Speaker's Office <speaker@guamlegislature.org>

## Agenda for GVB BOD regular board meeting March 14, 2019

2 messages

**Yolanda Bordallo** <yolanda.bordallo@visitguam.org> Wed, Mar 13, 2019 at 10:43 AM
To: speaker@guamlegislature.org
Cc: Josh Tyquiengco <josh.tyquiengco@visitguam.org>

Hafa Adai Speaker Tina Muna Barnes!

Please see the attachment for the Board Packet

**BOD Previous Minutes Final Version 02-14-2019.pdf**

for GVB Board of Director's regular board meeting tomorrow, Thursday, March 14, 2019 at 3:30pm in our main conference room.

Please let me know if you have any questions.

**Si Yu'os Ma'åse'**

–

Yolanda Bordallo
*Executive Secretary*

**GUAM VISITORS BUREAU**
401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
**yolanda.bordallo@visitguam.com** | **visitguam.com**

Facebook: http://www.facebook.com/guamvisitorsbureau

35GL-19-0228
Speaker Tina Rose Muña Barnes

MAR 13 2019
Time 1257 ( )AM ( )PM
Received By:

2019 MAR 14 AM 8:24

**6 attachments**

- **BOD Agenda 2019-03-14.pdf** 65K
- **Russia & New Markets Meeting Minutes Mar 12 2019.pdf** 640K
- **Minutes_3_7_19_KMC.pdf** 1415K
- **Signed JMC Minutes March 8, 2019.pdf** 2286K
- **NAP MTG Minutes March 6, 2019.pdf** 2006K
- **MINUTES OF GCMC 20190307.pdf** 18726K

**Speaker's Office** <speaker@guamlegislature.org> Thu, Mar 14, 2019 at 7:53 AM
To: Clerks Office <clerks@guamlegislature.org>
Cc: Rennae Meno <rennae@guamlegislature.org>
Bcc: Tina Muna Barnes <tinamunabarnes@gmail.com>

| | | | | | |
|---|---|---|---|---|---|
| 03-13-19 | 12:57 PM | 03-13-19 | Agenda for GVB BOD regular board meeting March 14, 2019*E Mail | Guam Visitors Bureau | 35GL-19-0228 |

–

**OFFICE OF SPEAKER TINA ROSE MUÑA BARNES**
*I Mina'trentai Singko na Liheslaturan Guåhan*
35th Guam Legislature
Guam Congress Building | 163 Chalan Santo Papa | Hagatna, GU 96910
T: (671) 477-2520/1
speaker@guamlegislature.org

[Quoted text hidden]

**6 attachments**

- **BOD Agenda 2019-03-14.pdf** 65K
- **Russia & New Markets Meeting Minutes Mar 12 2019.pdf** 640K
- **Minutes_3_7_19_KMC.pdf** 1415K
- **Signed JMC Minutes March 8, 2019.pdf** 2286K
- **NAP MTG Minutes March 6, 2019.pdf** 2006K
- **MINUTES OF GCMC 20190307.pdf** 18726K

0228

BOARD OF DIRECTORS REGULAR MEETING
Thursday, March 14, 2019 – 3:30 p.m.
Guam Visitors Bureau Main Conference Room

---

AGENDA

I. CALL TO ORDER

II. MINUTES OF THE PREVIOUS MEETING — Exhibit A

Approval of minutes of the previous Board of Directors meeting dated February 14, 2019.

III. CHAIRMAN'S REPORT

IV. PRESIDENT & CEO'S REPORT

V. TREASURER'S REPORT — Exhibit B

VI. REPORT OF THE BOARD COMMMITTEES

A. EXECUTIVE COMMITTEE

Motion to ratify approval of compensation for the following:

1. President & CEO Pilar Laguaña- $125,000.00
2. Vice President Bobby Alvarez- $94, 857.00
3. Executive Secretary Yolanda Bordallo- $40,000.00

**Background:** During the GVB Board of Directors meeting on February 14, 2019, President & CEO Pilar Laguaña, Vice President Bobby Alvarez and Board Secretary Yolanda Bordallo were confirmed by the board. Their employment and salaries were discussed and confirmed but the board forgot to put in form of motion.

B. ADMINISTRATION & GOV'T RELATIONS

C. RESEARCH

D. RUSSIA & NEW MARKETS

Committee minutes dated March 12, 2019 — Exhibit C

E. KOREA

Committee Minutes dated March 7, 2019 — Exhibit D

F. JAPAN

Committee minutes dated March 8, 2019 — Exhibit E

---

GVB JAPAN FINANCE AND ADMINISTRATIVE MEETINGS

Motion to approve travel for one Marketing Manager – Japan and one Accounting Manager to travel to Tokyo, Japan in March 2019 to conduct finance and administrative meetings with the

Country Manager – Japan and Public Relations team. Estimated total cost is $5,542.00; Account # JA-SMD008.

| | | | | | | |
|---|---|---|---|---|---|---|
| Airfare: | $1,000 x 2 pax | | | | | $2,000.00 |
| Per Diem: | Tokyo | Lodging | Nights | M&IE | Days | |
| | Marketing Manager - Japan | $278.00 | 3 | $229.00 | 3 | $1,521.00 |
| | Accounting Manager | $278.00 | 3 | $229.00 | 3 | $1,521.00 |
| Miscellaneous (Business communications, excess baggage, etc.): | | | | | | $500.00 |
| Total: | | | | | | $5,542.00 |

**Background:** GVB is still in the process of restructuring the Japan office operations. In the interim, while GVB operates without full-time staff to support the Country Manager – Japan, one Marketing Manager and one Accounting Manager will need to travel to Tokyo to hold administrative meetings with the Country Manager, PR team, and temporary support staff to ensure operations continue without issue. In addition, finance meetings are scheduled to verify proper procurement is still being followed, accounting procedures remain in place, and bills are being paid in a timely and efficient manner. The Japan team will also prepare promotional material and GVB assets to be sent to headquarters to be archived/for future use.

**Issue:** Board approval required for travel.

G. NORTH AMERICA & PACIFIC MARKETS

Committee minutes dated March 6, 2019 — Exhibit F

H. GREATER CHINA

Committee minutes dated March 7, 2019 — Exhibit G

I. MEMBERSHIP & COMMUNITY OUTREACH

J. VISITOR SAFETY & SATISFACTION

K. CULTURAL & HERITAGE

L. DESTINATION MANAGEMENT

M. SPORTS & EVENTS

VII. EXECUTIVE SESSION

VIII. OLD BUSINESS

IX. NEW BUSINESS

X. ANNOUNCEMENTS

- Thursday, March 28, 2019 at 3:30pm, GVB BOD Board Meeting @ Main Conference Room
- Thursday, April 11, 2019 at 3:30pm, GVB BOD Board Meeting @ Main Conference Room

XI. ADJOURNMENT

GCMC MEMBERS IN ATTENDANCE: Samuel Shinohara, Joann Camacho, Jong In Cheong, Katsutoshi Kabasawa, Kiyoko Kamohara, Soohyun Lee

OBSERVERS: Yuki Matoda (Guam Reef & Olive Spa Resort)

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

I. CALL TO ORDER
Chairman Sam Shinohara called the meeting to order at 3:30PM.

a. Approval of the Minutes
Motion made by Mr. Katsutoshi Kabasawa and seconded by Mr. Jong In Cheong to approve the GCMC minutes of December 14, 2018. Motion approved by acclamation.

b. Report of the GCMC Chairman
Chairman Shinohara thanked those in attendance and asked the committee to remain patient as there is a portion of the new board undergoing the confirmation process. He also mentioned that the GVB team is in the process of preparing budget requests for FY2020, which will be discussed during this meeting.

Ms. Elaine Pangelinan proceeded to introduced the GVB Taiwan Representatives in attendance, Ms. Joyce Wu and Ms. Joyce Chen, who were on island to assist with the Kaohsiung Association of Travel Agents (KATA) mini trade show, welcome reception, and familiarization tour.

II. Visitor Arrivals Update
Nadine Leon Guerrero presented the updated visitor arrivals for the Greater China markets. Although Chinese New Year was in February this year, the negative arrival numbers from China are due to the lack of air seat capacity. There were no charter flights from China this year. She mentioned that the percentages will change in March as March of 2018 was when United Airlines halted direct flights from Shanghai. Leon Guerrero added that there were two charters for Chinese New Year from Taiwan that were both full capacity.

# February 2019

**February 1-28, 2019** **Total: 134,539 (+8.8%)**

| % Market Mix | Origin | 2018 | 2019 | % to LY |
|---|---|---|---|---|
| 1.9% | Taiwan | 2,682 | 2,535 | -5.5% |
| 2.0% | China | 3,924 | 2,645 | -32.6% |
| 0.6% | Hong Kong | 395 | 745 | 88.6% |
| 42.9% | Japan | 45,356 | 57,741 | 27.3% |
| 44.2% | Korea | 60,731 | 59,423 | -2.2% |
| 4.7% | US/Hawaii | 4,949 | 6,312 | 27.5% |
| 1.0% | Philippines | 966 | 1,281 | 32.6% |

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

Note: February 2019 Daily Arrivals reflect Civilian Air arrivals only

# Calendar Year to Date 2019

**January – February 28, 2019** **Total: 282,046 (+9.1%)**

| % Market Mix | Origin | 2018 | 2019 | % to LY |
|---|---|---|---|---|
| 1.8% | Taiwan | 4,945 | 4,996 | 1.0% |
| 1.4% | China | 5,118 | 3,906 | -23.7% |
| 0.4% | Hong Kong | 819 | 1,199 | 46.4% |
| 41.0% | Japan | 86,791 | 115,762 | 33.4% |
| 45.6% | Korea | 129,980 | 128,718 | -1.0% |
| 5.3% | US/Hawaii | 14,310 | 14,848 | 3.8% |
| 0.9% | Philippines | 1,925 | 2,558 | 32.9% |

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

Note: February 2019 Daily Arrivals reflect Civilian Air arrivals only

# Fiscal Year to Date 2019

**October 2018 – February 28, 2019** **Total: 682,655 (+7.4%)**

| % Market Mix | Origin | 2018 | 2019 | % to LY |
|---|---|---|---|---|
| 1.7% | Taiwan | 10,903 | 11,284 | 3.5% |
| 1.1% | China | 9,220 | 7,248 | -21.4% |
| 0.5% | Hong Kong | 2,923 | 3,227 | 10.4% |
| 40.5% | Japan | 214,411 | 276,545 | 29.0% |
| 45.5% | Korea | 317,776 | 310,785 | -2.2% |
| 5.5% | US/Hawaii | 33,002 | 37,446 | 13.5% |
| 1.3% | Philippines | 8,262 | 8,961 | 8.5% |

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

Note: February 2019 Daily Arrivals reflect Civilian Air arrivals only

III. China Market Report

Nadine Leon Guerrero presented updates for the China market.

a. Arrival Review/Forecast

# China Marketing News

## 3 Month Airlift Forecast

| Month 2019 | Forecast Pax | Last Year | %Change | Seat Forecast '19 | Seat Data '18 | % Change Seats |
|---|---|---|---|---|---|---|
| March | 1100 | 1174 | - 6% | 3540 | 3726 | -5% |
| Apr | 1100 | 1046 | +5% | 3164 | 3164 | 0% |
| May | 1100 | 1098 | +1% | 3164 | 3164 | 0% |

**March 2019**

**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)**

**April 2019**

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

**PAL, estimated 500 seats nation wide per month**

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

**May 2019**

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

**PAL, estimated 500 seats nation wide per month**

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

b. Marketing News

i. U.S. Visa Refund Join Promotion with United & Ctrip

## China Marketing News

### U.S. Visa Refund Joint Promotion with United & Ctrip

**Campaign theme**
Buy UA Guam ticket, Get U.S. Visa coupon
– 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

**Investment:** 30,000 USD

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

**Sales Data: October 28, 2018 –February 20, 2019:** 440 PAX

Landing Page Banner of Air ticketing
(7 days, 10-16 Jan2019)
Total Exposure: 2,800,000









As of February 20th, 440 pax availed to the U.S. visa refund joint campaign with United and Ctrip. The target by the end of March 2019 is 600 pax.

ii. United Guam Marathon 2019 Promotions

## China Marketing News

### UGM Promotions with TOs

- **Joint promotion with Major TOs**

October 2018 - February 2019

**Mechanism:** TOs will promote Guam packages to marathon lovers through online & offline channels. GVB will sponsor the registration fee for UGM.

**Investment:** 3,000 USD (in kind)
30 entries, first come, first get

- CITS early birds promotions
Confirmed booking: 22 pax

- Century Tour Special offer:
Consumer who purchase the UGM package could get a coupon for one pair of Skechers sneakers




UGM package flyers

# China Marketing News

## UGM Promotions with Running Clubs

- **Joint promotion with Running Clubs**

**Partners:**
- Beijing ZX-tour – Marathon runners club
- Beijing 42Trip

**Descriptions:**
Launch UGM packages on mini site, open link for registrations, and promote on social media

**Investment:** complimentary UGM entries

**ROI:**
Beijing ZX-tour WeChat post
Total Impression: 220,000+
Total clicks: 1540

Beijing 42Trip WeChat Account post
Impression: 70,000+
Clicks: 514



posts on social media

iii. Sales Co-op with Ctrip


# China Marketing News


## Sales Co-op with Ctrip

**Campaign theme:** 'InstaGuam-Fun and Shopping in Guam, enjoy every moment here'

**Period:** February 1,2019–August 31,2019

**Description:** Campaign "Fun and Shopping in Guam, enjoy every moments here" positions Guam as the closest U.S. destination to China and emphasize that Guam is both fun and shopping holy land. Marketing plan includes Guam packages development and promotion, massive exposure and precise marketing plan, as well as social media exposure.

**Investment: USD 112,500**

KPI:
- Sales of Guam products: 3000-3500 pax from 01Feb till 31Aug 2019 (incremental sales: 2000 pax)

- ROI from marketing campaigns
- Total Impression: 1,215,000
- Total Ads value: 759,000 CNY


Ad banner on Ctrip


Guam landing page



Precise marketing on multi-platforms

iv. Sales Co-op with Century Tour

# China Marketing News

GUAM

## Sales Co-op with Century Tour

**Campaign theme:** 'Enjoy your shopping vacation in Guam' for 2019

**Promotion & Sales Period:** January 1, 2019 –March 28, 2019

**Marketing strategy:** As one of key wholesalers in China market, Century tour has its B2B sales channels in Northern, Eastern and Southern China market. In 2019, they will block UA seats in South China and PR seats for North and East China
Meanwhile, Century Tour has its B2C channel on online travel booking platform like Fliggy.

**Goal pax for the sales:** 400

**Sales Data: Jan 1-Feb 28 -** 180 PAX




SGef promotion Post on WeChat




v. Sales Co-op with GZL

# China Marketing News

GUAM

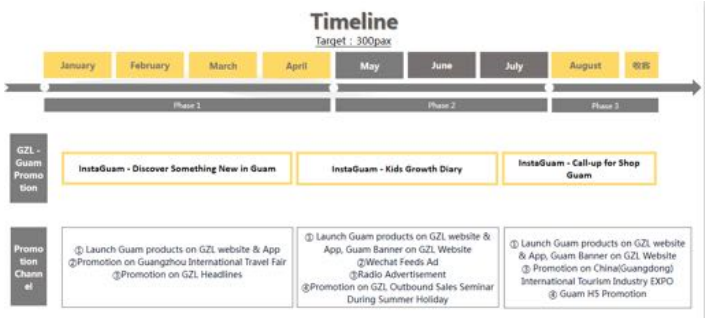
## Sales Coops with GZL

**Target segments:** Middle-aged and elderly people (January - March), Families with kids (April - June), Young FITs (July - August)

**Promotion Period**: January 01,2019 – August 31, 2019

**Investment: USD 17,172**

**KPI:**
**Direct sales goal**: from Jan to August 2019: 300 pax
**Total impression:** 1,301,000







Promotion of Guam packages
February 21-23
at Guangzhou International Travel Fair

vi. Alipay x GVB 2019 Chinese New Year Koi Project

## China Marketing News

GUAM

### Alipay x GVB
### 2019 Chinese New Year "Koi" Project

**Key Platforms:** Weibo, TikTok

**Investment from GVB China:** $4,000 for the 2 pax Guam holiday packages

**Description:** Alipay official account releases official campaign post on Weibo with eight destinations including GVB China account to encourage followers to participate the Koi campaign and win the prize of travel packages;
Alipay TikTok official account creates a topic homepage # Spring Festival Koi # and launch the campaign; GVB China account upload the campaign video and encourage followers to participant; The winner will be automatically selected by the system of TikTok



GVB video post on Weibo

**KPI achieved GVB Weibo account:**
- Followers growth: 7,305
- Impression: 877,000
- Participants: 8,325
- Interaction:11,764

**Alipay's post on Weibo:**
Total engagement: 290,000+


Alipay's campaign post

## China Marketing News

GUAM



GVB video post



Alipay's campaign post

### Alipay x GVB
### 2019 Chinese New Year "Koi" Project

**Alipay's post on TikTok:**
- Likes: 2,370,000
-Engagement: 655,000

**GVB campaign post on TikTok :**
- Views: 12,000

10 times of the average record of the previous videos on GVB account
- Likes: 303

The purpose of this project was to leverage the influence of the "Spring Festival Koi" and brand Guam as a fun and trendy destination, raise awareness of Guam as a Chinese friendly destination for family travel, encourage Chinese tourists to travel to Guam during spring festival, and to increase audience engagement and interaction on GVB China's Tik Tok account. Our campaign post on Tik Tok was viewed 12,000 times, which is ten times the average record of previous videos on GVB's account.

vii. Valentine's Day Vlog Exposure

# China Marketing News

GUAM

## Vlog Exposure on the Valentine's day




Weibo x Helen - Vlog
Views: 93,000
Comments: 51
Repost: 116
Likes: 352

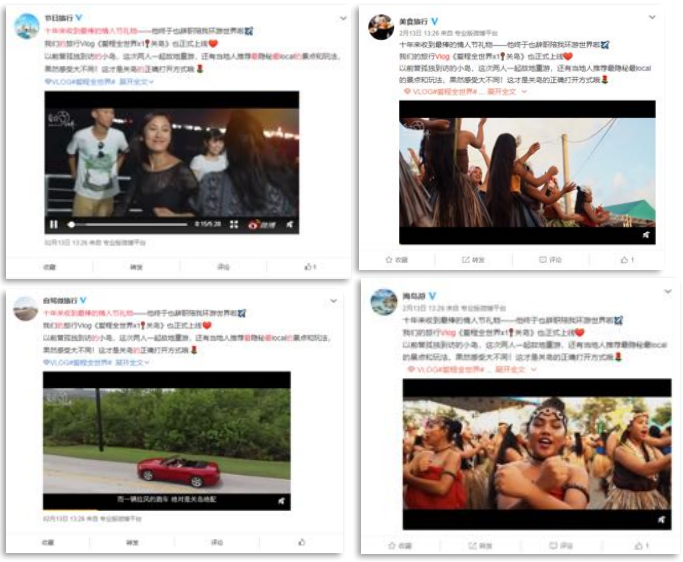
TikTok x Ctrip - Vlog
Views: 11,000
Comments: 90
Repost: 17


# China Marketing News

GUAM

## Vlog Exposure on the Valentine's day


Sina official travel accounts
Total reach: 3,040,000



viii. Mini Campaign

# China Marketing News

## Digital Mini Campaign

**Background**: Encourage followers to follow and repost, and choose one follower to give 520CNY as fund for a date on the Valentine's day. (520 mean "I love you" in Chinese)

**Investment:** 520 CNY

**Impressions:** 42,000
**Reposts:** 838
**Comments:** 299
**Likes:** 158




ix. Marketing Strategy Meetings with GVB China

# China Marketing News

## Marketing Strategy Meetings – GVB China

GVB HQ delegation, GVB China team
United Guangzhou office
Local Key agents (GZL, HK CTS, Centour)

February 27-28, 2019



**Meeting Agenda:**
- FY19 marketing strategy review, target profiles
- Market updates and activity status
- GVB introduced the marketing campaigns for our signature events calendar

✓ Shop Guam Festival – year-round promotion, App
✓ United Guam Marathon- complimentary 30 entries, United App
✓ Guam Micronesia Island Fair

- Discuss with TOs about planning to promote Guam, their advice and challenges

**Ideas from TOs for Discussion:**
- Suggest make Chapels available for sightseeing and taking pictures. Receive group booking in advance, with entry fee (10 USD per pax, for at least 5 Pax, accept dress code).
- China ready program to attract more FITs

Nadine Leon Guerrero & Elaine Pangelinan visited Guangzhou for a strategy meeting with the GVB China team. While there, the team met with local key agents. The main challenge is the visa approval, which has decreased since last year.

x. Market Update

# China Marketing News

GUAM

- **Chinese tourist data during the Chinese New Year holiday**
- The National Immigration Administration said outbound travel during the Chinese New Year holiday period (February 4-10) grew 12.48% to 6.31 million trips. That figure fell short of Ctrip's expectations of about 7 million. The China Tourism Academy said its figures (7.22 million) included information not comparable to the immigration administration's data.

- **China tourism stall leads to U.S. drop in foreign visitor spending**
- Research from the World Travel & Tourism Council shows that spending by international visitors dropped nearly 1 percent year-over-year to $198.8 billion. That is largely due to a lack of growth in visitors from China, whose dollars makes up roughly 11 percent of all spending.

- **148 million outbound travelers from Chinese mainland cut shopping budget in 2018**
- For the 148 million travelers from the Chinese mainland who visited overseas destinations last year, and spent $120 billion in all, tourism is no longer just for shopping but an opportunity to mature, evolve and add value to life through richer experiences, said industry experts.
- What makes the data important is that the number of outbound Chinese travelers is increasing every year. Last year's number of 148 million was up 13% from 2017. An estimated 170 million Chinese tourists will make overseas trips in 2022—their number will likely grow at 5.35% annually.

xi. AT @ China – Aviation & Tourism Forum

# China Marketing News

GUAM

## AT @ China - Aviation and Tourism Forum

**Description**
Co-initiated by TLM and G&W Consulting (aviation and airport advisory in China), A first of its kind in China, to create an opportunity to bring international airlines, airports, tourism boards and key personnel from the travel sector all together to discuss the China phenomenon, and, ground this in what can be a SMART way to manage the future travel experience.

**Dates TBC, depending on schedule of CAAC**

**Main themes:**
- What can we all do (airlines, airports and destinations) to build a travel ecosystem that is putting the passenger at the forefront of the experience; removing complexity and pushing for simplification in travel;
- Provide a forum for airlines, airports and tourism destination to look at the China position; and, utilize networking opportunities to build key answers to what makes outbound Chinese tourism attractive, and, what can we do to ensure successes with such links to this opportunity;
- Focus on listening and understanding best practices in managing aviation and tourism development; in particular, who has been successful? What are the key learnings? Sharing ideas to improve the offer of all is what makes for SMARTER travel…

**Next step:**
Invite GVB management as VIP guests for the Forum

TRAVELLINK G&W

AT 2019 CHINA

xii. Routes Asia 2019

# China Marketing News

## Routes Asia 2019

**Dates: March 8-12, 2019**
**Location: Cebu, Philippines**

A GVB delegation will be attending Routes Asia 2019 in Cebu along with the A.B. Won Pat International Airport Authority. Together, Guam will address air seat capacity issues for Japan and the developing markets to include China and Taiwan.

Routes Asia presents opportunity for route development professionals to discuss, develop, and plan network strategy at the only route development forum dedicated to the Asia Pacific region. Providing unique cost and time-saving benefits, Routes Asia arranges prescheduled meetings with key targets, provides insights from senior leaders into major issues currently affecting the aviation industry.

It is anticipated that over 800 air service development professionals representing over 100 airlines and 200 airports will be attending this event.

IV. Taiwan Market Report

Joyce Wu, GVB Taiwan Representative presented updates for the Taiwan market.

a. Arrival Review/Forecast

# 3 Month Review

| Month | Forecast Pax | Actual Seats provided by GVB | Number of Passengers from Taiwan Ministry of Transportation & Communications | Total Seat Capacity from Taiwan Ministry of Transportation & Communications | China Airlines L/F |
|---|---|---|---|---|---|
| **December** | 2,050 | 2,241 | 2,499 | 3,503 | 71.3% |
| **January** | 2,387 | 2,461 | 2,706 | 3,494 | 77.4% |
| **February** | 3,417 | 2,535 | N/A | N/A | N/A |

# 3 Month Forecast

| Month | Forecast Pax | Last Year | %Change | Seat Forecast '19 | Seat Data '18 | % Change Seats |
|---|---|---|---|---|---|---|
| March | 2,240 | 2,434 | -7.97% | 3,100 | 2,945 | 5.26% |
| April | 2,093 | 2,241 | -6.61% | 2,790 | 3,255 | -14.29% |
| May | 2,003 | 1,736 | 6.56% | 3,100 | 3,410 | -9.09% |

Flights

March
Taipei

- **China Airlines :** 5 per week = 3,100 (B737-800,738)
- 20 flights * 155 seats = 3,100
- **Flights on 3/9, 3/15, 3/27 will be canceled.**

Total 3,100
Actual: 2,635

April
Taipei

- **China Airlines :** 5 per week = 3,100 (B737-800,738)
- 18 flights * 155 seats = 2,790
- **Flights on 4/19, 4/24 will be canceled.**

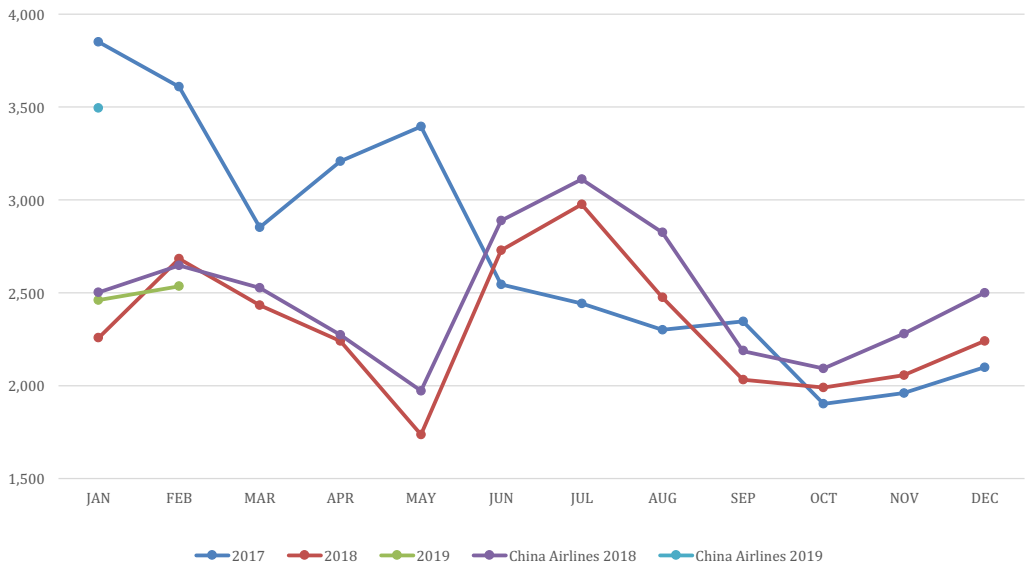
Total 2,790
Actual: 2,480

May
Taipei

- **China Airlines :** 5 per week = 3,100 (B737-800,738)
- 20 flights * 155 seats = 3,100
- **Flights on 5/7, 5/17 will be canceled.**

Total 3,100
Actual: 2,790

# Arrival Trend based on GVB Statistics



b. Marketing News

i. MICE & Adventure Sports Groups

## Taiwan Marketing News

GUAM

### MICE & Adventure Sports Groups

| Group | Date | Number of People |
|---|---|---|
| GolfDigest Golf Tour (A) | Mar. 19-23 | 94 |
| Golden Insurance Brokers Ltd. | Apr. 9-17 | 388 |
| GolfDigest Golf Tour (B) | Apr. 23-27 | 60 |
| (TBC) PLI Taiwan | May. 14-18 | 50 |
| Total PAX | | 592<br>(Does not include TBC) |

ii. Shop Guam e-Festival

## Taiwan Marketing News

GUAM

### SGeF

- Lien Hsia still keeps posting her photos in Guam
- Flight tickets lucky draws winner came out and the post attracted over 1.2K comments
- Lucky draws winner came out and the posts attracted over 3.6K comments and 5.1K likes



iii. AIT Co-op

## Taiwan Marketing News

Market Promotion

### *AIT Co-op*

- Provided six FB postings and a dozen of giveaways including SGeF anti-radiation stickers to AIT in order to promote Shop Guam by leveraging AIT's SM resource
- The co-op campaign will be launched on 1/16 and the official NR will include Guam's offer inside for publicity

AMERICAN INSTITUTE IN TAIWAN 美國在台協會

iv. United Guam Marathon 2019

## Taiwan Marketing News

### 2019 UGM

- KOL had 20 minutes to share her UGM experience and introduce Guam at the Taipei Marathon Expo on 12/8
- PIC Charlene and Ben were impressed with her sharing and found it helpful
- Interaction during the Q&A session was lively

MARATHON EXPO 馬拉松運動博覽會 in Taipei



# Taiwan Marketing News

2019 UGM

## *UGM Promotion*

- UGM online promotion successfully got 27,239 people reached, 4,559 engagements, and also total 2,831 of reactions, comments & shares




v. Valentine's Day Promotion


# Taiwan Marketing News


Sales Market Development

## *Valentine's Day Promotion*

- Online promotion successfully reached 7500+ people and attracted more than 100 shares and 183 comments during Feb 9 to 12
- 20 lucky draw winner received GODIVA & Coconut cookies.
- Second online promotion will be launched during White Valentine's Day



vi. Year-End Parties

## Taiwan Marketing News

***Taipei Association Of Travel Agents Year-end Party*** 12/25 (Northern Taiwan)

***Hsinchu Association Of Travel Agents Year-end Party*** 12/26 (Middle Taiwan)

***Kaohsiung Association Of Travel Agents Year-end Party*** 12/27 (Southern Taiwan)

- Attended travel associations' year-end party in Taipei, Hsinchu, and Kaohsiung
- To exchange business cards with travel agencies, the traveling related business partner and other attendees such as governments authorities .
- To exchange suggestion and thoughts on travel to Guam.
- To corporate for sales mission seminar at other cities to increase the arrival from other major city in Taiwan.
- Travel agencies are willing to have more information about golf package and MICE reward policy.







