

TAIWAN MARKETING COMMITTEE (TMC) MEETING MINUTES

Friday, November 14, 2025 at 11:00 a.m. via ZOOM

<https://us02web.zoom.us/j/82602922209?pwd=VuWBA6xLLxunwe0VSAVkefOUyfRMW.1>

**online attendance*

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

1. CALL TO ORDER

TMC Chairman, Mr. Milton Morinaga, began the meeting at 11:02 a.m.

2. REPORT OF MANAGEMENT

GVB Director of Global Marketing, Ms. Nadine Leon Guerrero, underscored GVB Taiwan's productive efforts the last few weeks and that updates will be shared in the forthcoming slides.

3. MARKET UPDATES

September 2025



September 1-30, 2025

Total: 56,973 (+12.7%)

% Market Mix	Origin	2019	2024	2025	% vs LY
0.9%	Taiwan	2,145	203	535	163.5%
47.7%	Korea	61,405	26,161	27,183	3.9%
34.9%	Japan	59,545	15,126	19,904	31.6%
9.2%	US/Hawaii	5,385	5,195	5,250	1.1%
1.7%	Philippines	1,272	853	945	10.8%
0.8%	China	827	360	460	27.8%
0.1%	Hong Kong	344	47	40	-14.9%

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

Note: September 2025 Daily Arrivals reflect Civilian Air arrivals only

Mrs. Baza shared a snapshot of the daily visitor arrival statistics from September 1-30, 2025 compiled by the GVB Research team.

Calendar Year to Date 2025



January - September 30, 2025

Total: 552,630 (-1.9%)

% Market Mix	Origin	2019	2024	2025	% vs LY
1.2%	Taiwan	22,058	2,392	6,523	172.7%
46.9%	Korea	552,265	289,561	259,203	-10.5%
33.1%	Japan	503,788	152,901	183,128	19.8%
11.0%	US/Hawaii	70,796	66,303	61,051	-7.9%
1.9%	Philippines	14,305	9,587	10,508	9.6%
0.7%	China	9,246	3,889	3,748	-3.6%
0.1%	Hong Kong	4,366	538	543	0.9%

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

Note: September 2025 Daily Arrivals reflect Civilian Air arrivals only



Fiscal Year to Date 2025



October 2024 - September 30, 2025

Total: 727,886 (-3.2%)

% Market Mix	Origin	2019	2024	2025	% vs LY
1.1%	Taiwan	28,346	2,913	7,727	165.3%
47.3%	Korea	734,332	392,681	344,002	-12.4%
32.8%	Japan	664,571	203,474	238,974	17.4%
10.9%	US/Hawaii	93,394	86,325	79,438	-8.0%
2.0%	Philippines	20,708	13,235	14,465	9.3%
0.6%	China	12,588	4,817	4,730	-1.8%
0.1%	Hong Kong	6,394	777	707	-9.0%

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

Note: September 2025 Daily Arrivals reflect Cn/Man Air arrivals only

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 tab.

TAIWAN



• LOAD FACTOR

MONTH	LOAD FACTOR %
APRIL	73%
MAY	73%
JUNE	83%
JULY	86%
AUGUST	74%
SEPTEMBER	55%

• 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	490	28

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

Mrs. Baza shared that the TPE-GUM route experienced a cancelled flight on September 17th. The Wednesday flight caused some travelers to cancel their flight completely due to limiting their stay on Guam to one day, should they have returned on the Saturday direct flight. Other passengers had the opportunity to rebook the next day, September 18th, and arrive in Guam around 10:30PM.

Experiencing the cancellation firsthand, Mrs. Baza added that announcements were made in multiple languages and the United Airlines Taipei team provided assistance with shuttle service and hotel accommodations for those looking to fly out the next day. Despite the challenging September load factor, GVB continues to monitor these canceled flights and how they may affect visitor arrivals.



