Speaker's Office <speaker@guamlegislature.org>

GVB Board Packet: November 8, 2018

Speaker's Office <speaker@guamlegislature.org> Thu, Nov 8, 2018 at 3
To: Carl Sanchez <clerks@guamlegislature.org>, Rennae Meno <rennae@guamlegislature.org>

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11-08-18	**14:50**	**11-08-18**	Board Packet for November 8, 2018 *Emailed	Guam Visitor's Bureau	34GL-18-2549

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From: **Maura Yi** <maura.yi@visitguam.org>
Date: Thu, Nov 8, 2018 at 2:49 PM
Subject: GVB Board Packet: November 8, 2018
To: Senator Therese Terlaje <senatorterlajeguam@gmail.com>, speaker@guamlegislature.org

[Quoted text hidden]

Vice Speaker Therese M. Terlaje

NOV 08 2018
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8 attachments

- **Exhibit_B_TresurersReport_Nov052018.pdf** 55K
- **Exhibit_C_FY19TravelMotions_excel.pdf** 101K
- **Agenda_Nov082018.pdf** 536K
- **Exhibit_G_R&NMMinutes_Oct162018.pdf** 693K
- **Exhibit_F_JMCMinutes_Oct092018.pdf** 2415K
- **Exhibit_D_FY19TravelMotions_doc.pdf** 2777K
- **Exhibit_A_MINUTES_Oct112018.pdf** 3585K
- **Exhibit_E_KMCMinutes_Oct222018.pdf** 3472K

2549

REGULAR BOARD OF DIRECTORS MEETING
Thursday, November 8, 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 October 11, 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

ANA LISA CID SERVICES

Motion to ratify the catering service for the Guam Visitors Bureau's Director of Tourism Research, Ana Cid's, service on October 18, 2018 at Our Lady of the Blessed Sacrament Church in Agana Heights. (Cost approximately $3,700.00, Account # MEM100).

Food & Beverages	$3,700.00
TOTAL	**$3,700.00**

Background: Ana Cid served as the Research Administration Officer of the Guam Visitors Bureau from August 1993 to February 1996 and then the Research Analyst & Statistics II from February 1996 to June 2015 and was promoted to the Director of Tourism Research in June 2015 to the present.

She has been instrumental to the success of the Bureau and has dedicated her life to improving the tourism industry for over 25 years. Through her guidance, the research department has updated the customs declaration form for the modern age and has improved the efficiency of reporting visitors' arrivals and statistics. Ana has gone above and beyond her duties, often working during weekends and late hours during the workweek. She also has encouraged her peers to live a healthier lifestyle by eating better and making time for exercise. Her positive attitude has boosted office morale. Above all, Ana has been a major part of our GVB family. Her positive attitude, work ethics, and unwavering sense of style will be greatly missed.

Providing this catering service is a small token of GVB's appreciation for her service and dedication to the tourism industry and the island community.

Note: Expenses will be paid out of GVB Membership account and not utilize government funding.

Issue: Board approval required.

STRATEGIC MEETING WITH JTB EXECUTIVES AND T'WAY AIR

Motion to ratify travel for the GVB President & CEO and one (1) GVB Marketing Staff – Japan to travel to Tokyo, Japan to participate in meetings with JTB and T'way Air from November 14-17, 2018. Estimated total cost is $6,865.00; Account # JA-SMD008.

Airfare:	$1,000 x 2 pax					$2,000.00
Per Diem:	**Tokyo**	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$332.50	4	$273.75	4	$2,425.00
	Marketing Staff – Japan	$266.00	4	$219.00	4	$1,940.00
Miscellaneous (Business communications, excess baggage, etc.):						$500.00
					TOTAL:	**$6,865.00**

Background: A strategic meeting has been arranged with JTB executives to discuss the year's sales and marketing plan and a possible memorandum of understanding (MOU) between JTB and GVB for a Global Destination Campaign with Guam. The MOU details the specific responsibilities of each party and must be discussed thoroughly among all parties involved. It is crucial for GVB to work with and foster relationships with travel industry partners, especially JTB whom Guam has had a longstanding relationship with for decades.

In addition, GVB has been invited to meet with T'way Air management in Tokyo to discuss new air service opportunities for Guam. GVB must to continue to work closely with their management team during this developmental stage to address the concerns they have raised and the challenges they are facing to ensure the success of new air routes.

Finally, GVB has scheduled meetings with GVB Japan staff to discuss administrative issues that need to be resolved before the end of the calendar year.

Issue: Board approval required for all travel.

B. ADMINISTRATION & GOV'T RELATIONS

TRAVEL AUTHORIZATION **Exhibit C & D**

Motion to approve the travel calendar for FY2019 as presented.

Issue: Board approval required for travel.

C. VISITOR SAFETY & SATISFACTION

D. CULTURAL & HERITAGE

E. DESTINATION MANAGEMENT

F. SPORTS & EVENTS

G. MEMBERSHIP & COMMUNITY OUTREACH

H. RESEARCH

I. KOREA

Committee minutes dated October 22, 2018 Exhibit E

GVB RFP 2018-003

Motion to authorize the President and Chief Executive Officer as Chief Procurement Officer of GVB to enter into negotiations with the highest-ranking qualified offeror in response to GVB RFP 2018-003 Tourism Destination Marketing Representation Services in Korea, and if successful, to enter into a contract.

Background: The solicitation period for this RFP was August 1 – October 24, which included an evaluation of all offers and a presentation exercise by the top 2 rated offerors on November 6.

This contract shall commence January 1, 2019 through September 30, 2019, along with two one-year options to renew (FY 2020 and FY 2021); and is subject to fiscal year-end performance reviews, availability and certification of funds from fiscal year to fiscal year.

Issue: Board approval required.

J. JAPAN

Committee minutes dated October 9, 2018 Exhibit F

K. NORTH AMERICA & PACIFIC MARKETS

L. GREATER CHINA

M. RUSSIA & NEW MARKETS

Committee minutes dated October 16, 2018 Exhibit G

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Upcoming Board Meetings:
- Thursday, November 22, 2018 at 3:30pm, GVB Main Conference Room
- Thursday, December 13, 2018 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

GUAM VISITORS BUREAU
55th ANNIVERSARY
1963 - 2018

BOARD OF DIRECTORS REGULAR MEETING
Thursday, October 11, 2018 – 3:30pm
Guam Visitors Bureau – Main Conference Room

BOARD OF DIRECTORS PRESENT:

Director Milton Morinaga	Director Samuel Shinohara
Director Young Sook Hong	Director Theresa Arriola
Director Brad Kloppenburg	Director Satoru Murata
Director Robert Hofmann	Director William Nault

A quorum was met

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Eduardo "Champ" Calvo	Director Monte Mesa
Director Tatsuo Takano	Director Katarina Sgro
Director Bartley Jackson	

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight	Maura Yi	Rose Q. Cunliffe
Dee Hernandez	Doris Ada	Celia Dydasco
Brian Borja	Elaine Pangelinan	Karida Brennan
Nico Fujikawa	Mark Manglona	Nadine Leon Guerrero
Nicole Benavente	Sydney Leon Guerrero	Breeana Garrido
Nakisha Garrido	Gabbie Franquez	Maria San Nicolas

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:
Norio Nakajima, Micronesian Hospitality Inc. (MHI)
Aurelia "Ore" Castro David, Thai Airways

I. CALL TO ORDER

Chairman Morinaga called the meeting of the board to order at 3:54 pm.

II. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Director Kloppenburg made a motion, seconded by Director Shinohara, to approve the minutes of the previous board of directors meeting dated September 27, 2018.
Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

- Chairman Morinaga shared with the board Japan's approval for global entry, along with other countries such as Taiwan. He would like GVB to promote global entry for our target markets which will allow our visitors faster and more convenient entry into Guam. GVB should inform visitors on global entry and the prerequisites for obtaining it.
- Chairman Morinaga requested for a status update on the Farenholt avenue leading up to the Sheraton. President Denight to follow-up with Public Works and ask for the expansion program.
- At the request of Chairman Morinaga, GVB management is to give a report on sponsorships and grants moving forward.

GUAM VISITORS BUREAU
55TH ANNIVERSARY
1963 - 2018

IV. PRESIDENT & CEO'S REPORT



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September 2018

September 1-30, 2018 — **Total: 116,515 (-0.5%)**

% Market Mix	Origin	2017	2018	% to LY
33.4%	Japan	43,870	38,900	-11.3%
49.6%	Korea	58,880	57,768	-1.9%
1.7%	Taiwan	2,345	2,032	-13.3%
0.8%	China	1,294	899	-30.5%
7.3%	US/Hawaii	5,151	8,480	64.6%
0.4%	Hong Kong	366	433	18.3%
1.0%	Philippines	1,404	1,138	-18.9%
0.1%	Russia	124	124	0.0%

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

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Fiscal Year 2018

October 2017 – September 30, 2018 — **Total: 1,523,598 (-2.3%)**

% Market Mix	Origin	2017	2018	% to LY
34.8%	Japan	674,343	530,211	-21.4%
49.3%	Korea	649,435	751,400	15.7%
1.8%	Taiwan	36,270	27,522	-24.1%
1.1%	China	23,178	16,949	-26.9%
5.7%	US/Hawaii	76,296	86,941	14.0%
0.4%	Hong Kong	16,053	6,607	-58.8%
1.2%	Philippines	19,818	18,964	-4.3%
0.3%	Russia	3,151	4,008	27.2%

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

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October 2018

October 1-6, 2018 — **Total: 23,018 (-6.7%)**

% Market Mix	Origin	2017	2018	% to LY
34.3%	Japan	5,430	7,894	45.4%
51.5%	Korea	16,353	11,865	-27.4%
1.5%	Taiwan	416	344	-17.3%
3.5%	China	673	811	20.5%
4.4%	US/Hawaii	779	1,008	29.4%
0.3%	Hong Kong	124	75	-39.5%
1.1%	Philippines	220	255	15.9%
0.2%	Russia	5	44	780.0%

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

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Calendar Year to Date 2018

January – October 6, 2018 — **Total: 1,174,585 (-1.6%)**

% Market Mix	Origin	2017	2018	% to LY
34.9%	Japan	498,184	410,331	-17.6%
49.1%	Korea	513,779	576,784	12.3%
1.9%	Taiwan	26,965	21,936	-18.7%
1.2%	China	18,464	13,736	-25.6%
6.1%	US/Hawaii	59,169	71,654	21.1%
0.4%	Hong Kong	12,678	4,621	-63.6%
1.1%	Philippines	13,016	12,943	-0.6%
0.2%	Russia	2,209	2,905	31.5%

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

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GUAM VISITORS BUREAU
55TH ANNIVERSARY
1963 - 2018

MARKETING

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Japan Marketing News

Rakuten Open Tennis Championships

- October 1-7, 2018
- Musashino Forest Sports Plaza, Tokyo
- Attendance: 63,000+





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Japan Marketing News

Kansai Rainbow Festa

- October 6-7, 2018
- Ogimachi Park, Osaka
- Attendance: 10,000+
- Flyer distribution, main stage performance, Rainbow Parade







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Korea Marketing News

Ongoing & Upcoming Projects

2018 GVB Korea Roadshow

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)

✓ Summary:
12 members
300+ travel agents

✓ Period: October 10 - October 12, 2018





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Korea Marketing News

Ongoing & Upcoming Project

MBC Music K-Pop Concert on Guam



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North America & Pacific Marketing News







Apple Vacations Travel Fair

- October 4-7, 2018
- GVB conducted a Guam Product Presentation and brought cultural dancers to introduce Guam to the Malaysian Market.
- Apple Vacations held their mini travel fair in the Curve Shopping Mall, an upscale mall in Kuala Lumpur.
- Lots of interest in Guam; More education among consumers is needed.

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V. TREASURER'S REPORT

Exhibit B

- Director Shinohara stated the FY2019 budget on the report is not the same as what was approved at the last board meeting, it is exclusive of prior year fund additions. As previously decided, reports will list each markets' spending, currently the report shows expenses through August 2018.
- Each committee needs to formalize a spending plan so initiatives are pushed forward inclusive of projects that previously did not have a budget.

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

B. ADMINISTRATION & GOV'T RELATIONS

RESOLUTION NO. 2018-004 PRESENTATION

GVB Board Resolution No. 2018.-004 was presented to Norio Nakajima before the meeting was called to order.

- GVB to submit a testimony on Bill No. 333-34 (LS) and the public hearing to be held on Friday, October 26, 2018 at 9am in the Guam Congress Building Public Hearing Room.

C. RUSSIA & NEW MARKETS

D. KOREA

- Director Kloppenburg reported in KMC Chairman Jackson's absence, ongoing is the Korea Roadshow taking place in Busan, Gwangu, and Daegu. Upcoming will be Hana Tour Travel Show in Busan followed by the year end appreciation party. Next KMC meeting will be on Tuesday, October 23, 2018 at 11:00 am in the GVB main conference room.

E. JAPAN

- Director Nault reported a favorable meeting with Rakuten President & CEO Hiroshi Mikitani to possibly send their soccer or baseball team to Guam in 2020. With the increase in seat capacity, a Japanese TV reality show is interested in filming an episode in Guam sometime around March/April 2019.

F. NORTH AMERICA & PACIFIC MARKETS

G. GREATER CHINA

- Director Shinohara reported having positive feedback from airline companies on the the incentive package offers after attending World Routes Asia.
- Taiwan market completed the PLI Golf Tournament that will be featured on Golf Digest along with some golf packages.
- Director Shinohara announced a new rep office for our Hong Kong market.
- Starting in November, UA will have 6 weekly direct flights from Guam to Hong Kong.
- President Denight met with Jerry Tan and George Chiu to strategize and make plans to further develop flights/charters to the southern part of China and also support the Hong Kong routes. With the bullet train connection to Hong Kong, it'll be an easier transit from outer cities.

H. CULTURAL & HERITAGE

I. DESTINATION MANAGEMENT

J. SPORTS & EVENTS

K. MEMBERSHIP & COMMUNITY OUTREACH

- GVB is to follow-up with GHRA to co-host the gubernatorial forum.
- Deadline for membership renewal and dues was October 10, 2018 for eligibility to vote on January 3, 2019 membership election.

L. RESEARCH

- Director Shinohara informed the board of Director of Research Cid's passing.

M. VISITOR SAFETY & SATISFACTION

- Director Hong commented more security measures need to be taken by the big X crosswalk near the Plaza and DFS T Galleria. Cars will make turns on a red light when they are not supposed to, which is dangerous for pedestrians. More safety measures need to be put in place to prevent any accidents from happening. Suggestions were brighter painted sidewalks, bigger signs, police presence or security cameras.
- The crosswalk with the blinking lights by Outrigger Hotel is another dangerous area for pedestrians. Cars are supposed to slow down and stop when the lights blink for pedestrians to cross but some cars will not do so. President Denight noted that GEDA is to place signs to clarify pedestrians have the right of way.
- President Denight met with Director Reyes from DPR who informed the closure of public bathrooms is due to the cleaning contract being out for bid. DPR's staff is currently doing what they can with cleaning and maintaining the bathrooms but they are short staffed. GVB will try and assist DPR with what they can.

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

Director Shinohara made a motion, seconded by Director Kloppenburg, to adjourn the meeting. Meeting adjourned at 4:39 pm.
Motion unanimously approved

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

Board Minutes respectively submitted by Maura Yi, Executive Secretary

	Appropriation	Received to Date		Balance	
FY 2018	$ 25,075,216.00	$ 25,075,216.00	100%		0%

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 November 5, 2018

	Budget	Expenditures to Date	Balance
Administration	**3,600,000**	**2,882,688**	**717,312**
Marketing			
Japan	8,250,000	7,582,702	667,298
Korea	4,000,000	3,330,184	669,816
Taiwan	400,000	358,785	41,215
Pacific Micronesia	180,000	134,666	45,334
North America	250,000	236,011	13,989
China	1,000,000	641,114	358,886
Russia	250,000	126,193	123,807
Hong Kong	230,216	126,300	103,916
Philippines	350,000	253,546	96,454
Branding	500,000	478,014	21,986
Social Media	340,000	198,746	141,254
Global Website	300,000	246,620	53,380
Printing Promotion	200,000	77,269	122,731
Total Marketing	**16,250,216**	**13,790,152**	**2,460,064**
Research	**600,000**	**419,236**	**180,764**
Sports & Events	**850,000**	**881,568**	**(31,568)**
Cultural & Heritage	**750,000**	**657,004**	**92,996**
Visitor Safety & Satisfaction	**700,000**	**663,727**	**36,273**
Destination Development	**1,085,000**	**783,483**	**301,517**
Total	**23,835,216**	**20,077,859**	**3,757,357**

-Pending FY 2018 final invoices

FY 2019 (Legislature Approved)

	Budget	Expenditures to Date	Balance
Administration	**3,600,000**	**9,653**	**3,590,347**
Marketing			
Japan	8,000,000	93,049	7,906,951
Korea	2,250,000	2,455	2,247,545
Taiwan	650,000	-	650,000
Pacific Micronesia	180,000	-	180,000
North America	250,000	7,734	242,266
China	1,000,000	-	1,000,000
Russia	250,000	-	250,000
Hong Kong	230,216	-	230,216
Philippines	350,000	-	350,000
Branding	500,000	-	500,000
Social Media	340,000	-	340,000
Global Website	300,000	-	300,000
Printing Promotion	200,000	-	200,000
Total Marketing	**14,500,216**	**103,238**	**14,396,978**
Research	**600,000**	**0**	**600,000**
Sports & Events	**850,000**	**0**	**850,000**
Cultural & Heritage	**750,000**	**0**	**750,000**
Visitor Safety & Satisfaction	**950,000**	**0**	**950,000**
Destination Development	**1,085,000**	**0**	**1,085,000**
Total	**22,335,216**	**112,891**	**22,222,325**

November 5, 2018

FY2019 TRAVEL MOTIONS

	MARKET	TRAVEL DATES	MARKET MISSION NAME	TOTAL COST MD	TOTAL COST CHC	TOTAL COST SD	TOTAL COST RESEARCH	TOTAL COST ADMIN	TRAVEL DELEGATION	BACKGROUND
	OCTOBER 2018									
APPROVED 9/13/2018	JAPAN	October 6-7, 2018	Overseas LGBT Tourism Marketing Promotions (Kansai Rainbow Festa and Kyushu Rainbow Pride)	$8,830.00	$23,675.00				(2) Marketing Staff- Japan or designees, (1) Cultural Heritage Officer or designee, (4) Entertainers	Data from a survey administered by the Japan LGBT Research Institute, Inc. shows that 1 in every 13 people in the Japanese population is estimated to belong to sexual minorities. Furthermore, results show that individuals who identify themselves as LGBT spend much more money on travel. With thousands of expected attendees, GVB hopes to capitalize on this lucrative market at these pride events and position Guam as an LGBT-friendly destination. Opportunity. The Kansai Rainbow Festa and Kyushu Rainbow Pride are some of the best distribution channels for the LGBT market in Japan. GVB delegates will have the opportunity to connect with participants, suppliers, and buyers in the LGBT community. Using contacts established at previous pride events, the bureau will have the opportunity to educate potential visitors about getting married in Guam, experiencing the island's most unique selling points, and LGBT offerings. Product Development. Through the membership of IGLTA, GVB has developed a relationship with OUT Japan Co., Ltd., the only LGBT tourism marketing company in Japan. OUT Japan is venturing into outbound LGBT travel within the Asia travel arena and works very closely with GVB during pride events in Japan. GVB will also meet with travel agents who are flexible to create specific LGBT outbound travel packages to Guam. Additionally, in recent IGTC meetings, members have expressed that this market
APPROVED 9/13/2018	KOREA	October 9-13, 2018	GVB Korea Roadshow 2018	$13,328.00	$11,684.00	$15,532.00			(1) Board of Director, President & CEO or designee, Director of Global Marketing or designee, (1) Marketing Staff, (1) Cultural & Heritage Officer or designee, (1) Public Information officer, (1) Miss Guam, (2) Musicians, (4) Dancers	GVB will be conducting Guam seminars with new and current travel agents that are currently selling or are interested in Guam, as well as trade media to learn about the destination and its new activities. Last year, GVB received over 300 travel agents and trade media from Busan, Gwangju and Daegu. Last year, GVB expanded its roadshow to cover Gwangju in efforts to continue the momentum and build on its relationship with the travel professionals in the area.
APPROVED 9/13/2018	NORTH AMERICA	October 14-19, 2018	IMEX America 2018	$6,500.00	$3,020.00				Director of Global Marketing , (1) Marketing Staff, (1) Cultural Heritage Officer	The Guam Visitors Bureau (GVB) plans to attend the IMEX America once again as this is an opportune time to attract more MICE participants from the U.S. and source markets. Guam now has the facilities to hold MICE groups with the Dusit Thani's convention hall that holds up to 1,000 persons. IMEX is a worldwide exhibition for incentive travel, meetings and events that is committed to providing outstanding business opportunities for exhibitors and buyers. IMEX has two exhibitions a year, in Frankfurt, Germany and in America. IMEX America is Americas largest MICE Expo with over 10,000 participants, 5,500 global decision makers and 3,200 buyers from 130 countries. GVB will have the opportunity to meet qualified buyers from North America and around the world within the 3-day event. This year, GVB expects to have over 100 pre-scheduled appointments with MICE planners from North America, China, Japan, Korea, Philippines, Russia and other source markets. In addition, GVB will also have an opportunity to meet over 100 domestic and international media.
APPROVED 9/13/2018	CHINA	October 26-29, 2018	Ctrip Guam Store	$4,660.00	$16,255.00				Vice President or designee, (1) Marketing Manager - China, (1) Miss Guam, (2) Musicians	Working closely with our industry partners, the Guam Visitors Bureau has partnered with CTrip to open up four (4) Guam branded CTrip Store locations in Guangzhou, China for a one (1) year period. These stores are highly visible and located near high-end residence communities that include upscale shopping malls and office buildings. During this promotion, each store will sign the Hafa Adai Pledge, making them the first international company to make their commitment to Guam through the program.
APPROVED 9/13/2018	RUSSIA	October / November 2018	Far East and European Part of Russia Road Show 2019	$15,914.00					Director of Global Marketing or designee, (1) Marketing Staff	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.
APPROVED 9/27/2018	KOREA	October/November 2018	Marketing Administrative Strategy and Planning Meeting w/GVB Korea Office	$6,000.00			$1,744.00		President & CEO, Director of Global Marketing, (1) Marketing Staff, (1) Research Staff	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.
APPROVED 9/27/2018	HONG KONG	October/November 2018	Administrative Meeting w/GVB Hong Kong Office	$6,210.00					(2) Marketing Staff	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.

	MARKET	TRAVEL DATES	MARKET MISSION NAME	TOTAL COST MD	TOTAL COST CHC	TOTAL COST SD	TOTAL COST RESEARCH	TOTAL COST ADMIN	TRAVEL DELEGATION	BACKGROUND
APPROVED 9/27/2018	NAP	October 3-6, 2018	East Coast Guam Product Presentation & Meetings	$6,000.00					Director of Global Marketing	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
APPROVED 9/27/2018	NAP	October 4-7, 2018	Apple Travel Fiesta 2018	$2,910.00	$15,350.00				(1) Marketing Staff, (1) Destination Management Staff, (4) Cultural Entertainers	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.
APPROVED 9/27/2018	NAP	October 15-20, 2018	ITB Asia 2018	$9,100.00					(2) Marketing Staff	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 Coporate Travel markets. While in 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 latter 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 plus top-tier international buyers and media.
	JAPAN	October - December 2018 and January - March 2019	GVB Japan Strategy and Administrative Meetings	$16,185.75					President & CEO, (1) Marketing Staff - Japan	The Japan market conditions remain challenging for Guam's tourism. GVB's first focus, as it has been for the past few years, is to develop and maintain current air service. In order to battle the challenges that remain, we must first address access to our island. Japan outbound travel trends continue to grow and shift in terms of demographics and business processes. This requires the Japan marketing team to have innovative and fast-moving plans integrated to sales, marketing and public relations. With these conditions and aggressive processes, GVB senior management and Japan marketing staff must participate in face-to-face meetings often with the GVB Japan marketing team, as well as external trade partners. Participation in these meetings provides up-to-date direction and confidence to our team in-market as well as to travel trade partners. A representative from the GVB Research Department will attend two of the six aforementioned meetings. Research representation is required at the preliminary meeting in the beginning of the year to provide in-depth research reports and analyses to properly plan for the new fiscal year. In addition, Research representation will be needed for a second meeting midway through the year to analyze the Japan market's progress and to determine how to move forward. These meetings will be a collaborative effort to strategize market improvements.
	NOVEMBER 2018									
APPROVED 9/27/2018	CHINA	November 2018	Marketing Administrative Strategy and Planning Meeting w/GVB China Office	$12,674.00					Director of Global Marketing and (1) Marketing Staff	GVB plans to have the GVB Director of Global Marketing and 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 goals achievements.
APPROVED 9/27/2018	NAP	November 12 - 18, 2018	DEMA Show 2018 & Guam Dive Seminar	$6,900.00					Director of Global Marketing, (1) Marketing Staff	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

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APPROVED 9/27/2018	RESEARCH	November 18-22, 2018	PATA Certification in Advanced Hotel Tourism Analytics (CAHTA)				$5,328.00		(1) Director of Tourism Research or designee (1) Research Staff	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.
APPROVED 9/27/2018	TAIWAN	November 22 - December 04, 2018	Taipei International Travel Fair (ITF) and Winter Kaohsiung International Travel Fair (KTF)	$25,877.00	$35,498.00		$4,432.00		(1) Board Chair, President & CEO, Director of Global Marketing, (2) Marketing Staff, (2) Research Staff, (1) Cultural Heritage Officer, (2) Musicians, (4) Dancers	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
APPROVED 9/27/2018	KOREA	November 30 - December 2	HANA Tour International Show Busan / Year End Appreciation	$14,000.00	$26,732.00				(1) GVB Board Member, GVB President & CEO or designee, GVB Director of Global Marketing or designee, (1) GVB Marketing Staff, GVB Culture & Heritage Officer or designee, (1) Miss Guam, (2) musicians and (4) dancers	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.
	JAPAN	November 18-21, 2018	Kashiwa Young Entrepreneurts Group 40th Anniversary Overseas Exchange Project	$1,812.50					(1) GVB Japan Staff	Guam has a friendship agreement with Kashiwa City since 1991. The Young Entrepreneurs (YEG) would like to travel to Guam and host several meetings and educational talks with GVB, Guam Economic Development Authority, University of Guam, and the Guam Young Professionals Group (as part of the Guam Chamber of Commerce). They will also pay a courtesy visit to the Honorable Eddie B. Calvo, Governor of Guam and the Consul General of Japan. YEG will not only bring their members to learn more about Guam's economy and business industries, but will development direct business. Plans are in place for YEG to begin the sale of Guam Shochu in early 2019. The GVB Japan Acting Director is requested to attend and escort the group during their trip to Guam. This will be a historical business and educational exchange for Guam, between YEG and GYP.
	DECEMBER 2018									
	JAPAN	December 2018	Japan Guam Tourism Council (JGTC) Strategic Meeting - Tokyo	$8,281.50					JMC Chairman, President & CEO, (1) Japan Marketing Staff	With the challenges, the Japan market is currently facing, it is crucial to have face-to-face meetings with top-level industry partners to discuss measures to overcome these issues and to continually align sales efforts within the market environment. These meetings include JGTC Chairmen, GVB management, and GVB Japan staff. All are needed to provide the most updated information and in-depth sales and marketing reports.
	JAPAN	December 2018	Japan Final Closeout Meeting	$8,281.50					JMC Chairman, President & CEO, (1) Japan Marketing Staff	With the recent announcement of the GVB Japan office reorganization, there are several pending items that will require immediate attention by the end of the calendar year (promotional item inventory, office equipment, supplies, expenses, electronic files, personnel files, archives, etc.). GVB management and Japan marketing staff will travel to Japan to see this business through and to prepare for GVB's Japan Office transition. Furthermore, several final closeout meetings will be scheduled with GVBJ staff to ease the transition process and to express our utmost appreciation for their many years of hard work and dedication. Japan has been Guam's top source market for the past fifty years and much of the market's success can be attributed to the efforts made by the GVB Japan team. Management will use this final opportunity to recognize the team's hard work before the official reorganization begins
	JANUARY 2019									
	JAPAN	January 2019	Guam Wedding Expo	$10,790.00	$18,763.00				JMC Chairman or Designee, (1) GVB Management, (2) Japan Marketing Staff	In January 2019, GVB plans to host a Guam Wedding Expo in Japan featuring local wedding companies and wedding industry partners. The event will sell Guam as a prime destination for weddings, wedding photos, honeymoons, engagements, anniversary receptions, and vow renewals. By attending the expo, couples will have access to all the resources needed to plan and hold a wedding event (or similar) on Guam. Due to recent market conditions, the wedding market has steadily declined. This expo is a collaborative effort that will assist in its recover
	KOREA	January 2019	Marketing Administrative Strategy and Planning Meeting w/GVB Korea Office	$6,000.00					President & CEO, Director of Global Marketing, (1) Marketing Staff	GVB plans to have the GVB President & CEO, GVB Director of Global Marketing and GVB marketing staff to conduct meetings with the Korea Marketing Representatives every quarter to discuss upcoming quarterly promotions 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.

