

KOREA MARKETING COMMITTEE (KMC) MEETING MINUTES

Tuesday, April 10, 2025, at 3:30 p.m.

GVB Main Conference Room and Zoom

Zoom Link:

<https://us02web.zoom.us/j/89262397537?pwd=22qPi9GPwQWBbBtZrJMGt6d6dPLCmv.1>

Meeting ID: 892 6239 7537

Passcode: visitguam

**online attendance*

Members Present:

1. Baldyga Group - Annie Joo
2. DON DON DONKI Guam - Uta*
3. Dusit Thani Guam Resort - Elisha Lee
4. Fish Eye Marine Park - Edwin Lee*
5. Guam Guam Style Consulting - Mike Soderquest*
6. Guam Hana Tour / Korea Guam Travel Association (KGTA) - Jong In Cheong
7. Guam Premier Outlets - Monte Mesa, Estella E.*, Suzanne Perez*, Nicole Carriaga*
8. Guam Reef Hotel - Akihiko Gondo*, Yuki Motoda*
9. Hoshino Resorts RISONARE - Albert Oh*
10. Hotel Nikko Guam - Lyka Cress*
11. International Dining Concepts, LLC - Julia M.*
12. Leoplace Guam Resort - Keiko Takano*
13. Lotte Duty Free - Jaejun Lee
14. Lotte Hotel Guam - Sunny*
15. Micronesia Mall - Anna T*
16. Pacific Islands Club - Young Min Kim, Sage Han, PIC*
17. RIHGA Royal Laguna Guam Resort - Nicole Han*
18. Sentry Hospitality LLC - Valerie Carbullido*
19. Spa Ayualam (Premier Beauty and Spa Guam, Inc) - Yuta*
20. Stroll - James Rosenberg
21. The Tsubaki Tower - JM Suh
22. The Westin Resort Guam - Julia Kim*, Heejin Han*, Jennie*

Members Absent:

1. 7-Day Supermarket
2. Arluis Wedding
3. Bayview Hotel
4. Crowne Plaza Resort Guam
5. Goodwind Development Corporation
6. GTA
7. Guam Plaza Resort & Spa
8. Hard Rock Cafe
9. Hilton Guam Resort & Spa
10. Hotel Tano
11. Hyatt Regency Guam
12. Jae Yu
13. Japan Buslines
14. Jeju Air
15. Kloppenburg Enterprises
16. Lam Lam Tours (T.P. Micronesia, Inc.)
17. Linden Akademia
18. Nissan Rent A Car Guam
19. Royal Orchid Guam Hotel
20. Tommy Hilfiger
21. Triple J Enterprises, Inc.
22. United Airlines
23. University of Guam
24. Valley of the Latte

GVB Board/Management/Staff Present:

1. GVB Director, KMC Chairman – Ho Eun
2. GVB President & CEO – Régine Biscoe Lee
3. GVB Vice President & CEO – Gerry Perez
4. GVB Director of Global Marketing – Nadine Leon Guerrero
5. GVB Senior Marketing Manager, Korea –Margaret Sablan
6. GVB Senior Marketing Manager, Korea – Nicole Benavente
7. GVB Senior Marketing Manager, Japan/Taiwan – Elaine Pangelinan*

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| <ul style="list-style-type: none"> 8. GVB Marketing Manager, Korea – Cierra Sulla 9. GVB Public Information Officer – Lisa Bordallo 10. GVB Web & IT Coordinator Assistant – Mike Arroyo 11. GVB South Korea Country Manager – Jay Park 12. GVB Korea Office - Mia Soun, Jessica Ham, Damian Lim, Steve, JS | |
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1. CALL TO ORDER

- KMC Chairman Mr. Ho Eun called the meeting to order at 3:30 pm.

2. REPORT OF COMMITTEE CHAIRMAN

- Chairman Eun acknowledged the GVB Korea office joining the KMC in person. He reported that the Korean Government approved Korean Air's wide-body aircraft, and negotiations are underway with another airline, with finalization expected within a couple of weeks. He noted a potential increase in Korean travelers to Guam due to concerns about Southeast Asia following recent earthquakes, urging members to capitalize on this opportunity. Vice President Gerry Perez recalled a past tsunami in Thailand that led to a shift of tourists from Japan and Korea to Guam.
- Chairman Eun, along with President & CEO Régine, the new consultant in airline supply Charles, and potentially Ricky from GIAA, will travel to Korea from April 21st to 23rd to meet with four or more airline companies. Chairman Eun also reported that the US Department of Justice has issued a clause concerning the Korean Air and Asiana Airlines merger. This clause mandates an increase in air supply to the 2019 levels. This presents a significant opportunity that GVB can leverage. Chairman Eun shared that there is a potential opportunity with United as well. He also noted that Jay is exploring possibilities with another potential carrier.

3. REPORT OF MANAGEMENT

- Director of Global Marketing Ms. Nadine Leon Guerrero introduced the GVB Korea office staff present at the KMC meeting: Country Manager Mr. Jay Park, President & CEO of Nextpaper Ms. Mia Soun, and co-owner of Nextpaper Mr. Steve Kwak. Ms. Soun introduced the rest of the GVB Korea office present: Account Director Mrs. Jessica Ham, Travel Trade Manager Mr. Damian Lim and Chief Operating Officer Mr. Jae Seok Jeong.
- Senior Marketing Manager Ms. Nicole Benavente presented the latest arrival numbers.

