

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

**EXHIBIT A**

<p><b>Members Present:</b></p> <ol style="list-style-type: none"> <li>1. PHR Ken Micronesia - Milton Morinaga (Board Chairman/JMC Chairman)</li> <li>2. Ambros, Inc. - Paul Shimizu (JMC Vice-Chairman)</li> <li>3. Fish Eye Marine Park - Akihiro Tani (JMC Vice Chairman)</li> <li>4. United Airlines - Sam Shinohara</li> <li>5. Arlius Wedding (Wedding) - Yoshiki Sato</li> <li>6. Guam Premier Outlets - Monte Mesa</li> <li>7. HTM - Satoru Murata</li> <li>8. Japan Bus Line - Shun Matsumoto</li> </ol> <p><b>Members Absent:</b></p> <ol style="list-style-type: none"> <li>9. Guam TV (GIMCA) - Shoji Ogawa</li> <li>10. Hotel Nikko Guam - Kazu Atsuta</li> <li>11. Two Lovers Point - Terry Debold</li> <li>12. Valley of the Latte - David Tydingco</li> </ol>	<p><b>Observers Present:</b></p> <ol style="list-style-type: none"> <li>1. Baldyga Group - Mari Oshima</li> <li>2. Baldyga Group - Tomoyuki Goto</li> <li>3. Dusit Thani - Miwa Bravo</li> <li>4. Fish Eye - Hideaki Osanai</li> <li>5. Guam Hilton - Kimi Passeur</li> <li>6. Guam Premier Outlet - Suzanne Perez</li> <li>7. Guam Reef - Yuki Toshida</li> <li>8. Hotel Nikko Guam - Kazue Sunaga</li> <li>9. LLT - Katsutoshi Kabasawa</li> <li>10. Leo Palace - Mitsue Nakamura</li> <li>11. Micronesia Mall - Carmen Fujiwara</li> <li>12. Nautech Guam - Bill Nault</li> <li>13. Onward - Megumi Butler</li> <li>14. Rakuten Travel - Kazumi Ikeno</li> <li>15. The Westin Resort Guam - Yoshihisa Otani</li> <li>16. The Tsubaki Tower - Hiromi Matsuura</li> <li>17. TPM - Hiroaki Kamimori</li> <li>18. TPM - Ichiro Shirata</li> <li>19. Tumon Sands Plaza - Emmalou Cabrera</li> <li>20. Triple J - Terry Chung</li> <li>21. Watabe Wedding - Hideaki Mori</li> </ol>
<p><b>GVB Management/Staff Present:</b></p> <ol style="list-style-type: none"> <li>1. Dr. Gerald Perez, Vice President</li> <li>2. Nadine Leon Guerrero, Director of Global Marketing</li> <li>3. Brian Borja - Marketing Manager ASD</li> <li>4. AJ Rosario, Web &amp; IT Coordinator</li> <li>5. Regina Nedlic, Marketing Manager - Japan</li> <li>6. Mai Perez, Marketing Coordinator - Japan</li> </ol> <p><b>GVB Japan:</b></p> <ol style="list-style-type: none"> <li>1. Yusuke Akiba, Shintsu SP</li> <li>2. Nobuyoshi Shoji, Japan Account Director</li> <li>3. Masato Wakasugi, Japan Sales/Trade Director</li> <li>4. Yoshimasa Yanagihara, Sales/Trade executive</li> <li>5. Katsuji Tanaka, Shintsu SP, Director of Tourism</li> </ol>	<p><b>Observers Absent:</b></p> <ol style="list-style-type: none"> <li>1. Ada's Trust and Investment, Inc. - Sonny Ada</li> <li>2. AK Guam - Michael Anderson</li> <li>3. Auto Spot - Delia De Castro</li> <li>4. Baba Corporation - Rodeson Basto</li> <li>5. Baldyga Group - Tae Oh</li> <li>6. Baldyga Group - Annie Joe</li> <li>7. Docomo - Derin Santos</li> <li>8. Docomo - Michelle Chaco</li> <li>9. Budget - Simon Odoca</li> <li>10. GIMCA - Dave Duenas</li> <li>11. Good Luck Corporation - Kazunori Hotta</li> <li>12. Grand Plaza Hotel - Annabelle Santos</li> <li>13. Grand Plaza Hotel - Hiromichi Takamatsu</li> <li>14. Guam Reef - Yoshinori Oshita</li> <li>15. Guam Reef Hotel - Akihiko Gondo</li> <li>16. Guam Plaza - Osamu Takahashi</li> <li>17. Gumamon - Asher Goldenberg</li> <li>18. Hard Rock Café - Motonobu Sato</li> <li>19. Holiday Resort - Kenji Sekine</li> <li>20. Hyatt - Madel Cosico</li> <li>21. Hyatt - Jenalynn Park</li> <li>22. IT&amp;E - Flori Anne Dela Cruz</li> <li>23. Japan Airlines - Hajime Fujiwara</li> <li>24. Jungle Jim's Island Adventures - Cliff Shoemake</li> <li>25. Leap Corporation - Yusuke Imazu</li> <li>26. Marianas Homegrown Habitat - Jae Yu</li> <li>27. Nissan Rent A Car - Michael Tamayo</li> <li>28. Nissan Rent A Car - Paul Torres</li> </ol>

