

KOREA MARKETING COMMITTEE (KMC) MEETING MINUTES

Tuesday, May 20, 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 - Jeanne Kwon*
4. DON DON DONKI Guam - Uta*
5. Dusit Thani Guam Resort - Elisha Lee*
6. Gary Kim*
7. Guam Hana Tour - Jong In Cheong*
8. Guam Premier Outlets - Estella E.*, Nicole Carriaga*
9. Guam Reef Hotel - Akihiko Gondo*
10. Hoshino Resorts RISONARE - Albert Oh*
11. International Dining Concepts, LLC - Julia M.*
12. Korea Guam Travel Association (KGTA) - Tae*
13. Lotte Duty Free - Jaejun Lee*
14. Micronesia Mall - Francis Lira*, Anna T*
15. Nissan Rent A Car Guam - Michael Tamayo*
16. Pacific Islands Club - Young Min Kim, Jueyeom Son
17. RIHGA Royal Laguna Guam Resort - Nicole Han*
18. Sentry Hospitality LLC - Valerie Carbullido*
19. The Tsubaki Tower - Jimin Suh
20. The Westin Resort Guam - Julia Kim*, Jennie*

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 – Nicole Benavente
5. GVB Marketing Manager, Korea – Cierra Sulla
6. GVB Web & IT Coordinator – AJ Rosario
7. GVB Web & IT Coordinator Assistant – Mike Arroyo
8. GVB South Korea Country Manager – Jay Park*
9. GVB Korea Office*

Members Absent:

1. 7-Day Supermarket
2. Bayview Hotel
3. Fish Eye Marine Park
4. Goodwind Development Corporation
5. Guam Guam Style Consulting
6. Guam Plaza Resort & Spa
7. Hard Rock Cafe
8. Hilton Guam Resort & Spa
9. Hotel Nikko Guam
10. Hotel Tano
11. Hyatt Regency Guam
12. Jae Yu
13. Japan Buslines
14. Jeju Air
15. Kloppenburg Enterprises
16. Lam Lam Tours (T.P. Micronesia, Inc.)
17. Leoplace Guam Resort
18. Linden Akademia
19. Lotte Hotel Guam
20. Royal Orchid Guam Hotel
21. Spa Ayualam (Premier Beauty and Spa Guam, Inc)
22. Stroll
23. Tommy Hilfiger
24. Triple J Enterprises, Inc.
25. Tumon Sands Plaza
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 3:30 pm.

2. REPORT OF COMMITTEE CHAIRMAN

- Chairman Eun noted the previous four years had seen slow and stagnant operations, but he now observes building momentum. He encouraged the committee to meet in person to share their thoughts and perspectives on various activities, including optional tours.

3. REPORT OF MANAGEMENT

- There was no report from management.
- Marketing manager Ms. Cierra Sulla presented the latest arrival numbers.

April 2025					
GUAM					
April 1-30, 2025			Total: 50,558 (42.4% of 2019)		
% Market Mix	Origin	2019	2024	2025	% of 2019
43.1%	Korea	54,072	28,981	21,777	40.3%
33.9%	Japan	47,388	13,937	17,139	36.2%
11.5%	US/Hawaii	7,044	6,185	5,823	82.7%
3.4%	Philippines	2,432	1,072	1,705	70.1%
1.4%	Taiwan	2,275	341	700	30.8%
0.6%	China	737	350	319	43.3%
0.2%	Hong Kong	593	46	95	16.0%

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

Note: April 2025 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2025



January - April 30, 2025

Total: 239,076 (43.4% of 2019)

% Market Mix	Origin	2019	2024	2025	% of 2019
45.1%	Korea	236,883	150,250	107,895	45.5%
35.7%	Japan	237,157	73,083	85,377	36.0%
10.5%	US/Hawaii	32,310	28,985	25,064	77.6%
2.0%	Philippines	6,355	4,329	4,695	73.9%
1.1%	Taiwan	9,233	1,270	2,598	28.1%
0.7%	China	5,344	1,837	1,686	31.5%
0.1%	Hong Kong	2,208	215	245	11.1%

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

Note: April 2025 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2025



October 2024 - April 30, 2025

Total: 413,927 (43.5% of 2019)

