

<p><u>GVB Board Director, Management, Staff Present:</u></p> <ol style="list-style-type: none"> 1. Ken Yanagisawa, JMC Chairman, Board Director 2. Dr. Gerry Perez, Acting President and CEO 3. Nadine Leon Guerrero, Director of Global Marketing 4. Regina Nedlic, Senior Marketing Manager - Japan 5. Elaine Pangelinan, Senior Marketing Manager 6. Mai Perez, Marketing Manager - Japan 7. Brian Cha, Web & IT Coordinator Assistant 8. Mike Arroyo, Web & IT Coordinator Assistant 9. Nicole Benavente, Senior Marketing Manager - Korea (Online) 10. Nobuyoshi Shoji - Japan Account Director <p><u>GVB Japan Online:</u></p> <ol style="list-style-type: none"> 1. Masato Wakasugi - Japan Trade Sales Director 2. Yoshimasa Yanagihara - Japan Sales Trade Executive 3. Yoshika Matsumoto - Japan Digital Planner 4. Taiichi Higuchi - Japan Marketing Executive 5. Kiyomi Kawasaki - Japan Sales Trade Assistant 	<p><u>Observers Attendance In Person</u></p> <ol style="list-style-type: none"> 1. Sky Dive Guam - Ayaka Yamaguchi 2. Stroll - James Rosenburg II 3. Baldyga Group - Mari Oshima <p><u>Observers Attendance Online:</u></p> <ol style="list-style-type: none"> 4. Sky Dive Guam - Ayaka Yamaguchi 5. Micronesia Mall - Anna Tenorio 6. Crowne Plaza - Mami Manlucu 7. Micronesia Mall - Francis Lira 8. Donki - Josha Aguilar 9. Rakuten - Yoshiaki Kanemitsu 10. United Airlines - Kazu Atsuta 11. Leo Palace - Keiko Takano 12. Lotte Hotel - Hiroko Tajima 13. Hyatt - Madel Cosico 14. United Airlines - Paula Monk 15. Leo Palace - Ryosuke Kuroiwa 16. Guam Plaza - Osamu Takahashi 17. TPM - Ichiro Shirata 18. The Tsubaki Tower - Hiromi Matsuura 19. Baldyga Group - Tomoyuki Goto 20. Village of Donki - Uta Miyazawa 21. Spa Ayualam - Yuta Hasegawa 22. GPO - Monte Mesa 23. Taro Goto - LamLam Tours 24. Guam Reef Hotel - Yuki Motoda
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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
 - Introduced Life Saving Beach Flag World Champion Shogo Horie and his manager Shotaro Nakano.
 - GVB plans to hold a beach flag event with Mr. Shogo's support.

Discussion/Question:

Comment

- Chairman Yanagisawa
 - Reported that the Recovery Committee is working closely with GVB Management, and the meeting is progressing successfully.
- Dr. Gerry Perez, GVB Acting President and CEO
 - Announced the extension of the GoGo Guam Pay initiative in response to a request from the Japan Guam Travel Association (JGTA).
 - The Wedding Campaign has started to show positive results, including the completion of the Arluis Wedding Chapel renovation project.
 - GVB will now be able to share arrival numbers more efficiently, as the customs form process has been fully digitized.

- Ms. Nadine Leon Guerrero, GVB Director of Global Marketing
 - Discussed the need for additional kiosk tablets for the EDF form at the airport. While this is a minor issue, it will be resolved eventually as most destination countries now require a similar digital entry form to Guam's EDF.
- Mr. James Rosenburg II from Stroll Guam
 - Suggested to have more visible sign of Guam EDF at Narita Airport.
 - Raised concerns regarding the reliability of the airport Wi-Fi.
- Ms. Mari Oshima
 - United Airline send us push up notification regarding the Guam EDF before the departure.
- Ms. Nadine
 - Mentioned that there are two EDF signs at Narita Airport: a large white board and a digital signage display.
 - Reported that GVB continues to communicate with the airport to address any issues.
 - Suggested utilizing the EDF Kiosk Wi-Fi, as it offers a strong internet connection with four lines, ensuring reliability. If one line fails, the others will automatically take over.
- Ms. Nedlic presented arrival number.

