

KOREA MARKETING COMMITTEE (KMC) MEETING MINUTES

Tuesday, June 17, 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*
5. Docomo Pacific - Flo Hipolito*
6. DON DON DONKI Guam - J. Aguilar*, Uta*
7. Dusit Thani Guam Resort - Elisha Lee
8. Fish Eye Marine Park*
9. G. Kim*
10. Guam Premier Outlets - Monte Mesa, Estella E.*
Suzanne Perez*
11. Guam Reef Hotel - Akihiko Gondo*
12. Hoshino Resorts RISONARE - Miho*
13. International Dining Concepts, LLC - Julia M.*
14. JMK*
15. Leopalace Guam Resort - Keiko Takano*
16. Lotte Duty Free - Jaejun Lee
17. Lotte Hotel Guam - Sunny*
18. Micronesia Mall - Anna T*
19. Nissan Rent A Car Guam - Michael Tamayo*, James Valencia*
20. Pacific Islands Club - Young Kim, Jueyeom Son, Luna Shin
21. Sentry Hospitality LLC - Valerie Carbullido*
22. Spa Ayualam (Premier Beauty and Spa Guam, Inc)
Yuta Hasegawa
23. Stroll - James Rosenberg, Paul Quinto
24. The Tsubaki Tower - JM*
25. The Westin Resort Guam - Yoshi Otani* Julia Kim*
26. Tumon Sands Plaza - Gloria*

Members Absent:

1. Bayview Hotel
2. Goodwind Development Corporation
3. Guam Guam Style Consulting
4. Guam Hana Tour
5. Guam Plaza Resort & Spa
6. Hard Rock Cafe
7. Hilton Guam Resort & Spa
8. Hotel Nikko Guam
9. Hotel Tano
10. Hyatt Regency Guam
11. Jae Yu
12. Japan Buslines
13. Jeju Air
14. Kloppenburg Enterprises
15. Korea Guam Travel Association (KGTA)
16. Lam Lam Tours (T.P. Micronesia, Inc.)
17. Linden Akademia
18. RIHGA Royal Laguna Guam Resort
19. Royal Orchid Guam Hotel
20. Tommy Hilfiger
21. Triple J Enterprises, Inc.
22. United Airlines
23. University of Guam
24. Valley of the Latte



GVB Board/Management/Staff Present:

1. GVB Director, KMC Chairman – Ho Eun
2. GVB Acting Director of Global Marketing – Margaret Sablan
3. GVB Senior Marketing Manager, Korea – Nicole Benavente
4. GVB Marketing Manager, Korea – Cierra Sulla
5. GVB Web & IT Coordinator Assistant – Brian Cha
6. GVB Web & IT Coordinator Assistant – Mike Arroyo
7. GVB South Korea Country Manager – Jay Park*
8. 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 1-9, 2025					
Total: 50,558 (43.8% of 2019)					
% Market Mix	Origin	2019	2024	2025	% of 2019
45.9%	Korea	16,786	8,508	7,361	43.9%
34.7%	Japan	14,791	5,175	5,563	37.6%
10.0%	US/Hawaii	2,127	1,679	1,607	75.6%
2.7%	Philippines	626	238	441	70.4%
1.0%	Taiwan	552	50	159	28.8%
0.6%	China	194	147	99	51.0%
0.1%	Hong Kong	170	19	15	8.8%

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

Note: May 2025 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2025



January – May 9, 2025

Total: 255,422 (43.4% of 2019)

% Market Mix	Origin	2019	2024	2025	% of 2019
45.1%	Korea	253,758	158,759	115,256	45.4%
35.6%	Japan	252,285	78,647	90,945	36.0%
10.5%	US/Hawaii	35,109	32,453	26,867	76.5%
2.0%	Philippines	6,982	4,567	5,136	73.6%
1.1%	Taiwan	9,785	1,395	2,757	28.2%
0.7%	China	5,539	1,988	1,786	32.2%
0.1%	Hong Kong	2,378	234	260	10.9%

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

Note: May 2025 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2025



October 2024 – May 9, 2025

Total: 430,273 (43.5% of 2019)

% Market Mix	Origin	2019	2024	2025	% of 2019
46.5%	Korea	435,825	261,879	200,054	45.9%
34.1%	Japan	413,068	129,220	146,602	35.5%
10.5%	US/Hawaii	57,707	52,475	45,098	78.1%
2.1%	Philippines	13,385	8,215	9,093	67.9%
0.9%	Taiwan	16,073	1,916	3,961	24.6%
0.6%	China	8,881	2,916	2,768	31.2%
0.1%	Hong Kong	4,406	473	424	9.6%

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

Note: May 2025 Daily Arrivals reflect Civilian Air arrivals only

4. MARKET UPDATES

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

MARKET UPDATES



SPECIFIC ISSUE IN KOREA



Lee Jae-Myung Elected President After Martial Law Turmoil

Democratic Party (DP) candidate Lee Jae-myung was elected president on June 4 after months of turmoil surrounding the impeachment and ouster of his former opponent over a botched attempt to impose martial law.

