

**JAPAN MARKETING COMMITTEE MEETING MINUTES**  
Tuesday, February 20, 2024 | 2:00 pm  
GoToMeeting | ID: 196-870-885

**EXHIBIT A**

<p><u>Members Online Attendance:</u></p> <ol style="list-style-type: none"> <li>1. Chairperson - Paula Monk</li> <li>2. Arlius Wedding - Yoshiki Sato (Online)</li> <li>3. Guam Premier Outlet - Monte Mesa (Online)</li> </ol> <p><u>Members Absent:</u></p> <ol style="list-style-type: none"> <li>4. Japan Bus Line - Shun Matsumoto</li> <li>5. Japan Airlines - Yuichiro Yamakawa</li> <li>6. Guam TV - Shoji Ogawa</li> <li>7. Guam Plaza - Dudipta Basu</li> <li>8. Valley of the Latte - David Tydingco</li> <li>9. JCB - Takahiko Watanabe</li> <li>10. Fisheye Marine Park - Akihiro Tani</li> </ol>	<p><u>Observers Attendance In Person</u></p> <ol style="list-style-type: none"> <li>1. Baldyga Group - Mari Oshima</li> </ol> <p><u>Observers Attendance Online:</u></p> <ol style="list-style-type: none"> <li>2. GPO - Monte Mesa</li> <li>3. Skydive Guam - Ayaka Yamaguchi</li> <li>4. Hyatt Regency Guam - Balajadia Mio</li> <li>5. Nau Tech - Bill Nault</li> <li>6. GPO - Estella</li> <li>7. Guam Plaza - Osamu Takahashi</li> <li>8. Guam Reef Hotel - Akihiro Gondo</li> <li>9. JAL - Hideo Owano</li> <li>10. JAL - Yuichiro Yamakawa</li> <li>11. The Tsubaki Tower - Hiromi Matsuura</li> <li>12. Rakuten - Yoshiaki Kanemitsu</li> <li>13. Rakuten - Kazumi Ikeno</li> <li>14. Rakuten - Keiko Takano</li> <li>15. Rakuten - Sakiko Koizumi</li> <li>16. Hilton - Kimi Passauer</li> <li>17. PIC - Koji Nagano</li> <li>18. TSP - Nicole Carriaga</li> <li>19. DFS - Toshinori Ota</li> <li>20. Royal Orchid - Mami Manlucu</li> <li>21. Micronesia Mall - Sam Ortiz</li> <li>22. PMT - Ichiro Shirata</li> <li>23. Baldyga Tomoyuki Goto</li> </ol>
<p><u>GVB Management/Staff Present:</u></p> <ol style="list-style-type: none"> <li>1. Gerald S.A. Perez, Vice President (Online)</li> <li>2. Regina Nedlic, Senior Marketing Manager - Japan</li> <li>3. Mai Perez, Marketing Manager - Japan</li> <li>4. Brian Cha, Web &amp; IT Coordinator</li> <li>5. Mike Arroyo, Web &amp; IT Coordinator Assistant</li> <li>6. Nicole Benavente, Senior Marketing Manager - Korea</li> </ol>	<p><u>GVB Japan Online:</u></p> <ol style="list-style-type: none"> <li>1. Nobuyoshi Shoji - Japan Account Director</li> <li>2. Masato Wakasugi - Japan Trade Sales Director</li> <li>3. Yoshimasa Yanagihara - Japan Sales Trade Executive</li> <li>4. Yoshika Matsumoto - Japan Digital Planner</li> <li>5. Taiichi Higuchi - Japan Marketing Executive</li> <li>6. Kiyomi Kawasaki - Japan Sales Trade Assistant</li> </ol>

**CALL TO ORDER**

- Ms. Regina Nedlic, GVB Senior Marketing Manager, called the Meeting to order at 2:04 pm.

**REPORT OF MANAGEMENT**

- Ms. Paula Monk, JMC Chairwoman
  - Announced that the Department of Transportation awarded United Airlines with the Haneda Guam route slot.
  - The tentatively scheduled start on May 1 with daily service.
- Ms. Regina Nedlic, Senior Marketing Manager, presented the arrival report.

