



TAIWAN MARKET UPDATE

NOVEMBER 2023

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. Consumer Sentiment
 - iii. Social Media

5. NEW BUSINESS

- a. 2023 International Travel Fair (ITF)

6. ACCOUNT SUMMARY

7. ANNOUNCEMENTS

- a. Next Taiwan Market Update Meeting- December 7, 2023 at 11am (subject to change)

8. ADJOURNMENT

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October 2023



October 1-22, 2023

Total: 39,084 (+39.6%)

% Market Mix	Origin	2019	2022	2023	% to LY
0.4%	Taiwan	1,737	32	167	421.9%
58.2%	Korea	49,610	20,571	22,749	10.6%
21.6%	Japan	34,304	1,430	8,444	490.5%
1.1%	China	892	25	416	1564.0%
12.2%	US/Hawaii	3,883	3,429	4,779	39.4%
1.5%	Philippines	1,043	739	588	-20.4%
0.1%	Hong Kong	244	20	48	140.0%

Calendar Year 2023



January - October 22, 2023

Total: 506,920 (+130.3%)

% Market Mix	Origin	2019	2022	2023	% to LY
1.0%	Taiwan	23,795	373	5,246	1306.4%
57.5%	Korea	601,882	122,929	291,532	137.2%
18.7%	Japan	538,305	13,271	94,607	612.9%
0.4%	China	10,138	380	2,244	490.5%
13.5%	US/Hawaii	75,426	54,720	68,434	25.1%
2.1%	Philippines	15,348	5,967	10,578	77.3%
0.1%	Hong Kong	4,611	137	627	357.7%

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

Note: October 2023 Daily Arrivals reflect Civilian Air arrivals only

Market Intelligence: Airline Updates



Current Route in Operation: (November 2023)

China Airlines **CHINA AIRLINES**

- See next page for November 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 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	Phnom Penh	5 flights/week
New York	4 flights/week	Penang	Daily	Yangon	4 flights/week
		Palau	2 flights/week	Bali	Daily
		Chiang Mai	5 flights/week	Da Nang	Daily
		Cebu	5 flight/week	Brunei	3 flights/week

Market Intelligence: Airline News



CI November Operation Schedule :



Location							
Europe	Operation Schedule	Oceania	Operation Schedule	Northeast Asia	Operation Schedule	Northeast Asia	Operation Schedule
Amsterdam	Daily	Sydney	Daily	Nagoya	Daily	Busan	Daily
Frankfurt	Daily	Melbourne	5 flights/week	Fukuoka	Daily	Okinawa	Daily
London (Heathrow)	4 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



Airline Updates for Regular Flights



Airlines	GTO Contact	Updates
 The logo for China Airlines, featuring a red cherry blossom icon to the left of the text "CHINA AIRLINES" in blue.	10/27 Tao Ming Sung, Sales Manager	<ul style="list-style-type: none">▪ China Airlines is anticipating GVB's subsidy support program to proceed with their next stage of planning.<ul style="list-style-type: none">○ At this time, GVB is able co-op to provide unique incentives to entice consumers to visit Guam (i.e. meal voucher coupons, welcome airport greetings, welcome gift, shopping coupons). GVB's marketing efforts may include B2B/B2C advertising support towards the Guam route (i.e. TV and radio ads, print ads, OTA and media gathering events).
 The logo for EVA Air, featuring the text "EVA AIR" in green above "長榮航空" in black, with a green and white circular emblem to the right.	10/27 Gary Wang, Executive Vice President	<ul style="list-style-type: none">▪ Due to the shortage of manpower and aircrafts, EVA Air currently does not have plans to resume direct flights to Guam.▪ At this time, their priority is to concentrate on existing routes that generate high revenue, particularly those with cargo transport.
 The logo for Starlux, featuring a stylized star icon to the left of the text "STARLUX" in black above "星宇航空" in black.	10/27 Patience Hsu, Manager	<ul style="list-style-type: none">▪ Starlux will be collaborating with Phoenix Tour and Spunk Tour to launch 2 charter flights during Chinese New Year (CNY) 2024.▪ Starlux has contacted GVB requesting for direct flight subsidy support in the future.<ul style="list-style-type: none">○ At this time, GVB is able co-op to provide unique incentives to entice consumers to visit Guam (i.e. meal voucher coupons, welcome airport greetings, welcome gift, shopping coupons). GVB's marketing efforts may include B2B/B2C advertising support towards the Guam route (i.e. TV and radio ads, print ads, OTA and media gathering events).

