



TAIWAN MARKET UPDATE

FEBRUARY 2024

1. **CALL TO ORDER**
2. **REPORT OF MANAGEMENT**
3. **MARKET UPDATES**
 - a. Taiwan Visitor Arrivals – Review & Forecast
 - b. Airline & Market Intelligence
 - c. Taiwan News
4. **OLD BUSINESS**
 - a. GTO Activities
 - i. PR/ AD Update
 - ii. CNY Charter Flights Update
 - iii. PAL Special Flight Update
 - iv. Consumer Sentiment
 - v. Social Media Performance
5. **NEW BUSINESS**
6. **ACCOUNT SUMMARY**
7. **ANNOUNCEMENTS**
 - a. Next Taiwan Market Update Meeting- March 7, 2024 at 11am (subject to change)
8. **ADJOURNMENT**

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December 2023



December 1-31, 2023

Total: 73,721 (-53.2%)

% Market Mix	Origin	2019	2022	2023	% vs 2019
55.6%	Korea	71,543	36,250	40,963	-42.7%
27.6%	Japan	67,794	6,039	20,338	-70.0%
9.7%	US/Hawaii	7,135	7,394	7,120	-0.2%
1.7%	Philippines	1,659	1,438	1,226	-26.1%
0.2%	Taiwan	2,004	135	164	-91.8%
0.3%	China	585	85	250	-57.3%
0.1%	Hong Kong	210	69	86	-59.0%

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

January 2024



January 1-7, 2024

Total: 18,601 (-42.8%)

% Market Mix	Origin	2019	2022	2023	% vs 2019
53.4%	Korea	14,179	8,025	9,935	-29.9%
33.9%	Japan	14,680	2,120	6,298	-57.1%
7.9%	US/Hawaii	1,684	1,368	1,463	-13.1%
0.8%	Philippines	187	173	145	-22.5%
0.2%	Taiwan	266	21	39	-85.3%
0.4%	China	147	15	70	-52.4%
0.0%	Hong Kong	78	6	6	-92.3%

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

Note: January 2024 Daily Arrivals reflect Civilian Air arrivals only

Calendar Year 2023



January – December 2023

Total: 656,518 (-60.6%)

% Market Mix	Origin	2019	2022	2023	% vs 2019
56.6%	Korea	753,357	192,145	371,903	-50.6%
20.8%	Japan	684,802	23,501	136,736	-80.0%
12.7%	US/Hawaii	90,994	70,430	83,677	-8.0%
2.1%	Philippines	20,729	8,831	13,638	-34.2%
0.9%	Taiwan	28,216	633	5,600	-80.2%
0.4%	China	11,496	552	2,756	-76.0%
0.1%	Hong Kong	5,116	246	818	-84.0%

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

Fiscal Year to Date 2024



October 2023 - January 7, 2024

Total: 207,283 (-27.8%)

% Market Mix	Origin	2019	2023	2024	% vs 2019
54.5%	Korea	132,119	97,812	113,055	-14.4%
27.4%	Japan	113,426	13,780	56,871	-49.9%
10.4%	US/Hawaii	16,463	20,507	21,485	30.5%
1.8%	Philippines	4,630	3,776	3,793	-18.1%
0.3%	Taiwan	4,313	313	560	-87.0%
0.5%	China	2,401	212	998	-58.4%
0.1%	Hong Kong	1,173	135	245	-79.1%

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

Note: January 2024 Daily Arrivals reflect Civilian Air arrivals only

Market Intelligence: Airline Updates



Current Route in Operation: (February 2024)

China Airlines **CHINA AIRLINES**

- See next page for February - March operations schedule
- China Airlines has not provided further schedule

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 February 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	Kota Kinabalu	2 flights/week
				Brunei	1 flight/week

Market Intelligence: Airline News



CI February Operation Schedule :



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

Market Intelligence: Airline News



CI March 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	Kota Kinabalu	2 flights/week
				Brunei	1 flight/week

Market Intelligence: Airline News



CI March Operation Schedule :



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Amsterdam	3 flights/week	Sydney	6 flights/week	Nagoya	Daily	Busan	Daily
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Vienna	4 flights/week			Tokyo(NRT)	Daily	Hiroshima	4 flights/week
Prague	2 flights/week			Seoul(ICN)	Daily	Hong Kong	Daily
				Seoul(GMP)	3 flights/week	Shanghai	Daily

