



1. SHUT OFF CAMERA TO MINIMIZE BANDWIDTH
2. IDENTIFY YOURSELF WHENEVER YOU SPEAK
3. IF YOU'RE LATE, DON'T ANNOUNCE YOURSELF
4. REMAIN ON MUTE UNLESS SPEAKING
5. ENSURE YOUR NAME AND COMPANY IS LISTED AS A PARTICIPANT

**CONFERENCE CALL ETIQUETTE
GVB BOARD OF DIRECTORS MEETING
08.10.2023**

GVB Board of Directors Meeting

August 10, 2023

Agenda



1:30PM | Thursday, August 10, 2023

- I. CALL TO ORDER**
- II. ROLL CALL (Board members please advise if you log off)**
- III. MINUTES OF THE PREVIOUS MEETING**
- IV. ACTION BY THE BOARD**
- V. CHAIRMAN'S REPORT**
- VI. MANAGEMENT'S REPORT**

Agenda



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IV. ACTION BY THE BOARD

V. CHAIRMAN'S REPORT

VI. MANAGEMENT'S REPORT

Agenda



1:30PM | Thursday, August 10, 2023

I. CALL TO ORDER

II. ROLL CALL

III. MINUTES OF THE PREVIOUS MEETING (7/12/2023)

IV. ACTION BY THE BOARD

V. CHAIRMAN'S REPORT

VI. MANAGEMENT'S REPORT

Agenda



1:30PM | Thursday, August 10, 2023

I. CALL TO ORDER

II. ROLL CALL

III. MINUTES OF THE PREVIOUS MEETING

IV. ACTION BY THE BOARD (None)

V. CHAIRMAN'S REPORT

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III. APPROVAL OF PREVIOUS MEETING MINUTES

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Report of Management

President & CEO Carl Gutierrez
Vice President Gerry Perez



July 2023



July 1-31, 2023

Total: 51,509 (+29.4%)

% Market Mix	Origin	2019	2022	2023	% to LY
21.3%	Japan	47,904	1,917	10,958	471.6%
52.4%	Korea	67,861	28,063	26,979	-3.9%
2.2%	Taiwan	2,550	37	1,114	2910.8%
0.7%	China	814	76	343	351.3%
14.8%	US/Hawaii	7,648	5,479	7,626	39.2%
2.3%	Philippines	1,481	845	1,160	37.3%
0.1%	Hong Kong	420	22	71	222.7%
0.01%	Russia	306	13	6	-53.8%

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

Note: July 2023 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2023



January - July 31, 2023

Total: 347,037 (+177.7%)

% Market Mix	Origin	2019	2022	2023	% to LY
14.3%	Japan	368,414	6,553	49,491	655.2%
59.9%	Korea	425,522	59,542	207,793	249.0%
1.4%	Taiwan	17,183	157	4,710	2900.0%
0.3%	China	7,440	226	1,152	409.7%
14.5%	US/Hawaii	57,036	40,008	50,242	25.6%
2.3%	Philippines	11,644	3,761	7,842	108.5%
0.1%	Hong Kong	3,660	72	433	501.4%
0.02%	Russia	3,078	40	84	110.0%

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

Note: July 2023 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2023



October – July 31, 2023

Total: 483,363 (+222.8%)

% Market Mix	Origin	2019	2022	2023	% to LY
12.7%	Japan	529,197	7,734	61,189	691.2%
61.8%	Korea	607,589	65,638	298,842	355.3%
1.0%	Taiwan	23,471	239	5,005	1994.1%
0.3%	China	10,782	287	1,349	370.0%
14.4%	US/Hawaii	79,634	53,289	69,529	30.5%
2.4%	Philippines	18,047	4,763	11,456	140.5%
0.1%	Hong Kong	5,688	80	562	602.5%
0.03%	Russia	4,779	54	123	127.8%

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

Note: July 2023 Daily Arrivals reflect Civilian Air arrivals only

79th Liberation

Liberation Day Event

- GVB Hospitality tent well attended, Paseo.
- GVB marketing reps from Japan, Korea, Taiwan, and PI
- Local Community
- Fireworks and Drone Show well received

