

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

Thursday, March 7, 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>1. Fish Eye Marine Park - Akihiro Tani*</li> <li>2. Skydive Guam - Yayue Zhao*</li> <li>3. Sentry Hospitality - Valerie Carbullido *</li> <li>4. The Tsubaki Tower - Hiromi Matsuura*</li> <li>5. Hyatt Regency Guam - Jane Koo*</li> <li>6. Hotel Nikko Guam - Jenny Cheon*</li> </ol>	<p><b><u>Members Absent:</u></b></p> <ol style="list-style-type: none"> <li>1. TMC Chairman - Milton Morinaga</li> <li>2. Hilton Guam Resort &amp; Spa - Echo Man</li> <li>3. Wyndham Garden Guam/ Days Inn - Sunardi Li</li> <li>4. The Westin Resort Guam - Yoshi Otani</li> <li>5. Lotte Hotel Guam - Elisha Lee</li> <li>6. Guam Reef Hotel - Yuki Toshida</li> <li>7. GNC Guam - Edward Lu</li> <li>8. Tasi Global Consulting - Jenny Yang</li> <li>9. Crowne Plaza Resort Guam - Keiko Deliguin</li> <li>10. HIS Guam Inc. - Neil Urbano</li> <li>11. Valley of the Latte - David Tydingco</li> <li>12. Pacific Islands Club - Koji Nagano</li> <li>13. LeoPalace Resort Guam - Keiko Takano</li> <li>14. Dusit Thani Guam - Miwa Bravo</li> <li>15. Pacific Star Resort &amp; Spa - Jessica Chan</li> <li>16. University of Guam - Carlos Taitano</li> <li>17. GEDA - Ed Camacho</li> <li>18. Guam International Airport Authority - Rolenda Faassuamalie</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. Director of Global Marketing - Nadine Leon Guerrero</li> <li>2. Senior Marketing Manager - Gabbie Franquez</li> <li>3. Senior Marketing Manager - Elaine Pangelinan</li> <li>4. Marketing Manager - Regina Bocatija</li> <li>5. Web &amp; IT Coordinator Assistant - Brian Cha</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**

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

**2. REPORT OF MANAGEMENT**

## GVB Delegation Trip to Meet with Palau Government Officials

- Date: Feb 20-24
- GVB spearheaded executive meetings in the Republic of Palau to meet with President Surangel Whipps Jr. and Mr. Ngirai Tmetuchel, the Minister of Human Resources, Culture, Tourism and Development, to discuss air service between Taipei, Palau, and Guam.
- The mission aimed at enhancing air connectivity between the Pacific neighbors and focused on establishing new flight routes from strategic visa waiver countries such as Taiwan, Australia, and Papua New Guinea.



Pictured from Left to Right: Elfrue Koshiba, GIAA Marketing Program Coordinator IV, Valerie Sablan, Executive Assistant to the GVB President & CEO, Gabbie Franquez, GVB Senior Marketing Manager, Taiwan, Caleb Udul Jr., Minister of Finance, Surangel Whipps Jr., Palau President, Gov. Carl T.C. Gutierrez, GVB President & CEO, Gaspar J. Unerbasau, Minister of Health & Human Services, Ngirabelas Tmetuchel, Minister of Human Resources, Culture, Tourism and Development.



Carl T.C. Gutierrez, GVB President & CEO, presenting a Latte Stone Keepsake Box gift to Ngirai Tmetuchel, Palau Minister of Human Resources, Culture, Tourism and Development.



Richelle Turner, Australian Ambassador to Palau being presented with a Guam Seal Keepsake Box gift from Carl T.C. Gutierrez, GVB President & CEO.

GVB Taiwan Senior Marketing Manager, Ms. Gabbie Franquez, shared that the GVB delegation participated in meetings which discussed co-op efforts between Guam and Palau, in an effort to promote “One Micronesia”. The discussion focused on the different challenges facing Guam’s tourism industry post pandemic and direct flight service. With Palau servicing direct flights from Taipei to Palau 2x weekly, GVB proposed ways to integrate Taiwan into the Guam market and be included into the conversation.

