

TAIWAN MARKETING COMMITTEE (TMC) MEETING MINUTES

Thursday, September 4, 2025 at 11:00 a.m. via ZOOM

<https://us02web.zoom.us/j/82602922209?pwd=VuWBA6xLLxunwe0VSQAVkefOUyfRMW.1>

**online attendance*

<u>Members Present:</u> 1. GNC Guam - Jenny Yang* 2. Hoshino Resorts Guam - Albert Itoh* 3. GEDA - Tria Paulino Chang* 4. The Tsubaki Tower - Hiromi Matsuura* 5. Dusit Thani Guam Resort - Miwa Bravo* 6. Baldyga Group - Annie Joo* 7. Baldyga Group - Mari Oshima* 8. LeoPalace Resort Guam - Keiko Takano* 9. United Airlines - Paula Monk* 10. Pacific Islands Club - Koji Nagano*	<u>Members Absent:</u> 1. GVB Board Director - Milton Morinaga 2. GNC Guam - Ping-yuan "Edward" Lu 3. Hilton Guam Resort & Spa - Echo Man 4. Hotel Nikko Guam - Kelly Hong 5. Lotte Hotel Guam - Sunny Kim 6. DON DON DONKI - Uta Miyazawa 7. Guam Reef Hotel - Yuki Toshida 8. Fish Eye Marine Park - Akihiro Tani 9. The Tsubaki Tower - Hiromi Matsuura 10. Crowne Plaza Guam - Jeremy Nam 11. Dusit Place - Alex Leddy 12. Crowne Plaza Resort Guam - Mami Manlucu 13. HIS Guam Inc. - Neil Urbano 14. Wyndham Garden Guam - Sunardi Li 15. Valley of the Latte - David Tydingco 16. Hyatt Regency Guam - Gabby Hizon 17. Triple J Technologies - James Rosenberg 18. University of Guam - Carlos Taitano 19. GEDA - Ed Camacho 20. GIAA - Rolenda Faasuamalie 21. Docomo Pacific - Flo Hipolito 22. Grand Plaza Hotel - Valerie Carbullido 23. Hyatt Regency Guam - Madel Cosico 24. The Westin Resort Guam - Yoshi Otani 25. Ayaka Yamaguchi - Skydive Guam
<u>Guests/Observers Present:</u> 1. N/A	<u>GVB Board/Management/Staff Present:</u> 1. GVB Board Director - Milton Morinaga 2. Director of Global Marketing - Nadine Leon Guerrero 3. Senior Marketing Manager - Taiwan - Gabbie Baza 4. Marketing Manager - Taiwan - Regina Bocatija* 5. Senior Marketing Manager - Elaine Pangelinan* 6. Web & IT Coordinator Assistant - Mike Arroyo <u>Guam Taiwan Office Staff Present:</u> 1. Guam Taiwan Office - Felix Yen* 2. Guam Taiwan Office - Ellie Hsiao*

1. CALL TO ORDER

GVB Board Director and TMC Chairman Mr. Milton Morinaga began the meeting at 11:00 a.m.

2. REPORT OF MANAGEMENT

GVB Director of Global Marketing, Ms. Nadine Leon Guerrero shared with the committee that the GVB exit surveys have returned can be found on the GVB corporate website. Japan and Korea exit survey results are released monthly, while Taiwan exit survey results are released quarterly. Ms. Leon Guerrero shared that the vendor is working to collect more data from visitors and hope to reach the benchmark of 150 respondents for the next report that is due at the end of September 2025. Taiwan's Q1 exit survey had a sample size of 9, which means that the data isn't substantial to make decisions.

Exit Survey



- Through the RFP process, a vendor was selected in mid-March. The vendor started in April to hire staff and obtain SIDA badges.
- Collection of exit survey data started in May 2025.
- Japan and Korea exit survey results are released monthly, while Taiwan exit survey results are released quarterly.
- 2nd quarter exit survey results will cover July - September 2025.

GUAM VISITORS BUREAU

Visitor Exit Survey Report

First Quarter of 2025 - Taiwan Market Data



For more information: <https://www.guamvisitorsbureau.com/research/studies/exit-surveys>

Ms. Leon Guerrero shared that load factor and visitor breakdown is something that we want to continuously report to the committee. As seen in the chart below, April & May's load factor was 73% and June's was 83%. We are still waiting on July. Overall, there is a good mix of Taiwan visitors and local travelers to build two-way traffic. This is needed for route sustainability.

