

JAPAN MARKETING COMMITTEE MEETING MINUTES
Tuesday, August 20, 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"> Gerry Perez, Vice President Elaine Pangelinan, Acting Director of Global Marketing Regina Nedlic, Senior Marketing Manager - Japan Mai Perez, Marketing Manager - Japan Brian Cha, Web & IT Coordinator Assistant Mike Arroyo, Web & IT Coordinator Assistant Nicole Benavente, Senior Marketing Manager - Korea (Online) <p><u>GVB Japan Online:</u></p> <ol style="list-style-type: none"> Yusuke Akiba - Japan Executive Director Nobuyoshi Shoji - Japan Account Director Masato Wakasugi - Japan Trade Sales Director Yoshimasa Yanagihara - Japan Sales Trade Executive Yoshika Matsumoto - Japan Digital Planner Taiichi Higuchi - Japan Marketing Executive Kiyomi Kawasaki - Japan Sales Trade Assistant 	<p><u>Observers Attendance In Person</u></p> <ol style="list-style-type: none"> GPO - Monte Mesa <p><u>Observers Attendance Online:</u></p> <ol style="list-style-type: none"> Airluis - Yoshiki Sato Micronesia Mall - Anna Tenorio Skydive Guam - Ayaka Yamaguchi Dusit - Miwa Bravo Westin - Eric Simon GPO Estella Evangelista Guam Plaza - Osamu Takahashi The Tsubaki Tower - Hiromi Matsuura Rakuten - Kazumi Ikeno Crowne Plaza - Jeremy Nam Rakuten - Sakiko Koizumi PIC - Koji Nagano Lotte - Hiroko Tajima Baldyga Group - Mari Oshima Nissan Rent a Car - Mike Tamayo TRAMB - Manaho Mori GPO - Nicole Carriaga Nikko - Kazue Sunaga GPO - Suzanne Perez Leo Palace - Yoshi Otani Donki - Uta Miyazawa
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CALL TO ORDER

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

REPORT OF MANAGEMENT

- Dr. Gerry Perez
 - The budget is close to being finalized in the legislature.
 - The Japan arrival rate is below our expectations, but we are observing improvements in the market mix.
 - The FIT arrival number has increased compared with 2019, from 25-30% to 65%-70%.
 - Travel agencies are focusing on inbound and domestic travel with the Japanese Government's support.

Discussion/Question:

Comment

- Mr. Monte Mesa
 - Express the additional funding needs to sustain the fight from the Japan market, however, show gratitude for the favorable budget hearing.
- Dr. Gerry Perez
 - The president and CEO requested additional funding specifically for the air service program.

- Mr. Monte Mesa,
 - Guam is now competing with other nearby destinations that have devalued currency.
- Dr. Gerry Perez
 - Given our competition with other destinations, it's imperative to engage corporate stakeholders. Notably, Guam's package price, airfare, and lodging costs have surged by over 100% compared to pre-COVID. In contrast, other destinations are slashing their prices.

JUNE 2024

June 1-30, 2024 **Total: 52,757 (+204.8%)**

% Market Mix	Origin	2019	2023	2024	% to LY
21.8%	Japan	41,027	2,434	11,245	362.0%
50.2%	Korea	62,413	2,871	26,499	823.0%
17.4%	US/Hawaii	9,230	6,691	9,192	37.4%
2.2%	Philippines	1,579	879	1,160	32.9%
0.3%	Taiwan	2,952	338	175	-79.1%
0.4%	China	697	127	338	186.1%
0.1%	Hong Kong	477	50	69	38.0%

JULY 2024

July 1-19, 2024 **Total: 34,393 (+28.1%)**

% Market Mix	Origin	2019	2023	2024	% to LY
24.4%	Japan	27,291	5,114	8,453	65.3%
49.1%	Korea	40,390	12,862	16,885	31.9%
16.3%	US/Hawaii	4,844	5,100	5,822	10.2%
1.7%	Philippines	939	715	668	-20.8%
0.5%	Taiwan	1,858	721	185	-74.3%
1.1%	China	499	230	364	67.0%
0.1%	Hong Kong	242	34	49	44.1%

