



KOREA MARKETING COMMITTEE REPORT

September 2024

MARKET UPDATES

- AIRLINE SUPPLY & PROJECTION
- FY2024 / CY2024 ARRIVAL PROJECTION
- FY2024 / CY2024 AIRLINE SUPPLY COMPARISON
- MAJOR COMPETITIVE DESTINATION MONITORING



July 2024



July 1-31, 2024

Total: 59,931 (43.8% of 2019)

% Market Mix	Origin	2019	2023	2024	% of 2019
49.8%	Korea	67,866	26,984	29,845	44.0%
25.3%	Japan	48,103	10,989	15,160	31.5%
14.6%	US/Hawaii	8,928	8,111	8,726	97.7%
1.9%	Philippines	1,482	1,161	1,116	75.3%
0.6%	Taiwan	2,550	1,114	360	14.1%
0.9%	China	817	343	539	66.0%
0.1%	Hong Kong	420	71	76	18.1%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

August 2024



August 1-20, 2024

Total: 46,661 (44.2% of 2019)

% Market Mix	Origin	2019	2023	2024	% of 2019
43.1%	Korea	42,644	21,966	20,115	47.2%
39.6%	Japan	50,958	15,710	18,486	36.3%
9.0%	US/Hawaii	4,509	4,438	4,178	92.7%
1.6%	Philippines	747	788	751	100.5%
0.3%	Taiwan	1,836	150	126	6.9%
0.8%	China	691	305	375	54.3%
0.1%	Hong Kong	239	63	65	27.2%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: August 2024 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2024



January - August 20, 2024

Total: 492,989 (47.5% of 2019)

% Market Mix	Origin	2019	2023	2024	% of 2019
51.7%	Korea	468,171	229,784	255,048	54.5%
26.5%	Japan	419,571	65,234	130,398	31.1%
12.0%	US/Hawaii	62,825	55,165	59,141	94.1%
1.7%	Philippines	12,392	8,631	8,344	67.3%
0.4%	Taiwan	19,019	4,860	2,139	11.2%
0.7%	China	8,134	1,457	3,398	41.8%
0.1%	Hong Kong	3,899	496	477	12.2%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: August 2024 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2024



October 2023 - August 20, 2024

Total: 681,671 (47.4% of 2019)

% Market Mix	Origin	2019	2023	2024	% of 2019
52.5%	Korea	650,238	319,571	358,168	55.1%
26.5%	Japan	580,354	76,894	180,971	31.2%
11.6%	US/Hawaii	85,423	74,304	79,163	92.7%
1.8%	Philippines	18,795	12,234	11,992	63.8%
0.4%	Taiwan	25,307	5,152	2,660	10.5%
0.6%	China	11,476	1,654	4,326	37.7%
0.1%	Hong Kong	5,927	625	716	12.1%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: August 2024 Daily Arrivals reflect Civilian Air arrivals only

MARKET UPDATES



AIRLINE SCHEDULE - SEPTEMBER

• 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	10,140
Jeju Air	7C3102	DAILY	10:40	16:05	5,670
	7C3106**	DAILY	20:20	02:00+1	3,591
Jin Air	LJ913	DAILY	09:40	15:05	5,670
	LJ915***	2-TIMES	09:45	15:10	378
T'way Air	TW303	DAILY	08:45	14:10	5,670
TOTAL					31,119

* KE421: Aircraft change from 272 seats to 338 seats from September

**7C3106: Suspended due to aircraft maintenance and insufficient aircraft (Aug 19 ~ Sep 11)

*** LJ915: Chuseok charter flight on Sep 15 and Sep 18

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ923*	DAILY	21:00	02:00+1	3,780
TOTAL					3,780

* LJ923: Suspended operation for 9 days (Sep 2, 3, 6, 9, 10, 23, 24, 27, 30), and operating a ferry flight on Sep 20 & Oct 24



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

34,899 SEATS

MARKET UPDATES



AIRLINE SCHEDULE - OCTOBER

• 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	10,478
Jeju Air	7C3102	DAILY	10:40	16:05	5,859
	7C3106*	DAILY	20:20	02:00+1	4,914
Jin Air	LJ913	DAILY	09:40	15:05	5,859
T'way Air	TW303	DAILY	08:45	14:10	5,859
TOTAL					32,969