Load Factor



• LOAD FACTOR

MONTH	LOAD FACTOR %
APRIL	73%
MAY	73%
JUNE	83%
JULY	TBC

• 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	TBC	TBC	TBC	TBC

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

3. MARKET UPDATES

Senior Marketing Manager for Taiwan market, Mrs. Gabbie Baza continue with the agenda to report on Market Updates and shared the latest visitor arrivals as of July 15, 2025.

July 2025



July 1-15, 2025

Total: 29,889 (+10.9%)

% Market Mix	Origin	2019	2024	2025	% vs LY
1.6%	Taiwan	1,213	133	482	262.4%
50.3%	Korea	31,693	12,986	15,039	15.8%
24.7%	Japan	21,419	6,876	7,389	7.5%
14.5%	US/Hawaii	3,887	4,360	4,340	-0.5%
1.7%	Philippines	722	463	503	8.6%
1.1%	China	383	293	330	12.6%
0.2%	Hong Kong	194	28	45	60.7%

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

Note: July 2025 Daily Arrivals reflect Civilian Air arrivals only



Calendar Year to Date 2025



January - July 15, 2025

Total: 375,634 (-9.0%)

% Market Mix	Origin	2019	2024	2025	% vs LY
1.2%	Taiwan	15,846	1,784	4,632	159.6%
46.2%	Korea	389,354	217,810	173,463	-20.4%
32.5%	Japan	341,929	103,335	121,935	18.0%
11.9%	US/Hawaii	53,275	50,487	44,731	-11.4%
2.1%	Philippines	10,885	6,933	7,779	12.2%
0.7%	China	7,009	2,769	2,553	-7.8%
0.1%	Hong Kong	3,434	364	401	10.2%

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

Note: July 2025 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2025



October 2024 - July 15, 2025

Total: 550,890 (-8.4%)

% Market Mix	Origin	2019	2024	2025	% vs LY
1.1%	Taiwan	22,134	2,305	5,836	153.2%
46.9%	Korea	571,421	320,930	258,262	-19.5%
32.3%	Japan	502,712	153,908	177,781	15.5%
11.5%	US/Hawaii	75,873	70,509	63,118	-10.5%
2.1%	Philippines	17,288	10,581	11,736	10.9%
0.6%	China	10,351	3,697	3,535	-4.4%
0.1%	Hong Kong	5,462	603	565	-6.3%

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

Note: July 2025 Daily Arrivals reflect Civilian Air arrivals only

Mrs. Baza added that the visitor arrival information is accessible on the GVB website: <https://www.guamvisitorsbureau.com/> located under the Research tab.



Airline Updates for Regular Flights



Airlines	GTO Contact	Updates
CHINA AIRLINES	8/29 Tao Ming Sung, Sales Manager	No update.
EVA AIR	8/29 Gary Wang, Executive Vice President	No update.
STARLUX	8/29 Patience Hsu, Manager	- Spunk Tour will operate 2 charter flights from Taipei to Guam with Starlux Airlines, scheduled for February 14-18 and February 18-22, 2026 (during Chinese New Year), offering 178 seats per flight. - Lion Travel is planning 2 charter flights from Taipei to Guam with Starlux Airlines, scheduled for February 15-19 and February 19-23, 2026, via STARLUX Airlines (pending approval), with 178 seats per flight and final time slots to be confirmed in September.
tigerair	8/29 Wang Ying-Fa, Manager of Sales Department	Tigerair Taiwan Sales Manager Wang Ying-Fa stated that the airline will gradually add 15 new A320neo aircraft to its fleet by 2032 and will continue evaluating the Guam market.
UNITED AIRLINES	8/29 Brenda Tang, General Manager	- United Airlines extended its TPE-GUM promotion until Sep 26, with fares from US\$304 (TWD 10,000) (tax excluded) and a new K-class fare at US\$380 (TWD 12,500) (tax excluded), available for both B2B and B2C. - United Airlines offers Wednesday TPE-GUM specials: G-class US\$276 (TWD 8,500) (tax excluded) and K-class US\$357 (TWD 11,000) (tax excluded). Valid for travel until Oct 1, 2025; ticket by Sep 1. Group fares (10+) available.

