

JAPAN MARKETING COMMITTEE MEETING MINUTES
Tuesday, November 14, 2023 | 2:00 pm
GoToMeeting | ID: 196-870-885

EXHIBIT A

<p><u>Members Online Attendance:</u></p> <ol style="list-style-type: none"> 1. Chairperson - Paula Monk (Online) 2. Arlius Wedding - Yoshiki Sato (Online) 3. Guam Premier Outlet - Monte Mesa (Online) <p><u>Members Absent:</u></p> <ol style="list-style-type: none"> 4. Japan Bus Line - Shun Matsumoto 5. Japan Airlines - Yuichiro Yamakawa 6. Guam TV - Shoji Ogawa 7. Guam Plaza - Dudipta Basu 8. Valley of the Latte - David Tydingco 9. JCB - Takahiko Watanabe 10. Fisheye Marine Park - Akihiro Tani 	<p><u>Observers Attendance Online:</u></p> <ol style="list-style-type: none"> 1. Hyatt Regency Guam - Balajadia Mio 2. Crown Plaza Resort Guam - Keiko Hirao 3. Rakuten Travel - Yoshiaki Kanemitsu 4. Hotel Nikko Guam - Kazue Sunaga 5. Royal Orchid - Mami Manlucu 6. Dusit Thani Guam Resort - Miwa Bravo 7. Baldyga Group - Mari Oshima 8. The Tsubaki Tower - Hiromi Matsuura 9. United Airlines - Kazu Atsuta 10. PIC - Koji Nagano 11. Guam Premier Outlet - Nicole Carriaga 12. Rakuten Travel - Sakiko Koizumi 13. PMT - Ichiro Shirata 14. Rakuten Travel - Yuri Yokosawa 15. Micronesia Mall - Anna Tenorio 16. Lotte Hotel Guam - Hiroko Tajima 17. Westine - Nick Song 18. Guam Premier Outlet - Suzanne Perez 19. Toshinori Ota - DFS 20. Baldyga Group - Tomoyuki Goto
<p><u>GVB Management/Staff Present:</u></p> <ol style="list-style-type: none"> 1. Gerald S.A. Perez, Vice President 2. Nadine Leon Guerrero, Director of Global Marketing 3. Mai Perez, Marketing Coordinator - Japan 4. Brian Cha, Web & IT Coordinator 5. Mike Arroyo, Web & IT Coordinator Assistant 6. Nicole Benavente, Marketing Manager - Korea 	<p><u>GVB Japan Online:</u></p> <ol style="list-style-type: none"> 1. Nobuyoshi Shoji - Japan Account Director 2. Masato Wakasugi - Japan Trade Sales Director 3. Yoshimasa Yanagihara - Japan Sales Trade Executive 4. Yoshika Matsumoto - Japan Digital Planner 5. Taiichi Higuchi - Japan Marketing Executive 6. Kiyomi Kawasaki - Japan Sales Trade Assistant

CALL TO ORDER

- Ms. Nadine Leon Guerrero, GVB Director of Global Marketing, called the Meeting to order at 2:00 pm.

REPORT OF MANAGEMENT

- Dr. Gerald Perez, Vice President
 - Share the news that UA was not able to acquire the Haneda-Guam slot.

REPORT OF MANAGEMENT

- Ms. Mai Perez, Marketing Coordinator, presented the arrival report.

SEPTEMBER 2023

September 1-30, 2023 **Total: 52,286 (+86.5%)**

% Market Mix	Origin	2019	2022	2023	% to LY
25.0%	Japan	59,758	2,183	13,079	499.1%
55.8%	Korea	61,412	18,065	29,191	61.6%
11.1%	US/Hawaii	6,132	4,565	5,822	27.5%
1.7%	Philippines	1,272	724	894	23.5%
0.3%	Taiwan	2,445	79	138	74.7%
0.5%	China	827	33	286	766.7%
0.1%	Hong Kong	345	25	68	172.0%

FISCAL YEAR 2023

October 2022 - September 2023 **Total: 602,594 (+177.8%)**

% Market Mix	Origin	2019	2022	2023	% to LY
16.2%	Japan	664,784	13,022	97,823	651.2%
59.5%	Korea	734,339	108,454	358,570	230.6%
13.7%	US/Hawaii	94,141	64,572	82,794	28.2%
2.3%	Philippines	30,708	6,230	11,593	118.3%
0.9%	Taiwan	28,346	423	5,371	1169.3%
0.3%	China	12,588	416	2,025	386.8%
0.1%	Hong Kong	6,395	125	708	466.4%

