

A large, stylized graphic in the background consisting of several overlapping, curved, circular shapes in various shades of blue, creating a sense of motion or a globe-like pattern.

TAIWAN MARKET UPDATE

APRIL 2024

1. CALL TO ORDER

2. REPORT OF MANAGEMENT

3. MARKET UPDATES

- a. Taiwan Visitor Arrivals – Review & Forecast
- b. Airline & Market Intelligence

4. OLD BUSINESS

- a. GTO Activities
 - i. PR/ AD Update
 - ii. Consumer Sentiment
 - iii. Social Media Performance

5. NEW BUSINESS

- a. Ko'ko' Road Race KOL Fam Tour

6. ACCOUNT SUMMARY

7. ANNOUNCEMENTS

- a. Next Taiwan Market Update Meeting- May 2, 2024 at 11am (subject to change)
- b. Ko'ko' Road Race Weekend Event

8. ADJOURNMENT

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February 2024



February 1-29, 2024

Total: 70,390 (+32.1%)

% Market Mix	Origin	2019	2023	2024	% to LY
0.8%	Taiwan	2,535	81	591	629.6%
59.5%	Korea	59,423	37,476	41,847	11.7%
24.6%	Japan	57,741	5,459	17,343	217.7%
8.6%	US/Hawaii	6,312	6,266	6,021	-3.9%
1.3%	Philippines	1,281	1,259	895	-28.9%
1.2%	China	2,645	74	835	1028.4%
0.1%	Hong Kong	745	23	84	265.2%

Calendar Year to Date 2024



January - February 29, 2024

Total: 153,060 (+39.2%)

% Market Mix	Origin	2019	2023	2024	% to LY
0.5%	Taiwan	4,996	931	788	-15.4%
57.9%	Korea	128,718	77,129	88,587	14.9%
23.7%	Japan	115,762	10,251	36,298	254.1%
9.5%	US/Hawaii	14,848	13,497	14,528	7.6%
1.2%	Philippines	2,558	2,451	1,912	-22.0%
0.8%	China	3,906	178	1,205	577.0%
0.1%	Hong Kong	1,199	79	115	45.6%

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

Note: February 2024 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2024



October 2023 - February 29, 2024

Total: 341,742 (+38.7%)

% Market Mix	Origin	2019	2023	2024	% to LY
0.4%	Taiwan	11,284	1,226	1,309	6.8%
56.1%	Korea	310,785	168,178	191,707	14.0%
25.4%	Japan	276,545	21,949	86,871	295.8%
10.1%	US/Hawaii	37,446	32,784	34,550	5.4%
1.6%	Philippines	8,961	6,065	5,560	-8.3%
0.6%	China	7,248	375	2,133	468.8%
0.1%	Hong Kong	3,227	208	354	70.2%

Market Intelligence: Airline Updates



Current Route in Operation: (April 2024)

China Airlines CHINA AIRLINES

- See next page for April 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 April Operation Schedule :



<i>Location</i>					
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 April 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	3/29 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none">China Airlines plans to operate a charter flight from TYO to GUM and the trip is from 5/4 to 5/6.
 EVA AIR 長榮航空	3/29 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 星宇航空	3/29 Patience Hsu, Manager	<ul style="list-style-type: none">The Executive Yuan Vice Premiere will contact Starlux Airlines to seek possibilities for charter flights to Guam after inquiring with China Airlines without clear outlooks.
 Philippine Airlines	3/29 Jason Chen, Area Manager - Taiwan	<ul style="list-style-type: none">PAL intends to offer discount group fares on Mondays, Tuesdays, and Saturdays, and also consider travelers flying in pairs.
 royalair philippines	3/29 Steven Shih, General Manager	<ul style="list-style-type: none">Royal Air indicated that they would inquire with the Philippine Civil Aviation Authority regarding landing permissions on Guam.

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Awards Ceremony For the 2024 Taipei Lantern Festival

- Date: Mar 3
- GVB was invited by Taipei City Government to attend the 2024 Taipei Lantern Festival awards ceremony. The Guam lantern was displayed in the events “Friendly Display Zone”.
- Guam received an appreciation award from the Taipei City Mayor, Wan-An, Chiang, for Guam’s full support in the festival.



