



Exhibit

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

Tuesday, February 20, 2024 at 3:30 p.m.  
 GVB Main Conference Room and GoToMeeting  
<https://meet.goto.com/GUAMVISITORSBUREAU/kmc-meeting>

*\*online attendance*

<p><b>Members Present:</b></p> <ol style="list-style-type: none"> <li>1. Baldyga Group - Annie Joo*</li> <li>2. Crowne Plaza Resort Guam - Sharon*</li> <li>3. Dusit Thani Guam Resort - Gun Park</li> <li>4. GTA - Flo*</li> <li>5. Guam Premier Outlets - Monte Mesa,* Nicole Carriaga*</li> <li>6. Guam Reef Hotel*</li> <li>7. Hoshino Resorts RISONARE - Albert Oh*</li> <li>8. Hyatt Regency Guam - Mio Balajadia*</li> <li>9. Korean Guam Travel Association (KGTA) - Insoo Pak</li> <li>10. Leopalace Guam Resort - Jong In Cheong*</li> <li>11. Lotte Hotel Guam*</li> <li>12. Micronesia Mall - Sam Ortiz*</li> <li>13. Nissan Rent A Car Guam - Mike Tamayo*</li> <li>14. Pacific Islands Club - Youngmin Kim,* Koji Nagano*</li> <li>15. Royal Orchid Guam Hotel - Mami*</li> <li>16. Sentry Hospitality LLC*</li> <li>17. The Tsubaki Tower - JM*</li> <li>18. The Westin Resort Guam - Julia Kim*</li> </ol>	<p><b>Members Absent:</b></p> <ol style="list-style-type: none"> <li>1. 7-Day Supermarket</li> <li>2. Core Tech Int.</li> <li>3. FINN Partners</li> <li>4. Fish Eye Marine Park</li> <li>5. Goodwind Development Corporation</li> <li>6. Guam Korean Chamber of Commerce</li> <li>7. Guam Plaza Resort &amp; Spa</li> <li>8. Hana Tour</li> <li>9. Hard Rock Cafe</li> <li>10. Hilton Guam Resort &amp; Spa</li> <li>11. Holiday Resort Guam</li> <li>12. Hotel Nikko Guam</li> <li>13. Hotel Tano</li> <li>14. International Dining Concepts, LLC</li> <li>15. Jae Yu</li> <li>16. Japan Buslines</li> <li>17. Kloppenburg Enterprises</li> <li>18. Lam Lam Tours (T.P. Micronesia, Inc.)</li> <li>19. Lea Lea Guam</li> <li>20. Linden Akademia</li> <li>21. Lotte Duty Free</li> <li>22. Oceanview &amp; Bayview</li> <li>23. Pacific Star Resort &amp; Spa</li> <li>24. Promotion Service (Sato Motonobu)</li> <li>25. Red Door Productions dba Encore</li> <li>26. RIHGA Royal Laguna Guam Resort</li> <li>27. Sky Dive Guam</li> <li>28. Tommy Hilfiger</li> <li>29. Triple J Enterprises, Inc.</li> <li>30. Tumon Bay Lobster &amp; Grill</li> <li>31. Tumon Sands Plaza</li> <li>32. United Airlines</li> <li>33. University of Guam</li> <li>34. Valley of the Latte</li> <li>35. Vantage Advertising</li> </ol>
<p><b>GVB Board/Management/Staff Present:</b></p> <ol style="list-style-type: none"> <li>1. GVB Director of Global Marketing – Nadine Leon Guerrero</li> <li>2. GVB Marketing Manager, Korea – Margaret Sablan</li> <li>3. GVB Marketing Manager, Korea – Nicole Benavente</li> <li>4. GVB Public Information Officer – Lisa Bordallo</li> <li>5. GVB Web &amp; IT Coordinator Assistant – Brian Cha</li> <li>6. GVB Korea Office - Jay Park*</li> </ol>	





1. CALL TO ORDER

- Director of Global Marketing Ms. Nadine Leon Guerrero called the meeting to order at 3:30 p.m.

2. REPORT OF COMMITTEE CHAIRMAN

- There was no report from KMC Chairman, Director Ho Eun. Ms. Leon Guerrero told the committee that Director Eun would be joining the KMC meeting soon.

3. REPORT OF MANAGEMENT

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

**December 2023** 

**December 1-31, 2023**

**Total: 73,721 (+46.8% of 2019)**

% Market Mix	Origin	2019	2022	2023	% of 2019
55.6%	Korea	71,543	36,250	40,963	57.3%
27.6%	Japan	67,794	6,039	20,338	30.0%
9.7%	US/Hawaii	7,135	7,394	7,120	99.8%
1.7%	Philippines	1,659	1,438	1,226	73.9%
0.2%	Taiwan	2,004	135	164	8.2%
0.3%	China	585	85	250	42.7%
0.1%	Hong Kong	210	69	86	41.0%

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



## Calendar Year 2023



**January - December 31, 2023**

**Total: 656,518 (+39.4% of 2019)**

% Market Mix	Origin	2019	2022	2023	% of 2019
56.6%	Korea	753,357	192,145	371,903	49.4%
20.8%	Japan	684,802	23,501	136,736	20.0%
12.7%	US/Hawaii	90,994	70,430	83,677	92.0%
2.1%	Philippines	20,729	8,831	13,638	65.8%
0.9%	Taiwan	28,216	633	5,600	19.8%
0.4%	China	11,496	552	2,756	24.0%
0.1%	Hong Kong	5,116	246	818	16.0%

