



TAIWAN MARKET UPDATE

JUNE 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
 - b. Consumer Sentiment
 - c. Social Media Performance
5. **NEW BUSINESS**
 - a. FOOD TAIPEI 2024
6. **ACCOUNT SUMMARY**
7. **ANNOUNCEMENTS**
 - a. Next Taiwan Market Update Meeting - July 5, 2024 at 11am (subject to change)
 - b. Pink Pacific 2024
8. **ADJOURNMENT**

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May 2024



May 1-9, 2024

Total: 16,695 (-5.3%)

% Market Mix	Origin	2019	2023	2024	% to LY
0.3%	Taiwan	552	186	50	-73.1%
51.0%	Korea	16,786	10,993	8,508	-22.6%
31.0%	Japan	14,791	3,473	5,175	49.0%
10.1%	US/Hawaii	2,127	1,745	1,679	-3.8%
1.4%	Philippines	626	322	238	-26.1%
0.9%	China	194	60	147	145.0%
0.1%	Hong Kong	170	5	19	280.0%

Calendar Year to Date 2024



January - May 9, 2024

Total: 298,915 (+18.8%)

% Market Mix	Origin	2019	2023	2024	% to LY
0.5%	Taiwan	9,785	2,405	1,395	-42.0%
53.1%	Korea	253,758	159,951	158,759	-0.7%
26.3%	Japan	252,285	33,392	78,647	135.5%
10.9%	US/Hawaii	35,109	32,299	32,453	0.5%
1.5%	Philippines	6,982	5,329	4,567	-14.3%
0.7%	China	5,539	628	1,988	216.6%
0.1%	Hong Kong	2,378	292	234	-19.9%

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

Note: May 2024 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2024



October 2023 - May 9, 2024

Total: 487,597 (+26.2%)

% Market Mix	Origin	2019	2023	2024	% to LY
0.4%	Taiwan	16,073	2,697	1,916	-29.0%
53.7%	Korea	435,825	249,738	261,879	4.9%
26.5%	Japan	413,068	45,052	129,220	186.8%
10.8%	US/Hawaii	57,707	51,438	52,475	2.0%
1.7%	Philippines	13,385	8,932	8,215	-8.0%
0.6%	China	8,881	825	2,916	253.5%
0.1%	Hong Kong	4,406	421	473	12.4%

Market Intelligence: Airline Updates



Current Route in Operation: (June 2024)

China Airlines CHINA AIRLINES

- See next page for June operations schedule
- China Airlines hasn't provided further schedule

Eva Air EVA AIR

- Tokyo, Osaka, Seoul, Hanoi, BKK, Manila, Jakarta, Bali, Singapore, Ho Chi Minh City, LA, San Francisco, New York, Vancouver, London, Hong Kong, Macao, Paris, Seattle - Daily
- 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 June 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
Seattle	5 flights/week	Penang	Daily	Da Nang	Daily
New York	4 flights/week	Cebu	5 flight/week	Kagoshima	Daily
		Chiang Mai	5 flights/week	Phnom Penh	5 flights/week
		Palau	3 flights/week	Yangon	3 flights/week
				Brunei	3 flight/week

Market Intelligence: Airline News



CI June Operation Schedule :



CHINA AIRLINES

Location							
Europe	Operation Schedule	Oceania	Operation Schedule	Northeast Asia	Operation Schedule	Northeast Asia	Operation Schedule
Amsterdam	5 flights/week	Sydney	6 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	Takamatsu	5 flights/week
Rome	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	5/31 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none">China Airlines marketing efforts hope to have a joint plan and receive more subsidies from GVB.Further specifics are being discussed to include reductions and exemptions for flight landing fees.
 EVA AIR 長榮航空	5/31 Gary Wang, Executive Vice President	<ul style="list-style-type: none">Due to the current shortage of capacity and aircrew, EVA Air continues to evaluate opening the Guam route in the future.
 STARLUX 星宇航空	5/31 Patience Hsu, Manager	<ul style="list-style-type: none">Starlux continues to have internal discussions regarding the possibility of launching direct flights.
 Philippine Airlines	5/31 Jason Chen, Area Manager - Taiwan	<ul style="list-style-type: none">PAL will evaluate the possibility of reducing layover times for Taiwan-Manila-Guam flights after October, contingent on available capacity.
 royalair philippines	5/31 Steven Shih, General Manager	<ul style="list-style-type: none">GVB provided Royal Air with GIAA contact information, to seek direct assistance for charter flights to Guam.

