Speaker's Office <speaker@guamlegislature.org>

Fwd: GVB Board Packet: October 11, 2018

Senator Therese Terlaje <senatorterlajeguam@gmail.com> Thu, Oct 11, 2018 at 10:04 AM
To: speaker@guamlegislature.org

Vice Speaker Therese M. Terlaje
34GL-18-2404
OCT 11 2018
Time: 10:04 AM
Received by: JdG

---------- Forwarded message ---------
From: **Maura Yi** <maura.yi@visitguam.org>
Date: Thu, Oct 11, 2018 at 9:55 AM
Subject: GVB Board Packet: October 11, 2018
To: Senator Therese Terlaje <senatorterlajeguam@gmail.com>

Håfa Adai Speaker Terlaje,

Pursuant to Title 5 Ch 8 Section 8113.1. of the Guam Code Annotated, attached is the board packet of October 11, 2018.

Thank you!

--
Senseramente,
Maura Yi
Executive Secretary

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

2018 OCT 11 AM 10:27

4 attachments

- **Exhibit_B_TreasurersReport_Oct092018.pdf** 49K
- **Agenda_Oct112018.pdf** 477K
- **Exhibit_C_GCMCMinutes_Sept242018.pdf** 1950K
- **Exhibit_A_MINUTES_Sept272018.pdf** 17478K

2404

REGULAR BOARD OF DIRECTORS MEETING
Thursday, October 11, 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 27, 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 PRESENTATION

C. RUSSIA & NEW MARKETS

D. KOREA

E. JAPAN

F. NORTH AMERICA & PACIFIC MARKETS

G. GREATER CHINA

Committee minutes dated September 24, 2018 Exhibit C

H. CULTURAL & HERITAGE

I. DESTINATION MANAGEMENT

J. SPORTS & EVENTS

K. MEMBERSHIP & COMMUNITY OUTREACH

L. RESEARCH

M. VISITOR SAFETY & SATISFACTION

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Upcoming Board Meetings:

- Thursday, October 25, 2018 at 3:30pm, GVB Main Conference Room
- Thursday, November 8, 2018 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

GUAM VISITORS BUREAU
55th ANNIVERSARY
1963 - 2018

BOARD OF DIRECTORS REGULAR MEETING
Thursday, September 27, 2018 – 3:30pm
Guam Visitors Bureau – Main Conference Room

BOARD OF DIRECTORS PRESENT:

Director Milton Morinaga	Director Monte Mesa
Director Young Sook Hong	Director Theresa Arriola
Director Brad Kloppenburg	Director Bartley Jackson
Director Robert Hofmann	Director William Nault

A quorum was met

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Eduardo "Champ" Calvo	Director Katarina Sgro
Director Tatsuo Takano	Director Satoru Murata
Director Samuel Shinohara	

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight	Maura Yi	Lisa Linek
Josh Tyquiengco	Doris Ada	June Sugawara
Brian Borja	Elaine Pangelinan	Karida Brennan
Kraig Camacho	Pilar Laguana	Nadine Leon Guerrero
Nicole Benavente	Sydney Leon Guerrero	Breeana Garrido
Mark Manglona	Nico Fujikawa	Regina Nedlic
Colleen Cabedo	Gabbie Franquez	Maria San Nicolas

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 4:13 pm.

II. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Director Jackson made a motion, seconded by Director Kloppenburg, to approve the minutes of the previous board of directors meeting dated September 13, 2018.
Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

- Chairman Morinaga thanked Director Hong and the VSS team for taking the initiative to make an island –wide inspection and giving the board an updated presentation.
- DPHSS are working to place new regulation requiring a 6ft. fence around swimming pool areas following safety guidelines along with a more stringent chemical requirement for pool chlorine mixtures. GHRA will hold a meeting next week with all the hotel engineers to present their case for a future public hearing.

IV. PRESIDENT & CEO'S REPORT

GUAM VISITORS BUREAU
55TH ANNIVERSARY
1963 - 2018

GUAM VISITORS BUREAU

PRESIDENT'S REPORT
09-27-2018

1

RESEARCH

2

September 2018

September 1-23, 2018 **Total: 85,236 (-7.1%)**

% Market Mix	Origin	2017	2018	% to LY
35.8%	Japan	35,959	30,539	-15.1%
50.7%	Korea	45,711	43,195	-5.5%
2.0%	Taiwan	1,882	1,670	-11.3%
0.5%	China	780	462	-40.8%
6.6%	US/Hawaii	3,540	5,643	59.4%
0.4%	Hong Kong	286	347	21.3%
1.0%	Philippines	1,084	886	-18.3%
0.1%	Russia	95	98	3.2%

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

Note: September 2018 Daily Arrivals reflect Civilian Air arrivals only

3

Calendar Year to date 2018

January – September 23, 2018 **Total: 1,120,288 (-2.0%)**

% Market Mix	Origin	2017	2018	% to LY
35.2%	Japan	484,843	394,076	-18.7%
49.1%	Korea	484,257	550,346	13.6%
1.9%	Taiwan	26,086	21,230	-18.6%
1.1%	China	17,277	12,488	-27.7%
6.1%	US/Hawaii	56,779	67,809	19.4%
0.4%	Hong Kong	12,474	4,460	-64.2%
1.1%	Philippines	12,476	12,436	-0.3%
0.3%	Russia	2,175	2,835	30.3%

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

Note: September 2018 Daily Arrivals reflect Civilian Air arrivals only

4

Fiscal Year to Date 2018

October 2017 – September 23, 2018 **Total: 1,492,319 (-2.7%)**

% Market Mix	Origin	2017	2018	% to LY
35.0%	Japan	666,443	521,850	-21.7%
49.4%	Korea	636,263	736,827	15.8%
1.8%	Taiwan	35,807	27,160	-24.1%
1.1%	China	22,664	16,512	-27.1%
5.6%	US/Hawaii	74,680	84,104	12.6%
0.4%	Hong Kong	15,972	6,521	-59.2%
1.3%	Philippines	19,503	18,712	-4.1%
0.3%	Russia	3,122	3,982	27.5%

