

JAPAN MARKETING COMMITTEE MEETING MINUTES
Tuesday, December 19, 2023 | 2:00 pm
GoToMeeting | ID: 196-870-885

EXHIBIT A

<p><u>Members Online Attendance:</u></p> <ol style="list-style-type: none"> Arlis Wedding - Yoshiki Sato (Online) <p><u>Members Absent:</u></p> <ol style="list-style-type: none"> Chairperson - Paula Monk Japan Bus Line - Shun Matsumoto Japan Airlines - Yuichiro Yamakawa Guam TV - Shoji Ogawa Guam Plaza - Dudipta Basu Valley of the Latte - David Tydingco JCB - Takahiko Watanabe Fisheye Marine Park - Akihiro Tani Guam Premier Outlet - Monte Mesa 	<p><u>Observers Attendance Online:</u></p> <ol style="list-style-type: none"> Hyatt Regency Guam - Balajadia Mio Guam Plaza - Osamu Takahashi The Tsubaki Tower - Hiromi Matsuura Rakuten - Kazumi Ikeno Rakuten - Keiko Takano Lotte Hotel - Hiroko Tajima Baldyga Group - Mari Oshima Rihga Royal - Nicole Han DFS - Kazunori Ota Rakuten - Sakiko Koizumi Royal Orchid - Mami Manucle PMT - Ichiro Shirata PMT - Junichiro Takahashi GPO - Suzanne Perez Baldyga Group - Tomoyuki Goto Rakuten - Aya Tojo Rakuten - Manaho Mori
<p><u>GVB Management/Staff Present:</u></p> <ol style="list-style-type: none"> Gerald S.A. Perez, Vice President (Online) Regina Nedlic, Senior Marketing Manager - Japan Mai Perez, Marketing Manager - Japan Brian Cha, Web & IT Coordinator Mike Arroyo, Web & IT Coordinator Assistant Nicole Benavente, Senior Marketing Manager - Korea Regina Bocatija - Marketing Manager - Taiwan 	<p><u>GVB Japan Online:</u></p> <ol style="list-style-type: none"> 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

CALL TO ORDER

- Ms. Regina Nedlic, GVB Senior Marketing Manager, called the Meeting to order at 2:00 pm.
- Acknowledged GVB Vice President Dr. Gerry Perez's online attendance.

REPORT OF MANAGEMENT

- Ms. Regina Nedlic, Senior Marketing Manager, presented the arrival report.

October 2023  **November 2023** 

October 1-31, 2023 **Total: 54,099 (+37.4%)**

% Market Mix	Origin	2019	2022	2023	% to LY
22.0%	Japan	49,218	2,712	11,893	463.3%
56.9%	Korea	47,124	27,783	30,802	10.9%
12.7%	US/Hawaii	5,486	5,747	6,872	19.6%
1.8%	Philippines	2,009	1,079	1,000	-7.3%
0.5%	Taiwan	2,131	43	188	330.2%
0.9%	China	1,066	48	478	879.2%
0.1%	Hong Kong	278	29	66	127.6%

November 1-30, 2023 **Total: 60,153 (+54.3%)**

% Market Mix	Origin	2019	2022	2023	% to LY
30.4%	Japan	63,629	3,490	18,271	423.5%
52.1%	Korea	62,163	25,696	31,347	22.0%
9.2%	US/Hawaii	5,874	5,261	5,564	5.8%
2.4%	Philippines	2,754	1,075	1,422	32.3%
0.3%	Taiwan	2,023	114	172	50.8%
0.3%	China	598	64	206	220.3%
0.1%	Hong Kong	261	31	87	180.6%

Calendar Year 2023

January - November 30, 2023 **Total: 582,088 (+115.2%)**

% Market Mix	Origin	2019	2022	2023	% to LY
20.0%	Japan	615,848	17,443	116,327	566.9%
56.9%	Korea	691,559	155,837	330,832	112.4%
13.1%	US/Hawaii	62,903	62,299	76,091	22.1%
2.1%	Philippines	19,068	7,392	12,412	60.1%
0.9%	Taiwan	26,212	498	5,436	991.6%
0.4%	China	10,910	467	2,593	436.0%
0.1%	Hong Kong	4,906	177	732	513.6%