President Lai Ching-te's inaugural speech urges reopening of cross-strait tourism and resumption of Chinese students exchange in Taiwan

- President Lai Ching-te emphasized the need for peaceful and prosperous relations between Taiwan and China. He proposed restarting bilateral tourism and student exchanges as initial steps towards cooperation.
- President Lai highlighted value-based diplomacy and strong alliances with global democracies to form a collective peace community. He stressed Taiwan's commitment to maintaining stable cross-strait relations while working with democratic nations to deter aggression and achieve peace through strength.



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2024 Austronesian Countries' Prayer Breakfast

- Date: Apr 27
- Taiwanese Indigenous Austronesian Peoples IECEC Association organized a 'Prayer Breakfast' which is attended by numerous government officials and international representatives.
- Guam, as part of the Austronesian language region, was invited to participate in the event alongside other countries/regions for cultural, social, and religious exchanges.
- Notable attendees include Anjanette Kattl, the Ambassador of the Republic of the Marshall Islands, and President Lai Ching-te who delivered a video speech.
- The organization holds considerable influence in Taiwan and is significant for the Austronesian peoples.
- Due to its great influence and the participation of key officials, GVB may develop strong connections and viable support.



The 45th Constitution Day of the Republic of the Marshall Islands

- Date: May 3
- GVB was invited by the RMI to attend the event and met with several trade partners including representatives from Guam's sister cities.
- The event provided great opportunity for GVB to strengthen connections and greet high ranking government officials such as Dr. Jaushieh Joseph Wu, Minister of MoFA, who is now the Secretary-general of National Security Council. GVB had a brief conversation with Dr. Jaushieh about the possibility of working on Guam's direct flight resumption from the national security angles.
- GVB also reunited with Stephen Hsu, Assistant Director General of Indo-Pacific Affairs Section in MoFA, who has been a great friend to Guam during his role as TECO Director in Guam. Mr. Hsu also expressed his support for the resumption of direct flights to Guam.



(Right to Left)
Stephen Hsu, Assistant Director General of Indo-Pacific Affairs Section in MoFA; Felix, Director of GTO



Dr. Jaushieh Joseph Wu, Minister of Foreign Affairs, Felix, Director of GTO



Meeting with Philippine Airlines

- Date: May 8
- GVB met with Jason Chen, PAL Area-Taiwan General Manager, who expressed gratitude for GVB supports regarding connecting flights for TPE-MNL-GUM during his business trip meeting with PAL headquarters in Manila.
- Joe Kwok, the PAL Regional Head of Greater China, visited Taiwan with the specific purpose of meeting with GVB to discuss deepening cooperation. This visit was prompted by PAL's desire to learn about Guam, alongside their ambitious revenue targets for 2024 and 2025.
- During the meeting, Felix introduced Guam and provided information about load factor data pre-pandemic to help gain a better understanding of the destination.
- The PAL team identifies significant potential for revenue growth in transit flights, particularly on routes such as TPE-MNL-GUM and TPE-HK-GUM.

Felix Yen, Director of GTO, Joe Kwok, Regional Head-Greater China of Philippine Airlines, Maggie, Rita Tour, Jason Chen, Area-Taiwan General Manger of Philippine Airlines



Guam Speech at the Entrepreneur Club

- Date: May 14
- GVB was invited by the Entrepreneur Club to introduce Guam to its members, who hold management positions in their respective companies.
- During the presentation, Felix took the opportunity to highlight the unique attractions and benefits of Guam, showcasing it as a premier destination for both leisure and business travel.
- Felix specifically promoted the potential for Adventure Sports program and MICE groups, aiming to attract these high-level executives to visit, host events, and consider investing in Guam.



Felix Yen, Director of GTO, Wen-Tung, Chou, President of the Entrepreneur Club



Taipei Tourism Expo (TTE) Pre-event Press Conference

- Date: May 28
- GVB was invited to participate in the press conference for promotion, and introduced upcoming Guam events such as the 36th Guam Micronesia Island Fair and the 80th Liberation Day festivities.
- Over 20 mainstream media attended the event and inquired about special activities on Guam.
- The Taipei Association of Travel Agents President Ms. Lou visited Guam's table during the press conference, and expressed her support to Guam as an attractive destination for the Taiwan travelers.



