets. Guam now has the facilities to hold MICE groups with the Dusit Thani's convention hall that holds up to 1,000 persons. IMEX is a worldwide exhibition for incentive travel, meetings and events that is committed to providing outstanding business opportunities for exhibitors and buyers. IMEX has two exhibitions a year, in Frankfurt, Germany and in America.

IMEX America is Americas largest MICE Expo with over 10,000 participants, 5,500 global decision makers and 3,200 buyers from 130 countries. GVB will have the opportunity to meet qualified buyers from North America and around the world within the 3-day event. This year, GVB expects to have over 100 pre-scheduled appointments with MICE planners from North America, China, Japan, Korea, Philippines, Russia and other source markets. In addition, GVB will also have an opportunity to meet over 100 domestic and international media.

Issue: Board approval required for travel.

KOREA

GVB KOREA ROADSHOW 2018

Motion to approve travel for (1) Board Member, GVB President & CEO or designee, GVB Director of Global Marketing or designee, (1) GVB marketing staff, GVB Culture & Heritage officer or designee, (1) Public Information Officer or designee, (1) Miss Guam, (2) musicians and (4) dancers to attend the Korea Roadshows in Busan, Gwangju and Daegu and the 99th National Sports Festival in Seoul, South Korea. Travel dates are October 9 ~ 18, 2018. Cost is approximately $23,316.00 from Accts# KO-SMD023 ($13,328.00), CPO002 ($11,684.00) and ESP001 ($15,532.00).

Airfare:	$1,000 x 5 pax					$5,000.00
Per Diem:	**Seoul**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Board Member	$287.50	1	$177.50	1	$465.00
	President & CEO	$287.50	1	$177.50	1	$465.00
	DOGM	$230.00	1	$142.00	1	$372.00
	Marketing Manager	$230.00	1	$142.00	1	$372.00
	PIO	$230.00	1	$142.00	1	$372.00
	Busan	**Lodging**	**Nights**	**M&IE**	**Days**	
	Board Member	$291.25	2	$181.25	2	$945.00
	President & CEO	$291.25	2	$181.25	2	$945.00
	DOGM	$233.00	2	$145.00	2	$756.00
	Marketing Manager	$233.00	2	$145.00	2	$756.00
	PIO	$233.00	2	$145.00	2	$756.00
	Gwangju	**Lodging**	**Nights**	**M&IE**	**Days**	
	Board Member	$203.75	1	$177.50	1	$381.25
	President & CEO	$203.75	1	$177.50	1	$381.25
	DOGM	$163.00	1	$142.00	1	$305.00
	Marketing Manager	$163.00	1	$142.00	1	$305.00
	PIO	$163.00	1	$142.00	1	$305.00

	Daegu	Lodging	Nights	M&IE	Days	
	Board Member	$163.75	1	$165.00	1	$328.75
	President & CEO	$163.75	1	$165.00	1	$328.75
	DOGM	$131.00	1	$132.00	1	$263.00
	Marketing Manager	$131.00	1	$132.00	1	$263.00
	PIO	$131.00	1	$132.00	1	$263.00
					TOTAL	**$13,328.00**

Airfare:	$1,000 x 4 pax					$4,000.00
Per Diem:	**Seoul**	**Lodging**	**Nights**	**M&IE**	**Days**	
	C&H Officer	$230.00	1	$142.00	1	$372.00
	Miss Guam	$230.00	1	$142.00	1	$372.00
	Musician (2 pax)	$230.00	1	$142.00	1	$744.00
	Busan	**Lodging**	**Nights**	**M&IE**	**Days**	
	C&H Officer	$233.00	2	$145.00	2	$756.00
	Miss Guam	$233.00	2	$145.00	2	$756.00
	Musician (2 pax)	$233.00	2	$145.00	2	$1,512.00
	Gwangju	**Lodging**	**Nights**	**M&IE**	**Days**	
	C&H Officer	$163.00	1	$142.00	1	$305.00
	Miss Guam	$163.00	1	$142.00	1	$305.00
	Musician (2 pax)	$163.00	1	$142.00	1	$610.00
	Daegu	**Lodging**	**Nights**	**M&IE**	**Days**	
	C&H Officer	$131.00	1	$132.00	1	$263.00
	Miss Guam	$131.00	1	$132.00	1	$263.00
	Musician (2 pax)	$131.00	1	$132.00	1	$526.00
Misc.	Professional Fee: Miss Guam $100 x 3 days					$300.00
	Professional Fee: Musicians $100 x 3 days x 2 pax					$600.00
					TOTAL	**$11,684.00**

