

JAPAN MARKETING COMMITTEE MEETING MINUTES Tuesday, July 16, 2024 | 2:00 pm GoToMeeting | ID: 196-870-885 Page 1 of 7

EXHIBIT A

GVB Board Director, Management, Staff Present:

- Nadine Leon Guerrero, Director of Global Marketing
- 2. Regina Nedlic, Senior Marketing Manager Japan
- 3. Mai Perez, Marketing Manager Japan
- Brian Cha, Web & IT Coordinator Assistant
- 5. Mike Arroyo, Web & IT Coordinator Assistant
- Nicole Benavente, Senior Marketing Manager Korea (Online)

GVB Japan Online:

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

Observers Attendance In Person

GPO - Monte Mesa

Observers Attendance Online:

- GPO Estella Evangelista
- 3. Guam Plaza Osamu Takahashi
- 4. The Tsubaki Tower Hiromi Matsuura
- 5. Hotel Tano
- 6. Rakuten Kazumi Ikeno
- 7. Rakuten Yoshiaki Kanemitsu
- 8. United Airlines Kaz Atsuta
- 9. Leo Palace Keiko Takano
- 10. Rakuten Sakiko Koizumi
- 11. Lotte Hotel Hiroko Taiima
- 12. Baldyga Group Mari Oshima
- 13. Hyatt Mio Balajadia
- 14. Dusit Miwa Bravo
- 15. TRAMB Manaho Mori
- 16. GPO Nicole Carriaga
- 17. GPO Suzanne Perez
- 18. TRAMB Aya Tojo
- 19. Rakuten Yuriko Yokosawa
- 20. Spa Ayualam Yuta Hasegawa

CALL TO ORDER

Ms. Nadine Leon Guerrero, GVB Director of Global Marketing called the Meeting to order at 2:00 pm.

June 2024

REPORT OF MANAGEMENT

Ms. Regina Nedlic, GVB Senior Marketing Manager presented visitor arrival summary

ay 2024					Con V
May 1-31, 2024				Total: 51,420 (+15.9%	
S. Market Mix	Origin	2019	2023	2024	N to LY
23.4%	Japan	41,989	4,102	12,035	94,7%
65.1%	Korea	58,276	29,005	26,338	-2.3%
12.2%	US/Hawali	7,174	5,371	4,271	16.6%
1.9%	Philippines	2,220	795	986	24.1%
0.3%	Talwan	2,448	539	133	-76.3%
0.6%	China	584	114	305	167.5%
0.1%	Hong Kong	655	25	52	100.0%

une 1-26, 2024			Total: 45,470 (+239.8		
Harket His	Origin	2019	2023	2024	N to LY
21.7%	Japan	35,611	1,911	9,845	416.2%
\$1.0%	Korea	\$3,580	1,577	23,188	1370.4%
16.5%	U1/Haweil	7,295	5,630	7,488	23.0%
2.3%	Philippines	1,410	757	1,044	37.9%
0.8%	Tailwan	2,404	570	128	-77.9%
0.6%	China	285	103	284	176.7%
0.1%	Hong Kong	363	40	32	-20.0%

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- 3 Sott

- 3 BMS Calendar Year to Date 2024 January - June 26, 2024 Total: 379,110 (+30.0%) 25.2% Japan 315,094 38,012 95,372 150,9% 201,777 \$3.2% 179,540 Koren 348,628 12.4% 11.7% UII/Hawell 47,453 41,656 44,533 7.2% Philippines 0.4% 14,085 1,606

6,611

3,126

case Dear Demand State viter Forms Processed by the States States

785

352

October 2023 - June 26, 2024 Total: 567,792 (+33.2%) 25.7% Japan 475,877 49,672 145,945 193,8% \$3.7% 530,695 Korea 269,327 304,897 15.2% 11.4% US/Hamaii 70,051 64,5\$5 6.4% 60,694 -1.5% 3,629 41.4% 0.6% China 9,653 982 3,358 242.0% 0.7% 5.154 481 638 10.0%

Enter Over Committee and Fore Pressure to the business from

46,243

TTL

41,786

41,562

129,591

Fiscal Year to Date 2024

And the second s

Discussion/Question:

Comment

0.6%

0.1%

Ms. Leon Guerrero,

China

Hong Kong

Additionally commented, the June arrival number is forthcoming.

