



BOARD OF DIRECTORS REGULAR MEETING

Thursday, September 27, 2018 – 3:30pm
Guam Visitors Bureau – Main Conference Room

BOARD OF DIRECTORS PRESENT:

Director Milton Morinaga	Director Monte Mesa
Director Young Sook Hong	Director Theresa Arriola
Director Brad Kloppenburg	Director Bartley Jackson
Director Robert Hofmann	Director William Nault

A quorum was met

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Eduardo "Champ" Calvo	Director Katarina Sgro
Director Tatsuo Takano	Director Satoru Murata
Director Samuel Shinohara	

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight	Maura Yi	Lisa Linek
Josh Tyquiengco	Doris Ada	June Sugawara
Brian Borja	Elaine Pangelinan	Karida Brennan
Kraig Camacho	Pilar Laguana	Nadine Leon Guerrero
Nicole Benavente	Sydney Leon Guerrero	Breeana Garrido
Mark Manglona	Nico Fujikawa	Regina Nedlic
Colleen Cabedo	Gabbie Franquez	Maria San Nicolas

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:

Aurelia "Ore" Castro David, Thai Airways

I. CALL TO ORDER

Chairman Morinaga called the meeting of the board to order at 4:13 pm.

II. MINUTES OF THE PREVIOUS MEETING

Exhibit A

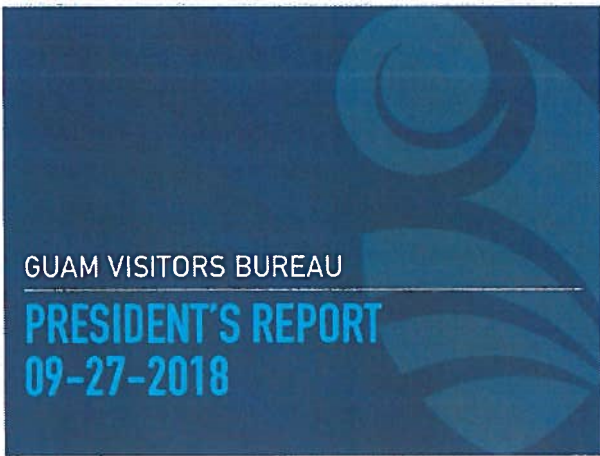
Director Jackson made a motion, seconded by Director Kloppenburg, to approve the minutes of the previous board of directors meeting dated September 13, 2018.

Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

- o Chairman Morinaga thanked Director Hong and the VSS team for taking the initiative to make an island-wide inspection and giving the board an updated presentation.
- o DPHSS are working to place new regulation requiring a 6ft. fence around swimming pool areas following safety guidelines along with a more stringent chemical requirement for pool chlorine mixtures. GHRA will hold a meeting next week with all the hotel engineers to present their case for a future public hearing.

IV. PRESIDENT & CEO'S REPORT



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September 2018

September 1-23, 2018 **Total: 85,236 (-7.1%)**

% Market Mix	Origin	2017	2018	% to LY
35.8%	Japan	30,959	30,839	-19.1%
50.7%	Korea	45,711	43,195	-5.5%
2.0%	Taiwan	1,882	1,870	-11.3%
0.3%	China	780	462	-40.8%
6.6%	US/Hawaii	3,540	5,643	59.4%
0.4%	Hong Kong	286	347	21.3%
1.0%	Philippines	1,084	886	-18.3%
0.1%	Russia	95	98	3.2%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: September 2018 Daily Arrivals reflect Certain Air arrivals only.

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Calendar Year to date 2018

January - September 23, 2018 **Total: 1,120,288 (-2.0%)**

% Market Mix	Origin	2017	2018	% to LY
35.2%	Japan	484,843	394,076	-18.7%
49.1%	Korea	484,257	550,346	13.6%
1.9%	Taiwan	26,088	21,230	-18.6%
1.1%	China	17,277	12,488	-27.7%
6.1%	US/Hawaii	54,779	67,809	19.4%
0.4%	Hong Kong	12,474	4,460	-64.2%
1.1%	Philippines	12,476	12,436	-0.3%
0.3%	Russia	2,175	2,835	30.3%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: September 2018 Daily Arrivals reflect Certain Air arrivals only.

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Fiscal Year to Date 2018

October 2017 - September 23, 2018 **Total: 1,492,319 (-2.7%)**

% Market Mix	Origin	2017	2018	% to LY
35.0%	Japan	666,443	521,850	-21.7%
49.4%	Korea	636,263	736,827	15.8%
1.8%	Taiwan	35,807	27,160	-24.1%
1.1%	China	22,664	16,512	-27.1%
5.6%	US/Hawaii	74,680	84,104	12.6%
0.4%	Hong Kong	15,972	6,521	-59.2%
1.3%	Philippines	19,503	18,712	-4.1%
0.3%	Russia	3,122	3,982	27.5%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: September 2018 Daily Arrivals reflect Certain Air arrivals only.

