

TAIWAN MARKETING COMMITTEE (TMC) MEETING MINUTES

Thursday, July 3, 2025 at 11:00 a.m. via ZOOM

<https://us02web.zoom.us/j/82602922209?pwd=VuWBa6xLLxunweOVSQAVkefOUyFRMW.1>

**online attendance*

<p><u>Members Present:</u></p> <ol style="list-style-type: none"> 1. Dusit Thani Guam Resort - Miwa Bravo* 2. Baldyga Group - Annie Joo* 3. Baldyga Group - Mari Oshima* 4. Grand Plaza Hotel - Valerie Carbullido* 5. Hyatt Regency Guam - Madel Cosico* 6. LeoPalace Resort Guam - Keiko Takano* 7. United Airlines - Paula Monk 8. The Westin Resort Guam - Yoshi Otani* 9. Ayaka Yamaguchi - Skydive Guam 	<p><u>Members Absent:</u></p> <ol style="list-style-type: none"> 1. GVB Board Director - Milton Morinaga 2. GNC Guam - Ping-yuan "Edward" Lu 3. Hilton Guam Resort & Spa - Echo Man 4. Hotel Nikko Guam - Kelly Hong 5. Lotte Hotel Guam - Sunny Kim 6. DON DON DONKI - Uta Miyazawa 7. Guam Reef Hotel - Yuki Toshida 8. Fish Eye Marine Park - Akihiro Tani 9. The Tsubaki Tower - Hiromi Matsuura 10. Crowne Plaza Guam - Jeremy Nam 11. Dusit Place - Alex Leddy 12. Crowne Plaza Resort Guam - Mami Manlucu 13. HIS Guam Inc. - Neil Urbano 14. Pacific Islands Club - Koji Nagano 15. Wyndham Garden Guam - Sunardi Li 16. Valley of the Latte - David Tydingco 17. Hyatt Regency Guam - Gabby Hizon 18. Triple J Technologies - James Rosenberg 19. University of Guam - Carlos Taitano 20. GEDA - Ed Camacho 21. GIAA - Rolenda Faasumalie 22. Docomo Pacific - Flo Hipolito
<p><u>Guests/Observers Present:</u></p> <ol style="list-style-type: none"> 1. N/A 	<p><u>GVB Board/Management/Staff Present:</u></p> <ol style="list-style-type: none"> 1. Director of Global Marketing - Nadine Leon Guerrero 2. Senior Marketing Manager - Taiwan - Gabbie Baza 3. Senior Marketing Manager - Elaine Pangelinan 4. Web & IT Coordinator Assistant - Mike Arroyo <p><u>Guam Taiwan Office Staff Present:</u></p> <ol style="list-style-type: none"> 1. Guam Taiwan Office - Felix Yen* 2. Guam Taiwan Office - Ellie Hsiao*

1. CALL TO ORDER

GVB Director of Global Marketing, Ms. Nadine Leon Guerrero, began the meeting at 11:00 a.m.

2. REPORT OF MANAGEMENT

Mrs. Leon Guerrero announced a new event coordinated by GVB will be launching this July, the Tumon Night Market, which will be held every Sunday in Pleasure Island. More details will be shared with GVB members in the coming days.

3. MARKET UPDATES

Senior Marketing Manager for Taiwan market, Mrs. Gabbie Baza continue with the agenda to report on Market Updates and shared the latest visitor arrivals as of May 31, 2025.

May 2025



May 1-31, 2025

Total: 49,950 (-2.6%)

% Market Mix	Origin	2019	2024	2025	% vs LY
1.5%	Taiwan	2,448	133	747	461.7%
46.8%	Korea	58,247	28,338	23,381	-17.5%
30.4%	Japan	41,598	12,034	15,162	26.0%
12.3%	US/Hawaii	6,973	6,218	6,120	-1.6%
2.5%	Philippines	2,228	988	1,267	28.2%
0.5%	China	584	305	270	-11.5%
0.1%	Hong Kong	555	52	69	32.7%

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

Note: May 2025 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year to Date 2025



January - May 31, 2025

Total: 289,328 (-13.2%)

% Market Mix	Origin	2019	2024	2025	% vs LY
1.2%	Taiwan	11,681	1,478	3,345	126.3%
45.4%	Korea	295,219	178,589	131,276	-26.5%
34.8%	Japan	279,092	85,506	100,544	17.6%
10.8%	US/Hawaii	39,955	36,992	31,380	-15.2%
2.1%	Philippines	8,584	5,317	5,962	12.1%
0.7%	China	5,929	2,146	1,957	-8.8%
0.1%	Hong Kong	2,763	267	314	17.6%

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

Note: May 2025 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2025



October 2024 - May 31, 2025

Total: 464,179 (-11.1%)