GTO Director Felix & Taipei Association of Travel Agents President Ms. Lou

Consumer Sentiment



Facebook (From lucky draw winner's post)

 **Shamei Huang** Visit Guam 關島觀光局 was mentioned in a post · 7m ·  

謝謝 Visit Guam 關島觀光局 抽到我♥
繽紛可愛提袋跟關島雨傘   
很實用   
大家有空的話，要去關島旅遊喔！



Thanks Guam, for the lovely bag and umbrella. They are so practical! I recommend everyone to visit Guam!

Facebook (Hotel Nikko Guam)



 頭號粉絲
Rosa Chiou
好美   

...  It's so beautiful

Consumer Sentiment



Facebook (Aquarium of Guam)



 Ruth Roger
舒服的海洋 ...

2週 大心 回覆 隱藏 

 Hai Lung Chueh
 ...

2週 讚 回覆 隱藏 

The sea is so beautiful and relaxing

Facebook (Hotel Nikko Guam)



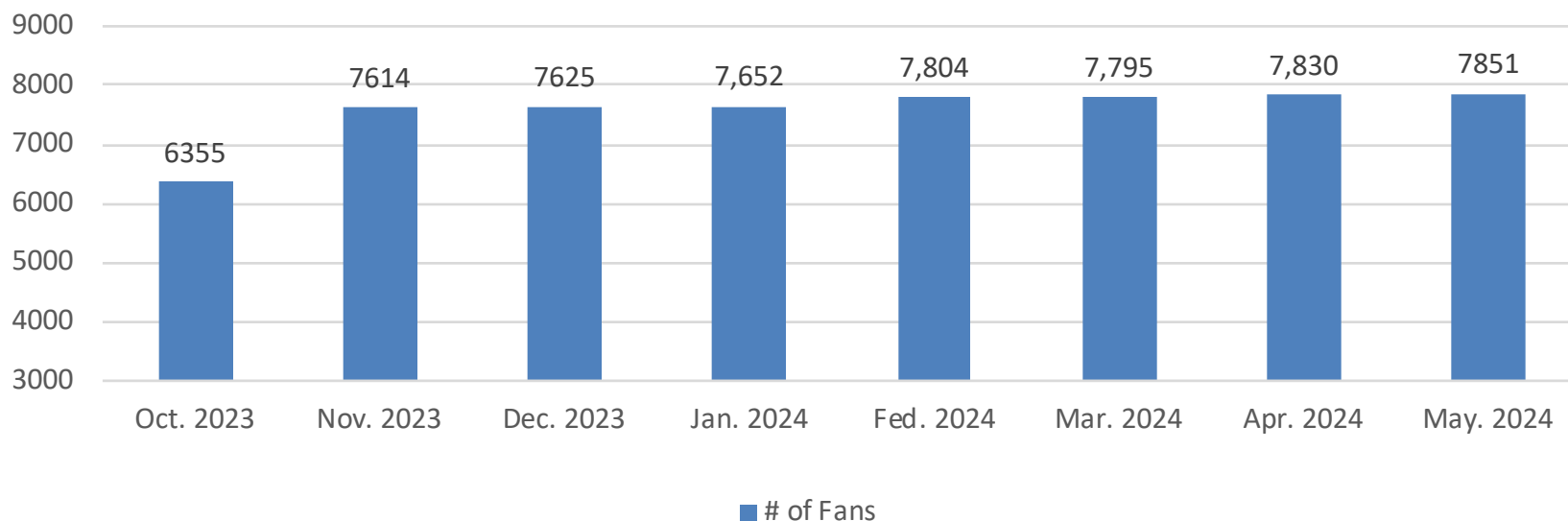
  頭號粉絲
Candy Chen
真美

It is stunning.

