



Speaker Won Pat <speaker@judiwonpat.com>

Messages and Communications

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

Mon, Sep 12, 2016 at 3:49 PM

9/12/2016 9/12/2016Guam Visitors Bureau

Pursuant to Title 5 Ch 8 Section 8113.1. of the Guam Code Annotated, attached is the board packet of August 25, 2016. 33-16-2009

----- Forwarded message -----
From: **Dara Roberto** <dara.roberto@visitguam.org>
Date: Mon, Sep 12, 2016 at 3:30 PM
Subject: GVB Board Packet: August 25, 2016
To: Speaker Won Pat <speaker@judiwonpat.com>
Cc: Karida Brennan <karida.brennan@visitguam.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 August 25, 2016.

Senseramente',

Dara Roberto
Executive Secretary

GUAM VISITORS BUREAU
401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
dara.roberto@visitguam.org | http://www.visitguam.org



33-16-2009
Office of the Speaker
Judith T. Won Pat, Ed.D

Date: 9/12/16
Time: 3:49 P.M
Received By: [Signature]

2016 SEP 12 PM 5:02

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Ufisinan I Etmás Ge 'helo 'Gi Liheslaturan Guåhan
Office of Speaker Judith T. Won Pat, Ed.D.
Kumiten Idukasion Tinakhele', Kottura, Laibirihan Pubbleko siha yan Asunton Famalao'an
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5 attachments

- AGENDA20160825.pdf** 324K **2009**
- BOD GM Report 08-25-16 Japan Strategic Plan FY17-18.pdf** 1162K
- EXHIBIT B_FY 2016 Board Report 08-23-16.pdf** 19K
- EXHIBIT E NAP.pdf** 425K



REGULAR BOARD OF DIRECTORS MEETING
Thursday, August 25, 2016 - 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 June 23, 2016.
Approval of minutes of the previous Board of Directors meeting dated July 14, 2016.

III) CHAIRMAN'S REPORT

IV) GENERAL MANAGER'S REPORT

V) TREASURER'S REPORT

Exhibit B

VI) REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

Motion to ratify Executive Committee's approval for KMC Chairman Bart Jackson to travel to Seoul to conduct follow-up administrative meetings with GVB Korea marketing representatives and the Korea MICE Association staff and members from Tuesday, July 25 - 26, 2016. Cost is approximately \$951.00 from the FY2016 Korea Budget, Acct. No. SMD023.

Per Diem:

$$\$366/\text{day} \times 25\% = \$91.50 + \$366.00 = \$475.50 \times 2 \text{ days} = \$951.00$$

GUAM ART EXHIBITION

Motion to ratify Executive Committee's approval for one marketing staff and two musicians to participate in the opening ceremony of the Guam Art Exhibition at Lotte Department Art Gallery in Seoul, Korea from August 25-27, 2016. Cost is approximately \$6,026.00 from FY2016 budget accounts KO-SMD023 (\$1,942.00) and DM-CPO02 (\$4,084.00).

Korea Marketing:

Airfare	1	1,200.00		\$1,200.00
Per Diem				
Lodging	1	\$230.00	2	\$460.00
M&IE	1	\$141.00	2	\$282.00



				\$1,942.00
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Cultural Delegation:

Airfare	2	1,200.00		\$2,400.00
Per Diem				
Lodging	2	\$230.00	2	\$920.00
M&IE	2	\$141.00	2	\$564.00
Prof Fee				
Musician	2	\$100.00	1	\$200.00
				\$4,084.00

Background: During the Fest Pac in May, GVB hosted 4 artists, 1 photographer, 2 Lotte gallery curators, and 1 art project coordinator for a Guam Drawing Project Fam Tour. The objective for the group was to experience Guam and Fest Pac to come up with Guam/Chamorro inspired artwork to be featured at Lotte Department Stores.

There will be two "Guam Art Exhibitions" at Lotte's top department store locations. The first exhibit will be held for 17 days from August 26 - September 11, 2016 at the Lotte Tower Gallery in Jamsil. The second exhibit will be held for 19 days from September 28 - October 16, 2016 at the Yeongdeungpo Lotte Gallery.

Will produce over \$50 million in publicity for this exhibit utilizing Lotte's smart coupon APP, Lotte's website, direct mail advertising, and other social media channels.

To promote the exhibitions and the Guam destination, GVB plans to bring the Marketing Manager - Korea Market, Culture & Heritage Officer, and two musicians to perform at the Opening Ceremony located at the Lotte Department Jamsil.

Action: Board approval needed.

PATA BOARD MEETING

Motion to ratify Executive Committee's travel approval for the GVB President and CEO Nathan Denight to attend the PATA Board Meeting, September 9-11, 2016 (Estimated cost of travel: \$4,110.00 from the FY2016 Pacific Market Meetings/Events Account #PA-SMD025).

Airfare: \$1,800 x 1 pax	\$1,800.00
Perdiem: \$452.50 (\$362 + 25%) x 4 days x 1 pax	\$1,810.00
Misc Expense:	<u>\$500.00</u>

TOTAL: \$4,110.00

Background: Guam Visitors Bureau President and CEO Nathan Denight serve as a current Board Member for the PATA Int'l Board 2016-2017 and will be attending the last board meeting of 2016. The Guam delegation will be attending the PATA Travel Mart right before his attendance to the board meeting. The GVB Director of Global Marketing who also attends as part of the PATA Executive Board will be in Indonesia for the PATA Travel Mart and the Guam delegation will be represented at the board meetings concluding PTM2016. Guam's active role and participation in the board meeting has elevated our image and we will continue to push Guam at the forefront of PATA events/activities for more opportunities for our Micronesia



Korea Trade Mission

Motion to ratify Executive Committee's travel approval for the Honorable Governor Eddie B. Calvo, First Lady Christine M.S. Calvo, GVB Board Chairman, GVB President & CEO, and GVB Vice President to conduct meetings with KGTC and Korean airlines in Seoul, Korea from September 16-20, 2016. Cost is approximately \$16,715.00 from FY2016 budget account KO-SMD019.

Korea Marketing:

Airfare		1,500.00	5		\$7,500.00
Protocol					\$4,225.00
Lodging	4	\$230.00 + 30%	2	\$2,392.00	
M&IE	5	\$141.00 + 30%	2	\$1,833.00	
GVB Board Chairman					\$927.50
Lodging	2	\$230.00 + 25%	1	\$575.00	
M&IE	2	\$141.00 + 25%	1	\$352.50	
GVB Management					\$4,062.50
Lodging	4	\$230.00 + 25%	2	\$2,300.00	
M&IE	5	\$141.00 + 25%	2	\$1,762.50	
				TOTAL	\$16,715.00

Background:

GVB is planning the following high-level meetings with Governor Calvo in Korea:

- Meet with executives of the Korean Guam Tourism Council (KGTC) to thank them for their support of Guam in 2016 and discuss plans for FY17.
- Meeting with Korean Air to discuss their decision to cease service from Osaka (KIX) to Guam and see if there is support that GovGuam/GVB can offer to keep flight.
- Meet with US Commercial Service to talk about business and investment opportunities in the tourism sector from Korea.
- Will also reach out to other airline partners for meetings

B. ADMINISTRATION & GOV'T RELATIONS

C. DESTINATION MANAGEMENT

D. GREATER CHINA

Committee minutes dated August 12, 2016

Exhibit C

E. JAPAN

Motion to approve additional per diem for 12 pax for various events in Japan to be held immediately after JATA Tourism Expo. (Estimated cost \$18,783.25 from Account # Account #JA-TTC001 (\$5,565.75), DM-CPO001 (\$13,489.00) and Account # AS-ESP001 (\$1,086.00)).



