

**TAIWAN MARKETING COMMITTEE (TMC) MEETING MINUTES**

Thursday, May 1, 2025 at 11:00 a.m. via ZOOM

<https://us02web.zoom.us/j/82602922209?pwd=VuWBa6xLLxunwe0VSQAVkefOUyfRMW.1>

*\*online attendance*

<p><b><u>Members Present:</u></b></p> <ol style="list-style-type: none"> <li>1. TMC Chairman – Milton Morinaga</li> <li>2. United Airlines – Paula Monk</li> <li>3. Triple J Technologies – James Rosenberg II</li> <li>4. Crowne Plaza Resort Guam – Mami Manlucu*</li> <li>5. The Tsubaki Tower – Hiromi Matsuura*</li> <li>6. The Westin Resort Guam – Yoshi Otani*</li> <li>7. Skydive Guam – Ayaka Yamaguchi*</li> <li>8. LeoPalace Resort Guam – Keiko Takano*</li> <li>9. Dusit Thani Guam – Miwa Bravo*</li> </ol>	<p><b><u>Members Absent:</u></b></p> <ol style="list-style-type: none"> <li>1. Hilton Guam Resort &amp; Spa – Echo Man</li> <li>2. Baldyga Group – Annie Joo</li> <li>3. Lotte Hotel Guam – Sunny Kim</li> <li>4. DON DON DONKI – Uta Miyazawa</li> <li>5. Guam Reef Hotel – Yuki Toshida</li> <li>6. Fish Eye Marine Park – Akihiro Tani</li> <li>7. Crowne Plaza Guam – Jeremy Nam</li> <li>8. Sentry Hospitality – Sunardi Li</li> <li>9. Sentry Hospitality – Valerie Carbullido</li> <li>10. Dusit Place – Alex Leddy</li> <li>11. HIS Guam Inc. – Neil Urbano</li> <li>12. Pacific Islands Club – Koji Nagano</li> <li>13. Valley of the Latte – David Tydingco</li> <li>14. Hyatt Regency Guam – Madel Cosico</li> <li>15. Hyatt Regency Guam – Gabby Hizon</li> <li>16. University of Guam – Carlos Taitano</li> <li>17. Hotel Nikko Guam – Kelly Hong</li> <li>18. Guam International Airport Authority – Rolenda Faassuam</li> <li>19. GEDA – Ed Camacho</li> <li>20. Docomo Pacific – Flo Hipolito</li> </ol>
<p><b><u>Guests/Observers Present:</u></b></p> <ol style="list-style-type: none"> <li>1.</li> </ol>	<p><b><u>GVB Board/Management/Staff Present:</u></b></p> <ol style="list-style-type: none"> <li>1. President &amp; CEO – Régine Biscoe Lee</li> <li>2. Director of Global Marketing – Nadine Leon Guerrero</li> <li>3. Senior Marketing Manager – Elaine Pangelinan</li> <li>4. Marketing Manager – Regina Bocatija</li> <li>5. Web &amp; IT Coordinator Assistant – Mike Arroyo</li> </ol> <p><b><u>Guam Taiwan Office Staff Present:</u></b></p> <ol style="list-style-type: none"> <li>1. Guam Affairs Director – Felix Yen*</li> </ol>

**1. CALL TO ORDER**

TMC Chairman, Mr. Milton Morinaga, called the meeting to order at 11:03 a.m.

**2. REPORT OF MANAGEMENT**

GVB Director of Global Marketing, Ms. Nadine Leon Guerrero, shared that the FY2026 budget for Taiwan has been changed since the last GVB Board Meeting. Further details would be briefly summarized in the budget breakdown portion of the update.