MARKET UPDATES



AIRLINE SCHEDULE - JUNE

• 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
Jeju Air	7C3101	DAILY	10:40	16:05	5,670
Jin Air	LJ913	DAILY	09:20	14:45	5,670
T'way Air	TW505*	DAILY	09:00	14:30	3,780
TOTAL					35,400

*TW505: Jun 21st – Jul 18th: Temporary suspension

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W & Daily	21:00	02:00+1	3,780
TOTAL					3,780

*LJ921: May 2nd – Jun 21st: 4/W (Mon, Wed, Fri, Sat)
Jun 23rd – Oct 25th: Daily



TOTAL OUTBOUND
SEAT CAPACITY
(JUNE):

39,180 SEATS

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	20:50	02:30+1	5,859
T'way Air	TW505**	DAILY	09:00	14:30	2,457
TOTAL					44,770

*7C3107: Jul 12th - Sep 30th: Daily

**TW505: Jun 21st - Jul 18th: 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

*LJ921: Jun 23rd - Oct 25th: Daily



TOTAL OUTBOUND
SEAT CAPACITY
(JULY):

50,629 SEATS

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
Jeju Air	7C3101*	DAILY	10:40	16:05	4,914
	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					49,306

*7C3101: Aug 27th - Oct 25th: 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

*LJ921: Jun 23rd - Oct 25th: Daily



TOTAL OUTBOUND
SEAT CAPACITY
(AUGUST):

55,165 SEATS

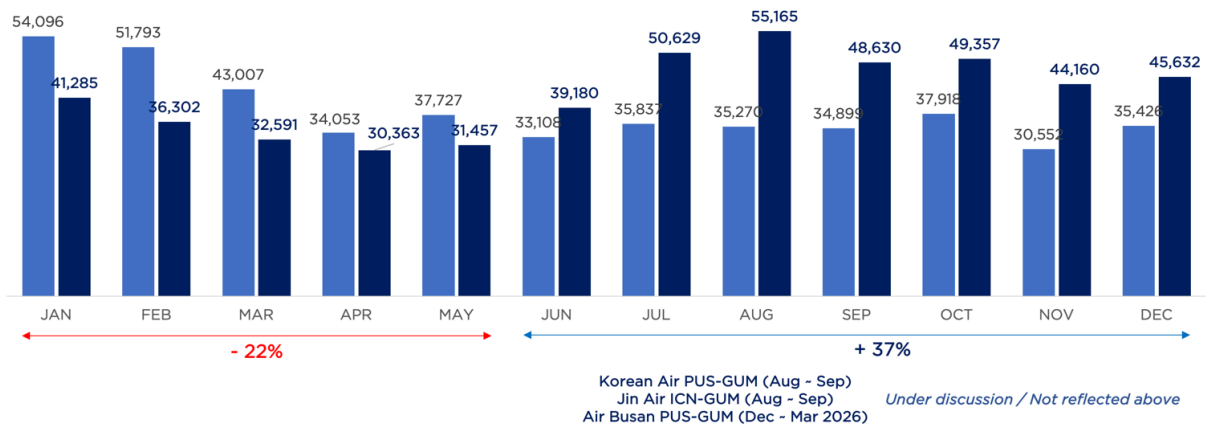
- Ms. Benavente presented the forecasts.

MARKET UPDATES (FORECAST)



AIRLINE SUPPLY COMPARISON 2024 vs. 2025 (as of 2025 June)

2024: 463,686 seats
2025: 504,751 seats
(+ 9%)



