

TAIWAN MARKETING COMMITTEE (TMC) MEETING MINUTES

Thursday, April 2, 2026 at 11:00 a.m. via ZOOM

<https://us02web.zoom.us/j/82602922209?pwd=VuWBA6xLLxunweOVSQAVkefOUyfRMW.1>

**online attendance*

<p><u>Members Present:</u></p> <ol style="list-style-type: none"> 1. TMC Chairwoman - Michelle Merfalen 2. United Airlines - Paula Monk 3. Stroll - Paul Quinto Jr. 4. Crowne Plaza Resort Guam - Mami Manlucu* 5. Dusit Thani Guam - Miwa Bravo* 6. GEDA - Tria Paulino Chang* 7. The Tsubaki Tower - Hiromi Matsuura* 8. Triple J Technologies - James Rosenberg II* 9. LeoPalace Resort Guam - Keiko Takano* 10. Pacific Islands Club - Koji Nagano* 11. The Westin Resort Guam - Yoshi Otani* 	<p><u>Members Absent:</u></p> <ol style="list-style-type: none"> 1. Baldyga Group - Annie Joo 2. Baldyga Group - Mari Oshima 3. Crowne Plaza Guam - Jeremy Nam 4. Docomo Pacific - Flo Hipolito 5. DON DON DONKI - Uta Miyazawa 6. Fish Eye Marine Park - Akihiro Tani 7. GEDA - Ed Camacho 8. GNC Guam - Jenny Yang 9. Guam International Airport Authority - Rolenda Faassuamalie 10. Guam Reef Hotel - Yuki Toshida 11. Hilton Guam Resort & Spa - Echo Man 12. HIS Guam Inc. - Neil Urbano 13. Hyatt Regency Guam - Madel Cosico 14. Hyatt Regency Guam - Gabby Hizon 15. Hotel Nikko Guam - Kazue Sunaga 16. Hoshino Resorts Risonare - Albert Oh 17. Lotte Hotel Guam - Sunny Kim 18. Sentry Hospitality - Sunardi Li 19. Sentry Hospitality - Valerie Carbullido 20. Skydive Guam - Ayaka Yamaguchi 21. University of Guam - Carlos Taitano 22. Valley of the Latte - David Tydingco
<p><u>Guests/Observers Present:</u></p> <ol style="list-style-type: none"> 1. 	<p><u>GVB Board/Management/Staff Present:</u></p> <ol style="list-style-type: none"> 1. President & CEO - Régine Biscoe Lee 2. Director of Global Marketing - Nadine Leon Guerrero 3. Marketing Manager - Regina Bocatija 4. Web & IT Coordinator Assistant - Mike Arroyo <p><u>Guam Taiwan Office Staff Present:</u></p> <ol style="list-style-type: none"> 1. *GVB Taiwan Office - Tez Chu, Mel Lin, Anne Chang

1. CALL TO ORDER

Taiwan Marketing Committee (TMC) Chairwoman Director Michelle Merfalen, began the meeting at 11:01 a.m.

2. REPORT OF MANAGEMENT

GVB Director of Global Marketing, Ms. Nadine Leon Guerrero, shared that GVB is actively working to address the fuel surcharge issue, as previously noted by President Lee in the recent membership meeting. She reported that the fuel surcharge for Taiwan has increased significantly, rising from approximately \$38 to \$117, with this updated figure only recently confirmed. Acknowledging concerns that higher ticket prices may discourage travel to Guam, she emphasized that GVB is developing a plan to help mitigate the impact of the increase and reduce any hesitation among travelers. The overall objective is to sustain travel demand from Taiwan despite the rising cost of airfare.

3. MARKET UPDATES



February 1-28, 2026 **Total: 69,535 (+14.1%)**

% Market Mix	Origin	2019	2025	2026	% vs LY
2.4%	Taiwan	2,535	90	1,672	1757.8%
45.9%	Korea	59,429	29,891	31,944	6.9%
36.0%	Japan	58,774	20,982	25,039	19.3%
8.2%	US/Hawaii	7,258	6,004	5,707	-4.9%
1.3%	Philippines	1,281	988	927	-6.2%
1.6%	China	2,649	415	1,079	160.0%
0.1%	Hong Kong	745	42	73	73.8%

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

GVB Taiwan Marketing Manager Ms. Regina Bocatija presented an overview of daily visitor arrival statistics for the period of February 1-28, 2026, as compiled by the GVB Research Team. She noted that the strong performance during this period was largely driven by the Lunar New Year holiday season, which contributed to high travel demand. This surge resulted in sold-out flights totaling approximately 850 passengers, underscoring the significant impact of the holiday on visitor arrivals.

