



Exhibit

TAIWAN MARKETING COMMITTEE (TMC) MEETING MINUTES

Thursday, February 3, 2022 at 11:00 a.m. via GoToMeeting
www.gotomeet.me/GUAMVISITORSBUREAU/tmc-meeting

**online attendance*

| | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><u>Members Present:</u></p> <p>Baldyga Group - Tae Oh* Dusit Thani/Dusit Beach - Miwa Bravo* Grand Plaza Hotel - Valerie Blas* Hyatt Regency Guam - Jane Koo* The Tsubaki Tower - Hiromi Matsuura* University of Guam - Carlos Taitano* Wyndham Garden Guam/Days Inn - Sunardi Li*</p> | <p><u>Members Absent:</u></p> <p>Fish Eye Marine Park - Akihiro Tani GNC Guam - Edward Lu Guam Reef Hotel - Yuki Toshida Hilton Guam Resort & Spa - Echo Man HIS Guam Inc. - Neil Urbano Hotel Nikko Guam - Jenny Cheon Leoplace Resort Guam - Jong In Cheong Lotte Hotel Guam - Elisha Lee Pacific Star Resort & Spa - Jessica Chan Tasi Global Consulting - Jenny Yang United Airlines - Paula Monk</p> |
| <p><u>Guests/Observers Present:</u></p> <p>Guam Daily Post - Haidee Gilbert*</p> | <p><u>GVB Chairs/Management/Staff Present:</u></p> <p>TMC Chairman - Milton Morinaga Director of Global Marketing- Nadine Leon Guerrero Marketing Manager - Elaine Pangelinan Marketing Manager - Gabbie Franquez Marketing Coordinator - Nicole B. Benavente Business Development & Policy Analyst - Mike Brown*</p> <p><u>Guam Taiwan Office Staff Present:</u></p> <p>Guam Affairs Director - Felix Yen* Marketing Manager - Ellie Hsiao*</p> |

I. CALL TO ORDER

TMC Chairman Milton Morinaga called the meeting to order at 11:02 a.m.

II. APPROVAL OF COMMITTEE MINUTES

Mr. Sunardi Li motioned to approve the minutes from the previous meeting dated January 6, 2022, seconded by Ms. Hiromi Matsuura.

III. REPORT OF TMC CHAIRMAN

Chairman Morinaga said that we are waiting for airlines to return to Guam, however, with the COVID situation not currently improving in Taiwan, they are remaining cautious. With the Lunar New Year ending in a few days, he said that we will see how it affects Taiwan and the virus.



Chairman Morinaga also announced that Director Stephen Hsu from the Taipei Economic & Cultural Office (TECO) in Guam will be leaving Guam soon for a reassignment, and thanked Director Hsu for his service.

IV. REPORT OF MANAGEMENT

Management reserved report.

V. MARKET UPDATES



January 1-24, 2022

Total: 4,674 (+136.4%)

| % Market Mix | Origin | 2020 | 2021 | 2022 | % to LY |
|--------------|-------------|--------|-------|-------|---------|
| 0.2% | Taiwan | 1,682 | 7 | 11 | 57.1% |
| 2.2% | Japan | 47,963 | 59 | 105 | 78.0% |
| 14.4% | Korea | 61,431 | 77 | 671 | 771.4% |
| 0.2% | China | 1,014 | 10 | 11 | 10.0% |
| 59.2% | US/Hawaii | 5,023 | 1,438 | 2,765 | 92.3% |
| 5.2% | Philippines | 586 | 114 | 243 | 113.2% |
| 0.1% | Hong Kong | 130 | 0 | 3 | - |

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

Note: January 2022 Daily Arrivals reflect Civilian Air arrivals only

Director of Global Marketing Ms. Nadine Leon Guerrero presented the latest arrivals data. She said that we continue to struggle with the quarantine requirements in place upon return to Taiwan.



Fiscal Year to Date 2022



October 2021 - January 24, 2022

Total: 29,469 (+227.8%)

| % Market Mix | Origin | 2020 | 2021 | 2022 | % to LY |
|--------------|-------------|---------|-------|--------|---------|
| 0.3% | Taiwan | 7,847 | 68 | 80 | 17.6% |
| 4.2% | Japan | 230,003 | 273 | 955 | 249.8% |
| 25.6% | Korea | 262,583 | 136 | 5,857 | 4206.6% |
| 0.3% | China | 3,293 | 13 | 58 | 346.2% |
| 53.5% | US/Hawaii | 27,479 | 4,210 | 12,250 | 191.0% |
| 4.0% | Philippines | 7,060 | 357 | 922 | 158.3% |
| 0.0% | Hong Kong | 879 | 10 | 8 | -20.0% |

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

Note: January 2022 Daily Arrivals reflect Civilian Air arrivals only

3 Month Review



| Month | Forecast Pax | 2021/2022 Actual Arrivals | 2020/2021 Actual Arrivals | % Change to LY | L/F |
|----------|--------------|---------------------------|---------------------------|----------------|-----|
| November | 0 | 35 | 38 | -7.9% | N/A |
| December | 0 | 19 | 10 | 90% | N/A |
| January | 0 | 11* | 9 | 22% | N/A |

No direct flight service during this time.

Possible routes from Taipei to Guam include:

- Arrive and depart via regular connecting flights through Seoul or Narita

*Based on arrivals CYD January 1-24, 2022.

Marketing Manager for Taiwan Ms. Gabbie Franquez presented the 3 Month Review of Taiwan arrivals.