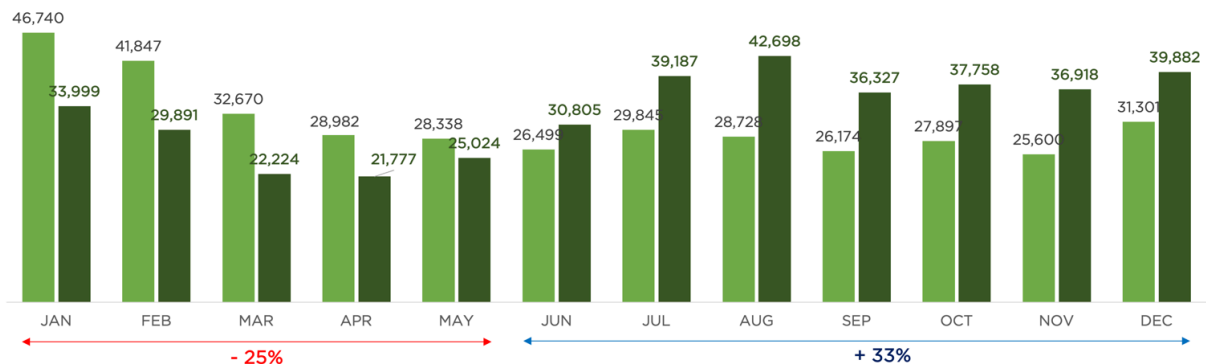
- Chairman Eun inquired if the -22% figure was a comparison to the same period in 2024 or the 2024 average. Country Manager Mr. Jay Park confirmed that the -22% represented a comparison of the first five months of 2024 and 2025. He stated that with additional night flights beginning in June, a 37% increase is anticipated for the corresponding period this year compared to last year. Chairman Eun highlighted that despite this, the year-over-year increase is only projected to be 9%.

MARKET UPDATES (FORECAST)



KOREAN ARRIVAL COMPARISON 2024 vs. 2025 (as of 2025 June)

2024: 374,621 pax
2025: 393,189 pax
(+ 5%)



- Chairman Eun inquired about the basis behind the forecast, specifically regarding the load factor percentage applied. Mr. Park clarified that the projected Korea arrival numbers were derived from previous seasonality. He noted that night flights, which have a lower load factor than day flights, were considered in the projection. This combination of factors is reflected in the forecast. Chairman Eun inquired about the load factor for the past five months, which Mr. Park confirmed to be 85%. Mr. Park clarified that the remaining percentage also stood at 85%, attributing the slight discrepancy to the number of foreign passengers. Ms. Benavente further elaborated that the forecast specifically pertains to Korean visitor arrivals, not the overall passenger count on the aircraft. She highlighted the distinction between the aircraft's load factor and the actual number of Korean visitors contributing to that figure.
- Mr. Monte Mesa (Guam Premier Outlets/Tumon Sands Plaza) inquired whether airline incentives played a role in the projection. Chairman Eun affirmed this, posing a follow-up question: "How can we do this?". He pointed out that the \$5 million airline turnaround support budget is nearly 90% utilized. He stressed that GVB needs to formulate a long-term plan ahead, ideally for at least a year, to ensure continued support.
- Ms. Benavente presented the competitive destination update.

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Saipan: Specific Issue

- N/A

Airline Operation Status		
ICN - SPN	FREQUENCY	7/W



Hawaii : Specific Issue

- N/A

Airline Operation Status		
ICN - HNL	FREQUENCY	19/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Thailand: Specific Issue

- Thailand's goal of returning to pre-COVID-19 tourist numbers in 2025 appears to be slipping away, according to government data showing a four-month decline in visitors due to fears about earthquakes, scams, and people-trafficking, amid government efforts to address public alarm.

Airline Operation Status		
ICN	FREQUENCY	130/W
	DESTINATIONS	BKK, HKT, CNX, DMK
PUS	FREQUENCY	23/W
	DESTINATIONS	BKK, CNX
TAE	FREQUENCY	7/W
	DESTINATIONS	BKK
TOTAL FLIGHT OPERATION		160/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Philippines: Specific Issue

- N/A

Airline Operation Status		
ICN	FREQUENCY	169/W
	DESTINATIONS	MNL, CRK, KLO, TAG, CEB
PUS	FREQUENCY	33/W
	DESTINATIONS	MNL, CEB, CRK, TAG, KLO
CJJ	FREQUENCY	4/W
	DESTINATIONS	CRK
TOTAL FLIGHT OPERATION		206/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Vietnam: Specific Issue

- Eastar Jet will become the first Korean airline to launch direct flights from Busan to Phu Quoc, Vietnam. It will operate flights with 2/w schedule starting from July 26 to September 2 and will increase to 4/w from September 3.

Airline Operation Status		
ICN	FREQUENCY	338/W
	DESTINATIONS	DAD, CXR, SGN, HAN, HPH, DLI, PQC
PUS	FREQUENCY	96/W
	DESTINATIONS	DAD, CNX, SGN, HAN, DLI, PQC
TAE	FREQUENCY	7/W
	DESTINATIONS	DAD, CXR
CJJ	FREQUENCY	10/W
	DESTINATIONS	DAD, CXR, PQC
TOTAL FLIGHT OPERATION		451/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Japan: Specific Issue

- A record 11.25 million passengers flew between South Korea and Japan during the first five months of 2025, representing a 10.7% increase from the 10.16 million recorded during the same period last year.
- It is expected to continue rising in the second half, with the number of air traffic between the two countries likely to exceed last year's total of 25.14 million.

