

JAPAN MARKETING COMMITTEE MEETING MINUTES
Tuesday, April 16, 2024 | 2:00 pm
GoToMeeting | ID: 196-870-885

EXHIBIT A

<p><u>GVB Board Director, Management, Staff Present:</u></p> <ol style="list-style-type: none"> 1. Gerald S.A. Perez, Vice President 2. Nadine Leon Guerrero, Director of Global Marketing 3. Regina Nedlic, Senior Marketing Manager - Japan 4. Elaine Pangelinan, Senior Marketing Manager 5. Mai Perez, Marketing Manager - Japan 6. Brian Cha, Web & IT Coordinator 7. Mike Arroyo, Web & IT Coordinator Assistant 8. Nicole Benavente, Senior Marketing Manager - Korea (Online) <p><u>GVB Japan Online:</u></p> <ol style="list-style-type: none"> 1. Yusuke Akiba - Japan Executive Director 2. Nobuyoshi Shoji - Japan Account Director 3. Masato Wakasugi - Japan Trade Sales Director 4. Yoshimasa Yanagihara - Japan Sales Trade Executive 5. Yoshika Matsumoto - Japan Digital Planner 6. Taiichi Higuchi - Japan Marketing Executive 7. Kiyomi Kawasaki - Japan Sales Trade Assistant 	<p><u>Observers Attendance In Person</u></p> <ol style="list-style-type: none"> 1. GPO - Monte Mesa 2. Baldyga Group - Mari Oshima <p><u>Observers Attendance Online:</u></p> <ol style="list-style-type: none"> 3. Nissan Rent a Car - James Valencia 4. JAL - Yuichiro Yamakawa 5. Skydive Guam - Ayaka Yamaguchi 6. Hyatt Regency Guam - Mio Balajadia 7. Hyatt Regency Guam - Madelain Cosico 8. Crowne Plaza - Keiko Deliguine 9. GTA - Florence Hipolito 10. Guam Plaza - Osamu Takahashi 11. The Tsubaki Tower - Hiromi Matsuura 12. Hotel Tano 13. Rakuten - Kazumi Ikeno 14. Westin - Julia Kim 15. Rakuten - Yoshiaki Kanemitsu 16. Hilton - Kimi Passauer 17. Rakuten - Sakiko Koizumi 18. PIC - Koji Nagano 19. LamLam Tours - Nishida 20. Lotte Hotel Guam - Hiroko Tajima 21. Nissan Rent a Car - Mike Tamayo 22. Dusit Group - Miwa Bravo 23. TRAMB - Manaho Mori 24. GPO - Nicole Carriage 25. Nikko Hotel - Kazue Sunaga 26. Royal Orchid - Mami Manlucu 27. TPM - Ichiro Shirata 28. DFS - Toshinori Ota 29. TRAMB - Aya Tojo 30. Rakuten - Yuriko Yokosawa 31. Leo Palace - Yoshi Otani 32. Spa Ayualam - Yuta Hasegawa
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CALL TO ORDER

- Ms. Regina Nedlic, Senior Marketing Manager called the Meeting to order at 2:00 pm.

REPORT OF MANAGEMENT

- Dr. Gerry Perez, GVB Vice President,
 - Recapped the Koko Road Race Weekend
 - Koko road race participants were 700, and close to 400 for the Koko kids race.
 - The race is starting to be an international scale.
 - Continue to promote the event as one of the GVB signature events.

- Ms. Nedlic presented visitor arrival summary

March 2024

March 1-31, 2024 **Total: 66,753 (+8.7%)**

% Market Mix	Origin	2019	2023	2024	% to LY
33.2%	Japan	72,603	11,571	22,194	91.8%
48.9%	Korea	53,980	36,423	32,670	-10.3%
10.1%	US/Hawaii	8,170	8,083	6,720	-16.9%
2.8%	Philippines	1,365	1,200	1,354	12.8%
0.2%	Taiwan	1,942	150	139	6.9%
0.5%	China	693	101	305	202.0%
0.7%	Hong Kong	438	88	54	-88.6%