Wan-An, Chiang, Mayor of Taipei City , Felix Yen, Guam Taiwan Office Director

Meetings with Royal Air Philippines - Taiwan Office

- Date: Mar 11 & 20
- Royal Air Philippines shared plans to have direct flights from Taipei to Guam offering regular flights every five days (approximately eight flights per month).
 - Departure: 9:00 AM TPE - Arrival: 3:00 PM GUM
 - Return Flight: 4:00 PM GUM - Arrival 6:00 PM TPE
- Aircraft type: A320, with 180 seats all in Economy Class.
- The estimated round-trip fare is \$400 USD.
- Royal Air Philippines will inquire with the Philippine Civil Aviation Authority regarding landing permissions on Guam; further discussions on the MOU items will be pursued after the inquiry.



Steven Shih, General Manager of Royal Air, Felix, Director of GTO, David Wang, Chairman of Royal Air

2024 Republic of Taiwan Travel Industry Joint Annual Party

- Date: Mar 14
- GVB attended the Joint Annual Party which was held by Travel Agent Association of R.O.C Taiwan and Travel Quality Assurance Association.
- During the event, GVB met with representatives from China Airlines and EVA Air. China Airlines shared that they will continue to evaluate the capacity for charter flights for TPE-GUM.



Felix, Director of GTO, Garry Wang, Vice President of EVA Air, Shan-Kuo Chen, Vice Chairman of Travel Quality Assurance Association, Alex Lei, President of ANTOR, Soloman Lee, General Manager of China Airlines Taipei Branch

Guam's Tsubaki Tower Luncheon Briefing

- Date: Mar 19
- GVB attended the luncheon and delivered a presentation to introduce the beauty and values of Guam to tour operators and travel agents.
- The Tsubaki Tower gave a presentation to showcase their hotel property and special offering. Visitors who spend over two nights will receive a \$50 USD restaurant coupon from April 1 - September 30, 2024.



GVB with The Tsubaki Tower team and Travel Agents

Taoyuan Association of Travel Agents Spring Party

- Date: Mar 19
- GVB was invited to attend the spring party hosted by the Taoyuan Association of Travel Agents.
- During the event, the host introduced Guam to all the trade partners and the mayor of Taoyuan city.
- GVB had the opportunity to network and engage with all the trade partners in attendance.



Felix, Director of GTO, Shan-Cheng Chang, Mayor of Taoyuan City, Alex Lei, President of ANTOR.

Luncheon with Palau Minister Ngirai Tmetuchl and Alex Lei

- Date: Mar 20
- The Palau Minister Ngirai expressed gratitude to GVB and discussed the efforts and current situation of direct flights between Taiwan and Guam.
- Discussion revolved around leveraging government-to-government political influence models to promote bilateral direct flights between Taiwan and Palau, with similar suggestions proposed for Guam.
- Alex Lei, Taiwan Director of Palau Visitors Authority, highlighted China Airlines' plan to increase direct flights from Taipei to Palau.
- The proposed collaboration with GVB and China Airlines would help to promote tourism between Taipei, Palau, and Guam, with suggestions for coordination on ticket prices and traffic rights between Palau and Guam.



Felix Yen, GTO Director, Ngirai Tmetuchl, Palau Minister, Rhinehart Silas, CEO of Bureau Submarine Cable Corporation, Alex Lei, Taiwan Director of Palau Visitors Authority

AIT's SelectUSA Summit Educational and Recruitment Event at Kaohsiung H2O Hotel

- Date: Mar 21
- AIT held a series of seminars for multiple industries to attract companies and investors to select the U.S. for their business expansion.
- GVB helped to promote Guam's MICE program to these company representatives at the southern part of Taiwan.
- United Airlines also attended the event to promote their services to the onsite companies. GVB helped to promote their table and allowed more companies to learned about Guam's MICE tourism.



GTO joined UA table to promote vacation/journey to USA.



