

KOREA MARKETING COMMITTEE (KMC) MEETING MINUTES

Tuesday, March 18, 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. Baldyga Group - Annie
2. Crowne Plaza Resort Guam - Alice Kim*
3. DON DON DONKI Guam - J. Aguilar
4. Dusit Thani Guam Resort - Elisha Lee*
5. Fish Eye Marine Park - Akihiro Tani
6. Guam Guam Style Consulting - Mike Soderquest*
7. Guam Hana Tour - Jong In Cheong
8. Guam Premier Outlets - Monte Mesa, Suzanne Perez*
9. Nicole Carriaga*, Estella E.*
10. Guam Reef Hotel - Yuki Motoda*
11. Hyatt Regency Guam - Madelaine Cosico*
12. Korea Guam Travel Association (KGTA) - Jong In Cheong
13. Leoplace Guam Resort - Keiko Takano*
14. Micronesia Mall - Anna T*, Francis Lira*
15. Nissan Rent A Car Guam - Michael Tamayo*
16. Pacific Islands Club - Koji Nagano*
17. Sentry Hospitality LLC - Valerie Carbullido*
18. Spa ayualam (Premier Beauty and Spa Guam, Inc) - Yuta*
19. Stroll - James Rosenberg
20. The Westin Resort Guam - Yoshi Otani*, Julia Kim*

GVB Board/Management/Staff Present:

1. GVB Director, KMC Chairman – Ho Eun
2. GVB President & CEO – Régine Biscoe Lee
3. GVB Director of Global Marketing – Nadine Leon Guerrero
4. GVB Senior Marketing Manager, Korea –Margaret Sablan
5. GVB Senior Marketing Manager, Korea – Nicole Benavente
6. GVB Senior Marketing Manager, Japan/Taiwan – Elaine Pangelinan
7. GVB Marketing Manager, Korea – Cierra Sulla
8. GVB Public Information Officer – Lisa Bordallo
9. GVB Web & IT Coordinator Assistant – Brian Cha
10. GVB South Korea Country Manager - Jay Park*
11. GVB Korea Office*

Members Absent:

1. 7-Day Supermarket
2. Arluis Wedding
3. Bayview Hotel
4. Goodwind Development Corporation
5. GTA
6. Guam Plaza Resort & Spa
7. Hard Rock Cafe
8. Hilton Guam Resort & Spa
9. Hoshino Resorts RISONARE
10. Hotel Nikko Guam
11. Hotel Tano
12. International Dining Concepts, LLC
13. Jae Yu
14. Japan Buslines
15. Jeju Air
16. Kloppenburg Enterprises
17. Lam Lam Tours (T.P. Micronesia, Inc.)
18. Linden Akademia
19. Lotte Duty Free
20. Lotte Hotel Guam
21. RIHGA Royal Laguna Guam Resort
22. Royal Orchid Guam Hotel
23. The Tsubaki Tower
24. Tommy Hilfiger
25. Triple J Enterprises, Inc.
26. United Airlines
27. University of Guam
28. Valley of the Latte

1. CALL TO ORDER

- KMC Chairman Mr. Ho Eun called the meeting to order at 3:31 pm.

2. REPORT OF COMMITTEE CHAIRMAN

- Chairman Eun reported that the Korean won's exchange rate with the USD had decreased to ₩1,436. This drop was attributed to the National Pension Plan (NPS), which manages \$870 billion, with half invested in foreign assets requiring conversion from Korean won to USD. To stabilize the market, the Bank of Korea initiated a swap agreement with NPS, requiring them to hedge 10% of their foreign investments (approximately \$40 billion) by selling \$4 billion per month. This impacts the exchange rate and has detrimental economic effects. Market participants, aware of this policy, delay USD purchases to capitalize on lower rates, creating arbitrage opportunities. The policy prevents significant decreases in the won, negatively affecting tourism due to unfavorable exchange rates. Chairman Eun is engaging stakeholders in Korea and conducting due diligence for a potential policy change, emphasizing the need for change due to the Bank of Korea's decision and its consequences.

3. REPORT OF MANAGEMENT

- The report of management began with an introduction of the new President & CEO, Régine Biscoe Lee. Ms. Lee expressed her pleasure of meeting everyone in person and those joining virtually, and stated that she was looking forward to working with all of them.



Introduction

GVB President & CEO, Régine Biscoe Lee

- Former Senator, 34th & 35th Guam Legislatures; advocate for workforce development, small business, and environmental sustainability
- Experienced policy advisor, consultant, and community leader
- Delegate for Guam to the 2012, 2016, 2020 Democratic National Conventions; 2024 DNC National Committeewoman
- Recognized by the Obama Foundation, U.S. Commission on Civil Rights, and APAICS (Asian Pacific American Institute for Congressional Studies)
- Serves on boards for Amphibious Aquatics, Guam Women's Chamber, and Famalao'an Rights





- Senior Marketing Manager Ms. Nicole Benavente presented the latest arrival numbers.