2022 Jan-Oct Seat Capacity Forecast



| TPE-GUM | | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Total |
|-----------------------------------|--------------------------|-----|-----|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| Seat Capacity Forecast by Airline | China Airlines | 0 | 0 | 1,066 | 1,066 | 1,066 | 1,066 | 2,417 | 2,560 | 2,417 | 1,881 | 13,539 |
| | EVA Air/Starlux Airlines | 0 | 0 | 0 | 0 | 0 | 1,195 | 1,434 | 1,434 | 1,195 | 1,115 | 6,373 |
| Total Seats | | 0 | 0 | 1,066 | 1,066 | 1,066 | 2,261 | 3,851 | 3,994 | 3,612 | 2,996 | 19,912 |

No direct air service from Taiwan to Guam during the same period last year. China Airlines, the only carrier to provide regular direct flights before COVID, suspended its service in March 2020

Above estimations are based on:

- GVB and airlines engaging in marketing cooperative opportunities.
- Taiwan relaxing travel restrictions and no longer requiring quarantine for travelers returning from Guam

| Airline | Aircraft | Seat Capacity per Flight | Frequency | Total Estimated Seat Capacity |
|--------------------------|--------------|--------------------------|-----------------------|-------------------------------|
| China Airlines | 737-800 | 158 | 2x weekly / 4x weekly | 13,539 |
| EVA Air/Starlux Airlines | A320/A321neo | 177/188 | 2x weekly | 6,373 |

Guam Affairs Director Mr. Felix Yen presented the Taiwan report and wished the committee Gong Xi Fa Chai and Happy Chinese New Year.

Mr. Yen reiterated that there are currently no direct flights from Taiwan to Guam, and that Omicron has affected Taiwan but cases have come under more control recently, which is a good sign. The forecast above is based on Taiwan relaxing travel restrictions and no longer requiring quarantine for travelers.

Airline News



February 2022 Operation Schedule :



| Location | | | | | | |
|---------------|----------------|------------------|-------------------|-----------|----------------|-----------|
| North America | Southeast Asia | | Europe | Oceania | Northeast Asia | China |
| Los Angeles | Bangkok | Ho Chi Minh City | Amsterdam | Sydney | Nagoya | Beijing |
| Ontario | Singapore | Hanoi | Frankfurt | Melbourne | Tokyo | Shanghai |
| San Francisco | Jakarta | Manila | London (Heathrow) | Auckland | Osaka | Xiamen |
| Vancouver | Kuala Lumpur | Phnom Penh | | Palau | Fukuoka | Chengdu |
| | Penang | Yangon | | Brisbane | Seoul | Hong Kong |

Flight schedule and numbers arranged based on pandemic



Airline News



February 2022 Operation Schedule :

| | From | To | Frequency |
|-----------|----------|---------------------------------------------------------------------|--------------------|
| 長榮航空 | Taipei | Shanghai, Hong Kong, Seoul, Singapore | 4 flights per week |
| | | Manila, LA | 3 flights per week |
| | | BKK, Jakarta, Tokyo, Macau, Osaka, San Francisco, Seattle, New York | 2 flights per week |
| | | London, Hanoi, Paris, Vancouver | 1 flight per week |
| | From | To | Frequency |
| 星宇航空 | Taipei | Macau | Daily |
| | | Penang | TUE, THU, SAT |
| | | Bangkok | WED, SUN |
| | | Osaka | TUE, THU |
| | | Tokyo | WED, THU |
| | | Kuala Lumpur | TUE, FRI |
| | | Manila | MON, WED, THU, SAT |
| Singapore | TUE, SAT | | |

Airline Updates



GTO's Communications with 3 Airlines in the CNY media gathering event

| Airlines | GTO Contact | Updates |
|----------|------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | 1/14 Kevin Lin, Assistant Manager, Taipei Branch 1/7 Solomon Lee Vice President | <ul style="list-style-type: none"> Kevin said that flights to Guam have always been planned, and he looks forward to resuming flights after the pandemic stabilizes. Solomon mentioned that CI plans on increasing flights in varied markets step by step and will follow up on the Taiwan government's entry and quarantine policy to make the internal decisions on the operation. |
| | 1/14 Amy Cho, Junior Vice President | <ul style="list-style-type: none"> In her speech, she mentioned that EVA air cooperated with the Guam Air V&V program and carried more than 2,000 passengers to Guam to experience and get vaccinated. She is looking forward to the resumption of flights after the government's quarantine policy is lifted. |
| | 1/14 Joshua Chen, Director Passenger Sales Dept. | <ul style="list-style-type: none"> Joshua said that Guam is one of the priority routes among the 15 planned North American routes, and he also looks forward to an early resumption of flights. |



Vaccination Update



| Vaccine Maker | 2 nd Dose/ Fully Vaccinated | 1st Dose |
|---------------|-------------------------------------------|-------------------|
| AstraZeneca | 6.05M (30.16%) | 8.03M (34.39%) |
| moderna | 3.87M (16.59%) | 3.95M (16.94%) |
| Pfizer | 5.39M (23.07%) | 6.12M (26.18%) |
| MEDIGEN | 0.71M (3.04%) | 0.79M (3.4%) |

FDA/WHO approved



2nd dose/fully vaccinated: **72.69%**

1st dose: **80.84%**

| | |
|----------------------------------|------------------|
| Not vaccinated < 12 years old | 2.29M (9.82%) |
| Not vaccinated > 12 years old | 2.16M (9.27%) |

Taiwan News



Market Intelligence - Palau & Other Competitors

- Indonesia lifted a ban on all foreign arrivals and kept the required isolation period to 7 days in a bid to keep the economy going, even as local Covid-19 infections continued to climb.
- Singapore intends to continue gradually reopening its borders and plans to restore quarantine-free travel with more countries. The goal is for Singapore to work towards having quarantine-free travel for all vaccinated travelers.

Taiwan tightens quarantine rules for travelers from Palau

- Taiwan CECC reported 2 confirmed cases from Palau for the first time on Jan. 24, 2022.
- Taiwan CECC raised the travel alert for Palau from Level 2 to Level 3, which effectively suspends their travel bubble. Passengers arriving in Taiwan from Palau must comply with the same travel and quarantine measures as those from other countries. They must present a negative COVID-19 PCR test taken within two days of their flight and undergo a 14-day quarantine period
- Total of 1,527 confirmed COVID-19 cases in Palau, as of Jan. 31, 2022.



