GVB Board Packet: December 13, 2018

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Thu, Dec 13, 2018 at 9

Date Received	Time Received	Date of Document	Description of Document	Department/Agency	Document Number
12-13-18	**8:49**	**12-13-18**	GVB board packet of December 13, 2018 *Email	Guam Visitor's Bureau	34GL-18-2643

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Vice Speaker Therese M. Terlaje
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DEC 13 2018
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7 attachments

- **Exhibit_B_TreasurersReport_Dec112018.pdf** 42K
- **Agenda_Dec132018.pdf** 679K
- **Exhibit_C_RNMMinutes_Dec042018.pdf** 641K
- **Exhibit_D_KMCMinutes_Dec042018.pdf** 1440K
- **Exhibit_E_JMCMinutes_Nov132018.pdf** 1869K
- **Exhibit_F_GCMCMinutes_Nov152018.pdf** 1772K
- **Exhibit_A_MINUTES_Nov082018.pdf** 7659K

2643

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

A G E N D A

I. CALL TO ORDER

II. MINUTES OF THE PREVIOUS MEETING Exhibit A

Approval of minutes of the previous Board of Directors meeting dated November 8, 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

MBC MUSIC K-POP CONCERT IN GUAM – JAPAN SUPPORT

Motion to ratify travel for the GVB Japan Acting Director to travel to Guam from November 29 – December 2, 2018 to provide on-the-ground support for the MBC Music KPOP Concert in Guam. Cost is $2,650.00; Account # JA-PRE002.

Airfare:	$1,000 x 1 pax			$1,000.00
Per Diem:	Guam		Days/Nights	
	GVB Japan Acting Director	$62.50	4	$250.00
Hotel Accommodations:	GVB Japan Acting Director	$200.00	4	$800.00
Japan Transportation	To and from airport	$100.00	2	$200.00
Guam Transportation	Rental car	$100.00	4	$400.00
			TOTAL:	$2,650.00

Background: The Guam Visitors Bureau (GVB) has partnered with MBC, one of Korea's top broadcasting networks, to produce and broadcast a music event on Guam featuring five (5) top K-Pop groups including TWICE, Supernova, JBJ95, ELRIS and Mighty Mouth. The MBC Music K-Pop Concert on Guam will be held at the Governor Joseph F. Flores Memorial Park, better known as Ypao Beach Park, on Saturday evening, December 1, 2018. The concert is absolutely free and open to the public. It will be broadcasted to millions of viewers across Asia and to millions more globally online.

K-Pop has become a popular genre of music and culture around the globe. Specifically for the Japan market, there are thousands of fans that will travel and consume products from this market. To date, nearly 2,000 tickets have been registered and issued to Japan. The support of the Acting Japan Director will serve several purposes to include sales support for the local receptive partners in the Japan travel trade, language assistance onsite at the event, and assistance with Japan media handling before and after the concert.

Furthermore, while on Guam, GVB will arrange for meetings to discuss upcoming sales and marketing promotions in the Japan market.

Issue: Board approval required for travel.

JMC MEETING AND FINAL BOARD MEETING

Motion to ratify travel for the GVB Japan Acting Director to travel to Guam from December 10 – 14, 2018 to attend a Japan Marketing Committee (JMC) Meeting, the final Board Meeting of the calendar year and internal meetings. Cost is approximately $3,012.50; Account # JA-GAMAL001.

Airfare:	$1,000 x 1 pax			$1,000.00
Per Diem:	Guam		Days/Nights	
	GVB Japan Acting Director	$62.50	5	$312.50
Hotel Accommodations:	GVB Japan Acting Director	$200.00	5	$1,000.00
Japan Transportation	To and from airport	$100.00	2	$200.00
Guam Transportation	Rental car	$100.00	5	$500.00
			TOTAL:	$3,012.50

Background: GVB Japan Acting Director Hiroshi Kaneko will attend the year's final meetings with the Japan Marketing Committee (December 11, 2018) and the Board of Directors (December 13, 2018). As the calendar year comes to a close it will be advantageous for Mr. Kaneko to meet with appropriate industry partners to discuss upcoming sales and marketing activities. We will also schedule internal meetings with Mr. Kaneko to discuss concerning Japan office administration.

Issue: Board approval required for travel.

B. ADMINISTRATION & GOV'T RELATIONS

C. RUSSIA & NEW MARKETS

Committee minutes dated December 4, 2018 **Exhibit C**

D. KOREA

Committee minutes dated December 4, 2018 **Exhibit D**

E. JAPAN

Committee minutes dated November 13, 2018 **Exhibit E**

GVB JAPAN REPRESENTATIVE OFFICE ORIENTATION

Motion to approve travel to Tokyo, Japan for the GVB President & CEO and two (2) GVB Marketing Staff – Japan for orientation and internal meetings with the Japan Representative Office. Projected month: January 2019. Estimated cost is $11,381.25; from account # JA-SMD008.

Airfare:	$1,000 x 3 pax					$3,000.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	GVB President & CEO	$332.50	5	$273.75	5	$3,031.25
	GVB Marketing Staff –	$266.00	5	$219.00	5	$4,850.00

	Japan (2 pax)					
Miscellaneous (Business communications, excess baggage, etc.):						$500.00
TOTAL:						**$11,381.25**

Background: In September 2018, GVB announced the reorganization of the Japan office operations. Since then, the Bureau has been working towards transitioning GVB Japan to an outsourced marketing representative. Barring force majeure, the contract for this service will be in place by early January 2019. To ensure a smooth transition, the President & CEO and two (2) Japan marketing staff will travel to Tokyo to hold an orientation with the new company. The agenda will be extensive and will include introductions, a briefing on GVB operations, job performance, and training in procurement, accounting, administrative processes, and office management. This orientation is crucial to the productivity and efficiency of the representative office.

Issue: Board approval required for travel.

T'WAY AIR INAUGURAL WELCOME FIESTA

Motion to approve travel for the following delegates to attend the Inaugural Welcome Fiesta for T'way Air's Nagoya-Guam flight on January 5, 2019 in Nagoya, Japan.
Estimated total cost is $21,587.00: $7,889.00 from account # JA-SMD008 and $13,698.00 from account # DM-CPO001.

Marketing

Airfare:	$1,000 x 3 pax					$3,000.00
Per Diem:	**Nagoya**	**Lodging**	**Nights**	**M&IE**	**Days**	
	Japan Marketing Committee Chairman/Designee	$371.25	3	$151.25	3	$1,567.50
	GVB President & CEO/Designee	$371.25	3	$151.25	3	$1,567.50
	GVB Marketing Staff – Japan	$297.00	3	$121.00	3	$1,254.00
Miscellaneous (Business communications, excess baggage, etc.):						$500.00
TOTAL:						**$7,889.00**

Culture

Airfare:	$1,000 x 6 pax					$6,000.00
Per Diem:	**Nagoya**	**Lodging**	**Nights**	**M&IE**	**Days**	
	GVB Senior Destination Specialist – Chamorro Culture/Designee	$297.00	3	$121.00	2	$1,133.00
	Two (2) musicians	$297.00	3	$121.00	2	$2,266.00
	Two (2) cultural dancers	$297.00	3	$121.00	2	$2,266.00
	One (1) Miss Guam	$297.00	3	$121.00	2	$1,133.00
Musicians' and Miss Guam's professional fees (3 pax)				$100.00	1	$300.00
Cultural dancers' professional fees (2 pax)				$50.00	1	$100.00
Miscellaneous (Business communications, excess baggage, etc.):						$500.00
TOTAL:						**$13,698.00**

Background: On December 29, 2018, T'way Air will launch its new regular service from Nagoya to Guam. This flight will operate every Saturday until the end of March 2019 increasing Guam's air seat capacity out of Japan by 188 direct flight seats per week.

At the request of T'way Air, GVB will be sending the Japan Marketing Committee (JMC) Chairman, the President & CEO, cultural entertainers, Miss Guam, and support staff to participate in the inaugural flight festivities on January 5, 2019. The ceremony will open with a dance performance by Guam's cultural musicians and dancers to commemorate this special occasion with a touch of Chamorro culture. The JMC Chairman and President & CEO will then deliver congratulatory remarks and participate in the ribbon cutting ceremony alongside T'way Air and Chubu Centrair Airport executives. Miss Guam will greet passengers with shell leis as they board the aircraft to express our appreciation for their patronage.

While in Japan, a strategic meeting will be scheduled with JGTC members, the JMC Chairman, President & CEO and Japan marketing staff.

Issue: Board approval required for travel.

GUMAMON LICENSING AGREEMENT

Motion to approve the Guam Visitors Bureau to enter into a licensing agreement with Gumamon for promotional purposes in Guam's various tourism source markets.

Background: Gumamon was founded in October 2016 as a loveable monster from the sea who loves Guam. He wants to protect Guam by eating pollution! His name comes from "Guma," meaning home in the CHamoru language and "mon," which stands for monster – Guam monster making Guam his home – Gumamon the Guamster.

For Guam natives and visitors alike, Gumamon will become a lovable icon synonymous with adventure and environmental preservation. Unlike any other brand, Gumamon is the only playful and relatable symbol of responsible eco-tourism. He will be embraced as a regional icon because he embodies the highest values of Island culture, ecological responsibility, and the vacationer's dream of discovery paradise.

The agreement outlines three key points below.

- Free licensing: of the mark and image for GVB and GVB members.
- Free merchandise: Gumamon will provide free merchandise for giveaways and incentives.
- Free appearances: for GVB events and missions such the Håfa Adai Pledge (HAP) and HAP Kids ceremonies.
- Community contributions: Continued beach clean-ups and educational initiatives.

GVB would like to build this partnership with Gumamon as a unique branding initiative, adding a new facet of Guam's image in its tourism source markets. The partnership will provide official GVB endorsement of Gumamon, but not on an exclusive level.

Issue: Board approval required.

GVB RFP 2018-008

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 2018-008 Tourism Destination Marketing Representation Services in Japan, and if successful, to enter into a contract.

Background: The solicitation period for this RFP was October 8 through November 19, 2018; and presentations by the potential Offerors were held December 12 and 13, 2018 in the GVB Main Conference room.

This contract shall commence January 1, 2019 through September 30, 2019 for the remainder of FY2019, along with three (3) one-year options to renew; and is subject to fiscal year-end performance reviews, availability and certification of funds from fiscal year to fiscal year.

Issue: Board approval required.

F. NORTH AMERICA & PACIFIC MARKETS

G. GREATER CHINA

Committee minutes dated November 15, 2018 **Exhibit F**

H. MEMBERSHIP & COMMUNITY OUTREACH

GVB MEMBERSHIP MIXER

Motion to approve up to $6,000.00 from the Membership Account Appreciation Mixer on December 17, 2018 from 6:00pm to 9:00pm.

Background: As a gesture of gratitude to members, GVB holds a Membership Appreciation Mixer during the holidays. This year's event will be held simultaneously with the opening of the Holiday Illumination Village (next to Tumon Sands Plaza), December 17, 2018, at 6:00pm. Event expenses include service for food, entertainment, giveaways and logistics.

Issue: Board approval required.

I. RESEARCH

J. VISITOR SAFETY & SATISFACTION

K. CULTURAL & HERITAGE

L. DESTINATION MANAGEMENT

TYPHOON MANGKHUT REIMBURSEMENT

Motion to approve a total of $72,575.56 for emergency pre- and post- typhoon safety measures for Typhoon Mangkhut which passed through Guam September 11, 2018. Funding source to be identified by GVB Management.

LMS - Tumon beach cleanup	$27,392.94
LMS - Tumon San Vitores road cleanup	$30,698.62
GET, LLX - island road cleanup	$11,534.00
Citi Development & Construction - removal and installation of solar power panels	$2,950.00
TOTAL:	**$72,575.56**

Background: Typhoon Mangkhut passed through Guam on September 11, 2018. GVB took necessary action to ensure that landscaping and infrastructure pre- and post- typhoon minimized safety hazards as much as possible. GVB has applied for FEMA reimbursement and if approved, GVB will receive 75% or reimbursable expenses.

Issue: Board approval required.

M. SPORTS & EVENTS

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

- Holiday Illumination Christmas Village Opening Night, December 17, 2018 at 6:00pm, next to the Tumon Sands Plaza
- Christmas Day December 25, 2018 and New Year's Day January 1, 2019 GVB office closure
- Membership Election Day, January 8, 2018

Upcoming Board Meetings:

- Thursday, December 27, 2018 at 3:30pm, GVB Main Conference Room
- Thursday, January 10, 2019 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

GUAM VISITORS BUREAU
55th ANNIVERSARY
1963 - 2018

BOARD OF DIRECTORS REGULAR MEETING
Thursday, November 8, 2018 – 3:30pm
Guam Visitors Bureau – Main Conference Room

BOARD OF DIRECTORS PRESENT:

Director Milton Morinaga	Director Bartley Jackson
Director Young Sook Hong	Director Theresa Arriola
Director Brad Kloppenburg	Director Katarina Sgro
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 Satoru Murata
Director Samuel Shinohara	

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight	Maura Yi	Rose Q. Cunliffe
Pilar Laguana	Nico Fujikawa	Dee Hernandez
Mark Manglona	Elaine Pangelinan	Nadine Leon Guerrero
Nicole Benavente	Colleen Cabedo	Regina Nedlic
Joshua Tyquiengco	Gabbie Franquez	

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:

I. CALL TO ORDER

Chairman Morinaga called the meeting of the board to order at 3:53 pm.

II. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Director Jackson made a motion, seconded by Director Kloppenburg, to approve the minutes of the previous board of directors meeting dated October 11, 2018.
Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

- Chairman Morinaga clarified the next meeting, November 22, 2018, is canceled due to the Thanksgiving holiday. The first meeting in December will most likely be last meeting for the year 2018 (due to the Christmas holiday). The current Governor and Legislative appointees will have to submit a curtesy resignation before the start of the new administration or before the swearing in of the 35th Legislature, respectively.

IV. PRESIDENT & CEO'S REPORT

GUAM VISITORS BUREAU
55TH ANNIVERSARY
1963 - 2018

GUAM VISITORS BUREAU

PRESIDENT'S REPORT
11-08-2018

1

RESEARCH

2

October 2018

October 1-31, 2018 **Total: 121,656 (+7.2%)**

% Market Mix	Origin	2017	2018	% to LY
35.4%	Japan	34,489	43,013	24.7%
50.1%	Korea	56,292	60,983	8.3%
1.6%	Taiwan	1,901	1,990	4.7%
1.1%	China	1,395	1,325	-5.0%
6.0%	US/Hawaii	5,318	7,262	36.6%
0.4%	Hong Kong	611	501	-18.0%
1.6%	Philippines	1,732	1,940	12.0%
0.3%	Russia	245	419	71.0%

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

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Calendar Year to Date 2018

January – October 31, 2018 **Total: 1,273,223 (-0.7%)**

% Market Mix	Origin	2017	2018	% to LY
35.0%	Japan	527,245	445,450	-15.5%
49.2%	Korea	553,724	625,902	13.0%
1.9%	Taiwan	28,448	23,582	-17.1%
1.1%	China	19,247	14,250	-26.0%
6.1%	US/Hawaii	63,703	77,908	22.3%
0.4%	Hong Kong	13,252	5,047	-61.9%
1.1%	Philippines	14,527	14,628	0.7%
0.3%	Russia	2,449	3,280	33.9%

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

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MARKETING

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MBC Music K-Pop Concert



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GUAM VISITORS BUREAU
55TH ANNIVERSARY
1963 - 2018

MBC Music K-Pop Concert

Total as of November 8, 2018: 8,544

% Market Mix	Origin	PAX
56.3%	Guam	4,809
11.8%	Korea	1,009
20.3%	Japan	1,735
2.9%	USA	252
1.1%	Taiwan	90
0.4%	China	36
0.2%	Hong Kong	20
3.3%	Philippines	283
0.2%	Russia	17
3.4%	Other	293

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Japan Marketing News

Saitama OK Club Courtesy Visit

- October 11, 2018
- 15th Anniversary
- Itinerary: Merizo Elementary School, Senior Citizen Center, Chamorro Village



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Japan Marketing News

30th Anniversary Reception for the Guam-Toi Town Two Lovers Point Sister Point Agreement

- October 26, 2018
- Venue: Puntan Dos Amantes and Terraza
- VIPs from Japan: Yutaka Kikuchi, Mayor of Izu City; Kazuyuki Goto, Branch Chief of Toi Branch of Izu City Tourism Association; Takato Noge, Chairman of Toi Hotel Cooperative



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Japan Marketing News

Launch of Jeju Air's Narita-Guam Charter Flight

- Partnership with Ken Real Estate and Jeju Air
- Operation began on October 28, 2018 and will continue for one year
- Operating daily on a Boeing 737-800 providing 185 economy seats



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Japan Marketing News

Kyushu Rainbow Pride

- November 4, 2018
- Reisen Park, Fukuoka
- Attendance: 9,000 pax
- Flyer distribution, Rainbow Parade, joint effort with Guam-Kai





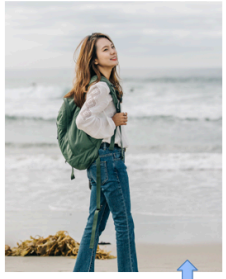


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Korea Marketing News

ONGOING & UPCOMING PROJECTS
2018 SHOP GUAM E-FESTIVAL

SHOP GUAM e-FESTIVAL 2018



	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
- **Korea Ambassador**
  - Jin, So Young
  - Instagram: 40,600 followers
  - Naver Blog: 8,447,997 followers

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GUAM VISITORS BUREAU
55TH ANNIVERSARY
1963 - 2018

Korea Marketing News

ONGOING & UPCOMING PROJECTS

HANA TOUR INTERNATIONAL TRAVEL SHOW (HITS) IN BUSAN





Guam Booth at HITS 2017

- **November 30 - December 2**
- 2nd annual show in Busan
- 30,000 visitors and 300 exhibition booths
- Possible meetings with airlines

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China Marketing News

First Shop Guam e-Festival Group Launch Ceremony
In Guangzhou and Shenzhen
October 27 – 28, 2018

- Guam musicians performance
- Children band performance
- Coloring Guam image









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China Marketing News





Håfa Adai Pledge signing with Ctrip

15

China Marketing News

Presentation about UGM
1000+ Participants
Exposure: $5,000





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North America Marketing News

East Coast Road Show

Google



- Meeting with Google Brand Accelerator Program manager, Cameron Kessel.
- Discussed the new FY2019 GVB digital programs and the upcoming significant event promotions such as the Shop Guam and K-POP concert.
- We also discussed new ideas for reaching emerging markets such as Malaysia, Singapore and India.