OCTOBER 2023

October 1-31, 2023 **Total: 53,360 (+38.5%)**

% Market Mix	Origin	2019	2022	2023	% to LY
22.2%	Japan	49,172	2,061	11,806	467.3%
57.7%	Korea	67,116	27,783	30,785	10.8%
12.0%	US/Hawaii	5,280	4,963	6,379	28.0%
1.9%	Philippines	2,009	1,079	998	-7.5%
0.3%	Taiwan	2,121	43	185	330.2%
0.9%	China	1,666	48	470	879.2%
0.1%	Hong Kong	278	29	66	127.6%

CALENDAR YEAR 2022

January - October 31, 2023 **Total: 521,196 (+126.0%)**

% Market Mix	Origin	2019	2022	2023	% to LY
18.8%	Japan	553,173	13,922	97,969	602.7%
67.5%	Korea	619,388	130,141	299,568	130.2%
13.4%	US/Hawaii	78,823	58,274	70,034	24.5%
2.1%	Philippines	16,314	6,307	10,988	74.2%
1.0%	Taiwan	24,189	384	5,264	1270.8%
0.4%	China	10,312	403	2,298	470.2%
0.1%	Hong Kong	4,445	148	645	341.8%

MARKET UPDATE

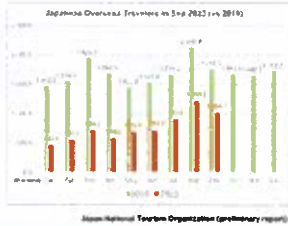
- Ms. Mai Perez, Marketing Coordinator, presented the Japan Market Updates

MARKET INFORMATION

Number of Japanese Departures, September exceeded 1 million for the second consecutive month, continuing a 40% decline from pre-COVID 19.

According to the Japan National Tourist Organization, the number of Japanese departing Japan exceeded 1,004,700 in September 2023 for the second consecutive month, down 42.6% from the same month last year (1,751,477 in September 2019), continuing the 40% decline seen before COVID-19.

According to Aviation Data OAG, international flights departing from Japan's six major airports (Narita, Kansai, Haneda, Fukuoka, Nagoya and Saitama) in September 2023 were down 21.3% (4,989 fewer flights) and 22.8% (385,398 fewer seats) from 2019 on a flight count basis. The gradual recovery continues. Meanwhile, other major airports are recovering but still at levels ranging from 30% to 50% of 2019 levels.



MARKET INFORMATION

HIS Recovers to 70% of Overseas Travel Sales Offensive to Turn Around in September Following August

HIS is recovering its handling of overseas travel. The amount handled in August was 71.6% of that for the same month in 2019 and the recovery rate remained at the 70% level in September. The total amount of overseas travel handled by major travel agencies still accounts for about 55% of the total and most of the travel agencies that exceed the pre-Covid-19 level are business travel agencies. The company is strengthening sales in order to return to profitability for the full year.

In August, the total amount handled was 34.9 billion yen, trailing only the second-place JTB (30.2 billion yen). The Super Summer Sale was brought forward from the previous year, and the passport acquisition support program was expanded.



SEAT CAPACITY SUMMARY

	NOV	DEC	JAN	TTL
UNITED	37,682	38,844	39,010	115,536
JAL	3,383	3,582	4,179	11,144
TTL	41,065	42,426	43,189	126,680

FLIGHT OPERATION -November

November Total Outbound Seat Capacity :41,065

Carrier	Flight	Class	Origin	Destination	Frequency	Seats
UNITED	A-1210R	Y	SEA	HNL	1x/1W	4,000
	A-1210R	Y	SEA	HNL	2x/2W	4,000
	A-1210R	Y	SEA	HNL	2x/2W	2,500
	A-1210R	Y	SEA	HNL	2x/2W	4,000
	A-1210R	Y	SEA	HNL	2x/2W	4,000
	A-1210R	Y	SEA	HNL	2x/2W	2,500
	A-1210R	Y	SEA	HNL	2x/2W	4,000
	A-1210R	Y	SEA	HNL	2x/2W	4,000
	A-1210R	Y	SEA	HNL	2x/2W	4,000
	A-1210R	Y	SEA	HNL	2x/2W	4,000
JAL	A-1210R	Y	SEA	HNL	1x/1W	3,383
	A-1210R	Y	SEA	HNL	2x/2W	3,582
	A-1210R	Y	SEA	HNL	2x/2W	4,179
	A-1210R	Y	SEA	HNL	2x/2W	4,179



