



REGULAR BOARD MEETING
GVB MAIN CONFERENCE ROOM - 4:00PM
THURSDAY; August 14, 2014

BOARD of DIRECTORS PRESENT:

Chairman Baldyga	Vice Chairman Kloppenburg
Judith Guthertz	Eduardo "Champ" Calvo
Oscar Miyashita	Milton Morinaga
Norio Nakajima	Nathan Taimanglo
Annmarie Muña	

BOARD of DIRECTORS TELEPHONICALLY:

BOARD of DIRECTORS ABSENT:

Jennifer Camacho - Company Event
Theresa Arriola - U.S. Guam Chamorro Dance Academy in Seattle, Washington (GVB)
Bartley Jackson - Off-island, Business
Robert Hofmann

GVB MANAGEMENT & STAFF PRESENT:

Karl Pangelinan	Nathan Denight	Pilar Laguana
Colleen Cabedo	Joshua Tyquiengco	Nadine Leon Guerrero
Kraig Camacho	Felix Reyes	Ana Cid
Regina Nedlic	Brian Borja	Elaine Pangelinan
Nakisha Onedera	Gina Kono	Doris Ada
Haven Torres		

GUESTS:

❖ Proceedings:

Chairman Baldyga called the regular meeting of the board to order at 4:05 p.m.

Approval of previous board minutes dated July 24, 2014.

Exhibit A

Motion made by Director Guthertz, seconded by Director Muna, to approve the minutes of July 24, 2014.

Motion approved (subject to correction).
Chairman Baldyga made the 8th vote.



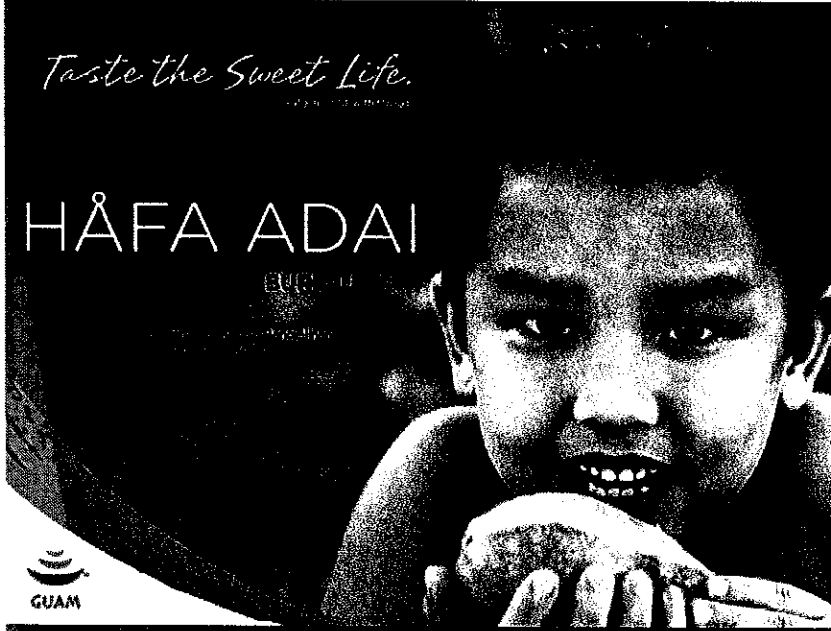
❖ Chairman's Report:

- Chairman Baldyga reported that General Manager Pangelinan and himself would be meeting with the airport in the coming weeks as well as with GLUC.
- Chairman Baldyga reported that management and himself met with most of the senators regarding our proposed budget for FY15. He reported that the meetings were time consuming, yet very productive. They received feedback from the senators and ultimately got their support. Some senators even questioned why TAF were being used for other things that were not associated to GVB or destination improvement. After this coming election, Chairman Baldyga suggested that we should have a breakfast briefing to present our initiatives to the new legislature and ask to amend our VSO program, so that the VSOs could issue citations. **Action Item: Management to schedule the breakfast briefing.**
- Chairman Baldyga discussed the possibility of amending the rules and regulations of the zoning laws by adding some requirements for maintenance of graffiti and signage. He noted that this could possibly be an easier way to implement our initiative regarding signage and graffiti mitigation in the tourism district. He would like to see the details of what the H-zones cover, to see if we could possibly add some recommended requirements. Director Morinaga noted that he would like to be present in Chairman's meeting with land management regarding the H-zones. It was agreed that an initial meeting would be held with the Chairman and General Manager followed by a group discussion to include Director Morinaga and other directors.
- Chairman Baldyga mentioned that the meeting with the airport would be informal, putting out concerns from the board and membership. Chairman Baldyga plans to have this meeting with General Manager Pangelinan and GIAA Deputy Director Ed Untalan. For the second meeting, to be scheduled sometime next month, he would invite both boards to meet.
- Chairman Baldyga asked General Manager Pangelinan for an update on the Tumon flooding mitigation.
 - General Manager Pangelinan reported that the contract design for the flooding mitigation are with the A.G. for review, once reviewed, it would go to the Governor's office for his signature.
 - General Manager Pangelinan reported that he and Doris Ada have been attending the GEDA PMO updates. General Manager Pangelinan mentioned that Stanley Consultants would be attending the next board meeting to address all the HOT Bond projects.
- Chairman Baldyga had a meeting with Director Jackson, General Manager Pangelinan, and UOG's Fred Schumann regarding the GVB tourism academy. General Manager also noted that he had spoke to Mary Rhodes from GHRA about it as well.
 - Chairman Baldyga also mentioned that he also spoke to the president of macprovideo.com and the president of Kings Flight School about using their formats for tutorial training. Macprovideo.com has a software interface that is available for licensing.

- Chairman Baldyga will note everything that was discussed and will present to the board at a later time.
- Director Calvo mentioned that he bumped into Mike Ysrael who mentioned to him that he had spoken to Chairman Baldyga and had some thoughts about a tourism academy, which would be a private entity and located where the old GameWorks used to be.

❖ General Manager's Report:

Exhibit B



Taste the Sweet Life.
HÅFA ADAI

**PRELIMINARY Visitor Arrivals
July 2014
Total: 109,735 (-1.4%)**

% Market Mix	Origin	Pax	% to LY
55.0%	Japan	60,357	-13.5%
24.1%	Korea	26,413	18.5%
5.2%	US/Hawaii	5,733	2.9%
6.8%	Taiwan	7,466	25.6%
1.7%	China	1,814	126.8%
2.3%	Russia	2,494	488.2%

- Noted that we lost a day when the airport shutdown due to the tropical storm.

**PRELIMINARY FYTD Visitor Arrivals
October 2013 – July 2014
Total: 1,095,393 (0.1%)**

% Market Mix	Origin	Pax	% to LY
61.1%	Japan	669,758	-9.9%
22.1%	Korea	242,533	27.7%
4.8%	US/Hawaii	52,427	7.9%
3.9%	Taiwan	42,291	9.0%
1.1%	China	11,687	36.8%
1.6%	Russia	17,958	208.2%

- Arrivals are up 16% compared to 2011 and the TAF up from \$22 million to \$34 million.
- JGTC members noted to Chairman Baldyga that they are finally making some profit from Guam.

**PRELIMINARY CYTD Visitor Arrivals
January – July 2014
Total: 767,370 (0.5%)**

% Market Mix	Origin	Pax	% to LY
59.9%	Japan	459,732	-10.7%
22.7%	Korea	174,446	29.5%
5.0%	US/Hawaii	38,613	11.0%
4.1%	Taiwan	31,367	9.6%
1.2%	China	8,884	35.0%
1.8%	Russia	13,792	228.9%

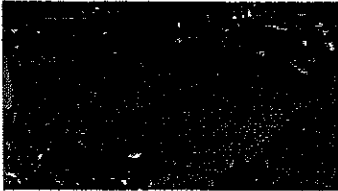
**PRELIMINARY MTD Visitor Arrivals
August 1 - 13, 2014
Total: 56,809 (0.3%)**

% Market Mix	Origin	Pax	% to LY
66.5%	Japan	37,785	-4.6%
21.4%	Korea	12,146	10.8%
3.5%	US/Hawaii	1,989	20.1%
3.2%	Taiwan	1,832	15.3%
1.0%	China	553	48.3%
1.0%	Russia	562	207.1%

- Wanted to note that we are up in Japan, comparing from -10% from our preliminary numbers.

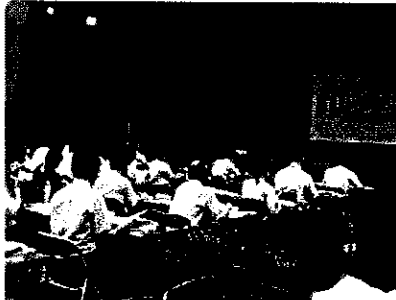
Japan Marketing News

- TS Halong
 - Approximately 700 pax cancelled due to weather conditions between July 30 - August 2
- Typhoon Halong reached Daito, Japan Thurs, Aug 7
- Reached Kochi Prefecture on Sunday, Aug 10
 - Over 46 inches of rain in a 3-day period
 - Massive flooding causing flash floods and landslides
 - Domestic air and rail travel cancelled
 - Pending info from JGTA on pax cancelation



Japan Marketing News

- School Seminars in Hiroshima
 - Promoting connectivity through Narita
 - Other educational activities aside from student exchange
 - Estimating 10 teachers considering Guam next year



Korea Marketing News

3 Month Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '14	Seat Data '13	% Change Seats
August	28,000	23,145	21.0%	32,077	27,051	21.9%
September	23,000	19,686	16.8%	30,043	22,986	30.7%
October	24,000	19,247	24.7%	31,672	20,204	56.8%

Details

August	September	October
- KE (Incheon 7 per week) = 11,251 (8747-400)	- KE (Incheon 7 per week) = 10,950 (8747-400)	- KE (Incheon 7 per week) = 11,193 (8747-400)
- Hana (Wed, Thu, Sat, Sun) (2/24) = 1,532 (8737-300)	- Hana (Wed, Thu, Sat, Sun) = 1,532 (8737-300)	- Hana (Wed, Thu, Sat, Sun) = 2,683 (8737-300)
- BSA (Wed, Thu, Sat, Sun) = 2,682 (8737-300)	- BSA (Wed, Thu, Sat, Sun) = 2,400 (8737-300)	- BSA (Wed, Thu, Sat, Sun) = 2,580 (8737-300)
- JAL Air (Incheon 7 per week) = 5,580 (8737-300)	- JAL Air (Incheon 7 per week) = 5,400 (8737-300)	- JAL Air (Incheon 7 per week) = 5,580 (8737-300)
- JAL Air (Incheon 14 per week) = 11,332 (8737-300)	- JAL Air (Incheon 14 per week) = 11,160 (8737-300)	- JAL Air (Incheon 14 per week) = 11,332 (8737-300)
- UA (Incheon 7 per week) (10/27) = 725		- UA (Incheon 7 per week) (10/27) = 725
Total 32,077	Total 30,043	Total 31,672

- General Manager Pangelinan reported that he met with the new station manager of Jinn Air and announced that they would be changing equipment starting December 13 from 737 to 777. There were two wide-bodies that were added to their overall fleet and Guam was one of the receivers (other was Hong Kong). The capacity is 350 as compared to 180pax. If load factors remain consistent to historical levels, we would have 500,000pax.
- General Manager Pangelinan invited the new station manager of Jinn Air to attend the next KMC meeting.

Korea Marketing News

3 month Activities/Programs

- TV Home-shopping
 - Aug. : Lotte JTB, Jau
 - Sep. : Hanjin, Online
 - Oct. : Tour Baksa, Interpark
 - On cable TV for an 1 hour
- MICE Group
 - Aug. : KB - 200 pax
 - Oct. : Ace Insurance - 250 pax, Church - 130 pax

WCI Monthly Inset

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2014	850	850	1,200	1,900	1,187	1,125	1,826						10,218
2013	1,826	780	910	2,068	1,300	1,250	1,438						9,892

Korea Marketing News

3 month Activities/Programs

- Golf Tournament
 - Aug. : Hana Golf - 100 pax
 - Sep. : Lee Dong Soo Golf - 80 pax, KB VIP Golf - 80 pax
- Roadshow on Sep. 15 in Daegu, Sep. 16 in Busan
- Mode International Travel Show on Oct. 30 - Nov. 2
- UA Inauguration Flights Guam Study Tour
 - Hana Tour 20 pax on Oct. 29 - Nov. 2
 - Mode Tour 20 pax on Nov. 26 - 30

Korea Marketing News

KKRR Promotions



Korea Marketing News

July 23 - Aug 11, 2014

- **Press Release (PR) and Feature Stories (FS)**
 - ✓ [July 23] Lotte Duty Free unveils retail transformation at Guam Int'l Airport
 - ✓ [July 28] Guam Sports Events Inc is unveiled
 - ✓ [Aug 06] Guam International Marathon builds momentum in third year
 - ✓ [Aug 11] Korean tourist numbers to Guam continue to soar
- **Media Exposure Value in July: 101 articles and 1 TV program**

\$832,526 July	
\$822,551 Consumer	\$9,975 Trade

Korea Marketing News

KPRGT(Korean PR Managers' Meeting for Guam Tourism)

- Inaugural Meeting on August 1: PHR, Hyatt Regency, DFS, Lotte Duty Free, Korean Air, Jeju Air, United Airlines attended.
- Meeting for PR managers of Guam tourism(hotels, airlines and operators) in Korea to share information, update activities/products and build networks and to work together for Guam tourism in terms of PR.
- Briefed on Guam arrival figure, Guam Tourism 2020, Ko'ko half marathon and Ekiden Relay, Shop Guam Festival 2014 . Meeting will be held quarterly.



Taiwan - 3 Month Forecast

Month	Forecast Pax	%Change	Last Year	Seat Forecast 14	Seat Data 13	% Change Seats
August	4,241	2%	4,166	6,525	5,013	30.1%
September	3,565	-28%	4,949	4,456	5,623	-12%
October	4,161	1.3%	4,107	5013	5,013	0%

The reason for the decrease in seats in September is due to CI Flights of 1 instead of 2 charter flights during September last year.

Flight / Seat breakdown

- August**
- CI Flight : Taipei 2x per week = 2,745
 - EVA Air : Taipei 2x per week = 2,268
 - *EVA extra flight* 6=1,512(332 aircraft /252 seats)
- Total 6,525
- September**
- CI Flight : Taipei 2x per week = 2,440
 - EVA Air : Taipei 2x per week = 2,016
- Total 4,456
- October**
- CI Flight : Taipei 2x per week = 2,745
 - EVA Air : Taipei 2x per week = 2,268
- Total 5,013

Taiwan Marketing News

July-Aug.