CALENDAR YEAR TO DATE 2024

January - July 19, 2024 **Total: 420,790 (+30.5%)**

% Market Mix	Origin	2019	2023	2024	% to LY
25.0%	Japan	347,801	43,649	105,205	141.8%
52.8%	Korea	398,051	193,696	221,973	14.6%
12.5%	US/Hawaii	84,232	47,716	51,859	8.7%
1.7%	Philippines	11,102	7,397	7,045	-4.8%
0.4%	Taiwan	16,191	4,317	1,838	-57.6%
0.7%	China	7,125	1,939	2,868	176.0%
0.1%	Hong Kong	2,482	396	385	-2.8%

FISCAL YEAR TO DATE 2024

October 2023 - July 19, 2024 **Total: 609,472 (+33.3%)**

% Market Mix	Origin	2019	2023	2024	% to LY
25.8%	Japan	508,584	55,309	155,778	181.7%
53.3%	Korea	580,118	283,483	325,093	14.7%
11.8%	US/Hawaii	78,930	66,855	71,881	7.5%
1.8%	Philippines	17,505	11,000	10,693	-2.8%
0.4%	Taiwan	22,479	4,609	2,359	-48.8%
0.6%	China	10,487	3,256	3,796	207.1%
0.1%	Hong Kong	5,510	525	624	18.9%

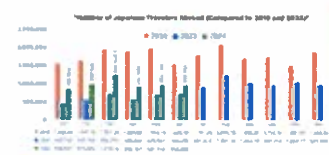
MARKET UPDATE

- Ms. Nedlic presented the Japan Market Updates

MARKET INFORMATION

"Number of Japanese Travelers Abroad Reaches 930,000 in June 2024: 30% Increase from 2023, Slower Growth Compared to 2019 - Japan National Tourism Organization"

According to the Japan National Tourism Organization, the estimated number of Japanese travelers abroad in June 2024 was 930,000, a 33% increase from June 2023. However, this figure represents a 38.8% decrease compared to June 2019, indicating a slow recovery to pre-pandemic levels. Data from OAG shows that in June 2024, international flights and available seats from Japan's six major airports decreased by 9.4% and 9% respectively. Compared to 2019, White Sands and Futenma airports saw significant increases, surpassing pre-pandemic levels. The other four airports continued to experience declines of 10% to 40%.



MARKET INFORMATION

"Leisure White Paper 2024 Released: 'Domestic Travel' Leads Participation, 'Overseas Travel' Tops Potential Demand, Rising Interest in Cruises"

The Japan Productivity Center's Leisure Research Institute released the preliminary "Leisure White Paper 2024". In 2023, domestic travel remained the top leisure activity with a participation rate of 48.7%, up from 42.8% last year, though still below the 2019 level of 54.3%. Overseas travel continued to hold the highest potential demand at 21.5%, despite a 3.8-point decrease from the previous year. Interest in cruises also rose, moving from 8th to 6th place.

"Potential Demand Based on the Gap Between Desire and Participation Rates in Japan"

Rank	Leisure Activity	Potential Demand (%)	Leisure Activity	Potential Demand (%)
1	Overseas Travel	21.5	Domestic Travel	12.2
2	Domestic Travel	12.2	Overseas Travel	10.4
3	Amusement Parks and Theme Parks	10.4	Domestic Travel	10.4
4	Shopping Activities	10.4	Amusement Parks and Theme Parks	10.4
5	Spa, Wellness, and Health	10.4	Domestic Travel	10.4
6	Cruises	10.4	Overseas Travel	10.4
7	Domestic Travel	10.4	Overseas Travel	10.4
8	Overseas Travel	10.4	Domestic Travel	10.4
9	Domestic Travel	10.4	Overseas Travel	10.4
10	Overseas Travel	10.4	Domestic Travel	10.4



SEAT CAPACITY SUMMARY

	AUG	SEP	OCT	TTL
UNITED	36,022	37,184	38,014	111,220
JAPAN AIRLINES	4,378	4,378	3,980	12,736
ASIANA AIRLINES	1,416	0	0	1,416
TTL	41,816	41,562	41,994	125,372

