

TAIWAN MARKETING COMMITTEE (TMC) MEETING MINUTES

Thursday, February 5, 2026 at 11:00 a.m. via ZOOM

<https://us02web.zoom.us/j/82602922209?pwd=VuWBA6xLLxunwe0VVSQAVkefOUyfRMW.1>

**online attendance*

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

1. CALL TO ORDER

GVB Marketing Manager, Ms. Regina Bocatija, began the meeting at 11:02 a.m.

2. REPORT OF MANAGEMENT

GVB Taiwan Chairwoman



- Director **Michelle Merfalen** is a Guam professional with extensive experience in research, business, and community leadership.
- As a Research Manager at Market Research & Development, Inc., she drives data-driven strategies for sustainable development and organizational resilience in Guam and the CNMI. She also leads a Primerica business focused on financial literacy and manages New Morning Market in Talo'fo'fo.
- Director Merfalen is a Governor appointed Youth Board Director and serves as Chairwoman for both the GVB Membership and Taiwan Marketing Committee, demonstrating her commitment to making a positive impact on her community.



GVB Deputy Director of Global Marketing, Mrs. Gabbie Baza, introduced Director Michelle Merfalen as the newly appointed Taiwan Market Committee (TMC) Chairwoman. Director Merfalen is a Governor-appointed Youth Board Member for the Guam Visitors Bureau. Mrs. Baza stated that GVB looks forward to working closely with Director Merfalen to advance Taiwan market marketing initiatives.

Director Merfalen expressed her appreciation for the appointment and shared her enthusiasm for joining the committee. She noted her interest in meeting TMC members in person and participating in future meetings.

3. MARKET UPDATES

December 2025



December 1-31, 2025

Total: 96,449 (+42.0%)

% Market Mix	Origin	2019	2024	2025	% vs LY
0.6%	Taiwan	2,004	792	573	-27.7%
53.7%	Korea	71,513	31,302	51,828	65.6%
30.6%	Japan	67,794	23,825	29,476	23.7%
7.1%	US/Hawaii	7,135	6,767	6,858	1.3%
1.8%	Philippines	1,659	1,260	1,733	37.5%
0.4%	China	585	282	380	34.8%
0.1%	Hong Kong	210	57	80	40.4%

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



Ms. Bocatija shared an overview of daily visitor arrival statistics for the period December 1-31, 2025, as compiled by the GVB Research Team. Total visitor arrivals for the month were reported at 96,449, reflecting an increase of 42%.

The Taiwan market, however, experienced a decline of 27.7% during the same period. Ms. Bocatija explained that the decrease was primarily attributed to a canceled flight in December, as well as the prior launch of 20 China Airlines charter flights in December 2024, which operated from November through February 1, 2025. It was further noted that some travelers may be deferring travel plans in anticipation of Chinese New Year charter flights.

Calendar Year 2025

January - December 31, 2025 **Total: 782,840 (+5.9%)**

% Market Mix	Origin	2019	2024	2025	% vs LY
1.1%	Taiwan	28,216	3,596	8,447	134.9%
48.7%	Korea	753,357	374,373	380,918	1.7%
32.4%	Japan	684,802	208,755	253,629	21.5%
9.9%	US/Hawaii	90,994	85,119	77,833	-8.6%
1.9%	Philippines	20,729	13,544	15,222	12.4%
0.6%	China	11,496	4,886	4,780	-2.2%
0.1%	Hong Kong	5,116	702	741	5.6%

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

Ms. Bocatija further reported that Guam overall visitor arrivals increased by 5.9%, with a total of 782,840 visitors. The Taiwan market experienced a significant increase of 134.9%, welcoming 8,447 Taiwan visitor arrivals. This growth was largely attributed to the launch of the direct flight service with United Airlines.



Fiscal Year to Date 2026



October 2025 - December 31, 2025

Total: 228,972 (+30.7%)

% Market Mix	Origin	2019	2025	2026	% vs LY
0.8%	Taiwan	6,288	1,204	1,862	54.7%
53.2%	Korea	182,067	84,799	121,714	43.5%
30.8%	Japan	160,783	55,846	70,477	26.2%
7.2%	US/Hawaii	22,598	18,387	16,567	-9.9%
2.1%	Philippines	6,403	3,957	4,714	19.1%
0.5%	China	3,342	982	1,032	5.1%
0.1%	Hong Kong	2,028	164	198	20.7%

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

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.