GVB Sponsorship

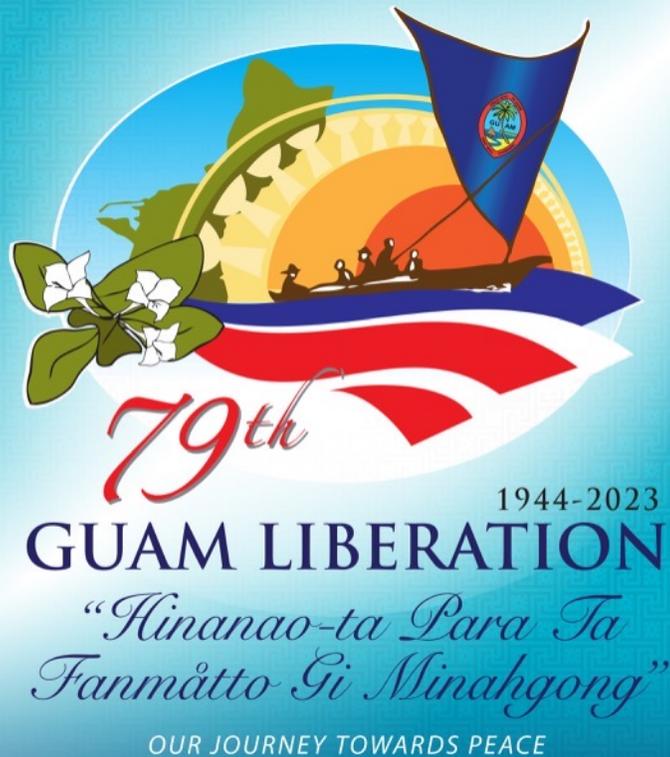
- Thank public utility employees and other first responders in community for hard work and quick recovery
- Block party to uplift community spirit and sense of optimism

Liberation Day Block Party event



July 21st Liberation Day Block Party Paseo de Susana

- GVB organized Fireworks & Drone Shows
- Guam Chamorro Dance Academy from Japan featured
- GVB Hospitality Tent
Food & Refreshments
Shuttle service from Tumon hotels, visitors and local residents



Liberation Intercept Survey



- The Research & Strategic Planning team conducted intercept surveys during the liberation celebration, in an effort to gain key insights into the community's sentiment for the upcoming 80th Liberation Celebration
- **860+** surveys were administered to residents and visitors from the US, Korea, Japan, Philippines and Taiwan

- Sample breakdown:

- Guam- 70%
- USA- 20%
- Japan – 3%
- Korea- 3%
- PI- 2%
- Taiwan- 1%



- A full report will be published in the coming weeks and results will be shared with the MCOG as we look ahead in planning for the 80th Liberation Celebration.

Liberation Intercept Survey



79th Liberation



- Japan Market
- Guma Taotao Kinahulo Atdao na Tano: 19 pax include 13 dancers





Tourism Assistance Program



LEARN ABOUT *TAP*

TOURISM ASSISTANCE PROGRAM

GOAL: Expedite the opening of tourism related businesses (July 15 target) and not lose peak season opportunities

- GVB Launched the Tourism Assistance Program (TAP) on June 14, 2023 to provide financial assistance to small businesses impacted by Typhoon Mawar.
- Qualified small businesses can receive grants up to \$25,000 subject to the availability of funds.
- \$2 million allocated and approved for GVB's TAP budget



537 Applications Received



308 Checks Processed



\$2,000,000 Committed

- Two Meetings (July 17 and 27)
- Discussed reimbursable issues and documentation details
- Out of pocket expenses and additional funds for mitigation
- Hardening emergency power generator and housing

Sports & Events – GMIF Event



Guam • Micronesia
ISLAND FAIR
PRESENTS

I'NETNON MAN TAOTAO MICRONESIA
EXPERIENCE THE GATHERING OF THE PEOPLE FROM MICRONESIA

SATURDAY, AUGUST 5, 2023
FROM 9:00 AM TO 7:00 PM.
AT THE
VALLEY OF THE LATTE,
JEFF'S PIRATES COVE, &
THE COUNTRY CLUB OF THE PACIFIC

Vendor Registration

Event Details

Giveaway Entry

August 5th Valley of the Latte, Jeff Pirate's Cove & Country Club of the Pacific

- Special performances by Zhting of the Indigenous Seediq Taiwanese Tribe.
- Event featured many local and Micronesian arts, crafts, food, entertainment, beach volleyball tournament and many more activities and special giveaways.
- Special Slingstone demonstration booth at CCP provided enthusiasts the opportunity to sling in an open environment at the golf course.