March 2026



March 1-7, 2026

Total: 14,669 (+7.9%)

% Market Mix	Origin	2025	2026	% vs LY
0.9%	Taiwan	25	138	452.0%
32.0%	Korea	5,401	4,700	-13.0%
48.3%	Japan	5,631	7,092	25.9%
11.4%	US/Hawaii	1,358	1,665	22.6%
1.4%	Philippines	308	205	-33.4%
0.4%	China	43	57	32.6%
0.1%	Hong Kong	6	11	83.3%

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

Note: March 2026 Daily Arrivals reflect Chibana Air arrivals only.

Calendar Year to Date 2026



January - March 7, 2026

Total: 153,744 (+8.4%)

% Market Mix	Origin	2025	2026	% vs LY
1.6%	Taiwan	1,826	2,454	34.4%
45.7%	Korea	69,291	70,309	1.5%
36.1%	Japan	46,662	55,549	19.0%
9.1%	US/Hawaii	14,450	13,948	-3.5%
1.5%	Philippines	2,069	2,304	11.4%
0.9%	China	1,183	1,435	21.3%
0.1%	Hong Kong	89	125	40.4%

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

Note: March 2026 Daily Arrivals reflect Chibana Air arrivals only.



Fiscal Year to Date 2026



October 2025 - March 7, 2026

Total: 382,716 (+20.7%)

% Market Mix	Origin	2025	2026	% vs LY
1.1%	Taiwan	3,030	4,316	42.4%
50.2%	Korea	154,090	192,023	24.6%
32.9%	Japan	102,508	126,026	22.9%
8.0%	US/Hawaii	32,837	30,515	-7.1%
1.8%	Philippines	6,026	7,018	16.5%
0.6%	China	2,165	2,467	13.9%
0.1%	Hong Kong	253	323	27.7%

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

Note: March 2026 Daily Arrivals reflect Civilian Air arrivals only.

Visitor arrival data is a free public resource available on the Guam Visitors Bureau website at www.guamvisitorsbureau.com, accessible under the Research tab, followed by the Statistics section.

Ms. Bocatija shared that the day marked the one-year anniversary of the TPE-GUM direct flight service, prompting President Lee to extend her congratulations and appreciation to United Airlines, as well as to partners at Starlux for their support during the Chinese New Year (CNY) campaign. She highlighted the strong performance of the effort, noting sold-out seats, and positive feedback from both customers and industry partners. She added that Taiwanese visitors appeared to have had a very good experience in Guam and welcomed them during the Year of the Horse.

Senior Sales Manager of United Airlines, Ms. Paula Monk echoed the enthusiasm for the milestone, stating that the team is excited about the one-year anniversary. She also acknowledged external factors, particularly developments in the Middle East, which are beyond their control, and noted that they are closely monitoring the situation to assess any potential impact on inbound travel to Guam.



TAIWAN



• LOAD FACTOR

MONTH	LOAD FACTOR %
APRIL	70%
MAY	72%
JUNE	84%
JULY	86%
AUGUST	74%
SEPTEMBER	55%
OCTOBER	68%
NOVEMBER	73%
DECEMBER	72%
JANUARY	75%
FEBRUARY	80%

• TAIWAN VISITOR VS. LOCAL TRAVELERS

MONTH	TOTAL ARRIVALS			
	TOTAL	LOCAL RESIDENTS	VISITORS	TRANSIT
APRIL	1,039	318	706	15
MAY	1,069	312	741	18
JUNE	1,111	272	815	24
JULY	1,279	290	962	27
AUGUST	1,099	263	809	27
SEPTEMBER	732	206	498	28
OCTOBER	1,021	279	670	30
NOVEMBER	973	345	588	40
DECEMBER	959	318	590	51
JANUARY	1,000	281	655	46
FEBRUARY	1,064	189	845	30

For more information: <https://guamvisitorsbureau.com/research/statistics/visitor-arrival-statistics>

Airline Updates- UA



Airlines

GVBT Contact

Updates



General Manager
Brenda Tang



Flight Ticket Promotion

UA x EzTravel
Taipei - Guam
Ticket price from NTD 13,000
(Approx. USD 440)
Ticketing period: 2025/10/01 - 2026/03/31
Travel period: 2025/10/01 - 2026/06/30
Link: [UA x EzTravel Promotion](#)



Flight Ticket Promotion



UA x Trip.com

- Direct Flight to Tokyo and Guam from 7% off
- Ticketing period: 2026/2/16 - 2026/04/30
- Travel period: Until 2026/12/31
- Link: [UA x Trip.com Promotion](#)



Market Intelligence: 2027 CNY Charter (TBC)



