

KOREA MARKETING COMMITTEE MEETING

May 2024

April 2024



April 1-30, 2024

Total: 53,863 (+45.1% of 2019)

% Market Mix	Origin	2019	2023	2024	% of 2019
53.8%	Korea	54,072	35,398	28,981	53.6%
25.9%	Japan	47,388	7,237	13,937	29.4%
11.5%	US/Hawaii	7,044	6,039	6,185	87.8%
2.0%	Philippines	2,432	1,328	1,072	44.1%
0.6%	Taiwan	2,275	1,158	341	15.0%
0.6%	China	737	276	350	47.5%
0.1%	Hong Kong	593	119	46	7.8%

Calendar Year to Date 2024



January - April 30, 2024

Total: 278,424 (+50.6% of 2019)

% Market Mix	Origin	2019	2023	2024	% of 2019
54.0%	Korea	236,883	148,959	150,244	63.4%
26.2%	Japan	237,157	29,852	72,835	30.7%
10.2%	US/Hawaii	32,310	30,290	28,378	87.8%
1.6%	Philippines	6,355	5,007	4,329	68.1%
0.5%	Taiwan	9,233	2,219	1,270	13.8%
0.7%	China	5,344	568	1,836	34.4%
0.1%	Hong Kong	2,208	287	215	9.7%

Fiscal Year to Date 2024



October 2023 – April 30, 2024

Total: 467,106 (+49.1% of 2019)

% Market Mix	Origin	2019	2023	2024	% of 2019
54.2%	Korea	418,950	238,746	253,364	60.5%
26.4%	Japan	397,940	41,512	123,408	31.0%
10.4%	US/Hawaii	54,908	49,429	48,400	88.1%
1.7%	Philippines	12,758	8,610	7,977	62.5%
0.4%	Taiwan	15,521	2,511	1,791	11.5%
0.6%	China	8,686	765	2,764	31.8%
0.1%	Hong Kong	4,236	416	454	10.7%

MARKET UPDATES

- **Korea Market News**
- **Airline Supply & Projection**
- **Major Competitive Destination Monitoring**



MARKET UPDATES



SPECIFIC UPDATE IN KOREA

Revenues of Domestic Airlines Rose in 2024 Q1



- In 2024 Q1, six major Korean domestic airlines' revenue reached 7.12 trillion won, up 18.7% from last year's 6 trillion won. However, operating profit dropped by around 8.7% to 724.7 billion won.
- Looking ahead, airlines aim to target profitable routes aggressively from Q2, anticipating gradual recovery in Chinese routes.

Korean Won Weakens Amid Heightened Uncertainty



- Amid the yen depreciation, the South Korean won has also depreciated significantly against major currencies.
- The depreciation is linked to U.S.-China tensions, affecting South Korean exports and reducing demand for the won in global markets.
- Also, the sharp depreciation of won results from the safe-haven appeal of the US dollar, evoked by Iran's attack on Israel.

MARKET UPDATES



AIRLINE SCHEDULE - MAY

**Airline schedule is flexible, subject to change.*

- Incheon - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	8,432
Jeju Air	7C3102	DAILY	10:40	16:05	5,859
	7C3106	DAILY	20:20	02:00+1	5,859
Jin Air	LJ913	DAILY	09:40	15:05	5,859
T'way Air	TW303	DAILY	08:45	14:10	5,859
TOTAL					31,868



**TOTAL OUTBOUND
SEAT CAPACITY
(MAY):**

37,727 SEATS

- Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ929	DAILY	21:00	02:00+1	5,859
TOTAL					5,859

MARKET UPDATES



AIRLINE SCHEDULE - JUNE

• Incheon - Guam

**Airline schedule is flexible, subject to change.*

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	8,160
Jeju Air	7C3102*	DAILY	10:40	16:05	3,024
	7C3106	DAILY	20:20	02:00+1	5,670
Jin Air	LJ913	DAILY	09:40	15:05	5,670
T'way Air	TW303	DAILY	08:45	14:10	5,670
TOTAL					28,194

**7C3102: June 13 -Jun 26: Suspended due to aircraft maintenance and insufficient aircraft.*

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ929	DAILY	21:00	02:00+1	5,670
TOTAL					5,670



**TOTAL OUTBOUND
SEAT CAPACITY
(JUNE):**

33,864 SEATS

MARKET UPDATES



AIRLINE SCHEDULE - JULY

• Incheon - Guam

**Airline schedule is flexible, subject to change.*

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	8,432
Jeju Air	7C3102	DAILY	10:40	16:05	5,859
	7C3106	DAILY	20:20	02:00+1	5,859
Jin Air	LJ913	DAILY	09:40	15:05	5,859
T'way Air	TW303	DAILY	08:45	14:10	5,859
TOTAL					31,868



TOTAL OUTBOUND
SEAT CAPACITY
(JULY):

37,727 SEATS

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Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ929	DAILY	21:00	02:00+1	5,859
TOTAL					5,859

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Saipan: Specific Issue

- Saipan experienced a **significant drop in satisfaction scores among Korean travelers due to rising travel expenses from fluctuating exchange rates**, according to an annual survey of Consumer Insight.
- In particular, the study attributes this decrease to increased airfares, which jumped 42 percent from 2019 to 2023 for North American destinations like Saipan.