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

Note: September 2018 Daily Arrivals reflect Civilian Air arrivals only

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MARKETING

6

Japan Marketing News

JATA Tourism Expo Japan 2018

- September 20-23, 2018
- Venue: Tokyo Big Sight
- Expo attendance: 207,000
- Guam booth activities: Håfa Adai Music Show featuring Tradewinds, photo opportunities with Miss Guam and Gumamon, JGTA presentations, San-Ai Swimwear appearance, Pleasure Island presentations, stamp rally with complimentary Spike Coffee and cookies, in-country research, Guam Chamorro Dance Academy performances

Visitors to Tourism EXPO Japan 2018			
Sept. 20	THU	Business / Press Day	26,000
Sept. 21	FRI	Business / Press Day	40,000
Sept. 22	SAT	Public Day	74,000
Sept. 23	SUN	Public Day	67,000
Total			207,000
			*2017 = 191,577

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Japan Marketing News

JATA Tourism Expo Japan 2018



8

Japan Marketing News

Courtesy Call to Japan Airlines

- September 20, 2018
- Agenda: Operation out of Haneda Airport in 2020, possibility of extending second daily flight operation, increasing aircraft size, young family market, JAL and JALPAK packages, InstaGuam campaign



Courtesy Call to China Airlines

- September 20, 2018
- Agenda: Plans for end of year charter, Charter Incentive Program, Air Service Support Program, incentivizing travel agents, family market on Guam



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Japan Marketing News

Meeting with United Airlines

- September 20, 2018
- Agenda: KIX recovery, United Guam Social Media Online Club, GoPro Campaign, personalizing Guam experience in aircrafts and at airports, baggage allowance



Courtesy Call to JATA Organizers

- September 21, 2018
- Agenda: Showcasing Guam culture, need cultural centers for visitors, competitors: Hawaii and Okinawa, upcoming golf competition, visitors need "local" experience



10

Japan Marketing News

Meeting with T'way Air

- September 21, 2018
- Agenda: Charter business will continue into 2019, update on sales campaign with GVB, targeting 2,000 pax from October to December 2018



Meeting with JTB

- September 21, 2018
- Agenda: Accommodations on LCCs, effects of Typhoon Jebi, product development on Guam, made in Guam products, InstaGuam campaign



11

Korea Marketing News

Airline Capacity to Guam Incheon - Guam

September 2018

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)

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GUAM VISITORS BUREAU
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Korea Marketing News

Airline Capacity to Guam

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

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Korea Marketing News



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

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Korea Marketing News

Mode Tour Travel Mart 2018

- Period: August 30 - September 02, 2018
- Venue: COEX 1F (Hall A)
- Co-exhibitors: 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 Guam Resort, The Westin Resort Gua






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Korea Marketing News

Mode Tour Travel Mart 2018

RESULTS
- 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)



16

Korea Marketing News

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: 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



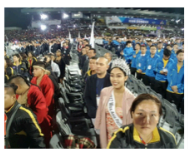

17

Korea Marketing News

99th National Sports Festival

✓ Period: October 12 - October 18, 2018
✓ Opening: October 12, 2018
✓ Venue: 70 Stadiums in 14 Cities including Iksan
✓ Participants: 30,000
✓ GVB support: Miss Guam, 2 Musicians, 2 Dancers, Giveaways

✓ GVB attends the annual National Sports Festival along with the Korea Guam Sports Council to support Team Guam and to promote the destination by maximizing on the immense exposure the festival generates yearly.





18

North America Marketing News

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

- GVB and IWoT conducted a Guam Product Presentation with PATA San Diego Chapter and various travel agents.
- GVB and IWoT promoted "Guam-Japan Travel Package"







19

North America Marketing News

Pacific Islanders Festival Association
September 22-23, 2018

- GVB distributed Guam collateral materials
- GVB participated in a co-op campaign with Capital Kitchen to promote the IWoT Guam-Japan travel package.





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Pacific Marketing News

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, Mr. Bryan Ang participated in the presentation.





21

Pacific Marketing News

GVB & Korean Airline Meeting
September 6, 2018

- GVB conducts Guam Product Presentation to Korean Airlines Executives
- GVB discusses opportunities to attract Malaysian travelers to travel to Guam via Korea.



22

Pacific Marketing News

Malaysian Association of Travel Trade Agents (MATTA) Fair – September 7-9 2018

- Apple Vacations all-inclusive package of approximately $1,400
- PAL Roundtrip Airfare only at $400 from Kuala Lumpur – Guam







23

Pacific Marketing News

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

- GVB met with over 80 pre-scheduled appointments with international buyers
- Exhibited alongside Palau Visitors Authority and the Marianas Visitors Authority under the "Micronesia Pavilion"







24



25



26

V. TREASURER'S REPORT Exhibit B

Director Hofmann made a motion, seconded by Director Kloppenburg, to approve the Treasurer's Report.
Motion unanimously approved

- President Denight reported all August allotments are up to date with one more month to be received, September.

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

B. ADMINISTRATION & GOV'T RELATIONS

RESOLUTION NO. 2018-004 Exhibit C

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

Issue: Board approval required.

- President Denight stated he would like to present this board resolution to Norio Nakajima in the next board meeting.