DECEMBER 2024  **CALENDAR YEAR TO DATE 2024** 

December 1-31, 2024 Total: 67,436 (-8.5%)

% Market Mix	Origin	2019	2023	2024	% to LY
35.1%	Japan	67,024	29,338	25,640	-18.2%
46.4%	Korea	31,513	48,945	31,301	-33.5%
9.8%	US/Hawaii	7,315	7,320	6,819	-7.0%
1.9%	Philippines	1,859	1,225	1,260	7.8%
1.2%	Taiwan	2,004	164	792	382.9%
0.4%	China	581	250	183	-17.8%
0.1%	Hong Kong	210	86	57	-33.1%

January – December 2024 Total: 739,378 (+12.6%)

% Market Mix	Origin	2019	2023	2024	% to LY
18.2%	Japan	661,802	136,736	206,659	52.7%
50.7%	Korea	253,357	871,968	374,636	43.0%
11.5%	US/Hawaii	90,996	83,677	85,073	1.7%
1.8%	Philippines	39,729	15,618	15,551	-0.4%
0.5%	Taiwan	28,216	5,600	3,598	-35.8%
0.2%	China	11,496	2,716	4,854	77.6%
0.1%	Hong Kong	5,318	818	792	-14.7%

JANUARY 2025  **LEGAL YEAR TO DATE 2025** 

January 1-11, 2025 Total: 22,578 (+19.8%)

% Market Mix	Origin	2019	2023	2025	% to LY
35.5%	Japan	29,713	8,273	8,012	-3.2%
49.2%	Korea	31,183	55,018	11,111	-80.7%
9.0%	US/Hawaii	2,716	2,366	2,024	-14.5%
1.1%	Philippines	345	279	348	-11.1%
1.0%	Taiwan	451	94	323	313.2%
0.3%	China	325	180	72	-59.4%
0.0%	Hong Kong	387	83	30	-63.3%

October 2024 – January 11, 2025 Total: 197,322 (-9.0%)

% Market Mix	Origin	2019	2024	2025	% to LY
12.3%	Japan	181,406	58,846	63,669	8.2%
48.6%	Korea	205,240	119,158	95,999	-19.5%
10.3%	US/Hawaii	25,314	22,388	20,255	-9.5%
2.1%	Philippines	6,748	1,918	4,197	7.3%
0.7%	Taiwan	6,739	575	1,406	348.0%
0.5%	China	3,587	1,680	1,054	2.8%
0.1%	Hong Kong	2,185	250	178	-30.4%

Discussion/Question:
Comment

- Chairman Yanagisawa
 - Shared Chairman George Chu's comment from the board meeting, where he suggested doubling the arrival numbers from Japan.



FY2025 Japan Actual Spend versus Budget YTD

Category	Budget	Actual	Remaining	Percent	Change %
Total	5,910,000	4,125,000	1,785,000	69.8%	-15%
Marketing	5,910,000	4,125,000	1,785,000	69.8%	-15%
Advertising	1,500,000	1,200,000	300,000	80%	-20%
Public Relations	1,000,000	800,000	200,000	80%	-20%
Community Relations	1,000,000	700,000	300,000	70%	-30%
Travel	1,000,000	1,000,000	0	100%	0%
Other	410,000	425,000	(15,000)	104%	4%

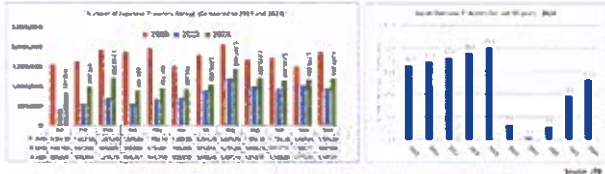
MARKET UPDATE

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

Market Information

Japan's Outbound Travelers in 2024: Slow Recovery

- Total travelers: 13 million (+35.2% from 2023, -35.2% from 2019)
- December 2024: 1.18 million (-30.7% from 2019), slightly worse than November
- Year-end holiday: A 9-day New Year break had little impact on travel demand
- Year-on-year growth: +25.2% from December 2023, but full recovery remains distant



Market Information

Group Travel from Japan to Guam Showing Signs of Recovery

- Large-Scale Incentive Trip Planned: A group trip with approximately 1,600 participants is scheduled for August 2025, reflecting a resurgence in corporate and organizational travel.
- Growing Demand for Student Group Travel: Guam ranks second after Taiwan in a major travel agency's graduation trip destination ranking for the Kansas region.
- Increase in Educational Group Travel: More school trips and training programs have been shared on social media during the year-end and New Year period, indicating a steady recovery.