Airline Updates



Airlines	GVB Contact	Updates
	9/23 Brenda Tang, General Manager	<ul style="list-style-type: none"> Starting February 2026, United Airlines will fully replace its current Guam route fleet of Boeing 737-800 with Boeing 737 MAX 8 aircraft. <ul style="list-style-type: none"> ✓ Paid Wi-Fi service ✓ Larger overhead bins ✓ More Economy Plus seats with extra legroom ✓ Total of 166 seats, including up to 16 Business Class seats United Airlines will provide a special discount code for all participants during the Guam International Dance Festival. <ul style="list-style-type: none"> ✓ Duration: Nov 26 - Dec 17, 2025 ✓ Discount: Approximately 3% off ticket prices ✓ Eligibility: All registered GIDF participants

Guam Visitors Bureau

We are pleased to partner with United Airlines for travel to our upcoming event.



To make flight reservations online, please click on the discount code below:

Discount Code: ZRFU99244

Travel dates: 11/26/25 - 12/17/25

Mrs. Baza shared that the GVB Taiwan Office (GVB Taiwan) continues to keep in contact with the United Airlines Taipei branch and highlighted the upgrades for a 737 Max 8 aircraft beginning next year.

Market Intelligence: Charter Flight Agents



Travel Agency	Dates	Duration	Price (NT\$)	Promotions / Inclusions	CNY Charter Sold %
	Feb 15, Feb 19	5 days	56,800 Appx \$1900 USD	CNY Promo: <ul style="list-style-type: none"> Free Airport transfer Complimentary dinner at Hotel Nikko Guam 16F (Toh-Lee Restaurant) Special Promo: <ul style="list-style-type: none"> \$18,900 to \$19,900 (Oct 15, 18, 29; Nov 12, 19, 26) 	<ul style="list-style-type: none"> 2/15 50% sold 2/29 20% sold
	Feb 14, Feb 18	5 days	71,888 Appx \$2400 USD	CNY Early Bird (book by Oct 31): <ul style="list-style-type: none"> Travel gifts: shopping bag, luggage tag, luggage strap Free eSIM card Free cultural dinner show at Fish Eye Marine Park NTS 4,000 discount for the second traveler 	<ul style="list-style-type: none"> 2/14 100% sold 2/18 25 seats sold
	Feb 14, Feb 18	4-5 days	48,800 Appx \$1650 USD	CNY Promo: <ul style="list-style-type: none"> NTS 4,000 discount for the second traveler. 	<ul style="list-style-type: none"> 2/14 27% sold 2/18 20% sold
	Feb 14, Feb 18	5 days	53,000 Appx \$1800 USD	CNY Early Bird (book by Oct 31): <ul style="list-style-type: none"> Travel gifts: waterproof bag, luggage tag, luggage strap Free eSIM card Free cultural dinner show at Fish Eye Marine Park NTS 4,000-5,000 discount for the second traveler 	<ul style="list-style-type: none"> 2/14 100% sold 2/18 45 seats sold

Mrs. Baza shared that the chart provides the travel agencies with their price range per traveler, and the type of promotion and inclusions to the consumer. She encouraged GVB members to have their property ready for the Chinese New Year holiday and to welcome an influx of travelers from not only the direct flight service, but now additional charter flights.





The Taiwan government's [NT\\$10,000 cash handout program](#), open for applications from November 1, 2025, to April 30, 2026, is expected to stimulate domestic consumption and boost travel demand.



[Taiwan Arrival Card \(TWAC\) system](#) in October 2025, requiring all inbound travelers to complete an online arrival form within three days prior to entry.



[The north concourse of Taiwan Taoyuan International Airport Terminal 3](#) is slated for completion by the end of 2025, with the main terminal and south concourse scheduled for full opening in 2027.

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4. OLD BUSINESS

Sales Visit & CNY Coupon Delivery

- 2026 CNY Charter Flights Coupon Delivery**
- Date: October 30, 2025
 - GVB Taiwan Office (GVBT) visited four major partners—Spunk, Lion, Phoenix, SunnyWorld—to deliver 2026 CNY coupon sets and strengthen pre-ITF collaboration.
 - Provided updated charter flight promotions, confirmed brochure quantities for ITF, and aligned on Facebook promotion support.
 - The visits improved agency communication, addressed market challenges (pricing fluctuations, allocation system), and reinforced trust—supporting stronger CNY sales momentum.



GVBT delivering CNY coupon packages to partner agencies.



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Mrs. Baza shared that the GVB Taiwan Office (GVBT) visited the four (4) travel agent partners who are participating in the CNY coupon programs. GVBT staff, Terence Chu, delivered the coupon assets and inform them about Guam's participation at ITF. She added that the visitor incentive coupon is at no charge to the consumer and will add value to their trip to Guam during the holiday period.