Airfare:	$1,000 x 4 pax					$4,000.00
Per Diem:	**Seoul**	**Lodging**	**Nights**	**M&IE**	**Days**	
	C&H Officer	$230.00	6	$142.00	6	$372.00
	Cultural Dancers (4 pax)	$230.00	7	$142.00	7	$372.00
	Miss Guam	$230.00	6	$142.00	6	$372.00
	Musician (2 pax)	$230.00	6	$142.00	6	$744.00
					TOTAL	**$15,532.00**

Background:

GVB will be conducting Guam seminars with new and current travel agents that are currently selling or are interested in Guam, as well as trade media to learn about the destination and its new activities. Last year, GVB received over 300 travel agents and trade media from Busan, Gwangju and Daegu. Last year, GVB expanded its the roadshow to cover Gwangju in efforts to continue the momentum and build on its relationship with the travel professionals in the area. Immediately following the roadshow seminars, the cultural team along with Miss Guam will take part during 99th Korean National Sports Festival in Seoul from October 12-18, 2018. The festival features Korean National athletes

from over 50 countries worldwide competing in a variety of sporting events. Once again, the Korean Sports Council of Guam has requested GVB's support in attending the opening ceremonies to assist in promoting Guam as part of the activities scheduled for the festival. During the festival, the GVB delegation and KSCOG will take advantage of the event media coverage during the opening ceremonies and will take part in charitable events/ and cultural performances during the scheduled games.

Issue: Board approval for travel required.

KOREA MARKETING COMMITTEE MEETING MINUTES
11:00AM - Tuesday, August 14, 2018
GVB Main Conference Room

Members Present:	Members Absent:
Akihiro Tani – Fish Eye Marine Park Cindy Chang – HIS Guam Inc. Esther Kim – Hyatt Regency Guam In Cha – Hilton Guam Resort Jae L. Yu – Tumon Bay Lobster & Grill Jenny Song – Outrigger Guam Beach Resort 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 Soohyun Lee – Tumon Aquarium LLC Stephen Gatewood – Alupang Beach Club Sunardi Li – Sentry Hospitality Tae Oh – Baldyga Group Terry Chung – T-Galleria Youngmin Kim – Pacific Islands Club	Ayisha McKinnon – Red Door Productions Asher Goldenburg – Guamster Bonnie Lee – Anthology Research Carlos R. Taitano – University of Guam Chris Yang – Westin Guam Daisuke Sato – Watabe Guam Inc. Do Hyung Kim – Zeus Tours Gun Park – Dusit Thani Guam Jason Lee – Sheraton Laguna Guam Resort Jennifer Chae – Onward Beach Resort Jennifer Mcferran – International Dining Concepts Jenny Cheon – Hotel Nikko Guam John S. Ko – Net Enterprises Mark Anderson – Nissan Rent a Car Moo Heon "Mike" Lee – Lotte Hotel Guam Sudipta Basu – Guam Plaza Hotel Susan V. Fryer – Tumon Sands Plaza Yoshinori Oshita – Guam Reef & Olive Spa Resort
Guests/Alternate Members Present:	**GVB Korea Office/GVB Chairs/Mgmt. /Staff Present:**
Annie Joo – Baldyga Group Derin Santos – Docomo Pacific Kaori Sablan – Fish Eye Marine Park Kevin Carey - CoreTech Resort LLC. DBA: Oceanview/Bayview Kiyoko Kamohara – Lam Lam Tours & Transport John S. Rhee – Docomo Pacific Jung A.M. "Julia" Kondo – Guam Plaza Hotel Michelle Chaco – Docomo Pacific Yuki Motoda – Guam Reef & Olive Spa Resort	Bartley Jackson – KMC Chairman Bradley Kloppenburg – KMC Vice Chairman Director of Global Marketing – Pilar Laguaña Marketing Manager, Korea – Colleen Cabedo Marketing Manager, Japan – Brian Borja Marketing Coordinator, Korea – Nicole B. Benavente Senior Tourism Research Analyst – Nico A.C. Fujikawa GVB Korea Account Director – Jay Park