Airline Operation Status		
ICN - SPN	FREQUENCY	23/W



Hawaii : Specific Issue

- N/A

Airline Operation Status		
ICN - HNL	FREQUENCY	17/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Thailand: Specific Issue

- Thailand has welcomed 10.72 million foreign tourist arrivals from January to April 2024, Chinese tourists making up the top intl. visitors at more than 2M, followed by Malaysians, Russians, South Koreans and Indians.
- Thailand has set a target of attracting 40 million foreign visitors this year, the same as the pre-pandemic figure recorded in 2019.

Airline Operation Status		
ICN	FREQUENCY	148/W
	DESTINATIONS	BKK, HKT, CNX
PUS	FREQUENCY	28/W
	DESTINATIONS	BKK, CNX
TAE	FREQUENCY	7/W
	DESTINATIONS	BKK
CJJ	FREQUENCY	7/W
	DESTINATIONS	BKK
TOTAL FLIGHT OPERATION		190/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Philippines: Specific Issue

- Cheongju International Airport started to newly operate its regular route to Manila starting from May 14 with Aero K.
- Jin Air also announced to operate its flight from Incheon to Bohol with daily schedule starting from July 18, expanding its Philippines route in earnest.

Airline Operation Status		
ICN	FREQUENCY	193/W
	DESTINATIONS	MNL, CRK, KLO, TAG, CEB
PUS	FREQUENCY	25/W
	DESTINATIONS	MNL, CEB, CRK, TAG
CJJ	FREQUENCY	7/W
	DESTINATIONS	CRK, MNL
TOTAL FLIGHT OPERATION		216/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Vietnam: Specific Issue

- T'way Air has newly launched a route from Busan to Nha Trang with daily schedule starting from May 1.
- T'way Air operates direct flights to Nha Trang from Incheon, Cheongju, and Busan, with the addition of the Daegu-Nha Trang route starting on June 19, enhancing travel convenience for local residents to Vietnam.

Airline Operation Status		
ICN	FREQUENCY	379/W
	DESTINATIONS	DAD, CXR, SGN, HAN, HPH, DLI, PQC
PUS	FREQUENCY	98/W
	DESTINATIONS	DAD, CNX, SGN, HAN, DLI, PQC
TAE	FREQUENCY	7/W
	DESTINATIONS	DAD
MWX	FREQUENCY	3/W
	DESTINATIONS	CXR, DAD
CJJ	FREQUENCY	21/W
	DESTINATIONS	DAD, CXR
TOTAL FLIGHT OPERATION		508/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Japan: Specific Issue

- In April, **Japan welcomed over 3 million visitors, nearing record levels, with arrivals up 56% from 2023 and 4% higher than in 2019.** The yen's decline has made Japan an attractive destination for tourists, likely surpassing the 2019 annual record.

Airline Operation Status		
ICN	FREQUENCY	871/W
	DESTINATIONS	NRT, HND, KIX, FUK, NGO, CTS, OKA, KMJ, TAK, KOJ, OKJ, YGJ, KIJ, AOJ, KMI, KMQ, UBJ, MYJ, FSZ, OIT, KKJ, SDJ, HIJ, HSG, TOY
GMP	FREQUENCY	126/W
	DESTINATIONS	HND, KIX
PUS	FREQUENCY	196/W
	DESTINATIONS	NRT, KIX, FUK, CTS, NGO, MYJ, OKA
TAE	FREQUENCY	28/W
	DESTINATIONS	NRT, KIX, FUK, CTS
MWX	FREQUENCY	2/W
	DESTINATIONS	KKJ
CJU	FREQUENCY	7/W
	DESTINATIONS	KIX
CJJ	FREQUENCY	42/W
	DESTINATIONS	KIX, NRT, FUK
TOTAL FLIGHT OPERATION		1,272/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



China: Specific Issue

- **China's tourism industry is rebounding with rural tourism**, boosted by The Ministry of Culture and Tourism's aggressive actions in highlighting unique landscapes of each region.
- Diverse tourism experiences in rural areas have enticed visitors to linger longer and boost sales of local specialties.

Airline Operation Status		
ICN	FREQUENCY	708/W
	DESTINATIONS	PEK, PVG, TSN, CAN, SHE, SZX, DLC, NKG, TAO, MDG, XIY, YNZ, YNJ CGQ, TFU, CKG, CGO, XMN, HGH, KWL, DYG, YNT, WUX, CSX, HRB, WEH, KMG, YTY, JMU, SJW, SYX, TNA, WUH, HAK, WNZ, TNA, PKX
GMP	FREQUENCY	56/W
	DESTINATIONS	PEK, PXX, SHA
PUS	FREQUENCY	67/W
	DESTINATIONS	PEK, PVG, SHE, TAO, YNJ, DYG, SYX, XIY
TAE	FREQUENCY	11/W
	DESTINATIONS	DYG, PVG
MWX	FREQUENCY	8/W
	DESTINATIONS	DYG
CJJ	FREQUENCY	4/W
	DESTINATIONS	DYG, YNJ
CJU	FREQUENCY	127/W
	DESTINATIONS	PEK, PVG, TSN, CSX, NTG, DLC, NKG, NGB, SHE, HGH, CGQ, CGO, HFE, PKX, KHN, XIY
TOTAL FLIGHT OPERATION		981/W

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- **FY2024 ACCOMPLISHED PROJECTS**

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FY2024 ACCOMPLISHED PROJECT: 55TH INTERNATIONAL EDUCATION & CAREER FAIR KOREA 2024

- Period & Time: April 27 – April 28, 2024 (10:00 – 18:00)
- Venue: COEX D Hall (3F), Seoul, Korea
- Participated KMC Partners: Koko Guam Kids, Core Tech Development, Guam Guam Style, University of Guam, Linden Akademia
- Results: 10,201 visitors (1st Day: 5,460 pax / 2nd Day: 4,741 pax) & 132 Educational Companies & 336 Booths
- Summary & Comments:



- With the participation of several local education-related companies, GVB Korea effectively promoted Guam's education market to a broader audience compared to the recent event in March.
- Many people were showing a **strong preference for destinations where they can both enjoy travel and learn second languages affordably.**
- Similar to past education fairs, **most visitors were families**, particularly those with young children, **seeking extensive information and guidance from local partners.**
- Additionally, **young adults** interested in **studying abroad to improve their English skills** were in attendance.
- Some **elderly visitors** showed **interest in investment immigration** and inquired about whether Guam offers such a program.

