

**TAIWAN MARKETING COMMITTEE (TMC) MEETING MINUTES**

Thursday, April 17, 2025 at 11:00 a.m. via ZOOM

<https://us02web.zoom.us/j/82602922209?pwd=VuWBa6xLLxunweOVSQAVkefOUyfRMW.1>

*\*online attendance*

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

**1. CALL TO ORDER**

Senior Marketing Manager, Mrs. Elaine Pangelinan, began the meeting at 11:00 a.m.

**2. REPORT OF MANAGEMENT**

Mrs. Pangelinan shared most recent news of the launch of the United Airlines inaugural direct service between Taiwan and Guam. Further details would be forthcoming in the TMC report update.

## February 2025



February 1-28, 2025

Total: 60,514 (-18.4%)

% Market Mix	Origin	2019	2024	2025	% to LY
0.1%	Taiwan	2,535	593	90	-84.8%
49.4%	Korea	59,429	41,853	29,891	-28.6%
34.6%	Japan	58,774	17,600	20,920	18.9%
9.3%	US/Hawaii	7,258	6,822	5,639	-17.3%
1.6%	Philippines	1,281	886	988	11.5%
0.7%	China	2,649	810	415	-48.8%
0.1%	Hong Kong	745	84	42	-50.0%

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

Senior Marketing Manager, Mrs. Gabbie Baza, shared a snapshot of daily arrival statistics from February 1-28, 2025 compiled by GVB.

Mrs. Baza shared that although the visitor arrivals seem low, this period occurred when China Airlines ended their charter flights on February 2<sup>nd</sup>. Despite traveling indirect, the visitor arrivals continue to show the demand for Taiwanese travelers to visit destination Guam.

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 to Date 2025



January - February 28, 2025

Total: 126,519 (-19.3%)

% Market Mix	Origin	2019	2024	2025	% to LY
1.4%	Taiwan	4,996	790	1,801	128.0%
50.5%	Korea	128,724	88,593	63,890	-27.9%
32.0%	Japan	116,795	36,555	40,532	10.9%
9.5%	US/Hawaii	15,794	15,329	12,039	-21.5%
1.4%	Philippines	2,558	1,903	1,761	-7.5%
0.9%	China	3,910	1,180	1,140	-3.4%
0.1%	Hong Kong	1,199	115	83	-27.8%

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

## Fiscal Year to Date 2025



October 2024 – February 28, 2025

Total: 301,370 (-12.8%)

% Market Mix	Origin	2019	2024	2025	% to LY
1.0%	Taiwan	11,284	1,311	3,005	129.2%
49.3%	Korea	310,791	191,713	148,688	-22.4%
31.9%	Japan	277,578	87,128	96,189	10.4%
10.0%	US/Hawaii	38,392	35,351	30,270	-14.4%
1.9%	Philippines	8,961	5,551	5,718	3.0%
0.7%	China	7,252	2,108	2,122	0.7%
0.1%	Hong Kong	3,227	354	247	-30.2%

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

Mrs. Baza shared that GVB is seeing more movement in-market and hopes that the visitor numbers begin to increase now with direct air service that launched on April 2<sup>nd</sup>.

### 3. MARKET UPDATES

## Airline Updates for Regular Flights



Airlines	GTO Contact	Updates
CHINA AIRLINES	4/7 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none"> <li>China Airlines welcomed their new management with Mr. Chen Han-Ming assuming the role as President, and Mr. Kao Hsing-Huang as Chairman.</li> </ul>
EVA AIR	4/7 Gary Wang, Executive Vice President	<ul style="list-style-type: none"> <li>Due to limited capacity and a lack of cabin crew, EVA Air continues to evaluate the potential for direct flights resumption to Guam.</li> </ul>
STARLUX	4/7 Patience Hsu, Manager	<ul style="list-style-type: none"> <li>Starlux is still under internal evaluation regarding the feasibility of TPE-GUM charter flights. Given the nature of launching new routes/charters, it may take some time before any further developments are available.</li> </ul>
Philippine Airlines	4/7 Jason Chen, Area Manager - Taiwan	<ul style="list-style-type: none"> <li>Philippine Airlines continues to monitor the Taiwanese passenger market.</li> </ul>
UNITED AIRLINES	4/7 Brenda Tang, General Manager	<ul style="list-style-type: none"> <li>United Airlines launched direct flights from TPE-GUM starting from April 2<sup>nd</sup>, 2025.</li> <li>A limited-time promotion has been extended from March 4<sup>th</sup> to June 27<sup>th</sup> for outbound flights from Taiwan.</li> <li>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.</li> </ul>

