

JAPAN MARKETING UPDATE MEETING MINUTES
Tuesday, March 18, 2025 | 2:00 pm
GoToMeeting | ID: 196-870-885

EXHIBIT A

<p><u>GVB Board Director, Management, Staff Present:</u></p> <ol style="list-style-type: none"> 1. Ken Yanagisawa, JMC Chairman, Board Director 2. Nadine Leon Guerrero, Director of Global Marketing 3. Regina Nedlic, Senior Marketing Manager - Japan 4. Elaine Pangelinan, Senior Marketing Manager 5. Mai Perez, Marketing Manager - Japan 6. Brian Cha, Web & IT Coordinator Assistant 7. Mike Arroyo, Web & IT Coordinator Assistant 8. Nicole Benavente, Senior Marketing Manager - Korea (Online) <p><u>GVB Japan Online:</u></p> <ol style="list-style-type: none"> 9. Nobuyoshi Shoji - Japan Account Director 10. Masato Wakasugi - Japan Trade Sales Director 11. Yoshimasa Yanagihara - Japan Sales Trade Executive 12. Yoshika Matsumoto - Japan Digital Planner 13. Taiichi Higuchi - Japan Marketing Executive 14. Kiyomi Kawasaki - Japan Sales Trade Assistant 	<p><u>Observers Attendance In Person</u></p> <ol style="list-style-type: none"> 1. Stroll - James Rosenburg II 2. Baldyga Group - Mari Oshima 3. GPO - Monte Mesa 4. UA - Paula Monk <p><u>Observers Attendance Online:</u></p> <ol style="list-style-type: none"> 5. Hilton - Kimi Passauer 6. Micronesia Mall - Anna Tenorio 7. GPO - Estella 8. Leo Palace - Keiko Takano 9. PIC - Koji Nagano 10. Rakuten - Yoko Niimura 11. Don Don Donki - Josha Aguilar 12. Rakuten - Kazumi Ikeno 13. Lisa MB - Stroll 14. Rakuten - Yuriko Yokosawa 15. GPO - Suzanne Perez 16. Westin - Yoshi Otani 17. Spa Ayualam - Yuta Hasegawa 18. Reef - Yuki Motoda 19. Donki - Uta Miyazawa 20. Lotte - Hiroko Tajima 21. GPO - Nicole Carriaga 22. Micronesia Mall - Francis Lira 23. Reef - Akihiko Gondo 24. Nissan - Mickael Tamayo 25. Sentry Hospitality - Valerie Blas 26. Rakuten - Yoshiaki Kanemitsu 27. Hyatt - Madel Cosico 28. Guam TV - Shoji Ogawa
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CALL TO ORDER

- Japan Marketing Chairman Ken Yanagisawa, GVB Board director, called the Meeting to order at 2:00 pm.

REPORT OF MANAGEMENT

- Ms. Regina Nedlic, GVB Senior Marketing Manager, Japan
 - o Introduced new GVB President and CEO Ms. Régine Biscoe Lee.

Report of Management

Introduction

GVB President & CEO, Régine Biscoe Lee

- Former Senator, 34th & 35th Guam Legislatures; advocate for workforce development, small business, and environmental sustainability
- Experienced policy advisor, consultant, and community leader
- Delegate for Guam to the 2012, 2016, 2020 Democratic National Conventions; 2014 DNC National Committeewoman
- Recognized by the Obama Foundation, U.S. Commission on Civil Rights, and APACIS (Asian Pacific American Institute for Congressional Studies)
- Serves on boards for Amphibious Aquatics, Guam Women's Chamber, and Family/On Rights



- Ms. Nedlic presented the arrival number.

JANUARY 2025

January 1-31, 2025 Total: 66,005 (-20.2%)

% Market Mix	Origin	2019	2024	2025	% to 19
29.7%	Japan	58,021	18,955	19,612	3.5%
51.5%	Korea	49,295	48,740	31,999	-27.2%
9.7%	US/Hawaii	8,536	8,507	6,400	-24.8%
1.2%	Philippines	1,277	1,017	773	-39.0%
2.6%	Taiwan	2,461	197	1,711	69.5%
1.1%	China	1,261	170	725	58.3%
0.1%	Hong Kong	654	81	41	-37.3%

Source: Guam Visitors Bureau Data. Prepared by the Guam Visitors Bureau.