# March 2025



March 1-31, 2025

Total: 61,249 (42.5%)

% Market Mix	Origin	2019	2024	2025	% of 2019
36.3%	Korea	53,980	32,670	22,224	41.2%
44.8%	Japan	72,603	22,194	27,467	37.8%
11.3%	US/Hawaii	8,170	6,720	6,905	84.5%
2.0%	Philippines	1,365	1,354	1,229	90.0%
0.2%	Taiwan	1,962	139	97	4.9%
0.4%	China	693	305	227	32.8%
0.1%	Hong Kong	416	54	67	16.1%

Note: March 2025 daily arrivals reflect Civilian Air arrivals only.  
Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Senior Marketing Manager, Elaine Pangelinan, shared a snapshot of daily arrival statistics from March 1-31, 2025 compiled by GVB.

Visitor arrival information is a free resource and accessible on the GVB website: <https://www.guamvisitorsbureau.com/> located under the Research tab, followed by the Statistics tabs.

# Calendar Year to Date 2025



January - March 31, 2025

Total: 187,770 (43.8%)

% Market Mix	Origin	2019	2024	2025	% of 2019
45.9%	Korea	182,704	121,263	86,114	47.1%
36.2%	Japan	189,398	58,749	67,999	35.9%
10.1%	US/Hawaii	23,964	22,049	18,944	79.1%
1.6%	Philippines	3,923	3,257	2,990	76.2%
1.0%	Taiwan	6,958	929	1,898	27.3%
0.7%	China	4,603	1,485	1,367	29.7%
0.1%	Hong Kong	1,615	169	150	9.3%

Note: March 2025 daily arrivals reflect Civilian Air arrivals only.  
Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.



# Fiscal Year to Date 2025



October 2024 - March 31, 2025

Total: 362,621 (43.7%)

% Market Mix	Origin	2019	2024	2025	% of 2019
47.1%	Korea	364,771	224,383	170,912	46.9%
34.1%	Japan	350,181	109,322	123,656	35.3%
10.3%	US/Hawaii	46,562	42,071	37,175	79.8%
1.9%	Philippines	10,326	6,905	6,947	67.3%
0.9%	Taiwan	13,246	1,450	3,102	23.4%
0.6%	China	7,945	2,413	2,349	29.6%
0.1%	Hong Kong	3,643	408	314	8.6%

Note: March 2025 daily arrivals reflect Civilian Air arrivals only.  
Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

## 3. MARKET UPDATES

### Airline Updates for Regular Flights



Airlines	GTO Contact	Updates
CHINA AIRLINES	4/28 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none"> <li>Bruce Chen, General Manager of China Airlines Guam Office, has been transferred to the Kaohsiung Office.</li> </ul>
EVA AIR	4/28 Gary Wang, Executive Vice President	<ul style="list-style-type: none"> <li>Due to limited capacity and a lack of cabin crew, EVA Air continues to evaluate the potential for direct flights resumption to Guam.</li> </ul>
STARLUX	4/28 Patience Hsu, Manager	<ul style="list-style-type: none"> <li>Starlux mentioned that if there are any charter flight requirements, they will start to review and feedback the TPE-GUM charter flight.</li> </ul>
tigerair	4/28 Emily Chuang, Taiwan sales Section Chief	<ul style="list-style-type: none"> <li>Tigerair is set to receive two new A320 aircraft with 180 economy seats in July and is currently assessing the feasibility of launching a Guam route. However, due to ETOPS-related challenges, the evaluation remains in early stages, with more concrete updates expected by October or November.</li> </ul>
UNITED AIRLINES	4/28 Brenda Tang, General Manager	<ul style="list-style-type: none"> <li>United Airlines provided the limited-time promotion for TPE-GUM route has been extended to June 27th. The promotional fares are US\$302 (TWD 10,000, tax excluded), and launched a new discounted economy K-class fare of US\$386.5 (TWD 12,500, tax excluded) for both B2B and B2C channels.</li> </ul>

Mrs. Pangelinan shared that United Airlines continues its twice weekly flights which launched on April 2, 2025. At this time the remaining airlines are still assessing direct air service.

## Market Intelligence: Airline Updates



### Current Route In Operation:

**China Airlines** CHINA AIRLINES

- See next page for May operations schedule

**United Airlines** UNITED AIRLINES

- See next page for operations schedule.