NUMBER OF FLIGHT SUMMARY

	AUG	SEP	OCT	TTL
UNITED	217	224	229	670
JAPAN AIRLINES	22	22	20	64
ASIANA AIRLINES	9	0	0	9
TTL	248	246	249	743

FLIGHT OPERATION - August

August Total Outbound Seat Capacity: 41,816

Carrier	Flight	Class	Days	Frequency	Capacity
UNITED	UA 1	Y	1-31	Daily	1,416
	UA 2	Y	1-31	Daily	1,416
	UA 3	Y	1-31	Daily	1,416
	UA 4	Y	1-31	Daily	1,416
	UA 5	Y	1-31	Daily	1,416
	UA 6	Y	1-31	Daily	1,416
	UA 7	Y	1-31	Daily	1,416
	UA 8	Y	1-31	Daily	1,416
	UA 9	Y	1-31	Daily	1,416
	UA 10	Y	1-31	Daily	1,416
JAL	JAL 1	Y	1-31	Daily	4,378
	JAL 2	Y	1-31	Daily	4,378
ANA	ANA 1	Y	1-31	Daily	1,416
	ANA 2	Y	1-31	Daily	1,416
TTL					41,816

FLIGHT OPERATION - September

September Total Outbound Seat Capacity: 41,562

Carrier	Flight	Class	Days	Frequency	Capacity
UNITED	UA 1	Y	1-30	Daily	1,416
	UA 2	Y	1-30	Daily	1,416
	UA 3	Y	1-30	Daily	1,416
	UA 4	Y	1-30	Daily	1,416
	UA 5	Y	1-30	Daily	1,416
	UA 6	Y	1-30	Daily	1,416
	UA 7	Y	1-30	Daily	1,416
	UA 8	Y	1-30	Daily	1,416
	UA 9	Y	1-30	Daily	1,416
	UA 10	Y	1-30	Daily	1,416
JAL	JAL 1	Y	1-30	Daily	4,378
	JAL 2	Y	1-30	Daily	4,378
ANA	ANA 1	Y	1-30	Daily	1,416
	ANA 2	Y	1-30	Daily	1,416
TTL					41,562

FLIGHT OPERATION - October

October Total Outbound Seat Capacity: 41,994

Carrier	Flight	Class	Days	Frequency	Capacity
UNITED	UA 1	Y	1-31	Daily	1,416
	UA 2	Y	1-31	Daily	1,416
	UA 3	Y	1-31	Daily	1,416
	UA 4	Y	1-31	Daily	1,416
	UA 5	Y	1-31	Daily	1,416
	UA 6	Y	1-31	Daily	1,416
	UA 7	Y	1-31	Daily	1,416
	UA 8	Y	1-31	Daily	1,416
	UA 9	Y	1-31	Daily	1,416
	UA 10	Y	1-31	Daily	1,416
JAL	JAL 1	Y	1-31	Daily	4,378
	JAL 2	Y	1-31	Daily	4,378
ANA	ANA 1	Y	1-31	Daily	1,416
	ANA 2	Y	1-31	Daily	1,416
TTL					41,994


FLIGHT OPERATION - Appendix

JAPAN AIRLINES 2024 Flight Schedule

Month	Days	Capacity
January	1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 15, 16, 18, 20, 21, 22, 25, 27, 28, 30	21
February	1, 2, 4, 6, 10, 12, 13, 15, 17, 18, 20, 22, 23, 25, 27, 29	16
March	1, 2, 3, 5, 7, 9, 10, 12, 14, 16, 17, 19, 20, 22, 24, 26, 28, 30, 31	16
April	1, 2, 4, 6, 7, 9, 10, 11, 13, 14, 15, 17, 18, 20, 21, 22, 24, 25, 27, 29, 30, 31	23
May	1, 2, 3, 4, 5, 6, 8, 9, 11, 12, 13, 15, 16, 18, 19, 20, 22, 23, 25, 26, 27, 29, 30	23
June	1, 2, 3, 5, 6, 8, 9, 10, 12, 13, 15, 16, 17, 18, 20, 21, 22, 23, 24, 26, 27, 29, 30	23
July	1, 2, 3, 4, 6, 7, 9, 10, 11, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 24, 25, 27, 28, 29, 31	23
August	1, 2, 4, 6, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20, 22, 23, 24, 26, 27, 29, 31	23
September	1, 2, 4, 5, 7, 8, 9, 11, 12, 14, 15, 16, 18, 19, 21, 22, 23, 25, 26, 28, 29, 30	23
October	1, 2, 3, 4, 5, 6, 8, 10, 12, 13, 14, 15, 16, 17, 18, 19, 20, 22, 23, 24, 25	20
TTL		32,337

