



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: Joaquín 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

- Nothing to report.

VI. MANAGEMENT'S REPORT

Report of Management

President & CEO Carl Gutierrez
Vice President Gerry Perez

July 2024

July 1-31, 2024 Total: 86,831 (43.6%)

% of Total	Origin	2019	2021	2024	% of 2019
49.0%	Korea	62,988	38,988	29,940	44.0%
25.3%	Japan	49,023	10,689	16,160	31.8%
14.6%	US/Canada	9,788	6,78	8,735	97.7%
1.9%	Philippines	1,482	1,184	1,184	79.8%
0.8%	Taiwan	3,885	1,184	200	4.8%
0.9%	China	67	343	538	66.0%
0.5%	Hong Kong	420	71	78	18.7%

August 2024

August 1-30, 2024 Total: 46,061 (44.2%)

% of Total	Origin	2019	2021	2024	% of 2019
43.7%	Korea	42,644	21,988	20,115	42.2%
19.8%	Japan	50,988	16,710	18,498	36.3%
8.2%	US/Canada	4,928	4,439	4,738	92.7%
1.6%	Philippines	747	788	728	100.0%
0.7%	Taiwan	1,628	881	128	6.9%
0.8%	China	681	358	678	84.3%
0.6%	Hong Kong	238	63	68	27.2%

Fiscal Year to Date 2024

October 2023 - August 20, 2024 Total: 681,671 (47.4%)

% of Total	Origin	2019	2021	2024	% of 2019
67.5%	Korea	850,238	389,121	388,188	44.7%
18.5%	Japan	580,558	74,884	180,871	31.2%
11.6%	US/Canada	85,433	74,304	78,183	92.7%
1.8%	Philippines	18,794	12,234	11,882	63.8%
0.8%	Taiwan	25,307	6,182	2,680	10.6%
0.9%	China	14,478	1,644	4,326	29.7%
0.6%	Hong Kong	5,927	628	710	12.0%



JAPAN



- Outbound travel demand still struggling to gain momentum
- JAL and ANA both 60/40 split in/out bound volume (CAPA)
- New visa free entry policy for Japanese citizens to 152 countries, effective August 2024
- Outbound travel growth expected, USA, UK, Canada, UAE, and 26 Schengen destinations in Europe
- Greater freedom and convenient travel to more global destinations, market share challenge
- Korea most popular Japanese destination 2.32 million 2023

EDUCATIONAL FORUM



- GVB, UA and UOG's collaboration to promote educational travel to build Guam's awareness
- Keynote 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)
 - Osaka: 36 (Uni 11 and TA 25)



JATA TOURISM EXPO 2024



Q&A Booth
 Trade relations and economic transaction

Food Truck
 Generative economy transaction
 UOG Promoter

PRG Signing Ceremony
 Press announcement on Sep 27

FY 25 MARKETING PLAN
MARKETING IMPARATIVE

IMMERSIVE AND CONVERSION

1. Build dreams and aspirations to be the #1 overseas travel destination.
2. Focus on FIT, diversify target segments, and strengthen FITs, weddings (leverage #fs avg 10-15 pax)
3. Implement more conversion campaigns (i.e. Guam pay, Guam Summer Campaign, group support, etc.)
4. Emphasize Group/MICE (meetings, incentives, conventions, and exhibitions).

KOREA



Chosun Daily

- July +16% YOY and 95% pre-pandemic travel volume
- Fueled by pent up demand, airline holiday season promos
- Weaker yen attractive to K travelers 1.7 million, Jan - Jul 2024
- Return air fares 200,000 won (\$149 - \$150)

KOREA MARKET



CO-OP WITH COMPOSE COFFEE
 Limited-edition "Guam Beach" mugs

CO-OP WITH TRAVEL & HAPPY HOUSE MAGAZINE- SEPTEMBER ISSUES
 Heavy Metals 6-page spread featuring family travel & Guam adventure activities (\$25,000 circulation)
 Travel: 20-page feature on Guam's food/winery scene (\$1,000 circulation per month)

- August 26-September 20, 2024
- Surveil at 1,300 stores nationwide
- Guam priority insurance event

PRG Member of the 100 largest media outlets in Guam (PRG)

KOREA MARKET



CHIEF OF THE RESIP FISHING TOURNAMENT
 September 18-22, 2024 @ Guam Sheraton
 Open from fishing tournament by Real Phuket Int'l
 Participants from Guam, Japan and Korea
 17 registered from Korea
 GVB bringing 2 influencers and 7 media

2024 HARBANAS OPEN
 October 12, 2024 @ UOG Poolhouse
 Invitational by film sponsorship
 300 international participants, 60+ Asia Home
 GVB bringing Jung Choo Song, also known as "Korean Zombie" with 1.8 million YouTube subscribers, and Hoo Young Hoon, 30-time gold medalist, kick box, and comedian

KOREA MARKET



GVB GOLF FAN & MEETING WITH PRO GOLFER MR. LIM JIN HAN

- September 8-12, 2024
- Organized by Korea Guam Golf Association
- 23 pax (celebrity, media, TAs, golf academy, production company reps)

