



Exhibit

NORTH AMERICA, PACIFIC, & PHILIPPINES (NAPP) MARKETING COMMITTEE MEETING MINUTES
2:00p.m. - Wednesday, February 2, 2022
GVB Main Conference Room & virtually via GoToMeeting

<p><u>Members Present:</u> Neil Urbano (HIS-World) Sheila Baker (Hilton Guam Resort & Spa)</p>	<p><u>Members Absent:</u> Jeff Jones (NAPP Vice Chairman) Valerie Blas (Sentry Hospitality Corp.) Joseph Camacho (Ambros Inc.) Yuki Toshida (Guam Reef Hotel) Paula Monk (United Airlines)</p>
<p><u>Guests/Alternate Members Present:</u> Akihiko Gondo (Guam Reef Hotel)</p>	<p><u>GVB Chairs/Management/Staff Present:</u> Paul Shimizu (NAPP Chairman)</p> <p>Nadine Leon Guerrero (Director of Global Marketing) Mark Manglona (Marketing Manager) Sharlene Guerrero (Marketing Manager) Breeana Q. Garrido (Marketing Coordinator) Brian Cha (Web & IT Coordinator Assistant)</p> <p>Cheska Lagera-Dizon (GVB Philippines)</p>

I. CALL TO ORDER

Director of Global Marketing Ms. Nadine Leon Guerrero called the NAPP meeting to order at 2:01 p.m.

II. APPROVAL OF COMMITTEE MINUTES

Chairman Shimizu approved the minutes from November 3, 2021 as presented.

III. REPORT OF THE CHAIRMAN

No report from the Chairman at this time.

IV. REPORT OF GVB MANAGEMENT

Ms. Leon Guerrero presented the Guam COVID-19 status as of February 1, 2022. Due to limited test kits, the Department of Public Health and Social Services (DPHSS) has prioritized COVID-19 testing to symptomatic patients and high-risk close contacts. High-risk is considered unvaccinated or not fully vaccinated, aged 65 or older, multiple comorbidities or multiple underlying health conditions.

Additionally, the Guam Safe Travels Stamp program has been revamped. Safe Travels is globally recognized and instills a level of confidence and trust in both the tourism trade and international visitors. It is free of charge to all eligible businesses. Applications are ongoing.



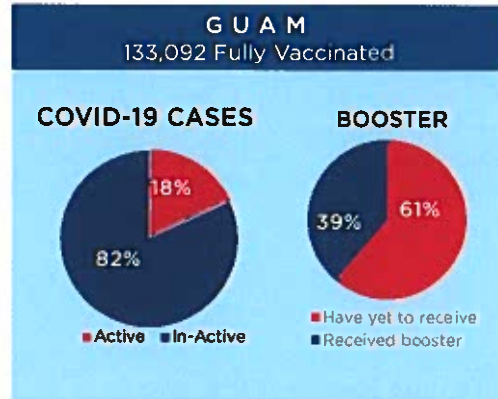
GUAM COVID-19 STATUS



As of February 1, JIC Release No. 945

39 Hospitalized for COVID-19				
CENSUS as of 5 p.m.	GMB	GRMC	USPH	TOTAL
COVID-19 Admission	22	17	0	39
Pediatric Admissions	0	-	-	0
ICU	2	0	0	2
Ventilator	1	0	0	1

VACCINATION STATUS	VACCINATED	UNVACCINATED	INELIGIBLE (0-4 years old)
Hospitalized	26	13	0
Total in Population*	133,092	8,515	12,229
Rate per 100,000 Population	20	153	0



- DPHSS prioritizes testing symptomatic patients, high-risk close contacts; limited test kits
 - Unvaccinated or not fully vaccinated; aged 65 or older; multiple comorbidities or multiple underlying health conditions; moderately to severely immunocompromised condition

SAFE TRAVELS STAMP PROGRAM



THE GUAM SAFE TRAVELS STAMP PROGRAM HAS BEEN REVAMPED

The World Travel & Tourism Council (WTTC) created the first ever global safety and hygiene stamp. This stamp enables travelers to recognize destinations around the world that have adopted standardized health and hygiene protocols. The approved businesses are also featured on GVB's consumer site, visitguam.com in English, Japanese, Korean, and Chinese. The Safe Travels Stamp certificate is valid through December 31, 2022.

