

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

Tuesday, August 19, 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. Arluis Wedding\*
2. Baldyga Group - Annie Joo
3. Crowne Plaza Resort Guam\*
4. DON DON DONKI Guam - K. Dotimas\*, J. Aguilar\*
5. Dusit Thani Guam Resort - Elisha Lee
6. Fish Eye Marine Park\*
7. Guam Hana Tour / Korea Guam Travel Association (KGTA) - Jong In Cheong
8. G. Kim\*
9. Guam Premier Outlets - Estella E.\*  
Suzanne Perez\*
10. Hilton Guam Resort & Spa - In Cha\*
11. Hoshino Resorts RISONARE - Albert Oh
12. Hyatt Regency Guam - Madelaine Cosico\*
13. International Dining Concepts, LLC - Julia\*
14. Leoplace Guam Resort - Keiko Takano\*
15. Lotte Duty Free - Jaejun Lee
16. Lotte Hotel Guam - Sunny Kim\*
17. Micronesia Mall - Anna Tenorio\*, Francis Lira\*
18. Pacific Islands Club - Young Kim, Sage Han
19. RIHGA Royal Laguna Guam Resort - Nicole Han\*
20. Sentry Hospitality LLC - Valerie Carbullido\*
21. Stroll - James Rosenberg
22. The Tsubaki Tower - JM\*
23. The Westin Resort Guam - Yoshi Otani\* Julia Kim\*, Heejin Han\*

**Members Absent:**

1. 7-Day Supermarket
2. Bayview Hotel
3. Docomo Pacific
4. Goodwind Development Corporation
5. Guam Guam Style Consulting
6. Guam Plaza Resort & Spa
7. Guam Reef Hotel
8. Hard Rock Cafe
9. Hotel Nikko Guam
10. Hotel Tano
11. Jae Yu
12. Japan Buslines
13. Jeju Air
14. Kloppenburg Enterprises
15. Lam Lam Tours (T.P. Micronesia, Inc.)
16. Linden Akademia
17. Nissan Rent A Car Guam
18. Royal Orchid Guam Hotel
19. Spa Ayualam (Premier Beauty and Spa Guam, Inc)
20. Tommy Hilfiger
21. Triple J Enterprises, Inc.
22. Tumon Sands Plaza
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. GVB Vice President – Gerry Perez
4. GVB Director of Global Marketing – Nadine Leon Guerrero
5. GVB Senior Marketing Manager, Korea – Margaret Sablan
6. GVB Senior Marketing Manager, Korea – Nicole Benavente
7. GVB Marketing Manager, Korea – Cierra Sulla
8. GVB Web & IT Coordinator Assistant – Brian Cha

- |  |  |
|--|--|
| 9. GVB South Korea Country Manager – Jay Park* |  |
| 10. 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

- Chairman Eun reported that a final budget is expected by the end of September, emphasizing the critical importance of the airline subsidy. He stressed the need to communicate with Korean partners once the budget is finalized, expressing a significant issue with airline load factors. He explained that due to the Department of Justice, two merging companies are compelled to maintain a certain seat capacity (e.g., 90% of 2019 capacity), despite not being profitable. Chairman Eun questioned the sustainability of this situation, expressing concern that Guam could be adversely affected even with an existing agreement, as the Department of Justice and the Korean company may not coordinate effectively. Therefore, GVB must proactively commit and communicate in advance. He suggested that Guam needs to survive for at least a year and a half to ensure continued employment for all employees on the island.

3. REPORT OF MANAGEMENT

- President & CEO Régine Biscoe Lee detailed GVB's request to the Guam Legislature for an \$11.1 million supplemental budget. This funding is intended to provide temporary airline incentives, bridging a critical 18-month period, as Chairman Eun mentioned. She emphasized her hope that the Legislature will recognize this as a valuable investment.

## Why We're Here



### REQUEST

**\$11.1M**

Various temporary airline incentive programs

### WHY



Exchange  
Rate  
Volatility



Fuel Costs;  
Aircraft Shortage



Competition

### EXPECTED RETURNS

**+329K**

Arrivals

**+\$640M**

Economic Impact

**+6K**

Jobs

**+\$166M**

Taxes

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## Economic Impact (2024)



### SUMMARY ECONOMIC IMPACTS Guam Tourism (2024)\*



**\$1.158B**

Direct Traveler  
Demand



**\$1.439B**

Total Economic  
Impact



**13,975**

Total  
Jobs Generated



**\$374M**

Taxes  
Generated

\*Source: Oxford Economics, Preliminary Estimates of the Economic Report 2024.

