

JAPAN MARKETING COMMITTEE MEETING MINUTES
Tuesday, July 16, 2024 | 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"> Nadine Leon Guerrero, Director of Global Marketing Regina Nedlic, Senior Marketing Manager - Japan Mai Perez, Marketing Manager - Japan Brian Cha, Web & IT Coordinator Assistant Mike Arroyo, Web & IT Coordinator Assistant Nicole Benavente, Senior Marketing Manager - Korea (Online) <p><u>GVB Japan Online:</u></p> <ol style="list-style-type: none"> Yusuke Akiba - Japan Executive Director Nobuyoshi Shoji - Japan Account Director Masato Wakasugi - Japan Trade Sales Director Yoshimasa Yanagihara - Japan Sales Trade Executive Yoshika Matsumoto - Japan Digital Planner Taiichi Higuchi - Japan Marketing Executive Kiyomi Kawasaki - Japan Sales Trade Assistant 	<p><u>Observers Attendance In Person</u></p> <ol style="list-style-type: none"> GPO - Monte Mesa <p><u>Observers Attendance Online:</u></p> <ol style="list-style-type: none"> GPO Estella Evangelista Guam Plaza - Osamu Takahashi The Tsubaki Tower - Hiromi Matsuura Hotel Tano Rakuten - Kazumi Ikeno Rakuten - Yoshiaki Kanemitsu United Airlines - Kaz Atsuta Leo Palace - Keiko Takano Rakuten - Sakiko Koizumi Lotte Hotel - Hiroko Tajima Baldyga Group - Mari Oshima Hyatt - Mio Balajadia Dusit - Miwa Bravo TRAMB - Manaho Mori GPO - Nicole Carriaga GPO - Suzanne Perez TRAMB - Aya Tojo Rakuten - Yuriko Yokosawa Spa Ayualam - Yuta Hasegawa
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CALL TO ORDER

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

REPORT OF MANAGEMENT

- Ms. Regina Nedlic, GVB Senior Marketing Manager presented visitor arrival summary

May 2024						June 2024					
May 1-31, 2024						June 1-26, 2024					
Total: 51,420 (+15.9%)						Total: 45,470 (+239.8%)					
% Market Mix	Origin	2019	2023	2024	% to LY	% Market Mix	Origin	2019	2023	2024	% to LY
23.4%	Japan	41,989	4,182	12,035	94.7%	21.7%	Japan	35,811	1,911	9,845	416.2%
55.1%	Korea	58,276	29,005	28,338	-2.3%	51.0%	Korea	53,380	1,577	23,188	1370.4%
12.2%	US/Hawaii	7,176	5,371	4,271	16.8%	16.5%	US/Hawaii	7,295	5,630	7,488	33.0%
1.9%	Philippines	2,228	795	988	24.1%	2.3%	Philippines	1,410	757	1,044	37.9%
0.3%	Taiwan	2,448	839	123	-76.3%	0.3%	Taiwan	2,404	578	128	-77.9%
0.4%	China	584	114	305	167.5%	0.6%	China	582	103	284	175.7%
0.1%	Hong Kong	555	25	52	106.0%	0.1%	Hong Kong	283	40	32	-20.0%

Source: Guam Customs Border and Ports. Provided to the Guam Visitors Bureau.

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Calendar Year to Date 2024

January - June 26, 2024 **Total: 379,110 (+30.0%)**

% Market Mix	Origin	2019	2023	2024	% to LY
25.2%	Japan	315,094	38,018	95,372	160.9%
53.2%	Korea	348,628	179,540	201,777	12.4%
11.7%	US/Hawaii	47,463	41,556	44,533	7.2%
1.7%	Philippines	8,994	6,560	6,361	-3.8%
0.4%	Taiwan	14,085	3,338	1,606	-61.9%
0.6%	China	6,511	785	2,430	209.6%
0.1%	Hong Kong	3,126	352	269	-18.1%

Source: Guam Customs Statistics Form, Provided by the Guam Visitors Bureau

Fiscal Year to Date 2024

October 2023 - June 26, 2024 **Total: 567,792 (+33.2%)**

% Market Mix	Origin	2019	2023	2024	% to LY
25.7%	Japan	475,877	49,672	145,945	193.8%
53.7%	Korea	530,695	269,327	304,897	15.2%
11.4%	US/Hawaii	70,051	60,894	64,555	6.4%
1.8%	Philippines	16,197	10,183	10,009	-1.5%
0.4%	Taiwan	20,378	3,620	2,127	-41.4%
0.6%	China	9,853	982	3,158	242.0%
0.1%	Hong Kong	6,154	481	638	16.8%

Source: Guam Customs Statistics Form, Provided by the Guam Visitors Bureau

Discussion/Question:

Comment

- Ms. Leon Guerrero,
 - Additionally commented, the June arrival number is forthcoming.