35 approved

Go to guamvisitorsbureau.com

- Select **Tools & Resources** on the menu, then click on **Safe Travels**
- Click on the **Safe Travels Application Form** and fill in the required information
- Upload your company logo along with **6-10 photos** that best showcase your business
- Read and agree to the **Safe Travels Pledge** and click **Submit**

- Safe Travels is globally recognized & instills a level of confidence and trust in both the tourism trade and international visitors
- FREE of charge to all eligible businesses

APPLY TODAY
[Click here](#)



V. OLD BUSINESS

No old business at this time.

VI. NEW BUSINESS

a. Q3 Marketing Plans and Budgets

i. Philippines Market

Ms. Sharlene Guerrero presented updates for the Philippines market to the committee.

1. Arrival Statistics

VISITOR ARRIVALS 

Visitor Arrivals as of January 17, 2022

Market	Total MTD 2021	Total MTD 2022	% to LY
Philippines	67	169	152.2%

Market	FY 2021	Total FYTD 2021	Total FYTD 2022	% to LY
Philippines	2,262	444	1,171	163.7%

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

Note: January 2022 Daily Arrivals reflect Civilian Air arrivals only

5

SEAT CAPACITY 

Airline	FY2019	FY2020	FY2021	FY2022
United	53,974	27,806	29,216	53,730
PAL	69,766	65,354	16,167	60,590
Cebu	28,080	5,400	-	-
TOTAL	151,820	98,560	45,383	114,320
Growth vs LY	4.1%	-35.1%	-54.0%	151.9%

Source: Dto M: Marketing Intelligence for the Aviation Industry as of January 6, 2022.

SEAT CAPACITY DECEMBER 2021 - MARCH 2022

Market	December	January	February	March	TOTAL
Philippines	7,534	7,932	7,036	11,315	33,817




2. Update on Entry Protocols

Ms. Guerrero shared updated entry protocols for the Philippines. The IATF issued resolution no.159. As of February 1st, returning fully vaccinated Filipinos, regardless of where they are coming from are allowed entry. Effective February 10th, fully vaccinated foreigners from visa-free countries are allowed entry. Returning Filipinos and foreigners are no longer required to observe mandatory facility-based quarantine as long as they present a negative (RT-PCR) test taken within 48 hours prior to departure from the country of origin. Travelers must still self-monitor for any symptoms for seven days with the first day being the date of arrival.

Ms. Cheska Lagera-Dizon added that the GVB Philippine office is awaiting feedback from the Philippine Embassy to advise if tourist visas will now be accepted.

NEW ENTRY PROTOCOLS



IATF ISSUED RESOLUTION NO. 159
(Risk classification list for countries is temporarily suspended.)


FEB 1 | Returning **fully vaccinated Filipinos**, regardless of where they are coming from, are allowed entry

FEB 10 | **Fully vaccinated foreigners from visa-free countries** are allowed entry

Returning Filipinos and foreigners are **no longer required observe mandatory facility-based quarantine** as long as they present a negative (RT-PCR) test taken within forty-eight (48) hours prior to departure from the country of origin.

- Self-monitor for any symptom for seven (7) days with the first day being the date of arrival.
- Foreigner's passport must be valid for at least six months at the time of arrival and possess outbound tickets to their country of origin or next country of destination.

