

JAPAN MARKETING UPDATE MEETING MINUTES
Tuesday, January 14, 2025 | 2:00 pm
GoToMeeting | ID: 196-870-885

EXHIBIT A

GVB Board Director, Management, Staff Present:

1. Ken Yanagisawa, JMC Chairman, Board Director
2. Dr. Gerry Perez, Acting President and CEO
3. Nadine Leon Guerrero, Director of Global Marketing
4. Regina Nedlic, Senior Marketing Manager - Japan
5. Elaine Pangelinan, Senior Marketing Manager
6. Mai Perez, Marketing Manager - Japan
7. Brian Cha, Web & IT Coordinator Assistant
8. Mike Arroyo, Web & IT Coordinator Assistant
9. Nicole Benavente, Senior Marketing Manager - Korea (Online)

GVB Japan Online:

1. Nobuyoshi Shoji - Japan Account Director
2. Masato Wakasugi - Japan Trade Sales Director
3. Yoshimasa Yanagihara - Japan Sales Trade Executive
4. Yoshika Matsumoto - Japan Digital Planner
5. Taiichi Higuchi - Japan Marketing Executive
6. Kiyomi Kawasaki - Japan Sales Trade Assistant

Observers Attendance In Person

1. Sky Dive Guam - Ayaka Yamaguchi
2. Stroll - James Rosenburg II
3. Baldyga Group - Mari Oshima

Observers Attendance Online:

4. GPO - Suzanne Perez
5. Taro Goto - LamLam Tours
6. Micronesia Mall - Anna Tenorio
7. Crowne Plaza - Mami Mantlucu
8. Dusit - Miwa Bravo
9. Micronesia Mall - Francis Lira
10. Guam Reef Hotel - Akihiko Gondo
11. Donki - Josha Aguilar
12. Rakuten - Yoshiaki Kanemitsu
13. Leo Palace - Keiko Takano
14. Hilton - Kimi Passauer
15. PIC - Koji Nagano
16. Lotte Hotel - Hiroko Tajima
17. GPO - Nicole Kariaga
18. Hotel Nikko Guam - Kazue Sunaga
19. United Airlines - Paula Monk
20. Rakuten - Satsuki Kubo
21. Guam TV - Shoji Ogawa
22. Guam Plaza - Osamu Takahashi
23. TPM - Ichiro Shirata
24. Village of Donki - Uta Miyazawa
25. Sentry Hospitality - Valerie Carbullido
26. JAL - Yuichiro Yamakawa
27. Westin - Yoshi Otani
28. Arluise Wedding - Yoshiki Sato
29. Guam Reef Hotel - Yuki Motoda
30. Spa Ayualam - Yuta Hasegawa
31. GPO - Monte Mesa

CALL TO ORDER

- Japan Marketing Chairman Ken Yanagisawa, GVB Board director called the Meeting to order at 2:00 pm.

REPORT OF MANAGEMENT

- Dr. Gerry Perez, GVB Vice President
 - o Updated new President and CEO search committee. GVB is still collecting applications and interested parties.
 - o Introduced One Guam Roadshow, and the details will be shared later in the meeting.

MARKET UPDATE

- Ms. Regina Nedlic, Senior Marketing Manager, Japan presented the Japan Market Updates

November 2024 **December 2024**

November 1-30, 2024 Total: 54,231 (-10.9%)

December 1-8, 2024 Total: 15,039 (-14.4%)

% Market Mix	Origin	2019	2023	2024	% to LY
32.5%	Japan	63,789	18,342	17,636	-3.8%
47.2%	Korea	62,448	31,355	25,600	-18.4%
30.8%	US/Hawaii	6,850	6,050	5,852	-3.0%
2.5%	Philippines	2,766	1,422	1,372	-3.5%
0.5%	Taiwan	2,023	172	251	48.9%
0.5%	China	599	208	248	19.2%
0.1%	Hong Kong	281	87	52	-40.2%

% Market Mix	Origin	2019	2023	2024	% to LY
30.5%	Japan	15,850	4,318	4,588	6.3%
47.3%	Korea	17,873	10,303	7,317	-30.9%
11.5%	US/Hawaii	1,844	1,822	1,738	-4.4%
2.1%	Philippines	380	243	319	31.3%
2.2%	Taiwan	484	82	331	306.6%
0.4%	China	165	43	55	27.9%
0.1%	Hong Kong	54	22	11	-50.0%

Source: Guam Customs and Border Protection. Prepared by the Guam Visitors Bureau.

