



Speaker Won Pat <speaker@judiwonpat.com>

Messages and Communications

Speaker Won Pat <speaker@judiwonpat.com>
To: Guam Legislature Clerks Office <clerks@guamlegislature.org>

Fri, Dec 12, 2014 at 11:27 AM

32-14-2325
Office of the Speaker
Judith T. Won Pat, Ed.D

2014 DEC 12 AM 11:50
Hafa

Date: 12-12-14
Time: 11:26am
Received By: [Signature]

12/12/2014 12/11/2014 Guam Visitors Bureau

Regular Board Directors Meeting 32-14-2325
December 11, 2014

----- Forwarded message -----

From: Colleen Cabedo <colleen.cabedo@visitguam.org>
Date: Fri, Dec 12, 2014 at 10:51 AM
Subject: GVB Board Packet: December 11, 2014
To: Speaker Won Pat <speaker@judiwonpat.com>
Cc: therese@judiwonpat.com

Hafa Adai Speaker Won Pat,

Pursuant to Title 5 Ch 8 Section 8113.1. of the Guam Code Annotated, Attached is the board packet of December 11, 2014.

Colleen Cabedo
Executive Secretary

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Ufisinan I Etmås Ge'helo'Gi Liheslaturan Guåhan
Office of Speaker Judith T. Won Pat Ed.D.
Kumiten Idukasion yan Laibirihan Publeko
Committee on Education and Public Libraries & Women's Affairs


155 Hesler Place, Suite 201, Hagatna, Guam 96910

2325

4 attachments

 **AGENDA_20141211.docx**
603K

 **FY 2015 Cash Position as of 12-10-14.pdf**
193K

 **2015 GVB SMART GOALS.docx**
151K

 **MINUTES_20141126_F.docx**
5876K



REGULAR BOARD OF DIRECTORS MEETING
Thursday, December 11, 2014 – 3:00 p.m.
Guam Visitors Bureau Main Conference Room

A G E N D A

- I) **CALL TO ORDER**

- II) **MINUTES OF THE PREVIOUS MEETING** **Exhibit A**
 Approval of minutes of the previous Board of Directors meeting dated November 26, 2014.

- III) **REPORT OF THE CHAIRMAN** (*M. Baldyga*)

- IV) **REPORT OF THE GENERAL MANAGER** (*K. Pangelinan*) **Exhibit B**

- V) **REPORT OF THE TREASURER** (*O. Miyashita*) **Exhibit C**

- VI) **REPORT OF THE BOARD COMMITTEES**

A. EXECUTIVE COMMITTEE (*B. Kloppenburg*)

GVB Membership Mixer

Motion to ratify Executive Committee's approval to fund up to \$8,500.00 for the GVB Membership Mixer held on December 5, 2014.

Background: In lieu of a quarterly membership meeting, GVB traditionally hosts a Membership Appreciation party as an expression of thanks to members for their support of GVB.

Issue: Time sensitive and board approval required

Jin Air 777 Launch

Motion to ratify Executive Committee's approval for the travel of either the GVB General Manager or his designee, Vice Speaker BJ Cruz, and a marketing staff to Seoul, Korea to join Jin Air's launch of its Boeing 777 direct service to Guam from Incheon on December 10-13, 2014. Cost is \$2,683.80 from Acct# #KO-SMD023.

Marketing	Lodging-Busan	M&IE-Busan	Total
Vice Speaker BJ Cruz	\$299.00 x 2 nites	\$192.40 x 2 days	\$982.80
Deputy GM Nathan Denight	\$291.25 x 2 nites	\$185.00 x 2 days	\$945.00
Marketing Officer	\$230.00 x 2 nites	\$148.00 x 2 days	\$756.00
Airfare	Jin Air Comp. R/T		Comp.
	TOTAL		\$2,683.80

Background: Jin Air is upgrading its aircraft on the Seoul-Guam route from a B737 with about 180 seats to a B777 with 355 seats.





Jin Air's President Mr. Won Ma is inviting a small delegation from GVB/Guam to travel to Seoul, Korea to join the inaugural B777 flight back to Guam.

Vice Speaker Cruz, Deputy General Manager Denight, and team will also be making courtesy visits to Korean Air, Jin Air, and Jeju air.

Joining the flight back to Guam will be members of the KGTC who are coming to Guam for meetings with GVB.

Issue: Board approval for travel required.

B. ADMINISTRATION & GOV'T RELATIONS (*J. Guthertz*)

C. SPORTS & EVENTS (*J. Camacho*)

D. MEMBERSHIP DEVELOPMENT (*J. Camacho*)

E. RESEARCH

F. JAPAN MARKETING (*M. Morinaga / N. Nakajima*)

G. KOREA MARKETING (*O. Miyashita*)

Jeju Air Inaugural Flight

Motion to approve travel for the Lt. Governor, GVB General Manager, GVB Marketing Staff, GVB PIO and a Miss Guam to attend Jeju Air's Busan-Guam Inaugural flight from Busan, South Korea during January 6-9, 2015. Cost is approximately \$9,850.45 from FY2015 Acct. #KO-SMD023 (\$7,981.45) and FY2015 Acct. #DM-CPO002 (\$1,869.00).

Marketing	Lodging/MI&E-Seoul	Total
Lt. Governor of Guam	\$1,194.70	\$1,194.70
General Manager	\$1,346.25	\$1,148.75
GVB Marketing Staff	\$919.00	\$919.00
GVB PIO	\$919.00	\$919.00
Miss Guam	\$919.00	\$919.00
Airfare (5 pax x \$950.00)		\$4,750.00
	TOTAL	\$9,850.45

Background: Jeju Air will fly its inaugural flight from Busan, South Korea to Guam with twice weekly direct service departing Busan's Gimhae Airport on January 8 and arriving on Guam on the morning of January 9, 2015.

Jeju Air is inviting a small delegation from GVB to join the flight and help celebrate this historic occasion. Jeju Air will join Korean Air with direct service from Korea's second largest city of Busan adding much needed seat capacity from this region to the continually growing Korean market.

While in Busan, the team will also be meeting with Air Busan officials to discuss opportunities using either Incheon, Busan or Daegu as gateway options.

Issue: Board approval for travel required.



H. NORTH AMERICA & PACIFIC MARKETS *(A. Muña)*

National Tour Association (NTA)

Motion to approve travel for the GVB Marketing Manager and (1) GVB staff to attend the National Tour Association (NTA) Convention in New Orleans, LA from January 16-24, 2015. Cost is approximately \$9,000.00 from the FY2015 North America Sales Marketing Development Acct# SMD023.

Airfare (\$2,100 x 2 pax)	\$4,200.00
Per Diem (New Orleans) – Lodging (\$151/day x 7 nites x 2 pax)	\$2,114.00
Per Diem (New Orleans) – M&IE (\$71/day x 8 days x 2 pax)	\$1,136.00
Per Diem (LA) – Lodging (\$138/day x 2 nites x 2 pax)	\$552.00
Per Diem (LA) – M&IE (\$71/day x 2 days x 2 pax)	\$284.00
Excess Baggage	\$200.00
Unanticipated Expenses/Business Meetings	\$514.00
	\$9,000.00

Background: As an active NTA member, GVB plans to join other NTA members and over 50 major U.S. outbound tour operators at the convention, along with key Russian and Chinese travel/trade representatives.

GVB Marketing Manager Pilar Laguaña is the Chairperson for NTA's China Outbound Taskforce and has been invited to participate in panel discussions at the Travel Exchange on China. Focus will be on how U.S. destinations can tap in the China inbound market.

Miss Laguaña will also be in negotiations with the NTA leadership to convince them to bring an NTA Chinese Buyers Group to Guam before or after COTTM (April 14-16, 2015).

The delegation will also lay over in Los Angeles, California to meet with Dynamic Airways after the NTA event to discuss cooperative marketing.

The National Tour Association (NTA) is a trade organization of thousands of tourism professionals involved in the growth and development of the packaged tour industry. The organization is made up of tour operators, tour suppliers, and Destination Marketing Organizations (DMO's). The 2015 convention will be held in New Orleans, Louisiana, from January 18-22, 2015, where NTA's 2,500 travel professionals will join over 500 travel buyers and more than 200 tour operators and travel trade media in a weeklong series of one-on-one meetings and seminars. Aside from the meetings with the many NTA members, the GVB delegation has confirmed appointments with almost 50 NTA members in a Buyer-To-Buyer meeting format. The GVB delegation will also have meetings with NTA officials to provide updates on the U.S. marketing efforts in China and how GVB can use NTA's resources to further its outreach in China and Russia.

Issue: Board approval required for travel.

I. GREATER CHINA MARKETING *(B. Kloppenburg)*

Brand USA Ningbo & Hefei, China Road Show

Motion to approve travel for two (2) GVB Marketing Staff to attend the Brand USA Ningbo & Hefei Road Show In Ningbo & Hefei, China from January 11-17, 2015 (Cost approximately \$7,938.00 to be paid from FY2015 China Sales Market Development Account CI-SMD023.)

Travel Expense:

Airfare: Roundtrip: GUM/SHANGHAI/GUM: \$1,000 x 2 pax \$ 2,000.00



Train cost:	Shanghai-Ningbo-Hefei-Shanghai: \$200 x 2 pax	\$400.00
Per Diem:	GVB Marketing Staff Shanghai Lodging: \$237 x 5 nights x 2 pax = \$2,370 Shanghai M&IE: \$93 x 5 days x 2 pax = \$930 Ningbo Lodging: \$143 x 1 night x 2 pax = \$286 Ningbo M&IE: \$103 x 2 days x 2 pax = \$412 Hefei Lodging: \$152 x 1 night x 2 pax = \$304 Hefei M&IE: \$118 x 1 day x 2 pax = \$236	\$4,538.00
Unanticipated expenses:	Excess baggage fees & communication fees	\$1,000.00
Total		\$7,938.00

Background: There were over 1.8 million non-resident visitations from China to the U.S. in 2013, an increase of 22.6% from the previous year. To maintain sustainable growth in China in the longer term, we need to explore beyond the traditional key core markets. Feedback from the market shows that Chinese travelers have an increasing demand for in-depth and high quality travel, especially to new itineraries and products. To satisfy this demand and match the trends, Brand USA is organizing more extensive promotions and to work with tourism bureaus to develop more diversified products to meet potential travelers' needs.

This Brand USA road show will offer Guam exposure to key travel agencies and media in each city of Ningbo and Hefei. Target for Chinese participants is 120 to 150 in each city. This road show offers good opportunity with the announcement of the 10-year multiple-entry U.S. visa policy and direct flights from Shanghai-Guam.

Issue: Board approval for travel required.

J. RUSSIA & NEW MARKETS (B. Jackson)

Committee Minutes dated December 2, 2014

Exhibit D

Moscow International Travel & Tourism Exhibition (MITT) 2015 & MICE Forum 2015

Motion to approve travel for two (2) GVB marketing staff to attend the 2015 Moscow International Travel & Tourism Exhibition and 2015 MICE Forum in Moscow, Russia from March 14 – 22, 2014. (Cost approximately \$15,500.00, Acct. No. RU-TTC081).

Background: MITT is Russia's leading and largest travel exhibition. With over 2,056 participating companies and 198 destinations, it is the key meeting place for the industry and an opportunity to catch up with colleagues and clients. In addition, it enables participants to increase awareness of their destination, gain a real feel for the Russian travel market and gauge demand for their services. 2015 marks MITT's 22nd edition, held since 1994, the event has become the main industry forum for travel professionals.





MITT welcomes both trade and consumer visitors, with specific 'trade only' days. In 2014, the event recorded an attendance of 37,436, 74% of whom were travel trade professionals. As the demand for travel services in Russia grows and the spending power of Russian travelers becomes well known, the popularity of the event has continued to grow.

Travel Expense:

Airfare:	\$2,000.00 x 2 pax =	\$	4,000.00
Per Diem:	\$565/day x 9 days x 2 staff =	\$	10,170.00
Misc. (excess baggage, communications expenses, & visa fee)		\$	<u>1,330.00</u>
	TOTAL =	\$	15,500.00

Issue: Board approval required for travel.

K. DESTINATION MANAGEMENT (*R. Hofmann*)

L. CULTURAL HERITAGE & COMMUNITY OUTREACH (*T. Arriola*)

VII) OLD BUSINESS

VIII) NEW BUSINESS

IX) EXECUTIVE SESSION

X) ANNOUNCEMENTS

Upcoming Board Meetings:

- o Thursday, January 8, 2015 at 4:00pm, GVB Main Conference Room.
- o Thursday, January 22, 2015 at 4:00pm, GVB Main Conference Room.

Events:

- o December 25, 2014 = Christmas (GVB Closed)
- o January 1, 2015 = New Years (GVB Closed)
- o January 6, 2015 = Membership Election at Sheraton Laguna Guam, from 11:30am – 2:00pm.

XI) ADJOURNMENT

Action Items:

BY MANAGEMENT

- o General Manager Pangelinan to come up with a plan and budget to improve the welcoming experience at the airport. (7/10/14) Also, to make a list of public signs that needs improvement. (7/24/14)
 - Ongoing. (9/11/14)
- o ~~Management to make a presentation on the guest satisfaction research report. (8/14/14)~~
 - ~~Was in General Manager's report on 9/11/14 board meeting, but will be presented at a later board meeting. (9/11/14)~~



- Management to schedule the breakfast briefing for incoming Senators after the elections (8/14/14).
 - Director Guthertz suggested that this breakfast briefing occur after the senators are sworn in. Swearing-in is on January 3, so she suggested to have this mid-January. (11/13/14)
- Management to make a presentation on the Christmas lights for this year (8/14/14).
 - General Manager Pangelinan mentioned that this would be saved for another board meeting. (9/11/14)
- Management to direct the vendor to utilize a single shade of gray and green and to paint a full surface when covering over graffiti to avoid “patches” of mis-matched color (8/14/14).
 - Ongoing. Waiting on GTA and GPA. (9/11/14)
- Management to accelerate and prioritize the cut offs and the bus shelters (8/14/14)
 - General Manager Pangelinan reported that the bus shelters are out and live. The bus cut outs should be out on the streets in the coming weeks. (9/11/14)
- Management to present bus shelter design ideas to the Board (8/14/14)
 - Ongoing and to present sometime in October 2014. Once we select the firm. The design will go out to the board. (9/11/14)
- Sports & Events Committee to brainstorm new major event ideas for next year (8/14/14)
 - Will be having a brainstorming session in the next couple of weeks. (9/11/14)
- ~~○ Chairman Baldyga noted that VSOs be introduced to the board at the next board meeting. (9/11/14)~~
 - ~~▪ VSOs were present at the membership meeting on 10/7/14.~~
- Chairman Baldyga noted that he would like to have a Paint Guam initiative when rainy season is over. Would like to take it upon us to spruce up retaining walls that need water-blasting/cleaning and painting. Would like to pick one or two colors to uniformly paint the retaining walls in Tumon. Perhaps, use this as a springboard to go to the Lieutenant Governor’s Office to see if he could support us by getting the paint stores to offer us discounts. Chairman Baldyga would like to see this take action from January – March 2015. (9/11/14)
- Management to work with agriculture on replanting trees next spring. (9/11/14)
- Chairman Baldyga would like to get a snapshot on the status of each committee’s top 3-4 smart goals from the past year. He would like to know where we are at, what needs to be finished by the end of the year, and to start thinking about next year’s goals. (10/9/14)
- Chairman Baldyga would like to see a snapshot of each committee’s budget breakdown for FY15. (10/9/14)
- Addressed that we have \$1.5 million approved for capital improvement projects, but would like to have a breakdown of what our projects may be by next board meeting. (10/9/14)
- He wants to make it a priority to have a banner and loiter law enacted by the end of the year. (10/9/14)
- Vice Chairman Kloppenburg bought a smog-testing machine and has a group of bus companies that are willing to participate in testing their emissions. Chairman Baldyga requested that Vice Chairman Kloppenburg craft a proposed emission legislation. (10/9/14)
- Chairman Baldyga suggested on coming up with a list of projects and to put together bills indicating that when the TAF money is available, it would be used to fund those projects. (11/13/14)

- Chairman Baldyga commented for the next board meeting we should have a discussion on our finances. (11/13/14)
- Chairman Baldyga would like to have all the FY15 Smart Goals from each committee be circulated to the board electronically and to be discussed at the next board meeting. (11/13/14)
- Chairman Baldyga suggested a smart goal for Accounting include a departmental P&L (actual vs budget by department and committee) (11/26/14)
- Chairman Baldyga would like to also take action on a draft loitering legislation. (11/26/14)
- Chairman Baldyga would like to get started on a draft touting legislation and to amend the law to include VSO officers to issue citations and fines. (11/26/14)
- Next board meeting Chairman Baldyga would like to go around the table and have each committee chairperson talk about what their committee had in FY2014 and what their goals are to accomplish in FY2015. (11/26/14)
- After GVB board elections, appointment, and the assignment of responsibilities, Chairman Baldyga would like to have a transition meeting with outgoing and incoming board members. (11/26/14)
- Chairman Baldyga would like to receive feedback on updating best practices for Executive Committee and board. (11/26/14)
- The board recommended that as a part of the FY2015 smart goals, we should form a bill indicating that GVB would like to utilize \$2 million from the TAF receivables towards a list of capital improvement projects and to be sent to the legislature. (11/26/14)
- Japan and Korea Chairs will meet with JGTC and KGTC respectively regarding CBP. General Manager Pangelinan will look into the ambassador program at the airport. (11/26/14)
- Chairman Baldyga suggested that Japan marketing give JGTC a compiled list of all the concerns were from last year and a status update of what the current situation is. (11/26/14)
- Chairman Baldyga would like the board to go through the action items. He would like to clean it up at the next board meeting. (11/26/14)



REGULAR BOARD MEETING
Wednesday, November 26, 2014

BOARD of DIRECTORS PRESENT:

Chairman Baldyga
Bartley Jackson
Robert Hofmann
Milton Morinaga
Judith Guthertz
Oscar Miyashita

Vice Chairman Kloppenburg
Eduardo "Champ" Calvo
Theresa Arriola
Norio Nakajima
Annmarie Muña

BOARD of DIRECTORS TELEPHONICALLY:

BOARD of DIRECTORS ABSENT:

Jennifer Camacho–Maternity Leave

GVB MANAGEMENT & STAFF PRESENT:

Karl Pangelinan
Nadine Leon Guerrero
Felix Reyes
Gina Kono
Brian Borja
Haven Torres

Nathan Denight
Meriza Peredo
Ana Cid
Joshua Tyquiengco
Mark Manglona

Colleen Cabedo
Rose Cunliffe
Nicholas Yasuhiro
Regina Nedlic
Dee Hernandez

Guests:

❖ Proceedings:

Chairman Baldyga called the regular meeting of the board to order at 4:31p.m.

