

# REGULAR BOARD OF DIRECTORS MEETING MINUTES

Tuesday, September 17, 2024, at 1:30 p.m.

GVB Conference Room and Teleconference - GoToMeeting

https://meet.goto.com/GUAMVISITORSBUREAU/gvb-board-meeting

## I. CALL TO ORDER

Vice Chairman Cook called the Regular Board of Directors meeting to order at 1:34 p.m.

# II. ROLL CALL

In-Person: Joaquin Cook, Jeff Jones, Milton Morinaga, Ken Yanagisawa, Robert Hofmann,

Michelle Merfalen, Michael Sgro, Sonny Ada Absent: Chairman George Chiu, Ho Eun

## III. MINUTES OF THE PREVIOUS MEETING

Director Milton made a motion, seconded by Director Hofmann, to approve the previous Board of Directors meeting minutes dated August 22, 2024. Motion Approved.

## IV. ACTION BY THE BOARD

No action was made by the Board.

## V. CHAIRMAN'S REPORT

August 2024

Nothing to report.

# VI. MANAGEMENT'S REPORT



August 1-20, 2024				Tetal: 46,001 (44.2%)	
4976	Karte	42,644	2000	30.115	425
200	Japan	90,968	16,710	16,406	36.3%
806	L/L/Hameli	4,508	4,438	479	40.7%
165	Printer	747	790	798	100 St.
0.7%	Tahasah	1888	.50	136	639
0.8%	Owe	900	306	ta.P	54,3%
O.Ph	Hong Kong	230	63	46	27.2%



October 2023 - August 20, 2024				Total: 681,671 (47,4%		
DIA	( Parent	660,236	.7867.	- ENLINE	W76	
28 5%	Jupan	590,950	76,884	100,971	374	
11.045	SSANOO!	85400	74304	79,163	92.7%	
1.0%	Principles	10.796	12234	PL902	43.8%	
0.49	Sec.	25.307	N/S	2,540	10,01	
0.8%	China	0,478	feer	4,324	27%	
om	Hong Hong	8,027	625	716	12.101	



- on ring at gallgards life branch levert bru
- JAL and ANA both 60/40 split in/out board volume (CAPA)
- New visa free entry policy for Japanese citizens to IS2 countries effective August 2024
- Outbound travel growth expected, USA, UK, Careede, UAE, and 26 Schengen destinations in Europe
- Greater freedom and convenient trevel to more global destinations, merket share challenge
- Korea most popular Japanese destination 2.32 million 2023

#### EDUCATIONAL FORUM



- GVB, UA and UOG's collaboration to promote aducational travel to build Guten's awareness
- Reynote speech by UOG and universities from Japan that participated UA and GVB program last Dec
- Total number of participant is 61 Nagoya: 25 (Uni 3 and TA 22)
- Osake: 36 (Uni II and TA 25)







#### Chosun Dally

- July +16% YOY and 95% pre-pandemic travel volume
- · Fueled by pent up demand, airline holiday season
- Weaker yen attractive to K travelers 1.7 million, Jan Jul
- Return air fares 200,000 won (\$149 \$150)

# KOREA MARKET r 18-22, 2004 @ Quarre phyrobog no fighting traumament by Road Pr to From Granes, Japane and Harris

# Booking.com

- · Gen Z's (1997-2012) favor solo trips, destinations influenced by movie sets, TV shows and SM
- · Avoid peak season travel, seek unique personal experiences like sky diving and hot air balloons



#### JATA TOURISM EXPO 2024









#### FY 25 MARKETING PLAN MARKETING IMPARATIVE



- Build dreams and aspirations to be the "#I overseas travel destination."
- Focus on FIT, diversify target segments, and strengthen SITs, weddings (leverage #s avg 10-15 pax)
- Implement more conversion campaigns ( i.e. Guarn pay, Guarn Summer Campaign, group support, etc.)
- Emphasize Group/MCE (meetings, incentives, conventions, and exhibitions).

#### KOREA MARKET



CO-OP WITH TRAVE & NAPP HOUSE MAGAZIN









#### KOREA MARKET



A GOLF FAN A MOEYING WITH PRO GOLFER MR. LIM JIM HAM

- September 8-12, 2024 Organized by Kome Guett Golf Association 23 per (culturity, media, YAs, golf academy, production company reps.)

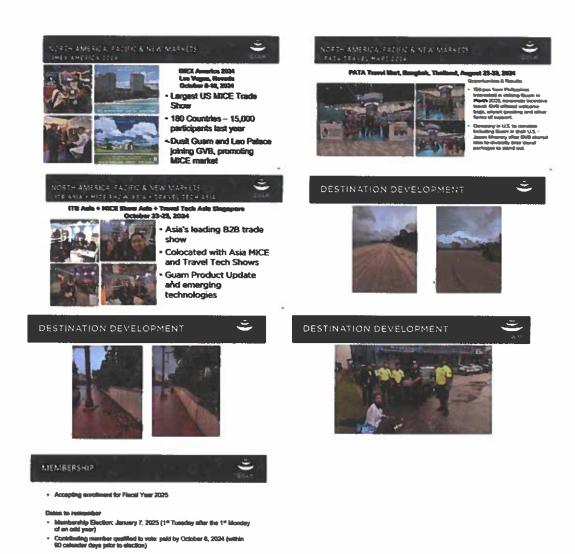


- GVB hosted a successful media gathering September 3, 2024
- Media appreciation, 30 reporters and 22 media outlets
- Promoting CNY charters, Guern product update
- Special thanks for raffle prizes The Tsubaki Tower, Dusit Beach Resort Guern, and Crowne Plaza Resort