Airline Updates for Regular Flights



Airlines	GTO Contact	Updates																																								
	1/26 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none"> After internal evaluation, China Airlines has decided to postpone the TPE-GUM charter flight plans for April and May. GVB will continue to communicate with China Airlines and explore support options for both charter and scheduled flights. 																																								
	1/26 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 remain under evaluation. Eva Air has prioritized concentrating on existing routes that generate high revenue, particularly those with cargo transport. 																																								
	1/26 Patience Hsu, Manager	<ul style="list-style-type: none"> CNY charter flights are on scheduled for 2/6 and 2/10. 																																								
	1/26 Jason Chen, Area Manager- Taiwan	<ul style="list-style-type: none"> In addition to their 3x weekly TPE-MNL-GUM flight schedule, Philippine Airlines will now launch flights on Monday, Tuesday, and Saturday, to provide daily service for the MNL-TPE route. <table border="1"> <caption>TPE-MNL-GUM (Effective 1Apr2024)</caption> <thead> <tr> <th>Sector</th> <th>Flight No</th> <th>DOW</th> <th>ETD/ETA</th> <th>Sector</th> <th>Flight No</th> <th>DOW</th> <th>ETD/ETA</th> </tr> </thead> <tbody> <tr> <td>TPE-MNL</td> <td>PR891</td> <td>Daily</td> <td>0945/1215</td> <td rowspan="2">MNL-GUM</td> <td rowspan="2">PR110</td> <td rowspan="2">Daily</td> <td rowspan="2">2230/0425+1</td> </tr> <tr> <td>TPE-MNL</td> <td>PR897</td> <td>MO,TU,SA</td> <td>1720/1940</td> </tr> </tbody> </table> <table border="1"> <caption>GUM-MNL-TPE (Effective 1Apr2024)</caption> <thead> <tr> <th>Sector</th> <th>Flight No</th> <th>DOW</th> <th>ETD/ETA</th> <th>Sector</th> <th>Flight No</th> <th>DOW</th> <th>ETD/ETA</th> </tr> </thead> <tbody> <tr> <td rowspan="2">GUM-MNL</td> <td rowspan="2">PR111</td> <td rowspan="2">Daily</td> <td rowspan="2">0555/0755</td> <td>MNL-TPE</td> <td>PR894</td> <td>WE,TH,FR,SU</td> <td>1750/2010</td> </tr> <tr> <td>MNL-TPE</td> <td>PR896</td> <td>MO,TU,SA</td> <td>1250/1520</td> </tr> </tbody> </table> <ul style="list-style-type: none"> GVB will co-op with Philippine Airlines to provide a gift incentive for the special flight on 2/8. 	Sector	Flight No	DOW	ETD/ETA	Sector	Flight No	DOW	ETD/ETA	TPE-MNL	PR891	Daily	0945/1215	MNL-GUM	PR110	Daily	2230/0425+1	TPE-MNL	PR897	MO,TU,SA	1720/1940	Sector	Flight No	DOW	ETD/ETA	Sector	Flight No	DOW	ETD/ETA	GUM-MNL	PR111	Daily	0555/0755	MNL-TPE	PR894	WE,TH,FR,SU	1750/2010	MNL-TPE	PR896	MO,TU,SA	1250/1520
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Meeting with the Taiwan-USA Industrial Cooperation Promotion Office (TUSA) for 2024 Trade Events in Taichung

- Date: Jan 4, 2024
- TUSA invited GVB to meet with David Chen, Chairman of the Taichung Computer Association (TCA) who is interested in exploring collaborative opportunities.
- GVB discussed potential sales mission events and inquired about suitable event venues in Taichung.
- GVB proposed potential cooperation with TCA that could bring MICE tourism opportunities for Guam. Mr. Chen expressed interest and would further consider the venue and potential collaboration.



GVB Global Rep Meeting

- Date: Jan 10, 2024
- GVB office representatives from each main source market visited Guam to participate in an internal meeting, with the goal of fostering positive relationships and creating strategies to revitalize our tourism industry.
- During the meeting, the Guam Taiwan Office (GTO) presented its promotional and marketing activities for Q1 and outlined future plans for the upcoming months. The team showcased key partnerships and provided updates on the airline status.
- The meeting served as a platform to learn about the achievements and programs of other markets, exchange opinions, and participate in discussions about promoting Guam and a global campaign.