Approval of previous board minutes dated November 13, 2014. **Exhibit A**

Director Jackson made a motion, seconded by Director Guthertz, to approve the minutes of November 13, 2014.

Motion approved (subject to correction).

❖ Chairman's Report:

1. Next board meeting Chairman Baldyga would like to go around the table and have each committee

chairperson talk about what their committee had in FY2014 and what their goals are to accomplish in FY2015.

2. **After GVB board elections, appointment, and the assignment of responsibilities, Chairman Baldyga would like to have a transition meeting with outgoing and incoming board members.**
3. **Chairman Baldyga would like to receive feedback on updating best practices for Executive Committee and the board.**
4. Chairman Baldyga would like to take action on a touting legislation. He pointed out that the touters in Tumon are bothering tourists and had seen them pull/grab customers.
 - a. Chairman Baldyga addressed that the VSO officers could help but we would need to enhance the program and put forth a touting legislation. General Manager Pangelinan mentioned that this was discussed with legal and they said that GVB would be liable if something did happen to the VSOs. From a legal stand-point, VSOs do not have authority. Part of the law needs to be amended to include the VSO officers to issue citations/fines.
 - b. Chairman Baldyga would like to get started on a draft touting legislation and to amend the law to include VSO officers to issue citations and fines.**
 - c. General Manager Pangelinan will check with legal on an analysis/research on what Hawaii and others had done about loitering. Take action and take this out one by one. Need to check with lawyer has to check an analysis with research what Hawaii has done and have a lawyer look into it.
 - d. Chariman Baldyga noted that business don't care about their touters being out there. They are not afraid because there is no penalty and enforcement. We need to amend the VSOs so they can be able to issue citations.
5. **Chairman Baldyga would like to also take action on a loitering legislation.**
 - a. The board discussed loiters sitting and drinking in the Governor Joseph Flores Memorial Park.
 - b. General Manager will see what the issue is with legal on the current situation, what is allowable/an analysis of the law.
 - c. Director Arriola mentioned that these bills should be introduced in the legislature already.
6. Chairman Baldyga announced that the next board meeting on December 11 would be the last board meeting of the year.
 - a. Since December 11 will be the last board meeting of the year, he would like to start the meeting off earlier at 3:00pm to discuss smart goals.
7. Chairman Baldyga announced that he would be sending out a personal survey to board and staff regarding their opinions on improving the bureau.

❖ General Manager's Report:

Exhibit B



% Market Mix	Origin	Pax	% to LY
63.4%	Japan	53,308	-2.9%
24.2%	Korea	20,303	7.2%
4.0%	US/Hawaii	3,397	5.6%
2.5%	Taiwan	2,062	-17.5%
0.9%	China	780	41%
0.4%	Russia	329	-72.4%

Japan Marketing News

GVB-KODANSHA MAGAZINE CONTENTS TIE-IN

has been awarded as one of the best advertising campaign in the 'Integrated Communication Division' in the 57th Japan Magazine Advertising Award.

Exhibition:
January 9 – March 1, 2015
Venue: Caretta Shiodome Ad Museum
Display:
GVB – Kodansha Advertising
WITH on-line contents
BS-TBS Program
WITH girls designed dress etc.



Japan Marketing News

- **TVCM Performance**
 - Senior version was ranked top among travel related commercials in Oct.
 - Nov. in terms of CM favorability.
 - ◇ 283 place among total 3,319 CMs
- Ranking for Travel related CMs

Rank	Date	Ranking among all	Company	Contents
1	4, Nov, 2014	283	GVB	Tourism promotion
2	4, Nov, 2014	460	China	Tourism promotion
3	4, Nov, 2014	601	JTB	Russia travel
4	4, Nov, 2014		Toyouma Prefecture	Tourism promotion
6	4, Nov, 2014		Osaka Prefecture	Tourism promotion
6	4, Nov, 2014		H. I. S.	Image up
7	4, Nov, 2014		Japan Cruise	News cover
8	4, Nov, 2014		H. I. S.	Visitor promotion
9	4, Nov, 2014		Expedia Holdings	Expedia Japan
10	4, Nov, 2014		Tokohagi City Tourism Agency	Tourism promotion
11	4, Nov, 2014		H. I. S.	36th anniversary sale

Japan Marketing News

Ongoing FY 2015 PR Activities

Estimated total ad value: \$5 million for October
Estimated total ad value: \$9 million for November

ID	Media Name / Co	Agency	Company	Start/End Date	Cost
1	Osaka 21 Jumbo	NPB	Banana	November	Osaka 21 Jumbo / Osaka 21 Jumbo / Osaka 21 Jumbo
2	2 Jumbo 10	NPB	T2 Jumbo	7/1 - 11/30	2 Jumbo 10 / 2 Jumbo 10 / 2 Jumbo 10
3	1 Jumbo 10	NPB	1 Jumbo	7/1 - 11/30	1 Jumbo 10 / 1 Jumbo 10 / 1 Jumbo 10
4	Korea Pake	NPB	28	7/1 - 11/30	28 Korea Pake / 28 Korea Pake / 28 Korea Pake
5	100% 100% 100%	NPB	100%	7/1 - 11/30	100% 100% 100% / 100% 100% 100% / 100% 100% 100%
6	Osaka 21 Jumbo	Osaka 21 Jumbo	Banana	7/1 - 11/30	Osaka 21 Jumbo / Osaka 21 Jumbo / Osaka 21 Jumbo
7	Osaka 21 Jumbo	Osaka 21 Jumbo	Osaka 21 Jumbo	7/1 - 11/30	Osaka 21 Jumbo / Osaka 21 Jumbo / Osaka 21 Jumbo
8	Osaka 21 Jumbo	Osaka 21 Jumbo	Osaka 21 Jumbo	7/1 - 11/30	Osaka 21 Jumbo / Osaka 21 Jumbo / Osaka 21 Jumbo
9	Osaka 21 Jumbo	Osaka 21 Jumbo	Osaka 21 Jumbo	7/1 - 11/30	Osaka 21 Jumbo / Osaka 21 Jumbo / Osaka 21 Jumbo
10	Osaka 21 Jumbo	Osaka 21 Jumbo	Osaka 21 Jumbo	7/1 - 11/30	Osaka 21 Jumbo / Osaka 21 Jumbo / Osaka 21 Jumbo
11	Osaka 21 Jumbo	Osaka 21 Jumbo	Osaka 21 Jumbo	7/1 - 11/30	Osaka 21 Jumbo / Osaka 21 Jumbo / Osaka 21 Jumbo
12	Osaka 21 Jumbo	Osaka 21 Jumbo	Osaka 21 Jumbo	7/1 - 11/30	Osaka 21 Jumbo / Osaka 21 Jumbo / Osaka 21 Jumbo
13	Osaka 21 Jumbo	Osaka 21 Jumbo	Osaka 21 Jumbo	7/1 - 11/30	Osaka 21 Jumbo / Osaka 21 Jumbo / Osaka 21 Jumbo
14	Osaka 21 Jumbo	Osaka 21 Jumbo	Osaka 21 Jumbo	7/1 - 11/30	Osaka 21 Jumbo / Osaka 21 Jumbo / Osaka 21 Jumbo
15	Osaka 21 Jumbo	Osaka 21 Jumbo	Osaka 21 Jumbo	7/1 - 11/30	Osaka 21 Jumbo / Osaka 21 Jumbo / Osaka 21 Jumbo
16	Osaka 21 Jumbo	Osaka 21 Jumbo	Osaka 21 Jumbo	7/1 - 11/30	Osaka 21 Jumbo / Osaka 21 Jumbo / Osaka 21 Jumbo
17	Osaka 21 Jumbo	Osaka 21 Jumbo	Osaka 21 Jumbo	7/1 - 11/30	Osaka 21 Jumbo / Osaka 21 Jumbo / Osaka 21 Jumbo
18	Osaka 21 Jumbo	Osaka 21 Jumbo	Osaka 21 Jumbo	7/1 - 11/30	Osaka 21 Jumbo / Osaka 21 Jumbo / Osaka 21 Jumbo
19	Osaka 21 Jumbo	Osaka 21 Jumbo	Osaka 21 Jumbo	7/1 - 11/30	Osaka 21 Jumbo / Osaka 21 Jumbo / Osaka 21 Jumbo
20	Osaka 21 Jumbo	Osaka 21 Jumbo	Osaka 21 Jumbo	7/1 - 11/30	Osaka 21 Jumbo / Osaka 21 Jumbo / Osaka 21 Jumbo

Korea Marketing News

3 month Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '14	Seat Data '13	% Change Seats
November	28,000	23,967	16.8%	34,693	34,221	1.4%
December	29,000	24,873	16.6%	41,106	34,418	19.4%
January	32,000	28,583	12.0%	49,879	34,040	46.5%

Guam

November

- KE : Incheon 7 per week = 10,950 (8747-400)
- Busan KE: Wed, Thu, Sat, Sun = 2,533 (8737-800)
- Jin Air : Incheon 7 per week = 5,400 (8737-800)
- Jin Air : Incheon 14 per week = 11,160 (8737-800)
- UA : Incheon 7 per week = 4,650 (8737-800)

Total 34,693

December

- KE : Incheon 7 per week = 11,315 (8747-400)
- Busan KE: Wed, Thu, Sat, Sun = 2,533 (8737-800)
- Jin Air : Incheon 7 per week = 9,146 (8737-800, 8777-2000)
- Jin Air Extra: 12/10 = 1,775 (8777-2000)
- Jin Air : Incheon 14 per week = 11,532 (8737-800)
- UA : Incheon 7 per week = 4,805 (8737-800)

Total 41,106

1 Air Per 12/10/2013 Seats

January

- KE : Incheon 7 per week = 11,315 (8747-400)
- Busan KE: Wed, Thu, Sat, Sun = 2,682 (8737-800)
- Jin Air : Incheon 7 per week = 11,005 (8737-800, 8777-2000)
- Jin Air Extra: 7, 100 (8777-2000)
- Jin Air : Incheon 14 per week = 11,532 (8737-800)
- Busan Jin Air : 1/8 (Thu, Sat, Sun) = 1,440 (8737-800)
- UA : Incheon 7 per week = 4,805 (8737-800)

Total 49,879

Korea Marketing News

3 month Activities/Programs

- TV Home-shopping
 - Nov. : Bomulsum
 - Dec. : CJ Worldis
 - On cable TV for an 1 hour
- MICE Group
 - Nov. : Value in Korea - 170 pax (New), Fin Con - 200 pax (New)
Ace Insurance - 250 pax (New), Kwang Dong - 150 pax (New)
 - Dec. : Kumon - 130 pax (New), Computer society - 100 pax (New), Policy process - 100 pax
M&Service - 100 pax (New), KT - 180 pax

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2014	650	850	1,200	3,500	1,160	1,125	1,625	2,451	3,115	2,780			18,626
2013	1,820	780	910	2,050	1,390	1,250	1,430	1,542	1,350	1,570			14,092

Korea Marketing News

3 month Activities/Programs

- Golf Tournament
 - Dec. : M. Ba Golf - 100 pax (Leo Palace)
 - United Media Fam on Nov. 27 - Dec. 2
 - With 6 media
 - UA Inauguration Flights Guam Study Tour
 - Hana Tour 20 pax on Nov. 19 - 23
 - Mode Tour 20 pax on Nov. 26 - 30
 - KGTC Fam with Jin Air on Dec. 12
 - Jeju Air Busan Inaugural flight from Jan. 8
 - 2 times per week, every Thur. & Sun.
 - Pre-launching promotion on Dec. 6
 - Busan Christmas Festival in Busan D/T hall in chung-Gu area
 - Ms Guam and cultural dance team
- General Manager Pangelinan mentioned that the golf tournament date is still being finalized. Once he receives the information he will forward to those that may be interested.
 - United media from Korea will be on Guam. We will be hosting a courtesy visit at the GVB office on Monday, December 1st.
 - Deputy General Manager, Nathan Denight will attending the KGTC Fam in Korea on Dec. 12.

Korea Marketing News

3 month Activities/Programs

- 2014 Seoul Lantern Festival – Nov. 7 - Nov. 23
 - Advertising GVB video clip on 400" LED at Chongea Plaza
 - GVB Booth with various events at Gwanggyo bridge
 - GM Karl Pangelinan announced event winner on Nov. 22
- Proposal – Sports Events
 - Proposal MOU for Korea Professional Baseball Player Association with GVB
 - Discussing about sending famous MMA fighter TV program on Jan.
 - Consumer Promotion: Guam Cycle Expedition in Feb.



- General Manager Panagelinan pointed out that he just returned from the Seoul Lantern Festival.
- He noted that it was GVB's first time at the festival and had huge media coverage. GVB had commercial time with the festival broadcasting an hour everyday during the duration of the festival.
- There were about 6 million people that attended the festival during its duration and noted that the Guam booth was arguably the most active booth at the festival.

Korea Marketing News

Shop Guam Festival Promotion with Airlines



KE



Jin Air



Jeju Air

Korea Marketing News

3 month Activities/Programs

- Consumer Promotion
 - Coca Cola with Home Plus in December
 - Musical "Jump" in January
- Media Advertisement
 - Developing new advertisement format mid. Dec.
 - Wedding 21, Traveller
- Media – TV
 - TV shooting for SGF on Guam: Y-star - Nov. 25 - 27
 - 1 actor, 2 camera, 1 writer, 1 reporter and 1 PR(FTC)

China Marketing News

Hong Kong Media FAM Tour | Oct 31 – Nov 5, 2014



China Marketing News

Trade & Media Tea Time Gathering | November 12, 2014



China Marketing News

Meeting @ US Consulate General Shanghai

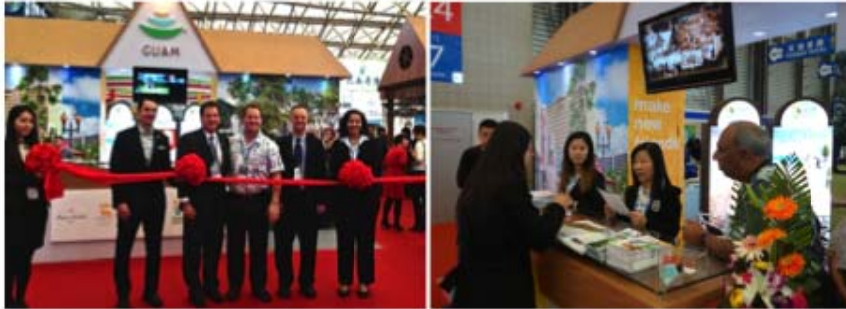


- Meeting held at US Consulate General Shanghai
- Lt Governor, DGM, and MM led meeting
- In attendance were all commercial specialists from all four US consulate offices and US embassy in China – Beijing, Shanghai, Guangzhou, Shenyang, and Chengdu
- Consular Section Chief Jewell Evans also joined in the meeting
- Discussions took place about US promotions and US visa processing

China Marketing News

China International Travel Mart (CITM) | Nov 14-16, 2014

- Guam occupied a 36 sqm space
- Exhibitors include Royal Orchid Guam, Top Development Inc, and Easy Travel Guam
- Delegates include Pacific Star Resort & Spa, Leo Palace Resort Guam, Aqua Suites Guam
- Simplified Chinese collaterals were distributed by GVB
- Guam packages were being promoted by travel agencies



Pacific Marketing News

PATA Micronesia Chapter Meeting/Election of Officers for 2015-2016 – December 3-5, 2014

December 3rd (Wednesday):
MCA Meeting (GVB)
Welcome Reception (TBA)

December 4th (Thursday):
Committee Meetings – All day GVB Main Conf. Room

December 5th (Friday):
PATA Gen. Membership Meeting/Election at the CAHA Gallery Showroom, Hagatna
Join GVB Membership Mixer at 6:00 p.m. (Location TBA)



Philippine Marketing News

Philippine Institute of Certified Public Accountants (PICPA)



- Ocular visit for logistical arrangements conference to be held from May 20 – 25, 2015
- 130 pax from Metro Manila
- Met with Coordinators – Ms. Marydith Miguel & Francis Ricamora from SyCip Gorres Velayo & Co., a member firm of Ernst & Young Global Ltd.,
- Travel Agent – EMC One Tours and Ground Operator – Pactours
- Requesting support for a guest speaker from GVB to give a Guam overview on culture, history, tourism attractions, etc.