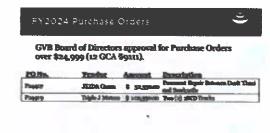




# Questions & Discussion:

- Vice Chairman Cook inquired how JATA invites and is the tradeshow only consists of industry attendees at JATA? Vice President Perez replied to the value that JATA allows for a lot of social media content development which spreads across the country and that JATA has both trade and consumer days.
- Director Ada inquired what the MOU signing with H.I.S. entail, and Director of Global Marketing Nadine Leon Guerrero shared that the focus is cooperative marketing and to highlight the SDG's (Sustainable Development Goals) which the goal is to highlight Guam and the special interest groups which allows Guam to be promoted more for travelers to visit Guam.
- Vice Chairman Cook inquired if there is data on how many martial arts fighters or fans come to Guam other than the participants for events such as the Marianas Open. Vice President Perez said that two to three years ago during Covid there was a lot of talk of discussion on martial arts groups on Guam, but we have lost traction of that.

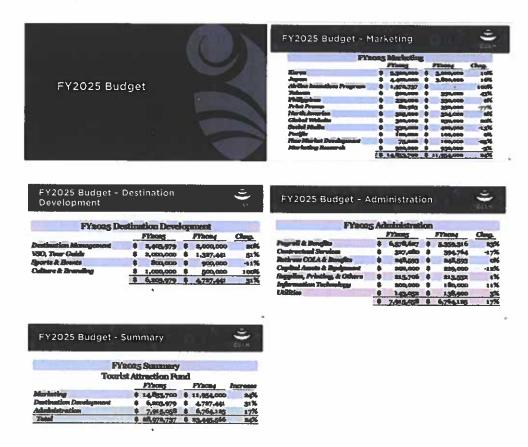




# Purchase Orders for FY2024

Motion made by Director Hoffman, seconded by Director Ada to approve purchase order P24407 for the pavement repair between Dusit Thani Resort Guam and Sandcastle in the amount of \$52,500.00 to the lowest responsive bidder, JEIDA Guam. Motion Approved

 Purchase Order P24419, Purchase of Two (2) 2WD Trucks from the winning vendor, Triple J Motors is tabled until the next Regular Board of Directors meeting due to Director Jones abstaining from voting due to a conflict of interest, which made it a lack of quorum.



## Questions & Discussion:

- Vice Chairman Cook inquired why an increase for the VSO and Tour Guide budget and if GVB is getting more VSO officers. Chief Financial Officer Rudd Gudmalin shared that the budget for the VSO is \$1.1 million and the \$800,000 is for the 24-hour hotline Concierge program service that GVB provides.
- Vice Chairman Cook inquired about the Marketing Research and asked if we will be starting up exit surveys again and getting data on what visitors appreciate. Vice President Perez shared that GVB is taking a different path and we are trying to get more information from our vendors and findings for example from the GVB Japan and Korea offices, which will help develop our destination and compete with other destinations.
- Director Ada inquired about the RFP's that are out for bid and President Gutierrez shared
  that we are trying to determine what to do by getting six architects and engineers to
  create a total of six master plans. GVB plans to work with the Governor's Office and
  GEDA for the plans and the identified locations: ponding basin, amphitheater,
  surrounding area of Ypao, the wall outside Hilton Guam Resort & Spa facing GVB,
  weather shelter outside JFK High School, how to cross Marine Corps Drive to the Kmart
  side and how to improve the transportation from Tumon to GPO and Micronesia Mall.

#### VII.REPORT OF THE BOARD COMMITTEES

No committee reports were made

## VIII. OLD BUSINESS

None

# IX. NEW CORPORATION BUSINESS

- Discussion on the conflict between tourism & military buildup
  - Director Ada mentioned he recalled inquiring if this could be brought up for discussion to which President Gutierrez agreed that the conflict between tourism & military buildup should be discussed at a later time.
- Management update on GVB budget submitted to the legislature
  - Vice Chairman Cook stated that the budget was previously talked about.
  - No further discussion needed.
- Discussion on Tourism Recovery Report
  - Vice Chairman Cook expressed that it is eye-opening, now it's time to see what the next step is and how GVB will be involved in the next phase moving forward. Vice President Perez shared there should be more people moving forward to take ownership and expansion on participation from the other government agencies and private sector to get more involved and GVB can be the headquarters to drive the strategic plan that the Governor adopted and that it is a strategic framework.
  - Director Jones inquired if the Tourism Recovery Report will be completed. Vice President Perez confirmed it will be completed and that he met with them last Friday and things need to be addressed with the BSP (Bureau of Statistics and Plans) and the Governor's office.
  - Vice President Perez informed that the report will be shared with the industry on the development, but this report will not be publicly disseminated.

 Vice Chairman Cook shared that it is our job to focus on what to prioritize and what makes sense for GVB to do.

# X. EXECUTIVE SESSION

None

# XI. AGENDA ITEMS FOR THE NEXT MEETING

- Approval of the Purchase Order P24419 Two (2) 2WD Trucks
- Guam International Country Club (GICC)

# XII.ANNOUNCEMENTS

# **Upcoming Board Meeting:**

October 24, 2024

## XIII. ADJOURNMENT

Director Ada made a motion, seconded by Director Hofmann to adjourn the Board of Directors' regular board meeting at 2:37 p.m.

Meeting adjourned.

Jeffrey Jones, Secretary of the Board of Directors

Board Minutes respectively submitted by Trixie Naholowaa-Torres, DD Admin. Asst.