Mrs. Baza shared that the GVB Taiwan office continues to keep close communications with all airline partners in Taiwan. A significant update comes from Starlux, who is working with two Taiwan based travel agents: Spunk Tours & Sunny World Tours, to launch two Chinese New Year charter flights in February 2026. Lion Travel is also planning two additional charter flights for the holiday season, but confirmation will be sometime in September. Another major update comes from Tiger Air, which is an LCC based in Taiwan, who is expecting 15 new A321neo aircrafts with gradual delivery by 2032.

Market Intelligence: Airline News



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



Taiwan approves Tourism 2030 plan

- Taiwan's Tourism 2030 plan aims to attract more overseas visitors, raise traveler spending, and build tourism into a NT\$1 trillion industry, pending Cabinet approval.
- The plan diversifies tourism, promoting seasonal attractions and targeting varied groups like digital nomads, sports fans, cruise passengers, and business travelers.
- "Balanced Taiwan" emphasizes sustainable, cultural, and regional tourism, with digital upgrades improving management, marketing, and services for a higher-quality travel experience.



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Mrs. Baza shared that Taiwan approved their Tourism 2030 plan, which aims to attract more overseas visitors, raise traveler spending, and build tourism into a NT\$1 trillion (US \$32.73 billion) industry.

4. OLD BUSINESS

Mrs. Baza continue with the agenda to report on Old Business and shared the projects and events that the GVB Taiwan office has participated in the month of August.

PR/AD Update



Meeting with The 8th Congressional Staff Delegation

Date: August 18

- The 8th Congressional Staff Delegation visited ASOA to learn about the operations of U.S. state representative offices in Taiwan and the economic and trade ties between Taiwan and the United States.
- GVB introduced ASOA which helps enhance visibility of state offices and promote investment and trade opportunities.
- GVB explained that each state differs in its goals and investment environment and shared GEDA's General Headnote 3A, to illustrate the island's favorable environment for attracting investment.



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PR/AD Update



Institute of Electrical and Electronic Engineers(IEEE) Reception Banquet

Date: August 19

- GVB was invited to attend the banquet reception, for providing support with Institute of Electrical and Electronics Engineers (IEEE) and Asia IoT Alliance (AloTA) to host the upcoming 2026 IEEE ICCBE International Conference in Guam.
- During the banquet, IEEE introduced Guam and the upcoming conference, framing Guam as an ideal venue for the event.
- GVB extended a warm welcome to IEEE and AloTA and expressed support for holding the event in Guam.



Left to right: Felix Huang Chen-Chun (CEO of Taipei CoSpace),
Dennis Lee (AloTA Executive Director)

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PR/AD Update



Meeting with Taiwanese businessmen Second Agriculture

Date: August 22

- Taiwanese company Second Agriculture met with GVB to explore developing local fruit and vegetable production in Guam.
- Second Agriculture, a seed trade company, seeks to develop local fruit and vegetable production in Guam, with potential expansion into fresh-cut supply and leisure farming. It is in discussions with PayLess Market for collaboration. [Official Website](#)
- GVB emphasized that Guam welcomes innovative agriculture, particularly high-tech solutions that can address local labor cost challenges and noted that the GEDA QC program provides tax reduction measures which could further enhance investment attractiveness.



Left to right: Felix, Wen Shann Lee (Doctor Lee from National Chung Hsing University),
Chang Han-Aing (Chairman of Second agriculture)

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Ms. Leon Guerrero added that this initiative aligns with Governor Leon Guerrero's mission to bring more food sources to the island.

PR/AD Update



Meeting with new General Secretary of MoFA Daniel Chen

Date: August 26

- ASOA executive members, including GVB and representatives from Montana, Idaho, and Missouri, attended a dinner with the new General Secretary, Daniel Chen and celebrated his appointment.
- Daniel Chen, a seasoned diplomat with extensive U.S. experience, served as Consul General and General Director of the Taipei Economic and Cultural Office in Seattle (2020-2025), and is a former Deputy Secretary-General of the Taiwan Council for U.S. Affairs and IVLP scholar.
- During the dinner, GVB and other attendees discussed ways to further facilitate U.S.-Taiwan cooperation.



