



DATE: March 11, 2024

To: Carl T.C. Gutierrez, President & CEO

Cc: Rudd Gudmalin, Financial Controller
 Nadine Leon Guerrero, Director of Global Marketing
 Mark Manglona, Senior Marketing Manager - North America & Pacific *mm*

From: Gabbie Franquez, Senior Marketing Manager - Taiwan *gf*

SUBJECT: Request for Approval of Travel & Participation in IPW 2024 in Los Angeles, CA

The Guam Visitors Bureau (GVB) will be attending the U.S. Travel Association International Pow Wow (IPW) Show in Los Angeles, CA from May 3-8, 2024. The IPW Show is the largest trade event in North America and the leading inbound travel trade show that generates over \$5 billion in future travel. As a member of the U.S. Travel Association, GVB is given the opportunity to meet one-on-one with over 50 international travel buyers who have been carefully selected based on their reputation and volume of sales for U.S. travel.

A memo dated December 15, 2023 was approved to participate and secure airfare and other necessary participation expenses for three marketing staff. At this time, I would like to request your approval to include one more traveler, Sinajana Mayor Mr. Robert Hofmann, to the delegation. Mayor Hofmann's role would be to participate in the Brand USA Media Marketplace. The Media Marketplace is an all-day event in which U.S. suppliers can connect with media to pitch story ideas on-site. If approved, Mayor Hofmann will have up to 20 appointment each lasting 10 minutes. Participation in the Media Marketplace allows GVB to gain greater value and maximizing the visibility of destination Guam.

Please see additional cost breakdown below. Your approval for Mayor Hofmann's participation in IPW 2024 & Media Marketplace, and to secure airfare and other necessary participation expenses by GVB credit card is requested.

| U.S.T.A. IPW Travel Show May 3-7, 2024 | | | | | | |
|---|-----------------|----------|--------|----------|------|-------------------|
| Airfare: | \$2,500 x 1 pax | | | | | \$ 2,500.00 |
| Per Diem: | Los Angeles, CA | Lodging | Nights | M&IE | Days | \$ 2,100.80 |
| | Mayor Hofmann | \$183.00 | 6 | \$ 74.00 | 7 | |
| plus 30% | | | | | | |
| Media Marketplace Registration | | | | | | \$ 1,500.00 |
| Travel-related expenses (excess baggage, booth décor and supplies, communications, meetings, other unanticipated travel expenses) | | | | | | \$ 1,000.00 |
| Budget Allocation: Social Media (SM-SME002) | | | | | | TOTAL \$ 7,100.80 |

Thank you in advance for your consideration. If you have any questions or need more information, please let me know.

REVIEWED BY: *Nadine Leon Guerrero*
 NADINE LEON GUERRERO, DoGM

APPROVED: DISAPPROVED:

Carl T.C. Gutierrez
 CARL T.C. GUTIERREZ, PRESIDENT & CEO

3-12-24
 Date



CERTIFICATION OF FUNDS:
(Subject to receipt of allotment per PL37-42)



RUDD GUDMALIN, FINANCIAL CONTROLLER

3/12/24

Date

| | | | | | |
|-----------------|------|----------|--------|---------------|------------|
| Account Number: | 100 | 5202 | SM | SME002 | \$3,628.75 |
| | Fund | GL Acct# | Market | Program/Event | Amount |