MARKET UPDATE

- Ms. Nedlic presented the Japan Market Updates

MARKET INFORMATION

HIS announces summer vacation bookings

The number of overseas travelers is only 52.3% booked compared to the same period in 2019.

HIS (HIS) has compiled a list of bookings for the summer holiday period (20 July - 31 August 2024). The survey was conducted on 15 June and covered applicants for HIS tours, dynamic packages (accommodation + airline tickets) and airline tickets (including accommodation only). According to the report, the number of bookings for overseas travel remained almost the same at 97.5% year-on-year but 52.3% compared to the same period in 2019 before COVID. The same period in 2023 was 53.4% compared to the same period in 2019, so the number of bookings remained almost flat from last year to this year.



HIS Overseas Travel Booking Ranking

Rank	Destination	Rank	Destination
1	Seoul	6	Busan
2	Taipei	7	Bali
3	Honolulu	8	Cebu
4	Bangkok	9	Guam
5	Singapore	10	Hongkong

Source: <https://www.his.com.sg/2024/06/15/18>

MARKET INFORMATION

JAL Announces Summer Timetable Flight Plan for Oct. 1-26

JAL announced its flight plan for the GUM route from Oct. 1 to Oct. 26. As in the past until September five weekly flights will operate from Narita on Tuesday, Wednesday, Thursday, Saturday and Sunday.



Source: <https://www.jal.co.jp/pr/jal/inf/2024/inter/hawaiguam/>

OVERALL JAPAN OUTBOUND RECOVERY RATE 22 Vs 23 and 23 Vs 24

Guam has the highest rate of recovery since October 2023 among other destinations

	USA Mainland	Hawaii	Guam	Taiwan	Korea	Australia
Jan 23	+319.6%	+1033.5%	+327.2%	+3246.2%	+5657.3%	+1015.1%
Feb 23	+869.1%	+1121.9%	+2184.3%	+3996.3%	+3117.2%	+19419.9%
Mar 23	+144.7%	+891.6%	+2924.3%	+4819.4%	+13666.5%	+1132.7%
Apr 23	+199.2%	+409.1%	+1199.6%	+3253.9%	+5651.2%	+325.4%
May 23	+210.3%	+376.4%	+428.7%	+4539.6%	+4863.3%	+440.8%
Jun 23	+161.3%	+291.6%	+104.6%	+3884.2%	+3256.3%	+316.6%
Jul 23	+113.3%	+126.6%	+421.8%	+2911.1%	+1693.8%	+301.0%
Aug 23	+124.8%	+126.0%	+708.0%	+1635.1%	+894.8%	+233.0%
Sep 23	+122.0%	+113.1%	+499.1%	+1584.1%	+807.6%	+220.5%
Oct 23	+106.9%	+146.7%	+762.4%	+913.3%	+279.8%	+157.9%
Nov 23	+111.5%	+125.4%	+422.7%	+465.6%	+345.9%	+149.4%
Dec 23	+85.3%	+82.2%	+236.1%	+259.4%	+132.7%	+141.3%
Jan 24	+72.7%	+63.8%	+294.4%	+246.6%	+114.0%	+83.3%
Feb 24	+79.3%	+109.1%	+217.7%	+121.9%	+94.0%	+70.7%
Mar 24	+41.7%	+57.1%	+92.0%	+76.1%	+67.5%	

Source: <https://www.jal.co.jp/pr/jal/inf/2024/inter/hawaiguam/>

SEAT CAPACITY SUMMARY

	JUL	AUG	SEP	TTL
UNITED	41,666	36,022	37,184	114,872
JAL AIRLINES	4,577	4,378	4,378	13,333
ASIANA AIRLINES	0	1,386	0	1,386
TTL	46,243	41,786	41,562	129,591



HANEDA LAUNCH: DIGITAL AD

- Support new HND route by SNS ads and reach was 6,277,236
- Key message is Haneda to Guam and closer than ever

Period: Jun 1 - Jun 30, 2024
 Target Area (Tokyo, Kanagawa, Saitama) Travel Lovers

8,522,402 view
6,277,236 Reach
1.36 Frequency

SNS ALWAYS ON ADS

1,175,498 view
815,613 Reach
30,485 Click

- The purpose of SNS always on ads to sustain brand awareness through the year
- Average reach is 800,000 across nationwide
- To communicate key message of Proximity, American resort and let's go Guam now + GoGo Guam Haha Aiai Campaign

PINK PACIFIC

- Instagram and X were used to announce Pink Pacific. Targeted communication exclusively to those who said their favorite destination is Guam and those who follow the Drag Queen account.
- 804,630 reach after one week of advertising among segmented audiences

Instagram: Jun 19-27, 2024. Targeting: Guam lovers

X: June 21-27, 2024. Targeting: People who follow the Drag Queen account and its similarties

Discussion/Question:

Question

- Mr. Monte Mesa,
 - Inquired result of the Pink Pacific
- Ms. Leon Guerrero,
 - Replied to this that the Baldyga Group hosted the event sponsored by United Airlines. GVB supported to promote through our SNS channels in each market.