Calendar Year to Date 2024

January - March 31, 2024 **Total: 223,577 (+28.3%)**

% Market Mix	Origin	2019	2023	2024	% to LY
26.3%	Japan	189,398	22,603	58,749	159.9%
54.2%	Korea	182,704	115,556	121,263	6.8%
6.9%	US/Hawaii	23,964	23,425	22,049	-6.9%
1.5%	Philippines	3,923	3,678	3,257	-11.4%
0.4%	Taiwan	6,958	1,061	929	-12.6%
0.7%	China	4,403	280	1,485	430.4%
0.1%	Hong Kong	1,815	168	169	0.6%

Fiscal Year to Date 2024

October 2023 - March 31, 2024 **Total: 412,259 (+33.4%)**

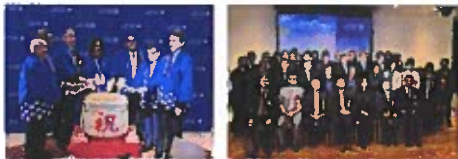
% Market Mix	Origin	2019	2023	2024	% to LY
25.5%	Japan	350,181	34,283	109,322	219.1%
54.4%	Korea	364,771	203,143	224,383	10.3%
10.2%	US/Hawaii	46,562	42,644	42,071	-1.2%
1.7%	Philippines	10,326	7,281	6,905	-5.2%
0.4%	Taiwan	12,246	1,855	1,450	7.2%
0.6%	China	7,945	477	2,413	405.9%
0.1%	Hong Kong	3,643	287	408	37.6%

MARKET UPDATE

- Ms. Nedlic presented the Japan Market Updates

MARKET INFORMATION

For Trade
United Airlines held a luncheon meeting with related parties in advance of the opening of the Haneda-Guam route.
 United Airlines, which operates the Haneda-Guam route, held a luncheon in Tokyo on March 28 to commemorate the opening of the Haneda-Guam route. The luncheon was attended by UA executives including Doreen Barth, Senior Vice President of Worldwide Sales, and Marcel Fuchs, Lieutenant Governor. Joshua Tenorio, GVB President and CEO, Carl T.C. Guirenez, and other Guam tourism and airport officials attended, along with travel industry representatives. They celebrated the inauguration of the Haneda-Guam route with travel industry representatives.



MARKET INFORMATION

For Trade
Expedia Announces Ranking of Popular International Travel Destinations for Golden Week (G/W) 2024

Golden Week in 2024 is divided into two consecutive holidays with three days of paid vacation in between making it a 10-day weekend. This will be the perfect timing for overseas travel. A look at the search rankings of popular overseas travel destinations shows that six of the top 10 ranking destinations are within Asia, indicating the solid popularity of Asia. Among the most popular destinations "Guam," where an increase in direct flights has been announced for April 2024 and "Los Angeles" home to a team with a high-profile Japanese baseball player were ranked in the fastest-growing popularity ranking.

2024 G/W Overseas Travel Destinations Popularity Ranking		2024 G/W Overseas Travel Destinations Search Interest Ranking	
1	Seoul	1	Hongkong
2	Taipei	2	Bali
3	Bangkok	3	Doom
4	Osaka	4	Los Angeles
5	Hongkong	5	Taipei

SEAT CAPACITY SUMMARY

	APR	MAY	JUN	TTL
UNITED	42,662	42,496	45,650	130,808
JAPAN AIRLINES	4,179	4,577	4,577	13,333
ASIANA AIRLINES CHINA AIRLINES	0	307	0	307
TTL	46,841	47,380	50,227	144,448

NUMBER OF FLIGHT SUMMARY

	APR	MAY	MAY	TTL
UNITED	257	256	275	788
JAPAN AIRLINES	21	23	23	67
ASIANA AIRLINES CHINA AIRLINES	0	1	0	1
TTL	278	280	298	856



FLIGHT OPERATION - April

April Total Outbound Seat Capacity : 46,841

Flight	Carrier	Class	Days	Capacity
A + add-on	UA 127	YBT	0 0 0 0 0 0	2 100
A + add-on	UA 87	YBT	0 0 0 0 0 0	4 100
A + add-on	UA 14	YBT	0 0 0 0 0 0	2 112
A + add-on	UA 50	YBT	0 0 0 0 0 0	4 100
A + add-on	UA 50	YBT	0 0 0 0 0 0	4 100
A + add-on	UA 91	YBT	0 0 0 0 0 0	4 100
A + add-on	UA 71	YBT	0 0 0 0 0 0	2 112
A + add-on	UA 81	YBT	0 0 0 0 0 0	4 100
A + add-on	UA 70	YBT	0 0 0 0 0 0	4 100
A + add-on	UA 80	YBT	0 0 0 0 0 0	4 100
TTL				42,642

