

TAIWAN MARKETING COMMITTEE REPORT

(December 4, 2025)

Agenda



1. CALL TO ORDER
2. REPORT OF MANAGEMENT
3. MARKET UPDATES
 - a. Taiwan Visitor Arrivals – Review & Forecast
 - b. Airline & Market Intelligence
 - c. Taiwan News
4. OLD BUSINESS
 - a. GVB Taiwan Office Activities
 - i. PR/ AD Update
 - ii. Taiwan Tourism Administration (TTA) Visit to Guam
 - iii. Guam & Taiwan Tourism Workshop
 - iv. MICE Seminar in Taiwan
 - b. Consumer Sentiment
 - c. November Social Media Performance
 - d. December SNS Calendar
5. NEW BUSINESS
 - a. GVB Taiwan Marketing Rep Site Inspection Fam Tour
6. ACCOUNT SUMMARY
7. ANNOUNCEMENTS
 - a. Tumon Night Market - Every Sunday
 - b. Guam International Dance Festival
 - c. 2025 Guam Events
 - d. Next Taiwan Market Update Meeting - January 1, 2026 at 11am (subject to change)

October 2025



October 1-24, 2025

Total: 49,261 (+17.5%)

% Market Mix	Origin	2019	2024	2025	% vs LY
1.1%	Taiwan	1,818	117	524	347.9%
55.5%	Korea	53,731	22,738	27,328	20.2%
28.5%	Japan	37,317	11,262	14,026	24.5%
7.6%	US/Hawaii	4,168	4,296	3,738	-13.0%
1.5%	Philippines	1,177	791	732	-7.5%
0.6%	China	942	383	320	-16.4%
0.1%	Hong Kong	258	45	54	20.0%

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

Note: October 2025 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2025



January – October 24, 2025

Total: 603,129 (-0.4%)

% Market Mix	Origin	2019	2024	2025	% vs LY
1.2%	Taiwan	23,876	2,509	7,109	183.3%
47.5%	Korea	606,003	312,312	286,532	-8.3%
32.7%	Japan	541,318	164,171	197,178	20.1%
10.8%	US/Hawaii	75,711	71,028	65,004	-8.5%
1.9%	Philippines	15,482	10,378	11,330	9.2%
0.7%	China	10,188	4,287	4,068	-5.1%
0.1%	Hong Kong	4,625	583	597	2.4%

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

Note: October 2025 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year 2025



October 2024 – September 2025

Total: 729,124 (-3.1%)

% Market Mix	Origin	2019	2024	2025	% vs LY
1.1%	Taiwan	28,346	2,913	7,789	167.4%
47.2%	Korea	734,339	392,694	344,003	-12.4%
32.8%	Japan	664,784	203,482	238,998	17.5%
10.9%	US/Hawaii	94,141	86,754	79,653	-8.2%
2.0%	Philippines	20,708	13,235	14,465	9.3%
0.6%	China	12,588	4,832	4,730	-2.1%
0.1%	Hong Kong	6,395	777	707	-9.0%

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

TAIWAN



- LOAD FACTOR

MONTH	LOAD FACTOR %
APRIL	73%
MAY	73%
JUNE	83%
JULY	86%
AUGUST	74%
SEPTEMBER	55%
OCTOBER	71%

- 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>

Airline Updates



Airlines

GVBT Contact

Updates



Brenda Tang, General Manager

- Latest UA Promotions for the Taipei–Guam Route
- Key Offers
 - Round-trip Taipei–Guam fare from NTD 13,000 (tax included)
A competitive promotional fare designed exclusively for FIT travelers.
 - 10% Discount at Don Don Donki Guam
 - FIT travelers who book through the designated campaign receive a 10% shopping discount at Don Don Donki Guam, enhancing their on-island experience.

