

TAIWAN MARKETING COMMITTEE (TMC) MEETING MINUTES

Thursday, May 2, 2024 at 11:00 a.m. via GoToMeeting
www.gotomeet.me/GUAMVISITORSBUREAU/tmc-meeting

**online attendance*

<p><u>Members Present:</u></p> <ol style="list-style-type: none"> 1. TMC Chairman - Milton Morinaga 2. Wyndham Garden Guam - Sunardi Li 3. Skydive Guam - Ayaka Yamaguchi 4. The Tsubaki Tower - Hiromi Matsuura* 5. Sentry Hospitality - Valerie Carbullido * 6. Crowne Plaza Resort - Keiko Deliguin* 7. Hotel Nikko Guam - Jenny Cheon* 8. Fish Eye Marine Park - Akihiro Tani* 9. Pacific Islands Club - Koji Nagano* 10. Baldyga Group - Annie Joo* 	<p><u>Members Absent:</u></p> <ol style="list-style-type: none"> 1. Hilton Guam Resort & Spa - Echo Man 2. The Westin Resort Guam - Yoshi Otani 3. Lotte Hotel Guam - Elisha Lee 4. Guam Reef Hotel - Yuki Toshida 5. GNC Guam - Edward Lu 6. Tasi Global Consulting - Jenny Yang 7. HIS Guam Inc. - Neil Urbano 8. Valley of the Latte - David Tydingco 9. LeoPalace Resort Guam - Keiko Takano 10. Dusit Thani Guam - Miwa Bravo 11. Pacific Star Resort & Spa - Jessica Chan 12. Hyatt Regency Guam - Candy Brigino 13. University of Guam - Carlos Taitano 14. GEDA - Ed Camacho 15. United Airlines - Paula Monk 16. Guam International Airport Authority - Rolenda Faassuamalie
<p><u>Guests/Observers Present:</u></p> <ol style="list-style-type: none"> 1. 	<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 - Gabble Franquez 3. Senior Marketing Manager - Elaine Pangelinan 4. Marketing Manager - Regina Bocatija 5. Web & IT Coordinator Assistant - Mike Arroyo <p><u>Guam Taiwan Office Staff Present:</u></p> <ol style="list-style-type: none"> 1. Guam Affairs Director - Felix Yen*

1. CALL TO ORDER

GVB Director of Global Marketing Ms. Nadine Leon Guerrero began the meeting at 11:02 a.m.

2. REPORT OF MANAGEMENT

March 2024



March 1-31, 2024 **Total: 67,737 (3.3%)**

% Market Mix	Origin	2019	2023	2024	% vs 2019
48.9%	Korea	54,087	36,428	32,670	-39.6%
33.2%	Japan	72,974	11,583	22,343	-69.4%
10%	US/Hawaii	9,472	8,909	6,864	-27.5%
2%	Philippines	1,365	1,201	1,354	-0.8%
0.2%	Taiwan	1,962	130	139	-92.9%
0.4%	China	697	113	306	-56.0%
0.1%	Hong Kong	416	88	54	-87.0%

Source: Guam Customs Destination Forms Processed by the Guam Visitors Bureau

Ms. Gabbie Franquez shared daily arrival statistics from March 1-31, 2024 compiled by GVB which is also available on our website: <https://www.guamvisitorsbureau.com/>

Calendar Year 2024



January - March 2024 **Total: 224,561 (25.8%)**

% Market Mix	Origin	2019	2023	2024	% vs 2019
54.2%	Korea	182,811	113,561	121,263	-33.6%
26.3%	Japan	189,769	22,615	58,898	-69%
9.9%	US/Hawaii	22,266	24,251	22,193	-5%
1.5%	Philippines	3,923	3,679	3,257	-17%
0.5%	Taiwan	6,958	1,061	929	-86.6%
0.7%	China	4,607	292	1,486	-67.7%
0.07%	Hong Kong	1,615	168	169	-89.5%

Source: Guam Customs Destination Forms Processed by the Guam Visitors Bureau



Fiscal Year to Date 2024



October 2023 - March 31, 2024 **Total: 413,243 (31.9%)**

% Market Mix	Origin	2019	2023	2024	% vs 2019
54.4%	Korea	364,879	203,348	224,383	-38.5%
26.5%	Japan	350,552	34,275	109,471	-68.8%
10.2%	US/Hawaii	47,864	43,390	42,215	-11.8%
1.7%	Philippines	10,326	7,282	6,905	-33.1%
0.4%	Taiwan	13,246	1,353	1,450	-89%
0.6%	China	7,949	489	2,414	-69.6%
0.1%	Hong Kong	3,643	297	408	-88.8%