IWORLD OF TRAVEL

PATA Pacific Asia Travel Association NEW YORK CHAPTER

- GVB met with PATA NYC Chapter travel agents Elizabeth Chin, Simone Olivier Bassous, Antonio Merino, Raymond Zirkle, Antoinette Russo, and the I World of Travel President, Richard Krieger.
- We discussed Guam's latest product development, and the new GVB partnership with IWOT. Mr. Krieger from IWOT also talked about the vision of his company and the strategy to introduce Guam to the United State trade market.



- GVB met with Skift Founder and CEO, Rafat Ali, to discuss the Guam's latest product update and possible partnership.



- GVB met with Deborah Yun, the strategic partnership director from Epoch Times, to discuss Guam's 75th Liberation in 2019.

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North America Marketing News

International MICE Expo (IMEX) 2018

imex america

LAS VEGAS
OCTOBER 16-18, 2018





- 12,389 total participants including exhibitors
- 3,390 exhibitors representing 150 countries
- 60,000 prescheduled appointments
- 3,286 hosted buyers from 61 countries
- 2,566 trade attendees from 62 countries
- GVB conducted total of 32 total appointments
  - China x 16
  - USA x 7
  - Taiwan x 4
  - Japan x 1
  - EU x 2
  - Russia x 1
  - Media x 1

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GUAM VISITORS BUREAU
55TH ANNIVERSARY
1963 - 2018

Pacific Marketing News

GUAM

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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Pacific Marketing News

GUAM

ITB Asia 2018, October 17-19, 2018

- GVB conducted over 50 pre-scheduled appointments.
- Participated with BrandUSA and US Commercial Services from SouthEast Asia.




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Shop Guam e-Festival

GUAM



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Visitor Safety & Satisfaction

GUAM




The Coral Princess Cruise ship docked on Guam on November 4, 2018 & welcomed 1,950 passengers and 890 crew members to the island.

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V. TREASURER'S REPORT

Exhibit B

- In the absence of Director Shinohara, Director of Finance and Administration Cunliffe reported all FY2018 allotments have been received and FY2019 has yet to be received.

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

ANA LISA CID SERVICES

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

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

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

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**

Director Jackson made a motion, seconded by Director Kloppenburg to approve the travel calendar for FY2019 as presented.
Motion unanimously approved

Issue: Board approval required for travel.

C. VISITOR SAFETY & SATISFACTION

- Director Hong reported a male was apprehended, with the help of VSO, who was looking through visitors' belongings on the beach. A male body was recovered from the waters between the Westin Resort Guam and Lotte Hotel Guam, he is confirmed to be a member of the air force. Lastly, VSOs removed the squatter camp site in the jungles by Guma Trankilidat.
- Director Hong suggested posting an ad on the paper on tips for driving in Tumon or use President Denight's column to educate the public on driving etiquette along the major X-crosswalk. President Denight will follow-up with GEDA on the pedestrian crosswalk regulation.

D. CULTURAL & HERITAGE

E. DESTINATION MANAGEMENT

- GVB will assist DPW on Farenholt Avenue pavement, DPW to do the subsurface work and GVB will fund the asphalt, which will be outsourced through a bid.
- The right of way is being worked on for the Ypao road, another possibility could be to add a stairway from the top of the hill to the bottom.

F. SPORTS & EVENTS

- The Sports & Events committee will have their committee meeting tomorrow.

- The committee made a $10K sponsorship to the Marianas Pro as they will be having jiu-jitsu tournaments in Nevada, USA, Japan, and Korea.

G. MEMBERSHIP & COMMUNITY OUTREACH

- Membership election to be held January 8, 2019.

H. RESEARCH

- President Denight informed the board of the Korea visitor profile trend, which shows some interesting data such as more repeat visitors, larger families, longer stays. Top three motivating factors for Korean visitors were beach, safety, and relaxation but now it is beach, shopping, and price, respectively.

I. KOREA

Committee minutes dated October 22, 2018 **Exhibit E**

GVB RFP 2018-003

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

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.

- Director Jackson stated the team will be preparing departure to participate in the Hana Tour Travel Show in Busan for the end of the month.

J. JAPAN

Committee minutes dated October 9, 2018 **Exhibit F**

- Director Nault reminded the board the Rotary Club will be visiting February 2019, hotels and flights are filling up.
- Airline seat capacity for Japan flights are consistently increasing compared to last year. Seat capacity for the next year is continually being discussed. Load factor is also going up.
- Post JATA research data shows that sightseeing has become the number one motivating factor for Japanese visitors. And they tend to plan their itinerary via guidebooks rather than online on through websites.

K. NORTH AMERICA & PACIFIC MARKETS

L. GREATER CHINA

- President Denight stated the team is looking at the best marketing strategies for China with the current environment.

M. RUSSIA & NEW MARKETS

Committee minutes dated October 16, 2018 Exhibit G

- The Russian asylum community is continuing to grow, asylum seekers are coming to stay and it needs to be addressed.

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

- The GVB office is a One Marianas CNMI Drive drop off station for Supertyphoon Yutu relief efforts.

Upcoming Board Meetings:

- CANCELED (due to Thanksgiving holiday) - Thursday, November 22, 2018 at 3:30pm, GVB Main Conference Room
- Thursday, December 13, 2018 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

Director Arriola made a motion, seconded by Director Jackson, to adjourn the meeting. Meeting adjourned at 4:44 pm.
Motion unanimously approved

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

Board Minutes respectively submitted by Maura Yi, Executive Secretary

FY 2019							
		Appropriation		Received to Date			Balance
General Administration	$	3,600,000	$	300,000	8%	$	3,300,000 92%
Marketing	$	14,500,216	$	1,208,351	8%	$	13,291,865 92%
Sports & Events	$	850,000	$	70,833	8%	$	779,167 92%
Research	$	600,000	$	50,000	8%	$	550,000 92%
Cultural & Heritage	$	750,000	$	62,500	8%	$	687,500 92%
Visitor Safety & Satisfaction	$	950,000	$	79,167	8%	$	870,833 92%
Destination Development	$	1,085,000	$	90,417	8%	$	994,583 92%
TOTAL RECEIVABLES FY 2019	**$**	**22,335,216**	**$**	**1,861,268**		**$**	**20,473,948**

FY 2019			
	Budget	Expenditures to Date	Balance
Administration	**3,600,000**	**512,799**	**3,087,201**
Marketing			
Japan	8,000,000	807,694	7,192,306
Korea	2,250,000	3,895	2,246,105
Taiwan	650,000	10,381	639,619
Pacific Micronesia	180,000	-	180,000
North America	250,000	18,484	231,516
China	1,000,000	1,140	998,860
Russia	250,000	-	250,000
Hong Kong	230,216	-	230,216
Philippines	350,000	-	350,000
Branding	500,000	84,704	415,296
Social Media	340,000	-	340,000
Global Website	300,000	436	299,565
Printing Promotion	200,000	-	200,000
Total Marketing	**14,500,216**	**926,734**	**13,573,482**
Research	**600,000**	**67,360**	**532,640**
Sports & Events	**850,000**	**30,115**	**819,885**
Cultural & Heritage	**750,000**	**0**	**750,000**
Visitor Safety & Satisfaction	**950,000**	**113,838**	**836,163**
Destination Development	**1,085,000**	**167,180**	**917,820**
TOTAL	**22,335,216**	**1,818,025**	**20,517,191**

GVB RUSSIA & NEW MARKETS COMMITTEE MEETING
Tuesday, December 4, 2018, 10:00 a.m.
GVB Main Conference Room

PRESENT:	Bartley Jackson, Yuki Motoda, Nadia Romanenko, Ekateria Sablan, Connie Mayers
ABSENT:	Regina Nedlic, Carina Su, Elisha Lee, Jane Koo, Neil Urbano, Olga Tonkikh, Yoshihisa Otani, Yoshinori Oshita
GVB STAFF AND MANAGEMENT:	Pilar Laguaña, Gabbie Franquez, Frances Aguon, Sydney Leon Guerrero

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CALL TO ORDER

Chairman Bartley Jackson called the Russia & New Markets Committee meeting to order at 10:06 a.m.

APPROVAL OF PREVIOUS MEETING MINUTES

Ms. Nadia Romanenko made the motion and seconded by Ms. Ekaterina Sablan to approve the minutes of October 16, 2018. Motion approved unanimously.

REPORT OF THE CHAIRMAN

Chairman Jackson shared that this is our last Russia and New Markets Committee Meeting for the year and until further notice, his last meeting as the Russia and New Markets Committee Chairman. Chairman Jackson thanks all members for their support and participation during the past two years. Chairman Jackson added that Russia continues to be an important market for Guam and hopefully things continue to improve and that we can find an airline to provide direct service then we can get back on track with our goal of 20,000 visitor arrivals. Until then, we are maintaining our visitor arrivals at 4,000 – 4,500 for this fiscal year, which is dependent on the price of oil prices. It's a unique situation that when the price of oil is high, the ruble is much stronger and airfare prices are much higher. But when oil process is lower, the ruble is weaker and airfare is lower. Chairman Jackson also shared that he has been in the local news lately speaking about Russian asylum seekers and that this is becoming a big negative issue on Guam. It's unfortunate that there is a lot of propaganda and videos on social media today that explain to Russian citizens how to come to Guam, where to stay, what to do, and where to hang out to seek asylum. Chairman Jackson also shared that there is a lot of Russian asylum seekers that are homeless and get daily meals at the soup kitchen downtown. This situation is not a net positive for Guam. Ms. Pilar Laguaña shared that she has heard of Russian asylum seekers in the Department of Corrections (DOC). Chairman Jackson added that sometimes when Russian visitors declare, they get detained. Ms. Nadia Romenanko added that when Russian asylum seekers are in DOC they have free accommodations, meals, and are safe but at the cost of the tax payers of Guam. Ms. Ekaterina Sablan added that Russian asylum seekers with strong cases are granted. Ms. Ekaterina Sablan shared a story about a about a Russian man who has a social media handle, New Life on Guam. He is appealing his case for asylum on Guam and has many videos teaching others how to seek asylum on Guam, how to file tax on Guam, and obtain financial assistance (Quest card) from the Government of Guam. Chairman Jackson added that we didn't move quickly when we first heard about this issue, now there are several hundreds of videos on the web on how to seek asylum on Guam. The reality is that homeless Russian asylum seekers are a drag on the economy they are using our resources. Chairman Jackson noted that there are real cases of Russian citizens seeking asylum, but the vast majority seek this as a loop whole to not live in Russia anymore and take advantage of the system. Ms. Pilar Laguaña added that she recently visited the U.S. Department of Commerce is aware of this issue and it is on the radar.

REPORT OF GVB MANAGEMENT

A. Visitor Arrival Statistics

Ms. Gabbie Franquez reported on the visitor arrivals as of November 22, 2018. Russia arrival numbers month-to-date is 346, which is a 74.7% increase as compared to last year. Total calendar year to date 2018 is

seen to have increased by 3,626, which is a 37% as compared to last year. Fiscal year to date 2019 is also trending an increase of 72.7% as compared to last year with 765 visitor arrivals.

Russia

GUAM

Visitor Arrivals as of November 22, 2018

Market	Total MTD 2017	Total MTD 2018	% to LY
Russia	198	346	74.7%

Market	CY 2017	Total CYTD 2017	Total CYTD 2018	% to LY
Russia	3,356	2,647	3,626	37.0%

Market	FY 2018	Total FYTD 2018	Total FYTD 2019	% to LY
Russia	4,013	443	765	72.7%

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

Note: November 2018 Daily Arrivals reflect Civilian Air arrivals only

Ms. Gabbie Franquez reported on the visitor arrivals from November 1-22, 2018 totaling 94,017. Russia arrival numbers has increased 74.7% with 346 visitors as compared to 2017. This comprises of 0.4% of the market mix.

November 2018

GUAM

November 1-22, 2018 **Total: 94,017 (+6.7%)**

% Market Mix	Origin	2017	2018	% to LY
0.4%	Russia	198	346	74.7%
43.0%	Japan	32,678	40,421	23.7%
43.6%	Korea	43,719	40,993	-6.2%
1.5%	Taiwan	1,496	1,401	-6.4%
0.7%	China	695	647	-6.9%
5.5%	US/Hawaii	4,114	5,180	25.9%
0.5%	Hong Kong	559	433	-22.5%
1.9%	Philippines	1,668	1,806	8.3%

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

Note: November 2018 Daily Arrivals reflect Civilian Air arrivals only

Ms. Gabbie Franquez reported on the calendar year to date visitor arrivals totaling 1,367,240. Russia arrival numbers has increased 37% with 3,626 visitors as compared to 2,647 in 2017. This comprises of 0.3% of the market mix.

Calendar Year to Date 2018

GUAM

January – November 22, 2018 **Total: 1,367,240 (-0.2%)**

% Market Mix	Origin	2017	2018	% to LY
0.3%	Russia	2,647	3,626	37.0%
35.5%	Japan	559,923	485,871	-13.2%
48.8%	Korea	597,443	666,895	11.6%
1.8%	Taiwan	29,944	24,983	-16.6%
1.1%	China	19,942	14,897	-25.3%
6.1%	US/Hawaii	67,817	83,088	22.5%
0.4%	Hong Kong	13,811	5,480	-60.3%
1.2%	Philippines	16,195	16,434	1.5%

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

Note: November 2018 Daily Arrivals reflect Civilian Air arrivals only

Fiscal year to date visitor arrivals totaling 215,673. Russia arrival numbers has increased 72.7% with 765 visitors as compared to 443 in 2017. This comprises of 0.4% of the market mix.

Fiscal Year to Date 2019

GUAM

October 2018 – November 22, 2018 **Total: 215,673 (+7.0%)**

% Market Mix	Origin	2018	2019	% to LY
0.4%	Russia	443	765	72.7%
38.7%	Japan	67,167	83,434	24.2%
47.3%	Korea	100,011	101,976	2.0%
1.6%	Taiwan	3,397	3,391	-0.2%
0.9%	China	2,090	1,972	-5.6%
5.8%	US/Hawaii	9,432	12,442	31.9%
0.4%	Hong Kong	1,170	934	-20.2%
1.7%	Philippines	3,400	3,746	10.2%

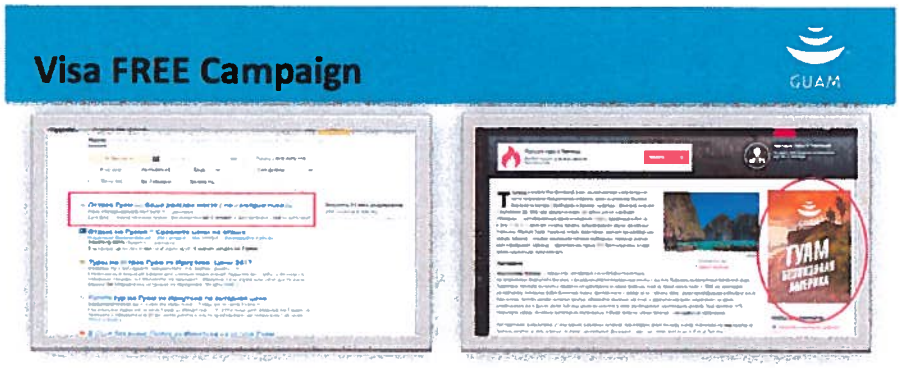
Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: November 2018 Daily Arrivals reflect Civilian Air arrivals only

OLD BUSINESS

A. Visa Free Campaign

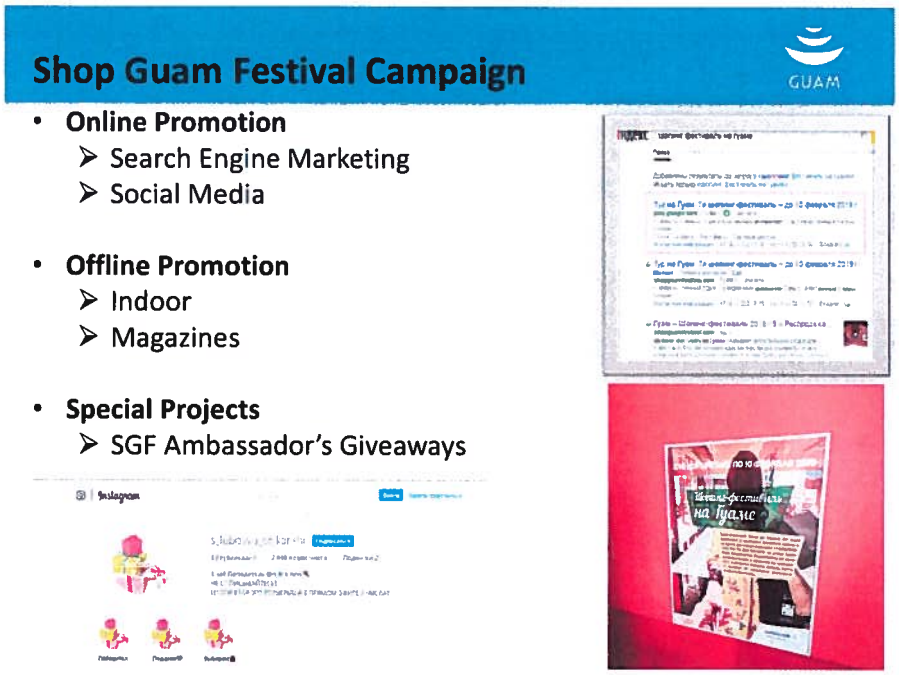
Ms. Gabbie Franquez shared that at the end of FY2018 during 4th quarter, we are initiated our Visa Free Campaign throughout of social media platform targeting our European travelers. The chart below shows the different source platforms that we displayed our visa free banner ads, the display counts, and click through rates. As mentioned in our previous committee meetings, GVB Russia Office ran into an issue with the use of the InstaGuam campaign because InstaGuam is too similar to the word Instagram. Therefore, we are extending the visa free campaign throughout the year.