For more details,
VisitGuam.com/GMIF

Sports & Events- GMIF Images



Guam • Micronesia
ISLAND FAIR
PRESENTS

I'NETNON MAN TAOTAO MICRONESIA
GATHERING OF THE PEOPLE FROM MICRONESIA

JOIN US AT THE VALLEY OF THE LATTE, JEFF'S PIRATES COVE, AND THE COUNTRY CLUB OF THE PACIFIC FOR CULTURAL PERFORMANCES, GREAT FOOD AND DRINKS, GAMES, AND MORE!

SATURDAY, AUGUST 5TH, 2023 | 9 AM TO 7 PM



- Japan departures in June 700k = 46% pre-covid
- Outbound air seats 2023 July - Sept 12 million
- Guam seat share 3% and pax 2% mkt share before Mawar
- Obon (Aug 11 Weekend) international departures 50% pre-covid
- Better than 30% M/M Golden Week

- Korea FYTD June outbound seats 22.8 million
- Guam seat share 2% and pax 2% mkt share before Mawar
- July highest outbound since COVID, 6.4M
- Japan destination for 1.7M, lowest yen level in 8 years at 9.12 per won
- 30% Korean outbound visited Japan Jan - June 2023

Korea Q2 Exit Survey Highlights



- Direct travel booking 49%, Traditional TA's 28%, OTA 22%
- Pleasure, Relaxation, and Natural Beauty of Guam the top three reasons for travel
- First time visitors 55% and Repeaters 45%

Korea Q2 Exit Survey Highlights



Demographics

- Male 69% and Female 31% Married 89% and Single 11%
- 45% ages 40-49, 39% ages 25-39, 10% and 15% over 50+
- 24% annual Income under \$54,000
- 55% between \$54,000 and \$80,000, 21% no answer
- Only 8% travel alone, 92% with their spouse, children, other family members or friends and associates.
- Average stay 4.4 days and 3.67 party size
- On island spending \$1,138.32 per pax

Korea Q2 Exit Survey Highlights



Destination Expectations

- More than 90% met 64% or exceeded 30% expectations
- Positives: beaches 35%, nature 20% and relaxation 15%
- Negatives: expensive 33%, food, 15% and Immigration 13%

Destination satisfaction 10 pt scale

- Overall, 53% rated 8.48.
- Beaches 72% - 9.0, safety & security 59% - 8.6, parks -7.8
- Entertainment 44% - 8.0 and shopping 38% - 7.6

Korea Market Recovery Initiatives

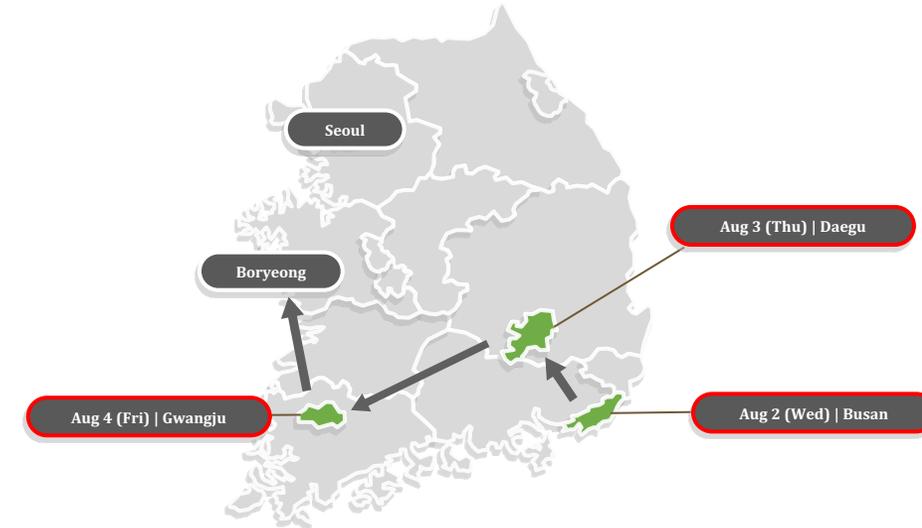


RECOVERY MARKETING PROJECT: IN-COUNTRY OFFLINE SHOWS

GVB KOREA ROADSHOW August 2 - 4, 2023

- Busan - Daegu - Gwangju
- Travel Trade, Guam Updates, Travel Mart

Dǎngkolu na Si Yu'os Ma'åse' to Core Tech (Dusit Thani Guam Resort, Dusit Beach Resort Guam, and Bayview Hotel), Crowne Plaza Resort Guam, Fish Eye Marine Park, Guam Ocean Park, Hoshino Resorts Guam, Hyatt Regency Guam, Lotte Hotel Guam, Onward Mangilao Golf Club, Pacific Islands Club Guam, Royal Orchid Hotel, Sentry Hospitality, and The Westin Resort Guam