FLIGHT OPERATION - May

May Total Outbound Seat Capacity : 47,380

Flight	Carrier	Class	Days	Capacity
A + add-on	UA 127	YBT	0 0 0 0 0 0	2 100
A + add-on	UA 87	YBT	0 0 0 0 0 0	4 100
A + add-on	UA 14	YBT	0 0 0 0 0 0	2 112
A + add-on	UA 50	YBT	0 0 0 0 0 0	4 100
A + add-on	UA 50	YBT	0 0 0 0 0 0	4 100
A + add-on	UA 91	YBT	0 0 0 0 0 0	4 100
A + add-on	UA 71	YBT	0 0 0 0 0 0	2 112
A + add-on	UA 81	YBT	0 0 0 0 0 0	4 100
A + add-on	UA 70	YBT	0 0 0 0 0 0	4 100
A + add-on	UA 80	YBT	0 0 0 0 0 0	4 100
TTL				47,380

FLIGHT OPERATION - June

June Total Outbound Seat Capacity : 50,227

Flight	Carrier	Class	Days	Capacity
A + add-on	UA 127	YBT	0 0 0 0 0 0	2 100
A + add-on	UA 87	YBT	0 0 0 0 0 0	4 100
A + add-on	UA 14	YBT	0 0 0 0 0 0	2 112
A + add-on	UA 50	YBT	0 0 0 0 0 0	4 100
A + add-on	UA 50	YBT	0 0 0 0 0 0	4 100
A + add-on	UA 91	YBT	0 0 0 0 0 0	4 100
A + add-on	UA 71	YBT	0 0 0 0 0 0	2 112
A + add-on	UA 81	YBT	0 0 0 0 0 0	4 100
A + add-on	UA 70	YBT	0 0 0 0 0 0	4 100
A + add-on	UA 80	YBT	0 0 0 0 0 0	4 100
TTL				47,380

FLIGHT OPERATION - Appendix

JAPAN AIRLINES 2023 - 2024 Flight Schedule

Year	Month	Days	Capacity
2023	October	1, 2, 3, 7, 8, 9, 12, 14, 15, 17, 18, 21, 22, 24, 26, 28, 29, 31	16
	November	2, 3, 5, 7, 8, 11, 12, 14, 16, 17, 19, 21, 23, 25, 26, 28, 30	17
	December	2, 3, 5, 7, 8, 10, 12, 14, 16, 17, 18, 21, 23, 24, 26, 28, 30, 31	16
2024	January	1, 2, 4, 5, 6, 7, 8, 9, 11, 12, 14, 16, 18, 20, 21, 23, 25, 27, 28, 30	21
	February	1, 3, 4, 6, 10, 12, 13, 15, 17, 18, 20, 22, 23, 25, 27, 29	16
	March	2, 3, 5, 7, 8, 10, 12, 14, 16, 17, 19, 20, 22, 24, 26, 28, 30, 31	16
April	1, 2, 4, 6, 7, 8, 10, 11, 12, 14, 15, 17, 18, 20, 21, 22, 24, 25, 27, 28, 29	21	
May	1, 2, 4, 5, 6, 8, 9, 11, 12, 13, 15, 16, 18, 19, 20, 22, 23, 25, 26, 27, 29, 30	22	
June	1, 2, 3, 5, 6, 8, 9, 10, 12, 13, 15, 16, 17, 19, 20, 21, 22, 23, 24, 26, 27, 29, 30	22	
July	1, 2, 3, 4, 6, 7, 8, 10, 11, 13, 14, 16, 17, 18, 20, 21, 22, 24, 25, 27, 28, 29, 31	22	
August	2, 4, 7, 8, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20, 22, 23, 24, 25, 26, 27, 29, 31	22	
September	1, 2, 4, 5, 7, 8, 9, 11, 12, 14, 15, 16, 18, 19, 20, 22, 23, 25, 26, 28, 29, 30	22	
TTL			47,380

DESTINATION COMPARISON BY CAMPAIGN

Hawaii

Headed Tourism Authority supported "Pineapple Brand" Tropical Coconut Flavors giveaway campaign.

Mongolia

Official tours to locations of popular Japanese drama "VIVANT" near on sale, including dinner with Mongolian actors.

Korea

Offer benefits to users of "VIVANT" a popular novel/drama series in Korea.