SEAT CAPACITY SUMMARY

	FEB	MAR	APR	TTL
UNITED	28,884	35,524	29,382	93,790
JAPAN AIRWAYS	5,572	6,169	5,970	17,711
CHINA AIRLINES	0	0	0	0
TTL	34,456	41,693	35,352	111,501

NUMBERS OF FLIGHT SUMMARY

	FEB	MAR	APR	TTL
UNITED	174	214	177	565
JAPAN AIRWAYS	28	31	30	89
CHINA AIRLINES	0	0	0	0
TTL	202	245	207	654

FLIGHT OPERATION - February

February Total Outbound Seat Capacity: 34,456

Carrier	Flight	Class	Days	Frequency	Capacity	Notes
UNITED	UA 681	Y	THU	1	138	
	UA 682	Y	FRI	1	138	
	UA 683	Y	SAT	1	138	
	UA 684	Y	SUN	1	138	
	UA 685	Y	MON	1	138	
	UA 686	Y	TUE	1	138	
	UA 687	Y	WED	1	138	
	UA 688	Y	THU	1	138	
	UA 689	Y	FRI	1	138	
	UA 690	Y	SAT	1	138	
	UA 691	Y	SUN	1	138	
	UA 692	Y	MON	1	138	
JAPAN AIRWAYS	JL 700	Y	THU	1	138	
	JL 701	Y	FRI	1	138	
	JL 702	Y	SAT	1	138	
CHINA AIRLINES	CA 801	Y	THU	1	138	
	CA 802	Y	FRI	1	138	
	CA 803	Y	SAT	1	138	
TOTAL					34,456	

FLIGHT OPERATION - March

March Total Outbound Seat Capacity: 41,693

Carrier	Flight	Class	Days	Frequency	Capacity	Notes
UNITED	UA 681	Y	THU	1	138	
	UA 682	Y	FRI	1	138	
	UA 683	Y	SAT	1	138	
	UA 684	Y	SUN	1	138	
	UA 685	Y	MON	1	138	
	UA 686	Y	TUE	1	138	
	UA 687	Y	WED	1	138	
	UA 688	Y	THU	1	138	
	UA 689	Y	FRI	1	138	
	UA 690	Y	SAT	1	138	
	UA 691	Y	SUN	1	138	
	UA 692	Y	MON	1	138	
JAPAN AIRWAYS	JL 700	Y	THU	1	138	
	JL 701	Y	FRI	1	138	
	JL 702	Y	SAT	1	138	
CHINA AIRLINES	CA 801	Y	THU	1	138	
	CA 802	Y	FRI	1	138	
	CA 803	Y	SAT	1	138	
TOTAL					41,693	



HIGH OPERATION - April

April Total Outbound Seat Capacity: 35,352

Month	Day	Origin	Destination	Carrier	Class	Capacity
April	1-30	Guam	USA	DL	DL	1,100

DESTINATION COMPARISON BY CAMPAIGN

USA

Brand USA and Air France U.S. Road Trip

Brand USA, in partnership with Delta Air Lines, is sponsoring a promotional tour around the U.S. from March 13, 2025, to May 11, 2025. The campaign features a 10-day road trip across the United States, highlighting the beauty and diversity of the country. The tour includes visits to iconic landmarks, scenic views, and local experiences. The campaign is supported by Delta Air Lines, which offers special fares and services for the tour.

New Zealand

First Overseas Experience in New Zealand Campaign

The New Zealand Tourism Board and Air New Zealand are launching the 'First Overseas Experience' campaign in New Zealand, starting from January 15 to February 28, 2025. This initiative promotes the beauty and diversity of New Zealand to international travelers. The campaign features a 10-day road trip across the country, highlighting the beauty and diversity of the country. The tour includes visits to iconic landmarks, scenic views, and local experiences. The campaign is supported by Air New Zealand, which offers special fares and services for the tour.

FJ

Age-Appropriate and Healthy Lifestyle Campaign

The Fiji Tourism Board and Air Fiji are launching the 'Age-Appropriate and Healthy Lifestyle' campaign in Fiji, starting from January 15 to February 28, 2025. This initiative promotes the beauty and diversity of Fiji to international travelers. The campaign features a 10-day road trip across the country, highlighting the beauty and diversity of the country. The tour includes visits to iconic landmarks, scenic views, and local experiences. The campaign is supported by Air Fiji, which offers special fares and services for the tour.