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Taipei International Tourism Expo (TITE)



Date: August 22-25

- GVB participated in TITE and joined the Opening Ceremony to show support for the Taipei Association of Travel Agents.
- At the Guam booth, GVB worked with United Airlines and key travel agencies—Fuji Cloud, Best Tour, Richmond, and Eminent Travel Service—to promote TPE-GUM direct flights and Guam travel packages, offering visitors exclusive deals and encouraging on-site bookings.
- During the event, 1,161 surveys were collected and 80 visitor groups made inquiries. The newly launched Tumon Night Market was featured on stage and the Ko'ko' Bird mascot energized the crowd while spotlighting Guam's attractions.
- GVB met with Tigerair Taiwan Sales Manager Wang Ying-Fa, who shared that the airline will add 15 new



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Taipei International Tourism Expo (TITE)



GTO attended the opening ceremony



GTO met with Tigerair Taiwan Sales Manager Wang Ying-Fa



TAs introduced the travel package to the visitors



Visitor took photo with Ko'ko Bird at Guam Booth stage



Ko'ko Bird interacted with the kids at TITE



TAs-Richmond Tour introduced the travel package during the stage time

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United Airlines Travel Agent Fam Tour



Date: August 27-30

- GVB and United Airlines co-hosted a Fam Tour to strengthen engagement with golf-focused agencies following the direct flight launch.
- Key participants included representatives from EZ Travel, Lion Travel, Richmond Travel, Life Tour, Phoenix Tours, ETS Travel, and Fuji Cloud, along with one United Airlines Taipei Branch Sales Manager Boris.
- The visit featured site inspections at leading golf courses, premier luxury hotels, and introduced Guam's cultural attractions and activities.
- By providing first-hand experience of Guam's golf and leisure offerings, the Fam Tour equipped agents to enhance golf-focused sales and more effectively promote Guam to Taiwanese travelers.



X UNITED



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United Airlines Travel Agent Fam Tour



Arrived Guam Airport



Welcome Dinner -
SOI Restaurant



Country Club of the Pacific Site
Inspection



Sono Felice Country Club Guam
Mangilao Site Inspection



Hotel Site Inspection
Westin Resort Guam



Hotel Site Inspection
The Tsubaki Tower



Fish Eye Cultural Dinner
Show



Visited Don Don Donki

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Mrs. Baza thanked all the GVB members who assisted in planning of the groups schedule by offering site inspections at their property and by offering complimentary meals and Guam experiences.

FY2025 Year End Recap



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Mrs. Baza also shared a FY2025 recap video to close out this fiscal year.

Consumer Sentiment



Facebook
(Plaza de España)



Can't wait to be there!
Already mark my
calendar for August 16!

Facebook
(Guam Lucky Draw Promotion)



Guam is a great place
where you can have fun.

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Consumer Sentiment



Facebook (UA Direct Flights Promotion)



The prices aren't that
attractive. You'll get
much better value flying to
Phuket, Phu Quoc, Bali,
or Boracay instead.

Facebook (UA Direct Flights Promotion)



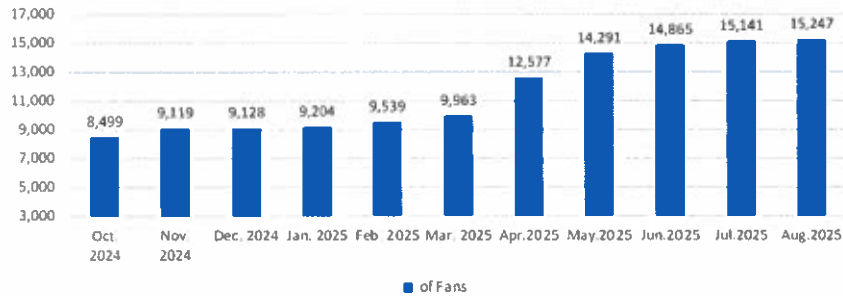
The flight schedule is
quite unsatisfactory. Late
departure and early
return, which is not ideal.