FEBRUARY 2025

February 1-15, 2025 Total: 30,788 (-16.4%)

% Market Mix	Origin	2019	2024	2025	% to 19
34.1%	Japan	30,884	6,559	10,513	34.4%
50.2%	Korea	33,225	21,751	15,465	-46.9%
0.5%	US/Hawaii	3,292	3,352	3,737	114.1%
1.8%	Philippines	129	457	493	382.2%
0.2%	Taiwan	1,021	541	57	-5.6%
0.9%	China	2,390	643	791	33.1%
0.1%	Hong Kong	609	81	33	-4.6%

Source: Guam Visitors Bureau Data. Prepared by the Guam Visitors Bureau.

Note: February 2025 data reflects arrival data for January 2025.

CALENDAR YEAR TO DATE 2025

January - February 15, 2025 Total: 96,793 (-19.0%)

% Market Mix	Origin	2019	2024	2025	% to 19
31.1%	Japan	89,905	27,514	30,125	3.4%
51.1%	Korea	102,520	68,491	49,654	-47.8%
9.6%	US/Hawaii	11,828	11,859	9,127	-23.0%
1.3%	Philippines	1,806	1,474	1,266	-30.8%
1.0%	Taiwan	4,282	736	1,768	41.3%
1.0%	China	3,651	1,013	1,054	2.9%
0.1%	Hong Kong	1,063	92	63	-4.1%

Source: Guam Visitors Bureau Data. Prepared by the Guam Visitors Bureau.

Note: February 2025 data reflects arrival data for January 2025.

FISCAL YEAR TO DATE 2025

October 2024 - February 15, 2025 Total: 271,537 (-11.9%)

% Market Mix	Origin	2019	2024	2025	% to 19
31.6%	Japan	249,688	78,087	85,742	9.9%
49.4%	Korea	284,587	171,811	134,262	-47.8%
10.1%	US/Hawaii	34,426	35,881	27,550	-20.5%
1.9%	Philippines	6,209	5,122	5,223	8.4%
1.1%	Taiwan	10,570	1,259	2,972	28.1%
0.7%	China	6,993	1,941	1,990	2.9%
0.1%	Hong Kong	3,091	331	227	-27.2%

Source: Guam Visitors Bureau Data. Prepared by the Guam Visitors Bureau.

Note: February 2025 data reflects arrival data for January 2025.

FY2025 Japan Actual Spend versus Budget FY19

Account Title	Budget	YTD	Committed	Remaining \$	Remaining %
PR000 Marketing Programs and Fees (Reseller Fees)	\$ 400,000.00	\$ 240,000.00	\$ 400,000.00	\$ 0.00	0.00%
PR000 PR Travel/In-flight Support	\$ 275,000.00	\$ 275,000.00	\$ 275,000.00	\$ 0.00	0.00%
AD000 Advertising PR Booths/Booths and Support	\$ 722,000.00	\$ 170,121.00	\$ 661,879.00	\$ 0.00	0.00%
AD000 Co-op Advertising Activities/Events and Travel	\$ 407,000.00	\$ 34,270.00	\$ 401,730.00	\$ 0.00	0.00%
000000 Sales Marketing Development Travel/Fair/Trade Show/Calendar	\$ 1,402,000.00	\$ 483,649.00	\$ 918,351.00	\$ 0.00	0.00%
GRAND TOTAL	\$ 4,406,000.00	\$ 1,167,041.00	\$ 3,232,959.00	\$ 0.00	0.00%

MARKET UPDATE

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



Japanese Overseas Travelers Increase by 8.8% in January 2025 – JNTO

According to the Japan National Tourism Organization (JNTO), an estimated 32,300 Japanese travelers went abroad in January 2025, marking an 8.8% increase from January 2024 (836,543 travelers). However, compared to pre-pandemic January 2019, the number remains 37.2% lower (1,452,157 travelers).

"Number of Japanese Travelers Abroad (Compared to 2019, 2023 and 2024)"



Source: JNTO



Increased TV Exposure Boosting Guam's Awareness

In March, Japanese TV programs featuring Guam have gained significant attention, increasing its visibility and tourism interest.

- **"Real Totsu WEST"** (starring Ryusei Fujii) Impact
 - Featured Guam's top attractions, cafes, restaurants, activities, and wellness.
 - Over 4,000 posts on X (Twitter) after the first broadcast, ranking #3 in Japan's trending topics.
 - A tour based on the show's itinerary was launched simultaneously, already receiving 300+ bookings.
 - Part of H.G. & GVB MOU promotional efforts.
 - **Media value of \$600,000.**
- **Upcoming Features & Expected Impact**
 - Yuma Akutsu's travel show is already trending on SNS before airing.
 - Yu Shirota's family trip special to be broadcast, further increasing awareness.
 - SNS discussions on Guam are growing, boosting tourism demand.