Gala Television (GTV) Cooperation

- Gala Television Corporation (GTV) filmed TV show 'Taste the World' on Guam from Jul. 2-10.
- The host posted some Guam photos on his FB fan page
- GTV plans to have 2 whole episodes (120 mins) for Guam.
- The first episode covered BBQ Block Party, Lina'ia Park/restaurants on Guam
- The second episode will introduce wedding chapels and various outdoor activities in Guam.
- Airing Date: Aug 7 & 14



Taiwan Marketing News

August-November

ITF - Taipei International Travel Fair 2014

- November 7-10, 2014 (World Trade Center)
- 4 booths (TA & Media Seminar/Itinerary Preparation/SM)



September-December

Shop Guam Festival 2014 - November 1 - January 12, 2015



- Press Release/Social Media
- Follow & Shop' campaign
 - Invite 5-6 bloggers to the pre-SGF fam tour in Oct. and help them develop their own shopping routes or ways to explore Guam.
- Global media fam tour/Advertising on FB other Ad campaigns

Pacific Marketing News

PATA Micronesia Chapter Tri-Annual Membership Meeting (Guam - August 28-29, 2014)

August 27

Arrivals from Yap/Palau
6:30 p.m. - Welcome Reception @ Sheraton Laguna Resort

August 28

Committee Meeting Days (All Day GVB Main Conference Room)
Marketing/Education/Membership/Executive
MCA Meeting @ 12:00 noon

August 29

10 a.m. - PATA Micronesia Chapter General Membership Meeting - Latte of Freedom
6:30 p.m. - Farewell Dinner Reception (Location: TBA)

PATA Executive Board Meeting - September 19-21, 2014

General Manager - Executive Board Member
Phnom Penh, Cambodia

PATA Travel Mart - September 17-19, 2014

Phnom Penh, Cambodia
•Marketing Attendance x 2 pax
•3 booths
•Guam/Palau participating for the Micronesia Region

Pacific Marketing News

PATA Gold Awards 2014

Guam Visitors Bureau receives an Award
Category: Marketing Media - Consumer Travel Brochure
"Shop Guam Festival Travel and Shopping"

•Gold Awards given by PATA, supported/sponsored by Macau Government Tourist Office

•Yearly award given to 20 separate organizations and individuals for 19 years.

•Open to both PATA and non-PATA members, this year's awards attracted a total of 181 entries from 66 travel and tourism organizations

•Palau Visitors Bureau won the Category of Environment - Environmental Education Programme "My Land, My Water, My Home"

•GVB GM will receive the award during the PATA Executive/PATA Travel Mart 2014 in Cambodia



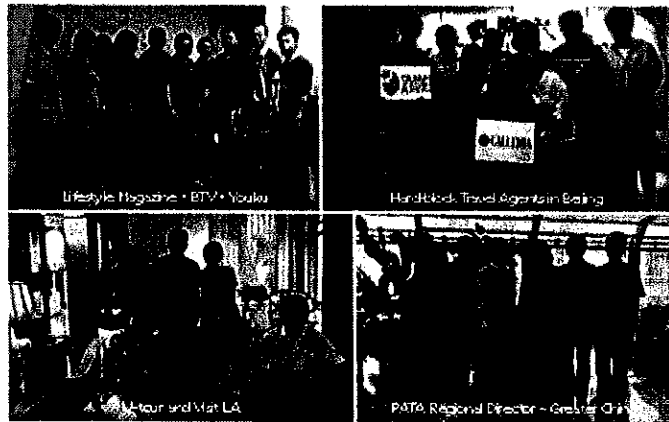
China Marketing News

VisitUSA China Road Show - Wuhan, China

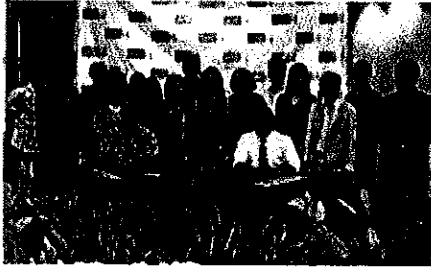


China Marketing News

Beijing Business Meetings

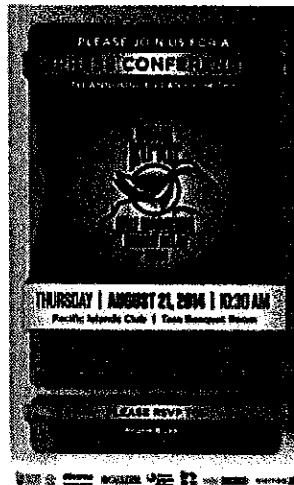


GIM Press Conference



- Press Conference held for 2015 Guam International Marathon on August 5, 2014.
- Third annual GIM will take place on Sunday, April 12, 2015.
- 2000 Sydney Games Olympic gold medalist, Naoko Takahashi will be event Ambassador.
- GIM will have revamped post-race Finisher's Festival & event expo.

Ko'ko' Press Conference



- Noted that the number of participants is tracking higher than previous years.
- Will have Colleen notify the board to invite them to any upcoming GVB events.
- Also mentioned that he would run in the marathon.



- In closing, Chairman Baldyga mentioned that while in Beijing he met with a friend that mentioned that Guam is becoming famous for its blue skies and clear ocean. Noted that this was nice feedback and that it looks like we have a good start.

❖ Treasurer's Report: (O. Miyashita)

Exhibit D

Cash Position Report:

Cash report as of August 11, 2014.

Total cash in banks report (as of 8/11/14) \$13,446,740.72

Total allotment received to date: \$13,190,332.55

Accounts Receivable FY2014: \$5,071,801.45

Accounts Payable to Date: \$5,951,875.08

- Director Miyashita reported that there is a \$3 million reduction in cash as compared to last year. As for receivables, there is a \$3 million increase and payables are a bit little lower this year.
- Allotment update: General Manager Pangelinan shared with the board that we should be receiving a \$1.2 million dollar allotment within the coming weeks. We should also receive our 10% hold along with the \$1.3 million allotment that is expected. All together we should be expecting about \$2.5 million to be returned.

❖ Report of the Board Committees:

A. EXECUTIVE COMMITTEE (B. Kloppenburg)

Director Kloppenburg made a motion, seconded by Director Calvo, to ratify Executive Committee's approval for the GVB Community Development Officer to travel to Portland, Oregon to participate in the Portland Marathon Event Directors' College from October 1-5, 2014. Account AD-ADM003 (Estimated cost of travel: \$3,360.00)

Motion Approved.

Background:

The Portland Marathon Event Directors' College is the only event directors' college that focuses 100% on events from the hands-on/tactical perspective. The event features top quality guest panelists, with expertise in sponsorship, event management, event directing, administration, marketing and public relations. A make-up of Event Directors from small to large events, willing to openly share the nuts and bolts of event management and the secrets that only experience can teach. The event also allows participating members the opportunity to network, participate in social events during several of the scheduled Portland Marathon events either as a spectator, VIP, volunteer and/or participant. The Portland Marathon Event Directors' College is considered the best assemblage of industry representatives in the world with years of event directing experience and expertise. The Guam Visitors Bureau hopes to send a representative alongside members with the non-profit group Guam Sports Events Incorporated who is also scheduled to attend the event.

Issue: Board approval required for all travel.

Cost Estimate:

Airfare: (1) Community Development Officer	\$1,500.00	x 1 pax	\$1,500.00
Per Diem (Meals & Incidental Expenses only)	\$192.00	x 5days	\$960.00
Miscellaneous:			
Car Rental:	\$150.00	x 5days	\$750.00
Gasoline:	\$50.00	x 3days	\$150.00

TOTAL **\$3,360.00**

Motion Discussion:

- Vice Chairman Kloppenburg mentioned that there was an issue with receiving emails and wasn't able to see this motion. However, the email issue has been resolved since.
- General Manager Pangelinan also noted that P.I.C's Ben Ferguson and RIMS' Steve Ruder would also be attending.
- Chairman Baldyga requested that the attendee prepare a simple report following the session in order to pass along the knowledge learned.

B. ADMINISTRATION & GOV'T RELATIONS (J. Guthertz)

- Director Guthertz noted that senators on both sides are trying to have little acrimony as possible regarding the budgets. So, they're had some caucuses, in which both sides have been meeting to figure out what the differences may be. From her understanding there are 3-4 differences that they have to work through.
- Noted that GVB already had its budget public hearing. Chairman Baldyga noted that we submitted our budget relatively late and received recommendations from Senator Cruz to submit as early as January and as late as March.
- Chairman Baldyga noted that the process with meeting the senators was really helpful. Also mentioned that we should print more Tourism 2020 plans and distribute it out to industry leaders, government agency heads, etc.
- To get the senators comfortable with our TAF projection. Chairman Baldyga mentioned to the board that he and General Manager Pangelinan crafted a letter indicating why the TAF projection was higher than expected. Justifying how TAF would be higher due to the openings of Lotte Hotel and Dusit Thani Hotel. With that, it looks like they are accepting our ADR.
- Director Guthertz asked the board and management to watch the budget sessions and to call Senator B.J. Cruz and Senator Tina Muña Barnes immediately if there is something concerning.

C. KOREA MARKETING (O. Miyashita)

Director Miyashita made a motion, seconded by Vice Chairman Kloppenburg, to approve the GVB General Manager to travel to Seoul, Korea from August 29 - September 2, 2014 to attend meetings with the Lotte Duty Free, regarding Guam Live Title Sponsorship and Talent support, as well as meet with the KGTC. (Cost: Up to \$1,200.00 from the FY2014 Korea Sales Market Development Account KO-SMD023.)

Motion Approved.

Travel Expenses:

Description	Breakdown	Total
GVB General Manager	Lodging: \$287.50 x 2 nights x 1 pax = \$575.00 M&IE: \$150.00 x 3 days x 1 pax = \$450.00	\$1,025.00
	Miscellaneous Expenses	\$175.00
	Total	\$1,200.00

Background:

On April 14, 2014, the Board had approved \$1,387.50 for the Deputy General Manager for the same travel but was cancelled due to the ferry sinking. This Motion is for the General Manager to take the trip in place of the DGM and to extend the travel from the already approved 1 night / two days to three nights / four days and for an additional up to \$1,200 to the already approved amount to allow time for additional meetings with the Lotte Duty and to meet with the KGTC.

Lotte Duty Free has shown strong interest in signing on as the title sponsor as well as possibly providing Korean music talent and other support to the Guam Live Music Festival.

The General Manager will be meeting with Lotte Duty Free to further explore this interest. While in Korea, the General Manager will also be meeting with the KGTC to discuss continuing support for Guam travel and for the Busan gateway and the Sister-City relationship proposal between Guam and Busan City.

Issue: Board approval for travel required.

Committee Report:

- Director Miyashita reported that Busan International Travel Fair (BITF) is from September 12-14. In conjunction with a roadshow from September 15-16. Also noted that there would be over 100 travel agents and over 100 media.
- Last KMC meeting was July 15, next on August 19.

D. NORTH AMERICA & PACIFIC MARKETS (A. Muna)

Committee Minutes dated June 4, 2014

Exhibit D

Director Muna made a motion, seconded by Director Guthertz, to approve travel for the GVB Marketing Manager and GVB staff to attend the PATA Travel Mart 2014 in Cambodia from September 17-19, 2014. (Cost is approximately \$7,978.00 from the FY2014 Pacific Sales & Marketing Development Acct# SMD026).

Motion Approved.

Cost Breakdown:

Airfare (\$2,000 x 2pax)	\$4,000.00
GVB Staff- Per Diem (\$227/day x 7days x 1pax)	\$1,589.00
MM- Per Diem (\$227/day x 7days x 1pax)	\$1,589.00
Unanticipated expense (excess baggage, miscl.)	\$800.00
TOTAL:	\$7,978.00

Background:

The PATA Travel Mart (PTM) 2014 is scheduled to take place from September 17-19, 2014 in Cambodia at the Diamond Island Convention and Exhibition Centre.

The travel mart brings together outbound tour operators, wholesalers, travel agents and tourism offices from all over the world. Exhibitors have the opportunity to engage in meetings with pre-scheduled appointments.

PTM 2013 in Chengdu, China attracted 550 seller and 473 buyer delegates with over 10,000 business appointments over the duration of the show. That is a 25% and 44% increase, respectively from the previous year.

This year's PTM is anticipated to be even busier and bigger and organizers are expecting another successful event.

The motion calls for additional days for Ms. Laguna to attend the PATA Executive Board meeting in Cambodia with the General Manager from September 19-21, 2014.

Issue: Board approval for travel required.

- Director Muna reported that next NAP would be September 3 at 10:30am.

E. GREATER CHINA MARKETING (B. Kloppenburg)

Committee Minutes dated August 8, 2014

Exhibit E

- Vice Chairman Kloppenburg reported that there was an incident at the airport where one Dynamic plane was clipped by an Avia Charter plane. Travelers onboard were escorted out and transferred into a different plane.
- Marketing Manager Pilar Laguna reported that Beijing flight's load factor is still soft, however we've finally launched a full advertising campaign. The advertising campaign took a while, due to the process of conducting the RFP for a media buyer.
- Dynamic has stopped Guam-Saipan flights, however they are considering and studying Taiwan's daytime flights.
- The board discussed the 72hr visa-free transit policy for U.S. citizens and the possibility of pushing for reciprocity with China.
- United Shanghai-Guam to start late October, 2x weekly on Boeing 737.

F. DESTINATION MANAGEMENT (R. Hofmann)

Committee Minutes dated August 7, 2014

Exhibit F

Vice Chairman Kloppenburg made a motion, seconded by Director Guthertz, to approve authorization of the General Manager as Chief Procurement Officer of the Bureau to enter into a contract with the lowest responsible bidder for the Highway Landscape Maintenance Project.

Motion Approved.

Background:

The Bureau continues its efforts to maintain island medians and shoulders, at Rts 1, 14, 30, 30A, 34, 27, 16, 8 (Total 25.4 mi.) & So. Rts. 1, 2, 2A, 4 (Total: 29.9 mi.).

Issue: Board approval required for the Highway Landscape Maintenance Project.

Motion Discussion:

- September would be when we would have the bid opening.
- This would be a one year, 2-year options, up to 3 years.
- This would be a IFB.

Vice Chairman Kloppenburg made a motion, seconded by Director Guthertz, to approve authorization of the General Manager as Chief Procurement Officer of the Bureau to enter into a contract with the lowest responsible bidder for the Tumon Bay Lighting Improvement Project.

Motion Approved.

Background:

San Vitores Road streetlights have not provided consistent and adequate lighting; thus, compromising the safety of our residents and visitors. The lighting improvement project aims at improving our destination by making our streets safer and more enjoyable.

Issue: Board approval required for the Tumon Bay Lighting Improvement Project.

Motion Discussion:

- This would be a one-time deal.
- Director Calvo suggested giving alternatives so match level of commitment. For example having 1-year, 2-year, 3-year options to compare value. Give them option to let them commit, alternate options.

1. CHRISTMAS LIGHTS ALONG TUMON BAY

- Christmas lights are not apart of maintenance.
- Board requested to see a presentation of how the Christmas lights in Tumon would look this year in order to add suggestions. **Action Item: Management to make a presentation.**

2. BANNERS AND GRAFFITTI CONTROL

- Chairman Baldyga requested to have the person that checks on graffiti to also look at the light post banners in Tumon/Tamuning. He noted that there are ripped banners around the Hyatt and Tumon Sands area. These have been handing ripped for at least two weeks before the storm. **Action Item: Management to remove the tattered banners.**
- MO2 Felix Reyes mentioned we had known about the ripped banners. Apparently, the company that owns the banners had a turnover in staff, including those that managed the banners. The new staff didn't know that it was there.
- Chairman Baldyga noted that we need to line-up our paint colors when we cover-up the graffiti. Although we did cover the graffiti, the paintwork is patchy. We need to have one shade of gray and one shade of green. **Action**

Item: Management to direct the vendor to utilize a single shade of gray and green and to paint a full surface when covering over graffiti to avoid "patches" of mis-matched color.