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

## January 2024



**January 1-31, 2024**

**Total: 82,670 (+56.0% of 2019)**

% Market Mix	Origin	2019	2023	2024	% of 2019
56.5%	Korea	69,295	39,563	46,740	67.5%
22.9%	Japan	58,021	4,792	18,955	32.7%
10.3%	US/Hawaii	8,536	7,231	8,507	99.7%
1.2%	Philippines	1,277	1,192	1,017	79.6%
0.2%	Taiwan	2,461	850	197	8.0%
0.4%	China	1,261	104	370	29.3%
0.0%	Hong Kong	454	56	31	6.8%

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

## Fiscal Year to Date 2024



**October 2023 - January 2024**

**Total: 271,352 (+49.5% of 2019)**

% Market Mix	Origin	2019	2023	2024	% of 2019
55.2%	Korea	251,362	130,702	149,860	59.6%
25.6%	Japan	218,804	16,490	69,528	31.8%
10.5%	US/Hawaii	31,134	26,518	28,529	91.6%
1.7%	Philippines	7,680	4,806	4,665	60.7%
0.3%	Taiwan	8,749	1,145	718	8.2%
0.5%	China	4,603	301	1,298	28.2%
0.1%	Hong Kong	2,482	185	270	10.9%

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

#### 4. MARKET UPDATES

- Ms. Benavente presented Korea Market News

## MARKET UPDATES



### KOREA MARKET NEWS: KE - OZ MERGER AND ACQUISITION ISSUE

**"KE - OZ Merger One Step Away from Forming Mega-carrier in Its Fourth Year of Acquisition Process."**

The merger between Korean Air and Asiana Airlines marked a significant consolidation in the South Korean aviation industry, reshaping the competitive landscape and potentially enhancing efficiency and service offerings for customers.

 Announcement	 Approval	 Conditions	 Reorganization
In November 2020, Korean Air announced its intention to acquire Asiana Airlines, South Korea's second-largest carrier. The deal was valued at around \$1.6 billion.	The merger is under a regulatory approval process, which required clearance from various government agencies and regulatory bodies where the airlines operate.	Concerns about market dominance and potential anti-competitive practices were addressed. KE agreed to divest certain assets, including airport slots and subsidiaries.	Both airlines underwent financial restructuring for the merger, involving addressing debt and financial obligations to ensure the combined entity would be financially viable.

- Ms. Benavente shared that they continue to follow the updates regarding the merger between Korean Air and Asiana Airlines. To give some background, she reported that it was announced in November 2020 and is under regulatory approval process. Ms. Benavente noted that Korean Air is currently addressing concerns about monopoly and market dominance and both airlines are also undergoing a financial restructuring.

# MARKET UPDATES



## KOREA MARKET NEWS: KE - OZ MERGER AND ACQUISITION ISSUE

Approval From Mandatory Reporting Countries			
Date	Country	Date	Country
February 2021	Turkey	February 2022	South Korea
April 2021	Taiwan	September 2022	Australia
May 2021	Thailand	December 2022	China
May 2021	Philippines	March 2023	Britain
September 2021	Malaysia	January 2024	Japan
November 2021	Vietnam	February 2024	EU (Conditional approval)
February 2022	Singapore	By end of 2024	USA - Pending

Conditional Approval	Plan
Cargo Commitments	Selling off Asiana Airlines' cargo business
Passenger Commitments	Turning over duplicated airport slots for four European city routes: Frankfurt, Paris, Rome and Barcelona.  T'way Air is expected to receive some of the overlapping European routes of Korean Air and Asiana Airlines, making it the primary beneficiary of the divestment.

Expected Timeline	
✓	Korean Air will implement measures to address monopoly concerns before the EU's final approval.
✓	The US approval is expected to be finalized by the end of 2024.
✓	The fully integrated airline resulting from the merger is anticipated to begin operations by 2027, after a two-year integration process.

- Ms. Benavente shared a snapshot of the approval the airlines have received from different reporting countries, the most recent being Japan in January, and the EU giving approval this month. She noted that they are currently addressing some of those concerns that have been about the conditional approval of Asiana Airlines selling off their cargo business, turning over duplicated airport slots, and T'way Air expected to receive some of the overlapping European routes of Korean Air and Asiana Airlines. Ms. Benavente also shared the expected timeline which is that Korean Air is addressing the monopoly concerns before the EU's final approval, the US approval is expected to be finalized by the end of 2024, and they are anticipating the fully integrated airline would begin operations by 2027.

- Ms. Benavente presented airline supply and projection for the next three months, February, March, and April.

# MARKET UPDATES



## AIRLINE SCHEDULE - FEBRUARY

• 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	9,802
	KE423	DAILY	19:05	00:20+1	4,002
Jeju Air	7C3102	DAILY	10:05	15:25	5,481
	7C3106	DAILY	20:10	01:35+1	5,481
Jin Air	LJ915	DAILY	09:35	14:50	5,481
	LJ919*	DAILY	08:10	13:30	4,914
	LJ921**	4-TIMES	08:50	14:10	756
T'way Air	TW303	DAILY	10:00	15:30	5,481
	TW9305***	2/W (THU/SUN)	21:50	03:20	1,701
<b>TOTAL</b>					<b>43,099</b>

\*LJ919: Dec 29 - Feb 26 (Daily)

\*\*LJ921: Feb 6, 9, 11, 12 (Charter Flight for Lunar New Year)