Leveraging media exposure remains crucial for promoting Guam's appeal.

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Japan's Low Passport Ownership and Its Impact on Guam Tourism

Summary:

- Japan's passport ownership rate is only 16.6%, much lower than other developed countries.
- 2024 passport issuance increased by 8.8% year-on-year but remains 15.2% lower than 2019.
- 48% of new passports were issued to people under 30, showing potential for younger travelers.
- Online applications are rising (9% for new, 11% for renewals), indicating a shift toward travel convenience.



Impact on Guam Tourism

- Low passport ownership limits outbound travel, affecting potential visitors.
- Encouraging younger travelers and promoting easier travel processes could boost Guam's tourism recovery.

JATA's Passport Campaign

- The results of the passport campaign with JATA were that we supported the acquisition costs for 196 people (14,000 per person) x 196 ppl = \$1,568,000

Source: JATA

Discussion/Question:

Comment

- Chairman Yanagisawa
 - The passport issuance period is currently longer than before; however, it is now possible to apply online.
 - The decline in numbers after the pandemic is attributed to the IC chip shortage. Nevertheless, we are optimistically expecting the numbers to increase in the future.
- Mr. Monte Mesa
 - Inquired whether the JATA and GVB Passport Campaign will be held again this year.
- Chairman Yanagisawa
 - Since the campaign is based on a request from JATA, we can gather opinions during the One Guam meeting and proceed with the initiative.
 - However, this project should be included in the next fiscal year's plan, as most of the funding for this fiscal year has already been committed to other projects.



Great News for Guam's Tourism Market! Special Tour Promotion for 30,000 Toyota Group DB* Members

Toyota Tourist will begin distributing flyers via direct mail starting March 18 to approximately 30,000 members of the Toyota Group Labor Union DB Association, promoting a special tour to Guam. As long-time supporters of the Toyota Group, many of these DB members have both the time and financial flexibility to enjoy travel, making them a valuable target for the tourism market. Additionally, since most members reside in the Chubu region, an increase in travelers from Chubu Central International Airport is anticipated.



*DB: Old boy such as people who graduate, retire from company, senior

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Discussion/Question:

Comment

- Chairman Yanagisawa
 - Given the strong business performance of major Japanese companies like Toyota, it is a good target to focus on.

SEAT CAPACITY UPDATE and FORECAST

• Due to UA's Fukuoka discontinue, KIX and MGO flight reductions, seat capacity reduced 57,858 seats.



Discussion/Question:

Comment

- Chairman Yanagisawa
 - Our target goal from the last board meeting is 500,000, and we are assessing the gap to achieve this.
- Ms. Nadine Leon Guerrero, Director of Global Marketing
 - Stated that our optimistic target goal is 350,000.
- Mr. Mesa
 - Inquired if the Japanese load factor of 36% in January is above the target.
- Chairman Yanagisawa
 - The arrival numbers are increasing, but seat capacity is decreasing. We need more arrivals to help recover the island's tourism industry.
 - The arrival number is currently 30% below the original target. While hitting the original goal of 350,000 is not realistic at this moment, given the reduction in seat capacity, there is nothing to prevent our activities from moving forward, and we will continue working together as one team to achieve our revised target, aiming to get as close as possible as a team.

SEAT CAPACITY SUMMARY

	MAR	APR	MAY	TTL
UNITED	35,524	29,382	30,876	95,782
JAPAN AIRLINES	6,169	5,970	6,169	18,308
CHINA AIRLINES	0	0	0	0
TTL	41,693	35,352	37,045	114,090