Mr. Yen clarified that this is not the current number of COVID cases in Palau, however, Palau has been negatively affected by Omicron.

Travel Restrictions



Restriction to Citizens/Non-Citizens Entering Taiwan

| Restrictions on Entering Taiwan-1/4-Taiwan Nationals, Foreign Nationals (starting January 4, 2022 Taipei Time) | | | | |
|----------------------------------------------------------------------------------------------------------------|--------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Traveler Type | History of Travel | Eligible to Enter Taiwan? | Requirement upon Arrival | |
| R.O.C. (Taiwan) National | Departure from any international port | Yes | 1. a COVID-19 RT-PCR test report issued within 2 days prior to departure time (based on "specimen collection date," counting 2 calendar days backwards from scheduled departure time, excluding the flight date) 2. strengthened quarantine measures ^{note1} | |
| Traveler Type | Credential | Eligible to Enter Taiwan? | Requirement | |
| Foreign National | Holder of ARC (Resident visa not included) | Yes | 1. a COVID-19 RT-PCR negative test report issued within 2 days prior to departure time (based on "specimen collection date," counting 2 calendar days backwards from scheduled departure time, excluding the flight date) 2. strengthened quarantine measures ^{note1} | |
| | Non-ARC holder | 1. Open to all purposes of entry. 2. Migrant worker must also hold re-entry permit. | Yes | 1. a COVID-19 RT-PCR negative test report issued within 2 days prior to departure time (based on "specimen collection date," counting 2 calendar days backwards from scheduled departure time, excluding the flight date) 2. strengthened quarantine measures ^{note1} |
| | | 1. Who obtains entry permission for emergency or humanitarian reason. 2. Spouse or underage child of Taiwan national. 3. Student who obtains permission by Ministry of Education. ^{note3} | Yes | |
| | | 4. Spouse or underage child of a ARC holder ^{note2} | No | |
| All others | No | | | |

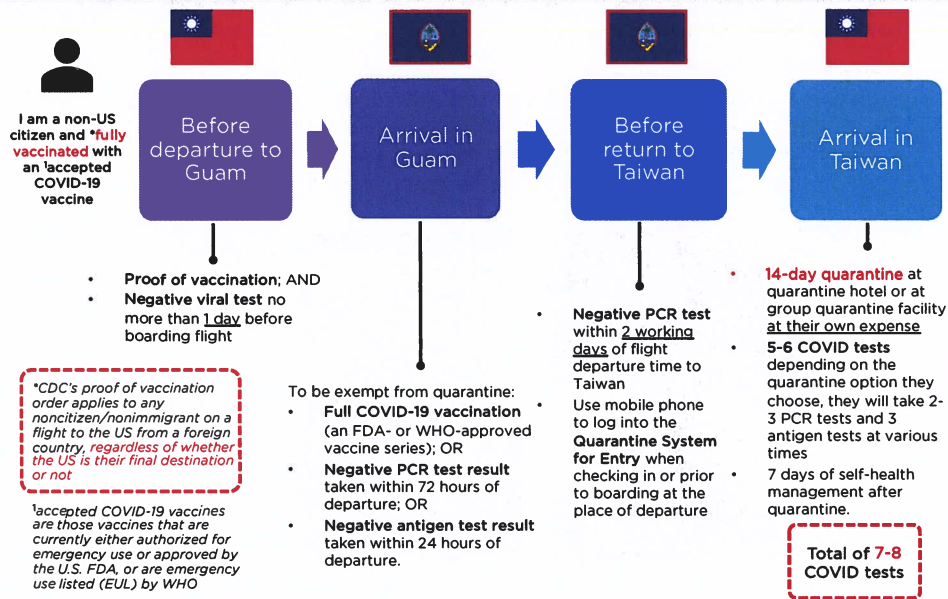
Note:

- All travelers are required to undergo 14-day quarantine after arrival. All travelers are required to arrange their location of quarantine prior to arrival and follow other regulations and instructions by Taiwan Centers of Disease Control.
- Beginning 00:00 on November 29, 2021 (arrival time), travelers who have visited South Africa, Botswana, Namibia, Lesotho, Eswatini, Zimbabwe, Malawi, Mozambique, Egypt, and Nigeria in the last 14 days (transits included) will be required to quarantine in group quarantine facilities for 14 days after arrival and to undergo PCR tests (upon checking in and at the end of quarantine) for COVID-19; they will also be required to practice an additional 7-day self-health management (a COVID-19 rapid test using a home test kit on the sixth or seventh day).
- Beginning 00:00 am, May 19, 2021, transit via Taiwan will be temporarily suspended.
- Personnel on diplomatic /government official business, migrant workers, students, should follow instructions by Ministry of Foreign Affairs, Ministry of Labor, and Ministry of Education.
- ARC holder as migrant worker, student will not be applicable.

Travelers should use their mobile phone to log in the Quarantine System for Entry and to fill out the health declaration form prior to their departure. (<https://hpa.gov.tw/>) Show confirmation message to quarantine staff. The confirmation message is required for entering Taiwan.




Travel Restrictions



Mr. Yen said that this graph does not include the special 7+7 quarantine option during the Chinese New Year period only.

VI. OLD BUSINESS



PR/AD Update



ASOA Meeting

- Date: Jan 06
- GTO participated in the ASOA (American State Offices Association) meeting and discussed an upcoming event — American States BIO Forum on 3/9/22
- This Forum will be a good opportunity to promote investment in Guam.



