

TAIWAN MARKETING COMMITTEE (TMC) MEETING MINUTES

Wednesday, November 6, 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. Triple J Technologies - James Rosenberg II 3. United Airlines - Paula Monk* 4. LeoPalace Resort Guam - Keiko Takano* 5. The Westin Resort Guam - Yoshi Otani* 6. Dusit Thani Guam - Miwa Bravo* 7. DON DON DONKI - Uta Miyazawa* 8. Sentry Hospitality - Valerie Carbullido * 9. Skydive Guam - Ayaka Yamaguchi* 	<p><u>Members Absent:</u></p> <ol style="list-style-type: none"> 1. Baldyga Group - Annie Joo 2. Hilton Guam Resort & Spa - Echo Man 3. Lotte Hotel Guam - Sunny Kim 4. Guam Reef Hotel - Yuki Toshida 5. Wyndham Garden Guam - Sunardi Li 6. The Tsubaki Tower - Hiromi Matsuura 7. Hotel Nikko Guam - Jenny Cheon 8. Fish Eye Marine Park - Akihiro Tani 9. Pacific Islands Club - Koji Nagano 10. Crowne Plaza Guam - Jeremy Nam 11. GNC Guam - Edward Lu 12. Tasi Global Consulting - Jenny Yang 13. HIS Guam Inc. - Neil Urbano 14. Valley of the Latte - David Tydingco 15. Pacific Star Resort & Spa - Jessica Chan 16. Hyatt Regency Guam - Candy Brigino 17. University of Guam - Carlos Taitano 18. GEDA - Ed Camacho 19. 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. Senior Marketing Manager - Gabbie Franquez 2. Senior Marketing Manager - Elaine Pangelinan 3. Marketing Manager - Regina Bocatija 4. Web & IT Coordinator Assistant - Brian Cha <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 Taiwan Senior Marketing Manager Ms. Gabbie Franquez began the meeting at 11:00 a.m.

2. REPORT OF MANAGEMENT

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

September 2024



September 1-30, 2024

Total: 51,830 (-1.7%)

% Market Mix	Origin	2019	2023	2024	% to LY
0.4%	Taiwan	2,145	138	203	47.1%
50.9%	Korea	61,412	29,191	26,174	-10.3%
29.5%	Japan	59,758	13,079	15,134	15.7%
10.9%	US/Hawaii	6,132	5,822	5,624	-3.4%
1.7%	Philippines	1,272	894	853	-4.6%
0.7%	China	827	286	375	31.1%
0.1%	Hong Kong	345	68	47	-30.9%

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

Ms. Gabbie Franquez shared a snapshot of daily arrival statistics from September 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.

Calendar Year to Date 2024



January - September 30, 2024

Total: 564,634 (+20.7%)

% Market Mix	Origin	2019	2023	2024	% to LY
0.4%	Taiwan	22,058	5,079	2,394	-52.9%
51.3%	Korea	552,272	268,783	289,838	7.8%
27.1%	Japan	504,001	86,163	153,202	77.8%
11.8%	US/Hawaii	71,543	63,655	66,842	5.0%
1.7%	Philippines	14,305	9,990	9,594	-4.0%
0.7%	China	9,246	1,828	3,912	114.0%
0.1%	Hong Kong	4,367	579	538	-7.1%

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



Fiscal Year 2024



October 2023 – September 2024

Total: 753,316 (+25.0%)

% Market Mix	Origin	2019	2023	2024	% to LY
0.4%	Taiwan	28,346	5,371	2,915	-45.7%
52.2%	Korea	734,339	358,570	392,958	9.6%
27.1%	Japan	664,784	97,823	203,775	108.3%
11.5%	US/Hawaii	94,141	82,794	86,864	4.9%
1.8%	Philippines	20,708	13,593	13,242	-2.6%
0.6%	China	12,588	2,025	4,840	139.0%
0.1%	Hong Kong	6,395	708	777	9.7%

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

Ms. Franquez shared a fiscal year snapshot of arrivals to date. The decrease in arrivals compared to FY23 is due to the summer charter flights held last year.