OLD BUSINESS

- Ms. Nedlic presented the Old Business

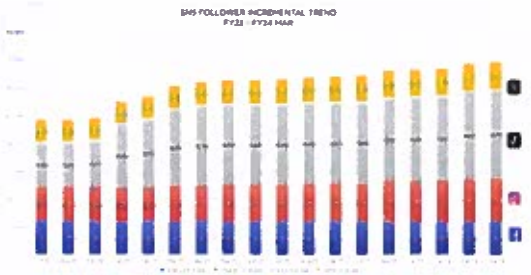
GOGO! GUAM PAY PROGRESS

Compared to the results of the first phase in 2023, the coupons were distributed to a larger number of people and the amount actually spent in the stores increased significantly. The increase in the coupon value setting from \$20 to \$30 and the increase in the number of stores in Guam where coupons could be used contributed greatly to the success of the project.

Guam Pay Program and Season Result	Vs 1st	1st Season Result
Number of actual distributions to consumers	6,446	213%
Final amount of coupons used	\$127,575.25	980%
Coupon usage rate	65.97%	308%

SNS FOLLOWER INCREMENTAL TREND

- SNS/digital centric communication contributed growth of SNS followers - 32%, Oct 22 vs Mar 24.
- Total: 138,857



SNS ALWAYS ON AD



Objective

- Build top of mind awareness
- Maximize reach

Target

- Nationwide and travel lovers

Period

- March 1 - 31, 2024 (run ads annual y)

Key Message

- Proximity: American resort and let's go Guam now - GoGo Guam Hafa Adai Campaign

Result

- 17,938,401 view
- 16,265,799 reach

DIGITAL PR: LOVE TABI FEATURED Girls Trip

- The magazine was posted on LOVETABI, a website that provides information on destinations and hotels for women. Ken Corporation also cooperated in this project



V-TUBER PROGRAM

- Create long-form video content on YouTube and TikTok that animated characters to introduce Guam's attractions and in-depth information

Update

- The 1st filming was finished on April 2, 2024, and the raw footage has been edited
- After review, the first video will be uploaded in late April or early May.



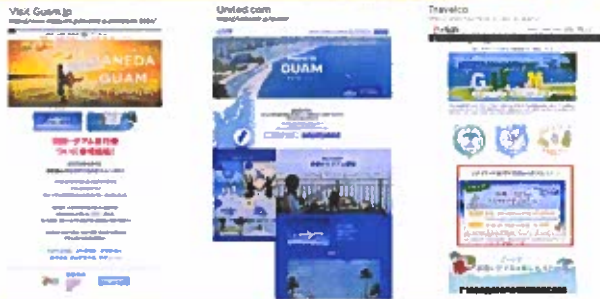
HANEDA LAUNCH: VIP RECEPTION

- Attended a VIP luncheon hosted by United to celebrate the inaugural Haneda-Guam flight
- The delegation met and greeted approximately 80 industry professionals, many of whom were there to promote Haneda-Guam route
- Lieutenant Governor Joshua Tenorio, GVB Board Chair George Chu, GIAA Board Chair Brian Bamba and John Guinata from GIAA also attended from Guam

United VIP Luncheon to celebrate the launch of Haneda flight
 Event @ 3/28/2024
 Venue Andaz Tokyo



HANEDA LAUNCH WEBSITE



HANEDA LAUNCH: DIGITAL AD

- Started HND launch announcement from April 1 and deploying SNS and digital TV platform to announce HND launch ad in Kanto region



Period Apr 1 - Jun 6, 2024
Target Area (Tokyo, Kanagawa, Saitama) Travel Lovers
Estimate 58,000,000 View



HANEDA LAUNCH: TOKYO METRO VISION

- Targets Tokyo-area workers who commute by crowded trains, conveying the message that Guam is even closer to Haneda



Period Apr 8 - 14, 2024

Exposed Train Lines
 Ginza Line / Marunouchi Line / Hibiya Line / Tozai Line / Chiyoda Line / Hanzomon Line / Namboku Line / Yurakucho Line / Fukutoshin Line



HANEDA LAUNCH: SNS CV AD

CV Ads

Directly link with Metasearch "Travelko" to increase traffic to their Guam page
 Creative: Influencer made tactical content



