



Exhibit

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

Thursday, October 5, 2023 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. TMC Chairman - Milton Morinaga</li> <li>2. Wyndham Garden Guam/ Days Inn - Sunardi Li</li> <li>3. The Tsubaki Tower - Hiromi Matsuura*</li> <li>4. Crowne Plaza Resort Guam - Keiko Deliguin*</li> <li>5. Skydive Guam - Yayue Zhao*</li> <li>6. Hotel Nikko Guam - Jenny Cheon*</li> <li>7. LeoPalace Resort Guam - Keiko Takano*</li> <li>8. Sentry Hospitality - Valerie Carbullido*</li> </ol>	<p><b><u>Members Absent:</u></b></p> <ol style="list-style-type: none"> <li>1. Fish Eye Marine Park - Akihiro Tani</li> <li>2. Hilton Guam Resort &amp; Spa - Echo Man</li> <li>3. The Westin Resort Guam - Yoshi Otani</li> <li>4. Dusit Thani Guam - Miwa Bravo</li> <li>5. Lotte Hotel Guam - Elisha Lee</li> <li>6. Hyatt Regency Guam - Jane Koo</li> <li>7. Guam Reef Hotel - Yuki Toshida</li> <li>8. GNC Guam - Edward Lu</li> <li>9. Tasi Global Consulting - Jenny Yang</li> <li>10. HIS Guam Inc. - Neil Urbano</li> <li>11. Pacific Islands Club - Koji Nagano</li> <li>12. David Tydingco - Valley of the Latte</li> <li>13. Pacific Star Resort &amp; Spa - Jessica Chan</li> <li>14. University of Guam - Carlos Taitano</li> <li>15. Baldyga Group - Tae Oh</li> <li>16. GEDA - Ed Camacho</li> <li>17. 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. Marketing Manager - Regina Bocatija</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* 11:21AM</li> </ol>

**1. CALL TO ORDER**

GVB Director of Global Marketing Ms. Nadine Leon Guerrero began the meeting at 11:03 a.m.

**2. REPORT OF MANAGEMENT**

Ms. Leon Guerrero reported that there is good progress with the Taiwan market and possibilities of an end of year and Chinese New Year (CNY) charter flights. GVB will provide an update once there is confirmation on the dates.



# September 2023



September 1-24, 2023

Total: 39,492 (+80.6%)

% Market Mix	Origin	2019	2022	2023	% to LY
0.3%	Taiwan	1,837	76	112	47.4%
28.7%	Japan	50,395	1,666	11,349	581.2%
51.7%	Korea	47,902	14,350	20,420	42.3%
0.3%	China	438	19	130	584.2%
11.3%	US/Hawaii	4,469	3,303	4,443	34.5%
1.9%	Philippines	977	568	741	30.5%
0.1%	Hong Kong	269	21	46	119.0%

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

Note: September 2023 Daily Arrivals reflect Civilian Air arrivals only

Ms. Leon Guerrero shared arrival statistics from September 1-24, 2023 compiled by the GVB Research Department which is also available on our website:

<https://www.guamvisitorsbureau.com/>

She added that as soon as the charter and/or regular flights resume, GVB would be able make some true progress in Taiwan.

# Calendar Year 2023



January - September 24, 2023

Total: 455,042 (+144.7%)

% Market Mix	Origin	2019	2022	2023	% to LY
1.1%	Taiwan	21,750	338	5,053	1395.0%
18.6%	Japan	494,638	11,324	84,433	645.6%
57.1%	Korea	538,762	98,643	260,012	163.6%
0.4%	China	8,857	341	1,672	390.3%
13.7%	US/Hawaii	69,880	50,029	62,276	24.5%
2.2%	Philippines	14,010	5,072	9,837	93.9%
0.1%	Hong Kong	4,291	113	557	392.9%

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

Note: September 2023 Daily Arrivals reflect Civilian Air arrivals only



# Fiscal Year to Date 2023



October 2022 - September 24, 2023

Total: 591,368 (+180.6%)

% Market Mix	Origin	2019	2022	2023	% to LY
0.9%	Taiwan	28,038	420	5,348	1173.3%
16.3%	Japan	655,421	12,505	96,131	668.7%
59.4%	Korea	720,829	104,739	351,061	235.2%
0.3%	China	12,199	402	1,869	364.9%
13.8%	US/Hawaii	92,478	63,310	81,563	28.8%
2.3%	Philippines	20,413	6,074	13,451	121.5%
0.1%	Hong Kong	6,319	121	686	466.9%