FLIGHT OPERATION -December

December Total Outbound Seat Capacity: 42,426

Month	Flight	Carrier	Class	Days	Capacity
Available	JA 927	NRT	780	9:00	3:00
Available	JA 97	NRT	9:00-2:45	2:00	1:04
Available	JA 174	NRT	2:20-2:55	Mon-Wed-Fri-Sat	2:00
Available from April 9, 2023	JA 163	NRT	7:00-2:30	2:00	1:04
Available	JA 50	NOD	7:20-9:55	2:00	1:00
Available	JA 72	NOD	20:50-1:25	Mon-Wed-Fri-Sat	2:00
Available	JA 80	NRT	10:30-9:45	2:00	1:04
Available	JA 74	NRT	20:50-1:25	Tue-Thu-Sat	2:00
Available	JA 90	FUK	10:50-9:5	2:00	1:04
TTL					32,844

Month	Flight	Carrier	Class	Days	Capacity
Available	JA 141	NRT	9:20-4:5	Temporary	1:04
Suspended	JA 17	NRT	9:45-9:5	2:00	1:04
Suspended	JA 82	NRT	9:55-9:55	2:00	1:04
Suspended	JA 174	NRT	9:50-9:50	2:00	1:04
Suspended	JA 84	NRT	9:50-9:50	2:00	1:04
TTL					5,432

FLIGHT OPERATION -January

January Total Outbound Seat Capacity: 43,188

Month	Flight	Carrier	Class	Days	Capacity
Available	JA 927	NRT	780	9:00	3:00
Available	JA 97	NRT	9:00-2:45	2:00	1:04
Available	JA 174	NRT	2:20-2:55	Mon-Wed-Fri-Sat	2:00
Available from April 9, 2023	JA 163	NRT	7:00-2:30	2:00	1:04
Available	JA 50	NOD	7:20-9:55	2:00	1:00
Available	JA 72	NOD	20:50-1:25	Mon-Wed-Fri-Sat	2:00
Available	JA 80	NRT	10:30-9:45	2:00	1:04
Available	JA 74	NRT	20:50-1:25	Tue-Thu-Sat	2:00
Available	JA 90	FUK	10:50-9:5	2:00	1:04
TTL					39,816

Month	Flight	Carrier	Class	Days	Capacity
Available	JA 141	NRT	9:20-4:5	Temporary	1:04
Suspended	JA 17	NRT	9:45-9:5	2:00	1:04
Suspended	JA 82	NRT	9:55-9:55	2:00	1:04
Suspended	JA 174	NRT	9:50-9:50	2:00	1:04
Suspended	JA 84	NRT	9:50-9:50	2:00	1:04
TTL					4,972

Discussion/Comments:

Question

- Dr. Gerry Perez, GVB Vice President
 - If United Airlines charges a fuel surcharge, JAL has started charging \$240.
- Ms. Paula Monk, JMC Chairperson
 - Will look into it.

Comment

- Ms. Nadine Leon Guerrero, GVB Director of Global Marketing
 - JAL flight is not consistent, and the flight schedule varies.

FLIGHT OPERATION - Appendix

JAPAN AIRLINES 2023 - 2024 Flight Schedule

Month	Days	Capacity
2023 March	10, 21, 25, 26, 29, 30	7
2023 April	1, 2, 4, 27, 29, 30	8
2023 May	2, 3, 4, 6, 7	5
2023 June	-	0
2023 July	10, 16, 18, 20, 22, 23, 25, 27, 29, 30	10
2023 August	1, 2, 5, 6, 8, 10, 11, 12, 13, 17, 19, 20, 22, 24, 26, 27, 29, 31	10
2023 September	2, 3, 5, 7, 8, 9, 12, 14, 15, 17, 18, 21, 23, 24, 26, 28, 30	17
2023 October	1, 2, 3, 5, 7, 8, 9, 11, 12, 14, 15, 17, 18, 21, 22, 24, 26, 28, 31	10
2023 November	2, 3, 5, 7, 8, 9, 11, 12, 14, 15, 17, 18, 21, 22, 24, 26, 30	17
2023 December	2, 3, 5, 7, 8, 9, 10, 12, 14, 16, 17, 19, 20, 23, 24, 26, 28, 30, 31	16
2024 January	1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12, 14, 16, 18, 20, 21, 22, 25, 27, 28, 30	21
2024 February	1, 2, 4, 6, 10, 12, 14, 15, 17, 18, 20, 22, 23, 25, 27, 29	16
2024 March	2, 3, 5, 7, 8, 9, 10, 11, 14, 16, 17, 19, 20, 22, 24, 26, 28, 30	17
TTL		21,820