*7C3106: Suspended winter series operation from Oct 27

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ923*	DAILY	21:00	02:00+1	5,103
TOTAL					5,103

*LJ923: Winter series plan - from Oct 27, operating 4/W (Mon, Wed, Fri, Sat) except period of Dec 12 ~ March 3 (Daily), and operating a ferry flight on Sep 20 & Oct 24



TOTAL OUTBOUND
SEAT CAPACITY
(OCTOBER):

38,072 SEATS

MARKET UPDATES



AIRLINE SCHEDULE - NOVEMBER

• Incheon - Guam

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	10,140
Jeju Air	7C3101	DAILY	10:05	15:25	5,670
Jin Air	LJ913	DAILY	09:35	14:50	5,670
T'way Air	TW303	DAILY	08:05	13:30	5,670
TOTAL					27,150



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

30,552 SEATS

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921	4/W (MON, WED, FRI, SAT)	20:00	01:10	3,402
TOTAL					3,402

MARKET UPDATES



AIRLINE SCHEDULE - DECEMBER

• Incheon - Guam

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	10,478
Jeju Air	7C3101	DAILY	10:05	15:25	5,859
Jin Air	LJ913	DAILY	09:35	14:50	5,859
T'way Air	TW303	DAILY	08:05	13:30	5,859
TOTAL					28,055



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

32,969 SEATS

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4W & DAILY	20:00	01:10	4,914
TOTAL					4,914

**LJ921: Operating 4/W (Mon, Wed, Fri, Sat) except period of Dec 12 ~ Mar 3 (Daily)*

MARKET UPDATES



AIRLINE SUPPLY COMPARISON

KOR-GUM SUPPLY	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2019	76,992	65,940	68,145	73,276	67,100	68,633	68,091	69,017	68,145	75,053	76,100	73,584	850,076
FY2023	38,321	37,266	42,865	47,189	43,190	51,641	48,966	38,170	12,402	37,846	44,146	42,700	484,702
FY2024	45,186	40,839	45,974	54,096	51,793	43,007	34,053	37,727	33,108	35,837	35,270	34,899	491,789
FY2024 vs. FY2019	-41%	-38%	-33%	-26%	-23%	-37%	-50%	-45%	-51%	-52%	-54%	-53%	-42%
FY2024 vs. FY2023	18%	10%	7%	15%	20%	-17%	-30%	-1%	167%	-5%	-20%	-18%	1%

GUAM MARKET SHARE (Out of Korean Outbound)

GUAM MARKET SHARE	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY2019	2.6%	2.5%	2.7%	2.4%	2.3%	2.3%	2.4%	2.4%	2.5%	2.6%	2.7%	3.0%	2.5%
FY2023	2.9%	2.5%	2.6%	2.2%	2.2%	2.5%	2.4%	1.7%	0.2%	1.3%	1.5%	1.4%	1.8%
FY2024	1.5%	1.5%	1.7%	1.7%	1.7%	1.5%	1.4%	1.2%	1.2%	1.2%	1.2%	1.5%	1.4%

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Saipan: Specific Issue

- Jeju Air operates ICN-SPN chartered flights on September 13 - September 17 during the Chuseok Period.

Airline Operation Status		
ICN - SPN	FREQUENCY	21/W



Hawaii : Specific Issue

- N/A

Airline Operation Status		
ICN - HNL	FREQUENCY	17/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Thailand: Specific Issue

- N/A

Airline Operation Status		
ICN	FREQUENCY	166/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		208/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Philippines: Specific Issue

- Aero K will newly operate its irregular flight from Cheongju to Cebu starting from October 5 with 2/w schedule (Tue/Sat).

