



TAIWAN MARKET UPDATE

JULY 2024

1. **CALL TO ORDER**
2. **REPORT OF MANAGEMENT**
3. **MARKET UPDATES**
 - a. Taiwan Visitor Arrivals - Review & Forecast
 - b. Airline & Market Intelligence
4. **OLD BUSINESS**
 - a. GTO Activities
 - i. PR/ AD Update
 - ii. GMIF Fam Tour
 - iii. FOOD TAIPEI 2024
 - b. Consumer Sentiment
 - c. Social Media Performance
5. **NEW BUSINESS**
 - a. 80th Guam Liberation Fam Tour - NDHUCIS Indigenous Performance Troupe
6. **ACCOUNT SUMMARY**
7. **ANNOUNCEMENTS**
 - a. Next Taiwan Market Update Meeting - August 1, 2024 at 11am (subject to change)
 - b. 80th Guam Liberation Events
8. **ADJOURNMENT**

1. **CALL TO ORDER**
2. **REPORT OF MANAGEMENT**
3. **MARKET UPDATES**
 - a. Taiwan Visitor Arrivals - Review & Forecast
 - b. Airline & Market Intelligence
4. **OLD BUSINESS**
 - a. GTO Activities
 - i. PR/ AD Update
 - ii. GMIF Fam Tour
 - iii. FOOD TAIPEI 2024
 - b. Consumer Sentiment
 - c. Social Media Performance
5. **NEW BUSINESS**
 - a. 80th Guam Liberation Fam Tour - NDHUCIS Indigenous Performance Troupe
6. **ACCOUNT SUMMARY**
7. **ANNOUNCEMENTS**
 - a. Next Taiwan Market Update Meeting - August 1, 2024 at 11am (subject to change)
 - b. 80th Guam Liberation Events
8. **ADJOURNMENT**

1. **CALL TO ORDER**
2. **REPORT OF MANAGEMENT**
3. **MARKET UPDATES**
 - a. Taiwan Visitor Arrivals - Review & Forecast
 - b. Airline & Market Intelligence
4. **OLD BUSINESS**
 - a. GTO Activities
 - i. PR/ AD Update
 - ii. GMIF Fam Tour
 - iii. FOOD TAIPEI 2024
 - b. Consumer Sentiment
 - c. Social Media Performance
5. **NEW BUSINESS**
 - a. 80th Guam Liberation Fam Tour - NDHUCIS Indigenous Performance Troupe
6. **ACCOUNT SUMMARY**
7. **ANNOUNCEMENTS**
 - a. Next Taiwan Market Update Meeting - August 1, 2024 at 11am (subject to change)
 - b. 80th Guam Liberation Events
8. **ADJOURNMENT**

May 2024



May 1-31, 2024

Total: 51,284 (+18.2%)

% Market Mix	Origin	2019	2023	2024	% to LY
0.3%	Taiwan	2,448	539	133	-75.3%
55.3%	Korea	58,247	29,005	28,338	-2.3%
23.5%	Japan	41,598	6,171	12,034	95.0%
12.1%	US/Hawaii	6,973	4,582	6,218	35.7%
1.9%	Philippines	2,228	792	988	24.7%
0.6%	China	584	114	305	167.5%
0.1%	Hong Kong	555	25	52	108.0%

Calendar Year to Date 2024



January - May 31, 2024

Total: 333,504 (+20.3%)

% Market Mix	Origin	2019	2023	2024	% to LY
0.4%	Taiwan	11,681	2,758	1,478	-46.4%
53.5%	Korea	295,219	177,963	178,589	0.4%
25.6%	Japan	279,092	36,090	85,506	136.9%
11.1%	US/Hawaii	39,955	35,136	36,992	5.3%
1.6%	Philippines	8,584	5,799	5,317	-8.3%
0.6%	China	5,929	682	2,146	214.7%
0.1%	Hong Kong	2,763	312	267	-14.4%

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

Note: May 2024 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2024



October 2023 - May 31, 2024

Total: 522,186 (+26.7%)