3. MARKET UPDATES

Market Intelligence: Airline Updates



Current Route in Operation: (November 2024)

China Airlines CHINA AIRLINES

- See next page for November 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, Penang, Bangkok, Osaka, Tokyo, Kuala Lumpur, Ho Chi Minh City, Singapore – Daily
- Manila – Monday, Wednesday, Thursday, Friday, Saturday



Market Intelligence: Airline News



CI November 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	2 flights/week
Guam	2 flights/week	Chiang Mai	5 flights/week	Phnom Penh	5 flights/week
		Palau	4 flights/week	Yangon	3 flights/week
				Brunei	3 flight/week

Ms. Franquez highlighted that destination Guam is finally listed on the China Airlines operation schedule which will be operating 2 times weekly.

Airline Updates for Regular Flights



Airlines	GTO Contact	Updates
CHINA AIRLINES	11/1 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none"> China Airlines announced TPE-GUM direct flight starting from 11/27, 2024~2/2, 2025 (20 flights). GVB plans to meet with China Airlines for co-op opportunities.
EVA AIR	11/1 Gary Wang, Executive Vice President	<ul style="list-style-type: none"> EVA Air is still evaluating the potential for direct flights to Guam to restart, due to limited capacity and a lack of cabin crew.
STARLUX	11/1 Patience Hsu, Manager	<ul style="list-style-type: none"> Spunk Tour, Phoenix Tours, and Lion Travel have confirmed the CNY Starlux charter flights (4 flights). GVB plans to meet with Starlux for co-op opportunities.
Philippine Airlines	11/1 Jason Chen, Area Manager – Taiwan	<ul style="list-style-type: none"> Philippine Airlines will continue to keep an eye on the Taiwanese passenger market while announcing its winter schedule in 2024 Q4.
UNITED AIRLINES	11/1 Brenda Tang, General Manager	<ul style="list-style-type: none"> According to UA General Manager Brenda, the airline has a positive view of Taipei-Guam direct flights.

Ms. Franquez shared that the Guam Taiwan Office (GTO) continues to meet with airline partners in-market to discuss destination Guam.

As previously shared, China Airlines has officially announced their TPE-GUM direct flights starting November 27, 2024 - February 1, 2025 with a total of 20 charter flights.

Starlux is the air carrier handling the upcoming Chinese New Year charter flights which will begin on January 25, 2025. Ms. Franquez expressed appreciation to Taiwanese travel agents Spunk Tour, Phoenix Tours, and Lion Travel for sponsoring the flights scheduled for next year. GVB continues to maintain close ties with Philippine Airlines which receives several travelers from Taiwan transiting via Manila to Guam.



Taiwan News



Taiwan Tourism Administration launches "limited time" subsidy to prepare for tens of millions of international tourists at the end of the year

- The Tourism Administration expects that the target for international tourists in Taiwan this year is 10 million, and by the beginning of October, it will reach 6 million.
- The limited time subsidy has accelerated the expansion of incentives to attract international tourists from October 1st to the end of the year.
- It also increases the subsidy for groups staying in Taiwan for more than 3 days and 2 nights, among which the subsidy for foreign groups staying in Hualien or Taitung will be increased to 50,000 TWD per group for more than 4 people.



Ms. Franquez highlighted another unique incentive that the Taiwan Tourism Administration has launched to boost their arrivals into Taiwan.

4. OLD BUSINESS

PR/AD Update



2024 Post-SelectUSA Investment Summit Reception

- Date: September 27
- GVB was invited to attend the reception, hosted at the residence of AIT Director Raymond F. Greene.
- The reception provided networking opportunities and to discuss potential investment opportunities while strengthening ties between Guam, Taiwan, and the U.S.



Felix, Director of GTO, Raymond Greene, Director of AIT



Felix, Director of GTO, Betty Hsieh, AIT Commercial Section Chief, Liang-Yu Wang, Dept. of North American Affairs, MOFA

2024 U.S. Business Day

- Date: October 1
- GVB attended the 2024 U.S. Business Day to explore investment opportunities and highlight Guam as a strategic location for potential business investment.
- The annual event is aimed to help domestic companies grasp the latest U.S. government investment environment and opportunities, promoting bilateral trade and investment cooperation between Taiwan and the U.S. Government officials
- A significant introduction was made to a lighting company with interest in investing in the U.S., with GVB advocating for Guam as an ideal investment destination.
- GVB's participation led to valuable networking, including exchanges with U.S. government officials and representatives. The event emphasized the commitment to fostering U.S.-Taiwan trade and collaboration.



Ms. Franquez shared the event showcased other activities GVB continues to do in-market that are beyond tourism and provide investment opportunities.