% Market Mix	Origin	2019	2024	2025	% of 2019
46.6%	Korea	418,950	253,370	192,693	46.0%
34.1%	Japan	397,940	123,656	141,034	35.4%
10.5%	US/Hawaii	54,908	49,007	43,295	78.9%
2.1%	Philippines	12,758	7,977	8,652	67.8%
0.9%	Taiwan	15,521	1,791	3,802	24.5%
0.6%	China	8,686	2,765	2,668	30.7%
0.1%	Hong Kong	4,236	454	409	9.7%

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

Note: April 2025 Daily Arrivals reflect Civilian Air arrivals only

- Action items:
 - Chairman Eun requested the total number of air supply capacity vs load factor for the 2024 calendar year.

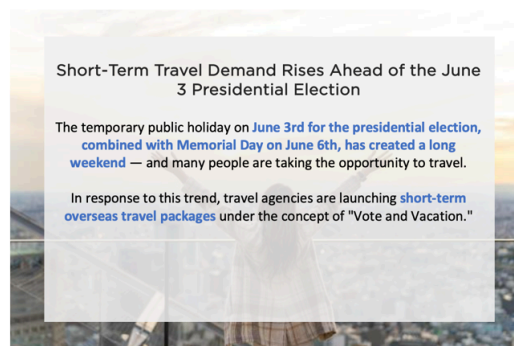


4. MARKET UPDATES

- Senior Marketing Manager Ms. Nicole Benavente presented the travel trade update in Korea and the airline schedule for May, June, and July.

MARKET UPDATES

TRAVEL TRADE UPDATE IN KOREA



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

• 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: Apr 2nd~Jun 21st: 4/W, Jun 23rd~Aug 24th: Daily, Aug 27th~Oct 1st: 4/W, Oct 2nd~13th: Daily, Oct 15th~Oct 25th: 4/W



TOTAL OUTBOUND
SEAT CAPACITY
(MAY):

31,457 SEATS

- Director of Global Marketing Ms. Leon Guerrero noted that in May of 2024 we had 37,727 seats. Chairman Eun pointed out that this represents an 18% increase compared to May 2025.

MARKET UPDATES



AIRLINE SCHEDULE - JUNE

• Incheon - Guam

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

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	10,140
	KE423	DAILY	18:40	00:00+1	10,140
Jeju Air	7C3101	DAILY	10:40	16:05	5,670
Jin Air	LJ913	DAILY	09:20	14:45	5,670
T'way Air	TW505*	DAILY	09:00	14:30	3,780
TOTAL					35,400

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

• Busan - Guam

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

*LJ921: Apr 2nd~Jun 21st: 4/W, Jun 23rd~Aug 24th: Daily, Aug 27th~Oct 1st: 4/W, Oct 2nd~13th: Daily, Oct 15th~Oct 25th: 4/W



TOTAL OUTBOUND
SEAT CAPACITY
(JUNE):

39,180 SEATS

- Chairman Eun noted that the 30,727 seats in June 2024, as shared by Ms. Leon Guerrero, represent a less than 10% increase.
- Ms. Benavente attributed the significant increase in available seats to Korean Air flight 423. This Boeing 777 alone is projected to add over 10,000 seats monthly.

MARKET UPDATES



AIRLINE SCHEDULE - JULY

• Incheon - Guam

*Airline schedule is flexible, subject to change.

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	10,478
	KE423	DAILY	18:40	00:00+1	10,478
Jeju Air	7C3101	DAILY	10:40	16:05	5,859
	7C3107*	DAILY	20:20	02:00+1	3,780
Jin Air	LJ913	DAILY	09:20	14:45	5,859
	LJ917	DAILY	19:40 / 21:05	01:20+1 / 02:45+1	5,859
T'way Air	TW505**	DAILY	09:00	14:30	2,457
TOTAL					44,770

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

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

• Busan - Guam

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

*LJ921: Jun 23rd-Aug 24th: Daily, Aug 27th-Oct 1st: 4/W, Oct 2nd-13th: Daily, Oct 15th-Oct 25th: 4/W



TOTAL OUTBOUND
SEAT CAPACITY
(JULY):

50,629 SEATS

- Ms. Benavente noted the expected additional nightflight from Jeju Air and Jin Air.
- Chairman Eun highlighted the significant increase in seats, noting a 40% rise from 35,837 seats in July 2024, as previously mentioned by Ms. Leon Guerrero. This represents an increase of approximately 15,000 seats.
- Ms. Benavente presented the competitive destination update.