% Market Mix	Origin	2019	2024	2025	% vs LY
1.0%	Taiwan	17,969	1,999	4,549	127.6%
46.5%	Korea	477,286	281,709	216,074	-23.3%
33.7%	Japan	439,875	136,079	156,201	14.8%
10.7%	US/Hawaii	62,553	57,014	49,611	-13.0%
2.1%	Philippines	14,987	8,965	9,919	10.6%
0.6%	China	9,271	3,074	2,939	-4.4%
0.1%	Hong Kong	4,791	506	478	-5.5%

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

Note: May 2025 Daily Arrivals reflect Civilian Air arrivals only

Mrs. Baza added that the visitor arrival information is accessible on the GVB website: <https://www.guamvisitorsbureau.com/> located under the Research tab, followed by the Statistics tabs.

Airline Updates for Regular Flights



Airlines	GTO Contact	Updates
CHINA AIRLINES	6/27 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none"> Bruce Chen, the General Manager of Guam CI Office has been transferred to the Kaohsiung Office as General Manager.
EVA AIR	6/27 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	6/27 Patience Hsu, Manager	<ul style="list-style-type: none"> Spunk Tour is planning to 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.
tigerair	6/27 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	6/27 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 September. 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 that the GVB Taiwan office continues to keep close communications with all airline partners in Taiwan. A significant update comes from Starlux, who is working with two Taiwan based travel agents: Spunk Tours & Sunny World Tours, to launch two Chinese New Year charter flights in February 2026. United Airlines has also extended the deadline for their on-



going TPE-GUM fare promotion to September 26th. This special price offers fares as low as \$304.00.

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



Taoyuan airport expects travel numbers to beat 2019

- As of May 31, Taiwan Taoyuan International Airport had reached 96.5% of its 2019 passenger volume, with over 20 million travelers recorded. The airport expects travel in July and August to surpass 2019 levels due to strong recovery and more long weekends.
- International passenger numbers may exceed 2019 figures, but fluctuations depend on global economic conditions, exchange rates, domestic travel habits, and geopolitical issues. For instance, the Israel-Iran conflict is prompting airlines to adjust flight routes.



Mrs. Baza shared that the Taoyuan International Airport had reached 95.6% of its 2019 passenger volume, with over 20 million travelers recorded, as of May 31st.

4. OLD BUSINESS

Mrs. Baza continue with the agenda to report on Old Business and shared the projects and events that the GVB Taiwan office has participated in the month of June.

PR/AD Update



Guam Promotion Seminar for Taiwan Tour Managers Association

- Date: June 2
- At this event, GVB showcased Guam's entry policy, MICE and Adventure Sports Programs, Milksha co-brand and the Travel Agents Sales Contest, encouraging partners to support the initiatives. In addition, GVB shared information about Guam's travel operators and introduce key tourist attractions, presenting a comprehensive overview of Guam tourism—from policy aspects to actual travel experiences.
- Highlighted the United Airlines direct flight between Taipei and Guam, stepping up efforts to promote this information to increase interest in Guam tourism among the tour managers present.



Left: Felix Yen, GTO Director
Right: Congyin Yen,
President of Tour Managers Association

13

PR/AD Update



Visit USA Committee Taiwan 2025 Q2 Gathering

- Date: June 5
- The Visit USA Committee Taiwan held its second quarterly gathering on June 5, joined by AIT Commercial Officer Clint Brewer. The event highlighted U.S. travel trends and promotional priorities for the second half of 2025.
- Visit USA Committee Taiwan shared that 124,293 Taiwanese travelers visited the U.S. from January to April 2025, reflecting a 10.7% year-over-year increase. In response to the upcoming summer travel season, the Committee announced Cruise Tourism and Educational Travel as its key promotional themes to attract a broader range of travelers, including families, students, and senior groups.
- With AIT Commercial Officer Clint Brewer soon to be transferred to the Commonwealth of Puerto Rico, GVB took the opportunity to express sincere appreciation for his strong support over the past three years, especially his efforts in promoting the resumption of the TPE-GUM direct flight.

Left: Brenda Tang,
President, Visit USA
Committee

Right: AIT Commercial
Officer Clint Brewer



14

Mrs. Baza also shared that the Visit USA Committee Taiwan was formally known as Discover American Committee (DAC). A key take away from this meeting is that 124,293 Taiwanese travelers visited the U.S. from January to April 2025, reflecting a 10.7% increase over last year.

