

JAPAN MARKETING COMMITTEE MEETING MINUTES
Tuesday, March 19, 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. Chairperson - Paula Monk 2. Gerald S.A. Perez, Vice President 3. Regina Nedlic, Senior Marketing Manager - Japan 4. Mai Perez, Marketing Manager - Japan 5. Brian Cha, Web & IT Coordinator 6. Mike Arroyo, Web & IT Coordinator Assistant 7. Nicole Benavente, Senior Marketing Manager - Korea (Online) 8. Nobuyoshi Shoji - Japan Account Director <p><u>GVB Japan Online:</u></p> <ol style="list-style-type: none"> 9. Masato Wakasugi - Japan Trade Sales Director 10. Yoshimasa Yanagihara - Japan Sales Trade Executive 11. Yoshika Matsumoto - Japan Digital Planner 12. Taiichi Higuchi - Japan Marketing Executive 13. Kiyomi Kawasaki - Japan Sales Trade Assistant 	<p><u>Observers Attendance In Person</u></p> <ol style="list-style-type: none"> 1. Baldyga Group - Mari Oshima <p><u>Observers Attendance Online:</u></p> <ol style="list-style-type: none"> 2. PIC - Koji Nagano 3. GPO - Monte Mesa 4. Skydive Guam - Ayaka Yamaguchi 5. Hyatt Regency Guam - Balajadia Mio 6. Crowne Plaza - Keiko Deliguin 7. GPO - Estella 8. Baldyga Tomoyuki Goto 9. JAL - Hideo Owano 10. Rakuten - Kazumi Ikeno 11. The Westin - Julia Kim 12. Jeremy Nam 13. Rakuten - Keiko Takano 14. Hilton - Kimi Passauer 15. Rakuten - Sakiko Koizumi 16. Lotte Hotel - Hiroko Tajima 17. Dusit Group - Miwa Bravo 18. Tramb - Mori Manaho 19. TSP - Nicole Carriaga 20. Nikko Guam - Kazue Sunaga 21. Micronesia Mall - Sam Oritz 22. PMT - Ichiro Shirata 23. GPO - Suzanne Perez 24. DFS - Toshinori Ota 25. Tramb - Aya Tojo 26. Wyndham Garden - Valerie Carblido 27. Yuriko Yokosawa 28. Yuki Motoda
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CALL TO ORDER

- Ms. Paula Monk, JMC Chairwoman, called the Meeting to order at 2:00 pm.

REPORT OF MANAGEMENT

- Chairwoman Monk,
 - Announced that United Airlines Haneda Guam new daily flight starts from May 1st.
 - GVB is working diligently to gather members' morning activity information not only for the Japan market but also for the other markets' morning arrival flights.
- Dr.Gerry Perez, GVB Vice President,
 - Although the Japan market recovery level is still 40 to 50% compared with pre COVID, our footing has solidified around 20 to 25% of our visitor mix level.
 - The Haneda route can be incremental to our current arrival trends based on the industry sentiment.

- Ms. Regina Nedlic, Japan Senior Marketing Manager, Presented visitor arrival summary

February 2024

February 1-25, 2024 **Total: 61,736 (+29.5%)**

% Market Mix	Origin	2019	2023	2024	% to LY
24.6%	Japan	51,631	4,778	15,209	218.2%
18.4%	Korea	2,661	23,819	36,643	8.4%
8.6%	US/Hawaii	6,875	5,389	5,286	-1.9%
1.3%	Philippines	1,095	1,153	792	-31.3%
0.9%	Taiwan	2,221	71	566	897.2%
1.2%	China	2,581	69	767	1011.6%
0.1%	Hong Kong	686	20	63	318.0%

Calendar Year to Date 2024

January - February 25, 2024 **Total: 144,406 (+38.4%)**

% Market Mix	Origin	2019	2023	2024	% to LY
23.7%	Japan	109,652	9,571	34,164	257.0%
57.7%	Korea	121,956	73,472	63,383	13.5%
9.8%	US/Hawaii	14,111	12,620	13,793	9.3%
1.3%	Philippines	2,372	2,345	1,809	-22.9%
0.5%	Taiwan	4,682	821	783	-17.2%
0.8%	China	3,842	173	1,137	557.2%
0.1%	Hong Kong	1,150	76	114	50.0%

