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EXHIBIT A

JAPAN MARKETING COMMITTEE MEETING MINUTES Tuesday, February 15, 2022 | 2:00 pm GoToMeeting | ID: 196-870-885

Members Present: Observers Present: 1. PHR Ken Micronesia - Milton Morinaga Baldyga Group - Mari Oshima (Board Chairman/JMC Chairman) Baldyga Group - Tomoyuki Goto 2. Ambros, Inc. - Paul Shimizu (JMC Vice-Chairman) Dusit Thani - Miwa Bravo 3. 3. Fish Eye Marine Park - Akihiro Tani (JMC Vice Chairman) Fish Eye - Hideaki Osanai 4. 4. United Airlines - Sam Shinohara 5. Guam Hilton - Kimi Passeur 5. Arlius Wedding (Wedding) - Yoshiki Sato 6. Guam Premier Outlet - Suzanne Perez Guam Premier Outlets - Monte Mesa 7. Guam Reef - Yuki Toshida 7. HTM - Satoru Murata 8. Hotel Nikko Guam - Kazue Sunaga 8. Japan Bus Line - Shun Matsumoto 9. LLT - Katsutoshi Kabasawa 10. Leo Palace - Mitsue Nakamura 11. Micronesia Mall - Carmen Fujiwara Members Absent: 12. Nautech Guam - Bill Nault 9. Guam TV (GIMCA) - Shoji Ogawa 13. Onward - Megumi Butler 10. Hotel Nikko Guam - Kazu Atsuta 14. Rakuten Travel - Kazumi Ikeno 11. Two Lovers Point - Terry Debold 15. The Westin Resort Guam - Yoshihisa Otani 12. Valley of the Latte - David Tydingco 16. The Tsubaki Tower - Hiromi Matsuura 17. TPM - Hiroaki Kamimori 18. TPM - Ichiro Shirata 19. Tumon Sands Plaza - Emmalou Cabrera 20. Triple J - Terry Chung 21. Watabe Wedding - Hideaki Mori **GVB Management/Staff Present:** Observers Absent: Ada's Trust and Investment, Inc. - Sonny Ada Dr. Gerald Perez, Vice President Nadine Leon Guerrero, Director of Global Marketing 2. AK Guam - Michael Anderson Brian Borja - Marketing Manager ASD Auto Spot - Delia De Castro 3. 3. AJ Rosario, Web & IT Coordinator 4. Baba Corporation - Rodeson Basto Regina Nedlic, Marketing Manager - Japan 5. Baldyga Group - Tae Oh 6. Mai Perez, Marketing Coordinator - Japan 6. Baldyga Group - Annie Joe 7. Docomo - Derin Santos 8. Docomo - Michelle Chaco **GVB Japan:** 9. Yusuke Akiba, Shintsu SP Budget - Simon Odoca 1. Nobuyoshi Shoji, Japan Account Director 10. GIMCA - Dave Duenas Masato Wakasugi, Japan Sales/Trade Director 11. Good Luck Corporation - Kazunori Hotta 4. Yoshimasa Yanagihara, Sales/Trade executive 12. Grand Plaza Hotel - Annabelle Santos 5. Katsuji Tanaka, Shintsu SP, Director of Tourism 13. Grand Plaza Hotel - Hiromichi Takamatsu 14. Guam Reef - Yoshinori Oshita 15. Guam Reef Hotel - Akihiko Gondo 16. Guam Plaza - Osamu Takahashi 17. Gumamon - Asher Goldenberg 18. Hard Rock Café - Motonobu Sato 19. Holiday Resort - Kenji Sekine 20. Hyatt - Madel Cosico 21. Hyatt - Jenalynn Park 22. IT&E - Flori Anne Dela Cruz 23. Japan Airlines - Hajime Fujiwara 24. Jungle Jim's Island Adventures - Cliff Shoemake 25. Leap Corporation - Yusuke Imazu 26. Marianas Homegrown Habitat - Jae Yu