Mrs. Baza shared that the China Airlines – Guam branch, General Manager Bruce Chen, has been transferred to their Kaohsiung office in Taiwan. The Guam branch remains open and has yet to announce Mr. Chen's successor. In addition, Philippines Airlines continues to see a high volume of Taiwanese travelers transiting through Philippines to visit Guam.

## Market Intelligence: Airline Updates



### Current Route in Operation:

**China Airlines** CHINA AIRLINES

- See next page for April operations schedule

**United Airlines** UNITED AIRLINES

- See next page for operations schedule since April

**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
- 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 April 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	3 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 April**

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

## Market Intelligence: Airline News



**UNITED  
AIRLINES**



**Operation Schedule :**

Flight	Departure (local time)	Arrival (local time)	Frequency
TPE-GUM UA 0166	10:30 a.m	4:20 p.m	Every Wednesday
	11:00 a.m	4:50 p.m	Every Saturday
GUM-TPE UA 0165	7:00 a.m	9:25 a.m	Every Wednesday, Saturday

## Taiwan News



**Taiwan Named "Best Travel Destination in Asia"!**  
**Tourism Administration: Continuing to Offer Promotions to Attract International Visitors.**

- Taiwan has once again been honored as the "Best Leisure Destination in Asia" by the renowned U.S. travel magazine Global Traveler.
- This prestigious honor is not only a recognition of Taiwan's tourism industry but also a high commendation of the warmth and hospitality of the Taiwanese people.
- The Taiwan Tourism Administration has introduced various promotional measures and incentives to attract international visitors, including the Taiwan Pass, which integrates high-speed rail, metro systems, and Taiwan Tourist Shuttle services.



## 4. OLD BUSINESS

### TTN Magazine Cover



- Date: March 3
- Destination Guam was proudly featured in a double-spread article and front cover page for TTN Media Group-TTN Taiwan Magazine, in an effort to bolster awareness among Taiwanese travelers and make Guam a more attractive destination.
- The magazine published over 5,000 print copies and 80,000 through electronic direct mail (EDM).
- The broad reach generates excitement and drive bookings by engaging travelers and industry professionals, especially when paired with promotional offers.
- The article highlights the convenience of the TPE-GUM direct flight, offering a seamless travel experience while showcasing Guam's diverse attractions, Instagram-worthy spots, and information on the Electronic Declaration Form (EDF) and visa-free entry.



TTN Online Article can be found on pages 4-5: <https://online.fliphtml5.com/qblf/fpvv/#p=1>

## PR/AD Update



### 2025 Travel Agent Association of R.O.C. Taiwan Spring Party

- Date: March 5
- GVB participated in the spring event, which gathered key players from Taiwan's travel industry to foster collaboration and share updates.
- During the event, GVB introduced the April launch of United Airlines' TPE-GUM direct flights, emphasizing its significance in boosting travel between Taiwan and Guam. This provided a great opportunity for travel agents to explore new offerings and package deals.
- GVB introduced the TA Sales Contest Policies to encourage travel agents to actively promote Guam as a preferred travel destination and further drive sales through the incentive program.



Felix, Director of GTO, Yung-Hui, Chou, Director General, Tourism Administration, MOTC

## PR/AD Update



### United Airlines Product Seminar



- Date: March 6
- GVB attended a product seminar hosted by United Airlines, which introduced the newly launched TPE-GUM direct flights and new flight routes for 2025.
- Close to 80 travel agents participated in the seminar, where United Airlines provided updates on flight ticket details, special fare promotions, and added incentives for travelers.
- GVB had the opportunity to introduce destination Guam, share the latest entry policies, and highlight incentive programs MICE and travel agents.



