

TAIWAN MARKETING COMMITTEE (TMC) MEETING MINUTES

Thursday, August 7, 2025 at 11:00 a.m. via ZOOM

<https://us02web.zoom.us/j/82602922209?pwd=VuWBA6xLLxunwe0VSQAVkefOUyfRMW.1>
**online attendance*

<u>Members Present:</u> <ol style="list-style-type: none"> 1. TMC Chairman – Milton Morinaga 2. Sentry Hospitality – Sunardi Li 3. Skydive Guam – Ayaka Yamaguchi 4. Triple J Technologies – James Rosenberg II 5. Hoshino Resorts Risonare – Albert Oh 6. United Airlines – Paula Monk* 7. Baldyga Group – Mari Oshima* 8. DON DON DONKI – Uta Miyazawa* 9. Pacific Islands Club – Koji Nagano* 10. Dusit Thani Guam – Miwa Bravo* 11. The Tsubaki Tower – Hiromi Matsuura* 12. GNC Guam – Jenny Yang* 	<u>Members Absent:</u> <ol style="list-style-type: none"> 1. Hilton Guam Resort & Spa – Echo Man 2. Sentry Hospitality – Valerie Carbullido 3. Lotte Hotel Guam – Sunny Kim 4. LeoPalace Resort Guam – Keiko Takano 5. Guam Reef Hotel – Yuki Toshida 6. Crowne Plaza Guam – Jeremy Nam 7. Fish Eye Marine Park – Akihiro Tani 8. The Westin Resort Guam – Yoshi Otani 9. Crowne Plaza Resort Guam – Mami Manlucu 10. Docomo Pacific – Flo Hipolito 11. Dusit Place – Alex Leddy 12. HIS Guam Inc. – Neil Urbano 13. Valley of the Latte – David Tydingco 14. Hyatt Regency Guam – Madel Cosico 15. Hyatt Regency Guam – Gabby Hizon 16. Hotel Nikko Guam – Kelly Hong 17. University of Guam – Carlos Taitano 18. GEDA – Ed Camacho 19. GEDA – Tria Chang 20. Guam International Airport Authority – Rolenda Faassuamalie
<u>Guests/Observers Present:</u> <ol style="list-style-type: none"> 1. University of Guam – Daniel Raglmar* 	<u>GVB Board/Management/Staff Present:</u> <ol style="list-style-type: none"> 1. Director of Global Marketing – Nadine Leon Guerrero 2. Senior Marketing Manager – Gabbie Baza 3. Senior Marketing Manager – Elaine Pangelinan 4. Marketing Manager – Regina Bocatija 5. Web & IT Coordinator Assistant – Brian Cha <u>Guam Taiwan Office Staff Present:</u> <ol style="list-style-type: none"> 1. Guam Affairs Director – Felix Yen*

1. CALL TO ORDER

GVB Senior Marketing Manager Mrs. Gabbie Baza, began the meeting at 11:01 a.m.

2. REPORT OF MANAGEMENT

TMC Chairman Mr. Milton Morinaga shared no updates and that more details would be forthcoming in the report presentation.

June 2025



June 1-26, 2025

Total: 46,561 (+4.1%)

% Market Mix	Origin	2019	2024	2025	% vs LY
1.5%	Taiwan	2,404	126	690	447.6%
50.4%	Korea	53,380	22,924	23,450	2.3%
25.3%	Japan	35,611	9,572	11,766	22.9%
13.6%	US/Hawaii	7,295	7,378	6,312	-14.4%
2.5%	Philippines	1,410	1,037	1,150	10.9%
0.4%	China	582	276	193	-30.1%
0.1%	Hong Kong	363	32	24	-25.0%

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

Note: June 2025 Daily Arrivals reflect Civilian Air arrivals only.

Mrs. Baza shared a snapshot of the recent daily arrival statistics from June 1-26, 2025 compiled by GVB.

Mrs. Baza acknowledged the increase in visitor arrivals were made possible due to direct flights with United Airlines. GVB continues its efforts to return to the 2019 visitor arrival numbers. Prior to the pandemic, China Airlines had operated 4x weekly in comparison to the current 2x weekly schedule with United Airlines. Mrs. Baza concluded, that despite the flight frequency now being half of what was previously offered, the aircraft currently operated by UA is larger.

