

JAPAN MARKETING UPDATE MEETING MINUTES

Tuesday, April 8, 2025 | 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. Ken Yanagisawa, JMC Chairman, Board Director 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 Assistant 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"> 9. Nobuyoshi Shoji - Japan Account Director 10. Masato Wakasugi - Japan Trade Sales Director 11. Yoshimasa Yanagihara - Japan Sales Trade Executive 12. Yoshika Matsumoto - Japan Digital Planner 13. Taiichi Higuchi - Japan Marketing Executive 14. Kiyomi Kawasaki - Japan Sales Trade Assistant 	<p><u>Observers Attendance In Person</u></p> <ol style="list-style-type: none"> 1. Stroll - James Rosenburg II 2. Baldyga Group - Mari Oshima 3. GPO - Monte Mesa 4. Spa Ayualam - Yuta Hasegawa <p><u>Observers Attendance Online:</u></p> <ol style="list-style-type: none"> 5. Hotel Nikko Guam - Lyka Cress 6. Micronesia Mall - Anna Tenorio 7. PIC - Koji Nagano 8. Guam Plaza - Osamu Takahashi 9. GPO - Estella 10. TPM - Junichiro Takahashi 11. Lotte - Hiroko Tajima 12. Reef - Akihiko Gondo 13. Leo Palace - Keiko Takano 14. Yoko Niimura 15. Westin - Yoshi Otani 16. GPO - Suzanne Perez 17. The Tsubaki Tower - Hiromi Matsuura 18. Micronesia Mall - Francis Lira 19. Donki - Jason Respicio 20. Rakuten - Yuriko Yokosawa 21. GPO - Nicole Carriaga 22. Rakuten - Yoshiaki Kanemitsu 23. Rakuten - Kazumi Ikeno 24. Sky Dive - Ayaka Yamaguchi 25. Hilton - Kimi Passauer 26. Nissan - Mickael Tamayo 27. Hyatt - Chizuru Wakabayashi
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CALL TO ORDER

- Japan Marketing Chairman Ken Yanagisawa, GVB Board director, called the Meeting to order at 2:00 pm.
 - Welcomed new president and CEO Régine Biscoe Lee.
- Ms. Régine Biscoe Lee, GVB President and CEO
 - Expressed her gratitude for the opportunity to join the JMC meeting and emphasized her commitment to focusing on the Japan market.

REPORT OF MANAGEMENT

- Ms. Regina Nedlic presented the arrival number.

FEBRUARY 2025					
February 1-28, 2025					
Total: 60,514 (-18.4%)					
% Market Mix	Origin	2019	2023	2025	% to LY
34.9%	Japan	54,174	17,660	35,930	20.5%
49.4%	Korea	59,429	41,813	79,891	-18.6%
9.3%	US/Hawaii	7,258	6,822	5,639	-19.9%
1.6%	Philippines	1,281	886	988	11.5%
0.1%	Taiwan	2,535	593	90	-94.8%
0.7%	China	2,849	810	415	-48.8%
0.1%	Hong Kong	745	84	42	-95.0%

CALENDAR YEAR TO DATE 2025					
January – February 28, 2025					
Total: 126,519 (-19.3%)					
% Market Mix	Origin	2019	2023	2025	% to LY
57.0%	Japan	116,795	36,555	40,112	10.9%
50.5%	Korea	128,724	88,593	83,890	-27.9%
8.3%	US/Hawaii	15,794	15,379	12,039	-21.5%
1.4%	Philippines	2,558	1,901	1,761	-7.3%
1.4%	Taiwan	4,996	790	1,801	128.0%
0.9%	China	3,910	1,180	1,340	3.4%
0.1%	Hong Kong	1,199	115	83	-27.8%

FISCAL YEAR TO DATE 2025					
October 2024 – February 28, 2025					
Total: 301,370 (-12.8%)					
% Market Mix	Origin	2019	2023	2025	% to LY
11.9%	Japan	277,178	87,128	96,189	10.4%
49.5%	Korea	310,791	191,713	148,688	-22.4%
10.0%	US/Hawaii	38,392	35,351	30,270	-14.4%
1.9%	Philippines	8,961	5,551	5,718	3.0%
1.0%	Taiwan	11,284	1,811	3,005	129.2%
0.7%	China	7,252	2,108	2,122	0.7%
0.1%	Hong Kong	1,327	354	247	-30.2%