Airline Operation Status		
ICN	FREQUENCY	944/W
	DESTINATIONS	NRT, HND, KIX, FUK, NGO, CTS, OKA, KMJ, TAK, KOJ, OKJ, YGJ, KIJ, AOJ, KMI, KMQ, UBJ, MYJ, FSZ, OIT, KKJ, SDJ, HIJ, HSG, SHI, AKJ, OBO, UBJ, TKS, UKG, ISG, HKD
GMP	FREQUENCY	140/W
	DESTINATIONS	HND, KIX
PUS	FREQUENCY	206/W
	DESTINATIONS	NRT, KIX, FUK, CTS, NGO, MYJ, OKA, AKJ, KMJ
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		1,411/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



China: Specific Issue

- N/A

Airline Operation Status		
ICN	FREQUENCY	854/W
	DESTINATIONS	PEK, PVG, TSN, CAN, SHE, SZX, DLC, NKG, TAO, MDG, XIY, YNZ, YNJ CGQ, 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	64/W
	DESTINATIONS	PEK, PVG, SHE, TAO, YNJ, DYG, SYX, XIY, TNA
TAE	FREQUENCY	18/W
	DESTINATIONS	DYG, PVG, YNJ, TXN
CJJ	FREQUENCY	20/W
	DESTINATIONS	KWE, DYG, CGO
CJU	FREQUENCY	136/W
	DESTINATIONS	PEK, PVG, TSN, CSX, NTG, DLC, NKG, NGB, SHE, HGH, CGQ, CGO, HFE, PKX, KHN, XIY, SZX, DYG
TOTAL FLIGHT OPERATION		1,148/W

- Mr. Mesa asked about potential direct flights to Guam from other international ports. Mr. Park stated that discussions are ongoing with Aero K Airlines in Cheongju for direct flights from Cheongju to Guam. He also mentioned GVB Korea's marketing efforts, including B2C

events in Daejeon and Cheongju, highlighting Cheongju as a potential secondary city for direct flights from Korea. Mr. Mesa further inquired if the year's flight projections included arrivals from locations other than Incheon and Busan. Mr. Park confirmed a previous indirect flight from Daegu via Osaka to Guam. He also noted GVB Korea's upcoming roadshow in Daegu and their focus on Gwangju, which has the Muan airport. Despite challenges from the Jeju Air incident, Mr. Park expressed optimism about significant demand, indicating continued communication with airlines and targeting secondary cities like Gwangju, Daegu, and Cheongju.

- Ms. Benavente clarified that the current projections reflect known figures. She added that discussions are ongoing regarding Korean Air flights from Busan, possibly commencing in August, but this information was not included in the projections as it is yet to be confirmed.
- Chairman Eun suggested continuing airline subsidies for another one to two years. He reasoned that after this period, airline companies would have received all their aircraft orders, compelling them to utilize their fleets. Until then, airlines have the discretion to choose their operational airports. He urged the committee to persevere, assuring them of government support. He emphasized the necessity of this support, highlighting tourism as Guam's most vital industry, providing over 20,000 jobs and impacting the lives of over 70,000 people daily.
- James Rosenberg (Stroll) pointed out that Daejeon, one of South Korea's largest cities, also has one of the highest average incomes in the country, with an average of 87 million won. He observed that Korean visitors to Guam tend to spend less than Taiwanese and Japanese visitors. He suggested that by targeting different demographics, such as those from Daejeon, Guam could attract visitors with a greater inclination to spend.

5. OLD BUSINESS

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

OLD BUSINESS



WEDDING/HONEYMOON FAM TOUR & CONTENTS PRODUCTION

- Period: May 21 - May 25, 2025
- Participants: 15pax (8 TA / 5 Wedding / 2 Media / 1 GVB Korea)
- Participants company: TA (City Tour, YB Tour, Hana Tour, Verygood Tour, Honeymoon Tour, KTB, You Tour) / Wedding (Reminisce Forever, MWED, Direct Wedding, UN Wedding, Friche Wedding) / Media (Wedding H)
- Summary:
 - Provided a valuable **B2B session** that facilitated meaningful exchanges between FAM Tour participants and local Guam partners.
 - Included inspections of key wedding venues such as **Crystal Chapel and Jewel by the Sea**, as well as **hotel inspections** curated specifically to highlight **wedding-related services and themes**.
 - Offered participants to experience **Guam's unique cultural and leisure offerings** beyond weddings, reinforcing its potential as a wedding and honeymoon destination.

Wedding/Honeymoon FAM Tour Sketch



- Mrs. Sablan highlighted that this was the first Wedding/Honeymoon FAM Tour for the Korea Market.

