



Exhibit

TAIWAN MARKETING COMMITTEE (TMC) MEETING MINUTES

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

**online attendance*

<p><u>Members Present:</u></p> <ol style="list-style-type: none"> Baldyga Group - Tae Oh* Dusit Thani - Miwa Bravo* Grand Plaza Hotel - Valerie Blas* Guam Reef Hotel - Toshida Yuki* Hyatt Regency Guam - Jane Koo* The Tsubaki Tower - Hiromi Matsuura* The Westin Resort Guam - Yoshihisa Otani* United Airlines - Paula Monk 	<p><u>Members Absent:</u></p> <ol style="list-style-type: none"> TMC Vice Chairman - P. Sonny Ada Fish Eye Marine Park - Akihiro Tani GNC Guam - Edward Lu Hilton Guam Resort & Spa - Echo Man HIS Guam Inc. - Neil Urbano Hotel Nikko Guam - Jenny Cheon Leopalace Guam Resort - Jong In Cheong Lotte Hotel Guam - Elisha Lee Pacific Star Resort & Spa - Jessica Chan Tasi Global Consulting - Jenny Yang University of Guam - Carlos Taitano Wyndham Garden Guam/Days Inn - Sunardi Li
<p><u>Guests/Observers Present:</u></p> <ol style="list-style-type: none"> Guam International Airport Authority - Rolenda Faasualie* 	<p><u>GVB Board/Management/Staff Present:</u></p> <ol style="list-style-type: none"> TMC Chairman - Milton Morinaga Director of Global Marketing- Nadine Leon Guerrero Marketing Manager - Elaine Pangelinan* Marketing Manager - Gabbie Franquez Marketing Coordinator - Nicole B. Benavente Marketing Manager - Brian Borja* <p><u>Guam Taiwan Office Staff Present:</u></p> <ol style="list-style-type: none"> Guam Affairs Director - Felix Yen*

1. CALL TO ORDER & APPROVAL OF COMMITTEE MINUTES

TMC Chairman Milton Morinaga called the meeting to order at 11:00 a.m. Ms. Paula Monk motioned to approve the minutes from the previous meeting dated February 3, 2022, seconded by Ms. Rolenda Faasualie.

2. REPORT OF TMC CHAIRMAN

Chairman Morinaga announced that GVB restarted its PCR Testing Program on February 28th which will continue until March 31st or when funding is exhausted, whichever comes first. Director of Global Marketing Ms. Nadine Leon Guerrero thanked the GVB Board for increasing the funding for this project to \$1.3 million.

He also announced that Director Stephen Hsu of the Taipei Economic and Cultural Office (TECO) on Guam is leaving island today and his replacement Mr. Gary Huang has arrived. Ms.



Leon Guerrero said that GVB management met with Mr. Huang yesterday, and Chairman Morinaga requested that GVB set up another meeting soon.

3. REPORT OF MANAGEMENT

Management reserved report.

4. MARKET UPDATES

February 2022

February 1-20, 2021 Total: 3,771 (+129.5%)

% Market Mix	Origin	2020	2021	2022	% to LY
0.1%	Taiwan	1,031	9	5	-44.4%
2.7%	Japan	42,178	40	103	157.5%
6.3%	Korea	31,442	51	237	364.7%
0.4%	China	150	3	14	366.7%
67.8%	US/Hawaii	4,711	1,185	2,556	115.7%
5.4%	Philippines	635	104	204	96.2%
0.05%	Hong Kong	115	1	3	100.0%

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

Note: February 2022 Daily Arrivals reflect Civilian Air arrivals only

Marketing Manager for Taiwan Ms. Gabbie Franquez presented the latest arrivals and forecast data.