\*\*\*TW9305: Jan 4 - Feb 25 (2/W) & Feb 29 (Charter Flight)

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	4/W (WED/THU/SAT/SUN)	21:35	02:30+1	3,213
Jin Air	LJ929	DAILY	20:30	01:30+1	5,481
<b>TOTAL</b>					<b>8,694</b>



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

**51,793 SEATS**

## 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	10,412
	KE423*	DAILY	19:05	00:20+1	276
Jeju Air	7C3102	DAILY	10:05	15:25	5,859
	7C3106	DAILY	20:10	01:35+1	5,859
Jin Air	LJ915	DAILY	09:35	14:50	5,859
T'way Air	TW303	DAILY	10:00	15:30	5,859
<b>TOTAL</b>					<b>34,124</b>

\*KE423: to be suspended from Mar 3

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	4/W (WED/THU/SAT/SUN)	21:35	02:30+1	3,213
Jin Air	LJ929	DAILY	20:55	01:55+1	5,670
<b>TOTAL</b>					<b>8,883</b>



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

**43,007 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	8,160
Jeju Air	7C3102	DAILY	10:40	16:05	5,670
	7C3106	DAILY	20:20	02:00+1	5,670
Jin Air	LJ913	DAILY	09:40	15:05	5,670
T'way Air	TW303	DAILY	08:30	14:00	5,670
<b>TOTAL</b>					<b>30,840</b>



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

**33,864 SEATS**

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ929	4/W (WED/THU/SAT/SUN)	21:00	02:00+1	3,024
<b>TOTAL</b>					<b>3,024</b>



- GVB Korea Country Manager Mr. Jay Park made comments about the decreased flights. He said that outbound from Busan is challenging. Mr. Park said that overall the economic recession is worse in Busan compared to Seoul. He explained that the outbound seat capacity for Incheon is almost the same level of 2019, however outbound from Busan is about a 55% to 60% level. Mr. Park said that internal factors and marketing in Busan are low, so strategically we need to focus on the Incheon departure flights. He also expressed that we are keeping in contact with our partners and other airlines such as Eastar Jet and Air Premia. Mr. Park reiterated that increasing the airline seat capacity from Incheon is going to be our short and mid-term strategy.
- Senior Marketing Manager Ms. Margaret Sablan presented the major competitive destination monitoring.

# MARKET UPDATES



## COMPETITIVE DESTINATION UPDATE



### Saipan: Specific Issue

- Saipan is aggressively promoting its Marathon event in cooperation with 6 major TAs, which will be held on March 9 as part of its effort to expand sports market.

Airline Operation Status		
ICN - SPN	FREQUENCY	23/W



### Hawaii: Specific Issue

- Hawaii Tourism Authority is preparing for the volunteer tourism in cooperation with local community partners for tourism infrastructure restoration after wildfire.

Airline Operation Status		
ICN - HNL	FREQUENCY	21/W

# MARKET UPDATES



## COMPETITIVE DESTINATION UPDATE



**Thailand: Specific Issue**

- N/A

Airline Operation Status		
ICN	FREQUENCY	187/W
	DESTINATIONS	BKK, HKT, CNX
PUS	FREQUENCY	28/W
	DESTINATIONS	BKK, CNX
TAE	FREQUENCY	7/W
	DESTINATIONS	BKK
CJJ	FREQUENCY	7/W
	DESTINATIONS	BKK
TOTAL FLIGHT OPERATION		229/W

# MARKET UPDATES



## COMPETITIVE DESTINATION UPDATE



**Philippines: Specific Issue**

- Philippines recently hosted roadshow in Korea under the aim of turning its eye into boosting secondary cities like El Nido instead of already well-known cities.

Airline Operation Status		
ICN	FREQUENCY	214/W
	DESTINATIONS	MNL, CRK, KLO, TAG, CEB
PUS	FREQUENCY	37/W
	DESTINATIONS	MNL, CEB, CRK, KLO, TAG
TAE	FREQUENCY	7/W
	DESTINATIONS	CEB
CJJ	FREQUENCY	7/W
	DESTINATIONS	CRK
MWX	FREQUENCY	2/W
	DESTINATIONS	CRK
TOTAL FLIGHT OPERATION		267/W

# MARKET UPDATES



## COMPETITIVE DESTINATION UPDATE



### Vietnam: Specific Issue

- Aero K has initiated daily flight from Cheongju to Da Nang starting from February 5, 2024.

Airline Operation Status		
ICN	FREQUENCY	406/W
	DESTINATIONS	DAD, CXR, SGN, HAN, HPH, VCA, DLL, PQC
PUS	FREQUENCY	98/W
	DESTINATIONS	DAD, CNX, SGN, HAN, DLJ, PQC
TAE	FREQUENCY	16/W
	DESTINATIONS	DAD, CXR
MWX	FREQUENCY	6/W
	DESTINATIONS	CXR, DAD
CJJ	FREQUENCY	21/W
	DESTINATIONS	DAD, CXR
TOTAL FLIGHT OPERATION		547/W

# MARKET UPDATES



## COMPETITIVE DESTINATION UPDATE



### Japan: Specific Issue

- Major domestic airlines are planning to expand flight operation to Japan departing from diverse local airports in line with the steady increase of travel demand under the Yen's sharp decline.