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Saipan: Specific Issue

- N/A

Airline Operation Status		
ICN - SPN	FREQUENCY	14/W



Hawaii : Specific Issue

- Hawaii will increase the state's lodging tax, adding a 0.75% surcharge to the existing state tax on hotel rooms for environmental protection and to address natural disasters linked to climate change.

Airline Operation Status		
ICN - HNL	FREQUENCY	17/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Thailand: Specific Issue

- Asiana Airlines is increasing service on its Bangkok route ahead of the summer peak season. Starting June 2, the airline will add three weekly daytime flights from Incheon to Bangkok, in addition to its existing daily operations, bringing the total frequency to ten flights per week.

Airline Operation Status		
ICN	FREQUENCY	112/W
	DESTINATIONS	BKK, HKT, CNX, DMK
PUS	FREQUENCY	23/W
	DESTINATIONS	BKK, CNX
TOTAL FLIGHT OPERATION		135/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Philippines: Specific Issue

- N/A

Airline Operation Status		
ICN	FREQUENCY	15/W
	DESTINATIONS	MNL, CRK, KLO, TAG, CEB
PUS	FREQUENCY	33/W
	DESTINATIONS	MNL, CEB, CRK, TAG, KLO
CJJ	FREQUENCY	2/W
	DESTINATIONS	CRK
TOTAL FLIGHT OPERATION		187/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Vietnam: Specific Issue

- [Tourism in Vietnam has largely prospered in the initial four months of 2025](#), government statistics indicating a welcome of 7.67 million international travelers, up a significant 24% from 2024's equivalent period.

Airline Operation Status		
ICN	FREQUENCY	345/W
	DESTINATIONS	DAD, CXR, SGN, HAN, HPH, DLI, PQC
PUS	FREQUENCY	91/W
	DESTINATIONS	DAD, CNX, SGN, HAN, DLI, PQC
TAE	FREQUENCY	19/W
	DESTINATIONS	DAD
CJJ	FREQUENCY	13/W
	DESTINATIONS	DAD, CXR, PQC
TOTAL FLIGHT OPERATION		468/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Japan: Specific Issue

- N/A

Airline Operation Status		
ICN	FREQUENCY	902/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
GMP	FREQUENCY	133/W
	DESTINATIONS	HND, KIX
PUS	FREQUENCY	213/W
	DESTINATIONS	NRT, KIX, FUK, CTS, NGO, MYJ, OKA, AKJ, KMJ
TAE	FREQUENCY	28/W
	DESTINATIONS	NRT, KIX, FUK, CTS
CJJ	FREQUENCY	67/W
	DESTINATIONS	KIX, NRT, FUK, CTS, IBR, NGO
CJU	FREQUENCY	10/W
	DESTINATIONS	KIX
TOTAL FLIGHT OPERATION		1,353/W

- Chairman Eun explained that airline companies prioritize developing new destinations and cities in Japan over increasing passenger traffic to existing locations. He noted a decrease in Japan's flight operations, from an even higher number a year ago compared to the current 1,353 per week, indicating a shift in airline strategy towards new markets. He argued that this highlights the necessity of expanding Guam's tourism focus beyond Tumon to develop other areas.
- Ms. Benavente confirmed this, referencing recent Omnitrek research that pointed out the importance of creating a "must-visit" aspect for Guam and providing compelling reasons for repeat visits. She mentioned feedback indicating that visitors often feel there is nothing new to experience on Guam after their first visit.
- Chairman Eun further emphasized the critical need for investment in tourism, stating that without utilizing BPT (Business Privilege Tax) from the construction industry, Guam's tourism industry would face a significant decline within eight years. He suggested that the Government of Guam should operate as a business entity to allow time for these investments to yield returns in the future.

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



China: Specific Issue

- Starting May 26, Aero K Airlines will launch daily service between Cheongju and Qingdao, operating seven times a week. This new route strengthens the carrier's presence in the China market and reflects its commitment to expanding connectivity between Korea and major Chinese cities.