AIRLINE AND INDUSTRY INTELLIGENCE

Airlines

- All Japan Airline and ANA's Airline announced that they will acquire 7.35 million shares of Sky Airline, becoming the largest shareholder.
- Due to the slow return of demand, Air Tahiti Nui suspended the Tokyo/Niata - Papeete route for a period May 8 - October 26, 2024.
- JAL will increase the number of round-trip flights on the Naha - Guam route by six from January 2024 onwards. Naha - Taipei route is reduced to 14 flights per week.
- JAL's subsidiary, JAL Express, has started to offer a new service from Vancouver, Canada - 3 flights per week from March 2024.

Travel Agents

- GVB JAPAN is now accepting applications for participation in the Go Go Guam NAFA ADAI Campaign, which will start in January, mainly from major wholesalers. At present, more than five companies are interested in participating, and applications will be accepted until November 17.
- HIS is currently holding a Winter Campaign. They are strengthening Guam sales. It will also be featured heavily in their biggest sale, the "Hatsuyuma Fair" which will begin soon.
- Sendai-based wholesaler "Tour Wave" offers packages from Sendai, Sapporo, and Akita via Centair Airport to strengthen UA's Nagoya-Guam service.

DESTINATION COMPARISON BY CAMPAIGN

Hawaii

New ad campaign aimed to "take action" to "go to Hawaii"

Aiming for a full-fledged recovery of overseas travel among residents, a new advertising campaign "Hawaii: Hawaii" will be launched to reaffirm the appeal of Hawaii travel and encourage "action" to "go to Hawaii". The new ad campaign will begin with video ads followed by a series of traffic ads. In addition, a special campaign will be conducted on the official Instagram page to encourage the "desires to go" fostered by the video ads and lead to action.

Korea

Global Content International Airport and Nagoya Airfield jointly launch campaign

In order to increase the number of visitors from the Nagoya area, during the campaign period, Nagoya Airfield will operate a special train fully decorated to introduce tourism in Korea, with Chai Eun-woo, a member of the male idol group ASTRO and actor, who is currently promoting the country worldwide as a PR ambassador, as the main visual. In addition, there will be a giveaway lottery with prizes such as hotel accommodation tickets, airline tickets, and original goods.

Singapore

Organize "Dining Travel Experience Near World's Singapore" Campaign

The Singapore Tourism Board (STB) is currently promoting the country worldwide as a PR ambassador. In addition, there will be a giveaway lottery with prizes such as hotel accommodation tickets, airline tickets, and original goods.

OLD BUSINESS

- Ms. Mai Perez, Marketing Coordinator, presented the Old Business



SNS UPDATE (OWNED MEDIA)

Instagram
29,385 (+2,102)

Facebook
23,580 (-3)

X
18,538 (+715)

TikTok
60,918 (+657)

In FY23, the number of followers increased by about **35,600** followers throughout the year!



SNS CV Ads

- Started directing ads from TikTok's Ad Creative to Travelko's Guam product listing page.
- Aimed at guiding users interested in Guam to the actual product search within the tiktok platform.



FOOD TRUCK PROGRAM

Event/Truck	Result
Hashima, Konohana-ku Osaka / Hashima Marche	<ul style="list-style-type: none"> Date: Oct 21 - 22 2023 Venue: Hashima, Konohana-ku Osaka / Hashima Marche # of hamburger sold: 88
Tourism EXPO 2023 Suminoe-ku Osaka City / Intex Osaka	<ul style="list-style-type: none"> Date: Oct 26 - 29 2023 Venue: Suminoe-ku, Osaka City / Intex Osaka # of hamburger sold: 891 # of rice sold: 594
Umeda-ku Osaka / Umeda Loft	<ul style="list-style-type: none"> Date: Oct 30 - 31 2023 Venue: Umeda-ku Osaka / Umeda Loft # of hamburger sold: 45



Future schedule of food truck project
 Nov 5: Hanahaku Plaza market
 Mid-Nov: PURARI KYOBASHI