## Taiwan Marketing News

***Chiayi Association of Travel Agents Year-end Party*** 1/18 (Southern Taiwan)

***Taoyuan Association of Travel Agents Year-end Party*** 1/23 (Northern Taiwan)

***Taichung Association Of Travel Agents Year-end Party & Seminar*** 2/20 (Middle Taiwan)

- Addressed speech to introduce Guam to travel agents by Felix
- Thousands of participants including 40 Chairmen from different associations
- Exchanged thoughts on travel to Guam with many travel agents and most of them are very interested in developing the market




vii. ANTOR Event

## Taiwan Marketing News

GUAM

Market Promotion

***ANTOR Event (2/25)***

- First meeting of the year and interacted with some new members
- Location was at a brand new VR restaurant where people could experience a destination and try the local food of that destination




viii. Golf Promotions

## Taiwan Marketing News

GUAM

Golf Promotion

***GD Golf Tour on March 19-23***

***GD Golf Tour on April 23-27***

***PLI Taiwan on May 14-18***

- The reputation of Guam golf tourism has been made in Taiwan market and with the cooperation with GolfDigest, more and more potential groups are inquiring for the Guam golf tours.
- As of now, a total of 94PAX will attend the March 19-23 GD tour, about 100PAX will attend GD's April & May tours, and 50PAX will attend PLI China's May 14-18 fam tour
- The advertisement and coverage on GD magazine consciously draw attention of the GD readers and it is expected to attract more golfers after the news coverage for the March tour published.

GolfDigest

## Taiwan Marketing News

GUAM

Golf Promotion

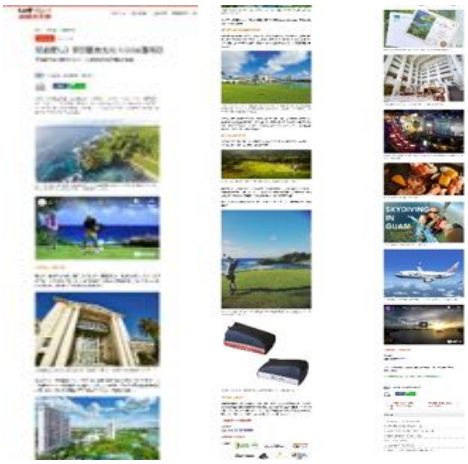
*GD Golf Tour on March 19-23 (94PAX)*

*GD Golf Tour on April 23-27*

*PLI Taiwan on May 14-18*

GolfDigest



ix. Lions & Rotary Club Fam Tour

## Taiwan Marketing News

GUAM

*Lions & Rotary Club Fam Tour on February 25- March 1*

Rotary

- The Fam Tour went well and smoothly.
- Influenced Lions & Rotary Club members to choose Guam as their own company/organization's overseas travel destination
- They've started planning another tour on Guam already.





GVB hosted a group from the Taiwan Lions & Rotary Clubs. The Rotary Club is expected to bring a group of 50 pax to Guam for incentive travel in June, while the Lion's Club expects over 80 of their members, including presidents, to Guam this October. This visit will have an impact on the upcoming arrivals influencing more than 2,500 Lions members and their families.

x. Kaohsiung Association of Travel Agents (KATA) Fam Tours

# Taiwan Marketing News

## *KATA Fam Tour & Trade show on March 8-12 (18PAX)*
## *KATA Fam Tour (Golf) on March 19-23 (4PAX)*

- To develop southern Taiwan market for the Guam tourism
- To build and reinforce relationships with travel partners in southern Taiwan
- To develop charter flights departing from Kaohsiung to Guam
- Mini trade show and welcome reception will be held on March 8th from 5-9 PM at the Guam Museum

GVB will host 18 high-level travel agents from Kaohsiung from March 8-12, 2019. Another 4 travel agents will visit Guam from March 19-23, 2019 and this group will be mainly focused on golf tours. The fam tour results will be shared with KATA's 438 travel agent members and may lead to a chain effect for these members to follow up and promote Guam in Kaohsiung as a world-class destination.

V. Hong Kong Market Report
Addison Chan, GVB Hong Kong Representative presented updates for the Hong Kong market via Skype 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 |
|---|---|---|---|---|---|---|
| Feb | 474 | 395 | 20% | 4233 | 2822 | 50% |
| Mar | 656 | 570 | 15% | 4233 | 2822 | 50% |
| April | 700 | 593 | 18% | 2822 | 2822 | same |

| **Air Capacity HKG - GUM** | | | | | |
|---|---|---|---|---|---|
| **February** | | **March** | | **April** | |
| Airline | United | Airline | United | Airline | United |
| Aircraft | Boeing 737-800 | Aircraft | Boeing 737-800 | Aircraft | Boeing 737-800 |
| Seats | 4233<br>(6 flights per week) | Seats | 4233<br>(6 flights per week) | Seats | 2822<br>(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 |
| Dec | 860 | 753 | 14% | 933 | 753 | 24% |
| Nov | 750 | 696 | 8% | 594 | 696 | -15% |
| Oct | 672 | 611 | 10% | 501 | 611 | -18% |

b. Marketing News

i. Marketing Strategy Meetings with GVB Hong Kong

## Hong Kong Marketing News

### Marketing Strategy Meeting in Hong Kong

**February 25-March 1, 2019**

- Meetings with United Airlines, Century Tours and Guam Holiday
- **United Airlines**: Discussed the FY19 marketing focus, upcoming marketing initiatives, Guam's MICE development/opportunity and met with the entire sales and marketing team.
- **Century Tour:** A China-based travel agent; set up their HK office in 2018. Discussed their development plan in Hong Kong
- **Guam Holiday**: One of the major travel agents for Guam in Hong Kong. We reviewed their marketing efforts in FY18 and explored the areas of cooperation for FY19 such as wedding, new FIT products, etc.




ii. Hutchgo.com

## Hong Kong Marketing News

### OTA – Hutchgo.com

- Hutchgo.com, is the Internet based travel service platform operated by the CK Hutchison Holdings Limited, one of the renowned multinational conglomerate as well as one of the largest developers of residential, office, retail, industrial and hotel properties in Hong Kong
- GVB HK is collaborating with hutchgo.com to develop a Guam theme page and promote via their social media channel & create a joint promotion campaign later this year.






iii. UGM 2019 KOL Campaign

# Hong Kong Marketing News

## UGM 2019 – KOL Campaign

- Stephanie and her husband, popular runner KOL in HK, to promote UGM 2019
- Continue posting UGM content at their Facebook Pages and introduced adventure activities that runners could do in Guam.










iv. Social Media Campaigns

# Hong Kong Marketing News

## Social Media Ad Campaigns

- SGeF - social media Ad campaign
  - Facebook/Instagram
  - SGeF offers and attractions
- UGM2019 - social media Ad campaign
  - Facebook/Instagram
  - UGM registration, family activities









VI. Greater China FY2020 Budgets

China will request status quo of $1,000,000. Programs will be arranged to decrease advertising, public relations and media tie ins, social media/online campaigns, and the representation fee and used to increase sales market development.

Taiwan will request $850,000, an additional $200,000 from FY2019. The majority of additional funds are needed to increase travel trade, co-ops, sales calls, MICE programs, and sales market development, which includes new air route development.

Hong Kong will request an 8.59% increase of $250,000 from the FY2019 $230,216, which will increase the representation fee and social media/online campaigns and advertising.

There were no objections to the budget requests presented.

## China FY2020 Budget Request

GUAM

| | PROGRAMS | FY2019 | FY2020 | %△ | COMMENTS |
|---|---|---|---|---|---|
| 1 | Sales Market Development | $400,000 | $546,000 | 36.50% | Increase budget on sales development with various partners (OTA, Niche Marketing) |
| 2 | U. S. Commercial Services | $25,000 | $25,000 | 0% | Working with USCS to leverage limited marketing dollars |
| 3 | Travel Agent and Media FAM Tours | $60,000 | $60,000 | 0% | Focus on KOLs |
| 4 | Advertising, Public Relations and Media Tie-ins | $85,000 | $75,000 | -11.80% | Niche marketing |
| 5 | Social Media/Online Campaigns | $130,000 | $90,000 | -30.80% | new and upcoming |
| 6 | Representation Services | $276,000 | $180,000 | -34.80% | Reduction as focus shifted to southern market |
| 7 | Administrative Services | $24,000 | $24,000 | | No change |
| | TOTAL | $1,000,000 | $1,000,000 | | |

# China FY2020 Budget Request

- **Sales Market Development**
  - Charter Agent Co-op Program
  - Airline Meetings
  - Online Joint Promotion with KAL targeting FITs
  - China Sales Trip
  - Coops (East, South, North)
  - Guam Expert Online Training & Incentive Program
  - Cross Over Campaign (Family & Couples)
  - Year Round MICE Support Program
  - Marketing Collateral Production
  - Marketing Rep Meeting

- **U. S. Commercial Services**
  - Joint Promotions/Seminars

- **Travel Agent & Media Familiarization Tours**
  - Trade – Hafa Adai Study Tour Mega FAM
  - Media/KOL FAM

# China FY2020 Budget Request

- **Advertising, Pubic Relations, Media Tie Ins**
  - Tie ins to maximize exposure with limited dollars
    - Celebrity Shooting Project: Bazaar Charity Project
  - WeChat Moments

- **Social Media and Online Campaigns**
  - WeChat and Weibo
    - Guam signature event promotions, i.e. Shop Guam eFestival, UGM, GMIF, BBQ Block Party
    - Content marketing

# Taiwan FY2020 Budget Request

GUAM

| | PROGRAMS | FY2019 BUDGET | FY2020 BUDGET | % COMPARISON |
|---|---|---|---|---|
| 1 | Representation Fee | $144,000 | $168,000 | 16.7% |
| 2 | Information Office / Costs | $ 38,400 | $ 39,600 | 3.13% |
| 3 | Media / Travel Industry Fam Tours | $ 38,200 | $ 25,000 | -34.6% |
| 4 | Social Media/ Online Campaigns & Advertising<br>• Print (including NP & MG) and website placement<br>• Social Media<br>• Consumer Marketing | $ 61,200 | $ 70,000 | 14.4% |
| 5 | Travel Fairs & Consumer Shows | $170,000 | $193,000 | 13.5% |
| 6 | Travel Trade Co-ops, Sales Calls, MICE Programs, etc. | $148,200 | $294,400 | 98.7% |
| 7 | Sales Market Development | $ 50,000 | $ 60,000 | 20% |
| | TOTAL | $650,000 | $850,000 | 30.8% |

# Taiwan FY2020 Budget Request

GUAM

## SALES MARKET DEVELOPMENT

- Themed/Group Tour Development (Golf, EMBA, Social Clubs, Adventure, Wedding/Honeymoon)
- Year Round MICE Programs
- FIT Outreach
- Trade Co-ops
- Outreach in Central and Southern Taiwan
- New Air Route Development
- Low Season Incentive Programs
- Celebrity Co-op Promotion

# Taiwan FY2020 Budget Request

GUAM

### SOCIAL MEDIA/ONLINE CAMPAIGNS & ADVERTISING

- Taking into consideration that Facebooks algorithm keeps adjusting, more investment will go into Instagram
- Leverage high incentive campaigns to strengthen GVB's social media accounts fan base and interaction
- Actively interact with other brand SM accounts with same target audience for more exposure and increase SM account fans flow
- Develop targeted SM campaigns
- Leverage KOL/influencers

### FAMILIARIZATION TOURS

- KOL/Media FAM Tour
- Adventure Sports Media FAM Tour
- Trade FAM Tour

### TRADE & CONSUMER SHOWS

- International Travel Fair – Taipei
- Taipei Travel Expo
- Kaohsiung Winter International Travel Fair

# Hong Kong FY2020 Budget Request

GUAM

| | PROGRAMS | FY2019 BUDGET | FY2020 BUDGET | % COMPARISON |
|---|---|---|---|---|
| 1 | Hong Kong Marketing Representative | $84,000 | $90,000 | 7.14% |
| 2 | Info Office/ PR expenses | $12,000 | $14,400 | 20.00% |
| 3 | Travel Agency Fam Tour / Media Fam Tour | $15,000 | $15,000 | 0.00% |
| 4 | Travel Trade and Consumer Show | $35,000 | $27,600 | -21.14% |
| 5 | Social Media/Online Campaigns/Advertisements (SM) | $31,000 | $40,000 | 29.03% |
| 6 | Travel Trade Co-ops, Sales Calls, MICE Programs, etc. | $30,000 | $40,000 | 33% |
| 7 | Sales Market Development | $23,216 | $23,000 | -0.93% |
| | TOTAL | $230,216 | $250,000 | 8.59% |

# Hong Kong FY2020 Budget Request

GUAM

## SALES MARKET DEVELOPMENT

- TA joint promotions and online group buying promotions
- Airline joint promotions
- Trade incentive programs (especially for low season)
- Industry seminars for Macau market
- US Commercial Services Promotions & Activities
- Wedding/Honeymoon Promotions
- MICE programs
- Niche market promotions (wedding, adventure, sports, luxury)
- Develop new marketing collateral
- Signature events

# Hong Kong FY2020 Budget Request

GUAM

## SOCIAL MEDIA/ONLINE CAMPAIGNS & ADVERTISING

- Continue to position Guam on GVB SNS and use as a hub to post recommendations from fans with special focus on online video
- More user-generated content and Ad reach
  - Use famous bloggers and KOLs and engage them in Guam signature events for live streaming and stories
  - Source interesting online Guam travel diaries and ask their permission to post on GVB SNS + campaigns
  - Integrate promotions via social media (Ads & Campaigns), interact with users throughout SNS/platforms, encourage them to interact and share GVB content to their friends
  - Implement social media optimization to boost traffic among GVBHK social media channels
  - Invest more on FB Ads to increase the reach of user-generated content and encourage engagement

# Hong Kong FY2020 Budget Request

GUAM

**FAMILIARIZATION TOURS**

- Product and training seminars for TAs
- FAM tour for education and MICE travel agents
- FAM tour for KOL that have FIT followers

**TRADE AND CONSUMER SHOWS**

- Attend at least one major trade and consumer show to continue Guam's presence in the marketplace and networking with industry contacts and experts

VII. Announcements

a. The Kaohsiung Association of Travel Agents tradeshow and welcome reception is scheduled for Friday, March 8, 2019 from 5:00-9:00PM at the Guam Museum.
b. The next GCMC meeting is scheduled for Friday, April 12, 2019 in the GVB Main Conference Room.

VIII. Adjournment

Mr. Jong In Cheong made a motion to adjourn the meeting at 4:36PM seconded by Mr. Katsutoshi Kabasawa. The meeting was adjourned by acclamation.

Prepared by: _____
Breeana Q. Garrido, Marketing Coordinator – Greater China

Reviewed by: _____
Elaine Pangelinan, Marketing Manager – Taiwan & Hong Kong

Approved by: _____
Colleen Cabedo, Acting Director of Global Marketing

Exhibit

KOREA MARKETING COMMITTEE MEETING MINUTES
11:00AM – Thursday, March 7, 2019
GVB Main Conference Room

| Members Present: | Members Absent: |
|---|---|
| Anthology Research – Bonnie Lee Alig<br>Dusit Thani Guam Resort – Gun Park<br>Encore! Where the Magic Happens – Ayisha McKinnon<br>Fish Eye Marine Park – Akihiro Tani<br>Guam Reef & Olive Spa Resort – Yoshinori Oshita<br>Lam Lam Tours & Transportation – Katsutoshi Kabasawa<br>Royal Orchid Guam Hotel – Young Chan Lee<br>Tumon Acquarium LLC – Soohyun Lee<br>Tumon Sands Plaza – Mai Perez<br>Watabe Guam – Daisuko Sato | Alupang Beach Club – Stephen Gatewood<br>Baldyga Group – Tae Oh<br>Core Tech Resort LLC – Juno Eun<br>DFS T Galleria – Sung Hoon "Terry" Chung<br>Hilton Guam Resort & Spa – In Cha<br>Holiday Resort & Spa Guam – Hiromi Matsuura<br>Hotel Nikko Guam – Jenny Cheon<br>Hyatt Regency Guam – Stella Sohyun Bae<br>International Dining Concepts LLC – Jennifer McFerran<br>Lotte Hotel Guam – Elisha Lee<br>Nissan Rent a Car – Mark Anderson<br>Onward Beach Resort – Jennifer Chae<br>Outrigger Guam Beach Resort – Ju Hee "Jenny" Song<br>Pacific Star Resort & Spa – Kyu Sik Kim<br>Sentry Hospitality – Sunardi Li<br>The Westin Resort Guam – Da Un Jeong<br>Tumon Bay Lobster & Grill – Jae L. Yu<br>University of Guam – Carlos R. Taitano |
| **Guests/Alternate Members:** | **GVB Korea/GVB Chairs/Mgmt. /Staff Present:** |
| AK – Mike Anderson<br>Fish Eye Marine Park – Kaori Sablan<br>H.I.S. Guam Inc. – Mary Joy Menor-Flores<br>Hotel Santa Fe – Bart Jackson<br>Japan Bus Lines – Shun Matsumoto<br>Lam Lam Tours & Transportation – Kiyoko Kamohara<br>Leo Palace Resort – Mitsue Nakamura<br>Micronesia Mall – Sayumi Ishioka<br>Pacific Islands Club – Jieun Kim | Bradley Kloppenburg – Acting KMC Chairman<br>Milton Morinaga – GVB Board Chairman<br>Pilar Laguaña – GVB President & CEO<br>Jay Park – GVB Korea Account Director<br>Jessica Ham – GVB Korea Manager<br>Colleen Cabedo – GVB Marketing Manager for Korea<br>Nicole B. Benavente – GVB Marketing Coordinator for Korea |

I. CALL TO ORDER

Acting KMC Chairman Mr. Bradley Kloppenburg called the meeting to order at 11:05am.

II. APPROVAL OF COMMITTEE MINUTES

Mr. Gun Park motioned for the approval of the minutes from the last meeting held on December 4, 2018. The motion was seconded by Mr. Bart Jackson and unanimously passed by the committee with no opposition.

III. REPORT OF THE CHAIRMAN

- Mr. Kloppenburg introduced himself as a member of the GVB Board of Directors and the acting KMC Chairman. He acknowledged GVB Board Chairman Mr. Milton Morinaga, GVB Board Member Mr. Shun Matsumoto, and former KMC Chairman and GVB Board Member Mr. Bartley Jackson. Also introduced were Mr. Jay Park, Account Director, and Ms. Jessica Ham, Sales Manager, both from GVB Korea overseas office. Mr. Kloppenburg acknowledged GVB President & CEO Ms. Pilar Laguaña and introduced GVB Vice President Mr. Bobby Alvarez.
- Mr. Kloppenburg said that the GVB Board of Directors has been in transition and that hopefully the full Board will be in place by the end of the month, at which time the permanent committee chairman assignments will be made.

IV. REPORT OF MANAGEMENT

- Marketing Manager for Korea Ms. Colleen Cabedo acknowledged that three months had passed since the last KMC meeting, and GVB management did not want to wait any longer for the next committee meetings. She reported that all markets are looking into their FY 2020 plans and budgets, and this KMC meeting would give an overview of the Korea market programs in the last three months as well as plans for FY 2020.
- Ms. Cabedo reported that in December 2018, GVB finalized its RFP for the Korea representative office, and Happy Idea Company (HIC) renewed its contract with GVB as the Korea representative office.

V. KOREA MARKETING NEWS

Mr. Jay Park presented the latest Korea marketing news.

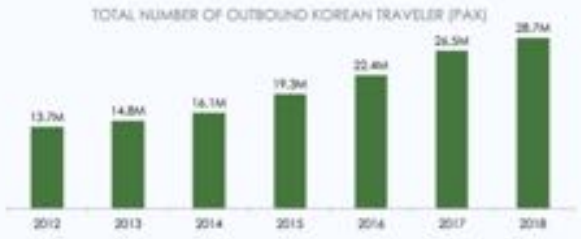

GUAM
VISITORS
BUREAU
FY2019 GUAM VISITORS BUREAU
Korea Market Committee Meeting
Prepared by
Jay Park, GVB Korea Account Director

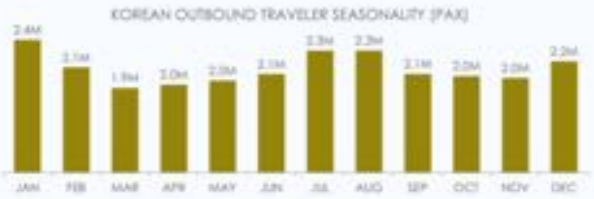

Agenda
2018 Korea Market Review
2019 Overall Market Projection
2019 JAN & FEB Market Review
Ongoing & Upcoming Project




2018 Korea Market Review

## Overall Korea Outbound Travel Market



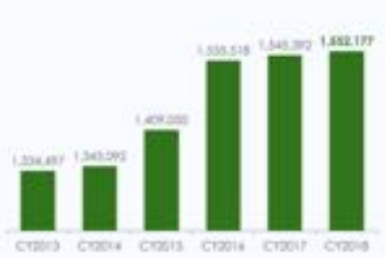



GUAM VISITORS BUREAU | SETBISION BISITAN GUAHAN
401 Pale San Vitores Road I Tumon, Guam 96913 I Ph: (671) 646-5278 I Fax: (671) 646-8861 I www.visitguam.com

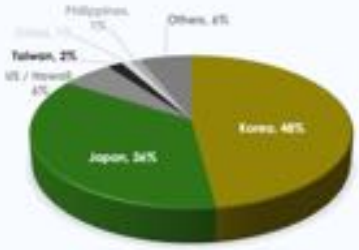
GUAM

2018 Korea Market Review

## Guam Travel Market Status




TOTAL NUMBER OF ARRIVAL IN GUAM




CY2018 MAJOR MARKET MIX




KOREA & JAPAN ARRIVAL COMPARISON

2018 Korea Market Review

## Korea Travel Market In Guam






- Mr. Jay Park noted the decrease in airline supply in November and December 2018 due to Jeju Air decreasing service from 3x daily to 2x daily, and Korean Air ceasing its air service from BUS – GUM.



2019 Overall Market Projection

## Korean Travel Market Trend

**The overall overseas travel of Koreans likely to slow down in 2019**

Likely difficult for travel consumers to increase their travel expenses due to economic recession, thus, to continue to restructure their journeys with a budget similar to the previous year.

Short distance and short term travel trends likely to continue for both domestic and overseas travel as Korean travelers will continue to value practicality in terms of time/cost, travel distance, and convenience

"Things-to-see" are declining while "things-to-play" and "eat", respectively, are rising in importance, which OTA/Metasearch are accelerating.

* Reference: Sejong University Tourism Industry Research

2019 Overall Market Projection

## Korean Travel Market Trend

**The highlights of Korean Travel predictions are as follows**

Female travelers in their 20s to 30s will remain the same or stronger demand in 2019

Short-term travel with less than 6 night stay will increase and travels longer than 5 nights will decrease.

Due to the popularity of short haul travels, Koreans' travel to Southeast Asia will increase, with Japan holding on to its first place, followed by Vietnam that rose to second place and will continue to increase.

Travel destinations will be chosen based on how to rest and what to eat, shifted from what to see.

The increase of FIT will accompany OTA/metasearch growth as well, reducing full service travel agencies.

* Reference: Sejong University Tourism Industry Research

2019 Overall Market Projection

## Airline Updates

**Jin Air ICN – GUM Flight Change**

Current: ~ MAR 30 2daily flights by B737 (189seats aircraft)
Change: MAR 31 ~ OCT 26 1daily flight by B777 (393 seat aircraft)

**Air Busan PUS – GUM**

Change: MAR 31 ~ OCT 28 5times per week flight by A321 (195 seat aircraft)

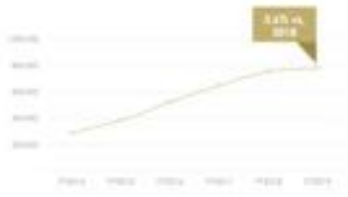
**T'Way Additional Flight on SAT**

Change: APR13 ~ OCT19 T'Way increases Saturday flight
ICN 06:55am – GUM 12:55pm
GUM 17:40Opm – ICN 21:30
(Total 3,780 seats added)

Where Are We Going?