% Market Mix	Origin	2019	2023	2024	% to LY
0.4%	Taiwan	17,969	3,050	1,999	-34.5%
53.9%	Korea	477,286	267,750	281,709	5.2%
26.1%	Japan	439,875	47,750	136,079	185.0%
10.9%	US/Hawaii	62,553	54,275	57,014	5.0%
1.7%	Philippines	14,987	9,402	8,965	-4.6%
0.6%	China	9,271	879	3,074	249.7%
0.1%	Hong Kong	4,791	441	506	14.7%

Market Intelligence: Airline Updates



Current Route in Operation: (July 2024)

China Airlines **CHINA AIRLINES**

- See next page for July 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 - Daily
- Penang - Daily
- Bangkok - Daily
- Osaka - Daily
- Tokyo - Daily
- Kuala Lumpur - Daily
- Ho Chi Minh City - Daily
- Manila - Monday, Wednesday, Thursday, Friday, Saturday
- Singapore - Daily

Market Intelligence: Airline News



CI July Operation Schedule :



<i>Location</i>					
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	Daily
		Chiang Mai	5 flights/week	Phnom Penh	5 flights/week
		Palau	3 flights/week	Yangon	3 flights/week
				Brunei	3 flight/week

Market Intelligence: Airline News




CI July Operation Schedule :



Location							
Europe	Operation Schedule	Oceania	Operation Schedule	Northeast Asia	Operation Schedule	Northeast Asia	Operation Schedule
Amsterdam	5 flights/week	Sydney	6 flights/week	Nagoya	Daily	Busan	Daily
Frankfurt	Daily	Melbourne	4 flights/week	Fukuoka	Daily	Okinawa	Daily
London (Heathrow)	5 flights/week	Brisbane	5 flights/week	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	6/28 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none">China Airlines hopes for joint collaboration with GVB (i.e. reductions and exemptions for flight landing fees). Further specifics will continue to be discussed with China Airlines.
 EVA AIR 長榮航空	6/28 Gary Wang, Executive Vice President	<ul style="list-style-type: none">Due to the current shortage of capacity and the cabin crew, EVA Air continues to evaluate direct air service with the Guam route.EVA Air will inform GVB if there are plans for a Guam flight in the future.
 STARLUX 星宇航空	6/28 Patience Hsu, Manager	<ul style="list-style-type: none">Spunk Tour and Phoenix Tours have confirmed Chinese New Year charter flights in January 2025, in collaboration with Starlux.The travel agencies will begin selling the packages once flight times are confirmed between September to October.
 Philippine Airlines	6/28 Jason Chen, Area Manager - Taiwan	<ul style="list-style-type: none">Philippine Airlines proposed airfares for TPE-MNL-GUM summer flights in 2024, with economy class starting at USD \$300 and business class starting at USD \$1,000.The airline plans to adjust the route's winter schedule, changing flights from every Monday, Tuesday, and Saturday to Tuesday, Thursday, and Saturday.
 royalair philippines	6/28 Steven Shih, General Manager	<ul style="list-style-type: none">Royal Air Philippines is engaging with travel agencies to facilitate charter flights to Guam.

1. CALL TO ORDER

2. REPORT OF MANAGEMENT

3. MARKET UPDATES

- a. Taiwan Visitor Arrivals - Review & Forecast
- b. Airline & Market Intelligence

4. OLD BUSINESS

- a. GTO Activities
 - i. PR/ AD Update
 - ii. GMIF Fam Tour
 - iii. FOOD TAIPEI 2024
- b. Consumer Sentiment
- c. Social Media Performance

5. NEW BUSINESS

- a. 80th Guam Liberation Fam Tour - NDHUCIS Indigenous Performance Troupe

6. ACCOUNT SUMMARY

7. ANNOUNCEMENTS

- a. Next Taiwan Market Update Meeting - August 1, 2024 at 11am (subject to change)
- b. 80th Guam Liberation Events

8. ADJOURNMENT

Taipei Tourism Exposition (TTE) Opening Ceremony & Luncheon

- Date: May 31
- GVB was invited to attend the TTE Opening Ceremony alongside Taiwan government officials, key agents, and representatives from foreign destinations.
- President of Taiwan, Mr. Ching-Te Lai, and Deputy Mayor of Taipei City, Yi-Hua Lin, both attended the ceremony to show the government's support for the tourism industry.
- GVB networked with key agents, government officials, and airlines to maintain good relationships.



