



JAPAN MARKETING COMMITTEE MEETING

DATE: Tuesday, March 15, 2022

TIME: 2:00 PM

LOCATION: GoToMeeting (<https://www.gotomeet.me/GUAMVISITORSBUREAU/jmc-meeting>)

AGENDA

- I. CALL TO ORDER
- II. APPROVAL OF PREVIOUS MINUTES – February 15, 2022 Exhibit A
- III. REPORT OF THE COMMITTEE CHAIRMAN
- IV. REPORT OF MANAGEMENT  
Presented by Director of Global Marketing, Ms. Nadine Leon Guerrero
  - a. Guam Arrivals Update
- V. MARKET Update  
Presented by GVB Japan Executive Director Yusuke Akiba and GVB Japan Account Director Nobuyoshi Shoji
  - a. Market News
  - b. Airline and Industry Intelligence
  - c. Destination Comparison
  - d. Market trends
- VI. OLD BUSINESS
  - a. Marketing Activities
- VII. NEW BUSINESS
- VIII. ANNOUNCEMENTS
  - a. Next Regular JMC Meeting, Tuesday, April 19, 2022 at 2:00 pm
  - b. Others
- IX. ADJOURNMENT