## Target Statistic in FY2019

**TOTAL KOREAN VISITOR ARRIVAL**
780,000 of Korean Visitors



**TOTAL AIRLINE CAPACITY & LOAD %**
Airline Seat Capacity: 920,000
Average Load Factor: 84.8%




**INCREASE REPEAT VISITOR**
First Visitors: 50%
Repeat Visitors: 50%

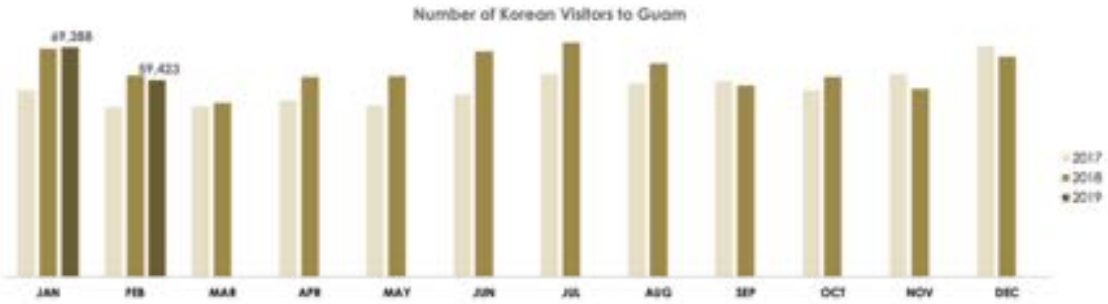



How Can We Get There?
Primary Target Market
01 FAMILY MARKET WITH CHILDREN
02 HONEYMOON / COUPLE
03 MICE (INCENTIVE GROUP)
04 SILVER MARKET
05 LEISURE ACTIVITY TRAVELER
06 SINGLE OFFICE LADY / FRIEND


2019 JAN & FEB Review and Forecast

2019 JAN & FEB Performance

## Korean Visitors to Guam in 2019 JAN & FEB




| Guam Arrival | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2019 | 69,288 | 59,423 | | | | | | | | | | | 128,718 |
| 2018 | 68,707 | 60,768 | 52,049 | 60,266 | 60,818 | 67,989 | 70,614 | 64,301 | 57,720 | 60,340 | 56,783 | 64,600 | 129,980 |
| Growth Rate (%) | 0.8% | -2.2% | | | | | | | | | | | -1.0% |

- Total number of Korean travelers to Guam: 69,288 in January and 59,423 in February -> 0.8% increased and 2.2% decreased vs. 2018 respectively
  2019 FEB CYTD: 128,718 -> 1.0% decreased vs. 2018 CYTD

Upcoming Period Forecast

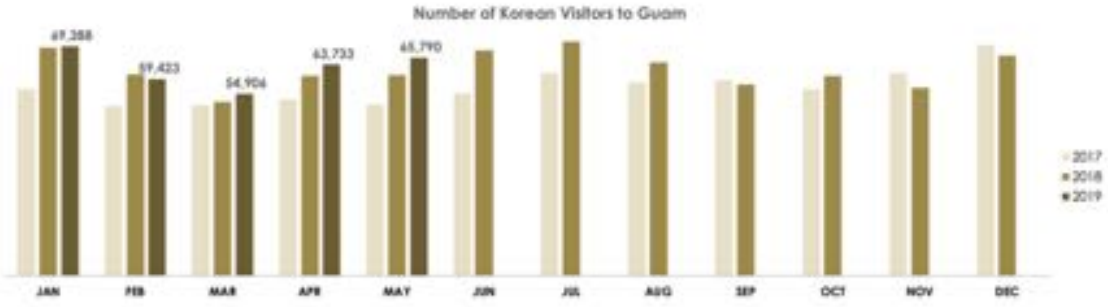
## Airline Capacity to Guam in March






Upcoming Period Forecast

## Korean Visitors to Guam 3 Month Forecast




| Guam Arrival | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2019 | 69,288 | 59,423 | 54,906 | 63,733 | 65,790 | | | | | | | | 128,718 |
| 2018 | 68,707 | 60,768 | 52,849 | 60,266 | 60,019 | 67,989 | 70,614 | 64,301 | 57,720 | 60,340 | 56,781 | 64,400 | 129,980 |
| Growth Rate (%) | 0.8% | -2.2% | 4.5% | 5.8% | 9.7% | | | | | | | | -1.0% |

- Total number of Korean travelers to Guam: 69,288 in January and 59,423 in February -> 0.8% increased and 2.2% decreased vs. 2018 respectively
  2019 FEB CYTD: 128,718 -> 1.0% decreased vs. 2018 CYTD



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

2019 Upcoming Projects

## United Guam Marathon 2019

Period: April 14, 2019
Venue: Ypao Beach
2019 Korea Market Goal Pax: 650PAX (2018: 581pax)

| Item/Month | January | February | March | April |
|---|---|---|---|---|
| On-site Promotion | | Incheon Half Marathon Online promotion | Incheon Half Marathon (3/31) | |
| Online Ad | 2nd Period (1/7-2/7) | 3rd Period (2/7 ~ 3/7) | 4th Period (3/7-28 : 3weeks) | |
| Travel Trade Sales Contest | Travel Trade UGM Sales Contest | Travel Trade UGM Sales Contest | Travel Trade UGM Sales Contest | Travel Trade UGM Sales Contest |
| Celebrity & Influencer Invitation | | | | Celebrity & Digital Influencers to Guam |
| SNS Promotion | | UGM SNS Event | | |
| Media Co-op & Run Travel Guam | - Setting up the package<br>- Influencer 'Run-soyoung' Invitation | - Exposing the package link via RUNCITY, UGM, influencer's channels<br>- Selling the package | - Run Travel Crew Orientation<br>- Run Travel Crew Training | Run Travel Guam Program |

2019 Upcoming Projects

## Asia Pacific MICE Business Festival 2019

- Period: April 4 (THU) ~ 5 (FRI), 2019
- Venue: Suwon Convention Center, Suwon, Seoul
- Host: Korea MICE Association
- Sponsors: Suwon-city, Korea Tourism Organization, Ministry of Culture Sports and Tourism, Gyeonggi Tourism Organization, Daejeon
- Marketing Organization

Expected Participants: Korea MICE Association Members, Asia Pacific MICE Organizations' member, Global Corporates (media, advertising agency, etc.), Associations and Academics, Government Organizations, All Korean MICE Stakeholders, etc.
No. of visitors: Approx. 1,500pax
- Promotion plan: Distribute MICE collaterals with MICE policy, guidebook and map, 1:1 MICE direct meeting





2019 Upcoming Projects

## Guam Micronesia Island Fair (GMIF)

- Period: May 29 (WED) ~ JUN 02 (SUN), 2019
- Objective:
  - To introduce Guam signature event, Guam Micronesia Island Fair to the Korean visitors
  - To produce high quality promotional video and photo by inviting a professional video / photo creator
  - To utilize the GMIF contents for PR & Marketing purpose
- Program
  - Media FAM & Promo Video Shooting (TBD)






2019 Upcoming Projects

## Seoul International Tourism Industry Fair

- Period: June 06 (THU) ~ 09 (SUN), 2019
- Venue: COEX, Seoul
- Objective:
  - To create a Guam presence to trade, media and consumers and to build a strong relationship with travel trade partners.
  - To promote Guam as a perfect short-distance destination for coming vacation especially for office worker consumers.
  - To promote visitors engaged in Guam's upcoming events and 'instaguam' and 'instaSpot' campaign.
  - To position Guam as a warm and welcoming destinations and stimulate consumers travel desire to Guam through experience indirectly.
- GVB Participation
  - 2 independent booth operation




Mr. Jay Park brought the committee's attention to the fact that the dates of the Seoul International Tourism Industry Fair overlap with the dates of the 2019 Hana Tour International Travel Show.

2019 Upcoming Projects

## 2019 Hana Tour International Travel Show (HITS)

- Period: June 07 (FRI) ~ 09 (SUN), 2019
- Venue: KINTEX, Gyeonggi-do
- Objective:
  - To increase the Guam brand awareness among the public and highlight Guam as a premier travel destination against competitors.
  - To build a strong relationship with airlines and travel agencies, and media via courtesy meetings.
  - To promote 2019 campaign 'InstaGuam' and 'InstaSpot' to general consumers and strengthen the image of Guam as a short-distance destination and a perfect place to share with others.
- Updates
  - Hana Tour will change the format a little bit, including reservation booth into the Guam pavilion to maximize on-spot sales






2019 Upcoming Projects

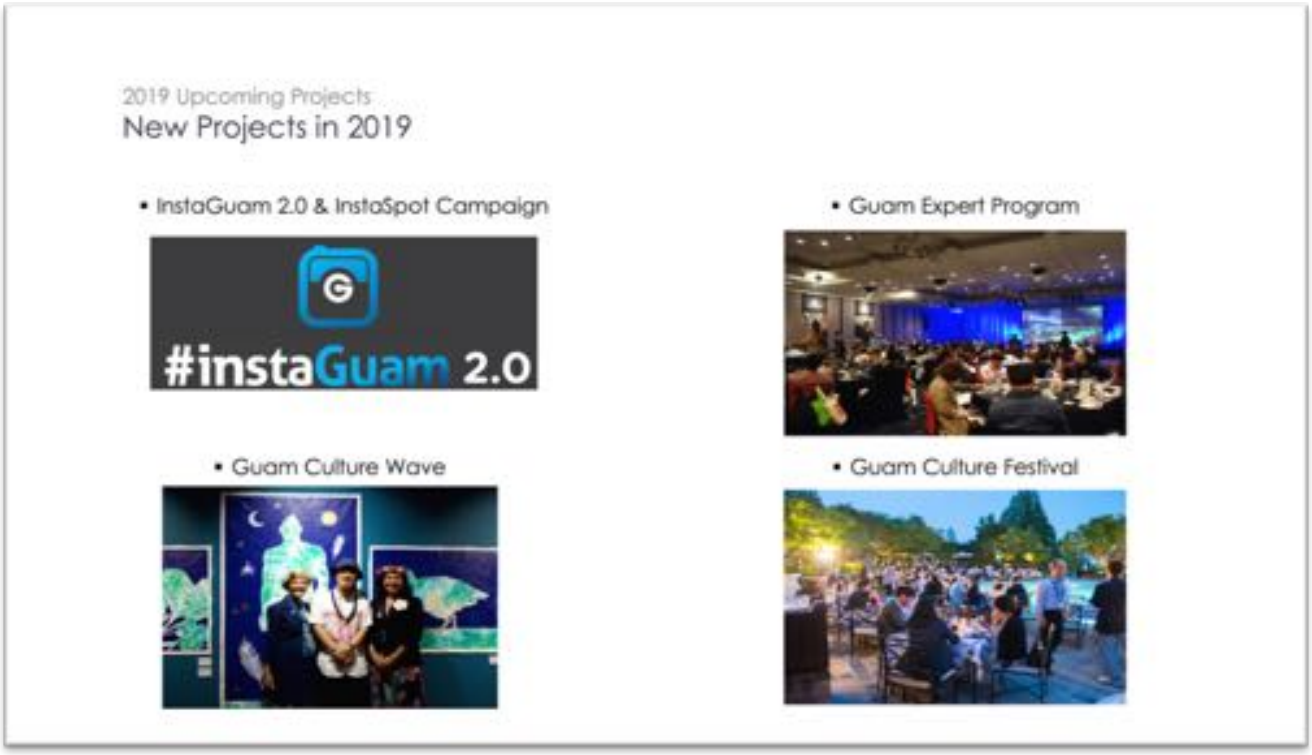
## Korea MICE Expo (Tentative)

- Period: June 13 (THU) ~ 14 (FRI), 2019
- Venue: COEX or Songdo Convensia (TBD)
- Objective:
  - To build a strong relationship and network with MICE industry partners
  - To promote Guam as a MICE destination and develop MICE segments
  - To gather as many as database to utilize for GVB business purposes for MICE market
- Host: Korea Tourism Organization, Incheon Tourism Organization




KME 2019

Ms. Colleen Cabedo invited the committee partners to participate in the upcoming shows.




Mr. Brad Kloppenburg asked if there was a time frame for the Guam Culture Festival, since it has traditionally been held between the KOTFA and Hana Tour shows, and June 2019 is a busy month in the Korea market. Mr. Jay Park said that the Culture Festival will be held tentatively in mid-August 2019.

Ms. Colleen Cabedo presented an overview of the budget and plans for the Korea market in FY 2020.

FY2020 Korea Budget Plans

| FY2020 KOREA BUDGET | | |
|---|---|---|
| GVB Korea Retainer Fee | | $360,000 |
| Travel Trade Co-Ops, Sales Calls, MICE Incentive Programs | | $650,000 |
| Airline Co-Op Promotions | $200,000 | |
| Travel Trade Co-Op Promotions | $200,000 | |
| MICE Incentive Program | $120,000 | |
| Guam Expert Program | $100,000 | |
| Sales Calls | $30,000 | |
| Digital Maintenance (Web & SNS) | | $180,000 |
| Familiarization Tours | | $160,000 |
| Advertisements, PR Promotions | | $660,000 |
| Media Advertorials | $60,000 | |
| TV Opportunities | $300,000 | |
| Digital Content Creation | $60,000 | |
| SNS Promotions | $200,000 | |
| Consumer Brand Co-op | $60,000 | |
| Sales Market Development | | $610,000 |
| Overseas Promotions | $310,000 | |
| GVB Korea Hosted Functions | $70,000 | |
| Market Development Campaigns | $170,000 | |
| Collateral Printing & Promo Item Development | $60,000 | |
| Local Out-of-Pocket Expenses | | $360,000 |
| TOTAL | | $3,000,000 |

Ms. Colleen Cabedo invited the committee to share their comments and suggested changes to the budget as presented. Mr. Bradley Kloppenburg opened the meeting to discussion of the budget.

Mr. Akihiro Tani presented a suggestion for online marketing, which has proved very effective for the Korea market compared to the Japan market. Mr. Tani said that it can be very costly for small businesses to bring an online influencer to Guam. Mr. Tani shared his experience bringing an online influencer to Guam to promote the Fish Eye dinner show, which boosted sales in three months by 15%. Mr. Tani proposed that when GVB invites an online influencer to Guam for a familiarization tour, that GVB send the relevant information to small businesses for the opportunity to pay a small fee and apply for some of the influencer's online exposure. Mr. Tani said he believed a lot of businesses would be willing to pay to be included in the content posted by the influencer.

Ms. Colleen Cabedo said that the proposal would be presented and studied by GVB management.

Mr. Brad Kloppenburg opened the meeting to further discussion, before Ms. Colleen Cabedo presented the Korea market's FY 2020 SMART goals. There were no further questions or comments from the committee on the FY 2020 budget.

FY2020 Smart Goals

1. **Goal Pax: 750,000**
- Expand trade and consumer outreach and awareness
- Grow seat capacity by increasing flight service with Korean carriers from Incheon and Busan
- Grow market demand from Daegu and Cheongju gateways
- Reinstate service with Korean Air via Busan
- Diversify the market by promoting to various segments
- Increase return visits from 40% FY2019 to 43% in FY2020

2. **Increase Visitor On-island Spend from $400.00 to $550.00**
- Work with travel agencies to develop themed packages to tailor to the high-yield customer
- Promote to Office Ladies/single women with high-purchasing power to enjoy short holiday shopping trips
- Strongly promote shopping on Guam and the Shop Guam Festival 2019

3. **Co-Op with Travel Trade & Media**
- Target affluent travelers by co-op promotions with airlines, travel agencies, and media
- Conduct sales contests with airline partners to stimulate package sales
- Conduct co-op marketing with travel trade to boost sales promotions (TV Homeshopping, Online Promotions, Offline Promotion, In-flight meal coupons)
- Co-op with influencers and media to generate high media value
- Co-op with media to promote Guam signature events

FY2020 Smart Goals

4. **Diversify the Korea market by focusing on MICE & Sports Tourism**
- Aim to support 3,300 pax worth of MICE groups for FY2020
- Collaborate with Korea MICE Association to network with MICE stakeholders and participate in MICE Expo
- Participate in MICE events to develop new business
- Outreach to large corporations, PCO (Professional Conference Organizers), travel agencies to attract MICE business
- Attract at least 2 large MICE groups over 300+
- Aim to support 3,300 pax worth of MICE groups for FY2020
- Promote the MICE incentive support to key MICE agents and corporate travel buyers

- Sports Tourism: Increase Participation for Signature Events & Develop Dive & Golf Markets
- United Guam Annual Marathon: 650 to 670 runners
- Solicit local dive shops to provide services for Korean Market
- Consider meeting with Korea's Dive Association 'Korea Underwater Association' CMAS or participate in the 28th Korea Sports Exhibition (2020 SPOEX)
- Golf Promotion: Stimulate exposure of Guam as a golf destination and increase the sales of golf tour product to Guam targeting high-yield consumers
- Provide incentives to travel agents to sell golf packages
- Co-op with golf equipment brand to promote Guam as a golf destination to potential golf travelers

FY2020 Smart Goals

**5. Trade Education Seminar**

- Host small & large scale of training seminars called 'Guam Expert' at specific venues on a regular basis with targeted wholesalers, retail agents, and ground tour operators to provide updated information on Guam and GVB's marketing efforts in-market.
- Give in-depth sales presentations on Guam to the targeted wholesalers, retail agents and ground tour operators in order for them to get better acquainted with the Islands
- Select target travel agents and develop the monthly training / educational program
- Conduct 4 large scale seminars in Seoul, Busan, Daegu, and Gwangju (80 pax or more) (Korea Roadshows, Year End Appreciation Reception)
- Conduct 4 small scale seminars with niche markets (80 or less)
- Golf Clubs, Marathon Associations, MICE Planners, Scuba Dive Associations, English Education, other niche markets i.e. LGBT
- Invite key travel agents and new travel agents to attend seminars
- Invite national media and regional media to attend seminars and participate in GVB press conference during the seminars.
- Invite digital influencers that have worked with GVB in the past to attend seminars to promote on their SNS platforms.
- Invite Guam Ambassador to attend seminars, if available, and to participate in press conference with GVB.

FY2020 Smart Goals

**6. Travel Trade & Media FAM**

- Host 2 FAM tours with key travel trade partners and media
- Invite key travel trade partners and media to participate in an itinerary developed by GVB to showcase Guam's new updates and promote other activities and attractions to encourage more product diversification.
- Host 2 FAM tours with niche markets (i.e. golf, education, MICE planners)
- Host 2 FAM tours with digital influencers
- To host during a major signature events on Guam to generate digital content for GVB and to promote the event through their SNS channels.

**7. Overseas Promotions**

- Participate in top consumer shows in Korea - Hana Tour International Show in Busan, Hana Tour International Show in Seoul, Mode Tour Travel Mart in Seoul, KOTFA Show in Seoul (Seoul International Tourism Industry Fair), Busan International Travel Fair in Busan
- Conduct promotions in Korea hosted by GVB - GVB Korea Roadshow in Busan, Gwangju, Daegu, Year End Appreciation Reception in Seoul, Guam Food Festival in Seoul, Guam Eco Wave

FY2020 Smart Goals

**8. Digital Media**

- To optimize communication with potential customers through GVB Korea official Naver Blog and SNS channels to increase a number of fans & followers
- Facebook: increase number of fans from 27,500 to 30,000
- Instagram: increase number of followers from 12,500 to 15,000
- Naver Blog: increase number of followers from 7,000 to 10,000
- Kakao Friends Plus: increase number of fans from 6,000 to 9,000
- Build a strong brand association as a favorite destination by projecting a cohesive message throughout digital 360 degree (synchronized social channel's look & feel and the contents by channel)
- Continue posting the digital contents throughout four social channels in conjunction with Guam's seasonal marketing efforts
- Conduct a minimum of 4 social media events to increase the number of fans & followers
- Keep up with good quality contents.
- Cultivate customer's positive review through digital and social media and Enhance users' reactions (shares, views, or like actions) by using various social moderation methods
- Conduct more digital campaigns throughout the year
- Work with digital influencers to promote Guam via events where winner can receive round trip ticket to Guam.
- Drive more UGCs through Instagram channel; effective strategy on hashtags and events designed.

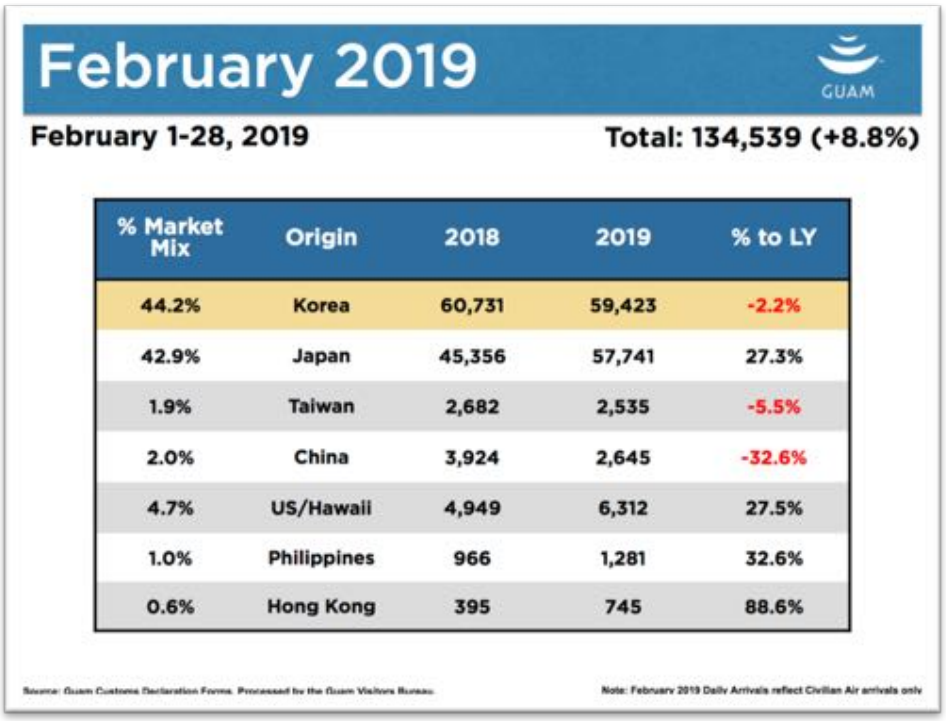
**9. Consumer Promotion**

- Conduct a minimum of 4 consumer promotions with consumer brands
- Select ideal co-marketing partners and develop collaboration plan
- Conduct co-promotion with special consumer event
- Collect a database of event participants for future communications
- To target affluent travelers, conduct consumer promotion with luxury sites in Korea.
- Develop large-scale promotions with global consumer brands to promote Guam through their databases of customers who are potential visitors to Guam, targeting particularly shoulder seasons




Mr. Brad Kloppenburg opened up the meeting to discussion of the SMART goals. There were no questions presented by the committee.

Ms. Colleen Cabedo presented the latest arrival numbers.



## February 2019

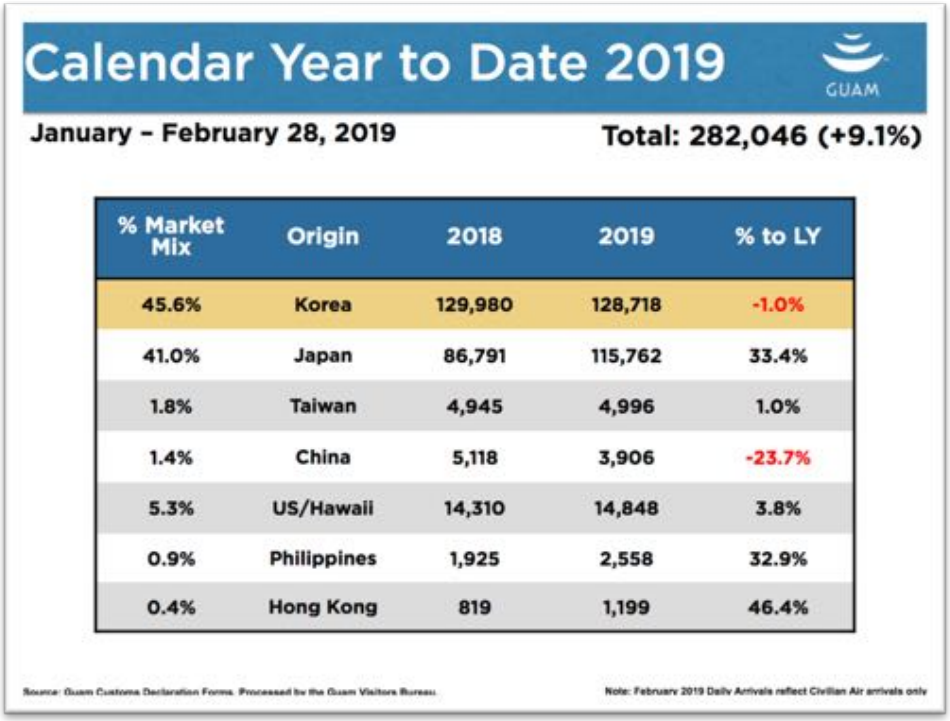
GUAM

**February 1-28, 2019** **Total: 134,539 (+8.8%)**

| % Market Mix | Origin | 2018 | 2019 | % to LY |
|---|---|---|---|---|
| 44.2% | Korea | 60,731 | 59,423 | -2.2% |
| 42.9% | Japan | 45,356 | 57,741 | 27.3% |
| 1.9% | Taiwan | 2,682 | 2,535 | -5.5% |
| 2.0% | China | 3,924 | 2,645 | -32.6% |
| 4.7% | US/Hawaii | 4,949 | 6,312 | 27.5% |
| 1.0% | Philippines | 966 | 1,281 | 32.6% |
| 0.6% | Hong Kong | 395 | 745 | 88.6% |

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

Note: February 2019 Daily Arrivals reflect Civilian Air arrivals only



## Calendar Year to Date 2019

GUAM

**January – February 28, 2019** **Total: 282,046 (+9.1%)**

| % Market Mix | Origin | 2018 | 2019 | % to LY |
|---|---|---|---|---|
| 45.6% | Korea | 129,980 | 128,718 | -1.0% |
| 41.0% | Japan | 86,791 | 115,762 | 33.4% |
| 1.8% | Taiwan | 4,945 | 4,996 | 1.0% |
| 1.4% | China | 5,118 | 3,906 | -23.7% |
| 5.3% | US/Hawaii | 14,310 | 14,848 | 3.8% |
| 0.9% | Philippines | 1,925 | 2,558 | 32.9% |
| 0.4% | Hong Kong | 819 | 1,199 | 46.4% |

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

Note: February 2019 Daily Arrivals reflect Civilian Air arrivals only



## Fiscal Year to Date 2018

**October 2018 – February 28, 2019** **Total: 682,655 (+7.4%)**

| % Market Mix | Origin | 2018 | 2019 | % to LY |
|---|---|---|---|---|
| 45.5% | Korea | 317,776 | 310,785 | -2.2% |
| 40.1% | Japan | 114,411 | 276,545 | 29.0% |
| 1.7% | Taiwan | 10,603 | 11,284 | 3.5% |
| 1.1% | China | 9,120 | 7,248 | -21.0% |
| 5.1% | US/Hawaii | 33,002 | 37,446 | 11.5% |
| 1.3% | Philippines | 8,262 | 8,961 | 8.5% |
| 0.5% | Hong Kong | 3,923 | 3,227 | -10.4% |

Source: Guam Customs Declaration Forms Processed by the Guam Visitors Bureau Note: February 2019 Data Are Actual Civilian Airlift only

VI. OLD BUSINESS

No old business.

VII. NEW BUSINESS

No new business.

VIII. ANNOUNCEMENTS

A notice via email will be sent to KMC members on the date of the next KMC meeting.

GVB President & CEO Ms. Pilar Laguaña expressed her enthusiasm for the Korea market and thanked the HIC team for their work. Moving forward, Ms. Laguaña encouraged members to watch the geopolitical environment as the tourism market can be volatile, and expressed the importance of diversifying all our market segments within our resources.