GTO Director Felix and the representatives of the Tourism Office in Taiwan, including Thailand and Malaysia.



Mr. Ching-Te Lai, President of Taiwan

2024 Taipei Tourism Exposition

- Date: May 31 – June 3
- GVB participated in the the 4-day exposition, GVB garnered over 700 followers and received more than 1,000 likes on the TTE lucky draw posts across social media platforms.
- Visitors displayed great interest in Guam's tourism, prompting numerous inquiries for information on attractions, layover airports, and hotels. Guam guidebooks were distributed to individuals expressing interest in traveling to Guam or actively planning their next trip.
- The Ko'ko' bird mascot greeted event goers and introduced Guam's culture to Taiwanese consumers.



The hostess with Kika the Ko'ko' bird



GMIF Fam Tour



- **Date: May 30 - June 4**
- GVB invited Key Opinion Leader (KOL) Nikki to attend the 2024 Guam Micronesia Island Fair (GMIF) to promote the event and destination Guam to a broader Taiwanese audience.
- The GVB signature event introduced Nikki to not only Chamoru culture, but the cultures & heritage all across Micronesia.
- During her visit, Nikki experienced a variety of Guam product offerings, unique attractions, food, and fun & traditional activities such as coconut candy making and traditional sling stone throwing.



GMIF Fam Tour



- SNS Exposure:
 - Nikki: 5 posts, 54 stories and 2 threads



GMIF Fam Tour



Guam & CNMI Delegation's Meeting with ASOA

- Date: June 4
- The Ministry of Foreign Affairs (MoFA) invited delegates from Guam and the CNMI to Taiwan to enhance administrative cooperation. The delegation learned about Taiwan's governmental policies in tourism, business trade, economics, as well as Taiwan's cooperation with the U.S.
- The Guam delegation hopes for more exchange programs with Taiwan, especially in education. CNMI mentioned that they are seeking more mutual interests among Taiwan and Guam. CNMI will send another delegation group to Taiwan this August to attend the 110th Annual Conference in Kaohsiung.
- The delegation expressed that partnership with Taiwan is essential to create a healthy environment for Guam and CNMI.



Delegates from Guam include Tina Rose Muña Barnes, Vice Speaker of Guam Legislature, Telo T. Taitague, Minority Whip of Guam Legislature, Joanne M. Brown, Senator of Guam Legislature, and Alan Cepeda, Committee Director, Office of Vice Speaker Tina Rose Muña Barnes of Guam Legislature.

Lunch Gathering with Travel Agencies

- Date: June 6
- GVB held a lunch gathering with key travel agents in Taiwan and introduced an updated product presentation on Guam's offerings and information.
- The agencies expressed their desire for GVB's support in having the early check-in discounts for red-eye flights with local hotel properties on Guam.
- GVB will follow up with the agents to learn about their plans in the coming months regarding Guam package promotion.



DAC 2024 Q2 Gathering

- Date: June 17
- Discover America Committee in Taiwan (DAC) President Brenda Tang shared that according to National Travel and Tourism Office (NTTO), visitor arrival numbers from Taiwan to the USA in 2023 have recovered to 80% of those in 2019. It is estimated to recover to 98% in 2024.
- The newly launched ESTA app, which was developed by CBP, was introduced to help avoid traps from some private websites that mislead visitors into applying for ESTA through their site and paying excessive service fees.
- VAGO, a company that designs baggage compression devices, shared information about their product and has cooperated with China Airlines to advertise to travelers, and expressed the opportunity to cooperate with Guam.



GTO Director Felix discussing with a DAC member about the ESTA app.



The introduction of VAGO baggage compression devices.