C. VISITOR SAFETY & SATISFACTION

GUAM VISITORS BUREAU
55TH ANNIVERSARY
1963 - 2018

Guam Visitors Bureau's Island-wide Inspection

1

Cetti Bay




Overgrown greenery, obstructed view

2




Sella Bay
Safety hazards, lack of railing structures, protruding poles, vandalized signage

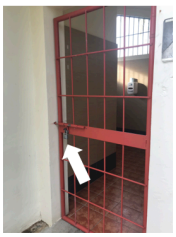
3





Overgrown greenery, mildew/algae on staircase, unutilized signage

4





Inarajan Pool
Inaccessible restrooms, neglected public showers, lack of garbage bins

5





Lack of benches or resting areas

6





Need for regulated parking

7

Fort Santa Agueda

Flooding
Overgrown greenery
Inaccessible restrooms



8

GUAM VISITORS BUREAU
55TH ANNIVERSARY
1963 - 2018



Fort Soledad
Unkempt facilities, lack of garbage bins

9



Over grown greenery, lawn growing onto walkway leading to restroom facilities

10

Plaza de España



UNPLEASING WALKWAY

11

Statue of Liberty Park

Requires updated paint-job

Maintenance for visual aesthetic



12



Safety and environmental hazards
Old light fixtures, neglected tree stumps (susceptible to Rhino-beetle infestations

13



Lack of garbage bins, overflowing waste and debris

14

Unnecessary structures



15

Unkempt facilities



16

- Director Hong reported the VSS team is working on getting more VSO presence around the Tumon area in hate night hours. She added that hotel boutiques and shops should report any shoplifting incidents so that authorities may take action against the crimes committed.
- President Denight suggested having a grass cutting regulation that will require owners to cut their property grass if it goes past 5ft.

D. CULTURAL & HERITAGE

- Director Arriola thanked the team for their hard work on representing Guam at PIFA in San Diego, California. Guam had good exposure with GVB along with the presence of Jesse and Ruby. The team also took part in the PATA Travel Seminar which was well attended.

E. DESTINATION MANAGEMENT

F. SPORTS & EVENTS

- Director Nault reported GVB is sponsoring an MMA event called "The Risen" with a local fighter taking part in the competition in Saitama, Japan. A delegation will be traveling to attend another GVB sponsored event, Rakuten Open, taking place next week. And the committee also will be supporting a youth baseball tournament taking place over the weekend with local boys and girls team and off-island teams from Japan.

G. MEMBERSHIP & COMMUNITY OUTREACH

- Director Kloppenburg updated the board with tentative dates for the membership meeting on October 19th or 26th, with details to be finalized and forthcoming.
- Membership election is set for January 8, 2019 and the deadline for dues will be October 10, 2018.

H. RESEARCH

PATA CERTIFICATION IN ADVANCED HOTEL TOURISM ANALYTICS (CAHTA)

Director Hofmann made a motion, seconded by Director Jackson, 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, 2018. Travel Cost is approximately $5,328.00 which will be charged from FY2019 Budget Acct# RES104.
Motion unanimously approved

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.

- Director Arriola pointed out the concerns from CBP on the size of the customs forms, which is being revised.

I. KOREA

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

MARKETING ADMINISTRATIVE STRATEGY & PLANNING MEETING W/GVB KOREA OFFICE

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

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

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

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/Designee	$287.50	1	$177.50	1	$465.00
	DoGM/Designee	$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/Designee	$291.25	4	$181.25	5	$2,071.25
	DoGM/Designee	$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/Designee	$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/Designee	$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.

- Director Jackson reminded the board of the Korea Roadshow which is fast approaching.
- The exit surveys are being posted online for quarterly as well as a year to date. The Korea market is interesting to study and with the new information obtained at the Mode Tour travel show there will be some new data to present at the next board meeting.

J. JAPAN

- Director Nault thanked all the participants for the JATA Tour Expo that recently took place, without everyone's help the event would have not been successful.
- The Kansai airport was recently destroyed by a typhoon that struck Japan, but is fully recovered and in operation in both terminal 1 and 2 at full capacity.

K. NORTH AMERICA & PACIFIC MARKETS

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

EAST COAST GUAM PRODUCT PRESENTATION & MEETINGS

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

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

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

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

Director Hofmann made a motion, seconded by Director Jackson, 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.

DEMA SHOW 2018 & GUAM DIVE SEMINAR

Director Hofmann made a motion, seconded by Director Jackson, 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	
	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

Director Kloppenburg made a motion, seconded by Director Jackson, to approve travel for the (2) Marketing Staff to conduct administrative meetings with GVB Hong Kong Representatives in October/November 2018 in Hong Kong. Cost is approximately $6,210.00 to be taken from Account No. HK-SMD023.
Motion unanimously approved

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.

- Chairman Morinaga updated the board, bullet trains from cities in China are now going into Hong Kong. He suggests targeting these potential visitors through marketing efforts on the bullet train to take the direct UA flight from Hong Kong to Guam.

GUAM VISITORS BUREAU
55TH ANNIVERSARY
1963 - 2018

MARKETING ADMINISTRATIVE STRATEGY & PLANNING MEETING W/ GVB CHINA OFFICE

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

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)

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

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		**Lodging**	**M&IE**	**Days/Nights**	

Diem:	(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

VII. OLD BUSINESS

- President Denight stated the travel motions for FY2019 excluding the ones previously approved will be shared with the board next week and presented for approval at the next board meeting.
- Director Arriola informed the board, through GVB, Guam has supported the Chamorro House at Balboa Park in San Diego, California, at $75K, and the ground-breaking will take place in December 2018 with a 15-month construction to follow.

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

- Director Hong shared a message from the Korean Association President Park a thank you to GVB for supporting the first annual Korean Festival.
- President Denight announced the retirement of GVB's Marketing Manager – Japan, June Sugawara after 31 years of service to Guam.