55th International Education & Career Fair Korea 2024



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FY2024 ACCOMPLISHED PROJECT: 55TH INTERNATIONAL EDUCATION & CAREER FAIR KOREA 2024

- Survey Result: 101 Respondents (Female: 50 pax & Male: 51 pax)

Survey Summary & Insights



Although most of the respondents' income seems to afford the study abroad program, they are still **concerned about the expenses** they will be spending during the study abroad program.



Majority of the respondents chose Guam as their Top 3 study abroad destination. Other preferred destination includes U.S., Canada, European countries, Australia, New Zealand, Etc.



Nearly half of the people responded that **they are planning for study abroad no more than 6 months**, meaning that **demand and interest for short-term program still remains high.**



Nearly half of the respondents answered that **they rely on study abroad exhibitions the most.**



54.5% of respondents have never been to Guam but would consider it as a study abroad destination because it's an **English-speaking country, US territory, and short traveling distance.**



Around 90% of the respondents who were consulted by the participating companies replied that the **consultation helped them decide on a destination for language study purposes.**

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FY2024 ACCOMPLISHED PROJECT: 39TH SEOUL INTERNATIONAL TRAVEL FAIR

- **Period & Time:** May 9 – May 12, 2024 (10:00 – 18:00)
- **Location:** COEX A Hall (1F), Seoul, Korea
- **Host:** Seoul International Travel Fair Organization Committee, The International Tourism Forum
- **Theme:** Color of Guam – ‘Taste of Guam’
- **GVB Booth:** 12 independent booth spaces
- **Booth Participants:** Dusit Thani Guam Resort, Guam Plaza Resort, Hoshino Resort RISONARE Guam, PHR (Pacific Islands Club Guam, The Tsubaki Tower, Hilton Guam Resort and Spa, Hotel Nikko Guam, RIHGA Royal Laguna Guam Resort) Guam Travel and Tourism Association (Valley of the Latte, Tumon Sands Plaza, Guam Premier Outlets, Hertz Car Rental Guam)
- **No. of Visitors (4-day):** In total **42,152 pax** (5/9: 13,114pax, 5/10 : 11,081pax, 5/11 :10,943pax, 5/12 :7,014pax)
- **Summary:**
 - GVB won the best performance prize at the 2024 SITF with Chamorro performance group showcased at Guam booth and main stage
 - Offered Guam coffee & Chamorro snacks to visitors for free under the theme of ‘Taste of Guam’
 - Held a survey event offering Guam airline tickets through a raffle, and an SNS follow event providing Guam giveaways such as notepads, pens, eco-bags

39th Seoul International Travel Fair Sketch Photos



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FY2024 ACCOMPLISHED PROJECT: SITF DAILY ADVERTISEMENT

- Period: May 9 - May 12, 2024
- Media: SITF Daily
- Circulation: 10,000 per day
- Target: Travel Industry Readers (SITF participants and visitors)
- Theme: CEO Interview (ENG & KR Ver) & Taste of Guam
- Guam Exposure: Advertorial (3p), Advertisement (3p)



SITF Daily Advertisement (Advertorials & Advertisement)



<CEO Interview English version>

<CEO Interview Korean version>

<Advertorial>

<Advertisement>

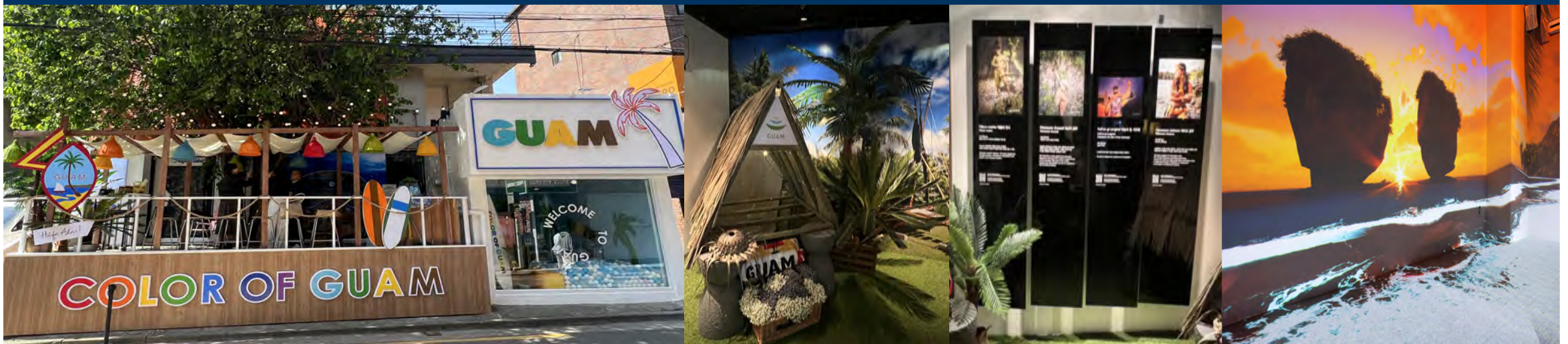
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FY2024 ACCOMPLISHED PROJECT: 'COLOR OF GUAM' POP-UP EVENT