February 2025



February 1-28, 2025

Total: 60,516 (44.1% of 2019)

% Market Mix	Origin	2019	2024	2025	% of 2019
49.4%	Korea	59,429	41,853	29,891	50.3%
34.6%	Japan	58,774	17,600	20,920	35.6%
9.3%	US/Hawaii	7,258	6,822	5,639	77.7%
1.6%	Philippines	1,281	886	988	77.1%
0.1%	Taiwan	2,535	593	90	3.6%
0.7%	China	2,649	810	415	15.7%
0.1%	Hong Kong	745	84	42	5.6%

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

Calendar Year to Date 2025



January - February 28, 2025

Total: 126,521 (44.4% of 2019)

% Market Mix	Origin	2019	2024	2025	% of 2019
50.5%	Korea	128,724	88,593	63,890	49.6%
32.0%	Japan	116,795	36,555	40,532	34.7%
9.5%	US/Hawaii	15,794	15,329	12,039	76.2%
1.4%	Philippines	2,558	1,903	1,761	68.8%
1.4%	Taiwan	4,996	790	1,801	36.0%
0.9%	China	3,910	1,180	1,140	29.2%
0.1%	Hong Kong	1,199	115	83	6.9%

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

Fiscal Year to Date 2025



October 2024 – February 28, 2025

Total: 301,372 (44.0% of 2019)

% Market Mix	Origin	2019	2024	2025	% of 2019
49.3%	Korea	310,791	191,713	148,688	47.8%
31.9%	Japan	277,578	87,128	96,189	34.7%
10.0%	US/Hawaii	38,392	35,351	30,270	78.8%
1.9%	Philippines	8,961	5,551	5,718	63.8%
1.0%	Taiwan	11,284	1,311	3,005	26.6%
0.7%	China	7,252	2,108	2,122	29.3%
0.1%	Hong Kong	3,227	354	247	7.7%

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

- Chairman Eun stated that the visitor arrivals are “not good.” He shared concerns from his recent occupancy report from the hotel that he’s affiliated with. Chairman Eun expressed to the hoteliers listening that the industry’s struggles are a widespread problem and conveyed that it will be better.

4. MARKET UPDATES

- Ms. Benavente presented the airline schedule for April, May, and June.

MARKET UPDATES



AIRLINE SCHEDULE - APRIL

• Incheon - Guam

**Airline schedule is flexible, subject to change.*

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	10,140
Jeju Air	7C3101	DAILY	10:40	16:05	5,670
Jin Air	LJ913	DAILY	09:20	14:45	5,670
T'way Air	TW305	DAILY	09:00	14:30	5,670
TOTAL					27,150

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W	21:00	02:00+1	3,213
TOTAL					3,213

*LJ921: Apr 2nd-Jun 21st: 4/W, Jun 23rd-Aug 24th: Daily, Aug 27th-Oct 1st: 4/W, Oct 2nd-13th: Daily, Oct 15th-Oct 25th: 4/W



TOTAL OUTBOUND
SEAT CAPACITY
(APRIL):

30,363 SEATS

MARKET UPDATES



AIRLINE SCHEDULE - MAY

• Incheon - Guam

**Airline schedule is flexible, subject to change.*

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	10,478
Jeju Air	7C3101	DAILY	10:40	16:05	5,859
Jin Air	LJ913	DAILY	09:20	14:45	5,859
T'way Air	TW305	DAILY	09:00	14:30	5,859
TOTAL					28,055

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W	21:00	02:00+1	3,402
TOTAL					3,402

*LJ921: Apr 2nd-Jun 21st: 4/W, Jun 23rd-Aug 24th: Daily, Aug 27th-Oct 1st: 4/W, Oct 2nd-13th: Daily, Oct 15th-Oct 25th: 4/W



TOTAL OUTBOUND
SEAT CAPACITY
(MAY):

31,457 SEATS

- Chairman Eun inquired about including the nighttime flight, to which Ms. Benavente said it will start in June.

MARKET UPDATES



AIRLINE SCHEDULE - JUNE

• Incheon - Guam

*Airline schedule is flexible, subject to change.

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE421	DAILY	09:45	15:15	10,140
	KE423	DAILY	18:40	00:00+1	10,140
Jeju Air	7C3101	DAILY	10:40	16:05	5,670
Jin Air	LJ913	DAILY	09:20	14:45	5,670
	LJ915	DAILY	19:30	01:00+1	5,670
T'way Air	TW505*	DAILY	09:00	14:30	3,780
TOTAL					41,070

*TW505: Jun 21st – Jul 18th: Temporary suspension

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jin Air	LJ921*	4/W & Daily	21:00	02:00+1	3,780
TOTAL					3,780

*LJ921: Apr 2nd-Jun 21st: 4/W, Jun 23rd-Aug 24th: Daily, Aug 27th-Oct 1st: 4/W, Oct 2nd-13th: Daily, Oct 15th-Oct 25th: 4/W



TOTAL OUTBOUND
SEAT CAPACITY
(JUNE):

44,850 SEATS

- Ms. Benavente noted Korea Air's flight 423, a Boeing 777, has significantly increased seat capacity, which she highlighted as major news. She noted that even before the pandemic, they hadn't operated such a large flight at night. Additionally, Jin Air will be adding a second daily flight arriving at 1 a.m.
- Ms. Benavente shared that GVB will be collaborating with hotels to facilitate an early check-in for guests arriving on nighttime flights. By July, we anticipate a total of three night flights arriving from Incheon: Jeju Air, Korean Air, and Jin Air. GVB will be reaching out to their members again to finalize the operational details of this plan, to ensure a seamless experience for our customers arriving in June and July, and to clearly communicate the benefits they can anticipate. Ms. Benavente told the committee to expect further information from GVB soon regarding this initiative. Chairman Eun proposed a collaboration with the Guam Hotel and Restaurant Association (GHRA). He mentioned that Korean airline representatives have contacted him seeking accommodations from hotels, specifically early check-in waivers. Incorporating such provisions would positively reinforce the airlines' efforts.

- Ms. Benavente presented the competitive destination update.



COMPETITIVE DESTINATION UPDATE



Saipan: Specific Issue

- N/A

Airline Operation Status		
ICN - SPN	FREQUENCY	14/W



Hawaii : Specific Issue

- N/A

Airline Operation Status		
ICN - HNL	FREQUENCY	17/W

- Chairman Eun proposed gradually creating synergy with the CNMI to enable visitors to stay longer, similar to Hawaii's multi-island approach. While there is currently one direct flight, another airline is looking to add service, which could help justify a regional travel approach.