Social Media Performance FY2024



of Fans

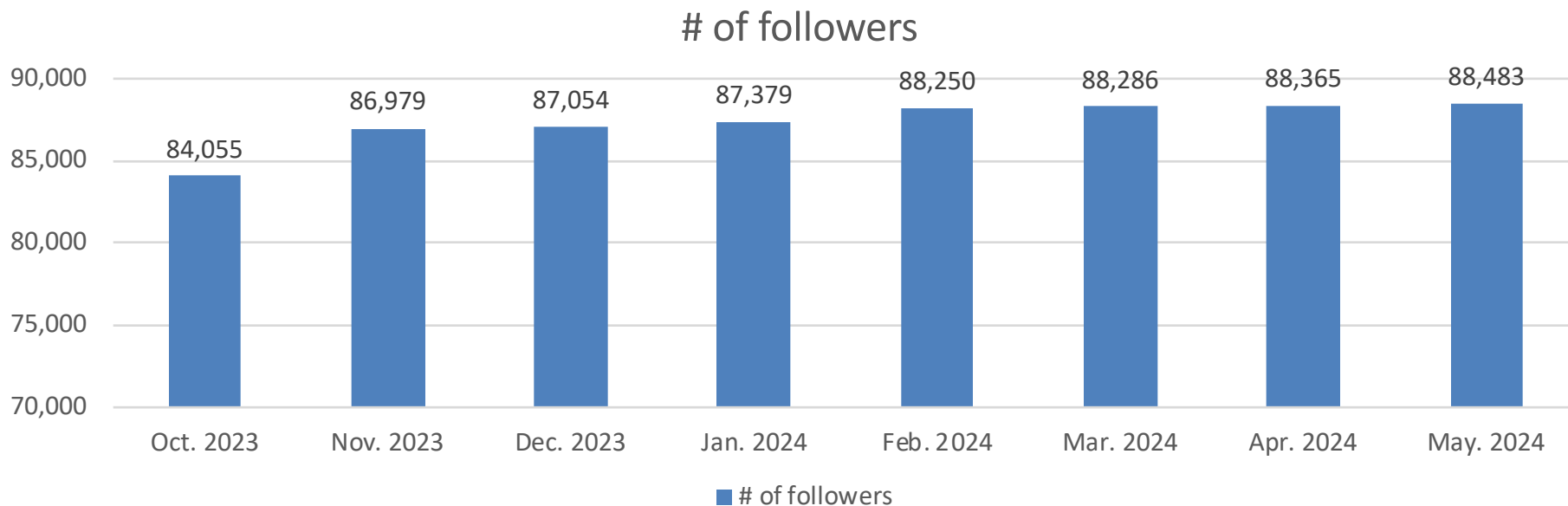


Monthly percentage growth (May): +0.3%

Social Media Performance FY2024



Total Page Followers



Monthly percentage growth (May): +0.13%

June SNS Calendar



Social Media June Content Calendar

Social Media June Content Calendar							Category
							Scenery
							Lucky Draw
							GVB Events
							Other Promotion
							01-06-2024
Week 1	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
							TTE Lucky Draw Promotion
	02-06-2024	03-06-2024	04-06-2024	05-06-2024	06-06-2024	07-06-2024	08-06-2024
Week 2	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	TTE Lucky Draw Promotion	TTE Lucky Draw Promotion	TTE Lucky Draw Promotion Winner Announce	Hafa Adai Campaign Promotion		Miss Pink Pacific 2024 Promotion	Dragon Boat Festival Lucky Draw Promotion
		Miss Pink Pacific 2024 Promotion					
	Hafa Adai Campaign Promotion	Guam Scenery					
	09-06-2024	10-06-2024	11-06-2024	12-06-2024	13-06-2024	14-06-2024	15-06-2024
Week 3	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Dragon Boat Festival Lucky Draw Promotion	Dragon Boat Festival Lucky Draw Promotion	Dragon Boat Festival Lucky Draw Promotion Winner Announce	Miss Pink Pacific 2024 Promotion		Hafa Adai Campaign Promotion	Chamorro Night Market Reel
		Hafa Adai Campaign Promotion	GMIF Promotion				
	16-06-2024	17-06-2024	18-06-2024	19-06-2024	20-06-2024	21-06-2024	22-06-2024
Week 4	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Guam Scenery	King's Guam World Tennis Tour	Hafa Adai Campaign Promotion	Guam Scenery		Hafa Adai Campaign Promotion	Guam Scenery
	23-06-2024	24-06-2024	25-06-2024	26-06-2024	27-06-2024	28-06-2024	29-06-2024
Week 5	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Hafa Adai Campaign Promotion	Guam Scenery	Food Taipei 2024 Lucky Draw Promotion	Food Taipei 2024 Lucky Draw Promotion	Food Taipei 2024 Lucky Draw Promotion	Hafa Adai Campaign Promotion
						Guam Scenery	
	30-06-2024	01-07-2024					
Week 5	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	GMIF Reel	Food Taipei 2024 Lucky Draw Promotion Winner Announce					