Fiscal Year to Date 2024

October 2023 - February 25, 2024 **Total: 333,088 (+38.4%)**

% Market Mix	Origin	2019	2023	2024	% to LY
25.4%	Japan	270,435	21,269	84,737	298.4%
56.0%	Korea	304,023	164,521	166,503	13.4%
10.2%	US/Hawaii	36,709	31,907	33,615	6.0%
1.6%	Philippines	8,775	5,959	5,457	-8.4%
0.4%	Taiwan	10,970	1,216	1,284	5.6%
0.8%	China	7,384	370	2,068	458.1%
0.1%	Hong Kong	3,178	205	333	72.3%

Discussion/Comments:

- Comment**
- Dr. Perez,
 - Inquired if Japan Airlines will continue their scheduled flight.
 - Mr. Nobuyoshi Shoji, GVB Japan Account Director
 - JAL is optimistic about continuing flights and may add more depending on load factor conditions.

MARKET UPDATE

- Ms. Nedlic presented the Japan Market Updates

MARKET INFORMATION

United Airlines officially announced. Direct flights from Haneda to Guam to be operated daily from May.

United Airlines will begin daily nonstop service between Haneda and Guam on May 1. The flights will operate year round complementing United's 32 weekly flights between Narita and Guam. The aircraft will be a Boeing 737-800 with a total of 166 seats including 16 business class seats.



WAKE UP IN PARADISE
HAWAIIAN ISLANDS
HAWAII, MAI TOSTO

112-848 Honolulu (21-555) - Guam (67-453) - JAL
112-849 Guam (19-051) - JAL (671) (22-00) - JAL


MARKET INFORMATION

JAL further lowers fuel surcharge for April-May 2024 to 30,000 yen one-way on long-haul routes

JAL will lower the fuel surcharge for April-May 2024 as the two-month average of the Singapore aerosens market price from December 2023 to January 2024 was \$101.72 per barrel and the yen equivalent of the Singapore aerosens market price multiplied by the average exchange rate of 145.26 yen per dollar for the same period dropped to 14,775 yen. Since the yen equivalent of the market price dropped to 14,775 yen Zone 1 (14,000 yen base) is applied.

Fuel surcharges (per person, per sector, one-way) for each direction are as follows (current applicable amounts in parentheses).

Route	Yen	Current	Quarant. Rate
Honolulu - Los Angeles - Seoul	5,500	5,500	13,950
Los Angeles - Seoul - Tokyo	5,500	5,500	17,450
Osaka - Manila - Singapore - Vietnam - Bangkok - Kuala Lumpur (Japan)	30,000	30,000	30,000
Tokyo - Manila - Hong Kong - Seoul - Kuala Lumpur - Phuket	30,000	21,000	21,750
Honolulu - Singapore - India - Sri Lanka	21,000	21,000	25,500
North America - Europe - Middle East - Oceania	33,000	49,000	28,375




Japan Marketing Activities

GOGO GUAM PAY will be extended due to popular demand

GUAM PAY program, which has been part of GOGO GUAM Haha Aoi Campaign since January 8, 2024, will be extended. The electronic coupon "Guam PAY" program, which was scheduled to run through March 31 and distributed to Japanese travel agencies, will be extended until beginning April 21, due to increased demand especially from Japanese travel agencies. As before, the program will distribute \$50 electronic coupons for each Guam traveler and will be available until July 19. A total of 5,000 Guam travelers will be distributed.

Program Extension Overview

- Coupon distribution period: From the end of March 2024 until it runs out
- Coupon usage period: From April 20, 2024 to July 19, 2024
- Number of coupons distributed: 5,000

SEAT CAPACITY SUMMARY

	MAR	APR	MAY	TTL
UNITED	38,678	42,662	49,302	130,642
JAPAN AIRLINES	3,582	4,179	4,378	12,139
ANA AIRLINES	1,246	0	307	1,553
TTL	43,506	46,841	53,987	144,334

