

TAIWAN MARKETING COMMITTEE (TMC) MEETING MINUTES

Thursday, October 2, 2025 at 11:00 a.m. via ZOOM

<https://us02web.zoom.us/j/82602922209?pwd=VuWBA6xLLxunweQVSQAVkefOUyfRMW.1>

**online attendance*

<u>Members Present:</u> 1. TMC Chairman - Milton Morinaga 2. Triple J Technologies - James Rosenberg II 3. United Airlines - Paula Monk 4. Baldyga Group - Annie Joo 5. Hoshino Resorts Risonare - Albert Oh* 6. Baldyga Group - Mari Oshima* 7. DON DON DONKI - Uta Miyazawa* 8. Pacific Islands Club - Koji Nagano* 9. Dusit Thani Guam - Miwa Bravo* 10. The Tsubaki Tower - Hiromi Matsuura* 11. GNC Guam - Jenny Yang* 12. LeoPalace Resort Guam - Keiko Takano* 13. GEDA - Tria Chang*	<u>Members Absent:</u> 1. Hilton Guam Resort & Spa - Echo Man 2. Lotte Hotel Guam - Sunny Kim 3. Guam Reef Hotel - Yuki Toshida 4. Crowne Plaza Guam - Jeremy Nam 5. Fish Eye Marine Park - Akihiro Tani 6. The Westin Resort Guam - Yoshi Otani 7. Crowne Plaza Resort Guam - Mami Manlucu 8. Docomo Pacific - Flo Hipolito 9. HIS Guam Inc. - Neil Urbano 10. Valley of the Latte - David Tydingco 11. Hyatt Regency Guam - Madel Cosico 12. Hyatt Regency Guam - Gabby Hizon 13. Hotel Nikko Guam - Kelly Hong 14. SENTRY Hospitality - Sunardi Li 15. SENTRY Hospitality - Valerie Carbullido 16. Skydive Guam - Ayaka Yamaguchi 17. University of Guam - Carlos Taitano 18. GEDA - Ed Camacho 19. Guam International Airport Authority - Rolenda Faassuamalie
<u>Guests/Observers Present:</u> 1.	<u>GVB Board/Management/Staff Present:</u> 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> 1. *GVB Taiwan Office - Jessica Chang, Tez Chu, Cynthia Chang, Anne Chang, Mel Lin, Yvonne Tu

1. CALL TO ORDER

GVB Senior Marketing Manager, Gabbie Baza, began the meeting at 11:02 a.m.

2. REPORT OF MANAGEMENT

Taiwan Youth Ambassadors



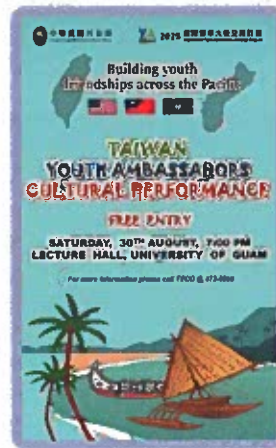
Date: August 30, 2025

Location: University of Guam - Lecture Hall

– The Taiwan International Youth Ambassadors Program visited Guam from August 28 to 31, 2025, to promote cultural diplomacy and international friendship by showcasing Taiwan's unique identity and fostering people-to-people exchanges.

– On the evening of August 30th, the Youth Ambassadors held a "Taiwan Night" performance at UOG, showcasing an array of vibrant traditional and contemporary dances and music.

– The event was attended by local community leaders and members of the overseas Chinese community, with an audience of approximately 200 people.



5

GVB Director of Global Marketing, Nadine Leon Guerrero, highlighted that Taiwan has a goal to be English speaking by 2030. The Youth Ambassador Program was a great way to connect with the University of Guam in sharing culture and history and GVB looks forward in continuing this initiative.

TAIWAN



GVB Marketing Representation in Taiwan

JCIM Taiwan Limited

- GVB HQ traveled to Taiwan (Sept. 10-17) to conduct a close out with VEDA International Corp. and transition meetings with JCIM Taiwan Limited.
- Two-day Training:
 - Gabbie held administrative & marketing meetings.
 - AJ held CRM and CMS training.
- An official press release was distributed on Sept. 30th, announcing the new marketing representative in Taiwan.