NUMBER OF FLIGHT SUMMARY

	MAR	APR	MAY	TTL
UNITED	214	177	186	577
JAPAN AIRLINES	31	30	31	92
CHINA AIRLINES	0	0	0	0
TTL	245	207	217	669

FLIGHT OPERATION - March

March Total Outbound Seat Capacity: 41,693

Carrier	Route	Frequency	Capacity	Notes
ANA	Honolulu	3x/week	120	
	Los Angeles	3x/week	120	
	San Francisco	3x/week	120	
	Seattle	3x/week	120	
	Portland	3x/week	120	
	San Jose	3x/week	120	
	San Diego	3x/week	120	
	Phoenix	3x/week	120	
	Denver	3x/week	120	
	Chicago	3x/week	120	
Delta	Honolulu	3x/week	120	
	Los Angeles	3x/week	120	
	San Francisco	3x/week	120	
	Seattle	3x/week	120	
	Portland	3x/week	120	
	San Jose	3x/week	120	
	San Diego	3x/week	120	
	Phoenix	3x/week	120	
	Denver	3x/week	120	
	Chicago	3x/week	120	
United	Honolulu	3x/week	120	
	Los Angeles	3x/week	120	
	San Francisco	3x/week	120	
	Seattle	3x/week	120	
	Portland	3x/week	120	
	San Jose	3x/week	120	
	San Diego	3x/week	120	
	Phoenix	3x/week	120	
	Denver	3x/week	120	
	Chicago	3x/week	120	
Southwest	Honolulu	3x/week	120	
	Los Angeles	3x/week	120	
	San Francisco	3x/week	120	
	Seattle	3x/week	120	
	Portland	3x/week	120	
	San Jose	3x/week	120	
	San Diego	3x/week	120	
	Phoenix	3x/week	120	
	Denver	3x/week	120	
	Chicago	3x/week	120	
Allegiant	Honolulu	3x/week	120	
	Los Angeles	3x/week	120	
	San Francisco	3x/week	120	
	Seattle	3x/week	120	
	Portland	3x/week	120	
	San Jose	3x/week	120	
	San Diego	3x/week	120	
	Phoenix	3x/week	120	
	Denver	3x/week	120	
	Chicago	3x/week	120	

FLIGHT OPERATION - May

May Total Outbound Seat Capacity: 37,045

Carrier	Route	Frequency	Capacity	Notes
ANA	Honolulu	3x/week	120	
	Los Angeles	3x/week	120	
	San Francisco	3x/week	120	
	Seattle	3x/week	120	
	Portland	3x/week	120	
	San Jose	3x/week	120	
	San Diego	3x/week	120	
	Phoenix	3x/week	120	
	Denver	3x/week	120	
	Chicago	3x/week	120	
Delta	Honolulu	3x/week	120	
	Los Angeles	3x/week	120	
	San Francisco	3x/week	120	
	Seattle	3x/week	120	
	Portland	3x/week	120	
	San Jose	3x/week	120	
	San Diego	3x/week	120	
	Phoenix	3x/week	120	
	Denver	3x/week	120	
	Chicago	3x/week	120	
United	Honolulu	3x/week	120	
	Los Angeles	3x/week	120	
	San Francisco	3x/week	120	
	Seattle	3x/week	120	
	Portland	3x/week	120	
	San Jose	3x/week	120	
	San Diego	3x/week	120	
	Phoenix	3x/week	120	
	Denver	3x/week	120	
	Chicago	3x/week	120	
Southwest	Honolulu	3x/week	120	
	Los Angeles	3x/week	120	
	San Francisco	3x/week	120	
	Seattle	3x/week	120	
	Portland	3x/week	120	
	San Jose	3x/week	120	
	San Diego	3x/week	120	
	Phoenix	3x/week	120	
	Denver	3x/week	120	
	Chicago	3x/week	120	
Allegiant	Honolulu	3x/week	120	
	Los Angeles	3x/week	120	
	San Francisco	3x/week	120	
	Seattle	3x/week	120	
	Portland	3x/week	120	
	San Jose	3x/week	120	
	San Diego	3x/week	120	
	Phoenix	3x/week	120	
	Denver	3x/week	120	
	Chicago	3x/week	120	

DESTINATION COMPARE BY CAMPAIGN

Hawaii

Hawaii Tourism Japan Revamps "aloha.com" Website

Hawaii Tourism Japan has revamped its official website aloha.com, which is designed to provide information and inspiration to Japanese tourists. The new website features a clean, modern design and includes a new mobile app for on-the-go access.

Thailand

Thailand Partners with Louis Vuitton for Bangkok 2025 City Guide

The Ministry of Tourism and Sports of Thailand has partnered with Louis Vuitton to launch the Bangkok 2025 City Guide. This guide highlights Bangkok's rich history and modern amenities, serving as a valuable resource for potential visitors.

Maldives

Maldives Tourism Board Rebrands Website

The Maldives Tourism Board has rebranded its website to better reflect the country's natural beauty and luxury tourism offerings. The new website features high-quality imagery and a user-friendly interface.