Tour of Guam 2014



Event Date: Sunday, November 23rd
 161+ Participants
 Distance: 120KM & 60KM Cycling Event
 Overseas Participants: 20 Japan & Korea
 Event Winner: Peter Lombard



**CASH, RECEIVABLES, & PAYABLES POSITION
FY 2014 & FY 2015 COMPARATIVE REPORT**

FY 2014 (11/25/2013)		Balance	FY 2015 (11/24/2014)		Balance		
CITIBANK OPERATION		\$429,020.84	BANK OF GUAM		\$6,643,773.73		
BANK OF GUAM		\$6,018,244.89	FIRST HAWAIIAN BANK - Membership		\$106,104.41		
FIRST HAWAIIAN BANK - Membership		\$63,542.34	RESONA BANK		\$628,571.89		
RESONA BANK		\$558,679.48	BOG - TAF ACCOUNT		\$2,343,162.53		
CITIBANK - TAF		\$68,013.73	BOG - RAINY DAY FUND		\$1,915,784.57		
BOG - TAF ACCOUNT		\$367,667.34	BOG - FESTPAC Trust Account		\$1,589,456.07		
BOG - RAINY DAY FUND		\$1,675,460.19	MORGAN STANLEY - CD **		\$2,512,062.72		
BOG - FESTPAC Trust Account		\$1,150,311.63	BOG - 2/12 Memorial Fund		\$0.00		
MORGAN STANLEY - CD **		\$2,509,164.48	TOTAL CASH IN BANKS AS OF 11/24/2014		\$15,738,915.92		
BOG - 2/12 Memorial Fund		\$49,728.71	**Morgan Stanley CD Market value as of 10/31/2014				
TOTAL CASH IN BANKS AS OF 11/25/2013		\$12,889,833.63	FY 2014 BUDGET P.L. 32-068		\$ 19,422,134.00		
**Morgan Stanley CD Market value as of 10/01/13			OPERATIONS - \$15,487,134.00				
FY 2013 BUDGET P.L. 31-233		\$16,018,239.00	TAF Special Projects - \$2,000,000.00				
GVB - \$15,238,239.00			PASS THRU APPROPRIATIONS - \$1,935,000.00 (amended per PL 32-181)				
OPERATIONS - \$14,022,384.00			OPERATIONS		TAF Special Projects	Pass-thru	
TAF Special Projects - \$1,215,855.00			11/14/13	\$1,161,535.00	\$ 150,000.00	\$ 58,125.00	
PASS THRU APPROPRIATIONS - \$780,000.00			11/15/13	\$1,161,535.00	\$ 150,000.00	\$ 58,125.00	
OTHER APPROPRIATIONS:			11/29/13	\$ -0-	\$ -0-	\$ 7,500.00	
PL 31-270/281		\$320,958.00	12/11/13	\$1,161,535.00	\$ 150,000.00	\$ 63,750.00	
PL 32-057/058/059		\$227,000.00	12/24/13	\$ -0-	\$ -0-	\$ 3,750.00	
OPERATIONS			01/10/14	\$1,032,535.00	\$ 150,000.00	\$ 26,250.00	
11/15/12	\$1,420,199.55	\$121,585.00	\$ 55,253.00	01/21/14	\$ -0-	\$ -0-	\$ 2,500.00
12/17/12	\$1,362,725.00	\$121,585.00	\$ 55,253.00	02/11/14	\$ 386,100.00	\$ 150,000.00	\$ 22,500.00
01/14/13	\$1,011,749.00	\$121,585.00	\$ 19,834.00	03/17/14	\$1,936,970.00	\$ 150,000.00	\$ 96,000.00
02/14/13	\$ 842,725.00	\$121,585.00	\$ -0-	04/17/14	\$1,290,535.00	\$ 150,000.00	\$ 80,250.00
03/13/13	\$1,602,237.00	\$121,585.00	\$ 55,253.00	05/09/14	\$ 649,017.55	\$ 150,000.00	\$ 56,250.00
04/16/13	\$1,891,749.00	\$121,585.00	\$ 55,253.00	06/19/14	\$1,161,535.00	\$ 150,000.00	\$ 56,250.00
05/17/13	\$1,262,725.00	\$121,585.00	\$ 19,834.00	08/04/14	\$1,161,535.00	\$ 150,000.00	\$ 56,250.00
06/12/13	\$2,060,995.00	\$121,585.00	\$ 97,756.00	08/12/14	\$1,161,535.00	\$ 150,000.00	\$ 56,250.00
06/19/13	\$ -0-	\$ -0-	\$ 14,126.00	08/26/14	\$1,050,000.00	\$ 150,000.00	\$ -0-
07/12/13	\$ 945,975.00	\$142,893.30	\$190,552.00	09/09/14	\$1,161,536.00	\$ 150,000.00	\$ 56,250.00
08/12/13	\$1,082,237.00	\$ -0-	\$ 55,253.00	10/03/14	\$ 425,000.00	\$ -0-	\$ 25,000.00
09/11/13	\$ 520,000.00	\$ -0-	\$459,800.74	11/05/14	\$ -0-	\$ -0-	\$ 70,500.00
11/15/13	\$ -0-	\$ -0-	\$ 12,000.00		\$14,900,903.55	\$1,950,000.00	\$ 795,500.00
	\$14,003,316.55	\$1,115,573.30	\$1,083,083.74	Total FY 2014 Allotment Received to Date:		\$17,646,403.55	
Total Allotment Received to Date:		\$16,201,973.59		Accounts Receivable FY 2014		\$1,775,730.45	
Less prior year appropriations received:		(\$1,297,250.04)		FY 2015 BUDGET P.L. 32-181		\$ 23,847,696.00	
Accounts Receivable FY 2013		\$1,661,473.45		Operations - \$20,115,000.00			
FY 2014 BUDGET P.L. 32-068		\$ 18,262,134.00		Destination Development - \$1,085,000.00			
OPERATIONS - \$15,487,134.00				Capital Improvement Projects - \$1,412,696.00			
TAF Special Projects - \$2,000,000.00				PASS THRU APPROPRIATIONS - \$1,235,000.00			
PASS THRU APPROPRIATIONS - \$775,000.00				Operations	Destination	CIP	Pass-thru
11/14/13	\$1,161,535.00	\$ 150,000.00	\$ 58,125.00	10/09/14	\$ -0-	\$ -0-	\$ 150,000.00
11/15/13	\$1,161,535.00	\$ 150,000.00	\$ 58,125.00	11/05/14	\$3,274,437.00	\$ 230,562.00	\$1,100,792.00
	\$2,323,070.00	\$ 300,000.00	\$ 116,250.00		\$3,274,437.00	\$ 230,562.00	\$ 362,750.00
Total FY 2014 Allotment Received to Date:		\$2,739,320.00		Total FY 2015 Allotment Received to Date:		\$4,968,541.00	
Accounts Receivable FY 2014		\$15,522,814.00		Accounts Receivable FY 2015		\$18,879,155.00	
FY 2013/2014 ACCOUNTS PAYABLE as of 11/25/2013		Amount	FY 2014/2015 ACCOUNTS PAYABLE as of 11/24/2014		Amount		
Asatsu Invoices Dec'12 - Sept'13		\$0.00	Asatsu Invoices October 2014		\$208,962.61		
Japan Miscellaneous Invoices		\$56,338.65	Japan Miscellaneous Invoices		\$50,464.00		
Guam Miscellaneous Invoices		\$321,014.86	Guam Miscellaneous Invoices		\$569,604.70		
FY 2011/2012 Pass-thru appropriations		\$356,592.27	FY 2011/2012/2013/2014 Pass-thru appropriations		\$296,592.24		
FY 2013 Pass-thru appropriations		\$0.00	FY 2015 Pass-thru appropriations		\$42,475.00		
Encumbered Contracts (not yet incurred)		\$0.00	Encumbered Contracts (not yet incurred)		\$6,280,406.75		
Encumbered Purchase Orders (not yet incurred)		\$35,580.80	Encumbered Purchase Orders (not yet incurred)		\$82,703.49		
FESTPAC Trust Account		\$1,150,311.63	FESTPAC Trust Account		\$1,589,456.07		
Total Payables to date		\$1,919,838.21	Total Payables to Date		\$9,120,664.86		

- o Director Miyashita noted that the \$1.7 million in accounts receivable is mostly from pass thru.
- o Director Miyashita noted that management is consistent in collecting receivables.

- o Director Miyashita pointed out that we have a big account payable is due to contracts not yet incurred. (\$6.2 million from the \$9.1 million in payables)
- o Director Miyashita noted that half of the \$6.2 million in contracts not yet incurred are from ADK.

**Comparative Statements of Revenues & Expenses
September 2014, September 2013, & YTD**

	OPERATIONS				SPECIAL PROJECTS			
	September 2014 Actual	September 2013 Actual	YTD as of September 2014	FY 2013 as of September 2013	September 2014 Actual	September 2013 Actual	YTD as of September 2014	FY 2013 as of September 2013
Revenue								
GovGuam Allotments	1,621,536.00	548,163.00	15,130,903.55	14,187,316.55	150,000.00	0.00	2,132,378.00	1,115,573.30
GovGuam Allotments - Pass-thru	116,750.00	451,157.74	897,050.00	906,603.74	155.17	79.48	1,138.45	1,069.51
Federal	0.00	0.00	0.00	17,755.00	50.00	0.00	295,228.50	54,125.00
Membership	0.00	0.00	35,400.00	68,400.00				
Interest Income	1,177.52	1,449.68	13,980.40	15,482.75	150,205.17	79.48	2,398,744.95	1,170,767.61
Foreign Exchange Gain/Loss	(0.04)	30.47	(37,563.52)	(15,258.15)				
CD Morgan Stanley Gain/Loss	370.08	1,004.51	5,497.56	8,295.53	16,884.99	37,171.00	70,452.06	85,371.47
Miscellaneous	47,944.77	30,014.82	310,880.94	412,574.02	46,332.50	16,968.00	113,249.00	85,018.00
Consumption Tax	132,312.37	26,428.25	312,426.09	130,097.14	292,229.72	278,779.77	1,235,766.41	1,036,021.71
In-kind Contributions	83,271.69	220,294.18	335,736.20	327,992.25	0.00	0.00	240.00	160.00
Total Revenue	2,003,362.39	1,278,542.65	17,002,311.22	16,059,298.63	355,448.06	332,919.27	1,419,721.52	1,206,579.48
Operational Expenses								
Personnel	277,610.47	240,175.48	2,352,392.06	2,054,930.31				
Travel	166,491.50	133,935.37	797,542.29	511,963.37				
Utilities	19,067.71	16,159.89	135,667.82	143,818.95				
Professional Services	3,847,168.31	4,840,879.75	11,319,608.77	9,751,413.36				
Materials & Supplies	16,846.96	32,115.05	166,909.40	106,038.12				
Equipment	15,761.12	31,406.78	76,175.98	52,691.12				
Contractual Services	46,109.46	12,931.86	106,679.65	75,262.87				
Rent/Lease	11,166.72	13,294.06	226,098.35	240,966.64				
Repairs & Maintenance	4,520.30	25,777.11	42,241.85	78,618.70				
Advertising & Printing	15,208.60	19,763.06	126,932.76	116,643.12				
Grants & Sponsorships	51,875.00	42,410.00	592,574.46	835,001.46				
Miscellaneous	92,334.78	67,669.17	392,059.58	425,564.93				
Total Operational Expenses	4,564,160.93	5,476,515.58	16,334,882.95	14,393,002.95				
Non-Operational Expenses								
Community Programs	0.00	0.00	1,888.00	0.00				
In-Kind Contributions	83,271.69	220,294.18	335,736.20	327,992.25				
Consumption Tax	595,114.48	0.00	416,004.44	16,091.56				
Pass-Thru Appropriations	103,625.00	312,589.00	483,300.00	668,835.85				
Depreciation	6,944.44	6,944.44	83,333.28	83,316.53				
Total Non-Operational Expenses	589,955.61	539,827.62	1,320,261.92	1,098,205.99				
Change in Net Assets	(3,150,754.15)	(4,737,800.55)	(652,833.65)	568,049.89	(205,242.89)	(332,839.79)	979,023.43	(35,811.67)

- o Director Miyashita pointed out that \$11 million in professional expenses are due to the additional Russia and China services and the incentive program. We are over \$2 million over last year mostly due to the China incentive program. There is no mention of what the budget is.
- o **Chairman Baldyga suggested a smart goal for Accounting included departmental P&L (actual vs budget by department and committee)**



Comparative Balance Sheet
September 30, 2014 & 2013

OPERATIONS			SPECIAL PROJECTS		
	September 30, 2014	September 30, 2013		September 30, 2014	September 30, 2013
Assets			Assets		
Current Assets			Current Assets		
Cash & Cash Equivalents	13,870,861.03	16,020,874.65	Cash & Cash Equivalents	1,562,981.36	598,626.33
Accounts Receivable - Appropriations	2,246,230.45	19,520.00	Accounts Receivable - Appropriations	50,000.00	0.00
Accounts Receivable - Other	262,595.02	179,457.12	Accounts Receivable - Other	0.00	0.00
Total Current Assets	16,379,686.50	16,219,851.77	Total Current Assets	1,612,981.36	598,626.33
Long-term Assets			Total Assets	1,612,981.36	598,626.33
Property & Equipment	6,811,860.16	6,895,193.44	Liabilities		
Total Long-term Assets	6,811,860.16	6,895,193.44	Current Liabilities		
Total Assets	23,191,546.66	23,115,045.21	Accounts Payable	241,120.94	113,801.93
Liabilities			Deferred Revenue	50,000.00	141,987.41
Current Liabilities			Total Current Liabilities	291,120.94	255,789.34
Accounts Payable	3,922,183.20	4,766,258.86	Total Liabilities	291,120.94	255,789.34
Accounts Payable - Pass-thru entities	321,592.24	503,014.01	Net Assets		
Deferred Revenue - Appropriations	1,725,730.45	0.00	Beginning Net Assets	342,836.99	378,648.66
Deferred Revenue - Membership	18,500.00	9,200.00	Change in Net Assets	979,023.43	(35,811.67)
Total Current Liabilities	5,988,005.89	5,278,472.87	Total Net Assets	1,321,860.42	342,836.99
Long-Term Liabilities			Total Liabilities and Net Assets	1,612,981.36	598,626.33
Unfunded Pension Cost	0.00	0.00			
Accrued Sick Leave	149,926.82	148,448.06			
Accrued Annual Leave	141,969.39	123,646.07			
Total Long-Term Liabilities	291,896.21	272,094.13			
Total Liabilities	6,279,902.10	5,550,567.00			
Net Assets					
Beginning Net Assets	17,564,478.21	16,996,428.32			
Change in Net Assets	(652,833.65)	568,049.89			
Total Net Assets	16,911,644.56	17,564,478.21			
Total Liabilities and Net Assets	23,191,546.66	23,115,045.21			