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Thailand: Specific Issue

- The recent earthquake in Myanmar is expected to decrease foreign tourist arrivals in Thailand by 10%-15% in the coming weeks, compounding existing concerns over safety and declining Chinese visitors, which may significantly impact the tourism-dependent economy.

Airline Operation Status		
ICN	FREQUENCY	129/W
	DESTINATIONS	BKK, HKT, CNX, DMK
PUS	FREQUENCY	21/W
	DESTINATIONS	BKK, CNX
TAE	FREQUENCY	7/W
	DESTINATIONS	BKK
CJJ	FREQUENCY	7/W
	DESTINATIONS	BKK
TOTAL FLIGHT OPERATION		164/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Philippines: Specific Issue

- The Philippine government has passed a new VAT refund law for non-resident tourists to boost shopping tourism and economic growth.

Airline Operation Status		
ICN	FREQUENCY	145/W
	DESTINATIONS	MNL, CRK, KLO, TAG, CEB
PUS	FREQUENCY	33/W
	DESTINATIONS	MNL, CEB, CRK, TAG, KLO
CJJ	FREQUENCY	2/W
	DESTINATIONS	CRK
TOTAL FLIGHT OPERATION		180/W

- Chairman Eun inquired about visa-waiver updates, and management reported none. President & CEO Régine Biscoe Lee stated they would engage with the

Congressman early next week to re-initiate discussions due to the change in US administration, emphasizing its high priority.

- Chairman Eun asked Ms. Leon Guerrero to comment on GVB's recent efforts with Malaysia. She shared that a GVB delegation will be going to Malaysia next week. Additionally, GVB will be bringing 50 Malaysian travel agents and media to Guam. Pre-pandemic, Guam saw positive progress with the Malaysian market, including a partnership with Apple Vacations. Malaysia was specifically targeted due to its citizens not requiring a visa to visit Guam and Saipan. The Malaysian traveler profile is promising, with visitors tending to be higher-spending individuals. A new partnership with Philippine Airlines and a travel agency called One Click is focused on promoting connecting flights through Manila. Chairman Eun shared his meeting with PAL yesterday and concluded that establishing a direct flight would likely be challenging. Ms. Leon Guerrero agreed, explaining that there are certain routes for entry into the United States. She also expressed doubt that flights would be allowed into Malaysia and Guam. Vice President Mr. Gerry Perez added that next to Malaysia is Brunei, and that's also on the Visa Waiver Program and utilizing their own planes. Mr. Perez reemphasized the importance of getting the synergy to diversify our market.

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Vietnam: Specific Issue

• N/A

Airline Operation Status		
ICN	FREQUENCY	369/W
	DESTINATIONS	DAD, CXR, SGN, HAN, HPH, DLI, PQC
PUS	FREQUENCY	91/W
	DESTINATIONS	DAD, CNX, SGN, HAN, DLI, PQC
TAE	FREQUENCY	19/W
	DESTINATIONS	DAD
CJJ	FREQUENCY	15/W
	DESTINATIONS	DAD, CXR, PQC
TOTAL FLIGHT OPERATION		494/W

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



Japan: Specific Issue

- **Aero K Airlines is significantly expanding its international routes from Cheongju International Airport**, adding new connections to Ibaraki in April, Fukuoka and Obihiro in May, and Kitakyushu and Hiroshima in June, in addition to its existing routes to Osaka, Tokyo, Sapporo, and Nagoya.

Airline Operation Status		
ICN	FREQUENCY	908/W
	DESTINATIONS	NRT, HND, KIX, FUK, NGO, CTS, OKA, KMJ, TAK, KOJ, OKJ, YGJ, KIJ, AOJ, KMI, KMQ, UBJ, MYJ, FSZ, OIT, KKJ, SDJ, HIJ, HSG, SHI, AKJ, OBO, UBJ, TKS
GMP	FREQUENCY	112/W
	DESTINATIONS	HND, KIX
PUS	FREQUENCY	212/W
	DESTINATIONS	NRT, KIX, FUK, CTS, NGO, MYJ, OKA, AKJ, KMJ
TAE	FREQUENCY	28/W
	DESTINATIONS	NRT, KIX, FUK, CTS
CJJ	FREQUENCY	52/W
	DESTINATIONS	KIX, NRT, FUK, CTS, IBR, NGO
CJU	FREQUENCY	10/W
	DESTINATIONS	KIX
TOTAL FLIGHT OPERATION		1,322/W

- Ms. Benavente highlighted the significance of observing Japan's travel trends, noting that nearly a third of all Korea outbound travel goes to Japan.
- Mr. Monte Mesa (Guam Premier Outlets and Tumon Sands Plaza) inquired about the six international ports in Japan with existing outbound flights. While acknowledging Japan's appeal, he questioned the potential to grow interest in Guam within these same locations, given its large population base. Ms. Benavente stated that there is an opportunity and asked Country Manager Mr. Jay Park to share his recent meeting with Aero K. Jay discussed his meeting on Monday with the Vice President of Aero K, located in the Cheongju area near Daejeon. As of now, Aero K has seven aircraft and anticipates adding three more by the end of the year, which presents a potential opportunity for direct flights from Cheongju to Guam. While regulatory policies, procurement, and necessary permissions from the Korean government will need to be addressed, the target for initiating these flights is the summer of 2026. Further meetings are planned, potentially involving a law firm, to navigate these permissions from the Minister of Transportation. Updates will be provided as progress is made.
- Chairman Eun stated that there's intense competition among Korean and Japanese airlines, leading them to explore diverse destinations. He stressed focusing on realistic, achievable actions. Regarding Saipan's efforts in Korea, he cautioned that airlines might withdraw if competitors enter the market. He also noted United Airlines received verbal approval for a new aircraft but clarified it doesn't guarantee increased daily flights. Ultimately, he emphasized doing the best within their capabilities.

MARKET UPDATES



COMPETITIVE DESTINATION UPDATE



China: Specific Issue

- Korean airlines are increasing flight frequencies to China as the exchange rate nears KRW 1,500 due to domestic political instability and the upcoming announcement of reciprocal tariffs by the U.S. government, aiming to improve profitability by focusing on routes less affected by high exchange rate pressures.