- **Period:** May 10 – May 19, 2024 (11:00 – 20:00)
- **Location:** Gallery 'The Bom', Seongsu-dong, Seoul, Korea
- **Target:** FITs/couples/MZ generation/General consumers, Media/influencers
- **Theme:** 'Color of Guam' – Connected journey to Guam (Ancient Chamorro --> Guam at nighttime --> Bright ocean/beach Guam)
- **Number of Visitors:** Nearly 8,500pax in 10 days
- **Summary & Comments:**
 - Showcased diverse features of Guam in a more immersive and experiential way targeting MZ generations
 - Conducted SNS follow & posting event and Guam quiz event – provided giveaways incl. Guam round trip tickets for 2pax, beach bag/towel, shoes bag, cookies, etc.
 - Invited media and influencers on the first day to generate buzz on social media platforms, extending the impact of the offline event
 - Raised brand awareness by operating the offline event in high-traffic area, drawing attention from general consumers

Façade and room experience photos



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FY2024 ACCOMPLISHED PROJECT: 'COLOR OF GUAM' POP-UP EVENT MEDIA EXPOSURE

<p>관광부관광청, 성수동에 'COLOR OF GUAM' 팝업 오픈</p>	<p>관광부관광청, 성수동 거리에 팝업 오픈...관광 매력 증대</p>	<p>'성수동으로 떠나는 광 여행'... 한복 성수에 온 연극 팝업 '컬러 오브 Guam'</p>	<p>관광부관광청, '컬러 오브 Guam' 성수 팝업 운영</p>	<p>팝업 성수에서 더 잡더니...에메랄드 해변부터 붉은 노을까지 '환상'</p>	<p>팝업 성수에서 만나는 '광'</p>
<p>Biz world</p>	<p>Gukje News</p>	<p>Digital Chosun</p>	<p>Newsis</p>	<p>Maeil Economy</p>	<p>News Road</p>
<p>한복 성수에서 만나는 '광' 비치. 관광부관광청, #컬러오브Guam 팝업 오픈</p>	<p>관광부관광청, 팝업스토어 '컬러 오브 Guam' 오픈</p>	<p>관광부관광청, 'COLOR OF GUAM (컬러오브 Guam) 성수 팝업 오픈</p>	<p>관광부관광청, 'COLOR OF GUAM' 성수 팝업 오픈...광 및 자으로 문화 전시</p>	<p>[현장] 성수동에 광의 화려한 색채가 펼쳐진다</p>	<p>'성수동에서 광 여행'...관광부관광청 'COLOR OF GUAM' 팝업 개최</p>
<p>Tour Korea</p>	<p>Han Kyung</p>	<p>Discovery News</p>	<p>TTL News</p>	<p>Open News Agency</p>	<p>News Journalism</p>

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FY2024 ACCOMPLISHED PROJECT: 'COLOR OF GUAM' POP-UP EVENT SNS EXPOSURE

- Total Number of SNS Exposure: 3,178 posting
 - Instagram : 3,116 postings
 - Naver Blog : 62 postings

Influencer Contents

@seoulhotple (454K)

- Reels View : 144K



@hyan99i. (84.5K)

- Post Likes : 500



@genieriding (68.8K)

- Post Likes : 461



@ye1_jin (46.9K)

- Post Likes : 512



@janepilates_iipa (140K)

- Reels View : 14.9K



@jj.wonkyung (70.3K)

- Post Likes : 662



@seoul.go (142K)

- Reels View : 44.4K



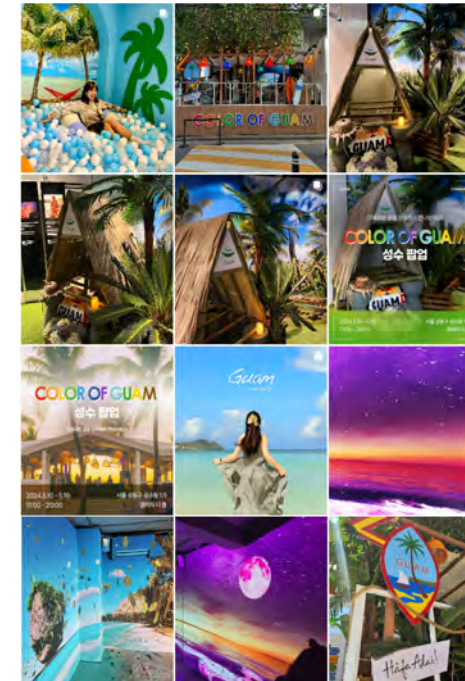
@seoul.letsgo (54K)

