Speaker's Office <speaker@guamlegislature.org>

Fwd: GVB Board Packet: Sept 27, 2018

1 message

Senator Therese Terlaje <senatorterlajeguam@gmail.com> Thu, Sep 27, 2018 at 11:52 AM
To: speaker@guamlegislature.org

Vice Speaker Therese M. Terlaje
34GL-18-2358
SEP 27 2018
Time: 11:52
Received by: JM

--

The Office of Vice Speaker Therese M. Terlaje
Committee on Culture and Justice
I Mina'trentai Kuåttro na Liheslaturan Guåhan
34th Guam Legislature
Guam Congress Building, 163 Chalan Santo Papa, Hagåtña, Guam 96910
T: (671) 472-3586 F: (671) 472-3589
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2018 SEP 27 PM 12:44 OT

Begin forwarded message:

From: Maura Yi <maura.yi@visitguam.org>
Subject: GVB Board Packet: Sept 27, 2018
Date: September 27, 2018 at 11:18:27 AM GMT+10
To: Senator Therese Terlaje <senatorterlajeguam@gmail.com>

Håfa Adai,

Pursuant to Title 5 Ch 8 Section 8113.1. of the Guam Code Annotated, attached is the board packet of September 27, 2018.

Thank you!
--
Senseramente,
Maura Yi
Executive Secretary

GUAM VISITORS BUREAU
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maura.yi@visitguam.org | http://www.visitguam.com

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2358

REGULAR BOARD OF DIRECTORS MEETING
Thursday, September 27, 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 September 13, 2018.

III. CHAIRMAN'S REPORT

IV. PRESIDENT & CEO'S REPORT

V. TREASURER'S REPORT Exhibit B

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

B. ADMINISTRATION & GOV'T RELATIONS

RESOLUTION NO. 2018-004 Exhibit C

Motion to approve Resolution No: 2018-004 relative to honoring Mr. Norio Nakajima, President, Micronesian Hospitality Inc., for his contributions to the Guam Visitors Bureau, Guam Tourism Industry, and People of Guam, and congratulating him on his retirement.

Issue: Board approval required.

C. VISITOR SAFETY & SATISFACTION

ISLAND WIDE INSPECTION PRESENTATION

D. CULTURAL & HERITAGE

E. DESTINATION MANAGEMENT

F. SPORTS & EVENTS

G. MEMBERSHIP & COMMUNITY OUTREACH

H. RESEARCH

PATA CERTIFICATION IN ADVANCED HOTEL TOURISM ANALYTICS (CAHTA)

Motion to approve travel for the Director of Tourism Research/designee and (1) Research Staff to attend the PATA Certification in Advanced Hotel Tourism Analytics (CAHTA) in Bangkok, Thailand from November 19 - 20, 2019. Travel Cost is approximately $5,328.00 which will be charged from FY2019 Budget Acct# RES104.

Airfare:	$800 x 2 pax					$1,600.00
Per Diem:	**Melbourne**	**Lodging**	**Nights**	**M&IE**	**Days**	
	DoTM/Designee	$146.00	4	$95.00	4	$964.00
	Research Staff	$146.00	4	$95.00	4	$964.00
Misc.	Membership Registration fee					$1,800.00
					TOTAL	$5,328.00

Background: The Certification in Advanced Hotel and Tourism Analytics (CAHTA) is a certification focused on data research for hospitality industry professionals geared towards revenue managers, general managers, corporate staff, and research professionals. Jointly offered by the Pacific Asia Travel Association (PATA) and STR, the training provides a comprehensive, step-by-step tutorial on how to design and implement a professional-level research project - specifically a Market Study for a major destination city.

Participants will gain practical skills in extracting and analyzing data in order to identify historic trends and consumer patterns through foundational metrics and methodologies used by the hotel industry. Participants will also learn how to interpret and present analytic results through various methods of data visualization. Finally, participants will gain hands-on practice by developing their own research project and presenting their findings to the group to complete the certification.

Issue: Board approval required for travel.

I. KOREA

Committee minutes dated September 25, 2018 **Exhibit D**

MARKETING ADMINISTRATIVE STRATEGY & PLANNING MEETING W/GVB KOREA OFFICE

Motion to approve travel for GVB President & CEO and GVB Director of Global Marketing or their designee's, (1) GVB Marketing Staff and (1) GVB Research Staff to conduct a quarterly meeting with GVB Korea Representatives in October/November 2018 in Seoul, Korea. Cost is approximately $6,000.00 from Acct# KO-SMD023 and $1,744.00 from Account No. RES-104.

Airfare:	$1,000 x 4 pax					$4,000.00
Per Diem:	**Seoul**	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$287.50	2	$177.50	2	$930.00
	DoGM	$230.00	2	$142.00	2	$744.00
	Marketing Staff	$230.00	2	$142.00	2	$744.00
	Reseach Staff	$230.00	2	$142.00	2	$744.00
Business communications, excess baggage fees, meeting expenses, etc.						$582.00
					TOTAL	**$7,744.00**

Background: GVB plans to have the GVB President & CEO, GVB Director of Global Marketing, GVB research staff and GVB marketing staff to conduct meetings with the Korea marketing

representatives every quarter to discuss upcoming quarterly promotions and research studies for FY2019. While there, they may also plan to conduct meetings with the industry to discuss any issues and opportunities within the market. The scheduled administrative meetings are also an opportune time to evaluate and discuss progress on FY2019 smart goal achievements.

Issue: Board approval for travel required.

HANA TOUR INTERNATIONAL SHOW BUSAN / YEAR END APPRECIATION

Motion to approve travel for (1) GVB Board Member, GVB President & CEO and GVB Director of Global Marketing or their designee's, (1) GVB marketing staff, GVB Culture & Heritage officer or designee, (1) Miss Guam, (2) musicians and (4) dancers to attend Year End Appreciation Reception with Travel Agents in Seoul, Korea on November 28, 2018 and the Hana Tour International Travel Show in Busan from November 30 – December 2, 2018 in Busan, Korea. Cost is approximately $40,732.00 from Accts# KO-SMD023 ($14,000.00) and CPO002 ($26,732.00).

Airfare:	$1,000 x 4 pax					$4,000.00
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 Staff	$230.00	1	$142.00	1	$372.00
	Busan	**Lodging**	**Nights**	**M&IE**	**Days**	
	Board Member	$291.25	4	$181.25	5	$2,071.25
	President & CEO	$291.25	4	$181.25	5	$2,071.25
	DoGM	$233.00	4	$145.00	5	$1,657.00
	Marketing Staff	$233.00	4	$145.00	5	$1,657.00
Business Communications, Excess Baggage Fees, Meeting Expenses, etc.						$869.50
					TOTAL	**$14,000.00**

Airfare:	$1,000 x 8 pax					$8,000.00
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
	Dancers (4 pax)	$230.00	1	$142.00	1	$1,488.00
	Busan	**Lodging**	**Nights**	**M&IE**	**Days**	
	C&H Officer	$233.00	4	$145.00	5	$1,657.00
	Miss Guam	$233.00	4	$145.00	5	$1,657.00
	Musician (2 pax)	$233.00	4	$145.00	5	$3,314.00
	Dancers (4 pax)	$233.00	4	$145.00	5	$6,628.00
Prof. Fee	Miss Guam $100 x 5 days					$500.00
	Musicians $100 x 5 days x 2 pax					$1,000.00
	Dancers $50 x 5 days x 4 pax					$1,000.00
					TOTAL	$26,732.00

Background: The Guam Visitors Bureau (GVB) plans to attend the inaugural Hana Tour International Travel Fair 2018 in Busan from November 30 – December 2, 2018. The 2nd annual

HITS 2018 Busan is going to be held at BEXCO targeting over 30,000 visitors with 300 exhibition booths. More than 4.5 million people are going abroad through Busan and Daegu, and Hana Tour introduces the travel information to cope with the surging demand for travel. While in Korea, GVB plans to conduct a year-end appreciation with travel agents in Seoul to thank them for a record-breaking year in Korean arrivals to Guam.

Issue: Board approval required for travel.

J. JAPAN

K. NORTH AMERICA & PACIFIC MARKETS

Committee minutes dated September 18, 2018 **Exhibit E**

EAST COAST GUAM PRODUCT PRESENTATION & MEETINGS

Motion to approve travel for the GVB Director of Global Marketing (DoGM) to meet with representatives from the U.S. Commercial Services and Brand USA in Washington D.C, and to attend the Guam Society of America's Chamorro Night from October 3-6, 2018; and for the DoGM to travel to New York City to meet with representatives from International Pow Wow (IPW), Google, the Pacific Asia Travel Association (PATA) New York Chapter, to promote the newly produced Guam travel package with IWorld of Travel (IWOT), and to meet with JTB USA from October 10-13, 2018. (Estimated total cost for the East Coast Guam Product Presentation & Meetings is $6,000.00 from Account # US-SMD023).

Airfare:	$2,500 x 1 pax					$2,500.00
Per Diem:	**Washington, D.C.**	**Lodging**	**Nights**	**M&IE**	**Days**	
	DoGM	$251.00	4	$76.00	4	$1308.00
	New York	**Lodging**	**Nights**	**M&IE**	**Days**	
	DoGM	$288.00	3	$76.00	4	$1,168.00
Unanticipated Expenses (Communications, excess baggage, meetings, etc.)						$1,024.00
					TOTAL	**$6,000.00**

Background: In support of the Guam Visitors Bureau (GVB) North America's Marketing Committee SMART Goals, GVB will be attending the Guam Society of America's *Chamorro Night* event scheduled on October 6, 2018. At this event and between October 4-6, 2018, GVB will conduct a Guam product presentation to promote the FY2019 Signature Calendar of Events and the newly created IWorld of Travel (IWOT) package. The travel package includes a 10-day/9-nights itinerary for Guam and Japan. During the first five days, travelers will get to experience the food, culture, adventure and comforts of Guam before heading to Japan to experience the country's bustling cities of Tokyo and Kyoto. The package is available to the general consumer with a version that is also available specifically for the LGBTQ travel market. GVB and IWOT has been working very closely the past year to create the Guam travel package and it is now important that we introduce this product to the Chamorro Clubs in the US and to travel agents across the country.

While in Washington, DC, the Director of Global Marketing will also meet with representatives from the U.S. Commercial Services and Brand USA on October 5th. The Director of Global Marketing will then travel to New York City from October 10-13, 2018 to meet with key contacts established at prior travel trade shows to discuss upcoming partnerships in our core and diversifying markets; to meet with Google's Guam marketing team to work with them again to promote our campaigns and the Guam travel package; to meet with the Pacific Asia Travel Association (PATA) New York Chapter travel agents and media to conduct a Guam Product

Presentation promoting the GVB-IWOT Guam travel package and FY2019 campaigns; to meet with IWOT Executives about the current Guam travel package and the possibility of incorporating the upcoming Shop Guam Festival campaign 2019 and GVB's marketing campaign InstaGuam; and lastly, to meet with JTB USA regarding MICE group discussions.

The GVB-IWOT Guam travel package was finalized and became available in the last few months and it is important that it is introduced to the Chamorro communities of Guam in the US Mainland, to the various associations of industry professionals, travel agents, media and organizations.

Issue: Board approval required for travel.

APPLE TRAVEL FIESTA 2018

Motion to approve travel for one (1) GVB Marketing Staff, one (1) GVB Destination Management staff and four (4) cultural entertainers, to attend the Apple Travel Fair 2018 (ATF18), from October 4-7, 2018 in Kuala Lumpur, Malaysia. Estimated cost is $18,260.00 of which $2,910.00 will come from account no. PA-SMD023 and $15,350.00 from DM-CPO001.

Airfare:	$1,500 x 6 pax					$9,000.00
Per Diem:	**Malaysia**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Marketing Staff	$186.00	5	$80.00	6	$1,410.00
	DM Marketing Staff	$186.00	5	$80.00	6	$1,410.00
	(4) Entertainers	$186.00	5	$80.00	6	$5,640.00
Prof. Fees:	Entertainers: $50 x 4 days x 4 pax					$800.00
					TOTAL	**$18,260.00**

Background: The Guam Visitors Bureau (GVB) has recently participated at the Malaysia Association of Travel Trade Agents (MATTA) Fair 2018 in Kuala Lumpur, Malaysia. The MATTA Fair is Malaysia's largest travel consumer show that attracts over 100,000 visitors from Malaysia and Southeast Asia. During the MATTA Fair, GVB partnered with Philippine Airlines (PAL) to conduct a Guam Product Presentation with PAL's key travel agents. This effort was a result of the past two (2) years of working with PAL to open Southeast Asia.

The Guam Product Presentation was a success, in fact, the following day, one of the biggest travel agency in Malaysia, Apple Vacations, introduced a special Guam package that was sold during the 3-day travel fair. Typically, it takes a great deal of time with many meetings and presentations to travel agents to negotiate and produce a travel package, however, Apple Vacations has invested heavily financially and has now already made available an all-inclusive Guam travel package.

Apple Vacations is a serious partner with a strong commitment to promote and sell travel to Guam. Their current package is an all-inclusive six days/four nights travel package offering airfare, four-star hotel accommodations, optional tours and meals for all under $1,500 USD.

Following our participation in the MATTA Fair, GVB was immediately contacted by Apple Vacations' Senior Manager, YJ Chong, and invited to participate in their "Apple Travel Fiesta 2018" event in Kuala Lumpur, Malaysia from October 4-7, 2018. The event will take place at The Curve, Mutiara Damansara. This Travel Fair is going on three years after a very successful run for the last two annual fairs held at the same area, the Bandar Utama Damansara, an affluent residential township in the suburb of Damansara which has a population of 500,000.

The Apple Travel Fair 2018 will include more activities, games, lucky draws and participation from National Tourism Organizations. Over 80,000 people who are generally high-end

consumers are expected to attend the fair. As GVB plans to open up Malaysia and Singapore and promote Guam as a visa-free U.S. destination is Asia, it is important that we support Apple Vacations.

On average, Malaysians take 1.8 trips per year per Malaysian household. Travel periods are noticeably high in the months of June, November and December. In additional, the Malaysian passport is considered the 6th most powerful passport worldwide.

Issue: Board approval required for travel.

ITB ASIA 2018

Motion to approve travel for two (2) Marketing Staff to attend the upcoming ITB Asia 2018 show in Singapore from October 15-20, 2018. Estimated cost is $9,100.00; Account # PA-TTC077.

Airfare:	$2,000 x 2 pax					$4,000.00
Per Diem:	Singapore	Lodging	Nights	M&IE	Days	
	(2) Marketing Staff	$290.00	6	$135.00	6	$5,100.00
					TOTAL	$9,100.00

Background: The Guam Visitors Bureau (GVB) is planning to attend the ITB Asia 2018. ITB Asia is the premier meeting place for the travel trade industry and a forum for establishing high-quality customer contacts and conducting businesses. It is the event where international exhibitors of all sectors within the travel-value chain commerce and Asia Pacific's leading travel companies and emerging small and medium-sized enterprises meet with top international buyers from MICE, Leisure and Corporate Travel markets.

While at ITB Asia, GVB plans to meet with United Airlines in Singapore, Philippine Airlines and Cebu Pacific and their key agents to continue to promote travel to Guam. With key events like the Shop Guam e-Festival and the Visit Guam 2019 Campaign Series scheduled for the later part of the year, this would be a good opportunity to try and generate interest from Singapore. In addition, GVB plans to attend the International Media Marketplace Asia as well. ITB Asia is a networking opportunity to meet face-to-face with over 80+ top-tier international buyers and media.

Issue: Board approval required for travel.

DEMA SHOW 2018 & GUAM DIVE SEMINAR

Motion to approve travel for the GVB Director of Global Marketing and one GVB Marketing staff to attend the DEMA Show 2018 & Guam Dive Seminar in Las Vegas, Nevada from November 12-18, 2018. Estimated total cost is $6,900.00; Account # US-SMD023.

Airfare:	$2,000 x 2 pax					$4,000.00
Per Diem:	Las Vegas	Lodging	Nights	M&IE	Days	
	DoGM	$106.00	7	$64.00	7	$1,190.00
	Marketing Staff	$106.00	7	$64.00	7	$1,190.00
Miscellaneous: Excess baggage, communications expense, etc.						$520.00
					TOTAL	$6,900.00

Background: Guam Visitors Bureau (GVB) is a member of Diving Equipment & Marketing Association (DEMA) and plans attend the DEMA Show. DEMA is the world's only international trade-only event for the dive industry. GVB will have the opportunity to connect face-to-face

and network with more than 9,000 credentialed experts from every aspect of the diving, action watersports and travel professions. This event is attended by travel sellers throughout the world and is the best event for showing the Guam destination to travel agents that organize dive group trips.

As the gateway to Micronesia and America in Asia, Guam is strategically positioned to accommodate the dive enthusiasts as a quick layover, looking for a safe US destination or as a destination with many adventures and shopping options. Scuba diving and diver travelers are known as affluent travelers contributing to the overall tourism industry on Guam. According to results from the 2015 GVB Guam Scuba Dive Survey, the average total expenditure per dive was $163.33. The average number of dives per diver was 3 dives. Based on this data, the average gross revenue per diver amounted to $449.17. In FY2015, based on Guam's major markets alone, 125,498 visitors participated in diving. Based on this data, a conservative estimate can be made that, from our major markets alone, the total gross diving revenue in 2015 is $56,369,635.12.

While participating at the DEMA Show 2018, GVB looks forward to sharing the 2019 Events Calendar to give the divers more time to plan their next dive trip and choose destination Guam. The Guam Visitors Bureau will be joining the Micronesian Pavilion together with Palau Visitors Authority and other Micronesia partners to create a strong regional presence supported by United Airlines and to conduct a Micronesia Seminar to familiarize attendees on the region, diving and other optional activities.

Issue: Board approval required for travel.

L. GREATER CHINA

ADMINISTRATIVE MEETING WITH GVB HONG KONG OFFICE

Motion to approve travel for the (2) Marketing Staff to conduct administrative meetings with GVB Hong Kong Representatives in Octobe/November 2018 in Hong Kong. Cost is approximately $6,210.00 to be taken from Account No. HK-SMD023.

Airfare:	$1,000 x 2 pax				$2,000.00
Per Diem:	**Hong Kong**	**Lodging**	**M&IE**	**Days/Nights**	
	(2) Marketing Staff	$355.00	$180.00	3	$3,210.00
Misc. Expenses:	Business communication costs & excess baggage fees				$1,000.00
				TOTAL	**$6,210.00**

Background: A new marketing representative contract is anticipated to begin on October 1, 2018. This transition will require the GVB Director of Global Marketing and Marketing Manager to travel to Hong Kong to meet GVB's new representative and to conduct a transition meeting with both the outgoing and incoming marketing representative. GVB will also go over FY2019 Hong Kong marketing missions and strategies and to discuss all contractual obligations with the new marketing representative.

Issue: Board approval for travel required.

MARKETING ADMINISTRATIVE STRATEGY & PLANNING MEETING W/ GVB CHINA OFFICE

Motion to approve travel for the Director of Global Marketing and (1) Marketing Staff - China to attend planning, marketing and administrative meetings in Beijing and Shanghai, China. (Projected month: November 2018. Estimated cost $12,674.00; account # CI-SMD023).

Airfare:	$3,500 x 2 pax	$7,000.00

Per Diem:	Beijing	Lodging	Nights	M&IE	Days	
	DoGM	$258.00	3	$119.00	3	$1,131.00
	Marketing Staff	$258.00	3	$119.00	3	$1,131.00
	Shanghai	Lodging	Nights	M&IE	Days	
	DoGM	$259.00	3	$143.00	3	$1,206.00
	Marketing Staff	$259.00	3	$143.00	3	$1,206.00
Misc. Expenses:	Business communication costs & excess baggage fees					$1,000.00
					TOTAL	**$12,674.00**

Background: GVB plans to have the GVB Director of Global Marketing and the GVB China Marketing Staff conduct meetings with the China Marketing Representatives in November 2018 to discuss upcoming quarterly promotions and strategies for FY2019. The scheduled administrative meetings are also an opportune time to evaluate and discuss progress on FY2019 smart goal achievements.

Issue: Board approval needed for travel.

TAIPEI INTERNATIONAL TRAVEL FAIR (ITF) AND WINTER KAOHSIUNG INTERNATIONAL TRAVEL FAIR (KTF)

Motion to approve travel for GVB GCMC Chairperson or Vice Chairperson, GVB President & CEO and GVB Director of Global Marketing or their designee's, (2) Marketing Staff, (2) Research Staff, Cultural Heritage Officer, and (6) Cultural Talent to attend the Taipei International Travel Fair and the Winter Kaohsiung Travel Fair. Travel dates from November 22-December 4, 2018. Cost is approximately $61,375.00 of which $25,877.00 will be taken from the Taiwan Account No. TA-SMD023, $4,432 from Research Account No. RES-104, and $35,498.00 to be taken from Cultural and Heritage Account No. CPO-003.

Marketing and Research Travel Expenses:					
Airfare	$1,000 x 7 pax				$7,000.00
Per Diem:		Lodging	M&IE	Days/Nights	
	BOD Chair	$217.50	$130.00	13	$4,517.50
	President & CEO	$217.50	$130.00	13	$4,517.50
	DoGM	$174.00	$104.00	13	$3,614.00
	(2) Marketing Staff	$174.00	$104.00	13	$7,228.00
	(2) Research Staff	$174.00	$104.00	5	$2,432.00
Business communication costs & excess baggage fees					$1,000.00
				TOTAL EXPENSES:	$30,309.00
CHC Travel Expenses:					
Airfare	$1,000 x 7 pax				$7,000.00
Per Diem:		Lodging	M&IE	Days/Nights	
	(1) CHO (6) Talent	$174.00	$104.00	13	$25,298.00
	Musician Professional Fee ($100 x 8 days x 2 pax)				$1,600.00
	Dancers Professional Fee ($50 x 8 days x 4 pax)				$1,600.00
				TOTAL CHC ESTIMATED EXPENSES:	$35,498.00
				TOTAL COST	**$65,807.00**

Background: Taipei ITF (Nov 23-26): To continue Guam's presence in Taiwan, GVB would attend the Taipei International Travel Fair, one of the most popular travel fairs in the Asia Pacific Region and the largest exhibition with a combined sales event in Taiwan. The 2018 ITF will be held at the Taipei Nangang Exhibition Center from November 23-26. In 2018. The 2017 ITF was held at the Taipei World Trade Center from October 27-30. A total of 950 exhibitors from 68 countries were present and utilized 1,650 booths.

Participation at ITF offers an invaluable investment due to its large trade and consumer reach and resources. GVB's participation at ITF is important as we continue to expand market reach in Taiwan. GVB will exhibit the Guam product with key visuals combined with a live display of Chamorro entertainment.

GVB must continue its outreach and brand awareness during ITF as well as meet and rekindle relationships with trade partners who continue to support the Guam destination.

WINTER KTF (Nov 30-Dec 3): The Kaohsiung International Travel Fair brings together NTOs, national association of travel agents, tour operators and travel agents, organizers of qualified tourism, and many other tourism and travel trade entities to exhibit and promote their products and services to the southern Taiwan region. GVB has been working closely with the Kaohsiung City Government, the Kaohsiung Association of Travel Agents and other key partners in efforts to establish direct air service out of Kaohsiung to service southern Taiwan. It is necessary for GVB to actively bring awareness of the Guam brand and create the demand for travel to Guam from this region and Winter KTF provides this opportunity.