**Eva Air** EVA AIR

- Tokyo, Osaka, Seoul, Hanoi, BKK, Manila, Jakarta, Bali, Singapore, Ho Chi Minh City, LA, San Francisco, New York, Vancouver, London, Hong Kong, Macao, Paris, Seattle - Daily
- Kuala Lumpur, Brisbane - Three flights per week

**Starlux Airlines** STARLUX

- Macau, Penang, Bangkok, Osaka, Tokyo, Kuala Lumpur, Ho Chi Minh City, Singapore - Daily
- Manila - Monday, Wednesday, Thursday, Friday, Saturday

## Market Intelligence: Airline News



### CI May Operation Schedule :

CHINA AIRLINES

Location					
North America	Operation Schedule	Southeast Asia	Operation Schedule	Southeast Asia	Operation Schedule
Los Angeles	Daily	Bangkok	Daily	Ho Chi Minh City	Daily
Ontario	Daily	Singapore	Daily	Hanoi	Daily
San Francisco	Daily	Jakarta	Daily	Manila	Daily
Vancouver	Daily	Kuala Lumpur	Daily	Bali	Daily
Seattle	5 flights/week	Penang	Daily	Da Nang	Daily
New York	4 flights/week	Cebu	5 flight/week	Kagoshima	3 flights/week
		Chiang Mai	5 flights/week	Phnom Penh	5 flights/week
		Palau	4 flights/week	Yangon	3 flights/week
				Brunei	3 flight/week



## Market Intelligence: Airline News



**CI May**

**Operation Schedule :**



**CHINA AIRLINES**

Location							
Europe	Operation Schedule	Oceania	Operation Schedule	Northeast Asia	Operation Schedule	Northeast Asia	Operation Schedule
Amsterdam	4 flights/week	Sydney	5 flights/week	Nagoya	Daily	Busan	Daily
Frankfurt	Daily	Melbourne	4 flights/week	Fukuoka	Daily	Okinawa	Daily
London (Heathrow)	5 flights/week	Brisbane	Daily	Osaka	Daily	Takamatsu	Daily
Rome	3 flights/week			Tokyo(HND)	Daily	Hiroshima	5 flights/week
Vienna	4 flights/week			Tokyo(NRT)	Daily	Hong Kong	Daily
Prague	2 flights/week			Seoul(ICN)	Daily	Shanghai	Daily
				Seoul(GMP)	3 flights/week		

## Market Intelligence: Airline News



**UNITED  
AIRLINES**



**Operation Schedule :**

Flight	Departure (local time)	Arrival (local time)	Frequency
TPE-GUM UA 0166	10:30 a.m	4:20 p.m	Every Wednesday
	11:00 a.m	4:50 p.m	Every Saturday
GUM-TPE UA 0165	7:00 a.m	9:25 a.m	Every Wednesday, Saturday

## Taiwan News



### ***U.S. Ranks Taiwan as the Most Affordable Travel Destination – Minister Chen Shih-Kai Invites Tourists to Experience Its Charm***

- Taiwan was named the most budget-friendly travel destination worldwide, by the U.S. financial site NerdWallet.
- The article highlighted visa-free access for U.S. travelers, low meal costs (under USD \$10), and affordable public transportation.
- Taiwan's Minister of Transportation Chen Shih-Kai emphasized the country's outstanding value, convenience, and variety of attractions, inviting international travelers to experience Taiwan's unique charm firsthand.



## 4. OLD BUSINESS

### ***PR/AD Update***



#### ***American State Offices Association (ASOA) Farewell Gathering for AIT's Besty Shieh and Clint Brewer***

- Date: April 15
- VIPs from the American Institute in Taiwan (AIT) attended the farewell gathering for Commercial Section Chief, Betsy Shieh, and Commercial Officer, Clint Brewer. Betsy plans on retiring and Clint will be transferred to the Commonwealth of Puerto Rico.
- Besty and Clint have provided steadfast support in the resumption of direct air service between Guam and Taiwan and championed the importance of maintaining longstanding bilateral relationships.
- GVB took this opportunity to express sincere appreciation for their support over the past three years and their continued efforts to promote the TPE-GUM direct flight.