Korea Market



RECOVERY MARKETING PROJECT: IN-COUNTRY OFFLINE SHOWS

- Participated in 26th Boryeong Mud Festival August 5-6, 2023
- General Consumer, Festival lovers, FITS

GVB's Participation in 2023 Boryeong Mud Festival



Korea Market



New Korean Guidebooks

Format:

- Hardcopy
- Digital

Contents:

- Guam at a Glance
- Sightseeing
- Accommodation
- Shopping & Market
- Experience
- Itinerary

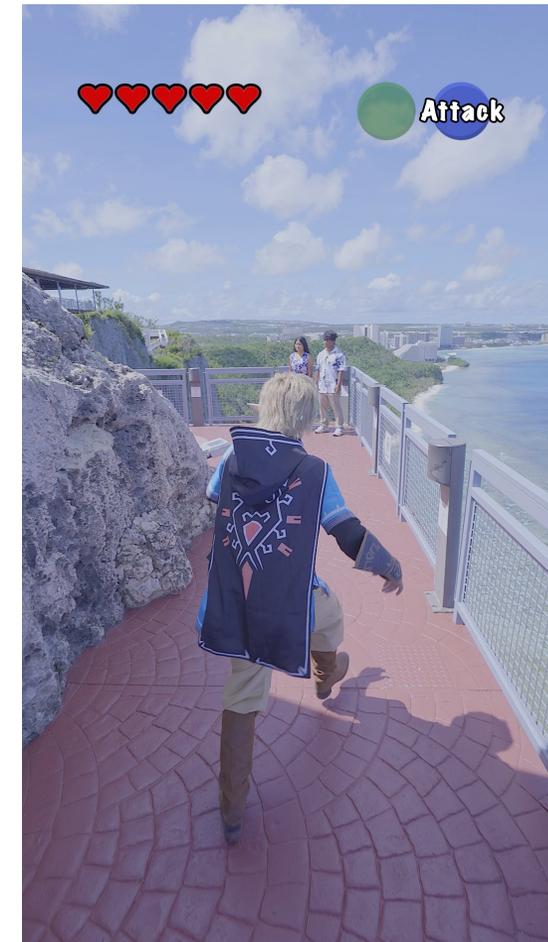


Japan Market



- **Komazawa Isolation** and TikTok Followers 1,200,000
- Game like video content total 5 episodes from

Video content



Japan Market



- **Food truck new tinaktak menu launched at Music Festival Giga in Osaka Jul 21 and 22**
- Tinaktak burger was very popular among event participants



Kashiwa Festival 2023

Date: July 29, 30

Estimate # of attendance: 700,000

Contents

- Exhibit GVB Booth
- Ribbon cutting Ceremony (7/29)
- Parade (7/29) joined by GCDA



 JR
JR東日本

柏駅

Kashiwa Station

東口

East Entrance

东入口 동쪽 입구

Japan Market - Upcoming



- Food Program: ULTRA Music Festival in Japan Sep 16 and 17
- Exhibiting food truck at world-famous music festivals



Japan Market – Upcoming



Aug 23 Osaka
Aug 25 Tokyo



Sep 30 ~ Oct 1
Sapporo



Oct 26 ~ 29
Osaka

Destination Development



**Four-day beach clean-up after Typhoon Mawar
More than 100 dump truck loads
Downed trees and scattered debris**

Destination Development



Thank You to the Volunteers!

TROLLEY SERVICE



- Trolley service usage increasing with visitors arrivals
- Lam Lam having difficulties with frequency
- Visitors stacking and waiting to be picked up
- Need to discuss/find solution with Lam Lam:
 - For company to advertise a cohort to recruit?
 - GVB can work with Rev/Tax?