FY2025 Japan Actual Spend versus Budget YTD					
Japan					
GL Code	Account Title	Budget	YTD	Committed	Remaining %
PR001	Marketing Representative Fees-Reseller Firms	\$ 1,000,000.00	\$ 219,500.00	\$ 400,000.00	58.0%
PR002	PR Tie-ins/Incentive Program	\$ 275,000.00	\$ 275,000.00	\$ 275,000.00	0.0%
ADV001	Advertising/PR (International) and Support	\$ 710,000.00	\$ 176,127.00	\$ 581,873.00	24.9%
ADV002	Co-op Advertising, Airlines/Travel and Trade	\$ 637,000.00	\$ 48,273.00	\$ 481,727.00	7.6%
MD001	Sales Marketing Development Travel/Ad Tours/Calendar	\$ 1,640,000.00	\$ 323,449.00	\$ 1,316,551.00	19.8%
GRAND TOTAL:		\$ 3,252,000.00	\$ 1,042,349.00	\$ 2,209,651.00	32.1%

Discussion/Question: Comment

- Ms. Nedlic
 - Noted that the current account could come up for discussion at an upcoming board meeting.
 - Reported that the FY2025 budget was set at \$4.4 million, and as the fiscal year enters the third quarter, most of the funds have already been committed.
 - Explained that the expenditures align with the overall FY2025 marketing plan, which was proposed by the GVB Japan team and approved by management at the beginning of the fiscal year.
 - Provided the following budget breakdown by GL codes:
 - Marketing Representatives: \$630,000
 - PR Tie-ins: \$278,000
 - Advertising: \$722,000
 - Co-op Advertising (with airlines, travel trade, and travel agencies): \$887,000
 - Sales and Market Development: \$1.8 million
 - Proposed maintaining a status quo budget of \$4.4 million for the next fiscal year.
- Chairman Yanagisawa
 - It was noted that securing at least the same budget amount as the previous year is essential as a starting point.
 - The anticipated occupancy tax revenue will serve as a key indicator, and based on those projections, there may be an opportunity to increase the Japan Market budget.
 - This matter is expected to be part of the discussion and negotiation at the upcoming board meeting.
- Mr. Monte Mesa
 - Emphasized the importance of reinstating the ANA flight.
- Chairman Yanagisawa
 - Noted that the high load factor on the Narita flight is driven by both tourism demand and U.S. national traffic.
 - Highlighted the complexities involved in negotiations within the Star Alliance group.

- Clarified that the core issue is not seat availability but rather market demand.

MARKET UPDATE

- Ms. Nedlic presented the Japan Market Updates.

MARKET INFORMATION

**Japanese Overseas Travel Recovers:
1.18 Million Departures in February 2025, Up 20% Year-on-Year (JNTO)**

In February 2025, the number of Japanese overseas travelers reached 1.18 million, marking a 20.7% increase compared to the same month in 2024, indicating a continued recovery in outbound travel.

Source: JNTO

MARKET INFORMATION

T'way Resumes Kansai-Guam Route! Daily Flights Starting July 18 with Special Sale

- T'way Air will resume flights between Osaka (Kansai) and Guam 7/18
- The route will operate daily using a Boeing 737-800 aircraft
- Flight schedule:
 - TW509: KIX 10:40AM - Guam 3:20PM (Daily)
 - TW510: Guam 4:20PM - KIX 7:10PM (Daily)
- To celebrate the resumption, T'way is holding special that began 3/24
- One-way fares for this route will start at \$9,900. (Limited time offer)
- From April 7, a video will play on the large screen at Namba Station, the departure point for Kansai Airport trains.

MARKET INFORMATION

Japan Tourism Agency Launches 'Go Abroad!' to Promote Overseas Travel

- Japan Tourism Agency, with MDA and JATA, launched "Go Abroad!" to boost overseas travel. It follows the 2023 "Time to Travel Abroad!" initiative. The campaign aligns with the new passport (from Mar 2025) and Osaka-Kansai I-go (Apr 2025), promoting travel through:
 - New passport awareness
 - Travel campaigns
 - Youth exchange
 - Safety info
 - Joint promotions
- JATA partners include 36 travel agencies (e.g., JTB, HRS), 6 airport operators, and airlines. They offer new passport holders cashback, discounts, or points - benefiting up to 25,000 people, with total support worth ¥28. More campaigns, flight deals, and travel info will be available on a dedicated site.
- Actor and artist Tatenosuke Hasegawa will be the ambassador of this project and will work on creating a promotional video and deliriuming it on SNS.