Fiscal Year 2024

October - November 30, 2023 **Total: 114,252 (+45.8%)**

% Market Mix	Origin	2019	2023	2024	% to LY
26.4%	Japan	112,847	5,602	30,164	438.5%
54.4%	Korea	129,287	53,479	62,349	16.2%
10.9%	US/Hawaii	11,360	11,008	12,436	13.0%
2.1%	Philippines	4,763	2,154	2,422	12.4%
0.3%	Taiwan	4,154	157	357	127.4%
0.5%	China	1,664	112	526	371.4%
0.1%	Hong Kong	639	60	153	185.0%

Discussion/Comments: Comment

- Dr. Gerry Perez, GVB Vice President
 - The Arrival market mix is improving from Japan, and the strengthening of the Yen rate is contributing positively to our performance."
 - Hoping that the new campaign will help increase the number of arrivals.

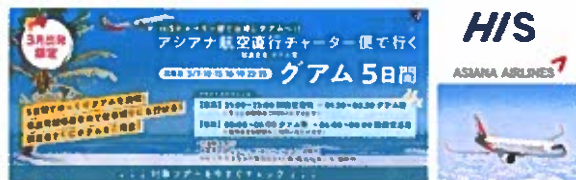
MARKET UPDATE

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

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.



MARKET INFORMATION

Simplified entry procedures into the U.S. to be fully operational, further promoting mutual exchange in tourism and business; 2024 to be the "Japan-U.S. Year of Tourism Exchange"

On November 29, 2023, U.S. Ambassador to Japan Ramon Emanuel and Minister of Land Infrastructure, Transport and Tourism Takao Sakai signed a memorandum of cooperation designating 2024 as the "U.S.-Japan Tourism Exchange Year." The MOU will further promote two-way tourism and business exchanges between the U.S. and Japan, which have declined due to the Corona disaster. Digital Minister Teru Kikano expressed his desire to establish an online system for the Global Entry Program (GEP) by the end of 2024. The U.S. and Japanese governments have already agreed on the full-scale operation of the GEP. The U.S. GEP is administered by the Customs and Border Protection (CBP) and is designed to simplify the process of entering the U.S. by air for pre-approved low-risk travelers. By participating in this program, travelers can complete the immigration process by having their passports and visas scanned and fingerprinted at an automated kiosk at the arrival airport, eliminating the need to wait in line at immigration checkpoints and facilitating a smooth entry into the country.



MARKET INFORMATION

HIS announces international travel booking trends, with 50% more bookings for the year-end and New Year's holidays than in 2019. Guam ranks 5th in popularity.

HIS (HIS) has compiled the booking trends for overseas travel for the year's year-end and New Year holidays (departures from December 23, 2023 to January 1, 2024). The report covers HIS tours, dynamic packages, and airfare tickets.

The number of bookings is expected to increase significantly from last year to 263.8k y/y, but only 50.8k y/y compared to the same period in 2019. Average unit price was 192,700 yen, 98% of the same period last year. The average unit price is 192.2k, compared to 2019, due to fuel surcharges remaining high despite the return of international flights.

The city with the highest number of bookings was Seoul at 113.7k year-on-year, with HIS analyzing that the increase in seat supply was partly due to the increase in the number of flights being resumed and increased, including to regional airports, in response to increased demand from South Korea for inbound travel to Japan.



Source: <https://www.visitguam.com/gov/press-releases>

SEAT CAPACITY SUMMARY

	DEC	JAN	FEB	TTL
UNITED	38,844	39,010	36,188	114,042
JAPAN AIRLINES	3,582	4,179	3,184	10,945
JEJUair	0	0	0	0
TTL	42,426	43,189	39,372	124,987

NUMBER OF FLIGHT SUMMARY

	DEC	JAN	FEB	TTL
UNITED	234	235	218	687
JEJUair	17	18	21	56
TTL	251	253	239	743

FLIGHT OPERATION -December

December Total Outbound Seat Capacity :42,426

Carrier	Flight No.	Day	Capacity	Frequency	Notes
United	UA27	W	150	3x	
United	UA97	W	150	3x	
United	UA174	W	220	3x	
United	UA165	W	150	3x	
United	UA70	W	150	3x	
United	UA72	W	250	3x	
United	UA50	W	150	3x	
United	UA75	W	250	3x	
United	UA93	W	150	3x	
TTL			39,824		