Travel Agency	Dates	Duration	Total 752 Seats
Lion Travel 	Feb 4 Feb 8 (Return: Feb 12)	5 Days	Starlux: Ets. 188 seats x 2 Charter Flights
Spunk Travel 	Feb 6 Feb 10 (Return: Feb 14)	5 Days	Starlux: Ets. 188 seats x 2 Charter Flights

Taiwan News



Guam Governor Lou Leon Guerrero Visits Taiwan to Promote Tourism and Strengthen Ties

- Governor Lou Leon Guerrero led a Guam delegation to Taiwan in March 2026, participating in major events including the Sunlight Island Lifestyle Festival and Taiwan Lantern Festival to showcase Guam's tourism appeal and CHamoru culture.
- The delegation engaged with key cities, including Taipei and Taoyuan, and signed a sister-city agreement with Kaohsiung, strengthening cooperation in tourism, culture, education, and municipal exchange.
- The visit enhanced Guam's visibility in Taiwan, supported by direct flight accessibility and seasonal promotions, while reinforcing long-term partnerships to drive tourism growth and cultural exchange.

Link: [News Link](#)



Guam Delegation in front of Guam Lantern - "Guam, the CHamoru Spirit Lantern"



Guam Governor Lou Leon Guerrero and Kaohsiung Mayor Chen Chi-mai at the sister city agreement

Ms. Bocatija described the delegation trip as highly meaningful and impactful, emphasizing its role in strengthening collaboration and the long-standing partnership with Taiwan. President Lee noted that while the broader delegation was led by Governor LG, the GVB delegation was led by Taiwan Marketing Chairwoman Michelle Merfalen. The trip included visits to multiple cities across Taiwan, providing valuable opportunities to deepen relationships with partners and stakeholders. In Kaohsiung City, the delegation was welcomed by representatives from United Airlines, including Brenda and her team, who joined them for a Sister City signing agreement. Director Merfalen added that the trip was very successful, as it enabled direct engagement with partners and further strengthened stakeholder relationships.

President Lee also highlighted the strong reception of Governor LG at the Sunshine Island Vibes Festival, where she was among the highest-ranking delegates representing various island destinations. She was invited on stage to deliver opening remarks, joined by Director Merfalen and President Régine. During the festival, the governor toured the event alongside the mayor and a



representative from AIT, visiting numerous booths and engaging with vendors. The event was well attended and showcased a wide range of offerings, making the governor's participation particularly significant. The visit was so well received that there have been invitations extended for her to return in the future.

Taiwan News



Fuel Supply Concerns: Airlines Assess Risks While Maintaining Route Stability

- Date: March 29, 2026
- Source: CNA News ([News Link](#))
- Rising global oil prices—driven by geopolitical tensions—are expected to increase airfares starting April, with airlines planning fuel surcharge adjustments.
- Aviation fuel prices have more than doubled, significantly impacting airline operating costs and pricing structures.
- Airlines indicated that flight capacity will likely be maintained as long as demand remains stable, despite cost pressures.
- Short-haul routes (e.g., Asia) may see moderate price increases, while long-haul routes could experience more noticeable fare hikes.
- Higher ticket prices may influence traveler behavior, but current demand suggests limited short-term impact on travel willingness.



4. OLD BUSINESS

Sales Call: Beigang Chaotian Temple Opportunities



Date: March 3, 2026

Location: Beigang Chaotian Temple, Yunlin, Taiwan

- GVBT met with Chairman Tsai Yung-Te to explore cooperation in religious, cultural, and tourism exchanges involving Guam.
- Beigang Chaotian Temple's Mazu pilgrimage (700,000+ participants annually) presents strong potential for large-scale cultural and group travel engagement.
- Identified opportunities including pilgrimage delegations to Guam, festival-based cultural promotion, and future group travel collaboration.



GVBT reaching out to Chairman Tsai Yung-Te of Beigang Chaotian Temple to explore potential religious, cultural, tourism, and charitable exchange activities involving Guam.

Ms. Leon Guerrero added that one of Guam's temple sites, located in Humatak, has been recognized as one of the most Feng Shui significant places in the world. She noted that this distinction presents a unique opportunity and expressed hope that interest from this market segment will grow as a result.

Travel Agent Sales Contest- Q2 Update



Date: March 31, 2026
Location: Taiwan

- 9 travel agencies registered and approved, including Lion Travel, EzTravel, Cola Tours, Spunk Tour, SunnyWorld, Phoenix Tour, PIC, Richmond, and new participant South East Travel.
- Q2 incentive applications submitted by 7 agents, and 2 agents has been approved: Lion Travel (245 seats) and Spunk Tour (214 seats), both eligible for USD 40 per seat incentive.
- GVBT is currently reviewing application documents and e-ticket submissions to ensure compliance and accuracy prior to incentive processing.