Source: Travel vision

MARKET INFORMATION

V Point, with 150 million members, launches New OTA V TRIP

Secure and economical travel reservation service where you can earn and use V Points

- Sumitomo Mitsui Card, in partnership with Canada's Hopper, has launched "V-Trip," a new travel booking site for its members. It offers hotel, flight, and rental car bookings with smart features like price prediction and flexible cancellation.
- Users earn up to 10% in V Points, one of Japan's most widely used reward points, redeemable for shopping and services. This new OTA is expected to boost outbound travel from Japan, bringing more attention and potential visitors to destinations like Guam.

Discussion/Question: Comment

- Mr. Monte Mesa
 - Suggested implementing a Japanese electronic payment system in Guam.
- Mr. Bill Nault
 - Explained that such systems function similarly to debit cards, where consumers are charged in yen while merchants receive payments in U.S. dollars.
 - He pointed out that this raises the issue of who would bear the cost of currency exchange fees and fluctuations in exchange rates.
- Mr. James Rosenburg II
 - Shared that his company has initiated discussions with one of the major electronic payment providers in Japan. However, several challenges remain, with the initial installation cost being the primary concern.
 - He invited any companies that may be interested in collaborating to reach out to him.

MARKET INFORMATION



JTB Relaunches Guam Tour Catalog and Opens Hinano Lounge to Enhance Travel Experience

- JTB has released a Guam package tour catalog for the first time in a while, helping to renew interest in the destination among Japanese travelers. This move is expected to increase inquiries and inspire other travel companies to follow.
- In addition, JTB has opened a permanent "JTB Hinano Lounge" inside Duty Free Guam. The lounge offers meals and a comfortable rest area exclusively for JTB package users, making travel more convenient and likely boosting overall satisfaction with trips to Guam.



SEAT CAPACITY SUMMARY



UNITED

t'way
Resumes from Jul
18, 2025

TTL

	APR	MAY	JUN	TTL
UNITED	29,382	30,876	30,046	90,304
JAPAN AIRLINES	5,970	6,169	5,970	18,109
t'way	0	0	0	0
TTL	35,352	37,045	36,016	108,413

NUMBER OF FLIGHT SUMMARY



UNITED

t'way
Resumes from Jul
18, 2025

TTL

	APR	MAY	JUN	TTL
UNITED	177	186	181	544
JAPAN AIRLINES	30	31	30	91
t'way	0	0	0	0
TTL	207	217	211	635

FLIGHT OPERATION - APRIL



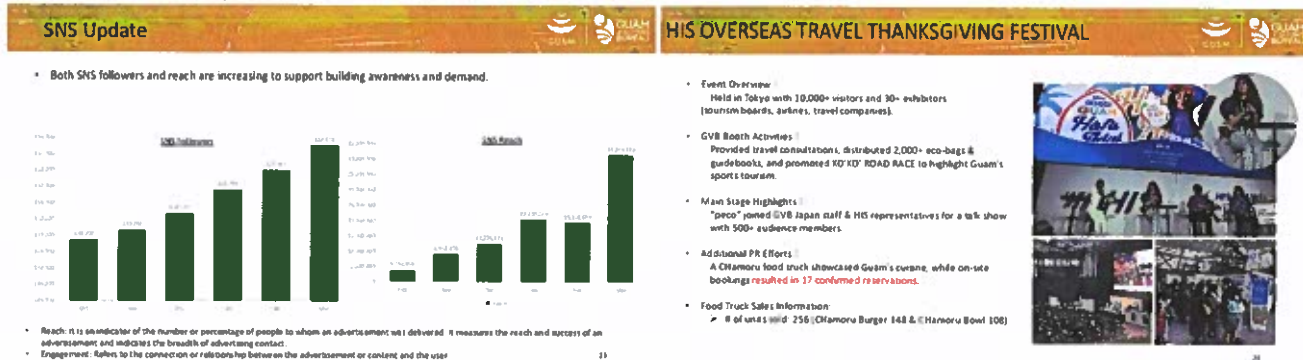
April Total Outbound Seat Capacity: 35,352

(Flown with various companies)