FOOD TAIPEI 2024



- Date: June 26 - 29
- GVB participated in one of the most prestigious international food shows in Asia called FOOD TAIPEI and showcased Made in Guam products under the U.S. Pavilion.
- Guam's tropical-themed booth captivated visitors and enticed them to try the following food samples:
 - American Factory Guam - Chocolate Covered Macadamia Nuts
 - Su'Prim Guam - Denanche products (Pika Mango, Kumason Ghostville hot sauce, Kumason hot sauce, Kumason hot pepper mash)
 - Suncare Distributors - Toasted Black Sesame Biscuits
 - Everything Guam - Latte Stone cookies (coconut, mango, pineapple, chocolate chips)
- GVB distributed flyers to introduce the Made in Guam products and offered giveaways to encourage professionals and visitors to send inquiry letters and complete surveys.
- Made in Guam display products:



Latte Stone cookies (coconut, mango, pineapple, chocolate chips), hot sauce, sesame biscuits, and Guam chocolates for tasting at the booth.



FOOD TAIPEI 2024



- **Date: June 26 - 29**
- Interested businesses provided their contact information to share with Guam vendors for further B2B exchanges. Surveys were also gathered from professionals and consumers about Guam products performing in the Taiwan market.
- The chocolate covered sesame biscuits were one of the more popular items, as they were easy to grab & eat and had a nice cookie taste inside.
- Many tasters mentioned that Guam's hot sauce "Denanche" had a unique flavor, especially the mango-flavored hot sauce which left a strong impression.
- Taiwanese consumers enjoyed the chocolate covered macadamia nuts as they were not too sweet for the Taiwanese taste palette.
- Since there are not many coconut flavored snacks in Taiwan, consumers were delighted with the coconut flavored Latte Stone cookies.
- Graham Liao, the Chairman of Zhanlu Coffee is interested in the Guam chocolates and sent out an inquiry email for a trial order to American Chocolate Factory onsite.



A special thank you to the local businesses who participated in FOOD TAIPEI and provided In-Kind support:



*American Chocolate
Factory*



Consumer Sentiment



Facebook (Food Taipei)



-  歌華華
王敏敏 Yushuang Wang 我最喜歡關島辣醬，去關島必買 🍷❤️🍷
10小時 讚 回覆 發送訊息 隱藏
-  Vivi Yen
Shou Hsin Laurent Morel 最喜歡關島夏威夷豆巧克力
13小時 讚 回覆 發送訊息 隱藏
-  Yushen Her
Pearl Chen 汪蓓嘉 最喜歡關島巧克力餅乾 🍪
10小時 讚 回覆 發送訊息 隱藏

Guam hot sauce is my favorite. I buy it every time I go to Guam

I love Guam chocolate with macadamia nuts it's my favorite

My favorite Guam product is chocolate cookies

Facebook (The Westin Resort Guam)

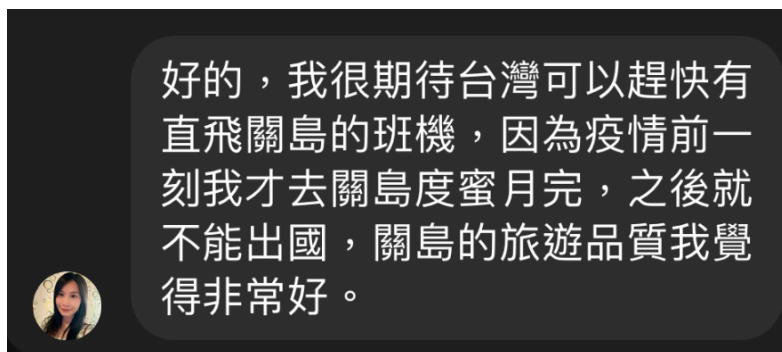


廖美蘭



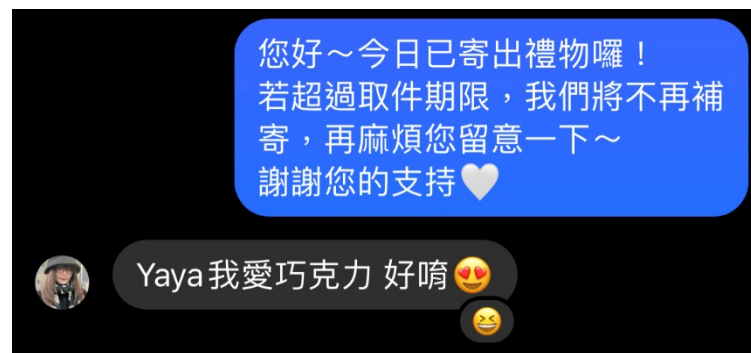
21小時 讚 回覆 發送訊息 隱藏

Messenger



Guam offers an exceptional tourism experience. I had an amazing honeymoon there, and the beauty and hospitality were unforgettable. I can't wait to return for another visit!