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

Note: September 2023 Daily Arrivals reflect Civilian Air arrivals only

### 3. MARKET UPDATES

## Market Intelligence: Airline Updates



#### Current Route In Operation: (October 2023)

##### China Airlines CHINA AIRLINES

- See next page for October 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

GVB Taiwan Senior Marketing Manager Ms. Gabbie Franquez reiterated Ms. Leon Guerrero's statement, that Guam will soon be expecting flights from Taiwan. If not direct then it would be through charter flights.



## Market Intelligence: Airline News



### CI October 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	Phnom Penh	5 flights/week
New York	4 flights/week	Penang	Daily	Yangon	3 flights/week
		Palau	2 flights/week	Bali	Daily
		Chiang Mai	4 flights/week	Da Nang	Daily
		Cebu	5 flight/week	Brunai	3 flights/week

## Market Intelligence: Airline News



### CI October Operation Schedule :



Location							
Europe	Operation Schedule	Oceania	Operation Schedule	Northeast Asia	Operation Schedule	Northeast Asia	Operation Schedule
Amsterdam	4 flights/week	Sydney	5 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	Hokkaido	Daily
Roma	3 flights/week			Tokyo(HND)	Daily	Takamatsu	4 flights/week
Vienna	5 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 / Trade Partners	GTO Contact	Updates
	Tao Ming Sung, Sales Manager	<ul style="list-style-type: none"> <li>On September 22<sup>nd</sup>, GTO met with China Airlines representatives to discuss the resumption of TPE-GUM direct flights.</li> <li>The airline is planning to resume regular TPE-GUM flights, with a target date of March 31, 2024.</li> <li>Despite still facing crew shortage, China Airlines is preparing for the resumption as they expect the travel market to boom in 2024, and travel agents are optimistic about the return of a TPE-GUM route.</li> <li>CI's expectations include landing fee discounts, incentives based on per passenger, and subsidies focus on the airline.</li> <li>The estimated flight times would be either 19:00/20:00 or 23:55 departing from Taiwan to Guam, with two flights per week. Travel agents would be allowed to operate 6D4N or 5D3N tour packages, depending on CI's final flight time.</li> </ul>
	Gary Wang, Executive Vice President	<ul style="list-style-type: none"> <li>Due to insufficient fleet capacity and pilots, Eva Air is unable to offer Guam-Taiwan direct flights at this time.</li> </ul>
 	Star Travel and Starlux	<ul style="list-style-type: none"> <li>Starlux and Star Travel have begun the planning stages for charter flight service and are looking to cooperate with GVB for support.</li> </ul>

Ms. Franquez shared that GVB maintains dialogue with the three (3) airline partners (China Airlines, Eva Air, and Starlux) with the goal to have the resumption of direct air service.

She added positive news that Starlux along with reputable Taiwanese travel agent Star Travel, are working together to launch 20 to 24 charter flights to Guam around December through March next year and are still in the planning stages.

#### 4. OLD BUSINESS

### PR/AD Update



#### GVB Delegation Meeting with Vice Premier of Executive Yuan

- Date: Sep 4
- GVB President & CEO, Carl T.C. Gutierrez, and Taiwan Senior Marketing Manager, Gabbie Franquez, visited Taiwan to meet with Vice Premier of Executive Yuan and key government officials.
- The meeting with the Taiwan government officials focused on a comprehensive exchange and discussed matters of cooperation to include tourism and most significantly the resumption of direct air service.
- Vice Premier Wen-tsan Cheng provided strong support in propelling the resumption of the Guam-Taiwan route with China Airlines.



Attendees (left to right) included GVB Taiwan Marketing Manager Gabbie Franquez, Ambassador Tien Chung-kuang, Deputy Minister of MoFA, GVB President & CEO Carl Gutierrez, Cheng Wen-tsan, Vice Premier of Executive Yuan, Chu Wen-jong, Administrative Deputy Minister of MoTC, Lan Kuo-Shan, Director General of Civil Aeronautics Administration, GTO Felix Yes and Fifi Tseng



Guam Visitors Bureau President & CEO Carl T.C. Gutierrez, presents a gift to Vice Premier of the Republic of China Cheng Wen-tsan of the Executive Yuan on Sept. 4, 2023 in Taipei, Taiwan.