FOOD TRUCK

- Food trucks ongoing, taking into account the new Haneda route, and concentrated in the Tokyo area in the office areas (office ladies)

Date	Activities in Osaka
June 12-19, 2024	Katamachi Miyakojima in Osaka FULAD x YOGA 5th
June 29-30, 2024	Maishima Maishima in Osaka Maishima Marche

Date	Activities in Tokyo
June 4, 2024	Heisei Shibuya in Tokyo / University of the Sacred Heart (U.S.H.) / SHIBUYA URBAN NET URBAN NET HANEDA CAMPUS
June 11-18, 2024	Djimaachi Chiyoda in Tokyo Shibuya Urban Net Uchisawa-cho Building

Travel Expo 2024 in Umeda, Osaka

- The Japan Trade Team exhibited a booth at Travel Expo 2024 in Umeda (Osaka), a consumer event organized by Kansai Airport
- At the booth, we distributed guidebooks, driving maps, tour brochures from travel agencies (JTB, HIS, etc.), and conducted a SNS follow-up campaign (Followers increased about 200 /preliminary count)
- A Guam-only seminar (45 minutes, audience: approx. 150 people) and a PR stage (15 minutes, audience: approx. 200 people) were also held during the event.



TikTok & Roxy Program

- Auditions for the ROXY Summer Collection were conducted using TikTok. Winner gets a trip to Guam + the right to be on Digital Signage at Tokyo Station.
- ✓ Total # of applicant: 7,932 ppl
- ✓ Winner: 4 models
- ✓ Total # of campaign banner PV: 78,521,229
- Winning models post their Guam experiences on social networking sites



V-Tuber Program

- Targeting younger generation and provide in depth info to engage those who curious about Guam.
- Filming and recording for #1 video was successfully finished
- #1 video is under editing and fine-tuning
- The topics which #1 covers are Guam's basic information and Chamorro culture
- From #2, the video will explore sightseeing spots, activities, food, and more extensively with storytelling aspects



*This image is a sample and not the final creative



Sales / Trade Activity

Progress on the Group Support Program

This is a report of the Group Support Program's acceptance status as of June 30 2024

Number of groups applying: **85**
 Number of cancelled groups: **2**
 Total number of Pax: **8,892 Pax**
 Total subsidized amount: **875,440,000**
 ROI: **88.38/Pax**

* The number of participants is a little lower than previously reported due to some cancellations within the group that had already taken place

Number of acceptances from major sales agents

JTB: **28**
 HIS: **17**
 Tobu: **12**



Sales / Trade Activity

TA COOP with UA JTB affiliated retail stores sales contest FAM

JTB invited selected outstanding sales representatives who participated in the retail store sales contest to participate in a Guam Fam Tour to expand future sales promotion of Guam products

GVB covered the airfare for the following six sales representatives out of a total of 12 participants
 UA covered airfare for another 6 participants

Schedule:
 6/25 Arrival in Guam (UAB48 HND/GUM)
 6/26 Hotel inspection
 6/27 Free Inspection and BBQ Dinner Inspection
 6/28 Departure from Guam (UAB49 GUM/HND)



NEW BUSINESS

- Ms. Nedlic presented the New Business

TV TOKYO DRAMA



- Finished first location scouting to identify where TV Tokyo feature.
- Preparations are underway for the start of filming on 26 August. The potential filming locations will cover the entire island of Guam, and a letter of support will be sent to all relevant parties after Liberation Day.