3. BUS STOPS/CUT-OFFS/BUS SHELTERS

- Director Moringa addressed safety concerns with the buses and its stops. Some buses stop where there is no cut-offs (directly on the road). People in back of the buses frequently cut off drivers on the left lane to overtake the bus. A pedestrian could be hit if someone tries to overtake a bus by cutting into the left lane. This is an "accident waiting to happen."
- A discussion occurred about the history of the bus stops. A little over a year and a half ago, GVB approached the bus companies to consolidate bus stops for better efficiency. GVB decided we wanted to have the same bus stops for all buses and bus shelters in each stop. GVB left it to Lam Lam and HIS where to designate their bus cut-offs. The ones in Pleasure Island were the most difficult, because some people refused to have bus cut-offs cutting into their properties. The determination of the bus stop locations took some time due to competing interests between the bus companies. After a great of discussion and debate the stops were finalized and are not set.
- Chairman Baldyga mentioned that the bus companies are on an April fiscal year and that we wouldn't have time to change their routes until next year anyway. Around April is when bus companies finalize and distribute their guidebooks, maps, and route schedules. The key point now is to accelerate the cut offs and the bus shelters. We were supposed to have additional cut-offs to be completed in April. Now it is August and we are just issuing out the bid. Chairman Baldyga stressed that we should prioritize the completion of our bid. **Action Item: Management to accelerate and prioritize the cut offs and the bus shelters.**
- Director Calvo commented that if the cut-offs are on public property and acts as a safety issue, perhaps it would be under GPD and DPW's jurisdiction. The board mentioned that this is a project that the Bureau has adopted.
- Management gave an update that they are planning to RFP for 4-5 additional cut-offs. Mentioned that it took a while because we had to do an assessment on the 13 sites. Right now we are preparing the bid documents for the turn-offs. IFB should be out within a month just for cut-offs. Chairman Baldyga estimates that it should be completed around 90days. We have hired CHA to prepare the documents for the turn-offs, which were our only respondents of the IFB. Also mentioned that before, even though there were turn-offs, some buses would still stop in the middle of the road. They had actually spoken the bus company to encourage them to use the cut-offs.
- The board mentioned that they get asked updates on some projects, but sometimes aren't current with what's going on. The directors would like to receive updates on these projects, so they can properly inform their committees. **Action Item: Management to provide regular updates on capital projects at each board meeting.**

- Director Morinaga mentioned that it would be a good idea to show the public what we are doing in regards to the bus shelters/bus stops. Chairman Baldyga agreed that we should make a press announcement once we are ready to do so.
- Chairman Baldyga would really like to see the bus shelters go up as soon as possible. Chairman Baldyga mentioned that the esthetics of the bus shelters is very important and that the board should have involvement by reviewing the designs. When we have a design finished, Chairman Baldyga would really like the board to see it. He asked if General Manager Pangelinan could provide a design of the bus shelters within 2-4 weeks. Chairman Baldyga was concerned about having a company that would be building the shelter also design it, because it would be built the cheapest way possible. Sure, it may have a delay, but since the structure would be up for at least 10 years, there should be more thought behind it.
- Chairman Baldyga also mentioned that management could possibly research prefabricated structures.
- Director Guthertz mentioned that perhaps we could have architects compete for the best design for the bus stops and then from there, send out the RFP.
- Deputy General Manager mentioned to the board that the RFP would be based on qualification, not price.
- **Action Item: Management to present bus shelter design options and ideas to the Board.**

G. CULTURAL HERITAGE & COMMUNITY OUTREACH (T. Arriola)

Director Guthertz made a motion, seconded by Vice Chairman Kloppenburg, to approve authorization of the General Manager as Chief Procurement Officer of the Bureau to negotiate and enter into a contract with the lowest responsible bidder of GVB RFP 2014-004, Community Brand Building Support Services.

Motion Approved.

Background:

The Guam Visitors Bureau (GVB) requests proposals (RFP) for professional consulting services to develop a public relations/marketing plan aimed at: a) sustaining the ongoing community brand building campaign; b) galvanizing and strengthening support thereof, specifically with respect to the delivery of an authentic visitor destination experience; and c) facilitating an island attitude that encourages “living” the Guam brand and satisfying or exceeding the expectations of all involved.

Issue: Board approval required.

H. SPORTS & EVENTS (N. Taimanglo/J. Camacho)
Committee Minutes dated August 5, 2014

Exhibit G

- Director Taimanglo reported that they are almost finished with the Guam Live presentation and should have a full presentation by next board. We have broke even at \$150,000.00
- For next budget cycle, Chairman Baldyga suggested to add 1 or 2 more signature events. He gave examples, such as a Rider Cup format golf tournament or international beauty pageant (such as United's Ms. Continental, but using our source markets (to have prelim pageant in our source markets and bring them all to Guam for the main pageant).
- **Action Item: Sports & Events Committee to brainstorm new major event ideas for next year.**

I. MEMBERSHIP DEVELOPMENT (J. Camacho)

- Nothing to report.

J. RESEARCH (N. Taimanglo)

- Director Taimaglo reported that numbers are up to date.
- Working with the marketing department and moving forward with customs forms.
- Chairman Baldyga mentioned that when he looked over the research on guest satisfaction, he wasn't sure based on the rating system of how satisfied the guests were. He suggested that maybe the board could have a presentation on the guest satisfaction research report. He would like to know where we are at and where we could improve.
- **Action Item: Research Committee to make a presentation on the Guest Satisfaction ratings from the Surveys.**

K. JAPAN MARKETING (M. Morinaga / N. Nakajima)
Committee Minutes dated July 16, 2014

Exhibit H

Vice Chairman Kloppenburg made a motion, seconded by Director Taimanglo, to approve travel for 38 pax to attend JATA Tourism Expo Japan 2014 from September 23 - 29, 2014. (Estimated cost of travel \$90,996.40 from Account # CPO-001 (\$63,102.00) and Account #JA-TTC001 (\$27,894.40)).

Motion Approved.

Background:

Organized by the Japan Association of Travel Agents, the JATA Tourism Expo is the biggest travel event in Japan. During JATA 2013 over 130,000 people attended with over 30% being a travel agent or travel media. There were 730 exhibitors representing 154 companies and regions taking up 1,353 booths. This year JATA is expanding to encompass the entire East Wing of Tokyo Big Sight.

The first biennial JATA Tourism Congress & Travel fair was held in 1977, 13 years after the 1964 liberalization of overseas travel in Japan, just as the overseas travel industry was starting to take off when the number of Japanese overseas travelers stood at 3.15 million. In 2003, the Congress and Fair became an annual event.

There are various activities that are scheduled to take place during this time period. The first is the International Tourism Forum. The theme for the convention is Tourism and Community Development and the featured keynote speaker will be Mr. Taleb Rifai, Secretary General of the United Nations World Travel Organization. Following Mr. Rifai will be the symposium panel discussion on Mega Events and Tourism. The afternoon session will include a speech by PATA's CEO, Martin Craig on the Rapidly Growing Asian Market and Significance for the Tourism Industry.

The second event is B2B meetings. The Bureau will meet directly with travel agents and group planners encouraging them to select Guam for their clients.

The third event is the Tourism Expo where thousands of people attend. In 2013 over 130,000 members of the travel trade and consumers attended JATA providing many opportunities to meet with travel industry planners, media and consumers.

The final event is Guam appreciation celebration scheduled for Friday, September 26, 2014.

Marketing	Per Diem Rate	No. of Days	Total
Lt. Governor	\$530.40	3	\$1,591.20
Senator Barnes	\$530.40	3	\$1,591.20
GVB Chair Mark Baldyga	\$510.00	3	\$1,530.00
JMC Chair Milton Morinaga	\$510.00	3	\$1,530.00
JMC Chair Norio Nakajima	\$510.00	3	\$1,530.00
GM Karl Pangelinan	\$510.00	3	\$1,530.00
Nadine Leon Guerrero	\$408.00	6	\$2,448.00
June Sugawara	\$408.00	6	\$2,448.00
Elaine Pangelinan	\$408.00	4	\$1,632.00
Antonio Muna	\$408.00	4	\$1,632.00
Josh Tyquiengco	\$408.00	4	\$1,632.00
			\$-
Airfare (11 pax x \$800.00 est.)			\$8,800.00
			\$27,894.40
regular per diem rate	\$408.00		

CHaCO	Per Diem Rate	No. of Days	Total
CHaCO Chair Theresa Arriola	\$510.00	4	\$2,040.00
Nathan Denight	\$510.00	4	\$2,040.00
Dee Hernandez	\$408.00	6	\$2,448.00
Kraig Camacho	\$408.00	4	\$1,632.00
Ana Cid	\$408.00	4	\$1,632.00

2 Miss Guam	\$408.00	4	\$3,264.00
9 - Mount Carmel	\$408.00	2	\$7,344.00
2 Musician	\$408.00	4	\$3,264.00
6 Cultural Entertainers	\$408.00	4	\$9,792.00
1 carver	\$408.00	4	\$1,632.00
2 weavers	\$408.00	4	\$3,264.00
Airfare (27 pax x \$800.00)			\$21,600.00
			\$59,952.00
regular per diem rate	\$408.00		

Professional Fees:			
2 Miss Guam (4 days)	\$100.00	3	\$600.00
2 Musician (4 days)	\$100.00	3	\$300.00
6 Cultural Entertainers (3 days)	\$50.00	3	\$900.00
9 Mount Carmel	\$50.00	1	\$450.00
2 weavers (3 days)	\$100.00	3	\$600.00
1 carver (3 days)	\$100.00	3	\$300.00
			\$3,150.00

CHACO BUDGET: \$63,102.00

CHACO + MARKETING
TOTAL: \$90,996.40

Issue: Board approval required for all travel

Motion Discussion:

- o Director Morinaga reported that the cost is less than last year. Last year was GVB's 50th Anniversary, in which a bigger delegation attended.
- o Vice Chairman Kloppenburg mentioned that he would be in Japan around that time and would like access to JATA. MO2 Nadine Leon Guerrero mentioned that she would get Vice Chairman Kloppenburg a congress pass.
- o Chairman Baldyga requested to have the booth 'pop' more, noting that the images were a bit flat last year.

Director Nakajima made a motion, seconded by Director Taimanglo, to approve travel for JMC Chairman Milton Morinaga and GVB Deputy Manager Nathan Denight to travel to Tokyo, Japan to meet with the key travel agents and the airlines for increased flights and Haneda Airport operations. Travel dates from September 3-5, 2014. (Estimated Cost: \$4,245.00 from Account JA-SMD-004)

Motion Approved.

Travel Expenses:

Airfare (2 pax):	\$1,700.00
Per Diem (\$202.00 x 25% x 3days x 2 pax):	\$1,515.00
Lodging (\$206.00 x 25% x 2nights x 2 pax):	\$1,030.00
Total	\$4,245.00

Background:

GVB needs to continue strengthening Guam promotions with top management officials of key travel agents with the goal to get the TA's to influence airlines to increase service to Guam and to continue dialogue for Guam operations out of Haneda airport.

Issue:

Board approval required for travel.

Motion Discussion:

- o Chairman Baldyga commented that he couldn't think of a more important goal than getting flights from Haneda.
- o Director Morinaga reported that GIAA would not be accompanying this trip.
- o Last trip was strictly with airlines. This trip would be focused on getting more support from travel agents to get airlines to fly out from Haneda.
- o Chairman Baldyga asked Director Morinaga to see how the board could help fund these efforts. Director Morinaga will ask travel agents to see how the board could help.
- o In addition to funding, Director Miyashita stressed that it is still very important to work with the airport. He mentioned that he understands that in this trip we wouldn't need the airport, but whenever the opportunity arises, we need to have the support from their board too, to ensure that an appropriate personnel does attend those meetings.
- o Next JMC meeting would be Wednesday, August 20 at 10:00am.

L. RUSSIA & NEW MARKETS (B. Jackson)

Committee Minutes dated August 5, 2014

Exhibit I

- o General Manager mentioned to the board that there would be a gap in service with scheduled Avia Charters. Avia Charters will not be conducting non-stop service to Guam from the beginning of September to the end of October. The only way Russians could get to Guam for those two months would be from Korean Air.
- o From November, Avia Charters would continue with three cities instead of five. The three cities that they will be continuing to fly from are: Vladivostok, Khabarovsk, and Sakhalin. Although they would be coming from three cities instead of five, equipment for the nonstop flights will be upgraded to bigger vessels.

- As for the other two cities that are discontinued to fly out from, Yakutsk and Novosibirsk, marketing efforts in these two cities will be consolidated.
- From Chairman Baldyga's understanding, is that the equipment providers are leasing their equipment. As a result, Avia Charters doesn't have access the equipment and are seeking for another charter aircraft provider.
- Marketing Manager Pilar Laguna mentioned to the board that when Avia Charters expanded to service five cities, they were aware that it would be a losing proposition on their part. In fact, she mentioned that Director Jackson had asked them why they would even start in that case. But, they did start and they regressed and now they are reorganizing.
- General Manager Pangelinan mentioned that our Russia Office is looking into the situation at hand.
- Chairman Baldyga asked if there was any damage to Guam's image in Russia. Marketing Manager Pilar Laguna said that there has been no damage. We are still very active in launching our advertising campaign and we will be supporting Korean Airlines more than ever to sustain the absence of charter flights. It's good that we have this option.
- The board noted that we average around 2,500 Russians per month. Chairman Baldyga questioned what would happen to September's arrival numbers and how many Russians could Korean Airlines handle? Before Avia Charters started, we had about 700 Russians.

❖ OLD BUSINESS

- Vice Chairman Kloppenburg asked how we are doing with the hiring process for Marketing Officers. General Manager Pangelinan and Chairman Baldyga replied that we would need to have the budget approved first.
- Vice Chairman Kloppenburg mentioned that the process can start now, in which it can indicate 'subject to the availability of funds'.
- **Action Item: Management to begin the process of seeking candidates subject to availability of funds.**

❖ NEW BUSINESS

- Vice Chairman Kloppenburg announced that he would be off-island from August 25-September 17.
- Chairman Kloppenburg announced that he would be off-island for the next board meeting.

- In their absence, Director Theresa Arriola, Board Secretary, would be the Acting Chair. Executive Secretary, Colleen Cabedo will inform Director Arriola that she would be the acting chair for the next board meeting.

❖ EXECUTIVE SESSION

- No executive session.

❖ ANNOUNCEMENT

Next Board Meeting:

- Thursday, August 28, 2014 at 4:00PM, GVB Main Conference Room

Membership:

- Deadline of payment for membership voting eligibility is October 07.

Events:

- PATA Micronesia Chapter Meetings; Wed, August 27 - Fri, August 29, GVB Conference Rooms.
- GovGuam Labor Day Picnic: August 31, 2014, 12:00pm - 5:00pm (Ypao)
- Labor Day - September 1; GVB Closed
- Presentation of Grandmaster Lu's Painting; September 3 at 10:00am, GVB Main Conference Room.
 - General Manager Pangelinan mentioned to the board that Grandmaster Lu's delegation would be on-island to present Grandmaster's personal painting to the GVB Office. General Manager Pangelinan invited the board to attend and mentioned that we would also be inviting the media to cover.

❖ ADJOURNMENT

Director Miyashita made a motion, seconded by Director Calvo, to adjourn the meeting. Meeting adjourned at 5:37p.m.

Motion Approved.