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Calendar Year to Date 2024 **FY2024 Japan Actual Spend versus Budget YTD**

January - December 8, 2024 Total: 686,981 (+14.4%)

% Market Mix	Origin	2019	2023	2024	% to LY
27.6%	Japan	632,658	120,716	189,607	57.2%
51.0%	Korea	699,717	341,243	350,452	2.7%
11.7%	US/Hawaii	85,703	78,189	80,190	2.6%
1.8%	Philippines	19,450	12,655	12,610	-0.4%
0.5%	Taiwan	26,696	5,517	3,137	-43.1%
0.7%	China	11,076	2,549	4,667	83.1%
0.1%	Hong Kong	4,840	754	658	-13.0%

Item Name	Fiscal YTD	Budget	Actual	Remaining	Percent	Budget %
FY2024 Japan Actual Spend versus Budget YTD						
Japan - Airfare	1	4,000,000.00	145,000.00	3,855,000.00	3.6%	1%
Japan - Accommodation	1	1,000,000.00	32,000.00	968,000.00	3.2%	1%
Japan - Ground Transportation	1	1,000,000.00	31,000.00	969,000.00	3.1%	1%
Japan - Other	1	1,000,000.00	31,000.00	969,000.00	3.1%	1%
TOTAL	1	7,000,000.00	209,000.00	6,791,000.00	3.0%	1%

Source: Guam Customs and Border Protection. Prepared by the Guam Visitors Bureau.

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Discussion/Question:

Comment

- Mr. Monte Mesa
 - Inquired about the delay in arrival number report.
- Dr. Perez
 - Explained that the delay is due to the slow auditing process of manual forms. Starting in February, the custom forms will be available only in digital format, with ten or more laptops provided at the airport for form submission.
- Chairman Yanagisawa
 - Introduced a suggestion from JGTA to integrate the EDF and immigration form into a single landing page, similar to visit Japan website.
- Dr. Perez
 - Clarified that the Customs and CBP are separate entities. Discussion were held with CBP about merging the two e-forms, but due to federal security concerns, CBP does not permit combining them into one landing page.
- Chairman Yanagisawa
 - Advised not to give up on convincing CBP to allow the integration of these forms for the traveler convenience.

Discussion/Question:

Comment

- Chairman Yanagisawa
 - Inquired about seat capacity changes compared to the same month last year.
 - Noted that several factors influence arrival numbers.
 - Identified the main reasons for the decline in arrivals are:
 1. A weaker yen exchange rate.
 2. Reduced seat capacity.



- Dr. Perez
 - Shared insights from Omni focus group indicating that consumer sentiment is currently more focused on domestic travel rather than international travel.

MARKET UPDATE

- Ms. Nedlic presented the Japan Market Updates

MARKET INFORMATION

Japanese Departures Reach 1.18 Million in November 2024, Up Year-on-Year but 30% Below 2019 Levels - JNTO (Preliminary Report)

Key Highlights

- November 2024 Departures: 1.175 million (estimated)
- Change vs. 2019: -28.4% (November 2019: 1.642 million)
- Change vs. 2023: +14.4% (November 2023: 1,027 million)

Source: <https://www.jnto.or.jp/en/press/2024/11/20241120.html>

MARKET INFORMATION

New Year Travel Trends: Kansai Leads Domestically, Taiwan and Guam Rank High Overseas (JTB Survey)

- **Total Travelers:** 28.52M (+0.2% YoY) to travel overnight Dec 23-Jan 3.
- **Spending Trends:** Total spending: ¥1.346 trillion (\$9 billion, +6.3% YoY).
- **Average overseas travel cost:** ¥273,000 (\$1,830, +6.6% YoY).
- **Top Destinations: *JTB Survey, Based on Booking Trends***
Domestic: Kansai, Tokyo (incl. Tokyo Disney Resort), Kyushu, Tokai/ Hida, Hokkaido
Overseas: Taiwan, Hawaii, South Korea, Singapore, Guam
- **Key Insights:** Overseas travel rebounds strongly (+13% YoY). Guam ranks 5th, remaining a popular choice for its accessibility and family-friendly offerings.