Ms. Leon Guerrero gave the floor to the new Taiwan marketing representative office Managing Director, Jessica Chang, who introduce herself and the team and expressed excitement about partnering with GVB. Ms. Leon Guerrero added that Gabbie Baza and Web & IT Administrator, AJ

Rosario, recently returned from Taiwan after holding staff trainings with JCIM and discuss Guam initiatives and operating computer systems.

TAIWAN



EXIT SURVEY

- Through the RFP process, a vendor was selected in mid-March. The vendor started in April to hire staff and obtain SIDA badges.
- Collection of exit survey data started in May 2025.
- Japan and Korea exit survey results are released monthly, while Taiwan exit survey results are released quarterly.
- 2nd quarter exit survey results will cover July - September 2025.

GUAM VISITORS BUREAU

Visitor Exit Survey Report

First Quarter of 2025 - Taiwan Market Data



For more information: <https://www.guamvisitorsbureau.com/research/studies/exit-surveys>

Ms. Leon Guerrero shared that first report submitted had only nine (9) respondents. Despite not being statistically valid, steps are in place to retrieve better results. She added that the 2nd quarter exit surveys will cover July through September and is anticipated to be received near the end of October.

3. MARKET UPDATES

August 2025



August 1-5, 2025

Total: 13,500 (+24.7%)

% Market Mix	Origin	2019	2024	2025	% vs LY
0.8%	Taiwan	395	33	106	221.2%
53.2%	Korea	11,613	5,389	7,179	33.2%
32.8%	Japan	11,446	3,141	4,431	41.1%
7.0%	US/Hawaii	1,172	1,256	944	-24.8%
1.4%	Philippines	172	196	189	-3.6%
1.0%	China	148	87	133	52.9%
0.1%	Hong Kong	63	11	12	9.1%

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

Note: August 2025 Daily Arrivals reflect Civilian Air arrivals only

Mrs. Baza shared a snapshot of the daily visitor arrival statistics from August 1-5, 2025 compiled by the GVB Research team.

Calendar Year to Date 2025



January – August 5, 2025

Total: 430,239 (-5.7%)

% Market Mix	Origin	2019	2024	2025	% vs LY
1.2%	Taiwan	17,578	2,044	5,228	155.8%
46.7%	Korea	437,140	240,058	200,723	-16.4%
32.2%	Japan	380,059	114,760	138,487	20.7%
11.9%	US/Hawaii	59,488	56,109	51,219	-8.7%
2.0%	Philippines	11,817	7,782	8,582	10.3%
0.7%	China	7,591	3,102	2,920	-5.9%
0.1%	Hong Kong	3,723	423	453	7.1%

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

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

Fiscal Year to Date 2025



October 2024 – August 5, 2025

Total: 605,495 (-6.1%)

% Market Mix	Origin	2019	2024	2025	% vs LY
1.1%	Taiwan	23,866	2,565	6,432	150.8%
47.2%	Korea	619,207	343,178	285,522	-16.8%
32.1%	Japan	540,842	165,333	194,333	17.5%
11.5%	US/Hawaii	82,086	76,131	69,606	-8.6%
2.1%	Philippines	18,220	11,430	12,539	9.7%
0.6%	China	10,933	4,030	3,902	-3.2%
0.1%	Hong Kong	5,751	662	617	-6.8%

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

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

Mrs. Baza acknowledged that the increase in visitor arrivals was made possible due to direct flights with United Airlines.

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.



TAIWAN



• LOAD FACTOR

MONTH	LOAD FACTOR %
APRIL	73%
MAY	73%
JUNE	83%
JULY	86%
AUGUST	Projecting 88% for total visitors TBC

• TAIWAN VISITOR VS. LOCAL TRAVELERS

MONTH	TOTAL ARRIVALS			
	TOTAL	LOCAL RESIDENTS	VISITORS	TRANSIT
APRIL	1,039	318	706	15
MAY	1,069	312	741	18
JUNE	1,111	272	815	24
JULY	1,279	290	962	27

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

Mrs. Baza shared how GVB is monitoring visitor arrivals vs. local travelers from the Taiwan market. The load factor projection is 88% for overall total visitors for the month of August and GVB is trying its best to fill the planes and attract more visitors to Guam.

