

TAIWAN MARKETING COMMITTEE REPORT

(January 2, 2026)

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. World Indigenous Traditional Games
 - b. Consumer Sentiment
 - c. December Social Media Performance
 - d. January SNS Calendar
5. NEW BUSINESS
 - a. Taipei Lantern Festival
 - b. GVB Taiwan Marketing Rep Site Inspection Fam Tour
 - c. KOL Fam Tour
6. ACCOUNT SUMMARY
7. ANNOUNCEMENTS
 - a. Tumon Night Market - Every Sunday
 - b. 2026 Guam Events
 - c. Next Taiwan Market Update Meeting - February 5, 2026 at 11am (subject to change)

November 2025



November 1-30, 2025

Total: 70,469 (+30.4%)

% Market Mix	Origin	2019	2024	2025	% vs LY
0.9%	Taiwan	2,023	251	615	145.0%
53.0%	Korea	62,163	25,600	37,348	45.9%
32.0%	Japan	63,629	17,633	22,523	27.7%
6.7%	US/Hawaii	5,874	5,751	4,696	-18.3%
2.3%	Philippines	2,754	1,372	1,596	16.3%
0.4%	China	598	248	277	11.7%
0.1%	Hong Kong	261	52	50	-3.8%

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

Note: November 2025 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2025



January – November 30, 2025

Total: 686,129 (+2.3%)

% Market Mix	Origin	2019	2024	2025	% vs LY
1.1%	Taiwan	26,212	2,804	7,874	180.8%
48.0%	Korea	681,559	343,071	329,090	-4.1%
32.7%	Japan	616,848	184,923	224,153	21.2%
10.3%	US/Hawaii	82,903	78,243	70,866	-9.4%
2.0%	Philippines	19,068	12,284	13,489	9.8%
0.6%	China	10,910	4,604	4,400	-4.4%
0.1%	Hong Kong	4,906	645	661	2.5%

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

Note: November 2025 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2026



October 2025 – November 30, 2025

Total: 132,261 (+23.5%)

% Market Mix	Origin	2019	2025	2026	% vs LY
1.0%	Taiwan	4,013	412	1,289	212.9%
52.8%	Korea	123,146	53,497	69,886	30.6%
31.0%	Japan	106,642	32,014	41,001	28.1%
7.3%	US/Hawaii	13,136	11,511	9,600	-16.6%
2.3%	Philippines	4,694	2,697	2,981	10.5%
0.5%	China	1,923	700	652	-6.9%
0.1%	Hong Kong	762	107	118	10.3%

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

Note: November 2025 Daily Arrivals reflect Civilian Air arrivals only

TAIWAN



- LOAD FACTOR

MONTH	LOAD FACTOR %
APRIL	73%
MAY	73%
JUNE	83%
JULY	86%
AUGUST	74%
SEPTEMBER	55%
OCTOBER	68%
NOVEMBER	73%

- 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	498	28
OCTOBER	1,021	279	670	30
NOVEMBER	973	345	588	40

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

Airline Updates- United Airlines



Airlines

GVBT Contact

Updates

- United Airlines expects its first *Boeing 737 MAX 8* to arrive in Guam in *February 2026*, gradually replacing its existing Boeing 737-800 fleet based there with the new Boeing 737 MAX 8.



General Manager
Brenda Tang

- Up to 166 seats, including up to 16 business class seats
- USB charging ports
- Personalized screens
- Wireless Bluetooth connectivity
- Paid Wi-Fi
- Larger cargo space
- More legroom



Flight Ticket Promotion

Taipei – Guam
Ticket price from *NTD 13,000*
(Approx. USD 440)

Ticketing period: 2025/10/01 ~ 2026/03/31
Travel period: 2025/10/01 ~ 2026/06/30



UA x Donki Promotion

Donki 10% Coupon
Spend more than USD 80 at DONKI GUAM with barcode get a 10% discount.

Promotion period: 2025/06/29 ~ 2026/01/31
*Tobacco and alcohol products are excluded.