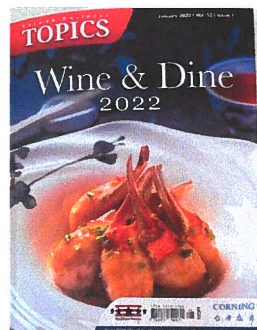
From left to right: Commissioner from Taiwan Bio Industry Organization; Felix Yen, Director of Guam Taiwan Office; Secretary-General of the Biotechnology Industry Association; President of ASOA; Director of New Mexico; Director of Montana; and Manager of the Association.

PR/AD Update



Guam in TOPICS Magazine

- Date: Jan 07
- January's TOPICS magazine from American Chamber of Commerce (AmCham) in Taiwan published a Guam advertisement on the cover page, reaching over 26,000 people.
- GTO promoted Guam's cuisine, culture and natural beauty.



PR/AD Update



Meeting with General Manager of China Airlines Taipei Branch

- Date: Jan 07
- GTO met with Solomon Lee, General Manager of China Airlines Taipei Branch, and hoped that Q2 would have the opportunity to discuss resumption of flights (GTO re-mentioned the FY2022 award program)
- China Airlines said it would try its best to evaluate.



PR/AD Update



Speech at the Skai International Taichung

- Date: Jan 11
- Location: Millennium Hotels
- GTO was invited to give a speech at Skai International Taichung, to 16 members in attendance
- The speech mainly introduced the current situation of Guam's tourism and investment environment



PR/AD Update



Meeting with Director CHIU of TAITRA

- Date: Jan 12
- GTO visited the Taiwan External Trade Development Council with fellow ASOA members, and met with Felix CHIU, the Director of Marketing, to discuss how to deepen ASOA's cooperation with TAITRA.
- During the meeting, it was discussed to jointly hold economic and trade investment and promotion activities this year.



PR/AD Update



GVB Chinese New Year Media Gathering

- Date: Jan 14
- GTO invited media from travel, politics, economics & trade industries to this gathering, building up relationships with them for future exposures as well as expressing appreciation for their support.
- 30+ media and 19 VIPs (AIT, airlines, MoFA) attended, and the media and VIPs all responded enthusiastically to the event. Many guests praised GTO for its thoughtful handling.



PR/AD Update



GVB Chinese New Year Media Gathering

Representatives from China Airlines, Eva Air, and Starlux Airlines gave remarks to express their support of Guam. Certificates of appreciation from GVB were presented to all three airlines.

"When we talk about island tourism, the first destination that comes in mind must be Guam. It's only 3 hours flight away and has an advantage of visa-waiver, so it is a great place for Taiwanese travelers."
- Kevin Lin, China Airlines

"2021 was a year of close improvement in cooperation between Taiwan and Guam. I'm also very grateful that Guam launched Air V&V program, giving us access to vaccines."
- Amy Cho, EVA Air

"Starlux has put Guam as one of the most important routes in the future."
- Joshua Chen, Starlux Airlines



Special thanks to all GVB members (hotels, restaurants, and optional tours) that provided gift certificates for the lucky draw.

CNY Media Gathering-NR Exposure



As of 20th of Jan, a total of **30 media exposures** were monitored

| No. | Date | Media | Title |
|-----|-----------|-----------------|--------------------------------------------------------------------------------------------------------------|
| 1 | 2022/1/14 | hinet.net | 2021 Guam's Achievement was amazing! GTO will participate in "2022 Taipei Lantern Festival" |
| 2 | 2022/1/14 | hinet.net | Guam Roars Promising Outlooks for the Year of Tiger |
| 3 | 2022/1/14 | life.tw | Guam Roars Promising Outlooks for the Year of Tiger |
| 4 | 2022/1/14 | today.line.me | Guam Roars Promising Outlooks for the Year of Tiger |
| 5 | 2022/1/14 | today.line.me | Guam Roars Promising Outlooks for the Year of Tiger |
| 6 | 2022/1/14 | match.net | Guam Roars Promising Outlooks for the Year of Tiger |
| 7 | 2022/1/14 | net4p.com | Guam Roars Promising Outlooks for the Year of Tiger |
| 8 | 2022/1/14 | stock.yahoo.com | Taiwan and US close interactions. Guam promotes MICE Incentive Program |
| 9 | 2022/1/14 | yam.com | Guam Roars Promising Outlooks for the Year of Tiger |
| 10 | 2022/1/14 | taiwannet.com | Guam Roars Promising Outlooks for the Year of Tiger |
| 11 | 2022/1/14 | sinotrade.com | Guam Roars Promising Outlooks for the Year of Tiger |
| 12 | 2022/1/14 | hk.on.cc | Guam increases interaction with Taiwan, hoping to resume direct flights |
| 13 | 2022/1/14 | xinmedia.com | Guam 2021's achievements was amazing! GTO will participate in "2022 Taipei Lantern Festival" |
| 14 | 2022/1/14 | sina.com | Guam 2021's achievements was amazing! GTO will participate in "2022 Taipei Lantern Festival" |
| 15 | 2022/1/14 | money.udn.com | GTO will expand and increase influence through activities |
| 16 | 2022/1/14 | udn.com | Guam Roars Promising Outlooks for the Year of Tiger |



CNY Media Gathering-NR Exposure



As of 20th of Jan, a total of **30 media exposures** were monitored

| No. | Date | Media | Title |
|-----|-----------|----------------|-------------------------------------------------------------------------------------------------------------------------------------|
| 17 | 2022/1/14 | appledaily.com | GTO: Hoping this year we can resume direct flights from Taiwan to Guam |
| 18 | 2022/1/14 | appledaily.com | Guam Roars Promising Outlooks for the Year of Tiger |
| 19 | 2022/1/16 | hinet.net | GTO expands tourism and trade influence. 2023 will be Taipei and Guam's Sister City relationship's 50th anniversary |
| 20 | 2022/1/16 | yam.com | 2021 Guam's Achievements was amazing! GTO will participate in "2022 Taipei Lantern Festival" |
| 21 | 2022/1/16 | taiwannews.com | GTO expands tourism and trade influence. 2023 will be Taipei and Guam's Sister City relationship's 50th anniversary |
| 22 | 2022/1/16 | udn.com | 2021 Guam's Achievements was amazing! GTO will participate in "2022 Taipei Lantern Festival" |
| 23 | 2022/1/17 | facebook.com | 2021 Guam's Achievements was amazing! GTO will participate in "2022 Taipei Lantern Festival" |