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

Note: March 2024 Daily Arrivals reflect Carlson Air arrivals only

3. MARKET UPDATES

Market Intelligence: Airline Updates



Current Route in Operation: May 2024

China Airlines CHINA AIRLINES

- See next page for May operations schedule
- China Airlines is pending a further schedule

Eva Air 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 May 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
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	Brunei	1 flight/week

Market Intelligence: Airline News



CI May Operation Schedule :



Location							
Europe	Operation Schedule	Oceania	Operation Schedule	Northeast Asia	Operation Schedule	Northeast Asia	Operation Schedule
Amsterdam	5 flights/week	Sydney	5 flights/week	Nagoya	Daily	Busan	Daily
Frankfurt	Daily	Melbourne	4 flights/week	Fukuoka	Daily	Okinawa	Daily
London (Heathrow)	4 flights/week	Brisbane	5 flights/week	Osaka	Daily	Takamatsu	5 flights/week
Roma	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	4/26 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none"> During Golden Week in Japan, China Airlines plans to operate a charter flight from TYO to GUM from May 4th to May 6th.
EVA AIR	4/26 Gary Wang, Executive Vice President	<ul style="list-style-type: none"> Due to the shortage of manpower and aircrafts, the resumption of direct flights to Guam remains under evaluation.
STARLUX	4/26 Patience Hsu, Manager	<ul style="list-style-type: none"> Starlux has indicated that they are currently facing operational challenges in launching charter flights.
Philippine Airlines	4/26 Jason Chen, Area Manager - Taiwan	<ul style="list-style-type: none"> Philippine Airlines is planning to host a Fam Tour for key travel agents to visit and familiarize with Guam.
royalair philippines	4/26 Steven Shih, General Manager	<ul style="list-style-type: none"> In an effort to seek assistance for charter flights to Guam, GVB has provided Royal Air Philippines with GIAA contact information.
UNITED	4/26 Brenda Tang, General Sales Manager	<ul style="list-style-type: none"> United Airlines is currently assessing charter flight capacity and the interests of travel agencies.

Ms. Franquez shared the Guam Taiwan Office (GTO) continues to have close relations with airline partners and continue the communication of direct air service.

In an effort to explore airline options and keep communication with other partners, GVB continues to talk to Philippine Airlines, Royal Air Philippines, and United Airlines.

Taiwan News



Taiwan unveils US\$100M plan to revive tourism after earthquake

The earthquake, which struck Hualien on April 3rd, caused significant damage and impacted the tourism industry in Taiwan. Several hotels have closed temporarily or permanently, resulting in layoffs.

Taiwan's Minister of Transportation and Communications announced plans for revitalizing Hualien to include relief measures, accommodations for disaster victims, and subsidies for individual and group tourists. The estimated cost is NT\$3 billion (US\$100M), with implementation expected in May and June 2024. The possibility of adopting past housing subsidies of US\$16.67 per night will depend on the confirmation of proposed plans.



Wang Kwo-tsai, Minister, Ministry of Transportation and Communications



4. OLD BUSINESS

PR/AD Update



Meeting with the Ambassador from the Embassy of RMI

- Date: Apr 1
- GVB met with Ambassador Anjanette Kattil, Embassy of the Republic of the Marshall Islands, and discussed the urgency for Taiwan to launch direct flights from Taipei to Guam with a stopover in the Marshall Islands.
- Strategies both agreed upon include signing a Memorandum of Understanding (MOU) between the Government of the Marshall Islands and Taiwan's tourism administration, and meeting with Taiwan's Minister of Foreign Affairs (MOFA) to emphasize flight importance and seek support from legislators and China Airlines.
- In an effort to maintain close relationships, the President of the Marshall Islands may express flight importance during the Taiwanese President's inauguration, and attend the Marshall Islands National Day reception in Taiwan on May 3rd



Alex Lei, President of ANTOR, Ambassador Anjanette Kattil, Fih, Director of GTO.

Ms. Franquez shared the meeting was a good opportunity to keep close connections with our sister islands in Micronesia.

PR/AD Update



Richmond Tours New Office Opening Ceremony & Tea Reception

Date: Apr 10

- Richmond Tours invited GVB to visit their new office location and hosted a welcome reception for trade partners.
- Several airlines attended the event, including China Airlines, Eva Air, Starlux, Philippine Airlines, Malaysia Airlines, and more.
- GVB met with representatives from Philippine Airlines who expressed appreciation for the cooperation between Guam and Philippines.