I. CALL TO ORDER

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

II. APPROVAL OF COMMITTEE MINUTES

KMC Chairman Jackson motioned for the approval of the minutes from our last meeting held on July 10, 2018. The motion was seconded by KMC Vice Chairman Bradley Kloppenburg and was unanimously passed by the committee.

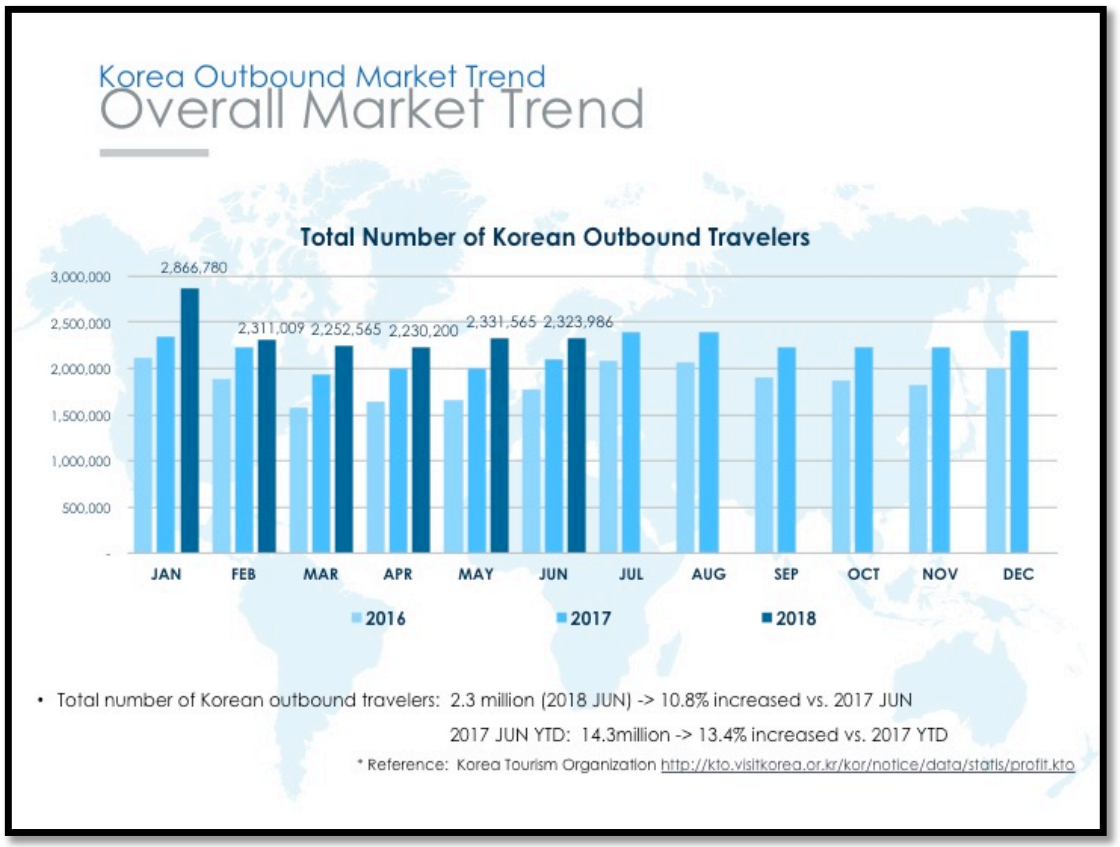
III. REPORT OF THE CHAIRMAN

KMC 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 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
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
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 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	70,614						441,422
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	380,116
Growth Rate (%)	21.9%	18.7%	2.3%	13.0%	17.3%	23.6%	15.6%						16.1%↑