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Japan Marketing News

JATA Tourism Expo Japan 2018

- September 20-23, 2018
- Venue: Tokyo Big Sight
- Expo attendance: 207,000
- Guam booth activities: Håfa Adai Music Show featuring Tradewinds, photo opportunities with Miss Guam and Gumamon, JGTA presentations, San-Ai Swimwear appearance, Pleasure Island presentations, stamp rally with complimentary Spike Coffee and cookies, in-country research, Guam Chamorro Dance Academy performances



Visitors to Tourism EXPO Japan 2018			
Sept 20	THU	Business / Press Day	26,000
Sept 21	FRI	Business / Press Day	40,000
Sept 22	SAT	Public Day	74,000
Sept 23	SUN	Public Day	67,000
Total			207,000

*2017 = 191,577

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Japan Marketing News

JATA Tourism Expo Japan 2018



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Japan Marketing News

Courtesy Call to Japan Airlines

- September 20, 2018
- Agenda: Operation out of Haneda Airport in 2020, possibility of extending second daily flight operation, increasing aircraft size, young family market, JAL and JALPAK packages, InstaGuam campaign



Courtesy Call to China Airlines

- September 20, 2018
- Agenda: Plans for end of year charter, Charter Incentive Program, Air Service Support Program, incentivizing travel agents, family market on Guam



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Japan Marketing News

Meeting with United Airlines

- September 20, 2018
- Agenda: KIX recovery, United Guam Social Media Online Club, GoPro Campaign, personalizing Guam experience in aircrafts and at airports, baggage allowance



Courtesy Call to JATA Organizers

- September 21, 2018
- Agenda: Showcasing Guam culture, need cultural centers for visitors, competitors: Hawaii and Okinawa, upcoming golf competition, visitors need "local" experience



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Japan Marketing News

Meeting with T'way Air

- September 21, 2018
- Agenda: Charter business will continue into 2019, update on sales campaign with GVB, targeting 2,000 pax from October to December 2018



Meeting with JTB

- September 21, 2018
- Agenda: Accommodations on LCCs, effects of Typhoon Jebi, product development on Guam, made in Guam products, InstaGuam campaign



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Korea Marketing News

Airline Capacity to Guam

September 2018

Incheon - Guam

Airline	Flight No	DEP Time	Days	2018 SEP	2017 SEP
Korean Air	KE113	09:45	Daily	8,730	8,730
	KE111	19:35	Daily	8,280	10,140
	7C11C2	13:35	Daily	5,670	5,670
Jin Air	7C3106	20:20	Daily	5,670	5,670
	7L3108	21:15	Daily	N/A	5,670
Air Astor	LJ645	7:30	Daily	5,670	N/A
	LJ641	9:40	Daily	5,670	11,790
T'Way Air	LJ643	21:35	Daily	5,670	N/A
	TW301	18:00	Daily	5,670	5,670
Air Seoul	RS102	27:45	Daily	5,850	3,120
TOTAL SEAT CAPACITY				56,880	56,460

- Jin Air stopped the 7C3108 flight operation by July 19
- Outbound seat capacity from ICN to GUM = 56,880 seats (420 seats more than 2017 SEP)

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Korea Marketing News

Airline Capacity to Guam

Busan - Guam

Airline	Flight No.	DEP Time	Days	2018 SEP	2017 SEP
Easton Air	KE2115	22:05	4 times/week	2,484	2,346
Inju Air	7C3154	22:00	Daily	5,670	5,670
Sin Air	LJ647	08:00	Daily	5,670	3,213
Air Busan	83612	22:05	Sunday/week	4,290	3,315 (4 times/week)
TOTAL SLAT CAPACITY				18,114	14,544

• Outbound seat capacity from PUS to GUM = 18,114 seats (3,570 seats more than 2017 SEP)

Daegu - Osaka - Guam

Airline	Flight No.	DEP Time	Days	2018 SEP	2017 SEP
T'Way Air	TW311	08:10	Daily	5,670	5,670
TOTAL SLAT CAPACITY				5,670	5,670

Cheongju - Osaka - Guam

Airline	Flight No.	DEP Time	Days	2018 SEP	2017 SEP
Inju Air	7C3172	07:00	Sunday/week	4,914	NA
TOTAL SLAT CAPACITY				4,914	NA

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Korea Marketing News

Total Outbound Seat Capacity (September)		
Origin	2018	2017
ICN - GUM	56,650 seats	56,460 seats
PUS - GUM	18,114 seats	14,544 seats
TAE - GUM (via OSQ)	5,670 seats	5,670 seats
CJJ - GUM (via OSQ)	4,914 seats	NA
TOTAL (ICN + PUS)	74,764 seats + TAE & CJJ	71,004 seats + TAE & CJJ

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Korea Marketing News

Mode Tour Travel Mart 2018

• Period: August 30 - September 02, 2018
 • Venue: COEX IF (Hall A)
 • Co-exhibitors: Bayview & Oceanview Hotel Guam, Dusti Thank Guam Resort, Guam Plaza Resort & Spa, Hilton Guam Resort & Spa, Hotel Nikko Guam, Hyatt Regency Guam, Lotte Hotel Guam, Onward Beach Resort, Outrigger Guam Beach Resort, Pleasure Island, Westin Resort Guam

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Korea Marketing News

Mode Tour Travel Mart 2018

RESULTS

- No. of Visitors: 110,700 pax (50% increase vs. 2017)
- On-site Sales: 2,158 Guam tour products sold (44% increase vs. 2017) (Sales: 826 tour products sold)

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Korea Marketing News

GVB Korea Roadshow

✓ Period: October 10 - October 12, 2018

Region	Busan	Gwangju	Daejeon
Date	October 10 (Wed)	October 11 (Thu)	October 12 (Fri)
Venue	Paradise Hotel Busan Grand Ballroom (2F)	Ramada Plaza Gwangju Grand Ballroom (5F)	Hotel Novotel Ambassador Daejeon (Champagne Hall (B2F))