January 2025



January 1-31, 2025

Total: 66,005 (44.7% of 2019)

% Market Mix	Origin	2019	2024	2025	% of 2019
51.5%	Korea	69,295	46,740	33,999	49.1%
29.7%	Japan	58,021	18,955	19,612	33.8%
9.7%	US/Hawaii	8,536	8,507	6,400	75.0%
1.2%	Philippines	1,277	1,017	773	60.5%
2.6%	Taiwan	2,461	197	1,711	69.5%
1.1%	China	1,261	370	725	57.5%
0.1%	Hong Kong	454	31	41	9.0%

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

February 2025



February 1-15, 2025

Total: 30,788 (41.2% of 2019)

% Market Mix	Origin	2019	2024	2025	% of 2019
50.2%	Korea	33,225	21,751	15,465	46.5%
34.1%	Japan	30,884	8,559	10,513	34.0%
8.9%	US/Hawaii	3,292	3,352	2,727	82.8%
1.6%	Philippines	529	457	493	93.2%
0.2%	Taiwan	1,821	541	57	3.1%
0.9%	China	2,390	643	291	12.2%
0.1%	Hong Kong	609	61	22	3.6%

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

Note: February 2025 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2025



January – February 15, 2025

Total: 96,793 (43.5% of 2019)

% Market Mix	Origin	2019	2024	2025	% of 2019
51.1%	Korea	102,520	68,491	49,464	48.2%
31.1%	Japan	88,905	27,514	30,125	33.9%
9.4%	US/Hawaii	11,828	11,859	9,127	77.2%
1.3%	Philippines	1,806	1,474	1,266	70.1%
1.8%	Taiwan	4,282	738	1,768	41.3%
1.0%	China	3,651	1,013	1,016	27.8%
0.1%	Hong Kong	1,063	92	63	5.9%

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

Note: February 2025 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2025



October 2024 – February 15, 2025

Total: 271,537 (43.6% of 2019)

% Market Mix	Origin	2019	2024	2025	% of 2019
49.4%	Korea	284,587	171,611	134,262	47.2%
31.6%	Japan	249,688	78,087	85,782	34.4%
10.1%	US/Hawaii	34,426	31,881	27,358	79.5%
1.9%	Philippines	8,209	5,122	5,223	63.6%
1.1%	Taiwan	10,570	1,259	2,972	28.1%
0.7%	China	6,993	1,941	1,998	28.6%
0.1%	Hong Kong	3,091	331	227	7.3%

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

Note: February 2025 Daily Arrivals reflect Civilian Air arrivals only

4. MARKET UPDATES

- Ms. Benavente presented the travel trade issue.

MARKET UPDATES



TRAVEL TRADE UPDATE IN KOREA

“Korean Air unveils new CI and aircraft livery at Rising Night”



On March 11, 2025, at Korean Air Headquarters Hangar in Seoul, Korean Air unveiled its new Corporate Identity (CI) for the first time in 41 years, marking its integration with Asiana Airlines. The updated CI modernizes the Taeguk emblem, symbolizing Korea's leading integrated carrier, and will be used in three variations: the full emblem with the "KOREAN AIR" logo, a simplified "KOREAN" version, and the emblem alone. The airline also introduced a new livery for its Boeing 787-10, featuring the bold "KOREAN" logo while maintaining its signature sky-blue color with a metallic finish. The redesigned CI, including new fonts and icons, will be gradually incorporated across all customer touchpoints.

MARKET UPDATES



TRAVEL TRADE UPDATE IN KOREA

Daemyung Sono Group acquires T'way Air & Onward Mangilao and Talofofo golf clubs in Guam

Sono International, the holding company of Daemyung Sono Group, has agreed to acquire the management control of T'way Air Co. on Feb 26. Sono was T'way's second-largest shareholder with a 26.77 percent stake, and the agreement boosted its share in the air carrier to 54.79 percent.

Daemyung Sono has also signed an acquisition agreement with Onward Resort and Golf, which owns 'Mangilao Golf Club' and 'Talofofo Golf Club' in Guam and began its operation on March 1st.

SONO
INTERNATIONAL



- Ms. Benavente presented the airline schedule for March, April and May.

MARKET UPDATES



AIRLINE SCHEDULE – MARCH

• Incheon - Guam

*Airline schedule is flexible, subject to change.