OLD BUSINESS

- Ms. Nedlic presented the Old Business

ONE GUAM EXECUTIVE MEETING

Project Overview:

- The Guam Visitors Bureau (GVB), in collaboration with its headquarters, regularly holds direct meetings with Japanese travel agencies to share market trends and tourism initiatives. These meetings provide a platform for open discussions among key stakeholders, enabling swift decision-making and the effective implementation of strategies to enhance Guam's tourism industry.

ONE GUAM MEETING – First Session Overview

- Date:** February 27, 2025 | Time: 11:30 AM – 1:00 PM
- Venue:** TKP International Tokyo Station
- Total Participants:** 26 (Including 16 from GA)
- Participants:**
 - GVB (Online):** Kim Yanagisawa (Chairman, IMC), Nadene Leon Guerrero, Regina Nedlic, Mai Perez and 6 GVB Japan staff members

Key Outcomes:

- GVB shared the latest marketing initiatives.
- Travel agencies provided insights and proposals for Guam.
- A productive exchange of ideas was facilitated.
- Suggestions will be reviewed and considered by GVB HQ.
- Meetings will continue to be held monthly.



Discussion/Question:

Comment

- Chairman Yanagisawa
 - Since the board has selected a new GVB President and CEO, she should commit to the recovery committee and represent us as the leader of GVB at the One Guam Executive meeting.
 - The recovery plan and its intent were shared at the first meeting, and participants from One Guam Executive shared their ideas at the second meeting.
 - The next step will be to address their concerns and suggestions.



SNS STATUS

- In total, the number of followers increased by over 2,600 in a month.
- Campaign ambassador Pecca's interview post showed higher engagement rate.
- We will continuously run daily post as well as influencer's post to increase followers and engagement rate.



SNS ALWAYS ON AD

- We are continuously running SNS ads targeting people considering overseas travel, as well as ads to promote the Haha Adai Campaign and the Ko'ko' road race.
- The Haha Adai Campaign has reached 6,500,000 people, and the Ko'ko' road race has reached 1,200,000 people, giving us a total reach of approximately 10,000,000 people considering overseas travel.



Operation/Platform	IG
Navigation/Performance	Good
Search/Performance	Good
3. Reviews	



Haha Adai Campaign

9,878,230 view

6,560,798 Reach

21,714 PV

Ko'ko' Road Race

4,001,808 view

3,287,387 Reach



5,151 PV

Discussion/Question:

Comment

- Mr. Mesa
 - Complimented the reach of online activities; however, inquired about conversion to actual sales.
- Ms. Nedlic
 - Introduced next slide on Conversion activities.
 - Conversion ads are designed with links that direct users to specific product pages, such as Veltra and other meta-search pages, and promotion landing pages.
 - These ads are strategically placed to drive traffic and encourage users to take action, leading them from initial interest to actual sales.

SNS CO-AD WITH VELTRA

Optional tour OTA
The biggest one


Student discount page

- OTA for Optional Tours, Veltra, is running a promotion targeting only university students who considering/interest in overseas travel for experiences in Guam.
 - PV: 2,065,181
 - Click: 28,768
 - Click Through rate of 1.4%
- Parasailing + Choose from a range of marine sports: snorkeling, jet skiing, banana boat rides, etc. (with pick-up and drop-off) by SUNNY SIDE UP
- Sunset Beach BBQ Dinner Show Meal tickets & advance reservation service: a powerful fire dance <Hotel Naha/all-you-can-eat + all-you-can-drink plan available/free pick-up and drop-off service available>

VELTRA RESULTS

Student discount special page Top 5 ranking
The following five products are showing almost double digit growth, with a year-on-year increase of approximately 20-50% in the number of pre-orders.

- 1 Ocean Cruise Part One free 9413
- 2 Foh'ye Island Culture dinner show
- 3 Tao Tao Taxi
- 4 Trailblazing by Aqua Academy
- 5 Pnyague Eco-Snorkeling Foh'ye



TV FR: TV PROGRAM

- Since the beginning of the year, Guam has been featured in TV programs almost every week, and the positive momentum is forming!
- Total media value is: \$1.76m and ROI of 3,520%
- #Asahi Broadcasting TV
[We'll Check it Out for You! Real Totsu WEST] Media Value: of \$400,000
Scheduled air dates: 3/2, 3/9, 3/16
- #Fuji TV
[Anything interesting?]: Media value of \$800,000
Scheduled air dates: 3/10, 3/17, 3/24
- #Nippon TV: Media value of \$320,000
[World's Ultimate Gourmet]
Scheduled air date: 3/12
- #Fuji TV Special Program
[Solving Global Problems! Traveling Japanese Experts]: Media value of \$240,000
Scheduled air dates: 3/22, 3/29