✓ Program for each city
 10:30am: Registration
 10:30am: Opening & GVB Presentation
 11:00am: Travel Mart (open table)
 active 11 meeting - Guam passport stamp event will be implemented for
 - Gifts will be provided to those who accomplish it
 12:45pm: Luncheon & Lucky Draw
 13:30pm: Closing

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Korea Marketing News

99th National Sports Festival

✓ Period: October 12 - October 18, 2018
 ✓ Opening: October 12, 2018
 ✓ Venue: 70 Stadiums in 14 Cities including Busan
 ✓ Participants: 30,000
 ✓ GVB support: MHS Guam, 2 Musicians, 2 Dancers, Giveaways

✓ GVB attends the annual National Sports Festival along with the Korea Guam Sports Council to support Team Guam and to promote the destination by maximizing the immense exposure the festival generates yearly.

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North America Marketing News



**GVB-IWOT Guam Product Presentation
(September 21, 2018)**

- GVB and IWOT conducted a Guam Product Presentation with PATA San Diego Chapter and various travel agents.
- GVB and IWOT promoted "Guam-Japan Travel Package"



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North America Marketing News



**Pacific Islanders Festival Association
September 22-23, 2018**

- GVB distributed Guam collateral materials
- GVB participated in a co-op campaign with Capital Kitchen to promote the IWOT Guam-Japan travel package.



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Pacific Marketing News



**GVB & PAL Guam Product
Presentation September 6, 2018**

- Fifteen (15) travel agents attended the Guam Product Presentation
- GVB and PAL raffled a roundtrip ticket with accommodations
- PAL Assistant Vice President, Mr. Bryan Ang participated in the presentation.



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Pacific Marketing News



**GVB & Korean Airline Meeting
September 6, 2018**

- GVB conducts Guam Product Presentation to Korean Airlines Executives
- GVB discusses opportunities to attract Malaysian travelers to travel to Guam via Korea.



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Pacific Marketing News



**Malaysian Association of Travel Trade
Agents (MATTA) Fair – September 7-9 2018**

- Apple Vacations all-inclusive package of approximately \$1,400
- PAL Roundtrip Airfare only at \$400 from Kuala Lumpur – Guam



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Pacific Marketing News



**PATA Travel Mart 2018
Langkawi, Malaysia | September 7-9 2018**

- GVB met with over 80 pre-scheduled appointments with international buyers
- Exhibited alongside Palau Visitors Authority and the Marianas Visitors Authority under the "Micronesia Pavilion"



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Pacific Marketing News

GVB Takes Home PATA Gold Award:
Marketing Media – Social Media Campaign


#instaGuam



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V. TREASURER'S REPORT

Exhibit B

Director Hofmann made a motion, seconded by Director Kloppenburg, to approve the Treasurer's Report.

Motion unanimously approved

- o President Denight reported all August allotments are up to date with one more month to be received, September.

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

B. ADMINISTRATION & GOV'T RELATIONS

RESOLUTION NO. 2018-004

Exhibit C

Vice Chairman Mesa made a motion, seconded by Director Kloppenburg, to approve Resolution No: 2018-004 relative to honoring Mr. Norio Nakajima, President, Micronesia Hospitality Inc., for his contributions to the Guam Visitors Bureau, Guam Tourism Industry, and People of Guam, and congratulating him on his retirement.

Motion unanimously approved

Issue: Board approval required.

- o President Denight stated he would like to present this board resolution to Norio Nakajima in the next board meeting.

C. VISITOR SAFETY & SATISFACTION

Guam Visitors Bureau's Island-wide Inspection

Cetti Bay



Overgrown greenery, obstructed view

1



Sella Bay
Safety hazards, lack of railing structures, protruding poles, vandalized signage

2



Overgrown greenery, mildew/algae on staircase, unutilized signage

3



Inarajan Pool
Inaccessible restrooms, neglected public showers, lack of garbage bins

4



Lack of benches or resting areas

5



Need for regulated parking

6

Fort Santa Agueda

Flooding
Overgrown greenery
Inaccessible restrooms




7

8



Fort Soledad
Unkept facilities, lack of garbage bins

9



Over grown greenery, lawn growing onto walkway leading to restroom facilities

10

Plaza de España



UNPLEASING WALKWAY

11

Statue of Liberty Park

Requires updated paint job
Maintenance for visual aesthetic

12



Safety and environmental hazards
Old light fixtures, neglected tree stumps (susceptible to Rhino beetle infestations)




13

Lack of garbage bins, overflowing waste and debris




14

Unnecessary structures



15

Unkept facilities



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- o Director Hong reported the VSS team is working on getting more VSO presence around the Tumon area in late night hours. She added that hotel boutiques and shops should report any shoplifting incidents so that authorities may take action against the crimes committed.
- o President Denight suggested having a grass cutting regulation that will require owners to cut their property grass if it goes past 5ft.

D. CULTURAL & HERITAGE

- o Director Arriola thanked the team for their hard work on representing Guam at PIFA in San Diego, California. Guam had good exposure with GVB along with the presence of Jesse and Ruby. The team also took part in the PATA Travel Seminar which was well attended.