MARKET INFORMATION

JAL to Increase Fuel Surcharges for Tickets Issued between February 1 and March 31, 2025

This adjustment is due to rising fuel costs and exchange rate fluctuations.

Reason for Increase:

- The average Singapore kerosene market price was \$88.60 per barrel (Oct-Nov 2024).
- The exchange rate during the same period was ¥151.57 per USD.

New Surcharge Rates (One-Way Per Sector):

Route	Current Rate	New Rate
Korea & Far East Russia	¥2,500 (\$16)	¥3,000 (\$20)
East Asia (Excl. Korea & Mongolia)	¥6,200 (\$41)	¥7,400 (\$49)
Guam, Palau, Philippines, Vietnam, etc.	¥8,000 (\$53)	¥9,500 (\$63)
Thailand, Malaysia, Singapore, Brunei	¥13,000 (\$86)	¥15,500 (\$102)
Hawaii, Indonesia, India, Sri Lanka	¥18,000 (\$116)	¥18,500 (\$122)
North America, Europe, Middle East, Oceania	¥28,000 (\$185)	¥29,000 (\$191)

Source: <https://press.jal.co.jp/press/2024/01/06/0631.html>

MARKET INFORMATION

Japan to Launch "2025 Passport" with Nationwide Online Applications

- Starting March 24, 2025, Japan will introduce the new "2025 Passport," featuring enhanced security with IC chips and laser-engraved personal information.
- For the first time, online applications will be available nationwide, requiring only one visit to the passport office for pickup.
- The processing time for the new passport is approximately two weeks within Japan and two weeks to one month at embassies and consulates overseas.
- Passport fees are lower for online applications: ¥15,900 (approximately \$105) for a 10-year passport and ¥10,900 (approximately \$72) for a 5-year passport. In-person applications cost ¥16,300 (approximately \$108) for a 10-year passport and ¥11,300 (approximately \$75) for a 5-year passport.
- This streamlined system is expected to make international travel more convenient for Japanese citizens, offering an excellent opportunity for Guam to attract travelers with the new passport.

Source: https://www.mofa.go.jp/mofa/ka/sa/sa/page_000001_0130.html

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MARKET INFORMATION

t'way to Resume Service Starting July 2025!

- Starting July 18, 2025, t'way will resume daily flights from Kansai International Airport (KIX) to Guam (GUM) with a capacity of 189 seats. This marks the airline's return to this route after approximately five years since 2020.
- Total seat capacity between Jul 18 - Sep 30: 9,505 seats.

The flight schedule will be as follows:

KIX to GUM: Departs at 10:40 AM, arrives at 3:20 PM
GUM to KIX: Departs at 4:20 AM, arrives at 7:10 PM



SEAT CAPACITY SUMMARY

	JAN	FEB	MAR	TTL
UNITED	31,374	28,884	35,524	95,782
ANA	6,169	5,572	6,169	17,910
China Airlines	0	0	0	0
TTL	37,543	34,456	41,693	113,692

NUMBER OF FLIGHT SUMMARY

	JAN	FEB	MAR	TTL
UNITED	189	174	214	577
ANA	31	28	31	90
China Airlines	0	0	0	0
TTL	220	202	245	667

FLIGHT OPERATION - January

January Total Outbound Seat Capacity: 37,543

Carrier	Flight No.	Class	Days	Frequency	Capacity
UNITED	Auckland	UA127	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Supersaver	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
Auckland	UA87	MTW	4/12/14/17	800	
TTL					31,374
ANA	Auckland	LA11	MTW	4/12/14/17	800
	Supersaver	LA11	MTW	4/12/14/17	800
	Supersaver	LA11	MTW	4/12/14/17	800
	Supersaver	LA11	MTW	4/12/14/17	800
TTL					6,169