Airline Operation Status		
ICN	FREQUENCY	845/W
	DESTINATIONS	PEK, PVG, TSN, CAN, SHE, SZX, DLC, NKG, TAO, MDG, XIY, YNZ, YNJ, CGQ, TFU, CKG, CGO, XMN, HGH, KWL, DYU, YNT, WUX, CSX, HRB, WEH, KMG, YTY, JMU, SJW, SYX, TNA, WUH, HAK, WNZ, TNA, PKX, YIH, HET, HFE
GMP	FREQUENCY	55/W
	DESTINATIONS	PEK, PXX, SHA
PUS	FREQUENCY	56/W
	DESTINATIONS	PEK, PVG, SHE, TAO, YNJ, DYU, SYX, XIY, TNA
TAE	FREQUENCY	13/W
	DESTINATIONS	DYG, PVG, YNJ
CJJ	FREQUENCY	12/W
	DESTINATIONS	KWE
CJU	FREQUENCY	127/W
	DESTINATIONS	PEK, PVG, TSN, CSX, NTG, DLC, NKG, NGB, SHE, HGH, CGQ, CGO, HFE, PKX, KHN, XIY, SZX
TOTAL FLIGHT OPERATION		1,108/W

5. OLD BUSINESS

- Senior Marketing Manager Mrs. Margaret Sablan presented the accomplished marketing projects.

OLD BUSINESS



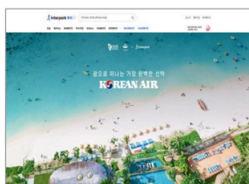
FY2025 ACCOMPLISHED PROJECT: AIRLINE CO-OP

- Period & Time: February - March, 2025
- Channel: Korean Air, Jin Air, Jeju Air, T'way Air
- Summary
 - Launched Guam route promotions across multiple sales channels to drive demand.
 - Created dedicated promotion pages in partnership with airline and travel platform partners.
 - Boosted ticket sales through targeted campaigns and visibility-enhancing initiatives.
 - Offered limited-time airfare discounts and bundled benefits on hotels and activities.
 - Strengthened overall market interest and engagement with Guam as a travel destination.

Airline Co-Op Promotion

KOREAN AIR

- Period: March 4 - March 31
- Channel: TA channels
- Promotion Type: B2B Promotion



JINAIR

- Period: February 27 - March 12
- Channel: Website
- Promotion Type: B2C Promotion



JEJUair

- Period: March 20 - March 31, 2025
- Channel: Jeju Air channels
- Promotion Type: B2C Promotion



t'way

- Period: March 10 - March 31, 2025
- Channel: TA channels
- Promotion Type: B2B Promotion



OLD BUSINESS



FY2025 ACCOMPLISHED PROJECT: Q3 ONLINE PROMOTION

- Period: March 10 - March 30, 2025
- Channel: GVB Korea online promotion microsite
- No. of Participants 10,686 participants
- Summary
 - Launched online promotion page introducing Ko'Ko' Road Race
 - Featured running-themed consumer event raising 10,686 event participants
 - Exposed 7 Ko'Ko' Road Race OTA promotions to encourage marathon travel reservations
 - Increased overall exposure and awareness of Ko'Ko' Road Race along with 350+ Instagram UGCs (Feed&story) of promotion shares



6. NEW BUSINESS


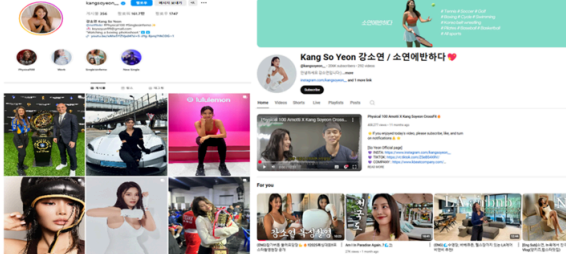
- Mrs. Sablan presented the ongoing/upcoming marketing projects.

NEW BUSINESS



FY2025 UPCOMING PROJECT: KO'KO' ROAD RACE PROJECT: CO-OP WITH SPORTS INFLUENCER

- Period: April 9 - April 14, 2025
- No. of Pax: 4 pax (1 Influencer, 1 Manager, 2 Filming crew)
- Hotel: Westin Resort Guam
- Channel: Kang So Yeon's Instagram and Youtube Channel
- Scheme:
 - Invite Sports Influencer and target the key source market
 - Showcase Guam's running environment and travel highlights via contents postings
- Deliverables: 1 YouTube Content, 1 Instagram feed post, 1 Instagram Story, Images
- Media Value: 1,617,000 +@

Kang So Yeon	SNS Channel (Instagram & YouTube)
 <p>Kang So-yeon gained widespread recognition after appearing in Season 1 of the popular Korean dating reality show 'Single's Inferno'. Beyond beauty advertisements, she is also broadening her reach into the sports industry, showcasing her versatility across multiple fields.</p> <ul style="list-style-type: none"> ■ Instagram: @kangsoyeon (1.6M) ■ Youtube: @kangsoyeon (206K) 	

NEW BUSINESS



FY2025 UPCOMING PROJECT: KO'KO' ROAD RACE PROJECT: MEDIA TIE-IN (WOMEN SENSE & MONEY TODAY)

- Period: April 9 - April 14
- Media: Women Sense Magazine
- Hotel: Pacific Island Club Guam (PIC)
- Channel:
 - Website: <https://www.womansense.co.kr/woman>
 - Instagram (IM): <https://www.instagram.com/womansense/>
- Circulation: 100,000 monthly
- Scheme:
 - Invite selected Women Sense K-kid (Kids ambassador) and filming group to Guam for Ko'ko' Kids Fun Run.
 - Promote Ko'ko' Road Race and Kids Fun Run with activities and the island of Guam through advertorials to target family with kids
- Deliverables: Advertorials in May or June issue, website exposure incl. banner ad, Woman Sense Instagram postings, influencer postings
- Media Value: \$2,576,500 (estimated)

