

**KOREA MARKETING COMMITTEE (KMC) MEETING MINUTES**

Tuesday, July 15, 2025, at 3:30 p.m.

GVB Main Conference Room and Zoom

Zoom Link:

<https://us02web.zoom.us/j/89262397537?pwd=22qPi9GPwQWBbBtZrJMGt6d6dPLCmv.1>

Meeting ID: 892 6239 7537

Passcode: visitguam

*\*online attendance*

**Members Present:**

1. 7-Day Supermarket - Young Sook Hong
2. Arluis Wedding\*
3. Baldyga Group - Annie Joo
4. Crowne Plaza Resort Guam - Jeanne Kwon\*
5. DON DON DONKI Guam - Keezia\*, J. Aguilar\*
6. Dusit Thani Guam Resort - Elisha Lee
7. G. Kim\*
8. Guam Hana Tour / Korea Guam Travel Association (KGTA)  
- Jeong In Cheong
9. Guam Premier Outlets - Estella E. \*,  
Nicole Carriaga\*, Suzanne Perez\*
10. Guam Reef Hotel - Akihiko Gondo\*
11. Hilton Guam Resort & Spa - In Cha\*
12. Hoshino Resorts RISONARE - Albert Oh
13. Leoplace Guam Resort - Keiko Takano\*
14. Linden Akademia - Stella Bae
15. Lotte Duty Free - Jaejun Lee
16. Lotte Hotel Guam - Sunny\*
17. Micronesia Mall - Francis Lira\*, Anna T\*
18. Pacific Islands Club - Sage Han
19. Sentry Hospitality LLC - Valerie Carbullido\*
20. Stroll - James Rosenberg, Paul Quinto
21. The Tsubaki Tower - JM\*
22. The Westin Resort Guam - Julia Kim\*, JM\*, Yoshi Otani\*
23. Tumon Sands Plaza - Gloria\*

**Members Absent:**

1. Bayview Hotel
2. Docomo Pacific
3. Fish Eye Marine Park
4. Goodwind Development Corporation
5. Guam Guam Style Consulting
6. Guam Plaza Resort & Spa
7. Hard Rock Cafe
8. Hotel Nikko Guam
9. Hotel Tano
10. Hyatt Regency Guam
11. International Dining Concepts, LLC
12. Jae Yu
13. Japan Buslines
14. Jeju Air
15. Kloppenburg Enterprises
16. Lam Lam Tours (T.P. Micronesia, Inc.)
17. Nissan Rent A Car Guam
18. RIHGA Royal Laguna Guam Resort
19. Royal Orchid Guam Hotel
20. Spa Ayualam (Premier Beauty and Spa Guam, Inc)
21. Tommy Hilfiger
22. Triple J Enterprises, Inc.
23. United Airlines
24. University of Guam
25. Valley of the Latte

**GVB Board/Management/Staff Present:**

1. GVB Director, KMC Chairman – Ho Eun
2. GVB President & CEO – Régine Biscoe Lee
3. Executive Assistant to the President and CEO – Kiana Yabut
4. Vice President – Gerry Perez
5. GVB Director of Global Marketing – Nadine Leon Guerrero
6. GVB Senior Marketing Manager, Korea – Margaret Sablan
7. GVB Senior Marketing Manager, Korea – Nicole Benavente
8. GVB Marketing Manager, Korea – Cierra Sulla

9. GVB Web & IT Coordinator Assistant – Mike Arroyo
10. GVB South Korea Country Manager – Jay Park\*
11. GVB Korea Office\*

## 1. CALL TO ORDER

- KMC Chairman Mr. Ho Eun called the meeting to order at 3:30 pm.

## 2. REPORT OF COMMITTEE CHAIRMAN

- There was no report from Chairman Eun.

## 3. REPORT OF MANAGEMENT

- There was no report from management.
- Senior Marketing Manager Ms. Nicole Benavente presented the latest arrival numbers.