Calendar Year to Date 2022

January - February 20, 2021 Total: 12,831 (+108%)

% Market Mix	Origin	2020	2021	2022	% to LY
0.2%	Taiwan	3,579	18	26	44.4%
9.6%	Japan	104,058	748	1,228	64.2%
9.0%	Korea	110,083	155	1,161	649.0%
0.2%	China	1,969	14	31	121.4%
59.5%	US/Hawaii	13,843	4,160	7,652	83.9%
3.7%	Philippines	1,599	293	481	64.2%
0.04%	Hong Kong	410	2	6	150.0%

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

Note: February 2022 Daily Arrivals reflect Civilian Air arrivals only



Fiscal Year to Date 2022



October 2021 - February 20, 2021

Total: 37,626 (+185.4%)

% Market Mix	Origin	2020	2021	2022	% to LY
0.3%	Taiwan	9,744	86	108	25.6%
6.4%	Japan	285,775	1,215	2,409	98.3%
19.4%	Korea	311,217	312	7,257	2226.0%
0.2%	China	4,248	27	92	240.7%
55.7%	US/Hawaii	35,452	9,014	20,933	132.2%
3.9%	Philippines	8,061	670	1,483	121.3%
0.0%	Hong Kong	1,159	12	13	8.3%

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

Note: February 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
December	0	19	10	90%	N/A
January	0	17	9	88.9%	N/A
February	0	5 (2/1-2/20)	9	-44.4%	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



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	0	1,066	1,066	1,066	2,417	2,560	2,417	1,881	12,473
	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	0	1,066	1,066	2,261	3,851	3,994	3,612	2,996	18,846

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	12,473
EVA Air/Starlux Airlines	A320/A321neo	177/188	2x weekly	6,373

Ms. Franquez said that Taiwan will shorten the quarantine period for all arrivals from 14 days to 10 days starting March 7, 2022, and that the Guam Taiwan Office (GTO) is keeping in good communication with the airlines.

Airline News



March 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



March 2022 Operation Schedule :

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

Airline Updates



Airlines	GTO Contact	Updates
	2/16 Shun-Yi Shih, Sales Representative, Passenger Sales And Marketing Dept.	<ul style="list-style-type: none"> Recent flights mainly focus on business travelers, cargo, and migrant workers. CI will pay close attention to the changes in Taiwan government's entry policy. CI looks forward to initially planning a direct flight to Guam twice a week when Taiwan eases quarantine regulations and lifts ban on tour groups; also hopes to create more business travelers in the future.
	2/15 Amy Cho, Junior Vice President	<ul style="list-style-type: none"> Eva Air will look at travel restrictions policies of various countries to make adjustments, and regularly communicate with key travel agencies to understand local operation status. Countries that have the opportunity to reopen will be given priority in planning. Guam's status will also be updated during Eva Air's regular meetings. At the same time, they continue to observe Taiwan CECC's policy.
	2/16 Ken Wang, Vice President Passenger Sales & Marketing Div.	<ul style="list-style-type: none"> Starlux said that the current government quarantine policy is still mainly for business travelers, and they will continue to observe relevant news. He hopes that North American routes will launch soon this year, and if there are any travel bubbles in the future, Starlux will give priority to promotion.

Guam Affairs Director Mr. Felix Yen presented the Taiwan report, starting with GTO's communication with the airlines.



Airline Updates



Airlines	GTO Contact	Updates
CHINA AIRLINES	2/23 Bruce Chen, General Manager & Solomon Lee, Vice President	<ul style="list-style-type: none"> GTO informed the three airlines about the recent sister city signing between Guam and Taichung; they are all happy about the news and congratulated Guam.
EVA AIR 長榮航空	2/23 Amy Cho, Junior Vice President	
STARLUX 星宇航空	2/23 Ken Wang, Vice President Passenger Sales & Marketing Div.	

Vaccination Update



Vaccine Maker	2 nd Dose/ Fully Vaccinated	1st Dose
AstraZeneca	7.11M (30.47%)	8.05M (34.49%)
moderna	4.07M (17.45%)	4.05M (17.39%)
Pfizer	5.92M (25.36%)	6.35M (27.23%)
MEDIGEN	0.75M (3.21%)	0.84M (3.61%)

FDA/WHO approved



2nd dose/fully vaccinated: **76.49%**

1st dose: **82.72%**

Not vaccinated < 12 years old	2.29M (9.83%)
Not vaccinated > 12 years old	1.74M (7.45%)



Taiwan News



Market Intelligence - Competitors

- Thailand is planning to reopen the Thai-Malaysia border in March to boost tourist arrivals, as Malaysian tourists were the largest group of visitors to Thailand before the Covid-19 pandemic.
- The Philippines announced its full opening to vaccinated foreign travelers. Vaccinated foreign travelers from the 157 countries that have visa-free arrangements with the Philippines will now be able to visit the country without undergoing a quarantine.