Group photo of Audria Chen, Account Manager of UA, Chih-Yuan Wang, Managing Director of Lung Soon Ocean Group, Felix, Director of GTO, Besty Shieh, Commercial Section Chief of AIT, Neil H. Gibson, Principle Officer of AIT Kaohsiung Branch



Felix introduced ASOA during the event

Meeting with Philippines Airlines

- Date: Mar 27
- GVB and Rita Travel met with representatives of Philippine Airlines (PAL).
- PAL intends to offer discount group fares on Mondays, Tuesdays, and Saturdays and proposed discount airfares for travelers flying in pairs. The airlines will update GVB if their headquarter provides approval for the proposal.
- GVB shared to launch the Håfa Adai Support Program and incentive for travelers to promote TPE-MNL-GUM flights.



Felix Yen, GTO Director, Maggie from Rita Travel, Jerry from Rita Travel, Maggie Chu, Supervisor-Passenger Sales of PAL, Jason Chen, Area Manager - Taiwan of APL, Leo Liu, Account Executive of PAL



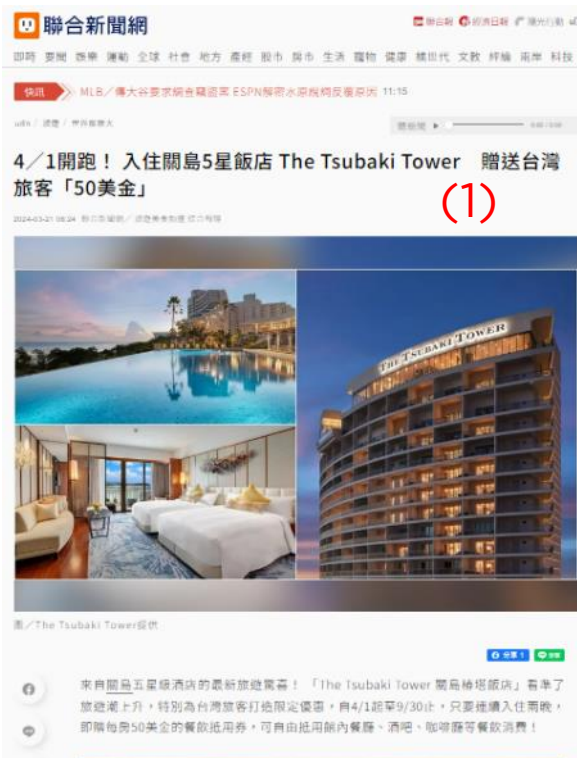
NR Monitor

For the past week (March 16- March 22), a total of 4 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 4
- Newspaper: 0
- Social Media: 0

1 of the news reported that The Tsubaki Tower offered Taiwanese tourists a “US\$50” voucher.

1 of the news reported the 2024 Guam Events, celebrating the 80th Liberation Day, and promoted the Ko'ko' Race Weekend and the Guam Micronesia Island Fair (GMIF).



(1)



(2)

Consumer Sentiment



Facebook (Fan Page)

準備迎接關島可可路跑週末!
KO'KO' WEEKEND!
Governor Joseph Flores Memorial Park (Ypao Beach) Tumon

年齡組	費用
四到六歲	.6K
七到九歲	1.6K
十到十二歲	3.3K

兒童報名費用 **美金\$10**

台灣民眾報名即可獲得「關島豪華禮包」

線上報名網址 visitguam.com/koko
免費T-SHIRT、完賽獎牌、完賽早餐、其他好禮等您拿!
關島豪華禮包含行動電源、盥洗包等價值台幣三千元以上精美好禮
報名完成後請聯繫「關島台灣辦事處」洽詢禮物領取資訊 +866-2-2325-9923

- Janice Chen
Visit Guam 關島觀光局 好期待!!

Can't wait to join the event!
- Ria RuiYang Ni
好期待喲! 可可路跑~~

So excited about Koko run!
- 黃小青
寶芝卿 來去關島

Excited about visiting Guam.
- 李孝文
想再重返一次關島馬拉松

I want to participate in the Guam marathon again

Facebook (Running club)

- 黃志堅
時間有點趕, 明年報名好了, 順便潛水

I'd be thrilled to join, and I can go snorkeling during the trip next year!
- Michael Chen
美簽好拿嗎?

