

JAPAN MARKETING COMMITTEE MEETING MINUTES
Tuesday, June 18, 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"> 1. Gerald S.A. Perez, Vice President 2. Margaret Sablan, Acting Director of Global Marketing 3. Regina Nedlic, Senior Marketing Manager - Japan 4. Mai Perez, Marketing Manager - Japan 5. Mike Arroyo, Web & IT Coordinator Assistant 6. Nicole Benavente, Senior Marketing Manager - Korea (Online) <p><u>GVB Japan Online:</u></p> <ol style="list-style-type: none"> 1. Yusuke Akiba - Japan Executive Director 2. Nobuyoshi Shoji - Japan Account Director 3. Masato Wakasugi - Japan Trade Sales Director 4. Yoshimasa Yanagihara - Japan Sales Trade Executive 5. Yoshika Matsumoto - Japan Digital Planner 6. Taiichi Higuchi - Japan Marketing Executive 7. Kiyomi Kawasaki - Japan Sales Trade Assistant 	<p><u>Observers Attendance In Person</u></p> <ol style="list-style-type: none"> 1. GPO - Monte Mesa 2. United Airlines - Kaz Atsuta <p><u>Observers Attendance Online:</u></p> <ol style="list-style-type: none"> 3. Micronesia Mall, Anna Tenorio 4. Hyatt Regency Guam - Mio Balajadia 5. Crowne Plaza - Keiko Deliguine 6. GPO - Nicole Carriage 7. The Tsubaki Tower - Hiromi Matsuura 8. JAL - Yuichiro Yamakawa 9. Rakuten - Yoshiaki Kanemitsu 10. Hilton - Kimi Passauer 11. Rakuten - Sakiko Koizumi 12. Lotte Hotel Guam - Hiroko Tajima 13. Baldyga Group, Mari Oshima 14. Dusit Group - Miwa Bravo 15. Nikko Hotel - Kazue Sunaga 16. Royal Orchid - Mami Manlucu 17. GPO - Suzanne Perez 18. TPM - Soichiro Takahashi 19. Rakuten - Yuriko Yokosawa 20. TRUMB - Aya Tojo 21. Leo Palace - Yoshi Otani 22. Reef Hotel - Yuki Motoda
---	---

CALL TO ORDER

- Ms. Regina Nedlic, Senior Marketing Manager called the Meeting to order at 2:00 pm.

REPORT OF MANAGEMENT

- Dr.Gerry Perez, GVB Vice President,
 - JAL established an in-house market research group to understand the market better.
 - United Airlines plans to extend the flight from Narita to Cebu, pending FAA approval.
 - Narita International Airport President indicated overseas travel issues.
 - Weaken Yen rate in relation to the product.
 - Younger generation is not as keen to travel overseas when they have domestic destinations.
 - The government focuses its travel industry investment on domestic travel for broader economic benefit compared to international travel.
- Ms. Nedlic presented visitor arrival summary

MAY 2024 ARRIVALS

May 1-20, 2024 **Total: 35,309 (45.6%)**

% Market Mix	Origin	2019	2023	2024	% vs 2019
53.3%	Korea	37,809	25,874	30,695	50%
25.7%	Japan	28,142	8,823	9,086	32%
11.7%	US/Hawaii	4,604	5,930	4,142	90%
1.8%	Philippines	1,469	710	677	46%
0.8%	Taiwan	1,463	825	84	6%
0.7%	China	384	105	235	61%
0.7%	Hong Kong	375	19	42	11%

FISCAL YEAR TO DATE 2024

October 2023 - May 20, 2024 **Total: 506,211 (49%)**

% Market Mix	Origin	2019	2023	2024	% vs 2019
53.8%	Korea	458,848	264,819	272,268	60%
26.3%	Japan	426,419	47,402	133,131	31%
10.9%	US/Hawaii	60,184	53,623	54,928	91%
1.7%	Philippines	14,228	9,320	6,614	60%
0.4%	Taiwan	16,984	3,036	1,040	11%
0.6%	China	9,371	870	3,004	33%
0.1%	Hong Kong	4,611	435	486	10%

Discussion/Question:

Comment

- Mr. Monte Mesa,
 - Inquired load factor of each port.
- Dr. Perez
 - The aggregate assumption is 65%. Western Japan is currently facing challenges.

