



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  
09.17.2024**

# **GVB Board of Directors Meeting**

**September 17, 2024**



# Agenda



**1:30PM | Thursday, September 17, 2024**

- I. CALL TO ORDER**
- II. ROLL CALL (Board members please advise if you log off)**
- III. APPROVAL OF PREVIOUS MEETING MINUTES (8/22/24)**
- IV. ACTION BY THE BOARD**
- V. REPORT OF THE CHAIRMAN**
- VI. REPORT OF GVB MANAGEMENT**

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# Report of Management

**President & CEO Carl Gutierrez**  
**Vice President Gerry Perez**



# July 2024



## July 1-31, 2024

**Total: 59,931 (43.8%)**

% Market Mix	Origin	2019	2023	2024	% of 2019
49.8%	Korea	67,866	26,984	29,845	44.0%
25.3%	Japan	48,103	10,989	15,160	31.5%
14.6%	US/Hawaii	8,928	8,111	8,726	97.7%
1.9%	Philippines	1,482	1,161	1,116	75.3%
0.6%	Taiwan	2,550	1,114	360	14.1%
0.9%	China	817	343	539	66.0%
0.1%	Hong Kong	420	71	76	18.1%

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



# August 2024



## August 1-20, 2024

**Total: 46,661 (44.2%)**

% Market Mix	Origin	2019	2023	2024	% of 2019
43.1%	Korea	42,644	21,966	20,115	47.2%
39.6%	Japan	50,958	15,710	18,486	36.3%
9.0%	US/Hawaii	4,509	4,438	4,178	92.7%
1.6%	Philippines	747	788	751	100.5%
0.3%	Taiwan	1,836	150	126	6.9%
0.8%	China	691	305	375	54.3%
0.1%	Hong Kong	239	63	65	27.2%

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

Note: August 2024 Daily Arrivals reflect Civilian Air arrivals only

# Fiscal Year to Date 2024



## October 2023 - August 20, 2024

**Total: 681,671 (47.4%)**

% Market Mix	Origin	2019	2023	2024	% of 2019
52.5%	Korea	650,238	319,571	358,168	55.1%
26.5%	Japan	580,354	76,894	180,971	31.2%
11.6%	US/Hawaii	85,423	74,304	79,163	92.7%
1.8%	Philippines	18,795	12,234	11,992	63.8%
0.4%	Taiwan	25,307	5,152	2,660	10.5%
0.6%	China	11,476	1,654	4,326	37.7%
0.1%	Hong Kong	5,927	625	716	12.1%

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

Note: August 2024 Daily Arrivals reflect Civilian Air arrivals only

- 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 192 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

# JATA TOURISM EXPO 2024

September 26 ~ 29, 2024 @ Tokyo Big Sight



## GVB Booth

Trade relation and  
consumer interaction



## Food Truck

Immersive consumer interaction  
SNS Promotion



MOU Signing Ceremony/.  
Press conference  
on Sep 27



X

# HIS

# EDUCATIONAL FORUM

September 18 on Nagoya and September 19 on Osaka



- 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)



# 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 SITs, weddings (leverage #s 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).

## 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” smoothie

- August 26-September 20, 2024
- Served at **2,560 stores nationwide**
- Guam giveaway consumer event



## CO-OP WITH TRAVIE & HAPPY HOUSE MAGAZINES- SEPTEMBER ISSUES

Happy House: 6-page spread featuring family travel & Guam adventure activities (*50,000 circulation*)

Travie: 20-page feature on Guam’s food/culinary scene (*70,000 circulation per month*)



BTS Member V is the current model of Compose Coffee



# KOREA MARKET



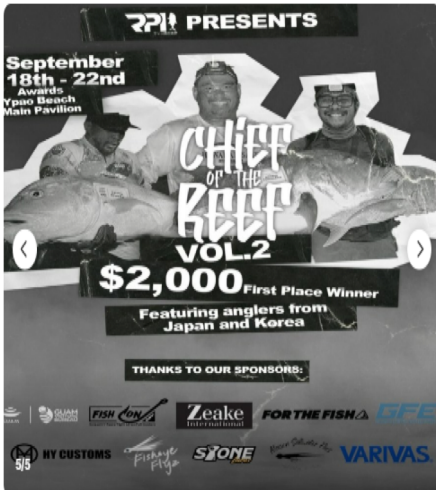
## CHIEF OF THE REEF FISHING TOURNAMENT

- September 18-22, 2024 @ Guam shorelines
- Guam shore fishing tournament by Reef Pursuit Int'l
- Participants from Guam, Japan and Korea
- **17 registered from Korea**
- GVB bringing 2 influencers and 1 media

