



Exhibit

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

Monday, November 13, 2023 at 2:00 p.m.

GVB Main Conference Room and virtually via GoToMeeting

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

**online attendance*

<p>Members Present:</p> <ol style="list-style-type: none"> 1. Trevor Takasu - Takasu Corporation 2. Connie Mayers - Goodwind Travel & Tour Corporation, Inc.* 3. Valerie Carbullido - Sentry Hospitality Corporation* 	<p>Guests/Alternate Members Present:</p> <ol style="list-style-type: none"> 1. Dorene Kanoh - Goodwind Development Corporation* 2. Joshua Aguilar* 3. Israel Fontanilla - PAL*
<p>GVB Chairs/Management/Staff Present:</p> <ol style="list-style-type: none"> 1. P. Sonny Ada - GVB Board Director 2. Mark Manglona - Senior Marketing Manager 3. Sharlene Guerrero, Senior Marketing Manager 4. Breeana Q. Garrido - Marketing Manager 5. Akemi Aguon - Marketing Manager 6. Brian Cha - Web & IT Coordinator Assistant 	

I. CALL TO ORDER

NAPPNM Chairman P. Sonny Ada called the North America, Pacific & New Markets meeting to order at 2:00p.m.

II. MANAGEMENT REPORT

No report from management at this time.

III. MARKET REPORTS

• PHILIPPINES

Ms. Sharlene Guerrero presented updates for the Philippines market.

i. Visitor Arrivals - presented by Akemi Aguon

Visitor Arrivals out of the Philippines increased by 23.5% month-to-date, 91.1% calendar-year-to-date and 118.2% fiscal-year-to-date as of September 2023. As of October 29, 2023, arrivals decreased by 11.4% month-to-date but increased 74.5% calendar-year-to-date.



VISITOR ARRIVALS



Visitor Arrivals as of September 2023

Market	Total MTD 2019	Total MTD 2022	Total MTD 2023	% to LY
Philippines	1,272	724	894	23.5%

Market	CY 2022	Total CYTD 2019	Total CYTD 2022	Total CYTD 2023	% to LY
Philippines	8,842	14,305	5,228	9,990	91.1%

Market	Total FY 2019	Total FY 2022	Total FY 2023	% to LY
Philippines	20,708	6,230	13,593	118.2%

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

Note: September 2023 Daily Arrivals reflect Civilian Air arrivals only.

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VISITOR ARRIVALS



Visitor Arrivals as of October 31, 2023

Market	Total MTD 2019	Total MTD 2022	Total MTD 2023	% to LY
Philippines	1,661	1,079	998	-7.5%

Market	CY 2022	Total CYTD 2019	Total CYTD 2022	Total CYTD 2023	% to LY
Philippines	8,842	16,314	6,307	10,988	74.2%

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

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ii. Travel Sales Expo 2023

PAST EVENT



TRAVEL SALE EXPO 2023

Sept 29 – Oct 1, 2023

Megatrade Hall, Ortigas Center, Mandaluyong City

- GVB Philippines attended the first Travel Sale Expo (B2C) and the Global Tourism Conference and Trade Fair (B2B) hosted by OneKlik Travel and Global Tourism Business Association
- Presented Guam as a top travel destination
- Foot traffic of 51,111; with over 100 exhibitors
- GVB won the National Tourism Organization of the Year award



GVB Philippines attended the first Travel Sales Expo & Global Tourism Conference and Trade Fair with over 100 exhibitors and 51,000+ people in attendance. GVB was awarded the National Tourism Organization of the Year Award.

iii. Product Updates

UPCOMING EVENT



GUAM AMERICA'S
hidden gem.

PRODUCT UPDATES

November 21 & 22, 2023

Quezon City

- To present the experiences that Guam has to offer and foster a dialogue between GVB and our travel partners
- Exclusive to two travel associations:
 1. Rizal Travel Agency Association
 2. Quezon City Travel Agencies Association
- Collaboration with TravelDuo and United Airlines



iv. Market Intelligence

MARKET INTELLIGENCE



Flight Advisory



- PAL operates at Terminal 1 at NAIA.

Manila-Guam-Manila
 • Daily
 PR110 Depart MNL 22:30 / Arrive GUM 04:25
 PR111 Depart GUM 05:55 / Arrive MNL 07:55

UNITED ADVISORY



- UA operates at Terminal 3 at NAIA.