GTO team, PIC Travel and United Taipei Office took the group photo



Felix, Director of GTO shared the entry policies, and highlight incentive programs MICE to the participants



(Left to Right) Bob Yang, PIC Travel Manager, Alex Lei PIC Travel General manager, Felix Yen, Director of GTO



### Visit USA Committee Taiwan 2025 Q1 Gathering 2025

- Date: March 11
- The Discover America Committee (DAC) officially announced its name change to Visit USA Committee Taiwan, aligning with global Visit USA (VUSA) associations in the U.S., Europe, Japan, South Korea, and Australia. The name change aims to strengthen international communication and support overseas member recruitment.
- The "Ocean Wonder" event theme featured presentations from GVB and United Airlines, highlighting Guam's appeal as a MICE and leisure destination and incentive programs for trade partners.
- Brenda Tang, President of Visit USA Committee Taiwan, reported that in January 2025 alone, 44,685 travelers made the journey—a 49% year-on-year growth—placing Taiwan as the 14th largest source market for U.S. tourism.



(Left to Right) VUSA Taiwan CEO Su Yongru, Minnesota Taiwan Office CEO Tsai Yi-ling, General Manager of Delta Air Lines' General Agent, Da Sheng Travel, Wang Cuiyun, Director of the California Tourism Taiwan Office, Tsai Bi-ru, AIT Commercial Section Lynn Kao, VUSA Taiwan President Brenda Tang, Montana Business Office Representative Wang Mei-mei, Idaho Taiwan Office Representative Yan Yin-de, and GTO Director Felix Yen



Felix, Director of GTO shared the entry policies, and highlight incentive programs MICE to the participants

### Ministry of Foreign Affairs (MoFA) Gala Dinner

- Date: March 13
- GVB attended the gala dinner which gathered directors and representatives from various foreign offices, fostering diplomatic exchange and strengthening international relationships.
- President Ching-Te, Lai, Vice President Bi-Khim, Hsiao, and Minister of Foreign Affairs Chia-Lung, Lin attended the gala, underscoring the event's significance in Taiwan's diplomatic outreach.
- GVB took this opportunity to share with the government officials about the upcoming direct flight TPE-GUM.



President Ching-Te, Lai delivered the opening remarks





## PR/AD Update



### United Airlines Inaugural Gala Dinner

- Date: April 1
- United Airlines in partnership with GVB hosted an inaugural gala dinner ahead of the Taipei-Guam route launch, with several attendees from government sectors, travel/ trade, and medical partners.
- The event marked a celebration of renewed connectivity, showcasing the Taipei-Guam route as a strategic link to drive bilateral cooperation and cultural exchange while boosting travel, medical tourism, and investment across key industries.
- GVB President & CEO, Régine Biscoe Lee, addressed welcome remarks highlighting the cross-sector opportunities beyond tourism. Additional remarks were provided from UA Director Ken Kiriya, Civil Aviation Administration (CAA) Director General Ho Shu-Ping, and AIT's Jeffrey Dutton on deepening Taiwan-U.S. connections.



The co-hosted gala dinner welcomed over 100 VIPs from AIT, MOFA, CIP, and the travel/medical sectors—spotlighting bilateral tourism growth and U.S.-Taiwan cooperation.

### UA Inaugural Flight Launch - GUAM Gate Events



- Date: April 2
- In celebration of the GUM-TPE route launch, GVB in partnership with United Airlines hosted a gate celebration at GIAA for both outbound and inbound direct flights.
- The inaugural event featured welcome remarks from Governor of Guam, Lou Leon Guerrero, TECO Director Chia-Ping Liu, and gathered other government officials and industry partners.
- Following the arrival of UA166 with a celebratory water cannon salute, passengers on the TPE-GUM flight were greeted with a warm Håfa Adai greeting service with exclusive gift bags, shell leis, live cultural performance, and Kiko the Ko'ko' Bird mascot.
- GIAA extended the special greeting by designating a baggage claim carousel and immigration line for a convenient, hassle-free visitor experience.