- Total number of Korean travelers to Guam: 70,614(2018 JUL) -> 15.6 % increased vs. 2017 JUL
  2018 JUL CYTD: 441,422 -> 16.1% increased vs. 2017 JUL CYTD

Korea Outbound Market Forecast
Airline Capacity to Guam in AUG

Incheon – Guam

Airline	Flight No.	DEP. Time	Days	2018 AUG	2017 AUG
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	220:00	Daily	NA	5,859
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				58,776	53,196

- Jeju Air stopped the 7C3108 flight operation by July 19
- Outbound seat capacity from ICN to GUM = 58,776 seats (5,600 seats more than 2017 AUG)

Korea Outbound Market Forecast
Airline Capacity to Guam in AUG

Busan – Guam

Airline	Flight No.	DEP. Time	Days	2018 AUG	2017 AUG
Korean Air	KE2115	22:05	4times/week	2,484	2,484
Jeju Air	7C3154	22:00	Daily	5,859	5,859
Jin Air	LJ647	08:00	Daily	5,859	3,213
Air Busan	BX612	22:05	5times/week	4,290	3,510
TOTAL SEAT CAPACITY				18,492	14,976

- Outbound seat capacity from PUS to GUM = 18,492 seats (3,500 seats more than 2017 AUG)

Daegu – Osaka – Guam

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

Cheongju – Osaka – Guam

Airline	Flight No.	DEP. Time	Days	2018 AUG	2017 AUG
Jeju Air	7C3172	07:00	Daily	4,914	NA
TOTAL SEAT CAPACITY				4,914	NA

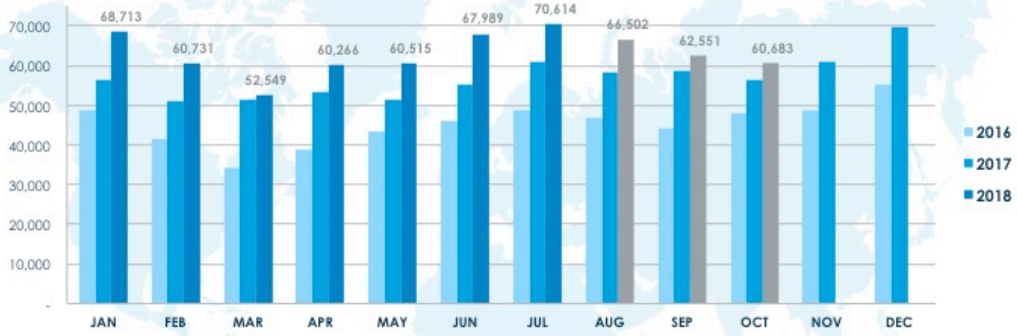
Korea Outbound Market Forecast
Airline Capacity to Guam in AUG



Total Outbound Seat Capacity (August)		
Origin	**2018**	**2017**
ICN – GUM	58,776 seats	53,196 seats
PUS – GUM	18,492 seats	14,976 seats
TAE – GUM (via KIX)	*5,859 seats*	*5,859 seats*
CJJ – GUM (via KIX)	*4,914 seats*	*NA*
TOTAL (ICN & PUS)	**77,268 seats + TAE & CJJ**	**68,172 seats + TAE & CJJ**

Korea Outbound Market Forecast
Korean Visitors 3months Forecast

Number of Korean Outbound Travelers – to Guam



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	70,614	66,502	62,551	60,683		
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%	15.6%	13.9%	6.2%	7.8%		

Discussion:

- KMC Chairman Bartley Jackson commented that the total seat capacity of the T'Way Air Daegu-Osaka-Guam route in July 2018 is held by both Japanese and Korean travelers, and does not reflect the number of seats solely by Korean travelers.
- Mr. Jay Park said he would adjust the seat capacity figures for the T'Way Air Daegu-Osaka-Guam route and for the Jeju Air Cheongju-Osaka-Guam route to reflect Korea arrivals only for the September KMC meeting.
- Mr. Park confirmed speculation that Korean Air's Busan-Guam route will be discontinued starting October 28, 2018.



July 2018 Update
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 held on July 7.