## 2024 MARIANAS OPEN

- October 12, 2024 @ UOG Fieldhouse
- International jiu-jitsu championship
- 300 international participants, **60+ from Korea**
- GVB bringing Jung Chan Sung, also known as “Korean Zombie” with 1.12 million YouTube subscribers, and Heo Kyung Hwan, jiu-jitsu gold medalist, black belt, and comedian

Travel Package in Interpark Triple



September 18th - 22nd Awards Ypro Beach Main Pavilion

**CHIEF OF THE REEF VOL.2**

**\$2,000** First Place Winner

Featuring anglers from Japan and Korea

THANKS TO OUR SPONSORS:

GUAM TOURISM, FISH ON!, Zeake International, FOR THE FISH, GFE, NY CUSTOMS, FISHING AGE, STONE, VARIVAS

예약가능 무이자 테마 상품번호 24092029101

[낚시홀릭]광 4일,인생낚시 하러 광,Chief of the Reef 낚시하고 상금타고

#인생낚시#관낚시#ChiefoftheReef#광정부관광정#우승상금#Competition여행

★★★★★ (0.0) 리뷰 0 | 여행상품 핵심정보 >

성인 1인 1,390,000원-

NOL카드 NOL카드 쓸 때마다 10% 적립 >

무이자 할부 이 달의 카드 무이자 확인하기! >

여행혜택 데이터/환전/면세점 할인 혜택! >

단독혜택! 월드와이드케어 서비스 포함 >



Korean Zombie  
1.12 million YouTube subscribers

# KOREA MARKET



## GVB GOLF FAM & 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)
- Golf Courses: Finest Guam Golf & Resort, Onward Talofofu C.C, Leo Palace Golf C.C, Country Club of the Pacific(C.C.P), Onward Mangilao C.C



- Interest in student golf academy
- Request for more golf programs to be filmed on Guam

## 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 Webinar



## UPCOMING EVENTS

- GVB hosting Guam Info Webinar
- GVB membership and trade partners, direct communication
- The one-day free virtual event will welcome over 300 travel agents who are participating from Taipei, Taoyuan, Hsinchu, Miaoli, Taichung, Kaohsiung, Penghu, and other cities

Special thanks to the GVB members who have registered to participate in the webinar:

**Dusit Thani**

GUAM · RESORT

**Dusit**

BEACH RESORT  
GUAM



THE TSUBAKI TOWER



LOTTE HOTELS





# PHILIPPINES MARKET

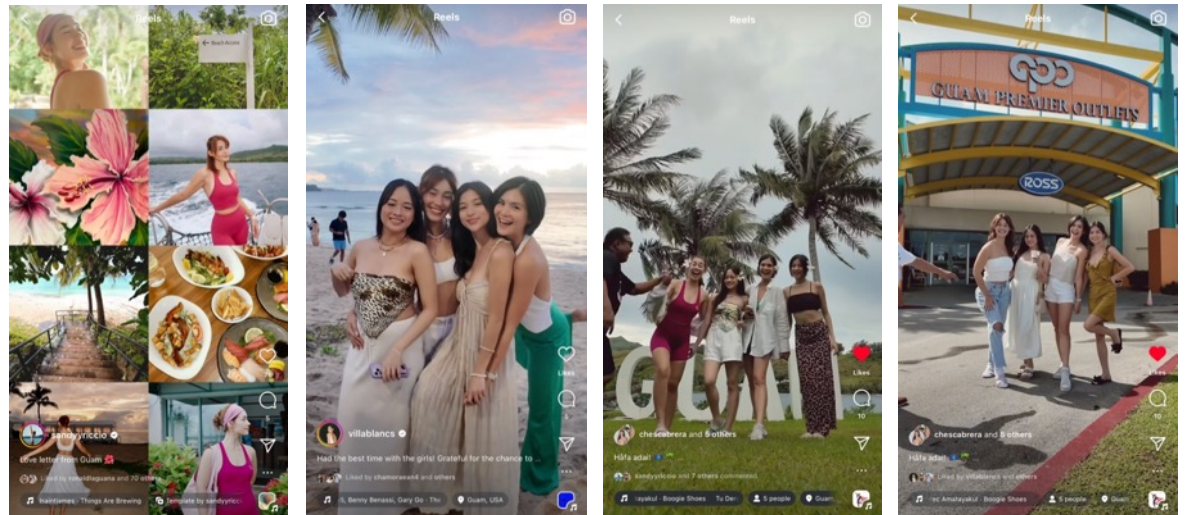
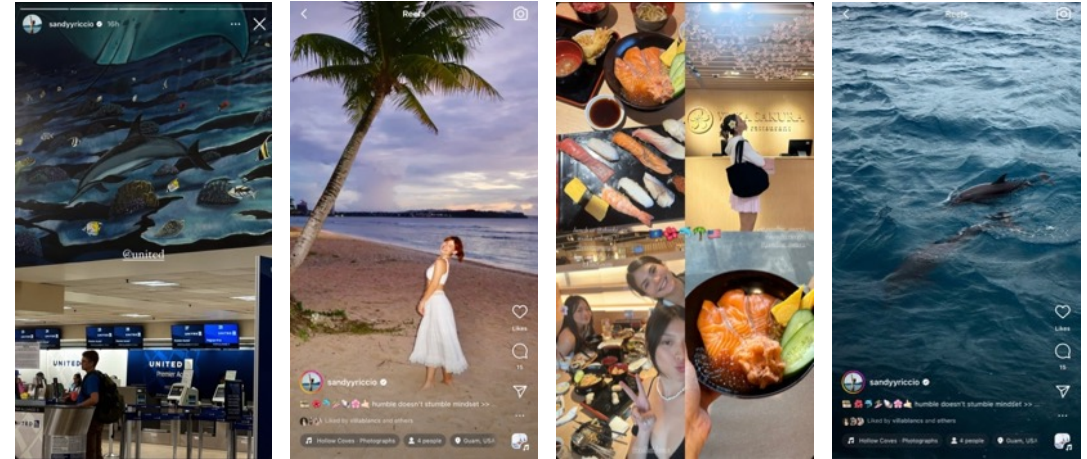