## UA Inaugural Flight Launch – TAIPEI Gate Events



- Date: April 2
- United Airlines in partnership with the Guam Visitors Bureau proudly launched the inaugural Taipei-Guam direct flight on April 2, 2025 and held special a ribbon-cutting ceremony at the Taoyuan International Airport.
- The commemorative event gathered tourism partners and key government & airport officials in Taiwan to include AIT and the Tourism Administration, marking a step in revitalizing regional air connectivity.
- Welcome remarks were provided from United Airlines Director Ken Kiriya, AIT Deputy Director Jeremy Cornforth, GVB President & CEO Régine Biscoe Lee, and Taoyuan Airport President Fan Hsiao-Lun, all emphasizing the significance of the route in fostering bilateral ties, tourism, and cross-cultural exchange between the two destinations
- Passengers on UA165 were welcomed with a celebratory water cannon salute and enjoyed exclusive giveaways, assistance with EDF forms, and a lively gate-side appearance by GVB's Koko Bird mascot "Kika", creating a festive and memorable send-off.



## UA Inaugural Guam Delegation Trip



- Date: March 31-April 5
- As part of the Taiwan overseas mission, GVB met with Taiwan Adventist Hospital, Taipei City Government, Ministry of Foreign Affairs (MOFA), and Taiwan Visitors Association (TVA) to strengthen cross-sector cooperation in tourism, healthcare, and economic development to provide leverage for the new Taipei-Guam direct flight.
- The TVA meeting also focused on exploring new traveler segments, promoting Chamoru culture, and reaffirming GVB's long-standing participation in ITF.

Courtesy Meeting with  
Taiwan Visitors Association (TVA)



Courtesy Meeting with  
Taiwan Adventist Hospital



Courtesy Meeting with Taipei City Government  
Department of Information and Tourism



Courtesy Meeting with  
Ministry of Foreign Affairs (MOFA)

Mrs. Baza highlighted that the Taiwan Visitors Association (TVA) are hosting the International Travel Fair (ITF) which is an annual event that GVB participates in almost every year. The courtesy meeting was a great opportunity to meet with the event organizers and foster connections.

GVB also met with the Taiwan Adventist Hospital which is a sister hospital with SDA on Guam. The meeting and tour provided valuable information and offerings to promote medical tourism to Taiwan.

GVB continues to look at ways to support 2-way traffic and sustain the direct flight by having Guam residents visit Taiwan for leisure, medical, or connect to the U.S. mainland.



## UA Inaugural Media Fam Tour



- Date: April 2-April 5
- To mark the launch of the new Guam-Taipei route and enhance cultural tourism exchanges, Guam-based media joined a 4-day Fam Tour highlighting Taiwan's hidden gems and promoting mutual tourism through authentic cultural experiences.
- Media to include KUAM News, Guam Daily Post, and Pacific Daily News arrived in Taipei on the UA inaugural flight and embarked on a rich, immersive experience designed to showcase the cultural depth and tourism appeal of Taiwan from advanced medical services to unique culinary experiences.
- The Guam delegation toured national museums, landmark attractions, popular night markets, and experienced a traditional blessing by an indigenous tribe in Wulai. The immersive visit showcased Taiwan's Austronesian heritage and deepened cultural ties for future tourism exchange.