Estimated PR Value: \$610,000

PR/AD Update



GTO with Professor Chen from the University of Guam and Yuan Ze University professors met with Taoyuan mayor

- Date: Jan 17
- Felix, along with Professor Chen from the University of Guam and professors from Yuan Ze University, met with Taoyuan Mayor Zheng Wencan and interacted with Taoyuan City Government officials.
- The meeting mentioned the close interaction in academic, economic, and trade exchanges between Taiwan and Guam.



PR/AD Update



Meeting with Director of IEAT Trade Promotion Department

- Date: Jan 18
- GTO had a meeting with IEAT (Importers and Exporters Association of Taipei) to develop opportunities and build sister ties for IEAT with local trade associations in Guam.
- GTO received a formal request from IEAT this Thursday.

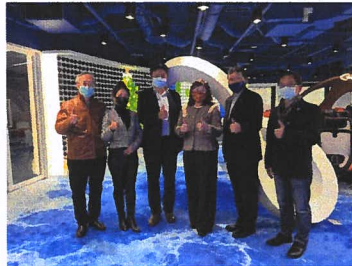


PR/AD Update



Meeting with TAITRA

- Date: Jan 21
- ASOA thanked TAITRA for its great assistance to the American Business Day and ASOA Investment and Trade Seminar last year.
- And asked TAITRA continue to support the two investment and trade seminars in March this year, as well as the food exhibition
- ASOA also seeks to set up a U.S. pavilion at each TAITRA exhibition this year to make full use of the exhibition space and allow more ASOA members to participate.



PR/AD Update



Meeting with UOG Taiwan Representatives

- Date: Jan 21
- GTO met with UOG Taiwan Representatives. During the meeting, Dr. Chen said that UOG's international overseas education promotion this time is under the College of Natural Sciences and Agriculture. Director Carlos is responsible for signing the MOU, and Dr. Chen is fully involved in implementing the follow-up.
- It is expected that UOG will sign a sister-college agreement with National Taiwan University Agriculture College after CNY.



CORRECTION: International overseas education, MOUs and sister-university signings for the University of Guam are facilitated by the department of Global Learning & Engagement.

CNY Social Media Promotion



Dates: Jan. 31 - Feb. 6

Project Objectives:

- To interact and engage with fans
- To build Guam's brand image
- To build Guam's social influence on the internet

Project Scheme:

January 31st is the start of Chinese New Year, which is good timing for us to start a series of lucky draw events and promote Guam. Thus, we will choose some good photos of Guam to post. GTO held this event in 2020, which attracted over 8,000 people.

Lucky draw prize :

GTO will prepare special gifts along with some Made in Guam snacks to share with our fans.

Mr. Yen said that this ongoing Chinese New Year social media promotion has attracted 3,000 people so far.



Taipei Lantern Festival



Dates: Feb. 11-20

Project Objectives:

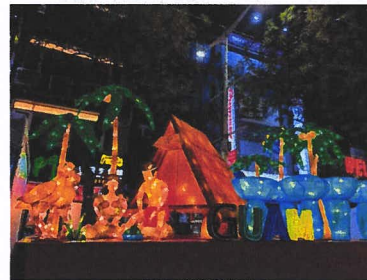
- To raise Guam's public awareness by participating in the biggest Chinese New Year campaign held by the Taipei City Government
- To demonstrate Guam's cultural attributes through the lantern display
- To attract media attention
- To maintain a friendly relationship with the Taipei City Government
- To reach over 5,000 visitors and create more than 250 interactions.

Project Scheme:

GTO was invited to participate in the event, where the organizer will provide us with a free booth, lantern base, and space to display.

To optimize media exposure, GVB will hold an exclusive Guam opening on the opening day. Other promotion events including:

- Flash event (one-day flash on-site promotional event)
- Online Lucky Draw Event on GTO's fan page
- KOL Co-op



Mr. Yen reported that as of now, the Taipei Lantern Festival is still scheduled for these dates and the city will control the flow and number of visitors.

Consumer Sentiment



Consumer Sentiment

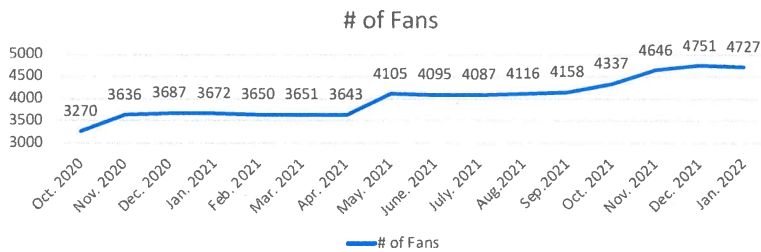


- Comments**
- wufelli 好美 😍
5w 2 likes Reply **So beautiful**
 - anniegam 美到沒朋友 😍
4w 1 like Reply **Too pretty**
 - rouzhen122 真的好美 😍
4w Reply **Guam is so beautiful**
 - chiawen9096 真的很想出國呀 😍😍
5w Reply **I really want to travel abroad**
 - julian_ua 幸福囉～眼睛戀愛了 😍
4w Reply **In love with this**
 - ziweiteller_masterin 認識你，我已不枉此生
4w Reply
 - shamineoh 也太美ler!!
4w Reply **So gorgeous!**
 - siou_ya_0907 真的很喜歡你的文字和圖片
5w Reply **love your text and this picture**
 - ruru_0927 想出遊 😍
4w Reply **Want to travel abroad**