209.6%

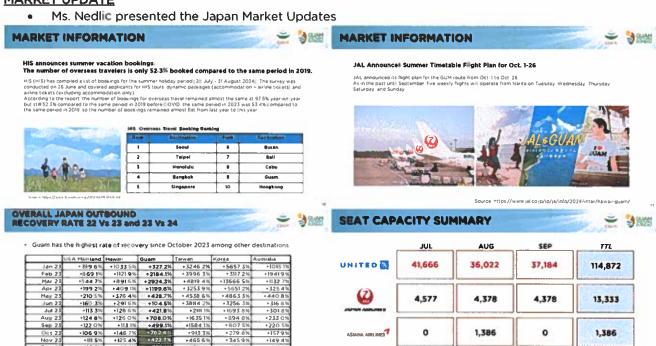
-16.1%

2,430

209

MARKET UPDATE

Jan 24 Feb 24





• 113 31



- 39HM

OLD BUSINESS

Ms. Nedlic presented the Old Business

GUAM PAY Program Progress



Guam Pay Program Program Number of distributions to consumers	T-	5,000
Manual of distributions to consumers		5,000
Amount of coupon used	\$	90,953.46
Coupon usage rate	T	61%
Number of participating stores		67

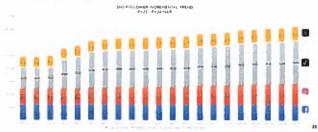




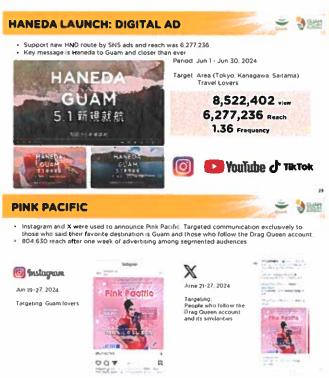


SNS FOLLOWER TREND

- 3 BME Overall June saw an increase of about 2,500 followers. It is thought that followers and retweets at events and other events contributed to the increase in followers.
 Total Follower, 143,360 / Over 140 K followers.







The purpose of SNS always on ads to sustain brand awareness through the year Average reach is 800,000 across nationwide To communicate key message of Proximity, American resort and let's go Guam now + GoGo Guam Hafa Adai Campaign 1,175,498

SNS ALWAYS ON ADS

815,613 Reach

30,485 CHER

Discussion/Question:

Question

- Mr. Monte Mesa,
 - Inquired result of the Pink Pacific
- Ms. Leon Guerrero,
 - Replied to this that the Baldyga Group hosted the event sponsored by United Airlines. GVB supported to promote through our SNS channels in each market.

<u>~</u> → 3822

FOOD TRUCK

· Food trucks ongoing, taking into account the new Haneda route, and concentrated in the Tokyo area in the office areas '(office ladies)

Date	Activities or Depha	No.	Sec.
April 1:2 8:9 2024	halamachi Physiopima by Osasa FULAPI nYOBA Sid	- M	
June 29-30 2014	Machima Konohana ku Osaka il Mashima Marchie	4 4 1 M	7
Date	Adjusting in Trayer	PERM	The Care
June 4 2014	Histor Shillings by Talup / University of the Secretiment (SEISHINZYOSHI University) Hirop Campus		建工物的
June 11 16 25 2024	Otemechi Chiyode su Tonyo Shimbeen Urban her Uchean aiche Bukang		大型 美国
a)			

Travel Expo 2024 in Umeda, Osaka





- The Japan Trade Team exhibited a booth at Travel Expo 2024 in Umeda (Osaka), a consumer event organized by Kansai Airport
- At the booth, we distributed guidebooks, driving maps, tour brochures from travel agencies (JTB, HIS, etc.), and conducted a SNS follow-up campaign [Followers increased about 200 /preliminary count)
- A Guarn-only seminar (45 minutes, audience, approx, 150 people) and a PR stage (15 minutes audience approx 200 people) were also held during the event







TikTok & Roxy Program

- Auditions for the ROXY Summer Collection were conducted using TikTok, Winner gets a trip to Guam + the right to be on Digital Signage at Tokyo Station
- ✓ Total # of applicant: 7,932 ppl
 ✓ Winner: 4 models
- ✓ Total # of campaign banner PV: 78,521,229
- Winning models post their Guam experiences on social networking sites

J-AD Tokyo coverage: Aug 26 - Sep 1, 2024

Tokyo Station media dem Weekly reach: 2.450,000





3 848

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V-Tuber Program

- Targeting younger generation and provide in depth info to engage those who curios about Guam.
 Filming and recording for #1 video was successfully finished
 #1 video is under editing and fine-tuning.
 The topics which #1 covers are Guam's basic information and CHamoru culture.
 From #2 the surface will explore substraction ports, activities for

- From #2, the video will explore sightseeing spots, activities, food and more extensively with storytelling aspects.