Messenger

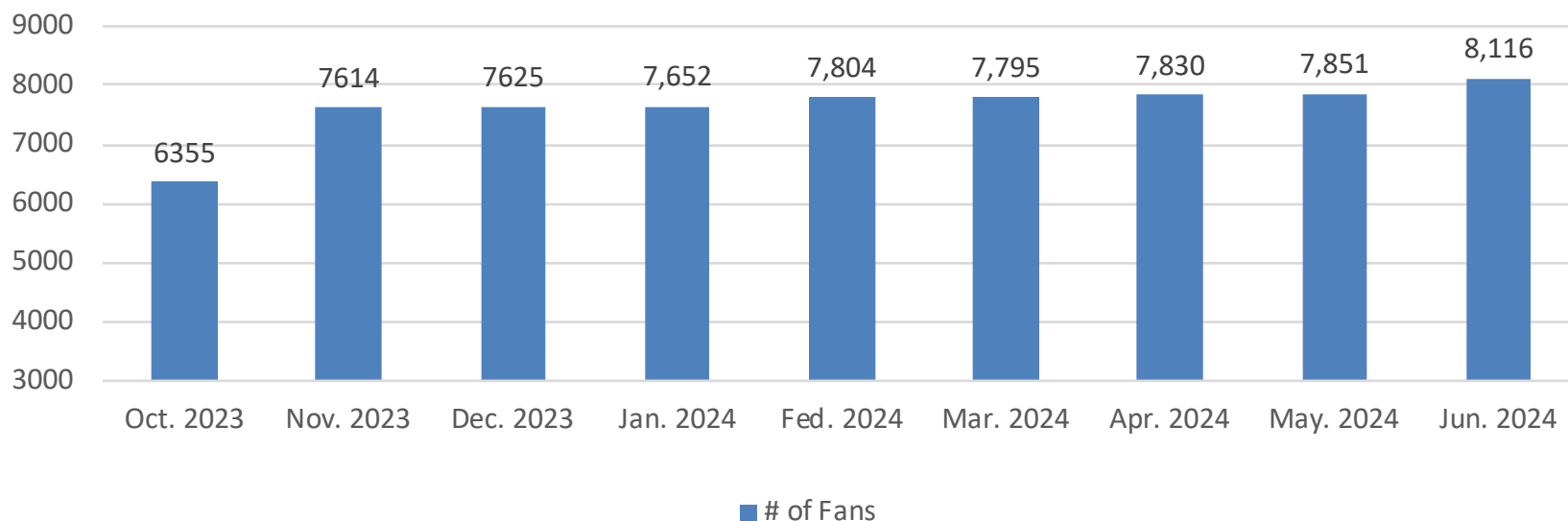


I love Guam chocolate! I'm so excited to receive the gift and enjoy it again!