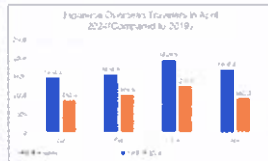
MARKET UPDATE

- Ms. Nedlic presented the Japan Market Updates

MARKET INFORMATION

Number of Japanese Departing Japan, 890,000 in April, Half of 2019. Growth Rate Stagnant - Japan National Tourism Organization (Preliminary Report)

According to the Japan National Tourism Organization (JNTO) the estimated number of Japanese departing Japan in April 2024 was 888,800, down 46.7% from 2019 (the actual number in April 2019 was 1,661,546). In 2024 the growth rate compared to 2019 has been on a recovery trend since January, with the previous month recovering to 36.8% decline. The growth rate recovered but stagnated in April, compared to 2023, it increased by 59.7% (the actual number in April 2023 was 560,183).



RECOVERY RATE COMPARISON

• Asia and Australia are showing relatively high recovery, while US destinations are less than half of the total.

2019 Jan	2021 Feb	2021 Mar	2021 Apr	2021 May	2021 Jun	2021 Jul	2021 Aug	2021 Sep	2021 Oct	2021 Nov	2021 Dec	2022 Jan	2022 Feb	2022 Mar	2022 Apr
66,900	54,393	92,330	129,309	153,696	164,530	28,468	263,835	290,302	293,082	279,222	85,989	143,820	83,990	83,990	238,741
27,606	45,76	63,007	51,819	77,464	58,767	70,919	97,772	94,687	97,554	89,931	22,900	35,683	35,683	35,683	102,448
46,236	65,495	60,485	45,258	55,744	15,761	64,864	101,847	80,010	58,207	87,130	63,271	74,507	74,507	74,507	104,086
450	6,356	7,520	5,616	6,740	7,277	10,281	16,398	15,992	13,000	9,482	8,800	9,511	9,511	9,511	13,750
32,895	28,160	40,030	34,238	34,108	46,792	32,821	34,031	32,390	40,024	31,813	47,406	31,326	31,326	31,326	55,776
4,054	9,259	8,585	7,304	6,178	7,432	12,869	23,560	13,311	9,726	9,242	20,299	9,956	9,956	9,956	23,248
72,790	82,225	82,283	88,000	97,799	106,632	138,042	187,989	211,900	181,477	162,845	164,814	177,274	167,432	167,432	268,078
9,580	23,090	26,750	34,980	38,550	6,040	30,540	43,360	25,130	25,040	30,550	34,000	20,480	20,480	20,480	40,790
Korea	32%	48%	51%	48%	48%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%
Japan	38%	32%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%
Philippines	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Taiwan	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
China	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Hong Kong	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Australia	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

SEAT CAPACITY SUMMARY

	JUN	JUL	AUG	TTL
UNITED	40,006	41,666	39,010	120,682
JAPAN AIRLINES	4,577	4,577	4,378	13,532
ANA AIRLINES	0	0	2,298	2,298
TTL	44,583	46,243	45,686	136,512

NUMBER OF FLIGHT SUMMARY

	JUN	JUL	AUG	TTL
UNITED	241	251	235	765
JAPAN AIRLINES	23	23	22	69
ANA AIRLINES	0	0	9	1
TTL	264	274	266	804



FLIGHT OPERATION - June

June Total Outbound Seat Capacity :44,583

Carrier	Route	Days	Frequency	Class	Capacity	
ANA	Auckland	SAK17	MTW	1:30-8:15	Coach	4,410
	Auckland	SAK17	MTW	7:10-21:5	Coach	4,410
	Guam (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
	Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
	Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
	Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
	Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
	Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
	Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
	Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410	
44,583						

FLIGHT OPERATION - July

July Total Outbound Seat Capacity :46,243

Carrier	Route	Days	Frequency	Class	Capacity	
ANA	Auckland	SAK17	MTW	1:30-8:15	Coach	4,410
	Auckland	SAK17	MTW	7:10-21:5	Coach	4,410
	Guam (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
	Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
	Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
	Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
	Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
	Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
	Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
	Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410	
46,243						