ITF Pre-Media Conference



ITF Pre-Media Conference

- Date: November 4, 2025
- GVBT attended the ITF Pre-Media Conference, setting up Guam promotional materials at the media display tables to boost visibility ahead of the show.
- The Ko'ko' bird mascot joined the event, attracting media attention and driving strong photo engagement.
- The event help to strengthen Guam's pre-ITF presence by engaging with attending press, reinforcing key messages and increasing expected coverage for ITF week.



Key exhibitors and stakeholders from the travel industry gather for a group photograph at ITF Pre-Media Conference. The GVBT, represented by Terence CHU, actively engages event attendees by distributing information and promotional items at the Guam stand, reinforcing the Guam participation.

2025 Taipei International Travel Fair (ITF)



2025 Taipei International Travel Fair (ITF)

- Date: November 7-10, 2025
- GVBT participated in the ITF opening day with a full schedule, including VIP lounge networking with delegation members, the official Guam booth inauguration, presentations on the Main Stage and KKday Stage, and media interviews with TVBS and TITV to maximize exposure.
- CHamoru cultural performances, interactive on-stage games, and lucky draw sessions attracted high visitor engagement, significantly increasing booth traffic and strengthening Guam's cultural presence and brand visibility at ITF.



Guam delegation at the ITF opening ceremony/ Guam booth/ Main Stage performance

GVB Taiwan Marketing Manager, Ms. Regina Bocatija, highlighted that this was GVB's 17th year participating at ITF, which remains one of the largest travel expos in Asia. This year, Guam had a larger booth presence, with participating GVB members promoting their business and travel agents selling packages on-site.



2025 Taipei International Travel Fair (ITF)



CHamoru cultural performers engaging visitors at the Guam booth



Guam Booth Lucky Draw sponsored by participating package members



2025 Taipei International Travel Fair (ITF) | 2025年台北國際旅遊展 (ITF) | 2025年台北國際旅遊展 (ITF) | 2025年台北國際旅遊展 (ITF)

2025 Taipei International Travel Fair (ITF) | 2025年台北國際旅遊展 (ITF) | 2025年台北國際旅遊展 (ITF) | 2025年台北國際旅遊展 (ITF)

2025 Taipei International Travel Fair (ITF)



KKday Stage



TITV Interview



TVBS Interview



Package B Members Table



TITV Interview



Group Photo with Package A members

2025 Taipei International Travel Fair (ITF) | 2025年台北國際旅遊展 (ITF) | 2025年台北國際旅遊展 (ITF) | 2025年台北國際旅遊展 (ITF)



2025 Taipei International Travel Fair (ITF)



TVBS Facebook News



TVBS News



TVA Press Release



TITV News



Pre-promotion Press Release



Ms. Bocatija shared the great exposure and coverage from the media partners- TVBS and Taiwan Indigenous TV (TITV).

Ms. Leon Guerrero expressed appreciation for Senator Sabrina Salas Matanane for leading the Guam delegation and experiencing one of Asia's largest trade shows firsthand.

2025 Taipei International Travel Fair (ITF)



A special thank you to the GVB Members participating this year:

Package A: Booth Space



Package B: Materials Only



ITF Guam Delegation Trip



- Date : November 6, 2025
CIP (Council of Indigenous People)
- The courtesy meeting discussed the topic on "Integrating Indigenous Culture with Tourism", with potential to expand into broader Guam-Taiwan cultural exchange opportunities.
 - The upcoming indigenous games in December was highlighted with an opportunity to leverage the Guam Micronesia Island Fair (GMIF) as a qualifying event for next year and the 2027 Canoe Building Project with Ron Acfalle.



The GVB delegation, led by Senator Sabrina Salas Matanane, Government of Guam and Ms. Régine Biscoe Lee, GVB President & CEO poses with the Minister of CIP, Mr. Ljaucu Zingrur, and other CIP personnel following a cultural exchange and courtesy visit.



The Minister of CIP delivers a traditional gift to Guam Senator Sabrina Salas Matanane, fostering bilateral cultural exchange.