GVB Airport Welcome for Lunar New Year Arrivals



Date: February 14, 15, 18 & 19, 2026
Location: A.B. Won Pat International Airport, Guam

- GVB HQ welcomed Lunar New Year charter and direct flight passengers from Taipei, greeting over 850 Taiwanese visitors during the holiday period.
- Travelers were received with the Håfa Adai spirit, featuring CHamoru music, Guam souvenirs, and an appearance by Kika the Ko'ko' Bird mascot.
- The initiative highlighted Guam's hospitality, strengthened Taiwan-Guam tourism ties, and demonstrated strong Taiwan market demand during peak holiday travel.



GVB staff and Kika the Ko'ko' Bird welcoming Taiwan visitors upon arrival at Guam International Airport.



Airline Engagements – China Airlines & STARLUX

Guam Delegation Trip (March 4-11, 2026)



China Airlines (Meeting: March 4, 2026, Taoyuan, Taiwan.)

- Discussed strengthening Taiwan-Guam air connectivity to support bilateral tourism.
- China Airlines indicated fleet constraints due to Boeing delivery delays; potential restart may begin with charter flights, with focus on direct Guam routes and FIT market demand.
- GVB introduced TASC and MICE incentive programs to support travel agent sales, stimulate bookings, and enhance Guam's market visibility.



Group photo of China Airlines, Guam Governor Office, GVB, GEDA, GIAA, GVB

STARLUX Airlines (Meeting: March 9, 2026, Taipei, Taiwan.)

- STARLUX outlined fleet expansion plans, with 14 aircraft deliveries in 2026 and long-term growth to 68 aircraft by 2033.
- For Guam, charter operations were identified as a feasible entry strategy, though requiring early planning (e.g., Lunar New Year charters).
- Airline emphasized product considerations, including avoiding red-eye flights and enhancing destination readiness (e.g., early check-in, airport transfers, resort-style positioning).



Guam delegation photo with Starlux Team

Government Engagement: Kaohsiung City

Guam Delegation Trip (March 4-11, 2026)



Date: March 5, 2026

Location: Kaohsiung, Taiwan

- Kaohsiung and Guam formally signed a sister-city agreement pledging deeper cooperation. The agreement was signed by Kaohsiung Mayor Chen Chi-mai and Guam Governor Lourdes A. Leon Guerrero.
- Kaohsiung plans to send a tourism delegation within three months, including travel agencies, to explore Guam cooperation opportunities.
- Both sides discussed potential collaboration in charter flights, Indigenous cultural exchange, and education partnerships (sister-school programs).

Link: [Kaohsiung Sister City Signing](#)



Guam Governor Lou Leon Guerrero and Kaohsiung Mayor Chen Chi-mai signing sister city agreement

GVB Vice President Mr. Frank Arriola inquired about typical travel routes from Kaohsiung to Guam. President Lee explained that travelers usually take the high-speed rail to Taipei and then connect to direct flights operating on Wednesdays and Saturdays from Taoyuan International Airport. She noted that travelers may also choose indirect routes via other airports, such as connecting through Japan on different days of the week. She emphasized that high-speed rail is widely used in Taiwan and is a convenient option for travelers. It was also clarified that visa requirements depend on the travel route, with different conditions applying for direct versus indirect flights.

Kaohsiung Intelligent Transportation System Center Visit

Guam Delegation Trip (March 4-11, 2026)



Date: March 6, 2026

Location: Kaohsiung, Taiwan

- Guam delegation received a briefing on Kaohsiung's integrated smart transportation system, combining rail, LRT, and intelligent traffic management.
- The city utilizes smart technologies for traffic monitoring, system coordination, and operational efficiency within a unified mobility network.
- Kaohsiung's model provides a valuable reference for Guam's future smart mobility and urban transport planning, particularly for island environments.



Guam delegation visiting the Kaohsiung Intelligent Transportation System Center to learn about smart mobility and traffic management solutions.

President Lee highlighted this visit as one of the most interesting aspects of the trip, noting it was fascinating to observe how AI and advanced technologies are being utilized to enhance innovation, particularly in making transportation throughout the city more seamless and efficient.

Taoyuan International Airport Corporation Visit

Guam Delegation Trip (March 4-11, 2026)



Date: March 9, 2026

Location: Taoyuan, Taiwan

- Guam delegation received a briefing on airport operations and expansion plans, including Terminal 3 and a third runway to support long-term growth (up to 82-86M passengers by 2040).
- Taoyuan Airport has fully recovered to pre-pandemic traffic levels, with a strong global network covering 27 countries and 108 cities, including extensive North America connectivity.
- Identified opportunities for aviation, tourism, and transit cooperation, with a proposal to explore a potential sister-airport partnership.



Guam delegation visiting Taoyuan International Airport Corporation to discuss airport operations and future aviation cooperation opportunities.