Japan Marketing	Per Diem Rate	No. of Days	Total
General Manager	\$678.75	3	\$2,036.25
JMC Chairman	\$678.75	2	\$1,357.50
Marketing Officer II Japan	\$543.00	3	\$1,629.00
Marketing Officer II Japan	\$543.00	1	\$543.00
MARKETING BUDGET:			\$5,565.75

CHaCO	Per Diem Rate	No. of Days	Total
CHC Officer	\$543.00	2	\$1,086.00
1 Miss Guam	\$543.00	3	\$1,629.00
2 Musician	\$1,086.00	3	\$3,258.00
4 Cultural Entertainers	\$2,172.00	3	\$6,516.00
Professional Fees:			
1 Miss Guam (2 days)	\$100.00	2	\$200.00
2 Musician (2 days)	\$200.00	2	\$400.00
4 Cultural Entertainers	\$200.00	2	\$400.00
CHACO BUDGET:			\$13,489.00

Sports & Events Committee	Per Diem Rate	No. of Days	Total
Community Development Officer	\$543.00	2	\$1,086.00
SPORTS & EVENTS BUDGET:			\$1,086.00

Background: JATA Tourism Expo is scheduled during several Japanese holidays making it necessary to hold events either before or after the largest travel show in Japan. On the Monday following the event, September 26, 2016, a travel industry reception will be held for Mr. Yuji Mitsumori for his retirement. On Tuesday, September 27, 2016, a major press conference to announce United Airlines as a title sponsor of the Guam International Marathon will be held in Japan. We have received a request to provide a Miss Guam, entertainers and for the President to provide remarks at a press event to be held in Tokyo. In addition to these milestones, planning and transition meetings will be held with our Japan team.

F. KOREA

Committee minutes dated August 9, 2016

Exhibit D

G. MEMBERSHIP & COMMUNITY OUTREACH



H. NORTH AMERICA & PACIFIC MARKETS
Committee minutes dated August 3, 2016

Exhibit E

I. RESEARCH

J. RUSSIA & NEW MARKETS

K. VISITOR SAFETY & SATISFACTION

Motion to approve to approve travel for the GVB Vice President to attend the Global Sustainable Tourism Conference in Seoul, Korea from October 05 - 08, 2016. (Cost approximately \$2232.44- Account Number VSS001).

Airfare	Round trip : \$748.44 x (1) pax	\$748.44
Per Diem:	Hotel lodging : \$230.00 x (4) nights	\$920.00
	Guam M&IE : \$141.00 x (4) days	\$564.00
TOTAL:		\$2232.44

The VP will attend the first Global Sustainable Tourism Conference, to be held in Suwon City, South Korea. This conference will feature prominent speakers, updates on GSTC's activities, themed sessions and panels.

In the FY2017 budget, the Legislature has approved a budget that itemized Eco Tourism which falls right in line with this sustainable tourism conference. Networking of best practices with the global tourism market is crucial for a successful implementation. The GVB team has begun to internally implement through the go green email among other things.

Conference themes are: marketing sustainable tourism, urban tourism, cultural heritage destinations, and sustainable MICE. Simultaneous translation to Korean and Chinese will be available. The global conference has been planned to coincide with the Suwon City Cultural Festival.

L. CULTURE & HERITAGE

M. SPORTS & EVENTS

VII) OLD BUSINESS

VIII) NEW BUSINESS

IX) EXECUTIVE SESSION

X) ANNOUNCEMENTS



Upcoming Board Meetings:

- Thursday, September 8, 2016 at 3:00pm, GVB Main Conference Room.
- Thursday, September 22, 2016 at 3:00pm, GVB Main Conference Room.

Announcements:

XI) ADJOURNMENT



Action Item:

- Update Tourism 2020 Plan
- Management to follow up on Board vacancy
- Management to craft a letter opposing Bill 338
- Management to provide the Board with FestPac close out report
- ~~- Management to set up meeting with DPW regarding Westin and Archbishop Flores intersections~~

Tumon Masterplan Task Force

- o Finalize signage / touting / abandoned-building / hand-billing legislation **No internal experience to draft this → need to outsource**
- o Incorporate into a capital request for funding via a bond
- o Submit draft plan → **Director Guzman / Doris Ada**
- o Adjust the bill we are putting forward to include a budget for MasterPlan

Sports & Events Recap → next BOD meeting

- o Money spent
- o Arrivals
- o Return on Investment

Immigration wait time / CBP → Lt. Gov. Task Force

- o Report from Lt. Governor's Office

- Management to set up workshop regarding GuestHouse issue - open to public

- Staff to provide a short recap of 2016 Smart Goals: Where we are at and where we are going → next BOD meeting

- Management to craft Resolution congratulating Takagi-san on his award from the Emperor of Japan → **PIO working with Japan Consulate**

- Special meeting to discuss ideas for 2016 → **GVB plans by Fiscal Year - Plan FY17 now**

Guam Visitors Bureau

President's Report

August 25, 2016



PRELIMINARY Visitor Arrivals

JULY 2016

Total: 122,996 (6.9%)

% Market Mix	Origin	Pax	% to LY
44.4%	Japan	54,625	-7.5%
39.7%	Korea	48,883	38.1%
5.4%	US/Hawaii	6,617	8.8%
3.2%	Taiwan	3,883	-37.1%
1.7%	China	2,062	-10.8%
1.3%	Philippines	1,651	94.5%

PRELIMINARY Visitor Arrivals CYTD 2016 (January 2016 - July 2016) Total: 866,671 (10.2%)

% Market Mix	Origin	Pax	% to LY
48.4%	Japan	419,619	-5.0%
34.8%	Korea	301,861	35.5%
5.3%	US/Hawaii	45,899	10.7%
2.9%	Taiwan	25,554	-2.5%
2.0%	China	17,726	33.1%
1.3%	Philippines	11,540	75.2%

PRELIMINARY Visitor Arrivals FYTD 2016 (October 2015 - July 2016) Total: 1,233,134 (10.5%)

% Market Mix	Origin	Pax	% to LY
49.3%	Japan	608,285	-4.5%
34.7%	Korea	428,336	40.2%
5.1%	US/Hawaii	62,826	8.5%
2.8%	Taiwan	34,580	-2.1%
1.8%	China	22,371	25.3%
1.3%	Philippines	15,614	48.5%

PRELIMINARY MTD Visitor Arrivals

August 1 - 23, 2016

Total: 109,025 (6.5%)

% Market Mix	Origin	Pax	% to LY
56.7%	Japan	61,780	8.6%
31.9%	Korea	34,829	8.6%
3.7%	US/Hawaii	4,063	13.0%
2.2%	Taiwan	2,358	-25.7%
1.6%	China	1,766	-35.6%
0.9%	Philippines	945	46.7%

Sports & Events

LAST WEEKEND
AUG 26 - AUG 28

Lite
GUAM
SUMMER
BEACH
FEST

FEATURING THE TUMON NIGHT MARKET
GVB SIGNATURE EVENT

GUAM BUREAU
GUAM
pepsi
Harlow
docomo pacific

YPAO BEACH | 5PM - 9PM | FREE TO THE PUBLIC & FAMILY FRIENDLY

FRIDAY August 26	SATURDAY August 27	SUNDAY August 28
<p>CHAR, GUITAR SENSATION from Japan Singer, Songwriter and Musician</p>	<p>LAST DJ DANCE PARTY on the Beach and 9 PM Fireworks Show</p>	<p>THE DOLLS and the PHOENIX STAGE BAND</p>
<p>5:00 - 6:00 Fitness on the Beach - Synergy 6:00 - 7:00 DJ Music 7:00 - 9:00 Char & Chris Pepler</p>	<p>5:00 - 6:00 Fitness on the Beach - Synergy 6:00 - 6:30 Andy's (Japan) 6:30 - 7:00 BAGS GROUP (Japan) 7:00 - 9:00 DJ LA XO - Dance Party on the Beach 9:00 Fireworks Show over Tumon Bay</p>	<p>5:00 - 6:00 Fitness on the Beach - Synergy 6:00 - 7:30 The Dolls (Guam) 7:30 - 9:00 Phoenix Stage Band (Guam)</p>