UA Direct Flight Flash Event



- Date: June 7 - 8
- A two-day flash event at Huashan 1914 Creative Park successfully promoted the Taipei-Guam direct flight, attracting approximately 2,200-2,500 visitors on June 7 and 2,400-3,000 on June 8. Even during the rain, many showed strong interest—some chatted with us under umbrellas for nearly ten minutes.
- GVB boosted engagement by offering Guam-themed giveaways—such as snacks, pens, and Milksha boba drink vouchers—to attendees who followed our social media accounts and shared the flash event online.
- United Airlines joined GVB and increased visibility for the TPE-GUM route with branded displays, aircraft models, and Guam travel packages from four agencies (Lion, Phoenix, Life, Richmond), sparking interest among potential travelers.



15

2025 Food Taipei



- Date: June 25 - 28
- With support from MoFA and as a member of ASOA, Guam participated in the Food Taipei trade show under the USA Pavilion, where AIT Director Raymond Greene and ATO Director Kathy Yao visited Guam's booth to learn about local products.
- GVB actively promoted Guam by distributing locally made Guam chocolate samples throughout the venue, resulting in increased engagement on GVB Taiwan's social media platforms.
- GVB attended the ATO Taipei reception, connected with key MoFA representatives, local industry players and government officials, and expressed appreciation to MoFA Deputy Director-General Hans-Kuoyu Chiao for sponsoring the booth fee.



16

Consumer Sentiment



Facebook (Kelaguen)



Facebook (Guam Reels)



17

Consumer Sentiment



Facebook (Guam Reels)



Facebook (Guam Night Market)



18

Mrs. Baza shared that the announcement of the new Tumon Night Market will be great for Taiwan visitors coming on the UA direct flight on Saturday, because now these visitors have an opportunity to experience a night market while visiting Guam.

Social Media Performance

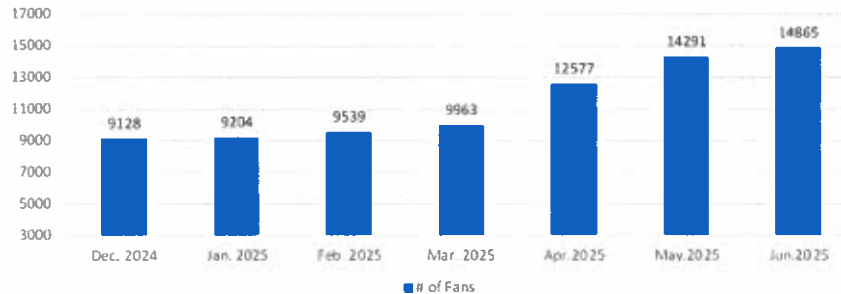


Social Media Performance FY2025



Instagram

of Fans



Monthly percentage growth (June): +4%

19

Social Media Performance

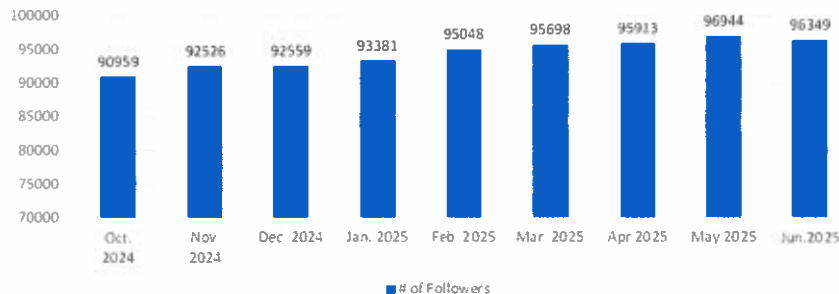


Social Media Performance FY2025



facebook

of Followers



Monthly percentage growth (June): -0.61%

20

July SNS Calendar



Social Media July Content Calendar						
		01-07-2025	02-07-2025	03-07-2025	04-07-2025	05-07-2025
1	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Guam Water Sports Driving	Guam Scenery		Independence Day of the United States Promotion	Guam Shopping DON DON DON!
2	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
		G-CHM IATA + EDF Promotion	The Wholes Live on Guam Promotion	United Airlines Direct Flights		Guam Water Sports Wind-surfing
3	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	Guam Scenery		Guam Shopping Micronesia Mall	Guam Water Sports Promotion: Things you must know when visiting Guam		United Airlines Direct Flights
4	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	G-CHM IATA + EDF Promotion	Guam 8th Liberation Event Lucky Draw Promotion	Guam 8th Liberation Event Lucky Draw Winner Announce	Guam Scenery	International Friendship Day Lucky Draw Promotion	Guam Water Sports Tennis
5	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	United Airlines Direct Flights		Guam Shopping Don Place	G-CHM IATA + EDF Promotion		
	International Friendship Day Lucky Draw Promotion	International Friendship Day Lucky Draw Promotion	International Friendship Day Lucky Draw Winner Announce			

21

Mrs. Baza encouraged all committee members to share any promotions or events happening at their respective business with GVB so that we can further promote it on our social media platforms in our source markets.

