

TAIWAN MARKETING COMMITTEE (TMC) MEETING MINUTES

Thursday, March 6, 2025 at 11:00 a.m. via ZOOM

<https://us02web.zoom.us/j/82602922209?pwd=VuWBa6xLLxunweOVSQAVkefOUvfRMW.1>

**online attendance*

| | |
|---|---|
| <p><u>Members Present:</u></p> <ol style="list-style-type: none"> 1. TMC Chairman - Milton Morinaga 2. Triple J Technologies - James Rosenberg II 3. LeoPalace Resort Guam - Keiko Takano* 4. The Westin Resort Guam - Yoshi Otani* 5. DON DON DONKI - Uta Miyazawa* 6. Crowne Plaza Resort Guam - Mami Manlucu* 7. Pacific Islands Club - Koji Nagano* 8. Baldyga Group - Annie Joo* 9. The Tsubaki Tower - Hiromi Matsuura* | <p><u>Members Absent:</u></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. Wyndham Garden Guam - Sunardi Li 5. Hotel Nikko Guam - Jenny Cheon 6. Fish Eye Marine Park - Akihiro Tani 7. Crowne Plaza Guam - Jeremy Nam 8. Dusit Place - Alex Leddy 9. Sentry Hospitality - Valerie Carbullido 10. Dusit Thani Guam - Miwa Bravo 11. HIS Guam Inc. - Neil Urbano 12. Valley of the Latte - David Tydingco 13. Hyatt Regency Guam - Madel Cosico 14. Hyatt Regency Guam - Gabby Hizon 15. Skydive Guam - Ayaka Yamaguchi 16. University of Guam - Carlos Taitano 17. GEDA - Ed Camacho 18. United Airlines - Paula Monk 19. Guam International Airport Authority - Rolenda Faassuamalie |
| <p><u>Guests/Observers Present:</u></p> <ol style="list-style-type: none"> 1. | <p><u>GVB Board/Management/Staff Present:</u></p> <ol style="list-style-type: none"> 1. Acting Vice President - Rudd Gudmalin 2. Senior Marketing Manager - Gabbie Baza* 3. Senior Marketing Manager - Elaine Pangelinan 4. Marketing Manager - Regina Bocatija 5. Web & IT Coordinator Assistant - Mike Arroyo <p><u>Guam Taiwan Office Staff Present:</u></p> <ol style="list-style-type: none"> 1. Guam Affairs Director - Felix Yen* |

1. CALL TO ORDER

Chairman Morinaga began the meeting at 11:03 a.m.

2. REPORT OF MANAGEMENT

Senior Marketing Manager, Elaine Pangelinan, shared that GVB is on track with the launch of the direct flight resumption in partnership with United Airlines. Travel partners in collaboration with GVB are working tirelessly to promote the flights and the special offer for TPE-GUM outbound travelers which has been extended to June 27, 2025.

January 2025



January 1-31, 2025

Total: 65,771 (-14.9%)

| % Market Mix | Origin | 2019 | 2024 | 2025 | % to LY |
|--------------|-------------|--------|--------|--------|---------|
| 2.6% | Taiwan | 2,461 | 197 | 1,711 | 768.5% |
| 51.7% | Korea | 69,288 | 46,740 | 33,998 | -27.3% |
| 29.7% | Japan | 57,924 | 18,938 | 19,563 | 3.3% |
| 9.6% | US/Hawaii | 7,371 | 7,128 | 6,296 | -11.7% |
| 1.2% | Philippines | 1,275 | 1,017 | 773 | -24.0% |
| 1.1% | China | 585 | 250 | 282 | 12.8% |
| 0.1% | Hong Kong | 210 | 86 | 57 | -33.7% |

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

Note: January 2025 Daily Arrivals reflect ChyStar Air arrivals only.