Airline Operation Status		
ICN	FREQUENCY	854/W
	DESTINATIONS	NRT, HND, KIX, FUK, NGO, CTS, OKA, KMJ, TAK, KOJ, OKJ, YGJ, KIJ, AOK, MYJ, FSZ, OIT, KKJ, SDJ, HJJ, HSG
GMP	FREQUENCY	126/W
	DESTINATIONS	HND, KIX
PUS	FREQUENCY	180/W
	DESTINATIONS	NRT, KIX, FUK, CTS, NGO, MYJ
TAE	FREQUENCY	28/W
	DESTINATIONS	NRT, KIX, FUK, CTS
MWX	FREQUENCY	11/W
	DESTINATIONS	CTS, KKJ, KIX
CJU	FREQUENCY	7/W
	DESTINATIONS	KIX
CJJ	FREQUENCY	44/W
	DESTINATIONS	KIX, NRT, FUK
TOTAL FLIGHT OPERATION		1,250/W

# MARKET UPDATES



## COMPETITIVE DESTINATION UPDATE



### China: Specific Issue

- The number of Korean travelers visiting China is on a steady upward trend after the resumption of China group travel. Accordingly, airlines are diversifying their destinations to China with both regular and irregular flights.

Airline Operation Status		
ICN	FREQUENCY	753/W
	DESTINATIONS	PEK, PVG, TSN, CAN, SHE, SZX, DLC, NKG, TAO, MDS, XIY, YNZ, YNU, CGQ, TFU, CKG, CGO, XNN, HGH, KWL, DYG, YNT, WUX, CSX, HRB, WEH, KMG, YTY, JMU, SJW, SYX, TNA, WUH, HAK, WNZ, TNA
GMP	FREQUENCY	56/W
	DESTINATIONS	PEK, SHA
PUS	FREQUENCY	45/W
	DESTINATIONS	PEK, PVG, SHE, TAO, YNJ, DYG, SYX
TAE	FREQUENCY	9/W
	DESTINATIONS	DYG, PVG
CJJ	FREQUENCY	2/W
	DESTINATIONS	DYG, YNJ
CJU	FREQUENCY	109/W
	DESTINATIONS	PEK, PVG, TSN, CSX, NTG, DLC, NKG, NGB, SHE, HGH, CGO, CGO, HFE
TOTAL FLIGHT OPERATION		976/W

### 5. OLD BUSINESS

- Ms. Sablan presented old business.

## OLD BUSINESS



### AIRLINES & TRAVEL AGENCIES CO-OP

- **Period:** January - February
- **Channel:** Airline and TA official channels, affiliated and paid channels
- **Detail:** Co-op with airlines and TAs in various ways to promote Guam products to consumers and provide direct benefits
- **Objectives:**
  - To increase Guam's visibility through the channels of diverse travel trade partners
  - To elevate the visibility of Guam products by securing competitive airfare and accommodations through targeted online channel advertisements
  - To generate consumer interest in Guam through promotions by both airlines and travel agencies



- Ms. Sablan shared that as we are in Q2, we continue with our airlines and travel agencies co-ops in January and February. She noted this has been continuous throughout airline and TA official channels to promote products and direct benefits to consumers. She recognized the different TAs we work with such as Yellow Balloon Tour, Hana Tour, Very Good Tour, and airlines such as Jin Air.

## OLD BUSINESS



### BRAND USA 2024 KICK OFF MEETING

- **Period:** January 25, 2024
- **Location:** Mowa (Myeongdong, Seoul)
- **Sponsorship:** 5 DMOs (Guam, California, Las Vegas, Los Angeles, Marianas), 2 Airlines (Delta Airline, Hawaiian Airline)
- **Participants:** 73pax (Airline, Travel Agencies, OTAs, Land Company, Social Commerce Platforms, Media)
- **Program:** Opening remarks, Brand USA Presentation, Sponsor partners Presentation, Networking dinner, Lucky draw, Group photo, Closing
- **Remarks:** GVB Korea gave a presentation on the Guam market and 2024 marketing plans.



- Ms. Sablan shared the Brand USA 2024 Kick-Off Meeting that took place on January 25th. She noted that Guam was one of the five DMOs that had sponsored the event, along with two airlines, and there was a turnout of 73pax. Ms. Benavente also shared that Mr. Park was able to give a presentation about the Guam market, as well as our 2024 marketing plans.

# OLD BUSINESS



**MEDIA TIE IN - SRT MAGAZINE**

- **Period:** February 2024
- **Media:** SRT Magazine (Circulation: 45,000)
- **Theme:** Color of Guam
- **Objectives:**

- To promote Guam's diverse festivals, activities, and tourist destinations, aligned with our campaign
- To showcase Guam more effectively through high-traffic train magazines to reach a wider audience
- To install a photo zone at Suseo station, creating a more memorable and engaging experience for potential customers



- Ms. Sablan shared that currently ongoing, we have our media tie-in with SRT Magazine. She said that it targets business travelers and some of the aspects the magazine covers are lifestyle, history, and culture. Ms. Sablan highlighted that we had an eight-page spread in the magazine for Guam, and noted it can also be found online. Additionally, she said that we had a photo zone at the Suseo Station.

**6. NEW BUSINESS**

- Ms. Sablan presented New Business.