Calendar Year to Date 2025



January - June 26, 2025

Total: 336,049 (-11.2%)

% Market Mix	Origin	2019	2024	2025	% vs LY
1.2%	Taiwan	14,085	1,604	4,035	151.6%
46.0%	Korea	348,628	201,513	154,726	-23.2%
33.4%	Japan	315,094	95,079	112,315	18.1%
11.2%	US/Hawaii	47,453	44,423	37,739	-15.0%
2.1%	Philippines	9,994	6,354	7,113	11.9%
0.6%	China	6,511	2,422	2,150	-11.2%
0.1%	Hong Kong	3,126	299	338	13.0%

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

Note: June 2025 Daily Arrivals reflect Civilian Air arrivals only.

Fiscal Year to Date 2025



October 2024 - June 26, 2025

Total: 510,900 (-9.9%)

% Market Mix	Origin	2019	2024	2025	% vs LY
1.0%	Taiwan	20,373	2,125	5,239	146.5%
46.9%	Korea	530,695	304,633	239,524	-21.4%
32.9%	Japan	475,877	145,652	167,972	15.3%
11.0%	US/Hawaii	70,051	64,445	55,970	-13.2%
2.2%	Philippines	16,397	10,002	11,070	10.7%
0.6%	China	9,853	3,350	3,132	-6.5%
0.1%	Hong Kong	5,154	538	502	-6.7%

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

Note: June 2025 Daily Arrivals reflect Civilian Air arrivals only.

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 tab.

3. MARKET UPDATES

Airline Updates for Regular Flights



Airlines	GTO Contact	Updates
CHINA AIRLINES	8/1 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none"> Bruce Chen, the former General Manager of Guam CI Office has been transferred to the Kaohsiung Office as General Manager.
EVA AIR	8/1 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.
STARLUX	8/1 Patience Hsu, Manager	<ul style="list-style-type: none"> Spunk Tour will operate 2 charter flights from Taipei to Guam with Starlux Airlines, scheduled for February 14-18 and February 18-22, 2026 (during Chinese New Year), offering 178 seats per flight. Lion Travel is planning 2 charter flights from Taipei to Guam with Starlux Airlines, scheduled for February 15-19 and February 19-23, 2026, via STARLUX Airlines (pending approval), with 178 seats per flight and final time slots to be confirmed in September.
tigerair	8/1 Emily Chuang, Taiwan sales Section Chief	<ul style="list-style-type: none"> Tigerair is set to receive two new A320 aircraft with 180 economy seats in July and is currently assessing the feasibility of launching a Guam route. However, due to ETOPS-related challenges, the evaluation remains in early stages, with more concrete updates expected by October or November.
UNITED AIRLINES	8/1 Brenda Tang, General Manager	<ul style="list-style-type: none"> United Airlines provided the limited-time promotion for TPE-GUM route has been extended from March 4 to Sep. 26. The promotional fares are US\$304 (TWD 10,000, tax excluded) and launched a new discounted economy K-class fare of US\$380 (TWD 12,500, tax excluded) for both B2B and B2C channels.

Mrs. Baza shared the team continues to work closely with various airline partners in an effort to introduce more flights to Guam. She introduced the exciting launch of the Chinese New Year charter flights in 2026 with two (2) flights operated by Starlux airlines. The charter flights will be in collaboration with travel agents Spunk Tour and Sunny World Tour, with more intel of additional 2 charter flights by Lion Travel to be forthcoming.

Market Intelligence: Airline News



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 Embraces Digital Transformation: Say Goodbye to Paper Forms with the New Digital Arrival Card Starting October 1

- Starting October 1st, Taiwan will fully transition to a digital immigration system, requiring all international travelers without resident status to complete the Taiwan Arrival Card (TWAC) online before entry. This move aims to streamline the arrival process, reduce wait times, and improve the overall travel experience.
- The user-friendly system allows travelers to enter key information online and receive a QR code for faster processing at immigration. For those who don't complete the form in advance, airport kiosks will provide on-site assistance to ensure a smooth entry.