Between ITF-Taipei and Winter KTF, GVB plans to hold media workshops, conduct trade seminars with the Taipei and Kaohsiung Association of Travel Agents, as well as meet and strengthen relationships with both region's city governments and key partners in the industry.

It is also necessary to bring cultural performances during these missions not only to the trade fairs but also at our workshops and seminars. The cultural performances have played a vital role in showcasing Guam's culture, promoting the Guam brand and has been impactful in persuading travel decisions of potential visitors to Guam.

Issue: Board approval required for travel.

M. RUSSIA & NEW MARKETS

Committee minutes dated September 18, 2018 **Exhibit F**

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Upcoming Board Meetings:

- Thursday, October 11, 2018 at 3:30pm, GVB Main Conference Room
- Thursday, October 25, 2018 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

GUAM VISITORS BUREAU
55th ANNIVERSARY
1963 - 2018

BOARD OF DIRECTORS REGULAR MEETING
Thursday, September 13, 2018 – 3:30pm
Guam Visitors Bureau – Main Conference Room

BOARD OF DIRECTORS PRESENT:

Director Milton Morinaga	Director Monte Mesa
Director Samuel Shinohara	Director Theresa Arriola
Director Brad Kloppenburg	Director Bartley Jackson
Director Robert Hofmann	Director Katarina Sgro

A quorum was met

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Eduardo "Champ" Calvo	Director William Nault
Director Tatsuo Takano	Director Satoru Murata
Director Young Sook Hong	

GVB MANAGEMENT & STAFF PRESENT:

Antonio Muna Jr.	Maura Yi	Lisa Linek
Josh Tyquiengco	Doris Ada	June Sugawara
Brian Borja	Elaine Pangelinan	Karida Brennan
Kraig Camacho	Frances Aguon	Dee Hernandez
Nicole Benavente	Sydney Leon Guerrero	Breeana Garrido

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:
Aurelia "Ore" Castro David, Thai Airways

I. CALL TO ORDER

Chairman Morinaga called the meeting of the board to order at 4:11 pm.

II. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Vice Chairman Mesa made a motion, seconded by Director Jackson, to approve the minutes of the previous board of directors meeting dated August 23, 2018.
Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

- Chairman Morinaga thanked all those who were involved from the preparation to recovery efforts for Typhoon Mangkhut. He would like to take this time to revisit the disaster protocol so the Bureau may be better prepared and equipped for the future. GVB, GIAA and the local consulate offices need to work closer together to prevent and mediate any issues and miscommunications.

IV. PRESIDENT & CEO'S REPORT

In President Denight's absence, Vice President Muna gave the President & CEO's Report.

GUAM VISITORS BUREAU
55TH ANNIVERSARY
1963 - 2018

GUAM VISITORS BUREAU

PRESIDENT'S REPORT
09-13-2018

RESEARCH

August 2018

August 1-31, 2018 **Total: 142,701 (0.5%)**

% Market Mix	Origin	2017	2018	% to LY
42.7%	Japan	68,101	60,971	-10.5%
45.1%	Korea	58,383	64,427	10.4%
1.7%	Taiwan	2,300	2,476	7.7%
0.9%	China	1,773	1,306	-26.3%
4.7%	US/Hawaii	5,310	6,703	26.2%
0.4%	Hong Kong	735	585	-20.4%
1.0%	Philippines	1,311	1,488	13.5%
0.1%	Russia	117	124	6.0%

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

Note: August 2018 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date

January – August 31, 2018 **Total: 1,027,473 (-2.1%)**

% Market Mix	Origin	2017	2018	% to LY
35.2%	Japan	448,634	361,563	-19.4%
49.2%	Korea	438,518	505,652	15.3%
1.9%	Taiwan	24,204	19,531	-19.3%
1.2%	China	16,494	11,978	-27.4%
5.9%	US/Hawaii	52,619	60,359	14.7%
0.4%	Hong Kong	12,188	4,088	-66.5%
1.1%	Philippines	11,391	11,494	0.9%
0.3%	Russia	2,080	2,736	31.5%

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

Note: August 2018 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date

October 2017 – August 31, 2018 **Total: 1,402,984 (-2.6%)**

% Market Mix	Origin	2017	2018	% to LY
34.9%	Japan	630,223	489,356	-22.4%
49.4%	Korea	590,520	692,669	17.3%
1.8%	Taiwan	33,925	25,487	-24.9%
1.1%	China	21,881	16,043	-26.7%
5.6%	US/Hawaii	70,525	79,027	12.1%
0.4%	Hong Kong	15,686	6,148	-60.8%
1.3%	Philippines	18,413	17,827	-3.2%
0.3%	Russia	3,027	3,884	28.3%

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

Note: August 2018 Daily Arrivals reflect Civilian Air arrivals only

MARKETING

GUAM VISITORS BUREAU
55TH ANNIVERSARY
1963 - 2018

Japan Marketing News

Courtesy Visit: Ryukoku University

- August 31
- 15 university students
- GVB presentation: Relationship between Guam and Japan, Guam history and culture, and Guam tourism



Japan Marketing News

Niigata Friendship Association 15th Anniversary

- Reception: September 5 in Niigata, Japan
- Participants: Mayor of Niigata City, Chairman of Niigata Chamber of Commerce, and Niigata Friendship Association members
- GVB represented by Chairman Morinaga and JMC Vice Chairman Murata
- GVB delegation also met with Mr. Mutsushi Watanabe, Niigata Regional Office Branch Manager, Korean Air on September 5





Japan Marketing News

Courtesy Visit: Kashiwa Chamber of Commerce and Industry Young Entrepreneurs Group (YEG)

- September 12
- Agenda: Kashiwa YEG 40th Anniversary Overseas Exchange Project on Guam, November 16-21, 2018

Courtesy Visit: Kita Nagoya City

- September 12
- Agenda: Guam English Study Tour on Guam, March 2019

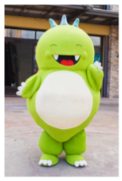




Japan Marketing News

JATA Tourism Expo Japan 2018

- September 20 - 23, 2018
- Venue: Tokyo Big Sight, Japan
- 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







Japan Marketing News

"Golf Island Guam" Campaign

- Period: September 1, 2018 – March 31, 2019
- Objective: Promote golf on Guam throughout the year, especially during the winter season in Japan
- Targets: Senior golfers, young women
- In collaboration with Golf 5, the biggest golf gear retailer in Japan, Guam golf will be promoted through pamphlets, in-store posters, and websites
- Participating travel agencies will sell Guam golf tour packages for local golf courses



Campaign Landing Page

Korea Marketing News

2018 Mode Tour Travel Mart

- Period: August 30 - September 02, 2018
- Venue: COEX, Seoul
- Co-exhibitors: Total (12) - Bayview & Oceanview Hotel Guam, Dusit Thani Guam Resort, Guam Plaza Resort & Spa, Hilton Guam Resort & Spa, Hotel Nikko Guam, Hyatt Regency Guam, Lotte HotelGuam, Onward Beach Resort, Outrigger Guam Beach Resort, Pleasure Island, Royal Orchid Guam Hotel, Sheraton Laguna Guam Resort, The Westin Resort Guam.



GUAM VISITORS BUREAU
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Korea Marketing News

2018 Mode Tour Travel Mart

- Period: August 30 - September 02, 2018
- Venue: COEX, Seoul
- Co-exhibitors: Total (12) - Bayview & Oceanview Hotel Guam, Dusit Thani Guam Resort, Guam Plaza Resort & Spa, Hilton Guam Resort & Spa, Hotel Nikko Guam, Hyatt Regency Guam, Lotte Hotel Guam, Onward Beach Resort, Outrigger Guam Beach Resort, Pleasure Island, Royal Orchid Guam Hotel, Sheraton Laguna Guam Resort, The Westin Resort Guam.



RESULT

- No. of Visitors:110,700 pax (50% increase vs. 2017)
- On site Sales: 2,158 Guam tour products sold (44% increase vs. 2017)

Taiwan Marketing News

2018 Taiwan Modern Tourism Forum

GVB Vice President Antonio Muña Jr. was invited to join the 2018 Taiwan Modern Tourism to give a presentation on Tourism Value made through the Festival of Pacific Arts and joined in a panel discussion.



Taiwan Marketing News

Golf Promotion

PLI's Golf Tour

- 73 PLI Golf Association members participated in the tour
- 3 professional golf media had participated in the fam tour
- Chairman Morinaga, Mr. Felix P. Camacho, Ms. Joann G. Camacho, Mr. Bill Nault and Ms. Young-Sook Hong from GVB board, Mr. Bruce Chen from CI Guam had joined the welcome reception



Hong Kong Marketing News

Updates of Flight Schedule

Promotion Period:	1st Nov 2018 to 28th Mar 2019
Details:	On mid-August, United Airlines announced that the frequency of HKG<>GUM will increase from 4 direct flights to 6 direct flights weekly. It would stimulate the number of visitors in from Hong Kong and even Southern China, especially X'mas period and Chinese New Year.



Hong Kong Marketing News

Fly to Guam Campaign

Promotion Period:	25th Aug to 30th Sep
Mechanism:	GVB in cooperation with United Airlines, Guam Holidays, Hong Thai Travel, Travel Expert, United Vacations & Wing On Travel rolled out a sales campaign called "FLY TO GUAM". Between 1st and 30th Sep 2018, a complimentary 4-days sim card (valued US$20 for unlimited mobile data and voice call) would be given for each adult traveller upon any purchase of Guam Travel products while stock lasts.
	GVB featuring promotion on Facebook AD, web banner, leaflets, outdoor consumer event with free ice cream distribution and etc.





DESTINATION DEVELOPMENT

GUAM VISITORS BUREAU
55TH ANNIVERSARY
1963 - 2018



V. TREASURER'S REPORT

FY2019 BUDGET ALLOCATION

Director Shinohara made a motion, seconded by Vice Chairman Mesa, to approve FY2019 budget allocation.
Motion unanimously approved

Issue: Board approval required.

- Director Shinohara shared with the board, management's suggestions on budget allocations for FY2019. Management is able to reconcile the cash accounts with under spent money from budgets of previous years to supplement the shortage in the requested budget from the approved legislature budget. As a result, management established an airline development fund of $3 million, which can be utilized by all the markets. With the board's approval and some discretion from management, markets may request to shift money from the Rainy-Day Fund or from other markets.

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

RAKUTEN JAPAN OPEN TENNIS CHAMPIONSHIPS

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

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

Vice Chairman Mesa made a motion, seconded by Director Shinohara, to approve travel for the month of October 2018 from FY2019 as presented. Changes made are subject to board approval.
Motion unanimously approved

Issue: Board approval required for travel.

- With October fast approaching, Vice President Muna stated the marketing teams would like to get the approval of October 2018 travel motions for FY2019 to have enough preparation time for delegation travel.

C. RESEARCH

- Director Shinohara reported the team is aggregating data on the impact post Typhoon Mangkhut and will share the information when available.

D. JAPAN

E. NORTH AMERICA & PACIFIC MARKETS

F. GREATER CHINA

G. RUSSIA & NEW MARKETS

- The Russia Roadshow will be scheduled for October/November 2018.

H. KOREA

- The annual Korea Roadshow in Busan, Gwangju and Daegu will take place October 2018. Followed by the Hana Tour Show in Busan for November 2018.
- The team returned from a successful Mode Tour Travel Show, providing good exposure for Guam as it was held at COEX in Seoul.
- Management along with the legal counsel, is working directly with MBC in finalize the KPOP Concert contract. GVB sent the latest revisions of the contract to MBC yesterday and the final version will be shared with the board for feedback.

I. CULTURAL & HERITAGE

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

Director Arriola made a motion, seconded by Director Jackson, 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).
Motion unanimously approved

	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.

- GVB management will have to work with Guam Museum to see if student rates can be applied to off-island students here on school programs.
- The board would also like to revisit the idea of hosting a board meeting at the museum so that board members may experience the exhibits.

J. DESTINATION MANAGEMENT

- GVB to reach out to DPR in regards to the locking of public restrooms during hours of operation.

K. SPORTS & EVENTS

L. MEMBERSHIP & COMMUNITY OUTREACH

- Membership renewal is ongoing, deadline for dues will be October 10, 2018.
- Director Kloppenburg notified, due to Typhoon Mangkhu the membership meeting that was scheduled for September 14, 2018 has been postponed to a later date. Details will be forthcoming. Questions for the gubernatorial debate may still be submitted to Destination Specialist Ada.

M. VISITOR SAFETY & SATISFACTION

- Update in regards to the illegal B&B issue, GVB's information pamphlet was approved by DR&T. Destination Specialist Garrido is working on an outreach to short-term vacation rentals but is having schedule conflicts with DR&T. GVB management is suggesting to have a certification/inspection program that mirrors the tour guide inspection protocol and report info back to DR&T.

GVB RFP 2018-004

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

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

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

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

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 2018-006 Visitor Surveys, and if successful, to enter into a contract.
Motion unanimously approved

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

Director Arriola made a motion, seconded by Director Shinohara, to adjourn the meeting. Meeting adjourned at 5:06 pm.
Motion unanimously approved

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

Board Minutes respectively submitted by Maura Yi, Executive Secretary

FY 2018							
	Appropriation	Received to Date			Balance		
Operations	$ 18,750,216.00	$ 17,268,001.02	92%	$	1,482,214.98	8%	
Sustained Marketing - Korea	$ 4,000,000.00	$ 3,636,363.63	91%	$	363,636.37	9%	
Destination Development	$ 1,085,000.00	$ 994,583.33	92%	$	90,416.67	8%	
GVB Cruise Ship Industry Development Program	$ 50,000.00	$ 45,833.33	92%	$	4,166.67	8%	
Rainy Day Fund	$ 200,000.00	$ 183,333.33	92%	$	16,666.67	8%	
Cultural & Sports Ambassador Fund	$ 200,000.00	$ 183,333.33	92%	$	16,666.67	8%	
Pass-Thru	$ 790,000.00	$ 724,166.58	92%	$	65,833.42	8%	
TOTAL RECEIVABLES FY 2018	**$ 25,075,216.00**	**$ 23,035,614.55**		**$**	**2,039,601.45**		

-Allotment received for October 2017 - August 2018

	Budget	Expenditures to Date	Balance
Administration	**3,600,000**	**2,491,449**	**1,108,551**
Marketing			
Japan	8,250,000	6,781,093	1,468,907
Korea	4,000,000	3,085,662	914,338
Taiwan	400,000	295,926	104,074
Pacific Micronesia	180,000	107,142	72,858
North America	250,000	183,561	66,439
China	1,000,000	484,142	515,858
Russia	250,000	97,821	152,179
Hong Kong	230,216	108,642	121,574
Philippines	350,000	208,144	141,856
Branding	500,000	409,265	90,735
Social Media	340,000	171,130	168,870
Global Website	300,000	215,387	84,613
Printing Promotion	200,000	59,672	140,328
Total Marketing	**16,250,216**	**12,207,587**	**4,042,629**
Research	**600,000**	**387,283**	**212,717**
Sports & Events	**850,000**	**810,342**	**39,658**
Cultural & Heritage	**750,000**	**590,185**	**159,815**
Visitor Safety & Satisfaction	**700,000**	**620,752**	**79,248**
Destination Development	**1,085,000**	**702,625**	**382,375**
Total	**23,835,216**	**17,810,223**	**6,024,993**

EXHIBIT C

GUAM VISITORS BUREAU
55th ANNIVERSARY
1963 - 2018

Milton Morinaga, Chairman
Monte Mesa, Vice Chairman
Theresa Arriola, Secretary
Samuel Shinohara, Treasurer
Eduardo Calvo, Member
Bartley Jackson, Member
Brad Kloppenburg, Member
Mayor Robert Hofmann, Member
Katarina Sgro, Member
Young Sook Hong, Member
Tatsuo Takano, Member
William Nault, Member
Satoru Murata, Member

GUAM VISITORS BUREAU RESOLUTION NO. 2018-004

RELATIVE TO HONORING MR. NORIO NAKAJIMA, PRESIDENT, MICRONESIAN HOSPITALITY INC., FOR HIS CONTRIBUTIONS TO THE GUAM VISITORS BUREAU, GUAM TOURISM INDUSTRY, AND PEOPLE OF GUAM, AND CONGRATULATING HIM ON HIS RETIREMENT.

WHEREAS, Mr. Norio Nakajima joined Kakuei Construction Co., Ltd., Real Estate Company, Japan, in 1975 to 1981; and in 1976 joined subsidiary company Guam Kakuei Co, Ltd. DBA as Hotel Tropicana Guam

WHEREAS, Mr. Norio Nakajima started working with Micronesian Hospitality, Inc. in 1981 as Director of Sales; and while with BABA Corporation Mr. Nakajima was involved in the development of Atlantis Guam, Advance Management, Nippon Rent-A-Car and duty-free retail business; and

WHEREAS, Mr. Norio Nakajima served as General Manager for Micronesian Hospitality, Inc. from 1984 to 2008; and from 2008 to 2018 as President of Micronesian Hospitality, Inc., subsidiary of Sanko Enterprises, Inc.

WHEREAS, in addition to his many contributions to the development of Guam's tourism; Mr. Nakajima served as GVB Board of Director from 2001~2002 and 2013 to 2016; and

WHEREAS, Mr. Nakajima has been an active member of Destination Committee and Japan Marketing Committee of the Guam Visitors Bureau, and

WHEREAS, Mr. Nakajima has been an active member of Japan Guam Travel Association since 1984 and served with the Japan Club of Guam as Vice President and Board member for several terms;

NOW THEREFORE BE IT

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

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

GUAM VISITORS BUREAU
55th ANNIVERSARY
1963 - 2018

DULY AND REGULARLY ADOPTED THIS ____ DAY OF OCTOBER 2018.

MILTON MORINAGA
Chairman of the GVB Board of Directors

IN WITNESS WHEREOFF, I have subscribed my name and affixed the seal of the said corporation this ____ day of October 2018.

THERESA C. ARRIOLA
Secretary of the GVB Board of Directors

KOREA MARKETING COMMITTEE MEETING MINUTES
11:00AM - Tuesday, September 25, 2018
GVB Main Conference Room

Members Present:	Members Absent:
Akihiro Tani – Fish Eye Marine Park Ayisha McKinnon – Red Door Productions Bonnie Lee – Anthology Research Cindy Chang – HIS Guam Inc. Daisuke Sato – Watabe Guam Inc. Elisha Lee – Lotte Hotel Guam Gun Park – Dusit Thani Guam Stella Bae – Hyatt Regency Guam Jenny Cheon – Hotel Nikko Guam Jenny Song – Outrigger Guam Beach Resort Juno Eun – CoreTech Resort LLC. DBA: Oceanview/Bayview Kyu Sik Kim – Pacific Star Resort & Spa Mark Anderson – Nissan Rent a Car Soohyun Lee – Tumon Aquarium LLC Tae Oh – Baldyga Group Youngmin Kim – Pacific Island Club	Asher Goldenburg – Guamster Carlos Taitano – University of Guam Yoshihisa Otani – Westin Guam Do Hyung Kim – Zeus Tours Jae Yu – Tumon Bay Lobster & Grill Jason Lee – Sheraton Laguna Guam Resort Jennifer Chae – Onward Beach Resort Jennifer Mcferran – International Dining Concepts John Ko – Net Enterprises Katsutoshi Kabasawa – Lam Lam Tours & Transport Stephen Gatewood – Alupang Beach Club Sudipta Basu- Guam Plaza Hotel Sunardi Li – Sentry Hospitality Susan Fryer – Tumon Sands Plaza Terry Chung – T-Galleria Yoshinori Oshita – Guam Reef & Olive Spa Resort
Guests/Alternate Members:	**GVB Korea Office/GVB Chairs/Mgmt. /Staff Present:**
Annabelle Santos – Sentry Hospitality Annie Joo – Baldyga Group Kaori Sablan – Fish Eye Marine Park Seung Hwan Joo – Lotte Hotel Kevin Carey - CoreTech Resort LLC. DBA: Oceanview/Bayview Annie Joo – Baldyga Group Sayumi Ishioka – Micronesia Mall Valerie Blas – Sentry Hospitality Youngchan Lee- Royal Orchid Guam Hotel	Bartley Jackson – KMC Chairman Young Sook Hong – KMC Vice Chairwoman Colleen Cabedo - Marketing Manager, Korea Nicole B. Benavente – Marketing Coordinator, Korea

I. CALL TO ORDER

Chairman Bartley Jackson called the meeting to order at 11:05AM.

II. APPROVAL OF COMMITTEE MINUTES

Chairman Jackson motioned for the approval of the minutes from our last meeting held on August 14, 2018. The motion was seconded by Vice Chairwoman Young Sook Hong and unanimously passed by the committee.

III. REPORT OF THE CHAIRMAN

Chairman Jackson wished everyone a happy Chuseok and congratulated all who participated in the Korea Festival held on September 22.

Chairman Jackson reminded KMC members to renew their membership for FY 2019 by mid-October. He also reminded members that the GVB Korea Roadshow will take place in approximately two weeks.

He reserved further report and deferred to management.

IV. REPORT OF MANAGEMENT

V. KOREA MARKETING NEWS

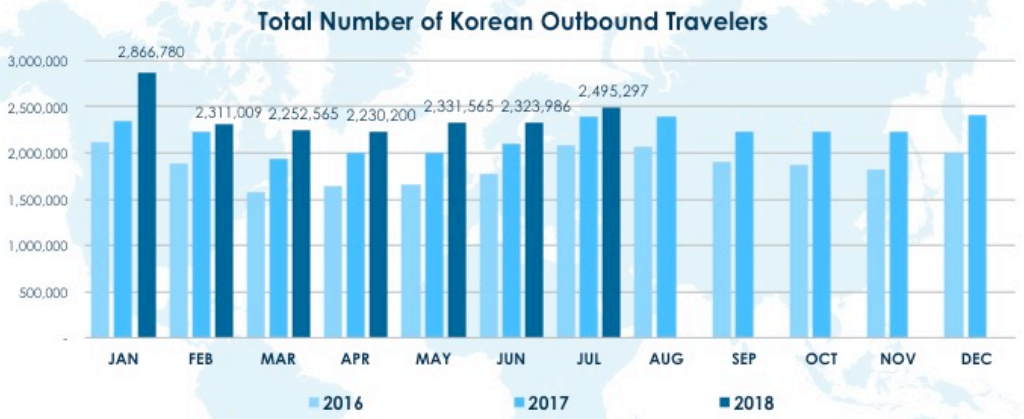
Marketing Manager for Korea Colleen Cabedo presented the latest Korea marketing news.