DESTINATION COMPARISON BY CAMPAIGN


Hawaii



20% Cashback on All Hawaiian Islands Campaign

20% Cashback on All Hawaiian Islands Campaign. Limited to 1000 JPY per transaction. Valid from August 1 to August 31, 2024. As part of the "20% Cashback on All Hawaiian Islands Campaign" JCB offers a 20% cashback on all airfare bookings made through JCB. The cashback will be credited to your JCB card within 30 days of the flight date. The maximum cashback per transaction is 1000 JPY.


Hong Kong



Summer Travel Campaign Offering up to 30% Off on Domestic Airfare for Transportation, Dining, and Shopping

The Hong Kong Tourism Board is launching the "Summer Travel Campaign" from July to September 2024. The campaign offers a 30% discount on domestic airfare for transportation, dining, and shopping. The discount is valid for flights booked between July 1 and September 30, 2024. The maximum discount per transaction is 3000 HKD.

Vietnam



Vietnam Travel Campaign Offering up to 20% Off on Domestic Airfare for Transportation, Dining, and Shopping

The Vietnam Travel Campaign is a promotional offer for domestic airfare, dining, and shopping. The campaign is valid from July 1 to September 30, 2024. The maximum discount per transaction is 2000 VND.



OLD BUSINESS

- Ms. Nedlic presented the Old Business

**80TH LIBERATION BLOCK PARTY
JUL 20 AND 21, 2024**

- Two teams from Japan participated in the 80th Liberation Block Party held at the Paseo over two days.
- The first team was "Guma Taotao Kinahulu" Atdao Na Tano led by Asami of CHmorru Dance Academy, who has participated in the 78th and 79th parties for three consecutive years, and as usual they gave a wonderful performance.
- The other team is AMATA, a yosakoi dancing team invited by United Airlines and Ken Corporation. Their performance, which is highly acclaimed in Japan as well, was a highlight of the event, with a total of 31 members who enlivened the venue. Both performances brought the audience together to dance and unite the entire venue, adding to the 80th anniversary of the festival.



**TWO LOVER'S POINT SISTER CITY AFFILIATION
KASHIWAZAKI CITY**



- GVB Delegation team visited Gion Kashiwazaki Festival "The Great Fireworks Festival of the Sea" on Jul 26, 2024
- Total audience: 182,072
- The purpose of this visit is to explore possible fireworks event opportunity in Guam for 2025 or beyond from Autumn festival collaboration with United Airlines.
- Attendance
- GVB, United Airlines, Ken Corp and Fireworks technician Mr. Sanchez from Guam

**SISTER CITY KASHIWA FESTIVAL
July 27 AND 28, 2024**

- As a foothold for cultural exchange, the CHmorru dance group "Guma Taotao Kinahulu Atdao na Tano," active in Japan, appeared in the parade, performing and marching through the central streets of Kashiwa City, showcasing traditional Guam dances.
- GVB President and CEO Carl T. C. Gutierrez met with Kashiwa City Mayor Kazumi Ota to discuss further exchanges.
- Earlier this year, an online exchange class was established between Inalahan Middle School and Kashiwa Municipal Tsuchi Junior High School, and there are plans to actively increase such initiatives in the future.



**JTB IT'S SUMMER GOGO GUAM!
JULY 20 AND 21, 2024 - FUKUOKA**



The Japan Trade Team exhibited at an event in a shopping mall hosted by JTB Fukuoka. The purpose of the event was to raise awareness of Guam in the Fukuoka area and increase the number of visitors.

At the booth, we distributed guidebooks, driving maps, tour brochures from travel agencies (JTB, HIS, etc.), and conducted a SNS follow-up campaign.

- Chamoru Dance & Leaf Weaving Experience (by GVB)
- Chamoru Dance & Leaf Weaving Experience Storytime (UA)
- Guam Quiz Contest (by JTB)

We had a lot of small children and families participate in the event. We hope that the number of visitors on Fukuoka flights will increase.