Meeting with China Airlines Taipei Branch

- Date: October 9
- GVB met with China Airlines to discuss a red-eye flight trial from Taipei to Guam between November 27, 2024, and February 1, 2025, with 20 departures scheduled for Wednesdays and Saturdays.
- China Airlines proposed and is requesting from GVB additional support with marketing and advertising subsidies.



Cheng-Yu, Feng, Vice President of China Airlines, Felix, Director of GTO, Mable Yang, Representative of Sales & Marketing department of China Airlines Taipei Branch



2024 IECA International Education Fair

- Date: October 19
- GVB attended the 2024 International Education Consultants Association (IECA) International Education Fair and introduced tourism and educational opportunities in Guam.
- GVB highlighted Guam's unique appeal as a destination for both tourism and study-abroad programs, emphasizing its cultural attractions and welcoming environment for international students.
- IECA also used the education fair as an opportunity to promote the latest information about China Airlines' direct flights to Guam, making travel more accessible for Taiwanese students and tourists interested in visiting.



2024 Taipei International Travel Fair Pre-Event Press Conference

- Date: October 29
- GVB attended the 2024 Taipei International Travel Fair Pre-Event Press Conference, which was organized by Taiwan Visitors Association (TVA) to promote the annual event.
- GVB had the valuable opportunity to display a Guam booth to enhance visibility and advertise tourism on Guam. The booth was visited by the TVA Honorary President, Yeh, Chu-Lan, the TVA President, Chien, Yu-Yen, and the Deputy Director-General of the Tourism Administration, MOTC, Lin, Hsin-Jen.
- During the event, GVB engaged with some media, drawing their attention to Guam as a vacation destination, with a special focus on the upcoming China Airlines and CNY charter flights.



Yeh, Chu-Lan, the Honorary President of TVA, Felix, Director of GTO, Chien, Yu-Yen, the President of TVA

Ms. Franquez expressed appreciation for the three (3) GVB members who participated in ITF: Ms. Miwa Bravo from Dusit Thani and Dusit Beach and Ms. Hiromi Matsuura from The Tsubaki Tower who both attend in person, and Mr. Akihiro Tani from Fish Eye Marine Park.

2024 Taipei International Travel Fair (ITF)



2024 Taipei International Travel (ITF)



- Date: November 1-4
- Location: Taipei, Taiwan – Nangang Exhibition Center
- GVB participated in the 2024 Taipei International Travel Fair (ITF) and welcomed over 2,800 visitors to the Guam booth during the 4-day event.
- GVB showcased Guam's tourism offerings and shared the latest direct flight information to consumers inquiring about the time and airfare.
- In an effort to promote GVB's social media accounts, onsite & online quizzes and lucky draws were hosted for those following and completed a survey. Consumers were able to receive special Guam snacks and giveaways for their participation.
- GVB members Miwa Bravo (Dusit Thani/ Dusit Beach) and Hiromi Matsuura (The Tsubaki Tower) participated at the Guam booth, representing their local hotel properties and engaged directly with Taiwanese businesses and consumers.
- The signature Ko'ko bird mascot proudly took part in the ITF Mascot Parade to introduce to Taiwanese consumers and enhance Guam's visibility at the event.



Ms. Franquez shared that the event helped to promote Destination Guam and opportunity to interact with the consumers who expressed their excitement about traveling to Guam.

PR/AD Update



NR Monitor

For the past week (October 12– November 1) , a total of 17 exposures are monitored including:

- Online Exposure: 17
- 3 news outlets reported that China Airlines launches limited direct flights to Guam on 10/16, Starlux has charter flights during the Lunar New Year.



Consumer Sentiment



Facebook (Charter Flight Promotion)

Facebook (Guam Scenery)

Went to Guam once in 2018 and it was pretty good.

It's going to have the direct flights to this clean, beautiful island. We have been looking forward to it for a long time...

It is so beautiful.

Ms. Franquez shared positive consumer sentiments about Guam from Facebook.

Consumer Sentiment



Facebook (EDF Promotion)

Facebook (Charter Flight Promotion)

It's a pity that the flight time is too bid....

