



TAIWAN MARKET UPDATE

FEBRUARY 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. GTO Activities
 - i. PR/ AD Update
 - ii. CNY Gathering with Travel Agents & Media
 - iii. SNS Content Fam Tour
 - iv. CNY 2025 Charter Flights/ Meal Incentive Coupon Program
 - b. Consumer Sentiment
 - c. Social Media Performance
5. NEW BUSINESS
 - a. Taipei Lantern Festival
 - b. Kaohsiung Gathering with TAs
 - c. Sunshine Island Vibes Festival
6. ACCOUNT SUMMARY
7. ANNOUNCEMENTS
 - a. Inalåhan Gådao Festival
 - b. Guam History & Chamorro Heritage Day
 - c. Next Taiwan Market Update Meeting - March 6, 2025 at 11am (subject to change)
8. ADJOURNMENT

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December 2024



December 1-31, 2024

Total: 67,203 (-8.2%)

| % Market Mix | Origin | 2019 | 2023 | 2024 | % to LY |
|--------------|-------------|--------|--------|--------|---------|
| 1.2% | Taiwan | 2,004 | 164 | 792 | 382.9% |
| 46.6% | Korea | 71,343 | 40,965 | 31,300 | -23.6% |
| 35.2% | Japan | 67,624 | 20,299 | 23,636 | 16.4% |
| 9.7% | US/Hawaii | 6,783 | 6,622 | 6,503 | -1.8% |
| 1.9% | Philippines | 1,659 | 1,226 | 1,260 | 2.8% |
| 0.4% | China | 584 | 250 | 280 | 12.0% |
| 0.1% | Hong Kong | 210 | 86 | 57 | -33.7% |

Calendar Year to Date 2024



January – December 31, 2024

Total: 739,145 (+12.7%)

| % Market Mix | Origin | 2019 | 2023 | 2024 | % to LY |
|--------------|-------------|---------|---------|---------|---------|
| 0.5% | Taiwan | 28,216 | 5,600 | 3,598 | -35.8% |
| 50.7% | Korea | 753,187 | 371,905 | 374,635 | 0.7% |
| 28.3% | Japan | 684,632 | 136,697 | 208,855 | 52.8% |
| 11.5% | US/Hawaii | 90,642 | 83,179 | 84,957 | 2.1% |
| 1.8% | Philippines | 20,729 | 13,638 | 13,551 | -0.6% |
| 0.7% | China | 11,495 | 2,756 | 4,892 | 77.5% |
| 0.1% | Hong Kong | 5,116 | 818 | 702 | -14.2% |

Fiscal Year to Date 2025



October 2024 – December 31, 2024

Total: 174,511 (-7.2%)

| % Market Mix | Origin | 2019 | 2024 | 2025 | % to LY |
|--------------|-------------|---------|---------|--------|---------|
| 0.7% | Taiwan | 6,051 | 521 | 1,204 | 131.1% |
| 48.6% | Korea | 189,283 | 103,122 | 84,797 | -17.8% |
| 31.9% | Japan | 166,370 | 50,534 | 55,653 | 10.1% |
| 10.4% | US/Hawaii | 21,562 | 19,524 | 18,115 | -7.2% |
| 2.3% | Philippines | 6,102 | 3,648 | 3,957 | 8.5% |
| 0.6% | China | 2,838 | 928 | 980 | 5.6% |
| 0.1% | Hong Kong | 1,305 | 239 | 164 | -31.4% |

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

Note: December 2024 Daily Arrivals reflect Civilian Air arrivals only

Market Intelligence: Airline Updates



Current Route in Operation: (February 2025)


China Airlines CHINA AIRLINES

- See next page for February operations schedule

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

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

Market Intelligence: Airline News



CI February Operation Schedule :



| 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 |
| Guam | 2 flights/week (till Feb 1) | 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 February Operation Schedule :