May 2025					
May 1-31, 2025					
Total: 50,110 (41.6% of 2019)					
% Market Mix	Origin	2019	2024	2025	% of 2019
46.7%	Korea	58,276	28,338	23,381	40.1%
30.3%	Japan	41,989	12,035	15,167	36.1%
12.3%	US/Hawaii	7,176	6,271	6,167	85.9%
2.5%	Philippines	2,228	988	1,268	56.9%
1.5%	Taiwan	2,448	133	747	30.5%
0.5%	China	584	305	270	46.2%
0.1%	Hong Kong	555	52	69	12.4%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

## Calendar Year to Date 2025



January – May 31, 2025

Total: 289,488 (43.0% of 2019)

% Market Mix	Origin	2019	2024	2025	% of 2019
45.3%	Korea	295,248	178,589	131,276	44.5%
34.7%	Japan	279,483	85,507	100,549	36.0%
10.9%	US/Hawaii	40,158	37,045	31,427	78.3%
2.1%	Philippines	8,584	5,317	5,963	69.5%
1.2%	Taiwan	11,681	1,478	3,345	28.6%
0.7%	China	5,929	2,146	1,957	33.0%
0.1%	Hong Kong	2,763	267	314	11.4%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

## Fiscal Year to Date 2025



October 2024 – May 31, 2025

Total: 464,339 (43.3% of 2019)

% Market Mix	Origin	2019	2024	2025	% of 2019
46.5%	Korea	477,315	281,709	216,074	45.3%
33.6%	Japan	440,266	136,080	156,206	35.5%
10.7%	US/Hawaii	62,756	57,067	49,658	79.1%
2.1%	Philippines	14,987	8,965	9,920	66.2%
1.0%	Taiwan	17,969	1,999	4,549	25.3%
0.6%	China	9,271	3,074	2,939	31.7%
0.1%	Hong Kong	4,791	506	478	10.0%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

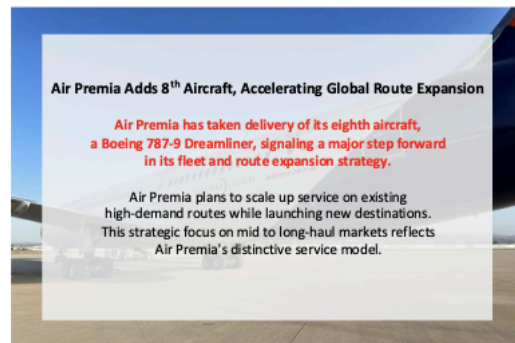
#### 4. MARKET UPDATES

- Ms. Benavente presented the travel trade update in Korea and the airline schedule for July, August, and September.

## MARKET UPDATES



### SPECIFIC ISSUES IN KOREA



## MARKET UPDATES



### AIRLINE SCHEDULE – JULY

#### • Incheon - Guam

*\*Airline schedule is flexible, subject to change.*

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	10,478
	KE423	DAILY	18:40	00:10+1	10,478
Jeju Air	7C3101	DAILY	10:40	16:05	5,859
	7C3107*	DAILY	20:20	02:00+1	3,780
Jin Air	LJ913	DAILY	09:20	14:45	5,859
	LJ917**	DAILY	19:40/20:50	01:20+1/02:30+1	5,859
T'way Air	TW505***	DAILY	09:00	14:30	2,457
TOTAL					44,770

\*7C3107: Jul 12<sup>th</sup> – Sep 30<sup>th</sup> Daily

\*\*LJ917: Jul 1<sup>st</sup> – Sep 30<sup>th</sup>: Daily / Departure and Arrival time varies

\*\*\*TW505: Jun 21<sup>st</sup> – Jul 18<sup>th</sup>: Temporary suspension

#### • Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921	DAILY	21:00	02:00+1	5,859
TOTAL					5,859



**TOTAL OUTBOUND  
SEAT CAPACITY  
(JULY):**

**50,629 SEATS**

- Ms. Benavente highlighted that the increase in available seats is a result of the addition of a second Jeju Air flight (7C3107) and a second Jin Air flight (LJ917). Furthermore, Jin Air's service from Busan has increased from four times a week to daily, also contributing to the increased seat capacity.

# MARKET UPDATES



## AIRLINE SCHEDULE – AUGUST

• Incheon - Guam

\*Airline schedule is flexible, subject to change.