Mrs. Baza shared that the rollout is nothing unfamiliar to travelers in the Asia market who are used to completing arrival forms prior to entry their destination. This initiative falls in line with Taiwan's efforts to welcome nine (9) million visitors in 2025, and are currently on track with 4.19 million inbound travel for the first half of the year.

4. OLD BUSINESS

PR/AD Update



Courtesy Meeting with Legislative Yuan

Date: July 2

- GVB met with Taiwanese legislators to discuss the upcoming 87th Council Meeting and the 53rd General Assembly of the Asian-Pacific Parliamentarians' Union (APPU), which will take place in Taiwan from August 27 to 29, 2025.
- The Legislative Yuan extended the invitation to senators from Guam to join the event, with Senator Telo T. Taitague already confirming attendance.
- GVB provided recommendations for arrangements, with flight schedules and accommodations in Taiwan, to ensure a comfortable experience for all participating Senators.



APPU Official Website: <https://www.appu-cs.org/>



(Left to Right: Mr. Tsung-Yi LEE, Jack Chang ph. D. Deputy Secretary-General, Kevin C. F. Ling, Director, International Affairs)

Mrs. Baza shared that GVB continues to monitor the participation of the invited Guam senators. The assembly is another way the Guam Taiwan Office offers coverage and accommodations for events held in Taiwan.

PR/AD Update



Guam Men's National Rugby Team Competes in Taipei

Date: July 5 to 9

- The Guam Men's National Rugby Team visited Taiwan for a historic friendly match and cultural exchange with the renowned Taipei Baboons Rugby Club.
- Team Guam had a victorious game at Bailing Rugby Fields which attracted both rugby fans and casual passersby, creating a lively atmosphere.
- The team uniforms prominently featured Guam's official emblem, which created interest and left a strong visual representation with the Taipei based rugby players. GVB attended the match to help share the Håfa Adai spirit and strengthen cultural ties with the Taiwanese public.



Mrs. Baza shared the overseas competition was a great way to promote sports tourism and cultural exchange with the Guam rugby team and the Taipei Baboons Rugby Club.

PR/AD Update



Summer Travel Expo Press Conference

Date: July 9

- GVB participated in the press conference for the 2025 Summer Travel Expo, joining travel industry partners and media to promote Guam's presence.
- GVB shared Guam travel update, including direct flight services, entry policies, tax-free shopping, and the launch of the upcoming Tumon Night Market.
- During the event, GVB met with Janice Lai, Chairperson of the Taiwan Tourism Interchange Association, to express appreciation for her continued support.



Left: Janice Lai, Chairperson of the Taiwan Tourism Interchange Association
Right: Felix Yen, Director of Guam Taiwan Office

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PR/AD Update



2025 Taipei Summer Travel Expo

Date: July 18 - 21

- Location: Taipei World Trade Center Exhibition Hall 1
- For the 1st time, GVB participated in the Taipei Summer Travel Expo, attracting strong foot traffic and collecting 1,345 surveys, showing high interest in Guam's travel seasons, trip duration, and family-friendly activities.
- Consumer engagement was boosted through trivias and giveaways, with SNS performance for Facebook views up 269.3%, and engagement up 228.6%, driving strong traffic both online and at the booth.
- Major travel agencies (Fuji Cloud, Phoenix, Richmond, and Eminent Travel Service) also promoted Guam packages at the booth, building public interest and reinforcing trust in the destination.



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Mrs. Baza shared that Guam's 1st time participating in the expo was a great way to not only promote destination Guam and the Tumon Night Market, but also the upcoming travel during the Taiwan holidays for Mid-Autumn Festival and National Ten Ten Holiday.

She highlighted the participation of four (4) travel agents at the Guam booth who sold travel packages to Guam. The on-site sales helped to provide a good ROI with GVB's booth participation at this year's event. This year, the annual event drew over 200,000 attendees to the 4-day expo.

PR/AD Update



Academic Forum on Austronesian Studies and Seafaring

Date: July 28

- GVB attended the forum which introduced CHamoru seafaring through both technical knowledge and spiritual insight.
- The event sparked lively exchanges including academic discussions on topics such as canoe housing, which highlighted Guam's strengths in seafaring and deepened local understanding of Austronesian navigation and its close ties to nature.
- GVB met with Guam canoe builder and navigator Ron Acfalle who shared his motivations behind the Guam-Taiwan voyage. He reflected on cultural continuity, shared vision, and the meaningful actions that bring these values to life.