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:15	14:35	10,478
Jeju Air	7C3101	DAILY	10:05	15:25	5,859
Jin Air	LJ913*	DAILY	09:35	14:50	4,536
	LJ915**	DAILY	08:30	13:50	2,268
T'way Air	TW303	DAILY	08:05	13:30	5,859
TOTAL					29,000

* LJ913: Suspension from Mar 6th – Mar 12th

** LJ915: Dec 19th – Mar 12th; Daily

Jin Air, due to aircraft maintenance and a grounded aircraft in Muan International Airport, LJ913 will be temporarily suspended in early March, and LJ915's operation period shortened to mid-March

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	DAILY & 4/W	19:55	01:15+1	3,591
TOTAL					3,591

* LJ921: Dec 12th – Mar 3rd; Daily

Mar 4th – Mar 29th; 4/W



TOTAL OUTBOUND
SEAT CAPACITY
(MARCH):

32,591 SEATS

MARKET UPDATES



AIRLINE SCHEDULE – APRIL

• 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
Jeju Air	7C3101	DAILY	10:40	16:05	5,670
Jin Air	LJ913	DAILY	09:20	14:45	5,670
T'way Air	TW305	DAILY	09:00	14:30	5,670
TOTAL					27,150

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W	21:00	02:00+1	3,213
TOTAL					3,213

* LJ921: Apr 2nd – June 21st; 4/W (Mon, Wed, Fri, Sat)



TOTAL OUTBOUND
SEAT CAPACITY
(APRIL):

30,363 SEATS

MARKET UPDATES



AIRLINE SCHEDULE – MAY

• 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
Jeju Air	7C3101	DAILY	10:40	16:05	5,859
Jin Air	LJ913	DAILY	09:20	14:45	5,859
T'way Air	TW305	DAILY	09:00	14:30	5,859
TOTAL					28,055



TOTAL OUTBOUND
SEAT CAPACITY
(MAY):

31,457 SEATS

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W	21:00	02:00+1	3,402
TOTAL					3,402

*LJ921: May 1st– Jun 22nd & August 25th – September 31st: 4/W (Mon, Wed, Fri, Sat)
Jun 23rd – August 24th & Oct 1st – Oct 12th: Daily

- Ms. Benavente presented the Supply & Demand Projection

KOR-GUM SUPPLY & DEMAND PROJECTION



FY2025 PROJECTION

KOR-GUM SUPPLY	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
SEAT CAPACITY	37,918	30,552	35,426	41,285	36,302	32,591	30,363	31,457	30,930	39,773	39,206	36,033	421,836
KOR-GUM DEMAND	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
LOD FACTOR %	83%	91%	95%	86%	88%	85%	88%	90%	91%	92%	91%	90%	89%
TOTAL VISITOR	31,412	27,767	33,508	35,674	31,946	27,702	26,719	28,311	28,146	36,591	35,677	32,430	375,883
KOREAN VISITOR	27,897	25,600	31,301	33,999	29,550	25,625	24,715	26,188	26,035	33,847	33,002	29,997	347,756
FOREIGN NATIONAL %	11%	8%	7%	5%	7%	8%	8%	8%	8%	8%	7%	7%	7%

CY2025 PROJECTION

KOR-GUM SUPPLY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
SEAT CAPACITY	41,285	36,302	32,591	30,363	31,457	30,930	39,773	39,206	36,033	38,828	38,490	39,773	435,031
KOR-GUM DEMAND	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
LOD FACTOR %	86%	88.0%	85.0%	88.0%	90.0%	91.0%	92.0%	91.0%	90.0%	93.0%	88.0%	90.0%	89%
TOTAL VISITOR	35,674	31,946	27,702	26,719	28,311	28,146	36,591	35,677	32,430	36,110	33,871	35,796	388,974
KOREAN VISITOR	33,999	29,550	25,625	24,715	26,188	26,035	33,847	33,002	29,997	33,402	31,331	33,111	360,802
FOREIGN NATIONAL %	5%	7%	8%	8%	8%	8%	8%	7%	7%	7%	7%	7%	7%



- Ms. Benavente shared 2025 projections, noting they are updated constantly. The projections are based on confirmed information, with various scenarios created with South Korea Country Manager Jay Park's help, depending on different airline arrival times. Total Korean visitors for the entire fiscal year is projected to be 347,756 visitors. She acknowledged this number is not great, being about 11% lower than last fiscal year. Ms. Benavente mentioned working hard on an aggressive airline support program to increase this number, but also indicated this projection could be considered a worst-case or most conservative scenario.
 - Chairman Eun explained how the U.S. government is trying to lower interest rates. President Trump is trying to lower the interest rate to reduce the interest payment, which the US cannot sustain at the current level. Two years ago, the Biden administration and the FOMC supported issuing shorter-term bills and bonds, increasing the US debt. When Trump took office this time, he had to face \$1.3 trillion in interest, which the US cannot survive. That's why he's trying to lower the interest rate. If banks buy more US bonds, the bond interest rate will go down, and so will the market rate. The Trump administration is trying to lower the 10-year bond rate, but they have to do it slowly to avoid the Yen carry trade, which would be a big problem for the US. As long as the interest rate goes down, the exchange rate will change, and tourists will come back because they can have purchasing power. Chairman Eun stressed it's not easy, but it will be better because the US government cannot sustain the current interest rate.
 - Mr. Monte Mesa of Guam Premier Outlets and Tumon Sands Plaza expressed enthusiasm for the incredible investment from Korea in Guam, and inquired about the potential for further Korean investment given the current situation. Chairman Eun responded that attracting additional Korean investment would be challenging due to the current exchange rate, and that he doesn't anticipate many companies coming to Guam at this moment. Mr. Mesa added that this would not apply to Korean companies that have already made substantial US investments using US dollars. He noted that aside from Chairman Eun's company, there hadn't been credible investment from Korea in a while. However, a couple more credible companies have now made substantial investments, which he felt is a very positive indicator for the Korean market.
- Ms. Benavente presented the competitive destination update.