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	10,478
	KE423	DAILY	18:40	00:10+1	10,478
	KE8425*	DAILY	17:15	22:45	8,618
Jeju Air	7C3101**	DAILY	10:40	16:05	4,347
	7C3107	DAILY	20:20	02:00+1	5,859
Jin Air	LJ913	DAILY	09:20	14:45	5,859
	LJ917	DAILY	20:50	02:30+1	5,859
T'way Air	TW505	DAILY	09:00	14:30	5,859
TOTAL					57,357

\*KE8425 (3<sup>rd</sup> Flight): Aug 1<sup>st</sup> – Oct 25<sup>th</sup>; Daily

\*\*7C3101: Aug 24<sup>th</sup> – Oct 25<sup>th</sup>; Temporary suspension

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921	DAILY	21:00	02:00+1	5,859
Korean Air	KE2259*	DAILY	20:55/21:05/21:10	02:10+1/02:20+1/ 02:25+1	5,642
TOTAL					11,501

\*KE2259: Aug 1<sup>st</sup> – Oct 25<sup>th</sup>; Daily / Departure and Arrival time varies

- Ms. Benavente noted a significant increase in available seats, attributing it to several factors: the addition of a third Korean Air flight (KE8425), T'way's return to its regular flight schedule, and Korean Air's new flight to Busan.



TOTAL OUTBOUND  
SEAT CAPACITY  
(AUGUST):

68,858 SEATS

# MARKET UPDATES



## AIRLINE SCHEDULE – SEPTEMBER

• Incheon - Guam

\*Airline schedule is flexible, subject to change.

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	10,140
	KE423	DAILY	18:40	00:10+1	10,140
	KE8425	DAILY	17:15	22:45	8,340
Jeju Air	7C3107	DAILY	20:20	02:00+1	5,670
Jin Air	LJ913	DAILY	09:20	14:45	5,670
	LJ917	DAILY	20:50/19:35	02:30+1/01:15+1	5,670
	LJ919*	DAILY	17:35	23:10	5,292
T'way Air	TW505**	DAILY	09:00	14:30	4,347
TOTAL					55,269

\*LJ919: Sep 2<sup>nd</sup> – Sep 29<sup>th</sup>; Daily Operation

\*\*TW505: Sep 2<sup>nd</sup> – Sep 8<sup>th</sup>; Temporary suspension

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921	DAILY	21:00	02:00+1	5,670
Korean Air	KE2259	DAILY	20:55/21:05/21:10	02:10+1/02:20+1/ 02:25+1	5,460
TOTAL					11,130



TOTAL OUTBOUND  
SEAT CAPACITY  
(SEPTEMBER):

66,399 SEATS

- Ms. Benavente explained that the overall seat capacity remains stable despite a change in airline schedules. Jeju Air reduced its flights from two to one, but Jin Air compensated for this by adding flight LJ919.
- Ms. Benavente presented the competitive destination update.

## MARKET UPDATES



### COMPETITIVE DESTINATION UPDATE



#### Saipan: Specific Issue

- N/A

Airline Operation Status		
ICN - SPN	FREQUENCY	21/W



#### Hawaii : Specific Issue

- Air Premia launched its first regular Incheon-Honolulu flight on July 2

Airline Operation Status		
ICN - HNL	FREQUENCY	23/W

# MARKET UPDATES



## COMPETITIVE DESTINATION UPDATE



### Thailand: Specific Issue

- Asiana Airlines will resume daily round-trip flights between Incheon and Phuket starting July 25, reopening the route after a 2-year, 3-month suspension to meet rising summer travel demand.

Airline Operation Status		
ICN	FREQUENCY	142/W
	DESTINATIONS	BKK, HKT, CNX, DMK
PUS	FREQUENCY	23/W
	DESTINATIONS	BKK, CNX
TAE	FREQUENCY	7/W
	DESTINATIONS	BKK
TOTAL FLIGHT OPERATION		172/W

# MARKET UPDATES



## COMPETITIVE DESTINATION UPDATE



### Philippines: Specific Issue

- Air Busan will resume daily flights between Busan and Cebu starting July 25, strengthening its Southeast Asia network after previously holding the highest market share on the route before its 2023 suspension.

Airline Operation Status		
ICN	FREQUENCY	179/W
	DESTINATIONS	MNL, CRK, KLO, TAG, CEB
PUS	FREQUENCY	43/W
	DESTINATIONS	MNL, CEB, CRK, TAG, KLO
TAE	FREQUENCY	7
	DESTINATIONS	CEB
CJJ	FREQUENCY	4/W
	DESTINATIONS	CRK
TOTAL FLIGHT OPERATION		233/W



## MARKET UPDATES



### COMPETITIVE DESTINATION UPDATE



Vietnam: Specific Issue

• N/A

Airline Operation Status		
ICN	FREQUENCY	327/W
	DESTINATIONS	DAD, CXR, SGN, HAN, HPH, DLI, PQC
PUS	FREQUENCY	105/W
	DESTINATIONS	DAD, CNX, SGN, HAN, DLI, PQC
TAE	FREQUENCY	4/W
	DESTINATIONS	DAD, CXR
CJJ	FREQUENCY	14/W
	DESTINATIONS	DAD, CXR, PQC
TOTAL FLIGHT OPERATION		450/W