See link for more information:
<https://www.officialgazette.gov.ph/downloads/2022/01jan/20220127-RESO-159-RRD.pdf>



ACCEPTED PROOFS OF VACCINATION:

- World Health Organization (WHO) International Certificate of Vaccination or Prophylaxis; QR
- VaxCertPH; QR
- National/state certificate of the foreign government, including original CDC vaccination cards for those vaccinated in the US

3. 6-month marketing plan overview (April – September 2022)

Ms. Cheska Dizon, GVB Philippines Representative presented a six-month marketing plan overview for the Philippines.

6-MONTH MARKETING PLAN OVERVIEW

APRIL – SEPTEMBER 2022

Presented by: Cheska Dizon



Challenges

- Omicron challenged the entire world as it becomes the dominant variant spreading more rapidly than Delta and **affecting the travel industry further** around the world..
- U.S. Embassy has continued to **suspend its routine visa services**, with no definitive resumption date.
- New international travel rule to the US has been imposed, allowing **only vaccinated travelers** to visit any US state or colony.

BIG IDEA



Where We're Coming From

- As cases dropped, more locals began traveling domestically, opening door for international leisure travel
- Omicron variant outbreak in late Dec 2021 / Jan 2022 affected travel
- Taste of travel fun and excitement served to strengthen desire
- Our partner travel agencies receiving many inquiries over the last few months, with a good interest for a Guam visit
- Daily COVID cases have begun to decrease; locals hopeful that travel restrictions will relax again
- Capital and neighboring regions ease up restrictions, countries like Europe leading the way in "living with COVID", travelers in the Philippines are just about ripe to....



COMMUNICATION PLANS



Launch

Let's make a Reels series for #ReadySetGuam:

The vlog will be our Hero Content (content intended to raise broad awareness).

Key Messages:

Must Dos In Guam

- a. Sights to See
- b. Food to Eat
- c. Sports and Adventure
- d. Life in Guam

We will make use of:

1. 2 local Filipino influencers based in Guam
2. Series of videos uploaded on IG and cross-posted on Facebook



South Korea: Have You Ever?

Content Pillars

Our Hygiene Content (frequently released posts that help instill Guam to our target market's everyday life) will be anchored as such:

1. Guam Culture - Festivals, Heritage Sites, Cultural Presentations ,etc)
2. Guam Delights - Local Food
3. Guam Life - Shopping, Night Life, Beach Life
4. Guam Adventure - Hiking, Skydiving, Diving

Hub Content (relevant & timely content that keeps Guam fresh on our target market's mind) will be released; supports launch efforts and echos content pillars:

1. UGCs
2. WTTTC Safe Travels Establishments
3. Reels

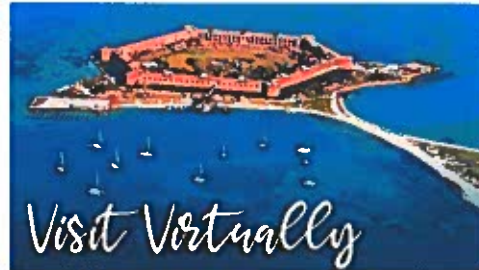


Virtual Tour

- Schedule “Virtual Field Trip” event on Facebook, featuring one partner each time; can do the tour via FB live
- Get audience to participate in an immersive activity by giving a glimpse of what they can expect during their visit

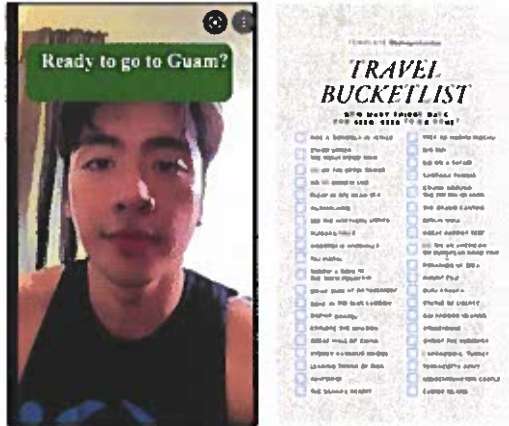
Objective: Generate excitement for first-time visitors and returning visitors