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RUSSIA	January 2019	Moscow Dive Expo 2019/Guam Seminar	$12,482.00					Director of Global Marketing, (1) Marketing Staff	The Moscow Dive Show is GVB's first ever dive consumer show to attend for the Russia market. There has been a great deal of interest regarding Guam's dive locations since our coverage of the SMS Cormoran event in 2017. In attendance to this event, we invited two top Russian divers/writer that shared their Guam experience. The Moscow Dive Show is the #1 underwater event in Eastern Europe organized by Russia's 2 leading Magazines. This event we will also seek GVB membership participation to this event to share with Russian divers what destination Guam has to offer and also hold a Guam Seminar at the same time to educate consumers while attending the show. This consumer show attracts approximately 220 Exhibitors from 25 countries, over 20,000 attendees which over 1,000 are professional divers. The Moscow Dive Show provides the effective platform and marketplace for retail and wholesale business communication, network expansion and traditional and online shops. The bureau will not be attending the MITT Show in Moscow due to low turnout form previous years and we will to have a more positive feedback with the dive show to address travelers seeking more destinations that cater to diving, visa free, in the Pacific Micronesia region.
FEBRUARY 2019									
JAPAN	February 2019	Airline Meeting	$11,167.75					GVB Board Chairman, JMC Chairman, President & CEO, (1) Japan Marketing Staff	With the declining air seat capacity from the Japan market, meetings will be scheduled with potential and existing airlines to request for additional seats and flights including flights from Narita and Haneda international airports. A main point of discussion during these meetings will include GVB's Air Service Development Program, a program designed to assist airlines with charter and regular air service to the island.
CHINA	February 2019	Airline Meeting	$16,401.00					President & CEO, Director of Global Marketing, (1) Marketing Staff	China's outbound travel once again grew from 122 million in 2016 to 129 million in calendar year 2017. China's outbound is forecasted to continue to grow by 8.5% each year until 2021. The average on island spend for Guam of $1,160 (FY2017 CES) for our visitors from China exceeds their national average spend per outbound traveler of $986.52, nearly 18% greater than their national average. But the lack of airlift capacity, especially direct flights from mainland China to Guam, has always been one of the major challenges to attract more Chinese travelers to Guam. More planes, with direct connections from cities in China, to explore the world's largest outbound market would be essential to the future success of Guam. The priority for the Guam Visitors Bureau is to work with the Guam International Airport Authority, air carriers and airports in China, aggressively seeking airline service to generate airlift capacity.
HONG KONG	February 2019	Hong Kong Wedding Expo 2019	$8,350.00	$11,625.00				(2) Marketing Staff, Cultural Heritage Officer, (1) Mr. Guam, (1) Miss Guam	The wedding market continues to be an important target segment in Hong Kong, which annually receives over 60,000 marriage applications per year. It is commonplace for engaged couples to visit wedding fairs to gather info, including wedding photo packages, banquet deals, honeymoons and other related info. It is important for Guam to maintain a strong presence in Hong Kong in an effort to meet GVB SMART goals where there is fierce competition in island wedding products from destinations such as Okinawa and Bali. In order to increase public awareness of Guam and market share, GVB will arrange a wedding demonstration to appeal to consumers as well as maximize PR opportunities through media and direct-to-consumer interactions.
TAIWAN	February 2019	Taipei Lantern Festival	$9,421.00	$20,276.00				President & CEO, Director of Global Marketing, (2) Marketing Staff, Cultural Heritage Officer, (2) Musicians, (4) Dancers	GVB has been invited by Taipei City Government to participate in the 2019 Taipei Lantern Festival hosted by the Taipei City Government. The invitation covers participation in the opening ceremony, Guam booth set up and participation in the parade. The Lantern Festival acts as a new opportunity for Guam to engage with consumers, leverage the massisve passenger volume, and generate more opportunities for GVB Taiwan's social media operation. The 2019 Taipei Lantern Festival will attact over 8 million consumers and will be held in the downtown area of Taipei. Other international regions that participate include South Korea and Japan that also leverages Guam's quest for new air route development in Taiwan, this festival presents another outlet for GVB to promote Guam even further.
NAP	February, July, September 2019	PATA Executive Board Meeting (3)	$10,876.00					President & CEO	GVB President & CEO, Jon Nathan Denight representation 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.
NAP	February 2019	PATA Micronesia Chapter Tri-Annual Meeting for 2019 (3 schedule meeting)	$24,900.00					Director of Global Marketing, (2) Marketing Staff	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. Furthermore, the chapter was designated the marketing arm for the region during the 6th Annual Micronesia Island Forum. Information will be shared and disseminated to members once all events have been confirmed.
CHC	February 2019, April 2019, July 2019, September 2019	Guam Chamorro Dance Academy (4 Trips)		$38,544.00				(1) Cultural Heritage Officer, (1) Instructor, (2) Assistants	This marks the 10th year of the continuation of the Guam Chamorro Dance Academy within Japan. Last fiscal year, four workshops were taught with a total of over 500 students, including dance instructors who in turn bring lessons to their dance studios. As a result of this program, four separate participants of the academy established four (4) dance houses in Tokyo, Mito City and Nagoya.
NAP	February 8 - 10, 2019	PTAA Travel Tour Expo 2019	$9,127.00	$22,528.00				Presidenet & CEO, Director of Global Marketing, (1) Marketing Staff, Cultural Heritage Officer, (1) Miss Guam, (2) Musicians, (4) Dancers	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.
MARCH 2019									
JAPAN	March 2019	GVB Japan Audit	$5,018.00					Director of Finance & Administration or designee, (1) Finance & Administration Staff	The Accounting Department will conduct the annual financial audit of the Japan Office.
CHC	March 2019	2019 Chamorro Cultural Fest & the US-Guam Chamorro Dance Academy		$22,887.50				CHC Chairwoman, (1) Cultural Heritage Officer, (1) GVB Staff, (1) Instructor, (2) Assistants	GVB, in its continuing efforts to elevate awareness of Guam and its many events and activities planned for 2019 will encourage Chamorros and Friends of Guam to visit during these events. The Chamorro Cultural Fest celebrates the people of the Mariana Islands and the Chamorro community. The annual festival features dance performances, cultural entertainment and music. Will also be conducting the US-Guam Chamorro Dance Academy.

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CHINA	March 2019	China Sales Mission (Shanghai, Nanjing, Dalian)	$17,246.00					President & CEO, Director of Global Marketing, (1) Marketing Staff	The Guam Visitors Bureau (GVB) continues to focus its sales and marketing efforts in the first-and second tier cities throughout China. The GVB 2019 China Sales Mission is designed to enhance the networking and business ties between the Guam tourism industry and the travel trade in these first-tier cities in China. Through a series of face to face meetings held in Shanghai, Nanjing and Dalian, Guam stakeholders will meet with Chinese travel trade who are currently selling Guam products or have a strong potential to sell Guam products in China. The attendees will be local travel trades; each city's sales mission attendees are expected at 120 to 150 pax. In addition to the trade aspect of this 3-city sales mission, GVB will also be participating in one-on-one and group interviews with influential media in each city. A variety of media will be invited to include print, online, radio and other types of new media channels. The GVB delegation will be required to split up in order to maximize Guam's presence at these series of seminars and interview appointments. It is crucial to strengthen relationships with our travel trade partners in these first-tier cities in order to develop more sales and marketing programs to support our direct service flights and to maximize sales during peak China outbound travel period such as Chinese New Year and the summer period as well as during Guam's historically low arrival periods. The success of this mission will result in 1.) Strengthening Guam's visibility and awareness among travel trade
APRIL 2019									
JAPAN	April, June, September 2019	Japan Guam Tourism Council (JGTC) Meetings in Japan	$37,854.00					JMC Chairman, President & CEO, (1) Japan Marketing Staff	The Japan Guam Tourism Council (JGTC), made of top executives in charge of package tour travel as well as airline representatives, hold quarterly meetings to discuss the current market situation and to hear updates on new developments from Guam. Meetings are held in the three major regions for Japan's outbound travel to Guam
JAPAN	April 2019	Japan In-Country Tourism Research	$4,263.00			$4,012.00		President & CEO, (1) Japan Maketing Staff, (2) Tourism Research Staff	GVB continues to conduct tourism research in order to identify the most effective methods of marketing to the Japanese consumer. During this meeting in Tokyo, GVB will have the opportunity to hear from the contracted vendor about the next phase of Japan in-country tourism research directly related to the consumer perception for travel motivation, profile, and experience to beach destinations. The contracted vendor has Tokyo resources for data collection and analysis, which is why the meeting will be hosted in Tokyo.
JAPAN	April 2019	Guam Signature Events	$5,250.00					(1) GVB Japan Staff	GVB Japan sales or PR staff will join the above-mentioned Guam signature events to accompany media and maximize PR opportunities for Guam. In addition, the team should conduct site inspections of our signature events planned for FY2020.
KOREA	April 2019	Marketing Administrative Strategy and Planning Meeting w/GVB Korea Office	$6,000.00					President & CEO, Director of Global Marketing, (1) Marketing Staff	GVB plans to have the GVB President & CEO, GVB Director of Global Marketing and GVB marketing staff to conduct meetings with the Korea Marketing Representatives every quarter to discuss upcoming quarterly promotions 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.
CHINA	April 2019	China Sales Mission	$18,695.50					President & CEO, Director of Global Marketing, (1) Marketing Staff	The Guam Visitors Bureau (GVB) continues to focus its sales and marketing efforts in the first-and second tier cities throughout China. The GVB 2019 China Sales Mission is designed to enhance the networking and business ties between the Guam tourism industry and the travel trade in these first-tier cities in China. Through a series of face to face meetings held in Guangzhou, Hangzhou, and Shenzhen, Guam stakeholders will meet with Chinese travel trade who are currently selling Guam products or have a strong potential to sell Guam products in China. The attendees will be local travel trades; each city's sales mission attendees are expected at 120 to 150 pax. In addition to the trade aspect of this 3-city sales mission, GVB will also be participating in one-on-one and group interviews with influential media in each city. A variety of media will be invited to include print, online, radio and other types of new media channels. The GVB delegation will be required to split up in order to maximize Guam's presence at these series of seminars and interview appointments. It is crucial to strengthen relationships with our travel trade partners in these first-tier cities in order to develop more sales and marketing programs to support our direct service flights and to maximize sales during peak China outbound travel period such as Chinese New Year and the summer period as well as during Guam's historically low arrival periods. The success of this mission will result in 1.) Strengthening Guam's visibility and awareness among travel trade
NAP	April 10 - 15, 2019	Asia Dive Expo (ADEX) 2019 and United Travel Trade Meeting	$9,500.00	$4,550.00				(2) Marketing Staff, (1) Destination Specialist-Sports & Events	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.
MAY 2019									
SPORTS & EVENTS	May 2019	SPORTEC Expo		$4,018.00				(1) Destination Specialist-Sports & Events	SPORTEC is the largest and most comprehensive exhibition of the sports and fitness industry in Japan. Expectedly, 800 exhibitors and 50,000 visitors will be gathered from the global sports and fitness industry displaying events, activities and products. The Sports business in Japan has been one of the most worthy growth business investments. SPORTEC provides businesses the opportunity to share products, events and grow your network within the Sporting Fitness industry in Japan. With that said, GVB Japan will be occupying a booth space at SPORTEC in order to promote Ko'ko' and all other Guam Sporting and signature events. At which time GVB will meet with and introduce its new Japan Ko'ko' secretariat with JTB Sports Desk. In addition to SPORTEC events and activities, GVB Sports & Events Destination Specialist will use the opportunity to meet with all GVB Sport Tourism partners in Japan including planning meetings for Guam's sport tourism events in Baseball, Soccer, Swimming, Volleyball, etc.

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JAPAN	May 2019	Kanku Tabihaku (Kix Travel Fair)	$8,694.00	$11,908.00				President & CEO or designee, (2) Japan Marketing Staff, Cultural Heritage Officer, (1) Miss Guam, (2) Cultural Entertainers	Organized by Kansai Airports, Kanku Tabihaku is a travel fair focusing on outbound travel from the Kansai area. The travel fair consists of consumer participation with booth exhibits and dedicated travel seminars for destinations or other travel-related businesses. GVB annually participates with the GVB Osaka office and in-country Chamorro Gumas represent Chamorro culture through performances at the main stage. Kansai remains an important source region for Japan market with majority of school and group travel originating from Osaka. GVB will organize cohesive participation in this annual event by arranging business meetings with airlines and group travel agents. Furthermore, the profile of this travel fair will change with its location being moved to a more convenient area for Japanese residents. Tourism Research becomes increasingly important with the current challenges Guam faces in the Japan market. GVB Tourism Research Analysts will engage in strategic meetings with management, KIX airport, and agents where possible. Moreover, a consumer survey will be conducted at the Guam booth to engage, first-hand, with potential Guam visitors specifically from the Kansai region. The wants and needs of visitors from Kansai may differ from the Kanto area and GVB must identify this profile using its resources to further strengthen other tourism research obtained by the Bureau.
JAPAN	May 2019	Overseas LGBT Tourism Marketing Promotions (Tokyo Rainbow Pride)	$6,024.00	$15,860.00				(2) Japan Marketing Staff, Cultural Heritage Officer or Designee, (4) Entertainers	Data from a survey administered by the Japan LGBT Research Institute, Inc. shows that 1 in every 13 people in the Japanese population is estimated to belong to sexual minorities. Furthermore, results show that individuals who identify themselves as LGBT spend much more money on travel. With thousands of expected attendees, GVB hopes to capitalize on this lucrative market at this pride event and position Guam as an LGBT-friendly destination. Opportunity. Tokyo Rainbow Pride, the most powerful pride event in Japan, welcomed over 100,000 participants in 2018. GVB delegates will have the opportunity to connect with these attendees and suppliers and buyers in the LGBT market to promote Guam as an LGBT-friendly destination. In addition, a Tourism Research Staff will attend the Tokyo Rainbow Pride event to conduct in-country research for the bureau. Taking advantage of the vast amount of people expected to attend Tokyo Rainbow Pride in 2019, consumer surveys will be administered on-site to assist GVB in better understanding the intricate wants and needs of visitors in the LGBTQ market. Promotional Channels. Using GVB contacts established at previous pride events, the bureau will have the opportunity to educate potential visitors about getting married in Guam, experiencing the island's most unique selling points, and LGBT offerings. Product Development. Through the membership of IGLTA, GVB has developed a relationship with OUT Japan Co., Ltd., the only LGBT tourism
TAIWAN	May 2019	Taipei Tourism Expo (TTE) 2019	$8,517.50	$17,930.00				GCMC Chairman or designee, Director of Global Marketing, (1) Marketing Staff, Cultural Heritage Officer, (2) Musicians, (4) Dancers	TTE is the largest tourism event for the first half of the year organized by the Taipei Association of Travel Agents. GVB collaborates with travel agencies, MICE planners, airlines, and other travel trade entity to develop special Guam packages to sell during TTE. In 2018, GVB collaborated with Marianas Visitors Authority and Palau Visitors Authority to form the Micronesia Pavilion. Guam performers shared the stage with dancers from Palau and Saipan, which really showcased the unity of Micronesia. Taiwan continues to be an important tourism source and as Guam's 3rd core market, GVB must continue to foster relationships with its trade partners in Taiwan through TTE. Guam's presence in Taiwan is essential to continue its work to stimulate more business. While in Taiwan, GVB will provide a market update and bring more awareness to the Guam destination. GVB will also continue to dialogue for enhanced air services and expand market outreach.
RUSSIA	May 2019	Vladivostok Guam Seminar 2019	$13,649.50					President & CEO, Director of Global Marketing, (1) Marketing Staff	The Guam Visitors Bureau will hold a Guam trade 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 trade seminar will incorporate a Guam Presentation for our participating companies who are being scheduled to introduce themselves and their product/service to travel agents.
PHILIPPINES	May 2019	2nd Annual #InstaGuam Fair 2019	$14,688.00	$22,528.00		$5,132.00		NAP Committee Chairman, President & CEO or designee, Director of Global Marketing or designee, (2) Marketing Staff, (2) Rsearch Staff, Cultural Heritage Officer, (1) Miss Guam, (2) Musicians, (4) Dancers	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.
NAP	May 2 - 6, 2019	Scuba Show 2019 and Guam Travel Agents Meeting w/PATA Southern California Chapter	$7,000.00					Director of Global Marketing, (1) Marketing Staff	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. 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

MARKET	TRAVEL DATES	MARKET MISSION NAME	TOTAL COST MD	TOTAL COST CHC	TOTAL COST SD	TOTAL COST RESEARCH	TOTAL COST ADMIN	TRAVEL DELEGATION	BACKGROUND
NAP	May 8 - 13, 2019	PATA Annual Summit 2019 and PATA Executive Board Meeting	$11,500.00					President & CEO or designee, Director of Global Marketing or designee, (1) Marketing Staff	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.
NAP	May 22 - 28, 2019	IGLTA 2019	$15,000.00					Director of Global Marketing, (1) Marketing Staff, (1) Research Staff	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), pride world 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.
JUNE 2019									
JAPAN	June 2019	Hafa Adai Guam Study Tour (4) Trips	$7,400.00					(1) GVB Japan Staff	Four Hafa Adai Guam Study Tours are planned for FY2019. Each tour will focus on a different port in Japan (Kanto, Kansai, Chubu, and Fukuoka) targeting front line travel agents and industry professionals from these respective regions. The goal is to show travel trade partners Guam's unique selling points through first-hand experience. Participants will learn about Guam's latest developments, inspect various facilities and experience our island's amenities and culture. GVB Japan staff will be needed to escort the FAM tour participants during their stay in Guam.
JAPAN	June 2019	Japan Guam Tourism Council (JGTC) - Annual Guam Meeting	$1,850.00					(1) GVB Japan Staff	Annually, one of the Japan Guam Tourism Council quarterly meetings is normally held in Guam.
KOREA	June 2019	Hana Tour International Show 2019	$15,000.00	$27,856.00		$3,232.00		GVB Board Member, President & CEO or designee, Director of Global Marketing or designee, (1) Marketing Staff, (1) Research Staff, Cultural Heritage Officer or designee, (1) Miss Guam, (2) Musicians, (4) Dancers	The Hana Tour International Show (HITS) is the largest travel expo in South Korea and has been ranked as the number one travel company for the past 16 years. Encouraged by last year's participation and success, including many local industry organizations, GVB hopes to show Hana Tour its commitment and support to continue pushing Guam sales. The fair is a key direct selling point for Hana Tour's products. GVB's presence will provide support to its members who will be attending while elevating awareness of Guam to consumers, trade, and media. GVB's participation in the Hana Tour International Show (HITS) is aligned with our FY2019 Smart Goal to give in-depth sales presentations on Guam to the targeted wholesalers, retail agents and ground tour operators in order for them to get better acquainted with the Island and deliver the most up-to-date information pertaining to the destination and local attractions.
KOREA	June 2019	KOFTA 2019	$15,000.00	$6,864.00				GVB Board Member, President & CEO or designee, Director of Global Marketing or designee, (1) Marketing Staff, Cultural Heritage Officer or designee, (1) Miss Guam	The Korea World Travel Fair (KOTFA) is, with its 33 years history, the largest international travel fair in Korea where 60 countries participate to promote their tourism resources and cultures. The KOTFA is the only international travel fair in Korea where the official tourism organizations domestic and abroad participate and sponsor. The KOTFA supports strengthening the competitiveness of the tourism industry in Korea by combining inbound, outbound and intrabound tourism together and providing a market place for mutual relationship among tourism businesses in Korea and abroad. The KOTFA is constantly pursuing the public concerns by providing various benefits to enable the developing countries to participate in the Fair, and enlarging the international relationship. The KOTFA dedicates to encourage the sound tourism of Korean travelers by offering various information of domestic and foreign tourism attractions. The KOTFA is Korea's longest running general consumer travel event with more than 120,000 visitors over the four-day event. KOTFA is a very important component to GVB's overall Korea marketing and PR strategy with key GVB and Guam representatives coming to express face-time appreciation to the Korean travel trade and consumers for continued Guam support. GVB's presence will also convey support to its members who will be attending. GVB's participation is in-line with our FY2019 smart goal to conduct consumer promotions up to four times a year.
NAP	June 1 - 8, 2019	International Pow Wow (IPW) 2019	$24,500.00					Board of Director, Director of Global Marketing, (4) Marketing Staff	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

MARKET	TRAVEL DATES	MARKET MISSION NAME	TOTAL COST MD	TOTAL COST CHC	TOTAL COST SD	TOTAL COST RESEARCH	TOTAL COST ADMIN	TRAVEL DELEGATION	BACKGROUND
HONG KONG	June 12 - 16, 2019	Hong Kong International Travel Expo (ITE) & MICE 2019	$16,368.75	$31,400.00				President & CEO or designee, Director of Global Marketing or designee, (2) Marketing Staff, Cultural Heritage Officer, (1) Miss Guam, (2) Musicians, (4) Dancers	ITE & MICE is Hong Kong's longest established and only travel fair bringing in both trade and consumer audiences. ITE draws from over 50 countries and regions, averaging over 600 exhibitors and attracting on average over 11,000 buyers and 78,000 public visitors annually. By attending ITE & MICE 2019, GVB will maximize the opportunities to promote Guam to both travel trade and directly to consumers. The expo also includes trade seminars and MICE seminars where the Bureau can create and leverage existing relationships with seminar attendees to Guam's advantage. With a focus on MICE at this show, GVB is committed to attending to learn more about HK MICE's segment. In addition, we will take this focused opportunity to present Guam's MICE products for positive return on sales. GVB will also execute a large-scale representation at the Guam booth with cultural dancers drawing in crowds and a strong presence from Guam industry members.
RESEARCH	June 23-28, 2019	50th Travel and Tourism Research Association (TTRA) Annual International Conference				$16,882.00		(1) GVB President & CEO or designee (2) Research Staff	The Travel and Tourism Research Association Annual International Conference combines travel industry leaders with academic professionals in providing annual updates and important insights on the trends and future of tourism research. Participation in this annual conference will enable GVB to network with various businesses and research firms to obtain new tools and reporting platforms to effeciently measure the changes in our visitor industry.
JULY 2019									
JAPAN	July 2019	Kashiwa Festival	$10,042.00	$9,839.00				JMC Chairman, President & CEO or designee, (1) Japan Marketing Staff	In keeping with our Friendship Agreement signed in 1991, a group of students from Kashiwa come to Guam every year. As a form of reciprocation, a Guam delegation will be sent to Kashiwa to share Guam's culture with the Kashiwa International Relations Association, a group that also visits Guam. Furthermore, GVB hopes to use this opportunity to meet with contacts to help facilitate the Kashiwa Chamber of Commerce Young Entrepreneurs Group exchange project slated for November 2018. The Kashiwa Chamber of Commerce hopes to expand exchanges with Guam to include economic exchanges. This mission to Kashiwa will further this effort by strengthening Guam's showing of support for Kashiwa City.
KOREA	July 2019	Marketing Administrative Strategy and Planning Meeting w/GVB Korea Office	$6,000.00					President & CEO or designee, Director of Gloal Marketing or designee, (1) Marketing Staff	GVB plans to have the GVB President & CEO, GVB Director of Global Marketing and GVB marketing staff to conduct meetings with the Korea Marketing Representatives every quarter to discuss upcoming quarterly promotions 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.
PHILIPPINES	July 2019	Travel Madness Expo 2019	$6,132.00	$5,532.00				(2) Marketing Staff, Cultural Heritage Officer, (1) Miss Guam	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.
AUGUST 2019									
KOREA	August 2019	MODE Tour Travel Mart 2019	$15,000.00	$27,856.00		$3,232.00		Board Member, President & CEO or designee, Director of Global Marketing or designee, (1) Marketing Staff, (1) Research Staff, (1) Miss Guam, (2) Musicians, (4) Dancers	The Guam Visitors Bureau (GVB) plans to attend the 5th Annual Mode Tour Travel Mart that will be held at the COEX in Seoul, Korea from August 2019. Mode Tour is one of Korea's top travel agencies. Last year, the Travel Mart welcomed over 290 institutes including overseas embassies, tourism boards, local governments, airlines, hotels and resorts, and insurance companies. A total of 70,000 visitors left their footprints during the 4-day event. This year's Travel Mart is expected to welcome 80,000 visitors consisting of travel trade and consumers during the 4-day event. The MODE TOUR Travel Mart provides an opportune time to promote Guam's offerings, upcoming events, and highlight our island as a unique destination. GVB plans to conduct interviews while in Seoul to promote next year's theme "InstaGuam". GVB is scheduling appointments with MODE TOUR leaders to discuss continued support, as well as meet with key travel agents. GVB's participation in the MODE TOUR Travel Mart is aligned with our FY2019 Smart Goal to give in-depth sales presentations on Guam to the targeted wholesalers, retail agents and ground tour operators in order for them to get better acquainted with the Island and deliver the most up-to-date information pertaining to the destination and local attractions.
PHILIPPINES	August | September 2019	The Travel Mart (TTM) 2019 Philippines / Guam Sales Presentation in Cebu	$8,868.50	$5,596.00				President & CEO or designee, Director of Global Marketing or designee, (1) Marketing Staff, Cultural Heritage Officer, (1) Miss Guam	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.
CHINA	August13-18, 2019	InstaGuam in Taiwan Sales Mission	$8,234.75	$17,521.00				GCMC Chair, Director of Global Marketing or designee, (1) Marketing Staff, Cultural Heritage Officer, (6) Cultural Talent	A sales mission in mid-August is planned as part of GVB's objective to grow the market in southern Taiwan and eventually work to develop new air service to accommodate this region. August preliminary Taiwan arrivals in FY 2018 is 27,522. About 15% of these make up southern Taiwan with the goal to bring this percentage up to 25% in FY2019. The Taiwan sales mission is designed to enhance the networking and business ties between the Guam tourism industry and the travel trade in both Taipei and Kaohsiung. Through face to face meetings planned for both Taipei and Kaohsiung, Guam stakeholders will have the opportunity to meet with Taiwanese travel trade who are currently selling Guam products or have a strong potential to sell Guam products. In addition to the trade aspect of this 2-city sales mission, GVB will also be participating in courtesy meetings with government tourism officials and key trade officials as well as to participate in interviews with influential media in each city. GVB will also do a consumer promotion during this mission and schedule Guam's cultural entertainers to perform during the Taipei City Music Festival to bring awareness of Guam to the general public.
SEPTEMBER 2019									

MARKET	TRAVEL DATES	MARKET MISSION NAME	TOTAL COST MD	TOTAL COST CHC	TOTAL COST SD	TOTAL COST RESEARCH	TOTAL COST ADMIN	TRAVEL DELEGATION	BACKGROUND
NAP	September 2019	Malaysian Association Travel Trade Agents (MATTA) Fair 2019	$20,500.00			$3,096.00		NAP Committee Chairman, Director of Global Marketing, (2) Marketing Staff, (1) Research Staff, (2) Entertainers	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/
CHC	September 2019	25th PIFA (Pacific Islander Festival Association) Festival 2019 and the US-Guam Chamorro Dance Academy in the East Coast		$27,788.75				(1) CHC Chair, (1) Cultural Heritage Officer, (1) GVB Staff, Master of Chamorro Dance Frank Rabon, and (2) Assistants	GVB will participate in PIFA festival to further develop more awareness to the Chamorros living in the US mainland the various reasons to come back to Guam to visit. PIFA promotes & perpetuates the traditional cultures, ancient historical data, languages, attitudes & values of the Indigenous People of Micronesia, Melanesia & Polynesia.GVB will participate in the PIFA festival to further develop more awareness to the Chamorro living in the US mainland the various reasons to come back to Guam to visit. PIFA is a two-day event scheduled for September 2019. 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 2018. The Bureau will continue to work closely with various active stateside Chamorro dance groups with the continuation of the US-Guam Chamorro Dance Academy, which was launched in 2014.
NAP	September 2019	PATA Travel Mart (PTM) 2019	$21,000.00					Director of Global Marketing, (3) Marketing Staff	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
JAPAN	September 20 - 23, 2019	JATA Tourism Expo Japan 2019	$23,731.60	$32,216.00		$7,256.00		Government Protocol, GVB Chairman of the Board, JMC Chairman, President & CEO or designee, (3) Japan Marketing Staff, (2) Tourism Research Staff, Cultural Heritage Officer or designee, Senior Destination Specialist or designee, Chamorro Culture Assistant, (1) Miss Guam, (1) Mr. Guam, (2) Musicians, (8) Cultural Entertainers	Organized by the Japan Association of Travel Agents, the JATA Tourism Expo is the biggest travel event in Japan. Tourism Expo Japan 2017 saw record attendance with over 190,000 people. The Travel Showcase, or exhibition, the Global Tourism Forum, and Overseas Travel Symposium provide expert insight into the latest travel trends. In addition, the Expo allows for scheduled B2B meetings enabling the bureau to interact directly with travel agents and media. GVB hosts performances at the Guam booth as well as GCDA performance at the Expo main stage.
ADMIN	TBD	(2) Administrative meetings with overseas marketing office (JAPAN)					$10,490.00	Director of Finance & Administration or designee, (1) Accounting staff	GVB headquarters will conduct administrative meetings with overseas marketing offices to ensure compliance with GVB accounting policies and procedures.
ADMIN	TBD	Administrative meeting with overseas marketing office (KOREA)					$3,772.00	Director of Finance & Administration or designee, (1) Accounting staff	GVB headquarters will conduct administrative meetings with overseas marketing offices to ensure compliance with GVB accounting policies and procedures.
ADMIN	TBD	Administrative meeting with overseas marketing office (TAIWAN)					$3,720.00	Director of Finance & Administration or designee, (1) Accounting staff	GVB headquarters will conduct administrative meetings with overseas marketing offices to ensure compliance with GVB accounting policies and procedures.
ADMIN	TBD	Administrative meeting with overseas marketing office (HONG KONG)					$5,500.00	Director of Finance & Administration or designee, (1) Accounting staff	GVB headquarters will conduct administrative meetings with overseas marketing offices to ensure compliance with GVB accounting policies and procedures.
ADMIN	TBD	Administrative meeting with overseas marketing office (PHILIPPINES)					$3,358.00	Director of Finance & Administration or designee, (1) Accounting staff	GVB headquarters will conduct administrative meetings with overseas marketing offices to ensure compliance with GVB accounting policies and procedures.
ADMIN	TBD	Administrative meeting with overseas marketing office (CHINA)					$7,402.00	Director of Finance & Administration or designee, (1) Accounting staff	GVB headquarters will conduct administrative meetings with overseas marketing offices to ensure compliance with GVB accounting policies and procedures.