Airline Operation Status		
ICN	FREQUENCY	193/W
	DESTINATIONS	MNL, CRK, KLO, TAG, CEB
PUS	FREQUENCY	37/W
	DESTINATIONS	MNL, CEB, CRK, TAG, KLO
TAE	FREQUENCY	7/W
	DESTINATIONS	CEB
CJJ	FREQUENCY	5/W
	DESTINATIONS	CRK, MNL
TOTAL FLIGHT OPERATION		242/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Vietnam: Specific Issue

- N/A

Airline Operation Status		
ICN	FREQUENCY	404/W
	DESTINATIONS	DAD, CXR, SGN, HAN, HPH, DLI, PQC
PUS	FREQUENCY	98/W
	DESTINATIONS	DAD, CNX, SGN, HAN, DLI, PQC
TAE	FREQUENCY	11/W
	DESTINATIONS	DAD
MWX	FREQUENCY	2/W
	DESTINATIONS	CXR, DAD
CJJ	FREQUENCY	25/W
	DESTINATIONS	DAD, CXR, PQC
TOTAL FLIGHT OPERATION		540/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Japan: Specific Issue

- The JESTA system, similarly to the US' ESTA, is expected to be introduced by 2030. The 71 visa-exempt countries and regions include South Korea, Australia, Canada, France, Hong Kong, Indonesia, Macau, Malaysia, New Zealand, Singapore, Taiwan, Thailand, the US, and more.

Airline Operation Status		
ICN	FREQUENCY	901/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, SHI, AKJ
GMP	FREQUENCY	126/W
	DESTINATIONS	HND, KIX
PUS	FREQUENCY	198/W
	DESTINATIONS	NRT, KIX, FUK, CTS, NGO, MYJ, OKA, AKJ
TAE	FREQUENCY	28/W
	DESTINATIONS	NRT, KIX, FUK, CTS
CJU	FREQUENCY	10/W
	DESTINATIONS	KIX
CJJ	FREQUENCY	42/W
	DESTINATIONS	KIX, NRT, FUK
TOTAL FLIGHT OPERATION		1,305/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



China: Specific Issue

- China welcomed about 14 million foreign visitors in the first half of 2024, a 152.7% increase from 2023, according to the country's National Immigration Administration.
- International passenger flights saw continued growth, with 110,000 flights operated nationwide, a 67.7% increase over the same period in 2023, recovering to 77.1% of 2019 levels.

Airline Operation Status		
ICN	FREQUENCY	797/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, YIH, HET
GMP	FREQUENCY	56/W
	DESTINATIONS	PEK, PXX, SHA
PUS	FREQUENCY	68/W
	DESTINATIONS	PEK, PVG, SHE, TAO, YNJ, DYG, SYX, XIY, TNA
TAE	FREQUENCY	18/W
	DESTINATIONS	DYG, PVG, YNJ
MWX	FREQUENCY	10/W
	DESTINATIONS	DYG, YNJ, LJG
CJJ	FREQUENCY	16/W
	DESTINATIONS	DYG, YNJ
CJU	FREQUENCY	159/W
	DESTINATIONS	PEK, PVG, TSN, CSX, NTG, DLC, NKG, NGB, SHE, HGH, CGQ, CGO, HFE, PKX, KHN, XIY, SZX
TOTAL FLIGHT OPERATION		1,124/W

OLD BUSINESS



- **FY2024 ACCOMPLISHED PROJECTS**

OLD BUSINESS

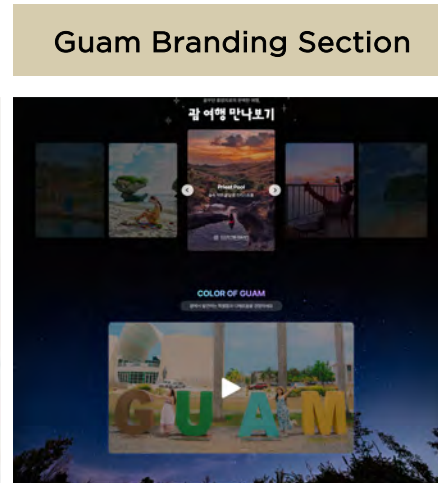
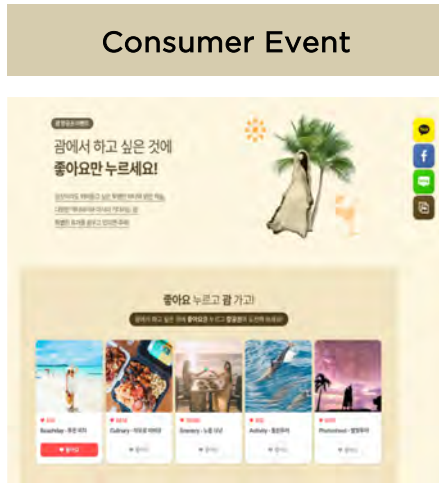