TV FR: JAPANESE TOP IDOL ON GUAM

Fuji TV
[Anything interesting?]: FUMA Birthday Trip in Guam 2nights 3days

- Scheduled air dates: 3/10, 3/17, 3/24 total 3 episodes
- On-air via: Terrestrial TV/ Tver (330K subscriber)
- SNS (TV Program): TikTok 390K and X 29K
- Mar 10 program:
 - Stayed at Hotel Tano
 - Dinner at Shirries



Discussion/Question:

Comment

- Chairman Yanagisawa
 - Commented on Fuma Kikuchi's popularity in Japan, particularly on his YouTube channel with two other idols. Suggested to bring them back to Guam to help promote the island.

HIS REATOTSU WEST GUAM SPECIAL TOUR **GUAM PAY AND GUAM BONUS PROGRESS**

HIS is offering a special tour to experience Guam as featured on Reatotsu WEST

- Tour Details**
- Duration: 4 days, 3 nights
 - Price: \$89,800 (including taxes; fuel surcharge included)
- Includes:**
- Round-trip airfare
 - 3-night stay at Hotel Nikko Guam (oceanfront rooms)
 - Guided tour of show featured spots
 - Some meals (including dinner at selected restaurant)
- Bookings:**
Over 200 reservations already! (as of 12 March)



Guam shown double digit growth and Guam bonus increased

	2021	2022	2023	2024	2025
Guam Bonus (Number of Applications)	00	00	00	04	06
Guam Bonus (Number of Bookings)	11,128	17,242	118	-	-
Guam Bonus (Total Revenue)	\$222,890	\$328,190	\$1,800	-	-
Guam Bonus (Total Number of Applications)	801,028	\$110,818	\$18,700	-	-
Guam Bonus (Total Number of Bookings)	1,700	2,900	2,200	-	-
Guam Bonus (Total Revenue)	-	-	-	283	173

**Discussion/Question:
Comment**

- Ms. Nedlic
 - Shared the Guam Bonus report from Stroll
Total 404 users, 897 bookings.
Jan: 112 users, 240 bookings; Feb: 175 users, 420 bookings; March: 117 users, 237 bookings
- Mr. James Rosenburg II
 - Confirmed reported number is the booking by Japanese customers.
- Chairman Yanagisawa
 - Since the existing GoGo Guam Hafa Adai Campaign has been successful in terms of both attention and its promotional reach, the marketing effort should focus on this campaign while putting on hold the added-value campaign suggested at the last JMC Meeting.

GROUP SUPPORT PROGRAM **GOOGLE SEARCH ADS FOR GROUP/TICE**

- Group support performed steady growth
 - Increased 15 applications and 563 pax
 - Accumulated subsidy is \$64,153 remaining \$35,847

	JAN	FEB	MARCH
Total Number of groups applying (accumulated)	62	77	15
Total Number of groups cancelled (accumulated)	2	2	0
Total Number of Pax (accumulated)	4,159	4,722	563
Total subsidy (remaining of \$35,847)	\$55,760	\$64,153	\$39,393
ROI	\$13.4	\$13.59	\$0.18

- The Click Through rate for specific keywords such as "Group travel" and "Company travel" was very high at 3% and 7% respectively
- Impression: 2,141
- Click: 248
- Click through rate: 3.5%

- Started from February
- In order to maximize our reach to travel agencies and corporate travel managers, and to raise awareness of group travel to Guam, we have started a new Google ads campaign
- As a result, it shows a high CTR, and we can see the high demand in interest in Guam.
- Impression: 874,865
- Click: 9,118
- Click through rate: 1.04%

Google Listing Advertisement

Keyword	Imp	Click	CTR
グループ旅行	4,381	148	3.4%
企業旅行	394	35	9.0%
法人旅行	884	29	3.3%
団体旅行	763	19	2.5%
旅行会社	228	12	5.3%



VA COOP **JAL COOP**

- Running three types of ads: Facebook, Instagram, Yahoo and among three platforms, Instagram shows the highest click through rate "3.2%" and in an environment of a weak yen, price-dominant ads show the highest response to engage SNS users who interest in overseas travel.
- Execute Metasearch: Trip.com and OTA: Aurtip from end of March to stimulate demand during lean season from Apr ~ beg of Jul.
- Jan to Feb's sales was "double digit growth" compared to last year.