Guam Speech at Taipei Rotary Club

- Date: Jan 12, 2024
- Taipei Rotary Club invited GVB to attend the their monthly meeting to introduce Guam to Rotarians.
- GVB introduced Guam's tourism industry, education and investment opportunities.
- Rotary Club members, including Tammy Wang, President of the Rotary Club of Taipei Pei-An, showed great interests in traveling to Guam and investment opportunities.



Group photo of Tammy Wang, President of the Rotary Club of Taipei Pei-An and Felix Yen, GTO Director.

2024 Chinese New Year (CNY) Gathering with Media & Travel Agents

- Date: Jan 22, 2024
- GVB hosted a successful CNY gathering with media & travel agents in Taiwan. A total of 85 guests attended the event, 47 were trade partners from governmental units, tourism, airlines and 38 guests from media.
- VIPs gave remarks at the event including: AIT, MoFA, DAC, ANTOR, TATA, KATA, Travel Association of ROC Taiwan, and Tainan Association of Travel Agents, showing the importance of Guam and highlighting GVB's great relationship with trade partners.
- After the event, GVB received a total of 40 media exposure with positive messaging and obtained 50 business cards.



Betsy Shieh, AIT Commercial Section Chief, giving remarks during the gathering.

Bechtel Corporation Meeting with GVB

- Date: Jan 26, 2024
- Bechtel Corporation is an American engineering, construction, and project management company that have a subsidiary in Taipei.
- Bechtel Corp. representatives Ann-Marie Padgett, Regional President – East Asia and Pacific, and Ho Thanh Long (Mike), Business Development Manager – Asia Pacific Country Manager - Vietnam visited GVB to learn Guam’s industries and potential business opportunities. They would like to focus on Guam’s military industry and business incentives.
- GVB introduced Guam’s tourism, promotional activities in Taiwan, and the GEDA website for their reference.



Group photo of GTO and Bechtel Global Corporation representatives, Ann-Marie Padgett and Ho Thanh Long (Mike)



NR Monitor

For the past week (December 30 – January 5) , a total of 1 exposure is monitored including:

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

1 of the Taiwan news reported “US Deploys 6 THAAD Air Defense Systems At ‘Housing Facility’ In Guam”

青年日報 | 2.1k人追蹤 | ☆追蹤

關島部署THAAD系統 因應威脅



青年日報社

2024年1月2日 週二 上午12:00

(1)



記者賴名倫 / 綜合報導



美軍《星條旗報》去年12月29日報導，美軍正著手將關島基地一處前軍用住宅區，改造為代號「神劍」(Excalibur) 的防空陣地，未來將擴大部署「終端高空區域防禦系統」



(THAAD) ，藉由強化飛彈防禦戰力，加強應對中共與北韓威脅的嚇阻能量。

自去年9月起，由約300名美軍第38防空砲兵旅官兵、6輛THAAD飛彈發射車與周邊支援車輛、設備組成的「利爪」(Talon) 特遣隊，已自駐日美軍基地移駐至關島國際機場北側的「Finegayan」前軍用住宅區，開始執行部署、警戒與演訓任務。這項調動屬於關島「整合防空與飛彈防禦作戰指揮系統」(IBCS) 建設計畫的一環，未來總計將增設約20處防空陣地，進而建立360度全方位防衛能力，在2027年投入運作，加強對抗區域對手的先進巡弋飛彈、彈道飛彈與極音速武器威脅。

「利爪」(Talon) 特遣隊官兵指出，部隊原先部署在安德森空軍基地附近，不過由於當地空間有限，無法完整容納所有裝備，而「神劍」陣地空間則十分廣闊，因此未來完成設施整建後，可望有效發揮戰力，強化關島防禦能量。

軍聞網站「Military Leak」則說，有鑒於關島是美軍印太地區的重要作戰基地，因此IBCS計畫不僅能顯著強化基地安全，也可望讓美軍充分發揮後動、投射與作戰能力，有效協防區域盟邦、加強維護區域穩定。

NR Monitor

For the past week (January 6- January 12) , a total of 5 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 5
- Newspaper: 0
- Social Media: 0

1 of the Taiwan news reported that a South Korean tourist was shot dead by a robbery in Guam.