March 1 - 31, 2024

42,237 click
2,786,151 imp



HANEDA LAUNCH: UA COOP

- United Airlines sponsors a limited time offer to purchase round-trip tickets from Haneda to Guam for as low as \$52,000 throughout multiple paid SNS channels



FOOD TRUCK

- Tokyo and Osaka promotion is mainly targeting Gen Z to millennials
- We expanded area to Nagoya and Okayama to target family segment to support building awareness in immediate Spring travel and Golden week travel from NGO and KIX market

Date	Activities in Osaka
Mar 9 - 10 12 2024	Kalamachi Miyakojima by Osaka FULAIRIYOBA DO
Mar 20 24 2024	Kalamachi Miyakojima by Osaka FULAIRIYOBA DO
Date	Activities in Tokyo
Mar 8 - 18 26 2024	Tokyo Otemachi Ono
Mar 1 12 18 26 2024	Tokyo Yamanote TR Building
Feb 24 - 29 2024	Tokyo Shinjuku Law Street
Date	Activities in Other regions
Mar 16 - 17 2024	Nagoya Travel Land
Mar 30 31 2024	Osaka Karama AEDU



HIS COOP: Momochi-hama TV

- A TV shopping promotion for Momochi Hama Store, a local information program that has aired on TNC TV West for over 20 years
- The program aired on March 15 and 22



FAM: GCC UMAIMON KOSHIEIEN - HIGHSCHOOL

- Gunma Prefecture students who won a cooking competition for Japanese high school students were invited to Guam for an exchange program with Guam Community College students at the Leo Palace Hotel on March 20
- Half of the program consisted of a presentation on Guam's history by GCC tour guide students and a leaf weaving experience while the other half was a cooking class where the students and the students introduced each other's cultural cuisine. The program was covered by AVAM news and other media



FAM: STORYTELLER YOUTUBER: KOYAKKI STUDIO

- Based on interviews and location shoots in Guam, they will focus on the Chamorro culture and ancient legends and turn them into videos.
- This time, they filmed videos to be posted on their sub-channel as well as their main channel. In addition, videos of their music band were also filmed. Their videos will be available starting in April 2024.



FAM: KANAGAWA UNIVERSITY IN MAR

- Have tourism students visit Guam to experience the island, conduct research on Guam tourism and SDGS from the students' perspective, and post their findings on SNS
- Event Date 3/28 - 31 2024
- Participants: Four second-year students of Kanagawa University's School of Global Japanese Studies (Tourism and Culture Course) with Professor Takashi Shimakawa
- They experienced Guam by visiting the Leo Palace Hotel Inspection, Two Lover's Point, and Fish Eye.



Nagoya Travel Land : Regional Consumer

- To increase the number of travelers to Guam from the Chubu region, we exhibited at the consumer event "Nagoya Travel Land"
- In order to increase the number of travelers from the Chubu region to Guam, the company exhibited at the consumer event "Nagoya Travel Land". At the event booth operated in cooperation with United Airlines, original goods were distributed to those who followed GVB's SNS account (1,000 people). Guam guidebooks were distributed and flyers of Guam products were distributed with cooperation from HIS and Mettsu Kanko. At the same venue, food trucks were dispatched for the first time in the Nagoya area to promote Guam. Through food at the same time, next to the GVB booth, a pop-up booth of Hotel Hukio Guam and Canelle's Tower was also exhibited to appeal to Guam visitors from the Chubu area.



REGIONAL PROMOTION - UA COOP KYUSHU KIDS JOB CHALLENGE 2024 IN HIRADO

- Guam Visitors Bureau, together with United Airlines, participated in an event held in Hirado, Nagasaki Prefecture on March 23 and 24, 2024, for children to experience adult occupations
- Contents
- Children experienced working at the airport check-in counter and baggage check at a virtual airport as part of the airline's job experience
- In a virtual Guam arrival setting, they experienced leaf weaving and Chamorro dancing, which are representative of Chamorro culture



A total of 63 kids participated (15 minutes of 30 minutes per program)

REGIONAL PROMOTION - MARIANAS OPEN IN NAGOYA

- Observed the GVB-sponsored Brazilian Jiu-Jitsu Tournament.
- Kraig from GVB made opening remarks and was a presenter at the awards ceremony. Nearly 200 athletes from Guam and their families visited Nagoya.
- Marianas Pro Japan, Nagoya
- Event Date: 3/9/2024
- Venue: Aichi ken Budokan