Ms. Theresa C. Arriola, Secretary of the Board of Directors

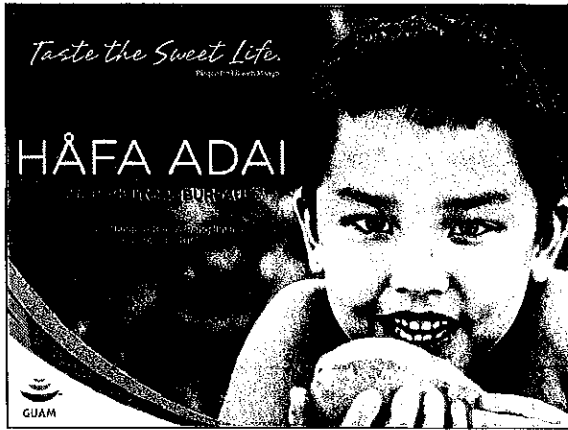


Board Minutes respectively submitted by Colleen Cabedo, Executive Secretary

Action Items:

BY MANAGEMENT

- Chairman Baldyga and General Manager Pangelinan to meet with GLUC
- Chairman Baldyga and General Manager Pangelinan to meet with the airport directors.
- General Manager Pangelinan to come up with a plan and budget to improve the welcoming experience at the airport. (7/10/14) Also, to make a list of public signs that needs improvement. (7/24/14)
- Management to make a presentation on the guest satisfaction research report. (8/14/14)
- Management to schedule the breakfast briefing for incoming Senators after the elections (8/14/14).
- Management to make a presentation on the Christmas lights for this year (8/14/14).
- Management to remove the tattered banners near Hyatt (8/14/14)
- Management to direct the vendor to utilize a single shade of gray and green and to paint a full surface when covering over graffiti to avoid "patches" of mis-matched color (8/14/14).
- Management to accelerate and prioritize the cut offs and the bus shelters (8/14/14)
- Management to present bus shelter design ideas to the Board (8/14/14)
- Management to present on capital projects status at each board meeting (8/14/14)
- Sports & Events Committee to brainstorm new major event ideas for next year (8/14/14)
- Management to begin the process of seeking candidates for Marketing Officers subject to availability of funds (8/14/14).



**PRELIMINARY Visitor Arrivals
 August 2014
 Total: 133,237 (0.8%)**

% Market Mix	Origin	Pax	% to LY
65.8%	Japan	87,672	-7.6%
20.6%	Korea	27,247	17.6%
4.5%	US/Hawaii	5,940	19.3%
3.9%	Taiwan	5,234	25.9%
0.9%	China	1,189	122.8%
0.8%	Russia	1,000	185.7%

**PRELIMINARY FYTD Visitor Arrivals
 October 2013 - August 2014
 Total: 1,228,461 (0.0%)**

% Market Mix	Origin	Pax	% to LY
61.7%	Japan	757,430	-9.7%
22.0%	Korea	269,779	26.6%
4.8%	US/Hawaii	68,367	9.0%
3.9%	Taiwan	47,516	10.6%
1.0%	China	12,876	35.4%
1.5%	Russia	18,095	206.9%

PRELIMINARY CYTD Visitor Arrivals
January – August 2014
Total: 900,491 (0.3%)

% Market Mix	Origin	Pax	% to LY
60.8%	Japan	547,404	-10.2%
22.4%	Korea	201,592	27.8%
4.9%	US/Hawaii	44,553	12.0%
4.3%	Taiwan	36,592	11.6%
1.1%	China	10,073	33.4%
1.6%	Russia	14,792	225.6%

PRELIMINARY MTD Visitor Arrivals
September 1 - 10, 2014
Total: 35,429 (-8.5%)

% Market Mix	Origin	Pax	% to LY
65.2%	Japan	23,098	-15.9%
22.4%	Korea	7,946	17.2%
4.2%	US/Hawaii	1,499	24.5%
3.0%	Taiwan	1,075	-31.5%
1.0%	China	372	111.4%
0.1%	Russia	40	32.2%

Destination Management News

FY14 Projects Update
October 2013 - September 2014

Abandoned Buildings
Still Pending/Long Term Objective:
 Abandoned structure across DPW, Turmon Bank of Guam

Beach Cleaning:
Completed:
 Painting of bins and picnic tables/chairs
 Removal of 51 rhino-infested trees
Still Pending/Long Term Objective:
 FY15 budget to include sprucing up of bunker area at PIC

Bus Shelters
Completed:
 Solicitation Opportunity released and closes on October 08, 2014.
Still Pending/Long Term Objective:
 Awarding of company and Board approval of designs.

Destination Management News

FY14 Projects Update
October 2013 - September 2014

Fire Hydrants
Completed:
 Painting completed in June 2014
 Repairs made by GWA.
Still Pending / Long-Term Objective:
 FY15 budget - Maintenance to be incorporated with Median/
 Curbside Annual Maintenance.

Graffiti
Completed:
 LMS has removed and continues to remove graffiti throughout
 Tumon
Still Pending (As of Sept 8th):
 GPA and GTA to provide paint supplier for the utility boxes.

Destination Management News

FY14 Projects Update
October 2013 - September 2014

Highway Landscape Maintenance:
Completed:
 Notice of Intent to Award Issued September 10th.

Signage
Completed:
 Banner monitoring ongoing
Still Pending (As of Sept 8th):
 DPW to allow GVB to come up with signage law proposal

Surveillance Camera Monitors:
Still Pending (As of Sept 8th):
 1st Appeal Denied by OPA; 2nd Appeal still pending decision by
 OPA.

Destination Management News

FY14 Projects Update
October 2013 - September 2014

Tumon Bay Lighting Improvements

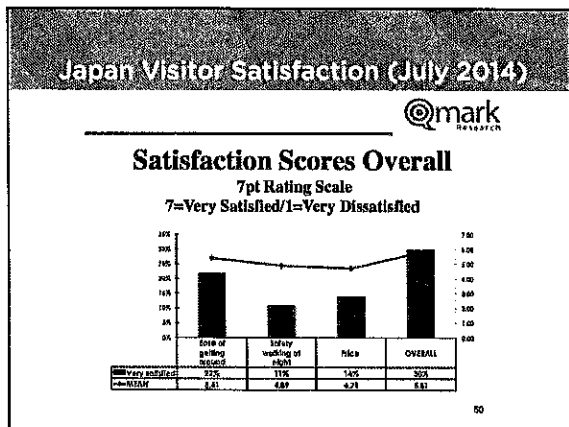
Contractor: Z4 Corporation / Project Manager TG Engineers

Completed (As of Sept 8th):
 Issuance of Notice to Proceed & Encroachment Permit obtained
 Submittals approved for light fixtures - light fixtures have been
 ordered
 Submittals for banner arms pending determination of wind load
 factor for banners
 Wiring repair @ Hilton
Still Pending (As of Sept 8th):
 Drawings to be submitted to TGE
 Light Assessment
 Wiring repair JFK Road

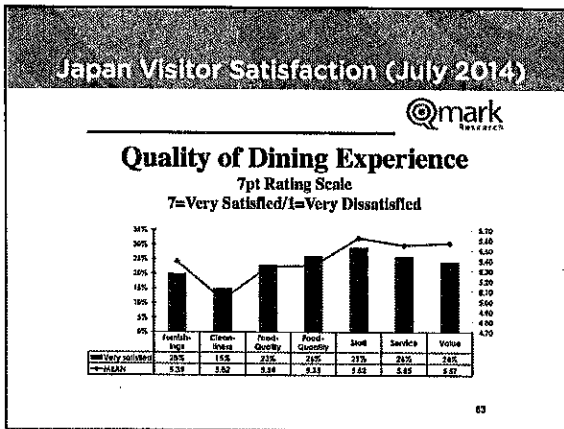
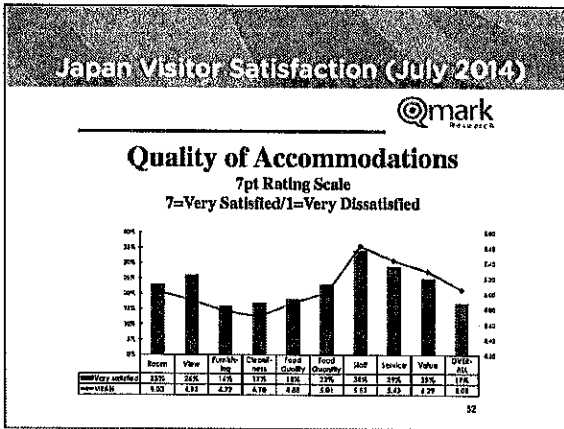
Destination Management News

FY14 Projects Update
October 2013 - September 2014

Tumon Landscaping
Completed - Medians:
 Proa, Hyatt, Reef, DFS, JFK Road
Still Pending (As of Sept 8th):
 PIC and medians heading north







Pacific - Marketing Outlook

PATA Micronesia Chapter Tri-Annual Membership Meeting on Guam - August 28-29, 2014

Special Thanks: United Airlines, Delphigo Group, Mary's Guam, Zipline Guam, Utiful Art Gallery, Guam Museum Foundation, Helsinki, Sheraton Guam Resort, Guam WEBSITING巽峇峇, GVB Publicist Josie Moyar

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Action Items by Management

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- Management to make a presentation on the Christmas lights for this year (8/14/14).

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- Management to begin the process of seeking candidates for Marketing Officers subject to availability of funds (8/14/14).





**CASH, RECEIVABLES, & PAYABLES POSITION
FY 2013 & FY 2014 COMPARATIVE REPORT**

FY 2013 (08/19/2013)	Balance	
CITIBANK OPERATION	\$428,608.67	
BANK OF GUAM	\$10,227,849.41	
FIRST HAWAIIAN BANK - Membership	\$54,985.28	
RESONA BANK	\$249,632.10	
CITIBANK - TAF	\$67,948.39	
BOG - TAF ACCOUNT	\$662,579.29	
BOG - RAINY DAY FUND	\$1,817,601.85	
BOG - FESTPAC Trust Account	\$980,128.36	
MORGAN STANLEY - CD **	\$2,505,151.24	
BOG - 2/12 Memorial Fund	\$123,445.82	
TOTAL CASH IN BANKS AS OF 08/19/2013	\$17,117,930.41	
**Morgan Stanley CD Market value as of 06/30/13 (value if withdrawn prior to maturity - Maturity Date October 2013)		
FY 2013 BUDGET P.L. 31-233	\$16,018,239.00	
GVB - \$15,238,239.00		
OPERATIONS - \$14,022,384.00		
TAF Special Projects - \$1,215,855.00		
PASS THRU APPROPRIATIONS - \$780,000.00		
OPERATIONS	TAF Special Projects	Pass-thru
11/15/12 \$1,420,199.55	\$121,585.00	\$ 55,253.00
12/17/12 \$1,362,725.00	\$121,585.00	\$ 55,253.00
01/14/13 \$1,011,749.00	\$121,585.00	\$ 19,834.00
02/14/13 \$ 842,725.00	\$121,585.00	\$-0-
03/13/13 \$1,602,237.00	\$121,585.00	\$ 55,253.00
04/16/13 \$1,891,749.00	\$121,585.00	\$ 55,253.00
05/17/13 \$1,262,725.00	\$121,585.00	\$ 19,834.00
06/12/13 \$2,060,995.00	\$121,585.00	\$ 97,756.00
06/19/13 \$ -0-	\$ -0-	\$ 14,126.00
07/12/13 \$ 945,975.00	\$142,893.30	\$190,552.00
08/12/13 <u>\$1,082,237.00</u>	<u>\$ -0-</u>	<u>\$ 55,253.00</u>
\$13,483,316.55	\$1,115,573.30	\$611,283.00
Total Allotment Received to Date:	\$15,210,172.85	
Accounts Receivable FY 2013	\$808,066.15	
FY 2013 ACCOUNTS PAYABLE as of 08/06/13	Amount	
Asatsu invoices Dec'12 - Jul'13	\$1,773,325.47	
Japan Miscellaneous Invoices	\$138,915.92	
Guam Miscellaneous Invoices	\$503,272.69	
FY 2011/2012 Pass-thru appropriations	\$332,912.27	
FY 2013 Pass-thru appropriations	\$55,253.00	
Encumbered Contracts (not yet incurred)	\$3,346,094.20	
Encumbered Purchase Orders (not yet incurred)	\$90,974.22	
FESTPAC Trust Account	\$980,128.36	
Total Payables to date	\$7,220,876.13	

FY 2014 (09/08/2014)	Balance	
BANK OF GUAM	\$7,420,572.80	
FIRST HAWAIIAN BANK - Membership	\$46,738.19	
RESONA BANK	\$195,853.15	
BOG - TAF ACCOUNT	\$1,520,853.31	
BOG - RAINY DAY FUND	\$1,857,228.27	
BOG - FESTPAC Trust Account	\$1,531,646.68	
MORGAN STANLEY - CD **	\$2,510,944.95	
BOG - 2/12 Memorial Fund	\$24,687.71	
TOTAL CASH IN BANKS AS OF 09/08/2014	\$15,108,525.06	
**Morgan Stanley CD Market value as of 07/31/2014		
FY 2014 BUDGET P.L. 32-068	\$ 18,262,134.00	
OPERATIONS - \$15,487,134.00		
TAF Special Projects - \$2,000,000.00		
PASS THRU APPROPRIATIONS - \$775,000.00		
OPERATIONS	TAF Special Projects	Pass-thru
11/14/13 \$1,161,535.00	\$ 150,000.00	\$ 58,125.00
11/15/13 \$1,161,535.00	\$ 150,000.00	\$ 58,125.00
11/29/13 \$ -0-	\$ -0-	\$ 7,500.00
12/11/13 \$1,161,535.00	\$ 150,000.00	\$ 63,750.00
12/24/13 \$ -0-	\$	\$ 3,750.00
01/10/14 \$1,032,535.00	\$ 150,000.00	\$ 26,250.00
01/21/14 \$ -0-	\$ -0-	\$ 2,500.00
02/11/14 \$ 386,100.00	\$ 150,000.00	\$ 22,500.00
03/17/14 \$1,936,970.00	\$ 150,000.00	\$ 96,000.00
04/17/14 \$1,290,535.00	\$ 150,000.00	\$ 80,250.00
05/09/14 \$ 649,017.55	\$ 150,000.00	\$ 56,250.00
06/19/14 \$1,161,535.00	\$ 150,000.00	\$ 56,250.00
08/04/14 \$1,161,535.00	\$ 150,000.00	\$ 56,250.00
08/12/14 \$1,161,535.00	\$ 150,000.00	\$ 56,250.00
08/26/14 <u>\$1,050,000.00</u>	<u>\$ 150,000.00</u>	<u>\$ -0-</u>
\$13,314,367.55	\$1,800,000.00	\$ 643,750.00
Total FY 2014 Allotment Received to Date:	\$15,758,117.55	
Accounts Receivable FY 2014	\$2,504,016.45	
FY 2014 ACCOUNTS PAYABLE as of 09/08/2014	Amount	
Asatsu invoices June/July 2014	\$1,568,645.16	
Japan Miscellaneous Invoices	\$5,999.82	
Guam Miscellaneous Invoices	\$925,760.81	
FY 2011/2012/2013 Pass-thru appropriations	\$292,842.24	
FY 2014 Pass-thru appropriations	\$3,750.00	
Encumbered Contracts (not yet incurred)	\$2,376,108.43	
Encumbered Purchase Orders (not yet incurred)	\$188,644.84	
FESTPAC Trust Account	\$1,531,646.68	
Total Payables to Date	\$6,893,397.98	



**NORTH AMERICA & PACIFIC (NAP) MARKETING COMMITTEE MEETING
MINUTES
WEDNESDAY, SEPTEMBER 3, 2014, 10:30 A.M.
GVB Main Conference Room**

PRESENT:

Jacob Leon Guerrero, Pacific Islands Club
John Calvo, WPRFMC
Liza Marie Diaz, Sheraton Laguna Guam Resort

ABSENT:

Co-Chairwoman Judith Guthertz, GVB Board Member
Ana Marie Franquez, Pactours, Inc.
Liza Marie Diaz, Sheraton Laguna Guam Resort
Amillyn Salas, Sheraton Laguna Guam Resort
Jennifer Chae - Hotel Nikko Guam
Terry Chung - DFS Guam
Soo Oftana - Gaa Marriott Resort & Spa
Rolenda Faasuumalie - GIAA
Michael Perrin, Hertz Rent-A-Car
Nathan Talmanglo, ASC Trust Corp.
Annmarie Muna, A.M. Insurance
Monte Mesa, Guam Premier Outlets
Norman Aguilar, Guam Community College
Ana Marie Franquez, Pactours, Inc.
Janet Wong Shmull, Outrigger Guam Resort
Katie Black, Mystical Tours & Adventure
Barbara Taitano, Mystical Tours & Adventure

GVB STAFF:

Pilar Laguaña
Regina Nedlic
Gina Kono
Felix Reyes
Mark Manglona

I. CALL TO ORDER

Ms. Pilar Laguaña called the meeting to order at 10:47 a.m.