Mrs. Pangelinan shared a snapshot of daily arrival statistics from January 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 2024



January - December 31, 2024

Total: 739,378 (+12.6%)

| % Market Mix | Origin | 2019 | 2023 | 2024 | % to LY |
|--------------|-------------|---------|---------|---------|---------|
| 0.5% | Taiwan | 28,216 | 5,600 | 3,598 | -35.8% |
| 50.7% | Korea | 753,357 | 371,903 | 374,636 | 0.7% |
| 28.2% | Japan | 684,802 | 136,736 | 208,859 | 52.7% |
| 11.5% | US/Hawaii | 90,994 | 83,677 | 85,073 | 1.7% |
| 1.8% | Philippines | 20,729 | 13,638 | 13,551 | -0.6% |
| 0.7% | China | 11,496 | 2,756 | 4,894 | 77.6% |
| 0.1% | Hong Kong | 5,116 | 818 | 702 | -14.2% |

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



Fiscal Year to Date 2025



October 2024 – January 31, 2025

Total: 240,515 (-9.6%)

| % Market Mix | Origin | 2019 | 2024 | 2025 | % to LY |
|--------------|-------------|---------|---------|---------|---------|
| 1.2% | Taiwan | 8,749 | 718 | 2,915 | 306.0% |
| 49.4% | Korea | 251,355 | 149,860 | 118,796 | -20.7% |
| 31.3% | Japan | 218,707 | 69,511 | 75,220 | 8.2% |
| 10.2% | US/Hawaii | 29,969 | 27,150 | 24,527 | -9.7% |
| 2.0% | Philippines | 7,678 | 4,665 | 4,730 | 1.4% |
| 0.7% | China | 4,603 | 1,298 | 1,686 | 29.9% |
| 0.1% | Hong Kong | 2,482 | 270 | 205 | -24.1% |

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

Note: January 2025 Daily Arrivals reflect Civilian Air arrivals only.

3. MARKET UPDATES

Market Intelligence: Airline Updates



Current Route in Operation: (March 2025)

China Airlines CHINA AIRLINES

- See next page for March 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
- TPE to 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 March

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 | 2 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 March

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 | 5 flights/week | Fukuoka | Daily | Okinawa | Daily |
| London (Heathrow) | 4 flights/week | Brisbane | Daily | Osaka | Daily | Takamatsu | 5 flights/week |
| 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 | | |

Airline Updates for Regular Flights



| Airlines | GTO Contact | Updates |
|---------------------|--|---|
| CHINA AIRLINES | 3/3 Tao Ming Sung Sales Manager | <ul style="list-style-type: none"> China Airlines continues to evaluate factors to determine the feasibility of resuming direct flights between Taipei and Guam after charter flights for the TPE-GUM route ended on February 2, 2025. |
| EVA AIR | 3/3 Gary Wang Executive Vice President | <ul style="list-style-type: none"> Due to limited capacity and a lack of cabin crew, EVA Air continues to evaluate the potential for direct flights resumption to Guam. |
| STARLUX | 3/3 Patience Hsu Manager | <ul style="list-style-type: none"> Starlux mentioned that if there are any charter flight requirements, they will start to review and feedback the TPE-GUM charter flight. |
| Philippine Airlines | 3/3 Jason Chen Area Manager - Taiwan | <ul style="list-style-type: none"> Philippine Airlines continues to monitor the Taiwanese passenger market. |
| UNITED AIRLINES | 3/3 Brenda Tang General Manager | <ul style="list-style-type: none"> United Airlines will launch direct flights from TPE-GUM starting from April 2nd, 2025. A limited-time promotion has been extended from March 4th to June 27th for outbound flights from Taiwan. 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. |

Mrs. Pangelinan shared that the Guam Taiwan Office (GTO) continues to meet with airline partners in-market to discuss destination Guam. Despite their limited capacity, GVB continues to maintain contact with China Airlines, Eva Air, Starlux, and Philippine Airlines.

Chairman Morinaga recommended for GVB to partner with United Airlines to find avenues to fill the GUM-TPE outbound seats and disseminate promotion to the local community.

Mrs. Pangelinan shared that GVB continues to seek other areas of outbound opportunity with medical tourism, sports events, and education. Chairman Morinaga added that he would like to maintain the flights and broaden the traveler profile. He would like to promote the rich cultural ties between Taiwan & Guam and engage in diplomatic exchanges and trade shows.