Left to right: GTO Felix Yen, Ron Acfalle



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Mrs. Baza highlighted that the forum was another great opportunity to share more of the CHamoru culture and exchanges in Taiwan.

Taiwan Marching Band Returns to Guam - Falun Dafa



Date: July 19 - 23

- The 81st Guam Liberation Day Parade featured the Taiwan Marching Band - Falun Dafa, who returned to Guam to showcase their vibrant traditional attire, synchronized movements, and uplifting performances to the local community.
- During their 4-day visit, the group delivered evening performances at the Liberation Night Market on July 20th and 21st and paid courtesy visits to government agencies.
- This year, in an effort to provide a warm Håfa Adai welcome to the 80-member Taiwan delegation and acknowledge their participation, GVB prepared welcome gift bags and hosted a cultural dinner show to showcase the island's hospitality and traditions to further promote cultural exchange and strengthen ties between Taiwan and Guam.



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Mrs. Baza presented the exciting visit of the Taiwan marching band, Falun Dafa, who returned to Guam for the 2nd year to participate in the 81st Guam Liberation Day parade & festivities. GVB showcased Guam's warm hospitality by offering a cultural dinner at Fish Eye Marine Park for the 80-member group who visited Guam on their own expense.

KOL Guam Fam Tour



Date: August 2 - 6

- GVB invited KOL Mei for a Fam Tour to experience Guam's stunning scenery, rich culture, and explore the newly launched Tumon Night Market to enjoy local offerings and capture a well-rounded look at Guam's day and night offerings.
- Through her engaging content created during the trip, KOL Mei will produce various social media posts and Instagram Reels from her visits to iconic attractions such as Two Lovers' Point, Fish Eye Marine Park, and Valley of the Latte Adventure Park, as well as water sports and shopping.
- Reporters from the Taiwan news channel SETN were also on island and interviewed GVB to cover topics focused on CHamoru culture, travel activities, local cuisine, and the Tumon Night Market.



Mrs. Baza recapped the KOL Guam Fam Tour which just wrapped up on August 6th. The visit was KOL Mei's first destination co-op, which had an extensive itinerary filled with various activities including the launch of the Tumon Night Market. Mei will be providing six (6) Instagram Reels with different theme topics to attract her audiences to visit destination Guam. The content is expected to be shared in the next scheduled TMC meeting.

Mrs. Baza also highlighted the visit of Taiwan reporters from SetNews, who also came to Guam the same time as the KOL Guam Fam Tour. The reporters arrived on their own expense to provide valuable exposure and coordinate interviews focused on CHamoru culture, travel activities, local cuisine, and the Tumon Night Market.

In response to Chairman Morinaga's inquiries, Mrs. Baza shared that the KOL selected was vetted in the beginning of Q4 and that GVB was notified of the SETNews reporter arrival only a few days prior to their visit. Despite the short notice, GVB did it's best to accommodate the reporters interview request and collect the coverage needed.

Chairman Morinaga Milton encouraged GVB to provide advance notice to TMC members when planning KOL Fam Tours and media visits to Guam, in order to allow promotional opportunities and a courtesy meeting to show hospitality from the members. Mrs. Baza advised that the recommendations may be possible in consideration to the Fam Tour's limited schedule and targeted ROI. She recommended that the approach shared by Chairman Morinaga would also be ideal for travel agents participating in Fam Tours.

KOL Guam Fam Tour



KOL Mei visits Two Lovers Point



KOL Mei captures the launch of the Tumon Night Market



KOL Mei meets fans at Super American Circus



Chamoru Culinary Workshop with Chef Casey from Capitol Kitchen



KOL Mei has a cultural experience at Valley of The Latte



KOL Mei enjoyed the Taotao Tasi Dinner Show

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Consumer Sentiment



Facebook (Liberation Day Fireworks)



I saw the fireworks!

Facebook (UA Direct Flights Promotion)



Awesome entry guidelines

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Consumer Sentiment



Facebook (UA Direct Flights Promotion)



It's better to go to
Pangloss, Taiwan.

Facebook (UA Direct Flights Promotion)



The flight schedule was
quite early, which made
it difficult for participants
to get sufficient rest
beforehand.