Betsy Shieh  
AIT Commercial Section Chief

Clint Brewer  
AIT Commercial Section  
Commercial Officer

## PR/AD Update



### 2025 Taoyuan Longgang Rice Noodle Festival

- Date: April 19
- As a sister city to Guam, Taoyuan extended a special VIP invitation to GVB to participate in the event which celebrates local culture and international friendship.
- The vibrant cultural event offered traditional Yunnan cuisine, water-splashing blessings, and fire dance performances.
- GVB met with Taoyuan Mayor, San-Cheng, Chang and Acting Director-General of the Taoyuan City Government Department of Tourism, Li-Chuan, Wang, and shared updates about the upcoming GVB roadshow visit in May and expressed interest in having a courtesy meeting with Taoyuan City Government.



San-Cheng, Chang, Mayor of Taoyuan City, Felix, Director of GTO

## PR/AD Update



### SelectUSA Sendoff Reception

- Date: April 24
- Ahead of the SelectUSA Investment Summit, AIT hosted a special Sendoff Reception for the Taiwan delegation.
- Over 100 Taiwanese businesses set to attend the summit also joined the reception, where GVB took the opportunity to engage with some attendees and promote Guam as a potential investment destination.
- The SelectUSA Investment Summit is a premier event to connect investors from around the world with U.S. economic development organizations, government leaders, and industry experts.





## Marianas Pro Tournament - Taiwan



- Date: Apr 26-April 27
- Location: Taipei Xinyi Sports Center
- As a sponsor, GVB participated in the pro tournament event which featured over 1,200 competitors from 23 countries, with approximately 80% from Taiwan.
- The 2-day sports event successfully welcomed over 2,000 spectators and attendees who also had the opportunity to visit the Guam booth and participate in lucky draws to win exclusive gifts.
- GVB delivered opening remarks and introduced the United Airlines TPE-GUM direct flights and key travel advantages.
- Multiple Taiwanese athletes placed in the Top 3 across various categories. Placements were categorized by gender, weight class, and age group (adults and kids).



President & CEO, Régine Biscoe Lee, shared that 73 Taiwanese athletes had placed in the Top 3 division in each of the various jiu-jitsu categories. The winners were invited to compete in the Marianas Open on Guam taking place in October 2025 at the UOG Fieldhouse.

## PR/AD Update



### NR Monitor

For the past week (April 12-April 18) , a total of 9 exposures are monitored including:

- Online Exposure: 5
- Newspaper(Print): 4

1 of the news reported that 2025 Guam FIT Guide: Discover 8 must-see attractions, thrilling outdoor adventures, and the latest direct flight details –everything you need for the perfect free independent traveler (FIT) getaway to Guam!

1 of the news reported that United Airlines launches new direct flight from Taipei to Guam





## PR/AD Update



### NR Monitor

For the past week (April 19-April 25), a total of 12 exposures are monitored including:

- Online Exposure: 12

1 of the news reported that Over 1,000 Runners Celebrate 2025 Ko'ko' Race in Guam — Taiwan Athlete Finishes Third

1 of the news reported that A New Option for Guam Vacations: Spacious Comfort, Privacy, and Local Flavors at Ocean View B&B



## Consumer Sentiment



### Facebook (Direct Flight)



### Facebook (Guam Scenery)



An amazing vacation destination

This summer vacation, my child can go swimming.

So beautiful



## Consumer Sentiment



Facebook (Direct Flight)



Wynne Lin  
林婉玲

The ticket price isn't cheap.

Facebook (Direct Flight)



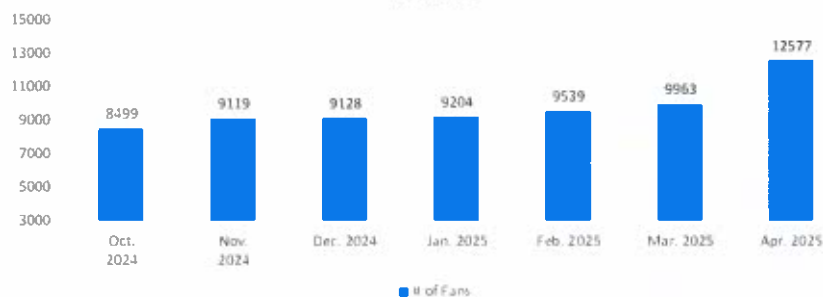
Ricky Wong  
王國興

Online, it's roughly NT\$20,000.