Source	Displays Count	Clicks Count	CTR
Yandex SEM	28,863	1,300	4.50%
Google SEM	200,000	2,802	1.40%
YouTube	376,386	40,246	10.69%
tourister.ru	339,873	873	0.26%
tonkosti.ru	75,988	475	0.63%
Total	**1,021,110**	**45,696**	**4.48%**

B. SGeF Campaign

Ms. Gabbie Franquez shared that we are continuing to promote the Shop Guam Festival campaign. GVB Russia Office has engaged in online promotions through search engine marketing and social media posts. Additionally, GVB Russia Office has also promoted SGF with indoor and magazine ads. A special project that is on-going is the SGF Ambassador Giveaways, which is conducted by Ms. Karina Titova on her Instagram platform.



a. Discovery Tour

Ms. Gabbie Franquez shared that on November 13-17, 2018, Ms. Karina Titova visited Guam as part of the SGF Discovery Tour along with SGF Ambassadors from the other source markets. Since Ms. Titova's visit to Guam, she had made 12 photo posts and 38 stories to her account. The first giveaway had over 2,000 participants and the giveaway announcement post had over 13,000 comments. The eleven other prize giveaways will be conducted by Ms. Titova weekly throughout the SGF campaign.



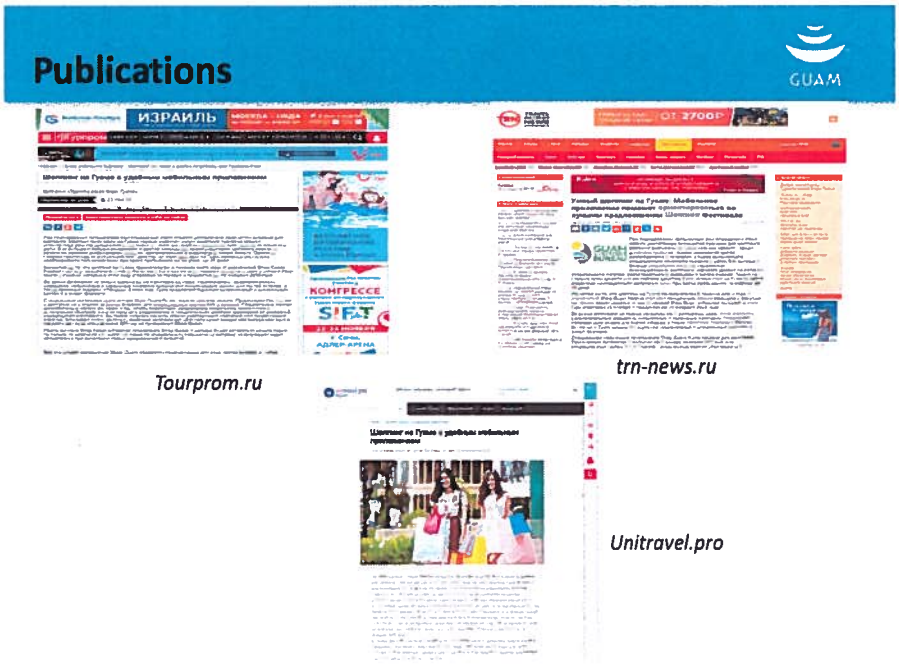
b. Co-op with KAL

Ms. Gabbie Franquez shared that Korean Airlines is participating in the SGF campaign by providing additional luggage space on the Guam – Incheon – Vladivostok route. This offer was also extended to include return trips to Moscow.



C. Publications

Ms. Gabbie Franquez shared our most recent publications and platforms that we ran in the month of November: Tourprom.ru, trn-news.ru and Unitravel.pro.

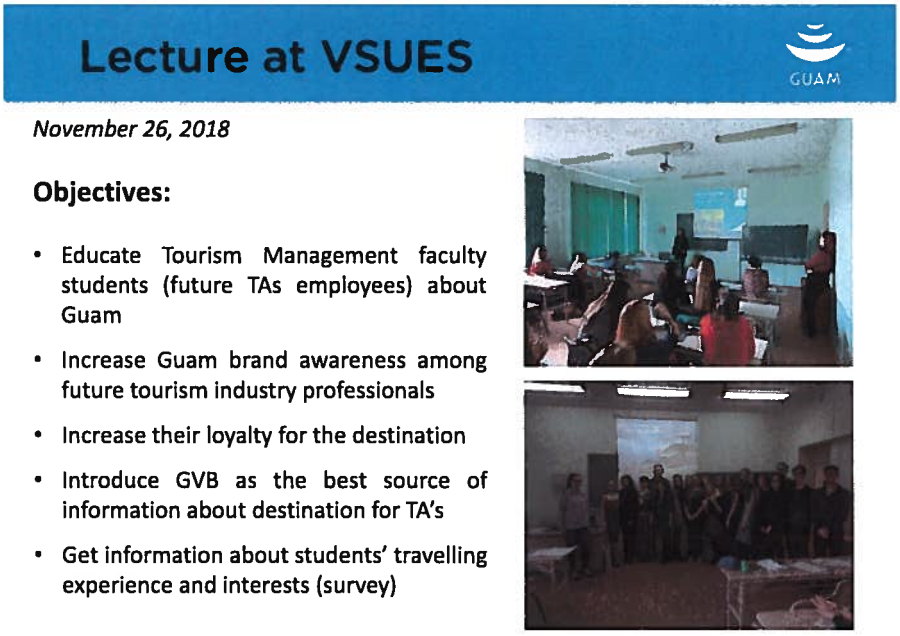


Ms. Gabbie Franquez shared as part of our SGF campaign, we had a publication in one of the most popular Russian online media publications, The Village. The article summarized ten reasons to visit Guam this winter and focused on advertising the SGF campaign, SGF mobile application, and the KPOP concert.



D. Lecture at VSUES

Ms. Gabbie Franquez shared that the GVB Russia Office recently completed a lecture at the Vladivostok State University of Economics and Service on November 26, 2018. The objective of this event was to educate young college students who aspire to be travel agents in Russia about Guam, increase Guam's brand awareness, and share that GVB Russia Office is available to TA to received information about Guam.



NEW BUSINESS

A. FY2019 Q2 Plans

Ms. Gabbie Franquez shared the plans for FY2019 Quarter 2 include promoting the Shop Guam e-Festival campaign and Shop Guam yearlong campaign through online and offline promotions. We also plan to engage with Korean Airlines in hope to extend the excess baggage promotion and a special fam tour with Zoe Paradigma.



Ms. Gabbie Franquez shared that our Shop Guam Ambassador last year was Ms. Zoe Paradigma. She enjoyed her stay in Guam last year that she has decided to come back to Guam with another travel blogger to explore Guam and share their experience with their subscribers. This fam tour is tentative for the end of February. The two bloggers will be paying for their airfare and hotel accommodations. GVB will be assisting with a tour guide, rental vehicle and mifi device.

Plans for Q2 FY2019

GUAM

Zoe Fam Tour - Special cooperation with Bloggers:

Tour to Guam

Dates: End of February, 2019
Partner bloggers:

- @zoe_paradigma(103k subscribers) – the Best Russian Travel Blogger 2017, participant of SGF Fam Tour 2017
- @miss_anastasia_u(301k subscribers)

Description: Partner bloggers create and promote Tour to Guam and Guam as a tourism destination among their subscribers from Russia. Bloggers make minimum 7 posts about Guam each (**expected media value around 14,000 USD**)



zoe_paradigma Follow
1,326 posts 102k followers 771 following
Travel Blogger | Зоя Зарайская



miss_anastasia_u Follow
3,391 posts 310k followers 400 following
Anastasia Romanova

ANNOUNCEMENTS

- Chairman Jackson shared that the next Russia & New Markets Committee Meeting will be announced at a later time.
- Ms. Nadia Romanenko shared that Pacific Islands Club will be celebrating their 7th Annual Russian Christmas on January 7, 2019.
- GVB will be hosting New Year's Fireworks. More details to come from GVB Management.
- Ms. Connie Mayers shared that Philippine Airlines will be switching to a bigger aircraft starting December 15, 2018 –January 13, 2019 twice a week. The new aircraft is a 300 seater wide body aircraft. Ms. Connie Mayers to send GVB HQ their international flight schedule.
- Ms. Gabbie Franquez shared that Hyatt Regency Guam will be hosting their Gingerbread House Warming today at 5:30pm. Information courtesy of Ms. Jane Koo.
- Chairman Jackson thanked all members for their participation in the Russia and New Markets Committee

ADJOURNMENT

Ms. Nadia Romanenko made a motion, seconded by Ms. Ekaterina Sablan to adjourn the meeting at 10:45 a.m.

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

Approved by: _____
Pilar Laguana, Director of Global Marketing

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

KOREA MARKETING COMMITTEE MEETING MINUTES
11:00AM - Tuesday, December 4, 2018
GVB Main Conference Room

Members Present:	**Members Absent:**
Akihiro Tani - Fish Eye Marine Park Cindy Chang - H.I.S Guam dba. Lea Lea Jae L. Yu - Tumon Bay Lobster & Grill Jong In Cheong - Leo Palace Resort Juno Eun - Bayview Hotel & Oceanview Hotel Katsutoshi Kabasawa - Lam Lam Tours & Transport Sayumi Ishioka - Micronesia Mall Soohyun Lee - Tumon Aquarium Sung Hoon "Terry" Chung - DFS T-Galleria Yoshinori Oshita - Guam Reef & Olive Spa Resort Young Chan Lee - Royal Orchid Guam Hotel	Ayisha McKinnon Asher Goldenburg - Guamster Bonnie Lee Alig - Anthology Research Carlos Taitano - University of Guam Da Un Jeong - The Westin Resort Guam Daisuke Sato - Watabe Guam Do Hyung "Nicky" Kim - Zeus Tours Elisha Lee - Lotte Hotel Guam Gun Park - Dusit Thani Guam Resort Hiromi Matsuura - Holiday Resort & Spa Guam In Cha - Hilton Guam Resort & Spa In Bum "Jason" Lee - Sheraton Laguna Guam Resort Jennifer Chae - Onward Beach Resort Guam Jenny Cheon - Hotel Nikko Guam Jennifer McFerran - International Dining Concepts Ju Hee "Jenny" Song - Outrigger Guam Beach Resor John S. Ko - Net Enterprises Mark Andserson - Nissan Rent A Car Stella Sohyun Bae - Hyatt Regency Guam Stephen Gatewood - Alupang Beach Club Sudipta Basu - Guam Plaza Hotel Sunardi Li - Sentry Hospitality Mai Perez - Tumon Sands Plaza Tae Oh - Baldyga Group Youngmin Kim - Pacific Islands Club
Guests/Alternate Members:	**GVB Korea/GVB Chairs/Mgmt. /Staff Present:**
Kaori Sablan - Fish Eye Marine Park Jade L. Law - University of Guam Kevin Carey - Bayview Hotel & Oceanview Hotel Kiyoko Kamohara - Lam Lam Tours & Transport Corey Santos - Pacific Star Resort & Spa Jung A.M. "Julia" Kondo - Guam Plaza Hotel Valerie C. Blas - Sentry Hospitality Annie Joo - Baldyga Group Yuki Motoda - Guam Reeef & Olive Spa Resort Jieun Kim - Pacific Islands Club Thomas Min - Pacific Islands Club	Bartley Jackson - KMC Chairman Bradley Kloppenburg - KMC Vice Chairman Young Sook Hong - KMC Vice Chairwoman Pilar Laguaña - GVB Director of Global Marketing Colleen Cabedo - GVB Marketing Manager for Korea

I. CALL TO ORDER

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

II. APPROVAL OF COMMITTEE MINUTES

KMC Vice Chairman Bradley Kloppenburg motioned for the approval of the minutes from our last meeting held on November 13, 2018. The motion was seconded by KMC Vice Chairwoman Young Sook Hong and unanimously passed by the committee.

III. REPORT OF THE CHAIRMAN

- Chairman Jackson reported on the Hanatour International Travel Show (HITS) in Busan held from November 30 – December 2, 2018. The Guam booth held a prime space in the show. Chairman Jackson said that the Busan market is important, although it is definitely not as large as the Seoul market and other shows held in Seoul.
- Chairman Jackson also reported on the MBC Music K-Pop Concert on Guam held on December 1. The concert was officially sold out and generated a lot of interest. GVB allocated more than 15,000 tickets online. The result of exposure is not yet completed, but Chairman Jackson said he anticipates the concert resulting in a lot of exposure. If the concert, which cost $1.5M, results in exposure of $20/30/40M in exposure, then Chairman Jackson said it would be worthwhile.

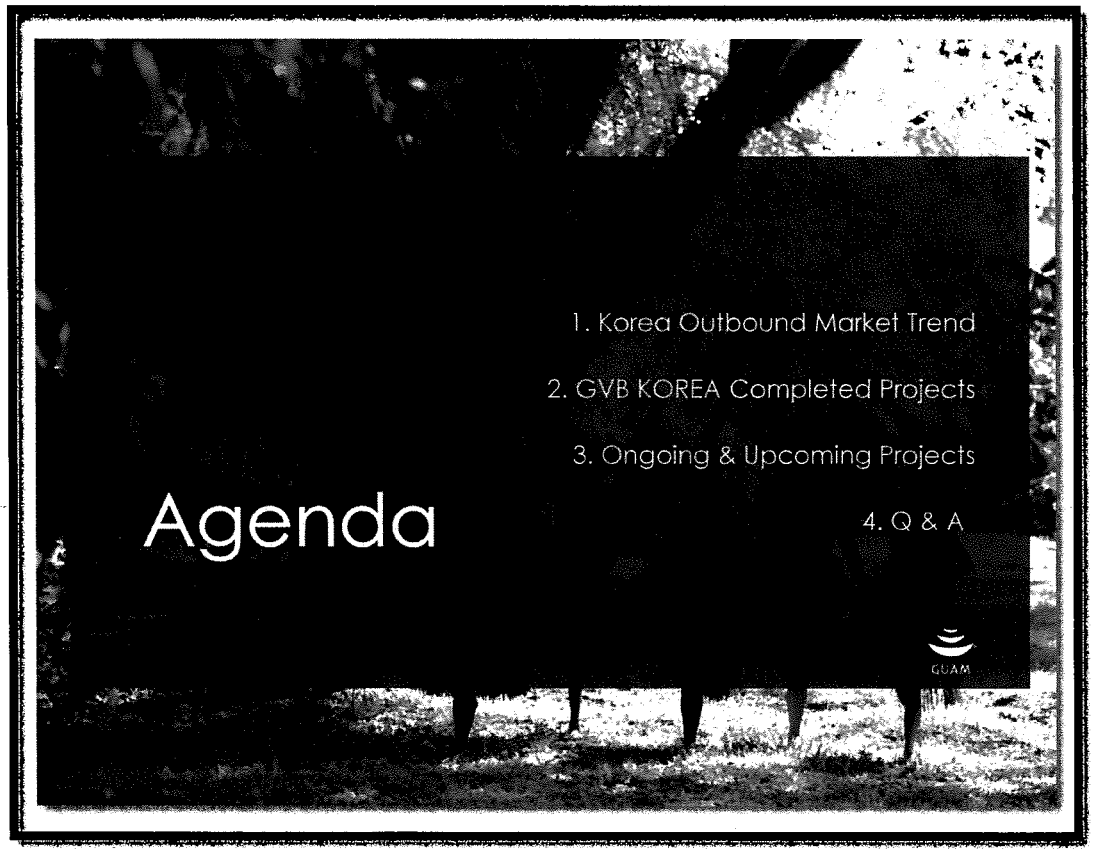
IV. REPORT OF MANAGEMENT

Management reserved report and deferred to Korea Account Director Jay Park for Marketing News.

V. KOREA MARKETING NEWS

Mr. Jay Park presented the latest Korea marketing news.


