



Exhibit

NORTH AMERICA, PACIFIC, PHILIPPINES, & NEW MARKETS (NAPPNM) MARKETING COMMITTEE MEETING MINUTES

Monday, March 11, 2023 at 2:00 p.m.

GVB Main Conference Room and virtually via GoToMeeting

www.meet.goto.com/GUAMVISITORSBUREAU/nappnm-meeting

**online attendance*

Members Present:

1. Dorene Kanoh - Goodwind Development Corporation*
2. Connie Mayers - Goodwind Travel & Tour Corporation, Inc.*
3. Valerie Carbullido - Sentry Hospitality Corporation*

GVB Chairs/Management/Staff Present:

1. P. Sonny Ada - GVB Board Director
2. Nadine Leon Guerrero - Director of Global Marketing
3. Mark Manglona - Senior Marketing Manager
4. Sharlene Guerrero, Senior Marketing Manager
5. Mike Arroyo - Web & IT Assistant

I. CALL TO ORDER

NAPPNM Chairman P. Sonny Ada called the North America, Pacific & New Markets meeting to order at 2:01 p.m.

II. MANAGEMENT REPORT

No report from management at this time.

III. MARKET REPORTS

• PHILIPPINES

Ms. Sharlene Guerrero presented updates for the Philippines market - included that House Resolution 332 passed the Foreign Affairs Committee. GVB to do a follow up with the Senate for Resolution 776.



iii. 31st PTAA Travel Tour Expo

PAST EVENT



31st PTAA TRAVELTOUR EXPO

February 2-4, 2024

SMX Convention Center - Manila, Philippines

- Highlighted iconic cultural attraction Puntan Dos Amantes, as photobooth background; offered free park admission to those who received the Two Lovers Point hearts
- Conducted a survey with over 1000+ submissions, providing new insights for future marketing efforts
- Offered a taste of Chamoru cuisine with corn soup & chicken kelaguen and local snacks from Iita's Bakery & American Chocolate Factory
- Hosted a meet and greet with Mr. Philippines 2023 (Guam-native Brandon Espiritu)
 - Invited Mr. World Philippines 2022 on 2/3/24 (Kirk Bondad)



SI YU'OS MA'ASE TO OUR TOURISM PARTNERS:



NAPPNM Chairman Ada asked how long GVB has been participating in PTAA Travel Tour Expo. Director of Global Marketing Nadine Leon Guerrero answered that GVB has been participating since the '90s.

iv. Marketing Activities

MARKETING ACTIVITIES



VISITGUAM.PH WEBSITE LAUNCH

January 22, 2024

- GVB PI launched its first official website - visitguam.ph
- Information caters to travelers from the Philippines
- Highlights vlogs/blog posts from popular Filipino influencers who have traveled to Guam
- A new, valuable resource to encourage more travelers from the Philippines



- The link to our new site can be found on visitguam.com

Ms. Sharlene Guerrero shared that the Philippines Market launched its own website catered to Filipino travelers.



- **NORTH AMERICA**

Mr. Mark Manglona presented updates for the North America market.

i. Visitor Arrivals

VISITOR ARRIVALS



Visitor Arrivals as of January 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
North America	8,536	7,231	8,507	17.6%

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
North America	8,536	7,231	8,507	17.6%

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% to LY
North America	31,134	26,518	28,529	7.6%

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

Note: January 2024 Daily Arrivals reflect Civilian Air arrivals only

ii. LA Travel & Adventure Show 2024

RECENT EVENTS



LA Travel & Adventure Show 2024
Los Angeles, CA
February 3 – 4, 2024



- LA Travel & Adventure Show attracts travel trade, media and consumers looking to learn about new and exciting destinations that offer adventure experiences, in addition to nature, culture and other travel motivators.
- Thousands of attendees from the LA and throughout California attended the adventure show.
- GVB met with travel agents who are interested in Guam's dive offerings with 2 companies already scheduled to visit Guam and Micronesia.

Mr. Mark Manglona responded that the event is intended to promote adventure such as diving outside of the United States. Attendees include agents, media, and consumers looking for new and unique places.



Mr. Mark Manglona shared that the GVB team will be traveling to Los Angeles to attend the U.S. Travel Association's largest travel trade event in May. IPW attracted international buyers from all over the world interested in traveling to the U.S.

- **PACIFIC**

Mr. Mark Manglona presented updates for the Pacific market.

i. Visitor Arrivals

VISITOR ARRIVALS



Visitor Arrivals as of January 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
Pacific	3,296	2,255	2,399	6.4%

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
Pacific	3,296	2,255	2,399	6.4%

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% to LY
Pacific	13,306	10,605	9,778	-7.8%

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

Note: January 2024 Daily Arrivals reflect Civilian Air arrivals only

ii. PATA Micronesia Chapter 1st Tri-Annual Meeting

UPCOMING EVENT




**PATA Micronesia Chapter 1st Tri-Annual Meeting
Saipan, CNMI
March 13 – 15, 2024**

PATA Micronesia Chapter will hold its first meeting membership meeting of 2024 in Saipan, CNMI from March 13 - 15, 2024.

GVB has a seat on the PATA Micronesia Chapter Executive Board.

Other NTO/STOs that will attend include the Marianas Visitors Authority, Palau Visitors Authority, Office of Commerce, Investment and Tourism – RMI and the Department of Tourism – FSM.

PATA Micronesia Chapter will conduct committee meetings (Marketing, Education, Membership and Cultural Heritage and Environment) and also hold the Executive Board meeting in Saipan.



IV. OLD BUSINESS

No old business at this time.

V. NEW BUSINESS

Mr. Mark Manglona shared upcoming GVB events - Ko'ko' Weekend (April 13 & 14, 2024) and the Guam Micronesia Island Fair (June 1 & 2, 2024). Mr. Mark Manglona also shared that GVB will have its quarterly membership meeting scheduled for March 13, 2024 at the RIHGA Royal Laguna Guam Resort. GVB members will have the opportunity to learn more about consumer spending on Guam with a special guest speaker from Visa International. NAPPNM Chair Ada opened the floor to online attendees. Dorene Kanoh of Goodwind Development Corporation introduced Connie Mayers of Goodwind Travel & Tours. Inc. Connie Mayers shared information regarding Philippine Airlines' Anniversary Seat Sale.

VI. ANNOUNCEMENTS

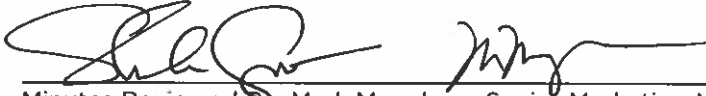
- The next Committee Meeting is scheduled for April 1, 2024 at 2:00p.m.

VII. ADJOURNMENT

NAPPNM Chair Ada adjourned the meeting at 2:41 p.m.



Minutes Prepared By: Akemi Aguon, Marketing Manager - Philippines



Minutes Reviewed By: Mark Manglona, Senior Marketing Manager - North America & Pacific
Sharlene Guerrero, Senior Marketing Manager - Philippines



Minutes Approved By: Nadine Leon Guerrero, Director of Global Marketing