Taiwan to start 10-day quarantine, open to business travelers on March 7



- Taiwan will shorten quarantine for all arrivals from 14 to 10 days and also grant entry to business travelers beginning March 7.
- The required quarantine period of 10 days will be followed by seven days of self-health monitoring.
- Foreigners will also be able to apply for special entry permits for business-related activities, such as business visits, investment, execution of business contracts, and job applications.



Travel Restrictions



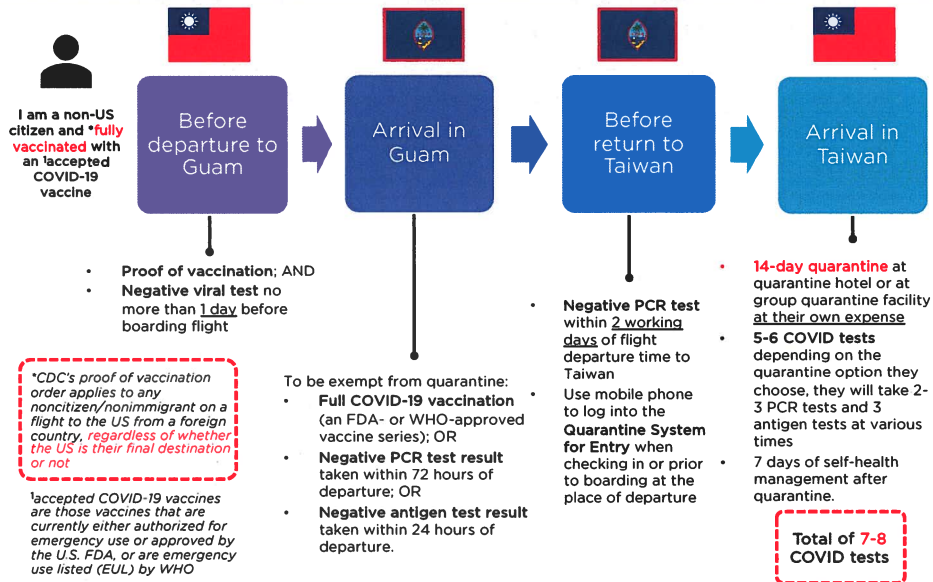
Restriction to Citizens/Non-Citizens Entering Taiwan

Restrictions on Entering Taiwan-1/4-Taiwan Nationals, Foreign Nationals (starting January 12, 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 • ARC means R.O.C. (Taiwan) Resident Certificate		Requirement
Foreign National	Holder of ARC (Resident visa not included)	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}
	Non-ARC holder	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} 4. Spouse or underage child of a ARC holder ^{*note4}	Yes
		All others	No
Note: <ol style="list-style-type: none"> 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. Effective 00:00 am, May 19, 2021, transit via Taiwan is temporarily suspended. Personnel on diplomatic /government official business, migrant workers, <u>students</u>, 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://tdhg.mohw.gov.tw/) Show confirmation message to quarantine staff. The confirmation message is required for entering Taiwan.			  Jan. 12 2022 National Immigration Agency Ministry of the Interior

Mr. Yen said that Taiwan will shorten the mandatory quarantine period to 10 days starting March 7th, and there will be options to quarantine at home instead of in a hotel.



Travel Restrictions



Taiwan Market TAs and Promotion Priority



Promotion Priority & TAs	Estimated Time	Promotion method
1. Business travelers, students studying abroad, Government officials/employees	End of March	Taiwan will relax border restrictions for business travelers first. Therefore, we will continue to promote business, trade and educational exchanges between Taiwan and Guam by participating in expos, seminars, etc.
2. FIT, Young people, Family travel	- FIT/Young people: April & May - Family travel: Summer	For young people, FITs with high incomes, and people who like adventure travel and tropical islands. We will promote through social media and co-promote with OTAs such as Lion travel, KKday, Easy travel, etc.
3. Three sister cities, Indigenous Peoples Committee	- Sister cities: End of August - Indigenous Peoples Committee: September or CNY 2023	GTO will continue to promote Taiwan sister cities and the Indigenous Peoples Committee's visits to Guam
4. Company trip, MICE, adventure sport groups (i.e. Golf clubs)	September-November (off-season)	The TAs of this group are more likely to travel during the off-season. When the government lifts the restrictions on group travel, GTO can actively cooperate with travel agencies to jointly promote