OLD BUSINESS

- Ms. Nedlic presented the Old Business

GUAM WEDDING CAMPAIGN

Campaign Period: Dec 1, 2024 - Jan 15, 2025

Prize:
 1st Prize : Round-trip airfare to Guam for one pair (2 people)
 2nd Prize : Hotel stay in Guam (2 nights, 3 days) for three pairs (6 people)

Participation Requirements:
 *Follow @visitguam_gu on Instagram, *Post a photo or video from a Guam wedding, attendance, or part sent. *Only, feed posts are valid (stories are not eligible). *Use #GuamWedding, #MoreToGuam, #GoToGuam2025 with correct spelling. *No limit on the number of entries.

Result:
 Participating Accounts: **57 accounts**
 Total Posts: **84 posts**
 Photos Posted: **321 photos**

As the start of the wedding promotion, the campaign ran for just over a month, resulting in 69 posts and 321 photos. Many comments expressed interest, such as "I want to visit" or "I attended a wedding and would love to explore". For future promotions, we aim to extend the campaign period, enhance publicity and reach over 300 posts.

GUAM WEDDING CAMPAIGN

Account name: yubrose (2nd prize winner)

GUAM WEDDING CAMPAIGN

Account name: hkhurricane (1st prize winner)

GUAM WEDDING CAMPAIGN

Account name: msaki_south (1st prize winner)

GUAM WEDDING CAMPAIGN

Account name: yurefjr (2nd prize winner)

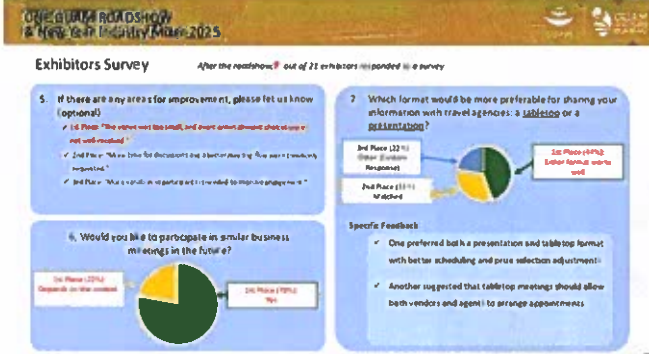
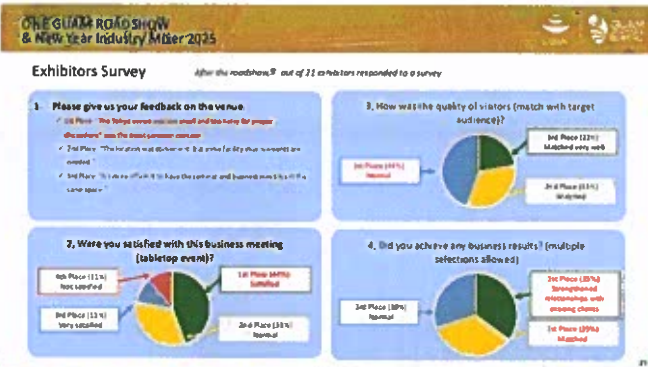
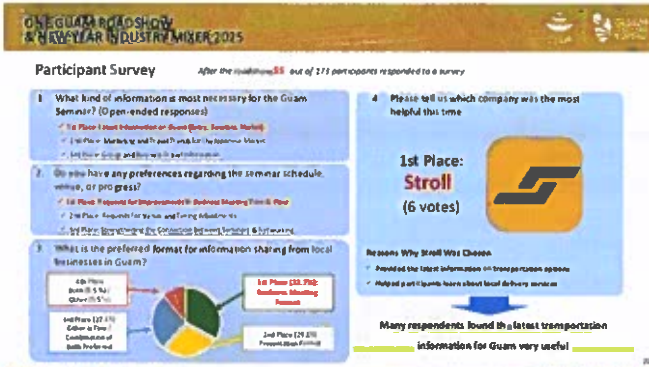
ONE GUAM ROADSHOW & NEW YEAR INDUSTRY MIXER 2025

From January 28 to 30, the ONE GUAM ROADSHOW 2025 was held in Osaka, Nagoya, and Tokyo to share the latest updates in Guam and strengthen ties with local travel agencies. 18 companies from Guam participated as exhibitors, along with United Airlines, T'way, and JAL. A table-top event was held, and Tokyo hosted an industry mixer with key executives, government officials, and media representatives. With around 300 attendees, it was the largest post-pandemic event of its kind, creating strong momentum for Guam tourism.

Total Participant:

- Osaka - January 28, 2025
 - Number of actual attendees: **48** (Number of companies & groups: 21)
- Nagoya - January 29, 2025
 - Number of actual attendees: **40** (Number of companies & groups: 25)
- Tokyo - January 30, 2025
 - Number of actual attendees: **84** (Number of companies & groups: 40)
- Industry Mixer in Tokyo - January 30, 2025
 - Number of actual attendees: **147** (Number of companies & groups: 63)






Ambassador Peco Kicks Off!