## Social Media Performance



### Social Media Performance FY2025



Monthly percentage growth (Apr): +26.23%

Marketing Manager, Ms. Regina Bocatija, highlighted that the large increase in growth was driven by the recent launch of direct flight promotions and new SNS content captured during the SNS Content Fam Tour held in January 2025.

## Social Media Performance

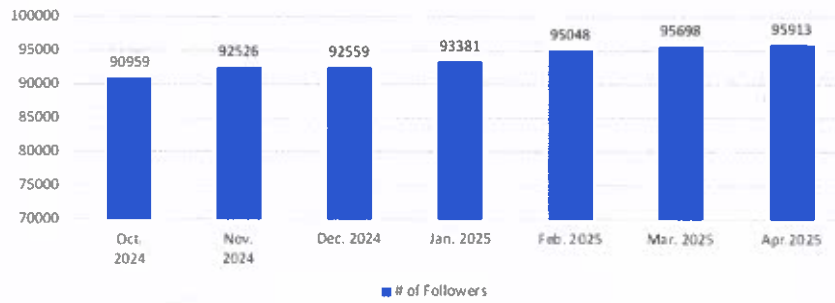


### Social Media Performance FY2025



# of Followers

Total Page Followers



Monthly percentage growth (Mar): +0.22%

## May SNS Calendar



### Social Media May Content Calendar

Week	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1						Guam Restaurants Promotion-Applebee's Guam	United Airlines Direct Flights
Week 2	Guam Scenery	Guam NightLife Promotion-KAPERIA	Guam Reels Promotion-Sea Attractions	Guam Micronesia Island Fair Promotion	Stroll Guam Promotion	Mother's Day Lucky Draw Promotion	Mother's Day Lucky Draw Promotion
Week 3	Mother's Day Lucky Draw Promotion	Mother's Day Lucky Draw Promotion	The Agat Mango Festival Promotion	Guam Restaurants Promotion-Eat Street Grill	Properties of New Digital Assets of Dusk Hotel Group Promotion	Guam NightLife Promotion-Chamorro Night Market	Guam Reels Promotion Must Visit Top 6 Attraction
Week 4	Guam Micronesia Island Fair Promotion	G-CNMI ETA + EDF Promotion	Guam Micronesia Island Fair Lucky Draw Promotion	Guam Micronesia Island Fair Lucky Draw Promotion	Guam Micronesia Island Fair Lucky Draw Promotion	Guam Micronesia Island Fair Lucky Draw Promotion	The Agat Mango Festival Promotion
Week 5	Guam Reels Promotion signature bars	Guam Restaurants Promotion-Nana's Cafe	United Airlines Direct Flights	Guam NightLife Promotion-Tao Tao Taxi		G-CNMI ETA + EDF Promotion	

Mrs. Pangelinan shared a snapshot of the May Social Media calendar. GVB members are encouraged to share any of their business activities or promotions that they would like distributed on GVB Taiwan's growing SNS platforms.

## 5. NEW BUSINESS

### *Milksha Boba Tea Co-op*



- Campaign Date: May to July 2025
- GVB will launch a co-branded campaign with popular Taiwanese bubble tea brand, Milksha, which will offer three (3) customized Guam beverages exclusive to the brand.
- The co-op aims to promote the direct TPE-GUM flights to Taiwanese customers, expand consumer engagement through interactive marketing, and introduce Guam's appeal as a desirable travel destination.
- The campaign will feature an exclusive "Scratch & Win" cup sleeve design to not only attract consumers to purchase the Guam drink but also provide special prizes to over 350 lucky winners.