TAIWAN



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

TAIWAN MARKET



Mid-Autumn Media Gathering

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

TAIWAN MARKET



JustGuam

UPCOMING EVENTS

- GVB hosting Guam into Webinar
- GVB membership and trade partners, direct communication
- The one-day free virtual event will welcome over 320 travel agents who are participating from Taipei, Boyuan, Hsinchu, Hualien, Taichung, Keelung, Penghu, and other cities

Special Thanks to the GVB members who had registered to participate in the webinar

PHILIPPINES MARKET



Re-Invited from 2023

September 9-12, 2024

- GVB invited 4 influencers from the Philippines - 750k+ followers collectively
 - Joanne Villalobos
 - Christy Cabanes
 - Pauline Banao
 - Sandy Riccio
- Highly engaged posts increase awareness about Guam (more desirable to follow)

BY YUPOA PARTNER TO OUR TOURISM PARTNERS:

NORTH AMERICA, PACIFIC & NEW MARKETS
MICE AMERICA 2024



MICE America 2024
 Las Vegas, Nevada
 October 8-10, 2024

- Largest US MICE Trade Show
- 180 Countries – 15,000 participants last year
- Dusiit Guam and Leo Palace joining GVB, promoting MICE market

NORTH AMERICA, PACIFIC & NEW MARKETS
PATA Travel Mart, Bangkok, Thailand, August 25-30, 2024



Opportunities & Results:

- 150 new Team Philippines announced in visiting Guam in March 2023, cooperative incentive travel. GVB offered welcome bags, airport greeting and other forms of support.
- Choosing in U.S. to committee including Guam in their U.S. – Guam Ministry after GVB shared data to diversify their travel packages to stand out.

NORTH AMERICA, PACIFIC & NEW MARKETS
ITB Asia • MICE Show Asia • Travel Tech Asia Singapore
 October 23-25, 2024




- Asia's leading B2B trade show
- Colocated with Asia MICE and Travel Tech Shows
- Guam Product Update and emerging technologies

DESTINATION DEVELOPMENT



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MEMBERSHIP

- Accepting enrollment for Fiscal Year 2025

Dates to remember

- Membership Election: January 7, 2025 (1st Tuesday after the 1st Monday of an odd year)
- Contributing member qualified to vote: paid by October 8, 2024 (within 90 calendar days prior to election)

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.



FY2024 Purchase Orders

GVB Board of Directors approval for Purchase Orders over \$24,999 (12 GCA 5911).

PO No.	Vendor	Amount	Description
P2447	JEIDA Guam	\$ 52,500.00	Pavement Repair Between Dusit Thani and Sandcastle
P2449	Triple J Motors	\$ 100,000.00	Two (2) 2WD Trucks

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.



FY2025 Budget - Marketing

	FY2024	FY2025	Chng.
Korea	\$ 2,500,000	\$ 2,000,000	-20%
Japan	\$ 4,400,000	\$ 3,800,000	-14%
Malina Awareness Program	\$ 1,070,727	\$ -	-100%
Taiwan	\$ 500,000	\$ 350,000	-30%
Philippines	\$ 350,000	\$ 350,000	0%
Print Promos	\$ 80,000	\$ 350,000	77%
North America	\$ 200,000	\$ 200,000	0%
Global Website	\$ 300,000	\$ 300,000	0%
Social Media	\$ 350,000	\$ 400,000	14%
Pacific	\$ 100,000	\$ 100,000	0%
Host Market Development	\$ 75,000	\$ 100,000	33%
Marketing Research	\$ 500,000	\$ 500,000	0%
Total	\$ 14,850,727	\$ 11,850,000	-20%

FY2025 Budget - Destination Development

FY2025 Destination Development

	FY2024	FY2025	Chng.
Destination Management	\$ 3,400,979	\$ 3,000,000	-12%
VSO, Tour Guide	\$ 2,000,000	\$ 1,327,441	-34%
Sports & Events	\$ 800,000	\$ 900,000	11%
Culture & Branding	\$ 1,000,000	\$ 900,000	-10%
Total	\$ 6,200,979	\$ 4,727,441	-24%

FY2025 Budget - Administration

FY2025 Administration

	FY2024	FY2025	Chng.
Programs & Benefits	\$ 6,570,667	\$ 5,339,316	-19%
Operational Services	\$ 307,000	\$ 394,744	13%
Business OMA & Benefits	\$ 240,000	\$ 240,000	0%
Capital Assets & Equipment	\$ 200,000	\$ 200,000	0%
Supplies, Printing, & Others	\$ 22,706	\$ 22,500	-1%
Information Technology	\$ 200,000	\$ 180,000	-10%
Utilities	\$ 1,500,000	\$ 1,350,000	-10%
Total	\$ 7,260,373	\$ 6,726,560	-7%

FY2025 Budget - Summary

FY2025 Summary

	FY2024	FY2025	Increase
Marketing	\$ 14,850,727	\$ 11,850,000	-20%
Destination Development	\$ 6,200,979	\$ 4,727,441	-24%
Administration	\$ 7,260,373	\$ 6,726,560	-7%
Total	\$ 28,312,079	\$ 23,303,001	-18%

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.

- o 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.