FLIGHT OPERATION - February

February Total Outbound Seat Capacity: 34,456

Carrier	Flight No.	Class	Days	Frequency	Capacity
UNITED	Auckland	UA127	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Supersaver	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
TTL					28,884
ANA	Auckland	LA11	MTW	4/12/14/17	800
	Supersaver	LA11	MTW	4/12/14/17	800
	Supersaver	LA11	MTW	4/12/14/17	800
	Supersaver	LA11	MTW	4/12/14/17	800
TTL					5,572

FLIGHT OPERATION - March

March Total Outbound Seat Capacity: 41,693

Carrier	Flight No.	Class	Days	Frequency	Capacity
UNITED	Auckland	UA127	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Supersaver	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
	Auckland	UA87	MTW	4/12/14/17	800
TTL					35,524
ANA	Auckland	LA11	MTW	4/12/14/17	800
	Supersaver	LA11	MTW	4/12/14/17	800
	Supersaver	LA11	MTW	4/12/14/17	800
	Supersaver	LA11	MTW	4/12/14/17	800
TTL					6,169

DESTINATION COMPARISON BY CAMPAIGN

Hawaii

Hawaii Tourism Japan x Canon PowerShot V10 Collaboration: "Discover the Charm of Hawaii"

With its "Tourism Japan and Canon Marketing Japan" collaboration to highlight the beauty of Hawaii, the PowerShot V10 top camera is launching on December 12, 2024, when participants join with the PowerShot V10 and Hawaii souvenir goods in the second phase (scheduled for March 2025) to earn their own camera. Join with the PowerShot V10 and share their experiences on social media.

FLI

Release a New Promotional Video Depicting "A Place That Brings Happiness"

The Fiji Tourism Board released a promotional video series titled "The Magic Festival" featuring "Raisiobese" and "Lava and Fiji". The videos humorously show how Fiji is a good atmosphere for those who want to enjoy the island's natural beauty and relax in the sun. They are also longer than their previous videos, depicting a relaxing Fiji as a place of spring happiness.

Taiwan

Taiwan Tourism Board Release a New Promotional Video

OLD BUSINESS

- Ms. Nedlic presented the Old Business

FAM SUPPORT for Travel Agent visit

December 11-14, 2024 MICE Market FAM

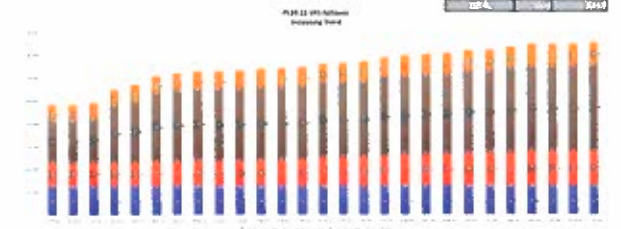
25 TA's from Nagoya, Tokai and Hokuriku
 • GVB supported Travel Plaza International and Onshu Express Limited

Educate the understanding of Guam & promote group/MICE Market in these regions
 • Island tour/sightseeing
 • Chamorro cuisine
 • beach and various outdoor activities on island



FOLLOWER TREND

From November to December 2023, the total number of followers increased by 10,511 (+0.83%). Overall, the number of followers is growing, with Twitter and Instagram leading the growth.



Discussion/Question:

Comment

- Chairman Yanagisawa
 - Inquired about TikTok ban movement in the U.S.

Comment

- Ms. Nadine Leon Guerrero, Director of Global Marketing
 - Explained that since our account audience and posting are primarily in Japan, we don't anticipate any impact from the movement.

Discussion/Question:

Comment

- Mr. Mesa
 - Inquired if GVB will conduct exit survey anytime soon.
- Dr. Perez
 - The RFP is out and selected a vendor. It is negotiation period with the selected vendor now.