Airline Operation Status		
ICN	FREQUENCY	827/W
	DESTINATIONS	PEK, PVG, TSN, CAN, SHE, SZX, DLC, NKG, TAO, MDG, XIY, YNZ, YNJ CGQ, TFU, CKG, CGO, XMN, HGH, KWL, DYG, YNT, WUX, CSX, HRB, WEH, KMG, YTY, JMU, SJW, SYX, TNA, WUH, HAK, WNZ, TNA, PKX, YIH, HET, HFE
GMP	FREQUENCY	56/W
	DESTINATIONS	PEK, PXX, SHA
PUS	FREQUENCY	63/W
	DESTINATIONS	PEK, PVG, SHE, TAO, YNJ, DYG, SYX, XIY, TNA
TAE	FREQUENCY	18/W
	DESTINATIONS	DYG, PVG, YNJ, TXN
CJJ	FREQUENCY	13/W
	DESTINATIONS	KWE, DYG, CGO
CJU	FREQUENCY	132/W
	DESTINATIONS	PEK, PVG, TSN, CSX, NTG, DLC, NKG, NGB, SHE, HGH, CGQ, CGO, HFE, PKX, KHN, XIY, SZX, DYG
TOTAL FLIGHT OPERATION		1,109/W

- Ms. Benavente showed the top destinations for Korean outbound travelers in Q1 2025.

MARKET UPDATES



TOP DESTINATIONS FOR KOREAN OUTBOUND TRAVELERS IN Q1 2025

Rank	Country/Region	Number of Travelers	YoY Change (%)
1	Japan	2,425,024	+ 6.7
2	Vietnam	1,205,070	+ 1.5
3	China	656,197	+ 48.8
4	Thailand	449,032	- 11.1
5	Philippines	427,581	- 8.9
6	Taiwan	302,982	- 0.4
7	United States	271,324	- 0.2
8	Hong Kong	223,590	+ 30.8
9	Singapore	153,837	- 4.6
10	Malaysia	122,249	- 4.1

Source: Ministry of Justice, Republic of Korea (based on first arrival destination flights)

- Ms. Leon Guerrero mentioned that while Guam is not mentioned in the list, as pointed out by Chairman Eun, Guam is part of the US.
- Chairman Eun stated that a US market share of approximately 9-10% is acceptable.

5. OLD BUSINESS

- Ms. Benavente presented the accomplished marketing projects.

OLD 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
- **Co-exhibitors:** Crowne Plaza Resort Guam, Business and Technology Academy Charter School, Guam Guam Style Consulting
- **Results:** 1,560 visitors (1st Day: 676 pax / 2nd Day: 884 pax) & 67 Booths
- **Summary & Comments:**
 - GVB Korea participated in the 2025 International Education & Career Fair in Busan, the first of its kind hosted by KOTFA in the region since the COVID-19 pandemic.
 - Student groups mainly visited on Friday, while families comprised the majority of attendees on Saturday.
 - Visitors from Busan showed a preference for direct consultations over participating in SNS events or giveaways.
 - **Visitors showed more interest in immigration-related booths compared to education-related booths.**



OLD BUSINESS



GUAM CONTENT DEVELOPMENT W/ NPhER

- Period: April 29 – May 4
- Dance Crew: NPher
- No. of Pax: 9 pax (6 NPher dancer, 2 Producer & videographer, 1 GVB Korea)
- Summary:
 - Collaborated with dance crew 'NPher' and filmed Guam promotional video featuring diverse Guam travel spots
 - Created video assets tailored to various media formats including reels contents
 - Plan to expose assets through NPher & NPher individual members' channel
 - 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



Sketch Photos of NPher Contents Filming



- Ms. Benavente emphasized the unique cultural collaboration of the NPher project. This initiative went beyond simply filming dances at iconic locations; it fostered a cultural exchange. Girls from a local guma learned a K-pop dance, while the NPher K-pop group learned traditional Chamorro dance. This blend of two cultural worlds will be shown in the upcoming music video.
- Chairman Eun noted the recent recovery committee meeting's discussion on Guam culture, defining it not only as heritage and history but specifically as the Chamorro people. He suggested GVB collaborate with the Guam Museum, despite its separate ownership, to market a shared vision. He proposed a joint marketing pool. Ms. Leon Guerrero recommended leveraging President & CEO Mrs. Régine Biscoe Lee's relationship with Mr. Melvin, President of the Department of Chamorro Affairs. Mrs. Lee acknowledged the good relationship but raised concerns about potential labor challenges at the museum, which have led to visitor feedback about inconsistent operating hours.