| 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 | | |

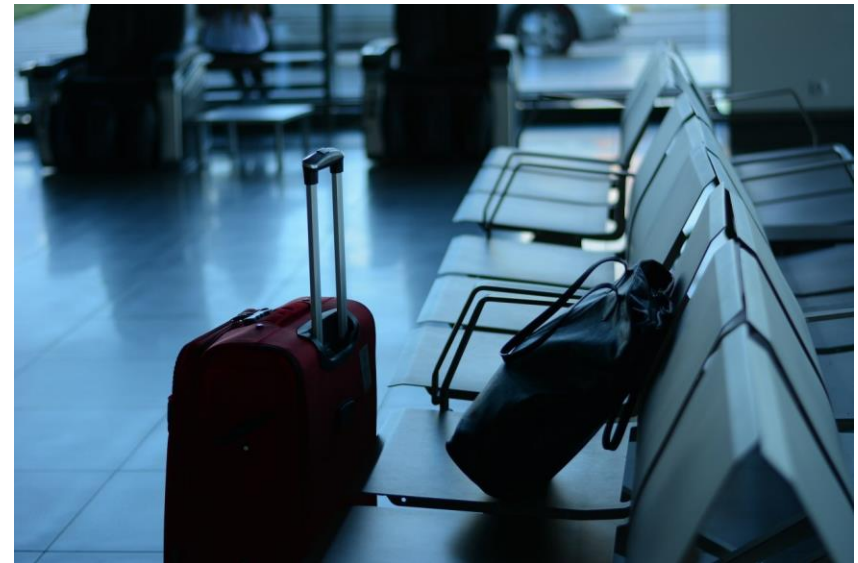
Airline Updates for Regular Flights



| Airlines | GTO Contact | Updates |
|---|---|--|
|  CHINA AIRLINES | 1/24 Tao Ming Sung, Sales Manager | <ul style="list-style-type: none"> China Airlines is continuously evaluating 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. |
|  | 1/24 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. |
|  | 1/24 Patience Hsu, Manager | <ul style="list-style-type: none"> Starlux in collaboration with Spunk Tour, Phoenix Tours, and Lion Travel successfully launched four (4) TPE-GUM charter flights during the CNY holiday from January 25-30, 2025. |
|  Philippine Airlines | 1/24 Jason Chen, Area Manager – Taiwan | <ul style="list-style-type: none"> Philippine Airlines continues to keep an eye on the Taiwanese passenger market. |
|  | 1/24 Brenda Tang, General Manager | <ul style="list-style-type: none"> United Airlines will have direct flight TPE-GUM starting from April 2nd, 2025. |

Taiwan government offers subsidies for international business travelers to boost tourism

- The Economy and Transportation Ministries continue their partnership, offering subsidies to promote tourism alongside trade fairs.
- This year, NT\$2,000 (US\$60) per individual and up to NT\$600,000 (US\$18,000) per group are available, with applications open until November 2025.



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Taoyuan Association of Travel Agents Year End Party

- Date: January 6
- GVB participated in the gathering, which brought together over 500 attendees, including representatives from travel agencies, airlines, and organizations.
- Several trade partners expressed their enthusiasm for attending the GVB hosted CNY Gathering with Travel Agents & Media. They also shared their interest in learning more about Guam's entry policies and available incentives.



Chinese New Year Gathering w/ Travel Agents & Media



- Date: January 9
- GVB hosted a gathering to celebrate the Chinese New Year holiday and strengthen ties with 80 guests from travel agencies, airlines, and media.
- The gathering highlights include a presentation showcasing GVB's commitment to Taiwan, Guam entry policy, and insights from United Airlines.
- The event featured a lucky draw with sponsored prizes. The grand prize—round-trip flight tickets for two—was generously sponsored by United Airlines.



Chinese New Year Gathering w/ Travel Agents & Media



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

Dusit

BEACH RESORT
GUAM



hotel nikko guam



HYATT
REGENCY®
GUAM



THE TSUBAKI TOWER



SNS Content Fam Tour



- Date: January 11–16
- GVB invited reputable photographer, Yen-Chi Chen, and videographer, Wei-Ting Chen, from Taiwan to capture Guam's natural beauty, iconic attractions, local cuisine, optional tour activities, shopping, and so much more.
- The diverse, high-quality content will be utilized by GVB to promote Guam as a premier travel destination and on social media platforms to inspire and engage the target audiences in Taiwan.