GUAM VISITORS BUREAU
55th ANNIVERSARY
1963 - 2018

FY2019 TRAVEL MOTIONS

OCTOBER 2018

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

Motion to approve travel for the following delegates to attend the Overseas LGBT Tourism Marketing Promotions in Osaka and Fukuoka. Projected months: October 6-7 2018 and November 3-4, 2018 respectively. Estimated cost $32,505.00; $8,830.00 from account # GAMAL001 and $23,675.00 from account # DM-CPO001.
Motion unanimously approved (September 13, 2018)

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

Airfare:	$1,000 x 7 pax					$7,000.00
Per Diem:	**Kyushu Rainbow Pride (Fukuoka)**	**Lodging**	**Nights**	**M&IE**	**Days**	
	GVB Marketing Staff – Japan (2 pax)/Designees	$193.00	3	$174.00	3	$2,202.00
	GVB Senior Destination Specialist – Chamorro Culture/Designee	$193.00	3	$174.00	3	$1,101.00
	Entertainers (4 pax)	$193.00	3	$174.00	3	$4,404.00
Entertainers' Professional Fees (4 pax)				$100.00	2	$800.00
					Kyushu Rainbow Pride Marketing Total:	$4,202.00
					Kyushu Rainbow Pride Culture Total:	$11,305.00
					Kyushu Rainbow Pride Total:	**$15,507.00**

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

Opportunity. The Kansai Rainbow Festa and Kyushu Rainbow Pride are some of the best distribution channels for the LGBT market in Japan. GVB delegates will have the opportunity to connect with participants, suppliers, and buyers in the LGBT community. Using contacts established at previous pride events, the bureau will have the opportunity to educate potential

visitors about getting married in Guam, experiencing the island's most unique selling points, and LGBT offerings.

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

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

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

Issue: Board approval required for travel.

GVB KOREA ROADSHOW 2018

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

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

	Board Member	$203.75	1	$177.50	1	$381.25
	President & CEO	$203.75	1	$177.50	1	$381.25
	DOGM	$163.00	1	$142.00	1	$305.00
	Marketing Manager	$163.00	1	$142.00	1	$305.00
	PIO	$163.00	1	$142.00	1	$305.00
	Daegu	**Lodging**	**Nights**	**M&IE**	**Days**	
	Board Member	$163.75	1	$165.00	1	$328.75
	President & CEO	$163.75	1	$165.00	1	$328.75
	DOGM	$131.00	1	$132.00	1	$263.00
	Marketing Manager	$131.00	1	$132.00	1	$263.00
	PIO	$131.00	1	$132.00	1	$263.00
					TOTAL	**$13,328.00**

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

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

Background:
GVB will be conducting Guam seminars with new and current travel agents that are currently selling or are interested in Guam, as well as trade media to learn about the destination and its new activities. Last year, GVB received over 300 travel agents and trade media from Busan, Gwangju and Daegu. Last year, GVB expanded its the roadshow to cover Gwangju in efforts to continue the momentum and build on its relationship with the travel professionals in the area. Immediately following the roadshow seminars, the cultural team along with Miss Guam will take part during 99th Korean National Sports Festival in Seoul from October 12-18, 2018. The festival features Korean National athletes from over 50 countries worldwide competing in a variety of sporting events. Once again, the Korean Sports Council of Guam has requested GVB's support in attending the opening ceremonies to assist in promoting Guam as part of the activities scheduled for the festival. During the festival, the GVB delegation and KSCOG will take advantage of the event media coverage during the opening ceremonies and will take part in charitable events/ and cultural performances during the scheduled games.

Issue: Board approval for travel required.

IMEX AMERICA 2018

Motion to approve travel for GVB Director of Global Marketing, (1) Marketing Staff, and Cultural Heritage Officer to attend the IMEX America at the Sands Expo in Las Vegas, Nevada from October 14-19, 2018. Estimated total cost is $9,520.00; $6,500 from Account # US-SMD023 and $3,020.00 from Account # DM-CPO006.
Motion unanimously approved (September 13, 2018)

Airfare:	$2,000 x 3 pax					$6,000.00
Per Diem:	**Las Vegas, NV**	**Lodging**	**Nights**	**M&IE**	**Days**	
	DoGM	$106.00	6	$64.00	6	$1,020.00
	Marketing Staff	$106.00	6	$64.00	6	$1,020.00
	Cultural Heritage Officer	$106.00	6	$64.00	6	$1,020.00
Miscellaneous: Excess baggage, communications expense, etc.						$460.00
					TOTAL	**$9,520.00**

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

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

Issue: Board approval required for travel.

CTRIP GUAM STORE

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

Motion unanimously approved (September 13, 2018)

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

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

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

Issue: Board approval needed for travel.

FAR EAST AND EUROPEAN PART OF RUSSIA ROAD SHOW 2018

Motion to approve travel for the Director of Global Marketing, 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).
Motion unanimously approved (September 13, 2018)

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**	
	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.

Issue: Board approval needed for travel.

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.
Motion unanimously approved (September 27, 2018)

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.

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 October/November 2018 in Hong Kong. Cost is approximately $6,210.00 to be taken from Account No. HK-SMD023.
Motion unanimously approved (September 27, 2018)

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.

GUAM VISITORS BUREAU
55th ANNIVERSARY
1963 - 2018

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).
Motion unanimously approved (September 27, 2018)

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.
Motion unanimously approved (September 27, 2018)

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 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.

Motion unanimously approved (September 27, 2018)

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.

GVB JAPAN STRATEGY AND ADMINISTRATIVE MEETINGS

Motion to approve travel for the delegation below to attend monthly planning, strategy, and administrative meetings in Tokyo, Japan. Projected months: October-December 2018 and January-March 2019. Estimated total cost is $37,389.50; Account # JA-SMD008.

Airfare:	$1,000 x 2 pax					$2,000.00
Per Diem:	**Tokyo**	**Lodging**	**Nights**	**M&IE**	**Days**	
	GVB President & CEO	$345.00	3	$283.75	3	$1,886.25
	GVB Marketing Staff - Japan	$276.00	3	$227.00	3	$1,509.00
					Total per trip:	$5,395.25
					Total for 3 trips:	**$16,185.75**

Background: The Japan market conditions remain challenging for Guam's tourism. GVB's first focus, as it has been for the past few years, is to develop and maintain current air service. In order to battle the challenges that remain, we must first address access to our island. Japan outbound travel trends continue to grow and shift in terms of demographics and business processes. This requires the Japan marketing team to have innovative and fast-moving plans integrated to sales, marketing and public relations.

With these conditions and aggressive processes, GVB senior management and Japan marketing staff must participate in face-to-face meetings often with the GVB Japan marketing team, as well as external trade partners. Participation in these meetings provides up-to-date direction and confidence to our team in-market as well as to travel trade partners. These meetings will be a collaborative effort to strategize market improvements.

Lastly, with the reorganization of Japan operations, staff and management is required to conduct an orientation and introduction to the travel trade in Japan. In-person training and meetings will take place to ensure a smooth and successful transition.

Issue: Board approval required for travel.

NOVEMBER 2018

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).
Motion unanimously approved (September 27, 2018)

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.

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 (September 27, 2018)

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.

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.
Motion unanimously approved (September 27, 2018)

Airfare:	$800 x 2 pax					$1,600.00
Per Diem:	**Bangkok**	**Lodging**	**Nights**	**M&IE**	**Days**	
	DoTM	$146.00	4	$95.00	4	$964.00
	(1) 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.

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

GUAM VISITORS BUREAU
55th ANNIVERSARY
1963 - 2018

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.
Motion unanimously approved (September 27, 2018)

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.

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). Motion unanimously approved (September 27, 2018)

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**	
	CHC 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**	
	CHC 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.

KASHIWA YOUNG ENTREPRENEURS GROUP 40TH ANNIVERSARY OVERSEAS EXCHANGE PROJECT

Motion to approve travel for one (1) GVB Japan staff to travel to Guam to participate in the Kashiwa Young Entrepreneurs Group 40th Anniversary Overseas Exchange Project from November 18-21, 2018. Estimated cost $1,812.50; Account # JA-SMD004.

Airfare:	$1,000			$1,000.00
Per Diem:	**Guam**	**M&IE**	**Days**	
	GVB Japan Staff	$62.50	5	$312.50
Japan Transportation:	To and from airport	$100.00	1	$100.00
Guam Transportation:	Rental Car	$100.00	4	$400.00
			TOTAL:	**$1,812.50**

Background: Guam has a friendship agreement with Kashiwa City since 1991. The Young Entrepreneurs (YEG) would like to travel to Guam and host several meetings and educational talks with GVB, Guam Economic Development Authority, University of Guam, and the Guam Young Professionals Group (as part of the Guam Chamber of Commerce). They will also pay a courtesy visit to the Honorable Eddie B. Calvo, Governor of Guam and the Consul General of Japan.

YEG will not only bring their members to learn more about Guam's economy and business industries, but will development direct business. Plans are in place for YEG to begin the sale of Guam Shochu in early 2019.

The GVB Japan Acting Director is requested to attend and escort the group during their trip to Guam. This will be a historical business and educational exchange for Guam, between YEG and GYP.

Issue: Board approval required for travel.

DECEMBER 2018

JAPAN GUAM TOURISM COUNCIL (JGTC) STRATEGIC MEETING – TOKYO

Motion to approve travel for GVB Japan Marketing Committee Chairman, GVB President & CEO, and one GVB Marketing Staff – Japan to participate in a JGTC strategic meeting in Tokyo, Japan. Projected month: December 2018. Estimated Cost: $8,281.50; Account # JA-SMD008.

Airfare:	$1,000 x 3 pax					$3,000.00
Per Diem:	**Tokyo**	**Lodging**	**Nights**	**M&IE**	**Days**	
	JMC Chairman	$345.00	3	$283.75	3	$1,886.25
	President & CEO	$345.00	3	$283.75	3	$1,886.25
	Marketing Staff – Japan	$276.00	3	$227.00	3	$1,509.00
					TOTAL:	**$8,281.50**

Background: With the challenges, the Japan market is currently facing, it is crucial to have face-to-face meetings with top-level industry partners to discuss measures to overcome these issues and to continually align sales efforts within the market environment. These meetings include JGTC Chairmen, GVB management, and GVB Japan staff. All are needed to provide the most updated information and in-depth sales and marketing reports.

Issue: Board approval required for travel.

GVB JAPAN FINAL CLOSEOUT MEETING

Motion to approve travel for GVB Japan Marketing Committee Chairman, GVB President & CEO, and one GVB Marketing Staff – Japan to participate in a final closeout meeting with GVB Japan in Tokyo, Japan. Project month: December 2018. Estimated Cost: $8,281.50; Account # JA-SMD008.

Airfare:	$1,000 x 3 pax					$3,000.00
Per Diem:	**Tokyo**	**Lodging**	**Nights**	**M&IE**	**Days**	
	JMC Chairman	$345.00	3	$283.75	3	$1,886.25
	President & CEO	$345.00	3	$283.75	3	$1,886.25
	Marketing Staff – Japan	$276.00	3	$227.00	3	$1,509.00
					TOTAL:	**$8,281.50**

Background: With the recent announcement of the GVB Japan office reorganization, there are several pending items that will require immediate attention by the end of the calendar year (promotional item inventory, office equipment, supplies, expenses, electronic files, personnel files, archives, etc.). GVB management and Japan marketing staff will travel to Japan to see this business through and to prepare for GVB's Japan Office transition. Furthermore, several final closeout meetings will be scheduled with GVBJ staff to ease the transition process and to express our utmost appreciation for their many years of hard work and dedication.

Japan has been Guam's top source market for the past fifty years and much of the market's success can be attributed to the efforts made by the GVB Japan team. Management will use this final opportunity to recognize the team's hard work before the official reorganization begins.

Issue: Board approval required for travel.

JANUARY 2019

GUAM WEDDING EXPO

Motion to approve travel for a delegation of eleven to participate in the Guam Wedding Expo in Tokyo, Japan. Projected month: January 2019. Estimated cost $29,553.50. $10,790.50 from Account #JA-SMD008 and $18,763.00 from Account # DM-CPO001.

Airfare:	$1,000 x 4 pax					$4,000.00
Per Diem:	**Tokyo**	**Lodging**	**Nights**	**M&IE**	**Days**	
	JMC Chairman/Designee	$345.00	3	$283.75	3	$1,886.25
	Management (1 pax)	$345.00	3	$283.75	3	$1,886.25
	Marketing Staff–Japan (2 pax)	$276.00	3	$227.00	3	$3,018.00
					Marketing Total:	$10,790.50

Airfare:	$1,000 x 7 pax					$7,000.00
Per Diem:	**Tokyo**	**Lodging**	**Nights**	**M&IE**	**Days**	
	CHC Officer/Designee	$276.00	3	$227.00	3	$1,509.00

	Miss & Mister Guam (2 pax)	$276.00	3	$227.00	3	$3,018.00
	Entertainers (4 pax)	$276.00	3	$227.00	3	$6,036.00
Miss and/or Mister Guam Professional Fees (2 pax)				$100.00	2	$400.00
Entertainment Professional Fees (4 pax)				$100.00	2	$800.00
					Culture Total:	$18,763.00
					GRAND TOTAL:	**$29,553.50**

Background: In January 2019, GVB plans to host a Guam Wedding Expo in Japan featuring local wedding companies and wedding industry partners. The event will sell Guam as a prime destination for weddings, wedding photos, honeymoons, engagements, anniversary receptions, and vow renewals. By attending the expo, couples will have access to all the resources needed to plan and hold a wedding event (or similar) on Guam.

Due to recent market conditions, the wedding market has steadily declined. This expo is a collaborative effort that will assist in its recovery.

Issue: Board approval required for travel.

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, and (1) GVB marketing staff to conduct a quarterly meeting with GVB Korea Representatives in January 2019 in Seoul, Korea. Cost is approximately $6,000.00 from Acct# KO-SMD023.

Airfare:	$1,000 x 3 pax					$3,000.00
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
Business Communications, Excess Baggage Fees, Meeting Expenses, etc.						$582.00
					TOTAL	**$6,000.00**

Background: GVB plans to have the GVB President & CEO, GVB Director of Global Marketing and GVB marketing staff to conduct meetings with the Korea Marketing Representatives every quarter to discuss upcoming quarterly promotions 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.

MOSCOW DIVE EXPO 2019/GUAM SEMINAR

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**	
	DoGM	$351.00	7	$112	7	$3,241.00
	Marketing Staff	$351.00	7	$112	7	$3,241.00
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 for the Russia market. There has been a great deal of interest regarding Guam's dive locations since our coverage of the SMS Cormoran event in 2017. In attendance to this event, we invited two top Russian divers/writer that shared their Guam experience. The Moscow Dive Show is the #1 underwater event in Eastern Europe organized by Russia's 2 leading Magazines. This event we will also seek GVB membership participation to this event to share with Russian divers what destination Guam has to offer and also hold a Guam Seminar at the same time to educate consumers while attending the show. This consumer show attracts approximately 220 Exhibitors from 25 countries, over 20,000 attendees which over 1,000 are professional divers. The Moscow Dive Show provides the effective platform and marketplace for retail and wholesale business communication, network expansion and traditional and online shops.

The bureau will not be attending the MITT Show in Moscow due to low turnout form previous years and we will to have a more positive feedback with the dive show to address travelers seeking more destinations that cater to diving, visa free, in the Pacific Micronesia region.

Issue: Board approval for travel required.

FEBRUARY 2019

AIRLINE MEETINGS

Motion to approve travel for the GVB Board Chairman, GVB Japan Marketing Committee Chairman, GVB President & CEO and one GVB Marketing Staff - Japan to attend meetings with airlines. Dates TBD by management. Estimated cost: $11,167.75; Account # JA-SMD008.

Airfare:	$1,000 x 4 pax					$4,000.00
Per Diem:	**Tokyo**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Board Chairman	$345.00	3	$283.75	3	$1,886.25
	JMC Chairman	$345.00	3	$283.75	3	$1,886.25
	President & CEO	$345.00	3	$283.75	3	$1,886.25
	Marketing Staff - Japan	$276.00	3	$227.00	3	$1,509.00
					TOTAL:	**$11,167.75**

Background: With the declining air seat capacity from the Japan market, meetings will be scheduled with potential and existing airlines to request for additional seats and flights including flights from Narita and Haneda international airports. A main point of discussion during these meetings will include GVB's Air Service Development Program, a program designed to assist airlines with charter and regular air service to the island.

Issue: Board approval required for travel.

AIRLINE MEETING

Motion to approve travel for the President & CEO and Director of Global Marketing or their designee's, and Marketing Staff – China to attend meetings with airlines. (Projected month: February 2019. Estimated Cost: $16,401.00; account # CI-SMD023).

Airfare:	$3,500 x 3 pax					$10,500.00
Per Diem:	**Beijing**	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$322.50	4	$148.75	4	$1,885.00
	DoGM	$258.00	4	$119.00	4	$1,508.00
	Marketing Staff	$258.00	4	$119.00	4	$1,508.00
Misc. Expenses:	Business communication costs & excess baggage fees					$1,000.00

TOTAL	$16,401.00

Background: China's outbound travel once again grew from 122 million in 2016 to 129 million in calendar year 2017. China's outbound is forecasted to continue to grow by 8.5% each year until 2021. The average on island spend for Guam of $1,160 (FY2017 CES) for our visitors from China exceeds their national average spend per outbound traveler of $986.52, nearly 18% greater than their national average.

But the lack of airlift capacity, especially direct flights from mainland China to Guam, has always been one of the major challenges to attract more Chinese travelers to Guam. More planes, with direct connections from cities in China, to explore the world's largest outbound market would be essential to the future success of Guam.

The priority for the Guam Visitors Bureau is to work with the Guam International Airport Authority, air carriers and airports in China, aggressively seeking airline service to generate airlift capacity.

Issue: Board approval required for travel.

HONG KONG WEDDING EXPO 2019

Motion to approve travel for GVB Director of Global Marketing and (1) GVB Marketing Staff, the Cultural Heritage Officer, (1) Miss Guam, and (1) Mr. Guam to participate in the Hong Kong Wedding Fair. (Projected month: February 8-12, 2019). Cost is approximately $19,975.00 of which $8,350.00 will be taken from the Hong Kong Sales & Market Development Account No. HK-SMD023 and $11,625 from account number CPO-004.

Marketing Travel Expenses:					
Airfare	$1,000 x 2 pax				$2,000.00
Per Diem:		Lodging	M&IE	Days/Nights	
	(2) Marketing Staff	$355.00	$180.00	5	$5,350.00
	Business communication costs & excess baggage fees				$1,000.00
				TOTAL MARKETING ESTIMATED EXPENSES:	$8,350.00
CHC Travel Expenses:					
Airfare	$1,000 x 3 pax				$3,000.00
Per Diem:		Lodging	M&IE	Days/Nights	
	(1) CHO (2) Talent	$355.00	$180.00	5	$8,025.00
Miss Guam Professional Fee ($100 x 3 days)					$300.00
Mr. Guam Professional Fee ($100 x 3 days)					$300.00
				TOTAL CHC ESTIMATED EXPENSES:	$11,625.00
				TOTAL COST	**$19,975.00**

Background: The wedding market continues to be an important target segment in Hong Kong, which annually receives over 60,000 marriage applications per year. It is commonplace for engaged couples to visit wedding fairs to gather info, including wedding photo packages, banquet deals, honeymoons and other related info.

It is important for Guam to maintain a strong presence in Hong Kong in an effort to meet GVB SMART goals where there is fierce competition in island wedding products from destinations such as Okinawa and Bali. In order to increase public awareness of Guam and market share, GVB will arrange a wedding demonstration to appeal to consumers as well as maximize PR opportunities through media and direct-to-consumer interactions.

Issue: Board approval needed for all travel.

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TAIPEI LANTERN FESTIVAL

Motion to approve travel for the GVB President & CEO and GVB Director of Global Marketing or their designee's, (1) Marketing Staff, Cultural Heritage Officer, (2) Musicians, and (4) Dancers to attend the Taipei Lantern Festival. Travel time is from February 15-20, 2019. Cost is approximately $29,697.00 of which $9,421.00 will be taken from Taiwan Account No. TA-SMD023 and $20,276.00 to be taken from Cultural and Heritage Account No. CPO-003.

Marketing Travel Expenses:					
Airfare	$1,000 x 3 pax				$3,000.00
Per Diem:		Lodging	M&IE	Days/Nights	
	President & CEO	$217.50	$130.00	6	$2,085.00
	(2) Marketing Staff	$174.00	$104.00	6	$3,336.00
Business communication costs & excess baggage fees					$1,000.00
TOTAL MARKETING ESTIMATED EXPENSES:					$9,421.00
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	6	$11,676.00
Musician Professional Fee ($100 x 4 days x 2 pax)					$800.00
Dancers Professional Fee ($50 x 4 days x 4 pax)					$800.00
TOTAL CHC ESTIMATED EXPENSES:					$20,276.00
TOTAL COST					**$29,697.00**

Background: GVB has been invited by Taipei City Government to participate in the 2019 Taipei Lantern Festival hosted by the Taipei City Government. The invitation covers participation in the opening ceremony, Guam booth set up and participation in the parade. The Lantern Festival acts as a new opportunity for Guam to engage with consumers, leverage the massive passenger volume, and generate more opportunities for GVB Taiwan's social media operation. The 2019 Taipei Lantern Festival will attract over 8 million consumers and will be held in the downtown area of Taipei. Other international regions that participate include South Korea and Japan that also leverages Guam's outreach to consumers who travel from these regions to take part in the festival. With Guam's quest for new air route development in Taiwan, this festival presents another outlet for GVB to promote Guam even further.

Issue: Board approval for travel required.

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

Motion to approve travel for GVB President & CEO or designee to attend the PATA Executive Board meeting in or around February, July, and September 2019. Exact location and dates are to be confirmed. Estimated total cost is $19,275.50; Account # PA-SMD025.

Bangkok, Thailand February 2019

Airfare:	$1,500 x 2 pax					$1,500.00
Per Diem:	Thailand	Lodging	Nights	M&IE	Days	
	President & CEO	$182.50	5	$118.75	6	$1,625.50
Misc. Expenses (communications, excess baggage, meetings, etc.						$500.00
					TOTAL	**$3,625.50**

Bangkok, Thailand July 2019

Airfare:	$1,500 x 2 pax					$1,500.00
Per Diem:	Thailand	Lodging	Nights	M&IE	Days	
	President & CEO	$182.50	5	$118.75	6	$1,625.50

Misc. Expenses (communications, excess baggage, meetings, etc.	$500.00
TOTAL	**$3,625.50**

Bangkok, Thailand September 2019

Airfare:	$1,500 x 2 pax					$1,500.00
Per Diem:	**Thailand**	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$182.50	5	$118.75	6	$1,625.50
Misc. Expenses (communications, excess baggage, meetings, etc.						$500.00
					TOTAL	**$3,625.50**
					GRAND TOTAL	**$10,876.00**

Background: GVB President & CEO, Jon Nathan Denight representation 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, (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.

1st Tri-Annual Meeting 2019

Airfare:	$900.00 x 3 pax					$2,700.00
Per Diem:	**Micronesia**	**Lodging**	**Nights**	**M&IE**	**Days**	
	DoGM	$204.00	5	$136.00	5	$1,700.00
	(2) Marketing Staff	$204.00	5	$136.00	5	$3,400.00
Misc. Expenses (Communications, excess baggage, meetings, etc.)						$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**	
	DoGM	$204.00	5	$136.00	5	$1,700.00
	(2) Marketing Staff	$204.00	5	$136.00	5	$3,400.00
Misc. Expenses (Communications, excess baggage, meetings, etc.)						$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**	
	DoGM	$204.00	5	$136.00	5	$1,700.00
	(2) Marketing Staff	$204.00	5	$136.00	5	$3,400.00
Misc. Expenses (Communications, excess baggage, meetings, etc.)						$500.00
					TOTAL	**$8,300.00**
					GRAND TOTAL	**$24,900.00**

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. Furthermore, the chapter was designated the marketing arm for the region during the 6th Annual Micronesia Island Forum. Information will be shared and disseminated to members once all events have been confirmed.

Issue: Board approval required for travel.

GUAM CHAMORRO DANCE ACADEMY (4 TRIPS)

Motion to approve travel for the FY2019 Guam Chamorro Dance Academy in Japan. Workshop dates are February, April, July and September 2019 (estimated cost up to $38,544.00 from Acct No. DM-CPO001).

Airfare	4	$800.00		$3,200.00
Per Diem				
Lodging	4	$276.00	3	$3,312.00
M&IE	4	$227.00	3	$2,724.00
Prof. Fee				
Master	1	$100.00	2	$200.00
Assistants	2	$50.00	2	$200.00
			TOTAL (each workshop):	**$9,636.00**
			GRAND TOTAL:	**$38,544.00**

Background: This marks the 10th year of the continuation of the Guam Chamorro Dance Academy within Japan. Last fiscal year, four workshops were taught with a total of over 500 students, including dance instructors who in turn bring lessons to their dance studios. As a result of this program, four separate participants of the academy established four (4) dance houses in Tokyo, Nagoya and Mito City.

One instructor and two assistants will be sent along with the Cultural Heritage Officer to run the program.

Issue: Board approval required for all travel.

PTAA TRAVEL TOUR EXPO 2019

Motion to approve travel for the GVB President & CEO and GVB Director of Global Marketing or their designee's, (1) Marketing Staff, (2) Research Staff, (1) Cultural Heritage Officer, Miss Guam, two (2) musicians and four (4) entertainers to attend the 2019 Philippines Travel Agents Association Travel Tour Expo in Manila, Philippines from February 8-10, 2019. Estimated Total cost is approximately $31,655.00; ($22,528.00 from the Cultural Heritage Acct. No. DM-CPO005 and $9,127.00 from the Philippines Acct. No. PI-TTC067).