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Thailand: Specific Issue

- The tourism tax of 300 baht (\$9) a person will come into force for foreign tourists by the end of this 2025, according to the Tourism and Sports Minister.
- The ministry will summarize this issue later to ensure that all foreigners using a passport to visit Thailand will be able to access life and accident insurance.

Airline Operation Status		
ICN	FREQUENCY	160/W
	DESTINATIONS	BKK, HKT, CNX, DMK
PUS	FREQUENCY	32/W
	DESTINATIONS	BKK, CNX
TAE	FREQUENCY	7/W
	DESTINATIONS	BKK
TOTAL FLIGHT OPERATION		199/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Japan: Specific Issue

- Japan's government is considering raising the ¥1,000 (\$6.7) International Tourist Tax, charged as a departure tax.
- The plan includes expanding its use to address overtourism, a growing issue in many areas due to the rapid rise in foreign visitors.

Airline Operation Status		
ICN	FREQUENCY	924/W
	DESTINATIONS	NRT, HND, KIX, FUK, NGO, CTS, OKA, KMI, TAK, KOJ, OKJ, YGJ, KIJ, AOK, KMI, KMQ, UBJ, MYJ, FSZ, OIT, KKJ, SDJ, HIJ, HSG, SHI, AKJ, OBO, UBJ, TKS
GMP	FREQUENCY	126/W
	DESTINATIONS	HND, KIX
PUS	FREQUENCY	204/W
	DESTINATIONS	NRT, KIX, FUK, CTS, NGO, MYJ, OKA, AKJ, KMI
TAE	FREQUENCY	28/W
	DESTINATIONS	NRT, KIX, FUK, CTS
CJ	FREQUENCY	48/W
	DESTINATIONS	KIX, NRT, FUK, CTS, IBR, NGO
CJU	FREQUENCY	10/W
	DESTINATIONS	KIX
TOTAL FLIGHT OPERATION		1,340/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



China: Specific Issue

- Around 650K Koreans traveled to China between November 2024 and January 2025, up 60.6 % from the same period a year earlier, following Beijing's decision to grant visa-free entry to Korean nationals in November 2024.

Airline Operation Status		
ICN	FREQUENCY	747/W
	DESTINATIONS	PEK, PVG, TSN, CAN, SHE, SZX, DLC, NKG, TAO, MDG, XIY, YNZ, YNJ CGQ, TFU, CKG, CGO, XMN, HGH, KWL, DYU, 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	65/W
	DESTINATIONS	PEK, PVG, SHE, TAO, YNJ, DYU, SYX, XIY, TNA
TAE	FREQUENCY	13/W
	DESTINATIONS	DYG, PVG, YNJ
CIJ	FREQUENCY	6/W
	DESTINATIONS	KWE
CIU	FREQUENCY	118/W
	DESTINATIONS	PEK, PVG, TSN, CSX, NTG, DLC, NKG, NGB, SHE, HGH, CGQ, CGO, HFE, PKX, KHN, XIY, SZX
TOTAL FLIGHT OPERATION		1,005/W

- Chairman Eun explained that while Japan used to have more than 1,600 flights per week, the number has decreased. However, the weakening Yuan may make travel to China more appealing to Koreans, which would negatively impact Guam's tourism.

5. OLD BUSINESS

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

OLD BUSINESS



FY2025 ACCOMPLISHED PROJECT: ed:m INTERNATIONAL EDUCATION FAIR

- **Period & Time:** March 8 – March 9, 2025 (11:00 – 17:00)
- **Venue:** COEX E Hall (3F), Seoul, Korea
- **Booth:** (1) standard booth (Table)
- **GVB Co-Exhibitors:** Harvest Christian Academy, Hotel Nikko Guam, Westin Resort Guam, Linden Akademia, Guam Guam Style Consulting and Leopallace
- **Results:** 4,500 visitors (1st Day: 2,500 pax / 2nd Day: 2,000 pax) & 114 Companies & 150 Booths
- **Summary & Comments:**
 - Participated in the education fair with a basic booth strategically positioned near the main entrance to maximize foot traffic.
 - Promoted study opportunities in Guam as the closest U.S. destination to Korea with material display at the event, emphasizing its high-quality education system.
 - The majority of attendees expressed strong interest in counseling, seeking in-depth consultations on various educational opportunities.
 - Most booth visitors were parents of elementary to high school students who were seriously considering study abroad and language programs.
 - Given the high engagement, future participation as a larger-scale counseling booth with co-exhibitors is recommended.