	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 - Ellis 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
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**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
  - Informed JMC Chairman and Vice-Chairmen are reviewing the JMC committee members.

**REPORT OF MANAGEMENT**

- Director of Global Marketing, Nadine Leon Guerrero



**JANUARY 2022**

**January 1-31, 2022**                      **Total: 6,066 (+148.7%)**

% Market Mix	Origin	2020	2021	2022	% to LY
2.7%	Japan	60,765	76	221	193.4%
13.9%	Korea	78,594	104	641	708.7%
0.3%	Taiwan	2,544	9	17	66.9%
0.3%	China	1,818	10	17	70.0%
60.4%	US/Hawaii	6,442	1,700	3,661	118.4%
4.4%	Philippines	918	189	264	39.7%
0.0%	Hong Kong	291	1	3	200.0%

Source: Guam Visitors Bureau. Data Provided by the Guam Visitors Bureau.     
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**FISCAL YEAR TO DATE 2022**

October 2021 - January 31, 2022 **Total: 30,861 (+226.5%)**

% Market Mix	Origin	2020	2021	2022	% to LY
4.3%	Japan	243,805	543	1,404	158.6%
22.3%	Korea	279,743	261	6,937	2557.9%
0.3%	Taiwan	8,709	77	99	28.6%
0.3%	China	4,097	23	78	259.1%
54.9%	US/Hawaii	28,912	6,934	16,942	138.5%
4.1%	Philippines	7,399	566	1,266	123.7%
0.0%	Hong Kong	1,040	11	11	0.0%

Source: Guam Customs Substantial Funds Processed by the Guam Visitors Bureau. Note: Figures are subject to change without notice for various reasons.

**FY 2022 JAPAN BUDGET SUMMARY**

ISE Code	Account Title	Budget	YTD	Funding	Remaining	Remaining %
AD001	Japan Administration	\$ 300,000.00	\$ 84,779.47	\$ 229,000.00	\$ 10,220.53	3.4%
PR001	Revenue	\$ 300,000.00	\$ 48,000.00	\$ 258,000.00	\$ 158,000.00	52.00%
AD001	Advertising/PR Outreach Message and Support (Marketing/Gum Branding Campaign)	\$ 1,350,000.00	\$ 718,466.66	\$ 418,825.44	\$ 546,274.56	42.00%
AD002	Group Advertising (Theme, Corporate, Summer, To, People, Strategy)	\$ 500,000.00	\$ -	\$ 79,141.00	\$ 421,859.00	84.37%
PR003	PR Travel/Video/Online Support (Media Support)	\$ 80,000.00	\$ 16,930.49	\$ 51,577.89	\$ 23,531.64	33.02%
ITC001	Regional Travel Shows (Media, Public, News, Trade, Tourism Fair)	\$ 200,000.00	\$ -	\$ 27,850.00	\$ 172,150.00	86.08%
SD004	Sales Staff of Development (TA/Train Support, FAX, Tours, Incentives, Contests)	\$ 1,200,000.00	\$ 24,200.00	\$ 27,850.00	\$ 1,147,950.00	95.66%
GRAND TOTAL:		\$ 4,000,000.00	\$ 324,866.65	\$ 1,069,894.26	\$ 2,705,240.81	67.73%

**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
  - Market News

**NEW TEAM STRUCTURE**

Effective Feb 1<sup>st</sup>

**MARKET NEWS**

- The Japanese government has decided to extend the pre-emergency measures until March 6.
- ANA Group Changes Top Management: Koji Shobata to be New President of ANAHD, Shunichi Inoue, Former President, to be New President of ANA - Effective April 1, 2022.
- JATA to commence next discount campaign for domestic accommodation travel with transportation in April and beyond.

**COVID 19 UPDATE**

Infections per 100,000 people (Cumulative count for the last 7 days)

Japan	Hawaii	Thailand	Korea	Taiwan	Australia
446.5	488.4	93.6	437.0	1.6	653.7

Data is provided based on daily data from Johns Hopkins University. © 2022

The situation in Japan

Omicron is contagious but as of February 9, the number of infected people is finally lower than the previous week. It is predicted that we will soon see a peak outbreak.