- Reels View : 8.6K

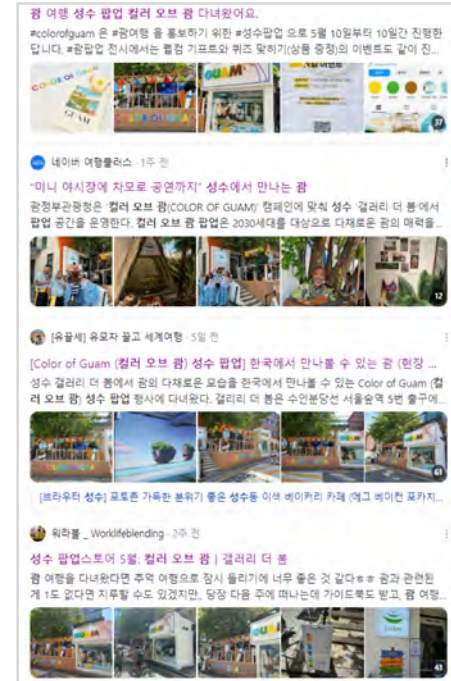


UGCs

- # of Postings : 3,116



- # of Postings : 62



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FY2024 ACCOMPLISHED PROJECT: FILA KOREA 'WHITE OPEN SEOUL' OFFLINE TENNIS EVENT

- Period: May 11 – May 12, 2024 (10:00 – 19:30)
- Location: Olympic Park Peace Square, Songpa-gu, Seoul, Korea
- Target: Sports Market/Tennis Players/FITs/General consumers
- No. of Visitors: Total of 7,000pax (1st day: 3,000pax & 2nd day: 4,000pax) *5 hours early closure due to rain on the 1st day
- Summary & Comments:



- Enhanced brand visibility by associating with a sporting event hosted by a popular consumer brand
- Generated media coverage through press releases and social media engagement, leveraging the event as a platform to communicate key messages and initiatives
- Networked with other sponsors, participants, and stakeholders in the tourism and sports industries
- Conducted SNS follow & roulette event and distributed sports giveaways including tennis ball, sports towel and tennis racket handgrip tape

Sketch Photos

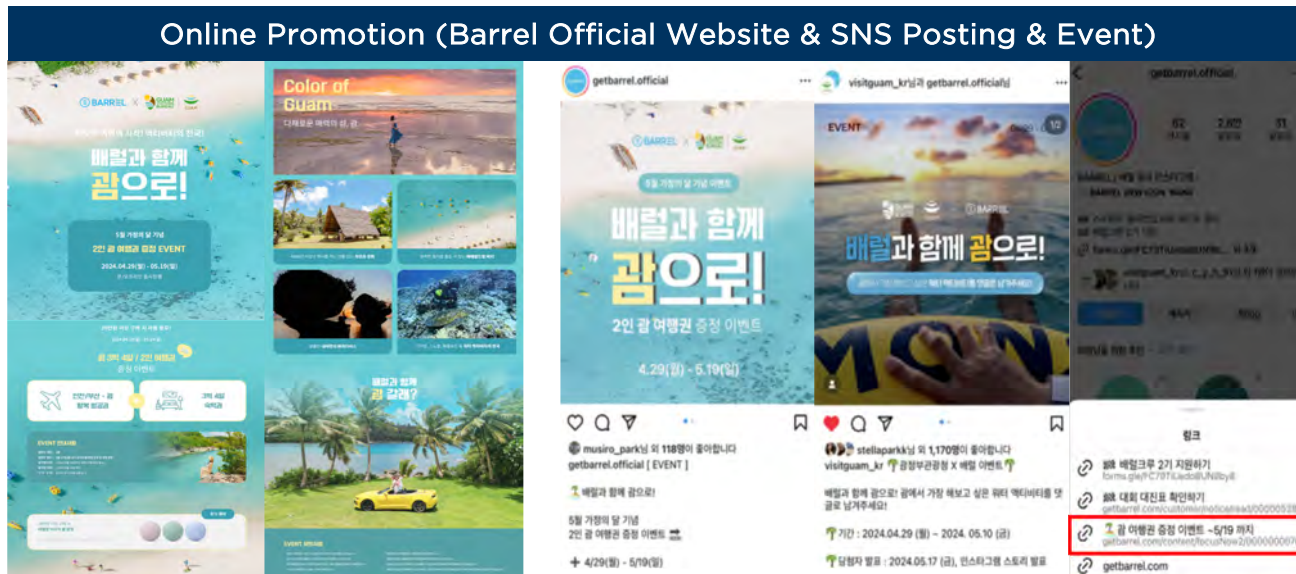


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FY2024 ACCOMPLISHED PROJECT: CONSUMER BRAND COLLABORATION WITH BARREL

- Period: April 29 - May 19, 2024
- Scheme:
 - 1) Online Promotion: [Open Guam-exclusive promotion page at Barrel's official website](#), customers who pay more than \$300 online automatically participate in travel voucher event
 - 2) Offline Promotion: [Display Guam promotional videos at Barrel's 66 offline shops nationwide](#), customers who pay more than \$300 automatically participate in travel voucher event
- Summary & Comments:
 - Increased brand awareness by exposing Guam-exclusive promotion via both on/offline channels
 - Exposed Guam to more precise target market, tailored to specific interests, making promotional efforts more effective
 - Created brand recall with consistent and well-designed offline promotions, enabling shoppers to remember and recognize Guam as a sports destination



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- **Upcoming/Ongoing Project**
- **Budget Summary**



NEW BUSINESS



FY2024 ONGOING PROJECTS: OTA CO-OP - GOOD CHOICE

- **Period:** May 7 – June 3, 2024
- **Platform:** **Good Choice**, a comprehensive platform, allows users to prepare for the entire travel process from accommodations and leisure/tickets to flights and international lodging. Good choice is hosting a large-scale overseas travel fair event in May, a promotion that ensures high traffic and a high conversion rate. This promotion **provides diverse benefits for customers keen on international travel**, including first-come, first-served **discount coupons, exclusive special offers, and exciting prize events**.
- **Target:** FITs, general consumers, potential travelers, OTA consumers
- **Objective:**
 - To evaluate and refine the strategy for utilizing competitive OTA platforms, aiming for improved performance and increased visitor acquisition
 - To explore and secure additional influential advertising platforms with high exposure opportunities to further enhance Guam's visibility and attract a broader audience.
 - To enhance user engagement on the e-commerce platform by introducing features that empower visitors to customize their travel plans, ensuring a seamless and affordable experience when using OTA channels to book trips to Guam