Social Media Performance



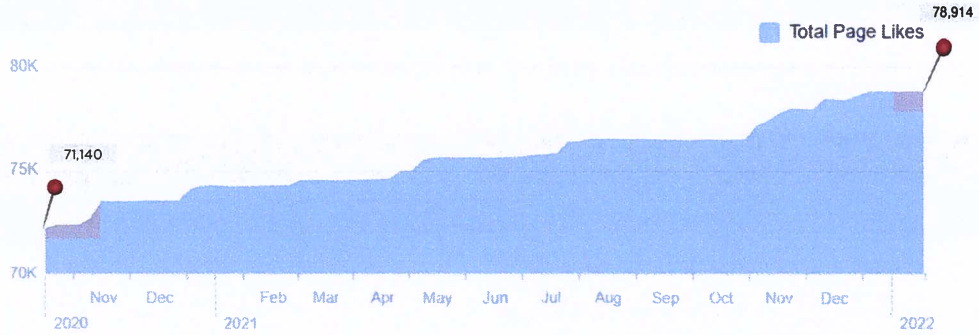
Social Media Performance FY2022



Social Media Performance



Social Media Performance FY2022



February SNS Calendar



Social Media February Content Calendar

| Social Media February Content Calendar | | | | | | | Stockholder: |
|----------------------------------------|--------------------------------------------------------|----------------|-------------------------------------------------|-------------------------------------------------------------|-----------------------------------|--------------------------------------|-------------------------------|
| | | | | | | | Safe-Certified Accommodations |
| | | | | | | | Safe-Certified Service |
| | | | | | | | Safe-Certified Shopping |
| | | | | | | | Attractions and Activities |
| | | | | | | | Safe-Certified Restaurants |
| | | | | | | | Guam Scenery |
| | 1-Feb-22 | 2-Feb-22 | 3-Feb-22 | 4-Feb-22 | 5-Feb-22 | 6-Feb-22 | |
| Week 1 | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | |
| | | CNY lucky draw | CNY lucky draw | CNY lucky draw | CNY lucky draw | CNY lucky draw | |
| | 6-Feb-22 | 7-Feb-22 | 8-Feb-22 | 9-Feb-22 | 10-Feb-22 | 11-Feb-22 | 12-Feb-22 |
| Week 2 | SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
| | CNY lucky draw | x | Safe-Certified Accommodations - Guam Reef Hotel | Guam Scenery 1 | Taipei Lantern Festival promotion | Taipei Lantern Festival pop-up event | |
| | 15-Feb-22 | 14-Feb-22 | 15-Feb-22 | 16-Feb-22 | 17-Feb-22 | 18-Feb-22 | 19-Feb-22 |
| Week 3 | SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
| | | Guam Scenery 2 | x | Safe-Certified Restaurants - Capriciosa Ristorante Italiano | x | Safe Shopping - Micronesia Mas | Guam Scenery 3 |
| | 20-Feb-22 | 21-Feb-22 | 22-Feb-22 | 23-Feb-22 | 24-Feb-22 | 25-Feb-22 | 26-Feb-22 |
| Week 4 | SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
| | Safe-Certified Restaurants - Gusto Pizzeria Napoletana | x | Attraction - Souba Company Marine Sports | Safe-Certified Accommodations - Hyatt Regency Guam | x | Guam Scenery 4 | |
| | 27-Feb-22 | 28-Feb-22 | | | | | |
| Week 5 | SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
| | Safe-Certified Accommodations - ONWARD BEACH RESORT | Guam Scenery 5 | | | | | |

VII. NEW BUSINESS



FY2022 Quarter 3 Plans



| Program Code | Date | Marketing Representative Fee | Amount \$24,000.00 per month |
|--------------|---------------------|------------------------------|---------------------------------|
| PRE001 | Oct 2021 - Sep 2022 | Retainer Fee | \$288,000.00 |

| Program Code | Date | Sales Calls | Amount \$1,000.00 per month |
|--------------|---------------------|--------------------|--------------------------------|
| PRE005 | Oct 2021 - Sep 2022 | Sales Calls | \$12,000.00 |

Note: funds for retainer fee and sales calls have been approved and earmarked for the entire fiscal year

| Program Code | Date | Social Media/ Online Campaigns & Advertising | Amount \$2,000.00 per month |
|--------------|-------------------|-------------------------------------------------------------|--------------------------------|
| ADV018 | April - June 2022 | Social Media/ Online Campaigns & Advertising | \$6,000.00 |

• Social Media/Online Campaigns & Advertising:

1. Co-op with KOLs who have been to Guam before
2. Online Lucky Draw events on Taiwan holidays

Marketing Manager for Taiwan Ms. Gabbie Franquez presented GVB's FY2022 Quarter 3 Plans. The funds for retainer fee and sales calls have been approved and earmarked for the entire fiscal year, as directed by the board of directors.

FY2022 Quarter 3 Plans



| Program Code | Date | Media/Travel Industry FAM Tours | Amount |
|--------------|----------|---------------------------------|-------------|
| TTC039 | May 2022 | TV Program Co-op* | \$60,000.00 |

- TV Program Co-op: Collaborate with a Taiwanese TV travel program to film episodes on Guam; leverage the host and social media platform to create media coverage of Guam and sports/adventure activities.

| Program Code | Date | Travel Fairs | Amount |
|--------------|------------|-------------------------------------------|-------------|
| TTC031 | April 2022 | Taichung International Travel Fair | \$10,000.00 |
| | May 2022 | Taipei Tourism Expo | \$10,000.00 |

- Taichung International Travel Fair: Participate with a Guam booth at TITF to survey and develop tourism market in central Taiwan; foster relationship with Taichung (Taichung will become a sister city of Guam on 2/23).
- Taipei Tourism Expo: Participate with a Guam booth at TTE to survey and develop tourism market in northern Taiwan; interact with consumers and create good impressions of Guam.