Airline Updates- Starlux







Starlux Airlines Resumes Taipei–Manila Route

- Starlux Airlines has officially resumed daily direct flights between Taipei Taoyuan and Manila after nearly two years of suspension.
- Key drivers:
 - Strong Taiwan–Philippines economic & tourism ties
 - 14-day mutual visa-free entry
 - Growing transit traffic between the U.S. and the Philippines
- Total Taiwan–Philippines flights: 23 per week



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 Sold Out 2/19: 52 seats sold, 124 seats remaining
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: 83 seats sold, 5 seats remaining 2/18: 60 seats sold, 28 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: 87 seats sold, 1 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 (<i>Regular Charter Flight</i>) <ul style="list-style-type: none"> 2/14 approx. 40 seats sold, 35 seats remaining. 2/18 approx. 30 seats sold, 45 seats remaining.



[Taiwan Outbound Traveler Numbers Grow; Japan Still Top Destination.](#)

From January to August 2025, outbound trips from Taiwan reached 12.61 million, up 10.7% year-on-year.

Ref: <https://www.cna.com.tw/news/ahel/202511160134.aspx>

[Metro Security Incident & Response Measures:](#)

Enhanced security measures were announced following an incident on the Taipei Metro. In preparation for the Lunar New Year travel peak, Taipei Metro will conduct a large-scale joint security and emergency response drill to strengthen system-wide preparedness and resilience.

Ref: <https://focustaiwan.tw/society/202512260013>

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TVA 69th Annual TVA Conference



Date: December 18, 2025

Location: The Grand Hotel, 12F

- GVBT attended the 69th Annual TVA (Taiwan Visitor Association) Conference, reinforcing engagement with Taiwan's tourism policy and industry network.
- Attended by the Minister of Transportation and Communications, the Director-General of the Tourism Administration, ambassadors stationed in Taiwan, and approximately 500 representatives from government, industry, and academia.
- Discussions emphasized talent development as a key pillar of sustainable tourism, alongside the need to enhance the quality and value of tourism products and services.



Award Ceremony for New Tourism Talents, (Tourism Development Papers, and Video)



TVA Deputy Secretary photo with GVBT



Visit USA (VUSA) 2025 Annual Party



Date: December 23, 2025

Location: Rén Bistronomy

- GVBT attended the Visit USA Annual Party, which brought together representatives from AIT, U.S. state tourism offices, United Airlines, Delta Air Lines, and major travel agencies.
- VUSA reviewed its 2025 activities and outlined key initiatives for 2026, including planned participation in IPW, TTE, and ITF.
- Members were also reminded to complete their annual membership renewal, ensuring continued collaboration within the U.S. destination marketing network.



VUSA Executive Members photo with AIT



Prize drawing and to present a Latte Stone wood carving by GVBT

World Indigenous Traditional Games



Date: December, 10 – 12, 2025

Location: Pingtung County (Lai Yi Senior High School)

- The Council of Indigenous People (CIP) hosted the 1st World Indigenous Traditional Games in Pingtung, Taiwan, bringing together participants from 10 countries/regions and 16 indigenous Taiwanese teams.
- The games highlighted Taiwan's role as an Austronesian cultural hub.
- The next edition will be held in 2027 in the Republic of Palau.

Guam athletes achieved two medals:



Silver

Traditional Running (Women's Individual)

“ Pulmones Paz ”



Bronze

Traditional Dance (Group Mixed)

“ Guam Team ”



Guam athletes delegation with GVBT on the opening day.

World Indigenous Traditional Games



Guam athletes delegation at the Opening Ceremony



Traditional Music & Dance (Group Mixed) – Guam Team (Bronze Medal)



Traditional Tug of War – Guam Team



Traditional Running (Women's Individual) – Pulmones Paz (Silver Medal)

OTA Promotional (EzTravel)



The EzTravel OTA promotional campaign, featuring hotel discount codes, was conducted from November 10 to December 10, 2025, with a total of 48 redemption slots available. Based on the final performance data, the campaign demonstrated solid consumer engagement and effective conversion.

- **Redemptions claimed: 21,741**

This figure represents the number of users who successfully obtained or clicked to receive the discount code, indicating strong visibility and high interest in the promotion.

- **Total available redemptions: 48**
- **Successful usage (purchased): 31**
- **Overall usage rate: 65%**

OTA Promotion Webpages Version

OTA Promotional Banner

OTA Promotion App Version

OTA Promotional Banner

OTA Promotional (EzTravel)



- In addition to EzTravel's owned platform, the promotion was simultaneously exposed across multiple online channels, including EzTravel EDM, social media platforms (Facebook and Instagram), and Google advertising, to maximize reach and enhance overall campaign visibility.