TAKE TROLLEY TO STOP 9 YPAO PARK/GVB
FOR EVENT SCHEDULE & DETAILS, VISIT: visitguam.com

Guam Summer Beach Fest Closing Weekend

- Japanese celebrity Char will perform Friday evening
- Fitness on the beach lead by Synergy Studios
- Andy's, Bag's Group and DJ LA XO perform Saturday ending with the last fireworks show
- The Dolls and Phoenix Stage Band perform on Sunday
- Tumon Night Market will continue Saturday Nights
- 5-9 p.m. Friday- Sunday at the Ypao Beach Fun Zone

Sports & Events

GIM renamed to United Airlines Guam Marathon

- Press conference was held on Tuesday at GVB for GSEI to announce United as official title sponsor and the name change
- United to dedicate resources to boost marathon growth and awareness
- Registration is now open at new website guammarathon.com
- Race is scheduled for April 9, 2017
- Guam will celebrate the 5th year for the marathon
- Goal is to strive for 5,000 runners
- Events to be held in Japan, Hong Kong, China and possibly Hawaii



2 YEAR STRATEGIC PLAN FY17-18

JAPAN MARKET

CURRENT SITUATION

- ▶ Decline in Arrivals
 - ▶ Challenges: Weak Yen, Decreased Outbound, Increase in Guam Pricing, Increases Comp from Asia & Hawaii
- ▶ Decline in Seat Capacity
 - ▶ Loss of Flights from Secondary Cities, Only 1 Flight from Japanese Carrier, Increase in Airfares
- ▶ Market Share: Guam dropping below 5%

OPPORTUNITIES

- ▶ Increase Air Service
 - ▶ Existing and new carriers
- ▶ More PR, More Online Advertising
- ▶ Grow Targets
 - ▶ FITs, Group/MICE, SMERF, Event
- ▶ Partner with industry on Sales, Marketing and PR opportunities

FY 17/18 TARGETS (KPI'S)

▶ Arrival Targets

- ▶ FY16 (Trend): 740,000

- ▶ FY17: 750,000 | FY18: 800,000

- ▶ @16M Outbound, represent 5% market share

▶ Air Seat Capacity: 1.1M seats

- ▶ @800K: 73% Load Factor

▶ MICE/Group Target

- ▶ FY16 (Trend): 110,000

- ▶ FY17: 120,000 | FY18: 130,000

**BUSINESS NOT AS
USUAL**

JAPAN OPERATIONS REALIGNMENT

- ▶ New Japan Office Manager start late September
- ▶ Japan Office management audit by Business Development Manager
 - ▶ Staff interviews - asses how each is using time
 - ▶ Document duties and processes, create flow/org charts
 - ▶ Important to establish baseline, Find efficiencies
- ▶ Accounting conduct Japan Office audit



AIR SERVICE
DEVELOPMENT

TAKE SEATS

**YOU CAN'T GROW ARRIVALS
WITH LESS AIR SEATS.**

Nate

AIR SERVICE DEVELOPMENT INITIATIVES

- ▶ Support existing carriers with PR and Marketing Co-op Program
- ▶ Airline Charter Incentive Program
 - ▶ Provide marketing funds to spur additional charters
- ▶ Communicate with existing carriers about additional service
- ▶ Continue meeting with potential new carriers with GIAA
 - ▶ Vanilla, Peach, Air Asia, Sky Mark, JetStar Japan, ANA
- ▶ Request GIAA for special Japan rates to encourage more flights



ADVERTISING AND PR

WIN THE WEB

ADVERTISING AND PR STRATEGY

- ▶ Shift paid advertising to online
 - ▶ TVs great but limited budget, difficult to measure
 - ▶ Yahoo, travel websites, OTAs, Expedia, YouTube, etc.
- ▶ Create engaging online content like the OOG video
- ▶ Increase Marketing Co-op and PR Budgets
 - ▶ Partner with TA's and airlines
 - ▶ TV/movie shoot on Guam

IDEA

IN 2017, CELEBRATE THE 50TH ANNIVERSARY OF JAPAN TOURISM ON GUAM AND VISIT GUAM 2017: YEAR OF LOVE WITH VISITORS SHARING THEIR GUAM STORIES AND COMING BACK TO GUAM WITH THEIR FAMILIES.



SALES AND
MARKETING

**FOCUSED
EFFORT**

SALES AND MARKETING STRATEGY

- ▶ Guam Tourism Summit: Launch Visit Guam 2017
 - ▶ 3-6 Cities in Japan in November
- ▶ Trade Shows and other in-market activities
 - ▶ Attend key travel shows, expand to activity expos
 - ▶ Limit non-performing activities
- ▶ Travel Agent Training Program, 2017 Launch
 - ▶ Online training program, Integrate with Study Tour

SALES AND MARKETING STRATEGY

- ▶ MICE/Group Initiatives
 - ▶ Dedicated website, help desk, sales team, ad plan
 - ▶ MICE/Group Incentive Program
- ▶ Wedding
 - ▶ Develop strategy together with major wedding companies on PR and marketing
- ▶ Do a much better job of promoting Guam Events

INCENTIVE AND MARKETING CO-OP SUMMARY

- ▶ Airline Incentive Program
 - ▶ About 100 Charter flights in FY16, trending down
 - ▶ \$500K-\$1M out of rainy day fund
 - ▶ \$5000 per charter flight, \$500K = 100 flights
 - ▶ Also consider using for new service support
- ▶ MICE/Group Incentive Program
 - ▶ \$500K support fund
 - ▶ Tiered plan offering per pax support
- ▶ Marketing Co-op
 - ▶ Major CO-OP: JTB or HIS - \$500K of support for nationwide campaign
 - ▶ Increase regular marketing co-op fund



Si Yu'os Ma'ase!



FY 2016

	Appropriation	Received to Date		Balance	
Operations	\$ 21,044,191.00	\$ 16,358,191.00	78%	\$ 4,686,000.00	22%
Destination Development	\$ 1,235,000.00	\$ 1,015,000.00	82%	\$ 220,000.00	18%
Rainy Day Fund	\$ 200,000.00	\$ 200,000.00	100%	-	0%
Cultural & Sports Ambassador Fund	\$ 200,000.00	\$ 160,000.00	80%	40,000.00	20%
Pass-Thru	\$ 750,000.00	\$ 683,750.00	91%	66,250.00	9%
Guam Football Association	\$ 400,000.00	\$ 400,000.00	100%	-	0%
Pilot Program Korean Visitor Market	\$ 250,000.00	\$ 250,000.00	100%	-	0%
FESTPAC	\$ 1,300,000.00	\$ 1,300,000.00	100%	-	0%
Capital Improvement Projects	\$ 1,000,000.00	\$ 1,000,000.00	100%	-	0%
TOTAL	\$ 26,379,191.00	\$ 21,366,941.00		\$ 5,012,250.00	

Total Receivables FY 2016 **\$ 5,012,250.00**

Accounts

RESTRICTED

Bank of Guam - Rainy Day Fund	\$ 2,033,202.99
Bank of Guam - FESTPAC Trust Account ¹	\$ 645,676.97
Cultural & Sports Ambassador Fund	\$ 345,250.00
TOTAL	\$ 3,024,129.96

UNRESTRICTED

Bank of Guam - Operations	\$ 4,189,507.36
First Hawaiian Bank - Membership	\$ 63,950.83
Resona	\$ 230,502.48
Bank of Guam - TAF	\$ 2,520,939.89
Raymond James - CD value as of 07/31/2016 ²	\$ 2,523,569.89
TOTAL	\$ 9,528,470.45