## NEW BUSINESS



### FY2024 ONGOING/UPCOMING PROJECTS: AIRLINE INCENTIVE PROGRAM

- Period: FY2024
- Purpose:
  - To increase seat supply from Korea to Guam
  - To encourage airlines to sell Guam more actively by providing incentives according to load factor on a quarterly basis

Airline Incentive Program (Quarterly)				
	75%	80%	85%	90%
<b>Korean Air</b>	\$ 10,000	\$ 15,000	\$ 20,000	\$ 25,000
<b>Jin Air</b>	\$ 10,000	\$ 15,000	\$ 20,000	\$ 25,000
<b>Jeju Air</b>	\$ 10,000	\$ 15,000	\$ 20,000	\$ 25,000
<b>Tway Air</b>	\$ 5,000	\$ 7,000	\$ 9,000	\$ 15,000
<b>Jin Air Busan</b>	\$ 5,000	\$ 7,000	\$ 9,000	\$ 15,000
<b>Jeju Air Busan</b>	\$ 3,000	\$ 5,000	\$ 7,000	\$ 10,000

**KOREAN AIR**

**JEJUair**

**JINAIR**

**t'way**

- Ms. Sablan said as mentioned previously in our marketing plans for FY2024, we will soon pay out the airline incentives for Q1. She explained that the figure is a breakdown of the amounts per tier.
- Dusit Guam Cluster Director of Sales Mr. Gun Park questioned why some airlines such as T'way and Jin Air have different numbers. Ms. Sablan asked Mr. Jay Park to expound more on the breakdown, which he first began by saying that the incentive program is not just about airline support. He explained that this is the number of seat capacity supply, plus the type of service. Mr. Jay Park added that it also depends on the schedule if it is the daytime or nighttime. He also said that it depends on their investment too. Additionally, Mr. Jay Park said we are investing a certain amount of budget for the collaboration, and the airlines have their budget for our collaboration too. He said that with all of those factors combined, that is how they develop a plan. Furthermore, Mr. Jay Park said that this scheme is not a yearly plan, but a quarterly incentive program guideline, which means change is based on their performance, market situation, etc. He concluded by saying that the committee's feedback is going to be reflected in the incentive program for the upcoming period.
- Ms. Sablan said we currently have this tier in place for Q1 and Q2, but adjustments can be made moving forward. She reiterated that if the committee has specific feedback, the Korea team is welcome to hear and consider that for future planning purposes. Ms. Sablan emphasized that this airline incentive program is separate from airline co-op. She noted that is also another area of support that we give the airlines, and this is just an addition to it.



# NEW BUSINESS



**FY2024 ONGOING/UPCOMING PROJECTS: MICE INCENTIVE PROGRAM**

- **Period:** FY2024
- **Target Pax:** 6,500pax (FY2019 level)
- **Purpose:**
  - To position Guam as the perfect destination for MICE groups.
  - To bring more MICE-purpose visitors from Korea, especially for incentive groups through GVB's Incentive program

Support Items	50 - 100 PAX	101 - 200 pax	201 - 300 pax	301 pax +
Guam Guidebook & Eco bag	√	√	√	√
Monetary support to MICE organizer (KRW 10,000 per pax)		√		
Monetary support to MICE organizer (KRW 20,000 per pax)			√	√
Transportation Service (Airport Pick & Drop-Off) <small>* Depends on the availability</small>		√	√	√
PCO Incentives (KRW3,000,000)			√	
PCO Incentive (KRW5,000,000)				√

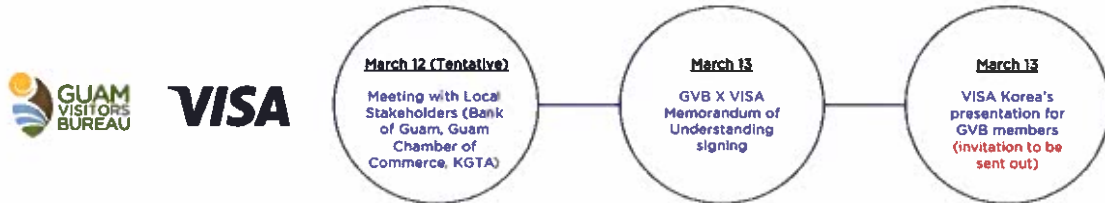
- Ms. Sablan shared the breakdown of the MICE Incentive Program, which shows the tiers based on pax. She noted that we also give support once they hit over 101 pax, and everything else that follows underneath depending on the increase in pax.
- To add, Ms. Benavente said that the reason they're presenting all of these is because although they introduced them to the first KMC meeting of the fiscal year in October, now that we're nearing the midway point, they want to remind the committee that these are ongoing even though not all of them are presented every KMC meeting. She noted that it is year-round, although always subject to the availability of funds.

# NEW BUSINESS



**FY2024 ONGOING/UPCOMING PROJECTS: VISA KOREA VISIT & PRESENTATION**

- **Period:** March 11 - 14, 2024
- **Visa Korea Delegation:**
  1. Patrick Storey, Country Manager of Visa International Asia Pacific Korea Ltd.
  2. Jay Lee, Head of Marketing Korea
  3. Stanley Kim, Head of Cross-Border payment & Market Lead for Guam & Micronesia
- **Objective:**
  - To foster a long-standing partnership to establish and promote co-marketing strategies to boost travel demands to Guam and drive actual spending of Visa card members
  - To build Visa exclusive loyalty or reward programs for Guam to attract more repeat visitors and loyal customers