GVB ALWAYS ON AD

The new GOGO GUAM Hafa Adai Campaign announced in December 2024

GOGO GUAM Hafa Adai Campaign Announcement

- Announcement of the new GOGO GUAM Hafa Adai Campaign was launched
- Campaign aim to encourage travel to Guam enjoy Provide affordable travel experiences
- Despite the impact of the weak yen with creative efforts designed to highlight these benefits

Koko' Road Race & Wellness Island

- Advertising campaign to enhance awareness of the Wellness Island launched
- Promotions to strengthened & attract participants to the "Koko Road Race" April 12 & 13

5,771,549 view
5,673,611 Reach

GVB CV AD

- New initiative to promote the use of optional tours within Guam by distributing advertisements featuring VELTRA's Guam tour listing page as a landing page https://www.veltra.com/gu/beach_resort/guam/
- Travelko's product listing pages continues to be used as landing pages to further encourage travel to Guam <https://www.travelko.com/guam>

2,464,973 view
1,695,614 Reach

- Winter Vacation Promotion**
A creative concept that highlights Guam's year-round tropical paradise
- Christmas Promotion**
A creative concept that emphasizes a warm island Christmas different from Japan
- Family Trip Promotion**
A creative concept showcasing family trips
- Guam Tour Promotion**
A creative concept showcasing the activities you can enjoy in Guam
- Graduate Trip Promotion**
Introducing VELTRA's graduate traveler specials

GVB WEDDING CAMPAIGN

Guam Wedding Campaign Dec 1, 2024 - January 15, 2025

- Social media campaign launched offering small gifts to couples who post their weddings at Arius facilities in Guam and the participant
- Encouraged couples to share their wedding experiences on Instagram using a campaign-specific hashtag to promote Guam as a premier wedding destination
- Participants who post will be entered into a prize draw with the following rewards

1st Place Prize Roundtrip airline tickets for two (1 winner)
2nd Place Prize Hotel stays for two (3 winners)
3rd Place Prize Gift cards (5 winners subject to change)

Advertisements will run to enhance awareness of Guam weddings

GOOGLE SEARCH ADS FOR GROUP/ MICE

- We continue to run Google Search Ads targeting group travel-related keywords.
- By refining tightly for relevant keywords searched by companies, schools, and travel agencies considering group travel (e.g. "Group Travel Guam," "Corporate Trip Guam"), we aim to directly reach our target audience.
- Starting in January, we also plan to launch GDN (Google Display Network) campaigns to visually promote group travel to Guam

Imp - 20,441
Click - 1,447

V-TUBER PROGRAM

Project Overview:
V-tubers Mako and Nyoko will serve as iconic representatives highlighting Guam's unique attractions and creating an engaged fanbase on social media

Update:
• Episode 2 was released on December 28, 2024
• There are early indications of a growing fanbase. There are some comments on which encourage other users to watch the content
• Main viewers are Gen Z and Millenium

As of January 7, 2025	
# of subscribers	5
Views	1084 videos
Watch time	22.4Hours
Subscribers increased	6
# of impressions	2,780
# of Unique users	18,000
# of Likes	10
# of comments	2
# of UGC created	2

SPONCHI 54 HOLES CHALLENGE

Co-op Promotion with Sports Nippon Shinbunsha December 12-16, 2024

Overview:

- A group travel was conducted and managed by associate TA Sponchi Preme to participate in a 54-hole challenge golf tournament
- Co-op provided support in promotional activities as well as offered group travel support to maximize the number of participants and golf \$11 demand
- Support with Newspapers/ flyers/online ads

Golf courses
Onward Tafafu Golf Club
Onward Mangiao Golf Club

Number of Participants:
57 golf



FOOD TRUCK PROGRAM

Project Description:
Food Trucks featuring Guam's traditional Chamorro cuisine have been launched in Tokyo and Osaka to spark interest in Guam's culture, with the aim of encouraging potential travelers to consider Guam as a destination.