EzTravel EDM



Google advertising



Facebook



Instagram

Consumer Sentiment



Comments from Facebook

Visit Guam 關島觀光局
12月5日下午12:03 · 公

3小時的距離，卻是世界級的海島之旅。
投入一片藍得不真實的太平洋。
是「跳進海裡就能看到海龜」的那種藍。
是「海豚會在船邊跳舞」的那種藍。
是「海風一吹就把城市的塵力全部沖掉」的那種藍。
關島的藍，不只有一種。
如果你在找一個說走就走、又能把所有煩惱沖掉的地方——
那片藍，正在關島等你。
What a Guamderful Day!
留言告訴我們
你最想先體驗哪一種「關島藍」？
#玩美關島 #關島 #Guam #IslandVibes #水上活動 #跳島行程 #旅遊 #關島藍

Hsuan-Shao Chang
希望華航重新復飛
1週 讚 回覆 隱藏

謝玉聰
希望有機會能夠再訪一次 😊 ...
1週 讚 回覆 隱藏

741
2則留言 5次分享

- Hope China Airlines resumes direct flights.
- Hope to have the opportunity to visit again.



Message from Instagram

2025年12月8日 下午12:41

關島真的很美！
來過兩次
天氣都很好

Guam is truly beautiful!
I've been there twice,
and the weather was great both times.