Presentation
Agenda
01. Korea Outbound Market Trend
02. What's Done in 2018 August
03. Ongoing & Upcoming Projects
Q & A


Korea Outbound
Market Trend

Korea Outbound Market Trend
Overall Market Trend



- Total number of Korean outbound travelers: 2.5 million (2018 JUL) -> 4.4% increased vs. 2017 JUL
  2017 JUL YTD: 16.8million -> 12.0% increased vs. 2017 YTD

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

Korea Outbound Market
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
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	6times/week	4,914	NA
TOTAL SEAT CAPACITY				4,914	NA

Korea Outbound Market
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 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	64,301					505,526
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	436,733
Growth Rate (%)	21.9%	18.7%	2.3%	13.0%	17.3%	23.6%	15.6%	10.1%					15.3%↑

- 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 SEP

Incheon – Guam

Airline	Flight No.	DEP. Time	Days	2018 SEP	2017 SEP
Korean Air	KE113	09:45	Daily	8,730	8,730
	KE111	19:35	Daily	8,280	10,140
Jeju Air	7C3102	10:35	Daily	5,670	5,670
	7C3106	20:20	Daily	5,670	5,670
	7C3108	21:15	Daily	N/A	5,670
Jin Air	LJ645	7:30	Daily	5,670	N/A
	LJ641	9:40	Daily	5,670	11,790
	LJ643	21:35	Daily	5,670	N/A
T'Way Air	TW301	18:00	Daily	5,670	5,670
Air Seoul	RS102	20:45	Daily	5,850	3,120
TOTAL SEAT CAPACITY				56,880	56,460

- Jeju Air stopped the 7C3108 flight operation by July 19
- Outbound seat capacity from ICN to GUM = 56,880 seats (420 seats more than 2017 SEP)

Korea Outbound Market Forecast
Airline Capacity to Guam in SEP

Busan – Guam

Airline	Flight No.	DEP. Time	Days	2018 SEP	2017 SEP
Korean Air	KE2115	22:05	4times/week	2,484	2,346
Jeju Air	7C3154	22:00	Daily	5,670	5,670
Jin Air	LJ647	08:00	Daily	5,670	3,213
Air Busan	BX612	22:05	5times/week	4,290	3,315 (4times/week)
TOTAL SEAT CAPACITY				18,114	14,544

- Outbound seat capacity from PUS to GUM = 18,114 seats (3,570 seats more than 2017 SEP)

Daegu – Osaka – Guam

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

Cheongju – Osaka – Guam

Airline	Flight No.	DEP. Time	Days	2018 SEP	2017 SEP
Jeju Air	7C3172	07:00	6times/week	4,914	NA
TOTAL SEAT CAPACITY				4,914	NA

Korea Outbound Market Forecast
Airline Capacity to Guam in SEP



Total Outbound Seat Capacity (September)		
Origin	2018	2017
ICN – GUM	56,880 seats	56,460 seats
PUS – GUM	18,114 seats	14,544 seats
TAE – GUM (via KIX)	*5,670 seats*	*5,670 seats*
CJJ – GUM (via KIX)	*4,914 seats*	*NA*
TOTAL (ICN & PUS)	**74,994 seats + TAE & CJJ**	**71,004 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	63,065	
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%	3.2%	



Doc. No. 34GL-18-2358.*

August 2018 Update
2018 Mode Tour Travel Mart

- Period: August 30 ~ September 02, 2018
- Venue: COEX 1F (Hall A)
- Co-exhibitors: Total (12) – Bayview & Oceanview Hotel Guam, Dusit Thani Guam Resort, Guam Plaza Resort & Spa, Hilton Guam Resort & Spa, Hotel Nikko Guam, Hyatt Regency Guam, Lotte Hotel Guam, On ward Beach Resort, Outrigger Guam Beach Resort, Pleasure Island, Royal Orchid Guam Hotel, Sheraton La guna Guam Resort, The Westin Resort Guam.



August 2018 Update
2018 Mode Tour Travel Mart

- Period: August 30 ~ September 02, 2018
- Venue: COEX 1F (Hall A)
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RESULT

- No. of Visitors: 110,700 pax (50% increase vs. 2017)
- On site Sales: 2,158 Guam tour products sold (44% increase vs. 2017)
  (Saipan: 826 tour products sold)



Ongoing & Upcoming Project
2018 GVB Korea Roadshow

✓ Period: October 10 ~ October 12, 2018

Region	Busan	Gwangju	Daegu
Date	October 10 (Wed)	October 11 (Thu)	October 12 (Fri)
Venue	Paradise Hotel Busan Grand Ballroom (2F)	Ramada Plaza Gwangju Grand Ballroom (5F)	Hotel Novotel Ambassador Daegu Champagne Hall (B2F)

✓ Program for each city

10:15am: Registration
10:30am: Opening & GVB Presentation
11:00am – 12:45pm: Travel Mart (open table)
- Guam passport stamp event will be implemented for active 1:1 meeting
- Gifts will be provided to those who accomplish it

12:45pm: Luncheon & Lucky Draw
13:30pm: Closing



Ongoing & Upcoming Project
The 99th National Sports Festival

- ✓ Period: October 12 ~ October 18, 2018
- ✓ Opening: October 12, 2018
- ✓ Venue: 70 Stadiums in 14 Cities including Iksan
- ✓ No. of Participants: 30,000
- ✓ GVB support: Miss Guam, 2 Musicians, 2 Dancers, Giveaways
- ✓ National Sports Festival is an annual sports event in Korea. GVB support to Korea Guam Sports Council every year and in this year, GVB was requested to support Miss Guam, cultural group, and giveaways for opening ceremony.







Ongoing & Upcoming Project
2018 Shop Guam e-Festival

SHOP GUAM e-FESTIVAL 2018

	2018 Global Target	2018 Korean Target (Draft)	2017 Korean Actual
Period	2018 November 10 ~ 2019 February 10 (93days)		2017 November 10 ~ 2018 February 28 (111days)
Visitor Arrivals	450,000+	250,000 (55% out of total)	243,222
Mobile App Download	60,000	35,000 (58% out of total)	31,063
Media Value	USD 17M+	USD 10M+ (58% out of total)	$9.7M+

Discussion:

- Marketing Manager for Korea Colleen Cabedo invited feedback from members on the Mode Tour and Roadshow.
- Mr. Gun Park informed GVB that the hotel in Gwangju for the dates of the Korea Roadshow is fully booked and suggested that in the future GVB collect all participants and book their rooms together.
- Mr. Park also pointed out that during the Mode Tour, exhibitors had to share round-tables with their neighboring exhibitors, and suggested that for Mode Tour 2019 each exhibitor have their own discussion table.

Marketing Manager for Korea Colleen Cabedo presented the Travel Motions for the Korea market in FY 2019.



FY2019 Budget

Board approved budget allocation on 9/13/18

Korea Budget

$3,000,000

TRAVEL PLANNING

FY2019 Korea Travel

- **Marketing Administrative Strategy & Planning Meeting w/ GVB Korea Office**
  - October 2018 / January 2019 / July 2019
  - Trips planned for GVB President & CEO, GVB Director of Global Marketing or their designee's and 1 Marketing Staff to meet with reps and inspect offices, discuss quarterly strategies

- **Hana Tour International Show Busan / Year End Appreciation Reception**
  - November 28 – December 2, 2018
  - Trips planned for GVB Board Member, GVB President & CEO, GVB Director of Global Marketing or their designee's and 1 Marketing Staff to conduct year end reception with travel agents in Seoul, Korea and participate in the Hana Tour International Show in Busan to conduct industry meetings and support package sales to Guam.

FY2019 Korea Travel

- **Hana Tour International Show in Seoul**
  - June 2019 (Date TBC)
  - Trips planned for GVB Board Member, GVB President & CEO, GVB Director of Global Marketing or their designee's and 1 Marketing Staff to participate in the Hana Tour International Show in Seoul to conduct industry meetings and support package sales to Guam.

- **KOTFA 2019**
  - June 2019 (Date TBC)
  - Trips planned for GVB Board Member, GVB President & CEO, GVB Director of Global Marketing or their designee's and 1 Marketing Staff to participate in the KOTFA Show to express Guam's appreciation to the Korean travel trade and consumers.



Vice Chairwoman Hong made a motion, seconded by Mr. Daisuke Sato, to approve Korea Travel for FY 2019. The committee unanimously approved the motion.

Marketing Manager for Korea Colleen Cabedo presented the Korea Arrival Report and Mode Tour Travel Mart Survey Results.

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

MONTH-TO-DATE ARRIVAL COMPARISON
September 1-14, 2017/8

	2017	2018	% frm LY
Japan	22,713	19,181	-15.6%
Korea	28,352	26,074	-8.0%
Taiwan	1,123	1,086	-3.3%
China, P.R.C.	536	268	-50.0%
*USA/Hawaii	2,162	3,406	57.5%
CNMI	644	511	-20.7%
Palau	116	100	-13.8%
FSM	418	392	-6.2%
RMI	60	32	-46.7%
Philippines	689	471	-31.6%
Australia	24	23	-4.2%
*Canada	17	-	-
Europe	47	65	38.3%
Hong Kong	217	190	-12.4%
*Thailand	9	-	-
*Vietnam	4	-	-
Russia	72	49	-31.9%
*Singapore	-	31	-
*India	-	6	-
*Malaysia	-	15	-
Other/Unknown	119	151	26.9%
Total	**57,322**	**52,051**	**-9.2%**

Note: September 2018 daily arrivals reflect Civilian Air arrivals only.
Source: Guam Customs Declaration Forms, Customs & Quarantine Agency.
Processed by the Guam Visitors Bureau.

**Due to the implementation of the New Customs Declaration Forms in December 2017, countries have been added or omitted based on visitor market trends.*

PRELIMINARY

CALENDAR YEAR-TO-DATE ARRIVAL COMPARISON
SEPTEMBER 2018

	CALENDAR YEAR 2017	CALENDAR YEAR-TO-DATE JANUARY - AUGUST[P]			MONTH-TO-DATE SEPTEMBER 1 - 14			CALENDAR YEAR-TO-DATE JANUARY - SEPTEMBER 1 - 14		
	2017	2017	2018	% frm LY	2017	2018	% frm LY	2017	2018	% frm LY
Japan	620,547	448,884	363,537	-19.0%	22,713	19,181	-15.6%	471,597	382,718	-18.8%
Korea	684,443	438,546	507,151	15.6%	28,352	26,074	-8.0%	466,898	533,225	14.2%
Taiwan	32,505	24,204	19,560	-19.2%	1,123	1,086	-3.3%	25,327	20,646	-18.5%
China, P.R.C.	21,856	16,497	12,026	-27.1%	536	268	-50.0%	17,033	12,294	-27.8%
*USA/Hawaii	77,058	53,239	62,166	16.8%	2,162	3,406	57.5%	55,401	65,572	18.4%
CNMI	19,316	12,287	14,274	16.2%	644	511	-20.7%	12,931	14,785	14.3%
Palau	4,165	2,559	2,772	8.3%	116	100	-13.8%	2,675	2,872	7.4%
FSM	11,541	7,213	10,361	43.6%	418	392	-6.2%	7,631	10,753	40.9%
RMI	1,275	866	1,168	34.9%	60	32	-46.7%	926	1,200	29.6%
Philippines	19,129	11,392	11,550	1.4%	689	471	-31.6%	12,081	12,021	-0.5%
Australia	2,255	1,712	1,694	-1.1%	24	23	-4.2%	1,736	1,717	-1.1%
*Canada	859	686	-	-	17	-	-	703	-	-
Europe	2,061	1,345	1,448	7.7%	47	65	38.3%	1,392	1,513	8.7%
Hong Kong	14,614	12,188	4,113	-66.3%	217	190	-12.4%	12,405	4,303	-65.3%
*Thailand	411	324	-	-	9	-	-	333	-	-
*Vietnam	107	91	-	-	4	-	-	95	-	-
Russia	3,352	2,080	2,737	31.6%	72	49	-31.9%	2,152	2,786	29.5%
*Singapore	97	-	635	-	-	31	-	-	666	-
*India	8	-	168	-	-	6	-	-	174	-
*Malaysia	20	-	200	-	-	15	-	-	215	-
Other	5,861	3,960	6,353	60.4%	119	151	26.9%	4,079	6,504	59.5%
Sea Arrivals	22,510	12,714	13,139	3.3%	n.a.	n.a.	n.a.	12,714	13,139	3.3%
TOTAL	**1,543,990**	**1,050,787**	**1,035,052**	**-1.5%**	**57,322**	**52,051**	**-9.2%**	**1,108,109**	**1,087,103**	**-1.9%**

Note: September 2017/8 daily arrivals reflect Civilian Air arrivals only. Source: Guam Customs Declaration Forms, Customs & Quarantine Agency. Processed by the GVB. [P] Preliminary

FISCAL YEAR-TO-DATE ARRIVAL COMPARISON
SEPTEMBER 2018

	FISCAL YEAR 2017	FISCAL YEAR-TO-DATE OCTOBER - AUGUST[P]			MONTH-TO-DATE SEPTEMBER 1 - 14			FISCAL YEAR-TO-DATE OCTOBER - SEPTEMBER 1 - 14		
	2017	2017	2018	% frm LY	2017	2018	% frm LY	2017	2018	% frm LY
Japan	674,343	630,484	491,311	-22.1%	22,713	19,181	-15.6%	653,197	510,492	-21.8%
Korea	649,428	590,552	693,632	17.5%	28,352	26,074	-8.0%	618,904	719,706	16.3%
Taiwan	36,270	33,925	25,490	-24.9%	1,123	1,086	-3.3%	35,048	26,576	-24.2%
China, P.R.C.	23,178	21,884	16,050	-26.7%	536	268	-50.0%	22,420	16,318	-27.2%
*USA/Hawaii	76,296	71,140	78,461	10.3%	2,162	3,406	57.5%	73,302	81,867	11.7%
CNMI	18,494	17,092	19,312	13.0%	644	511	-20.7%	17,736	19,823	11.8%
Palau	4,005	3,697	4,055	9.7%	116	100	-13.8%	3,813	4,155	9.0%
FSM	10,958	10,040	13,664	36.1%	418	392	-6.2%	10,458	14,056	34.4%
RMI	1,274	1,171	1,468	25.4%	60	32	-46.7%	1,231	1,500	21.9%
Philippines	19,818	18,419	17,826	-3.2%	689	471	-31.6%	19,108	18,297	-4.2%
Australia	2,227	2,138	2,148	0.5%	24	23	-4.2%	2,162	2,171	0.4%
*Canada	991	942	124	-86.8%	17	-	-	959	124	-87.1%
Europe	2,026	1,918	2,051	6.9%	47	65	38.3%	1,965	2,116	7.7%
Hong Kong	16,053	15,686	6,174	-60.6%	217	190	-12.4%	15,903	6,364	-60.0%
*Thailand	445	427	69	-83.8%	9	-	-	436	69	-84.2%
*Vietnam	128	121	9	-92.6%	4	-	-	125	9	-92.8%
Russia	3,151	3,027	3,884	28.3%	72	49	-31.9%	3,099	3,933	26.9%
*Singapore	-	-	730	-	-	31	-	-	761	-
*India	-	-	176	-	-	6	-	-	182	-
*Malaysia	-	-	219	-	-	15	-	-	234	-
Other	5,742	5,375	7,720	43.6%	119	151	26.9%	5,494	7,871	43.3%
Sea Arrivals	14,568	14,218	22,510	58.3%	n.a.	n.a.	n.a.	14,218	22,510	58.3%
TOTAL	**1,559,395**	**1,442,256**	**1,407,083**	**-2.4%**	**57,322**	**52,051**	**-9.2%**	**1,499,578**	**1,459,134**	**-2.7%**

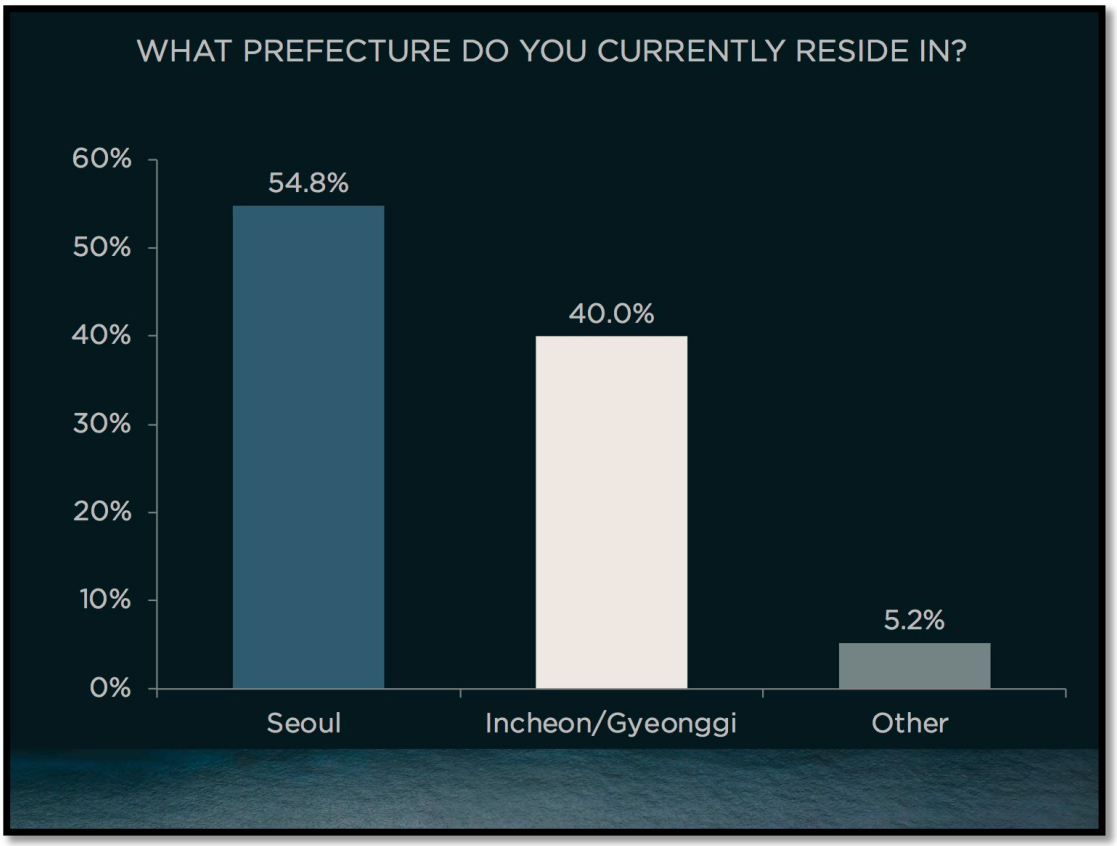
Note: September 2017/8 daily arrivals reflect Civilian Air arrivals only.Source: Guam Customs Declaration Forms, Customs & Quarantine Agency. Processed by the GVB. [P] Preliminary