Airline Updates



Airlines	GVB Taiwan Office Contact	Updates
UNITED AIRLINES	9/23 Brenda Tang, General Manager	Starting February 2026, United Airlines will fully replace its current Guam route fleet of Boeing 737-800 with Boeing 737 MAX 8 aircraft. Paid Wi-Fi service Larger overhead bins More Economy Plus seats with extra legroom Total of 166 seats, including up to 16 Business Class seats United Airlines x GVB will provide a special discount code for all participants during the Guam International Dance Festival. Duration: Nov 26 – Dec 17, 2025 Discount: 2% - 10% off ticket prices *Subject fare category and departure destination.

Guam Visitors Bureau

We are pleased to partner with United Airlines® for travel to our upcoming event.



To make flight reservations online, please click on the discount code below:

Discount Code: ZRFU999244

Travel dates: 11/26/25 - 12/17/25

United Airlines Senior Sales Manager, Paula Monk, shared the exciting launch of the new aircrafts in the region. The first aircraft is expected in the 1st quarter which will be a huge benefit to our visitors and will include Wi-Fi for purchase until Starlink is installed.



Mrs. Monk highlighted that a special retrofit is necessary for stretcher kits to be installed specifically for the ten (10) aircrafts that will be allocated to Guam. The aircraft will come equipped with new interiors, larger screens, and in-flight entertainment which will be beneficial to Guam's tourism industry.

In addition, United Airlines is modernizing their lobby kiosks at GIAA for self-check-in and is expected to be completed by the end of this month. Several investments are being made in the region especially with the Guam hub.

Mrs. Baza highlighted the collaboration with United Airlines in offering a special discount code for those traveling to Guam especially during the signature event- Guam International Dance Festival.

Airline Updates



United Airlines Taipei Branch Courtesy Visit with GVB

Date: September 26

- GVB warmly welcomed the UA Taipei sales team (7 members) to Guam who were on island from September 24-27, 2025.
- The visit provided a firsthand experience for the team to gain deeper knowledge of the island and promote Guam more effectively in the Taiwan market.
- During their visit, the group participated in a full tailored itinerary highlighting site inspections to understand Guam's products and services, and experience various attractions and local dining.
- A courtesy visit was held at the GVB office which offered an opportunity for introductions, strengthen partnerships, and discuss key market insights.



14

Market Intelligence: CNY Charter Flight Packages



Travel Agency	Dates	Duration	Price (NT\$)	Promotions / Inclusions
Phoenix Tour	Feb 14, Feb 18	4-5 days	48,800 Appx. \$1650 USD	CNY Promo: • NT\$ 4,000 discount for the second traveler.
Sunny World	Feb 14, Feb 18	5 days	53,000 Appx. \$1800 USD	CNY Early Bird (book by Oct 31): • Travel gifts: waterproof bag, luggage tag, luggage strap • Free eSIM card • Cultural Dinner Show • NT\$ 4,000-5,000 discount for the second traveler
Lion Travel	Feb 15, Feb 19	5 days	56,800 Appx. \$1900 USD	CNY Promo: • Free Airport transfer • Complimentary dinner at Hotel Nikko Guam 16F (Toh-Lee Restaurant) Special Promo: • \$18,900 to \$19,900 (Oct 15, 18, 29; Nov 12, 19, 26)
Spunk Travel	Feb 14, Feb 18	5 days	71,888 Appx. \$2400 USD	CNY Early Bird (book by Oct 31): • Travel gifts: shopping bag, luggage tag, luggage strap • Free eSIM card • Cultural Dinner Show • NT\$ 4,000 discount for the second traveler

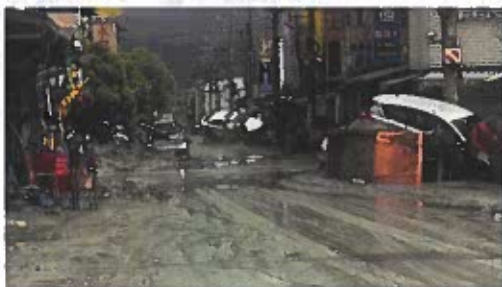
Mrs. Baza presented the four (4) travel agents looking to offer charter flights with a total of six (6) flights coming to Guam during the Chinese New Year holiday season.