Airline Updates for Charter Flights



<i>Airlines / Trade Partners</i>	<i>GTO Contact</i>	<i>Updates</i>
 <p>STARLUX 星宇航空</p>  <p>燦星旅遊 STAR TRAVEL</p>	10/27 Star Travel and Starlux	<ul style="list-style-type: none">▪ Star Travel is planning to do 20-24 TPE-GUM charter flights from December 2023 to March 2024 .▪ The seats will be 177Y + 7C with daytime flight. The quantity of charter flights, the duration of the flight, and the flight schedule are to be confirmed.▪ Star Travel will co-op with GVB in a subsidy support program for consumer incentives and advertising efforts.

Taiwan Tourism Administration expands reach in U.S. MICE Market

- The Taiwan Tourism Administration (TTA) is actively promoting convention and exhibition tourism in the U.S. market by participating in "IMEX America," an international exhibition for meetings and events.
- TTA and Taiwanese MICE industry representatives are attending IMEX America to showcase Taiwan's excellent MICE facilities and environment.
- The TTA is leading a joint delegation with the Taipei City Government, including seven Taiwanese MICE-related operators, to promote direct-flight travel between Taiwan and the US.
- Taiwan offers unique advantages in Asia's tourism industry, such as diverse resources, safety, transportation, and a friendly cultural environment, making it a popular choice for international tourists.



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Guam Speech at Taipei Rotary Club

- Date: Oct 3
- GTO attended the Taipei Rotary Club to promote Guam tourism, and introduce Guam's food, scenic attractions, activities, and tour packages (especially tours during Chinese New Year) to their Rotarians.
- There rotary group showed great interests in traveling to Guam in the future.



Guam Filming at News World Program of SETN (Sanlih Entertainment Television)

- Date: Oct 20
- GTO was invited by “News World Program” of SETN to film a short video to introduce Guam to the Taiwan market.
- “News World Program” is a TV show that features diverse discussions to explore different perspectives on shared topics.
- GTO introduced CHamoru culture & history, and information on tourism on Guam in the TV program.
- “News World Program” will distribute the episode on SETN after November 15th.



Guam Speech at 2023 IECA International Education Fair

- Date: Oct 22
- GTO was invited by the International Education Consultants Association (IECA) to present a speech at the 2023 International Education Fair.
- The objective of the session was to promote Guam's study abroad programs, which attracted many students and parents who were eager to explore educational opportunities on Guam.
- GTO introduced the educational environment of Guam, as well as various opportunities of exchanging and study tour packages.



Meeting with American Institute in Taiwan (AIT) Jackie Hong & Heidi Chang

- Date: Oct 23
- Ms. Jackie Hong and Ms. Heidi Chang both work in the AIT Commercial Section, where their responsibilities include assisting U.S. exporters with partner meetings, offering market information, and maintaining an online directory of U.S. suppliers for local importers.
- GTO met with Ms. Hong for future cooperation with AIT, as she will be passing her role to Heidi after her retirement.
- After introducing the Hung Chang company to Guam, Jackie was interested in learning about Guam's current focuses and provide suggestions. She mentioned that she could recommend some tech company or agribusiness to Guam.



NR Monitor

For the past week (October 7 - October 13), a total of 12 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 12
- Newspaper: 0
- Social Media: 0

1 of the news reported that TECO celebrated Taiwan Double Tenth Day.

1 of the news reported that Taiwan indigenous writer visited Guam and exchanged his literature viewpoint with Guam.



2023/10/7 13:11 (10/7 13:51 更新)

即時 政治 國際 兩岸 產經 證券 科技 生活 社會 地方 文化 運動 娛樂

雙十國慶將至，駐關島辦事處6日舉辦國慶酒會，駐關島辦事處處長陳盈捷（中）、帛流副總統高偉社（左4）、美國關島副總督譚里諾（右4）、關島議會議員們舉杯慶祝中華民國（台灣）國慶，（駐關島辦事處提供）中央社 112年10月7日

（中央社台北7日電）雙十國慶將至，駐關島辦事處昨天舉辦國慶酒會，帛流副總統兼司法部長高偉社、美國關島副總督譚里諾、關島議會議員等共300人出席，關島總督府及關島議會分別頒贈賀狀及決議，同慶中華民國（台灣）112歲生日。

駐關島辦事處處長陳盈捷為遙致詞表示，駐關島辦事處於2020年10月復處以來至今已滿3



yahoo! 新聞

3.3k 人觀看 訂閱

臺文館前進關島展出臺灣原住民族文學作家沙力浪當地開講

【記者王先恩 / 綜合報導】
2023年10月9日 星期一 下午3:45

Distinguished Literary Achievements

有關該作家沙力浪受邀至關島演講交流，臺灣展出照片為他和母親等家族成員的合影。

NR Monitor

For the past week (October 14 – October 20), a total of 2 exposures are monitored including:

- TV Exposure: 0
- Online Exposure: 2
- Newspaper: 0
- Social Media: 0

1 of the news reported that TaiTung University was invited to attend Austronesian International Art Exhibition on Guam.