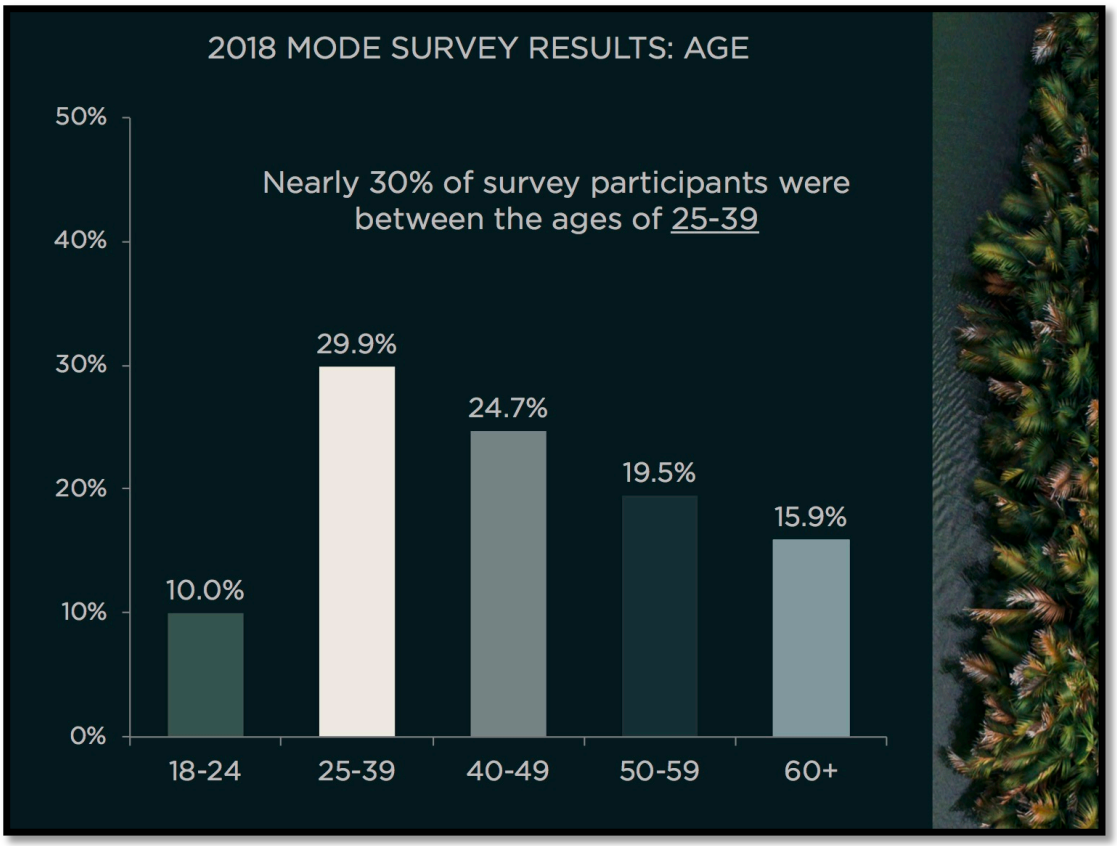
PRELIMINARY

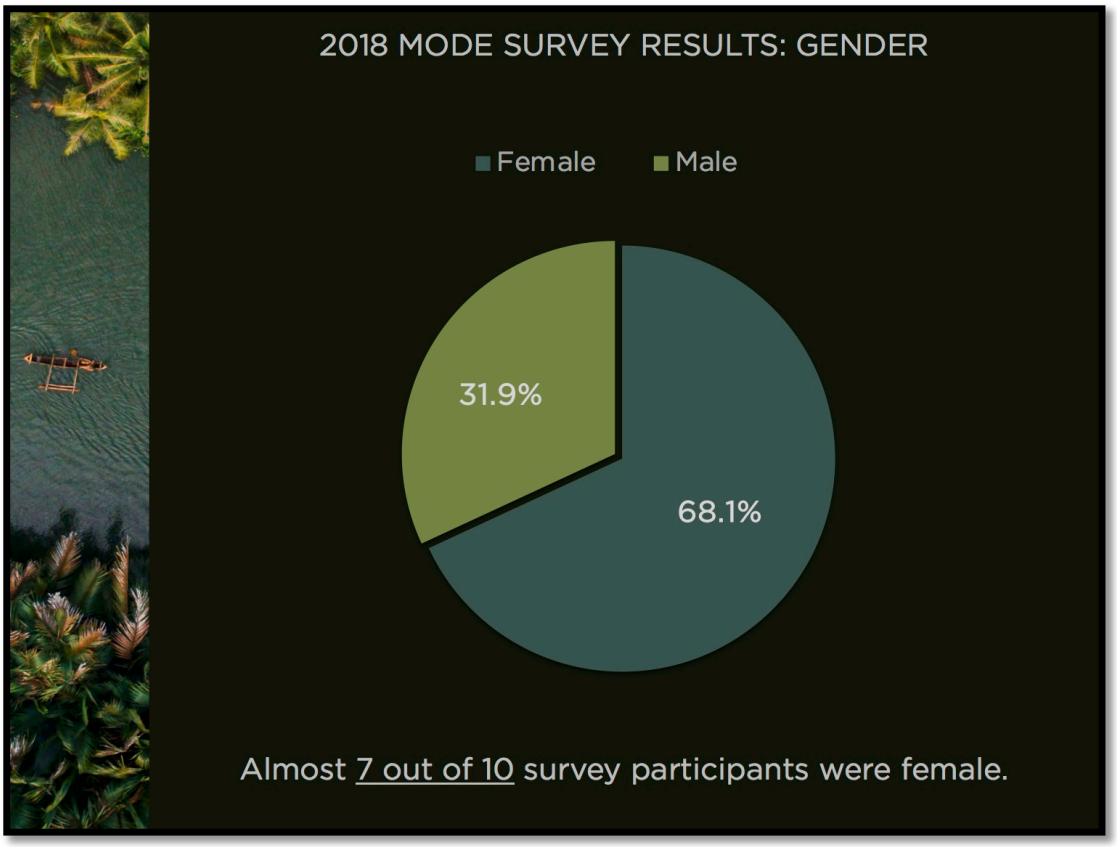


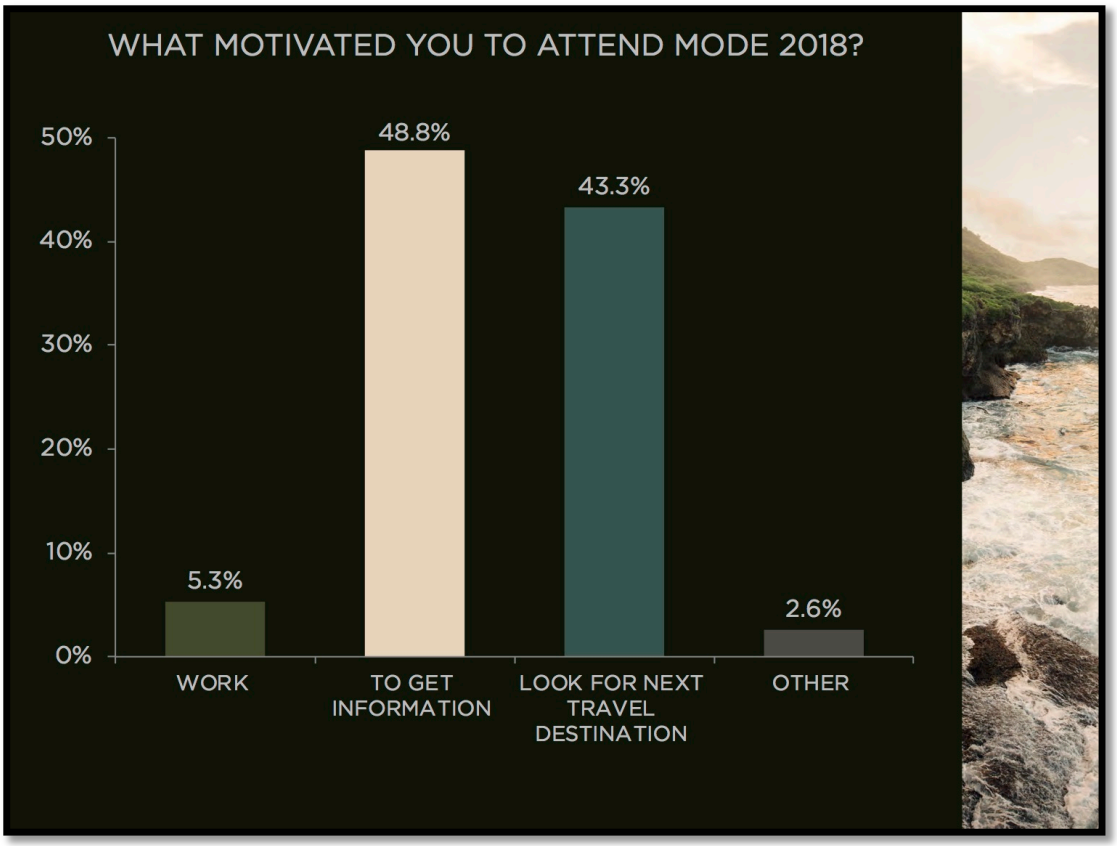
BACKGROUND AND APPROACH

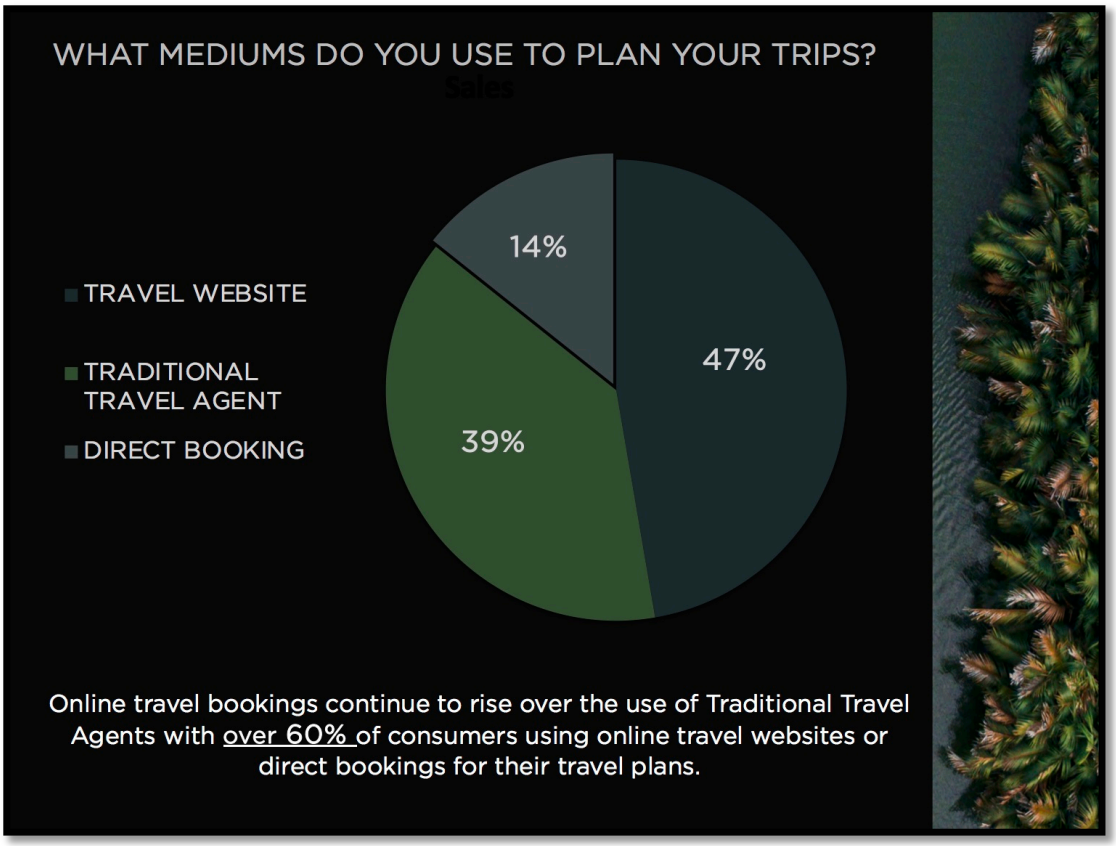
- To provide further insight on the Korean consumers participating in the 2018 MODE TOUR TRAVEL MART, the Guam Visitors Bureau's research department conducted self-administered surveys throughout the four day event.
- A total of 500 Korean consumers were randomly asked to participate in the survey. Surveys were administered at the Guam booth.
- The margin of error for a sample of 500 is +/- 4 percentage points with a 95% confidence level. This means that we can be 95% certain that their responses would not differ by more than +/- 4 percentage points.

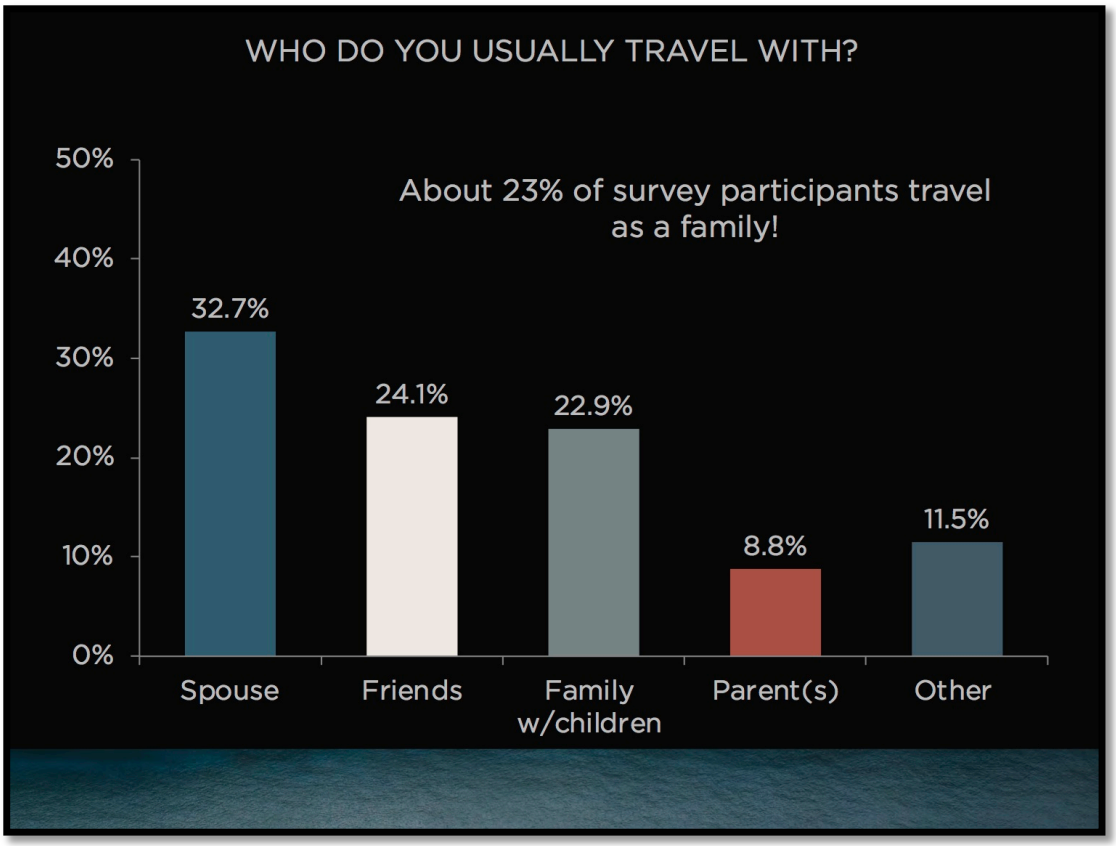

WHAT PREFECTURE DO YOU CURRENTLY RESIDE IN?
60%
50%
40%
30%
20%
10%
0%
54.8%
40.0%
5.2%
Seoul
Incheon/Gyeonggi
Other

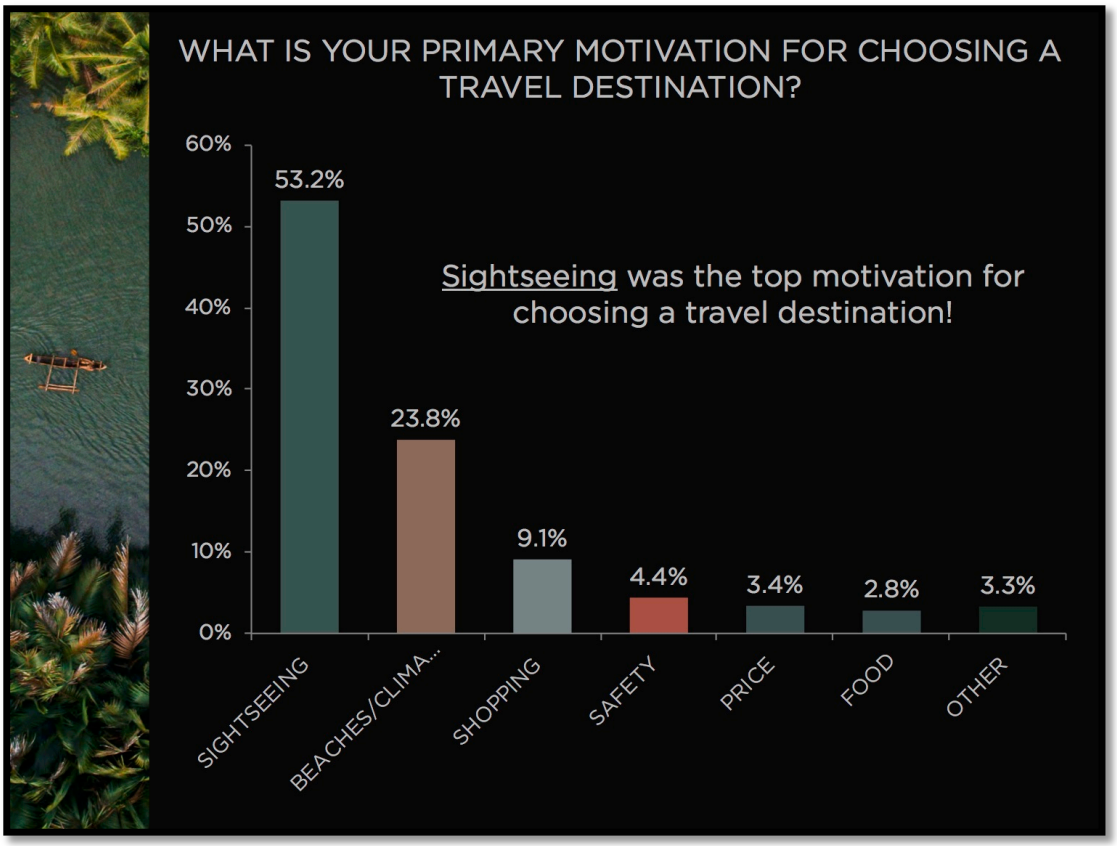

2018 MODE SURVEY RESULTS: AGE
Nearly 30% of survey participants were between the ages of 25-39
50%
40%
30%
20%
10%
0%
10.0%
29.9%
24.7%
19.5%
15.9%
18-24
25-39
40-49
50-59
60+

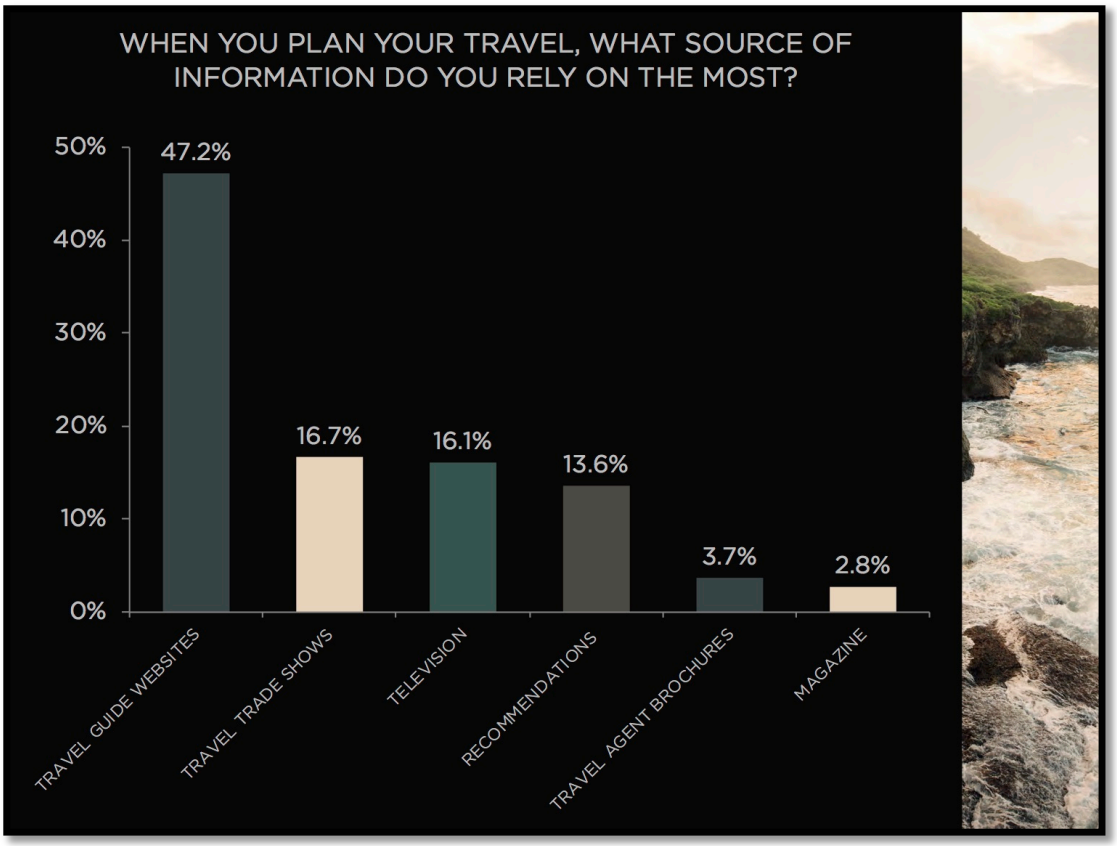

2018 MODE SURVEY RESULTS: GENDER
Female
Male
31.9%
68.1%
Almost 7 out of 10 survey participants were female.

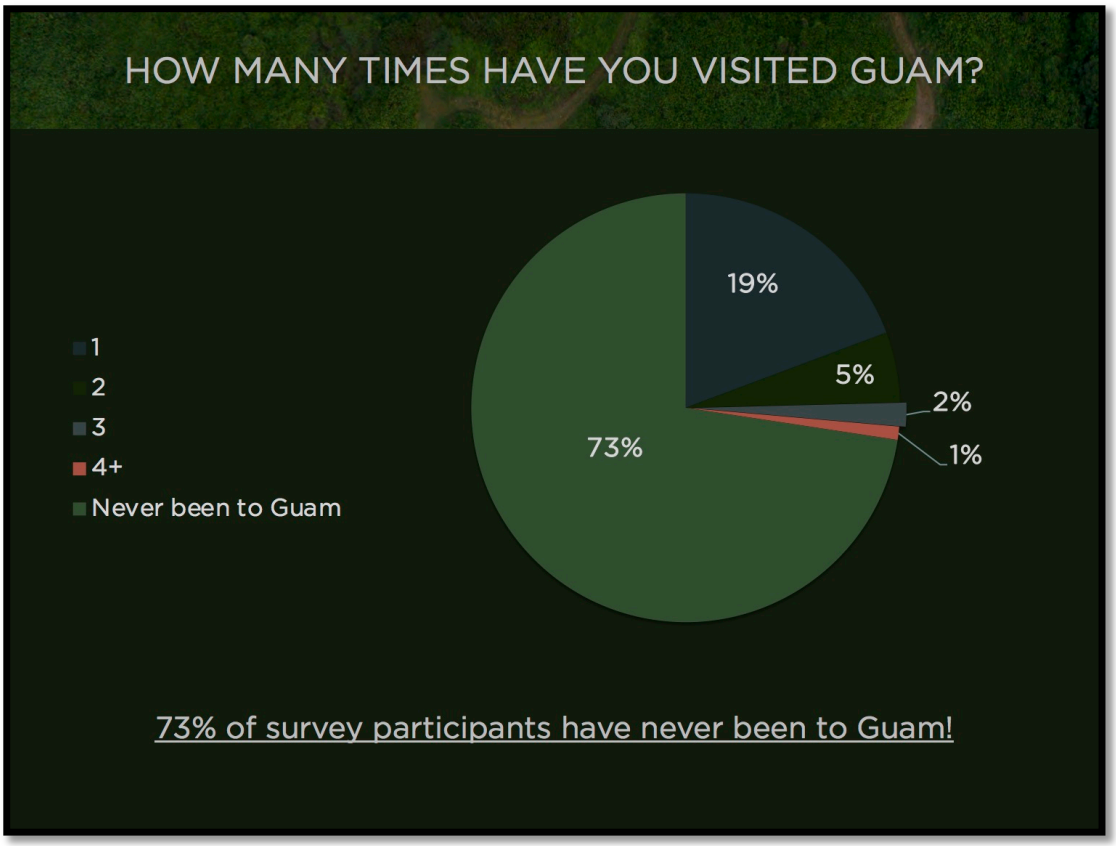

WHAT MOTIVATED YOU TO ATTEND MODE 2018?
50%
40%
30%
20%
10%
0%
5.3%
48.8%
43.3%
2.6%
WORK
TO GET INFORMATION
LOOK FOR NEXT TRAVEL DESTINATION
OTHER

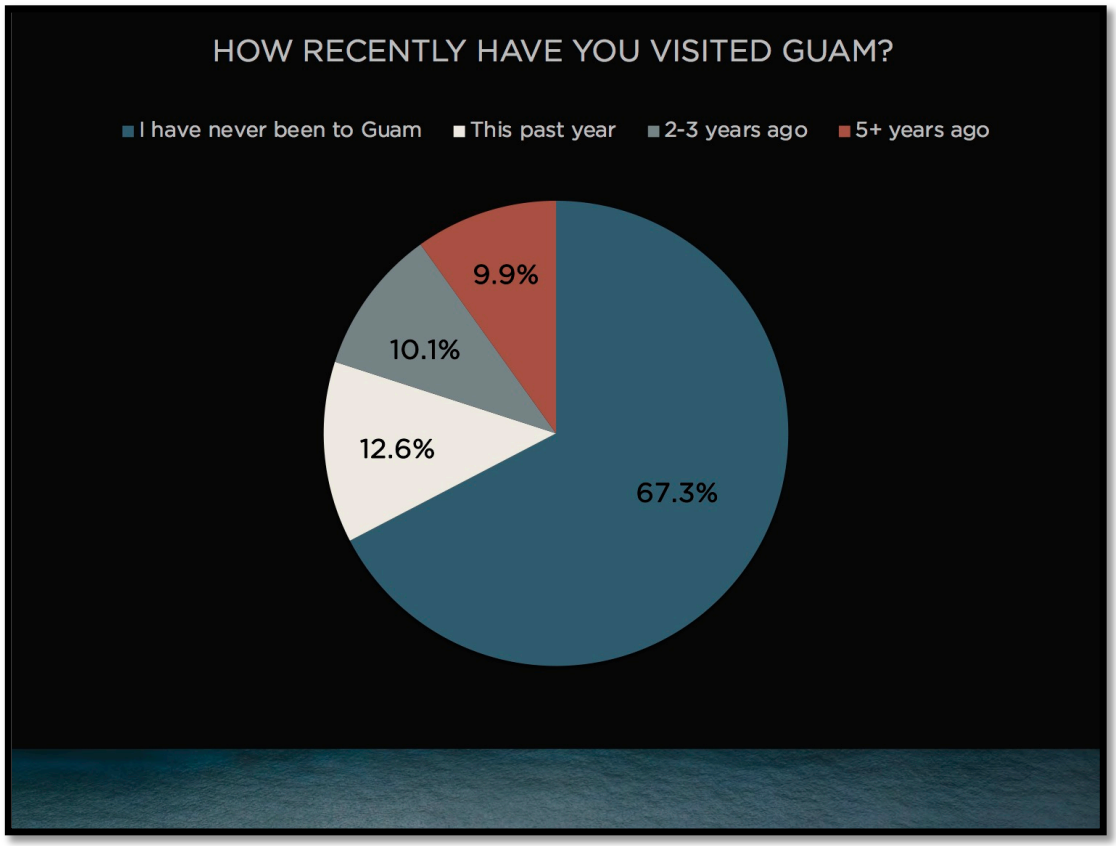

WHAT MEDIUMS DO YOU USE TO PLAN YOUR TRIPS?
Sales
TRAVEL WEBSITE
TRADITIONAL TRAVEL AGENT
DIRECT BOOKING
14%
47%
39%
Online travel bookings continue to rise over the use of Traditional Travel Agents with over 60% of consumers using online travel websites or direct bookings for their travel plans.