Media	Influencer Profile (Mom and Daughter)	Example Image of Women Sense
		

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> ■ Target 3050 young mom ■ Circulation 100,000 monthly | <ul style="list-style-type: none"> ■ Name Goeun (K-Queen 11th) ■ Instagram @ggon_nim (15K) ■ Show host and Model | <ul style="list-style-type: none"> ■ Name Jiwoo (K-Kids1st) ■ Birth Born in 2016 |
|--|--|--|

* Images Generated by AI

NEW BUSINESS



FY2025 UPCOMING PROJECT: KO'KO' ROAD RACE PROJECT: CONSUMER BRAND COLLABORATION WITH GO PRO

- Period: April 9 – April 14, 2025
- No. of Pax: 4 pax (4 Go Pro Influencers)
- Hotel: Westin Resort Guam
- Channel: Go Pro Official SNS Channel & Go Pro Influencer Channel
- Scheme:
 - Collaborate with Go Pro Family influencers and create Guam visual assets & contents capturing key moments of the Ko'ko' Road Race and activities in Guam
 - Influencers to participate in Ko'ko' Road Race 5K Ekiden Relay
 - Generated Guam contents to be exposed on Go Pro and each influencer's Instagram channel
- Deliverables: 3+ IG postings Go Pro, 5+ IG postings per influencer, 30+ still images for GVB usage per influencer, 30+ video clips per influencer, etc.
- Media Value: \$505,450 (estimated)

Go Pro Korea SNS Channel & Co-op Reference



Go Pro Influencers



NEW BUSINESS



FY2025 UPCOMING PROJECT: KO'KO' ROAD RACE PROJECT: CO-OP WITH MAJOR PARTNERS

- Period: April 11 – April 14, 2025
- Hotel: Lotte Hotel Guam
- Partners: Visa Korea & CHA University
- Objective:
 - To strengthen partnerships with key stakeholders by engaging them directly in the event
 - To produce high impact visual assets & contents through GoPro influencer collaboration
- Program (tentative):
 - Welcome Reception
 - Ko'Ko' Road Race Participation & Island Inspection

Major Co-op Partners



CHA University (December 2022)



Visa Korea (March 2024)



- GVB aims to strengthen its relationships with MOU partners and utilize their services in Korea. Mrs. Sablan noted that GVB will be collaborating more with VISA and Naver Pay in the future. She added that the data these partnerships provide is valuable for GVB's programming. Chairman Eun asked the Korea team to elaborate more on the co-ops. Jay

explained that the partnership with VISA Korea allows GVB to access travel consumer behavior trends and data to better target market segments. This core partnership can lead to collaborations with other entities like VISA Card and Shinhan Bank. Additionally, the MOU with Cha University focuses on the senior and sports markets, aiming to develop specific tour products and potential programs like medical check-up benefits for Guam residents. Chairman Eun emphasized the need for follow-up details after MOUs, and Jay outlined plans for developing specific tour products and internship programs. Ms. Leon Guerrero clarified that the VISA Korea agreement's bottom line is increased spending on the island, benefiting businesses and tax revenue. Vice President Perez added that MOUs are a gateway for developing strategic alliances across different segments. Mr. Mesa inquired about expenditure data from Visa Korea on Guam. Mrs. Sablan responded that they are restarting exit surveys to gather crucial visitor spending information (what, where, and duration), which is especially important since exit surveys were previously unavailable.

NEW BUSINESS



FY2025 UPCOMING PROJECT: 2025 BUSAN INTERNATIONAL EDUCATION & CAREER FAIR

- Period & Time: April 18 – April 19, 2025 (10:00 – 18:00)
- Venue: BEXCO Exhibition Center 2 – 4E Hall, Busan, Korea
- Host: Korea Trade Fairs LTD
- Main Program: Exhibition, 1:1 Consultation Session, Seminars
- GVB Co-Exhibitors: Crowne Plaza Resort Guam, Guam Guam Style Consulting & BTACS
- GVB Booth Event: SNS Follow & Survey (Guidebook/Giveaway distribution and lucky draw)

해외 유학·이민 박람회
International Education & Emigration Fair

GVB Co-Exhibitors



2025 International Education & Career Fair in Seoul



- Mrs. Sablan acknowledged the first International Education & Career Fair in Busan. She thanked Crowne Plaza Hotel, Guam Guam Style Consulting, and Business and Technology Academy Charter School for providing materials for distribution at the event.










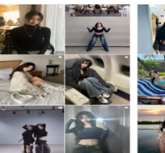
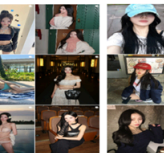
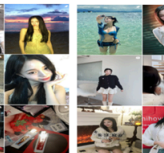

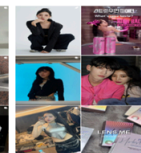
NEW BUSINESS



FY2025 UPCOMING PROJECT: GUAM CONTENT DEVELOPMENT W/ NPhER

- Period: April 29 – May 4
- Dance Crew: NPher
- No. of Pax: 10 pax (6 NPher dancer, 2 Producer & videographer, 2 GVB Korea)
- Objective:
 - To produce a high-quality Guam promotional video in collaboration with influential dance crew
 - To increase interest and awareness of Guam by highlighting its iconic travel spots in an entertaining and interactive manner
- Scheme:
 - Collaborate with a rising dance crew 'NPher' and produce a Guam promotional video featuring diverse Guam travel spots
 - Videos tailored to various media formats, ranging from full horizontal promotional videos to vertical short form to be produced
 - Generated contents to be promoted through NPher & NPher individual members' channel



NPher & NPher Members						
NPher	Ewoll	Ye Darm	Betty	Ye Young	Ji Hyun	Roa
 @NPherOFFICIAL Followers : 7.2K	 @npher_official Followers : 1.7K	 @e_wolly Followers : 57.3K	 @y.darmy Followers : 62.1K	 @forevoryoxq Followers : 49K	 @ve..young Followers : 83.6K	 @ji_hyuunn Followers : 7.8K
						