27. Nissan Rent A Car - Michael Tamayo28. Nissan Rent A Car - Paul Torres

29. Nissan Rent A Car - James Valencia
30. Onward - Miho Causing
31. Red Door Productions - Ayisha McKinnon
32. Pacific Star - Corey Santos
33. Pacific Star - Frank Quenga
34. Pacific Star - Jessica Chan
35. PIC - Koji Nagano
36. Ralph Lauren - Jenny Carbullido
37. Royal Orchid - Keiko Hirao
38. RYG (GIMCA) - Jerry White
39. Sheraton - Masayo Nakajima
40. Sky Dive Guam - Ricky Woodall
41. Sky Dive Guam - KiYoung Kim
42. Spa Ayualam - Yuta Hasegawa
43. T Galleria - Tak Takano
44. The Westin - Masumi Okada
45. Tommy Hilfiger - Franchezka Suva
46. Tommy Hilfiger - Deanna Crisostomo
47. Tommy Hilfiger - Jenneth Patricio
48. Triple J – Jeff Jones
49. Under Water World- Ayaka Yamaguchi
50. United Airlines - Eilis Baldevia
51. Wyndham Garden/Days Inn - Valerie Blas
52. Watabe Wedding- Daisuke Sato
53. Rakuten Travel - Takayasu Masamichi
54. Rakuten Travel - Mina Muneto
55. Rakuten Travel - Yokosawa Yuri
 56. Rakuten Travel - Dhimant Thakker

CALL TO ORDER

Chairman Milton Morinaga called the meeting to order at 2:00 pm.

APPROVAL OF COMMITTEE MINUTES.

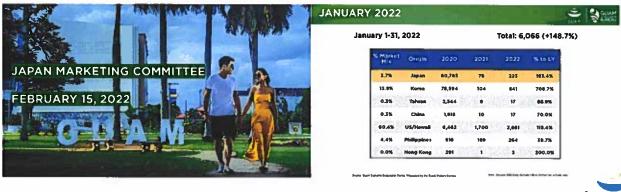
- Mr. Monte Mesa made a motion and seconded by Mr. Satoru Murata to approve the previous JMC meeting's minutes dated January 18, 2022.
- Motion approved.

REPORT OF THE CHAIRMAN

- Chairman Morinaga
 - Welcomed GVB Japan Executive Director Mr. Yusuke Akiba and GVB Japan Account Director Nobuyoshi Shoji and informed their presence at the GVB main conference room
 - o Informed JMC Chairman and Vice-Chairmen are reviewing the JMC committee members.

REPORT OF MANAGEMENT

Director of Global Marketing, Nadine Leon Guerrero

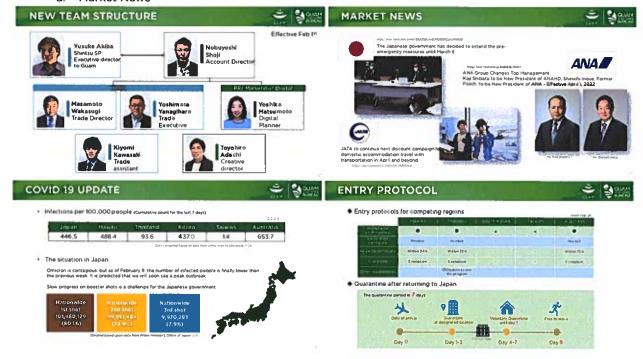






MARKET UPDATE

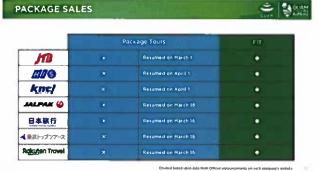
- Director of Global Marketing Ms. Nadine Leon Guerrero
 Introduced the GVB Japan Executive Director Mr. Yusuke Akiba and Account Director Mr. Nobuyoshi Shoji and the GVB Japan team members with a new team structure.
- GVB Japan Executive Director Mr. Yusuke Akiba
 - a. Market News





GVB Japan Account Director Mr. Nobuyoshi Shoji







GVB Japan Account Director Mr. Nobuyoshi Shoji
 Destination Companies





OLD BUSINESS

- GVB Japan Account Director Mr. Nobuyoshi Shoji
 - a. FY 2022 Quarter 2 Activities





NEW BUSINESS

GVB Japan Account Director Mr. Nobuyoshi Shoji
 b. FY 2022 Quarter 3 Plans





its time to unite together to get thru this situation





Focus on PR and SNS activities to stimulate

ZEXY Wedding magazine featured Guard wedding on April 2022 haue with 405P



Question

- GVB Board Director Mr. Sam Shinohara
 - Inquired the difference between the GVB Japan office's new structure from the old structure.
- Mr.Yusuke Akiba
 - Explained Shintsu SP added himself as an Executive Director along with Mr. Toyohiro Adachi as the Creative director.
 - Shintsu SP placed additional team members to support the GVB account.

Discussion/Comments:

Question

- Director Sam Shinohara
 - Inquired the what makes Guam priority market for the customers that GVB Japan has been talking to, such as travel agencies or trade itself
- Mr. Nobuvoshi Shoii
 - o Guam is the nearest oversea resort
 - Guam is a clean and safe resort destination.
 - Guam and Hawaii are the closest US beach resorts, giving consumers the idea that Guam is safer and cleaner than other Asian resorts.