FY2019 GUAM VISITORS BUREAU
Korea Marketing Committee
GUAM VISITORS BUREAU
55 ANNIVERSARY 1963 2018
2018 DECEMBER 04 (TUE)

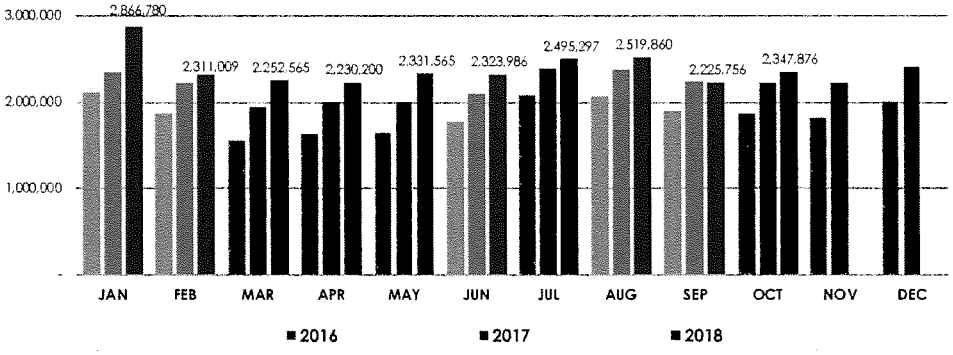

1. Korea Outbound Market Trend
2. GVB KOREA Completed Projects
3. Ongoing & Upcoming Projects
4. Q & A
Agenda
GUAM



KOREA OUTBOUND MARKET TREND

OVERALL MARKET TREND TO OVERSEAS

Total Number of Korean Outbound Travelers



- Total number of Korean outbound travelers: 2.3 million (2018 OCT) -> 5.2% increased vs. 2017 OCT
  2017 OCT YTD: 21.6 million -> 9.3% increased vs. 2017 YTD

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

GUAM VISITORS BUREAU | SETBISION BISITAN GUAHAN
401 Pale San Vitores Road I Tumon, Guam 96913 I Ph: (671) 646-5278 I Fax: (671) 646-8861 I www.visitguam.com

GUAM

KOREA OUTBOUND MARKET RESULT

AIRLINE CAPACITY TO GUAM IN NOVEMBER

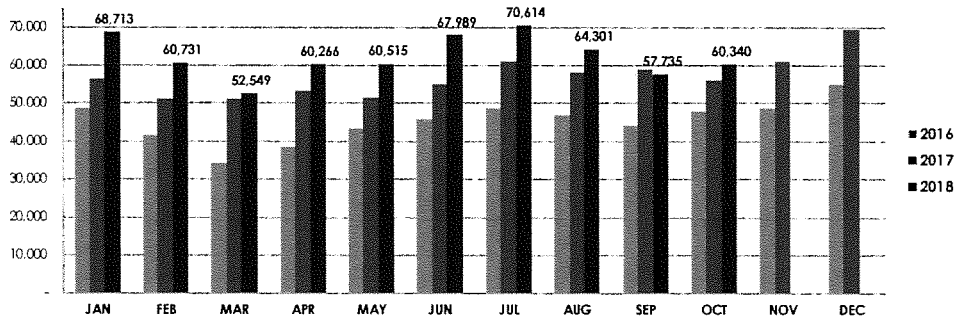
Total Number of Direct Flight Supply
approx. 65,940 seats

AIR BUSAN

KOREA OUTBOUND MARKET RESULT

KOREAN VISITORS TO GUAM IN NOVEMBER

Number of Korean Outbound Travelers – to Guam



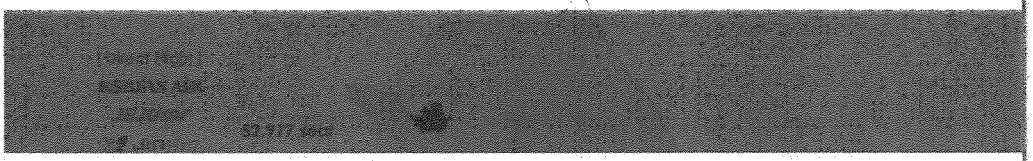
Guam Arrival	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
2018	68,707	60,768	52,549	60,266	60,515	67,989	70,614	64,301	57,735	60,340	40,993 (as of 11/22)		666,895
2017	56,341	51,181	51,383	53,517	51,576	55,033	61,097	58,411	58,880	56,292	43,719 (as of 11/22)	69,632	597,443
Growth Rate (%)	21.9%	18.7%	2.3%	13.0%	17.3%	23.6%	15.6%	10.1%	-1.8%	7.2%	-6.2%		11.6%↑

- Total number of Korean travelers to Guam: 40,993 (2018 November 22) -> 6.2% decreased vs. 2017
  2018 NOV CYTD: 666,895 -> 11.6% increased vs. 2017 CYTD

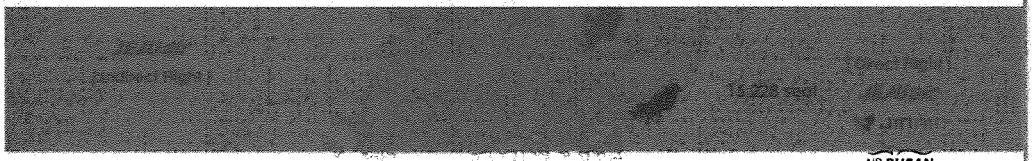


KOREA OUTBOUND MARKET FORECAST

AIRLINE CAPACITY TO GUAM IN DECEMBER



Total Number of Direct Flight Supply
approx. 68,145 seats

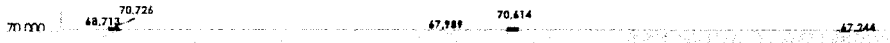


GUAM

KOREA OUTBOUND MARKET FORECAST

KOREAN VISITORS TO GUAM 3MONTH FORECAST

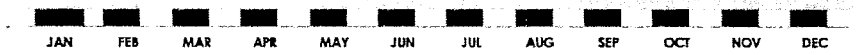
Number of Korean Outbound Travelers – to Guam



❖ **Major Changes on Airline Supply**

PROS:
Jin Air Aircraft Change B738 (189seat) -> B777 (393seat) 2019 Jan 07 ~ Mar 03

CONS
- ICN – GUM: Jeju Air 7C3108 (- 5,670)
- PUS – GUM: Korean Air KE2115 (- 2,484)



Guam Arrival	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2019	70,726											
2018	68,707	60,768	52,549	60,266	60,515	67,989	70,614	64,301	57,735	62,472	60,426	67,244
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%	7.2%	-1.1%	-3.4%



ONGOING & UPCOMING PROJECTS

2018 SHOP GUAM FESTIVAL



SHOP GUAM e-FESTIVAL 2018

	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

GVB KOREA COMPLETED PROJECTS

2018 SHOP GUAM FESTIVAL DISCOVERY FAM

Period: November 12 ~ 16, 2018

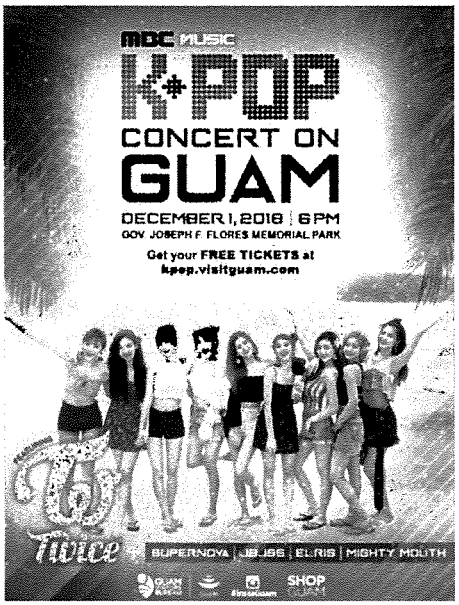
Objective:

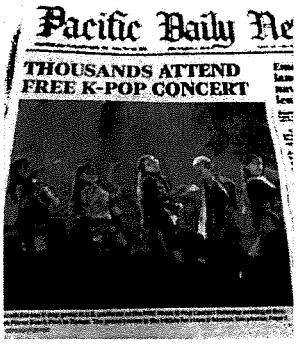
- Shop Guam e-Festival Ambassadors from Korea, Japan, Taiwan, China, Hong Kong, the Philippines, Russia, and North America have been selected by GVB to assist promoting the Shop Guam e-Festival in their respective countries. Their combined fan base on social media totals more than 12 million

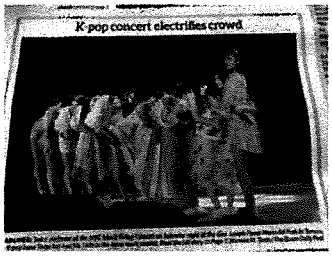


GVB KOREA COMPLETED PROJECTS

MBC MUSIC K-POP CONCERT ON GUAM







GVB KOREA COMPLETED PROJECTS

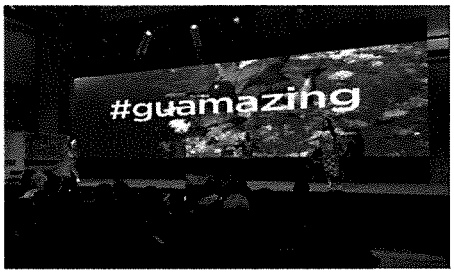
MBC MUSIC K-POP CONCERT ON GUAM



GVB KOREA COMPLETED PROJECTS

2018 HANA TOUR INTL. TRAVEL SHOW IN BUSAN











ONGOING & UPCOMING PROJECTS

2018 4TH ANNUAL GOLF TOURNAMENT IN GUAM

- **Title:** **2018 Mode Tour Pro Baseball Player in Guam**
- **Period:** **December 10 ~ 14, 2018**
- **Venue**
  - Preliminary Round: Starts
  - Final Round: Mangilao Golf Club
- **Participants**
  - 10 players from LPGA & KLPGA
  - 20 players from KBO Players
  - Team: 2 Players from each KBO Team X 1 KLPGA golfer
- **Broadcasting Plan**

	60min	Original air	10 times	rerun 20 times
MBC	60min	Original air	1 time	Final Match
MBC every1	60min	Original air	10 times	
MBC every1 Global Channel	60min	Original air	10 times	rerun 20 times
GOLF	60min	Original air	10 times	rerun 20 times



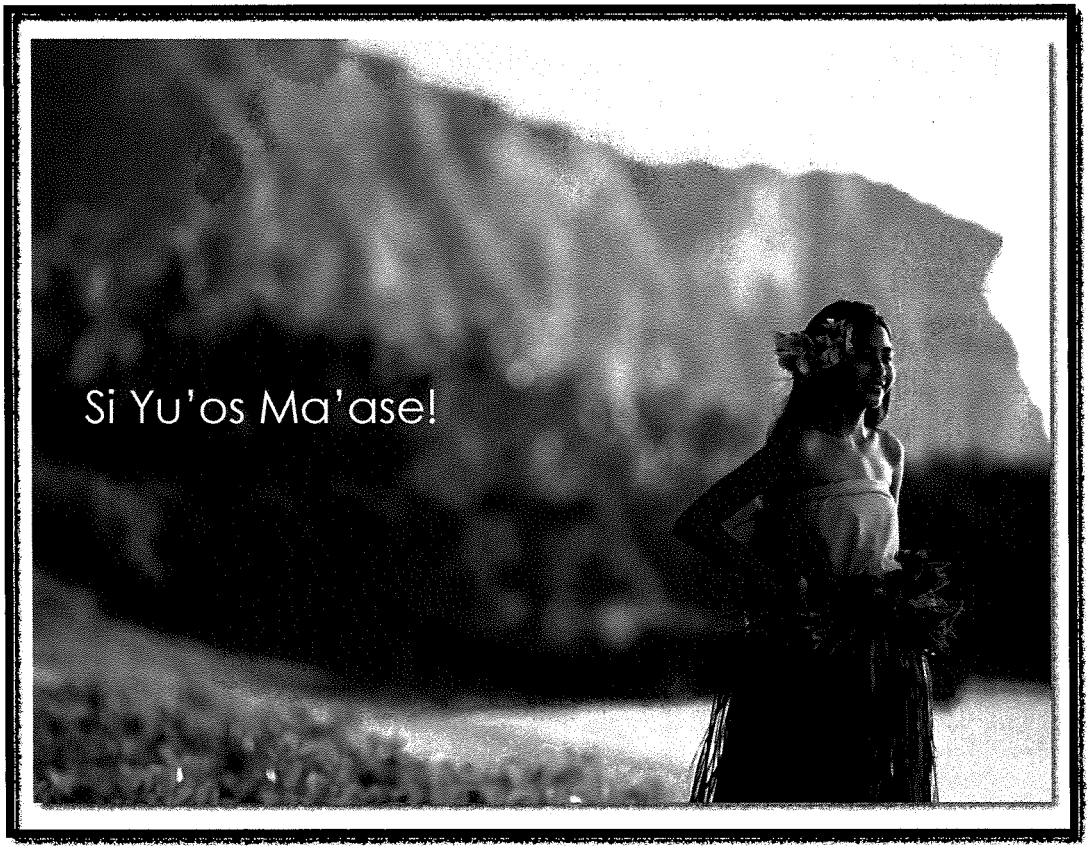
ONGOING & UPCOMING PROJECTS

TVN TV PROGRAM 'SOOMI'S SIDE DISHES'

- **Objective**
  - To expose Guam's beautiful environment through TV Program and generate high media value.
  - To promote Guam to potential Korean family travelers by exposing TV programs with many family-based viewers.
- **Period**
  - Pre-inspection: December 14 ~ 18, 2018
  - Actual Shooting: January 10 ~ 14, 2019
- **tvN "Soomi's Side Dishes"**
  - Broadcast date: Every Wednesday, 08:10pm
  - Running time: 60 minutes
  - Target Audiences: +30s generations, especially who are married homemaker & families
  - Average viewer rating: 3.8% ~ 5.6%





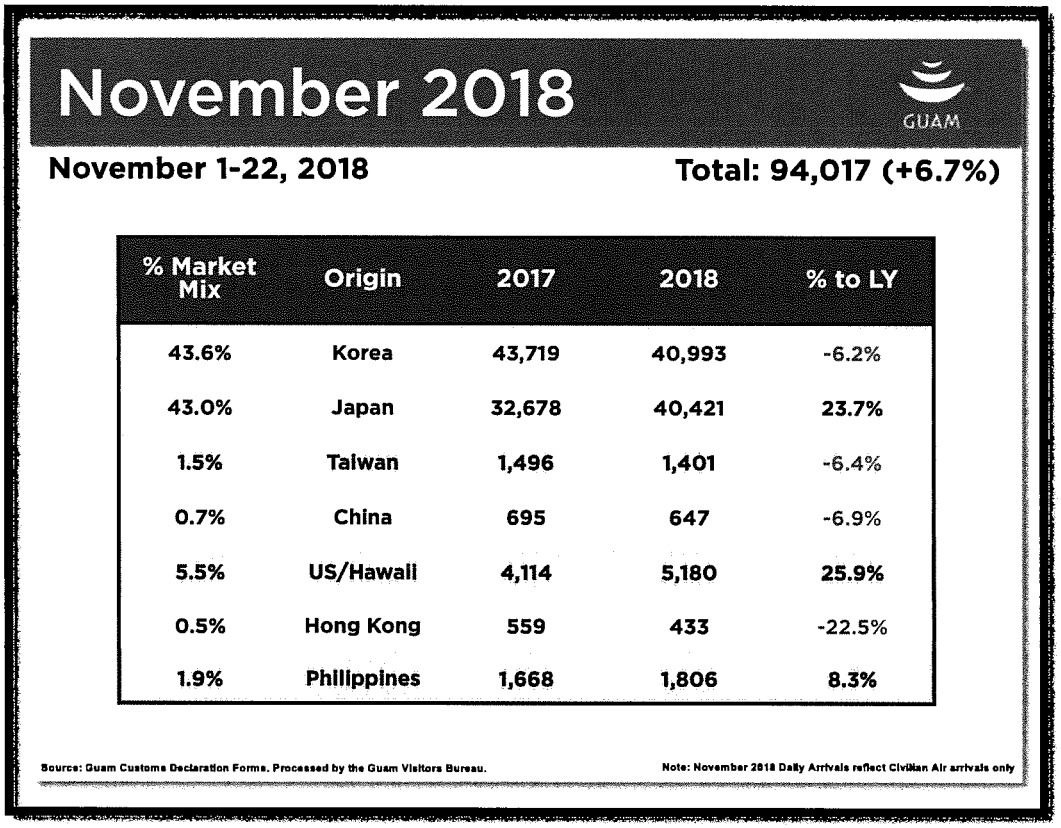


Discussion:

- Chairman Jackson said we look forward to receiving the data on the exposure generated by the MBC Music K-Pop Concert on Guam, as it was one of the larger and costlier events GVB has done. He said it's important to get a good idea of what the benefits are in order for GVB to make intelligent decisions about whether or not to do similar events in the future.
- Chairman Jackson opened the discussion to members for questions.
- Vice Chairwoman Young Sook Hong said that concert goers were obviously excited and that it was good there were alcohol-free zones. She also commented that Korean visitors of all ages attended the concert. She reported that members of the Korean Women's Association expressed their thanks to GVB for having this kind of concert that kids and teenagers can enjoy.
- Mr. Tae Oh said he thought we could have done more to promote the concert to tourists, such as giving tickets in advance to travel agents so they can sell packages. Some visitors also didn't know where they could park and take shuttle busses.
- Chairman Jackson said generally his impression was that we needed to plan the concert further out with six months lead time and hold these kinds of events in March or April from a weather standpoint.
- GVB Director of Global Marketing Pilar Laguaña said in terms of creating a tool to attract visitors to Guam, GVB needed six to eight months to work with tour wholesalers and travel agents to generate packages and pre-sell them. However, GVB was told that we would not have these particular K-Pop groups if the concert was held on a different date.
- Mr. Tae Oh also said that the translator for the concert did not translate well.
- Vice Chairwoman Young Sook Hong also suggested that for a future event, GVB could have Korean food vendors.

- Mr. Tani said he thought GVB did a good job putting on the event, considering how hard the staff must have worked in a short period of time to put the event together. He thought it was good for Guam and looked forward to the exposure highlighting Guam on an international platform.