Comparative Statements of Revenues & Expenses
October 2014, October 2013, & YTD

OPERATIONS					SPECIAL PROJECTS				
	October 2014 Actual	October 2013 Actual	YTD as of October 2014	FY 2014 as of October 2013		October 2014 Actual	October 2013 Actual	YTD as of October 2014	FY 2014 as of October 2013
Revenue					Revenue				
GovGuam Allotments	0.00	0.00	0.00	0.00	GovGuam Allotments	0.00	0.00	0.00	0.00
GovGuam Allotments - Pass-thru	150,000.00	0.00	150,000.00	0.00	Interest Income	151.81	74.70	151.81	74.70
Membership	63,610.00	24,700.00	63,610.00	24,700.00	Miscellaneous	0.00	0.00	0.00	0.00
Interest Income	1,157.97	1,480.63	1,157.97	1,480.63	Total Revenue	151.81	74.70	151.81	74.70
Foreign Exchange Gain/Loss	(2,145.46)	(1,400.88)	(2,145.46)	(1,400.88)	Operational Expenses				
CD Morgan Stanley Gain/Loss	269.63	868.95	269.63	868.95	Utilities	0.00	0.00	0.00	0.00
Miscellaneous	9,762.53	17,706.00	9,762.53	17,706.00	Professional Services	0.00	0.00	0.00	0.00
Consumption Tax	0.00	0.00	0.00	0.00	Contractual Services	0.00	0.00	0.00	0.00
In-kind Contributions	3,061.47	0.00	3,061.47	0.00	Advertising & Printing	0.00	0.00	0.00	0.00
Total Revenue	225,716.14	43,354.70	225,716.14	43,354.70	Miscellaneous	0.70	0.70	0.70	0.70
Operational Expenses					Total Operational Expenses	0.70	0.70	0.70	0.70
Personnel	138,616.82	129,132.28	138,616.82	129,132.28	Change in Net Assets	151.11	74.00	151.11	74.00
Travel	45,669.73	42,743.48	45,669.73	42,743.48					
Utilities	1,177.44	1,573.06	1,177.44	1,573.06					
Professional Services	106,922.00	78,897.62	106,922.00	78,897.62					
Materials & Supplies	3,027.37	28,478.96	3,027.37	28,478.96					
Equipment	10,932.41	259.98	10,932.41	259.98					
Contractual Services	1,600.00	1,630.00	1,600.00	1,630.00					
Rent/Lease	23,922.35	23,373.14	23,922.35	23,373.14					
Repairs & Maintenance	400.16	741.31	400.16	741.31					
Advertising & Printing	610.00	479.00	610.00	479.00					
Grants & Sponsorships	38,750.00	11,500.00	38,750.00	11,500.00					
Miscellaneous	24,114.39	16,694.40	24,114.39	16,694.40					
Total Operational Expenses	395,742.67	335,603.23	395,742.67	335,603.23					
Non-Operational Expenses									
Community Programs	0.00	0.00	0.00	0.00					
In-Kind Contributions	3,061.47	0.00	3,061.47	0.00					
Consumption Tax	0.00	0.00	0.00	0.00					
Pass-Thru Appropriations	150,000.00	0.00	150,000.00	0.00					
Depreciation	6,944.44	6,944.44	6,944.44	6,944.44					
Total Non-Operational Expenses	160,005.91	6,944.44	160,005.91	6,944.44					
Change in Net Assets	(330,032.44)	(299,092.97)	(330,032.44)	(299,092.97)					





Comparative Balance Sheet
October 31, 2014 & 2013

OPERATIONS		
	October 31, 2014	October 31, 2013
Assets		
Current Assets		
Cash & Cash Equivalents	10,616,338.60	15,197,599.41
Accounts Receivable - Appropriations	22,996,230.45	16,281,654.00
Accounts Receivable - Other	157,263.82	145,106.26
Total Current Assets	33,769,832.87	31,624,359.67
Long-term Assets		
Property & Equipment	6,804,915.72	6,888,249.00
Total Long-term Assets	6,804,915.72	6,888,249.00
Total Assets	40,574,748.59	38,512,608.67
Liabilities		
Current Liabilities		
Accounts Payable	482,667.57	4,238,676.40
Accounts Payable - Pass-thru entities	292,842.24	474,318.90
Deferred Revenue - Appropriations	22,925,730.45	16,262,134.00
Deferred Revenue - Membership	0.00	0.00
Total Current Liabilities	23,701,240.26	20,975,129.30
Long-Term Liabilities		
Unfunded Pension Cost	0.00	0.00
Accrued Sick Leave	149,926.82	148,448.06
Accrued Annual Leave	141,969.39	123,646.07
Total Long-Term Liabilities	291,896.21	272,094.13
Total Liabilities	23,993,136.47	21,247,223.43
Net Assets		
Beginning Net Assets	16,911,644.56	17,564,478.21
Change in Net Assets	(330,032.44)	(299,092.97)
Total Net Assets	16,581,612.12	17,265,385.24
Total Liabilities and Net Assets	40,574,748.59	38,512,608.67

SPECIAL PROJECTS		
	October 31, 2014	October 31, 2013
Assets		
Current Assets		
Cash & Cash Equivalents	1,322,011.53	476,351.01
Accounts Receivable - Appropriations	2,547,696.00	2,000,000.00
Accounts Receivable - Other	0.00	0.00
Total Current Assets	3,869,707.53	2,476,351.01
Total Assets	3,869,707.53	2,476,351.01
Liabilities		
Current Liabilities		
Accounts Payable	0.00	133,440.02
Deferred Revenue	2,547,696.00	2,000,000.00
Total Current Liabilities	2,547,696.00	2,133,440.02
Total Liabilities	2,547,696.00	2,133,440.02
Net Assets		
Beginning Net Assets	1,321,860.42	342,836.99
Change in Net Assets	151.11	74.00
Total Net Assets	1,322,011.53	342,910.99
Total Liabilities and Net Assets	3,869,707.53	2,476,351.01

❖ Report of the Board Committees:



**CASH, RECEIVABLES, & PAYABLES POSITION
FY 2014 & FY 2015 COMPARATIVE REPORT**

FY 2014 (12/10/2013)	Balance	
CITIBANK OPERATION	\$429,144.27	
BANK OF GUAM	\$6,252,461.87	
FIRST HAWAIIAN BANK - Membership	\$66,265.31	
RESONA BANK	\$510,786.58	
CITIBANK - TAF	\$68,033.30	
BOG - TAF ACCOUNT	\$452,262.98	
BOG - RAINY DAY FUND	\$1,690,624.25	
BOG - FESTPAC Trust Account	\$1,165,423.90	
MORGAN STANLEY - CD **	\$2,509,183.49	
BOG - 2/12 Memorial Fund	\$49,725.71	
TOTAL CASH IN BANKS AS OF 12/10/2013	\$13,193,911.66	
**Morgan Stanley CD Market value as of 11/30/13		
FY 2013 BUDGET P.L. 31-233	\$16,018,239.00	
GVB - \$15,238,239.00		
OPERATIONS - \$14,022,384.00		
TAF Special Projects - \$1,215,855.00		
PASS THRU APPROPRIATIONS - \$780,000.00		
OTHER APPROPRIATIONS:		
PL 31-270/281	\$320,958.00	
PL 32-057/058/059	\$227,000.00	
OPERATIONS	TAF Special Projects	
Pass-thru		
11/15/12 \$1,420,199.55	\$121,585.00	\$ 55,253.00
12/17/12 \$1,362,725.00	\$121,585.00	\$ 55,253.00
01/14/13 \$1,011,749.00	\$121,585.00	\$ 19,834.00
02/14/13 \$ 842,725.00	\$121,585.00	\$-0-
03/13/13 \$1,602,237.00	\$121,585.00	\$ 55,253.00
04/16/13 \$1,891,749.00	\$121,585.00	\$ 55,253.00
05/17/13 \$1,262,725.00	\$121,585.00	\$ 19,834.00
06/12/13 \$2,060,995.00	\$121,585.00	\$ 97,756.00
06/19/13 \$ -0-	\$ -0-	\$ 14,126.00
07/12/13 \$ 945,975.00	\$142,893.30	\$190,552.00
08/12/13 \$1,082,237.00	\$ -0-	\$ 55,253.00
09/11/13 \$ 520,000.00	\$ -0-	\$459,800.74
11/14/13 \$ -0-	\$ -0-	\$ 7,520.00
11/15/13 \$ -0-	\$ -0-	\$ 12,000.00
\$14,003,316.55	\$1,115,573.30	\$1,090,603.74
Total Allotment Received to Date:	\$16,209,493.59	
Less prior year appropriations received:	(\$1,297,250.04)	
Accounts Receivable FY 2013	\$1,653,953.45	
FY 2014 BUDGET P.L. 32-068	\$ 18,262,134.00	
OPERATIONS - \$15,487,134.00		
TAF Special Projects - \$2,000,000.00		
PASS THRU APPROPRIATIONS - \$775,000.00		
OPERATIONS	TAF Special Projects	Pass-thru
11/14/13 \$1,161,535.00	\$ 150,000.00	\$ 58,125.00
11/15/13 \$1,161,535.00	\$ 150,000.00	\$ 58,125.00
\$2,323,070.00	\$ 300,000.00	\$ 116,250.00
Total FY 2014 Allotment Received to Date:	\$2,739,320.00	
Accounts Receivable FY 2014	\$15,522,814.00	
FY 2013/2014 ACCOUNTS PAYABLE as of 12/10/2013	Amount	
Asatsu invoices Dec'12 - Sept'13	\$0.00	
Japan Miscellaneous Invoices	\$68,188.54	
Guam Miscellaneous Invoices	\$330,605.63	
FY 2011/2012/2013 Pass-thru appropriations	\$276,127.50	
FY 2014 Pass-thru appropriations	\$39,000.00	
Encumbered Contracts (not yet incurred)	\$0.00	
Encumbered Purchase Orders (not yet incurred)	\$125,520.18	
FESTPAC Trust Account	\$1,165,423.90	
Total Payables to Date	\$2,004,865.75	

FY 2015 (12/9/2014)	Balance		
BANK OF GUAM	\$6,548,476.05		
FIRST HAWAIIAN BANK - Membership	\$106,505.81		
RESONA BANK	\$581,091.47		
BOG - TAF ACCOUNT	\$2,246,394.45		
BOG - RAINY DAY FUND	\$1,915,972.93		
BOG - FESTPAC Trust Account	\$1,589,612.28		
MORGAN STANLEY - CD **	\$2,512,143.81		
BOG - 2/12 Memorial Fund	\$0.00		
TOTAL CASH IN BANKS AS OF 12/9/2014	\$15,500,196.80		
**Morgan Stanley CD Market value as of 11/30/2014			
FY 2014 BUDGET P.L. 32-068	\$ 19,422,134.00		
OPERATIONS - \$15,487,134.00			
TAF Special Projects - \$2,000,000.00			
PASS THRU APPROPRIATIONS - \$1,935,000.00 (amended per PL 32-181)			
OPERATIONS	TAF Special Projects		
Pass-thru			
11/14/13 \$1,161,535.00	\$ 150,000.00	\$ 58,125.00	
11/15/13 \$1,161,535.00	\$ 150,000.00	\$ 58,125.00	
11/29/13 \$ -0-	\$ -0-	\$ 7,500.00	
12/11/13 \$1,161,535.00	\$ 150,000.00	\$ 63,750.00	
12/24/13 \$ -0-	\$	\$ 3,750.00	
01/10/14 \$1,032,535.00	\$ 150,000.00	\$ 26,250.00	
01/21/14 \$ -0-	\$ -0-	\$ 2,500.00	
02/11/14 \$ 386,100.00	\$ 150,000.00	\$ 22,500.00	
03/17/14 \$1,936,970.00	\$ 150,000.00	\$ 96,000.00	
04/17/14 \$1,290,535.00	\$ 150,000.00	\$ 80,250.00	
05/09/14 \$ 649,017.55	\$ 150,000.00	\$ 56,250.00	
06/19/14 \$1,161,535.00	\$ 150,000.00	\$ 56,250.00	
08/04/14 \$1,161,535.00	\$ 150,000.00	\$ 56,250.00	
08/12/14 \$1,161,535.00	\$ 150,000.00	\$ 56,250.00	
08/26/14 \$1,050,000.00	\$ 150,000.00	-0-	
09/09/14 \$1,161,536.00	\$ 150,000.00	\$ 56,250.00	
10/03/14 \$ 425,000.00	-0-	\$ 25,000.00	
11/05/14 \$ -0-	-0-	\$ 70,500.00	
\$14,900,903.55	\$1,950,000.00	\$ 795,500.00	
Total FY 2014 Allotment Received to Date:	\$17,646,403.55		
Accounts Receivable FY 2014	\$1,775,730.45		
FY 2015 BUDGET P.L. 32-181	\$ 23,847,696.00		
Operations - \$20,115,000.00			
Destination Development - \$1,085,000.00			
Capital Improvement Projects - \$1,412,696.00			
PASS THRU APPROPRIATIONS - \$1,235,000.00			
Operations	Destination	CIP	
Pass-thru			
10/09/14 \$ -0-	\$ -0-	\$ -0-	\$ 150,000.00
11/05/14 \$3,274,437.00	\$ 230,562.00	\$1,100,792.00	\$ 212,750.00
\$3,274,437.00	\$ 230,562.00	\$1,100,792.00	\$ 362,750.00
Total FY 2015 Allotment Received to Date:	\$4,968,541.00		
Accounts Receivable FY 2015	\$18,879,155.00		
FY 2014/2015 ACCOUNTS PAYABLE as of 12/9/2014	Amount		
Asatsu invoices October 2014	\$208,962.61		
Japan Miscellaneous Invoices	\$2,983.58		
Guam Miscellaneous Invoices	\$410,768.48		
FY 2011/2012/2013/2014 Pass-thru appropriation:	\$296,592.24		
FY 2015 Pass-thru appropriations	\$42,475.00		
Encumbered Contracts (not yet incurred)	\$6,280,406.75		
Encumbered Purchase Orders (not yet incurred)	\$120,161.71		
FESTPAC Trust Account	\$1,589,612.28		
Total Payables to Date	\$8,951,962.65		

2015 QVB SMART GOALS

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JAPAN

FY2014 JAPAN SMART GOALS

1. Goal Pax Achieve 5.9% market share.
2. Weak, Yen rate, tax increase: goal reduced to 830,000 Increase group travel from 12% (112,813) to 15% (116,197) above 2013.
 - o Group arrivals for FY14: 118,072 per JGTA.
3. Achieve 3.1 days length of stay by encouraging agent packages to offer 4-day packages. Strictly for Wedding and Silver market.
 - o Agents offering "high-end" longer stay packages.

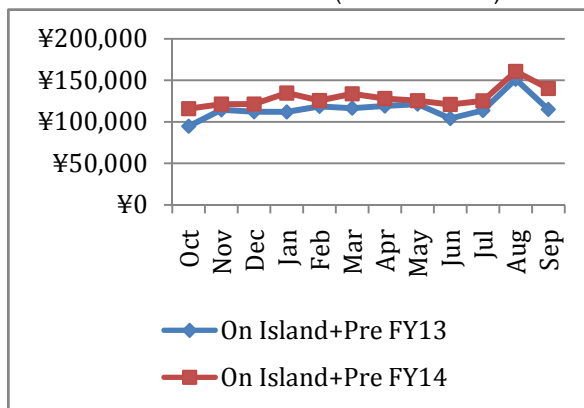
Length of Stay	Wedding/Honeymoon	Senior
FY13	4+ days (8%)	4+ days (10%)
FY14	4+ days (15%)	4+ days (14%)

4. Conduct low season promotions targeting family, wedding travel and group travel
 - o April – June: Place transit ads in Tokyo, Osaka, Nagoya and Fukuoka targeting OL and Wedding with the Bouquet Toss Campaign (completed)
 - o April – September: Group Event Support Campaign (on-going)
 - o May – September: Time Out for Kids promotion targeting family market. (on-going) The family market is an estimated 26% of the total Japan arrivals to Guam. Increase from 237,144 to 250,000.
5. Work with Destination Management to improve Brand Image through reporting sensitive issues that impact our visitors
 - o On-going

FY2015 JAPAN SMART GOALS

1. Goal Pax Achieve 5.3% market share (estimate 867,000 pax) with a \$7M budget.
2. Improve share of voice from .5% to 1% with Co-op and TV advertising for volume.
3. Conduct low season promotions targeting family and group travel.
 - o Group Event support campaign
 - o TVCM
 - o PR Tie-In
4. Continue yield improvement with travel agent packages

On-island and Pre-Paid in Yen (FY13 vs FY14)



FY14 Japan visitor arrivals x On-island + Prepaid is 1.05% up vs FY13

5. Get flights from Haneda.

KOREA

FY2014 KOREA SMART GOALS

GSA

1. Increase Korean Arrivals from 230,000 to 250,000 during FY2014

FY arrivals to date (June 2014): 293,427 / +26% to LY

2. Increase Yield (From FY12 of \$392/pax by 10% to \$431)

- MICE Market: Target increase of 35% to LY
- Sports Tourism: Target increase of 20% to LY
- Golden Misses: Increase GM from 4% (7,313) MS to +36.7% to LY (10,000)
- Ads in target online and print media

Results:

FY Yield to date (July 2014 Korea Exit Survey): \$429.02 or +9% to target
MICE Market: CY2013 (Jan-Oct) = 14,092 pax CY2014 (Jan-Oct) = 18,526 or +31% to LY
Sports Tourism: FY2013 (Oct-Jan): 326 pax FY2014 (Oct-Jan): 386 pax or +18% to LY

- Hosted three professional soccer teams, two baseball teams, Including Samsun Lions (2013 Korea National Champions)
- Golden Misses: Pending review of results from final report.