	Imp	CTR	# of clicks
Instagram	81,869	3.21%	2,629
Facebook	176,354	1.38%	2,427
Yahoo	16,197,465	0.03%	4,916



- JAL conducted special time sales from Feb 28 to Mar 7 across multiple platforms
 - Google/ Yahoo: Search ads
 - Google/ Yahoo: ads
 - Facebook and Instagram
 - Retargeting ads
- As a result of the campaign, improved lead factor significantly from Mar to Sep 2025
- We will continue to implement price-dominant time sales in May, Jul and Sep, and capture people who want to go to overseas trips under weaker yen environment.



GUAM WEDDING **BEACH FLAGS FAM/INSPECTION**

Project Overview:

The project promotes "Danran Wedding" as the core concept of Guam weddings, emphasizing family bonding. Through advertisements, websites, promotional materials, and events, the initiative aims to strengthen industry collaboration and increase bookings.

Current Progress:

- Filming for promotional materials was completed on February 18-19, 2025, showcasing wedding ceremonies, marine activities, cultural experiences, scenic locations, and gourmet dining to highlight Guam as a destination for both marriage celebrations and family togetherness.
- Editing is in progress, with completion expected by mid-April 2025.
- Once finalized, the video will be shared with industry partners to align promotional efforts under a unified concept, maximizing awareness and engagement across various marketing platforms.



Feb 17-20, 2025

- Beach Flags World Champion Shogo Morie was here to do training and inspection of future Beach Flags in Guam.
- In order to make Beach Flags a new highlight sport in Guam, we are planning to hold an exhibition match and main event in mid-July, timed to coincide with the GMIF.



FOOD TRUCK PROGRAM **YOUTUBER PROGRAM**

Project Overview:

To promote Guam's culture and drive travel demand, food trucks offering Chamoru food are regularly operated in Tokyo and Osaka.

February Performance Results:

FEB total units sold	FEB total sales (Guam)	FEB total sales (JP)
371	¥193,400	\$1,260.43

Update (Future Schedule):

- Osaka**
- March 22-23: Flea Market @ Hanabaku Tsunumi Ryokuchi
 - March 29-31: Aqai Bowl Festival @ Furari Ryobashi
 - April 12: Event @ Namba Hatch
- Tokyo**
- March 8-9: HIS Thanksgiving Festival @ Shunjuku Sumitomo Building Triangle Park
 - March 27-28: Event @ Tokyo Kotsu Kakan
 - April 28-29: Cycle Mode 2025



Project Overview:

V-Tubers Manho and Nyok serve as iconic representatives of Guam, showcasing its attractions through engaging mini-programs on YouTube. They are building a dedicated fanbase on social media.

UPDATE:

- Episode 3 has been released and received positive feedback, especially on historical and cultural info. Many comments have also placed the content orders.
- Episode 4 will be released the week of March 10, featuring the GoGo! Guam Haha Ad campaign to boost awareness and highlight its benefits for consumers.

YT Result (as of Mar 10, 2025)	
Views	9,282
Watch time (hours)	54.1
Subscribers increased	43
Total # of Likes	40
Total # of comments	21
Total # of UGC increased	3



UMAIMON KOSHIEI (GCC exchange program)

OVERVIEW

- The Japanese-Guam Student Exchange Program was held on March 12, 2025. It aimed to foster cultural understanding through food, featuring Japanese high school students who won the Umaimon Koshiei cooking competition.
- With the support of Guam Community College (GCC), Okada High School and the Honorable General of Japan in Hagåtña, students from Japan and Guam engaged in meaningful exchanges through cultural and culinary experiences.
- In the evening, GCC students also conducted a Chamoru Night Market Tour Guide Program.



Discussion/Question: Comment

- Chairman Yanagisawa
 - Clarified the sponsorship amount for this Umaimon Project.
 - Stated that the program is a good one and suggested fully leveraging this project with our investment.



NEW BUSINESS

- Ms. Nedlic presented the New Business

KIDS REPORTERS IN GUAM: EDUCATIONAL PROGRAM

Project Overview
 Three student reporters, selected from over 540 applicants, will visit Guam from **March 31 to April 1**. They will explore Guam's nature, culture, and history and write articles for the **Manchichi Kids Newspaper** to share with Japanese children.