Taiwan News



Hualien Typhoon Impact and Suggested PR Approach Date: September 23

- Hualien County sustained significant damage to mountain roads, public infrastructure, and residential housing as a result of Typhoon Ragasa.
- Hualien is among the counties in Taiwan with the highest proportion of indigenous populations.



16

Mrs. Baza added that this area in Taiwan has the highest population of indigenous tribes and GVB expressed its heartfelt condolences for those affected by this tragedy.

Taiwan News



Taiwan to fully roll out online arrival card for visitors on Oct. 1st

Date: September 21

- The Border Affairs Corps under the National Immigration Agency (NIA) announced Travelers to Taiwan will need to submit information through the [Taiwan Arrival Card website](#) starting on Oct. 1st.
- QR codes providing links to the Taiwan Arrival Card website will be displayed during flights and at the port of origin for travelers who need to fill out an arrival card.
- Devices are being installed at Taiwan Taoyuan International Airport, where the paper landing cards are currently available, for people without mobile phones to fill out the required information electronically.
- A paper landing card will still be available, but only in exceptional situations.



Mrs. Baza encouraged those who are traveling to Taiwan or know those who are, to be aware that the Taiwan Arrival Card is now fully digital must be submitted prior their arrival.

4. OLD BUSINESS

PR/AD Update



Mid-Autumn Festival Gathering

Date: September 11

- Location: Courtyard by Marriot Taipei Downtown
- GVB hosted a Mid-Autumn Festival gathering with travel trade and media partners as a token of appreciation and share Guam's latest tourism updates.
- The program included the announcement of the 2025 Guam International Dance Festival, updates on 2026 Lunar New Year charter flights, Tumon Night Market, 2026 Koko Weekend, and 2026 GMIF.
- Key Opinion Leader (KOL) Mei was also present to share her recent visit to Guam and the Tumon Night Market.



Mrs. Baza shared that the event was a great way to gather trade partners and media in Taipei to celebrate the holiday season.

PR/AD Update



Trade Visit - Lion Travel

Date: Sept 22

- Lion Travel has invited GVB to co-host its upcoming MICE program on 20/Nov, which includes a lunch with corporate buyers. The event aims to promote Guam as a preferred destination for MICE and strengthen ties with corporate clients.



Announcement to Trade & Media

Date: Sept 30

- A press release was distributed and announced to travel agents and media partners in the Taiwan market that, effective October 1, 2025, JCIM Taiwan Incorporated will officially serve as the Guam Visitors Bureau's marketing representative in Taiwan.



Council of Indigenous Peoples Outreach

Date: Sept 30

- An official letter to the Council of Indigenous Peoples (CIP) in Taiwan was sent, requesting support in promoting the 2025 Guam International Dance Festival (GIDF) through its communication channels, in order to enhance cultural exchange between Austronesian communities in Taiwan and Guam.

20

Consumer Sentiment



Facebook (Malesso Heart)



Facebook (CNY Charter Flight Package)



21

Consumer Sentiment



Facebook (UA Direct Flights Promotion)

- Travelers are dissatisfied with the flight schedule, especially the early return that wastes a night's stay and forces 4 a.m. departures.
- The timing causes stress, loss of rest, and less enjoyment of the trip.
- Passengers urge United Airlines to heed feedback and offer more convenient flight times.



22

Mrs. Baza shared some consumer sentiment regarding the flight time for the TPE-GUM direct flights. Some Taiwanese consumers expressed that the early departure was a loss for an overnight day. GVB continues to monitor these types of sentiments and engage with consumers to add value and ensure they have a positive experience on Guam.

Mrs. Monk added that customers can do an early check-in the night before and will provide a United Airlines flyer for members to disseminate.

5. NEW BUSINESS

Q1 Projects



Activity	Budget (US\$)	Objective & Impact
Sales Calls	3,000	Objective: Strengthen relationships with key travel agencies and corporate clients. Impact: Boosts cooperation opportunities and prioritizes our destination in their offerings.
SM/ AD Promotion	10,000	Objective: Increase destination visibility through major social platforms and digital ads. Impact: Expands brand awareness and drives demand among FIT and group travelers.
International Travel Fair	39,600	Objective: Maximize Guam's exposure at Taiwan's largest travel fair and boost brand awareness while driving bookings. Impact: Strengthened destination perception and generated on-site sales through promotions, interactive engagement, and OTA follow-up campaigns.
TTA & TVA Guam Visit	5,000	Objective: Build stronger ties with official tourism bodies and access joint promotion opportunities. Impact: Secures policy support and increases exposure through official channels.