韓國夫婦關島度假竟遇襲 2惡煞持槍搶劫丈夫遭槍擊身亡

中天新聞網
2024年1月6日 週六 下午5:13

記者彭巧棠 / 綜合報導

本月4日，度假勝地關島傳出一起槍擊案，一對韓國遊客夫婦在路上遭搶，50多歲的丈夫被槍殺，事件引發當地韓國社群譁然，稱這是史無前例的事件。



一對韓國夫婦在關島遇襲，丈夫遭槍殺身亡。(不圖圖 / PIXABAY)

根據關島當地媒體《KUAM News》當地時間5日報導，關島警方和關島政府當天舉行聯合記者會表示，4日晚間7點40分左右，一名韓國男子遭槍殺，雖然被送往醫院搶救，但還是於隔天早上被宣告死亡。

關島警察局(GPD) 局長伊格納西奧(Steven Ignacio) 報告稱，當時這對來自韓國的夫婦正從關

NR Monitor

For the past week (January 20- January 26), a total of 40 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 40
- Newspaper: 0
- Social Media: 0

1 of the Taiwan news reported 2024 Guam Tourist Attractions & Festivals.

1 of the news reported "Guam's 2024 CNY Gathering Event Celebrates - Sold-Out Charter Flights, Marks Promising Start for Direct Flight Resumption"

(1)



關島2024怎麼玩？網美必去比基尼島 5月嘉年華登場

2024-01-25 08:21 報導者/徐偉傑 攝

關島在疫情期間以一位難求的疫苗旅遊打開知名度，現今雖然沒有直飛航班，終年溫暖的氣候、夢幻的蒂芬妮藍海水、吃不完的異國美食、類型豐富的購物商場，持續吸引台灣民眾前往度假，2024要怎麼玩關島？焦點活動一次告訴你！

(2)



關島迎接龍年 盼早日恢復台灣與關島直飛航線

2024.01.23 / 11:15 / 工商時報 文 / 陳中慶

「2024 繼 Time No See 關島新年賀歲」活動，與會嘉賓，與 / 陳中慶

關島觀光局 (Guam Visitors Bureau, GVB) 1月22日假台北艾麗酒店舉辦「2024 繼 Time No See 關島新年賀歲」活動，宣布距離台灣僅3.5小時飛行的美國領土一關島，農曆新年期間2月6日及10日的台灣與關島包機直飛航班已全數銷售一空，凸顯台灣旅客對關島的熱切期待，與關島為海島旅遊的賞譽！

活動邀請超過60位政府代表、媒體朋友、旅行社業者代表、各家航空公司代表以及工商協會代表出席，包括外交部北美司司長王良玉、美國在台協會商務組組長謝景晴 (Betsy Shieh)、美國旅遊推廣協會會長唐靜儀、外國駐台觀光代表聯合會會長廖均、旅行社公會全國聯合會理事長蔡博仁、台北市旅行社商業同業公會理事長鄭煜宏等蒞臨現場並致詞，分別表達美台聯繫更加緊密，相互交流與合作，以及台灣旅客對關島旅遊與兩地直飛航線的期待，希望可帶動更多優質的台灣旅客和MICE (獎勵旅遊) 團前往美國關島。

前關島總督、現任關島觀光局局長暨執行長Carl T.C. Gutierrez特別預錄致詞影片，感謝台灣相關政府單位、各產業與媒體朋友們的支持，在台灣與關島的共同努力下，期待早日恢復台灣與關島直飛航班，增進觀光旅遊和交流；同時，希望與駐美台北經濟文化辦事處副處長盧崇在農業、水耕、水耕、經濟發展、文化交流和醫療服務等方面合作。

Chinese New Year (CNY) 2024 Charter Flights Update



CNY Charter Flights

- Flight: Starlux
- Flight Time:
 - TPE-GUM: 9:40AM-15:30PM
 - GUM-TPE: 16:55PM-19:20PM
- Load Factor:
 - February 6th: Sold Out
 - February 10th: Sold Out
- Travel Agency:
 - Phoenix Tours
 - Spunk Tour
- GVB will offer a meal incentive coupon, Guam tote bag, red CNY gift bag.