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

Director Arriola made a motion, seconded by Director Kloppenburg, to adjourn the meeting. Meeting adjourned at 5:03 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 Progra	$ 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

FY 2019

	Appropriation	Received to Date		Balance	
General Administration	$ 3,600,000.00	$ -	0%	$ 3,600,000.00	100%
Marketing	$ 14,500,216.00	$ -	0%	$ 14,500,216.00	100%
Sports & Events	$ 850,000.00	$ -	0%	$ 850,000.00	100%
Research	$ 600,000.00	$ -	0%	$ 600,000.00	100%
Cultural & Heritage	$ 750,000.00	$ -	0%	$ 750,000.00	100%
Visitor Safety & Satisfaction	$ 950,000.00	$ -	0%	$ 950,000.00	100%
Destination Development	$ 1,085,000.00	$ -	0%	$ 1,085,000.00	100%
TOTAL RECEIVABLES FY 2019	**$ 22,335,216.00**	**$ -**		**$ 22,335,216.00**	

FY 2018 as of October 9, 2018

	Budget	Expenditures to Date	Balance
Administration	**3,600,000**	**2,616,464**	**983,536**
Marketing			
Japan	8,250,000	7,030,487	1,219,513
Korea	4,000,000	3,324,672	675,328
Taiwan	400,000	327,885	72,115
Pacific Micronesia	180,000	119,133	60,867
North America	250,000	187,631	62,369
China	1,000,000	639,680	360,320
Russia	250,000	105,422	144,578
Hong Kong	230,216	120,921	109,295
Philippines	350,000	239,774	110,226
Branding	500,000	434,871	65,129
Social Media	340,000	198,746	141,254
Global Website	300,000	215,387	84,613
Printing Promotion	200,000	72,692	127,308
Total Marketing	**16,250,216**	**13,017,302**	**3,232,914**
Research	**600,000**	**388,477**	**211,523**
Sports & Events	**850,000**	**825,267**	**24,733**
Cultural & Heritage	**750,000**	**615,915**	**134,085**
Visitor Safety & Satisfaction	**700,000**	**663,727**	**36,273**
Destination Development	**1,085,000**	**722,910**	**362,090**
Total	**23,835,216**	**18,850,063**	**4,985,153**

-Pending FY 2018 final invoices

GCMC MEMBERS IN ATTENDANCE: Joann Camacho, Charlene Chen, Soohyun Lee, Sunardi Li, Olga Tonkikh, Neil Urbano, Jessica Chan, Maryann Weymouth

OBSERVERS: Toshi Otani (Westin Resort Guam) Yuki Motoda (Guam Reef & Olive Spa Resort)

GVB HEAD OFFICE: Nadine Leon Guerrero, Elaine Pangelinan, Breeana Garrido

I. CALL TO ORDER
Vice Chairwoman Joann Camacho called the meeting to order at 11:01 AM.

a. Approval of the Minutes
Motion made by Ms. Jessica Chan and seconded by Ms. Charlene Chen to approve the GCMC minutes of August 10, 2018. Motion approved by acclamation.

II. Visitor Arrivals Update
Nadine Leon Guerrero presented the updated visitor arrivals for China, Taiwan, and Hong Kong to the committee. Air seat capacity and flight service remains an issue.

September 2018

GUAM

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

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

GUAM

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

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

GUAM

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

% Market Mix	Origin	2017	2018	% to LY
1.1%	China	22,329	16,277	-27.1%
0.4%	Hong Kong	15,830	6,309	-60.1%
1.8%	Taiwan	34,791	26,340	-24.3%
34.9%	Japan	648,272	504,805	-22.1%
49.3%	Korea	613,377	713,470	16.3%
5.7%	US/Hawaii	72,839	83,027	14.0%
1.3%	Philippines	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

World Routes 2018

- **Meetings held with several airlines and airports for future development**
- **Feedback: GVB incentives attractive**
- **Strong potential for a couple of Chinese carriers to begin charter service next year to "test" the market if offer is right**
- **Need to build Charter incentive**

Vice Chairwoman Camacho attended World Routes 2018 in Guangzhou, China with Nadine Leon Guerrero. Vice Chair Camacho shared that the meetings were positive with airlines and airports. Ms. Leon Guerrero added that Beijing Capital was impressed with GVB's Airline Incentive offer and is interested in testing the market with charter flights. GVB China is currently creating a charter incentive offer that is subject to approval by management.

III. China Market Report

Nadine Leon Guerrero presented updates for the China market to the committee.

a. Arrival Review/Forecast

China Marketing News

3 Month Airlift Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '18	Seat Data '17	% Change Seats
September	950	1285	- 26 %	3140	3726	- 15.7 %
October	1200	1394	- 13.9 %	3140	3726	- 15.7 %
November	1000	1058	- 0.5%	3540	3726	-4.9 %

September

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

PAL, estimated 500 seats nation wide per month

Hong Kong
-UA:4 flights per week, estimated 640 seats per month for China market (A737-88)

October

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

PAL, estimated 500 seats nation wide per month

Hong Kong
-UA:4 flights per week, estimated 640 seats per month for China market (A737-88)

November

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

PAL, estimated 500 seats nation wide per month

Hong Kong
-UA:6 flights per week, estimated 1040 seats per month for China market (A737-88)

b. Marketing News

i. USCPA Campaign with Golden Finance & Spring Tour

China Marketing News

GUAM

USCPA Campaign with Golden Finance & Spring Tour

Promotion Period:
August 1 – December 31, 2018

Target Segment:
USCPA students of Golden

Estimated ROI:
Total reach: over 100,000 people
Goal pax for the sales : 300

Project Scheme:
1/ Customized Examination package for Guam test site
2/ Guam travel products promotion within Golden USCPA alumni association



Banner on Golden Website



USCPA special package developed by Spring Tour

ii. #instaGuam Co-ops with Ctrip

China Marketing News

GUAM

#instaGuam Coops with Ctrip

April-August 2018

Description: "InstaGuam, share memorable moments on Guam" position Guam as the closest U.S. destination to China with Novel Romance& Paradise of Fun, and various optional tours choices on Ctrip platform.