SI YU'OS MA'ÅSE'



VII. FINANCIAL REPORT

- 1. June 2023**
- 2. Flow Chart - Approval Process**
- 3. Travel Report**

VIII. REPORT OF THE BOARD COMMITTEES

IX. NEW CORPORATE BUSINESS

X. EXECUTIVE SESSION

XI. ANNOUNCEMENTS

XII. ADJOURNMENT

Financial Report



Financial Update – June 2023

Financials



Guam Visitors Bureau

Statement of Revenues, Expenses and Changes in Net Position
 Unaudited
 June 30, 2023

Revenues		% Chg.	Expenses		% Chg.
GovGuam Allotments	\$14,200,160	12%	Professional Services:		
Consumption Tax	318,706		Marketing	\$6,092,475	23%
In-Kind Contributions	94,039		TAF Projects & Operations	1,529,102	30%
Membership	54,100		Personnel	2,573,570	
TCD Gain & Loss	16,436		Grants & Sponsorships	2,611,237	227%
Interest Income	49,516		Travel	321,262	
Other Income	47,111		Miscellaneous	291,766	
Miscellaneous	26,075		Repairs & Maintenance	154,608	
Total Revenues	14,806,143		Materials & Supplies	151,724	
			Other Expenses	610,041	
			Total Expenses	14,335,785	
			Change in Net Position	\$ 470,358	

Financial Update - June 2023

Financials



Guam Visitors Bureau Cash Allocation as of June 30, 2023

Restricted		14,899,105	Projects & Commitments		4,019,793
American Rescue Plan Act 2021	14,525,379		Japan Marketing	1,800,000	
Pale San Vitores Road Project (PL 30-196)	177,567		Typhoon Mawar Repairs	1,510,000	
Cultural & Sports Ambassador Fund (PL 33-10)	64,296		Destination Development	386,969	
Membership Fund	87,479		Tourism Assistance Program	143,000	
Cruise Ship Industry Development Program (PL 34-42)	37,454		Facility Enhancement	115,242	
Bank of Guam - Rainy Day Fund (PL 30-116)	4,926		Median Uplighting	44,582	
Other	2,003		Stormwater Management System Phase II	20,000	
Encumbrances for FY2023		5,177,874			
Contracts	3,207,134				
Administrative Cost	1,024,823				
Purchase Orders	645,917				
Retirement Payments (COLA)	300,000				
Payables		2,476,818			
Total					\$26,573,589