Fih, Special Assistant of Director of GTO, Dora Huang, Manager of Ticketing Dept. of Richmond Tours, and Silvia Shih, Vice General Manager of Ticketing Dept. of Richmond Tours

Ms. Franquez shared that the invitation helped to keep close communication with travel partners and remind them of the need for direct air service between Taiwan and Guam. Richmond Tours is a popular travel agency in Taiwan that sells Guam packages.



2024 WITS Summit in Kaohsiung Opening Ceremony

- Date: Apr 16 - 17
- GVB was invited by CIP to attend the TULU 2024 World Indigenous Tourism Summit which was held in Kaohsiung, Taiwan.
- The event explored ways to utilize Indigenous cultures for the purpose of promoting sustainable development and tourism.
- During the event, Guam was mentioned for hosting the two (2) successful events: The Austronesian Peoples Skills Exchange Workshop and the Young Talent Cultivation Program for International Affairs, which were held overseas for the first time in 2023. Guam's participation is important to deepen the exchange of craftsmanship and talents among Austronesian countries.
- GVB met with the President of the Department of Chamorro Affairs of Guam, Mr. Melvin Won Pat-Borja, who attended the various receptions including the Austronesian Forum where he gave a presentation on "Tourism and Sustainable Development".



Director of GTO Felix Yan, CIP Planning Director Ypasuyong-Poicone, President of the Department of Chamorro Affairs of Guam, Mr. Melvin Won Pat-Borja



Director of GTO, Felix Yan; CIP Minister Mr. Icyang Parod; President of the Department of Chamorro Affairs of Guam, Mr. Melvin Won Pat-Borja.



American Youth Leaders Delegation Courtesy Meeting with ASOA

Date: Apr 19

- The Ministry of Foreign Affairs (MoFA) invited 10 delegates from different states to meet with ASOA and learn about the operations of a representative office in Taiwan.
- ASOA members shared that the offices focus on the interests of the U.S., bringing resources, opportunities, and businesses from Taiwan.
- GVB met with Ms. Krystal Paco-San Agustin, Director of Communications at the Office of the Governor of Guam, who sported the Guam tote bag which provided great representation.



Ms. Krystal Paco-San Agustin, Director of Communications at the Office of the Governor of Guam



PR/AD Update



Meeting with the Embassy of the Republic of the Marshall Islands & Marshall Islands Visitors Authority (MIVA) President & CEO

- Date: Apr 24
- Ambassador Anjanette Kattil introduced Mr. Francis Carlos Domnick, the President & CEO of the Marshall Islands Office of Commerce, Investment and Tourism (RMI OCIT), and discussed potential joint promotions between Guam and the RMI.
- Suggestions were made for bilateral agreements between the RMI Civil Aviation Authority and the Taiwan Civil Aeronautics Administration to facilitate direct flights between Taiwan, Guam, and the RMI.
- Plans were arranged for assessments, negotiations with airlines, and incentive programs to support regular flights and target passenger loads. Both parties are committed to open communication and consultation.



Anjanette Kattil, The Ambassador of the Republic of Marshall Islands, Francis Carlos Domnick, President/CEO of the Marshall Islands & Marshall Islands Visitors Authority (MIVA), Felix Director of GTO



Ms. Franquez shared this another way GVB is working with sister islands to promote tourism in Micronesia.

Ko'ko' Road Race Fam Tour



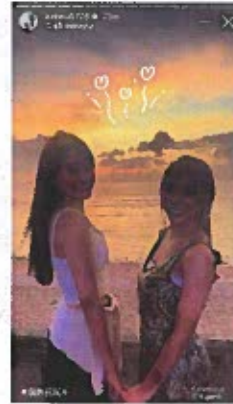
- Date: Apr 9 - 15
- Flight: TPE-ICN-GUM
- In an effort to promote destination Guam and provide coverage at this years Ko'ko' Road Race Weekend, GVB invited three (3) Key Opinion Leaders (KOL) to not only experience new offerings but participate in the signature running event.
- During their visit, KOLs Ava, Yiyi, and Muji were able to experience various adventures such as: Skydiving, jet skiing, intro flight, and kayaking which were all captured and shared on their SNS accounts.
- The KOLs also immersed themselves in Guam's rich culture by savoring various local foods and visiting well-known attractions such as the Chamorro Village Night Market and the Valley of The Latte.



Ko'ko' Road Race Fam Tour



- KOL SNS Exposure:
 - **Muji**: 1 Facebook post, 1 post on Instagram and 33 stories.
 - **Ava**: 2 Facebook posts, 2 Thread posts, 2 Instagram posts and 76 stories.
 - **Yiyi**: 5 Facebook posts, 7 Instagram posts, 1 Reel and 78 stories.