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- Chairman Eun inquired if the Business Privilege Tax (BPT) and corporate income tax are both included in the tax calculation, which Mrs. Lee confirmed. Chairman Eun then asked if

employee withholding tax was also included, and Mrs. Lee affirmed this. Chairman Eun concluded that, from a government perspective, Guam would see a tenfold return on investment.

- Mrs. Lee reiterated that the numbers are not arbitrary and the source is from Oxford Economics.

## Airline Incentives Globally



- Incentives for airlines are **necessary** and **common**
  - Difference is how/what is being paid
- **Thailand:** 95% off landing fees for new destinations
- **Hong Kong:** Offers range from HK\$10K (US\$1,271) - HK\$20K (US\$2,547) per trip for new routes
- **Denver:** Incentive for new carriers \$7M for unserved routes in Asia (2-year term)
- Some offer incentives **and** marketing funds such as LAX and SWF

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## Proposed Framework

**DRAFT**



- Priority to low season, when demand is weakest
    - Q1 (Oct-Dec) & Q3 (Apr-June) but open to options
  - For incremental, new service only
    - Must be above the defined 2025 baseline
    - Applicable to scheduled and charter flights
  - Application must be received by GVB before the start of service
  - Subject to availability of funds
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- Chairman Eun reported that GVB is working with an airline industry expert and consultant, Charles Duncan, former president of Continental. He emphasized that GVB seeks to maximize benefits from these engagements and also aims to foster sustainable relationships with airline partners.

## FY 2026: Korea

**DRAFT**



### Current Baseline

Korea	Capacity	Weekly
KE ICN #1	338	7
KE ICN #2	338	7
TW ICN #1	189	7
7C ICN #1	189	7
7C ICN #2	189	7
LJ ICN #1	189	7
LJ ICN #2	189	7
LJ PUS #1	189	7
Baseline weekly capacity		12,670
Baseline monthly capacity		54,861
Assumed Arrivals at 80% LF		43,889

- 2026 Recovery Plan Target: 637,000
- 2026 Arrivals @ Current Baseline: 526,000
- Air Busan, Air Seoul, Korean have all signaled new 7x service in FY2026: (+219,000)
- Direct Air Service Subsidy
  - FY26 one flight per airline for incremental service above baseline (KE, TW, LJ, 7C, BX, RS)
  - Make-good on GIAA commitment to Korean carriers
- **Recommended supplemental budget: \$5.4M**

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- Chairman Eun inquired whether the airline subsidy funding would be specified or if there was flexibility. Mrs. Lee responded that GVB requested flexibility to avoid being locked into a set amount. She added that disclosing the amount to the legislature would make it too easy for airlines to know what's available. Chairman Eun emphasized the need to maintain airline subsidies for Korea until the end of next year, while Japan offers more leeway. He reiterated the need for room for adjustment. Mrs. Lee suggested potentially including the Philippines and Taiwan. She explained that for Korea, visitor numbers are strong if seats are available, and load factors are high for Korea, Taiwan, and the Philippines. However, Japan is different, and some requests for Japan include marketing dollars.

## An Investment Decision



### WITHOUT INCENTIVES

 Arrivals  
**671,302**

 Economic Impact  
**\$1.3B**

 Jobs  
**12,692**


 Taxes Generated  
**\$340M**

### WITH INCENTIVES

 Arrivals  
**1,000,000**

 Economic Impact  
**\$1.9B**

 Jobs  
**18,907**

 Taxes Generated  
**\$506M**

**DRAFT**

- Chairman Eun requested emphasis on the impact of 6,000 job losses on families.
- Senior Marketing Manager Mrs. Margaret Sablan presented the latest arrival numbers.

## June 2025



**June 1-30, 2025**

**Total: 53,515 (43.8% of 2019)**

% Market Mix	Origin	2019	2024	2025	% of 2019
50.7%	Korea	62,364	26,226	27,148	43.5%
25.1%	Japan	40,877	10,861	13,457	32.9%
13.3%	US/Hawaii	8,268	8,269	7,125	86.2%
2.5%	Philippines	1,578	1,151	1,313	83.2%
1.5%	Taiwan	2,952	173	805	27.3%
0.5%	China	697	328	266	38.2%
0.1%	Hong Kong	477	69	42	8.8%

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

Note: June 2025 Daily Arrivals reflect Civilian Air arrivals only

## Calendar Year to Date 2025



**January - June 30, 2025**

**Total: 344,433 (43.3% of 2019)**

% Market Mix	Origin	2019	2024	2025	% of 2019
46.0%	Korea	357,612	204,815	158,424	44.3%
33.2%	Japan	320,360	96,368	114,466	35.7%
11.4%	US/Hawaii	48,426	45,314	39,337	81.2%
2.1%	Philippines	10,162	6,468	7,276	71.6%
1.2%	Taiwan	14,633	1,651	4,150	28.4%
0.6%	China	6,626	2,474	2,223	33.5%
0.1%	Hong Kong	3,240	336	356	11.0%

