



Exhibit

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

Thursday, August 1, 2024 at 11:00 a.m. via GoToMeeting  
[www.gotomeet.me/GUAMVISITORSBUREAU/tmc-meeting](http://www.gotomeet.me/GUAMVISITORSBUREAU/tmc-meeting)

*\*online attendance*

<p><b><u>Members Present:</u></b></p> <ol style="list-style-type: none"> <li>DON DON DONKI - Uta Miyazawa</li> <li>Sentry Hospitality - Valerie Carbullido *</li> <li>Baldyga Group - Annie Joo*</li> <li>United Airlines - Paula Monk*</li> <li>Dusit Thani Guam - Miwa Bravo*</li> <li>LeoPalace Resort Guam - Keiko Takano*</li> </ol>	<p><b><u>Members Absent:</u></b></p> <ol style="list-style-type: none"> <li>TMC Chairman - Milton Morinaga</li> <li>Hilton Guam Resort &amp; Spa - Echo Man</li> <li>The Westin Resort Guam - Yoshi Otani</li> <li>Lotte Hotel Guam - Elisha Lee</li> <li>Guam Reef Hotel - Yuki Toshida</li> <li>Wyndham Garden Guam - Sunardi Li</li> <li>Skydive Guam - Ayaka Yamaguchi</li> <li>The Tsubaki Tower - Hiromi Matsuura</li> <li>Hotel Nikko Guam - Jenny Cheon</li> <li>Fish Eye Marine Park - Akihiro Tani</li> <li>Pacific Islands Club - Koji Nagano</li> <li>GNC Guam - Edward Lu</li> <li>Tasi Global Consulting - Jenny Yang</li> <li>HIS Guam Inc. - Neil Urbano</li> <li>Valley of the Latte - David Tydingco</li> <li>Pacific Star Resort &amp; Spa - Jessica Chan</li> <li>Hyatt Regency Guam - Candy Brigino</li> <li>University of Guam - Carlos Taitano</li> <li>GEDA - Ed Camacho</li> <li>Guam International Airport Authority - Rolenda Faassuamalie</li> </ol>
<p><b><u>Guests/Observers Present:</u></b></p> <ol style="list-style-type: none"> <li></li> </ol>	<p><b><u>GVB Board/Management/Staff Present:</u></b></p> <ol style="list-style-type: none"> <li>Senior Marketing Manager - Gabbie Franquez</li> <li>Senior Marketing Manager - Elaine Pangelinan</li> <li>Marketing Manager - Regina Bocatija</li> <li>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>Guam Affairs Director - Felix Yen*</li> </ol>

**1. CALL TO ORDER**

GVB Taiwan Senior Marketing Manager Ms. Gabbie Franquez began the meeting at 11:02 a.m.

**2. REPORT OF MANAGEMENT**

Ms. Franquez shared no report of management at this time.



# June 2024



**June 1-30, 2024** **Total: 51,499 (42.2%)**

% Market Mix	Origin	2019	2023	2024	% of 2019
51.4%	Korea	62,364	2,870	26,457	42.4%
21.6%	Japan	40,877	2,417	11,125	27.2%
16.3%	US/Hawaii	6,268	6,528	8,420	101.8%
2.2%	Philippines	1,578	879	1,140	72.2%
0.3%	Taiwan	2,952	838	172	5.8%
0.6%	China	697	127	336	48.2%
0.1%	Hong Kong	477	50	69	14.5%

Source: Guam Customs Operations Form. Processed by the Guam Visitors Bureau

Note: June 2024 Preliminary Daily Arrivals reflect Certain Air Arrivals only.

Ms. Gabbie Franquez shared daily arrival statistics from June 1-30, 2024 compiled by GVB.

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.

# Fiscal Year to Date 2024



**October 2023 - June 30, 2024** **Total: 573,685 (48%)**

% Market Mix	Origin	2019	2023	2024	% of 2019
53.7%	Korea	539,650	270,620	308,166	57%
25.7%	Japan	480,752	50,167	147,204	31%
11.4%	US/Hawaii	70,821	60,803	65,434	92%
1.8%	Philippines	16,565	10,281	10,105	61%
0.4%	Taiwan	20,921	3,888	2,171	10%
0.6%	China	9,968	1,006	3,410	34%
0.1%	Hong Kong	5,268	491	575	11%

Source: Guam Customs Operations Form. Processed by the Guam Visitors Bureau

Note: June 2024 Preliminary Daily Arrivals reflect Certain Air Arrivals only.