TAIWAN



• LOAD FACTOR

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

• 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

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



Airline Updates- UA



Airlines	GVBT Contact	Updates
	General Manager Brenda Tang	<ul style="list-style-type: none"> United Airlines expects its first Boeing 737 MAX 8 to arrive in Guam in February 2026, gradually replacing its existing Boeing 737-800 fleet based there with the new Boeing 737 MAX 8. Up to 166 seats, including up to 16 business class seats USB charging ports Personalized screens Wireless Bluetooth connectivity Paid Wi-Fi Larger cargo space More legroom
	Flight Ticket Promotion 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	Upcoming Promotion UA x Trip.com <ul style="list-style-type: none"> Offer: Additional airfare discount Ticketing Deadline: By April 30 Travel Period: up to +330 days Promotion Period: Pending Discount Details: Pending

Market Intelligence: CNY Charter & Direct Flights



Travel Agency	Dates	Duration	Total 850 Seats Sold
	Feb 14 Feb 18	5 Days	Starlux: Total 164 seats (2 Charter Flights, share with Spunk) <ul style="list-style-type: none"> 2/14: All 85 seats Sold out 2/18: All 79 seats Sold out
	Feb 14 Feb 18	5 Days	Starlux: Total 188 seats (2 Charter Flights, share with Sunny World) <ul style="list-style-type: none"> 2/14: All 91 seats Sold out 2/18: All 97 seats Sold out
	Feb 15 Feb 19	5 Days	Starlux: Total 352 seats (2 Charter Flights) <ul style="list-style-type: none"> 2/15: All 176 seats sold 2/19: All 176 seats sold
	Feb 14 Feb 18	4 Days 5 Days	UA: Total 146 seats (Half seats from 2 direct flights) <ul style="list-style-type: none"> 2/14: All 75 seats Sold out 2/18: All 71 seats Sold, 4 seats remaining



Taiwan News



- China Airlines announced a management reshuffle effective January 16, including the appointment of Sung Tao-Ming as the new Taiwan Marketing Director and the reassignment of Hua De-Lin to oversee the Americas region.
- The leadership change presents an opportunity for closer collaboration with China Airlines, especially in promoting Guam routes, seasonal campaigns, and future co-op marketing initiatives.



Ref: <https://www.ttnmedia.com/?p=131567>

4. OLD BUSINESS

TATA 2026 Year-End Appreciation Gala



- **Date:** January 12, 2026
- **Location:** Dazhi Dianhua
- GVBT's attendance at the 2026 TATA Year-End Appreciation Gala successfully reinforced cooperation with Taiwan's travel trade and strengthened industry presence.
- The event, attended by key leaders including Taipei Mayor Chiang Wan-an, facilitated high-level discussions with airline partners and major agencies to align on 2026 tourism trends, partnership opportunities, and Guam's future marketing focus, direct flight access, and market positioning.



VIP guests at the head table expressed their support for the tourism industry.



GVBT representatives networking with travel industry leaders and partners.

Taiwan Marketing Rep Site Inspection FAM Tour



- Date: January 10-17, 2026
- Location: Guam, USA
- GVBТ conducted a comprehensive site inspection on Guam to assess destination readiness, tourism infrastructure, and MICE (Meetings, Incentives, Conferences, and Exhibitions) resources for the Taiwan FIT, leisure, and corporate incentive markets.
- The visit evaluated accommodations, venues, transportation, and on-island experiences to strengthen the GVBТ team's product knowledge, gather current information for sales activities, and improve coordination with local industry partners to better promote Guam's value to Taiwan trade and corporate clients.



Ms. Bocatija shared that the GVBТ Taiwan marketing reps visited Guam from January 10-17 for a site inspection and FAM tour to gain firsthand experience and gather information for Taiwanese trade and industry partners.

Mr. Tez Chu, GVBТ Director of Business Development, shared positive feedback on the visit and noted that their intel will be used to highlight Guam's offerings and the short duration of the direct flight to attract Taiwanese visitors.