UNITED
聯合航空
關島 Guam
\$13,000起
來回
含稅

關島促銷

- 開票日期：2025/10/01~2026/03/31
- 出發區間：2025/10/01~2026/06/30(適用出發日依各線別及淡旺季而異)
- 優惠行程：台北-關島來回含稅13,000元起
- 官網顯示售價已是最終價格。優惠機位數量有限，售完為止。聯合航空保有活動最終解釋權。

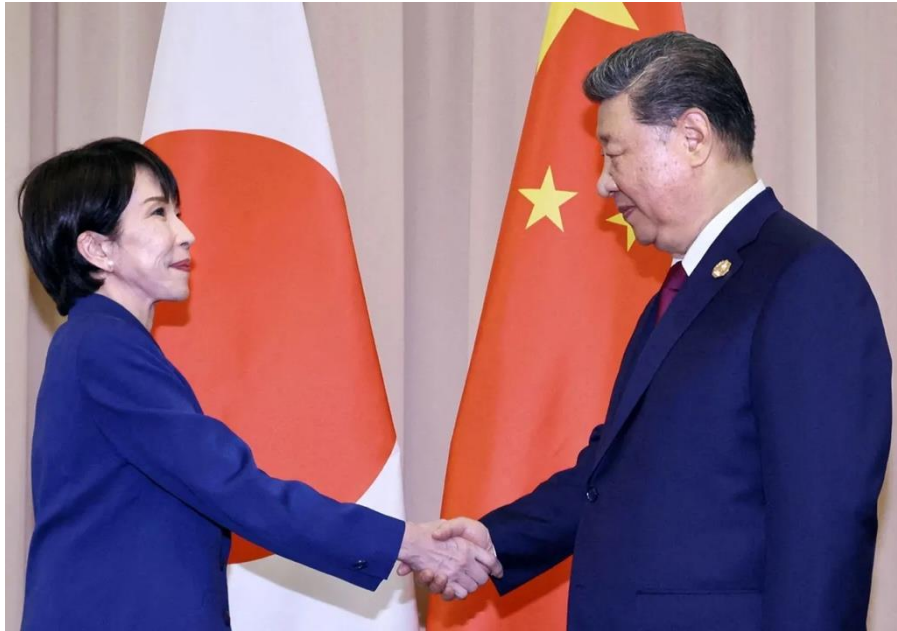
訂購連結 [→](#)

UNITED AIRLINES
DON DON DONKI
聯合航空
關島 享 DONKI 10% OFF
9901200102506001

Market Intelligence: CNY Charter Flights



Travel Agency	Dates	Duration	Price (NT\$)	CNY Charter Seats Sold
Lion Travel 	Feb 15 Feb 19	5 Days	56,800 (appx. USDc\$1900) Price update: from \$39,990 (approx. USD\$ 1290).	Starlux: (176 seats per flight) <ul style="list-style-type: none"> • 2/15: All 176 seats sold • 2/19: 50 seats sold, 126 seats remaining
Spunk Travel 	Feb 14 Feb 18	5 Days	71,888 Appx. \$2400 USD	Starlux: (88 seats per flight) <ul style="list-style-type: none"> • 2/14: All Sold out • 2/18: 84 seats sold, 4 seats remaining
Phoenix Tour 	Feb 14 Feb 18	4 Days 5 Days	48,800 (appx. USD \$1650) Price update: from \$39,999 (approx. USD\$ 1290).	UA: (75 seats per flight) <ul style="list-style-type: none"> • 2/14 approx. 38 seats sold out of 37 seats. • 2/18 approx. 36 seats sold out of 39 seats.
Sunny World 	Feb 14 Feb 18	5 Days	53,000 Appx. \$1800 USD	Starlux: (88 seats per flight) <ul style="list-style-type: none"> • 2/14: 79 seats sold, 9 seats remaining • 2/18: 58 seats sold, 30 seats remaining



[Heightened China–Japan tensions](#) may increase interest among Taiwanese travelers in alternative, politically stable destinations like Guam. Opportunities exist to position Guam as a safe, neutral, and family-friendly Pacific getaway.