### 3. MARKET UPDATES

## Market Intelligence: Airline Updates



### Current Route In Operation: (August 2024)

#### China Airlines CHINA AIRLINES

- See next page for August operations schedule

#### 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 - Daily
- Penang - Daily
- Bangkok - Daily
- Osaka - Daily
- Tokyo - Daily
- Kuala Lumpur - Daily
- Ho Chi Minh City - Daily
- Manila - Monday, Wednesday, Thursday, Friday, Saturday
- Singapore - Daily

## Market Intelligence: Airline News



### CI August Operation Schedule :



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	Daily
		Chiang Mai	5 flights/week	Phnom Penh	5 flights/week
		Palau	3 flights/week	Yangon	3 flights/week
				Brunei	3 flight/week



## Market Intelligence: Airline News



### CI August Operation Schedule :



Location							
Europe	Operation Schedule	Oceania	Operation Schedule	Northeast Asia	Operation Schedule	Northeast Asia	Operation Schedule
Amsterdam	5 flights/week	Sydney	6 flights/week	Nagoya	Daily	Busan	Daily
Frankfurt	Daily	Melbourne	4 flights/week	Fukuoka	Daily	Okinawa	Daily
London (Heathrow)	5 flights/week	Brisbane	5 flights/week	Osaka	Daily	Takamatsu	5 flights/week
Rome	3 flights/week			Tokyo(HND)	Daily	Hiroshima	5 flights/week
Vienna	4 flights/week			Tokyo(NRT)	Daily	Hong Kong	Daily
Prague	2 flights/week			Seoul(ICN)	Daily	Shanghai	Daily
				Seoul(GMP)	3 flights/week		

## Airline Updates for Regular Flights



Airlines	GTO Contact	Updates
CHINA AIRLINES	7/29 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none"> <li>GVB will meet with the China Airline's Taipei branch to discuss future flight schedules, and welcome their newly appointed General Manager, Mr. Cheng-Yu Feng.</li> </ul>
EVA AIR	7/29 Gary Wang, Executive Vice President	<ul style="list-style-type: none"> <li>EVA Air continues to evaluate the resumption of the Guam route due to shortages of capacity and the cabin crew.</li> </ul>
STARLUX	7/29 Patience Hsu, Manager	<ul style="list-style-type: none"> <li>Starlux will be collaborating with three (3) popular travel agents to provide charter flights for Chinese New Year 2025:                             <ul style="list-style-type: none"> <li>Spunk Tour and Phoenix Tours: 2 charter flights (5D4N) on 1/25 &amp; 1/29, 2025.</li> <li>Lion Travel: 2 charter flights (5D4N) on 1/26 &amp; 1/30, 2025.</li> </ul> </li> </ul>
Philippine Airlines	7/29 Jason Chen, Area Manager - Taiwan	<ul style="list-style-type: none"> <li>In an effort to accommodate more passengers during Chinese New Year, Philippine Airlines is considering to operate larger aircrafts from Manila to Guam.</li> <li>The airlines also plans to adjust the route's winter schedule, changing flights from every Monday, Tuesday, and Saturday to Tuesday, Thursday, and Saturday.</li> </ul>
royalair	7/29 Steven Shih, General Manager	<ul style="list-style-type: none"> <li>Royal Air Philippines is inclined towards having interested Taiwan travel agents to coordinate charter flight operations to Guam.</li> </ul>

Ms. Franquez shared that the Guam Taiwan Office (GTO) continues to diligently maintain communication with airline partners regarding direct air service from TPE-GUM.

With more visitor arrivals transiting via Manila, GVB continues to work with Philippine Airlines (PAL) for co-op opportunities.



## Taiwan News



### Taiwan passport ranks 33rd globally in 2024

- Taiwan ranked 33rd in the 2024 Henley Passport Index, allowing its passport holders access to 141 destinations without a Visa.
- Singapore had the most powerful passport for two consecutive years, granting its citizens entry to 195 destinations visa-free. Japan, Germany, France, Italy, and Spain were tied for second place, with access to 192 destinations.
- Taiwan tied with Peru for 33rd place this year. Since the rankings began 19 years ago, Taiwan has moved from 55th to 33rd place among 199 countries and regions.