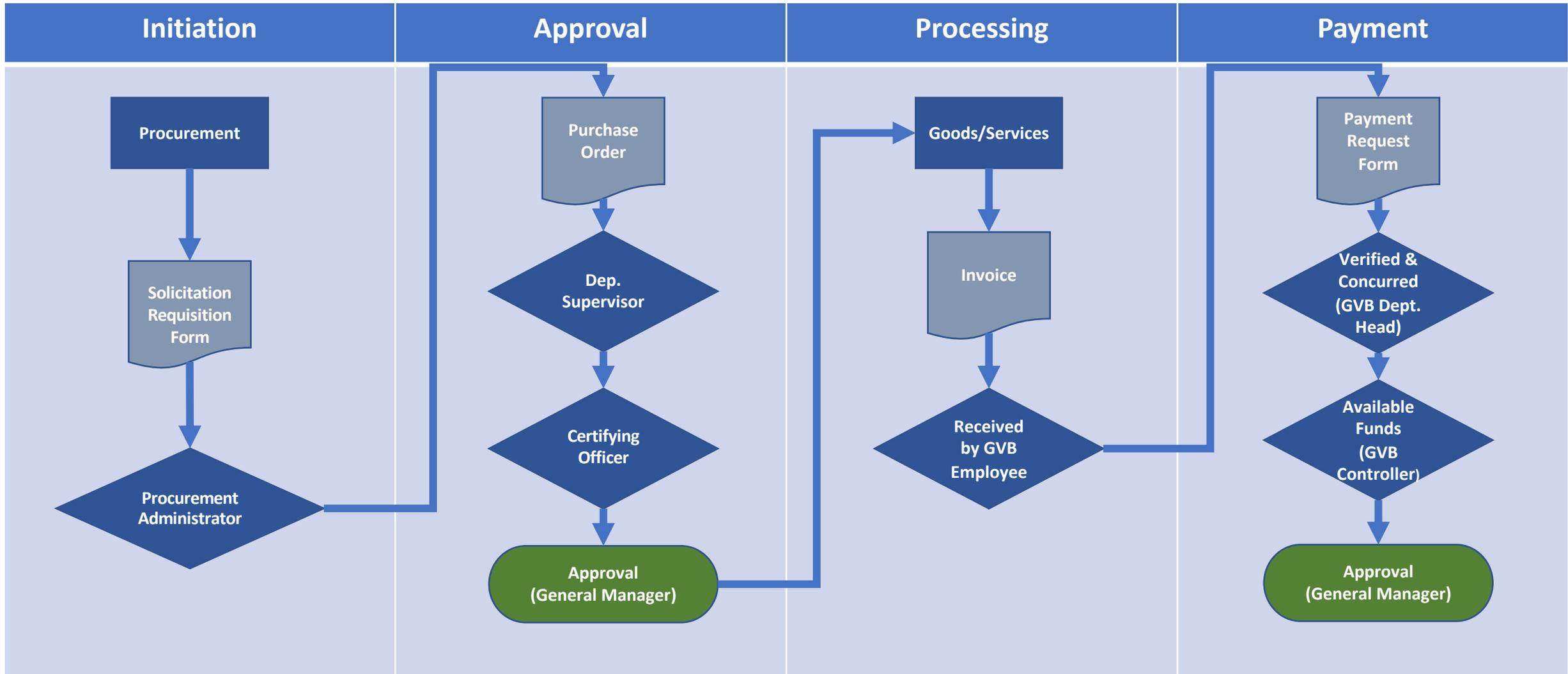
Financial Update – Excess TAF



- May 2023 – 100% allocated to GVB
- Jun. 2023 to Sep. 2023 - 50% allocation to GVB, 50% to DOA
 - DOA allocation to be used for prior year Gov. Guam obligations

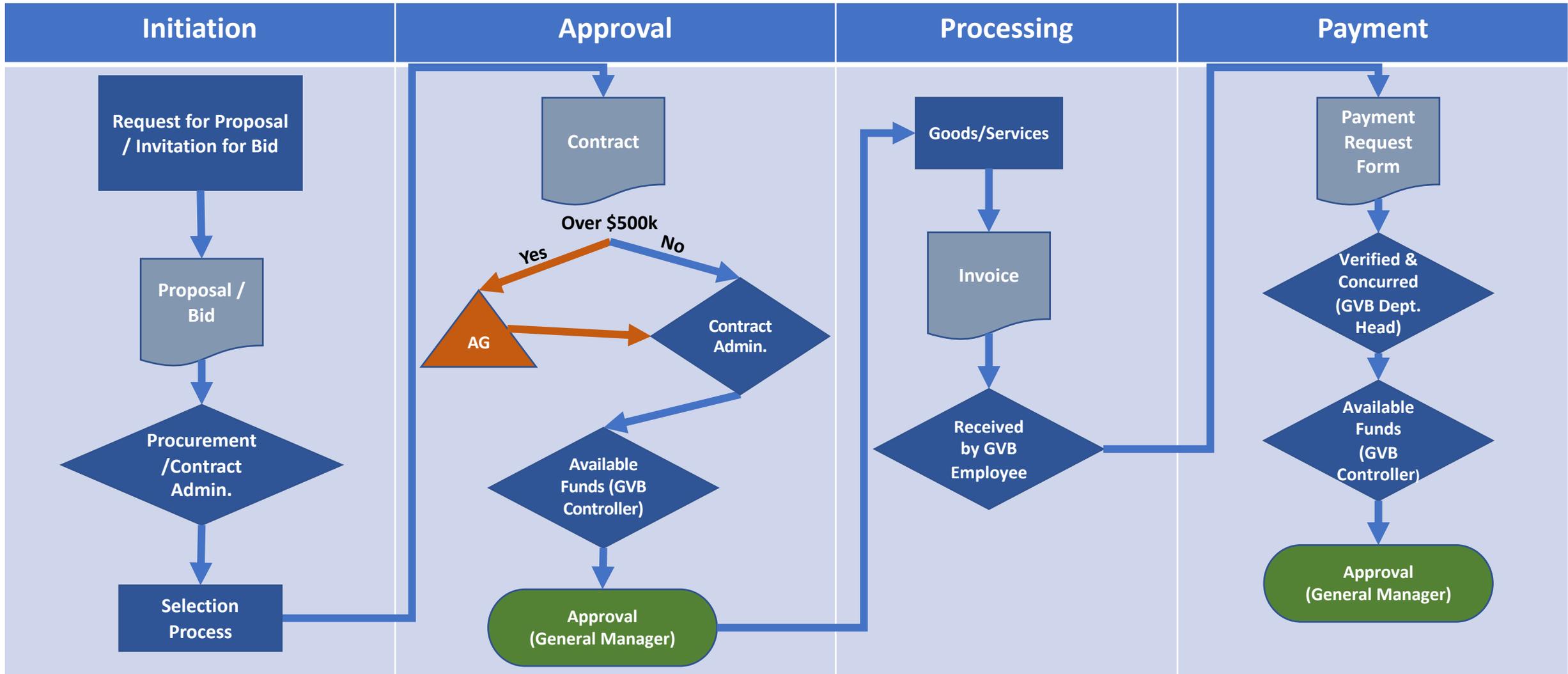
			GVB Allocation	DOA Allocation	
May 2023	Actual	1,365,159	1,365,159	-	100% Allocation to GVB
June 2023	Actual	3,015,126	1,507,563	1,507,563	50% Allocation to GVB
July 2023	Projected	1,017,500	508,750	508,750	50% Allocation to GVB
August 2023	Projected	976,800	488,400	488,400	50% Allocation to GVB
September 2023	Projected	1,628,000	814,000	814,000	50% Allocation to GVB
			\$4,683,872	\$ 3,318,713	