Social Media Performance FY2024



of Fans



Monthly percentage growth (June): +3.4%

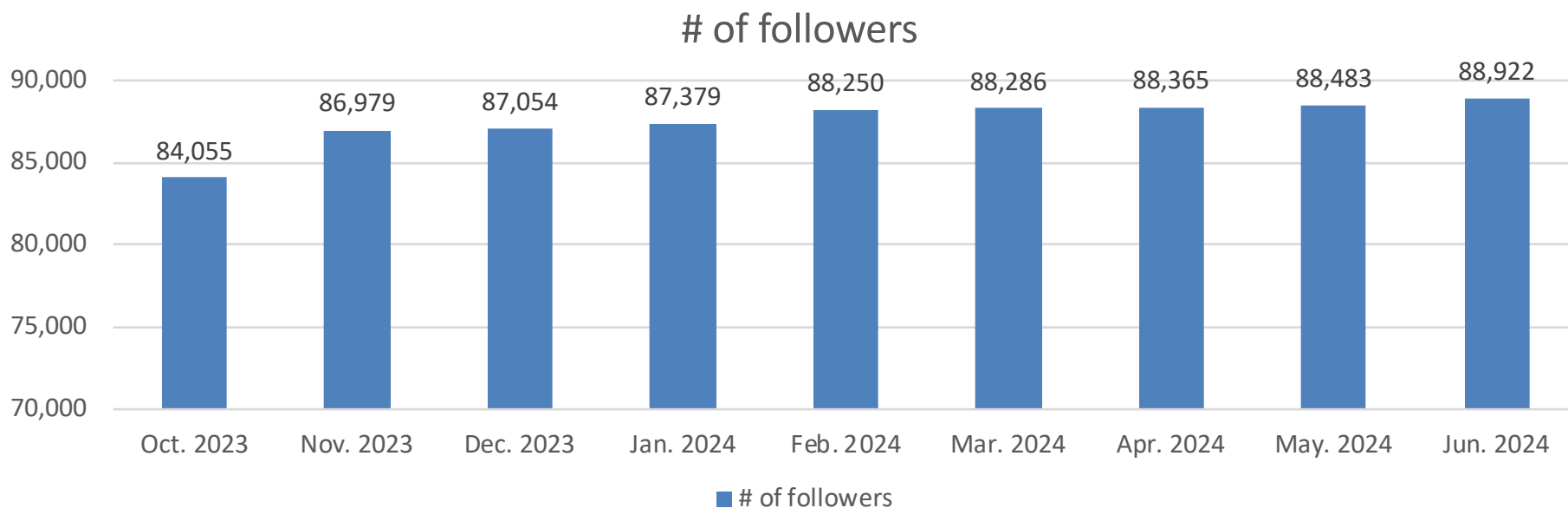
Social Media Performance



Social Media Performance FY2024



Total Page Followers



Monthly percentage growth (June): +0.5%

July SNS Calendar



Social Media July Content Calendar

Scenery
Lucky Draw
GVB Events
Other Promotion

	01-07-2024	02-07-2024	03-07-2024	04-07-2024	05-07-2024	06-07-2024	
Week 1	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Hafa Adai Campaign Promotion	Stand-Up Paddleboarding	Independence Day Lucky Draw Promotion	Independence Day Lucky Draw Promotion	Independence Day Lucky Draw Promotion	Hafa Adai Campaign Promotion
						Guam Scenery	
Week 2	07-07-2024 SUNDAY	08-07-2024 MONDAY	09-07-2024 TUESDAY	10-07-2024 WEDNESDAY	11-07-2024 THURSDAY	12-07-2024 FRIDAY	13-07-2024 SATURDAY
		Independence Day Lucky Draw Winner Announce	Hafa Adai Campaign Promotion	Guam Seawalker Tours		Hafa Adai Campaign Promotion	Guam Scenery
		Guam Scenery					
Week 3	14-07-2024 SUNDAY	15-07-2024 MONDAY	16-07-2024 TUESDAY	17-07-2024 WEDNESDAY	18-07-2024 THURSDAY	19-07-2024 FRIDAY	20-07-2024 SATURDAY
	Restaurant - Crowne Afternoon tea	Guam Scenery		Hafa Adai Campaign Promotion		Guam 80th Liberation Day Lucky Draw Promotion	Guam 80th Liberation Day Lucky Draw Promotion
							Hafa Adai Campaign Promotion
Week 4	21-07-2024 SUNDAY	22-07-2024 MONDAY	23-07-2024 TUESDAY	24-07-2024 WEDNESDAY	25-07-2024 THURSDAY	26-07-2024 FRIDAY	27-07-2024 SATURDAY
	Guam 80th Liberation Day Lucky Draw Promotion	Guam 80th Liberation Day Lucky Draw Winner Announce	Hafa Adai Campaign Promotion	2024 Guam International Coastal Cleanup and Guam Sandfest 2024		Hafa Adai Campaign Promotion	Guam Scenery
		Guam Scenery					
Week 5	28-07-2024 SUNDAY	29-07-2024 MONDAY	30-07-2024 TUESDAY	31-07-2024 WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Hafa Adai Campaign Promotion	Guam Scenery	Micronesia Mall			