**GOGO GUAM CAMPAIGN NAGOYA
JULY 27 AND 28, 2024**

- Collaborated with United Airlines and Centrair Airport, held a two-day promotion for consumers at mozo wonder city, a large shopping center in Nagoya, from July 27 to 28, 2024.
- The purpose of the event was to increase awareness of Guam in the Nagoya area (mainly among families), to announce the Nagoya-meshi campaign, and to increase the number of visitors to Guam from this area in the near future.
- At the event, eco-bags, guidebooks, give-aways from various companies, Nagoya-meshi flyers, and tour brochures from travel agencies (JTB, KNT, etc.) were distributed to over 200 people.
- At the same time, JTB and KNT stores in the same shopping center are also running the Guam campaign, which is expected to increase the number of future visitors to the island.



V-TUBER PROGRAM

- #1 has been reviewed and is now ready for launch on Aug 19, 2024
- To maximize exposure, the video launch plan is currently being discussed
- From #2, the video will explore sightseeing spots, activities, food and more extensively with storytelling aspects



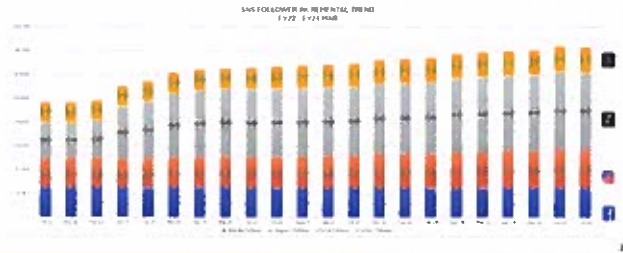
FY 24 KEY HIGHLIGHTS CONVERSION AD

- Capture demand and maximize conversion by metasearch - Travelko. (the biggest metasearch in Japan, all major travel agencies listed their products)
- Implemented influencer's content (consumer-generated content) as advertising to drive traffic to metasearch Travelko, which has more than 10,000 Guam products
- Total reach: 11,727,169 and gained 5,247 new followers (Instagram)



FY24 KEY HIGHLIGHTS: SNS

- The four platforms began strategically operating in October 2022, with a total of 96,369 Followers at that time and 143,360 followers in July 2024 = Growth rate 67%



KEY ACHIEVEMENTS: HANEDA NEW LAUNCH ADS

- Total view: 47,464,616 and Total reach: 34,148,847 throughout multiple platforms
- Digital TV: Abema and Tver
- SNS: Instagram, TikTok and YouTube



KEY ACHIEVEMENTS: HANEDA NEW LAUNCH FAM

- Total follower: 360,000
- Total imp: 3,041,300



FY24 KEY HIGHLIGHTS: GOGO GUAM HAFU ADAI CAMPAIGN

- One of the factors behind the positive results of the campaign in FY24 was the high awareness and penetration of the campaign, through 23 seminars/workshops with 1,190 pax participant (FY23 was 7 times/250 pax) and As a result of TA coop, they contributed bringing 14,741 pax
- 16 times participated regional events and conducted sales contest across 200 outlets
- Total Japanese visitors Oct 2023 - Jun 2024: 147,325



FY24 KEY HIGHLIGHTS: GUAM PAY

- The number of visitors sent through the program was 213% of the previous year's total. At the same time, the coupon usage rate increased to 309% of the prior program, and the total amount spent locally was over \$127,000, which had a significant economic impact on the participating stores in Guam.
- Guam pay participated companies: ACE Travel, HIS, Kinki Nippon Tourist, JTB, JALPAK, Tabu Top Tours, Travel Gallery, Nippon Travel Agency, Hankyu Travel, Rakuten Travel, Reiwa Travel, Meteitsu, Tour Wave, Hot-spring, Fukuoka Airport.

Guam Pay Program	Result	KPI	
	Total Pax	Amount of coupon used	Coupon usage rate
FY2023	3,020	\$12,882.00	21.33%
	6,446	\$127,575.25	66.97%

FY24 KEY HIGHLIGHTS: GROUP SUPPORT

- 88 Groups utilized the Group support program and 9,071 Pax came to the island.
- The success of the program is thought to be due in part to the 23 seminars and 1,190 participants, and will be continued in FY25 and beyond.
- The number of visitors to the island in August with group support was 2,648 pax