OLD BUSINESS



WEDDING/HONEYMOON FAM TOUR & CONTENTS PRODUCTION

- Period: May 21 - May 25, 2025
- Participants: 6pax (2 celebrities/3 production team/1 GVB Korea)
- Deliverables: 3 promotional video (3mins), 5 short-form video (15 sec), 100+ photos
- Summary:
 - Produced valuable content and assets through the wedding fam tour featuring a celebrity couple.
 - Filmed at key tourist attractions, luxury restaurants, and romantic spots across Guam.
 - Produced high-quality visuals highlighting Guam's charm as a premier romantic destination.

Sketch Photos & Deliverables (Video contents to be followed)



- Mrs. Sablan extended her gratitude to Arluis Wedding for their significant support of this initiative. Addressing concerns about the viability of the wedding market, Mrs.

Sablan highlighted a consistent increase in weddings and marriages since 2023. Notably, 2024 saw 222,000 marriages, marking a 14.9% rise from the previous year.

- Mr. Mesa inquired about the prevalence of traditional Korean weddings in Korea versus the growing demand for destination weddings. Mrs. Sablan responded that while traditional Korean weddings remain popular, there is increasing interest in destination weddings, American-style weddings, and combined wedding/honeymoon packages. She also noted the potential for vow renewals and second marriages as additional options. Chairman Eun concurred with Mrs. Sablan, elaborating on a trend towards smaller weddings and weddings held outside of Korea. Mrs. Sablan further highlighted a slow increase in Korea's birth rate and government incentives for newly wed couples.

OLD BUSINESS



HANWHA EAGLES BASEBALL STADIUM B2C EVENT "GUAM BRAND DAY"

- Period & Time: June 4, 2025 (Booth Event: 16:30 - 19:00 / Game: 18:30 - 21:00)
- Venue: Hanwha Stadium, Daejeon
- GVB B2C Event:
 1. Outdoor Booth Event (Game, photo zone & Guam tattoo sticker experience)
 2. On-field Ceremonial Event (First Pitch / Batting Ceremony)
 3. In-game Advertising & Cleaning Time Event



- Summary:
 - Welcomed nearly 20,000 spectators and captivated them with the island's unique charm.
 - Operated a dedicated Guam booth at the stadium's main entrance, where pre-game visitors engaged with a range of interactive programs.
 - Participated in the ceremonial first pitch and swing, energizing the crowd and strengthening GVB's connection with Korean fans.
 - Prominently promoted Guam to a large audience through a video advertisement on the stadium screen and a cleaning time event.

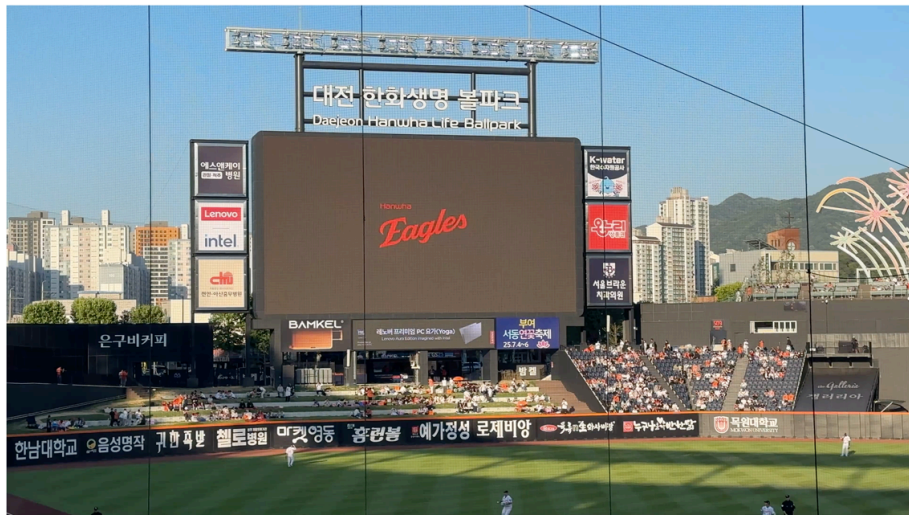


- Mrs. Sablan reported on the sold-out stadium event, noting high attendance. She also highlighted the ongoing six-month collaboration with Hanwha Eagles. To emphasize Guam's exposure, Mrs. Sablan pointed out that Daejeon, with a population of approximately 1.5 million, is South Korea's fifth-largest metropolis.