6. NEW BUSINESS

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

NEW BUSINESS



FY2025 UPCOMING PROJECT: TA & AIRLINE CO-OP

- Period: April – June, 2025
- Channel: Korean Air, Jeju Air
- Scheme:

- Korean Air: Offers discounted airfares, introduced Guam photo spots and activities and provided prizes through interactive events.
- Jeju Air: Offers air ticket discounts through promotion codes, additional discount when paying via affiliate payment methods, and discount coupons for baggage or in-flight meals.

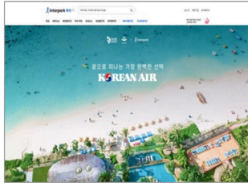
- Period: April- May, 2025
- Channel: TA channel (Hana Tour, YB Tour, Mode Tour, Verygood Tour, etc.)
- Scheme:

- Expose the promotion and Guam packages on TA's official website & app.
- Showcase Guam packages across multiple channels, including e-commerce, live broadcasts, and home shopping networks.
- Provide special offers and benefits to consumers.

Airline Co-Op Promotion



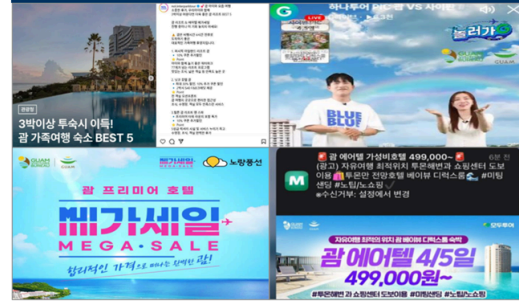
- Period: May 21 – May 31
- Channel: Korean Air channels
- Promotion Type: B2C Promotion



- Period: May 20 – June 3, 2025
- Channel: Jeju Air channels
- Promotion Type: B2C Promotion



TA Promotion Reference



NEW BUSINESS



FY2025 UPCOMING PROJECT: WEDDING/HONEYMOON FAM TOUR & CONTENTS PRODUCTION

- Period: May 21 - May 25, 2025
- Objective: To position Guam as a preferable wedding and honeymoon destination for Korean market
- Participants: 22pax (8 TA / 5 wedding planner / 2 media / 2 influencer / 1 Hair & Make-up, 1 Video / 1 Photo / 2 GVB Korea)
- Participants company: Destination wedding companies, travel agencies, wedding magazine
- Program:

- May 21: Depart to Guam
- May 22: Networking & Dinner Event
- May 23-24: Hotel/Wedding Venue Inspection/ Southern Island Tour
- May 25: Depart to Korea

■ Scheme

- Invite representatives to experience Guam's top wedding venues, luxury accommodations, and unique cultural offerings firsthand.
- Conduct site inspections and participate in the networking session.

TA Participants



Wedding Participants



Media Participants



- Ms. Benavente announced that the May 22nd networking event is at full capacity and extended her gratitude to all committee members who will be attending.

NEW BUSINESS



FY2025 UPCOMING PROJECT: WEDDING/HONEYMOON CONTENTS PRODUCTION

- **Period:** May 21 - May 25, 2025
- **Participants:** 6pax (2 celebrities/3 production team/1 GVB Korea)
- **Objective:** To create wedding-related content by partnering with celebrities for marketing usage.
- **Scheme:**
 - Celebrity couple to participate in mock wedding ceremonies
 - Visit tourist spots and high-end restaurants, and other romantic places for filming
 - Produce high-quality content that showcases Guam's appeal as a romantic destination.
- **Deliverables:** 3 promotional video (3mins), 5 short-form video (15 sec), 100+ photos

Celebrity Profile



- Baek Sung Hyun (Actor)
- Jo Da Bom (Wife/Influencer)
- Instagram: [@sunghyun0130](#) (191K)
- Instagram: [@3ssak_baby](#) (28K)

Celebrity Images



- Ms. Benavente announced an exciting collaboration with renowned Korean actor Mr. Baek Sung Hyun, who also served as emcee for the Taste of Guam event in Gangnam. She emphasized that Mr. Baek and his wife, Ms. Jo Da Bom, are a highly recognized couple in Korea. They are enthusiastic about this partnership, which aims to produce wedding and honeymoon content showcasing Guam.