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

Note: June 2025 Daily Arrivals reflect Civilian Air arrivals only

## Fiscal Year to Date 2025



**October 2024 – June 30, 2025**

**Total: 519,689 (43.5% of 2019)**

% Market Mix	Origin	2019	2024	2025	% of 2019
46.8%	Korea	539,679	307,935	243,223	45.1%
32.8%	Japan	481,143	146,941	170,312	35.4%
11.1%	US/Hawaii	71,024	65,336	57,724	81.3%
2.2%	Philippines	16,565	10,116	11,233	67.8%
1.0%	Taiwan	20,921	2,172	5,354	25.6%
0.6%	China	9,968	3,402	3,205	32.2%
0.1%	Hong Kong	5,268	575	520	9.9%

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

Note: June 2025 Daily Arrivals reflect Civilian Air arrivals only

- Chairman Eun noted that Korea was still behind in comparison to 2024. Director of Global Marketing Ms. Nadine Leon Guerreo explained it could be attributed to various factors from the beginning of the year, such as the Korean Air and Asiana merger, the martial law, and the won rate.

#### 4. MARKET UPDATES

- Mrs. Sablan presented the travel trade update in Korea and the airline schedule for August, September and October.

## MARKET UPDATES



### SPECIFIC ISSUES IN KOREA



< Possible 10-day October break in Korea fuels record travel rush >

A long Chuseok holiday in early October is driving a sharp surge in travel demand, even without government confirmation of an extra public holiday.

Overseas bookings for the Oct. 3-9 period are up nearly 29% from last year's Chuseok, with popular destinations including Japan, Vietnam, Taiwan, and other Southeast Asian countries.

Airlines are adding flights to meet the spike, with Jeju Air alone operating 234 additional international services, while fares have jumped significantly. Domestic travel is also booming, with hotel bookings in Jeju and other key destinations already over 90%.

## 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	10,431
	KE423	DAILY	18:40	00:10+1	10,430
	KE8425*	DAILY	17:15	22:45	8,825
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					58,036

\*KE8425 (3<sup>rd</sup> Flight): Aug 1<sup>st</sup> - Oct 25<sup>th</sup>: Daily  
\*\*7C3101: Aug 27<sup>th</sup> - (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	5,598
TOTAL					11,457

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



TOTAL OUTBOUND  
SEAT CAPACITY  
(AUGUST):

69,493 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	8,939
Jeju Air	7C3107*	DAILY	20:20	02:00+1	1,323
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					51,521

\* 7C3107: Sep 1<sup>st</sup> ~ Sep 7<sup>th</sup> : Operation

\*\* LJ919: Sep 2<sup>nd</sup> ~ Sep 29<sup>th</sup>: 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	5,400
TOTAL					11,070



TOTAL OUTBOUND  
SEAT CAPACITY  
(SEPTEMBER):

62,591 SEATS

## MARKET UPDATES



### AIRLINE SCHEDULE - OCTOBER

• 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	10,080
	KE423	DAILY	18:40	00:10+1	8,450
	KE8425*	DAILY	17:15	22:45	3,982
Jeju Air	7C3101**	DAILY	10:40	16:05	3,501
	7C3107***	DAILY	20:20	02:00+1	1,890
Jin Air	LJ913	DAILY	09:20	14:45	5,859
	LJ917	DAILY	20:50/19:35	02:30+1/01:15+1	5,859
	LJ919****	DAILY	17:35	23:10	3,402
T'way Air	TW505*****	DAILY	09:00	14:30	3,591
TOTAL					46,614

\* KE8425: Oct 1<sup>st</sup> ~ Oct 25<sup>th</sup> Operation

\*\* 7C3101: Oct 14<sup>th</sup> ~ Oct 25<sup>th</sup> (Temporary suspension) / \*\*\* 7C3107: Oct 2<sup>nd</sup> ~ Oct 11<sup>th</sup>: Operation, Oct 12<sup>th</sup>~: Suspension

\*\*\*\* LJ919: Oct 14<sup>th</sup> ~ Dec 31<sup>st</sup>: Operation

\*\*\*\*\* TW505: Oct 20<sup>th</sup> ~ Nov 14<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	4,500
TOTAL					10,359

\* KE2259: Oct 1<sup>st</sup> ~ Oct 25<sup>th</sup> Operation



TOTAL OUTBOUND  
SEAT CAPACITY  
(OCTOBER):