## MARKET UPDATES



### COMPETITIVE DESTINATION UPDATE



Japan: Specific Issue

• N/A

Airline Operation Status		
ICN	FREQUENCY	966/W
	DESTINATIONS	NRT, HND, KIX, FUK, NGO, CTS, OKA, KMI, TAK, KOI, OKJ, YGJ, KIJ, AOK, KMI, KMQ, UBJ, MYI, FSZ, OIT, KKJ, SDJ, HU, HSG, SHI, AKJ, OBO, UBJ, TKS, UKG, ISG, HKD
GMP	FREQUENCY	140/W
	DESTINATIONS	HND, KIX
PUS	FREQUENCY	222/W
	DESTINATIONS	NRT, KIX, FUK, CTS, NGO, MYI, OKA, AKJ, KMI
TAE	FREQUENCY	28/W
	DESTINATIONS	NRT, KIX, FUK, CTS
CJJ	FREQUENCY	83/W
	DESTINATIONS	KIX, NRT, FUK, CTS, IBR, NGO, OBO
CJU	FREQUENCY	10/W
	DESTINATIONS	KIX
TOTAL FLIGHT OPERATION		1,449/W

# MARKET UPDATES



## COMPETITIVE DESTINATION UPDATE



### China: Specific Issue

- Jeju Air is expanding its China routes in response to rising travel demand, launching new services from Busan to Shanghai from July 25 and Incheon to Gullin from October 11, while steadily increasing passenger volume with 12% monthly growth.

Airline Operation Status		
ICN	FREQUENCY	839/W
	DESTINATIONS	PEK, PVG, TSN, CAN, SHE, SZX, DLC, NKG, TAO, MDG, XIY, YNZ, YNI CGO, TFU, CKG, CGO, XMN, HGH, KWL, DYG, YNT, WUX, CSX, HRB, WEH, KMG, YTY, JMU, SJW, SYX, TNA, WUH, HAK, WNZ, TNA, PKX, YIH, HET, HFE
GMP	FREQUENCY	56/W
	DESTINATIONS	PEK, PXX, SHA
PUS	FREQUENCY	80/W
	DESTINATIONS	PEK, PVG, SHE, TAO, YNJ, DYG, SYX, XIY, TNA
TAE	FREQUENCY	20/W
	DESTINATIONS	DYG, PVG, YNJ, TXN
CJJ	FREQUENCY	17/W
	DESTINATIONS	KWE, DYG, CGO
CIU	FREQUENCY	155/W
	DESTINATIONS	PEK, PVG, TSN, CSX, NTG, DLC, NKG, NGB, SHE, HGH, CGO, CGO, HFE, PKX, KHN, XIY, SZX, DYG
TOTAL FLIGHT OPERATION		1,167/W

## 5. OLD BUSINESS

- Senior Marketing Manager Mrs. Margaret Sablan presented the accomplished marketing projects.

## OLD BUSINESS



### TRAVEL TRADE CO-OP (AIRLINE & TA PROMOTIONS)

- **Period & Time:** June – July, 2025
- **Channel:** Korean Air, Jin Air

#### ■ Summary

-Korean Air: Promoted Korean Air exclusive product via TA channels with attractive package and also highlighted night flight operation schedule.  
-Jin Air: Offered discount code up to 15%, promoting various departure options from Incheon and Busan, and affiliated discount with Hotels.com and Kakao Pay.

- **Period & Time:** May – July, 2025
- **Channel:** TA channel (Hana Tour, YB Tour, Mode Tour, Verygood Tour etc.)

#### ■ Summary

- Collaborated with TAs to create dedicated promotion pages and sales campaigns.  
- Offered limited-time discounts and attractive bundled hotel/activity deals.  
- Increased Guam's market visibility and supported ticket sales across multiple channels.