Target Market: AB sector, 25-45 years old, expats, dual citizens or green card holders, US visa holders, travel enthusiasts



Instagram Activation

- Produce “Guam Quiz” a instagram filter
- Produce a “Travel Bucket Checklist” that can be shared via IG stories of our audience



Push Content

- To encourage conversion in reaching the goal of 5,000 travelers to Guam, we promote:



Omnibus Carousel Ad

CTA:

Ready, Set, Guam!

Go on an unforgettable adventure that will take your breath away every time.

#VisitGuam today!

<p>Card 1</p> 	<p>Card 2</p> 	<p>Card 3</p> 	<p>Card 4</p> 	<p>Card 5</p> 
<p>Headline: Greet the mornings with a smile</p> <p>Description: #ReadySetGuam</p>	<p>Headline: Dance to the island beat</p> <p>Description: #ReadySetGuam</p>	<p>Headline: Go on a unique culinary experience</p> <p>Description: #ReadySetGuam</p>	<p>Headline: Explore awe-inspiring sights</p> <p>Description: #ReadySetGuam</p>	<p>Headline: Experience non-stop excitement</p> <p>Description: #ReadySetGuam</p>

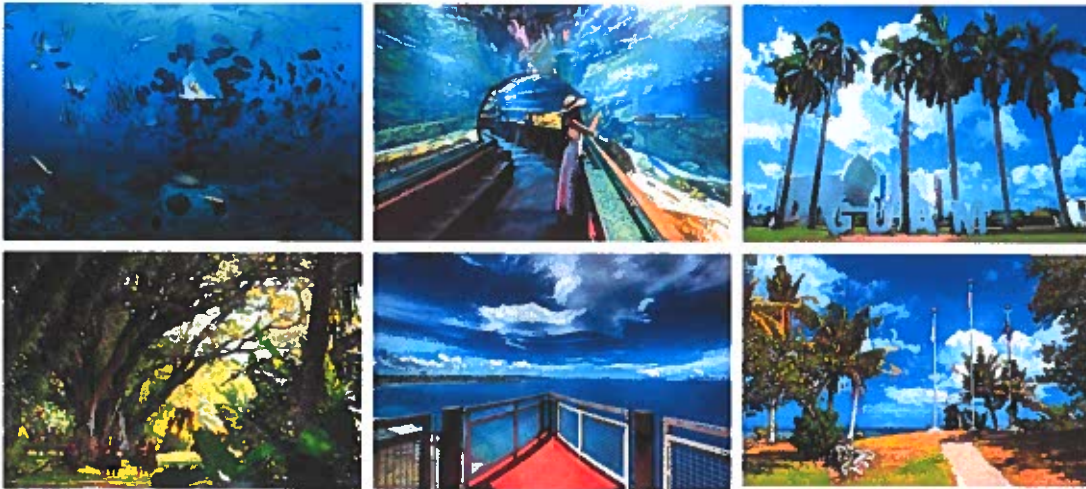


Facebook Activation

- To promote iconic scenic sights throughout Guam, run a Facebook contest where followers can photoshop themselves into one of several pre-selected photos
- Asked to post and share on their Facebook profiles, while tagging the GVB page and a friend
- Style of contest helps showcase Guam's beautiful sights, as well as make it easier for potential travelers to visualize themselves enjoying leisure travel to the island



Image Bank Photos



Webinar Idea

Target date: Aug/Sept

Topic: **Ready, Set, Guam!**

Objective:

To get travelers ready for a new era of travel

Sub-topics:

- Where do we go from here? Traveling after the pandemic.
- Get ready to see Guam!
- Visa protocols (?)