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FOOD TAIPEI 2024

- Date: June 26 - 29
- GVB will be participating in one of the most prestigious international food shows in Asia called [FOOD TAIPEI](#).
- The four-day event serves as a destination for food enthusiasts to explore diverse flavors on a global scale. Exhibitors from around the world will showcase a comprehensive range of unique food trends and innovative offerings.
- GVB has secured a booth located under the U.S.A. pavilion, which attracted hundreds of visitors and industry buyers at last year's event. This year, GVB will highlight Guam's culture through its culinary offerings, and showcase Made on Guam products that would be an attractive contender in the Taiwan consumer market.



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Account Summary



FY2024 Budget

as of 06/05/2024

FY2024 Taiwan Actual Spend versus Budget YTD

G/L Code	Account Title	Budget	Paid	Pending	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 156,000.00	\$ 96,000.00	\$ 60,000.00	\$ -	0.00%
PRE005	Sales Calls	\$ 12,000.00	\$ 6,578.46	\$ 2,000.00	\$ 3,421.54	28.51%
TTC039	Media/Travel Industry Fam Tours	\$ 68,000.00	\$ 15,017.02	\$ 35,907.62	\$ 17,075.36	25.11%
ADV018	Social Media/Online Campaigns & Advertising	\$ 24,000.00	\$ 11,418.56	\$ 4,000.00	\$ 8,581.44	35.76%
TTC031	Travel Fairs	\$ 13,700.00	\$ 9,604.63	\$ -	\$ 4,095.37	29.89%
SMD023	Travel Trade Co-ops & MICE Programs	\$ 166,300.00	\$ 54,556.33	\$ 76,900.00	\$ 34,843.67	20.95%
SMD019	Sales Market Development (HQ)	\$ 60,000.00	\$ 34,766.74	\$ 25,000.22	\$ 233.04	0.39%
	GRAND TOTAL	\$ 500,000.00	\$ 227,941.74	\$203,807.84	\$ 68,250.42	13.65%

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A graphic with a yellow brushstroke background. The text "2024" is in bold black, "Guam" is in a large green script font, and "EVENTS" is in bold black.

2024 Guam EVENTS

DATE	EVENT	LOCATION
June 1-2	Guam Micronesia Island Fair	Governor Joseph Flores Memorial Park
May/June 2024	King's Guam World Tennis Tour	Guam National Tennis Federation Courts
June 28 - 30	Pink Pacific 2024	Sandcastle, Club ZOH, The Beach Bar

Pink Pacific 2024

- Date: June 28 – 30
- Theme: United in Diversity
- In celebration of Pride month, the Baldyga Group will be hosting a 3-day LGBTQIA+ event called **Pink Pacific**.
- The first **Miss Pink Pacific Pageant** (Drag Queen Competition) will be held on June 28th at the SandCastle Theater.
- The event will be hosted by renowned drag queen Manila Luzon, star of Drag Den and RuPaul's Drag Race. The winner will receive USD\$10,000 in cash & prizes, and a roundtrip flight to Los Angeles to appear as a guest performer at a top drag show.



FRIDAY JUNE 28

Ms. Pink Pacific

SANDCASTLE THEATER

SATURDAY JUNE 29

The Pink Party

CLUB ZOH

SUNDAY JUNE 30

Pink Dot Community Event

THE BEACH (LINA LA)



- On June 29th, Club ZOH will host **The Pink Party** and feature a performance by Manila Luzon and a special guest DJ.
- A family friendly event titled **Pink Dot Community Event** will be held on June 30th at The Beach (Lina La), which is open to all ages and features special performances, DJs, local vendors, and so much more.

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