CNY 2025 Charter Flights/ Meal Incentive Coupon Program



- Charter Flight Information:

| | Flight Number | Departure Time | Arrival Time |
|---------|---------------|----------------|--------------|
| TPE-GUM | JX8072 | 10:10 | 15:55 |
| GUM-TPE | JX8071 | 17:15 | 19:40 |



- GVB welcomed 765 passengers including cabin crew.
- A greeting service was provided for each of the four (4) charter flights arriving during the CNY holiday.
- A Meal Incentive Coupon was distributed to provided added value.
- A special thanks to our participating hotel restaurants:



- DUSIT THANI GUAM RESORT**
 SOI
- DUSIT BEACH RESORT GUAM**
 BEACH HOUSE GRILL BBQ
- GUAM PLAZA RESORT**
 ROOTZ HILL'S GRILLHOUSE NANAS CAFE SAILS BBQ
- HOTEL NIKKO GUAM**
 TOH-LEE BENKAY
- PACIFIC ISLANDS CLUB GUAM**
 SKYLIGHT
- THE TSUBAKI TOWER**
 CASA OCEANO

GUAM VISITORS BUREAU
 SETBISIDON BISITAN GUAHAN

MEAL INCENTIVE COUPON
 免費餐點兌換券

CHINESE NEW YEAR CHARTER FLIGHTS
 2025農曆新年期息直飛包機

VALID FROM **JANUARY 25 - FEBRUARY 4, 2025**
 有效期限自 2025年1月25日-2月4日

IN COOPERATION WITH:
 LION TRAVEL 雄獅旅遊
 PHOENIX TOURS 鳳凰旅遊
 SPUNK TOUR 世邦旅遊
 FOR TRAVEL AGENT USE 旅行社專用券

NR Monitor

For the past week (January 4–January 10) , a total of 15 exposures are monitored including:

- Online Exposure: 15

1 of the news reported that Direct flight to Guam! United Airlines starts flights on April 2; Starlux CNY charter flights sold out; China Airlines may resume flights in the middle of the year

1 of the news reported that Three major advantages for Taiwanese people to play in Guam! Visa-free stay up to 45 days, enjoy duty-free shopping and stay in luxury hotels.

1 of the news reported that Experience the Guam Chamorro Cultural Tour and feel the warm hospitality of the Austronesian people.

(1) 直飛關島！聯合航空4/2開航 星宇春節包機售空、華航年中有望再飛 (2)

直飛關島！聯合航空4/2開航 星宇春節包機售空、華航年中有望再飛

2025/01/09 12:36

【記者陳怡文／台北報導】關島是許多台灣遊客的轉機城市，飛直飛關島，4小時之內就能抵達，關島作為台灣遊客的首選旅遊目的地之一，享有「免簽、免稅、免簽證關稅」三大便利優勢，4/2起聯合航空開航直飛，並舉辦「泡吧紅包機」，另外，星宇航空提供春節4包機直飛服務，目前已銷售一空。華航直飛預定於今年2/1，星島台灣航空復航，華航於農曆春節後，有望年中（6-7月）復飛直飛關島。



關島台灣航空總經理張景岳(左)、聯合航空公司總經理陳靜韻(右)。陳怡文攝

Facebook, Line, WeChat, Email, Print, Download

聯合航空資深客戶經理張景岳說明，關島是聯合航空太平洋的轉機樞紐，於1985年代營運至今，具有強大的經營實力，今年2025年4/2起直飛-關島直飛，開啟全年雙週飛行，關島各項旅遊、運動賽事及各項大型活動等，每年舉辦超過50場慶慶活動。

ETtoday旅遊雲 (3)

ETtoday旅遊雲 新聞焦點 去職旅遊 轉機台灣 啟飛海外 飯店旅館 交通資訊 美食地圖 優惠

ETtoday新聞雲 > ETtoday旅遊雲 2025年01月09日 18:34

台人玩關島3優勢！最久免簽證停留45天 享受免稅購物、住豪華酒店



▲關島杜夢灣豪華酒店林立。(圖/記者蔡曉君攝)

記者蔡曉君／台北報導

根據2025年，關島觀光局表示今年最大事項，就是聯合航空4月2日將有定期直飛航線正式開航，4小時內即可抵達，而台灣遊客持護照即可享受最多45天的免簽證停留。

國際 登入

關島查莫洛文化之旅 體驗南島語族溫暖人情

全球中央 發佈於 1天前 地點

趁著華航最近復飛「台北-關島」之便，我真的來了趟美麗關島。島上最讓人魂牽夢縈的，還是那漸層色的碧海，和查莫洛原住民朋友的溫暖人情。

文、攝影 / 田欣蓉 (旅遊作家)