FY2024 ACCOMPLISHED PROJECT: SNS ONLINE PROMOTION

- **Period:** August 19, 2024 ~ September 9, 2024
- **Platform:** GVB Korea online promotion microsite
- **No. of Participants:** 15,805 participants
- **Scheme:**
 - Opened online promotion page with exposing diverse Guam travel aspects to enjoy featuring 1 consumer event, 2 airline promotions, 6 hotel promotions, 4 OTA promotions, and a Guam branding section.
- **Summary:**
 - Elevated brand awareness and engaged with the public via interactive consumer event securing GVB Korea's social channel audience.
 - Encouraged Guam travel via offering exclusive airline/ hotel / OTA Guam travel promotions.

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

GVB Korea Owned Channel



September Followers & KPI Achievement Rate		
105.0%	103.0%	91.6%
57,742	46,359	73,219
Instagram	Facebook	Kakao
97.1%	103.2%	
2,912	14,543	
YouTube	Naver	
Number of Event Posting Shares on IG		
900+		





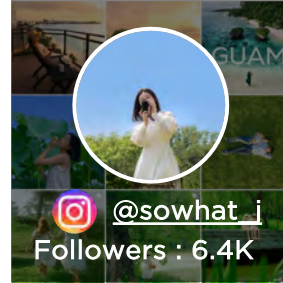



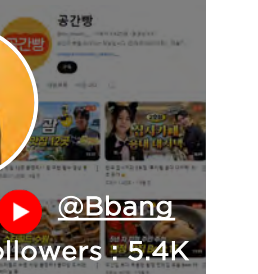
OLD BUSINESS







FY2024 ACOMPLISHED PROJECT: TASTE OF GUAM PROJECT - FAM TOUR

- **Period:** August 2024
- **Scheme:** Hosted a FAM tour to showcase Guam's culinary offerings and produce F&B contents with digital influencers & photographer and Shinhan SOL travel expedition group recruited by Shinhan Card.
- **Participants:** 20 pax (12 Influencers & companion / 1 photographer / 7 Shinhan SOL travel expedition members).
- **Summary:**
 - Positioned Guam as a premier culinary destination and maximized online exposure through high quality content produced by influencers.
 - Generated visual assets in F&B and overall Guam travel for GVB marketing usage.

Influencers & Photographer

 <p>@loveyeun Followers : 225K</p>	 <p>@hamstar_food Followers : 179K</p>	 <p>@naegung_tast Followers : 107K</p>	 <p>@mat_thagoras Followers : 121K</p>	 <p>@sowhat_j Followers : 6.4K</p>
 <p>@shootar Followers : 26K</p>	 <p>@shootar Followers : 31.8K</p>	 <p>@my_season Followers : 247K</p>	 <p>@Bbang Followers : 5.4K</p>	