Airfare:	$850.00 x 5 pax					$2,550.00
Per Diem:	**Manila**	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$223.75	6	$133.75	6	$2,145.00
	DoGM	$179.00	6	$107.00	6	$1,716.00
	(1) Marketing Staff	$179.00	6	$107.00	6	$1,716.00
Business Communications, Excess Baggage Fees, Meeting Expenses, 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**	
	CHC Officer	$179.00	6	$107.00	6	$1,716.00

	Miss Guam	$179.00	6	$107.00	6	$1,716.00
	(2) Musicians	$179.00	6	$107.00	6	$3,432.00
	(4) Dancers	$179.00	6	$107.00	6	$6,864.00
Prof. Fee	Miss Guam $100.00 x 4 days x 1 pax					$400.00
	Musicians $100.00 x 4 days x 2 pax					$800.00
	Dancers $50.00 x 4 days x 4 pax					$800.00
					TOTAL	$22,528.00
					GRAND TOTAL	$31,655.00

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 needed for all travel.

MARCH 2019

GVB JAPAN AUDIT

Motion to approve travel for the GVB Director of Finance & Administration or designee plus one GVB Finance & Administration staff to audit GVB Japan finances in Tokyo, Japan. Projected month: March 2019. Estimated cost $5,018.00; Account #JA-SMD008.

Airfare:	$1,000 x 2 pax					$2,000.00
Per Diem:	**Tokyo**	**Lodging**	**Nights**	**M&IE**	**Days**	
	DoFA/Designee	$276.00	3	$227.00	3	$1,509.00
	Finance & Administration Staff	$276.00	3	$227.00	3	$1,509.00
					TOTAL:	**$5,018.00**

Background: The Accounting Department will conduct the annual financial audit of the Japan Office.

Issue: Board approval required for travel.

CHAMORRO CULTURAL FESTIVAL 2019

Motion to approve travel for the CHC Chairwoman, GVB Cultural Heritage Officer, GVB Staff, Master of Chamorro Dance Frank Rabon, and two (2) assistants to attend the 10th Chamorro Cultural Fest and conduct the US-Guam Chamorro Dance Academy in San Diego, California in March 2019. (Estimated cost up to $22,887.50 from Acct No. DM-CPO006).

Airfare	6	$2,000.00		$12,000.00
Per Diem				
Lodging	1	$217.50	6	$1,305.00
M&IE	1	$88.75	6	$532.50
Lodging	5	$174.00	6	$5,220.00
M&IE	5	$71.00	6	$2,130.00

Prof Fee				
Master	1	$100.00	4	$400.00
Assistant	2	$50.00	4	$400.00
Car Rental	1	$150.00	6	$900.00
			TOTAL	**$22,887.50**

Background: GVB, in its continuing efforts to elevate awareness of Guam and its many events and activities planned for 2019 will encourage Chamorro and Friends of Guam to visit during these events.

The Chamorro Cultural Fest celebrates the people of the Mariana Islands and the Chamorro community. The annual festival features dance performances, cultural entertainment and music.

The Bureau will continue to work closely with various active stateside Chamorro dance groups with the continuation of the US-Guam Chamorro Dance Academy, which was launched in 2014. Four Chamorro cultural groups from Southern California will be participating in the workshops as well as perform at the Annual Chamorro Cultural Festival.

Issue: Board approval required for travel.

CHINA SALES MISSION – MARCH 2019

Motion to approve travel for the President and CEO and Director of Global Marketing or their designee's, and (1) Marketing Staff – China to conduct a Guam Sales Mission in Shanghai, Nanjing, and Dalian, China. (Projected month: March 2019. Estimated cost is $17,246.00 from Account: CI-SMD023).

Airfare:	$3,500 x 3 pax					$10,500.00
Per Diem:	**Shanghai**	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$323.75	2	$178.75	2	$1,005.00
	DoGM	$259.00	2	$143.00	2	$804.00
	Marketing Staff	$259.00	2	$143.00	2	$804.00
	Nanjing	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$166.25	2	$93.75	2	$520.00
	DoGM	$133.00	2	$75.00	2	$416.00
	Marketing Staff	$133.00	2	$75.00	2	$416.00
	Dalian	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$207.50	2	$135.00	2	$685.00
	DoGM	$166.00	2	$108.00	2	$548.00
	Marketing Staff	$166.00	2	$108.00	2	$548.00
Misc. Expenses:	Business communication costs & excess baggage fees					$1,000.00
					TOTAL	**$17,246.00**

Background: The Guam Visitors Bureau (GVB) continues to focus its sales and marketing efforts in the first-and second tier cities throughout China. The GVB 2019 China Sales Mission is designed to enhance the networking and business ties between the Guam tourism industry and the travel trade in these first-tier cities in China.

Through a series of face to face meetings held in Shanghai, Nanjing and Dalian, Guam stakeholders will meet with Chinese travel trade who are currently selling Guam products or have a strong potential to sell Guam products in China. The attendees will be local travel trades; each city's sales mission attendees are expected at 120 to 150 pax.

In addition to the trade aspect of this 3-city sales mission, GVB will also be participating in one-on-one and group interviews with influential media in each city. A variety of media will be invited to include print, online, radio and other types of new media channels. The GVB delegation will be required to split up in order to maximize Guam's presence at these series of seminars and interview appointments.

It is crucial to strengthen relationships with our travel trade partners in these first-tier cities in order to develop more sales and marketing programs to support our direct service flights and to maximize sales during peak China outbound travel period such as Chinese New Year and the summer period as well as during Guam's historically low arrival periods.

The success of this mission will result in 1.) Strengthening Guam's visibility and awareness among travel trade partners for future outbound travel to Guam; 2.) Offer valuable face time for businesses with key decision makers from the travel trade in China; 3.) Educate Chinese travel trade frontline staff on Guam products; 4.) Engage with and learn about the Chinese travel trade through in-depth one-to-one-meetings and networking events.

Dates of travel are subject to change based on GVB Marketing Overseas Mission schedule, availability of flights, and trade partner schedules.

Issue: Board approval needed for all travel.

APRIL 2019

JAPAN GUAM TOURISM COUNCIL (JGTC) MEETINGS IN JAPAN

Motion to approve travel for GVB Japan Marketing Committee Chairman, GVB President & CEO, and one GVB Marketing Staff – Japan to attend the quarterly Japan Guam Tourism Council meetings held in Tokyo, Nagoya and Osaka. Projected months of the meetings are April, June, and September 2019. Estimated cost per trip: $12,618.00; total cost for 3 trips: $37,854.00; Account # JA-SMD008.

Airfare:	$1,000 x 3 pax (Guam-Tokyo-Nagoya-Osaka-Guam)					$3,000.00
Per Diem:	**Tokyo**	**Lodging**	**Nights**	**M&IE**	**Days**	
	JMC Chairman	$345.00	2	$283.75	2	$1,257.50
	President & CEO	$345.00	2	$283.75	2	$1,257.50
	Marketing Staff - Japan	$276.00	2	$227.00	2	$1,006.00
	Nagoya					
	JMC Chairman	$385.00	2	$156.25	2	$1,082.50
	President & CEO	$385.00	2	$156.25	2	$1,082.50
	Marketing Staff - Japan	$308.00	2	$125.00	2	$866.00
	Osaka					
	JMC Chairman	$356.25	2	$191.25	2	$1,095.00
	President & CEO	$356.25	2	$191.25	2	$1,095.00
	Marketing Staff - Japan	$285.00	2	$153.00	2	$876.00
					Total per trip:	$12,618.00
					GRAND TOTAL (3 TRIPS):	**$37,854.00**

Background: The Japan Guam Tourism Council (JGTC), made of top executives in charge of package tour travel as well as airline representatives, hold quarterly meetings to discuss the current market situation and to hear updates on new developments from Guam. Meetings are held in the three major regions for Japan's outbound travel to Guam.

Issue: Board approval required for all travel.

GUAM VISITORS BUREAU
55th ANNIVERSARY
1963 - 2018

JAPAN IN-COUNTRY TOURISM RESEARCH

Motion to approve travel for GVB President & CEO/Designee, one GVB Marketing Staff – Japan, and two GVB Tourism Research Staff to participate in a presentation of Japan in-country tourism research findings. Projected month: April 2019. Estimated total cost of $8,275.50; $4,263.50 from Account # JA-SMD008, $4,012.00 from Account # RES104.

Airfare:	$1,000 x 2 pax					$2,000.00
Per Diem:	**Tokyo**	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO/Designee	$345.00	2	$283.75	2	$1,257.50
	Marketing Staff - Japan	$276.00	2	$227.00	2	$1,006.00
					Total Marketing:	$4,263.50

Airfare:	$1,000 x 2 pax					$2,000.00
Per Diem:	**Tokyo**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Research Staff (2 pax)	$276.00	2	$227.00	2	$2,012.00
					Total Research:	$4,012.00
					GRAND TOTAL:	**$8,275.50**

Background: GVB continues to conduct tourism research in order to identify the most effective methods of marketing to the Japanese consumer. During this meeting in Tokyo, GVB will have the opportunity to hear from the contracted vendor about the next phase of Japan in-country tourism research directly related to the consumer perception for travel motivation, profile, and experience to beach destinations. The contracted vendor has Tokyo resources for data collection and analysis, which is why the meeting will be hosted in Tokyo.

Japan would like to work with JTB Research & Consulting to develop more research for the qualitative application to sales and marketing strategies. These would include market research utilizing existing studies, conducting qualitative and quantitative research and suggesting potential recommendations. JTB Research & Consulting conducts research studies, consulting work, and provides tourism education.

Issue: Board approval required for all travel.

GUAM SIGNATURE EVENTS

Motion to approve travel for one (1) GVB Japan staff to join the United Airlines Guam Marathon, the Guam Micronesia Island Fair, and the Guam BBQ Block Party in 2019. Projected months: April, May and July 2019. Estimated cost of travel $1,750.00 per trip; Total $5,250.00, Account #SMD008.

Airfare:	$1,000 x 1 pax			$1,000.00
Per Diem:	**Guam**	**M&IE**	**Days**	
	GVB Japan Staff	$62.50	4	$250.00
Japan Transportation:	To and from airport	$100.00	1	$100.00
Guam Transportation:	Rental car	$100.00	4	$400.00
			Total per trip:	$1,750.00
			GRAND TOTAL (3 TRIPS):	**$5,250.00**

Background: GVB Japan staff will join the above-mentioned Guam signature events to accompany media and maximize PR opportunities for Guam. In addition, the team should conduct site inspections of our signature events planned for FY2020.

Issue: Board approval required for all travel.

MARKETING ADMINISTRATIVE STRATEGY and PLANNING MEETING W/GVB KOREA OFFICE

Motion to approve travel for GVB President & CEO and GVB Director of Global Marketing or their designee's, and (1) GVB marketing staff to conduct a quarterly meeting with GVB Korea Representatives in April 2019 in Seoul, Korea. Cost is approximately $6,000.00 from Acct# KO-SMD023.

Airfare:	$1,000 x 3 pax					$3,000.00
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
Business Communications, Excess Baggage Fees, Meeting Expenses, etc.						$582.00
					TOTAL	$6,000.00

Background: GVB plans to have the GVB President & CEO, GVB Director of Global Marketing and GVB marketing staff to conduct meetings with the Korea Marketing Representatives every quarter to discuss upcoming quarterly promotions 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.

CHINA SALES MISSION - APRIL 2019

Motion to approve travel, President & CEO and Director of Global Marketing or their designee's, and (1) Marketing Staff – China to conduct a Guam Sales Mission in Guangzhou, Hangzhou, and Shenzhen, China. (Projected month: April 2019. Estimated cost is $18,695.50 from Account: CI-SMD023).

Airfare:	$3,500 x 3 pax					$10,500.00
Per Diem:	**Guangzhou**	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$307.50	2	$211.25	2	$1,037.50
	DoGM	$246.00	2	$169.00	2	$830.00
	Marketing Staff	$246.00	2	$169.00	2	$830.00
	Hangzhou	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$211.25	2	$155.00	2	$732.50
	DoGM	$169.00	2	$124.00	2	$586.00
	Marketing Staff	$169.00	2	$124.00	2	$586.00
	Shenzhen	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$330.00	2	$168.75	2	$997.50
	DoGM	$264.00	2	$135.00	2	$798.00
	Marketing Staff	$264.00	2	$135.00	2	$798.00
Business communication costs & excess baggage fees						$1,000.00
					TOTAL	**$18,695.50**

Background: The Guam Visitors Bureau (GVB) continues to focus its sales and marketing efforts in the first-and second tier cities throughout China. The GVB 2019 China Sales Mission is designed to enhance the networking and business ties between the Guam tourism industry and the travel trade in these first-tier cities in China.

Through a series of face to face meetings held in Guangzhou, Hangzhou, and Shenzhen, Guam stakeholders will meet with Chinese travel trade who are currently selling Guam products or have a strong potential to sell Guam products in China. The attendees will be local travel trades; each city's sales mission attendees are expected at 120 to 150 pax.

In addition to the trade aspect of this 3-city sales mission, GVB will also be participating in one-on-one and group interviews with influential media in each city. A variety of media will be invited to include print, online, radio and other types of new media channels. The GVB delegation will be required to split up in order to maximize Guam's presence at these series of seminars and interview appointments.

It is crucial to strengthen relationships with our travel trade partners in these first-tier cities in order to develop more sales and marketing programs to support our direct service flights and to maximize sales during peak China outbound travel period such as Chinese New Year and the summer period as well as during Guam's historically low arrival periods.

The success of this mission will result in 1.) Strengthening Guam's visibility and awareness among travel trade partners for future outbound travel to Guam; 2.) Offer valuable face time for businesses with key decision makers from the travel trade in China; 3.) Educate Chinese travel trade frontline staff on Guam products; 4.) Engage with and learn about the Chinese travel trade through in-depth one-to-one-meetings and networking events.

Dates of travel are subject to change based on GVB Marketing Overseas Mission schedule, availability of flights, and trade partner schedules.

Issue: Board approval needed for all travel.

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

Motion to approve travel for the two (2) Marketing Staff and GVB Destination Specialist – Sports & Events to attend the 24th Asia Dive Expo (ADEX) at the Suntec Singapore Convention Center, Singapore from April 10-15, 2019. Estimated total cost is $9,500.00 from Account # PA-TTC053 and $4,550.00 from Account # ESP001.

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
Misc. Expenses (Communications, excess baggage, meetings, etc.)						$400.00
					TOTAL	**$9,500.00**

Airfare:	$2,000 x 1 pax					$2,000.00
Per Diem:	**Singapore**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Destination Specialist – S&E	$290.00	6	$135.00	6	$2,550.00
					TOTAL	**$4,550.00**

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

SPORTECH 2019

Motion to approve GVB Destination Specialist Sports & Events to participate in SPORTEC EXPO, the largest exhibition of Sports and Fitness show in Japan during the month of May 2019. (Estimated cost $4,018.00 from Account # AS-ESP001)

Airfare:	$1,000 x 1 pax					$1,000.00
Per Diem:	**Tokyo**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Destination Specialist – S&E	$276.00	6	$227.00	6	$3,018.00
					TOTAL	**$4,018.00**

Background: SPORTEC is the largest and most comprehensive exhibition of the sports and fitness industry in Japan. Expectedly, 800 exhibitors and 50,000 visitors will be gathered from the global sports and fitness industry displaying events, activities and products. The Sports business in Japan has been one of the worthiest growth business investments. SPORTEC provides businesses the opportunity to share products, events and grow your network within the Sporting Fitness industry in Japan. With that said, GVB Japan will be occupying a booth space at SPORTEC in order to promote Ko'ko' and all other Guam Sporting and signature events.
At which time GVB will meet with and introduce its new Japan Ko'ko' secretariat with JTB Sports Desk. In addition to SPORTEC events and activities, GVB Sports & Events Destination Specialist will use the opportunity to meet with all GVB Sport Tourism partners in Japan including planning meetings for Guam's sport tourism events in Baseball, Soccer, Swimming, Volleyball, etc.

Issue: Board approval required for travel.

KANKU TABIHAKU (KIX TRAVEL FAIR)

Motion to approve travel for a GVB delegation of seven (7) to participate in Kanku Tabihaku (KIX Travel Fair) in Osaka, Japan. Projected month: May 2019. Estimated cost of travel is $20,602.00; $8,694.00 from Account #JA-SMD008 and $11,908.00 from Account #DM-CPO001.

Airfare:	$1,000 x 7 pax					$7,000.00
Per Diem:	**Osaka**	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO/Designee	$356.25	4	$191.25	4	$2,190.00
	Marketing Staff – Japan (2 pax)	$285.00	4	$153.00	4	$3,504.00
	CHC Officer / Designee	$285.00	4	$153.00	4	$1,752.00
	Miss Guam	$285.00	4	$153.00	4	$1,752.00
	Cultural Entertainers (2 pax)	$285.00	4	$153.00	4	$3,504.00
Professional Fees (Miss Guam):				$100.00	3	$300.00
Professional Fees (2 pax cultural entertainers)				$100.00	3	$600.00
					Marketing Total:	$8,694.00
					CHaCO Total:	$11,908.00
					GRAND TOTAL:	**$20,1602.00**

Background: Organized by Kansai Airports, Kanku Tabihaku is a travel fair focusing on outbound travel from the Kansai area. The travel fair consists of consumer participation with booth exhibits and dedicated travel seminars for destinations or other travel-related businesses. GVB annually participates with the GVB Osaka office and in-country Chamorro Guma's represent Chamorro culture through performances at the main stage.

Kansai remains an important source region for Japan market with majority of school and group travel originating from Osaka. GVB will organize cohesive participation in this annual event by arranging business meetings with airlines and group travel agents. Furthermore, the profile of this travel fair will change with its location being moved to a more convenient area for Japanese residents.

Issue: Board approval required for all travel.

OVERSEAS LGBT TOURISM MARKETING PROMOTION (TOKYO RAINBOW PRIDE)

Motion to approve travel for the following delegates to attend an Overseas LGBT Tourism Marketing Promotion in Tokyo, Japan. Projected month: May 2019. Estimated cost $21,884.00; $6,024.00 from account # JA-SMD008 and $15,860.00 from account # DM-CPO001.

Airfare:	$1,000 x 7 pax					$8,000.00
Per Diem:	**Tokyo**	**Lodging**	**Nights**	**M&IE**	**Days**	
	(2) Marketing Staff - Japan	$276.00	4	$227.00	4	$4,024.00
	CHC Officer/Designee	$276.00	4	$227.00	4	$2,012.00
	(4) Entertainers	$276.00	4	$227.00	4	$8,048.00
Entertainers' Professional Fees (4 pax)				$100.00	2	$800.00
					Tokyo Rainbow Pride Marketing Total:	$6,024.00
					Tokyo Rainbow Pride Culture Total:	$15,860.00
					TOKYO RAINBOW PRIDE TOTAL:	**$21,884.00**

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

Opportunity. Tokyo Rainbow Pride, the most powerful pride event in Japan, welcomed over 100,000 participants in 2018. GVB delegates will have the opportunity to connect with these attendees and suppliers and buyers in the LGBT market to promote Guam as an LGBT-friendly destination.

Promotional Channels. Using GVB contacts established at previous pride events, the bureau will have the opportunity to educate potential visitors about getting married in Guam, experiencing the island's most unique selling points, and LGBT offerings.

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

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

Issue: Board approval required for travel.

TAIPEI TOURISM EXPO (TTE) 2019

Motion to approve travel for the GCMC Chair or Designee, GVB Director of Global Marketing, (1) Marketing Staff, Cultural Heritage Officer, and (6) Cultural talent to attend the Taipei Tourism Expo (TTE) 2019 in May in Taipei, Taiwan. Cost is approximately $26,447.50 of which $8,517.50 will be taken from Taiwan Account No. TA-SMD023 and $17,930.00 to be taken from Cultural and Heritage Account No. CPO-003.

Marketing Travel Expenses:					
Airfare	$1,000 x 3 pax				$3,000.00
Per Diem:		Lodging	M&IE	Days/Nights	
	GCMC Chair (BOD)	$217.50	$130.00	5	$1,737.50
	(2) Marketing Staff	$174.00	$104.00	5	$2,780.00
Business communication costs & excess baggage fees					$1,000.00
TOTAL MARKETING ESTIMATED EXPENSES:					$8,517.50
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	5	$9,730.00
Musician Professional Fee ($100 x 3 days x 2 pax)					$600.00
Dancers Professional Fee ($50 x 3 days x 4 pax)					$600.00
TOTAL CHC ESTIMATED EXPENSES:					$17,930.00
TOTAL COST					**$26,447.50**

Background: TTE is the largest tourism event for the first half of the year organized by the Taipei Association of Travel Agents. GVB collaborates with travel agencies, MICE planners, airlines, and other travel trade entity to develop special Guam packages to sell during TTE. In 2018, GVB collaborated with Marianas Visitors Authority and Palau Visitors Authority to form the Micronesia Pavilion. Guam performers shared the stage with dancers from Palau and Saipan, which really showcased the unity of Micronesia. Taiwan continues to be an important tourism source and as Guam's 3rd core market, GVB must continue to foster relationships with its trade partners in Taiwan through TTE. Guam's presence in Taiwan is essential to continue its work to stimulate more business. While in Taiwan, GVB will provide a market update and bring more awareness to the Guam destination. GVB will also continue to dialogue for enhanced air services and expand market outreach.

Issue: Board approval for travel required.

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
	DoGM	$237.00	6	$104.00	6	$2,046.00
	Marketing Staff	$237.00	6	$104.00	6	$2,046.00
Business Communications, Excess Baggage Fees, Meeting Expenses, etc.						$1,000.00
					TOTAL	**$13,649.50**

Background: The Guam Visitors Bureau will hold a Guam trade 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 trade seminar will incorporate a Guam Presentation for our participating companies who are being scheduled to introduce themselves and their product/service to travel agents.

Issue: Board approval needed for all travel.

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, (2) Research 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 $42,348.00 ($14,688.00 from the Philippine Acct. No. PI-TTC067 & $22,528.00, $5,132.00 from Acct. RES-104, and from the Cultural Heritage Acct# DM-CPO005).

Airfare:	$850.00 x 7 pax					$5,950.00
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
	DoGM	$179.00	6	$107.00	6	$1,716.00
	(2) Marketing Staff	$179.00	6	$107.00	6	$3,432.00
	(2) Research Staff	$179.00	6	$107.00	6	$3,432.00
Unanticipated Expenses (Communications, excess baggage, meetings, etc.)						$1,000.00
					TOTAL	**$19,820.00**

Airfare:	$850 x 8 pax					$6,800.00
Per Diem:	Manila	Lodging	Nights	M&IE	Days	
	CHC Officer	$179.00	6	$107.00	6	$1,716.00
	Miss Guam	$179.00	6	$107.00	6	$1,716.00
	Musician (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**
					GRAND TOTAL	**$42,348.00**

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 needed for all travel.

SCUBA SHOW 2019 & GUAM TRAVEL AGENTS MEETING W/ PATA SOUTHERN CALIFORNIA 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.

Airfare:	$2,000 x 2 pax					$4,000.00
Per Diem:	**Long Beach**	**Lodging**	**Nights**	**M&IE**	**Days**	
	DoGM	$173.00	5	$64.00	5	$1,185.00
	Marketing Staff	$173.00	5	$64.00	5	$1,185.00
Miscellaneous: Excess baggage, communications expense, 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.

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.

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's, and (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.

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
	DoGM	$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
					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.

IGLTA 2019

Motion to approve travel for the GVB Director of Global Marketing, (1) Marketing Staff and (1) Research Staff to attend the IGLTA Annual Global Convention in New York City, New York from May 22-28, 2019. Estimated total cost is $15,000.00; Account # US-SMD023.

Airfare:	$2,500 x 3 pax					$7,500.00
Per Diem:	**New York City**	**Lodging**	**Nights**	**M&IE**	**Days**	
	DoGM	$253.00	7	$74.00	7	$2,289.00
	Marketing Staff	$253.00	7	$74.00	7	$2,289.00
	Research Staff	$253.00	7	$74.00	7	$2,289.00
Miscellaneous: Excess baggage, communications expense, etc.						$633.00
					TOTAL	**$15,000.00**

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), pride world 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.

JUNE 2019

HAFA ADAI GUAM STUDY TOUR

Motion to approve travel for one (1) GVB Japan staff to join four Hafa Adai Guam Study Tours in 2019. Tour dates TBD by management. Estimated cost per trip $1,850 and a total of four (4) trips is $7,400.00 from Account #JA-SMD002.

Airfare:	$1,000 x 1 pax			$1,000.00
Per Diem:	**Guam**	**M&IE**	**Days**	
	GVB Japan Staff	$62.50	4	$250.00
Japan Transportation:	To and from airport	$100.00	2	$200.00
Guam Transportation:	Rental car	$100.00	4	$400.00
			Total per trip:	$1,850.00
			TOTAL FOR 4 TRIPS:	**$7,400.00**

Background: Four Hafa Adai Guam Study Tours are planned for FY2019. Each tour will focus on a different port in Japan (Kanto, Kansai, Chubu, and Fukuoka) targeting front line travel agents and industry professionals from these respective regions. The goal is to show travel trade partners Guam's unique selling points through first-hand experience. Participants will learn about Guam's latest developments, inspect various facilities and experience our island's amenities and culture. GVB Japan staff will be needed to escort the FAM tour participants during their stay in Guam.

Issue: Board approval required for all travel.

JAPAN GUAM TOURISM COUNCIL (JGTC) – ANNUAL GUAM MEETING

Motion to approve travel for one (1) GVB Japan staff to attend the annual JGTC Guam meeting. Projected month: June 2019. Estimated Cost: $1,850.00; Account # JA-SMD008.

Airfare:	$1,000 x 1 pax			$1,000.00
Per Diem:	**Guam**	**M&IE**	**Days**	
	GVB Japan Staff	$62.50	4	$250.00
Japan Transportation:	To and from airport	$100.00	2	$200.00
Guam Transportation:	Rental car	$100.00	4 days	$400.00
			TOTAL:	**$1,850.00**

Background: Annually, one of the Japan Guam Tourism Council quarterly meetings is normally held in Guam.

Issue: Board approval required for travel.

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HANA TOUR INTERNATIONAL TRAVEL SHOW 2019

Motion to approve travel for (1) GVB Board Member, GVB President & CEO and GVB Director of Global Marketing or their designee's, (1) Marketing Staff, (1) Research Staff, GVB Culture & Heritage officer or designee, (1) Miss Guam, (2) musicians and (4) dancers to attend the Hana Tour International Travel Show in June 2019 in Seoul, Korea. Cost is approximately $46,088.00 from Acct# KO-SMD023 ($15,000.00), RES-104 ($3,232.00) and CPO002 ($27,856.00).

Airfare:	$1,000 x 5 pax					$5,000.00
Per Diem:	**Seoul**	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$287.50	6	$177.50	6	$2,790.00
	Board Member	$287.50	6	$177.50	6	$2,790.00
	DoGM	$230.00	6	$142.00	6	$2,232.00
	Marketing Staff	$230.00	6	$142.00	6	$2,232.00
	Research Staff	$230.00	6	$142.00	6	$2,232.00
Business Communications, Excess Baggage Fees, Meeting Expenses, etc.						$956.00
					TOTAL	**$18,232.00**

Airfare:	$1,000 x 8 pax					$8,000.00
Per Diem:	**Seoul**	**Lodging**	**Nights**	**M&IE**	**Days**	
	C&H Officer	$230.00	6	$142.00	6	$2,232.00
	Miss Guam	$230.00	6	$142.00	6	$2,232.00
	Musician (2 pax)	$230.00	6	$142.00	6	$4,464.00
	Dancers (4 pax)	$230.00	6	$142.00	6	$8,928.00
Misc.	Professional Fee: Miss Guam $100 x 4 days					$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	**$27,856.00**
					GRAND TOTAL	**$46,088.00**

Background: The Hana Tour International Show (HITS) is the largest travel expo in South Korea and has been ranked as the number one travel company for the past 16 years. Encouraged by last year's participation and success, including many local industry organizations, GVB hopes to show Hana Tour its commitment and support to continue pushing Guam sales. The fair is a key direct selling point for Hana Tour's products. GVB's presence will provide support to its members who will be attending while elevating awareness of Guam to consumers, trade, and media.

GVB's participation in the Hana Tour International Show (HITS) is aligned with our FY2019 Smart Goal to give in-depth sales presentations on Guam to the targeted wholesalers, retail agents and ground tour operators in order for them to get better acquainted with the Island and deliver the most up-to-date information pertaining to the destination and local attractions.

Issue: Board approval for travel required.