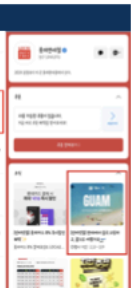
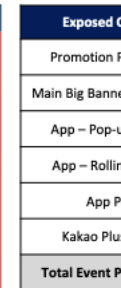
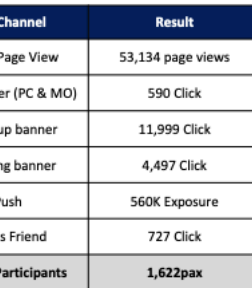
- Chairman Eun suggested GVB collaborate with GDOE. According to Director of Global Marketing Ms. Nadine Leon Guerrero, GDOE Superintendent Dr. Swanson seems supportive of student exchange programs. Chairman Eun said the facility should be available as GDOE is adjusting the number of schools. He explained that the key point is to spread out the students so they are forced to speak English instead of talking to their friends in their native language. Chairman believes if such a program is created, GVB can handle the marketing.
- Chairman Eun suggested that we could stimulate the economy by tapping into student exchange programs, from kindergarten through college. Students could stay for the summer or the entire year, and their parents could visit, boosting the economy overall. Ms. Lee suggested that increased collaboration with UOG could help attract more students to Guam. Mrs. Sablan noted that while UOG and GCC have done a great job advocating for themselves and developing MOUs with universities in Korea, the market for non-collegiate students (middle school, high school, and elementary) remains largely untapped. Chairman Eun proposed a goal of attracting 5% of the student population (approximately 1500 students), which could translate to 150,000 tourists. He acknowledged that the student population is getting smaller, but believes that this strategy could still be successful.

OLD BUSINESS



FY2025 ACCOMPLISHED PROJECT: LOTTE DUTY FREE CO-OP PROMOTION

- **Period:** February 3 - March 9, 2025
- **Channel:** Lotte Duty Free official website, mobile application, SNS channels (IG, Kakao Friend)
- **Scheme:**
 - 1) Open Guam-exclusive promotion page and conducting consumer promotions
 - 2) Consumers who purchase over \$200 via LDF online are eligible to win the prizes
 - 3) Provide Guam travel voucher & benefits to the winners
- **Summary:**
 - Enhanced Guam's visibility as a premier travel destination by leveraging Lotte Duty Free's extensive promotional channels.
 - Successfully engaged travelers through exclusive shopping perks, resulting in increased consumer participation.
 - Drove strong conversion rates, with high engagement in the promotion and awarded Guam travel vouchers to winners, reinforcing interest in Guam tourism.

Lotte Duty Free Promotion Exposure		Exposed Channel	Result
		Promotion Page View	53,134 page views
		Main Big Banner (PC & MO)	590 Click
		App – Pop-up banner	11,999 Click
		App – Rolling banner	4,497 Click
		App Push	560K Exposure
		Kakao Plus Friend	727 Click
		Total Event Participants	1,622pax

6. NEW BUSINESS

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

NEW BUSINESS



AIRLINE CO-OP PROMOTION

- **Period & Time:** February 27– March 31, 2025
- **Channel:** Korean Air, Jin Air, Jeju Air, T'way Air
- **Objective**
 - To drive sustained growth in airline bookings and increase visitation to Guam through strengthened partnerships with airlines
 - To offer exclusive travel benefits and optimize operation efficiency to enhance customer satisfaction and boost profitability
 - To expand Guam's visibility in Korean travel market, positioning it as a premier, must-visit destination

Airline Promotion Reference

KOREAN AIR	JIN AIR	JEJUair	t'way
<ul style="list-style-type: none"> Period: March 4 – March 31, 2025 Channel: TA channels Scheme: Promote Korean Air package in various TA channels with promotion page 	<ul style="list-style-type: none"> Period: March 5– March 31, 2025 Channel: TA channels Scheme: Promote Jin Air package in various TA channels with promotion page 	<ul style="list-style-type: none"> Period: March 20 – March 31, 2025 Channel: Jeju Air channels Scheme: Offered discount code, instant discount via affiliated payment, and hotel benefits 	<ul style="list-style-type: none"> Period: March 10 – March 31, 2025 Channel: TA channels Scheme: Conduct sales contest among TA channels with T'way Air package
			

- Mrs. Sablan explained that we offer co-op promotion, which is primarily marketing assistance, in addition to airline support and incentives. Our annual co-op budget of approximately \$436,000 is divided quarterly among the various airlines, based on the seats they provide. Therefore, the amount of support we give each airline can vary.