## December 2023

December 1-31, 2023

Total: 73,721 (+32.7%)

% Market Mix	Origin	2019	2022	2023	% to LY
27.6%	Japan	67,794	6,039	20,338	236.8%
55.8%	Korea	71,543	36,250	40,963	12.0%
9.7%	US/Hawaii	7,155	7,394	7,120	-3.7%
1.7%	Philippines	1,659	1,436	1,226	-14.7%
0.2%	Taiwan	3,004	155	164	21.5%
0.3%	China	585	85	250	184.1%
0.1%	Hong Kong	290	69	86	24.6%

Source: Guam Customs Border/Border Force. Prepared by the Guam Visitors Bureau

## January 2024

January 1-31, 2024

Total: 82,670 (+45.8%)

% Market Mix	Origin	2019	2023	2024	% to LY
22.9%	Japan	58,021	4,782	18,955	295.4%
56.5%	Korea	69,295	39,563	46,740	18.1%
10.3%	US/Hawaii	6,636	7,231	6,807	17.6%
1.2%	Philippines	1,277	1,192	1,017	-14.7%
0.2%	Taiwan	2,461	850	197	-78.8%
0.4%	China	1,261	104	370	255.8%
0.0%	Hong Kong	454	56	31	-44.8%

Source: Guam Customs Border/Border Force. Prepared by the Guam Visitors Bureau

## Fiscal Year 2024

October 2023 - January 31, 2024

Total: 271,352 (+40.6%)

% Market Mix	Origin	2019	2023	2024	% to LY
25.6%	Japan	218,804	16,490	69,528	321.6%
55.2%	Korea	251,582	130,702	149,860	14.7%
10.6%	US/Hawaii	31,184	26,516	26,529	7.6%
1.7%	Philippines	7,680	4,806	4,665	-3.8%
0.3%	Taiwan	8,749	1,145	798	-17.8%
0.5%	China	4,603	301	1,298	331.2%
0.1%	Hong Kong	2,482	185	270	45.8%

Source: Guam Customs Border/Border Force. Prepared by the Guam Visitors Bureau

## Calendar Year 2023

January - December 2023

Total: 656,518 (+100.8%)

% Market Mix	Origin	2019	2022	2023	% to LY
20.8%	Japan	684,602	23,501	136,736	481.6%
56.6%	Korea	753,357	192,145	371,903	91.6%
12.7%	US/Hawaii	90,994	70,430	83,877	18.8%
2.1%	Philippines	20,729	8,831	13,638	54.4%
0.9%	Taiwan	28,236	633	5,600	784.7%
0.4%	China	11,484	552	2,756	399.3%
0.1%	Hong Kong	5,136	246	308	232.5%

Source: Guam Customs Border/Border Force. Prepared by the Guam Visitors Bureau

### Discussion/Comments:

#### Comment

- Dr. Gerry Perez, GVB Vice President
  - The latest arrival numbers for January have shown positive results. However, the recovery of the Japan market is still lagging behind.
  - Japanese overall outbound is still under 40% compared with pre-COVID.
  - Hoping UA's Haneda Guam route slot will be incremental to our market share.
- Ms. Paula Monk, JMC Chairwoman
  - In January there was a big group with 3,200 and most of them are first time visitor to Guam.
  - Received some positive feedback about their experience on Guam, and hoping the experience will affect for future visitors from Japan.
- Ms. Regina Nedlic, Senior Marketing Manager
  - The cruise ship arrival is not included in the report, including that, there was a significant increase in January.

### MARKET UPDATE

- Ms. Regina Nedlic, Senior Marketing Manager, presented the Japan Market Updates

### Market Information

**U.S. Department of Transportation Decision to Grant United Airlines Haneda Midnight Slot to Open Tokyo/Haneda to Guam Route as Early as May 1, 2024**

On February 16, 2024, the U.S. Department of Transportation (DOT) announced the allocation of Haneda Airport midnight slots to United Airlines. The earliest the slot can be used is after April 2, 2024, when it is officially returned to the DOT. However, since United Airlines has indicated in its application that it plans to begin daily service on May 1, 2024, the DOT has imposed a 90-day service period starting on that date.



**HANEDA**  
Assumed flight schedule  
UA849 Haneda 23:55 - Oa 03:11 Guam  
UA848 Guam 19:10 - Haneda 22:00

### Haneda Flight

- Need assistance to sustain/fill the seats.
- Target: Young Generation, FITs
- Morning Optional Tours/Breakfast
- Will be requesting hotels for consideration for early check-in deals.



### MARKET INFORMATION

**United Airlines; One additional evening flight from Japan will be added to the Narita - Guam route effective March 31, 2024 summer timetable**

United Airlines will add one daytime flight from Guam and one evening flight from Japan to its summer schedule effective March 31, 2024. This will bring the number of flights departing Narita Airport at 5:00 a.m. to three, bringing the number of flights from Narita to Guam to five per day.




**UNITED AIRLINES**  
A STAR ALLIANCE MEMBER

UA 640 departs Guam at 11:30 a.m. and arrives at Narita at 2:15 p.m.  
UA 641 departs Narita at 5:15 p.m. and arrives in Guam at 10:40 p.m.

### MARKET INFORMATION

**JAL Increased flights on the Narita - Guam route from 4 to 5 per week**

JAL has determined its route flight plan for FY2024. The Narita-Guam route will be increased from 4 to 5 flights per week.