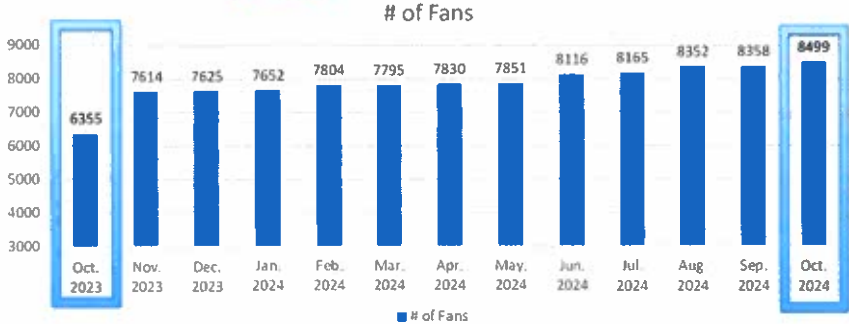
if it's so easy to sell, why don't we always have direct flights?

In contrast, Ms. Franquez shared some less positive comments from consumers prior to the China Airlines announcement, have expressed their desire for direct flights to Guam. The feedback shows that consumers are excited about destination Guam and the direct flights which will bring them to Guam more conveniently.



Social Media Performance

Social Media Performance
FY2025

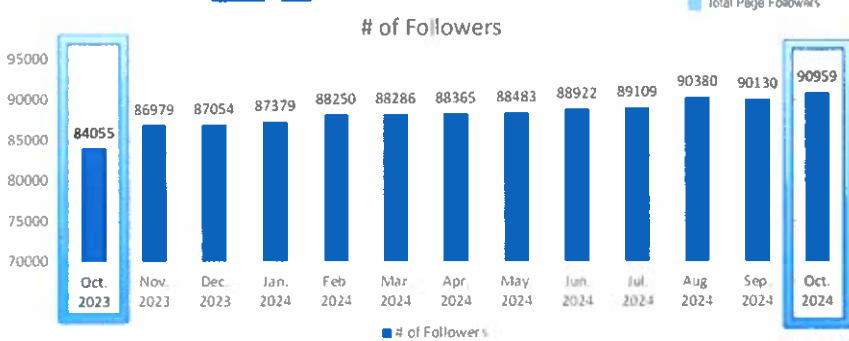


Monthly percentage growth (Oct): +0.08%

October year-on-year growth (YoY): 33.7%

Social Media Performance

Social Media Performance
FY2025



Monthly percentage growth (Oct): +0.08%

October year-on-year growth (YoY): 8.2%



November SNS Calendar



Social Media November Content Calendar							Category
Area	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Category
Area 1						11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM
Area 2	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM
Area 3	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM
Area 4	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM
Area 5	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM	11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM 12:00 AM

Ms. Franquez shared a snapshot of the November Social Media activities and launch dates to promote to followers in-market. She welcomed GVB members to share any new information with GVB, to integrate it into the monthly calendar and provide more visibility in market and feature on the SNS platforms.

5. NEW BUSINESS

Ms. Franquez shared no new business at this time.



6. ACCOUNT SUMMARY

Account Summary



FY2025 Budget

as of 11/05/2024

FY2025 Taiwan Actual Spend versus Budget YTD

Q/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 144,000.00	\$ -	\$ 144,000.00	\$ -	0.00%
PRE005	Sales Calls	\$ 12,000.00	\$ -	\$ 6,000.00	\$ 6,000.00	50.00%
TTC039	Media/Travel Industry Fam Tours	\$ 23,839.00	\$ -	\$ 23,839.00	\$ -	0.00%
ADVB18	Social Media/Online Campaigns & Advertising	\$ 36,000.00	\$ -	\$ 18,000.00	\$ 18,000.00	50.00%
TTC031	Travel Fairs	\$ 34,361.00	\$ -	\$ 34,361.00	\$ -	0.00%
SMD023	Travel Trade Co-ops & MICE Programs	\$ 180,000.00	\$ 414.00	\$ 179,586.00	\$ -	0.00%
SMD019	Sales Market Development (HQ)	\$ 70,000.00	\$ 6,105.05	\$ 60,714.35	\$ 3,180.60	4.54%
GRAND TOTAL		\$ 500,000.00	\$ 6,519.05	\$ 466,300.35	\$ 27,180.60	5.44%

For full transparency, Ms. Franquez shared the current FY2025 Budget which shows details on how the funds are being allocated. Q1 & Q2 will launch several upcoming projects that will help keep Guam top-of-mind, engage with travel agents, and utilize social media promotion and advertising.