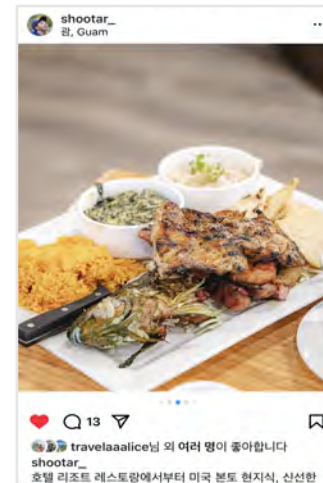
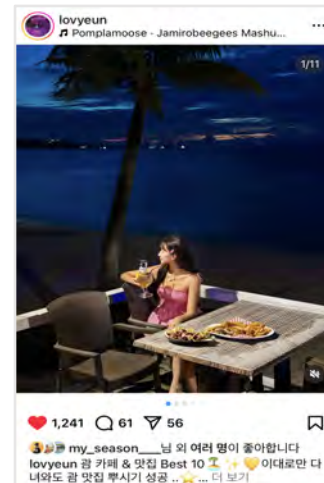
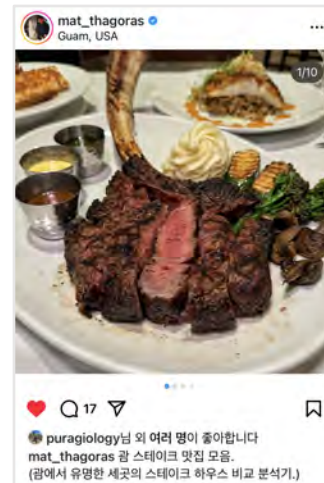
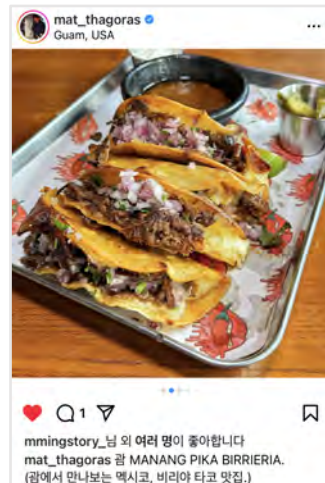
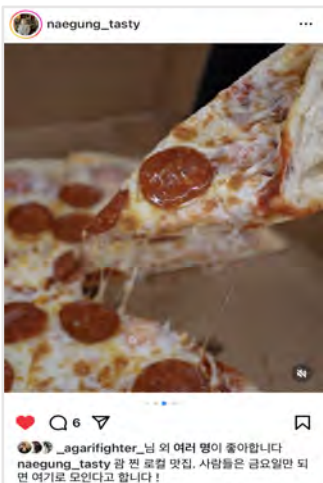
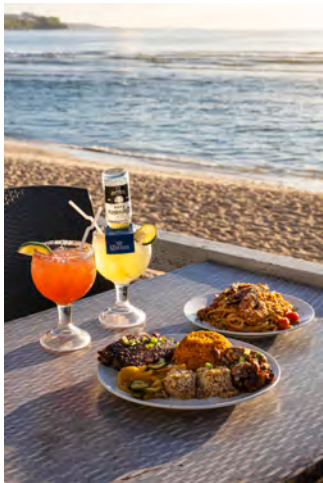
Shinhan SOL Travel Expedition

 <p>Group 1 No. of pax : 4pax</p>	 <p>Group 2 No. of pax : 3pax</p>
	

OLD BUSINESS



TASTE OF GUAM PROJECT - FAM TOUR DELIVERABLES & GENERATED CONTENT (Content posting ongoing, 78 content posted as of September 10)



OLD BUSINESS



FY2024 ACOMPLISHED PROJECT: GUAM GOLF FAM TOUR

- **Period:** September 8 – 12, 2024
- **Participants:** 23 pax (14 TAs / 5 Media / 1 Celebrity / 3 Academy & Production Company)
- **Golf Club Partners:** Country Club of the Pacific, Onward Mangilao Golf Club, Onward Talofofu Golf Club, Finest Guam & Golf Resort, Leoplace Resort Country Club
- **Summary:**
 - Invited golf-related partners to Guam by hosting a FAM tour and made them experience golf courses in Guam.
 - Promoted attractive golf courses to industry partners and customers to bring more golf travelers and diversify market segment.
 - Exposed Guam content at diverse online channels to generate high media value.

Golf FAM Tour Sketch Photos (Courtesy Visit, Golf Courses)



NEW BUSINESS

- **Upcoming/Ongoing Projects**
- **Budget Summary**



NEW BUSINESS



FY2024 ONGOING/UPCOMING PROJECT: CONSUMER COLLABORATION WITH COMPOSE COFFEE

- **Period:** August 26 - September 20, 2024
- **Scheme:** Develop special Guam beverage “Guam Beach Smoothie” & provide travel vouchers to winners.
- **Summary:** Exposed Guam & Guam beverage in both online/offline channels in cooperation with Compose Coffee.
- **Online Exposure:** Guam-exclusive Promotion Page at Compose Coffee’s official website, Compose Coffee mobile app (siren order), Posting in Compose Coffee’s SNS channels (IG & Twitter) + SNS Event, Press Release.
- **Offline Exposure:** Guam menu at Kiosk order machines/POS machine’s dual screen, Guam menu posters at offline store (2,560 ea).