Social Media Performance

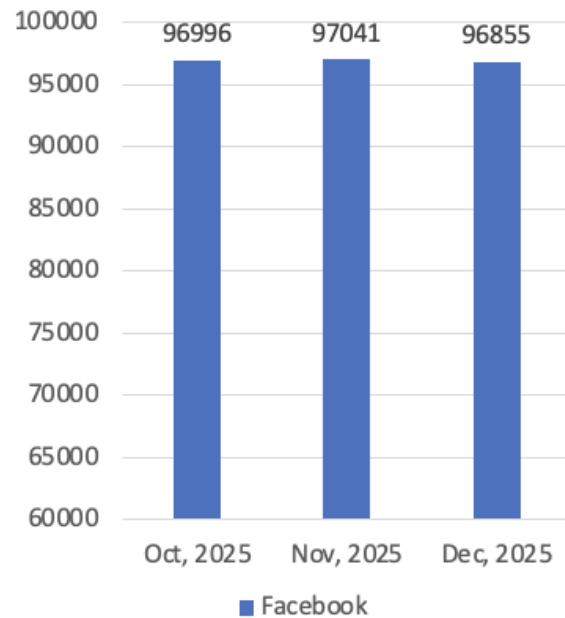


December 2025



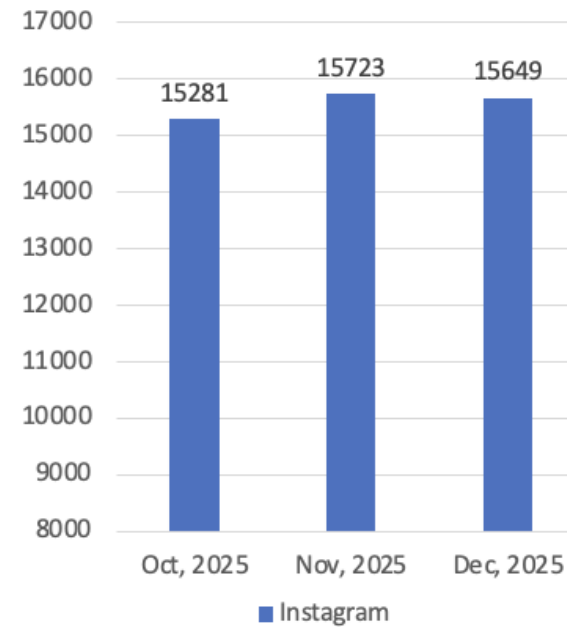
facebook

of Followers



Instagram

of Followers



Percentage Growth: Facebook -1.9% Instagram -0.4%

January SNS Calendar



date				01-01-2026	01-02-2026	01-03-2026	01-04-2026
topic				New Year Greeting E-Card			
platform				FB, IG			
date	01-05-2026	01-06-2026	01-07-2026	01-08-2026	01-09-2026	01-10-2026	01-11-2026
topic			Guam Direct Flight(Lucky Draw)	Guam Direct Flight	Themed Travel in Guam (Water & Adventure Activities)		
platform			FB, IG	FB, IG	FB, IG		
date	01-12-2026	01-13-2026	01-14-2026	01-15-2026	01-16-2026	01-17-2026	01-18-2026
topic	Themed Travel in Guam (Water & Adventure Activities)	CNY flight Promotions	2026 Guam International Dance Festival		Themed Travel in Guam (Guam Culture & History)		
platform	FB, IG	FB, IG	FB, IG		FB, IG		
date	01-19-2026	01-20-2026	01-21-2026	01-22-2026	01-23-2026	01-24-2026	01-25-2026
topic	Themed Travel in Guam (Guam Culture & History)		Guam Attractions Highlight (Valley of the Latte)		Themed Travel in Guam (Nature, Hidden Spots)		
platform	FB, IG		FB, IG		FB, IG		
date	01-26-2026	01-27-2026	01-28-2026	01-29-2026	01-30-2026	01-31-2026	
topic	Themed Travel in Guam (Nature, Hidden Spots)		Hotel Feature in Guam				
platform	FB, IG		FB, IG				

- Post
- Reels
- Stories

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Taipei Lantern Festival Preparation



- Event Date: Feb 26 – Mar 15, 2026
- Location of Guam Lantern: Taipei Expo Park
 - The festival will be held at two locations: Ximen (corporate exhibits) and Taipei Expo Park (city exhibits).
- Name of Lantern:
 - "Guam, the CHamoru Spirit Lantern"
- The design concept and key message:
 - Evokes CHamoru cultural pride and heritage. The lantern is honoring the ancient foundations, while illuminating the CHamoru way of life.
 - The design focuses on a unified blend of nature and cultural symbols that represent Guam's unique identity.



2026						
FEB						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
MAR						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Legend: workday dayoff Exhibition

Taipei Lantern Festival Preparation



GVB Taiwan Marketing Rep Site Inspection Fam Tour



- **Date:** January 10 – 17, 2026
- **Location:** Guam, USA
- The new GVB Taiwan Office is conducting a Marketing Rep Fam Tour in Guam to provide overseas representatives with firsthand knowledge of the island's offerings.
- The essential visit will include hotel site inspections, local activities, and engagement with tourism partners to better equip them for promoting Guam within the Taiwan Market.



KOL Fam Tour



- **Date:** January 28 – February 4, 2026
- **Location:** Guam, USA
- GVB will host a Key Opinion Leader (KOL) Familiarization (FAM) Tour with travel content creator [Xuan Lin](#) will be conducted for Guam's 2026 Taiwan digital marketing.
- This first phase aims to strengthen Guam's digital presence and will be used to observe content performance and audience engagement across social platforms including Instagram Reels and YouTube long-form content.
- Insights gained will help evaluate the effectiveness of the KOL's storytelling and inform future content collaborations.



林宣 Xuan Lin

@XuanLin · 33.6萬位訂閱者 · 503 部影片

我是林宣，我寫字、我旅行、我拍片，記下每一步旅途中最真實的故事。...顯示更多

[instagram.com/xuanlin_travel](https://www.instagram.com/xuanlin_travel) 和另外 2 個連結

訂閱

加入

前往社群



一個人去西班牙小城市學西文！經歷一年迷惘期，為什麼又回來歐洲？ | ...
43k views · 4 months ago



【40分鐘獨處音樂】西班牙旅居生活 陪我工作（中間無廣告） | Work From...
5.5k views · 5 months ago



騎馬朝聖全世界最神聖「虎穴寺」！不丹 2000年後才有網路？一夫多妻！...
84k views · 5 months ago



喜馬拉雅山神秘小國-不丹 真的是「世界最幸福國家」嗎？膜拜陽具、...
767k views · 6 months ago



吃爆歐洲美食天堂！終於來到葡萄牙啦！里斯本+波多 葡式蛋塔實測、海...
55k views · 6 months ago



2025出國必帶TOP 20！我旅行10年都帶這些好物+行李打包技巧全公開！...
185k views · 6 months ago

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ACCOUNT SUMMARY (FY2026)



as of 12/31/25

FY2026 Taiwan Actual Spend versus Budget YTD

G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 150,000.00	\$ 12,500.00	\$ 62,500.00	\$ 75,000.00	50.00%
PRE005	Sales Calls	\$ 12,000.00	\$ 677.36	\$ 5,000.00	\$ 6,322.64	52.69%
TTC039	Media/Travel Industry Fam Tours	\$ 58,000.00	\$ -	\$ 50,000.00	\$ 8,000.00	13.79%
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	\$ -	\$114,400.00	\$ 22,000.00	16.13%
SMD019	Sales Market Development (HQ)	\$ 50,000.00	\$ 7,648.59	\$ 10,420.00	\$ 31,931.41	63.86%
	GRAND TOTAL	\$ 500,000.00	\$ 20,825.95	\$322,420.00	\$ 156,754.05	31.35%

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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.