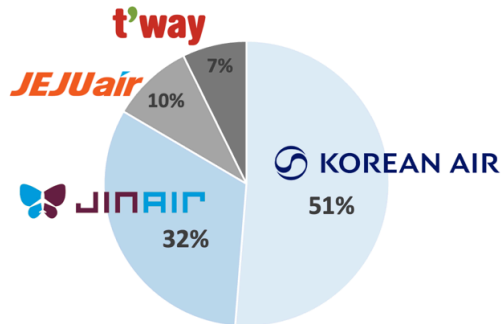
56,973 SEATS



## MARKET UPDATES



### AIRLINE SEAT CAPACITY COMPARISON: KOREAN AIR GROUP VS. OTHER AIRLINES (AUG-OCT)



Airline Group	Airline	Flight No.	Seat Capacity	Share(%)
Korean Air Group	Korean Air	KE421/423/8425 / 2259(*PUS-GUM)	96,915	51%
	Jin Air	LJ913/917/919 921(*PUS-GUM)	60,858	32%
Subtotal (Korean Air + Jin Air)			157,773	83%
Other Airlines	Jeju Air	7C3101/7C3107	17,487	10%
	T'way Air	TW505	13,797	7%
Subtotal (Jeju Air + T'way Air)			31,284	17%
Total			189,057	100%

Between August and October, Korean Air and Jin Air accounted for 83% of total seat capacity, reflecting a strong market share. With Air Seoul and Air Busan planning to resume operations during the winter season, Korean Air Group's share of seat capacity is expected to further increase.

- Mrs. Sablan 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

- Hawaii's summer travel demand is softening, with June bookings down from last year, international arrivals 3-6% lower and total visitor numbers projected to fall 4% over the next two years.

Airline Operation Status		
ICN - HNL	FREQUENCY	23/W

## MARKET UPDATES



### COMPETITIVE DESTINATION UPDATE



#### Thailand: Specific Issue

- Eastar Jet will add 12 extra flights on its Busan-Chiang Mai route between October 2 and 12 to meet surging travel demand during the 10-day Chuseok holiday.

Airline Operation Status		
ICN	FREQUENCY	167/W
	DESTINATIONS	BKK, HKT, CNX, DMK
PUS	FREQUENCY	23/W
	DESTINATIONS	BKK, CNX
TAE	FREQUENCY	7/W
	DESTINATIONS	BKK
TOTAL FLIGHT OPERATION		197/W

## MARKET UPDATES



### COMPETITIVE DESTINATION UPDATE



Philippines: Specific Issue

- N/A

Airline Operation Status		
ICN	FREQUENCY	196/W
	DESTINATIONS	MNL, CRK, KLO, TAG, CEB
PUS	FREQUENCY	52/W
	DESTINATIONS	MNL, CEB, CRK, TAG, KLO
TAE	FREQUENCY	7/w
	DESTINATIONS	CEB
CJJ	FREQUENCY	4/W
	DESTINATIONS	CRK
TOTAL FLIGHT OPERATION		259/W

## MARKET UPDATES



### COMPETITIVE DESTINATION UPDATE



Vietnam: Specific Issue

- Air Busan will increase its Busan-Da Nang service from 7 to 11 weekly flights in September and to 14 weekly flights from October 1 to meet strong travel demand ahead of the Chuseok holiday.

Airline Operation Status		
ICN	FREQUENCY	350/W
	DESTINATIONS	DAD, CXR, SGN, HAN, HPH, DLI, PQC
PUS	FREQUENCY	107/W
	DESTINATIONS	DAD, CNX, SGN, HAN, DLI, PQC
TAE	FREQUENCY	14/W
	DESTINATIONS	DAD, CXR
CJJ	FREQUENCY	21/W
	DESTINATIONS	DAD, CXR, PQC
TOTAL FLIGHT OPERATION		492/W

## MARKET UPDATES



### COMPETITIVE DESTINATION UPDATE



#### Japan: Specific Issue

- Aero K Airlines has launched a new Cheongju-Kobe route, its fourth Japan service, enhancing access to the Kansai region and aiming to transition the charter route into a regular service in the future.