TOTAL as of 08/23/2016 **\$ 12,552,600.41**

Current Payables

Asatsu invoices JUN	\$ 372,159.49
Japan Invoices	\$ 34,230.48
Guam Invoices	\$ 528,018.51
FY 2016 Pass-thru appropriations	\$ 42,500.00
Encumbered Contracts	\$ 4,118,773.92
Encumbered Purchase Orders	\$ 191,944.45
FESTPAC Trust Account	\$ 645,676.97
TOTAL as of 08/23/2016	\$ 5,933,303.82

NOTES

NOTE 1

\$645,676.97	FESTPAC
(\$135,556.79)	FESTPAC expenditures - reimburse Operations
\$510,120.18	

NOTE 2

\$1,407,282.57	Morgan Stanley/Raymond James CD
(\$86,542.00)	Board approved \$86,542 on 07/23/15 for Department Revenue & Tax Auditors
(\$700,000.00)	Board approved \$700,000 on 02/25/16 for Pale San Vitores Road Bus Shelter Project
(\$150,000.00)	Board approved \$150,000 on 07/14/16 for Pale San Vitores Road Bus Shelter Project
\$470,740.57	

**NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING MINUTES
WEDNESDAY, AUGUST 3, 2016, 2:00 P.M.
GVB Main Conference Room**

PRESENT:

Chairwoman Theresa Arriola, Sanctuary, Inc.
Katie Black, Mystical Tours & Adventure
Barbara Taitano, Mystical Tours & Adventure
John Calvo, WPRFMC

ABSENT:

Amilyn Salas, Sheraton Laguna Guam Resort
Emily Wallace, Golden Ace Travels
Valerie Carbullido-Blas, Westin Resort Guam
Paula Monk, United Airlines
Ana Marie Franquez, Pactours, Inc.
Amilyn Salas, Sheraton Laguna Guam Resort
Rolenda Faasuamalie, GIAA
Jacob Leon Guerrero, Pacific Islands Club
Sheila Shedd, Hilton Guam Resort & Spa
Joanna Rupley Sablan, Holiday Resort Guam

GVB STAFF:

Pilar Laguana, Director of Global Marketing
Gina Kono, Marketing Manager - Korea & North America Markets
Regina Nedlic, Marketing Manager - Pacific Market
Mark Manglona, Marketing Manager - Russia & Philippines Markets
Haven Torres, Marketing Coordinator - Russia & Philippines Markets
Colleen Cabedo, Marketing Coordinator - Korea & North America Markets

I. CALL TO ORDER

Chairwoman Theresa Arriola called the North America & Pacific meeting to order at 2:29 p.m.

II. APPROVAL OF PREVIOUS MEETING MINUTES

Mr. John Calvo made the motion and seconded by Ms. Barbara Taitano to approve the minutes of July 6, 2016. Motion approved unanimously, subject to minor corrections.

III. REPORT OF THE CHAIRWOMAN

Chairwoman Arriola shared that she along with Ms. Dee Hernandez, and a Miss Guam represented the GVB in Washington, D.C. for all the official Guam Liberation functions. They also attended the Guam Society picnic and Congresswoman Bordallo's event.

NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING MINUTES
WEDNESDAY, AUGUST 3, 2016, 2:00 P.M.
GVB Main Conference Room

IV. REPORT OF GVB MANAGEMENT

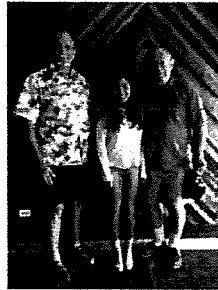
❖ NORTH AMERICA

- ❖ Guam Liberation Update
 - Liberator Gene Bell visit

North America/Pacific Market

Guam Liberator, Mr. Gene Bell's Visit
July 15-25, 2016

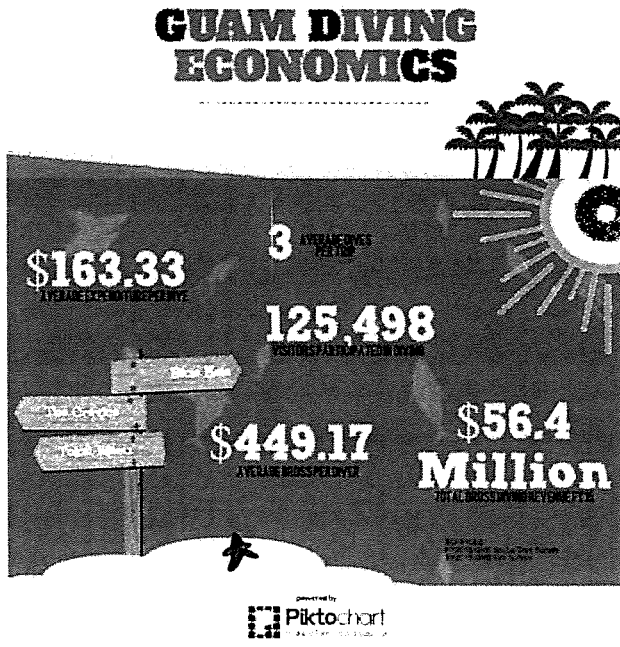
- Mr. Gene Bell, U.S. Marine Veteran attended the 72nd Liberation festivities and parade.
- 91-year-old only liberator who came back this year.
- 18th visit to Guam and his 3rd consecutive year attending Guam liberation day festivities.
- Attended 8 memorial services and had interviews with Newstalk, K57's Phil Leon Guerrero and Guphan Magazine.
- Graciously hosted by our members for hotel accommodations, rent-a-car, meals, and entertainment.



Pictured Left to Right: Board Member, Mr. Bart Jackson; GVB Marketing Coordinator, Ms. Colleen Cabedo; Guam Liberator, Mr. Gene Bell.

- Ms. Laguaña discussed with the committee that every year the pool of liberators that come out is getting smaller and smaller. This year we only received 1 liberator, Mr. Gene Bell.
 - This is his 18th visit to Guam and his 3rd consecutive year attending Guam liberation day festivities. Mr. Bell attended 8 memorial services and had interviews with several local media outlets.
 - Mr. Bell was graciously hosted by GVB members for hotel accommodations, rental car, meals and entertainment.
- ❖ 22nd Annual Pacific Islanders Festival Association (PIFA) | Sept. 24 & 25, 2016
- Power Scuba Club Fam Tour - December 3-7, 2016 (22 pax)
 - Ms. Laguaña shared that during the Scuba Show in Long Beach, California; she along with Ms. Gina Kono and Mr. Jason Lin met with a scuba promoter who will be bringing a group of 22 divers in early December 2016.
 - We are treating this fam group with the same support services that the Guam Visitors Bureau marketing department gives to MICE planners. Services include special greeting services, kits, and sponsor certain events, to help incentivize their investment in choosing Guam.
 - The objective is to promote Guam's strategic position to accommodate the dive enthusiast as a quick layover, U.S. destination with many adventures and shopping options.




NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING MINUTES
 WEDNESDAY, AUGUST 3, 2016, 2:00 P.M.
 GVB Main Conference Room



- Ms. Colleen Cabedo shared to the committee members the 2015 GVB Guam Scuba Dive Survey.
- According to results from the 2015 GVB Guam Scuba Dive Survey, the average total expenditure per dive was \$163.33. The average number of dives per diver was 3 dives. Based on this data, the average gross revenue per diver amounted to \$449.17. In FY2015, based on Guam’s major markets alone, 125,498 visitors participated in diving. Based on this data, a conservative estimate can be made that, from our major markets alone, the total gross diving revenue in 2015 is \$56,369,635.12.