Manila-Guam-Manila
 • Daily
 UA184 Depart MNL 22:25 or 23:50 / Arrive GUM 04:25 or 05:50
 UA185 Depart GUM 19:20 / Arrive MNL 21:10
 • Tues/Fri
 UA192 (via Koror) Depart MNL 22:25 / Arrive GUM 06:10



Manila (MNL) to Agaña, Guam (GUM)
 11/10/2023 - 11/14/2023
 from **US \$342***
 Viewed 1 minute ago
 Roundtrip | Economy
 Book Now

v. Eric "Eruption" Tai FAM Visit

MARKETING ACTIVITIES



ERIC "ERUPTION" TAI FAM VISIT

October 17 - 20, 2023

- GVB invited PI influencer & wife - **10M+ followers** collectively
- Eric's highly-engaged posts increased awareness about Guam (*more deliverables to follow*):
 - Facebook - 6 posts
 - Instagram - 5 posts
 - YouTube - 7 short-form videos
 - TikTok - 4 videos
- Produced dance routine for local song "Island Girl" by Jed



Facebook: 9.7K likes, 1.5K comments, 62 shares
 TikTok: 59.5K views, 4.3K likes, 79 comments, 220 saves, 76 shares
 Instagram: 1.5K views, 4.5K likes, 77 comments, 213 saves
 YouTube: 81K views, 3.3K likes, 69 comments

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



vi. Marketing Activities

MARKETING ACTIVITIES

GUAM, AMERICA'S HIDDEN GEM – SM ANALYTICS



vii. Budget

FY2024 BUDGET

G/L Code	Account Title	Budget
PRE001	Marketing Representative Fees	\$ 54,000.00
PRE005	Information Office Expenses	\$ 3,600.00
TTC039	Media & Travel Trade Industry FAM Tours	\$ 50,000.00
TTC067	Travel Trade Events / MICE / Consumer Shows	\$ 90,000.00
SMD023	Sales & Marketing Development / Website / Media	\$ 152,400.00
GRAND TOTAL		\$ 350,000.00

NAPPNM Chairman Ada asked for the current status on adding the Philippines to the Guam-CNMI Visa Waiver program. Director of Global Marketing Ms. Nadine Leon Guerrero shared that GVB's role is to rally support. This is the furthest the process has ever been. GVB is hopeful. No concerns regarding the FY2024 budget were raised by the committee.

- NORTH AMERICA

Mr. Manglona presented updates for the North America market.

i. Visitor Arrivals

VISITOR ARRIVALS



Visitor Arrivals as of September 2023

Market	Total MTD 2019	Total MTD 2022	Total MTD 2023	% to LY
US/Hawaii	6,132	4,565	5,822	27.5%

Market	CY 2022	Total CYTD 2019	Total CYTD 2022	Total CYTD 2023	% to LY
US/Hawaii	70,560	71,543	51,291	63,655	24.1%

Market	Total FY 2019	Total FY 2022	Total FY 2023	% to LY
US/Hawaii	94,141	64,572	82,794	28.2%

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

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VISITOR ARRIVALS



Visitor Arrivals as of October 31, 2023

Market	Total MTD 2019	Total MTD 2022	Total MTD 2023	% to LY
US/Hawaii	4,999	4,617	6,379	28.0%