The delegation had also met with Mr. Ngirai Tmetuchel, the Minister of Human Resources, Culture, Tourism and Development, and had a courtesy meeting with Ms. Richelle Turner, the Australian Ambassador to Palau. GVB is actively working on follow ups post trip to ensure the efforts made move forward.

Ms. Leon Guerrero mentioned the inauguration for the new President of Taiwan will be scheduled for May 20, 2024.

# February 2024



February 1-20, 2024

Total: 49,425 (+30.7%)

% Market Mix	Origin	2019	2023	2024	% to LY
1.1%	Taiwan	2,013	58	557	860.3%
59.5%	Korea	43,753	27,052	29,414	8.7%
23.5%	Japan	42,372	3,557	11,617	226.6%
8.9%	US/Hawaii	4,504	4,278	4,419	3.3%
1.3%	Philippines	803	941	645	-31.5%
1.5%	China	2,510	47	724	1440.4%
0.1%	Hong Kong	653	16	74	362.5%

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

Note: February 2024 Daily Arrivals reflect CHiSan Air arrivals only

Ms. Gabbie Franquez shared daily arrival statistics from February 1-20, 2024 compiled by GVB which is also available on our website: <https://www.guamvisitorsbureau.com/>

GVB continues to strive to reach for 2019 visitor arrival numbers.

# Calendar Year 2024



January - February 20, 2024

Total: 132,095 (+39.8%)

% Market Mix	Origin	2019	2023	2024	% to LY
0.6%	Taiwan	4,474	908	754	-17.0%
57.7%	Korea	113,048	66,705	76,154	14.2%
23.1%	Japan	100,393	8,349	30,572	266.2%
9.8%	US/Hawaii	13,040	11,509	12,926	12.3%
1.3%	Philippines	2,080	2,133	1,662	-22.1%
0.8%	China	3,771	151	1,094	624.5%
0.1%	Hong Kong	1,107	72	105	45.8%

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

Note: February 2024 Daily Arrivals reflect CHiSan Air arrivals only

# Fiscal Year 2024



October 2023 - February 20, 2024

Total: 320,777 (+39.0%)

% Market Mix	Origin	2019	2023	2024	% to LY
0.4%	Taiwan	10,762	1,203	1,275	6.0%
55.9%	Korea	295,115	157,754	179,274	13.6%
25.3%	Japan	261,176	20,047	81,145	304.8%
10.3%	US/Hawaii	35,638	30,796	32,948	7.0%
1.7%	Philippines	8,483	5,747	5,310	-7.6%
0.6%	China	7,113	348	2,022	481.0%
0.1%	Hong Kong	3,135	201	344	71.1%

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

Note: February 2024 Daily Arrivals reflect Civilian Air arrivals only

Ms. Franquez shared that while GVB continues to actively strive to regain direct air service, Taiwanese travelers coming to Guam transit through connecting flights mostly through Manila and secondly via Seoul.

### 3. MARKET UPDATES

## Market Intelligence: Airline Updates



#### Current Route in Operation: (March 2024)

##### China Airlines CHINA AIRLINES

- See next page for March operations schedule
- China Airlines hasn't provided further schedule

##### Eva Air EVA AIR

- TPE to 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
- TPE to 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 March 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
New York	4 flights/week	Penang	Daily	Da Nang	4 flights/week
		Cebu	5 flight/week	Phnom Penh	3 flights/week
		Chiang Mai	4 flights/week	Yangon	3 flights/week
		Palau	2 flights/week	Kota Kinabalu	2 flights/week
				Brunei	1 flight/week