*Project execution depends on the COVID-19 situation and Taiwan's quarantine requirements.



Ms. Franquez noted that the execution of the TV Program Co-op is subject to the COVID situation and Taiwan’s quarantine requirements. She added that Guam plans to sign a sister city agreement with Taichung this month.

FY2022 Quarter 3 Plans

| Program Code | Date | Travel Trade Co-ops/ MICE Programs/ Promotional & Marketing Activities | Amount |
|--------------|------------|-------------------------------------------------------------------------------------|-------------|
| SMD023 | April 2022 | <i>KOL Sales Campaign*</i> | \$30,000.00 |
| | | <i>Fully Vaccinated Traveler Voucher*</i> | \$80,000.00 |
| | | <i>Marketing Cooperation with Starlux Airlines (New route launch campaign)*</i> | \$30,000.00 |
| | | <i>Taipei Amusement Park Guam Lantern Show</i> | \$25,000.00 |

- KOL Sales Campaign: Cooperate with Lion Travel or KKDay to pick one KOL as a super sale to influence his/her followers to purchase Guam packages.
- Fully Vaccinated Traveler Voucher: Provide incentives to those who are fully vaccinated to visit Guam.
- Marketing Cooperation with Starlux Airlines: Build relationship with Starlux and promote new route launch. Advertisement (Airline company website banner promotion, media buying, public transportation advertisement, etc.), which is reserved within our Recovery Budget. Incentive for consumer: Gift set (shopping coupon for DFS/ABC/etc., adventure sports activities coupon (golf, sky dive, scuba diving, off-road buggy, etc.) for first 200 travelers.
- Taipei Amusement Park Guam Lantern Show : Utilize the already-made lanterns in Taipei Lantern Festival to celebrate Children’s Day while promoting Guam as a safe and family destination for people purchasing a night pass.

**Project execution depends on the COVID-19 situation and Taiwan’s quarantine requirements.*

Ms. Franquez noted again that the execution of some of these projects depends on favorable market conditions. The incentive for the Fully Vaccinated Traveler Voucher project could possibly include free or discounted PCR testing, since it’s required for their return flight to Taiwan.

GVB also plans to do co-ops with all airline partners, including Starlux, China Airlines and EVA Air, if/when they choose to start service to Guam. As of now, GVB plans the co-op with Starlux in April.

The Taipei Amusement Park Guam Lantern Show project is designed to reach the family market and get more use out of the already-made Guam lantern.



FY2022 Quarter 3 Plans



| Program Code | Date | Travel Trade Co-ops/ MICE Programs/ Promotional & Marketing Activities | Amount |
|--------------|----------|------------------------------------------------------------------------------------|-------------|
| SMD023 | May 2022 | Marketing Cooperation with China Airlines (flight resumption campaign)* | \$30,000.00 |
| | | Travel Agencies Marketing Promotion* | \$23,540.00 |

- **Marketing Cooperation with China Airlines:** Build relationship with China Airlines and promote flight resumption. Advertisement (Airline company website banner promotion, media buying, public transportation advertisement, etc.), which is reserved within our Recovery Budget. Incentive for consumer: Gift set (shopping coupon for DFS/ABC/etc., adventure sports activities coupon (golf, sky dive, scuba diving, off-road buggy, etc.) for first 200 travelers.
- **Travel Agencies Marketing Promotion:** Promote the TPE-GUM flight and tour packages through travel agency platforms and their media. Also promote Guam's 5D4N tour including adventure sports, Chamorro culture, delicacy and shopping. Will also promote GVB member businesses to travel agencies. EX: Sunset Tour, Adventure Tour, Ocean Tour, Culture Tour, etc.

**Project execution depends on the COVID-19 situation and Taiwan's quarantine requirements.*

Ms. Franquez said that GVB wants to be consistent and fair to all airlines by offering the same amount of marketing support to each airline that chooses to service Guam.

For the Travel Agencies Marketing Promotion, GVB hopes to work with both the TAs in Taiwan and the local partners here on Guam.

FY2022 Quarter 3 Plans



| Program Code | Date | Travel Trade Co-ops/ MICE Programs/ Promotional & Marketing Activities | Amount |
|--------------|-----------|-----------------------------------------------------------------------------|-------------|
| SMD023 | June 2022 | Marketing Cooperation with Eva Air (flight resumption campaign)* | \$30,000.00 |
| | | "Guam Give Me 5" Promotion Campaign* | \$50,000.00 |
| | | ASOA- FOOD TAIPEI | \$7,200.00 |
| | | Guam Tourism Media Buying and Promotion (online media)* | \$26,000.00 |

- **Marketing Cooperation with Eva Air:** Build relationship with Eva Air and promote flight resumption. Advertisement (Airline company website banner promotion, media buying, public transportation advertisement, etc.), which is reserved within our Recovery Budget. Incentive for consumers: Gift set (shopping coupon for DFS/ABC/etc., adventure sports activities coupon (golf, sky dive, scuba diving, off-road buggy, etc.) for first 200 travelers.
- **"Guam Give Me 5" Promotion Campaign:** Families who spend over US\$500 on selected spots can redeem a US\$50 cash voucher (DFS/Airport Duty Free/etc.). The spots can include aquarium world, sunset dinner cruise, Chamorro village, sports adventure activities, etc. We will also hold a lucky draw event for those who participate in this event. 6 winners will win a 5-star hotel voucher. (The lucky draw event will be held for every 100 people attend)
- **ASOA- FOOD TAIPEI:** Introduce Guam via Chamorro delicacies and attract companies to import food from Guam to Taiwan. FOOD TAIPEI is one of the most important food fairs in Asia. This event is co-organized by AIT, ATO, ASOA and TAITRA. We are invited by AIT and most of the ASOA members will join this event.
- **Guam Tourism Media Buying and Promotion (online media):** Promote Guam through online media buying to create maximum media value (Online media, Relative Association)

TOTAL Q3

\$417,740.00



Ms. Franquez said that the giveaway of hotel vouchers in the Guam Give Me 5 campaign is a good way to encourage repeat visitors, and that the ASOA-Food Taipei event will allow GVB to promote Guam through Chamorro food.