Airline Operation Status		
ICN	FREQUENCY	932/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	133/W
	DESTINATIONS	HND, KIX
PUS	FREQUENCY	230/W
	DESTINATIONS	NRT, KIX, FUK, CTS, NGO, MYJ, OKA, AKJ, KMJ
TAE	FREQUENCY	28/W
	DESTINATIONS	NRT, KIX, FUK, CTS
CJJ	FREQUENCY	81/W
	DESTINATIONS	KIX, NRT, FUK, CTS, IBR, NGO, OBO
CJU	FREQUENCY	10/W
	DESTINATIONS	KIX
TOTAL FLIGHT OPERATION		1,414/W

## MARKET UPDATES



### COMPETITIVE DESTINATION UPDATE



#### China: Specific Issue

- N/A

Airline Operation Status		
ICN	FREQUENCY	845/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	72/W
	DESTINATIONS	PEK, PVG, SHE, TAO, YNJ, DYU, SYX, XIY, TNA
TAE	FREQUENCY	15/W
	DESTINATIONS	DYG, PVG, YNJ, TXN
CJJ	FREQUENCY	15/W
	DESTINATIONS	KWE, DYG, CGO
CJU	FREQUENCY	155/W
	DESTINATIONS	PEK, PVG, TSN, CSX, NTG, DLC, NKG, NGB, SHE, HGH, CGQ, CGO, HFE, PKX, KHN, XIY, SZX, DYG
TOTAL FLIGHT OPERATION		1,158/W

- Chairman Eun raised the point of emphasizing Guam's ocean in comparison with other destinations, noting that someone had commented on its cleanliness and clarity. Mrs. Lee suggested that the water and air quality index could be measured.

## 5. OLD BUSINESS

- Senior Marketing Manager Ms. Nicole Benavente presented the accomplished marketing projects.

# OLD BUSINESS



## GUAM CONTENT DEVELOPMENT W/ NPhER

- Period: April 29 – May 4
- Dance Crew: NPher
- No. of Pax: 9 pax (6 NPher dancers, 2 Producer & Videographers, 1 GVB Korea)
- Summary:
  - Collaborated with dance crew 'NPher' and filmed a Guam promotional video featuring diverse Guam travel spots
  - Created video assets tailored to various media formats including reels content
  - Plan to expose assets through NPher & NPher individual members' channels
  - Assets to be utilized cross GVB's marketing channels and for broader marketing purposes
- Deliverables: 2 promotional videos (3mins / 30-60sec), 3+ Instagram postings, 2+ Youtube postings on NPher channels



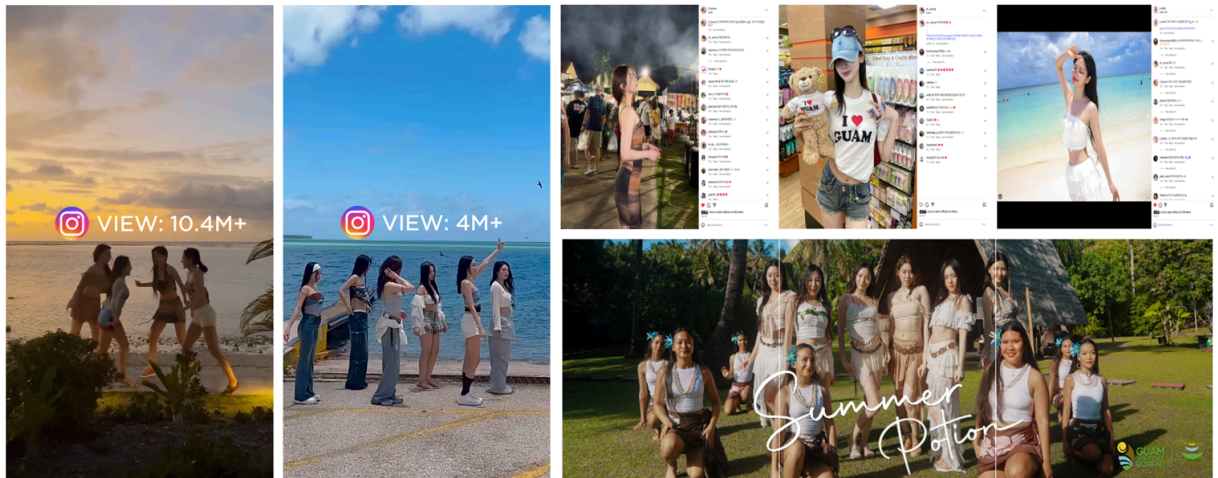
[www.youtube.com/@HafaAdaiGU](https://www.youtube.com/@HafaAdaiGU)

- Ms. Benavente shared the recently completed NPher video with the committee.

# OLD BUSINESS



## GUAM CONTENTS PRODUCTION WITH NPHER – PRODUCED CONTENTS



- Ms. Benavente highlighted that NPher's short-form content garnered millions of views. Mrs. Sablan extended her gratitude to all the businesses that collaborated with GVB for this project.