II. MINUTES OF THE MARCH 5, 2014 MEETING

Upon no further discussions, a motion was made by Mr. John Calvo and seconded by Mr. Jacob Leon Guerrero to approve the minutes of the June 4, 2014 North America & Pacific Meeting, subject to any corrections. Motion was approved.

III. REPORT OF THE CHAIRWOMAN

N/A

**NORTH AMERICA & PACIFIC (NAP) MARKETING COMMITTEE MEETING
MINUTES**

WEDNESDAY, SEPTEMBER 3, 2014, 10:30 A.M.

GVB Main Conference Room

IV. REPORT OF MANAGEMENT

STATISTICS

- U.S. Mainland up 17% in August 2014.
- Fluctuation in arrivals to Micronesia due to air accessibility, equipment issues, etc.
- Philippine arrivals are down; however new developments in air service should improve the numbers.
- Australia arrivals are down slightly.
- Mr. Calvo asked what markets are covered under "Others".
 - Ms. Laguaña informed him that markets under this category are all other markets GVB does not keep track due to the small numbers.
- Mr. Leon Guerrero asked if there is any correlation between GVB's marketing budget and the arrival numbers.
 - Ms. Laguaña responded with a "Yes" and provided the Philippine market as an example. She elaborated that GVB had to stop the services of a marketing representative due to the budget cuts for that market and so fewer dollars were going into promotions.

NORTH AMERICA - 70TH LIBERATION CELEBRATION

- Mr. Felix Reyes reported that seven (7) Liberators came for the 70th Liberation Celebration, to include two (2) Navaho Code Talkers.
- GVB continues to communicate with the Liberators.
- Mr. Calvo mentioned that he noticed many Chamorros living abroad returned for the celebration.
- Ms. Laguaña added that GVB spent a good amount of resources to promote the liberation and attracting the Visiting Friends and Relative markets during several stateside promotions in the past few years.

DEMA

- Mr. Reyes reported that GVB is working hard with its partners in Micronesia in preparation for DEMA this November 2014.
- GVB will reach out to Chamorros of Guam to invite them to Guam and to start talking about FESTPAC 2016.

PHILIPPINES - CEBU PACIFIC UPDATE

- Ms. Gina Kono reported that the Philippines Marketing Office is working very closely with Cebu Pacific on programs to start promoting their service to Guam once they get their schedule finalized.
- Philippine Airlines will be flying daily in October 2014.
- Mr. Calvo cautioned that Philippine Airlines might be doing this in response to the arrival of Cebu Pacific. Committee agreed that the competition should drive costs down.

PACIFIC - PATA MICRONESIA CHAPTER MEETING

- Ms. Regina Nedlic reported that the PATA Micronesia Chapter held its tri-annual Membership Meeting on Guam from August 27-29, 2014.
- Meeting coincided with the Micronesia Cruise Association meeting on Wednesday, August 27, 2014.

**NORTH AMERICA & PACIFIC (NAP) MARKETING COMMITTEE MEETING MINUTES
WEDNESDAY, SEPTEMBER 3, 2014, 10:30 A.M.
GVB Main Conference Room**

- Discussed in meeting were upcoming events: PATA Travel Mart 2014 and PATA Executive Board Meeting in September and the next PATA Tri-Annual Meeting in December 2014.
- Ms. Nedlic added that GVB and the Palau Visitors Authority will be receiving a PATA Gold Award. The Gold award is an annual award given by PATA to companies and individuals who have done an outstanding job in several categories. She added that Guam will receive an award for its Shop Guam Festival Campaign and Palau Visitors Authority for their environmental campaign.
- Ms. Laguaña and Mr. Karl Pangelinan will receive the Gold Award.
- Ms. Nedlic informed that committee that on the next Chapter Membership Meeting, elections for the Executive Board will be taking place in December.
- Ms. Laguaña thanked and acknowledged United's support in the region's activities.
- Ms. Laguaña shared that Mr. Sam Shinohara from United gave an update to United's goals for the region.
 - United to reinstate their AD75 discount to the region.
- Ms. Laguaña thanked Ms. Nedlic for her assistance and hard work in helping the Chapter resolve the compliance issue and completing the Articles of Incorporation.
- Ms. Laguaña thanked Mr. Mark Manglona for his work in keeping the MicronesiaTour.com website updated and relevant.
- Mr. Calvo asked if GVB is assisting the FESTPAC committee with their website.
 - Ms. Laguaña informed Mr. Calvo that GVB promotes the event but does not handle the operations and management of the website.
 - Ms. Laguaña informed the committee that GVB will relay this concern to the FESTPAC committee.

V. OLD BUSINESS

VI. NEW BUSINESS

- Ms. Laguaña reported that the Guam Ko'Ko Road Race & Ekiden Relay is scheduled for Sunday, October 19, 2014.
- Mr. Reyes reported that the race has been going on for about seven (7) years.
- Ms. Laguaña shared that it is by law that GVB does this race.
- Ms. Laguaña also shared that the Ko'ko icon is very popular locally and overseas.
- Mr. Calvo informed the committee that the Marianas International Fishing Derby was also created into law and GVB donated \$5,000.00. Mr. Calvo feels that GVB should do more to develop this event in respect to promoting the event.
- Ms. Laguaña informed Mr. Calvo that she will bring up the issue to its Sports Committee.
- Ms. Laguaña asked that GVB be notified ahead of time so that GVB can program the event and invite international media to cover the event.

VII. ANNOUNCEMENTS

- The next NAP Marketing Committee Meeting is scheduled for Wednesday, October 1, 2014 at 10:30 a.m. at the GVB main conference room.

**NORTH AMERICA & PACIFIC (NAP) MARKETING COMMITTEE MEETING
MINUTES**

**WEDNESDAY, SEPTEMBER 3, 2014, 10:30 A.M.
GVB Main Conference Room**

- The next NAP Marketing Committee Meeting is scheduled for Wednesday, October 1, 2014 at 10:30 a.m. at the GVB main conference room.
- Ms. Laguaña announced that the Shop Guam Festival commences on November 1, 2014 and ends on January 12, 2015. She informed the committee that it is not too late to sign up and the vendor promotions will be published on the mobile application.

VIII. ADJOURNMENT

Upon no further discussion, motion was made by Mr. Leon Guerrero and seconded by Ms. Liza Marie Diaz, to adjourn the meeting at 11:15 p.m. Motion was approved.

MINUTES PREPARED BY:



Mark Manglona, Marketing Officer I

REVIEWED BY:



Regina Nedlic, Marketing Officer II

APPROVED BY:



Pilar Laguaña, Marketing Manager

KOREA MARKETS COMMITTEE MEETING MINUTES
Tuesday, September 9, 2014, 11:00 a.m.
GVB Main Conference Room

Members Present:

- Oscar Miyashita, Ernst & Young
- Tae Oh, Sandcastle, Inc.
- Hyong Yi, Outrigger Guam Resort
- Terry Chung, DFS Guam
- Suzie Kim, Hilton Guam Resort & Spa
- Elisha Lee, Lotte Hotel Guam
- Jenny Kim, Holiday Resort & Spa Guam
- Jace Kim, Jeju Air
- Jin Oh Kim, JIN Air
- Jenny Cheon, Hotel Nikko Guam

Members Absent:

- Tak Takano, Pleasure Island Guam
- Janeen Kang, Underwater World & Sea Grill
- Aaron Kim, Net Ent.
- Bartley Jackson, Hotel Santa Fe
- Cris Gamboa, Onward Guam Resort
- Ken Yanagisawa, Pacific Islands Club
- Dongsin Choi, Speed Travel Way
- Seonguk Jo, Leo Palace Resort
- Carlos Taitano, University of Guam
- Theresa Crucena, Royal Orchid Guam
- Nikki Kim, Hana Tours
- Mr. Sung-Hwan Wang, KTB
- Man-soo Hyun, Hyatt Regency Guam
- Rolenda Faasumalie, Guam International Airport Authority
- Jeremy Jung, Hana Tour
- Hugh Shin, Korean Air
- Sam H. Kim, Hana Tour
- Jae Hong Lim, Mode Tour Network
- Yungjin Kong, HIT

Guests/Alternate Members Present:

GVB Korea GSA Present (Telephonically):

GVB Korea PR Present (Telephonically):

GVB Staff:

- Karl A. Pangelinan, General Manager
- Pilar Laguana, Marketing Manager
- Felix Reyes, Marketing Officer II

CALL TO ORDER

Chairman N. Oscar Miyashita called the meeting to order at 11:04 a.m.

MINUTES OF THE PREVIOUS MINUTES

Motion to approve the minutes of the August 19, 2014 KMC Minutes was made by Mr. Tae Oh and was seconded by Ms. Suzie Kim. Minutes were approved subject to any minor corrections.

REPORT OF THE CHAIRMAN

- Arrivals Update: Discussed below
- FY2015 Goal Pax: 350,000

Based on anticipated seat capacity during CY2015 of around 500,000, and at 70% LF, we should be able to realize and overtake this target number next year.

REPORT OF MANAGEMENT

Chairman Miyashita welcomed everyone and thanked all for attending the meeting. He informed the committee both the GSA and PR will not be joining the meeting due to Chuseok Holiday. He also welcomed Mr. Jin Oh Kim, the new branch manager for Jin Air.

Chairman Miyashita reviewed the arrivals update data for CY and FY YTD through August 31 2014. Arrivals from Korea positive strong given Japan's almost 7% decline. August is not so bad for Japan given the circumstances. FYTD through August overall is flat. CYTD shows Korea at around 28%, still looking healthy. He reviewed the other market's arrival numbers as well.

Challenges with Dynamic Air is affecting arrivals from Russia and hope this issue will not last long.

KOREA - Korea Marketing News

3 month Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '14	Seat Data '13	% Change Seats
September	23,000	19,688	16.8%	30,318	22,968	31.6%
October	24,000	19,247	24.7%	31,872	26,204	21.6%
November	28,000	23,987	16.5%	34,883	34,221	1.4%

Elkair

September • EL Incheon 7 per week = 10,950 (8747-800) • KE Chanil = 975 = 270 (49-342) • Busan VIP Wed, Thur, Sat, Sun = 2,533 (8737-800) • Jin Air 2 Incheon 7 per week = 5,400 (8737-800) • JAL Air 1 Incheon 14 per week = 21,180 (8737-800)	October • KE Incheon 7 per week = 11,300 (8737-800) • Busan KE Wed, Thu, Sat, Sun = 2,682 (8737-800) • Jin Air 2 Incheon 7 per week = 5,180 (8737-800) • JAL Air 1 Incheon 14 per week = 11,332 (8737-800) • UA Incheon 2 per week (10/27-11/7) (8737-800)	November • KE Incheon 7 per week = 10,510 (8737-800) • Busan KE Wed, Thur, Sat, Sun = 2,533 (8737-800) • Jin Air 2 Incheon 7 per week = 5,400 (8737-800) • JAL Air 1 Incheon 14 per week = 11,160 (8737-800) • UA Incheon 7 per week = 4,050 (8737-800)
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Total 30,510 Total 31,872 Total 36,883

KOREA - Korea Marketing News

Korea Outbound Travelers Custom Market Share

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2013 In-Chon	1,260,000	1,471,000	868,000	867,000	1,214,000	1,013,000	1,493,000	1,412,000	1,033,000	1,103,000	874,200	1,014,000	13,946,000
2013 Custom	14,700	11,810	8,270	8,090	10,270	12,730	16,420	12,200	10,000	10,900	14,200	11,600	140,000
Market Share	1.1%	0.8%	0.9%	0.9%	0.8%	1.2%	1.1%	0.9%	0.8%	0.9%	1.6%	1.1%	1.2%
2014 In-Chon	1,300,742	1,191,131	1,114,932	1,114,691	1,266,901	1,198,221	1,505,181	1,319,071	1,038,791	1,124,742	1,133,221	1,100,971	12,724,171
2014 Custom	16,211	11,655	10,271	11,481	11,631	15,511	12,201	10,801	10,121	11,001	14,201	11,601	130,001
Market Share	1.2%	0.9%	0.9%	1.0%	0.9%	1.2%	0.8%	0.8%	0.8%	0.9%	1.2%	1.0%	1.2%
2013 In-Chon	1,025,000	1,184,000	1,114,000	1,184,000	1,184,000	1,214,000	1,412,000	1,412,000	1,033,000	1,103,000	874,200	1,014,000	13,946,000
2013 Custom	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	100,000
Market Share	0.9%	0.8%	0.9%	0.8%	0.8%	0.8%	0.7%	0.7%	0.9%	0.9%	1.1%	0.9%	0.7%
2014 In-Chon	1,048,300	1,212,400	1,156,000	1,118,000	1,220,000	1,197,000	1,470,000	1,240,000	1,040,000	1,100,000	1,040,000	1,040,000	13,524,111
2014 Custom	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	200,000
Market Share	0.9%	1.6%	1.8%	1.8%	1.6%	1.7%	1.4%	1.6%	1.9%	1.8%	2.0%	2.0%	1.4%

* Min. K. outboard projection

KOREA - Korea Marketing News

3 month Activities/Programs

- **TV Home-shopping**
 - Sep. : Hanjin, Online
 - Oct. : Tour Baksa, Interpark
 - Nov. : Bomulsum
 - On cable TV for an 1 hour
- **MICE Group**
 - Sep. : Woori Bank - 70 pax
 - Oct. : Ace Insurance - 250 pax (New), Church Group - 130 pax (New), Melaleuca Korea - 250 pax (New)
 - Nov. : Value In Korea - 170 pax (New), Fin Con - 200 pax (New)

Actual Monthly Total

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2014	600	600	1,000	1,000	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	12,000
2013	600	700	900	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,170

KOREA - Korea Marketing News

3 month Activities/Programs

- **Golf Tournament**
 - Sep. : Lee Dong Soo Golf - 80 pax, KB VIP Golf - 80 pax
- **Roadshow on Sep. 15 In Daegu, Sep. 16 In Busan**
- **Mode International Travel Show on Oct. 30 ~ Nov. 2**
- **UA Inauguration Flights Guam Study Tour**
 - Hana Tour 20 pax on Nov. 19 ~ 23
 - Mode Tour 20 pax on Nov. 26 ~ 30

Ms. Laguaña reviewed the 3-Month Forecast. For November, forecast of +1.4% over LY is due to KE, Jin and Jeju Air having Extra Flights during LY November, adding more than 12,000 seats in November 2013. Chairman Miyashita indicated in 2011, it was at around 1.1%.

Mr. Felix Reyes mentioned the GM was just in Korea and met with the KGTC and Yeobaekhoe. He said they feel confident we can achieve our target of 350,000 next year based on demand and seat availability.

Ms. Laguaña also explained Korea's Market Share numbers, indicating that at one time, we were fighting for even 1.5%. Now, it seems like we may achieve an average of 2.0%, even hitting 2.3% during November 2014.

She also reviewed the various activities for the next 3 months, including TV Home Shopping for September, October and November. Also, the MICE groups are increasing with several diverse new groups coming. In fact, this year saw a living Buddha visit Guam as part of a church group.

KOREA - Korea Marketing News

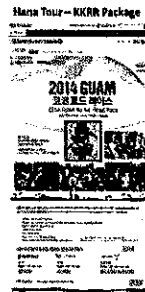
Hertz promotion "Late vacation in Guam"



- Co-sponsors : Lotte Hotel Seoul, Sinhan Bank, KE and GVB
- Promotion period : Sept. 1 to 21.
- Winner announcement : Sept. 30.