Peco Assigned as Ambassador for "GOGO GUAM Hafa Adai Campaign 2025"

- "GOGO GUAM Hafa Adai Campaign 2025" began in January with celebrity Peco (2.5M+ followers) as ambassador.
- Peco highlights Guam's appeal! At the Jan 30 press event, she called Guam "Japan's closest U.S. destination, ideal for travel and English learning".
- Personal experience in Guam Her 8-year-old son attended summer school, made friends, and had a great experience.
- Highlight seminar appearance She joined a travel industry seminar, encouraging more visits to Guam.
- Active social media promotion Peco will continue showcasing Guam online.
- Total Media Value \$35,000




STATUS OF GROUP SUPPORT PROGRAM

Program start: November 7, 2024
Application Status: (as of 5 Feb. 2025)

- Total Number of groups applying: 62
- Total Number of groups cancelled: 2
- Total Number of Pax: 4,159 Pax
- Total subsidy: USD 55,760
- ROI: USD13.41/Pax

Highlight:
Created a dedicated MICE/Group page in GVB.jp for travel agencies and corporates: <https://www.visitguam.jp/events/groups-service-overview/>

Large group of 1,600 total members (in August) to be determined!



GVB Group Support Program 2025

Eligible Groups: MICE, corporate, national, and local government-organized trips

1. Subsidy Amount (Per Person, Tax Included)

Group Size	JPY	USD
5-19 Pax	¥1,500/per person	\$10/per person
20-50 Pax	¥2,000/per person	\$13/per person
51-75 Pax	¥3,000/per person	\$20/per person
76-100 Pax	¥4,000/per person	\$27/per person
101 Pax +	¥500,000/per group	\$3,400/per group

2. Key Dates
Application: Nov 7, 2024 - Sep 1, 2025
Eligible Travel: Nov 25, 2024 - Sep 30, 2025 (Japan departure)

3. Main Conditions


- 5+ people booked after Oct 1, 2024
- Min. 7-night hotel stay (Flight/Ship included)
- Tour leader required
- No family, friends, school trips
- Proof of service use required

4. Steps to Receive Subsidy

- Apply (20 days before departure)
- Review & Approval (2 weeks)
- Tour Execution (2+ nights)
- Report Submission (within 14 days)
- Review & Payment Notification (7 weeks)
- Invoice Submission (within 3 weeks)
- Payment Received (End of next month)

Report on GUAM PAY and GUAM BONUS Results

The number of distributed Guam Pay coupons is 11,123. In monetary terms, we have completed the distribution of coupons valued at \$333,690. As of February 12, the amount used is \$51,035, and the remaining balance is expected to be used by the end of April, when the campaign concludes.



Participating Stores: 60

Distributed Coupons: 11,123
{Appx \$333,690}

Amount Used: \$51,035
{Appx 1700 Pax}

As of Feb 12, 2025



Participating Stores: 54

Number of Uses: 393
As of Jan 31, 2025

NUMBER OF INQUIRIES TO GVB JAPAN

Number of Office Visits: 10
Number of inquiries to contact center: 175

Detailed breakdown of inquiry type and attribute

Breakdown of inquiry type Not include "No support needed contact" (telephone and Email)		Breakdown of inquiry attribute Not include "No support needed contact" (telephone and Email)	
ETB	64	Private customers	110
Campaign related	37	Tourism industry personnel	41
VISA related	16	Legal entity (except tourism related)	8
Sightseeing information	11	The Others	1
Guam EDF	5		
Parental Travel Consent & Authorization	3		
Sales	1		
The others	23		

Jan 2025

Discussion/Question:
Comment

- Chairman Yanagisawa
 - Noted that the Japan market is gradually recovering and showing an upward trend.



- Proposed launching an added-value campaign as part of the GOGO Guam initiative to capitalize on the momentum of the growing arrival numbers and the success of GOGO Guam Pay.

SNS STATUS

- There has been an increase of approximately 1,450 followers in total since last month.
- The main content of the posts introduces the participating stores of Hafa Adai BONUS
- Ambassador Pina's posts were relevant, which showed a higher engagement rate
- Plan to upload Pina's interview videos regularly

SNS HIGHLIGHT

X's Yoniuri Giants post has shown significant results, which are double higher than the HND flight post last May 2024

Retweet: 405
Like: 1,868
Reach: 160,000

X posts are utilized for real-time information distribution, such as ETA, EDF, and High Wave.