Marianas Open Events



GUAM
— GUAM —
COPA DE MARIANAS
BRAZILIAN JIU-JITSU CHAMPIONSHIP
GI & NO-GI

ROAD TO THE MARIANAS PRO

SATURDAY | UNIVERSITY OF GUAM CALVO
JAN. 31 | **FIELDHOUSE**

REGISTER AT
MARIANASOPEN.COM

The logo for the Guam Visitors Bureau, featuring a stylized white wave.

▲ MARCH 14, 2026
▲ AICHI BUDOKAN SPORTS COMPLEX

— GUAM —
MARIANAS
PRO
NAGOYA
BRAZILIAN JIU-JITSU CHAMPIONSHIP
GI & NO-GI

REGISTER AT
MARIANASOPEN.COM

ROAD TO THE OPEN

ASUFE ★★★★★






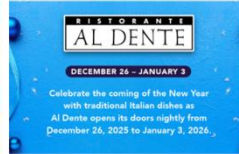






The logo for the Guam Visitors Bureau, featuring a stylized white wave.

Guam Events



Events Submitted by GVB Members

VIEW BY [Grid](#) [List](#) [Map](#) SORT BY [Date](#) | [Name](#) | [Distance](#) 1-12of31

 <p>DUSIT BEACH RESORT GUAM – FESTIVE CELEBRATIONS Dusit Beach Resort (Beach) December 19, 2025 - December 31, 2025 Add to Trip</p>	 <p>DUSIT THANI GUAM RESORT – FESTIVE CELEBRATIONS Dusit Thani Guam Resort December 1, 2025 - January 3, 2026 Add to Trip</p>	 <p>HOLIDAY GINGERBREAD HOUSE & COOKIE FOR WISHES (MAKE-A-WISH FUNDRAISER) Hyatt Regency Guam December 3, 2025 - December 31, 2025 Add to Trip</p>	 <p>FANTASTICAL FIXATIONS: A GROUP EXHIBITION AT THE GUAM MUSEUM Guam Museum Café Gallery November 15, 2025 - December 30, 2025 Add to Trip</p>	 <p>PIRATES OF THE PACIFIC Pacific Island Club Guam Recurring weekly on Sunday, Monday, Tuesday, Thursday, Friday, Saturday Add to Trip</p>	 <p>AL DENTE RISTORANTE: SPECIAL HOLIDAY SEASON OPENING Al Dente Ristorante December 26, 2025 - January 3, 2026 Add to Trip</p>
 <p>CHAMORRO VILLAGE: RESUMPTION OF WEEKDAY MERCHANT HOURS The Chamorro Village Recurring every week day Add to Trip</p>	 <p>SAVOR THE SEASON: SMALL STEPS TOWARD BIG CHANGE UOG Agriculture Bldg., Room 127 Recurring weekly on Tuesday until January 6, 2026 Add to Trip</p>	 <p>HAPPY NEW YEAR 2026 CELEBRATION Hagåtña Bay & Tumon Bay December 31, 2025 Add to Trip</p>	 <p>NEW YEAR'S EVE FIREWORKS December 31, 2025 Add to Trip</p>	 <p>NEW YEARS EVE: COMEDY TO COUNTDOWN Sandcastle & Club Zoh December 31, 2025 Add to Trip</p>	 <p>HYATT REGENCY GUAM: NEW YEAR'S EVE CELEBRATION Hyatt Regency Guam December 31, 2025 Add to Trip</p>

2026 GVB Signature Events

- **Guam Ko'ko' Road Race Weekend**
 - Kids Fun Run: Saturday, April 11, 2026
 - Half Marathon and 5k Ekiden Relay: April 12, 2026
- **44th Harumatsuri (Guam Japan Festival)**
 - Saturday, April 11, 2026
- **Guam Micronesia Island Fair (GMIF)**
 - June 6 & 7, 2026 (Tentative)
- **Guam International Dance Festival (GIDF)**
 - December 4 - 6, 2026

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

SI YU'OS MA'ÅSE'