Ms. Bocatija shared the names of the three (3) custom Guam beverages: Håfa Adai Cooler, Guam Sunset Sparkling Refresher, and the CHamoru Chiller which has flavors inspired by the popular local sauce Finadene. President Biscoe Lee highlighted that Milksha has an incredible reach with over 200 shops across Taiwan and is well known for their Boba Tea. Ms. Bocatija advised GVB members to be on the lookout for an invitation to participate as a special Scratch & Win prize for hotel accommodations.



## 2025 Guam Taiwan Roadshow



- GVB will lead a roadshow across Taiwan in three (3) key cities:
  - Taichung - May 19th (9:30am -12:00pm)
  - Taipei - May 20th (9:30am -12:00pm)
  - Taoyuan - May 21st (1:30 pm -4:00pm)
- Participants: GVB members, trade partners, airlines, and government officials.
- Audience: 80+ trade partners in each city
- The overseas event aims to strengthen Guam's brand visibility, enhance media presence, and promote new travel opportunities.
- The mission will focus on deepening collaborations with travel agencies to create meaningful packages and fostering relationships with local travel associations.



## 2025 Guam Taiwan Roadshow



GVB Members interested in participating in the 2025 Guam Taiwan Roadshow may register at the link below:

<https://forms.gle/HPDqeAbWhZSDWXsq7>

**Registration deadline is Monday May 5, 2025 by 5:00pm.**

*\*Please note that participation is limited and will be issued on a "first come, first served" basis. In the event a registration is cancelled or forfeited, GVB will advise the next applicant per the date and time request was received.*

### 6. ACCOUNT SUMMARY

## Account Summary



### FY2025 Budget

as of 04/29/2025

FY2025 Taiwan Actual Spend versus Budget YTD						
G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 144,000.00	\$ 72,000.00	\$ 72,000.00	\$ -	0.00%
PRE005	Sales Calls	\$ 12,000.00	\$ 5,965.80	\$ 6,034.20	\$ -	0.00%
TTC039	Media/Travel Industry Fam Tours	\$ 23,839.00	\$ 15,031.26	\$ 3,039.00	\$ 5,568.74	23.56%
ADV018	Social Media/Online Campaigns & Advertising	\$ 38,000.00	\$ 9,232.20	\$ 20,520.00	\$ 6,247.80	17.36%
TTC031	Travel Fairs	\$ 34,361.00	\$ -	\$ 34,361.00	\$ -	0.00%
SMD023	Travel Trade Co-ops & MICE Programs	\$ 180,000.00	\$ 108,232.84	\$ 66,000.00	\$ 5,767.16	3.20%
SMD019	Sales Market Development (HQ)	\$ 70,000.00	\$ 66,466.39	\$ 2,063.50	\$ 1,450.11	2.07%
GRAND TOTAL		\$ 500,000.00	\$ 278,949.49	\$ 204,016.70	\$ 19,033.81	3.81%

### FY2025 Additional Funding Budget

as of 04/17/2025

FY2025 Taiwan Additional Funds Actual Spend versus Budget YTD						
G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
FY24TA	Air Service Development (additional funds)	\$ 500,000.00	\$ 69,415.19	\$ 320,991.78	\$ 109,593.03	21.92%
GRAND TOTAL		\$ 500,000.00	\$ 69,415.19	\$ 320,991.78	\$ 109,593.03	21.92%

For full transparency, Mrs. Pangelinan shared the FY2025 Budget which shows the current breakdown in each account. The Remaining column shows a budget to anticipate GVB projections and pending projects.