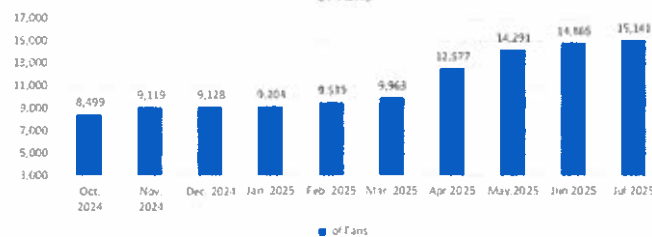
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Mrs. Baza added that GVB continues to monitor these types of sentiments and engage with consumers to ensure they have a positive experience on Guam.

Social Media Performance



Social Media Performance
FY2025



Monthly percentage growth (July): +1.86%

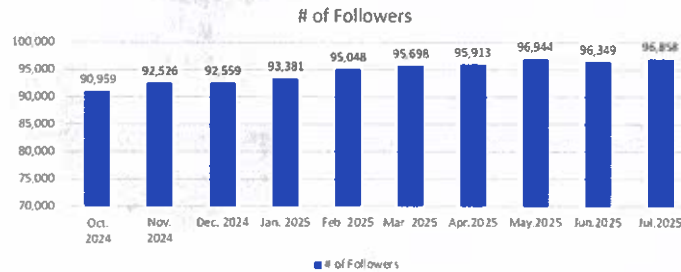
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Social Media Performance



Social Media Performance FY2025



Monthly percentage growth (July): +0.53%

August SNS Calendar



Social Media August Content Calendar						
Day	1	2	3	4	5	6
Theme	Local Culture	Local Culture	Local Culture	Local Culture	Local Culture	Local Culture
Topic	Local Culture	Local Culture	Local Culture	Local Culture	Local Culture	Local Culture
Content	Local Culture	Local Culture	Local Culture	Local Culture	Local Culture	Local Culture
Image	Local Culture	Local Culture	Local Culture	Local Culture	Local Culture	Local Culture
Video	Local Culture	Local Culture	Local Culture	Local Culture	Local Culture	Local Culture
Text	Local Culture	Local Culture	Local Culture	Local Culture	Local Culture	Local Culture

Mrs. Baza shared a snapshot of the August Social Media Calendar which showcases the themes and topics focused for the month. GVB continues to invite members to share any new promotions, events flyers, or information regarding their business properties. GVB may assist in not only sharing them in the Taiwan market but also across GVB's main source markets.

5. NEW BUSINESS

Taiwan International Tourism Expo (TITE)



Date: August 22 - 25

- Location: Taipei World Trade Center Exhibition Hall 1
- GVB will participate in the 2025 Taiwan International Tourism Expo (TITE) which remains one of Taiwan's largest and most influential travel events, reflecting strong interest in outbound tourism.
- The festive Guam booth will promote the United Airlines Taipei-Guam direct flight, Tumon Night Market, and showcase Guam as a top holiday destination for the Mid-Autumn Festival and National Double Ten Holiday.
- GVB will be onsite to conduct visitor surveys and organize interactive stage activities to attract attendees and gain insights into Taiwanese travel trends.



第13屆台灣
國際旅遊展
2025台灣旅遊展

8/22-8/25
台北世貿



Mrs. Baza shared that TITE is a consumer trade show where GVB will be promoting the direct TPE-GUM flights, Tumon Night Market, and displaying Guam as a top holiday destination. Travel agents will be onsite at the Guam booth to participate and sell on the floor.