NUMBER OF FLIGHT SUMMARY

	MAR	APR	MAY	TTL
UNITED	233	257	297	787
JAPAN AIRLINES	17	21	22	60
ANA AIRLINES	7	0	1	8
TTL	257	278	278	855

FLIGHT OPERATION - March

March Total Outbound Seat Capacity: 43,506

Carrier	Flight	Class	Days	Frequency	Capacity
UNITED	UA 527	Y	Mon	Wkly	1,000
	UA 527	Y	Wed	Wkly	1,000
	UA 574	Y	Mon	Wkly	1,000
	UA 574	Y	Wed	Wkly	1,000
	UA 605	Y	Mon	Wkly	1,000
	UA 605	Y	Wed	Wkly	1,000
	UA 672	Y	Mon	Wkly	1,000
	UA 672	Y	Wed	Wkly	1,000
	UA 776	Y	Mon	Wkly	1,000
	UA 776	Y	Wed	Wkly	1,000
ANA	JA 501	Y	Mon	Wkly	1,000
	JA 501	Y	Wed	Wkly	1,000
	JA 502	Y	Mon	Wkly	1,000
	JA 502	Y	Wed	Wkly	1,000
JAL	JL 600	Y	Mon	Wkly	1,000
	JL 600	Y	Wed	Wkly	1,000
	JL 601	Y	Mon	Wkly	1,000
	JL 601	Y	Wed	Wkly	1,000

FLIGHT OPERATION - April

April Total Outbound Seat Capacity: 47,040

Carrier	Flight	Class	Days	Frequency	Capacity
UNITED	UA 527	Y	Mon	Wkly	1,000
	UA 527	Y	Wed	Wkly	1,000
	UA 574	Y	Mon	Wkly	1,000
	UA 574	Y	Wed	Wkly	1,000
	UA 605	Y	Mon	Wkly	1,000
	UA 605	Y	Wed	Wkly	1,000
	UA 672	Y	Mon	Wkly	1,000
	UA 672	Y	Wed	Wkly	1,000
	UA 776	Y	Mon	Wkly	1,000
	UA 776	Y	Wed	Wkly	1,000
ANA	JA 501	Y	Mon	Wkly	1,000
	JA 501	Y	Wed	Wkly	1,000
	JA 502	Y	Mon	Wkly	1,000
	JA 502	Y	Wed	Wkly	1,000
JAL	JL 600	Y	Mon	Wkly	1,000
	JL 600	Y	Wed	Wkly	1,000
	JL 601	Y	Mon	Wkly	1,000
	JL 601	Y	Wed	Wkly	1,000

FLIGHT OPERATION - May

May Total Outbound Seat Capacity: 51,862

Carrier	Flight	Class	Days	Frequency	Capacity
UNITED	UA 527	Y	Mon	Wkly	1,000
	UA 527	Y	Wed	Wkly	1,000
	UA 574	Y	Mon	Wkly	1,000
	UA 574	Y	Wed	Wkly	1,000
	UA 605	Y	Mon	Wkly	1,000
	UA 605	Y	Wed	Wkly	1,000
	UA 672	Y	Mon	Wkly	1,000
	UA 672	Y	Wed	Wkly	1,000
	UA 776	Y	Mon	Wkly	1,000
	UA 776	Y	Wed	Wkly	1,000
ANA	JA 501	Y	Mon	Wkly	1,000
	JA 501	Y	Wed	Wkly	1,000
	JA 502	Y	Mon	Wkly	1,000
	JA 502	Y	Wed	Wkly	1,000
JAL	JL 600	Y	Mon	Wkly	1,000
	JL 600	Y	Wed	Wkly	1,000
	JL 601	Y	Mon	Wkly	1,000
	JL 601	Y	Wed	Wkly	1,000