Financial Update - Flowchart for Goods & Services



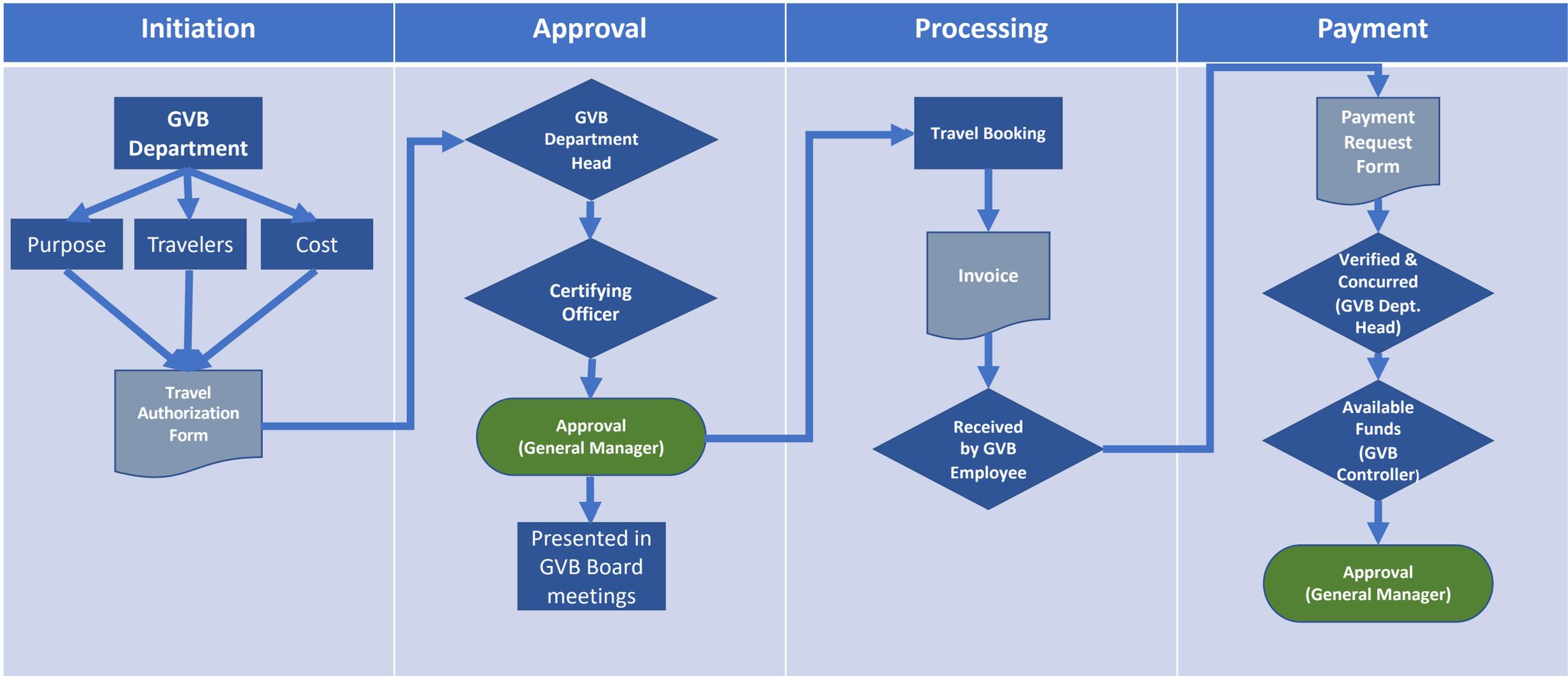
* Simplified procurement process, please refer to Appendix A Common Methods of Procurement Flowchart for more details.