Good Choice Promotion Page

Media Exposure



<Travel Fair Main Page>



<Exclusive Promotion Page >



< Coupon Benefits >



<Guam Contents>



<Press>



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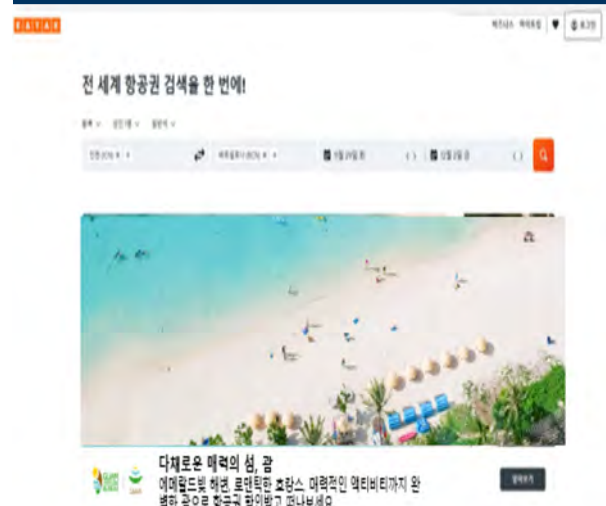
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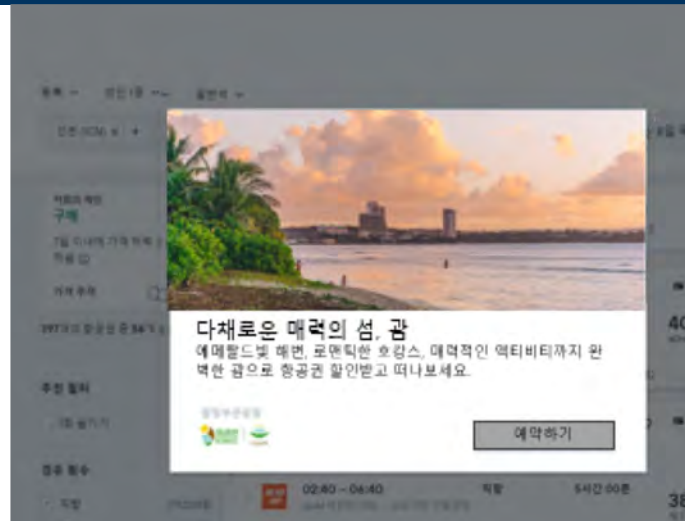
FY2024 ONGOING PROJECTS: OTA CO-OP – KAYAK & HOTELSCOMBINED

- **Period:** June 1 – June 30, 2024
- **Platform:** [Kayak & Hotelscombined](#), travel metasearch engine that allows users to search and compare a wide range of travel options, including flights, hotels, car rentals, and vacation packages. The platform offers various advertisement products such as Homepage Takeover, Native Inline, After-Click, Native Mobile Display, Kayak Social, and Sponsored Destination Inline.
- **Target:** FITs, general consumers, potential travelers, OTA consumers
- **Objective:**
 - To **increase number of visitors** to Guam by utilizing the most competitive OTA
 - To **secure influential advertising platform** with high exposure opportunity
 - To increase the number of visitors by promoting categories such as aviation, hotels, rental cars, and activities

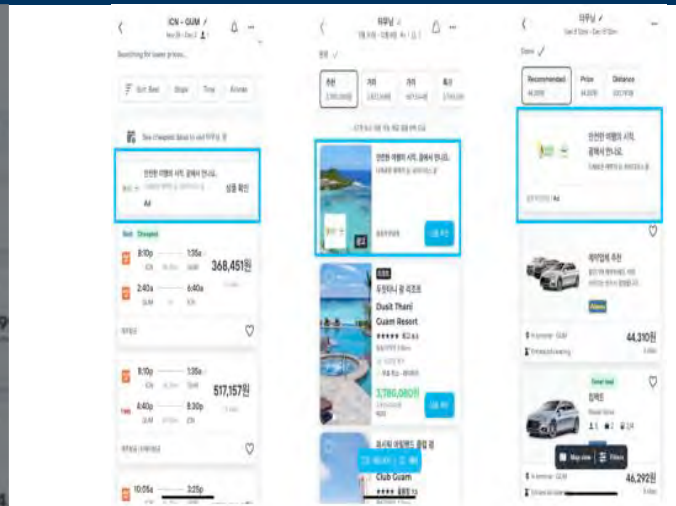
Kayak & Hotelscombined Promotion Page



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FY2024 ONGOING PROJECTS: SHINHAN X VISA CO-OP PROJECT

- Period: May - July, 2024
- Objective:
 - To provide benefits to consumers who purchase Guam products via Visa Shinhan Card
 - To diversify target market by utilizing wide customer database of Visa Korea and Shinhan Card
 - To maximize Guam exposure by implementing joint promotion with driving partners
 - To engage with the public by conducting consumer events as well as to provide consumers an opportunity to travel Guam