Ms. Leon Guerrero added that Guam voyager Mr. Ron Acfalle continues the proa building project out in Taiwan. He is planning to work with a master navigator from the FSM to share how to sail using the stars also known as celestial navigation.

Consumer Sentiment



Facebook on 29/Oct
(Discover Guams island vibes)

Facebook on 06/Nov
(ITF Lucky Draw)

This post invited followers to tag their friends and share why they want to visit Guam. Most comments mentioned the island's clear blue waters, sunny beaches, relaxing vacation vibe, delicious food, and the chance to experience a different culture.



November SNS Calendar



date	topic	platform	date	topic	platform	date	topic	platform
			11-01-2025	ITF Lucky Draw 1 (Pre-Event Hype)	Post-FB, IG	11-02-2025		
11-04-2025	Promote ITF Lucky Draw 1 (Pre-Event Hype)	Stories-FB, IG	11-04-2025	ITF Pre-Event Hype	Post-FB, IG	11-05-2025		
			11-06-2025	ITF Lucky Draw 2 (Pre-Event Hype)	Post-FB, IG	11-07-2025	ITF Event highlight	Stories, Reels-FB, IG
			11-08-2025	ITF Event highlight	Stories-FB, IG	11-09-2025		
11-10-2025	ITF Event highlight	Stories-FB, IG	11-11-2025			11-12-2025		
			11-13-2025	ITF Post-Event Recap	Reels-FB, IG	11-14-2025		
11-17-2025			11-18-2025	Discover Guams island vibes (promote GNY packages)	Post-FB, IG	11-19-2025		
			11-20-2025			11-21-2025	Guam International Dance Festival Promotion	Post-FB, IG
11-24-2025			11-25-2025			11-26-2025	Discover Guams island vibes	Post-FB, IG
			11-27-2025			11-28-2025		
			11-29-2025			11-30-2025		



Mrs. Baza requested for GVB members to send any new events or promotions that they would like to feature on GVB Taiwan's social media calendar.

5. NEW BUSINESS

Taiwan Tourism Administration (TTA) visit to Guam



- Date : November 19 - 22, 2025
- Following Governor Lou Leon Guerrero's visit to Taiwan in May 2025, she expressed the hope that Taiwan could support efforts to revitalize Guam's tourism.
- With TTA's primary focus on Taiwan's inbound market, they have organized a delegation visit to Guam to learn more about the island's offerings and engage in opportunities to encourage more Guam visitors to travel to Taiwan.
- The delegation will be led by the Deputy Director-General of TTA, together with representatives from the TTA Los Angeles Office (as Guam falls under its jurisdiction) and TVA.
- GVB's will assist in coordinating courtesy meetings and provide support with either transportation and F&B arrangements for the delegation during their stay on Guam.



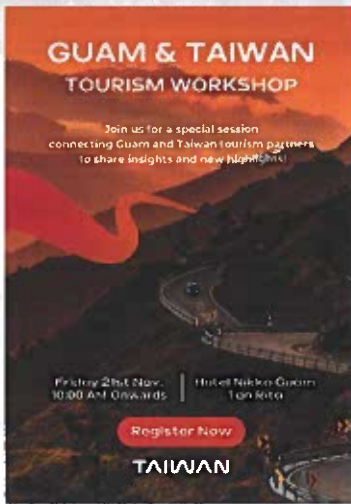
GVB met with TVA in April 2025 during the inaugural launch of the TPE-GUM direct flight mission.



Mrs. Baza shared some background information on the courtesy meeting with TTA/ TVA which transpired after the inaugural flight launch in April 2025. Discussions with the Ministry of Foreign Affairs (MoFA) during Governor Leon Guerrero's visit to Taiwan in May 2025 helped to bring efforts to a full circle moment for this visit and support two-way travel between our island destinations.



Taiwan Tourism Administration (TTA) visit to Guam



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To further expand on TTA's visit to Guam, Mrs. Baza shared that a Guam & Taiwan Tourism Workshop will be hosted and open for GVB members to register and participate in a brief product presentation.

Chairman Morinaga added that the free workshop hopes to focus on promoting inbound and outbound travel between Guam and Taiwan.

MICE Seminar in Taiwan



- Date: November 20, 2025
- Location: ISLAND 133, Songshan Cultural and Creative Park
- The seminar in collaboration with Lion Travel will position Guam as a premier MICE and incentive-travel destination in Taiwan's corporate sector.
- GVB will host a presentation that showcases Guam's facilities, incentive support, and flight connectivity to highlight its accessibility and value.