PR

- o Initiate Strategic Consumer Advertising and Promotions targeting high-end niche markets.

Results:

Started Self-Drive Guam to encourage FIT and self exploration of Guam.
Initiated a comprehensive Ad campaign for Oct-Nov 2014.

3. Increase MICE by 35% to LY

Results:

MICE Market: CY2013 (Jan-May) = 6,950 pax CY2014 (Jan-May) = 7,260 or
+4% to LY

4. New Gateways

KE Busan public charter to regular schedule flight or Encourage Jeju Air/Jin Air to expand to Busan Gateway

Update:

- o Korean Air started flying 4X/week from March 2014.
- o Jin Air considering Taegu Gateway by summer 2015.
- o Jeju Air launching 2X/week flights from Busan direct scheduled flights.

Engage GIAA for expanded incentives

Update:

- o Ongoing / United announced direct Guam-Incheon service starting October 2014

Work with KGMC for secondary city outbound incentives and promotions

Update:

- o Formed the Busan KGMC Charter in March 2014

Fourth Airline Option: T'Way

Update:

- o T'Way upgrading their aircraft inventory to 9 planes with possible
- o direct Incheon-Guam service sometime 2015

Work with GIAA for FAA certification processing support

Update:

- o Ongoing – Coordinating logistics with GIAA to visit Air Busan.

FY2015 KOREA SMART GOALS

1. Increase Korean Arrivals by 27.7% from 293,647 to 375,000

- o Joint GSA and PR efforts to expand trade and consumer outreach and awareness.

- Increase hotel room availability via KTAG/JGTA coop for early release of J room blockage
- Increase seat capacity from 500,000 to 535,000 with increased Busan flights from 4X/wk to daily and/or additional carrier.
- Increase market share from 1.9% in FY13 to 2.0% in FY15
- Increase return visits from 18% in FY13 to 20% in FY15

2. **Increase Yield (From FY14 of \$431.00/pax by 20% to \$517.00)**

MICE Market: Target increase by 35% to LY of 31%.

- Collaborate with AMCHAM Korea for member supported travel already in place
- Outreach to Amway and large corporations
- Opening of Dusit Thani summer 2015

Sports Tourism: Target increase of 20% to LY from 5 teams to 6 teams.

- Guam International Marathon: 200 to 350 Runners
- KKRR: From 158 to 350 Runners
- Soccer Clubs: From 4 teams to 5 teams
- Baseball Clubs: From 1 team to 2 teams
- Rugby Clubs: From none to 1 team
- Sister City Sports Exchanges: Develop with Busan City and with Daegu City.

Kalpak +: Target affluent travelers using Kalpak and others

- Coop with KE and other airlines' high end travel bookings
- Coop with local luxury lodging and optional activities to drive spend
- Work with Mode Tour and Hana Tour to develop market using incentives

3. **Establish Busan Gateway**

- Convert all flights to regular schedule flights to daily
- Additional air carrier
- Additional gateway (Daegu)
 - Engage GIAA for expanded incentives
 - Work with KGMC for secondary city outbound incentives and promotions
 - Extend compelling reasons to fly the Guam Route to Air Busan
- Meet with and entice Air Busan to consider Guam direct flights from Busan.
 - Follow-up work with GIAA for new carrier incentives
 - Visit Busan for continued meetings
 - FAA documentation / certification process support

TAIWAN

FY2014 TAIWAN SMART GOALS

1. Increase Yield

- 5% increase in arrivals in Low Season (March/May/Sept/Nov) to meet Goal Pax of 51,750
- Have 3 “themed promotions” (Sports/Wedding/Shopping)
 - Drive the Cycling and Running Campaigns
 - Create SM Platform similar to LY “Say Yes Campaign” to have 2-3 Family groups travel to Guam
 - SGF – invite Celebrities for SGF and 4-5 Bloggers for 2014 events
- Develop Incentive programs with the airlines to drive more arrivals in March and May 2014

Results:

Although 51,750 pax not met, overall Taiwan market arrivals compared to LY had 6.3% increase. Total arrivals were 50,924 to close our FY2014.

Theme promotions:

SGF – Taiwan Celebrities came to Guam and Bloggers covered SGF Events

Cycling Tour – “Frog” and Cyclists came to Guam in November and held a small cycling event for Taiwan cyclists to bring more awareness of cycling on Guam.

GIM – Invited Celebrity Runner “Gin” To Guam to participate in the marathon along with Mediam “To Go” Magazine that provided coverage during April 2014 for the Guam International Marathon and the Taiwan celebrity participation.

Co-op ad with China Airlines for Summer (\$6,000) sponsorship to support the 27 Summer 2014 Charter flights

2. Increase SM Networks

- Current Guam Taiwan Facebook has 45,000 fans, look to increase by more than 5%
- Achieve 50,000 page views for the Guam blog and continuous monitor with each promotions
- Develop mobile marketing tactics as the SGF downloads and achieve 1,000 downloads

Results:

Current facebook has over 55,000 fans and look to increase this number to 60,000 to 70,000 fans.

Achieve more than 60,000 page views for the Guam blog and look to increase this to 90,000 views.

Developing the mobile marketing application and should be ready to launch by 2015.

3. Promote GVB Sports and Theme events

- Continue to increase Regional Promotions during ITF with the other National/State Tourism Organizations of the Micronesia Region and closely work and coordinate efforts with the PATA Micronesia Chapter to increase package sales to Guam and Micronesia
- Aggressively promote the Guam Long Ride, Guam International Marathon, Guam Micronesia Island Fair, Guam Cycling Campaign, and the Guam Ko'ko Road Race
- Promote FESTPAC 2016 beginning 2014 to lead up to the 2016 event

Results:

November 2013 ITF - Guam, Palau and Saipan held a joint Micronesia Region promotion in the Discover American Pavilion during the Taipei International Travel Fair October 18-21, 2013 (FY2014). The islands proudly positioned their booths next to each other for unity of the Micronesia Region and displayed the “Micronesia – Experience the Warmth” Logo in each of their booths. Each destinations have pledged to continue the “Regional Effort” for ITF 2014 to market jointly in one area as “Micronesia” once again.

In addition to the joint work during ITF, Ms. Therese Arriola attended the ITF event and shared/promoted with the Taiwan Travel Agents information regarding the upcoming FESTPAC 2016. In 2015, GVB will combine the Taiwan Aboriginal culture with the Chamorro culture, with the

Council of Indigenous Peoples, Media, and Performing groups to promote and prepare Guam for FESTPAC 2016 with the cross-industry cooperation, social media marketing and mobile marketing, GVB will broaden the market share and brand awareness among the target audience.

Regarding the upcoming signatures events of GVB, discussions have already taken place to get more Taiwan cyclists for the Cycling event in November 2014 as well as runners for the GIM in 2015.

FY2015 TAIWAN SMART GOALS

1. Increase Yield

- 5% increase in arrivals in Low Season (March/May/Sept/Nov)
- Have 3 “themed promotions” (Wedding/Sports Tourism/Photo Shooting – implement in 2015)
- Develop Incentive programs with the airlines to drive more arrivals for the market
- Develop Travel Agents promotion during Summer 2015
- Promote MICE market in 2015 (upon completion of additional rooms)
- Target General Leisure market (males/females ages 20-40, white collar)
- With elevated image of Guam, set target for high-mid level income & families with children

2. Continue to push for Increase in Guam’s SOV on News by 5%

- Share of Voice (SOV) in Taiwan has grown in the past 3 years, increase Guam’s SOV by 5% overall
- Incorporate TV series of Asian celebrities from other countries and promote on FB, Weibo, and blog site (Measurable exposure on SM Platforms compare from beginning of promotion to the end with Google analytics)
- Recommend TV series and increase Media Exposure Value compared to 2014 TV or Celebrity visits for 2014 (Exposure far reaching in Taiwan and other Asian countries)

3. Increase SM Networks

- Current Guam Taiwan Facebook fan page has 46,000 fans, look to increase this to 60,000 -70,000 for 2015
- Achieve more than 90,000 page views for the Guam blog and continuous monitor with each promotions
- Develop mobile marketing tactics in 2015
- Launch Guam Guide app in 2015 that is downloadable on smartphones, iphones and various SM platforms
- Guam Guide app to achieve 1,000 downloads by the beginning of 2015 in the next 3 months

4. Improve Connectivity with the airlines/Promote FESTPAC

- Need to have GVB/Board and airlines create discussion to improve flight schedules for 2015
- Engage GIAA and work together for incentives for the airlines
- Increase flights during low season with 1-2 Incentive programs with the hotels and travel agents by 2015
- Promote FESTPAC during the TTE/ITF/Aboriginal Cultures for 2016

5. Re-Evaluate Visitor Arrivals/Taiwan Budget

- Taiwan has surpassed bonus for three consecutive years, need to carefully evaluate the goal pax and increase it based on load factor for the next 2-3 years
- Work with management on a more realistic incentive based goal pax for Taiwan (currently Market share is at .3%, increase 1%)
- Increase budget for Taiwan and separate bonus and internal GVB cuts to see maximum results in arrival numbers from the Taiwan market

RUSSIA

FY2014 RUSSIA SMART GOALS

1. **Achieve at least 12,500 Russian visitors to Guam in FY2014**
 - o *Results:* 18,291 As of September 30, 2014
2. **Establish direct air service**
 - o *Results:* Aviacharter-DV started two weekly flights from Russia Far East cities of Khabarovsk and Vladivostok that started in November 2013 plus additional weekly flights started in April from Yuzno-Sakhalinsk, Kamchatskiy and Blagoveshensk
3. **Increase awareness of Guam**
 - o *Results:* Contracted DV Region, an advertising company with offices in Khabarovsk and Moscow
 - o *Results:* From November 2013 GVB Russia rep placed advertisements (scrollers at various gas stations; billboards; web banners; media releases; posters in movie theaters; campaign flyers distribution; TV, cinema and internet advertising
 - o *Results:* Active SMM program – Increase in subscribers of Guam group in Facebook, Vk.ru and Instagram. Guam group on Odnoklassniki.ru was created. Number of emails and calls with questions from travelers to GVB office in Russia was increased. Guam topic appeared on many websites and forums on Russian internet
4. **Participate in MITT, MICE and PITE 2014**
 - o *Results:* Successfully participated at the MITT show in Moscow. GVB jointly exhibited with the Marianas Visitors Authority. PITE was well achieved with the support and joint participation of several Guam tourism partners
 - o *Results:* Increase of Guam awareness in Eastern and European parts of Russia
 - o *Results:* Establishing new contacts with TA and media
 - o *Results:* Articles with mentioning Guam in printed media and on internet with pictures
5. **Conduct Guam Product Seminar, Road Shows and FAM Tours**
 - o *Results:* Seminar conducted during PITE to travel agents with Guam tourism partners
 - o *Results:* Seminar to be conducted in Irkutsk mid-July by Russia rep
 - o *Results:* Seminar being planned for December in Sakhalin
 - o *Results:* FAMS were conducted in November 2013 for two groups from Aviacharter-DV
 - o *Results:* Orientation FAM for new GVB Russia marketing reps in January 2014
 - o *Results:* GMIF Media and KAL Travel Agent FAM April 22 – 29, 2014
 - o *Results:* Travel Agent FAM June 30 – July 7, 2014
 - o *Results:* Awareness of Guam as a travel destination was increased among Travel Agents and Media
 - o *Results:* Large amount of press releases in magazines, newspaper and on the Internet was generated. Several videos were placed in the internet
6. **Travel Agent Co-op Program**
 - o *Results:* -Distribution of collateral materials and provided information support to TA
 - o *Results:* Increase amount of trips selling from TA
7. **Key Campaigns**
 - o *Results:* Family Campaign - Competition was held on Vladmama.ru. Competitors were active and many essays were received. Winners (family with two kids) had a trip to Guam. Detailed report about the trip was posted on Vladmama.ru and two other forums with a lot of comments and questions from Internet users. Supporting materials (leaflets) were distributed; dynamic displays in cinemas were used to inform audience about the competition and to increase awareness of Guam.

- *Results: Diving Campaign* - Outdoor advertising was made in Vladivostok and Khabarovsk. Diving leaflets were distributed in specialized diving shops. Awareness of Guam as diving destination was increased.
- *Results: Honeymoon Campaign* - Actively informing honeymooners about ability to hold wedding ceremony on Guam and spend honeymoon there. Information was made available via Internet banners (with link to visitguamusa.ru), article in Sobranie Exclusive magazine, advertisement in wedding brochure and active SMM policy. As a result, the number of requests from Russian travelers regarding honeymoon on Guam and wedding ceremony on Guam increased sharply.
- *Results: Spring Campaign* - A lot of SM activities were made to promote Spring Campaign. Fam tour for Media was organized for GMIF with a lot of after-event reports in print media and on the Internet. BBQ Block Party was promoted in a very active way. Competition among Russian chefs took place in Vladivostok. Many press releases on the Internet were generated regarding this event. Winners of local BBQ competition participated in BBQ competition on Guam.
- *Results: Shop Guam Festival 2013/2014* – Collateral material were distributed to TAs. Outdoor advertising was used for informing potential travelers about Shopping Festival on Guam. Fam tour for media was organized with active informative support in glamour magazines and local newspapers, as well as, on the Internet.

FY2015 RUSSIA SMART GOALS

- Meet the target number of tourist (9,000) visiting Guam from Russia through engagement with TAs, airlines, corporate partners, and key players in the Russia media.
- Participate in at least 3 exhibitions: MITT, MICE and PITE 2015
- Conduct at least 3 Guam Product Workshops for TA in the Far East of Russia
- Conduct at least 2 Guam Product Workshops for TA in Siberia
- Establish close working relationships with Korean Air, by conducting at least 1 co-op activity
- Conduct at least 2 Familiarization tours for Media
- Maintain close relations with HIS with the air of possible co-op activities
- Foster relationship with airlines to provide regular direct air service
- Increase Guam awareness in the Far East of Russia and Siberia through continued advertising
- Develop Key Campaigns
 - Shop Guam Festival 2014/2015
 - Family Campaign
 - Cooperation with Travel agent in order to promote annual on island signature events
 - Develop and implement outreach campaigns primarily via digital media platforms to promote visa waiver news and establish relationship with consumers and sales partners throughout Russia

PHILIPPINES

FY2014 PHILIPPINES SMART GOALS

1. **Achieve 11,376 Filipino visitors to Guam in FY2014**
 - *Results:* 11,742 As of September 30, 2014
2. **Re-brand Guam's image through publicity positioning**
 - *Results:* Total of 67 Guam feature stories published generating media exposure value worth \$403,239.37
 - *Results:* Published news features highlighting activities in Guam. Press releases created a more vibrant image for Guam
 - *Results:* Increased inquiry about Guam among media representatives were created. Guam was likewise able to cultivate a more vibrant image among discerning Filipino travelers.
 - *Results:* Inquiries to feature Guam on TV shows has likewise increased
3. **Engage corporate partners to build MICE market**
 - *Results:* GVB PH engaged with travel agencies and airline reps handling corporate accounts. Agency likewise showed support in corporate pitches by providing visual materials
 - *Results:* MICE trips were coordinated between GVB PH and a partner Travel Agency
 - *Results:* GVB PH has likewise coordinated with UA for two possible incentive trips by the end of 2014
4. **Engage airlines and travel agents for partnership in promotions and trade-related industry events**
 - *Results:* GVB PH conducted regular coordination/alignment meeting with United Airlines and Philippine Airlines. Partnerships for the remainder of FY14 discussed. Marketing collaterals were likewise shared
 - *Results:* GVB have also partnered with United Airlines for their Product Update, and supported UA at the recent Travel Madness Expo. A joint Fam Tour with PAL was conducted September 14 – 17, 2014 for 9 Cebu travel agents
 - *Results:* GVB PH visits and updates select TAs selling Guam Tours
 - *Results:* Stronger partnerships with Airline Partners were built, which resulted in sponsored Fam Tours and alignment in airline Guam promotions among others
 - *Results:* On the other hand, increased interest in selling Guam was created by TAs. Inquiries on tour packages and other tour related inquires and feedback were made as a result of GVB PH's active engagement
5. **Key Campaigns**
 - *Results:* Shop Guam Festival - Incentive Program for TAs was successful. Pre-event publicity and Media Fam Tour was done which resulted in nine published releases in print and online resulting in \$159,914.43 media exposure value
 - *Results:* GMIF and Guam Live International Festival - Publicity and Media Fam Tours were done to promote the events and Guam as a destination. [GMIF – Biyahe ni Drew (TV); Guam Live – When In Manila (Online)] resulted in \$70,480.21 media exposure value
 - *Results:* Travel Agency Co-Op Program - Stronger relationships were cultivated by GVB PH's initiative to engage with TAs. Representatives were able to gather feedback on Guam sales and their client interaction, which helped in crafting the FY15 marketing plan
 - *Results:* Guam International Marathon; Ko'ko' Road Race; Guam BBQ Block Party publicity generated resulted in \$90,688.79 media exposure value

FY2015 PHILIPPINES SMART GOALS

1. Meet the target number of tourists (12,450) visiting Guam from the Philippines through engagement with TAs, airlines, corporate partners, and key players in Philippine media.