MICE (Group)



Incentivise travel agent partners for minimum 30 pax group with:

- A Cultural Dance (min. 30 pax)
- B A + Cash Incentive (min. 50 pax)
- C B + Hosted Dinner (min. 100 pax)

MICE (Corporate FITs)



Clients will go as FITs to Guam

Travel agents awarded based on accumulated FITs sent per quarter

Min. 30 PAX - 100 Pax - \$10/person
Above 100 Pax - \$20/person

TA Feedback

Guam Mice Planned Groups



WORLDMASTER INTERNATIONAL	March (30 pax)
STEP UP INTERNATIONAL	April (20 pax)
ALOHA SOLAIRE TOURS	March (15pax)
MAVP TRAVEL AND TOURS	April (20 pax)

Offline Activities



Influencer Marketing

- Collaborate with local press and full-time Filipino travel bloggers such as **Yosh Dimen** and **Vins Carlos** of **The Poor Traveler** as well as **Gael Hilotin** of **The Pinay Solo Backpacker**
- Their content focuses on smart traveling, planning, and budgeting
- They write free travel guides sharing their experiences, itineraries, & recommendations from their local and international travels



The Poor Traveler
 @thepoortraveler
 777k Facebook followers
 74k Instagram followers
 24k YouTube followers



The Pinay Solo Backpacker
 @thepinaysolobackpacker
 157k Facebook followers
 54.1k Instagram followers

PR Initiatives

Continue nurturing relationships with media partners, seeding press releases regarding the ease of travel to the island from the Philippines and sending PR kits to our selected travel bloggers and/or micro-influencers.



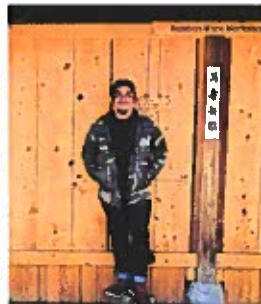
Edgar Alan Zeta-Yap
 @eazytraveler
www.eazytraveler.net
 13.2k Instagram followers



Angel Juarez
 @thelakwatsero
www.lakwatsero.com
 88.8k Instagram followers



Mervin Marasigan
 @pinoyadventurista
www.pinoyadventurista.com
 22.6k Instagram followers



Melo Villareal
 @teamoutoftown
www.outoftownblog.com
 18.2k Instagram followers

Promotional Items

- Needed to support interactive social media posts, build relationships with travel and media partners and increase Guam's destination awareness in-country
- Below are current items in-line with the new COVID-19 environment. New items may be sourced should these deplete.



BUDGET SUMMARY



Philippines FY2022 Actual Spend versus Budget YTD

G/L Code	Account Title	Budget	Paid	Committed	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 32,400.00	\$ 8,100.00	\$ 24,300.00	\$ -	0.00%
PRE005	Information Office Expenses	\$ 3,600.00	\$ -	\$ 3,600.00	\$ -	0.00%
TTC039	Media & Travel Trade Industry FAM Tours	\$ 35,000.00	\$ -	\$ -	\$ 35,000.00	100.00%
TTC067	Travel Trade Events / MICE / Consumer Shows	\$ 22,200.00	\$ 5,264.46	\$ -	\$ 16,935.54	78.29%
SMD023	Sales & Marketing Development / Website / Media	\$ 96,800.00	\$ -	\$ -	\$ 96,800.00	100.00%
GRAND TOTAL		\$ 190,000.00	\$ 13,364.46	\$ 27,900.00	\$ 148,735.54	78.28%

9/28 \$600 Credit US Commercial Service Participation Agreement

28

Q3 BUDGET



Program Code	Date	Marketing Program	Amount
SMD023	April - June 2022	Sales & Marketing Development / Digital Marketing	\$24,200.00
<ul style="list-style-type: none"> Create sustaining content pillars for our social media platforms, activate social media campaigns; push our travel partners promos, execute webinars for our travel trade partners, incentivize travel agents for MICE travel bookings, and develop promotional items to support our programs 			
TTC039	April - June 2022	Media & Travel Trade Industry FAM Tours	\$10,000.00
<ul style="list-style-type: none"> Execute influencer FAM tours to promote Guam and increase travel interest 			
TTC067	April 2022	Travel Trade Events / MICE & Consumer Shows	\$5,550.00
<ul style="list-style-type: none"> Participate in and support travel trade events 			
TOTAL Q3			\$39,750.00