- Ms. Soun provided more background on the upcoming Guam Content Development project with NPher. Several years ago, the Korea Tourism Organization (KTO) invested significantly in a partnership with a well-known dance group. They branded a film showcasing Korea hotspots, which garnered over 20 million views and was very successful. Inspired by this, GVB Korea is considering a similar approach to showcase Guam's attractions in a way that appeals to the younger generation (20s to 40s in the FIT market) beyond traditional methods. Mrs. Sablan further explained that this strategy would highlight Guam's scenic spots and beauty, giving potential first-time visitors an idea of what to expect. Mr. Mesa emphasized the importance of establishing a baseline and tracking the increase in visitors, particularly within the younger generation targeted by influencer marketing, to measure the return on investment. Ms. Soun explained that these influencer projects aim for long-term brand building for Guam, reaching younger generations for future visits. Mr. Mesa reiterated the need to track visitor numbers and age categories through research and customs data to measure the success of these initiatives. Mr. Young Min Kim (Pacific Islands Club) questioned the popularity of the K-pop dance group being brought to Guam, suggesting that better-known performers would yield greater exposure. Chairman Eun cited cost as an issue. Mrs. Sablan acknowledged the comments, stating that the chosen group is up-and-coming, and explained that more popular K-pop dance groups are more costly. She shared that more in-demand (and expensive) celebrities would be featured in the next project.

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FY2025 UPCOMING PROJECT: THREE IN THE CITY YOUTUBE SHOOTING

- Period: May 15 – May 18, 2025
- No. of Pax: 12 pax (3 Celebrity, 9 Production Group)
- Concept: Luxury Travel with Friends + Music Video Filming
- Objective:
 - To leverage the strong influence of celebrities and their Youtube channels and to introduce Guam as a top travel destination to a broad audience
 - To capitalize on the show's main viewer demographic, which includes millennials and Gen X travelers who seek unique travel experiences
- Deliverables:
 - 2 Guam-branded video on Jang Young Ran YouTube channel
 - 1 travel content on Hong Jin Kyung's Youtube channel
 - 1 travel content on Lee Ji Hye's Youtube channel



- Mrs. Ham introduced the "Three in the City" YouTube shooting project, mentioning the three famous Korean celebrities with their own channels who will film in Guam with a luxury concept from May 15-18. The filming will include shopping and visits to scenic spots, resulting in two Guam branding videos and a total of five videos. Ms. Soun provided additional details about the "Three in the City" project, emphasizing the cost-effectiveness of working with these popular celebrities who have a targeted family audience interested in fashion, food, and parenting. Their combined YouTube presence offers a great deal for reaching the desired market segments (mom, family, young, rich families). The goal is to film in June, pending visa approvals. Chairman Eun asked if the investment in the "Three in the City" project is profitable, noting the difficulty in getting direct feedback on its impact on arrivals. He inquired about the general approach to tracking the results of such activities (e.g., views, actual arrivals) and sought a general idea of the penetration in terms of actual arrivals based on view counts. Ms. Leon Guerrero shared that GVB recently contracted with a company to expand data collection and analyze the effectiveness of promotions. They are setting up systems, including geofencing, to track potential upticks in visits to promoted locations like Two Lovers Point, although direct attribution might be challenging. Exit surveys are also being reinstated to add more data. Mr. Perez mentioned the upcoming launch of Symphony as part of tourism economics in May. This platform will help build unique attribution models to track spending, customer movement in clusters, and measure sales and revenue. Symphony has proprietary information and access to financial institution data, making attribution more feasible. Chairman Eun: Recalled a KGTA meeting where a survey by Baldyga Group indicated that most visitors come for the ocean and blue sky. He questioned how to interpret this data – whether to focus on natural resources or expand beyond that. He stressed the need for scientific understanding of data and a feedback

system for accountability in marketing decisions, not to hinder execution but to ensure the right decisions are made. Mr. Perez explained that generating psychographic information on customers is a key benefit of their data analysis efforts.

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FY2025 UPCOMING PROJECT: WEDDING FAM TOUR

- Period: May 21 - May 25, 2025
- Participants: 22pax
- Participants company: Destination wedding companies, travel agencies, wedding magazine, wedding related consumer brand
- Program:
 - May 21: Depart to Guam
 - May 22: Guam Wedding Networking Summit
 - May 23-24: Hotel/Wedding Venue Inspection/ Southern Island Tour
 - May 25: Depart to Korea
- Objective:
 - To position Guam as a premier wedding and honeymoon destination for the Korean market
- Scheme
 - To invite representatives to experience Guam's top wedding venues, luxury accommodations, and unique cultural offerings firsthand.
 - To increase partnerships, awareness, provide opportunities to participate in site inspections, networking, and curated experiences.

Potential partners



- Mr. Mesa questioned if destination weddings would be popular given Korean culture, where weddings are often seen as investments. Chairman Eun explained that generally in Korea weddings are an investment and since they cannot collect their investment back abroad, destination weddings are less common, though smaller. However, he mentioned that remarriage ceremonies abroad might be a niche. Ms. Soun noted that collecting "wedding money" is typical in Korea, however, there is a trend with younger couples to have destination weddings. Mrs. Sablan highlighted that Koreans might seek a tropical American wedding style experience and photos, even if not a full traditional wedding. Mr. Mesa inquired about Korean wedding trends, and Chairman Eun mentioned people are becoming less inclined to go through elaborate wedding processes. Mr. Mesa inquired about strategies to attract more honeymooners, given Guam's past popularity for them. Chairman Eun initially responded that honeymooners are already coming and should proceed as usual. Ms. Leon Guerrero also mentioned an article indicating an increase in Korean weddings, prompting Mr. Mesa to suggest a potential rise in honeymooners, which he considered a positive long-term prospect. Mr. Kim recalled Guam's greater popularity as a honeymoon destination in the past. Chairman Eun clarified that the current discussion focused on wedding familiarization tours, not specifically honeymooners.