Ms. Franquez shared that in addition to meeting with the Vice Premier, GVB met with the Ministry of Foreign Affairs (MoFA), Ministry of Transportation and Tourism (MoTC), and the Civil Aeronautics Administration (CAA). The important meeting helped to exchange discuss



of cooperation and create movement with the resumption of direct air service between Taiwan and Guam.

**PR/AD Update** 

**Guam Senators Delegation Visits Taiwan**

- Date: Sep 6
- A delegation comprised of Guam senators and their staff visited Taiwan, in an effort to promote cultural exchange and friendship between Taiwan and Guam, in hopes for a swift resumption of direct flights.
- During their trip, the delegation met with the Council of Indigenous Peoples, Mainland Affairs Council, American State Offices Association, Bureau of Tourism, Ministry of Transportation and Communication, Civil Aeronautics Administration, Ministry of Transportation and Communication, Ministry of Digital Affairs.
- The delegation group shared interest in educational exchanges between Taiwan and the U.S.



Group Photo of Guam Delegation and ASOA (From the left): Mr. Craig M. Bhowmik, Chief of Staff of Guam Legislature; Ms. Mary Ann S. Lujan, Wife of Senator Jesse A. Lujan (Vice Mayor of Municipality of Gumbal, Iloilo Province, the Philippines); Mr. Jesse A. Lujan (R) Senator of Guam Legislature; Ms. Tina Marie Barnes (D), Vice Speaker of Guam Legislature; Rep. Mr. Christopher M. Quernes (R) Senator of Guam Legislature; Mrs. Angelica A. Quernes, Wife of Senator Christopher M. Quernes (Irene Tsai-Su, State of Missouri); Aisa Lee, Director of State of Hawaii Office in Taipei; Tiffany Chen, Director of State of Maryland Business Center - Taiwan; Gary Huang, Officer of Taipei Economic and Cultural Office (TECO) in Guam; Mr. Kenneth J. Lape, Community Relations Manager; Senator Christopher M. Quernes of Guam Legislature.

Ms. Franquez shared that the Guam senator's delegation trip was sponsored by the Ministry of Foreign Affairs (MoFA). The basis of their mission was to promote cultural exchange and friendship between Guam and Taiwan, and discuss the resumption of direct air service.

**PR/AD Update** 

**DAC Kaohsiung Seminar for Tourism Promotion**

- Date: Sep 7
- As a member of DAC, GTO participated in the event in Kaohsiung to promote destination Guam to the local travel agents.
- GTO met with Fred Ho, Sales Manager of United Airlines, who had worked with Starlux. He shared intel of Phoenix Tour charter flights to Guam planned for February 2024 and expressed his support for future planning.
- General Manager Hsu of Super Magic Travel Agency inquired about study tours in Guam and will send a formal letter with details to request support from GTO.
- GTO sponsored 3 gifts as lucky draw prizes to the 60 attendees onsite.



## PR/AD Update



### *Meeting with Star Travel Vice President Lo*

- Date: Sep 11
- GTO participated in a meeting with the Star Travel management and Starlux sales team to discuss charter flights to Guam.
- Star Travel plans to launch about 20 charter flights during December 2023 to March 2024, and is in negotiation with Starlux.
- The travel trade partners are seeking for GVB's support for the charters, including promotion and subsidies.



Ms. Franquez shared that GVB hopes the discussion with Star Travel will continue and is looking to support the travel agent through marketing promotions and subsidies, subject to availability from the GVB Taiwan marketing budget.

## PR/AD Update



### *Meeting with CI Representatives for TPE-GUM Direct Flight Resumption*

- Date: Sep 18
- China Airlines held a meeting with GTO to discuss the viability of flight resumption.
- China Airlines is planning to resume regular TPE-GUM flights, with a target date of March 31, 2024. However, they are currently facing a shortage of flight crew members.
- Night flights are a more viable option than day flights due to crew availability and the need to cover high operation costs.