December results:

DEC total units sold	DEC total sales (¥)	DEC total sales (\$)
1,000	¥800,000	\$5,275.84

Upcoming Schedule:

Osaka:
 - January 18-19 Hana Expo Teururu Ryokuchi Park/Fas Hateri
 - January 25-26 Futaba Ryokuchi
 - February 2 Nagai Park/Osaka Full Relay Marathon 2025

Tokyo:
 - January 23-24 (Confirmed) Yurakucho Station - Tokyo Kojima Kojima
 - January 21 & 26 (Final adjustments in program) Kojima Station Shibushe Ward



FOOD TRUCK PROGRAM - SNS CONTENT VIDEO

SNS Chamorro cooking video in December 2024

- Chamorro chef from Japan Desuke filmed a cooking video to be used on SNS and it will be a target engagement video to increase interest in local dishes from Guam
- Video to be posted end of January 2025
- Will be updating menu selection for the food truck as well



YOMIURI GIANTS IN GUAM

Yomiuri Giants Resume Training in Guam January 11, 2025 with Community Engagement Event

- Japan's popular professional baseball team, the Yomiuri Giants players were on island for training January 11-12, 2025
- Summer training with baseball players Hayato Sakamoto and Heiseihiro Choto and Team Manager Shinnosuke Abe
- Last time Ace-Lap was on Guam with entire team was back in 2008
- This marks the first training camp held in Guam since the pandemic
- January 11 the team hosted a special community engagement event, inviting local children to a public training session and autograph signing
- The initiative aims to strengthen ties with the local community and is expected to encourage more professional sports teams from Japan to hold training camps in Guam in the future
- Other Japanese professional players with the Yomiuri Giants practicing as well



YOMIURI GIANTS IN GUAM




Discussion/Question:
Comment

- Chairman. Yanagisawa
 - Mentioned that a sports team is seeking an alternative camp destination due to the rising costs of organizing a camp in Japan.
 - Suggested engaging in deeper communication with them for future opportunities.
 - Noted that sports events attract a significant number of followers and contribute positively to tourism.
- Ms. Nedlic
 - Highlighted that sports tourism is linked to wellness and is also a key part of the FY25 strategy.
 - Expressed appreciation for Guam TV production for keeping us informed about professional players and celebrities visiting.

NEW BUSINESS

- Ms. Nedlic presented the New Business


GOGO GUAM Hafa Adai Campaign 2025

GOGO GUAM Hafa Adai Campaign Launched January 10, 2025 with GuamPay and Bonus Offers

- The GOGO GUAM Hafa Adai Campaign officially launched on January 10 with preparations starting on January 7
- GVB Japan Team arrived January 7 to meet and set up with participating vendors on island to finalize details/distribute specially prepared in-store POP materials
- This year's campaign focuses on two main initiatives: The Guam Pay Program, an electronic currency has been distributed to over 10,000 Japanese travelers—double the previous number
- Additionally, the Guam Bonus Program offers exclusive discounts and deals tailored by individual stores. With a record number of participating stores, more than 50 stores, the campaign is expected to enhance visitor experiences and attract more travelers to Guam, boosting local tourism



GOGO GUAM Hafa Adai Campaign 2025



Nov 22 - Guam Pay Distribution to major TAs for 10,000 Pax (Double compared in last year)

Dec 5 - Webinar and distribute POPs

Week of Jan 27 - Goodbye and New year Haha (New year party Jan 30)

Campaign Jan 10 - Sept 30, 2025 (Except GW)

1st period Campaign Jan 10 - Apr 30, 2025

1st period: 1st period 1st and 2nd scheduled implementation

Coop with Airlines and TAs + OTA/ Metasearch / Group Incentive



GOGO GUAM Hafa Adai Campaign 2025



- 2025 GoGo Guam Hafa Adai Campaign Ambassador**
- Engage with model and more influencer Piko-chan, as this year's GoGo Guam Hafa Adai campaign ambassador
 - Also known as "Guam Love" influencer being a frequent Guam traveler and extremely popular with Gen Z
 - Campaign info and Guam vests as ambassador will be posted via her Instagram with 2.5M followers
 - Will appear at New Year industry mixer in Tokyo on January 30