FLIGHT OPERATION - Appendix

JAPAN AIRLINES 2023 - 2024 Flight Schedule

Year	Month	Days	Frequency	Capacity
2023	October	1, 3, 5, 7, 9, 12, 14, 16, 17, 18, 21, 22, 24, 26, 28, 29, 31	Wkly	3,363
	November	2, 3, 5, 7, 9, 11, 12, 14, 16, 17, 19, 21, 23, 24, 26, 30, 31	Wkly	3,333
	December	2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 19, 21, 23, 24, 26, 30, 31	Wkly	3,333
2024	January	1, 2, 3, 4, 6, 7, 9, 10, 12, 14, 16, 18, 20, 21, 23, 25, 27, 28, 30	Wkly	4,178
	February	1, 2, 4, 6, 10, 12, 13, 15, 17, 18, 20, 22, 23, 25, 27, 29	Wkly	3,164
	March	2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 19, 20, 22, 24, 26, 28, 30, 31	Wkly	3,162
	April	1, 3, 4, 6, 7, 9, 10, 12, 13, 14, 16, 17, 19, 20, 21, 23, 24, 26, 27, 28, 29, 30	Wkly	4,276
	May	1, 2, 3, 4, 6, 8, 9, 11, 12, 13, 15, 16, 18, 20, 22, 23, 25, 26, 27, 29, 30	Wkly	4,277
	June	1, 2, 3, 4, 6, 8, 10, 12, 13, 15, 16, 17, 19, 20, 21, 23, 24, 26, 27, 29, 30	Wkly	4,277
	July	1, 2, 3, 4, 6, 7, 9, 10, 11, 13, 14, 15, 17, 18, 20, 21, 22, 24, 25, 27, 28, 29, 31	Wkly	4,277
	August	2, 4, 7, 9, 10, 12, 14, 15, 16, 19, 20, 22, 23, 24, 26, 27, 29, 31	Wkly	4,276
	September	1, 2, 4, 5, 7, 9, 11, 12, 14, 15, 16, 18, 19, 21, 22, 23, 25, 26, 28, 29, 30	Wkly	4,278
TTL				48,237

DESTINATION COMPARISON BY CAMPAIGN

New Caledonia

Program to distribute discount coupons (Guam PAY) to off-season visitors to the island.

Thailand

Special offer to always get a 50% card (1st time) for the pre-arrival.

Hong Kong

Program to distribute discount coupons (Guam PAY) to off-season visitors to the island.

Discussion/Comments:
Comment

- Dr. Perez,
 - Inquired details about HIS seasonal initiative.
- Mr. Shoji,



- o HIS promotes holiday season products 60-90 days in advance for better pricing. Strategic promotion of summer products avoids last-minute price hikes.
- Chairwoman Monk,
 - o Inquired the result of this type of sales promotion.
- Mr. Shoji,
 - o Due to the nationwide advertisement run by HIS, including digital, TV, and OOH, the campaign has gained high public recognition.
 - o HIS sales are always high and very successful.
- Chairwoman Monk,
 - o Inquired Guam's share from this advanced purchase promotion.
- Mr. Shoji,
 - o HIS prioritized the GUAM product, especially the regional area, and will report more details later.

OLD BUSINESS

- Ms. Nedlic presented the Old Business

RECAP DIGITAL MARKETING STRATEGY

Our digital strategy is that maximize target

SEAT CAPACITY VS ACTUAL/ FORECAST

Add HND GUM daily flight May 1 which makes total seat capacity of 546,690
Target Pax: 350,000 Pax
Target LF: 66%

FLIGHT SEARCH VS CONVERSION

• Higher flight search and lower # of outbound among other destinations

#	2023 AUG	2023 SEP	2023 OCT	2023 NOV	2023 DEC	2024 JAN
1	SEOUL	SEOUL	SEOUL	SEOUL	SEOUL	SEOUL
2	GUAM	TAPEI	TAPEI	TAPEI	GUAM	TAPEI
3	TAPEI	GUAM	GUAM	GUAM	TAPEI	GUAM
4	HONOLULU	HONOLULU	HONOLULU	HONOLULU	HONOLULU	HONOLULU
5	BANGKOK	BANGKOK	BANGKOK	BANGKOK	BANGKOK	BANGKOK

Source: Major Metasearch in Japan Feb 2024

BARRIER (HYPOTHESIS): PRICE

Destination	Type	2023 Jan	2024 Jan	% of increase/decrease
Seoul	Flight	\$1,457,724	\$1,802,214	23.6%
Honolulu	Flight	\$1,076,710	\$1,277,214	18.6%
Bangkok	Flight	\$1,562,710	\$1,812,214	16.0%
Guam	Flight	\$1,000,000	\$1,100,000	10.0%
Guam	Flight	\$1,000,000	\$1,100,000	10.0%
Guam	Flight	\$1,000,000	\$1,100,000	10.0%

• Compared to other destinations, Guam is increasing in price across all subjects
• Looking at Seoul and Taipei, the number of searches and travelers seems to be highly correlated with price