6. ACCOUNT SUMMARY

ACCOUNT SUMMARY



FY2025 Budget

FY2025 Taiwan Actual Spend versus Budget YTD as of 06/06/2025

GL Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PR2001	Marketing Representative Fees	\$ 144,000.00	\$ 108,000.00	\$ 36,000.00	\$ -	0.00%
PR2008	Sales Calls	\$ 12,000.00	\$ 8,412.01	\$ 3,587.99	\$ -	0.00%
TTCE39	Media/Travel Industry Fam Tours	\$ 23,839.00	\$ 18,631.28	\$ -	\$ 5,207.74	21.19%
ADVE19	Social Media/Online Campaigns & Advertising	\$ 38,000.00	\$ 25,854.20	\$ 8,000.00	\$ 1,045.80	2.91%
TTCE31	Travel Fairs	\$ 34,361.00	\$ 34,361.00	\$ -	\$ -	0.00%
SMDE23	Travel Trade Groups & BRCE Programs	\$ 180,000.00	\$ 110,678.51	\$ 56,915.00	\$ 12,406.49	6.89%
SMDE19	Sales Market Development (HQ)	\$ 70,000.00	\$ 68,283.04	\$ -	\$ 1,706.96	2.44%
GRAND TOTAL		\$ 600,000.00	\$ 374,330.82	\$ 105,502.80	\$ 20,166.39	4.00%

FY2025 Additional Funding Budget

FY2025 Taiwan Additional Funds Actual Spend versus Budget YTD as of 06/06/2025

GL Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
FY23TA	Air Service Development (Additional Funds)	\$ 880,000.00	\$ 292,698.06	\$ 182,953.21	\$ 44,348.73	8.87%
GRAND TOTAL		\$ 500,000.00	\$ 292,698.06	\$ 182,953.21	\$ 44,348.73	8.87%

For full transparency, Mrs. Baza shared the Pending Column which shows the projects that are planned for execution in Q4. The Remaining Column shows funds anticipated for allocation before the end of the fiscal year. GVB Taiwan remains on track with expenditures for the rest of Q4.

7. ANNOUNCEMENTS

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 new 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.





Mrs. Baza highlighted the launch of Tumon Night Market on Sunday, August 3rd, which was a great success and warmly received by visitors, military, and the local community with an overwhelming turnout. GVB greatly appreciates the various vendors for their participation in the night market, which provides a good avenue to meet with visitors and the local community.

Chairman Morinaga inquired with GVB about the status of the Visitor Exit Survey which has collected one (1) month of results as of to date. GVB Director of Global Marketing, Ms. Nadine Leon Guerrero, advised that despite the limited research data, the results will be presented in the next TMC meeting. She added that the load factor for the United Airlines direct flights had also been shared during the recent Board of Directors meeting. The total load factor percentage for the month of April and May held steady at 72%, while the month of June saw a gradual increase at 83%. Chairman Morinaga invited GVB members to actively engage with the Taiwan market which is seeing more interests and activity.

James Rosenberg II, General Manager for Triple J Technologies, highlighted that the month of July saw a large increase of Stroll users at 282 rides with Taiwanese passengers who have registered with a Taiwan phone number. During the Tumon Night Market, their app saw strong activity during the opening and closing times and received great feedback from riders. GVB will be sharing the Tumon Night Market flyer assets in English and translated in Traditional Chinese with members for further promotion in-market.

Mrs. Baza responded to Albert Oh, President's Assistant at Hoshino Resorts Risonare, and his inquiries about the resumption of China Airlines direct flights which have not been confirmed at this time. Should there be any airline updates, GVB will ensure to share the information with TMC members. Additionally, the Guam Taiwan Office will be participating on GVB's behalf in the upcoming Taiwan International Tourism Expo (TITE) scheduled from August 22-25, 2025.

Chairman Morinaga concluded the meeting by inquiring about the new United Airlines route from Kaohsiung to Japan and how GVB is attracting visitors from Kaohsiung to Guam. Mrs. Baza shared that during the Governors Trade Mission held in late May, Governor Leon Guerrero met with the Kaohsiung Mayor and city government to discuss ways of further promotion. GVB continues to monitor any follow ups to hopefully build on the momentum with the southern part of Taiwan and

engage with Bruce Chen, former China Airlines - General Manager for Guam, who now handles the Kaohsiung branch.

Next meeting: September 4, 2025 at 11:00am (subject to change)

8. ADJOURNMENT

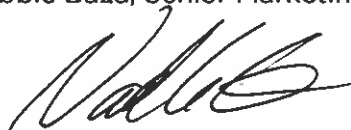
Mrs. Baza adjourned the meeting at 11:40 a.m.



Minutes Prepared By: Regina Bocatija, Marketing Manager



Minutes Prepared By: Gabbie Baza, Senior Marketing Manager



Minutes Approved By: Nadine Leon Guerrero, Director of Global Marketing