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



November 2018

GUAM

November 1-22, 2018 **Total: 94,017 (+6.7%)**

% Market Mix	Origin	2017	2018	% to LY
43.6%	Korea	43,719	40,993	-6.2%
43.0%	Japan	32,678	40,421	23.7%
1.5%	Taiwan	1,496	1,401	-6.4%
0.7%	China	695	647	-6.9%
5.5%	US/Hawaii	4,114	5,180	25.9%
0.5%	Hong Kong	559	433	-22.5%
1.9%	Philippines	1,668	1,806	8.3%

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

Note: November 2018 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2018

GUAM

January - November 22, 2018 **Total: 1,367,240 (-0.2%)**

% Market Mix	Origin	2017	2018	% to LY
48.8%	Korea	597,443	666,895	11.6%
35.5%	Japan	559,923	485,871	-13.2%
1.8%	Taiwan	29,944	24,983	-16.6%
1.1%	China	19,942	14,897	-25.3%
6.1%	US/Hawaii	67,817	83,088	22.5%
0.4%	Hong Kong	13,811	5,480	-60.3%
1.2%	Philippines	16,195	16,434	1.5%

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

Note: November 2018 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2019

GUAM

October - November 22, 2018 **Total: 215,673 (+7.0%)**

% Market Mix	Origin	2017	2018	% to LY
47.3%	Korea	67,167	83,434	24.2%
38.7%	Japan	100,011	101,976	2.0%
1.6%	Taiwan	3,397	3,391	-0.2%
0.9%	China	2,090	1,972	-5.6%
5.8%	US/Hawaii	9,432	12,442	31.9%
0.4%	Hong Kong	1,170	934	-20.2%
1.7%	Philippines	3,400	3,746	10.2%

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

Note: November 2018 Daily Arrivals reflect Civilian Air arrivals only

- Chairman Jackson made a correction to the Fiscal Year to Date 2019 numbers — Korea had 101,976 (up 2.0%) and Japan had 83,434 in (up 24.2%).

VI. OLD BUSINESS

- Vice Chairwoman Young Sook Hong reported that a delegation from Boryeong City visited Guam and promoted its annual Mud Festival in July at the K-Pop Concert.
- GVB Director of Global Marketing Pilar Laguaña added that GVB has been invited to Boryeong's Mud Festival, a great family event, which will designate a day of the festival as "Guam Day". Guam holds an MOU of cultural exchange with Boryeong.

VII. NEW BUSINESS

- Ms. Jade Law reported that UOG will welcome students starting December 31, 2018, from 15 schools, 12 of which are Korean universities (totaling a little under 200 Korean students).

VIII. ANNOUNCEMENTS

- Chairman Jackson announced that this is the last KMC meeting of 2018. He reported that the terms for himself as the KMC Chairman, Vice Chairman Bradley Kloppenburg and Vice Chairwoman Young Sook Hong will be completed at the end of the year, and there will be a new Chairman and Vice Chairman in the new year. He thanked Vice Chairman Bradley Kloppenburg and Vice Chairwoman Young Sook Hong for their participation and leadership and thanked members for their participation and support in the KMC.

IX. ADJOURNMENT

- Vice Chairman Bradley Kloppenburg made a motion to adjourn, seconded by Mr. John Ko. The meeting adjourned at approximately 11:35am.

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 - TUESDAY, NOVEMBER 13, 2018

JMC MEMBERS PRESENT: Bill Nault, Satoru Murata, Monte Mesa, Terry Debold, Kiyoshi Kawano, Shoji Ogawa, Toshio Akigami, Mike Lee

OFF-ISLAND: Milton Morinaga, Tak Takano

OBSERVERS/GUESTS PRESENT: Kyoichi Aoki, Eilis Baldevia, Miwa Bravo, Dave Duenas, Hajime Fujiwara, Asher Goldenberg, Keiko Hirao, Katsutoshi Kabasawa, Sayumi Ishioka, Yoshiaki Kanemitsu, Ayisha McKinnon, Mitsue Nakamura, Mari Oshima, Yoshinori Oshita, Mai Perez, Kenji Sekine, Osamu Takahashi, Daisuke Sato, Shinji Ishibashi, Kiyoko Kamohara

ABSENT: Bonnie Alig, Mark Anderson, Kazu Atsuta, Valerie Blas, Jenny Carbullido, Michelle Chaco, Akiko Futakami, Akihiko Gondo, Tomoyuki Goto, Takamatsu Hiromichi, Kazunori Hotta, Masayo Ibay, Yusuke Imazu, Hiromi Matsuura, Naomi Miyama, Koji Nagano, Russell Ocampo, Simon Odoca, Shizuyo Okabe, Yoshihisa Otani, Kimi Passeur, Suzanne Perez, Derin Santos, Yoshiki Sato, Clifford Shoemake, Mitsunori Takahashi, Akihiro Tani, Sachiyo Tanimoto, Yuki Toshida, Bunichi Yamashita

GVB: Jon Nathan Denight, Brian Borja

ADK: Koichi Hoshino

GOOGLE HANGOUTS: Hiroshi Kaneko

CALL TO ORDER

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

APPROVAL OF MINUTES

Motion made by Mr. Mesa and seconded by Mr. Murata to approve the minutes of October 9, 2018. Minutes approved.

REPORT OF CHAIRMAN

Chairman Nault reported to the committee a summary of this year's main goal to raise air seat capacity by bringing more airlines and air seats. Chairman Nault also noted as 2019 approaches there is record-breaking charter flights, United has brought back the 777 aircraft and Ken Corp. has daily charters from Narita. From Osaka, there are three airlines servicing this city: two (2) LCC's and United airlines. Effective November 1st, it will be the first time this year's seat capacity has exceeded last year's and will be in effect until March 2019. There will be a possible decrease beginning March 2019 but management, Board and committee continue to work vigorously to sustain and/or increase seats and/or airlines. There will be new elections for the GVB Board and possibly new management next year. He thanked the committee members and observers for their support over the past year and reminded them that we need to continue to improve our destination. In October, Guam hosted visitors from Toi Town including the Mayor of Izu City for a reception to commemorate the 30th Anniversary of the Guam-Toi Town Two Lovers Point Sister Point Agreement. Chairman Nault announced the launch of the Shop Guam e-Festival and encouraged all to take advantage of the campaign's special offers. The MBC Music K-Pop Concert on Guam will be held at Ypao Beach Park on Saturday, December 1st featuring the #1 K-Pop group in Japan, TWICE and several other K-Pop artists. JATA TEJ 2019 will be held in Osaka, Japan due to the 2020 Olympic Games. Finally, GVB was approached by a popular TV program to film episodes on island. Details will be shared at a later date.

REPORT OF MANAGEMENT

President & CEO Denight reported on behalf of the management the following:

- Statistics
- Three Month Forecast
- Air Service Development
- Japan Seat Capacity
- Kanto Update
- Shop Guam FY2019
- PR & Marketing
- Homepage & SNS
- GW 2019 Update
- Price Comparison

GUAM

Japan Marketing Committee
November 13, 2018

October 2018

October 1-31, 2018 **Total: 121,656 (+7.2%)**

% Market Mix	Origin	2017	2018	% to LY
35.4%	Japan	34,489	43,013	24.7%
50.1%	Korea	56,292	60,983	8.3%
1.6%	Taiwan	1,901	1,990	4.7%
1.1%	China	1,395	1,325	-5.0%
6.0%	US/Hawaii	5,318	7,262	36.6%
0.4%	Hong Kong	611	501	-18.0%
1.6%	Philippines	1,732	1,940	12.0%

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

Calendar Year to Date 2018

January – November 2, 2018 **Total: 1,281,867 (-0.7%)**

% Market Mix	Origin	2017	2018	% to LY
35.0%	Japan	530,572	448,931	-15.4%
49.1%	Korea	557,692	629,927	13.0%
1.8%	Taiwan	28,510	23,623	-17.1%
1.1%	China	19,282	14,295	-25.9%
6.1%	US/Hawaii	64,068	78,384	22.3%
0.4%	Hong Kong	13,281	5,067	-61.8%
1.2%	Philippines	14,775	14,951	1.2%

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

Note: November 2018 Daily Arrivals reflect Civilian Air arrivals only

3 Month Forecast

(as of 13Nov.2018)

Month	2018/ 2019 Arrival Forecast	2018/ 2019 Capacity	2018/ 2019 LF	2017 2018 Arrival	2017/ 2018 Capacity	2017/ 2018 LF	Diff Arrival	Diff Capacity
November	56,000	73,951	76%	44,346	63,586	70%	+26%	+16%
December	57,000	79,647	72%	48,958	64,140	76%	+16%	+24%
January	56,000	80,130	70%	41,250	61,098	68%	+36%	+31%

(Data Source: Dao Mi, JGTA and other MI)

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)

Jan 2019
Narita
UA: 21 flights per week (3,486)
JL: 14 flights per week (2,786)
Nagoya
UA: 7 flights per week (1,162)
TW: 1 flight per week (189)
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
Nov
Narita 30 flights (5,580)
Kansai 24 flights (5,481)
Dec
Narita 40 flights (7,545)
Nagoya 5 (914)
Kansai 16 (2,991)
Fukuoka 1 (185)
Takamatsu 1 (156)
Hiroshima 1 (156)
Matsuyama 1 (185)
Jan
Narita 62 (11,563)
Nagoya 8 (1,504)
Sapporo 2 (342)
Matsumoto 1 (147)
(Total: 147 flights, 34,634 seats)

Air Service Development

(as of 13Nov 2018)

- **T'Way Airlines:**

New regular operation from Chubu to Guam.

- Port: Chubu Cetrair airport.
- Frequency: once a week. (Every Saturday)
- Date : December 29th , 2018 -
- Period: up to end of March, 2019.
- Capacity: 189 seats (B737-800)
- Schedule:

TW337 NGOGUM 10:00 14:30
TW338 GUMNGO 15:30 18:15

Additional charter flight will operate for January to March, 2019.

- Schedule:

TW9337 NGOGUM 10:00 14:30
TW9338 GUMNGO 15:30 18:15

Jan.19 : 6/9/16/23/30Jan.19
Feb.19 : 6/13/20/27Feb.19
Mar.19 : 6, 13-31Mar.19
Total : 33 days



Air Service Development

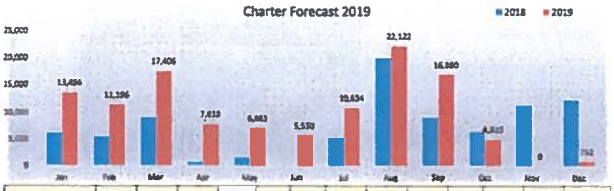
(as of 13Nov 2018)

Charter Forecast 2019

Total : 117,267 seats. (+ 32,133 seats, +138%)

2018 : 85,134 seats
2017 : 33,468 seats.
2016 : 20,515 seats.

Data Source : Dao Mi & other MI



Charter	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2017 Charter (165)	171	0	14,068	853	2,353	0	4,834	12,648	0	0	0	3,441	33,468
2018 Charter (465)	5,977	5,284	8,853	368	1,406	0	4,887	18,944	8,886	6,221	11,031	12,147	85,134
2019 Charter (630)	13,498	11,196	17,406	7,618	6,863	5,530	10,634	22,122	16,880	4,810	0	752	117,287
Diff (+ 165) vs 2018	225%	213%	197%	1346%	488%	—	218%	111%	190%	77%	0%	6%	138%

Confidential and subject to change

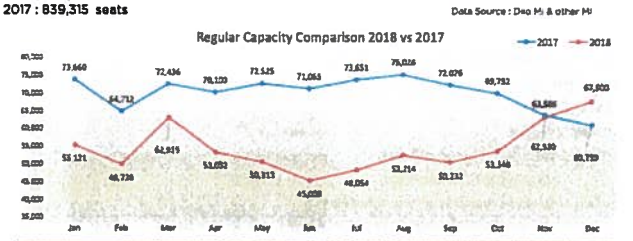
Japan Seat Capacity

(as of 13Nov.2018)

Regular capacity 2018

2018 : 650,403 seats
2017 : 839,315 seats

Data Source : Dao Mi & other MI



Regular	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2017 Regular (4,844 times)	73,660	64,712	72,436	70,120	72,525	71,063	73,651	79,026	72,076	69,752	63,586	67,903	839,315
2018 Regular (3,618 times)	53,121	48,726	62,915	53,052	50,313	45,038	48,054	53,214	53,232	53,346	52,330	50,739	650,403
Diff (-726 times)	-18,539	-15,986	-9,521	-17,067	-22,212	-26,025	-25,597	-25,812	-21,844	-16,384	-896	-17,164	-188,912

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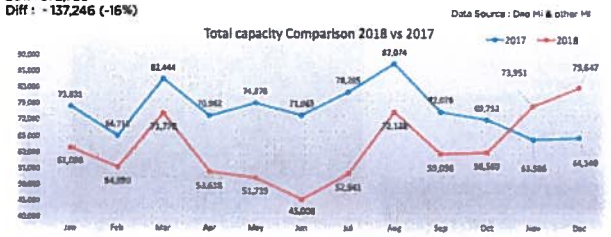
Japan Seat Capacity

(as of 13Nov.2018)

Total Capacity Forecast 2017 v.v. 2018

2018: 735,537
2017: 872,783
Diff : - 137,246 (-16%)

Data Source : Dao Mi & other MI



Total Capacity	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2017 (4,844 times)	73,660	64,712	72,436	70,120	72,525	71,063	73,651	79,026	72,076	69,752	63,586	67,903	839,315
2018 (4,084 times)	61,096	54,990	71,770	53,618	51,719	45,038	52,941	72,128	58,886	59,569	63,586	64,140	735,537
Diff (-406 times)	-12,733	-9,722	-666	-17,344	-23,159	-26,025	-25,344	-14,946	-12,978	-10,183	0	-3,763	-137,246

Confidential and subject to change

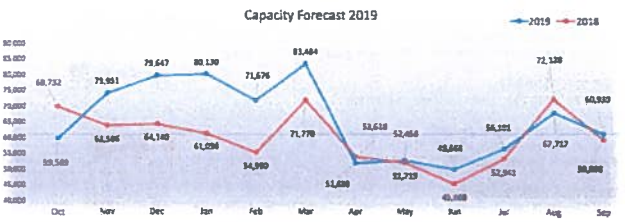
Japan Seat Capacity

(as of 13Nov 2018)

Capacity Forecast in 2019

FY19 : 787,099
FY18 : 719,828
Diff : +67,271 seats (+9.3%)

Data Source : Dao Mi & other MI



Capacity Forecast FY19	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
FY19 : Total capacity	59,569	73,951	79,647	80,130	71,676	83,484	51,688	52,458	48,868	56,181	67,717	60,930	787,099
FY18 : Total capacity	59,732	63,586	64,140	61,096	54,990	71,770	53,618	51,719	45,038	52,941	72,128	58,886	719,828
FY19 vs FY18	-0.3%	16.3%	24.2%	31.1%	30.3%	16.3%	-3.6%	1.4%	16.4%	6.1%	-6.1%	3.1%	9.3%

Confidential and subject to change

Kanto

(as of 13Nov.2018)

JAL Business Class campaign:

JAL:

- Sales period: 9/7 – 10/31.
- Travel period: 9/7 – 12/25, 1/7 – 3/20.
- Dep port : Narita
- Booking Source: JAL web.
- External site: Yahoo, Google.
- Price: ¥ 85,000 – (RT)
- Incentive: JAL point
  (10,000 e-JAL points for 50 pax)





Kanto

(as of 13Nov.2018)

JAL Golf campaign:

JAL:

- Sales period: 11/12 – 3/31.
- Travel period: November to March.19
- Dep port : NRT, KIX, NGO, FUK etc.
- Booking Source: JAL web.
- Product: Dynamic package.





Kanto

(as of 13Nov.2018)

Tway Shop Guam & K-pop campaign:

Tway :

- Joint Promotion (GVB x Tway)
- Sales period: 11/12 – 12/31.
- Travel period: Nov to Feb.19
- Dep port : Kansai
- Sales: Tway booking engine.
- External site: Yahoo, Google.
- Flight schedule: Double daily flight. (Oct-Dec.18)





Kanto

(as of 13Nov.2018)

JEJU Shop Guam & K-pop campaign:

JEJU Air:

- Joint Promotion (GVB x JEJU Air)
- Sales period: 11/7 - 1/31.
- Travel period: 11/10 – 2/10.
- Dep port : Kansai
- Sales: JEJU Air booking engine.
- Communication: official SNS.
- External site: Yahoo/Google.





Kanto

(as of 13Nov.2018)

LEOPALACE K-pop campaign:

Offer Exclusive Accommodation plan with fee transportation to Ypao park.

- Date of period: November 28th to December 5th, 2018
- Sales period: started.
- Room rate: $ 150 -
- Minimum stay: 2 nights
- Transportation: 15:00 departure from hotel.
  22:00 departure from Ypao.
- Guide customer to ticket registration through web





Kanto

(as of 13Nov.2018)

Seminar

Educational Travel Seminar and Workshop
in Tokyo organized by JATA on October 20, 2018

Hiratsuka Secondary School Orientation in Hiratsuka city, Kanagawa on October 25, 2018







Shop Guam FY2019

(as of 13Nov 2018)

Shop Guam Campaign.

- Campaign: 11Nov.18 – 28Feb.19
- Travel period : Nov.18 - Feb.19.

Promotion with TAs.

- Shop Guam flyers to retail shops nationwide.
- Starting from early November.
- Campaign page will be created in TA's Guam page. (still on-going)

JAPAN AIRLINES

Promotion with Airlines.

- Shop Guam flyers to deliver to their customer.
- JAL: cabin.
- United : Check-in counter at NRT, NGO, KIX and FUK.
- Tway: Check-in counter at KIX.
- JEJU: Check-in counter at KIX.

UNITED

t'way

Sales Campaign with Airlines.

Ticket sales campaign combined with Shop Guam & K-Pop concert.

- Tway: Nov - Feb.
- JEJU: Nov - Jan.

JEJUair

JTB HIS JALPAK 近畿日本ツーリスト 日本旅行

Shop Guam FY2019

(as of 13Nov 2018)

Shop Guam Flyers.

Partner Airlines:

JAPAN AIRLINES　UNITED　t'way　JEJUair



Shop Guam FY2019

(as of 13Nov 2018)

Shop Guam Flyers.