NEW BUSINESS



FY2025 Q3 ONLINE PROMOTION

- **Period:** March 10 - March 30, 2025
- **Channel:** GVB Korea online promotion microsite
- **Objective:**
 - To increase exposure of Ko'Ko' Road Race as well as user engagements and attract potential participants
 - To position Guam as an ideal marathon & running destination and encourage travel reservations via exposure of OTA promotions
- **Scheme**
 - Online promotion page introducing Ko'Ko' Road Race featuring 1 running themed consumer event, 7 Ko'Ko' Road Race OTA promotions, and Guam branding section
- **No. of Participants** 3,131 participants (as of March 13)



- Mrs. Sablan stated that in addition to the GVB website, GVB Korea uses microsities to control and implement online promotion. These microsities are used to promote current events and promotions, such as the upcoming Ko'ko' Road Race signature event. The microsities are constantly updated to include the latest promotions and incentives, including those offered in partnership with travel agencies.

NEW BUSINESS



2025 BUSAN INTERNATIONAL EDUCATION & CAREER FAIR

- **Period & Time:** April 18 – April 19, 2025 (10:00 – 18:00)
- **Venue:** BEXCO Exhibition Center 2 – 4E Hall, Busan, Korea
- **Host:** Korea Trade Fairs LTD
- **GVB Co-Exhibitors:** Crowne Plaza Resort, Guam Guam Style Consulting (*to be updated)
- **Objective:**
 - Expand Guam's presence in the Korean education market by promoting its language programs and academic opportunities to students and parents in Busan and the southeastern region.
 - Leverage Busan's status as Korea's second-largest city to reach a wider audience beyond the capital area.
- **Scheme:**
 - As the first education fair in Busan hosted by Korea Trade Fairs LTD, only standard booths are available. GVB will participate with a two-table standard booth to enhance awareness of Guam's educational tourism.
 - GVB will distribute co-exhibitor's promotional materials to highlight language programs and study-abroad opportunities.
 - An SNS follow event and a survey event will be conducted to drive engagement and collect valuable insights.

2025 Seoul International Education & Career Fair Reference



- Mrs. Sablan noted that GVB members will not be charged to display their promotional materials at the Busan fair, as this will be GVB's first time participating.

NEW BUSINESS



2025 KO'KO' ROAD RACE PROJECTS

- **Period:** April 10 - April 13, 2025
- **Program:**
 - April 10: Media conference
 - April 12: Ko'Ko' Kids Fun Run
 - April 13: Ko'Ko' Road Race
- **Objective:**
 - To widely promote and increase recognition of Ko'ko' Road Race to runners and family travelers in Korea, aiming to increase participation of Korean travelers
- **Scheme**
 - Co-op with travel trade partners to develop sports themed travel package with additional benefits
 - Co-op with influencers to promote Ko'Ko' Road Race to their followers and acquire visual assets for GVB usage
 - Co-op with consumer brand to increase awareness of the event partner's brand power & owned channel traffic
 - Co-op with Media and conduct advertisement to broad audience and boost participants



GVB Korea Co-op Partners





NEW BUSINESS



2025 KO'KO' ROAD RACE SPECIFIC PROJECT: CO-OP WITH SPORTS INFLUENCER

- **Period:** April 9 – April 14, 2025
- **No. of Pax:** 4 pax (1 Influencer, 1 Manager, 2 Filming crew)
- **Channel:** Kang So Yeon's Instagram and Youtube Channel
- **Scheme:**
 - Invite Sports Influencer and target the key source market
 - Showcase Guam's running environment and travel highlights via contents postings
- **Deliverables:** 1 YouTube Content, 1 Instagram feed post, 1 Instagram Story, Images
- **Media Value:** 1,617,000 +@




Kang So Yeon	SNS Channel (Instagram & YouTube)
 <p>Kang So-yeon gained widespread recognition after appearing in Season 1 of the popular Korean dating reality show 'Single's Inferno'. Beyond beauty advertisements, she is also broadening her reach into the sports industry, showcasing her versatility across multiple fields.</p> <ul style="list-style-type: none"> ■ Instagram: @kangsoyeon_ (1.6M) ■ Youtube: @kangsoyeon (206K) 	

NEW BUSINESS



2025 KO'KO' ROAD RACE SPECIFIC PROJECT: MEDIA TIE-IN (WOMEN SENSE & MONEY TODAY)

- **Period:** April 9 ~ April 14
- **Media:** Women Sense Magazine
- **Channel:** Website: <https://www.womensense.co.kr/woman>
Instagram(1M) : <https://www.instagram.com/iwomensense/>
- **Circulation:** 100,000 monthly
- **Scheme:**
 - Invite selected Women Sense K-kid (Kids ambassador) and filming group to Guam for Ko'ko' Kids Fun Run.
 - Promote Ko'Ko' Road Race and Kids Fun Run with activities and the island of Guam through advertorials to target family with kids
- **Deliverables:** Advertorials in May or June issue, website exposure incl. banner ad, Woman Sense Instagram postings, influencer postings
- **Media Value:** \$2,576,500 (estimated)