## Taiwan News



### Farming losses from typhoon reach NT\$1.8B

- Typhoon Gaemi, which made landfall in Northern Taiwan on July 24<sup>th</sup>, caused NT\$1.8 billion (US\$54.83 million) in agricultural losses, with Pingtung, Chiayi, and Yunlin counties being the most affected.
- Crops were hardest hit, particularly affecting bananas, pears, and guavas. Fisheries and livestock also sustained significant damage.
- The typhoon caused widespread flooding, disrupted operations of the Alishan Forest Railway, and stranded cargo ships along the southern coast, leading to multiple rescue operations. The Coast Guard rescued 59 people and continues efforts to address the situation.



## 4. OLD BUSINESS

### PR/AD Update



#### **Medal Ceremony with President Lai for AIT Director Sandra Oudkirk**

- Date: July 3
- GVB attended the medal ceremony which honored AIT Director Sandra Oudkirk for her contributions to Taiwan-U.S. relations.
- At the ceremony, GVB met the Director General of Department of North American Affairs, MOFA, Ms. Liang-Yu Wang who expressed her support for the resumption of TPE-GUM routes.
- Vice President, Hsiao, Bi-Khim and Foreign Minister, Dr. Lin, Chia-Lung, were introduced to Guam and warmly invited to visit Guam soon.



### PR/AD Update



#### **80th Guam Liberation Fam Tour - NDHUCIS Indigenous Dance Troupe**

- Date: July 18 - 23
- To celebrate Guam's 80th Liberation Day, GVB invited the indigenous dance troupe called NDHUCIS from the College of Indigenous Studies (CIS) at National Dong Hwa University (NDHU) to perform and join in the celebration at the Liberation Day Block Party on July 20<sup>th</sup> and 21<sup>st</sup>.
- The 12-member dance troupe showcased a captivating series of performances to include traditional singing and instruments, that highlighted the rich cultural heritage and vibrant traditions of their indigenous communities.



# Consumer Sentiment



## Facebook (Håfa Adai Support Program)



- Wishing for the charter flight from Taipei to Guam
- Keep waiting for charter flight @ really want to go!
- Want to visit again, expecting for charter flight.

## Facebook (Guam Scenery)

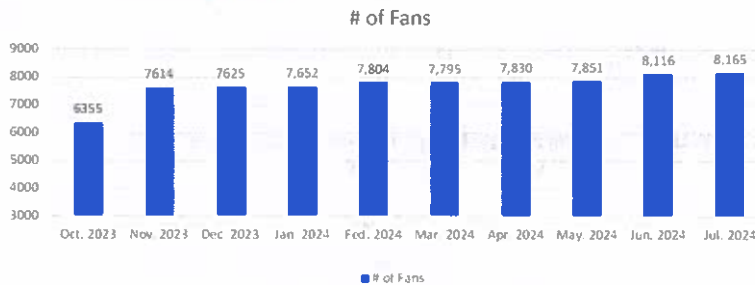


- So beautiful ~

# Social Media Performance



## Social Media Performance FY2024



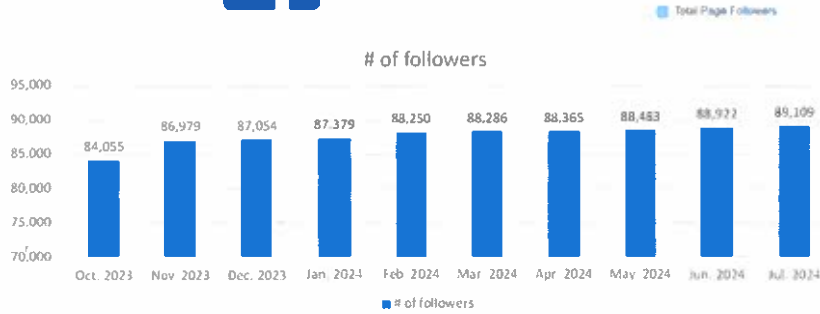
Monthly percentage growth (July): +0.6%



# Social Media Performance



## Social Media Performance FY2024



Monthly percentage growth (July): +0.21%

# August SNS Calendar



Week	01/08/2024	02/08/2024	03/08/2024	04/08/2024	05/08/2024	06/08/2024	07/08/2024
Week 1	01/08/2024	02/08/2024	03/08/2024	04/08/2024	05/08/2024	06/08/2024	07/08/2024
Week 2	08/08/2024	09/08/2024	10/08/2024	11/08/2024	12/08/2024	13/08/2024	14/08/2024
Week 3	15/08/2024	16/08/2024	17/08/2024	18/08/2024	19/08/2024	20/08/2024	21/08/2024
Week 4	22/08/2024	23/08/2024	24/08/2024	25/08/2024	26/08/2024	27/08/2024	28/08/2024
Week 5	29/08/2024	30/08/2024	31/08/2024				

Ms. Franquez shared a snapshot of the August Social Media activities and launch dates to promote to followers in-market.