UNITED	UA 660	THU	08:00	Y	140
UNITED	UA 661	FRI	08:00	Y	140
UNITED	UA 662	SAT	08:00	Y	140
UNITED	UA 663	SUN	08:00	Y	140
UNITED	UA 664	MON	08:00	Y	140
UNITED	UA 665	TUE	08:00	Y	140
UNITED	UA 666	WED	08:00	Y	140
UNITED	UA 667	THU	08:00	Y	140
UNITED	UA 668	FRI	08:00	Y	140
UNITED	UA 669	SAT	08:00	Y	140
UNITED	UA 670	SUN	08:00	Y	140
UNITED	UA 671	MON	08:00	Y	140
UNITED	UA 672	TUE	08:00	Y	140
UNITED	UA 673	WED	08:00	Y	140
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UNITED	UA 893	SAT	08:00	Y	140
UNITED	UA 894	SUN	08:00	Y	140
UNITED	UA 895	MON	08:00	Y	140
UNITED	UA 896	TUE	08:00	Y	140
UNITED	UA 897	WED	08:00	Y	140
UNITED	UA 898	THU	08:00	Y	140
UNITED	UA 899	FRI	08:00	Y	140
UNITED	UA 900	SAT	08:00	Y	140
UNITED	UA 901	SUN			

OLD BUSINESS

- Ms. Nedlic presented the Old Business



Discussion/Question:

Comment

- Mr. Mesa
 - Inquired whether the SNS activities are linked to visitor arrival numbers.
- Ms. Nedlic
 - Due to the cost-effectiveness of digital promotions, GVB has been able to generate a high volume of content and achieve wide market reach.
 - Cited the Koyakki Media FAN project held last year, which generated positive feedback online.
 - As a result of the strong response, a Guam tour was later created and promoted for May, resulting in over 50 confirmed bookings driven directly by the influencer's audience, with another influencer joining the group, further amplifying reach and engagement.
- Mr. Mesa
 - Suggested to have a survey through SNS
- Chairman Yanagisawa
 - Suggested to include three questions
 - Have you been to Guam
 - Are you considering visit to Guam
 - Do you love Guam

Discussion/Question:

Question

- Online inquiry
 - Inquired what contributed to the significant increase in digital reach in March compared to February.
- Ms. Mai Perez, Marketing Manager
 - Explained that the increase was driven by several tactical campaigns launched since January, including the Graduation Trip promotion, GoGo Guam Håfa Adai Campaign, Ko'ko' Road Race, and wedding related initiatives.
- Ms. Nedine Leon Guerrero, Director of Global Marketing
 - Added that a social media post by Peko, ambassador for the GoGo Guam Håfa Adai Campaign, also contributed to the spike in reach.

MAINICHI KIDS

Students Reporter Visit March 31 - April 3
Mainichi Kids News Paper

Summary

- 1 student reporters selected from 540+ applicants
- Visit Guam to explore nature, culture, and history
- Write articles for the Mainichi Kids Newspaper to share with children in Japan

Governor Interview

- Scheduled for April 2nd at 2:30 PM

Tour Highlights

- Visits to cultural sites
- Enjoy marine activities
- Exchange experience with local students (St. Johns)



Target Audience: Elementary school students (ages 6-12)
Educational Focus: Designed to support reading comprehension, critical thinking, and social awareness from an early age
Circulation: 100,000 copies

RESULT OF FUMA KIKUCHI



- Broadcasted in Mar 10, 17 & 24th
- Length: 20min x 3 episodes = 60min
- Media Value: more than \$1M (under calculated)

- Tver # of view: 1.6M as of Mar 25, 2025
- Massed distribution will be available until April 10, further increasing the number of views.

GUAM PAY AND GUAM BONUS PROGRESS



*Data from Jan 18 to Mar 31, 2025

	2021	2022	2023	2024	Increase from last month	2021	2022	2023	2024	Increase from last month
Participating local companies	60	60	63	63	3	54	56	56	56	0
Guam's worth of distributed digital currency (GOGU) (USD)	11,123	11,242	12,382	12,382	1,259	-	-	-	-	-
The total amount of distributed digital currency (USD)	\$333,690	\$335,190	\$371,460	\$371,460	\$37,770	-	-	-	-	-
The amount of digital currency actually used	\$28,464	\$88,194	\$165,287	\$165,287	\$76,893	-	-	-	-	-
The estimated number of users	949	2,946	5,510	5,510	2,564	-	-	-	-	-
The estimated number of active users and the number of users	-	-	-	-	-	633	1,226	1,984	768	768