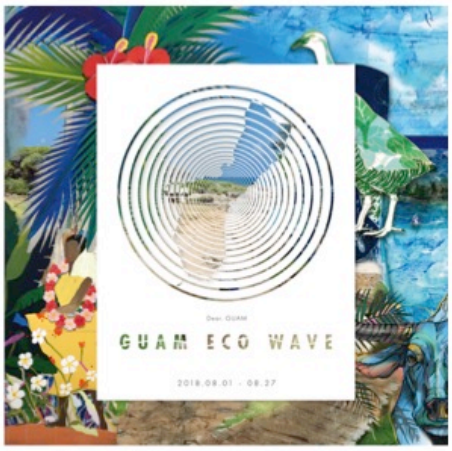


Ongoing & Upcoming Project
Guam Eco Wave Exhibition

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

<Program>
2:00PM Opening Remark - C.Cube
2:05PM GVB Presentation - Jay Park
2:15PM Welcome Speech - Pilar Laguana
2:20PM Judy Introduction - Judy Flore
2:25PM Korean Airtist Introduction
Kim, Gun Joo
Nanan
Lee, Mi Ju
Bang, Ji Hee
Son, Jung Chun
Lee, Hyun Jin (Guam Family Ambassador)
2:40PM Ribbon Cutting Ceremony
2:45PM Art Performance
Kim, Gun Joo & Pilar Laguana
3:00PM Welcome Reception - Catering
3:30 PM Closing - GVB

- ✓ No. of participant: approx. 60pax



Ongoing & Upcoming Project
Guam Eco Wave Exhibition

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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



Discussion:

- Inquiry was made into whether or not GVB conducts a post-FAM tour survey for participants. GVB Marketing Manager for Korea Colleen Cabedo confirmed that GVB normally conducts a survey after FAM tours, that we are currently collecting information from the surveys of the FAM Tour in July 2018, and will share the results with KMC members.
- Mr. Terry Chung suggested that there should be PR and media coverage of the fact that Guam welcomed the highest number of Korean visitors ever in one month in July 2018.
- Mr. Jay Park shared feedback that he received from local partners — that the participation fee for the GVB Korea Roadshow is quite expensive.
- KMC Chairman Jackson said GVB would reevaluate the cost structure. KMC Chairman Jackson said GVB is in a difficult financial situation, and will most likely have a flat-to-down budget for FY 2019 compared to FY 2018 in light of the Government of Guam's current financial situation.

GVB Marketing Manager for Korea Colleen Cabedo presented the latest arrival numbers.

July 2018

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

% Market Mix	Origin	2017	2018	% to LY
54.5%	Korea	61,078	70,614	15.6%
30.8%	Japan	51,455	39,926	-22.4%
2.3%	Taiwan	2,443	2,976	21.8%
1.0%	China	1,988	1,358	-31.7%
5.8%	US/Hawaii	6,538	7,491	14.6%
0.4%	Hong Kong	822	559	-32.0%
1.0%	Philippines	1,192	1,261	5.8%

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

Note: July 2018 Daily Arrivals reflect Civilian Air arrivals only

August 2018

August 1-9, 2018 **Total: 40,672 (-5.4%)**

% Market Mix	Origin	2017	2018	% to LY
47.2%	Korea	17,837	19,184	7.6%
40.7%	Japan	20,503	16,563	-19.2%
1.4%	Taiwan	790	580	-26.6%
0.8%	China	505	330	-34.7%
4.8%	US/Hawaii	1,649	1,941	17.7%
0.5%	Hong Kong	216	205	-5.1%
0.7%	Philippines	186	298	60.2%

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

Note: August 2018 Daily Arrivals reflect Civilian Air arrivals onl

Calendar Year to Date 2018

January – August 9, 2018 **Total: 925,444 (-2.6%)**

% Market Mix	Origin	2017	2018	% to LY
49.8%	Korea	397,972	460,409	15.7%
34.2%	Japan	401,036	317,155	-20.9%
1.9%	Taiwan	22,694	17,635	-22.3%
1.2%	China	15,226	11,002	-27.7%
6.0%	US/Hawaii	48,958	55,597	13.6%
0.4%	Hong Kong	11,669	3,708	-68.2%
1.1%	Philippines	10,266	10,304	0.4%