## PR/AD Update



### *U.S. Investment Opportunities Conference*

- Date: Sep 19
- GTO participated in the event and was offered a free table from the Ministry of Economic Affairs (MoEA) to promote investment in Guam.
- GTO met with over 30 attendees who shared interests about Guam after listening to GEDA CEO & Administrator Melanie Mendiola's presentation.
- The President of Hung Chang International Energy Co., Ltd, Juli Hsu, shared interests into investing a chicken farm and power plant on Guam.
- GTO prepared MICE materials and mini bags as gifts to attendees who visited the Guam table.



Ms. Franquez highlighted that the event provided an opportunity to present Guam and see how we can explore the Taiwan market other than travel trade and tourism.

## PR/AD Update



### *DAC Taichung Trade Seminar*

- Date: Sep 27
- GTO attended the event and introduced a Guam tourism presentation to over 110 event attendees.
- The event provided travel industry professionals from central and southern Taiwan with an understanding of the current situation of tourism in the United States and to showcase the country's diverse attractions.
- GTO greeted Taichung Tourism and Travel Bureau Director-General Ms. Mei-Hsiu Chen and discussed the route between Taichung International Airport and Guam. During her VIP remarks, she encouraged local agents to collaborate on charter flights to Guam.
- Local travel agents were gifted Guam tote bags after following GVB TW's Instagram and Facebook accounts.





## PR/AD Update



### NR Monitor

For the past week (September 9 – September 15), a total of 1 exposure is monitored including:

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

1 of the news reported that Guam is a tropical island destination to travel to. (1)



## PR/AD Update



### NR Monitor

For the past week (September 23 – September 28), a total of 4 exposures are monitored including:

- TV Exposure: 1
- Online Exposure: 3
- Newspaper: 0
- Social Media: 0

- 1 of the CTS TV broadcast highlighted Guam's strong ties with Taiwan and its cultural aspects, while also addressing the significant role Taiwanese visitors play in Guam's tourism industry.
- 1 of the news is promoting Guam's winter break tour package.



(1) CTS TV (upper left) Introducing night market (lower left) Taiwanese tourists played as a major segment of Guam's visitor (right) Introducing Guam culture, highlighting Taiwan-Guam ties.



Ms. Franquez shared that CTS TV came to Guam as part of a GVB Media Fam Tour during July to provide coverage on the 79<sup>th</sup> Guam Liberation festivities. GVB is happy to see continued exposure on their broadcasting platforms even months after their visit.



# Consumer Sentiment



Facebook



Top fan  
Ben Chien  
真的好美 好想等安定...  
Like Reply

Margarita Chiang  
看看這風景好美 旅行社應該有安排這景  
Like Reply

I want to visit Guam.  
It's so beautiful!

I want to travel to Guam  
with friends

Facebook



Top fan  
陳政興  
跟囑貝 跟貝貝 桂石頭叫拉提石 #experienceguam  
Like Reply 2d

I know this, it's Latte  
Stone in the video.

# Consumer Sentiment



Instagram



unik619 好美 好美  
4w Reply

snow\_girl596 哇！好美 - 這像一福畫 - 明信片  
4w Reply See translation

It's gorgeous

It's stunning and  
picturesque, I want a post  
card from Guam.