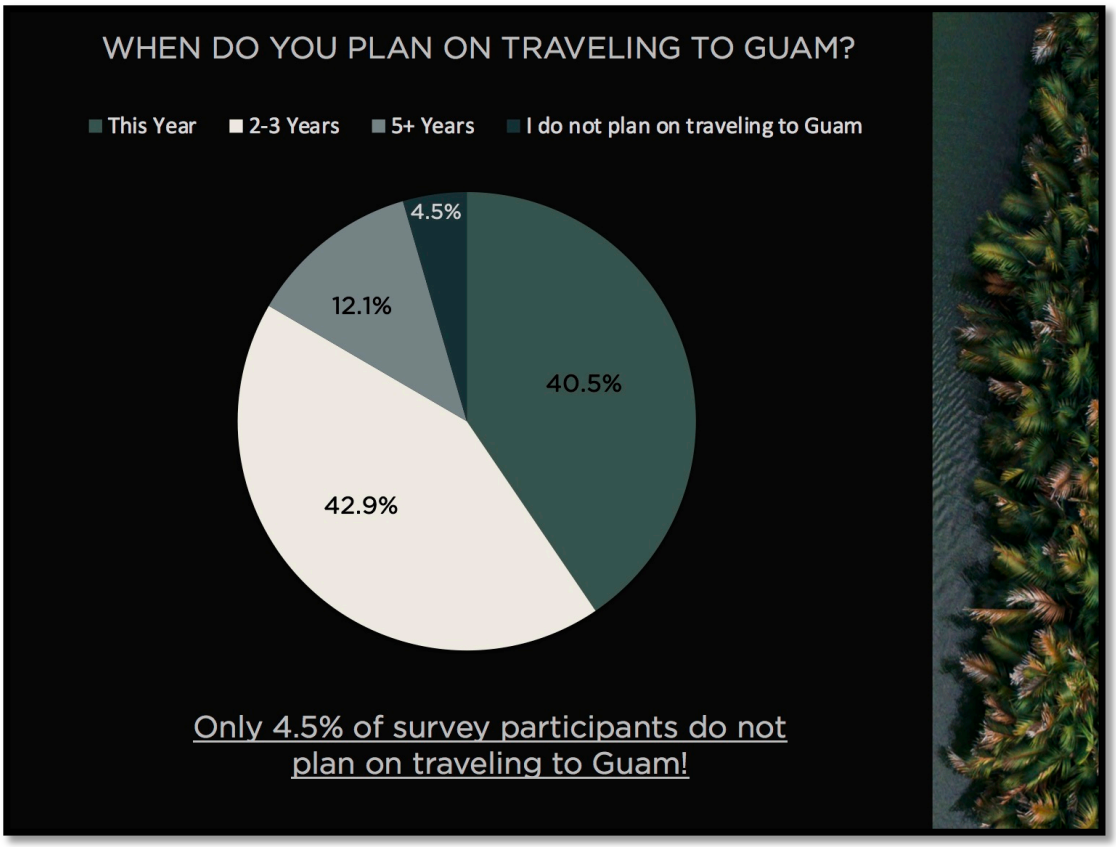

WHO DO YOU USUALLY TRAVEL WITH?
About 23% of survey participants travel as a family!
50%
40%
30%
20%
10%
0%
32.7%
24.1%
22.9%
8.8%
11.5%
Spouse
Friends
Family w/children
Parent(s)
Other


WHAT IS YOUR PRIMARY MOTIVATION FOR CHOOSING A TRAVEL DESTINATION?
60%
50%
40%
30%
20%
10%
0%
53.2%
23.8%
9.1%
4.4%
3.4%
2.8%
3.3%
Sightseeing was the top motivation for choosing a travel destination!
SIGHTSEEING
BEACHES/CLIMA...
SHOPPING
SAFETY
PRICE
FOOD
OTHER


WHEN YOU PLAN YOUR TRAVEL, WHAT SOURCE OF INFORMATION DO YOU RELY ON THE MOST?
50%
40%
30%
20%
10%
0%
47.2%
16.7%
16.1%
13.6%
3.7%
2.8%
TRAVEL GUIDE WEBSITES
TRAVEL TRADE SHOWS
TELEVISION
RECOMMENDATIONS
TRAVEL AGENT BROCHURES
MAGAZINE


HOW MANY TIMES HAVE YOU VISITED GUAM?
1
2
3
4+
Never been to Guam
19%
5%
2%
1%
73%
73% of survey participants have never been to Guam!


HOW RECENTLY HAVE YOU VISITED GUAM?
I have never been to Guam
This past year
2-3 years ago
5+ years ago
9.9%
10.1%
12.6%
67.3%


WHEN DO YOU PLAN ON TRAVELING TO GUAM?
This Year
2-3 Years
5+ Years
I do not plan on traveling to Guam
4.5%
12.1%
40.5%
42.9%
Only 4.5% of survey participants do not plan on traveling to Guam!


SI YUOS MA ASE!

Discussion:

- Chairman Jackson pointed out that 47.2% of survey participants rely on travel guide websites when booking their travels, which was not that case 15 or more years ago. Chairman Jackson explained that this is a shift from the way business was done years ago - when brochures and magazines were relied on more by travelers – and is important to note in order to stay ahead of the curve.

VI. OLD BUSINESS

VII. NEW BUSINESS

- Marketing Manager for Korea Colleen Cabedo announced that the contract for the K-pop concert was signed by management, and that promotional assets are currently being reviewed and will be shared with members hopefully by next week.
- Mr. Tae Oh inquired into the RFP that went out for the GVB Korea office representative. Marketing Manager for Korea Colleen Cabedo announced that a total of four companies submitted a bid, and that the process of selecting the Korea office representative should be completed by December 2018.

VIII. ANNOUNCEMENTS

- The next KMC meeting will be held on Monday, October 15, 2018.

IX. ADJOURNMENT

- Chairman Jackson made a motion to adjourn the meeting, seconded by Mr. Youngmin Kim.
- The meeting adjourned at 11:40am.

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

GUAM VISITORS BUREAU
55th ANNIVERSARY
1963 - 2018

NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING
TUESDAY, SEPTEMBER 18, 2018
10:30AM, GVB MAIN CONFERENCE ROOM

PRESENT: Mayor Robert Hofmann, Valerie Blas, Paula Monk, Neil Urbano, Olga Tonkikh, Yoshinori Oshita, Elfrieda Koshiba, Akiko Futakami

ABSENT: Theresa Arriola, Ana Marie Franquez, Barbara Taitano, Katie Black, John Calvo, Emily Wallace, Mai Perez, Susan Fryer, Sheila Shedd, June Mendiola, Rosabelle Malones, Rolenda Faasuamalie, Atsuta Kazunori, Joann Camacho, Gary Cruz, Blessie Cruz, Yuki Motoda, John Paul Calvo, Annabelle Santos

OBSERVERS: No observers present

GVB STAFF AND MANAGEMENT: Pilar Laguaña, Regina Nedlic, Gabryel Franquez, Mark Manglona, Maria C. San Nicolas, Jamielyn Pinaula, Dee Hernandez

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CALL TO ORDER

Chairman Mayor Robert Hofmann called the North America & Pacific meeting to order at 10:33AM.

APPROVAL OF PREVIOUS MEETING MINUTES

Mayor Hofmann made the motion and seconded by Mr. Mark Manglona to approve the minutes of August 8, 2018. Motion approved unanimously.

REPORT OF THE CHAIRMAN

Chairman Hofmann introduced himself and thanked all members for being present. All attendees went around the room and introduced themselves as well. Mr. Hofmann reported on the Malaysian Association of Travel Trade Agents (MATTA) Fair that he attended with the Guam Visitors Bureau (GVB) in Kuala Lumpur, Malaysia from September 7-9, 2018. He noted the crowd was very interesting and many of them are anxious to visit Guam. He further stated that GVB has great leads with Philippine Airlines (PAL) and Korean Airlines (KAL) to explore direct flights from Malaysia to Guam and back.

Mr. Mark Manglona reported that Chuuk held the 2nd tri-annual PATA Micronesia Chapter Meeting this past August. Mr. Manglona thanked United Airlines, specifically Ms. Paula Monk, for their partnership and support, adding that the meeting was successful. Lastly, Mr. Manglona stated the PATA Micronesia Chapter's 3rd tri-annual meeting will take place on Guam either the last week of November or in early December. Mr. Hofmann touched on the Pacific Asia Travel Association (PATA) and how there was a strong presence of PATA members at MATTA. Mr. Hofmann further reported Malaysians are huge on diving and shopping and the Guam should prepare to welcome our Muslim brothers and sisters as well as have more halal-friendly restaurants to cater to this new market. Mr. Manglona added that food is a top three motivator for Southeast-Asian travelers.

REPORT OF GVB MANAGEMENT

a. Director of Global Marketing Report

Director of Global Marketing (DoGM), Ms. Pilar Laguaña, presented the order of events that GVB marketing managers will go over visitor arrival statistics and then present travel motions for fiscal year 2019 for committee's approval. Ms. Laguaña stated that the FY19 budgets were approved both by the GVB Board and the Guam Legislature for the Pacific, North America and Philippine markets. She further stated that additional funding would be needed to pursue opening up the Malaysia market. Ms. Laguaña stressed that the discussion of travel motions have already been included in the Marketing Budget package that was approved by the Guam Legislature.

b. Visitor Arrivals Update

Mr. Mark Manglona reported the month to date (MTD), calendar year to date (CYTD) and fiscal year to date (FYTD) arrival comparisons (as of September 11, 2018) for the Pacific and North America markets.

For the Pacific market, MTD numbers are down for the CNMI, Palau, FSM, RMI and Australia. Mr. Manglona noted that GVB is now accounting for arrivals out of Malaysia and Singapore, which was not previously tracked in FY17. Overall both markets are up in arrival statistics if looking at the CYTD and FYTD numbers. He further stated that arrivals out of Canada are now accounted for along with the "US/Hawaii" figures for the North America market.

Pacific Markets

Month to Date September 1-11, 2018 **Total: 41,519 (-8.7%)**

Market	Total MTD 2017	Total MTD 2018	% to LY
CNMI	521	419	-19.6%
Palau	92	75	-18.5%
FSM	302	300	-0.7%
RMI	36	21	-41.7%
Australia	23	18	-21.7%
Malaysia	-	14	-
Singapore	-	30	-

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

Pacific Markets

Calendar Year to Date
January - September 11, 2018 **Total: 1,072,108 (-2.2%)**

Market	CY 2017	Total CYTD 2017	Total CYTD 2018	% to LY
CNMI	19,316	12,808	14,582	13.9%
Palau	1,275	2,651	2,822	6.5%
FSM	11,541	7,515	10,549	40.4%
RMI	4,165	902	1,160	30.8%
Australia	2,255	1,735	1,710	-1.4%
Malaysia	-	-	213	-
Singapore	97	633	663	-

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

Pacific Markets

Fiscal Year to Date
October 2017 – September 11, 2018

Total: 1,447,619 (-2.7%)

Market	FY 2017	Total FYTD 2017	Total FYTD 2018	% to LY
CNMI	18,494	17,613	19,666	14.0%
Palau	1,274	3,789	4,120	8.7%
FSM	10,958	10,342	13,959	35.0%
RMI	4,005	1,207	1,486	23.1%
Australia	2,227	2,161	2,164	0.1%
Malaysia	-	219	233	-
Singapore	-	730	760	-

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

North America Markets

Month to Date September 1-11, 2018

Total: 41,519 (-8.7%)

Market	Total MTD 2017	Total MTD 2018	% to LY
US/Hawaii	1,699	2,844	67.4%
Canada	14	-	-

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

North America Markets

Calendar Year to Date
January – September 11, 2018

Total: 1,072,108 (-2.2%)

Market	CY 2017	Total CYTD 2017	Total CYTD 2018	% to LY
US/Hawaii	77,058	54,938	64,359	17.1%
Canada	859	700	-	-

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

North America Markets

Fiscal Year 2018
October 2017 – September 11, 2018

Total: 1,447,619 (-2.7%)

Market	FY 2017	Total FYTD 2017	Total FYTD 2018	% to LY
US/Hawaii	76,296	72,839	83,027	14.0%
Canada	991	956	-	-

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

Ms. Regina Nedlic reported the month to date (MTD), calendar year to date (CYTD) and fiscal year to date (FYTD) arrival comparisons (as of September 11, 2018) for the Philippine market, which are showing a decrease compared to FY17. Ms. Nedlic stated that due to the reduction in flights between Guam and the Philippines, the goal pax was also decreased for FY18, which in retrospect will allow the Philippine market to reach their goal pax number for the year.

Philippines

Visitor Arrivals as of September 11, 2018

Market	Total MTD 2017	Total MTD 2018	% to LY
Philippines	523	409	-21.8%

Market	CY 2017	Total CYTD 2017	Total CYTD 2018	% to LY
Philippines	19,129	11,915	11,904	-0.1%

Market	FY 2017	Total FYTD 2017	Total FYTD 2018	% to LY
Philippines	19,818	18,942	18,237	-3.7%

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

OLD BUSINESS - NONE

NEW BUSINESS

a. Q4 Programs (July - September 2018)

i. North America

Mr. Manglona mentioned he along with Ms. Laguaña will be traveling to San Diego, California for the Pacific Islander Festival Association (PIFA) festival in Ski Beach from Septmber 22-23, 2018. Prior to that on September 21st, GVB will be hosting a luncheon where they will hold a Guam Product Presentation for PATA San Diego Chapter members as well as travel agents invited by IWorld of Travel (IWOT). Mr. Manglona stated the purpose of this event is to provide an update about Guam and to promote IWOT's Guam-Japan travel package. Mr. Manglona noted local cultural entertainers, Jessie Bias and Ruby Santos, will be there to showcase Guam's culture through song and dance.

At PIFA, Mr. Manglona highlighted GVB's social media campaign partnership with Capitol Kitchen, a local catering company on Guam that is also attending PIFA. If a PIFA attendee visits the GVB booth and shows their interaction with GVB's social media platforms, such as liking the GVB Facebook page or Instagram post, they will receive a $5.00 USD meal coupon that they can redeem at the Capitol Kitchen booth.

GVB-IWOT Guam Product Presentation (September 21, 2018)



- GVB and IWoT will be conducting a Guam Product Presentation with PATA San Diego Chapter and various travel agents.
- GVB and IWoT to promote "Guam-Japan Travel Package"

Pacific Islanders Festival Association September 22-23, 2018



- PIFA: September 22-23, 2018
- GVB to distribute Guam collateral materials
- GVB to participate in a co-op campaign with Capital Kitchen to promote the IWoT Guam-Japan travel package.

ii. Pacific

For the Pacific market, Mr. Manglona shared with the committee that GVB just returned from two overseas missions - MATTA, a consumer show in Kuala Lumpur, Malaysia, and the PATA Travel Mart, a B2B trade show in Langkawi, Malaysia. Prior to MATTA, GVB did a Guam Product Presentation with PAL with over 15 travel agents to promote travel to Guam. Mr. Manglona stated later that day on September 6th, GVB met with KAL for another Guam Product Presentation. The purpose of these meetings was to provide information about Guam that these travel agents had previously not known as well as to discuss the possibility of considering Guam as a viable option for air routes out of Kuala Lumpur, Malaysia.

Ms. Pilar Laguaña added that the meeting with Korean Airlines was mainly about increasing incremental passenger loads to their jumbo aircrafts flying between the Kuala Lumpur-Incheon and Incheon-Guam routes. Ms. Laguña mentioned GVB also met with a United Airlines representative at MATTA. She congratulated Mr. Manglona for the MATTA booth design and execution, which included a map showcasing that visa-free travel for Malaysians to Guam. Ms. Laguaña stressed that highlighting Guam as a visa-free destination for Malaysians was very effective and that the U.S. Commercial Services representatives were quick to upload that information via their social media platforms.

Mr. Manglona shared that at the MATTA Fair, Malaysian travel agency, Apple Vacations, has already begun selling an all-inclusive Guam vacation package and passed out a sample brochure for the committee to review. Mr. Manglona further added that Philippine Airlines was also selling round-trip packages for Guam at the fair. Mr. Manglona noted that majority of the attendees at MATTA that GVB met with were unaware that Guam is a U.S. territory and they can travel to the island visa-free. The fair was the perfect opportunity to educate others about Guam and sparked a lot of interest.

GVB & PAL Guam Product Presentation
September 6, 2018






- Fifteen (15) travel agents attended the Guam Product Presentation
- GVB and PAL raffled a roundtrip ticket with accommodations
- PAL Assistant Vice President participated in the presentation

GVB & Korean Airline Meeting
September 6, 2018





Malaysian Association of Travel Trade Agents (MATTA) Fair – September 7-9





Mr. Manglona shared that after the MATTA Fair, the GVB delegation took a short plane ride over to the island of Langkawi, Malaysia for the 2-day PATA Travel Mart. He noted that this trade event was also spent educating and engaging not only Malaysian travel agents but other agents from Southeast Asia, Russia, Europe, India, Korea, Taiwan, Mainland China and North America. He pointed out a photo of GVB President & CEO, Mr. Nathan Denight, who was also in Langkawi to receive the PATA Gold Award for GVB's #InstaGuam social media campaign. Lastly, Mr. Manglona shared that the Marianas Visitors Authority (MVA) also took home a PATA Gold Award for their Tour Guide Program.

PATA Travel Mart 2018, Langkawi, Malaysia
September 7-9 2018



GVB Takes Home PATA Gold Award:
Marketing Media – Social Media Campaign

#instaGuam

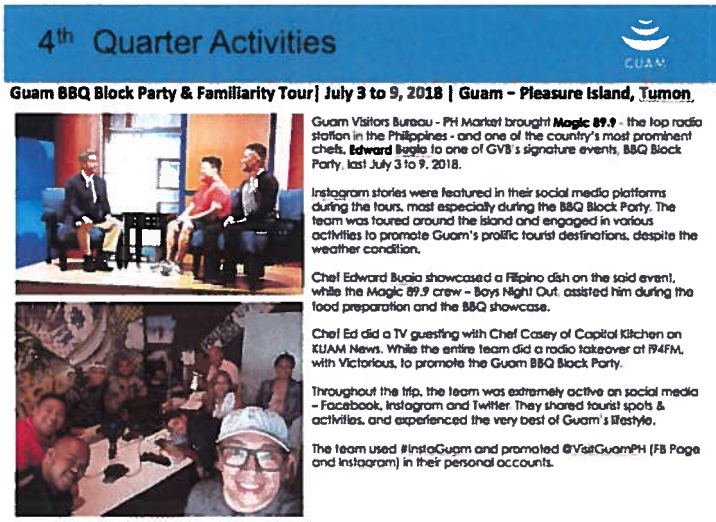


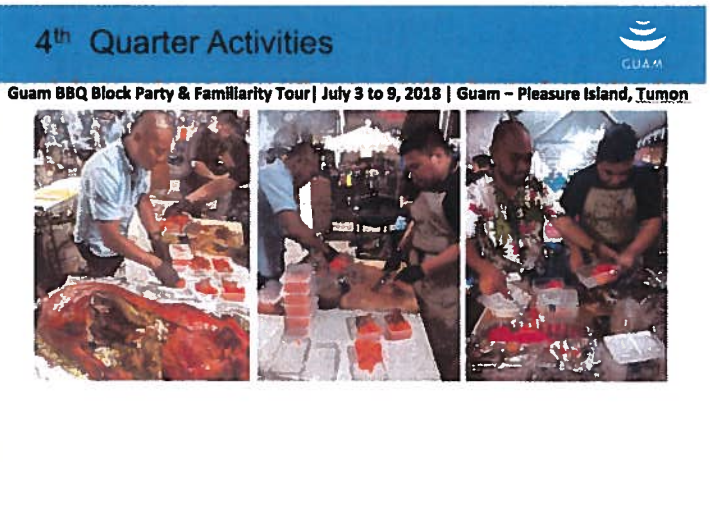
iii. Philippines

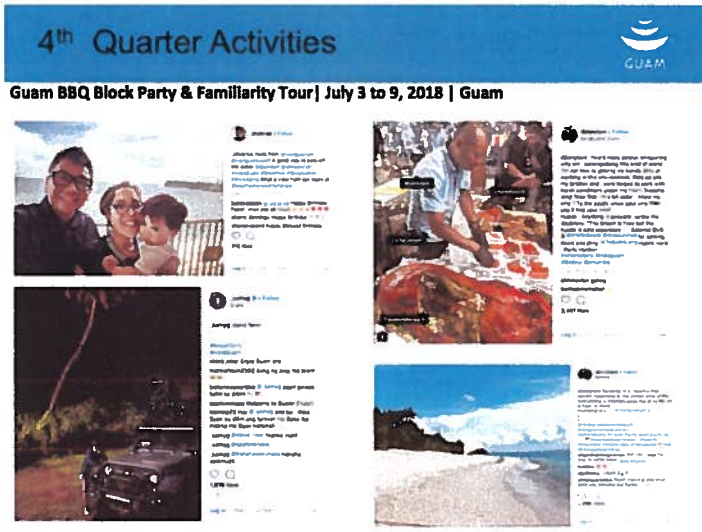
Ms. Nedlic reported on the 4th quarter activities beginning with the Guam BBQ Block Party and Familiarization Tour that took place from July 3-9, 2018. As a result of GVB's first-ever InstaGaum Fair that took place in June at the Fort Bonifacio in Global City, Manila, chef Ed Bugia and a few representatives from the Philippines radio station, Magic 89.9, visited Guam in time for this signature event. Ms. Nedlic shared that chef Casey Castro of Capitol Kitchen (who also participated in the InstaGuam Fair) had interviews with chef Ed Bugia and KUAM.

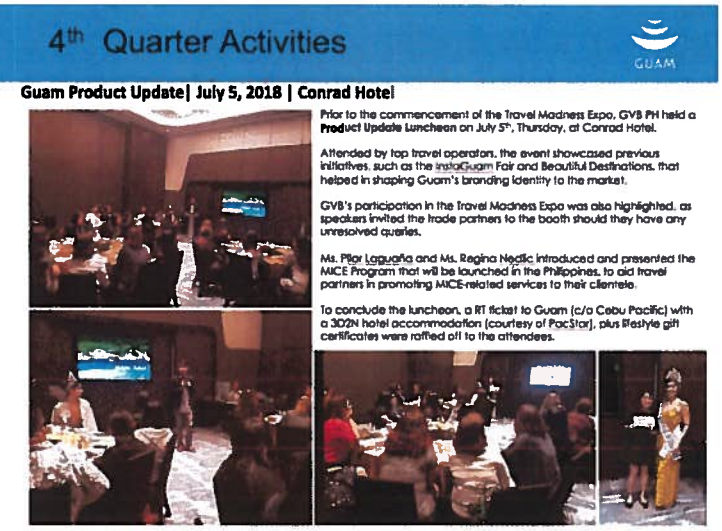
Ms. Pilar Laguaña thanked Ms. Gabryel Franquez for her active role in assisting the Philippine FAM group while she and Ms. Nedlic were in the Philippines for a Guam Product Update with Philippine travel agents during the time of the BBQ Block Party and FAM tour on Guam. Ms. Franquez shared that the guests enjoyed their time on Guam. They were able to witness, taste, and make a connection to Guam through the way some local food is prepared, such as the lechon (roast pig), which is a staple Filipino food.