E. DESTINATION MANAGEMENT

F. SPORTS & EVENTS

- o Director Nault reported GVB is sponsoring an MMA event called “The Risen” with a local fighter taking part in the competition in Saitama, Japan. A delegation will be traveling to attend another GVB sponsored event, Rakuten Open, taking place next week. And the committee also will be supporting a youth baseball tournament taking place over the weekend with local boys and girls team and off-island teams from Japan.

G. MEMBERSHIP & COMMUNITY OUTREACH

- o Director Kloppenburg updated the board with tentative dates for the membership meeting on October 19th or 26th, with details to be finalized and forthcoming.
- o Membership election is set for January 8, 2019 and the deadline for dues will be October 10, 2018.

H. RESEARCH

PATA CERTIFICATION IN ADVANCED HOTEL TOURISM ANALYTICS (CAHTA)

Director Hofmann made a motion, seconded by Director Jackson, to approve travel for the Director of Tourism Research/designee and (1) Research Staff to attend the PATA Certification in Advanced Hotel Tourism Analytics (CAHTA) in Bangkok, Thailand from November 19 - 20, 2018. Travel Cost is approximately \$5,328.00 which will be charged from FY2019 Budget Acct# RES104.

Motion unanimously approved

Airfare:	\$800 x 2 pax					\$1,600.00
Per Diem:	Melbourne	Lodging	Nights	M&IE	Days	
	DoTM/Designee	\$146.00	4	\$95.00	4	\$964.00
	Research Staff	\$146.00	4	\$95.00	4	\$964.00
Misc.	Membership Registration fee					\$1,800.00
TOTAL						\$5,328.00

Background: The Certification in Advanced Hotel and Tourism Analytics (CAHTA) is a certification focused on data research for hospitality industry professionals geared towards revenue managers, general managers, corporate staff, and research professionals. Jointly offered by the Pacific Asia Travel Association (PATA) and STR, the training provides a comprehensive, step-by-step tutorial on how to design and implement a professional-level research project - specifically a Market Study for a major destination city.



Participants will gain practical skills in extracting and analyzing data in order to identify historic trends and consumer patterns through foundational metrics and methodologies used by the hotel industry. Participants will also learn how to interpret and present analytic results through various methods of data visualization. Finally, participants will gain hands-on practice by developing their own research project and presenting their findings to the group to complete the certification.

Issue: Board approval required for travel.

- o Director Arriola pointed out the concerns from CBP on the size of the customs forms, which is being revised.

I. KOREA

Committee minutes dated September 25, 2018

Exhibit D

MARKETING ADMINISTRATIVE STRATEGY & PLANNING MEETING W/GVB KOREA OFFICE

Director Jackson made a motion, seconded by Vice Chairman Mesa, to approve travel for GVB President & CEO and GVB Director of Global Marketing or their designee's, (1) GVB Marketing Staff and (1) GVB Research Staff to conduct a quarterly meeting with GVB Korea Representatives in October/November 2018 in Seoul, Korea. Cost is approximately \$6,000.00 from Acct# KO-SMD023 and \$1,744.00 from Account No. RES-104.

Motion unanimously approved

Airfare:	\$1,000 x 4 pax					\$4,000.00
Per Diem:	Seoul	Lodging	Nights	M&IE	Days	
	President & CEO	\$287.50	2	\$177.50	2	\$930.00
	DoGM	\$230.00	2	\$142.00	2	\$744.00
	Marketing Staff	\$230.00	2	\$142.00	2	\$744.00
	Research Staff	\$230.00	2	\$142.00	2	\$744.00
Business communications, excess baggage fees, meeting expenses, etc.						\$582.00
TOTAL						\$7,744.00

Background: GVB plans to have the GVB President & CEO, GVB Director of Global Marketing, GVB research staff and GVB marketing staff to conduct meetings with the Korea marketing representatives every quarter to discuss upcoming quarterly promotions and research studies for FY2019. While there, they may also plan to conduct meetings with the industry to discuss any issues and opportunities within the market. The scheduled administrative meetings are also an opportune time to evaluate and discuss progress on FY2019 smart goal achievements.

Issue: Board approval for travel required.

HANA TOUR INTERNATIONAL SHOW BUSAN / YEAR END APPRECIATION

Director Jackson made a motion, seconded by Vice Chairman Mesa, to approve travel for (1) GVB Board Member, GVB President & CEO and GVB Director of Global Marketing or their designee's, (1) GVB marketing staff, GVB Culture & Heritage officer or designee, (1) Miss Guam, (2) musicians and (4) dancers to attend Year End Appreciation Reception with Travel Agents in Seoul, Korea on November 28, 2018 and the Hana Tour International Travel Show in Busan from November 30 - December 2, 2018 in Busan, Korea. Cost is approximately \$40,732.00 from Accts# KO-SMD023 (\$14,000.00) and CPO002 (\$26,732.00).