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FY2025 UPCOMING PROJECT: 40TH SEOUL INTERNATIONAL TRAVEL FAIR (SITF)



- **Period & Time:** June 5 – June 8, 2025 (10:00 – 18:00)
- **Venue:** COEX C Hall (3F), Seoul, Korea
- **Host:** Seoul International Travel Fair Organization Committee, The International Tourism Forum
- **GVB Booth:** (10) independent booth spaces
- **Objective:**
 - To enhance Guam's visibility and appeal as a premier travel destination by highlighting various facilities and programs offered by KMC members.
 - To provide visitors with an immersive experience of Guam's culture through performances and interactive engagements.
 - To enhance Guam's presence in the Korean tourism market by engaging with both B2B and B2C audiences.
 - To attract more visitors through interactive participatory events and giveaway distribution at the booth.
 - To foster media engagement, strengthen relationships with travel professionals, and direct interactions with potential travelers.
- **Participation:** Co-exhibitors limited to (7) organizations due to limited space (\$3,500 per organization)



- Mrs. Sablan reported that invitations for the SITF have been sent, and numerous companies are showing interest, with limited spots remaining. The committee is advised to inform GVB if they wish to participate in SITF so they can coordinate.
- Chairman Eun inquired about any scheduled functions for June 4th. Jay confirmed a B2C event at Hanwha baseball stadium in Daejeon, a collaboration with a pitcher featuring 1st pitch and B2C consumer events before the game. Detailed schedule information for June 4th will be provided. The newly rebuilt Hanwha stadium, launched this year with brand new facilities including an infinity swimming pool, has garnered significant media attention, especially from sports-related outlets.
- Ms. Benavente presented the FY2025 Budget Summary.

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BUDGET SUMMARY: KOREA MARKETING BUDGET \$5.5M (+ \$4M)

Account Title	Budget	Paid	Committed	Remaining \$	Remaining %
Travel Agent Co-Ops & Sales Calls	\$ 438,000.00	\$ 119,663.79	\$ 149,500.00	\$ 168,836.21	38.55%
Airline Co-ops & Load Factor Incentives	\$ 821,000.00	\$ 160,000.00	\$ 257,000.00	\$ 404,000.00	49.21%
Airline Turnaround Support	\$ 5,000,000.00	\$ -	\$ 731,000.00	\$ 4,269,000.00	85.38%
Social Media and Digital Media Buys	\$ 600,000.00	\$ 141,826.04	\$ 133,136.86	\$ 325,037.10	54.17%
Public Relations, Advertising, and Media Tie-ins	\$ 795,000.00	\$ 42,200.00	\$ 420,840.00	\$ 331,960.00	41.76%
Familiarization Tours	\$ 100,000.00	\$ -	\$ 78,000.00	\$ 22,000.00	22.00%
Sales Market Development	\$ 1,249,200.00	\$ 132,984.72	\$ 518,644.00	\$ 597,571.28	47.84%
BUDGET GRAND TOTAL	\$9,003,200.00	\$ 596,674.55	\$ 2,288,120.86	\$ 6,118,404.59	67.96%
	<i>*exclusive of retainer fees</i>				

- Ms. Benavente said the airline turnaround support program is a constantly evolving situation. There are potential deals in the pipeline that could shift the budget numbers. However, overall, they are tracking as expected so far.

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[PRELIMINARY] FY2026 GVB KOREA MARKETING BUDGET BREAKDOWN: \$5M

Account #	MARKET FY2025 MARKETING PROGRAMS	FY2026 TOTAL		FY2026 vs FY2025			
		BUDGET	%	FY2026 BUDGET	FY2025 BUDGET	FY26 vs FY25	
ADMIN	South Korea Country Manager Retainer Fee	\$ 100,800	2.0%	\$100,800	\$100,800	1.8%	\$0
PRE001	Korea Marketing Rep Retainer Fee	\$ 396,000	7.9%	\$ 396,000	\$396,000	7.2%	
AIP0024	Airline Co-Op Promotions	\$ 535,000	10.7%				
	Airline Incentive Program	\$ 460,000	9.2%	\$ 1,995,000	\$1,821,000	33.1%	\$ 174,000
	Airline Support Program	\$ 1,000,000	20.0%				
SMD019	Travel Agent Co-Op Promotions	\$ 470,000	9.4%				
	Sales Calls	\$ 58,000	1.2%	\$ 528,000	\$438,000	8.0%	\$ 90,000
	Guam Content Production & Support	\$ 100,000	2.0%				
ADV011	Out of Home / Media Advertisement	\$ 100,000	2.0%	\$390,000	\$795,000	14.5%	-\$405,000
	Consumer Brand Collaboration	\$ 100,000	2.0%				
	Media Tie-In Projects	\$ 90,000	1.8%				
DIG001	Influencer Channel Co-Op Promotions	\$ 100,000	2.0%				
	SNS Promotion & Campaign	\$ 120,000	2.4%	\$580,000	\$600,000	10.9%	-\$20,000
	Digital Media Buying	\$ 360,000	7.2%				
TTC018	Familiarization Tours	\$ 110,000	2.2%	\$ 110,000	\$100,000	1.8%	\$10,000
SMD023	In-Country Offline Shows	\$ 330,000	6.6%				
	Destination Development Project	\$ 240,000	4.8%				
	MICE Group Incentive Program	\$ 80,000	1.6%	\$900,200	\$1,249,200	22.7%	-\$349,000
	New Market Development	\$ 100,000	2.0%				
	On Island Promotion	\$ 50,000	1.0%				
	Promotional Giveaways / Collateral Printing	\$ 100,200	2.0%				
		\$5,000,000	100.0%	\$5,000,000	\$5,500,000	100%	