#### Airline Promotion



- Period: June 1 – June 30, 2025
- Channel: TA channels (5)
- Promotion Type: B2B Promotion



- Period: June 12 – June 30, 2025
- Channel: Jin Air channels
- Promotion Type: B2C Promotion



#### TA Promotion



## OLD BUSINESS



### KGGA GOLF FAM TOUR

- **Period:** June 18 - 22, 2025
- **Participants:** 30 pax (TA – 22 pax, Media 3 pax, Influencer 2 pax, KGGA 3 pax)
- **Golf Club Partners:** Country Club of the Pacific, Sono Felice CC Guam Mangilao, Sono Felice CC Guam Talofofo, Finest Guam Golf & Resort, Leopoldo Resort Country Club

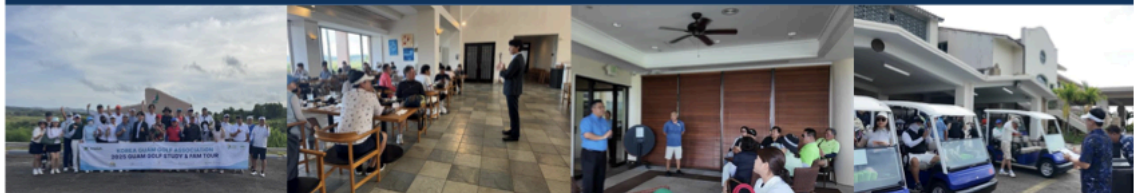
#### ■ Summary:

- The FAM tour included site inspections and actual round play at top golf courses in Guam.  
- Participants experienced the quality of Guam's golf facilities and related tourism services.  
- The tour highlighted the convenience of Korean Air's re-launched night flights for golf travelers.  
- Following the tour, participants actively shared Guam golf content through blogs, online articles, and social media channels.

#### ■ Deliverables:

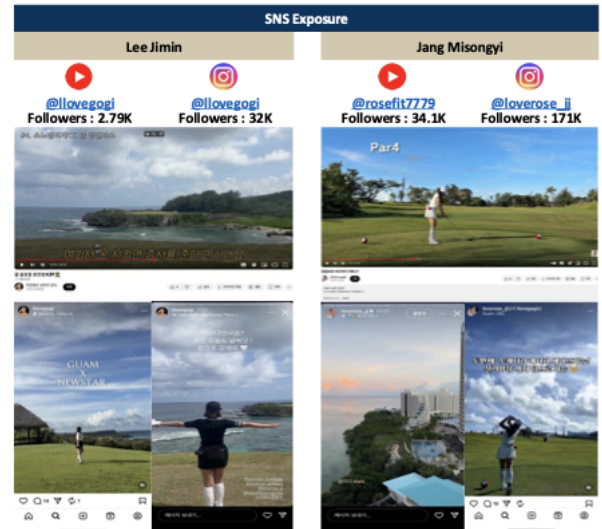
- MK Daily: MK Golf July Edition (4p) & Online Article (1)  
- Prime Economics: Press release (2)  
- TTL News: Online Articles (3)  
- Influencers: Instagram Reels (2) & YouTube Contents (1)

#### FAM Tour Photos



- Mrs. Sablan highlighted the positive feedback received by GVB. The TAs are currently developing golf packages for the upcoming months. Discussions are underway regarding a major golf tournament to be held in Guam, preceded by smaller tournaments in Korea, and the final tournament will be held in Guam.

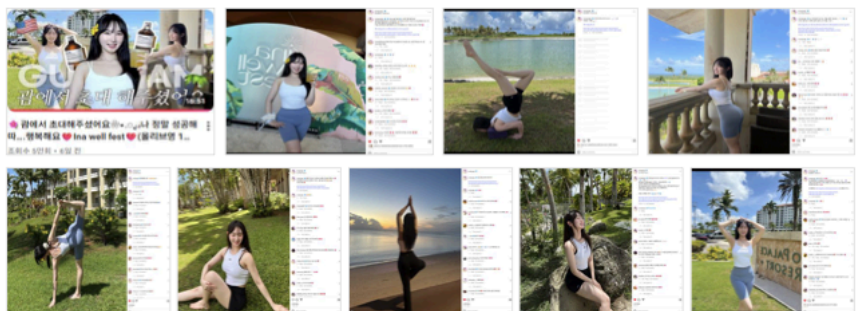
## OLD BUSINESS



## OLD BUSINESS

### INA WELL FEST

- **Period:** June 20 – June 24, 2025 (Ina Well Fest: June 21 – June 22)
- **Location:** Leoplace Resort Guam
- **Participants:** 3 pax (1 Influencer, 1 Companion, 1 GVB Korea)
- **Summary:**
  - Collaborated with a yoga influencer and participated in Ina Well Fest
  - Produced wellness-focused travel content highlighting wellness event held in Guam
  - Promoted Guam as a preferable wellness destination through influencer's Instagram & YouTube channel
- **Deliverables:** 1 YouTube video / 8 Instagram posts / 30+ photos