- Ms. Sablan expressed they are excited about this project coming soon, which is our VISA Korea Visit and Presentation happening from March 11th to 14th. She shared that we have three representatives from VISA Korea who we will be hosting, Patrick Storey, Jay Lee, and Stanley Kim. Ms. Sablan said that this is also the time we will sign our MOU with VISA Korea. She mentioned that they will also be meeting with local stakeholders, banks, GEDA, KGTA, and the Guam Chamber of Commerce. Ms. Sablan stated that GVB tentatively has a membership meeting in the planning stages for March 13th, where they will do their presentation to our membership, as well as the MOU signing. She told the committee that the membership will be in touch with them shortly regarding those details and their attendance. Ms. Sablan noted that this is just the beginning stages. She said that once they give their presentation about consumer trends and different things that are happening in Korea, they will also briefly talk about their outlined plans for the next couple of months to a year and how they will work with KMC and the membership to see what kind of offers can be given to their cardholders.
- Mr. Gun Park wanted more information on the membership meeting and clarification on what they would benefit from the event. Ms. Sablan clarified by saying that VISA Korea is coming to do an introduction and presentation and tentatively GVB will also have a membership meeting. Ms. Leon Guerrero added by saying that VISA Korea is going to present consumer trends in Korea, so that gives us more insight into how Koreans are spending their money, and maybe we will shift the way we're marketing. She explained the kind of information we can learn from, such as consumers showing more loyalty to particular brands for items that offer additional points. Ms. Leon Guerrero illustrated some examples of earning points at Macy's for holding a United credit card and earning




more miles from purchasing an airline ticket. She expressed that maybe there are stuff that we don't know and that we can always learn something new. Ms. Leon Guerrero went on to explain that the purpose of the MOU is that we are planning to do a promotion with VISA Korea to encourage spending on the island. She said that they would be reaching out to the membership to ask them to participate in the program. Ms. Leon Guerrero noted that the details are still in the works and they will present it at a later time. Ms. Sablan reemphasized that it is just the introductory meeting with VISA Korea for them to give their presentation and all of the GVB membership will be notified and invited, tentatively March 13. She reminded the committee to check their emails for those notices.

## NEW BUSINESS

### FY2024 ONGOING/UPCOMING PROJECTS: JIN AIR x MICE PARTNER x TRAVEL AGENCY FAM TOUR

- **Period:** March 19 – March 23, 2024
- **Airline:**

<b>[BUSAN Group]</b> PUS-GUM March 19, 2024   LJ929 20:55-01:55+1 GUM-PUS March 23, 2024   LJ930 02:55-06:30	 <b>[SEOUL Group]</b> ICN-GUM March 20, 2024   LJ915 09:35-14:50 GUM-ICN March 23, 2024   LJ916 16:10-20:05
--	--
- **No. of Pax:** 30pax (MICE 16 pax / TA 10 pax / Jin Air 2 pax / GVB Korea 2 pax)
- **Objective:**
  - To educate travel trade partners and major corporations in Seoul and Busan for them to sell Guam destination more actively
  - To familiarize participants with the destination through on-site visits, fostering partnerships and enhancing their ability to promote Guam effectively
  - To promote Guam to various channels of MICE partners and travel agencies to help airlines with stable operations and increase supply seats for the winter series
  - To foster a supportive network that contributes to the sustainable promotion of Guam as a preferred travel destination.
  - To make partners get insight and increase destination knowledge in developing safe Guam products

Tentative Schedule	
MICE Group	Travel Agency Group
✓ Day 1: Industry Mixer w/ GVB members <i>(Invitation to be sent out)</i> ✓ Day 2: Southern Part Tour / Dinner show ✓ Day 3: Optional Tour / Hotel Inspections ✓ Day 4: Return to Korea	✓ Day 1: Industry Mixer w/ GVB Members <i>(Invitation to be sent out)</i> ✓ Day 2: Hotel Inspections / Dinner show ✓ Day 3: Hotel Inspections / Dinner show ✓ Day 4: Northern Part Tour / Return to Korea

- Ms. Sablan reported that next up we have our FAM tour with Jin Air, MICE partners, and travel agencies from March 19th to March 23rd. She shared that we will have representatives coming from Busan and Incheon with a total of 30 pax. Ms. Sablan explained that there would be 16 pax from MICE, 10 pax from TA, 2 pax from Jin Air, and 2 pax from GVB Korea. She shared that much like all the other FAM tours, they will be visiting optional tours, different hotels for site inspections, and some new shows we have on the island. Ms. Sablan told the committee that they would be contacted for different inspections. She also told them if they have a particular interest in this or have anything special going on, to let the Korea team know and they will try their best to accommodate them and their property or business with meeting with this group. Ms. Sablan said tentatively they have an industry mixer with GVB members planned, so they will notify the committee soon about these details. Ms. Benavente noted that the mixer would be on March 20th, tentatively, but reemphasized that they will send out official details once it is solidified.



## NEW BUSINESS



### FY2024 ONGOING/UPCOMING PROJECTS: KOREA EDUCATION FAIRS

■ Event:	ed:m International Education Fair	■ Event:	55th International Education & Career Korea
■ Period:	March 9 – March 10, 2024	■ Period:	April 27 – April 28, 2024
■ Venue:	COEX THE PLATZ (2F), Seoul, Korea	■ Venue:	COEX D Hall(3F), Seoul, Korea
■ Booth:	(1) standard booth (Table)	■ Booth:	(2) independent booth spaces (3x3)
■ Objectives:	<ul style="list-style-type: none"> <li>- To promote Guam as the nearest U.S. destination from Korea in terms of high-quality education systems and safety</li> <li>- To position Guam as a top choice for educational tourism in Korea, highlighting the importance of English education</li> <li>- To partner with local entities to showcase Guam's education market, emphasizing diverse programs</li> <li>- To advertise unique educational programs in Guam to attract students</li> <li>- To strengthen networks with trade and educational partners to support the growth of Guam's educational tourism</li> </ul>		