Motion unanimously approved



Airfare:	\$1,000 x 4 pax					\$4,000.00
Per Diem:	Seoul	Lodging	Nights	M&IE	Days	
	Board Member	\$287.50	1	\$177.50	1	\$465.00
	President & CEO/Designee	\$287.50	1	\$177.50	1	\$465.00
	DoGM/Designee	\$230.00	1	\$142.00	1	\$372.00
	Marketing Staff	\$230.00	1	\$142.00	1	\$372.00
	Busan	Lodging	Nights	M&IE	Days	
	Board Member	\$291.25	4	\$181.25	5	\$2,071.25
	President & CEO/Designee	\$291.25	4	\$181.25	5	\$2,071.25
	DoGM/Designee	\$233.00	4	\$145.00	5	\$1,657.00
	Marketing Staff	\$233.00	4	\$145.00	5	\$1,657.00
Business Communications, Excess Baggage Fees, Meeting Expenses, etc.						\$869.50
TOTAL						\$14,000.00

Airfare:	\$1,000 x 8 pax					\$8,000.00
Per Diem:	Seoul	Lodging	Nights	M&IE	Days	
	C&H Officer/Designee	\$230.00	1	\$142.00	1	\$372.00
	Miss Guam	\$230.00	1	\$142.00	1	\$372.00
	Musician (2 pax)	\$230.00	1	\$142.00	1	\$744.00
	Dancers (4 pax)	\$230.00	1	\$142.00	1	\$1,488.00
	Busan	Lodging	Nights	M&IE	Days	
	C&H Officer/Designee	\$233.00	4	\$145.00	5	\$1,657.00
	Miss Guam	\$233.00	4	\$145.00	5	\$1,657.00
	Musician (2 pax)	\$233.00	4	\$145.00	5	\$3,314.00
	Dancers (4 pax)	\$233.00	4	\$145.00	5	\$6,628.00
Prof. Fee	Miss Guam \$100 x 5 days					\$500.00
	Musicians \$100 x 5 days x 2 pax					\$1,000.00
	Dancers \$50 x 5 days x 4 pax					\$1,000.00
TOTAL						\$26,732.00

Background: The Guam Visitors Bureau (GVB) plans to attend the inaugural Hana Tour International Travel Fair 2018 in Busan from November 30 - December 2, 2018. The 2nd annual HITS 2018 Busan is going to be held at BEXCO targeting over 30,000 visitors with 300 exhibition booths. More than 4.5 million people are going abroad through Busan and Daegu, and Hana Tour introduces the travel information to cope with the surging demand for travel. While in Korea, GVB plans to conduct a year-end appreciation with travel agents in Seoul to thank them for a record-breaking year in Korean arrivals to Guam.

Issue: Board approval required for travel.

- o Director Jackson reminded the board of the Korea Roadshow which is fast approaching.
- o The exit surveys are being posted online for quarterly as well as a year to date. The Korea market is interesting to study and with the new information obtained at the Mode Tour travel show there will be some new data to present at the next board meeting.





J. JAPAN

- o Director Nault thanked all the participants for the JATA Tour Expo that recently took place, without everyone's help the event would have not been successful.
- o The Kansai airport was recently destroyed by a typhoon that struck Japan, but is fully recovered and in operation in both terminal 1 and 2 at full capacity.

K. NORTH AMERICA & PACIFIC MARKETS

Committee minutes dated September 18, 2018

Exhibit E

EAST COAST GUAM PRODUCT PRESENTATION & MEETINGS

Director Hofmann made a motion, seconded by Director Jackson, to approve travel for the GVB Director of Global Marketing (DoGM) to meet with representatives from the U.S. Commercial Services and Brand USA in Washington D.C, and to attend the Guam Society of America's Chamorro Night from October 3-6, 2018; and for the DoGM to travel to New York City to meet with representatives from International Pow Wow (IPW), Google, the Pacific Asia Travel Association (PATA) New York Chapter, to promote the newly produced Guam travel package with IWorld of Travel (IWOT), and to meet with JTB USA from October 10-13, 2018. (Estimated total cost for the East Coast Guam Product Presentation & Meetings is \$6,000.00 from Account # US-SMD023).

Motion unanimously approved

Airfare:	\$2,500 x 1 pax					\$2,500.00
Per Diem:	Washington, D.C.	Lodging	Nights	M&IE	Days	
	DoGM	\$251.00	4	\$76.00	4	\$1308.00
	New York	Lodging	Nights	M&IE	Days	
	DoGM	\$288.00	3	\$76.00	4	\$1,168.00
Unanticipated Expenses (Communications, excess baggage, meetings, etc.)						\$1,024.00
TOTAL						\$6,000.00

Background: In support of the Guam Visitors Bureau (GVB) North America's Marketing Committee SMART Goals, GVB will be attending the Guam Society of America's *Chamorro Night* event scheduled on October 6, 2018. At this event and between October 4-6, 2018, GVB will conduct a Guam product presentation to promote the FY2019 Signature Calendar of Events and the newly created IWorld of Travel (IWOT) package. The travel package includes a 10-day/9-nights itinerary for Guam and Japan. During the first five days, travelers will get to experience the food, culture, adventure and comforts of Guam before heading to Japan to experience the country's bustling cities of Tokyo and Kyoto. The package is available to the general consumer with a version that is also available specifically for the LGBTQ travel market. GVB and IWOT has been working very closely the past year to create the Guam travel package and it is now important that we introduce this product to the Chamorro Clubs in the US and to travel agents across the country.