FLIGHT OPERATION - August

August Total Outbound Seat Capacity :45,686

Carrier	Route	Days	Frequency	Class	Capacity	
ANA	Auckland	SAK17	MTW	1:30-8:15	Coach	4,410
	Auckland	SAK17	MTW	7:10-21:5	Coach	4,410
	Guam (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
	Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
	Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
	Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
	Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
	Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
	Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
	Auckland (Hawaii) May 8 - Jun 24	SAK17	MTW	7:10-21:5	Coach	4,410
45,686						

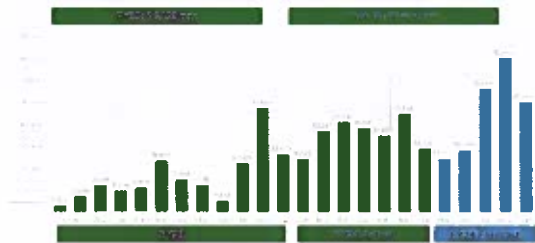
FLIGHT OPERATION - Appendix

JAPAN AIRLINES 2023 - 2024 Flight Schedule

Month	Days	Frequency	Capacity
2023	October	1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29, 31	18
2024	January	1, 3, 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30	21
2024	February	1, 3, 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30	16
2024	March	1, 3, 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30	16
2024	April	1, 3, 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30	21
2024	May	1, 3, 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30	21
2024	June	1, 3, 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30	21
2024	July	1, 3, 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30	21
2024	August	1, 3, 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30	21
2024	September	1, 3, 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30	21
47,936			

JAPAN ARRIVALS

- Achieved 123,391 and FY24 resulted in 27,239 more people than in FY23 as of April.
- The revised target for FY24 is expected to be 237,391, 37,000 more than the Conservative target of 200,000 and 120,000 less than the Stretch target of 350,000.



DESTINATION COMPARISON BY CAMPAIGN

Hawaii

Hawaii Tourism Authority has released information on scenic attractions that preserve the world of ancient stories.

Hong Kong

The Hong Kong Tourism Board has released information on scenic attractions that preserve the world of ancient stories.

Singapore

Singapore Tourism has released information on scenic attractions that preserve the world of ancient stories.

Discussion/Question:

Comment

- Mr. Mesa,
 - Inquired the strategy for the regional area.
- Mr. Nobuyoshi Shoji, GVB Japan Account Director
 - Clarified that Osaka's demand is stable.
 - GVB is working closely with Nagoya and Fukuoka airports to enhance trade marketing.
 - Introduced campaigns and seminars in the Fukuoka and Nagoya regions to stimulate demand from these areas.

OLD BUSINESS

- Ms. Nedlic presented the Old Business



GOGO Guam Hafa Aada! Campaign



GUAM PAY PROGRAM PROGRESS



As of 18 Jun

Guam Pay Program Progress	
Number of distributions to consumers	4,000
Amount of coupon used	\$ 62,627.75
Coupon usage rate	42%
Number of participating stores	67



MARKET INFORMATION

[For Consumer]

United Airlines to begin Haneda-Guam flights on May 1

On May 1, 2024, the long-awaited Haneda-Guam route finally began service. On May 1, a ribbon-cutting ceremony and commemorative photo was held at the boarding gate of Haneda Airport for the first flight from Haneda to Guam, UA848, with the participation of crew members and passenger representatives. Commemorative gifts from United Airlines and the Guam Visitors Bureau were also handed to the passengers. In addition, sparkling wine was served by the flight attendants.



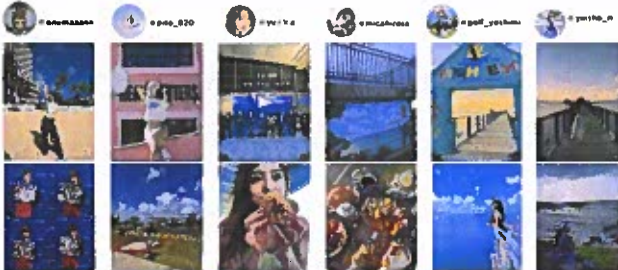
FAM: May 1 Influencer and Media Haneda FAM

Six influencers and four media visited Guam on the first Haneda-Guam flight on May 1 to introduce Guam travel on Haneda flights.



HANEDA INFLUENCER FAM

Total follower **360,000**
Total like **3,041,300**



HANEDA MEDIA FAM



MARKET INFORMATION

[For Trade]

A reception was held for industry professionals to commemorate the launch of the Haneda-Guam route.