Promotion	Period	Scheme
GOGO! GUAM PAY Promotion	May 2 ~ July 31	Up to \$30 cash back to consumers who spend more than \$100 at 50 vendors in Guam
Shopping Reward Promotion	May 2 ~ May 31	Special rewards to Shinhan customers depending on the expenditure
Guam Hotel Promotion	May 2 ~ June 24	Book a room via reservation link on promotion page (2+1 STAY)
Guam Shopping Promotion (Lotte Duty Free)	May 2 ~ May 31	Provide discount for consumers who pay at Lotte Duty Free in Guam airport

Promotion Page
(https://www.shinhancard.com/pconts/html/benefit/event/1227083_2239.html)



Left: Shinhan Card CEO MOON, Dong Kwon
Right: KMC Chairman Eun Ho Sang

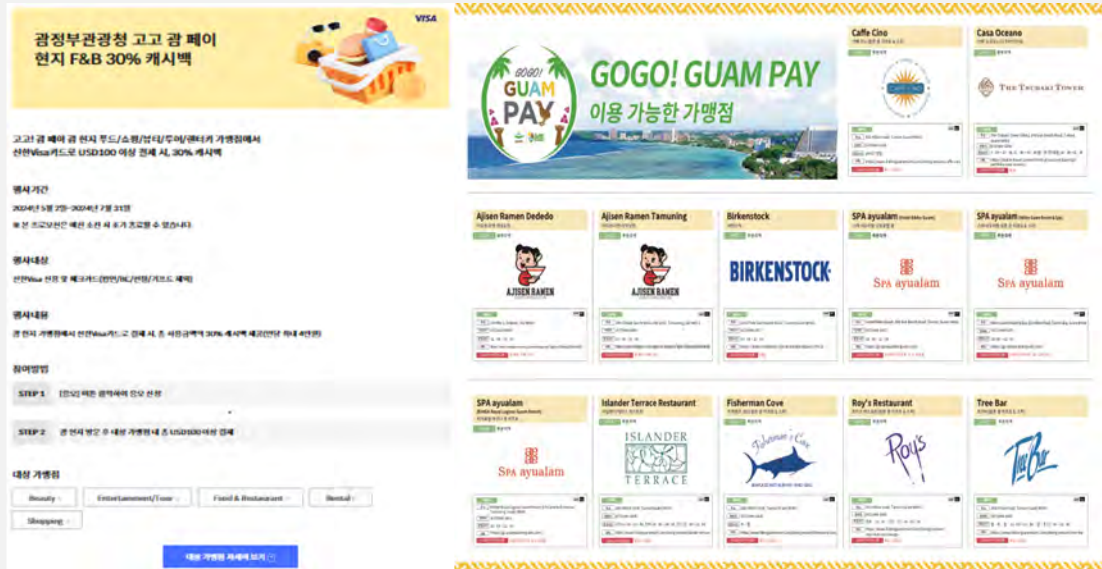
NEW BUSINESS



FY2024 ONGOING PROJECTS: SHINHAN X VISA CO-OP PROJECT – GOGO! GUAM PAY & GUAM SHOPPING REWARD PROMOTION

1. GOGO! GUAM PAY PROMOTION

- **Period:** May 2 ~ July 31, 2024
**end date of July 31 OR when budget is exhausted, whichever comes first*
- **Scheme:**
 - Click 'Participate' button on Shinhan SOL app's Guam promotion page
 - Up to \$30 cash back to consumers who spend more than \$100 at 50 Guam local vendors



< Promotion Page >

< Vendor Listing: 50 Local Partners >

2. GUAM SHOPPING REWARD PROMOTION

- **Period:** May 2 ~ May 31, 2024
- **Scheme:**
 - Click 'Participate' button on Shinhan SOL app's Guam promotion page
 - Special rewards to Shinhan customers depending on the expenditure (Shinsegae Department Store voucher)



행사기간 내 관 현지에서 신한Visa카드로 결제 시, 결제 금액에 따라 백화점 상품권 제공

행사기간: 2024년 5월 2일 ~ 2024년 5월 31일

행사대상: 신한Visa 선불 및 체크카드 (한정/신용/카드/계좌)

행사내용: 행사기간 내 관 현지에서 신한Visa카드로 50달러 이상 시 할인 금액에 따라 백화점 상품권 최대 200달러 제공

할인 금액 구간	혜택:	대상지
\$1,000미만 ~ \$2,500미만	신세계백화점 상품권 5만원 1매 제공	결제 금액 기준 상위사 150명
\$2,500미만 ~ \$5,000미만	신세계백화점 상품권 30만원 1매 제공	결제 금액 기준 상위사 100명
\$5,000이상	신세계백화점 상품권 80만원 2매 제공	결제 금액 기준 상위사 50명

참여방법

STEP 1: (간이) 메인 클릭하여 참여 신청

STEP 2: 행사 기간 내 관 현지에서 최소 \$1,000 이상 결제하기

< Promotion Page >

< Reward Range >

Payment Range	Reward	No. of Winner
\$1,000 ~ \$2,499	\$50 voucher	Top 150pax by payment amount
\$2,500 ~ \$4,999	\$100 voucher	Top 100pax by payment amount
\$5,000 and over	\$200 voucher	Top 50pax by payment amount