IX. ADJOURNMENT

Mr. Gun Park motioned to adjourn, seconded by Mr. Milton Morinaga. The meeting adjourned at 11:55 a.m.

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

Minutes Reviewed By: Colleen Cabedo, Marketing Manager – Korea

Minutes Approved By: Colleen Cabedo, Acting Director of Global Marketing

GUAM VISITORS BUREAU
55th ANNIVERSARY
1963 - 2018

**NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING**
**WEDNESDAY, MARCH 6, 2019**
**3:30PM, GVB MAIN CONFERENCE ROOM**

---

| | |
|---|---|
| **PRESENT:** | Yuki Toshida, Rosabelle Malones, Olga Tonkikh, Neil Urbano, Mayor Robert Hofmann, Mari Buensuceso |
| **ABSENT:** | Paula Monk, Joann Camacho, Yoshinori Oshita, Valerie Blas, Kathy Segal, Therese Arriola, Ana Marie Franquez, Barbara Taitano, Katie Black, John Calvo, Emily Wallace, Mai Perez, Susan Fryer, Sheila Shedd, June Mendiola, Rolenda Faasuamalie, Atsuta Kazunori, Gary Cruz, Blessie Cruz, Yuki Motoda, John Paul Calvo, Annabelle Santos, Elfrieda Koshiba, Akiko Futakami |
| **OBSERVERS:** | Jenevieve Sablan-Ooka, Maricia Mariano |
| **GVB STAFF AND MANAGEMENT:** | Colleen Cabedo, Regina Nedlic, Mark Manglona and Gabbie Franquez |

---

## CALL TO ORDER

Chairman Mayor Robert Hofmann called the North America & Pacific meeting to order at 3:30PM.

## APPROVAL OF PREVIOUS MEETING MINUTES

Mr. Neil Urbano made the motion and seconded by Ms. Olga Tonkikh to approve the minutes of November 7, 2018. Motion approved unanimously.

## REPORT OF THE CHAIRMAN

Chairman Hofmann introduced himself and thanked all members for being present. Chairman Hofmann also shared that he has been renewed as a GVB Board of Director and has requested to keep his position as Chairman of NAP Marketing Committee. GVB is playing a big role in the upcoming 75th Guam Liberation. A lot of activities are being planned and GVB is tasked to chair the international marketing and PR strategy. Ms. Jenevieve Ooka from Big Fish Creative was invited to share an update on the Marketing and PR strategies for the 75th Guam Liberation (Exhibit A). What was shared includes the following:

a. Objectives
    - The logo will be finalized as soon as dates and the Chamorro translation are complete.
b. Target Mindset
c. Key Messaging
d. Communication Strategy
e. Communications Platforms
f. Timeline
g. Liberation Giveaways
h. Public Relations Plan

Chairman Hofmann introduced GVB's new Vice President, Mr. Bobby Alvarez, to the committee.

## REPORT OF GVB MANAGEMENT

### a. Visitor Arrivals Update

Mr. Mark Manglona reported the month to date (MTD), calendar year to date (CYTD) and fiscal year to date (FYTD) arrival comparisons as of February 28, 2019 for North America and Pacific markets. For North America market we see an increase of 27.5% MTD as compared to last year. Additionally, we also see an increase in CYTD with 3.8% and FYTD is 13.5%. Chairman Hofmann asked if the increase in February was due to military exercises on island. Mr. Manglona will confirm with GVB's research department. Mr. Manglona further added that overall, arrivals for North America have been up.

For the Pacific market, MTD numbers are down for Palau with -23%. But we see an increase in MTD as compared to last year in CMNI, FSM, RMI and Australia. Mr. Manglona noted that Pacific markets CYTD and FYTD arrival numbers are also trending similar numbers.

## North America

GUAM

**Visitor Arrivals as of February 28, 2019**

| Market | Total MTD 2018 | Total MTD 2019 | % to LY |
|---|---|---|---|
| US/Hawaii | 4,949 | 6,312 | 27.5% |

| Market | CY 2018 | Total CYTD 2018 | Total CYTD 2019 | % to LY |
|---|---|---|---|---|
| US/Hawaii | 93,269 | 14,310 | 14,848 | 3.8% |

| Market | FY 2018 | Total FYTD 2018 | Total FYTD 2019 | % to LY |
|---|---|---|---|---|
| US/Hawaii | 89,363 | 33,002 | 37,446 | 13.5% |

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: February 2019 Daily Arrivals reflect Civilian Air arrivals only

## Pacific Markets

GUAM

**Month to Date February 1-28, 2019** **Total: 134,539 (+8.8%)**

| Market | Total MTD 2018 | Total MTD 2019 | % to LY |
|---|---|---|---|
| CNMI | 1,205 | 1,475 | 22.4% |
| Palau | 291 | 224 | -23.0% |
| FSM | 833 | 854 | 2.5% |
| RMI | 71 | 118 | 66.2% |
| Australia | 80 | 174 | 117.5% |

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: February 2019 Daily Arrivals reflect Civilian Air arrivals only

## Pacific Markets

GUAM

**Calendar Year to Date**
**January - February 28, 2019** **Total: 282,046 (+9.1%)**

| Market | CY 2018 | Total CYTD 2018 | Total CYTD 2019 | % to LY |
|---|---|---|---|---|
| CNMI | 20,601 | 2,570 | 3,220 | 25.3% |
| Palau | 4,031 | 497 | 560 | 12.7% |
| FSM | 14,422 | 1,765 | 1,751 | -0.8% |
| RMI | 1,629 | 178 | 215 | 20.8% |
| Australia | 2,347 | 212 | 395 | 86.3% |

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: February 2019 Daily Arrivals reflect Civilian Air arrivals only

## Pacific Markets

GUAM

**Fiscal Year to Date**
**October 2018 - February 28, 2019** **Total: 682,655 (+7.4%)**

| Market | FY 2018 | Total FYTD 2018 | Total FYTD 2019 | % to LY |
|---|---|---|---|---|
| CNMI | 20,702 | 7,665 | 8,214 | 7.2% |
| Palau | 4,304 | 1,795 | 1,585 | -11.7% |
| FSM | 14,728 | 5,175 | 4,855 | -6.2% |
| RMI | 1,564 | 484 | 586 | 21.1% |
| Australia | 2,285 | 666 | 911 | 36.8% |

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: February 2019 Daily Arrivals reflect Civilian Air arrivals only

Mr. Manglona stated that GVB has begun efforts to open up the Southeast Asia market and has been tracking arrivals out of Singapore, India and Malaysia. The arrivals for all three countries are showing a positive trend in arrivals across the board for MTD, CYTD and FYTD arrivals. Chairman Hofmann asked if GVB is tracking spending and Mr. Manglona confirmed that we have not yet. Mr. Manglona will go into further detail regarding inaugural groups out of Malaysia. Ms. Olga Tonkikh asked if the travelers visit Guam for corporate incentives. Mr. Manglona noted the travelers are mainly Free Independent Travelers (FITs). Chairman Hofmann noted that Guam needs to prepare

for these travelers by ensuring we have halal-friendly food establishments and a mosque for visitors to pray.

## New Markets

**Month to Date February 1-28, 2019** **Total: 134,539 (+8.8%)**

| Market | Total MTD 2018 | Total MTD 2019 | % to LY |
|---|---|---|---|
| Singapore | 71 | 114 | 60.6% |
| India | 11 | 15 | 36.4% |
| Malaysia | 20 | 68 | 240.0% |

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

Note: February 2019 Daily Arrivals reflect Civilian Air arrivals only

## New Markets

**Calendar Year to Date**
**January – February 28, 2019** **Total: 282,046 (+9.1%)**

| Market | CY 2018 | Total CYTD 2018 | Total CYTD 2019 | % to LY |
|---|---|---|---|---|
| Singapore | 1,003 | 139 | 199 | 43.2% |
| India | 228 | 28 | 29 | 3.6% |
| Malaysia | 360 | 24 | 88 | 266.7% |

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

Note: February 2019 Daily Arrivals reflect Civilian Air arrivals only

## New Markets

**Fiscal Year to Date**
**October 2018 – February 28, 2019** **Total: 682,655 (+7.4%)**

| Market | FY 2018 | Total FYTD 2018 | Total FYTD 2019 | % to LY |
|---|---|---|---|---|
| Singapore | 795 | 239 | 507 | 112.1% |
| India | 190 | 36 | 75 | 108.3% |
| Malaysia | 243 | 44 | 225 | 411.4% |

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

Note: February 2019 Daily Arrivals reflect Civilian Air arrivals only

Ms. Regina Nedlic reported positive visitor arrivals for the MTD, CYTD and FYTD comparisons as of February 28, 2019 for the Philippine market.

## Philippines

**Visitor Arrivals as of February 28, 2019**

| Market | Total MTD 2018 | Total MTD 2019 | % to LY |
|---|---|---|---|
| Philippines | 966 | 1,281 | 32.6% |

| Market | CY 2018 | Total CYTD 2018 | Total CYTD 2019 | % to LY |
|---|---|---|---|---|
| Philippines | 19,092 | 1,925 | 2,558 | 32.9% |

| Market | FY 2018 | Total FYTD 2018 | Total FYTD 2019 | % to LY |
|---|---|---|---|---|
| Philippines | 19,026 | 8,262 | 8,961 | 8.5% |

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

Note: February 2019 Daily Arrivals reflect Civilian Air arrivals only

## February 2019

**February 1-28, 2019** **Total: 134,539 (+8.8%)**

| % Market Mix | Origin | 2018 | 2019 | % to LY |
|---|---|---|---|---|
| 0.3% | Russia | 250 | 341 | 36.4% |
| 42.9% | Japan | 45,356 | 57,741 | 27.3% |
| 44.2% | Korea | 60,731 | 59,423 | -2.2% |
| 1.9% | Taiwan | 2,682 | 2,535 | -5.5% |
| 2.0% | China | 3,924 | 2,645 | -32.6% |
| 4.7% | US/Hawaii | 4,949 | 6,312 | 27.5% |
| 1.0% | Philippines | 966 | 1,281 | 32.6% |
| 0.6% | Hong Kong | 395 | 745 | 88.6% |

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

Note: February 2018 Daily Arrivals reflect Civilian Air arrivals only

## Calendar Year to Date 2019

**January - February 28, 2019** **Total: 282,046(+9.1%)**

| % Market Mix | Origin | 2018 | 2019 | % to LY |
|---|---|---|---|---|
| 0.4% | Russia | 920 | 1,157 | 25.8% |
| 41.0% | Japan | 86,791 | 115,762 | 33.4% |
| 45.6% | Korea | 129,980 | 128,718 | -1.0% |
| 1.8% | Taiwan | 4,945 | 4,996 | 1.0% |
| 1.4% | China | 5,118 | 3,906 | -23.7% |
| 5.3% | US/Hawaii | 14,310 | 14,848 | 3.8% |
| 0.9% | Philippines | 1,925 | 2,558 | 32.9% |
| 0.4% | Hong Kong | 819 | 1,199 | 46.4% |

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

Note: February 2018 Daily Arrivals reflect Civilian Air arrivals only

## Fiscal Year to Date 2019

**October 2018 - February 28, 2019** **Total: 682,655 (+7.4%)**

| % Market Mix | Origin | 2018 | 2019 | % to LY |
|---|---|---|---|---|
| 0.4% | Russia | 2,072 | 2,858 | 37.9% |
| 40.5% | Japan | 214,411 | 276,545 | 29.0% |
| 45.5% | Korea | 317,776 | 310,785 | -2.2% |
| 1.7% | Taiwan | 10,903 | 11,284 | 3.5% |
| 1.1% | China | 9,220 | 7,248 | -21.4% |
| 5.5% | US/Hawaii | 33,002 | 37,446 | 13.5% |
| 1.3% | Philippines | 8,262 | 8,961 | 8.5% |
| 0.5% | Hong Kong | 2,923 | 3,227 | 10.4% |

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

Note: February 2018 Daily Arrivals reflect Civilian Air arrivals only

**b. Marketing News**

i. North America

a. IGLTA

Mr. Manglona reported that GVB will be attending the International Gay and Lesbian Travel Association (IGLTA) Convention for the third time in New York City from April 24-27, 2019. GVB partnered with IWorld of Travel (IWOT) who is currently promoting a travel package to Guam to the LGBTQ and mass markets. Mr. Manglona added that GVB is proud to be a main sponsor for the IGLTA Convention this year where they have the opportunity to speak as well as gain great exposure for Guam at the event.

b. Scuba

Mr. Manglona noted GVB will be attending the Scuba Show in Long Beach, California from May 4-5, 2019 along with other tourism bureaus and companies from Micronesia to promote diving within the region.




ii. Pacific

a. Malaysian Inaugural Groups – Apple Vacations

Mr. Manglona reported on the three inaugural groups from Apple Vacations, a major travel wholesaler out of Malaysia, that visited Guam between December 2018 and February 2019, which included their CEO. Malaysians enjoy the fact that Guam is visa-free and a tax-free shopping destination. Apple Vacations is currently selling a Malaysia-Guam travel package for an affordable price of $1,400 USD.

b. MATTA Fair 2019 takes place twice a year

GVB will be attending the Malaysia Association of Travel and Tour Agents (MATTA) Fair in Kuala Lumpur this March 14-17, 2019 which is Malaysia's largest consumer travel show.

c. PATA Annual Summit

GVB will also be participating in the Pacific Asia Travel Association (PATA) Annual Summit, which will be taking place in Cebu, Philippines this year. GVB is planning to hold a Guam product seminar with some of their airline partners.

d. PATA Micronesia Chapter Meeting 1st in Majuro

Lastly, Mr. Manglona noted GVB will be participating in the first of three annual meetings for the PATA Micronesia Chapter from April 2-4, 2019 in Majuro, RMI.









iii. Philippines

a. UA GVB PH Product Update Presentation Oct 2018

Ms. Nedlic reported GVB will be held a product update with United Airlines in October 2018 with 45 travel agents to discuss promotional support for FIT, MICE and corporate account travel as well as the ShopGuam e-Festival and ongoing year-long campaigns.

b. ATTA B2B Event Nov 9 2018

On November 9, 2018, GVB sent their overseas representatives to attend the Association of Travel and Tours Agency (ATTA) B2B event to solidify Guam's presence within the trade industry.

c. Shop Guam Ambassador Fam Tour Nov. 11-16, 2018 / Shop Guam Media Campaign

Ms. Nedlic discussed the ShopGuam Ambassador Discover Familiarization Tour that took place from November 11-16, 2018. Ms. Denise Laurel, an actress and social media influencer, was the Philippine market's ambassador who was well received by locals on Guam. She did an outstanding job gaining exposure for Guam across her channels.

d. Shop Guam Mall Activation

The GVB Philippines team held mall activations to promote the ShopGuam campaign and free application download.

e. PTAA Travel Tour Expo / Trade Product Update

Ms. Nedlic reported on the Philippine Travel Agent Association (PTAA) Expo that took place at the SMX Convention Center. Ms. Nedlic thanked all GVB members that participated in the show. GVB took home the award for "Best Cultural Performance". Members were able to meet with travel agents at a B2B event whereas GVB held a consumer booth where interested travelers were able to engage with the GVB staff and learn more about travel to Guam. GVB also held a trade and media Guam product update with over 70 travel agents and 30 media representatives.

f. Routes Asia

GVB will be attending Routes Asia in Cebu, Philippines in early March 2019. GVB will be meeting with airline service development professionals. GVB will hold a trade seminar on March 9th to sell Guam pilgrimage and other travel packages with their partner's including Vacations Guam and Pacific Island Holidays.

g. Global Collaboration Summit

GVB will be holding Guam's first-ever global digital "Travel Talks Summit" on May 15, 2019. More information will be shared with GVB's members to discuss the details of the event. Influential speakers as well as social media influencers will be invited to attend this digital summit.

h. #InstaGuam Fair

GVB will be holding it's second #InstaGuam Fair sometime in April or May 2019. Last year, the event was held at Bonifacio High Street. The date has yet to be confirmed but will be shared with the committee and GVB members once finalized.

i. United Guam Marathon

Lastly, Ms. Nedlic reported on the upcoming United Guam Marathon, which will take place on April 14, 2019. The Philippine market confirmed celebrity runner and actor, Mr. Kuya Kim Atienza, from ABS-CBN in the Philippines.

## FY 2019 Q1 Events

**PRODUCT UPDATE PRESENTATION**



UNITED AIRLINES

**October 2018**

Guam Visitors Bureau PH joined United Airlines with their Product Update Presentation at the Pan Pacific Hotel in Manila.
45 travel agents in attendance
Table-top display/discussion
United Airlines shared products and services with upcoming initiatives
promotional support for its FIT, MICE, and Corporate accounts.

The ShopGuam e-Festival campaign during the program.
Attendees requsested to download the mobile app to get a gift. GVB provided loot bags filled with Guam items (ie. flyers, fan, card holder, notebook, and lanyards).

## FY 2019 Q1 Events

**ATTA B2B EVENT**
**November 9, 2018**
**Thunderbird Resort & Casino – Angono, Rizal**

- **The Association of Travel and Tours Agency (ATTA)** - newly-established organization comprising of various Department of Tourism accredited travel agencies in the CALABARZON region (Region 4 South of Manila and the 2nd largely most densely populated region); which aims to promote, market, and develop the tourism industry of its localities. **These include the provinces of Cavite, Laguna, Batangas, Rizal, and Quezon (also includes Lucena).**
- The primary objective of the association is to provide its members the services and information necessary for the development of sustainable tourism and for the economic and social benefit of the CALABARZON region.
- GVB's participated in B2B table-top initiative to solidify its presence within the trade industry and increase prospective partners through face-to-face marketing.




## FY 2019 Q1 Events

**SHOP GUAM AMBASSADOR FAM TRIP**
**November 11-16, 2018**

Ms. Denise Laurel participated in the annual ShopGuam Ambassador Tour.

**SOCIAL MEDIA HANDLES**

@D_laurel 1.41M followers | @d_laurel 1.11M followers | @Actress.DeniseLaurel 143K likes



Denise Laurel, born September 30 1987, is a Filipina actress, influencer, mom (son is Bukie from the Youtube page the "Bukie Channel", and singer who rose to fame when she won a celebrity impersonation contest in ABS-CBN.

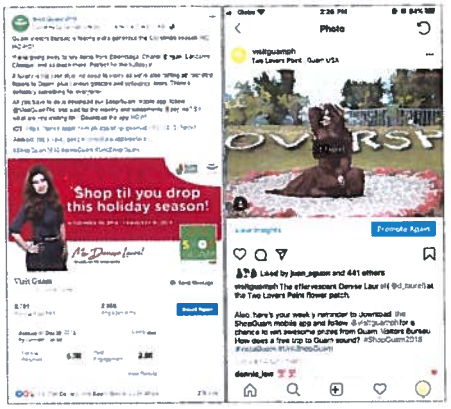
1 million followers on Instagram, a social media darling in the country. This allows her to attract a younger and more hip fan base compared to other mommy influencers in the country.

Denise has been promoted Guam and the SGeF campaign on her social media platforms.

In fact, she completed 12 Weeks of Giveaways after her trip for SGF. The SGeF contest ran until the end of February.

## FY 2019 Q1 Events

**SHOP GUAM SOCIAL MEDIA CAMPAIGN**




On social media, various initiatives were implemented to support the Shop Guam e-Festival.

Teaser materials and a social media contest were released to increase hype and attention prior the campaign launch.

Promotional materials for the mall activations were also published/boosted to bring awareness towards the local market's below-the-line initiatives.

GVB PH engaged with its followers through its "12 Weeks of Giveaways" contest, in collaboration with PH's SGeF Ambassador, Denise Laurel.

## FY 2019 Q1 Events

### SHOP GUAM MALL ACTIVATION



| | |
|---|---|
| **Date** | November 23 – 24 |
| **Location** | Ayala Center, Makati |
| **Est. Foot Traffic** | 10,000~ |

The initial below-the-line initiative was held at the Glorietta Shopping Center last November. In line with this year's objective, representatives from GVB PH promoted the Shop Guam app to all the booth visitors and nearby establishments.

Marketing collaterals and GVB-branded items were given away during the 2-day pocket event.

Winners from the ShopGuam social media contest dropped by the booth to claim their prizes.

## FY 2019 Q1 Events

### SHOP GUAM MALL ACTIVATION



| | |
|---|---|
| **Date** | December 1 - 2 |
| **Location** | Global City, Taguig |
| **Est. Foot Traffic** | 15,000~ |

To attract and tap a larger demographic, GVB Philippines participated in the annual Passionfest Expo last December at the Bonifacio High Street Retail Complex.

Participants were required to download the Shop Guam app and played the DICE game to win awesome prizes from Cebu Pacific.

Winners from the ShopGuam social media contest dropped by the booth to claim their prizes.

## FY 2019 Q1 Events

### SHOP GUAM MALL ACTIVATION



| | |
|---|---|
| **Date** | December 14 - 15 |
| **Location** | Ortigas, San Juan |
| **Est. Foot Traffic** | 7,000~ |

The final leg of the Shop Guam mall activations was held at the Greenhills Shopping Complex in San Juan City. This particular retail center is notorious for bargain finds and Christmas shopping, thus, it proved to be a successful choice for GVB.

Similar to the previous pocket events, participants were required to download the Shop Guam app and played the DICE game to win awesome prizes from Cebu Pacific.

## FY 2019 Q1 Events

### SHOP GUAM CAMPAIGN RESULTS

As of February 10, 2019, the Philippine market has accumulated over **4,096 app downloads** vs. a **goal of 1,000** for the entire campaign duration.

| | 2015 | 2016 | 2017 | 2018 |
|---|---|---|---|---|
| Campaign Duration | 11/1/15 – 2/15/16 | 12/1/16 – 2/4/17 | 11/10/17 – 2/28/18 | 11/10/18 – 2/10/19 |
| Total App Downloads | 84 | 385 | 811 | 4,096 |

| SGeF INITIATIVE | INVESTMENT | ROI |
|---|---|---|
| Mall Activation & Collaterals | $5,047 | $11,825 |
| Social Media Campaign | $590 | $207,400 |
| Ambassador Promotions | $24,150 | $521,170 |
| News & PR | $0.00 | $45,998 |
| TOTAL | $29,787 | $786,393 |

## FY 2019 Q2 Events

### PTAA TRAVEL TOUR EXPO 2019

- The 26th PTAA Travel and Tour Expo held last February 8 – 10, 2019.
- GVB booth (B2C) located at the 2nd Floor of SMX Convention Center on February 8 – 10, 2019
- 120,000 Total Attendees
- Best Performance Award
- The 4th ITE Expo (B2B) Located at the 2nd Floor Meeting Room of SMX.
- GVB Members participated the 2-day event:
  - DFS Guam
  - Pacific Star Resort & Spa
  - Sentry Hospitality
  - Guam Reef and Olive Spa Resort
  - Pactours, LLC
  - PhilGuam USA Travel & Tours
  - PIH and Vacation Guam US



## FY 2019 Q2 Events

### TRADE PRODUCT UPDATE



February 6, 2019 | 11 AM – 3 PM | Manila Diamond Hotel

- Over 70 Travel Agents Attended the luncheon
- USCS Representatives: Mr. John Giray & Ms. Yuria Arthur
- Cebu Pacific Representatives
- United Airlines Representatives
- Philippine Airlines Representative
- GVB Members: DFS Guam, Pacific Star Resort & Spa, Guam Reef & Olive Spa Resort, Pactours, Vacation Guam, PhilGuam USA Travel & Tours and Sentry Hospitality.

Activities:

- GVB Product Update
- USCS Update
- Question and Answer
- GVB Chamorro Cultural Performance
- Raffle





## FY 2019 Q2 Events

**MEDIA PRODUCT UPDATE**



**February 6, 2019 | 6-8 PM | Manila Diamond Hotel**

- 40 Media Practitioners and Travel Bloggers
- Cebu Pacific Representatives
- GVB Members: DFS Guam, Pacific Star Resort & Spa, Guam Reef & Olive Spa Resort, Pactours, Vacation Guam, PhilGuam USA Travel & Tours and Sentry Hospitality

Activities:
- GVB Product Update
- GVB Chamorro Cultural Performance
- Raffle







## FY 2019 Q2 Plans

- The Guam Visitors Bureau (GVB) and the A.B. Won Pat International Airport Authority will be participating in the upcoming Routes Asia Conference on March 10-12, 2019 in Cebu, Philippines.
- Routes Asia presents the opportunity for airline route development professionals to discuss, develop, and plan network strategy at the only route development forum dedicated to the Asia Pacific region. It is anticipated that over 800 air service development professionals representing over 100 airlines and 200 airports will be in attendance.
- **GVB in collaboration with Vacations Guam USA will also meet with travel agents and media partners on March 9, 2019 in Cebu to continue the promotion of Guam as the closest U.S. destination, pilgrimage tourism, and shopping haven for the Philippines market.**
- GVB HQ Delegation: Ms. Pilar Laguaña, Ms. Nadine Leon Guerrero, and Ms. Gabbie Franquez

## FY 2019 Q3 Plans

**Global Collaboration Summit | May 2019**

- Spearheaded by the Guam Visitors Bureau, the Content Creator / Social Media Conference will be the premier travel conference in the region
- Targeting the top marketers, strategists, and content creators in the industry – people creating and defining the future of Guam's tourism industry.
- The PH team looks to participate with one content creator / SM influencer to participate in the conference via the familiarization tours, panel discussions, and keynote presentations. More so, the chosen influencer will create content to promote Guam's booming tourism industry.

**2nd Annual #InstaGuam Fair | June 2019**

- The InstaGuam Fair is a 3-day consumer event in conjunction with the Guam Economic Development Authority (GEDA) that aims to provide awareness and educate the market about Guam's rich culture and tourism. The event intends to bring together GVB's industry partners and local member companies and provide them a promotional platform to a targeted audience.
- Visitors will be treated to a variety of performances and activities throughout the event.
- Witness traditional Chamorro performances and learn how to 'boonie stomp' in a flash mob-inspired showcase
- Watch local artists and performers take center stage for their song and dance numbers
- Get a chance to win cool prizes and giveaways from GVB PH's industry partners
- Play games and interact with Guam-accredited vendors to learn more about the island's culture and tourism
- Dine like a local and try various Chamorro delicacies and dishes during the event
- Book their flights through Guam's airline carriers

## FY 2019 Q3 Plans

United Guam Marathon | April

The Guam Visitors Bureau, together with the Pacific Islands Club and United Airlines, will host the 7th Annual United Guam Marathon (to include a half marathon, 10K, and 5K) this coming April 14, 2019.

Social media promotions have already been released, with additional materials to be released in the coming weeks leading up to the event day.




In addition, Guam Visitors Bureau will fly **Kuya Kim Atienza** and his production team to Guam to cover the **United Guam Marathon and produce TV-ready content for the Matanglawin television program**.

Kuya Kim will host the show and handle all TV plugs, while promoting the event and Guam's tourism on his social media platforms.

During their stay on Guam, the team will cover various facets of the island's tourism such as tourist attractions, hidden gems on the island, Guam's people, food, and culture.