Taiwan News



When entering Taipei/Taichung/Kaohsiung, you will have a chance to receive NT\$5,000!

- To encourage FIT travelers to visit Taiwan, Taiwan's Ministry of Transportation has launched the "Ministry of Transportation's Accelerating the Expansion of Incentive Subsidies for Attracting International Tourists" distributing NT\$5,000 (USD \$152) in spending credits to 500,000 tourists
- The program is ongoing until June 30, 2025, based on the time-of-flight arrival in Taiwan.
- To qualify, participants must:
 - Hold a non-Taiwanese passport
 - Enter Taiwan as an independent traveler (not part of a tour group)
 - Stay in Taiwan for 3 to 90 days
 - If selected, winners must present their passport and supporting documents (including entry stamp, boarding pass, and electronic round-trip air ticket) at the prize redemption area to sign and receive their consumption credit.
 - For more information and the program and participation, please visit the official website: <https://5000.taiwan.net.tw/>



Mrs. Pangelinan highlighted a unique lottery incentive that Taiwan is offering to attract FIT travelers to visit Taiwan.

4. OLD BUSINESS

PR/AD Update



2025 Taipei Lantern Festival Opening Ceremony & Visit to the Taipei City Government

- Date: February 2-3
- GVB participated in the 2025 Taipei Lantern Festival opening ceremony and attended a courtesy visit to the Taipei City Government.
- During the opening ceremony, GVB shared the news of the direct TPE-GUM flight launching on April 2nd with Taipei City Mayor Wan-An Chiang when he visited the Guam booth,
- Deputy Mayor Yi-Hua Lin warmly invited Guam to attend the 2025 World Masters Games, hosted by Taipei and New Taipei City Governments.



PR/AD Update



TVA Spring Outlook Event

- Date: February 6
- GVB attended the Taiwan Visitor Association (TVA) Spring Outlook event to network with industry professionals, share updates on Guam's tourism initiatives, and discuss potential collaboration opportunities with TVA members.
- TVA members were informed about the direct flight from Guam to Taiwan starting in April, operated by United Airlines. TVA expressed excitement about the new route and hopes to see an increase in Guam visitors to Taiwan.



Chen Yu-yen, chairwoman of the Taiwan Visitors Association (TVA) made the welcoming remarks.

PR/AD Update



DAC Trade Seminar in Kaohsiung

- Date: February 20
- GVB participated in the trade seminar in Kaohsiung to promote Guam and announce the launch of the TPE-GUM direct flight to local travel agents, while strengthening ties with the travel industry in Southern Taiwan.
- GVB expressed gratitude to Mr. Samuel Goffman, Deputy Branch Chief at AIT Kaohsiung Branch Office, and other AIT officers for their continued support and providing opportunities to hold promotional events at their office when needed.



Samuel Goffman, Deputy Branch Chief at AIT Kaohsiung Branch Office, Felix, Director of GTO.

PR/AD Update



2025 Phoenix Tours Annual Party



- Date: February 21
- GVB attended the annual event to strengthen partnerships and explore new ways to collaborate in promoting Guam with Phoenix Tours and other travel agencies.
- During the event, GVB introduced the latest travel agent incentive program and the TA Sales Contest, encouraging travel agencies to actively promote Guam.



Kaohsiung Gathering with Travel Agents

- Date: February 21
- Venue: Jubilee Hall
- Participated Travel Agents: 21 pax
- GVB hosted a gathering with Kaohsiung-based travel agents to introduce Guam, new direct flight options, and promote industry connections.
- 16 leading travel agencies participated in the event, including Lion Travel, Cola Tour, Life Tour, SET Tour, PK Tour, Spunk Tour. The travel agents expressed excitement to promote the United Airlines limited-time promotional fares.
- To create excitement and entice attendees to visit Guam, GVB held a special Lucky Draw with various sponsored prizes from local business partners.



Mrs. Pangelinan expressed that with the support from the Kaohsiung based travel agents, GVB hopes they could further promote sales of the direct flights in-market.