Media	Influencer Profile (Mom and Daughter)	Example Image of Women Sense
 <ul style="list-style-type: none"> ■ Target: 3050 young mom ■ Circulation: 100,000 monthly 	 <ul style="list-style-type: none"> ■ Name: Goeun (K-Queen 11th) ■ Instagram: @ggon_nim (15K) ■ Show host and Model 	 <p>* Images Generated by AI</p>

NEW BUSINESS



2025 KO'KO' ROAD RACE SPECIFIC PROJECT: CONSUMER BRAND COLLABORATION WITH GO PRO

- **Period:** April 9 – April 14, 2025
- **No. of Pax:** 4 pax (4 Go Pro Influencers)
- **Channel:** Go Pro Official SNS Channel & Go Pro Influencer Channel
- **Scheme:**
 - Collaborate with Go Pro Family influencers and create Guam visual asset & contents capturing key moments of the Ko'ko' Road Race and activities in Guam
 - Influencers to participate in Ko'ko' Road Race 5K Ekiiden Relay
 - Generated Guam contents to be exposed on Go Pro and each influencer's Instagram channel
- **Deliverables:** 3+ IG postings Go Pro, 5+ IG postings per influencer, 50+ still images for GVB usage per influencer, 15+ video clips per influencer, etc.
- **Media Value:** \$505,450 (estimated)

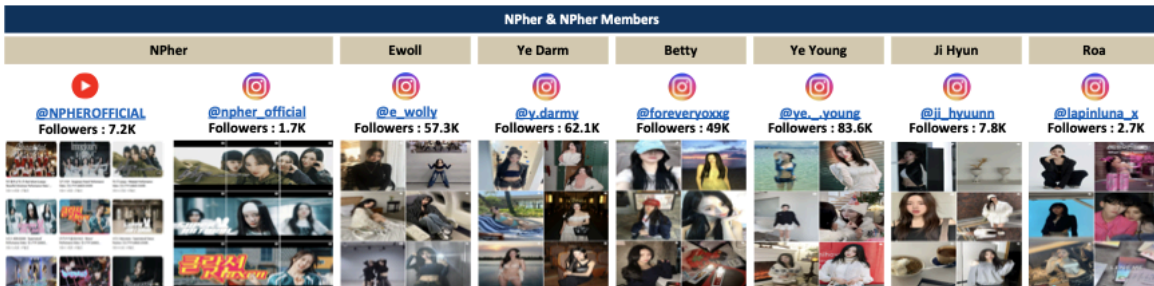


NEW BUSINESS



GUAM CONTENT DEVELOPMENT: GUAM INSTA SPOT FILMING W/ NPHER

- **Period:** end of April (TBD)
- **Dance Crew:** NPher
- **No. of Pax:** 10 pax (6 NPher dancer, 2 Producer & videographer, 2 GVB Korea)
- **Objective:**
 - To producing high-quality Guam promotional video in collaboration with influential dance crew
 - To increase interest and awareness of Guam by highlighting its iconic travel spots in an entertaining and interactive manner
- **Scheme:**
 - Collaborate with a rising dance crew 'Npher' and produce Guam promotional video featuring diverse Guam travel spots
 - Videos tailored to various media formats, ranging from full horizontal promotional videos to vertical short form to be produced
 - Generated contents to be promoted through NPher & NPher individual members' channel



- Ms. Benavente presented the FY2025 Budget Summary.

NEW BUSINESS

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

Account Title	Budget	Paid	Committed	Remaining \$	Remaining %
Travel Agent Co-Ops & Sales Calls	\$ 438,000.00	\$ 119,663.79	\$ 149,500.00	\$ 168,836.21	38.55%
Airline Co-ops & Load Factor Incentives	\$ 821,000.00	\$ 160,000.00	\$ 257,000.00	\$ 404,000.00	49.21%
Airline Turnaround Support	\$ 5,000,000.00	\$ -	\$ 731,000.00	\$ 4,269,000.00	85.38%
Social Media and Digital Media Buys	\$ 600,000.00	\$ 141,826.04	\$ 133,136.86	\$ 325,037.10	54.17%
Public Relations, Advertising, and Media Tie-ins	\$ 795,000.00	\$ 42,200.00	\$ 420,840.00	\$ 331,960.00	41.76%
Familiarization Tours	\$ 100,000.00	\$ -	\$ 78,000.00	\$ 22,000.00	22.00%
Sales Market Development	\$ 1,249,200.00	\$ 132,984.72	\$ 518,644.00	\$ 597,571.28	47.84%
BUDGET GRAND TOTAL	\$ 9,003,200.00	\$ 596,674.55	\$ 2,288,120.86	\$ 6,118,404.59	67.96%

**exclusive of retainer fees*

7. ANNOUNCEMENTS

- Ms. Benavente shared the new flyer for the GVB Visitor Information Center & 24-HR Hotline.