SNS ALWAYS ON AD

- Running advertisements to increase awareness of the Hafa Adai Campaign and Koko Road Race.
- Continue distributing it in February to further enhance program recognition.

Hafa Adai Campaign
13,708,305 view
9,415,716 Reach

Koko Road Race
4,620,053 view
4,148,489 Reach

SNS CV AD

- To accommodate seasonal demand, distributed creative content to strengthen student travel.
- The link leads viewers to the student and graduation tnp special page on the Veltra website.

2,131,730 view
29,936 click

GOOGLE SEARCH ADS FOR GROUP/ MICE

- The keywords "group travel" (broad match), "group tnp" (broad match), and "company tnp" (phrase match & broad match) continued to have a high number of impressions this week
- However, while "company tnp" (phrase match) had a high number of impression, its CTR was 1.58%, showing a lower trend than the others

Imp : 18,719
Click : 674

GUAM DIGITAL PR

- SEO high performance keywords: "affordable overseas resorts," "T Galleria Guam," "Guam duty-free shop," "Nearby overseas airports," and "Dededo Morning Market"
- January issue: Guam's basic information, Guam's Cultural information, and hotel featured articles
- Hotels articles will be continued in the coming month

MEYASEARCH: TRAVELKO

Travelko Special Page: List TA Guam pay products to emphasize these products.

OTA: EXPEDIA

To expand the number of FIT travelers, we implemented the GUAM PAY initiative.

GOGO Guam Pay Special Coupon Campaign (Limited-Time Offer)

- Get a \$40 Guam Pay off for stay in per room when booking a 3-night stay at participating hotels via Expedia
- Launch on Expedia
- Booking Period: January 16, 2025 (10:00 JST) - March 31, 2025 (15:00 JST) or until stocks last
- Travel Package Stay Period: January 16, 2025 - April 30, 2025 (Guam Time)
- Conditions
 - Maximum stay of 2 consecutive nights (14 days)
 - At least \$60 per room, including all of the taxes of Guam




CULTURE: V-TUBER PROGRAM

YouTube
Project Overview:
 V-tubers Mariko and Nyck will serve as iconic representatives, highlighting Guam's unique attractions and creating an engaged fanbase on local media.

Total Result (as of Feb 10, 2025)	
Total Views	32,690
Total Watch time (hours)	193.5
Total Subscribers increased	141
Total # of Likes	227
Total # of comments	113
Total # of UGC increased	11

Update:

- Episode 1 will be released on the week of February 10.
- The episode covers cultural activities, including Valley of the Falls, Chamorro Night Market, and Chamorro dance at Top Too Too.



CULTURE: FOOD TRUCK PROGRAM

Project Overview:
 Food trucks serving Chamorro cuisine have launched in Tokyo and Osaka to promote Guam's culture and attract potential travelers.

Summary result:

JAN total units sold	JAN total sales (¥)	JAN total sales (\$)
280 servings	¥152,600	\$1,014.74

Update:
 The Guam Visitors Bureau Japan Office sponsored the Nagai Full Relay Marathon 2025 on February 2.
 We operated a food truck serving Chamorro cuisine and distributed to 'Go' Road Race Riders.
 The winning teams received 2 round-trip tickets to Guam and entry to the 'Go' Road Race in April, promoting both Guam's attractions and the race.



TV PR: REGIONAL TV PROGRAM

Overview
 San-in Broadcasting produced a Guam feature TV program targeting viewers in Tottori and Shimane, promoting travel to Guam via Haneda Airport, "G-GUM" OTA and new campaigns (Guam Pay & Bonus). A popular comedy duo celebrating their 20th anniversary, along with a new announcer, will showcase Guam's top attractions, cuisine, and unique experiences, including luxury car rentals for scenic drives.

The program aired on 27 stations nationwide and was streamed on Tver* over the New Year's holiday season, recording over 700,000 views.



INCREASE GUAM'S VISIBILITY at 100 of TA

Summary of the initiative
 The initiative provides year-round support to expand awareness of Guam at sale's locations. It's spring focus is on increasing Japanese travelers from January to March (peak season) and promoting the Hello Ad Campaign.