GROUP SUPPORT PROGRAM

- Group support performed steady growth
- Increased 10 applications and 719 pas
- Accumulated subsidy is \$74,840 remaining \$25,160

Subject	FEB. (as of 01 MAR.)	MAR. (as of 01 APR.)	Incremental
Total Number of Groups Applying (accumulated)	77	87	10
Total Number of Groups Cancelled (accumulated)	2	3	1
Total Number of Pas (accumulated)	4,722	5,441	719
Total Subsidy (remaining \$25,160)	\$64,700	\$74,840	\$10,140
ROI	\$13.78	\$18.75	\$5.06

V-TUBER PROGRAM

Project Overview:

V-tubers Manha and Niyok will serve as iconic representatives, highlighting Guam's unique attractions and creating an engaged fanbase on social media.

Update:

- Episode 4 has been released and has received positive feedback
- The episode primarily features the GOGU! Guam Haha Ads campaign.
- Fans of the comedians who provide the characters' voices have recognized the content and actively engaged with the video by leaving comments.

#4 Result (as of Apr 1, 2025)	
Views	2615
Watch time (hours)	23.1
Subscribers increased	19
Total # of Likes	19
Total # of comments	19



FOOD TRUCK PROGRAM

Project Overview:

Food trucks serving Chamorro cuisine have launched in Tokyo and Osaka to promote Guam's culture and attract potential travelers.

February Result

Total unit sold: 544

Update (Future Schedule):

- Osaka
- April 12: Event @ Namba Hatch
- April 26 - May 6: Maishima Marche

Tokyo

- April 19-20: Cycle Mode 2025
- April 24-25: Tokyo Kotu Kaikan



NEW BUSINESS

- Ms. Nedlic presented the New Business

KO'KO' ROAD RACE PROMOTIONAL ACTIVITIES

- GUAM Special Tour with KO'KO' Road Race Entry Support - \$39,800



- As a result of negotiations with NIS, a 3-night, 3-day Guam tour including support for the KO'KO' Road Race entry application was sold for \$39,800 (excluding taxes). A last-minute special price is being offered to encourage more bookings.

- Sales period: March 28 - April 5
- Departure date: April 11 (NRT airport only)

- Event Updates on Our Official SNS Media



KO'KO' ROAD RACE PROMOTIONAL ACTIVITIES

EXPEDIA

A dedicated section for the KO'KO' Road Race has been added to the Expedia and Guam partnership page, allowing users to book directly for the race.



TRAVELKO

Our KO'KO' Road Race post was retweeted by Travelko's official X account, reaching their 29,000 followers.




United Airlines

A promotional message about the KO'KO' Road Race is scheduled to be delivered shortly to UA 100,000 LINE subscribers.



KO' KO ROAD RACE INVITED ATHLETES



- Actor & Sarcophagist  debut in 1995
- Regular on NHK's "Everybody's Muscle Training Gym"
- Burns 1000cal/month as part of his training
- Ambassador Promotes joy of physical fitness and challenge



Athlete Highlight
Shane Bieber - World No.1 in Beach Flag
-2024 Australian National Beach Flags Champion
 - Shares athlete's journey in inspiring younger athletes



HR Wellness Program
Karen Shimoda and "Ultra Runner Mystie"
 • 100km ultramarathon finisher {Mystie}
 • YouTube creator & editor for Runtrip (Mystie)

- Voice of NYD in GYS Apper's V-Tuber series



Influencer Runners
Misato | @misato1834
 «2021 RCTC Winner's Staff Writer»
 «Winner of 2019 & 2021 Body Makeover Japan»
 «Certified Running Advisor, Food Reporter»
 «Promotes Gushu's cuisine and culture»

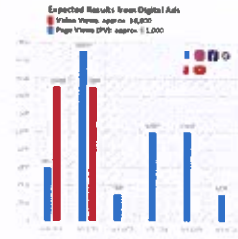
GUAM WEDDING

GUAM "Danran Wedding" Promotion — Spring & Summer 2025

- Maximize wedding inquiries & bookings
- Increase Guam's share in the Japanese destination wedding market