## UA Inaugural Media Fam Tour



Media Lunch hosted by United Airlines



Experiencing the Taipei Metro



Visiting at Dadaocheng



Experiencing the Boba Tea



Tasting Ding Tai Fung



Visiting Wulai-Tranan Village



## UA Inaugural Media Coverage Report



### Guam Media Fam Tour to Taipei

- Date: April 2-5, 2025
- Total: 45 Pieces



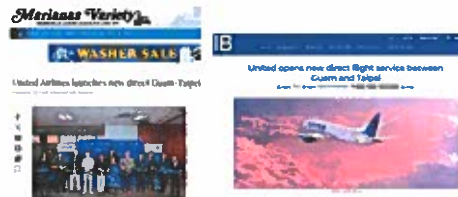
#### Broadcast: 3 Pieces



#### Print: 6 Pieces



#### Online: 24 Pieces



#### Social Media: 12 Pieces



## Ko'ko' Road Race Fam Tour

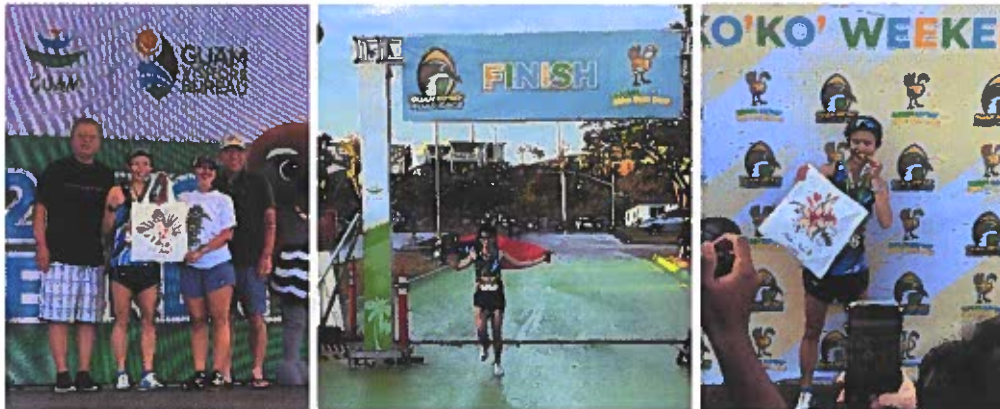


- Date: April 12-April 16
- GVB invited 6 runners from Taiwan's elite running club called, SUB 3, to participate in the Guam signature sports event. The group consisted of 2 Half Marathon runners, while 4 took part in the Ekiden Relay Race.
- Their participation aimed to strengthen sports exchanges between Guam and Taiwan and further promote destination Guam.
- During their visit, the athletes had the opportunity to explore Guam's natural beauty, experience local culture & cuisine, marine sports, and wellness recovery, which showcased Guam's charm as a perfect blend of sports and leisure travel.





## Ko'ko' Road Race Fam Tour



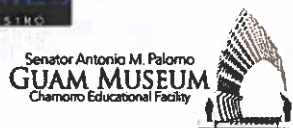
Taiwanese female runner Yu-Xin Lin delivered an outstanding performance by winning 3rd place in the Half Marathon Women's Division, setting a new record for Taiwanese participants in the Ko'ko' Road Race.

Mrs. Baza shared that with success from the Half Marathon winner, GVB hopes to invite more runners to come out next year and continue building relationships with running clubs in Taiwan.

## Ko'ko' Road Race Fam Tour



A special thanks to the local businesses for their support:



## PR/AD Update



### NR Monitor

For the past week (March 8– March 14) , a total of 17 exposures are monitored including:

- Online Exposure: 17

1 of the news reported that 2025 Guam Ko'Ko Road Race Kicks Off on April 12th! Experience Island Paradise Vibes!

1 of the news reported that United Airlines will offer direct flights to Guam, and Ocean View Hotel will provide exclusive discounts for Taiwanese residents starting in April!

1 of the news reported that Lunar New Year blessings! The number of Taiwanese tourists traveling to the U.S. grew 49%, making Taiwan the 14th largest source country. United Airlines will launch direct flights to Guam on April 2!

(1)



(2)



(3)



## PR/AD Update



### NR Monitor

For the past week (March 29–April 4) , a total of 19 exposures are monitored including:

- Online Exposure: 19

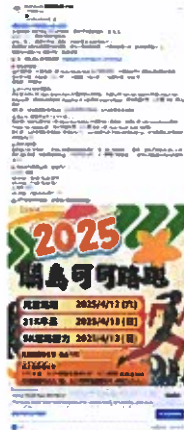
1 of the news reported that Just 3.5 Hours! Taiwan's Closest U.S. Route Launches Today — High-Spending Travelers with Budgets Around NT\$30,000 Expected to Return



## Consumer Sentiment



Facebook (Ko'ko Road Race)



I would like to go to Guam.

想參加

Wow! It's Guam!

Facebook (Guam Scenery)



I absolutely love this view!

超美絕倫

## Consumer Sentiment



Facebook (Direct Flight)



The only available return flight is at 7 a.m

Facebook (Guam Reels)



The airfare could get you to Okinawa four times it's not cheap.