Ms. Bocatija shared that the Guam delegation included Doyon Morato from the Guam International Airport Authority (GIAA), which provided a valuable opportunity to build connections and exchange insights. She noted that the visit offered firsthand exposure to how advanced and innovative the airport is, sparking discussions on future opportunities for aviation and transit cooperation, as well as the potential for establishing a sister airport relationship.

Council of Indigenous Peoples (CIP) Engagement

Guam Delegation Trip (March 4-11, 2026)



Date: March 10, 2026

Location: Taipei, Taiwan

- Discussed collaboration on Indigenous culture preservation, education, and cultural exchange, including language and traditional knowledge.
- Explored opportunities for culture-based tourism and community exchange, strengthening long-term cooperation in youth and entrepreneurship initiatives.
- Guam invited Taiwan Indigenous groups to participate in key events, including the Ko'ko' Road Race (Apr), Guam Micronesia Island Fair (Jun), and Guam International Dance Festival (Dec).



Guam delegation meeting with the Council of Indigenous Peoples to strengthen cultural exchange and collaboration opportunities.

Ms. Bocatija highlighted the Guam Micronesia Island Fair (GMIF), noting that in previous years, indigenous groups from Taiwan have participated by traveling at their own expense. She explained that this visit was intended to reignite those invitations and encourage future participation. She added that GVB was able to provide sponsorship support, underscoring the bureau's commitment to strengthening cultural exchange and participation in the event.

Government Engagements — Taoyuan & Taipei City

Guam Delegation Trip (March 4-11, 2026)



Taoyuan City Mayor Meeting

Date: March 4, 2026

- Both sides exchanged views on strengthening tourism collaboration and bilateral exchanges, exploring new opportunities for destination pairing.
- Taoyuan introduced its "mountain-and-sea itinerary alliance" concept, combining Taoyuan's mountain tourism with Guam's marine and island experiences.

Taipei City Mayor Meeting

Date: March 10, 2026

- Taipei Mayor Chiang Wan-an met with the Guam Governor to reinforce the long-standing sister-city relationship (50+ years) and discuss future collaboration.
- Both sides highlighted continued cooperation in tourism, culture, and municipal exchange, supported by convenient direct flights.
- Taipei acknowledged GVB's participation in the Taipei Lantern Festival, strengthening Guam's cultural presence in the Taiwan market.
- Guam extended an invitation to Taipei City to visit Guam and participate in upcoming signature events, including the Ko'ko' Road Race and GMIF.



Group photo of Taoyuan city officials, Guam Governor Office, GVB, GEDA, GIAA, GVBT.



Group photo of Taipei city officials, Guam Governor Office, GVB, GIAA, GVBT, MoFA.

Taipei Lantern Festival Participation

Guam Delegation Trip (March 4-11, 2026)



Date: February 25 – March 15, 2026
Location: Taipei, Taiwan

“Guam, the CHamoru Spirit Lantern”

- GVB participated in the Taipei Lantern Festival to increase destination visibility and engage with a broad local audience, leveraging one of Taiwan's largest public events.
- On-site activation included the Guam booth and Ko'ko' Bird mascot, promoting key travel messages such as 3.5-hour direct flights and visa-free entry, while distributing branded souvenirs to drive engagement.
- The campaign delivered strong digital impact, generating approximately +3,300 Facebook followers and +1,500 Instagram followers during the festival period. The event welcomed a record-breaking 10M+ total visitors during the 3-week event.



Governor Lou Leon Guerrero and GVB team participating in the Taipei Lantern Festival on March 8.



GVB team and Ko'ko' Bird greeting the Taipei City Mayor and engaging with visitors at the Guam booth.

Ms. Bocatija shared that one of the most exciting aspects of the trip, for both GVB and the Guam delegation, was the opportunity to experience the lantern event firsthand for the first time after several years of participation. She described it as a beautiful experience, not only visually but also in terms of visitor engagement. According to feedback from the mayor and event attendees, Guam's lantern attracted the most visitors, with long lines of people waiting to take photos. The delegation itself briefly stepped in for photos amid the high demand. Visitors were enthusiastic about receiving Guam promotional items, taking photos with representatives, and engaging with features such as the Kika the Ko'ko' bird display.

President Lee added that the booth's prime location next to the main stage significantly increased visibility, drawing continuous crowds, especially during performances and entertainment segments. She noted that the long lines and active participation in activities like the lucky draw demonstrated a strong return on investment in terms of exposure and awareness for Guam. Director Merfalen further emphasized the impact of the promotional giveaways, particularly the distinctive yellow Guam bags, which helped keep Guam top of mind among visitors. She observed that even those unfamiliar with Guam were drawn to the booth after seeing others with the bags, creating additional opportunities for engagement and destination awareness.