1. CALL TO ORDER

2. REPORT OF MANAGEMENT

3. MARKET UPDATES

- a. Taiwan Visitor Arrivals - Review & Forecast
- b. Airline & Market Intelligence

4. OLD BUSINESS

- a. GTO Activities
 - i. PR/ AD Update
 - ii. GMIF Fam Tour
 - iii. FOOD TAIPEI 2024
- b. Consumer Sentiment
- c. Social Media Performance

5. NEW BUSINESS

- a. 80th Guam Liberation Fam Tour - NDHUCIS Indigenous Performance Troupe

6. ACCOUNT SUMMARY

7. ANNOUNCEMENTS

- a. Next Taiwan Market Update Meeting - August 1, 2024 at 11am (subject to change)
- b. 80th Guam Liberation Events

8. ADJOURNMENT

80th Guam Liberation Fam Tour - NDHUCIS Indigenous Performance Troupe

- Date: July 18 - 23
- To celebrate Guam's 80th Liberation Day, GVB invited a renowned Taiwanese Indigenous dance troupe called NDHUCIS, to perform at the block party event on July 20th and 21st.
- The 12 member troupe will perform a 30-minute show for each day, featuring traditional instruments, singing, and dancing. This visit also celebrates the cultural ties between Taiwan's Indigenous tribes and Guam's CHamoru people, promoting mutual appreciation and exchange.
- To showcase Guam's rich history and natural beauty, the NDHUCIS troupe will visit several of Guam's renowned attractions and enjoy local cuisine.



1. CALL TO ORDER

2. REPORT OF MANAGEMENT

3. MARKET UPDATES

- a. Taiwan Visitor Arrivals - Review & Forecast
- b. Airline & Market Intelligence

4. OLD BUSINESS

- a. GTO Activities
 - i. PR/ AD Update
 - ii. GMIF Fam Tour
 - iii. FOOD TAIPEI 2024
- b. Consumer Sentiment
- c. Social Media Performance

5. NEW BUSINESS

- a. 80th Guam Liberation Fam Tour - NDHUCIS Indigenous Performance Troupe

6. ACCOUNT SUMMARY

7. ANNOUNCEMENTS

- a. Next Taiwan Market Update Meeting - August 1, 2024 at 11am (subject to change)
- b. 80th Guam Liberation Events

8. ADJOURNMENT

Account Summary



FY2024 Budget

as of 07/02/2024

FY2024 Taiwan Actual Spend versus Budget YTD

G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 156,000.00	\$ 108,000.00	\$ 48,000.00	\$ -	0.00%
PRE005	Sales Calls	\$ 12,000.00	\$ 7,553.57	\$ 4,446.43	\$ -	0.00%
TTC039	Media/Travel Industry Fam Tours	\$ 68,000.00	\$ 22,360.53	\$ 45,639.47	\$ -	0.00%
ADV018	Social Media/Online Campaigns & Advertising	\$ 24,000.00	\$ 13,239.44	\$ 8,000.00	\$ 2,760.56	11.50%
TTC031	Travel Fairs	\$ 13,700.00	\$ 9,604.63	\$ 3,800.00	\$ 295.37	2.16%
SMD023	Travel Trade Co-ops & MICE Programs	\$ 166,300.00	\$ 59,532.61	\$ 101,698.82	\$ 5,068.57	3.05%
SMD019	Sales Market Development (HQ)	\$ 60,000.00	\$ 34,766.74	\$ 14,137.50	\$ 11,095.76	18.49%
	GRAND TOTAL	\$ 500,000.00	\$ 255,057.52	\$ 225,722.22	\$ 19,220.26	3.84%

1. CALL TO ORDER

2. REPORT OF MANAGEMENT

3. MARKET UPDATES

- a. Taiwan Visitor Arrivals - Review & Forecast
- b. Airline & Market Intelligence

4. OLD BUSINESS

- a. GTO Activities
 - i. PR/ AD Update
 - ii. GMIF Fam Tour
 - iii. FOOD TAIPEI 2024
- b. Consumer Sentiment
- c. Social Media Performance