- Travel Agency Promotion: Banners will be placed in total 100 ITB and HIS stores to enhance Guam's visibility during peak travel seasons like winter holidays and graduation trips, effectively targeting potential travelers. This aligns with travel agencies' product and promotion plans, ensuring continued exposure and supporting visitor recovery.
- Collaboration with Travel Agencies: Strengthening partnerships will facilitate smoother campaign announcements and promotions, ultimately boosting sales.
- Banner Design: Featuring Guam's tropical beaches and signature dance imagery, the banners will convey the island's year-round summer appeal to encourage traveler engagement.



NEW BUSINESS

- Ms. Nedlic presented the New Business

INTERMEDIATE SALES MEASURES

Engage people who consider travel overseas (Resort destination)

- Demand for overseas travel is on the rise. However, the weak yen and Japan's ongoing recovery from the pre-COVID period have led to a shift in booking patterns. Online Travel Agencies (OTAs) and metasearch platforms are seeing a greater increase in bookings compared to traditional Travel Agencies (TAs). This trend allows us to effectively reach individuals who have already decided to embark on international trips.

KIX MARKET-Mainly TA support

Major OTA Always ON




KIX: t'way Airlines resumption of service

t'way Airlines Resumes KIX-GUM Route After 5 Years

14,175 additional seats will be available on the KIX-GUM route from July 18 to September 30.
 Aiming to reach 80% of load factor = 11,340pax

GVB's Support:

- Advertising Campaign: Promote Guam in Osaka and the Kansai region after Golden Week (typically late April - early May).
- Brochure Support: Funding support for travel agencies (ITB, HIS, Travel Gallery, J-World Travel) to create dedicated brochures.
- Industry Seminar: Hosting a seminar in Osaka in March to celebrate the route's launch.

ROUTE GUM ↔ KIX

ROUTE	Departure	Arrival	Operation
KIX/GUM TW509	10:40 am	3:20 pm	Daily
GUM/KIX TW510	4:20 pm	7:10 pm	Daily



NATIONWIDE: OTA/ METASEARCH ALWAYS ON

Challenges and Objectives

- Engage potential overseas travelers
- Guam's visibility on major OTA/ Metasearch to increase top of mind awareness and conversion.

Media	Category	Items	Expenditure	Budget
Regional Travel	OTA	Banner	TBD	\$40,000
Trip.com	OTA	The Up LP Banner	3,500,000 imp	\$20,000
Skyscanner	Meta Search	The Up LP Banner	3,000,000 imp	\$20,000
トラベルJP	Meta Search	The Up LP Banner	1,100,000 imp	\$520,000

Student Exchange Program with GCC_Umiamon Koshien 2025


Overview & Objectives:
 This program aims to foster cultural exchange between Japanese and Guam students through food. Last year, students engaged with GCC, gaining media coverage across various Guam news platforms.

This year, we plan to collaborate with the Chef from the Consulate-General of Japan in Guam and the Okinawa High School Hospitality & Tourism Management Program with the cooperation of GCC.

2025 Travel Schedule:

March 10 (Mon)	Travel (by)
March 11 (Tue)	Guam Island Tour
March 12 (Wed)	Exchange Event
March 13 (Thu)	Japan Market Tour guide program
	Travel Day

Last Year's Program Highlights:



Umiamon Koshien 2025 Award Ceremony

"Umiamon Koshien" is a national high school cooking competition in Japan. The winning team from Hiroshi Atsuga High School will be invited to Guam to share local cuisine and culture with Guam students, promoting mutual understanding. By leveraging media exposure, the program also aims to enhance Guam's recognition and increase visitor numbers.

Discussion/Question: Comment

- Mr. Nobuyoshi Shoji, GVB Japan Account Director



- shared that the team has revisited the budget and made adjustments to optimize their sales efforts.
- He further explained that the strategy has shifted from focusing on indirect sales methods, such as regional events, to a more direct sales approach. This includes forming partnerships with OTAs, such as Rakuten, to enhance sales and expand reach.
- The goal is to use platforms like Rakuten, Trip.com Sky scanner to ensure Guam is consistently visible across various OTA channels, keeping the destination top-of-mind for potential travelers.
- Emphasized the need to avoid limiting sales efforts to just one channel. The objective is to broaden the sales channels to maximize reach, ensuring greater visibility and accessibility for Guam.