✓ 2023 Participant Number: 4,500pax  
✓ 2024 Expected Participants: 5,000pax



✓ 2023 Participant Number: 8,305pax  
✓ 2024 Expected Participants: 9,500pax

- Ms. Sablan informed the committee that we have education fairs coming up as well, with the first one being the ed:m International Travel Fair happening March 9th to 10th at COEX. She shared the second will be the 55th International Education & Career Korea Fair happening April 27th to 28th at COEX. Ms. Sablan said this is our annual education fair that we participate in and every year we have several members that join us for the event. She noted that last year's ed:m International Education Fair had a total of 4,500 pax and this year is expected to bring in 5,000 pax. Ms. Sablan also mentioned that last year's International Education and Career Fair had a total of 8,305 pax and this year is expected to have 9,500 pax. She told the committee that they would be issuing a letter soon to all of the members. Ms. Sablan pointed out that it will be our first time joining the ed:m International Education Fair, so participation is on a smaller scale to feel things out and see how things go. She shared that we will be collecting brochures from interested members and parties who would like to showcase their materials. Ms. Sablan indicated that the letter will also notify the committee about participation in the 55th International Education and Career Fair. She noted that space is limited with 2 booth spaces, so participation will be first come, first served.

# NEW BUSINESS



**FY2024 ONGOING/UPCOMING PROJECTS: Hafa Adai Support & GOGO! GUAM CAMPAIGN**

- **Period:** February - September, 2024
- **Channel:** GVB Korea Owned channels, paid channels, online promotion microsite, TA & Airline websites
- **Objectives:**

- To simplify access to exclusive services and discounts for Korean tourists, enhancing their experience and promoting participation.
- To strengthen partnerships with local businesses in Guam's tourism sector, ensuring mutual benefits for Korean travelers and establishments.





**Hafa Adai Support Program:** offering special discounts to travelers



**GoGo! Guam Campaign:** provide \$30 vouchers to package travelers



Promotion Plan		
Travel Trade	Guam Online Promotion	SNS Promotion
<p><b>Travel Agency Co-op</b></p> <ul style="list-style-type: none"> <li>&gt; Expected TA: Hana Tour, Mode Tour, Interpark Tour, YB Tour, Very Good Tour, Online Tour, Kyowon Tour</li> <li>&gt; Scheme: launch Hafa Adai Support &amp; GoGo! Guam Campaign website promotion</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Period: Feb 22 - Mar 21</li> <li>&gt; Scheme: expose Hafa Adai Support program on Guam online promotion page</li> </ul> 	<ul style="list-style-type: none"> <li>&gt; Period: Feb - Sept</li> <li>&gt; Scheme: expose Hafa Adai Support program on GVB Korea's owned channel</li> </ul> 
<p><b>OTA Promotion</b></p> <ul style="list-style-type: none"> <li>&gt; Channel: Hotels.com, kayak, Skyscanner, etc.</li> <li>&gt; Scheme: place banner ads</li> </ul>		

- Ms. Sablan introduced the Hafa Adai Support & GOGO! Guam Campaign which will be ongoing from February until September 2024. She shared that the Japan Marketing group recently launched their Hafa Adai Support Program and GOGO! Guam Campaign and recognized that they were kind to share this support program and initiatives with the various markets throughout GVB. Ms. Sablan said that the Korea market would like to participate in this and that the team has been working very diligently to put all the marketing materials together. She announced that the Hafa Adai Support Program will officially launch on February 22nd and the GOGO! Guam Campaign will launch possibly sometime in April. She also noted that this is slightly different from how Japan has run theirs as it is digital. Ms. Leon Guerrero commented that the Japan market is using Region PAY. Ms. Sablan expressed that the Korea team tried on their end to see if that would work for their clientele and market, but it's a little more difficult, so they will instead be working with various TAs and still offer a \$30 incentive to visiting travelers. She told the committee that they would be given more information about the GOGO! Guam Pay moving forward.
  
- Ms. Sablan presented the FY2024 Budget Summary.

## BUDGET SUMMARY



FY2024 KOREA MARKETING BUDGET: \$5M

Account Title	Budget	Paid	Committed	Remaining \$	Remaining %
South Korea Country Manager	\$ 90,000.00	\$ 30,000.00	\$ 60,000.00	\$ -	0.00%
Marketing Representative Fees	\$ 396,000.00	\$ 99,000.00	\$ 297,000.00	\$ -	0.00%
Travel Trade Co-Ops	\$ 1,584,000.00	\$ 199,345.49	\$ 624,000.00	\$ 760,654.51	48.02%
Social Media and Digital Media Buys	\$ 720,000.00	\$ 119,775.30	\$ 160,000.00	\$ 440,224.70	61.14%
Public Relations, Advertising, and Media Tie-Ins	\$ 820,000.00	\$ 60,000.00	\$ 130,000.00	\$ 630,000.00	76.83%
Familiarization Tours	\$ 160,000.00	\$ 33,084.95	\$ 69,000.00	\$ 57,915.05	36.20%
Sales Market Development	\$ 1,230,000.00	\$ 140,217.32	\$ 422,060.00	\$ 667,722.68	54.29%
<b>BUDGET GRAND TOTAL</b>	<b>\$5,000,000.00</b>	<b>\$ 681,423.06</b>	<b>\$ 1,762,060.00</b>	<b>\$ 2,556,516.94</b>	<b>51.13%</b>

- Ms. Leon Guerrero commented that we are on pace for the fiscal year and Ms. Sablan and Ms. Benavente agreed.
- Ms. Sablan presented the proposed Korea budget for FY2025.

