

September 23, 2024

Re: 5 GCA §23112 Non-Employee Travel Justification Statement

Subj: 2024 GVB Korea Roadshow

Håfa Adai:

Pursuant to 5 GCA §23112, the Guam Visitors Bureau ("the Bureau") submits this justification statement for travel related to the 2024 GVB Korea Roadshow in Seoul and Busan, South Korea from October 14-19, 2024.

From October 14-19 2024, the following individual(s) will travel on behalf of the Bureau to participate at the 2024 GVB Korea Roadshow. The delegation will be led by GVB Board Director & Korea Marketing Committee Chairman, Director Eun; Mayor & GVB Board Director, Mayor Hofmann; and GVB Board Director, Director Merfalen. They will attend the Korea Roadshow and represent GVB management at the sales mission and B2C events. The group will also consist of (8) cultural performers who will entertain the crowd at the roadshow and at the "Color of Guam" booth at Lotte World Adventure.

This annual B2B event will bring together approximately 300 travel industry partners in Seoul and Busan. It will also provide a valuable networking opportunity to Guam local partners (15 participating companies) and Korean travel trade professionals. The GVB delegation will also participate in two B2C events during the same travel period. GVB will host a "Color of Guam" art exhibition in collaboration with several Korean artists and the Hyundai Department Store. Additionally, GVB will have a Guam booth at Lotte Adventure World to directly promote Guam to Korean families and consumers.

<u>TA No.</u>	<u>Traveler</u>	<u>Position</u>
GVB25-006	Eun, Ho Sang	GVB Board Director & Korea Marketing Committee Chairman
GVB25-007	Hofmann, Robert	Mayor & GVB Board Director
GVB25-008	Merfalen, Michelle	GVB Board Director
GVB25-013	San Nicolas, Vince	Cultural Performer 1
GVB25-014	Quenga, Jayvier	Cultural Performer 2
GVB25-015	Cruz, Joelton	Cultural Performer 3
GVB25-016	San Nicolas, Jose	Cultural Performer 4
GVB25-017	Amon, Vivian	Cultural Performer 5
GVB25-018	Johnson, Ashely	Cultural Performer 6
GVB25-019	Torres, Leah	Cultural Performer 7
GVB25-020	Kim, Johanna	Cultural Performer 8



Should you need additional information, please contact the Guam Visitors Bureau office at (671) 646-5278.

Senseraamente,

Carl T.C. Gutierrez
President & CEO