ANNOUNCEMENTS

GVB VISITOR INFORMATION CENTER & 24-HR HOTLINE

- Providing visitors with information, directions, assistance and interpretive services in the case of incidents, crimes and emergencies.
- Languages: English, Japanese, Korean, and Chinese
- Cost: free of charge to visitors

Guam Airport- Arrivals Hall

2:00 pm to 6:00 pm and 11:30 pm to 6:00 am. daily

GPO- 2nd Floor

10:00 am to 9:00 pm daily (same operating hours as GPO)

Main Hotline +1 (671) 588-3030

24 hrs. a day, 7 days a week

For more information, please contact GVB Director of Destination Development
Ms. Dee Hernandez at dee.hernandez@visitguam.org.



GUAM VISITORS BUREAU

VISITOR INFORMATION CENTER

관광 안내소 | 観光案内所 | 旅遊信息中心

OPEN 24hrs

Your journey is one call away!
당신의 여행을 한 통의 전화로 시작됩니다!
旅は一通の電話で始まります!
您的旅程只需一个电话!

+1 (671) 588 - 3030 MAIN HOTLINE Taxi, trolley, shopping, Airport, Tours, Directions, and Emergency	+1 (671) 588 - 3032 日本語 タクシー、トローリー、ショッピング、空港、ツアー、道案内、そして緊急
+1 (671) 588 - 3031 한국어 택시, 트롤리 버스, 쇼핑, 공항, 투어, 주차 위치 찾기, 그리고 많은 배상	+1 (671) 588 - 3033 中文普通话 出租车、电车、购物、机场、旅游、指路、和紧急情况



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

8. ADJOURNMENT

- Chairman Eun adjourned the meeting at 4:39 p.m.

COMMITTEE DISCUSSION:

- **Arrival data update:** Mr. Mesa raised concerns about the timeliness of GVB website updates. Mr. Akihiro Tani of Fish Eye Marine Park expressed that outdated information is not useful to their companies and that providing more up-to-date information would enable them to work more effectively. Ms. Leon Guerrero explained that the delay in the GVB website is due to limited time and staff for data verification. She further explained that arrival data is still verified before being integrated into reports, and that they are catching up on integrating the data. Ms. Leon Guerrero stated that they are working on hiring additional staff to address this issue. Mr. Mesa and Mr. Tani requested to expedite the release of the arrivals by skipping the vetting process. Chairman Eun and Ms. Leon Guerrero said they would consider the request.
- **Airline Support and Investment:** Mr. Mesa asked how to get more airlines from Korea, such as Air Busan, to come to Guam. He acknowledged the need to invest in developing new airlines and bringing back airlines that are not currently operating..
- **Conversion and Marketing:** Mr. Mesa inquired about the return on investment for different marketing programs and suggested showcasing conversion rate statistics at the KMC. He expressed concern about the difficulty in measuring the conversion rate of social media reach to actual bookings. Ms. Benavente explained that while some marketing efforts, such as travel agent and airline co-ops have direct conversion numbers, others such as advertorials are more challenging to measure. Ms. Leon Guerrero further explained that the report only showcases a few of the many programs available each month, particularly those with more substantial investments. Ms. Lee suggested providing an overall snapshot of ongoing programs and their conversion stats at the next KMC meeting. Chairman Eun didn't understand Mr. Mesa's question on converting penetration into actual budget, stating that GVB could figure it out based on history and marketing strategy. Chairman Eun mentioned a discussion about increasing airline subsidies, but it wouldn't be sustainable. He said they were open to new ideas but couldn't calculate results with certainty due to many different factors, emphasizing that there's no guarantee of success in any project but that they could do their best based on available information. Chairman Eun concluded that they understood Mr. Mesa's concerns but that the question was too vague to answer.
- **Collaboration and Communication:** The committee members discussed increased collaboration with the Korean Guam Travel Association (KGTA). This would enable open



discussions about feedback and suggestions from local partners and stakeholders. Chairman Eun agreed that GVB should work more closely with the KGTA and KMC members. They will schedule another meeting for further discussion. He explained GVB Korea's roles and responsibilities and acknowledged the challenges in being creative when focused on progress and processes. He expressed openness to hearing feedback from those directly involved and able to address their issues. Mia Soun of Nextpaper suggested an in-person open discussion session with KGTA & KMC. This session could coincide with the Ko'ko' Road Race, when most of the GVB Korea team would be present.

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