Guam Beach Smoothie Offline Exposure



Guam Beach Smoothie Online Exposure (App & SNS)



NEW BUSINESS

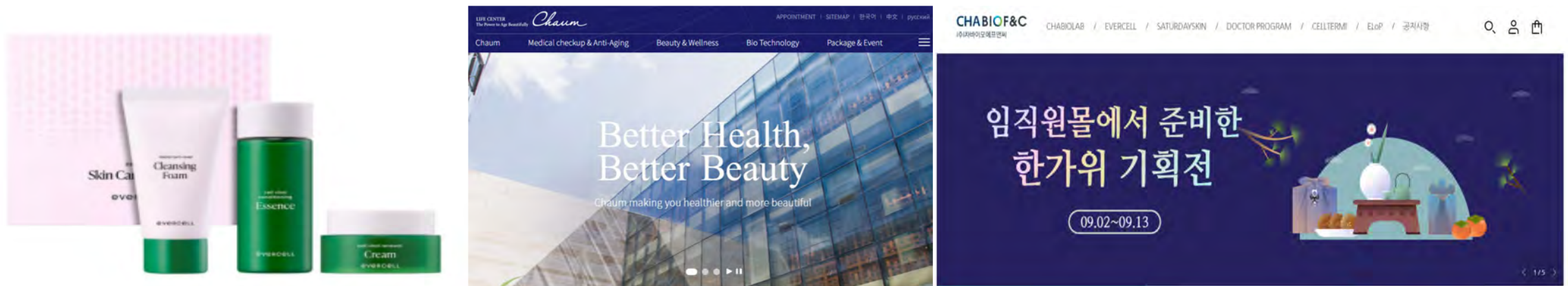


FY2024 ONGOING/UPCOMING PROJECT: CONSUMER COLLABORATION WITH CHA MEDICAL GROUP

- **Period:** September - October
- **Objective:**
 - To attract a broader and more diverse segment of travelers to Guam by offering exclusive medical-related benefits.
 - To strengthen Guam's brand presence in the health and beauty sectors by leveraging targeted marketing campaigns and events with CHA Medical Center.
 - To enhance strategic partnership with CHA Medical Center, capitalizing on the 2022 MOU, to foster long-term collaboration and mutual growth.
- **Scheme:**
 - Travel Kit Production: Cha Bio Food & Cosmetics Kit Production
 - B2C Promotion: GVB X CHA Medical Center Online Promotion, GVB SNS Promotion
 - B2B Promotion: Promotion for CHA Employees and B2B Event



Reference (Travel Kit, SNS Event, Welfare Mail)



NEW BUSINESS



ONGOING/UPCOMING PROJECT: CHIEF OF THE REEF TOURNAMENT

- **Period:** September 18 – September 22, 2024
- **Organizer:** Reef Pursuit International
- **Location:** Guam shoreline
- **Objective:**
 - To enhance the traveler experience by promoting the tournament as a recreational activity.
 - To increase Korean anglers' involvement through targeted marketing and partnerships.
 - To establish Guam as a premier fishing destination by highlighting its pristine waters and abundant marine life.
 - To emphasize Guam's unique appeal and exceptional fishing conditions through various promotional channels.
- **Scheme:**
 - Cooperated with Interpark Triple to develop 'Chief of the Reef' travel packages to target fishing enthusiasts.
 - Conduct advertisements through Yeonhap News to promote the tournament.



Media & Fishing Angler

Yeonhap News	Kim Ha Ryeon	Kim Wook
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One of the South Korea's major news agencies. It provides news across various fields such as politics, economy, society, culture and sports.