Mrs. Baza shared updates on upcoming projects in Q1 and Q2 for FY2026. Key initiatives include sales calls to establish the new Taiwan marketing representatives in-market and continue communication, social media promotions, International Travel Fair (ITF) in November, and a visit from the Taiwan Tourism Administration (TTA) and Taiwan Visitors Authority (TVA) for courtesy meetings and site inspection in an effort to build on two-way traffic.

Q1 Projects (Cont.)



Activity	Budget (US\$)	Objective & Impact
MICE Seminar with Travel Agent	5,500	Objective: Present destination facilities and incentive programs to corporate decision makers. Impact: Reach 30+ corporates representative in one event to maximize Guam exposure in MICE sector.
MICE Reward Program	4,250	Objective: Attract 300+ MICE travelers to Guam in FY2026. Impact: Increase agency loyalty and prioritize Guam in sales efforts.
KOL / Media Familiarization Tour	22,000	Objective: Invite Taiwan MICE industry professionals to experience Guam's offerings and assess its suitability as a business events destination. Impact: Strengthens Guam's positioning in the Taiwan MICE market, driving future group travel and broader impact.

For continuity with Q1 projects, Mrs. Baza shared that a seminar will be hosted with Lion Travel, the MICE Reward Program will be continued which was very impactful the last fiscal year, and GVB plans to host a KOL or Media Fam Tour during the Guam International Dance Festival.

Q2 Projects



Activity	Budget (US\$)	Objective & Impact
Sales Calls	3,000	Objective: Continue strengthening relationships with key travel agencies and corporate clients through direct visits or online meetings. Impact: Keeps the destination visible and encourages ongoing collaboration and consideration in partner products.
SM/ AD Promotion	7,000	Objective: Sustain destination visibility and engagement on major social platforms with fresh seasonal content. Impact: Keeps brand awareness high and stimulates demand among FIT and group travelers.
Trade Sales Contest	25,000	Objective: Motivate travel agents to actively sell the destination through an incentive competition. Impact: Increases booking volume and strengthens agent motivation to our destination.
MICE Agent Fam Tour	20,000	Objective: Encouraging Taiwan travelers to visit Guam during CNY period. Impact: Creates a timely incentive that supports increased visitor arrivals and spending during the New Year season.

26

Q2 Projects (Cont.)



Activity	Budget (US\$)	Objective & Impact
CNY Coupon Campaign	40,600	Objective: Encouraging Taiwan travelers to visit Guam during CNY period. Impact: Creates a timely incentive that supports increased visitor arrivals and spending during the New Year season.
Wedding Exhibition (Taipei) + Social Media	8,500	Objective: Position Guam as an ideal and relaxing wedding and honeymoon destination for young Taiwanese couples. Impact: Increased brand awareness and favorability through event promotions, themed photo spots, and OTA partnerships driving long-term market potential.
MICE Reward Program	4,250	Objective: Attract 300+ MICE travelers to Guam in FY2026. Impact: Increase agency loyalty and prioritize Guam in sales efforts.
Lantern Festival	10,000	Objective: Strengthen Guam-Taiwan cultural ties and spark destination interest through festival presence. Impact: Enhanced destination visibility via Guam-themed lantern, social media sharing, and on-site interaction.

27

Mrs. Baza added for the past 5 years GVB has offered the Chinese New Year Coupon Program and will be working with the four (4) travel agents for its return. Lastly, GVB will be designing a new lantern for next year's lantern festival and is excited to participate in the annual event.

Taipei International Travel Fair



2025 Taipei International Travel Fair (ITF)

- Date: November 7-10, 2025
- Organized by the Taiwan Visitors Association, Taipei's annual travel fair is one of the largest in the city, attracting over 364,000 attendees in 2024.
- This premier travel event provides Guam with a valuable platform to showcase its unique attraction to Taiwanese travelers, boost media exposure and on-site visibility, and help strengthen Guam's presence in the Taiwan market to expand partnerships within the travel industry.
- A maximum of 4 members are welcome to participate at the Guam booth and which will include a promotional tabletop and stage time.