## OLD BUSINESS



### KOREAN AIR COURTESY VISIT

- Period: June 5 - 8, 2025
- Participants: [Korean Air] Koh, Jong Seob / Managing Vice President, Regional Headquarters  
[Korean Air] Lim, Hyeong Seong / Group Leader, Sales Support Team  
[GVB Korea] Jay Park / GVB Korea Country Manager  
[GVB Korea] Damian Lim / Travel Trade Manager



- Summary:
  - Korean Air's Managing Vice President and Group Leader visited Guam to meet with the Governor, GVB HQ, and GIAA, discussing joint efforts for stable and sustainable route operations.
  - The visit aimed to review current Guam routes and explore promotional strategies ahead of the upcoming winter season.
  - A third Incheon-Guam flight has been added, and Busan-Guam service will begin August 1, 2025.



- Korean Air management recently met with GIAA representatives and the Governor to discuss airline incentives. This aligns with their new daily flights from Incheon and Busan.

## 6. NEW BUSINESS

- Mrs. Sablan presented the ongoing/upcoming marketing projects.



# NEW BUSINESS



## FY2025 UPCOMING PROJECT: NIGHT FLIGHT SALES BOOST PROMOTION

- **Period:** July – September, 2025
- **Channel:** Travel Trade Partners' Website Affiliate Channels
- **Objective:**
  - To maximize seat occupancy and boost demand for flights between July and September by launching immediate and consumer-attractive promotions
  - To boost short-term bookings from Guam night flights during the last quarter of the fiscal year, especially in the peak summer and early fall period
  - To enhance Guam's appeal as a competitive leisure destination by offering high impact, value-driven promotions across airline, travel agency, and FIT channels

### Program Overview



- **Channel:** TA & affiliate channels
- **Target Travel Agencies:** Hana / Mode / Interpark / YB / Verygood
- **Scheme:** For each adult night ticket to Guam purchased, one accompanying child (under 12) will receive a complimentary seat



- **Channel:** TA
- **Scheme:** Travel agencies to run limited-time flash sales in partnership with high-reach travel influencers, and influencers will post the promotions through their SNS channels



- **Channel:** TA & affiliate channels
- **Scheme:** A sales contest will be conducted in collaboration with airline partners, targeting their affiliated TA package teams

### Potential Partners



# NEW BUSINESS



## FY2025 UPCOMING PROJECT: KOREAN AIR BUSAN FAM TOUR

- **Period:** August 17 (Sun) – August 21 (Thu), 3N5D
- **Airline:** PUS-GUM KE2259 20:55-02:10+1  
GUM-PUS KE2260 03:40-06:50
- **No. of Pax:** 8pax (Korean Air 1 pax / TA 5 pax / GVB Korea 2 pax)
- **Main Program:** Hotel/Shopping Mall/Tourist Attraction Inspection
- **Objective:**
  - To promote Guam to key travel agencies and airline sales representatives in the Busan region.
  - To increase awareness and understanding of Guam as a travel destination, supporting product development and effective sales.
  - To support the successful re-launch and stable operation of Korean Air's Busan Guam night flight by encouraging outbound demand.
  - To strengthen communication and collaboration with regional partners, building a foundation for long-term promotional efforts.
  - To provide firsthand experience of Guam's hotels, tourist attractions, and services, enabling participants to develop appealing travel packages.



### Korean Air FAM Tour Reference (2022)

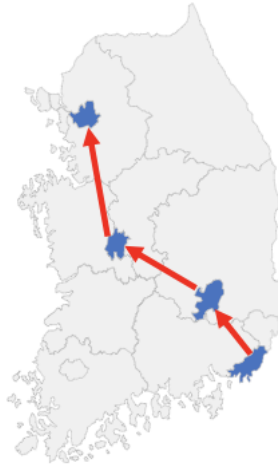


## NEW BUSINESS



### FY2025 UPCOMING PROJECT: GVB KOREA ROADSHOW

- **Period:** September 8 (Mon) – September 13 (Sat), 2025
- **Target:** Travel Trade Partners (B2B)
- **Region:** Seoul, Busan, Daegu, Daejeon
- **Objective:**
  - To provide a platform for Guam-based partners to introduce their updated products and services directly to local travel agencies.
  - To present GVB Korea's new initiatives launched in 2025 to attract Korean travelers, including targeted promotions and airline seat expansion efforts.
  - To build a new business relationship with travel trade partners through networking.
- **Program (Tentative Program for Luncheon):**
  - 10:30 Registration & RSVP
  - 11:00 Opening & [Guam Local Partner Presentation](#) & B2B Networking
  - 12:00 GVB Korea Presentation
  - 12:30 Luncheon & Lucky Draw
  - 14:00 Group Photo & Closing