# BUDGET SUMMARY



## FY2025 PROPOSED KOREA MARKETING BUDGET: \$5.5M

MARKET	FY2025 MARKETING PROGRAMS	FY2025 TOTAL		FY2025 vs FY2024				
		BUDGET	%	FY2025 BUDGET	FY2024 BUDGET	FY25 vs FY24	%	
REPRESENTATIVE FEES	South Korea Country Manager Retainer Fee	\$ 90,000	1.6%	\$90,000	\$90,000	1.8%	\$0	0.0%
	Korea Marketing Rep Retainer Fee	\$ 396,000	7.2%	\$396,000	\$396,000	7.9%	\$0	0.0%
	Airline Co-Op Promotions	\$ 480,000	8.7%					
TRAVEL TRADE CO-OPS & SALES CALLS	Airline Incentive Program	\$ 340,000	6.2%					
	Travel Agent Co-Op Promotions	\$ 420,000	7.6%	\$1,594,000	\$1,584,000	31.7%	\$10,000	0.6%
	Online Travel Agent Co-Op Promotions	\$ 300,000	5.5%					
	Sales Calls	\$ 54,000	1.0%					
MEDIA, ADVERTISING, BRAND COLLABORATIONS	TV or YouTube Content Development	\$ 200,000	3.6%					
	Out of Home / Media Advertisement	\$ 200,000	3.6%					
	Consumer Brand Collaboration	\$ 120,000	2.2%	\$680,000	\$820,000	16.4%	-\$140,000	-17.1%
	Media Tie-In Projects	\$ 160,000	2.9%					
DIGITAL PROMOTIONS & SOCIAL MEDIA	Influencer Channel Co-Op Promotions	\$ 240,000	4.4%					
	SNS Promotion & Campaign	\$ 120,000	2.2%	\$720,000	\$720,000	14.4%	\$0	0.0%
	Digital Media Buying	\$ 360,000	6.5%					
FAM TOURS	Familiarization Tours	\$ 120,000	2.2%	\$120,000	\$160,000	3.2%	-\$40,000	-25.0%
	In-Country Offline Shows	\$ 470,000	8.5%					
	Destination Development Project	\$ 200,000	3.6%					
SALES & MARKETING DEVELOPMENT	Primary Target Market Promotion	\$ 200,000	3.6%					
	Sport Market/Ambassador Project	\$ 500,000	9.1%	\$1,900,000	\$1,230,000	24.6%	\$670,000	54.5%
	MICE Group Incentive Program	\$ 120,000	2.2%					
	Ad-Hoc Projects	\$ 160,000	2.9%					
	On Island Promotion	\$ 100,000	1.8%					
	Promotional Giveaways / Collateral Printing	\$ 150,000	2.7%					
<b>TOTALS</b>		<b>\$5,500,000</b>	<b>100.0%</b>	<b>\$5,500,000</b>	<b>100%</b>	<b>\$5,000,000</b>	<b>100%</b>	

- Ms. Sablan expressed that they are hoping to get an additional \$500k. She pointed out the breakdown and stated that a lot remains the same but with a few transferences of funds from several areas. Ms. Sablan noted that the biggest budget is still from sales and marketing development. She also mentioned that there is a new category which is Sport Market/Ambassador Project, to which the additional \$500k was allocated. Ms. Sablan reiterated that this is where we stand, tentative budget for FY2025.
- Ms. Sablan opened the floor for questions.
- PIC Director of Korean Sales Mr. Young Min Kim questioned about the group MICE program. He asked how many groups were able to claim the support after it was launched. Ms. Benavente responded by saying that we only had one group for Q1. She asked for confirmation from the GVB Korea team and Mr. Jay Park responded by saying that after we launched the MICE program we got two groups, AIA and Boryeong. He said that we had about 450 pax after we launched that incentive program. Mr. Park said we currently have around 1,500pax until now. Mr. Kim shared his thoughts saying he thinks some of the agents are not familiar with how to apply for the program, so he believes it would be helpful to the agents if we put something into place that explains how to apply and the deadline of certain applications or requests. Mr. Park thanked Mr. Kim for his feedback and said that they would send out a notice or emails about the MICE incentive program on a regular basis, such as every month. Ms. Benavente commented that that is partly why they presented it again because she was under the impression that not a lot of people were aware. She said they



presented it at the beginning, but part of this was to remind the committee. Ms. Benavente said that they would get more instructions about how to apply for the program.

- There were no other questions or comments from the committee.

7. ANNOUNCEMENTS

- The next KMC meeting will be Tuesday, March 19, 2024 (subject to change).
- Ms. Leon Guerrero reminded the committee that they are planning a membership meeting and an industry mixer and asked that they keep their schedules open for the tentative dates.

8. ADJOURNMENT

- Ms. Leon Guerrero adjourned the meeting at 4:00 p.m.

Minutes Prepared By:

Cierra Sulla, Marketing Coordinator – Korea

Minutes Reviewed By:

Nicole Benavente/Margaret Sablan, Senior Marketing Manager – Korea

Minutes Approved By:

Elaine Pangelinan, Acting Director of Global Marketing