28

Mrs. Baza shared that Guam participates in the show every year and that this year GVB has six (6) booth spaces.

Taipei International Travel Fair



PARTICIPATION PACKAGE OPTIONS

Package A: Booth Space - \$800.00 USD

- Exhibitor Pass (Up to 2 pass per company) for four days.
 - Distribution of up to 400 promotional materials (to be couriered to Taiwan directly by company)
 - Opportunity for image/ video exposure opportunity in the Guam booth.
 - Please see registration link below for GVB Member Booth Package Details.
 - GVB requires that each member be accompanied by a translator who can speak Mandarin to assist with communication with Taiwanese attendees.
- NOTE: Booth space is limited and will be issued on a "First come, first served" basis. In the event of a cancellation or forfeiture, GVB will notify the next applicant in line based on the date and time of submission.
- All travel-related expenses, including airfare, accommodations, meals, and ground transportation, are the sole responsibility of each participating company and its representatives.



Package B: Materials Only - \$400.00 USD

- Provide up to 200 pieces promotional materials for distribution by GVB.
- Opportunity for image/ video exposure opportunity in the Guam booth.

Please register from the link below to participate at 2025 Taipei International Travel Fair (ITF):

<https://forms.gle/9JW78BVjKhxb6gK9>

Registration deadline is Friday, October 10, 2025 by 5:00PM.

29

GVB Taiwan Marketing Manager, Regina Bocatija, introduced details on member participation and package options. An invitation letter will be shared with committee members encouraging their participation in the annual event. Deadline to register is Friday, October 10, 2025 by 5:00PM.

6. ACCOUNT SUMMARY

ACCOUNT SUMMARY (FY2025)



FY2025 Taiwan Actual Spend versus Budget YTD							as of 09/30/2025
GL Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %	
PRE001	Marketing Representative Fee	\$ 144,000.00	\$ 132,000.00	\$ 12,000.00	\$ -	0.00%	
PRE005	Sales Calls	\$ 12,000.00	\$ 10,200.10	\$ 1,739.90	\$ -	0.00%	
TT0336	Media/Travel Industry Fam Tours	\$ 23,639.00	\$ 18,631.29	\$ 5,007.74	\$ -	0.00%	
ADV016	Social Media/Online Campaigns & Advertising	\$ 36,000.00	\$ 29,392.23	\$ 6,607.77	\$ -	0.00%	
TT0331	Travel Fairs	\$ 34,361.00	\$ 34,361.00	\$ -	\$ -	0.00%	
SMD033	Travel Trade Co-ops & MICE Programs	\$ 180,000.00	\$ 148,087.38	\$ 31,912.62	\$ -	0.00%	
SMD019	Sales Market Development (HQ)	\$ 70,000.00	\$ 68,263.64	\$ 1,736.36	\$ -	0.00%	
GRAND TOTAL		\$ 500,000.00	\$ 441,025.61	\$ 58,974.39	\$ -	0.00%	

FY2025 Taiwan Additional Funds Actual Spend versus Budget YTD							as of 09/30/2025
GL Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %	
FY241A	Air Service Development (additional funds)	\$ 500,000.00	\$ 399,775.13	\$ 96,824.86	\$ 3,400.21	0.68%	
GRAND TOTAL		\$ 500,000.00	\$ 399,775.13	\$ 96,824.86	\$ 3,400.21	0.68%	

*Pending September 2025 invoices.

30

For full transparency, Mrs. Baza shared the FY2025 Budget Account Summary which is pending the closeout of the September 2025 invoices which are due on the 15th of October.