(March 31-September 30, 2024: Monday, Wednesday, Thursday, Saturday, and Sunday) **JAPAN AIRLINES**

Month	Days	Flights per Week	Passengers
April	1, 3, 4, 6, 7, 8, 10, 11, 13, 14, 15, 17, 18, 20, 21, 22, 24, 25, 27, 28, 29	21	4,379
May	1, 2, 4, 5, 6, 8, 9, 11, 12, 13, 15, 16, 18, 20, 22, 23, 25, 26, 27, 28, 30	22	4,378
June	1, 2, 3, 5, 6, 8, 9, 10, 12, 13, 15, 16, 17, 19, 20, 21, 22, 23, 24, 26, 27, 29, 30	25	4,577
July	1, 2, 3, 4, 6, 7, 8, 10, 11, 13, 14, 15, 17, 18, 20, 21, 22, 24, 25, 27, 28, 31	25	4,577
August	3, 4, 7, 8, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20, 22, 23, 24, 25, 26, 27, 29, 31	22	4,378
September	1, 2, 4, 5, 7, 8, 9, 11, 12, 14, 15, 16, 18, 19, 21, 22, 23, 25, 26, 28, 29, 30	22	4,378
TTL			26,467

### Market Information

**HIS began selling Asiana Airlines charter flight tours departing from Kansai International Airport.**

HIS began selling tours using Asiana Airlines charter flights departing from Kansai International Airport. A total of seven flights are scheduled to operate with departures limited to March 2024.



**HIS**  
ASIANA AIRLINES

### MARKET INFORMATION

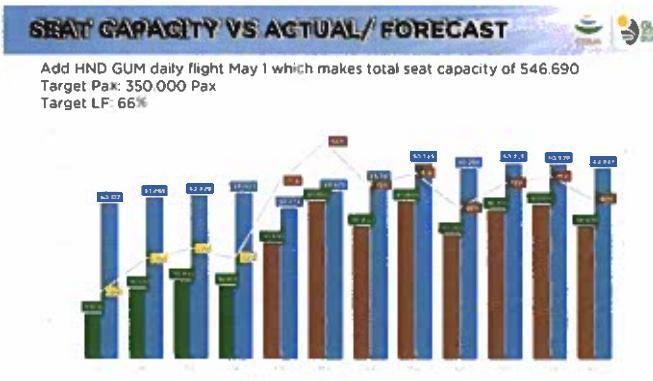
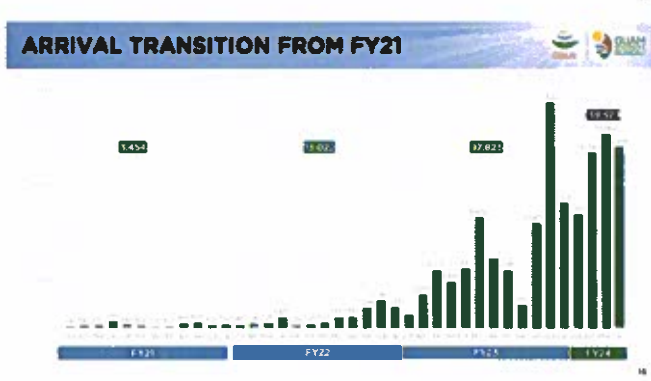
**China Airlines to Charter One Round Trip from Tokyo/Narita to Guam in GW**

China Airlines will operate charter flights between Tokyo/Narita and Guam during Golden Week. The flights will operate on May 3 and 6, and HIS is selling tours. The tour fee starts at 199,000 yen (double occupancy). Fuel surcharge and taxes are not included. Business class seats are available as "Raku Raku Seats" for an additional ¥800,000 round trip. While there is no priority boarding or dedicated check-in counter, lounge service is available only for flights departing from Tokyo/Narita.



**CHINA AIRLINES**  
**HIS**

CC: Tokyo/Narita (21:00-23:00) - Guam (02:00-03:00-05) / May 3  
 CT: Guam (09:00 - 09:00) - Tokyo/Narita (07:00 - 09:00) / May 6



**SEAT CAPACITY SUMMARY**

	FEB	MAR	APR	77L
<b>UNITED</b>	36,188	38,678	42,662	117,528
<b>ANA</b>	3,184	3,582	4,179	10,945
<b>ANA AIRBUS</b>	0	1,246	0	1,246
<b>77L</b>	39,372	43,506	46,841	129,719

**NUMBER OF FLIGHT SUMMARY**

	FEB	MAR	APR	77L
<b>UNITED</b>	218	233	257	708
<b>ANA</b>	21	17	21	59
<b>ANA AIRBUS</b>	0	7	0	7
<b>77L</b>	239	257	278	774