[Cooler weather may increase interest in warm-weather getaways](#); opportunity to highlight Guam’s year-round tropical climate. Stress smooth travel experience and outdoor-friendly weather, appealing to families and working professionals seeking short, warm vacations.

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Taipei Lantern Festival Preparation



2026 Taipei Lantern Festival

- Event Date: March 3 – 15, 2026
- Location: Taipei Expo Park & Ximen
- GVBT met with Ariel Kao, Researcher at Taipei Tourism Development Division, overseeing coordination with participating cities for the 2026 Taipei Lantern Festival.
- The festival will be held at two locations: Ximen (corporate exhibits) and Taipei Expo Park (city exhibits).
- The lantern production is currently in progress with designs being completed by December 2025.



Meeting with Pacific Islands Club Guam



PIC Meeting

- Date: November 21, 2025
- Location: GVBT Office
- Attendees:
 - PIC – Director of Sales Koji Nagano
 - Pacific International Travel Service – President Alex Lei
- PIC introduced products and family interaction programs and invited the GVBT team for a site inspection during the FAM tour visit in January 2026.
- GVBT shared recent social media and KOL promotional activities and the MICE Rewards Program.



Taiwan Tourism Administration (TTA) visit to Guam



- Date: November 19-22, 2025
- The Taiwan Tourism Administration (TTA) led a delegation to Guam, collaborating with the Taiwan Visitors Association (TVA), Lion Travel, and Edison Tours to conduct a series of courtesy meetings.
- During their visit, the Taiwan delegation met with Governor Lourdes A. Leon Guerrero, GVB, Guam Hotel and Restaurant Association (GHRA), and TECO Guam Director-General Chia-Ping Liu.
- Discussions focused on air connectivity, tourism promotion, sustainable tourism practices, workforce challenges, and market potential of U.S. military personnel and their families.



Guam & Taiwan Tourism Workshop



- Date: November 21, 2025
- Location: Hotel Nikko Guam, Tan Rita Event Room
- The TTA/ TVA visit included a Guam & Taiwan Tourism Workshop with support from GVB and the Taipei Economic and Cultural Office (TECO) in Guam.
- The workshop's primary focus was on increasing inbound travel between Guam and Taiwan while highlighting the key elements of each destination's tourism resources.
- During the seminar, GVB President Régine Biscoe Lee gave a presentation on Guam and its unique tourism offerings and introduced GVB Members, who showcased their products and experiences.



Guam & Taiwan Tourism Workshop



A special thank you to the GVB Members for participating in the workshop:



THE TSUBAKI TOWER



MICE Seminar in Taiwan



BEST PARTNER PROGRAM MICE EXPO

- Date: November 20, 2025
- GVBT co-hosted the Best Partner Program MICE Expo with Lion Travel, presenting Guam's updated incentive travel offerings directly to corporate decision-makers and strengthening Guam's positioning in the Taiwan MICE market.
- GVBT formally introduced the new MICE Program, outlining key benefits and project objectives to encourage corporate groups to choose Guam for their 2025–2026 incentive travel plans.
- Through presentations, United Airlines updates, and a dedicated networking luncheon, the event deepened engagement with corporate attendees and increased future MICE conversion opportunities.