GOGO GUAM Hafa Adai Campaign 2025



COOP: UNITED AIRLINES



- Digital paid ad campaign promoting booking to united.com through the year
- First campaign Timing: Jan to Feb 2025 to Feature new structured fare level
- Channel: Facebook, Instagram and LINE



- Utilize powerful OTA channels to engage FIT to facilitate conversion
- Phase 1: Feb - Mar 2025 / Phase 2: Aug - Sep 2025
- Channel: Airtrip and Trip.com + Reverse Travel

COOP: JAPAN AIRLINES



- The purpose of this activity is to stimulate travel demand using JAL's time sales initiative
- Promotion period: Jan 10 - 17, 2025
- Travel period: Jan 20 - Jul 16, 2025
- Channels:
 - Google/ Yahoo Search ads
 - Google/ Yahoo Display ads
 - Facebook/ Instagram
 - RTB House

OTA & META Search

Expedia

We will implement GOGO GUAM PAY award at FIT through Expedia

Period: mid-January to mid-March

MICE

Promote awareness of GUAMPAY being conducted by travel agencies through Travelia in-app pages and banners

Period: mid-January to mid-March

G2 PROGRAMS

	Marketing	Trade
February	SNS Ads Always on	Guam Play
	Beach Flag program with Destination	Hafa Adai Support
	Food Truck promotions	Google Search for Group/ MICE
	Ko'Ko' Road Race promotion at Nagai Marathion (Osaka)	Group Support
		FAM Support
March	SNS Ads Always on	TA/ Airline Coop
	Beach Flag	Guam Play
	Food Truck	Hafa Adai Support
	Ko'Ko' Road Race promotion at Nagai Marathion (Osaka)	Google Search for Group/ MICE
		Group Support
	FAM Support	
	Umannon Koshien	
	TA/ Airline Coop	

Discussion/Question:
Comment

- Mr. Mesa
 - Inquired about availability of a group incentive program.
- Ms. Nedlic
 - Provided details on the existing Group Campaign.
 - Explained that incentive support is available when group traveler participates in local activities.
 - Clarified that the per pax incentive amount is tiered based on group size.
- Mr. Taiichi Higuchi, GVB Japan Marketing Executive
 - Shared update stating that, as of today, there have been significant number of inquiries, with 2,263 pax applying for the group support program.
- Ms. Nedlic
 - Additionally reported last year's result: 85 groups with 8,169 pax came to Guam with this program.



Discussion/Question:

Comment

- Chairman. Yanagisawa
 - Repeatedly emphasized the importance of making local event information accessible to tourist along with ensuring ease of access to these events.
 - Suggested forming a sub committee to discuss strategies for promoting and selling local events.
- Ms. Leon Guerrero
 - Suggested this discussion will be brought up with the destination team.

Discussion/Question:

Comment

- Mr. James Rosenburg II
 - Shared the experience with the baseball team special discount offer.
 - Shared insights of Stroll, stating it is challenging to provide an exact number since Japanese people use e-SIM, but the rate of Japanese customers is between 70 and 80% and 92% payment method is Apply pay.

Discussion/Question:

Comment

- Chairman Yanagisawa
 - Requested management to include the recovery plan into the One Guam Roadshow presentation and to initiate discussions about the One Guam meetings that may start at the end of February.

ANNOUNCEMENTS

- Dr. Perez
 - GVB Chairman George Chiu inquired about the number of participants in the JMC Meeting, and moving forward we will report the number of participants.
- Ms. Leon Guerrero
 - Informed that the participants list is always on the JMC meeting minutes.
- Next JMC Meeting is on Tuesday February 18th at 2:00 P.M.

ADJOURNMENT

- The meeting was adjourned at 3:12 P.M.

Minutes prepared by:



 Mai Perez, Marketing Manager - Japan

Minutes reviewed/
approved by:



 Regina Nedlic, Senior Marketing Manager - Japan

Minutes reviewed/
approved by:



 Elaine Pangelinan, Senior Marketing Manager

Minutes approved by:



 Nadine Leon Guerrero, Director of Global Marketing