Group Support Program	Result		KPI		Expense information	
	# of Group	Total pax	# of seminar	Total agents	Total amount of subsidy	ROI
FY2023	11	420	7	3	\$6,115.00	\$14.56
	88	9,071	23	12	\$76,600.00	\$8.44

FY24 KEY HIGHLIGHTS: CHAMORU CULTURE

- Implemented multiple aspects of Chamorro culture: Tsunogai's Kajyu Kelaguen and Chamorro dance performances in relevant event and history story telling communication by YouTuber Xoyakki which recorded more than 1,000,000 views on their Guam programs
- FY24: Food trucks sold 7,795 units. We are aiming to sell 10,000 units in total in August and September, including JATA



NEW BUSINESS

- Ms. Nedlic presented the New Business

Q4 PR TV PROGRAM



Title: Why you are with me (still tentative)
A week in Guam for three pairs of men and women

Focus is to 3 generations of couples to experience in Guam
Its PR/ Documentary series

Shooting from end of Aug 2024-



Title: Main personality Masaki Kanda graduate from Tabi Salad
All Tabi salad crews in Guam - total 25-30pax

Shooting from Sep 1 - 5, 2024

On air: Sep 28, 2024

MOM AND KIDS

SNS exclusive promotion for announcements
PV 2,140/ UU 1,218 / Clicks 11,291 / Duration 33 seconds

Campaign ① Distribution of GUAM BAY Coupon
An electronic coupon worth \$20 will be distributed to a limited number of 1,500 travelers who apply for a trip to Guam for two or more people that includes 8 persons 18 years old or younger. This coupon is an electronic coupon that can be used at over 60 popular local restaurants, shops, and entertainment in Guam.

- Eligible travel agencies: HIL, Hotspring, JTB, JALPAC, Hana Yu Express and B&B etc.
- Eligible travel period: August 1 to September 25, 2024 (coupon distribution target: Travelers who apply for a trip to Guam for two or more people who are 18 years old or younger)
- Coupon amount: 150 per person per trip/visit

Campaign web site: <https://www.visitguam.com/japan>
Participating companies: HIL, JTB, JALPAC, Hana Yu Express, Travel Gallery, Hana Yu Travel, Station Travel, HIL, JTB

Campaign ② Guam with Kids! Family Travel Photo Post Campaign

We will present a limited number of Japan tourism medals if the submitted photos to 10 lucky winners by drawing lots from among those who submit commemorative photos of their family trip taken in Guam to Instagram.

- Entry requirements: Follow the Guam Visitors Bureau Japan Office official Instagram account and post a family trip photo taken in Guam with #GuamWithKids
- Campaign period: Until August 31, 2024
- Announcement of winners: Winners will be notified by DM during September 2024

Campaign web site: <https://www.visitguam.com/japan/guamwithkids>

UPCOMING: JATA TOURISM EXPO 2024

Date: Sep 26 - 29
Venue: Tokyo Big Sight

Currently 14 GVB members have applied to participate.

- 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 performance
- Currently planning a promotion idea using food trucks



FY25: ARRIVAL TARGET

Total seat capacity forecast is 538,365 seats		
Assuming 10,000 seats (monthly) on UA flights from NRT is international pax		
Seat capacity for Japanese 418,365		
Moderate (80% of LF) 250,000	Conservative (70% of LF) 290,000	Optimistic (80% of LF) 340,000 Pax
FIT/ Package 85% 213,235	FIT/ Package 85% 247,353	FIT/ Package 85% 290,000
Group/ MICE 15% 30,147	Group/ MICE 15% 34,971	Group/ MICE 15% 41,000

Full Release

NAGOYA MESHİ AUG 1 - 31, 2024

- The Guam Visitors Bureau, in cooperation with Central Japan International Airport, United Airlines, Premier Hotel Group, and local Nagoya businesses, will launch the "GOGO Guam Campaign."
- This campaign is designed to give people who eat at specific Nagoya-meshi restaurants in Nagoya the opportunity to travel to Guam. There are daily direct flights to Guam from Central Japan International Airport Central, and we hope that this opportunity will encourage more people to travel to Guam.
- In the campaign, those who spend 5,000 yen or more for food and beverage at Maruya Honten, Miya Kushimen, and Wakashachi-ya restaurants will be selected by lottery to win round-trip air tickets between Central and Guam and accommodation at Hotel Nikko Guam for 280 lucky winners.