Item	Details
Number of invitation	104
Confirmed Participants	24 corporate representatives (36 attendees)
Target Attendance	60 attendees



Key visual mock-up

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6. ACCOUNT SUMMARY

ACCOUNT SUMMARY (FY2026)

as of 10/21/25

FY2026 Taiwan Actual Spend versus Budget YTD

G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 150,000.00	\$ -	\$ 75,000.00	\$ 75,000.00	50.00%
PRE005	Sales Calls	\$ 12,000.00	\$ -	\$ 8,000.00	\$ 6,000.00	50.00%
TTC039	Media/Travel Industry Fam Tours	\$ 58,000.00	\$ -	\$ 45,000.00	\$ 13,000.00	22.41%
ADV018	Social Media/Online Campaigns & Advertising	\$ 30,000.00	\$ -	\$ 17,000.00	\$ 13,000.00	43.33%
TTC031	Travel Fairs	\$ 83,600.00	\$ -	\$ 83,600.00	\$ -	0.00%
SMD023	Travel Trade Co-ops & MICE Programs	\$ 138,400.00	\$ -	\$ 115,800.00	\$ 20,600.00	15.10%
SMD019	Sales Market Development (HQ)	\$ 50,000.00	\$ -	\$ 25,000.00	\$ 25,000.00	50.00%
GRAND TOTAL		\$ 500,000.00	\$ -	\$ 347,400.00	\$ 152,600.00	30.52%

For full transparency, Mrs. Baza shared the FY2026 budget which was allocated \$500,00.00 for the Taiwan market. GVB continues to process invoice payments for projects executed. The Pending column has a budget reserved for Q1 and Q2 projects that have been approved by GVB management.

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.



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Mrs. Baza encouraged members to share the Tumon Night Market with colleagues and customers and promote that it's open to the public. The theme for the upcoming Sunday was "Island Fresh" which featured local vendors and entertainment.

Guam International Dance Festival



- **December 4, 2025**
 - 11AM-1PM: Press Conference at Tsubaki Tower
- **December 5, 2025**
 - 6PM: Showcase at Micronesia Mall
- **December 6, 2025**
 - 9:30AM-3:30PM: Competition Day 1 at Sand Castle
- **December 7, 2025**
 - 4:30PM-7PM: Competition Day 2 at Tumon Night Market
 - 8PM: After Party at Club Zoh



GVB expressed a warm welcome to all the international dance groups that are coming to participate in the inaugural competition.

TAIWAN

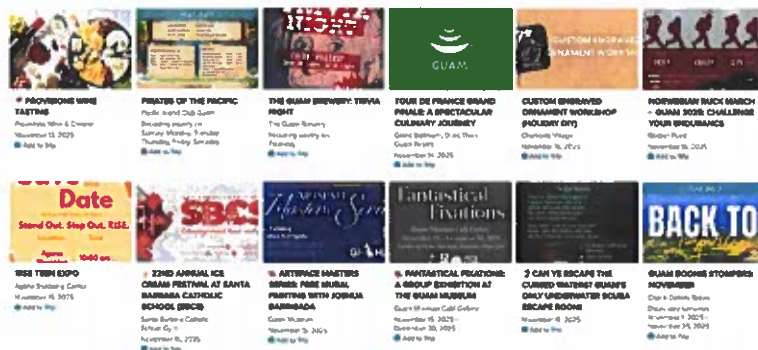


LOCAL EVENTS

GVB Signature Events



Events Submitted by GVB Members



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

Mrs. Baza encouraged members submit their information and events to GVB to be posted on its websites across all source markets.

Chairman Morinaga concluded the meeting by advising GVB members to revisit their respective websites to ensure the information provided is up to date and relevant. This effort is to effectively promote destination Guam and ensure consumers receive current information about their business.

Next meeting: December 4, 2025 at 11:00am (subject to change)



8. ADJOURNMENT

Chairman Morinaga adjourned the meeting at 11:30 a.m.



Minutes Prepared By: Regina Bocatija, Marketing Manager



Minutes Prepared By: Gabbie Baza, Senior Marketing Manager



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