While in Washington, DC, the Director of Global Marketing will also meet with representatives from the U.S. Commercial Services and Brand USA on October 5th. The Director of Global Marketing will then travel to New York City from October 10-13, 2018 to meet with key contacts established at prior travel trade shows to discuss upcoming partnerships in our core and diversifying markets; to meet with Google's Guam marketing team to work with them again to promote our campaigns and the Guam travel package; to meet with the Pacific Asia Travel Association (PATA) New York Chapter travel agents and media to conduct a Guam Product Presentation promoting the GVB-IWOT Guam travel package and FY2019 campaigns; to meet with IWOT Executives about the current Guam travel package and the possibility of





incorporating the upcoming Shop Guam Festival campaign 2019 and GVB's marketing campaign InstaGuam; and lastly, to meet with JTB USA regarding MICE group discussions.

The GVB-IWOT Guam travel package was finalized and became available in the last few months and it is important that it is introduced to the Chamorro communities of Guam in the US Mainland, to the various associations of industry professionals, travel agents, media and organizations.

Issue: Board approval required for travel.

APPLE TRAVEL FIESTA 2018

Director Hofmann made a motion, seconded by Director Jackson, to approve travel for one (1) GVB Marketing Staff, one (1) GVB Destination Management staff and four (4) cultural entertainers, to attend the Apple Travel Fair 2018 (ATF18), from October 4-7, 2018 in Kuala Lumpur, Malaysia. Estimated cost is \$18,260.00 of which \$2,910.00 will come from account no. PA-SMD023 and \$15,350.00 from DM-CPO001.

Motion unanimously approved

Airfare:	\$1,500 x 6 pax					\$9,000.00
Per Diem:	Malaysia	Lodging	Nights	M&IE	Days	
	Marketing Staff	\$186.00	5	\$80.00	6	\$1,410.00
	DM Marketing Staff	\$186.00	5	\$80.00	6	\$1,410.00
	(4) Entertainers	\$186.00	5	\$80.00	6	\$5,640.00
Prof. Fees:	Entertainers: \$50 x 4 days x 4 pax					\$800.00
TOTAL						\$18,260.00

Background: The Guam Visitors Bureau (GVB) has recently participated at the Malaysia Association of Travel Trade Agents (MATTA) Fair 2018 in Kuala Lumpur, Malaysia. The MATTA Fair is Malaysia's largest travel consumer show that attracts over 100,000 visitors from Malaysia and Southeast Asia. During the MATTA Fair, GVB partnered with Philippine Airlines (PAL) to conduct a Guam Product Presentation with PAL's key travel agents. This effort was a result of the past two (2) years of working with PAL to open Southeast Asia.

The Guam Product Presentation was a success, in fact, the following day, one of the biggest travel agency in Malaysia, Apple Vacations, introduced a special Guam package that was sold during the 3-day travel fair. Typically, it takes a great deal of time with many meetings and presentations to travel agents to negotiate and produce a travel package, however, Apple Vacations has invested heavily financially and has now already made available an all-inclusive Guam travel package.

Apple Vacations is a serious partner with a strong commitment to promote and sell travel to Guam. Their current package is an all-inclusive six days/four nights travel package offering airfare, four-star hotel accommodations, optional tours and meals for all under \$1,500 USD.

Following our participation in the MATTA Fair, GVB was immediately contacted by Apple Vacations' Senior Manager, YJ Chong, and invited to participate in their "Apple Travel Fiesta 2018" event in Kuala Lumpur, Malaysia from October 4-7, 2018. The event will take place at The Curve, Mutiara Damansara. This Travel Fair is going on three years after a very successful run for the last two annual fairs held at the same area, the Bandar Utama Damansara, an affluent residential township in the suburb of Damansara which has a population of 500,000.

The Apple Travel Fair 2018 will include more activities, games, lucky draws and participation from National Tourism Organizations. Over 80,000 people who are generally high-end



consumers are expected to attend the fair. As GVB plans to open up Malaysia and Singapore and promote Guam as a visa-free U.S. destination in Asia, it is important that we support Apple Vacations.

On average, Malaysians take 1.8 trips per year per Malaysian household. Travel periods are noticeably high in the months of June, November and December. In addition, the Malaysian passport is considered the 6th most powerful passport worldwide.

Issue: Board approval required for travel.

ITB ASIA 2018

Director Hofmann made a motion, seconded by Director Jackson, to approve travel for two (2) Marketing Staff to attend the upcoming ITB Asia 2018 show in Singapore from October 15-20, 2018. Estimated cost is \$9,100.00; Account # PA-TTC077.

Motion unanimously approved

Airfare:	\$2,000 x 2 pax					\$4,000.00
Per	Singapore	Lodging	Nights	M&IE	Days	
Diem:	(2) Marketing Staff	\$290.00	6	\$135.00	6	\$5,100.00
					TOTAL	\$9,100.00

Background: The Guam Visitors Bureau (GVB) is planning to attend the ITB Asia 2018. ITB Asia is the premier meeting place for the travel trade industry and a forum for establishing high-quality customer contacts and conducting businesses. It is the event where international exhibitors of all sectors within the travel-value chain commerce and Asia Pacific's leading travel companies and emerging small and medium-sized enterprises meet with top international buyers from MICE, Leisure and Corporate Travel markets.

While at ITB Asia, GVB plans to meet with United Airlines in Singapore, Philippine Airlines and Cebu Pacific and their key agents to continue to promote travel to Guam. With key events like the Shop Guam e-Festival and the Visit Guam 2019 Campaign Series scheduled for the later part of the year, this would be a good opportunity to try and generate interest from Singapore. In addition, GVB plans to attend the International Media Marketplace Asia as well. ITB Asia is a networking opportunity to meet face-to-face with over 80+ top-tier international buyers and media.