Electronic Invitation

What a GUAMderful Day!
玩美關島 激勵無限
November 20, 2025

尊敬的貴賓您好：
衷心感謝您對雄獅旅遊的長期支持與信任。雄獅旅遊自創立以來，不斷以創新與專業服務，成為眾多企業獎勵旅遊的首選夥伴。
關島，融合陽光沙灘、熱情文化與繽紛的島嶼休閒體驗，從台灣出發僅需直飛的四小時，即可輕鬆抵達的風情之島，以獨特的查莫洛文化與美式熱情交織出溫暖氛圍，豐富多樣的自然休閒與文化秘境，激發團隊探索精神、凝聚信任與默契，以熱情能量與自然魅力，成就企業團隊間最真實的連結，不僅是度假天堂，更是企業獎勵與團隊活動的理想舞台。
雄獅旅遊誠摯邀請您撥冗蒞臨由關島觀光局主辦的《What a GUAMderful Day - 玩美關島、激勵無限》企業推介會。活動中將深入介紹關島的旅遊亮點、會展資源及專屬商務解決方案，協助企業激勵團隊、拓展國際視野、強化品牌價值。
誠摯期待您的蒞臨，與關島觀光局代表攜手啟動玩美旅程，凝聚團隊新能量！

【活動資訊】
時間 | 2025年11月20日 (四)
地點 | 松菸「Island133」
台北市信義區光復南路133號

【活動流程】
10:00-10:30 | 報到
10:30-12:00 | 活動開場、互動交流
12:00-12:20 | 全員大合照
12:20-14:00 | 午餐餐敘



Venue



Guest Gift Bags



MICE Seminar in Taiwan (Cont.)



GVBT presented Guam's MICE and incentive travel highlights to participating corporate representatives, outlining 2026 opportunities and the newly introduced CMI Support Program. Lion Travel General Manager Lai Yi-Ching and United Airlines Sales Manager Chang Shu-Ming delivered brief remarks to welcome corporate guests and reaffirm support for Guam's incentive travel development.



GVBT representatives and the United Airlines Sales Manager jointly conducted the lucky draw session, adding excitement and engagement to the event program.

MICE Seminar in Taiwan (Cont.)



GVBT engaged in networking discussions with corporate representatives, strengthening business relationships and exploring upcoming MICE cooperation opportunities.



Corporate guests participated in a group photo session, marking the successful conclusion of the Best Partner Program MICE Expo and strengthening future collaboration momentum.

Social Media Campaigns



ITF Pre-Event Online Giveaway

Date: Nov 01-03, 2025

- GVBT launched a pre-ITF online giveaway to boost awareness and drive excitement before the Taipei International Travel Fair.
- The campaign offered ITF tickets and Guam souvenirs, generating strong engagement on both Facebook and Instagram.

Performance Overview:

- Facebook:
 - 6,541 views, 667 interactions, 200+ comments/entries, 150 shares
- Instagram:
 - 5,082 views, 135 interactions, 62 comments/entries



Social Media Campaigns



ITF During-Event Online Giveaway

Date: Nov 06-11, 2025

- During the ITF exhibition period, GVB launched a second online giveaway to encourage new followers and engage audiences who could not attend the fair in person.
- Participants were asked to follow GVB's accounts and comment on their impression of Guam or why they want to visit.

Performance Overview:

- Facebook:
 - 10,278 views, 999 interactions, 344 comments/entries, 280 shares
- Instagram:
 - 6,465 views, 359 interactions, 147 comments/entries
- The campaign achieved high visibility and attracted meaningful user-generated feedback highlighting Guam's sunshine, beaches, cuisine, and vacation appeal.