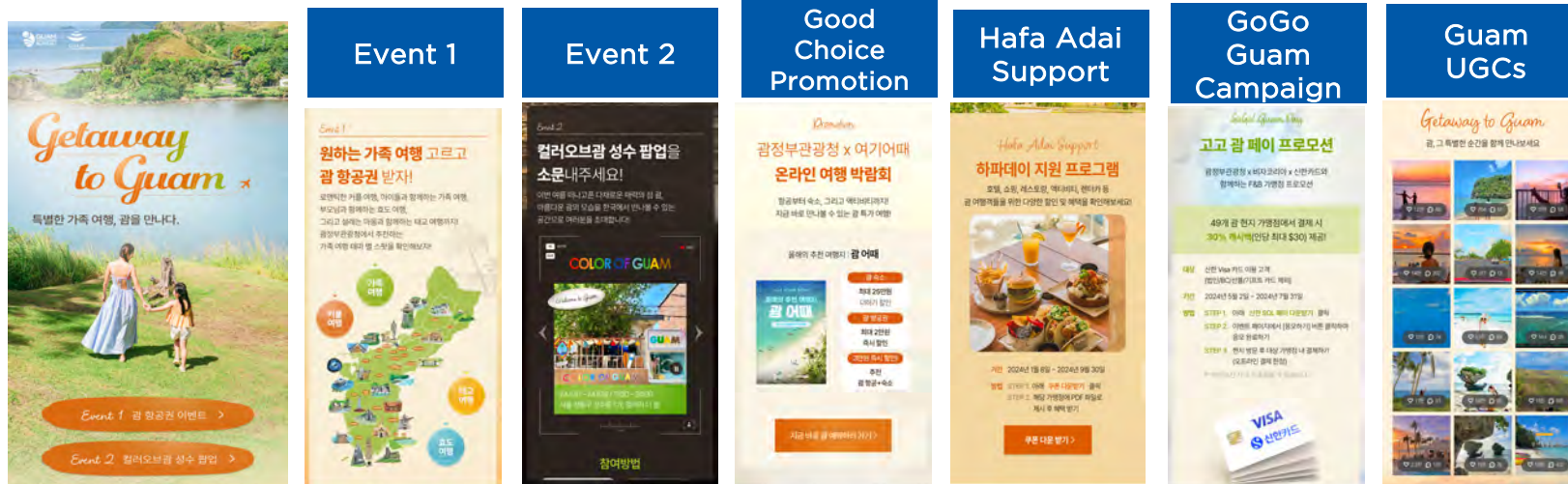
NEW BUSINESS



FY2024 ONGOING PROJECTS: ONLINE PROMOTION

- **Period:** May 9 ~ May 30, 2024
- **Platform:** GVB Korea online promotion microsite
- **No. of Participants:** 8,739 pax (as of May 20)
- **Objective:**
 - To promote family travel to Guam during May, and increase GVB Korea's social channel followers
 - To highlight key tourism attractions for the upcoming summer holiday season and provide up- to date Guam travel information
- **Scheme:**
 - Online promotion page with family travel as main theme including 2 consumer events (Guam family travel flight ticket event & Color of Guam Offline event), Good Choice Guam promotion, Hafa Adai support program & GoGo Guam campaign and travel UGCs

Online Promotion Site: <https://visitguamkr.com/>



GVB Korea Owned Channel Achievement		
May Followers & KPI Achievement Rate		
117.0%	105.3%	102.5%
56,871	46,191	67,913
Instagram	Facebook	Kakao
141.1%	104.1%	
3,207	14,027	
YouTube	Naver	
Number of UGC Generated via Event 2		
1,729		

*Followers : As of 5/17

BUDGET SUMMARY



FY2024 KOREA MARKETING BUDGET

Account Title	Budget	Paid	Committed	Remaining \$	Remaining %
South Korea Country Manager	\$ 90,000.00	\$ 52,500.00	\$ 37,500.00	\$ -	0.00%
Marketing Representative Fees	\$ 396,000.00	\$ 198,000.00	\$ 198,000.00	\$ -	0.00%
Travel Trade Co-Ops	\$ 1,584,000.00	\$ 651,382.31	\$ 568,000.00	\$ 364,617.69	23.02%
Social Media and Digital Media Buys	\$ 720,000.00	\$ 279,475.14	\$ 230,000.00	\$ 210,524.86	29.24%
Public Relations, Advertising, and Media Tie-ins	\$ 820,000.00	\$ 160,000.00	\$ 90,000.00	\$ 570,000.00	69.51%
Familiarization Tours	\$ 160,000.00	\$ 87,073.69	\$ 15,011.26	\$ 57,915.05	36.20%
Sales Market Development	\$ 1,230,000.00	\$ 153,345.63	\$ 692,611.72	\$ 384,042.65	31.22%
BUDGET GRAND TOTAL	\$ 5,000,000.00	\$ 1,581,776.77	\$ 1,831,122.98	\$ 1,587,100.25	31.74%

ANNOUNCEMENTS



GMIF Presents: The 36th Guam Micronesia Island Fair - Regenerating Micronesia

June 1 (Sat) ~ June 2 (Sun), 2024

12:00 Noon to 10:00 PM

Governor Joseph Flores Memorial Park, Ypao Beach

Regenerating Micronesia, presented by the Guam Micronesia Island Fair, is an event that showcases the unique cultural heritage of Micronesia. The event is a celebration of the customs, traditions, food and art of the islands. The free event will be on **Saturday and Sunday, June 1 - 2, 2024**, from 12:00 noon to 10:00 PM.

At the celebration, visitors will have the opportunity to experience the vibrant and diverse cultures of Micronesia. You can watch traditional dance performances, taste local delicacies, participate in fun-filled family activities, and purchase handmade crafts from the artists themselves.

Go to visitguam.com/gmif for more information.



SI YU'OS MA'ÅSE'