KOTFA 2019

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, and (1) Miss Guam to attend the 2019 KOTFA Show from June 2019 in Seoul, Korea. Cost is approximately $21,864.00 from Acct# KO-SMD023 ($15,000.00) and Acct# DM-CPO002 ($6,864.00).

Airfare:	$1,000 x 4 pax	$4,000.00

Per Diem:	Seoul	Lodging	Nights	M&IE	Days	
	President & CEO	$287.50	6	$177.50	6	$2,790.00
	Board Member	$287.50	6	$177.50	6	$2,790.00
	DoGM	$230.00	6	$142.00	6	$2,232.00
	Marketing Staff	$230.00	6	$142.00	6	$2,232.00
Business Communications, Excess Baggage Fees, Meeting Expenses, etc.						$956.00
					TOTAL	**$15,000.00**

Airfare:	$1,000 x 2 pax					$2,000.00
Per Diem:	Seoul	Lodging	Nights	M&IE	Days	
	CHC Officer	$230.00	6	$142.00	6	$2,232.00
	Miss Guam	$230.00	6	$142.00	6	$2,232.00
Misc.	Professional Fee: Miss Guam $100 x 4 days					$400.00
					TOTAL	**$6,864.00**
					GRAND TOTAL	**$21,864.00**

Background: The Korea World Travel Fair (KOTFA) is, with its 33 years history, the largest international travel fair in Korea where 60 countries participate to promote their tourism resources and cultures. The KOTFA is the only international travel fair in Korea where the official tourism organizations domestic and abroad participate and sponsor. The KOTFA supports strengthening the competitiveness of the tourism industry in Korea by combining inbound, outbound and intrabound tourism together and providing a market place for mutual relationship among tourism businesses in Korea and abroad.

The KOTFA is constantly pursuing the public concerns by providing various benefits to enable the developing countries to participate in the Fair, and enlarging the international relationship. The KOTFA dedicates to encourage the sound tourism of Korean travelers by offering various information of domestic and foreign tourism attractions.

The KOTFA is Korea's longest running general consumer travel event with more than 120,000 visitors over the four-day event. KOTFA is a very important component to GVB's overall Korea marketing and PR strategy with key GVB and Guam representatives coming to express face-time appreciation to the Korean travel trade and consumers for continued Guam support. GVB's presence will also convey support to its members who will be attending.

GVB's participation is in-line with our FY2019 smart goal to conduct consumer promotions up to four-times a year.

Issue: Board approval for travel required.

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.

Airfare:	$2,000 x 6 pax					$12,000.00
Per Diem:	Anaheim	Lodging	Nights	M&IE	Days	
	Board Director	$216.25	8	$80.00	8	$2,370.00
	DoGM	$173.00	8	$64.00	8	$1,896.00
	(4) Marketing Staff	$173.00	8	$64.00	8	$7,584.00
Miscellaneous: Excess baggage, communications expense, 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.

HONG KONG INTERNATIONAL TRAVEL EXPO (ITE) & MICE 2019

Motion to approve travel for GVB President & CEO and GVB Director of Global Marketing or their designee's, (2) Marketing Staff, (1) Research Staff, Cultural Heritage Officer, (1) Miss Guam, 2 Musicians and 4 Dancers to participate in the International Travel Expo (ITE) & MICE 2019 in Hong Kong. (Projected date: June 12-16, 2019). Cost is approximately $47,768.75 of which $16,368.75 is to be taken from Hong Kong Account No. HK-TTC078, and $31,400.00 from CPO-004.

Marketing + Research Travel Expenses:					
Airfare	$1,000 x 5 pax				$5,000.00
Per Diem:	**Hong Kong**	**Lodging**	**M&IE**	**Days/Nights**	
	President & CEO	$443.75	$225.00	5	3343.75
	(3) Marketing Staff	$355.00	$180.00	5	$8,025.00
Business communication costs & excess baggage fees					$1,000.00
				TOTAL	**$16,368.75**
CHC Travel Expenses:					
Airfare	$1,000 x 8 pax				$8,000.00
Per Diem:	**Hong Kong**	**Lodging**	**M&IE**	**Days/Nights**	
	(1) CHO (7) Talent	$355.00	$180.00	5	$21,400.00
Misc.	Miss Guam Professional Fee ($100 x 4 days x 1 pax)				$400.00

	Musician Professional Fee ($100 x 4 days x 2 pax)	$800.00
	Dancers Professional Fee ($50 x 4 days x 4 pax)	$800.00
	TOTAL CHC ESTIMATED EXPENSES:	$31,400.00
	TOTAL COST	**$47,768.75**

Background: ITE & MICE is Hong Kong's longest established and only travel fair bringing in both trade and consumer audiences. ITE draws from over 50 countries and regions, averaging over 600 exhibitors and attracting on average over 11,000 buyers and 78,000 public visitors annually.

By attending ITE & MICE 2019, GVB will maximize the opportunities to promote Guam to both travel trade and directly to consumers. The expo also includes trade seminars and MICE seminars where the Bureau can create and leverage existing relationships with seminar attendees to Guam's advantage. With a focus on MICE at this show, GVB is committed to attending to learn more about HK MICE's segment. In addition, we will take this focused opportunity to present Guam's MICE products for positive return on sales.

GVB will also execute a large-scale representation at the Guam booth with cultural dancers drawing in crowds and a strong presence from Guam industry members.

Issue: Board approval needed for all travel.

50TH TRAVEL AND TOURISM RESEARCH ASSOCIATION (TTRA) ANNUAL INTERNATIONAL CONFERENCE

Motion to approve travel for the GVB President & CEO/designee and (2) Research Staff to attend the 50th Travel & Tourism Research Association (TTRA) Annual International Conference in Melbourne, Australia from June 24 - 27, 2019. Travel Cost is approximately $16,882.00 which will be charged from FY2019 Budget Acct# RES104.

Airfare:	$2,500 x 3 pax					$7,500.00
Per Diem:	**Melbourne, Australia**	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO/designee	$246.25	5	$191.25	7	$2,570.00
	(2) Research Staff	$197.00	5	$153.00	7	$4,112.00
Misc.	Membership Registration fee					$2,700.00
					TOTAL	**$16,882.00**

Background: Background: Founded in 1970, the Travel and Tourism Research Association (TTRA) is a non-profit association whose purpose is to enhance the quality, value, effectiveness and use of research in travel marketing, planning and development. TTRA strives to be a leader for the global community of practitioners and educators engaged in research, information management and marketing in the travel, tourism and hospitality industries and creates business opportunities for its members and provides a unique multi-sector industry network. Members in ttra represent a variety of segments from the greater international travel and tourism community, including educators, practitioners, research providers/consultants and users of research.

GVB has been an active member of TTRA and has been an annual participant in this international conference for the past 3 years. The GVB Research department plans to attend the TTRA conference in an effort to enhance our international relationships with various research professionals as well as obtain new platforms for data collection and analytics.

Issue: Board approval for travel required.

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JULY 2019

KASHIWA FESTIVAL

Motion to approve travel for a delegation of six (6) as listed below to attend the Kashiwa Festival in July 2019. Estimated cost of travel $19,881.00; $10,042.00 from Account # JA-SMD008 and $9,839.00 from Account #DM-CPO001.

Airfare:	$1,000 x 3 pax					$3,000.00
Per Diem:	**Tokyo**	**Lodging**	**Nights**	**M&IE**	**Days**	
	JMC Chairman	$345.00	4	$283.75	4	$2,515.00
	President & CEO/Designee	$345.00	4	$283.75	4	$2,515.00
	Marketing Staff - Japan	$276.00	4	$227.00	4	$2,012.00
					Marketing Total:	$10,042.00
Airfare:	$1,000 x 3 pax					$3,000.00
Per Diem:	**Tokyo**	**Lodging**	**Nights**	**M&IE**	**Days**	
	CHC Chair/Designee	$345.00	4	$283.75	4	$2,515.00
	CHC Officer/Designee	$276.00	4	$227.00	4	$2,012.00
	Miss Guam	$276.00	4	$227.00	4	$2,012.00
Miss Guam Professional Fees				$100.00	3	$300.00
					CHaCO Total:	$9,839.00
					GRAND TOTAL	**$19,881.00**

Background: In keeping with our Friendship Agreement signed in 1991, a group of students from Kashiwa come to Guam every year. As a form of reciprocation, a Guam delegation will be sent to Kashiwa to share Guam's culture with the Kashiwa International Relations Association, a group that also visits Guam. Furthermore, GVB hopes to use this opportunity to meet with contacts to help facilitate the Kashiwa Chamber of Commerce Young Entrepreneurs Group exchange project slated for November 2018. The Kashiwa Chamber of Commerce hopes to expand exchanges with Guam to include economic exchanges. This mission to Kashiwa will further this effort by strengthening Guam's showing of support for Kashiwa City.

Issue: Board approval required for all travel.

MARKETING ADMINISTRATIVE STRATEGY and PLANNING MEETING W/ GVB KOREA OFFICE

Motion to approve travel for GVB President & CEO and GVB Director of Global Marketing or their designee's, and (1) GVB marketing staff to conduct a quarterly meeting with GVB Korea Representatives in July 2019 in Seoul, Korea. Cost is approximately $6,000.00 from Acct# KO-SMD023.

Airfare:	$1,000 x 3 pax					$3,000.00
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
Business Communications, Excess Baggage Fees, Meeting Expenses, etc.						$582.00
					TOTAL	$6,000.00

Background: GVB plans to have the GVB President & CEO, GVB Director of Global Marketing and GVB marketing staff to conduct meetings with the Korea Marketing Representatives every quarter to discuss upcoming quarterly promotions 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.

TRAVEL MADNESS EXPO 2019

Motion to approve travel for two (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 $11,664.00 ($6,132.00 from the Philippine Market Acct. No. PI-TTC067 and $5,532.00 from the Cultural Heritage Acct. No. DM-CPO005).

Airfare:	$850 x 2 pax					$1,700.00
Per Diem:	**Manila**	**Lodging**	**Nights**	**M&IE**	**Days**	
	CHC 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					$1,700.00
Per Diem:	**Manila**	**Lodging**	**Nights**	**M&IE**	**Days**	
	(2) Marketing Staff	$179.00	6	$107.00	6	$3,432.00
Unanticipated Expenses (Communications, excess baggage, meetings, etc.)						$1,000.00
					TOTAL	**$6,132.00**
					GRAND TOTAL	**$11,664.00**

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 shows 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 needed for all travel.

AUGUST 2019

MODE TOUR TRAVEL MART 2019

Motion to recommend board approval for (1) GVB Board Member, GVB President & CEO and GVB Director of Global Marketing or their designee's, (1) Marketing Staff, (1) Research Staff, (1) Miss Guam, (2) musicians and (4) dancers to attend the Mode Tour Travel Mart from August 2019 in Seoul, Korea. Cost is approximately $46,088.00 from Acct #KO-SMD023 ($15,000.00), RES-104 ($3,232.00) and CPO002 ($27,856.00).

Airfare:	$1,000 x 5 pax					$5,000.00
Per Diem:	**Seoul**	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$287.50	6	$177.50	6	$2,790.00

	Board Member	$287.50	6	$177.50	6	$2,790.00
	DoGM	$230.00	6	$142.00	6	$2,232.00
	Marketing Staff	$230.00	6	$142.00	6	$2,232.00
	Research Staff	$230.00	6	$142.00	6	$2,232.00
Business Communications, Excess Baggage Fees, Meeting Expenses, etc.						$956.00
					TOTAL	**$18,232.00**

Airfare:	$1,000 x 8 pax					$8,000.00
Per Diem:	**Seoul**	**Lodging**	**Nights**	**M&IE**	**Days**	
	C&H Officer	$230.00	6	$142.00	6	$2,232.00
	Miss Guam	$230.00	6	$142.00	6	$2,232.00
	Musician (2 pax)	$230.00	6	$142.00	6	$4,464.00
	Dancers (4 pax)	$230.00	6	$142.00	6	$8,928.00
Misc.	Professional Fee: Miss Guam $100 x 4 days					$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	**$27,856.00**
					GRAND TOTAL	**$46,088.00**

Background: The Guam Visitors Bureau (GVB) plans to attend the 5th Annual Mode Tour Travel Mart that will be held at the COEX in Seoul, Korea from August 2019. Mode Tour is one of Korea's top travel agencies. Last year, the Travel Mart welcomed over 290 institutes including overseas embassies, tourism boards, local governments, airlines, hotels and resorts, and insurance companies. A total of 70,000 visitors left their footprints during the 4-day event.

This year's Travel Mart is expected to welcome 80,000 visitors consisting of travel trade and consumers during the 4-day event. The MODE TOUR Travel Mart provides an opportune time to promote Guam's offerings, upcoming events, and highlight our island as a unique destination. GVB plans to conduct interviews while in Seoul to promote next year's theme "InstaGuam". GVB is scheduling appointments with MODE TOUR leaders to discuss continued support, as well as meet with key travel agents.

GVB's participation in the MODE TOUR Travel Mart is aligned with our FY2019 Smart Goal to give in-depth sales presentations on Guam to the targeted wholesalers, retail agents and ground tour operators in order for them to get better acquainted with the Island and deliver the most up-to-date information pertaining to the destination and local attractions.

Issue: Board approval for travel required.

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, (1) Research 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 ($8,868.00 from the Philippine Market Acct. No. PI-SMD023, and $5,596.00 from the Cultural Heritage Acct. No. DM-CPO005).

Airfare:	$1,000 x 2 pax					$2,000.00
Per Diem:	**Manila**	**Lodging**	**Nights**	**M&IE**	**Days**	
	CHC 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**	
	CHC 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 3 pax					$3,000.00
Per Diem:	**Manila**	**Lodging**	**Nights**	**M&IE**	**Days**	
	President & CEO	$223.75	4	$133.75	4	$1,430.00
	DoGM	$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	$131.25	2	$90.00	2	$442.50
	DoGM	$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**
					GRAND TOTAL	**$14,464.50**

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 needed for all travel.

INSTAGUAM IN TAIWAN SALES MISSION

Motion to approve travel for GVB GCMC Chairman, the Director of Global Marketing or their designee (1) GVB Marketing Staff, (1) Cultural & Heritage Staff and (6) cultural talent to travel to Taiwan to conduct a Guam Sales Mission in the cities of Taipei and Kaohsiung in August 13-18, 2019. Cost is approximately $25,755.75 of which $8,234.75 is to be taken from Taiwan Sales Market Development Account No. TA-LOC001 and $17,521.00 to be taken from Destination Account No: DM-CPO007

Marketing

Airfare:	$1,000 x 3 pax					$3,000.00
Per Diem:	**KAOHSIUNG (Aug 14-15)**	**Lodging**	**Nights**	**M&IE**	**Days**	
	GCMC Chair/designee	$146.25	2	$126.25	2	$545.00
	DoGM/designee	$117.00	2	$101.00	2	$436.00
	(1) Marketing Staff	$117.00	2	$101.00	2	$436.00
	TAIPEI (Aug 13 & Aug 16-18)					
	GCMC Chair/designee	$226.25	3	$135.00	3	$1,083.75
	DoGM/designee	$181.00	3	$108.00	3	$867.00
	(1) Marketing Staff	$181.00	3	$108.00	3	$867.00
Business communication costs, excess baggage fees, business meeting expenses						$1,000.00
					TOTAL	**$8,234.75**

Cultural Delegation

Airfare:	$1,000 x 7 pax					$7,000.00
Per	**KAOHSIUNG (Aug 14-15)**	**Lodging**	**Nights**	**M&IE**	**Days**	

Diem:	CHC Staff	$117.00	2	$101.00	2	$436.00
	(6) Cultural Performers	$117.00	2	$101.00	2	$2,616.00
	TAIPEI (Aug 13 & Aug 16-18)					
	CHC Staff	$181.00	3	$108.00	3	$867.00
	(6) Cultural Performers	$181.00	3	$108.00	3	$5,202.00
Prof Fee	(1) Musicians	$100.00 x 4 days =				$800.00
	(2) Dancers	$50.00 x 4 days =				$600.00
					TOTAL	**$17,521.00**

Background: A sales mission in mid-August is planned as part of GVB's objective to grow the market in southern Taiwan and eventually work to develop new air service to accommodate this region. August preliminary Taiwan arrivals in FY 2018 is 27,522. About 15% of these make up southern Taiwan with the goal to bring this percentage up to 25% in FY2019.

The Taiwan sales mission is designed to enhance the networking and business ties between the Guam tourism industry and the travel trade in both Taipei and Kaohsiung. Through face to face meetings planned for both Taipei and Kaohsiung, Guam stakeholders will have the opportunity to meet with Taiwanese travel trade who are currently selling Guam products or have a strong potential to sell Guam products.

In addition to the trade aspect of this 2-city sales mission, GVB will also be participating in courtesy meetings with government tourism officials and key trade officials as well as to participate in interviews with influential media in each city. GVB will also do a consumer promotion during this mission and schedule Guam's cultural entertainers to perform during the Taipei City Music Festival to bring awareness of Guam to the general public.

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, (2) Marketing Staff, and (2) entertainers to attend the Malaysian Association of Tour and Travel Agents (MATTA) Fair 2019 in Kuala Lumpur, Malaysia in September 2019. Estimated total cost is $23,596.00; Account # PA-SMD023 ($20,500.00) and RES-104 ($3,096.00).

Airfare:	$1,500.00 x 7 pax					$10,500.00
Per Diem:	**Kuala Lumpur**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Board of Director	$232.50	6	$100.00	6	$1,995.00
	DoGM	$186.00	6	$80.00	6	$1,596.00
	(2) Marketing Staff	$186.00	6	$80.00	6	$3,192.00
	Research Staff	$186.00	6	$80.00	6	$1,596.00
	(2) Entertainer	$186.00	6	$80.00	6	$3,192.00
Professional Fees ($100 x 4 days x 2 pax)						$800.00
Unanticipated Expenses (Communications, excess baggage, meetings, etc.)						$725.00
					TOTAL	**$23,596.00**

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 all travel.

25TH PACIFIC ISLANDER FESTIVAL ASSOCIATION (PIFA) FESTIVAL 2019 AND THE US-GUAM CHAMORRO DANCE ACADEMY IN THE EAST COAST

Motion to approve travel for CHC Chairwoman, GVB Culture & Heritage Officer, (1) GVB Staff, Master of Chamorro Dance Frank Rabon and (2) assistants to participate in the 2019 PIFA Festival in San Diego, California and to conduct the US-Guam Chamorro Dance Academy in North Carolina in September 2019 (Estimated cost up to $27,788.75 from Acct No. DM-CPO006).

Airfare	$2,500.00 x 6 pax			$15,000.00
Per Diem - PIFA				
Lodging	1	$200.00	5	$1,000.00
M&IE	1	$88.75	5	$443.75
Lodging	5	$160.00	5	$4,000.00
M&IE	5	$71.00	5	$1,775.00
Per Diem - USGCDA				
Lodging	4	$122.00	5	$2,440.00
M&IE	4	$59.00	5	$1,180.00
Professional Fee				
Master	1	$100.00	6	$600.00
Assistants	2	$50.00	6	$600.00
Car Rental	1	$150.00	5	$750.00
			TOTAL	**$27,788.75**

Background: GVB will participate in the PIFA festival to further develop more awareness to the Chamorro living in the US mainland the various reasons to come back to Guam to visit. PIFA is a two-day event scheduled for September 2019.

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 2018.

The Bureau will continue to work closely with various active stateside Chamorro dance groups with the continuation of the US-Guam Chamorro Dance Academy, which was launched in 2014.

Issue: Board approval required for all travel.

PATA TRAVEL MART (PTM) 2019

Motion to approve travel for GVB Director of Global Marketing and (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.

Airfare:	$2,000.00 x 4 pax					$8,000.00
Per Diem:	**Cebu, Philippines**	**Lodging**	**Nights**	**M&IE**	**Days**	
	DoGM	$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.)						$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.

JATA TOURISM EXPO JAPAN 2019

Motion to approve travel for a delegation of 24 pax to attend the JATA Tourism Expo Japan 2019 from September 20-23, 2019 in Osaka, Japan. Estimated cost of travel $63,203.60. $23,731.60 from Account #JA-TTC001, $7,256.00 from Account #RES104, and $32,216.00 from Account #DM-CPO001.

Airfare:	$1,000 x 7 pax					$7,000.00
Per Diem:	**Osaka**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Government Protocol	$370.50	4	$198.90	4	$2,277.60
	GVB Chairman of the Board	$356.25	4	$191.25	4	$2,190.00
	GVB JMC Chairman	$356.25	4	$191.25	4	$2,190.00
	GVB President & CEO	$356.25	4	$191.25	4	$2,190.00
	GVB Marketing Staff – Japan (3 pax)	$285.00	6	$153.00	6	$7,884.00
					Marketing Total:	$23,731.60

Airfare:	$1,000 x 2 pax	$2,000.00

Per Diem:	Osaka	Lodging	Nights	M&IE	Days	
	GVB Tourism Research Staff (2 pax)	$285.00	6	$153.00	6	$5,256.00
					Research Total:	$7,256.00

Airfare:	$1,000 x 15 pax					$15,000.00
Per Diem:	Osaka	Lodging	Nights	M&IE	Days	
	Cultural & Heritage Chair / Designee	$356.25	4	$191.25	4	$2,190.00
	Senior Destination Specialist - Chamorro Culture / Designee	$285.00	6	$153.00	6	$2,628.00
	Chamorro Culture Assistant	$285.00	6	$153.00	6	$2,628.00
	2 pax Miss and/or Mister Guam	$285.00	5	$153.00	5	$2,190.00
	2 pax Musicians	$285.00	5	$153.00	5	$2,190.00
	8 pax Cultural Entertainers	$285.00	5	$153.00	5	$2,190.00
Professional Fees:	2 pax Miss and/or Mister Guam			$100.00	4	$800.00
	2 pax Musicians			$100.00	4	$800.00
	8 pax Cultural Entertainers			$50.00	4	$1,600.00
					CHaCO Total:	$32,216.00
					GRAND TOTAL:	**$66,831.60**

Background: Organized by the Japan Association of Travel Agents, the JATA Tourism Expo is the biggest travel event in Japan. Tourism Expo Japan 2017 saw record attendance with over 190,000 people. The Travel Showcase, or exhibition, the Global Tourism Forum, and Overseas Travel Symposium provide expert insight into the latest travel trends. In addition, the Expo allows for scheduled B2B meetings enabling the bureau to interact directly with travel agents and media. GVB hosts performances at the Guam booth as well as GCDA performance at the Expo main stage.

Issue: Board approval required for all travel.

ADMINISTRATIVE MEETINGS WITH GVB JAPAN OFFICE

Motion to approve travel for the GVB Director of Finance & Administration or designee and GVB Accounting Manager to attend administrative meetings in Tokyo, Japan. Projected months: TBD. Estimated total cost is $10,490.00; Account ADM-ADM001.

Airfare:	$1,000 x 2 pax x 2					$4,000.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	DoFA/Designee	$276.00	6	$227.00	7	$3,245.00
	Accounting Manager	$276.00	6	$227.00	7	$3,245.00
					TOTAL	**$10,490.00**

Background: GVB headquarters will conduct administrative meetings with overseas marketing offices to ensure compliance with GVB accounting policies and procedures.

Issue: Board approval required for travel.

ADMINISTRATIVE MEETING WITH GVB KOREA OFFICE

Motion to approve travel for the GVB Director of Finance & Administration or designee and GVB Accounting Manager to attend administrative meeting in Seoul, Korea. Projected month: TBD. Estimated total cost is $3,772.00; Account ADM-ADM001.

Airfare:	$1,000 x 2 pax	$2,000.00

Per Diem:	Seoul	Lodging	Nights	M&IE	Days	
	DoFA/Designee	$230.00	2	$142.00	3	$886.00
	Accounting Manager	$230.00	2	$142.00	3	$886.00
					TOTAL	**$3,772.00**

Background: GVB headquarters will conduct administrative meetings with overseas marketing offices to ensure compliance with GVB accounting policies and procedures.

Issue: Board approval required for travel.

ADMINISTRATIVE MEETING WITH GVB TAIWAN OFFICE

Motion to approve travel for the GVB Director of Finance & Administration or designee and GVB Accounting Manager to attend administrative meeting in Taipei, Taiwan. Projected month: TBD. Estimated total cost is $3,720.00; Account ADM-ADM001.

Airfare:	$1,200 x 2 pax					$2,400.00
Per Diem:	Taipei	Lodging	Nights	M&IE	Days	
	DoFA/Designee	$174.00	2	$104.00	3	$660.00
	Accounting Manager	$174.00	2	$104.00	3	$660.00
					TOTAL	**$3,720.00**

Background: GVB headquarters will conduct administrative meetings with overseas marketing offices to ensure compliance with GVB accounting policies and procedures.

Issue: Board approval required for travel.

ADMINISTRATIVE MEETING WITH GVB HONG KONG OFFICE

Motion to approve travel for the GVB Director of Finance & Administration or designee and GVB Accounting Manager to attend administrative meeting in Hong Kong. Projected months: TBD. Estimated total cost is $4,900.00; Account ADM-ADM001.

Airfare:	$1,500 x 2 pax					$3,000.00
Per Diem:	Hong Kong	Lodging	Nights	M&IE	Days	
	DoFA/Designee	$355.00	2	$180.00	3	$1,250.00
	Accounting Manager	$335.00	2	$180.00	3	$1,250.00
					TOTAL	**$5,500.00**

Background: GVB headquarters will conduct administrative meetings with overseas marketing offices to ensure compliance with GVB accounting policies and procedures.

Issue: Board approval required for travel.

ADMINISTRATIVE MEETING WITH GVB PHILIPPINES OFFICE

Motion to approve travel for the GVB Director of Finance & Administration or designee and GVB Accounting Manager to attend administrative meeting in Manila, Philippines. Projected months: TBD. Estimated total cost is $3,358.00; Account ADM-ADM001.

Airfare:	$1,000 x 2 pax					$2,000.00
Per Diem:	Manila	Lodging	Nights	M&IE	Days	
	DoFA/Designee	$179.00	2	$107.00	3	$679.00

	Accounting Manager	$179.00	2	$107.00	3	$679.00
					TOTAL	**$3,358.00**

Background: GVB headquarters will conduct administrative meetings with overseas marketing offices to ensure compliance with GVB accounting policies and procedures.

Issue: Board approval required for travel.

ADMINISTRATIVE MEETING WITH GVB CHINA OFFICE

Motion to approve travel for the GVB Director of Finance & Administration or designee and GVB Accounting Manager to attend administrative meeting in Beijing and Shanghai, China. Projected month: TBD. Estimated total cost is $7,402.00; Account ADM-ADM001.

Airfare:	$2,000 x 2 pax					$4,000.00
Per Diem:	**Beijing**	**Lodging**	**Nights**	**M&IE**	**Days**	
	DoFA/Designee	$258.00	2	$119.00	2	$754.00
	Accounting Manager	$258.00	2	$119.00	2	$754.00
Per Diem:	**Shanghai**	**Lodging**	**Nights**	**M&IE**	**Days**	
	DoFA/Designee	$259.00	2	$143.00	3	$947.00
	Accounting Manager	$259.00	2	$143.00	3	$947.00
					TOTAL	**$7,402.00**

Background: GVB headquarters will conduct administrative meetings with overseas marketing offices to ensure compliance with GVB accounting policies and procedures.

Issue: Board approval required for travel.