Instagram



elinamama\_ 想了解  
1w Reply See translation

I am interested in the  
winter vacation



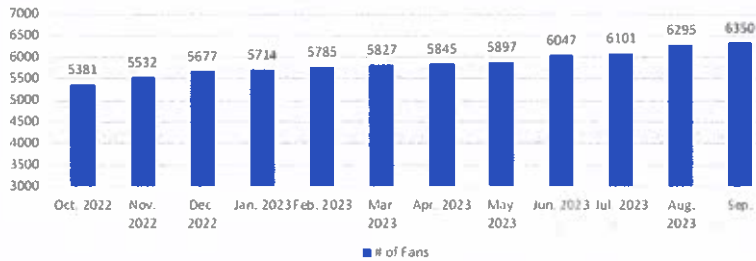
## Social Media Performance



### Social Media Performance FY2023



# of Fans



Monthly percentage growth (September): +0.9%

## Social Media Performance

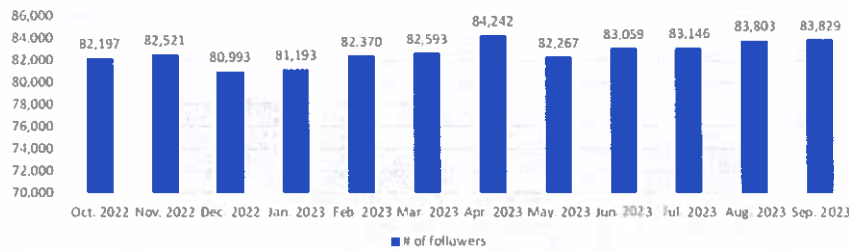


### Social Media Performance FY2023



Total Page Followers

# of followers



Monthly percentage growth (September):  
+0.03%

# October SNS Calendar



Social Media October Content Calendar							Content
Week 1	1-Oct-23	2-Oct-23	3-Oct-23	4-Oct-23	5-Oct-23	6-Oct-23	7-Oct-23
Week 2	8-Oct-23	9-Oct-23	10-Oct-23	11-Oct-23	12-Oct-23	13-Oct-23	14-Oct-23
Week 3	15-Oct-23	16-Oct-23	17-Oct-23	18-Oct-23	19-Oct-23	20-Oct-23	21-Oct-23
Week 4	22-Oct-23	23-Oct-23	24-Oct-23	25-Oct-23	26-Oct-23	27-Oct-23	28-Oct-23
Week 5	29-Oct-23	30-Oct-23	31-Oct-23				
	Guam Beauty Summit Lunch	Restaurant: Hays Restaurant	Guam Scenery			Activity: Guam Skate Dining	Attractions: Guam Pacific War Museum
	Accommodation: Ifiga Royal Laguna Spa Resort	Taiwan National Day Promotion lucky draw	Taiwan National Day Promotion lucky draw	Taiwan National Day Promotion lucky draw	Taiwan National Day Promotion lucky draw	Activity: Valley of the Larks Single Riverfront Adventure Guide	SOI Co-op Unloading need
	Restaurant: The Beach Restaurant & Bar	Guam Scenery	Guam 43rd Anniversary Response Activity Facebook Interaction		Activity: Guam Optics Shooting Range	Attractions: Shopping market Dededo	
	Restaurant: Amalena Grill Tumon	Thanksgiving Promotion	Accommodation: Grand Beach Resort	Guam Scenery		Halloween Lucky Draw Promotion	Halloween Lucky Draw Promotion
	Halloween Lucky Draw Promotion	Halloween Lucky Draw Promotion	Halloween Lucky Draw Promotion				Restaurant: Hard Rock Cafe

Ms. Franquez shared a snapshot of the October Social Media activities and launch dates. GVB continues to not only promote upcoming events but also Guam businesses through the online content and campaigns held on the free platforms.

## 5. NEW BUSINESS

# FY2023 Closeout



### FY2023 Major Projects

- Guam-Taipei Sister City 50th Anniversary Gala Dinner



Ms. Franquez shared that GVB hosted the gala dinner back in January 2023. She highlighted that the Sister City Relationship between Guam and Taipei was first signed in January 1973 and the event was a great way to celebrate 50 years of friendship.





## FY2023 Closeout



### FY2023 Major Projects

#### Travel Fairs / Food Taipei

2022 International Travel Fair (ITF)



2022 Taipei International Winter Travel Exhibition (TIWTE)



2023 Taipei Tourism Expo (TTE)



2023 Taiwan International Tourism Expo (TITE)



2023 Food Taipei



## FY2023 Closeout



### FY2023 Major Projects

#### 3 Webinars for Travel Agents: Taipei, Taichung and Kaohsiung



Ms. Franquez added that the seminar not only gave updated product information but also helped to introduce local GVB members to travel agents in Taipei, Taichung, and Kaohsiung to make the connection and hopefully build travel packages for their clientele.

# FY2023 Closeout



## FY2023 Major Projects

### 35 Charter Flights:

- 4 flights during CNY, receiving 700 pax
- 31 flights from April to July (6 flights were cancelled due to Typhoon Mawar and 25 flights flew to Guam successfully), receiving 3,220 pax.
- Lion Travel Charter Flights Promotion Media Gathering



### GVB's Marketing Efforts

- In support of the charter flights, GVB offered an exclusive tote bag and shopping discount to each passenger.
- Additionally, the first 200 consumers who purchase a charter flight ticket had the opportunity to redeem an incentive meal coupon at local participating restaurants, where they can experience a CHamoru cuisine inspired set menu.