OLD BUSINESS



HANWHA EAGLES BASEBALL STADIUM B2C EVENT "GUAM BRAND DAY" – SKETCH PHOTOS



OLD BUSINESS



HANWHA EAGLES BASEBALL STADIUM B2C EVENT "GUAM BRAND DAY" – SKETCH PHOTOS



OLD BUSINESS



40TH SEOUL INTERNATIONAL TRAVEL FAIR (SITF)

- **Period & Time:** June 5 – June 8, 2025 (10:00 – 18:00)
- **Venue:** COEX C Hall (3F), Seoul, Korea
- **Host:** Seoul International Travel Fair Organization Committee, The International Tourism Forum
- **Co-exhibitors:** Arluis Wedding, Baldyga Group, Bayview Hotel Guam, Dusit Beach Resort Guam, Dusit Thani Guam Resort, Hoshino Resorts RISONARE Guam, KGGA, Pacific Islands Club Guam, PHR (Hilton Guam Resort & Spa, Hotel Nikko Guam, Rihga Royal Laguna Guam Resort, The Tsubaki Tower), Skydive Guam, Stroll, Valley of the Latte
- **No. of Visitors (4-day):** In total 43,822 pax (6/5: 12,148 pax, 6/6: 15,331 pax, 6/7: 10,769 pax, 6/8: 5,574 pax)
- **Summary:**
 - The GVB booth featured [live stage performances](#) and a visually [engaging photo zone](#) that highlighted Guam's unique appeal. As a result, the booth was honored with [The Best Booth PR Award](#).
 - Multiple interactive events were held, including an [SNS follow event](#), a [survey event](#), and a [photo zone event](#). Each event offered attractive prizes such as giveaway items, coffee coupons through raffles, and airline ticket draws.
 - Co-exhibitors also hosted various promotional events, collectively drawing strong interest and engagement from visitors throughout the fair.



- Mrs. Sablan expressed gratitude to the co-exhibitors for their participation in the Seoul International Travel event. The Guam booth garnered significant attention and was recognized with "The Best Booth PR Award."

6. NEW BUSINESS

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

NEW BUSINESS



NIGHT FLIGHT PROMOTION EFFORTS – AIRLINE CO-OP PROMOTION

- Period: April – July
- Airline: Korean Air, Jin Air, Jeju Air
- Objective:
 - To increase awareness and booking of night flights by highlighting its convenience and value.
 - To stimulate demand and drive more Korean travelers to visit Guam through time-efficient and cost-effective travel options.
 - To strengthen partnerships with airlines and reinforce Guam's positioning as a competitive short-haul destination.

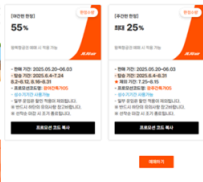
Airline Co-Op Promotion



- Period: April 21 – May 31, 2025 (2025 3Q promotion to be launched)
- Channel: Korean Air website
- Scheme: 10% discount coupon and lucky draw, and quiz event

- Period: May 20 – June 6, 2025 (2025 3Q promotion to be launched)
- Channel: Jeju Air website
- Scheme: 55% discount code for night flight, discount up to 25% for morning flight and affiliated hotel partners benefits extended.

- Period: June 12 – July 2, 2025 (2025 3Q promotion to be launched)
- Channel: Jin Air website
- Scheme: 15% discount for night flight, 10% discount for morning flight, and additional discount for Hotels.com and Kakao Pay items.



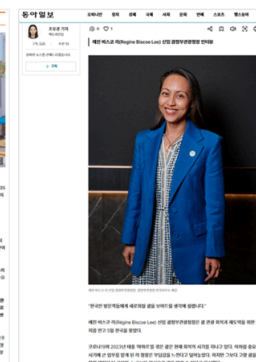
NEW BUSINESS



NIGHT FLIGHT PROMOTION EFFORTS – NEWSLETTER & MEDIA INTERVIEW

- Period: May – June, 2025
- Channel: GVB Newsletter
- Scheme: Disseminate newsletters on a regular basis to provide information on the operations and schedules of night flights to Guam operated by Korean Air, Jin Air, and Jeju Air.

- Period: June 11, 2025
- Media: Maeil Economy (Online/Print) & DongA.com
- Scheme: Highlighted expanded routes including night flights through President & CEO's interview



- To bolster night-flight promotions, GVB utilizes its newsletter for dissemination. During the SITF delegation visit, Maeil Economy & DongA featured the flights and Guam's offerings through an interview with GVB President & CEO Régine Biscoe Lee. This marked her first

interview in Korea, where she discussed Guam's attractions, her new presidency, and the new GVB administration's goals.

- Ms. Mia Soun (GVB Korea Office) discussed the feedback received in Korea regarding their PR efforts. She noted that while attending SITF, they engaged with various industry reporters, but DongA, a major daily newspaper, and Maeil Economy, a leading economic daily newspaper, primarily focused on portraying Guam as a destination for the "Generation MZ" — young, energetic, and dynamic, which aligns with President Lee's image. The goal was to cultivate a youthful perception of Guam, appeal to younger demographics, emphasize the night flight promotion, and highlight Guam's unique attributes.