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

Note: August 2018 Daily Arrivals reflect Civilian Air arrivals on

Fiscal Year to Date 2018

October 2017 – August 9, 2018 **Total: 1,300,955 (-3.0%)**

% Market Mix	Origin	2017	2018	% to LY
49.8%	Korea	549,974	647,426	17.7%
34.2%	Japan	582,625	444,948	-23.6%
1.8%	Taiwan	32,415	23,591	-27.2%
1.2%	China	20,613	15,067	-26.9%
5.7%	US/Hawaii	66,864	74,265	11.1%
0.4%	Hong Kong	15,167	5,768	-62.0%
1.3%	Philippines	17,288	16,637	-3.8%

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

Note: August 2018 Daily Arrivals reflect Civilian Air arrivals on

Discussion:

- KMC Chairman Jackson invited KMC members to stop by the Mode Tour Travel Mart to participate if they are in Korea from August 30 to September 2.
- Inquiry was made into the number of repeat Korean visitors to Guam. GVB Senior Tourism Research Analyst Nico A.C. Fujikawa responded that the current repeater rate from Korea is about 42% based on exit surveys.

GVB Senior Tourism Research Analyst Nico A.C. Fujikawa presented survey results from the HANA Tour in June 2018.



BACKGROUND AND APPROACH

- To provide further insight on the Korean consumers participating in the 2018 Hana International Travel Show, the Guam Visitors Bureau research department conducted self-administered surveys throughout the four day event.
- A total of 350 Korean consumers were randomly asked to participate in the survey. Surveys were administered at the Guam booth.
- The margin of error for a sample of 350 is +/- 5 percentage points with a 95% confidence level. This means that we can be 95% certain that their responses would not differ by more than +/- 5 percentage points.

KEY HIGHLIGHTS

- 33% of Survey participants were between the ages of 40-49.
- Nearly 50% of participants attended the HANA travel show to get information, while 36% attended to look for their next travel destination.
- Online travel bookings continue to rise over the use of Traditional Travel Agents with nearly 60% of consumers using online travel websites and direct bookings for their travel planning.
- 45% of consumers rely on Travel Guide websites as their primary source of information for their travel plans.
- 62% of survey participants have never been to Guam.
- Only 3% of survey participants stated that they do not plan to travel to Guam.

VI. OLD BUSINESS

VII. NEW BUSINESS

VIII. ANNOUNCEMENTS

- GVB Director of Global Marketing Pilar Laguaña announced that the Shop Guam campaign will be an all-year event. The Shop Guam e-Festival will promote exceptional offers from fall 2018 to Chinese New Year, and then Shop Guam will resume for the rest of the year.

- Mr. Terry Chung suggested that GVB create an action plan since Korean Air's Busan-Guam service will discontinue in October 2018. Ms. Cabedo said she heard that Air Busan plans to increase its flight service to Guam. Mr. Park suggested we focus on increasing the load factor from Busan. KMC Chairman Jackson said the focus would be on FAM tours and exposure to address the Busan market before considering monetary contributions.

- KMC Chairman Jackson encouraged the companies of KMC members to speak out and advocate for the tourism industry in regards to the Legislature's deliberations for the FY 2019 budget.

- Ms. Laguaña asked KMC members to respond to both good and bad reviews on TripAdvisor and other online platforms.

- GVB Marketing Manager for Korea Colleen Cabedo reminded KMC members that they should renew their membership for FY 2019.
- Ms. Cabedo introduced Nicole Benavente as the new GVB Marketing Coordinator for Korea, and Nakisha Garrido's new position as GVB Destination Specialist.

- The next KMC meeting will be held on September 11, 2018.

IX. ADJOURNMENT

- KMC Vice Chairman Kloppenburg made a motion to adjourn the meeting, seconded by Mr. Stephen Gatewood. The meeting adjourned at approximately 11:47 a.m.

Minutes Prepared By: Nicole B. Benavente, Marketing Coordinator - Korea

Minutes Reviewed By: Colleen Cabedo, Marketing Manager – Korea

Minutes Approved By: Pilar Laguaña, Director of Global Marketing