Discussion/Comments:

Question

- Vice-Chairman, Paul Shimizu
 - Inquired when the senior market will resume traveling overseas.
- Mr. Nobuyoshi Shoji
 - Based on the newspapers and Travel news, Travel Agencies will start to sell package tours around August.
- Vice-Chairman, Paul Shimizu
 - Recommended to have the cultural and historical promotion.

Discussion/Comments:

Question

- Director Sam Shinohara
 - Commented new campaigns are geared to Generation Z and the younger
 - The plan focuses on the FIT travelers, which stands 70%, and this flip from where we were before COVID. Inquired:
 - If the visitor demographic might change after COVID
 - 2. If the strategy is the short-term strategy
- Mr. Nobuvoshi Shoii
 - Travel agencies have started shifting their sales strategy to FIT and online sales, Based on this data, we turned the weight on FIT travelers. The plan is immediate plan till September.
 - We see higher and growing demand in overseas travels among the younger generation.
 - Younger travelers will introduce their experience on their SNS, and this behavior will generate Guam's exposure. On the other hand, we don't see this behavior among the older generation. Thus, our marketing plan targets Generation Z.



- Vice President/Dr. Gerry Perez
 - Additionally commented, targeting Generation Z is more like a gateway to all the other segments.

Discussion/Comments:

Comment

- Vice-Chairman Akihiro Tani
 - Clarified the FIT includes FIT travelers and the Dynamic package, one of the travel agency's sales methods.
 - After we experienced the COVID pandemic, the Japanese seniors were more conservative and not very aggressive for overseas travels.
 - Generation Z influences their parents' generation, which is around 50th who afford enough.

Discussion/Comments:

Question

- Director Sam Shinohara
 - Inquired our goal to achieve the total number of Social Network platform followers.
- Mr. Nobuyoshi Shoji
 - Answered our SNS goal is 150,000 followers by the end of March and 300,000 followers by September.
 Because we pushed back the campaign due to the COVID situation, the number of increases is slow, but once we implement the campaign which we shared today, we will see the number of increases.

Discussion/Comments:

Question

- Director Sam Shinohara
 - Inquired
 - 1. When there is a demand, flight service will be back. What exactly does that mean?
 - 2. What does it take to generate demand to come to Guam?
- Mr. Nobuyoshi Shoji
 - Although Guam should be in the top 10 ranking as a Post COVID travel destination, we are not in the top 10.
 - To create demand, we need to have more exposure. Compared with Hawaii or Thailand, our digital
 exposure is minimal.
- Director Sam Shinohara.
 - United Airlines will resume the flight once the government changes the border restriction.

Discussion/Comments:

Comment

- Dr. Gerry Perez
 - o Commented the campaigns we are doing tactically is generate demand rather than strategically.
- · Director Sam Shinohara
 - Commented the most crucial thing is making sure that the message (Guam is safe and clean) is delivered and communicated it in the marketplace

Discussion/Comments:

Comment

- Mr. Terry Chang
 - Define what is the Dynamic Package
- Ms. Nadine Leon Guerrero
 - Giving travelers the flexibility to fit their flight, hotel accommodation, and other options.

Discussion/Comments:

Comment

- Mr. Satoru Murata
 - Suggested to invite general consumers to Guam as a part of the GoGo Campaign since we expect the lifting
 of the border control around the campaign period.

Discussion/Comments:

Comment

Vice Chairman Akihiro Tani



Based on the latest COVID statistic by NHK, the average new infection number is down four days. We can
assume the peak of the Omicron strain epidemic has passed.

Discussion/Comments:

Comment

- Director Sam Shinohara
 - Requested to provide below to identify if Japan's remaining budget is adequate to support the campaign.
 - Revised Japan arrival forecast from the expected reopening date to the end of the fiscal year with all the
 positive news.
 - 2. A plan to execute the project with Japan's remaining budget.

Discussion/Comments:

Comment

- Chairman Milton Morinaga
 - Requested to monitor airlines movement, since most airlines are restructuring and approach them if there are any opportunities to us.

ANNOUNCEMENTS

- Fandanña Friday will begin from February 18, 2022, at 5 pm at Governor Joseph Flores Memorial Park
- Next Regular JMC meeting, Tuesday, March 15, 2022, at 2:00 pm

ADJOURNMENT

Moved by Vice-Chairman Shimizu and seconded by Mr. Murata to adjourn the meeting at 3:04 pm.

Minutes prepared by:

Mai Perez, Marketing Coordinator - Japan

Minutes reviewed/
approved by:

Regina Nedlic, Marketing Manager - Japan

Minutes approved by:

Nadine Leon Guerrero, GVB Director of Global Marketing