Issue: Board approval required for travel.

DEMA SHOW 2018 & GUAM DIVE SEMINAR

Director Hofmann made a motion, seconded by Director Jackson, to approve travel for the GVB Director of Global Marketing and one GVB Marketing staff to attend the DEMA Show 2018 & Guam Dive Seminar in Las Vegas, Nevada from November 12-18, 2018. Estimated total cost is \$6,900.00; Account # US-SMD023.

Motion unanimously approved

Airfare:	\$2,000 x 2 pax					\$4,000.00
Per	Las Vegas	Lodging	Nights	M&IE	Days	
Diem:	DoGM	\$106.00	7	\$64.00	7	\$1,190.00
	Marketing Staff	\$106.00	7	\$64.00	7	\$1,190.00
	Miscellaneous: Excess baggage, communications expense, etc.					\$520.00
					TOTAL	\$6,900.00



Background: Guam Visitors Bureau (GVB) is a member of Diving Equipment & Marketing Association (DEMA) and plans attend the DEMA Show. DEMA is the world's only international trade-only event for the dive industry. GVB will have the opportunity to connect face-to-face and network with more than 9,000 credentialed experts from every aspect of the diving, action watersports and travel professions. This event is attended by travel sellers throughout the world and is the best event for showing the Guam destination to travel agents that organize dive group trips.

As the gateway to Micronesia and America in Asia, Guam is strategically positioned to accommodate the dive enthusiasts as a quick layover, looking for a safe US destination or as a destination with many adventures and shopping options. Scuba diving and diver travelers are known as affluent travelers contributing to the overall tourism industry on Guam. According to results from the 2015 GVB Guam Scuba Dive Survey, the average total expenditure per dive was \$163.33. The average number of dives per diver was 3 dives. Based on this data, the average gross revenue per diver amounted to \$449.17. In FY2015, based on Guam's major markets alone, 125,498 visitors participated in diving. Based on this data, a conservative estimate can be made that, from our major markets alone, the total gross diving revenue in 2015 is \$56,369,635.12.

While participating at the DEMA Show 2018, GVB looks forward to sharing the 2019 Events Calendar to give the divers more time to plan their next dive trip and choose destination Guam. The Guam Visitors Bureau will be joining the Micronesian Pavilion together with Palau Visitors Authority and other Micronesia partners to create a strong regional presence supported by United Airlines and to conduct a Micronesia Seminar to familiarize attendees on the region, diving and other optional activities.

Issue: Board approval required for travel.

L. GREATER CHINA

ADMINISTRATIVE MEETING WITH GVB HONG KONG OFFICE

Director Kloppenburg made a motion, seconded by Director Jackson, to approve travel for the (2) Marketing Staff to conduct administrative meetings with GVB Hong Kong Representatives in October/November 2018 in Hong Kong. Cost is approximately \$6,210.00 to be taken from Account No. HK-SMD023.

Motion unanimously approved

Airfare:	\$1,000 x 2 pax				\$2,000.00
Per Diem:	Hong Kong	Lodging	M&IE	Days/Nights	
	(2) Marketing Staff	\$355.00	\$180.00	3	\$3,210.00
Misc. Expenses:	Business communication costs & excess baggage fees				\$1,000.00
TOTAL					\$6,210.00

Background: A new marketing representative contract is anticipated to begin on October 1, 2018. This transition will require the GVB Director of Global Marketing and Marketing Manager to travel to Hong Kong to meet GVB's new representative and to conduct a transition meeting with both the outgoing and incoming marketing representative. GVB will also go over FY2019 Hong Kong marketing missions and strategies and to discuss all contractual obligations with the new marketing representative.

Issue: Board approval for travel required.

- o Chairman Morinaga updated the board, bullet trains from cities in China are now going into Hong Kong. He suggests targeting these potential visitors through marketing efforts on the bullet train to take the direct UA flight from Hong Kong to Guam.

MARKETING ADMINISTRATIVE STRATEGY & PLANNING MEETING W/ GVB CHINA OFFICE

Director Kloppenbur made a motion, seconded by Vice Chairman Mesa, to approve travel for the Director of Global Marketing and (1) Marketing Staff - China to attend planning, marketing and administrative meetings in Beijing and Shanghai, China. (Projected month: November 2018. Estimated cost \$12,674.00; account # CI-SMD023).

Motion unanimously approved

Airfare:	\$3,500 x 2 pax					\$7,000.00
Per Diem:	Beijing	Lodging	Nights	M&IE	Days	
	DoGM	\$258.00	3	\$119.00	3	\$1,131.00
	Marketing Staff	\$258.00	3	\$119.00	3	\$1,131.00
	Shanghai	Lodging	Nights	M&IE	Days	
	DoGM	\$259.00	3	\$143.00	3	\$1,206.00
	Marketing Staff	\$259.00	3	\$143.00	3	\$1,206.00
Misc. Expenses:	Business communication costs & excess baggage fees					\$1,000.00
TOTAL						\$12,674.00

Background: GVB plans to have the GVB Director of Global Marketing and the GVB China Marketing Staff conduct meetings with the China Marketing Representatives in November 2018 to discuss upcoming quarterly promotions and strategies for FY2019. The scheduled administrative meetings are also an opportune time to evaluate and discuss progress on FY2019 smart goal achievements.