2026 Kaohsiung Sunshine Island Vibe Festival

Guam Delegation Trip (March 4-11, 2026)



Date: March 6-8, 2026
Location: Kaohsiung, Taiwan

- GVB participated in the 2nd year of SIVF to promote Guam's accessibility (3.5-hour direct flight, visa-free entry), natural attractions, and cultural experiences.
- During the 3 day event, GVB leveraged social media check-in mechanics and co-op with United Airlines to drive engagement and connect visitors with travel and flight information.
- Generated strong digital growth during the campaign period, with approximately +2,200 Facebook followers and +1,000 Instagram followers. The event welcomed a record-breaking 220K+ total visitors.



Kaohsiung City Mayor brought AIT Branch Chief and media to the Guam booth to interact with Governor LG and GVB team

Social Media Campaigns - UGC Campaign (Facebook)



Date: February 11 - March 11, 2026
Location: Taiwan (Online)

- GVB launched a user-generated content (UGC) campaign encouraging followers to share Guam travel memories, strengthening emotional connection with the destination.
- Participation mechanics (follow, share, comment with photo and story) helped drive active engagement and content sharing among past travelers.
- Campaign generated 3,857 views, 123 interactions, 23 entries, and 33 shares, enhancing community engagement and organic reach.



Social Media Campaigns - Taipei Lantern Festival Campaign



Date: February 25 – March 15, 2026
 Location: Taiwan (Online & Taipei Expo Park)

- GVBTT launched a social media campaign to promote Guam's participation in the Taipei Lantern Festival and drive visitation to the Guam booth.
- Engagement mechanics (like, share, tag, comment, and registration) successfully promoted on-site activities and Ko'ko' Bird appearances.
- Campaign delivered strong results:
 - Facebook: 10,858 views, 1,214 interactions, 362 entries, 397 shares
 - Instagram: 5,235 views, 393 interactions, 116 entries, 94 shares



Consumer Sentiment



Comments from Facebook on Feb

鄧紹州
 第一次關上眼簾
 陽光刺眼卻溫暖，海水清涼卻能看見游動的魚。
 在忙碌與昏夕間慢慢沉下去，那一刻突然覺得，
 原來放鬆腳步，什麼都不管，才是最奢侈的旅程。

Eva Liao
 2025年第一次去關島，以前海外自由行都到
 五台山，空想過去歐美，所以對我來說會最
 特別的風景是東側一個美麗的綠地離台灣這麼
 近。同位類日本一樣不用辦簽證超方便！

My First Time in Guam The sun was bright yet warm, and the water was so clear I could see fish swimming by my feet.

Watching the sunset slowly sink into the horizon at Tumon Bay, I suddenly realized— sometimes the greatest luxury is simply slowing down and letting yourself think about nothing at all.

My first trip to Guam was in 2025. Before that, all my overseas trips had been to Japan, I had never really considered traveling to places related to the U.S., so what surprised me the most was realizing that there is actually a U.S. territory so close to Taiwan. Even better, just like traveling to Japan, Taiwanese travelers can visit Guam without applying for a visa, which makes the trip incredibly convenient.



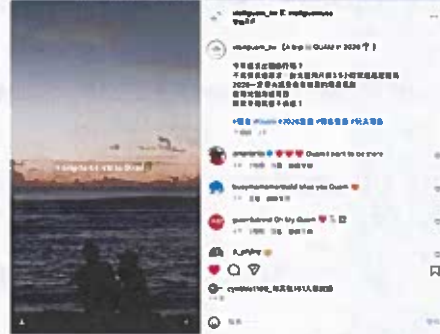
Consumer Sentiment



Comments from Facebook on Feb



Comments from Instagram on Feb



Social Media Performance



March



of Followers



of Followers



Percentage Growth: Facebook +2.9% Instagram +8.3%

Ms. Bocatija reported an increase in social media performance, noting that Facebook saw a 2.9% rise while Instagram experienced a stronger growth of 8.3%. She attributed these gains largely to the momentum generated by back-to-back events, particularly the Taipei Lantern Festival and the Sunshine Island Vibes Festival, which helped boost engagement and visibility across both platforms.



Taipei Wedding Fair



Event Date: April 12, 2026
Location: Taipei, Taiwan

- GVB will participate in Taiwan's leading wedding fair, engaging 1,500-1,800 couples in active wedding planning.
- Promote Guam as a premium destination wedding and honeymoon location, in collaboration with United Airlines and travel partners.
- Guam-branded booth showcasing beachfront weddings and resort experiences.
- Integrated promotion across social media, wedding platforms, and on-site channels (LED, brochure, lucky draw).
- Increased awareness of Guam in the wedding & honeymoon segment. Generated direct engagement with high-value FIT couples and potential leads.