Kuya Kim will also participate in the UGM race as the official celebrity runner for the Philippine market.

| | |
|---|---|
| Project Dates | April 11 – 15, 2019 |
| UGM Race Date | April 14, 2019 |

## OLD BUSINESS - NONE

## NEW BUSINESS

### a. Nauru Airlines Support

Mr. Manglona mentioned that GVB is looking to host inaugural flight April 26 to include VIPs. Nauru Airlines will hold their first commercial flight on May 3rd, 2019. Nauru Airlines has requested for monetary assistance from GVB for a 50% co-op agreement specifically for a social media and marketing campaign with a total cost of $35,000 (half to be paid by GVB $17,500). Nauru Airlines is also requesting assistance to host a FAM tour and inaugural dinner with VIPs. In addition, a shell lei greeting with Miss Guam, a welcome banner and welcome bags will be included. Mr. Manglona asked the committee to consider approving funding in the amount of $25,000 for assistance to Nauru Airlines. Mr. Neil Urbano made a motion and seconded by Ms. Rosabelle Malones to approve funding of $25,000 to support Nauru Airlines. Chairman Hofmann opened the floor for discussion. There were no questions or discussion. All in favor. Account to be identified by Management. Motion approved unanimously.

### b. Apple Vacations Support During MATTA Fair 2019

Apple Vacations is the largest exhibitor at MATTA Fair. In their efforts to continue promoting their travel package to Guam, they are requesting for assistance in the amount of $1,000 for marketing collateral material. Ms. Olga Tonkikh made a motion and seconded by Ms. Rosabelle Malones to approve funding of $1,000 to support Apple Vacations during MATTA Fair in March 2019. All in favor. Motion approved unanimously.

c. FY2020 Budget Proposal

Mr. Manglona reported the FY2020 budget proposal breakdown for the committee to review and approve. He went over the budget line by line to discuss representative fees, administrative service fees, sales market development shows, media advertising and familiarization tours as well as advertising.

a. North America – $250,000
b. Pacific - $180,000
c. Philippines - $350,000

Ms. Nedlic also discussed the breakdown of the FY2020 budget for the Philippines.

i. The committee voted for a budget increase to 400,000 to account for sister-city relationship efforts and support.

Ms. Mari Buensuceso made a motion and seconded by Mr. Neil Urbano to approve the increase in budget from $350,000 to $400,000 for the Philippines FY2020 budget. All in favor. Motion approved unanimously.

## FY2020 North America Budget Brief

GUAM

| Account | Description | Amount | Totals |
|---|---|---|---|
| PRE001 | Representative Services | $60,000 | $72,000 |
| | Administrative Services | $12,000 | |
| SMD021 | Sales Market Development | | $158,000 |
| | Sales Market Development Support | $58,000 | |
| | IMEX America 2018 | $20,000 | |
| | DEMA Show 2018 | $10,000 | |
| | IPW 2019 | $30,000 | |
| | SCUBA SHOW | $10,000 | |
| | IGLTA | $20,000 | |
| | PIFA | $10,000 | |
| MED041 | Media Advertising/Familiarization Tours | | $20,000 |
| | Travel Trade/Media Fam | $10,000 | |
| | Advertising | $10,000 | |
| TOTAL | | | $250,000.00 |

## FY2020 North America SMART Goals

GUAM

1. Increase visitor arrivals for FY2020 to 95,000.
   - FY 2018 arrivals at 93,244.
2. Develop solid working relationships with at least 5 new USA travel wholesalers, dive wholesalers, and MICE buyers to actively sell Guam products in FY2020.
3. Organize a trade fam tour from North America to Guam in FY2020 with LGBTQ, adventure, dive travel wholesalers and MICE planners.
4. Attend the following B2B trade shows in FY2020:
   - IPW Travel Show
   - IMEX America
   - IGLTA Convention
5. Attend the following B2C trade shows in FY2020
   - Scuba Show
   - Pacific Islander Festival Association (PIFA)
6. Generate $1,000,000 USD media value in FY2020.
   - Continue to develop Guam's presence on popular digital media platforms like Google, Facebook, YouTube and LinkedIn.
   - Work with OTA and travel industry ad tech platforms to reach FIT market segment in the North America.
   - Work with suitable influencer and media partner to produce Guam branded entertainment videos contents.
7. Work with worldwide US military organizations to promote Guam tourism
   - Partner with military tourism travel wholesaler to develop Guam tourism promotion opportunities and special packages. Expand invites to all services, including USO, for Liberation Day activities and visits
   - Work with targeted media to develop publicity campaign reaching US consumers interested in World War histories and travel.
   - Work with local travel industry to develop special military packages to encourage family visits of active duty military members.
8. Work with MICE Planner such as ITB USA based in the East Coast to develop MICE business package for the North America market.
   - Develop a content partnership with influential B2B travel media publication in North America for MICE.
9. Work with key Chamorro community organizers in major metros in the United State to develop word of mouth marketing for Guam and GVB.
   - Organize community events to greed and host Chamorro living in the United State and promote Guam's new product update and tourism attractions.

## FY2020 Pacific Budget Brief

GUAM

| Account | Description | Amount | Totals |
|---|---|---|---|
| SMD021 | Sales Market Development | | $ 100,000 |
| | Sales Market Development Support | $30,000 | |
| | ITB Asia | $ 20,000 | |
| | Asia Dive Expo | $ 10,000 | |
| | PATA Travel Mart | $ 20,000 | |
| | MATTA Fair x 2 | $ 20,000 | |
| SMD024 | PATA/PATA Micronesia Chapter/Regional Events | | $ 50,000 |
| | PATA Micronesia Chapter Tri-Annual Meetings (3x) | $10,000 | |
| | PATA Executive Board Meetings (4x) | $15,000 | |
| | PATA Annual Summit | $15,000 | |
| | Other PATA Programs | $10,000 | |
| SMD004 | Advertising/Public Relations Programs | | $ 20,000 |
| MED041 | Media/Travel Trade Fam | | $10,000 |
| | GRAND TOTAL | | $180,000 |

## FY2020 PACIFIC SMART Goals

GUAM

1. Increase visitor arrivals for FY 2020 to 45,000
   - FY 2018 arrivals at 42,984
2. Market and expand Guam as a world-class destination through participation in at least four (4) key international trade/consumer promotions:
   - Asia Dive Expo
   - ITB Asia
   - PATA Travel Mart
   - MATTA Fair
3. Continue to be involved with PATA International and the PATA Micronesia Chapter through participation in the following
   - PATA Executive Board Meetings (3 x/year)
   - PATA Annual Summit
   - PATA Travel Mart
   - PATA Micronesia Chapter Tri-Annual Meetings
4. Maintain relationships with travel trade industry members through partnership, collaborations, advertising opportunities and Guam Product Updates.
5. Increase activity in online and social media platforms with the MicronesiaTour website and maintain search optimization ranking among the top 3 search results on Google.com.
6. Increase efforts in South East Asia through active engagement with Philippine Airlines, key travel trade partners and participation in consumer shows such as the Malaysian Association of Tour and Travel Agents (MATTA) Fairs in Kuala Lumpur, Malaysia and the NATAS Travel Fair in Singapore.

## FY2020 Philippines (PI) Budget Brief

| Account | Description | Amount | Totals |
|---|---|---|---|
| PI-PR001 | GVB Philippines Office (PR in Mla) | $7,000 | $84,000 |
| PI-PR005 | Info Office Expense | $700 | $8,400 |
| PI-SMD023 | Sales Market Development | | $125,000 |
| | Sales Market Development Support | $35,000 | |
| | PTAA 2020 | $20,000 | |
| | InstaGuam 2020 | $ 10,000 | |
| | TME 2020 | $ 15,000 | |
| | Airline Co-oops | $ 20,000 | |
| | SM Joint promotions | $25,000 | |
| | Subtotal | | |
| PI-TIC058 | Media/Travel Industry Fam Tours | | $ 30,000 |
| | Media/Trade Fams | $30,000 | |
| PI-TIC081 | Travel Trade/MICE & Consumer Shows | | $ 80,000 |
| | PTAA 2020 | $30,000 | |
| | InstaGuam 2020 | $ 25,000 | |
| | TME 2020 | $ 20,000 | |
| | Airline Co-oops | $ 5,000 | |
| PI-TIC082 | Website Development/SM/Publicity | $27,000 | $35,000 |
| | | GRAND TOTAL | $374,400 |

## FY2020 Philippines SMART GOALS

- **Visitor Arrival: to have at least 23,000 visitor arrivals from the Philippines by the end of FY2020.**
- **MICE: to have at least 15 MICE/SMERF trips by the end of FY2020 via partnerships with airlines and top travel agencies.**
- **Trade/OTA: to strengthen relationships with travel agencies, airlines, and conduct regular sales blitz and product updates.**
- **Social Media: to increase page likes on Facebook by 10% by the end of FY2019 through relevant and interesting materials about Guam. Total Facebook followers as of January 2019 is 70,200 achieve by the end of 2020 an amount of over 77,000**
- **Implement cost effective marketing strategies by partnering with airlines, trade and media outlets. Aggressively promote Guam in trade and consumer events within Metro Manila, Luzon, and Visayas, partner with the US Commercial Services, and make use of all social media platforms and collaborate with online influencers.**
- **Public Relations: to increase media value output by 30% through media familiarization tours and by the end of FY2020. FY2018 garnered more than $2M total media output and we look to achieve more.**

d. FY2019 Travel Law

a. Tie in the IGLTA request to revise the motion. President & CEO to attend.

e. IGLTA 2019 Revise Motion

With the travel law that GVB is subject to, the verbiage needs to be changed for the upcoming IGLTA Convention. Particularly, the motion revision is to state that the GVB President and CEO or his/her designee will attend IGLTA. In order to adhere to the travel law, Mr. Manglona asked the committee to consider approving the slight change in verbiage. Mr. Neil Urbano made a motion and seconded by Ms. Olga Tonkikh to revise the IGLTA travel motion verbiage. No discussion. All in favor. Motion approved unanimously.

**Motion to approve travel for the President & CEO or designee and (2) Marketing staff to attend the IGLTA Annual Global Convention in New York City, New York from May 24-27, 2019. Estimated total cost is $15,500.00; Account # US-SMD023.**

| | | | | | | |
|---|---|---|---|---|---|---|
| Airfare: | $2,500 x 3 pax | | | | | $7,500.00 |
| Per Diem: | **New York City** | **Lodging** | **Nights** | **M&IE** | **Days** | |
| | President & CEO or designee | $316.25 | 7 | $92.50 | 7 | $2,861.25 |
| | (2) Marketing Staff | $253.00 | 7 | $74.00 | 7 | $4,578.00 |
| Miscellaneous: Excess baggage, communications expense, etc. | | | | | | $560.75 |
| | | | | | **TOTAL** | **$15,500.00** |

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

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

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

Furthermore, GVB is a major sponsor of this year's IGLTA. As a sponsor, GVB will be given 15 to 20 minutes to address the IGLTA participants, VIP guests and various travel industry professionals in attendance. In addition, Guam will be promoted on the IGLTA platforms both online and on traditional outlets.

**Issue:** Board approval required for travel.

## ANNOUNCEMENTS

- Next NAP Meeting | April 3, 2019 at 2:00PM

## ADJOURNMENT

Mr. Neil Urbano made a motion and seconded by Ms. Olga Tonkikh to adjourn the meeting at 4:51PM. All in favor. Meeting adjourned.

Prepared by: _____
Maria San Nicolas, Marketing Coordinator – North America & Pacific

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

Reviewed by: _____
Mark Manglona, Marketing Manager – North America & Pacific

Approved by: _____
Colleen Cabedo, Acting Director of Global Marketing

# 75th Guam Liberation Festivities

## Marketing and PR Strategy

Prepared by:

GUAM VISITORS BUREAU

# What's Inside

Objectives

Target Mindset

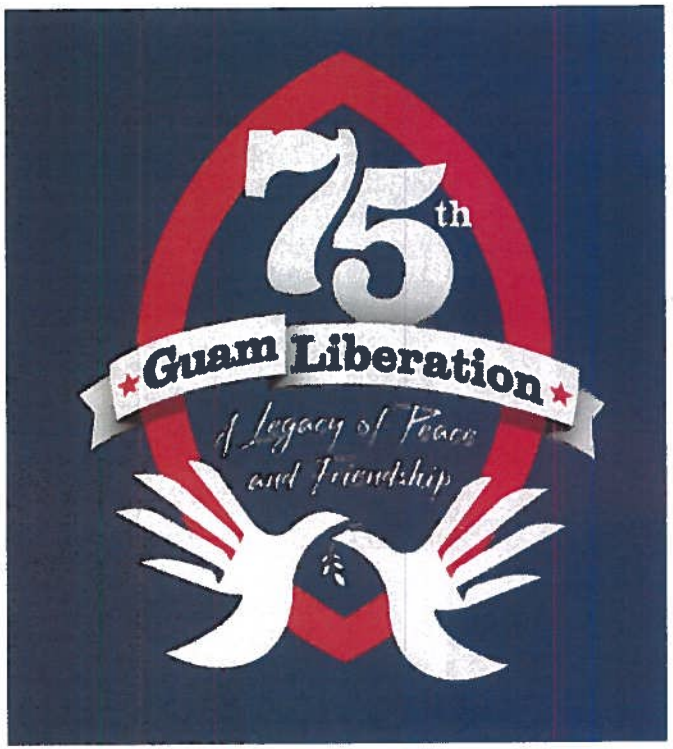
Key Messaging

Marketing and Communications Strategy

PR Strategy and Activities

# Objectives

**(LOGO DRAFT 2/27/19 – WORK IN PROGRESS)**




**Drive AWARENESS and build EXCITEMENT of the 75th Guam Liberation Festivities amongst our local and military community, off island residents, and visitors.**

**Encourage ATTENDANCE and PARTICIPATION at all 75th Liberation event activities.**

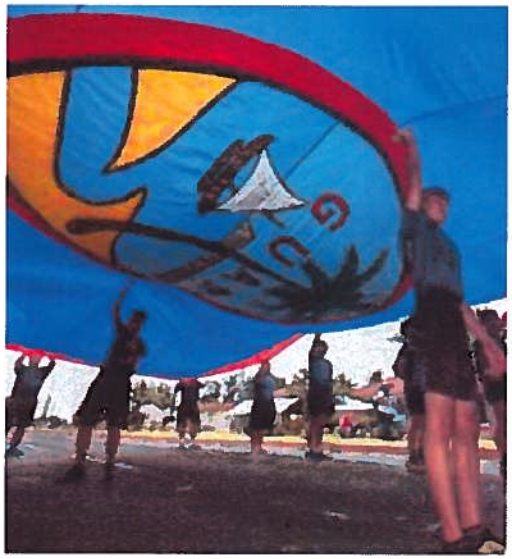
**EDUCATE about this great milestone in Guam's history by honoring our fallen heroes and survivors**

**PROMOTE a sense of island pride, peace and friendship as we celebrate our resilience and cultural diversity**

# Target Mindset

*How can we connect emotionally to our target audience?*

***"The 75th Liberation is a milestone in Guam's history and I want to be a part of it by..."***







**LOCAL AND MILITARY RESIDENTS**
"…attending local on-island events and activities and spreading awareness with friends and family that is educational, meaningful and culturally relevant."

**REGIONAL NEIGHBORS**
"…attending local on-island events and activities and spreading awareness with friends and family."

**OFF-ISLAND RESIDENTS (DIASPORA)**
"…attending off-island events and activities and spreading awareness in my community."

**OFF-ISLAND DIGNITARIES AND VIPs**
"…honoring our survivors and fallen heroes by participating in on/off-island local events and activities."

**VISITORS (ASIAN MARKETS/NORTH AMERICA)**
"…learning more about Guam's history and attending on/off-island events and activities."

# Key Messaging

*What makes the 75th Guam Liberation Festivities unique?*
*How can we craft a compelling story?*







**MILESTONE EVENT IN GUAM's HISTORY**
Guam has a rich history of resiliency, rebuilding, freedom, remembrance and paying homage to our war survivors

**PROMOTING PEACE AND FRIENDSHIP**
Guam continues to celebrate diversity, peace and unity among different ethnicities and cultures

**2 MONTHS OF CELEBRATIONS AND REMEMBRANCE**
Beginning May 29 – end of July, a series of events and activities will be planned to kick off the 75th Liberation culminating in the iconic island parade and carnival events. The planned festivities include GMIF, PRIDE, VILLAGE MEMORIALS, and various historic shows and exhibits among others.

**NATIONAL AND REGIONAL ATTENTION**
Guam will invite off-island residents (diaspora), government dignitaries, and visitors from the U.S. and Sister & Friendship Cities in Asia to participate. Planned events in the region will take place.

# Marketing and Communications Strategy

# Communications Strategy

| Messaging | Timing | Objective |
|---|---|---|
| Education and Awareness | April | Build awareness and excitement of the festivities and promote schedule, website and social media channels as a means of centralized communication |
| | May | Celebrate Guam's rich history by sharing stories of sacrifices, survival, peace and friendship |
| Engagement and Participation (Liberation Giveaway) | June-July | Promote attendance and participation among local residents through weekly radio trivia contest and social media user generated contest that promotes historical facts and festival theme of peace and friendship. Liberation Giveaways: Small weekly radio prizes (tied to carnival redemption) and premium spot on the parade route with cash for BBQ. |

# Communication Platforms

*How will we disseminate information to our target audience?*

| PLATFORMS | LOCAL RESIDENTS | LOCAL MILITARY | REGIONAL | DIASPORA | VIPS | VISITORS |
|---|---|---|---|---|---|---|
| **Festivities Website** | X | X | X | X | X | X |
| **Festivities Facebook Page** | X | X | X | X | X | X |
| **Online Advertising (Targeted)/PDN Online** | X | X | X | X | X | X |
| **Broadcast (TV/Radio)** | X | X | | | | |
| **Newsprint** | X | X | | | | |
| **Groups, Club, and Organizations** (MWR, JRM, Diaspora Clubs, Travel Agencies) | X | X | X | X | X | X |
| **GVB Market Representatives** | | | | | | X |
| **GVB Website, Email Database, Social Media Pages** | X | X | X | X | X | X |
| **Earned Media (Via PR/Social Content)** | X | X | X | X | X | X |

# Timeline

| PRE-LAUNCH | LAUNCH | | | |
|---|---|---|---|---|
| MARCH | APRIL | MAY | JUNE | JULY |
| Finalize Logo/Save the Date Flyer (Disseminate) | | | | |
| Microsite Development | Launch Microsite | Update content and schedules | Update content and schedules | Update content and schedules |
| Social Media | Launch Facebook Page/Posts on GVB social media pages | Update content and schedules | Update content and schedules | Update content and schedules |
| Advertising Design and Production (Digital, TV, Radio, Print) | LOCAL/INTERNATIONAL education and awareness campaign on digital platforms | Launch LOCAL Newsprint, Broadcast TV and Radio spots and promotions | LOCAL Radio and TV, Digital/Social media | LOCAL Radio/TV, Digital/Social Media |
| Liberation Giveaway | | | Launch giveaway on social media; Radio trivia contest | Promote and Award Giveaway (Liberation Parade Package) |
| PR Activities Schedule, Secure Media Partnerships | Official Press Release and Announcement of Events Calendar | Media Tours, Speaking Engagements | Media Tours, Speaking Engagements | Media Tours, Speaking Engagements |

# Liberation Giveaways

## Promo Campaign: June 1 – July 19 (7 week campaign)

| Contest | Objective | Mechanics | Prize/Giveaway |
|---|---|---|---|
| Weekly Radio Trivia | Promote engagement, awareness and participation at carnival events | Reward one (1) lucky winner each week with prizes that are tied to carnival vendor redemptions | $100 in carnival vouchers per week<br>7 week promo period<br>7 winners<br><br>Promo Start: June 1<br>Promo End: July 19 |
| Social Media Hashtag Contest | Promote engagement, awareness and participation on social media | UGC Photo/Video Contest around sharing stories of peace and friendship<br><br>Reward one (1) lucky winner each week with Liberation Parade package | Premium spot on parade route and $250 in cash for a Liberation Parade Party<br>7 week promo period<br>7 winners<br><br>Promo Start: June 1<br>Promo End: July 19 |

# PR Strategy and Activities

# Public Relations Plan

| PR Strategy | Media Channel | Platform | Objective |
|---|---|---|---|
| 1 | KPRG<br>KUAM<br>SMG | Radio | PRE LAUNCH: Fun and positive on-air mentions from partner radio stations to build awareness and excitement of the festivities and promote website and social media channels as a means of centralized communications.<br><br>LAUNCH: Weekly updates and announcements, interviews with liberators, survivors and event organizers to deliver key messaging. |
| 2 | POST<br>PDN | Newsprint | PRE/LAUNCH: Positive news coverage of the event planning activities during pre-launch phase.<br><br>LAUNCH: Weekly updates and announcements, share post-release events and photos |
| 3 | KGTF<br>KUAM<br>SMG | Broadcast TV | Work with KGTF education program to share historic video content with KUAM/SMG and arrange for sit-down interviews and with liberators, survivors and event organizers to deliver key messaging. |

# Public Relations Plan

| PR Strategy | Media Channel | Platform | Objective |
|---|---|---|---|
| 4 | Event Website and Facebook<br><br>GVB owned media (Web/Social/E-newsletter) | Online | PRE LAUNCH: Fun and positive posts to build awareness and excitement of the festivities and links to website and social media channels as a means of centralized communications.<br><br>LAUNCH: Weekly scheduled updates and announcements, post content from interviews with liberators, survivors and event organizers to deliver key messaging. Collaborate with social media influencers to share and post content throughout the launch period. |

# *Si Yu'os Ma'ase*

Prepared by:

GUAM VISITORS BUREAU

Doc. No. 35GL-19-0228.*

**GVB RUSSIA & NEW MARKETS COMMITTEE MEETING**
**Tuesday, March 12, 2019, 3:00 p.m.**
**GVB Main Conference Room**

| | |
|---|---|
| **PRESENT:** | Milton Morinaga, Yuki Motoda, Nadia Romanenko, Olga Tonkikh, Neil Urbano, Connie Mayers, Jane Koo |
| **ABSENT:** | Carina Su, Elisha Lee, Yoshihisa Otani, Yoshinori Oshita |
| **GVB STAFF AND MANAGEMENT:** | Regina Nedlic, Gabbie Franquez, Sydney Leon Guerrero |

## CALL TO ORDER

GVB Board Chairman Milton Morinaga called the Russia & New Markets Committee meeting to order at 3:12 p.m.

## APPROVAL OF PREVIOUS MEETING MINUTES

Ms. Nadia Romanenko made the motion and seconded by Mr. Neil Urbano to approve the minutes of December 4, 2018. Motion approved unanimously.

## REPORT OF THE CHAIRMAN

Chairman Morinaga greeted the committee members and advised that he would be chairing the Russia New Markets (RNM) meeting in acting capacity until the new Board has been selected. He continued and handed over the meeting to Ms. Regina Nedlic to share visitor arrival statistics and committee discussion.

## REPORT OF GVB MANAGEMENT

A. Visitor Arrival Statistics

Ms. Regina Nedlic reported on the visitor arrivals as of March 7, 2019. Russia arrival numbers month-to-date is 96, which is a 43.3% increase as compared to last year. Total calendar year to date 2019 is seen to have increased by 1,253, which is a 27% as compared to last year. Fiscal year to date 2019 is also trending an increase of 38.1% as compared to last year with 2,954 visitor arrivals.

**Russia Arrivals**

GUAM

**Visitor Arrivals as of March 7, 2019**

| Market | Total MTD 2018 | Total MTD 2019 | % to LY |
|---|---|---|---|
| Russia | 67 | 96 | 43.3% |

| Market | CY 2018 | Total CYTD 2018 | Total CYTD 2019 | % to LY |
|---|---|---|---|---|
| Russia | 4,584 | 987 | 1,253 | 27.0% |

| Market | FY 2018 | Total FYTD 2018 | Total FYTD 2019 | % to LY |
|---|---|---|---|---|
| Russia | 4,035 | 2,139 | 2,954 | 38.1% |

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

Note: March 2019 Daily Arrivals reflect Civilian Air arrivals only

Ms. Regina Nedlic reported on the visitor arrivals from February 1-28 totaling 134,539. Russia arrival numbers has increased 36.4% with 341 visitors as compared to 2018. This comprises of 0.3% of the market mix.

## Russia Arrivals - February

GUAM

**February 1-28, 2019** **Total: 134,539 (+8.8%)**

| % Market Mix | Origin | 2018 | 2019 | % to LY |
|---|---|---|---|---|
| 0.3% | Russia | 250 | 341 | 36.4% |
| 42.9% | Japan | 45,356 | 57,741 | 27.3% |
| 44.2% | Korea | 60,731 | 59,423 | -2.2% |
| 1.9% | Taiwan | 2,682 | 2,535 | -5.5% |
| 2.0% | China | 3,924 | 2,645 | -32.6% |
| 4.7% | US/Hawaii | 4,949 | 6,312 | 27.5% |
| 1.0% | Philippines | 966 | 1,281 | 32.6% |
| 0.6% | Hong Kong | 395 | 745 | 88.6% |

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: February 2019 Daily Arrivals reflect Civilian Air arrivals only

Ms. Regina Nedlic reported on the visitor arrivals from March 1-7, 2019 totaling 30,405. Russia arrival numbers has increased 43.3% with 96 visitors as compared to 2018. This comprises of 0.3% of the market mix.

## Russia Arrivals - March

GUAM

**March 1-7, 2019** **Total: 30,405 (+5.3%)**

| % Market Mix | Origin | 2018 | 2019 | % to LY |
|---|---|---|---|---|
| 0.3% | Russia | 67 | 96 | 43.3% |
| 46.7% | Japan | 12,198 | 14,191 | 16.3% |
| 41.0% | Korea | 12,909 | 12,461 | -3.5% |
| 1.1% | Taiwan | 494 | 343 | -30.6% |
| 0.6% | China | 211 | 188 | -10.9% |
| 5.7% | US/Hawaii | 1,354 | 1,739 | 28.4% |
| 1.1% | Philippines | 262 | 331 | 26.3% |
| 0.3% | Hong Kong | 62 | 98 | 58.1% |

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: March 2019 Daily Arrivals reflect Civilian Air arrivals only

Calendar year to date visitor arrivals totaling 315,156 from January – March 2019. Russia arrival numbers has increased 27% with 1,253 visitors as compared to 987 in 2018. This comprises of 0.4% of the market mix.

## Calendar Year to Date (CYTD) 2019

**January – March 7, 2019** **Total: 315,156 (+8.3%)**

| % Market Mix | Origin | 2018 | 2019 | % to LY |
|---|---|---|---|---|
| 0.4% | Russia | 987 | 1,253 | 27.0% |
| 41.6% | Japan | 100,570 | 130,986 | 30.2% |
| 44.8% | Korea | 143,097 | 141,185 | -1.3% |
| 1.7% | Taiwan | 5,441 | 5,339 | -1.9% |
| 1.3% | China | 5,349 | 4,098 | -23.4% |
| 5.6% | US/Hawaii | 16,657 | 17,533 | 5.3% |
| 0.9% | Philippines | 2,193 | 2,889 | 31.7% |
| 0.4% | Hong Kong | 877 | 1,297 | 47.9% |

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: March 2019 Daily Arrivals reflect Civilian Air arrivals only

Fiscal year to date visitor arrivals totaling 715,765 from October 2019 – March 7, 2019. Russia arrival numbers has increased 38.1% with 2,954 visitors as compared to 2,139 in 2018. This comprises of 0.4% of the market mix.