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Social Media Performance



Social Media Performance FY2025



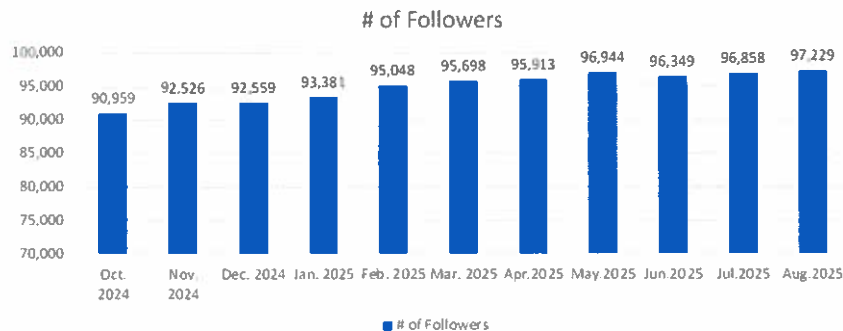
Monthly percentage growth (August): +0.70%

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Social Media Performance



Social Media Performance FY2025



Monthly percentage growth (August): +0.38%

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September SNS Calendar



Social Media September Content Calendar						
	01-09-2025	02-09-2025	03-09-2025	04-09-2025	05-09-2025	06-09-2025
Row 1		Turnon Night Market Opening Lucky Draw Promotion	Turnon Night Market Opening Lucky Draw Promotion	Turnon Night Market Opening Lucky Draw Promotion	Turnon Night Market Opening Lucky Draw Promotion	United Airlines Direct Flights
Row 2			Guam Attractions Promotional Pink Building Turnon Estate Center			
Row 3	Guam Attractions Promotion, Maeseno Report		C-CAH ETA + EDF Promotion	Guam + Tadzong Cross Island Canoe Project Promotion		Guam Nightlife & KADEAN
Row 4				Guam Farm Tour #DL's Beak		Guam Farm Tour #DL's Beak
Row 5	Guam Attractions Promotional Maeseno Book	United Airlines Direct Flights		Guam Night Life Chamorro Night Market		Guam Nightlife & KADEAN
Row 6				Guam Farm Tour #DL's Beak		Guam Farm Tour #DL's Beak
Row 7	United Airlines Direct Flights		Guam Nightlife & KADEAN	Guam Night Life Taz Taz Taz Dinner Show	Guam International Dance Festival Lucky Draw Promotion	Guam International Dance Festival Lucky Draw Promotion
Row 8				Guam Farm Tour #DL's Beak		Guam Farm Tour #DL's Beak
Row 9	Guam International Dance Festival Lucky Draw Promotion	Guam International Dance Festival Lucky Draw Promotion	Guam International Dance Festival Lucky Draw Winner Announcement			
Row 10	C-CAH ETA + EDF Promotion					

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Mrs. Baza encouraged all committee members to share any promotions or events happening at their respective business with GVB so that we can further promote it on our social media platforms in our source markets.

5. NEW BUSINESS

Mrs. Baza continue with the agenda to report on New Business and shared that GVB will be hosting a Mid-Autumn Gathering on September 11 with travel trade and media partners. During this event, GVB will also announce the 2025 Guam International Dance Festival at this event.

Mid-Autumn Festival Gathering



Date: September 11

- Location: Courtyard by Marriot Taipei Downtown
- GVB will host a Mid-Autumn Festival luncheon with travel trade and media partners as a token of appreciation and share Guam's latest tourism updates.
- Program highlights include the announcement of the 2025 Guam International Dance Festival, updates on 2026 Lunar New Year charter flights, the launch of the Tumon Night Market. Key Opinion Leader (KOL) Mei will be present to share her recent visit to the Tumon Night Market.
- Guests will also enjoy networking opportunities and a festive lucky draw with vouchers in red envelopes and Guam gifts.



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6. ACCOUNT SUMMARY

ACCOUNT SUMMARY (FY2025)



as of 09/03/2025

FY2025 Taiwan Actual Spend versus Budget YTD						
G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 144,000.00	\$ 120,000.00	\$ 24,000.00	\$ -	0.00%
PRE005	Sales Calls	\$ 12,000.00	\$ 9,275.02	\$ 2,724.98	\$ -	0.00%
TTC039	Media/Travel Industry Fam Tours	\$ 23,839.00	\$ 18,831.26	\$ -	\$ 5,007.74	21.18%
ADV018	Social Media/Online Campaigns & Advertising	\$ 36,000.00	\$ 28,071.79	\$ 8,000.00	\$ 1,928.21	5.36%
TTC031	Travel Fairs	\$ 34,381.00	\$ 34,381.00	\$ -	\$ -	0.00%
BMD023	Travel Trade Co-ops & MICE Programs	\$ 180,000.00	\$ 110,800.46	\$ 57,169.52	\$ 12,030.02	6.68%
BMD019	Sales Market Development (HQ)	\$ 70,000.00	\$ 68,293.64	\$ -	\$ 1,706.36	2.44%
GRAND TOTAL		\$ 500,000.00	\$ 389,433.17	\$ 89,894.50	\$ 20,672.33	4.13%

as of 09/03/2025

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	\$ 358,712.77	\$ 121,595.05	\$ 19,892.18	3.94%
GRAND TOTAL		\$ 500,000.00	\$ 358,712.77	\$ 121,595.05	\$ 19,892.18	3.94%