Is it easy to obtain a visa for the U.S.?
- Rita Hsu
Michael Chen 關島免簽

You don't need one for Guam if you have direct flight

Consumer Sentiment



Facebook (Marina Grill)



藍銘洋
海鮮飯

Love the seafood there.

Let's go play this together

Facebook



Angelina Ho
董冠霆 張芸綺 不然我們畢旅去關島跳傘好了
1天 大心 回覆 發送訊息 隱藏

Our graduation trip could include skydiving on Guam



董冠霆
Angelina Ho 這個我覺得可以哦
1天 讚 回覆 發送訊息 隱藏

I'm all for it!

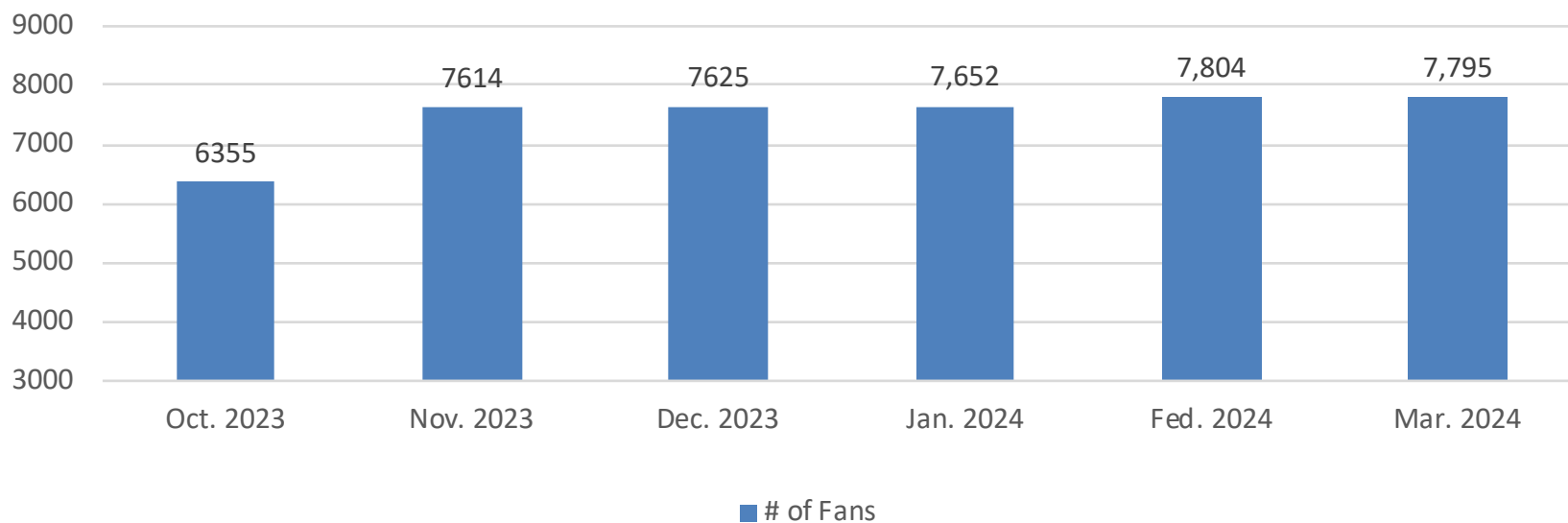


Jocelyn Chiang
Ria RuiYang Ni 帶我飛

Social Media Performance FY2024



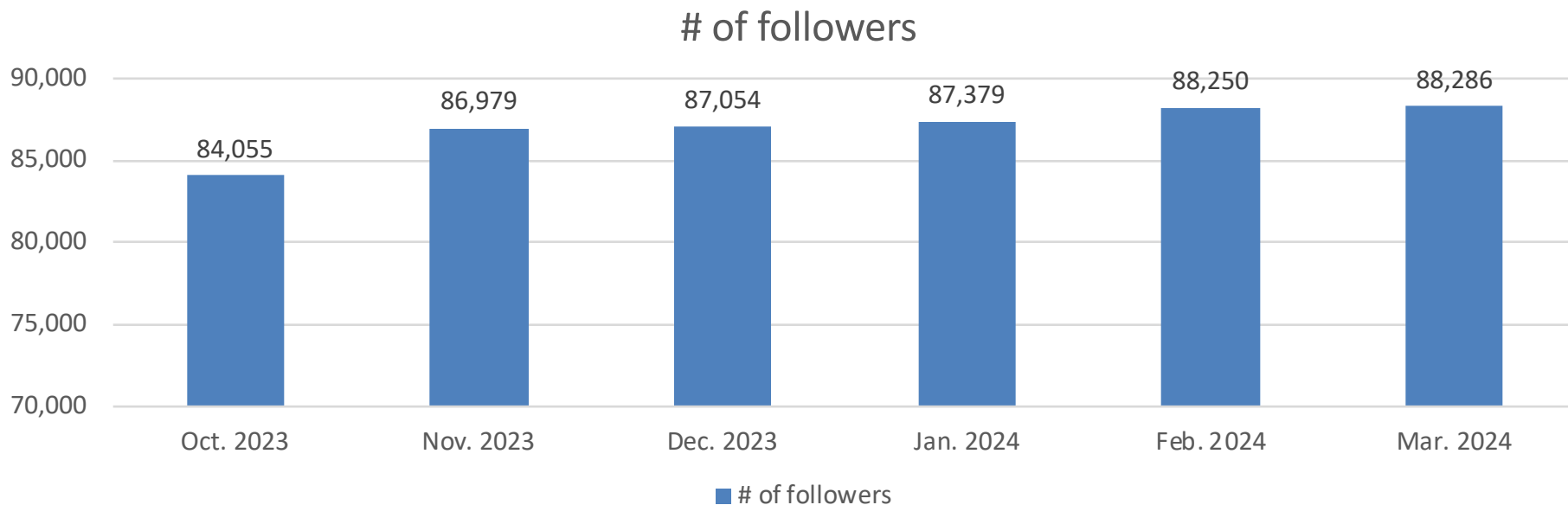
of Fans



Social Media Performance FY2024



Total Page Followers



April SNS Calendar



Social Media April Content Calendar

Social Media April Content Calendar							Category
							Scenery
							Lucky Draw
							GVB Events
							Other Promotion
Week 1	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Guam Scenery		Children's Day Lucky Draw Promotion	Children's Day Lucky Draw Promotion	Children's Day Lucky Draw Promotion	Children's Day Lucky Draw Promotion
						Ko'ko' Road Race Promotion	
Week 2	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Children's Day Lucky Draw Promotion	Children's Day Lucky Draw Promotion Winner Announce	Attraction - Guam Seal	Guam Scenery		Sea Kayak Promotion	
	Guam Scenery						
Week 3	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Guam Scenery	Agana Heights Coconut Festival Promotion	Attraction - Humatak Bridge	Guam Fishing Promotion		Guam Scenery	