Kaohsiung Gathering with Travel Agents

A special thanks to the businesses who sponsored
Lucky Draw Prizes:





Sunshine Island Vibes Festival

- Date: February 22-23
- Location: Kaohsiung Central Park
- GVB participated in the festival which attracted over 140,000 visitors and provided a great opportunity to introduce Guam and TPE-GUM direct flights launching in April.
- The vibrant Guam booth drew several Kaohsiung visitors at the high-traffic intersection of Zhongshan and Wufu Road. Attendees received Made in Guam snacks and guidebooks as gifts.
- AIT Kaohsiung Branch Chief Neil Gibson, Commercial Section Trade Promotion Coordinator Darren Chang, and Economic Specialist David J. Lee visited the Guam booth, recognizing GVB's efforts in fostering Taiwan-Guam tourism and trade relation.



Hsinchu Association of Travel Agents Spring Party

- Date: February 24
- GVB attended the celebration and strengthened connections with Hsinchu-based travel agents and trade partners.
- Hsinchu Association of Travel Agents Chairman, Aero Chiang, highlighted the upcoming Taipei-Guam direct flights and expressed hopes to develop package tours to boost Guam tourism.



Felix, Director of GTO, Hsin-Jen, Lin, Deputy Commissioner of Tourism Administration Ministry of Transportation and Communications.



PR/AD Update



Blossom Connections: A Tour Exploring the Charm of Taoyuan

- Date: February 27
- The Taoyuan City Government invited GVB to join Blossom Connections: A Tour Exploring the Charm of Taoyuan to strengthen the sister-city relationship between Taoyuan City and Guam.
- GVB shared the exciting news with the Mayor of Taoyuan about the upcoming direct Taipei-Guam flights in April. The Mayor congratulated the announcement and expressed willingness to support future collaborations.



Panay Mula, Director General of Department of Indigenous Affairs, Taoyuan City Government, Simon San-Cheng, Chang, Taoyuan City Mayor, Felix, Director of GT

PR/AD Update



NR Monitor

For the past week (February 15- February 21), a total of 6 exposures are monitored including:

- Online Exposure: 6

1 of the news reported that Unbeatable Holiday Travel Deal! Fly Direct from Taipei to Guam Starting at NT\$10,000 - No Visa Required!



PR/AD Update



NR Monitor

For the past week (February 22- February 28) , a total of 23 exposures are monitored including:

- Online Exposure: 23

1 of the news reported that **Unbeatable Holiday Travel Deal! Fly Direct from Taipei to Guam Starting at NT\$10,000 - No Visa Required!**



Consumer Sentiment



Facebook (United Airlines Direct Flight)

Instagram (Guam's water sports)



That is great!

洪麗麗
太好了呢

It feels like a lot of fun and I would like to go there.

happyday_vicky 家裏好好玩好想去囉

I hope I can have the opportunity to go there with my friends

qqqqpigggyy 真想去玩會可以跟朋友一起去呢



Consumer Sentiment



Facebook (United Airlines Direct Flight)

Facebook (Ko ko Road Race)

聯合航空 關島直飛

台北 - 關島
10:30-18:20 (週三)
17:00-18:30 (六)

關島 - 台北
7:00-9:25 (週六)

關島好玩你是想轉機轉到太慢了

Guam is fun but the flight time is really bad

The return time is really too late to tempt you to go again.

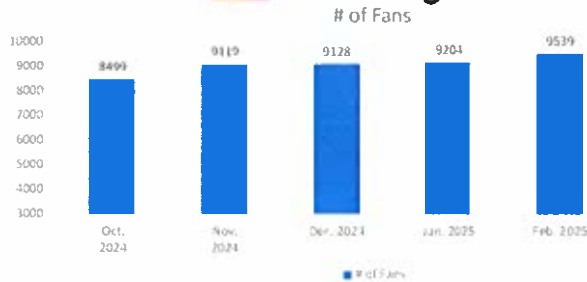
2024 KO KO ROAD RACE

Are air tickets to Guam expensive? Accommodation is not cheap!