## Fiscal Year to Date (FYTD) 2019

**October 2018 – March 7, 2019** **Total: 715,765 (+7.2%)**

| % Market Mix | Origin | 2018 | 2019 | % to LY |
|---|---|---|---|---|
| 0.4% | Russia | 2,139 | 2,954 | 38.1% |
| 40.8% | Japan | 228,190 | 291,769 | 27.9% |
| 45.2% | Korea | 330,893 | 323,252 | -2.3% |
| 1.6% | Taiwan | 11,399 | 11,627 | 2.0% |
| 1.0% | China | 9,451 | 7,440 | -21.3% |
| 5.6% | US/Hawaii | 35,349 | 40,131 | 13.5% |
| 1.3% | Philippines | 8,530 | 9,292 | 8.9% |
| 0.5% | Hong Kong | 2,981 | 3,325 | 11.5% |

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: March 2019 Daily Arrivals reflect Civilian Air arrivals only

Ms. Nedilic shared activities that were completed in FY2019 Quarter 1. Our GVB Russia office completed three Guam Product Workshops and Seminars; two in October and one in November last year. The first seminar took place on October 17-18, 2018 in Khabarovsk and Yuzhno-Sakhalinsk with 31 leading travel agents, GVB member participation from Pacific Islands Club and co-op with Korean Airlines. The second seminar took place on October 23-24 in Saint Petersburg and Moscow with over 134 European travel agents in attendance. The third seminar took place on November 26, 2018, presenting to the Tourism Management faculty students of the Vladivostok State University of Economics and Service.

## FY2019 Quarter 1 Recap

### Completed Guam Product Workshops and Seminars

- **October 17-18, 2018 in Khabarovsk and Yuzhno-Sakhalinsk**
  31 leading TA representatives
  GVB Member participated - Pacific Islands Club
  GVB RU airline partner - Korean Airlines joined and shared expenses
- **October 23-24, 2018 in Saint Petersburg and Moscow**
  With over 134 Europe Russia TA s representatives
- **November 26, 2018 in Vladivostok**
  Lecture for Tourism Management faculty students of Vladivostok State University of Economics and Service




## OLD BUSINESS

A. Q2 Activities

Ms. Nedlic shared a recap of our Shop Guam eFestival, which concluded on February 10, 2019. Our Shop Guam Ambassador for Russia Ms. Karina Titova and did a great job in promoting the SGF on her social media platforms. Ms. Titova conducted the Shop Guam giveaways on her platforms and other popular social media influencers participated to help promote the giveaway campaign. We are also produced press releases which were shared on our website.

## Plans for Q2 FY2019

**JAN – MAR 2019**
Shop Guam Festival Campaign – Closing Phase

- **Online promotion**
  - ➢ Social media promoting the Shop Guam app promotion
  - ➢ SGF Ambassador's Giveaways – involving travel bloggers for Guam tickets giveaway

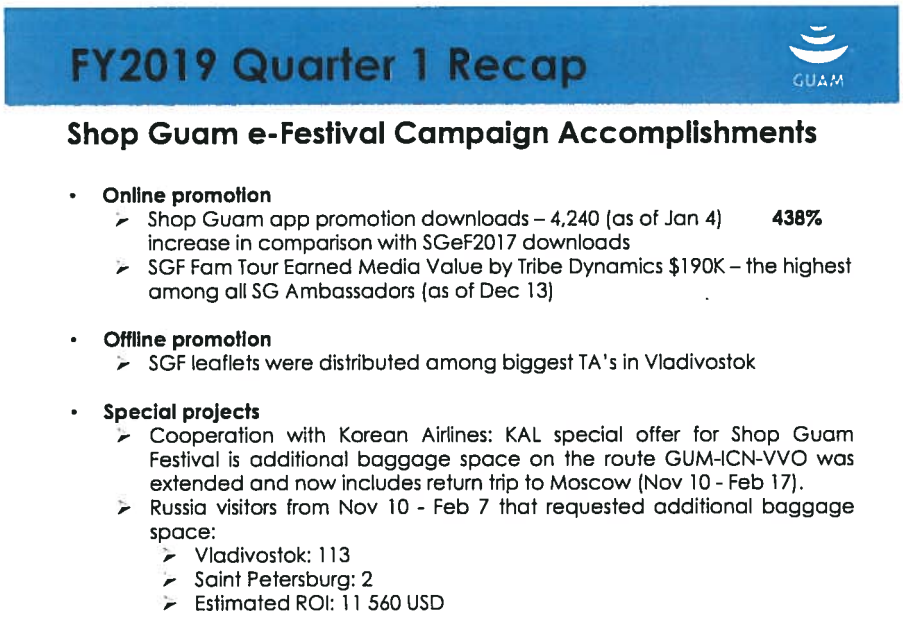
@karisha_titova continues to conduct Giveaways
For 1st Guam tickets Giveaway 4 popular bloggers were involved:

@ksu_na_samokate – 322k subscribers
@tanya_dasha – 247k subscribers
@katieflotskaya – 176k subscribers
@fionova – 169k subscribers

➢ PR's on tourism websites



Ms. Nedlic shared the SGeF campaign accomplishments. Our online promotions yielded mobile application downloads of 4,240, which is a 483% increase as compared to the SGeF mobile application downloads from SGeF last year. Through the tracking of Tribe Dynamics, software used by GVB's Global and Digital Social Media Strategist, the Shop Guam Ambassador from Russia market earned an estimated media value of $190,000, which is the highest amongst all the Shop Guam Ambassadors from the other source markets. Our offline promotion includes producing SGF leaflets that were distributed among the biggest travel agents in Vladivostok. A special project done this year was a co-op with Korean Airlines to offer additional baggage space on the GUM-ICN-VVO route. The offer was valid from November 10, 2018 – February 17, 2019. Total ROI for this co-op is estimated at over $11, 000.




Ms. Nedlic also share our upcoming Visit Guam Event in Vladivostok, with the theme "Travel to Guam." Event is set to take place on March 30, 2019 from 11:00am – 4:00pm. This event will be a family oriented event with leading Russian travel agents and their VIP clients and repeat Guam visitors. The goal is to promote Guam as a family, shopping, and English language destination for all ages. We are happy to share that the US Consul General in Vladivostok, Mr. Michael Key, will he the honorary speaker at the event. Special thanks to the partners participating alongside GVB is Korean Air, US Consulate in Vladivostok, priority language school, Primorsky Diving Center, dance studio "Etazhi," Art Studio Wonder, GVB Member – Pacific Islands Club, and to all the GVB members who provided gift certificates for the raffle. We anticipate about 50-60 travel agents in attendance to this event. This event will be open to families to attend free of charge.

## Plans for Q2 FY2019

GUAM

### Visit Guam Event in Vladivostok* "Travel to Guam"

**Dates: March 30, 2019 – 11-4pm - Azimut Hotel**

Family-oriented event with leading Russian TA's and their VIP clients/Guam repeat visitors
Joint promotion with Korean Air
**Goal:**
To promote Guam as a family, shopping and English language learning destination for all ages.
**Honorary speaker:** USA Consul General Michael Keys, USA Consulate in Vladivostok
**Participants:**

- Korean Air
- US Consulate
- Priority language school
- Primorsky Diving Center
- Dance studio "Etazhi"
- Art studio Wonder
- Pacific Island Club Guam
- GVB members provided giveaways for the Raffle prizes w/ KE RT ticket

B. Q3 Plans/Budget

Ms. Nedlic shared that GVB Russia office is actively promoting the United Guam Marathon (UGM) 2019. Aside from finding a Russia celebrity runner to come to Guam and participate in UGM, we have been promoting UGM through PR and media with the travel industry, English learning schools, and distributing flyers at the Vladivostok ICE Run. Ms. Romanenko added that the Vladivostok Run happens twice year, one in February and the other in September. We are continuing to also promote UGM through GVB Russia's social networking sites and on various Russian runners networking sites. We will also promote UGM at the upcoming Visit Guam event in Vladivostok on March 30th.

## Plans for Q2 FY2019

GUAM

### UGM 2019 Promotion

**PR and Media:**

- Travel Industry online Media
- English learning schools
- Vladivostok ICE Run flyers distribution
- **Social Media:**

- GVB RU SNS
- Runners SNS groups

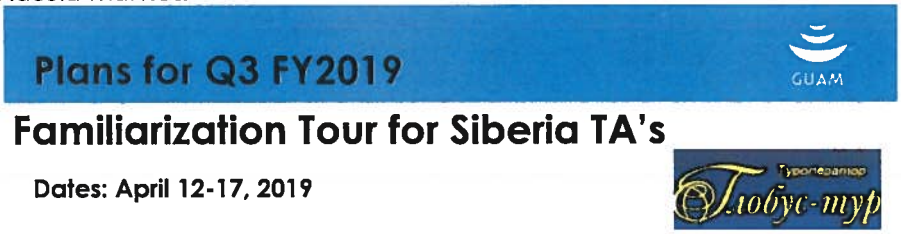
UNITED AIRLINES GUAM MARATHON 2019

**Travel Trade:**
Newsletters
Promotion at Guam Event in Vladivostok

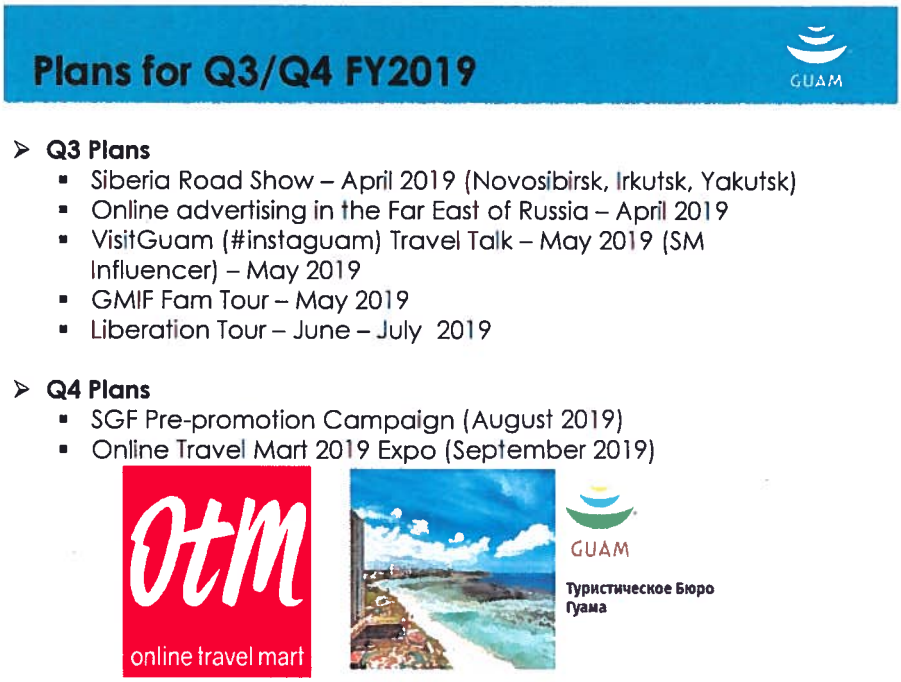
Ms. Nedlic shared that we are looking into bringing a Russian couple run UGM. Mr. Sergey and Ms. Anna Khomenko is based out of Moscow. Mr. Khomenko is a Master of Sports in Athletics and a coach and has done many runs in the Moscow area. We hope to secure this effort by this week with the couple. This effort is in joint collaboration with GVB, PIC, and the UGM organizers. After the UGM run, the couple and their kids will get to experience Guam with various optional tours. A social media campaign is in the planning.




Additionally, Ms. Nedlic shared that GVB is also planning a travel agent fam tour with Globus Tour form April 12-17, 2019. Globus Tour is the biggest outbound/inbound tour company in the Siberia region. Part of this fam tour is 20 agents, one representative from S7 and one GVB Russia representative. The project is a co-op venture with GVB and the airline S7, who is covering the airfare cost for the 20 travel agents. We also request from Globus tour if about 7-10 agents could register to run the UGM. This will help with our UGM target goals for the Russia market.



Ms. Nedlic shared more upcoming plans for Q3 and Q4.




## NEW BUSINESS

A. FY2020 Russia Budget

Ms. Regina Nedlic shared the budget plans for FY2020 which we will be presenting and submitting to the GVB Management and then to the Guam Legislature. FY2020 budget request for Russia and New Markets is $250,000. This is the same amount that was requested for this current fiscal year. A new item to note is under the Sales Market Development (SMD), which is to develop of new markets specifically, Europe for the amount of $25,000. This does not change the bottom line request for the amount of $250,000. No Increase or decrease to the budget, but rather reallocation of funds. Ms. Nedlic shared that Europe region bring in about 2,000 visitors. Chairman Morinaga requested for the profile of the European visitors to be identified. For example, are they looking for leisure or shopping destination, are they free independent travelers or family oriented, etc. Upon no other discussion, a motion was made by Ms. Jane Koo and seconded by Mr. Neil Urbano to accept the Russia and New Markets FY2020 budget request. All in favor.

## FY2020 Russia (RU) Budget Brief

GUAM

| Account | Description | Amount | Totals |
|---|---|---|---|
| RU-PRE001 | GVB Russia Office (DV Region) | 5,000 | $80,000 |
| RU-PRE005 | Info Office Expense | $500 | $6,000 |
| RU-SMD023 | Sales Market Development | | $65,000 |
| | Sales Market Development Support | $10,000 | |
| | Media FAMS (GMIF/Liberation/SGeF) | $20,000 | |
| | Airline Co-ops/SM Joint Promotions | $10,000 | |
| | *Development of New Markets (Europe)* | $25,000 | *Develop new opportunities for New Markets (EU) Travel |
| RU-TTC039 | Media/SM Fam Tours | | $30,000 |
| | Media/Trade Fams (3-4 FAMS) | $30,000 | |
| RU-TTC081 | Travel Trade/Guam Events & Consumer Shows | | $40,000 |
| | Consumer Shows/Guam Events/SMD Support | $20,000 | Guam Workshop/OTM |
| | Guam Far East Siberia and European Russia Road Shows | $20,000 | Far East/Siberia & European part of Russia TA Workshops |
| | Marketing Sales Materials | $10,000 | Marketing Collaterals/Russian Laguage |
| | Joint Airline/TA Co-op Opportunity (Support for Local events/program) | $10,000 | Joint Co-ops for SGeF/FAM Tours |
| RU-TTC082 | Website Development/SM/Publicity | $29,000 | $29,000 |
| | | | |
| | | GRAND TOTAL | $250,000 |

B. Russia SMART Goals

Ms. Regina Nedlic shared the goals set for FY2020.

## FY2020 RUSSIA SMART GOALS

GUAM



- FY2020 Goal Pax: 5,000
- Participate in at least 4-5 online/offline exhibitions in Russia
- Conduct at least 4 Guam Product Workshops or equal events for Travel Agends in the Far East of Russia
- Conduct at least 4 Guam Product Workshops or equal events for TA in Siberia and European part of Russia
- Establish close working relationships with Air carriers including Korean Airlines, Jeju Air and other air carriers supporting routes to Guam via Korea. Conduct at least 4 co-op activities.
- Conduct at least 3-4 Familiarization tours for Media/SM or TA events to participate in GVB's signature events (SGeF/GMIF/Liberation etc)
- Increase Guam awareness in the Far East of Russia, Siberia and European part of Russia through continues communication with target audience via different channels (SM, exhibitions, co-ops, etc.)

## ANNOUNCEMENTS

- Ms. Nedlic shared that the next Russia & New Markets Committee Meeting will be on April 2, 2019 at 10:00am.
- Chairman Morinaga shared the previous RNM Chairman had addressed the issue of Russians coming to Guam to seek political asylum on Guam. This is still an issue to us today and could cause possible removal of the visa-free status from the US parole office.
- Chairman Morinaga requesting to check the status of visa consulate services in the US and if are still open and operating.
- The GVB Board is still being comprised and by mid-April we should know who our new RNM Chairperson will be.

## ADJOURNMENT

Ms. Olga Tonkikh made a motion, seconded by Mr. Neil Urbano to adjourn the meeting at 3:58 p.m.

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

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

Approved by: _____
Colleen Cabedo, Acting Director of Global Marketing

EXHIBIT

**JAPAN MARKETING COMMITTEE MEETING - FRIDAY, MARCH 8, 2019**

**JMC MEMBERS PRESENT**: Bill Nault, Satoru Murata, Milton Morinaga, Monte Mesa, Terry Debold, Shoji Ogawa, Toshio Akigami

**ABSENT:** Tak Takano, Kiyoshi Kawano, Daisuke Tsuchiya, Mike Lee

**OBSERVERS/GUESTS PRESENT**: Kyoichi Aoki, Kazu Atsuta, Miwa Bravo, Hajime Fujiwara, Akiko Futakami, Asher Goldenberg, Akihiko Gondo, Shun Matsumoto, Shinji Ishibashi, Sayumi Ishioka, Koji Nagano, Mitsue Nakamura, Mari Oshima, Yoshinori Oshita, Yoshihisa Otani, Mai Perez, Daisuke Sato, Osamu Takahashi, Jerry White

**ABSENT**: Bonnie Alig, Mark Anderson, Eilis Baldevia, Valerie Blas, Jenny Carbullido, Nobuyo Certeza, Michelle Chaco, Dave Duenas, Tomoyuki Goto, Keiko Hirao, Takamatsu Hiromichi, Kazunori Hotta, Masayo Ibay, Yusuke Imaza, Katsutoshi Kabasawa, Yoshiaki Kanemitsu, Hiromi Matsuura, Ayisha McKinnon, Naomi Miyama, Simon Odoca, Shizuyo Okabe, Kimi Passeur, Suzanne Perez, Corey Santos, Derin Santos, Kenji Sekine, Clifford Shoemake, Mitsunori Takahashi, Akihiro Tani, Sachiyo Tanimoto, Yuki Toshida, Bunichi Yamashita

**GVB**: Bobby Alvarez, Colleen Cabedo, Brian Borja, Russell Ocampo, Karida Brennan

**GOOGLE HANGOUTS:** Hiroshi Kaneko, Koichi Hoshino

---

## CALL TO ORDER

The meeting was called to order at 1:33pm.

Chairman Nault apologized for the delay in scheduling this meeting. He then introduced the committee members and GVB management representatives attending the meeting.

## APPROVAL OF MINUTES

**Motion made by Mr. Akigami and seconded by Mr. Ogawa to approve the minutes of December 11, 2018. Minutes approved.**

## REPORT OF CHAIRMAN

Chairman Nault reported on the following:

- GVB's board composition has changed. For this term, the membership elected directors are Mr. Satoru Murata, Mr. Brad Kloppenburg, Mr. Sam Shinohara, and Mrs. Joann Camacho. Legislative appointees are Mrs. Toni Sanford, Mr. Shun Matsumoto, and Mrs. Therese Arriola. Other appointees are still pending.
- The Japan team will continue to work with industry partners such as the media to create more opportunities for Guam.
- Chairman Nault wanted to make it clear that the board is an advisory board to GVB. Mr. Shinohara added the board sets the policies for management to carry out. Mr. Morinaga reported the full board is not intact yet. Interim board members from the previous year are fulfilling their role as an extension until the new board members are confirmed. Two days ago, there was a legislative hearing for two of those members. As soon as all seats are filled, the board will vote for officers (i.e., Chairman, Vice Chairman, Treasurer, etc.). Mr. Shinohara shared Government bureaucracy is challenging the ability to be functional at the board level, but this should not affect the work being done at the committee and management levels. This committee is empowered to do many things and resources and funding should not be the reason we are not aggressive in the Japan market.

- Mr. Mesa expressed that we need to continue to acquire charter flights. With today's economic conditions, Japanese travelers are smarter and looking for the best value on airfare. We have not found much success with Japan LCCs as of late but we are fortunate to have support from Korea LCCs servicing Guam from Japan. Chairman Nault stated Mr. Kaneko will give more details on this program during his presentation.
- Mr. Mesa mentioned the initial procurement process to contract a marketing representative in Japan was completed and a company was awarded the contract but GVB canceled soon after. He wanted to ensure the next RFP process includes the criteria specifically stating what is acceptable in terms of qualifications for each application as there was some confusion previously. Mr. Borja stated the RFP is a very sensitive and specific government process so the amount of information we are able to share is very limited. He made a point of correction that no company was awarded the contract in the previous RFP; it was canceled before the award due to several reasons. A second RFP was launched after addressing said issues and it is currently ongoing. Mr. Debold asked if ADK has an extension in the interim. Mr. Borja clarified that the RFP is for marketing representation services which includes advertising, PR, and sales. The ADK contract will be extended until the end of this fiscal year. When a marketing representative is selected, GVB will no longer require ADK's services.

**REPORT OF MANAGEMENT**

Mr. Kaneko reported on behalf of the management the following:

- Statistics
- Three Month Forecast
- Air Service Development
- Air Seat Capacity
- Golden Week Update
- Family Campaign
- Wedding Campaign
- Co-operative Campaigns
- Sales Campaigns
- School Trip Support
- Market Update
    - Rotary International District 2750 District Conference
    - Courtesy Visits
    - UGM Update
    - Japan Office Restructuring Update
- Homepage & SNS
- Event Information

GUAM

Japan Marketing Committee
March 08, 2019

## February 2019

**February 1-28, 2019** **Total: 134,539 (+8.8%)**

| % Market Mix | Origin | 2018 | 2019 | % to LY |
|---|---|---|---|---|
| 42.9% | Japan | 45,356 | 57,741 | 27.3% |
| 44.2% | Korea | 60,731 | 59,423 | -2.2% |
| 1.9% | Taiwan | 2,682 | 2,535 | -5.5% |
| 2.0% | China | 3,924 | 2,645 | -32.6% |
| 4.7% | US/Hawaii | 4,949 | 6,312 | 27.5% |
| 1.0% | Philippines | 966 | 1,281 | 32.6% |
| 0.6% | Hong Kong | 395 | 745 | 88.6% |

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: February 2019 Daily Arrivals reflect Civilian Air arrivals only

## Calendar Year to Date 2019

**January – February 28, 2019** **Total: 282,046 (+9.1%)**

| % Market Mix | Origin | 2018 | 2019 | % to LY |
|---|---|---|---|---|
| 41.0% | Japan | 86,791 | 115,762 | 33.4% |
| 45.6% | Korea | 129,980 | 128,718 | -1.0% |
| 1.8% | Taiwan | 4,945 | 4,996 | 1.0% |
| 1.4% | China | 5,118 | 3,906 | -23.7% |
| 5.3% | US/Hawaii | 14,310 | 14,848 | 3.8% |
| 0.9% | Philippines | 1,925 | 2,558 | 32.9% |
| 0.4% | Hong Kong | 819 | 1,199 | 46.4% |

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: February 2019 Daily Arrivals reflect Civilian Air arrivals only

## Fiscal Year to Date 2018

**October 2018 – February 28, 2019** **Total: 682,655 (+7.4%)**

| % Market Mix | Origin | 2018 | 2019 | % to LY |
|---|---|---|---|---|
| 40.5% | Japan | 214,411 | 276,545 | 29.0% |
| 45.5% | Korea | 317,776 | 310,785 | -2.2% |
| 1.7% | Taiwan | 10,903 | 11,284 | 3.5% |
| 1.1% | China | 9,220 | 7,248 | -21.4% |
| 5.5% | US/Hawaii | 33,002 | 37,445 | 13.5% |
| 1.3% | Philippines | 8,262 | 8,961 | 8.5% |
| 0.5% | Hong Kong | 2,923 | 3,227 | 10.4% |

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: February 2019 Daily Arrivals reflect Civilian Air arrivals only

## 3 Month Forecast

(as of 08Mar,2019)

| Month | 2019 Arrival Forecast | 2019 Capacity | 2019 LF | 2018 Arrival | 2018 Capacity | 2018 LF | Diff Arrival | Diff Capacity |
|---|---|---|---|---|---|---|---|---|
| March | 70,000 | 85,861 | 82% | 61,613 | 71,770 | 86% | +14% | +20% |
| April | 43,000 | 61,293 | 70% | 39,934 | 53,618 | 74% | +9% | +14% |
| May | 45,000 | 58,820 | 77% | 36,575 | 51,719 | 71% | +25% | +14% |

(Data Source : Dilo MI, JGTA and other MI.)

Mar 2018
Narita
UA: 21 flights per week (6,258)
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)

Apr 2018
Narita
UA: 21 flights per week (6,258)
JL: 7 flights per week (1,393)
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)

May 2018
Narita
UA: 21 flights per week (6,258)
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

Mar
Narita 62 (11,563)
Nagoya 17 (3,196)
Kansai 15 (2,835)

Apr
Major ports etc : 69 (13,031)

May
Major ports etc 50 (9,089)

G/Total. 213 flights (39,714 seats)

## Air Service Development

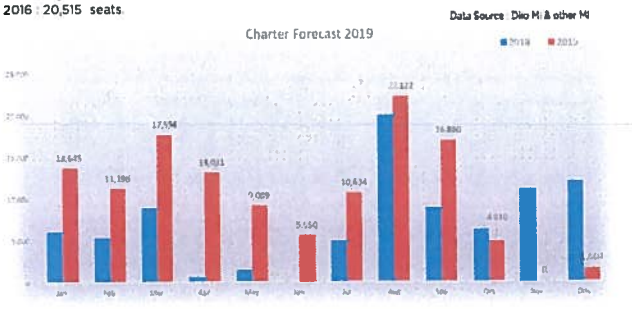
(as of 08Mar,2019)

**Charter Forecast in 2019**

Total : 126,035 seats. (+ 41,089 seats, +148%)

2018 : 84,946 seats
2017 : 33,468 seats
2016 : 20,515 seats

Data Source : Dilo MI & other MI




Confidential and subject to change

## Air Service Development

( as of 08Mar,2019)

**Regular Operation in 2019**

**Japan Airlines:**
- JAL has upgraded aircraft to B777 200ER on Narita - Guam route.
- B777 aircraft is scheduled to operate from September 1st, 2019 to March 28th, 2020.

**United Airlines:**
- United has upgrade aircraft to B777-200 on Guam – Tokyo Narita route.
- B777 aircraft is scheduled to operate this route on 2 of 3 daily flights.
- Between 31MAR19 and 31JUL19, 3 daily service remains unchanged with B737-800.

JAL capacity growth : (Sep to Mar, 2020)

Total : 65,520 seats.
+ 23,730 seats

United capacity growth : (Aug to Mar, 2020)

Total : 175,448 seats.
+ 105,728 seats

Confidential and subject to change

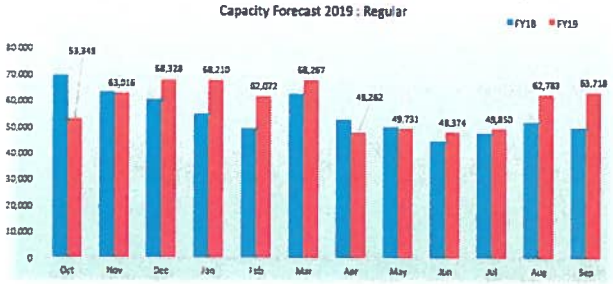
## Japan Seat Capacity

( as of 08Mar,2019)

**Capacity Forecast FY19 : Regular**

FY19 : 705,959
FY18 : 660,692
Diff : 107% (+ 45,267 seats)

Data Source : Dilo MI & Airlines




Confidential and subject to change

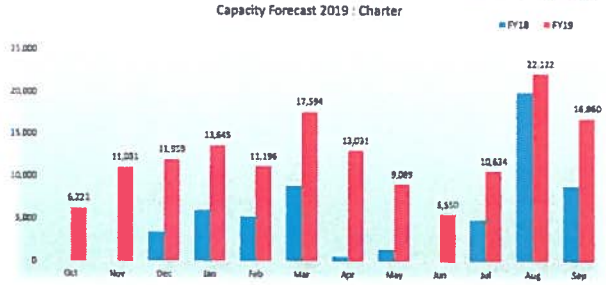
## Japan Seat Capacity

( as of 08Mar,2019)

**Capacity Forecast FY19 : Charter**

FY19 : 148,932
FY18 : 59,136
Diff : 252% (+89,796 seats)

Data Source : Dilo MI & Airlines




Confidential and subject to change

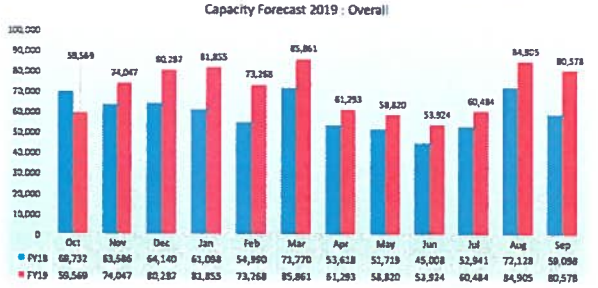
## Japan Seat Capacity

( as of 08Mar,2019)

**Capacity Forecast FY19 : Overall**

FY19 : 854,891
FY18 : 719,828
Diff : 119% (+135,063 seats.)