Source: Major Metasearch in Japan Feb 2024

SNS Ads (Brand Campaign / CV Ads)

CV Ads
CV Ads serve ads to users with relatively high willingness to buy when they click on the ad they are redirected to Meta Search | Guam product landing page to promote travel reservations.
Clicks, views and RPMs

Feb 1 - 29, 2024

45,411 click
3,539,713 imp

SNS Brand campaign ads

Ads are distributed primarily to interest groups. The company distributes videos that announce Guam's scenery and Campaigns. The purpose is to improve the image and expand awareness.
Direct and views are used as KPIs

Feb 1 - 29, 2024

19,414,122 view
17,400,780 reach

SNS FOLLOWER INCREMENTAL TREND FY22 - FY24 FEB

Shown 42% growth rate Oct 22 vs Feb 24
TikTok and Instagram have 69% of total SNS followers

Momochi-hama TV Shopping Shooting

TV introduction promotion on "Momochi Hama Store," a local information program that has been broadcast on TNC TV West for more than 20 years. Our products will be linked and visually promoted on TV to attract a wide range of buyers. Broadcast dates are March 15 and 22.



Program Information

On Air: March 15 and 22
 The TV Television Nishinippon "Momochi Hama Store"
 Broadcast time: Every Monday through Friday from 9:30 a.m. to 5:30 p.m.
 Broadcast length: 15 to 20 minutes
 Average viewer rating: 3 to 7%

The program uses an entire 15-20 minute special corner to introduce travel-specific content, introduce the region, its attractions, and its gourmet food through TV. Linked with four products to visually appeal to a wide range of people on TV, leading to purchases.



TV Aichi SPECIAL TV

TV Aichi's special program will be broadcast around April 29 (tentative). The program is also being coordinated for broadcast by TVQ Kyushu Broadcasting, a TV Tokyo affiliate, to promote GUAM travel to regional areas.

Guam is an everlasting summer paradise that can be reached by direct flights from Tokyo, Nagoya, Osaka, and Fukuoka in about 3 1/2 hours. Two entertainers who love Guam will introduce their favorite spots in this paradise "With Family" With friends! The two entertainers who love Guam will show you the best places to visit with your family, friends, and lovers in 30 minutes!

Kanako Miyamoto

Guam Goodwill Ambassador and former Osaka's Team Manager. Aki's love of Guam is so strong that she has visited Guam many times for photo shoots.



Aika Sawaguchi

Guam's well-known Aika Sawaguchi has visited Guam many times for photo shoots.



On Air (tentative): 29 April, 2024



Food truck (February)

We have opened 3 food truck stalls in Tokyo and 3 in Osaka. Food trucks can now open at AEON MALL, one of the largest shopping centers in Japan. The first event was held at Shinonome AEON MALL. We will have more opportunities to promote Guam to families in the future.

<p>DATE Feb 2 - 2024 Venue: Tokyo / Shinonome Aeon Street # of hamburger sold: 16 # of beef sold: 15</p>	<p>DATE Feb 16 - 16, 2024 Venue: Tokyo / AEON MALL, Shinonome # of hamburger sold: 24 # of Beef sold: 10</p>	<p>DATE Feb 24 - 26, 2024 Venue: Tokyo / Takashimaya CITY # of hamburger sold: 90 # of Beef sold: 35</p>
<p>DATE Feb 10 - 12, 2024 Venue: Fukuoka / Higashimachi Ina Osaka / RUIZAI #08434 # of hamburger sold: 0 # of Beef sold: 188</p>	<p>DATE Feb 21, 2024 Venue: Osaka / Fuku / RUIZAI #08434 # of hamburger sold: 82 # of beef sold: 65</p>	<p>DATE Feb 14 - 15, 2024 Venue: Osaka / Ryugasaki Park / Osaka / Haruharu Plaza Market # of hamburger sold: 20 # of beef sold: 14</p>

ROXY FAM

The surf fashion brand ROXY, which is very popular among young girls, a fashion shoot was conducted that was not in vogue. The shooting was posted on the models' SNS accounts and ROXY's SNS account.

total
 45 post
 1,404,000 imp

DATE: February 23 - 26, 2023

Objective:

- ROXY is a surf brand that appeals to a core group of beach and ocean lovers.
- By collaborating with ROXY, a popular brand among young people, we can appeal as a more reliable destination for our customers.