The screenshot shows a Yahoo! News article from October 18, 2023. The article title is "促進國際交流 東大師生赴關島參與南島國際藝術展". The sub-headline is "國立臺灣廣播電台" (National Taiwan Broadcasting Station). The article text describes the participation of National East Taiwan University and National East Taiwan University in the Austronesian International Art Exhibition on Guam. It mentions an 8-day cultural exchange activity involving art exhibitions and workshops. A group photo of the participants is included in the article.

國立臺灣廣播電台
2023年10月18日 週三 下午6:27

國立臺灣大學與國立臺灣文學館受邀參與「臺灣—關島南島國際藝術展」，前往關島凱悅酒店展開為期8天的開展藝文交流活動，透過跨領域策展及一系列工作坊形式，從文學、文物及藝術等概念出發，促成一場深入的文化對話。

活動中，臺灣大學南島所博士班及碩士班學生以「Continuous storytelling: Indigenous Peoples in Taiwan」為主題，從神話、社會組織、自然與祭儀、殖民歷史、當代原民藝術與影像的角度，搭配關島中心的文物藏品及紀錄片等多種媒介，分享臺灣原住民文化變遷及延續。

NR Monitor

For the past week (October 21 – October 27), a total of 2 exposures are monitored including:

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

1 of the news reported that many students in Shih Shing University applied for internships in different countries, and Guam is one of the choices.

世新學子海外實習 學海築夢擴增視野 (1)



世新大學學生赴泰國-暹羅科技學院 (BDI) 實習，結交許多異國朋友。(世新大學提供)

世新大學自107學年度起，獲教育部學海築夢計畫補助，送學生遠赴各國交流實習，日前世新大學舉行實習成果發表會，讓學生分享海外實習經驗，傳播系共有五位學生前往泰國-台灣 (BDI) 科技學院與泰國世界日報實習，運用系上課程所學，幫助企業撰寫新聞稿、影音記錄剪輯、經營粉絲專頁，也到國小進行中文教學。學生吳哲宇分享，他們體驗當地傳統文化拜師節、守冥節，認識佛教信仰與台灣的不同，也透過影像紀錄增進影音拍攝與剪輯的能力。

學生黃森恩說，許多人說報紙是一個傳統的夕陽產業，但實習過程中，對泰國當地亞裔居民進行受眾分析，了解年齡分布、喜好與市場定位，找出客群投放不同內容，她認為透過不同

Consumer Sentiment



Facebook



I visited Guam on Sep 2001 and Aug 2016, and would love to visit it once again!

Most relevant ▼



黃鳳樺

分別於2001- 9和2016- 8去過Guam遊玩，很想再去！

Like Reply 13h



2



趙娜菲

多年前的感恩節前去到關島旅遊，所有的飯店、購物中心、免稅商場，都佈置的非常漂亮；而且購物都有很多的折扣；有機會要再來去購拼一下！

Like Reply 1d

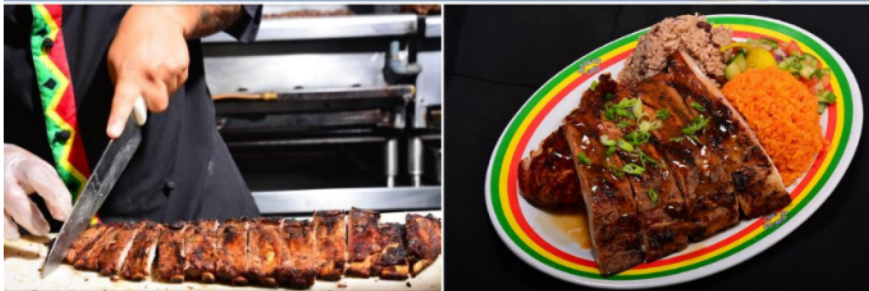


I visited Guam around the Thanksgiving once. All the hotels, shopping malls, duty-free shops on Guam are beautiful. I will return to Guam for shopping one day.

Consumer Sentiment



Facebook



許智庭
郭祈生這家可以吃

Like Reply 1d

This restaurant is amazing.