On May 9, 2024, a reception was held at Waseda in Tokyo to celebrate the launch of the Haneda-Guam route. Many VIPs from the Japanese tourism industry attended, including Isao Takagi, Chairman & CEO of Japan Airport Terminal Co., Ltd., which operates Haneda Airport. As the host, the Guam delegation represented by Vice Governor Joshua Tenorio of Guam, as well as many members from the Commonwealth of the Northern Mariana Islands, gathered to celebrate this momentous occasion. A total of 25 members celebrated the historic day and pledged to further strengthen ties and make this flight a steppingstone for further development of both countries.



HANEDA MISSION

[Haneda Mission]

Courtesy visit Chiyoda city

GVB and Client delegation visited Chiyoda city on May 10
 The purpose of our visit was two-fold
 (1) About Chiyoda-city's overseas student dispatch program
 (2) Exchange with Chiyoda Ward and strengthening Group MICE measures



HANEDA MISSION

[Haneda Mission]

UA & GVB "Celebration of Haneda - Guam Flight Launch" Seminar & Reception

Venue: A232025-H45
 GVB and UNITED held a seminar and reception on May 9 involving travel agencies and media to celebrate the new Haneda-Guam route
 Approximately 80 participants from travel agencies and media attended
 At the seminar UA and GVB introduced sales points utilizing the new Haneda route. At the reception many dishes including Chamorro cuisine were served and a raffle was held, creating a great atmosphere

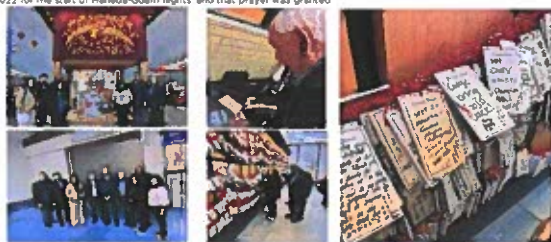


HANEDA MISSION

[Haneda Mission]

Haneda International Airport Terminal 3 Inspection

GVB, CNMI, GAA, and Guam local media team inspected Haneda International Airport Terminal 3
 GVB President & CEO Carl Gutierrez prayed on an ema (votive tablet) during a visit to Haneda Airport in September 2022 for the start of Haneda-Guam flights, and that prayer was granted



HANEDA MISSION

[Haneda Mission]

Haneda International Airport Terminal 3 and Asakusa Inspection

Guam Media inspected Haneda airport and Experienced the Asakusa tour that inbound tourists coming to Japan experience



HANEDA MISSION

[Haneda Mission]

Kashiwa city

GVB and Mayors from the delegation visited Kashiwa city and inspected facilities: Sports stadium and care center



Sales / Trade Activity

[Regional Sales]

UA & GVB Guam Seminar in Yokohama, Kanagawa (the nearest airport is Haneda)

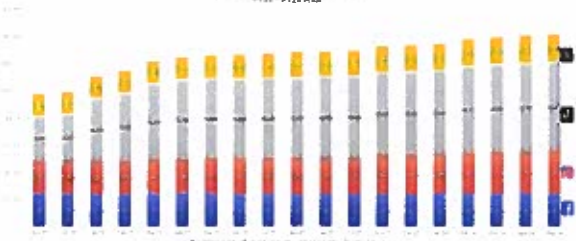
Venue: TKP Garden City Premier Yokohama West
 On May 10, Japan Trade Team in cooperation with UNITED held a Guam seminar in Yokohama for staff of travel agencies in Kanagawa Prefecture to promote the new Haneda-Guam route
 There were 50 participants from travel agencies (including major travel agencies such as JTB, HRS, and KNT)
 GVB introduced selling points to take advantage of the new Haneda route and the advantages of group and educational travel
 Other companies that gave presentations included Hyatt, Dusit, Ken Hotel, Lotte, Crown Plaza, DFS, and F-ways
 After the seminar we received many groups and inquiries for information. We expect an increase in sales in the future



SNS FOLLOWER TREND

- Approximately 200-300 more followers on platforms other than Facebook
- Total 140,838 / Over 140K followers

SNS FOLLOWER FLOUMENTAL TREND
 F132 - F132 H45



HANEDA LAUNCH: DIGITAL AD

- Started HND launch announcement from April 1 and deploying SNS and digital TV platform to announce HND launch ad in Kanto region.