Sales Data :
Guam FIT & Group Package: 213
Guam Individual flight tickets: 1646

Total Impression: 1,859,790

Item	Impression	%
PC-End Online Advertising (8 days)	1,242,299	66.80%
Social media content marketing	508,013	27.31%
Precise Marketing	109,478	5.89%
Total	1,859,790	100.00%



iii. Summer Kids Program

China Marketing News

GUAM

Summer Kids Program - VIPKID English Episodes about Guam

- May 24 - December 30, 2018
- Status: VIPKID, the leading Chinese online education firm that offers an American elementary education experience to Chinese Students, launched 11 English episodes of "Adventure on Guam" on VIPKID mini app on Aug. 1.
- Key tour operators will sell Guam packages. The main goal for this campaign is to increase FIT-family visitors
- $80GC provided by DFS T-Galleria (valid until Oct. 31, 2018) will be available for Chinese travelers who booked with GVB China designated partners.
- Daily PV of VIP Kid mini site: 10,000
- As of Sept. 11, the total number of students who completed learning is 18,630.



China Marketing News

GUAM

Summer Kids Program
Travel agents VIPKID package and promotions

Century Tour:



Ctrip:



Spring Tour:



China Merchants Bank: Joying:



iv. Philippine Airlines Guam Route Promotion on Fliggy

China Marketing News

GUAM

Philippine Airlines Guam Route promotion on Fliggy

August 25, 2018
Description:

- Philippine Airlines opened 'Flagship' store on Fliggy, and offered special promotion on Guam route with 20% fare discount.
- Guam destination promotion on Official WeChat account of Philippine Airlines.
- GVB assisted with Guam destination contents and offered Koko Birds for lucky draw.



v. #instaGuam Sales Co-ops

China Marketing News

GUAM

instaGuam Sales Coops with Shenyang Overseas International Travel Service

- June-August 2018
- Description:
- "instaGuam, share every moment" will position Guam as the closest U.S. destination to China with Novel Romance& Paradise of Fun, various optional tours choices and elegant golf courses on Shenyang Overseas platform.
- Status: Preparing post report.
- Estimated ROI:
  PV > 2.93 million +
  PAX > 150 +



Guam Golf Package



Guam Landing page

China Marketing News

GUAM

instaGuam Sales Coops with Liaoning Sweet Tour International Travel Service

- Date: July-August 2018

- Description:
- "instaGuam, share every moment" will position Guam as the closest U.S. destination to China with Novel Romance& Paradise of Fun, and various optional tours choices on Sweet Tour platform.
- Status: Preparing post report.

- Estimated ROI:
  PV > 317,000 +
  PAX > 100 +



Guam Landing page

vi. Xueersi English Speaking Contest Summer Camp

China Marketing News

GUAM

GVB Title Sponsorship on Xueersi English Speaking Contest-summer camp shooting group

- August 1 – September 31, 2018
- Description: GVB title sponsorship on Xueersi English speaking contest has selected 10 winners each from older primary school students and middle school students to come to Guam. They visited Guam's tourism offerings and attractions, and recorded the whole travel experience.
- Status: GVB China assisted editing the videos. The videos are expected to be launched at the end of September.





Winners from the primary and middle school divisions of the 21st Century Xueersi National English Contest visited Guam for an English Summer Study Camp in June. The students visited several sites to include Valley of the Latte, Guam Museum, and the University of Guam. The videos from their trip are expected to launch at the end of this month.

vii. Da – Guam Photo Content Production Project

China Marketing News

GUAM

Da – Guam Contents Production Project

- Dates: 2018 – 2019
- Project Description: Produce high quality and attractive destination photos /videos bank (200+photos and 16 videos)to be used by global market
- Increase Guam's charms on social media, Lure potential travelers visually
- All production trips completed.
- The final patch of photos are ready for review now, GVB China PR team is doing first round of review.
- Videos are still in the process of editing and will be available by end of September.



China Marketing News

GUAM









China Marketing News

GUAM

Da – Guam Contents Production Project

Exposure on Social Media

- KOLs with Da's fam trip posted a lot photos and mentioned Guam on their social media and got a good impression

- Total impression: **6,619,260**
- Total interaction: **8,461**



Page view 1,113,000

Reposts 38 **Comments 156** **Likes 1,562**

Da's photography project has completed. All his photo content will be available to all GVB's source markets and used globally to promote our destination. Ms. Leon Guerrero thanked committee members who assisted with this project.

viii. United Airlines Additional Flights

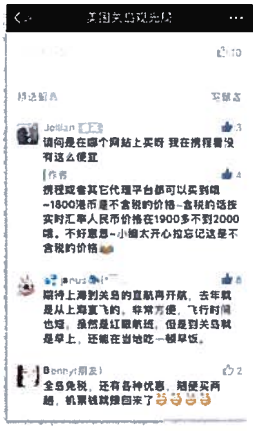
China Marketing News

GUAM

Social Media - United additional flights

GVB WeChat account posted the information that the flight frequency will be increased for the round trip from HongKong to Guam by the United Airlines during 2018/11/1 to 2019/3/28, which post received a lot impression, page view of **1,062** reaches the highest record for this year.