2. Increase Guam awareness through a sustained year-round publicity program and Media Fam Tours.
3. Engage corporate partners to build MICE market.
4. Cultivate the MICE market by conducting Guam Product Seminars to corporate incentive planners and partnering with corporate account managers for Airlines and TAs.
5. Participate jointly in major travel shows with airlines, travel agents, and GVB members.
6. Engage airlines and travel agents for partnership in promotions and trade-related industry events.
7. Increase GVB Philippines' social networking reach by developing its own SN pages with independent campaigns to promote on island annual signature events and engage followers.

GREATER CHINA

FY2014 GREATER CHINA SMART GOALS

1. Increase the total number of direct charter flights by 67% to reach 17 flights, including 2 flights during non-peak periods; Increase the number of non-charter visitors by travel agencies

- Implemented Airline Incentive and approved Dynamic Airways incentive application to provide scheduled charter flights to Guam from Beijing starting June 21, 2014
- Co-operative advertising campaign with travel agencies and Dynamic Airways in promoting Guam tour product (ongoing in Beijing and Shanghai)
- Conduct joint ads with travel agents to promote travel product to Guam (ongoing)
- Develop more charters from 2nd tier cities such as Chengdu and Dalian (pending Dynamic Airways obtaining approval from CAAC)
- Organize trade promotional events in Wuhan, Chengdu, and Tianjin (pending)
- Trade sales incentive program (Board did not approve)
- Number of FYTD direct charter flights: 16 (as of July 8, 2014)
- Current FYTD Arrivals: 9,873 (as of June 30, 2014)
- Joint Promotion with Ctrip to engage with KOL, influential travelers at Ctrip travel community and should be launched by 9 July. Expected to generate more than 53,000 online click rate
- Media buying with help of Carat, buying agent, to create awareness at Qunar.com (online travel portal in China), LED Ad, printed Ad and EDM. Program will be launched around mid July and expected to reach 41,421,395 both online and offline impression

2. Increase Guam awareness in the travel trade industry

Conducted Guam Product Trainings

- to CITS and other agencies selling Guam Packages in Beijing
- Organize trade promotional events in Wuhan, Chengdu and Tianjin (pending)
- 5 new agents working with CITS and Dynamic Airways to sell Guam Packages in Beijing

3. Increase Guam public awareness

- Increase the number of Guam WeChat fans from 350 to 1,200; increase the number of Guam Weibo fans from 12,000 to 15,000; increase the annual media exposure value by 10%
 - Shopping campaigns to be conducted later
 - Reformulated the content strategy for Weibo, Wechat and blog
 - Current Weibo fans is 15,373
 - Current WeChat fans is 667

4. Engage in joint promotions

- Conducted joint promotions with CITS
- Co-operative advertising campaign with travel agencies and Dynamic Airways in promoting Guam tour product (ongoing)
- The CITS is now actively engaged in selling Guam product.

FY2015 GREATER CHINA SMART GOALS

1. Increase visitor arrivals to 20,000

2. Increase the total number of direct charter flights to 40;

- Implement attractive incentive plan, which could stimulate the opening of charter flights in 2nd tier cities (such as Chengdu, Dalian, Tianjin, Hangzhou, Shenyang), and the increase of charter passengers in 1st tier cities (Beijing, Shanghai, Guangzhou).
- Aggressively support travel agencies in their promotion events and advertisements for Guam charter products.

3. Comprehensively enhance the Chinese travelers' awareness of Guam

- Organize an eye-catching, year-around, nation-wide advertising campaign, which is closely cooperated with selected media, social media, charter flight travel agencies, and airlines. Instead of an image advertisement only, the campaign shall highlight that Guam as an island has all kinds of attractions and recreational activities to enjoy with.
- Increase Presence Online by organize more social media online activities, which promote the various features of Guam, such as Shopping, Wedding, food, Chamorro Culture and Sport.

4. Increase Guam Awareness among the trade

- Exhibit at major travel shows in Beijing, Shanghai and Guangzhou
- Participate in the US Commercial Service exhibitions and road shows in the second tier cities;
- Organize trade sales missions in 1st tier and 2nd tier cities, train the travel agents with most updated tourism information of Guam;

5. Strongly push trade cooperation in targeted fields:

- TA fam for 2nd tier travel agencies or MICE companies;
- Joint Promotions with MICE Companies;
- Co-operative campaign promoting group wedding on Guam with wedding company

6. Create focused sales activities by target cities:

- Sales managers in first-tier cities

HONG KONG

FY2014 HONG KONG SMART GOALS

1. Engage in Joint Promotions in FY2014
 - Joint Promotion with United Vacations on GIM and SGF → 8 runners for GIM
 - Joint Promotion with 8 travel agents to offer incentive program on SGF → Extra 96 pax traveling to Guam under SGF incentive program
 - Joint Promotion with Priceline.com.hk → Extra 34 pax traveling to Guam
2. Market Development
 - Engaged with travel agencies and airline reps handling student/education programs Trade Fam for TAs who specializes in education market and school representatives, connecting them Guam educational institutions e.g. UOG for summer and winter programs in 2014
 - Incentive program with travel agents to promote Guam International Marathon 2014
 - Media Fam tour was organized for GMIF focusing on Chamorro culture
 - Coordinate Group wedding in Guam in increase Guam's exposure on overseas wedding
 - Trade Fams were coordinated between GVB PH and United Airline. 12 partner travel agents were involved. Packages developed with UOG education program are available in the market for 2014 summer
 - Established good relationship with travel agents who are specialized in sport and Marathon. We will work together again to promote GIM2015.
 - Resulted in 4 published releases both print and online with media value over USD70,000
 - Resulted in 2 TV episodes, 12 full pages of media coverage at All about Wedding magazine featuring Guam wedding with media value amounting to USD154,000.
 - Worked with United Airlines and Wedding Center (Previously United Vacations) to welcome 13 couples to Guam for a special group wedding ceremony in continued efforts to promote Guam as a tourism and wedding destination. 2 TV episodes, 12 full pages of media coverage at All about Wedding magazine featuring Guam wedding.
3. Increase Media Exposure in CY2014
 - Published news features highlighting activities in Guam. Organize more fam tours and engage on YouTube promotion to create a more vibrant image for Guam.
 - To date, we are able to have 72 clipping published news features on print and online with a total media value amounting to USD 965,215 until May.
 - Worked with United Airlines and Wedding Center (Previously United Vacations) to welcome 13 couples to Guam for a special group wedding ceremony in continued efforts to promote Guam as a tourism and wedding destination. 2 TV episodes, 12 full pages of media coverage at All about Wedding magazine featuring Guam wedding.
 - Increase Guam's online awareness
 - Microfilm and shopping videos for SGF released at GVB YouTube channel which resulted in more than 290,000 viewership and generated over USD52,800 media value.

FY2015 HONG KONG SMART GOALS

1. Increase visitor arrivals to 14,000
2. Engage in Joint Promotions

- Joint Promotion with United Airline and UA Vacations on group wedding marketing & promotion campaign again to further strengthen the leading position of Guam's wedding offering. Target: at least 10 couples signed up for Guam wedding
- Joint Promotion with GVB members and TAs to promote Guam
 - Encourage GVB members to join us at ITE Expo and work with TAs to promote Guam's packages at special rate. Target: 30 packages sold during exhibition period

3. Market Development

- Continue the effort to develop education, sport and culture tourism market and attract more people visiting Guam
- Trade Fam for TAs who specialized in education market and school representatives, connecting them with Guam educational institutions e.g. UOG for summer and winter programs in 2015. Work with TAs to develop and promote Summer Camp package. Target: 2-3 packages and recruit at least 10 families to join.
- Marathon market: Joint promotion with TAs and sport media to promote Guam International Marathon. Target: 2-3 TAs join with 3-4 marathon packages; recruit 30 runners with their friends.
- Trade Fam for TAs who specialized in MICE market and develop incentive program for them. Target: 2-3 meetings/conferences and incentive tours.

4. Increase Media Exposure

- TV programs to promote Guam. Target: 1-2 TV programs (Estimated media value : US\$130,000)
- Fam Tour: Target 3-4 Fam Tours including sport & adventure, water activities, Shop Guam Festival, etc. (Estimated media value: US\$450,000)
- Increase Guam's online awareness
 - Promote GVB Facebook Page and engage with fans. Target: 30% growth in fans (Estimated media value: US\$120,000)
 - Increase GVB's online presence in YouTube and engage with fans thru videos. Target: Aims at least 160,000-view rate (accumulated) (Estimated media value: US\$250,000)
 - Leverage power of famous bloggers and major travel portal e.g. Yahoo Gotrip, encourage them to write about Guam at their blog and sections. Target: 5-10 articles with a viewership of at least 5,000.

PACIFIC

FY2014 PACIFIC SMART GOALS

Regional Promotions with PATA International & PATA Micronesia Chapter

- Create one themed "Guam and Micronesia" promotion increase visitor arrivals in 2014 to 40,000 (Australia included)
- Drive Guam Membership to PATA Int'l (Aim to encourage 2-3 add'l members to join PATA by 2015) compared to 2013 with only two additional PATA International members.
- Increase the PATA Micronesia Chapter Membership by 5% to 130 members by the end of 2014.

Results:

Themed "Guam and Micronesia" achieved during the ITF 2013 October 18 -21, 2013 in Taipei, Taiwan with Guam/Palau/CNMI displaying as the Micronesia Region in the American Pavilion and displaying the "Micronesia: Experience the Warmth" logo in their booth designs.

In 2014, 133 members of PATA Micronesia achieved during the Palau meeting and we look to achieve a higher number with the chapter working on updating their compliance and non-profit status to generate for activity and increase membership throughout the region.

2. Expand the Dive Market - ADEX 2014

- Grow the dive industry, expand participation at ADEX and get 2-3 dive operators to join the dive expo supported by the PATA Micronesia Chapter. Last year United Airlines and Philippine Airlines joined Guam and we aim to gain more tourism partners to join and promote the dive experience.
- Attract more divers from Australia

Results:

Guam added an additional dive show to the Pacific Market, the Australia International Dive Expo in February 2014 and were able to get former residents/dive company owners formerly from Guam, Mr. John and Paula Bent to assist in selling Guam packages during AIDE in Sydney, Australia.

We have also joined the N. America market during the Long Beach Dive Show in June 2104 to promote Guam and Micronesia and were able to connect with United Airlines to discuss future dive packages for Micronesia and ways to increase the awareness and convenience of divers to explore the Micronesia region through the airlines.

3. Branding Guam and Micronesia

- Develop the SM Platform utilizing the newly created Micronesia website, with all other NTO/STO's in their collateral/programs, booths and have the islands commitment in promoting the website as a powerful tool for the market.

Results:

The PATA Micronesia Chapter (Ms. Pilar Laguana of GVB is the Chairwoman of the Chapter) heavily promoted the SM Network by utilizing the MicronesiaTour.com page with a SM promotion to increase members during the 27th Guam Micronesia Island Fair from April 25-27 increasing the number of website subscribers to 300 members.

The chapter will also be promoting the website through Facebook and Instagram with Ms. Jason Lin in time for the next PATA meeting August 25-27th on Guam.

5. United Airlines joint promotions with Guam

- Continue to push participation with UA in our activities and invite 3-4 travel writers or Fam Tours compared to the 2 from last year from Europe and Australia.

Results:

Co-op partnership with United Airlines include discounted airfare for all participants of the Tri-Annual Meetings. In addition, United Airlines is also offering complimentary airfare tickets for chapter trainers under the Education Committee to complete their training needs within the region by 2104.

GVB is discussing a possible Fam Tour with an Australian writer interested in visiting Guam in August or September to do a cover story for Guam. In addition, during IPW 2014, we also invited writers from Australia and Europe to visit Guam to get more coverage in these markets with our limited budget.

6. PATA Travel Mart/ITB Asia 2014

- Advertise Guam as a potential MICE Market during PATA Travel Mart and ITB Asia in Singapore and promote Guam Museum, new hotels and businesses and also promote the major events such as GMIF and FESTPAC 2016

Results:

MICE Brochure reproduction taking place to include the Lotte, Dusit Thani and other hotels to promote the MICE Market

FESTPAC 2106 will be heavily promoted throughout all activities in the Pacific Market for FY2104. Joint promotion held during the October 2013 Taipei International Travel Fair, Guam Micronesia Island Fair, and this coming DEMA Show in Las Vegas, Nevada will include a Micronesia Seminar to promote Guam and the Micronesia Region.

FY2015 PACIFIC SMART GOALS

- Increase visitor arrivals by 10% of the previous year and promote travel and awareness, to and within Guam and the Micronesia region to include Australia and Europe.
- Market and expand Guam as a world-class diving destination and align our activities and programs with the Tourism 2020 plan to Diversify Market segments for Guam (Australia and Europe).
- Continue efforts in the involvement of the PATA International, PATA Micronesia Chapter, the Micronesia Chief Executives Summit, FESTPAC 2016, Guam Micronesia Island Fair and any/all of GVB's signature events throughout the year.
- Continue relationships with industry members, and any/all other potential business networking opportunities, and maintain the relationship with the travel trade in marketing Guam, Micronesia, Australia and Europe.
- Promote and actively engage Guam and the region in Social Media Marketing with the specified areas of the Pacific Market.
- Integrate & develop campaigns with MicronesiaTour.com with the GVB Website
- Continue to brand Guam and Micronesia and promote as the Micronesia Region

NORTH AMERICA / MILITARY

FY2014 NORTH AMERICA/MILITARY SMART GOALS

1. Visiting Friends and Family (VFR)

- VFR: Continued expansion of database of Chamorros living in the states. Gathered more than 300 surveys and data links during the Che'lu, Inc's Chamorro Cultural Festival, March 2014.
- Attend seven consumer and trade shows, including the LA Times Travel Show, the La Travel & Adventure Show, NTA Convention, Scuba Show, PIFA, Chamorro Cultural Fair, and IPW engage with and attract friends of Guam. Attended all. Upcoming – PIFA.
- Meet with United/Delta headquarters leadership to consider Guam Only airfare packages. Efforts continuing.
- Renew engagement of Jason Lin and Placemaking Group to expand social media exposure with online contests, including photo contests, to encourage visits to the GVB English FB page, website, etc. Ongoing.

2. WWII, Korean War and Vietnam War Veterans

- Continue work with the National Park Service to develop collateral of annual events on Guam. NPS publishing monthly events and shared with database and online.
- Work with the Mayor's Council of Guam, the Governor's Office, the National Park Service, and others on Guam's 70th Liberation events. Ongoing.
- Outreach to Guam Liberators to return visit for the 70th Liberation events. Ongoing.
- Outreach to stateside living Chamorros and friends of Guam for return visits for the 70th Liberation.
- Continue collaboration with the Military Historical Tours (MHT) itineraries to include Guam stays and tours. Ongoing.

3. Adventure/Scuba Dive Travel

- Collaborate with local dive companies and attend the Scuba Show. Attended event in June 2014.
- Work with GVB's Research Department in execution of dive/marine activities survey of visitors. Project initiated subject to Research Department's resources.
- Work with the Bureau of Planning and Dept. of Agriculture's Div. of Aquatics and Wildlife Resources to develop and share Marine Preserve collateral for visitors and use at various overseas marketing events. DAWR trying to identify funds to produce more collateral.
- Work with the PATA Micronesia members and leadership to update dive collateral and encourage regional dive travel. Palau, Yap, Kosrae, Chuuk, and the FSM joined GVB in several overseas outreach events, including Scuba Show and KOTFA.
- Attend Scuba Dive events (ADEX-April), joining PATA Micronesia members, to create more effective presence. Attended ADEX in April 2014 and Scuba Show in June 2014.

4. Military

- Continue work closer with each service's MWR, marketing, and support centers.
- Attend both Air Force and Navy travel shows.
- Increase visits from 4 times per year to 12 times per year to the Guam USO.
- Work with both Air Force and Navy to gather schedule of military exercises.
- Quarterly visits to Andersen's ITT to maintain collateral supply and discuss off-base patronization.

FY2015 NORTH AMERICA/MILITARY SMART GOALS

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- VFR: Continued expansion of database of Chamorros living in the states
- Attend seven consumer and trade shows, including the LA Times Travel Show, the La Travel & Adventure Show, NTA Convention, Scuba Show, PIFA, Chamorro Cultural Fair, and IPW engage with and attract friends of Guam.
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- Increase visits from 4 times per year to 12 times per year to the Guam USO.
- Work with both Air Force and Navy to gather schedule of military exercises.
- Quarterly visits to Andersen's ITT to maintain collateral supply and discuss off-base patronization.
- Support GVB's position on the military build-up and find ways to outreach to the military community to encourage off-base interaction.