Week 4	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Hotel - Dusit Thani Resort Guam	Earth Day Lucky Draw Promotion	Earth Day Lucky Draw Promotion	Earth Day Lucky Draw Promotion	Earth Day Lucky Draw Promotion	Earth Day Lucky Draw Promotion Winner Announce	Ko'ko' Road Race Reel
			Guam Micronesia Island Fair Promotion	Guam Scenery		Blue Aster Chapel	
Week 5	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Guam Scenery	Dolphin Watching Promotion	Hotel Unboxing Reel				

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Ko'ko' Road Race KOL Fam Tour

- Date: Apr 9 - 15
- Flight: TPE-ICN-GUM
- Three Key Opinion Leaders (KOLs) from Taiwan will participate in the Ko'ko' Road Race event (April 14) and provide valuable coverage through their social media platforms.
- The KOLs are expected to generate strong media exposure through their experiences on island in hopes to promote destination Guam and increase visitor arrivals from Taiwan.
- KOLs:



Ava

<https://www.instagram.com/avawu0726/>



Ava is a member in Rakuten cheerleading team in Taiwan, and one of the hosts in some variety shows. Most of her social media contents are about her travel, cheerleading, and activities such as swimming, skiing etc.

Muji

https://www.instagram.com/muji_jhsu/



Muji is an actor who is interested in sports and participated a Sport Program in Taiwan called "All Star Sports Day".