## OLD BUSINESS



### KIDS FLY FREE PROMOTION OVERVIEW

- Period: July – August, 2025
- TAs: Hana Tour, Mode Tour, Verygood Tour, YB Tour, NOL Universe
- Objectives
  - Boost short-term bookings for Guam night flights
  - Aims to maximize family traveler engagement by offering a free child ticket with each adult fare purchase
  - Leverage multiple promotional channels through partnerships with five major travel agencies to offer time-limited exclusive offers
- Scheme:
  - For each adult night ticket Guam purchased, one accompanying child (under 12) will receive a complimentary seat

Hanatour



참좋은여행



TA	Main Channel	GVB Support	Goal Pax
Hana Tour	Website, Influencer Co-op	\$35,000	1,500 (900 Adults / 600 Kids)
Mode Tour	Website, B2B	\$25,000	1,200 (720 Adults / 480 Kids)
Verygood Tour	Website, Kakao Talk	\$15,000	900 (540 Adults / 360 Kids)
YB Tour	Website, G-Market	\$15,000	800 (520 Adults / 280 Kids)
NOL Universe	Website, G-Market	\$12,000	500 (300 Adults / 200 Kids)
TOTAL		\$102,000	4,900 (2,980 Adults / 1,920 Kids)

### Expected Outcomes

4,900 | 3,004 | 1,810

Goal Pax | 1<sup>st</sup> Promotion As of August 5 | 2<sup>nd</sup> Promotion Goal Pax

- Ms. Benavente noted the travel agencies matched GVB's investments, and it was a 50-50 support in terms of the budget.
- Chairman Eun highlighted the positive initial impression this promotion creates for visitors.



# OLD BUSINESS



## 1st Kids Fly Free Promotion Summary

TA	Promotion Period	Promotion Channel	No. of Pax	Kids Airfare Subtotal (Sales Revenue)
Hana Tour	July 14, ~ July 18	Hana Live	421pax (Adults:278 / Kids:143)	\$20,020
	July 24 ~ July 30	PHR Live Week	160pax (Adults:96 / Kids:64)	\$9,600
Mode Tour	July 15 ~ July 21	Mode Live	528pax (Adults:298 / Kids:230)	\$32,200
	July 14 ~	Retail Promotion	168pax (Adults:100 / Kids:68)	\$13,600
	July 16	Time Deal	156pax (Adults:114 / Kids:42)	\$5,460
	July 29	App Push	101pax (Adults:80 / Kids:21)	\$4,160
	July 30	Time Deal	86pax (Adults:60 / Kids:26)	\$3,900
	August 4	Time Deal	183pax (Adults:123 / Kids:60)	\$9,000
Verygood Tour	July 23~	<a href="#">Website &amp; App Banner</a>	422pax (Adults:268 / Kids:154)	\$21,560
YB Tour	July 22 ~ July 31	G-Market Live	417pax (Adults:251 / Kids:166)	\$23,240
NOL Universe	July 10 ~ July 21	G-Market Sale Festa	362pax (Adults:205 / Kids:157)	\$21,980
TOTAL			3,004pax (Adults:1,873 / Kids:1,131)	\$164,720

## 6. NEW BUSINESS

- Ms. Benavente presented the ongoing/upcoming marketing projects.

## NEW BUSINESS



### FY2025 UPCOMING PROJECT: INFLUENCER FAM TOUR

- Period: August 2025 (Travel date to vary by influencer)
- No. of Pax: 10 pax (5 Influencers & 5 Companions)
- Scheme:
  - Hosted Influencer FAM tour inviting 5 influencer groups
  - Influencers traveled to Guam using newly expanded night flights (Korean Air, Jin Air, Jeju Air)
  - Influencers generated digital content and promoted Guam night flight travel along with covering diverse activities and travel spots
- Deliverables: 23+ Instagram postings / 3 Naver blog postings / 270+ images / 80+ shortform videos

#### FAM Tour Influencers

Ye Young	Siniple	Minsome	Seul Gu	Na Yoon
 @loveeeely Followers : 935K	 @siniple Followers : 148K	 @minsom_eo Followers : 221K	 @trip_n_9u Followers : 154K	 @na.y.o.o.n Followers : 130K
				

## NEW BUSINESS



### FY2025 UPCOMING PROJECT: KOREAN AIR BUSAN FAM TOUR

- Period: August 20 (Wed) – August 24 (Sun), 3N5D
- Airline: PUS-GUM KE2259 20:55-02:10+1 / ICN-GUM KE8425 17:15-22:45  
GUM-PUS KE2260 03:40-06:50 / GUM-ICN KE8426 01:00-04:45
- Hotel: Hilton Guam Resort & Spa
- No. of Pax: 8pax (Korean Air 2 pax / TA 5 pax / GVB Korea 1 pax)
- Main Program:
  - Hotel Inspection / Shopping Mall / Tourist Attractions / Museum Inspection
  - DAY 1: Arrive in Guam (Seoul/Busan)
  - DAY 2: Hotel Inspections
  - DAY 3: Golf Course Inspections & Optional Tours
  - DAY 4: Guam Museum Guided Tour & Southern Island Tour
  - Day 5: Return to Korea