#### Sep 12 (FRI) | Seoul

- **Venue (TBD):** Banyan Tree Seoul
- **Event Type:** Dinner
- **Expected No.:** 150 pax

#### Sep 11 (THU) | Daejeon

- **Venue (TBD):** Hotel Onoma
- **Event Type:** Luncheon
- **Expected No.:** 100 pax

#### Sep 10 (WED) | Daegu

- **Venue (TBD):** Marriott Hotel Daegu
- **Event Type:** Luncheon
- **Expected No.:** 100 pax

#### Sep 9 (TUE) | Busan

- **Venue (TBD):** Signiel Busan
- **Event Type:** Luncheon
- **Expected No.:** 120 pax

- Mrs. Sablan announced the recent distribution of the Roadshow invitation letter. She highlighted the addition of two new cities to this year's Roadshow– Daegu and Daejeon. She reminded the committee of the deadline to respond to the invitation letter, July 25th, and encouraged members to participate in the mission.
- Ms. Benavente presented the FY2025 Budget Summary.

# BUDGET SUMMARY



## BUDGET SUMMARY: KOREA MARKETING BUDGET \$5.5M (+ \$4M)

Pgrm Code	Account Title	Budget	Paid	Committed	Remaining \$	Remaining %
ADMIN	South Korea Country Manager	\$ 100,800.00	\$ 67,200.00	\$ 33,600.00	\$ -	0.00%
PRE001	Marketing Representative Fees	\$ 396,000.00	\$ 264,000.00	\$ 132,000.00	\$ -	0.00%
SMD019	Travel Agent Co-Ops & Sales Calls	\$ 692,000.00	\$ 313,433.30	\$ 378,400.00	\$ 166.70	0.02%
AIP0024a	Airline Co-ops & Load Factor Incentives	\$ 889,000.00	\$ 389,000.00	\$ 500,000.00	\$ -	0.00%
AIP0024b	Airline Turnaround Support	\$ 5,000,000.00	\$ 451,000.00	\$ 4,354,000.00	\$ 195,000.00	3.90%
DIG001	Social Media and Digital Media Buys	\$ 600,000.00	\$ 317,089.61	\$ 254,989.60	\$ 27,920.79	4.65%
ADV011	Public Relations, Advertising, and Media Tie-ins	\$ 453,000.00	\$ 212,046.58	\$ 154,300.00	\$ 86,653.42	19.13%
TTC018	Familiarization Tours	\$ 140,000.00	\$ 59,081.65	\$ 80,000.00	\$ 918.35	0.66%
SMD023	Sales Market Development	\$ 1,229,200.00	\$ 377,189.87	\$ 769,966.16	\$ 82,043.97	6.67%
<b>BUDGET GRAND TOTAL</b>		<b>\$ 9,500,000.00</b>	<b>\$ 2,450,041.01</b>	<b>\$ 6,657,255.76</b>	<b>\$ 392,703.23</b>	<b>4.13%</b>

- Ms. Benavente noted that GVB is in the final quarter of the fiscal year, with most marketing projects already approved. This leaves \$392,703.23 remaining in the Korea Marketing Budget. She explained that this amount was being held for contingencies, and with Q4 projects now approved, implementation is underway.

## 7. ANNOUNCEMENTS

- The next KMC meeting will be Tuesday, August 19, 2025, at 3:30 p.m. (subject to change).

## COMMITTEE DISCUSSION:

### Airline Subsidies and Market Shifts:

- Chairman Eun recommended that GVB prioritize airline subsidies until next year, anticipating a market shift due to insufficient aircraft caused by the Boeing strike and Airbus delays, until airlines acquire new planes.

### Korean Air Merger:

- Chairman Eun stated that Korean Air is expected to finalize its merger process by the end of next year, combining with Asiana, Air Seoul, Air Busan, and Jin Air. He said once it's completed, the arrival schedule can be cascaded, meaning it can have a reasonable gap between each flight because it's going to be managed by one company. It will make the arrival process easier and faster in conjunction with the immigration officers.
- The merger is anticipated to provide approximately 800,000 seats, representing slightly over 90% of the 2019 air supply, based on their forecast. Chairman Eun suggested that Guam needs to reciprocate this commitment.