FLIGHT OPERATION -January

January Total Outbound Seat Capacity :43,189

Carrier	Flight No.	Day	Capacity	Frequency	Notes
United	UA27	W	150	3x	
United	UA97	W	150	3x	
United	UA174	W	220	3x	
United	UA165	W	150	3x	
United	UA70	W	150	3x	
United	UA72	W	250	3x	
United	UA50	W	150	3x	
United	UA75	W	250	3x	
United	UA93	W	150	3x	
TTL			39,824		

FLIGHT OPERATION - February

February Total Outbound Seat Capacity :39,372

Carrier	Flight No.	Day	Capacity	Frequency	Notes
United	UA27	W	150	3x	
United	UA97	W	150	3x	
United	UA174	W	220	3x	
United	UA165	W	150	3x	
United	UA70	W	150	3x	
United	UA72	W	250	3x	
United	UA50	W	150	3x	
United	UA75	W	250	3x	
United	UA93	W	150	3x	
TTL			36,981		

FLIGHT OPERATION - Appendix

JAPAN AIRLINES 2023 - 2024 Flight Schedule

Year	Month	Operational	Reliability
2023	March	16, 20, 23, 26, 28, 30	7
2023	April	1, 2, 4, 27, 29, 30	8
2023	May	2, 3, 4, 6, 7	3
2023	June	-	0
2023	July	15, 16, 18, 20, 22, 23, 25, 27, 29, 30	10
2023	August	1, 2, 5, 6, 8, 10, 11, 13, 15, 17, 19, 20, 22, 24, 26, 27, 29, 31	18
2023	September	2, 3, 5, 7, 8, 10, 12, 14, 16, 17, 18, 21, 23, 24, 26, 28, 30	17
2023	October	1, 2, 5, 7, 8, 9, 12, 14, 16, 17, 18, 21, 23, 24, 26, 28, 30, 31	18
2023	November	2, 3, 5, 7, 8, 11, 12, 14, 16, 17, 18, 21, 23, 24, 26, 28, 30	17
2023	December	2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 19, 21, 23, 24, 26, 28, 30, 31	18
2024	January	1, 2, 3, 4, 6, 7, 8, 9, 11, 13, 14, 16, 18, 20, 21, 23, 25, 27, 29, 30	21
2024	February	1, 2, 4, 6, 10, 12, 13, 15, 17, 18, 20, 22, 23, 25, 27, 29	16
2024	March	2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 19, 20, 21, 24, 26, 28, 30	17
TTL			21,840

AIRLINE AND INDUSTRY INTELLIGENCE

Airlines

- In 2024 the total number of passengers worldwide is expected to reach a record high of approximately 4.7 billion, surpassing the 4 billion in 2018, and the number of flights operated is expected to reach 431 million, up from 38.9 million in 2019, with total revenues expected to increase 7.8% year-over-year to a record \$384 billion (approximately \$102 billion).
- By region, Asia Pacific is expected to have a net income of \$1 billion (\$140 billion) in 2024. Demand (RPD) is still projected to be 4.4 billion pre-pandemic levels, compared to 2019, and supply is also expected to decline by 1.4%.

Travel Agents

- HIS will operate seven round-trip charter flights from Kansai International Airport to Guam between March 7 to 25 via Allstar Airlines.
- Trade Team held a webinar in cooperation with UA for four travel agencies in Hokkaido/Tohoku area on November 13 and 14. The total number of participants was approximately 30.
- The Japanese trade team conducted sales activities in Fukuoka and Kumamoto cities in Kyushu on November 28-29. We visited eight companies including JTB and HIS to conduct seminars with a total of about 70 participants.
- Large groups such as Dai-Ita Kenka (about 600 people) and Daihatsu (about 500 people) visited the island in late November and early December. It was a success.
- In January, a 3,000-person cruise ship will call at the island and the Nagaya Group (3,200 expected) is scheduled to visit the island.
- New Year's Cruise by JTB - MSC Bellissima (<https://www.jtb.co.jp/cruise/msc/marsh-charter/>) or 2,000 passengers.
- GVB will provide 1,900 copies of the guidebook and eco-bags (one for each agent).