Objectives

- Provide immersive learning experiences
- Promote Guam through student-written articles
- Encourage educational travel


Current Progress

- **Tour Highlights:** Visits to cultural sites, marine activities, and a local school

Next Steps

- GVB Member Support Request: A follow-up campaign for 500+ unselected applicants and their families, offering special benefits to encourage travel
- Articles to drive summer travel demand

Further updates will be provided by the GVB Japan Office.



UA COOP

- UA Coop's Q1-2 is the implementation of activities were successfully done, which showed double digit growth
- SNS ads and Conversion from narrowing down prospects through OTA and Metasearch.
- Continuously run SNS ad/ OTA/ Metasearch to capture FIT demand.
- FAM trip for student market in May as well as family promotion will start by then.

Activity	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
SNS Ad	Phase 1											
	Phase 2											
	Phase 3											
OTA/ Metasearch	OTA Ad/PA											
	Metasearch Trip.com											
Other Activities	Summer Family promotion											
	FAM trip for student market											


JAL COOP

- JAL has successfully done Time Sales Nov, Jan and Mar, another Time sales in May, Jul and Sep to increase load factor of weaker period.
- Segmented target communication (ST) will start from Apr to boost up sales towards summer.


Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Time Sales												
ST												
Other												

KO' KO' ROAD RACE

Shinji Takeda Appointed as the Official Ambassador for KO'KO' ROAD RACE 2025!



- Saturday, April 12
11:30 AM - Kickoff Lunch Party @ The Terrace (Crown Plaza)
- Sunday, April 13
5:00 AM - KO'KO' Roadrace 5km Race Participation
10:00 AM - Finishers' Brunch @ Tree Bar (Milton Guam)



- Defending champion Satoru and Mitsu + Beach Flag Champion Shogo Hone are participating from press conference on Apr 10


TV PR: NTV DAY DAY

TV Station: NTV (nationwide morning show)
 Program: DayDay
 Time: Mon ~ Thu/ 9:00-11:10 and Fri, 9:00-10:25

Theme of Guam program: You can really travel at a reasonable price under current circumstances

- Our ambassador **Peco** to be navigator for Guam
- For viewers who want to travel to a tropical island now that the yen is weak
- Introducing a trip to Guam amid a weak yen
- What kind of hotel is the Moshino Resort Guam, which opened in April 2023?
- Is it cheaper than traveling to Okinawa?
- What can you enjoy in the U.S., the closest destination to Japan?
- Is the cost of living surprisingly reasonable in spite of the weak yen?

- Shooting: End of Apr
- Broadcasting: May



NAGOYA/ HOKKAIDO PROMOTION

- GVB + UA Support PRH Nagoya and Hokkaido promotion in Mar 2025



OVERALL MARKETING CALENDAR

Activity	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
MIS Always on communication: AdM Influencers/ Celebrities/ Athletes												
OTA/ UA/ JAL/ STA/ PRH												
TV Tokyo Morning												
Online Promo												
Online on air												
GOGO Guam/OTA Adm Campaign												
Community social media promotion												
PR/Press release												
Website/Website cooperation/Targeted website												
OTA/ UA/ JAL/ STA/ PRH												
UA/ Airline Coop and SNS Conversion ad/ OTA												



ANNOUNCEMENTS

- Mr. Mesa
 - Mentioned the Crab festival and another village festival and shared the concern about transportation.
- Mr. James
 - Introduced Stoll service and shared the willingness to promote these specific events.
- Chairman Yanagisawa
 - Stated that the lead time to create a special package is not sufficient; however, sharing the information with travelers can be easily coordinated.
- Mr. Mesa
 - Recommended to promote these annual events in advance.
- Chairman Yanagisawa
 - Mentioned that discussions about event promotion should be handled by the by the destination team.
- Ms. Leon Guerrero
 - Explained that the challenge to organizing event promotion is to gathering final, detailed information due to the schedule changes from the village mayor side.

- Next JMC Meeting is on Tuesday April 15th at 2:00 P.M.

ADJOURNMENT

- The meeting was adjourned at 3:18 P.M.

Minutes prepared by:



Mai Perez, Marketing Manager - Japan

Minutes reviewed/
approved by:



Regina Nedlic, Senior Marketing Manager - Japan

Minutes approved by:



Gabbie Baza, Acting Director of Global Marketing