Slow progress on booster shots is a challenge for the Japanese government.

Nationwide 1st shot 101,480,129 (80.1%)	Nationwide 2nd shot 14,951,484 (78.9%)	Nationwide 3rd shot 9,970,283 (7.9%)
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Obtained based upon data from Premier necessary Office of Japan. © 2022

**ENTRY PROTOCOL**

Entry protocols for competing regions

	USA (K)	Thailand	Singapore	Taiwan	Australia
Pre-arrival	None	None	None	None	None
At arrival	Mask 24h	Mask 72h	Mask 72h	Mask 72h	Mask 72h
Quarantine	Quarantine	Quarantine	Quarantine	Quarantine	Quarantine
Other requirements	Quarantine to enter the program				

Quarantine after returning to Japan

The quarantine period is 7 days



- GVB Japan Account Director Mr. Nobuyoshi Shoji
  - b. Airline and Industry Intelligence

### AIRLINE AND INDUSTRY INTELLIGENCE

**Airlines**

The key to resuming operations.

- No significant communication activities will be conducted until the FITs Travel Visa is released.
- If there is demand for a return flight.

Results of interview with 4 major airlines companies, February 9, 2022

**Travel Agents**

The key to resuming sales of package tours.

- Guam is high priority destination promote as soon as restrictions are relaxed.
- No quarantine will be a condition of sale, but Dynamic Package will be sold according to customer needs.

Results of interview with 4 major Travel Agent companies, February 9, 2022

### PACKAGE SALES

	Package Tours	FIT
	X	Resumed on March 1
	X	Resumed on April 1
	X	Resumed on April 1
	X	Resumed on March 15
	X	Resumed on March 15
	X	Resumed on March 15
	X	Resumed on March 15

Checked based upon data from Official announcements on each company's website.

### FLIGHT OPERATION

AIRLINE	FLY TO	FLY FROM	DEPARTURE	ARRIVAL	FLY TO	FLY FROM	DEPARTURE	ARRIVAL
	Guam	USA	08:00	10:00	USA	17:00	19:00	19:00
	Guam	USA	08:00	10:00	USA	17:00	19:00	19:00
	Guam	USA	08:00	10:00	USA	17:00	19:00	19:00
	Guam	USA	08:00	10:00	USA	17:00	19:00	19:00
	Guam	USA	08:00	10:00	USA	17:00	19:00	19:00
	Guam	USA	08:00	10:00	USA	17:00	19:00	19:00
	Guam	USA	08:00	10:00	USA	17:00	19:00	19:00
	Guam	USA	08:00	10:00	USA	17:00	19:00	19:00
	Guam	USA	08:00	10:00	USA	17:00	19:00	19:00
	Guam	USA	08:00	10:00	USA	17:00	19:00	19:00

https://www.jal.co.jp/ta/ta/index/2022/area/220301\_01/

- GVB Japan Account Director Mr. Nobuyoshi Shoji
  - c. Destination Comparison

### DESTINATION COMPARISON

- Feature Hawaiian Language in Feb
- Hawaii Tourism Authority Japan (HTJ) focused PR/SNS due to budget cut

- Tourism in Thailand to start in earnest: "Tourism Festival 2022" to be held for the first time in three years

- Airlines and TA promote dynamic package both OTA and owned media



**OLD BUSINESS**

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

### MARKETING CALENDAR

**#HereWeGuam**  
New Brand Campaign to stimulate demand and shift brand image

**JAPAN + GUAM**  
55th Anniversary  
Galette des Rois  
Trade support campaign to drive sales both FIT and Group/Package

### #HEREWEGUAM CAMPAIGN PERFORMANCE

- SNS 114% increased from Oct 1 2021 to Feb 4 2022
- Total # of accumulated SNS reach achieved 10,412,707 as of Feb (Dec 2021, 7,100,000 reach)

### Q2 HIGHLIGHTS: #HEREWEGUAM AMBASSADORS

### UPCOMING

### UPCOMING

**#HereWeGuam Webinar**

Feb 22  
Introduce new structure and strategy  
Schedule to push back to new date Mar 1 or Mar 3

**TV PR Food program**

Mar and onwards  
Feature Chamorro food and uniqueness of event

**SNS Promotion**

Feb 21 - end of Mar  
Follow and retweet campaign

**TikTok FAM**

Mar 22- 26  
5 x TikTok influencers are coming  
Details to be informed

### UPCOMING

**Expedia**

Period: 18 Feb. 2022 - 4 Apr.2022  
Impression: 906,462  
CVR: 0.02%  
CV: 416

**TRAVEL LINE**

Period: Feb 21 - Mar 20  
LINE members: Feb 28 to 1,000,000+ (Tokyo/ Kanagawa/ Chiba)  
Workcation in Guam  
A model plan and Relaxing hotel  
Vacation in Guam, the compactness is the charm.  
Immigration information