Financial Update - Flowchart for Contracts



* Simplified procurement process, please refer to Appendix A Common Methods of Procurement Flowchart for more details.

Financial Update - Flowchart for Travel



Financial Update - Travel



Guam Visitors Bureau

Travel Expenditures

Unaudited

As of June 30, 2023

Countries Traveled	Tourist Attraction	GVB Membership	Total
	Fund	Fund	
Japan	\$ 84,215	\$ 33,790	\$ 118,005
United States	56,193	-	56,193
Taiwan	34,370	17,091	51,461
South Korea	44,383	5,441	49,824
Philippines	10,984	15,088	26,072
Singapore	12,494	-	12,494
Malaysia	7,212	-	7,212
	\$ 249,851	\$ 71,410	\$ 321,262

Financial Update - Travel



Japan Travel

Japan Mission 2022

Japan SIT seminar, UA Top Management Meeting & Kashiwa City Courtesy Visit

Japan Travel Trade Mission and JTB & HIS meetings

Kashiwa International Exchange Fiesta Tokyo, Japan

Marianas Pro JiuJitsu Tournament

New Years Reception & GVB Japan New Office Opening Ceremony

Japan Mission 2022

Japan SIT seminar, UA Top Management Meeting & Kashiwa City Courtesy Visit

Kashiwa International Exchange Fiesta Tokyo, Japan

New Years Reception & GVB Japan New Office Opening Ceremony

Financial Update - Travel



South Korea Travel

GVB Korea Year End Appreciation in Seoul
Strategic Mission Trip to Korea
38th Seoul International Travel Fair

Strategic Mission Trip to Korea
38th Seoul International Travel Fair

Taiwan Travel

50th Anniversary Guam-Taipei Sister City

50th Anniversary Guam-Taipei Sister City

Financial Update - Travel



Philippines Travel

Airline and Travel Agent Strategic Meetings in Manila, Philippines
PTAA Travel Tour Expo Manila, Philippines

Airline and Travel Agent Strategic Meetings in Manila, Philippines

Malaysia Travel

MATTA Fair 2023 in Malaysia

Singapore Travel

ITB Asia/MICE Show/Travel Tech Asia in Singapore

United States Travel

IMEX America 2022 Expo in Las Vegas, NV
Los Angeles Travel & Adventure Show
CHamoru Cultural Festival (CCF) in San Diego, California

SI YU'OS MA'ÅSE'



VII. FINANCIAL REPORT

VIII. REPORT ON THE BOARD COMMITTEES

- A. Executive Committee
- B. Administration & Government Relations
- C. Destination Management / Visitors Safety & Satisfaction
- D. Cultural Heritage & Community Outreach
- E. Research
- F. Sports & Events
- G. Japan

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- D. Cultural Heritage & Community Outreach
 - Committee Reports
 - List of all Destination Management Contracts
- E. Research
- F. Sports & Events

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- E. Research
- F. Sports & Events
- G. Japan
 - JAL projections through October

Agenda



H. Korea

- Committee Meeting Minutes dated July 18, 2023

I. Taiwan

J. North American, Pacific, Philippines, & New Markets

K. Membership

IX. NEW CORPORATION BUSINESS

X. EXECUTIVE SESSION

XI. ANNOUNCEMENTS

XII. ADJOURNMENT

Agenda



H. Korea

I. Taiwan

- Committee Meeting Minutes dated July 6, 2023 and August 3, 2023

J. North American, Pacific, Philippines, & New

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IX. NEW CORPORATION BUSINESS

- Discussion on GVB enabling legislation and bylaws

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XI. ANNOUNCEMENTS

- Next board meeting August 24, 2023 and September 14, 2023

XII. ADJOURNMENT

SI YU'OS MA'ÅSE'