KOREA - Korea Marketing News

3 month Activities/Programs



KOREA - Korea Marketing News

Proposed UA Presence in GVB Booth/Road Show



Pop Up Standing Banner

- Standing Banner in GVB Booths
 - ✓ BITF
 - ✓ Mode Tour Travel Show
- Standing Banner in Road Show Seminars
 - ✓ Taegu
 - ✓ Busan
- 5min UA AV Presentation Time at Seminars
 - ✓ Taegu
 - ✓ Busan



KOREA - Korea Marketing News

UA Guam Launch Trade Reception Plan

1. Inaugural Launch Event- Sept 29, Lotte Hotel Grand Ballroom

• Launch Dinner Event

Segment: Trade
 Timing: Monday, Sept 29
 Venue: Lotte Hotel Grand Ballroom and Prime Event
 Format: Typical Dinner Setting (Food, Music, Music)
 Theme: Great-United's USA Gateway to the South Pacific
 Sub Theme: Discover More about the South Pacific
 Regions Represented: Guam, Excludes BKK/BKK/BKK/Excludes BKK
 (Korea, Japan, Taipei, Mainland, (Korea, Mainland, Taipei, Mainland, Taipei, Mainland, Taipei, Mainland)
 Audience: 1500-2000 invited guests and working level agency staff
 Venue: Lotte Hotel Grand Ballroom
 Budget: TBD
 Invited Speakers: Brand USA, KOTRA, GVB (Lobby, 2nd floor), UA (Lobby, 2nd floor, 3rd floor)



Ms. Laguaña continued with the brief on the above slides.

She explained GVB's support, joining other sponsors for the United launch of its debut flight on October 27, 2014. GVB is supporting United with up to \$10,000, marketing collateral, and a delegation to the launch reception on October 29, including having a banner at the GVB BITF/Mode Tour booth and the roadshows.

There are two United Fam Tours with Hana and Mode Tours coming as part of the United launch.

GM Karl A. Pangelinan briefed the committee on his recent Seoul trip saying United is very happy to enter the Korea - Guam market.

United came up with a proposal for GVB and after review, GVB has decided to provide the support but at a smaller scale than requested. He said some of the support also included Guam music, videos, and Guam information collateral, in addition to the monetary support mentioned by Ms. Laguafña earlier.

The launch reception will be attended by high-level trade folks and has invited GVB to attend. United is a big GVB partner, not just in Korea but in other markets as well. He said United needed a response today but thought it best to run the proposal by the KMC first.

And United will also be providing space for the Guam International Marathon at the reception.

Chairman Miyashita also mentioned that GVB supports all airlines and extends continued support to Jin Air and Jeju Air, both present at the meeting. He noted their contribution to the island. He said proposals like United's get final approval by the GVB board but must first be acknowledged by the committee.

Ms. Laguafña welcomed Jin Air and Jeju Air to provide GVB any marketing materials for the BITF and Mode Tour fairs, including for the roadshow seminars. Items like the United pop-up banner can also be done with the other airlines as a show of support for being GVB partners.

KOREA - Korea Marketing News

YeobaeKhee Luncheon on Aug. 29



Mr. So Seung, City President, appreciation photo

GM Karl discussed Tourism 2020 to the members.

KOREA - Korea PR News

July 23 - Aug 11, 2014

- Press Release (PR) and Feature Stories (FS)
 - ✓ [July 23] Lotte Duty Free unveils retail transformation at Guam Int'l Airport
 - ✓ [July 28] Guam Sports Events Inc is unveiled
 - ✓ [Aug 06] Guam International Marathon builds momentum in third year
 - ✓ [Aug 11] Korean tourist numbers to Guam continue to soar
- Media Exposure Value In July: 101 articles and 1 TV program

\$832,526 July	
\$822,551 Consumer	\$9,975 Trade

KOREA - Korea Media Exposure - July

		WEEK				TOTAL	
		1	2	3	4	TOTAL	AVG PER WEEK
NO.	DATE	MEDIA	REMARKS	HEADLINE	COST	CPE	TOTAL
1	July 4, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
2	July 7, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
3	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
4	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
5	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
6	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
7	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
8	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
9	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
10	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
11	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
12	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
13	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
14	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
15	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
16	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
17	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
18	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
19	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
20	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00

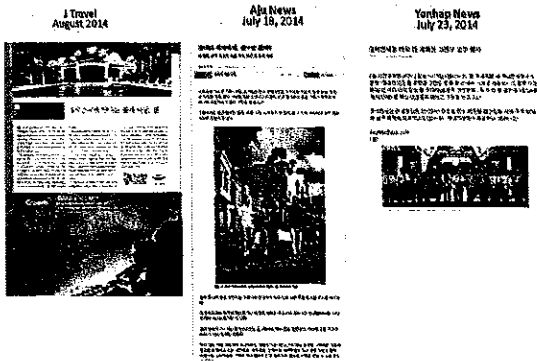
KOREA - Korea Media Exposure - July

NO.	DATE	MEDIA	REMARKS	HEADLINE	COST	CPE	TOTAL
1	July 4, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
2	July 7, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
3	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
4	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
5	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
6	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
7	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
8	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
9	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
10	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
11	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
12	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
13	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
14	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
15	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
16	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
17	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
18	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
19	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00
20	July 14, 2014	Korea Travel Information	Korea Travel Information	Korea Travel Information	\$10.00	10.00	\$10.00

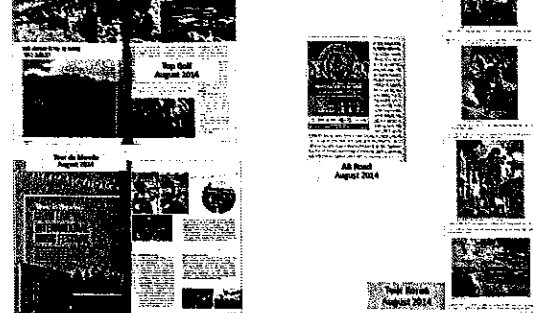
Mr. Reyes explained the PR slides as presented by Promac.

He detailed the various media exposure values for July 2014.

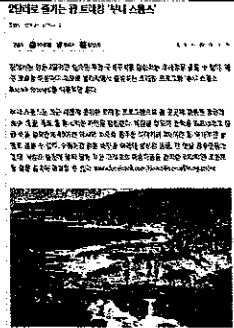
KOREA - Korea PR News (Media Exposure Samples)



KOREA - Media Exposure Sample



Travelie July 2014



Momo News July 31, 2014



Korean Air - Sky News Cover Story July 13, 2014



Samples of media exposures across several media outlets in Korea.

KOREA - Korea PR News

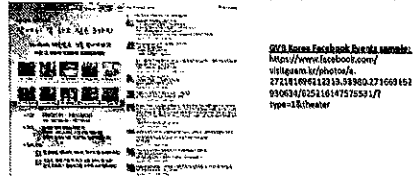
Social media (Facebook, blog & twitter) PR

- Latest products, local festivals and events are mainly posted with eye-catching photos on Korean language GVB social media
- Subjects and stories posted from July 23 – August 11
 - ✓ Guam Liberation Day & parade
 - ✓ Electric Island Festival
 - ✓ Fish Eye Marine Park
 - ✓ Guam Art Exhibit
 - ✓ Two Lovers' Point
 - ✓ Guam Summer event series – first round "Share 3 things to do on Guam"
- Series of events were conducted to invite new fans, increase "Like" and "Share" of Guam contents

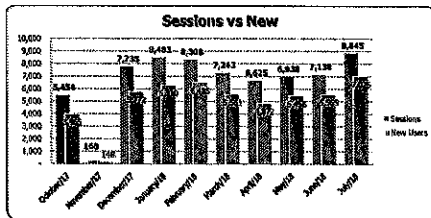
KOREA - "Likes" for GVB Facebooks

	GVB Korea	GVB HQ	GVB HKG	GVB TW	GVB JPN	GVB Russia
4-14-14	5,029	3,302	12,004	46,371	6,086	3,207
10-Aug-14	6,271	3,725	12,093	46,614	6,102	3,324
Net Increase	242	423	99	243	116	117
Change %	4.8%	12.8%	0.7%	0.7%	1.9%	3.7%

GVB KOR <https://www.facebook.com/gvbkorea/>
GVB HQ <https://www.facebook.com/gvbhq/>
GVB HKG <https://www.facebook.com/gvbhkg/>
GVB TW <https://www.facebook.com/gvbtw/>
GVB JPN <https://www.facebook.com/gvbjpn/>
GVB Russia <https://www.facebook.com/gvbrussia/>



KOREA - GVB Korean website - Visitors



July hits the record number with 8,845, among which the new members were about 79%, 7025.
 The data for November 2013 was not properly linked to the Google Website Analysis.

KOREA - Korea PR News

KPRGT (Korean PR Managers' Meeting for Guam Tourism)

- Inaugural Meeting on August 1: PHR, Hyatt Regency, DFS, Lotte Duty Free, Korean Air, Jeju Air, United Airlines attended.
- Meeting for PR managers of Guam tourism (hotels, airlines and operators) in Korea to share information, update activities/products and build networks and to work together for Guam tourism in terms of PR.
- Briefed on Guam arrival figure, Guam Tourism 2020, Ko'ko half marathon and Ekliden Relay, Shop Guam Festival 2014. Meeting will be held quarterly.



Mr. Reyes also briefed on the above slides from Promac, including Social Media and FB activities, visits, etc. He indicated July 2014 had a record number of hits with 8,845 with about 79% being new members.

The KPRGT was shared by Edele Kim of Promac at the last KMC but was again presented at today's meeting to share should there be any questions or comments.

KOREA - Korea PR News

Upcoming activities

- **Guam Advertising campaign in Seoul and Busan(Sep-Oct)**
- **Social Media Summer Events – round 2 & 3 (August)**
- **Busan International Travel Fair(BITF):**
September 12- 15 in Busan. GVB to operate a pavilion of 4 booths
- **Shop Guam Festival:**
Media fam, online event, radio promotion with a popular radio program, advertising (Sept – January 2015)

Mr. Reyes explained the upcoming activities as noted in the above slide. He said with the SGF, there are now more than 250 vendors which should spell some success. Especially with the Korean government increasing the overseas spend ceiling from \$400 per person to \$600 effective August 2014. This could potentially challenge Japan's per pax spending.

OLD BUSINESS

- a. **Shop Guam Festival**
More than 250 vendors have signed on for this upcoming shopping event.
- b. **BITF (September 12-14, 2014)**
GVB will be attending this very timely event leading up to many other opportunities out of Busan.
- c. **Mode Tour Int'l Travel Fair (Oct. 30-Nov. 2, 2014)**
GVB has procured a pavilion booth and will be adjacent to Pleasure Island.
- d. **Korea Roadshow-Daegu/Busan (September 15-16, 2014)**
More than 100 travel agents are expected at each event.
- e. **Ko'ko' Road Race (Sunday, October 19, 2014)**
As of last week, 35 Korean runners have signed up. Target TY is 200. LY was 111.
- f. **United Launch: October 27, 2014**
Discussed earlier with a motion for travel noted below.

NEW BUSINESS

Upcoming Events

Korea Market Motion – UNITED: Read by Mr. Tae Oh and seconded by Ms. Suzie Kim.
 Motion to approve travel for 13 pax to attend United's Incheon-Guam debut flight launch reception in Seoul, Korea during September 29, 2014. Cost is approximately \$12,000.00 from FY2014 Acct. #KO-SMD023.

Marketing	Lodging/MI&E-Seoul	Total
Protocol Gov't Official	\$1,066.00	\$1,066.00
Protocol Gov't Official Staff	\$820.00	\$820.00
GVB Board Member	\$1,025.00	\$1,025.00
GIAA Executive Representative	\$1,025.00	\$1,025.00
GVB GM	\$1,025.00	\$1,025.00
GVB Marketing Staff	\$820.00	\$820.00
Airfare (6 pax x \$950.00)		\$5,700.00
Miscellaneous		\$519.00
	TOTAL	\$12,000.00

Background: The GVB GM recently visited Seoul, South Korea and together with GVB's Korea GSA met with United Korea regarding the airline's recent announcement of its Incheon to Guam daily direct service from October 27 using a B737 equipment with up to 187 seats.

In preparation for the inaugural flight in October, United has organized a travel trade/media reception in Seoul on September 29, 2014 and invited GVB to attend. The event launch reception will command travel and consumer media attention and it would be in GVB's best interest to show strong support and partnership with United with a solid delegation from the bureau, the airport and the head office.

United's entry into the brisk Korea-Guam route will bring much needed air seat capacity to help offset the softening of other markets during critical slow and shoulder seasons. It is imperative GVB extend support to United not only to ensure success and increase arrivals but to provide a welcome alternative to other carriers already in the system, including fly-throughs to Micronesia and other destination on United.

GVB is already working on cooperative ads with United while a full-on cooperative program is being developed in preparation for United's inaugural announcement reception.

And GVB will be bringing a Miss Guam and Chamorro Cultural Entertainers as part of its support.

There was no discussion on the motion.

Motion was approved by acclamation.

Korea Market Motion – Mode Tour: Read by Mr. Tae Oh and seconded by Ms. Suzie Kim

Motion to approve travel for KMC Chairman N. Oscar Miyashita, GVB GM Karl Pangelinan, GVB Marketing Manager Pilar Lagunaña and 1 GVB staff to attend the first annual Mode Tour International Travel Fair 2014, and attend meetings with the Korea-Guam Tourism Council (KGTC), various airlines and key travel industry executives in Seoul, South Korea during October 30-November 2, 2014. Cost is approximately \$12,215.50 from the FY2014 Korea Sales Marketing Development Acct# SMD023.

Marketing	Lodging/MI&E	Total
KMC Chair N. Oscar Miyashita	\$2,337.50	\$2,337.50
GM	\$2,337.50	\$2,337.50
MM Pilar Lagunaña	\$1,870.00	\$1,870.00
MOII Felix S. Reyes	\$1,870.00	\$1,870.00
Airfare (4 pax x \$950.00)		\$3,800.00
	TOTAL	\$12,215.50

Background:

Mode Tour is Korea's second largest travel agency and this year are hosting the first annual Mode Tour International Travel Fair pushing outbound travel from South Korea. Timed for the fall period when there are no travel shows scheduled and opposite to Hana Tour's May travel fair, the Mode Tour Int'l Travel Fair is expected to draw large visits from Korean consumers looking for travel destinations and from the travel media.

In 2012, 3 out of 10 Koreans traveled overseas and more than 200,000 attended travel shows in Korea. Mode Tour seeks to provide the motivation for more outbound travel by hosting its first travel show and GVB's participation will ensure it is a part of the growth in interest for a unique travel destination from South Korea.

Mr. Tae Oh asked what type of booth GVB is having at the BITF and where would the cost of the booth be coming from.

Mr. Reyes indicated it will be a pavilion booth with the budget coming out of the Korean GSA operating budget. He said all the booths were sold since the beginning of the year.

Chairman Miyashita said GVB has also been supporting the Hana Tour Int'l Travel Fair for a few years and it is important for GVB to also support Mode Tour.

Motion was approved by acclamation.

ANNOUNCEMENTS

Ms. Jenny Cheon is back working at Hotel Nikko Guam.

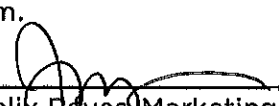
NEXT KMC MEETING

Tuesday, October 14, 2014, 11:00 a.m.


ADJOURNMENT

Upon no further discussion, a motion was made by Mr. Tae Oh and seconded by Ms. Suzie Kim to adjourn the meeting at 11:40 a.m.