機票可以去四趟沖繩，不便宜



## Social Media Performance

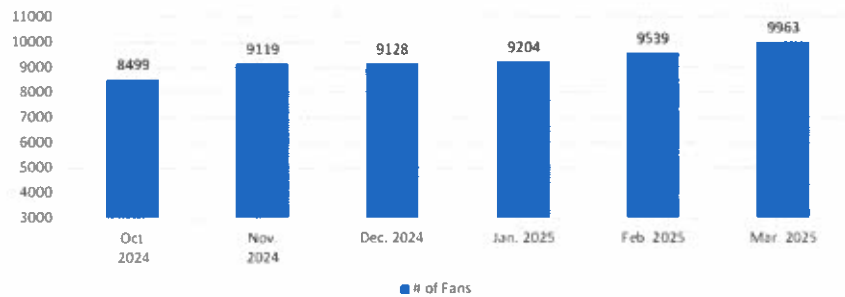


### Social Media Performance FY2025



# Instagram

# of Fans



Monthly percentage growth (Mar): +4.44%

## Social Media Performance

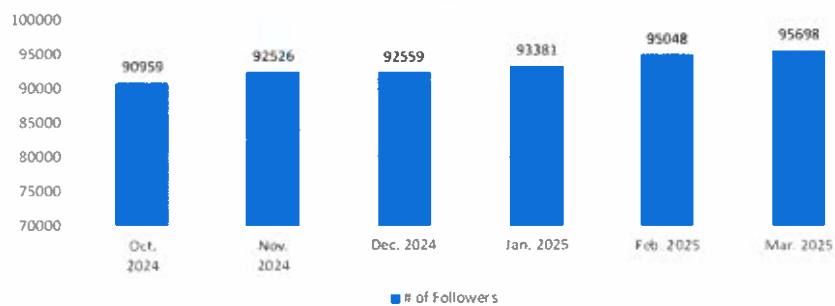


### Social Media Performance FY2025



# facebook

# of Followers



Monthly percentage growth (Mar): +0.68%



## Social Media Performance



### March Reels SNS Posts



Things you must know when visiting Guam #Entry and Exit Requirements #transportation #airport-Mar 9th

Facebook  
• Views: 127,179  
• Reach: 131,073

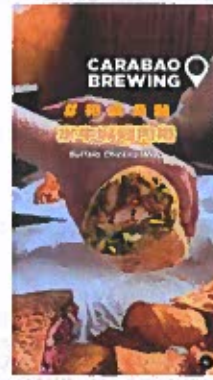
Instagram  
• Views: 3,495



Guam must-try delicacies #specialty brunch #Chamorro food-Mar18th

Facebook  
• Views: 2,082  
• Reach: 1,721

Instagram  
• Views: 1,272



Must-eat local delicacies in Guam #Beer #Seafood #local cuisine restaurant-Mar23

Facebook  
• Views: 80,863  
• Reach: 51,475

Instagram  
• Views: 1,435

## April SNS Calendar



Social Media April Content Calendar							Category
							Entry
							Lucky Draw
							Civil Events
							Other Promotion
Week 1	SUN, 4th	MON, 5th	02-04-2025 TUESDAY	03-04-2025 WEDNESDAY	04-04-2025 THURSDAY	05-04-2025 FRIDAY	06-04-2025 SATURDAY
			Ko'ko' Weekend Promotion	United Airlines Inaugural Flight Lucky Draw Promotion	United Airlines Inaugural Flight Lucky Draw Promotion	United Airlines Inaugural Flight Lucky Draw Promotion	United Airlines Inaugural Flight Lucky Draw Promotion
						Agana Heights Coconut Festival Promotion	Guam Attractions Governor Joseph Flores Memorial Park
Week 2	06-04-2025 SUN, 6th	07-04-2025 MON, 7th	08-04-2025 TUESDAY	09-04-2025 WEDNESDAY	10-04-2025 THURSDAY	11-04-2025 FRIDAY	12-04-2025 SATURDAY
	Guam's Water Sports Snorkeling	Guam Reels Snorkeling Guide	EDF-G-CNM Promotion	United Airlines direct flight		Guam Scenery	Guam's Water Sports Paddle Board
		United Airlines Inaugural Flight Lucky Draw Winner Announcement					
Week 3	13-04-2025 SUN, 13th	14-04-2025 MON, 14th	15-04-2025 TUESDAY	16-04-2025 WEDNESDAY	17-04-2025 THURSDAY	18-04-2025 FRIDAY	19-04-2025 SATURDAY
		Guam Attractions Dededo Morning Market	United Airlines direct flight	Guam Scenery		Guam Reels Land Attractions	EDF-G-CNM Promotion
Week 4	20-04-2025 SUN, 20th	21-04-2025 MON, 21st	22-04-2025 TUESDAY	23-04-2025 WEDNESDAY	24-04-2025 THURSDAY	25-04-2025 FRIDAY	26-04-2025 SATURDAY
	Ko'ko' Weekend Peçao	Agana Heights Coconut Festival Promotion	Earth Day Lucky Draw Promotion	Earth Day Lucky Draw Promotion	Earth Day Lucky Draw Promotion	Earth Day Lucky Draw Promotion	Guam Attractions Cetti Bay Overlook
				United Airlines direct flight		Guam Scenery	
Week 5	27-04-2025 SUN, 27th	28-04-2025 MON, 28th	29-04-2025 TUESDAY	30-04-2025 WEDNESDAY	01-05-2025 THURSDAY	02-05-2025 FRIDAY	03-05-2025 SATURDAY
	EDF-G-CNM Promotion	Guam's Water Sports Kayak		Guam Reels Sky Attractions			
		Earth Day Lucky Draw Winner Announcement					