GoGo! Guam Hafa Adai Campaign Progress

Progress toward the January 8 start date is as follows

Promotion Period: January 8 - September 30, 2024



Participating stores (as of Dec 18):
40 stores (including stores with multiple locations)

Promotion Period: January 8 - March 31, 2024



Participating stores (as of Dec 18):
55 stores (including stores with multiple locations)

GoGo! Guam Hafa Adai Campaign Progress

Participating companies in Guam Pay

1	Bachman Bakery & Deli	27	Magellan
2	GUAM OVERS	28	Sam's
3	Agua Blanca Deli	29	Tokyo
4	Agua Blanca Deli	30	Sunset Beach BBQ
5	Bachman's	31	Karara
6	Philly Cafe	32	Amoroso
7	SPA by Japan (Hot & Cold Quinoa)	33	Club Zan
8	SPA by Japan (Hot & Cold Quinoa)	34	Merchies Cafe
9	SPA by Japan (Hot & Cold Quinoa)	35	The Beach Restaurant & Bar
10	Wander Terrace Restaurant	36	Tan Tan Tea Shop (Deli & Bar)
11	Wander Terrace	37	T-GALLERIA BY DFB GUAM
12	Wander Terrace	38	Top of the Hill
13	Wander Terrace	39	Wander Terrace
14	Wander Terrace	40	Wander Terrace
15	Wander Terrace	41	Wander Terrace
16	Wander Terrace	42	Wander Terrace
17	Wander Terrace	43	Wander Terrace
18	Wander Terrace	44	Wander Terrace
19	Wander Terrace	45	Wander Terrace
20	Wander Terrace	46	Wander Terrace
21	Wander Terrace	47	Wander Terrace
22	Wander Terrace	48	Wander Terrace
23	Wander Terrace	49	Wander Terrace
24	Wander Terrace	50	Wander Terrace
25	Wander Terrace	51	Wander Terrace



GoGo! Guam Hafa Adai Campaign Progress

Participating companies in Hafa Adai Support

As of December 18 registration status	
1. Honeys Grill (The Plaza - Town Lobby)	21. Senryu Japanese Restaurant (Old Plaza) Lobby Floor
2. Ichi Makiya	22. Sun Loo Chinese Restaurant (Sun Plaza) Top Floor
3. Puffy Mii (Gardenview)	23. Sunset Beach BBQ (Old Plaza)
4. Nana's Grill	24. English Club Guam
5. Sam BBQ	25. One of Mangoo Golf Club
6. Tropicana Grill & Bar	26. Tropicana Golf Club
7. Carolina Pizzeria Italian - Tumon	27. VIE Restaurant Bar
8. Carolina Pizzeria Italian - Hagatna	28. TOPFRAYS GUAM
9. Beachin' Shrimp - The Plaza	29. Cafe Kitchin
10. Beachin' Shrimp - Plaza Tree Plaza	30. Quaterners - Ocean Lab
11. Beachin' Shrimp - Mokenna Mall	31. MADRID TAPAS BEACH DINNER SHOW
12. Sun Street Grill	32. The Kitchen Restaurant & Bar
13. Sun The Restaurant - Tumon	33. Club ZOH
14. Puka Cafe	34. SandCastle KARERA
15. Lulu Pizzeria	35. One Love GUM VETS CHARITY
16. Lulu's Coffee - The Plaza - Tumon	36. BIRLA
17. Lulu's Restaurant	37. Quincea Brunch, Steakhouse and Salad Bar
18. Ichi Japanese Restaurant	38. Paga de Jai Nin Guam
19. Lu Sunny Restaurant	39. Aloha Home & Car
20. Magellan M. Food	40. Queen's OF S. Guam

DESTINATION COMPARISON BY CAMPAIGN

Hawaii

Taiwan

New Zealand

OLD BUSINESS

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

Fukuoka and Kumamoto Seminar Nov 28-29

Regional City Sales Campaign

Period: Nov 28-29, 2023

Japan Team (Shoji Wakasugi and Kawasaki) conducted a sales call in collaboration with UA in the Kyushu area.

The Group Support Program 2024 and the HAFA ADAL Campaign will be the main information, and the latest Guam visitors will also be shared.