❖ PHILIPPINES

- Travel Madness Expo July 8 - 10, 2016

Philippines Marketing News	Philippines Marketing News
 <p>US Commercial Service United States of America Department of Commerce</p>  <p>US Commercial Services Office Meeting (July 7, 2016)</p> <ul style="list-style-type: none"> • Thanked the office in helping promote the PATA Summit • Explore more Gold Key Services from the USCS Office in the Philippines • USCS and the US Embassy to work closely with GVB in promoting its signature events 	<p>Media Round Table Discussion</p>  <p>July 7 Hole in the Wall, Makati</p> <ul style="list-style-type: none"> • The Guam Visitors Bureau hosted dinner for 15 media, top travel, lifestyle and tech bloggers <p>Banner signature events</p> <ul style="list-style-type: none"> • KoKo Road Race • Shop Guam Festival 2016 <ul style="list-style-type: none"> • Integration of Latest Technology <p>GVB happily shared the increase of visitors from the Philippines thanks to the affordable rates of partner airlines</p> <ul style="list-style-type: none"> • Distributed PR Materials

**NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING MINUTES
WEDNESDAY, AUGUST 3, 2016, 2:00 P.M.
GVB Main Conference Room**

Philippines Marketing News

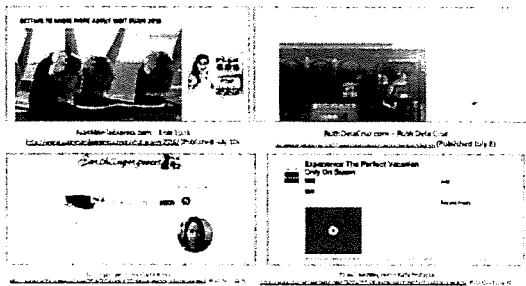
Media Round Table Discussion (Continued)



Partners from Pacific Star provided Hotel Accommodation and Cebu Pacific provided (2) round trip tickets to GUM.

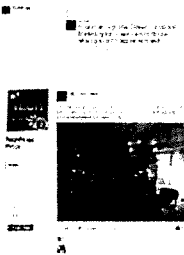
Philippines Marketing News

Guam Running Event On-line Coverage



Philippines Marketing News

Guam Running Event On-line Coverage



TechPinas - Mark Macanas
(Published July 7)

Philippines Marketing News



5th TME July 8, 9, 10
SMX Convention Center

The Guam Visitors Bureau participated in the 5th Travel Madness Expo (TME) to promote the upcoming GVB signature events until balance year.

- Signature events:**
- KoKo Road Race
 - Shop Guam Festival 2016

To keep up with today's changing times, GVB PH Office presented Guam to Filipino Travelers in a modern twist but still kept the rich culture and traditions of Guam using the latest technology available

Philippines Marketing News

The GVB e-Booth



Floor to Ceiling LED Wall

- Static photos with sound
 - Tour of spots, shopping, wellness and events
 - Mari Adai music on the background
- Videos Rolling
 - Only on Guam take material
 - 360 Video with Mari Adai

Interactive Photo Booth

- Direct to Facebook Upload
 - Event goers to take 4 photos with Guam branded props
 - Automatic hashtags: #MyGumGum and #LoveGuam
 - Photos direct upload to Visit Guam PH's Facebook Account

Philippines Marketing News

Social Media Integration

- All photos are directly uploaded to Visit Guam PH's FB Account.
- Event goers are asked to like Visit Guam PH's page and share their photos taken
- FB Likes before expo: 21,529 likes
- FB Likes after expo: 22,388 likes (as of July 12)




512 Photos Posted

**NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING MINUTES
WEDNESDAY, AUGUST 3, 2016, 2:00 P.M.
GVB Main Conference Room**

Philippines Marketing News

Philippines Marketing News





GUAM BOOTH

	July 8 (Fri)	July 9 (Sat)	July 10 (Sun)
Participants*	255	510	450
Inquiries	9	11	11

Average Foot Traffic / Day: 1,100 people*





Mikey Bustos Appearance (July 10)

- Shop Guam Festival's ambassador and YouTube sensation Mikey Bustos went to the booth to say hi and have photos with the event goers
- Mikey Bustos promoted GVB's booth thru his social media accounts

Philippines Marketing News

Philippines Marketing News







Partner Airline Meetings

- GVB together met with 3 carriers to talk about continuing efforts on how to increase visitors from MNL-GUM-MNL
- Efforts to create customized promotions for the upcoming SGF 2016
- Strengthen ties with their partner Travel Agencies
- Possible Fam Tours both for their TAs and Media

Manila Marathon Meeting (July 8)

- To ink partnership on promoting Guam Sporting events thru their available channels
- GVB to be present in all running events of Manila Marathon
- Manila Marathon to bring runners from the Philippines to go to Guam
- 11 KKRR Philippine Delegates will be flying to Guam



- Mr. Mark Manglona shared the July activity report by our GVB Philippine representatives. In July, they attended the Travel Madness Expo from July 7 -10, 2016. In addition, they had meetings with the US Commercial Services Office, Philippine Airlines, Cebu Pacific, United, and the Manila marathon organizers.
- Mr. Manglona mentioned that during the Expo, YouTube sensation Mikey Bustos made a special appearance at the Guam booth.

❖ **PACIFIC**

- **4th Quarter Events**
 - Post Report – PATA EB Meeting in Bangkok, Thailand | July 27-31, 2016
 - PATA Mirconesia Chapter 2nd Tri-Annual Meeting | Pohnpei, FSM | August 15-18, 2016
 - PATA Board Meeting & Travel Mart | Jakarta, Indonesia | September 5-9, 2016
 - MICE Asia 2016 | Singapore | September 22-23, 2016
 - ITB Asia 2016 | Suntec, Singapore | October 19-21, 2016
- Ms. Regina Nedlic shared that Ms. Laguana just returned from the PATA Executive Board meeting in Bangkok, Thailand.
- Ms. Regina Nedlic mentioned that the next PATA Micronesia Chapter 2nd Tri-annual meeting would be held in Pohnpei, FSM. Guest speaker will be PATA Board CEO, Mr. Andrew Jones.

**NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING MINUTES
WEDNESDAY, AUGUST 3, 2016, 2:00 P.M.
GVB Main Conference Room**

❖ PACIFIC MOTION:

Mr. John Calvo made a motion, seconded by Ms. Katie Black, to approve travel for the GVB President and CEO Nathan Denight to attend the PATA Board Meeting, September 9-11, 2016 (Estimated cost of travel: \$4,110.00 from the FY2016 Pacific Market Meetings/Events Account #PA-SMD025) Motion Approved.

Airfare: \$1,800 x 1 pax	\$1,800.00
Perdiem: \$452.50 (\$362 + 25%) x 4 days x 1 pax	\$1,810.00
Misc Expense:	<u>\$500.00</u>
TOTAL:	\$4,110.00

Background:

Guam Visitors Bureau President and CEO Nathan Denight serve as a current Board Member for the PATA Int'l Board 2016-2017 and will be attending the last board meeting of 2016. The Guam delegation will be attending the PATA Travel Mart right before his attendance to the board meeting. The GVB Director of Global Marketing who also attends as part of the PATA Executive Board will be in Indonesia for the PATA Travel Mart and the Guam delegation will be represented at the board meetings concluding PTM2016. Guam's active role and participation in the board meeting has elevated our image and we will continue to push Guam at the forefront of PATA events/activities for more opportunities for our Micronesia region.

Action:

Board approval needed for travel.

V. OLD BUSINESS

- No old business.

VI. NEW BUSINESS

- No new business.

VII. ANNOUNCEMENTS

- Next NAP Meeting Scheduled for Wednesday, September 7, 2016 at 2:00 p.m. in the GVB Main Conference Room
- Ms. Laguana shared that the Bureau will be opening up in all markets at different pace depending on budgets and strategies, a new segment of the market called the LGBTQ or Lesbian, Gay, Bisexual, Trans, and Queer. Chairwoman Arriola suggested using the resources from GALA, Guam's Alternative Lifestyle Association, Human Rights Organization in Washington, D.C, and the Guahan Project -WestCare Foundation
- Mr. Russell Ocampo shared with the committee members the opportunity to receive the book 365 Days for Travelers for their companies.
- Ms. Gina Kono shared that GVB had their FY2017 budget hearing on July 22, 2016.
- Ms. Laguana solicited the members assistance for potential vendors to participate in the upcoming Shop Guam Festival 2016.

**NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING MINUTES
WEDNESDAY, AUGUST 3, 2016, 2:00 P.M.
GVB Main Conference Room**

VIII. ADJOURNMENT

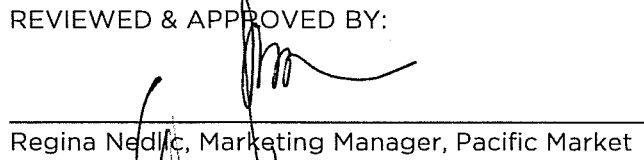
Being no further business to discuss, Ms. Katie Black made a motion, seconded by Mr. John Calvo to adjourn the meeting at 3:32 p.m. Motion Approved.

PREPARED BY:

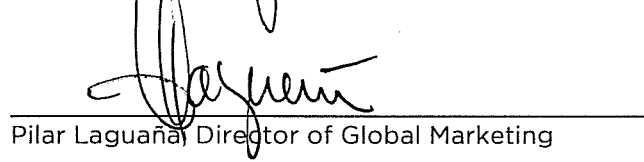


Haven Torres, Marketing Coordinator, Russia & Philippines Markets

REVIEWED & APPROVED BY:



Regina Nedlic, Marketing Manager, Pacific Market



Pilar Laguaña, Director of Global Marketing

GREATER CHINA MARKETING COMMITTEE MEETING

11:00AM - Friday, August 12, 2016

GVB MAIN CONFERENCE ROOM

Page 1 of 9

GREATER CHINA MARKETING COMMITTEE MEETING | FRIDAY - August 12, 2016

GCMC MEMBERS IN ATTENDANCE: Joann Camacho, Tiffany Chan, Charlene Chen, Jenny Kim, Soohyun Lee, Sunardi Li, Echo Man, Simon Odoqa, Olga Tonkikh

ABSENT GCMC MEMBERS: Jenny Cheon, Terry Chung, Bruce Kloppenburg, Stephen Gatewood, Gerald Perez,

GCMC OBSERVERS: Marissa Del Rosario (proxy: Paula Monk), Tae Oh (proxy: Tomoyuki Goto), Masami Norton (Eva Air), Mitsue Nakamura (Leo Palace Resort).

GVB: Pilar Laguana, Brian Borja, Russell Ocampo, Elaine Pangelinan, Nakisha Onedera-Garrido

I. CALL TO ORDER

In the absence of Chairman Bruce Kloppenburg, Vice-Chairwoman Joann Camacho called the meeting to order at 11:00 a.m.

II. MINUTES OF THE PREVIOUS MEETING - July 1, 2016

They're being no objections; the Minutes were duly approved as submitted.

III. REPORT OF THE CHAIRMAN

No report. Deferred to report of GVB Management.

IV. REPORT OF GVB MANAGEMENT

❖ Greater China Visitor Arrivals Summary




- Visitor arrival report and forecast stats for the Greater China Markets was reported.
- China and Hong Kong are tracking positive increases FYTD and CYTD.
- The Taiwan market is tracking negative at -2.6% and -3.0% for FYTD and CYTD respectively. Mr. Russell Ocampo explained that the cause of this slight decrease was the absence of summer charter flights this fiscal year.

Market	FYTD 2015 October – August 4th	FYTD 2016 October – August 4th	% of diff.	CYTD 2015 January – August 4th	CYTD 2016 January – August 4th	% of diff.
Taiwan	35,794	34,879	-2.6%	26,658	25,853	-3.0%
China, P.R.C	18,127	22,755	25.5%	13,591	18,110	33.2%
Hong Kong	6,850	7,356	7.4%	4,574	4,837	5.7%

❖ FY2017 Goal Pax

- Mr. Brian Borja & Mr. Russell Ocampo stated the FY2017 goal pax numbers for the markets of Taiwan, Mainland China, and Hong Kong. The attached chart displays actual visitor arrivals spanning FY2011 – FY1015 as well as the goal pax for FY2015 and FY2016.

FY2017 Goal Pax

	FY2011 Actual	FY2012 Actual	FY2013 Actual	FY2014 Actual	FY2015 Actual	FY 2016 Goal Pax	FY2017 Goal Pax
 TAIWAN	40,709	49,851	47,904	50,924	42,315	54,000	55,000
 CHINA	6,179	9,040	10,384	14,547	23,589	35,000	35,000
 HONG KONG	8,519	8,396	8,936	8,605	8,163	9,000	14,000

❖ FY2017 Smart Goals

- Mainland China
 - Increase FY2017 Mainland China visitor arrivals to 35,000 passengers by strengthening awareness of Guam among the travel trade.
 - Execute Guam Sales Mission to 3 selected cities in Northern, Eastern and Southern China, with minimum 10 industrial partners and average 100 visitors in each city.
 - Conduct Guam theme product design competition to strengthen Guam awareness among travel trade; and increase number of Guam Expert Program registers and graduates.
 - Participate in the US Commercial Service exhibitions and Brand USA road show and seminars.
 - Participate in the trade fair/exhibitions in China
 - Strengthen Guam brand awareness by airline co-operative program.
 - Marketing promotion with MICE medias to increase awareness of Guam among MICE agents and corporate.
 - Executive tour operator familiarization tours
 - Joint promotion with UA SHA Tour Operators to increase direct flight load factor.
 - Incentive program with charter flight agents to increase number of charter flights.
 - For planning purposes Vice-Chairwoman Camacho suggests to highlight key overseas missions for GCMC members to attend.
- Strengthen awareness and identification of Guam by increasing 20% exposure among the consumer market.
 - POI promotion on travel/UGC program
 - Co-operative program with OTAs
 - Marketing campaign on APP or mobile channel, by co-ops with diving club, health/gym club, wedding company, lifestyle social media, airline and etc.

GREATER CHINA MARKETING COMMITTEE MEETING

11:00AM – Friday, August 12, 2016

GVB MAIN CONFERENCE ROOM

Page 3 of 9

- Increase Guam awareness by sponsoring Top TV/radio Show
- Consumer campaign with China UnionPay or other 3rd-party payment suppliers
- Participate in the consumer fair/exhibitions in China
- Increase identification of Guam by PR Retainer, advertorials and media activities
- Executive media familiarization tours.
- Help stakeholders facilitate business by conducting stakeholder engagement.
 - Quarterly stakeholder newsletter and opportunity calendar
 - Launch online China Ready Program
 - Execute GVB China Sales Mission
 - Promote Guam USA Holiday partners and deal
- Hong Kong
 - Increase arrivals to 14,000 pax over FY2017 via joint promotion with travel agents and airlines especially during Guam's low seasons.
 - Joint-promotions and training workshops with travel agents to promote Guam. Target 6 seminars/workshops for travel trade, travel bloggers and general public.
 - Work with airlines (United, HK Express, EVA, others) to promote Guam and offer incentives during low seasons.
 - Develop incentive programs for Travel Agents to boost the sales during low seasons.
 - Develop at 6 joint-promotion campaigns with specific themes such as Wedding Guam, Dive Guam, Hike Guam, Surf Guam, Sports Guam, Study in Guam, Weekend away Guam and Shopping in Guam.
 - Host two gathering events for travel agents per year to keep them updated about Guam's development
 - Increase Guam's general awareness and market visibility both online and off-line by 20% over FY2017.
 - Seek opportunities to promote Guam via TV travel programs.
 - Increase social media campaigns, general market advertisement, joint advertisement opportunities (print media) with travel agents and advertorials to increase Guam's market visibility.
 - Utilize FAM tours to increase Guam's awareness and promote different travel products directly to travel trade and travel influencers.
 - Expand social media reach by expanding to new platforms, eg. Periscope, Instagram, Wechat.
 - Reach out to the Expat community via chambers of commerce and local expat groups.
 - Participate at ITE to engage with general public and seek opportunities for further sales activities.
 - Increase Guam wedding travelers by 5% and increase wedding promoters who are promoting the Guam wedding market by 40% over FY2017.
 - Joint promotions to promote Guam's wedding market.
 - Expand reach to Hong Kong wedding planners to promote Guam as a wedding destination.
 - Seek advertorial or general marketing opportunities with leading Wedding Magazines and Websites.
 - Increase Guam adventure (surf, dive, hike) travelers by 15% and have 5 adventure travel media promoters actively promoting Guam as an adventure travel destination over FY2017.
 - Seek joint promotions to promote Guam as a surf, dive, hike destination to generate public and trade awareness.
 - Identify and work with Adventure and sporting travel media, Agents and groups.
 - Seek advertorial or general marketing opportunities with leading sports and adventure Magazines and Websites.
- Taiwan
 - Increase yield.