FOOD TRUCK IN JUL - AUG

Area	Date	Location
Toyo	Jul 13-15	Inspire Tokyo in Yoyogi park
	Aug 6/13/20/27	Shibashi Urban net Uchisawacho
Osaka	Jul 6-7	Flower Expo Teurum Ryokuchi Park
	Jun 20-21	Furash Kyobashi
	Aug 17-18	Furash Kyobashi
	Aug 24-25	Kayukan "Kinokoro Rockfest"



UPCOMING TACTICAL COMMUNICATION



- Campaign period: Jul 22 - Sep 30, 2024
- Considering that the current trend in travel bookings has changed from three to six months before Corona to two weeks to two or three months, this campaign will stimulate immediate demand for summer holidays
- To boost this campaign, a social networking promotion during the trip, in which families post photos of their summer holiday family trip to Guam on social networking sites with the hashtag, and winners are drawn to receive a jigsaw puzzle of the photos
- Implement Guam Play exclusively for families
- Currently 26 GVB Members have applied to participate

UPCOMING REGIONAL PROMO - NAGOYA

Eat Nagoya-meshi and go to Guam! Go Eat Nagoya food chance to win Guam



- Objective**
- To increase demand for travel to Guam from the Chubu region by holding a campaign to win round-trip air and accommodation tickets to Guam, mainly in Aichi Prefecture.
- Period**
- Thursday 1 August - Saturday 31 August 2024
- Conditions for participation**
- Purchases of 5,000 yen or more at participating stores, including tax
- Prizes**
- 1st prize: 1st prize Round-trip tickets to Guam on United Airlines (10 winners)
 - 2nd prize: 2-night Hotel Nikko Guam accommodation voucher (10 winners)
 - 3rd and below: Restaurant meal voucher for Guam luxury hotel, etc.



UPCOMING LIBERATION & BLOCK PARTY



Yosakoi Team Amata (天玉)

YOSAKOI SOBAK is inspired from a song of fishermen in Hokkaido northern island in Japan. Today, our team is bringing Hokkaido and Teiki performing around Japan, while this is our first time to perform abroad.

The word (天玉) means the "height and range of art." By focusing on the "height and depth of art," we intend to develop our performance exploring different values of YOSAKOI throughout Japan and to challenge ourselves to combat arts as our concept.

United Airlines supports the activities of Japanese youth and promotes cultural exchanges between Guam and Japan. United Airlines, together with the Guam Visitors Bureau and Sun Corporation, sponsored the visit to Guam of AMATA, Japan's leading yosakoi group.



Chamorro Feast Gumsa, Taotao, Kinahelo, Atdaona Iano

"Gumsa" is the Chamorro word for "to eat" and "Feast" is a word used by Masterchef magazine in the fall of 2011 and as a "TV Show" Chamorro Feast is a great idea to be reborn in our land by the Guam government.

Gumsa means "Feast" in Chamorro language. In Chamorro language, it means "Team." The meaning of this team name is the unity of the people who share the same land and the same life inspired by the "Gumsa Feast".

The Gumsa Feast is a traditional Chamorro feast for the City of Honolulu.

UPCOMING KASHIWAZAKI & KASHIWA



Gion Kashiwazaki Fireworks Jul 26

Kashiwazaki Fireworks Festival (Kashiwazaki Fireworks Festival) as the first step in resuming exchanges, which had stopped party due to COVID.



Kashiwa Matsuri Jul 27 and 28

Participation in the Kashiwa Festival, a summer festival in Kashiwa City, Chiba Prefecture, which is also an annual event, with the aim of accelerating the Exchange program.

Sales / Trade Activity

GVB x UA Educational Forum
 Plus dates Sep 2 - 6, 2024

GVB and United Airlines are planning to hold an educational travel seminar in September.
 (Planned venues are Nagoya, Osaka, and Fukuoka)

Aiming to increase the number of Guam students and school trips from Japan, we will introduce study opportunities in Guam the most familiar place in the United States.

Raise awareness of Guam's educational offerings to Japanese schools and the travel industry.

Establish direct connections with travel agencies specializing in international educational travel.

Invite UAGs to give lectures directly from them.

Increase the participation of school officials with the cooperation of the Commercial Section of the U.S. Embassy in Japan.



UPCOMING TACTICAL COMMUNICATION

JATA Tourism EXPO 2024

- Date: Sep 26 - 29
- Venue: Tokyo Big Sight
- Main Booth design that Guam's USP, GVB Members spaces that interact with trade and consumers, set up business meetings, conduct consumer survey, PR stage, Food truck and Guam culture.
- Schedule
 - GVB to inform details by end of Jun to beg of Jul to GVB members
 - Booth design to be completed end of Aug
- Currently 9 GVB Members have applied to participate.



Comment

- Ms. Leon Guerrero,
 - Mentioned that an initial letter was sent to members on December to gauge their interest in participating in the JATA Tourism Expo and to plan it better accordingly.
 - 5 members initially responded to the letter to help us plan better, and thanked them.
 - The JATA TEJ participation size is made based upon the membership response how they wanted to participate.
 - Based upon the initial call out, GVB decided to purchase nine booths.
- Ms. Nedlic,
 - Additionally, thanked the members who signed up for JATA TEJ.