**FLIGHT OPERATION - February**

February Total Outbound Seat Capacity 39,372

Carrier	Flight No.	Day	Frequency	Class	Capacity	
UNITED	UA 87	W	10:00	Daily	444	
	UA 87	W	17:00	Daily	444	
	UA 72	W	21:00	Daily	232	
	UA 72	W	21:00	Mon-Fri, Sat	232	
	UA 72	W	21:00	Daily	444	
	UA 72	W	21:00	Daily	444	
	UA 72	W	21:00	Mon-Fri, Sat	232	
	UA 72	W	21:00	Daily	444	
	UA 72	W	21:00	Daily	444	
	UA 72	W	21:00	Daily	444	
ANA	NA 80	W	10:00	Daily	444	
	NA 80	W	17:00	Daily	444	
	NA 80	W	21:00	Daily	444	
	NA 80	W	21:00	Mon-Fri, Sat	232	
<b>TTL</b>						<b>39,372</b>

**FLIGHT OPERATION - March**

March Total Outbound Seat Capacity 43,506

Carrier	Flight No.	Day	Frequency	Class	Capacity	
UNITED	UA 87	W	10:00	Daily	444	
	UA 87	W	17:00	Daily	444	
	UA 72	W	21:00	Daily	232	
	UA 72	W	21:00	Mon-Fri, Sat	232	
	UA 72	W	21:00	Daily	444	
	UA 72	W	21:00	Daily	444	
	UA 72	W	21:00	Mon-Fri, Sat	232	
	UA 72	W	21:00	Daily	444	
	UA 72	W	21:00	Daily	444	
	UA 72	W	21:00	Daily	444	
ANA	NA 80	W	10:00	Daily	444	
	NA 80	W	17:00	Daily	444	
	NA 80	W	21:00	Daily	444	
	NA 80	W	21:00	Mon-Fri, Sat	232	
<b>TTL</b>						<b>43,506</b>

**FLIGHT OPERATION - April**

April Total Outbound Seat Capacity 46,841

Carrier	Flight No.	Day	Frequency	Class	Capacity	
UNITED	UA 87	W	10:00	Daily	444	
	UA 87	W	17:00	Daily	444	
	UA 72	W	21:00	Daily	232	
	UA 72	W	21:00	Mon-Fri, Sat	232	
	UA 72	W	21:00	Daily	444	
	UA 72	W	21:00	Daily	444	
	UA 72	W	21:00	Mon-Fri, Sat	232	
	UA 72	W	21:00	Daily	444	
	UA 72	W	21:00	Daily	444	
	UA 72	W	21:00	Daily	444	
ANA	NA 80	W	10:00	Daily	444	
	NA 80	W	17:00	Daily	444	
	NA 80	W	21:00	Daily	444	
	NA 80	W	21:00	Mon-Fri, Sat	232	
<b>TTL</b>						<b>46,841</b>

**FLIGHT OPERATION - Appendix**

JAPAN AIRLINES 2023 - 2024 Flight Schedules

Year	Month	Flight No.	Day	Frequency	Class	Capacity	
2023	October	1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29, 31	W	Daily	444	16	
	November	2, 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30	W	Daily	444	17	
	December	1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29, 31	W	Daily	444	18	
	2024	January	1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29, 31	W	Daily	444	21
		February	1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29	W	Daily	444	16
		March	1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29, 31	W	Daily	444	18
		April	1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29, 31	W	Daily	444	21
		May	1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29, 31	W	Daily	444	22
		June	1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29, 31	W	Daily	444	23
		July	1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29, 31	W	Daily	444	23
		August	1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29, 31	W	Daily	444	22
		September	1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29, 31	W	Daily	444	22
<b>TTL</b>						<b>47,899</b>	

**DESTINATION COMPARISON BY CAMPAIGN**

**Australia**

ケアーズ 空旅旅行 キャンペーン

Careers Australia "Careers Production Travel Campaign"

The campaign is designed to generate... (text continues)

**Thailand**

Launch of "Hong Kong Travel Discovery" campaign to promote new structures of Hong Kong

The campaign is designed to generate... (text continues)

**Canada**

Launch of "Hong Kong Travel Discovery" campaign to promote new structures of Hong Kong

The campaign is designed to generate... (text continues)



**OLD BUSINESS**

- Ms. Regina Nedlic, Senior Marketing Manager, presented the Old Business

**GoGo Guam Hafa Adai Campaign**



**GOGO GUAM HAFDA ADAI CAMPAIGN- WEBSITE**

- More than 100 of participants in GoGo Guam Hafa Adai Campaign to welcome Japanese tourists