Let's connect with the world! in FUKUOKA

This seminar event for Fukuoka Prefecture residents included a seminar and talk show with speakers from the four countries, along with tourism bureaus from Thailand, the Philippines, and Taiwan. The GVB promoted Guam to promote flights from Fukuoka.

Event Title: Let's connect with the world!
Date: Feb 23 2:00 pm - 4:00 pm
Venue: Across Fukuoka 1-1-1 Tenjin Chuo-ku Fukuoka-shi Fukuoka
Speakers from Guam: Guam Thailand Taiwan Philippines
Participants: 42 people



Consumer Event: Kyushu Travelers festa

The event was one of the largest travel events in Kyushu, attracting more than 12,000 visitors over 2 days.

SNS follow-up campaign was held at the Guam booth, attracting approximately 1,000 followers. On the HIS booth, they sold special Guam package tour. This tour, exclusive to this event, almost sold out.

Date: Feb 24 & 25 10:00 am - 5:00 pm
Venue: FUKUOKA CONVENTION CENTER
Total Participant: Over 12,000 people
Number of booth exhibitors: 86 booths and 4 kitchen car

Booth Activity: Question and Answer. We shared travel information and goodies with visitors to our booth. SNS follow-up campaign. Give the original good when customers follow our SNS accounts (X and Instagram). A TV station from Fukuoka came to cover the event, and we were available for interviews.



HIS Great Thanks Festival TOKYO



HIS Great Thanks Festival TOKYO attracted more than 20,000 visitors interested in international travel. The event was especially crowded with parents and children, many of whom asked HIS about travel to Guam, especially for the Heneda-Guam route scheduled to open in the future. HIS, the organizer of the event, offered a special price for a trip to Guam on a charter flight of China Airlines scheduled for GW.

- Period: February 23 and 24, 2024
- Time: 10:00-18:00
- Place: Shinjuku Sumitomo Building Triangle Plaza Tokyo
- Total number of visitors: 20,000
- GVB Booth: 3 x 3 meters
- Support staff: 3 GVB, 2 HIS, 1 United Airlines
- Activity: Guam original goods will be given away by draw to those who follow SNS accounts. Guam travel consultation. Announcement of Hafa Adai Campaign.
- Result: 1,100 participants to the SNS follow-up corner.



GOGO GUAM Hafa Adai Campaign - GUAM PAY



As of March 12, 2024

Guam Pay Program Progress	
Number of distributions to consumers	5,700
Amount of coupon used	\$ 73,113.15
Coupon usage rate	43%
Number of participating stores	65



TRADE INITIATIVES

Regional/City Sales Campaign

Sendai Tohoku Seminar

The trade team held the 'Guam Seminar Sendai Tohoku' on February 9 in Sendai City with JTA and JGHA in cooperation with JATA Tohoku Branch. The seminar provided Guam updates, campaign introductions, and group attraction presentations for approximately 50 participants from the travel industry. We received inquiries from several participating agents about school trips and groups, so we anticipate more visitors from the Tohoku area in the future. Exhibitors: United Airlines, Baidya L'Orte Hotel, Central Airport.



TRADE INITIATIVES

JOTC Webinar

On February 16, the Japan trade team participated in a JOTC webinar hosted by JATA. The 30-minute presentation focused on introducing 'Hafa Adai' Campaign and the Group Support Program. There were approximately 200 viewers from the industry.



Group Support Program

Applications from travel agencies for the Group Support Program have been strong. Japan office receiving applications from approximately **20 groups (187 people)** in only February. This is the result of seminars and roadshows held in various locations through January.