關島 春節海島首選
歡樂華年
一次旅遊 + 兩種享受

星宇航空關島來回機票
中文導遊接送機
市區觀光+戀人岬
PIC皇家大樓銀卡2晚~一票到底
精選珊瑚礁飯店2晚

出發日期 2/6

49888起
P.S. PIC銀卡改金卡+4500元
(小孩不佔床不用加)
小孩不佔床-10000元

www.4d.com.tw 全球總代理 鳳凰旅遊 PHOENIX TOURS
台北總公司 電話:02-2577-3088 桃園分公司 電話:03-316-9188
台中分公司 電話:04-2369-2906 高雄分公司 電話:07-262-1169

關島 自由行5天
2024 寒假春節 搶先預購

2/6-10出發, \$39,900起
標準雙人機位航空包稅機場+飛行海關船務
10/15前報名預訂, 春節二人減5,000

★費用包含: 1. 航空機票(含稅) 2. 酒店(含稅) 3. 機場接送 4. 中文導遊 5. 市區觀光 6. 戀人岬 7. PIC皇家大樓 8. 珊瑚礁飯店 9. 機票退改 10. 旅遊保險

Guam Plaza Resort & Spa \$39,900起
Hotel Nikko Guam \$46,900起
Rihga Royal Laguna Guam Resort \$51,900起
The Tsubaki Tower \$58,900起
Dusit Thani Guam Resort \$58,900起

鳳凰旅遊 PHOENIX TOURS
世邦旅遊 SPUNK TOUR



GUAM VISITORS BUREAU
SETBISIBON BISITAN GUAHAN

MEAL INCENTIVE COUPON
免費餐點兌換卷

CHINESE NEW YEAR CHARTER FLIGHTS
農曆新年關島直飛包機

VALID FROM FEBRUARY 6 - 14, 2024
有效期限自2024年2月6-14日

IN COOPERATION WITH:
鳳凰旅遊 PHOENIX TOURS 世邦旅遊 SPUNK TOUR

FOR TRAVEL AGENT USE
機票旅行社專用券



PAL Special Flight Update



Philippine Airlines Special Flight

- Flight: PA110
- Date: February 8th
- GVB will offer a special gift bag.

Date	Flight	Route	Departure	Arrival
8-Feb	PR 895	TPE-MNL	18:15	20:35
8-Feb	PR 110	MNL-GUM	22:05	03:55+1
13-Feb	PR 111	GUM-MNL	05:55	07:55
13-Feb	PR 890	MNL-TPE	10:10	12:25

【祥龍獻瑞】新春旺來就趣關島 自由行六日

行程介紹

【關島豪華酒店 Bayview Hotel Guam】

位於科學研究中心、擁有游泳池與健身房等設施，行政會議室與商務中心、餐廳、空
調房，可與 5 個不同主題的兒童娛樂室及室內運動中心相連。由 Outrigger
Resort 精心設計與建造，位於市中心，緊鄰購物區及交通與服務中心，且具備精
緻的餐飲服務與 SPA 室，是您商務與休閒度假的最佳選擇。請向旅遊顧問洽詢。

航班時間

去程	飛機編號	航空公司	起飛城市	抵達城市	起飛時間	抵達時間
去程	PR895	菲律賓航空	台北(桃園)	馬尼拉	18:15	20:35
去程	PR110	菲律賓航空	馬尼拉	關島	22:05	03:55+1
回程	PR111	菲律賓航空	關島	馬尼拉	05:55	07:55
回程	PR892	菲律賓航空	馬尼拉	台北(桃園)	10:10	12:25

※航班時間供旅行社資料為主。

出發日期: 2024/02/08
 現金團費: NT\$49,900 起
 成人標準價: NT\$49,900 元起
 不含兒童中文服務人員服務+送小費共 USD20/人、貴賓禮堂接待工作人員
 不含 TSA 辦理費用 USD21/人(僅限)
 不含團體旅遊/住宿期間的午餐或晚餐之團費。
 入選酒店團費包含於團費內。
 【費用包含】
 1. 交通: 菲律賓航空來回經濟艙機票
 2. 住宿: 行程期間住宿酒店(二人一室)
 3. 簽證: 關島申籤費+個人入境費(含門牌)
 4. 其他: 旅遊責任保險、行政服務費。