Sales Call – China Airlines



- China Airlines proactively reached out to GVBТ to establish a direct communication channel for faster future coordination.
- CI inquired about GVB's current airline support mechanisms, including subsidies and marketing support models.
- They indicated openness to discussing charter flight opportunities, such as for the New Year Countdown or Lunar New Year, provided they are supported by promotional activities.



China Airline New Taiwan Marketing Director and GVBТ

Travel Agent Sales Contest- Q1 Update



Registration Status

- 8 agents submitted annual registration applications: Lion Travel, EzTravel, Cola Tours, Spunk Tour, Sunny World, Phoenix Tour, PIC, Richmond. All applications approved and registration codes issued.



Q1 (December) Incentive Eligibility

- 2 agents met reward criteria and completed document & e-ticket verification.
 - ✓ Lion Travel: 45 seats → USD 20 per seat
 - ✓ EzTravel: 53 seats → USD 20 per seat
- GVBT will follow up on invoice submission and secure HQ approval for incentive payout.

Ms. Bocatija shared that the program, launched in December 2025, is intended to accelerate flights from Taipei to Guam and support sustainable load factors. To date, eight travel agents have applied. Lion Travel and Easy Travel are scheduled for Q1 payouts.

Social Media Campaigns



Taipei-Guam Direct Flight Giveaway
Date: Jan 07-18, 2026

- GVBT launched a social media giveaway to promote the Taipei-Guam direct flight and Guam's accessibility.
- Participants were asked to like, share, tag two friends, and comment on their preferred Guam activity to boost engagement and gather insights.
- The campaign aimed to increase interaction, follower growth, and public awareness of flight options.

Performance Overview:

- Facebook:
 - 12,883 views, 1,216 interactions, 390 comments/entries, 397 shares
- Instagram:
 - 8,278 views, 702 interactions, 142 comments/entries



Consumer Sentiment



Comments from Facebook on Jan 16

Does STARLUX Airlines also operate direct flights to Guam?

Message from Facebook on Jan 02

2026年1月2日下午10:02

請問有看到關島機票怎麼預訂呢?

How can I book the flight to Guam that I saw?



Message from Instagram on Jan 09

2026年1月9日下午6:21

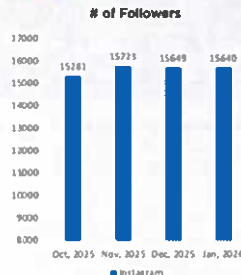
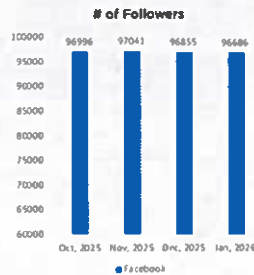
想查詢在關島結婚事宜

I would like to inquire about getting married in Guam.

Social Media Performance



January 2026



Percentage Growth: Facebook -0.17% Instagram -0.05%



February SNS Calendar



date	02-01-2026						Post
topic							Posts
platform							Stories
date	02-02-2026	02-03-2026	02-04-2026	02-05-2026	02-06-2026	02-07-2026	02-08-2026
topic			Ko'ko' Weekend Promotion	Ko'ko' Weekend Promotion	Valentine's Day Scenic Spots		
platform			FB, IG	FB, IG	FB, IG		
date	02-09-2026	02-10-2026	02-11-2026	02-12-2026	02-13-2026	02-14-2026	02-15-2026
topic	Valentine's Day Scenic Spots		LGC Engagement - Share Your Guam Moment	Valentine's Day Inspiration	New Year, New Challenges - Skydive Experience		
platform	FB, IG		FB	FB, IG	FB, IG		
date	02-16-2026	02-17-2026	02-18-2026	02-19-2026	02-20-2026	02-21-2026	02-22-2026
topic	New Year, New Challenges - Skydive Experience	CNY Greeting E-Card			Water Activities & Marine Life Highlights		
platform	FB, IG	FB, IG			FB, IG		
date	02-23-2026	02-24-2026	02-25-2026	02-26-2026	02-27-2026	02-28-2026	
topic	Water Activities & Marine Life Highlights		Guam at the Taipei Lantern Festival		Add Guam to Your 2026 Island Bucket List		
platform	FB, IG		FB, IG		FB, IG		

Ms. Bocatija shared that January social media performance showed a slight decline on both Facebook and Instagram. The February content calendar will include more aggressive marketing efforts, featuring Ko'ko Road Race Weekend, Valentine's Day themes, and a stronger focus on user-generated content. Committee members were encouraged to submit relevant promotions and events for inclusion on GVB Taiwan social media platforms.