Data Source : Dilo MI & Airlines




Confidential and subject to change

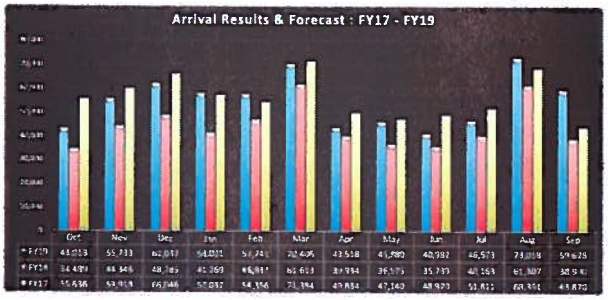
## Arrival Forecast

( as of 08Mar,2019)

**Arrival Forecast FY19 :**

FY19 : 656,550 (Forecast)
FY18 : 530,057 (Result)
Diff : 124% (+126,493)

Data Source : Dilo MI & other MI




Confidential and subject to change

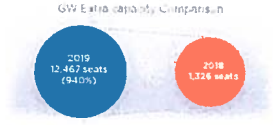
## GW 2019 Update

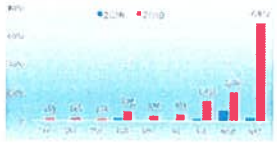
( as of 08Mar,2019)

**GW additional capacity Forecast**

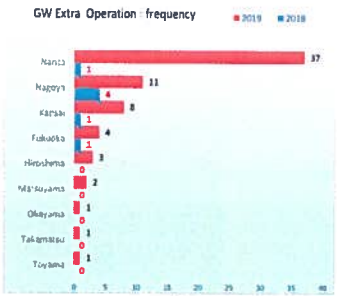
Total : 12,467 seats. (68 flights) : 940% vs LY.

2018 : 1,326 seats. (7 flights)
2017 : 2,583 seats. (11 flights)




Data Source : Airlines




Confidential and subject to change

## GW 2019 Update

( as of 08Mar 2019)

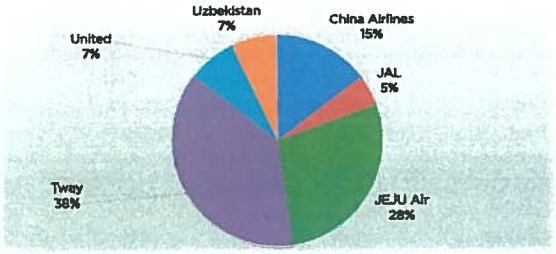
**GW additional capacity Forecast**

Total : 12,467 seats. (68 flights) : 940% vs LY

2018 : 1,326 seats. (7 flights)
2017 : 2,583 seats. (11 flights)

Data Source : Airlines

GW EXTRA OPERATION : AIRLINES




Confidential and subject to change

## Family & Wedding Support

**Guam Family Campaign 2019 : InstaGuam**

Purpose:
- Promote IntaGuam campaign and encourage traveler to visit Insta spots
- Growth of young female (Joshi Tabi) trip, which may possibly generate other segment, family, students etc.
- Maintain traveler volume for family trip including three generation trip.

Campaign period:
- February 1st – October 7th, 2019.

Travel period:
- February 1st – September 30th, 2019.

Application:
- GVB official IstaGuam Follower. (https://www.instagram.com/visitguam_jp/)
- Post the photo of the instant spot taken Guam with #instaGuam_family and add a title of the photo in the comment filed.

Prize:
- JCB Gift coupon valued ¥ 50,000.
- Total 10pax.
- Selection by the lottery and mail to the winners.
- Delivery of prizes to customer.

## Family & Wedding Support

**Guam Family Campaign 2019 : Twitter**

Purpose:
- Growth of family trip for the period of July to September 2019.
- Maintain traveler volume during Summer holiday period.
- Promote earlier booking for package tour and dynamic package tour.
- Increase the number of Twitter follower.

Campaign period:
- March 1st – July 31st, 2019.

Travel period:
- July 1st – September 30th, 2019.

Application:
- GVB official Twitter Follower. (https://twitter.com/visitguam_jp/)
- Retweet the post of the campaign posted by GVB.

Prize:
- Lunch or dinner coupons (discount or complimentary) at Hotel or restaurant.
- Selection by the lottery and mail to the winners.

Prize:
- Delivery of prizes to customer.

## Family & Wedding Support

**Guam Family Campaign 2019 : Family Trip Promotion**

Purpose:
- Growth of family trip for the period of February to September 2019.
- Maintain traveler volume for family trip including three generation trip.
- Promote earlier booking for package tour and dynamic package tour.

Campaign period (Entry period):
- March 1st – July 31st, 2019.

Travel period:
- April 1st – September 30th, 2019.

Application:
- GVB official Twitter Follower. (https://www.instagram.com/visitguam_jp/)
- Retweet the post of the campaign posted by GVB.
- Evidence: Itinerary or e-ticket copy.
- Winners: family with 2 years age (2 years - elementary school students)
- Email back to each winners.

Prize:
- GVB original rucksack.
- Total 1,000 pcs.
- Delivery of prizes to customer.

## Family & Wedding Support

**Guam Wedding Campaign 2019 :**

Purpose:
- Promote the honeymoon trip with wedding ceremony in Guam.
- Expand awareness of Guam wedding information.
- Reaffirm the convenience and of Guam wedding and trip in the market.

Campaign period:
- March 1st – June 30th, 2019

Travel period (Guam wedding ceremony & Travel)
- October 1st – June 30th, 2020

Application:
- Episode or history for couple to date.
- Reason why the couple choose Guam wedding.
- Agree to share the photos of wedding ceremony taken in Guam

Prize:
- Guam Wedding tour valued ¥ 1,00,000 per couple.
- Total 2 couples.

Communication plan:
- LP (GVB Wedding Special Site: campaign contents, wedding & chapel information)
- Web Advertisement, GDN, FB, Twitter, etc. Advertisement in Zexy wedding magazine.

## Co-operative Campaign

**GVB x JTB Memorandum of Agreement**

- GVB will enter into a Memorandum of Agreement with JTB Corp., which accounts for approximately 28% of Guam's Japan visitor arrivals (based on FY18 figures)
- Proposal aims to increase Japanese travelers to Guam, additional charter flights and promote Guam through key JTB network channels
- Key Points: improve value for Guam brand, improve sales force knowledge, develop new products






## Co-operative Campaign

- Cooperative Promotional Program

| CONTENTS | Program Item | JTB Contribution % of total | GVB Support % of total |
|---|---|---|---|
| PRODUCT | Event on GUAM in summer | 75.00% | 25.00% |
| | Development of Product | | |
| | Group incentive | | |
| | MICE・Study tour | | |
| SALES | STUDY FAM | 75.00% | 25.00% |
| | Special Big summer campaign | | |
| | EVENT in JAPAN | | |
| | ANTENNA SHOP | | |
| PROMOTION | SPECIAL WEB SITE | 50.00% | 50.00% |
| | LOCAL TV CM | | |
| | WEB CM | | |
| | WEB TV Program | | |
| | TRAFFIC AD | | |
| | Magazine + Web site | | |
| | SNS & MOVIE AD | | |
| | LISTING AD | | |
| | Article AD for Web site | | |
| | LINE, Facebook, Instagram | | |

*Subject to change based on market conditions and availability of funds*

## Co-operative Campaign

**JTB MOA – BY THE NUMBERS**

| Description | USD | Notes |
|---|---|---|
| JTB Contribution | $2,513,147 | |
| GVB Contribution | $1,363,636 | *Standard support* |
| | $454,545 | *Additional incentive* |
| Total Value | $4,331,328 | |

| Target (Goal Pax) Breakdown | | | |
|---|---|---|---|
| Description | Package | Group | Pax Count |
| Original Target | 133,220 | 17,500 | 150,720 |
| Stretch Target | 6,000 | 0 | 6,000 |
| Original + Stretch Target | 139,220 | 17,500 | 156,720 |

| Comparison | | |
|---|---|---|
| Goal Pax | Budget | Cost per Pax |
| 600,000 | $8M | $13.33 |
| 156,720 | $1.8M | $11.60 |

## Co-operative Campaign

**GVB x GSEI Memorandum of Agreement**

- Co-operative promotional program between GVB and Guam Sports Events Inc. to promote UGM in the Japan Market
- GVB support: $150,000
- Objective: Drive awareness and registration for UGM
- Strategy: Activate C2C communication to consistently drive participation using Facebook, Line, RUNNET website, a campaign website, and SNS content from the influencer "Mai-ty"
- Results
  - Total campaign registrants: 302
  - Total SNS posts: 1,565
  - Total run event registrants: 32



## Co-operative Campaign

**GVB x United Airlines Memorandum of Agreement**

- Co-operative agreement between GVB and United Airlines to promote tourism from Japan to Guam
- GVB support: $150,000
- UA and trade support: $150,000
- UA will work closely with GVB to create assets and program mechanics for advertisements and trade programs
- Program initiatives include advertising, seminars, sales campaigns, OTA promotions, and digital campaigns

## Co-operative Campaign

**GVB x Expedia Memorandum of Understanding**

- As part of GVB's global digital strategy, GVB will be entering into an MOU with Expedia to meet the following core objectives:
  - Promote Guam to the world
  - Share data and global best practices with the Guam tourism industry
  - Support response to natural disasters and other tourism-related emergencies
  - Contribute to the local community

## Sales Campaign

(as of 08Mar.2019)

**Rakuten Guam Campaign:**

- Guam Sales Campaign:
- GVB x Rakuten Travel.
- Sales period: 8Feb.19 - 20Feb.19
- Travel period: Mar to Jun. 2019.
- Dep port : NRT, NGO,KIX,FUK.
- Sales site: Rakuten Sales Site.
- Exposure: Rakuten Guam page, Ad banner.
- Airlines: Any.
- Flight schedule: Daily.









## Sales Campaign

( as of 08Mar, 2019)

**JEJU Air Guam Campaign:**

- Guam Sales Campaign:
- GVB x JEJU Air x TripAdvisor.
- Sales period: 13Feb.19 - 15Apr.19
- Travel period: Apr to Jun. 2019.
- Dep port : Kansai
- Sales site: JEJU Air booking engine.
- External site: TripAdvisor.
- Exposure: Yahoo, Google.
- Flight schedule: Daily





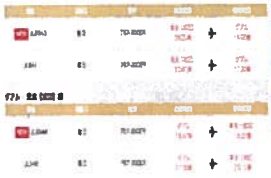

## Sales Campaign

( as of 08Mar, 2019)

**JAL Guam Campaign:**

- Guam Sales Campaign:
- GVB x JAL x JGTC member.
- Sales period: Feb.19 and onward.
- Travel period: Apr to Sep 2019.
- Dep port : Narita
- Sales site: TRAVELKO & JAL.
- External site: TAVELKO.
- Flight schedule: Daily



## School Trip Support

( as of 08Mar, 2019)

**GVB School Trip Support.**

GVB:

- Inspection tour.
- Period: Jan - Sep.19
- Support Air ticket, Hotel room cost.
- Target: School teachers.
- Schools have decided to travel to Guam in 2019
- New comer and schools have tripped to Guam.







## School Trip Support

( as of 08Mar, 2019)

**School trip Support (Tway & JEJU Air)**

Tway:

- Free ticket provision.
- Group type: school excursion.
- Inspection tour only. (Teachers)
- Max 50 free tickets. (4 tickets per school)
- Schools have decided to travel to Guam.
- School must travel on Tway.



JEJU Air:

- Free ticket provision.
- Group type : any groups more than 15pax.
- Group traveling in Mar.19 and forward.
- 16 - 30pax : 1 free.
- 31 - 35pax : 2 free.
- 36 - 50pax : 3 free.



## Market Update

**2018-19 RID2750 District Conference**

- Rotary International District 2750 held their District Conference in Guam on February 23, 2019
- Over 1,200 participants in this annual event from Japan, Taiwan, South Korea, Guam, Saipan, Palau, Pohnpei and Chuuk
- GVB supported this event with an info booth, greeting services, a welcome banner and Guam gift items







## Market Update

**Courtesy Visit to Ryugasaki Mayor and Jonouchi Junior High School on March 1, 2019**





## Market Update

**Courtesy Visit with Nagano University on March 5, 2019**





## Market Update

**United Airlines Guam Marathon**

- April 14, 2019
- Japan goal pax: 1,200
- Overall registration: 2,238
- Japan registration: 615

| Race | Male | Female | Total |
|---|---|---|---|
| Marathon | 146 | 73 | 219 |
| Half Marathon | 86 | 101 | 187 |
| 10k | 51 | 85 | 136 |
| 5k | 26 | 47 | 73 |
| Total | 309 | 306 | 615 |




| Race | 0-9 yrs. | 10-19 yrs. | 20-29 yrs. | 30-39 yrs. | 40-49 yrs. | 50-59 yrs. | 60-69 yrs. | Over 70 yrs. |
|---|---|---|---|---|---|---|---|---|
| Marathon | 0 | 1 | 27 | 40 | 60 | 60 | 28 | 3 |
| Half Marathon | 0 | 2 | 19 | 34 | 52 | 46 | 31 | 3 |
| 10k | 0 | 3 | 22 | 20 | 31 | 33 | 20 | 7 |
| 5k | 4 | 3 | 7 | 21 | 16 | 13 | 6 | 2 |
| Total | 4 | 9 | 75 | 115 | 159 | 152 | 85 | 15 |

*As of 2/22/19. Japan Registration number includes agent sales, Runnit and Chronobrack*

## Market Update

**JAPAN OFFICE RESTRUCTURING UPDATE**

- GVB Board approved GVBJ restructure in August 2018, RFP is ongoing.
- Support for GVB Japan operations will be provided by ADK.
- PR / Web / SNS Work
  Ms. Shino Sakagami



Shino Sakagami will be assigned from Full House (a PR agency) via ADK to this role. She has worked for Mandarin Hotels in Canada as well in Japan for a total of six years. Later at Full House, she has been in charge of PR activities for a globally active company - Yamaha Motors - as well as for Dubai Tourism office.




## Homepage & SNS *As of 1 Mar*

(as of 08Mar, 2019)

**GVB Website FEB 2019**
User Total : 47,599 (-1,932)
Page View Total : 109,279 ( 2,610)

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

**GVB SNS Fans**
Facebook Total : 24,264 (+5)
Twitter Total : 10,278 (+438)
Instagram Total : 17,157 (+324)

**SNS engaging contents TOP3 (Facebook, Twitter, Instagram)**



NO.1
SUPERNOVA
Twitter
Day: Feb 8
Retweet: 389



NO.2
SUPERNOVA pre-announcement
Twitter
Day: Feb 5
Retweet: 233



NO.3
Under Water World
Instagram
Day: Feb 6
LIKE: 840

## Event Information

**2019: Consumer & Travel Event**

(as of 08Mar,2019)

| Event Name | Date | Day | Location | Event Sponsor |
|---|---|---|---|---|
| Hiroshima Travel Fair & Workshop | 18-20Jan, 2019 | Fri, Sat, Sun | Hiroshima | JATA |
| RYUGASAKI City Guam Event | 01Mar, 2019 | Fri | Ibaraki | Ryugasaki city |
| Nagoya Travel Fair | 16-17Mar-2019 | Sat, Sun | Nagoya | JATA |
| SADO Toki Marathon | 20-21 Apr, 2019 | Sat, Sun | Sado city | SADO Sports association |
| Tokyo Rainbow Pride | 28-29Apr, 2019 | Sun, Mon | Tokyo | NPO |
| TOYOHIRAGAWA Marathon | 05May, 2019 | Sun | Sapporo | NIKKAN Sports |
| KIX Travel Fair 2019 | 17-19May, 2019 | Fri, Sat, Sun | Osaka | Kansai Airport |
| SPORTEC | 22-24May, 2019 | Wed, Thu, Fri | Tokyo | SPORTEC |
| Ehime Travel Fair | 22-23Jun,2019 | Sat, Sun | Matsuyama (Ehime) | JATA |
| Kashiwa Festival | 26-28Jul, 2019 | Fri, Sat, Sun | Kashiwa (Chiba) | Kashiwa city |
| Tourism Expo 2019 (JATA) | 24-27Oct, 2019 | Thu, Fri, Sat, Sun | Osaka | JATA |

GUAM

Si Yu'os Ma'åse'
THANK YOU
ありがとうございました

**Discussion/Comments:**

- Air seat capacity: Chairman Nault noted April and May are the only months we are behind in terms of regular seat capacity. Mr. Kaneko clarified the overall capacity will increase during these months because of charter flights.
- Charter flights: Mr. Mesa asked if there is any discussion about making charter flights a regular service. Mr. Kaneko mentioned that from October 2019 to March 2020, there may be additional charter flights and regular service.

- FY2019 arrivals forecast: Mr. Mesa asked what market share we are hoping to achieve of total Japan outbound travel? Mr. Kaneko said the current year is 2.9%, next year we are hoping for over 3% but changes may occur due to changes in air seat capacity. Mr. Mesa noted it would be helpful to track our progress towards the target market share.
- Golden Week: Mr. Shinohara asked for Golden Week statistics in previous years. Mr. Kaneko stated there were 8 flights in 2018 and 20 flights in 2016. Mr. Kaneko also shared that in previous years, there was a break between holidays during Golden Week. This year is very different as the holiday lasts for 10 consecutive days.
- JTB MOA: Mr. Borja clarified that GVB's investment for the JTB MOA is about $1.8M and the goal pax for this program of 156,720 is included in GVB's goal pax for Japan. The total value Guam will receive in terms of sales and marketing is $4.3M, of which, JTB will contribute $2.3M. To further incentivize JTB, GVB gave a stretch goal of 6,000 pax with an incentive of $454,545 in addition to GVB's standard support of about $1.3M, totaling up to approximately $1.8M to be paid by GVB. Mr. Shinohara asked how GVB came up with the stretch goal of 6,000. Mr. Borja stated it is based on historicals, capacity, and JTB's ability to perform (JTB provided their data as well). Mr. Debold asked how the incentive will be paid. Mr. Borja reported that if the stretch goal is achieved, GVB will cut a check to JTB as an incentive. Mr. Shinohara then asked about the arrivals forecast for FY2019 versus FY2018. There was only an increase of 126k pax which is less than the original package target for this MOA (133k pax). Mr. Kaneko pointed out that this program will cover an additional three months: October - December but that still does not completely explain the difference between fiscal years and the FY2019 forecast. Mr. Shinohara posed the question a different way: Are we paying for something we are already getting? Mr. Borja feels we are not, because of the many challenges Guam faces with price competition and Japan outbound travel. Projections are not a guarantee so we engage in strong partnerships like this to help achieve those numbers.
- GSEI MOA: Mr. Morinaga asked what GVB's total contribution is towards UGM for the Japan market. Mr. Ocampo reported $150,000. Mr. Mesa asked about last year's participation out of Japan. Mr. Borja reported around 960 pax. Mr. Shinohara noted 2017 is a better comparison than 2018 so we are trying to get back to 2017 participation numbers.
- Rotary Conference: Mr. Mesa thanked the BOD and management for supporting this event. Even with the inclement weather, the event was executed without major issues. The only event that had to be postponed was the 5k running event.
- On the subject of typhoons, Mr. Morinaga shared GVB had a post-storm meeting to discuss communication channels when Guam is in COR 1-3. Partners need to be notified of flight status, transportation, etc. so they can share important updates with their customers. GVB is working on generating SOPs for these situations and will share with industry partners. The issue we still need to address is getting information to Air BnB customers who do not have a front desk, receptionist, or a way to filter information efficiently during a typhoon.

**REPORT OF ADK**

Report by Mr. Hoshino:

- FY2019 Current and Upcoming Programs
- Public Relations
- Shop Guam e-Festival 2018 Brief Result Summary
- FY2019 Communication Plan
- Golf Campaign
- Wedding Campaign
- Transit Ads
- 2018 Treasure Hunting Campaign

GUAM

# JMC Meeting – March

FY 19 Plan for Japan Market

GUAM

# 2019 Current and upcoming programs

March 8, 2019
ASATSU-DK INC.

ADK

## PR : Previous_ Jan. TV Program Tie-in

GUAM






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 4, 2019 |
| Exposure Length: | Approx. 20 – 30 min |
| Ad Rate: | JPY240,000/15 sec. |
| Ad Value: | $256,159.39 |

**ROI: 19.2 times**

ADK

## PR : Upcoming_ Mar. – Magazine & Catalog

GUAM

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 March , 5th, 2019
Exposure: 4C6P




Ad Value: $71,155.39

**ROI: 2.5 times**

ADK

## PR : Previous_ Jan. TV Program Tie-in

GUAM




| | |
|---|---|
| Program Title: | Nijiiro Jeen |
| TV Station: | FUJI TV / Nation Wide Program |
| On air Date: | February 23, 2019 8:30 -9:55 |
| Guam Exposure: | 25 min. |
| Ad Rate: | JPY65,200/15 sec. |
| Ad Value: | $4,809,059 |

**ROI: 135 times**



ADK

## PR : Upcoming_ Mar. – Magazine & Catalog

GUAM







| | |
|---|---|
| Program Title: | GOLLABO TV |
| TV Station: | BS-TBS (Nation Wide Program) |
| On Air Date & Time: | 7th, 14th, 21th, 28th March 2019 (Tentative) 23:30 ~ 23:54 |
| Target: | Golf Players (MEN) |
| Exposure Length: | Approx. 20 minutes × 4 times |
| Ad Rate: | JPY 16,000 /15 sec. |
| Ad Value: | $ 674,216.49 |

**ROI: 28 times**

ADK

## PR : Upcoming_ On Demand Video Program; Japanese Reality TV Show

- Amazon Prime TV in Japan:
  - Estimated number of Amazon Prime Members in Japan =5,000,000 members
  - User of Prime Video x 40% = 2,000,000 members
  - Viewing audience x 20 % = 400,000 members
- Expected exposure: 50 min. x 3 episodes = a total 150 min.
- On-Air date: Autumn 2019
- Shooting on Guam: Mid March - May
- Expected AD value: $ 1,580,194 at 113.91 rate
- Tie-in Cost : $130,000
- ROI: 12 times

## PR :FY19 New InstaGuam Campaign
- Prize Application Result

● As of February 2019

| | Instagram | Twitter | Facebook | Total |
|---|---|---|---|---|
| 10/15 – 1/27 | 1,441 | 29 | 92 | 1,562 |
| 1/28–2/3 | 50 | 14 | 0 | 64 |
| 2/4–2/10 | 120 | 3 | 0 | 123 |
| 2/11–2/17 | 35 | 4 | 0 | 39 |
| 2/18–2/24 | 63 | 2 | 3 | 68 |
| Total | 1,709 | 52 | 95 | 1,856 |



## Brief Result Summary

SHOP GUAM e-FESTIVAL2018

## SP: Previous_ Nov. - Feb. Shop Guam

Shop Guam Landing Page



## SP: Previous_ Nov. - Feb. Shop Guam

Google UAC

| Campaign | Impression | Click | CTR | APP Install |
|---|---|---|---|---|
| 12.17-2.8_UAC_Android | 3,404,040 | 55,407 | 1.63% | 6,069 |
| 12.17-2.10_UAC_ios | 29,051 | 257 | 0.88% | 0 |
| Total | 3,433,091 | 55,664 | 1.62% | 6,069 |



## SP: Previous_ Nov. - Feb. Shop Guam

● Digital/ Online Video Promotion Overview

Casting an ambassador, Chihiro Inohana, coordinating the shopping tour and a conference on Guam and carrying out SHOPGUAM present promotion on her Instagram.