### **Korea Marketing Budget and Airline Requests:**

- Chairman Eun emphasized the urgency of updating and finalizing the Korea budget with a detailed plan, as the current one may not be sufficient to meet airline requests. He noted that Korean Air's November and December forecasts are contingent upon their plans, other destinations, and potential contributions from the Government of Guam. He explained that this uncertainty led to the recent meeting with GIAA and the Governor.

#### **Action Item:**

- Chairman Eun proposed separating Korean Air and its four merging airline companies from other airlines in the Airline Schedule. This will allow for a clear assessment of their commitment to Guam by percentage.

### **Aircraft Returns:**

- Chairman Eun stated that the U.S. and Europe were forced to transfer numerous aircraft to Air Premia and T'way. In three years, they are expected to receive all their aircraft back into their fleet, which will provide significant flexibility. This will put us in a better position and eliminate the need for subsidies. He re-emphasized the importance of surviving for the next year and a half.

### **Load Factor Comparison:**

- Benavente inquired if comparing 2024, 2025, and 2019 numbers, as a percentage, remained beneficial compared to using a percentage of the previous year's numbers. Chairman Eun suggested moving away from this comparison and sought the committee's opinions. Vice President Mr. Gerry Perez stated that while it was a useful reference during uncertain times, the current situation represents a different paradigm. Mr. Jaejun Lee (Lotte Duty Lee) expressed his preference to keep the 2019 numbers to achieve the target. Mr. Lee requested to have the actual load factor per airline for July and August. Director of Global Marketing, Ms. Nadine Leon Guerrero, explained that most airlines prefer not to disclose that information.

#### **Action Item:**

- President & CEO Mrs. Régine Biscoe Lee requested the percentage of the load factor going forward.

### **Airport Experience and Promotions:**

- Mrs. Young Sook Hong (7-Day Supermarket) expressed her thanks to Jin Air for establishing a separate counter at the airport for the Busan-Guam flights, which significantly expedited the wait time.
- Regarding the "Kids Fly Free" promotion, Mrs. Hong proposed incorporating activities like coloring or drawing to enhance children's enjoyment during the flight. Chairman Eun requested Country Manager Mr. Jay Park to provide further details on the promotion, and Mr. Park said he'd share more information by the following week.

#### Arrival Targets:

- Mr. Albert Oh (Hoshino Resorts RISONARE) inquired about the target arrival numbers for 2026 and beyond. Mrs. Lee responded that the baseline figures from the recovery plan would be shared with him. She noted that while FY2025 is slightly exceeding projections, FY2026 anticipates a substantial increase. Mrs. Lee reiterated Chairman Eun's emphasis on the critical role of airline incentives and programs in achieving a 50% increase and progressing towards the goal of one million visitors.

#### Optional Tours Promotion:

- Ms. Stella Bae (Linden Akademia) raised concerns about the lack of activities and local events for visitors, particularly for repeat family customers. Mrs. Lee suggested Mr. Park include a family-friendly list of activities in the plan targeting kids.
- Chairman Eun encouraged the committee and the Korean Guam Travel Association (KGTA) to promote Guam's Optional Tours. Mr. Jong In Cheong of KGTA reported 30 attendees at their recent meeting, focused on Optional Tours and emphasized the need for increased promotion and advertising. KGTA is currently gathering information from these optional tours and seeks to collaborate with the Korea Marketing Committee to share this information through GVB channels. Chairman Eun stressed the benefits of supporting these optional tours.

#### Action Items:

- Chairman Eun proposed a joint meeting with optional tour operators and KGTA. He recommended that GVB develop a platform to support these optional tours.
- Ms. Leon Guerrero stressed the importance of GVB members updating their information on the GVB website.
- Ms. Mia Soun (GVB Korea Office) confirmed that the GVB Korea office team is discussing how they can further enhance their focus on local optional tour activities.

#### 8. ADJOURNMENT

- Chairman Eun adjourned the meeting at 4:15 p.m.

Minutes Prepared By:



Cierra Sulla, Marketing Manager – Korea

Minutes Reviewed By:



Nicole Benavente, Senior Marketing Manager – Korea



Minutes Approved By:

Nadine Leon Guerrero, Director of Global Marketing

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