Ms. Bocatija shared that GVB will be participating in the Taipei Wedding Fair on April 12th, marking their first involvement in the event in quite some time. She explained that this initiative aims to reignite and recapture the wedding and honeymoon niche market.

In preparation, GVB hosted a familiarization (Fam) tour in January, inviting overseas representatives to Guam for about a week to meet with local industry partners, including hotels, wedding planners, and companies such as Arluis Wedding, as well as to visit newly renovated wedding chapels. Equipped with this firsthand experience and knowledge, the team in Taiwan is well-positioned to promote Guam at the wedding fair, with the goal of driving increased interest and growth in the honeymoon segment.

6. ACCOUNT SUMMARY

ACCOUNT SUMMARY (FY2026)



as of 04/02/26

FY2026 Taiwan Actual Spend versus Budget YTD

GL Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 150,000.00	\$ 62,500.00	\$ 25,000.00	\$ 62,500.00	41.67%
PRE005	Sales Calls	\$ 12,000.00	\$ 1,724.98	\$ 3,000.00	\$ 7,275.02	60.63%
TTC039	Media/Travel Industry Fam Tours	\$ 58,000.00	\$ 5,306.77	\$ 44,743.23	\$ 7,950.00	13.71%
ADV018	Social Media/Online Campaigns & Advertising	\$ 30,000.00	\$ 2,573.38	\$ 9,500.00	\$ 17,926.64	59.76%
TTC031	Travel Fairs	\$ 63,600.00	\$ 36,125.83	\$ 18,500.00	\$ 8,974.17	14.11%
SMD023	Travel Trade Co-ops & MICE Programs	\$ 136,400.00	\$ 526.37	\$ 113,873.63	\$ 22,000.00	16.13%
SMD019	Sales Market Development (HQ)	\$ 50,000.00	\$ 13,024.34	\$ 5,044.25	\$ 31,931.41	63.86%
GRAND TOTAL		\$ 500,000.00	\$ 121,781.65	\$ 219,661.11	\$ 158,557.24	31.71%

For transparency, Ms. Bocatija shared that the FY2026 budget allocation for the Taiwan market is \$500,000, with \$219,000 currently pending for approved Q2 projects, and \$158,000 remaining to be allocated for Q3 and Q4, subject to senior management approval.



ACCOUNT SUMMARY (FY2027)



as of 04/02/26

FY2027 Taiwan Actual Spend versus Budget YTD

G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
ADMIN	Guam Liaison Representative Fees	\$ 45,000.00	\$ -	\$ -	\$ 45,000.00	100.00%
PRE001	Marketing Representative Fees	\$ 174,000.00	\$ -	\$ -	\$ 174,000.00	100.00%
PRE005	Sales Calls	\$ 16,800.00	\$ -	\$ -	\$ 16,800.00	100.00%
TTC039	Media/Travel Industry Fam Tours	\$ 20,000.00	\$ -	\$ -	\$ 20,000.00	100.00%
ADV018	Social Media/Online Campaigns & Advertising	\$ 30,000.00	\$ -	\$ -	\$ 30,000.00	100.00%
TTC031	Travel Fairs	\$ 59,200.00	\$ -	\$ -	\$ 59,200.00	100.00%
SMD023	Travel Trade Co-ops & MICE Programs	\$ 160,000.00	\$ -	\$ -	\$ 160,000.00	100.00%
SMD019	Sales Market Development (HQ)	\$ 70,000.00	\$ -	\$ -	\$ 70,000.00	100.00%
GRAND TOTAL		\$ 575,000.00	\$ -	\$ -	\$ 575,000.00	100.00%

**Subject to change.*

Ms. Leon Guerrero reported a 15% increase for FY2027, noting that this includes the added cost of establishing a Guam Liaison Office. She clarified that, unlike a marketing representative, the liaison will focus primarily on government relations and investment opportunities. This initiative is being implemented through a Memorandum of Agreement (MOA) with GEDA, with both GVB and GEDA sharing the cost of the liaison retainer. The position was issued through an RFP process, and negotiations have been completed with the selected respondent, VEDA, led by Felix.

She also noted that the FY2027 account summary was presented to the GVB Board, where an adjustment was made to increase funding for the Taiwan market. She acknowledged Director Michelle Merfalen for advancing a motion that was unanimously approved by the board to allocate additional resources, recognizing Taiwan as a key growth opportunity. The increased investment aims to build on the success of direct air service with United and other travel partners, and to further strengthen GVB's presence and marketing efforts in the market.