Sales / Trade Activity

Program on the Group Support Program

This is a report of the Group Support Program's acceptance status as of June 30 2024

Number of groups applying: #5 Number of cancelled groups, 2 Total number of Pax: 8,993 Pax Total subsidized amount: 875,440.00 ROI: \$8,38/Pax

* The number of participants is a little lower than previously reported due to some cancellations within the group that had already taken place

Number of acceptances from major sales agents

JTB: 26 HIS: 17 Tobu 17







Sales / Trade Activity

TA COOP WITH ITA ITB affiliated retail stores sales contest FAM

JTB invited selected outstanding sales representatives who participated in the retail store sales contest to participate in a Guam Fam Tour to expand future sales promotion of Guam products

GVB covered the airfare for the following six sales representatives out of a total of 12 participants. UA covered airfare for another 6 participants.

Schedule: 6/25 Arrival in Guam (UAB48 HND/GUM)

6/26 Hotel inspection
6/27 Free Inspection and BBQ Dinner Inspection
6/28 Departure from Guam (UAB49 GUM/HND)



NEW BUSINESS

Ms. Nedlic presented the New Business

TV TOKYO DRAMA



- Finished first location scouting to identify where TV Tokyo feature.
- Preparations are underway for the start of filming on 26 August. The potential filming locations will cover the entire island of Guam, and a letter of support will be sent to all relevant parties after Liberation Day.

FOOD TRUCK IN JUL - AUG





一 38%

- 386



UPCOMING TACTICAL COMMUNICATION







- Campaign period. Jul 22 Sep 30, 2024 Considering that the current trend in travel bookings has changed from three to six months before Corona to two weeks to two or three months, this campaign will stimulate Immediate demand for summer holidays
- To boost this campaign, a social networking promotion during the tinp, in which families post photos of their summer holiday family trip to Guam on social networking sites with the hashtag, and winners are drawn to receive a jigsaw puzzle of the photos
- Implement Guam Pay exclusively for families
- Currently 26 GVB Members have applied to

UPCOMING REGIONAL PROMO - NAGOY





ejective
To increase demand for travel to Guam from the Chubu
region by holding a campaign to win round-frip air and
accommodation tickets to Guam, mainty in Airch

Period
Thursday 1 August | Saturday 31 August 2024

Conditions for participation
Purchases of 5,000 years more at participating stores.

- Prizes: 1st prize

 1st prize: Round-trip tickets to Guam on United Airlines
 (10 winners)
- 2nd prize 2-right Hotel Nikko Guam ac ommodation youcher (ID winners). 3rd and below. Restaurant meal youcher for Guam luxury hitel. etc.



3 SHAN



Comment

- Ms. Leon Guerrero.
 - Mentioned that an initial letter was sent to members on December to gauge their interest in participating in the JATA Tourism Expo and to plan it better accordingly.
 - 5 members initially responded to the letter to help us plan better, and thanked them.
 - The JATA TEJ participation size is made based upon the membership response how they wanted to participate.
 - Based upon the initial call out, GVB decided to purchase nine booths.
- Ms. Nedlic,
 - Additionally, thanked the members who signed up for JATA TEJ.

ANNOUNCEMENTS

- In Market Research RFP is out on July 12, 2024, and August 2nd is the submission date.
- Next JMC meeting on July 16, 2024, at 2:00 pm.



Entertainment Schedule

Secretary Ju	N 20, 2024	Sunday Auly 21, 2024			
MARI STACE PASEO	SMALL STAGE VILLAGE HUTS	MAIN STAGE PASED	SMALL STAGE VILLAGE HUTTS		
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ESP Jane Care Brew	500 Dopph & Boton	830-Cro & Kempery test Coarle from C&K	630	NO-ALCE Tower (New Dorse)	
	SCE SHAREAROON	700 Marrie Corps Band	.78	Gens Whites	
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200 Philippens CJ Yang Street	All Josephiness	#15 Joseph Hamber	78	Ma Phile	
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Transportation



- Tumon Paseo Shuttle for July 20 & 21 is in approval process.
- Schedule will be sent out upon approval.

For Information



Comment/Question

- Mr. Mesa
 - Inquired how to convert these digital reach to actual visitor numbers.
 - o Inquired if the 80th liberation discount for airfare with United Airlines will work for the Japan Market.
- Ms. Leon Guerrero
 - The Program is set for North America and the VFR market to come back to Guam.
 - Introduced the GoGo Guam Campaign as the program for Japan market. The community can support GVB by participating in this program and providing special offers.
 - Lowering the airfare could harm the destination's image by making it seem like a budget, cheap destination.
 - When compared to other Asian destinations, Guam is unable to offer competitive hotel prices.
 - Hawaii reduced in hotel prices, while Guam observed a significant 142% surge in hotel prices.
 - Guam's pricing campaign may attract more tourists, however the number will soon decrease because of the lowered cost.

ADJOURNMENT

The meeting was adjourned at 2:58 pm.

Minutes prepared by:

Mai Perez, Marketing Manager/ Japan

Minutes reviewed/ approved by:

Regina Nedlic, Senior Marketing Manager - Japan

Minutes approved by:

Nadine Leon Guerrero, Director of Global Marketing