KOREA MARKETING COMMITTEE MEETING MINUTES
11:00AM - Monday, October 22, 2018
GVB Main Conference Room

Members Present:	**Members Absent:**
Ayisha McKinnon – Red Door Productions Cindy Chang – HIS Guam Inc. Elisha Lee – Lotte Hotel Guam Gun Park – Dusit Thani Guam Resort Hiromi Matsuura – Holiday Resort Guam Jae L. Yu – Tumon Bay Lobster & Grill Ju Hee "Jenny" Song – Outrigger Guam Beach Resort Katsutoshi Kabasawa – Lam Lam Tours Young Chan Lee – Royal Orchid Guam Soohyun Lee – Tumon Aquarium LLC Stella Bae – Hyatt Regency Guam Sunardi Li – Sentry Hospitality Tae Oh – Baldyga Group Terry Chung – T Galleria Yoshihisa Otani – Westin Guam Yoshinori Oshita – Guam Reef & Olive Spa Resort	Akihiro Tani – Fish Eye Marine Park Asher Goldenburg – Guamster Bonnie Lee Alig – Anthology Research Carlos Taitano – University of Guam Daisuke Sato – Watabe Guam Inc. Do Hyung Kim "Nicky" – Zeus Tours Jason "In Bum" Lee – Sheraton Laguna Guam Resort Jennifer Chae – Onward Beach Resort Jenny Cheon – Hotel Nikko Guam Jennifer McFerran – International Dining Concepts LLC John So. Ko – Net Enterprises Juno Eun – Bayview Hotel and Oceanview Hotel & Residences Kyusik Kim – Pacific Star Resort & Spa Mark Anderson – Nissan Rent a Car Stephen Gatewood – Alupang Beach Club Sudipta Basu – Guam Plaza Hotel Susan V. Fryer – Tumon Sands Plaza Youngmin Kim – Pacific Islands Club
Guests/Alternate Members:	**GVB Korea Office/GVB Chairs/Mgmt. /Staff Present:**
Annie Joo – Baldyga Group Daun Jeong – Westin Guam Mary Joy Menor-Flores – HIS Guam Inc. Russell Ocampo – University of Guam Sayumi Ishioka – Micronesia Mall Seung Hwan Joo – Lotte Hotel Guam Kevin Carey – Bayview Hotel & Oceanview Hotel Valerie C. Blas – Sentry Hospitality	Bartley Jackson – KMC Chairman Bradley Kloppenburg – KMC Vice Chairman Young Sook Hong – KMC Vice Chairwoman Pilar Laguaña – Director of Global Marketing 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

Mr. Gun Park motioned for the approval of the minutes from our last meeting held on September 25. The motion was seconded by Mr. Bradley Kloppenburg and unanimously passed by the committee.

III. REPORT OF THE CHAIRMAN

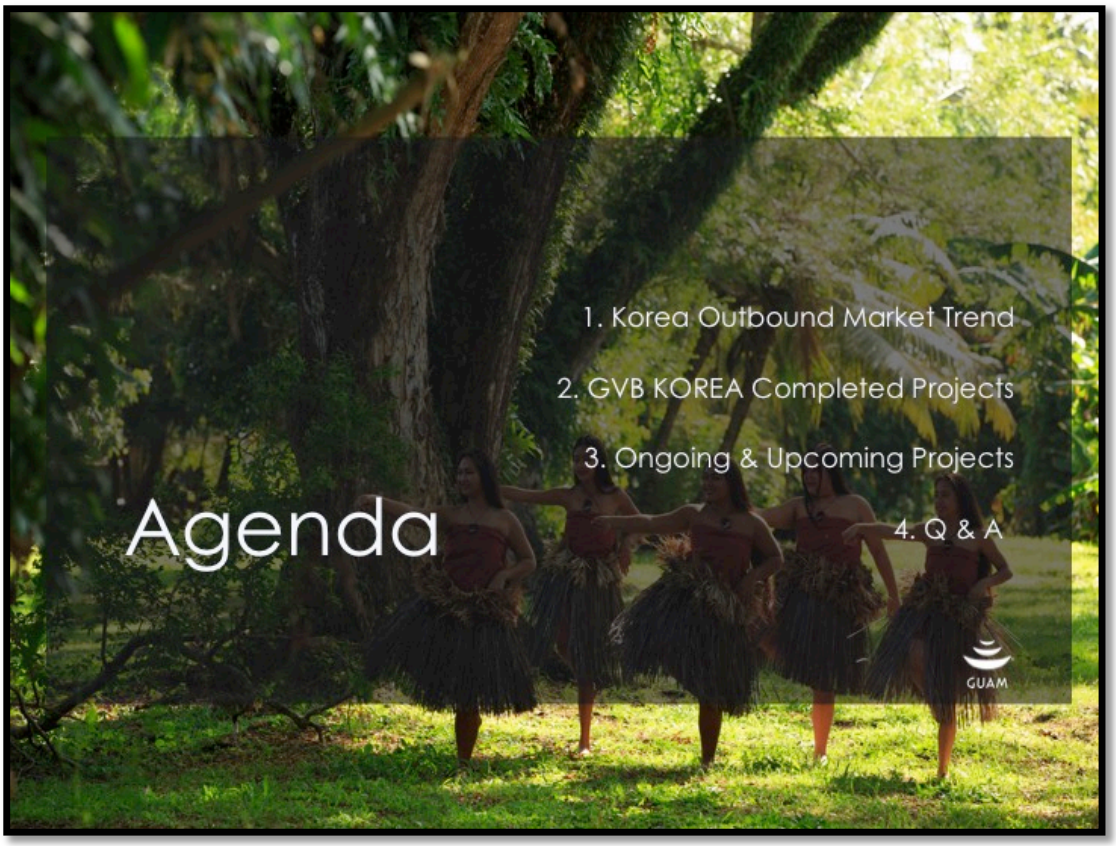
Chairman Jackson thanked the members that participated in the Korea Roadshow. He also thanked the GVB Korea office for coordinating a seamless event.

IV. REPORT OF MANAGEMENT

V. KOREA MARKETING NEWS

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

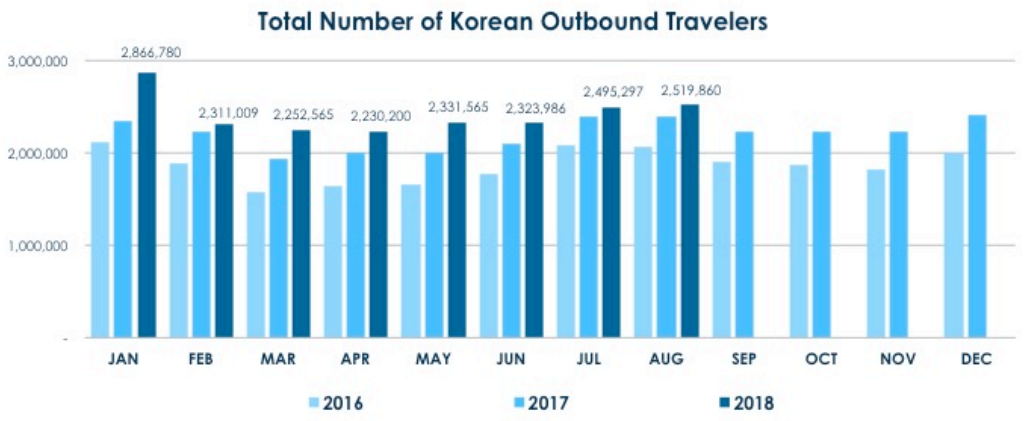



Agenda
1. Korea Outbound Market Trend
2. GVB KOREA Completed Projects
3. Ongoing & Upcoming Projects
4. Q & A
GUAM


Korea Outbound Market Trend – Result

KOREA OUTBOUND MARKET TREND

OVERALL MARKET TREND TO OVERSEAS

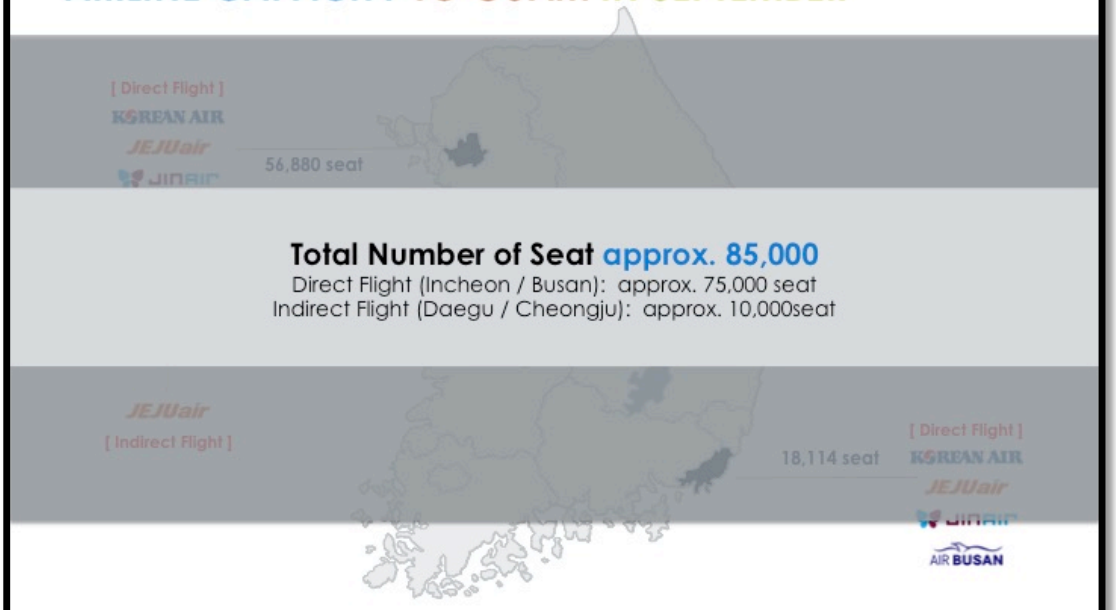


- Total number of Korean outbound travelers: 2.5 million (2018 AUG) -> 5.6% increased vs. 2017 AUG
  2017 AUG YTD: 16.8million -> 11.1% increased vs. 2017 YTD

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

KOREA OUTBOUND MARKET RESULT

AIRLINE CAPACITY TO GUAM IN SEPTEMBER

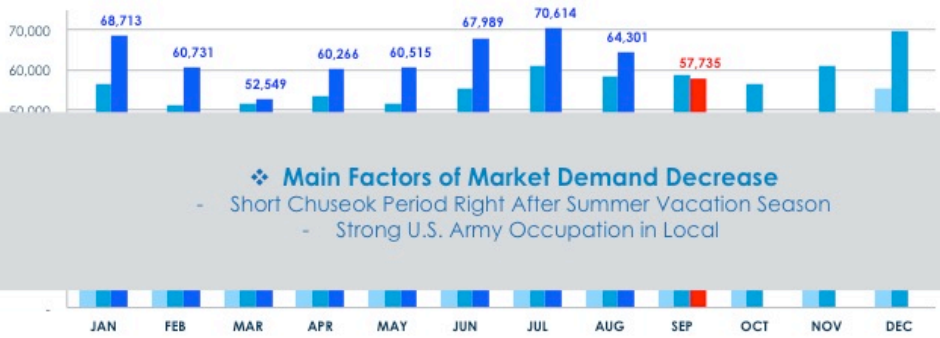


Total Number of Seat approx. 85,000
Direct Flight (Incheon / Busan): approx. 75,000 seat
Indirect Flight (Daegu / Cheongju): approx. 10,000seat

KOREA OUTBOUND MARKET RESULT

KOREAN VISITORS TO GUAM IN SEPTEMBER

Number of Korean Outbound Travelers – to Guam



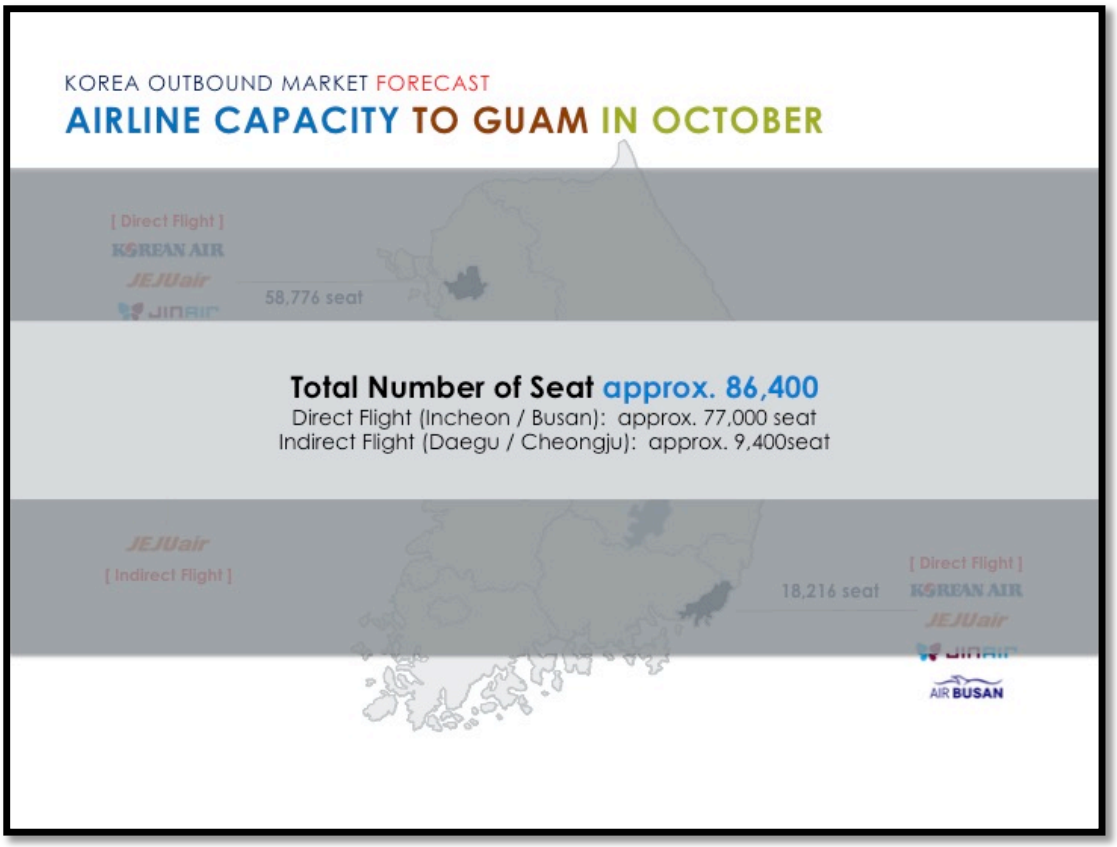
❖ **Main Factors of Market Demand Decrease**

- Short Chuseok Period Right After Summer Vacation Season
- Strong U.S. Army Occupation in Local

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	57,735				564,886
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	497,339
Growth Rate (%)	21.9%	18.7%	2.3%	13.0%	17.3%	23.6%	15.6%	10.1%	-1.8%				13.6%↑

- Total number of Korean travelers to Guam: 57,735 (2018 SEP) -> -1.8 % increased vs. 2017 SEP
  2018 SEP CYTD: 564,886 -> 13.6% increased vs. 2017 CYTD





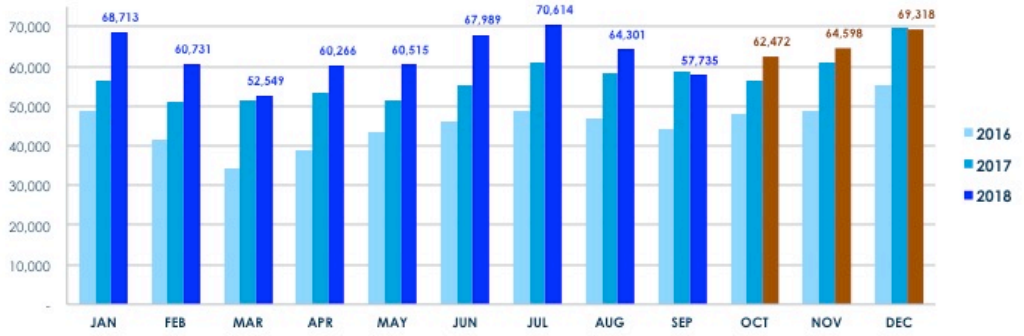
Discussion:

- Korea Account Director Jay Park said that Korean Air will discontinue its Busan-Guam service on October 28, which will decrease seat capacity from Korea to Guam by approximately 2,500 seats monthly.
- To combat the decrease in seat capacity, the GVB Korea office is conducting sales contests and promotions with low-cost carries from Busan, such as Jin Air and Air Busan.

KOREA OUTBOUND MARKET FORECAST

KOREAN VISITORS TO GUAM 3MONTH 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	64,301	57,735	62,472	64,598	69,318
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%	10.1%	-1.8%	11.0%	5.7%	-0.5%



Doc. No. 34GL-18-2549.*

GVB KOREA COMPLETED PROJECTS

KOREAN AIR WEBSITE PROMOTION

Period: August 30 ~ September 30, 2018

Target: KE consumers who purchase ICN-GUM flight tickets, KE website visitors, general consumers

Objective:
- To strengthen Guam sales as Korean Air night flight sales results are depressed.
- To enhance eco-friendly image of Guam by exposing Guam Eco Wave promotional video through Korean Air website promotion page.
- To utilize and maximize Guam promotional video produced for Guam Eco Wave project.
- To encourage and attract more potential consumers to travel Guam through the website promotion.



GVB KOREA COMPLETED PROJECTS

2018 GVB KOREA ROADSHOWS

Period: October 09 – 12, 2018

Place:
- Busan: Paradise Hotel Busan
- Gwangju: Ramada Plaza Gwangju
- Daegu: Novotel Ambassador Daegu

Objective:
- To conduct Guam product seminar with travel agents from Busan, Gwangju and Daegu
- To introduce 2018/2019 campaign and update travel agents on Guam, its events, new optional tours, and facilities
- To network with travel agents in the Daegu, Busan, and Gwangju region and to extend the opportunity to GVB members



GVB KOREA COMPLETED PROJECTS

2018 GVB KOREA ROADSHOWS



GVB KOREA COMPLETED PROJECTS

THE 99TH KOREAN NATIONAL SPORTS FESTIVAL

Period: October 12 – 18, 2018

Venue: Iksan Sports Complex Muwang-ro1397 Iksansi Jeonbuk, Seoul, Korea

Event Summary:
The Korean National Sports Festival is an annual sports competition held in South Korea. For a full week each October, about 24,000 athletes representing 16 cities and provinces throughout the country compete in about 40 separate sports. The site rotates among the major cities, including Seoul, Busan, Daegu, Gwangju and Incheon. The 2017 festival was held in Chungju and the 2018 festival in Iksan.





ONGOING & UPCOMING PROJECTS

2018 SHOP GUAM FESTIVAL



SHOP GUAM e-FESTIVAL2018

	2018 Global Target	2018 Korean Target (Draft)
Period	2018 November 10~2019 February 10 (93days)	
Visitor Arrivals	450,000+	**200,000 (44% out of total)**
Mobile App Download	60,000	**32,000 (53% out of total)**
Media Value	USD 17M+	**USD 10M+ (58% out of total)**

- **Social Marketing Strategy**
  - UGC Photo / Instagram Advertisement
  - Shopping Ambassador Project
- **Travel Trade Support**
  - Travel Agency Home shopping & Social Commerce
- **Public Relation**
  - Print Media Advertisement

ONGOING & UPCOMING PROJECTS

MBC MUSIC K-POP CONCERT ON GUAM

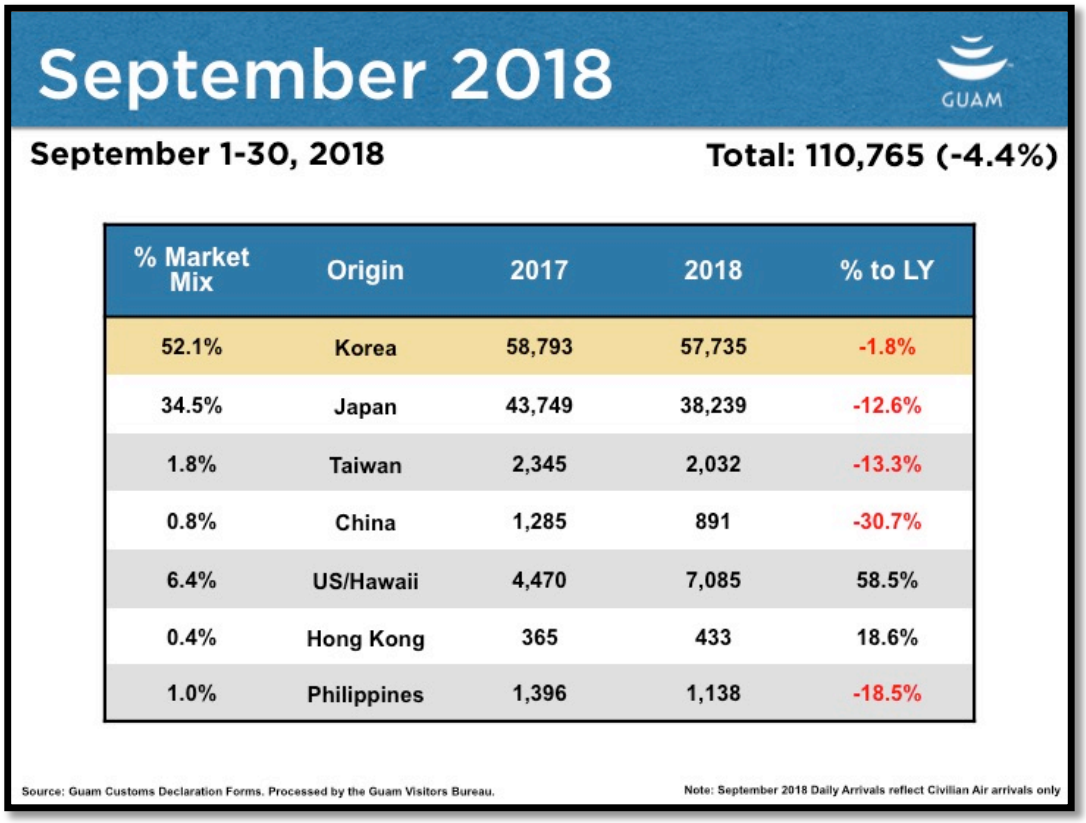




Discussion:

- Chairman Jackson relayed the good feedback he received from members on the Roadshow who enjoyed one-to-one meetings with travel agents. He received a suggestion to add a day in Seoul for Roadshow 2019 in order to create more business-to-business interaction — either with agents who have participated with Guam in the past or with agents who haven't participated with Guam at all and might benefit from exposure.
- Korea Account Director Jay Park said the main reason Seoul was not part of the Roadshow is because GVB already participates in other events in Seoul throughout the year, such as the Guam Food Festival and Mode Tour. He said the feedback to include Seoul would be considered for Roadshow 2019.
- Korea Account Director Jay Park also said that for next year, Guam members could coordinate with the Korea office to arrange sales calls before or after the Roadshow.

Marketing Manager for Korea Colleen Cabedo presented the Korea Arrival Report.



September 2018

GUAM

September 1-30, 2018 **Total: 110,765 (-4.4%)**

% Market Mix	Origin	2017	2018	% to LY
52.1%	Korea	58,793	57,735	-1.8%
34.5%	Japan	43,749	38,239	-12.6%
1.8%	Taiwan	2,345	2,032	-13.3%
0.8%	China	1,285	891	-30.7%
6.4%	US/Hawaii	4,470	7,085	58.5%
0.4%	Hong Kong	365	433	18.6%
1.0%	Philippines	1,396	1,138	-18.5%

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 2018

October 2017 – September 2018 **Total: 1,517,848 (-2.6%)**

% Market Mix	Origin	2017	2018	% to LY
49.5%	Korea	649,345	751,367	15.7%
34.9%	Japan	674,233	529,550	-21.5%
1.8%	Taiwan	36,270	27,522	-24.1%
1.1%	China	23,169	16,941	-26.9%
5.6%	US/Hawaii	75,610	85,546	13.1%
0.4%	Hong Kong	16,051	6,607	-58.8%
1.2%	Philippines	19,815	18,964	-4.3%

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

Note: September 2018 Daily Arrivals reflect Civilian Air arrivals only

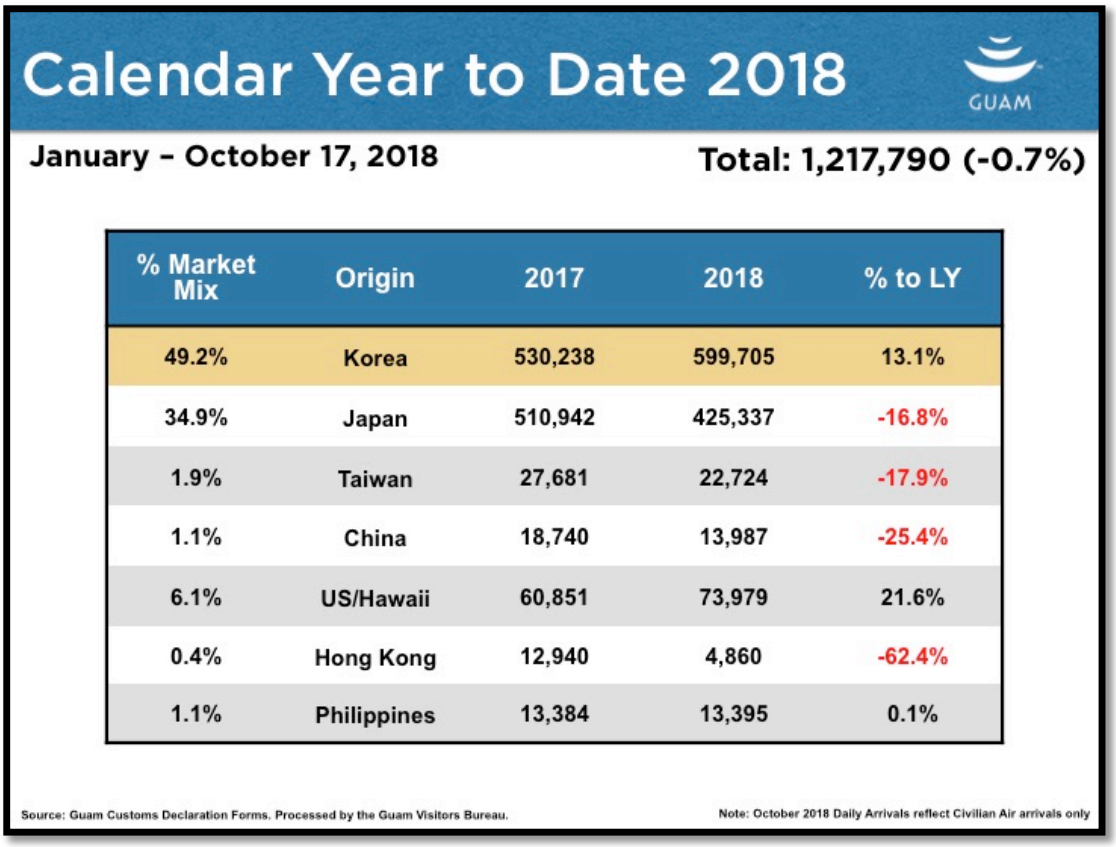
October 2018

October 1-17, 2018 **Total: 66,223 (+13.3%)**

% Market Mix	Origin	2017	2018	% to LY
52.5%	Korea	32,812	34,786	6.0%
34.6%	Japan	18,188	22,900	25.9%
1.7%	Taiwan	1,132	1,132	0.0%
1.6%	China	949	1,062	11.9%
5.0%	US/Hawaii	2,461	3,333	35.4%
0.5%	Hong Kong	386	314	-18.7%
1.1%	Philippines	588	707	20.2%

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

Note: October 2018 Daily Arrivals reflect Civilian Air arrivals only



Discussion:

VI. OLD BUSINESS

VII. NEW BUSINESS

VIII. ANNOUNCEMENTS

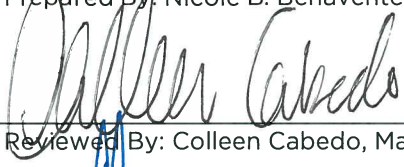
- Marketing Manager for Korea Colleen Cabedo informed KMC members that GVB Director of Tourism Research Ana Cid passed away on October 11 and kindly asked that members keep her in their prayers.
- The next GVB general membership meeting will be held on Tuesday, October 23, 2018, at Lotte Hotel Guam.
- Chairman Jackson said the KMC meeting has been rescheduled several times and thanked members for their cooperation and flexibility.
- Chairman Jackson said that with the change of Guam government administration toward the end of the year there will also be changes with GVB leadership and at the GVB Board level.
- He reminded members that the plans and business of the KMC continues unchanged, and that all GVB marketing committees are open for their active participation.
- The next KMC meeting will be held on Tuesday, November 13, 2018.

IX. ADJOURNMENT

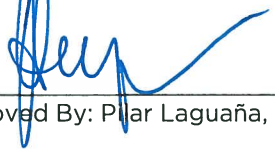
- KMC Vice Chairman Bradley Kloppenburg made a motion to adjourn the meeting, seconded by KMC Vice Chairwoman Young Sook Hong.
- The meeting adjourned at approximately 11:40am.