FOOD TRUCK AUG AND SEP



• Osaka
August
10th, 11th, 12th / Furari Kyobashi
24th and 25th / Tempozan "Connecolle Rock Festival 2024" <https://connecolle.com/>
31st / Furari Kyobashi



September
7th / Furari Kyobashi
14th / Takatsuki Damashi Festival 2024 <https://takatsukidamashi.jp/>
28th and 29th / Maishima Marche

• Tokyo
August
6 13 20 27 / Urbannet Uchisaiwaicho Building

September
3 10 17 / Urbannet Uchisaiwaicho Building
26 27 28 29 / Tourism Expo 2024

FY25 SEAT CAPACITY

- Total seat capacity forecast is 538,365 seats in FY25

		FY25 Seat Capacity														
		Airport	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	
UA	NRT	5,346	4,980	5,346	5,346	4,984	5,346	5,346	4,980	5,346	5,346	4,980	5,346	5,346	61,088	
	NRT	5,346	4,980	5,346	5,346	4,984	5,346	5,346	4,980	5,346	5,346	4,980	5,346	5,346	61,088	
	NRT	2,988	2,822	2,988	2,988	2,856	2,988	2,988	2,988	2,822	2,822	2,822	2,822	2,822	34,096	
	NRT	5,346	4,980	5,346	5,346	4,984	5,346	5,346	4,980	5,346	5,346	4,980	5,346	5,346	61,088	
	NRT	2,988	2,988	2,988	2,988	2,988	2,988	2,988	2,988	2,988	2,988	2,988	2,988	2,988	35,856	
	NGO	5,346	4,980	5,346	5,346	4,984	5,346	5,346	4,980	5,346	5,346	4,980	5,346	5,346	61,088	
	NGO	4,980	4,980	4,980	4,980	4,984	4,980	4,980	4,980	4,980	4,980	4,980	4,980	4,980	60,052	
	KIX	5,346	4,980	5,346	5,346	4,984	5,346	5,346	4,980	5,346	5,346	4,980	5,346	5,346	61,088	
	KIX	2,158	2,158	2,158	2,158	2,158	2,158	2,158	2,158	2,158	2,158	2,158	2,158	2,158	25,896	
	PRK	4,648													4,648	
	Total	NRT	5,572	5,970	6,169	6,169	5,572	6,169	6,169	6,169	5,970	6,169	6,169	5,970	6,169	72,237
	Total Seat capacity		48,298	43,818	44,847	44,847	42,258	45,079	45,379	45,379	43,818	44,847	44,847	44,847	44,848	538,365

FY25: MARKETING IMPARATIVE

CONVERSION FOCUS

1. Build dreams and aspirations to be the "#1 overseas travel destination."
2. Focus on FIT, diversify target segments, and strengthen SITs such as weddings.
3. Implement conversion campaigns.
4. Emphasize Group/MICE (meetings, incentives, conventions, and exhibitions).
5. Strengthen aviation strategy.



FY25: TARGET SEGMENTS

- Centered Generation Z and Millennials and implement tactical communication to Multiple segments instead of moving to Mass segment



FY25 OVERALL MARKETING CALENDAR

	2024	2025										
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Marketing Meetings												
Half Award on												
The Tokyo Project												
Gen Z												
Gen Z (Gen Z/A/Age 20-25)												
Gen Z (A)												
Mill's Adult Segment												
Segmented tactics												
Orbitation												
Wedding												
Home & COB												
Three generations												
Senior												
MFL												
Signature events: Kani Road Race/DMZ/ Collaboration and Block Party and etc.												
JATA Tourism EXPO												

ANNOUNCEMENTS

- Ms. Nedlic,
 - Acknowledged and appreciated Arluis wedding for the successful study tour on Guam.
- Next JMC meeting on September 17, 2024, at 2:00 pm.

ADJOURNMENT

- The meeting was adjourned at 2:58 pm.

Minutes prepared by:
Mai Perez, Marketing Manager - Japan

Minutes reviewed/ approved by:
Regina Nedlic, Senior Marketing Manager - Japan

Minutes reviewed/ approved by:
Elaine Pangelinan, Senior Marketing Manager

Minutes approved by:
Nadine Leon Guerrero, Director of Global Marketing