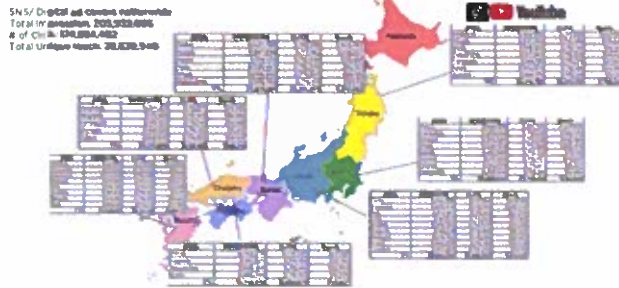


**GOGO GUAM HAFDA ADAI CAMPAIGN- TV SPOT**

- The campaign kicked off on Jan 8
- SNS/ digital ad to cover nationwide and reinforce regional area by TV spots
- The total number of reach among 3 regions is more than 130,000K, which is the calculation that a person in the area came in contact with the Guam advertisement at least 3 times



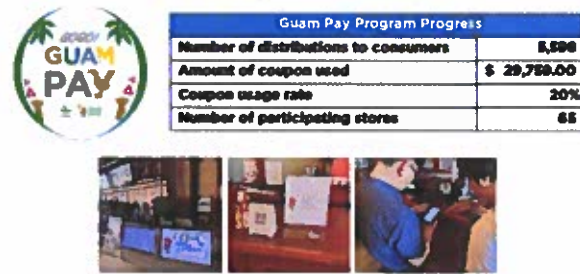
**GOGO GUAM HAFDA ADAI CAMPAIGN - SNS AD**



**GOGO GUAM HAFDA ADAI CAMPAIGN - INFLUENCER**



**GOGO GUAM HAFDA ADAI CAMPAIGN - GUAM PAY**



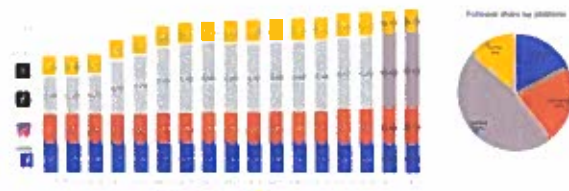
**RESEARCH - SNS**

- One out of two people decided on a travel destination after looking at social networking sites.
- 60% of respondents value information on social networking sites



**SNS FOLLOWER INCREMENTAL TREND FY22 - FY24 FEB**

- Showed 47% growth rate Oct 22 vs Feb 24
- TikTok and Instagram have 69% of total SNS followers



**SMS CV Ads**

Advertisements directing visitors from GVB's SNS accounts to Travelco's Guam search results page will be available starting in November. In January, a new creative was replaced and distributed.



**OTA Campaign**

On January 9, a tie-up page was launched on Travelco to promote the Gogo GUAM Hate Ads Campaign 2024. On the Campaign page, you can watch the brand video. In addition, you can learn more about the GOGO GUAM Hate Ads Campaign 2024. At the same time, visitors can search for tours and airline tickets. In addition, banners are posted throughout the Travelco website to direct visitors to the tie-up page.

Banner - Page  
**1,200,000 imp**



**Station advertisement**

**Nagoya**

Chugoku Station Big Wall  
Period: Feb 12-18, 2024



**Station advertisement**

**Fukuoka**

Yoshii Station Platform Door Sticker  
Period: Feb 12-18, 2024



**OUTCOME FROM KINNIKUN VISIT**

- Muscle entertainer Nakayama Kinnikun (TV celebrity and YouTuber - 2,200,000 followers) was in Guam from Jan 11 - 14
- Posted 3 YouTube content that featured Gym, KFC and Dusit Thani
- Total # of view: 269,000 as of Feb 15, 2024



**TRADE INITIATIVES**

**Follow up on each event**

- **Group Sales Seminars for JTB corporate sales branches (Saitama, Kasumigaseki, and Shinjuku), on January 11**  
Received an application from JTB Business Solutions Division for a support program for a group of 28 on Jan 11. This group will be definite.
- **Courtesy Visit to the Mayor of Nagano City**  
Discussions continue with a view to promoting sister city ties and holding a seminar for school excursions. Will have first meeting next week.



**TRADE INITIATIVES**

**Follow up on each event**

- **Roadshow in Tokyo on January 23**  
Received an application from NTA, Shanyu Sales Division for a support program for a group of 53 on Jan 23. This group is definite.
- **Roadshow in Nagoya on January 24**  
Received an application from KNT Nagoya MICE Division for a support program for a group of 51 on Jan 24. This group will be definite.
- **Roadshow in Osaka on January 25**  
Received an application from Tobu Top Tours Osaka Corporate Business for a support program for a group of 30 on Jan 25. Competing with Taiwan requesting to push Guam.