CTS AIRPORT WORLD TRAVEL FESTA

- On September 30 and October 1, 2023, GVB participated in the second annual World Travel Festival, a total audience approx 1,500
- The purpose of this event was to build awareness and demand for this winter break



SAPPORO SEMINAR

- On October 2, 2023, a Guam seminar was held in Sapporo supported by JATA Sapporo
- 27 pax and 17 companies were attended
- Shared the most up-to-date Guam info to enhance immediate and further out demand, especially this winter break
- As a result Sapporo Government asked GVB Japan to participate School trip Webinar on Jan 12, 2024



GUAM WORKSHOP - REGIONAL ENHANCEMENT

- The Workshop was held to raise awareness of Guam in the Chubu and Sendai areas and attract future group visitors.
- It was a perfect opportunity to share the latest Guam information and improve future sales.
- The Next Workshop has been scheduled in Fukuoka and Kumamoto to reinforce regional market

DATE	CITY	AGENCY
Oct 4	Nagoya	JTB
Oct 5	Nagoya	HIS
Oct 5	Nagoya	REN
Oct 23	Sendai	Tour Wave
Oct 23	Sendai	JTB Group & Planning
Oct 23	Sendai	HIS



NEW CREATIVE SHOOTING/ INFLUENCER FAM



- The New Creative for FY24 will be a Fiesta-themed creative starting with the GoGo Guam Haha Adas Campaign in January 2024
- The primary objective was FY24 New creative shooting.
- Improvements from the ambassador program, featuring professional models and influencers. Use charismatic fashion directors, charismatic skateboarders, etc., and post between shoots via SNS to communicate current Guam.
- Eight influencers were selected and shared on social networking sites. Overall imp of more than 10,000,000 achieved.

New Creative Shooting/Influencer FAM



**GOGO GUAM HAFU ADAI CAMPAIGN
LAUNCH PRESS CONFERENCE ON OCT 25 IN OSAKA**

- The purpose of the press conference is to launch GoGo Guam Hafa Adai Campaign
- Guest Celebnty was Nakayama Kinnikun and total 31 media attended both off and online to get multiple media coverage of more than \$1,000,000 across all media platforms



JATA Tourism EXPO 2023

- Tourism Expo Japan 2023 Osaka held at INTEX Osaka from Thursday, October 26 to Sunday, October 29, 2023. A total of 1,275 companies and organizations from 70 countries and regions exhibited, and 148,050 people visited the exhibition. At the Guam booth, 14 GVB member companies and GVB held business meetings of more than 120.
- Consumer days, consumer interaction and Chamorro Dance Show
- Increased more than 3000 SNS followers across all platforms



Discussion/Comments:

Comment

- Dr. Gerry Perez, GVB Vice President
 - JATA Tourism Expo's value has changed to utilize the opportunity to leverage social media exposure.

Question

- Ms. Paula Monk, JMC Chairperson
 - What was the main feedback we received from the consumers who visited our booth.
- Ms. Nadine Leon Guerrero, GVB Director of Global Marketing
 - They were interested in the cultural exchange.
 - Osaka is different from Tokyo, and strategically, we were able to be in the Pacific booth area which had better access to visitors than US destination booths.
 - We recommend keeping our booth in the Pacific area for next year's JATA Tourism Expo.
- Dr. Gerry Perez, GVB Vice President
 - Recommend keeping space size to leverage the social media exposure.
 - We are still getting residual impact from the restrictions thus, there's still a consumer reluctance.

Tabi Salad EXPO

- On November 3, 4, and 5, 2023, we exhibited at a consumer event hosted by "Tabi Salad," a popular travel program on Japanese television, in Osaka. The "GOGO GUAM Hafa Adai campaign" was promoted to tourists departing from KIX. The campaign was also introduced on the event stage, and a raffle paper-airplane tournament was held to win Guam goods.
- The event was televised on national television on the day of the event and was a great success.
- More than 1,000 eco-bags were distributed to visitors who followed @VB Japan official SNS account.