NEW BUSINESS



NIGHT FLIGHT PROMOTION EFFORTS - OUT-OF-HOME ADVERTISEMENT

- Period: June 4, 2025 (Banner Ad is ongoing)
- Platform: Hanwha Life Ballpark LED / Banner
- Audience: 20,000 spectators per day
- Scheme: Placed Guam advertisement at Hanwha Life Ballpark LED screen and banner to promote destination and highlight the availability of additional night flights to Guam.

- Period: May 28 – June 16, 2025
- Platform: COEX 9 to 9 Cube (*digital signage advertisement)
- Audience: An average of 3 million visitors per month
- Scheme: Placed a Guam advertisement at COEX Mall for three weeks, in line with the Seoul International Travel Fair period, to promote the expansion of night flights to Guam.

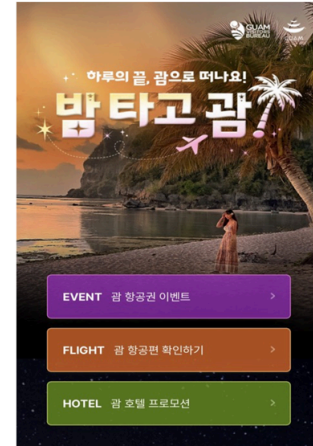
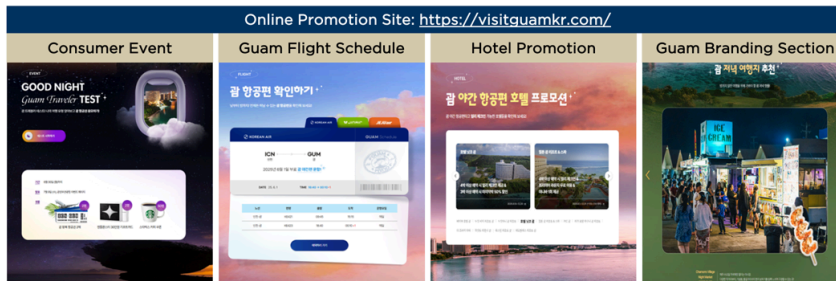


NEW BUSINESS



NIGHT FLIGHT PROMOTION EFFORTS – ONLINE PROMOTION

- Period: June 10 – June 30, 2025
- Channel: GVB Korea online promotion microsite
- Objective:
 - To promote newly added night flights to Guam and position Guam as an accessible travel destination.
 - To increase user engagement and inspire potential travelers amid expanded flight options and the upcoming summer travel season.
- Scheme
 - Online promotion focused on night flight, introducing Guam night flight operation information, night flight hotel promotion information, and consumer event.
- No. of Participants 12,132 participants (as of June 16)



NEW BUSINESS



FY2025 UPCOMING PROJECT: KGGA GOLF FAM TOUR

- Period: June 18 - 22, 2025
- Participants: 30 pax (22 TAs, 3 Media, 2 Influencers, 3 KGGA)
- Golf Club Partners: Country Club of the Pacific, Sono Felice CC Guam Mangilao, Sono Felice CC Guam Talofofo, Finest Guam Golf & Resort, Leopallace Resort Country Club
- Program: Golf Club rounding & inspection, activities and seminar
- Objective:
 - Promote Guam as a premier golf destination by collaborating with KGGA, offering firsthand experiences at top golf courses, and integrating Korean Air's re-launched night flights.
 - Boost post-tour visibility through travel agency promotions and media coverage, driving increased awareness and consumer interest in Guam golf tourism in the Korean market.



- Mrs. Sablan expressed gratitude to the Golf Club partners for agreeing to host the KGGA Golf FAM participants and showcasing their properties.

NEW BUSINESS



FY2025 UPCOMING PROJECT: INA WELL FEST

- **Period:** June 20 – June 24, 2025 (Ina Well Fest: June 21 – June 22)
- **Location:** Leopold Resort Guam
- **Participants:** 3 pax (1 Influencer, 1 Companion, 1 GVB Korea)
- **Objective:**
 - To promote Ina Well Fest event and position Guam as an ideal [wellness travel destination](#).
 - To reach a wider Korean audience by collaborating with a wellness-focused influencer and produce engaging digital contents shared via influencer channel.
- **Scheme:**
 - Yoga influencer to participate in Ina Well Fest and produce Guam wellness travel content.
 - Also experience a Yoga class at the hotel and attractions/activities on Guam.
- **Deliverables:** 5 Instagram postings, 1 YouTube video posting, 30+ still images