ix. Shop Guam

China Marketing News

GUAM

PROPOSED

First SHOP GUAM Shopping Group Launch Ceremony

Partner: United Airlines
TA s in Shenzhen and Guangzhou
Period: 27 Oct 2018 (Guangzhou)
28 Oct 2018 (Shenzhen)
Budget: USD 40,000
ROI : Estimated number of attendees above 1000
Direct Sales Volume 100 pax
Various media exposure

Description:
✓SHOP GUAM Shopping Group Launching Ceremony
✓Guam theme branch store signing ceremony
✓GVB Guangzhou introduce Guam as an ideal destination for shopping lovers
✓Invite United Airlines, GZL, Guangdong Nanhu, HKCTS, Ctrip, Nice Tour and Century Tour as key partners and introduce their services and products at the booth.
✓20-25 media including TV, newspaper, magazine and online media

China Marketing News

GUAM

PROPOSED

Shop Guam Campaign

- PR and digital team proposed 2 options for the 2018 Shop Guam Festival, 1 is to cooperate with rising celebrities, the other is with KOLs (to be integrated with global KOL scheme)

KOL candidates



Celebrity candidates



ONER group

Young and popular idol group
Gets popular from a recent celebrity show ***Idol Producer***
(the show got over 2.8billion views online)

Weibo fans (4 accounts):
11,720,000
weibo.com/u/6400910760
weibo.com/u/6392771552
weibo.com/u/6400912332
weibo.com/u/6400910962



Mr Li Xikan

Young model and idol
Gets popular from a recent celebrity show ***Idol Producer***(the show got over 2.8billion views online)
Used to be a host himself so know how to interact with fans an present the stories

Weibo fans:2,120,000
weibo.com/u/1622290293

Ms. Leon Guerrero shared proposed projects as GVB's annual signature event Shop Guam e-Festival is approaching.

x. Market Intelligence

China Marketing News

GUAM

- **Hawaii Airlines stop direct service from Honolulu to Beijing**

Hawaii Airlines will suspend direct service from Honolulu to Beijing after China National Day in Oct. Hawaii Airlines launched flight service to China since 2014 with 3 flights a week. Considering the unexpected loading of average 50%-60%, they announced to stop the flights.

- **American Airlines drops a second China route in overseas reshuffling**

American Airlines will drop a second major U.S.-China route after the flights proved to be "colossal loss makers," as the carrier shuffles international routes to cope with higher fuel prices. The direct flight between Chicago and Shanghai will end in October, and the company had already planned to halt flights the same month between the U.S. and Beijing.

- **Several Chinese Airlines undersell air tickets to Hawaii departing from Beijing, Shanghai and second tier cities**



•For October, the price of a round trip ticket PVG-HNL

China Marketing News

GUAM

- **Per the feedback of TOs, the main reasons for the under performance of American Islands including Hawaii and Guam:**

- 1. Multiple islands destinations - TOs hard-blocked tickets and hotel of several competitive islands, such as Mauritius and Maldives, with the overall decline of island tourism market this year, TOs have to push these islands with hard-blocking resources in advance as priority cuz they want to control the loss of deposit.

- 2. US travel market showed a decline in first half of 2018, even for July and August, the traditional peak season of US tourism. The Sino-us trade war has a negative impact on Visa application, while a rising exchange rate has also pushed up the price of travel packages.

IV. Taiwan Market Report

Elaine Pangelinan presented updates for the Taiwan market to the committee.

a. Arrival Review/Forecast

Taiwan Marketing News

GUAM

3 Month Review

Month	Forecast Pax	Actual Seats provided by GVB	Number of Passengers from Taiwan Ministry of Transportation & Communications	Total Seat Capacity from Taiwan Ministry of Transportation & Communications	China Airlines L/F
June	2,114	2,728	3,482	2,889	83.0%
July	2,116	2,976	3,111	3,494	89.0%
August	2,558	2,343 (as of 8/30)	2,824	3,512	80.4%

Taiwan Marketing News

GUAM

3 Month Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '18	Seat Data '17	% Change Seats
September	2,387	1,953	22.22%	3,410	2,345	45.4%
October	2,046	2,093	-2.25%	3,410	1,901	79.4%
November	2,116	1,600	6.25%	3,255	1,958	60.15%

Flights

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

Total 3,410

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

Total 3,410

November
Taipei
- **China Airlines :** 4 per week = 3,255 (B737-800,738)
- 21 flights * 155 seats = 3,255

Total 3,255

China Airlines load factors have been good. GVB will aggressively promote in southern Taiwan, specifically Kaohsiung in FY2019. We must create demand in order for an airline to consider direct flights. The 5th flight on China Airlines out of Taipei will continue. As of now, there are no plans to change the schedule.

b. Marketing News

i. MICE Groups

Taiwan Marketing News

GUAM

MICE Group

Group	Date	Number of People
Biomedical Company	Jan. 5	36
Construction Company	Jan. 20	40
ShengYang Internet	Jan. 31	114
AIA	Feb. 10-15	110
Biomedical Company	Feb. 20	40
News Image Asia	Mar. 9 & 10	220
Luck Cat Micro-enterprise System Co. Ltd.	Mar. 27	110
JihSun Holdings	May	26
ISEAS	Aug. 7	150
Michelin Taiwan	Sep. 12	104
(TBC) Real Estate Company	September	75
PLI Golf Tour	Sep. 4-8	73
(TBC) Golf Digest	December	80
Total PAX		1,023 (Does not include TBC)

ii. #instaGuam Sales Mission

Taiwan Marketing News

GUAM

Sales Market Development

InstaGuam Sales Mission

- The sales mission went smoothly and productively on 8/15-8/19
- Trade events such as Kaohsiung Trade Seminar, MICE Luncheon had successfully reached our trade partners
- Courtesy visits and meetings with China Airlines, city governments, high-yield associations had also create close relationship with trade partners
- Consumer events such as charity performance and Taipei Music Festival had impressed the audience and generated 18 coverages



iii. TripAdvisor Promotion

Taiwan Marketing News

GUAM

Ongoing Online Promotion

TripAdvisor Promotion

- CI and AVIS Taiwan offered special deals for Taiwan's visitors, especially targeted FIT
- A landing page was created and TripAdvisor, FB, IG advertisements were used to promote more FIT



iv. 2018 Taiwan Modern Tourism Forum

Taiwan Marketing News

GUAM

2018 Taiwan Modern Tourism Forum

Tony was invited to join 2018 Taiwan Modern Tourism to give a presentation on Tourism Value made through the Festival of Pacific Arts and joined the panel discussion.