**NEW YEAR INDUSTRY MIXER AND ONE GUAM ROADSHOW**

**One Guam Roadshow 2024, was a great success with many visitors in attendance!**

From January 23 to 26, 2024 road shows and New Year industry mixer were held in Tokyo, Nagoya, Osaka and Fukuoka. FY2024 is an important year that should see the return of full-fledged tourism. To get off to a rocket start GVB delegates, GVB Japan staff, 17 local Guam companies, and 2 airlines presented the latest local information and campaign information to Japanese travel agencies and other industry participants and held meaningful business discussions to increase future visitors to Japan. Despite the rush after the New Year vacations and the snowy weather, many people in the industry paid attention to the event and attended it was a very meaningful occasion. (Attendees: 117 in industry mixers, 53 in Tokyo, 24 in Nagoya, 18 in Osaka, 23 in Fukuoka)



**FRIENDLY CITY: KARATSU CITY**

**Restarted exchange with the friendship city "Karatsu City, Saga Prefecture"**

The export of Karatsu stone to Guam which began in January 2012 has made Karatsu City and Guam friendship cities Covid-19 which had interrupted that relationship. Finally came to a halt and we were able to meet each other in person for the first time in about four years recently. During this meeting, we discussed the resumption of student exchange, the resumption of both parties' efforts on environmental issues, and mutual cultural exchange. Actual exchanges are expected to begin in the near future.



**NAGANO CITY**

- At the visit to Nagano, the GVB team was greeted by Mayor Ogawara with appreciation and acknowledgment of Guam as an important ally and friend in the region. GVB's President, Gutierrez, discussed their efforts to build friendship city relationships and revive travels of Japanese consumers back to Guam since the pandemic. Gutierrez also expressed their intentions to bring back school trips, cultural exchanges, and homestay programs.
- Mayor Ogawara in turn shared the many attractions, highlights, and tourism locations in Nagano, which has become a popular destination since hosting the 18th Winter Olympics and the 7th Winter Paralympics in 1998. As a former Olympic Gold Medalist himself (in the 1992 Albertville Olympic Winter Games and 1994 Lillehammer Olympic Winter Games as a Nordic Ski champion), Mayor Ogawara confirms that Nagano is considered a premier international winter destination.



**KAJU KELAGUEN**

**KAJU KELAGUEN**

Period: February 8, 2024 (Tuesday) - February 13, 2024 (Monday, holiday)

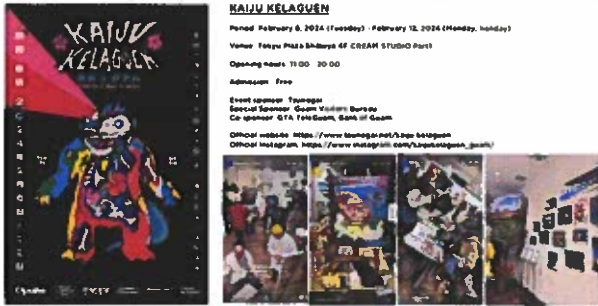
Venue: Tokyo Plaza Bldg. 4F, CGS&M STUDIO Port

Opening Hours: 11:00 - 20:00

Admission: Free

Event sponsor: Tourism  
Special Sponsor: Guam Visitors Bureau  
Co-sponsor: GTA, F&E Guam, S&H of Guam

Official website: <https://www.tourism.gov.gu/kaju-kelaguen>  
Official Instagram: [https://www.instagram.com/tourismguam\\_guam/](https://www.instagram.com/tourismguam_guam/)



**KAJU KELAGUEN**



**Trade Seminar for GROUP/ MICE**

Jan 11, 2024  
Group Sales Seminars for /TB  
Participant: 50 pax



Jan 12, 2024  
Hokkaido Education seminar  
Participant: 30 pax and 12 schools



**Food Truck**

**Food Trucks Started in Tokyo**

Date	Activities in Tokyo
Jan 12 - 21, 2024	Tokyo / Tokyo Dome City
Jan 30 - 31, 2024	Tokyo / Shinjuku Line Street
Jan 6, 2024	Kariyamachi Miyasimomachi / Osaka / FULARI x Y OGA S&H
Jan 19, 2023	Mashima Honshomachi / Osaka City / Mashima Marche
Jan 20 - 21, 2023	Kariyamachi Miyasimomachi / Osaka / FULARI x Y OGA S&H
Jan 27 - 28, 2024	Akiba, Sapporo City (Shinjuku) / 4EDU, WALL S&H, Kariyamachi Parking Lot



**FOOD TRUCK**

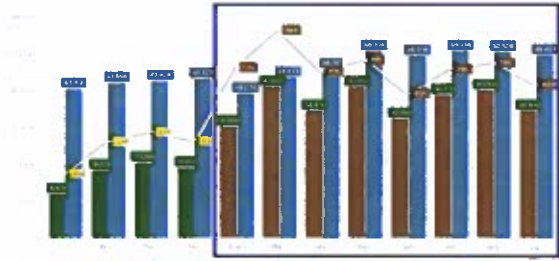
 <b>AON MALL Sakai Kiraenodo</b> # of hamburger sold: 26 # of Donut sold: 60	 <b>Tokyo Dome City</b> # of hamburger sold: 29 # of Donut sold: 32	 <b>AON MALL Sakai Kiraenodo</b> # of hamburger sold: 25 # of Donut sold: 33
 <b>FULARI KYOGASU</b> # of hamburger sold: 30 # of Donut sold: 0	 <b>MASHIMA Marche</b> # of hamburger sold: 0 # of Donut sold: 0	 <b>FULARI KYOGASU</b> # of hamburger sold: 0 # of Donut sold: 30

**NEW BUSINESS**

- Ms. Regina Nedlic, Senior Marketing Manager, presented the New Business

**ROAD TO HIT TARGET**

- 70,000 have been reached to date, with 280,000 remaining to reach the target.