Romantic Love

碧海藍天 浪漫關島 自由行

2/08 春節 僅此一團 僅限10名

6天4夜 特價價: 37900

菲律賓航空 PR895 1815/2035--PR100 2205+0355+1
 PR111 0555/0755--PR890 1010/1225

自由行包含:
 A. 台北—關島來回經濟艙機票(含機場稅及行李稅)
 B. 關島來回(2人1室)
 C. 送可計算行李50KG+20萬醫療險。
 D. 贈送豪華豪華早餐服務。
 E. 關島自由車、郵票、拉斐爾廣場、拉斐爾公園、聖伊薩貝爾大教堂、太平洋戰爭紀念公園、聖人神像門牌。
 每位外加 7000

交通自由行報價住宿酒店為:
 或
 亦可加價:
 行程特色:
 1. 免簽證, (兩人成行) 旅遊熱走!
 2. 2人成行之成人團體旅遊, 故台灣《不送領事》隨行, 由安聯中文旅遊全權接待服務。
 3. 贈送飯店CHECK IN入住時間) 為下午14:00之後(視各家飯店狀況, 如能提早入住, 高島的饋(饋)請洽。
 4. 贈送每人礦泉水一瓶及菲律賓旅遊袋。

菲律賓航空 Philippine Airlines

星野關島度假村 自由行6天

2/8 僅此一團 \$49,900 起

包含:
 - 菲律賓航空來回經濟艙機票
 - 安排入住WING樓的城市景觀房(5晚+2晚)
 - 特別贈送豪華浴袍+私人轉機+送小費
 - 關島中文服務人員, 機場、旅館、酒店服務
 *關島購物時間為2小時, 特別安排可直入後飯店, 並在店內更換車牌。

Consumer Sentiment



Facebook



It's gorgeous

Candy Liu
好好看 🍷 ...

So beautiful
I want to visit there!

葉素程
好美 🍷 好想去看看! ...

OMG the church is
so beautiful

Leanne Chow
好漂亮的教堂 🍷 ...

陳素珍
如夢似幻的景色真的是好美，令人好想飛奔過去，讚! ...

Ria RuiYang Ni
好夢幻! 簡直瞬間成為結婚首選! ...

What a
picturesque and
dreamy place. I
want to visit
there one day!

It is so dreamy! Now
Guam is the top place for
weddings.

Consumer Sentiment



Facebook



Facebook



藍銘洋

Visit Guam 關島觀光局 想去關島體驗也想抽到關島食物 ...