Above Estimations are based on (1) GVB and airlines engaging in marketing cooperative opportunities; (2) Taiwan lifting travel restrictions (i.e. quarantine) and lifting ban on group tours; (3) Passengers being fully vaccinated

5. OLD BUSINESS



PR/AD Update



GVB Concall with MoFA

- Date: Feb 8
- GTO discussed future coordination and cooperation with Mandy Tsai from the Department of North American Affairs and Gary Huang, who will succeed Stephen Hsu as a Consular Officer at TECO in Guam.
- GTO offered assistance to Gary for his coming trip to Guam on 18th February, and Gary expressed his support in promoting direct flights with China Airlines and his support of GTO.



PR/AD Update



ANTOR General Meeting

- Date: Feb 9
- ANTOR discussed the future program for this season. Felix mentioned the current situation in Guam and the preparations for welcoming tourists.



PR/AD Update



Taipei Lantern Festival Opening Press Conference

- Date: Feb 11
- GTO participated in the Taipei Lantern Festival Opening with a free booth, lantern base, and space to display.
- To optimize media exposure, GVB held a press conference on opening day, which the Deputy Mayor of Taipei City attended.



PR/AD Update



Taipei Lantern Festival Opening Lantern Lighting Ceremony

- Date: Feb 12
- GTO participated in the Taipei Lantern Festival Opening Lantern Lighting Ceremony and interacted with representatives from various countries and cities
- GTO also held a Flash event to attract more visitors. More than 150 people visited the Guam booth. Many people expressed that they would like to travel to Guam after the Covid-19 situation improves and Taiwan lifts travel restrictions.



Taipei Lantern Festival Media Exposure – SNS, online news & TV

- GVB invited two KOLs to visit the Guam lantern, post pictures, and host a giveaway in order to increase exposure and attract more visitors during the event
- GTO also garnered more than \$267,000 in media value from other news outlets

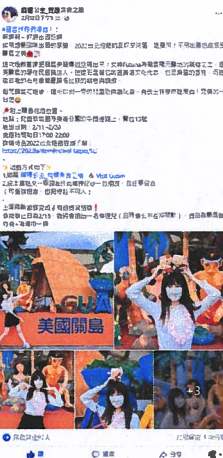
Haven

Instagram: 13k followers
Want to Go Instagram: 450k followers
Want to Go Facebook: 1,123k followers



Irene Jian

Facebook: 170k followers



Type	Media	Date	Title	PR Value(USD)
Online News	today.line.me	2022/2/25	陽島的燈台文燈展吸引超過500人湧訪花燈	\$10,000
Online News	hinet.net	2022/2/25	陽島的燈台文燈展 吸引超過500人湧訪花燈	\$26,667
Online News	udn.com	2022/2/25	陽島的燈台文燈展 吸引超過500人湧訪花燈	\$20,000
Online News	money.und.com	2022/2/25	陽島的燈台文燈展 吸引超過500人湧訪花燈	\$20,000
Online News	travelrich.com	2022/2/14	台北燈會 友好交流的關係展現國風情	\$10,000
Online News	hinet.net	2022/2/14	台北燈會 友好交流的關係展現國風情	\$40,000
Online News	sina.com	2022/2/14	台北燈會 友好交流的關係展現國風情	\$40,000
TV	TVBS	2022/2/13	2022台北燈會的「友好交流的關係」日本國風新知識	\$11,375
TV	TTV	2022/2/11	台北燈會點燈 14城市及國家共同展現國風	\$12,567
TV	GTV	2022/2/12	2022台北燈會開幕 14城市共同展現國風	\$6,825
Online News	supertaste.bbb.com	2022/2/10	「2022台北燈會」在士林13個區共展 防疫嚴守 必須巨大控流 水火箭炸裂	\$20,000
Online News	udn.com	2022/2/11	台北燈會今晚開幕 友好關係14國家和城市點燈新風	\$20,000
Online News	udn.com	2022/2/11	點「台北燈會點燈 14個城市共同展現國風花燈節慶	\$20,000
Online News	upmedia.mg	2022/2/13	「友好關係展現到13」2022台北燈會12/11十城齊開 3天將展5大精彩燈區	\$10,000
Total = \$267,434				

Ms. Franquez added that GVB engaged with two KOLs, Irene and Haven, to increase the media exposure of Guam’s presence at the Taipei Lantern Festival.