ANNOUNCEMENTS

- In Market Research RFP is out on July 12, 2024, and August 2nd is the submission date.
- Next JMC meeting on July 16, 2024, at 2:00 pm.



Entertainment Schedule

Saturday July 20, 2024		Sunday July 21, 2024	
MAIN STAGE PASSEO	SMALL STAGE VILLAGE HUTS	MAIN STAGE PASSEO	SMALL STAGE VILLAGE HUTS
Time: 1:00 Event: Marine Corps Band	Time: 1:00 Event: Musical Dramas	Time: 1:00 Event: Musical Dramas	Time: 1:00 Event: Chamorro Troupe Kinahelo Teiki Iano
Time: 2:00 Event: 1st Cavalry Div. Live Performers	Time: 2:00 Event: NHJLCS Troupe 1st Cav Div Performers	Time: 2:00 Event: 1st Cavalry Div. Live Performers	Time: 2:00 Event: NHJLCS Troupe 1st Cav Div Performers
Time: 3:00 Event: 4th Marine Division	Time: 3:00 Event: Chamorro Troupe Kinahelo Teiki Iano	Time: 3:00 Event: Chamorro Troupe Kinahelo Teiki Iano	Time: 3:00 Event: Chamorro Troupe Kinahelo Teiki Iano
Time: 4:00 Event: 5th Air Force Band & Singers	Time: 4:00 Event: Pacific Coast	Time: 4:00 Event: Pacific Coast	Time: 4:00 Event: Pacific Coast
Time: 5:00 Event: 8th AFWACB Troupe 8th AFWACB	Time: 5:00 Event: Pacific Coast	Time: 5:00 Event: NHJLCS Troupe 1st Cav Div Performers	Time: 5:00 Event: Chamorro Troupe Kinahelo Teiki Iano
Time: 6:00 Event: 83rd Joint Comm Group	Time: 6:00 Event: Singers & Dancers	Time: 6:00 Event: 83rd Cav & Supporting Unit Cavalry Team C&K	Time: 6:00 Event: NHJLCS Troupe 1st Cav Div Performers
Time: 7:00 Event: 8th AFWACB	Time: 7:00 Event: Singers & Dancers	Time: 7:00 Event: Marine Corps Band	Time: 7:00 Event: Chamorro Troupe Kinahelo Teiki Iano
Time: 8:00 Event: 8th AFWACB	Time: 8:00 Event: Singers & Dancers	Time: 8:00 Event: 721st Air Support Helicopter Squadron	Time: 8:00 Event: Chamorro Troupe Kinahelo Teiki Iano
Time: 9:00 Event: 8th AFWACB	Time: 9:00 Event: Singers & Dancers	Time: 9:00 Event: 8th AFWACB	Time: 9:00 Event: Chamorro Troupe Kinahelo Teiki Iano
Time: 10:00 Event: DJ	Time: 10:00 Event: DJ	Time: 10:00 Event: DJ	Time: 10:00 Event: DJ



Transportation

For Information

Route	Day	Time	Remarks
Tumon - Paseo	July 20	08:00	Shuttle
Tumon - Paseo	July 21	08:00	Shuttle

Route	Day	Time	Remarks
Tumon - Paseo	July 20	12:00	Shuttle
Tumon - Paseo	July 21	12:00	Shuttle

- Tumon – Paseo Shuttle for July 20 & 21 is in approval process.
- Schedule will be sent out upon approval.

visitguam.com/liberation80



Comment/Question

- Mr. Mesa
 - Inquired how to convert these digital reach to actual visitor numbers.
 - Inquired if the 80th liberation discount for airfare with United Airlines will work for the Japan Market.
- Ms. Leon Guerrero
 - The Program is set for North America and the VFR market to come back to Guam.
 - Introduced the GoGo Guam Campaign as the program for Japan market. The community can support GVB by participating in this program and providing special offers.
 - Lowering the airfare could harm the destination's image by making it seem like a budget, cheap destination.
 - When compared to other Asian destinations, Guam is unable to offer competitive hotel prices.
 - Hawaii reduced in hotel prices, while Guam observed a significant 142% surge in hotel prices.
 - Guam's pricing campaign may attract more tourists, however the number will soon decrease because of the lowered cost.

ADJOURNMENT

- The meeting was adjourned at 2:58 pm.

Minutes prepared by:



 Mai Perez, Marketing Manager - Japan

Minutes reviewed/
 approved by:



 Regina Nedlic, Senior Marketing Manager - Japan

Minutes approved by:



 Nadine Leon Guerrero, Director of Global Marketing