Travel Agency ; JGTC members

JTB　HIS　JALPAK　日本旅行



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

(as of 13Nov.2018)

OCTOBER

TYPE OF MEDIA	NAME OF MEDIA	EXPOSURE	MEDIA TARGET	LAUNCH DATE	COST TO GVB	ADVALUE
FREE PAPER	U SAO	1 page	OLIVE, F21	1-Oct-18	None	$7,837.01
RADIO	FM NORTH WAVE "GOING ABROAD FROM HOKKAIDO"	15 minutes	HOKKAIDO AREA	11-Oct-18	None	$27,631.58

NOVEMBER

TYPE OF MEDIA	NAME OF MEDIA	EXPOSURE	MEDIA TARGET	LAUNCH DATE	COST TO GVB	ADVALUE
MAGAZINE	TAIYAGO CLUB	1 page	FAMILY	5-Nov-18	None	$6,578.94
MAGAZINE	TRAVEL JOURNAL	4 PAGES	TRAVEL INDUSTRY	5-Nov-18	None	$19,298.74
MAGAZINE	GLITTER	2 pages + 1 gondola	EXPATS	7-Nov-18	$38,843.18	$342,109.78

DECEMBER

TYPE OF MEDIA	NAME OF MEDIA	EXPOSURE	MEDIA TARGET	LAUNCH DATE	COST TO GVB	ADVALUE
RADIO	FM NORTH WAVE "GOING ABROAD FROM HOKKAIDO"	15 minutes	HOKKAIDO AREA	TBC	None	$27,631.58

GVB Japan gained $88,946 worth free exposures during October-December.　1=114 yen



Homepage & SNS　As of 1 NOV

(as of 13Nov 2018)

GVB Website Visitors
User Total : 56,302 (+1,349)
Page View Total : 143,368 (+4,292)

TOP5 pages
1: Immigration　4: Weekly Guam
2: Question　5: K-pop concert
3: Money

GVB SNS Fans
Facebook Total : 24,189 (+86)
Twitter Total : 9,920 (+55)
Instagram Total : 13,804 (-120)

SNS engaging contents TOP3 (Facebook, Twitter, Instagram)



NO.1 Ipao Beach Park
Facebook
Day: Oct 28
Reach: 5,649
Like: 303



NO.2 Saturday morning
Facebook
Day: Oct 6
Reach: 4,724
Like: 273



NO.3 Guam museum
Facebook
Day: Oct 10
Reach: 5,332
Like: 224

Homepage & SNS　As of 1 NOV

(as of 13Nov 2018)

New campaign page and special page OPEN



MBC MUSIC K-POP CONCERT ON GUAM
https://kpop.visitguam.com/



Instaguam campaign
http://japan.visitguam.jp/campain/2018/instaguam/

GW 2019 Update

(as of 13Nov 2018)

Golden Week in 2019:

Background:
- 10 consecutive days off from April 27 to May 6 in 2019.
- Major wholesaler have already started selling Guam packages.
- Expecting additional capacity.

Current status:

Airtrip Corp. (former DeNa Travel)
- After Government announcement on October 12, air reservations is showing a tremendous growth.
- Line Travel
  - 1st : Hawaii
  - 2nd: Seoul
  - 3rd: Taiwan
  - 4th: Guam
- JTB
  - 1st : Hawaii
  - 2nd : Paris
  - 3rd : Guam



2019 GW Destination Ranking (as of 18Oct.18)		
Ranking	Destination	Growth rate
1st	Los Angeles	744%
2nd	Guam	600%
3rd	Singapore	382%
4th	Frankfurt	367%
5th	Taiwan	332%
6th	Cebu	322%
7th	Milan	286%
8th	Vancouver	282%
9th	New York	263%
10th	Paris	250%

Data source : Airtrip Corp

Price Competition

(as of 13Nov 2018)

Package Price:

Condition:
Destination: **Guam**
Departure month: January 2019
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
HIS	¥49,800	¥124,800	¥59,800	¥314,000
NTA	¥66,900	¥157,900	¥67,900	¥185,900
KNT	¥71,700	¥217,700	¥84,800	¥206,000
JTB	¥49,700	¥190,800	¥53,800	¥197,800
JALPAK	¥83,000	¥192,000	¥83,000	¥192,000
	(JL only)	(JL only)	(JL only)	(JL only)

Data source : TRAVELKO & subject change

Price Competition

(as of 13Nov 2018)

Package Price:

Condition:
Destination: **Taiwan**
Departure month: January,2019
Product: Package Product (web)
Duration: 3 nights 4 days
Carrier: JW/BR/CX/NH/CI/JL/MM/PR/3K/IT/GK/TR

Taipei	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	¥192,800	¥29,800	¥88,800
NTA	¥38,900	¥118,900	¥42,800	¥87,800
KNT	¥89,800	¥164,000	¥59,700	¥199,800
JTB	¥44,800	¥142,800	¥33,800	¥123,800
JALPAK	¥66,000	¥258,000	¥56,000	¥219,000
	(JL only)	(JL only)	(JL only)	(JL only)

Data source : TRAVELKO & subject change

Price Competition

(as of 13Nov 2018)

Package Price:

Condition:
Destination: **Korea**
Departure month: January 2019
Product: Package Product (web)
Duration: 3 nights 4 days
Carrier: any (direct)

Seoul	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	¥25,800	¥91,800	¥24,800	¥77,800
NTA	¥37,900	¥128,900	¥28,900	¥71,900
KNT	¥29,800	¥154,000	¥39,800	¥74,800
JTB	¥29,800	¥83,800	¥28,800	¥68,800
JALPAK	¥49,000	¥208,000	—	—
(via MNL)	(JL only)	(JL only)	(JL only)	(JL only)

Data source : TRAVELKO & subject change

Price Competition

(as of 13Nov 2018)

Package Price:

Condition:
Destination: **Cebu**
Departure month: January 2019
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	¥34,800	¥135,800	¥62,800	¥163,000
NTA	¥64,900	¥159,900	¥59,900	¥147,900
KNT	¥94,800	¥224,000	¥79,800	¥149,800
JTB	¥49,800	¥121,800	¥66,800	¥145,800
JALPAK	¥85,000	¥279,000	—	—
(via MNL)	(JL only)	(JL only)	(JL only)	(JL only)

Data source : TRAVELKO & subject change

Price Competition

(as of 13Nov 2018)

Package Price:

Condition:
Destination: **Hawaii**
Departure month: January 2019
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	¥89,800	¥429,800	¥69,800	¥512,000
NTA	¥106,900	¥257,900	¥121,900	¥365,900
KNT	¥94,700	¥389,000	¥125,000	¥469,000
JTB	¥88,600	¥417,000	¥59,800	¥435,000
JALPAK	¥102,000	¥810,000	¥117,000	¥986,000
	(JL only)	(JL only)	(JL only)	(JL only)

Data source : TRAVELKO & subject change



Discussion/Comments:

- Mr. Mesa asked what the 2019 market mix target is. He noted that we should synchronize efforts with TAs to achieve this goal. President Denight reported that our target for 2019 is 40%.
- Mr. Mesa then asked if the charter incentive plan will remain the same for this fiscal year. He advised management to work with the Legislature to increase the budget specifically for this area. President Denight stated that this program will remain the same - $20 per seat. He mentioned that the Board created an air service development account with $3M so for this

fiscal year, we will have enough funds to support the air service programs. For next fiscal year, the Board and management will work with the Legislature for a possible increase.

- Mr. Mesa stated that our marketing messages should be directed towards first-time travelers to Guam. Attracting first-time travelers will benefit optional tours and we have found success with this strategy in the past.
- Lastly, Mr. Mesa encouraged the team to promote InstaGuam spots. President Denight reported that we have an InstaGuam landing page featuring InstaGuam spots that were photographed with the AKB48 members.

REPORT OF ADK

Report by President & CEO Denight:

- 2018 Current and Upcoming Programs
- FY2019 Communication Plan
  - InstaGuam Golf Campaign
  - InstaGuam Student Campaign
  - K-POP Concert in Guam
  - InstaGuam Campaign
- Media Performance Report
- Tourism Expo Japan 2018
- FY2019 Campaign Calendar
- Golf Campagin
- Rakuten Open
- Student Campaign
- Media Update

GUAM

JMC Meeting – October

FY 19 Plan for Japan Market

GUAM

2018 Current and Upcoming Programs

November 13, 2018, 2018
ASATSU-DK INC.

ADK

PR : Past - Nov. MG



Guam Guide booklets

Media Title: GLITTER (Magazine)
Circulation: 100,000
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

ADK

PR : Upcoming - Nov. MG

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 : Upcoming - Jan. - Feb. TV





Ms. Ruriko Kojima / Navigate the program.

Program Title: Sekai no Umi wo Nozoitemiyo
TV Station: BS NTV
On Air Date & Time: January – February, 2019 19:00 – 20:54(TBD)
Number of viewable households:
Approx. 43 million households
Target : Diving lovers & Resort lovers in F2, F3, M2, M3
Exposure Date: January – February, 2019 (TBD)
Exposure Length: Approx. 20 – 30 min
Ad Rate: JPY240,000/15 sec.
Ad Value: $256,159.39

ROI: 19.2 times

ADK

PR : Upcoming - Feb. or Mar. – Magazine & Catalog



Media Title: Champion sports Golf Catalogue 2019 spring & Summer
Circulation: 20,000 copies
Issue date March, 2019
Exposure: Color, 24pages (TBD)



Media Title: EVEN (Magazine)
Circulation: 10,000 Nationwide
Issue date February or March , 5th, 2019 (TBD)
Exposure: 4C6P

Ad Value: $71,155.39

ROI: 2.5 times

ADK

PR : Upcoming - Mar. - TV







Media Title: Itadaki High Jump
TV Station: CX (Kanto Area Local)
On air Date & Time: Every Saturday 10:25 AM
Number of viewable households:
Approx. 19.87 million households
Target : F1, F2, F3
Exposure Date: March, 2019 (TBD)
Exposure Length: Approx. 75min/Regular program (25min.) x 3 times
Ad Rate: JPY1,390,000/15 sec.
Ad Value: $3,708,974.47

ADK **ROI: 69.5 times**

PR : Upcoming - End of Year 2019 to Beginning of year 2020.



Movie Tie-in "Tsuri Baka Nisshi"
Tsuri Baka Nisshi is a popular Japanese fishing comic serialized from 1979 to the present, exceeding 26 million copies issued.
Shooting will be held in Guam, overseas for the first time including all series.
Completion of the movie will be from end of year 2019 to beginning of year 2020 (TBD)

ADK

PR : InstaGuam Campaign Prize Application Result

- As of November 4, 2018

	Instagram	Twitter	Facebook	Total
10/15-10/21	116	2	0	118
10/22-10/28	91	1	0	92
10/29-11/4	88	0	1	89
Total	295	3	1	299

10/15 - 21



10/22 - 28



10/29 – 11/4

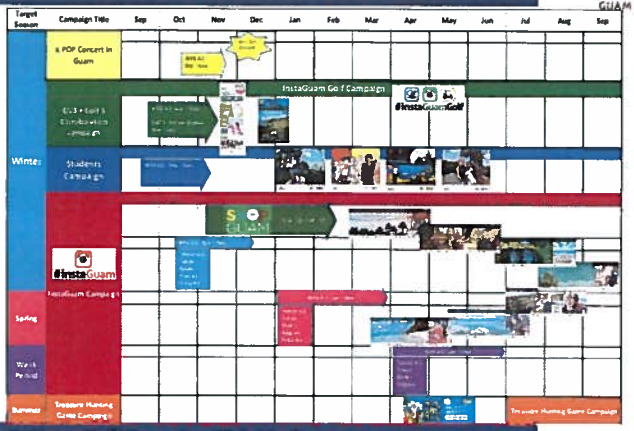


ADK

FY2019 Communication Plan

ADK

FY19 Campaign Calendar



InstaGuam Golf Campaign Web Media

InstaGuam Golf Campaign Web Media

Estimate

Device	Media Type	AD Menu	Type	Period	Imp	Unit	Click (CTR)	CTR
InstaGuam Golf Campaign (Oct. – Nov.)								
PC&SP	GDN	Google Display Network Target : Golf Fan, Golf Goods,	Still image	9/21 –11/30	37,500,000	imp	30,000	0.08%
PC&SP	Facebook	Link Ad Target : Golfer (Reach : 1,100,000pax)	Still image	9/21 –11/30	1,904,762	imp	15,238	0.80%

Result (as of Sep. 21 ~ Oct. 31, 2018)

Device	Media Type	AD Menu	Type	Period	Imp	Unit	Click
PC&SP	GDN	Google Display Network Target : Golf Fan, Golf Goods,	Still image	9/21 –10/31	19,073,166	imp	55,496
PC&SP	Facebook	Link Ad Target : Golfer (Reach : 1,100,000pax)	Still image	9/21 –10/31	2,070,830	imp	6,580
	Total				21,143,996		62,076

ADK

InstaGuam Golf Campaign POP Display at Golf 5 Stores





Result (as of Sep. 21 ~ Oct. 31, 2018)
TA Site

Device	Media Type	AD Menu	Type	Period	Total	HIS	JAPAK	JTB	tokyu	KNT	Tobu	JAL	JEJU	UA
PC&SP	GDN	Google Display Network Target : Golf Fan, Golf Goods,	Still image	9/21 -10/31	622	74	66	80	66	63	69	104	62	34
PC&SP	Facebook	Link Ad Target : Golfer (Reach : 1,100,000pax)	Still image	9/21 -10/31	143	63	10	18	8	13	12	9	5	7
	Total				765	137	76	98	74	76	81	113	67	41

ADK

InstaGuam Student Campaign: Web Media

Estimate

Device	Media Type	AD Menu	Type	Period	Imp	Unit	Click (CTR)	CTR
Student (End Sep – Dec)								
PC&SP	GDN	Google Display Network Area : Tokyo, Osaka, Nagoya, Fukuka Target : 18-24years old	Still image	9/24 -11/23	177,083,333	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, Fukuka 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	Promo Tweet WebsiteCard (Student Travel)	Still image	9/24 -11/23	7,142,857	imp	14,286	0.20%

Result (as of Oct. 31, 2018)



InstaGuam Student Campaign: Web Media

Result (as of Sep. 24, - Oct. 31)

Device	Media Type	AD Menu	Type	Period	Imp	Unit	Click (CTR)
PC&SP	GDN	Google Display Network Area : Tokyo, Osaka, Nagoya, Fukuka Target : 18-24years old	Still image	9/24 -10/31	88,444,683	imp	50,262
PC&SP	GDN – Remarketing	Remarketing AD	Still image	10/24 -10/31	1,131,022	imp	2,650
SP	Instagram	Link Ad Carousel Area : Tokyo, Osaka, Nagoya, Fukuka Target : 18-23years old Reach : 1,700,000	Still image	9/24 -10/31	5,377,852	imp	4,304
PC&SP	Twitter	Promo Tweet WebsiteCard (Student Travel)	Still image	9/24 -10/31	4,033,379	imp	12,521
	Total				78,986,936		69,737

ADK

InstaGuam Student Campaign: Web Media

Result (as of as of Sep. 24, - Oct. 31)
TA Site

Device	Media Type	AD Menu	Type	Period	TA Click (Total)	HIS	JTB	KNT	TOBU	TWOY	JAL	NTA	UA
PC&SP	GDN	Google Display Network Area：Tokyo, Osaka, Nagoya, Fukuoka Target：18 24years old	Still Image	9/24 -11/23	913	405	87	137	51	51	77	39	66
PC&SP	GDN-Remarketing	Remarketing AD	Still Image	10/24 12/23									
SP	Instagram	Link Ad Carousel Area：Tokyo, Osaka, Nagoya, Fukuoka Target：18 23years old Reach：3,700,000	Still Image	9/24 11/23	416	561	28	149	8	6	7	4	19
PC&SP	Twitter	Promo Twitt Web InCard 【Student Travel】	Still Image	9/24 11/23	586	1,217	53	339	18	9	20	12	20
		Total			1,915	1,041	168	299	77	66	104	55	105

ADK

K-POP Concert in Guam: Web Media

WEB Plan & Result (as of Oct 22 - 31)

Device	Media Type	AD Menu	Type	Period	Imp	Unit	Click (LP)	CTR	Est Impression	Est Click
PC&SP	GDN	Google Display network Targeting 18-44 ×AKT K-POP Keyword Type：Banner	still image	10/22-11/21	15,625,000	imp	12,500	0.08%	44,793	85
SP	Facebook Instagram	Link Ad Carousel 【20～39 ×KR KPOP, Tokyo, Korea, Super Nova】 Reach：2,400,000 over	still image	10/22-11/21	1,818,182	imp	10,909	0.60%	1,122,749	21,460
SP	Travelbe	SP【Top Menu】Smart Phone Menu Bar	still image	10/29-11/12	190,000	imp	570	0.30%	-	-
	Total				17,633,182		23,979		1,167,542	21,465

WEB Banner AD



ADK

InstaGuam Campaign (OL): WEB Media Period: Oct. 15 – End. Oct

Estimate

Device	Media Type	AD Menu	Type	Period	Imp	Unit	Click (LP)
InstaGuam CP (Oct. - Dec.)							
PC&SP	Facebook Instagram	Reach & Frequency Link Ad Target：Young Female Reach：4,749,241人	Still Image	10/15-12/14	14,224,751	Imp	42,674
PC&SP	GDN	Google Display Network Female 18 -34 years old	Still Image	10/15-12/14	79,385,079	Imp	55,556

Result (as of Oct. 15, - Oct. 31)

Device	Media Type	AD Menu	Type	Period	Imp	Unit	Click (LP)
PC&SP	Facebook Instagram	Reach & Frequency Link Ad Target：Young Female Reach：4,749,241人	Still Image	10/15-10/31	3,674,074	Imp	10,883
PC&SP	GDN	Google Display Network Female 18 -34 years old	Still Image	10/15-10/31	13,999,394	Imp	13,223
	Total				17,673,468		24,106

ADK

InstaGuam Campaign (OL): WEB Media Period: Oct 15– End. Oct

Result (as of Oct. 15, - Oct. 31)

Device	Media Type	AD Menu	TA Click Total	HIS	KNT	JALPACK	JTB	TOBU	NTA	JAL	TWOY	JERU	UA
PC&SP	Facebook Instagram	Reach & Frequency Link Ad Target：Young Female Reach：4,749,241 pax	516	229	45	69	71	13	22	15	10	21	19
PC&SP	GDN	Google Display Network Femal 18 - 34 years old	126	28	17	17	26	8	8	7	6	3	6
		Total	642	257	62	86	97	21	30	22	16	24	25

ADK

Web Media Performance by Campaign

Result (as of Oct. 15, - Oct. 31)

	Golf	Student	Instaguam (OL)	K POP	Shop Guam
Period	Sept. 21- Oct. 31	Sept. 24- Oct. 31	Oct. 15 - Oct. 31	Oct. 22 -	N.A.
Impression	21,143,996	78,986,936	17,673,468	1,167,562	N.A.
Clcick to LP	62,076	69,737	24,106	21,485	N.A.
CTR (Click ratio %)	0.29%	0.09%	0.14%	1.84%	N.A.
Clcick to TA Site	1,154	1,915	642	N.A.	N.A.
Conv (%) to TA site (TA click/LP click)	1.859%	2.746%	2.663%	N.A.	N.A.