Meeting with Compson’s Overseas Vice President

- Date: Feb 15
- GTO met with Compson’s new overseas vice president and discussed the possibility of investing in Guam and establishing a base in the future
- Compson is one of the largest distribution platform in the South East area for pharmaceutical factories, health product factories, TV and broadcast shopping channels, direct selling companies and beverage factories, etc.



PR/AD Update



Meeting with Taipei City Gov. Mayor's office

- Date: Feb 16
- GTO met with Adam Li, Amber Yang, Claire Tseng from Taipei city gov. mayor's office of external affairs and discussed opportunities for future cooperation when Guam and Taipei celebrate the 50th anniversary our sister city agreement in 2023
- GTO will provide a proposal to the city government; they will review regulations and then confirm how they can support.



PR/AD Update



Meeting with Department of Information and Tourism, Taipei City Government

- Date: Feb 16
- GTO visited Taipei Information and Tourism department to learn where Guam's lantern can be displayed after the Taipei Lantern Festival. They also discussed possible marketing activities for the 50th anniversary of Guam-Taipei sister city agreement in 2023



Meeting with Department of Tourism and City marketing, Keelung City Government

- Date: Feb 16
- GTO met with the general director of department of tourism and city marketing, Keelung city government.
- GTO inquired about Keelung City Expo and proposed that if a delegation from Guam comes, we could sign a sister city agreement to promote bilateral education, tourism, and investment.



Secrets of the Ocean Tribes Premiere Press Conference

- Date: Feb 17
- GTO was invited by the council of indigenous peoples to attend Secrets of the Ocean Tribes Premiere Press Conference and interacted with other ambassadors and representatives.



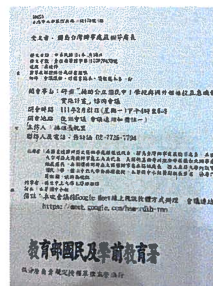
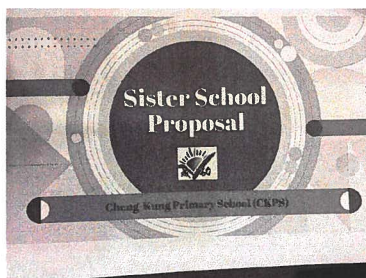
Meeting with Agoda Global Government Affairs Manager

- Date: Feb 17
- GTO met online with Agoda Global Government Affairs Manager Samuel Hsiao and discussed ways of cooperation that can help to promote Guam's tourism and strengthen the image of a safe travel destination.



Meeting with Ministry of Education and school representatives

- Date: Feb 21
- GTO was invited by the Ministry of Education to meet with other ASOA members and school representatives.
- They discussed sister school signings and exchange plans between Taiwan primary/secondary schools and foreign sister schools
- Their goal is to have 340 sister schools by 2030.

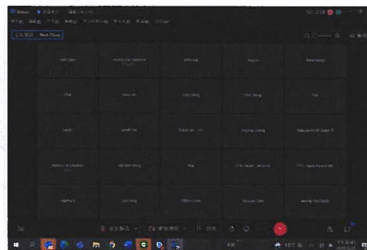
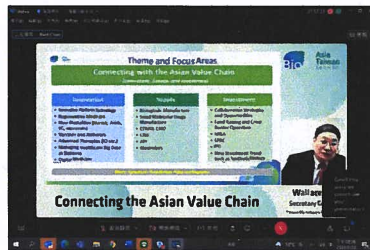


PR/AD Update



2022 BIO Asia-Taiwan introductory online meeting

- Date: Feb 22
- GTO was invited by Taiwan Bio Industry Organization to participate in this online meeting for 2022 BIO Asia-Taiwan.
- The lineup of events planned for BIO Asia-Taiwan 2022 was introduced during this meeting, and the theme and focus include innovation, supply, and investment.



PR/AD Update



Guam-Taichung Sister City Agreement Signing Ceremony

- Date: Feb 23
- Guam signed a sister city agreement with Taichung City. The media was very active in reporting this ceremony and called the move a step forward in relations with the U.S.
- A total of 59 media disclosures were created, including 7 reports on TV, 51 online news, and 1 post on social media.