Period: May 1 - May 31, 2024

Target Area (Tokyo, Kanagawa, Saitama)
 Travel Lovers

17,613,488 view
12,283,616 reach



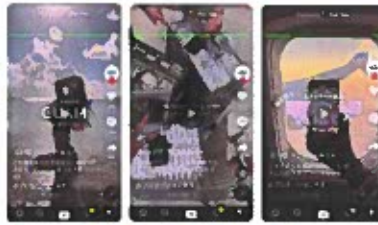
HANEDA LAUNCH: SNS HIGHLIGHT



Reaction to the high expectations for the inaugural flight from Haneda to Guam!

- Platform X
- The highest engagement rate ever
- Retweet 143
- Comments: 13 (even from Koyakki)
- Like 1,444 (3 to 4 times more than average)
- Reach 93,000

SNS ALWAYS ON AD



Objective

- Build top of mind awareness
- Maximize reach

Target

- Nationwide and travel lovers

Period

- April 3 - 30, 2024 (run ads annually)

Key Message

- Proximity: American resort and let's go Guam now + GoGuam Haha Ada Campaign, Haneda

1,006,359 view
734,951 Reach

Travelko _ Consumer

Haneda page open. Promoting Model plan from Haneda to Guam



KOYAKKI STUDIO

- Three videos of Koyakki are now available on YouTube
- Suruhana movie reached 600K views, which twice more than Koyakki studio movie average views



Koyakki Studio	https://www.youtube.com/c/koyakki-st	Total follower 1290,000
Master Frank	https://www.youtube.com/watch?v=U2AUA0Dy0d4	Total view 190,000
Suruhana	https://www.youtube.com/watch?v=6Q000000000	Total view 600,000
Summary	https://www.youtube.com/watch?v=6Q000000000	Total view 23,000

V-Tuber Program

Program Objectives

- Communicate multi-dimension of Guam/ story telling communication
- Engage people who interested in Guam to facilitate conversion

Program Overview

- The main content of the program is a virtual tour of Guam.
- It introduces Guam's tourist attractions, activities, and cuisine with cultural background such as history, legends, and explanations of Chamorro culture, as well as stories from actual locals.
- The program will include elements of comedy (storytelling + humor) and will also include cultural background such as explanations of Chamorro culture and stories of actual local people to provide viewers with an enjoyable way to learn more about Guam and become a Guam fan.

Status & Action List

- The first storyboard is currently being discussed
- The release of #1 is scheduled for late June - Early September 2024.



FOOD TRUCK

- Tokyo and Osaka promotion is mainly targeting Gen Z to millennials
- In Tokyo, we opened a food truck on a university campus for the first time.

Area	Date	Location
Yokohama	May 24	Tokyo - University of the Sacred Heart, Nerima Campus
Osaka	Jun 24 - 29	Tokyo - Nihon University Senghoku Campus
Osaka	May 24 - 29	Osaka - Chrysanthemum Tower, Chrysanthemum Plaza
Osaka	May 24 - 29	Osaka - Wako Plaza, Osaka - FUKUKI
Osaka	May 31 - 12	Osaka - Naniwa Osaka, LDMS Park Umeda
Osaka	Jun 12 and 18-19	Fun Factory



KANMEN GRAND PRIX

Exhibiting a booth at the Dried Noodle Grand Prix to promote the new service to consumers within Haneda's service area.

- Dried Noodle Grand Prix (food event)
- May 18 and 19, 2024. @ Komazawa Park
- The venue of the event is a landmark park in an area where many families and high-income earners who use Haneda Airport live.
- The event attracted more than 10,000 consumers, mostly families.
- At the booth, an attraction was held to promote the new Haneda Guam service and convey the benefits of the 3.5-hour flight between Haneda and Guam. Visitors were blindfolded with a large stopwatch, and if they succeeded in stopping the plane within 3.5 seconds, they received a novelty.
- Many children and adults enjoyed participating in the event and were reminded that Japan and Guam are only 3.5 hours apart.