# FY2023 Closeout



## FY2023 Major Projects

### 2 Fam Tours:

- 79th Guam Liberation Day Media Fam Tour
- GMIF KOL Fam Tour



Ms. Franquez added that GVB brought in KOL Zhiting who not only performed at the GMIF event but explored Guam for coverage on her social media platforms.



## FY2023 Closeout



### *FY2023 Major Projects*

Other Associations: Attended ASOA and ANTOR meetings



## FY2023 Closeout



### *FY2023 Major Projects*

- Arrivals: 5,236 (2022 October to 2023 31st August)
- Media Exposure US Value: US\$13,636,216 (2022 October to 2023 August)
- SNS:
  - GVB Taiwan FB fan page has 83,829 followers as of Sep. 28, 2023, which is 4.23% increase compared to Oct. 2021 - Sept. 2022.
  - GVB Taiwan Instagram has 6,350 followers as of Sep. 28, which is 23.56% increase compared to Oct. 2021 - Sept. 2022.
- Efforts to Resume Direct Flight Service:
  - Maintain relationship with China Airlines, Eva Air, Starlux and AIT.
  - GTO discussed on the Guam-Taiwan flight resumption with representatives of China Airlines, Tiger Air and Starlux, who also planned to continue the direct flights.
  - GVB and GTO visited the Vice Premier of Executive Yuan for the direct flight resumption, and the Vice Premier promised to push China Airlines to put Guam-Taiwan route on the list of flight resumption earlier.

## Upcoming FY2024 Events



### Rainbow Festival 2023

- Date: Oct. 27 - 29
- Location: Ximen, Taiwan
- 2023 Taipei Rainbow Festival is the only LGBTQ+ Festival in Taiwan, aiming at bringing together LGBTQ+ friendly brands and companies.
- The event features LGBTQ+ performers to host a great show, all without admission fee, ensuring a delightful experience for everyone.
- The festival usually attracts more than 120,000 participants, indicating that the event would be an excellent chance to promote Guam as a safe and inclusive destination.



## Upcoming FY2024 Events



### 2023 Taipei International Travel Fair (ITF)

- Date: Nov. 3 - 6
- Location: Taipei, Taiwan - Nangang Exhibition Center
- The Guam Visitors Bureau will participate in the 2023 Taipei International Travel Fair (ITF), scheduled from November 3-6, 2023.
- ITF is one of the longest standing international - scale travel fair to be seen in Taiwan, and is most prominent in the Asia-Pacific region. In addition to the main exhibition, ITF 2023 also offers great opportunities for business exchange through trade conferences, product information sessions, industry seminars and different special performances that highlight participating destinations.
- As Taiwanese consumers are ready to travel abroad and participate in a large-scale expo, this will be a great opportunity to introduce destination Guam to the Taiwan market and promote Guam as a perfect destination for their upcoming travel.





## Upcoming FY2024 Events



### itf 台北國際旅展 2023 Taipei International Travel Fair

#### BOOTH PACKAGE DETAILS

##### Package A: \$800.00 USD

- Exhibitor Pass (1 pass per company) for four days.
- Distribution of up to 500 promotional materials (to be couriered to Taiwan directly by company)
- Image/ Video exposure opportunity in the Guam booth.

##### Package B: \$400.00 USD

- Provide up to 250 pieces promotional materials for distribution by GVB.
- Image/ Video exposure opportunity in the Guam booth.

- Booth space is very limited and will be issued on a "first come, first served" basis. In the event a reservation is cancelled or forfeited, GVB will advise the next applicant per the date and time request was received.
- Travel arrangements, accommodations, meals and transportation will be the responsibility of each company/traveler.

Please register from the link below to participate at 2023 Taipei International Travel Fair (ITF):  
[https://docs.google.com/forms/d/1EX1R6hHBRWk5CkukaWwJ5rOj\\_ZokNzR6-7oIRv/edit](https://docs.google.com/forms/d/1EX1R6hHBRWk5CkukaWwJ5rOj_ZokNzR6-7oIRv/edit)  
 Registration deadline is October 9, 2023 by 12:00pm.