CRUISE INDUSTRY

FY2014 CRUISE SHIPPING SMART GOALS

1. Cruise Vessel Visits: Increase from 7 visits in FY2013 to 10 in FY2014.
 - Update vessel visits forecast – ongoing.
 - Attend all MCA meetings – ongoing. GVB remains a charter member.
 - Develop discussion points and Agenda items for NAPS Committee – ongoing.
 - Revitalize the Pier-side Program with the Port Authority of Guam – restarted and lead by Meriza Peredo and committee of GM, Marketing, TIR Officer.
 - Attend Asian cruise industry trade events to keep Guam's face in front – planned for October 2014. Attended October 2013.
 - Attend the Miami Seatrade Cruise Shipping Convention. Attended event during March 2014.
 - Update the Cruise Vessel SOP/Tiger Team Concept – created by Felix Reyes and reviewed by GVB cruise Ad Hoc Committee. Updates ongoing.
 - Establish dedicated operating budget to support GVB's cruise shipping efforts – under North America budget.

FY2015 CRUISE SHIPPING SMART GOALS

1. Cruise Vessel Visits: FY2015 Visits from 7 Port Calls to 10 visits
 - Ongoing: Work to increase visits of cruise vessels from seven in FY2014 to 10 in FY2015.
 - Cruises booked up to two years ahead of sailing.
 - Increase dialogue with cruise companies already met at Cruise Shipping Asia and Seatrade Miami to keep/include Guam in their itineraries.
 - Create a Marketing Plan that makes sense given the challenges facing Guam's port(s).
 - Work with PAG to draft a sensible SOP noting cruise shipping to Guam must engage the PAG, GIAA, and others.
 - Have GVB's Research Department explore numbers of fly-in/sail out and sail in/fly-out.
 - Review and update Pier-side Program.
 - Engage stakeholders
 - Update DRAFT Tiger Team SOP to address advance planning and execution.
 - Work with PAG to study incentive options for cruise vessel visits.
 - Meet with PAG management to discuss and develop (similar to GIAA's incentive program)
 - FY15: Attend Asian cruise industry trade events to keep Guam's face in front.
 - Work closely with the MCA to dialogue with cruise companies to consider extending shore excursion length.
2. Micronesian Cruise Association
 - Take the lead with the Micronesian Islands Cruise Efforts.
 - Work closely with the MCA leadership to keep the Micronesian islands engaged.
 - Join the MCA Micronesian Roadshow to meet with each island group's ports management regarding cruise updates/value.
 - Maintain dialogue with MCES/APIL and respective island governments to keep interest active.
 - Support the MCA mission to develop updated regional collaterals with focus on the cruise industry.
 - GVB was the POC for the printing of updated MCA collateral and supported with the procurement.
3. Homeporting of Vessels
 - Ongoing study to explore home porting opportunities with smaller, high-end vessels
 - Regional travel to shallow, un-developed regional destinations/ports
 - Provides reason to fly-in

DESTINATION MANAGEMENT

FY2014 DESTINATION MANAGEMENT SMART GOALS

Abandoned Buildings:

- Unsafe Structures Act signed May 2014 (PL 32-157), providing DPW broader authority.
- Demolished: Western Gun Club (San Vitores Road) & Hongkong Restaurant (Rt. 1)

Fire Hydrants:

- Total 52 hydrants painted in June 2014

San Vitores Streetlight Improvements

- IFB issuance: November 2014
- Estimated completion: April 2015

Graffiti & Banner Removal:

- Continual monitoring and removal

Tumon Landscaping:

- Median improvements (plants replaced with grass mounds), completed June 2014 at: (1) Proa; (2) Hyatt; (3) Reef Hotel; (4) JFK Road
- Funded by GEDA Qualifying Certificate funds and coordinated by GVB

Beach Cleaning:

- Painting of bins and picnic tables/chairs
- Removal of 51 rhino-infested trees
- Bunker site overhaul (removal of large volume of overgrowth and debris)

Highway Landscape Maintenance:

- IFB issued in June 2014. Awarded to G4S

Bus Shelters

- Bid issuance

FY2015 DESTINATION MANAGEMENT SMART GOALS

Abandoned Buildings:

- Abandoned structure across Tumon Bank of Guam

Capital Improvement Projects:

A. San Vitores Sidewalk/Crosswalk/Retaining Wall Repairs.

- Project area:
Rt. 14 - Pale San Vitores Rd, Santos Hill (Australian Cable), & Rt. 14A - JFK Rd
- Scope of Work:
 - a. Sidewalk repair (concrete and paver block)
 - b. Painting (sidewalks & medians)
 - c. Crosswalk repair & striping
 - d. Waterblasting (retaining walls, sidewalks and median)
 - e. Removal of damaged sign posts and exposed pipes
 - f. Crosswalk signage
- IFB to be issued December 2014
- Estimated completion: May 2015

B. Sidewalk Construction at Farenholt Ave (from Rt. 30)

C. Sidewalk landscaping improvement

D. Jogging signage

E. Ypao Beach parking lot improvement

Graffiti Campaign:

- LMS contract in place

Tumon Landscaping:

- FY15 contract - 2nd and final renewal
- Additional FY15 Tasks:
 - (1) Median enhancement north of Proa:
Perez Apartments, PIC, Fountain Plaza, JFK Road
 - (2) Additional responsibility of flowerbed maintenance at Archbishop Flores Rotunda
 - (3) Grass cutting Westin to Lotte Hotel
 - (4) Brush trimming above Hilton mural
 - (5) Tree trimming at Old Western Gun Club and Guma Trankilidat sites

Beach Cleaning Maintenance:

- FY15 contract - 1st option to renew
- Coordination with Rotary Club to plant 75+ trees along Tumon Bay
- Removal of additional overgrowth not included in current contract SOW

Highway Landscape Maintenance:

- FY15 contract - awarded to G4S, commenced October 2014

Signage and Codes, Covenants & Regulations (CC&R)

- GVB to recommend changes to current law

Complete Tumon Bus Shelters & Cutouts

TOURISM INDUSTRY RELATIONS

FY2014 TIR SMART GOALS

- Ban vinyl banners. Include provision for private and public areas
- Produce white paper and bid that suggests signage law revision
- Graffiti is included in the landscaping LMS contract
- Beach Safety Tips – Visitor Channel
- List concerns for GIAA (JGTA) (Customs Border Patrol)(Customs and Quarantine): bus passenger fee assessment; cleanliness of bathroom facilities; inadequate shelter in bus queue; processing wait times; language barriers on the CBP / CQA floor
- Completed Signs
 - Multi language beach signs (English; Chamorro; Japanese; Korean; Chinese; Russian)
 - Created new signage for the Governor Joseph Flores (Ypao Park)
 - GPD with a badge logo sign for the front of the Frankie Smith precinct
- Donated a truck and jetski to the Department of Parks and Recreation to assist in lifeguard rescue.
- Welcomed (3) cruise ship arrivals and coordinated with the Port and vendors to give them a warm greeting experience (cultural dance groups; created a processing point; (40) potted plants)
- Assisted GPD with coordination of private/public partnerships to renovate both the Frankie Smith precinct and Matapang koban.
- Began discussions about the updating of the Tour Guide Certification course
- Greeting service did almost a (100) airport greetings (Miss Guam and Discover Guam greeting service)
- Streetlight repairs were done between Fiesta and PIC
- Began the consulting for the bus cut outs and shelters
- Victim's advocacy (Assisted with visitors who were victimized by a crime – file police reports; obtain police reports; work with Consulate offices; follow up with victims; obtain airline / TSA approval to allow visitors to return home)
- Assisted the Attorney General's office, courts and PBS in funding for the Chad Desoto trial
- Fireworks display for the community
- Created, developed, manage the Visitor Safety Officer program
- Emergency Operation Coordinator (EOC) with the Guam Homeland Security / Civil Defense
 - Training (Tsunami; typhoons; earthquakes; pre-disaster / post disaster / recovery)
 - Activation of EOC when declaring of CORs.
- Restart of the dormant Water Safety Committee with GPD/GFD/ Coast Guard/ Port Harbor Master/ Civil defense/private business / non profit groups

FY2015 TIR SMART GOALS

- Work with Legislature to revisit and update signage laws

- UPDATE Tour Guide Certification
- Finish EOC training at Guam Homeland Security / Civil Defense
- Work with GIAA regarding airport operations and issues pertaining to JGTA's issues
- Airport Ambassador Program (address ESTA / Provide more Interpreters)
- Visitor Safety Officer Program (VSO) – Community buy in / awareness
- Tourism Industry Training and Workplace Development –
 - Online certification modules
 - HAFA ADAI BRANDING (Phase 1)
 - In depth courses (concierge/restaurant/other services)- (Phase 2)
- Tourism Safety Outreach Campaign
 - We are Guam campaign (GVB outreach about Destination product)
 - Safety app for smart phone
- Water Safety Program Awareness (Education / Outreach / East side Ramp)
 - Beach cleanup community program
 - East side ramp sub committee
 - Safety literature in hotel rooms

SPORTS & EVENTS

FY2014 SPORTS & EVENTS SMART GOALS

Events Sponsored: 20

(20 events sponsored in 2014)

Grants Awarded: 10

(9 Grants awarded)

GVB signature events: 6

(7 signature events executed- (GIM, TOUR OF GUAM/GUAM LONG RIDE, KO'KO, KO'KO KIDS, BBQ BLOCK PARTY, GUAM LIVE & GMIF)

1. Overall Strategy

-Focus resources on higher impact events/activities that drive and attract visitors to Guam (Increased funding support for larger events: GIM, TOG, GUAM BBQ BLOCK PARTY)

-Work with sports federations to improve their products to enhance the visitor experience (Worked with sports federations to provide their event itineraries to enhance the offering of hospitality services for visiting overseas participants, to include an extra day for free time, welcome banquet receptions, shell lei greetings, cultural entertainment, and exposure to Guam's unique culture, cuisine, sites and attractions)

-Develop and sustain two additional signature events i.e. Guam Long Ride/Tour of Guam, Women's surf competition, Triathlon event.

(Guam Long Ride was executed in January and was recorded as the largest cycling event held in the Micronesia region with over 200 cyclists participating with over 80 participants hailing from Japan)

-Work with travel industry partners and GDOE to develop student sports exchange programs

(Met with GDOE to discuss opportunities last June 2014. DOE will assist GVB with providing schedules for DOE, so as not to conflict with curriculum. GVB too work with Athletic Director to support overseas request when teams and games are needed in which local students can interact and compete with overseas students coming to Guam for sports exchange)

-GVB Events Calendar Launch. Announce events for 2014 in order to better market and promote Guam events and activities.

(Calendar launch was delayed due late submittal of event information by the sports federations and event organizers)

2. GVB Produced Signature Events

GMIF (April)- Event moved to last week of April to allow for young school children and Manâmkô to attend the event. More activities and promotional material will be developed and shared to hoteliers and JGTA to increase visitor traffic to the park. Continue to feature popular off-island and local talent to entertain and attract more fairgoers to the park.

(Provided (1) main headlining performer, which drew and attracted more patrons to the park for the fair. Increased cultural activities and games for families/children)

Guam BBQ Block Party @ Pleasure Island (May 2014)- Field international grillers and chefs to compete/participate along side locals grillers/chefs.

(GVB was able to secure international chefs from Korea and Russia to compete with local chefs from Guam. The event was better organized than the previous year, but lacked visible cultural activities for families and children)

Ko'Ko' Half Marathon & Ekiden relay – Target overseas participants of 800 runners from Japan, 200 from Korea, 100 other markets for 2014. Remove Ekiden portion of the course from Tumon and include into Half Marathon course. Total runner target for 2014, 2,500 (1,400 Local runners, 1100 overseas runners)

(GVB was shy of reaching its 1,000 goal pax for overseas participants to the Ko'ko' Half Marathon & Ekiden Relay. However, GVB was able to record the largest Half Marathon participation record for Guam and Micronesia. GVB reached an overseas benchmark of about 600 runners from Japan & Korea. Changes to the Ekiden course prove to ease race day traffic congestion to Pale San Vitores Tumon Road and Route 1 Marine Corps Drive.)

Guam Music Festival- Goal of 1,000 overseas attendees (May - June 2014)

Major headline performances and local talent will be featured. GVB to engage agents and top-level CEO's with the JGTC and KGTC.

(The 2014 Guam Live Music Festival event is easily Guam's single largest music and life-style event ever held in Guam's history, attracting an estimated 8 thousands concert goers consisting of locals and visitors and generating millions of dollars in publicity for the island. In its first year, the event staged several headlining acts with performances from Sublime with Rome, Matisyahu, Brown Eyed Girls, Homemade Kazoku, Popu Ladies, Steel Pulse, Pia Mia and more. Announcement and scheduling of performers was 2

months later than expected and would need to be earlier to allow for better overseas marketing of the event. The offering of many genres presented issues with stage and sound rehearsal causing delays in start times.)

3. Partner Produced Signature Events

Junko Baseball (Dec): GVB and Junko Baseball Committee with the help of Leo Palace staff will send invitation letters to Chinese Taipei college team who have expressed interests in participating in 2014. Invitation will also be extended to Korea and Philippines teams to try and increase overseas team participant to 8 overseas team from 4 overseas teams in 2013.

(Junko Baseball overseas participation grew with Japan college teams increasing from 3 to 4 teams in 2014. GVB celebrated its 21st year of Junko Baseball on December 2014 and is poised to up the number of Japan college teams from 4 to 5 in 2015. GVB is committed to assisting Junko baseball organizers identify more local teams to participate in the tournament)

Guam International Marathon (April) – Provide marketing support to include exhibitors booth during 2014 Honolulu Marathon, Osaka Marathon, etc. Aiming to attract over 2,000-2,500 overseas runners come 2015. (The 2014 Guam International Marathon continued to dominate all Guam running events with local and overseas runners participating in the Marathon, Half Marathon, 10K and 5K setting a new record for participants with 2910 total runners competing, recording a 30% increase over last year's participation level)

Tropical Fantasy NYE Fireworks (Jan 1) – continue to improve quality of show with help from industry partnerships and sponsors. Include another show in central Hagatna along with Tumon fireworks show. (Basic 15-minute fireworks display. Limited sponsorship and partnership support from GHRA –lack of industry support)

Gov's Cup Ladies Golf Tourney (Feb) – work with organizers to increase participants from other countries Korea, Taiwan, Hong Kong, Philippines. GVB to help market and promote event overseas. (100 pax overseas golfers during the 2014 JTB Koncha Pro Am Guam Governor's Cup Ladies Golf Tournament. The event records over \$2 Million in media exposure as provided to GVB by event organizers.)

Xterra (March)/ Triathlon – Do to licensing fees and mandatory cash prize awards under the Xterra brand, GVB aims to develop a unique triathlon event for Guam with aim to attract over 500 overseas participants come 2015. New triathlon event will be fun, exciting, and unique to the region, while still offering a

brehtaking course and competitive feel. This will open up the event to more recreational runners who feel less compelled to enter an Xterra series type of event.

(In 2014 both the Xterra Guam Championship Race was executed along with the new triathlon event Leo Palace Cup. The Leo Palace cup recorded roughly 42 overseas participants mainly from Japan and Korea. Xterra Guam continues to have issues attracting recreation tri-athletes from Japan due to the scheduling of other triathlon events; however, media exposure for Guam under the Xterra championship series continues to place Guam on the map with a rising number of professionals coming to Guam to experience one of the best courses in the Xterra race series)

Smokin' Wheels (mid-April), Work with GHRA and agents to help increase off-island spectators and participants attending the event (added value). Work with organizers to create more informational and promotional material.

(Still no development.)

FY2015 SPORTS & EVENTS SMART GOALS

Events Sponsored: 15

Grants Awarded: 7

GVB signature events: 7

1. Overall Strategy

- Continue to focus on resources for higher impact events/activities that drive and attract visitors to Guam.
- Work with sports federations to submit their grant applications early and work to improve event marketing of these events using GVB overseas marketing offices.
- Develop and sustain Leo Palace Triathlon event scheduled in September.
- As requested by JGTC, align Ko'ko' with a non-profit entity to take over Ko'ko' Half Marathon & Ekiden Relay and set the event to December 2015.
- Roll out 2015 event calendar launch in December to allow for more lead time in promoting events and activities scheduled for 2015.

2. GVB Produced Signature Events

GMIF (April)- Event moved to last week of April to allow for young school children and Manâmkö to attend the event. Continue to feature popular off-island and local talent to entertain and attract more fairgoers to the park.

Guam BBQ Block Party @ Pleasure Island (July 4th 2015)- Move to the fourth of July to allow for greater participation and incorporate independence day festivities.

Ko'Ko' Half Marathon & Ekiden relay – Going on its 10th Anniversary GVB intends to align Ko'ko' with a non-profit entity to take over Ko'ko' Half Marathon & Ekiden Relay 2015 event, which has been requested by the JGTC to take place in December due to many competing Japan run events already scheduled in October 2015.