GROUP/ MICE SUPPORT PROGRAM PROGRESS

- We have extended group support program and it effectively contributed driving big groups

As of 6/18/2024

Group Support Program	Number of Groups Booking	Total number of PAX	Total Subsidized amount(USD)
Jun-24	34	1,419	22,556
Jul-24	7	528	6,790
Aug-24	3	2,540	8,666
3month Total	44	4,487	38,012



GMIF June 1-2, 2024

- 5 travel specialist influencers came mix with YouTuber, Instagramer and TikToker total 1,142,509 followers
- All contents to be released before end of Jun



NEW BUSINESS

- Ms. Nedlic presented the New Business

TV TOKYO DRAMA

- TV Tokyo drama confirmed for the very popular late Friday night slot. The first full-length 8-episodes drama to be conducted by a Japanese TV station and filmed entirely in Guam and its Emotional Placement
- Shooting schedule
 - ✓ Location scouting 1: Jun 10 - Jun 13
 - ✓ Location scouting 2: Beg of Aug
 - ✓ Shooting: Aug 20 - Sep 30
 - ✓ Broadcasting: Oct 4 - Nov 29, 2024, every Friday from 24:52-25:23 (30min slot). Total 8 episodes

Subject	Description
Synopsis	3 generation couple's story in Guam
Coverage	Nationwide + Amazon Prime/ Tver/ U-Next
Viewer Demographic	High income and active 20+ who has power to influence by SNS
Media Value	\$5,000,000 (TV alone) plus SNS

TV TOKYO DRAMA PAST CASE STUDY



FOOD TRUCK IN JUN - JUL

Area	Date	Location
Tokyo	Jun 4	University of the Sacred Heart
	Jun 11 and 25	Haya/Urbanner Irihsarawicho Building
	Jul 13 14 and 15	Yoyogi Park / Event "INSPIRE TOKYO"
Osaka	Jun 1 and 2	Wandering around Kyobashi
	Jun 15 and 16	Wandering around Kyobashi
	Jun 29 and 30	29-30 Mashima Marche
	Jul 6 and 7	Pillar Expo Tsurumi Ryokuchi Park



LIBERATION DAY July 20-21, 2024



- Guma Taotao Kinahulo Atdao na Tano
- Total 15pax
- YOSAKOI DANCERS (TBA)
- YOSAKOI is a form of Japanese festival, mainly based on dance, derived from the Yosakoi Festival in Kochi Prefecture.
- Total 30 pax (max)

UPCOMING TACTICAL COMMUNICATION



- Objective**
- To capture summer holiday demand, we are introducing a new initiative that specific target segment
- Target segment**
- Mom and Kids segment (mother with children below primary school age)
- Communication**
- SNS and PR driven - use earned and owned media
 - Landing page to list all kids friendly facility/ services
- Creative execution**
- Combination of Sbill and Reel twice a week throughout all GVB SNS platforms
- Period**
- Late Jun - Sep 30
- GVB Action**
- Send out a letter to member to collect Kids friendly facility/ service info which will share thru SNS and GVB.jp

UPCOMING TACTICAL COMMUNICATION



- JATA Tourism EXPO 2024
- Date: Sep 26 - 29
- Venue: Tokyo Big Sight
- Plan: 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/ artwork pop up
- Schedule
 - GVB to inform details by end of Jun to beg of Jul to GVB members
 - Booth design to be completed end of Aug

Comment

- Mr. Monte Mesa,


- Suggested to have a discounted airfare campaign in order to increase the conversion rate from marketing exposure to actual bookings.
- Suggested to have casual survey to have better understanding the market.
- Dr. Perez
 - Expressed personal disagreement with the airfare discount campaign.
 - To be cautious not to and while we are trying to maximize the yield per visitor.
 - Guam will never be able to compete with Asia's pricing. However, it offers other unique attributes such as the widespread use of the English language, safety, sanitation, security, and clean beaches.
- Ms. Nedlic
 - GVB is preparing to have a market survey and research.
 - GVB has always been in the business of promoting the destination.
 - The necessity for working in unison has been expressed. It is important for everyone to come to the table and work together to make Guam a better destination.

ANNOUNCEMENTS

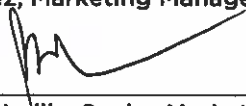
- Next JMC meeting on July16, 2024, at 2:00 pm.

ADJOURNMENT


- The meeting was adjourned at 2:55 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