PREPARED BY:


Felix Reyes, Marketing Office II

APPROVED BY:


Pilar Lagunaña, Marketing Manager

JAPAN MARKETING COMMITTEE MEETING – WEDNESDAY, AUGUST 20, 2014

JMC MEMBERS PRESENT: Milton Morinaga, Norio Nakajima, Satoru Murata, Hideki Sakai, Ken Yanagisawa, Hideki Sakai, Mitsunori Takahashi, Yoshihisa Otani,

OBSERVERS/GUESTS PRESENT: Maho Quinene, Tomoyuki Goto, Bunichi Yamashita, Nozomi Saito, Monte Mesa

ABSENT: Tadashi Echikawa, Masanori Kanasugi, Ken Yanagisawa, Yuji Katagiri, Yuta Yokoyama, Kiyoshi Kawano, Masaaki Kawanabe, Kazu Atsuta, Jae Hong Park, Michihiro Sato, Norman Aguilar

GVB: Karl Pangellinan, Nathan Denight, Nadine Leon Guerrero, June Sugawara, Elaine Pangelinan Koichi Hoshino-ADK

CALL TO ORDER

The meeting was called to order at 10:10 A.M.

APPROVAL OF MINUTES

Motion made by Mr. Yanigasawa and seconded by Mr. Nakajima to approve the JMC Minutes of July 16, 2014. Minutes approved.

REPORT OF CHAIRMAN

- Will be traveling to Japan on September 10th to meet with key travel agents. In 2015 another 40 slots out of Haneda Airport will be open so this is an opportunity for GVB to influence travel agents to lobby the airlines to take this opportunity for Guam route. Next step is for GIAA to offer incentives to airlines.
- Verdict reached for DeSoto case. Social media trending soft coverage.

REPORT OF MANAGEMENT

- Now preparing for JATA scheduled for September 25-28. This year's delegation to be led by Lt. Governor Ray Tenorio and Senator Tina Muna Barnes. A Guam reception will be held the evening of September 26 and invitation includes high-level members of the industry.
- Japan visitor arrivals for the first part of August appear to be seeing some tapering from 2 digit number slide and although early, the month of August looks promising. For the industry as a whole, August is always a healthy month and we're excited to see some progress.
- Koko Road Race coming up on October 19. Early numbers looks good as we are already up 40% from last year's pace. Optimistic there will be more participants this year both locally and internationally.
- Guam International Marathon (GIM) registration has already been announced for next year.
- Capital improvement projects GVB currently undertaking such as CCTV, streetlight project, bus stops, etc., seems to be taking some time but wants to assure this committee that staff and management are working diligently to see these through. Because this is a government procurement process, there are many elements involved in the procurement phase and although frustrating staff and management are working very diligently to see these through.


- Visitor Safety Patrol (VSP) pilot project has started. G4S was awarded the contract. We are currently fine-tuning the details and by next week we should have a large press conference to announce the launch. Uniforms to be used by the patrol officers. GVB to provide mountain bikes and segways. Former high ranking GPD officers, Chief Paul Suba and Willie Brennan are supervising the VSP. Their connection with GPD will help the program. The visitor safety officers will not only monitor safety and security issues but will also interact with tourists in need of assistance with directions for example as well as to hand out our visitors information such as brochures and map.

REPORT OF ADK


Mr. Hoshino provided the following update:

- New premium Guam promotion DVD being produced.
- JATA 2014 (Sept. 25-29) Guam booth layout shared. Confirmed participants include Pleasure Island, Lotte DFS and Lotte Hotel as well as Dusit Thani.
- New MICE Guidebook being published for 2015. About 70% of the industry has submitted their information to date.


Mr. Hoshino presented the following PowerPoint:




**JMC Meeting
 FY 15 Plan**



Asatsu ADK Inc.
 July 16, 2014




Market Overview
 Short summary of the last JMC



Overseas Travel Market

◆ **Shifting to Short & domestic destinations**

- The overseas travel market had been shrinking due to factors such as a weaker yen, regional territorial squabbles, slow recovery from the Tohoku disaster, and rebound from the 2012 market. Thanks to Abenomics, the market is on a slight upswing, primarily with Asian destinations leading the recovery.
- However, the still murky economic outlook and increased consumption tax dampen demand, prompting a shift to neighboring Asian destinations and domestic travel.



Domestic Travel soared

Shifted to domestic travel



- As indicated by the data below, the Japanese travel market shifted to local domestic destinations in 2013.
- Okinawa: 6,413,700 visitors, up 18.4%
- Hokkaido: 5,600,000 visitors, up 5.0%

July - September 2013 Domestic Travel Indices (JNTO)

- Overnight & day-trip tourism: 4.1 trillion yen, up 9.7%
- Overnight & day-trip tourists: 130 million persons, up 15.6%

Domestic package tour business by major agencies (JATA, April 2013 - March 2014)


- Money base: 107.1%
- No. of users: 103.7%

Guam Market

◆ **Competing with Hawaii, Asian and domestic destinations**

- Discount sales have become less common. Guam is now competing with Asian beach destinations in a higher price zone.
- However, Guam's value for money image is shrinking relative to domestic destinations such as Okinawa and Hokkaido.
- Guam, for keeping its pricing steady, is now being seriously judged to provide quality worth the cost.



Guam Market

Opportunities

- While there are worrisome factors such as the increased consumption tax and the flagging performance of mid ~ smaller businesses, the Japanese economy is recovering overall. Demand remains strong for high-quality vacations in close range.
- As indicated by the success of Asian and domestic destinations, Guam is attractive for being just 3.5 hours away.
- By promoting Guam's rising quality, it should be possible to take business from domestic and Asian competitors.
- The Premium Campaign, which has been underway since last year, is thematically timely and pertinent.

GUAM JPN

FY15 Marketing Goal

4

GUAM JPN

Market Objective (FY15)

✓ **Obtain 5.3% Market Share**

CY2013 Guam Share = 5.1%

JPN Visitors in 2013 = 893,118
 JPN Oversea Travelers in 2013 = 17,472,748

7

GUAM JPN

Market Objective (FY15)

✓ **940,000 pax**
5.3% Market Share

Supposing JPN Oversea Travelers in 2015 = 17,725,998, - 4.3% of that of 2013

8

GUAM JPN

FY 15 Communication Plan

9

GUAM JPN

Strategy

◆ 2014-2016 Campaign Theme

Premium Guam

Guam is always growing and developing.

By communicating its charms as topical news with attention-grabbing surprises, we will create a new image of Guam targeting more visitors and increasing their travel spending.

10

GUAM JPN

FY15 Theme

- Strongly push "Premium Guam" to clearly establish new position of Guam in accordance with "Guam 2020".
- In FY15, we will illustrate more "experiences" of Premium Guam.

2013 → 2015 → 2020

Challenge **Cheap** → **Quality for Value** → **Quality**

↓ Develop the "Premium" brand

Theme **Declares "Premium Guam"** → **Experiences/Share "Premium Guam"**

11

FY15 Theme
 GUAM

Year I
 プレミアムなグアムはじまる
 The Premium Guam has begun

↓

Shift proclamation to Experiential stage

Year II
 体験にもあるプレミアム
 The Premium (Experience) That's So Accessible

12

Communication Strategy
 GUAM


- To convey the message, 'The Premium that's so accessible' with strong impact'
- Differentiate Guam more sharply from Hawaii and other Asian beach destinations and key domestic destinations as well

13

Communication Strategy
 GUAM

Guam's Key differentiator

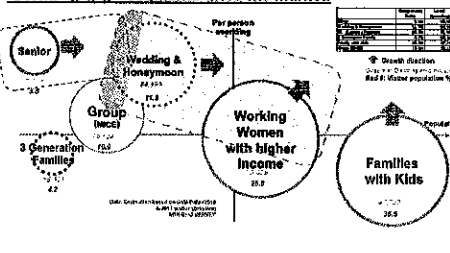
Guam is the premium, year-round tropical resort destination with just 3.5 hours flight from Japan



14

Target Strategy: Summary FY2015
 GUAM

'Otona' (大人) segments drive the market.



15

Target Strategy: Segmentation
 GUAM

- Primary target:**
 - So called 'Otona' (大人), grown-ups
 - Plus affluent senior people (over 60)
- Tactical target:**
 - Wedding & MICE
- Volume target:**
 - Families with kids and 3 generation families

16

Destination Advertising
 GUAM

Key Destinations' Share of Voice and Market Share Jan-Dec, 2013


Destination	Share of Voice
Guam	0.6%
Hawaii	14.2%
Japan	0.1%
Korea	10.8%
China	4.9%
Taiwan	3.3%
Singapore	4.2%
Malaysia	6.9%
Thailand	4.9%
Australia	4.2%
Others	41.8%
TOTAL	100%

Note:
 1. Figures generated by ACIC Ad Spending Navigation System. For equal comparison promotions and production cost not included.
 2. Multiple destination travel agent not included.
 3. Airlines destination ads only, does not include business class ads, airfare campaigns, etc. Excludes destination PR and promotion.

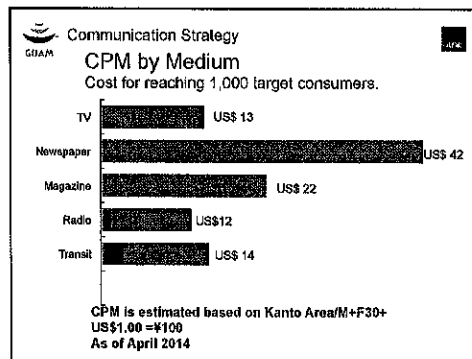
17

Communication Strategy

■ To raise the noise level of Guam effectively with the limited budget among competitive market



Focus on TV Advertising



Communication Strategy

■ **TV CM by type and timing**

	October 2014	New Year Holiday 2015	February 2015
Otona OL	Meeting	Meeting	Meeting
Senior	Traffic Jam	Traffic Jam	Traffic Jam
Family	Cold	Cold	Cold

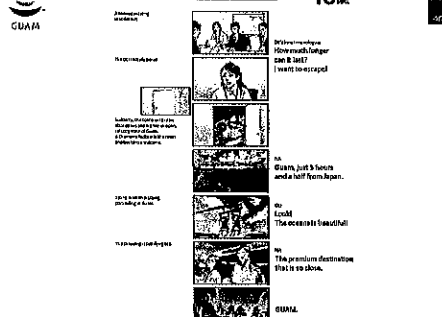
- **CM performance**
- Area: Kanto
 - Target: Otona OL
 - Senior
 - Family with kids less than 6 year old
 - Period: 3 flights in a year
 - 2 weeks in October
 - 1 week in New Year Holiday
 - 2 weeks in February
 - CM length: 15 sec.
 - CM volume: 800 - 1400 GRP per flight
 - No. of CMs: 100 CMs - 175 CMs per flight
 - Reach: over 90 % = 36 million people per flight
 - Frequency: 10 - 15 times per flight
- > The above conditions are subject to change

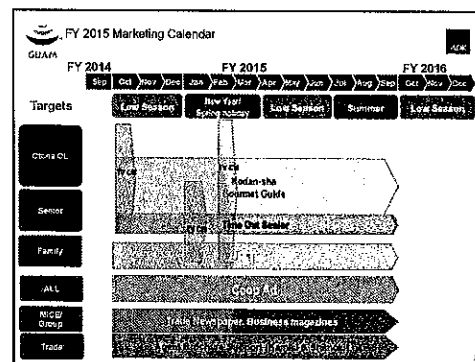
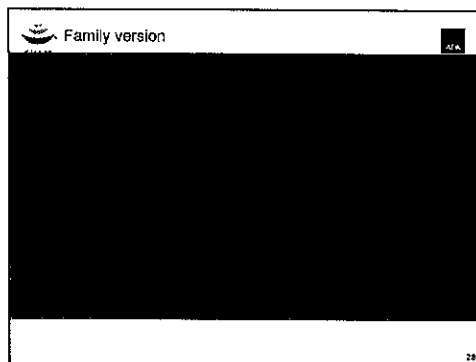
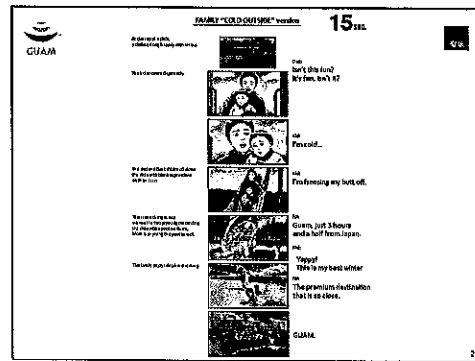
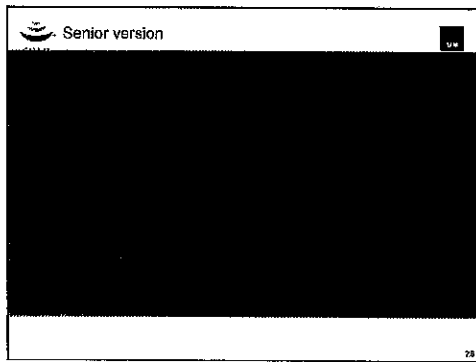
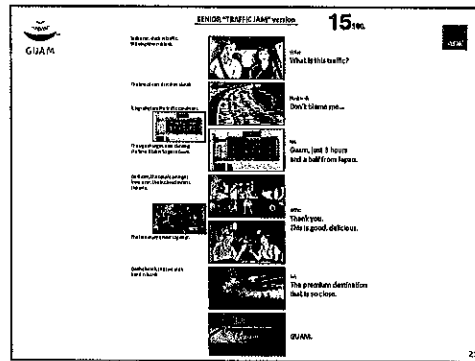
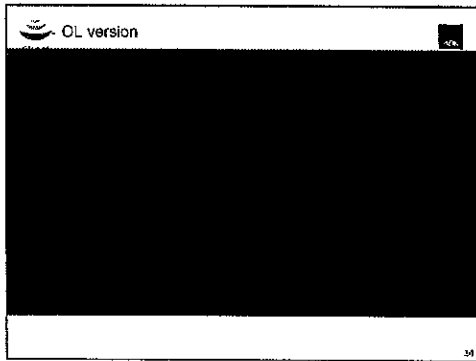
Communication Strategy

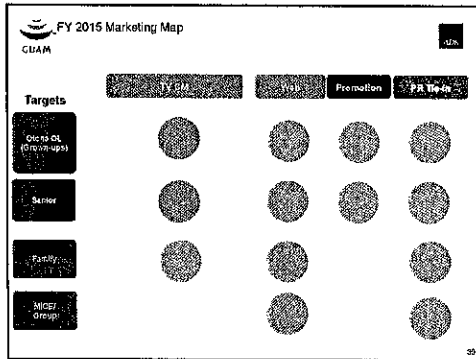
TV CM Ideas

Communication Strategy

OL YOUR AIRLINE's version 15 sec.







FY 2015 Promotions

Idea: Campaign (Seniors)

"TIME OUT OTONA GUAM"
 ~ Guam to be Enjoyed Over a Week ~

- The third collaboration with Time Out. This time, a slow, relaxing stay in Guam will be promoted.
- A collaborative feature on the charms of Guam that can be enjoyed by adults and seniors over stays of 4 nights to a week. A showcase of suitably selected hotels, tourist spots, activities, restaurants, and local shops.

Idea: Campaign (Seniors)

"Otonano Gourmet Guide"

- "Dining" is the top reason for seniors to travel. An alliance can be forged with Kodansha to address this opportunity.
- Specifically, a collaboration can be arranged with Kodansha's Otona no Shuzumatsu ("Grown-up's Weekend"), which is recognized for its restaurant information. Food specialists will thoroughly examine Guam's restaurants and identify those that are suitable for Japanese seniors.
- Moreover, collaborations will be arranged with Guam restaurants to develop special menus matched to the palates of Japanese seniors, giving seniors motivation and reasons to visit Guam.
- The feature articles will be printed separately as booklets (30,000 copies).