REGIONAL PROMOTION KURASHIKI OKAYAMA



- Okayama prefecture invited GVB to participate travel event in Kurashiki city in Okayama
- This project was initiated by Okayama prefecture and JTB Okayama to promote overseas travel in immediate to summer break
- Target audiences are mainly family segment
- GVB conducted SNS promotion and food truck promotion
- Event date: Mar 30-31
- Venue: AEON Mall Kurashiki

REGIONAL PROMOTION - ONE GUAM SEMINAR IN HIROSHIMA

- The seminar, which we conduct for travel agents along with Guam hotel and activity companies, was held in Hiroshima Prefecture. In addition to us, speakers included United Airlines, Baldyga Group, Crowne Plaza Resort, and Ken Corporation. 29 agents from Hiroshima attended.
- Residents of Hiroshima Prefecture will use Fukuoka Airport since there are no direct flights to Guam. Flights from Fukuoka Airport have few passengers, so this was a very important opportunity for promotion.



REGIONAL PROMOTION - COOP WITH FUKUOKA AIRPORT

- We sponsored the Open Top Bus Tour organized by Fukuoka International Airport Co., Ltd. (FIAC). This bus tour is a guided bus tour connecting domestic and international flights at Fukuoka Airport.
- This time, in collaboration with Guam, special announcements about Guam (flight status, service introduction, sightseeing information introduction, etc.) were made during the tour and GVB presented some gifts to participants.
- Collaboration Dates: March 23 (Sat), 24 (Sun), 30 (Sat), 31 (Sun)
- Number of passengers: 267 in total



COOP WITH TRAVEL AGENCIES

- Co-op advertising was developed with travel agencies utilizing Hata Adai campaign that began in 2024. Exposure was achieved through TV, newspapers, SNS and web ads. The program has successfully sent approximately 5,000 visitors.



COOP WITH UA/ JTB: GUAM FAIR IN STORE EVENT

- JTB's 250 nationwide partner stores will hold a Guam Fair from March to June, decorating a corner of the store with Guam to enhance its presence.
- The stores with the best sales results will receive an incentive to visit Guam.
- This project is co-sponsored by United Airlines.



NEW BUSINESS

- Ms. Nedlic presented the New Business

HND LAUNCH : MAY 1 INAUGURAL FAM

- Invited 3 influencers to feature Girls trip from Haneda and Golf in Guam as well as invited 4 travel trade media: Travel Journal, Wing Travel, Traicy and Travelko.
- Those influencers and media to support building new route Haneda



HND: MAY 9 UA X GVB INDUSTRY MIXER

- Azabudai Hills opened on November 24, 2023. Total project cost is approximately 579.2 billion yen.
- The concept of Azabudai Hills is a "modern urban village" surrounded by greenery and a "plaza" that connects people to each other.
- Guam delegation to participate and show commitment to Japan market.



METASEARCH: TRAVELKO

- A tie-up page will be posted on Travelko. To raise awareness of the Haneda flight service among potential travelers. At the same time, it will propose recommended plans from each departure point with the aim of increasing the conversion rate.
- Publication period: Apr 23 - May 27, 2024
- Banners and email newsletters will be distributed during the same period to direct visitors to the tie-up page

REGIONAL DIGITAL PROMOTION: SKYSCANNER

- Approach users in secondary cities (FUJ/NGO/KIX) that has potential to travel to Guam.
- Target users that are searching from Fukuoka/Nagoya/Kansai Area to other beach destinations.
- Long-term exposure starting in May for 9 months to ensure constant exposure of Guam as a destination

REGIONAL PROMOTION: COOP

Coop with Fukuoka Airport

Objective

- Build destination awareness and raise top of mind awareness
- Encourage potential to book flight and visit Guam from Fukuoka

Period

- May - Jun

Target

- FIT

of distribution

- 500 Guam pay

FOOD TRUCK IN APR - MAY

Date	Upcoming events
April 9, 16, 23	Nihon University Sangenyaya Campus
April 17, 24	Otemachi Hotona Plaza
May 7, 14, 21	Nihon University Sangenyaya Campus
May 8, 15, 22	Otemachi Hotona Plaza

Date	Upcoming events
April 6-7	FURARI Kyobashi
April 19-21	AEON TOWN Matsubara
April 27-29	Meat Fest 2024 X Act In Utsa 5th Anniversary o Rinku Open-Air Concert Hall
May 1-2	Mashima Marche
May 3-6	Beer Bravo! Craft Beer Carnival 2024 Spring at FULALI KYOBASHI
May 11-12	The 4th LOHAS Park Umeda o Ogmachi Park

*This is a tentative reservation, subject to change depending on the situation in April.