NEW BUSINESS



FY2025 UPCOMING PROJECT: HANWHA EAGLES BASEBALL STADIUM B2C EVENT

- **Period & Time:** June 4, 2025 (Booth Event: 16:30 – 19:00 / Game: 18:30 – 21:00)
- **Venue:** Hanwha Stadium, Daejeon
- **Objective:**
 - To highlight Guam's diverse sports offerings and natural beauty to attract Korean sports enthusiasts.
 - To use Hanwha Eagles partnership to connect with a large, engaged audience passionate about sports.
 - To enhance positive perception of Guam as an exciting and accessible destination for leisure and sports.
 - To strengthen ties with the Hanwha Eagles to promote Guam's recognition as a premier sports destination.
- **GVB B2C Event:**
 1. Outdoor Booth Event (Pre-game Fan Engagement Zone) Game & photo zone & Guam tattoo sticker experience
 2. On-field Ceremonial Event (First Pitch / Batting Ceremony)
 3. In-game Advertising & Cleaning Time Event



- Ms. Benavente informed the committee that GVB would soon provide further details regarding the B2C event in Daejeon, to which Seoul International Travel Fair co-exhibitors are invited.

NEW BUSINESS



FY2025 UPCOMING PROJECT: 40TH SEOUL INTERNATIONAL TRAVEL FAIR (SITF)

- **Period & Time:** June 5 – June 8, 2025 (10:00 – 18:00)
- **Venue:** COEX C Hall (3F), Seoul, Korea
- **Host:** Seoul International Travel Fair Organization Committee, The International Tourism Forum
- **GVB Booth:** (10) independent booth spaces
- **Objective:**
 - To enhance Guam's visibility and appeal as a premier travel destination by highlighting various facilities and programs offered by KMC members.
 - To provide visitors with an immersive experience of Guam's culture through performances and interactive engagements.
 - To attract more visitors through interactive participatory events and giveaway distribution at the booth.
 - To foster media engagement, strengthen relationships with travel professionals, and direct interactions with potential travelers
- **Booth Event:**
 - SNS Follow Event & Photo Zone Event & Survey Event with giveaway distribution
 - Chamorro cultural performance



Co-Exhibitors

ARLUIS WEDDING



- Ms. Benavente recognized all the companies that are participating in SITF.
- Chairman Eun expressed his desire to prioritize optional tours. He noted a discussion with KGTA regarding GVB marketing these tours, though this is not yet fully organized. Mr. Young Min Kim (Pacific Islands Club) mentioned that KGTA members had previously voted against purchasing booths at SITF, but plan to include more optional tours and participate next year.
- Ms. Leon Guerrero suggested GVB could bring members' marketing materials and play their videos at the Guam booth screens at SITF. Chairman Eun inquired about the number of optional tours within KGTA, to which Mr. Kim replied that there aren't many. He clarified that most KGTA members who attended the voting meeting already have SITF booths and are working to expand their membership, a process expected to take 2-3 months.
- Chairman Eun asked GVB management about reaching out to all optional tour businesses in Guam. Ms. Leon Guerrero explained that GVB frequently informs members about programs and promotions. Ms. Benavente pointed out that there are many optional tours that are not GVB members. Chairman Eun stressed the benefit of becoming GVB members, as GVB would provide free marketing. He emphasized the need to promote these options so visitors are aware of their availability in Guam.
- Chairman Eun proposed creating a platform for these businesses to discuss their needs with GVB. Mrs. Lee suggested that Taylor from membership should review her list, as a call for existing members has already been made, and recommended a broader public call to optional tour businesses.