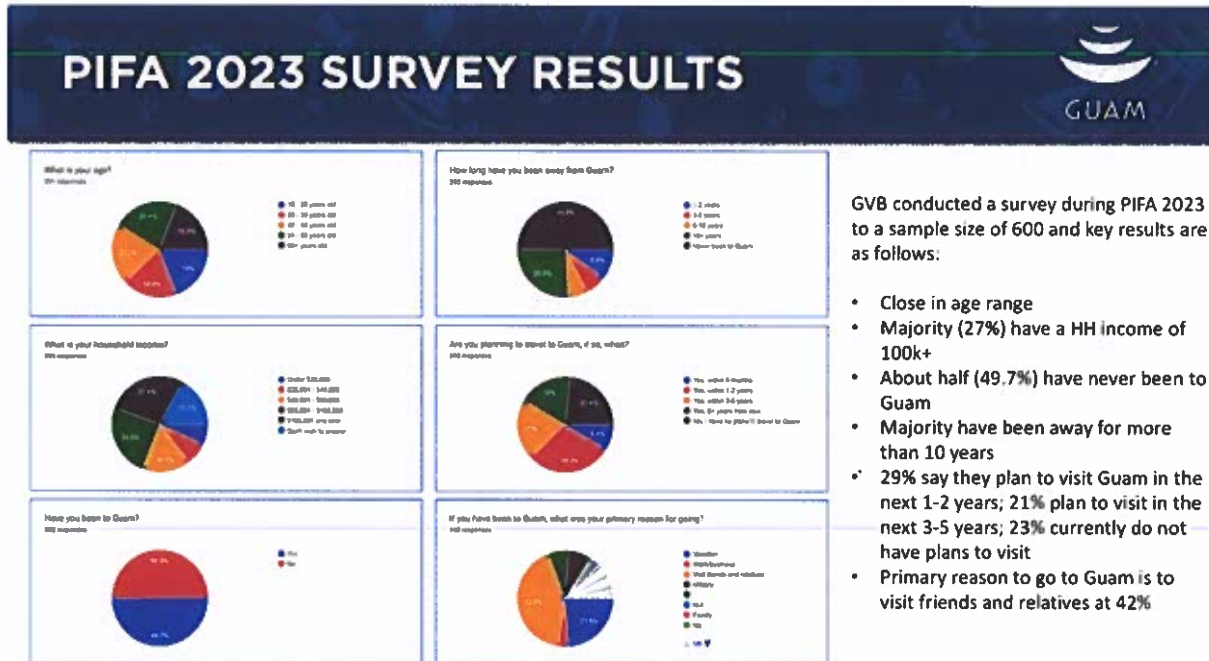
Market	CY 2022	Total CYTD 2019	Total CYTD 2022	Total CYTD 2023	% to LY
US/Hawaii	70,560	76,542	55,908	70,034	24.5%

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

Note: October 2023 Daily Arrivals reflect Civilian Air arrivals only

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ii. PIFA 2023 Survey Results



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The GVB team attended the PIFA Fair 2023 in San Diego. Results of a survey conducted at the GVB booth were shared with the committee.

iii. IMEX America 2023



- IMEX America is the largest trade show in the US for the global meetings, events and incentive travel industry.
- GVB and Dusit Thani Guam Resort participated in the IMEX America travel trade event in Las Vegas, NV from October 17 – 19, 2023.
- Dusit Thani Guam's Dean Huntsman, General Manager and Kenneth Hill, Cluster Director of Sales and Marketing, co-exhibited with GVB. Dusit Thani Guam donated a 3-night stay at their property.
- The Guam delegation met with domestic and international MICE buyers from both current and new source markets.

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iv. FY2024 Budget

FY2024 BUDGET

NORTH AMERICA MARKET
FY2024 Actual Spend versus Budget YTD

G/L Code	Account Title	Budget	Paid	Pending	Committed	Remaining \$	Remaining %
SMD023	Sales Market Development	\$ 300,000.00	\$ -	\$ -	\$ -	\$ 300,000.00	100.00%
TTC041	Media/Advertising Industry Co-op	\$ 24,000.00	\$ -	\$ -	\$ -	\$ 24,000.00	100.00%
GRAND TOTAL		\$ 324,000.00	\$ -	\$ -	\$ -	\$ 324,000.00	100.00%

The FY2024 budget for North America has been increased compared to FY2023. NAPPNM Chairman Ada asked how attendance at shows in the U.S. are evaluated. DoGM Leon Guerrero shared it is evaluated based on location and ROI. Mr. Manglona added that buyers at the shows are also vetted by the U.S. Travel Association. Buyers come from all parts of the world and have a high interest in the U.S. product. No questions were raised by the committee.