- TV Live broadcasting Estimated Media value/ \$150,000
- SNS follow campaign Instagram: +839
- (28571 - 29410 followers)
- X (Twitter): +311
- (18230 - 18541 followers)
- TikTok: +99
- (60807 - 60906 followers)



NEW BUSINESS

- Ms. Mai Perez, Marketing Coordinator, presented the New Business

FY24 GOAL PAX

	FY2023	FY2024	Incremental ratio
Seat Capacity	360,586	489,449	136%
Target	100,000	150,000	350%
Result	97,823	-	-
Achievement rate	30%	70% (target)	

FY24 JAPAN MARKETING CALENDAR



HAFADA AID SUPPORT

CAMPAIGN KEY PILLARS

- Advance notice begins November 8.
- Implemented from January 8, 2024 to September 30, 2024
- Campaign briefing session in Dec

Hafa Adai Support

Popular local hotels, restaurants, cafes, marine activities, and car rental companies that support Guam's tourism industry will come together to offer special services, benefits, and discounts. Participating is easy! Visit the campaign page and display the page of the participating stores with your smartphone.

For example, there are a lot of deals like this!

GOGO! GUAM PAY

Support those hesitant to travel overseas due to the weak yen!

Digital coupon \$30 to be used locally (worth approximately 4,500 Japanese yen)

First 5,000 travelers will receive the coupon

ROAD TO GOGO GUAM HAFADA AID CAMPAIGN

GOGO GUAM HAFADA AID PROMOTION - MARKETING

November

Nov 13 - Dec 15: Pre-announcement

December

Dec 7 - 11: Influencer FAM

Week of Dec 11: Online/Offline

Dec 7 - 11 Influencer

- Lifestyle/ Travel influencers to feature Girls Trip/ Uni student's graduation travel
- Total number of followers: 1,207,400

Dec 7 - 11 Sponchi Golf Competition

- SIT FAM
- Talofofo and Mangilao
- Total 100 pax
- Digital Media also accompanied and covered the event.

Week of Dec 11

- Inspection meeting for Umlalmon Kashien Highschool Cooking Competition 2024
- Guam was selected as the Winner's reward from 3 out of every 1,000 people
- Collaboration with GCC to experience Guam e.g. Food exchange

MARKETING INITIATIVES - DIGITAL

SNS CV Ads

15,000,000

Directed to OTA and MetaSearch's Guam product listing pages from SNS ads



GOGO GUAM Haha Adal Campaign teaser video

700,000,000



OTA/Meta Search Banner Tie-up page

4,500,000



TRADE INITIATIVES

GVB Japan to highly focus on trade initiatives that bring volume

- Grassroots promotion from Jan 2024 around the University area:**
 - Flyer distribution
 - POP at cafe
 - Food Truck
- Target the Kansai region to approach schools:**
 - Email/ DM to schools
 - Co-work with TA
 - Direct door knock
- New incentive scheme to be implemented from Nov 2023**
- Regional catchment area workshop to target SM-size TA**
- Co-work with UA to conduct workshops**

GROUP SUPPORT SCHEME

Services (parties, meetings, optional tours, sightseeing, golf, etc.) excluding accommodations and airport transfer services provided by Guam Visitors Bureau member companies. The following subsidies will be provided to Japanese travel agencies that have sold groups using these services for a fee (excluding lodging and airport transfer services). Application Period: November 1, 2023 - July 31, 2024

Travel period: December 1, 2023 to August 31, 2024 for departures from Japan

Changes: Tours of 2 nights or more are eligible for 2024 (2023, tours of 3 nights or more were eligible) & support amount UP!

FY2023		FY2024	
# of Pax	Incentive support	# of Pax	Incentive support
Spax - 19pax	¥1,000 (\$7) per Pax	Spax - 19pax	¥1,500 (\$10) per Pax
20pax - 50pax	¥1,500(\$11) per Pax	20pax - 50pax	¥2,000(\$13) per Pax
51pax - 75pax	¥2,000(\$14) per Pax	51pax - 75pax	¥3,000(\$20) per Pax
76pax - 100pax	¥3,000(\$21) per Pax	76pax - 100pax	¥4,000(\$26) per Pax
101pax and more	1 group ¥300,000(\$2,142)	101pax and more	1 group ¥400,000(\$2,666)

UPCOMING GROUP

Schedule	Group	Number	TA
Nov 17-25	Darto Kentaku	566	HIS
Dec 2-3	Daihatsu	433 + 26 TCs	JTB
Dec 14	Unicity	130	KNT
Jan 8 - 30	Nojima	3067	Tobu