v. PLI Golf Tour

Taiwan Marketing News

GUAM

Golf Promotion

PLI's Golf Tour

- 73 PLI 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





Ms. Pangelinan shared that 3 golf media accompanied the PLI Golf Tour earlier this month. The feedback was positive and GVB recently received a proposal from Golf Digest, who will be on island next month to negotiate their golf tour tentatively planned for December.

vi. Eslite C-op Program

Taiwan Marketing News

GUAM

Sales Market Development

Eslite Co-op Program

- Nanxi Branch Indoor Advertisement
- DAC x Eslite Co-op Program

Will leverage the high-yield consumer of Eslite Department Store and include SGeF promotion in both programs.





vii. 2018 Travel Fair

Taiwan Marketing News

GUAM

2018 Travel Fair

- 2018 ITF will take place at Taipei Nangang Exhibition Center on 11/23-11/26
- Will join USA Pavilion with 6 booths and developing booth design
- KWITF (Kaohsiung Winter International Travel Fair) is 11/30-12/3, which is one week after ITF, may incorporate the two fairs





GVB will be planning workshops and courtesy visits in between the travel fairs in order to maximize on time spent in Taiwan. Invitations will be sent once plans are finalized.

viii. 3D Art Social Media Photography Site

Taiwan Marketing News

GUAM

Southern Market Development

PROPOSED

3D Art Social Media Photography Site

- Create a popular photo taking site at a Kaohsiung high foot traffic plaza and work local 3D artist to build Guam's brand awareness
- Attract people to visit the site through working with local KOL's and advertisement on social media, including Facebook, Instagram and LINE
- Work with SGeF SA to officially announce the artwork launch and invite everyone to take photos





ix. Tainan Travel Trade Seminar

Taiwan Marketing News

GUAM

Sales Market Development

Tainan Travel Trade Seminar

- Tainan Travel Fair held on November 16-19; travel trade seminar on November 15
- As the date is too close to ITF, will only participate in the Trade Seminar to reach more travel agencies in Southern Taiwan
- Expected to reach 35 travel agencies in Southern Taiwan



This is the first year GVB Taiwan will be participating in TTF 2018. GVB Taiwan will evaluate the show and provide feedback/recommendations to head office.

x. Lion's MICE Expo

Taiwan Marketing News

GUAM

Sales Market Development

Lion's MICE Expo

- Participate in Lion Travel's 2018 MICE Expo. and leverage Taiwan's largest MICE agency as an intermediary to reach MICE buyers
- Around 50 MICE planners will attend the expo and it is a good opportunity to push for Guam's MICE market
- The event includes one-to-one sessions for GVB Taiwan to directly communicate Guam's advantages for MICE events



V. Hong Kong Market Report

Elaine Pangelinan presented updates for the Hong Kong market to the committee.

a. Arrival Review/Forecast

Hong Kong Marketing News

GUAM

3 Month Visitor Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '18	Seat Data '17	% Change Seats
Sep	403	366	+10%	2822	2822	0%
Oct	672	611	+10%	2822	2822	0%
Nov	800	696	+15%	3224	2822	+14%

Air Capacity HKG - GUM		
Sep	Oct	Nov
Airline United	Airline United	Airline United
Aircraft Boeing 737-800	Aircraft Boeing 737-800	Aircraft Boeing 737-700
Seats 2822 (4 flights per week)	Seats 2822 (4 flights per week)	Seats 3224 (6 flights per week)

Hong Kong Marketing News

GUAM

3 Month Visitor Comparison

2017-18	Forecast			Actuals		
Month	Forecast Pax	Last Year	%Change	Actual Pax	Last Year	% Change
June 18	745	1,241	-60%	517	1,241	-58.3%
July 18	411	822	-60%	559	822	-32%
Aug 18	771	735	+5%	585	735	-19.9%

b. Marketing News

i. Flight Schedule Update

Hong Kong Marketing News

GUAM

Updates of Flight Schedule

Promotion Period:	1st Nov 2019 to 28th Mar 2019
Details:	On mid-August, United Airlines make an announcement that the frequency of HKG<>GUM will increase from 4 direct flights to 6 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.



Incredible beaches are just the beginning

Relax with Guam's beautiful beaches, world-class golf courses and duty-free shopping or go the act with an active with wild surfing, kayaking, jet skiing or deep sea diving
Whatever you choose, Guam is the perfect escape

From November 1, 2018 to March 28, 2019, United will provide you more flight options offering 6 times weekly nonstop flights between Hong Kong and Guam. Whether you choose a relaxing beach vacation or an adventurous holiday, you can rely on United to get you there.



Depart	Arrive	Flight No	Days of the week	Departure	Arrival
Hong Kong	Guam	UA116	Mon, Wed, Fri, Sat	23:55	06:40 +1
Hong Kong	Guam	UA116*	Tue, Thu	23:45	06:30 +1
Guam	Hong Kong	UA159	Mon, Wed, Fri, Sat	19:50	23:00
Guam	Hong Kong	UA159*	Tue, Thu	19:50	23:00

ii. Fly to Guam Campaign

Hong Kong Marketing News

GUAM

Fly to Guam Campaign

Promotion Period:	25th Aug to 30th Sep
Mechanism:	GVBHK joins hands with United Airlines, Guam Holidays, Hong Thai Travel, Travel Expert, United Vacations & Wing On Travel to roll 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. ^aged 12 years old or above.
Cost:	US$8,000, including the marketing cost of purchasing order of SIM card, Facebook AD, web banner, leaflets, outdoor consumer event with free ice cream distribution and etc.