Ko'ko' Road Race Fam Tour



- KOL SNS Exposure:



Ko'ko' Road Race Fam Tour



- Visit Guam Taiwan SNS Exposure



Ko'ko' Kids Fun Run



GUAM CARES: "LOVE for Taiwan" Coloring Activity

- Date: Apr 13
- GVB hosted a special booth titled "GUAM CARES" at the Ko'ko' Kids Fun Run that offered coloring activities to kids and families.
- The activity helped to show support for the victims affected by the devastating earthquake that struck Hualien City on April 3, 2024.
- Participants of all ages enthusiastically expressed their creativity and showed their LOVE for Taiwan!



TECO x GVB Earth Day Beach Cleanup

- Date: Apr 20
- GVB hosted the 4th Annual Earth Day Beach Cleanup in partnership with the Taipei Economic and Cultural Office (TECO) held at Ypao Beach Park.
- The event not only celebrated Earth Day, but demonstrated Guam's dedication to environmental protection and commitment to fostering relationships with Taiwan.
- Over 300 representatives from Guam's government, business, academic, and overseas communities participated.
- In an effort to raise environmental awareness, GVB promoted the event on social media accounts and launched a special lucky draw.



MICE Group Greeting - Shin Kong Life (Insurance Company)

- Date: Apr 22 - 25 (Group 1) & Apr 23 - 26 (Group 2)
- Participants: 168 PAX in total + 5 tour guides
- Flight:
 - o Departure: TPE-NRT-GUM UA841
 - o Return: GUM-NRT-TPE UA840
- GVB provided a welcome greeting service for the prominent Taiwan insurance company, Shin Kong Life.
- Along with Kiko the Ko'ko' bird mascot and vibrant local music, GVB extended a warm welcome to the Taiwanese group at GIAA, ensuring they experienced a hospitable reception and a delightful start to their visit.
- Lion Travel expressed their gratitude to GVB for offering the MICE incentive program and will actively promote Guam tourism to more Taiwanese travelers in the future.



PR/AD Update



NR Monitor

For the past week (April 13- April 19) , a total of 1 exposures are monitored including:

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

1 of the news reported that the 2024 Ko'ko Road Race attracted runners from all over the world to Guam! Key Opinion Leaders Muji, Ava and YiYi explored the beauty and passion of the island paradise.



PR/AD Update



NR Monitor

For the past week (April 20- April 26) , a total of 13 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 13
- Newspaper: 0
- Social Media: 0

1 of the news reported that KOL Muji participated in the 2024 Ko'ko Road Race in Guam.

1 of the news reported that Taipei Economic and Cultural Office in Guam organized a beach cleanup in response to the Guam Assembly's support for Taiwan's participation in the WHA for the fourth consecutive year.



Consumer Sentiment



Facebook (Two Lovers' Point)



Facebook

Hafa Adai Support Program Promotion



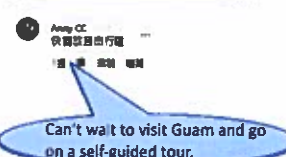
Consumer Sentiment



Facebook (Crowne Plaza Resort Guam)



Facebook



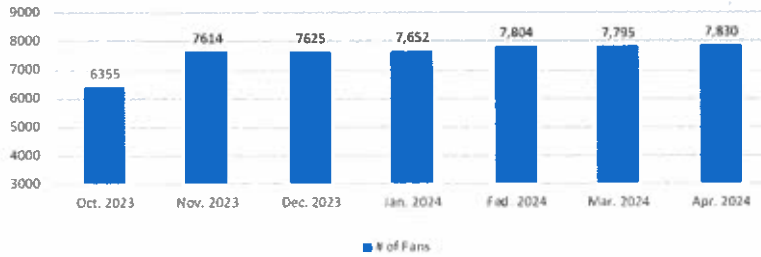
Social Media Performance



Social Media Performance FY2024



of Fans



Monthly percentage growth (April): +0.4%

Social Media Performance

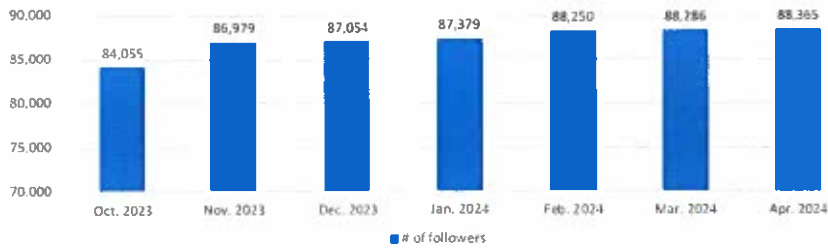


Social Media Performance FY2024



Total Page Followers

of followers



Monthly percentage growth (April): +0.08%



May SNS Calendar



Social Media May Content Calendar

Week	May 1 - 7	May 8 - 14	May 15 - 21	May 22 - 28	May 29 - June 4	May 30 - June 6
1			Guam Scenery	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw
2	Guam Scenery	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw
3	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw
4	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw
5	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw
6	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw
7	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw	Mothers Day Lucky Draw

Ms. Franquez shared a snapshot of the May Social Media activities and launch dates to promote to followers in-market. A majority of the features include GVB members participating in the *Hāfa Adai Support Program* and upcoming signature events.