Consumer Sentiment



Visit Guam 關島觀光局 (TW)
 Published by Elise Hsiao February 14 at 10:31 AM
 #文天浩獎 #情人節抽獎 #關島KITTY聯名章
 關島情人節文天浩獎又雙倍的傳說
 抽獎在之前西班牙海峽時代
 一位西班牙貴族文天浩將女兒許配給勇力強大的西班牙軍官... See more

6,858 People reached 1,511 Engagements +1.5x higher Distribution score Boost again

Boosted on February 14 at 10:35 AM Completed By Elise Hsiao

People reached	3.2K	Post Engagements	295
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View results

493 223 Comments 110 Shares

Like Comment Share

I love Guam's BBQ
 蔡麗雲 蔡麗雲 我最喜歡關島的烤豬肋排

Guam's Dos burger is my favorite
 Fanny Shen 楊杏儀 周子輝 我最喜歡關島的Dos Burger

Miss BBQ in Guam 烤豬肋排了!

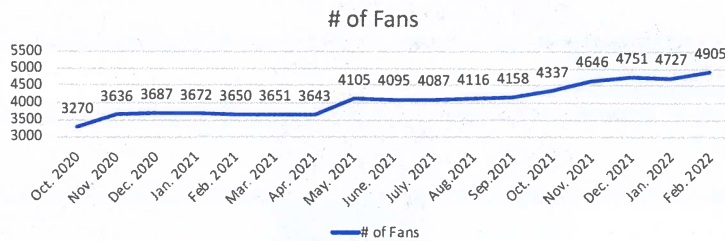
Want to bring our baby to Guam to enjoy the ocean and watch sunset!
 Summer May 穆來麗 想再帶小寶貝一起去關島的海邊玩水、看夕陽

miss the time when we in Guam
 Mimi LinJustin Wu好想念！過去關島的日子囉！！

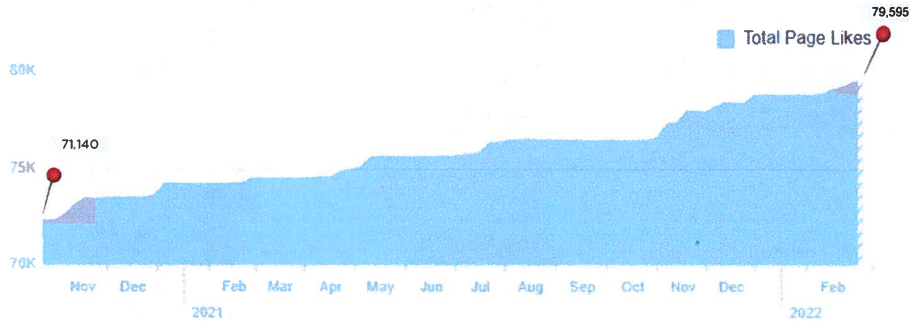
Missing the Under Water World Guam a lot
 Foye Wu Elena Chuang 很想多關島的海底世界水底廊

I want to go diving in Fish Eye Marine Park, the underwater world in Guam is amazing