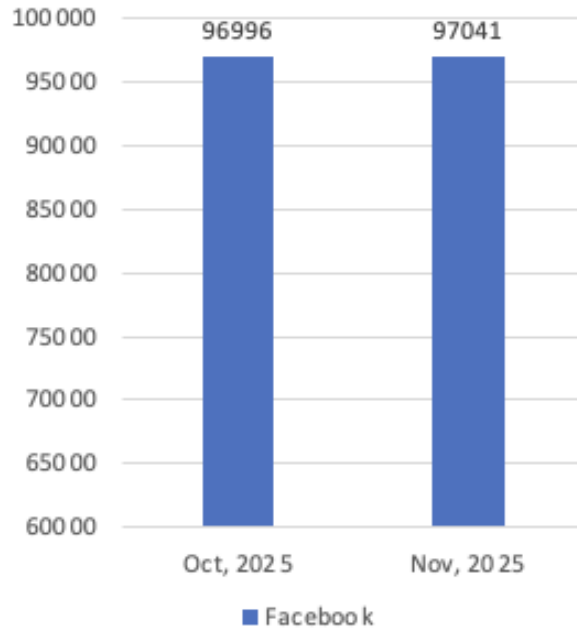
Social Media Performance



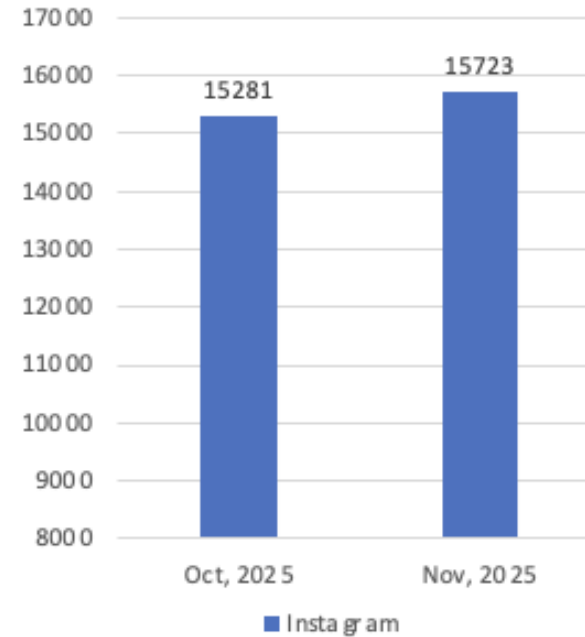
November 2025



of Followers



of Followers



Percentage Growth: Facebook +0.05% Instagram +2.9%

Consumer Sentiment



Message from Instagram

週二 下午10:59



您好
請問有關島跨年活動資訊嗎？謝謝

Hello, may I ask if there are any New Year's Eve events in Guam? Thank you!

Message from Instagram

2025年11月13日 下午6:37



請問有寒假親子遊學的課程嗎

Do you have any winter vacation study tour programs for parents and children?

December SNS Calendar



date	12-01-2025	12-02-2025	12-03-2025	12-04-2025	12-05-2025	12-06-2025	12-07-2025
topic	Guam Food Highlights			GIDF promotion	Inspiring Travel Expectations- Explore Guan		
platform	FB, IG			FB, IG	FB, IG		
date	12-08-2025	12-09-2025	12-10-2025	12-11-2025	12-12-2025	12-13-2025	12-14-2025
topic			Scenic Guam – Year-End Travel Inspiration	Scenic Guam – Year-End Travel Inspiration			
platform			FB, IG	FB, IG			
date	12-15-2025	12-16-2025	12-17-2025	12-18-2025	12-19-2025	12-20-2025	12-21-2025
topic			New Year's Eve Fireworks	CNY Charter Flight Promotion	Guam Sunset Moments		
platform			FB, IG	Fb, IG	FB, IG		
date	12-22-2025	12-23-2025	12-24-2025	12-25-2025	12-26-2025	12-27-2025	12-28-2025
topic	Scenic Guam – Year-End Travel Inspiration		Christmas Greeting E-Card	Christmas Greeting E-Card	InspiringTravel Expectations- Explore Guan		
platform	FB, IG		FB, IG	FB, IG	FB, IG		
date	12-29-2025	12-30-2025	12-31-2025				
topic			Scenic Guam – Year-End Travel Inspiration				
platform			FB, IG				

- Post
- Reels
- Stories

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GVB Taiwan Marketing Rep Site Inspection Fam Tour



- Date: January 10 – 17, 2026
- Location: Guam, USA
- The new GVB Taiwan Office will be visiting Guam for a Marketing Rep Fam Tour to equip our overseas reps with firsthand knowledge of the island's product offerings, attractions, and unique experiences.
- The visit will be essential as they prepare to promote destination Guam more effectively within the Taiwan Market.
- Their extensive itinerary will include site inspections at various hotel properties, immersive experiences with local activities, and opportunities to engage directly with our tourism partners to build new relationships and establish a better understanding of Guam for future marketing initiatives.