## Market Intelligence: Airline News



### CI March Operation Schedule :



### CHINA AIRLINES

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



## Airline Updates for Regular Flights



Airlines	GTO Contact	Updates
CHINA AIRLINES	3/1 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none"> <li>China Airlines increased their charter airfare to Guam by NTD5000 (\$USD158) but travel agents expressed concern for the high-cost red-eye flights that were scheduled for April - May.</li> <li>Taiwan affirms the cooperation with Palau despite the pressure from China. In response, China Airlines (CI) will gradually increase its Taipei (TPE) to Koror (ROR) route to four weekly flights beginning July 18th.</li> </ul>
EVA AIR 長榮航空	3/1 Gary Wang, Executive Vice President	<ul style="list-style-type: none"> <li>Due to the shortage of manpower and aircrafts, the resumption of direct flights to Guam remain under evaluation.</li> <li>Eva Air has prioritized concentrating on existing routes that generate high revenue, particularly those with cargo transport.</li> </ul>
STARLUX 星宇航空	3/1 Patience Hsu, Manager	<ul style="list-style-type: none"> <li>The Executive Yuan Vice Premiere plans to contact StarLux Airlines to seek possibilities for charter flights to Guam.</li> </ul>
Philippine Airlines	3/1 Jason Chen, Area Manager - Taiwan	<ul style="list-style-type: none"> <li>Philippine Airlines will launch daily flights from TPE-MNL-GUM beginning in April and continue the discussion of resolving the long layover time in Manila.</li> <li>The airline is considering a gradual promotion for Guam and will work with travel agents to sell transit flights ranging from NTD11,000-13,000 (USD\$349-USD\$412).</li> </ul>
tigerair taiwan	3/1 Mr. Bernard Hsu, Chief Commercial Officer	<ul style="list-style-type: none"> <li>Tiger Air continues to consult with their internal high-level management for opportunities to provide direct air service.</li> </ul>

Ms. Franquez shared the Guam Taiwan Office (GTO) continues to have active discussions with airline partners.

The China Airlines charter flights that were scheduled from April - May have been cancelled due to high costs of airfare and being a red-eye flight time. GVB continues to work closely with China Airlines for the resumption of direct air service. In addition, China Airlines announced their increase of flight service to Palau. Effective April 1<sup>st</sup> flights will increase to 3x weekly, then shortly after on July 18<sup>th</sup> will increase to 4x weekly. This ties in with the efforts being made with Palau to work in flights to Guam as well.

Philippine Airlines will launch three (3) additional flights from Taipei to Manila on April 1<sup>st</sup>, which is great news for Guam as many travelers from Taiwan are traveling through Manila.



## Taiwan News



### **4 major national airlines anchoring the aviation industry: striving for prosperity, smoothness, speed, and stability in 2024**

**China Airlines** is resuming flights to Kagoshima and increasing services to Fukuoka, Kumamoto, and Hiroshima. Despite competition with United Airlines and Starlux in North America, they plan to resume Seattle flights.

**Tigerair Taiwan** expands into Japan, South Korea, Thailand (Phu Quoc), and Vietnam (Da Nang), capitalizing on promising markets and growth potential. The airline maintains a balanced approach in route selection, encompassing Northeast Asia, cross-strait, and Southeast Asia markets.

**EVA Air** targets the 2024 market, boosting Japanese routes and Southeast Asia services. Challenges remain in mainland China operations. In the U.S., market share is around 20%, with leisure, business, and study abroad segments being primary drivers; a significant portion of passengers are transit travelers, so the airline will make seasonal adjustments to flight schedules.

**Starlux Airlines** adds routes to Chiang Mai and Hakodate, increasing HCMC and San Francisco flights. Starlux will assess new routes after consolidating their existing ones, like new Taichung routes include Macau and Danang, with Takamatsu charter flights.



Ms. Franquez shared that the four (4) major airlines based in Taiwan are increasing their services to Japan and Southeast Asia markets.

## 4. OLD BUSINESS

### PR/AD Update



#### **AIT SelectUSA Franchise Seminar**

- Date: Feb 1
- GVB attended the event which helps to promote destinations to food industry attendees, who are interested in developing their own franchise brands in the states.
- GVB greeted UNLV Hospitality Business Professor, Dr. Cervantes Lee, who gave an insightful presentation during the seminar for food industry professionals. He mentioned that UOG had been in partnership with U.S. stateside partners to recruit more talents to Guam.
- Out of the 17 companies approached by GVB, two business owners of fried chicken establishments were encouraged to consider Guam as a business opportunity.
- GVB also met with AIT Officer Clint Brewer to discuss issues facing the resumption of direct flights.