春季的馬祖常瀾瀾大霧，導致班機無法正常起降南、北竿，對外空中交通停擺，來連兒的遊客被關在島上多日回不去，此窘境被戲稱為「買馬祖送關島」，我自己也曾被「關」過幾次。

回想疫情期間，台灣也算是名符其實的「關島」狀態，旅客無法正常出境旅遊，倒是關島本尊積極向我們招手，祭出打疫苗兼觀光隔離的「Air V&V (Air Visit & Vacation)」計畫，成為當時想出國透透氣的另類選擇。

趁著華航最近復飛「台北-關島」之便，我真的來了趟美麗關島。數年不見，高級飯店林立的杜夢灣 (Tumon Bay) 美麗依舊，島上還新開了24小時不打烊的雷吉爾德，能感受到當地旅遊業正逐漸復甦中，然而，島上最讓人魂牽夢縈的，還是那漸層色的碧海，和查莫洛 (Chamorro) 原住民朋友的溫暖人情。

NR Monitor

For the past week (January 18–January 24), a total of 7 exposures are monitored including:

- Online Exposure: 7

1 of the news reported that GVB and China Airlines Launch Direct Flights to Invite Taiwan's Tourism Industry to Experience the Charm of Guam in 2025

1 of the news reported that United Airlines (UA) will launch year-round direct flights on April 2, with two weekly flights. New Guam Visa exemptions and incentives for exhibitions and sports will further boost travel opportunities.

(1)

關島觀光局攜手華航直飛 邀台灣同業搶先體驗2025關島魅力

中國航空於2024 / 11 / 27號將首度直飛關島，為亞洲亞洲旅遊人士帶來更便捷與舒適、高品質與特別的假期。關島觀光局特別邀請航空業、旅遊業與觀光局代表與記者在台北舉行記者會，邀請各界人士踴躍參加直飛的飛行紀錄。

▲ (左起) 關島觀光局長黃嘉慶(左)、華航總經理王國基(右)、關島觀光局副局長陳永成(中)、華航總經理王國基(右)、關島觀光局長黃嘉慶(左)。

直飛便利 暢遊飛抵太平洋上的熱帶天堂 獨特魅力讓旅客流連忘返 迎接今年度精彩慶典活動讓旅程更豐富多彩

關島觀光局特別邀請航空業、旅遊業與觀光局代表與記者在台北舉行記者會，邀請各界人士踴躍參加直飛的飛行紀錄。此外，關島觀光局也特別邀請了多個國家的旅遊代理商、以及多家熱門酒店，如The Tubbataha Cove Resort Guam等，透過此次直飛，讓關島觀光局與旅遊代理商進一步加強合作，針對不同國家與地區推出特別優惠、例如親子遊、醫療旅遊、文化體驗之旅、運動行程、醫療旅遊等優惠，以展現關島觀光局的獨特魅力，吸引旅客踴躍參加直飛的飛行紀錄。

▲ 關島觀光局特別邀請航空業、旅遊業與觀光局代表與記者在台北舉行記者會，邀請各界人士踴躍參加直飛的飛行紀錄。

(2)

4/2起UA全年直飛 午去早回每週2班 關島免簽新制規範 會展運動獎勵多

華航訊 2025-01-20

▲ 關島觀光局長黃嘉慶(左)與華航總經理王國基(右)共同舉行記者會，邀請各界人士踴躍參加直飛的飛行紀錄。

2025關島越來越夯，隨著華航與航、皇宇春節包機和聯合航空4/2起每週2班直飛關島，透過直飛台灣不到4小時航程的美國領域再度成為島嶼度假亮點。關島觀光局舉辦「2025關島觀光局向華說明會暨感恩午宴」，與華航夥伴分享最新的旅遊資訊與合作計畫，包括入境政策、特色景點、MICE方案。聯合航空也藉此機會公布業績相關資訊和針對旅行業者的銷售競賽推廣計畫。

Facebook (United Airlines Direct Flight)



United Airlines is coming back!!

李素梅
聯合航空回來了

Tszshane Ho
太棒了

That's great.

Facebook (Guam Night Life)



陳毓玲
賴奕辰
我想體驗

I want to experience.