## 6. ACCOUNT SUMMARY

### Account Summary



#### FY2023 Budget Closeout

FY2023 Taiwan Actual Spend versus Budget YTD							as of 08/20/23
GL Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %	
PRE001	Marketing Representative Fees	\$ 288,000.00	\$ 284,000.00	\$ 24,000.00	\$ -	0.00%	
PRE005	Sales Calls	\$ 12,000.00	\$ 11,806.96	\$ 193.04	\$ -	0.00%	
TTC038	Media/Travel Industry Fam Tours	\$ 22,000.00	\$ 8,015.71	\$ 13,840.10	\$ 144.19	0.68%	
ADV018	Social Media/Online Campaigns & Advertising	\$ 22,000.00	\$ 19,136.05	\$ 2,863.95	\$ -	0.00%	
TTC031	Travel Fairs	\$ 38,840.00	\$ 38,794.32	\$ -	\$ 45.68	0.12%	
BMD023	Travel Trade Co-ops & MICE Programs	\$ 255,160.00	\$ 170,357.49	\$ 78,835.28	\$ 5,857.23	2.30%	
BMD019	Sales Market Development (HQ)	\$ 82,000.00	\$ 61,640.18	\$ -	\$ 358.82	0.58%	
	GRAND TOTAL	\$ 700,000.00	\$ 573,750.71	\$ 119,832.37	\$ 8,416.82	0.92%	

- GVB HQ is pending September invoice from our Taiwan office, which will be submitted on October 15, 2023.



# Account Summary



## FY2024 Budget

as of 10/4/2023

FY2024 Taiwan Actual Spend versus Budget YTD							
GL Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %	
PRE001	Marketing Representative Fees	\$ 156,000.00	\$ -	\$ -	\$ 156,000.00	100.00%	
PRE005	Sales Calls	\$ 12,000.00	\$ -	\$ -	\$ 12,000.00	100.00%	
TTC039	Media/Travel Industry Fam Tours	\$ 68,000.00	\$ -	\$ -	\$ 68,000.00	100.00%	
ADV018	Social Media/Online Campaigns & Advertising	\$ 24,000.00	\$ -	\$ -	\$ 24,000.00	100.00%	
TTC031	Travel Fairs	\$ 18,800.00	\$ -	\$ -	\$ 18,800.00	100.00%	
SMD023	Travel Trade Co-ops & MICE Programs	\$ 181,400.00	\$ -	\$ -	\$ 181,400.00	100.00%	
SMD019	Sales Market Development (HQ)	\$ 60,000.00	\$ -	\$ -	\$ 60,000.00	100.00%	
GRAND TOTAL		\$ 500,000.00	\$ -	\$ -	\$ 500,000.00	100.00%	

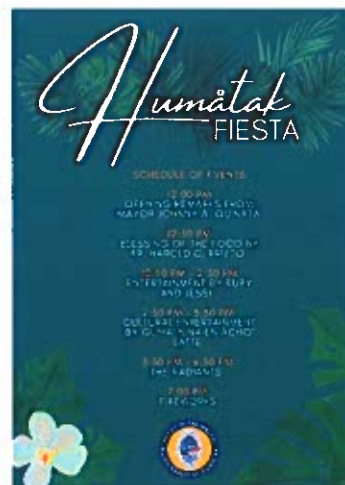
For full transparency, Ms. Franquez shared the FY2024 Budget which shows a slight decrease compared to FY2023. This year, the GVB Taiwan Market has only been allocated \$500K and plans to initiate Quarter 1 projects are underway.

Ms. Leon Guerrero added that GVB has been trying to maintain efforts due to positive news of direct flights, which unfortunately have not yet happened. At this time the GVB Taiwan Market will see a budget reduction of \$200K although should flight services resume, GVB may revisit and possibly provide additional funding.

## 7. ANNOUNCEMENTS

Next meeting: November 2, 2023 at 11:00am (subject to change)

# Humatak Village Fiesta



In closing, Ms. Leon Guerrero shared that pre-pandemic the Taiwan market were the highest spenders on island. They appreciated the finer things such as good hotels and shopping and it would be great to get this market back.

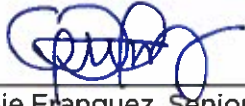
## 8. ADJOURNMENT

Ms. Leon Guerrero adjourned the meeting at 11:24 a.m.



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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: Madine Leon Guerrero, Director of Global Marketing