5. NEW BUSINESS

Mrs. Baza continue with the agenda to report on New Business and shared that GVB will be participating in the Taipei Summer Expo to promote destination Guam and the UA direct flight route. This is the first time GVB will participate in this expo and hope to attract new travel for the upcoming Taiwan holiday season.



Taipei Summer Travel Expo



Date: July 18 - 21

- Location: Taipei World Trade Center Exhibition Hall 1
- The 2025 Taipei Summer Travel Expo marks the first time the GVB will participate in this event. GVB has also been invited to attend the opening ceremony, demonstrating the organizers' recognition of Guam's importance and their commitment to future collaboration.
- This year's expo will also feature participation from numerous international tourism bureaus, including those from the Marshall Islands, the Philippines, Japan, and Palau.
- GVB will be promoting destination Guam, along with the United Airlines direct flight for the upcoming holidays: Mid-Autumn, National Day. GVB will also conduct a survey to gain deeper insights into Taiwanese travelers and organize on-site events to draw more visitors to our booth.



23

6. ACCOUNT SUMMARY

ACCOUNT SUMMARY



FY2025 Taiwan Actual Spend versus Budget YTD as of 06/30/2025						
G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 144,000.00	\$ 96,000.00	\$ 48,000.00	\$ -	0.00%
PRE005	Sales Calls	\$ 12,000.00	\$ 7,503.80	\$ 4,000.00	\$ 496.20	4.14%
TTC038	Media/Travel Industry Fam Tours	\$ 23,839.00	\$ 15,031.26	\$ -	\$ 8,807.74	36.41%
ADV018	Social Media/Online Campaigns & Advertising	\$ 36,000.00	\$ 23,881.24	\$ 11,805.25	\$ 313.51	0.87%
TTC031	Travel Fairs	\$ 34,361.00	\$ 34,361.00	\$ -	\$ -	0.00%
SMD023	Travel Trade Co-ops & MICE Programs	\$ 180,000.00	\$ 109,309.91	\$ 66,000.00	\$ 4,890.09	2.61%
SMD019	Sales Market Development (HQ)	\$ 70,000.00	\$ 66,927.14	\$ 1,841.50	\$ 1,231.36	1.76%
GRAND TOTAL		\$ 500,000.00	\$ 353,014.35	\$ 131,648.75	\$ 15,338.90	3.07%

FY2025 Taiwan Additional Funds Actual Spend versus Budget YTD as of 06/30/2025						
G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
FY24TA	Air Service Development (additional funds)	\$ 500,000.00	\$ 225,420.80	\$ 178,054.82	\$ 96,524.38	19.30%
GRAND TOTAL		\$ 500,000.00	\$ 225,420.80	\$ 178,054.82	\$ 96,524.38	19.30%

25

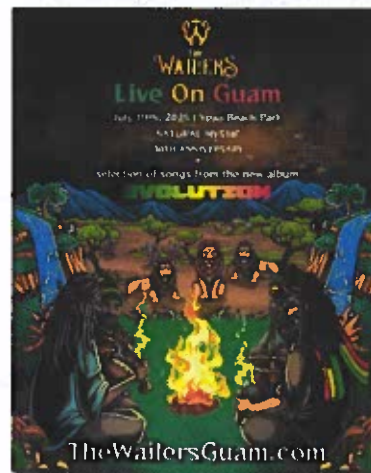
For full transparency, Mrs. Baza shared the current FY2025 Budget which shows details on how the funds are being expended. The Pending column shows projects queued up for Q4, while the Remaining column shows a budget to anticipate more projects and activations.

7. ANNOUNCEMENTS

UPCOMING EVENTS



July 5



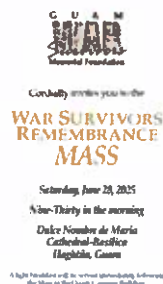
July 19

27

LIBERATION FESTIVITIES



June 28



July 6 - 19



July 21
81ST LIBERATION EVENT

28

Mrs. Baza reminded the committee to share any of the upcoming local events with their customers and staff. She also shared that a marching band from Taiwan will be coming to Guam to participate in the parade. GVB will be providing welcome gifts and sponsoring a cultural dinner show for the 80 pax marching band.

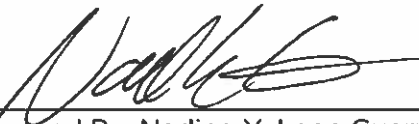
Next meeting: August 7, 2025 at 11:00am (subject to change)

8. ADJOURNMENT

Mrs. Baza adjourned the meeting at 11:17 a.m.



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



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