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 No. / 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	1,067,123
		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	998,383
	Intrain Hanging Poster	JR	4	In traan 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	80 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/ 50/100scre en	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 W3.5m	Tapestry: 1, Twin Sheet: 2	1 week	10/17 - 10/23	131,108
	Intrain Hanging Poster		10	Intrain Hanging Poster Inside 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		10/18 -22	426,451

InstaGuam Campaign (OL): Transit Media
Area: Tokyo

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

Ginza Line
Traffic No./Per day: 1,087,123 x 14 days = 15,219,722



Marunouchi Line
Traffic No./Per day: 1,281,172 x 14 days = 17,936,408



Hanzomon Line
Traffic No./Per day: 998,381 x 14 days = 13,977,334



ADK

InstaGuam Campaign (OL): Transit Media
Area: Tokyo

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

Yamanote Line
Traffic No./Per day: 4,785,000 x 7 days = 33,495,000





ADK

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 Midosuji Line
Traffic No./Per day: 28,209 x 14 days = 394,926





ADK

InstaGuam Campaign (OL): Transit Media
Area: Osaka

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

Hankyu Umeda station
Digital signage in front of the department store
Traffic No./Per day: 505,359 x 7 days = 3,537,513





ADK

InstaGuam Campaign (OL): Transit Media
Area: Nagoya

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

Nagoya Subway
Traffic No./Per day: 1,273,000x 7 days = 8,911,000



ADK

InstaGuam Campaign (OL): Transit Media
Area: Nagoya

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

JR Tokai AD Vision Nagoya
Traffic No./Per day: 417,800 x 7 days = 2,924,600





ADK

InstaGuam Campaign (OL): Transit Media
Area: Fukuoka

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

Nishitetsu Tenjin (Fukuoka) Station
Traffic No./Per day: 131,108 x 7 days = 917,756





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, Kazuki Line
Traffic No./Per day: 278,555 x 5 days = 1,392,775



ADK

InstaGuam Campaign (OL): Transit Media
Area: Fukuoka

Tenjin Series Poster
Size: B0, SetB; 1set + 3sets, SetC; 4sets, B0, 2set x 4 (5 type)
Period: 10/16 – 10/22

Traffic No./Per day: 159,156 x 5 days = 795,780



ADK

InstaGuam Campaign (OL): Transit Media
Area: Fukuoka

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

Fukuoka Subway
Traffic No./Per day: 426,451 x 5 days = 2,132,255



ADK

InstaGuam Campaign (OL): Transit Media
Area: Tokyo, Osaka, Nagoya, Fukuoka Period: Jan. 1 – 31, 2019

Area	Type	Line	No.	Media	Size	Number of Sheet	Number of Set/Sheet	Exposure Period	Start Date	Traffic No. / Per day
Tokyo	In train Poster (Above Window)	Tokyo Metro	1	In train Poster (2 sets) Ginza Line	B3 wide	600		2 weeks	1/18-1/31	1,087,123
			2	In train Poster (2 sets) Marunouchi Line	B3 wide	800		2 weeks	1/18-1/31	1,281,172
			3	In train Poster (2 sets) Hanzomon Line	B3 wide	760		2 weeks	1/18-1/31	998,181
	In train poster (Hanging Poster Jack)	JR	4	In train Hanging Poster (Train Jack) 5 Lines set (Tokaido, Ueno Tohoku, Nagoki, Chuou, Sobu, Sobuyoko)	B3 wide	865		2 weeks	1/17-2/1	295,720
	Big Poster	Metro Station	5	Premium Set - Omote Sando Station (3 posters B, C, D)	H2 050cm W1.920cm	3		7day	1/21-27	398,455
	Pillar AD		6	AD Pillar - Omote Sando Station	H2 00cm W2 5 5m	11		7day	1/21-27	398,455
Osaka	In Train Poster Jack	Osaka Subway	7	Midosuji Line (Train Poster Jack) Midosuji Line 1 train (10 cars)	B3 or B1W	B1W: 164, Door side poster: 148		3 Tedays	1/20-2/2	28,209
	Pillar AD	Namba	8	Namba Umeda Station / Loop Pol	H2 40m W0 95m	4 pillar	*LED lighting	7day	1/21-27	505,359
	Station Digital Signage	Namba	9	Umeda Station Digital Signage	60 inch	12 screens	15sec. X1 Every 6 min.	7day	1/21-27	505,359
Nagoya	Train Jack	Nagoya Subway	10	Multi (Higashiyama, Meijyo Line) * Higashiyama: 1 train (6 cars), Meijyo: 1 train (6 cars)				1 month	1/1- 31	29,893
	Station Digital Signage	JR Tokai	11	Roll : 2 mon. 30 set) 1 yer. x 1 : ¥ 1,400,000	60 inch	50 pillars 100 screens	15 ser. x 1 Every 2.5 min.	7day	1/21-27	417,800
Fukuoka	Station Poster	Nishitetsu Train	12	Nishitetsu AD Screen		1 screen		1 week	TBD (Wed)	131,108
			13	Nishitetsu Tenjin (Fukuoka) Tapestry & Twin Sheet		Tapestry: 1, Twin Sheet: 2		1 week	TBD	131,108
	Station Poster	Fukuoka Subway	14	Station Poster (6 types)	B0	12		5 days	1/22-28	159,156

InstaGuam Campaign (OL): Transit Media
Area: Tokyo_ new media

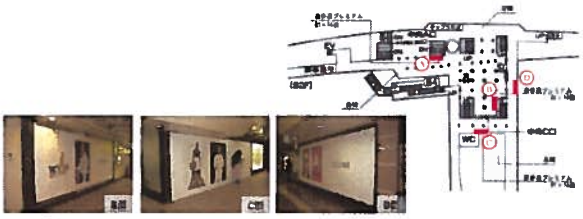
#4. JR In-train Hanging Poster Jack – 5 lines set
In-train Hanging Poster Jack
Size: B3 wide x 856 posters (Total)
Period: 1/17-2/1
Traffic No./Per day: 295,720 x 14 days = 4,140,080



ADK

InstaGuam Campaign (OL): Transit Media
Area: Tokyo_ new media

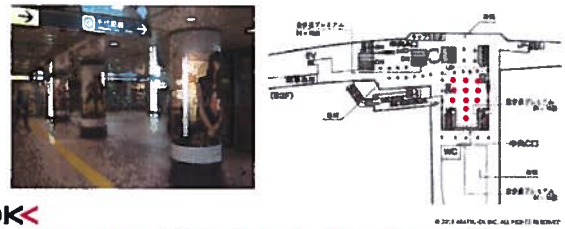
#5. Tokyo Metro Premium Set (B,C&D) – Omotesando station
Big Poster
Size: H2.060m x W5.824m x 3 posters
Period: 1/21-27
Traffic No./Per day: 390,459 x 7 days = 2,733,213



ADK

InstaGuam Campaign (OL): Transit Media
Area: Tokyo_ new media

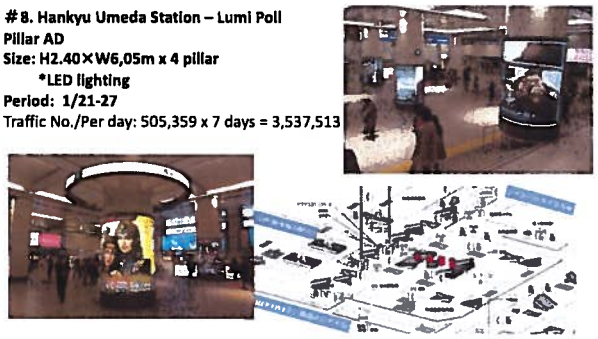
#6. Tokyo Metro AD Pillar– Omotesando station
Big Poster
Size: H2.00m x W2.51m x 11 posters
Period: 1/21-27
Traffic No./Per day: 390,459 x 7 days = 2,733,213



ADK

InstaGuam Campaign (OL): Transit Media
Area: Osaka_new media

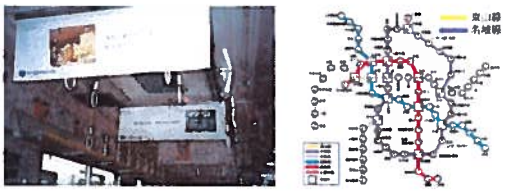
#8. Hankyu Umeda Station – Lumi Poll
Pillar AD
Size: H2.40×W6,05m x 4 pillar
***LED lighting**
Period: 1/21-27
Traffic No./Per day: 505,359 x 7 days = 3,537,513



ADK

InstaGuam Campaign (OL): Transit Media
Area: Nagoya_new media

#10. Nagoya Subway – Multi (Train Jack) for Higashiyama, Meijyo lines
Train Jack (Intrain Hanging Poster, Above window poster, Door side Poster)
Size: B3 wide x 1, 213 X 80, B3 poster, (3 types)
Period: 1/1- 31
Traffic No./Per day: 29,093 x 31 days = 901,886



ADK

InstaGuam Campaign (OL): Transit Media
Area: Fukuoka_ new media

#12. Nishitetsu Station – AD Screen
Size: H2m x W15m x 1 screen
Period: TBD (Wed)
Traffic No./Per day: 131,108 x 7 days = 917,756



ADK

Discussion/Comments:

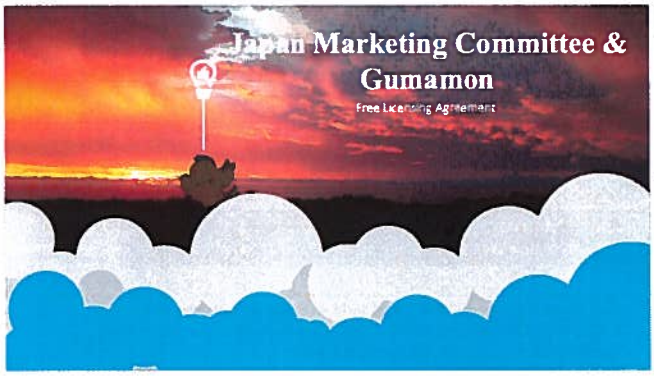
- Chairman Nault explained that we are working more closely with GIMCA on many of these projects and others in the past to make better connections with visiting media.

OLD BUSINESS

- MBC Music KPOP Concert on Guam | December 1, 2018
- Rotary District Conference 2019 (to be held on Guam in February 2019)

NEW BUSINESS

- President Denight introduced Asher Goldenberg of Gumamon who is hoping to work more closely with the JMC. Mr. Goldenberg then gave a brief presentation on a possible Gumamon and GVB partnership.
    - He is offering free licensing to all JMC members, observers and other GVB partners; free merchandise to be used as giveaways; free appearances including in-country; and the ability to create exclusive Gumamon products.







Discussion/Comments:

- Mr. Mesa asked what Gumamon's objective is. Mr. Goldenberg stated that his goal is to attract the attention of the Japan market. President Denight likened the situation to Taiwan using Mickey Mouse to promote their destination. He also stated that Gumamon must provide in-kind products and/or services to GVB and stakeholders if the agreementis signed. Management wants to formalize this partnership so that we can continue co-promoting Guam with Gumamon. Mr. Mesa asked if this will restrict GVB from entering from into licensing agreements with other companies. Chairman Nault and President Denight said it would not. Mr. Duenas mentioned that from a media standpoint, if the mascot is not endorsed by GVB or Guam, it's difficult to use Gumamon in the media. Moreover, if this is something GVB can work with to promote our destination and it is beneficial, it is something we should work towards.

Motion made by Mr. Mesa, seconded by Mr. Debold, to allow management to draft the licensing agreement with Gumamon. Motion approved.

ANNOUNCEMENTS

- Next JMC meeting will be on December 11, 2018 at 1:30pm.

ADJOURNMENT

Moved by Mr. Debold seconded by Mr. Murata to adjourn the meeting at 3:10pm. Motion approved.

Minutes prepared by:_____
Karida Brennan, Marketing Coordinator - Japan

Approved by:_____
Brian Borja, Marketing Manager - Japan

GCMC MEMBERS IN ATTENDANCE: Sam Shinohara, Joann Camacho, Maryann Weymouth, Katsutoshi Kabasawa, Sarah Zhang, Valerie Blas, Soohyun Lee, Yuki Toshida

OBSERVERS: Mitsue Nakamura (Leo Palace Guam Resort), Ellis Baldevia (United Airlines), Olga Tonkikh (HIS)

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

GVB Taiwan Representative: Joyce Wu

I. CALL TO ORDER
Chairman Sam Shinohara called the meeting to order at 11:05 AM.

a. Approval of the Minutes
Motion made by Ms. Olga Tonkikh and seconded by Ms. Ellis Baldevia to approve the GCMC minutes of September 24, 2018. Motion approved by acclamation.

b. Report of the GCMC Chairman

Chairman Shinohara thanked members for being available for the rescheduled GCMC meeting. With the change in the new government effective next calendar year, there will also be a change in the bureau's board with a possibility of a new chair for the committee. In preparation of this change, Chairman Shinohara asked that a transition report be available for the next GCMC meeting, which is scheduled for December 14, 2018.

Pilar Laguaña, GVB Director of Global Marketing added that an orientation packet will also be available for the new board and a copy will also be available for review at the next GCMC meeting. The orientation packet will include the current budget, budget programming, FY19 marketing activities calendar, marketing plans, SMART goals, committee directory, and market statistics. Chairman Shinohara requested that detailed information on programming and the remaining budget be included as well.

II. Visitor Arrivals Update
Elaine Pangelinan presented the updated visitor arrivals for the Greater China markets.

October 2018

October 1-31, 2018 **Total: 41,519 (-8.7%)**

% Market Mix	Origin	2017	2018	% to LY
1.6%	Taiwan	1,901	1,990	4.7%
1.1%	China	1,395	1,325	-5.0%
0.4%	Hong Kong	611	501	-18.0%
35.4%	Japan	34,489	43,013	24.7%
50.1%	Korea	56,292	60,983	8.3%
6.0%	US/Hawaii	5,318	7,262	36.6%
1.6%	Philippines	1,732	1,940	12.0%

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

November 2018

November 1-4, 2018 **Total: 17,226 (+3.9%)**

% Market Mix	Origin	2017	2018	% to LY
1.3%	Taiwan	384	219	-43.0%
0.7%	China	96	119	24.0%
0.3%	Hong Kong	76	46	-39.5%
40.5%	Japan	6,649	6,974	4.9%
45.2%	Korea	7,906	7,790	-1.5%
6.4%	US/Hawaii	678	1,105	63.0%
2.5%	Philippines	374	428	14.4%

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

Note: November 2018 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2018

January – November 4, 2018 **Total: 1,290,449 (-0.6%)**

% Market Mix	Origin	2017	2018	% to LY
1.8%	Taiwan	28,832	23,801	-17.4%
1.1%	China	19,343	14,369	-25.7%
0.4%	Hong Kong	13,328	5,093	-61.8%
35.1%	Japan	533,894	452,424	-15.3%
49.1%	Korea	561,630	633,692	12.8%
6.1%	US/Hawaii	64,381	79,013	22.7%
1.2%	Philippines	14,901	15,056	1.0%

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

Note: November 2018 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2018

October 2018 – November 4, 2018 **Total: 138,882 (+6.7%)**

% Market Mix	Origin	2017	2018	% to LY
1.6%	Taiwan	2,285	2,209	-3.3%
1.0%	China	1,491	1,444	-3.2%
0.4%	Hong Kong	687	547	-20.4%
36.0%	Japan	41,138	49,987	21.5%
49.5%	Korea	64,198	68,773	7.1%
6.0%	US/Hawaii	5,996	8,367	39.5%
1.7%	Philippines	2,106	2,368	12.4%

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

Note: November 2018 Daily Arrivals reflect Civilian Air arrivals only

III. China Market Report

Bonny Chen, GVB China Representative presented updates for the China market.

a. Arrival Review/Forecast

China Marketing News

GUAM

3 Month Airlift Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '18	Seat Data '17	% Change Seats
November	1000	1057	- 5%	3440	3726	- 8%
December	1600	1613	0%	3540	3726	-5%
January2019	1100	1186	- 7%	3540	3726	-5%

November

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

PAL, estimated 400 seats nation wide per month
(05-19Nov Mo & Th will not operate MNL-GUM)

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

December

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

PAL, estimated 500 seats nation wide per month

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

January 2019

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

PAL, estimated 500 seats nation wide per month

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

b. Marketing News

i. 2018 SGeF First Shop Guam Group Launch Ceremonies

China Marketing News

GUAM

2018 SGeF-First Shop Guam Group Launch Ceremony Guangzhou

- October 27, 2018
- Launch of the 2018 SGeF First Shop Guam Group
- GZL, HKCTS and Ctrip signed the Hafa Adai Pledge
- UA, GZL, HKCTS and Ctrip introduced their products and services



2018 SGeF-First Shop Guam Group Launch



Hafa Adai Pledge Signing - GZL, HKCTS & Ctrip

China Marketing News

GUAM

2018 SGeF-First Shop Guam Group Launch Ceremony Shenzhen

- October 28, 2018
- Nice Tour signed the Hafa Adai pledge
- UA, Nice Tour and Century Tours have speech to introduced their products and services



Opening speech by GCMC Vice Chair Joann Camacho



Hafa Adai Pledge Signing with Nice Tour

China Marketing News: UGM

GUAM

■ **Joint promotion with Major TOs**
Oct, 2018-Feb.2019
Mechanism: TOs will promote Guam packages to marathon lovers through online and offline channels, GVB will sponsor the registration fee for UGM.
30 entries: first come, first get

■ **SGeF 1st Group Launch**
Oct, 2018
Presentation about UGM in the presentation
1000+ Participants
Exposure: $5,000





China Marketing News

GUAM

2018 SGeF-First SHOP GUAM Group Launch Ceremony

Media Attendance

Guangzhou Media			
No.	Media Name	Type	Name
1	Guangzhou Daily	Newspaper	陈薇薇
2	Guangzhou Metro Daily	Website	吴静
3	Southcn.com	Website	李婷
4	YCWB.com	Website	李佳妮
5	New Express	Newspaper	毛静
6	Tou Tiao	APP	邓辛
7	China Hotel	Website	林勇坚
8	That's PRD	Magazine	张炜
9	Modern Magazine	Magazine	Icy
10	Holiday Magazine	Website	邱力
11	Travellog Magazine	Website	黄翠文
12	PCLady.com	Website	张芷茵
13	KOL (Shinejuice)	Website	左移
14	Daydow.com	KOL	YOYO
15	Information Times	Newspaper	韦甘璐
16	City Zine	Website	李慧芷
17	Whenever Magazine	Website	孙广友
18	Yangcheng Evening News	Newspaper	刘星彤
19	Southern Metropolis Daily	Website	许琨
Shenzhen Media			
No.	Media Name	Type	Name
1	Shenzhen Special Zone Daily	Website	麦田茵
2	Shenzhen Evening News	Website	林秀君
3	163.com	Website	黄思琦
4	ifeng.com	Website	韩悦
5	Phoenix Life	Website	聂娟

Media Clippings



China Marketing News

GUAM

Description: The event was successfully held in Guangzhou (Oct. 27) & Shenzhen (Oct. 28) with a full demonstration of Guam's unique culture and tourism resources. GCMC Vice Chair Joann Camacho, delivered GVB's outlook and commitment to China market to the local consumers, industrial partners and the media, with an emphasis on the 2018 Shop Guam e-Festival and the first introduce of Hafa Adai Pledge Program.