30

Ms. Guerrero shared that only 7% of the FY2022 budget has been spent thus far. Chairman Shimizu inquired if the Sales & Marketing Development / Digital Marketing portion can be broken down further. Ms. Leon Guerrero advised that there is no specific breakdown for this marketing program as the team will be monitoring how each media platform performs. If one platform performs better than the other, more money can be shifted towards that project/platform. No other comments or questions regarding the budget were raised by the committee.

ii. North America Market

Mr. Mark Manglona provided updates for the North America market to the committee.

1. Arrival Statistics

VISITOR ARRIVALS



Visitor Arrivals as of January 17, 2022

Market	Total MTD 2021	Total MTD 2022	% to LY	
US/Hawaii	1,015	1,934	90.5%	

Market	FY 2021	Total FYTD 2021	Total FYTD 2022	% to LY
US/Hawaii	41,239	5,869	15,215	159.2%

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

Note: January 2022 Daily Arrivals reflect Civilian Air arrivals only

31



2. #instaGuam – VFR / Military Travel Incentive

The VFR/Military Campaign concluded on December 31, 2021. Within one month GVB received great analytics to include 184,753 reach, 888,729 impressions, 261,562 video views, and 1,696 clicks. The purpose of this campaign was to promote travel to Guam during the holiday season and to create more awareness of the island as an ideal travel destination.



CAMPAIGN BRIEF



Objective

- Target the North American traveler (VFR/Military) to promote travel to Guam during the holiday season and generally, to create more awareness of Guam as an ideal travel destination.



Massive Travel Segmentation Expansions

Leverage advertising on various platforms to reach vast travel of new travel segments in key and new markets



VFR & US Residents Arrivals

Position Guam to be the new "I, need to Travel" destination for Americans and increase visitor arrivals



Let Travelers/Residents Tell Their Stories

Re-launch the year-round later Operational Campaign and keep engaging with our visitors with the #VisitGuam hashtag



Restore Confidence Domestically & Internationally

Boost the industry confidence by bringing the visitors back and generate publicity to attract our partners to resume selling Guam

Opportunities

- Quarantine still required in most Asia countries, even for those fully vaccinated
- Digital nomads are a growing trend
- Americans' post-Covid spend on trips has increased

CREATIVE OVERVIEW



CAMPAIGN OVERVIEW



Overall Digital Paid Campaign Results from Dec 1– 31, 2021



184,753

Reach



888,729

Impression



261,562

Video Views



1,696

Link Clicks



3. Budget Summary

BUDGET SUMMARY



NORTH AMERICA MARKET
FY2022 Actual Spend versus Budget YTD

G/L Code	Account Title	Budget	Paid	Pending	Committed	Remaining \$	Remaining %
SMD023	Sales Market Development	\$ 44,000.00	\$ -	\$ 5,000.00		\$ 39,000.00	88.84%
TTC041	Media/Advertising Industry Co-op	\$ 6,000.00	\$ -			\$ 6,000.00	100.00%
GRAND TOTAL		\$ 50,000.00	\$ -	\$ 5,000.00	\$ -	\$ 45,000.00	90.00%

The FY2022 budget for the North America market is \$50,000. There is currently 90% of the budget remaining. No comments or questions were raised by the committee.

iii. Pacific Market

Mr. Mark Manglona provided updates for the Pacific market to the committee.