**NEW BUSINESS**

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

**Q3 MARKETING INITIATIVES**

GVB Japan's trade support to TA and airlines

**55th Anniversary**  
GoGo GUAM

- Meeting with TA/ Airlines to tailor made campaign
- During the campaign, the marketing team will participate in regular reviews of marketing performance to improve content
- Group/ Package support

**BRANDING/ MARKETING**  
**#HereWeGuam - BRAND CAMPAIGN**

- Target size Female 18-39/ 8,592,878 pax (Gen Z size 5,180,694 pax)
- Reach 5+ / 51,557,268 reach to aware of Guam ad

DEMAND GENERATION  
TOP OF MIND AWARENESS  
DESTINATION OF CHOICE  
INCREASE FLIGHT SEARCH

**BRANDING/ MARKETING**  
**#HereWeGuam - BRAND CAMPAIGN**

Shift from You can do anything, here we are let's go to Guam

Message: Pre-COVID  
• Everything I wanted to do in Guam

Message: Post COVID  
• 3.5 hours to get the nearest American resort and Unleash yourself  
• Clean, Safe, Proximity and Hospitality  
• What to do on Guam

**CAMPAIGN SCHEME GOGO Guam**

Campaign title: GOGO Guam Campaign

Objective: Strengthen the relationship between GVB and the trade to resume tourism and significantly increase the number of visitors to Guam.

Campaign message: Let's go to Guam, the closest American resort to Japan, for your first overseas trip in two years!

Period	Target audience	Target market
May 5 - Sep 30	FIT/ Dynamic Package Group/ Package	Kanto/ Kansai/ Chubu

70%: 49,000pax      30%: 21,000pax

**TRADE: LAUNCH KICK OFF EVENT**

- Scheduled in during Japan's Golden Week
- Maximize campaign awareness to start accelerate sales

- JAPAN SQUARE 55th Anniversary**  
Raise campaign awareness  
Create momentum
- J-WAVE 81.3FM**  
Partnering with Tokyo's best FM station  
30% of Japanese population - 43,000K pax
- Non stop 9 hours all Guam**  
9:00-17:55 (JP time)  
120" ad = 19 slots = 2,280"
- SNS Promotion**
- FIT and Group/ Package support**
- GoGo Themed product development**

**TRADE: LAUNCH KICK OFF EVENT**

- Maximized Guam branding during the 9-hour broadcast by connecting with GVB SNS and utilizing Jwave digital PR

Featuring Guam and mix with Ambassador FAM      Guest to talk about experience in Guam      Live in Guam      Digital PR Support

**TRADE: SALES SUPPORT**

FIT and Group/ Package support

- Promotion support
  - Digital ad: OTA to push TA's sales/ drive traffic to TA's owned media
  - Support brochure
  - Shop display

GoGo Themed product development

- GVB Japan team to consult with GVB members to create GoGo (55) themed products
- Travel specialist magazine "Transit" to feature Guam and create GoGo Map
- PR/ SNS Support/ Create intro page on website

#HereWeGuam Trade FAM

- For TA's sales and PR/ Marketing/ SNS staff
- Rediscover and realization of Guam to convey key message of 3.5 hours to get the nearest American resort and Unleash yourself Clean, Safe, Proximity and Hospitality
- Its time to unite together to get thru this situation

**TRADE: AIR ACCESS STRATEGY**

- GVB Japan restructured team and assigned air access specialist to exclusively work on Air Access strategy

Market research: Go and meet with TA and airlines in Kanto/ Kansai/ Chubu to identify market opportunity

Report: Submit market potential analysis both regular and charter opportunity

Priority: Schedule flight  
Secondary: Charter flight

BRANDING/ MARKETING: COLLABORATION PROJECT  **GL Code: ADY001**

BRANDING/ MARKETING: COLLABORATION PROJECT  **GL Code: ADY004**



ROXY  
SNS Promo  
Fashion shooting



UNIQLO  
T-Shirts tie-up



G-STAY  
SNS Promo  
Fashion shooting



Wedding Market



Focus on PR and SNS activities to stimulate demand.  
• ZEXY Wedding magazine featured Guam wedding on April 2022 issue with 4CEP

**Discussion/Comments:****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. Nobuyoshi Shoji
  - 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:
  1. If the visitor demographic might change after COVID
  2. If the strategy is the short-term strategy
- Mr. Nobuyoshi Shoji
  - 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 50<sup>th</sup> 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
  - 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.
    1. 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**

- Fandañña 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