GVB members who are interested in participating in the monthly social media calendar are always welcome to reach out to GVB and provide promotional materials to feature on SNS platforms.





## 5. NEW BUSINESS

### NEW BUSINESS



#### **2024 Taipei International Tourism Expo (TITE)**

- Date: Aug 16 - 19
- The annual event, organized by the Taipei Association of Travel Agents, is one of the largest and most significant summer events in the travel industry.
- The 4-day expo will welcome various tourism bureaus, travel agents, airlines, and companies, and is expected to attract over 20,000 visitors.
- GVB will participate in the expo to introduce the Ko'ko' bird mascot and promote destination Guam and charter flights scheduled for next year.
- Event goers will have the opportunity to participate in a lucky draw event at the Guam booth and fill out a survey to receive a special gift.



### NEW BUSINESS



#### **Mid-Autumn Media Gathering**

- Date: September 2024
- GVB will host a gathering before the Mid-Autumn Festival to express gratitude to Taiwan's main media outlets, and showcase initiatives to promote Guam as a premier travel destination.
- The event will introduce a Guam presentation to highlight accomplished projects, strategies to boost Taiwanese visitor arrivals for FY2025, product offerings, and upcoming CNY charter flights from Taipei to Guam.
- GVB members interested in providing a gift certificate or complimentary donation prize for the on-site lucky draw, is always welcomed and greatly appreciated.



## NEW BUSINESS



### #JustGuam Webinar

- Date: September 2024
- GVB will host an online seminar which will offer the latest updates on Guam's attractions and product offerings, while introducing industry partners to travel agents in Taiwan.
- The one-day webinar aims to establish connections with travel agents from Taipei, Taichung, and Kaohsiung, who are interested in promoting Guam as a premier travel destination.
- GVB will be sending a participation letter to industry partners who are interested in showcasing their business and product offerings.
- Participation slots are limited and will be available on a first come first serve basis.



Ms. Franquez shared the online event is free of charge to all members, and GVB is willing to work with participants to prepare their webinar presentations.

## 6. ACCOUNT SUMMARY

### Account Summary



#### FY2024 Budget

as of 07/31/2024

FY2024 Taiwan Actual Spend versus Budget YTD

G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 156,000.00	\$ 120,000.00	\$ 36,000.00	\$ -	0.00%
PRE005	Sales Calls	\$ 12,000.00	\$ 8,470.27	\$ 3,529.73	\$ -	0.00%
TTC038	Media/Travel Industry Fam Tours	\$ 68,000.00	\$ 40,359.37	\$ 20,968.00	\$ 6,662.63	9.78%
ADV016	Social Media/Online Campaigns & Advertising	\$ 24,000.00	\$ 14,840.57	\$ 6,000.00	\$ 3,359.43	14.00%
TTC031	Travel Fairs	\$ 13,700.00	\$ 9,604.83	\$ 3,800.00	\$ 295.37	2.18%
BMD023	Travel Trade Co-ops & MICE Programs	\$ 166,300.00	\$ 97,758.23	\$ 62,430.00	\$ 8,111.77	3.68%
BMD019	Sales Market Development (HQ)	\$ 60,000.00	\$ 35,348.74	\$ 23,837.50	\$ 613.76	1.36%
GRAND TOTAL		\$ 500,000.00	\$ 326,181.81	\$ 156,585.23	\$ 17,232.96	3.45%

For full transparency, Ms. Franquez shared the FY2024 Budget which is on track for expenditures. The Pending Column at \$157K encompasses projects paid out for July expenses, and projects for the month of August and September that GVB hopes to execute. The Remaining Column at \$17K serves as a contingency budget for new viable projects or activities in-market.



## 7. ANNOUNCEMENTS

Next meeting: September 5, 2024 at 11:00am (subject to change)

Senior Marketing Manager, Mrs. Elaine Pangelinan, expressed thanks to GVB members for their continued participation and support in the Taiwan market. She advised to be on the look for GVB email call-outs and date of upcoming events.

## 8. ADJOURNMENT

Ms. Franquez adjourned the meeting at 11:16 a.m.

  
\_\_\_\_\_  
Minutes Prepared By: Regina Bocatija, Marketing Manager

  
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Minutes Prepared By: Gabbie Franquez, Senior Marketing Manager

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