Participants:

Consumers at the shopping mall

United Airlines, GZL, HKCTS, Ctrip, Nice Tour and Century Tour as key partners, introduced their services on Guam and Shop Guam products at the booth.

24 media including TV, newspaper, magazine and online media attended the 2018 First SHOP GUAM Shopping Group launch ceremony + consumer show

Key topics discussed during the interview:

2018 Shop Guam e-Festival

Hafa Adai Pledge Program

Special services and techniques be applied in the festival

Results:

24 media attendances

20+ clippings generated on both traditional and social media

1 video interview from TVTOUR

Media Value: 30,000 USD

Vice Chair Joann Camacho shared that the ceremonies were impactful and brought more awareness of Guam as a destination to Chinese travelers. Bonny Chen shared that the current media value is $30,000USD.

ii. USCS TTWG Tour of Visa Section – U.S. Consulate Shanghai

China Marketing News

GUAM

USCS TTWG Tour of Visa Section of U.S. Consulate Shanghai

- **October 29, 2018**
- **Detailed arrangement:**

14:30-15:00 Tour of Visa section, lead by visa officer
15:00-15:30 Q &A
15:30-16:30 TTWG Internal meeting







Bonny Chen advised the committee that Chinese travel to the United States has decreased by 1.5% in the first five months of 2018. The decrease is expected to continue for the next several months due to the current trade war between the U.S. and China. Chen also shared that the U.S. visa processing time is much longer than before due to an administration examination being done in California.

TTWG is an influential organization in the travel industry and comprised of tourism boards and tour operators. GVB's attendance is important as we maintain our relationship with the USCS, who provides us factual data.

iii. U.S. Visa Refund Joint Promotion with UA and Ctrip

China Marketing News

GUAM

U.S. Visa Refund Joint Promotion with UA and Ctrip

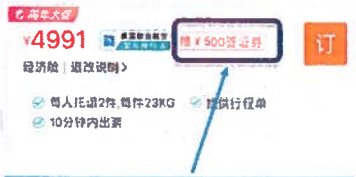
Campaign theme
Buy UA Guam ticket, Get a reduction for your U.S. Visa
– Enjoy the shopping on Guam
Timeline
Promotion & Sales Period: October 28, 2018 –March 28, 2019

Marketing strategy
Ctrip offers 'Coupon for U.S. Visa' with a value of CNY500-600 for each purchase of United tickets to Guam
For consumers who already have U.S. Visa, Ctrip offer fare discount coupon or Bus /Ferry Ticket to HKG airport values total CNY 300-400.

Estimated Exposure: 5,502,000
Goal pax for the sales : 600



Ads Banner during 28-30Oct Ctrip annual promotion



Coupon with a value of 500 CNY for US visa application service

iv. USCPA Campaign with Golden Finance & Spring Tour

China Marketing News

GUAM

USCPA Campaign with Golden Finance & Spring Tour

August 1, 2018 – March 1, 2019
Target Segment: USCPA students of Golden

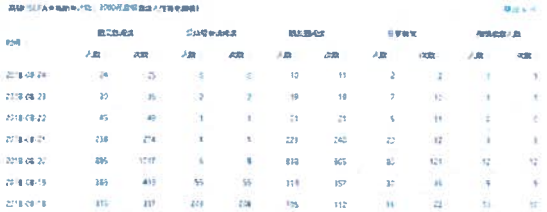
Estimated ROI: Total reach: over 100,000 people
Goal pax for the sales : 300

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

Status : Launched Customized Examination packages; First round lucky draw for Q4 2018; Prepare USCPA alumni gatherings







First round Lucky draw launched by Golden. Total reach 1933 readers

v. #instaGuam Sales co-op with Shenyang Overseas International Travel Service

China Marketing News

GUAM

#instaGuam Sales co-op with Shenyang Overseas International Travel Service

- June-August 2018
- "instaGuam, share every moment" will position Guam as the closest U.S. destination to China with Novel Romance& Paradise of Fun, various optional tours choices and elegant golf courses on Shenyang Overseas platform.
- Status:
  Following up for the last WeChat post.
  Two posts on Shenyang Overseas official WeChat.
  Total impression: 600,000; Total clicks: 546



Link:
https://mp.weixin.qq.com/s/RB0DtImvoWzc0lV8BFnaug
Total clicks: 205



Link:
https://mp.weixin.qq.com/s/aWStfT0d7G5eIr976f_qow
Total clicks: 341

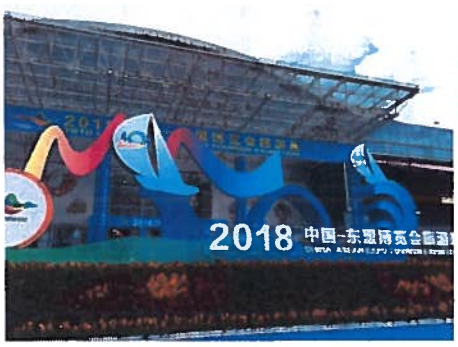
vi. 2018 China ASEAN Expo Tourism Exhibition in Guilin, Guangxi Province

China Marketing News

GUAM

2018 China -ASEAN Expo Tourism Exhibition in Guilin, Guangxi province

- October 26-28, 2018
- GVB China attended the 2018 China -ASEAN Expo Tourism Exhibition in Guilin. More than 6000 professional visitors have joined the event. The total visitors were more than 160,000. During the exhibition, GVB China communicated with tour operators, local agents and local consumers who were interested in Guam. GVB China rep has exchanged business cards with those agents. After the exhibition, GVB China rep sent the sales kit and acknowledgments to the agents she talked with.





vii. Social Media Updates

Social Media Updates



- Launched a campaign sharing the delicious coconut candy for "GVB had over 60,000 fans now!" Fans just need to follow and repost to get into the lucky draw for coconut candy.
- Result: The post finally got over 65,000 impression, and over 700 interactions.

viii. SGeF 2018 Shopping Ambassador

Shop Guam e-Festival

SGeF 2018 Shopping Ambassador - China



Saisai Guan

Popular fashion and lifestyle KOL
Fresh and instagram style
Combines travel and fashion topic
Quality content and high interaction with followers

Little Red Book fans: 649,000
Total likes and saved: 148,000

Weibo fans: 11,000



IV. Taiwan Market Report

Ms. Joyce Wu resented updates for the Taiwan market to the committee.

a. Arrival Review/Forecast

3 Month Review

GUAM

Month	Forecast Pax	Actual Seats provided by GVB	Number of Passengers from Taiwan Ministry of Transportation & Communications	Total Seat Capacity from Taiwan Ministry of Transportation & Communications	China Airlines L/F
August	2,558	2,343 (as of 8/30)	2,824	3,512	80.4%
September	2,387	2,032	2,187	3,512	62.3%
October	2,046	1,990	N/A	N/A	N/A

3 Month Forecast

GUAM

Month	Forecast Pax	Last Year	%Change	Seat Forecast '18	Seat Data '17	% Change Seats
November	2,116	1,958	8.07%	3,255	2,635	23.53%
December	2,050	2,097	-2.24%	3,410	2,790	22.22%
January	2,216	1,958	13.18%	3,410	2,790	22.22%

Flights

November
Taipei
- **China Airlines : 5** per week = 3,255 (B737-800,738)
- 21 flights * 155 seats = 3,255

Total 3,255

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

Total 3,410

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

Total 3,410

Joyce Wu shared that there will not be a long Christmas holiday this year due to changes in the Taiwan government. However, students will be on winter vacation in January 2019, which looks hopeful for travelers.

b. Marketing News

i. MICE Groups

Taiwan Marketing News

GUAM

MICE Group

Group	Date	Number of People
Biomedical Company	Jan. 5	36
Construction Company	Jan. 20	40
ShengYang Internet	Jan. 31	114
AIA	Feb. 10-15	110
Biomedical Company	Feb. 20	40
News Image Asia	Mar. 9 & 10	220
Luck Cat Micro-enterprise System Co. Ltd.	Mar. 27	110
JihSun Holdings	May	26
ISEAS	Aug. 7	150
Michelin Taiwan	Sep. 12	104
PLI Golf Tour	Sep. 4-8	73
Lions Clubs	Apr. - May	80 (TBC)
Rotary Clubs	May	50 (TBC)
Total PAX		1,023 (Does not Include TBC)

ii. Eslite Co-op Program

Taiwan Marketing News

GUAM

Eslite Co-op Program

- Promoted Shop Guam through Eslite in-store advertisement
  - Lightbox in Ximen Store
  - TV wall in Xinyi/Duannan/Songyan Store





iii. Taipei Rainbow Festival

Taiwan Marketing News

GUAM

Taipei Rainbow Festival

- 2018 Taipei Rainbow Festival went smoothly with massive amount of LGBTQ group joining the event
- Guam's LGBT video of 120-seconds was also played on the main stage on loop with other videos for the two-day event





The Taipei Rainbow Festival was much larger this year with participants from Taiwan, Singapore, and Hong Kong. While LGBTQ is still a sensitive subject in Taiwan, there was a lot of support for the community at the festival. Taiwan's conservative community, the more affluent travelers and GVB's target market is very sensitive towards this topic. Joyce recommended that we continue indirectly promotion LGBTQ on Guam in Taiwan and advised that a decision regarding same-sex marriage will be made after the elections later this month.

iv. Golf Digest Tour

Taiwan Marketing News

GUAM

GolfDigest Golf Tour

- GolfDigest Taiwan proposed to hold a Guam golf tour event for 80pax this December but rescheduled for March 2019
- GolfDigest is now integrating all the info from Guam hotels and golf courses

Golf Magazine coverage of PLI golf tour:



v. 2018 Regent Taipei Secretary Night

Taiwan Marketing News

GUAM

MICE Promotion

2018 Regent Taipei Secretary Night

- 2018 Regent Taipei Secretary Night went smoothly on 10/25
- Sponsored one GUM-TPE flight ticket
- Attended the event and provided Guam information to the participants, also made acquaintance with Regent Taipei's executives and secretaries from various companies



vi. November Travel Fairs

Taiwan Marketing News

November Travel Fairs

ITF (11/23-11/26) | KWITF (11/30-12/3)

- The ITF pre-event press conference will be held on 11/22 and GVB will have a timeslot to perform
- GVB will hold a Post-ITF Trade Seminar for trade partners to celebrate the success of ITF
- ICRT interview and media interview is under arrangement
- GVB will launch the "Guam Diva" booth activity to attract people to take photo on Guam's booth with sashes and share on social media



Booth design for ITF (under review)



Booth design for KWITF (under review)

vii. Shop Guam e-Festival

Taiwan Marketing News

SGeF

The Taiwan market Shopping Ambassador, **Lien Hsia**, a famous celebrity who is active on Instagram and fashion events is currently on Guam for the SGeF Discovery Tour.



32 year-old having 2 lovely daughters

145,960 followers

109,000 followers

Average 1,000 likes on every Instagram post

Being invited to many fashion events
Also Famous for being look like a Taiwanese celebrity "Barbie Hsu"



Posts on Lien's FB and IG to announce the SA program

Taiwan Marketing News



SGeF

HSBC Co-op

- Published SGeF and KPOP info on HSBC's bill envelope



- The HSBC landing page will be launched on 11/10
- China Airlines had also co-op with key agents and HSBC and launched a landing page

viii. MBC Music K-Pop Concert on Guam

Taiwan Marketing News

GUAM

MBC Music K-POP Concert on Guam

A press release was issued on October 12. The information as provided to media, key agents, CI, HSBC, Taiwan blogs focusing on Korean entertainment, and fan clubs.





ix. 2019 UGM

Taiwan Marketing News

GUAM

2019 UGM

- The goal pax for Taiwan market is 80 pax to participate in the event
- Planning to join pre-promotion on-site event:
  - 2018 Taipei Marathon Expo (December 6-8)

Recruiting a KOL who has been to Guam to share his/her experience on UGM on site

V. Hong Kong Market Report

Mr. Addison Chan presented updates for the Hong Kong market to the committee via skype voice call.

a. Arrival Review/Forecast

Hong Kong Marketing News

GUAM

3 Month Visitor Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '18	Seat Data '17	% Change Seats
Oct	672	611	10%	2822	2822	0%
Nov	750	696	8%	4233	2822	50%
Dec	860	753	14%	4233	2822	50%

Air Capacity HKG - GUM

	October		November		December
Airline	United	Airline	United	Airline	United
Aircraft	Boeing 737-800	Aircraft	Boeing 737-800	Aircraft	Boeing 737-800
Seats	2822 (4 flights per week)	Seats	4233 (4 flights per week)	Seats	4233 (4 flights per week)

Hong Kong Marketing News

GUAM

3 Month Visitor Comparison

2017-18		Forecast			Actuals	
Month	Forecast Pax	Last Year	%Change	Actual Pax	Last Year	% Change
Sept	403	366	10%	433	366	18%
Aug	771	735	5%	585	735	-20%
July	411	822	-50%	559	822	-32%

b. Marketing News

i. New Hong Kong Marketing Representation

Hong Kong Marketing News

GUAM

Handover from Asia Travel Media Group to Travel Link Marketing Company Limited

ASIAtravel MEDIA GROUP → TRAVELLINK

Coming Trade & Marketing Activities

- Revisited Shop Guam e-Festival campaigns and come up with an integrated marketing proposal focus on Guam's awareness, engagement and APP download
- Submitted marketing plan for UGM2019
- Will visit major trade partners in November and understand the marketing situation

Elaine Pangelinan introduced GVB's new Representative for Hong Kong, Mr. Addison Chan of Travel Link Marketing (TLM). TLM's contract was effective November 1, 2018.

Mr. Chan is very familiar with Guam and the needs of GVB as he represented GVB Hong Kong under another company from 2012-2015.

ii. Shop Guam e-Festival

Hong Kong Marketing News

GUAM

SGeF Shopping Ambassador Kabee Cheung

Kabee is a Hong Kong social media influencer, model and beauty enthusiast. She was exposed to the life of modeling in her teen. In summer of 2016, kabee became a mother, and she also start sharing her love and caring journey about her little boy. Until today, Kabee has more than 53.5K followers on Instagram, she has worked with many cosmetic brands like Body Shop, SKII, L'Occitane, OLAY, Shiseido, Paul & Joe and also invited by Royal Caribbean cruise on some promotion campaigns.



Expected result: 6 posts and 6 IG stories during the FAM tour + at least 12 posts after the FAM trip until 10 Feb. Total 24 posts minimum.

VI. Other Discussions

Ms. Pilar Laguna advised the committee that management is moving towards making a change in the China market, moving away from Beijing and focusing mainly in the Guangdong area due to budget.

VII. Announcements

a. The next GCMC meeting is scheduled for Friday, December 14, 2018 in the GVB Main Conference Room.
b. Download the Shop Guam app for free! The Shop Guam e-Festival launched November 10th and will run through February 10, 2019. The campaign will run year-round after the e-festival.
c. The MBC Music K-Pop Concert on Guam is scheduled for Saturday, December 1, 2018 at the Governor Joseph Flores Memorial Beach Park. Concert begins at 6pm with gates opening at 4pm. Tickets are available online at kpop.visitguam.com.

VIII. Adjournment

Ms. Olga Tonkikh made a motion to adjourn the meeting at 12:18PM seconded by Ms. Ellis Baldevia. The meeting was adjourned by acclamation.

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