## Account Summary



### FY2026 Budget

as of 4/29/25

FY2026 Taiwan Actual Spend versus Budget YTD						
G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 120,000.00	\$ -	\$ -	\$ 120,000.00	100.00%
PRE005	Sales Calls	\$ 12,000.00	\$ -	\$ -	\$ 12,000.00	100.00%
TTC039	Media/Travel Industry Fam Tours	\$ 23,371.00	\$ -	\$ -	\$ 23,371.00	100.00%
ADV018	Social Media/Online Campaigns & Advertising	\$ 36,000.00	\$ -	\$ -	\$ 36,000.00	100.00%
TTC031	Travel Fairs	\$ 38,361.00	\$ -	\$ -	\$ 38,361.00	100.00%
SMD023	Travel Trade Co-ops & MICE Programs	\$ 200,000.00	\$ -	\$ -	\$ 200,000.00	100.00%
SMD019	Sales Market Development (HQ)	\$ 70,268.00	\$ -	\$ -	\$ 70,268.00	100.00%
GRAND TOTAL		\$ 500,000.00	\$ -	\$ -	\$ 500,000.00	100.00%

Director of Global Marketing, Ms. Nadine Leon Guerrero, shared that unfortunately Taiwan's budget will remain at half-a-million for FY2026. The additional funds that were received to promote the direct flights will end on September 30, 2025. Despite the limited budget, Ms. Leon Guerrero emphasized that GVB tends to be more creative and is confident the team will continue to move the needle in Taiwan.

Triple J Technologies General Manager, James Rosenberg II, chimed in to clarify what losses would incur between the half-a-million and a million-dollar budget. Ms. Leon Guerrero responded that when the new flights were announced, GVB geared up several programs which are coming from

the additional funds. GVB Taiwan will have to scale back on advertising but may be able to offset that with co-ops with the travel agents and airline partners.

Mr. Rosenberg II added that the roadshows organized by GVB are great to capture travel agents in-market. Ms. Leon Guerrero shared that it gives GVB members face to face time with agents and can sign contracts, or at least establish connections.

## 7. ANNOUNCEMENTS

# Hågat Mango Festival



- Dates: May 23-May 25
- Location: Hågat Sagan Bisita
- Time:
  - Friday: 6pm-10pm
  - Saturday: 10am-10pm
  - Sunday: 10am-10pm
- The 16th Agat Mango Festival is a three-day annual event in the village of Hågat celebrating the island's mangoes with food, music, contests, and local crafts. Families showcase homegrown mangoes, and vendors offer mango-themed treats, handmade goods, and live entertainment.




## Guam Micronesia Island Fair



- Dates: June 7 - 8
- Location: Governor Joseph Flores Memorial Park, Ypao Beach
- Time:
  - Saturday & Sunday: 12pm-10pm
- Experience the vibrant and diverse cultures of Micronesia!
- Attendees can watch traditional dance performances, taste local delicacies, participate in fun-filled family activities, and purchase handmade crafts directly from the artisans.



Next meeting: June 5, 2025 at 11:00am (subject to change)

Mr. Morinaga inquired about the resumption of exit interviews and would like to see what type of passengers Guam is receiving. Ms. Leon Guerrero responded that they were scheduled to start on this day (May 1, 2025). Mr. Morinaga shared that the survey would assist to market Taiwan as a package and is very important to create strategies with a limited budget. Should the initial research information be insufficient, Mr. Morinaga invited the Taiwan Market Committee members to pitch in and advise what kind of information is needed.

Mr. Rosenberg II shared that the transportation service app, Stroll, has seen an increase of Taiwanese user service. Despite not having any marketing, service was up from 10 users in March to 75 users for the month of April. Ms. Leon Guerrero underscored that the on-island spend for Taiwan visitors is higher at \$900 per person versus Korea or Japan which are between \$500 - \$550.

United Airlines Guam Senior Sales Manager, Mrs. Paula Monk, inquired about the Guam arrival forms data and its availability. Ms. Leon Guerrero responded that GVB is inviting the company providing the service back to Guam to train more staff. GVB is looking to hire at least one more person in the analyst position to decrease time in receiving data.

Mr. Morinaga concluded the meeting by emphasizing that GVB will deploy whatever resources available and invites any company's participation and creative ideas.

## 8. ADJOURNMENT

Mr. Morinaga adjourned the meeting at 11:32 a.m.





Minutes Prepared By: Regina Bocatija, Marketing Manager



Minutes Prepared By: Elaine Pangelinan, Senior Marketing Manager



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