- Achieve a 7% increase in arrivals in Low Season (Mar-May / Sept-Nov), targeting the senior and wedding groups who competitively the high spending targets.
- Increase Guam's share of voice (SOV) on news by 10%.
 - Leverage Guam's natural resources and signature events.
 - Build up Guam's brand image from tourism, entertainment and sports industry.
 - Keep close relationship with Taiwan entertainment and sports industries.
- Increase Guam's social media influences on social media networks.
 - Elevate the number of GVB Taiwan Facebook page fans from 56,961 to 60,000.
 - Elevate the number of GVB Taiwan Instagram page followers from 616 to 2,000.
- Develop M.I.C.E Market
 - Hold familiarization tours, travel agent seminars, and an incentive program for M.I.C.E to promote M.I.C.E tours.
 - Target at least 10 groups with over 20 PAX annually.
 - M.I.C.E Incentive program - optional, request for additional budget.
- Develop mobile marketing tactics.
 - Expand service on SM marketing such as connecting FB fans page and Instagram together, organizing SM campaign on both platforms.
- Achieve and maintain TPE-GUM daytime flights.
 - Provide sufficient support to CI's daytime flights to make it a success, in order to keep the daytime services.
 - Help CI reach at least 75% L/F rate averagely, in order to increase the flight frequency.

❖ 3-Month Forecasts



3 month Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '16	Seat Data '15	% Change Seats
July	1954	2128	-8.2%	3081	Estimated 4965	-37.9%
August	1786	2984	-40.1%	2748	Estimated 4965	-44.7%
September	1771	1425	24.3%	2726	Estimated 2608	4.5%

Flights

July

Shanghai
 -UA: 2 flights per week =1062
 (B737-700)

Beijing
 -DYA Charter: 215 seats (B767)
 -UA Charter: 140 seats (B7637-800)

Nationwide
 -KE: estimated 1000 seats per month
 (A330-300)

Hong Kong
 -UA:4 flights per week=664
 (A737-88)

Aug

Shanghai
 -UA: 2 flights per week =944
 (B737-700)

Beijing
 -UA Charter, 140 seats (B7637-800)

Nationwide
 -KE, estimated 1000 seats per month
 (A330-300)

Hong Kong
 -UA:4 flights per week=664
 (A737-88)

September

Shanghai
 -UA: 2 flights per week =1062
 (B737-700)

Nationwide
 -KE, estimated 1000 seats per month
 (A330-300)

Hong Kong
 -UA:4 flights per week=664
 (A737-88)



HONG KONG MARKET UPDATE

3 month Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '16	Seat Data '15	% Change Seats
August	775	737	5%	2,822	2,822	0%
September	725	691	5%	2,822	2,822	0%
October	650	586	10%	2,822	2,822	0%

United Airlines - Equipment
 Hong Kong - Guam
 - Boeing 737-800
 - Seats 166 (16 first, 150 economy)
 - 4 flights per week (M,W,F,S)



TAIWAN MARKET UPDATE

3 month Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '16	Seat Data '15	% Change Seats
August	4,259	4,053	5.1%	5,678	5,066	12%
September	3,690	3,296	11.9%	5,271	4,708	11.9%
October	3,123	2,748	13.6%	5,678	4,868	16.6%

Flights

August

Taipei
 - China Airlines : 5 per week = 3,410
 (B737-800,738)
 - EVA Airways : 2 per week = 2,268
 (A330-200,332)

Total 5,678

September

Taipei
 - China Airlines : 5 per week = 3,255
 (B737-800,738)
 - EVA Airways : 2 per week = 2,016
 (A330-200,332)

Total 5,271

October

Taipei
 - China Airlines : 5 per week = 3,410
 (B737-800,738)
 - EVA Airways : 2 per week = 2,268
 (A330-200,332)

Total 5,678

GREATER CHINA MARKETING COMMITTEE MEETING

11:00AM - Friday, August 12, 2016

GVB MAIN CONFERENCE ROOM

Page 6 of 9

V. OLD BUSINESS

❖ Market Reviews & Past Promotions

- Mainland China
 - Great Guam Fun Run Post Event Update - Since the event concluded on June 11th, Rushitour has been promoting (2) types of KoKo Roadrace products:
 - 4-day professional runners package which includes race registration for the KoKo Road Race, airport transfers, and a hotel stay at the Hilton Guam Resort & Spa
 - 5-day family running package, which includes KoKo Road Race registration for parents, KoKo Kids Race registration for children, local transportation to include a tour guide and a hotel stay at Hilton Guam Resort & Spa.
 - The distribution and promotional channels for this product includes travel agents (aoyou.com, CTYS, Rushitour, tuniu outdoor), running OTA's (42Trip, iRanShao, Urban Sports) and running clubs (YESports, Shanghai Morning Post, Lenovo Running Health Association).
 - GVB China participated in the "To my Dear" A love letter from Guam, series promotion with GZL International.
 - The program spanned over 5 weekends from June 4th to July 3rd.
 - GVB Utilized a booth space to display Guam's romance products.
 - Walk-in couples had the opportunity to engage in writing love post cards and photo opportunities.
 - Grandbuy Tourism Festival Joint Event
 - GVB Guangzhou attended the launching ceremony in GrandBuy Beijing Road Square on June 25th.
 - Grandbuy arranged for Guam dance performances during the ceremony.
 - 3D scenes referring to summer holidays allowed customers to take photos.
 - July 4th Independence Party with USCS Shenyang.
 - 400 guests from different fields were invited to the party and GVB China had one hour to promote Guam in our booth before the start of the party.
 - Together with Dynamic Airways, GVB China promoted Guam summer charter products.
 - GVB China joined the party with other guests and built up contacts.
 - In-House Training with Hua-Yuan Tour.
 - GVB conducted an in-house training with Hua Yuan tour on July 16th in which they increased awareness of Guam as a MICE destination and introduced Guam's MICE resources and 2016 incentive policy.
 - Summer Beach Fest & Visit Guam 2017 Media FAM.
 - GVB hosted a media FAM from July 13-19, 2016.
 - The media included: Travel Weekly, youpu.cn, and four KOLs from Lotour.
 - All media attended the Visit Guam 2017 press conference and expo.
 - All media attended the Summer Beach Fest on July 16 & 17.
 - All media visited the Guam museum and experienced hiking, skydiving, dolphin and other Guam activities and will cover them in their content.
 - Joint Event with Brand USA Shenyang & Harbin Roadshow.
 - Event was held on July 13, 2016. GVB Guangzhou gave a five-minute presentation to introduce Guam's tourism resources and engaged on a one on one table talk session. Over 80 participants from local travel trade and media attended this roadshow.
- Hong Kong
 - Joint Event the Pulse and Guam Holiday
 - GVB Hong Kong engaged in a joint event with The Pulse & Guam Holiday. This multi-week campaign was a low-cost exposure of Guam to the general public. The online promotion was viewed over 22k times.