**Meeting with Jason Chen, General Manager of Philippine Airlines (PAL)**

- Date: Feb 5
- GVB met with Philippine Airlines (PAL) who shared they will offer an additional three weekly TPE-MNL flights on Mondays, Tuesdays, and Saturdays beginning April 1st.
- PAL plans to initiate a promotion of fixed group inclusive tourist (GIT) seat numbers for each flight.
- GVB will also approach other travel agencies for GIT and help promote MICE programs.
- PAL suggested exploring MNL during the long transit period back to Taiwan, while also highlighting that connecting through China Airlines would minimize layover time.



From Left to Right: Alex Lei, President of ANTOR, Jason Chen, General Manager of Philippine Air Taipei office, Leo, Sales Manager of Philippine Air, Felix Yen, Director of GTO

TPE-MNL-GUM (Effective 1 Apr 2024)						
Sector	Flight No	DOW	ETD/ETA	Sector	Flight No	ETD/ETA
TPE-MNL	PR891	Daily	0945/1215	MNL-GUM	PR310	Daily 2230/0425+1
TPE-MNL	PR897	MO,TU,SA	1720/1940			

GUM-MNL-TPE (Effective 1 Apr 2024)							
Sector	Flight No	DOW	ETD/ETA	Sector	Flight No	DOW	ETD/ETA
GUM-MNL	PR111	Daily	0555/0755	MNL-TPE	PR894	WE,TH,FR,SU	1759/2010
				MNL-TPE	PR896	MO,TU,SA	1250/1520

Ms. Franquez shared the meeting was a good opportunity to find ways to provide support for the flights. The meeting discussed the 10 hour layover that travelers experience on their way back from Guam, while transiting in Manila to Taipei. GVB is finding ways to co-op and provide activities during the layover period, as well as the the early arrival flight from Manila to Guam around 4:25AM.

**Chinese New Year (CNY) 2024 Charter Flights Update**

**Chinese New Year (CNY) Charter Flights**

- Date: Feb 6 & Feb 10
- During the CNY holiday, GVB welcomed two (2) sold-out Starlux charter flights sold by Spunk Tour and Phoenix Tours.
- GVB partnered with GIAA to provide a warm Håfa Adai greeting to each passenger and a red CNY gift bag filled with selected Made in Guam products. The gesture aimed to convey blessings and wishes for an enjoyable time on Guam.
- A Meal Incentive Coupon was also offered to each passenger that may be redeemed at participating local hotel restaurants.



Ms. Franquez shared that the GVB Meal Incentive Coupon Program saw a 91% success rate. GVB issued 354 coupons and from that amount, 324 were redeemed at participating hotel properties.



## Chinese New Year (CNY) 2024 Charter Flights Update



*A special thank you to our Guam Hotel Partners who participated:*



THE TSUBAKI TOWER

## PR/AD Update



### **Meeting with Vietjet**

- Date: Feb 6
- GVB met with the Marketing Manager of Vietjet and Thai Vietjet, Sandy Yu, to discuss the possibility of Thai Vietjet operating direct flights from Taipei to Guam.
- Sandy will be participating in an annual marketing conference in Thailand and will propose the evaluation of operating three weekly flights from Taipei to Guam to Thai Vietjet headquarters.

**vietjet AIR**



Marketing Manager of Thai Vietjet, Sandy Su

## PR/AD Update



### **Meeting with Star Travel**

- Date: Feb 7
- GVB was invited to meet with Star Travel in their new relocated office in Taiwan.
- Star Travel General Manager, Ms. Chin, and Vice President, Mr. Lo, expressed their intention to reassess destination expansion to include Guam and evaluate the demand for charter flights.



Felix Yen, Director of GTO, Mr. Lo, Vice President of Star Travel

## PR/AD Update



### **2024 Taipei Lantern Festival Opening Ceremony**

- Date: Feb 17
- The Taipei City Government invited Guam as one of the sister cities to attend the 2024 Taipei Lantern Festival opening ceremony. The festival illuminated unique lantern designs for spectators to enjoy from Feb. 17th - Mar. 3<sup>rd</sup>.
- Taipei City Mayor, Wan-An, Chiang warmly welcomed and appreciated all the visitor bureaus who have participated in the Taipei Lantern Festival.
- At the event, Taipei City Mayor, Wan-An, Chiang visited Guam's booth and was introduced the the lantern design for this year.