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ACCOUNT SUMMARY (FY2026)



as of 12/03/25

FY2026 Taiwan Actual Spend versus Budget YTD

G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 150,000.00	\$ -	\$ 75,000.00	\$ 75,000.00	50.00%
PRE005	Sales Calls	\$ 12,000.00	\$ -	\$ 6,000.00	\$ 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	\$ -	\$ 16,500.00	\$ 13,500.00	45.00%
TTC031	Travel Fairs	\$ 63,600.00	\$ -	\$ 63,600.00	\$ -	0.00%
SMD023	Travel Trade Co-ops & MICE Programs	\$ 136,400.00	\$ -	\$115,800.00	\$ 20,600.00	15.10%
SMD019	Sales Market Development (HQ)	\$ 50,000.00	\$ 7,648.59	\$ 27,781.85	\$ 14,569.56	29.14%
	GRAND TOTAL	\$ 500,000.00	\$ 7,648.59	\$349,681.85	\$ 142,669.56	28.53%

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Guam International Dance Festival



- Please scan the QR code for more information on event schedule and ticket purchase:



GUAM INTERNATIONAL DANCE FESTIVAL

FRIDAY, DECEMBER 5

10AM-3PM
Cultural and Contemporary Workshops at Sinajana Fine Arts Center.

6PM-8PM
Kick-off event at Micronesia Mall Center Court with dance performances, workshops, meet & greets and more!

SATURDAY, DECEMBER 6

10AM-3PM
Dance competition and performances at Sandcastle Guam with celebrity judges.

SUNDAY, DECEMBER 7

4:30PM-8:00PM
Dance performances and awards ceremony at Tumon Night Market.

After party to follow at Club ZOH.

More than 20 groups from Japan, Taiwan, Malaysia, Korea, Micronesia, and Guam!

Special Performance by K-Pop Dance Sensation NPher

Special Presentation of Something To Call Our Own: A CHamoru Dance Story and Made to Move by PBS Guam and Project: Inspire on December 6


visitguam.com

Guam International Dance Festival



FREE MASTERCLASS WORKSHOPS

Frank Rabon Brian Esperon Ahtoy Juliana NPher

DECEMBER 5, 2025
Limited slots available!
Sign up now at visitguam.com/gidf

**SINAJAÑA FINE ARTS CENTER
MASTERCLASS WORKSHOPS**

10 AM - 12 PM
Cultural Workshop
with Señor Frank Rabon,
Master of CHamoru Dance

12 PM - 1 PM
Contemporary Workshop
with Brian Esperon

**MICRONESIA MALL
MASTERCLASS WORKSHOPS**

4:30 PM - 5:30 PM
Salsa Workshop with
Ahtoy Juliana Won Pat-Borja
(Micronesia Mall Main Stage)

5 PM - 5:45 PM
Contemporary Workshop
+ Meet & Greet with NPher
(Event Space next to Beyond the Box)
*recommended for intermediate/advanced
dancers ages 12 and up*

Tumon Night Market



Date: Every Sunday

Location: Pleasure Island, Tumon - between the Sandcastle and the Dusit Beach Resort Guam.

Time: 5:00pm - 9:00pm

Free admission and open to the public.

– The Tumon Night Market is a weekly event designed to showcase Guam’s vibrant culture, cuisine, and community spirit.

– Set in the heart of Pleasure Island, the market will bring together both residents and visitors to enjoy a lively evening filled with food, music, and local experiences.