Ms. Nedlic further touched on the Guam Product Update that took place at the Conrad Hotel in Manila, Philippines stating many of the travel agents were interested in pilgrimage tours on Guam and are curious about local ground tour operators that they can work with.









Ms. Nedlic reported on the Travel Madness Expo that took place from July 6-8, 2018. Industry members and agencies were gave attendees first access to promotions and discounts on travel bookings and reservations. Ms. Nedlic noted that celebrity host Ms. Mica Pineda, who also hosted the InstaGuam Fair, was again a host at the expo where GVB had a very fun and interactive booth. Ms. Nedlic shared that Ms. Pineda visited Guam the week after for her own personal familiarization tour.

Lastly, Ms. Nedlic shared that Ms. Pilar Laguaña and Miss Guam Mayan Welch secured media interviews with Ms. LJ Japa of the Philippine Star and Mr. Edwin Sallan of The Manila Times. Ms. Laguaña was able to share information about Guam's upcoming promotions, signature events and MICE program.

4th Quarter Activities

Travel Madness Expo| July 6 to 8, 2018 | SMX Convention Center



Guam Visitors Bureau has been aggressively promoting Guam as a viable tourist destination to the growing market of Filipino travelers. In fact, the recently concluded Travel Madness Expo, held at the SMX Convention Center last July 6 to 8, was a triumphant showcase for the island. With over 35,000 visitors during the 3-day event, GVB made sure to attract as much attention through dimple crowd games and plenty of giveaways. Ms. Myana Welch, Ms. Universe-Guam 2017, also graced the booth to answer questions from interested parties and take photos with random spectators.

Total Foot Traffic: 36,725
Total Survey Respondents: 1,014

4th Quarter Activities

Travel Madness Media Interview | July 8, 2018 | Conrad Hotel



On July 8th, Ms. Pilar Laguana and Ms. Myana Welch attended back-to-back **media interviews** with Ms. LJ Japa of the Philippine Star and Mr. Edwin Salian of The Manila Times.

Topics discussed were:
1. Evolution of tourism in Guam & preservation of the island's culture.
2. MICE Program in the Philippines.
3. Tourism as a means to create peace across nations.
4. Educating the PH market about Guam's beauty.
5. Role of social media in tourism marketing.



Ms. Nedlic reported on the airline meetings GVB had with both United Airlines and Cebu Pacific on September 13, 2018. She was able to share information on upcoming programs, initiatives and marketing plans to strengthen Guam's partnership with the airlines. A main topic of discussion was the Shop Guam e-Festival, and how the airlines can work with GVB to promote this yearlong campaign. Ms. Nedlic noted Cebu Pacific will be adding eleven (11) flights out of Clark to Manila, Philippines. Ms. Nedlic noted this can be beneficial as GVB will be participating in the TTM Travel Mart B2B event from September 24-28, 2018, in which they will engage with travel agents from metro Manila, Clark and Cebu in hopes to further expand Guam's market reach.

4th Quarter Activities

Airline Meeting | United Airline | September 13, 2018

Representatives from Guam Visitors Bureau met with its partners from United Airlines to discuss upcoming initiatives and marketing plans to strengthen the partnership.

Topics discussed were as follows:
- Shop Guam e-Festival becoming a year-long initiative
- SGeF 2018's strategy (i.e. social media, influencer)
- Ways to promote the ShopGuam app through United Airlines' resources:
  - Possibility of including SGeF mobile app downloads in UA's in-flight announcements
  - Possibility of including SGeF mobile app downloads in pre-departure announcements
- UA to provide airline tickets to the bureau for promotional purposes
- Assist United Airlines in their social media requirements
- Introduction of United Airlines' running clinic in Manila



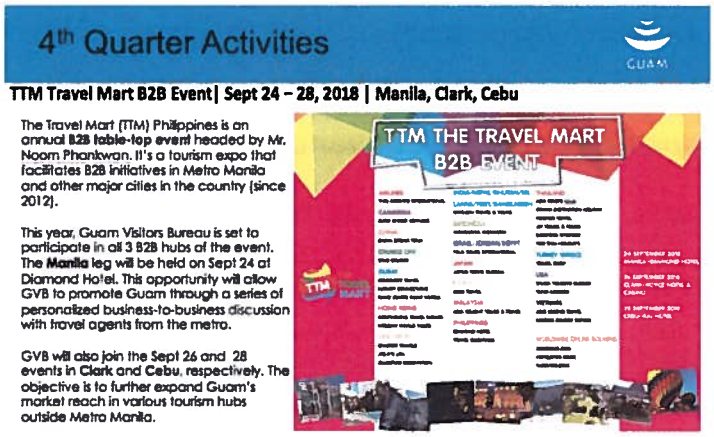
4th Quarter Activities

Airline Meeting | Cebu Pacific | September 13, 2018

Representatives from Guam Visitors Bureau met with its partners from Cebu Pacific to discuss plans for the next fiscal year and explore new partnership opportunities for both parties.

Topics discussed were as follows:
- Shop Guam e-Festival becoming a year-long initiative
- SGeF becoming a supplementary campaign that will be tied-in to all other GVB efforts in the future
- Cebu Pacific to check possibility of including SGeF mobile app downloads in their in-flight announcements and pre-departure VOs
- CEB mentioned that doing a baggage discount may not be feasible due to tracking issues from the previous year
- Explore a tie-up in doing destination-specific product updates and trade events
- Cebu Pacific reported that all their Guam flights have increased to 70% bookings this year
- Explore new partnership ideas with Cebu Pacific, either through above-the-line media, trade marketing, or social media
- Over-all, work on increasing outbound flights from Philippines to Guam





Ms. Nedlic shared brief information on FY2019 1st Quarter activities including doing more mall activations and social media teasers to share more information about the Shop Guam e-Festival. Lastly, Ms. Nedlic reported that the Philippine market is looking for more celebrities and social media influencers to bring to Guam as a shopping ambassador (SA) during the ShopGuam e-Festival (November 2018 – February 2019).





b. FY2019 Travel Motions

Ms. Paula Monk addressed the committee asking how FY19's travel motions compare to FY18. Mr. Mark Manglona responded saying there are new events for FY19, such as the Håfa Adai Night and East Coast Guam Product Presentation for the North America Market. These events will allow GVB to not only educate Chamorros and other Guamanians living in the U.S. mainland about Guam but to also push the IWorld of Travel's Guam-Japan travel package. As part of this travel motion, Mr. Manglona noted that GVB will travel to New York to meet with the IWorld of Travel and their key agents, as well as Google for a FY19 online campaign. GVB will also meet with the PATA New York Chapter and their key travel agents to garner support for the IWOT travel package as well. Mr. Manglona highlighted that the IWOT travel package will be promoted both to the general consumer as well as the LGBTQ community.

Ms. Laguaña added that while in Washington D.C., she plans to meet with her contacts at the U.S. Commercial Services and media contacts while in New York. Mr. Manglona went on to explain the rest of the North America Travel Motions that GVB plans to participate in again for FY19, such as the DEMA dive show, IGLTA Convention, Scuba Show, IPW and PIFA.

Mr. Manglona then reported on travel motions for the Pacific Market that GVB plans to participate in for FY19 including ITB Asia, PATA Destination Marketing Forum, PATA Adventure Travel and Responsible Tourism Conference and Mart, Asia Dive Expo (ADEX), PATA Annual Summit, PATA Travel Mart, PATA Executive Board Meetings, PATA Micronesia Chapter Tri-annual Meetings and MATTA Fair. Mr. Manglona noted that Malaysian Travel Agency, Apple Vacations, invited GVB back to Malaysia in early October 2018 to conduct more Guam Product Presentations with travel agents.

Ms. Nedlic reported on the travel motions for the Philippine market including two consumer shows, two administrative planning meetings with the Guam Philippine office, InstaGuam Fair, and a B2B event. The first consumer show is the PTAA Travel Tour Expo that allows Guam to showcase their culture. Ms. Nedlic added that GVB's cultural heritage committee will be joining the marketing team for this event. Ms. Nedlic reported that Guam holds two annual administrative planning meetings with GVB's management and marketing teams to discuss planning and execution for upcoming promotions. GVB will hold their second annual InstaGuam Fair and both Ms. Nedlic and Ms. Laguaña stated they intend to look for a cooler venue with heavier traffic flow as this past in June was very hot and humid. Ms. Laguaña added that the InstaGuam Fair is the perfect opportunity to push more travel packages to Guam.

Ms. Nedlic went on to discuss the travel motions for the Travel Madness Expo and TTM B2B Table-Top Event. Lastly, Ms. Nedlic encouraged all GVB members to participate in some of these overseas shows.

Chairman Robert Hofmann shared the total budgets FY19 - North America market ($250,000), Philippine market ($250,000), and Pacific market ($180,000). Mr. Hofmann also noted that PATA plays a major influence within the region.

Mr. Neil Urbano made a motion, and seconded by Ms. Valerie Blas, to approve the FY2019 travel motions for the North America, Pacific and Philippine markets. Travel motions unanimously approved.

i. North America

October 2018

HÅFA ADAI NIGHT W/ CHAMORRO CLUB OF GUAM & EAST COAST GUAM PRODUCT PRESENTATION

Motion to approve travel for the GVB Director of Global Marketing (DoGM) and the Cultural Heritage Officer (CHO) to attend the Håfa Adai Night with the Chamorro Club of Guam in Washington D.C. from October 3-7, 2018; for the DoGM to meet with the U.S. Commercial Services in Washington D.C. on October 8, 2018; for the DoGM to meet with the Pacific Asia Travel Association (PATA) New York Chapter in New York City from October 9-10, 2018; and for the CHO to meet with various Chamorro Clubs in the East Coast from October 8-13, 2018. (Estimated total cost for the Håfa Adai Night and East Coast Guam Product Presentation is $10,500.00; $6,616.00 from Account # US-SMD023 and $53,384.00 from DM-CPO006).

Motion unanimously approved

Airfare:	$2,500 x 2 pax					$5,000.00
Per Diem:	**Washington, D.C.**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Director of Global Marketing	$251.00	6	$76.00	6	$1,962.00
	Cultural Heritage Officer	$251.00	4	$76.00	5	$1,384.00
	New York	**Lodging**	**Nights**	**M&IE**	**Days**	
	Director of Global Marketing	$288.00	2	$76.00	2	$728.00
Unanticipated Expenses (Communications, excess baggage, meetings, etc.)						$1,426.00
					TOTAL	$11,500.00

Background: The Guam Visitors Bureau (GVB) will be meeting with the Guam Congressional Office in Washington D.C. on October 5, 2018. The following day, GVB will be attending the Guam Society of American's Chamorro Håfa Adai Night scheduled on October 6, 2018. At this event, GVB plans to conduct a Guam product presentation to share with friends and families of Guam to promote the FY2018 Signature Calendar of Events and the IWorld of Travel package. The travel package includes a 10-day/9-nights itinerary. During the first five days, travelers will get to experience the food, culture, adventure and comforts of Guam before heading to Japan to experience the country's bustling cities of Tokyo and Kyoto.

After the Håfa Adai Night, the Director of Global Marketing will meet with the U.S. Commercial Services and key contacts established at prior travel trade shows in Washington D.C. to discuss opportunities with the India market on October 8, 2018. The Director of Global Marketing will then meet with the Pacific Asia Travel Association (PATA) New York Chapter to share a Guam Product Presentation and discuss ways the U.S. PATA Chapters can support the Micronesia Chapter and vice versa from October 9-10, 2018. The Cultural Heritage Officer will meet with the various east coast Chamorro Clubs and conduct Guam product presentations after the Håfa Adai Night from October 7-13, 2018.

Issue: Board approval required for travel.

November 2018

DEMA SHOW 2018 & GUAM DIVE SEMINAR

Motion to approve travel for the GVB Director of Global Marketing and one GVB Marketing staff to attend the DEMA Show 2018 & Guam Dive Seminar in Las Vegas, Nevada from November 12-18, 2018. Estimated total cost is $6,900.00; Account # US-SMD023.

Motion unanimously approved

Airfare:	$2,000 x 2 pax					$4,000.00
Per Diem:	**Las Vegas**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Director of Global Marketing	$106.00	7	$64.00	7	$1,190.00
	Marketing Staff	$106.00	7	$64.00	7	$1,190.00
Unanticipated Expenses (Communications, excess baggage, meetings, etc.)						$520.00
					TOTAL	**$6,900.00**

Background: Guam Visitors Bureau (GVB) is a member of Diving Equipment & Marketing Association (DEMA) and plans attend the DEMA Show. DEMA is the world's only international trade-only event for the dive industry. GVB will have the opportunity to connect face-to-face and network with more than 9,000 credentialed experts from every aspect of the diving, action watersports and travel professions. This event is attended by travel sellers throughout the world and is the best event for showing the Guam destination to travel agents that organize dive group trips.

As the gateway to Micronesia and America in Asia, Guam is strategically positioned to accommodate the dive enthusiasts as a quick layover, looking for a safe US destination or as a destination with many adventures and shopping options. Scuba diving and diver travelers are known as affluent travelers contributing to the overall tourism industry on Guam. According to results from the 2015 GVB Guam Scuba Dive Survey, the average total expenditure per dive was $163.33. The average number of dives per diver was 3 dives. Based on this data, the average gross revenue per diver amounted to $449.17. In FY2015, based on Guam's major markets alone, 125,498 visitors participated in diving. Based on this data, a conservative estimate can be made that, from our major markets alone, the total gross diving revenue in 2015 is $56,369,635.12.

While participating at the DEMA Show 2018, GVB looks forward to sharing the 2019 Events Calendar to give the divers more time to plan their next dive trip and choose destination Guam. The Guam Visitors Bureau will be joining the Micronesian Pavilion together with Palau Visitors Authority and other Micronesia partners to create a strong regional presence supported by United Airlines and to conduct a Micronesia Seminar to familiarize attendees on the region, diving and other optional activities.

Issue: Board approval required for travel.

May 2019

IGLTA 2019

Motion to approve travel for the GVB Director of Global Marketing and one GVB Marketing staff to attend the IGLTA Annual Global Convention in New York City, New York from May 22-28, 2019. Estimated total cost is $10,000.00; Account # US-SMD023.

Motion unanimously approved

Airfare:	$2,500 x 2 pax					$5,000.00
Per Diem:	**New York City**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Director of Global Marketing	$253.00	7	$74.00	7	$2,289.00
	Marketing Staff	$253.00	7	$74.00	7	$2,289.00
Unanticipated Expenses (Communications, excess baggage, meetings, etc.)						$422.00
					TOTAL	**$10,000.00**

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

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

As a result of our participation at IGLTA, GVB has successfully partnered with IWorld of Travel (IWOT), a large travel wholesaler in North America that specializes in tailor-made experiences and itineraries, creating memories for travelers across the globe. GVB and IWOT has expanded its partnership into 2019 and with the support from H.I.S. International Tours, a Guam-Japan travel package is available in the market for travelers looking into visiting both destinations on a single trip.

Issue: Board approval required for travel.

SCUBA SHOW 2019 & GUAM TRAVEL AGENTS MEETING W/ PATA SOUTHERN CALIFRONIA CHAPTER

Motion to approve travel for the GVB Director of Global Marketing and one GVB Marketing staff to attend the Scuba Show 2019 in Long Beach, California from May 2-6, 2019. Estimated total cost is $7,000.00; Account # US-SMD023.
Motion unanimously approved

Airfare:	$2,000 x 2 pax					$4,000.00
Per Diem:	**Long Beach**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Director of Global Marketing	$173.00	5	$64.00	5	$1,185.00
	Marketing Staff	$173.00	5	$64.00	5	$1,185.00
Unanticipated Expenses (Communications, excess baggage, meetings, etc.)						$630.00
					TOTAL	**$7,000.00**

Background: The Scuba Show in its 32nd year will attract more than 10,000 consumers with majority of the visitors looking for dive destinations and looking to explore destination exhibits. GVB's presence at the 2018 Scuba Show generated significant interest with many inquiries about Guam and it's underwater offerings.

Diving and Adventure travel is a big component of the FY18 North America Marketing Plans. GVB plans to participate to showcase Guam as an undiscovered dive destination, including the varied dive sites, year-round warm weather and waters, and the myriad of above-water activities divers can participate in.

As the gateway to Micronesia and America in Asia, Guam is strategically positioned to accommodate the dive enthusiasts as a quick layover, looking for a safe US destination or as a destination with many adventures and shopping options. Scuba diving and diver travelers are known as affluent travelers contributing to the overall tourism industry on Guam.

According to results from the 2015 GVB Guam Scuba Dive Survey, the average total expenditure per dive was $163.33. The average number of dives per diver was 3 dives. Based on this data, the average gross revenue per diver amounted to $449.17. In FY2015, based on Guam's major markets alone, 125,498 visitors participated in diving. Based on this data, a conservative estimate can be made that, from our major markets alone, the total gross diving revenue in 2015 is $56,369,635.12.

While participating at the Scuba Show, the bureau will showcase the 2019 Events Calendar, all the upcoming sports, arts, and cultural events to give the divers more time to plan their next dive trip and choose destination Guam.

Along with selling Guam and Micronesia, we would like to host a series of seminars and workshops with the active travel agents in the area and to have the chance to meet with California based Chamorro clubs and organizations to discuss GVB's social media outreach and database development to try to raise awareness about Guam and encourage Guam travel as part of the 2019 Visiting Friends and Relatives marketing strategy and awareness while in California.

Issue: Board approval required for travel.

June 2019

INTERNATIONAL POW WOW (IPW) 2019

Motion to recommend board approval for the travel of the GVB Board of Director, Director of Global Marketing and four (4) GVB Marketing staff to attend the 51st U.S. Travel Association's IPW Convention in Anaheim, California from June 1-8, 2019. Estimated total cost is $24,500.00; Account # US-SMD023, CI-SMD023, and KO-SMD023.
Motion unanimously approved

Airfare:	$2,000 x 6 pax					$12,000.00
Per Diem:	**Anaheim**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Board Of Director Member (add 25%)	$173.00	8	$64.00	8	$2,370.00
	Director of Global Marketing	$173.00	8	$64.00	8	$1,896.00
	Marketing Staff (4 pax)	$173.00	8	$64.00	8	$7,584.00
Unanticipated Expenses (Communications, excess baggage, meetings, etc.)						$650.00
					TOTAL	**$24,500.00**

Background: The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates $2.1 trillion in economic output and supports 15 million jobs. U.S. Travel's mission is to increase travel to and within the United States.

U.S. Travel Association's IPW, going on it's 51st year in 2019, is the travel industry's premier international marketplace and the largest generator of travel to the U.S. – it is NOT a typical trade show. In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA (representing all industry category components), and more than 1,300 international and domestic buyers from more than 70 countries conduct business negotiations that result in the generation of more than $4.7 billion in future Visit USA travel. At IPW, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips.

As the premier partner of IPW, Brand USA looks forward to welcoming travel professionals around the globe to IPW in Anaheim. As the nation's destination marketing organization, Brand USA inspires travelers worldwide to experience the United States' boundless possibilities. In 2013, Brand USA's marketing efforts helped welcome 1.1 million additional visitors to the USA. At IPW, Brand USA will be available for business appointments to discuss how the organization continues to expand into new markets and introduce new programs that are helping to increase global visitation to the USA.

GVB plans to send key marketing staff to this very important and strategic event to maximize one-on-one appointments with key media, buyers and trade professionals from our source markets and from around the world.

Over the 3 days of one-on-one pre-scheduled appointments GVB has consistently been able to conduct with over 130 buyers and 28 media representatives during our participation at the Media Marketplace. The GVB delegates also will meet numerous travel industry delegates during the networking events held during the 5 days of IPW.

Issue: Board approval required for travel.

September 2019

25TH PACIFIC ISLANDER FESTIVAL ASSOCIATION (PIFA) FESTIVAL 2019 & GUAM PRODUCT UPDATE SEMINAR

Motion to approve travel for the GVB Director of Global Marketing and the GVB Marketing Manager – North America & Pacific to attend the 2019 PIFA Festival in San Diego, California. Projected month: September 2019. Estimated total cost is $7,104.00; Account # US-SMD023.

Motion unanimously approved

Airfare:	$2,000 x 2 pax					$4,000.00
Per Diem:	**San Diego, CA**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Director of Global Marketing	$153.00	6	$64.00	6	$1,302.00
	Marketing Staff	$153.00	6	$64.00	6	$1,302.00
Unanticipated Expenses (Communications, excess baggage, meetings, etc.)						$500.00
					TOTAL	**$7,104.00**

Background: GVB will participate in the PIFA festival to further develop more awareness to the Chamorros living in the US mainland and share with them the various reasons to come back to Guam to visit. This year, PIFA will be celebrating its 25 years of existence and is sure to be grander and attract more people.

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.

Issue: Board approval required for travel.

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ii. Pacific

October 2018

ITB ASIA 2018

Motion to approve travel for two (2) Marketing Staff to attend the upcoming ITB Asia 2018 show in Singapore from October 15-20, 2018. Estimated cost is $9,100.00; Account # PA-TTC077.

Motion unanimously approved

Airfare:	$2,000 x 2 pax					$4,000.00
Per Diem:	**Singapore**	**Lodging**	**Nights**	**M&IE**	**Days**	
	(2) Marketing Staff	$290.00	6	$135.00	6	$5,100.00
					TOTAL	**$9,100.00**

Background: The Guam Visitors Bureau (GVB) is planning to attend the ITB Asia 2018. ITB Asia is the premier meeting place for the travel trade industry and a forum for establishing high-quality customer contacts and conducting businesses. It is the event where international exhibitors of all sectors within the travel-value chain commerce and Asia Pacific's leading travel companies and emerging small and medium-sized enterprises meet with top international buyers from MICE, Leisure and Corporate Travel markets.

While at ITB Asia, GVB plans to meet with United Airlines in Singapore, Philippine Airlines and Cebu Pacific and their key agents to continue to promote travel to Guam. With key events like the Shop Guam e-Festival and the Visit Guam 2019 Campaign Series scheduled for the later part of the year, this would be a good opportunity to try and generate interest from Singapore. In addition, GVB plans to attend the International Media Marketplace Asia as well. ITB Asia is a networking opportunity to meet face-to-face with over 80+ top-tier international buyers and media.

Issue: Board approval required for travel.

November 2018

PATA DESTINATION MARKETING FORUM 2018

Motion to approve travel for the GVB President & CEO and Director of Global Marketing or their designee and (1) Marketing Staff – North America & Pacific to attend the PATA Destination Marketing Forum in Khon Kaen, Thailand from November 27 – December 01, 2018. Estimated total cost is $11,500.00, Account # PA-SMD023.
Motion unanimously approved

Airfare:	$2,000 x 3 pax					$6,000.00
Per Diem:	**Thailand**	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$258.75	5	$102.50	6	$1,908.75
	Director of Global Marketing	$207.00	5	$82.00	6	$1,527.00
	Marketing Staff	$207.00	5	$82.00	6	$1,527.00
	Miscellaneous:			$537.25		$537.25
					TOTAL	**$11,500.00**

Background: PATA has announced that the PATA Destination Marketing Forum (PDMF; formerly known as the PATA New Tourism Frontiers Forum) will be held in the province of Khon Kaen, Thailand. The event, generously hosted by the Khon Kaen province, is delivered through a two-day program consisting of a one-day conference, networking events and a day of on-ground activities.