GVB members who are interested in participating in the monthly social media calendar may reach out to GVB and provide promotional collateral to share on SNS platforms.

5. NEW BUSINESS

New Business



Guam Micronesia Island Fair (GMIF) KOL Fam Tour

- Date: May 30 - June 4
- GVB has invited Key Opinion Leader (KOL) Nikki to visit Guam and experience the signature GMIF event which will be held at Ypao Beach Park.
- KOL Nikki is an influencer who's content is focused on travel and sports activities. She has expressed her deep interest in learning more about Guam and immersing herself in the rich culture and activities.
- Nikki will promote the event to her Taiwanese audience and share her firsthand experiences on social media, by highlighting the beauty of Guam and unique attractions.



<https://www.instagram.com/nikki.919/>



6. ACCOUNT SUMMARY

Account Summary 

FY2024 Budget

as of 04/29/2024

FY2024 Tahran Actual Spend versus Budget YTD						
G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 158,000.00	\$ 84,000.00	\$ 72,000.00	\$ -	0.00%
PRE006	Sales Calls	\$ 12,000.00	\$ 5,506.36	\$ 3,000.00	\$ 3,401.64	28.35%
TTC039	Media/Travel Industry Fam Tours	\$ 68,000.00	\$ 11,017.18	\$ 50,078.84	\$ 6,904.20	10.15%
ADV010	Social Media/Online Campaigns & Advertising	\$ 24,000.00	\$ 9,654.06	\$ 6,000.00	\$ 8,345.94	34.77%
TTC031	Travel Fairs	\$ 13,700.00	\$ 8,604.63	\$ -	\$ 4,095.37	29.89%
SMD023	Travel Trade Co-ops & MICE Programs	\$ 166,300.00	\$ 49,426.22	\$ 83,900.00	\$ 32,973.78	19.83%
SMD018	Sales Market Development (HQ)	\$ 80,000.00	\$ 32,404.24	\$ 27,362.72	\$ 233.04	0.36%
GRAND TOTAL		\$ 500,000.00	\$ 201,704.67	\$ 242,341.36	\$ 65,953.97	11.19%

For full transparency, Ms. Franquez shared the FY2024 Budget which currently shows the Paid Column at \$201K. The Pending Column at \$242K encompasses projects for April and May that GVB hopes to execute this month. The remaining column is allocated for projects in Q4.

7. ANNOUNCEMENTS

Next meeting: June 6, 2024 at 11:00am (subject to change)

Guam Events Calendar 



DATE	EVENT	LOCATION
May 24-26	Agat Mango Festival	Agat Community Center
May/June 2024	King's Guam World Tennis Tour	Guam National Tennis Federation Courts
June 1-2	Guam Micronesia Island Fair	Governor Joseph Flores Memorial Park



Guam Events Calendar



Hågat Mango Festival

- Dates: May 24-26, 2024



Guam Events Calendar



King's Guam World Tennis Tour

- Date: May - June 2024

- The King's GUAM World Tennis Tour is an annual International Tennis Federation (ITF) Pro Circuit summer tournament attracting touring professional tennis players worldwide to Guam to compete for coveted world-ranking points.
- The majority of professional players come from Japan and other East Asian countries, as well as Australia and the United States.



For more information on the event or registration please visit the website:



<https://gntf.org/>

Guam Micronesia Island Fair (GMIF)

- Date: June 1-2, 2024



Ms. Franquez added that all vendors and GVB members interested in participating at GMIF may reach out to GVB Community Development Officer, Kraig Camacho, or visit our website at visitguam.com/gmif.

Ms. Leon Guerrero shared closing remarks and expressed that GVB continues to meet with airline partners to reestablish direct air service to Guam.

8. ADJOURNMENT

Ms. Leon Guerrero adjourned the meeting at 11:18 a.m.

Minutes Prepared By: Regina Bocatija, Marketing Manager

Minutes Prepared By: Elaine Pangelinan, Senior Marketing Manager

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