**2024 Tourism Festival Awards Ceremony**

- Date: Feb 22
- GVB was invited to participate in the Tourism Festival Awards Ceremony which included Vice Premier of Executive Yuan, Wen-Tsan, Cheng who showed support in Taiwan tourism.
- During the ceremony, GVB was able to communicate with the Vice Premier who promised to assist with the direct flight resumption from Taipei to Guam.



Chu-Lan, Yeh, President of Taiwan Visitors Association, Wen-Tsan, Cheng, Vice Premier of Executive Yuan, Kwo-Tsai, Wang, Minister of Transportation and Communications, Yung-Hui, Chou, Tourism Administration Director General. (From Left to right)

**Legislative Yuan USA Caucus, LUC Meeting with ASOA**

- Date: Feb 23
- The Ministry of Foreign Affairs (MoFA) invited GVB to attend the inauguration ceremony of Legislative Yuan USA Caucus (LUC).
- After the ceremony, GVB approached the President of LUC Kuo-Yu Han, as well as DDP Legislator Mr. Wang Ting-yu and KMT legislator Ms. Ko Chih-en (both serving as co-chairs of the LUC) to seek their support for the TPE-GUM direct flight.



**2024 Taiwan Lantern Festival in Tainan Lighting Ceremony**

- Date: Feb 24
- The Tourism Administration and Tainan City Government invited GVB to attend the lighting ceremony and kick off the festival held from Feb. 24<sup>th</sup> - Mar. 10<sup>th</sup>.
- During the ceremony, GVB met with trade partners, and the Kaohsiung Branch Office from AIT who expressed their strong support and anticipation for the resumption of direct flights to Guam.



Felix Yen, Director of GTO, Simon, Tsai, Chairman of Tainan Association of Travel Agents, Tsung-Yu, Tsai, Chairman of Kaohsiung Association of Travel Agents, Po-Jen, Hsiao, Chairman of Travel Agent Association of R.O.C., Taiwan  
 Felix Yen, Director of GTO, Neil H. Gibson, Branch Chief of American Institute in Taiwan (AIT)

**NR Monitor**

For the past week (February 2- February 16) , a total of 1 exposure is monitored including:

- TV Exposure: 0
- Online Exposure: 1
- Newspaper: 0
- Social Media: 0



1 of the news reported the Council of Indigenous People (CIP) and the Guam Museum jointly organized the "Austronesian Peoples Skill Exchange Workshop" exhibition on February 1, 2024.



## PR/AD Update



### NR Monitor

For the past week (February 17- February 23), a total of 2 exposures are monitored including:

1 of the news reported that Guam, a sister city of Taipei, has been invited to attend the Taipei Lantern Festival in 2024.

- TV Exposure: 0
- Online Exposure: 2
- Newspaper: 0
- Social Media: 0



## PR/AD Update



### NR Monitor

For the past week (February 24- March 1), a total of 10 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 7
- Newspaper: 0
- Social Media: 3



1. 1 of the news reported Guam's 2024 CNY Gathering Event and mentioned the sold-out charter flights, marking a promising start for direct flight resumption.

2. 1 of the news reported that Medical care is the most powerful wing of Taiwan's diplomacy and national defense: the urgency of restarting direct flights from Taiwan to Guam.



# Consumer Sentiment



## Facebook



I love the beach on Guam the most. We could gaze at the sea together.

I love Guam beach the most and I want to walk by the seaside with you!

I love watching the sunset on Guam.

I love the Guam beach and we could gaze at the sea.

I love the Guam's scenery and I want to travel with you.

I'm digging the laid-back vibe of Guam, and I want to watch the sunset with you.

Ms. Franquez added that Valentine's Day was a major promotion for the month of February, and the consumer sentiments showed their desire to visit Guam.

# Consumer Sentiment

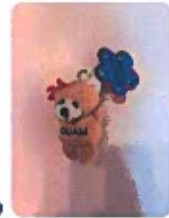


## Facebook



Love the view so much!