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

EXHIBIT

JAPAN MARKETING COMMITTEE MEETING
1:30 PM – Tuesday, October 9, 2018
GVB Main Conference Room

JMC MEMBERS PRESENT: Bill Nault, Satoru Murata, Kiyoshi Kawano, Shoji Ogawa, Daisuke Tsuchiya, Toshio Akigami, Mike Lee

OFF-ISLAND:

ABSENT: Tak Takano, George Johnson, Milton Morinaga, Monte Mesa, Norio Nakajima, Terry Debold

OBSERVERS/GUESTS PRESENT: Kazu Atsuta, Miwa Bravo, Akiko Futakami, Asher Goldenberg, Akihiko Gondo, Masayo Ibay, Sayumi Ishioka, Koji Nagano, Mitsue Nakamura, Yoshinori Oshita, Yoshihisa Otani, Kimi Passeur, Yoshiki Sato, Kenji Sekine, Osamu Takahashi, Shinji Ishibashi, Yuki Toshida, Hiromi Matsuura

ABSENT: Kyoichi Aoki, Eilis Baldevia, Nobuyo Certeza, Dave Duenas, Hajime Fujiwara, Yoshiaki Kanemitsu, Mari Oshima, Daisuke Sato, Bonnie Alig, Mark Anderson, Michelle Chaco, Tomoyuki Goto, Takamatsu Hiromichi, Kazunori Hotta, Yusuke Imazu, Ayisha McKinnon, Naomi Miyama, Russell Ocampo, Simon Odoca, Shizuyo Okabe, Mai Perez, Suzanne Perez, Derin Santos, Mitsunori Takahashi, Akihiro Tani, Sachiyo Tanimoto, Bunichi Yamashita

GVB: Jon Nathan Denight, Nico Fujikawa, AJ Rosario, Brian Borja, Karida Brennan

ADK: Kochi Hoshino (Video)

CALL TO ORDER

The meeting was called to order at 1:30pm.

APPROVAL OF MINUTES

Motion made by Mr. Murata and seconded by Mr. Akigami to approve the minutes of August 13, 2018. Minutes approved.

REPORT OF CHAIRMAN

Chairman Nault made the following announcements:

- Mrs. June Sugawara, Marketing Manager at GVB, retired at the end of September.
- Mr. Norio Nakajima of MHI retired. He still serves as an advisor for Sanko Enterprises.
- KIX Airport is fully operational now after sustaining significant damage during a recent typhoon. All airlines that service Guam from KIX have resumed their flights.
- In September, President Denight and Chairman Nault attended JTB's 50th Anniversary Reception in Tokyo.
- A GVB delegation participated in JATA TEJ last month. During the mission, the GVB BOD and management met with several airlines and industry partners.
- Ken Corporation will be chartering a flight via Jeju Air beginning on October 28, 2018 from Narita Airport for one full year.
- United Airlines will switch their 737 aircraft to a 777 aircraft for its service to Guam from Narita beginning on October 28, 2018.
- The Rotary Club of Japan will be coming to Guam in February 2019 bringing over one thousand executives to the island.
- GVB recently announced the reorganization of the GVBJ office. The RFP for the representative office launched yesterday.
- Last week, GVB supported a youth baseball team brought in by NTA for the NTA Cup. A youth team from Japan competed with a youth team from Guam.
- Chairman Nault asked the committee and observers for feedback on GVB's participation in JATA TEJ.

REPORT OF MANAGEMENT

Report by President Denight:

- Statistics
- Three Month Forecast
- Air Service Development
- Japan Seat Capacity
- Winter Period Update
- FY2019 Schedule
- Kanto Update
- Tohoku & Niigata Update
- Event Information
- Homepage & SNS
- PR & Marketing
- Price Comparison
- GVB Japan Office Update



September 2018

September 1-30, 2018 **Total: 110,765 (-4.4%)**

% Market Mix	Origin	2017	2018	% to LY
34.5%	Japan	43,749	38,239	-12.6%
52.1%	Korea	58,793	57,735	-1.8%
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0.4%	Hong Kong	365	433	18.6%
1.0%	Philippines	1,396	1,138	-18.5%

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 2018

January-September 30, 2018 **Total: 1,145,817 (-1.8%)**

% Market Mix	Origin	2017	2018	% to LY
35.1%	Japan	492,633	401,776	-18.4%
49.3%	Korea	497,339	564,886	13.6%
1.9%	Taiwan	26,549	21,592	-18.7%
1.1%	China	17,782	12,917	-27.4%
6.0%	US/Hawaii	57,709	69,251	20.0%
0.4%	Hong Kong	12,553	4,546	-63.8%
1.1%	Philippines	12,788	12,688	-0.8%

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 2018

October 2017-September 30, 2018 **Total: 1,517,848 (-2.6%)**

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34.9%	Japan	674,233	529,550	-21.5%
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1.2%	Philippines	19,815	18,964	-4.3%

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

3 Month Forecast

(as of 09Oct 2018)

Month	2018 Arrival Forecast	2018 Capacity	2018 LF	2017 Arrival	2017 Capacity	2017 LF	Diff Arrival	Diff Capacity
October	39,000	59,758	65%	34,489	69,732	49%	+13%	-14%
November	48,000	73,855	65%	44,346	63,586	70%	+8%	+16%
December	56,000	79,647	70%	48,958	64,140	76%	+14%	+24%

(Data Source : Dko MI, JGTA and other MI)

Oct 2018
Narita
UA 21 flights per week (3,486)
JL 14 flights per week (2,786)
Nagoya
UA 7 flights per week (1,162)
Kansai
UA 7 flights per week (1,162)
TW 7 flights per week (1,323)
7C 7 flights per week (1,323)
Fukuoka
UA 7 flights per week (826)

Nov. 2018
Narita
UA 21 flights per week (3,486)
JL 14 flights per week (2,786)
Nagoya
UA 7 flights per week (1,162)
Kansai
UA 7 flights per week (1,162)
TW 7 flights per week (1,323)
7C 7 flights per week (1,323)
Fukuoka
UA 7 flights per week (826)

Dec 2018
Narita
UA 21 flights per week (3,486)
JL 14 flights per week (2,786)
Nagoya
UA 7 flights per week (1,162)
Kansai
UA 7 flights per week (1,162)
TW 7 flights per week (1,323)
7C 7 flights per week (1,323)
Fukuoka
UA 7 flights per week (826)

Charter Flight Information

Oct
Narita : 28 flights (5,276)
Kansai : 8 flights (1154)

Nov
Narita : 30 flights (5,550)
Kansai : 24 flights (5,481)

Dec
Narita : 40 flights (7,545)
Nagoya : 5 (934)
Kansai : 15 (2,802)
Fukuoka : 1 (180)
Takamatsu : 1 (156)
Hiroshima : 1 (156)
Matsuyama : 1 (185)

※Total : 157 flights, (29,199 seats)

Air Service Development

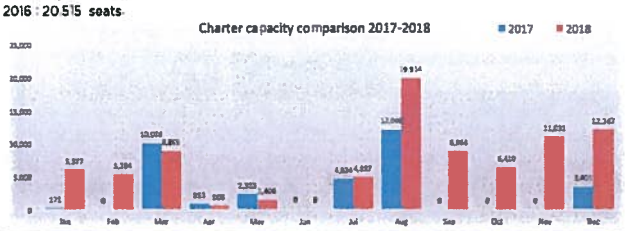
(as of 09Oct 2018)

Charter Capacity Update 2018

Data Source : Dko MI & other MI

Total : 85,323 seats (+ 51,855 seats, +255%)
2017 : 33,468 seats
2016 : 20,515 seats

Charter capacity comparison 2017-2018



Charter	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2017 : Charter (486)	171	0	3,384	953	2,353	0	4,834	12,048	0	0	0	3,401	33,468
2018 : Charter (486)	5,977	5,264	8,853	606	1,406	0	4,887	19,914	6,866	6,410	11,031	12,147	85,323
Diff (+270)	5,806	5,264	5,469	-347	-947	0	253	7,866	6,866	6,410	11,031	8,746	51,855

Confidential and subject to change

Air Service Development

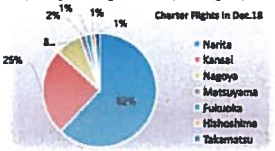
(as of 09Oct 2018)

Charter Forecast in December 2018

Data Source : Dko MI & other MI

Capacity : 12,147 seats (+8,746 seats)
Frequency : 65 flights 2017 (+49 flights)

Charter Flights in Dec.18



Airline Share in Dec.18



Charter Progress	Dec-18		
Port	Capacity	Number	Airlines
Narita	7,545	40	TW, 7C, HY, CI
Nagoya	934	5	TW 7C
Kansai	2991	16	TW CI
Fukuoka	180	1	7C
Takamatsu	156	1	CI
Hiroshima	156	1	CI
Matsuyama	185	1	7C
Total	12,147	65	

Confidential and subject to change

Japan Seat Capacity

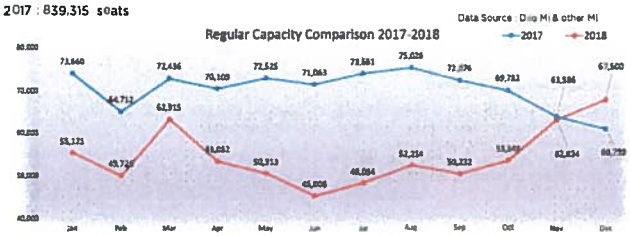
(as of 09Oct 2018)

Regular Capacity 2018

2018 : 650,307 seats
2017 : 839,315 seats

Data Source : Dko MI & other MI

Regular Capacity Comparison 2017-2018



Regular	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2017 : Regular (4,544)	71,660	64,712	72,436	70,109	72,525	71,063	73,561	75,026	72,076	69,733	63,586	67,500	839,315
2018 : Regular (3,818)	53,121	49,729	63,915	63,052	50,313	65,006	48,054	52,214	50,232	53,348	62,824	68,799	650,307
Diff (-726 times)	-18,539	-14,983	-8,521	-17,057	-22,212	-36,057	-25,507	-22,812	-21,844	-17,140	-762	1,299	-189,008

Confidential and subject to change

Japan Seat Capacity

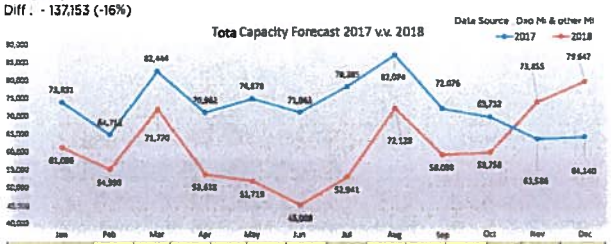
(as of 09Oct 2018)

Total Capacity Forecast 2017 v.v. 2018

2018 735,630
2017 872,783
Diff : - 137,153 (-16%)

Data Source : Dko MI & other MI

Tota Capacity Forecast 2017 v.v. 2018



Total	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2017 (4,544 times)	71,660	64,712	72,436	70,109	72,525	71,063	73,561	75,026	72,076	69,733	63,586	67,500	839,315
2018 (4,084 times)	53,348	54,360	71,770	63,612	51,719	65,006	73,561	72,128	58,088	63,732	63,586	68,349	735,839
Diff (-458 times)	-12,733	-8,722	-10,674	-17,344	-23,150	-26,055	-25,344	-14,948	-12,979	-10,183	4,788	18,047	-146,283

Confidential and subject to change

Japan Seat Capacity

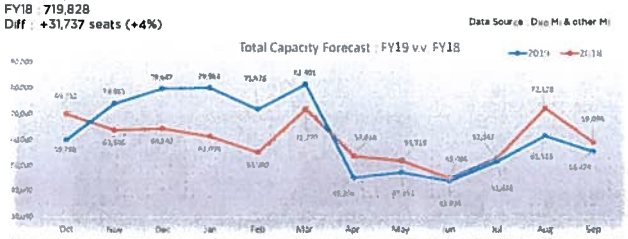
(as of 09Oct 2018)

Capacity Forecast in 2019

FY19 : 751,565
FY18 : 719,828
Diff : +31,737 seats (+4%)

Data Source : Dko MI & other MI

Total Capacity Forecast : FY19 v.v. FY18



FY19 v.v. FY18	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
FY19 : Total (seats)	69,733	63,586	67,500	71,660	64,712	72,436	70,109	72,525	71,063	73,561	75,026	72,076	839,315
FY19 : Regular (Capacity)	53,348	62,824	67,500	68,674	50,480	66,578	58,408	59,736	56,448	58,988	61,312	63,586	751,565
FY19 : Charter (Capacity)	6,410	11,031	12,147	13,389	11,196	15,523	8,899	7,815	5,859	11,850	21,777	17,979	148,253
FY18 : Total (seats)	69,733	63,586	67,500	71,660	64,712	72,436	70,109	72,525	71,063	73,561	75,026	72,076	839,315
FY18 : Regular (Capacity)	53,348	62,824	67,500	68,674	50,480	66,578	58,408	59,736	56,448	58,988	61,312	63,586	751,565
FY18 : Charter (Capacity)	6	0	3,401	5,977	8,264	8,858	586	1,486	0	4,867	19,914	8,866	89,130

Confidential and subject to change

GUAM VISITORS BUREAU
グアム政府観光局

JAPAN MARKETING COMMITTEE MEETING
1:30 PM – Tuesday, October 9, 2018
GVB Main Conference Room

FY2019 Target (Winter)

(as of 09Oct. 2018)

Golf Campaign : October - December 2019

Campaign: 21Sep.18 - 18Nov.18.
Travel: Oct.18 - Feb.19.

Campaign page:
http://japan.visitguam.jp/campaign/2018/golf/





FY2019 Target (Winter)

(as of 09Oct. 2018)

Student Campaign : October - January 2019

Campaign: 24Sep.18 – 23Nov.18.
Travel: Jan.19 – Mar.19.

Campaign page:
http://japan.visitguam.jp/campaign/2018/student/







Shop Guam FY2019 (Winter)

(as of 09Oct. 2018)

Shop Guam Campaign:

- Target: YF and travelers during campaign period
- Campaign: 11Nov.18 – 11Feb.19
- Travel period : Nov.18 - Feb.19.

SHOP GUAM

Sales Campaign with Travel Trade:

- GVB to provide campaign logo, banner, QR code, GVB official campaign page and info.
- JGTC to create a special page in their website to promote campaign.
- JGTC to put banner on their Guam page.
- GVB to create a campaign flyer. (Need to identify funding sources)
- GVB to send flyers to retail shops nationwide.

AD Promotion:

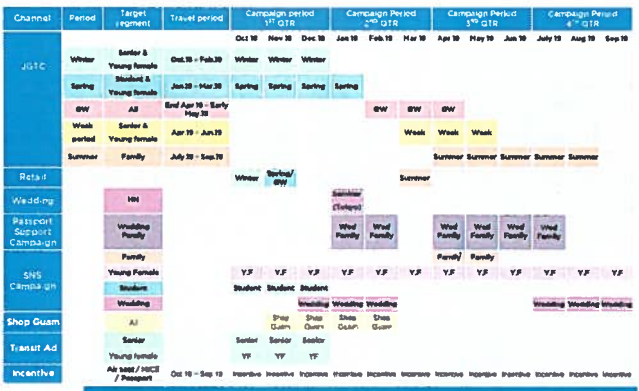
- GVB to send campaign info to general consumer through official SNS (Twitter, Facebook).
- JGTC to spread the campaign information using their resources (Mail magazine).

JTB HIS JALPAK 近畿日本ツーリスト 日本旅行

FY2019 Schedule (Overall)

(as of 08Oct. 2018)

Schedule for FY19



Kanto

(as of 09Oct. 2018)

Air Ticket Guam Sales Campaign:

Tway:

2nd Campaign Started!

- Joint Promotion (GVB x Tway)
- Sales period: 9/10 – 9/30
- Travel period: 10/23 – 12/19
- Dep port : Kansai
- Sales: Tway booking engine
- External site: Yahoo, Google
- Flight schedule: Double daily flight



t'way



Kanto

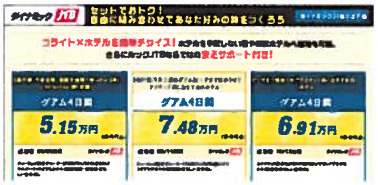
(as of 09Oct. 2018)

JTB Guam Campaign:

- JTB Ultra Campaign started.
- Sales period: 8/17 ~
- Travel period: - up to Oct, 2018.
- Incentive: competitive price.
- Duration : 2 night 3days -
- Narita : ¥ 4,9700 (Tway)
- Kansai : ¥ 25,800 (JEJU Air)
- Nagoya : ¥ 6,2900 (United)
- Fukuoka : ¥ 69,800 (United)
- Tohoku : ¥ 119,800 (United)







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Kanto

(as of 09Oct. 2018)

Guam Sales Campaign by Expedia:

GVB x Expedia x UA Joint Promotion.

- Sales period: September 10 - October 20, 2018.
- Travel period: November to December, 2018.
- Product: Air ticket & Dynamic package.
- Target: 100%+
- Port : NRT, NGO, KIX, FUK.
- Carrier: United.





Kanto

(as of 09Oct. 2018)

HIS Autumn Sale:

- Port : Narita
- Sales period: 8/4 ~
- Travel period: - up to Dec, 2018.
- Carriers: LJ/JL/UA.
- Price:
  ¥ 39,800 - (JIN Air)
  ¥ 44,800 - (United)
  ¥ 59,800 - (JAL)





Osaka

(as of 09Oct. 2018)

Air Ticket Guam Sales Campaign:

JEJU Air:

- Sales period: 10/2 - 10/31.
- Travel period: October - December,2018
- Dep port : Kansai
- Sales: JEJU Air booking engine.
- Price : ¥ 10,000 (OW) -





Tohoku & Niigata

(as of 09Oct. 2018)

Seminar in Tohoku

- Korean Air Seminar in Aomori on September 25.

Event and Courtesy Visit in Niigata

- Korean Air Niigata meeting.
- Niigata Guam Friendship Association 15th Anniversary Reception.





Event Information

(as of 09Oct. 2018)

Tourism Expo Japan 2018

- September 20 - 23, 2018.
- Tokyo Big Sight.
- Guam Booth: Hafa Adai Café, Hafa Adai Music Show featuring Tradwinds, photo opportunities with Miss Guam and Gumamon, JGTA presentations, Pleasure Island Presentations, GCDA performances, stamp rally, and in-country research
- Number of visitors: 207,352 (Record number)
- Business meetings with JAL, United, China Airlines, Tway, JATA, JTB.







Event Information

(as of 09Oct. 2018)

Rakuten Open Tennis Championships

- October 01 - 07, 2018.
- Musashino Forest Sports Plaza, Tokyo.
- Number of visitors: over 63,000.
- Guam National Tennis Center & Guam Golf VIP Reception with players, sponsor companies,
  - October 01, 2018.
  - Keio Plaza Hotel.









Event Information

MBC Music K-POP Concert on Guam

- December 1, 2018
- Gov. Joseph Flores Memorial Park (Ypao Beach Park)
- Event Page (http://www.visitguam.com/kpop/)



Homepage & SNS As of 4 Oct

(as of 09Oct. 2018)

GVB Website Sep 2018
User Total : 55,053 (2,294)
Page View Total : 139,076 (-12,153)

TOP3 pages
1. Immigration To Guam
2. Question
3. Weekly Guam

GVB SNS Fans
Facebook Total : 24,103 (+80)
Twitter Total : 9,865 (+130)
Instagram Total : 13,924 (+871)

SNS engaging contents TOP3 (Facebook, Twitter, Instagram)



NO.1
T'way campaign
Facebook
Day: Sep 4
Reach: 9,213



NO.2
After typhoon
Facebook
Day: Sep 12
Reach: 4,880



NO.3
AKB48 Sayaka Yamamoto
Instagram
Day: Sep 17
Like: 721

Homepage & SNS

(as of 09Oct. 2018)

New campaign page and special page OPEN



Sep 21- : Golf campaign
http://japan.visitguam.jp/campaign/2018/golf



Sep 24- : Special page for students
http://japan.visitguam.jp/campaign/2018/student

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

*$1=114 yen

(as of 09Oct. 2018)

SEPTEMBER

TYPE OF MEDIA	NAME OF MEDIA	EXPOSURE	MEDIA TARGET	LAUNCH DATE	COST TO GVB	AD VALUE
NEWSPAPER	W NO TRAVEL GUAM SPECIAL EDITION	32 pages	TRAVEL INDUSTRY	3 Sep 18	None	$117,850.87
WEB	MI Mallet	1 page	DL (F1 F2)	6 Sep 18	None	$1,926.77
RADIO	FM NORTH WAVE "GOING ABROAD FROM HOKKAIDO"	15 minutes	HOKKAIDO AREA	15 Sep 18	None	$17,631.58
TV NATIONWIDE	NONSTOP!	13 minutes	NATIONWIDE	22 Sep 18	$14,561.40	$17,631.58
FREE PAPER	CITY LIVING	1 page	DL (F1 F2)	21 Sep 18	None	$14,561.40

OCTOBER

TYPE OF MEDIA	NAME OF MEDIA	EXPOSURE	MEDIA TARGET	LAUNCH DATE	COST TO GVB	AD VALUE
FREE PAPER	MI SMO	1 page	DL (F1 F2)	1 Oct 18	None	$7,807.51
RADIO	FM NORTH WAVE "GOING ABROAD FROM HOKKAIDO"	15 minutes	HOKKAIDO AREA	13 Oct 18	None	$17,631.58

NOVEMBER

TYPE OF MEDIA	NAME OF MEDIA	EXPOSURE	MEDIA TARGET	LAUNCH DATE	COST TO GVB	AD VALUE
MAGAZINE	QUITTER	15 pages +1 supplement	DL (F1 F2)	7 Nov 18	$46,612.19	$342,335.76



City Living



MISMO



NONSTOP!

Price Competition

(as of 09Oct. 2018)

Package Price:

Condition:
Destination: **Guam**
Departure month: November 2018
Product: Package Product (web)
Duration: 3 nights 4 days
Carrier: JL/TW/LJ/7C/UA

GUAM	lowest	Highest	lowest	Highest
Dep port	Narita (NRT)	Narita (NRT)	Kansai (KIX)	Kansai (KIX)
Airline	UA/JL/TW/LJ	UA/JL/TW/LJ	UA/TW/7C	UA/TW/7C
Hotel Grade	Economy grade	Economy grade	Economy grade	Economy grade
Duration	3 nights 4 days	3 nights 4 days	3 nights 4 days	3 nights 4 days
Departure	AM	AM	AM	AM
HIS	¥39,800	¥198,800	¥69,800	¥207,000
NTA	¥93,900	¥180,900	¥59,900	¥202,900
KNT	¥49,700	¥230,700	¥79,800	¥202,800
JTB	¥39,800	¥245,800	¥63,800	¥233,000
JALPAK	¥97,000	¥300,000	¥97,000	¥300,000
	(JL only)	(JL only)	(JL only)	(JL only)

Data source : TRAVELKO & subject change

Price Competition

(as of 09Oct. 2018)

Package Price:

Condition:
Destination: **Taiwan**
Departure month: November,2018
Product: Package Product (web)
Duration: 3 nights 4 days
Carrier: JW/BR/CX/NH/CI/JL/MM/PR/3K/IT/GK/TR

Taiwan	lowest	Highest	lowest	Highest
Departing port	Narita or Haneda	Narita or Haneda	Kansai (KIX)	Kansai (KIX)
Airline	Any	Any	Any	Any
Hotel Grade	Economy grade	Deluxe grade	Economy grade	Deluxe grade
Duration	3 nights 4 days	3 nights 4 days	3 nights 4 days	3 nights 4 days
HIS	¥29,800	¥231,000	¥39,800	¥181,000
NTA	¥47,900	¥280,900	¥42,900	¥267,900
KNT	¥47,900	¥339,000	¥89,800	¥279,800
JTB	¥53,800	¥217,800	¥44,800	¥214,800
JALPAK	¥71,000	¥343,000	¥84,000	¥260,000
	(JL only)	(JL only)	(JL only)	(JL only)

Data source : TRAVELKO & subject change

Price Competition

(as of 09Oct 2018)

Package Price:

Condition
Destination: **Korea**
Departure month: November2018
Product: Package Product (web)
Duration: 3 nights 4 days
Carrier: any (direct)

Korea	lowest	Highest	lowest	Highest
Departing port	Narita or Haneda	Narita or Haneda	Kansai (KIX)	Kansai (KIX)
Airline	Any	Any	Any	Any
Hotel Grade	Economy grade	Deluxe grade	Economy grade	Deluxe grade
Duration	3 nights 4 days	3 nights 4 days	3 nights 4 days	3 nights 4 days
HIS	¥24,800	¥157,800	¥27,800	¥136,000
NTA	¥40,900	¥155,900	¥27,900	¥157,900
KNT	¥36,800	¥208,000	¥41,800	¥176,800
JTB	¥32,800	¥201,800	¥31,800	¥191,800
JALPAK (via MNL)	¥47,000 (JL only)	¥303,000 (JL only)	—— (JL only)	—— (JL only)

Data source : TRAVELKO & subject change

Price Competition

(as of 09Oct 2018)

Package Price:

Condition
Destination: **Cebu**
Departure month: August 2018
Product: Package Product (web)
Duration: 3 nights 4 days
Carrier: PR/JW/5J

Cebu	lowest	Highest	lowest	Highest
Departing port	Narita or Haneda	Narita or Haneda	Kansai (KIX)	Kansai (KIX)
Airline	Any	Any	Any	Any
Hotel Grade	Economy grade	Deluxe grade	Economy grade	Deluxe grade
Duration	3 nights 4 days	3 nights 4 days	3 nights 4 days	3 nights 4 days
HIS	¥46,800	¥211,800	¥54,800	¥163,000
NTA	¥59,900	¥186,900	¥72,900	¥147,900
KNT	¥114,000	¥254,000	¥97,800	¥197,800
JTB	¥67,800	¥149,800	¥71,800	¥138,800
JALPAK (via MNL)	¥96,000 (JL only)	¥313,000 (JL only)	—— (JL only)	—— (JL only)

Data source : TRAVELKO & subject change

Price Competition

(as of 09Oct 2018)

Package Price:

Condition:
Destination: **Honolulu**
Departure month: August 2018
Product: Package Product (web)
Duration: 3 nights 5 days
Carrier: JL/NH/DL/HA/UA/D7/TR/KE

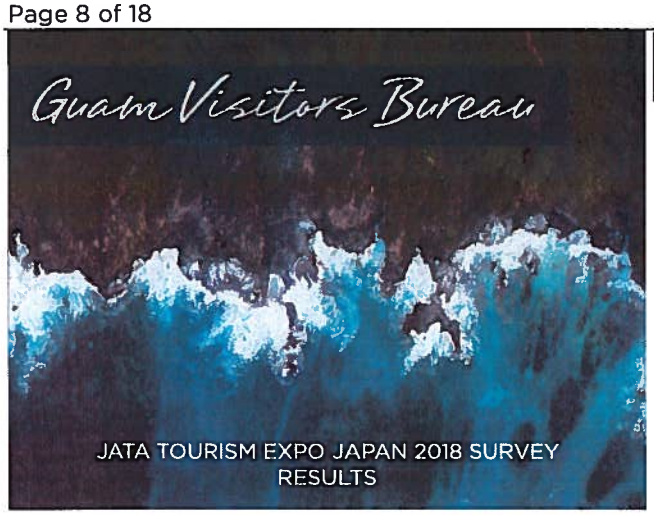
Honolulu	lowest	Highest	lowest	Highest
Departing port	Narita or Haneda	Narita or Haneda	Kansai (KIX)	Kansai (KIX)
Airline	Any	Any	Any	Any
Hotel Grade	Economy grade	Deluxe grade	Economy grade	Deluxe grade
Duration	3 nights 5 days	3 nights 5 days	3 nights 5 days	3 nights 5 days
HIS	¥99,800	¥544,000	¥69,800	¥506,000
NTA	¥117,900	¥509,900	¥77,900	¥561,900
KNT	¥77,700	¥412,800	¥120,000	¥447,000
JTB	¥74,800	¥417,000	¥98,800	¥488,000
JALPAK	¥119,000 (JL only)	¥528,000 (JL only)	¥136,000 (JL only)	¥535,000 (JL only)

Data source : TRAVELKO & subject change



TOURISM EXPO JAPAN 2018 SURVEY RESULTS

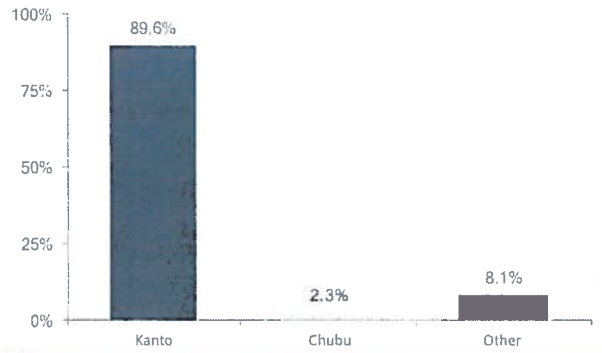
Report by Mr. Nico Fujikawa:



BACKGROUND AND APPROACH

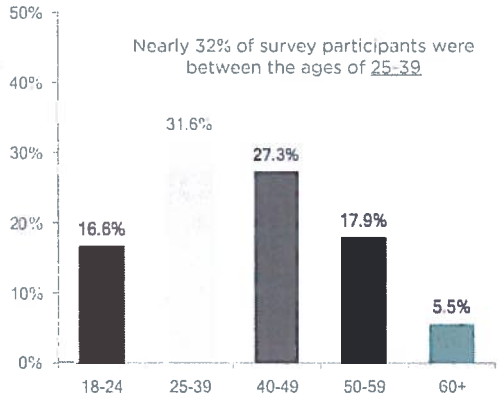
- To provide further insight on the Japanese consumers participating in the 2018 Tourism Expo Japan (JATA), the Guam Visitors Bureau's research department conducted self-administered surveys throughout the four day event.
- A total of 2,450 Japanese consumers were randomly asked to participate in the survey. Surveys were administered at the Guam booth as well as throughout the fair grounds.
- The margin of error for a sample of 2,450 is +/- 2 percentage points with a 95% confidence level. This means that we can be 95% certain that their responses would not differ by more than +/- 2 percentage points.