Facebook (EDF+G-CNMI)

Visit Guam 關島觀光局 (TW)
 由現正遊發佈
 1月14日上午10:00 · 公

#關島入境 #入境須知 #關島入境懶人包 #關島直飛
 準備好前往關島的夢幻假期了嗎?但在規劃精彩行程的同時,別忘了提前確認入境手續哦!

- 從台灣直飛入境關島,停留不超過45天
- 提早至少5天申請【關島及北馬利安納群島免簽證表格 G-CNMI ETA】
- 出發前72小時內填寫【關島電子申報表EDF】
- 經其他國家轉機入境關島,停留不超過45天
- 提早至少72小時申請【ESTA電子旅遊許可證】
- 出發前72小時內填寫【關島電子申報表EDF】
- 任一方式入境關島,停留超過46天但不超過90天
- 提早至少72小時申請【ESTA電子旅遊許可證】
- 出發前72小時內填寫【關島電子申報表EDF】

小提示:
 若為家人團體旅遊,一家填寫一個【關島電子申報表】即可!
 如果來不及提早5天完成【G-CNMI ETA】的話,可以改申請【ESTA】!

- 關島電子申報表: <https://cqa.guam.gov/>
- ESTA申請網址: <https://esta.cbp.dhs.gov/>
- G-CNMI ETA表格填寫網址: <https://g-cnmi-eta.cbp.dhs.gov/>
- 更多詳細資訊請參考: <https://www.visitguam.org.tw/entry-and-exit/>

關島美景等你來探索!
 #就是關島 #justguam #關島 #guam #關島guam #關島旅遊 #關島自由行

Facebook (United Airlines Direct Flight)

Visit Guam 關島觀光局 (TW)
 由現正遊發佈
 1月11日上午10:00 · 公

#關島直飛 #聯合航空
 各位關島們即將的聯合航空 台北-關島直飛航線開航囉!
 聯合航空的台北-關島直飛將於2025年4月2日正式啟航!
 每週2班, 週三及週六出發, 每週#波音737-800, 讓你中午出發, 傍晚抵達熱帶天堂! 單人來回含税
 最低不到一萬元, 輕鬆開始夢幻假期假期!
 台北-關島
 UA 0166: 10:30-16:20 週三
 UA 0166: 11:30-16:50 週六
 關島-台北
 UA 0165: 7:00-9:25 週三、六
 趕快把機票行程加入你的行事曆, 一起飛向關島吧!
 *詳情請見聯合航空官網
 #就是關島 #justguam #關島 #guam #關島guam #關島旅遊 #關島自由行 #聯合航空 #UnitedAirlines

Why is there no flight route from Kaohsiung to Guam?

It's so early to return

Jeff Wu
 20多年前去關島只要帶台灣護照跟台灣身分證就可以入境了, 現在好像變麻煩了點。

More than 20 years ago, when going to Guam, you only needed to bring Taiwan passport and ID card to enter. Now it seems to be a little more troublesome.