GREATER CHINA MARKETING COMMITTEE MEETING

11:00AM - Friday, August 12, 2016

GVB MAIN CONFERENCE ROOM

Page 7 of 9

- o Guam Holiday pier side run.
 - Guam Holiday held a 30KM run around Victoria Harbour. This was a no cost exposure of Guam to the general public. The event drew 500 runners and Guam Holiday issued HKD\$200 gift certificates to the runners as prizes; each gift certificate promoted the KoKo Road Race.
- Taiwan
 - o Guam National Triathlon Championships.
 - Guam National Triathlon Championships concluded its annual event in scenic Merizo on July 17 with 12 athletes from Taiwan competing together. Taiwan team stormed into other male and female divisions, winning 10 medals in total. Two sport media from Taiwan, Sportsnote & don1don, reported for the race.
 - o Beach Fest Fam Tour.
 - The fam tour all went smoothly. Taiwan media enjoyed Guam Beach Fest, Zip Guam and scuba diving. They experienced Chamorro culture as well with diverse activities.
 - o Taichung Travel Fair.
 - Veda participated in the Taichung Travel Fair from July 29 - Aug. 1, in which they continually promoted Guam to visitors in central Taiwan.
 - 2 TAs (PIT, Spunk Tour) sent people to assist in Guam package promotions.

VI. NEW BUSINESS

❖ Market Updates & Upcoming Promotions

- Mainland China
 - o Mr. Brian Borja gave an overview of Mainland China's 3-Month Activity Programs.
 - UGC Online Campaign with Mafengwo to promote SGF2016
 - In September, a H5 animated page of Guam and Shopping in Guam will be designed and launched on the mobile APP of Mafengwo. The page will showcase the classic places of Guam with change of different scenarios by the users, and in the meantime, users are able to virtually purchase gifts in Guam and get discounts on the total amount. Users are able to see clearly how much they can save from shopping in Guam, become more interested in the destination and finally decide to come to Guam.
 - In the meantime, Guam product gathering page and UA page will be designed out and linked to the ending of the H5 page, as well as a link jumping to download SGF 2016 APP.
 - Online Campaign with Korean Air Official Website. Dates: July 15 - Dec 31, 2016
 - "KE Boarding Pass Special Offer" to passenger that purchase air tickets from China to Guam on KE official website is confirmed to be bus passes for 5 days.
 - Guam special event page is designed out by Korean Air and to be launched very soon.
 - GVB China will take on another promotional event on social media as well as Korean Air.
 - Joint Promotions with Travel Agent-Baicheng
 - Joint Promotions with Travel Agent-Sparkle Tour
 - Marketing Campaign with "TV Star-Superman Challenge" BTV KaKu Children Program
 - The BTV group is preparing for the inspection trip and the inspection is supposed to be set at the end of August. GVB China has sent invitation to UA Shanghai to cooperate in the program and is waiting for their feedback.
 - From the end of August to September, BTV will start promoting the Guam episodes with recruiting children for the special program. BTV will also design a H5 registration page on WeChat for Guam episodes. GVB China will also join the

GREATER CHINA MARKETING COMMITTEE MEETING

11:00AM - Friday, August 12, 2016

GVB MAIN CONFERENCE ROOM

Page 8 of 9

promotion on social media.

- Guam Library Build-up
- Joint Promotions of Guam KoKo Road Races with Travel Agents
- ROMANCE Southern China Promotion - Experience True Love in Guam
- FY 2016 Coops with Ctrip
- FY 2016 Summer Charter Coops with CYTS and goldenholiday.com
- FY 2016 Marketing Coops with 2 travel agents of UA in Shanghai

- Brand USA Training Seminar in Zhengzhou on September 5
 - Showcase Guam to the travel agents from Zhengzhou, Henan province of China.
 - Introduce and recommend KoKo Road Races 2016 and SGF 2016 to the travel agents.
 - Encourage agents to create, promote and sell Guam feature products.
 - Boost the tourism trade's efforts to lure more Chinese visitors to Guam.
 - Strengthen the partnership between GVB and Brand USA.

- USCS Xi'an Silk Road Int'l Tourism Expo from August 26 to 28
 - Showcase Guam Destination to the trade from Shaanxi province or other buyers.
 - Build connections with new buyers
 - Strengthen the partnership between US embassy and Brand USA

- 2016 International Islands Expo in Zhoushan, Zhejiang Province
 - Increase awareness of Guam holiday destination and PVG-GUM-PVG flight
 - Increase media exposure during the events
 - Promote Guam travel product on EXPO website as well as other OTA partners
 - Strengthen the partnership with Ctrip

- Consumer Advertising-Coops with KE and UA TO to promote KoKo race and SGF
- Quarterly Media Gathering Event
- Press Release Distribution & Media Enquiry Handle

- Hong Kong
 - Mr. Brian Borja gave an overview of Hong Kong's 3-Month Activity Programs.
 - August
 - Joint Promotion - UOG Tour
 - Adventure sport campaign (Social media)
 - September
 - Joint Promotion - United Vacations / Hong Tai
 - Family Campaign (Social media)
 - October
 - Joint promotion - United Vacations / Hong Tai
 - Shop Guam Campaign (Trade prep)
 - Expat campaign (Social media)

- Taiwan
 - Mr. Russell Ocampo gave an overview of Taiwan's 3-Month Activity Programs
 - Coop with China Airlines
 - Provide special offer for visitors from Kaohsiung (two people go together), during September 1st -October 31st;
 - Provide free 1-night stay in Novotel for those who visit Guam with CI flight departing on Tuesday, Friday and Saturday (limited)
 - Provide free connecting flight to TPE for those who visit Guam with CI flight departing on Wednesday and Sunday
 - Issued PR & advertised on Best Radio & FB

GREATER CHINA MARKETING COMMITTEE MEETING

11:00AM - Friday, *August 12, 2016*

GVB MAIN CONFERENCE ROOM

Page 9 of 9

- Sales Mission in Taiwan
 - GVB delegation will visit Taiwan together with Chamorro dance master during Aug.21st-26, collaborating with 777 club for the Chamorro dance tutorial, which will serve as the first Chamorro dance academy.
 - Arrange media exposure to maximize the overall benefits.
 - Pay courtesy visits to key trade partners in Taipei and Kaohsiung, reinforcing connection with them.
 - Organize sales mission in the middle of Taiwan to enhance connection with local market

VII. ANOUNCEMENTS

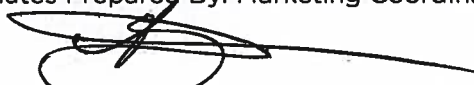
- ❖ Shop Guam Festival 2016
 - All committee members were encouraged to participate in the annual Shop Guam Festival. Co-op application packets were distributed and committee members were emailed copies of this year's SGF2016 fact sheet.
- ❖ Guam Summer Beach Fest
 - The Guam Summer Beach Fest is on-going and all committee members were encouraged to enjoy the line-up of entertainment planned for week 5.
- ❖ Taipei International Travel Fair (ITF)
 - Participation email sent to GVB membership on August 1, 2016.
 - Deadline to submit is August 26, 2016.

VIII. ADJOURNMENT

- ❖ There being no objections, the meeting adjourned at 11:50AM.



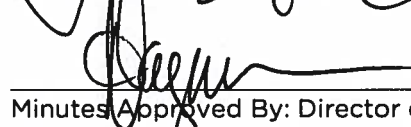
Minutes Prepared By: Marketing Coordinator - Nakisha Onedera



Minutes Reviewed By: Marketing Manager - Mainland China & Hong Kong - Brian Borja



Minutes Reviewed By: Marketing Manager - Taiwan - Russell Ocampo



Minutes Approved By: Director of Global Marketing - Pilar Laguaña