NEW BUSINESS



FY2025 UPCOMING PROJECT: KGGA GOLF FAM TOUR

- **Period:** June 18 - 22, 2025
- **Participants:** 25 pax (TA - 15 pax, Media 5 pax, Media Professional Golfer - 5 pax)
- **Golf Club Partners:** Country Club of the Pacific, Sono Felice CC Guam Mangilao, Sono Felice CC Guam Talofofo, Finest Guam Golf & Resort, Leoplace Resort Country Club
- **Objective:**
 - To collaborate with KGGA to promote Guam as a top-tier golf destination to key travel agencies and media partners.
 - To facilitate the development of Guam golf travel products by providing firsthand experience of Guam's premier golf courses.
 - To promote Korean Air re-launched night flights in golf packages.
 - To enhance post-tour exposure through agency promotions and media coverage, increasing awareness and interest in Guam golf travel among Korean consumers.



- Ms. Benavente said this golf fam tour is the first step where they're hoping to develop an international golf competition later in the future sponsored by GVB. Before then, the initial phase involves a familiarization tour for golfers to explore Guam's golf clubs, coinciding with the promotion of Korean Air's new night flight and golf packages.

- Mrs. Benavente presented a snapshot of the rest of FY2025 Q3 & Q4 Programming

FY2025 Q3 & Q4 PROGRAMMING

FY2025 UPCOMING MARKETING PLANS

Timeline	FY2025																			
	May		June				July				August				September					
	Week 4	Week 5	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4		
Travel Trade	Airlines / Travel Agency / OTA Co-op Promotion																			
	Airline Incentive Program & Turnaround Support Program																			
PR & Digital	OOH AD at COEX		Q3 Online Promotion												Q4 Online Promotion				OOH AD	
	Media AD																			
	Digital Media Buying & SNS Campaign																			
In-country Offline Show & Others	VISA Korea Co-op (with Credit Card Company)																			
	Wedding FAM Tour		SITF & Hanwha Eagles Stadium B2C Event				KGGA Golf FAM Tour				Sports Market Development Project				Consumer Brand Collaboration				GVB Korea Roadshow	

- Ms. Mia Soun (Nextpaper) shared that the Q3 online promotion is heavily focused on the additional night flights starting in June.
 - Ms. Benavente announced that the Naver Pay promotion, initially targeted for June, has been rescheduled for July. Further details will be provided in an upcoming letter.
 - Chairman Eun emphasized the importance of member input as GVB is a membership organization. He highlighted that with the ongoing selection process for a marketing agency in Korea, now is an opportune time for members to share their expectations and wish lists to inform future planning with the GVB Korea office. He encouraged all members to provide their valuable feedback.
 - Mr. Kim conveyed KGTA members' interest in the marketing agency selection process and timeline in Korea. Mrs. Lee responded that GVB is currently in active procurement, limiting the details they can share. However, she did confirm that the application period has closed, following widespread advertising across Korea, and GVB received several applications. They are now in the evaluation and selection phase.
 - Mrs. Lee further explained that while GVB cannot provide more information, Korea Marketing can distribute a survey to all KMC members and non-GVB members. This survey aims to gather feedback on past GVB initiatives and future expectations, emphasizing the importance of this input for future decision-making. Chairman Eun clarified that this is a Request for Proposal, not an Invitation to Bid, indicating a distinct process.
- Ms. Benavente presented the FY2025 Budget Summary.

BUDGET SUMMARY



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

Account Title	Budget	Paid	Committed	Remaining \$	Remaining %
South Korea Country Manager	\$ 100,800.00	\$ 50,400.00	\$ 50,400.00	\$ -	0.00%
Marketing Representative Fees	\$ 396,000.00	\$ 198,000.00	\$ 198,000.00	\$ -	0.00%
Travel Agent Co-Ops & Sales Calls	\$ 438,000.00	\$ 236,796.38	\$ 134,000.00	\$ 67,203.62	15.34%
Airline Co-ops & Load Factor Incentives	\$ 766,000.00	\$ 359,000.00	\$ 220,000.00	\$ 187,000.00	24.41%
Airline Turnaround Support	\$ 5,000,000.00	\$ 451,000.00	\$ 4,094,000.00	\$ 455,000.00	9.10%
Social Media and Digital Media Buys	\$ 600,000.00	\$ 261,757.37	\$ 150,040.00	\$ 188,202.63	31.37%
Public Relations, Advertising, and Media Tie-ins	\$ 795,000.00	\$ 150,000.00	\$ 353,040.00	\$ 291,960.00	36.72%
Familiarization Tours	\$ 155,000.00	\$ -	\$ 155,000.00	\$ -	0.00%
Sales Market Development	\$ 1,249,200.00	\$ 189,594.36	\$ 854,819.00	\$ 204,786.64	16.39%
BUDGET GRAND TOTAL	\$9,500,000.00	\$1,896,548.11	\$6,209,299.00	\$1,394,152.89	14.68%

7. ANNOUNCEMENTS

- Ms. Benavente announced the upcoming 37th annual Guam Micronesia Island Fair.