WHAT PREFECTURE DO YOU CURRENTLY RESIDE IN?



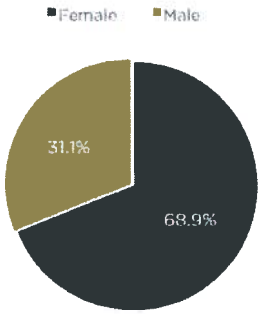
2018 JATA SURVEY RESULTS: AGE

Nearly 32% of survey participants were between the ages of 25-39



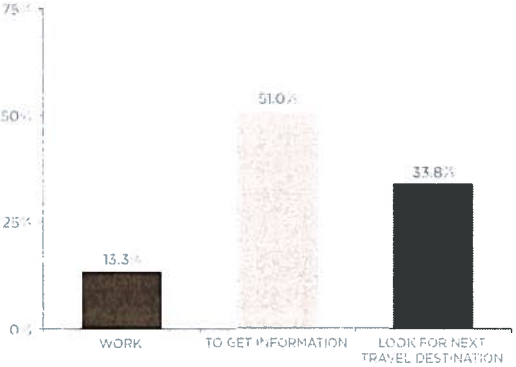


2018 JATA SURVEY RESULTS: GENDER



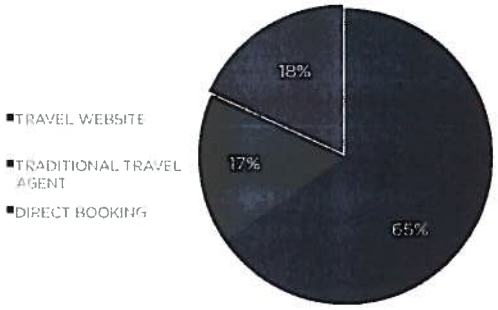
Almost 7 out of 10 survey participants were female.

WHAT MOTIVATED YOU TO ATTEND JATA 2018?





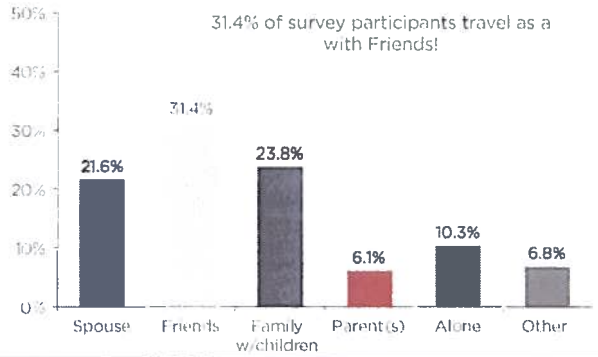
WHAT MEDIUMS DO YOU USE TO PLAN YOUR TRIPS?



Online travel bookings continue to rise over the use of Traditional Travel Agents with only 17% of consumers using Traditional Travel Agents for their travel plans.

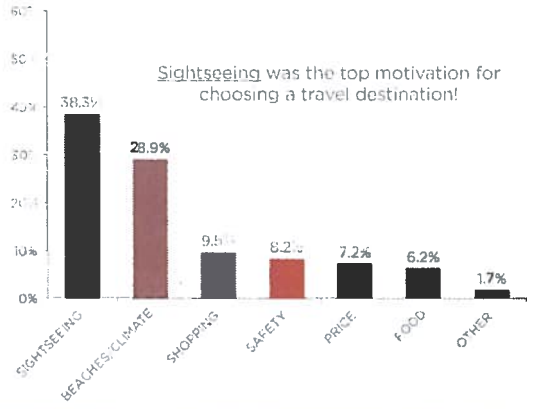
WHO DO YOU USUALLY TRAVEL WITH?

31.4% of survey participants travel as a with Friends!

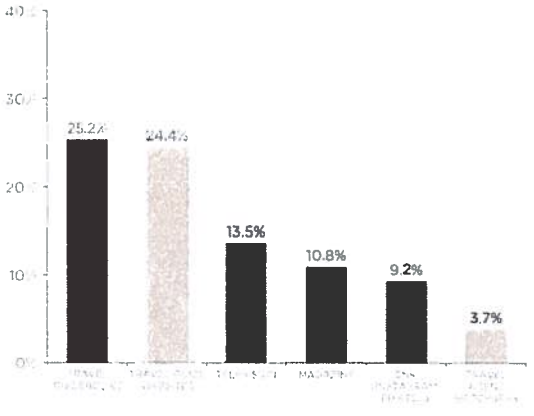


WHAT IS YOUR PRIMARY MOTIVATION FOR CHOOSING A TRAVEL DESTINATION?

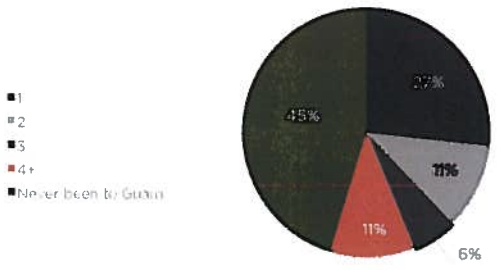
Sightseeing was the top motivation for choosing a travel destination!



WHEN YOU PLAN YOUR TRAVEL, WHAT SOURCE OF INFORMATION DO YOU RELY ON THE MOST?

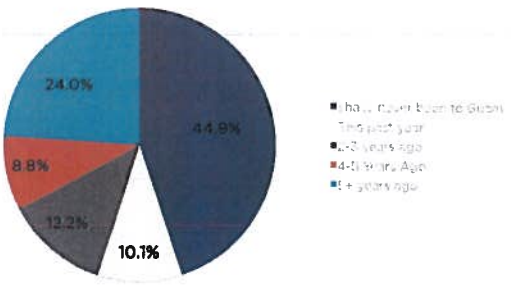


HOW MANY TIMES HAVE YOU VISITED GUAM?

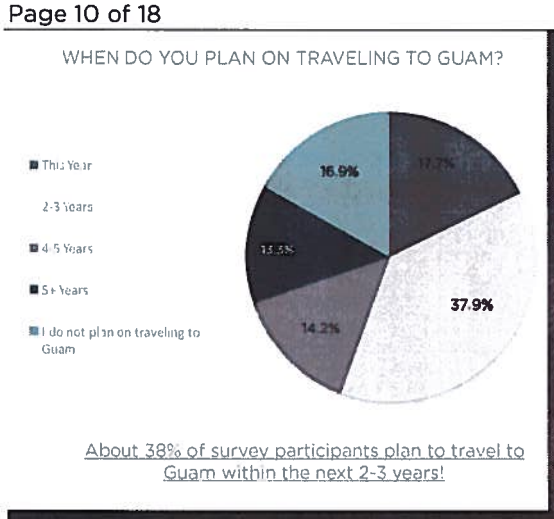


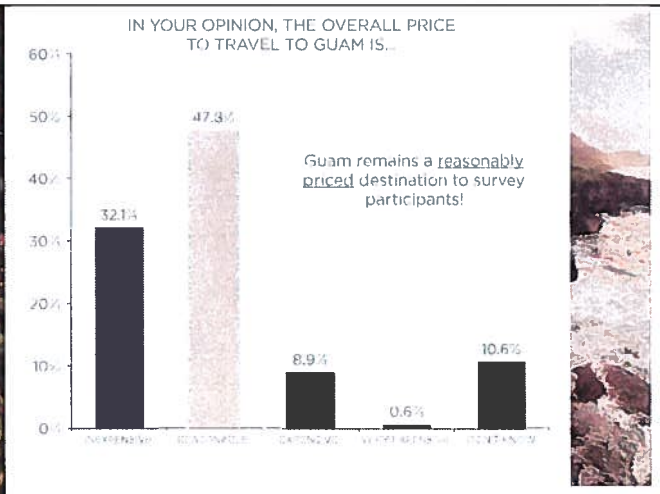
Around 28% of survey participants have visited Guam more than once!

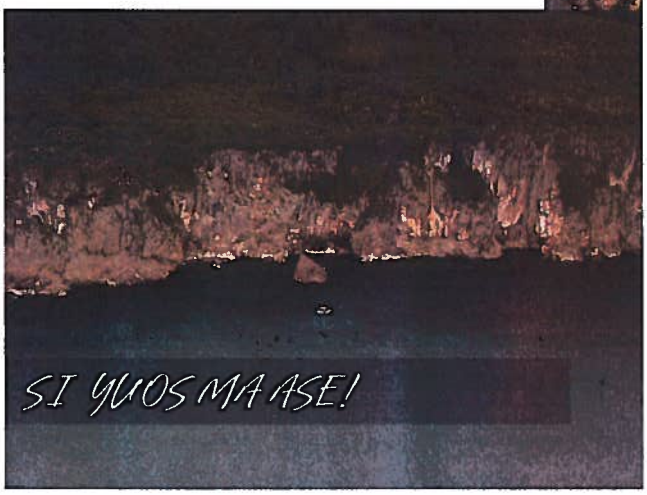
HOW RECENTLY HAVE YOU VISITED GUAM?



Almost of quarter of survey participants have not visited Guam in over 5 years!







REPORT OF ADK

Report by Mr. Hoshino:

- PR/Promotion
- InstaGuam Campaign
- Treasure Hunting Promotion
- Tourism Expo Japan 2018
- FY2019 Campaign Calendar
- Golf Campagin
- Rakuten Open
- Student Campaign
- Media Update

GUAM

JMC Meeting – September

FY 19 Plan for Japan Market

GUAM

2018 Current and upcoming programs

October 9, 2018, 2018
ASATSU-DK INC.

ADK

PR : Past_ Autumn.

GUAM

Media title: Non-Stop (TV Program)
TV station: CX + 19 local TV stations
On air time 9:50am – 11:25 am
Number of viewable households: Approx. 57,476,000
Exposure: September 20, 2018
Exposure Length: 30min.
Ad Value: $391,137.54
ROI: 152 times



ADK

PR : Upcoming_ Nov.

GUAM

Media Title: GLITTER (Magazine)
Circulation: 100,000
Target : F1
Issue date November,7th,2018
Ad Rate: 4C1P \1,500,000
Exposure: Color, 26P
15,000 copies of 4C20P Guam Guide booklets

Ad Value: $354,223.00
ROI: 10 times



ADK

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PR : Upcoming_ Nov.

GUAM



Media Title: mamagirl (Magazine)
Circulation: 110,322
Target : F2, F3
Issue date November 28, 2018
Ad Rate: 4C1P \1,600,000
Exposure: Color, 4~6pages

Ad Value: $87,896.00
ROI: 19.2 times

ADK

PR : InstaGuam _CP Posted Photos

GUAM

GVG current SNS followers as of October 3rd, 2018
Instagram: 13,924 <= 0 (a year ago)
Facebook: 24,103 <= 8,700 (a year ago)



ADK

PR : InstaGuam Campaign Prize Application Result

GUAM

● As of September 3, 2018

		Instagram	Twitter	Facebook	
50,000 JPY JCB coupon	8/27-9/2	118	0	1	119
	9/3-9/9	96	0	2	98
	9/10-9-16	63	0	0	63
	9/17-9/23	56	3	0	59
	9/24-9/30	72	0	2	74
	Subtotal①	405	3	5	413
10,000 JPY JCB coupon	8/27-9/2	2	4	0	6
	9/3-9/9	1	4	0	5
	9/10-9-16	5	2	0	7
	9/17-9/23	1	2	0	3
	9/24-9/30	4	7	0	11
	Sub total②	13	19	0	32
	Grand Total (①+②)	418	22	5	445

ADK

SP: 2018 Guam Treasure Hunting Promotion

GUAM



Akigami san,

Would you please report current status AGAIN?



SI Yu'os Ma'åse'
THANK YOU

ADK

SP: Tourism Expo Japan 2018

GUAM



ADK

SP: Tourism Expo Japan 2018

GUAM

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

The Number of SPIKE Coffee Served @ GUAM Booth

	Sept 20		Sept 21		Sept 22		Sept 23	
	Stamp	Others	Stamp	Others	Stamp	Others	Stamp	Others
10:00-11:00			80	27	83	19	107	11
11:00-12:00			87	10	150	19	198	7
12:00-1:00	73	9	101	7	123	9	151	6
1:00-2:00	74	28	84	19	147	13	132	10
2:00-3:00	53	30	65	23	140	12	243	7
3:00-4:00	80	9	52	20	153	8	150	19
4:00-5:00	83	7	56	10	117	9	53	8
5:00-6:00	49	11	27	10	48	33		
Sub-Total	412	94	532	126	961	122	1,034	69
Total	506		658		1,083		1,103	
Grand Total							3,350	

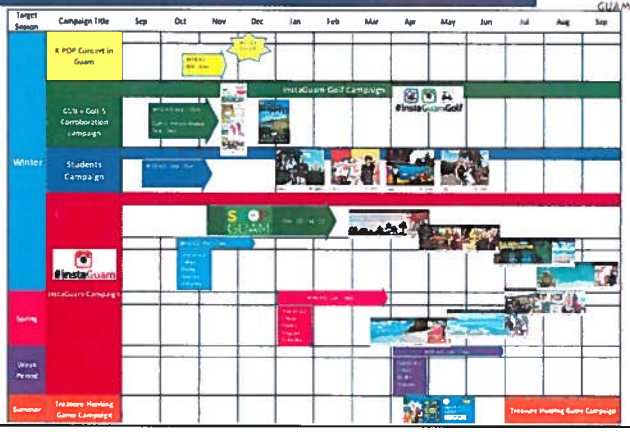
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GUAM

FY2019 Communication Plan

FY19 Campaign Calendar

GUAM



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GUAM VISITORS BUREAU
グアム政府観光局

JAPAN MARKETING COMMITTEE MEETING
1:30 PM – Tuesday, October 9, 2018
GVB Main Conference Room

InstaGuam Golf Campaign

#instaGuamGolf

Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.

Year -round #instaGuam Golf Campaign

Sept. 21 (Fri.) – Nov. 18 (Sun.), 2018
Golf 5 customers spending a minimum of ¥10,000 (incl. tax) will be entered in draws for Guam vacations, etc.
Golf 5 shops: Placement and distribution of Guam promotion tools
・Guam golf PR booklet,

Guam visit promotion period
December –February

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InstaGuam Golf Campaign Web Media

Banner	Media Type	AD Menu	Type	Period	Imp	Unit	Click (TG Pv)	CTR
InstaGuam Golf Campaign (Oct. – Nov.)								
PC&SP	GDN	Google Display Network Target : Golf Fan, Golf Brands,	Still Image		37,590,000	imp	38,000	0.08%
PC&SP	Facebook	Link Ad Target : Golfer [Reach : 1,100,000pax]	Still Image		1,804,762	imp	16,238	0.90%

GDN



Facebook



ADK

InstaGuam Golf Campaign: Expected Media Exposure provided by golf 5

$1.00 = JPY110

Media Type	Exposure Date	Media	Media Cost
Magazine	9/25	Golf Digest(Weekly)	$1,740.00
Magazine	10/9	Golf Digest(Weekly)	$1,740.00
Magazine	9/25	Par Golf (Weekly)	$1,740.00
Magazine	10/9	Par Golf (Weekly)	$1,740.00
Magazine	9/21	Golf Digest (Monthly)	$2,2[illegible]
Magazine	10/5	Golf Today (Monthly)	$1,638.36
Movie	9/21 ~ 11/17	Golf Network	$26,704.55
Movie	9/21 ~ 11/17	YouTube	$1,136.36
WEB	9/21 ~ 11/17	GDN, YDN,	$40,909.09
WEB	9/21 ~ 9/27	Rakuten GORA Banner	$0.00
WEB	9/21	Rakuten GORA News Mail Magazine	$0.00
WEB	9/21	Rakkuten Targeting Mail	$12,727.27
WEB	10/5 ~ 10/11	Rakuten GORA Banner	$0.00
WEB	10/5	Rakuten GORA News Mail Magazine	$0.00
WEB	10/5	Rakkuten Targeting Mail	$12,727.27
WEB	9/21	Par Golf Facebook	$454.55
WEB	10/5	Par Golf Facebook	$454.55
WEB	9/21 ~ 9/27	Minna no Golf Digest	$909.09
WEB	10/5 ~ 10/11	Minna no Golf Digest	$909.09
WEB	9/21 ~ 10/4	Par Golf Plus	$4,545.45
WEB	10/5 ~ 11/7	Par Golf Plus	$4,545.45
WEB	9/21	Tokubai	$2,045.45
WEB	10/19	Tokubai	$6,136.36
Flyer	9/21	Nationwide (B4)	$83,412.73
Flyer	10/5	Nationwide (B4)	$41,706.36
Newspaper	9/21	Chukyo Shimbun (15 columns)	$9,720.00
Newspaper	10/5	Chukyo Shimbun (15 columns)	$4,860.00
Flyer	9/21	Hand out Flyer (300,000 copies)	$909.09
Secretariat Office			$13,634.34
		Total	$279,318.18

Note: Guam campaign information is one of whole other Golf 5 campaigns

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InstaGuam Golf Campaign POP Displayed at Golf 5 Stores

Full Size POP
Size: W600*X H1800
Displayed at 25 key golf 5 stores



A3 size POP
Displayed at 167 stores



Guam Golf Guidebook



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InstaGuam Golf Campaign Web site Landing Page :







ADK

Rakuten Japan Open Date : October 1st~ 7th 2018 (Preliminary match September 29th~30th)

AD in the Rakuten Japan Open Program



Flyer Front



Back



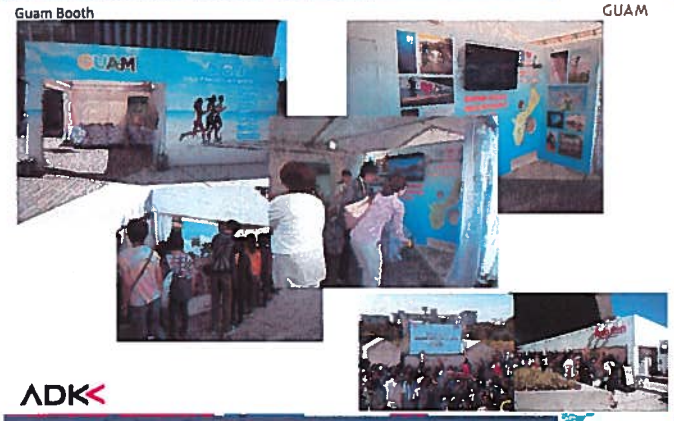
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GUAM VISITORS BUREAU
グアム政府観光局

JAPAN MARKETING COMMITTEE MEETING
1:30 PM – Tuesday, October 9, 2018
GVB Main Conference Room

Rakuten Japan Open Date : October 1st~ 7th 2018 (Preliminary match September 29th~30th)

Guam Booth



ADK

InstaGuam Student Campaign: Web Media

Device	Media Type	AD Menu	Type	Period	Imp	Unit	Click (IU Pv)	CTR
Student] (End Sep – Dec)								
PC&SP	GDN	Google Display Network Area : Tokyo, Osaka, Nagoya, Fukuoka Target : 18-24years old	Still image	9/24 -11/23	177,693,333	Imp	106,250	0.06%
PC&SP	GDN-Remarketing	Remarketing AD	Still image	10/24 -12/23	15,000,000	Imp	30,000	0.2%
SP	Instagram	Link Ad Carousel Area : Tokyo, Osaka, Nagoya, Fukuoka Target : 18-23years old Reach : 1,700,000	Still image	9/24 -11/23	4,444,444	Imp	35,556	0.80%
PC&SP	Twitter	Promoted Tweet & WebsiteCard [Student Travel]	Still image	9/24 -11/23	7,142,857	Imp	14,286	0.20%

WEB Banner AD



Instaguam Students Campaign Web site Landing Page :



InstaGuam Student Campaign: Web Media Re-Marketing AD (GDN)



ADK

InstaGuam Campaign (OL): WEB Media Period: Mid. Oct – End. Oct

Device	Media Type	AD Menu	Type	Period	Imp	Unit	Click (IU Pv)	CTR	Estimated Conversions
InstaGuam CP (Oct – Nov)									
PC&SP	Facebook Instagram	Reach & Frequency Link Ad Target : Young Female [目標リーチ: 4,740,241人]	Still image	1 month	14,224,751	Imp	42,674	0.30%	¥0.703
PC&SP	GDN	Google Display Network Female 18 – 34 years old	Still image	1 month	78,365,070	Imp	55,556	0.07%	¥0.063



ADK

InstaGuam Campaign (OL): Transit Media Area: Tokyo, Osaka, Nagoya, Fukuoka Period: Mid. Oct – End. Oct

Area		Train	No	Media	Size	Number of sheet	Exposure date	Start Date	Traffic by / Per day
Tokyo	In train Poster (Above Window)	Tokyo Metro	1	In train Poster (2 sets) Ginza Line	B3 wide	600	2 weeks	10/17 - 30	1,087,123
		Tokyo Metro	2	In train Poster (2 sets) Marunouchi Line	B3 wide	800	2 weeks	10/17 - 30	1,281,172
		Tokyo Metro	3	In train Poster (2 sets) Hanzomon Line	B3 wide	760	2 weeks	10/17 - 30	998,181
	Intrain Hanging Poster	JR	4	In train Hanging Poster / Yamanote Line	B3 wide	800	1 week	10/22 - 28	4,785,000
Osaka	train Jack	Subway	5	Train Jack (Midousuji Line) *1train (10 cars)	B3 wide, B3 Door side Poster	Hanging Poster 164, Door side	2 weeks	10/28 - 11/10	28,209
	Station Signage	Hankyu	6	Digital Signage (Umeda Station) 15sec. X 20	B0 inch/3/12	6min in 15sec	1 week	10/15 - 21	505,359
Nagoya	Intrain Hanging Poster	Subway	7	Intrain Hanging Poster	B3 wide	2700	1 week	10/15 - 10/21	1,273,000
	Signage	JR	8	Digital Signage (Nagoya Station) West + East Full set	60 inch/ 50/100scren	2*30"roll in 15 sec.	1 week	10/22 - 28	417,800
Fukuoka	Station Poster	Nishitetsu Train	9	Nishitetsu Tenjin (Fukuoka) Tapestry & Twin Sheet	Tapestry: H5m x W1.5m	Tapestry 1, Twin Sheet 3	1 week	10/17 - 10/23	131,108
	Intrain Hanging Poster		10	Intrain Hanging Poster 1side Jack (Tenjin, Kaizuka Line)	B3 wide	2590	5 days	10/18 - 22	278,555
	Station Poster	Fukuoka Subway	11	Station Poster (5 types)	B0	32	5 days	10/18 - 22	159,156
	Intrain Hanging Poster		12	Intrain Hanging Poster	B3 wide	312		10/16 -21	426,451

InstaGuam Campaign (OL): Transit Media
Area: Tokyo

Above window Posters
Size: B3 wide x 2
Period: 10/17 - 30

JR Yamanote line In train Hanging poster





InstaGuam Campaign (OL): Transit Media
Area: Tokyo

In-train Hanging Poster
Size: B3 wide x 1
Period: 10/22 - 28

Subway In-train Hanging Poster





InstaGuam Campaign (OL): Transit Media
Area: Osaka

In-train Poster & Door side Poster
Size: B3 wide x 7, B3 x 4
Period: 10/28 – 11/10

Osaka subway Midousuji liner





InstaGuam Campaign (OL): Transit Media
Area: Osaka

In-train Poster & Door side Poster
Size: B3 wide x 7, B3 x 4
Period: 10/28 – 11/10

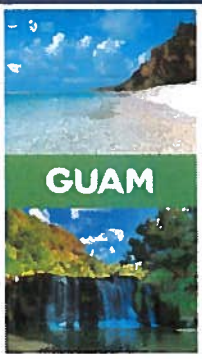
Osaka subway Midousuji liner





InstaGuam Campaign (OL): Transit Media
Area: Osaka

A type



Play button →

Hankyu Umeda station
Digital signage in front of the department store



Digital Signage
Size: 80inch /15 sec.
Period: 10/15 – 10/21

InstaGuam Campaign (OL): Transit Media
Area: Osaka

B type



Play button →

Hankyu Umeda station
Digital signage in front of the department store



Digital Signage
Size: 80inch /15 sec.
Period: 10/15 – 10/21

InstaGuam Campaign (OL): Transit Media
Area: Nagoya

In-train Hanging Poster
Size: B3 wide x 1
Period: 10/15 - 21

Nagoya subway In train hanging poster <7 days>

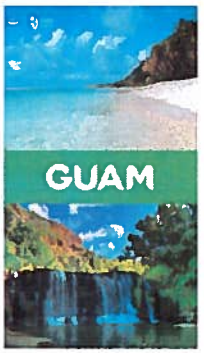




ADK

InstaGuam Campaign (OL): Transit Media
Area: Nagoya Period: Mid. Oct – End. Oct

A type



Play button →

JR Tokai AD Vision Nagoya



Digital Signage
Size: 60inch /15 sec.
Period: 10/22 – 10/28

ADK

InstaGuam Campaign (OL): Transit Media
Area: Nagoya

B type



Play button →

JR Tokai AD Vision Nagoya



Digital Signage
Size: 60inch /15 sec.
Period: 10/22 – 10/28

ADK

InstaGuam Campaign (OL): Transit Media
Area: Fukuoka



Nishitetsu Tenjin (Fukuoka) Station



Tapestry & Twin Sheet
Size: Tapestry; H5m x W3.5,
Twin sheet; H4m x W2m
Period: 10/17 – 10/23

ADK

InstaGuam Campaign (OL): Transit Media
Area: Fukuoka

In train Hanging Poster – 1 side Jack
Size: B3 wide x 7 posters
Period: 10/17 – 10/23

Nishitetsu Tenjin train In train Hanging Poster





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Subway Tenjin Series Poster

Tenjin Series Poster
Size: B0, SetB; 1set + 3sets, SetC; 4sets
Period: 10/16 – 10/22



Set B; 1set + 3sets



Set C; 4sets



ADK

InstaGuam Campaign (OL): Transit Media
Area: Fukuoka

Tenjin Series Poster
Size: B0, SetB; 1set + 3sets, SetC; 4sets
Period: 10/16 – 10/22

Subway Tenjin Series Poster



Set B, 1set + 3sets



Set C, 4sets



ADK

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InstaGuam Campaign (OL): Transit Media
Area: Fukuoka

Tenjin Intensive poster
Size: B0, 2set x 4
Period: 10/16 – 10/22

Subway Tenjin Intensive Poster









ADK

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InstaGuam Campaign (OL): Transit Media
Area: Fukuoka

In-train Hanging Poster
Size: B3 wide x 1
Period: 10/16 - 22

Subway In train Hanging Poster





ADK

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- For future Treasure Hunt promotions, President Denight suggested creating a Treasure Hunt Tour to be sold by travel agents. This will help those who might not be able to locate treasure boxes because they are too far or difficult to find.

REPORT OF SUBCOMMITTEES

OLD BUSINESS

- Rotary District Conference 2019 (to be held on Guam in February 2019)

NEW BUSINESS

- Mr. Murata asked if there are any plans for a travel agent fam tour this year. President Denight reported that there are no immediate plans to have one because we are in the middle of the RFP process. However, there are plans to have one in 2019.

ANNOUNCEMENTS

- Next JMC meeting will be on November 13, 2018 at 1:30pm

ADJOURNMENT

Motion made by Mr. Murata and seconded by Mr. Akigami to adjourn the meeting. Meeting adjourned at 2:53pm.

Minutes prepared by: _____
Karida Brennan, Marketing Coordinator

Minutes approved by: _____
Brian Borja, Marketing Manager