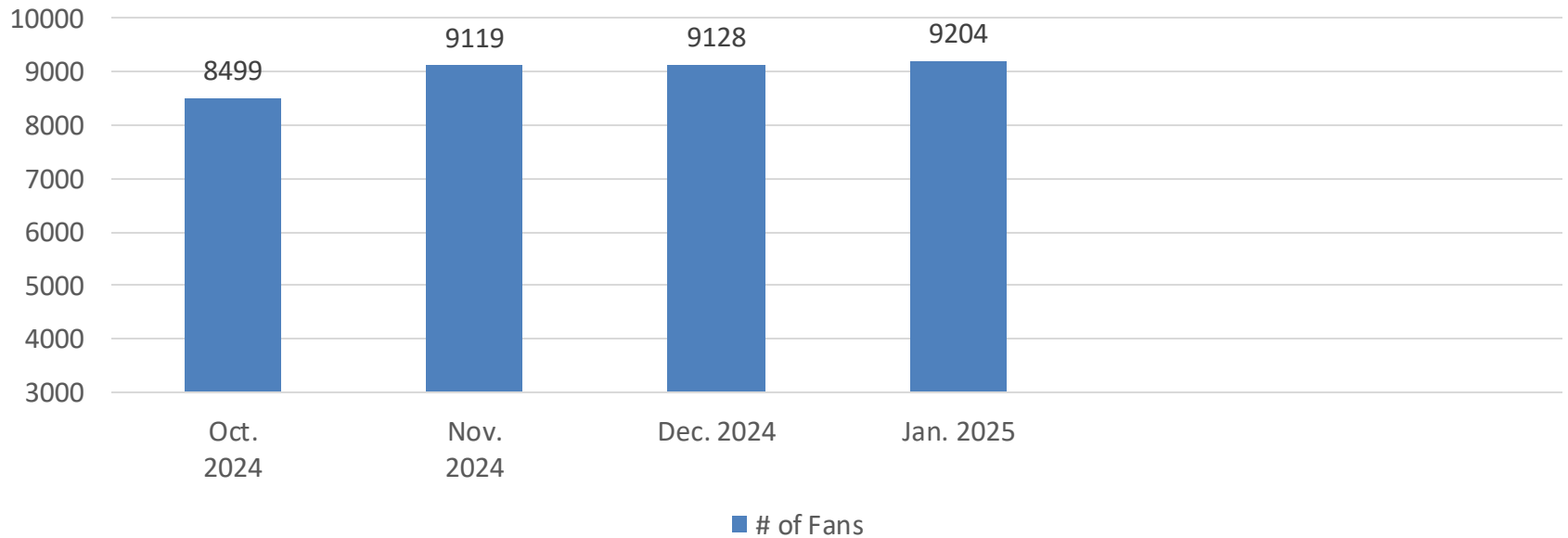
成燕南
 怎麼沒有高雄飛關島的航線

Ivan Li
 回程時間好早喔

Social Media Performance FY2025



of Fans



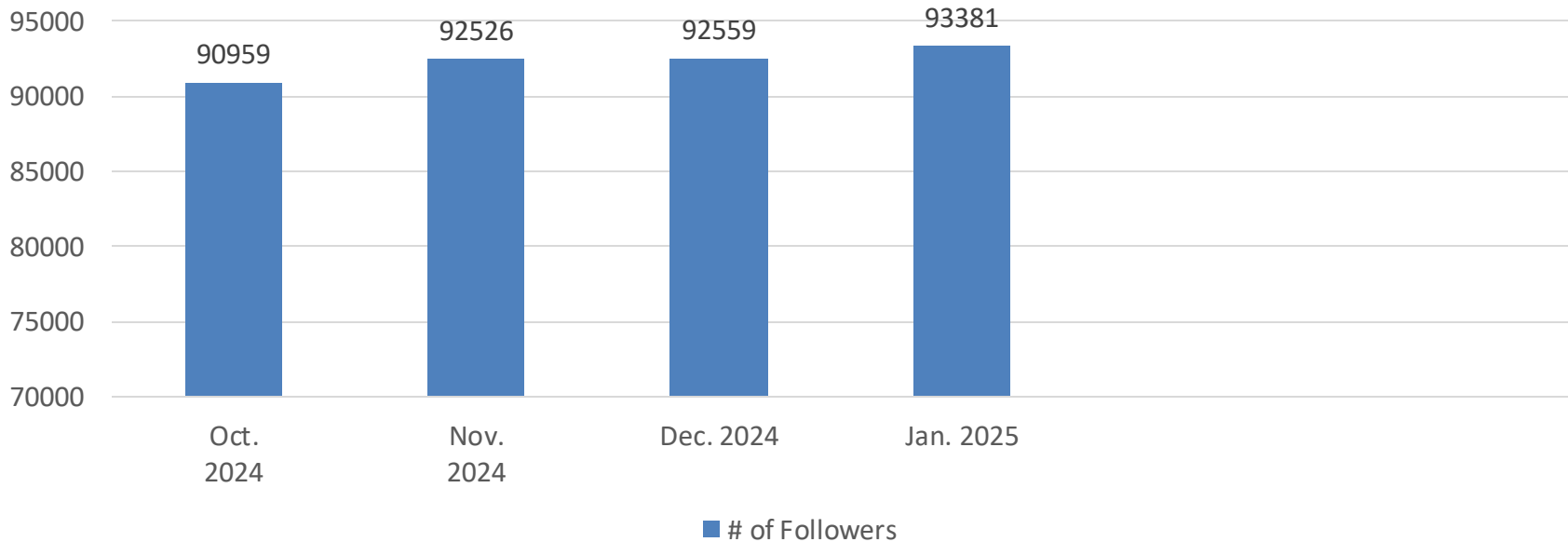
Monthly percentage growth (Jan): +0.83%

Social Media Performance FY2025



■ Total Page Followers

of Followers



Monthly percentage growth (Jan): +0.88%

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. GTO Activities
 - i. PR/ AD Update
 - ii. CNY Gathering with Travel Agents & Media
 - iii. SNS Content Fam Tour
 - iv. CNY 2025 Charter Flights/ Meal Incentive Coupon Program
 - b. Consumer Sentiment
 - c. Social Media Performance
5. NEW BUSINESS
 - a. Taipei Lantern Festival
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 - c. Sunshine Island Vibes Festival
6. ACCOUNT SUMMARY
7. ANNOUNCEMENTS
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 - b. Guam History & Chamorro Heritage Day
 - c. Next Taiwan Market Update Meeting - March 6, 2025 at 11am (subject to change)
8. ADJOURNMENT

Taipei Lantern Festival



- Date: February 2-16
- Location: Taipei Ximen District
- GVB participated in the annual event to promote destination Guam and introduce the curated lantern design to Taiwanese visitors.
- The signature Ko'ko bird mascot took part in the festival to enhance Guam's visibility and welcome over 6,000,000 visitors during the event.
- Visitors at the Guam lantern are able to receive Made-in-Guam snacks, guidebook, and a United Airlines TPE-GUM flyer.



Kaohsiung Gathering with TAs



- Date: February 21
- Event Venue: Jubilee Hall
- Travel Agents: 15-20 pax
- GVB will host a TA gathering in Kaohsiung to connect with travel agencies and strengthen industry relationships in Southern Taiwan.
- The event aims to provide updated information on Guam's entry procedures, MICE programs, and TA Sales Contest.
- GVB will organize a Lucky Draw event to feature attractive prizes.