**CRITICAL SUCCESS FACTOR**

- NRT has over 50% of the market and is expected to increase naturally in the future, while the regional area is struggling with less than 40%, so strengthen development in the regional areas.

Airport	Region	Seat Capacity - Jan	Jan 24, Arrival	Market total (assumption)	Load Factor
NRT	Kanto	22,605	10,314	11,537	51%
	Koshient-su		406		
	Tohoku		817		
NGO	Chubu	8,134	2,427	3,138	39%
	Hokuriku		156		
	Hokkaido		553		
KIX	Kinki	7,304	2,924	3,057	42%
	Shikoku		133		
FUK	Kyushu	5,146	817	1,180	23%
	Chugoku		363		

**NATIONWIDE - SNS ALWAYS ON AD**

- Continuously promote GoGo Guam Hafa Adai Campaign to sustain awareness
- We reach a wide range of targets by targeting "Interests, Concerns, and Behaviors" and not separating them into regions to avoid opportunity loss.
- Segment: Hobbies and activities > Travel (travel & tourism) > Adventure travel (travel & tourism) / Beaches (places) / Nature (science) / Tourism (industry) / Vacations (social concept) / Spas (personal) / Camping (outdoors activities) care > Love travel, frequent travel, marine sports, and etc.

MEDIA	PERIOD	ESTIMATED REACH	ESTIMATED PRODUCE	ESTIMATED IMP.
Youtube	FEB 16 - MAR 31	5,240,016	15	7,860,023
Instagram	FEB 16 - MAR 31	4,817,392	25	12,043,480
TIKTOK	FEB 16 - MAR 31			
Instagram CV Ad Travelco	FEB 16 - MAR 31	997,847	2	1,796,124

**NATIONWIDE - INFLUENCER FAM**

ROXY Fashion Shooting FAM ROXY IG: (80,000 followers) Feb 23-26	YouTube Channel Koyaki Studio (1,240,000 followers) Mar 18 - 24	Japanes high school x GCC students Food exchange program (Umaimon Koshien) March 18-21
2 ROXY Girls and a photographer are coming to Guam for a fashion shoot: theme of Surf & Samba. This time the shoot will be held at the beach mountains, and other nature-oriented locations: promotion linked to ROXY's Instagram	Koyaki Studio is well-known as a Storyteller YouTube Koyaki to feature Guam and Chamorro history, and culture	The winning high school of Umaimon Koshien (Japan high School Cooking Competition) will be awarded a trip to Guam to conduct a Food and Culture exchange program with Guam Community college students
KPI: 5 Posts x 20 stories Estimate reach 2 000 000 = 162 000 Impression by models	KPI: Create series of Guam content thru Koyaki Studio Estimated reach 5 000 000	

**Discussion/Comments:**

**Comment**

- Ms. Paula Monk, JMC Chairwoman
  - Inquired detailed information where the viewer goes via the GVB SNS page.
- Mr. Monte Mesa
  - Inquired conversion rate from the SNS activities to the actual booking and its method.
- Ms. Nadine Leon Guerrero
  - Ongoing in-country research projects have been mentioned.

**Comment**

- Dr. Gerry Perez, GVB Vice President
  - Despite the effectiveness of the GVB promotion, the number of visitors has witnessed a decline of around 40-50%, which can be attributed to several factors, primarily the weak Yen. As a result, it is essential to identify and implement strategies to increase our market share.





### ROXY MODELS AND EXPOSURES

Exposures in Roxy and Roxy Girls SNS

- @roxyjapan: 69,000 followers  
https://www.instagram.com/mvroxyjapan/
- @roxygirls: 10,000 followers  
https://www.instagram.com/mvroxygirls/

Instagram 6840 followers  
https://www.instagram.com/mvroxygirls/

Photographer to shoot two ROXY projects in Guam

### ROXY FAM

SNS Instagram 6840 followers  
https://www.instagram.com/mvroxygirls/

Photographer to shoot two ROXY projects in Guam

### TOKYO MARKET

#### HIS Thanksgiving Festival Tokyo

Exhibit at the annual overseas travel promotion event organized by HIS

Date & Time: February 22 - 23, 2024 9:00-19:00

Venue: Shinjuku Sumitomo Building Triangle Plaza, Tokyo

Visitor Forecast: 20,000 people  
Exhibit Booth: 3 x 3 m

Booth Activities:

- Novelty distribution to consumers who follow GVB's SNS accounts
- Distribution of Guam Guidebooks
- Hafa Adai Campaign Announcement
- Consultation on travel to Guam

KPI: 1000 follow

### NAGOYA MARKET

Marianas Open (Jiu Jitsu) Mar 9	Travel Land Mar 16-17
Marianas Open Japan 2024 sponsored by the Guam Visitors Bureau will be held on Saturday March 9, 2024 at the Aichi Budokan in Nagoya, Aichi Prefecture. The winner of the team championship category will receive a travel pack for the "Marianas Open 2024" a prize tournament to be held in Guam next October. The travel package includes round-trip airfare from Japan to Guam, hotel accommodations for the duration of the tournament, and a tournament entry fee waiver.	Coop with UA to reinforce NGO Market. Travel Land is consumer event and the biggest travel event in NGO market. UA x GVB to exhibit Co-booth and bring Food truck to promote Chamorro Food.
KPI: Opportunity to meet with Jiu Jitsu dojos and promote training in Guam.	KPI: Total number of event participant: 20,000. SNS follow up incremental: 1,000.

### OSAKA MARKET

- Started promoting Ko Ko Road race and The GVB Japan office serves as the reception desk.
- Promoting through PR/ SNS to target FIT runners.
- The opportunity to use the Osaka Full Relay Marathon Festival 2024 on Feb 23 and exhibit food truck as well as Fukuoka Travel fes.

GET READY FOR **KO KO WEEKEND!**  
SATURDAY, APRIL 13, 2024 @ SUNDAY, APRIL 14, 2024

**OSAKA FULL RELAY MARATHON FESTIVAL 2024**  
APR 28 - 29 - 29 / 7:23 9 / 10:00

### FUKUOKA MARKET

Event: Travelers fes in FUK Feb 23-25	TV: MOHOCHI HAMA STORE Shooting: MAR 9-12 On-air: Mar 22	Event: Hiredo Kids Job Challenge Mar 23-24
UA Coop. The purpose of this event is to stimulate outbound demand in Kyushu region. GVB to have 2 booths space that interact with consumers in Kyushu.	Coop with UA x HIS x PhR TV Shopping Program. Promote Hotel Nikko's Opt onal tour for 3 generations.	Coop with UA x JTB Family target event (with 6yrs - 11yrs children). GVB to provide Guam Culture experience. Chamorro dance / class + weave with a tree.
KPI: Reach 5,000 and increase 500 SNS followers.	KPI: Target 70 groups/ 350 pax. Departure: Apr - Jul.	KPI: Engage with participants and encourage family trip. Target 10 groups.

### LEAN SEASON SUPPORT APR - JUN

- Leverage HND route launch to enhance GoGo Guam Hafa Adai Campaign sustenance and make GoGo Guam Pay extension very special to support sales during the lean season.
- Schedule
  - w/c Feb 26: Announcement of campaign extension
  - w/c Mar 4: Coupon distribution (travel period Apr and Jun)
  - # of coupon: 3,000 pax

GO GO GUAM PAY

### Proposed FY25 Budget

Item	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY 25 Budget
Travel	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$300,000
Marketing	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$480,000
Staff	\$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
Other	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$240,000
<b>Total</b>	<b>\$185,000</b>	<b>\$185,000</b>	<b>\$185,000</b>	<b>\$185,000</b>	<b>\$185,000</b>	<b>\$185,000</b>	<b>\$185,000</b>	<b>\$185,000</b>	<b>\$185,000</b>	<b>\$185,000</b>	<b>\$185,000</b>	<b>\$185,000</b>	<b>\$2,200,000</b>



**Discussion/Comments:**

**Comment**

- Mr. Monte Mesa
  - Inquired what percentage of the Tourist Attraction Fund tax goes to the Guam Visitors Bureau (GVB)

**ANNOUNCEMENTS**

- Ko'Ko' Road Race will take place on April 13 and 14, 2024.
- Next JMC meeting on March 19, 2024, at 2:00 pm.

**ADJOURNMENT**

- The meeting was adjourned at 3:03 pm.


Minutes prepared by:

  
\_\_\_\_\_  
Mai Perez, Marketing Manager - Japan

Minutes reviewed/  
approved by:

  
\_\_\_\_\_  
Regina Nedlic, Senior Marketing Manager - Japan

Minutes reviewed/  
approved by

  
\_\_\_\_\_  
Elaine Pangelinan, Senior Marketing Manager

Minutes approved by:

  
\_\_\_\_\_  
Nadine Leon Guerrero, Director of Global Marketing