Social Media Performance



Social Media Performance



March SNS Calendar



Social Media March Content Calendar							Safe-Certified Accommodations
							Safe-Certified Service
							Safe-Certified Shopping
							Attractions and Activities
							Safe-Certified Restaurants
							Guam Scenery
Week 1		MONDAY	1-Mar-22 TUESDAY	2-Mar-22 WEDNESDAY	3-Mar-22 THURSDAY	4-Mar-22 FRIDAY	5-Mar-22 SATURDAY
			Safe-Certified Restaurants- Capriciosa Ristorante Italiano	Safe-Certified Accommodations- Guam Plaza Resort & Spa	x	Guam Scenery 1	Safe-Certified Shopping- Guam Premier Outlets
Week 2	6-Mar-22 SUNDAY	7-Mar-22 MONDAY	8-Mar-22 TUESDAY	9-Mar-22 WEDNESDAY	10-Mar-22 THURSDAY	11-Mar-22 FRIDAY	12-Mar-22 SATURDAY
		Attraction - Country Club of the Pacific		Guam Scenery 2	x	GVB-Destination/Marketing pic 1	
Week 3	13-Mar-22 SUNDAY	14-Mar-22 MONDAY	15-Mar-22 TUESDAY	16-Mar-22 WEDNESDAY	17-Mar-22 THURSDAY	18-Mar-22 FRIDAY	19-Mar-22 SATURDAY
	Safe-Certified Restaurants- Jeffra Pines Cave	White Day Event	Guam Scenery 3	Safe-Certified Restaurants- California Pizza Kitchen	x	Safe Shopping - DFS Guam LP	
Week 4	20-Mar-22 SUNDAY	21-Mar-22 MONDAY	22-Mar-22 TUESDAY	23-Mar-22 WEDNESDAY	24-Mar-22 THURSDAY	25-Mar-22 FRIDAY	26-Mar-22 SATURDAY
	Activities- Guam Tropical Dive Station	GVB-Destination/Marketing pic 2		Activities - Guam Dosean Park	x	Guam Scenery 4	Safe-Certified Restaurants- Crust Pizzeria Napolitana
Week 5	27-Mar-22 SUNDAY	28-Mar-22 MONDAY	29-Mar-22 TUESDAY	30-Mar-22 WEDNESDAY	31-Mar-22 THURSDAY	FRIDAY	SATURDAY
		Guam Scenery 5		Safe-Certified Accommodations - Dusit Thani Guam Resort	x		



Taiwan Market Q3 Plans



Program Code	Date	Travel Trade Co-ops/ MICE Programs/ Promotional & Marketing Activities	Amount
SMD023	April 2022	KOL Sales Campaign*	\$30,000.00
		Fully Vaccinated Traveler Voucher*	\$80,000.00
		Marketing Cooperation with Starlux Airlines (New route launch campaign)*	\$30,000.00
		Taipei Amusement Park Guam Lantern Show	\$25,000.00
TTC031		Taichung International Travel Fair	\$10,000.00
ADV018		Social Media/Online Campaigns & Advertising	\$2,000.00

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
TTC039		TV Program Co-op*	\$60,000.00
TTC031		Taipei Tourism Expo	\$10,000.00
ADV018		Social Media/Online Campaigns & Advertising	\$2,000.00

*FY2022 Q3 plans were presented to the TMC on February 3, 2022 at 11:00am.
Please review meeting minutes for more details.*

Ms. Franquez presented GVB's Q3 plans for Taiwan market, which were initially presented to the committee on February 3, 2022.

Taiwan Market Q3 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
ADV018		Social Media/Online Campaigns & Advertising	\$2,000.00
TOTAL Q3			\$417,740.00

*FY2022 Q3 plans were presented to the TMC on February 3, 2022 at 11:00am.
Please review meeting minutes for more details.*

Chairman Morinaga asked for more information on the Fully Vaccinated Traveler Voucher promotion. Ms. Franquez said that the program is meant to attract fully vaccinated Taiwanese



to Guam and provide them with a voucher for shopping or MiFi, for example. If approved, GVB would seek sponsorship for the vouchers which would reduce the total cost of the project. Chairman Morinaga suggested a coupon book, which could include optional tours, restaurants, shopping, and more. GVB could invite all businesses to cooperate which could increase the overall value.

Ms. Leon Guerrero said that Taiwanese visitors mostly want MiFi connectivity. Chairman Morinaga asked GVB to inquire with local telecommunication companies about their partners in Taiwan to see if GVB can create a promotion for Taiwanese using their cell service on Guam. Ms. Leon Guerrero said that IT&E is partnered with Taiwan Mobile.

Chairman Morinaga also asked about the Taipei Amusement Park Guam Lantern Show project. Ms. Franquez said that after the Taipei Lantern Festival, GVB wants to continue displaying the Guam lantern at an amusement park in Taipei to give it more shelf life and reach the family market. Chairman Morinaga asked if GVB wants to design a new lantern. Ms. Leon Guerrero said that due to the pandemic, Guam's current lantern has not been used or displayed that much, but GVB will look into a new design next year.

Chairman Morinaga noted that there are marketing co-ops planned for China Airlines (CI), Eva Air, and Starlux Airlines, but GVB may rearrange these plans if another airline chooses to service Guam first. Ms. Leon Guerrero added that these plans are just for Q3 and there are still more funds for Q4. Ms. Franquez also said that the ASOA Food Taipei event will be hosted by the American State Office Association (ASOA) in Taiwan, which is an opportunity to promote Guam through food. Mr. Yen explained the Guam Give Me 5 campaign, an incentive program that rewards Taiwanese visitors who spend more than \$500 on Guam with a voucher.