Y.t. Ha
印象中掃盤吃光 🤤🤤

Like Reply 1d

The food was so delicious.



鍾偉仁
好吃，份量又大



Delicious and with big portions. Totally worth it.

Like Reply 2d



Top fan
幸皓
這超好吃!

Like Reply 2d

It is super delicious.



大蛇祖衛
超好吃...連小孩都愛

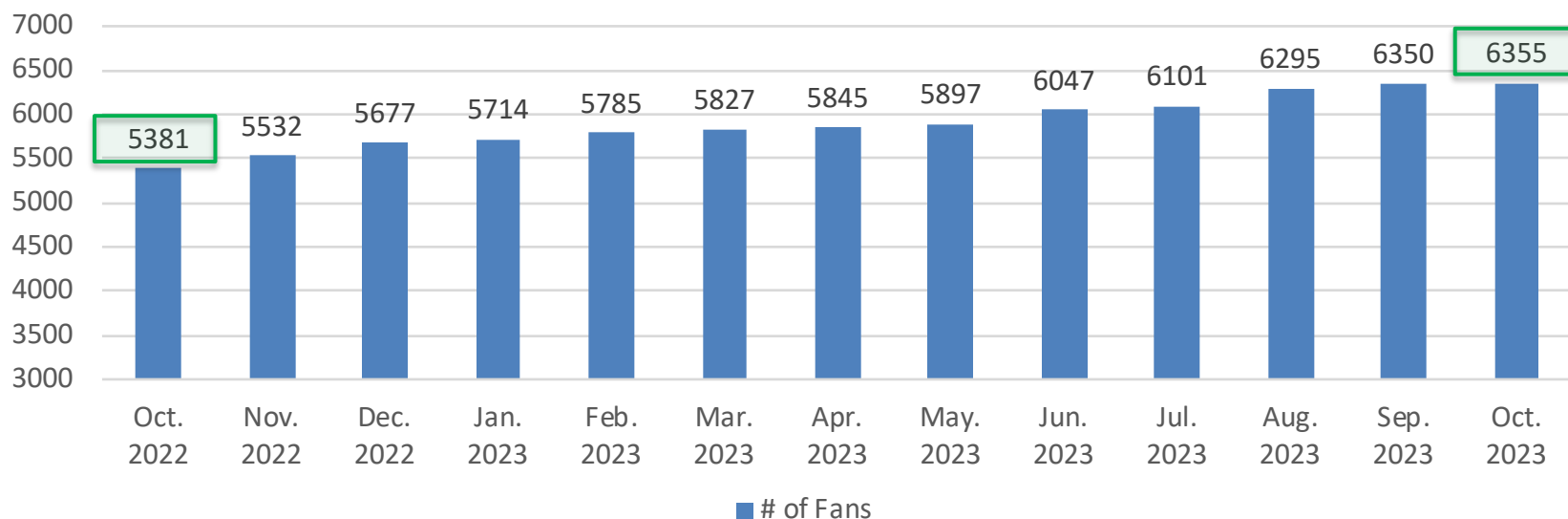
Like Reply 2d

The food is great, and my kids love it.