Yiyi

<https://www.instagram.com/bobeyiyi/>



Yiyi is a member in Rakuten cheerleading team in Taiwan. She also loves to travel, as seen in many of her social media posts documenting her trips to different places.

Ko'ko' Road Race Weekend Event

- Taiwan running clubs and platforms used for promotion:

“Taiwanese Runners Overseas Marathon Team” Exchange Forum



Sports Note Official Site



AsiaYo Official Site & Facebook



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Account Summary



FY2024 Budget

as of 04/04/2024

FY2024 Taiwan Actual Spend versus Budget YTD

G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 156,000.00	\$ 72,000.00	\$ 84,000.00	\$ -	0.00%
PRE005	Sales Calls	\$ 12,000.00	\$ 4,605.70	\$ 4,000.00	\$ 3,394.30	28.29%
TTC039	Media/Travel Industry Fam Tours	\$ 68,000.00	\$ 6,025.40	\$ 55,074.60	\$ 6,900.00	10.15%
ADV018	Social Media/Online Campaigns & Advertising	\$ 24,000.00	\$ 8,098.83	\$ 8,000.00	\$ 7,901.17	32.92%
TTC031	Travel Fairs	\$ 13,700.00	\$ 9,604.63	\$ -	\$ 4,095.37	29.89%
SMD023	Travel Trade Co-ops & MICE Programs	\$ 166,300.00	\$ 47,671.98	\$101,800.00	\$ 16,828.02	10.12%
SMD019	Sales Market Development (HQ)	\$ 60,000.00	\$ 32,324.24	\$ 27,202.72	\$ 473.04	0.79%
	GRAND TOTAL	\$ 500,000.00	\$ 180,330.78	\$280,077.32	\$ 39,591.90	7.92%

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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](#)

2024 Guam EVENTS

DATE	EVENT	LOCATION
April 13	*Guam Ko'ko Kids Fun Run	Governor Joseph Flores Memorial Park
April 14	*Guam Ko'ko Road Race	Governor Joseph Flores Memorial Park



Ko'ko' Road Race Weekend Event

- Date: Apr 13 - 14
- The Ko'ko' Kids Fun Run is scheduled for April 13th, followed by the Half Marathon and 10K Road Race on the 14th.
- GVB offer Guam package to entice more Taiwanese runners to participate in the elite event.
- To engage Taiwanese runners interested in the event, GVB promoted it on Guam's SNS accounts and various Taiwanese running clubs or platforms.



準備迎接關島可可路跑週末！
KO'KO' WEEKEND!
Governor Joseph Flores Memorial Park (Ypao Beach) Tumon

GUAM KO'KO' KIDS FUN RUN
2024年4月13日 星期六
關島可可 兒童路跑

四到六歲	.6K
七到九歲	1.6K
十到十二歲	3.3K

兒童報名費用 **美金\$10**

GUAM KO'KO' ROAD RACE
2024年4月14日 星期日
關島可可 成人路跑

2024年4月6日前報名	半馬 HALF MARATHON 美金\$40	十公里 10K WALK/RUN 美金\$30
2024年4月14日前報名	半馬 HALF MARATHON 美金\$45	十公里 10K WALK/RUN 美金\$35

台灣民眾報名即可獲得「關島豪華禮包」

線上報名網址 visitguam.com/koko
免費 T-SHIRT、完賽獎牌、完賽早餐、其他好禮等你拿！
關島豪華禮包含行動電源、盥洗包等價值台幣三千元以上精美好禮
報名完成後請聯繫「關島台灣辦事處」洽詢禮包領取資訊 +886-2-2325-9923



趕快加入我們
KO'KO' AND CHILL "AFTER PARTY"
可可路跑賽後派對

四月 14

活動地點
GOVERNOR JOSEPH FLORES MEMORIAL PARK (YPAO BEACH) TUMON

12PM | 6PM

GUAM KO'KO' KIDS FUN RUN
2024年4月13日(六)

GUAM KO'KO' ROAD RACE
2024年4月14日(日)

餐車、兒童免費活動、現場娛樂表演

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SI YU'OS MA'ÅSE'