Mrs. Baza shared a snapshot of the April Social Media calendar. She encouraged members to share any of their business activities or promotions that they would like distributed on GVB Taiwan's calendar and SNS platforms.

## 5. NEW BUSINESS

### 2025 GVB Taiwan Road Show



- Date: May 17-May 24
- Participants: 6-8 GVB members, trade partners, airlines, and government officials
- Audience: 200+ trade partners
- GVB will lead a sales mission across Taiwan in three key cities to include: Taipei, Taoyuan, and Taichung in an effort to promote Guam, strengthen ties with trade partners, and boost media exposure.
- The goal is to expand partnerships with travel agencies, reinforce existing collaborations, and raise brand awareness in Taiwan.
- Information event details and registration will be forthcoming to GVB members.



Should GVB members be interested in participating in the 3-city roadshow, please complete the Google Form at: <https://forms.gle/SQ2z5B9ntmqQ5sd76>  
*Registration deadline is Monday May 5, 2025 by 5:00pm.*

### 2025 Taipei Tourism Expo



- Date: May 23-May 26
- Location: Taipei World Trade Center
- GVB will participate in the Taipei Tourism Expo (TTE) which remains one of Taiwan's premier tourism events for over 19 years.
- The annual event, organized by the Tourism Administration of the Ministry of Transportation and Communications, is set to welcome over 800 booths and more than 330,000 visitors during the 4-day expo.
- GVB has secured a 4-booth space to promote destination Guam, the newly launched direct flights, and other co-op initiatives.
- Event goers will have the opportunity to meet the Ko'ko bird mascot and participate in lucky draws to win special Guam gifts.



Mrs. Baza added that the roadshow timeframe will also allow participating members to attend TTE on opening day and provide added value to their Taiwan visit.

## 6. ACCOUNT SUMMARY

### Account Summary

#### FY2025 Budget

as of 04/17/2025

FY2025 Taiwan Actual Spend versus Budget YTD						
G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 144,000.00	\$ 72,000.00	\$ 72,000.00	\$ -	0.00%
PRE005	Sales Calls	\$ 12,000.00	\$ 5,986.80	\$ 6,013.20	\$ -	0.00%
TTC039	Media/Travel Industry Fam Tours	\$ 23,638.00	\$ 15,031.26	\$ 3,039.00	\$ 5,568.74	23.58%
ADV018	Social Media/Online Campaigns & Advertising	\$ 36,000.00	\$ 9,232.20	\$ 18,000.00	\$ 8,767.80	24.36%
TTC031	Travel Fairs	\$ 34,361.00	\$ -	\$ 34,361.00	\$ -	0.00%
SMD023	Travel Trade Co-ops & MICE Programs	\$ 180,000.00	\$ 108,232.84	\$ 66,000.00	\$ 5,767.16	3.20%
SMD019	Sales Market Development (HQ)	\$ 70,000.00	\$ 66,466.39	\$ 2,063.50	\$ 1,450.11	2.07%
GRAND TOTAL		\$ 500,000.00	\$ 276,949.49	\$ 201,496.70	\$ 21,553.81	4.31%