The PATA Destination Marketing Forum gathers the top minds in destination travel for inspiring and insightful discussions on some of the major issues in marketing and managing tourism growth to lesser-known destinations.

Tourism is one of the most powerful tools for economic growth and social development. The most interesting and unique attractions – including indigenous culture, wildlife and natural landscapes – are nearly always located in areas where access is difficult and poverty is often the greatest. The challenge is to evolve those assets into attractive, marketable tourism products that maximize social and economic benefits while minimizing any negative impacts.

Issue: Board approval required for travel.

February 2018

PATA ADVENTURE TRAVEL AND RESPONSIBLE TOURISM CONFERENCE AND MART 2019

Motion to approve travel for the GVB Director of Global Marketing and two (2) Marketing Staff to attend the PATA Adventure Travel and Responsible Tourism Conference and Mart in Rishikesh, Uttarakhand, India from February 12-16, 2019. Estimated total cost is $11,500.00; Account # PA-SMD023.
Motion unanimously approved

Airfare:	$2,000 x 3 pax					$6,000.00
Per Diem:	**India**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Director of Global Marketing	$196.00	5	$92.00	6	$1,532.00
	(2) Marketing Staff	$196.00	5	$92.00	6	$3,064.00
	Unanticipated Expenses (Communications, excess baggage, meetings, etc.)			$904.00		$904.00
					TOTAL	**$11,500.00**

Background: The three-day event is comprised of a one-day travel trade mart and one-day conference, along with other value-added activities that facilitate networking and relationship building. With past events held in Thimphu, Bhutan, Chiang Rai, Thailand, and Luoyang, China, and Al Ain, Abu Dhabi, UAE, the event's choice of host destination reflects the growing importance of dispersing tourists to emerging destinations. ATRTCM 2019 is kindly hosted by the Uttarakhand Tourism Development Board. - See more at: https://www.pata.org/atrtcm/

Issue: Board approval required for travel.

PATA EXECUTIVE BOARD MEETING IN FEBRUARY, JULY, & SEPTEMBER 2019

Motion to approve travel for GVB President & CEO and Director of Global Marketing or their designee to attend the PATA Executive Board meeting in or around February 2019 and in July 2019. Exact location and dates are to be confirmed. Estimated total cost is $18,847.50; Account # PA-SMD025.

Motion unanimously approved

Bangkok, Thailand February 2019

Airfare:	$1,500 x 2 pax					$3,000.00
Per Diem:	**Thailand**	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$182.50	5	$95.00	6	$1,482.50
	Director of Global Marketing	$146.00	5	$95.00	6	$1,300.00
	Unanticipated Expenses (Communications, excess baggage, meetings, etc.)			$500.00		$500.00
					TOTAL	**$6,282.50**

Bangkok, Thailand July 2019

Airfare:	$1,500 x 2 pax					$3,000.00
Per Diem:	**Thailand**	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$182.50	5	$95.00	6	$1,482.50
	Director of Global Marketing	$146.00	5	$95.00	6	$1,300.00
	Unanticipated Expenses (Communications, excess baggage, meetings, etc.)			$500.00		$500.00
					TOTAL	**$6,282.50**

Bangkok, Thailand September 2019

Airfare:	$1,500 x 2 pax					$3,000.00
Per Diem:	**Thailand**	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$182.50	5	$95.00	6	$1,482.50
	Director of Global Marketing	$146.00	5	$95.00	6	$1,300.00
	Unanticipated Expenses (Communications, excess baggage, meetings, etc.)			$500.00		$500.00
					TOTAL	**$6,282.50**

Background: GVB President & CEO, Jon Nathan Denight and Director of Global Marketing, Pilar representations on the Executive Board level. Their involvement in the PATA Executive Board will allow for them to ensure that PATA continues to put emphasis to the "P" in PATA, the Pacific, and to help develop travel and tourism in the region.

Issue: Board approval required for travel.

PATA MICRONESIA CHAPTER TRI-ANNUAL MEETINGS FOR 2019

Motion to approve travel for GVB Director of Global Marketing two (2) Marketing Staff to participate and attend the PATA Micronesia Chapter Tri-Annual Meetings in 2019. The location and dates for the meetings are to be determined at a later time. Estimated total cost is $24,900.00; Account # PA-SMD024 & Account # PA-SMD023.
Motion unanimously approved

1st Tri-Annual Meeting 2019

Airfare:	$900.00 x 3 pax					$2,700.00
Per Diem:	**Micronesia**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Director of Global Marketing	$204.00	5	$136.00	5	$1,700.00
	(2) Marketing Staff	$204.00	5	$136.00	5	$3,400.00
	Unanticipated Expenses (Communications, excess baggage, meetings, etc.)			$500.00		$500.00
					TOTAL	**$8,300.00**

2nd Tri-Annual Meeting 2019

Airfare:	$900.00 x 3 pax					$2,700.00
Per Diem:	**Micronesia**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Director of Global Marketing	$204.00	5	$136.00	5	$1,700.00
	(2) Marketing Staff	$204.00	5	$136.00	5	$3,400.00
	Unanticipated Expenses (Communications, excess baggage, meetings, etc.)			$500.00		$500.00
					TOTAL	**$8,300.00**

3rd Tri-Annual Meeting 2019

Airfare:	$900.00 x 3 pax					$2,700.00
Per Diem:	**Micronesia**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Director of Global Marketing	$204.00	5	$136.00	5	$1,700.00
	(2) Marketing Staff	$204.00	5	$136.00	5	$3,400.00
	Unanticipated Expenses (Communications, excess baggage, meetings, etc.)			$500.00		$500.00
					TOTAL	**$8,300.00**

Background: Guam as an active member of the PATA Micronesia Chapter and the lead in the PATA Micronesia Chapter Committees, will be attending the Tri-Annual Meetings in 2019. The meetings are rotated among the islands depending on the availability of hosts. We would like to encourage membership from the region at the local and government level to become active and to engage with the PATA Micronesia Chapter in hopes to continue the effort to create a Micronesia Student Chapter on Guam. Information will be shared and disseminated to members once all events have been confirmed.

Issue: Board approval required for travel.

April 2019

ASIA DIVE EXPO (ADEX) 2019 AND UNITED TRAVEL TRADE MEETING

Motion to approve travel for the two (2) Marketing Staff to attend the 23rd Asia Dive Expo (ADEX) at the Suntec Singapore Convention Center, Singapore from April 10-15, 2019. Estimated total cost is $9,500.00; Account # PA-TTC053.

Motion unanimously approved

Airfare:	$2,000 x 2 pax					$4,000.00
Per Diem:	**Singapore**	**Lodging**	**Nights**	**M&IE**	**Days**	
	(2) Marketing Staff	$290.00	6	$135.00	6	$5,100.00
	Unanticipated Expenses (Communications, excess baggage, meetings, etc.)			$400.00		$400.00
					TOTAL	**$9,500.00**

Background: ADEX is the longest running and the largest dive expo in Asia celebrating its 24th year in 2019. A must-attend event for anyone interested or involved in the world of diving, the event has seen a continuous increase in visitors over the past few years, with ADEX 2018 attracting thousands of visitors. The ADEX 2019 show presents world-renowned marine life artists, conservationists and photographers and is an event being endorsed by major organizations in the industry such as DEMA (USA), the Singapore Tourism Board (STB) and the Singapore Underwater Federation (SUF). ADEX 2019 will continue on a theme dedicated entirely to Climate Change and dedicated to sharks.

Travel partners in the region of Micronesia attend this promotion year after year, helping in increasing the awareness of our region as a remarkable and unique dive destination.

Issue: Board approval required for travel.

May 2019

PATA ANNUAL SUMMIT 2019 & PATA EXECUTIVE BOARD MEETING

Motion to approve travel for GVB Board of Director, President and CEO and Director of Global Marketing or their designee and one (1) Marketing Staff to attend the PATA Annual Summit/Executive and Board Meeting in Cebu, Philippines from May 8-13, 2019. Estimated total cost is $11,500.00; Account # PA-SMD024.

Motion unanimously approved

Airfare:	$1,500.00 x 4 pax					$6,000.00
Per Diem:	**Cebu, Philippines**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Board of Director	$131.25	6	$90.00	7	$1,417.50
	President & CEO	$131.25	6	$90.00	7	$1,417.50
	Director of Global Marketing	$105.00	6	$72.00	7	$1,134.00
	Marketing Staff	$105.00	6	$72.00	7	$1,134.00
	Unanticipated Expenses (Communications, excess baggage, meetings, etc.)			$397.00		$397.00
					TOTAL	**$11,500.00**

Background: As a result of the PAS 2016 on Guam, the bureau will further its active participation in the PATA programs to also evaluate any future events within the trade and travel industry. In addition, GVB President and CEO along with the Director of Global Marketing are active Board/Executive Members. The summit normally comprises of a one-day industry conference, with the Association's Annual General Meeting, PATA Youth Symposium, PATA Marketplace, and PATA Chapter Colloquium scheduled. Guam, along with other chapters worldwide also attend the Gala Dinner, committee meetings, workshops and product tours of the destination. In addition, the President/CEO and the Director of Global Marketing will be attending the Executive/Board meetings.

Issue: Board approval required for travel.

September 2019

MALAYSIAN ASSOCIATION TRAVEL TRADE AGENTS (MATTA) FAIR 2019

Motion to approve travel for the North America & Pacific Marketing Chair, Director of Global Marketing, two (2) Marketing and two (2) entertainers to attend the Malaysian Association of Tour and Travel Agents (MATTA) Fair 2019 in Kuala Lumpur in September 2019. Estimated total cost is $20,500.00; Account # PA-SMD023.
Motion unanimously approved

Airfare:	$1,500.00 x 6 pax					$9,000.00
Per Diem:	**Kuala Lumpur, Malaysia**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Board of Director	$232.50	6	$100.00	6	$1,995.00
	Director of Global Marketing	$186.00	6	$80.00	6	$1,596.00
	(2) Marketing Staff	$186.00	6	$80.00	6	$3,192.00
	Entertainer	$186.00	6	$80.00	6	$1,596.00
	Entertainer	$186.00	6	$80.00	6	$1,596.00
	Professional Fees ($100 x 4 days x 2 pax)			$800.00		$800.00
	Unanticipated Expenses (Communications, excess baggage, meetings, etc.)			$625.00		$725.00
					TOTAL	**$20,500.00**

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. 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/

Issue: Board approval required for travel.

PATA TRAVEL MART (PTM) 2019

Motion to approve travel for GVB Director of Global Marketing and three (3) Marketing staff to attend the PATA Travel Mart (PTM) 2019 scheduled for September 2019. Estimated total cost is $21,000.00; Account # PA-SMD026 and Account # PA-SMD024.
Motion unanimously approved

Airfare:	$2,000.00 x 4 pax					$8,000.00
Per Diem:	**Cebu, Philippines**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Director of Global Marketing	$350.00	6	$150.00	7	$3,150.00
	(3) Marketing Staff	$350.00	6	$150.00	7	$9,450.00
	Unanticipated Expenses (Communications, excess baggage, meetings, etc.)			$397.00		$400.00
					TOTAL	**$21,000.00**

Background: The PATA Travel Mart is held annually and attracts 1000+ delegates from 60+ countries. The travel mart is Asia Pacific's premier B2B travel trade show, featuring unparalleled networking and contracting opportunities to help travel and tourism organizations access decision makers, meet new clients, expand their networks and build or maintain existing relationships. It showcases the travel products and services from primarily the Asia Pacific region and draws interest from international buyers from around the globe. Furthermore, educational forums, conferences and workshops are organized during the event, providing delegates with comprehensive tourism insights and the latest updates on

trends within the industry. The educational forums and conferences are held prior to the travel trade show and can address a wide range of travel and tourism related topics; such as community based tourism, tourism investment and travel technology.

In addition to the travel mart, the PATA Youth Symposium is a half-day forum offered to students and young professionals to engage with industry professionals during plenary talks and roundtable discussions on various topics relevant to the destination. The prestigious PATA Gold Awards Ceremony is also held during the Mart, an event that recognizes and rewards an organization's outstanding contributions in successfully promoting the travel industry in the Asia Pacific region, and various forums set up by PATA for the travel experts during lunch or prior to the travel mart days.

Guam has attended the PATA Travel Mart for the past several years and we have won the PATA Gold Awards. Our attendance to PTM is essential in the representation of Guam and the Micronesia region to further our continued successes with the PATA International in bringing more awareness to the Pacific region. During this time, also the GVB President and CEO along with the Director of Global Marketing will attend the Executive and Board meetings scheduled usually scheduled before or after the Travel Mart.

Issue: Board approval required for travel.

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iii. Philippines

February 2019

PTAA TRAVEL TOUR EXPO 2019

Motion to approve travel for the GVB President & CEO or his designee, GVB Director of Global Marketing, (1) Marketing Staff, the Cultural Heritage Officer, Miss Guam, two (2) musicians and four (4) entertainers to attend the 2018 Philippines Travel Agents Association Travel Tour Expo in Manila, Philippines from February 8-10, 2019. Estimated Total cost is approximately $32,505.00; ($22,528.00 from the Cultural Heritage Acct. No. DM-CPO005 and $9,127.00 from the Philippines Acct. No. PI-TTC067).

Motion unanimously approved

Airfare:	$850.00 x 3 pax					$2,550.00
Per Diem:	**Manila**	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$223.75	6	$133.75	6	$2,145.00
	Director of Global Marketing	$179.00	6	$107.00	6	$1,716.00
	Marketing Staff	$179.00	6	$107.00	6	$1,716.00
	Unanticipated Expenses (Communications, excess baggage, meetings, etc.)					$1,000.00
					TOTAL	**$9,127.00**

Airfare:	$850.00 x 8 pax					$6,800.00
Per Diem:	**Manila**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Cultural Heritage Officer	$179.00	6	$107.00	6	$1,716.00
	Miss Guam	$179.00	6	$107.00	6	$1,716.00
	Musicians (2 pax)	$179.00	6	$107.00	6	$3,432.00
	Dancers (24 pax)	$179.00	6	$107.00	6	$6,864.00
Misc.	Professional Fee: Miss Guam $100 x 4 days x 1 pax					$400.00
	Professional Fee: Musicians $100 x 4 days x 2 pax					$800.00
	Professional Fee: Dancers $50 x 4 days x 4 pax					$800.00
					TOTAL	**$22,528.00**

Background: The Travel Tour Expo was established by PTAA in 1994 to showcase the products and services of its members. Since then, the show has evolved into a popular annual industry event covering practically all segments of the travel business, making it the biggest event for the travel and tourism industry. More than 70,000 travelers/visitors were present in last year's show, with a B2B segment incorporated into the show giving more value to the trade partner and

featured more than 400 exhibitors offering more travel options to visitors.

GVB has been an active participant in this show for the past 13 years and bureau will once again reach out to our airlines provides, GVB members and other Micronesian islands' NTOs/STOs to take on a regional marketing approach and offer attractive travel packages to potential visitors.

Issue: Board approval required for travel.

April 2019/August 2019

MARKETING ADMINISTRATIVE STRATEGY & PLANNING MEETINGS W/GVB PHILIPPINE OFFICE
Motion to approve travel for GVB President & CEO and Director of Global Marketing or their designee's, (2) Marketing Staff to conduct marketing strategy meetings with our GVB Philippines office in April and August 2019. Cost estimate is approximately $15,093.00 from the Philippines Market Acct. No. PI-SMD023.
Motion unanimously approved

Airfare:	$850 x 4 pax					$3,400.00
Per Diem:	**Manila -April 2019**	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$223.75	3	$133.75	3	$1072.50
	Director of Global Marketing	$179.00	3	$107.00	3	$858.00
	(2) Marketing Staff	$179.00	3	$107.00	3	$1,716.00
Misc.	Business Communications, Excess Baggage Fees, Meeting Expenses, etc.					$500.00
					TOTAL	**$7,546.50**

Airfare:	$850 x 4 pax					$3,400.00
Per Diem:	**Manila-August 2019**	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$223.75	3	$133.75	3	$1072.50
	Director of Global Marketing	$179.00	3	$107.00	3	$858.00
	(2) Marketing Staff	$179.00	3	$107.00	3	$1,716.00
Misc.	Business Communications, Excess Baggage Fees, Meeting Expenses, etc.					$500.00
					TOTAL	**$7,546.50**

Background: The Guam Visitors Bureau has recently renewed the contract with our GVB Philippines Office, TPI, Inc. and there have been some administrative changes within our Manila office and we would like to monitor and evaluate their progress. In addition, we plan to conduct meetings with the travel trade to discuss any opportunities within the market.

Issue: Board approval required for travel.

May 2019

2nd Annual #InstaGuam FAIR 2019

Motion to approve travel for NAP Committee Chairman, GVB President & CEO and GVB Director of Global Marketing or their designee's, (2) Marketing Staff, Cultural Heritage Officer, Miss Guam, (2) Musicians and (4) Dancers to attend the 2nd Annual Guam Fair on May 2019 in Manila, Philippines. Total cost is approximately $37,216.00 ($14,688.00 from the Philippine Acct. No. PI-TTC067 & $22,528.00 from the Cultural Heritage Acct# DM-CPO005).

Motion unanimously approved

Airfare:	$850.00 x 5 pax					$4,250.00
Per Diem:	**Manila**	**Lodging**	**Nights**	**M&IE**	**Days**	
	NAP Chairman	$223.75	6	$133.75	6	$2,145.00
	President & CEO	$223.75	6	$133.75	6	$2,145.00
	Director of Global Marketing	$179.00	6	$107.00	6	$1,716.00
	Marketing Staff (2 pax)	$179.00	6	$107.00	6	$3,432.00
	Unanticipated Expenses (Communications, excess baggage, meetings, etc.)					$1,000.00
					TOTAL	**$14,688.00**

Airfare:	$850.00 x 8 pax					$6,800.00
Per Diem:	**Manila**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Cultural Heritage Officer	$179.00	6	$107.00	6	$1,716.00
	Miss Guam	$179.00	6	$107.00	6	$1,716.00
	Musicians (2 pax)	$179.00	6	$107.00	6	$3,432.00
	Dancers (4 pax)	$179.00	6	$107.00	6	$6,864.00
Misc:	Professional Fee: Miss Guam $100 x 4 days x 1 pax					$400.00
	Professional Fee: Musicians $100 x 4 days x 2 pax					$800.00
	Professional Fee: Dancers $50 x 4 days x 4 pax					$800.00
					TOTAL	**$22,528.00**

Background: The Guam Visitors Bureau in conjunction with the Guam Economic Development Authority held the 1st Annual #instaGuam Fair in Manila city in 2018 to showcase and to encourage travel to Guam. In addition to marketing Guam and the region we look to also provide Guam packages with the major airlines that service direct flights to Guam and also showcase made on Guam products.

GVB members participated last year and we look to make this an annual Guam event in Manila. We will also be having a Guam product seminar offered to all the major TA's in the Manila and will seek further collaboration with the US Commercial Services to join our 2nd Annual event. Location and month of event subject to change.

Issue: Board approval required for travel.

July 2019

TRAVEL MADNESS EXPO 2018

Motion to approve travel for GVB Director of Global Marketing, (2) Marketing Staff, Cultural Heritage Officer and (1) Miss Guam to attend the 8th Travel Madness Expo in July 2019 in Manila, Philippines (Actual location TBA). Total cost is approximately $14,230.00 ($8,698.00 from the Philippine Market Acct. No. PI-TTC067 and $5,532.00 from the Cultural Heritage Acct. No. DM-CPO005).

Motion unanimously approved

Airfare:	$850 x 2 pax					$1,700.00
Per Diem:	**Manila**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Cultural Heritage Officer	$179.00	6	$107.00	6	$1,144.00
	Miss Guam	$179.00	6	$107.00	6	$1,144.00
	Professional Fee: Miss Guam $100 x 4 days x 1 pax					$400.00
					TOTAL	**$5,532.00**

Airfare:	$850 x 2 pax					$2,550.00
Per Diem:	**Manila**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Director of Global Marketing	$179.00	6	$107.00	6	$1,716.00
	Marketing Staff (2 pax)	$179.00	6	$107.00	6	$3,432.00
	Unanticipated Expenses (Communications, excess baggage, meetings, etc.)					$1,000.00
					TOTAL	**$8,698.00**

Background: The travel industry is out to show its might at the 8th annual Travel Madness Expo 2019, with most of its 5,000 players poised to show up at the event as exhibitors and in other capacities to show their unity with all the allied sectors and the general public. The Travel Madness Expo is the Philippines' 2nd largest travel show with a focus on outbound travel.

All of the four exhibit halls of the SMX Convention Center in the Mall of Asia have been booked for the biggest ever-multispectral participation in the Travel Madness Expo, which has been setting record highs since its debut in 2012.

The event is organized by executives of the top travel agencies in the Philippines and is considered the second largest travel expo in the Philippines.

Issue: Board approval required for travel.

August 2019

THE TRAVEL MART (TTM) 2019 PHILIPPINES/GUAM SALES PRESENTATION IN CEBU

Motion to approve travel for the GVB President & CEO and Director of Global Marketing or their designee's, (1) Marketing Staff, Cultural Heritage Officer and Miss Guam to attend the Travel Mart (TTM) in Manila and Cebu in August/September 2019. In addition, GVB plans to conduct a Guam Product Update seminar in both cities. Total cost is approximately $14,464.50 ($8,868.50 from the Philippine Market Acct. No. PI-SMD023 and $5,596.00 from the Cultural Heritage Acct. No. DM-CPO005).
Motion unanimously approved

Airfare:	$1,000 x 3 pax					$3,000.00
Per Diem:	**Manila**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Cultural Heritage Officer	$179.00	4	$107.00	4	$1,144.00
	Miss Guam	$179.00	4	$107.00	4	$1,144.00
	Cebu	**Lodging**	**Nights**	**M&IE**	**Days**	
	Cultural Heritage Officer	$105.00	2	$72.00	2	$354.00
	Miss Guam	$105.00	2	$72.00	2	$354.00
	Unanticipated Expenses (Communications, excess baggage, meetings, etc.)					$600.00
					TOTAL	**$5,596.00**

Airfare:	$1,000 x 2 pax					$2,000.00
Per Diem:	**Manila**	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$223.75	4	$133.75	4	$1,430.00
	Director of Global Marketing	$179.00	4	$107.00	4	$1,144.00
	Marketing Staff	$179.00	4	$107.00	4	$1,144.00
	Cebu	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$223.75	2	$90.00	2	$442.50
	Director of Global Marketing	$105.00	2	$72.00	2	$354.00
	Marketing Staff	$105.00	2	$72.00	2	$354.00
	Unanticipated Expenses (Communications, excess baggage, meetings, etc.)					$1,000.00
					TOTAL	**$8,868.50**

Background: The Travel Mart (TTM) Philippines is an annual B2B table top event being held in two cities in the Philippines. The event takes place in Manila and Cebu where thousands of buyers are expected to attend both cities. This is an opportune time to meet with the top agents and share GVB's 2018 calendar of events and promotions.

In addition to TTM, GVB will organize a Guam Product Update seminar in both cities with the media and trade to share the latest information about Guam. GVB will be inviting its membership to participate and present about their company.

Issue: Board approval required for travel.