- Website: <https://www.yna.co.kr/>
- Yeonhap Imazine: circulation 50,000)



- Fishing Anger & Influencer
- Extensive experience appearing on various fishing-related TV shows
- Youtube: [@haryeon_tv](#) (10.1K)
- Instagram: [@ha_yeoun_218](#) (6K)



- Fishing Anger
- Fishing People Club Leader
- Instagram: [@mawang_wook_kim](#) (8.9K)

Interpark Triple Package

Type	URL
Promotion Page	Link
Fishing Holic Package	Link
Leisure Holic Package	Link
Experience Holic Package	Link

NEW BUSINESS



FY2024 ONGOING/UPCOMING PROJECT: SPORTS INFLUENCER CO-OP - 2024 MARIANAS OPEN INTERNATIONAL CHAMPIONSHIP

- Period: October 11 - October 15, 2024
- Location: University Of Guam Calvo Fieldhouse
- Scheme: Invite MMA and Jiu-jitsu related influencers and promote '2024 Marianas Open International Championship' along with Guam travel via influencer social channel.

2024 Marianas Open International Championship Sports Influencers



Jung Chan Sung



- Former South Korean professional MMA player.
- One of the most recognized fighters in Korean MMA history with numerous winning records.

 [@koreanzombie](#)
Followers : 1.1M



Heo Kyung Hwan



- South Korean comedian widely known for his interest in Jiu-jitsu.
- Gold medal record in Korea Jiu-jitsu competition & sponsor of annual Jiu-jitsu competition named after his personal brand.

 [@heodak_forever](#)
Followers : 102K



NEW BUSINESS



FY2024 ONGOING/UPCOMING PROJECT: 2024 GVB KOREA ROADSHOW

B2B Event

- Period & Region: - **October 15 (Tue), 2024 in Seoul (Four Seasons Hotel)**
- **October 17 (Thu), 2024 in Busan (Paradise Hotel)**
- **Participating Partners (15):** Pacific Underwater Observatories, inc. (d.b.a. Fish Eye Marine Park), The Westin Resort Guam, Leoplace Resort Guam, Dusit Thani Guam Resort/Dusit Beach Resort Guam, Pacific Islands Club Guam, Hyatt Regency Guam, Baldyga Group, Onward Golf Resort, Crowne Plaza Resort Guam, University of Guam-Global Learning & Engagement, Ken Hotels, Royal Orchid Guam Hotel, RISONARE Guam, Sentry Hospitality - managing company of Wyndham Garden Guam and Grand Plaza Hotel, Triple J Technologies LLC.

B2C Event

- Period & Region: **October 16 (Wed), 2024 in Seoul**
- **Color of Guam Exhibition:**
 - Location: The Hyundai Seoul, 3rd Floor.
 - Program: Artwork exhibition inspired by Guam's culture, food, and nature.
- **Consumer Promotion:**
 - Location: Lotte World Adventure, 1st Floor Weeny Beeny Square.
 - Program: Booth event with roulette to receive giveaways and cultural performance.

Roadshow Reference (Gala Dinner)



B2C Event Reference (Lotte World Adventure & The Hyundai Seoul)



Budget Summary



Account Title	Budget	Paid	Committed	Remaining \$	Remaining %
South Korea Country Manager	\$ 90,000.00	\$ 82,500.00	\$ 7,500.00	\$ -	0.00%
Marketing Representative Fees	\$ 396,000.00	\$ 330,000.00	\$ 66,000.00	\$ -	0.00%
Travel Trade Co-Ops	\$ 1,653,254.62	\$ 1,169,428.00	\$ 482,500.00	\$ 1,326.62	0.08%
Social Media and Digital Media Buys	\$ 620,940.32	\$ 475,693.32	\$ 145,247.00	\$ (0.00)	0.00%
Public Relations, Advertising, and Media Tie-ins	\$ 675,000.00	\$ 264,300.00	\$ 410,700.00	\$ -	0.00%
Familiarization Tours	\$ 192,073.69	\$ 87,073.69	\$ 105,000.00	\$ -	0.00%
Sales Market Development	\$ 1,372,731.37	\$ 644,560.95	\$ 707,735.90	\$ 20,434.52	1.49%
BUDGET GRAND TOTAL	\$ 5,000,000.00	\$ 3,053,555.96	\$ 1,924,682.90	\$ 21,761.14	0.44%

SI YU'OS MA'ÅSE'

