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GTTA

Guam Travel & Tourism Association

"For Guam"

2022 TOURISM FORUM

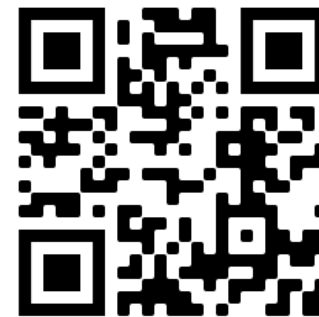


Guam Travel & Tourism Association and Guam Hotel & Restaurant Association *presents*

"For Guam"

In-person / Online Webinar

Outcome of LEAP. What the stakeholders are saying...



<https://guamtraveltourism.org>



"For Guam" 2022 TOURISM FORUM Program

Moderators: Mr. Dave Tydingco

- **Welcoming Remarks – GHRA PRESIDENT MARY RHODES**

- **RESEARCH FINDINGS ON LEAP IMPACT**

University of Guam - Dr. John Rivera – School of Business & Public Administration UOG

Guam Economic Development Authority - Ms. Melanie Mendiola – Administrator

- **Q&A**

- **State of the Hotel & Restaurant Industry**

Ms. Mary Rhodes – President, Guam Hotel & Restaurant Association

- **State of the Attractions/Retail Industry**

Mr. Akihiro Tani – General Manager Fisheye Marine Park

Mr. Monte Mesa – General Manager Guam Premier Outlets/Tumon Sands Plaza

- **Q&A**

- *****Break Time*****

AIRLINE INDUSTRY OUTLOOK

Mr. Sam Shinohara, United Airlines – Managing Director of Airport Operations Asia Pacific

Mr. Atsuyoshi Kinoshita, Japan Airlines – Manager, International Sales & Planning

Mr. Jooho Byeon, Korean Air – Sales Management Group Leader

- **Q&A**

Action Items - Closing Remark – GTTA Chairperson, Ms. Jovyna Lujan

Hosted by:



GTTA
Guam Travel & Tourism Association





Guam Travel & Tourism Association







UNIVERSITY OF
GUAM
UNIBETSEDÁT GUÅHAN

**GUAM
ECONOMIC
DEVELOPMENT
AUTHORITY**

America in Asia



Aturidãd Inadilãnton Ikunumihan Guahan

Online
Keynote
Speakers



Moderator



Online
Webinar
Attendees



Onstage
Panelists



Live
Forum
Attendees

Dr. John Rivera



University of Guam - Dr. John Rivera – School of Business & Public Administration UOG

Dr. Rivera is the Guam Housing and Urban Renewal Authority (GHURA) Board of Commissioners Chair; assisted in the establishment of the FBI Guam Citizen's Academy Alumni Association as the founding board vice president and Immediate Past President; is an Honorary Deputy Chief of Police; a founding board member and Past President of the Rotary eClub of Pago Bay Guam; was a member of the SHRM Guam Board of Directors; was the first faculty to concurrently hold both the School of Business and Public Administration (SBPA) Graduate Programs Chair positions (PMBA and MPA), was the Program Chair for the BOH Center for Entrepreneurship and Innovation, was co-founder and director for the Regional Center for Public Policy, was recognized as Who's Who in the Government of Guam: 40 Years and Under, 50 Under 40 Emerging Leaders in the Government of Guam, was named the 2020 UOG Triton Faculty of the Year Award winner, and was also among the inaugural speakers for TEDx Hagåtña in 2021.



MELANIE MENDIOLA



Melanie Mendiola was appointed as the Administrator/CEO of the Guam Economic Development Authority in 2019 after 10 years of banking and finance and 6 years in non-profit management. Immediately prior to her role at GEDA, she served as the Executive Director of the UOG Endowment Foundation and a co-founder and Director of Farm to Table Guam. In 2003, she graduated from New York University with an Economics Degree. She obtained her MBA from the University of Guam in 2012, and another Master's Degree in Financial Planning from Kansas State University in 2017.

She is a former recipient of the Guam Chamber of Commerce's Guam Young Professional of the Year Award, as well as the Small Business Administration's Minority Business Champion. In 2013, she was also awarded a Diversity Scholar Award by the Financial Planning Association for her research and work in financial planning among minorities.





Mary Rhodes
President
Guam Hotel & Restaurant
Association



Mary Rhodes has served as President of the Guam Hotel & Restaurant Association for 15 years, which is a private, non-profit corporation leading the tourism industry for Guam. Its primary purposes are to:

- Responsible for all government relations including Government of Guam, Guam Legislature, Federal and Local Agencies, and Member Organizations
- Manages Public Relations/Community Relations for the Media, Guam Visitors Bureau, Consular Corps, USO
- Manages GHRA Finances, Board Meetings, Meetings, Programs, Events
- Oversees all workforce development including Apprenticeship/Pre-Apprenticeship, American Hotel & Lodging Association, and National Restaurant Association

Experiences in Marketing, PR & Communications, Business Development, Event Management, Media Relations, Govt & Community Relations, Health Care, Insurance, Tourism, Non-Profit Organization

Guam Travel & Tourism Association

Representative



Akihiro Tani is the General Manager for Fisheye Marine Park. He has been involved in the tourism business in Guam for over 26 years.