ANNOUNCEMENTS

- Ms. Olga Tonkikh and Mr. Neil Urbano from H.I.S. Guam announced that their company welcomed the first MICE group from Jakarta, Indonesia to Guam a couple of weeks ago. Ms. Tonkikh thanked GVB for their support in providing welcome bags for the forty-two (42) Indonesians as well as Ms. Maria San Nicolas for being present at the airport to greet the MICE group. Ms. Tonkikh said their three-day stay was full of meetings, activities and tours where the group bought many Guam souvenirs. Mr. Urbano added the group traveled to Guam via Japan Airlines (JAL) and also included a few days and nights in Japan on their way back to Indonesia.

- Mr. Hofmann announced that the Guam Mayor's Council will be welcoming two MICE groups from the Philippines to Guam for a FAM tour in November and December 2018.

- Mr. Mark Manglona shared the NAP Committee renewal packets with the committee members.

- Ms. Paula Monk announced the success of United Airlines' Big Metal Bird series, which is a video that includes footage of Guam and the other islands of Micronesia. Ms. Monk noted this video will be featured on the Guam in-bound and out-bound aircrafts starting in September 2018.

- Next NAP Meeting | October 3, 2018 at 2:00PM

ADJOURNMENT

Ms. Olga Tonkikh made a motion and seconded by Ms. Paula Monk to adjourn the meeting at 11:30AM. Meeting adjourned.

Prepared by: _____

Maria C. San Nicolas, Marketing Coordinator – North America & Pacific

Reviewed by: _____

Gabryel Franquez, Marketing Coordinator – Russia & Philippines

Approved by: _____

Elaine Pangelinan, Acting Director of Global Marketing

GVB RUSSIA & NEW MARKETS COMMITTEE MEETING
Tuesday, September 18, 2018, 2:00 p.m.
GVB Main Conference Room

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

CALL TO ORDER

Chairman Bartley Jackson called the Russia & New Markets Committee meeting to order at 2:06 p.m.

APPROVAL OF PREVIOUS MEETING MINUTES

Mr. Neil Urbano made the motion and seconded by Ms. Jane Koo to approve the minutes of August 7, 2018. Motion approved unanimously.

REPORT OF THE CHAIRMAN

Chairman Jackson had no comments to report.

REPORT OF GVB MANAGEMENT

A. Visitor Arrival Statistics

Ms. Regina Nedlic reported on the visitor arrivals as of September 11, 2018. Russia arrival numbers month-to-date we are down by -14.5% as compared to last year. Calendar year to date is seen to have increased by 30.4% and fiscal year to date 27.5% as compared to last year.

Russia

GUAM

Visitor Arrivals as of September 11, 2018

Market	Total MTD 2017	Total MTD 2018	% to LY
Russia	55	47	-14.5%

Market	CY 2017	Total CYTD 2017	Total FYTD 2018	% to LY
Russia	3,352	2,135	2,783	30.4%

Market	FY 2017	Total FYTD 2017	Total FYTD 2018	% to LY
Russia	3,151	3,082	3,931	27.5%

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

Note: September 2018 Daily Arrivals reflect Civilian Air arrivals only

Ms. Nedlic shared that from September 1-11, 2018 we see a decrease of -14.5% as compared to last year with our Russia market arrivals. This makes up 0.1% of the total market mix. The next three slides also show visitor arrivals with our other source markets. Chairman Jackson added that he thinks the numbers are soft considering that it is easier for Russian visitors to get to Guam via Air Seoul, Asiana Air, Jeju Air, and Korean Air. With increased flight frequency it is easier for Russian visitors to get to Guam now then it was one year ago. Chairman Jackson also shared that when he was in Russia for PITE, he met with Aurora and S7 and he does not feel like there will be direct service to Guam with these carriers. We know that with direct service we will be able to see our arrival numbers increase at least to 25,000 or 30,000.

September 2018

GUAM

September 1-11, 2018 **Total: 41,519 (-8.7%)**

% Market Mix	Origin	2017	2018	% to LY
0.1%	Russia	55	47	-14.5%
36.4%	Japan	17,788	15,113	-15.0%
50.1%	Korea	22,825	20,796	-8.9%
2.1%	Taiwan	866	853	-1.5%
0.6%	China	445	234	-47.4%
6.8%	US/Hawaii	1,699	2,844	67.4%
0.4%	Hong Kong	144	161	11.8%
1.0%	Philippines	523	409	-21.8%

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

Note: September 2018 Daily Arrivals reflect Civilian Air arrivals only

Calendar year to date, there was a total of 1,072,108 visitor arrivals, which is a -2.2% decrease from last year. Russia visitor arrivals have increases 30.4% as compared to last year.

Calendar Year to Date 2018

GUAM

January – September 11, 2018 **Total: 1,072,108 (-2.2%)**

% Market Mix	Origin	2017	2018	% to LY
0.3%	Russia	2,135	2,783	30.4%
35.2%	Japan	466,672	377,012	-19.2%
49.1%	Korea	461,371	526,453	14.1%
1.9%	Taiwan	25,070	20,384	-18.7%
1.1%	China	16,942	12,212	-27.9%
6.0%	US/Hawaii	54,938	64,359	17.1%
0.4%	Hong Kong	12,332	4,249	-65.5%
1.1%	Philippines	11,915	11,904	-0.1%

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

Note: September 2018 Daily Arrivals reflect Civilian Air arrivals only

Fiscal year to date, there was a total of 1,447,619 visitor arrivals, which is a -2.7% decrease as compared to last year. Russia fiscal year arrivals have increased 29.2% as compared to last year, which makes up 0.3% of the market mix.

Fiscal Year to Date 2018

GUAM

October 2017 - September 1-11, 2018 **Total: 1,447,619 (-2.7%)**

% Market Mix	Origin	2017	2018	% to LY
0.3%	Russia	2,910	3,760	29.2%
34.0%	Japan	561,766	428,148	-23.8%
49.9%	Korea	532,118	628,439	18.1%
1.8%	Taiwan	31,625	23,011	-27.2%
1.2%	China	20,081	14,736	-26.6%
5.6%	US/Hawaii	63,992	71,030	11.0%
0.4%	Hong Kong	14,951	5,563	-62.8%
1.3%	Philippines	17,102	16,338	-4.5%

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

OLD BUSINESS

A. GVB & TripAdvisor Campaign (August - September 2018)

Ms. Nedlic shared that our GVB & TripAdvisor Campaign is still on-going and will conclude at the end of this month. Pacific Islands Club Guam and Hilton Guam Resort and Spa are the two GVB members that are participating in this campaign.

Trip Advisor Campaign: Phase 2

GUAM

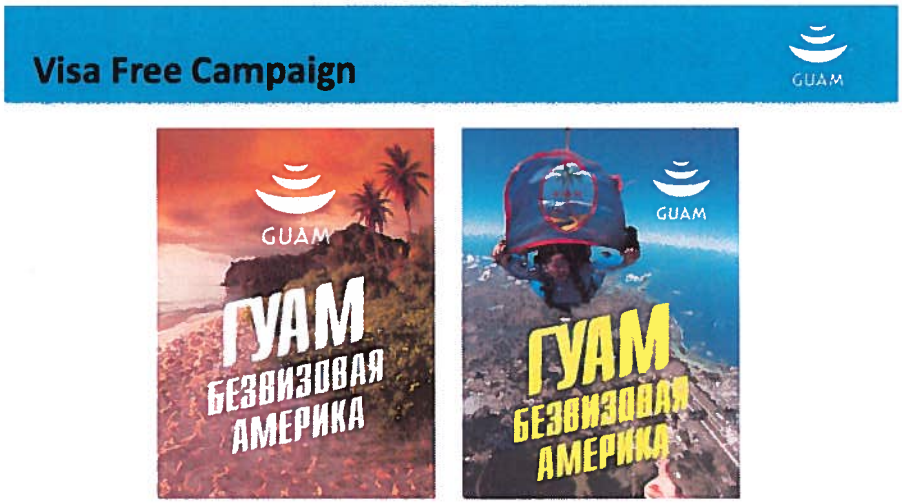




Centralized GVB campaign was launched in the mid of August. GVB members who participated in this campaign for Russian market: **Pacific Islands Club and Hilton Guam Resort & Spa.**

B. Visa Free Campaign

Ms. Nedlic shared that we are initialing our Visa Free Campaign throughout of social media platform. We completed our banners which will be displayed on Insatgram and Facebook.



The Visa Free Campaign is created for the European part of Russia. Campaign period to start on September 2018.

C. Online Travel Mart (OTM)

Ms. Nedlic shared that we are currently engaged in an Online Travel Mart (OTM) Exhibition. Last year, we participated in the OTM and it was a very successful event with five participating GVB members. This year we have five members participating again which are, Pacific Islands Club, H.I.S. Guam, Axe Murderer Tours, Santa Fe Hotel, and Guam Troika Tours. A great benefit to the OTM is not only is the presentations live, but presentations will also be archived and accessible for viewers at a later time.



Online B2B Expo that took place from September 3 – 16, 2018.

- Guam Webinar
  - September 6, 2018 from 10 a.m. – 11:30 a.m. (Moscow time).
  - 317 participants watched online and 74 participants watched in archive (by September 10).
- GVB Partners
  - H.I.S. and Guam Troika Tours from September 10, 10 a.m. – 11:00 a.m. (Moscow time).
  - 254 participant watched online and 41 participants watched in archive (by September 12)

The final detailed statistics will be provided when the expo is finished.



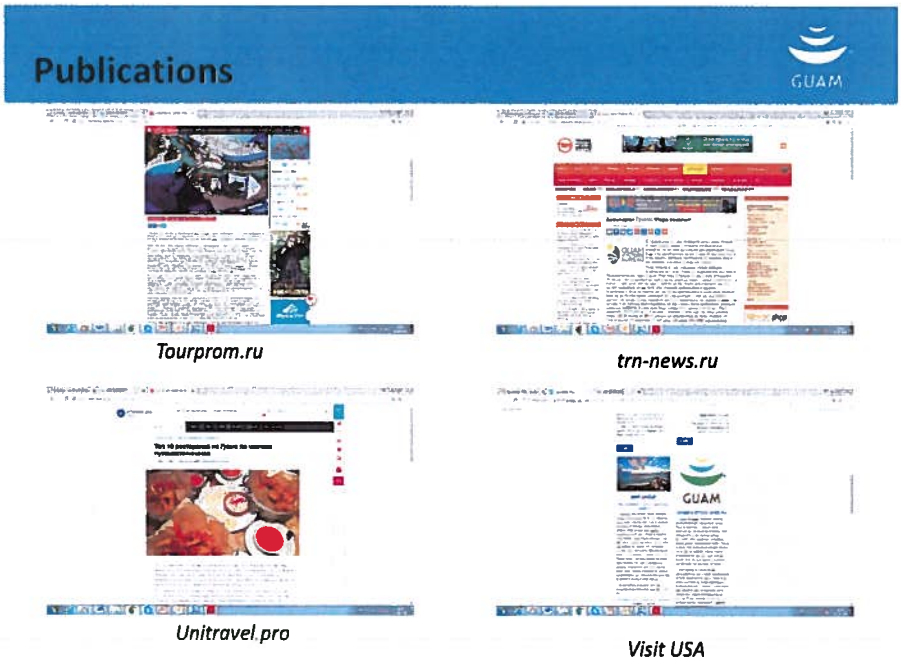
D. Co-op with Jeju Air

Ms. Nedlic shared that we completed a campaign collaboration with Jeju Air. The concept of this co-op was to encourage ticket purchasing to Guam from July – August 2018. Customers who purchased a ticket were eligible for a raffle to win prizes. The main prize was a round trip ticket from Vladivostok to Seoul, the second place prize was a voucher for a three night stay at the Pacific Star Resort & Spa, and the third place prize was a coupon to a Guam Spa.



E. Publications

Ms. Nedlic shared our most recent publications and platforms that we ran this quarter. These publications assist in promoting our Guam events and current news.



NEW BUSINESS

A. FY2019 Travel Motions

Ms. Nedlic shared that every fiscal year, our travel motions gets approved by the Board of Directors, but GVB also likes to share with the committee members the programs and activities to be done in market for the. Upcoming fiscal year. For FY2019, we have decided not to participate in MITT and PITE as we have seen low participation in these consumer shows. Moscow Dive Expo happens every year in February. This will be a great opportunity to penetrate the dive market in the Russia market and get the Guam brand in this niche market. Ms. Nedlic also noted that as the show near, we will send invitation to GVB members and committee members.

MOSCOW DIVE EXPO 2019

Motion to approve travel for GVB Director of Global Marketing and (1) Marketing Staff to attend the 2019 Moscow Dive Show from January 31 – February 3, 2019 in Moscow, Russia. Estimated cost is approximately $12,482.00; Russia Acct. No. RUS-TTC082.

Airfare:	$2,000 x 2 pax					$4,000.00
Per Diem:	Moscow	Lodging	Nights	M&IE	Days	
	Director of Global Marketing	$351.00	7	$112	7	$3,241.00
	Marketing Staff	$351.00	7	$112	7	$3,241.00
Misc.	Business Communications, Excess Baggage Fees, Meeting Expenses, etc.					$2,000.00
					TOTAL	$12,482.00

Background: The Moscow Dive Show is GVB's first ever dive consumer show to attend. There has been a great deal of interest from travelers regarding Guam's beautiful dive locations. We have decided not to attend the MITT show in Moscow due to low turnout from previous years and replace with this show to address travelers seeking more destinations that cater to diving in the Pacific Region.

Upon no further discussion or comments, a motion was made by Chairman Jackson and seconded by Mr. Urbano to approve the motion for the Moscow Dive Expo 2019. All in favor and unanimously approved.



FY2019 Travel Motions

GUAM

MOSCOW DIVE EXPO 2019

Motion to approve travel for GVB Director of Global Marketing and (1) Marketing Staff to attend the 2019 Moscow Dive Show from January 31 – February 3, 2019 in Moscow, Russia. Estimated cost is approximately $12,482.00; Russia Acct. No. RUS-TTC082.

Background: The Moscow Dive Show is GVB's first ever dive consumer show to attend. There has been a great deal of interest from travelers regarding Guam's beautiful dive locations. We have decided not to attend the MITT show in Moscow due to low turnout from previous years and replace with this show to address travelers seeking more destinations that cater to diving in the Pacific Region.

Issue: Board approval for travel required.

Airfare						
Per Diem	Moscow	Lodging	Nights	M&IE	Days	
	Director of Global Marketing	$351.00	7	$112	7	$3,241.00
	Marketing Staff	$351.00	7	$112	7	$3,241.00
Misc.	Business Communications, Excess Baggage Fees, Meeting Expenses, etc.					$2,000.00
					TOTAL	$12,482.00

Ms. Nedlic shared that the Vladivostok Guam Seminar 2019 is a Guam specific seminar event to be hosted by GVB. Previously, GVB participated in the Workshop STI, which is a B2B event, but this year the event was cancelled by the organizers due to low participation. In addition to the budget amount approved to participate in Worskshop STI, we will need an additional $1,500.00 for logistics and planning since the event is hosted by GVB. This event will be more focused specifically on Guam to impact the market directly. Ms. Nedlic will find out the cost to participate in PITE and the Guam Seminar so that GVB members could possibly participate in both events since we are making traveling a long way to Vladivostok.

VLADIVOSTOK GUAM SEMINAR 2019

Motion to approve travel for GVB President & CEO and Director of Global Marketing or their designee's and (1) Marketing Staff to participate in the Vladivostok Guam Trade Seminar in May 2019 (Final dates TBA). (Estimated cost is approximately $13,649.50; Russia Account No. TTC082).

Airfare:	$2,000 x 3 pax					$6,000.00
Per Diem:	Vladivostok	Lodging	Nights	M&IE	Days	
	President & CEO	$296.25	6	$130.00	6	$2,557.50
	Director of Global Marketing	$237.00	6	$104.00	6	$2,046.00
	Marketing Staff	$237.00	6	$104.00	6	$2046.00
Misc.	Business Communications, Excess Baggage Fees, Meeting Expenses, etc.					$1,000.00
					TOTAL	$13,649.50

Background: The Guam Visitors Bureau will hold a Guam update seminar to all the travel agents that sell Guam packages and will work with the US Embassy to jointly host a Guam night event for all the PITE (Pacific International Tourism Expo) participants. In the past, the bureau has participated in PITE however, for FY2019 we would like to hold an exclusive Guam trade seminar along with a joint Guam night event to showcase destination Guam. This will be the first time we hold an exclusive Guam event for the travel agents in Vladivostok and will seek partnership with the airlines to encourage travel to Guam during low periods.
GVB's main objective is to initiate marketing efforts and to bring awareness of our destination to trade and consumers in the Far East. The product update will incorporate a Guam Presentation for our participating companies is being scheduled to introduce themselves and their product/service to travel agents.

Upon no further discussion or comments, a motion was made by Chairman Jackson and seconded by Mr. Urbano to approve the motion for the Vladivostok Guam Seminar 2019. All in favor and unanimously approved.

FY2019 Travel Motions

GUAM

VLADIVOSTOK GUAM SEMINAR 2019
Motion to approve travel for GVB President & CEO and Director of Global Marketing or their designee's and (1) Marketing Staff to participate in the Vladivostok Guam Trade Seminar in May 2019 (Final dates TBA). (Estimated cost is approximately $13,649.50; Russia Account No. TTC082).

Background: The Guam Visitors Bureau will hold a Guam update seminar to all the travel agents that sell Guam packages and will work with the US Embassy to jointly host a Guam night event for all the PITE (Pacific International Tourism Expo) participants. In the past, the bureau has participated in PITE however, for FY2019 we would like to hold an exclusive Guam trade seminar along with a joint Guam night event to showcase destination Guam. This will be the first time we hold an exclusive Guam event for the travel agents in Vladivostok and will seek partnership with the airlines to encourage travel to Guam during low periods. GVB's main objective is to initiate marketing efforts and to bring awareness of our destination to trade and consumers in the Far East. The product update will incorporate a Guam Presentation for our participating companies is being scheduled to introduce themselves and their product/service to travel agents.

Issue: Board approval needed for all travel.

Airfare:	[illegible]					[illegible]
Per Diem:	Vladivostok	Lodging	Nights	M&IE	Days	
	President & CEO	$296.25	6	$130.00	6	$2,557.50
	Director of Global Marketing	$237.00	6	$104.00	6	$2,046.00
	Marketing Staff	$237.00	6	$104.00	6	$2046.00
Misc.	Business Communications, Excess Baggage Fees, Meeting Expenses, etc.					$1,000.00
					TOTAL	$13,649.50

B. FY2019 Quarter 1 Plans

Ms. Nedlic shared our upcoming FY2019 Quarter 1 plans. Again, to further explain, Workshop STI has cancelled the event this year. We would like to do Guam specific events to market and promote Guam in Russia. Of course, we would still like to participate in other co-ops and promotions to maximize our investment. A motion to participate in the Guam Product Roadshow 2018 in Khabarovsk and Yuzhno-Sakhalinsk was approved by the GVB Board of Directors on the September 13, 2018 meeting.

FAR EAST AND EUROPEAN PART OF RUSSIA ROAD SHOW 2019
Motion to approve travel for the Director of Global Marketing and (2) Marketing Staff to attend the Far East and European part of Russia Road Shows taking place in October/November 2018. (Estimated cost is approximately $13,276.00; Russia Acct. No. RUS-TTC082).

Airfare:	$2,000 x 3 pax					$6,000.00
Per Diem:	**Moscow**	**Lodging**	**Nights**	**M&IE**	**Days**	
	DOGM	$351.00	2	$112.00	2	$926.00
	Marketing Staff	$351.00	2	$112.00	2	$926.00
	St. Petersburg	**Lodging**	**Nights**	**M&IE**	**Days**	
Per	DOGM	$352.00	2	$134.00	2	$972.00
	Marketing Staff	$352.00	2	$134.00	2	$972.00
	Yuzhno - Sakahalinsk	**Lodging**	**Nights**	**M&IE**	**Days**	
	DOGM	$250.00	2	$120.00	2	$740.00
	Marketing Staff	$250.00	2	$120.00	2	$740.00
Misc.	Business Communications, Excess Baggage Fees, Meeting Expenses, etc.					$2,000.00
					TOTAL	**$13,276.00**

Background: The road shows in Russia were developed to have direct contact with the TA's in the respective regions of the Far East and European parts of Russia. In the last 5 years, there has been increased interest for Guam and we look to further this effort by participating in B2B trade shows such as this one to get more bookings for Guam during the Summer season or sooner. The GVB Russia Office has been a good job in engaging GVB members to in the road show to carefully evaluate its effectiveness and

its target towards the TA's that sell Guam packages in the Russia market. This roadshow was proven effective in the past 2-3 years and we look to improve on this for FY19.



Guam Product Roadshow 2018:
Khabarovsk – October 17 and Yuzhno-Sakhalinsk – October 18

- STI Far East Roadshow 2018 was cancelled. It was decided to organize a Guam Product Roadshow instead on the same date to promote Guam to Russian tour industry professionals. Many TAs are focused on individual (premium) customer segments and we received good feedback from TA's who have participated in previous Guam workshops.

- Partners **Pacific Islands Club and Korean Airlines** will join the Roadshow

Ms. Nedlic shared that the Shop Guam e-Festival Campaign will be from November 10, 2018 – February 28, 2019. This year SGF will be a different as it will now be a yearlong campaign. Last year, we brought in Ms. Zoe Paradigma as our social media ambassador and she also won an award in Russia for being the most popular social media influencer. For this year's SGF, we will be doing online promotions, offline promotions, media fam tours and special projects. We have printed SGF co-op applications for members interested in joining SGF campaign.



Shop Guam Festival Campaign

- Online promotion (SEM, Social media)
- Offline promotion (indoor)
- Special projects (TBC)
- Media Fam Tour

SHOP GUAM

ANNOUNCEMENTS

- Chairman Jackson shared that we are not only Russia committee, but also cover New Markets. Pilar and marketing team recently came back from Malaysia on an overseas mission. Malaysians and Singapore visitors can visit Guam visa free. Chairman Jackson would like GVB Management to conduct a presentation to the committee members during the next committee meeting on the Malaysia and Singapore market and visitor profile.
- Chairman Jackson shared that the next Russia & New Markets Committee Meeting will be on October 2, 2018 in the GVB Main Conference Room (subject to change). This will be the first committee meeting for the fiscal year 2019. GVB will notify members should this meeting be cancelled.
- Ms. Nedlic shared that the FY2019 Committee Member Renewal are due by October 1, 2018. We have printed copies of the renewal forms for any members who needs a set. Most members present in today's meeting have already submitted their renewal documents.
- Chairman Jackson reminded members to renew their GVB membership by October 10th, as this year is an election year. One vote is allotted per each GVB member and extra votes can be purchased at $100 per vote with a maximum purchase of 10 votes.
- Ms. Nedlic and committee members congratulated Ms. Nadia Romanenko on getting married recently.
- Ms. Olga Tonkikh shared that H.I.S. Guam recently had a MICE group of 42 pax from Jakarta, Indonesia on September 5-7, 2018.
- Ms. Jane Koo shared that the Hyatt Regency Guam is hosting the United Rodeo, which is occupying over 70 rooms.

ADJOURNMENT

Ms. Nadia Romanenko made a motion, seconded by Ms. Jane Koo to adjourn the meeting at 2:40 p.m.

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

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

Approved by: _____
Pilar Laguaña, Director of Global Marketing