Sunshine Island Vibes Festival



- Date: February 22-23
- Location: Kaohsiung Central Park
- GVB's 1st participation in this year's festival aims to raise awareness of destination Guam, introduce the upcoming direct flights with United Airlines, and attract citizens from southern Taiwan.
- Visitors at the Guam booth are able to receive Made in Guam snacks and guidebooks, meanwhile online consumers who like the post and tag two friends can get Guam special gifts.



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Account Summary



FY2025 Budget

as of 2/5/2025

FY2025 Taiwan Actual Spend versus Budget YTD

| G/L Code | Account Title | Budget | Paid | Pending | Remaining \$ | Remaining % |
|----------|---|---------------|---------------|---------------|---------------|-------------|
| PRE001 | Marketing Representative Fees | \$ 144,000.00 | \$ 36,000.00 | \$ 108,000.00 | \$ - | 0.00% |
| PRE005 | Sales Calls | \$ 12,000.00 | \$ 3,116.64 | \$ 3,000.00 | \$ 5,883.36 | 49.03% |
| TTC039 | Media/Travel Industry Fam Tours | \$ 23,639.00 | \$ 6,147.80 | \$ 17,491.20 | \$ - | 0.00% |
| ADV018 | Social Media/Online Campaigns & Advertising | \$ 36,000.00 | \$ 4,395.53 | \$ 9,000.00 | \$ 22,604.47 | 62.79% |
| TTC031 | Travel Fairs | \$ 34,361.00 | \$ - | \$ - | \$ 34,361.00 | 100.00% |
| SMD023 | Travel Trade Co-ops & MICE Programs | \$ 180,000.00 | \$ 67,128.98 | \$ 64,150.00 | \$ 48,721.02 | 27.07% |
| SMD019 | Sales Market Development (HQ) | \$ 70,000.00 | \$ 63,191.63 | \$ 4,988.25 | \$ 1,820.12 | 2.60% |
| | GRAND TOTAL | \$ 500,000.00 | \$ 179,980.58 | \$ 206,629.45 | \$ 113,389.97 | 22.68% |

FY2025 Additional Funding Budget

as of 2/5/2025

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 | \$ 13,003.57 | \$ 450,000.00 | \$ 36,996.43 | 7.40% |
| | GRAND TOTAL | \$ 500,000.00 | \$ 13,003.57 | \$ 450,000.00 | \$ 36,996.43 | 7.40% |