I want to visit Guam so bad,
and I want to try the delicious
Guam food

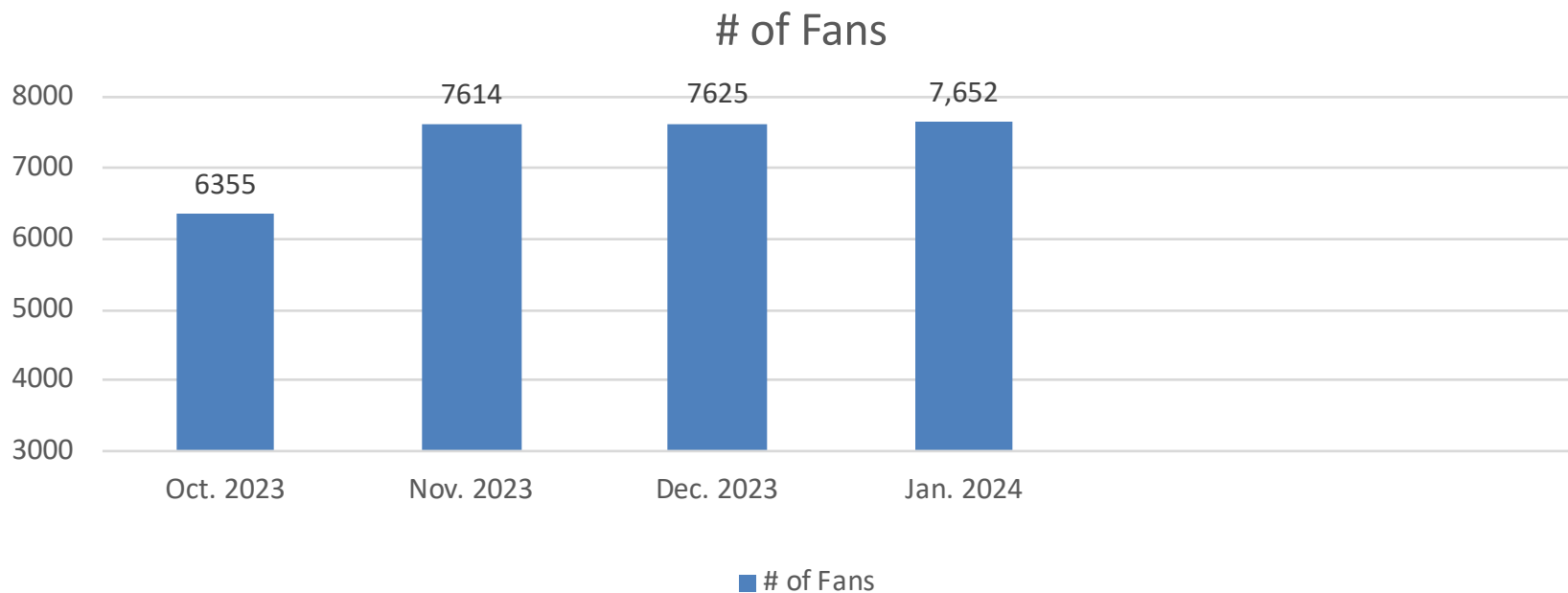


藍銘洋

好美也真想抽到大禮包

It is so beautiful
and I cannot wait
to visit there.