President Lee added clarification regarding the Guam Liaison retainer fee, explaining that GEDA has committed to contributing a portion of the funding, with flexibility to increase support through task orders depending on specific projects and initiatives in FY2027. She noted that the arrangement currently involves GVB and GEDA, though there may be opportunities for other stakeholders, such as the airport, to participate in the future. It was also mentioned that upcoming initiatives, such as Food Taipei, present opportunities for GEDA to showcase "Made in Guam" products and further promote investment and economic development.



7. ANNOUNCEMENTS

Tumon Night Market



Date: Every Sunday

- There will be no TNM on Sunday, April 5th in observance of Easter.
- TNM will resume on Sunday, April 12th.

Location: Pleasure Island, Tumon - between the Sandcastle and the Dusit Beach Resort Guam.

Time: 5:00pm - 9:00pm

Free admission and open to the public.

- The Tumon Night Market is a weekly event designed to showcase Guam's vibrant culture, cuisine, and community spirit.
- Set in the heart of Pleasure Island, the market will bring together both residents and visitors to enjoy a lively evening filled with food, music, and local experiences.



President Lee shared that the Tumon Night Market is featuring special activations throughout April centered on wellness, aligning with ongoing promotional efforts. She highlighted that participants of events such as the Ekiden and Half Marathon can visit the market afterward to enjoy recovery-focused offerings, including chair massages and nutritional shakes.

She encouraged broad participation, noting the night market has generated strong interest and positive content across various markets, including Taiwan. She also invited feedback from attendees to help further enhance the experience and continue improving the attraction.

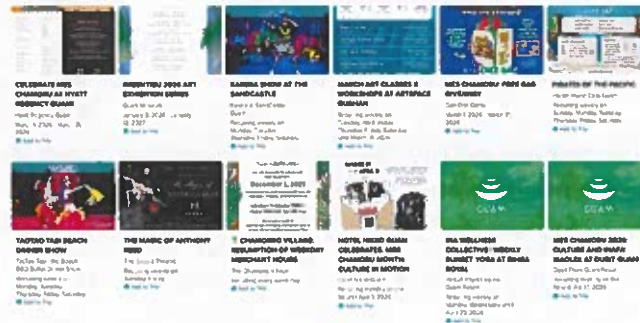
Guam Events




Events Submitted by GVB Members

2026 GVB Signature Events

- **Guam Ko'ko' Road Race Weekend**
 - Kids Fun Run: Saturday, April 11, 2026
 - Half Marathon and 5k Ekiden Relay: April 12, 2026
- **44th Harumatsuri (Guam Japan Festival)**
 - Saturday, April 11, 2026
- **Guam Micronesia Island Fair (GMIF)**
 - June 6 & 7, 2026 (Tentative)
- **Guam International Dance Festival (GIDF)**
 - December 4 - 6, 2026



For more information: <https://www.visitguam.com/events/>

Ms. Bocatija encouraged committee members submit their information and events to GVB to be posted on its websites across all source markets.



Welcome to Wellness Month



Date: April 1-30, 2026

- Throughout the month, visitors and residents alike are invited to slow down, reconnect, and rediscover balance through a curated lineup of wellness-focused activities and offerings.
- From movement and mindfulness sessions to cultural immersion, outdoor adventures, and nourishing culinary experiences, Wellness Month showcases the many ways Guam supports a healthier, more connected lifestyle.



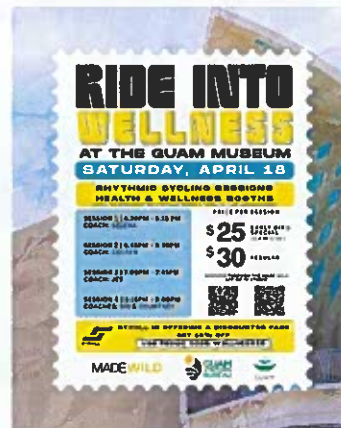
Please see all list of events at: <https://www.visitguam.com/wellness/#wellnesscalendar>

Ride Into Wellness



Date: Saturday, April 18, 2026
Location: The Guam Museum

- GVB is sponsoring Made Wild's Ride Into Wellness event at the Guam Museum and would like to encourage visitor participation.
- Stroll is offering a discount for visitors' transportation to the event.



President Lee emphasized the importance of encouraging visitors to participate in the upcoming event at the Guam Museum, noting that it will feature local riders and provide a valuable opportunity for visitors to engage with the local community. She highlighted the event as an exciting cultural experience and expressed appreciation to Stroll for offering discounted transportation, making it easier for visitors staying in Tumon to travel to the venue.

Next meeting: May 7, 2026 at 11:00am (subject to change)



8. ADJOURNMENT

Director Michelle Merfalen adjourned the meeting at 11:42 a.m.



Minutes Prepared By: Regina Bocatta, Marketing Manager



Minutes Approved By: Regina Nedlic, Acting Director of Global Marketing

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