Ina Well Fest Influencer – Kim, Seon Ah



- 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	\$ 231,000.00	\$ 165,000.00	\$ -	0.00%
SMD019	Travel Agent Co-Ops & Sales Calls	\$ 438,000.00	\$ 274,270.37	\$ 140,400.00	\$ 23,329.63	5.33%
AIP0024a	Airline Co-ops & Load Factor Incentives	\$ 766,000.00	\$ 359,000.00	\$ 220,000.00	\$ 187,000.00	24.41%
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	\$ 299,074.75	\$ 103,004.46	\$ 197,920.79	32.99%
ADV011	Public Relations, Advertising, and Media Tie-ins	\$ 795,000.00	\$ 212,046.58	\$ 37,800.00	\$ 545,153.42	68.57%
TTC018	Familiarization Tours	\$ 175,000.00	\$ 22,850.44	\$ 137,944.79	\$ 14,204.77	8.12%
SMD023	Sales Market Development	\$ 1,229,200.00	\$ 307,924.27	\$ 725,013.41	\$ 196,262.32	15.97%
BUDGET GRAND TOTAL		\$ 9,500,000.00	\$ 2,224,366.41	\$ 5,916,762.66	\$ 1,358,870.93	14.30%



7. ANNOUNCEMENTS

- The next KMC meeting will be Tuesday, July 15, 2025, at 3:30 p.m. (subject to change).

COMMITTEE DISCUSSION:

- **Korea Roadshow Update:** Chairman Eun inquired about upcoming events in Korea. Mr. Park confirmed the 2025 Korea Roadshow, an offline event, is tentatively scheduled for mid-September, specifically the week of September 15th. This timing avoids the Chuseok Holiday in the first week of October, ensuring a sufficient gap. Chairman Eun requested exact dates, and Ms. Benavente stated an official letter with details would be provided next month. Mr. Rosenberg asked if the roadshow would only be held in Seoul and Busan, and Ms. Benavente confirmed it is still under discussion, with consideration for adding more cities.
- **Korean Air Busan Night Flight:** Mr. Park announced that Korean Air has opened booking channels on its website for the night flight departing from Busan to Guam, noting the Korea team's increased focus on the Busan market. Mr. Rosenberg inquired whether it was a separate flight or a codeshare with Jin Air, to which the committee confirmed it's a separate flight.
- **Electronic Travel Authorization (ETA) Concerns:** Mr. Young Min Kim (Pacific Islands Club) shared that during a recent Korean Guam Travel Association (KGTA) meeting, there were raised concerns about the ETA process, particularly issues observed in early June. He highlighted that individuals with a pending ETA status are unable to receive assistance, even after attempting to contact the Korean consulate and the U.S. Embassy. Mr. Kim noted that by the time visitors receive ESTA approval, it's often too late, and he has seen comments on Korean blogs regarding delays in obtaining ESTA on time. Chairman Eun clarified that there are two visa options: ESTA and the Guam-CNMI Visa Waiver Program. He inquired whether Mr. Kim's concerns pertained to both or just one visa. Mr. Kim responded that the concerns primarily relate to ESTA, as people tend to use it. Mr. Jaejun Lee (Lotte Duty Free) explained that ESTA is often preferred because it is free. He added that while applicants are advised to apply five days in advance, the process is taking longer. Consequently, those who wait until the last minute often resort to paying for the faster G-CNMI visa. Chairman Eun emphasized the need to address this issue and suggested that President Lee handle it on the government side, with the hope that Congressman Moylan could also intervene.
- **Korean Guam Travel Association (KGTA) Meeting & Optional Tour Focus:** Mr. Kim announced that the next KGTA meeting will take place at the Lotte Hotel on Friday, June 19, 2025, at 4:00 p.m. He stated that any further information from KGTA members would be shared with the KMC. Following a recent discussion with KGTA, Chairman Eun expressed interest in expanding the GVB platform to include more optional tour companies. This would enable GVB to promote these companies, allowing them to benefit from increased visibility. He stressed the importance of prioritizing this effort.
- **Free Independent Traveler (FIT) Data:** Ms. Jueyeom Son (PIC) inquired about specific data on the exact percentage of FITs broken down by hotels. Ms. Benavente said she will request that information from the research department. Chairman Eun noted that overall FITs account for approximately 60-70%, though this percentage varies significantly by hotel, with some strongly focused on FITs while others still depend on wholesalers. Chairman Eun highlighted the clear trend away from the previous 80-90% reliance on wholesalers.



8. ADJOURNMENT

- Chairman Eun adjourned the meeting at 4:10 p.m.

Minutes Prepared By:

Cierra Sulla, Marketing Manager – Korea

Minutes Reviewed By:

Margaret Sablan/Nicole Benavente, Senior Marketing Manager – Korea

Minutes Approved By:

Nadine Leon Guerrero, Director of Global Marketing