20 participants

16 + 6 (online) participants

7 participants

18 participants

UA SUMMIT NOV 30 - DEC 2

- GVB is supporting UA - UOG student study curriculum focusing on SDGs, and implementing a pilot program
- Invited professors from different universities to solicit their feedback prior to the actual student program launch expected in 2024
- Inspected Guam restoration of Watersheds initiatives Project site Ugun Watershed - Dan Dan Inalagan, Guam Green Growth Community Garden, Guam Green Growth Circular Economy Marketspace and Innovation Hub and UA Hanger tour
- GVB hosted cocktail party at Ananias on Dec 3



GIRLS TRIP FAM: DEC 7 - 10

SNS Total follower : 1.2M

Total reach: 5,360,800
Total Imp : 5,832,400

@omumeeen
48,000
282,600

@chip0520
282,000
418,100

@yumechuisland
83,000
159,700

FOOD TRUCK

Event Title	Result
Osaka City Tourism / Mamiyama Tourism Ryokuchi Park Pop Market	<ul style="list-style-type: none"> Date: Nov 5, 2023 Venue: Tourism Ward Osaka City / Mamiyama Tourism Ryokuchi Park, Fuso Market # of hamburger sold: 82
Miyama Aomihana in Osaka / Miyama Marche	<ul style="list-style-type: none"> Date: Nov 12, 2023 Venue: Miyama Aomihana in Osaka / Miyama Marche # of hamburger sold: 61
Katamachi Miyako Park in Osaka / FULARI x YOBASHI	<ul style="list-style-type: none"> Date: Nov 17, 2023 Venue: Katamachi Miyako Park in Osaka / FULARI x YOBASHI # of hamburger sold: 45 # of Okamaya bowl: 25
Katamachi Miyako Park in Osaka / FULARI x YOBASHI	<ul style="list-style-type: none"> Date: Nov 23, 2023 Venue: Katamachi Miyako Park in Osaka / FULARI x YOBASHI # of hamburger sold: 145 # of Okamaya bowl: 88



GROUP/ MICE: Sponichi 54 holes challenge

December 7 - 11, 2023

Wasson party at Golf Beach

Event overview

Sports Nippon Shinbunsha hosted a golf tournament in Guam and conducted a group travel. The travel will be managed by their associated travel agency (Sponichi Firm). We cooperated with their promotional activities and offered group travel support to maximize the number of participants and golf kit demand.

Number of participants

72 golfers

Gift from GVB Japan Office

GVB pouch for all participants

GROUP/ MICE: Sponichi 54 holes challenge

Exposures

Sponichi provided 35 ad placements on the front page nationwide during the two weeks from August 27 to September 7 in Sponichi and achieved **15,464,383** reaches

Advertising Period: August 27-September 7, 2023

Number of items published	73
Number of copies exposed	15,464,383



GUAM PAY WORKSHOP IN GUAM DEC 12-13

In preparation for the Guam Pay Program, which will start on January 8, a workshop was held for participating employees to get started in how to operate the program. A total of five workshops were held on December 12 and 13 at the GVB conference room. GVB Japan staff and staff in charge of the system from Japan also visited the island to conduct the workshops.

- 30 businesses attended the workshop in 2 days
- 40 corporate managers participated.



SISTER SCHOOL PARTNERSHIP SIGNING CEREMONY

DEC 14

Okayama Higashi Commercial High School and Southern High School sister school partnership signing ceremony.



NEW BUSINESS

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

TV PR - NEW YEAR PROGRAM

NTV: Shuichi



Program
 • Sunday Nationwide's morning show features extensive content, from gossip to politics.
 • Leading actors: Hideyuki Nakayama and Yuichi Nakamaru are coming to Guam from Dec. 18 - 19 to feature multiple places.

TV network
 • NTV nationwide

On-air date
 Jan 1 and 7's New Year special program

Average rating
 3.5%

ONE GUAM WEBINAR

ONE GUAM Webinar 2024 - GOGO! GUAM Hafa Adai Campaign

- ✓ Date: December 20
- ✓ Time: 1:00-5:00 p.m. Guam time

The event has already been announced to industry partners nationwide and as of December 18, 127 participants have registered. A total of 8 local Guam companies will participate in the presentation.

Tomihon Grill & Bar, LOTTE HOTEL GUAM, LLC, Duet Hotels, LYI Restaurant & Bar, Hyatt Regency Guam, Royal Orchid Guam, B'dygs, FanEye

- Objective: Raise awareness of the campaign and publicize the campaign scheme.
- To promote Guam as the No. 1 sales destination to industry partners.