TRADE INITIATIVES - WORKSHOP



- GVB Japan to co-work with UA to conduct a Travel agency Workshop in Q1 for the Fukuoka market
- Nov 28 - Fukuoka
 - AM: Tobu Top/ KNT/ Nishitetsu/ NTA/ Tour Wave/ Ohshu Express
 - PM: JTB and HIS
- Nov 29 - Kumamoto
 - PM: Kyushu Sanko Tourist/ JTB Kumamoto and Cali Center/ HIS and NichirinSen

FY24 BUDGET BREAKDOWN

GL Code	01	02	03	04	05	Total
ADP000	960,000	300,000	242,000	843,000	64,000	2,409,000
ADP001	2,000,000	1,000,000	800,000	80	80	3,880,800
ADP002	275,000	1,100,000	1,000,000	300,000	1,200,000	4,875,000
ADP003	600,000	500,000	1,100,000	1,100,000	1,100,000	4,400,000
ADP004	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	5,000,000
ADP005	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	5,000,000
Total	5,835,000	3,900,000	5,142,000	3,243,000	2,940,000	20,060,000

GL Code	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
ADP000	\$28,000	\$28,000	\$28,000	\$28,000	\$28,000	\$28,000	\$28,000	\$28,000	\$28,000	\$28,000	\$28,000	\$28,000	\$336,000
ADP001	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$1,200,000
ADP002	\$122,000	\$122,000	\$122,000	\$122,000	\$122,000	\$122,000	\$122,000	\$122,000	\$122,000	\$122,000	\$122,000	\$122,000	\$1,464,000
ADP003	\$142,000	\$142,000	\$142,000	\$142,000	\$142,000	\$142,000	\$142,000	\$142,000	\$142,000	\$142,000	\$142,000	\$142,000	\$1,704,000
ADP004	\$44,000	\$44,000	\$44,000	\$44,000	\$44,000	\$44,000	\$44,000	\$44,000	\$44,000	\$44,000	\$44,000	\$44,000	\$528,000
ADP005	\$44,000	\$44,000	\$44,000	\$44,000	\$44,000	\$44,000	\$44,000	\$44,000	\$44,000	\$44,000	\$44,000	\$44,000	\$528,000
Total	\$482,000	\$482,000	\$482,000	\$482,000	\$482,000	\$482,000	\$482,000	\$482,000	\$482,000	\$482,000	\$482,000	\$482,000	\$5,772,000

ANNOUNCEMENTS

- Alterverse artshow at Tumon Sands Plaza from November 15 - December 15, 2023
- Next Regular JMC Meeting: December 19, 2023, at 2:00 PM

Discussion/Comments:

Question

- Ms. Paula Monk
 - Inquired accounting code meaning.
- Ms. Nadine Leon Guerrero, GVB Director of Global Marketing
 - ADV001: General advertisement, specific campaign or messaging of umbrella campaign.
 - ADV008: Coop program
 - PRE002: PR
 - SMD004: Sales Market Development, mainly used for group support and travel agent support.
 - PRE001: Japan Office operational cost

Discussion/Comments:

Question

- Ms. Paula Monk
 - Requested some comments insights, and observations about the JATA Tourism Expo



- Mr. Monte Mesa
 - GVB Japan did a great survey promotion, using a QR code with a free reusable bag.
 - If these consumers plan to visit Guam in the next few months, the biggest challenge is the limited seat capacity and high price.
 - Saw the necessity to have a more aggressive promotion in Osaka since we have daily flights from Osaka.
- Dr. Gerry Perez
 - The pricing is an issue for us since the cost to Europe is almost the same as to Guam.
- Mr. Monte Mesa
 - It was a good decision to place our booth in the Pacific area. We were able to secure a spot next to Korea and Taiwan, which are popular destinations.
 - Travel agents noted that Guam is more expensive than other Asian destinations due to its status as a US territory and the impact of the dollar exchange rate. As a result, consumers in Osaka are increasingly choosing other Asian destinations with more airline options and lower prices for airfare.
- Ms. Paula Monk
 - Appreciated the comment and will relay the message to the team.
- Ms. Miwa Bravo
 - It is evident that the demand for outbound travel from Japan is increasing, but the depreciation of the yen has had a significant impact.

ADJOURNMENT

- The meeting was adjourned at 2:55 pm.

Minutes prepared by:



 Mai Perez, Marketing Coordinator - Japan

Minutes reviewed/
approved by:



 Regina Nedlic, Marketing Manager

Minutes reviewed/
approved by



 Elaine Pangelinan, Marketing Manager

Minutes approved by:



 Nadine Leon Guerrero, Director of Global Marketing