#### FY2025 Additional Funding Budget

as of 04/17/2025

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	\$ 69,415.19	\$ 320,991.78	\$ 109,593.03	21.92%
GRAND TOTAL		\$ 500,000.00	\$ 69,415.19	\$ 320,991.78	\$ 109,593.03	21.92%

For full transparency, Mrs. Baza shared the current FY2025 Budget which shows details on how the funds are being expended. The Pending column shows projects queued up for Q3 & Q4, while the Remaining column shows a budget to anticipate more projects and activations.

## 7. ANNOUNCEMENTS

### Agana Heights Coconut Festival

- Dates: April 25-April 27
- Location: Agana Heights Mayor's Office Ground
- Time:
  - Friday: 5pm-10pm
  - Saturday: 12pm-9pm
  - Sunday: 12pm-9pm
- Agana Heights will be celebrating their 17th annual Coconut Festival this year at Fort Apugan, overlooking the island's capital city. Residents and guests can expect a fun-filled weekend and will be able support a variety of local vendors. Games, activities, petting zoos, food trucks, and activities for the whole family will be available to the public!





## Marianas Pro Tournament - Taiwan



AS JKF RANKED TOURNAMENT

**FINAL REGISTRATION** **9** DAYS LEFT

**MARIANAS PRO TAIWAN**

**TAIWAN**  
APRIL 26 & 27, 2025  
TAIPEI XINYI SPORTS CENTER  
台北市信義運動中心  
GI & NO-GI TOURNAMENT

KIDS & ADULTS | ALL AGES | ALL BELTS  
WWW.MARIANASOPEN.COM

WIN IN TAIWAN FOR A SHOT AT  
**\$50,000 USD** PRIZE POOL

At the Marianas Open International Championship in Guam on October 18, 2025.

✈️ FREE AIRFARE & HOTEL\* ACCOMMODATIONS! \*Conditions Apply

## UA Direct Flight Promotions Extended to June



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



Limited Time Offer has been extended until 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\$386.5) for K class (tax excluded).
- Baggage is worry-free: 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—so enjoy additional discounts!
- Travel Highlights: Experience duty-free shopping, world-class golf courses, exciting water sports, luxurious resorts, and rich cultural experiences in Guam.

Seats are limited—first come, first served! Book your trip now and explore the sun, sand, and cuisine of Guam!

TMC Chairman, Mr. Milton Morinaga, requested for GVB to restart exit interviews to identify statistics and the types of traveler profiles, to ensure Taiwan marketing efforts are being met. Mrs. Pangelinan shared that GVB is scheduled to meet with the company that will be executing the exit interviews and will advise for the official date of activation.




United Airlines Guam Senior Sales Manager, Mrs. Paula Monk, chimed in via Zoom chat to commend GVB's efforts in the successful inaugural launch of the direct flights between Guam and Taipei. She added that the 1<sup>st</sup> week of flights received strong load factors and United Airlines plans to continue the momentum by pushing various travel opportunities to take advantage of. From the Taipei Tourism Expo (TTE) to the Marianas Open held on Guam later this October, United Airlines has planned several initiatives to promote Taiwan and host a Familiarization (Fam) Tour to capture travel agents and introduce them to destination Guam.

Triple J Technologies General Manager, Mr. James Rosenberg II, highlighted that the United Airlines TPE-GUM airfare and flight schedule remains competitive compared to other carriers and LCCs. The meeting concluded with Mr. Rosenberg promoting the upcoming Electric Island Festival (EIF) which shares strong ties with the event organizer being from Taiwan. Mr. Rosenberg, who manages the transportation service called Stroll Guam, has plans to push advertising for EIF in Taiwan and promote Guam as another festival destination to experience the popular music genre.

Next meeting: May 1, 2025 at 11:00am (subject to change)

## 8. ADJOURNMENT

Mrs. Pangelinan adjourned the meeting at 11:38 a.m.

  
Minutes Prepared By: Regina Bocatija, Marketing Manager

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

  
Minutes Approved By: Elaine Pangelinan, Acting Director of Global Marketing