Social Media Performance FY2024

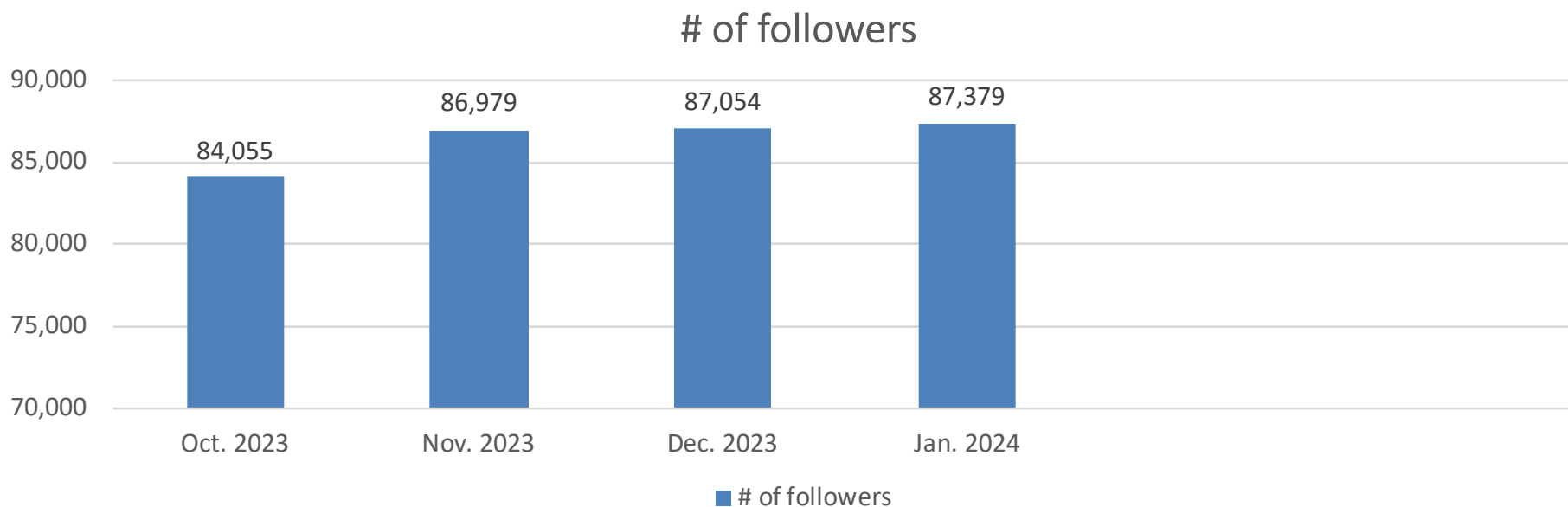


Monthly percentage growth (December): +0.35%

Social Media Performance FY2024



Total Page Followers



Monthly percentage growth (December): +0.37%

February SNS Calendar



Social Media February Content Calendar

Social Media February Content Calendar							Category
							Scene
							Lucky Draw
							GVB Events
							Other Promotion
					01-02-2024	02-02-2024	03-02-2024
Week 1	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						Guam Scenery-Hågat Sign	
	04-02-2024	05-02-2024	06-02-2024	07-02-2024	08-02-2024	09-02-2024	10-02-2024
Week 2	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Fish Eye Marine Park Promotion	Inalahan Gadao Festival Promotion	CNY Lucky Draw Promotion	CNY Lucky Draw Promotion	CNY Lucky Draw Promotion	CNY Lucky Draw Promotion	
						Restaurant-Marina Grill	Guam Scenery
	11-02-2024	12-02-2024	13-02-2024	14-02-2024	15-02-2024	16-02-2024	17-02-2024
Week 3	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Attraction-Malesso Heart		Valentine's Day Lucky Draw Promotion	Valentine's Day Lucky Draw Promotion	Valentine's Day Lucky Draw Promotion	Valentine's Day Lucky Draw Promotion
		CNY Lucky Draw Promotion Winner Announce				Hotel-LeoPalace Resort Guam	Guam Scenery-Hagåtña Sign
	18-02-2024	19-02-2024	20-02-2024	21-02-2024	22-02-2024	23-02-2024	24-02-2024
Week 4	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Taipei Lantern Festival Promotion	Taipei Lantern Festival Promotion	Taipei Lantern Festival Promotion	Taipei Lantern Festival Promotion	Taipei Lantern Festival Promotion Winner Announce	
		Valentine's Day Lucky Draw Promotion Winner Announce	KÀRERA Show Promotion	Guam Scenery		Guam Scenery-Assan Ma'ina Sign	
	25-02-2024	26-02-2024	27-02-2024	28-02-2024	29-02-2024		
Week 5	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Attraction-Cetti Bay Overlook	228 Lucky Draw Promotion	228 Lucky Draw Promotion	228 Lucky Draw Promotion	228 Lucky Draw Promotion Winner Announce		
			Restaurant-Devarana Spa	Guam Scenery			

1. CALL TO ORDER

2. REPORT OF MANAGEMENT

3. MARKET UPDATES

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

4. OLD BUSINESS

- a. GTO Activities
 - i. PR/ AD Update
 - ii. CNY Charter Flights Update
 - iii. PAL Special Flight Update
 - iv. Consumer Sentiment
 - v. Social Media Performance

5. NEW BUSINESS

6. ACCOUNT SUMMARY

7. ANNOUNCEMENTS

- a. Next Taiwan Market Update Meeting- March 7, 2024 at 11am (subject to change)

8. ADJOURNMENT

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Account Summary



FY2024 Budget

as of 01/31/2024

FY2024 Taiwan Actual Spend versus Budget YTD

G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 156,000.00	\$ 48,000.00	\$108,000.00	\$ -	0.00%
PRE005	Sales Calls	\$ 12,000.00	\$ 3,056.94	\$ 3,000.00	\$ 5,943.06	49.53%
TTC039	Media/Travel Industry Fam Tours	\$ 68,000.00	\$ -	\$ 10,000.00	\$ 58,000.00	85.29%
ADV018	Social Media/Online Campaigns & Advertising	\$ 24,000.00	\$ 4,839.03	\$ 6,000.00	\$ 13,160.97	54.84%
TTC031	Travel Fairs	\$ 13,700.00	\$ 9,604.63	\$ -	\$ 4,095.37	29.89%
SMD023	Travel Trade Co-ops & MICE Programs	\$ 166,300.00	\$ 1,565.46	\$ 92,998.93	\$ 71,735.61	43.14%
SMD019	Sales Market Development (HQ)	\$ 60,000.00	\$ 24,717.65	\$ 33,407.63	\$ 1,874.72	3.12%
	GRAND TOTAL	\$ 500,000.00	\$ 91,783.71	\$253,406.56	\$ 154,809.73	30.96%

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Guam Events for the month of February



2024 Guam EVENTS

DATE	EVENT	LOCATION
February 3	Copa De Marianas (Marianas Open Jiu Jitsu Tournament)	UOG Fieldhouse, Guam
February 16-17	Inalåhan Gadao Festival	Inalåhan Baseball Field



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TAIWAN MARKET UPDATE

SI YU'OS MA'ÅSE'