NEW BUSINESS

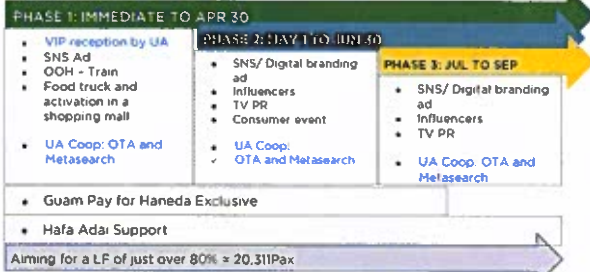
- Ms. Nedlic presented the New Business

THE OPPORTUNITY

- Launch on May 1, and our target is to reach 80% of the load factor, which is 20,311 seats out of additional seat supply.
- HND is a premium airport because of its proximity to central Tokyo.
- Enhance GoGo Guam Hafa Adai Campaign that can impact the destination's image outweigh the high price. To overcome these issues:
 - ✓ Dramatize launch HND GUM
 - ✓ Communicate benefit of HND GUM
 - ✓ Extension of Guam Pay and Supports Yen Weakness

COMMUNICATION STRATEGY

- Convey a message that considers the RECEPTIVE MOMENT at each touch point.

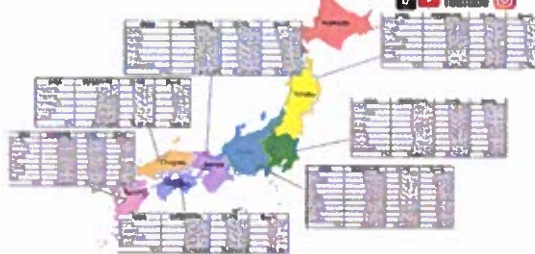


TARGET AUDIENCE

Young Female "Girls Trip"	Young Boys Travel	MF 40+ Golf	From Regional area
Message: GUAM, now closer than ever. Closest America from Japan. Shopping beaches and more, just 35 hours away from the extraordinary.	Message: GUAM, now closer than ever. Closest America from Japan. Golfing trips all over the place.	Message: GUAM, now closer than ever. Closest America from Japan.	Message: GUAM, now closer than ever. Closest America from Japan.

SNS ADS: APR TO JUN

- Digital media that communicates awareness of the HND route and the aspirational image of Guam.
- HND will communicate nationally that it is launching. Half of the budget will be invested in the Tokyo area, and the other half will be allocated to other places in a balanced manner.
- Message: Launch HND GUM Closer than ever.



UA COOP OOH TRAIN AD: APR

- Dramatize launch and rapidly increase new route awareness throughout train digital vision both Tokyo Metro (7,400,000 per day circulation) and JR Yamanote Line (6,462,868).
- Ad appearance date: Mid Apr



UA COOP: OTA

- Support UA's direct channels with FIT targets by reviewing the OTAs you have been using and deploying ads to the most appropriate OTAs.
- Period: Apr - Sep



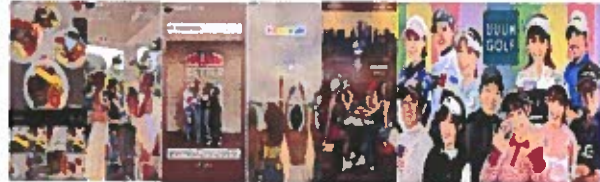
GUAM PAY and HAFA ADAI SUPPORT

- A comparison of pre-COVID and current rates clearly shows that Guam rates have increased, which is a factor that discourages travel
- Enhance GoGo Guam Hafa Adai Campaign
- ✓ Exclusive Guam Pay for HND Pax



INFLUENCER/ SIT

- Using Haneda expands the fun of Guam.
- Influencers will travel to Guam and propose model plans.
- Plan to implement from May to September, with a different monthly theme - Differentiate depart from NRT Vs HND.
- Start with May 1 flight to send media and influencers



UPCOMING PROGRAM



V-TUBER PROGRAM

- Create long-form video content on YouTube and TikTok that animated characters to introduce Guam's attractions and in-depth information
- Objectives**
- Increase the number and demographic of Guam's fan base by utilizing the official YouTube channel
 - Create a community of loyal Guam fans who love the entire aspects of Guam and visit Guam regularly basis by taking advantage of the growing trend of V-Tuber contents



**Discussion/Question:
Comment**

- Mr. Koji Nagano,
 - Inquired if the load factor forecast shown on page 21 is for Japanese transients only.
- Ms. Nedlic,
 - This is only Japan numbers on the seat capacity we are looking at.

ANNOUNCEMENTS

- Next JMC meeting on April 16, 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 reviewed/
approved by

Elaine Pangelinan, Senior Marketing Manager

Minutes approved by:

Nadine Leon Guerrero, Director of Global Marketing