## PI INFLUENCER FAM VISIT

September 9-12, 2024

- GVB invited 4 influencers from the Philippines – **750k followers** collectively
  - Joanne Villablanca
  - Cheska Cabrera
  - Pauline Suarez
  - Sandy Riccio
- Highly engaged posts increase awareness about Guam (*more deliverables to follow*)

## SI YU'OS MA'ÅSE TO OUR TOURISM PARTNERS:





# NORTH AMERICA, PACIFIC & NEW MARKETS

## IMEX AMERICA 2024



## IMEX America 2024 Las Vegas, Nevada October 8-10, 2024

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

# NORTH AMERICA, PACIFIC & NEW MARKETS

## PATA TRAVEL MART 2024



### PATA Travel Mart, Bangkok, Thailand, August 25-30, 2024

#### Opportunities & Results:



- 150 pax from Philippines interested in visiting Guam in March 2025, corporate incentive travel. GVB offered welcome bags, airport greeting and other forms of support.
- Company in U.S. to consider including Guam in their U.S. – Japan itinerary after GVB shared idea to diversify their travel packages to stand out.
- Company in Vietnam wants to coordinate a 20 pax travel agent fam tour in 2025.



# NORTH AMERICA, PACIFIC & NEW MARKETS

## ITB ASIA + MICE SHOW ASIA + TRAVEL TECH ASIA



### 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





# DESTINATION DEVELOPMENT





# DESTINATION DEVELOPMENT



# MEMBERSHIP



- Accepting enrollment for Fiscal Year 2025

## **Dates to remember**

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

# **FY2024 Purchase Orders**



# FY2024 Purchase Orders



GVB Board of Directors approval for Purchase Orders over \$24,999 (12 GCA §9111).

<u>PO No.</u>	<u>Vendor</u>	<u>Amount</u>	<u>Description</u>
P24407	JEIDA Guam	\$ 52,550.00	Pavement Repair Between Dusit Thani and Sandcastle
P24419	Triple J Motors	\$ 102,990.00	Two (2) 2WD Trucks

# FY2025 Budget





# FY2025 Budget – Marketing



## FY2025 Marketing

	<i>FY2025</i>	<i>FY2024</i>	<i>Chng.</i>
<i>Korea</i>	\$ 5,500,000	\$ 5,000,000	10%
<i>Japan</i>	\$ 4,400,000	\$ 3,800,000	16%
<i>Airline Incentives Program</i>	\$ 1,972,737	\$ -	100%
<i>Taiwan</i>	\$ 500,000	\$ 350,000	43%
<i>Philippines</i>	\$ 350,000	\$ 350,000	0%
<i>Print Promo</i>	\$ 80,963	\$ 350,000	-77%
<i>North America</i>	\$ 325,000	\$ 324,000	0%
<i>Global Website</i>	\$ 300,000	\$ 250,000	20%
<i>Social Media</i>	\$ 350,000	\$ 400,000	-13%
<i>Pacific</i>	\$ 100,000	\$ 100,000	0%
<i>New Market Development</i>	\$ 75,000	\$ 100,000	-25%
<i>Marketing Research</i>	\$ 900,000	\$ 930,000	-3%
	<b>\$ 14,853,700</b>	<b>\$ 11,954,000</b>	<b>24%</b>