Social Media Performance FY2024



of Fans

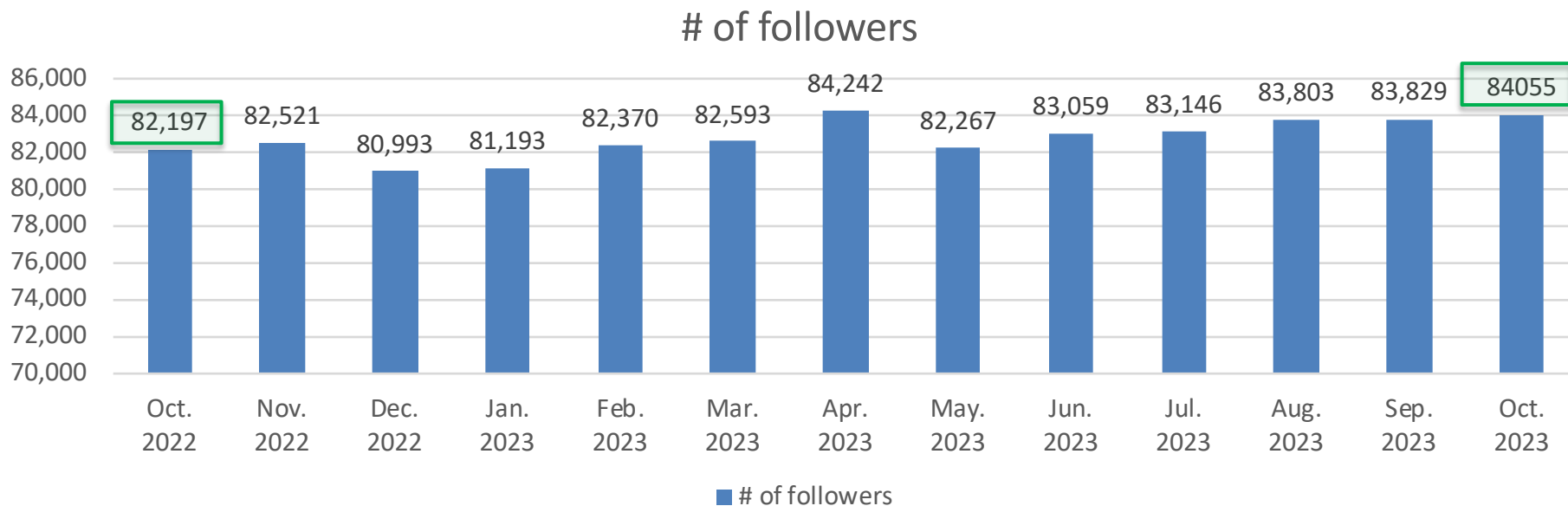


- Monthly percentage growth (October): +0.08%
- **October year-on-year growth (YoY): +18.1%**

Social Media Performance FY2024



Total Page Followers



- Monthly percentage growth (October): +0.27%
- October year-on-year growth (YoY): +2.26%

November SNS Calendar



Social Media November Content Calendar

Scene
Lucky Draw
GVB Event
Other Promotion

				1-Nov-23	2-Nov-23	3-Nov-23	4-Nov-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				Guam Scenery		ITF Lucky Draw Promotion	Restaurant - Prego
	5-Nov-23	6-Nov-23	7-Nov-23	8-Nov-23	9-Nov-23	10-Nov-23	11-Nov-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Attraction - Crystal Chapel		The Tour of Guam	Guam Scenery		Attraction - Chamorro Village	Valley of the Latte Kayaking Adventure Tour
	12-Nov-23	13-Nov-23	14-Nov-23	15-Nov-23	16-Nov-23	17-Nov-23	18-Nov-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		Attraction - Tumon Beach		Guam Scenery		Activity - Skydiving	Guam 42nd Akimatsuri Japanese Autumn Festival Promotion
	19-Nov-23	20-Nov-23	21-Nov-23	22-Nov-23	23-Nov-23	24-Nov-23	25-Nov-23
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Restaurant - Capricciosa Restaurant		Guam Scenery	Thanksgiving Lucky Draw Promotion		Attraction - Guam Museum	Christmas Day Promotion
	26-Nov-23	27-Nov-23	28-Nov-23	29-Nov-23	30-Nov-23		
Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday		
		Thanksgiving Lucky Draw Promotion		Guam Scenery			

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2023 International Travel Fair (ITF)



2023 Taipei International Travel Fair (ITF)

- Date: Nov. 3 - 6
- Location: Taipei, Taiwan - Nangang Exhibition Center
- During the 4-day event, GVB will introduce Guam's unique attractions and debut the Ko'ko bird mascot named "Kika" to Taiwanese consumers, which will provide warm Håfa Adai greetings and attract participants' to the booth.
- GVB member, Dusit Thani Guam hotel properties, will be participating at this year's booth to engage with consumers and promote their business and exclusive offerings.
- In addition, GVB will hold lucky draws in person and online, conduct surveys, and promote the social media accounts at the booth, giving out special Guam gifts to participants.



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Account Summary



FY2024 Budget

as of 11/01/2023

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	69.23%
PRE005	Sales Calls	\$ 12,000.00	\$ -	\$ 3,000.00	\$ 9,000.00	75.00%
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	\$ -	\$ 6,000.00	\$ 18,000.00	75.00%
TTC031	Travel Fairs	\$ 13,700.00	\$ -	\$ 3,700.00	\$ 10,000.00	72.99%
SMD023	Travel Trade Co-ops & MICE Programs	\$ 166,300.00	\$ -	\$ 36,200.00	\$ 130,100.00	78.23%
SMD019	Sales Market Development (HQ)	\$ 60,000.00	\$ 626.70	\$ -	\$ 59,373.30	98.96%
	GRAND TOTAL	\$ 500,000.00	\$ 626.70	\$ 106,900.00	\$ 392,473.30	78.49%

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