Ms. Leon Guerrero said that these plans are not set until quarantine measures have changed in Taiwan, and GVB might adjust some programs to cover PCR testing depending on what each source market needs at the moment. The support of the airlines is important to make sure that GVB has a successful relaunch in the country, and GVB will work closely to support our partners in Taiwan who promote Guam.

Chairman Morinaga said that the programs are contingent on the situation and analysis of COVID sentiment and quarantine. He said that his major concern is if Guam is not ready to reopen, where optional tours and shops are still closed or with limited operation, GVB would need to be careful with the timing of media FAM tours to make sure that they have a positive impression of Guam. Ms. Leon Guerrero said that with a previous Korea FAM tour, GVB was very careful with planning the itinerary to make sure that all the companies were able to take care of them fully.

Chairman Morinaga asked the Guam Taiwan Office (GTO) to continuously remind airlines that we would like to have a reasonable arrival time in the afternoon or early evening. In the past, the arrival time in early morning has been very inconvenient for passengers, who often have to reserve a hotel room the night before on Guam. Chairman Morinaga also reminded GTO to maintain its relationship with Kaohsiung. He asked if the Taiwan airlines are aware of the Guam airport's new international corridor. Ms. Leon Guerrero said that GVB is waiting for the airport's official press release, which GVB will forward to GTO so they can also release it in market.

VIII. ACCOUNT SUMMARY

Account Summary



FY2022 Budget

*as of 1/05/2022

| FY2022 Taiwan Actual Spend versus Budget YTD | | | | | | |
|----------------------------------------------|---------------------------------------------|------------------------|----------------------|----------------------|----------------------|---------------|
| G/L Code | Account Title | Budget | Paid | Committed | Remaining \$ | Remaining % |
| PRE001 | Marketing Representative Fees | \$ 288,000.00 | \$ 72,000.00 | \$ 216,000.00 | \$ - | 0.00% |
| PRE005 | Sales Calls | \$ 12,000.00 | \$ 1,504.31 | \$ 9,300.00 | \$ 1,195.69 | 9.96% |
| TTC039 | Media/Travel Industry Fam Tours | \$ 137,860.00 | \$ - | \$ 25,000.00 | \$ 112,860.00 | 81.87% |
| ADV018 | Social Media/Online Campaigns & Advertising | \$ 50,000.00 | \$ 1,917.94 | \$ 8,700.00 | \$ 39,382.06 | 78.76% |
| TTC031 | Travel Fairs | \$ 87,140.00 | \$ 24,586.36 | \$ 13,240.00 | \$ 49,313.64 | 56.59% |
| SMD023 | Travel Trade Co-ops & MICE Programs | \$ 825,000.00 | \$ 3,833.85 | \$ 321,990.00 | \$ 499,176.15 | 60.51% |
| SMD019 | Sales Market Development (HQ) | \$ 100,000.00 | \$ - | \$ 80,000.00 | \$ 20,000.00 | 20.00% |
| GRAND TOTAL | | \$ 1,500,000.00 | \$ 103,842.46 | \$ 674,230.00 | \$ 721,927.54 | 48.13% |

Ms. Franquez provided an update on Taiwan's FY2022 budget, noting that paid funds cover Q1 plans that have been executed, committed funds are for projects in Q2, and remaining funds are for projects in Q3 and Q4. Remaining funds are for contingencies and other projects.



Account Summary



Recovery Budget – Taiwan Market

as of 1/19/22

| Taiwan Recovery Actual Spend versus Budget YTD | | | | | | |
|------------------------------------------------|-----------------------------------------|------------------|--------------|--------------|--------------|-------------|
| GL Code | Account Title | Budget | Paid | Committed | Remaining \$ | Remaining % |
| REC001 | Taiwan Recovery Budget | \$ 148,500.00 | \$ 42,703.37 | \$ 86,100.00 | \$ 19,696.63 | 13.26% |
| GRAND TOTAL | | \$ 148,500.00 | \$ 42,703.37 | \$ 86,100.00 | \$ 19,696.63 | 13.26% |
| COMMITTED | | COMMITTED | | | | |
| | EVA Air New Guam Route Cooperative Plan | \$ | 20,000.00 | | | |
| | China Airlines Cooperative Plan | \$ | 20,000.00 | | | |
| | Adventure Sport Tour Reward Program | \$ | 21,100.00 | | | |
| | MICE Reward Policy | \$ | 25,000.00 | | | |
| | | \$ | 86,100.00 | | | |

Ms. Franquez also presented Taiwan's recovery budget. Committed funds are reserved for certain projects that will be executed when the timing is right. Funds remaining are to cover for any variance in project costs or for unforeseen projects.

IX. ANNOUNCEMENTS

GVB renewed its WTTC Safe Travels Stamp Program for 2022, and about 80 businesses have been approved so far. Ms. Franquez encouraged the committee to renew their certificate if they were approved in 2021, or to apply for the first time for this free marketing tool. Members can reach out to Ms. Franquez via phone or email with any questions.

Next TMC meeting is scheduled for Thursday, March 3, 2022 at 11am (subject to change).

Chairman Morinaga wished the committee a Happy New Year.

X. ADJOURNMENT

Mr. Tae Oh motioned to adjourn the meeting at 11:49am. seconded by Ms. Jane Koo.

Minutes Prepared By: Nicole B. Benavente, Marketing Coordinator – Taiwan

Minutes Prepared By: Gabbie Franquez, Marketing Manager – Taiwan

Minutes Approved By: Nadine Leon Guerrero, Director of Global Marketing