## Messenger



超可愛的，好可愛，好可愛，好可愛。

好可愛的小熊不換，換在包包上帶出門一定跟一堆人羨慕。

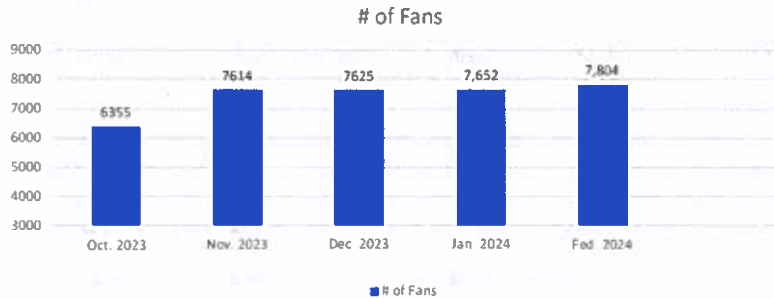
Thank you for the special gift. The teddy bear is so cute.



## Social Media Performance



### Social Media Performance FY2024

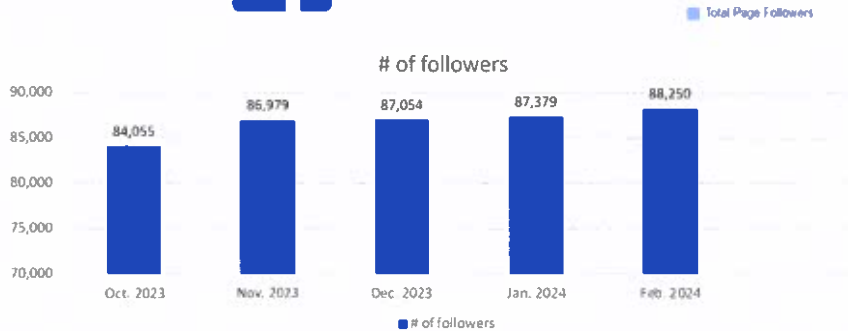


Monthly percentage growth (December): +2.0%

## Social Media Performance



### Social Media Performance FY2024



Monthly percentage growth (December): +1.0%



# March SNS Calendar



Social Media March Content Calendar							Category
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Category
03/01/2018	03/05/2018	03/08/2018	03/12/2018	03/15/2018	03/19/2018	03/22/2018	03/01/2018
							Guam History & Chamorro Heritage Day Lucky Draw Promotion
03/05/2018	03/08/2018	03/12/2018	03/15/2018	03/19/2018	03/22/2018	03/26/2018	03/05/2018
Guam History & Chamorro Heritage Day Lucky Draw Promotion	Guam History & Chamorro Heritage Day Lucky Draw Promotion	Guam History & Chamorro Heritage Day Lucky Draw Promotion	Guam History & Chamorro Heritage Day Lucky Draw Promotion	Guam History & Chamorro Heritage Day Lucky Draw Promotion	Guam History & Chamorro Heritage Day Lucky Draw Promotion	Guam History & Chamorro Heritage Day Lucky Draw Promotion	Guam History & Chamorro Heritage Day Lucky Draw Promotion
03/12/2018	03/15/2018	03/19/2018	03/22/2018	03/26/2018	03/29/2018	04/02/2018	03/12/2018
							Guam History & Chamorro Heritage Day Lucky Draw Promotion
03/19/2018	03/22/2018	03/26/2018	03/29/2018	04/02/2018	04/05/2018	04/09/2018	03/19/2018
							Guam History & Chamorro Heritage Day Lucky Draw Promotion
03/26/2018	03/29/2018	04/02/2018	04/05/2018	04/09/2018	04/12/2018	04/16/2018	03/26/2018
							Guam History & Chamorro Heritage Day Lucky Draw Promotion
04/02/2018	04/05/2018	04/09/2018	04/12/2018	04/16/2018	04/19/2018	04/23/2018	04/02/2018
							Guam History & Chamorro Heritage Day Lucky Draw Promotion
04/09/2018	04/12/2018	04/16/2018	04/19/2018	04/23/2018	04/26/2018	04/30/2018	04/09/2018
							Guam History & Chamorro Heritage Day Lucky Draw Promotion
04/16/2018	04/19/2018	04/23/2018	04/26/2018	04/30/2018			04/16/2018
							Guam History & Chamorro Heritage Day Lucky Draw Promotion