Akihiro currently is on the Board of Directors for the Guam Visitor's Bureau and Vice Chair of the Japan Marketing Committee. He also serves on the Board of Directors for the newly formed Guam Travel & Tourism Association in which he is also the Treasurer for the organization.

Fisheye Marine Park – General Manager
Guam Visitors Bureau,
Board of Directors
Guam Travel & Tourism Association,
Board of Directors





Andrew M. Gayle, Jr.
Chief Operating Officer
GTA



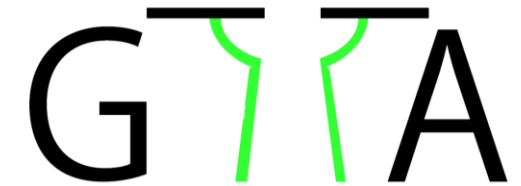
Monte Mesa is the General Manager of Gua Premier Outlets and the Tumon Sands Plaza. He has over 30 years of experience in the tourism industry serving in positions such as

Member of the Board of Directors
Guam Economic Development Authority

Member of the Board of Directors
Chairman
Guam Visitor's Bureau

Member of the Board of Directors
Chairman
Porty Authority of Guam





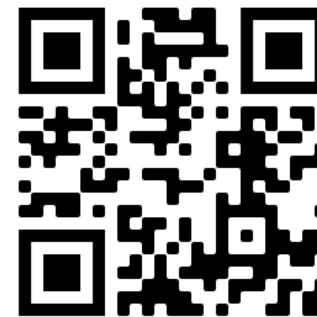
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**RIHGA ROYAL
LAGUNA GUAM RESORT**





Samuel Shinohara
Managing Director
Asia/Pacific



Sam Shinohara is currently the Managing Director of Operations Asia/Pacific at United Airlines. Sam has responsibility for all airport operations in Guam, the Micronesian region, Japan, Greater China, Korea, Philippines, Singapore, Australia, New Zealand and Tahiti.

Previously Sam was the Managing Director of Business Development for Asia/Pacific responsible for Sales Resources within the region, as well as Managing Director of Finance and Accounting for Asia Pacific. Sam joined Continental in May of 2000 as a Senior Financial Analyst and was appointed as Finance Director in 2003. After the merger of Continental and United, he was given responsibility for all finance and accounting operations in the Pacific Region.

Prior to joining United, Sam spent four years at Ernst & Young LLP in the Audit Department.

Sam is active in the community and currently serves on the Board of Directors of the Guam Visitors Bureau and Guam Sports Events, Inc. He was one of the original board members on the Foundation for Public Education and served from 2014 - 2016. He also served on the Board of Directors for the Make-A-Wish Foundation Guam.

Sam holds a Bachelor of Business Administration degree with a major in accounting.







Atsuyoshi Kinoshita
Manager,
International Sales & Planning

Atsuyoshi Kinoshita is Manager for the International Sales & Planning.

Joined Japan Airlines in in 2006

Received Bachelor of Arts, Department of French Literature (Japan)

After joining the company, he oversaw international passenger handling at Kansai International Airport. Soon after oversaw international passenger sales at the Osaka branch.

For four years from 2011, he worked in airline tie-ups in the mileage business department, and since 2015 he has overseen overseas sales promotion in the global sales department, which is his current department.

KOREAN AIR





JOO-HO BYEON

South Pacific Travel Planning
Team Leader
HanaTours

Joo-ho Byeon , is currently the Sales Management Group Leader. Graduated from Yonsei University, in Chinese Literature & English Literature

First joined Korean Air in 2005

2007 : eTicket Development

2010 : Sales Manager, Shanghai Branch

2011 : Sales Analysis & Route Sales, Regional Headquarters, Korea

2013 : China Route Management Team

2014 : Sales Management, Regional Headquarters, China

2018 : Group Head, Sales Management Group, Regional Headquarters, Korea

Q & A



Jovyna Lujan
Chairperson,
Guam Travel & Tourism
Association

Jovyna Lujan is the Chairperson for the Guam Travel & Tourism Association. She is also the Merchandise Manager for DKSH GUAM INC.

Manage an international retail-wholesale merchandising team, supporting five (5) retail locations on Guam and Saipan, spanning thirty (30) luxury and designer/fashion watch and optical brands.

Oversee category business plans outlining financial opportunities and objectives, product development and vendor sourcing strategies, sales, retail and wholesale distribution. Manage category open-to-buy plans, drive vendor negotiations for sourcing to attain company profitability and inventory management objectives. Account for annualized company sales and business development plans in consultation with store personnel, Swiss, and other international suppliers and manufacturers.

Education: University of San Francisco
University of California, San Francisco



Thank you so much!
Dankulu na Si yu'us Ma'ase

From



Guam Travel & Tourism Association



Guam Hotel & Restaurant Association