ANNOUNCEMENTS



37th Annual Guam Micronesia Island Fair – June 7 & 8

"Kanta yan Baila"

Celebrate the Harmony of Micronesia

Date: June 7-8, 2025

Location: Ypao Beach Park

Cost: FREE

Website: visitguam.com/gmif





- Ms. Benavente highlighted that GMIF is a free event, open to the public. She encouraged members to promote it to their customers and consider sharing the flyer for display at their establishments.
- Mrs. Lee stated that GMIF aligns perfectly with the upcoming Korean presidential election and Memorial Day, presenting an excellent opportunity for GVB partners to market GMIF and promote CHamoru culture.
- The next KMC meeting will be Tuesday, June 17, 2025 at 3:30 p.m. (subject to change).

COMMITTEE DISCUSSION:

• Air Service & Subsidies

- **Busan Flight:** Mr. Kim inquired about a potential Korean Air Busan flight launch on June 1st. Mrs. Lee stated that negotiations are ongoing, and Chairman Eun noted prior discussions.
- **Airline Subsidies:** Chairman Eun highlighted news reports indicating that delayed aircraft production necessitates increased airline subsidies for at least two years to secure air supply, emphasizing the current lack of leverage and need for realism.
- **Busan Market Challenges:** Mr. Kim noted the historical difficulty in attracting travelers from Busan compared to Seoul and requested support from GVB or other entities. Chairman Eun acknowledged GVB's understanding but pointed out the added difficulty of a red-eye flight. GVB will consider co-ops and support for Busan.

• Transportation & Visa Concerns

- **Late-Night Arrivals & Transportation:** Ms. Benavente raised concerns about visitor transportation for flights arriving after 1 am, questioning Guam's readiness. Chairman Eun said Korean travelers typically pre-arrange transportation (rental car, taxi, or through a Korean company). Jimin Suh (The Tsubaki Tower) confirmed that 2-3 companies currently offer pre-arranged transportation services.
- **Air Busan Update:** Mr. Kim inquired about an update for Air Busan. Chairman Eun stated that Korean Air's aggressive moves might impact Air Busan's final decision.
- **Influencer Visas & Entry:**
 - **NPher's Entry:** Mr. Kim asked about issues for NPher's entry to Guam, emphasizing visa problems for hotels. Ms. Leon Guerrero confirmed they used ESTA. Ms. Benavente explained that Customs concluded NPher could enter with ESTA as social media influencers, being transparent. Other projects may require different visas.
 - **Influencer Rejections & Guidelines:** Mr. Kim mentioned challenges with influencers being rejected at entry and requested guidelines. Ms. Leon Guerrero clarified that I-visas suffice for documentary infomercials, O-1 visas for TV program actors, and influencers sometimes enter via ESTA or the CNMI waiver. Mr. Kim asked about obtaining consent. Ms. Leon Guerrero stated it depends on the interviewing officer.
 - **GVB Support Letters:** Mrs. Lee proposed GVB provide letters for visitors invited for social media promotion, stating their purpose as a legitimate GVB member, but stressed this would not circumvent existing processes. Ms. Leon Guerrero emphasized the letter must state the influencer is unpaid. Chairman Eun cautioned there's no guarantee as immigration officers can still reject entry regardless of visa status.



8. ADJOURNMENT

- Chairman Eun adjourned the meeting at 4:11 p.m.

Minutes Prepared By:

Cierra Sulla, Marketing Manager – Korea

Minutes Reviewed By:

Margaret Sablan/Nicole Benavente, Senior Marketing Manager – Korea

Minutes Approved By:

Margaret Sablan, Acting Director of Global Marketing