



## **TAIWAN MARKETING COMMITTEE MEETING**

Thursday, February 3, 2022 at 11:00 a.m. via GoToMeeting

[www.gotomeet.me/GUAMVISITORSBUREAU/tmc-meeting](http://www.gotomeet.me/GUAMVISITORSBUREAU/tmc-meeting)

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### **AGENDA**

#### **1. CALL TO ORDER**

#### **2. APPROVAL OF MINUTES**

- a. January 6, 2022

#### **3. REPORT OF CHAIRMAN**

#### **4. REPORT OF MANAGEMENT**

#### **5. MARKET UPDATES**

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

#### **6. OLD BUSINESS**

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

#### **7. NEW BUSINESS**

- a. FY2022 Quarter 3 Plans

#### **8. ACCOUNT SUMMARY**

#### **9. ANNOUNCEMENTS**

- a. Next TMC Meeting- March 3, 2022 at 11am *(subject to change)*

#### **10. ADJOURNMENT**