GUAM
TUMON NIGHT MARKET
GUAM INTERNATIONAL
DANCE FESTIVAL
PLEASURE ISLAND
DECEMBER 7
4:30PM - 8:00PM
Special Performance by K-Pop Dance Sensation NPhier
More than 20 groups from Japan, Taiwan, Malaysia, Korea, Micronesia, and Guam!
Cultural and Contemporary Dance Performances!



LOCAL EVENTS

GVB Signature Events




2025 Guam Events

#InstaGuam

GUAM

Events Submitted by GVB Members

VIEW BY Grid List Map SORT BY Date Name Distance 1 - 12 of 31




Help decorate our Gingerbread house throughout December with your very own personalized cookie. Available at the deli for \$5.00, proceeds from cookie sales will benefit the Make-A-Wish Foundation Guam and CNMI, whose mission is to grant wishes for medically fragile children.

Make-A-Wish

HOLIDAY GINGERBREAD HOUSE & COOKIE FOR WISHES (MAKE-A-WISH FUNDRAISER)

Hyatt Regency Guam
December 3, 2025 - December 31, 2025

[Add to Trip](#)




Fantastical Fixations

Guam Museum Café Gallery
November 15 – December 30, 2025
Tuesday to Friday 9am-4pm, Saturdays 10am-2pm

FANTASTICAL FIXATIONS: A GROUP EXHIBITION AT THE GUAM MUSEUM

Guam Museum Café Gallery
November 15, 2025 - December 30, 2025

[Add to Trip](#)




CHAMORRO VILLAGE: WEDNESDAY NIGHT MARKET

CHAMORRO VILLAGE: WEDNESDAY NIGHT MARKET

Chamorro Village
Recurring weekly on Wednesday

[Add to Trip](#)




Run With Friends

FREE Family Friendly Event

RUN WITH FRIENDS

Recurring monthly on the 1st Wednesday

[Add to Trip](#)



CHAMORRO VILLAGE: RESUMPTION OF WEEKDAY MERCHANT HOURS


CHAMORRO VILLAGE MERCHANTS WILL BE RESUMING NORMAL BUSINESS HOURS
MONDAY THROUGH FRIDAY FROM 10:00 A.M. TO 3:00 P.M.

Our village is ready to welcome the community and visitors alike to enjoy a vibrant weekday experience filled

CHAMORRO VILLAGE: RESUMPTION OF WEEKDAY MERCHANT HOURS

The Chamorro Village
Recurring every week day

[Add to Trip](#)




PIRATES OF THE PACIFIC

PIRATES OF THE PACIFIC

Pacific Island Club Guam
Recurring weekly on Sunday, Monday, Tuesday, Thursday, Friday, Saturday

[Add to Trip](#)




THE GUAM BREWERY: TRIVIA NIGHT

THE GUAM BREWERY: TRIVIA NIGHT

The Guam Brewery
Recurring weekly on Thursday

[Add to Trip](#)




ALWAYS FRIDAY

ALWAYS FRIDAY

Crowne Plaza Resort Guam
Recurring monthly on the 1st Friday

[Add to Trip](#)




GUAM INTERNATIONAL DANCE FESTIVAL

GUAM INTERNATIONAL DANCE FESTIVAL

Multiple
Dates vary between December 5, 2025 - December 7, 2025

[Add to Trip](#)




CLUTCH SUPER SERIES: CLUB EDITION (RUGBY TOURNAMENT)

CLUTCH SUPER SERIES: CLUB EDITION (RUGBY TOURNAMENT)

LeoPalace Resort Guam
December 6, 2025 - December 7, 2025

[Add to Trip](#)




GUAM BOONIE STOMPERS: DECEMBER

GUAM BOONIE STOMPERS: DECEMBER

Check Details Below
Dates vary between December 6, 2025 - December 27, 2025

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THAI COOKING CLASS

THAI COOKING CLASS

Soi Thai Restaurant
Recurring weekly on Saturday until December 27, 2025

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SI YU'OS MA'ÅSE'