5. NEW BUSINESS

CNY Charter Flight Incentive Programs



GVB is excited to launch the return of exclusive incentive coupon programs including a cultural dinner show and hotel meals to support promotion of 2026 CNY charter and direct flights from Taiwan (agents: Lion, Phoenix, Spunk, Sunny World):

- Visitor Incentive Coupon:**
 - GVB is excited to launch a refreshed Visitor Incentive Coupon Program for the upcoming Chinese New Year 2026. For the Taiwan charter flights arriving on February 14th and 18th via Starlux Airlines, GVB will now offer a Cultural Dinner Show to each passenger.
 - This is a new initiative designed to provide a warm welcome and showcase Guam's rich CHamoru culture, and GVB invites businesses to collaborate to enhance the visitor experience.
- Meal Incentive Coupon:**
 - GVB is pleased to announce the return of charter flights from Taiwan and the continuation of our Meal Incentive Coupon Program.
 - This initiative offers CNY charter flight visitors an exclusive dining experience at a participating hotel restaurants to help enhance our visitors' stay by providing a warm hospitality and showcase the best of our local cuisine.



Spunk/ Sunny World Tour: Fish Eye Marine Park Cultural Dinner Show + Roundtrip Shuttle Transfer Coupon



Lion/ Phoenix Tours: Hotel Restaurant Meal Coupon



Ms. Bocatija provided an overview of the return of the Chinese New Year (CNY) Coupon Incentive Programs. She outlined the new Visitor Incentive Coupon for Spunk and Sunny World tour packages, which includes a cultural dinner show and shuttle service, and the Meal Incentive Coupon, now in its fourth year, for Lion Travel and Phoenix Tours, featuring participating hotels Dusit Beach Resort Guam, Guam Plaza Resort, and Hotel Nikko Guam.



Mrs. Baza added that the Meal Incentive Coupon program has been offered by GVB for the past four years at no cost to visitors and continues to provide strong added value for travelers choosing Guam as their destination during the Chinese New Year holiday.

KOL Fam Tour



- **Date:** TBA
- **Location:** Guam, USA
- GVB has postponed the Key Opinion Leader (KOL) Familiarization (FAM) Tour originally scheduled for January 28th to February 4th.
- GVB will update members for the next viable dates to relaunch the Fam Tour which aims to strengthen Guam's digital presence and will be used to observe content performance and audience engagement across social platforms in Taiwan.



Guam Delegation Mission to Taiwan



- **Date:** March 4-11, 2026
- **Location:** Taiwan - Taipei & Kaohsiung City
- GVB will embark in an overseas mission to Taiwan to participate in a series of promotional and cultural engagement activities. These include participation in the 2026 Sunshine Island Vibes Festival (SIVF) in the southern city of Kaohsiung, as well as the Taipei Lantern Festival in Taipei.
- Governor Lou Leon Guerrero has been formally invited by the Mayor of Kaohsiung to attend Sunshine Island Vibes Festival, which is anticipated to become one of Kaohsiung's largest international cultural events.
- To further strengthen regional engagement in southern Taiwan and to commemorate the enduring friendship between the two island destinations, a Sister City Signing Ceremony will be organized as part of this visit, marking a significant milestone in bilateral relations.
- The mission will conclude in Taipei, where the delegation will view the Guam-designed lantern featured at the Taipei Lantern Festival and tour the Taipei Expo grounds, highlighting Guam's cultural symbols and heritage on an international stage.



Lantern Graphic Design



"Guam, the CHamoru Spirit Lantern"

- A vibrant lantern that evokes CHamoru cultural pride and heritage.
- The lantern is honoring the ancient foundations, while illuminating the CHamoru way of life.
- The design focuses on a unified blend of nature and cultural symbols that represent Guam's unique identity.