ACCOUNT SUMMARY (FY2026)



as of 9/03/25

FY2026 Taiwan Actual Spend versus Budget YTD						
G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 150,000.00	\$ -	\$ -	\$ 150,000.00	100.00%
PRE005	Sales Calls	\$ 12,000.00	\$ -	\$ -	\$ 12,000.00	100.00%
TTC039	Media/Travel Industry Fam Tours	\$ 58,000.00	\$ -	\$ -	\$ 58,000.00	100.00%
ADV018	Social Media/Online Campaigns & Advertising	\$ 24,000.00	\$ -	\$ -	\$ 24,000.00	100.00%
TTC031	Travel Fairs	\$ 63,600.00	\$ -	\$ -	\$ 63,600.00	100.00%
SMD023	Travel Trade Co-ops & MICE Programs	\$ 142,400.00	\$ -	\$ -	\$ 142,400.00	100.00%
SMD019	Sales Market Development (HQ)	\$ 50,000.00	\$ -	\$ -	\$ 50,000.00	100.00%
GRAND TOTAL		\$ 500,000.00	\$ -	\$ -	\$ 500,000.00	100.00%

To start off FY2026, Mrs. Baza shared what GVB is tracking for the new fiscal year. Despite the limited budget, GVB will do its best and request for support for an increased budget.

7. ANNOUNCEMENTS

Tumon Night Market - Every Sunday



Date: Every Sunday (*Resuming October 12, 2025*)

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.



14

Mrs. Baza encouraged members to share the Tumon Night Market with colleagues and customers and promote that it's open to the public.

Guam International Dance Festival



Date: December 6-7, 2025
Location: Tumon, Guam
Registration Open: August 27, 2025

– The Guam International Dance Festival is a global showcase and competition that unites dancers from Guam and around the world to celebrate cultural heritage, creative expression, and artistic excellence.

– With two divisions: Cultural Dance and Contemporary Dance, the festival will highlight diverse performances ranging from traditional rhythms to modern styles, bringing together professional troupes, street performers, and passionate dance enthusiasts.

– Deadline to register has been extended to October 17, 2025.



Please visit the official website link below:
<https://www.visitguam.com/gidf/>

Mrs. Baza shared that one (1) group from Taiwan has already registered and GVB continues to promote GIDF to get at least two more groups to sign up organically before the October 17th deadline.

GVB is prioritizing its outreach for cultural and contemporary performers at no fee for participation. All other expenses such as transportation will be at their own responsibility.

TAIWAN

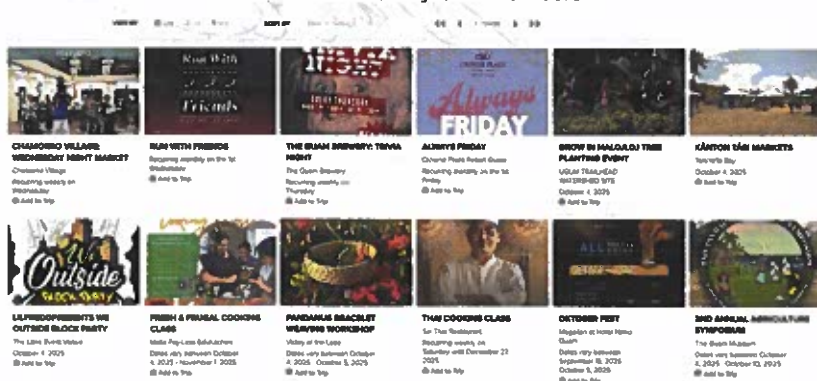


LOCAL EVENTS

GVB Signature Events



Events Submitted by GVB Members



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

Mrs. Baza encouraged members submit their information and events to GVB to be posted on its websites across all source markets.

TMC Chairman, Milton Morinaga, shared an idea to create a food guide for tourists and included vegetarian and vegan options for Taiwanese consumers to enjoy. This information will be valuable for visitors to see a variety of food options and what can they do in Guam. In addition, he suggested updating the Guam map to include mural locations and other points of interest such as the "Pink Building" in Tumon, mom-and-pop shops, and food trucks. Mrs. Monk proposed that the guidebook exposure may be exclusive for GVB members and encouraged non-member businesses to sign up.

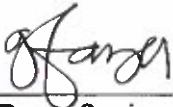
General Manager for Triple J Technologies, James Rosenberg II, shared their Stroll app has had upgrades with Google Maps and allows Guam businesses to be added as points of interest. He asked for GVB's support in reaching out for a listing of Guam local businesses and sharing map layer data. He concluded the meeting by highlighting that the Stroll app saw an influx of 100,000 visitors for the month of August.

Next meeting: November 6, 2025 at 11:00am (subject to change)

8. ADJOURNMENT

Chairman Morinaga adjourned the meeting at 11:36 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