Issue: Board approval needed for travel.

TAIPEI INTERNATIONAL TRAVEL FAIR (ITF) AND WINTER KAOHSIUNG INTERNATIONAL TRAVEL FAIR (KTF)

Director Kloppenburg made a motion, seconded by Vice Chairman Mesa, to approve travel for GVB GCMC Chairperson or Vice Chairperson, GVB President & CEO and GVB Director of Global Marketing or their designee's, (2) Marketing Staff, (2) Research Staff, Cultural Heritage Officer, and (6) Cultural Talent to attend the Taipei International Travel Fair and the Winter Kaohsiung Travel Fair. Travel dates from November 22-December 4, 2018. Cost is approximately \$61,375.00 of which \$25,877.00 will be taken from the Taiwan Account No. TA-SMD023, \$4,432 from Research Account No. RES-104, and \$35,498.00 to be taken from Cultural and Heritage Account No. CPO-003.

Motion unanimously approved

Marketing and Research Travel Expenses:						
Airfare	\$1,000 x 7 pax					\$7,000.00
Per Diem:		Lodging	M&IE	Days/Nights		
	BOD Chair	\$217.50	\$130.00	13		\$4,517.50
	President & CEO	\$217.50	\$130.00	13		\$4,517.50
	DoGM	\$174.00	\$104.00	13		\$3,614.00
	(2) Marketing Staff	\$174.00	\$104.00	13		\$7,228.00
	(2) Research Staff	\$174.00	\$104.00	5		\$2,432.00
Business communication costs & excess baggage fees						\$1,000.00
TOTAL EXPENSES:						\$30,309.00
CHC Travel Expenses:						
Airfare	\$1,000 x 7 pax					\$7,000.00
Per		Lodging	M&IE	Days/Nights		



Diem:	(1) CHO (6) Talent	\$174.00	\$104.00	13	\$25,298.00
	Musician Professional Fee (\$100 x 8 days x 2 pax)				\$1,600.00
	Dancers Professional Fee (\$50 x 8 days x 4 pax)				\$1,600.00
TOTAL CHC ESTIMATED EXPENSES:					\$35,498.00
TOTAL COST					\$65,807.00

Background: Taipei ITF (Nov 23-26): To continue Guam’s presence in Taiwan, GVB would attend the Taipei International Travel Fair, one of the most popular travel fairs in the Asia Pacific Region and the largest exhibition with a combined sales event in Taiwan. The 2018 ITF will be held at the Taipei Nangang Exhibition Center from November 23-26. In 2018. The 2017 ITF was held at the Taipei World Trade Center from October 27-30. A total of 950 exhibitors from 68 countries were present and utilized 1,650 booths.

Participation at ITF offers an invaluable investment due to its large trade and consumer reach and resources. GVB’s participation at ITF is important as we continue to expand market reach in Taiwan. GVB will exhibit the Guam product with key visuals combined with a live display of Chamorro entertainment.

GVB must continue its outreach and brand awareness during ITF as well as meet and rekindle relationships with trade partners who continue to support the Guam destination.

WINTER KTF (Nov 30-Dec 3): The Kaohsiung International Travel Fair brings together NTOs, national association of travel agents, tour operators and travel agents, organizers of qualified tourism, and many other tourism and travel trade entities to exhibit and promote their products and services to the southern Taiwan region. GVB has been working closely with the Kaohsiung City Government, the Kaohsiung Association of Travel Agents and other key partners in efforts to establish direct air service out of Kaohsiung to service southern Taiwan. It is necessary for GVB to actively bring awareness of the Guam brand and create the demand for travel to Guam from this region and Winter KTF provides this opportunity.

Between ITF-Taipei and Winter KTF, GVB plans to hold media workshops, conduct trade seminars with the Taipei and Kaohsiung Association of Travel Agents, as well as meet and strengthen relationships with both region’s city governments and key partners in the industry.

It is also necessary to bring cultural performances during these missions not only to the trade fairs but also at our workshops and seminars. The cultural performances have played a vital role in showcasing Guam’s culture, promoting the Guam brand and has been impactful in persuading travel decisions of potential visitors to Guam.

Issue: Board approval required for travel.

M. RUSSIA & NEW MARKETS

VII. OLD BUSINESS

- o President Denight stated the travel motions for FY2019 excluding the ones previously approved will be shared with the board next week and presented for approval at the next board meeting.
- o Director Arriola informed the board, through GVB, Guam has supported the Chamorro House at Balboa Park in San Diego, California, at \$75K, and the ground-breaking will take place in December 2018 with a 15-month construction to follow.

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION





X. ANNOUNCEMENTS

- o Director Hong shared a message from the Korean Association President Park a thank you to GVB for supporting the first annual Korean Festival.
- o President Denight announced the retirement of GVB's Marketing Manager - Japan, June Sugawara after 31 years of service to Guam.

Upcoming Board Meetings:

- o Thursday, October 11, 2018 at 3:30pm, GVB Main Conference Room
- o Thursday, October 25, 2018 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

Director Arriola made a motion, seconded by Director Kloppenburg, to adjourn the meeting. Meeting adjourned at 5:03 pm.

Motion unanimously approved

A handwritten signature in black ink, appearing to read "Theresa C. Arriola".

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

A handwritten signature in black ink, appearing to read "Maura Yi".

Board Minutes respectively submitted by Maura Yi, Executive Secretary