- Ms. Benavente shared a preliminary Korea marketing budget for the next fiscal year. The current fiscal year budget is \$5.5 million, with a projected 10% reduction for the next year, potentially due to decreased tourism impacting TAF revenue. Chairman Eun sought a comparison of government budgets across fiscal years 2024, 2025, and 2026 to identify increases or decreases. Mr. Perez noted a lag in the TAF run rate and confirmed an increase in the government bond. Chairman Eun suggested the GVB budget, excluding KMC, could have been higher with more non-TAF contributions. Chairman Eun presented a simplified calculation: 3 nights at \$200, approximating a 15% combined rate for BPT and hotel occupancy tax. He noted that while BPT and hotel occupancy tax have slight differences, and businesses below \$1 million are exempt from the 5% BPT, he used a rounded figure. Based on past data of Korean travelers spending \$451 and a 5% BPT, a hypothetical 1 million arrivals could generate \$184 million in tax revenue (including BPT, hotel occupancy tax, and employees' income tax, but not corporate income tax). Given the current fiscal year's estimated 750,000 arrivals, this would equate to roughly \$150 million in tax revenue. Chairman Eun emphasized that this tax revenue, even if not solely for tourism or GVB, justifies the appeal for increased budget allocation, especially considering the timeline of construction build-up and the consistent strength of the retail and wholesale industries in employment, though tourism has the highest number of employees. He stressed the need to protect jobs and sustain employment. Mr. Perez added that approximately 70 to 75 visitors support one tourism-related job, highlighting the underfunding relative to a target of 15,000 to 20,000 jobs. Chairman Eun agreed, stating historical underfunding and a misunderstanding of hotel occupancy tax contributions, noting that local residents also significantly benefit from tourism amenities like restaurants. He advocated for more funding. President Lee emphasized the role of research and exit surveys in demonstrating tourism's impact to the legislature to secure additional funding beyond the TAF. Chairman Eun recalled an early conversation about the radical idea that if GVB funding relies solely on hotel occupancy tax, then other industries might seem irrelevant. He questioned the fairness of an 11% BPT and a potential 15% levy on the hotel industry when competing with Southeast Asia and facing low exchange rates for the Japanese Yen and Chinese Yuan, especially with a potentially lower budget. Mr. Perez pointed out the induced employment in the service industry and other businesses created by tourism. Chairman Eun urged confidence and the need for proper government budget support. President Lee reiterated that the discussion aimed to prepare for the board meeting. Ms. Benavente indicated plans to increase the budget back to \$5.5 million. Chairman Eun expressed his desire for funding not to be solely tied to the hotel occupancy tax, as their work extends beyond that. Mr. Perez concurred, noting the constraint due to the lack of necessary non-TAF support.

- **Committee Discussion**

- Mr. Kim inquired about the SITF participation. Ms. Benavente shared that while the initial limit is 7 companies, they aim to accommodate everyone if possible. If more than 7 companies express interest, they will be placed on a waitlist. After finalizing the booth design and considering the 10 reserved booth spaces (including GVB and the stage), they will

assess how many additional participants can be accommodated. Ms. Leon Guerrero said their priority is to maximize participation without overcrowding. Ms. Benavente noted that participation will be on a first-come, first-served basis.

- During a recent KGTA meeting, Mr. Kim noted that while overall overseas travel is nearing pre-COVID levels, inbound tourism from Korea remains significantly lower than in 2019. He suggested it would be beneficial for members to have data on the age demographics of current arrivals compared to 2019. Compiling this age-group information would be valuable for understanding the current market. Ms. Leon Guerrero confirmed they can get that data compiled. Chairman Eun acknowledged the value of this information, noting that while South Korea's population decrease isn't drastic, demographic trends are rapidly evolving.
- Chairman Eun initiated a discussion about promoting optional tours on the GVB website, clarifying that he doesn't perceive this as a conflict of interest. He suggested showcasing various activities like shows, parasailing, dolphin encounters, and moonlight photography, acknowledging existing competition but emphasizing the importance of exposing these options to broaden Guam's appeal beyond beaches. Mr. Perez concurred, stating their obligation to advertise the complete "value chain of experience," including retail and tours. Ms. Leon Guerrero added that members contribute to this by providing images and descriptions for the website. Chairman Eun urged further action on this and requested KGTA to hold separate meetings with different industry sectors to facilitate their exposure, highlighting the need to showcase Guam's diverse offerings. Ms. Leon Guerrero agreed to coordinate training on their CRM system to enable members to update their information and upload frequently.
- Mr. Mesa referred to the 2025 budget slide. He acknowledged the appreciated growth in the Korean market and mentioned a significant investment to support the Korea market with a higher budget. Mr. Mesa mentioned that the current year's budget for the Korea market is a record 9 million. While a 5 million budget was allocated for the airline strategy (with 731,000 already committed), there's a remaining 4.2 million. He questioned whether this remaining amount would be carried over to the 2025-2026 budget. President Lee indicated that some of it is already committed for specific programs, pending agreement signatures, as Ms. Leon Guerrero confirmed that this figure would change rapidly. Chairman Eun addressed a specific request for a \$30,000 per day turnaround, which he chose not to approve immediately. He emphasized the need for balance and harmony with other agencies and airlines, highlighting the financial challenges faced by airline companies as well. Maintaining amicable relationships, beyond mere commercial transactions, was deemed valuable.
- Mr. Mesa acknowledged the Korea market's success despite external challenges, specifically mentioning two airline incidents that disrupted their plans. He emphasized that they trust Jay and the team, aligning with the chairman's statement about avoiding micromanagement. The expectation is that the team will deliver results, especially considering the financial support provided. Mr. Mesa expressed hope for positive outcomes from their efforts in the Korean market as it recovers.
- Chairman Eun informed the team that based on his daily call with the Korea team, the US is considering lowering the general tariff from 20% to 10% (excluding China). Additionally, the reciprocal tariff is expected to be suspended for 90 days. This caused market fluctuations, with the Korean Won to USD exchange rate showing significant movement in April's forward rate. He acknowledged the tough and dynamic environment but urged everyone to do their best.



7. ANNOUNCEMENTS

- The next KMC meeting will be Tuesday, May 20, 2025, at 3:30 p.m. (subject to change).

8. ADJOURNMENT

- Chairman Eun adjourned the meeting at 4:37 p.m.

Minutes Prepared By:

Cierra Sulla, Marketing Manager – Korea

Minutes Reviewed By:

Margaret Sablan/Nicole Benavente, Senior Marketing Manager – Korea

Minutes Approved By:

Nadine Leon Guerrero, Director of Global Marketing