CAMPAIGN LAUNCH PROMOTION

GoGo Guam Hafa Adai Campaign Launch from Jan 8, 2024

Launch Ad Jan 8 - Feb 4	New year industry Mixer Jan 25	Roadshow Jan 25 - 26
<p>Objective • Build awareness to drive sales</p> <p>Media • Nationwide TV Ad • NRT, Digital • K13/MSO/FUK TV spot - total 1,200 GRP</p>	<p>Objective • Resolutions meeting to achieve the year's goals</p> <p>• Invite industry partners to meet and greet with GVB and GVB members</p> <p>• Estimated participant: 1200+</p>	<p>Objective • Understand campaigns and products and encourage them to promote products</p> <p>• GVB to present marketing and trade strategy</p> <p>• GVB members to promote own products</p> <p>Schedule Tokyo: Jan 23, Nagoya: Jan 24, Osaka: Jan 25 and Fukuoka: Jan 26</p>

CAMPAIGN LAUNCH TV SPOT

- The strategy to strengthen the regional area aims to reach a wide range of targets and increase campaign awareness through the use of TV spots.
- SNS advertising will also be conducted at the same time to increase conversions from awareness.
- Total accumulated reach of 147,493,928, which people in the area will be exposed to GVB's ads at least three times per day

Area	TV Station	GRP	Number of spots	Accumulated Reach
Kanto-KIX	ABC	240	73	47,635,236
	MBS	158	52	31,260,879
Nagoya-NGO	GNB-TV	236	115	78,896,915
	NBN	108	71	21,634,740
	THK	163	83	20,686,133
Fukuoka - FUK	KKB-TV	171	104	43,111,973
	RKB	186	85	12,476,402
	KBC	208	63	13,860,588
Total		1,167	397	147,493,928

CAMPAIGN LAUNCH SNS AD



Estimated **700,000,000** imp

Distribution Period
 Jan 8 - Mar 15, 2023

Distribution target
 Travel lovers nationwide

We will reach out to a wide range of people and promote awareness mainly through YouTube, but also through Instagram and TikTok.



GOGO GUAM INFLUENCER FAM

- Influencers are invited to experience the GOGO!
- The purpose of this campaign is to communicate to users how to use the Campaign and the benefits of the Campaign from their point of view.

Period: Jan 10-14, 2024
SNS Total followers: 973.3K

<p>1xTok 41100 Instagram 63000</p>	<p>1xTok 35200 Instagram 43000</p>	<p>1xTok 18900 Instagram 70000</p>	<p>1xTok 290000 Instagram 80000</p>	<p>1xTok 285100 Instagram 47000</p>
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FOOD TRUCK - TOKYO

- We are aiming to make our debut in Tokyo the week of December 20 and onward through the end of the month
- The Manggi 2nd will be implemented in Tokyo from January. We are currently negotiating with large shopping malls and other locations where food trucks can set up store. We will announce the schedule as soon as it is finalized, and we will make arrangements to showcase the Manggi at the New Industry Mixer



FOOD TRUCK IN OSAKA

Jan 6 - 8 2024 Uehonmachi Miyakojima-ku Osaka / FULARI KYOBASHI	
Jan 20 - 21 2024 Mishima Konohana-ku Osaka / Mishima Marche	
Jan 27 - 28 2024 Uehonmachi Tenno Ward Osaka / Uehonmachi YUFURA	

UPCOMING EVENTS

2024 January - March

As of Dec 18

DATE	EVENT	MEET	AREA
January 12	Hokkaido Educational Travel Seminar	B to B	HOKKAIDO
January 23	New Year Party in Tokyo	B to B	TOKYO
January 23	GOGO' GUAM Hafa Adai Campaign Roadshow	B to B	TOKYO
January 24	GOGO' GUAM Hafa Adai Campaign Roadshow	B to B	NAGOYA
January 25	GOGO' GUAM Hafa Adai Campaign Roadshow	B to B	OSAKA
January 25	GOGO' GUAM Hafa Adai Campaign Roadshow	B to B	FUKUOKA
February 24, 25	Kyushu Travelers Festival	B to C	FUKUOKA
February 23, 24	HIS Thanksgiving Festival in Tokyo	B to C	TOKYO
March 16, 17	Nagoya Travel Land	B to C	NAGOYA
End of March	Kids Job Challenge 2024 in Hirado	B to C	NAGASAKI
March or April	HIS Thanksgiving Festival in Nagoya	B to C	NAGOYA

ANNOUNCEMENTS

- Announced the Guam Museum, Skinner Plaza, Tutujan Triangle Park Holiday Light up and Barrigada Community center Christmas Festival Setup.

ADJOURNMENT

- The meeting was adjourned at 2:48 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