Korean Air FAM Tour Reference (2022)





## NEW BUSINESS



### FY2025 UPCOMING PROJECT: OPTIONAL TOUR PROMOTION & CAMPAIGN

- **Period:** August – September, 2025
- **Channel:** GVB Korea owned SNS channels, Official website (welcometogum.co.kr), Online promotion microsite (visitguamkr.com)
- **Objective:**
  - To promote and enhance the visibility of Guam's optional tours to FITs and potential Korean travelers
  - To gather high-quality promotional materials for a social media campaign
  - To improve the accuracy and completeness of optional tour listings on the GVB website
- **Scheme:**
  - **Online Promotion:** Publish comprehensive content introducing Guam's local option tours and include a dedicated "Option Tour" section in online promotion microsite
  - **Influencer co-op:** Collaborate with FAM tour influencers to create content featuring Guam optional tours
  - **Airline co-op:** Plan co-promotions offering optional tour vouchers or discounts in partnership with airlines
  - **Digital flyer development:** Develop digital flyer (PDF) listing Guam local optional tours in categories
  - Please email Senior Marketing Manager Nicole Benavente at [nicole.benavente@visitguam.com](mailto:nicole.benavente@visitguam.com) to participate.



- Ms. Benavente announced that the Press Release was just issued today.
- Chairman Eun inquired about the number of categories. Ms. Benavente responded that the optional tours would be classified into night, water, adventure, and culture activities.
- Mrs. Sablan explained that they carefully select influencers and create custom itineraries based on their profiles and followers. She emphasized the influencers' role in showcasing the diverse activities available on Guam.
- Mrs. Benavente announced that the online promotion is scheduled to start the first week of September. GVB Korea maintains a quarterly microsite on [visitguamkr.com](http://visitguamkr.com) for special online promotions, which will include a dedicated section for the optional tour promotion. She urged the committee to renew their GVB membership, sign up, and submit their visual assets.
- Chairman Eun proposed a collaboration with the Korea Guam Travel Association (KGTA).

## NEW BUSINESS



### FY2025 UPCOMING PROJECT: SEOUL STATION PANORAMA SCREEN ADVERTISEMENT

- Period: September 1 – September 30, 2025
- Location: Seoul station
- Target: General consumers at Seoul Station, commuters, 2040 business professionals, potential travelers, etc.
- Floating Population: 100,000,000+@ (Yearly)
- Ad type: 30 sec panorama video
- Scheme:
  - Display advertisement on Seoul station panorama screen built this August, which is the largest Ad display screen in Korea
  - Advertisement video to include a Guam promotional video, GVB logo, and QR code landing to GVB Korea online promotion



- Ms. Benavente highlighted that GVB will be one of the first advertisers to be featured on the new Seoul Station Panorama screen.

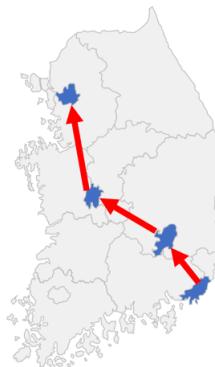
## NEW BUSINESS



### FY2025 UPCOMING PROJECT: GVB KOREA ROADSHOW

- Period: September 9 (Tue) – September 12 (Fri), 2025
- Target: Travel Trade Partners (B2B)
- Region: Busan, Daegu, Daejeon, Seoul
- KMC Partners: 19 partners

- Program (Tentative Program for Busan/Daegu/Daejeon):
  - 10:30 Registration & RSVP
  - 11:00 Opening & GVB Korea Presentation
  - 11:30 Travel Mart
  - 12:30 Luncheon & Lucky Draw
  - 14:00 Group Photo & Closing



#### Sep 9 (TUE) | Busan

- Venue: Signiel Busan
- Event Type: Luncheon
- Expected No.: 120 pax

#### Sep 10 (WED) | Daegu

- Venue: Marriott Hotel Daegu
- Event Type: Luncheon
- Expected No.: 100 pax

#### Sep 11 (THU) | Daejeon

- Venue: Hotel Onoma
- Event Type: Luncheon
- Expected No.: 100 pax

#### Sep 12 (FRI) | Seoul

- Venue: Banyan Tree Seoul
- Event Type: Luncheon
- Expected No.: 150 pax



- Ms. Benavente thanked the 19 companies participating in the upcoming Korea Roadshow. She announced that the Seoul event, originally planned for dinner had been changed to a luncheon.
- Ms. Benavente presented the FY2025 Budget Summary.