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For full transparency, Mrs. Baza shared the current FY2025 budget which shows details on how the funds are being expended. The balance does not reflect expense from August and September 2025.

ACCOUNT SUMMARY (FY2026)



as of 9/03/25

FY2026 Taiwan Actual Spend versus Budget YTD						
G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 150,000.00	\$ -	\$ -	\$ 150,000.00	100.00%
PRE003	Sales Calls	\$ 12,000.00	\$ -	\$ -	\$ 12,000.00	100.00%
TTC039	Media/Travel Industry Fam Tours	\$ 58,000.00	\$ -	\$ -	\$ 58,000.00	100.00%
ADV018	Social Media/Online Campaigns & Advertising	\$ 24,000.00	\$ -	\$ -	\$ 24,000.00	100.00%
TTC031	Travel Fairs	\$ 63,600.00	\$ -	\$ -	\$ 63,600.00	100.00%
SMD023	Travel Trade Co-ops & MICE Programs	\$ 142,400.00	\$ -	\$ -	\$ 142,400.00	100.00%
SMD019	Sales Market Development (HQ)	\$ 50,000.00	\$ -	\$ -	\$ 50,000.00	100.00%
GRAND TOTAL		\$ 500,000.00	\$ -	\$ -	\$ 500,000.00	100.00%

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Mrs. Baza shared with the committee the FY2026 proposed budget breakdown for Taiwan market. This breakdown will be shared at the next GVB Board meeting.

7. ANNOUNCEMENTS

Tumon Night Market - Every Sunday



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 new 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 shared that the Tumon Night Market is every Sunday, until September 28th.

Guam International Dance Festival



Date: December 6-7, 2025
Location: Tumon, Guam

Registration Opens: August 27, 2025
-The Guam International Dance Festival is a global showcase and competition that unites dancers from Guam and around the world to celebrate cultural heritage, creative expression, and artistic excellence.

-With two divisions: Cultural Dance and Contemporary Dance, the festival will highlight diverse performances ranging from traditional rhythms to modern styles, bringing together professional troupes, street performers, and passionate dance enthusiasts.



Mrs. Baza shared that registration is now open. Please check our website visitguam.com/gidf for more information.

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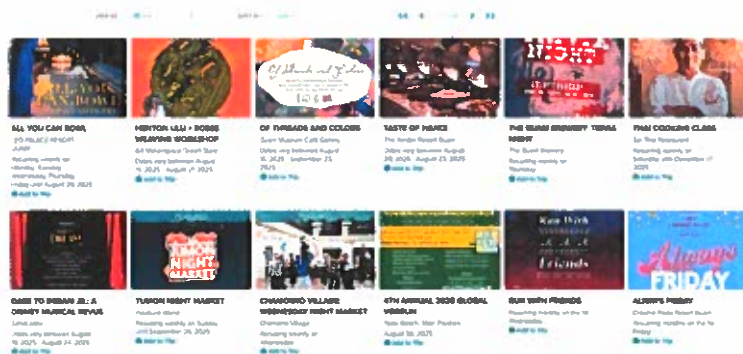
Guam Events



GVB Signature Events



Events Submitted by GVB Members



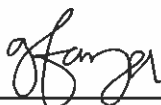
For more information: <https://www.visitguam.com/events/>

Mrs. Baza reminded the committee to share any of the upcoming events happening at their property so that GVB can continue to promote it in-market and on our website.
Next meeting: October 2, 2025 at 11:00am (subject to change).



8. ADJOURNMENT

Mrs. Baza adjourned the meeting at 11:26 a.m.



Minutes Prepared By: Gabbie F. Baza, Senior Marketing Manager - Taiwan



Minutes Approved By: Nading Y. Leon Guerrero, Director of Global Marketing