Social Media Performance



Social Media Performance
FY2025



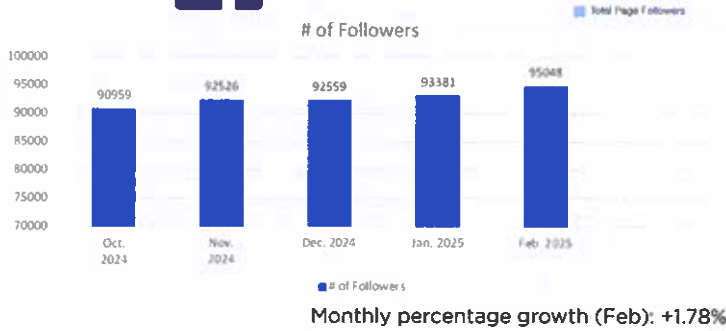
Monthly percentage growth (Feb): +3.64%

Mrs. Pangelinan highlighted the consistent growth in followers with the GVB Taiwan SNS platforms.



Social Media Performance 

Social Media Performance
FY2025



March SNS Calendar 

| Date | Event / Promotion |
|------|-------------------|
| 3/1 | Guam Island |
| 3/2 | Guam Island |
| 3/3 | Guam Island |
| 3/4 | Guam Island |
| 3/5 | Guam Island |
| 3/6 | Guam Island |
| 3/7 | Guam Island |
| 3/8 | Guam Island |
| 3/9 | Guam Island |
| 3/10 | Guam Island |
| 3/11 | Guam Island |
| 3/12 | Guam Island |
| 3/13 | Guam Island |
| 3/14 | Guam Island |
| 3/15 | Guam Island |
| 3/16 | Guam Island |
| 3/17 | Guam Island |
| 3/18 | Guam Island |
| 3/19 | Guam Island |
| 3/20 | Guam Island |
| 3/21 | Guam Island |
| 3/22 | Guam Island |
| 3/23 | Guam Island |
| 3/24 | Guam Island |
| 3/25 | Guam Island |
| 3/26 | Guam Island |
| 3/27 | Guam Island |
| 3/28 | Guam Island |
| 3/29 | Guam Island |
| 3/30 | Guam Island |
| 3/31 | Guam Island |

Mrs. Pangelinan shared a snapshot of the March Social Media calendar which will be covering Chamoru history, Guam scenery, and event promotions such as the Ko’ko’ Road Race Weekend and United Airlines direct flight service.

5. NEW BUSINESS

Mrs. Pangelinan shared no new business at this time.



6. ACCOUNT SUMMARY

| Account Summary | | | | | | |
|--|---|----------------------|----------------------|----------------------|---------------------|--------------|
| FY2025 Budget | | | | | | |
| FY2025 Talsen Actual Spend versus Budget YTD as of 03/08/2025 | | | | | | |
| GL Code | Account Title | Budget | Paid | Pending | Remaining \$ | Remaining % |
| PRE991 | Marketing Representative Fees | \$ 144,000.00 | \$ 48,000.00 | \$ 96,000.00 | \$ - | 0.00% |
| PRE995 | Sales Calls | \$ 12,000.00 | \$ 4,075.91 | \$ 7,924.09 | \$ - | 0.00% |
| TTC829 | Media/Travel Industry Fam Tours | \$ 23,839.00 | \$ 11,460.26 | \$ 7,839.00 | \$ 4,539.74 | 19.20% |
| ADVP18 | Social Media/Online Campaigns & Advertising | \$ 36,000.00 | \$ 8,034.73 | \$ 24,000.00 | \$ 5,965.27 | 18.97% |
| TTC831 | Travel Fairs | \$ 34,381.00 | \$ - | \$ 34,381.00 | \$ - | 0.00% |
| BMD823 | Travel Trade Co-ops & MICE Programs | \$ 180,000.00 | \$ 97,482.08 | \$ 78,000.00 | \$ 4,517.94 | 2.51% |
| BMD819 | Sales Market Development (MCD) | \$ 70,000.00 | \$ 85,930.39 | \$ 3,989.50 | \$ 80.11 | 0.11% |
| GRAND TOTAL | | \$ 800,000.00 | \$ 232,883.35 | \$ 251,913.59 | \$ 15,103.08 | 3.02% |