Time of execution: 2018/11/12-2019/2/10

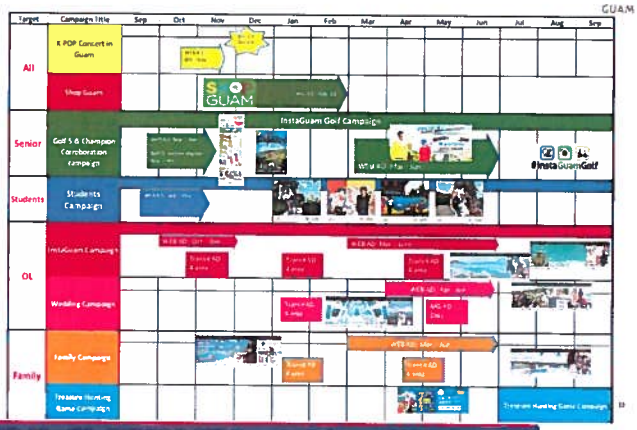
**Total Media Value: A total of 75 posting and media coverage with US$388,624.51 AD value**



GUAM

FY2019 Communication Plan

## FY19 Campaign Calendar




ADK

## AD: Web AD Result Overview

Oct.2018 – Jan. 2019

| Campaign | Imp | Click | CTR | CPI | CPC | Cost | | Click to TA site | CVR | |
|---|---|---|---|---|---|---|---|---|---|---|
| Golf | 30,027,305 | 87,903 | 0.29% | ¥0.17 | ¥56.9 | $0.51 | ¥5,000,000 | $44,472 | 1043 | ¥4,793.9 | $42.64 |
| Insta (OL) | 52,210,024 | 62,576 | 0.12% | ¥0.24 | ¥201.4 | $1.79 | ¥12,600,000 | $112,070 | 1717 | ¥7,338.4 | $65.27 |
| Student | 169,893,034 | 169,174 | 0.10% | ¥0.06 | ¥55.5 | $0.49 | ¥9,381,497 | $83,443 | 4675 | ¥2,006.7 | $17.85 |
| K-POP | 20,625,299 | 67,296 | 0.33% | ¥0.16 | ¥49.7 | $0.44 | ¥3,344,000 | $29,743 | NA | NA | NA |
| Total | 272,756,662 | 386,951 | 0.14% | ¥0.12 | ¥48.4 | $0.43 | ¥30,325,497 | $269,727.51 | 7435 | ¥4,078.24 | $36.26 |

## AD: Monthly GVB HP & SNS Report – February 2019

| | | |
|---|---|---|
| GVB Japan HP | Total # of visitors per month and MOM % growth | 27,476 / 3% |
| | Total # of unique visitors per month and MOM % growth | 27,476 / 3% |
| | Total # of page views per month and MOM % growth | 83,467 / 3% |
| | Average site duration in the month and MOM % growth | 90 sec. / 1% |
| Facebook | Total # of fan page follower per month and MOM growth % | 24,260 / 1.2% |
| | Total # of post reach by impression per month and MOM growth % | 531,984 / 485% |
| | Total # of post engagements (comment, like, share) per month and MOM growth % | 13,028 / 2% |
| | Total # of post clicks per month and MOM growth % | 1,559 / 12% |
| | Total # of video minutes viewed and MOM growth % | 85hours / -83.0% |
| Instagram | Total # of followers per month and MOM growth % | 17,000 / 0.8% |
| YouTube | Total # of video views per month and MOM growth % | 3,448 / 16% |
| | Total # of video minutes viewed and MOM growth % | 5,677 min. / 15% |
| | Total # of channel subscriber gains per month and MOM growth % | 1,927 / 0.5% |
| Twitter | Total # of followers per month and MOM growth | 10,315 / 2.6% |
| | Tweet impression per month and MOM growth | 1,096,200 / 751.1% |

ADK

## AD: Ongoing InstaGuam Campaign (OL)

Web Media Plan (Mar. – June 2019)

| Device | Media Type | AD Menu | Type | Period | Imp | Unit | Click To PJ | CTP |
|---|---|---|---|---|---|---|---|---|
| InstaGuam Campaign (Mar. – Jun.) | | | | | | | | |
| PC&SP | Facebook Instagram | Link Ad<br>Demographic : Female in 20 s – 40 s<br>Potential Reach : 4,749,241pax ] | Still image | Mar. – Jun. | 5,000,000 | imp | 25,000 | 0.50% |
| PC&SP | GDN | Google Display Network<br>Demographic : Female 18-48 years old | Still image | Mar. – Jun. | 142,857,143 | imp | 100,000 | 0.07% |
| Total | | | | | 147,857,143 | | 125,000 | |

## AD: Ongoing Golf Campaign

Web Media Plan (Mar. – June 2019)

| Device | Media Type | AD Menu | Type | Period | Imp | Unit | Click To PJ | CTP |
|---|---|---|---|---|---|---|---|---|
| InstaGuam Golf Campaign (Mar. – Jun.) | | | | | | | | |
| PC&SP | Facebook | Link Ad<br>Interest : Golf<br>Potential Reach 1,800,000 pax ] | Still image | 3/8-6/30 | 1,702,250 | imp | 6,809 | 0.40% |
| SP | Instagram | Link Ad<br>Interest : Golf<br>Potential Reach 2,300,000 pax ] | Still image | 3/8-6/30 | 4,000,000 | imp | 12,000 | 0.30% |
| Total | | | | | 5,702,250 | | 18,809 | |

Creative



http://japan.visitguam.jp/campaign/2018/golf/champion/

ADK

## AD: Ongoing Golf Campaign

**CP Landing Page**



## AD: Ongoing Wedding Campaign

**Web Media Plan**

| Device | Media Type | AD Menu | Type | Period | Imp | Unit | Click (TU:PV) | CTR | Costed Unit |
|---|---|---|---|---|---|---|---|---|---|
| PC&SP | Minna no Wedding | Tie-in (Including production cost) | | 4 weeks | 8,000 | PV | ¥125 | - | - |
| PC&SP | Google | GDN [Interest : Overseas Wedding, Bridal costume] | Still image | Mar. – Jun. | 33,333,333 | imps | ¥0.12 | 40,000 | 0.12% |
| PC&SP | | GDN Re-marketing | Still image | Mar. – Jun. | 7,142,857 | imps | ¥0.14 | 10,000 | 0.14% |
| PC&SP | Facebook Instagram | Link Ad [Interest : Frequently travel aboard, Wedding Dress, Aboard, Wedding Chapel, Engagement, Wedding] (Reach:8,800,000 pax) | Still image | Mar. – Jun. | 1,816,182 | imps | ¥1.10 | 10,909 | 0.60% |
| PC&SP | Twitter | Website card | Still image | Mar. – Jun. | 5,000,000 | imps | ¥0.40 | 10,000 | 0.20% |
| Total | | | | | 47,302,372 | PV/Imp | | | |

## AD: Ongoing Wedding Campaign

**MG Media Plan**

| Media | Menue | | Apr | May | Jun |
|---|---|---|---|---|---|
| MG | Zexy Overseas Mook Magazine | Editorial AD | 4P | | |
| | | Above Guam page | 1P | | |
| MG | Zexy Kanto ver. | Editorial AD | 1P | | |
| WEB | Zexy Net | Visual DM | | | |

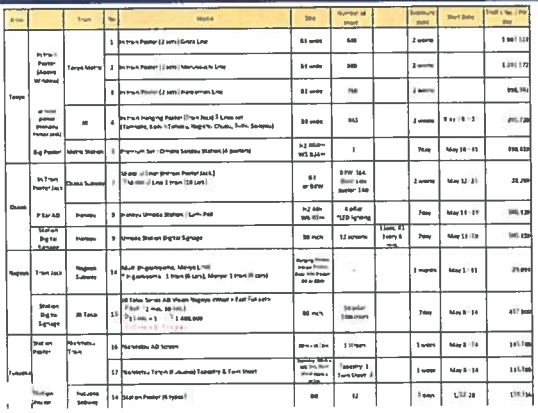


## AD: Ongoing Wedding Campaign

**LP**



## AD: Ongoing Transit Media for April - May 2019
- Area: Tokyo, Osaka, Nagoya, Fukuoka



## InstaGuam Campaign (OL): Transit AD Creative In-train Hanging Poster

**OL:**
**2 types**



## InstaGuam Campaign (OL): Transit AD Creative - In-train Hanging Poster

**Family: 2 types**




ADK

## InstaGuam Campaign (OL): Transit AD Creative - In-train Hanging Poster

**Golf: 1 type**




ADK

## InstaGuam Campaign (OL): Transit AD Creative - In-train Hanging Poster

**Wedding: 1 type**



ADK

## InstaGuam Campaign (OL): Transit AD Creative - Omotesando_Station Poster 3 type




ADK

## InstaGuam Campaign (OL): Transit AD Creative - Omotesando_Station Poster 3 type




ADK

## InstaGuam Campaign (OL): Transit AD Creative - Omotesando_Station Poster 3 type




ADK

## InstaGuam Campaign (OL): Transit AD Creative - AD Pillar 3 type




## InstaGuam Campaign (OL): Transit AD Creative - AD Pillar 3 type




## InstaGuam Campaign (OL): Transit AD Creative - AD Pillar 3 type




## InstaGuam Campaign (OL): Transit Media - Tapestry & Twin Sheet




Appendix

## 2018 Treasure Hunt Campaign Report

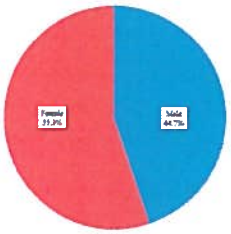



| 2018 | July | August | September | Total |
|---|---|---|---|---|
| 1 .Total Japanese visitors | 40,163 | 61,307 | 38,900 | 140,370 |
| 2 .Family members (Family with children ratio = 50%) | 20,082 | 30,654 | 19,450 | 70,185 |
| 3. Number of family (4 pax per family) | 5,020 | 7,663 | 4,863 | 17,546 |
| 4. Campaign participants number | 1,700 | 5,000 | 2,150 | 8,850 |
| 5. Participation ratio (%) | 33.9% | 65.2% | 44.2% | 50.4% |

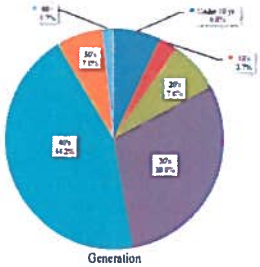
Note
1: Report by GVB
2: Based on GVB Exit Survey 2015
3: Based on ADX Past research
4: Report by PMT

## Questionnaire Respondents – 779 pax

GUAM




Gender

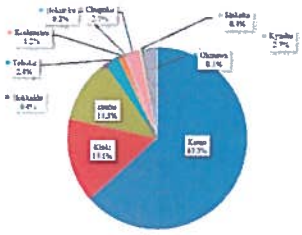



Generation

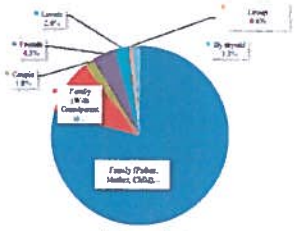
ADK

## Questionnaire Respondents – 779 pax

GUAM




Residential area

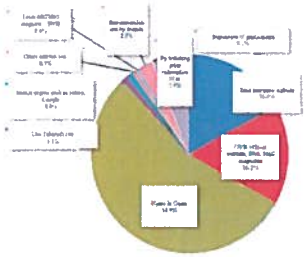



Q 2 Participants attribute

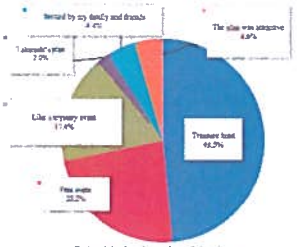
ADK

## Questionnaire about Treasure Hunt

GUAM



Q 9 How did you know this promotion

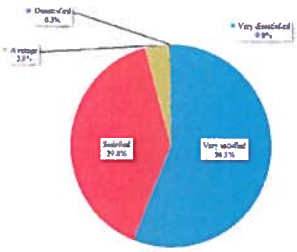



Q 1 0 Motivation of participation

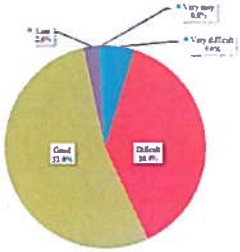
ADK

## Questionnaire about Treasure Hunt

GUAM




Q 1 1 Satisfaction



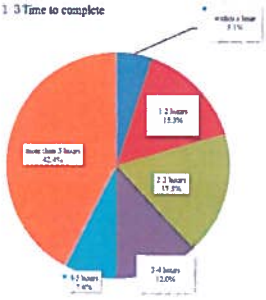

Q 1 2 Difficulty of game

ADK

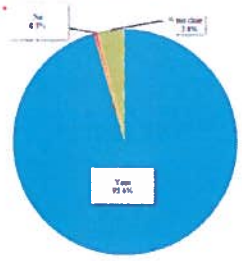
## Questionnaire about Treasure Hunt

GUAM

Q 1 3 Time to complete



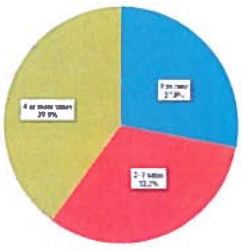

Q 1 4 Repeat intention for the campaign



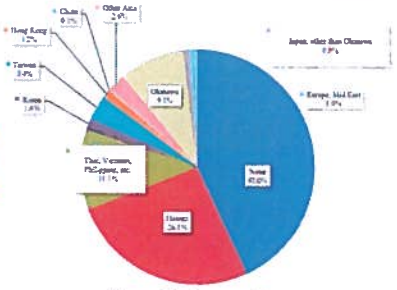

ADK

## Questionnaire about Guam

GUAM

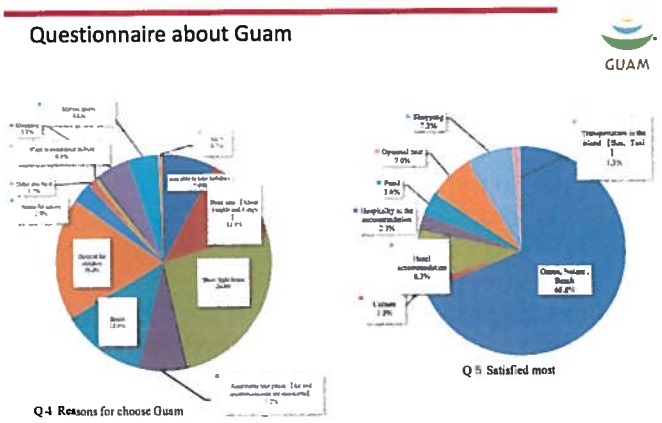


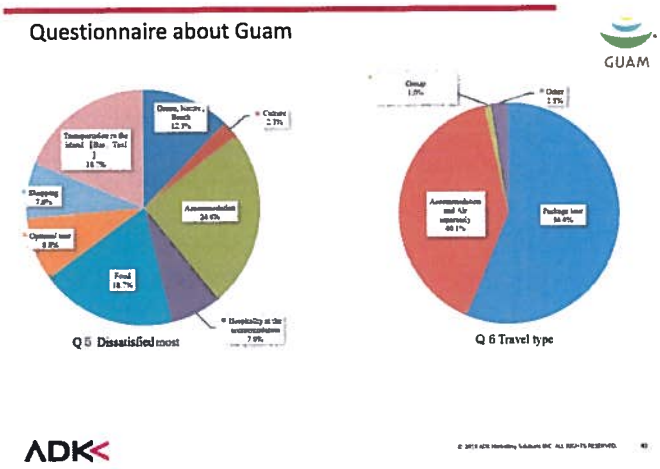

Q1Guam Experience

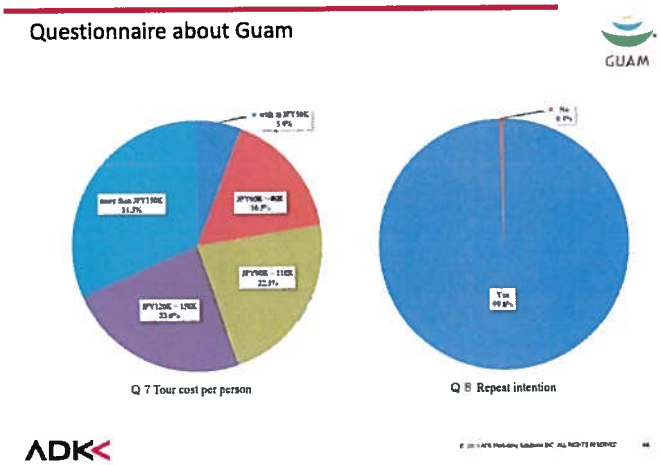



Q 3 Other destinations to be considered

ADK




**Discussion/Comments:**

- Golf campaign: Mr. Mesa asked if this will promote golf bookings on Guam and/or a golf event on Guam. Mr. Hoshino stated we are not doing that for this campaign but we are looking forward to during the next one. Chairman Nault noted we also supported the Governor's Cup this year. Mr. Mesa stressed the need for a call to action especially when we make this large of an investment. Mr. Ocampo mentioned a requirement for this campaign is consumers must post a photo of themselves playing golf in Guam, so it captures those who are already physically in Guam or have been to Guam.
- Treasure Hunting Campaign questionnaire about Guam: Mr. Shinohara asked if the "Repeat Intention" question was worded "Will you come back to Guam?" or "Would you like to come back to Guam?" Mr. Hoshino stated it was "Do you want to come back to Guam?" Mr. Shinohara asked for further insight into what visitors were dissatisfied with regarding accommodations and transportation. Mr. Hoshino reported this questionnaire was just for the Treasure Hunting Campaign so the survey was not too detailed.

**OLD BUSINESS**

- Free Islandwide Wi-Fi Access
- Gumamon License & Use Agreement: Mr. Mesa asked for a status update. Chairman Nault said we would get back to this subject after other items on the agenda are reported on.

**NEW BUSINESS**

- Treasure Hunting Campaign report by Mr. Murata:
  - Second campaign
  - Objective: Stimulate Japanese market in Summer season

- Period: July 2019 to September 2019
- Content: Aligned with #InstaGuam
- Process:
  - Announcement: Learn about event via campaign website
  - Treasure maps will be distributed to Guam travelers
  - Participants find 15 locations on encrypted map
  - Find a treasure panel at each location and write down key word
  - Report discoveries at designated place and participate in lottery depending on number of treasure boxes found
- Chairman Nault pointed out that this campaign was included in the FY2019 budget

- A proposal for a passport campaign will be shared with the marketing team and reported on during a future JMC meeting
- FY2020 Marketing Plan & Budget report by Mr. Borja and Mr. Ocampo:




## SMART Goals

| Japan at a Glance | | |
|---|---|---|
| | FY2019 | FY2020 |
| Budget | $8,000,000.00 | $8,000,000.00 |
| Pax | 600,000 | 670,000 |
| Cost Per Pax | $13.33 | $11.94 |
| Carriers | United, Japan Airlines, Jeju Air, T'way | |
| Air Seats | 719,928 | 830,063 |
| On Island Spend | $433.57 | $527.47 |
| Issues | • Stability of air seat supply<br>• Reduction of air seat capacity<br>• Price competition with other destinations<br>• Recovery of school business<br>• Aging population<br>• Domestic travel promotions | |

1. Welcome 670,000 Japanese visitors from Japan to include family, senior, group segment, and office ladies. (+11.67% vs FY19 estimation)
2. Target the introduction of new flights directly servicing Guam from Japan, increasing current air seat capacity.
3. Target 450 charter flight. (+23% vs FY18 results)
4. Continue to shift aggressive advertising efforts to online and social networking services to achieve increased brand awareness amongst target market segments.
5. Increase direct business opportunity with airlines and online travel agents (OTA's).
6. Maintain working closely with core business partners like JGTC and JGTA members.
7. Effectively grow social networking services presence by increasing the number of followers and engagement ratio.
8. Growth of Japan outbound travel market share. Target is over 3% (CY18 result: 2.9%.)

## Key Performance Indicators (KPI's)

| JAPAN MARKET SALES MEASURES | | | vs FY2018 | |
|---|---|---|---|---|
| Visitor Arrivals | Leisure Target Goal Pax (including OTAs and Direct) | 590,000 | 119% | 495,060 |
| | Group/MICE Traget Goal Pax | 80,000 | 117% | 68,160 |
| | Total Arrivals Goal Pax | 670,000 | 119% | 563,220 |
| Overall Visitor Spend (per pax) | | $1,600.00 | | |
| Average Length of Stay | | 3 nights 4 days | | |
| Airline Targets | Regular Air Service | | | |
| | Annual Number of airlines seats | 677,316 | 103% | 660,692 |
| | Annual number of flights | 3,690 | 101% | 3,665 |
| | Average load factor | 64% | | |
| | Charter Service | | | |
| | Annual number of charter seats | 148,408 | 251% | 59,136 |
| | Annual number of flights | 450 | 139% | 324 |
| | Average load factor | 85% | | |

## Key Performance Indicators (KPI's)

Advertising Measures

| Transit Media | Oct-19 | Nov-19 | Dec-19 | Jan-20 | Feb-20 | Mar-20 | Apr-20 | May-20 | Jun-20 | Jul-20 | Aug-20 | Sep-20 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Reach | 5,000,000 | | | 5,000,000 | | | | 5,000,000 | | | | |

| Web (still & movie) | Oct-19 | Nov-19 | Dec-19 | Jan-20 | Feb-20 | Mar-20 | Apr-20 | May-20 | Jun-20 | Jul-20 | Aug-20 | Sep-20 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Gross Impressions | 10,000,000 | 10,000,000 | | 10,000,000 | 10,000,000 | | | 10,000,000 | 10,000,000 | 5,000,000 | 5,000,000 | |
| Number of Clicks | 30,000 | 30,000 | | 30,000 | 30,000 | | | 30,000 | 30,000 | 15,000 | 15,000 | |
| Cost per Click | $2.00 | $2.00 | | $2.00 | $2.00 | | | $2.00 | $2.00 | $2.00 | $2.00 | |
| Conversion ratio (%) to TA sites | 1.00% | 1.00% | | 1.00% | 1.00% | | | 1.00% | 1.00% | 1.00% | 1.00% | |

Public Relations Measures

| AD Value | TV | Newspaper | Magazine | Web | Total | Investment | ROI |
|---|---|---|---|---|---|---|---|
| Monthly | $1,121,871.85 | $21,219.81 | $200,934.42 | $367,355.07 | $1,711,375.17 | $83,333.33 | 20% |
| Yearly | $13,462,462.22 | $254,566.00 | $2,411,213.01 | $4,408,260.85 | $20,536,502.08 | $1,000,000.00 | 20% |

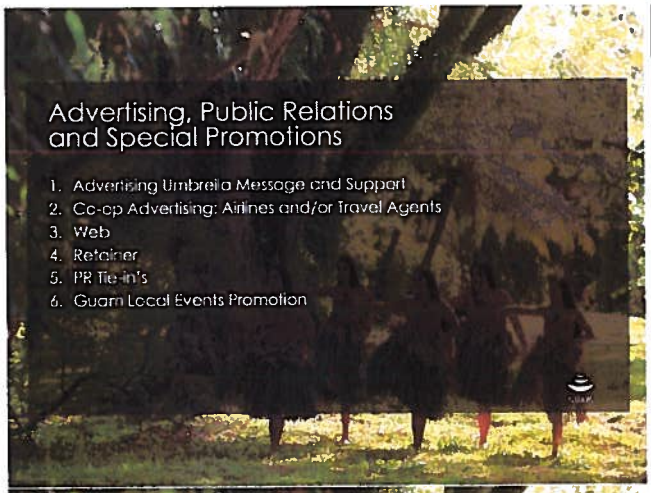
| Web Analytics (www.visitguam.jp) | |
|---|---|
| Total visitors per month and MOM % growth | 27,000 / 3% |
| Total unique visitors per month and MOM % growth | 27,000 / 3% |
| Total page views per month and MOM % growth | 63,000 / 3 % |
| Average site duration in the month and MOM % growth | 90 sec. / 1 % |

## Key Performance Indicators (KPI's)

| Social Media Metrics | | |
|---|---|---|
| Facebook | Total # of fan page follower gains per month and MOM growth % | 24,260 / 1.2% |
| | Total post reach by impression per month and MOM growth % | 390,000 / 1 % |
| | Total post engagements (comment, like, share) per month and MOM growth % | 15,000 / 1% |
| | Total post clicks per month and MOM growth % | 1,500 / 1 % |
| | Total video minutes viewed and MOM growth % | 120 hours / 5% |
| Instagram | Total # of follower gains per month and MOM growth % | 17,000/ 0.8% |
| | Total # of engagements per month (comment, like, share) per month and MOM growth % | 1,900 / 1% |
| | The average engagement per follower of the month and MOM growth % | 0.1 / 1 % |
| YouTube | Total video views per month and MOM growth % | 4,000 / 10% |
| | Total video minutes viewed and MOM growth % | 5,700 min. / 10 % |
| | Total channel subscriber gains per month and MOM growth % | 1,900 / 0.5% |
| | Total video engagements per month (like, share, comment) and MOM growth % | N.A |

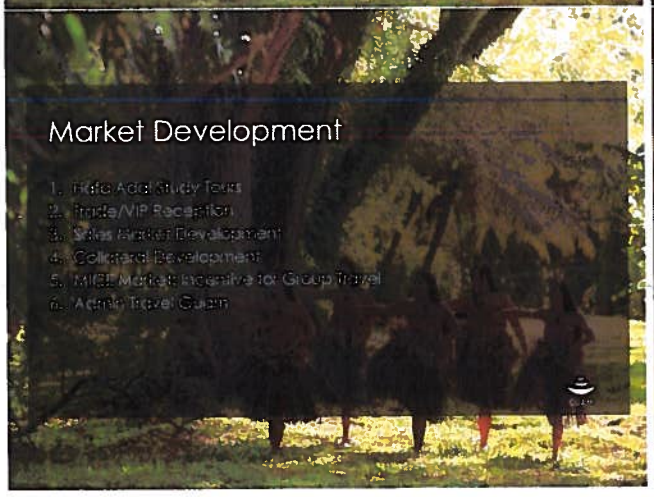
## FY2020 Japan Market Budget Breakdown

| Section | Acct No. | Program | FY2019 Budget Approved: $8,000,000 | FY2020 Proposed Budget: $8,000,000 | % Change |
|---|---|---|---|---|---|
| Advertising, Public Relations and Special Promotions | ADV001 | Advertising Umbrella Message and Support | $ [illegible] | $ 3,000,000.00 | 0% |
| | ADV008 | Co-op Advertising: Airlines and/or Travel Agents | $ [illegible] | $ 300,000.00 | 0% |
| | ADV034 | Web | $ [illegible] | $ 100,000.00 | 0% |
| | PRE001 | Retainer | $ [illegible] | $ 535,680.00 | 0% |
| | PRE002 | PR Tie-in's | $ [illegible] | $ 1,000,000.00 | 0% |
| | MAR001 | Guam Local Events Promotion | $ [illegible] | $ 132,320.00 | -31% |
| Trade/Consumer Shows | TTC001 | JATA Tourism Expo Japan | $ [illegible] | $ 200,000.00 | 0% |
| | GAMAL001 | Marketing Blitz/Road Show | $ [illegible] | $ 50,000.00 | -9 % |
| | TTC091 | Regional Travel Shows | $ [illegible] | $ 70,000.00 | -1% |
| Evaluations/Research | SMD001 | In Country Research | $ [illegible] | $ 150,000.00 | 200% |
| Market Development | SMD002 | Mile Asia Study Tours | $ [illegible] | $ 65,000.00 | 30% |
| | TTC011 | Trade/VIP Reception | $ [illegible] | $ 17,000.00 | 0% |
| | SMD004 | Sales Market Development | $ [illegible] | $ 500,000.00 | 0% |
| | SMD046 | Collateral Development | $ [illegible] | $ 200,000.00 | 0% |
| | SMD045 | MICE Market Incentive for group travel to Guam | $ [illegible] | $ 300,000.00 | 0% |
| | SMD008 | Admin Travel Guam | $ [illegible] | $ 80,000.00 | 0% |
| | | Program Totals | $ 7,200,000.00 | $ 7,200,000.00 | 0% |
| | | Japan Administrative | $ 800,000.00 | $ 800,000.00 | 0% |
| | | Grand Total | $ 8,000,000.00 | $ 8,000,000.00 | 0% |













**Discussion/Comments:**

- Carriers: Mr. Mesa asked if we anticipate Jeju Air and T'way Air will be regular carriers next fiscal year. Chairman Nault clarified that they already service Guam with regular flights.
- Mr. Shinohara asked for the arrivals for FY2017. Mr. Ocampo reported 674,343 for FY2017.
- Mr. Mesa asked for the market share for FY2017. Mr. Ocampo stated 2.9% under SMART Goal #8 is total Japan outbound travel. Mr. Shinohara noted that based on goal pax and projected

seat capacity as presented, the actual pax is growing at a rate that is smaller than the increase in capacity.

- Mr. Shinohara asked for the timeline to gain JMC's approval for this budget. Mr. Borja shared that we were hoping for approval today as GVB's budget is due to the Legislature soon. Otherwise, we would have to call for a special meeting solely to discuss the budget.
- Mr. Borja added the numbers in the plan need to be updated; air seat capacity is always changing but for the purpose for budget planning, we developed the projection with management and the Research Department using a formula. GVB hopes to readjust projections on a monthly basis in the future, but these are the figures we are working with at this tim, for the FY2020 budget request.
- Mr. Morinaga suggested working with the Korea team to format the presentation similar to theirs, in a way that will be easier for the committee to understand. Chairman Nault asked the marketing team to make the necessary changes and to schedule a special JMC meeting to review the revised presentation.

**ANNOUNCEMENTS**

- Guam Ko'ko' Kids Fest: March 24, 2019
- United Guam Marathon: April 14, 2019
- Tokyo Rainbow Pride in Tokyo, Japan: April 28-29, 2019
- Kanku Tabihaku (KIX Travel Fair) in Osaka, Japan: May 18-19, 2019

**ADJOURNMENT**

**Moved by Mr. Debold seconded by Mr. Akigami to adjourn the meeting at 4:05pm. Motion approved.**

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

Approved by: _____
Brian Borja, Marketing Manager - Japan

Approved by: _____
Russell Ocampo, Marketing Manager - Japan