# FY2025 Budget - Destination Development



## FY2025 Destination Development

	<u>FY2025</u>	<u>FY2024</u>	<u>Chng.</u>
<i>Destination Management</i>	\$ 2,403,979	\$ 2,000,000	20%
<i>VSO, Tour Guide</i>	\$ 2,000,000	\$ 1,327,441	51%
<i>Sports &amp; Events</i>	\$ 800,000	\$ 900,000	-11%
<i>Culture &amp; Branding</i>	\$ 1,000,000	\$ 500,000	100%
	<b>\$ 6,203,979</b>	<b>\$ 4,727,441</b>	<b>31%</b>

# FY2025 Budget – Administration



## FY2025 Administration

	<u>FY2025</u>	<u>FY2024</u>	<u>Chng.</u>
<i>Payroll &amp; Benefits</i>	\$ 6,578,627	\$ 5,359,316	23%
<i>Contractual Services</i>	\$ 327,080	\$ 394,764	-17%
<i>Retireee COLA &amp; Benefits</i>	\$ 248,593	\$ 248,593	0%
<i>Capital Assets &amp; Equipment</i>	\$ 202,000	\$ 229,000	-12%
<i>Supplies, Printing, &amp; Others</i>	\$ 215,706	\$ 213,552	1%
<i>Information Technology</i>	\$ 200,000	\$ 180,000	11%
<i>Utilities</i>	\$ 143,052	\$ 138,900	3%
	<b>\$ 7,915,058</b>	<b>\$ 6,764,125</b>	<b>17%</b>

# FY2025 Budget - Summary



## FY2025 Summary Tourist Attraction Fund

	<u>FY2025</u>	<u>FY2024</u>	<u>Increase</u>
<i>Marketing</i>	\$ 14,853,700	\$ 11,954,000	24%
<i>Destination Development</i>	\$ 6,203,979	\$ 4,727,441	31%
<i>Administration</i>	\$ 7,915,058	\$ 6,764,125	17%
<i>Total</i>	\$ 28,972,737	\$ 23,445,566	24%

# SI YU'OS MA'ÅSE'



## VII. REPORT OF THE BOARD COMMITTEES

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

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- G. Japan - Committee Meeting Minutes 8/20/24
- H. Korea

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- G. Japan
- H. Korea - Committee Meeting Minutes 8/20/24

## VII. REPORT OF THE BOARD COMMITTEES

I. Taiwan - Committee Report dated 9/5/24

J. North America, Pacific, Philippines & New

K. Membership



## VII. REPORT OF THE BOARD COMMITTEES

I. Taiwan

J. North America, Pacific, Philippines & New Markets – Committee updates dated 9/9/24

K. Membership

## VII. REPORT OF THE BOARD COMMITTEES

I. Taiwan

J. North America, Pacific, Philippines & New Markets – Committee updates dated 8/5/24

K. Membership

**VIII. OLD BUSINESS - Updates on GVB Enabling Legislation & Bylaws**

**IX. NEW BUSINESS**

**X. EXECUTIVE SESSION**

**XI. AGENDA ITEMS FOR THE NEXT MEETING**

**XII. ANNOUNCEMENTS**

**XIII. ADJOURNMENT**

# Agenda



## VIII. OLD BUSINESS

## IX. NEW BUSINESS

- Discussion on the conflict between tourism & military buildup
- Management update on GVB budget submitted to the legislature
- Discussion on Tourism Recovery Report

## X. EXECUTIVE SESSION

## XI. AGENDA ITEMS FOR THE NEXT MEETING

## XII. ANNOUNCEMENTS

## XIII. ADJOURNMENT



# Agenda



VIII. OLD BUSINESS

IX. NEW BUSINESS

X. EXECUTIVE SESSION - None

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XII. ANNOUNCEMENTS

XIII. ADJOURNMENT

# Agenda



**VIII. OLD BUSINESS**

**IX. NEW BUSINESS**

**X. EXECUTIVE SESSION**

**XI. AGENDA ITEMS FOR THE NEXT MEETING**

**XII. ANNOUNCEMENTS - Next Board Meeting 10/24/24**

**XIII. ADJOURNMENT**

# Agenda



VIII. OLD BUSINESS

IX. NEW BUSINESS

X. EXECUTIVE SESSION

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XII. ANNOUNCEMENTS

XIII. ADJOURNMENT

# SI YU'OS MA'ÅSE'