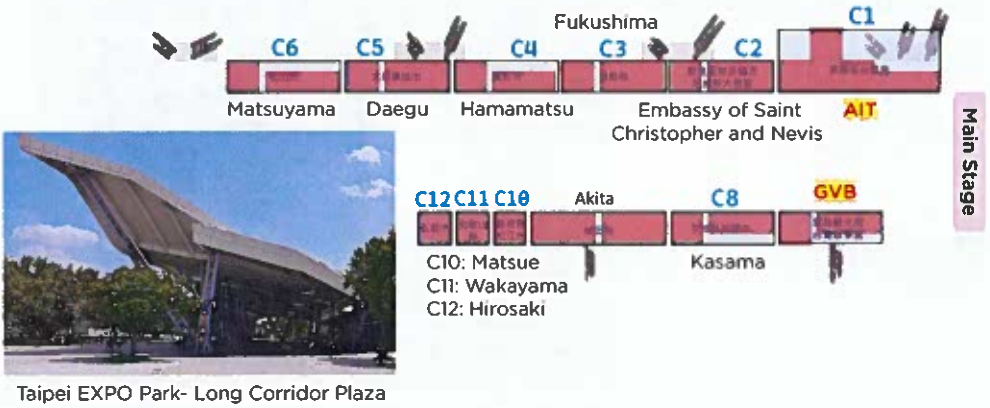


Lantern Components Display



- All components of the lantern design, including the structural framework, exterior covering, painting, and decorative details at the joints, have been completed.
- The On-site assembly is tentatively scheduled between February 23 and February 24.

Lantern Festival Event Site

6. ACCOUNT SUMMARY

ACCOUNT SUMMARY (FY2026)



as of 01/12/26

FY2026 Taiwan Actual Spend versus Budget YTD						
GL Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 150,000.00	\$ 37,500.00	\$ 37,500.00	\$ 75,000.00	50.00%
PRE005	Sales Calls	\$ 12,000.00	\$ 1,724.98	\$ 3,000.00	\$ 7,275.02	80.63%
TTC039	Media/Travel Industry Fam Tours	\$ 58,000.00	\$ 3,042.37	\$ 47,007.63	\$ 7,950.00	13.71%
ADV018	Social Media/Online Campaigns & Advertising	\$ 30,000.00	\$ 2,573.36	\$ 9,500.00	\$ 17,926.64	59.76%
TTC031	Travel Fairs	\$ 63,800.00	\$ 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	\$ 94,517.25	\$ 234,425.51	\$ 171,057.24	34.21%




For transparency, Ms. Bocatija shared that the FY2026 budget allocation for the Taiwan market is \$500,000, with \$234,425 currently pending for approved Q2 projects, and \$171,000 remaining to be allocated for Q3 and Q4, subject to senior management approval.


7. ANNOUNCEMENTS

Tumon Night Market

Date: Every Sunday
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.

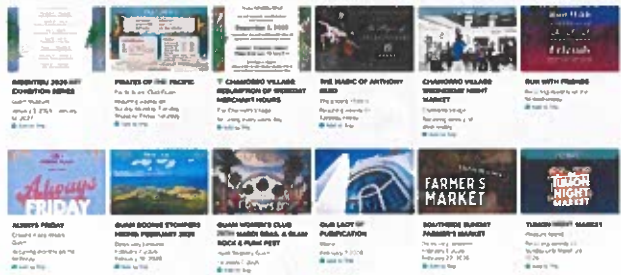


Guam Events

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



- GVB members and industry partners interested in participating and having their offerings promoted as part of the Welcome to Wellness - Guam initiative are encouraged to register online at www.visitguam.com/wellness by:
 - Friday, February 6, 2026
- For additional information please call (671) 646-5278 or email to sharlene.guerrero@visitguam.com or sarah.cuzman@visitguam.com.



Ms. Bocatija introduced Welcome to Wellness Month, a new initiative from GVB designed to position Guam as a premier wellness destination for both the local community and visitors seeking opportunities to reset and recharge. She noted that the deadline to submit wellness activities or offerings is February 6, 2026.

Next meeting: March 5, 2026 at 11:00am (subject to change)

8. ADJOURNMENT

Ms. Bocatija adjourned the meeting at 11:26 a.m.

Minutes Prepared By: Regina Bocatija, Marketing Manager

Minutes Prepared By: Gabbie Baza, Deputy Director of Global Marketing

Minutes Approved By: Nadine Leon Guerrero, Director of Global Marketing