| FY2025 Additional Funding Budget | | | | | | |
|---|--|----------------------|---------------------|----------------------|--------------|--------------|
| FY2025 Talsen Additional Funds Actual Spend versus Budget YTD as of 03/08/2025 | | | | | | |
| GL Code | Account Title | Budget | Paid | Pending | Remaining \$ | Remaining % |
| FY2025A | Air Service Development (Additional funds) | \$ 500,000.00 | \$ 19,825.81 | \$ 480,074.19 | \$ - | 0.00% |
| GRAND TOTAL | | \$ 500,000.00 | \$ 19,825.81 | \$ 480,074.19 | \$ - | 0.00% |

For full transparency, Mrs. Pangelinan shared the current FY2025 Budget which shows details on how the funds are being expended and what remains committed for the year. GVB is on track for budget utilization to include the additional funding budget for Air Service Development.

7. ANNOUNCEMENTS

UA Direct Flight Promotions

Enjoy direct flight promotional prices from Taipei to Guam starting at TWD 10,000 (tax excluded)! ↑

Limited Time Offer is extended to June 27th:

- Round-trip economy fares from Taipei (TPE) to Guam (GUM) are TWD 10,000 (US\$302) for G class and TWD 12,500 (US\$386.50) for K class (tax excluded).
- Two checked bags (23 kg each) are included with all fares.
- Group Travel: This offer is available for group bookings—including company incentive trips, family vacations, student groups, and wedding parties.
- Seats are limited—first come, first served! Book your trip now and explore the sun, sand, and cuisine of Guam!



For book information please visit:
<https://businesstravel.united.com/taipei-guam>

Chairman Morinaga highlighted the large golf community in Guam and encouraged GVB to partner with United Airlines to possibly waive charges for a golf bag should it account as a 3rd check-in luggage to attract golfers from Taiwan. In addition, he recommended for visitors to avail of the Stroll transportation service app to take them to the golf club of their choice.

Mrs. Pangelinan informed the committee that the flight frequency will be on Wednesdays and Saturdays with arrivals to Guam around 4:20PM. Chairman Morinaga would like to support the local golf courses on weekdays and possibly offer special rates.

Triple J Technologies General Manager, Mr. James Rosenberg II, shared that the flight schedule offers a great opportunity for visitors to experience the golf activity. Chairman Morinaga added that the Saturday arrival time will allow visitors to enjoy a Sunday brunch and encourage members to promote their specials.

Mr. Rosenberg shared that from his findings, the connections from GUM-TPE to APEC and Europe are ideal and convenient. Chairman Morinaga encouraged GVB to look in collaboration with the Star Alliance between United & China Airlines and promote accordingly.

As more recognition is placed on destination Guam, Chairman Morinaga shared that there may be more opportunity to work with TSA for United cargo. He plans to contact GEDA for trade opportunities to fill the belly of the plane.

2025 Ko'ko Road Race Promotions



- The annual Ko'ko Road Race is set take place on April 12th and 13th, 2025.
- GVB Taiwan shared this exciting news through social media platforms, collaborated with running clubs, and distributed a press release to encourage running enthusiasts to participate in the Guam signature event.



Mrs. Pangelinan encouraged GVB members to not only participate in the signature event but also provide support in its promotion.

Chairman Morinaga end the meeting by inviting the Taipei Economic and Cultural Office in Guam (TECO) to join future Taiwan Market Update meetings for their awareness of GVB's efforts in the launch of the direct flight resumption.

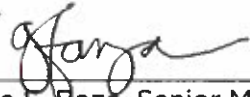
Next meeting: April 3, 2025 at 11:00am (subject to change)

8. ADJOURNMENT

Mrs. Pangelinan adjourned the meeting at 11:33 a.m.



Minutes Prepared By: Regina Bocanija, Marketing Manager



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



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