7. ANNOUNCEMENTS

China Airlines Charter Flights




CI Flight Information:

- Duration: 27th Nov - 1st Feb, 20 flights
- Flight Time
 - TPE-GUM: 2110-0300(+1)
 - GUM-TPE: 0430-0645
- Frequency: Every Wednesday and Saturday



Booking Information:

- Taipei-Guam Special price starting from TWD \$6,713/ USD \$209.95 (excluding tax).
- CI Members can use their miles to get discounts on tickets, with 3.5 miles discounted by TWD \$1.
- Additional information is available on the official [China Airlines website](http://www.chinaairlines.com).



TMC Chairman Mr. Milton Morinaga expressed that while the airfare is very nice, he recommended in researching other destinations to compare costs and ensure the



promotion is attractive for Taiwanese consumers. Mr. Morinaga also suggested looking into connecting the city of Kaohsiung with the flight, which could open up an avenue not just for locals in Taiwan but Guam visitors.

Triple J Technologies General Manager, Mr. James Rosenberg II shared that from his experience traveling with low-cost carriers, the current airfare offered by China Airlines is more attractive. He expressed concern regarding the early arrival time (3:00AM) and hotel check-in. He encouraged local hotel partners to consider offering discounts or waiving the one-day room reservation fee. He suggested looking into connecting the flight with other cities in South Korea.

Senior Marketing Manager, Mrs. Elaine Pangelinan shared that once the direct flights are established, GVB will push out marketing efforts in Taipei and help incentivize other cities. Currently, GVB's focus is to help China Airlines and support the charter flights to maintain a high load factor.

Guam Events for November



2024 57th Annual Malessso Fiestan Tasi/Water Festival Schedule of Event
November 8, 9 & 10
Bonus Events..The release of the LAND CRABS & CULTURAL DANCE COMPETITION

FRIDAY Nov 8		SUNDAY Nov 10	
6pm	Concessions Open	6am	Spearfishing Competition
6:30pm	Guma Kinalamten I Taotao Tano'	1:150am	Jetski Race
7pm	Guma' Nin'en Ancho Lette	1:130pm	Concessions Open
8:30pm	Island Kaliz Band	1:2pm	Land Event
SATURDAY Nov 9		2pm	Cultural Dance Competition
11:30am	Concessions Open	1:30pm	Crab Catching (The release of the Crabs)
12pm - 2pm	Land Events	2:30pm	Talent Show
2pm - 4pm	Isa GJ Iala Band	6:10pm	Guma' Mahiga
4pm - 6pm	Kaonani & Company Band	7pm	FIREWORKS
6:30pm - 7pm	Guma' Aniten I Taotao Tano'	8PM	RAFFLE TICKET DRAWING
7pm - 7:30pm	Skip Entertainment	8:30PM	Mix Plate Band
7:30pm - 8pm	Guma' Nina'en Ancho Lette		
8:30pm - 1:130pm	Mix Plate Band		

AT THE MALESSO
VETERAN SONS & DAUGHTERS PIER PARK
 For more information please contact the Malessso
 Mayor's Office @ (671)828-8312/2941

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

Senior Marketing Manager, Mrs. Elaine Pangelinan, expressed thanks to GVB members for their continued participation and encouraged them to share upcoming events and holiday festivities to help promote on GVB Taiwan's social media platforms.

Chairman Morinaga invited GVB members to attend the TMC meetings in person to voice their suggestions, find ways to promote their business, and provide better interaction and ideas to support Taiwan. He emphasized that GVB continues to work with China Airlines to support the charter flight route.

Mr. Rosenberg II encouraged local hotel partners to look into offering special early check-in rates and to work with GVB for promotional avenues and connect them directly with travel agents. He concluded by introducing an exclusive discount promotion for Stroll Guam transportation service.

for visitors from Taiwan. Currently in its planning stage, arriving visitors may qualify for the discounted rates by showing their flight tickets via Taiwan. GVB plans to work with Stroll Guam to streamline the redemption process.

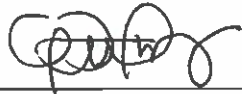
Ms. Paula Monk from United Airlines, chimed in via online with an applause effect to Chairman Morinaga for his encouragement of in-person participation and acknowledged GVB's marketing efforts.

8. ADJOURNMENT

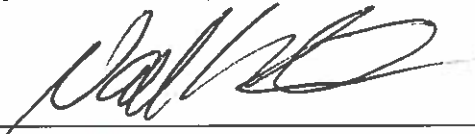
Ms. Franquez adjourned the meeting at 11:33 a.m.



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