1. Arrival Statistics

VISITOR ARRIVALS



Month to Date: January 1-17, 2022

Total: 3,331 (+136.6%)

Market	Total MTD 2021	Total MTD 2022	% to LY
CNMI	111	329	196.4%
Palau	1	30	2900.0%
FSM	72	123	70.8%
RMI	1	1	0.0%
Australia	0	8	-

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

Note: January 2022 Daily Arrivals reflect Civilian Air arrivals only

VISITOR ARRIVALS



Fiscal Year to Date: October 2021 - January 17, 2022

Total: 28,126 (+234.0%)

Market	FY 2021	Total FYTD 2021	Total FYTD 2022	% to LY
CNMI	3,178	438	1,434	227.4%
Palau	314	11	187	1600.0%
FSM	2,486	358	816	127.9%
RMI	49	9	18	100.0%
Australia	360	14	55	292.9%

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

Note: January 2022 Daily Arrivals reflect Civilian Air arrivals only

2. PATA Destinations Insights: Micronesia

In 2020, the Pacific Asia Travel Association (PATA) and BBC Global News launched the Destination Insight series in response to the COVID-19 outbreak. The webinar series takes a close look at various destinations in the Asia Pacific region and examines how the destinations have been dealing with the pandemic and preparing for recovery. On January 27th, Micronesia was featured and Guam, Palau, and Kiribati had a chance to participate. The full webinar can be found at <https://www.youtube.com/watch?v=Q4tgZ6ZEoQQ>.

PATA DESTINATION INSIGHTS: MICRONESIA



Destination Insights feat. Micronesia

Explores the warmth of Micronesia and experience some of the world's most breathtaking destinations.

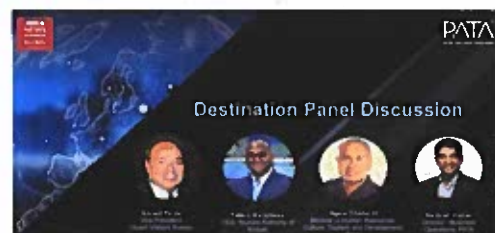
Participating Destinations

- Guam Visitors Bureau
- Palau Visitors Authority / Ministry of Human Resources, Culture, Tourism and Development
- Tourism Authority of Kiribati

Destination Panel Discussion w/ BBC

- Post Covid travel sentiment in the region
- Readiness of the destinations for international travellers
- Safety, hygiene and security
- What makes the region special and ready to welcome guests
- Which type of guests will the regions be most suitable for
- The growing importance of sustainable tourism in the region

To watch the full webinar, visit:
<https://www.youtube.com/watch?v=Q4tgZ6ZEoQQ>



3. Budget Summary

BUDGET SUMMARY

Pacific Market
FY2022 Actual Spend versus Budget YTD

GL Code	Account Title	Budget	Paid	Pending	Committed	Remaining \$	Remaining %
SMD024	PATA/PATA Micronesia Chapter/Regional Events	\$ 25,000.00	\$ 15,035.00	\$ 2,500.00	\$ -	\$ 7,465.00	29.86%
GRAND TOTAL		\$ 25,000.00	\$ 15,035.00	\$ 2,500.00	\$ -	\$ 7,465.00	29.86%

The FY2022 budget for the Pacific market is \$25,000. There is currently 29.86% of the budget remaining. No comments or questions were raised by the committee.



VII. ANNOUNCEMENTS

- Next NAPP Committee Meeting | March 2, 2022 | 2:00PM | GVB Main Conference Room

VIII. ADJOURNMENT

Chairman Shimizu adjourned the meeting at 2:39 p.m.


 Minutes Prepared By: Breeana Q. Garrido, Marketing Coordinator - North America & Pacific

 
 Minutes Reviewed By: Mark Manglona, Marketing Manager - N.A. & Pacific and
 Sharlene Guerrero, Marketing Manager - Philippines


 Minutes Approved By: Nadine Leon Guerrero, Director of Global Marketing