5. NEW BUSINESS

- a. 80th Guam Liberation Fam Tour - NDHUCIS Indigenous Performance Troupe

6. ACCOUNT SUMMARY

7. ANNOUNCEMENTS

- a. Next Taiwan Market Update Meeting - August 1, 2024 at 11am (subject to change)
- b. 80th Guam Liberation Events

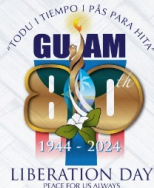
8. ADJOURNMENT

A graphic with a yellow brushstroke background. The text "2024" is in bold black, "Guam" is in a green script font, and "EVENTS" is in bold black.

2024 Guam EVENTS

DATE	EVENT	LOCATION
July 21	80th Liberation Event	Hagåtña, Guam

80th Guam Liberation Events



80th GUAM LIBERATION EVENT SCHEDULE



LIBERATION BLOCK PARTY

July 20 & 21 | 2PM-10PM
Chamorro Village Huts & Paseo, Hagåtña
*Food, drinks, fun, displays, games, and special entertainment.
Come celebrate with us!*

LIBERATION 5K & LIBERATION MILE

July 21 | 6AM (5k) and 7:21AM (Mile)
Marine Corps Drive, Hagåtña
*The 5k race starts at Chamorro Village with a turnaround at
Adelup. Register with the Guam Running Club online.
Participants will receive a t-shirt for the 5K race and a towel for
the 1-mile run. Registration is \$10 for the 5K and \$5 for the
1-mile run.*

LIBERATION MASS

July 19 | 4PM
Agaña Cathedral-Basilica, Hagåtña
Mass will be said in Chamoru

UNIFIED MEMORIAL

July 19 | 6PM
Plaza de España, Hagåtña

STATIC DISPLAY MEMORIAL

July 19, 20, 21 | 6PM-10PM
Plaza de España, Hagåtña
*This event is co-hosted by the Office of the Governor and Lt.
Governor, GVB, and the Guam Legislature. There will be 3,050
luminaries.*

WWII VIRTUAL EXPERIENCE

July 17, 18, 19, and 20 | 10AM-3PM
The Guam Museum, Hagåtña
Reserve a seat on Eventbrite. Walk-ins welcome.

July 21 | 10AM-3PM
*No online reservations will be taken for July
21. Walk-ins only. First come, first serve.*



SCAN TO
RESERVE A SEAT



80th ANNUAL LIBERATION DAY PARADE

July 21 | 8AM
Marine Corps Drive, Hagåtña
*Parade will also be broadcast on PBS Guam KGTF TV Channel
12 and livestreamed on youtube.com/@pbsguam.*

FIREWORKS

July 21 | 7:21PM (15 Minute Show)
City of Hagåtña

"TODU I TIEMPO I PÅS PARA HITA"

GUAM



LIBERATION DAY

PEACE FOR US ALWAYS

1. CALL TO ORDER

2. REPORT OF MANAGEMENT

3. MARKET UPDATES

- a. Taiwan Visitor Arrivals - Review & Forecast
- b. Airline & Market Intelligence

4. OLD BUSINESS

- a. GTO Activities
 - i. PR/ AD Update
 - ii. GMIF Fam Tour
 - iii. FOOD TAIPEI 2024
- b. Consumer Sentiment
- c. Social Media Performance

5. NEW BUSINESS

- a. 80th Guam Liberation Fam Tour - NDHUCIS Indigenous Performance Troupe

6. ACCOUNT SUMMARY

7. ANNOUNCEMENTS

- a. Next Taiwan Market Update Meeting - August 1, 2024 at 11am (subject to change)
- b. 80th Guam Liberation Day Event

8. ADJOURNMENT

A large, stylized graphic in the background consists of several overlapping circular and semi-circular shapes in various shades of blue. A prominent feature is a large circle in the upper right quadrant containing a white crescent moon. Below this, there are several curved, overlapping shapes that resemble stylized waves or petals, creating a sense of movement and depth.

TAIWAN MARKET UPDATE

SI YU'OS MA'ÅSE'