Hong Kong Marketing News

GUAM

Fly to Guam Campaign

Promotion Period:	1st & 8th Sep (Due to the extreme weather on 1st, the event date rescheduled to 8th & 15th)
Mechanism:	Design a Guam-style ice cream cart to distribute Free XTC Gelato to the public at Great George Street, Causeway Bay from 1pm to 5pm.
Cost:	US$8,000, including the marketing cost of purchasing order of SIM card, Facebook AD, web banner, leaflets, outdoor consumer event with free ice cream distribution and etc.



VI. FY2019 Budget Breakdown

FY2019 Budget

GUAM

Board approved budget allocation on 9/13/18

Greater China Budget Breakdown

- **Hong Kong: $230,216**
- **Taiwan: $650,000**
- **China: $1,000,000**

Nadine Leon Guerrero presented the FY19 budget breakdown to the committee. Budgets for Hong Kong and China remain the same as FY18. Taiwan's budget increases by $250,000 for the development of southern Taiwan.

VII. Greater China FY2019 Travel Plans

The Committee were presented the FY19 GCMC travel plans for all markets in chronological order. Vice Chair Camacho encouraged the members to participate in GVB events such as trade shows and sales missions. There were no questions or objections to the plans presented.

FY2019 Greater China Travel

GUAM

- **CTrip – Opening 4 Guam stores for a 1 year period - CHINA**
  - October 26 – 29, 2018
  - Willing to sign the Hafa Adai Pledge
  - Planning programs with CTrip for the duration
  - Travel for Marketing Manager to attend ceremony
- **Administrative – HONG KONG**
  - Trips planned for 2 Marketing Staff to meet with new reps and inspect offices, discuss strategy in October

FY2019 Greater China Travel

GUAM

- **Administrative - CHINA**
  - Trips planned for DoGM and 1 Marketing Staff to meet with TLM and inspect offices, discuss strategy in November
- **Taipei International Travel Fair and Winter Kaohsiung International Fair - TAIWAN**
  - Travel from November 22 – December 4 to attend both shows
  - Planning to expand presence to Kaohsiung
  - Travel for GCMC Chair or Vice Chair, President, DoGM, and 1 Marketing Staff

FY2019 Greater China Travel

- **Airline Meetings - CHINA**
  - Important to cultivate relationship to help entice service to Guam
  - Planning for President, DoGM and 1 Marketing Staff to attend
  - Current plans have it scheduled for February

- **Hong Kong Wedding Expo**
  - February 8 – 12, 2019
  - Planning DoGM and 1 Marketing Staff to attend

FY2019 Greater China Travel

- **Taipei Lantern Festival - TAIWAN**
  - February 15-20, 2019
  - Invitation from Taipei City Government
  - Planning for President, DoGM and 1 Marketing Staff to attend

- **China Sales Mission - CHINA**
  - Planning for 2 trips in Spring 2019 (Mar/Apr)
  - Focus on Agents in key areas such as Shanghai, Nanjing, Dalian, Guangzhou, Hangzhou, and Shenzhen
  - Planning for GCMC Chair or Vice Chair, President, DoGM and Marketing Manager to attend

FY2019 Greater China Travel

GUAM

- **Administrative – HONG KONG**
  - 6 month review of new rep office calls for 2 Marketing Staff to meet with reps
- **Taipei Tourism Expo - TAIWAN**
  - Scheduled for May 2019
  - Organized by Taipei Association of Travel Agents
  - Planning for GCMC Chair or Vice Chair, DoGM and 1 marketing staff to attend

FY2019 Greater China Travel

GUAM

- **Administrative – TAIWAN**
  - Currently planned for May 2019
  - Trip planned for DoGM and 1 Marketing Staff to meet with rep to inspect offices, discuss strategy
- **Hong Kong International Travel Expo & MICE 2019**
  - Scheduled for June 12 – 16, 2019
  - Includes Travel Trade and Consumers
  - Planning for President, DoGM and 2 Marketing Staff to attend

VIII. Other Discussions

Ms. Charlene Chen inquired about GVB's new representatives for Taiwan and Hong Kong. Ms. Pangelinan shared that Taiwan will remain status quo and while negotiations have been completed there is still information being gathered before the contracts are signed.

Vice Chairwoman Camacho asked the committee to provide thoughts relevant to the Greater China markets and added that all feedback is valuable.

Ms. Chen and Ms. Jessica Chan both shared that there has not been any business in recent months. Ms. Chen added that Chinese New Year charter flights could be of value. Chinese New Year coincides with an annual military training every February therefore, early notice of charters is important to ensure accommodations are available.

IX. Announcements

a. GCMC Membership Renewals for FY2019 are due by October 31, 2018.
b. The next GCMC meeting is scheduled for Friday, October 12, 2018 in the GVB Main Conference Room.

X. Adjournment

Ms. Jessica Chan made a motion to adjourn the meeting at 11:40AM seconded by Ms. Charlene Chen. The meeting was adjourned by acclamation.

Prepared by:

Breeana Q. Garrido, Marketing Coordinator – Greater China

Reviewed by:

Nadine Leon Guerrero, Marketing Manager – China

Elaine Pangelinan, Marketing Manager – Taiwan & Hong Kong

Approved by:

Pilar Laguaña, Director of Global Marketing