Idea: Campaign (Seniors)

"Otonano Gourmet Guide"

Issue Date:
 October and November

Volume:
 6 pages x 2 times = Total 12 pages

Supplement as Guam Special Gourmet Guide
 30,000 copies available in December 2014

Contents:

- ✓ **Guam Gourmet Guide**
 Around 20 restaurants will be covered by Kodansha's inspectors who prefer to be just normal customers. GVB will review the candidate restaurant list before finalization.
- ✓ **Finadeno Project**
 Introduce Finadeno Source original to Guam as a healthy food and cover a variety of original menus using Finadeno.

First research
 June 8th ~ 12th
 Second research and shooting
 Middle of June (TBD)

Thank you.

GUAM **ADK**

15 sec

["Office Worker" Version]

Office Worker Version

When you wake up
The first thing you do is get up
You get out of bed
You take a shower
You get dressed
You eat breakfast
You get ready for work
You go to work
You work hard
You get home
You relax
You eat dinner
You watch TV
You go to bed

When you wake up
You get up
You take a shower
You get dressed
You eat breakfast
You get ready for work
You go to work
You work hard
You get home
You relax
You eat dinner
You watch TV
You go to bed

When you wake up
You get up
You take a shower
You get dressed
You eat breakfast
You get ready for work
You go to work
You work hard
You get home
You relax
You eat dinner
You watch TV
You go to bed

GUAM **ADK**

15 sec

["Seniors" Version]

Seniors Version

When you wake up
You get up
You take a shower
You get dressed
You eat breakfast
You get ready for work
You go to work
You work hard
You get home
You relax
You eat dinner
You watch TV
You go to bed

When you wake up
You get up
You take a shower
You get dressed
You eat breakfast
You get ready for work
You go to work
You work hard
You get home
You relax
You eat dinner
You watch TV
You go to bed

When you wake up
You get up
You take a shower
You get dressed
You eat breakfast
You get ready for work
You go to work
You work hard
You get home
You relax
You eat dinner
You watch TV
You go to bed

GUAM **ADK**

15 sec

["Family" Version]

Family Version

When you wake up
You get up
You take a shower
You get dressed
You eat breakfast
You get ready for work
You go to work
You work hard
You get home
You relax
You eat dinner
You watch TV
You go to bed

When you wake up
You get up
You take a shower
You get dressed
You eat breakfast
You get ready for work
You go to work
You work hard
You get home
You relax
You eat dinner
You watch TV
You go to bed

When you wake up
You get up
You take a shower
You get dressed
You eat breakfast
You get ready for work
You go to work
You work hard
You get home
You relax
You eat dinner
You watch TV
You go to bed

GUAM **ADK**

15 sec

["Family" Version]

Family Version

When you wake up
You get up
You take a shower
You get dressed
You eat breakfast
You get ready for work
You go to work
You work hard
You get home
You relax
You eat dinner
You watch TV
You go to bed

When you wake up
You get up
You take a shower
You get dressed
You eat breakfast
You get ready for work
You go to work
You work hard
You get home
You relax
You eat dinner
You watch TV
You go to bed

When you wake up
You get up
You take a shower
You get dressed
You eat breakfast
You get ready for work
You go to work
You work hard
You get home
You relax
You eat dinner
You watch TV
You go to bed

GUAM **ADK**

15 sec

["Family" Version]

Family Version

When you wake up
You get up
You take a shower
You get dressed
You eat breakfast
You get ready for work
You go to work
You work hard
You get home
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You relax
You eat dinner
You watch TV
You go to bed

When you wake up
You get up
You take a shower
You get dressed
You eat breakfast
You get ready for work
You go to work
You work hard
You get home
You relax
You eat dinner
You watch TV
You go to bed

GUAM **ADK**

15 sec

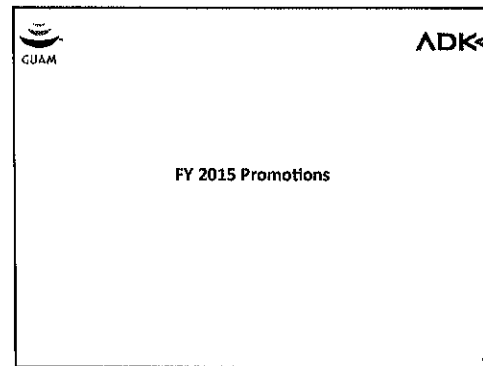
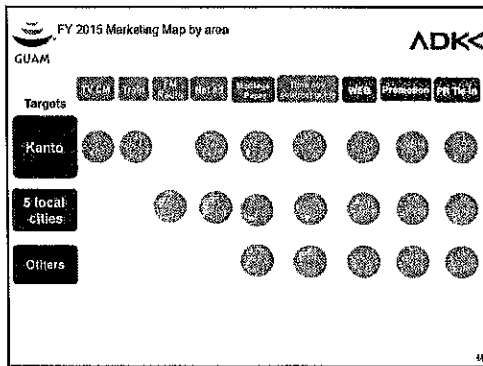
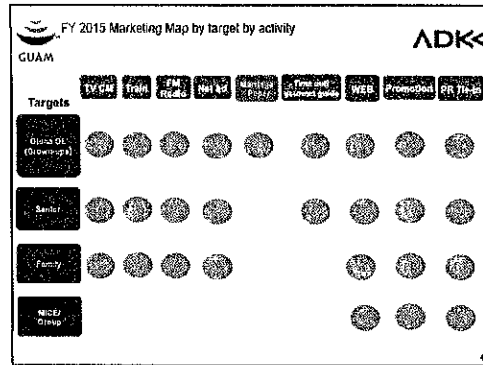
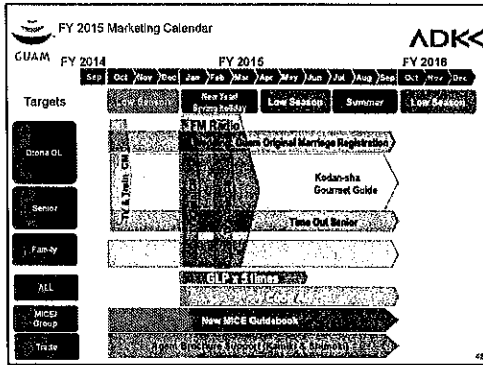
["Family" Version]

Family Version

When you wake up
You get up
You take a shower
You get dressed
You eat breakfast
You get ready for work
You go to work
You work hard
You get home
You relax
You eat dinner
You watch TV
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Idea: Campaign (Seniors)

ADKK

GUAM

"TIME OUT OTONA GUAM"
 ~ Guam to be Enjoyed Over a Week ~

- The third collaboration with Time Out. This time, a slow, relaxing stay in Guam will be promoted.
- A collaborative feature on the chains of Guam that can be enjoyed by adults and seniors over stays of 4 nights to a week. A showcase of stringently selected hotels, tourist spots, activities, restaurants, and local shops.

Sep > Oct > Nov > Dec > Jan > Feb > Mar > Apr > May > Jun > Jul > Aug > Sep > Oct > Nov

Idea: Campaign (Seniors)

ADKK

GUAM

"Otonano Gourmet Guide"

- "Dining" is the top reason for seniors to travel. An alliance can be forged with Kodansha to address this opportunity.
- Specifically, a collaboration can be arranged with Kodansha's Otona no Shumatsu ("Growth-up's Weekend"), which is recognized for its restaurant information. Food specialists will thoroughly examine Guam's restaurants and identify those that are suitable for Japanese seniors.
- Moreover, collaborations will be arranged with Guam's restaurants to develop special menus matched to the palates of Japanese seniors, giving seniors motivation and reasons to visit Guam.
- The feature article will be printed separately as booklets (30,000 copies).

Sep > Oct > Nov > Dec > Jan > Feb > Mar > Apr > May > Jun > Jul > Aug > Sep > Oct > Nov

Idea: Campaign (Seniors)
GUAM **ADKK**

"Otonano Gourmet Guide"

Issue Date:
 October and November

Volume:
 8 pages x 2 times = Total 12 pages

Supplement as Guam Special Gourmet Guide
 30,000 copies available in December 2014

Contents:

- ✓ **Guam Gourmet Guide**
 Around 20 restaurants will be covered by Kotansha's inspectors who pretend to be just normal customers. GVB will review the candidate restaurant list before finalization.
- ✓ **Finadene Project**
 Introduce Finadene Source original to Guam as a healthy food and cover a variety of original menus using Finadene.

First research
 June 9th - 12th

Second research and shooting
 Middle of June (TBD)

48

GUAM **ADKK**

FY 2015 GLP - Schedule

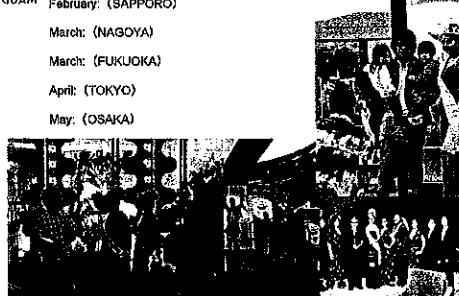
February: (SAPPORO)

March: (NAGOYA)

March: (FUKUOKA)

April: (TOKYO)

May: (OSAKA)




50

GUAM **ADKK**

FY 2015 Agent Brochure Support (Shimoki)

Timeline

- > New creative development: Completed end of Oct.
- > Application start: Nov 1st.
- > Closing: Jan. 31, 2015
- > Creative
- > FY2015 version: "The Premium (Experience) That's So Very Near"
- > AD size: 4 C2P spread, 4C1P, 1/3 page, 1/6 page
- > Fund: Same as before
- > Budget: \$100,000



50

GUAM **ADKK**

FY 2015 Agent Brochure Support (Shimoki)

Fund Rate

AD SIZE	No. of Brochures printed	Over 300,000	100,000 - 300,000	50,000 - 100,000	Less than 50,000
		2 pages spread	¥900,000	¥300,000	¥150,000
1 page	Small Size	¥300,000	¥200,000	¥100,000	¥50,000
		¥30,000	¥30,000	¥30,000	¥30,000

51

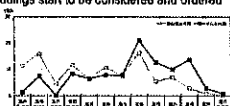
GUAM **ADKK**

Appendix

52

GUAM **ADKK**

When Guam Weddings start to be considered and ordered

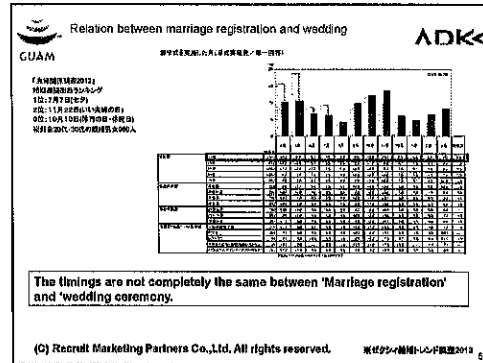
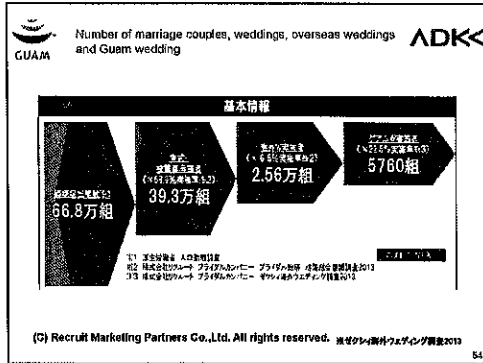


Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
2012	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
2013	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
2014	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0

Guam weddings are held most in November, 14.7%, followed by June, 12.6% and thirdly April & May, 10.6%

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53



Thank you.

56

OLD BUSINESS

- Mr. Pangelinan reported the Guam Legislature is currently in full session deliberating the entire Government of Guam's FY2015 budget submissions that GVB has been monitoring. GVB Board approved and submitted a \$23.7 million budget based on our operational needs as well as for capital improvement projects that would be possible based on next fiscal year's TAF collections estimated at \$34.5 million. With this healthy projection, GVB is confident the legislature will support its request. The BOD allocated to the Japan Market a budget of \$7.125 million, which is \$125,000 above what the JMC originally requested.

NEW BUSINESS

- Chairman Morinaga notified the members that he met with the Chairman of the Minakami Town Assembly who expressed interest in establishing a friendship relationship with Guam. Minakami is located in Gunma Prefecture, Japan with their nearest airport in Niigata or Haneda. Minakami has friendship agreements with other Asian destinations but would like to establish one with a U.S. destination preferably Guam due to its close proximity to Japan that would make it very convenient for cooperative and exchange programs. One particular goal is to promote 6-8 grade student tours. The Chairman will be meeting with GVB Japan to discuss this further.
- Mr. Pangelinan apprised the JMC that Avia Airlines who has been providing direct charters out of Russia has cancelled further charters effective immediately. This is due to management or financial issues at their headquarters but we've gotten assurance that business will resume in November. This market news is being shared so that everyone is aware of GVB's market activities and although we may see a downshift in Russia arrivals this only poses a temporary setback. The KMC is actively under discussions with KAL who also has services out of Russia that hopefully will result in them adding additional service to pick up any slack.

REPORT OF GVB JAPAN MANAGER

- Japan has been affected by recent tropical cyclones and is still under close watch for possible future storms over the next few months especially in Western Japan. GVB Japan continues to monitor flight activity and so far there are a lot of booking activities out of Narita from now through the next few months.
- Group travel agents showing new bookings from October to December 2014.
- GVB actively conducting MICE Seminars at major cities. To date, 15 cities have been covered and will complete 5 more before the end of the fiscal year. Will begin a series of 30 MICE Group Seminars starting in October.
- Recommends more MICE study groups to Guam next fiscal year as there are a lot of MICE sellers still unfamiliar with Guam.
- Package tours at the moment are slow. JTB and other major travel agents are showing negative sales for Hawaii tours and that domestic travel is trending. Package tour prices to Guam have increased and now averaging \$700 from \$400 previously. Cheap package tour prices are available for Taiwan, Singapore, Hong Kong as well as Korea that ranges from \$100-\$300 for a 2-night stay.
- FY2014 is coming to a close and GVB Japan will be very busy implementing new promotions and programs. Mr. Mitsumori commended ADK for 2015 Ad and PR proposals that has great support from JGTC and hopes the same with JMC.
- JTB Kansai confirmed their launch of 3-generation campaign for Guam. JTB World will also focus on the senior market and are eager to have available the "Time Out for Seniors."
- Encourages the implementation of the wedding revitalization plan as this would be a first-time undertaking. Hawaii has not done this type of a program and hopes GVB will be able to make a quick decision on this. Is confident we will get the support from wedding companies on Guam.
- Now preparing for JATA to include a Guam hosted reception on September 26th for 200 key industry invites plus the Guam delegation and staff.

ANNOUNCEMENTS

- A virtual art museum at the Plaza spear-headed by Roberto Fracassini who is the Honorary Consul of Italy on Guam. In cooperation with Hitachi, the museum offers a unique display of artwork by renaissance artists out of Florence, Italy.
- Based on a United Airlines Newsletter, travelers are being advised that the TSA has implemented a new regulation requiring travelers to switch on their computers at security point. This is a concerning issue as travelers will now have to worry about their device being charged up prior to TSA clearance and the availability of charging stations throughout airports.

ADJOURNMENT

Moved by Mr. Yanigasawa seconded by Mr. Nakajima, to adjourn the meeting at 11:21 p.m.

Minutes prepared by: _____
Elaine Pangelinan, Marketing Officer I

Minutes approved by: _____
Nadine Leon Guerrero, GVB Marketing Officer II