KOKO ROAD RACE STARTING TOWARDS 2025

ACTIVITY	APR-SEP	OCT-DEC	JAN-MAR	APR
	Awareness		Entry	
SNS/ PR	<ul style="list-style-type: none"> Post report by SNS and media Marathon/ Sports Influencer FAM Tie-up with Shin Nippon Marathon Association Koko Road race related content - marathon content every month Koko Road race 2025 announcement website 	<ul style="list-style-type: none"> SNS Targeted ads SNS Content 	Advocacy	
SALES	<ul style="list-style-type: none"> Announcement in trade seminars and workshops Sales call with TA to promote Koko Road Race 	<ul style="list-style-type: none"> Coop ad 		

Ko'Ko' ROAD RACE PROMOTION IN FY 24

- Partnering with New Japan Marathon Association to insert Ipage ad and flyer distribution at Sakura marathon in Tokyo area

Magazine ads **Flyer Distribution** **Tour Planning**

Ko'Ko' ROAD RACE RESULT IN FY24

- Japan's influencer Sachi Uozumi participated in the half marathon and won the women's division 1:33:07. Misato Tsuboi participated in 10K and recorded 54:08
- Japanese celebrity Yuta Watanabe participated half and recorded 2:24:47

FY 24 Financial Update

GA Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
ADMIN	Japan Administrative	\$ 300,000.00	\$ 47,118.10	\$ 333.33	\$ 244,548.57	81.52%
PR001	Revenue	\$ 400,000.00	\$ 234,800.00	\$ 234,800.00	\$ 130,500.00	60.00%
ADV01	Advertising/PR Materials/Storage and Support	\$ 1,117,000.00	\$ 940,366.30	\$ 927,641.62	\$ 227,641.62	10.36%
ADV05	Co-op Advertising/Articles/TA/Travel Tools	\$ 400,000.00	\$ 138,503.87	\$ 333.33	\$ 261,162.80	65.04%
PR002	PR Fee/Website/Online Support	\$ 430,000.00	\$ 316,825.63	\$ 333.33	\$ 86,841.04	22.77%
TT001	Regional Travel Shows (Charter/Hotel/Transport/Entry)	\$ 60,000.00	\$ 30,000.00	\$ 29,000.00	\$ 29,000.00	60.00%
SH004	Baking Market Development/Trade/FAM Tours/Cultural	\$ 820,000.00	\$ 612,300.00	\$ 315,448.44	\$ 315,448.44	33.89%
GRAND TOTAL		\$ 3,000,000.00	\$ 2,324,587.94	\$ 922,000.70	\$ 1,458,442.97	30.17%

ANNOUNCEMENTS

- Earth Day GVB x TECO Ypao Beach Clean-up on Saturday, April 20, 2024, at 8:00 AM
- Guam Micronesia Island Fair on June 1 and 2, 2024, at Ypao Beach Park



- The Liberation Day Homecoming Campaign is currently underway to celebrate 80th Liberation anniversary.
- Next JMC meeting on May 14, 2024, at 2:00 pm.
- JATA Tourism Expo Japan 2024 is from September

Discussion/Question:

Comment

- Mr. Monte Mesa,
 - Inquired any feedback from the travel agency about a group tour.
- Dr. Perez
 - The sentiment of the group and package travel consumer is not ready to travel overseas.
 - Value-driven competitive destinations are within Asia.
- Mr. Mesa
 - Inquired if there is any plan to use celebrities and TV programs for the marketing.
- Ms. Nadine Leon Guerrero, Director of Global Marketing
 - The marketing budget is not at the pre-COVID level yet, and it is too risky to focus on big promotions only.
- Ms. Nedlic
 - GVB has implemented Group/MICE support as well as mini-seminars to generate more interest in these segments.

ADJOURNMENT

- The meeting was adjourned at 3:00 pm.

Minutes prepared by:



Mai Perez, Marketing Manager - Japan

Minutes reviewed/
approved by:



Regina Nedlic, Senior Marketing Manager - Japan

Minutes approved by:



Nadine Leon Guerrero, Director of Global Marketing