## BUDGET SUMMARY

FY2025 KOREA MARKETING BUDGET: \$5.5M + \$4M

Pgrm Code	Account Title	Budget	Paid	Committed	Remaining \$	Remaining %
ADMIN	South Korea Country Manager	\$ 100,800.00	\$ 75,600.00	\$ 25,200.00	\$ -	0.00%
PRE001	Marketing Representative Fees	\$ 396,000.00	\$ 297,000.00	\$ 99,000.00	\$ -	0.00%
SMD019	Travel Agent Co-Ops & Sales Calls	\$ 692,000.00	\$ 347,428.09	\$ 340,400.00	\$ 4,171.91	0.60%
AIP0024a	Airline Co-ops & Load Factor Incentives	\$ 879,000.00	\$ 569,000.00	\$ 310,000.00	\$ -	0.00%
AIP0024b	Airline Turnaround Support	\$ 5,000,000.00	\$ 531,000.00	\$ 3,868,000.00	\$ 601,000.00	12.02%
DIG001	Social Media and Digital Media Buys	\$ 600,000.00	\$ 402,045.76	\$ 170,000.00	\$ 27,954.24	4.66%
ADV011	Public Relations, Advertising, and Media Tie-ins	\$ 453,000.00	\$ 249,846.58	\$ 104,500.00	\$ 98,653.42	21.78%
TTC018	Familiarization Tours	\$ 140,000.00	\$ 110,901.23	\$ 25,000.00	\$ 4,098.77	2.93%
SMD023	Sales Market Development	\$ 1,239,200.00	\$ 591,909.41	\$ 630,863.90	\$ 16,426.69	1.33%
<b>BUDGET GRAND TOTAL</b>		<b>\$9,500,000.00</b>	<b>\$ 3,174,731.07</b>	<b>\$ 5,572,963.90</b>	<b>\$ 752,305.03</b>	<b>7.92%</b>

## 7. ANNOUNCEMENTS

## ANNOUNCEMENTS



### Tumon Night Market!



### Save The Date!



- Ms. Benavente commended the success of the Tumon Night Market which has been popular with both tourists and locals. She shared that the concern of traffic has been brought to the attention of the destination department. The Tumon Night Market is foreseeable every Sunday from 5-9 PM.
- Ms. Benavente announced that the Guam International Dance Festival is scheduled for December 6-7, with registration opening on August 27.
- The next KMC meeting in September is to be announced.

### COMMITTEE DISCUSSION:

- Tumon Night Market
  - Chairman Eun asked the committee for feedback on the Tumon Night Market. He explained that GVB dedicated 10 Sundays as a testing pilot program. He inquired about the industry's interest in continuing the program. Mr. Young Min Kim (Pacific Islands Club) raised concerns about parking. Chairman Eun and Ms. Leon Guerrero suggested DFS and Sand Castle parking. Mrs. Lee noted that Mr. Monte Mesa (Tumon Sands Plaza/Guam Premier Outlets) would allocate space at Tumon Sands Plaza, indicating expanding options as the program progresses. Additionally, a free shuttle service has been operating since the second Sunday night, running from 4:30 PM to 9:30 PM, with pick-up at GVB/Ypao and drop-off in front of the Hyatt. GVB management confirmed they will share the parking map as requested by Mr. Kim. Chairman Eun asked the committee if they could support the Tumon Night Market



beyond 10 Sundays. Mr. James Rosenberg (Stroll) shared that Stroll lowered their prices to customers being dropped to the Tumon Night Market. Mr. Rosenberg offered to work with Mr. Kim to give additional coupon codes for PIC guests. Mr. Jong In Cheong (Guam Hana Tour / KGTA) raised concerns about the 24-hour road closure for the event. Mrs. Lee responded that while the initial road closure was set for 24 hours, they are working to reduce this as the event continues.

- Jeju Air
  - Concerns were raised by Mr. Cheong and Jaeyun Lee (Lotte Duty Free) regarding a rumor that Jeju Air may pull out of the Guam route due to intense competition. Chairman Eun suggested that this situation is an indirect consequence of the success of Korean Air and Jin Air. He recommended accepting the situation and observing its outcome. Ms. Benavente noted that Jeju Air previously provided the most seats pre-COVID, but has since changed according to arrival data.

#### 8. ADJOURNMENT

- Chairman Eun adjourned the meeting at 4:22 p.m.

Minutes Prepared By:

Cierra Sullá, Marketing Manager – Korea

Minutes Reviewed & Approved By:

Margaret Sablan, Acting Director of Global Marketing