Chairman Morinaga suggested working with the airlines that service Taiwan-Guam to offer bonus miles to Guam passengers, in order to encourage repeat visitors. He asked Mr. Yen to speak to the airlines about this possible marketing co-op.

Ms. Rolenda Faasuamalie commented that both CI and Eva Air have advised no operations through April. Ms. Leon Guerrero asked Mr. Yen about GTO's forecast which includes arrivals from CI in April. Mr. Yen said that the forecast assumes that Taiwan's restrictions will lift, including no quarantine for arrivals from Guam.

Chairman Morinaga invited comments and suggestions from the committee on Taiwan's Q3 plans. There were no comments or objections.

6. NEW BUSINESS

No new business.

7. ACCOUNT SUMMARY

Account Summary



FY2022 Budget

*as of 2/21/2022

FY2022 Taiwan Actual Spend versus Budget YTD						
G/L Code	Account Title	Budget	Paid	Committed	Remaining \$	Percentage %
PRE001	Marketing Representative Fees	\$ 288,000.00	\$ 96,000.00	\$ 192,000.00	\$ -	0.00%
PRE005	Sales Calls	\$ 12,000.00	\$ 3,891.35	\$ 8,000.00	\$ 108.65	0.91%
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	\$ 5,787.49	\$ 5,200.00	\$ 39,012.51	78.03%
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	\$ 17,558.30	\$ 321,690.00	\$ 485,751.70	58.88%
SMD019	Sales Market Development (HQ)	\$ 100,000.00	\$ -	\$ 80,000.00	\$ 20,000.00	20.00%
GRAND TOTAL		\$ 1,500,000.00	\$ 147,823.50	\$ 645,130.00	\$ 707,046.50	47.14%

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 2/28/22

Taiwan Recovery Actual Spend versus Budget YTD						
G/L Code	Account Title	Budget	Paid	Committed	Remaining \$	Remaining %
REC001	Taiwan Recovery Budget	\$ 148,500.00	\$ 43,016.74	\$ 86,100.00	\$ 19,383.26	13.05%
GRAND TOTAL		\$ 148,500.00	\$ 43,016.74	\$ 86,100.00	\$ 19,383.26	13.05%
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 contingencies or for unforeseen projects.

Ms. Paula Monk asked if GVB is obliged to pay for certain committed projects even if the airlines do not operate. Ms. Leon Guerrero confirmed that the marketing support committed to airlines will not be given unless the airline begins service to Guam.

Ms. Monk asked Mr. Yen if he thinks Taiwan will follow in the footsteps of the Philippines who recently opened to fully vaccinated travelers. Mr. Yen said that to Taiwan officials, it depends on which countries have their COVID situation under control. He anticipates the Taiwan



government shortening the quarantine period eventually from 10 days to 7 or 5 days. Unlike the Philippines, he does not foresee Taiwan opening to all fully vaccinated travelers at one time for all countries, especially since a large percentage of Taiwan's population has only received one dose of a COVID vaccine.

Chairman Morinaga said he foresees that travel will become easier in 2-3 months. He asked Mr. Yen about the popularity of the Medigen vaccine in Taiwan. Mr. Yen said that it's not necessarily popular but the Taiwan government is encouraging people to get Medigen as a booster. Chairman Morinaga said that it is difficult because Medigen is not yet WHO- or FDA-approved. Ms. Leon Guerrero said she would follow up with Medigen to see how far along they are in the approval process.

Chairman Morinaga asked about the Adventure Sport Tour Reward program from Taiwan's recovery budget. Ms. Franquez said that the program is currently active but with not much demand due to lack of air service. Chairman Morinaga said that GVB may need to revisit some of these committed projects and be flexible to allocate funding elsewhere.

8. ANNOUNCEMENTS

Next TMC meeting is scheduled for Thursday, April 7, 2022 at 11am (subject to change).

9. ADJOURNMENT

Ms. Monk motioned to adjourn the meeting at 12:00 p.m. seconded by Ms. Hiromi Matsuura.



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