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8. ADJOURNMENT

Inaláhan Gadao Festival



INALÁHAN'S 3RD ANNUAL
MAGA'LÁHI GÁDAO
GUPOT CHAMORU

Friday, February 14, 2025, 6pm-10pm
Saturday, February 15, 2025, 12pm-10pm
at the Inaláhan Baseball Field

COME DOWN AND JOIN US FOR A CULTURAL CELEBRATION IN HONOR OF OUR CHIEF GÁDAO!
LOCAL ARTIST, FOOD VENDORS, GAMES, PRIZES, FIREWORKS, & MUCH MORE



I MINA'TRES NA
Finalágon
2K/5K GÁDAO
RUN / WALK GI IYA INALÁHAN

SATURDAY FEBRUARY 15, 2025

REGISTRATION BEGINNING JANUARY 14, 2025
\$15 PRE-REGISTRATION
\$20 DAY OF RACE

SHOWTIME: 5:00AM
GO TIME: 6:00AM

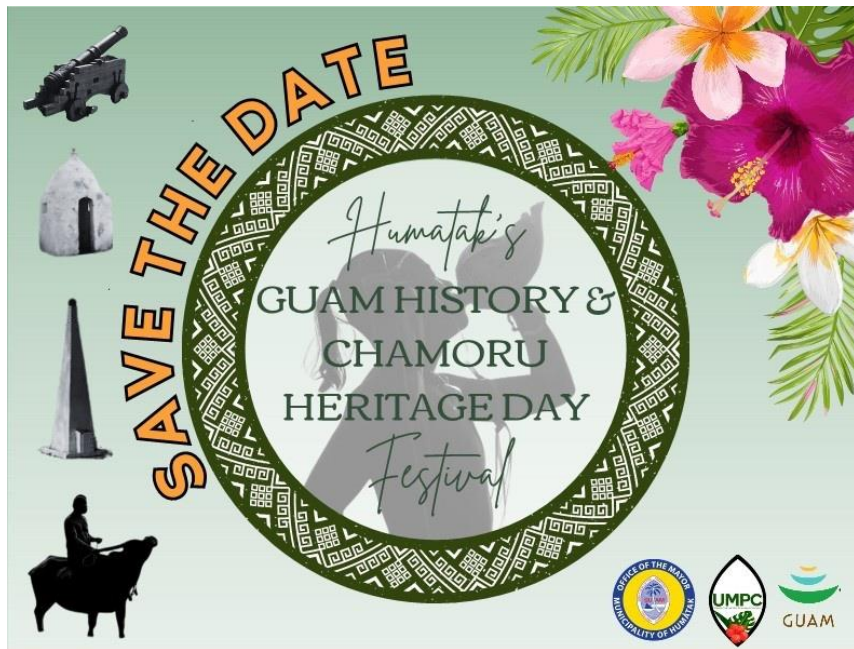
WHERE TO REGISTER: CASH ONLY AT ALL LOCATIONS
Micronesia Mall - Feb 1-2, and Feb 8-9 between 11am-4pm OR:

- > Inaláhan Mayors Office
- > Hågat Mayors Office
- > Barrigada Mayors Office
- > Piti Mayors Office
- > Dededo Mayors Office
- > Agana Heights Mayors Office
- > Mangilao Mayors Office
- > Tamuning Mayors Office

START & END AT THE INALÁHAN GADAO STATUE

LIGHT BREAKFAST WILL BE PROVIDED FOR PARTICIPANTS

SHIRTS FOR 2K TOP 50 FINISHERS
SHIRTS FOR 5K TOP 100 FINISHERS



SAVE THE DATE

Humataki's
GUAM HISTORY & CHAMORU HERITAGE DAY
Festival

OFFICE OF THE MAYOR
MUNICIPALITY OF AGAÑA

UMPC
GUAM

February 28 - March 3, 2025



Festival Schedule

- February 28, 2025: 6:00 pm - 12:00 am
- March 1, 2025: 12:00 pm - 12:00 am
- March 2, 2025: 12:00 pm - 12:00 am
- March 3, 2025: 12:00 pm - 12:00 am

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TAIWAN MARKET UPDATE

SI YU'OS MA'ÅSE'