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

## 5. NEW BUSINESS

## 6. ACCOUNT SUMMARY





# Account Summary



## FY2024 Budget

as of 03/08/2024

FY2024 Tahwan Actual Spend versus Budget YTD

Q/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 156,000.00	\$ 60,000.00	\$ 96,000.00	\$ -	0.00%
PRE005	Sales Calls	\$ 12,000.00	\$ 3,709.63	\$ 2,000.00	\$ 6,290.37	62.42%
TTC038	Media/Travel Industry Fam Tours	\$ 68,000.00	\$ -	\$ 31,100.00	\$ 36,900.00	84.26%
ADV018	Social Media/Online Campaigns & Advertising	\$ 24,000.00	\$ 7,306.17	\$ 3,283.29	\$ 13,410.54	56.66%
TTC031	Travel Fairs	\$ 13,700.00	\$ 9,604.63	\$ -	\$ 4,095.37	29.89%
SMD023	Travel Trade Co-ops & MICE Programs	\$ 168,300.00	\$ 29,636.07	\$ 71,674.59	\$ 64,789.34	36.96%
SMD019	Sales Market Development (HQ)	\$ 60,000.00	\$ 30,695.24	\$ 28,793.72	\$ 511.04	0.85%
GRAND TOTAL		\$ 600,000.00	\$ 140,951.74	\$ 233,051.80	\$ 125,996.66	25.20%

For full transparency, Ms. Franquez shared the FY2024 Budget which currently shows the pending column \$233K which does not yet include the February billing and projects planned for March. The remaining column is allocated for projects in Q3 & Q4.

## 7. ANNOUNCEMENTS

Next meeting: April 4, 2024 at 11:00am (subject to change)

# Announcements



### GVB Quarterly Membership Meeting

- The Guam Visitors Bureau Quarterly Membership Meeting is scheduled for *Wednesday, March 13, 2024 at 3:30 p.m.* at the RIHGA Royal Laguna Resort, Ocean Ballroom. The meeting will be followed by a cocktail hour until 7:00 p.m.
- The guest speaker for the event is Mr. Stanley Kim, Head of Cross-Border Payment for Korea and Mongolia & Market Lead for Guam & Micronesia, with Visa International Asia Pacific Ltd. who will speak on the following topics:
  - Spending trends by Korean cardholders in Guam.
  - The global contactless trend.
  - How Visa can collaborate with merchants in Guam.

If interested, please RSVP via the link below no later than 5:00 p.m. on Monday, March 11, 2024.



### GVB Quarterly Membership Meeting



The cost per person is \$50.00. Payment can be made via the membership extranet, on-site, or in advance at the Guam Visitors Bureau office.



# Announcements



## Håfa Adai Support Program

- The Guam Visitors Bureau (GVB) is pleased to continue its Håfa Adai Support Program in an effort to stimulate our economy and welcome visitors from our major source markets and beyond.
- This collaborative program, that was curated by the GVB Japan team, aims to promote Guam as a premier travel destination by providing added value and savings to the visitor travel experience.
- As our tourism industry prepares to welcome Taiwanese visitors in anticipation of the resumption of direct flights between Taiwan and Guam, the program would provide great opportunity to introduce unique offerings to the Taiwan market and increase potential foot traffic to your business.



If you would like to extend your offer to the Taiwan Market, please review and complete the Google form below:

[Håfa Adai Support Program Participation Form](#)

The deadline to submit the form is by Friday, March 15, 2024.

Ms. Franquez shared that GVB Taiwan is continuing the *Håfa Adai Support Program* which was started by the GVB Japan team. A letter was sent to GVB and TMC members on March 1, 2024 to share information about the program and requesting to extend their support to the Taiwan market.

TMC members who are interested and have not received the email may contact GVB Taiwan for the participation link. Ms. Franquez added that all of the offers received will be shared on the global website and be available for all Taiwanese travelers visiting Guam.

## 8. ADJOURNMENT

Ms. Leon Guerrero adjourned the meeting at 11:19 a.m.

Minutes Prepared By: Regina Bocatija, Marketing Manager

Minutes Prepared By: Gabbie Franquez, Senior Marketing Manager

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