- PACIFIC**

Mr. Manglona presented updates for the Pacific market.

i. Visitor Arrivals

VISITOR ARRIVALS

September 1-30, 2023

Total: 52,286 (+86.5%)

Market	Total MTD 2019	Total MTD 2022	Total MTD 2023	% to LY
CNMI	1,439	1,384	874	-36.8%
Palau	262	151	218	44.4%
FSM	1,202	388	1,124	189.7%
RMI	134	48	41	-14.6%
Australia	201	79	111	40.5%

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



VISITOR ARRIVALS



Fiscal Year

October 2022 - September 2023

Total: 602,594 (+177.8%)

Market	Total FY 2019	Total FY 2022	Total FY 2023	% to LY
CNMI	22,566	12,625	14,383	13.9%
Palau	4,168	1,779	2,778	56.2%
FSM	14,023	3,345	12,328	268.6%
RMI	1,597	166	797	380.1%
Australia	2,250	1,079	1,253	16.1%

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

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VISITOR ARRIVALS



Calendar Year to Date

January - October 31, 2023

Total: 521,196 (+126.0%)

Market	CY 2022	Total CYTD 2019	Total CYTD 2022	Total CYTD 2023	% to LY
CNMI	15,924	18,992	12,572	10,912	-13.2%
Palau	2,431	3,536	1,852	2,265	22.3%
FSM	5,229	12,026	3,228	10,536	226.4%
RMI	371	1,352	219	607	177.2%
Australia	1,357	1,854	1,118	993	-11.2%

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

Note: October 2023 Daily Arrivals reflect Chilian Air arrivals only

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ii. FY2024 Budget

FY2024 BUDGET

PACIFIC MARKET
FY2024 Actual Spend versus Budget YTD

GL Code	Account Title	Budget	Paid	Pending	Committed	Remaining \$	Remaining %
SMD024	PATA/PATA Micronesia Chapter/Regional Events	\$ 100,000.00	\$ -	\$ -	\$ -	\$ 100,000.00	100.00%
GRAND TOTAL		\$ 100,000.00	\$ -	\$ -	\$ -	\$ 100,000.00	100.00%

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The FY2024 budget for Pacific has been increased compared to FY2023. The increase will allow GVB to have a better attendance and more involvement with PATA and the PATA Micronesia Chapter compared to FY23. The PATA Micronesia Chapter 3rd tri-annual meeting for 2023 will be held virtually and the 1st tri-annual meeting for 2024 will be hosted by Saipan. Meeting date will be shared when confirmed.

- NEW MARKETS**

Mr. Manglona presented updates for New Markets.

i. Visitor Arrivals

VISITOR ARRIVALS

September 1-30, 2023

Total: 56,286 (+86.5%)

Market	Total MTD 2019	Total MTD 2022	Total MTD 2023	% to LY
Singapore	220	36	63	75.0%
Europe	170	81	75	-7.4%
Malaysia	15	4	7	75.0%
India	12	9	9	0.0%
TOTAL	417	130	154	18.5%

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



VISITOR ARRIVALS



Month to Date October 1-31, 2023

Total: 50,499 (+38.7%)

Market	Total MTD 2019	Total MTD 2022	Total MTD 2023	% to LY
Singapore	95	56	144	157.1%
Europe	114	78	107	37.2%
Malaysia	16	5	17	240.0%
India	14	8	12	50.0%
TOTAL	239	134	253	88.8%

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

Note: October 2023 Daily Arrivals reflect Civilian Air arrivals only 26

VISITOR ARRIVALS



Calendar Year to Date

January - October 31, 2023

Total: 518,335 (+126.8%)

Market	CY 2019	CY 2022	Total CYTD 2022	Total CYTD 2023	% to LY
Singapore	1,313	616	472	797	68.9%
Europe	1,771	990	752	1,276	69.7%
Malaysia	315	82	60	115	91.7%
India	130	80	70	100	42.9%
TOTAL	3,529	1,768	1,354	2,288	68.98%

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

Note: October 2023 Daily Arrivals reflect Civilian Air arrivals only 27



VISITOR ARRIVALS



Fiscal Year
October 2022 - September 2023

Total: 602,594 (+177.8%)

Market	FY 2019	Total FY 2022	Total FY 2023	% to LY
Singapore	1,525	562	853	51.8%
Europe	2,340	826	1,485	79.8%
Malaysia	436	68	125	83.8%
India	162	78	106	35.9%
TOTAL	4,463	1,534	2,569	67.5%

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

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ii. ITB Asia + MICE Show Asia + Travel Tech Asia 2023