In 2015, target 800 overseas participants from Japan, 200 from Korea, 100 other markets. Total runner target for 2015, 2,500 (1,400 Local runners, 1,100 overseas runners). Increase Ko'ko' Promotion coupled with Tour of Guam and Guam International Marathon for more reach on marketing dollars spent in country.

Guam Music Festival- Goal of 1,000 overseas attendees (June 5th & 6th 2015). Major headline performances and local talent to be featured once again in 2015. GVB to engage agents and top-level CEO's with the JGTC and KGTC. Secure Korea performers through local Guam sponsorship with Lotte DFS Guam. Introduce talent starting December to allow for more promotional time. Include two stages to allow for easier transition for performers featuring a variety of different genres from K-Pop, Reggae, Hip Hop & Rap. Introduce and include professional sound technicians to oversee sound check rehearsal and stage management.

3. Partner Produced Signature Events

Junko Baseball (Dec): GVB and Junko Baseball Committee to increase number of Japan college teams participating from 4 to 5 teams (120 pax to 150 pax). With the help and support of the Guam Amateur Baseball Association additional college teams from Chinese Taipei and Korea will be invited to upcoming tournaments. Junko Baseball has now helped to develop two overseas tournaments, the Under 19 Taiwan tournament recently completed in September 2014 and the upcoming proposed Women's baseball tournament scheduled for August 2015. The tournaments have similar formats and feature local Guam teams up against visiting teams from Guam's source visitor markets.

Guam International Marathon (April) – Increase financial support to Guam Sports Events Inc for the 2015 Guam International Marathon event. GSEI recently enlisted marketing firms in Japan (and more) and Korea (Edelman) to help market and promote GIM as part of GSEI's 2015 overseas pax goal to secure roughly 2,000-2500 overseas runners come 2015. Work with GSEI to also promote Ko'ko' through Japan & Korea marketing firms.

Tropical Fantasy NYE Fireworks (Jan 1) – Continue to improve quality of fireworks show with help from industry partnerships and sponsors. Work to secure additional fireworks to provide (2) launch locations for better visibility for visitors from Tumon Pale San Vitores area and those at the Sheraton/Onward Locations.

Gov's Cup Ladies Golf Tourney (Feb) – Transition from organizers DFS to Leo Palace and increase participants from other countries outside of Japan, such as Korea, Taiwan, Hong Kong, Philippines. GVB marketing department to support overseas marketing and promotion of the event. GVB to also include in calendar of events.

Xterra (March)/ Triathlon – Work closely with GVB Japan and Korea GSA to promote Xterra to recreational tri-athletes who feel less compelled to enter an Xterra series type of event.



FY2014 & FY2015 CH&CO SMART GOALS

1. Community Outreach for Festpac 2016
 - **Launched Phase I in 2014**
 - Education and Awareness
 - Focus on community outreach on creating high-level awareness that Guam will be hosting in 2016
 - Press Conference held in March 2014
 - Media advertising in April 2014
 - **Launch Phase II in 2015**
 - Prepare and Excite
 - Art and Photo competition for students from K-5 to senior.
 - Announcement of winners in May 2015
 - **2014: 50% awareness**
 - **2015 Goal: 100% awareness**
2. Continue to provide high quality, authentic overseas cultural presentations
 - Add new dance performances by May 2014
 - Continue to win awards (4 in 2013, 5 in 2014)
 - Support new markets of Russia and China (1 each in 2015)
 - JATA 2014 presentation was more interactive with the focus on weaving and marmar making, booth was more presentable
 - **2014: 15 overseas performances including Six (6) Guam Live Presentation (GLP) in Japan**
 - **2015 Goal: continue to provide cultural presentations at overseas special promotional events in Japan, Korea, Taiwan, Philippines, China, Hong Kong, Russia and the United States**
3. Village Fiesta and Festival
 - Guam Island Fiesta Tour – identify host villages earlier, promote tour more effectively with ground agents and increase participation with minimum goal of 50 pax per fiesta
 - Village Festivals – partner with industry to promote events to visitors with minimum goal of 50 pax (program in place by May 2015)
 - **2014 challenge: GIFT was cancelled due to Mayors not committing host families**
 - **2015 goal: Bussing tourist to village festivals instead**
4. Guam Chamorro Dance Academy
 - Increase average class size to 100 pax
 - Utilize students for promotions in Japan (JATA, festivals, trade events) – Goal 4 events
 - Increase participation of students in local events such as Dinana Minagof and GMIF (goal of 75 pax)
 - **2014: two Gumas (cultural houses) were established in Tokyo and Mito City by two separate participants of the academy**
 - **2015 goal: extend workshop to other cities and establish more cultural houses**
5. US Mainland Guam Chamorro Dance Academy
 - Conduct dance academy workshop in heavy populated Chamorro settlements in mainland
 - Ensure authentic indigenous Chamorro dance per the “Chamorro dance standard”
 - **2014: 3 workshops conducted (Long Beach, San Diego and Tacoma)**
 - **Program started March 2014**
 - **2015 Goal: 5 workshops**
6. Hafa Adai Pledge Program
 - **FY 2014 participants: 487**
 - FY2015 Increase awareness and understanding of the program
 - Assist HAP supporters in delivering on Pledges
 - Increase pledge participants to over 600 by end of FY 2015
 - **2015 Goal: offer cultural education workshops to HAP supporters**

7. Only On Guam (OOG)
 - OOG campaign aims to celebrate what is unique to Guam
 - Phase I - December 2014 – January 2015
 - Creative Concept: develop themes/concepts that reflect/support the Guam brand image
 - Strategic Planning: develop market needs, assets, list, and production timeline for marketing, advertising, promotions, online
 - Identify Partners and Resources: source market, media outlets, social media ambassadors, photographers
 - Phase II – Development in January – March 2015
 - Photography Planning & Execution: schedule & execution of photography – talent casting, location scouting, etc.
 - Creative Development & Execution: copywriting, storyboarding, layout/art direction for print, radio & tv; planning & execution of launch assets/materials
 - Media Planning & Execution: local & international media planning & implementation
 - Phase III – Sustaining Development in April – June 2015
 - Sustaining creative development & execution: copywriting, storyboarding, layout/art direction for print, radio & tv
 - **Goal: Program in place by July 2015**
8. Cultural Awareness Research
 - Work with research to add questions about Chamorro cultural activities to the exit survey and use data to create a benchmark for measuring awareness (Developed by July, and added to survey by FY14)
9. Community Grants and Events Sponsorship Award
 - 2014 Goal was 50 Awardees; 63 awarded
 - **2015 Goal: 65 Awardees**

MEMBERSHIP

FY2014 MEMBERSHIP SMART GOALS

1. Increase FY2014 Membership to (450)
 - FY2013 Membership (410)
 - Create Membership welcome packet
 - Implement 'hot sheet' containing a contact list of GVB committee; GVB Organizational (Board of Directors; Management & staff); Annual report; Certificate, etc..
 - Implement Orientation program: Introducing new members to staff & educating them on the product.
 - Update Membership form
2. Add value to Membership benefits
 - More one to one relationship
 - Engage web site opportunities
 - Familiarizing and using CRM more efficiently
 - Advertise premium opportunities for members
 - Create more incentives for members
 - Create & implement barter programs through in-kind contributions (from pool of optional tours – hotel benefits – shopping discounts)
 - Working closer with members on upholding proper industry standards
3. Create a list of high level guest speakers for Quarterly Membership meetings

FY2015 MEMBERSHIP SMART GOALS

1. Increase FY2015 Membership to (450)
 - Current Membership (290)
 - Create Membership welcome packet
 - Implement 'hot sheet' containing a contact list of GVB committee; GVB Organizational (Board of Directors; Management & staff); Annual report; Certificate, etc..
 - Implement Orientation program: Introducing new members to staff & educating them on the product.
 - Update Membership form
2. Add value to Membership benefits
 - More one to one relationship
 - Engage web site opportunities
 - Familiarizing and using CRM more efficiently
 - Advertise premium opportunities for members
 - Create more incentives for members
 - Create & implement barter programs through in-kind contributions (from pool of optional tours – hotel benefits – shopping discounts)
 - Working closer with members on upholding proper industry standards
3. Create a list of high level guest speakers for Quarterly Membership meetings

RESEARCH

FY2014 RESEARCH SMART GOALS

On August 20, 1990, Public Law 20-205 was signed, establishing a Research Department within the Guam Visitors Bureau. The Department was mandated and given the responsibility of ***“working with other entities to collect, analyze and evaluate pertinent data on the visitor industry and to disseminate comprehensive statistics and other data on a monthly, quarterly and yearly basis.”***

WHAT: Revise customs forms to a smaller size, from 8-1/2” X 11” to 5-2” X 11”, while retaining specific form items:

1. List of Travelers Covered by Form;
2. Total number of people covered by form;
3. Address while on Guam;
4. Place of Residence;
5. I am/We are bringing to Guam;
6. Declaration section (as required by the AG’s office);
7. Traveler Status (returning Guam resident, visitor returning from a day/overnight trip, Visitor, Intended resident);
8. Length of stay;
9. Number of trips to Guam;
10. Place of stay while on Guam;
11. Travel Companions;
12. Occupation;
13. Primary reason for trip to Guam;
14. Age

WHO IS INVOLVED (reviewing form):

- Guam Visitors Bureau (Guam staff, marketing reps, committee members);
- Guam Customs & Quarantine Agency;
- Attorney General’s Office;
- Bureau of Statistics & Plans;
- Airlines;

WHO USES THE DATA:

- Guam Visitors Bureau
- Bureau of Statistics & Plans
- GEDA
- Guam International Airport
- Guam Legislature
- Governor’s Office
- Department of Labor
- University of Guam
- Department of Revenue & Taxation
- Airlines
- Tour operators
- Transportation companies: buses, taxis, car rental, moped/bicycle
- Hotels
- Restaurants
- Entertainment services
- Retailers
- Wholesalers/distributors
- Financial services
- Real estate industry
- Current & Potential Investors
- Automobile Dealerships

- Guam Police Department

CURRENT STATUS (where we are today):

- January 30, 2013: Received proposed form from CQA (see attachment A)

TIMELINE:

- Send form (see attachment B) to marketing staff requesting them to reduce Russian cities to 5.
- Send to Guam Attorney General for review and signing off. **(May 31, 2013).**
- **FINALIZE** English form and send to NCS for translation (Japanese, Korean, Chinese, Russian) by **no later than April 26, 2013.**
- Send translated forms to appropriate markets for review and corrections. This process will continue until there is a clean review. May take up to one month **(June 30, 2013).**
- Print test batches of each language by NCS. Approximately 100 per language per language. **Approximately two weeks.**
- NCS map out the form (bubbles) and start writing out the software for the forms. **Minimum two weeks.**
- The data dictionary will need to be updated by Bureau of Statistics & Plans. **Approximately two weeks.**
- Software testing with ScanTools and IMPS or CSPro. Forms testing for scan ability. **Approximately two weeks.**
- Tweaking all software and forms. **Approximately two weeks.**
- Once all tests are passed and approved (by NCS and GVB), mass production of forms by a local vendor. **Approximately two weeks.**
- Notification to airline, CQA, Marketing Reps, agents of new forms, implementation and transition to new forms. Both forms will be accepted during this period. **One month.**
- Collection of unused forms and distribution of new forms.

NOTE: Timeline will adjust due to availability of budget.

WHAT: Implementation of CSPro software to process data collected from the customs forms.

WHO IS INVOLVED (design, testing & implementation):

- Guam Visitors Bureau (Guam staff, marketing reps, committee members);
- Bureau of Statistics & Plans; and
- Independent Contractor (Dr. Mike Levin)

WHO USES THE DATA:

- Guam Visitors Bureau
- Bureau of Statistics & Plans
- GEDA
- Guam International Airport
- Guam Legislature
- Governor's Office
- Department of Labor
- University of Guam
- Department of Revenue & Taxation
- Airlines
- Tour operators
- Transportation companies: buses, taxis, car rental, moped/bicycle
- Hotels
- Restaurants
- Entertainment services
- Retailers
- Wholesalers/distributors
- Financial services
- Real estate industry
- Current & Potential Investors

- Automobile Dealerships
- Guam Police Department

WHAT: Presentation of MICE Study results.

WHO IS INVOLVED (design, testing & implementation):

4. Guam Visitors Bureau (Guam staff, marketing reps, committee members);
5. Independent Contractor (GMO Research)

WHO USES THE DATA:

- Guam Visitors Bureau
- Retailers, Hotels, Optional Tour Companies, Airlines, F & B Outlets, University of Guam

FY2015 RESEARCH SMART GOALS

On August 20, 1990, Public Law 20-205 was signed, establishing a Research Department within the Guam Visitors Bureau. The Department was mandated and given the responsibility of ***“working with other entities to collect, analyze and evaluate pertinent data on the visitor industry and to disseminate comprehensive statistics and other data on a monthly, quarterly and yearly basis.”***

WHAT: Revise customs forms to a smaller size, from 8-1/2” X 11” to 5-2” X 11”, while retaining specific form items:

1. List of Travelers Covered by Form;
2. Total number of people covered by form;
3. Address while on Guam;
4. Place of Residence;
5. I am/We are bringing to Guam;
6. Declaration section (as required by the AG’s office);
7. Traveler Status (returning Guam resident, visitor returning from a day/overnight trip, Visitor, Intended resident);
8. Length of stay;
9. Number of trips to Guam;
10. Place of stay while on Guam;
11. Travel Companions;
12. Occupation;
13. Primary reason for trip to Guam;
14. Age

WHO IS INVOLVED (reviewing form):

1. Guam Visitors Bureau (Guam staff, marketing reps, committee members);
2. Guam Customs & Quarantine Agency;
3. Attorney General’s Office;
4. Bureau of Statistics & Plans;
5. Airlines;

WHO USES THE DATA:

1. Guam Visitors Bureau
2. Bureau of Statistics & Plans
3. GEDA
4. Guam International Airport
5. Guam Legislature
6. Governor’s Office
7. Department of Labor
8. University of Guam
9. Department of Revenue & Taxation
10. Airlines
11. Tour operators
12. Transportation companies: buses, taxis, car rental, moped/bicycle
13. Hotels
14. Restaurants
15. Entertainment services
16. Retailers
17. Wholesalers/distributors
18. Financial services
19. Real estate industry
20. Current & Potential Investors
21. Automobile Dealerships
22. Guam Police Department
23. Judiciary of Guam

CURRENT STATUS (where we are today):

- September 12, 2014: Received proposed form (see attachment A)

TIMELINE:

- Send form out for **final review. Comments due by December 4, 2014.**
- Send final proposed form to Customs & Quarantine for review. **Comments due by January 20, 2015.**
- **FINALIZE** English form and send to NCS for translation (Japanese, Korean, Chinese, Russian) by **no later than March 13, 2015.**
- Send translated forms to appropriate markets for review and corrections. This process will continue until there is a clean review. May take up to one month **(April 13, 2015).**
- Print test batches of each language by NCS. Approximately 100 per language per language. **Approximately two weeks.**
- NCS map out the form (bubbles) and start writing out the ScanTools software for the forms. **Minimum two weeks.**
- Work with Dr. Mike Levin to revise CSPro software. **(May 4, 2015)**
- Software testing with ScanTools and CSPro. Forms testing for scanability. **Approximately two weeks.**
- Tweaking all software and forms. **Approximately three weeks.**
- Once all tests are passed and approved (by NCS and GVB), mass production of forms by a local vendor. **Approximately three weeks.**
- Notification to airline, CQA, Marketing Reps, agents of new forms, implementation and transition to new forms. Both forms will be accepted during this period. **(September 1-30, 2015)**
- Collection of unused forms and distribution of new forms.
- Full Implementation of new Guam Customs Forms **(October 1, 2015)**

NOTE: Timeline will adjust due to availability of budget.

ACCOUNTING

FY2014 ACCOUNTING SMART GOALS

1. Reduce audit management comments from 3 in FY 2012 to 0 in FY 2013. (January 2014)
2. Issue Audited Financial Statements 15 days earlier than this year. (January 2014)
3. Generate and report monthly financial statements by the 15th of the following month for the previous month end. (Report to the Board of Directors by the 15th of each month and in Board of Directors packets for 2nd Board Meeting of the month)
4. Generate and report Financial Statements on a quarterly basis reflecting the Budget vs. actual expenditures by Market and Program event. (FY 2014 1st Quarter)

FY2015 ACCOUNTING SMART GOALS

1. Issue Audited Financial Statements 15 days earlier than this year. (January 2015)
2. Generate and report monthly financial statements by the 15th of the following month for the previous month end. (Report to the Board of Directors by the 15th of each month and in Board of Directors packets for 2nd Board Meeting of the month)
3. Generate and report Financial Statements on a quarterly basis reflecting the Budget vs. actual expenditures by Market and Program event. (FY 2015 1st Quarter)