Key Actions

- Campaign Start: April 17
 - Launch of special LP on MyHana Wedding (Japan's top wedding platform)
 - Includes new concept movie & "Danran Wedding" story
 - Highlights local dining activities, emotional value
 - Conversion-focused: connects users to planners, chaplains, hotel agencies
- Digital Ads (2 phases)
 - Begin April 17 with campaign launch
 - Main push in May (Golden Week) and July-August (Summer)
 - SNS + video ads to maximize visibility
- Partner Campaigns
 - Encourage local & Japanese partners to run promotions
 - Ample industry-wide exposure at Guam weddings



ONGOING AIRLINES COOP: UA

- UA has just started implementing Trip.com from end of March 2025
- Expand digital sales channel



UPCOMING AIRLINES COOP: UA

- * UA sales are up 150% compared to last year, and conversion marketing activities will continue in April and beyond.



UPCOMING AIRLINES COOP: JAL

Turn Sales



- JAL has been successfully implementing its time sales from last November.
- The purpose of April time sales campaign is to boost up next season sales and beyond
- Campaign period
 - Apr 16 ~ 23
- Price driven and targeted communication via multiple digital platform
 - Google/ Yahoo/ Instagram/ Facebook

TV PR: NTV DAY DAY



TV Station: NTV (nationwide morning show)

Program: DayDay
Time: Mon - Thu/ 9.00-11:10 and Fri, 9.00-10:25

Theme of Guam program: You can really travel at a reasonable price under current circumstances + feature several sight seeing spots (under preparation)

- Shooting period
 - Apr 16 ~ Apr 20, 2025
 - Peco and Sanshiro from Apr 17 ~ 19, 2025
- Broadcasting
 - 2nd or 3rd week of May
- Estimated Media value: \$800,000

ANNUAL MARKETING CALENDAR

[illegible]

Q3~Q4: HIGHLIGHT:
CONVERSION ENHANCEMENT



- * Extend Guam pay Apr ~ Sep 2025
 - * \$30 per person x 11,560 pay
 - * Exclusive period Apr ~ beg of Jul
 - * It already distributed to industry partners
 - * Exclude Golden week (Apr 29~May 5) and Summer vacation (Jul 19~ Aug 31)

Q3~Q4: YOUTUBER TOUR

Urban legend Koyakki and Priest Daiun Miki The Idea of the "age of decadence"

The answer to the future that humanity will face is within us



- Synopsis
 - Telling the history and legends of Guam
 - Meet with Suruhana and Master Frank
 - Koyakki and Priest Miki talk show
 - BBQ with Koyakki and Priest Miki
 - Stay at Crown Plaza
- Booking period
 - Mar 31 ~ Apr 17, 2025
- Travel period
 - May 24~27, 2025
- Koyakki and his crew will extend their stay and plan to experience scuba diving for SNS post

Q3~Q4: FAM TOUR

We are planning to implement influencer FAM tour to promote experiences using Island events.



Discussion/Question: Comment

- Chairman Yanagisawa
 - Requested that the event flyer be shared so that hotels and other businesses can distribute the information to their customers.
- Ms. Leon Guerrero
 - Responded that the Membership department will distribute the flyer to members.
- Chairman Yanagisawa
 - Noted that developing products tied to local events requires a lead time of six months. Therefore, it is essential to set event dates well in advance.

Q3~Q4 KEY ACTIONS

- We have committed implementing brand and sales enhancement activities.
- Continue doing marketing direction "Immersive and Conversion" to communicate experience, stimulate curiosity towards Guam and engage prospects to make conversion as many as possible

	APR	MAY	JUN	JUL	AUG	SEP
Radio Guam Radio Ad Campaign						
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Apr 18-19						
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Apr 20-25						
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- Added that the chef will visit Guam during the Ko'ko' Road Race and receive additional culinary training while on island.
- Chairman Yanagisawa
 - Announced upcoming mission to Japan focused on aviation strategy, which will involve gathering insights on current trends, conducting situational analysis, and exploring potential solutions to ongoing issues.
 - Noted that a specialist has been engaged specifically for this project.
- The next JMC meeting will be on Tuesday, May 13th at 2:00 p.m.

ADJOURNMENT

- The meeting was adjourned at 3:18 P.M

Minutes prepared by:



Mai Perez, Marketing Manager - Japan

Minutes reviewed/
approved by:



Regina Nedlic, Senior Marketing Manager - Japan

Minutes approved by:



Elaine Pangelinan, Acting Director of Global Marketing