ITB ASIA + MICE SHOW ASIA + TRAVEL TECH ASIA



ITB ASIA



MICE SHOW ASIA



- GVB met with over 100 travel trade buyers from Korea, Japan, Philippines, Malaysia, Singapore and Taiwan.
- Philippine Airlines Country Manager in Singapore is planning a travel agent and media fam trip early in 2024.
- GVB met with PATA's new CEO, Noor Ahmad Hamid, who shared his commitment to highlight the beauty and uniqueness of Micronesia.
- GVB also met with MVA Managing Director, Chris Concepcion who also exhibited with ITB Asia



GVB with new PATA CEO



GVB with MVA Managing Director

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The GVB team met with over 100 travel trade buyers and travel media from all our source markets, to include new markets over the 3-day span of one-on-one appointment based meetings. GVB also met with the PAL Singapore Country Manager who expressed interest in planning a travel agent and media FAM tour to Guam in early 2024.



iii. Kuala Lumpur Travel Agent FAM Tour

KUALA LUMPUR TRAVEL AGENT FAM TOUR – DEC. 7 – 12, 2023



FULL NAME	COMPANY	TITLE
MAT JUSOH BIN DOLLAH	AL-ILMI TRAVEL AND TOURS SDN BHD	DIRECTOR
ABDUL HALIM BIN ALIIMAR	NUH TRAVEL & TOURS SDN BHD	CEO
HAIRUL ANWAR BIN ALI	TRAVENEXX TOURS SDN BHD	CEO
MOHD SADDAM IRRBAN BIN SHAMSUDDI	MUSLIMTRAVELBUG SDN BHD	CEO
AHMAD SYAZWAN BIN MUHAMAD ZANINI	WAN VACATION SDN BHD	DIRECTOR
THEIN SOO LOON	MAL CENTRAL TRAVEL SDN BHD	DIRECTOR
ARIF AFENDI BIN MOHD NOOR	MAL CENTRAL TRAVEL SDN BHD	DIRECTOR
NG MIN YEE	PHILIPPINE AIRLINES MALAYSIA	AREA MANAGER

- GVB will welcome key travel agents from Kuala Lumpur, Malaysia comprised of the CEOs and Directors.
- GVB is working with Philippine Airlines in Malaysia to introduce Guam as a new, visa-free U.S. destination.
- Fam tour is a result of GVB's participation in MATTA Fair and the collaboration with PAL Malaysia.
- GVB is looking to increase marketing and promotional efforts on the consumer side to raise awareness of Guam.




GVB and Philippine Airlines Malaysia meet with key travel agents back in March 2023

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The GVB team is currently planning a travel agent FAM tour from December 7-12, 2023 for agents based in Kuala Lumpur. GVB is looking to increase marketing and promotional efforts on the consumer side to raise awareness about visa-free travel from Malaysia to Guam. A farewell reception for the group will be held and an invitation will be shared with the committee when finalized.

iv. FY2024 Budget

FY2024 BUDGET



NEW MARKET DEVELOPMENT

FY2024 Actual Spend versus Budget YTD

G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
SMD023	SALES MARKET DEVELOPMENT	\$ 100,000.00	\$ -	\$ -	\$ 100,000.00	100.00%
GRAND TOTAL		\$ 100,000.00	\$ -	\$ -	\$ 100,000.00	100.00%

No questions or concerns regarding the New Market Development FY2024 budget was raised by the committee.

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IV. OLD BUSINESS

No old business at this time.

V. NEW BUSINESS

Dorene Kanoh introduced the Goodwind Travel & Tour Corporation and Philippine Airlines team who joined the meeting virtually. Connie Mayers shared that PAL is planning for one more global network sale before the end of the year. The information will be shared with GVB prior to launch. GVB will assist in sharing the flyer/information. Israel Fontanilla shared current load factors for PAL is about 80% with an expected increase over the holiday season. Mr. Fontanilla shared that he works closely with the PAL Country Managers in Singapore and Malaysia, who GVB has met with and currently working with.


VI. ANNOUNCEMENTS

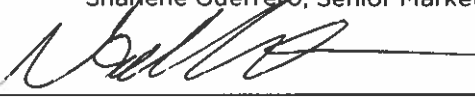
- The next Committee Meeting is scheduled for December 4, 2023 at 2:00p.m.

VII. ADJOURNMENT

Mr. Manglona adjourned the meeting at 2:52p.m.


 Minutes Prepared By: Breeana Q. Garrido, Marketing Manager - North America & Pacific


 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