GUAM WEDDING MARKET PROGRAM | **UPCOMING FAM: BEACH FLAGS – SHOGO HORIE**
FEB 17 ~ 20, 2025

Danran Wedding Concept

- ✓ Guam as an Ideal Wedding Destination
 - Stunning beaches and scenic gardens
 - Relaxed island atmosphere
 - Easy access from Japan
- ✓ Introduction of the "Danran Wedding" Concept
 - Emphasizes celebrating special moments with family and loved ones
- ✓ Market Revitalization Program
 - Collaborative effort with industry partners
 - Timed for this Golden Week sales season
- ✓ Upcoming Promotional Initiatives
 - This month: Start of promotional video production
 - Next steps: SNS advertising, dedicated landing page, and joint promotions with industry partners
 - Goal: Enhance awareness and increase bookings
- Movie shooting
 - Feb 18~20, 2025
 - 60~90" x 5 episodes



What is "Danran"?
Danran is a Japanese word for a warm, enjoyable time spent with family or friends, reflecting a peaceful, happy atmosphere.



- Life Saving World Championship 2024 Winner
- Date: Feb 17 ~ 20, 2025
- The purpose of this visit is to inspect future Beach Flags event in Guam
- Exhibition match: Jun 2025 (during the GMF)
- Main match: Jul 12 and 13, 2025 (tentative)
- He has 21,000 followers on Instagram, which is core fan of Shogo Horie
- The reason we chose Beach Flag
 - Utilize the assets of the ocean and beaches, which are Guam's greatest attractions.
 - Fun activities and can be done by anyone
 - Lower investment

KO'KO' ROAD RACE INITIATIVES | **KO' KO' ROAD RACE "AMBASSADOR"**

We are targeting **200** participants this year compared to 25 from Japan last year, aiming to increase **800%**.

- Defending champion Sartan
 - Plan to bring her Marathon circle called Wellbeing (TBD)
- Osaka Full/ Half Relay Marathon
 - Invite 2 runners and their family will accompany with them
- Travel agency package sales
- SNS targeting advertising

Ambassador Shunji Takeda

- a well-known Japanese actor, musician, and television personality
- known for his engaging presence across various media platforms

Reasons for Selection

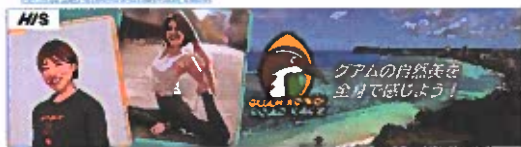
- High recognition as an actor, musician, and TV personality
- Experienced marathon runner (completed 112.6km in 20 hours and 26 minutes), symbolizing health and fitness
- Strong SNS presence with an enthusiastic follower base and significant outreach capability
 - Instagram: 146,000
 - YouTube: 49,000



KO'KO' ROAD RACE PACKAGE TOUR ON SALE

Running to Ko'ko' Road Race 2025 – Special Tour by HIS

- HIS has launched a special tour package for Japanese runners, centered around KO'KO' Road Race
- 3-4 day tour is priced at \$129,000-\$174,000 (approx. \$870-\$1,170) per person, based on double occupancy
- Special guests include Miyako, an ultra-marathon runner, and Haruka Shimoda, a yoga instructor and runner, who will lead exclusive activities such as a pre-race lunch party, sunset yoga, and a post-race celebration brunch.
- This tour aims to increase Japanese participation in KO'KO' Road Race and promote Guam as a destination for sports tourism



Discussion/Question:
Comment

- Chairman Yanagisawa
 - Reported attending the One Guam Appreciation Mixer and confirmed the monthly One Guam Executive Meeting.
 - Shared that the event calendar is improving with collaboration between the destination team and GVB management. The community has been repeatedly encouraged to share any event information to keep the calendar up-to-date.
 - The Recovery Committee is working on a large event, which will be shared once details are finalized.

ANNOUNCEMENTS

- Ms. Leon Guerrero
 - Reported that March will be focused on "spring cleaning" efforts for Tumon.
 - GVB is working with Sherwin Williams and Murphy Enterprises to help spruce up the area.
 - Discounts have been secured for exterior paint through Sherwin Williams and for scaffolding and other outside work through Murphy Enterprises.
 - Water blasting and roof repairs will be done as part of the cleanup efforts.
 - GVB is encouraging members to clean their facilities and take advantage of the discounts available to them.
- Ms. Leon Guerrero
 - GVB is planning a high school mural contest for March and April and will reach out to the 20 high schools on Guam to invite participation.
 - GVB will provide the paint, and students will be responsible for creating their designs.
 - Prizes will be awarded for first, second, and third place, with two months given for design and painting.
 - The winners will be announced at the beginning of May.
- Next JMC Meeting is on Tuesday March 18th 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 reviewed/
approved by:



Elaine Pangelinan, Senior Marketing Manager

Minutes approved by:



Nadine Leon Guerrero, Director of Global Marketing

